Composition of Zipcode 52069

Category	Zip Code
2010 Population	1,491
2010 Households	652
2010 Group Quarters	5

Missionscape: Cultural Bridges		
Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	488	75%
HH Uses Computer For Internet/E-mail	371	57%
McDonald's	368	56%
Non-Presc-For Regular Headaches	352	54%
Watching Diet (Health/Weight)-Presently	350	54%
Controlling Diet		
Voted in fed/state/local election	326	50%
Heartburn/Indigestion Aids/Anti-Nausea-Use	318	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).

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 Preston, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52069 Community Types

Inside

Community Types Lifestyle Segments Spiritual Indicators Religious Indicators 3 Zip Composition **Cultural Bridges** Notes

Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

slain, and with your

blood you purchased

for God persons from

language and people

tribe

and

because you

every

and nation."



Households: 336 Percent: 51.53%





Households: 20

Households: 285 Percent: 43.71%

Urban Communities

neighborhoods.

Working Communities

through blue collar jobs in manufacturing, construction, health services, retail, wholesale and

Most residents of Working Communities are high school educated. Some have even been to college.

Their education affords them lower middle incomes

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

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.

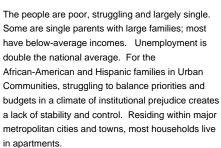
With low levels of education, these primarily white

family households earn wages in the lower middle

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family

populated areas and small-town suburbs. Country Communities



Percent: 3.07%

In partnership with: Intercultural Institute www.iicm.net



Top Lifestyle Segments in Zipcode 52069



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: 333 Percent: 51.07%

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: 211 Percent: 32.36%

Hinterland Families

(41% Unreached)

Hinterland Families is a collection of families and couples who've settled in isolated towns and villages throughout the South. These mostly middle-aged households are overwhelmingly white, less educated (one-fifth never completed high school) and working-class. They work in a variety of blue-collar jobs in manufacturing, construction, transportation and agriculture. Though most live in inexpensive houses, one-third reside in mobile homes.

Households: 74 Percent: 11.35%

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: 20 Percent: 3.07%

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: 7
Percent: 1.07%

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: 3 Percent: 0.46%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	400	61.35%
Religious but NOT Evangelical	82	12.61%
Spiritual but NOT Evangelical	41	6.3%
Non-Evangelical but NOT Interested	277	42.44%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	0	0.00%
Inactive Evangelical HHlds	252	38.65%