Composition of Zipcode 52342

Category	Zip Code
2010 Population	3,362
2010 Households	1,373
2010 Group Quarters	204

Missionscape: Cultural Bridges

NOTES

patterns

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	1,044	76%
HH Uses Computer For Internet/E-mail	794	58%
McDonald's	754	55%
Watching Diet (Health/Weight)-Presently	748	54%
Controlling Diet		
Non-Presc-For Regular Headaches	713	52%
Reading Books	690	50%
Voted in fed/state/local election	666	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).

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

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.

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Reaching Toledo, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52342 Community Types

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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.

Country Communities

Working 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.

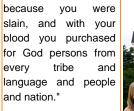
Mainstay Communities

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.



Rev. 5:9 And they sang a new

worthy to take the scroll and to open its seals,



Households: 243 Percent: 17.7%





Households: 294 Percent: 21.41%









Top Lifestyle Segments in Zipcode 52342



Steadfast Conservatives

(69% Unreached)

A guietly 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: 345 Percent: 25.13%

Households: 293

Percent: 21.34%



Working Rural Communities

(60% Unreached)

There's a grittiness to life in Working Rural Communities. In these older, industrial towns, aging residents hold skilled blue-collar jobs in manufacturing and construction. Most households are filled with empty-nesting couples, middle-aged families and single seniors. They reside in 40-year-old homes valued at below-average prices. Their inexpensive housing allows their middle-class incomes to go far in these predominantly Midwestern towns.

Family Convenience

American Great Outdoors

A rugged blend of rural couples and retirees makes up American Great

is characterized by aging households-about half are over 65- who like an

outdoor lifestyle. These singles and couples live in modest homes, small

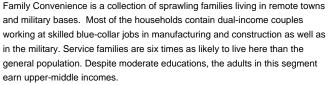
achievement, and one in five did not complete high school.

Outdoors. Scattered in remote communities around the country, this segment

apartment buildings and mobile homes. There's little emphasis on educational

(64% Unreached)

(64% Unreached)





Households: 68 Percent: 4.95%

Households: 154

Percent: 11.22%



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: 268 Percent: 19.52% Urban Diversity

With nearly half of households containing minorities, Urban Diversity is known as a transient world of young, multi-ethnic singles and single-parent families. In these inter-city neighborhoods, residents struggle against challenging economics in a mix of rowhouses and high-rise apartment buildings. Most adults have completed high school or some college, with many working at entry-level jobs in retail, health care and food services.

(72% Unreached)



Households: 50 Percent: 3.64%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	872	63.53%
Religious but NOT Evangelical	150	10.92%
Spiritual but NOT Evangelical	150	10.95%
Non-Evangelical but NOT Interested	572	41.66%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	31	2.29%
Inactive Evangelical HHlds	469	34.19%