

## Location Composition

Category	County	% of State
2010 Population	11,794	0.39%
2010 Households	5,176	0.42%
2010 Group Quarters	277	0.26%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	11,716	99.33%	English	11,508	97.58%
Hispanic	34	0.29%	Spanish	104	0.88%
Multiracial	26	0.22%	German	56	0.47%
Asian	23	0.19%	French	34	0.29%
Nat. Amer.	17	0.15%	Serbo-Croat.	25	0.21%
Other race	8	0.06%	Scandinavian	19	0.16%
Hawaiian/PI	5	0.04%	Russian	14	0.12%
			Korean	11	0.09%

## 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.

© Copyright 2014 by the Intercultural Institute for Contextual Ministry and its data suppliers. Additional information at [www.iicm.net](http://www.iicm.net).

Reaching Shelby County, Iowa

# MISSIONAL COUNTY DIGEST

## Top County Communities

### Inside

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



Households: 2,432  
Percent: 46.99%



Households: 1,102  
Percent: 21.29%



Households: 703  
Percent: 13.58%

## 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.

## 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.

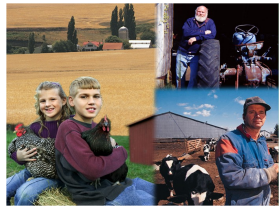
## Luke 10:2

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](http://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: 2,157  
Percent: 41.67%



### 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: 579  
Percent: 11.19%



### 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: 474  
Percent: 9.16%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	3,215	62.11%
Religious but NOT Evangelical	556	10.75%
Spiritual but NOT Evangelical	394	7.6%
Non-Evangelical but NOT Interested	2,265	43.77%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	2,603	31.90%
Adult Poor or Fair Health (as % of Adults yrs 25+)	791	9.70%
Adult High School dropouts (as % of Adults yrs 25+)	612	7.50%
Children in Poverty (as % of all children)	350	12.50%
Adult Unemployment Rate (as % of Adults yrs 25+)	310	4.10%
Adult STD Incidents (as % of Adults yrs 25+)	14	0.17%
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: 3,926  
% HH: 75.85%



**Connectors**  
Looking for relationship

# HH: 3,615  
% HH: 69.85%



**Creators**  
Looking for innovation

# HH: 3,341  
% HH: 64.55%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	307	5.94%
Evangelical Protestant Heritage	3,337	64.48
Other World Religions Heritage	560	10.81
Historically Black Protestant Heritage	539	10.42