#### Composition of Zipcode 51056

Category	Zip Code
2010 Population	836
2010 Households	348
2010 Group Quarters	0

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	250	72%
Watching Diet (Health/Weight)-Presently	201	58%
Controlling Diet		
McDonald's	195	56%
HH Uses Computer For Internet/E-mail	192	55%
Non-Presc-For Regular Headaches	188	54%
Voted in fed/state/local election	176	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	168	48%

## 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 Smithland, Iowa

### **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 51056 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: 251 Percent: 72.13%



Households: 43 Percent: 12.36%



Households: 37 Percent: 10.63%







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.

#### Urban 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

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.



(57% Unreached)

#### Top Lifestyle Segments in Zipcode 51056



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: 234 Percent: 67.24%

#### Households: 40 Percent: 11.49%

#### American Great Outdoors

#### (64% Unreached)

A rugged blend of rural couples and retirees makes up American Great Outdoors. Scattered in remote communities around the country, this segment is characterized by aging households-about half are over 65- who like an outdoor lifestyle. These singles and couples live in modest homes, small apartment buildings and mobile homes. There's little emphasis on educational achievement, and one in five did not complete high school. Hardy Rural Families

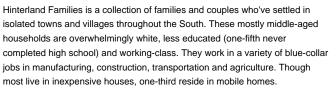
# Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and

middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

#### **Hinterland Families**

(41% Unreached)

(61% Unreached)





Households: 7 Percent: 2.01%

Households: 10

Percent: 2.87%



#### Rugged Rural Style

#### (58% Unreached)

Rugged Rural Style consists of some of the most isolated communities in America. In these rural working-class households across the Southwest and Western states, predominantly older married couples and retirees live in aging houses and mobile homes. Those still working have blue-collar jobs in construction, manufacturing and agriculture-the cluster has more than four times as many farmers as the general population.

Households: 37 Percent: 10.63%

#### Minority Metro Communities

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.

#### (74% Unreached)



Households: 7 Percent: 2.01%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	204	58.56%
Religious but NOT Evangelical	26	7.6%
Spiritual but NOT Evangelical	18	5.05%
Non-Evangelical but NOT Interested	160	45.91%

#### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	36	10.39%
Inactive Evangelical HHlds	108	31.05%