

## Composition of Zipcode 50249

Category	Zip Code
2010 Population	1,342
2010 Households	571
2010 Group Quarters	56

## Missionscape: Cultural Bridges

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	408	72%
Watching Diet (Health/Weight)-Presently	320	56%
Controlling Diet		
McDonald's	315	55%
Non-Presc-For Regular Headaches	300	52%
HH Uses Computer For Internet/E-mail	297	52%
Heartburn/Indigestion Aids/Anti-Nausea-Use	286	50%
Voted in fed/state/local election	283	50%

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](mailto:tlubinus@bciowa.org)).

### NOTES:

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 Stratford, Iowa

## MISSIONAL ZIPCODE DIGEST

### Zipcode 50249 Community Types

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Households: 244  
Percent: 42.73%



Households: 142  
Percent: 24.87%



Households: 141  
Percent: 24.69%

### Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and people and nation."

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### 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.

### Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

### 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.



## Top Lifestyle Segments in Zipcode 50249



### 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: 238  
Percent: 41.68%



### Rugged Rural Style (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 142  
Percent: 24.87%



### 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: 97  
Percent: 16.99%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	349	61.04%
Religious but NOT Evangelical	54	9.51%
Spiritual but NOT Evangelical	46	8.11%
Non-Evangelical but NOT Interested	248	43.43%

### Mature America (81% Unreached)

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school.



Households: 21  
Percent: 3.68%

### American Great Outdoors (64% Unreached)

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school.



Households: 17  
Percent: 2.98%

### Lower-income Essentials (68% Unreached)

Lower-income Essentials is dominated by aging seniors and empty-nesting couples of modest means. Although small in absolute numbers, the Native American population here is three times the national average. Concentrated in out-of-the-way towns in the Prairies, residents make do with humble lifestyles. The educational levels are often low, with one in five residents never completing high school-about 40 percent above the U.S. average.



Households: 16  
Percent: 2.8%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	56	9.77%
Inactive Evangelical HHlds	167	29.19%