

## Location Composition

Category	County	% of State
2010 Population	55,196	1.08%
2010 Households	16,077	0.84%
2010 Group Quarters	353	0.31%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	50,285	91.10%	English	38,253	69.30%
Hispanic	15,981	28.95%	Spanish	15,151	27.45%
Other race	3,101	5.62%	Other Slavic	543	0.98%
Multiracial	956	1.73%	German	330	0.60%
Asian	629	1.14%	French	303	0.55%
Black	105	0.19%	Chinese	137	0.25%
Nat. Amer.	100	0.18%	Japanese	132	0.24%
Hawaiian/PI	18	0.03%	Italian	72	0.13%

## 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 Evangscape 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: 11,296  
Percent: 70.26%

## 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.



Households: 3,944  
Percent: 24.53%

## 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.



Households: 357  
Percent: 2.22%

## Working Communities

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, 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.

## Top Lifestyle Segments



### America's Wealthiest (80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 5,236  
Percent: 32.57%



### 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.

Households: 3,414  
Percent: 21.24%



### Dream Weavers (72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.

Households: 1,500  
Percent: 9.33%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	12,248	76.18%
Religious but NOT Evangelical	3,239	20.15%
Spiritual but NOT Evangelical	1,862	11.58%
Non-Evangelical but NOT Interested	7,146	44.45%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	7,098	19.00%
Adult Obesity (as % of Adults yrs 25+)	5,193	13.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,446	11.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	2,795	9.50%
Children in Poverty (as % of all children)	1,516	12.00%
Household Violent Crime incidents (as % of all hhlds)	269	1.67%
Adult STD Incidents (as % of Adults yrs 25+)	87	0.23%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 12,427  
% HH: 77.30%



### Connectors

Looking for relationship

# HH: 11,575  
% HH: 72.00%



### Creators

Looking for innovation

# HH: 9,911  
% HH: 61.64%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	240	1.49%
Evangelical Protestant Heritage	6,514	40.52
Other World Religions Heritage	3,678	22.88
Mainline Protestant Heritage	2,522	15.69