

Location Composition

Category	County	% of State
2010 Population	24,034	0.47%
2010 Households	10,899	0.57%
2010 Group Quarters	356	0.31%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	23,011	95.74%	English	22,581	93.95%
Hispanic	1,435	5.97%	Spanish	1,090	4.54%
Other race	282	1.17%	French	152	0.63%
Asian	238	0.99%	Other Asian	73	0.30%
Nat. Amer.	225	0.94%	German	52	0.22%
Multiracial	172	0.72%	Chinese	33	0.14%
Black	64	0.27%	Russian	20	0.08%
Hawaiian/PI	42	0.17%	Polish	12	0.05%

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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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: 6,141
Percent: 56.34%

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: 1,956
Percent: 17.95%

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: 1,233
Percent: 11.31%

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



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: 3,808
Percent: 34.94%



Young Cosmopolitans (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 1,466
Percent: 13.45%



Academic Influences (61% Unreached)

Students help to set the tone of Academic Influences, a cluster of multi-ethnic campus communities where one in five residents lives in a dormitory. Young families also dominate the demographics of this cluster, thanks to recent college graduates who are now married with children. As a group, these well-educated households have above average incomes from white-collar jobs in education and health care.

Households: 851
Percent: 7.81%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	7,687	70.53%
Religious but NOT Evangelical	1,623	14.9%
Spiritual but NOT Evangelical	1,494	13.71%
Non-Evangelical but NOT Interested	4,570	41.93%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,359	13.70%
Adult High School dropouts (as % of Adults yrs 25+)	1,929	11.20%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,360	9.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	913	5.30%
Children in Poverty (as % of all children)	482	9.90%
Household Violent Crime incidents (as % of all hhlds)	211	1.94%
Adult STD Incidents (as % of Adults yrs 25+)	46	0.27%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 8,271
% HH: 75.89%



Connectors

Looking for relationship

HH: 7,829
% HH: 71.83%



Creators

Looking for innovation

HH: 6,874
% HH: 63.07%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	503	4.62%
Evangelical Protestant Heritage	7,744	71.05
Mainline Protestant Heritage	1,721	15.79
Other World Religions Heritage	573	5.26