

Composition of Zipcode 51447

| Category | Zip Code |
|---------------------|----------|
| 2010 Population | 283 |
| 2010 Households | 113 |
| 2010 Group Quarters | 0 |

Missionscape: Cultural Bridges

| Cultural Bridge | #HHlds | %HHlds |
|---|--------|--------|
| Home Personal Computer-HH Own | 81 | 72% |
| Watching Diet (Health/Weight)-Presently | 65 | 58% |
| Controlling Diet | | |
| HH Uses Computer For Internet/E-mail | 65 | 57% |
| Non-Presc-For Regular Headaches | 64 | 57% |
| McDonald's | 64 | 56% |
| Voted in fed/state/local election | 60 | 53% |
| Card Games | 55 | 49% |

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).

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.

© Copyright 2014 by IICM and its data suppliers.

Reaching Kirkman, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 51447 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."



Households: 99
Percent: 87.61%



Households: 8
Percent: 7.08%



Households: 6
Percent: 5.31%

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.

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.

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.

In partnership with:

www.iicm.net



Top Lifestyle Segments in Zipcode 51447



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: 99
Percent: 87.61%



Ethnic Urban Mix

(71% Unreached)

Concentrated in older inner-city neighborhoods, Ethnic Urban Mix presents a classic portrait of young and diverse city dwellers. More than half of the households consist of African-Americans, Hispanic and Asian residents. They feature a mix of young and middle-aged singles and families. There's a wide range of educational levels in the segment, with even numbers of high school and college graduates. Residents report middle-class incomes.

Households: 6
Percent: 5.31%



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: 6
Percent: 5.31%



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: 2
Percent: 1.77%

Evangelscape: Spiritual Indicators

| SPIRITUALITY INDICATOR | ZIP HHLDS | ZIP % |
|------------------------------------|-----------|--------|
| Unreached | 66 | 58.47% |
| Religious but NOT Evangelical | 10 | 8.48% |
| Spiritual but NOT Evangelical | 1 | 0.87% |
| Non-Evangelical but NOT Interested | 56 | 49.22% |

Churchscape: Religious Indicators

| SPIRITUALITY INDICATOR | ZIP | ZIP % |
|----------------------------|-----|--------|
| Active Evangelical HHlds | 7 | 6.51% |
| Inactive Evangelical HHlds | 40 | 35.02% |