### Composition of Zipcode 50468

Category	Zip Code
2010 Population	1,663
2010 Households	682
2010 Group Quarters	0

# Missionscape: Cultural Bridges

NOTES

lifestyle segments.

Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	508	75%
McDonald's	391	57%
HH Uses Computer For Internet/E-mail	386	57%
Watching Diet (Health/Weight)-Presently	369	54%
Controlling Diet		
Non-Presc-For Regular Headaches	365	54%
Voted in fed/state/local election	338	49%
Heartburn/Indigestion Aids/Anti-Nausea-Use	334	49%

# 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 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 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

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.

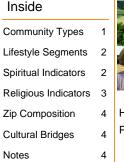
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Rockford, Iowa

# **MISSIONAL ZIPCODE DIGEST**

## Zipcode 50468 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because you

every

and nation."



Households: 320 Percent: 46.92%



Households: 266 Percent: 39%



Households: 73 Percent: 10.7%



### 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.

# Working 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

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.

### 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.



**Rural Southern Living** 

(69% Unreached)

(57% Unreached)

Households: 262 Percent: 38.42%



### Households: 253 Percent: 37.1%

### America's Farmlands With more than nine times the national average for farmers, America's

Steadfast Conservatives

### 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.

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.

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



# 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: 59 Percent: 8.65%

# **Family Convenience**

Hinterland Families

Scattered in sparsely settled communities across the South, the households in

Rural Southern Living consist of young, predominantly white couples and

manufactured housing. The adults are high school educated and work at

Hinterland Families is a collection of families and couples who've settled in

jobs in manufacturing, construction, transportation and agriculture. Though

households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar

most live in inexpensive houses, one-third reside in mobile homes.

isolated towns and villages throughout the South. These mostly middle-aged

living in mobile homes with more than half the households living in

blue-collar jobs in manufacturing, construction and transportation.

families with lower-middle-class lifestyles. No segment has more residents

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: 33 Percent: 4.84%

(59% Unreached)

(41% Unreached)

(64% Unreached)



Households: 17 Percent: 2,49%



### Households: 16 Percent: 2.35%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	422	61.91%
Religious but NOT Evangelical	81	11.9%
Spiritual but NOT Evangelical	48	7.04%
Non-Evangelical but NOT Interested	293	42.98%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	33	4.78%
Inactive Evangelical HHlds	227	33.31%

### © Copyright 2014 by the Intercultural Institute for Contextual Ministry