

## Location Composition

Category	County	% of State
2010 Population	261,011	5.10%
2010 Households	89,850	4.68%
2010 Group Quarters	5,038	4.44%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	229,042	87.75%	English	211,698	81.11%
Hispanic	73,202	28.05%	Spanish	44,676	17.12%
Other race	17,228	6.60%	German	987	0.38%
Multiracial	6,704	2.57%	French	540	0.21%
Asian	3,427	1.31%	Chinese	337	0.13%
Nat. Amer.	2,415	0.93%	Japanese	303	0.12%
Black	2,056	0.79%	African lang.	252	0.10%
Hawaiian/PI	139	0.05%	Vietnamese	226	0.09%

## 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 Weld 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: 35,330  
Percent: 39.32%

## 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: 22,277  
Percent: 24.79%

## 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.



Households: 13,304  
Percent: 14.81%

## 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.

## 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: 10,455  
Percent: 11.64%



### 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: 10,350  
Percent: 11.52%



### 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: 9,122  
Percent: 10.15%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	61,020	67.91%
Religious but NOT Evangelical	12,746	14.19%
Spiritual but NOT Evangelical	10,524	11.71%
Non-Evangelical but NOT Interested	37,753	42.02%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult High School dropouts (as % of Adults yrs 25+)	46,923	28.60%
Adult Obesity (as % of Adults yrs 25+)	41,508	25.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	25,922	15.80%
Children in Poverty (as % of all children)	12,884	18.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	12,188	10.20%
Household Violent Crime incidents (as % of all hhlds)	2,222	2.47%
Adult STD Incidents (as % of Adults yrs 25+)	847	0.52%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 66,752  
% HH: 74.29%



### Connectors

Looking for relationship

# HH: 63,023  
% HH: 70.14%



### Creators

Looking for innovation

# HH: 56,992  
% HH: 63.43%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	8,134	9.05%
Mainline Protestant Heritage	37,683	41.94%
Other World Religions Heritage	20,288	22.58%
Evangelical Protestant Heritage	17,386	19.35%