

Location Composition

Category	County	% of State
2010 Population	16,662	0.33%
2010 Households	7,383	0.38%
2010 Group Quarters	70	0.06%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	16,011	96.09%	English	15,923	95.56%
Hispanic	770	4.62%	Spanish	545	3.27%
Multiracial	202	1.21%	German	107	0.64%
Nat. Amer.	184	1.11%	Korean	32	0.19%
Asian	150	0.90%	French	29	0.17%
Black	82	0.49%	Scandinavian	26	0.15%
Other race	33	0.20%			

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: 4,442
Percent: 60.17%

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: 1,459
Percent: 19.76%

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: 1,408
Percent: 19.07%

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.

Top Lifestyle Segments



Small-town Success (69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 2,082
Percent: 28.2%



Urban Commuter Families (67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 1,849
Percent: 25.04%



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: 1,083
Percent: 14.67%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,991	67.6%
Religious but NOT Evangelical	1,031	13.96%
Spiritual but NOT Evangelical	985	13.34%
Non-Evangelical but NOT Interested	2,975	40.3%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,298	18.60%
Adult High School dropouts (as % of Adults yrs 25+)	2,162	17.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,063	8.60%
Adult Unemployment Rate (as % of Adults yrs 25+)	825	8.90%
Children in Poverty (as % of all children)	442	14.40%
Household Violent Crime incidents (as % of all hhlds)	60	0.81%
Adult STD Incidents (as % of Adults yrs 25+)	7	0.06%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 5,606
% HH: 75.94%



Connectors
Looking for relationship

HH: 5,195
% HH: 70.37%



Creators
Looking for innovation

HH: 4,734
% HH: 64.12%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	225	3.05%
Evangelical Protestant Heritage	3,692	50.00%
Other World Religions Heritage	2,199	29.79%
Mainline Protestant Heritage	864	11.70%