

## Location Composition

Category	County	% of State
2010 Population	16,123	0.32%
2010 Households	6,501	0.34%
2010 Group Quarters	876	0.77%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	13,613	84.43%	English	13,720	85.10%
Hispanic	6,551	40.63%	Spanish	1,922	11.92%
Other race	1,413	8.77%	Italian	96	0.60%
Multiracial	512	3.18%	Russian	84	0.52%
Nat. Amer.	294	1.82%	Tagalog	69	0.43%
Asian	138	0.85%	Native Amer.	62	0.39%
Black	120	0.75%	French	61	0.38%
Hawaiian/PI	32	0.20%	Korean	45	0.28%

## Getting Involved

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

### 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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Reaching Las Animas County, CO

# 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:



Households: 1,948  
Percent: 29.96%

## 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: 1,691  
Percent: 26.01%

## 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.



Households: 1,145  
Percent: 17.61%

## 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.

## 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: 1,387  
Percent: 21.34%



### 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: 914  
Percent: 14.06%



### 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: 904  
Percent: 13.91%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,167	64.1%
Religious but NOT Evangelical	810	12.46%
Spiritual but NOT Evangelical	633	9.73%
Non-Evangelical but NOT Interested	2,725	41.92%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	4,096	36.20%
Adult Obesity (as % of Adults yrs 25+)	2,501	22.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,048	18.10%
Children in Poverty (as % of all children)	801	25.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	790	9.70%
Adult STD Incidents (as % of Adults yrs 25+)	32	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: 4,743  
% HH: 72.95%



**Connectors**  
Looking for relationship

# HH: 4,387  
% HH: 67.48%



**Creators**  
Looking for innovation

# HH: 4,116  
% HH: 63.32%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	146	2.25%
Mainline Protestant Heritage	2,275	35.00%
Other World Religions Heritage	1,625	25.00%
Evangelical Protestant Heritage	1,300	20.00%