# Composition of Zipcode 50677

Category	Zip Code
2010 Population	11,798
2010 Households	4,554
2010 Group Quarters	1,440

# Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	3,564	78%
HH Uses Computer For Internet/E-mail	2,854	63%
Watching Diet (Health/Weight)-Presently	2,621	58%
Controlling Diet		
McDonald's	2,505	55%
Reading Books	2,500	55%
Voted in fed/state/local election	2,409	53%
Non-Presc-For Regular Headaches	2,384	52%

# 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

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

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 Waverly, Iowa

# **MISSIONAL ZIPCODE DIGEST**

# Zipcode 50677 Community Types

and the arts.

**Upscale** Communities

As the wealthiest households in the nation, upscale communities boast high household incomes,

predominantly white, college educated, Baby Boom

parents. Most adults work as executives and white

collar professionals. They are active members of the

community in business clubs, environmental groups

population consists of retired American singles and

is a key identity factor for those who live there.

**Country Communities** 

Residents go into the city to visit clubs and malls.

couples. A sense of belonging within the community

significant home values and top educational

achievements. Households in these exclusive suburban neighborhoods are headed by



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

tribe

were

because vou

every

and nation."



Households: 1,484 Percent: 32.59%



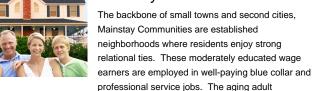
Households: 1,116 Percent: 24.51%

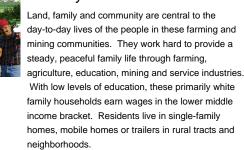


Households: 880 Percent: 19.32%











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(67% Unreached)

# Top Lifestyle Segments in Zipcode 50677



# **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.

Households: 1,265 Percent: 27.78%



Households: 578 Percent: 12.69%

# America's Farmlands

### (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.

seniority of many residents does have benefits in the workplace. They earn middle class incomes from skilled jobs in manufacturing, retail and health.

# Working Rural Communities

Steadfast Conservatives

#### 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.

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

(60% Unreached)

(69% Unreached)



Households: 321 Percent: 7.05%

Households: 394

Percent: 8.65%



# Family Convenience

#### (64% Unreached)

Family Convenience is a collection of sprawling families living in remote towns and military bases. Most of the households contain dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military. Service families are six times as likely to live here than the general population. Despite moderate educations, the adults in this segment earn upper-middle incomes.

Households: 487 Percent: 10.69%

# Mature America

# (81% Unreached)

The oldest lifestyle type in the nation, Mature America is home to the Greatest Generation. More than half the residents are 75 years of age or older and a significant percentage are mostly likely to be widows or widowers. Found mostly in city neighborhoods, they typically live in high-rise apartments and assisted living facilities. Many of these households come from humble origins, and more than half never went beyond high school.



Households: 288 Percent: 6.32%

# Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	3,022	66.35%
Religious but NOT Evangelical	552	12.11%
Spiritual but NOT Evangelical	516	11.33%
Non-Evangelical but NOT Interested	1,954	42.91%

# Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	480	10.55%
Inactive Evangelical HHIds	1,052	23.10%