

Location Composition

Category	County	% of State
2010 Population	43,454	1.44%
2010 Households	19,396	1.58%
2010 Group Quarters	1,359	1.29%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	41,281	95.00%	English	41,517	95.54%
Hispanic	1,639	3.77%	Spanish	929	2.14%
Multiracial	648	1.49%	Serbo-Croat.	266	0.61%
Black	530	1.22%	Laotian	191	0.44%
Other race	461	1.06%	German	90	0.21%
Asian	376	0.87%	Arabic	72	0.16%
Nat. Amer.	157	0.36%	Polish	67	0.16%
			Korean	59	0.14%

Getting Involved

To learn more about this location, please contact Tim Lubinus (tlubinus@bciowa.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 Cerro Gordo County, IA

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 8,711
Percent: 44.91%



Households: 3,918
Percent: 20.2%



Households: 3,030
Percent: 15.62%

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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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: 5,654
Percent: 29.15%



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: 2,241
Percent: 11.55%



Working Rural Communities (60% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Households: 1,858
Percent: 9.58%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	12,867	66.34%
Religious but NOT Evangelical	2,760	14.23%
Spiritual but NOT Evangelical	2,067	10.66%
Non-Evangelical but NOT Interested	8,042	41.46%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	8,113	26.70%
Adult Poor or Fair Health (as % of Adults yrs 25+)	3,677	12.10%
Adult High School dropouts (as % of Adults yrs 25+)	2,765	9.10%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,727	6.90%
Children in Poverty (as % of all children)	1,572	17.00%
Household Violent Crime incidents (as % of all hhlds)	148	0.76%
Adult STD Incidents (as % of Adults yrs 25+)	134	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: 14,277
% HH: 73.61%



Connectors
Looking for relationship

HH: 13,425
% HH: 69.22%



Creators
Looking for innovation

HH: 12,271
% HH: 63.26%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,433	7.39%
Evangelical Protestant Heritage	11,395	58.75%
Mainline Protestant Heritage	4,122	21.25%
Other World Religions Heritage	2,182	11.25%