

## Location Composition

Category	County	% of State
2010 Population	64,285	2.13%
2010 Households	21,335	1.74%
2010 Group Quarters	380	0.36%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	59,321	92.28%	English	58,337	90.75%
Hispanic	3,923	6.10%	Spanish	3,686	5.73%
Other race	1,839	2.86%	Chinese	322	0.50%
Asian	1,442	2.24%	Serbo-Croat.	281	0.44%
Multiracial	871	1.35%	Other Asian	232	0.36%
Black	793	1.23%	German	175	0.27%
Nat. Amer.	20	0.03%	Vietnamese	144	0.22%
			Hindi	143	0.22%

## 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 Dallas 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: 11,593  
Percent: 54.34%

## 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: 4,397  
Percent: 20.61%

## 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.



Households: 2,603  
Percent: 12.2%

## 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.



## Top Lifestyle Segments



### New Suburbia Families (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Households: 3,723  
Percent: 17.45%



### 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: 3,250  
Percent: 15.23%



### 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: 2,839  
Percent: 13.31%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	14,601	68.43%
Religious but NOT Evangelical	3,083	14.45%
Spiritual but NOT Evangelical	2,574	12.06%
Non-Evangelical but NOT Interested	8,944	41.92%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	12,613	30.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,204	10.10%
Adult High School dropouts (as % of Adults yrs 25+)	1,998	4.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,775	5.10%
Children in Poverty (as % of all children)	1,470	7.70%
Household Violent Crime incidents (as % of all hhlds)	261	1.22%
Adult STD Incidents (as % of Adults yrs 25+)	49	0.12%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 15,986  
% HH: 74.93%



### Connectors

Looking for relationship

# HH: 15,049  
% HH: 70.54%



### Creators

Looking for innovation

# HH: 13,502  
% HH: 63.28%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	844	3.96%
Evangelical Protestant Heritage	10,668	50.00%
Other World Religions Heritage	3,810	17.86%
Roman Catholic Heritage	3,049	14.29%