Composition of Zipcode 52309

Category	Zip Code
2010 Population	496
2010 Households	203
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	148	73%
McDonald's	117	58%
HH Uses Computer For Internet/E-mail	115	56%
Watching Diet (Health/Weight)-Presently	114	56%
Controlling Diet		
Non-Presc-For Regular Headaches	110	54%
Voted in fed/state/local election	100	49%
Reading Books	97	48%

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.

Reaching Monmouth, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52309 Community Types





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 neiahborhoods.

Land, family and community are central to the day-to-day lives of the people in these farming and

Working Communities

Country 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.

Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. In Aspiring Communities, truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 - 34. Sixty percent are renting singles; others live on military bases or in college dorms. Members of Aspiring Communities are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas.



Households: 143 Percent: 70.44%



Households: 36 Percent: 17.73%

and to open its seals, because you were slain, and with your blood you purchased for God persons from tribe every and language and people and nation."

Rev. 5:9

And they sang a new

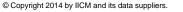
song, saying: "You are

worthy to take the scroll

Households: 12 Percent: 5.91%







Rugged Rural Style

Minority Metro Communities

Minority Metro Communities reflects the nation's growing African-American

middle class. With nearly three-quarters of the residents African-American and

African-Americans. Concentrated in inner-ring suburbs, these households earn

above-average incomes from a mix of service industry and white-collar jobs.

Rugged Rural Style consists of some of the most isolated communities in

houses and mobile homes. Those still working have blue-collar jobs in

times as many farmers as the general population.

construction, manufacturing and agriculture-the cluster has more than four

America. In these rural working-class households across the Southwest and

Western states, predominantly older married couples and retirees live in aging

half the households earning more than \$50,000, this cluster is a testament to

high educational achievement and professional employment among

Top Lifestyle Segments in Zipcode 52309



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.

Households: 97 Percent: 47.78%



Steadfast Conservatives

(69% Unreached)

(57% 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: 36 Percent: 17.73%



Hardy Rural Families

(61% Unreached)

Far beyond the nation's beltways in tiny towns and isolated villages, the households of Hardy Rural Families are thriving. Predominantly white and middle-class, these older Americans have crafted rustic lifestyles in older single-family houses and mobile homes. Most of the households comprise married couples with a single wage earner who are high school educated and have blue-collar jobs in agriculture, construction and transportation. I

Households: 32 Percent: 15.76%

Coal and Crops Coal and Crops comes by its name honestly. The households of this rural

cluster work primarily in the mining and farming industries. Found in sparsely populated areas throughout the Midwest and South, this cluster is characterized by low-income families and single households living in small, racially mixed hamlets. More than one-guarter of the residents never completed high school, the median household incomes are nearly 40 percent below the U.S. average.



Households: 12 Percent: 5.91%



Households: 10 Percent: 4.93%

(61% Unreached)

(74% Unreached)

(58% Unreached)



Households: 8 Percent: 3.94%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	124	61.07%
Religious but NOT Evangelical	24	11.63%
Spiritual but NOT Evangelical	14	6.91%
Non-Evangelical but NOT Interested	86	42.53%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	10	4.88%
Inactive Evangelical HHIds	69	34.05%



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