

## Composition of Zipcode 51103

Category	Zip Code
2010 Population	16,895
2010 Households	5,987
2010 Group Quarters	514

## Missionscape: Cultural Bridges

Cultural Bridge	#HHlds	%HHlds
Home Personal Computer-HH Own	4,331	72%
McDonald's	3,401	57%
HH Uses Computer For Internet/E-mail	3,227	54%
Reading Books	3,014	50%
Non-Presc-For Regular Headaches	2,985	50%
Watching Diet (Health/Weight)-Presently	2,980	50%
Controlling Diet		
Heartburn/Indigestion Aids/Anti-Nausea-Use	2,969	50%

## 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 Sioux City, Iowa

# MISSIONAL ZIPCODE DIGEST

## Zipcode 51103 Community Types

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Households: 3,917  
Percent: 65.43%



Households: 972  
Percent: 16.24%



Households: 633  
Percent: 10.57%

### 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."

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## 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.

## Urban Communities

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.

## Mainstay Communities

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.



## Top Lifestyle Segments in Zipcode 51103



**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: 3,258  
 Percent: 54.42%



**New Generation Activists** (67% Unreached)  
 Concentrated in the nation's inner cities, New Generation Activists is often the first home-on-their-own cluster for young singles and single-parent families. More than a third of the households are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans. With their modest educations and high unemployment rate, households earn about half the national average.

Households: 561  
 Percent: 9.37%



**Urban Blues** (64% Unreached)  
 While many residents in this cluster may be singing the Urban Blues, the tune probably has a Latin beat. More than three-quarters of all households in this segment are Hispanic-roughly six times the U.S. average. They tend to be mostly young singles, families and single parents living in urban areas primarily in the Southwest. Their schooling is modest and their unemployment rate is more than twice the national average.

Households: 436  
 Percent: 7.28%

### Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	4,048	67.61%
Religious but NOT Evangelical	956	15.97%
Spiritual but NOT Evangelical	617	10.31%
Non-Evangelical but NOT Interested	2,475	41.34%

**Latino Nuevo** (68% Unreached)  
 In Latino Nuevo, the American Dream lives in young, recent immigrants looking for better lives. Concentrated in the barrios of border states as Texas and California, the populace is more than 90 percent Hispanic and more than three-quarters of adults are under the age of 45. These households are filled with child-rearing families-no cluster contains more large families-and they tend to live in old apartments and low valued homes.



Households: 294  
 Percent: 4.91%

**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: 289  
 Percent: 4.83%

**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: 154  
 Percent: 2.57%

### Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	486	8.12%
Inactive Evangelical HHlds	1,453	24.27%