Composition of Zipcode 52208

Category	Zip Code
2010 Population	3,233
2010 Households	1,359
2010 Group Quarters	72

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

#HHIds	%HHIds	
1,034	76%	
767	56%	
764	56%	
708	52%	
698	51%	
691	51%	
647	48%	
	1,034 767 764 708 698 691	1,034 76% 767 56% 764 56% 708 52% 698 51% 691 51%

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 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

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

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 Belle Plaine, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52208 Community Types

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Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll



Households: 912

Percent: 67.11%

Households: 188

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.



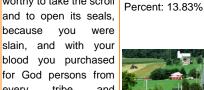
Land, family and community are central to the day-to-day lives of the people in these farming and mining communities. They work hard to provide a steady, peaceful family life through farming, agriculture, education, mining and service industries. With low levels of education, these primarily white family households earn wages in the lower middle income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neighborhoods.



because you slain, and with your

blood you purchased for God persons from tribe every and language and people and nation."





Households: 138 Percent: 10.15%

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Top Lifestyle Segments in Zipcode 52208



Steadfast Conservatives

(69% Unreached)

A guietly 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: 608 Percent: 44.74%



Working Rural Communities

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: 234 Percent: 17.22%



SPIRITUALITY INDICATOR

Religious but NOT Evangelical

Spiritual but NOT Evangelical

Non-Evangelical but NOT Interested

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.

ZIP HHLDS

886

176

154

556

Households: 97 Percent: 7.14%

Unreached

(57% Unreached)

American Great Outdoors

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.

New Generation Activists

(67% Unreached)

(64% Unreached)

(64% 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.

Family Convenience

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: 55 Percent: 4.05%



(60% Unreached) There's a grittiness to life in Working Rural Communities. In these older,

ZIP %

65.21%

12.94%

11.35%

40.93%

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Evangelscape: Spiritual Indicators

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	30	2.18%
Inactive Evangelical HHIds	443	32.61%

Households: 73 Percent: 5.37%