Composition of Zipcode 50575

Category	Zip Code
2010 Population	921
2010 Households	451
2010 Group Quarters	47

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	315	70%
Watching Diet (Health/Weight)-Presently	250	55%
Controlling Diet		
McDonald's	246	55%
Heartburn/Indigestion Aids/Anti-Nausea-Use	231	51%
Non-Presc-For Regular Headaches	231	51%
Reading Books	226	50%
HH Uses Computer For Internet/E-mail	213	47%

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).

number of households, and the percent of the zip code. Communities are comprised of multiple lifestyle segments. The Lifestyle Summary identifies the top six lifestyle segments in the zip code, the number of

The Communities Summary identifies the top three types of communities in the zip code, the

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 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 Pomeroy, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 50575 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

because vou

every

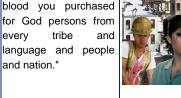
and nation."



Households: 253 Percent: 56.1%



Households: 121 Percent: 26.83%



were

Households: 70 Percent: 15.52%

In partnership with: Intercultural Institute lor Contextual Ministry www.iicm.net

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.

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.

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.



(58% Unreached)

(57% Unreached)

Lower-income Essentials

American Great Outdoors

Lower-income Essentials is dominated by aging seniors and empty-nesting couples of modest means. Although small in absolute numbers, the Native

American population here is three times the national average. Concentrated in

out-of-the-way towns in the Prairies, residents make do with humble lifestyles.

The educational levels are often low, with one in five residents never

A rugged blend of rural couples and retirees makes up American Great

is characterized by aging households-about half are over 65- who like an

outdoor lifestyle. These singles and couples live in modest homes, small

achievement, and one in five did not complete high school.

Outdoors. Scattered in remote communities around the country, this segment

apartment buildings and mobile homes. There's little emphasis on educational

completing high school-about 40 percent above the U.S. average.

Top Lifestyle Segments in Zipcode 50575



Rugged Rural Style

America's Farmlands

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: 253 Percent: 56.1%



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.

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

Households: 121 Percent: 26.83%



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: 36 Percent: 7.98%

Grass-roots Living

Located in rural villages and aging industrial towns throughout the Midwest and South, Grass-roots Living consists of a racially diverse mix of couples, families and divorced men and women living in lower-middle-class circumstances. Educational levels are low, and nearly a quarter of households did not finish high school. Those still in the workforce tend to have low-paying jobs in manufacturing, construction or agriculture.

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	269	59.61%
Religious but NOT Evangelical	37	8.1%
Spiritual but NOT Evangelical	49	10.92%
Non-Evangelical but NOT Interested	183	40.59%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	11	2.53%
Inactive Evangelical HHIds	171	37.86%

Households: 22 Percent: 4.88%

(68% Unreached)

(64% Unreached)

(70% Unreached)



Households: 7 Percent: 1.55%



Households: 5 Percent: 1.11%