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# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points  
Metro Region of Iowa



## Understanding Your MissionPoint Report

The purpose of the MissionPoint Report is to provide direction for pinpointing locations where missional activity is greatly needed. “Missional activity” may be defined as incarnational mission that leads to the reaching of new believers and the starting of new ministries and new congregations.

The MissionPoint Report identifies the top unreached locations within the chosen geographical area. To arrive at this designation, a number of data sources have been used and cross-tabulated in order to make this determination. These locations are chosen based on the following factors within the site location:

1. A weighting algorithm that includes the following variables: number of households, percent of active evangelical presence, percent of unreached, and percent of religious - but not evangelical.
2. Ring size based on the Sitescape location type: city (generally inner city or high density area) - 1/2 mile ring; suburb - 1 1/2 mile ring; towns - 3 mile ring; and country - 7 mile ring.
3. Distance from other chosen locations based on the Sitescape density location type: city – 1-2 miles; suburb - 3- 4 miles; town – 6-8 miles, and country – 14-16 miles.

Each MissionPoint report identifies each location by census tract centroid, latitude & longitude, city, county, Sitescape category and group, density and population patterns, number of households (current year), and the number of households and percentage for: active evangelicals, unreached status, religious but not evangelical, spiritual but not evangelical, and not evangelical and not interested in religion or spirituality. A map of each location is also provided.

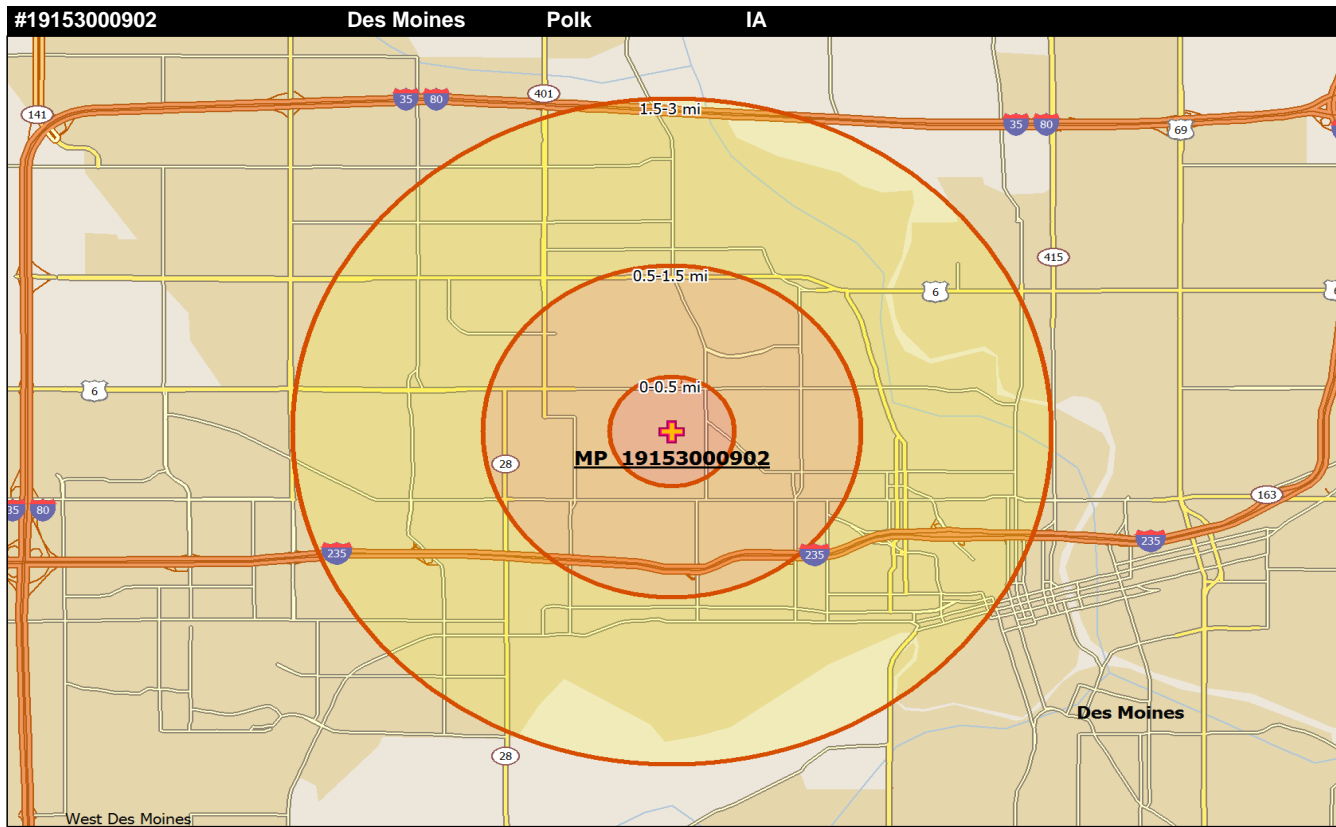
After the information pages you will find some notes to help interpret the information.

God bless your missional endeavors!

Sincerely,

*Curt Watke*

Dr. Curt Watke  
*Executive Director*  
Intercultural Institute for Contextual Ministry



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153000902	Total Households in 3 mi Ring	45,511
CT Centroid Latitude	41.60931	Active Evangelical HHLDS	4,336
CT Centroid Longitude	-93.67819	Active Evangelical PERCENT	9.53%
City Location	Des Moines	Unreached HHLDS	31,680
County Location	Polk	Unreached Percent	69.61%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,375
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.21%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,937
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.85%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,644
Population Pattern	250000-250000-100000	NOT Evangelical NOT Interested PERCENT	43.16%

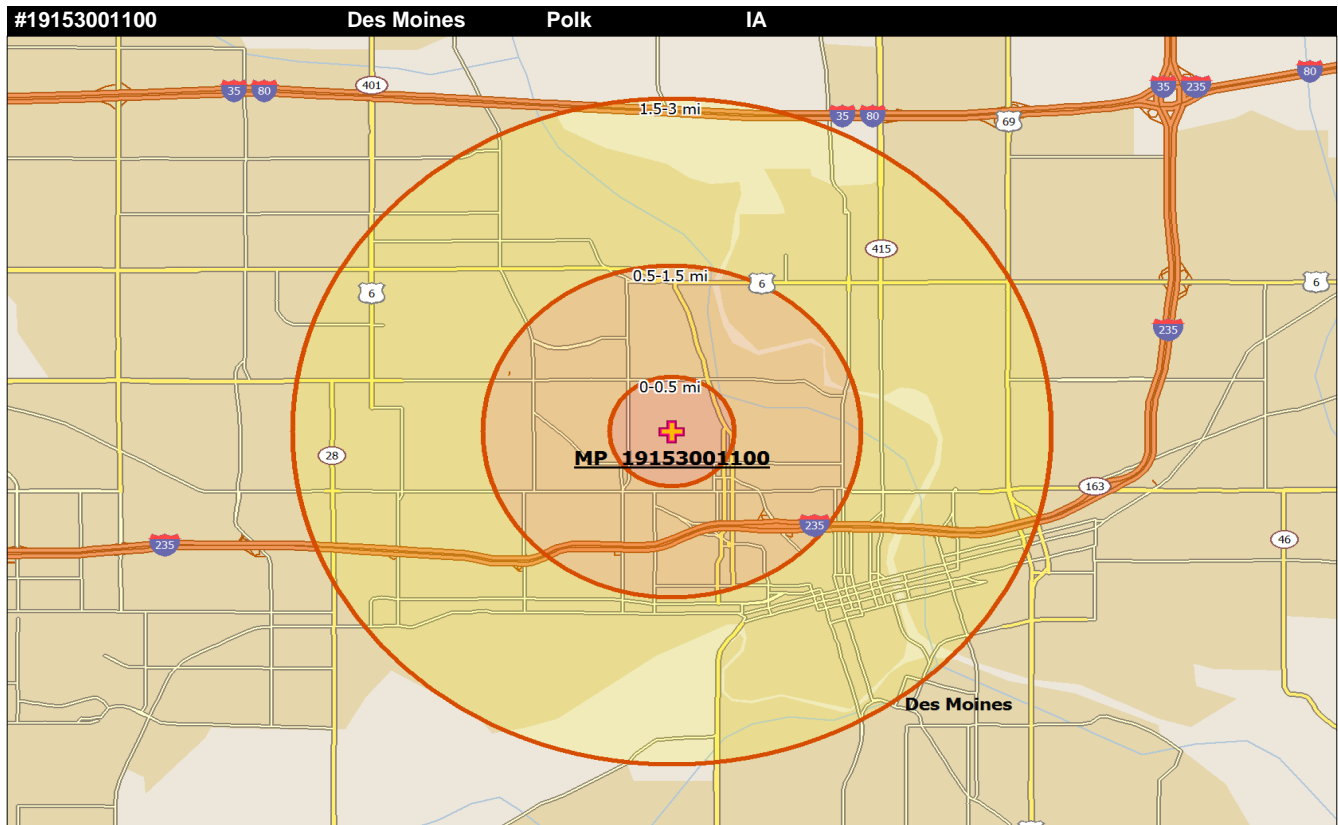
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.05%	Low Education County	False
Mainstay Community	8.87%	Low Employment County	False
Working Community	31.99%	Persistent Poverty County	False
Country Community	0.84%	Population Loss County	False
Aspiring Community	17.19%	Nonmetro Recreation County	False
Urban Community	14.05%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.24	Racial Diversity Index	43.22
Ancestry Diversity Index	82.19	Diversity Composite Index	45.25
Foreign Born Diversity Index	50.81	Population Density Index	73.51

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153001100	Total Households in 3 mi Ring	42,263
CT Centroid Latitude	41.60820	Active Evangelical HHLDS	3,996
CT Centroid Longitude	-93.65182	Active Evangelical PERCENT	9.46%
City Location	Des Moines	Unreached HHLDS	29,514
County Location	Polk	Unreached Percent	69.83%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,143
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.9%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,516
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.69%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,952
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.48%

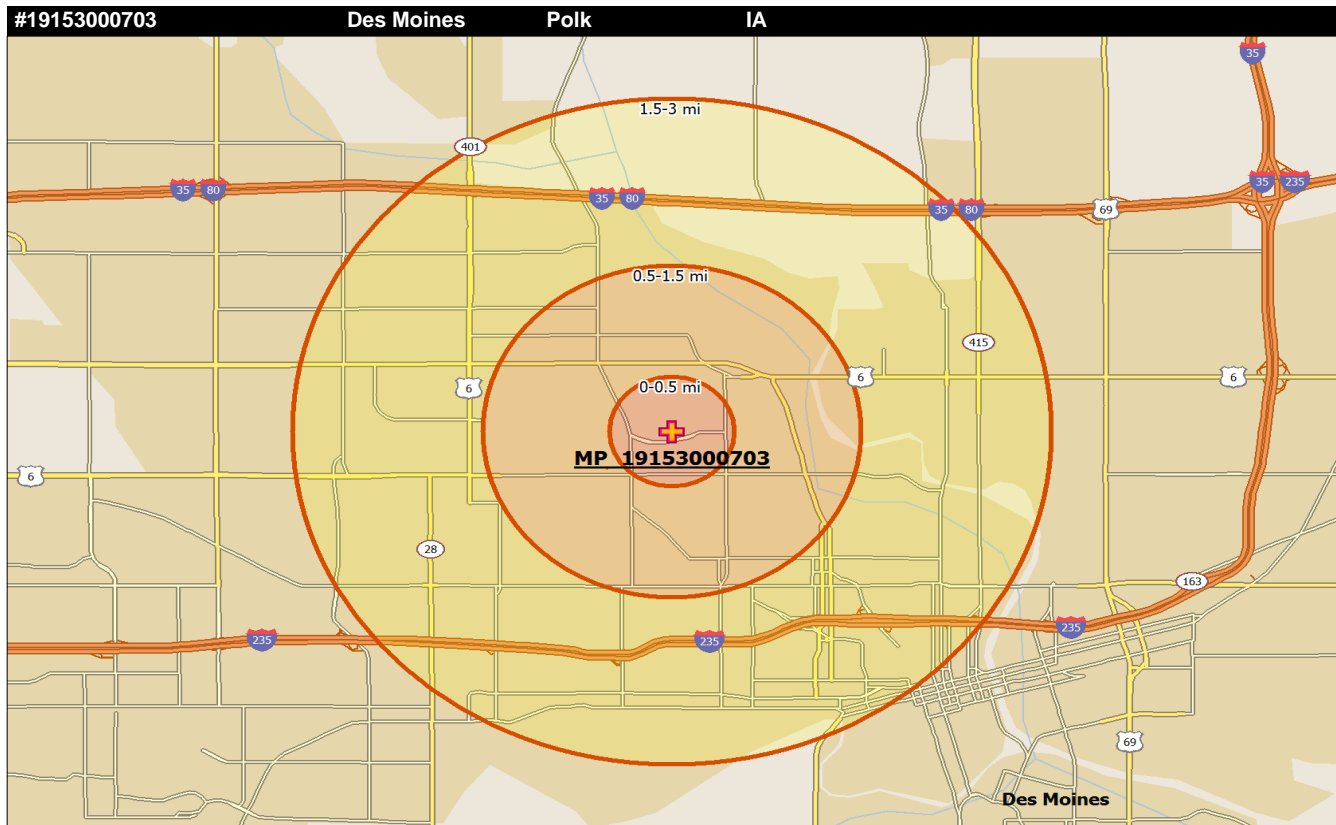
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.2%	Low Education County	False
Mainstay Community	8.53%	Low Employment County	False
Working Community	43.43%	Persistent Poverty County	False
Country Community	0.57%	Population Loss County	False
Aspiring Community	8.09%	Nonmetro Recreation County	False
Urban Community	21.18%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.53	Racial Diversity Index	50.03
Ancestry Diversity Index	75.69	Diversity Composite Index	54.63
Foreign Born Diversity Index	46.27	Population Density Index	73.78

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153000703	Total Households in 3 mi Ring	41,779
CT Centroid Latitude	41.62057	Active Evangelical HHLDS	3,991
CT Centroid Longitude	-93.66680	Active Evangelical PERCENT	9.55%
City Location	Des Moines	Unreached HHLDS	29,048
County Location	Polk	Unreached Percent	69.53%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,851
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.4%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,442
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.63%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,998
Population Pattern	250000-250000-100000	NOT Evangelical NOT Interested PERCENT	43.08%

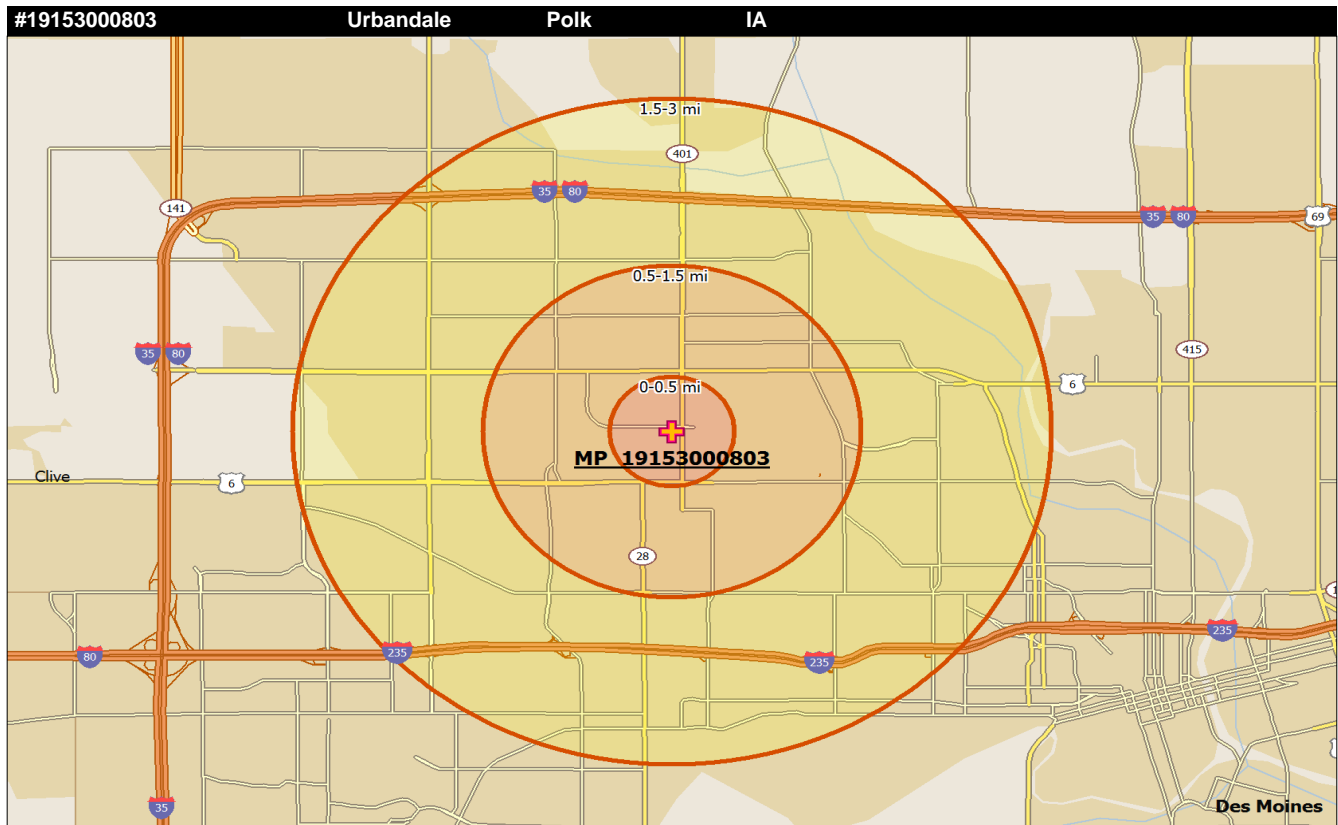
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	22.85%	Low Education County	False
Mainstay Community	8.06%	Low Employment County	False
Working Community	38.22%	Persistent Poverty County	False
Country Community	0.65%	Population Loss County	False
Aspiring Community	14.14%	Nonmetro Recreation County	False
Urban Community	16.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.13	Racial Diversity Index	44.87
Ancestry Diversity Index	80.14	Diversity Composite Index	45.78
Foreign Born Diversity Index	49.17	Population Density Index	72.17

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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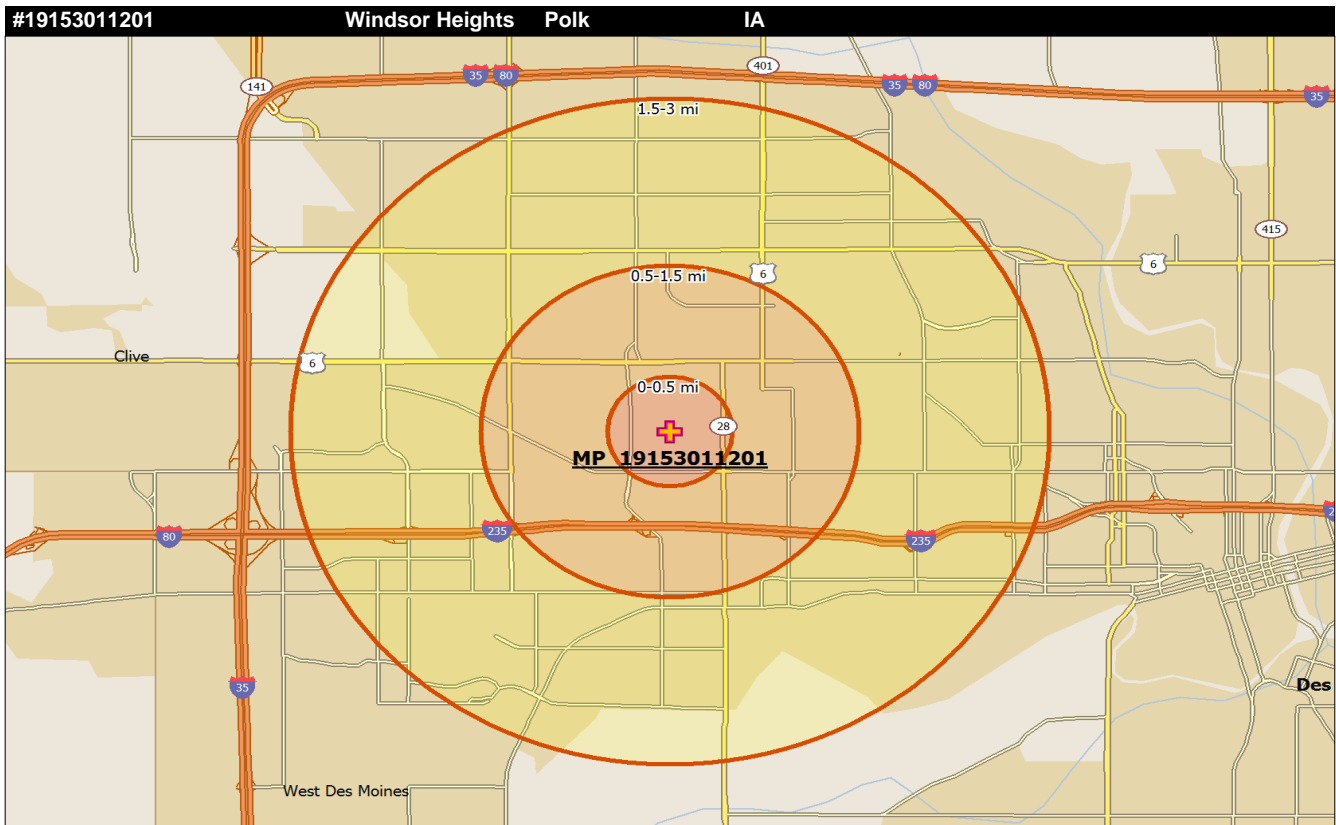


4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153000803	Total Households in 3 mi Ring	42,891
CT Centroid Latitude	41.62148	Active Evangelical HHLDS	4,143
CT Centroid Longitude	-93.69928	Active Evangelical PERCENT	9.66%
City Location	Urbandale	Unreached HHLDS	29,672
County Location	Polk	Unreached Percent	69.18%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,622
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.44%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,737
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.05%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,524
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	43.19%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.69%	Low Education County	False
Mainstay Community	8.44%	Low Employment County	False
Working Community	28.86%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	16.19%	Nonmetro Recreation County	False
Urban Community	5.16%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	45.64	Racial Diversity Index	26.87
Ancestry Diversity Index	82.82	Diversity Composite Index	44.42
Foreign Born Diversity Index	42.99	Population Density Index	72.03

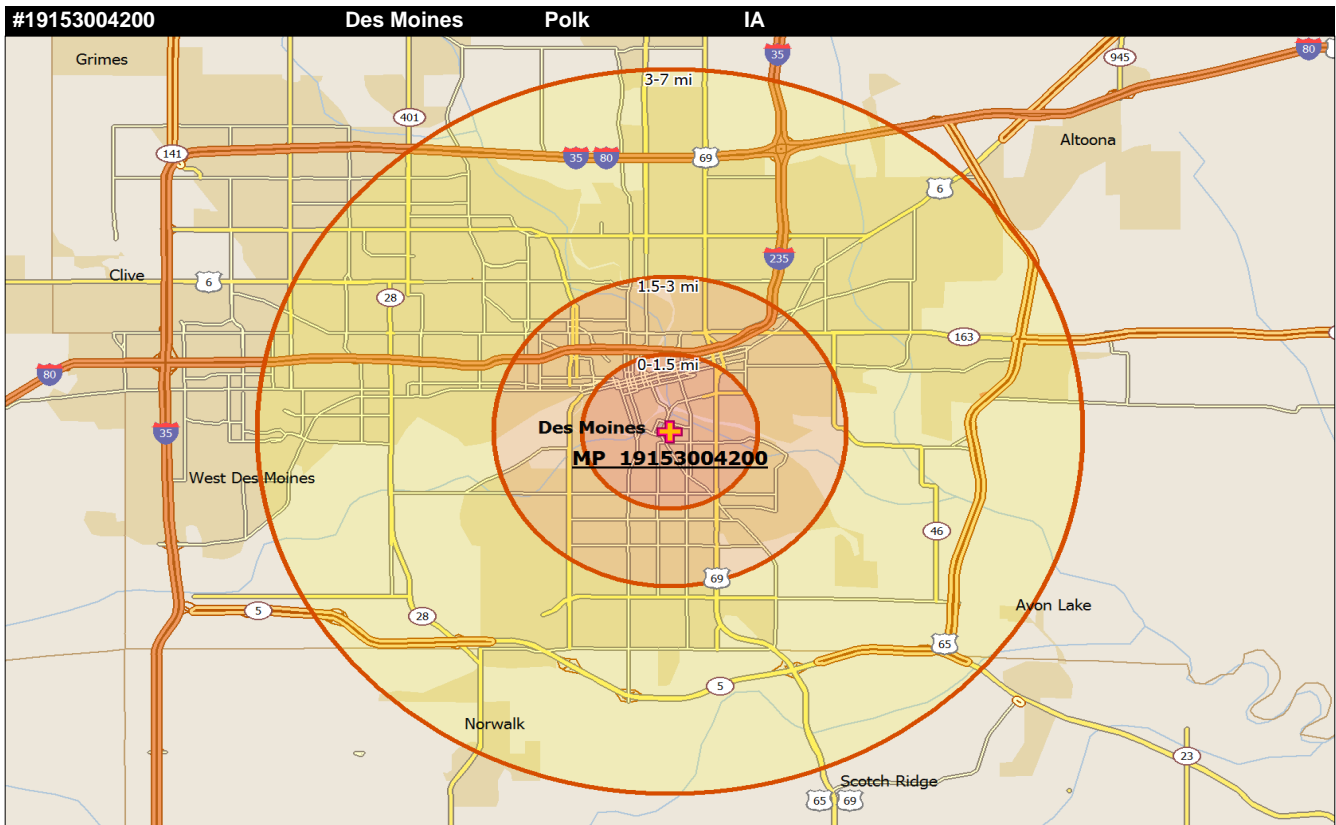




5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153011201	Total Households in 3 mi Ring	44,388
CT Centroid Latitude	41.60566	Active Evangelical HHLDS	4,250
CT Centroid Longitude	-93.71185	Active Evangelical PERCENT	9.57%
City Location	Windsor Heights	Unreached HHLDS	30,831
County Location	Polk	Unreached Percent	69.46%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,888
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.52%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,997
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,153
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	43.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.88%	Low Education County	False
Mainstay Community	8.06%	Low Employment County	False
Working Community	25.06%	Persistent Poverty County	False
Country Community	0.59%	Population Loss County	False
Aspiring Community	18.34%	Nonmetro Recreation County	False
Urban Community	4.07%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	38.14	Racial Diversity Index	23.36
Ancestry Diversity Index	80.54	Diversity Composite Index	45.56
Foreign Born Diversity Index	55.30	Population Density Index	71.92

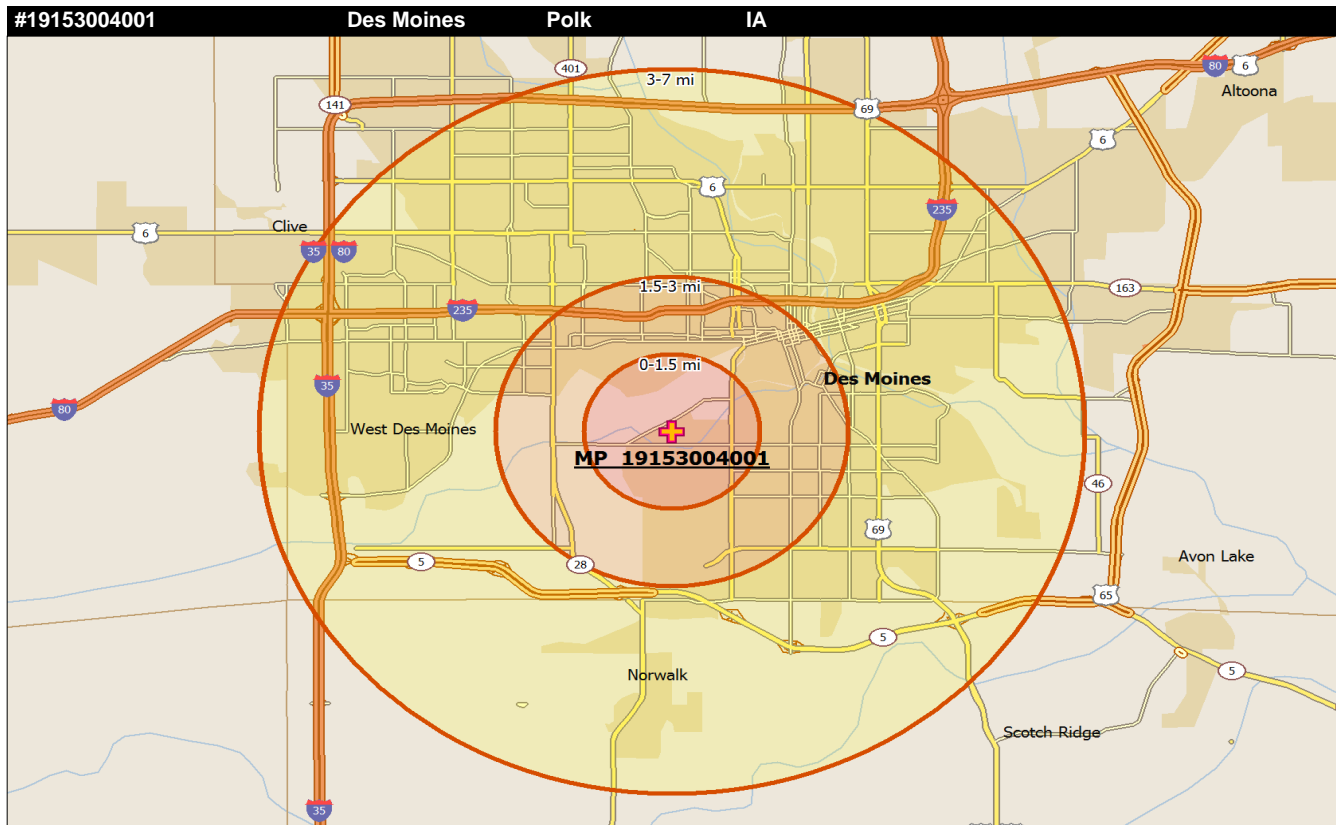


6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153004200	Total Households in 3 mi Ring	31,644
CT Centroid Latitude	41.57285	Active Evangelical HHLDS	3,021
CT Centroid Longitude	-93.61204	Active Evangelical PERCENT	9.55%
City Location	Des Moines	Unreached HHLDS	22,009
County Location	Polk	Unreached Percent	69.55%
Sitescape Category code	3	Religious but NOT Evang HHLDS	5,463
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	17.27%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,204
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.12%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	13,421
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.35%	Low Education County	False
Mainstay Community	9.6%	Low Employment County	False
Working Community	50.74%	Persistent Poverty County	False
Country Community	1.03%	Population Loss County	False
Aspiring Community	7.51%	Nonmetro Recreation County	False
Urban Community	22.77%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	63.77	Racial Diversity Index	62.44
Ancestry Diversity Index	55.21	Diversity Composite Index	55.14
Foreign Born Diversity Index	33.23	Population Density Index	69.22

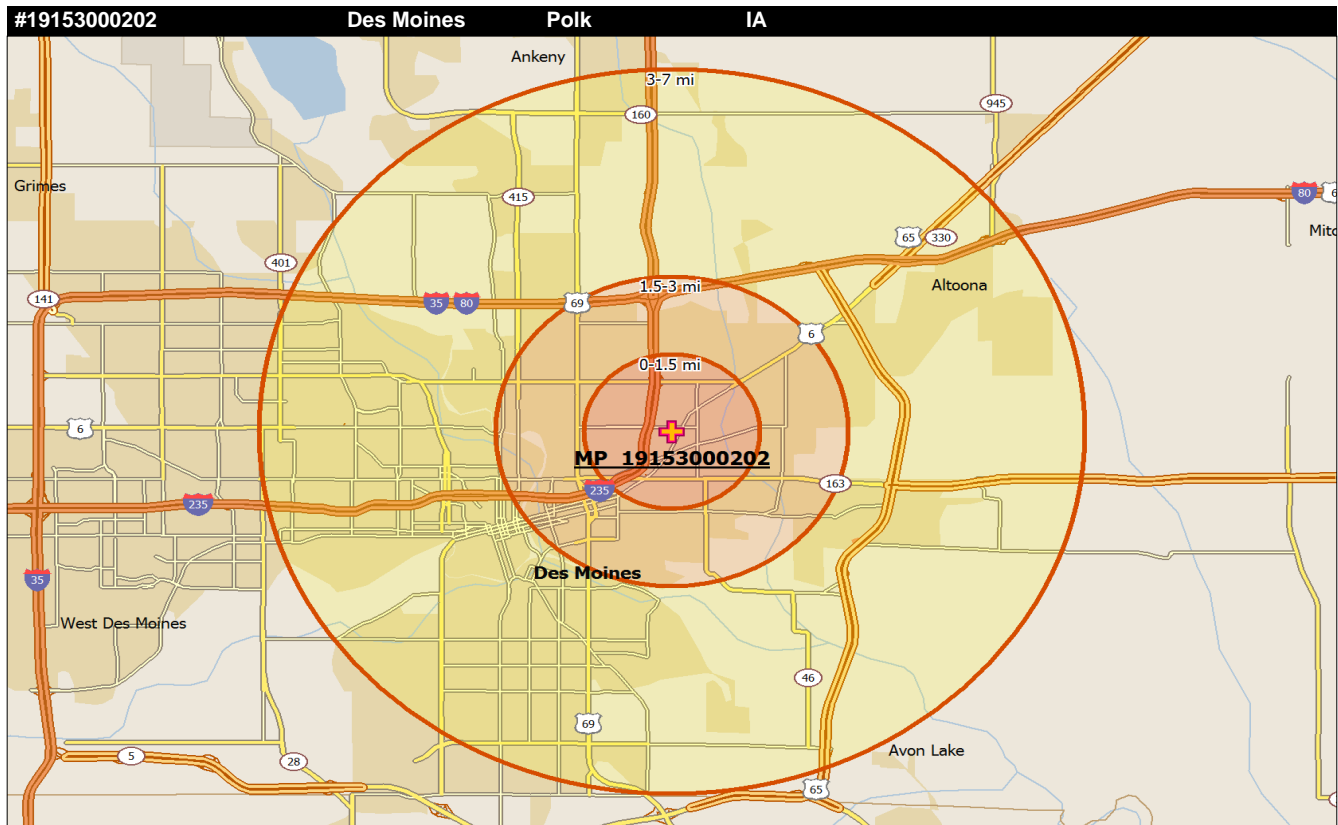




7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153004001	Total Households in 3 mi Ring	22,564
CT Centroid Latitude	41.55918	Active Evangelical HHLDS	2,078
CT Centroid Longitude	-93.66452	Active Evangelical PERCENT	9.21%
City Location	Des Moines	Unreached HHLDS	15,936
County Location	Polk	Unreached Percent	70.63%
Sitescape Category code	3	Religious but NOT Evang HHLDS	3,716
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.47%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,655
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.77%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	9,569
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	42.41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.05%	Low Education County	False
Mainstay Community	11.07%	Low Employment County	False
Working Community	38.91%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	9.42%	Nonmetro Recreation County	False
Urban Community	10.92%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	51.10	Racial Diversity Index	36.59
Ancestry Diversity Index	87.65	Diversity Composite Index	59.08
Foreign Born Diversity Index	62.65	Population Density Index	54.83



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153000202	Total Households in 3 mi Ring	25,164
CT Centroid Latitude	41.61374	Active Evangelical HHLDS	2,500
CT Centroid Longitude	-93.56947	Active Evangelical PERCENT	9.93%
City Location	Des Moines	Unreached HHLDS	17,190
County Location	Polk	Unreached Percent	68.31%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,258
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.92%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,628
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.44%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,327
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.04%

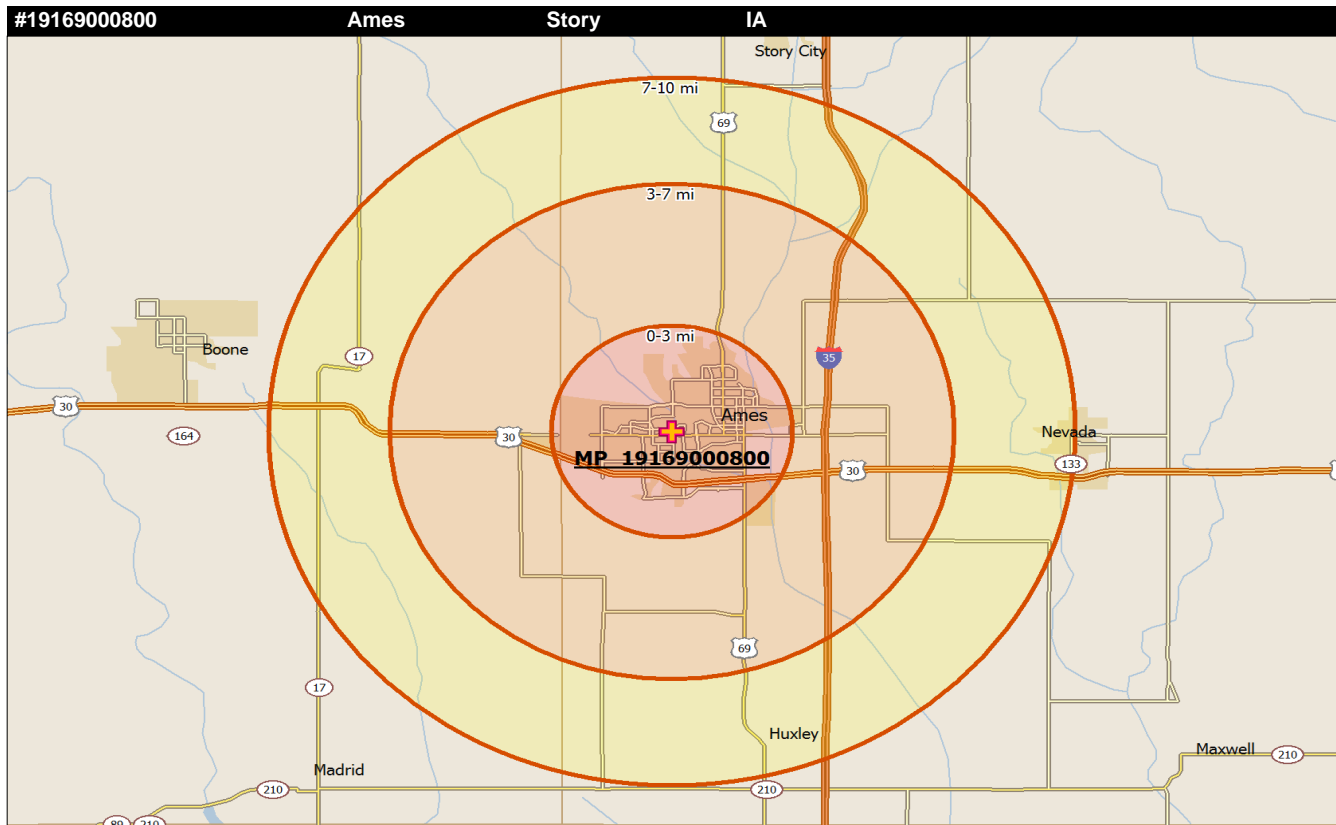
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.32%	Low Education County	False
Mainstay Community	6.73%	Low Employment County	False
Working Community	70.65%	Persistent Poverty County	False
Country Community	1.43%	Population Loss County	False
Aspiring Community	3%	Nonmetro Recreation County	False
Urban Community	11.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	49.01	Racial Diversity Index	46.94
Ancestry Diversity Index	63.51	Diversity Composite Index	43.54
Foreign Born Diversity Index	28.25	Population Density Index	57.02

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19169000800	Total Households in 3 mi Ring	21,536
CT Centroid Latitude	42.02435	Active Evangelical HHLDS	1,612
CT Centroid Longitude	-93.64499	Active Evangelical PERCENT	7.49%
City Location	Ames	Unreached HHLDS	15,819
County Location	Story	Unreached Percent	73.45%
Sitescape Category code	2	Religious but NOT Evang HHLDS	3,620
Sitescape Group code	2.3	Religious but NOT Evang PERCENT	16.81%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	3,354
Sitescape Group	Large Towns	Spiritual but Not Religious PERCENT	15.57%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,845
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.07%

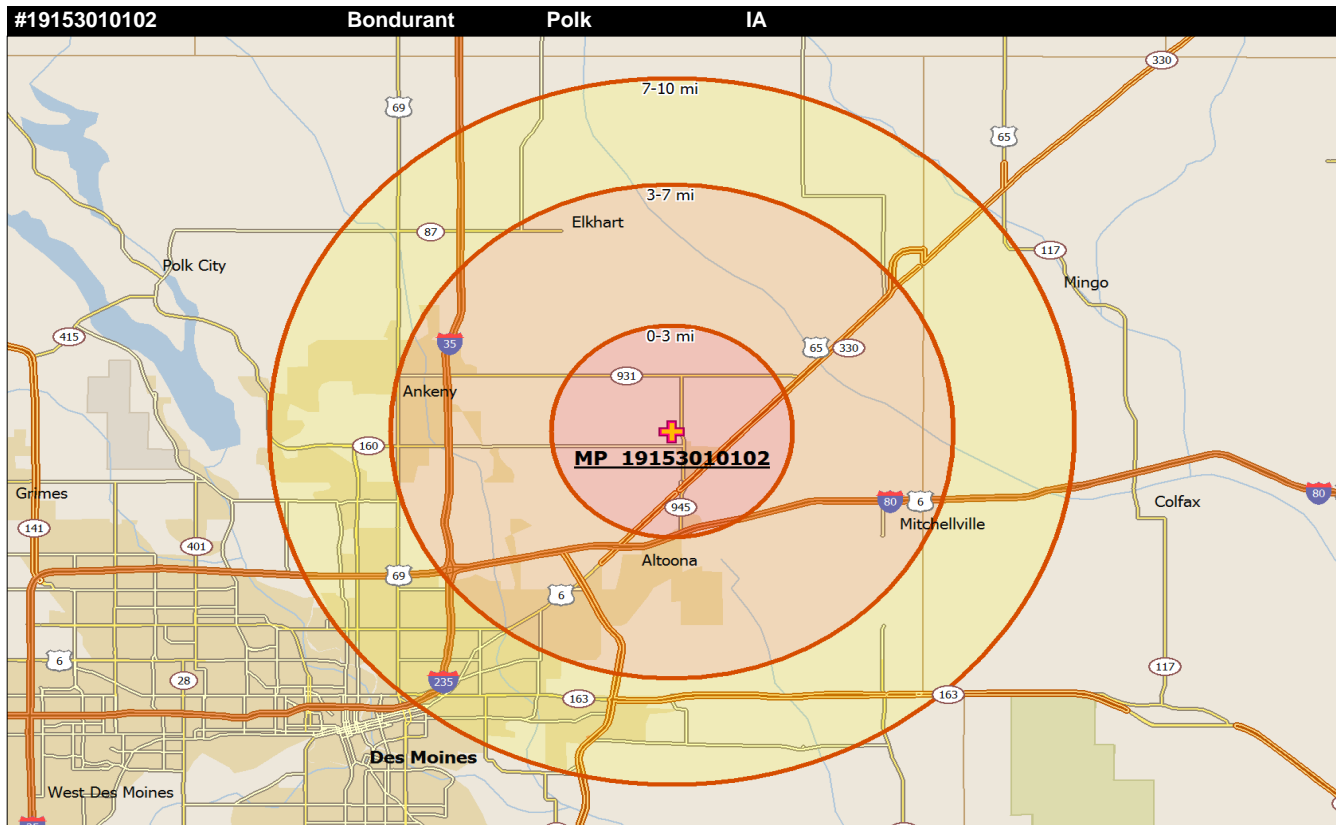
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.46%	Low Education County	False
Mainstay Community	4.96%	Low Employment County	False
Working Community	9.26%	Persistent Poverty County	False
Country Community	1.31%	Population Loss County	False
Aspiring Community	12.73%	Nonmetro Recreation County	False
Urban Community	35.28%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.10	Racial Diversity Index	30.33
Ancestry Diversity Index	69.59	Diversity Composite Index	39.82
Foreign Born Diversity Index	61.77	Population Density Index	49.62

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153010102	Total Households in 3 mi Ring	2,209
CT Centroid Latitude	41.70892	Active Evangelical HHLDS	223
CT Centroid Longitude	-93.46895	Active Evangelical PERCENT	10.09%
City Location	Bondurant	Unreached HHLDS	1,497
County Location	Polk	Unreached Percent	67.78%
Sitescape Category code	2	Religious but NOT Evang HHLDS	275
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.44%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	266
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.05%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	956
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	43.29%

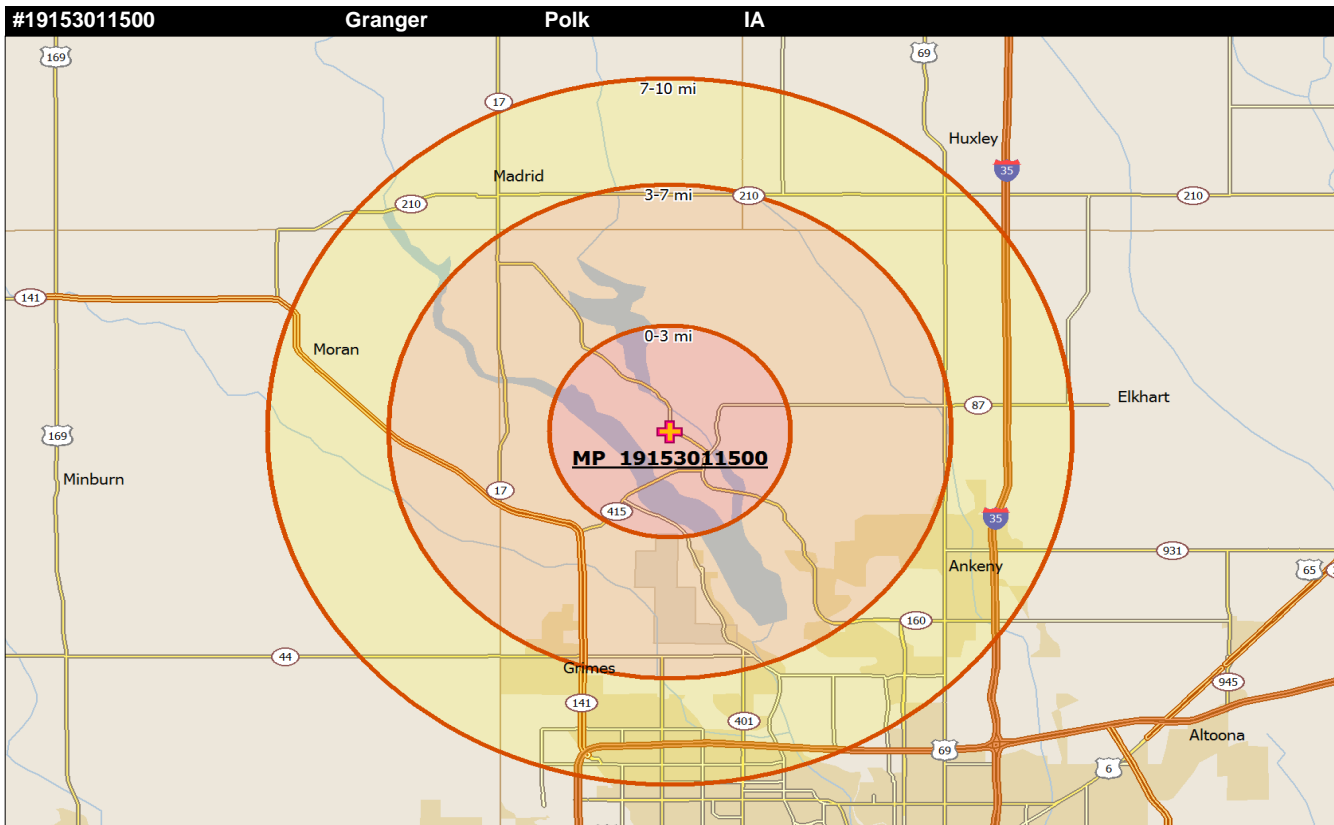
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.24%	Low Education County	False
Mainstay Community	42.33%	Low Employment County	False
Working Community	15.35%	Persistent Poverty County	False
Country Community	1.77%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0.27%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.37	Racial Diversity Index	7.19
Ancestry Diversity Index	52.72	Diversity Composite Index	19.68
Foreign Born Diversity Index	40.69	Population Density Index	12.00

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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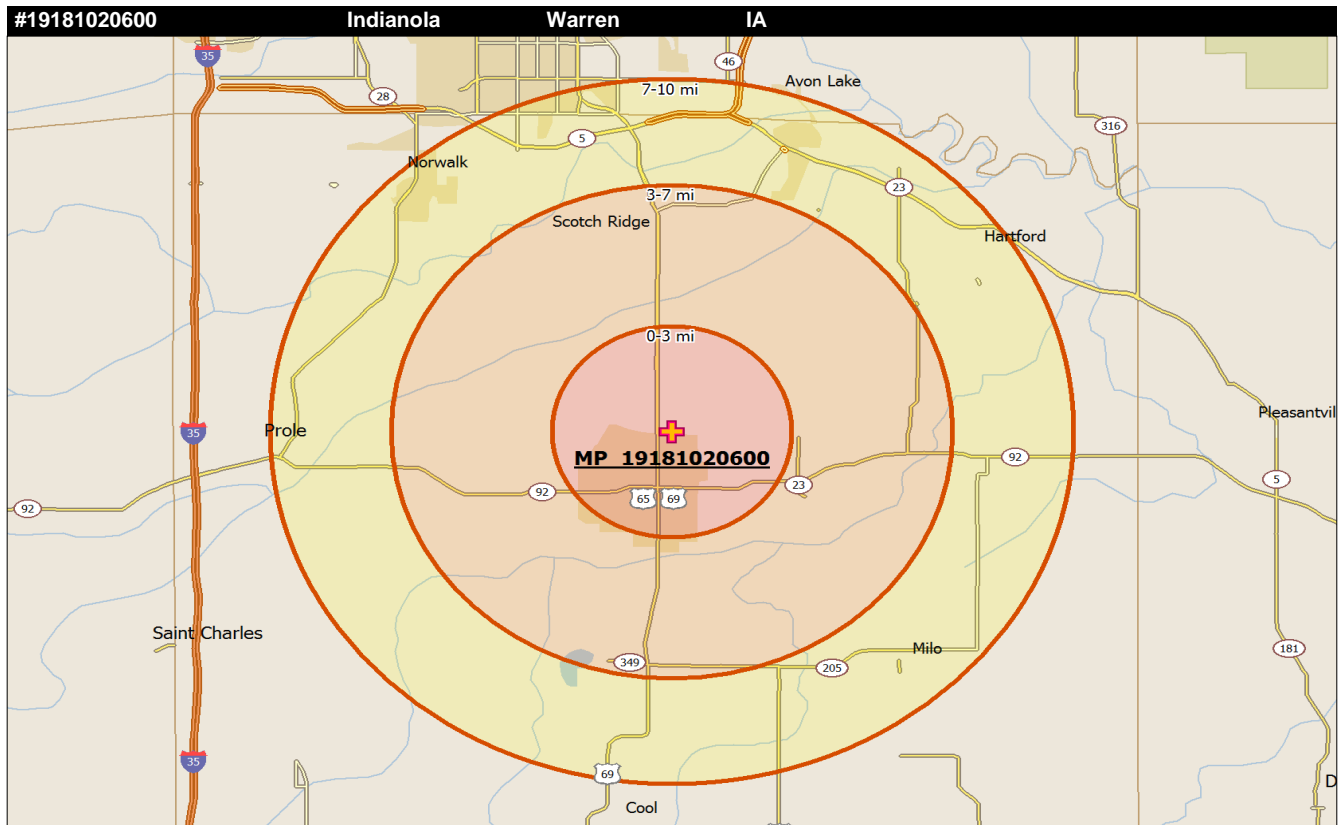
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19153011500	Total Households in 3 mi Ring	1,593
CT Centroid Latitude	41.78053	Active Evangelical HHLDS	161
CT Centroid Longitude	-93.73275	Active Evangelical PERCENT	10.11%
City Location	Granger	Unreached HHLDS	1,078
County Location	Polk	Unreached Percent	67.64%
Sitescape Category code	2	Religious but NOT Evang HHLDS	209
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.1%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	216
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.54%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	653
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	59.89%	Low Education County	False
Mainstay Community	37.41%	Low Employment County	False
Working Community	0.19%	Persistent Poverty County	False
Country Community	0.56%	Population Loss County	False
Aspiring Community	1.82%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.89	Racial Diversity Index	6.68
Ancestry Diversity Index	50.48	Diversity Composite Index	13.66
Foreign Born Diversity Index	42.43	Population Density Index	11.74



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19181020600	Total Households in 3 mi Ring	3,652
CT Centroid Latitude	41.38112	Active Evangelical HHLDS	220
CT Centroid Longitude	-93.55156	Active Evangelical PERCENT	6.01%
City Location	Indianola	Unreached HHLDS	2,485
County Location	Warren	Unreached Percent	68.04%
Sitescape Category code	2	Religious but NOT Evang HHLDS	533
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	430
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.78%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,521
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	41.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	55.15%	Low Education County	False
Mainstay Community	23.33%	Low Employment County	False
Working Community	17.42%	Persistent Poverty County	False
Country Community	0.33%	Population Loss County	False
Aspiring Community	2.55%	Nonmetro Recreation County	False
Urban Community	1.23%	Retirement Destination County	False

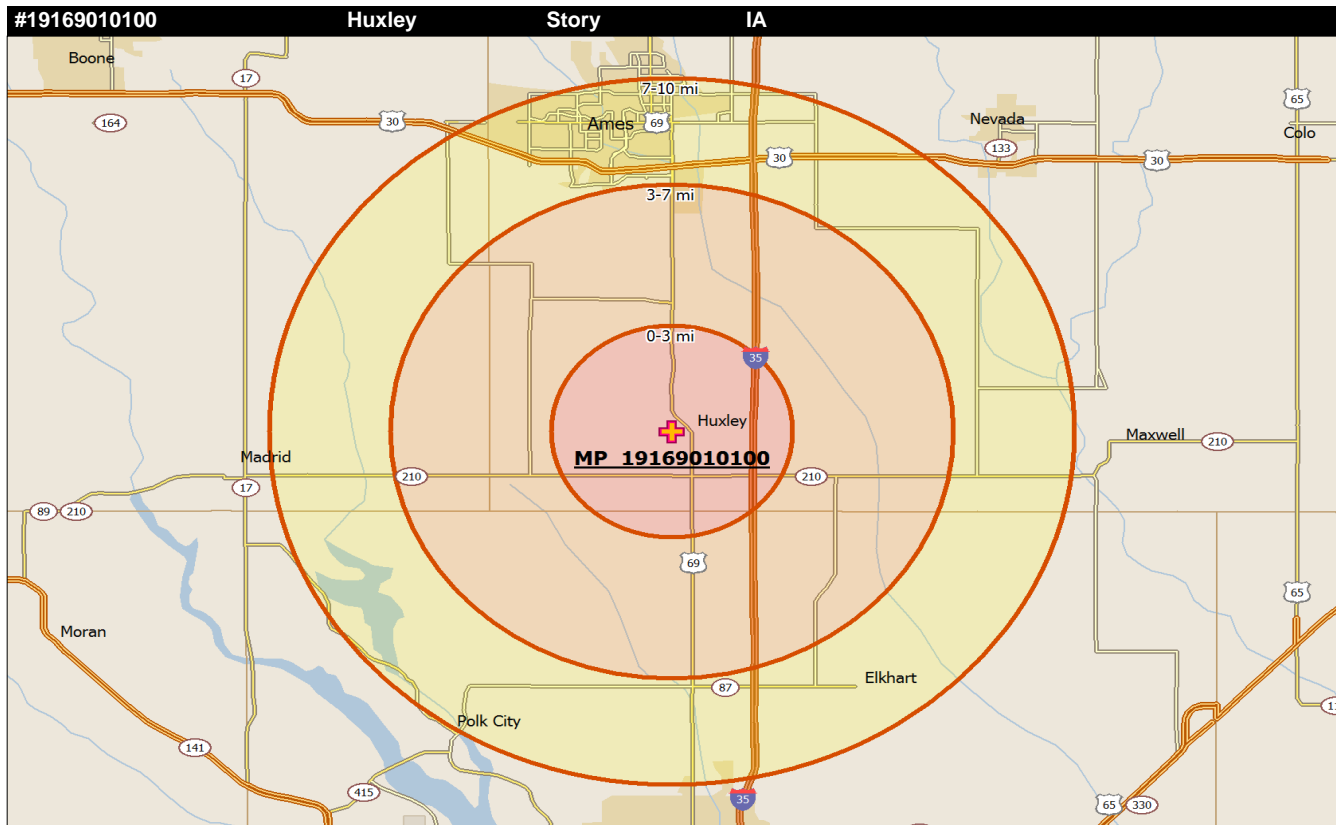
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.78	Racial Diversity Index	4.81
Ancestry Diversity Index	64.85	Diversity Composite Index	18.15
Foreign Born Diversity Index	72.69	Population Density Index	26.49

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19169010100	Total Households in 3 mi Ring	1,215
CT Centroid Latitude	41.89596	Active Evangelical HHLDS	114
CT Centroid Longitude	-93.61016	Active Evangelical PERCENT	9.34%
City Location	Huxley	Unreached HHLDS	812
County Location	Story	Unreached Percent	66.8%
Sitescape Category code	2	Religious but NOT Evang HHLDS	128
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.51%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	168
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.85%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	516
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	42.44%

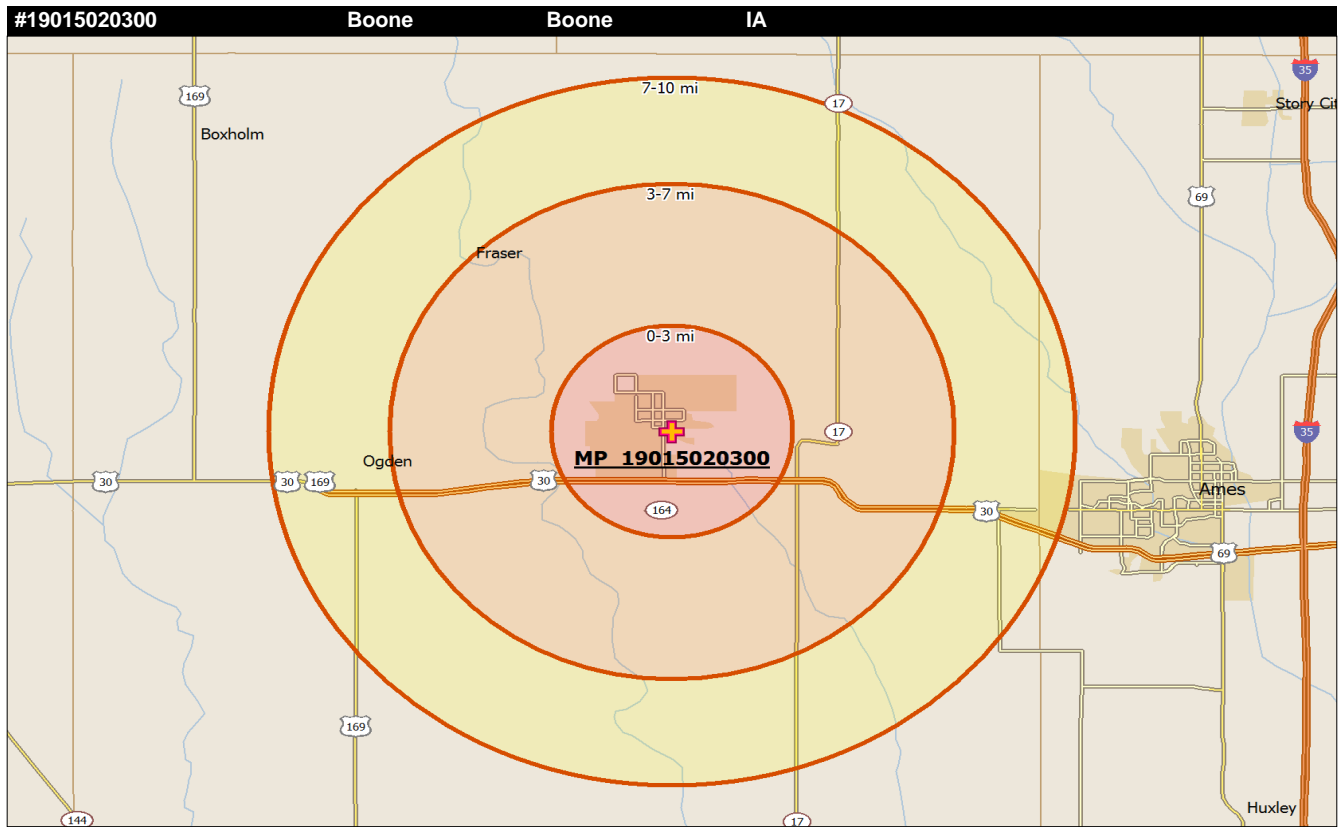
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.05%	Low Education County	False
Mainstay Community	54.73%	Low Employment County	False
Working Community	2.39%	Persistent Poverty County	False
Country Community	0.91%	Population Loss County	False
Aspiring Community	18.85%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.59	Racial Diversity Index	7.37
Ancestry Diversity Index	56.48	Diversity Composite Index	28.44
Foreign Born Diversity Index	63.52	Population Density Index	10.43

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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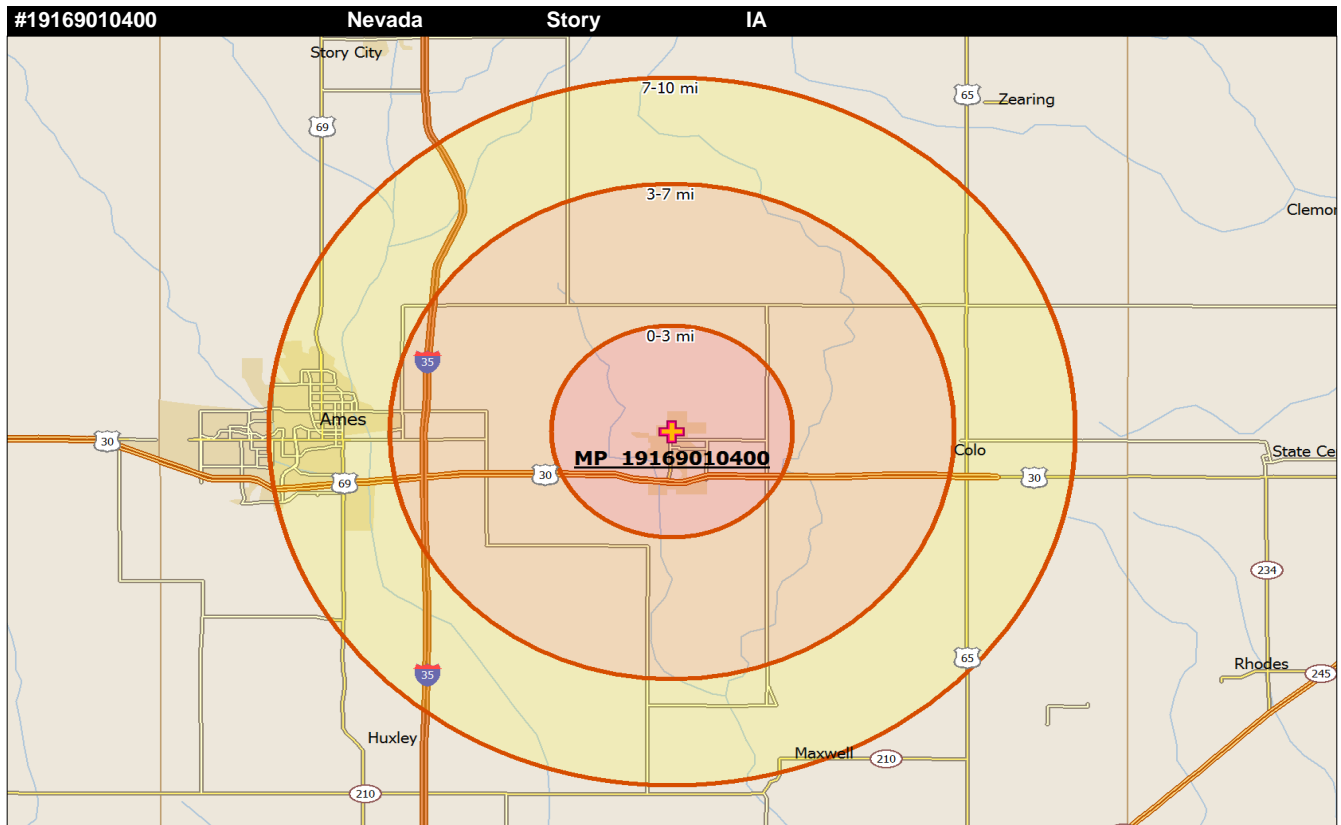
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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19015020300	Total Households in 3 mi Ring	5,760
CT Centroid Latitude	42.05495	Active Evangelical HHLDS	481
CT Centroid Longitude	-93.87572	Active Evangelical PERCENT	8.35%
City Location	Boone	Unreached HHLDS	3,842
County Location	Boone	Unreached Percent	66.69%
Sitescape Category code	2	Religious but NOT Evang HHLDS	764
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.26%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	729
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.66%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,348
Population Pattern	50000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.77%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.3%	Low Education County	False
Mainstay Community	18.92%	Low Employment County	False
Working Community	49.03%	Persistent Poverty County	False
Country Community	13.85%	Population Loss County	False
Aspiring Community	1.81%	Nonmetro Recreation County	False
Urban Community	6.08%	Retirement Destination County	False

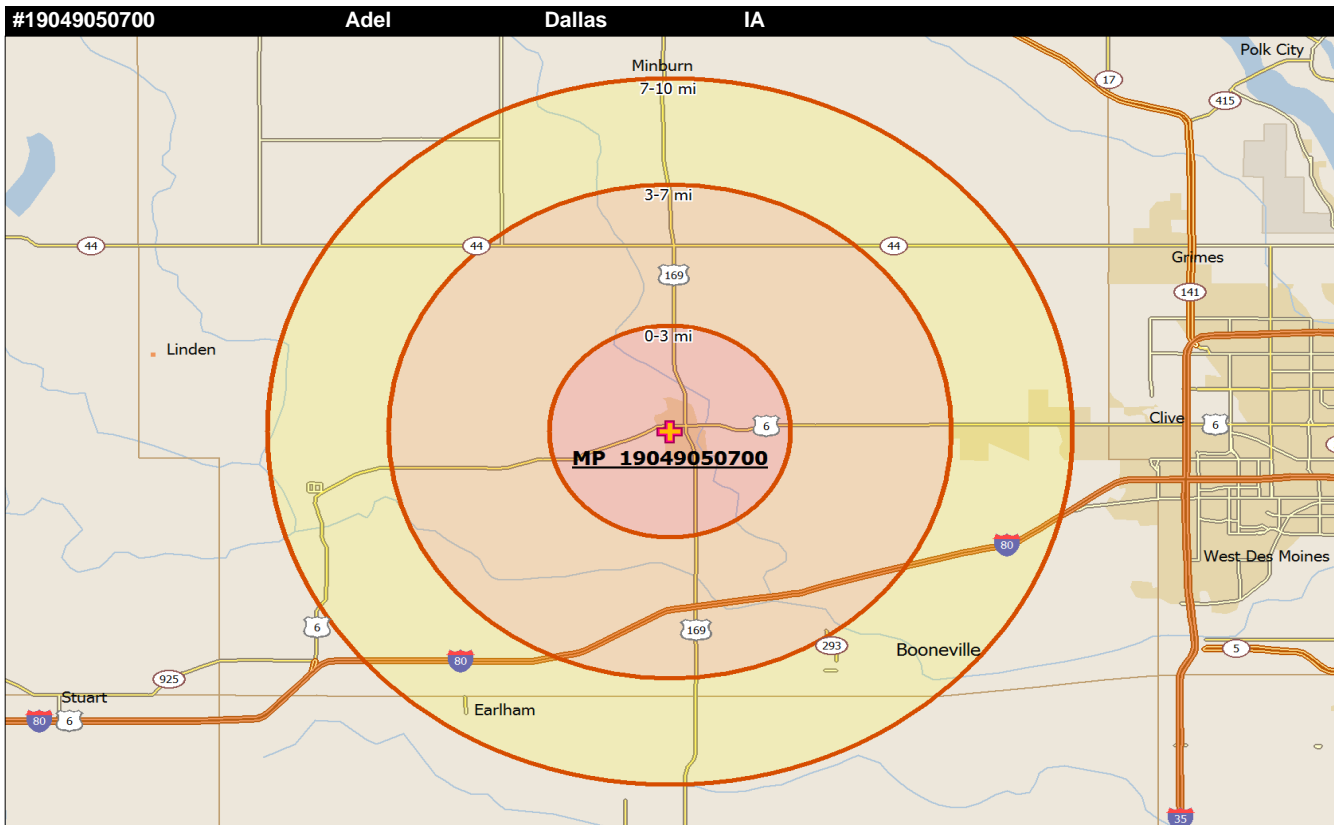
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.77	Racial Diversity Index	3.86
Ancestry Diversity Index	53.81	Diversity Composite Index	8.05
Foreign Born Diversity Index	40.00	Population Density Index	26.11



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19169010400	Total Households in 3 mi Ring	2,564
CT Centroid Latitude	42.02624	Active Evangelical HHLDS	244
CT Centroid Longitude	-93.45150	Active Evangelical PERCENT	9.53%
City Location	Nevada	Unreached HHLDS	1,699
County Location	Story	Unreached Percent	66.27%
Sitescape Category code	2	Religious but NOT Evang HHLDS	361
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.06%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	310
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.08%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,029
Population Pattern	10000-2500-50000	NOT Evangelical NOT Interested PERCENT	40.12%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.55%	Low Education County	False
Mainstay Community	22.54%	Low Employment County	False
Working Community	45.67%	Persistent Poverty County	False
Country Community	8.5%	Population Loss County	False
Aspiring Community	4.68%	Nonmetro Recreation County	False
Urban Community	1.09%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.93	Racial Diversity Index	9.11
Ancestry Diversity Index	51.14	Diversity Composite Index	23.31
Foreign Born Diversity Index	52.73	Population Density Index	17.44



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19049050700	Total Households in 3 mi Ring	1,535
CT Centroid Latitude	41.61198	Active Evangelical HHLDS	65
CT Centroid Longitude	-94.02493	Active Evangelical PERCENT	4.24%
City Location	Adel	Unreached HHLDS	1,017
County Location	Dallas	Unreached Percent	66.28%
Sitescape Category code	2	Religious but NOT Evang HHLDS	202
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.17%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	191
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.44%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	624
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.66%

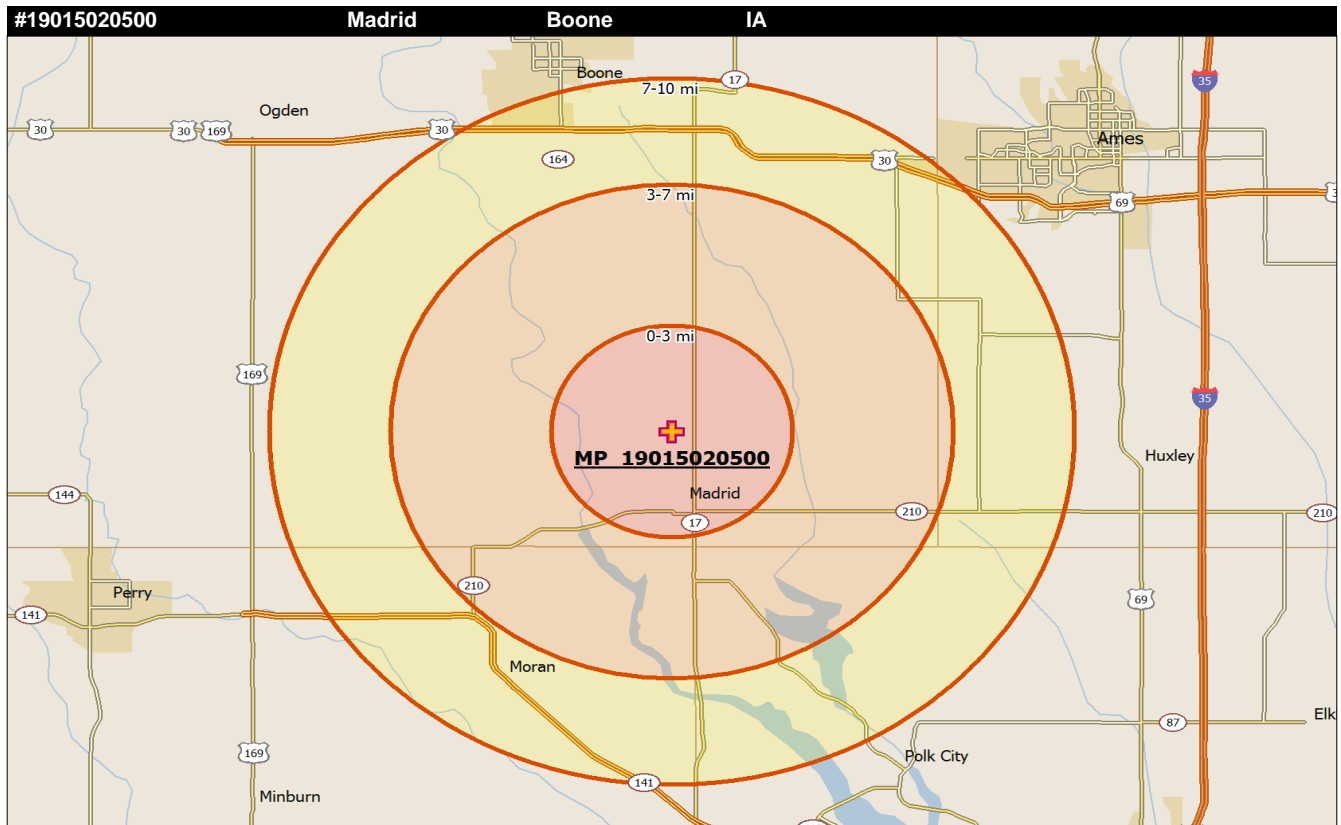
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.56%	Low Education County	False
Mainstay Community	23%	Low Employment County	False
Working Community	41.11%	Persistent Poverty County	False
Country Community	4.1%	Population Loss County	False
Aspiring Community	4.3%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.30	Racial Diversity Index	6.04
Ancestry Diversity Index	63.94	Diversity Composite Index	11.76
Foreign Born Diversity Index	20.68	Population Density Index	11.65

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19015020500	Total Households in 3 mi Ring	1,060
CT Centroid Latitude	41.91068	Active Evangelical HHLDS	89
CT Centroid Longitude	-93.82624	Active Evangelical PERCENT	8.42%
City Location	Madrid	Unreached HHLDS	703
County Location	Boone	Unreached Percent	66.32%
Sitescape Category code	2	Religious but NOT Evang HHLDS	142
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.42%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	135
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.76%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	426
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.16%

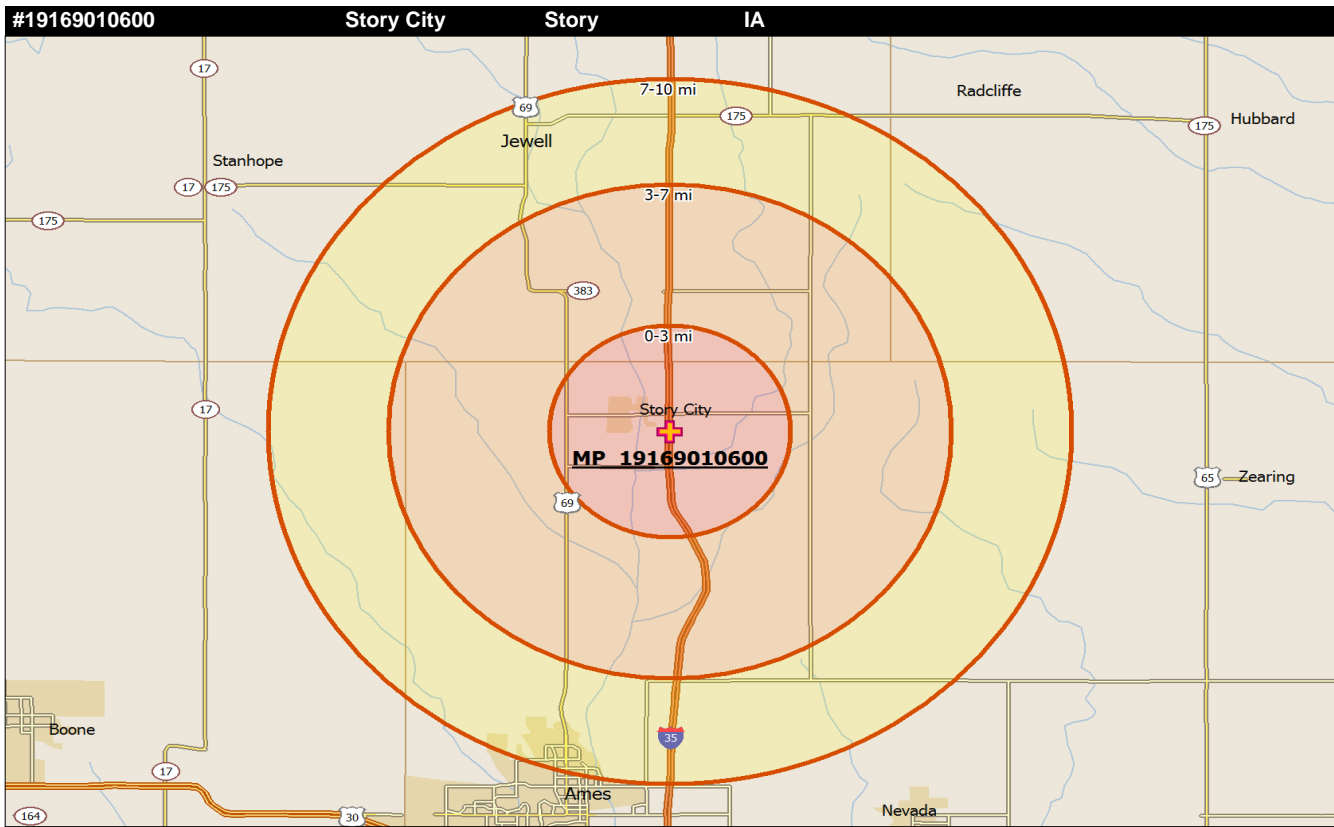
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.06%	Low Education County	False
Mainstay Community	17.74%	Low Employment County	False
Working Community	42.64%	Persistent Poverty County	False
Country Community	20%	Population Loss County	False
Aspiring Community	0.57%	Nonmetro Recreation County	False
Urban Community	4.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.33	Racial Diversity Index	3.26
Ancestry Diversity Index	60.31	Diversity Composite Index	20.84
Foreign Born Diversity Index	48.72	Population Density Index	9.89

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19169010600	Total Households in 3 mi Ring	1,500
CT Centroid Latitude	42.18053	Active Evangelical HHLDS	144
CT Centroid Longitude	-93.57005	Active Evangelical PERCENT	9.58%
City Location	Story City	Unreached HHLDS	989
County Location	Story	Unreached Percent	65.92%
Sitescape Category code	2	Religious but NOT Evang HHLDS	204
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.59%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	172
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.47%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	613
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.89%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.2%	Low Education County	False
Mainstay Community	16.27%	Low Employment County	False
Working Community	40.13%	Persistent Poverty County	False
Country Community	6.47%	Population Loss County	False
Aspiring Community	2.47%	Nonmetro Recreation County	False
Urban Community	3.33%	Retirement Destination County	False

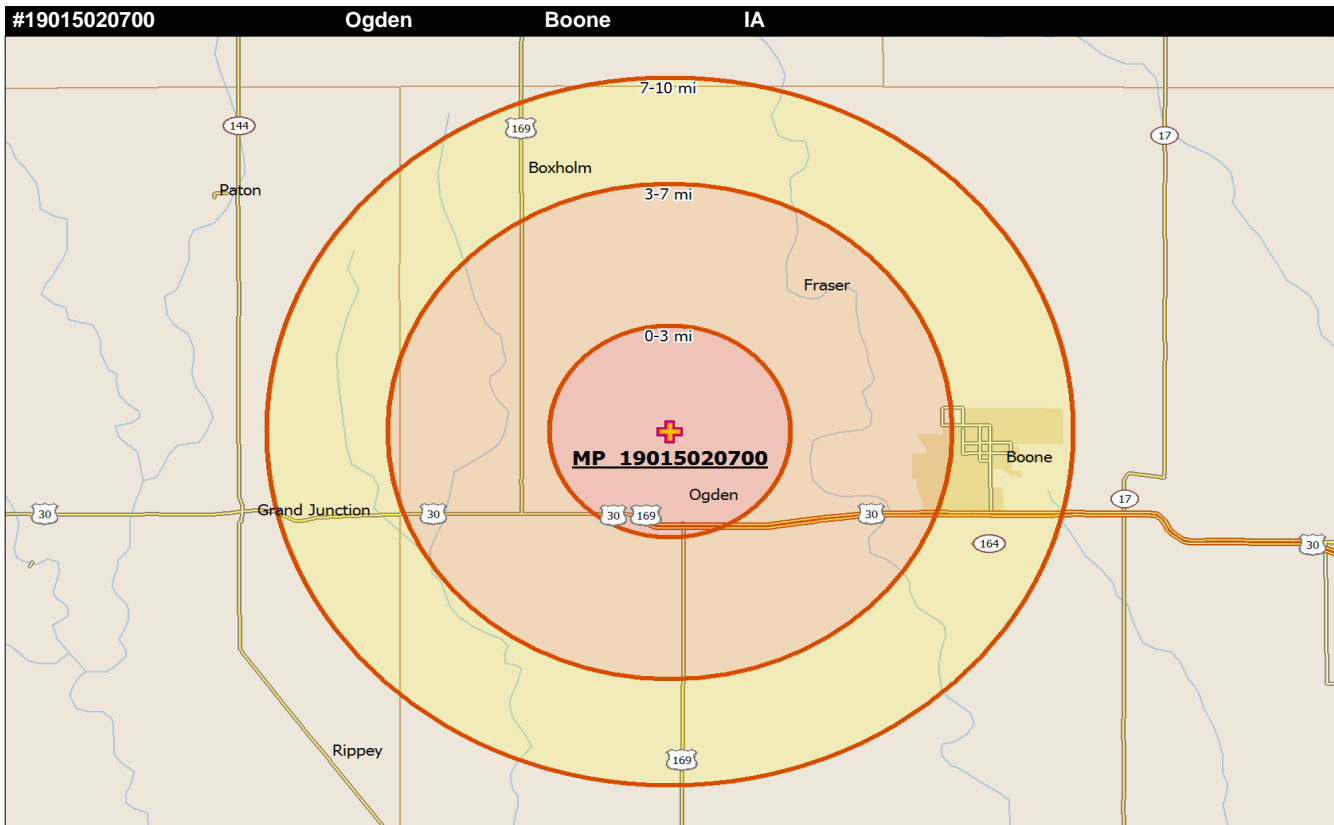
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.03	Racial Diversity Index	5.43
Ancestry Diversity Index	46.57	Diversity Composite Index	20.22
Foreign Born Diversity Index	37.52	Population Density Index	11.03

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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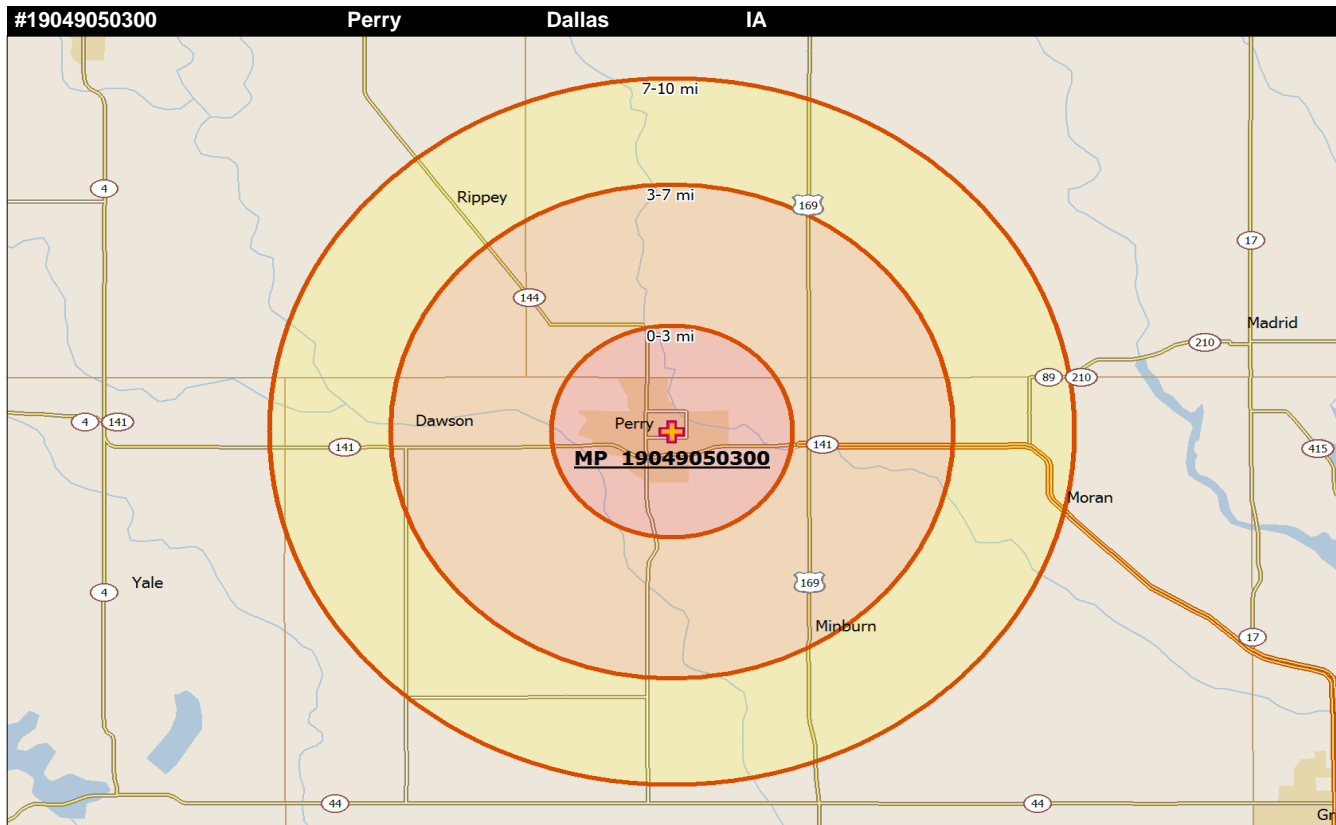




19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19015020700	Total Households in 3 mi Ring	1,135
CT Centroid Latitude	42.06849	Active Evangelical HHLDS	94
CT Centroid Longitude	-94.03438	Active Evangelical PERCENT	8.27%
City Location	Ogden	Unreached HHLDS	760
County Location	Boone	Unreached Percent	66.95%
Sitescape Category code	2	Religious but NOT Evang HHLDS	153
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.44%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	145
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.8%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	462
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.73%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.3%	Low Education County	False
Mainstay Community	20.7%	Low Employment County	False
Working Community	43.08%	Persistent Poverty County	False
Country Community	14.98%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.85%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.36	Racial Diversity Index	1.72
Ancestry Diversity Index	49.96	Diversity Composite Index	6.99
Foreign Born Diversity Index	49.11	Population Density Index	8.48



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19049050300	Total Households in 3 mi Ring	2,751
CT Centroid Latitude	41.84095	Active Evangelical HHLDS	115
CT Centroid Longitude	-94.09408	Active Evangelical PERCENT	4.19%
City Location	Perry	Unreached HHLDS	1,831
County Location	Dallas	Unreached Percent	66.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	405
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.74%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	287
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.42%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,139
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.4%

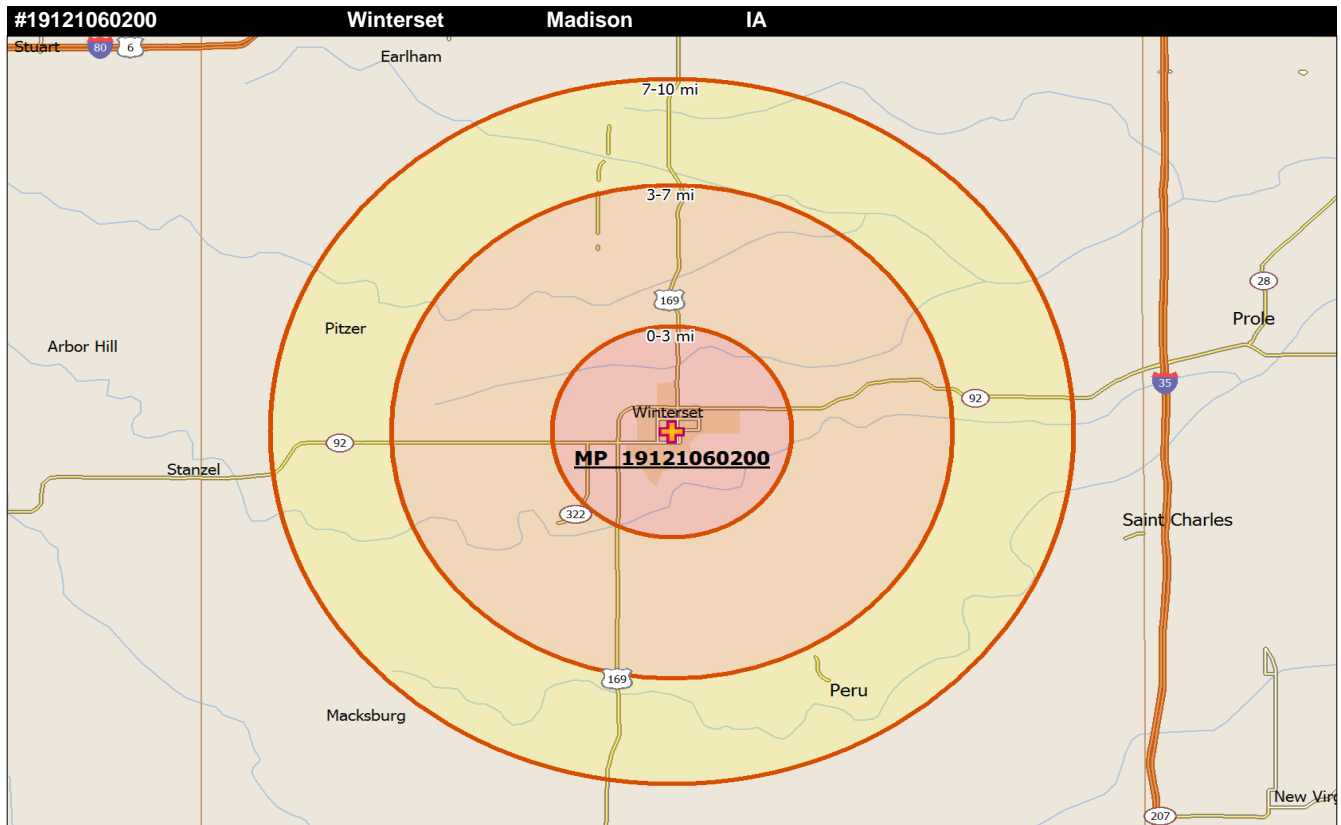
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.96%	Low Education County	False
Mainstay Community	12.14%	Low Employment County	False
Working Community	77.72%	Persistent Poverty County	False
Country Community	2.69%	Population Loss County	False
Aspiring Community	0.76%	Nonmetro Recreation County	False
Urban Community	4.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	70.89	Racial Diversity Index	58.06
Ancestry Diversity Index	46.83	Diversity Composite Index	19.83
Foreign Born Diversity Index	3.24	Population Density Index	19.28

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19121060200	Total Households in 3 mi Ring	2,403
CT Centroid Latitude	41.33490	Active Evangelical HHLDS	184
CT Centroid Longitude	-94.01602	Active Evangelical PERCENT	7.68%
City Location	Winterset	Unreached HHLDS	1,561
County Location	Madison	Unreached Percent	64.98%
Sitescape Category code	2	Religious but NOT Evang HHLDS	311
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.92%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	280
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.66%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	971
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.45%	Low Education County	False
Mainstay Community	25.38%	Low Employment County	False
Working Community	49.4%	Persistent Poverty County	False
Country Community	10.57%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.16%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.73	Racial Diversity Index	1.85
Ancestry Diversity Index	50.60	Diversity Composite Index	8.64
Foreign Born Diversity Index	13.99	Population Density Index	14.85

## Interpreting Your Mission Point Report

Your Mission Point Report has a number of key factors about the 3 mile ring around the census tract centroid that is referenced. These notes review these factors.

### 1. Census Tract

Each location is based upon a 3 mile ring study around the center of one of the 65,370 census tracts in the United States. For more information about a census tract please consult the US Census Bureau website or you can read the short article on census tracts at Wikipedia.

### 2. Latitude and Longitude

The latitude and longitude of the center of the census tract is provided for GPS purposes.

### 3. City Location

The City Location refers to the Census Place that is associated with the census tract location.

### 4. County Location

The County Location refers to the County in which the census tract is located.

### 5. SITESCAPE Category and SITESCAPE Category Code

The SITESCAPE Category refers to a typology that was created by IICM based on a number of factors in order to differentiate between types of rural, town, suburb, and city locations. The SITESCAPE Categories have been used in academic studies as an indexing tool to compare similar contexts.

### 6. SITESCAPE Group and SITESCAPE Group Code

The SITESCAPE Group label and code refers to divisions within the broader countryside, townscape, suburbscape and cityscape types.

### 7. Density Pattern

The SITESCAPE measures the population density for the 0-3 mile band, 3-7 mile band, and 7-10 mile band around a census tract centroid (center). The relationship between the density of these three bands produces 17 different density patterns. These density patterns may be grouped into one of three groups: increasing, decreasing, and constant variance. But who cares? Why is this important? It is significant because density patterns provide a glimpse into the type of location that is being evaluated.

There are three types of density patterns: Increasing, Decreasing and Constant. The density pattern when combined with the population pattern will enable you to get a feel for the type of community dynamics that are likely to be occurring within the location.

**Increasing Density Patterns**

Locations with increasing patterns are typically located at the outer fringe of more highly urbanized areas. In many cases these are suburban areas (with less density) that are outside more dense areas (like inner city areas). There are 5 types of Increasing Density patterns (see the page 10):

- A - Increasing Density at a Greater Rate
- B - Increasing Density at a Similar Rate
- C - Increasing Density at a Lesser Rate
- D - Increased followed by Density Leveling Off
- E - Increased followed by Decreased Density

**Constant Density Patterns**

Locations with a constant variance are located within a similar pattern that dominates the ten mile ring. Thus, the degree of density in these situations may give some indication of the geographical extent of similar contexts. There are 3 types of Constant Density patterns

- F - No Change followed by Increased Density
- G - No Change remaining Constant Density Level
- H - No Change followed by Decreased Density

**Decreasing Density Patterns**

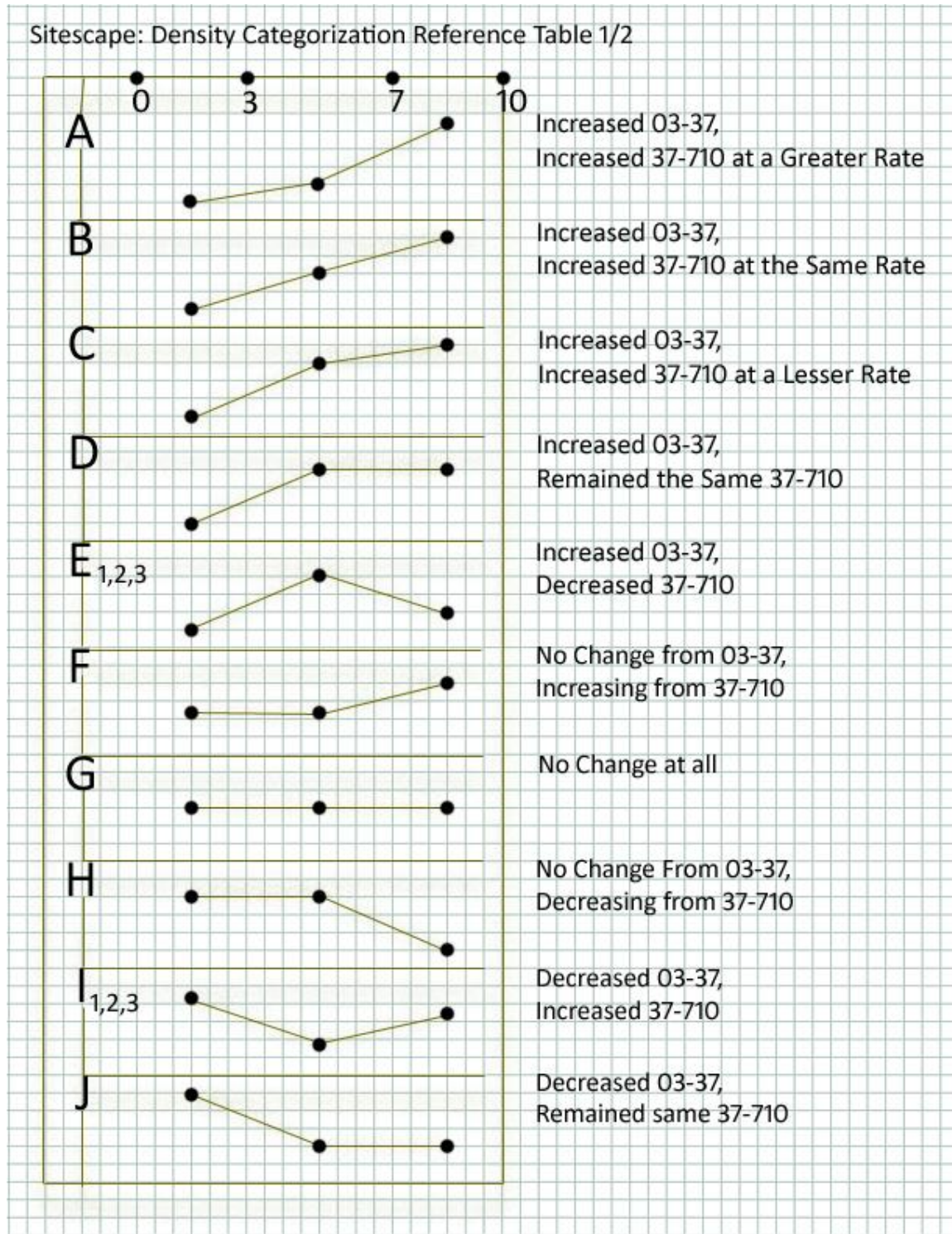
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

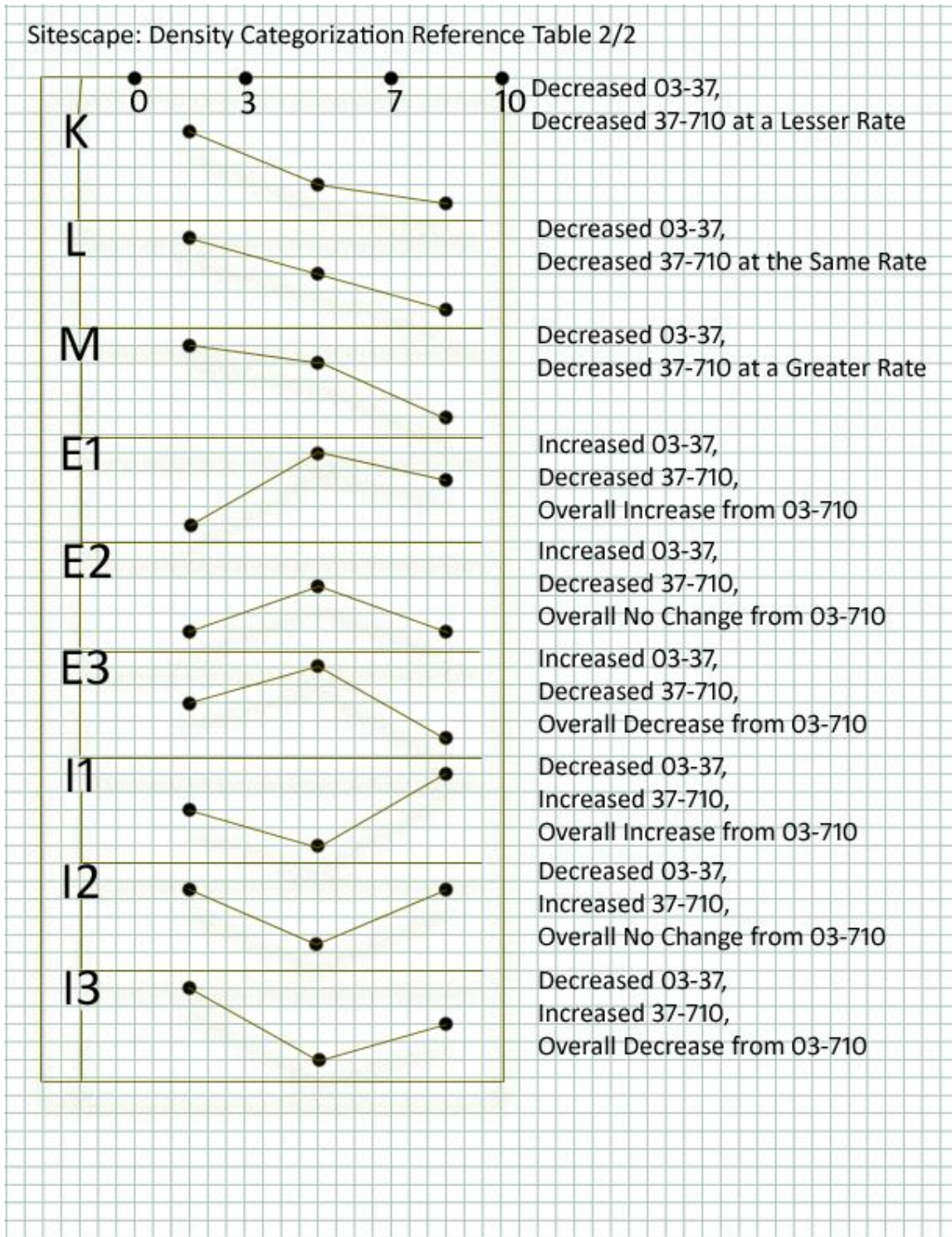
**8. Population Pattern**

The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number represents the 7-10 mile band.

- 100000 -- means that the population within the 0-3 mile band is between 50000 and 100000
- 250000 -- means that the population within the 3-7 mile band is between 100000 and 250000
- 100000 -- means that the population within the 7-10 mile band is between 50000 and 100000







## 9. Using Density and Population Patterns

Example: #1 rank in Osecola, FL has the Density Pattern: K and the Population Pattern: #100000-250000-100000. The density pattern, K, is "Decreasing Density at a Lesser Rate".

### Interpreting the Population Pattern in light of the Density Pattern

When the Population Pattern is interpreted in light of the density pattern "K", then, one will note the following:

1. While the population is greatest in the 3-7 mile band, it is much more dispersed across the landscape, with a significant less amount of density.
2. While the population in the 7-10 mile band is much less than the 3-7 mile band, its density continues to decrease compared to either of the first two bands.

### What Does This Mean in Practical Terms?

1. The 0-3 mile band is much more concentrated in density -- which could mean:
  - greater sense of community and location identity among the population
  - probably a greater need for a larger number of smaller congregations -- meeting needs of diverse groups within the more densely populated area -- maybe servicing groups of about 135-150 in max attendance -- this depends on the degree of diversity within the concentrated band
2. The 3-7 mile band, while having a greater amount of population is more dispersed -- which could mean:
  - probably more "suburban-like" and commuter oriented
  - which means a more "regional" approach to church planting may be justified
3. The 7-10 mile band, with less population and less density may indicate a more "fringe type" location
  - which means one should explore the type of lifestyle segments in this area -- are they more "rural-oriented" pointing back to populations who have been there for generations OR are they more "exurbanites" -- affluent yuppies fleeing the urban areas building upscale enclaves -- either direction represents a unique church planting environment

## 10. Total Households in 0-3mi Band

This gives the total number of households in the 0-3 mile ring around the center of the census tract location.

## 11. Active Evangelical HHLDS and PERCENT

The *Active Evangelical Presence* refers to the number of households that we would expect to be in attendance in an evangelical church on an average Sunday in the location. This information is based upon the evangelical attendance patterns by county compiled by Dave Olson of the AmericanChurch.org that has been cross-referenced against a number of other datasets. The HHLDS count gives the number of households and the PERCENT gives the percentage of active evangelicals.

## 12. Unreached HHLDS and PERCENT

The *Unreached Status* refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be evangelical Christian. An evangelical Christian is a person who professes to have accepted Jesus Christ as his or her personal Lord and Savior. This is based on a survey conducted by the Simmons Market Research Bureau.

### **13. Religious But Not Evangelical HHLDS and PERCENT**

The *Religious but not Evangelical* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be an evangelical Christian but consider themselves to be a part of some established religion or religious institution. The "religious but not evangelical" person usually is committed to a non-evangelical Christian denomination or some other world religious or religious group.

### **14. Spiritual But Not Religious HHLDS and PERCENT**

The *Spiritual but not Religious* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that are interested in spirituality but are not interested in organized religion. This category includes alternative spiritualities and new age movements.

### **15. Not Evangelical Not Interested HHLDS and PERCENT**

The *Non-Evangelical and Not Interested* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be an evangelical Christian and are not interested in spirituality or religion.

### **16. Upscale Community PERCENT**

The *Upscale Community* category refers to the percentage of households in the 3 mile ring that are considered affluent or upscale compared to the national average. These well-to-do households not only appear in suburbs, but also in small towns, on the metro fringe, and sometimes in urban environments.

### **17. Mainstay Community PERCENT**

The *Mainstay* (meaning: pillar, bulwark, anchor) Community category refers to the percentage of households in the 3 mile ring that are established families primarily in secondary cities and small and medium-sized towns. Typically these households are the older, stable families who often are the "pillars" of smaller communities.

### **18. Working Community PERCENT**

The *Working Community* refers to the percentage of households in the 3 mile ring whose adults work in blue-collar occupations. Typically these household workers are members of the working class who typically performs manual labor and earns an hourly wage.

### **19. Country Community PERCENT**

The *County Community* refers to the percentage of households in the 3 mile ring who live in large and isolated areas of an open country with low population density. Many of these work in agriculture or mining.

### **20. Aspiring Community PERCENT**

The *Aspiring Community* refers to the percentage of households in the 3 mile ring who typically are young, single, single parents, or childless couples; and typically living in multi-family housing. Some are students but most are employed. Included in this community are group-quarters such as: college dormitories, military housing, and prison facilities.

## 21. Urban Community PERCENT

The *Urban Community* refers to the percentage of households in the 3 mile ring who live in high population density areas. The Census Bureau defines any area with 2500 population or more as “urbanized.” Urban Communities appear in the downtown and inner city areas of towns, cities, and metropolitan areas. It is not unusual for a densely populated area of a small town to be considered “an urban community.” What they have in common is density of population and “town” or “city” living.

## 22. Low Education County TYPE

*Low-education counties* are those counties where at least one of every four adults age 25-64 has not completed high school. About 20% of the counties in the United States have been classified in this category with more than 90% of these appearing in the non-metro Southern region with historically large shares of Blacks and Hispanics. Similarly, low-education counties in the Western region are concentrated in areas with large ethnic minority populations, such as California’s Central Valley and portions of Arizona and New Mexico.

## 23. Low Employment County TYPE

*Low-employment counties* are those counties where employment rates are below 65%. Mostly rural, these counties have minimal capacity for generating jobs. These counties are found primarily in southern Appalachia, the Mississippi Delta, and other predominately Black areas in the Southern region of the US; in Indian and Hispanic areas of the Southwest region; and the timber and agricultural areas of the Northwest region.

## 24. Persistent Poverty County TYPE

Counties are *persistently poor* if 20 percent or more of their populations were living in poverty over the last 30 years. Although large numbers of the poor live in major metropolitan areas, poverty rates have been consistently higher in rural areas since the 1960s, and these counties are not evenly distributed across the United States. A large number of these counties are in the Southern region of the United States.

## 25. Population Loss County TYPE

*Population loss counties* are those counties that have lost population over the last 30 years. Typically population loss signals weak economic conditions. These rural and small town communities often suffer out-migration due to loss of farm-related jobs resulting from technological advances in agriculture. Clusters of population loss counties may be found in the Great Plains (particularly North Dakota), the lower Mississippi Valley, and central Appalachia.

## 26. Nonmetro Recreation County TYPE

*Nonmetropolitan recreation counties* are those counties that have a major dependence on recreational activity. This dependence is measured based upon the percentage of employment, the annual earnings, and percentage of housing units that are tied to recreational use. About 14% of US counties have been designated as Nonmetro Recreation Counties. These counties are particularly common in the Great Lakes States, the Mountain West, and upland areas of the Northeast region.

## 27. Retirement Destination County TYPE

*Retirement destination counties* are those counties where the number of residents age 60 and older grew by 15 percent or more over the last 30 years due to in-migration. The majority of these counties are nonmetro counties where retirees are moving to small town and rural communities.

## 28. Language Diversity INDEX

*Language Diversity* of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most number of languages* represented within the three mile ring.

## 29. Ancestry Diversity INDEX

*Ancestry Diversity* of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most number of ancestries* represented within the three mile ring.

## 30. Foreign Born Diversity INDEX

*Foreign Born Diversity* of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *largest number of countries of origin represented among the foreign born population* within the three mile ring.

## 31. Racial Diversity INDEX

*Racial Diversity* of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most even balance between a large number of races* represented within the three mile ring.

## 32. Diversity Composite INDEX

*Diversity Composite* of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The Diversity Composite Index weights the language, ancestry, foreign born, and racial diversity indexes into an overall diversity score. This particular location is then compared to all other locations in the US.

## 33. Population Density INDEX

*Population Density* of a three mile ring around the Census Tract on a percentile scale compared with all other Census Tracts' bands in the US. Population Density refers to the amount of population per square mile within the three mile ring.



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