Composition of Zipcode 52565

Category	Zip Code
2010 Population	2,108
2010 Households	884
2010 Group Quarters	117

Missionscape: Cultural Bridges

NOTES:

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	634	72%
Watching Diet (Health/Weight)-Presently	508	57%
Controlling Diet		
McDonald's	480	54%
HH Uses Computer For Internet/E-mail	466	53%
Reading Books	459	52%
Non-Presc-For Regular Headaches	455	51%
Heartburn/Indigestion Aids/Anti-Nausea-Use	435	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 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 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 Keosaugua, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52565 Community Types



Rev. 5:9

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because vou

every

and nation."

Households: 388 Percent: 43.89%



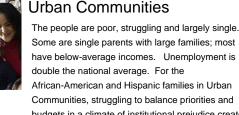
Households: 292 Percent: 33.03%



Households: 110 Percent: 12.44%







neiahborhoods.

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

homes, mobile homes or trailers in rural tracts and

income bracket. Residents live in single-family

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.

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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(58% Unreached)

Hinterland Families

Hardy Rural Families



Rugged Rural Style

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: 289 Percent: 32.69%



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: 265 Percent: 29.98%



Professional Urbanites

(72% Unreached)

Professional Urbanites is a haven for aging singles and couples, an upper-middle-class retirement oasis in the metropolitan sprawl. With most residents over the age of 65, these households have already empty-nested, with their children having gone off to college and work. The adults in this cluster boast college degrees with above-average incomes as white-collar professionals and managers in retail, education and health care.

Households: 108 Percent: 12.22%

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.

Hinterland Families is a collection of families and couples who've settled in

households are overwhelmingly white, less educated (one-fifth never

most live in inexpensive houses, one-third reside in mobile homes.

isolated towns and villages throughout the South. These mostly middle-aged

completed high school) and working-class. They work in a variety of blue-collar

jobs in manufacturing, construction, transportation and agriculture. Though

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: 59 Percent: 6.67%

(41% Unreached)

(61% Unreached)

(67% Unreached)



Households: 41 Percent: 4.64%



Households: 23 Percent: 2.6%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	529	59.82%
Religious but NOT Evangelical	85	9.64%
Spiritual but NOT Evangelical	83	9.38%
Non-Evangelical but NOT Interested	361	40.8%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	89	10.08%
Inactive Evangelical HHIds	266	30.11%



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