| Location Composition | | |
|----------------------|---------|------------|
| Category | County | % of State |
| 2010 Population | 626,118 | 12.24% |
| 2010 Households | 250,120 | 13.01% |
| 2010 Group Quarters | 13,335 | 11.75% |
| | | |

| RACE/ETH | #POP | %POP | LANG. | #POP | %POP |
|-------------|---------|--------|---------------|---------|--------|
| White | 456,546 | 72.92% | English | 452,233 | 72.23% |
| Hispanic | 200,872 | 32.08% | Spanish | 134,022 | 21.41% |
| Black | 64,713 | 10.34% | Vietnamese | 5,319 | 0.85% |
| Other race | 58,323 | 9.32% | African lang. | 3,593 | 0.57% |
| Asian | 20,609 | 3.29% | Russian | 3,326 | 0.53% |
| Multiracial | 18,108 | 2.89% | Chinese | 3,134 | 0.50% |
| Nat. Amer. | 7,047 | 1.13% | French | 2,954 | 0.47% |
| Hawaiian/PI | 772 | 0.12% | German | 2,882 | 0.46% |

number of households, and the percent of the county.

Getting Involved

To learn more about this location, please contact Jim Misloski (jmisloski@coloradobaptis ts.org).

NOTES:

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 Communities Summary identifies the top three types of communities in the county, the

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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Reaching Denver County, CO

1

2

2

3

3

4

4

4

MISSIONAL COUNTY DIGEST

Top County Communities



Luke 10:2

"The

to

Jesus told them.

plentiful, but the

workers are few.

Ask the Lord of the

harvest, therefore,

send

workers into

harvest is



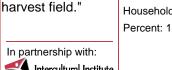
Households: 83.415 Percent: 33.35%



Households: 60,611 Percent: 24.23%



Households: 46,505 Percent: 18.59%

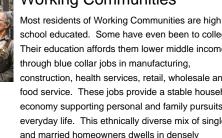


out

his

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COLORADO Baptists

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.

Working Communities

school educated. Some have even been to college. Their education affords them lower middle incomes construction, health services, retail, wholesale and food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs.

Missional County Digest

Top Lifestyle Segments



Households: 35,764 Percent: 14.3%

Young Cosmopolitans

(78% Unreached) Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including

a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.



Stable Careers

(72% Unreached)

Stable Careers is a collection of young and ethnically diverse singles living in big-city metros as Los Angeles, CA, Philadelphia, PA and Miami, FL. A quarter of the households are of Hispanic and Asian and are slightly less affluent than others dominated by Generation Y residents. More than half of households have gone to college and most have landed white-collar jobs in retail, health services and professional offices.

Households: 26,709 Percent: 10.68%



Steadfast Conservatives

(69% Unreached)

43.91%

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 21,312 Percent: 8.52%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | COUNTY HOUSEHOLDS | COUNTY % | | |
|-------------------------------|-------------------|----------|--|--|
| Unreached | 181,458 | 72.55% | | |
| Religious but NOT Evangelical | 42,369 | 16.94% | | |
| Spiritual but NOT Evangelical | 29,293 | 11.71% | | |

109,839

Needscape: Social Issues

| MAJOR SOCIAL ISSUES | #POP | %POP |
|---|---------|--------|
| Adult High School dropouts (as % of Adults yrs 25+) | 206,457 | 48.20% |
| Adult Obesity (as % of Adults yrs 25+) | 77,529 | 18.10% |
| Adult Poor or Fair Health (as % of Adults yrs 25+) | 71,532 | 16.70% |
| Children in Poverty (as % of all children) | 39,338 | 30.80% |
| Adult Unemployment Rate (as % of Adults yrs 25+) | 31,329 | 9.70% |
| Household Violent Crime incidents (as % of all hhlds) | 10,377 | 4.15% |
| Adult STD Incidents (as % of Adults yrs 25+) | 5,670 | 1.32% |

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

Motivescape: Attitudinal Indicators



recognition

182,486

72.96%

HH:

% HH:

Connecters

Looking for relationship # HH: 171,993 % HH: 68.76%



Creators Looking for innovation # HH: 157,970 % HH: 63.16%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | COUNTY HOUSEHOLDS | COUNTY % |
|---------------------------------|-------------------|----------|
| Active Evangelical HHlds | 15,068 | 6.02% |
| Evangelical Protestant Heritage | 142,368 | 56.92 |
| Other World Religions Heritage | 50,799 | 20.31 |
| Mainline Protestant Heritage | 19,534 | 7.81 |

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Non-Evangelical but NOT Interested