

## Location Composition

Category	County	% of State
2010 Population	18,652	0.36%
2010 Households	7,903	0.41%
2010 Group Quarters	568	0.50%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	16,279	87.28%	English	15,059	80.74%
Hispanic	7,350	39.41%	Spanish	3,383	18.14%
Other race	1,201	6.44%	Vietnamese	103	0.55%
Multiracial	411	2.20%	Japanese	24	0.13%
Nat. Amer.	368	1.98%	Arabic	20	0.11%
Black	203	1.09%	Other PI lang.	18	0.10%
Asian	173	0.93%	German	17	0.09%
Hawaiian/PI	17	0.09%	Other Asian	13	0.07%

## 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 Otero County, CO

# 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."

In partnership with:



Households: 2,482  
Percent: 31.41%



Households: 2,312  
Percent: 29.25%



Households: 1,368  
Percent: 17.31%

## 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.

## 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.

## 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.

## 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: 1,726

Percent: 21.84%



### 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: 1,312

Percent: 16.6%



### America's Farmlands

(57% Unreached)

With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this segment is less than one-tenth the national average.

Households: 1,012

Percent: 12.81%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	5,126	64.86%
Religious but NOT Evangelical	1,044	13.22%
Spiritual but NOT Evangelical	680	8.6%
Non-Evangelical but NOT Interested	3,402	43.04%

## Needscape: Social Issues

### MAJOR SOCIAL ISSUES

	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	3,128	25.50%
Adult High School dropouts (as % of Adults yrs 25+)	2,270	18.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,024	16.50%
Children in Poverty (as % of all children)	1,379	30.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	786	8.70%
Household Violent Crime incidents (as % of all hhlds)	181	2.29%
Adult STD Incidents (as % of Adults yrs 25+)	52	0.42%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for  
recognition

# HH: 5,770

% HH: 73.01%



### Connectors

Looking for  
relationship

# HH: 5,372

% HH: 67.97%



### Creators

Looking for  
innovation

# HH: 5,007

% HH: 63.35%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	697	8.81%
Mormon Heritage	5,374	68.00
Evangelical Protestant Heritage	1,264	16.00
Jehovah's Witnesses Heritage	316	4.00