
MISSION POINTS

Top Unreached Locations



Top Mission Points
Northeast 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.

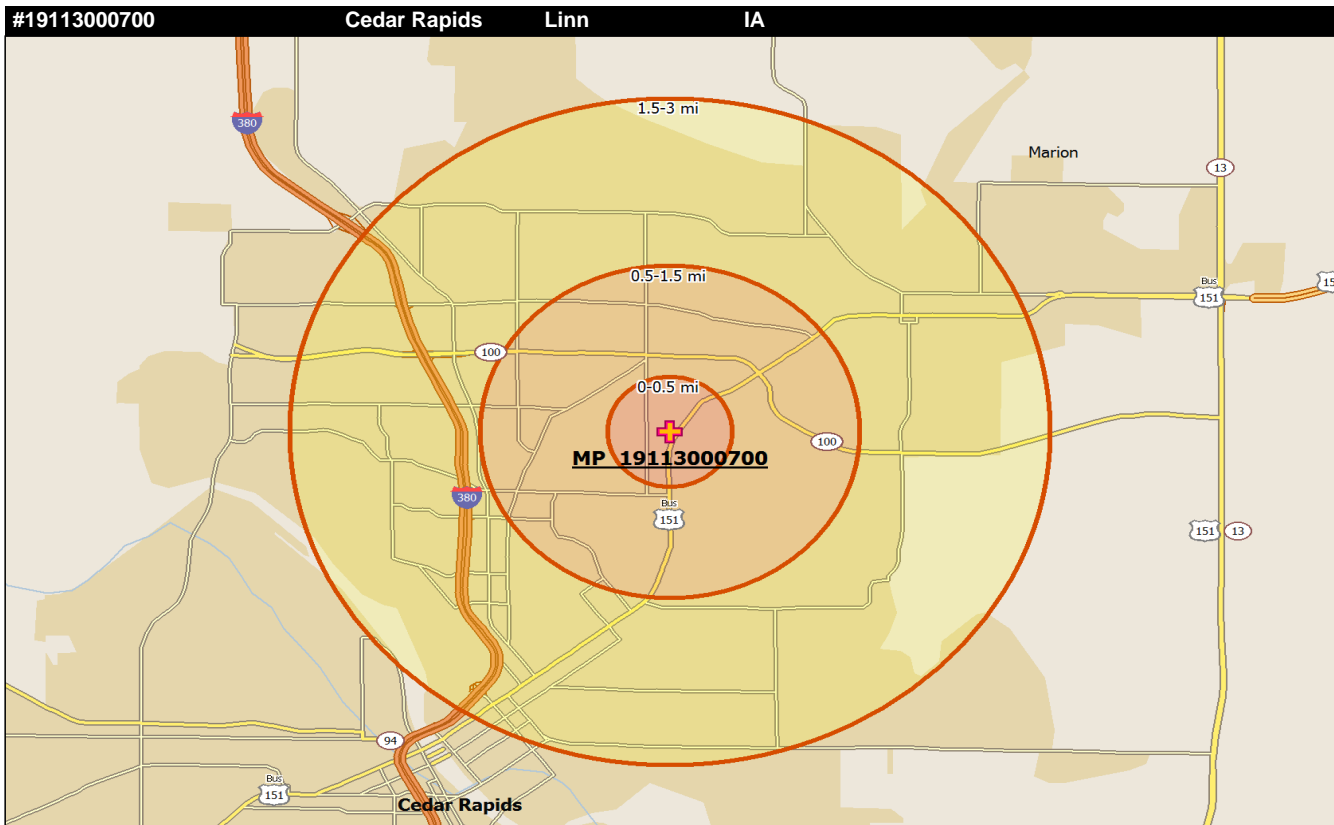
After the information pages you will find some notes to help interpret the information.

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	#19113000700	Total Households in 3 mi Ring	34,487
CT Centroid Latitude	42.01810	Active Evangelical HHLDS	2,631
CT Centroid Longitude	-91.63483	Active Evangelical PERCENT	7.63%
City Location	Cedar Rapids	Unreached HHLDS	23,997
County Location	Linn	Unreached Percent	69.58%
Sitescape Category code	4	Religious but NOT Evang HHLDS	5,620
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.3%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,883
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	14,507
Population Pattern	100000-100000-50000	NOT Evangelical NOT Interested PERCENT	42.07%

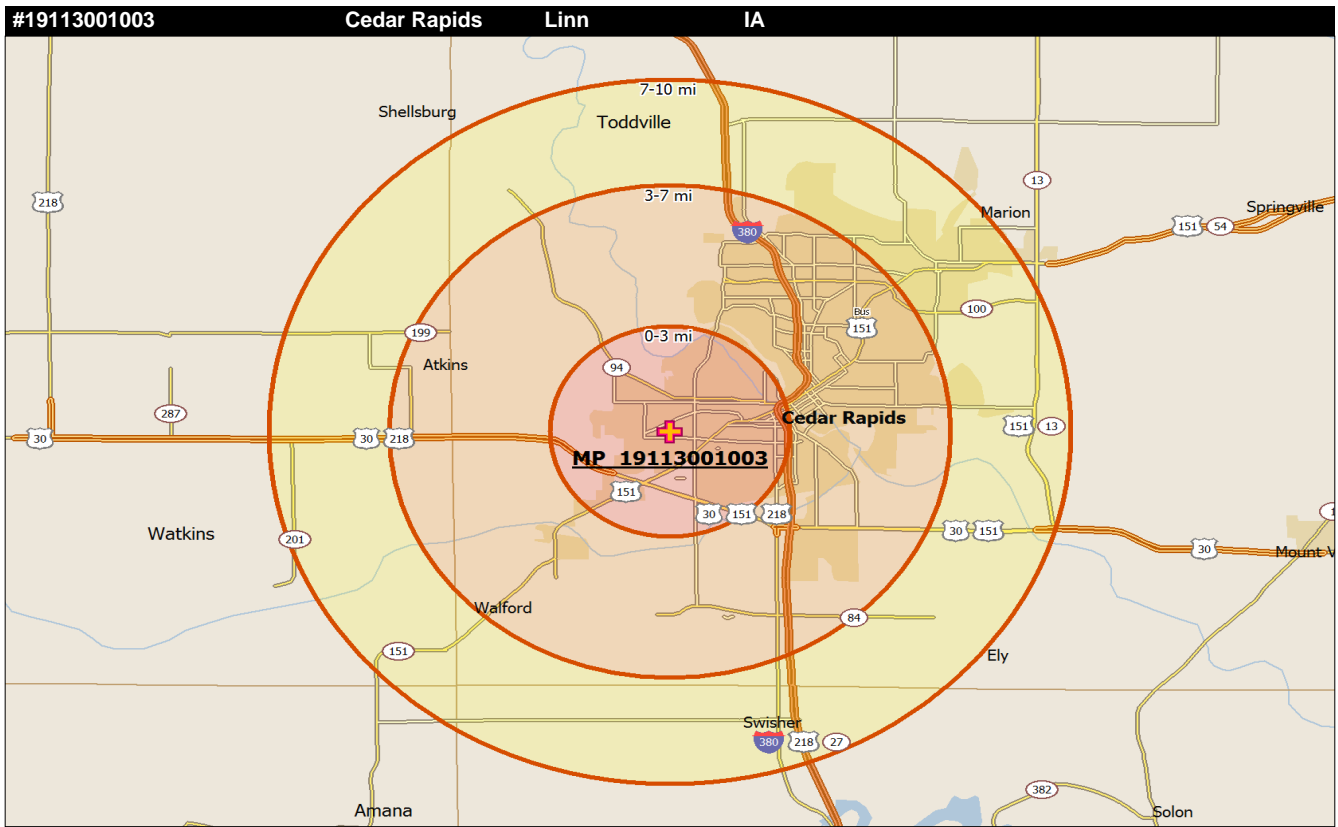
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.93%	Low Education County	False
Mainstay Community	7.1%	Low Employment County	False
Working Community	37.99%	Persistent Poverty County	False
Country Community	0.8%	Population Loss County	False
Aspiring Community	7.89%	Nonmetro Recreation County	False
Urban Community	5.3%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.03	Racial Diversity Index	20.89
Ancestry Diversity Index	61.66	Diversity Composite Index	28.65
Foreign Born Diversity Index	91.39	Population Density Index	61.65

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

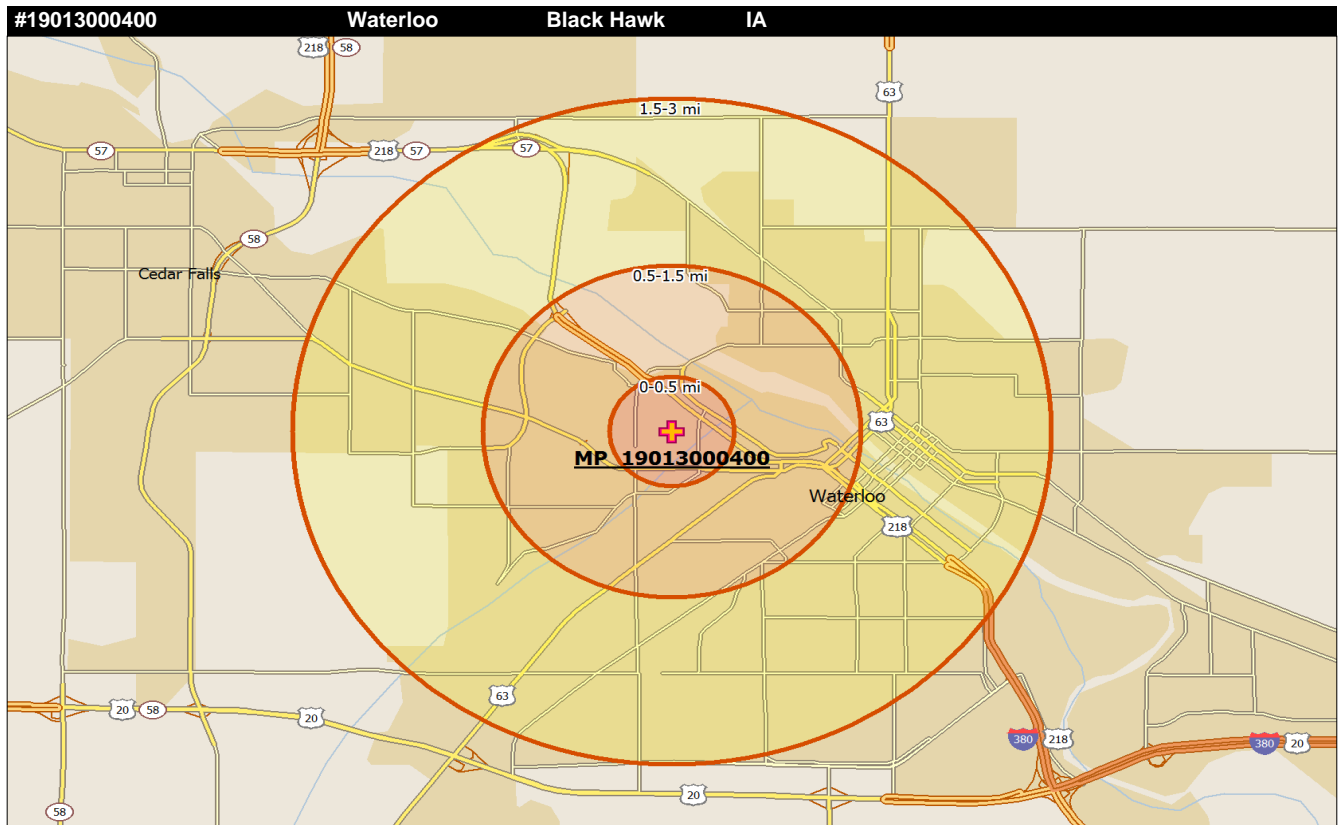
www.iicm.net



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19113001003	Total Households in 3 mi Ring	18,691
CT Centroid Latitude	41.96634	Active Evangelical HHLDS	1,480
CT Centroid Longitude	-91.72799	Active Evangelical PERCENT	7.92%
City Location	Cedar Rapids	Unreached HHLDS	12,788
County Location	Linn	Unreached Percent	68.42%
Sitescape Category	2	Religious but NOT Evang HHLDS	2,768
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.81%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	2,290
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.25%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	7,730
Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41.36%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.25%	Low Education County	False
Mainstay Community	17.56%	Low Employment County	False
Working Community	41.04%	Persistent Poverty County	False
Country Community	0.93%	Population Loss County	False
Aspiring Community	3.91%	Nonmetro Recreation County	False
Urban Community	10.3%	Retirement Destination County	False

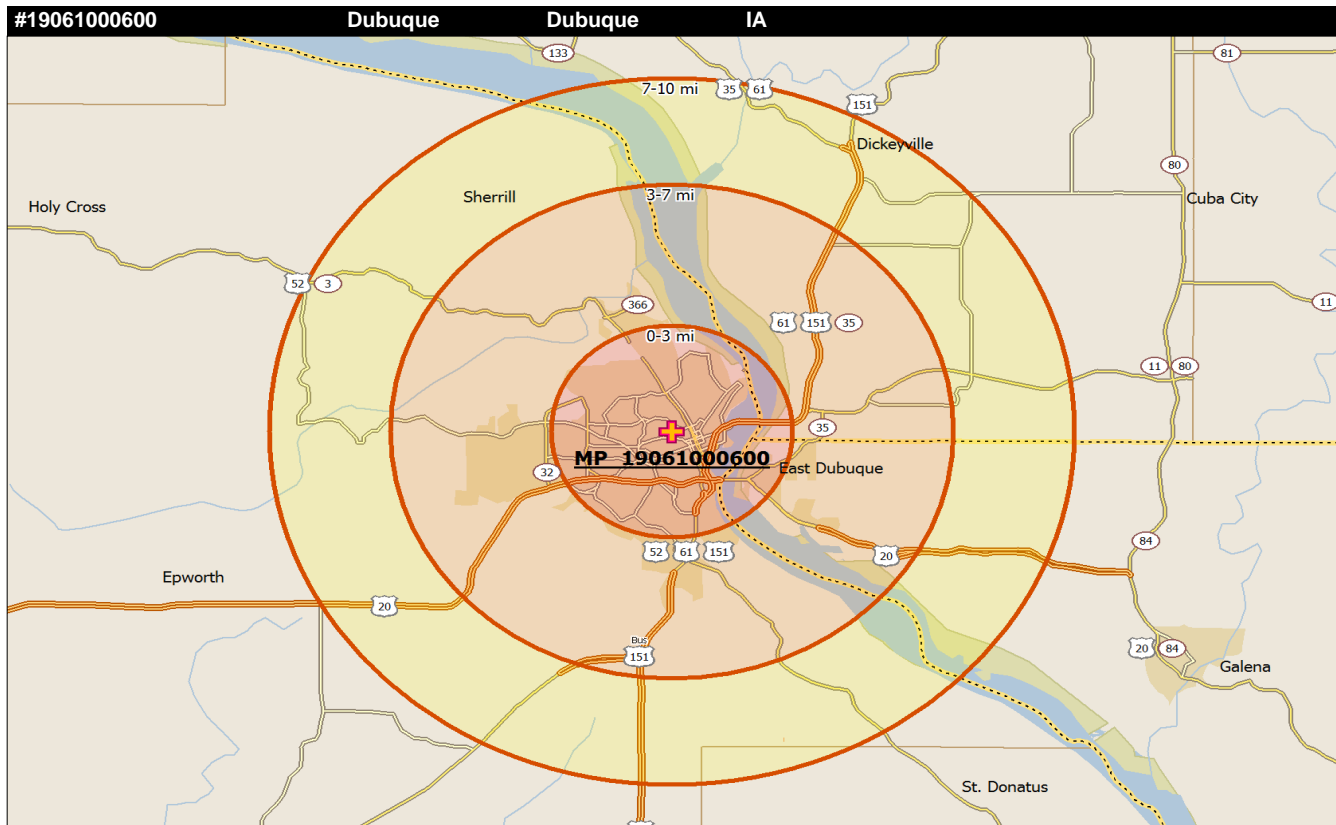
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.05	Racial Diversity Index	18.32
Ancestry Diversity Index	56.68	Diversity Composite Index	30.32
Foreign Born Diversity Index	73.82	Population Density Index	45.87



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19013000400	Total Households in 3 mi Ring	24,846
CT Centroid Latitude	42.50098	Active Evangelical HHLDS	2,443
CT Centroid Longitude	-92.37116	Active Evangelical PERCENT	9.83%
City Location	Waterloo	Unreached HHLDS	17,051
County Location	Black Hawk	Unreached Percent	68.63%
Sitescape Category code	4	Religious but NOT Evang HHLDS	4,515
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.17%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,414
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.72%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,243
Population Pattern	100000-100000-10000	NOT Evangelical NOT Interested PERCENT	41.23%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.34%	Low Education County	False
Mainstay Community	10.71%	Low Employment County	False
Working Community	47.68%	Persistent Poverty County	False
Country Community	3.69%	Population Loss County	False
Aspiring Community	5.46%	Nonmetro Recreation County	False
Urban Community	16.11%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	40.55	Racial Diversity Index	38.35
Ancestry Diversity Index	53.61	Diversity Composite Index	14.08
Foreign Born Diversity Index	28.71	Population Density Index	52.15



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19061000600	Total Households in 3 mi Ring	24,633
CT Centroid Latitude	42.51152	Active Evangelical HHLDS	486
CT Centroid Longitude	-90.67949	Active Evangelical PERCENT	1.97%
City Location	Dubuque	Unreached HHLDS	16,877
County Location	Dubuque	Unreached Percent	68.52%
Sitescape Category code	2	Religious but NOT Evang HHLDS	3,857
Sitescape Group code	2.3	Religious but NOT Evang PERCENT	15.66%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	2,859
Sitescape Group	Large Towns	Spiritual but Not Religious PERCENT	11.61%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,163
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.26%

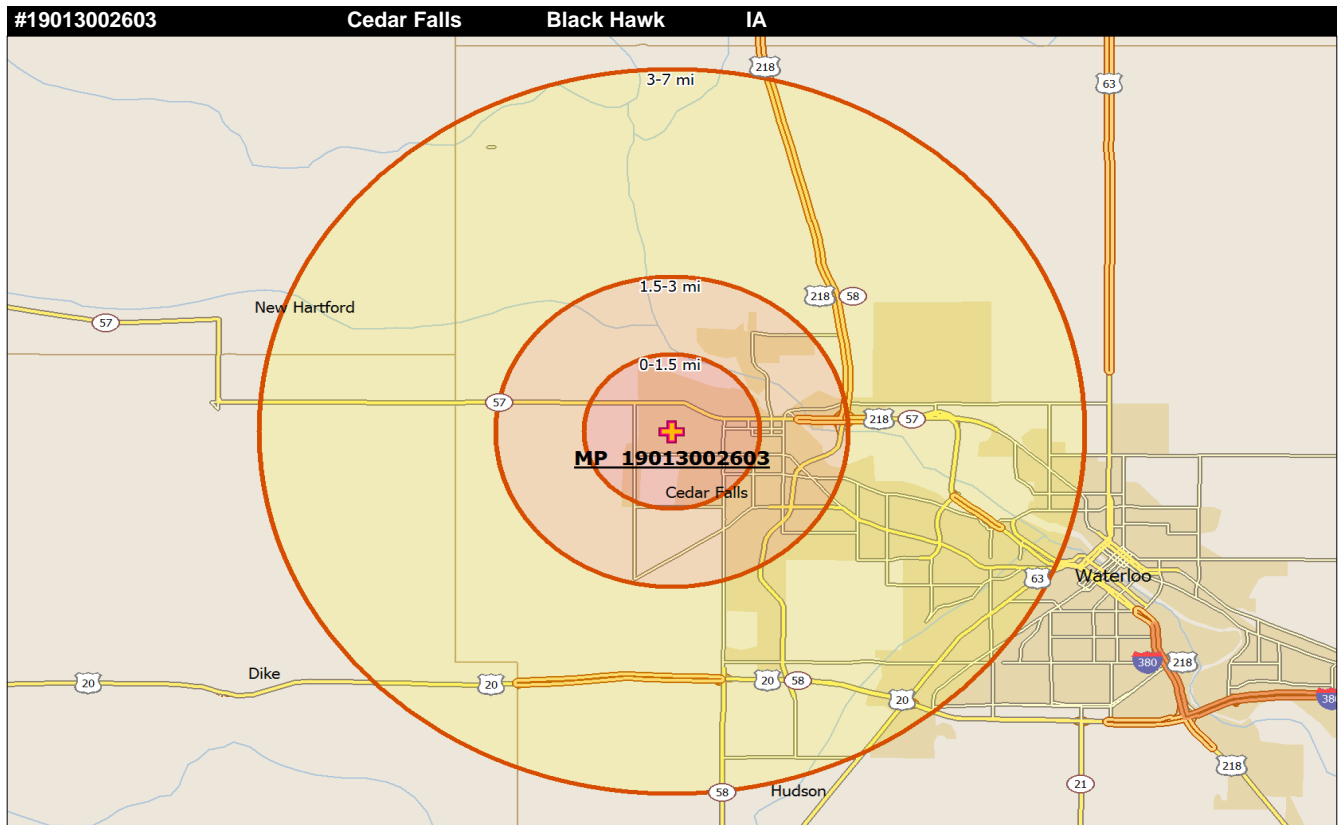
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.81%	Low Education County	False
Mainstay Community	9.52%	Low Employment County	False
Working Community	52.89%	Persistent Poverty County	False
Country Community	3.85%	Population Loss County	False
Aspiring Community	4.47%	Nonmetro Recreation County	False
Urban Community	8.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.96	Racial Diversity Index	15.08
Ancestry Diversity Index	28.42	Diversity Composite Index	6.65
Foreign Born Diversity Index	56.57	Population Density Index	53.08

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

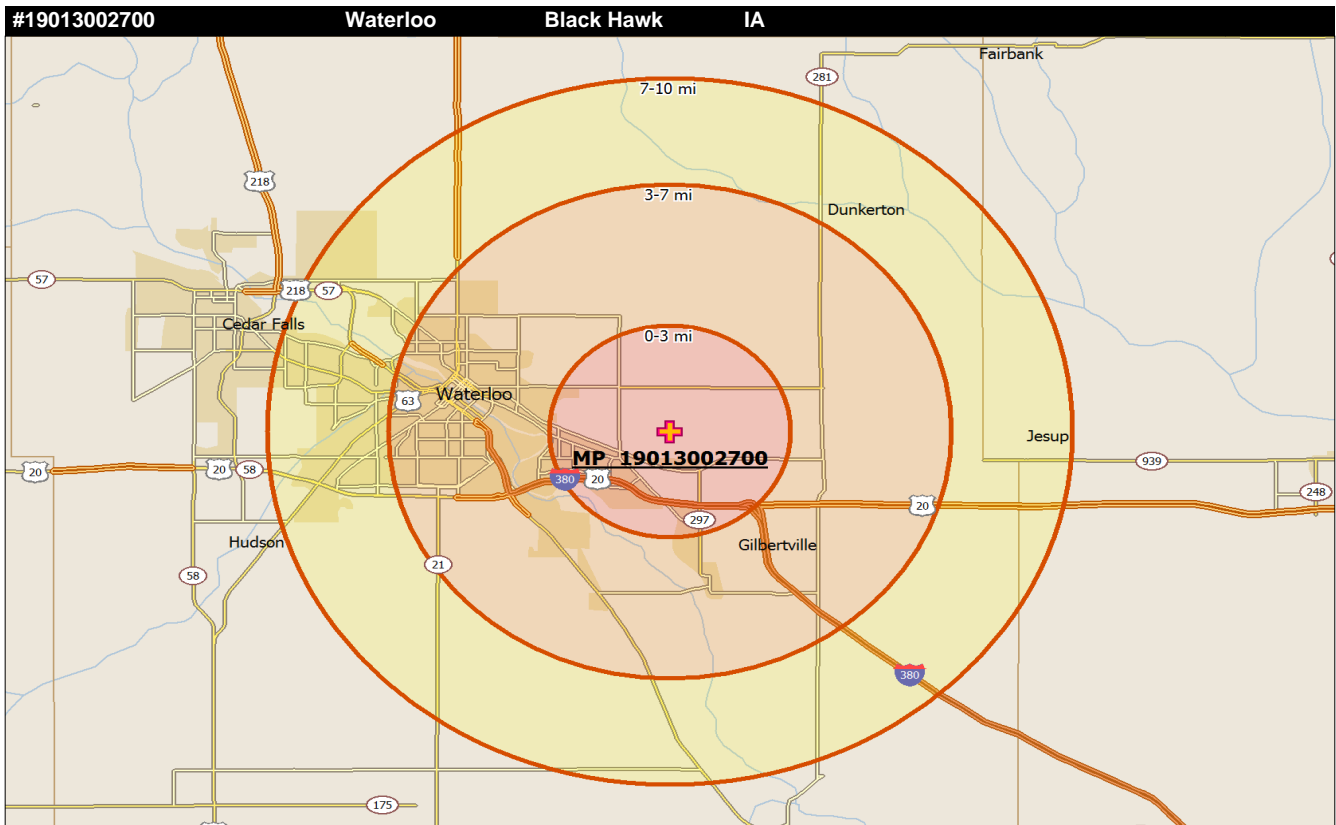
www.iicm.net



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19013002603	Total Households in 3 mi Ring	10,334
CT Centroid Latitude	42.53418	Active Evangelical HHLDS	968
CT Centroid Longitude	-92.48255	Active Evangelical PERCENT	9.37%
City Location	Cedar Falls	Unreached HHLDS	7,246
County Location	Black Hawk	Unreached Percent	70.12%
Sitescape Category code	3	Religious but NOT Evang HHLDS	1,591
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	15.4%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,304
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.62%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	4,351
Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.1%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.83%	Low Education County	False
Mainstay Community	9.26%	Low Employment County	False
Working Community	23.21%	Persistent Poverty County	False
Country Community	3.68%	Population Loss County	False
Aspiring Community	8.53%	Nonmetro Recreation County	False
Urban Community	11.5%	Retirement Destination County	False

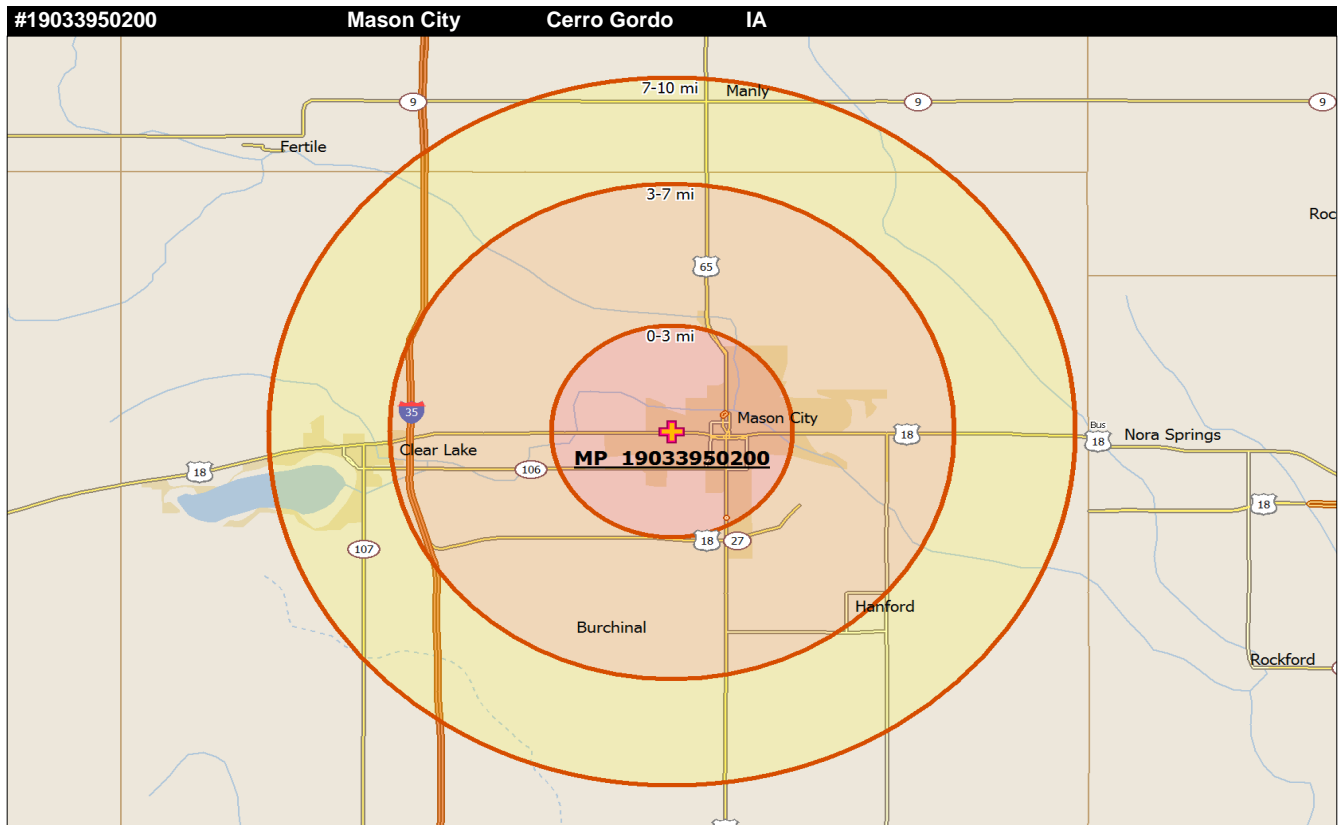
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	27.30	Racial Diversity Index	12.28
Ancestry Diversity Index	40.06	Diversity Composite Index	21.42
Foreign Born Diversity Index	71.36	Population Density Index	33.61



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19013002700	Total Households in 3 mi Ring	1,583
CT Centroid Latitude	42.47988	Active Evangelical HHLDS	164
CT Centroid Longitude	-92.23392	Active Evangelical PERCENT	10.35%
City Location	Waterloo	Unreached HHLDS	1,061
County Location	Black Hawk	Unreached Percent	67%
Sitescape Category code	2	Religious but NOT Evang HHLDS	231
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.59%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	186
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.76%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	643
Population Pattern	10000-100000-50000	NOT Evangelical NOT Interested PERCENT	40.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.53%	Low Education County	False
Mainstay Community	15.6%	Low Employment County	False
Working Community	59.07%	Persistent Poverty County	False
Country Community	12.57%	Population Loss County	False
Aspiring Community	0.51%	Nonmetro Recreation County	False
Urban Community	3.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.85	Racial Diversity Index	16.42
Ancestry Diversity Index	28.11	Diversity Composite Index	11.14
Foreign Born Diversity Index	36.93	Population Density Index	18.47



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19033950200	Total Households in 3 mi Ring	11,933
CT Centroid Latitude	43.14896	Active Evangelical HHLDS	861
CT Centroid Longitude	-93.22767	Active Evangelical PERCENT	7.21%
City Location	Mason City	Unreached HHLDS	8,014
County Location	Cerro Gordo	Unreached Percent	67.16%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,804
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.12%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,360
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.4%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	4,851
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.65%

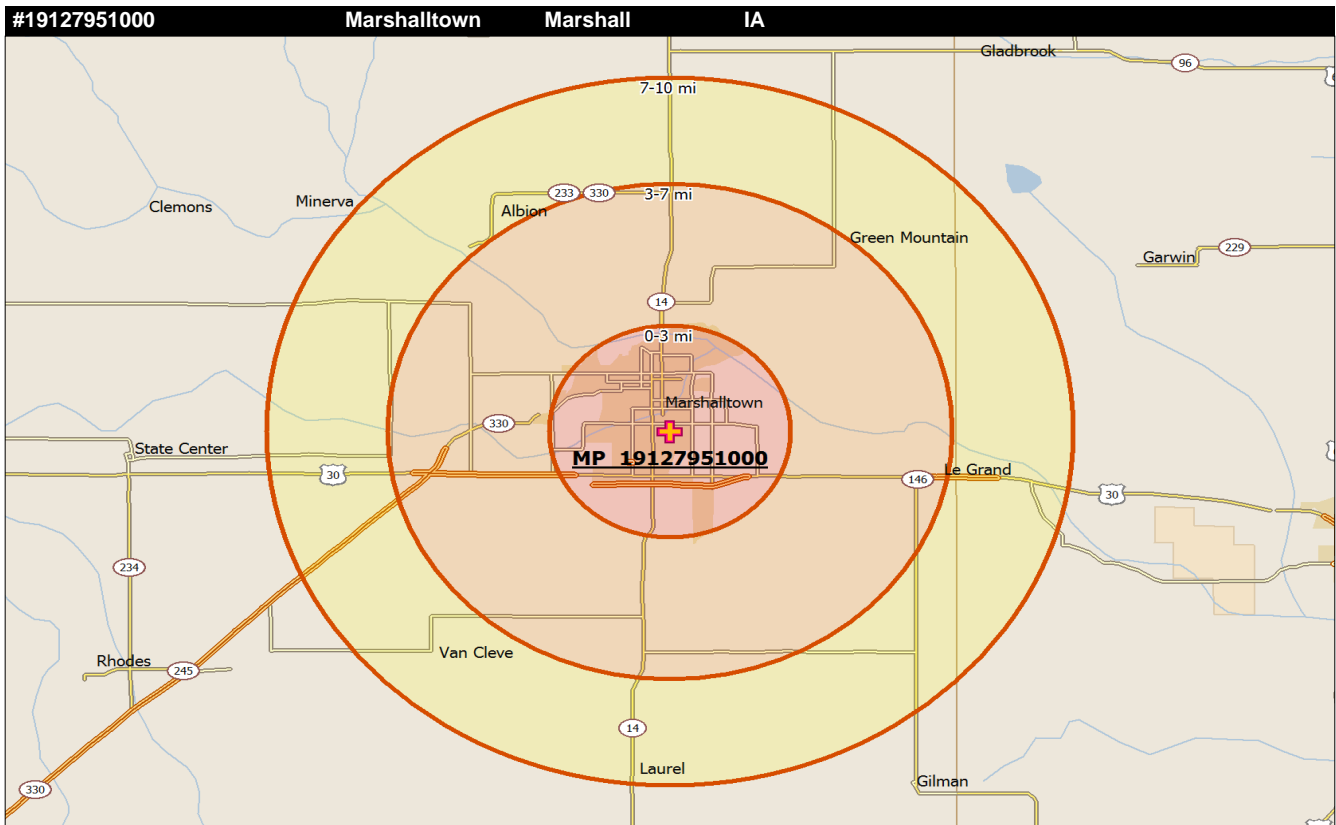
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.38%	Low Education County	False
Mainstay Community	10.35%	Low Employment County	False
Working Community	59.4%	Persistent Poverty County	False
Country Community	4.75%	Population Loss County	True
Aspiring Community	0.98%	Nonmetro Recreation County	False
Urban Community	7.16%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.48	Racial Diversity Index	15.26
Ancestry Diversity Index	48.59	Diversity Composite Index	18.49
Foreign Born Diversity Index	75.45	Population Density Index	34.44

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

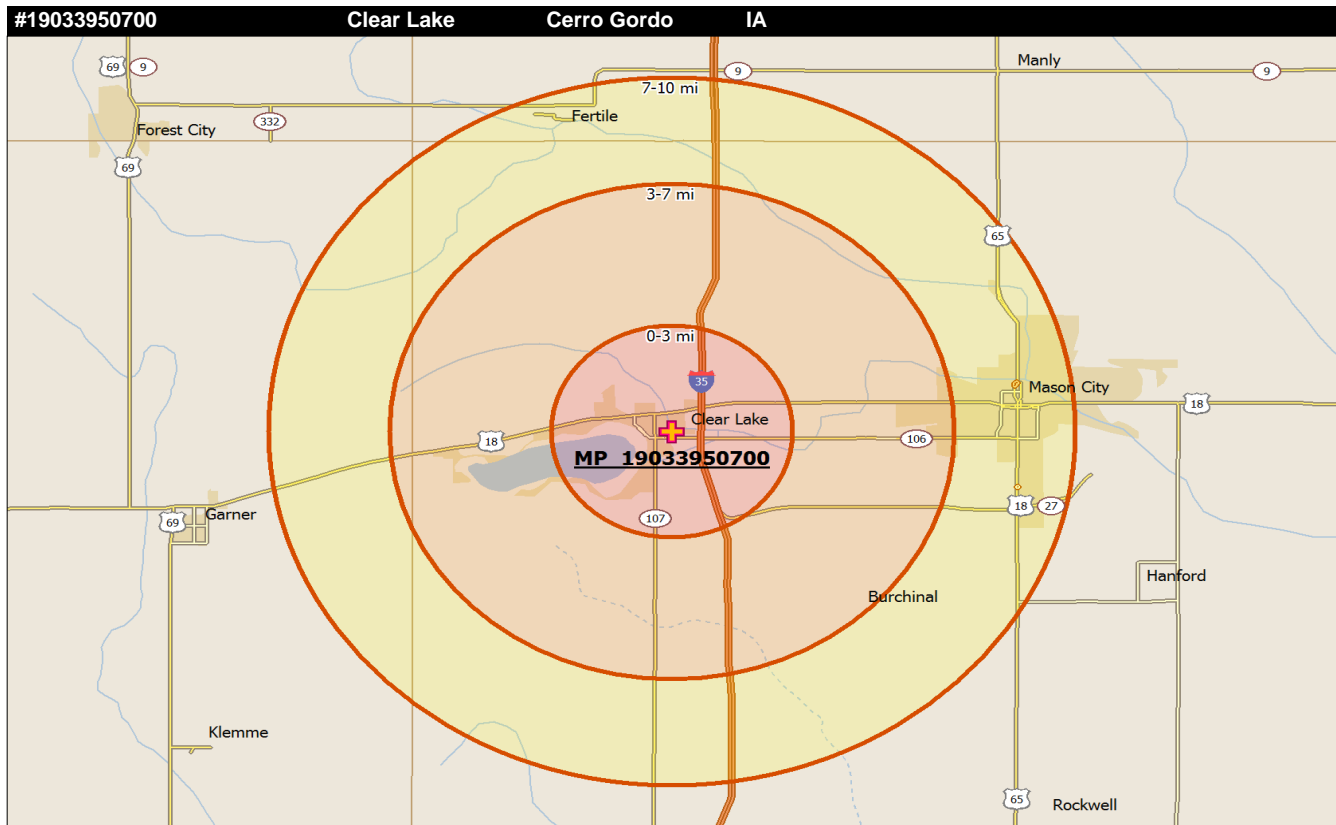
www.iicm.net



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19127951000	Total Households in 3 mi Ring	10,048
CT Centroid Latitude	42.02526	Active Evangelical HHLDS	818
CT Centroid Longitude	-92.90404	Active Evangelical PERCENT	8.14%
City Location	Marshalltown	Unreached HHLDS	6,788
County Location	Marshall	Unreached Percent	67.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,425
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.18%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,204
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.98%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	4,160
Population Pattern	50000-10000-2500	NOT Evangelical NOT Interested PERCENT	41.4%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.51%	Low Education County	False
Mainstay Community	17.81%	Low Employment County	False
Working Community	43.18%	Persistent Poverty County	False
Country Community	1.97%	Population Loss County	False
Aspiring Community	4.16%	Nonmetro Recreation County	False
Urban Community	7.37%	Retirement Destination County	False

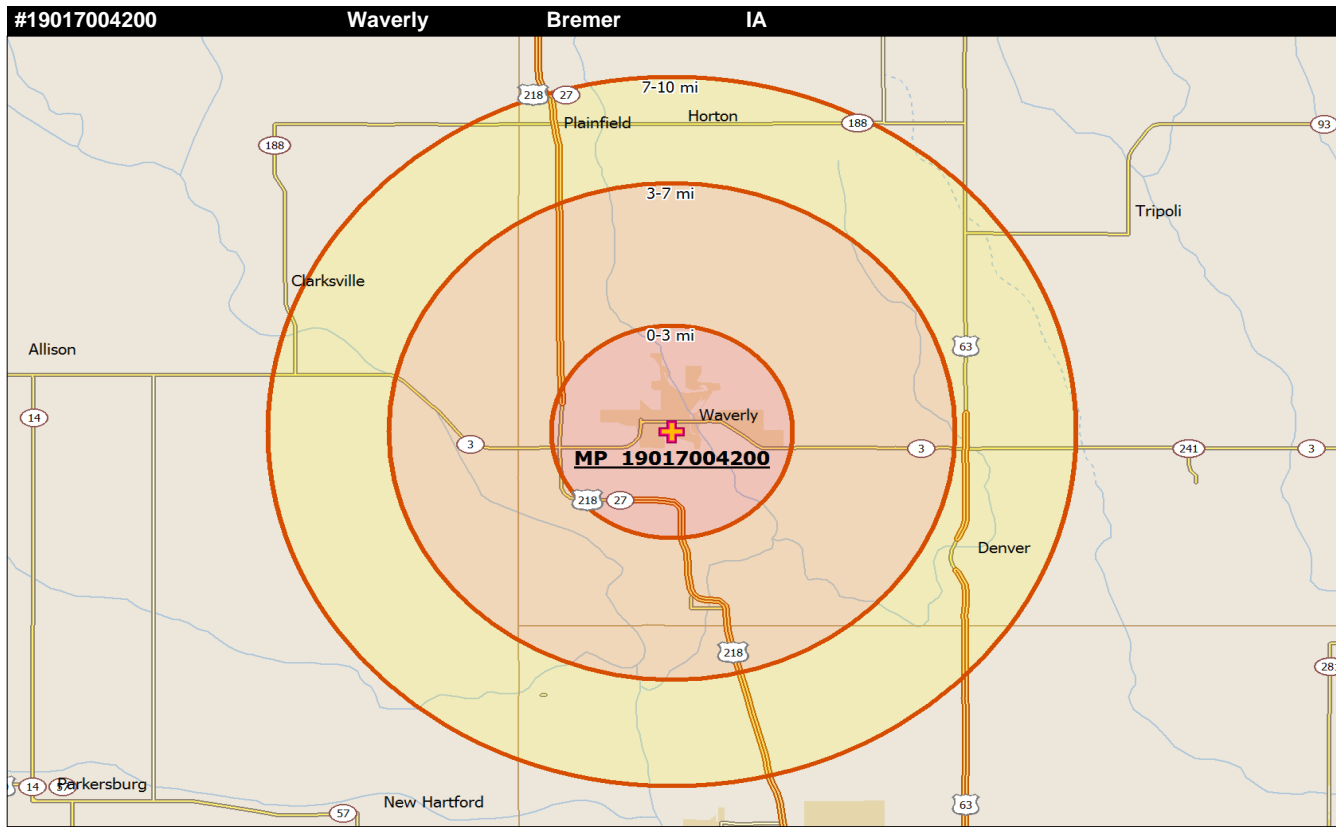
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	57.61	Racial Diversity Index	42.77
Ancestry Diversity Index	58.73	Diversity Composite Index	20.93
Foreign Born Diversity Index	7.12	Population Density Index	35.22



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19033950700	Total Households in 3 mi Ring	3,671
CT Centroid Latitude	43.13639	Active Evangelical HHLDS	267
CT Centroid Longitude	-93.37038	Active Evangelical PERCENT	7.27%
City Location	Clear Lake	Unreached HHLDS	2,456
County Location	Cerro Gordo	Unreached Percent	66.91%
Sitescape Category code	2	Religious but NOT Evang HHLDS	516
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.06%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	421
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.47%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,519
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	41.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.35%	Low Education County	False
Mainstay Community	19.69%	Low Employment County	False
Working Community	29.42%	Persistent Poverty County	False
Country Community	21.44%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	2.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.08	Racial Diversity Index	9.43
Ancestry Diversity Index	43.46	Diversity Composite Index	13.97
Foreign Born Diversity Index	63.42	Population Density Index	18.88



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19017004200	Total Households in 3 mi Ring	3,779
CT Centroid Latitude	42.72161	Active Evangelical HHLDS	270
CT Centroid Longitude	-92.47988	Active Evangelical PERCENT	7.14%
City Location	Waverly	Unreached HHLDS	2,549
County Location	Bremer	Unreached Percent	67.45%
Sitescape Category code	2	Religious but NOT Evang HHLDS	505
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.35%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	471
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.47%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,573
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.63%

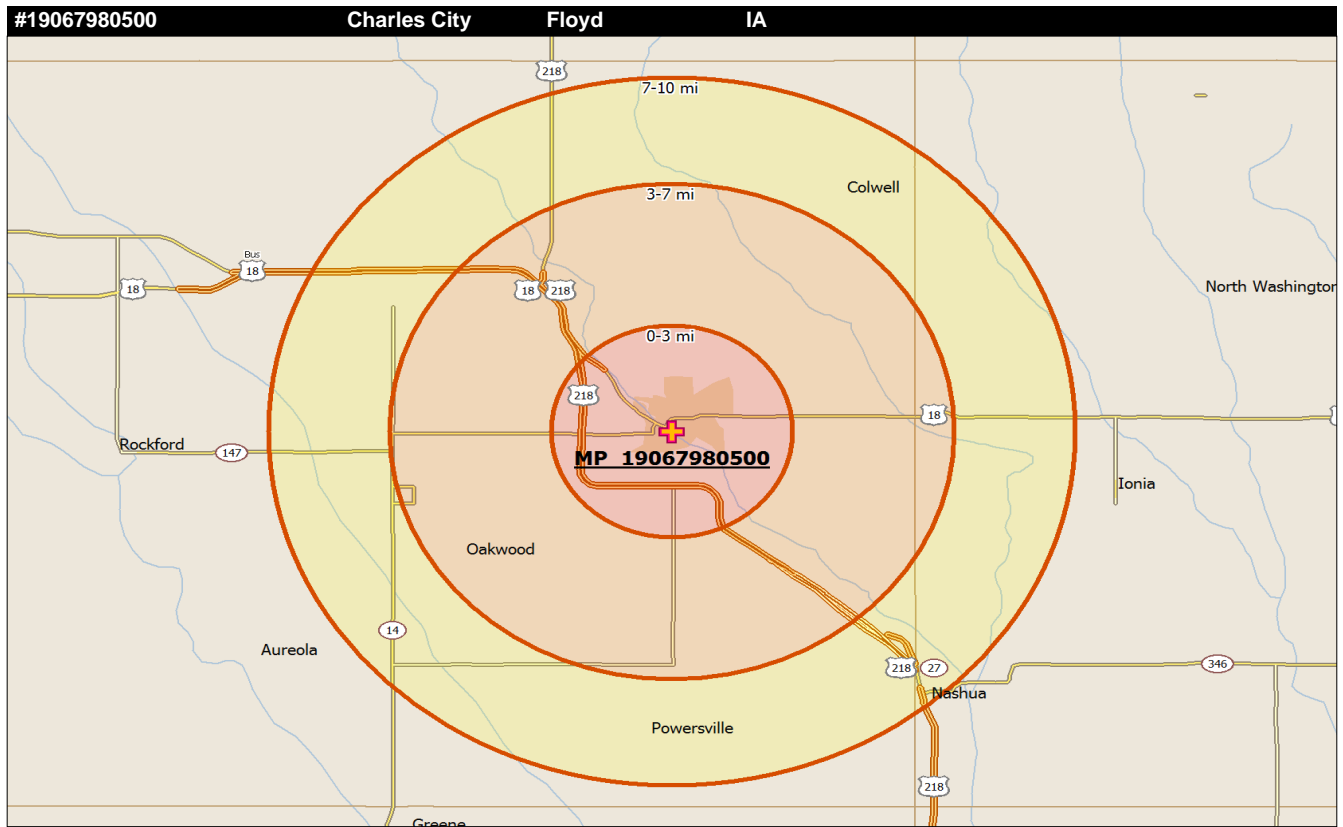
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	37.73%	Low Education County	False
Mainstay Community	24.19%	Low Employment County	False
Working Community	26.62%	Persistent Poverty County	False
Country Community	3.04%	Population Loss County	False
Aspiring Community	5.85%	Nonmetro Recreation County	False
Urban Community	2.54%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	20.71	Racial Diversity Index	7.12
Ancestry Diversity Index	24.76	Diversity Composite Index	3.30
Foreign Born Diversity Index	39.04	Population Density Index	21.34

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

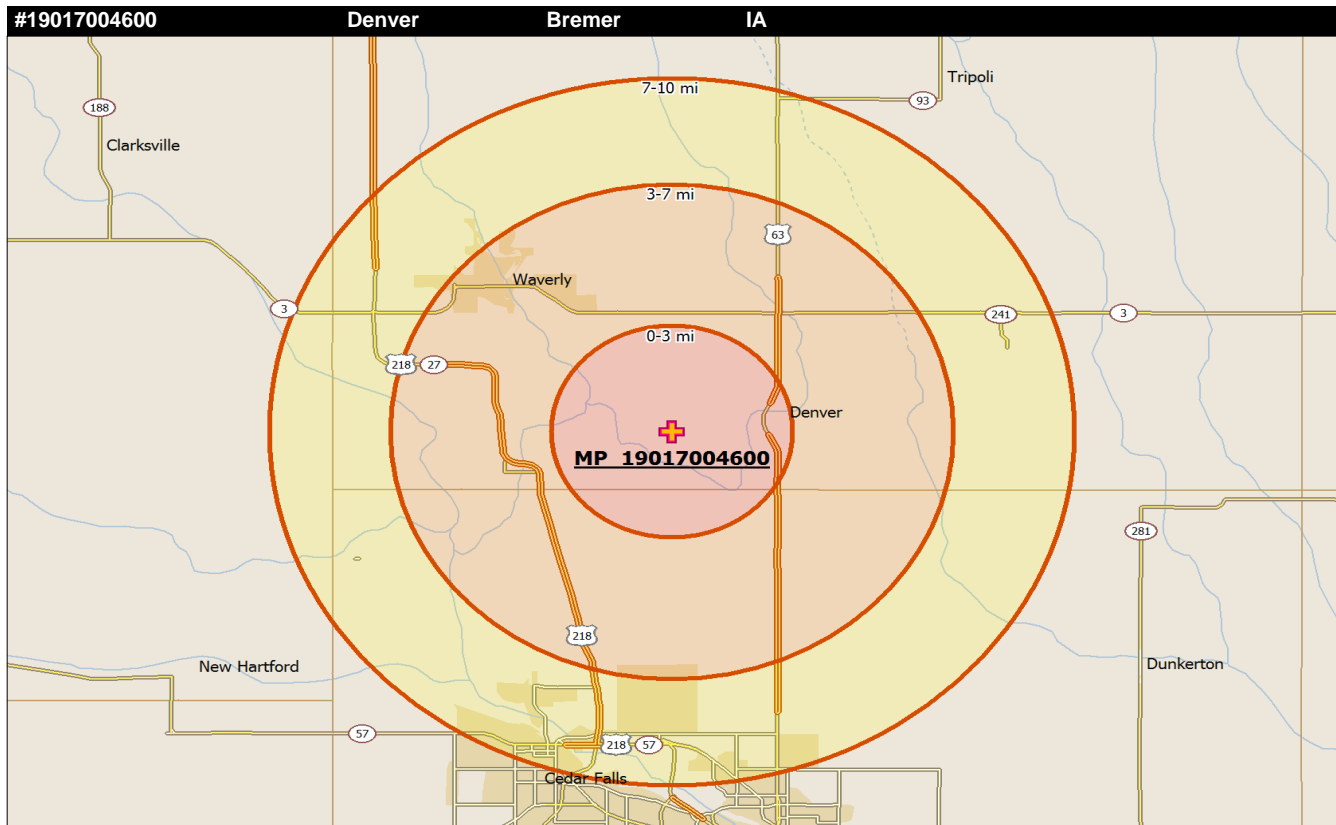
www.iicm.net



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19067980500	Total Households in 3 mi Ring	3,732
CT Centroid Latitude	43.06087	Active Evangelical HHLDS	163
CT Centroid Longitude	-92.67331	Active Evangelical PERCENT	4.35%
City Location	Charles City	Unreached HHLDS	2,437
County Location	Floyd	Unreached Percent	65.3%
Sitescape Category code	2	Religious but NOT Evang HHLDS	473
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.68%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	468
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.53%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,496
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.65%	Low Education County	False
Mainstay Community	11.79%	Low Employment County	False
Working Community	62.25%	Persistent Poverty County	False
Country Community	6.32%	Population Loss County	True
Aspiring Community	0.4%	Nonmetro Recreation County	False
Urban Community	6.62%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.31	Racial Diversity Index	9.83
Ancestry Diversity Index	32.59	Diversity Composite Index	3.71
Foreign Born Diversity Index	40.68	Population Density Index	20.90



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19017004600	Total Households in 3 mi Ring	1,320
CT Centroid Latitude	42.66615	Active Evangelical HHLDS	98
CT Centroid Longitude	-92.38893	Active Evangelical PERCENT	7.46%
City Location	Denver	Unreached HHLDS	870
County Location	Bremer	Unreached Percent	65.94%
Sitescape Category code	2	Religious but NOT Evang HHLDS	167
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.65%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	152
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.51%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	552
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.79%

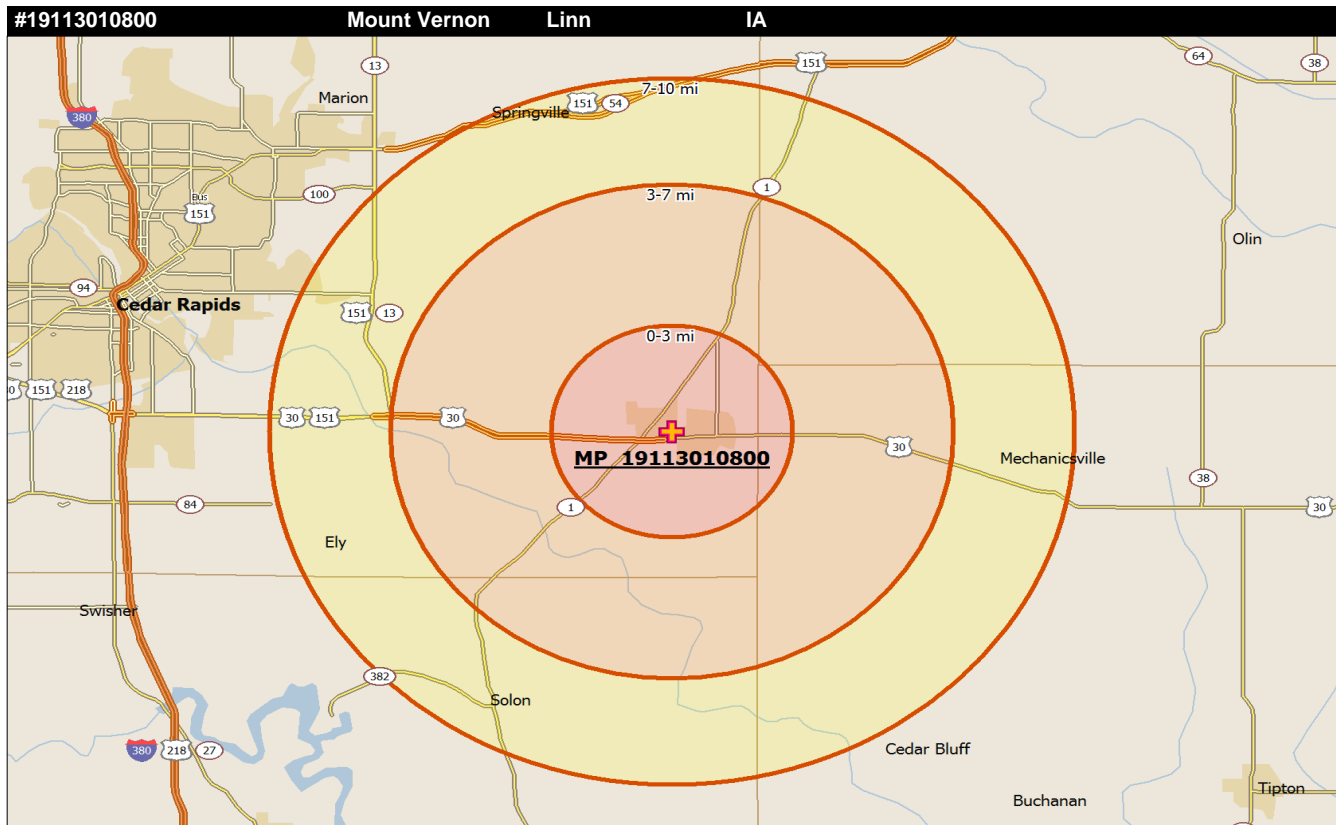
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	63.18%	Low Education County	False
Mainstay Community	30.53%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	5.98%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0.23%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	27.90	Racial Diversity Index	1.69
Ancestry Diversity Index	23.82	Diversity Composite Index	5.11
Foreign Born Diversity Index	16.68	Population Density Index	9.10

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

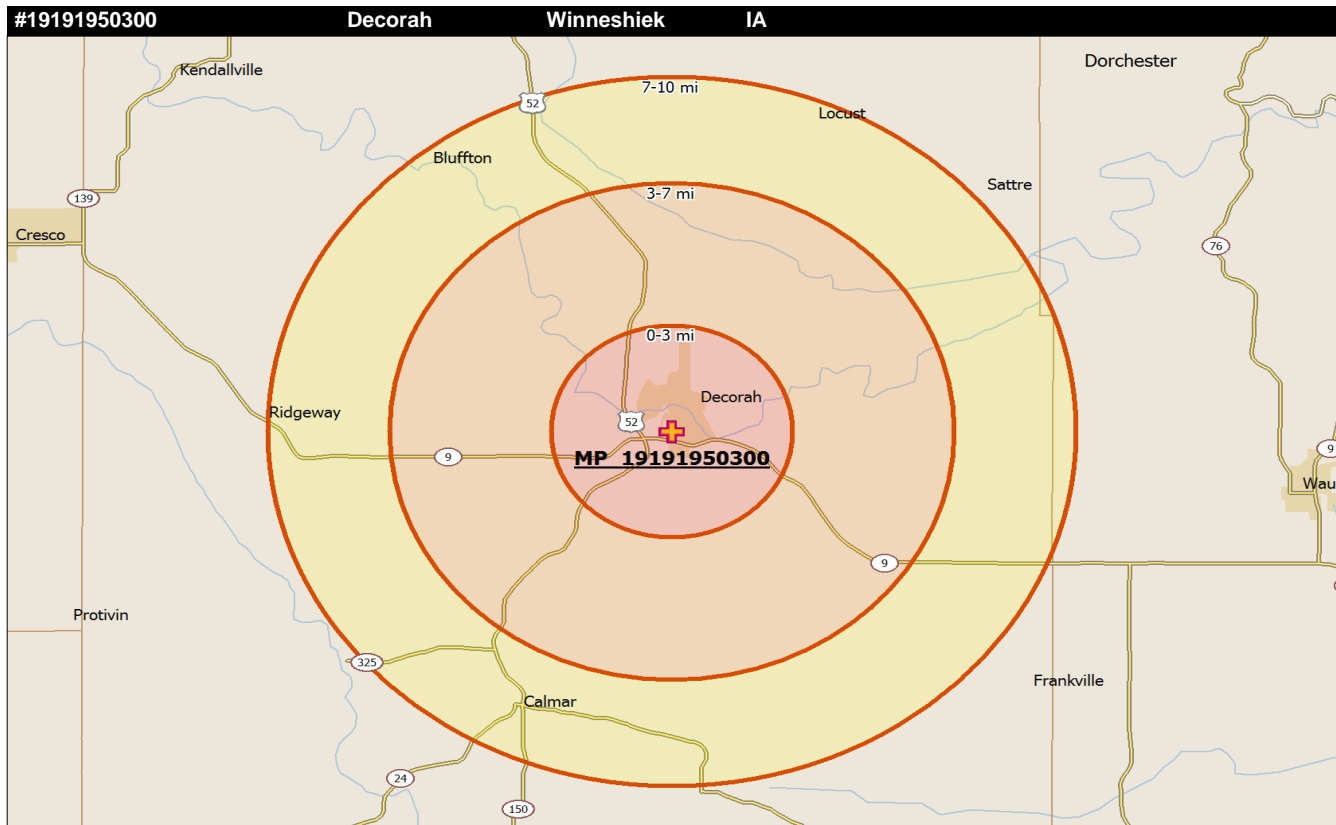
www.iicm.net



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19113010800	Total Households in 3 mi Ring	2,403
CT Centroid Latitude	41.91973	Active Evangelical HHLDS	199
CT Centroid Longitude	-91.40710	Active Evangelical PERCENT	8.26%
City Location	Mount Vernon	Unreached HHLDS	1,610
County Location	Linn	Unreached Percent	67.02%
Sitescape Category code	2	Religious but NOT Evang HHLDS	310
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.91%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	292
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.14%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,008
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	41.96%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.49%	Low Education County	False
Mainstay Community	30.55%	Low Employment County	False
Working Community	4.66%	Persistent Poverty County	False
Country Community	2.12%	Population Loss County	False
Aspiring Community	7.62%	Nonmetro Recreation County	False
Urban Community	11.53%	Retirement Destination County	False

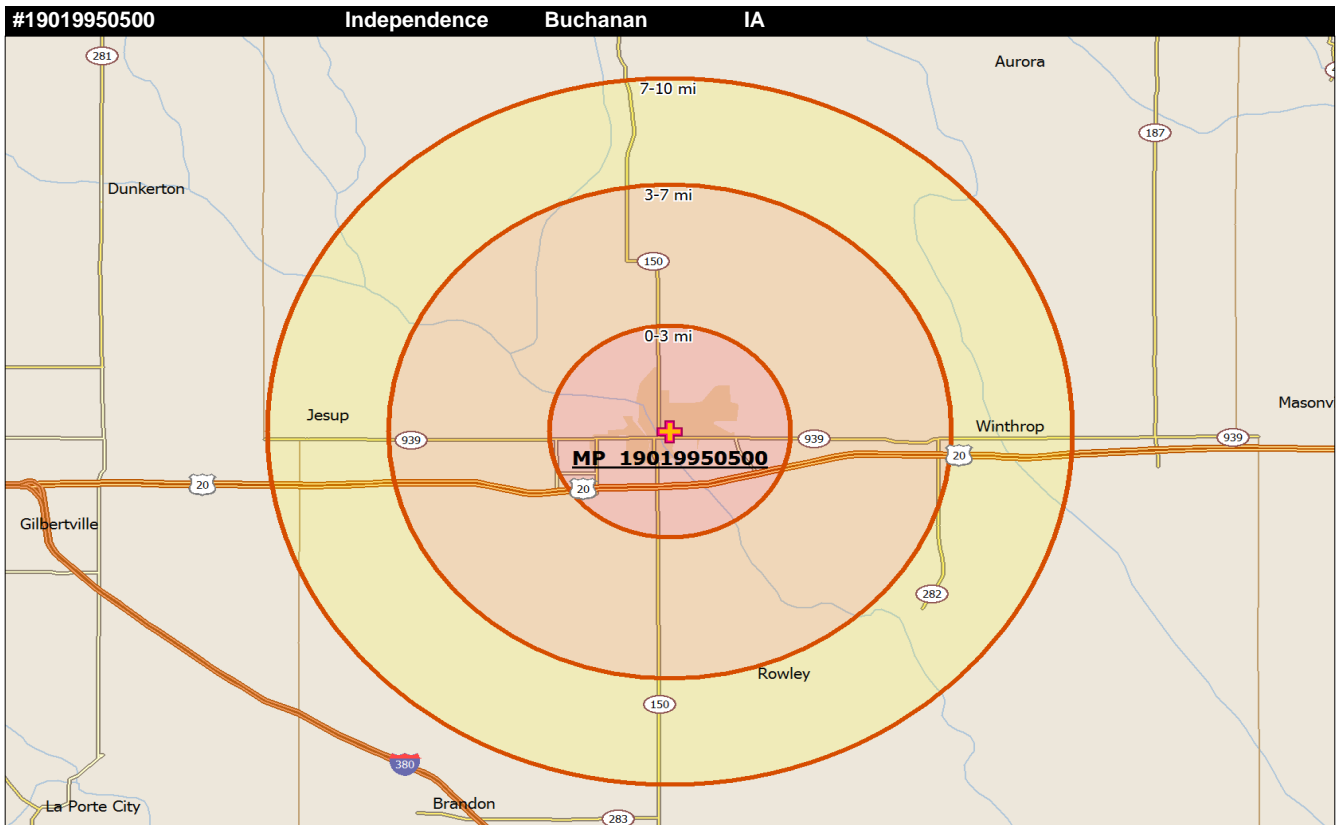
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.19	Racial Diversity Index	6.77
Ancestry Diversity Index	51.73	Diversity Composite Index	14.80
Foreign Born Diversity Index	64.61	Population Density Index	16.92



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19191950300	Total Households in 3 mi Ring	3,293
CT Centroid Latitude	43.29453	Active Evangelical HHLDS	71
CT Centroid Longitude	-91.79121	Active Evangelical PERCENT	2.16%
City Location	Decorah	Unreached HHLDS	2,159
County Location	Winneshiek	Unreached Percent	65.57%
Sitescape Category code	2	Religious but NOT Evang HHLDS	355
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.78%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	422
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.83%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,382
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	41.95%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.62%	Low Education County	False
Mainstay Community	14.94%	Low Employment County	False
Working Community	41.88%	Persistent Poverty County	False
Country Community	10.87%	Population Loss County	False
Aspiring Community	10.57%	Nonmetro Recreation County	False
Urban Community	1.06%	Retirement Destination County	False

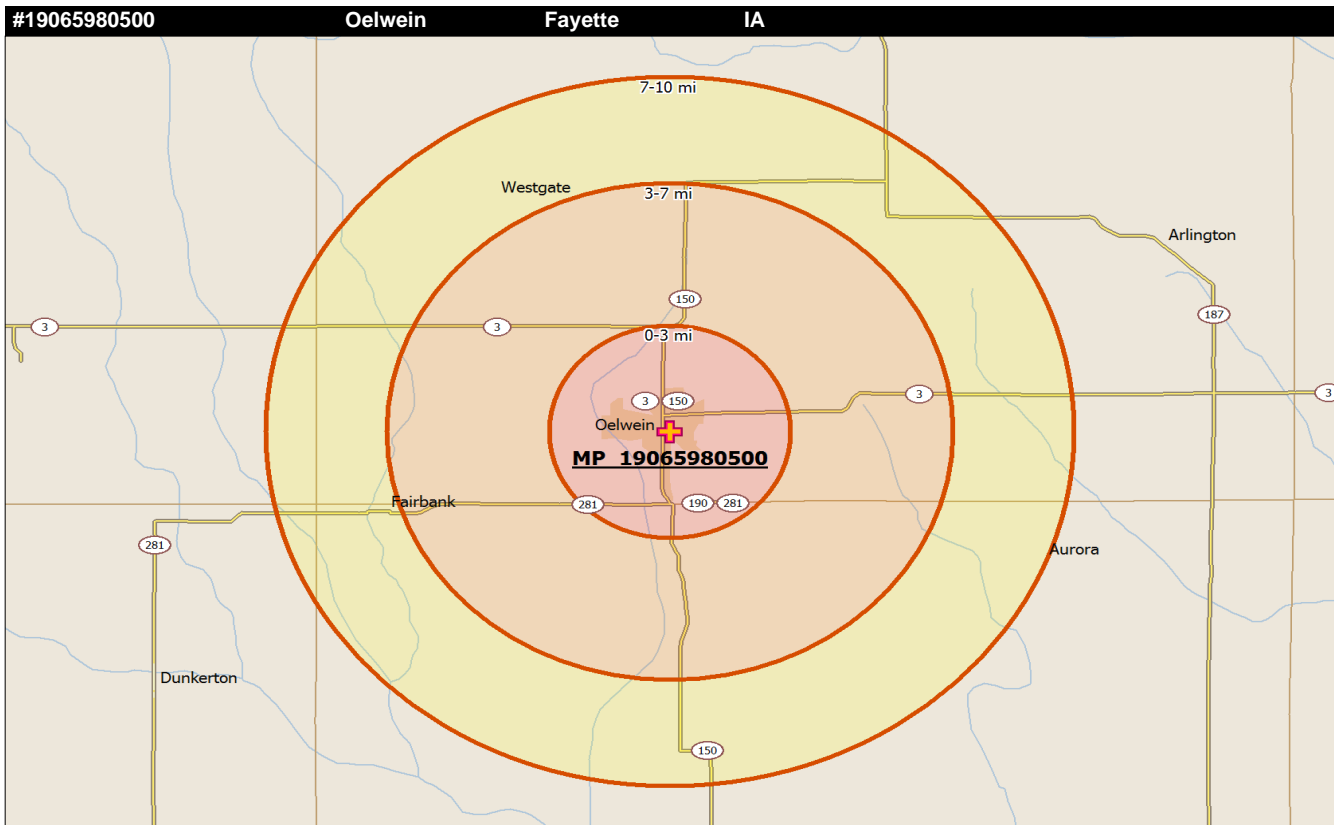
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.27	Racial Diversity Index	11.12
Ancestry Diversity Index	43.92	Diversity Composite Index	14.64
Foreign Born Diversity Index	92.47	Population Density Index	21.16



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19019950500	Total Households in 3 mi Ring	2,844
CT Centroid Latitude	42.47129	Active Evangelical HHLDS	155
CT Centroid Longitude	-91.88392	Active Evangelical PERCENT	5.44%
City Location	Independence	Unreached HHLDS	1,856
County Location	Buchanan	Unreached Percent	65.27%
Sitescape Category code	2	Religious but NOT Evang HHLDS	369
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.97%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	347
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.2%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,140
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.38%	Low Education County	False
Mainstay Community	19.73%	Low Employment County	False
Working Community	50.84%	Persistent Poverty County	False
Country Community	10.09%	Population Loss County	False
Aspiring Community	1.58%	Nonmetro Recreation County	False
Urban Community	3.34%	Retirement Destination County	False

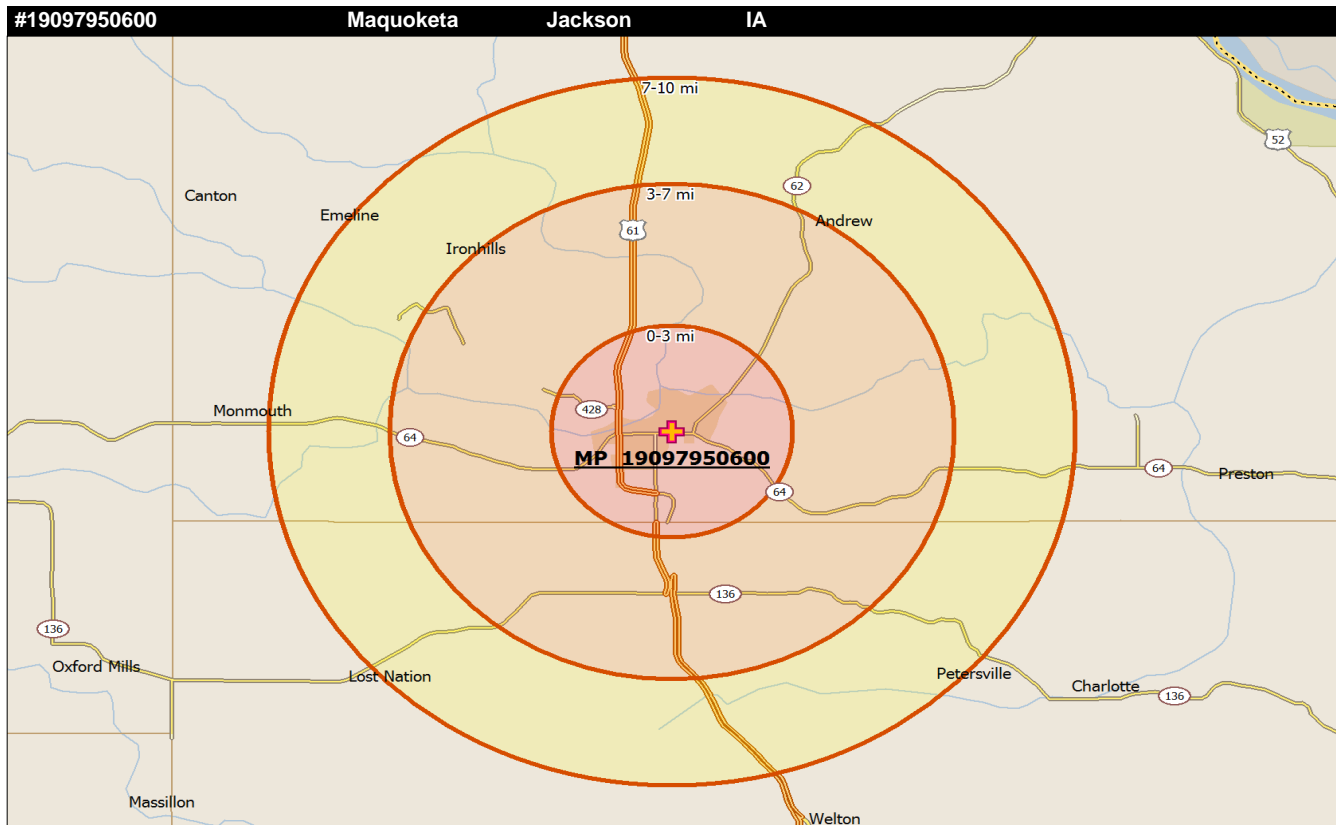
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.95	Racial Diversity Index	3.96
Ancestry Diversity Index	35.88	Diversity Composite Index	8.88
Foreign Born Diversity Index	56.29	Population Density Index	17.53



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19065980500	Total Households in 3 mi Ring	3,076
CT Centroid Latitude	42.67174	Active Evangelical HHLDS	202
CT Centroid Longitude	-91.90990	Active Evangelical PERCENT	6.56%
City Location	Oelwein	Unreached HHLDS	2,005
County Location	Fayette	Unreached Percent	65.17%
Sitescape Category code	2	Religious but NOT Evang HHLDS	388
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	411
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.36%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,206
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.21%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.19%	Low Education County	False
Mainstay Community	7.41%	Low Employment County	False
Working Community	77.76%	Persistent Poverty County	False
Country Community	5.88%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	5.79%	Retirement Destination County	False

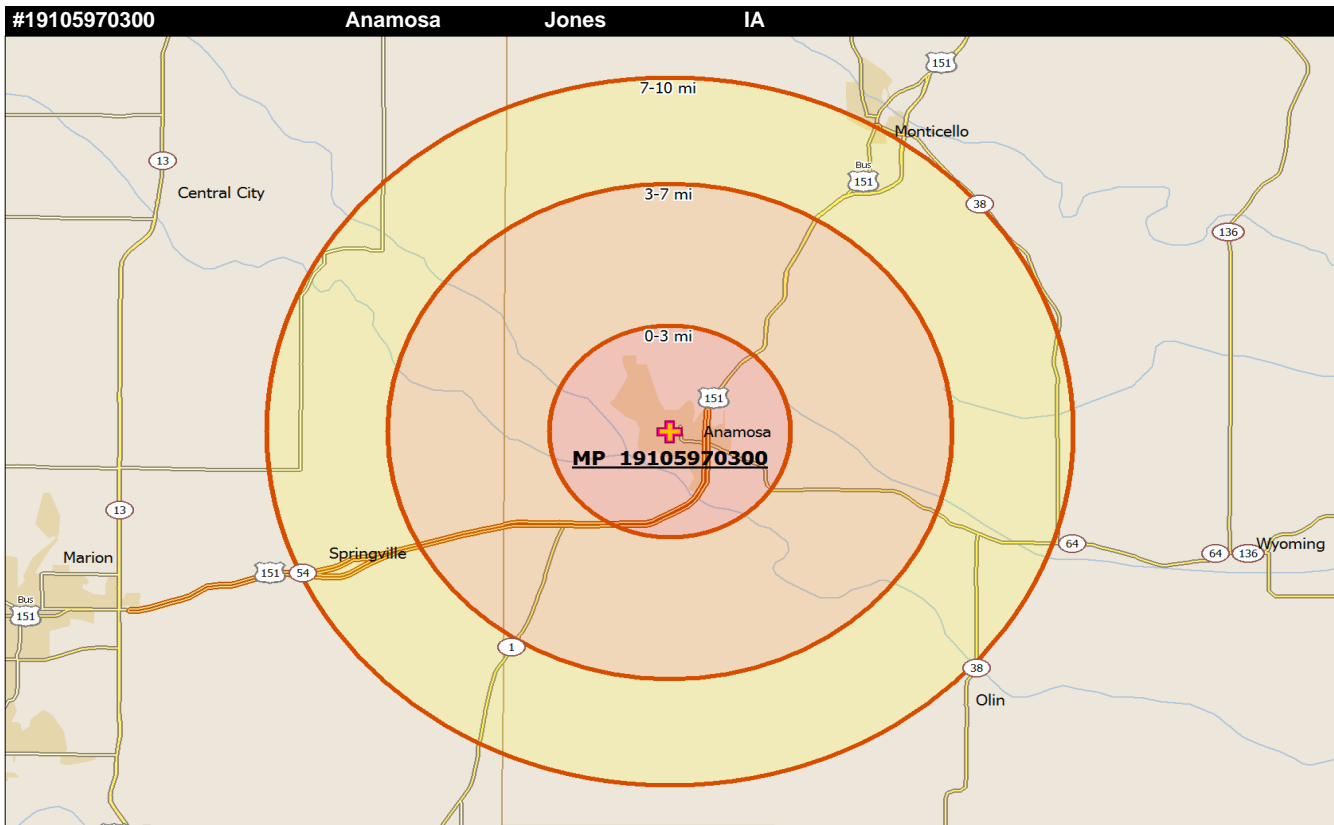
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.13	Racial Diversity Index	8.80
Ancestry Diversity Index	32.64	Diversity Composite Index	6.59
Foreign Born Diversity Index	29.16	Population Density Index	17.59



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19097950600	Total Households in 3 mi Ring	3,157
CT Centroid Latitude	42.06999	Active Evangelical HHLDS	0
CT Centroid Longitude	-90.65742	Active Evangelical PERCENT	0.00%
City Location	Maquoketa	Unreached HHLDS	2,101
County Location	Jackson	Unreached Percent	66.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	421
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.34%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	383
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.15%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,296
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	41.06%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.94%	Low Education County	False
Mainstay Community	12.07%	Low Employment County	False
Working Community	64.4%	Persistent Poverty County	False
Country Community	5.61%	Population Loss County	False
Aspiring Community	1.39%	Nonmetro Recreation County	False
Urban Community	4.53%	Retirement Destination County	False

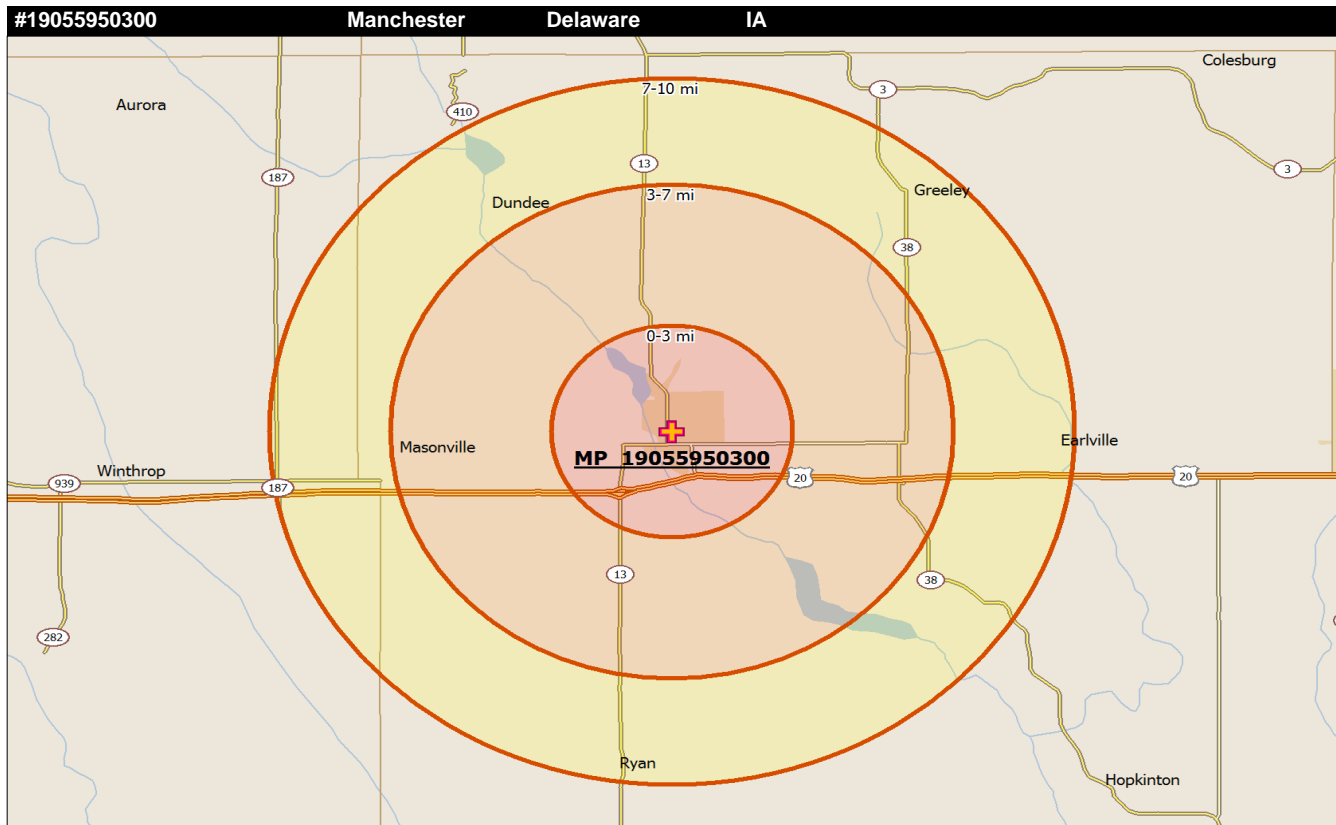
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.23	Racial Diversity Index	3.79
Ancestry Diversity Index	27.89	Diversity Composite Index	1.67
Foreign Born Diversity Index	20.23	Population Density Index	17.28



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19105970300	Total Households in 3 mi Ring	2,193
CT Centroid Latitude	42.10879	Active Evangelical HHLDS	91
CT Centroid Longitude	-91.28457	Active Evangelical PERCENT	4.13%
City Location	Anamosa	Unreached HHLDS	1,469
County Location	Jones	Unreached Percent	66.98%
Sitescape Category code	2	Religious but NOT Evang HHLDS	313
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	264
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.02%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	892
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.07%	Low Education County	False
Mainstay Community	23.12%	Low Employment County	False
Working Community	40.13%	Persistent Poverty County	False
Country Community	8.03%	Population Loss County	False
Aspiring Community	13.63%	Nonmetro Recreation County	False
Urban Community	7.93%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.09	Racial Diversity Index	19.46
Ancestry Diversity Index	39.17	Diversity Composite Index	5.28
Foreign Born Diversity Index	23.70	Population Density Index	19.04



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19055950300	Total Households in 3 mi Ring	2,550
CT Centroid Latitude	42.48926	Active Evangelical HHLDS	83
CT Centroid Longitude	-91.45560	Active Evangelical PERCENT	3.25%
City Location	Manchester	Unreached HHLDS	1,669
County Location	Delaware	Unreached Percent	65.47%
Sitescape Category code	2	Religious but NOT Evang HHLDS	346
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.58%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	273
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.7%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,051
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.2%

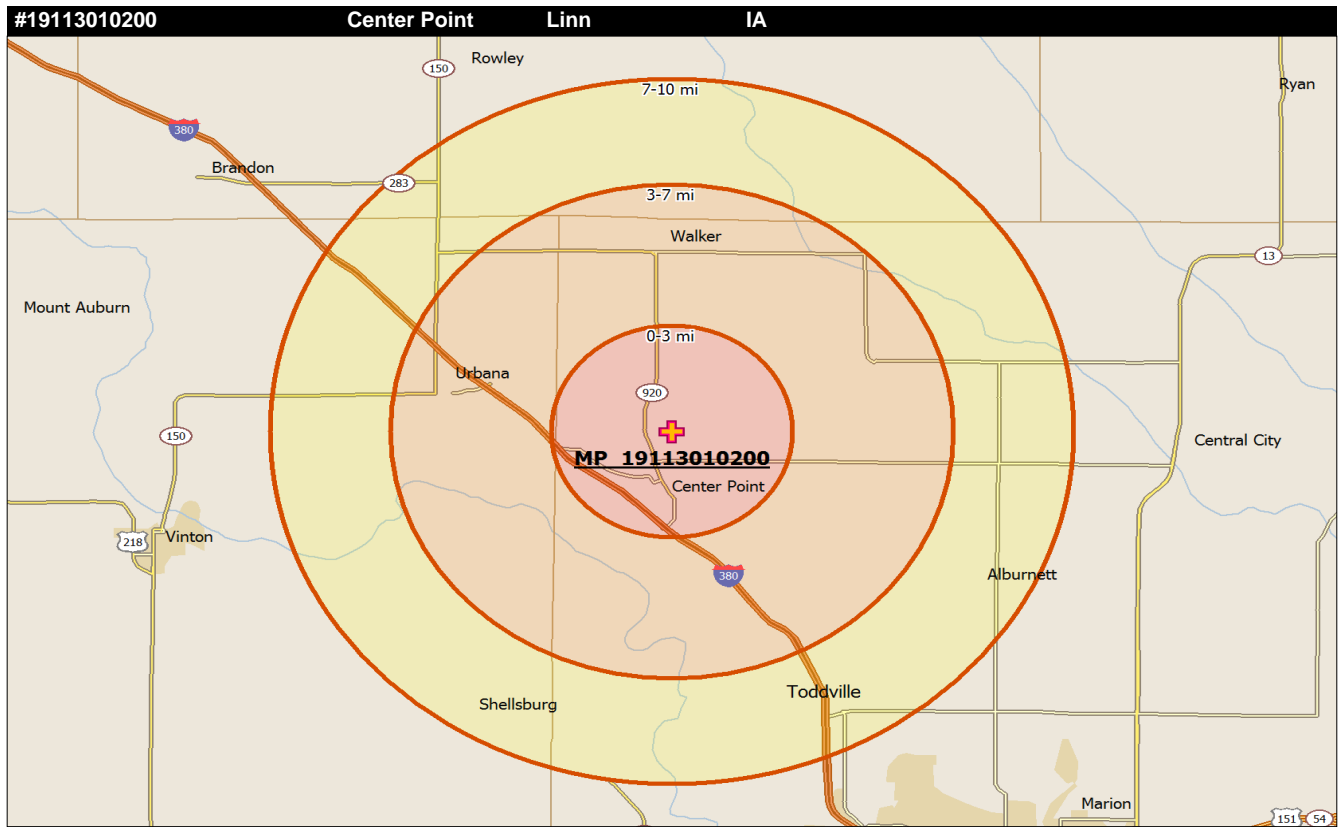
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.78%	Low Education County	False
Mainstay Community	6.63%	Low Employment County	False
Working Community	66.78%	Persistent Poverty County	False
Country Community	11.22%	Population Loss County	False
Aspiring Community	0.39%	Nonmetro Recreation County	False
Urban Community	6.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.66	Racial Diversity Index	3.12
Ancestry Diversity Index	22.29	Diversity Composite Index	1.32
Foreign Born Diversity Index	21.02	Population Density Index	16.56

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19113010200	Total Households in 3 mi Ring	1,136
CT Centroid Latitude	42.20996	Active Evangelical HHLDS	98
CT Centroid Longitude	-91.77604	Active Evangelical PERCENT	8.66%
City Location	Center Point	Unreached HHLDS	743
County Location	Linn	Unreached Percent	65.38%
Sitescape Category code	2	Religious but NOT Evang HHLDS	131
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.53%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	149
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.1%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	463
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.75%

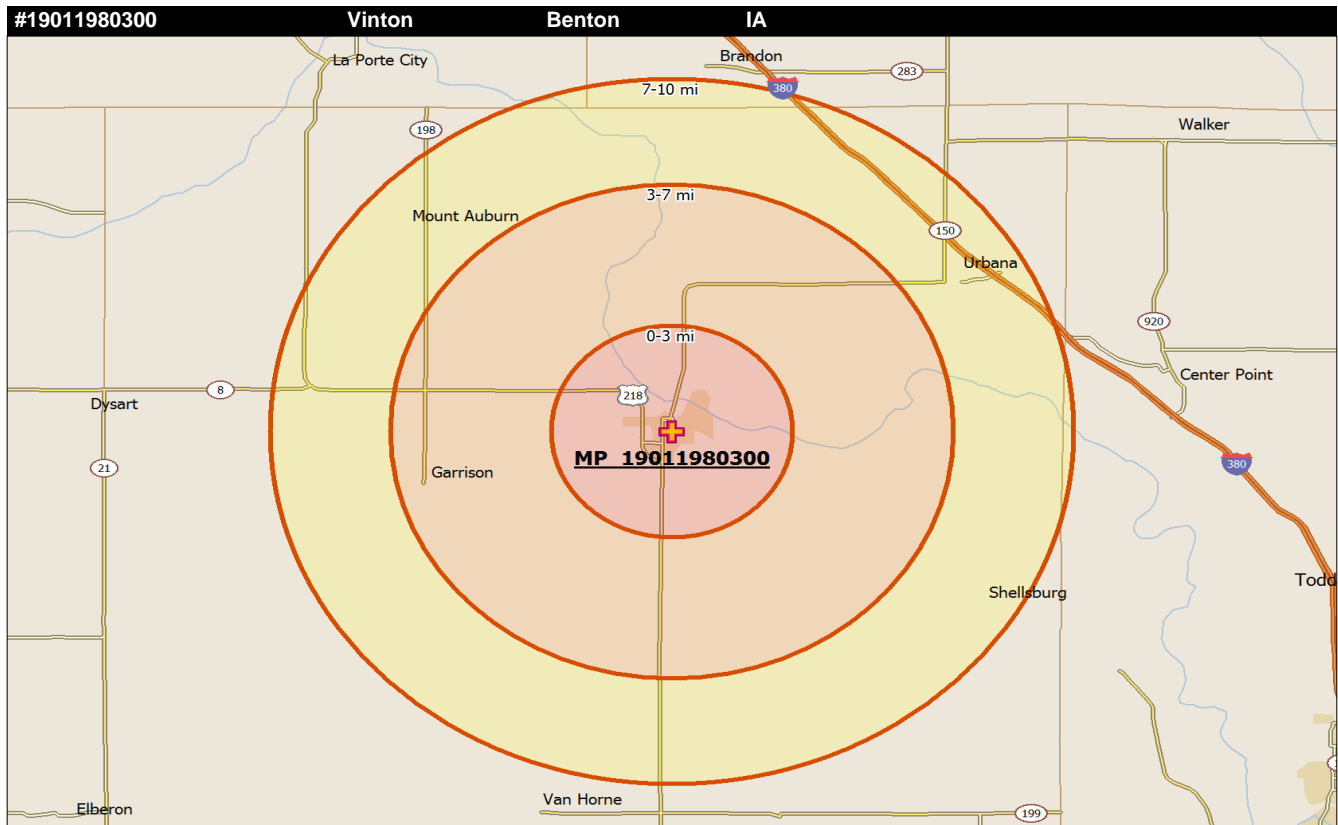
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.2%	Low Education County	False
Mainstay Community	65.76%	Low Employment County	False
Working Community	14.17%	Persistent Poverty County	False
Country Community	3.96%	Population Loss County	False
Aspiring Community	2.82%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.06	Racial Diversity Index	4.26
Ancestry Diversity Index	36.72	Diversity Composite Index	6.05
Foreign Born Diversity Index	29.08	Population Density Index	9.72

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

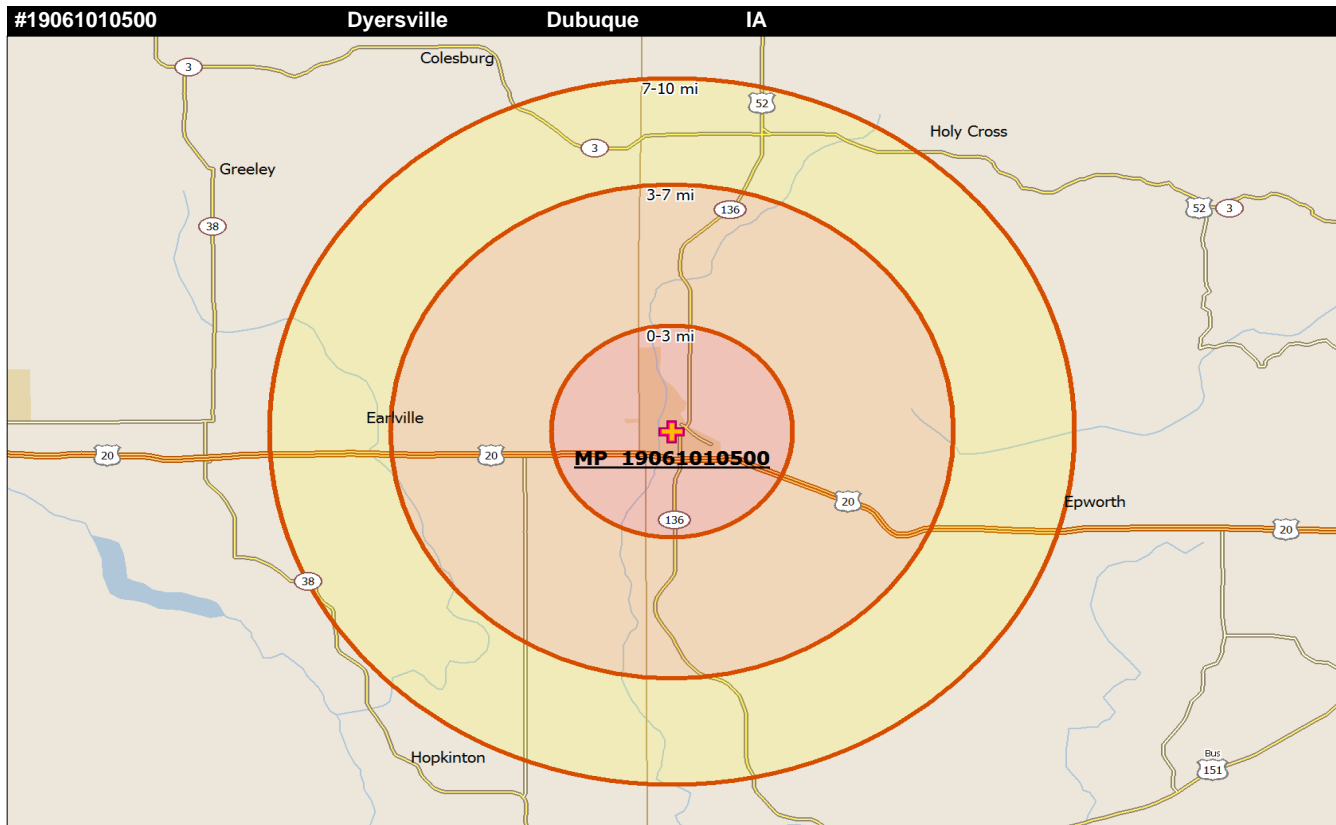
www.icm.net



21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19011980300	Total Households in 3 mi Ring	2,255
CT Centroid Latitude	42.16413	Active Evangelical HHLDS	194
CT Centroid Longitude	-92.02324	Active Evangelical PERCENT	8.58%
City Location	Vinton	Unreached HHLDS	1,483
County Location	Benton	Unreached Percent	65.77%
Sitescape Category code	2	Religious but NOT Evang HHLDS	311
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.8%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	253
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.24%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	919
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.73%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.44%	Low Education County	False
Mainstay Community	7.89%	Low Employment County	False
Working Community	66.87%	Persistent Poverty County	False
Country Community	6.43%	Population Loss County	False
Aspiring Community	0.27%	Nonmetro Recreation County	False
Urban Community	7.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.97	Racial Diversity Index	2.79
Ancestry Diversity Index	43.00	Diversity Composite Index	3.56
Foreign Born Diversity Index	45.80	Population Density Index	15.36



22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19061010500	Total Households in 3 mi Ring	1,958
CT Centroid Latitude	42.48040	Active Evangelical HHLDS	44
CT Centroid Longitude	-91.11816	Active Evangelical PERCENT	2.24%
City Location	Dyersville	Unreached HHLDS	1,260
County Location	Dubuque	Unreached Percent	64.35%
Sitescape Category code	2	Religious but NOT Evang HHLDS	243
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.41%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	218
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.13%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	799
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.81%

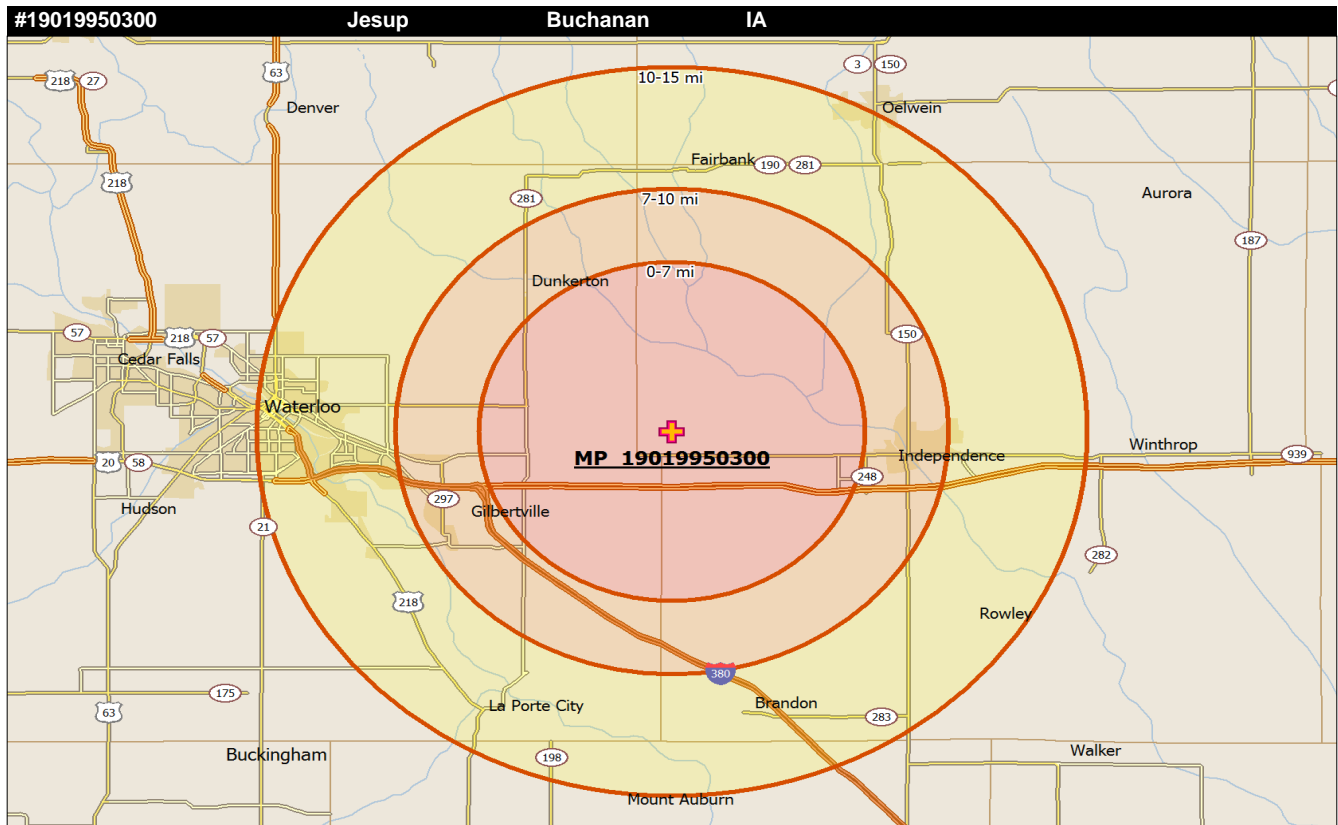
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.82%	Low Education County	False
Mainstay Community	18.85%	Low Employment County	False
Working Community	48.16%	Persistent Poverty County	False
Country Community	14.91%	Population Loss County	False
Aspiring Community	0.15%	Nonmetro Recreation County	False
Urban Community	0.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.10	Racial Diversity Index	3.34
Ancestry Diversity Index	6.92	Diversity Composite Index	0.43
Foreign Born Diversity Index	0.00	Population Density Index	13.26

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19019950300	Total Households in 3 mi Ring	1,108
CT Centroid Latitude	42.48242	Active Evangelical HHLDS	63
CT Centroid Longitude	-92.05690	Active Evangelical PERCENT	5.65%
City Location	Jesup	Unreached HHLDS	707
County Location	Buchanan	Unreached Percent	63.8%
Sitescape Category code	1	Religious but NOT Evang HHLDS	108
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	9.79%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	129
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.63%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	470
Population Pattern	2500-10000-50000	NOT Evangelical NOT Interested PERCENT	42.38%

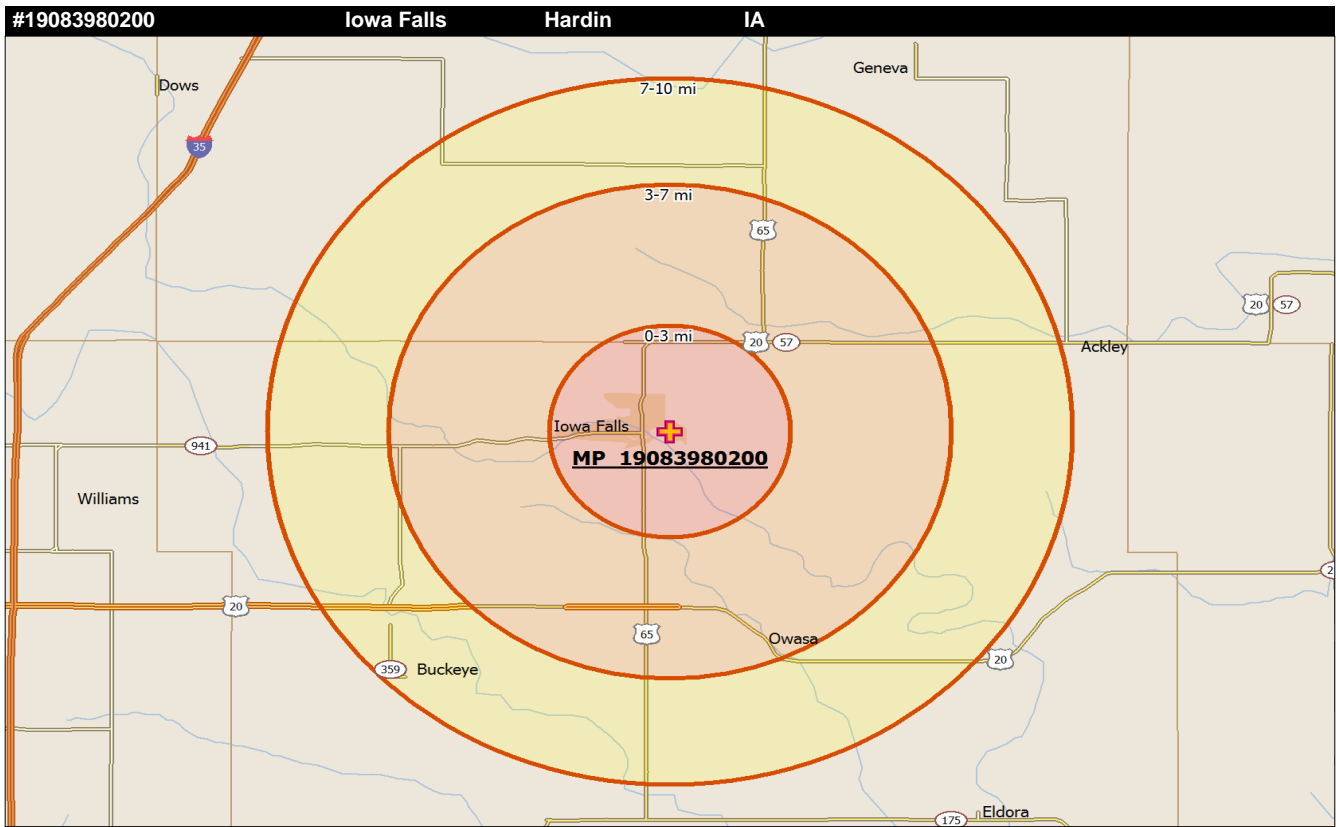
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.71%	Low Education County	False
Mainstay Community	39.89%	Low Employment County	False
Working Community	23.29%	Persistent Poverty County	False
Country Community	31.05%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	2.89%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.29	Racial Diversity Index	1.35
Ancestry Diversity Index	28.40	Diversity Composite Index	1.50
Foreign Born Diversity Index	13.70	Population Density Index	6.55

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

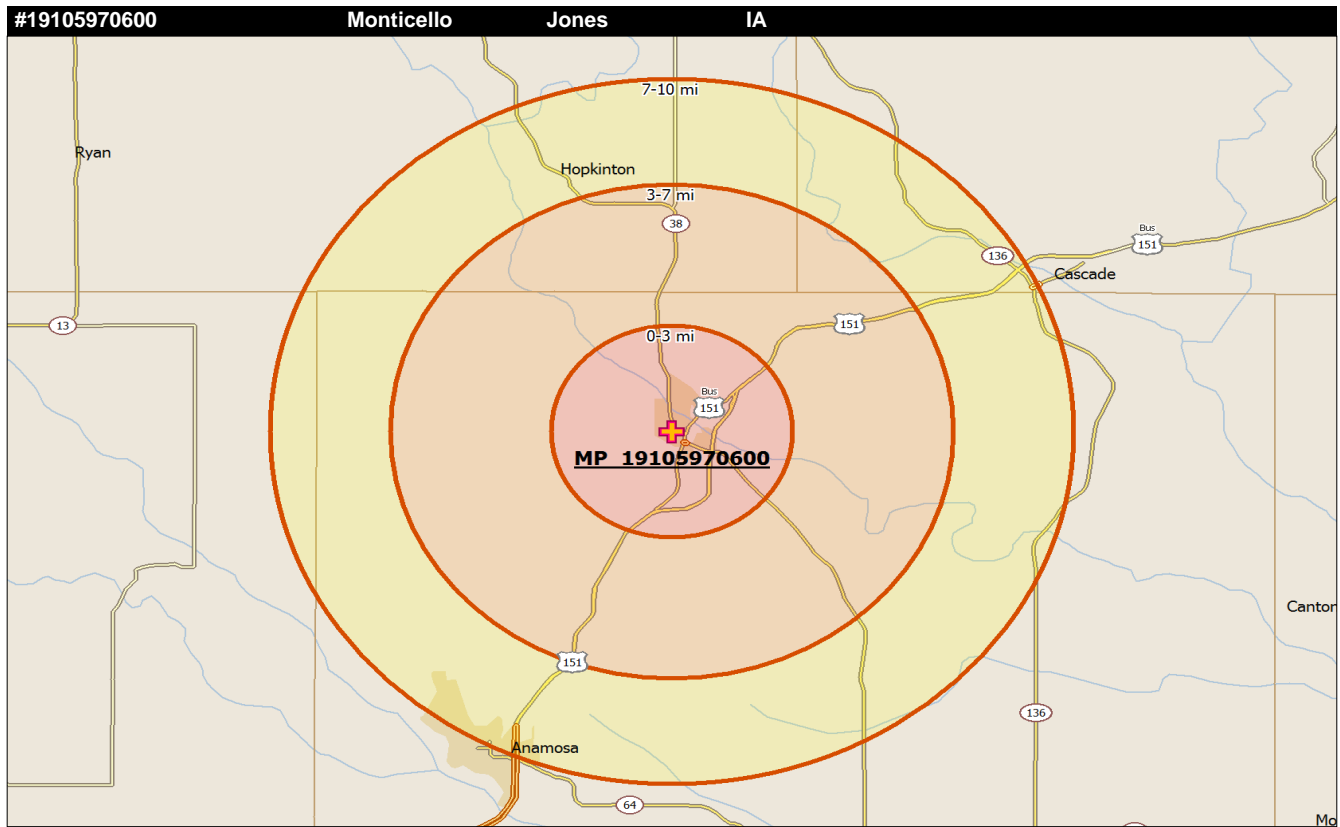
www.iicm.net



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19083980200	Total Households in 3 mi Ring	2,593
CT Centroid Latitude	42.52025	Active Evangelical HHLDS	330
CT Centroid Longitude	-93.24948	Active Evangelical PERCENT	12.74%
City Location	Iowa Falls	Unreached HHLDS	1,716
County Location	Hardin	Unreached Percent	66.17%
Sitescape Category code	2	Religious but NOT Evang HHLDS	363
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.98%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	319
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.3%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,035
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	39.9%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.07%	Low Education County	False
Mainstay Community	15.19%	Low Employment County	False
Working Community	59.35%	Persistent Poverty County	False
Country Community	6.9%	Population Loss County	True
Aspiring Community	0.77%	Nonmetro Recreation County	False
Urban Community	4.74%	Retirement Destination County	False

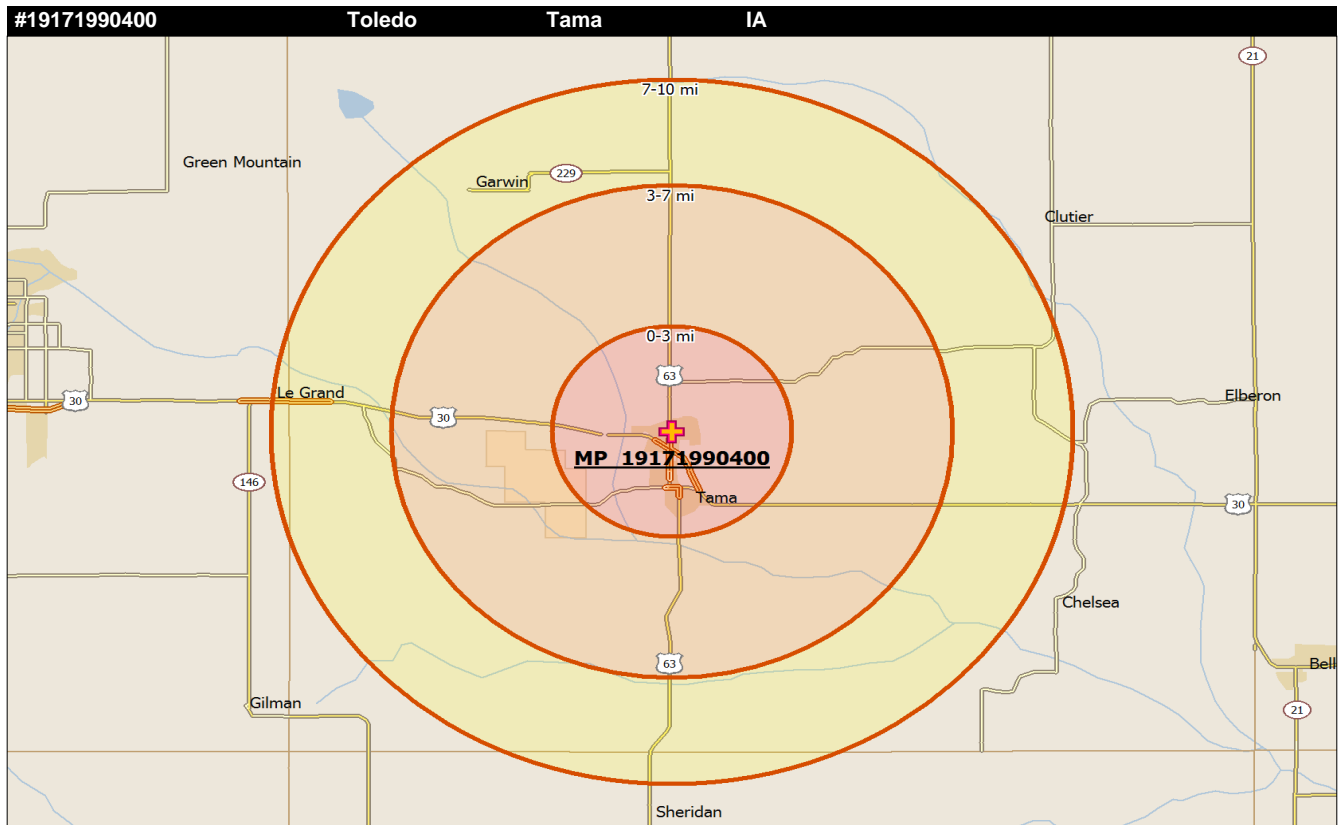
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.63	Racial Diversity Index	6.85
Ancestry Diversity Index	33.26	Diversity Composite Index	2.62
Foreign Born Diversity Index	43.65	Population Density Index	16.44



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19105970600	Total Households in 3 mi Ring	1,926
CT Centroid Latitude	42.23854	Active Evangelical HHLDS	84
CT Centroid Longitude	-91.19095	Active Evangelical PERCENT	4.34%
City Location	Monticello	Unreached HHLDS	1,260
County Location	Jones	Unreached Percent	65.4%
Sitescape Category code	2	Religious but NOT Evang HHLDS	251
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.01%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	232
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.06%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	777
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.33%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.49%	Low Education County	False
Mainstay Community	15.37%	Low Employment County	False
Working Community	58.36%	Persistent Poverty County	False
Country Community	8.26%	Population Loss County	False
Aspiring Community	0.16%	Nonmetro Recreation County	False
Urban Community	3.37%	Retirement Destination County	False

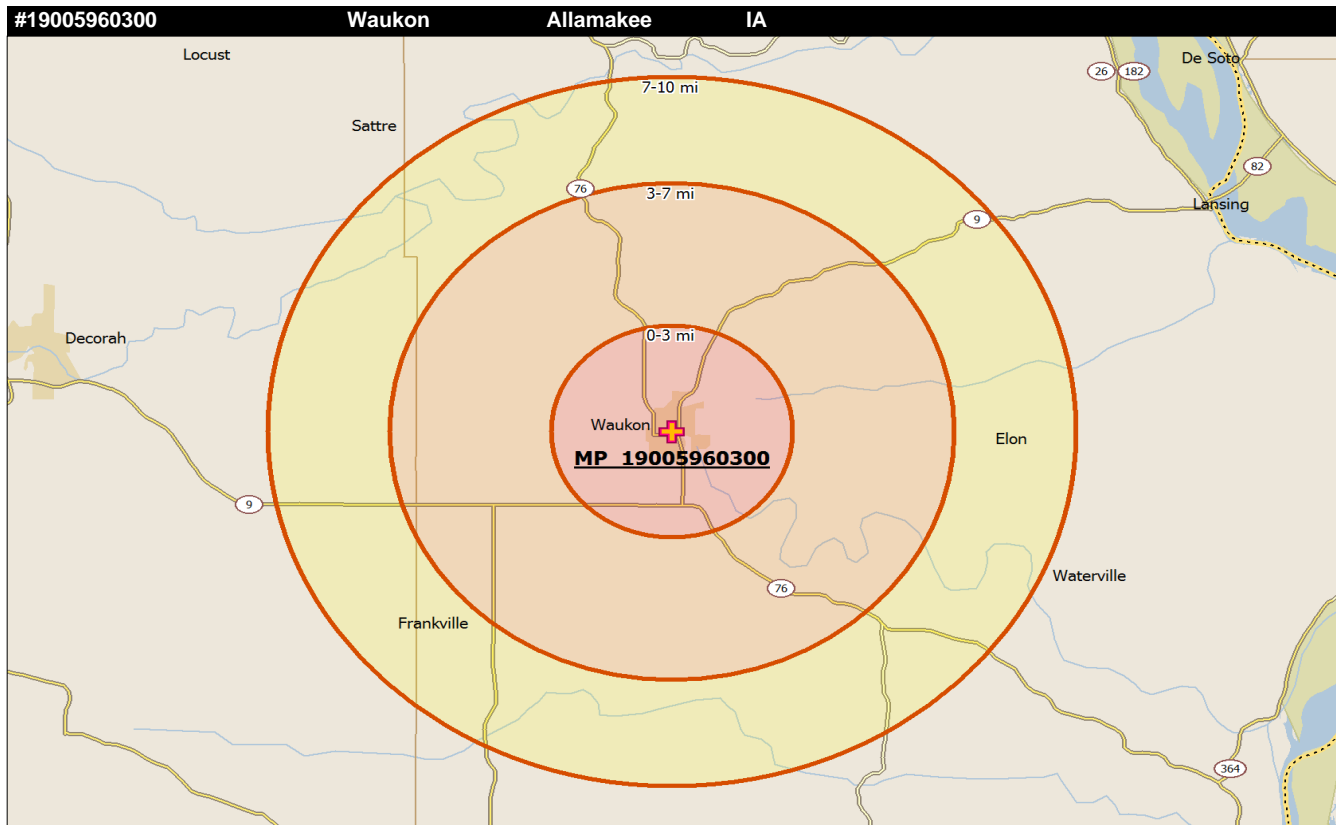
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.39	Racial Diversity Index	3.99
Ancestry Diversity Index	19.98	Diversity Composite Index	0.83
Foreign Born Diversity Index	13.43	Population Density Index	12.80



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19171990400	Total Households in 3 mi Ring	2,258
CT Centroid Latitude	41.99408	Active Evangelical HHLDS	49
CT Centroid Longitude	-92.58040	Active Evangelical PERCENT	2.19%
City Location	Toledo	Unreached HHLDS	1,468
County Location	Tama	Unreached Percent	65.02%
Sitescape Category code	2	Religious but NOT Evang HHLDS	284
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.57%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	273
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.11%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	911
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.35%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.84%	Low Education County	False
Mainstay Community	21.7%	Low Employment County	False
Working Community	64.75%	Persistent Poverty County	False
Country Community	8.28%	Population Loss County	False
Aspiring Community	0.27%	Nonmetro Recreation County	True
Urban Community	4.12%	Retirement Destination County	False

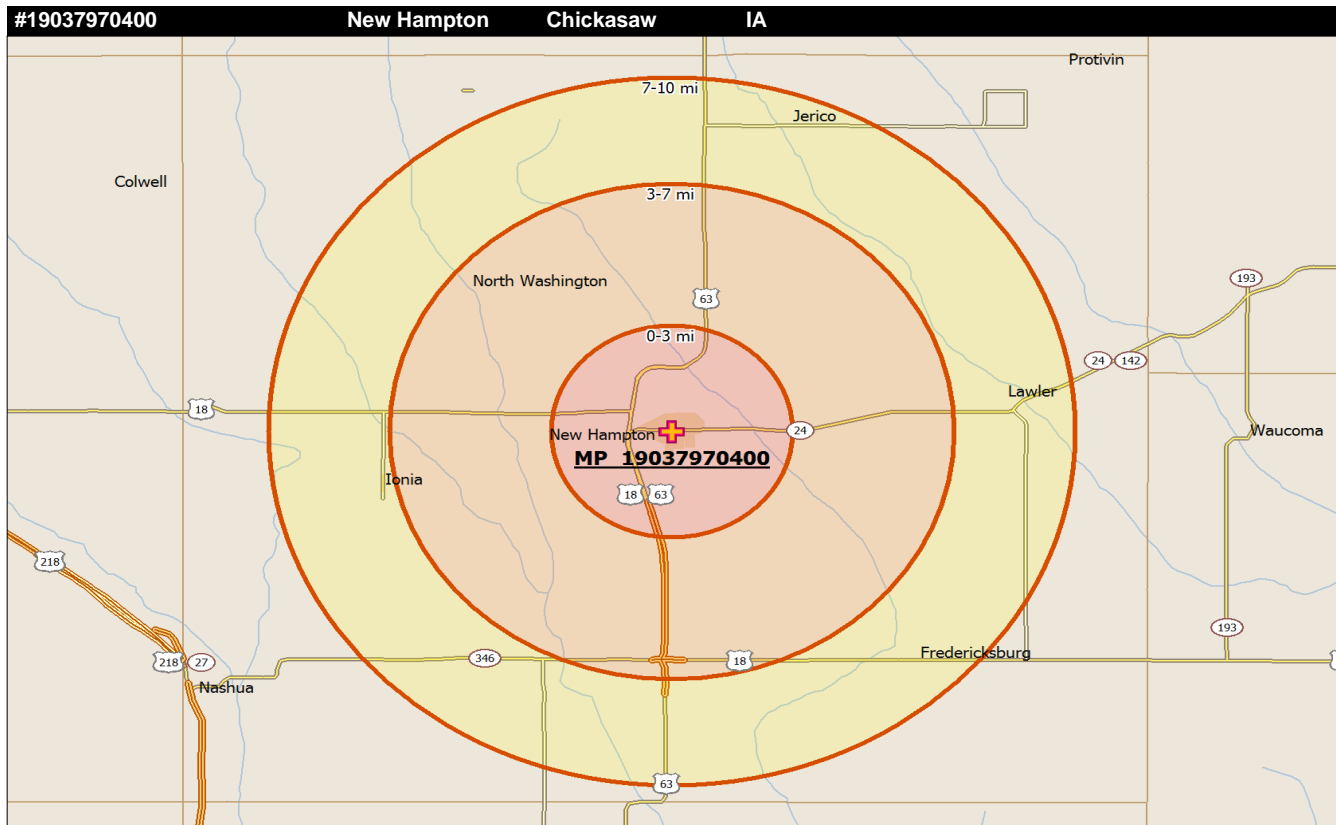
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.78	Racial Diversity Index	40.82
Ancestry Diversity Index	59.01	Diversity Composite Index	24.72
Foreign Born Diversity Index	12.77	Population Density Index	16.81



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19005960300	Total Households in 3 mi Ring	2,138
CT Centroid Latitude	43.27064	Active Evangelical HHLDS	71
CT Centroid Longitude	-91.47897	Active Evangelical PERCENT	3.33%
City Location	Waukon	Unreached HHLDS	1,381
County Location	Allamakee	Unreached Percent	64.58%
Sitescape Category code	2	Religious but NOT Evang HHLDS	271
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.68%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	252
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.79%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	857
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.11%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.74%	Low Education County	False
Mainstay Community	5.8%	Low Employment County	False
Working Community	74.32%	Persistent Poverty County	False
Country Community	7.81%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	8.28%	Retirement Destination County	False

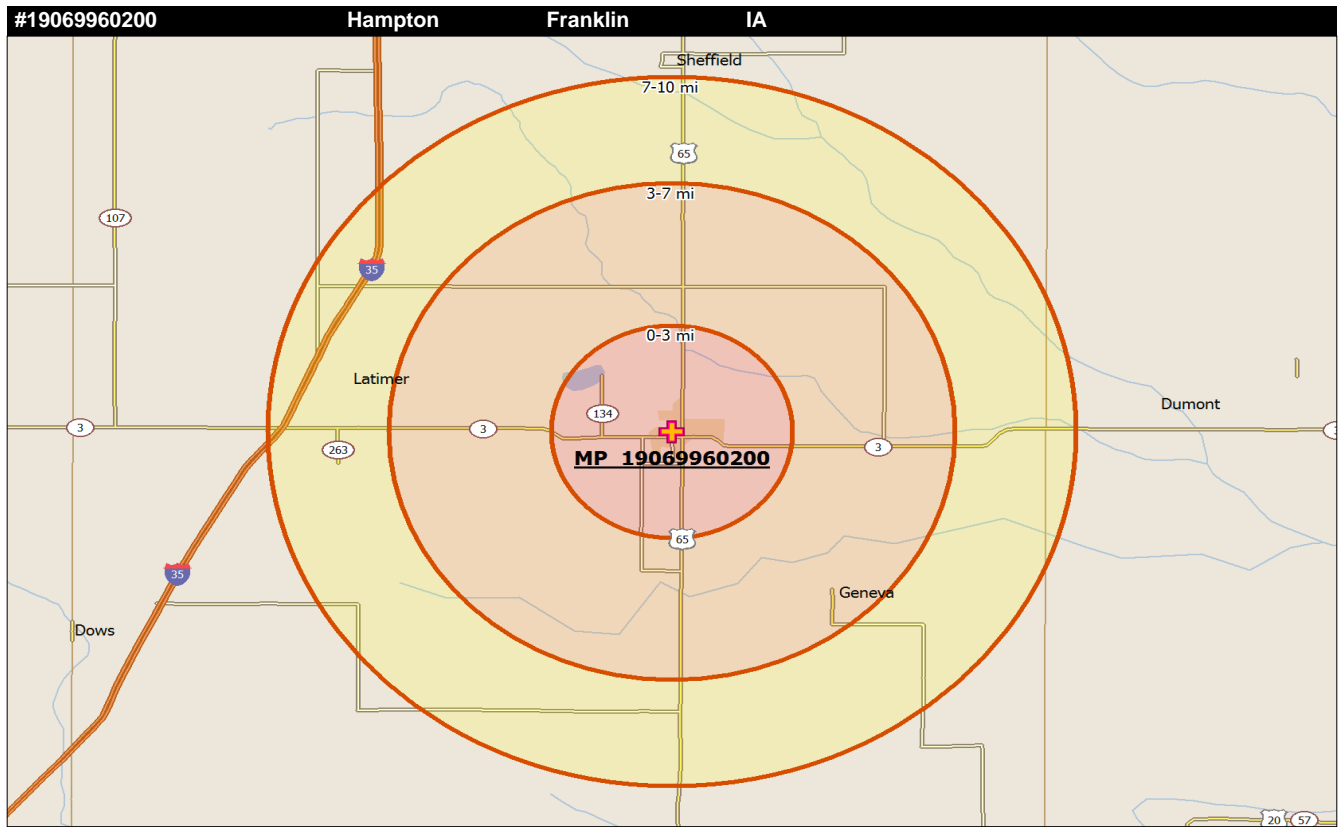
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.00	Racial Diversity Index	4.83
Ancestry Diversity Index	35.85	Diversity Composite Index	3.98
Foreign Born Diversity Index	21.54	Population Density Index	15.23



28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19037970400	Total Households in 3 mi Ring	1,826
CT Centroid Latitude	43.05879	Active Evangelical HHLDS	78
CT Centroid Longitude	-92.31439	Active Evangelical PERCENT	4.29%
City Location	New Hampton	Unreached HHLDS	1,201
County Location	Chickasaw	Unreached Percent	65.8%
Sitescape Category code	2	Religious but NOT Evang HHLDS	248
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	210
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	743
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.02%	Low Education County	False
Mainstay Community	25.36%	Low Employment County	False
Working Community	43.7%	Persistent Poverty County	False
Country Community	9.47%	Population Loss County	True
Aspiring Community	0.77%	Nonmetro Recreation County	False
Urban Community	2.68%	Retirement Destination County	False

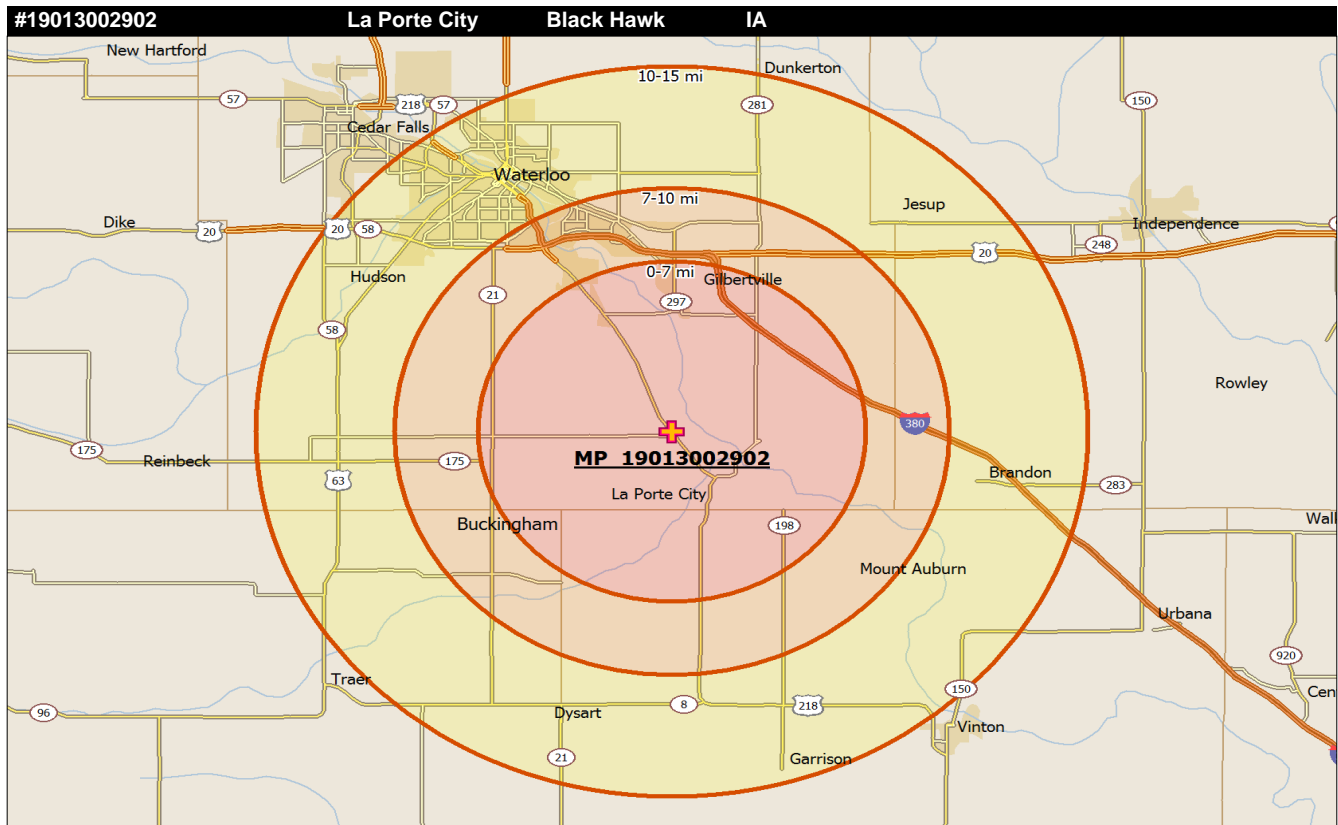
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.64	Racial Diversity Index	1.39
Ancestry Diversity Index	27.82	Diversity Composite Index	0.52
Foreign Born Diversity Index	8.35	Population Density Index	11.56



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19069960200	Total Households in 3 mi Ring	1,972
CT Centroid Latitude	42.74401	Active Evangelical HHLDS	190
CT Centroid Longitude	-93.20755	Active Evangelical PERCENT	9.65%
City Location	Hampton	Unreached HHLDS	1,297
County Location	Franklin	Unreached Percent	65.79%
Sitescape Category code	2	Religious but NOT Evang HHLDS	267
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.54%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	224
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.34%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	807
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.43%	Low Education County	False
Mainstay Community	16.78%	Low Employment County	False
Working Community	59.23%	Persistent Poverty County	False
Country Community	7.81%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	13.74%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	52.27	Racial Diversity Index	40.96
Ancestry Diversity Index	35.95	Diversity Composite Index	8.42
Foreign Born Diversity Index	4.26	Population Density Index	13.69



30 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19013002902	Total Households in 3 mi Ring	1,082
CT Centroid Latitude	42.34395	Active Evangelical HHLDS	111
CT Centroid Longitude	-92.22109	Active Evangelical PERCENT	10.25%
City Location	La Porte City	Unreached HHLDS	727
County Location	Black Hawk	Unreached Percent	67.21%
Sitescape Category code	1	Religious but NOT Evang HHLDS	163
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.1%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	123
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.37%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	441
Population Pattern	2500-10000-50000	NOT Evangelical NOT Interested PERCENT	40.73%

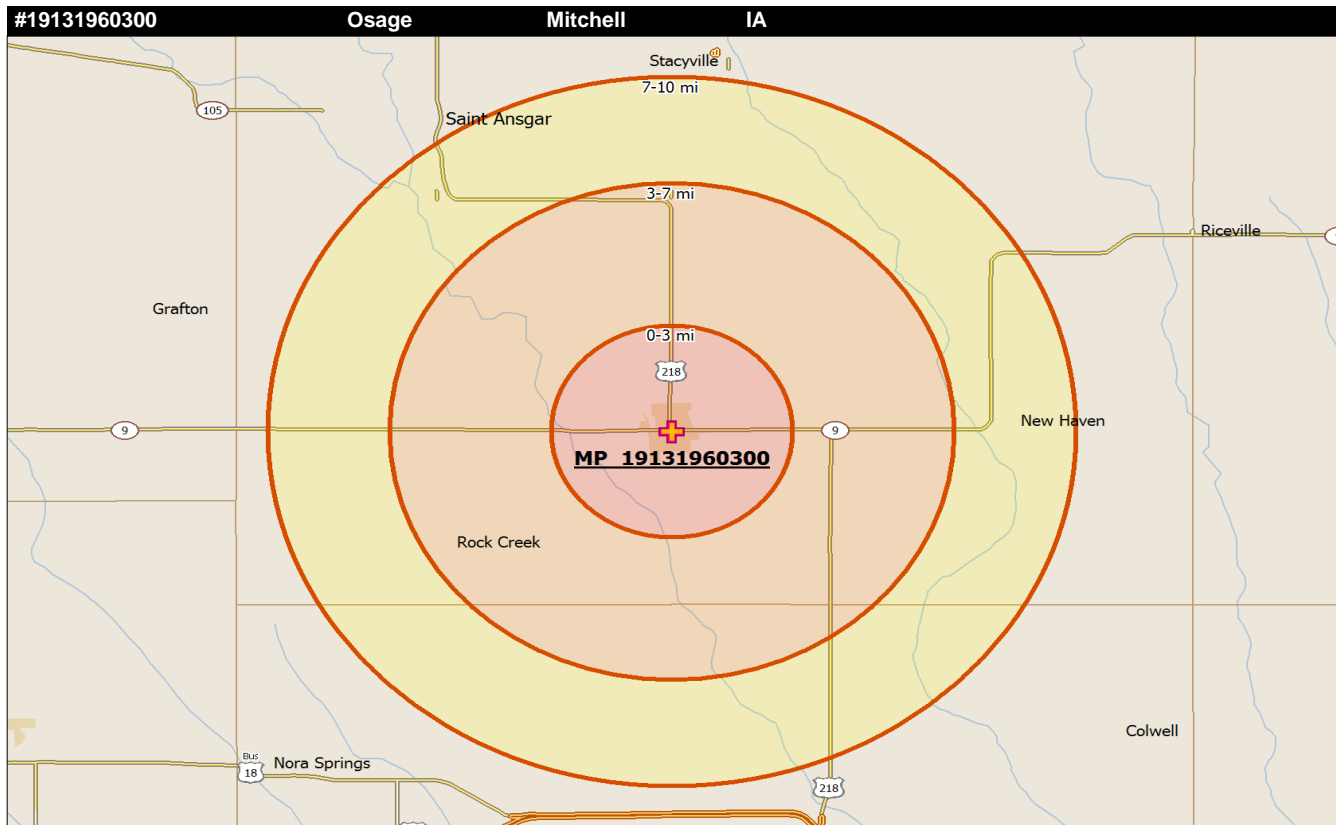
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.14%	Low Education County	False
Mainstay Community	13.31%	Low Employment County	False
Working Community	49.82%	Persistent Poverty County	False
Country Community	10.44%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	1.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.47	Racial Diversity Index	0.44
Ancestry Diversity Index	26.77	Diversity Composite Index	5.07
Foreign Born Diversity Index	40.25	Population Density Index	7.07

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

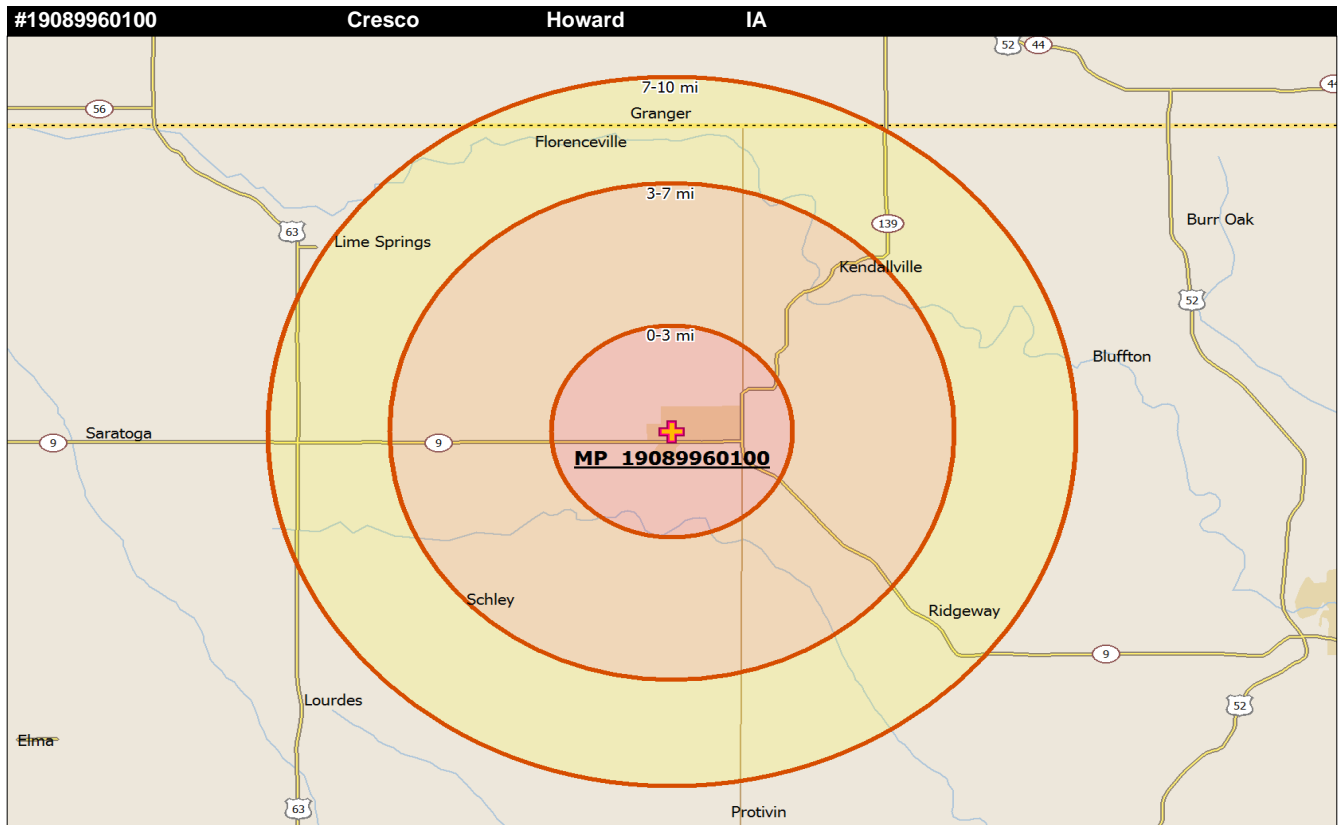
www.iicm.net



31 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19131960300	Total Households in 3 mi Ring	1,789
CT Centroid Latitude	43.28353	Active Evangelical HHLDS	139
CT Centroid Longitude	-92.81003	Active Evangelical PERCENT	7.79%
City Location	Osage	Unreached HHLDS	1,154
County Location	Mitchell	Unreached Percent	64.51%
Sitescape Category code	2	Religious but NOT Evang HHLDS	235
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.13%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	211
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	708
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.59%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.95%	Low Education County	False
Mainstay Community	5.25%	Low Employment County	False
Working Community	75.24%	Persistent Poverty County	False
Country Community	8.27%	Population Loss County	True
Aspiring Community	0.89%	Nonmetro Recreation County	False
Urban Community	9.39%	Retirement Destination County	False

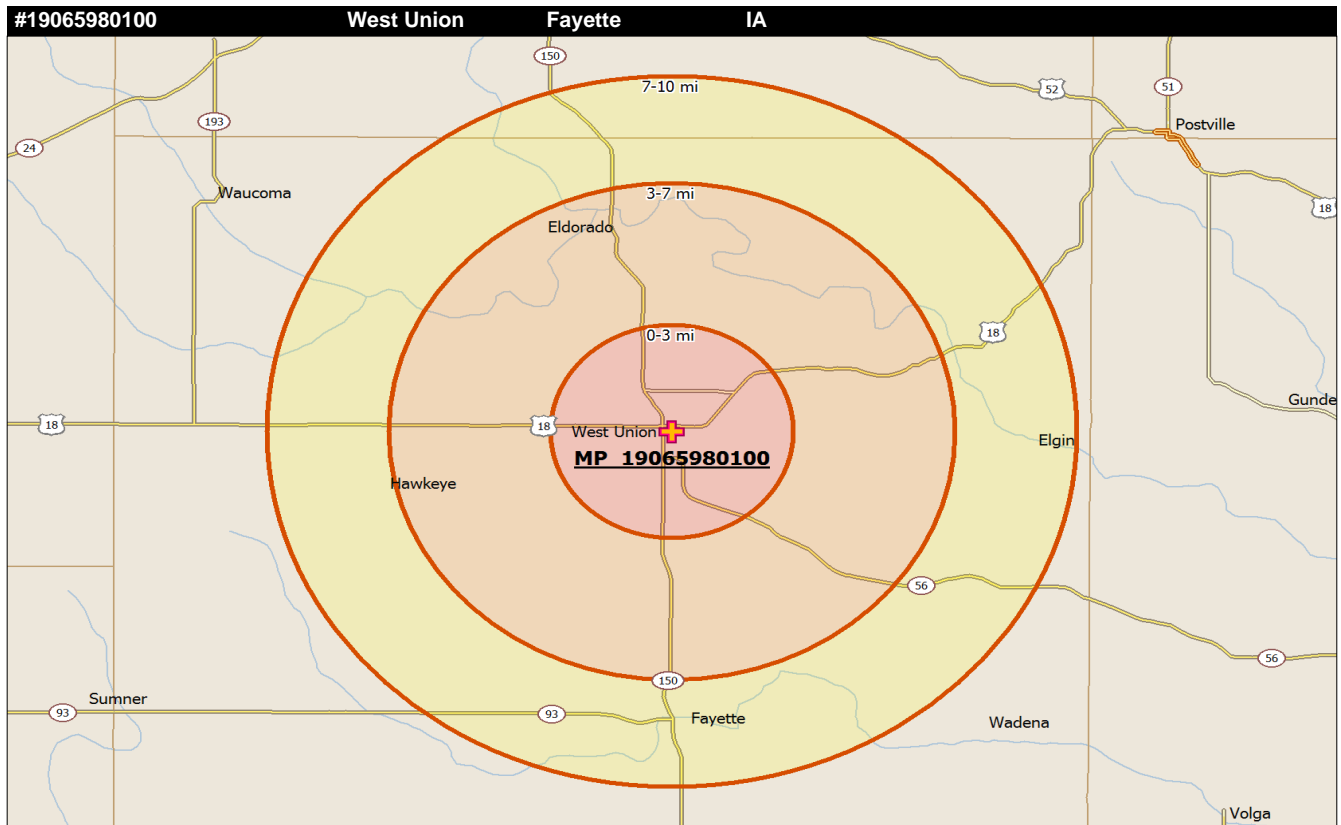
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.15	Racial Diversity Index	1.93
Ancestry Diversity Index	37.41	Diversity Composite Index	1.68
Foreign Born Diversity Index	16.46	Population Density Index	10.60



32 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19089960100	Total Households in 3 mi Ring	1,777
CT Centroid Latitude	43.37539	Active Evangelical HHLDS	119
CT Centroid Longitude	-92.11465	Active Evangelical PERCENT	6.71%
City Location	Cresco	Unreached HHLDS	1,142
County Location	Howard	Unreached Percent	64.25%
Sitescape Category code	2	Religious but NOT Evang HHLDS	229
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.88%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	195
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	718
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.03%	Low Education County	False
Mainstay Community	10.13%	Low Employment County	False
Working Community	55.6%	Persistent Poverty County	False
Country Community	14.97%	Population Loss County	False
Aspiring Community	1.29%	Nonmetro Recreation County	False
Urban Community	6.92%	Retirement Destination County	False

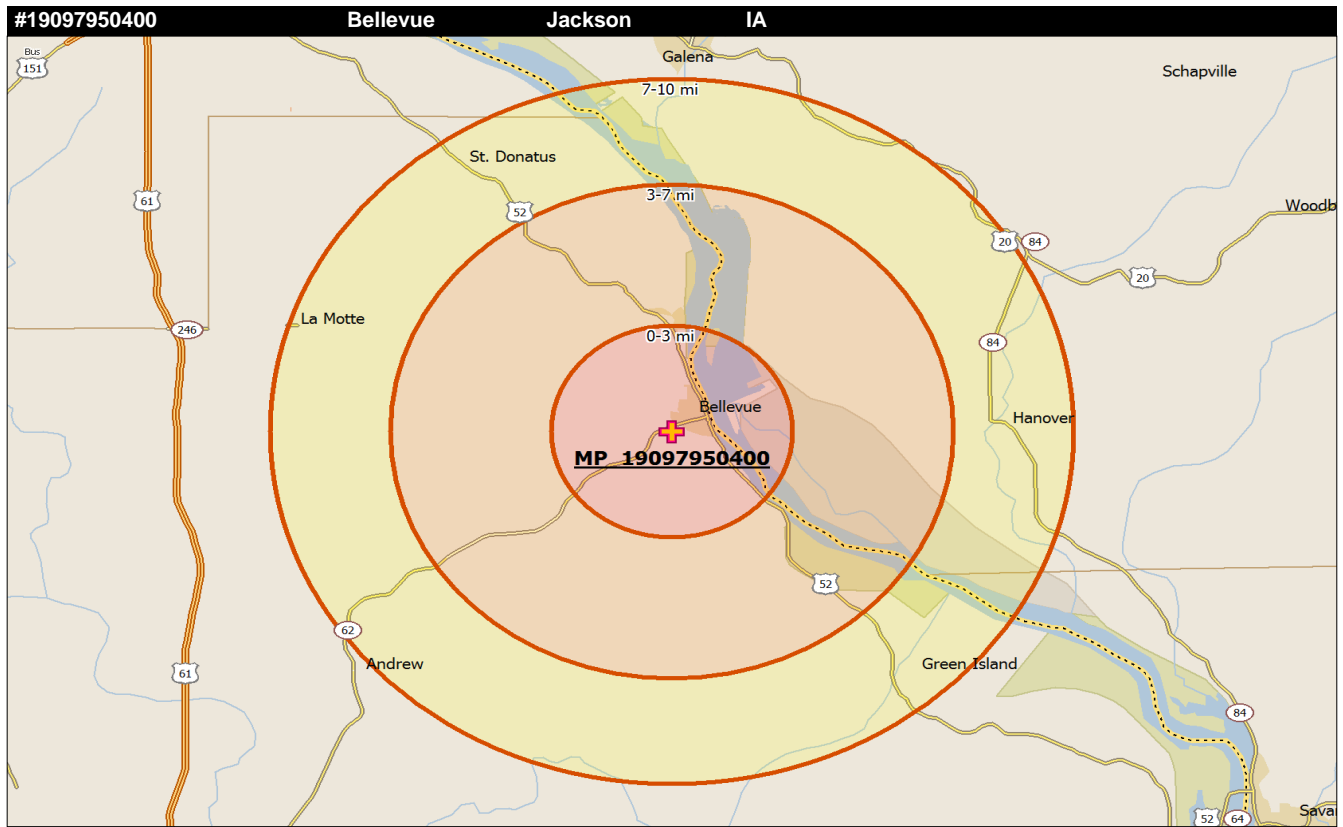
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.61	Racial Diversity Index	2.56
Ancestry Diversity Index	46.03	Diversity Composite Index	5.88
Foreign Born Diversity Index	13.70	Population Density Index	12.09



33 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19065980100	Total Households in 3 mi Ring	1,155
CT Centroid Latitude	42.96198	Active Evangelical HHLDS	73
CT Centroid Longitude	-91.80983	Active Evangelical PERCENT	6.36%
City Location	West Union	Unreached HHLDS	764
County Location	Fayette	Unreached Percent	66.19%
Sitescape Category code	2	Religious but NOT Evang HHLDS	162
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.99%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	132
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.4%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	471
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.81%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.72%	Low Education County	False
Mainstay Community	15.06%	Low Employment County	False
Working Community	48.74%	Persistent Poverty County	False
Country Community	7.88%	Population Loss County	False
Aspiring Community	2.86%	Nonmetro Recreation County	False
Urban Community	10.74%	Retirement Destination County	False

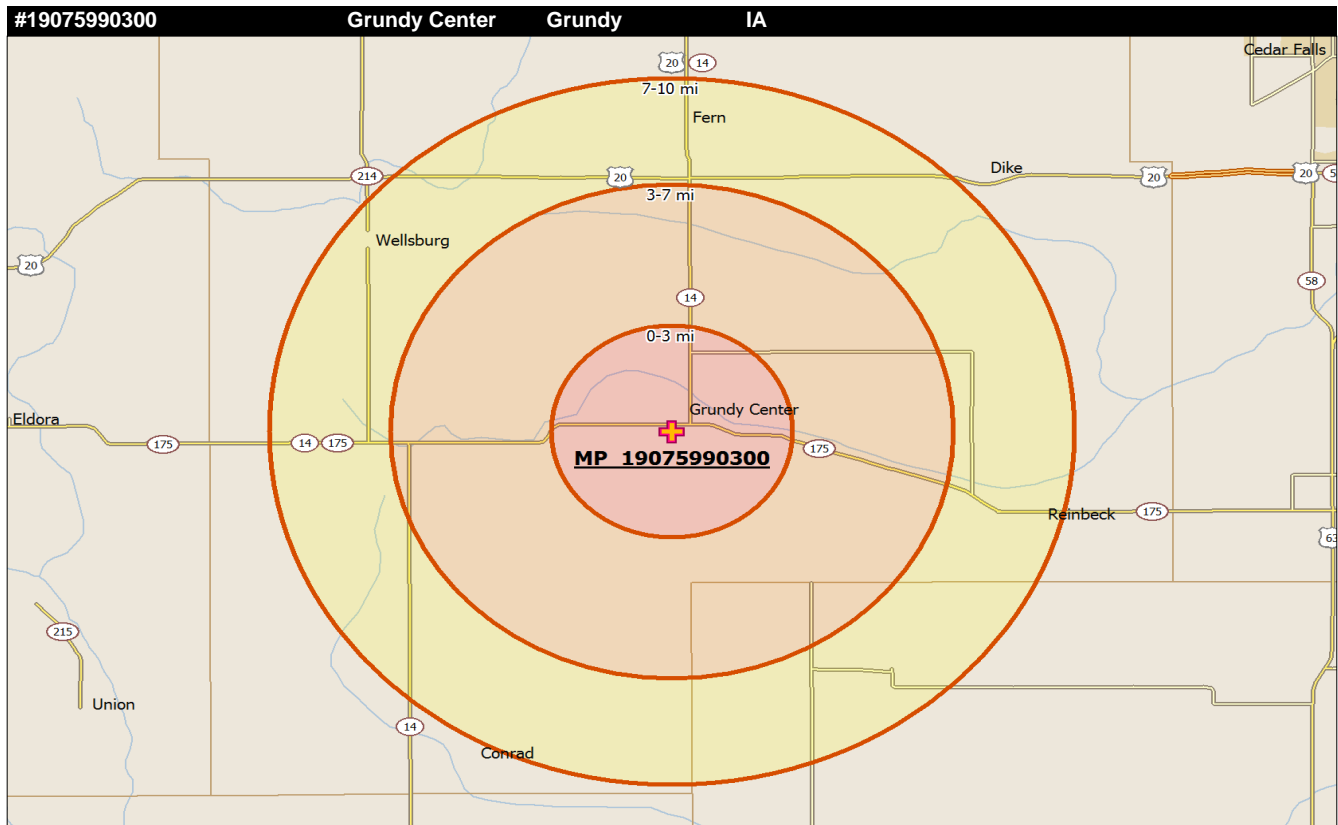
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.57	Racial Diversity Index	6.17
Ancestry Diversity Index	32.44	Diversity Composite Index	6.87
Foreign Born Diversity Index	41.24	Population Density Index	7.90



34 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19097950400	Total Households in 3 mi Ring	1,161
CT Centroid Latitude	42.25234	Active Evangelical HHLDS	0
CT Centroid Longitude	-90.43997	Active Evangelical PERCENT	0.00%
City Location	Bellevue	Unreached HHLDS	752
County Location	Jackson	Unreached Percent	64.75%
Sitescape Category code	2	Religious but NOT Evang HHLDS	133
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.5%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	144
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.38%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	475
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.88%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.24%	Low Education County	False
Mainstay Community	23.86%	Low Employment County	False
Working Community	31.18%	Persistent Poverty County	False
Country Community	15.85%	Population Loss County	False
Aspiring Community	1.64%	Nonmetro Recreation County	False
Urban Community	7.24%	Retirement Destination County	False

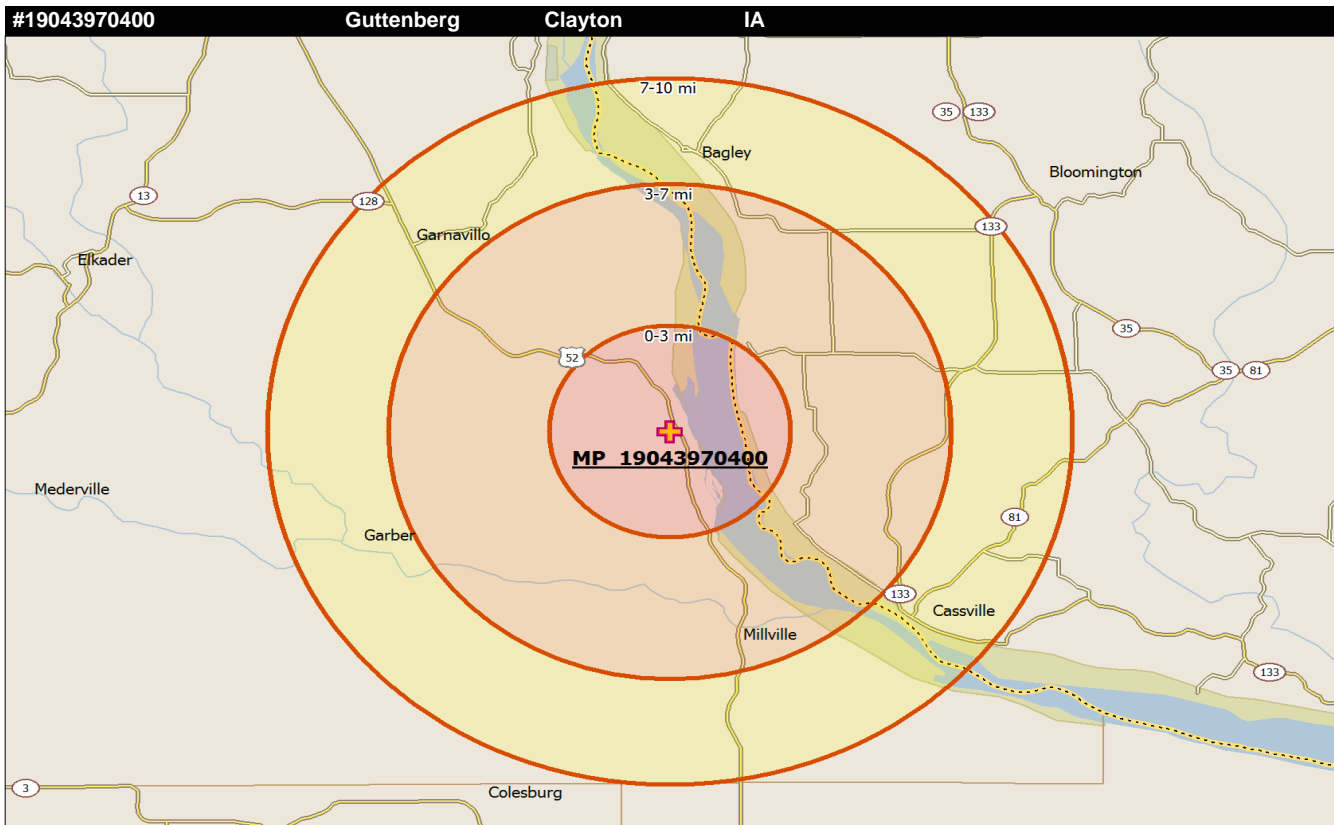
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.25	Racial Diversity Index	0.17
Ancestry Diversity Index	10.74	Diversity Composite Index	2.36
Foreign Born Diversity Index	39.38	Population Density Index	9.24



35 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19075990300	Total Households in 3 mi Ring	1,200
CT Centroid Latitude	42.35866	Active Evangelical HHLDS	158
CT Centroid Longitude	-92.77721	Active Evangelical PERCENT	13.18%
City Location	Grundy Center	Unreached HHLDS	780
County Location	Grundy	Unreached Percent	64.98%
Sitescape Category code	2	Religious but NOT Evang HHLDS	163
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	128
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.69%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	488
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	40.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.08%	Low Education County	False
Mainstay Community	10.42%	Low Employment County	False
Working Community	43.5%	Persistent Poverty County	False
Country Community	12.67%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	13.33%	Retirement Destination County	False

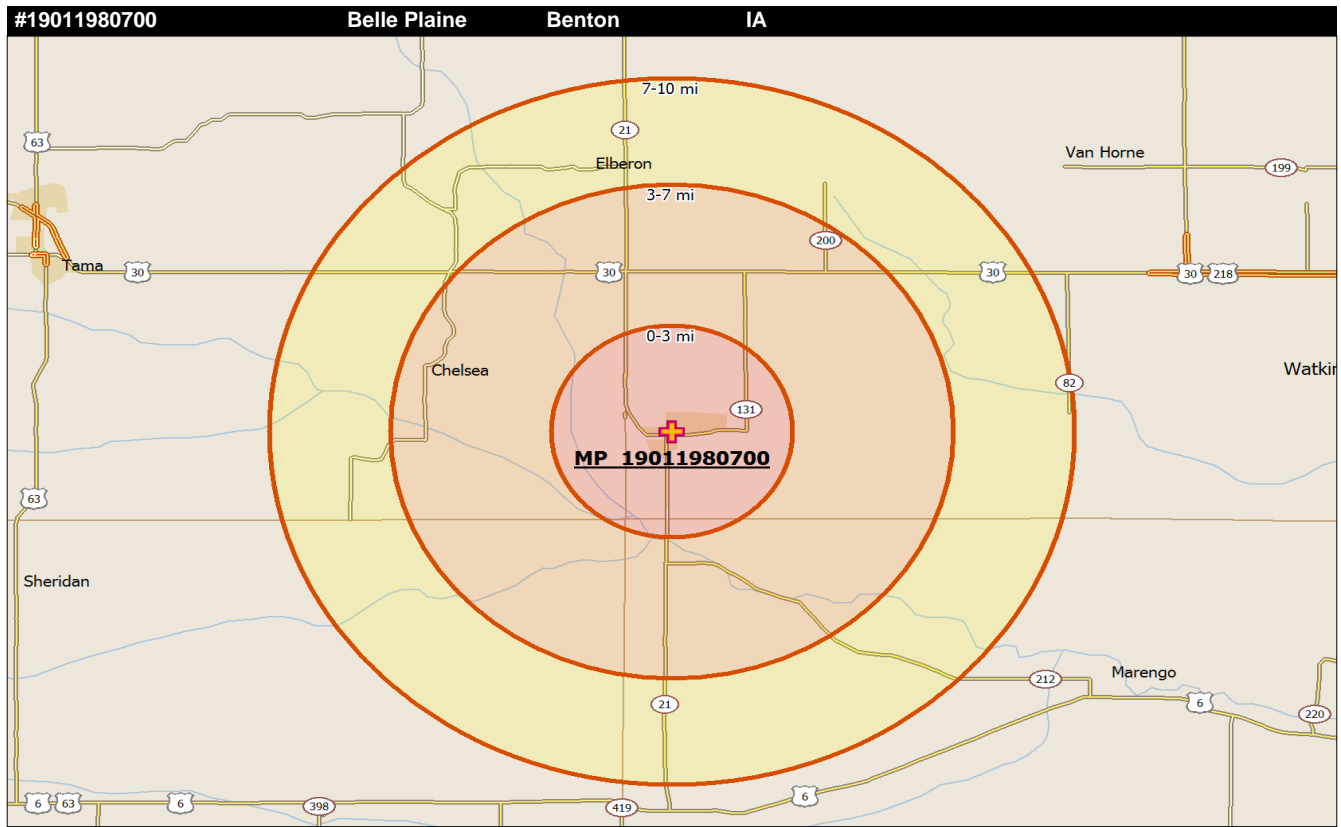
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	26.53	Racial Diversity Index	1.75
Ancestry Diversity Index	22.16	Diversity Composite Index	2.25
Foreign Born Diversity Index	35.86	Population Density Index	8.64



36 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19043970400	Total Households in 3 mi Ring	1,065
CT Centroid Latitude	42.79023	Active Evangelical HHLDS	24
CT Centroid Longitude	-91.10885	Active Evangelical PERCENT	2.25%
City Location	Guttenberg	Unreached HHLDS	684
County Location	Clayton	Unreached Percent	64.22%
Sitescape Category code	2	Religious but NOT Evang HHLDS	136
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.8%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	114
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.68%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	434
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	40.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.07%	Low Education County	False
Mainstay Community	21.22%	Low Employment County	False
Working Community	29.48%	Persistent Poverty County	False
Country Community	27.7%	Population Loss County	True
Aspiring Community	0.85%	Nonmetro Recreation County	False
Urban Community	18.78%	Retirement Destination County	False

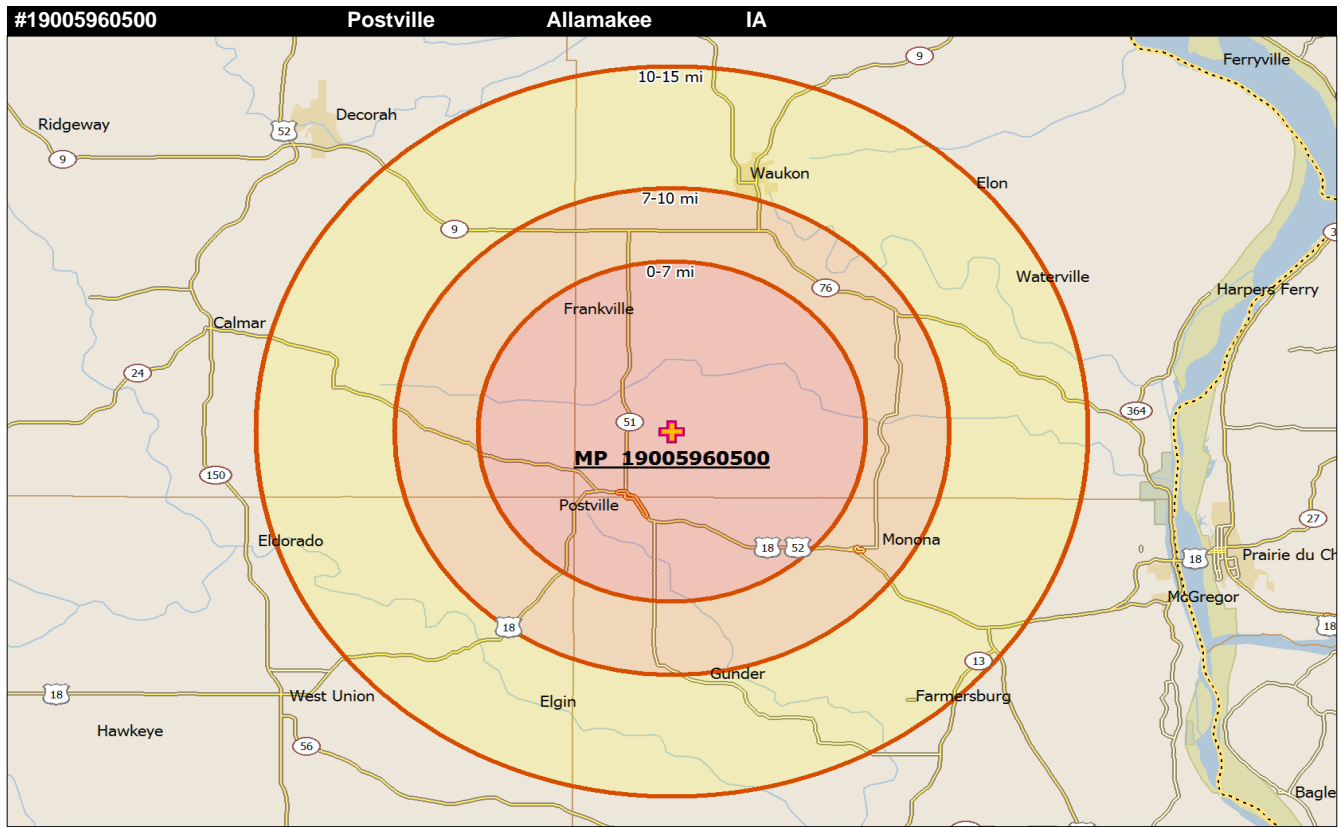
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.64	Racial Diversity Index	1.32
Ancestry Diversity Index	13.16	Diversity Composite Index	1.52
Foreign Born Diversity Index	55.95	Population Density Index	7.97



37 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19011980700	Total Households in 3 mi Ring	1,240
CT Centroid Latitude	41.89850	Active Evangelical HHLDS	108
CT Centroid Longitude	-92.27559	Active Evangelical PERCENT	8.68%
City Location	Belle Plaine	Unreached HHLDS	811
County Location	Benton	Unreached Percent	65.38%
Sitescape Category code	2	Religious but NOT Evang HHLDS	163
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.11%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	154
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.42%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	494
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	39.86%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.42%	Low Education County	False
Mainstay Community	9.11%	Low Employment County	False
Working Community	74.84%	Persistent Poverty County	False
Country Community	6.77%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	6.85%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.76	Racial Diversity Index	1.32
Ancestry Diversity Index	60.09	Diversity Composite Index	4.88
Foreign Born Diversity Index	4.93	Population Density Index	9.17



38 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19005960500	Total Households in 3 mi Ring	959
CT Centroid Latitude	43.12083	Active Evangelical HHLDS	33
CT Centroid Longitude	-91.53561	Active Evangelical PERCENT	3.45%
City Location	Postville	Unreached HHLDS	607
County Location	Allamakee	Unreached Percent	63.27%
Sitescape Category code	1	Religious but NOT Evang HHLDS	122
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.77%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	88
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.22%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	396
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	41.33%

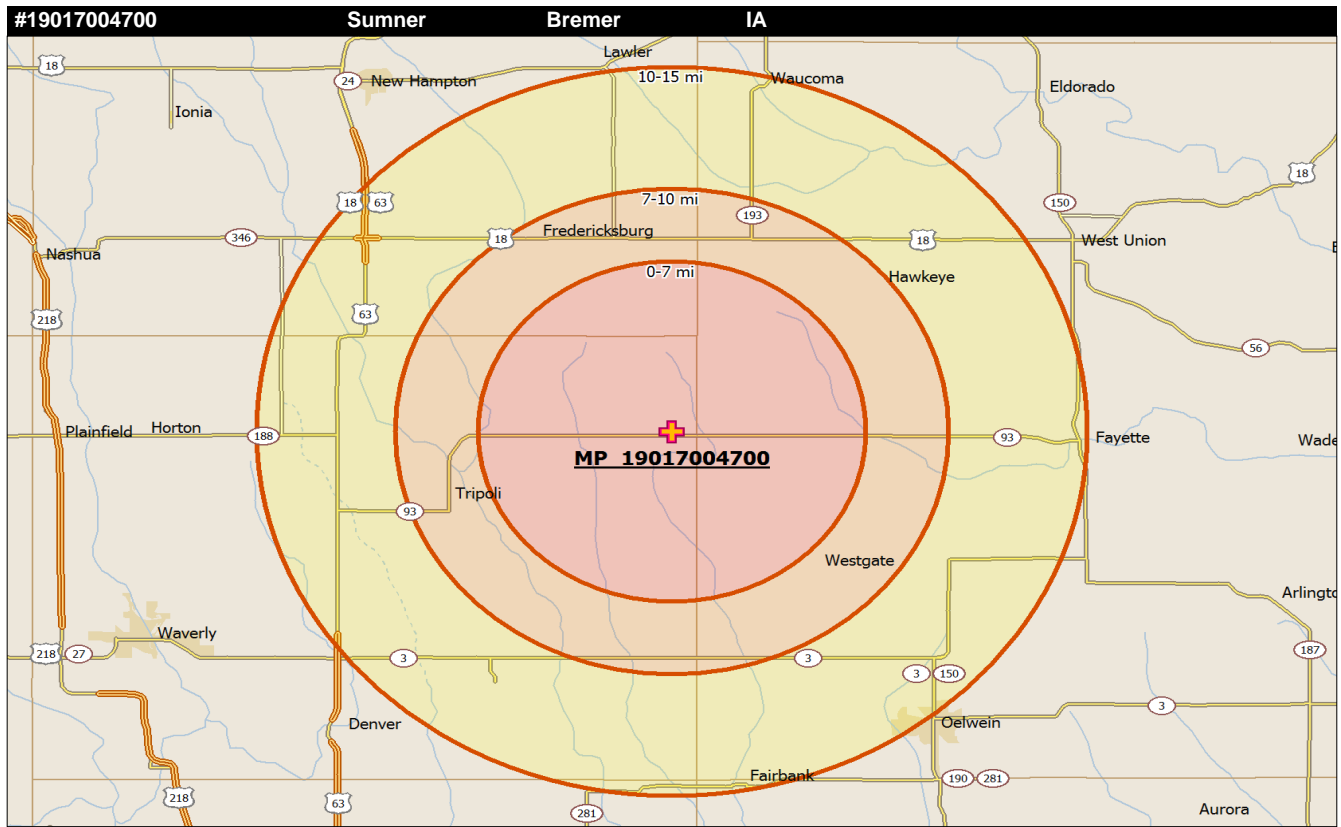
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.98%	Low Education County	False
Mainstay Community	13.35%	Low Employment County	False
Working Community	45.99%	Persistent Poverty County	False
Country Community	26.49%	Population Loss County	False
Aspiring Community	1.77%	Nonmetro Recreation County	False
Urban Community	10.43%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	82.90	Racial Diversity Index	62.98
Ancestry Diversity Index	44.10	Diversity Composite Index	28.51
Foreign Born Diversity Index	19.99	Population Density Index	3.66

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



39 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19017004700	Total Households in 3 mi Ring	1,055
CT Centroid Latitude	42.84993	Active Evangelical HHLDS	79
CT Centroid Longitude	-92.09941	Active Evangelical PERCENT	7.49%
City Location	Sumner	Unreached HHLDS	694
County Location	Bremer	Unreached Percent	65.77%
Sitescape Category code	1	Religious but NOT Evang HHLDS	161
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.24%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	103
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.74%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	430
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	40.79%

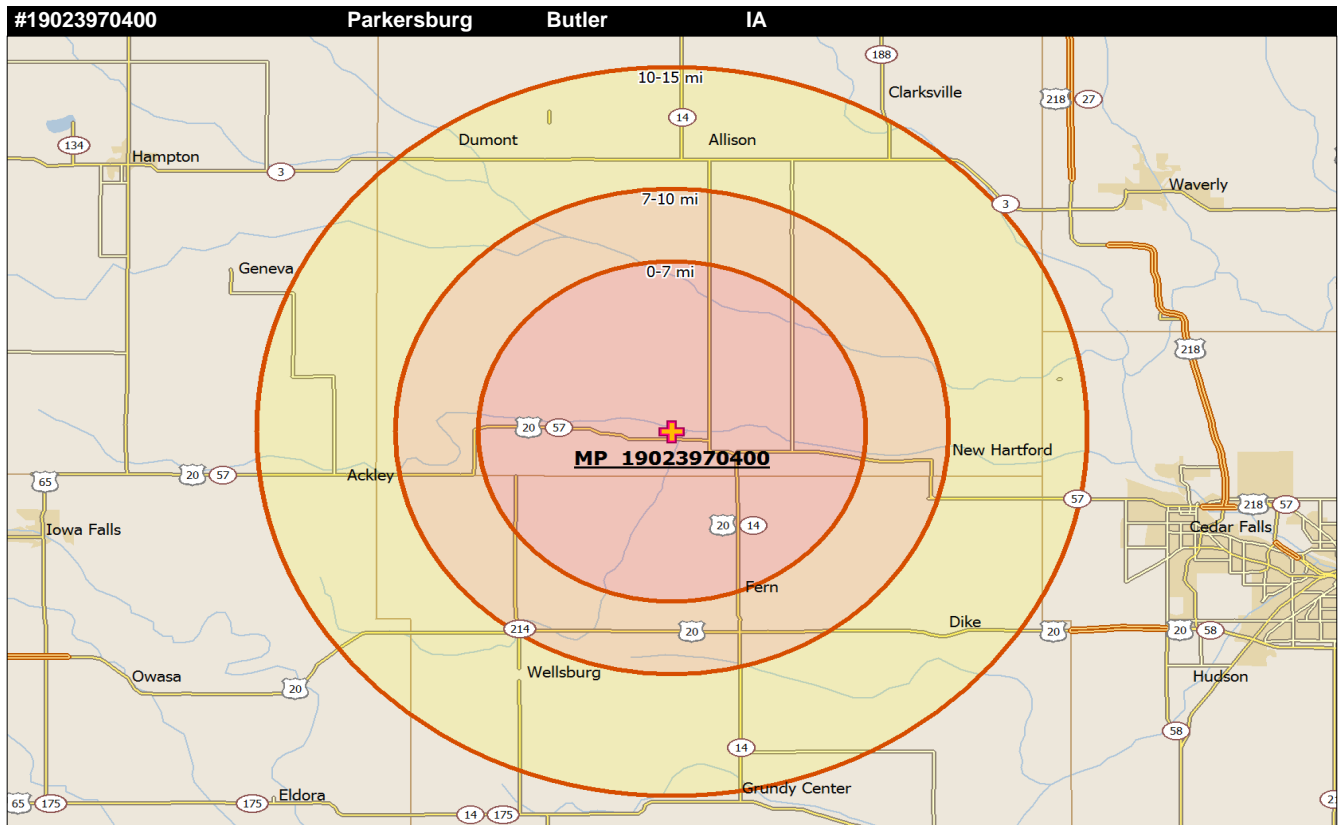
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.19%	Low Education County	False
Mainstay Community	4.36%	Low Employment County	False
Working Community	73.36%	Persistent Poverty County	False
Country Community	14.03%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	7.96%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.94	Racial Diversity Index	2.87
Ancestry Diversity Index	17.90	Diversity Composite Index	1.63
Foreign Born Diversity Index	25.43	Population Density Index	6.09

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



40 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19023970400	Total Households in 3 mi Ring	1,010
CT Centroid Latitude	42.58249	Active Evangelical HHLDS	108
CT Centroid Longitude	-92.81693	Active Evangelical PERCENT	10.68%
City Location	Parkersburg	Unreached HHLDS	666
County Location	Butler	Unreached Percent	65.93%
Sitescape Category code	1	Religious but NOT Evang HHLDS	144
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.23%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	111
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.01%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	411
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	40.7%

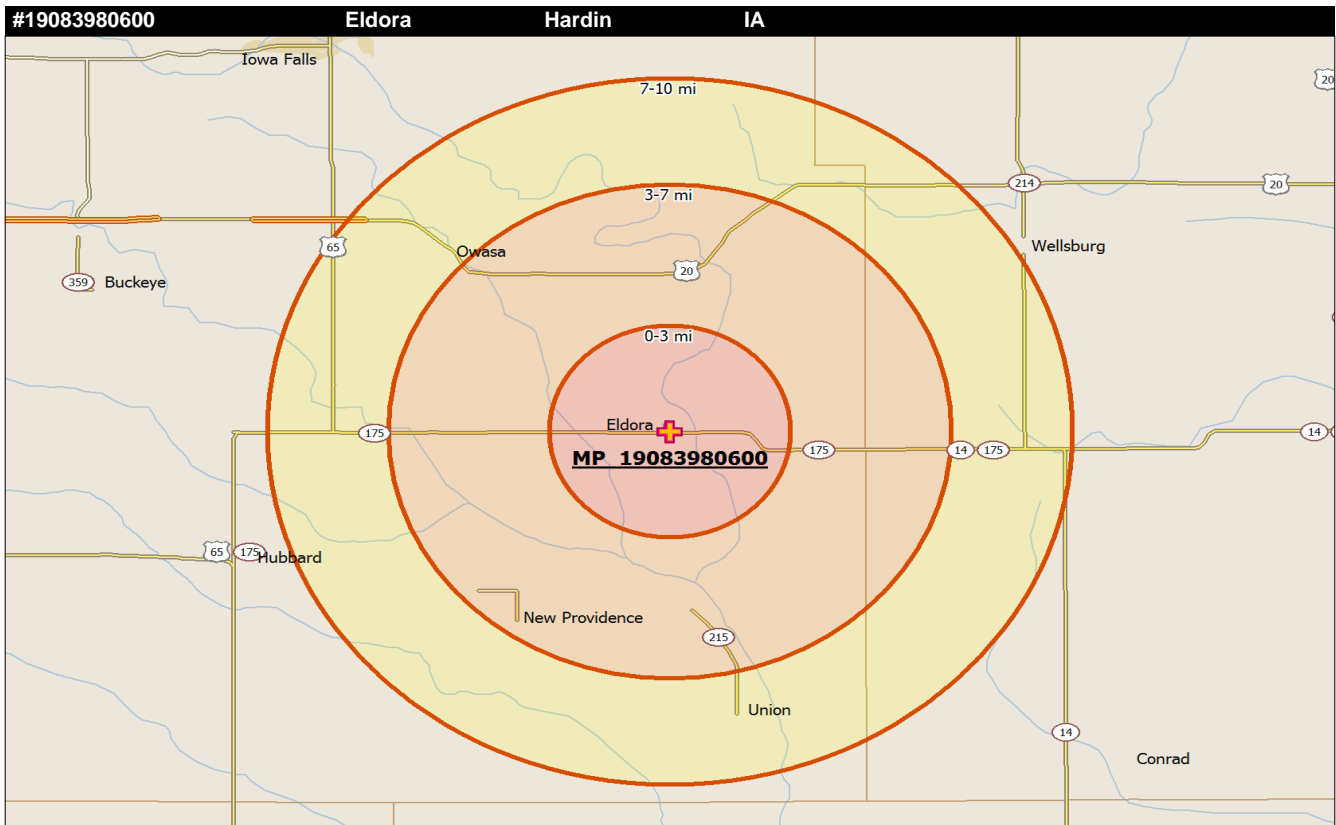
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.12%	Low Education County	False
Mainstay Community	24.36%	Low Employment County	False
Working Community	40.4%	Persistent Poverty County	False
Country Community	18.02%	Population Loss County	True
Aspiring Community	0.69%	Nonmetro Recreation County	False
Urban Community	8.42%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	23.84	Racial Diversity Index	0.71
Ancestry Diversity Index	13.97	Diversity Composite Index	0.72
Foreign Born Diversity Index	9.29	Population Density Index	5.23

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

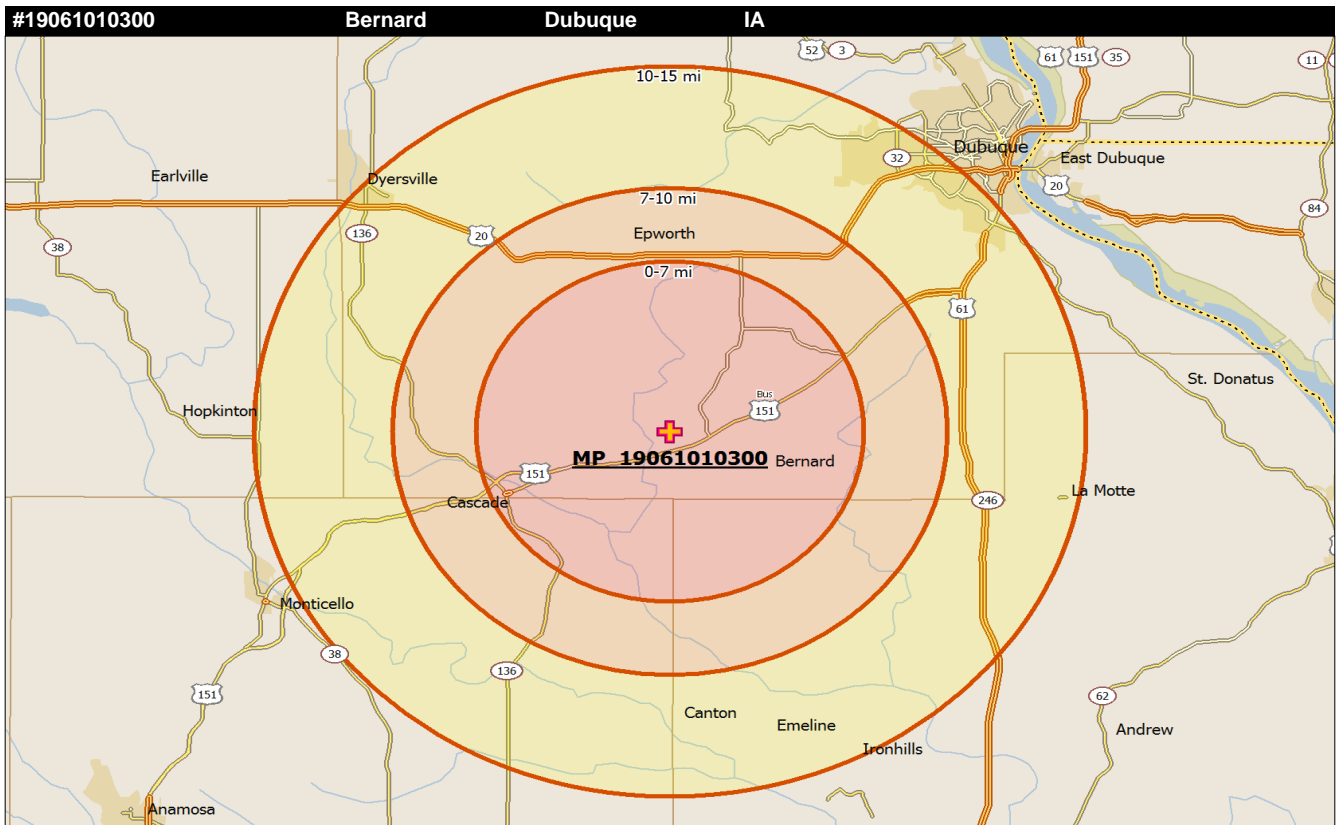
www.iicm.net



41 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19083980600	Total Households in 3 mi Ring	1,289
CT Centroid Latitude	42.36113	Active Evangelical HHLDS	176
CT Centroid Longitude	-93.09733	Active Evangelical PERCENT	13.62%
City Location	Eldora	Unreached HHLDS	822
County Location	Hardin	Unreached Percent	63.79%
Sitescape Category code	2	Religious but NOT Evang HHLDS	167
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.92%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	141
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.95%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	515
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.97%	Low Education County	False
Mainstay Community	10.71%	Low Employment County	False
Working Community	50.5%	Persistent Poverty County	False
Country Community	14.97%	Population Loss County	True
Aspiring Community	0.78%	Nonmetro Recreation County	False
Urban Community	17.07%	Retirement Destination County	False

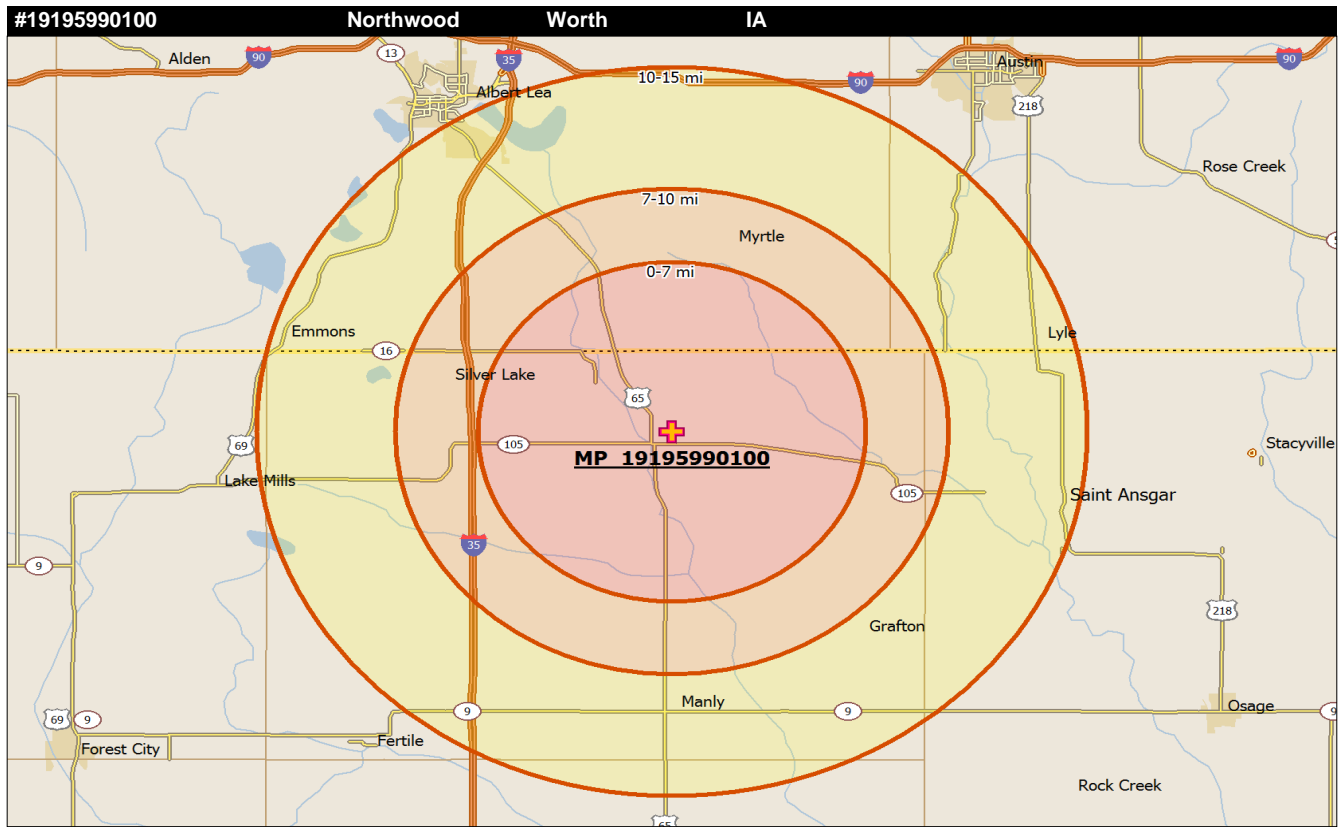
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.58	Racial Diversity Index	14.43
Ancestry Diversity Index	42.03	Diversity Composite Index	3.35
Foreign Born Diversity Index	39.39	Population Density Index	9.63



42 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19061010300	Total Households in 3 mi Ring	130
CT Centroid Latitude	42.33529	Active Evangelical HHLDS	3
CT Centroid Longitude	-90.90033	Active Evangelical PERCENT	2.66%
City Location	Bernard	Unreached HHLDS	74
County Location	Dubuque	Unreached Percent	56.86%
Sitescape Category code	1	Religious but NOT Evang HHLDS	9
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	7.13%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	0
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	0.34%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	64
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	49.39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.54%	Low Education County	False
Mainstay Community	0.77%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	96.92%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

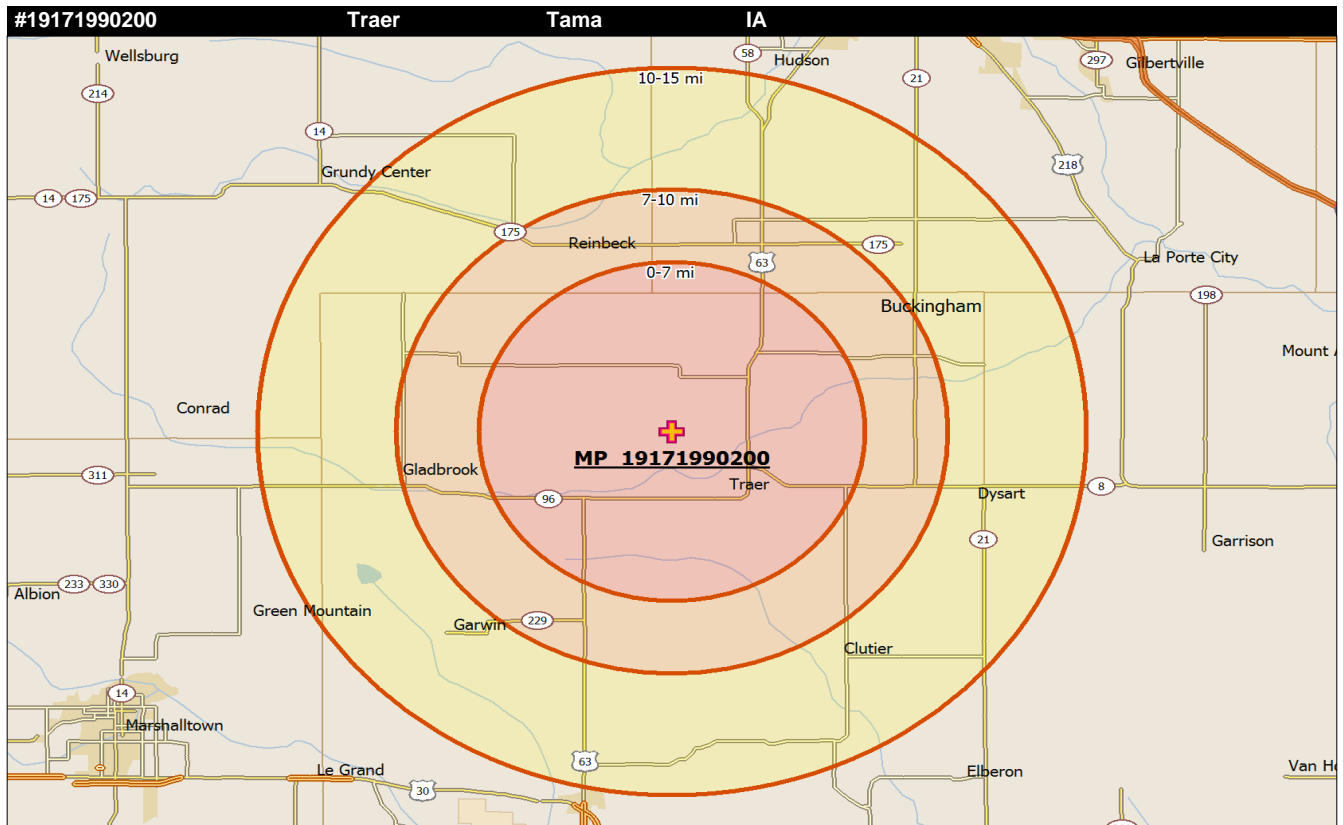
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.88	Racial Diversity Index	0.12
Ancestry Diversity Index	18.96	Diversity Composite Index	1.16
Foreign Born Diversity Index	57.63	Population Density Index	0.71



43 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19195990100	Total Households in 3 mi Ring	985
CT Centroid Latitude	43.45130	Active Evangelical HHLDS	48
CT Centroid Longitude	-93.20586	Active Evangelical PERCENT	4.84%
City Location	Northwood	Unreached HHLDS	604
County Location	Worth	Unreached Percent	61.33%
Sitescape Category code	1	Religious but NOT Evang HHLDS	119
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.08%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	94
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.59%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	391
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	39.66%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.91%	Low Education County	False
Mainstay Community	6.9%	Low Employment County	False
Working Community	34.82%	Persistent Poverty County	False
Country Community	30.15%	Population Loss County	True
Aspiring Community	2.44%	Nonmetro Recreation County	False
Urban Community	11.68%	Retirement Destination County	False

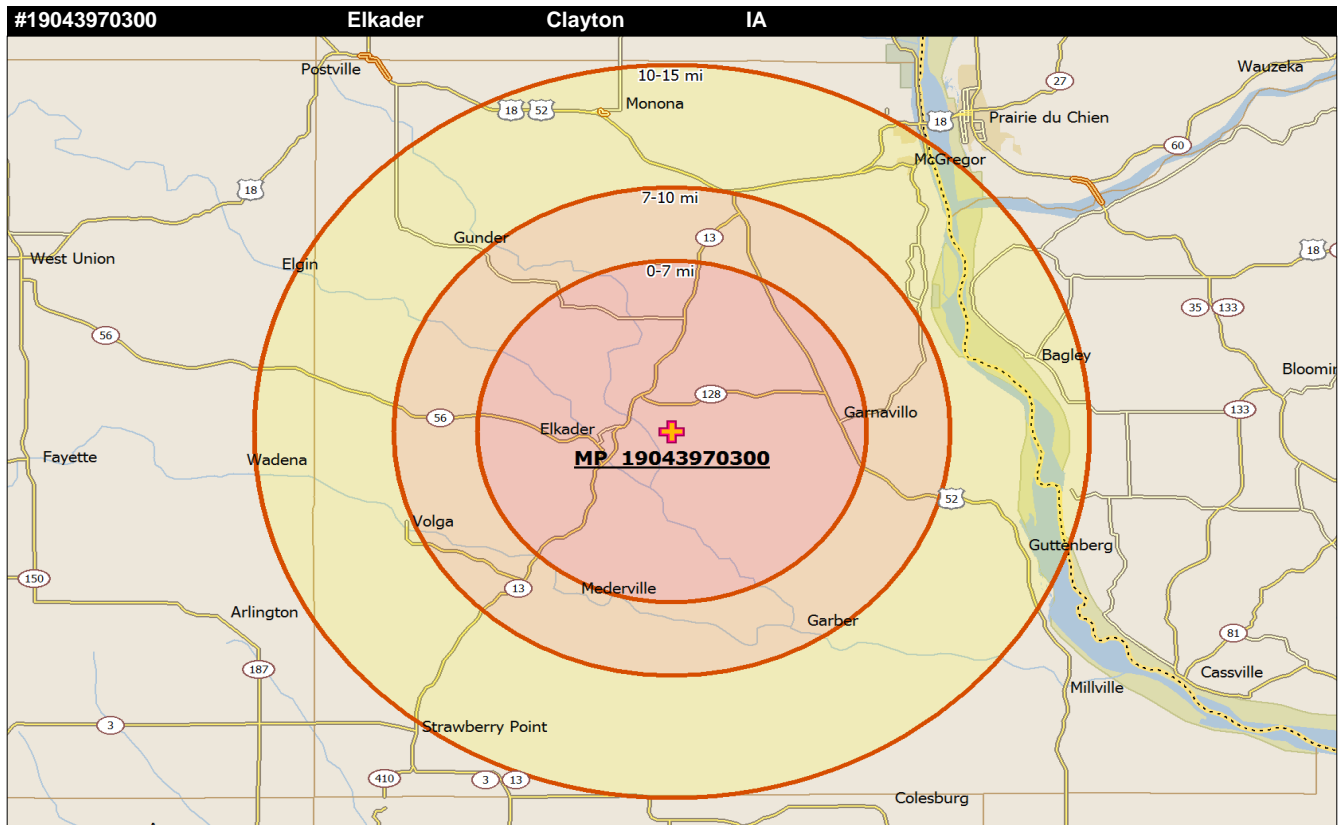
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.68	Racial Diversity Index	7.39
Ancestry Diversity Index	31.74	Diversity Composite Index	5.20
Foreign Born Diversity Index	34.69	Population Density Index	7.48



44 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19171990200	Total Households in 3 mi Ring	606
CT Centroid Latitude	42.21400	Active Evangelical HHLDS	14
CT Centroid Longitude	-92.51947	Active Evangelical PERCENT	2.33%
City Location	Traer	Unreached HHLDS	382
County Location	Tama	Unreached Percent	63.03%
Sitescape Category code	1	Religious but NOT Evang HHLDS	73
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	58
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.53%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	252
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	41.5%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.47%	Low Education County	False
Mainstay Community	2.64%	Low Employment County	False
Working Community	48.35%	Persistent Poverty County	False
Country Community	29.37%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	16.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	42.01	Racial Diversity Index	4.40
Ancestry Diversity Index	34.50	Diversity Composite Index	5.66
Foreign Born Diversity Index	12.83	Population Density Index	0.45



45 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19043970300	Total Households in 3 mi Ring	760
CT Centroid Latitude	42.86100	Active Evangelical HHLDS	17
CT Centroid Longitude	-91.35332	Active Evangelical PERCENT	2.28%
City Location	Elkader	Unreached HHLDS	483
County Location	Clayton	Unreached Percent	63.52%
Sitescape Category code	1	Religious but NOT Evang HHLDS	84
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.1%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	82
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	10.82%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	316
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	41.6%

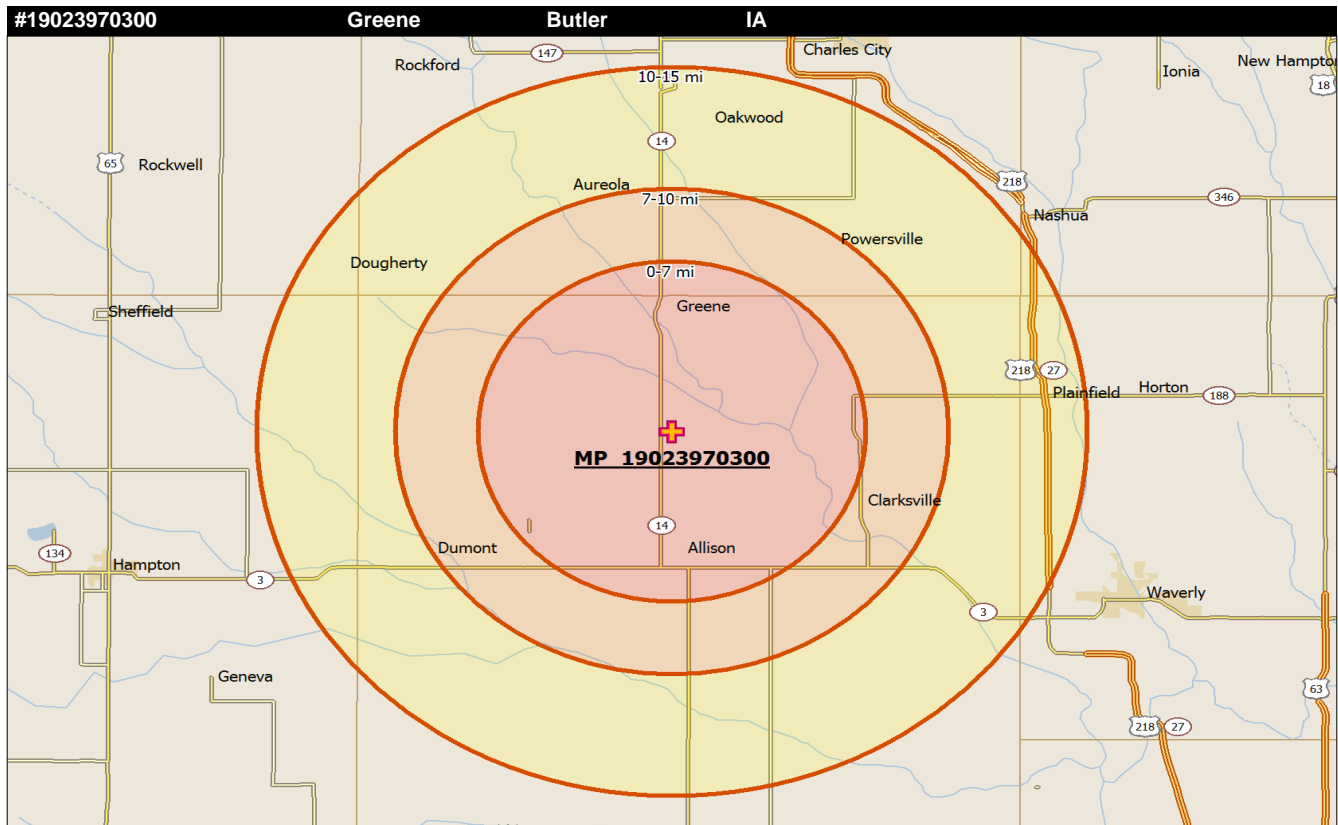
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.53%	Low Education County	False
Mainstay Community	19.21%	Low Employment County	False
Working Community	36.18%	Persistent Poverty County	False
Country Community	22.89%	Population Loss County	True
Aspiring Community	1.18%	Nonmetro Recreation County	False
Urban Community	19.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.06	Racial Diversity Index	0.09
Ancestry Diversity Index	18.27	Diversity Composite Index	1.94
Foreign Born Diversity Index	36.12	Population Density Index	3.90

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



46 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19023970300	Total Households in 3 mi Ring	104
CT Centroid Latitude	42.82611	Active Evangelical HHLDS	14
CT Centroid Longitude	-92.80208	Active Evangelical PERCENT	13.23%
City Location	Greene	Unreached HHLDS	59
County Location	Butler	Unreached Percent	56.85%
Sitescape Category code	1	Religious but NOT Evang HHLDS	8
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	7.22%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	0
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	0.48%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	51
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	49.16%

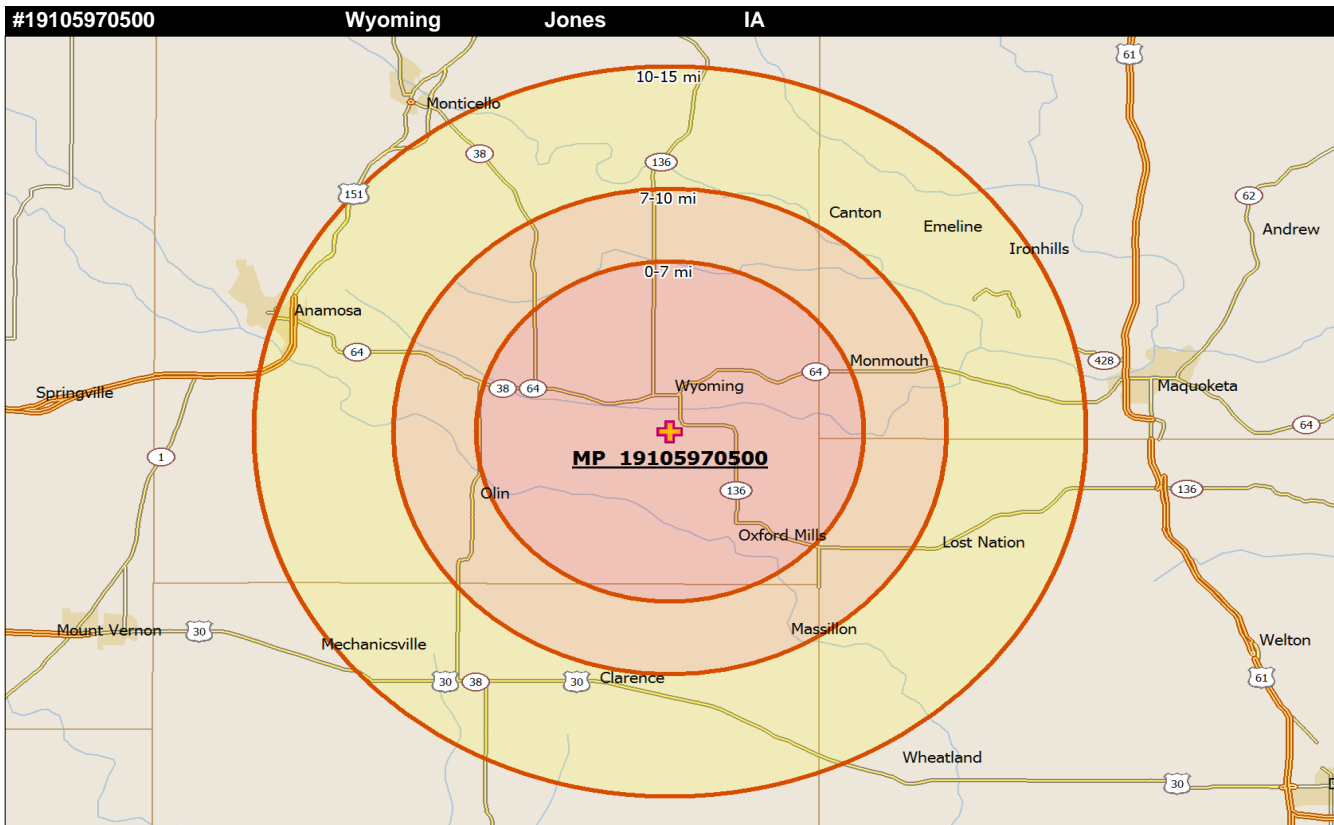
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	1.92%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	96.15%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0.96%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.49	Racial Diversity Index	6.18
Ancestry Diversity Index	14.26	Diversity Composite Index	1.32
Foreign Born Diversity Index	34.43	Population Density Index	0.31

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



47 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19105970500	Total Households in 3 mi Ring	404
CT Centroid Latitude	42.03737	Active Evangelical HHLDS	19
CT Centroid Longitude	-91.00293	Active Evangelical PERCENT	4.83%
City Location	Wyoming	Unreached HHLDS	248
County Location	Jones	Unreached Percent	61.51%
Sitescape Category code	1	Religious but NOT Evang HHLDS	45
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.04%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	35
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	8.64%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	169
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	41.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.49%	Low Education County	False
Mainstay Community	4.7%	Low Employment County	False
Working Community	30.45%	Persistent Poverty County	False
Country Community	42.57%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	20.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.20	Racial Diversity Index	1.77
Ancestry Diversity Index	27.88	Diversity Composite Index	0.36
Foreign Born Diversity Index	0.00	Population Density Index	1.36

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

Copyright 2014 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

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

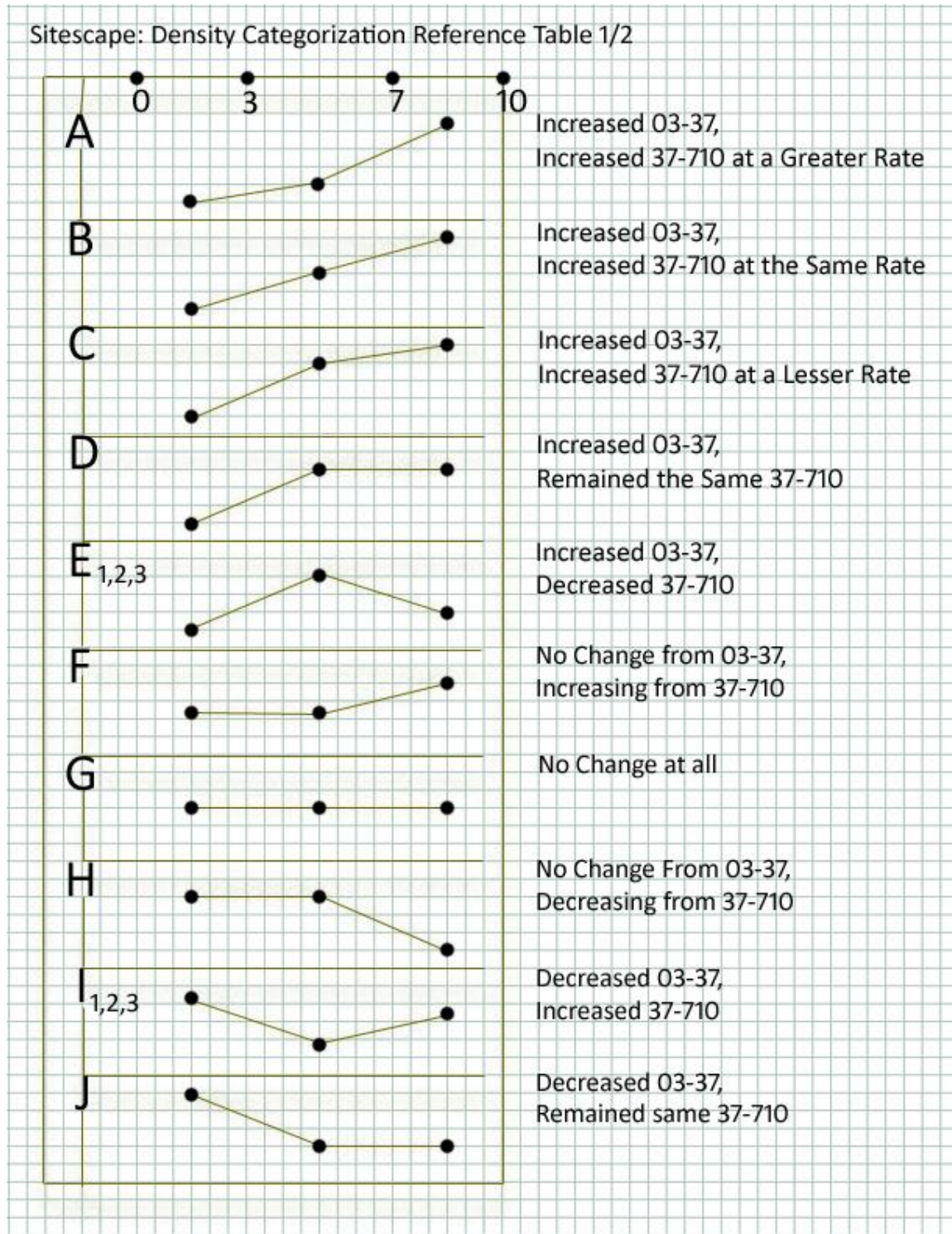
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

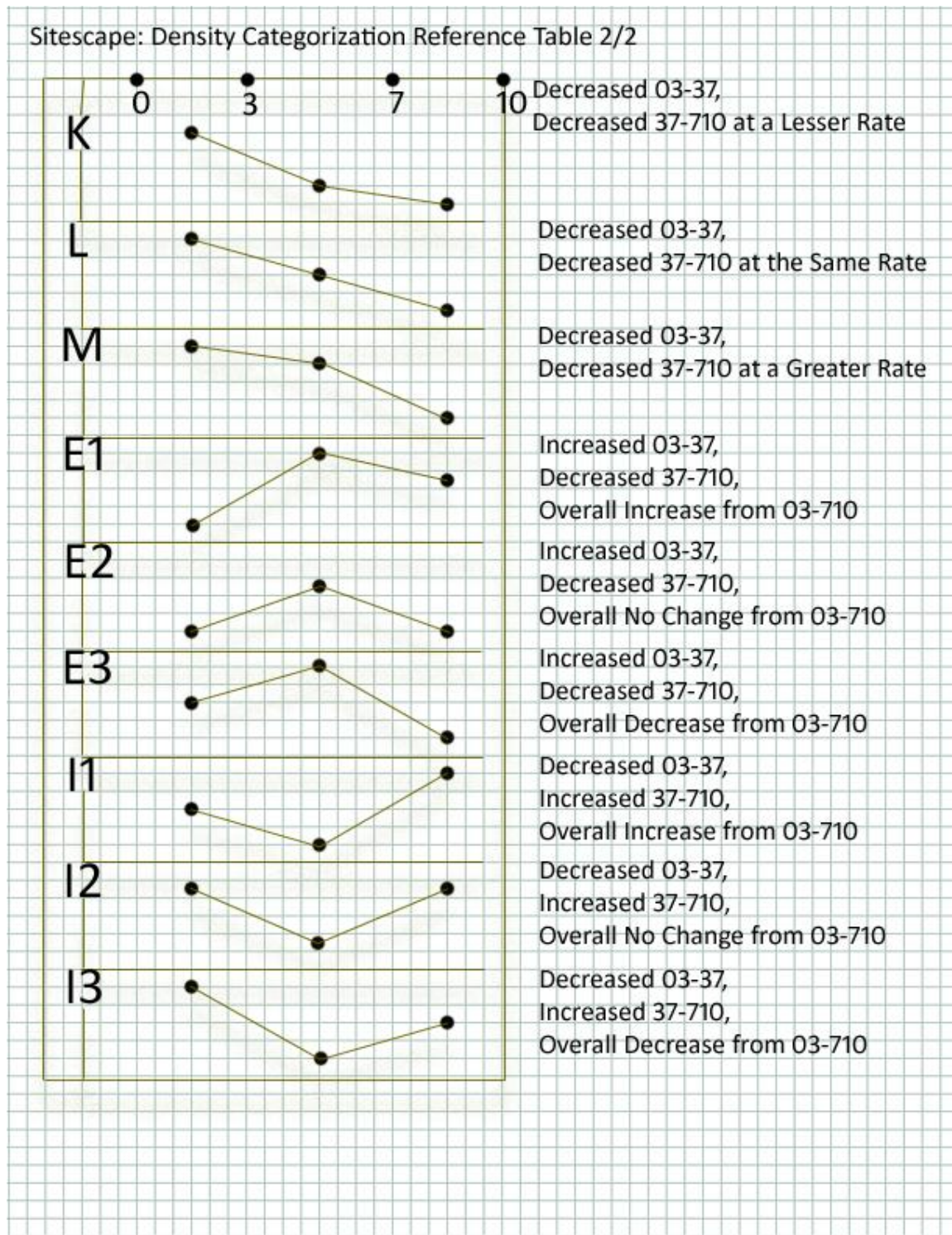
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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.



Intercultural Institute for Contextual Ministry
6 Watroak Court
North Augusta, SC 29841

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For general information please email cwatke@iicm.net or call (803) 279-5828.
