

Location Composition

Category	County	% of State
2010 Population	14,079	0.28%
2010 Households	7,309	0.38%
2010 Group Quarters	393	0.35%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	13,547	96.22%	English	12,748	90.55%
Hispanic	971	6.90%	Spanish	1,039	7.38%
Other race	187	1.33%	French	94	0.67%
Multiracial	174	1.24%	Other IE.	61	0.44%
Asian	115	0.82%	Korean	52	0.37%
Black	42	0.30%	Polish	37	0.26%
Nat. Amer.	14	0.10%	African lang.	16	0.12%
			German	15	0.11%

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.

© Copyright 2012 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

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."

In partnership with:



www.iicm.net



Households: 5,026
Percent: 68.76%

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: 1,467
Percent: 20.07%

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.



Households: 405
Percent: 5.54%

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.

Top Lifestyle Segments



Suburban Advantage (67% Unreached)

When retirement looms, many Americans downsize their housing, seeking out resort-like communities within short distances to major medical facilities. In Suburban Advantage, empty-nesting couples and retirees have moved to middle-class homes and condo developments in dense retirement communities along the Atlantic and Pacific coasts. Most households have college degrees, and, if they're still in the workforce, hold white collar and managerial jobs.

Households: 3,525
Percent: 48.23%



Industrious Country Living (68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

Households: 1,275
Percent: 17.44%



Professional Urbanites (72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 1,238
Percent: 16.94%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,995	68.35%
Religious but NOT Evangelical	691	9.45%
Spiritual but NOT Evangelical	1,398	19.13%
Non-Evangelical but NOT Interested	2,907	39.77%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,895	18.80%
Adult High School dropouts (as % of Adults yrs 25+)	1,169	11.60%
Adult Unemployment Rate (as % of Adults yrs 25+)	774	9.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	585	5.80%
Children in Poverty (as % of all children)	373	12.60%
Household Violent Crime incidents (as % of all hhlds)	107	1.46%
Adult STD Incidents (as % of Adults yrs 25+)	15	0.15%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 5,446
% HH: 74.51%



Connectors
Looking for relationship

HH: 5,364
% HH: 73.39%



Creators
Looking for innovation

HH: 4,647
% HH: 63.58%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	218	2.98%
Evangelical Protestant Heritage	2,610	35.71
Other World Religions Heritage	2,088	28.57
Roman Catholic Heritage	1,566	21.43