

Location Composition

Category	County	% of State
2010 Population	133,731	4.42%
2010 Households	51,642	4.21%
2010 Group Quarters	8,402	7.97%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	115,724	86.53%	English	118,386	88.53%
Asian	7,040	5.26%	Spanish	4,993	3.73%
Hispanic	5,868	4.39%	Chinese	1,792	1.34%
Black	5,828	4.36%	German	1,188	0.89%
Multiracial	2,718	2.03%	Arabic	1,085	0.81%
Other race	2,125	1.59%	Korean	832	0.62%
Nat. Amer.	284	0.21%	Other Asian	616	0.46%
Hawaiian/PI	13	0.01%	French	606	0.45%

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 Johnson County, Iowa

MISSIONAL COUNTY DIGEST

Top County Communities

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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:



Households: 20,765
Percent: 40.21%

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: 8,674
Percent: 16.8%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



Households: 7,810
Percent: 15.12%

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.



Top Lifestyle Segments



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: 6,062
Percent: 11.74%



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: 5,803
Percent: 11.24%



Young Cosmopolitans (78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

Households: 4,630
Percent: 8.97%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	36,548	70.77%
Religious but NOT Evangelical	8,284	16.04%
Spiritual but NOT Evangelical	6,664	12.9%
Non-Evangelical but NOT Interested	21,602	41.83%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	19,024	23.50%
Adult High School dropouts (as % of Adults yrs 25+)	10,524	13.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	6,234	7.70%
Adult Unemployment Rate (as % of Adults yrs 25+)	3,503	4.40%
Children in Poverty (as % of all children)	3,204	12.50%
Household Violent Crime incidents (as % of all hhlds)	1,197	2.32%
Adult STD Incidents (as % of Adults yrs 25+)	563	0.70%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 39,398
% HH: 76.29%



Connectors
Looking for relationship

HH: 37,698
% HH: 73.00%



Creators
Looking for innovation

HH: 34,147
% HH: 66.12%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,893	3.67%
Evangelical Protestant Heritage	31,388	60.78
Other World Religions Heritage	8,103	15.69
Mainline Protestant Heritage	7,090	13.73