Location Composition

Category	County	% of State
2010 Population	15,442	0.51%
2010 Households	6,884	0.56%
2010 Group Quarters	614	0.58%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	13,790	89.30%	English	13,843	89.64%
Asian	989	6.41%	Spanish	275	1.78%
Multiracial	366	2.37%	Chinese	262	1.69%
Hispanic	366	2.37%	Gujarati	162	1.05%
Black	184	1.19%	French	127	0.83%
Other race	105	0.68%	German	111	0.72%
Nat. Amer.	8	0.05%	African lang.	105	0.68%
			Other Indic	88	0.57%

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

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Reaching Jefferson County, IA

MISSIONAL COUNTY DIGEST

Top County Communities

Inside Communities Lifestyles Evangelscape Needscape 3 Churchscape 3 Composition Ethnoscape 4 Notes

Luke 10:2

'The

Jesus told them.

plentiful, but the

workers are few.

harvest, therefore,

send

workers into

harvest field."

harvest is

out



Households: 2,346 Percent: 34.08%



Households: 1,966 Percent: 28.56%



Households: 1.216 Percent: 17.66%

Country Communities

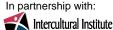
Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family 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.

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.



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Top Lifestyle Segments



America's Farmlands

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: 1,545 Percent: 22.44%



Urban Commuter Families

(67% Unreached)

(57% 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: 749 Percent: 10.88%



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: 743 Percent: 10.79%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	4,378	63.6%
Religious but NOT Evangelical	793	11.52%
Spiritual but NOT Evangelical	657	9.54%
Non-Evangelical but NOT Interested	2,928	42.54%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	3,262	29.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,389	12.60%
Adult High School dropouts (as % of Adults yrs 25+)	816	7.40%
Children in Poverty (as % of all children)	686	22.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	637	8.10%
Household Violent Crime incidents (as % of all hhlds)	76	1.10%
Adult STD Incidents (as % of Adults yrs 25+)	10	0.09%

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

Motivescape: Attitudinal Indicators



Looking for recognition # HH: 5,105

74.16%

% HH:



Connecters
Looking for
relationship

HH: 4,818 % HH: 69.99%



Creators
Looking for
innovation

HH: 4,384 % HH: 63.68%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	393	5.71%
Evangelical Protestant Heritage	2,294	33.33
Mainline Protestant Heritage	1,148	16.67
Morman Heritage	1,148	16.67