

## Location Composition

Category	0-3 MI	3-7 MI	7-10 MI
2010 Population	17,328	10,085	7,464
2010 Households	7,471	4,263	3,113
2010 Group Quarters	1,595	109	9

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	6,021	81%
HH Uses Computer For Internet/E-mail	4,984	67%
Reading Books	4,532	61%
Watching Diet (Health/Weight)-Presently	4,166	56%
Controlling Diet		
McDonald's	3,974	53%
Non-Presc-For Regular Headaches	3,936	53%
Voted in fed/state/local election	3,605	48%

## Getting Involved

This mission site is located in the Western Colorado of the Colorado Baptist General Convention. For more information about this need, contact the regional Church Planting Strategist: Steve Hoekstra (alpinerm@qwestoffice.net)

### NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhlds (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

## Reaching Durango, Colorado

# MISSION SITE DIGEST

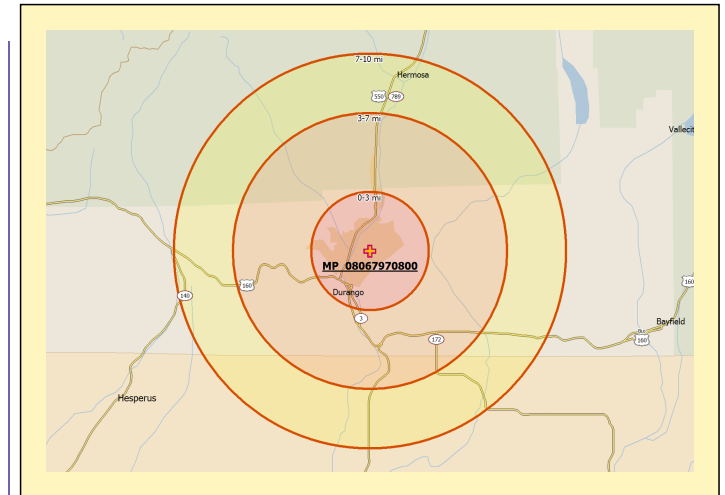
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### Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

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This location has been identified as one of the areas in Colorado in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

### Location Summary

Central Street Address	1123-1189 County Road 240
Zip Code	81301
State Region	Western Colorado
GIS Latitude	37.295310
GIS Longitude	-107.856450
Sitescape Category	Townscape
Sitescape Group	Medium Towns

## Top Community Types



Households: 3,029  
Percent: 40.54%

### 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 Boomer parents. Most work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts. For upscale community households, disposable income is at a peak. These families enjoy large homes, comfortable lifestyles and shopping for the latest high-tech electronics.



Households: 1,497  
Percent: 20.04%

### Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. Truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 and 34. Sixty percent are renting singles; others live on military bases or in college dorms. They are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Career builders who enjoy a moderate income in middle management, they thrive within the IT, sales, administration, education and health care professions.



Households: 1,087  
Percent: 14.55%

### 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. Outside the nation's larger metro areas, residents can savor the familiarity of the small town cafe, or venture into the city to frequent comedy clubs, nightclubs and malls.

## Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDS	BAND %
Unreached	5,354	71.67%
Religious but NOT Evangelical	1,072	14.35%
Spiritual but NOT Evangelical	1,019	13.64%
Non-Evangelical but NOT Interested	3,263	43.68%

## Top Lifestyle Segments

### 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: 1,952  
Percent: 26.13%

### 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: 886  
Percent: 11.86%

### College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.



Households: 736  
Percent: 9.85%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	398	5.33%
Inactive Evangelical HHlds	1,718	23.00%
# New Ministries/Churches Needed	4	