Composition of Zipcode 50574

Category	Zip Code
2010 Population	2,082
2010 Households	1,038
2010 Group Quarters	58

Missionscape: Cultural Bridges

NOTES:

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	746	72%
Watching Diet (Health/Weight)-Presently	582	56%
Controlling Diet		
McDonald's	579	56%
HH Uses Computer For Internet/E-mail	563	54%
Non-Presc-For Regular Headaches	557	54%
Voted in fed/state/local election	525	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	509	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

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 Pocahontas, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 50574 Community Types

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

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

Most residents of Working Communities are high school educated. Some have even been to college. Their education affords them lower middle incomes

income bracket. Residents live in single-family

neighborhoods.



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

for God persons from

tribe

lor Contextual Ministry

www.iicm.net

were

because vou

every

and nation."



Households: 560 Percent: 53.95%

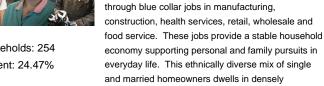


Households: 254 Percent: 24.47%



Households: 147 Percent: 14.16%

In partnership with: Intercultural Institute





populated areas and small-town suburbs.

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.



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(57% Unreached)

managerial jobs.

Urban Blues

Suburban Advantage

Top Lifestyle Segments in Zipcode 50574



America's Farmlands

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: 545 Percent: 52.5%



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: 239 Percent: 23.03%



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: 147 Percent: 14.16%

Hinterland Families

rate is more than twice the national average.

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.

When retirement looms, many Americans downsize their housing, seeking out

resort-like communities within short distances to major medical facilities. In

Suburban Advantage, empty-nesting couples and retirees have moved to

communities along the Atlantic and Pacific coasts. Most households have

college degrees, and, if they're still in the workforce, hold white collar and

While many residents in this cluster may be singing the Urban Blues, the tune

primarily in the Southwest. Their schooling is modest and their unemployment

probably has a Latin beat. More than three-quarters of all households in this

segment are Hispanic-roughly six times the U.S. average. They tend to be

mostly young singles, families and single parents living in urban areas

middle-class homes and condo developments in dense retirement



Households: 31 Percent: 2.99%

(67% Unreached)

(64% Unreached)

(41% Unreached)



Households: 21 Percent: 2.02%



Households: 15 Percent: 1.45%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	630	60.7%
Religious but NOT Evangelical	104	9.99%
Spiritual but NOT Evangelical	61	5.91%
Non-Evangelical but NOT Interested	465	44.81%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	26	2.46%
Inactive Evangelical HHlds	382	36.84%