

Location Composition

Category	County	% of State
2010 Population	32,694	1.08%
2010 Households	12,699	1.04%
2010 Group Quarters	1,961	1.86%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	31,749	97.11%	English	31,786	97.22%
Hispanic	500	1.53%	Spanish	305	0.93%
Asian	360	1.10%	German	102	0.31%
Multiracial	297	0.91%	Laotian	87	0.27%
Black	166	0.51%	W. Germanic	84	0.26%
Nat. Amer.	96	0.29%	French	83	0.25%
Other race	26	0.08%	Russian	44	0.13%
			Thai	38	0.12%

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 Marion 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: 4,303
Percent: 33.88%



Households: 2,746
Percent: 21.62%



Households: 2,502
Percent: 19.7%

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.

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.

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



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: 2,964
Percent: 23.34%



Family Convenience (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 1,925
Percent: 15.16%



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: 1,212
Percent: 9.54%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	8,362	65.85%
Religious but NOT Evangelical	1,589	12.51%
Spiritual but NOT Evangelical	1,486	11.7%
Non-Evangelical but NOT Interested	5,289	41.65%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	6,820	31.50%
Adult Poor or Fair Health (as % of Adults yrs 25+)	2,425	11.20%
Adult High School dropouts (as % of Adults yrs 25+)	1,277	5.90%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,066	6.30%
Children in Poverty (as % of all children)	933	11.40%
Adult STD Incidents (as % of Adults yrs 25+)	50	0.23%
Household Violent Crime incidents (as % of all hhlds)	0	0.00%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 9,396
% HH: 73.99%



Connectors
Looking for relationship

HH: 8,842
% HH: 69.63%



Creators
Looking for innovation

HH: 8,110
% HH: 63.86%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,903	14.99%
Evangelical Protestant Heritage	8,502	66.95%
Other World Religions Heritage	1,506	11.86%
Mainline Protestant Heritage	969	7.63%