

Location Composition

Category	County	% of State
2010 Population	57,964	1.13%
2010 Households	20,895	1.09%
2010 Group Quarters	853	0.75%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	52,277	90.19%	English	43,627	75.27%
Hispanic	15,218	26.25%	Spanish	13,420	23.15%
Other race	3,092	5.33%	German	291	0.50%
Multiracial	1,454	2.51%	French	128	0.22%
Black	428	0.74%	Other PI lang.	93	0.16%
Asian	292	0.50%	Hungarian	59	0.10%
Nat. Amer.	288	0.50%	Italian	55	0.10%
Hawaiian/PI	133	0.23%	Thai	48	0.08%

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: 6,644
Percent: 31.8%

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: 6,391
Percent: 30.59%

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: 3,362
Percent: 16.09%

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



Households: 3,275
Percent: 15.67%

Prime Middle America (65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.



Households: 2,291
Percent: 10.96%

Steadfast Conservatives (69% Unreached)

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: 1,820
Percent: 8.71%

Aspiring Hispania (67% Unreached)

A cluster of urban gateway communities, Aspiring Hispania is the first stop for many relatively young Hispanics striving for better lives in America. More than half the residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations-more than one-quarter have not completed high school.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	14,162	67.77%
Religious but NOT Evangelical	2,866	13.72%
Spiritual but NOT Evangelical	2,545	12.18%
Non-Evangelical but NOT Interested	8,751	41.88%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	11,004	29.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	6,477	17.60%
Adult Obesity (as % of Adults yrs 25+)	6,440	17.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,251	10.00%
Children in Poverty (as % of all children)	2,026	13.60%
Adult STD Incidents (as % of Adults yrs 25+)	104	0.28%
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: 15,294
% HH: 73.20%



Connectors

Looking for relationship

HH: 14,398
% HH: 68.91%



Creators

Looking for innovation

HH: 12,961
% HH: 62.03%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,267	6.06%
Evangelical Protestant Heritage	13,356	63.92%
Mainline Protestant Heritage	3,446	16.49%
Other World Religions Heritage	2,585	12.37%