

Location Composition

| Category | State |
|---------------------|-----------|
| 2010 Population | 3,022,425 |
| 2010 Households | 1,226,386 |
| 2010 Group Quarters | 105,459 |

| RACE/ETH | #POP | %POP | LANG. | #POP | %POP |
|-------------|-----------|--------|---------------|-----------|--------|
| White | 2,779,072 | 91.95% | English | 2,815,444 | 93.15% |
| Hispanic | 137,212 | 4.54% | Spanish | 114,612 | 3.79% |
| Black | 82,851 | 2.74% | German | 13,728 | 0.45% |
| Multiracial | 50,594 | 1.67% | Vietnamese | 8,855 | 0.29% |
| Asian | 50,466 | 1.67% | Serbo-Croat. | 8,222 | 0.27% |
| Other race | 48,634 | 1.61% | Chinese | 7,816 | 0.26% |
| Nat. Amer. | 9,845 | 0.33% | French | 5,695 | 0.19% |
| Hawaiian/PI | 963 | 0.03% | African lang. | 4,348 | 0.14% |

NOTES:

The Communities Summary identifies the top three types of communities in the state, the number of households, and the percent of the state.

The Lifestyle Summary identifies the top six lifestyle segments in the state, the number of households, percent of the state 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 state. 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 state.

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 Iowa

MISSIONAL STATE DIGEST

Top State 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: 402,282
Percent: 32.8%



Households: 281,124
Percent: 22.92%



Households: 220,455
Percent: 17.98%

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.

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.

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



Steadfast Conservatives

(69% Unreached)

A quietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

Households: 275,932

Percent: 22.5%



America's Farmlands

(57% Unreached)

With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this segment is less than one-tenth the national average.

Households: 164,341

Percent: 13.4%



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: 118,320

Percent: 9.65%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | STATE HOUSEHOLDS | STATE % |
|------------------------------------|------------------|---------|
| Unreached | 812,229 | 66.23% |
| Religious but NOT Evangelical | 166,130 | 13.55% |
| Spiritual but NOT Evangelical | 129,086 | 10.53% |
| Non-Evangelical but NOT Interested | 517,571 | 42.2% |

Needscape: Social Issues

| MAJOR SOCIAL ISSUES | #POP | %POP |
|-------------------------------------------------------|---------|--------|
| Adult Obesity (as % of Adults yrs 25+) | 580,882 | 29.08% |
| Adult Poor or Fair Health (as % of Adults yrs 25+) | 227,371 | 11.38% |
| Adult High School dropouts (as % of Adults yrs 25+) | 215,288 | 10.78% |
| Children in Poverty (as % of all children) | 115,731 | 16.28% |
| Adult Unemployment Rate (as % of Adults yrs 25+) | 102,611 | 6.20% |
| Household Violent Crime incidents (as % of all hhlds) | 25,273 | 2.06% |
| Adult STD Incidents (as % of Adults yrs 25+) | 9,406 | 0.47% |

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

Motivescape: Attitudinal Indicators



Approvers

Looking for
recognition

HH: 914,057
% HH: 74.53%



Connectors

Looking for
relationship

HH: 854,965
% HH: 69.71%



Creators

Looking for
innovation

HH: 785,801
% HH: 64.07%

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | STATE HOUSEHOLDS | STATE % |
|---------------------------------|------------------|---------|
| Active Evangelical HHlds | 103,182 | 8.41% |
| Evangelical Protestant Heritage | 637,093 | 51.95% |
| Mainline Protestant Heritage | 277,237 | 22.61% |
| Other World Religions Heritage | 133,453 | 10.88% |