# Composition of Zipcode 50230

Category Zip Code 2010 Population 1,153 2010 Households 500 2010 Group Quarters 0

Missionscape:	Cultural	Bridges
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Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	364	73%
HH Uses Computer For Internet/E-mail	291	58%
Watching Diet (Health/Weight)-Presently	289	58%
Controlling Diet		
Non-Presc-For Regular Headaches	285	57%
McDonald's	285	57%
Voted in fed/state/local election	261	52%
Card Games	241	48%

# 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 Radcliffe, Iowa

# MISSIONAL ZIPCODE DIGEST

# **Zipcode 50230 Community Types**

# Inside Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3

Households: 433 Percent: 86.6%

# **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.

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

population consists of retired American singles and

couples. A sense of belonging within the community

professional service jobs. The aging adult

is a key identity factor for those who live there.



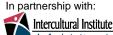
Households: 24 Percent: 4.8%

Households: 21 Percent: 4.2%

# Residents go into the city to visit clubs and malls.

# 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.



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,

slain, and with your

blood you purchased

for God persons from

language and people

tribe

and

because vou

every

and nation."

Notes

www.iicm.net

# Top Lifestyle Segments in Zipcode 50230



### 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: 421 Percent: 84.2%

# Aspiring Hispania

(67% Unreached)

A cluster of urban gateway communities, Aspiring Hispania is the first stop for many relatively young Hispanics striving for better lives in America. More than half the residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations-more than one-quarter have not completed high school.



Households: 14 Percent: 2.8%



### 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: 21 Percent: 4.2%

# Hardy Rural Families

(61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I



Households: 12 Percent: 2.4%



## 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: 18 Percent: 3.6%

### **Urban Blues**

(64% Unreached)

While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.



Households: 5 Percent: 1%

# **Evangelscape: Spiritual Indicators**

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	293	58.54%
Religious but NOT Evangelical	41	8.21%
Spiritual but NOT Evangelical	10	2.04%
Non-Evangelical but NOT Interested	241	48.29%

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	58	11.70%
Inactive Evangelical HHlds	149	29.76%