#### Composition of Zipcode 51447

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

#### Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
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).

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

The Communities Summary identifies the top three types of communities in the zip code, the

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.

Reaching Kirkman, Iowa

Inside

**Zip Composition** 

**Cultural Bridges** 

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

because vou

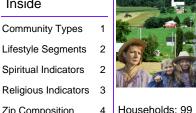
every

and nation."

Notes

### **MISSIONAL ZIPCODE DIGEST**

#### Zipcode 51447 Community Types



4

4

were

Households: 99 Percent: 87.61%



Households: 8 Percent: 7.08%



Households: 6 Percent: 5.31%





homes, mobile homes or trailers in rural tracts and neighborhoods. Working Communities Most residents of Working Communities are high

**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

income bracket. Residents live in single-family

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.



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## Top Lifestyle Segments in Zipcode 51447



America's Farmlands

(57% Unreached)

(69% 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%

Households: 6

Percent: 5.31%



Households: 6 Percent: 5.31%

### 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.

Steadfast Conservatives

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.

#### 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 HHIds	40	35.02%