Composition of Zipcode 50266

Category	Zip Code
2010 Population	25,033
2010 Households	10,426
2010 Group Quarters	0

Missionscape: Cultural Bridges				
Cultural Bridge	#HHIds	%HHlds		
Home Personal Computer-HH Own	9,067	87%		
HH Uses Computer For Internet/E-mail	7,933	76%		
Reading Books	6,536	63%		
Watching Diet (Health/Weight)-Presently	6,259	60%		
Controlling Diet				
HH Uses Computer For Word Processing	5,989	57%		
McDonald's	5,824	56%		
Non-Presc-For Regular Headaches	5,619	54%		

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 West Des Moines, IA

MISSIONAL ZIPCODE DIGEST

Zipcode 50266 Community Types

Inside

Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition **Cultural Bridges** Notes

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

In partnership with:

Intercultural Institute

www.iicm.net

tribe

and

because vou

every

and nation."

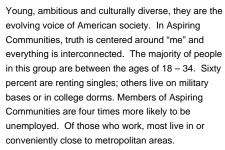


Households: 7,259 Percent: 69.62%

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.

Aspiring Communities





Households: 2,129 Percent: 20.42%





Households: 531 Percent: 5.09%

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.



Top Lifestyle Segments in Zipcode 50266



Households: 2,062 Percent: 19.78%

Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.

Small-town Success

(69% Unreached)

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and upscale, they live in recently developed subdivisions outside the nation's beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.



Households: 1,471 Percent: 14.11%



Households: 1,786 Percent: 17.13%

Households: 1,697

Percent: 16.28%

Young Cosmopolitans

(78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.

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: 1,117 Percent: 10.71%



New Suburbia Families

(68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Metro Beginnings

(74% Unreached)

Married couples with children would feel lonely in Metro Beginnings. No cluster has a higher proportion of one-person households, and most residents live in apartments filled with under-45-year-old singles, divorced men and women, and solo-parent families. In their diverse inner-city neighborhoods-Hispanics and African Americans make up more than half the populace-households struggle against high unemployment, low educational levels and low incomes.



Households: 531 Percent: 5.09%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	7,491	71.85%
Religious but NOT Evangelical	1,642	15.75%
Spiritual but NOT Evangelical	1,321	12.67%
Non-Evangelical but NOT Interested	4,528	43.43%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	920	8.83%
Inactive Evangelical HHlds	2,015	19.33%