

## Location Composition

| Category            | County | % of State |
|---------------------|--------|------------|
| 2010 Population     | 88,202 | 2.92%      |
| 2010 Households     | 32,824 | 2.68%      |
| 2010 Group Quarters | 10,388 | 9.85%      |

| RACE/ETH    | #POP   | %POP   | LANG.         | #POP   | %POP   |
|-------------|--------|--------|---------------|--------|--------|
| White       | 78,673 | 89.20% | English       | 80,632 | 91.42% |
| Asian       | 5,368  | 6.09%  | Spanish       | 1,816  | 2.06%  |
| Hispanic    | 2,442  | 2.77%  | Chinese       | 1,685  | 1.91%  |
| Black       | 2,086  | 2.37%  | Korean        | 696    | 0.79%  |
| Other race  | 1,024  | 1.16%  | Other Asian   | 352    | 0.40%  |
| Multiracial | 931    | 1.06%  | French        | 340    | 0.39%  |
| Nat. Amer.  | 119    | 0.13%  | German        | 338    | 0.38%  |
|             |        |        | African lang. | 317    | 0.36%  |

## 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 Story 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."

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Households: 10,934  
Percent: 33.31%

## 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: 7,826  
Percent: 23.84%

## Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.



Households: 4,758  
Percent: 14.5%

## 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



### College Town Communities (83% Unreached)

Students are the center of community life in College Town Communities. About one in nine residents lives in a dormitory. In this cluster of towns dominated by college campuses residents are primarily young, single and college educated. Because of their youth, many of these recent graduates still report entry-level jobs and low-end incomes which are less than the national average.

Households: 5,436  
Percent: 16.56%



### 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: 4,407  
Percent: 13.43%



### 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: 3,429  
Percent: 10.45%

## Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | COUNTY HOUSEHOLDS | COUNTY % |
|------------------------------------|-------------------|----------|
| Unreached                          | 23,298            | 70.98%   |
| Religious but NOT Evangelical      | 5,056             | 15.4%    |
| Spiritual but NOT Evangelical      | 4,708             | 14.34%   |
| Non-Evangelical but NOT Interested | 13,533            | 41.23%   |

## Needscape: Social Issues

| MAJOR SOCIAL ISSUES                                   | #POP   | %POP   |
|---|--------|--------|
| Adult Obesity (as % of Adults yrs 25+)                | 13,035 | 25.80% |
| Adult Poor or Fair Health (as % of Adults yrs 25+)    | 3,537  | 7.00%  |
| Adult High School dropouts (as % of Adults yrs 25+)   | 3,335  | 6.60%  |
| Adult Unemployment Rate (as % of Adults yrs 25+)      | 2,268  | 4.60%  |
| Children in Poverty (as % of all children)            | 1,818  | 11.70% |
| Household Violent Crime incidents (as % of all hhlds) | 734    | 2.24%  |
| Adult STD Incidents (as % of Adults yrs 25+)          | 259    | 0.51%  |

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 25,277  
% HH: 77.01%



### Connectors

Looking for relationship

# HH: 24,496  
% HH: 74.63%



### Creators

Looking for innovation

# HH: 22,677  
% HH: 69.09%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR          | COUNTY HOUSEHOLDS | COUNTY % |
|---------------------------------|-------------------|----------|
| Active Evangelical HHlds        | 2,688             | 8.19%    |
| Evangelical Protestant Heritage | 19,964            | 60.82    |
| Mainline Protestant Heritage    | 5,373             | 16.37    |
| Other World Religions Heritage  | 4,224             | 12.87    |