

## Location Composition

Category	County	% of State
2010 Population	16,610	0.55%
2010 Households	7,444	0.61%
2010 Group Quarters	243	0.23%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	16,025	96.48%	English	16,010	96.39%
Hispanic	422	2.54%	Spanish	437	2.63%
Other race	183	1.10%	W. Germanic	52	0.31%
Multiracial	162	0.97%	German	48	0.29%
Asian	93	0.56%	Japanese	35	0.21%
Hawaiian/PI	60	0.36%	Tagalog	17	0.10%
Black	54	0.32%	Korean	5	0.03%
Nat. Amer.	34	0.20%	African lang.	3	0.02%

## 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 Clay County, Iowa

# MISSIONAL COUNTY DIGEST

## Top County Communities

### Inside

Communities	1
Lifestyles	2
Evangelscape	2
Needscape	3
Churchscape	3
Composition	4
Ethnoscape	4
Notes	4

## 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: 2,971  
Percent: 39.91%



Households: 2,099  
Percent: 28.2%



Households: 894  
Percent: 12.01%

## 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.

## 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.

## 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.



## Top Lifestyle Segments



### 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: 1,858  
Percent: 24.96%



### 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: 1,540  
Percent: 20.69%



### 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: 1,055  
Percent: 14.17%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,698	63.11%
Religious but NOT Evangelical	825	11.08%
Spiritual but NOT Evangelical	710	9.54%
Non-Evangelical but NOT Interested	3,163	42.5%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	3,481	30.40%
Adult High School dropouts (as % of Adults yrs 25+)	1,535	13.40%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,191	10.40%
Children in Poverty (as % of all children)	581	15.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	555	5.80%
Adult STD Incidents (as % of Adults yrs 25+)	48	0.42%
Household Violent Crime incidents (as % of all hhlds)	20	0.27%

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

## Motivescape: Attitudinal Indicators



**Approvers**  
Looking for recognition

# HH: 5,467  
% HH: 73.45%



**Connectors**  
Looking for relationship

# HH: 5,200  
% HH: 69.85%



**Creators**  
Looking for innovation

# HH: 4,714  
% HH: 63.33%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	517	6.94%
Evangelical Protestant Heritage	2,707	36.36
Mainline Protestant Heritage	2,256	30.30
Roman Catholic Heritage	1,353	18.18