### Composition of Zipcode 50166

Category	Zip Code
2010 Population	1,674
2010 Households	628
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	526	84%
HH Uses Computer For Internet/E-mail	446	71%
McDonald's	395	63%
Non-Presc-For Regular Headaches	363	58%
Watching Diet (Health/Weight)-Presently	358	57%
Controlling Diet		
Voted in fed/state/local election	343	55%
Reading Books	325	52%

# 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).

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

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

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 Milo, Iowa

Inside

Notes

Rev. 5:9

song, saying: "You are

worthy to take the scroll

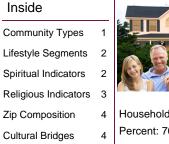
and to open its seals,

because vou

every

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 50166 Community Types



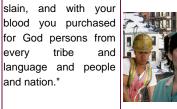
4



Households: 445 Percent: 70.86%



Households: 87 Percent: 13.85%



were

Households: 73 Percent: 11.62%

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



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.

#### 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.



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(64% Unreached)

Industrious Country Living

### Top Lifestyle Segments in Zipcode 50166



#### Family Convenience

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: 413 Percent: 65.76%

#### 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: 73 Percent: 11.62%



#### 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: 57 Percent: 9.08%

#### Urban Commuter Families

mobile homes.

Prime Middle America

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.

### (68% Unreached)

(65% Unreached)

(67% 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.

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

dual-income households have well-paying blue-collar and white-collar jobs in

average and upper-middle-class in status, these predominantly white

transportation, manufacturing and public administration. Most of the

households own their own homes and are nearly twice as likely to live in



Households: 30 Percent: 4.78%



Households: 26 Percent: 4.14%



#### Households: 19 Percent: 3.03%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	403	64.11%
Religious but NOT Evangelical	51	8.13%
Spiritual but NOT Evangelical	84	13.39%
Non-Evangelical but NOT Interested	267	42.59%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	42	6.75%
Inactive Evangelical HHlds	183	29.14%