

Location Composition

Category	County	% of State
2010 Population	16,515	0.32%
2010 Households	7,718	0.40%
2010 Group Quarters	327	0.29%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	15,774	95.52%	English	13,835	83.77%
Hispanic	1,355	8.21%	Spanish	1,588	9.62%
Asian	250	1.51%	Scandinavian	217	1.31%
Multiracial	244	1.48%	French	190	1.15%
Other race	203	1.23%	Portuguese	190	1.15%
Nat. Amer.	32	0.20%	German	145	0.88%
Black	12	0.07%	Italian	97	0.59%
			Hungarian	62	0.38%

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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Reaching Pitkin 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."

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Households: 6,940
Percent: 89.92%

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: 489
Percent: 6.34%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



Households: 276
Percent: 3.58%

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



Affluent Urban Professionals (81% Unreached)

The yuppies of the last decade may have grown up, but their lifestyle lives on. In Affluent Urban Professionals, wealthy singles and couples live in the chic high-rise neighborhoods of many big cities such as New York, Boston and Chicago, owning swank condos and apartments valued at twice the national average. Most residents are in their twenties and thirties, hold college degrees and have jobs as executives and white-collar professionals.

Households: 2,157
Percent: 27.95%



America's Wealthiest (80% Unreached)

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.

Households: 1,863
Percent: 24.14%



Status-conscious Consumer (70% Unreached)

A haven for big spenders, Status-conscious Consumers is a cluster of new suburban neighborhoods within a manageable commute to well-paying city jobs. Predominantly white and Asian, these middle-aged Baby Boomer households have turned their college educations into lucrative executive positions in information, finance and other managerial professions. Most of the adults live as couples or in households with few children.

Households: 1,113
Percent: 14.42%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	5,913	76.61%
Religious but NOT Evangelical	1,402	18.16%
Spiritual but NOT Evangelical	1,091	14.13%
Non-Evangelical but NOT Interested	3,421	44.32%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,792	14.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	862	8.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	709	5.70%
Adult High School dropouts (as % of Adults yrs 25+)	610	4.90%
Children in Poverty (as % of all children)	235	7.90%
Household Violent Crime incidents (as % of all hhlds)	132	1.71%
Adult STD Incidents (as % of Adults yrs 25+)	17	0.14%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 5,972
% HH: 77.37%



Connectors
Looking for relationship

HH: 5,484
% HH: 71.05%



Creators
Looking for innovation

HH: 4,889
% HH: 63.34%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	57	0.73%
Evangelical Protestant Heritage	4,631	60.00%
Other World Religions Heritage	3,087	40.00%