

## Location Composition

Category	County	% of State
2010 Population	21,310	0.71%
2010 Households	8,439	0.69%
2010 Group Quarters	368	0.35%

RACE/ETH	#POP	%POP	LANG.	#POP	%POP
White	20,350	95.50%	English	19,249	90.33%
Hispanic	988	4.64%	Spanish	1,032	4.84%
Other race	428	2.01%	German	463	2.17%
Multiracial	311	1.46%	W. Germanic	269	1.26%
Black	107	0.50%	Russian	154	0.72%
Asian	81	0.38%	French	43	0.20%
Hawaiian/PI	23	0.11%	Vietnamese	24	0.11%
Nat. Amer.	10	0.05%	Thai	22	0.10%

## 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 Washington County, IA

# 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: 2,809  
Percent: 33.29%



Households: 2,653  
Percent: 31.44%



Households: 1,660  
Percent: 19.67%

## 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.



## 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: 2,430  
Percent: 28.79%



### 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: 1,256  
Percent: 14.88%



### 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: 1,202  
Percent: 14.24%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Unreached	5,270	62.45%
Religious but NOT Evangelical	870	10.31%
Spiritual but NOT Evangelical	777	9.21%
Non-Evangelical but NOT Interested	3,623	42.94%

## Needscape: Social Issues

MAJOR SOCIAL ISSUES	#POP	%POP
Adult Obesity (as % of Adults yrs 25+)	4,331	30.60%
Adult Poor or Fair Health (as % of Adults yrs 25+)	1,472	10.40%
Adult High School dropouts (as % of Adults yrs 25+)	1,316	9.30%
Children in Poverty (as % of all children)	825	15.40%
Adult Unemployment Rate (as % of Adults yrs 25+)	626	5.30%
Household Violent Crime incidents (as % of all hhlds)	141	1.67%
Adult STD Incidents (as % of Adults yrs 25+)	54	0.38%

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

## Motivescape: Attitudinal Indicators



### Approvers

Looking for recognition

# HH: 6,238  
% HH: 73.92%



### Connectors

Looking for relationship

# HH: 5,854  
% HH: 69.37%



### Creators

Looking for innovation

# HH: 5,444  
% HH: 64.51%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	COUNTY HOUSEHOLDS	COUNTY %
Active Evangelical HHlds	993	11.77%
Evangelical Protestant Heritage	3,557	42.15
Mainline Protestant Heritage	1,546	18.32
Other World Religions Heritage	1,502	17.80