## Composition of Zipcode 50028

Category Zip Code 2010 Population 1.472 2010 Households 631 2010 Group Quarters 41

| Cultural Bridge                         | #HHIds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own           | 485    | 77%    |
| HH Uses Computer For Internet/E-mail    | 387    | 61%    |
| McDonald's                              | 366    | 58%    |
| Watching Diet (Health/Weight)-Presently | 346    | 55%    |
| Controlling Diet                        |        |        |
| Non-Presc-For Regular Headaches         | 344    | 55%    |
| Voted in fed/state/local election       | 325    | 51%    |
| Reading Books                           | 322    | 51%    |

# Getting Informed

More zip information may be found on the MissionalCorps.org website and more specific data for each lifestyle segment may be accessed at the BCIOWA Missional Resources web page.

# Getting Involved

To learn more about this location, please contact Tim Lubinus (tlubinus@bciowa.org).

The Communities Summary identifies the top three types of communities in the zip code, the number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments.

The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of households, percent of the zip code households, and the percent of households that are unreached. Lifestyle Segments are individual groups of people with similar living preferences and patterns

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community.

Location Composition: Listed are the total number of people and the total number of households in the county.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

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### Reaching Baxter, Iowa

# MISSIONAL ZIPCODE DIGEST

# **Zipcode 50028 Community Types**

#### Inside

Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition **Cultural Bridges** Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

because you

every

and nation."



Households: 291 Percent: 46.12%



Households: 177 Percent: 28.05%



Households: 142 Percent: 22.5%

## Working Communities

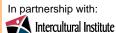
Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service. These jobs provide a stable household economy 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.

#### 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.

# **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.



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# Top Lifestyle Segments in Zipcode 50028



#### 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: 254 Percent: 40.25%

# Moderate Conventionalists

(67% Unreached)

With many key demographic measures close to the national average-including age, income and education- members of Moderate Conventionalists epitomize average Americans. Scattered throughout second-tier cities in the Midwest and West Coast, these singles and couples tend to live in modest homes, semi-detached houses and apartments. Most have completed high school or some college and hold well-paying blue-collar and white-collar jobs.



Households: 37 Percent: 5.86%



#### 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: 139 Percent: 22.03%

#### **Industrious Country Living**

(68% Unreached)

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.



Households: 36 Percent: 5.71%



# 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: 97 Percent: 15.37%

#### Prime Middle America

(65% Unreached)

Prime Middle America features a mix of couples and families living in both small towns and mid-sized cities in the South and Northwest. Younger than average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in transportation, manufacturing and public administration. Most of the households own their own homes and are nearly twice as likely to live in mobile homes.



Households: 17 Percent: 2.69%

#### **Evangelscape: Spiritual Indicators**

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 411       | 65.14% |
| Religious but NOT Evangelical      | 79        | 12.59% |
| Spiritual but NOT Evangelical      | 62        | 9.87%  |
| Non-Evangelical but NOT Interested | 269       | 42.68% |

#### Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 55  | 8.74%  |
| Inactive Evangelical HHlds | 165 | 26.12% |