Composition of Zipcode 50438

Category	Zip Code
2010 Population	3,747
2010 Households	1,646
2010 Group Quarters	46

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,328	81%
HH Uses Computer For Internet/E-mail	1,079	66%
McDonald's	953	58%
Watching Diet (Health/Weight)-Presently	931	57%
Controlling Diet		
Non-Presc-For Regular Headaches	920	56%
Voted in fed/state/local election	878	53%
Reading Books	853	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).

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

The Communities Summary identifies the top three types of communities in the zip code, the

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.

Reaching Garner, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 50438 Community Types

Inside		
Community Types	1	0 2
Lifestyle Segments	2	N.A.S.
Spiritual Indicators	2	Were L
Religious Indicators	3	
Zip Composition	4	Households: 467
Cultural Bridges	4	Percent: 28.37%
Notes	4	

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

Intercultural Institute

lor Contextual Ministry

www.iicm.net

were

and

because vou

every

and nation."



through blue collar jobs in manufacturing, construction, health services, retail, wholesale and and married homeowners dwells in densely

Most residents of Working Communities are high school educated. Some have even been to college.

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 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.



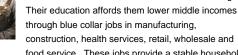
Households: 382 Percent: 23.21%

Households: 430

Percent: 26.12%

In partnership with:





Working Communities

food service. These jobs provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single populated areas and small-town suburbs.

Mainstay Communities

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.



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(64% Unreached)

Steadfast Conservatives

Working Rural Communities

A guietly 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

seniority of many residents does have benefits in the workplace. They earn

middle class incomes from skilled jobs in manufacturing, retail and health.

There's a grittiness to life in Working Rural Communities. In these older,

and construction. Most households are filled with empty-nesting couples,

valued at below-average prices. Their inexpensive housing allows their

middle-class incomes to go far in these predominantly Midwestern towns.

middle-aged families and single seniors. They reside in 40-year-old homes

industrial towns, aging residents hold skilled blue-collar jobs in manufacturing

are already filled with couples and singles aged 65 years or older. The

Top Lifestyle Segments in Zipcode 50438



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: 365 Percent: 22.17%



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: 337 Percent: 20.47%



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: 327 Percent: 19.87%

Prime Middle America

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: 270 Percent: 16.4%

(69% Unreached)

(60% Unreached)

(65% Unreached)



Households: 197 Percent: 11.97%



Households: 52 Percent: 3.16%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,047	63.62%
Religious but NOT Evangelical	183	11.09%
Spiritual but NOT Evangelical	169	10.25%
Non-Evangelical but NOT Interested	696	42.28%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	207	12.55%
Inactive Evangelical HHIds	392	23.84%