Composition of Zipcode 50063

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 2,422 |
| 2010 Households | 760 |
| 2010 Group Quarters | 66 |

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

| #HHIds | %HHIds |
|--------|--|
| 639 | 84% |
| 540 | 71% |
| 465 | 61% |
| 436 | 57% |
| 435 | 57% |
| | |
| 408 | 54% |
| 406 | 53% |
| | 639 540 465 436 435 408 |

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 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

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

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 Dallas Center, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 50063 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

tribe

because vou

every

and nation."



Households: 402 Percent: 52.89%



Households: 207 Percent: 27.24%



Households: 88 Percent: 11.58%

In partnership with: Intercultural Institute lor Contextual Ministry

www.iicm.net

were



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.

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.

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.



(64% Unreached)

(67% Unreached)

Top Lifestyle Segments in Zipcode 50063



Family Convenience

Urban Commuter Families

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.

Not all families have fled the nation's cities for the far-out suburbs. In Urban

Many of these upscale, college-educated households contain dual-income

Commuter Families. Baby Boomer families and couples are content to live in

comfortable, single detached homes in city neighborhoods on the metro fringe.

couples who put in long hours as professionals and managers in retail, health

Households: 249 Percent: 32.76%

Households: 158 Percent: 20.79%

Households: 147

Percent: 19.34%

Prime Middle America

care and education services.

(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.

Steadfast Conservatives

Industrious Country Living

households earning more than \$75,000 per year.

professionals in health care, retail and education.

Small-town Success

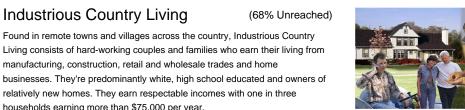
manufacturing, construction, retail and wholesale trades and home

relatively new homes. They earn respectable incomes with one in three

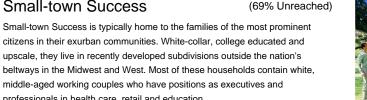
A guietly aging cluster, Steadfast Conservatives is home to mature singles and couples living in midscale urban neighborhoods. Households tend to be white, high school-educated and middle class. Many have begun to empty-nest or are already filled with couples and singles aged 65 years or older. The seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.



Households: 83 Percent: 10.92%



Households: 47 Percent: 6.18%



(69% Unreached)

Households: 34 Percent: 4.47%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 502 | 66.02% |
| Religious but NOT Evangelical | 89 | 11.76% |
| Spiritual but NOT Evangelical | 101 | 13.31% |
| Non-Evangelical but NOT Interested | 311 | 40.96% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 32 | 4.26% |
| Inactive Evangelical HHlds | 226 | 29.72% |