#### Composition of Zipcode 50536

Category	Zip Code
2010 Population	4,271
2010 Households	1,913
2010 Group Quarters	360

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,426	75%
HH Uses Computer For Internet/E-mail	1,079	56%
McDonald's	1,056	55%
Watching Diet (Health/Weight)-Presently	1,035	54%
Controlling Diet		
Non-Presc-For Regular Headaches	1,016	53%
Reading Books	1,004	52%
Voted in fed/state/local election	932	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).

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

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 Emmetsburg, Iowa

# MISSIONAL ZIPCODE DIGEST

## Zipcode 50536 Community Types

Inside		1 1 1 1 1
Community Types	1	0
Lifestyle Segments	2	- 1.10 M
Spiritual Indicators	2	
Religious Indicators	3	1
Zip Composition	4	
Cultural Bridges	4	
Notes	4	
		L

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

every

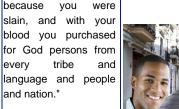
and nation."



Households: 916 Percent: 47.88%

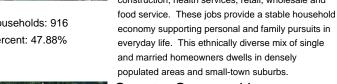


Households: 442 Percent: 23.11%



Households: 244 Percent: 12.75%





#### **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

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

economy supporting personal and family pursuits in

populated areas and small-town suburbs.

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.



© Copyright 2014 by IICM and its data suppliers.

# Top Lifestyle Segments in Zipcode 50536



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: 446 Percent: 23.31%

Households: 325

Percent: 16.99%



### Working Rural Communities

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

### **Urban Commuter Families**

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.

## Rugged Rural Style

#### (58% Unreached)

(68% Unreached)

(67% 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: 137 Percent: 7.16%

Households: 143

Percent: 7.48%



### America's Farmlands

#### (57% Unreached)

(60% 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: 257 Percent: 13.43%

## Industrious Country Living

households earning more than \$75,000 per year.

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three



Households: 119 Percent: 6.22%

### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,238	64.7%
Religious but NOT Evangelical	237	12.37%
Spiritual but NOT Evangelical	216	11.3%
Non-Evangelical but NOT Interested	786	41.07%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHIds	254	13.28%
Inactive Evangelical HHlds	421	22.02%