

## Location Composition

Category	County	% of State
2010 Population	3,073	0.06%
2010 Households	1,575	0.08%
2010 Group Quarters	0	0.00%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	2,491	81.05%	Spanish	1,576	51.29%
Hispanic	1,912	62.22%	English	1,452	47.25%
Multiracial	368	11.96%	German	14	0.47%
Other race	162	5.26%	Japanese	12	0.38%
Asian	30	0.99%	Other IE.	11	0.35%
Nat. Amer.	14	0.45%	French	8	0.26%
Black	9	0.28%			

## Getting Involved

To learn more about this location, please contact Steve Hoekstra (alpinerm@qwestoffice.net).

### NOTES:

The Communities Summary identifies the top three types of communities in the county, the number of households, and the percent of the county.

The Lifestyle Summary identifies the top six lifestyle segments in the county, the number of households, percent of the county households, and the percent of households that are unreached.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the county. The last three items provide the household percent that is "affiliated" with the top religious groups. "Other World Religions" include religions other than Islam, Hinduism, Buddhism, and Christianity.

Location Composition: Listed are the total number of people and the total number of households in the county.

Race/Ethnicity gives the population count and percentage of population for each of the race / ethnicity categories. The language section gives the population count age 5 yrs+ that speaks the language at home.

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# MISSIONAL COUNTY DIGEST

## Top County Communities

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## Luke 10:2

Jesus told them, "The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into his harvest field."

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Households: 832  
Percent: 52.83%

## Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



Households: 465  
Percent: 29.52%

## Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.



Households: 258  
Percent: 16.38%

## Country Communities

Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.

## Top Lifestyle Segments



**Urban Blues** (64% Unreached)  
 While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

Households: 823  
 Percent: 52.25%



**Rugged Rural Style** (58% Unreached)  
 Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 465  
 Percent: 29.52%



**Hardy Rural Families** (61% Unreached)  
 Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 212  
 Percent: 13.46%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	979	62.19%
Religious but NOT Evangelical	181	11.5%
Spiritual but NOT Evangelical	143	9.06%
Non-Evangelical but NOT Interested	656	41.63%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	699	31.40%
Adult Obesity (as % of Adults yrs 25+)	459	20.60%
Children in Poverty (as % of all children)	271	37.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	157	10.90%
Adult STD Incidents (as % of Adults yrs 25+)	4	0.18%
Adult Poor or Fair Health (as % of Adults yrs 25+)	0	0.00%
Household Violent Crime incidents (as % of all hhlds)	0	0.00%

Note: A "0" means that this particular data item is not available for this county.

## Motivescape: Attitudinal Indicators



**Approvers**  
 Looking for recognition

# HH: 1,136  
 % HH: 72.12%



**Connectors**  
 Looking for relationship

# HH: 1,040  
 % HH: 66.01%



**Creators**  
 Looking for innovation

# HH: 989  
 % HH: 62.82%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	0	0.00%
Evangelical Protestant Heritage	788	50.00%
Mormon Heritage	788	50.00%