Composition of Zipcode 50126

Category	Zip Code
2010 Population	6,390
2010 Households	2,936
2010 Group Quarters	321

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds	
Home Personal Computer-HH Own	2,235	76%	
HH Uses Computer For Internet/E-mail	1,725	59%	
McDonald's	1,625	55%	
Watching Diet (Health/Weight)-Presently	1,583	54%	
Controlling Diet			
Non-Presc-For Regular Headaches	1,559	53%	
Reading Books	1,556	53%	
Voted in fed/state/local election	1,448	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 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 Iowa Falls, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 50126 Community Types

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Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

language and people

tribe

were

and

because you

every

and nation."



Households: 1.503 Percent: 51.19%

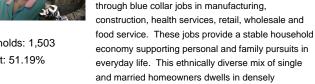


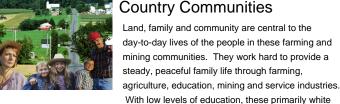
Households: 490 Percent: 16.69%

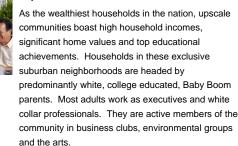


Households: 454 Percent: 15.46%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net







family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family

Upscale Communities

neighborhoods.

Working Communities

populated areas and small-town suburbs.

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes



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(60% Unreached)



Working Rural Communities

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: 651 Percent: 22.17%

Households: 621

Percent: 21.15%



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.

With more than nine times the

America's Farmlands

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.

Small-city Endeavors has a split personality, reflecting the cluster's mix of

share blocks with longtime residents, drawn to the affordable housing and

and the employment base largely consists of low-wage blue-collar jobs.

short commutes to work. Many of the adults never went beyond high school,

young and old, singles, families and single parent households. In these diverse

working-class communities concentrated primarily in the Midwest, newcomers

Small-city Endeavors

(67% Unreached)

(57% Unreached)

Households: 123 Percent: 4.19%



Urban Commuter Families

(67% Unreached)

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

Households: 444 Percent: 15.12%

Professional Urbanites

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

(72% Unreached)



Households: 106 Percent: 3.61%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,900	64.72%
Religious but NOT Evangelical	378	12.87%
Spiritual but NOT Evangelical	337	11.49%
Non-Evangelical but NOT Interested	1,185	40.37%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	390	13.27%
Inactive Evangelical HHIds	646	22.01%



Households: 227

Percent: 7.73%