## Composition of Zipcode 50479

Category	Zip Code
2010 Population	675
2010 Households	309
2010 Group Quarters	0

## Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	220	71%
Watching Diet (Health/Weight)-Presently	176	57%
Controlling Diet		
Non-Presc-For Regular Headaches	174	56%
McDonald's	174	56%
HH Uses Computer For Internet/E-mail	172	56%
Voted in fed/state/local election	158	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	148	48%

# 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).

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

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.

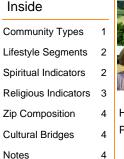
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Thornton, Iowa

## **MISSIONAL ZIPCODE DIGEST**

## Zipcode 50479 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: 275 Percent: 89%



Households: 17 Percent: 5.5%



Households: 11 Percent: 3.56%

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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

neiahborhoods.

Urban 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

income bracket. Residents live in single-family

homes, mobile homes or trailers in rural tracts and

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.



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(57% Unreached)

(69% Unreached)

## Top Lifestyle Segments in Zipcode 50479



Households: 253 Percent: 81.88%

Households: 18

Percent: 5.83%



## Hinterland Families

America's Farmlands

#### (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.

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

Farmlands has the highest percentage of farmers in the nation. In these

single-family homes on large plots of land. The population density in this

high school diplomas and middle-class incomes. Many live in older,

segment is less than one-tenth the national average.

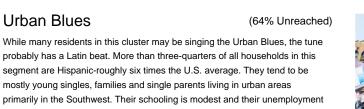
remote communities scattered across the nation, residents are likely to have

## Steadfast Conservatives

#### 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 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: 11 Percent: 3.56%



Households: 6 Percent: 1.94%



## 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: 17 Percent: 5.5%

## Hardy Rural Families

rate is more than twice the national average.

**Urban Blues** 

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

## (61% Unreached)



Households: 4 Percent: 1.29%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	176	56.83%
Religious but NOT Evangelical	23	7.53%
Spiritual but NOT Evangelical	5	1.69%
Non-Evangelical but NOT Interested	147	47.62%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	38	12.18%
Inactive Evangelical HHIds	96	30.99%