Composition of Zipcode 52534

Category	Zip Code
2010 Population	335
2010 Households	132
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

patterns

lifestyle segments.

#HHIds	%HHIds
91	69%
77	58%
76	58%
72	55%
72	55%
68	52%
63	48%
	91 77 76 72 72 68

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 Beacon, 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,

tribe

because vou

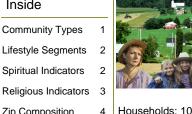
every

and nation."

Notes

MISSIONAL ZIPCODE DIGEST

Zipcode 52534 Community Types



4

4

were

Households: 102 Percent: 77.27%



Households: 16 Percent: 12.12%

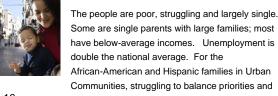


Households: 8 Percent: 6.06%





income bracket. Residents live in single-family homes, mobile homes or trailers in rural tracts and neiahborhoods. Urban Communities



Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments.

Upscale Communities

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

As the wealthiest households in the nation, upscale communities boast high household incomes, significant home values and top educational achievements. Households in these exclusive suburban neighborhoods are headed by predominantly white, college educated, Baby Boom parents. Most adults work as executives and white collar professionals. They are active members of the community in business clubs, environmental groups and the arts.



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(68% Unreached)

Top Lifestyle Segments in Zipcode 52534



Industrious Country Living

Found in remote towns and villages across the country, Industrious Country Living consists of hard-working couples and families who earn their living from manufacturing, construction, retail and wholesale trades and home businesses. They're predominantly white, high school educated and owners of relatively new homes. They earn respectable incomes with one in three households earning more than \$75,000 per year.

Households: 57 Percent: 43.18%



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: 27 Percent: 20.45%



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: 16 Percent: 12.12%

Hinterland Families

Hardy Rural Families

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.

Urban Commuter Families

Not all families have fled the nation's cities for the far-out suburbs. In Urban Commuter Families, Baby Boomer families and couples are content to live in comfortable, single detached homes in city neighborhoods on the metro fringe. Many of these upscale, college-educated households contain dual-income couples who put in long hours as professionals and managers in retail, health care and education services.

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

have blue-collar jobs in agriculture, construction and transportation. I

married couples with a single wage earner who are high school educated and



Households: 8 Percent: 6.06%

(67% Unreached)

(61% Unreached)

(41% Unreached)



Households: 7 Percent: 5.3%



Households: 7 Percent: 5.3%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	82	62.46%
Religious but NOT Evangelical	11	8.58%
Spiritual but NOT Evangelical	17	12.73%
Non-Evangelical but NOT Interested	54	41.15%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	22	16.48%
Inactive Evangelical HHIds	28	21.06%