

Location Composition

Category	County	% of State
2010 Population	9,383	0.31%
2010 Households	4,079	0.33%
2010 Group Quarters	254	0.24%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	9,239	98.47%	English	9,046	96.41%
Hispanic	100	1.06%	Spanish	134	1.43%
Multiracial	72	0.77%	German	70	0.75%
Asian	54	0.57%	Other Slavic	63	0.67%
Black	9	0.09%	French	25	0.27%
Nat. Amer.	9	0.09%	W. Germanic	21	0.22%
			Scandinavian	17	0.18%
			Native Amer.	7	0.08%

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 Evangscape 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.

© Copyright 2014 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at www.iicm.net.

Reaching Howard County, Iowa

MISSIONAL COUNTY DIGEST

Top County Communities

Inside

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



Households: 2,421
Percent: 59.35%



Households: 1,007
Percent: 24.69%



Households: 237
Percent: 5.81%

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.

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.

Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

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:

www.iicm.net



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: 2,308
Percent: 56.58%



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: 588
Percent: 14.42%



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: 266
Percent: 6.52%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	2,459	60.28%
Religious but NOT Evangelical	394	9.66%
Spiritual but NOT Evangelical	218	5.36%
Non-Evangelical but NOT Interested	1,847	45.27%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	1,804	28.30%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,096	17.20%
Children in Poverty (as % of all children)	466	19.80%
Adult Unemployment Rate (as % of Adults yrs 25+)	339	6.90%
Adult High School dropouts (as % of Adults yrs 25+)	338	5.30%
Household Violent Crime incidents (as % of all hhlds)	16	0.39%
Adult STD Incidents (as % of Adults yrs 25+)	15	0.24%

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

Motivescape: Attitudinal Indicators



Approvers

Looking for recognition

HH: 3,132
% HH: 76.79%



Connectors

Looking for relationship

HH: 2,868
% HH: 70.30%



Creators

Looking for innovation

HH: 2,645
% HH: 64.85%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	305	7.47%
Evangelical Protestant Heritage	2,719	66.67
Mainline Protestant Heritage	707	17.33
Other World Religions Heritage	326	8.00