

## Composition of Zipcode 50423

Category	Zip Code
2010 Population	2,984
2010 Households	1,316
2010 Group Quarters	96

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	971	74%
McDonald's	740	56%
HH Uses Computer For Internet/E-mail	730	55%
Watching Diet (Health/Weight)-Presently	720	55%
Controlling Diet		
Non-Presc-For Regular Headaches	698	53%
Voted in fed/state/local election	656	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	648	49%

## 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 Britt, Iowa

## MISSIONAL ZIPCODE DIGEST

### Zipcode 50423 Community Types

#### Inside

Community Types	1
Lifestyle Segments	2
Spiritual Indicators	2
Religious Indicators	3
Zip Composition	4
Cultural Bridges	4
Notes	4



Households: 572  
Percent: 43.47%



Households: 508  
Percent: 38.6%



Households: 152  
Percent: 11.55%

### 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."

In partnership with:



### 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.

### 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.



## Top Lifestyle Segments in Zipcode 50423



**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: 530  
 Percent: 40.27%



**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: 449  
 Percent: 34.12%



**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: 138  
 Percent: 10.49%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	823	62.52%
Religious but NOT Evangelical	161	12.24%
Spiritual but NOT Evangelical	93	7.06%
Non-Evangelical but NOT Interested	569	43.26%

**Hinterland Families** (41% Unreached)  
 Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.



Households: 51  
 Percent: 3.88%

**Ethnic Urban Mix** (71% Unreached)  
 Concentrated in older inner-city neighborhoods, Ethnic Urban Mix presents a classic portrait of young and diverse city dwellers. More than half of the households consist of African-Americans, Hispanic and Asian residents. They feature a mix of young and middle-aged singles and families. There's a wide range of educational levels in the segment, with even numbers of high school and college graduates. Residents report middle-class incomes.



Households: 27  
 Percent: 2.05%

**Family Convenience** (64% Unreached)  
 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: 26  
 Percent: 1.98%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	155	11.75%
Inactive Evangelical HHlds	339	25.73%