

## Composition of Zipcode 51031

| Category            | Zip Code |
|---------------------|----------|
| 2010 Population     | 11,941   |
| 2010 Households     | 4,975    |
| 2010 Group Quarters | 235      |

## Missionscape: Cultural Bridges

| Cultural Bridge                         | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own           | 3,911  | 79%    |
| HH Uses Computer For Internet/E-mail    | 3,088  | 62%    |
| McDonald's                              | 2,826  | 57%    |
| Watching Diet (Health/Weight)-Presently | 2,752  | 55%    |
| Controlling Diet                        |        |        |
| Non-Presc-For Regular Headaches         | 2,726  | 55%    |
| Reading Books                           | 2,588  | 52%    |
| Voted in fed/state/local election       | 2,528  | 51%    |

## 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 Le Mars, Iowa

# MISSIONAL ZIPCODE DIGEST

## Zipcode 51031 Community Types

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Households: 1,623  
Percent: 32.62%



Households: 1,222  
Percent: 24.56%



Households: 1,124  
Percent: 22.59%

### 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 language and people and nation."

In partnership with:



## 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.

## 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.

## 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 51031



### 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: 957  
Percent: 19.24%



### 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: 902  
Percent: 18.13%



### Working Rural Communities (60% Unreached)

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.

Households: 715  
Percent: 14.37%

## Evangeliscope: Spiritual Indicators

| SPIRITUALITY INDICATOR             | ZIP HHLDS | ZIP %  |
|------------------------------------|-----------|--------|
| Unreached                          | 3,189     | 64.11% |
| Religious but NOT Evangelical      | 589       | 11.85% |
| Spiritual but NOT Evangelical      | 505       | 10.16% |
| Non-Evangelical but NOT Interested | 2,095     | 42.1%  |

### 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: 684  
Percent: 13.75%

### 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: 501  
Percent: 10.07%

### Rural Southern Living (59% Unreached)

Scattered in sparsely settled communities across the South, the households in Rural Southern Living consist of young, predominantly white couples and families with lower-middle-class lifestyles. No segment has more residents living in mobile homes with more than half the households living in manufactured housing. The adults are high school educated and work at blue-collar jobs in manufacturing, construction and transportation.



Households: 216  
Percent: 4.34%

## Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR     | ZIP   | ZIP %  |
|----------------------------|-------|--------|
| Active Evangelical HHlds   | 1,455 | 29.25% |
| Inactive Evangelical HHlds | 330   | 6.64%  |