

Location Composition

Category	County	% of State
2010 Population	35,328	1.17%
2010 Households	14,782	1.21%
2010 Group Quarters	985	0.93%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	32,835	92.94%	English	32,228	91.22%
Hispanic	2,894	8.19%	Spanish	2,484	7.03%
Other race	1,140	3.23%	French	99	0.28%
Multiracial	613	1.74%	Serbo-Croat.	95	0.27%
Black	363	1.03%	Laotian	55	0.16%
Asian	303	0.86%	Arabic	54	0.15%
Nat. Amer.	70	0.20%	Native Amer.	47	0.13%
Hawaiian/PI	5	0.01%	Portuguese	46	0.13%

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.

Reaching Wapello 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

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: 7,722
Percent: 52.24%



Households: 2,363
Percent: 15.99%



Households: 2,066
Percent: 13.98%

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.

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.

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.



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: 2,789
Percent: 18.87%



Lower-income Essentials (68% Unreached)

Lower-income Essentials is dominated by aging seniors and empty-nesting couples of modest means. Although small in absolute numbers, the Native American population here is three times the national average. Concentrated in out-of-the-way towns in the Prairies, residents make do with humble lifestyles. The educational levels are often low, with one in five residents never completing high school-about 40 percent above the U.S. average.

Households: 2,023
Percent: 13.69%



Working Rural Communities (60% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Households: 1,620
Percent: 10.96%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	9,760	66.03%
Religious but NOT Evangelical	1,968	13.31%
Spiritual but NOT Evangelical	1,789	12.1%
Non-Evangelical but NOT Interested	6,005	40.63%

Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	6,962	29.20%
Adult Poor or Fair Health (as % of Adults yrs 25+)	4,196	17.60%
Adult High School dropouts (as % of Adults yrs 25+)	3,838	16.10%
Children in Poverty (as % of all children)	1,908	24.30%
Adult Unemployment Rate (as % of Adults yrs 25+)	1,491	8.00%
Household Violent Crime incidents (as % of all hhlds)	555	3.75%
Adult STD Incidents (as % of Adults yrs 25+)	105	0.44%

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

Motivescape: Attitudinal Indicators



Approvers
Looking for recognition

HH: 10,762
% HH: 72.81%



Connectors
Looking for relationship

HH: 10,155
% HH: 68.70%



Creators
Looking for innovation

HH: 9,539
% HH: 64.53%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	1,417	9.59%
Evangelical Protestant Heritage	9,385	63.49%
Mainline Protestant Heritage	2,346	15.87%
Other World Religions Heritage	2,112	14.29%