

## Composition of Zipcode 50859

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 504      |
| 2010 Households     | 245      |
| 2010 Group Quarters | 0        |

## Missionscape: Cultural Bridges

| Cultural Bridge  | #HHlds | %HHlds |
|--|--------|--------|
| Home Personal Computer-HH Own                            | 175    | 72%    |
| Watching Diet (Health/Weight)-Presently Controlling Diet | 142    | 58%    |
| HH Uses Computer For Internet/E-mail                     | 141    | 58%    |
| Non-Presc-For Regular Headaches                          | 140    | 57%    |
| McDonald's   | 139    | 57%    |
| Voted in fed/state/local election                        | 131    | 53%    |
| Card Games   | 120    | 49%    |

## Getting Informed

More zip information may be found on the [MissionalCorps.org](http://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](mailto: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 Prescott, Iowa

# MISSIONAL ZIPCODE DIGEST

## Zipcode 50859 Community Types

### Inside

|                      |   |
|----------------------|---|
| Community Types      | 1 |
| Lifestyle Segments   | 2 |
| Spiritual Indicators | 2 |
| Religious Indicators | 3 |
| Zip Composition      | 4 |
| Cultural Bridges     | 4 |
| Notes                | 4 |

### Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and people and language and people and nation."

In partnership with:



Households: 241  
Percent: 98.37%

## 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.



Households: 4  
Percent: 1.63%

## Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by 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 and the arts.



# Top Lifestyle Segments in Zipcode 50859



## America's Farmlands

Households: 234      Percent: 95.51%  
 Unreached: 57%

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.

### Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 141       | 57.37% |
| Religious but NOT Evangelical      | 18        | 7.46%  |
| Spiritual but NOT Evangelical      | 1         | 0.52%  |
| Non-Evangelical but NOT Interested | 121       | 49.4%  |



## Coal and Crops

(61% Unreached)

Coal and Crops comes by its name honestly. The households of this rural cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-quarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.

Households: 7  
 Percent: 2.86%



## Urban Commuter Families

(67% Unreached)

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: 4  
 Percent: 1.63%

### Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP | ZIP %  |
|----------------------------|-----|--------|
| Active Evangelical HHlds   | 13  | 5.35%  |
| Inactive Evangelical HHlds | 91  | 37.29% |