Composition of Zipcode 50703

CategoryZip Code2010 Population20,5872010 Households7,9842010 Group Quarters470

Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHlds
Home Personal Computer-HH Own	5,359	67%
McDonald's	4,562	57%
Watching Diet (Health/Weight)-Presently	4,094	51%
Controlling Diet		
Non-Presc-For Regular Headaches	3,913	49%
Reading Books	3,856	48%
Heartburn/Indigestion Aids/Anti-Nausea-Use	3,852	48%
HH Uses Computer For Internet/E-mail	3,731	47%

Getting Informed

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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).

NOTES

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 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 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.

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Reaching Waterloo, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 50703 Community Types

Inside Community Types 1 Lifestyle Segments 2 Spiritual Indicators 2

Religious Indicators 3

Zip Composition

Cultural Bridges

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

blood you purchased

for God persons from

language and people

tribe

and

because you

every

and nation."

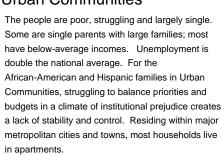
Notes

Households: 3,084 Percent: 38.63%

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,

Urban Communities



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.



Households: 2,994 Percent: 37.5%



Households: 857 Percent: 10.73%

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 – 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



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Top Lifestyle Segments in Zipcode 50703



Households: 2,058 Percent: 25.78%

Households: 1,927

Percent: 24.14%

Struggling City Centers

(68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.

Small-city Endeavors

(67% Unreached)

Small-city Endeavors has a split personality, reflecting the cluster's mix of young and old, singles, families and single parent households. In these diverse working-class communities concentrated primarily in the Midwest, newcomers share blocks with longtime residents, drawn to the affordable housing and short commutes to work. Many of the adults never went beyond high school, and the employment base largely consists of low-wage blue-collar jobs.



Households: 595 Percent: 7.45%



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.

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.



Households: 483 Percent: 6.05%



Minority Metro Communities

(74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.

Households: 857 Percent: 10.73%

Lower-income Essentials

(68% Unreached)

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



Households: 416 Percent: 5.21%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	5,445	68.2%
Religious but NOT Evangelical	1,743	21.83%
Spiritual but NOT Evangelical	510	6.39%
Non-Evangelical but NOT Interested	3,307	41.42%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	557	6.98%
Inactive Evangelical HHlds	1,982	24.83%