Composition of Zipcode 52411

Category	Zip Code
2010 Population	6,583
2010 Households	2,272
2010 Group Quarters	0

Missionscape: Cultural Bridges

NOTES

patterns

lifestyle segments.

Cultural Bridge	#HHIds	%HHIds
Home Personal Computer-HH Own	2,024	89%
HH Uses Computer For Internet/E-mail	1,789	79%
Reading Books	1,474	65%
Watching Diet (Health/Weight)-Presently	1,436	63%
Controlling Diet		
HH Uses Computer For Word Processing	1,420	63%
Voted in fed/state/local election	1,329	59%
McDonald's	1,278	56%

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 Cedar Rapids, Iowa

MISSIONAL ZIPCODE DIGEST

Zipcode 52411 Community Types



Rev. 5:9

And they sang a new

song, saying: "You are

worthy to take the scroll

and to open its seals,

tribe

were

because you

every

and nation."



Households: 1,703



Households: 568 Percent: 25%



Households: 1 Percent: 0.04%





Percent: 74.96%

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

and the arts.

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.

Urban Communities

Upscale Communities

As the wealthiest households in the nation, upscale communities boast high household incomes,

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

significant home values and top educational

achievements. Households in these exclusive suburban neighborhoods are headed by

The people are poor, struggling and largely single. Some are single parents with large families; most have below-average incomes. Unemployment is double the national average. For the African-American and Hispanic families in Urban 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.



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(69% Unreached)

(72% Unreached)

Top Lifestyle Segments in Zipcode 52411

Small-town Success



Households: 1,046 Percent: 46.04%

Households: 481

Percent: 21.17%

Professional Urbanites

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.

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,

America's Wealthiest

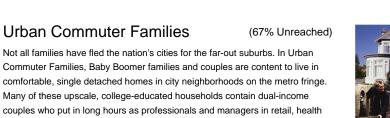
Urban Commuter Families

care and education services.

America's Wealthiest consists of the nation's most affluent households found in well established suburban communities. With incomes well above the national average, residents represent both old and new wealth, enjoying very comfortable lifestyles and the finer things in life. These households are more than six times likely to be earning \$250,000 or more. Most of the adults are married, middle aged, college educated and predominantly white.



Households: 128 Percent: 5.63%



(80% Unreached)

Households: 82



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.

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: 12.32%

Households: 280

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	ZIP HHLDS	ZIP %
Unreached	1,600	70.42%
Religious but NOT Evangelical	391	17.23%
Spiritual but NOT Evangelical	274	12.05%
Non-Evangelical but NOT Interested	935	41.15%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	ZIP	ZIP %
Active Evangelical HHlds	169	7.42%
Inactive Evangelical HHlds	503	22.16%



Households: 71 Percent: 3.13%