

Location Composition

Category	County	% of State
2010 Population	27,742	0.54%
2010 Households	10,881	0.57%
2010 Group Quarters	926	0.82%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	25,903	93.37%	English	23,504	84.72%
Hispanic	3,615	13.03%	Spanish	3,623	13.06%
Other race	921	3.32%	Chinese	86	0.31%
Multiracial	461	1.66%	German	86	0.31%
Asian	315	1.14%	Polish	81	0.29%
Black	111	0.40%	Korean	68	0.25%
Hawaiian/PI	32	0.11%	Vietnamese	56	0.20%
			French	53	0.19%

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: 6,098
Percent: 56.04%

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: 3,367
Percent: 30.94%

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: 873
Percent: 8.02%

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



New Suburbia Families (68% Unreached)
 Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 4,081
 Percent: 37.51%



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: 3,328
 Percent: 30.59%



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: 1,055
 Percent: 9.7%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	7,822	71.89%
Religious but NOT Evangelical	1,534	14.1%
Spiritual but NOT Evangelical	1,759	16.16%
Non-Evangelical but NOT Interested	4,530	41.63%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	3,531	17.70%
Adult Obesity (as % of Adults yrs 25+)	3,013	15.10%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,277	6.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,268	7.80%
Children in Poverty (as % of all children)	623	12.90%
Household Violent Crime incidents (as % of all hhlds)	181	1.66%
Adult STD Incidents (as % of Adults yrs 25+)	87	0.44%

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

Motivescape: Attitudinal Indicators



Approvers
 Looking for recognition

HH: 8,308
 % HH: 76.35%



Connectors
 Looking for relationship

HH: 7,842
 % HH: 72.07%



Creators
 Looking for innovation

HH: 6,930
 % HH: 63.69%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	288	2.64%
Evangelical Protestant Heritage	3,956	36.36
Other World Religions Heritage	2,720	25.00
Mainline Protestant Heritage	2,225	20.45