# Composition of Zipcode 50039

Category	Zip Code
2010 Population	426
2010 Households	150
2010 Group Quarters	0

# Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	109	73%
Watching Diet (Health/Weight)-Presently	87	58%
Controlling Diet		
McDonald's	85	57%
HH Uses Computer For Internet/E-mail	81	54%
Non-Presc-For Regular Headaches	80	53%
Voted in fed/state/local election	77	52%
Reading Books	73	49%

# 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.

Reaching Bouton, Iowa

Inside

**Zip Composition** 

**Cultural Bridges** 

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

because vou

every

and nation."

Notes

# MISSIONAL ZIPCODE DIGEST

# Zipcode 50039 Community Types

**Country Communities** 

Land, family and community are central to the day-to-day lives of the people in these farming and

steady, peaceful family life through farming, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

in this group are between the ages of 18 - 34. Sixty

percent are renting singles; others live on military

bases or in college dorms. Members of Aspiring

unemployed. Of those who work, most live in or

Communities are four times more likely to be

conveniently close to metropolitan areas.

Mainstay Communities

income bracket. Residents live in single-family



4

4

were

Percent: 59.33%



Households: 60 Percent: 40%

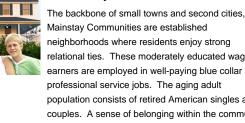


Households: 1 Percent: 0.67%





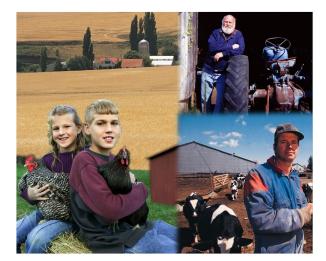
#### neiahborhoods. Aspiring Communities Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people



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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#### Households: 60 Percent: 40%

# Minority Metro Communities

(74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

America's FarmlandsHouseholds: 89PercerUnreached: 57%

Percent: 59.33%

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.



#### 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 Percent: 0.67%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	96	63.92%
Religious but NOT Evangelical	24	15.81%
Spiritual but NOT Evangelical	5	3%
Non-Evangelical but NOT Interested	68	45.11%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	7	4.52%
Inactive Evangelical HHlds	47	31.55%