#### Composition of Zipcode 50556

Category	Zip Code
2010 Population	276
2010 Households	137
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	98	71%
Watching Diet (Health/Weight)-Presently	79	58%
Controlling Diet		
McDonald's	77	56%
Non-Presc-For Regular Headaches	77	56%
HH Uses Computer For Internet/E-mail	76	55%
Voted in fed/state/local election	72	52%
Heartburn/Indigestion Aids/Anti-Nausea-Use	66	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 Ledyard, Iowa

# **MISSIONAL ZIPCODE DIGEST**

### Zipcode 50556 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

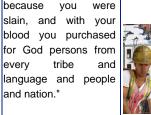
and to open its seals,



Households: 111 Percent: 81.02%



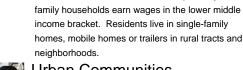
Households: 17 Percent: 12.41%



Households: 9 Percent: 6.57%







### Urban Communities

**Country Communities** 

Land, family and community are central to the day-to-day lives of the people in these farming and

steady, peaceful family life through farming, agriculture, education, mining and service industries.

mining communities. They work hard to provide a

With low levels of education, these primarily white

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.



## Top Lifestyle Segments in Zipcode 50556



#### America's Farmlands

Rugged Rural Style

(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: 110 Percent: 80.29%



Households: 9 Percent: 6.57%

#### Steadfast Conservatives

(69% Unreached)

(61% 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: 17 Percent: 12.41%

#### (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.



#### Coal and Crops

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 1 Percent: 0.73%

## Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	80	58.04%
Religious but NOT Evangelical	11	7.81%
Spiritual but NOT Evangelical	4	2.7%
Non-Evangelical but NOT Interested	65	47.54%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	18	13.16%
Inactive Evangelical HHIds	39	28.81%