# Composition of Zipcode 50323

Category	Zip Code
2010 Population	10,112
2010 Households	3,209
2010 Group Quarters	0

## Missionscape: Cultural Bridges

NOTES:

patterns.

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,990	93%
HH Uses Computer For Internet/E-mail	2,760	86%
HH Uses Computer For Word Processing	2,193	68%
Watching Diet (Health/Weight)-Presently	2,064	64%
Controlling Diet		
Reading Books	2,056	64%
McDonald's	1,938	60%
HH Uses Computer For Home Shopping	1,870	58%

# 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 Urbandale, Iowa

# **MISSIONAL ZIPCODE DIGEST**

## Zipcode 50323 Community Types

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Households: 3.133 Percent: 97.63%

### Rev. 5:9

And they sang a new song, saying: "You are worthy to take the scroll and to open its seals, because you were slain, and with your blood you purchased for God persons from every tribe and language and people and nation."

for Contextual Ministry



Households: 76 Percent: 2.37%



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.

#### **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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Small-town Success

Prime Middle America

Small-town Success is typically home to the families of the most prominent citizens in their exurban communities. White-collar, college educated and

upscale, they live in recently developed subdivisions outside the nation's

middle-aged working couples who have positions as executives and

professionals in health care, retail and education.

beltways in the Midwest and West. Most of these households contain white,

Prime Middle America features a mix of couples and families living in both

small towns and mid-sized cities in the South and Northwest. Younger than

average and upper-middle-class in status, these predominantly white dual-income households have well-paying blue-collar and white-collar jobs in

transportation, manufacturing and public administration. Most of the

households own their own homes and are nearly twice as likely to live in

# Top Lifestyle Segments in Zipcode 50323



Households: 1,919 Percent: 59.8%

# Dream Weavers

(72% Unreached)

Dream Weavers is home to well-off families living an affluent, suburban version of the American Dream. Ranked second in terms of wealth, they live in new-money subdivisions, possess high incomes, have college degrees and

own large houses valued at more than twice the national average. Many households contain families with school-aged children-no segment has a higher rate of married residents-and more than half contain dual-income couples.



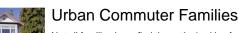
# Households: 875

# New Suburbia Families

#### (68% Unreached)

Young couples with pre-school children have turned New Suburbia Families into a booming lifestyle. Concentrated in fast-growing, metro fringe communities mainly in the West and Southwest, the segment's population has more than tripled since 1990. With many households under 35 years old, these young families are making the most of their new subdivisions. More than half the housing has a median value worth nearly 50 percent above the U.S. average.

Percent: 27.27%



#### (67% Unreached)

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.

Households: 218 Percent: 6.79%

# White-Collar Suburbia

mobile homes.

White-collar Suburbia is a haven for upscale Baby Boomers living in suburban comfort. But unlike the overwhelmingly white suburbs of a generation ago, this cluster has the highest concentration of Asians in the nation-about four times the U.S. average. Most of the adults are married couples with children, have attended college and are employed as white-collar professionals, managers and executives.



Households: 95 Percent: 2.96%

(69% Unreached)

(65% Unreached)

(81% Unreached)



Households: 76 Percent: 2.37%



Households: 20 Percent: 0.62%

#### Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	2,246	69.99%
Religious but NOT Evangelical	486	15.13%
Spiritual but NOT Evangelical	435	13.55%
Non-Evangelical but NOT Interested	1,326	41.31%

## Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	302	9.41%
Inactive Evangelical HHlds	661	20.60%