

Location Composition

Category	County	% of State
2010 Population	14,929	0.49%
2010 Households	5,494	0.45%
2010 Group Quarters	592	0.56%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	14,533	97.35%	English	14,371	96.26%
Hispanic	318	2.13%	Spanish	304	2.04%
Multiracial	192	1.29%	German	120	0.80%
Asian	108	0.73%	Scandinavian	44	0.30%
Nat. Amer.	49	0.33%	Tagalog	21	0.14%
Black	31	0.20%	French	19	0.13%
Other race	16	0.11%	W. Germanic	13	0.08%
			Italian	7	0.05%

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 Mills County, Iowa

MISSIONAL COUNTY DIGEST

Top County Communities

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Households: 1,543
Percent: 28.09%

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: 1,372
Percent: 24.97%

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.

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."



Households: 1,320
Percent: 24.03%

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.

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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: 1,032
Percent: 18.78%



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: 920
Percent: 16.75%



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: 742
Percent: 13.51%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,568	64.94%
Religious but NOT Evangelical	684	12.44%
Spiritual but NOT Evangelical	606	11.03%
Non-Evangelical but NOT Interested	2,278	41.47%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,618	26.00%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,702	16.90%
Adult High School dropouts (as % of Adults yrs 25+)	826	8.20%
Children in Poverty (as % of all children)	484	13.00%
Adult Unemployment Rate (as % of Adults yrs 25+)	345	4.40%
Household Violent Crime incidents (as % of all hhlds)	79	1.44%
Adult STD Incidents (as % of Adults yrs 25+)	22	0.22%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for
recognition

HH: 4,087
% HH: 74.38%



Connectors
Looking for
relationship

HH: 3,801
% HH: 69.19%



Creators
Looking for
innovation

HH: 3,546
% HH: 64.55%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	181	3.30%
Evangelical Protestant Heritage	2,747	50.00%
Mainline Protestant Heritage	1,374	25.00%
Other World Religions Heritage	824	15.00%