#### Composition of Zipcode 50682

Category	Zip Code
2010 Population	1,515
2010 Households	588
2010 Group Quarters	2

#### Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	443	75%
HH Uses Computer For Internet/E-mail	352	60%
McDonald's	338	57%
Watching Diet (Health/Weight)-Presently	332	56%
Controlling Diet		
Non-Presc-For Regular Headaches	328	56%
Voted in fed/state/local election	307	52%
Reading Books	293	50%

# 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.

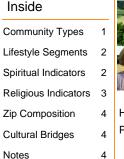
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Winthrop, Iowa

## **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 50682 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."



Households: 294 Percent: 50%



Households: 129 Percent: 21.94%



Households: 83 Percent: 14.12%







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.

#### Mainstay 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

family households earn wages in the lower middle

income bracket. Residents live in single-family

The backbone of small towns and second cities, Mainstay Communities are established neighborhoods where residents enjoy strong relational ties. These moderately educated wage earners are employed in well-paying blue collar and professional service jobs. The aging adult population consists of retired American singles and couples. A sense of belonging within the community is a key identity factor for those who live there. Residents go into the city to visit clubs and malls.



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### Top Lifestyle Segments in Zipcode 50682



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: 231 Percent: 39.29%

Households: 123

Percent: 20.92%



#### Steadfast Conservatives

Family Convenience

#### (69% Unreached)

(57% 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.

#### Industrious Country Living

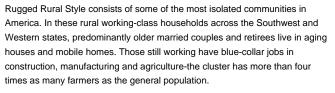
Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

### **Rugged Rural Style**

(58% Unreached)

(67% Unreached)

(68% Unreached)





Households: 52 Percent: 8.84%



Households: 38 Percent: 6.46%



(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: 72 Percent: 12.24%

#### **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: 35 Percent: 5.95%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	366	62.25%
Religious but NOT Evangelical	61	10.3%
Spiritual but NOT Evangelical	47	7.93%
Non-Evangelical but NOT Interested	259	44.01%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	35	5.92%
Inactive Evangelical HHlds	187	31.83%