Composition of Zipcode 52318

Category	Zip Code
2010 Population	1,299
2010 Households	474
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES:

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	409	86%
HH Uses Computer For Internet/E-mail	353	74%
McDonald's	302	64%
Non-Presc-For Regular Headaches	277	58%
Watching Diet (Health/Weight)-Presently	275	58%
Controlling Diet		
Voted in fed/state/local election	256	54%
Reading Books	252	53%

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).

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

The Communities Summary identifies the top three types of communities in the zip code, the

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.

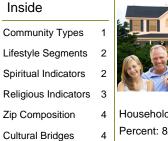
Location Composition: Listed are the total number of people and the total number of households in the county.

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 Norway, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52318 Community Types



4

were

Inside

Notes

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."

Households: 392 Percent: 82.7%



Households: 62 Percent: 13.08%



Households: 18 Percent: 3.8%



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.

Upscale Communities

Mainstay Communities

The backbone of small towns and second cities, Mainstay Communities are established

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.

Country Communities

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.



(64% Unreached)

Urban Commuter Families

Top Lifestyle Segments in Zipcode 52318



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: 272 Percent: 57.38%

Prime Middle America

(65% Unreached)

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 mobile homes.

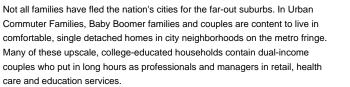
With more than nine times the national average for farmers, America's Farmlands has the highest percentage of farmers in the nation. In these remote communities scattered across the nation, residents are likely to have high school diplomas and middle-class incomes. Many live in older, single-family homes on large plots of land. The population density in this segment is less than one-tenth the national average.

America's Farmlands

(67% Unreached)

(57% Unreached)

(72% Unreached)





Households: 24 Percent: 5.06%

Households: 13

Percent: 2.74%



Households: 113 Percent: 23.84%

Small-town Success

(69% Unreached)

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 beltways in the Midwest and West. Most of these households contain white, middle-aged working couples who have positions as executives and professionals in health care, retail and education.

Households: 30

Dream Weavers

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

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	58	12.20%
Inactive Evangelical HHIds	110	23.19%



Households: 8 Percent: 1.69%



Percent: 6.33%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	306	64.61%
Religious but NOT Evangelical	42	8.8%
Spiritual but NOT Evangelical	68	14.3%
Non-Evangelical but NOT Interested	197	41.52%