
MISSION POINTS

Top Unreached Locations



Top Mission Points
Northwest 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.

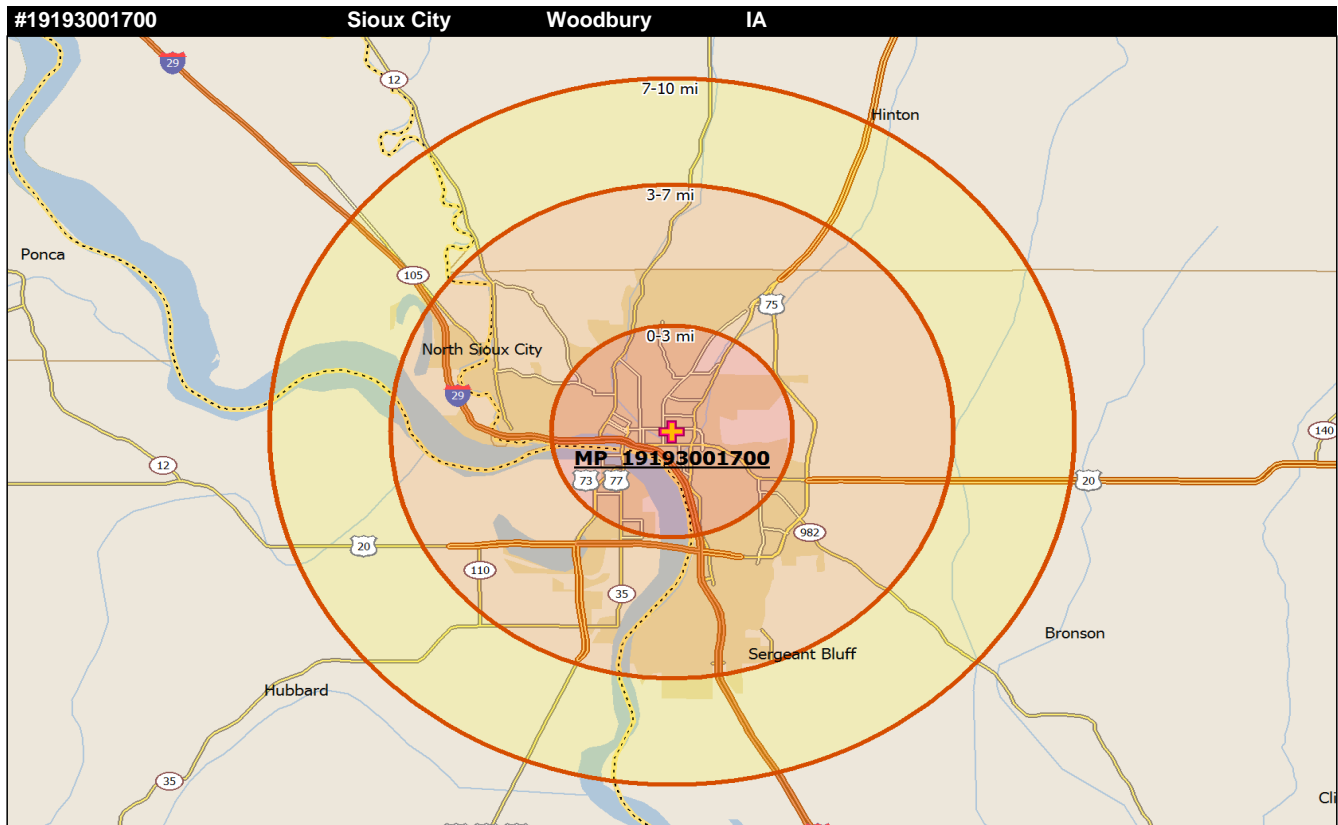
After the information pages you will find some notes to help interpret the information.

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	#19193001700	Total Households in 3 mi Ring	26,648
CT Centroid Latitude	42.49531	Active Evangelical HHLDS	2,125
CT Centroid Longitude	-96.38932	Active Evangelical PERCENT	7.97%
City Location	Sioux City	Unreached HHLDS	18,174
County Location	Woodbury	Unreached Percent	68.2%
Sitescape Category code	2	Religious but NOT Evang HHLDS	4,200
Sitescape Group code	2.3	Religious but NOT Evang PERCENT	15.76%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	2,816
Sitescape Group	Large Towns	Spiritual but Not Religious PERCENT	10.57%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,160
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.88%

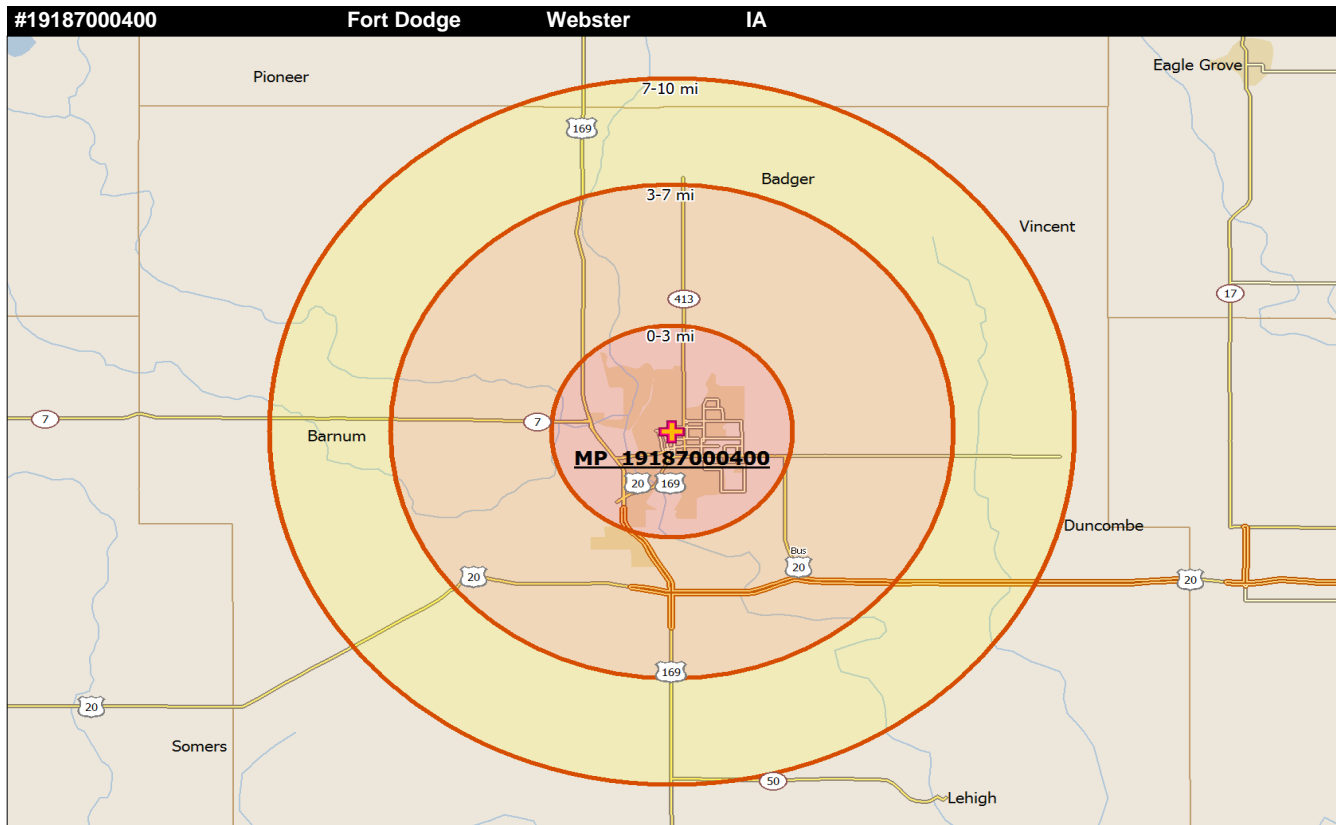
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.57%	Low Education County	False
Mainstay Community	9.04%	Low Employment County	False
Working Community	58.75%	Persistent Poverty County	False
Country Community	1.84%	Population Loss County	False
Aspiring Community	1.98%	Nonmetro Recreation County	False
Urban Community	16.83%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.20	Racial Diversity Index	52.14
Ancestry Diversity Index	60.62	Diversity Composite Index	14.01
Foreign Born Diversity Index	13.46	Population Density Index	61.99

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

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2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19187000400	Total Households in 3 mi Ring	10,464
CT Centroid Latitude	42.51126	Active Evangelical HHLDS	848
CT Centroid Longitude	-94.18372	Active Evangelical PERCENT	8.10%
City Location	Fort Dodge	Unreached HHLDS	7,082
County Location	Webster	Unreached Percent	67.68%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,570
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,206
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.52%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	4,311
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.2%

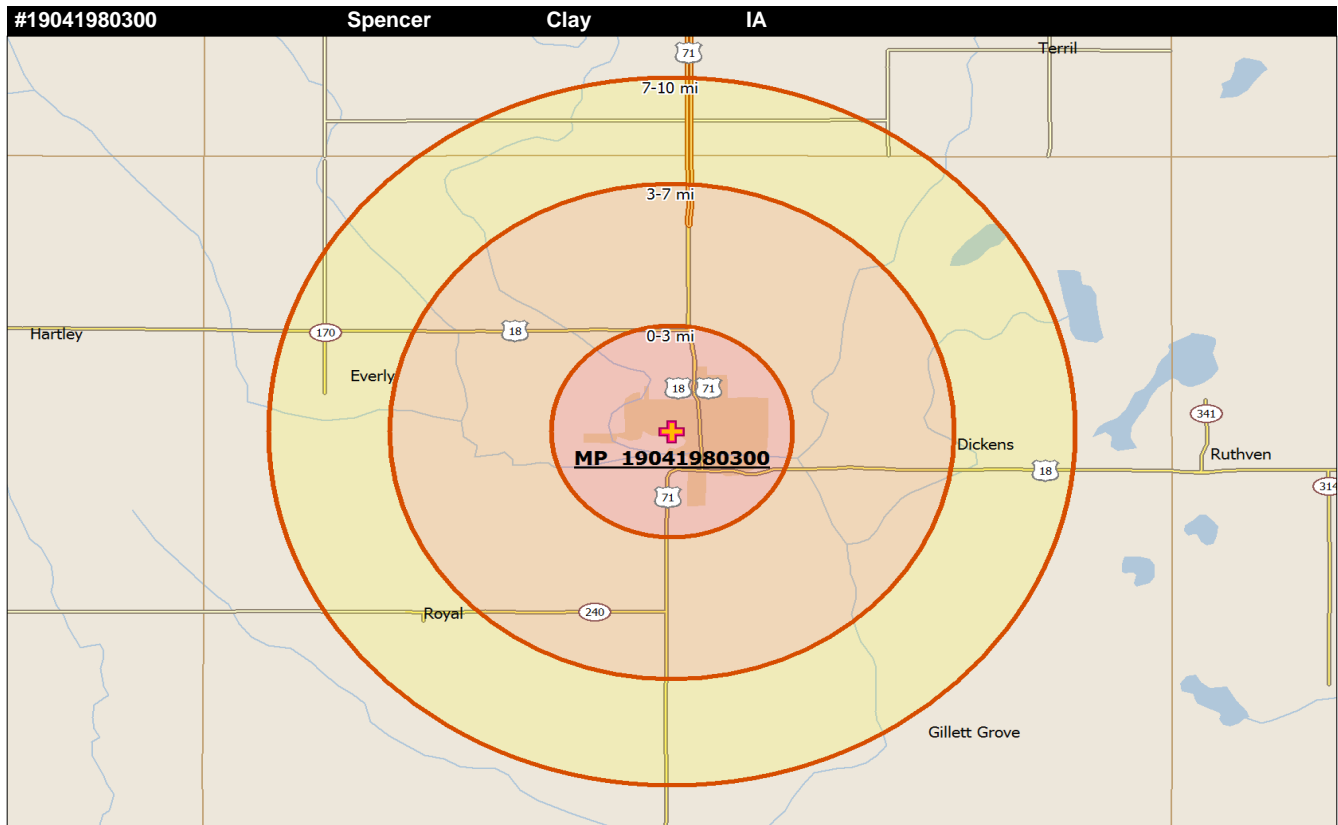
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.54%	Low Education County	False
Mainstay Community	10.78%	Low Employment County	False
Working Community	52.89%	Persistent Poverty County	False
Country Community	2.05%	Population Loss County	True
Aspiring Community	1.2%	Nonmetro Recreation County	False
Urban Community	9.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.10	Racial Diversity Index	20.51
Ancestry Diversity Index	62.30	Diversity Composite Index	20.50
Foreign Born Diversity Index	68.17	Population Density Index	32.89

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

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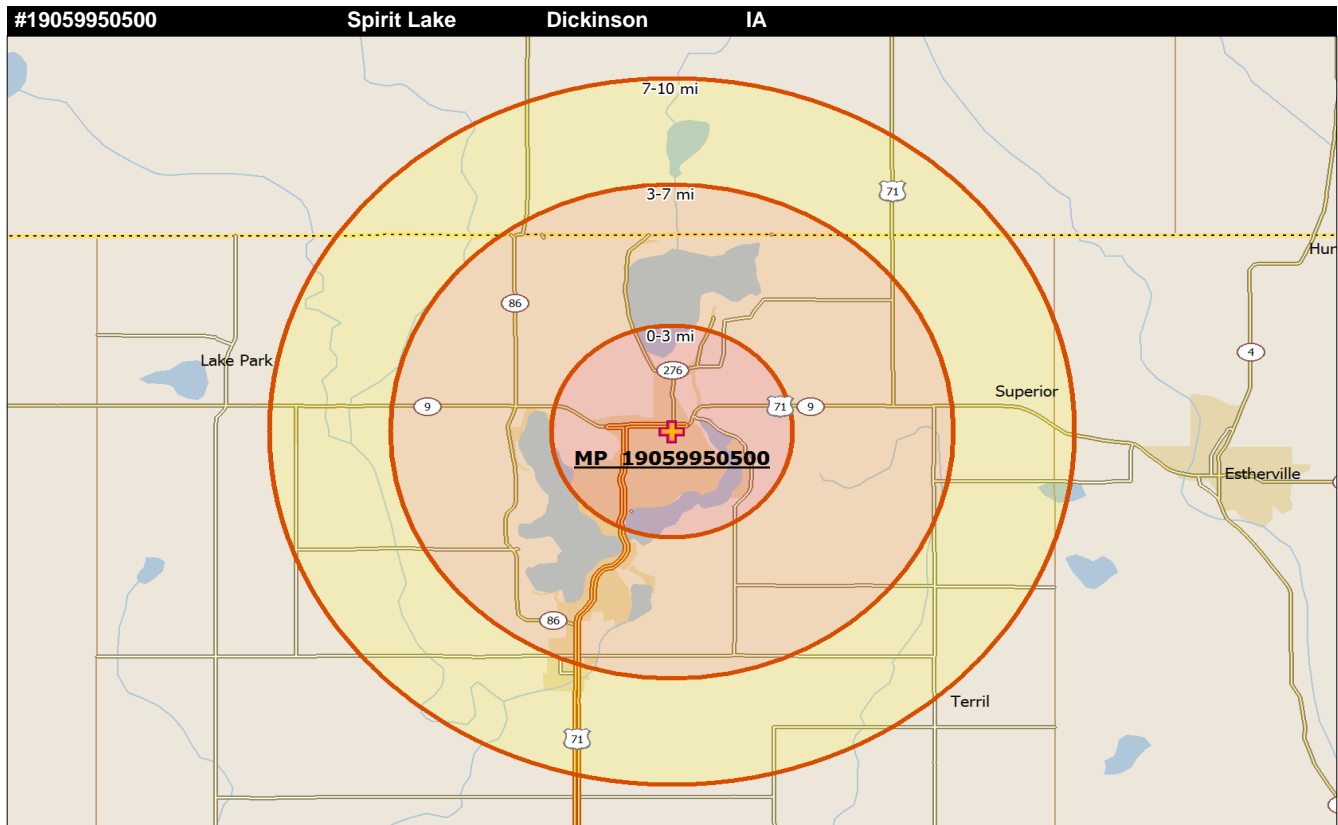
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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19041980300	Total Households in 3 mi Ring	5,160
CT Centroid Latitude	43.14245	Active Evangelical HHLDS	337
CT Centroid Longitude	-95.15846	Active Evangelical PERCENT	6.53%
City Location	Spencer	Unreached HHLDS	3,370
County Location	Clay	Unreached Percent	65.31%
Sitescape Category code	2	Religious but NOT Evang HHLDS	645
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	12.49%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	648
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.56%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,077
Population Pattern	50000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.25%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.71%	Low Education County	False
Mainstay Community	15.48%	Low Employment County	False
Working Community	55.04%	Persistent Poverty County	False
Country Community	4.75%	Population Loss County	True
Aspiring Community	2.03%	Nonmetro Recreation County	False
Urban Community	5.99%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.78	Racial Diversity Index	11.19
Ancestry Diversity Index	45.66	Diversity Composite Index	5.70
Foreign Born Diversity Index	37.55	Population Density Index	23.61



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19059950500	Total Households in 3 mi Ring	3,389
CT Centroid Latitude	43.41999	Active Evangelical HHLDS	208
CT Centroid Longitude	-95.10319	Active Evangelical PERCENT	6.15%
City Location	Spirit Lake	Unreached HHLDS	2,280
County Location	Dickinson	Unreached Percent	67.26%
Sitescape Category code	2	Religious but NOT Evang HHLDS	472
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.91%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	440
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.98%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,368
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.37%

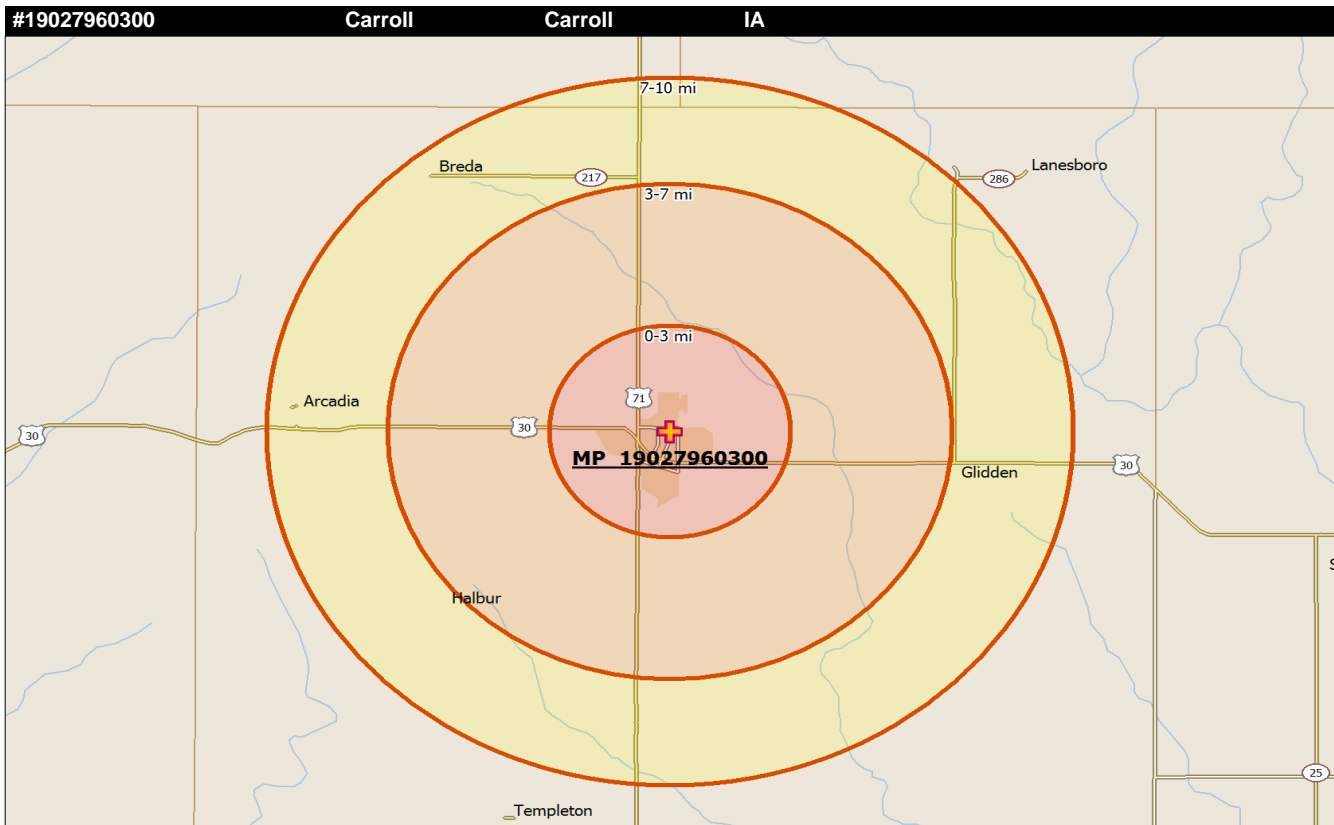
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	32.58%	Low Education County	False
Mainstay Community	20.89%	Low Employment County	False
Working Community	33.61%	Persistent Poverty County	False
Country Community	5.84%	Population Loss County	False
Aspiring Community	2.42%	Nonmetro Recreation County	True
Urban Community	4.63%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.37	Racial Diversity Index	2.22
Ancestry Diversity Index	39.16	Diversity Composite Index	2.79
Foreign Born Diversity Index	27.56	Population Density Index	20.27

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

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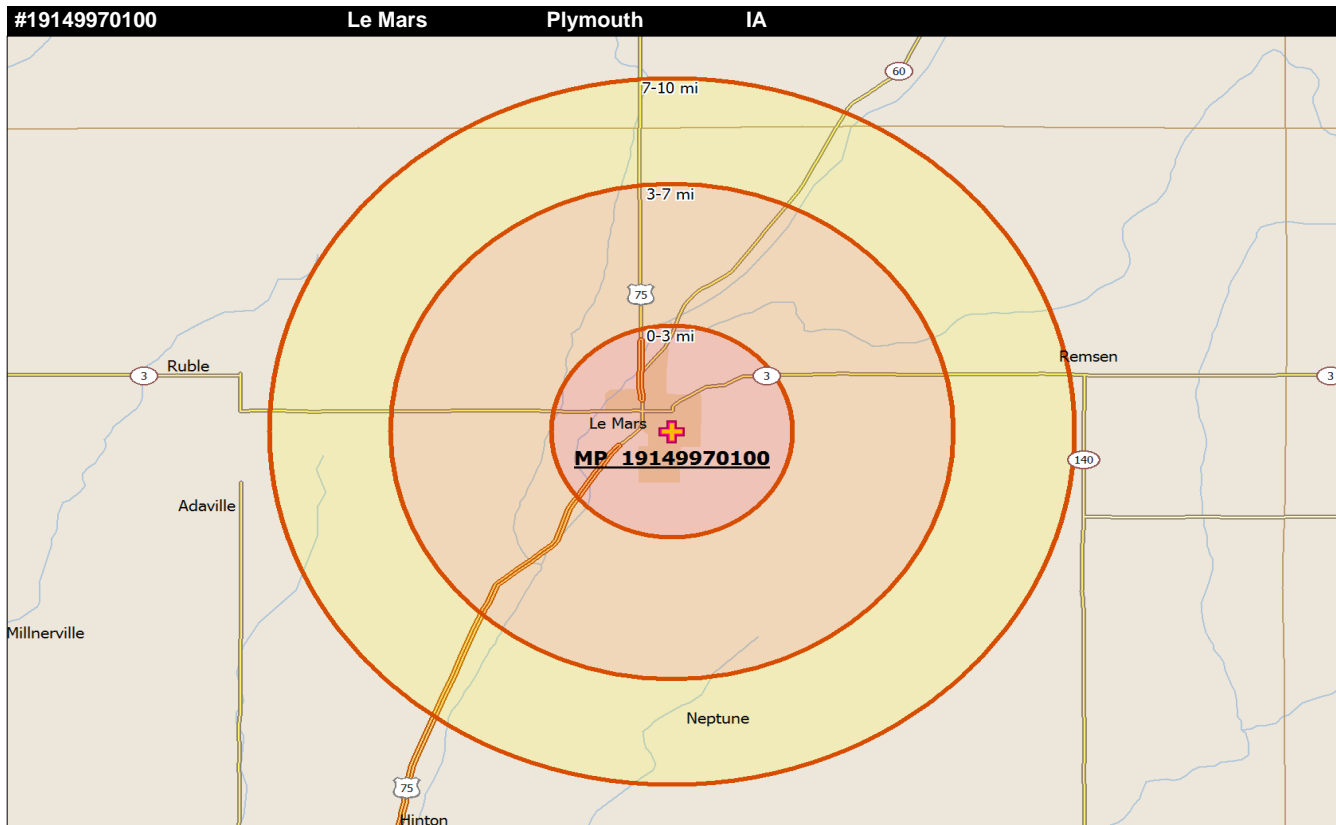
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5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19027960300	Total Households in 3 mi Ring	4,317
CT Centroid Latitude	42.07689	Active Evangelical HHLDS	274
CT Centroid Longitude	-94.86315	Active Evangelical PERCENT	6.34%
City Location	Carroll	Unreached HHLDS	2,862
County Location	Carroll	Unreached Percent	66.29%
Sitescape Category code	2	Religious but NOT Evang HHLDS	570
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.21%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	536
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.42%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,755
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.66%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.49%	Low Education County	False
Mainstay Community	22.7%	Low Employment County	False
Working Community	41.21%	Persistent Poverty County	False
Country Community	3.91%	Population Loss County	True
Aspiring Community	1.71%	Nonmetro Recreation County	False
Urban Community	1.97%	Retirement Destination County	False

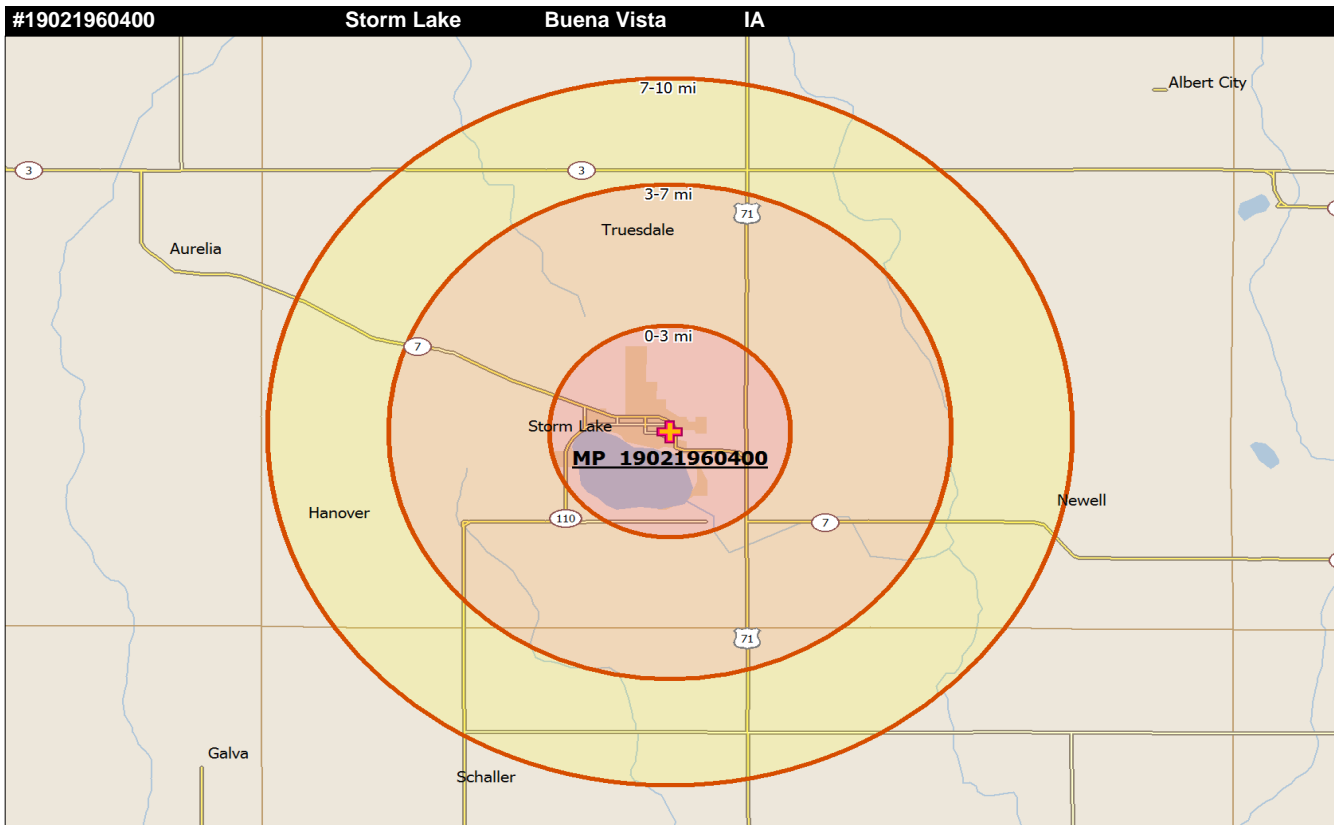
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.49	Racial Diversity Index	6.59
Ancestry Diversity Index	13.30	Diversity Composite Index	1.30
Foreign Born Diversity Index	38.34	Population Density Index	22.15



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19149970100	Total Households in 3 mi Ring	4,067
CT Centroid Latitude	42.78483	Active Evangelical HHLDS	218
CT Centroid Longitude	-96.15931	Active Evangelical PERCENT	5.36%
City Location	Le Mars	Unreached HHLDS	2,678
County Location	Plymouth	Unreached Percent	65.84%
Sitescape Category code	2	Religious but NOT Evang HHLDS	537
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.2%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	497
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.21%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,645
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.44%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	30.07%	Low Education County	False
Mainstay Community	21.74%	Low Employment County	False
Working Community	38.04%	Persistent Poverty County	False
Country Community	8.97%	Population Loss County	False
Aspiring Community	0.05%	Nonmetro Recreation County	False
Urban Community	1.18%	Retirement Destination County	False

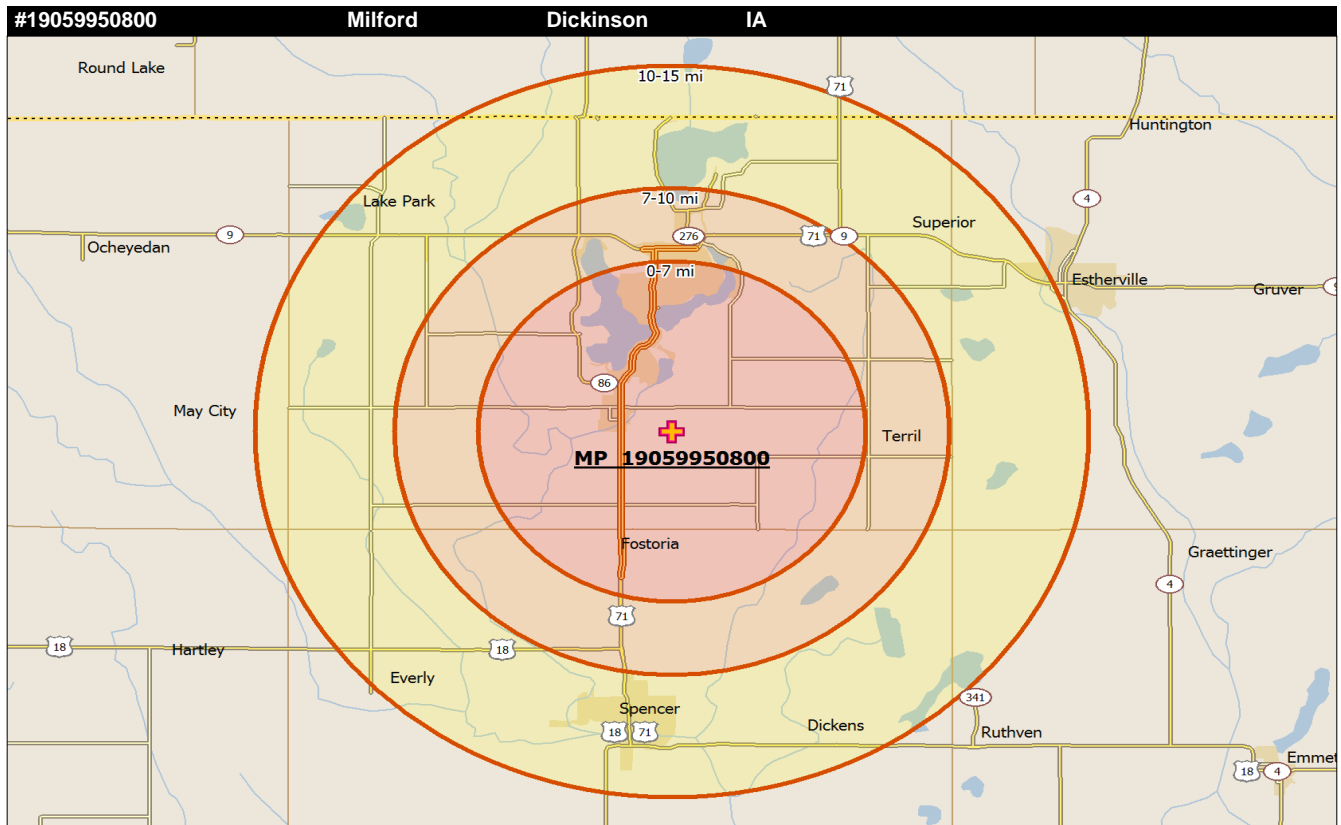
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.09	Racial Diversity Index	12.27
Ancestry Diversity Index	25.10	Diversity Composite Index	2.54
Foreign Born Diversity Index	19.84	Population Density Index	21.78



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19021960400	Total Households in 3 mi Ring	3,912
CT Centroid Latitude	42.64147	Active Evangelical HHLDS	386
CT Centroid Longitude	-95.18880	Active Evangelical PERCENT	9.87%
City Location	Storm Lake	Unreached HHLDS	2,680
County Location	Buena Vista	Unreached Percent	68.51%
Sitescape Category code	2	Religious but NOT Evang HHLDS	619
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.83%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	411
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.51%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,650
Population Pattern	50000-10000-2500	NOT Evangelical NOT Interested PERCENT	42.17%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.82%	Low Education County	False
Mainstay Community	16.9%	Low Employment County	False
Working Community	50.26%	Persistent Poverty County	False
Country Community	2.22%	Population Loss County	False
Aspiring Community	3.22%	Nonmetro Recreation County	False
Urban Community	9.59%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	76.83	Racial Diversity Index	69.20
Ancestry Diversity Index	43.06	Diversity Composite Index	23.66
Foreign Born Diversity Index	15.40	Population Density Index	23.02



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19059950800	Total Households in 3 mi Ring	2,192
CT Centroid Latitude	43.31348	Active Evangelical HHLDS	135
CT Centroid Longitude	-95.11380	Active Evangelical PERCENT	6.15%
City Location	Milford	Unreached HHLDS	1,474
County Location	Dickinson	Unreached Percent	67.24%
Sitescape Category code	1	Religious but NOT Evang HHLDS	329
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.02%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	261
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.92%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	883
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	40.3%

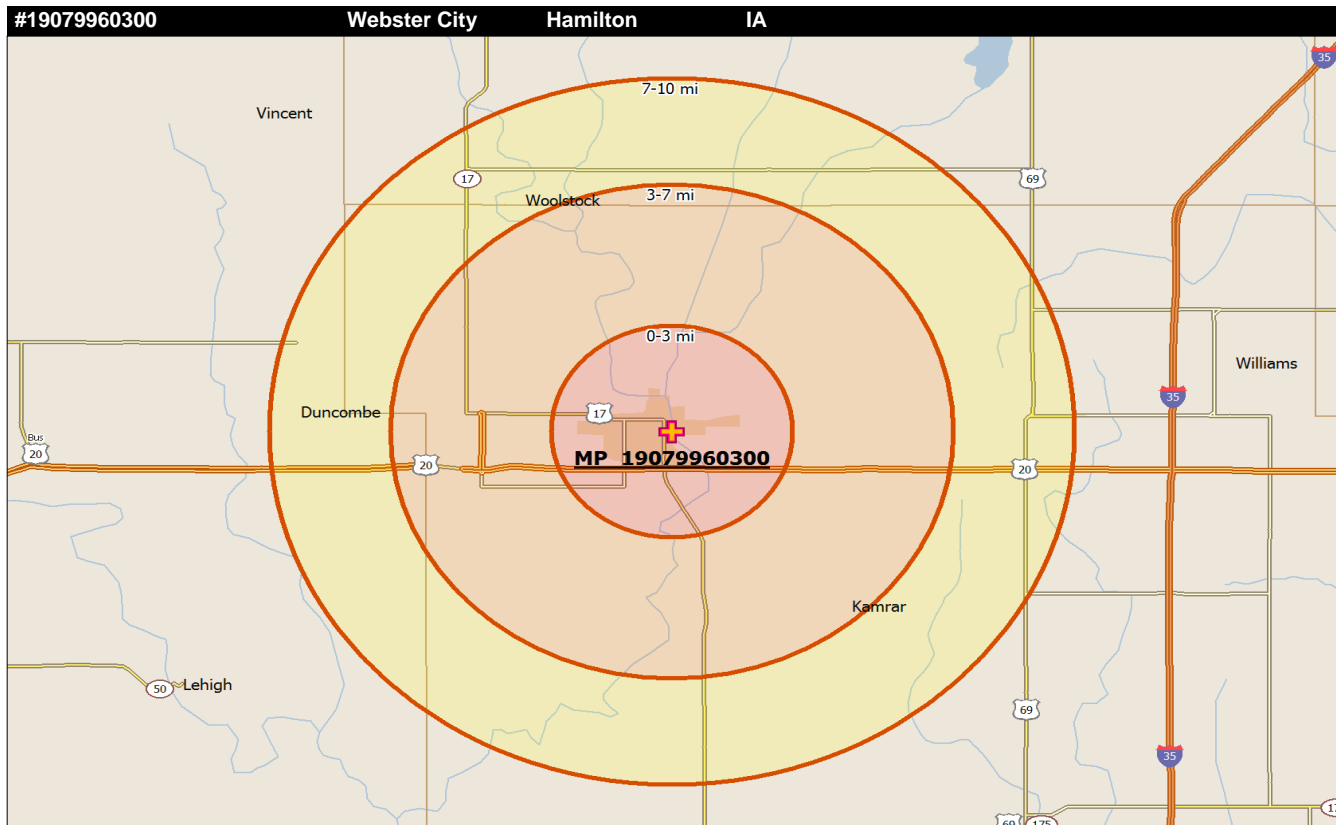
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.35%	Low Education County	False
Mainstay Community	23.59%	Low Employment County	False
Working Community	42.7%	Persistent Poverty County	False
Country Community	22.9%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	2.42%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.65	Racial Diversity Index	4.12
Ancestry Diversity Index	37.31	Diversity Composite Index	4.20
Foreign Born Diversity Index	26.73	Population Density Index	7.17

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

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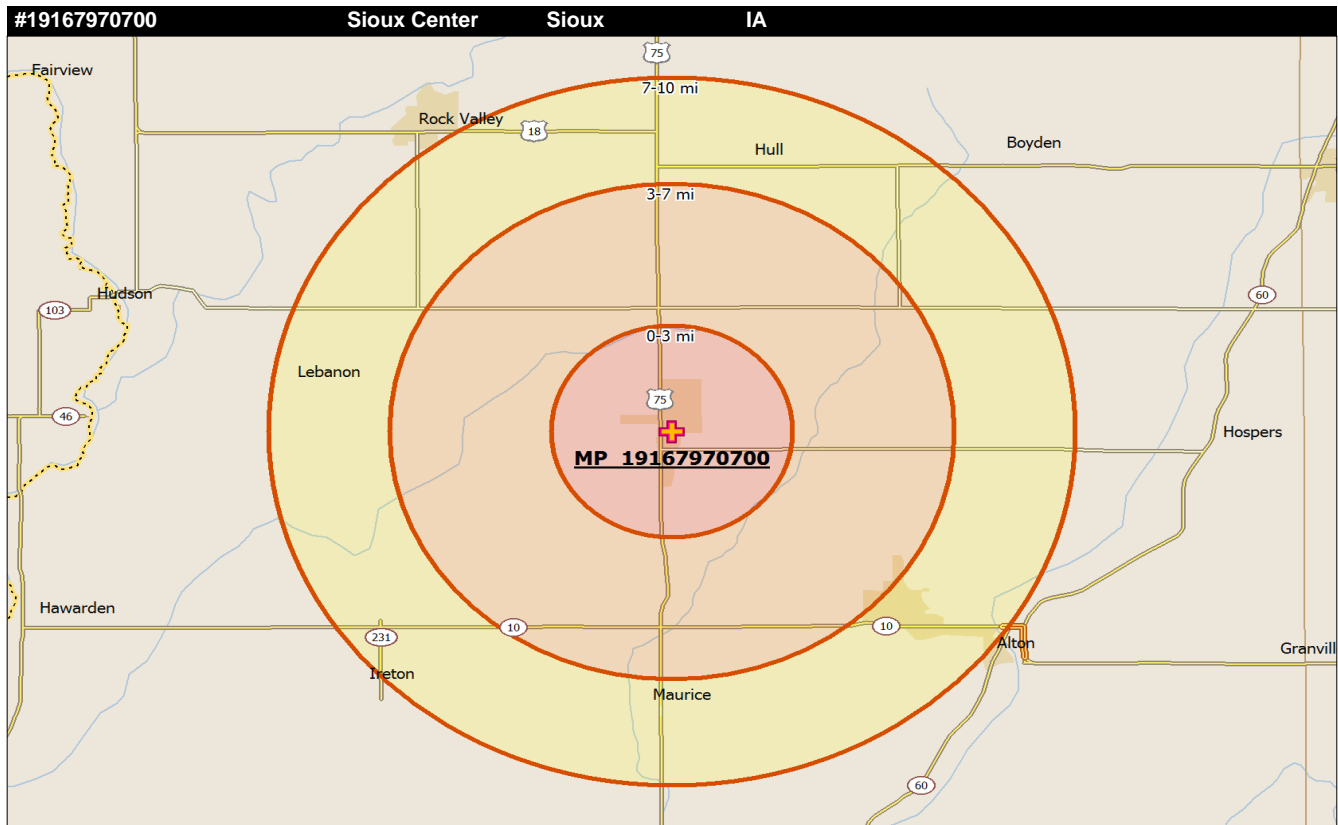
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9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19079960300	Total Households in 3 mi Ring	3,709
CT Centroid Latitude	42.46458	Active Evangelical HHLDS	326
CT Centroid Longitude	-93.81211	Active Evangelical PERCENT	8.79%
City Location	Webster City	Unreached HHLDS	2,408
County Location	Hamilton	Unreached Percent	64.92%
Sitescape Category code	2	Religious but NOT Evang HHLDS	473
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.75%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	462
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.47%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,472
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.7%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.2%	Low Education County	False
Mainstay Community	12.38%	Low Employment County	False
Working Community	61.2%	Persistent Poverty County	False
Country Community	4.42%	Population Loss County	False
Aspiring Community	1.11%	Nonmetro Recreation County	False
Urban Community	3.67%	Retirement Destination County	False

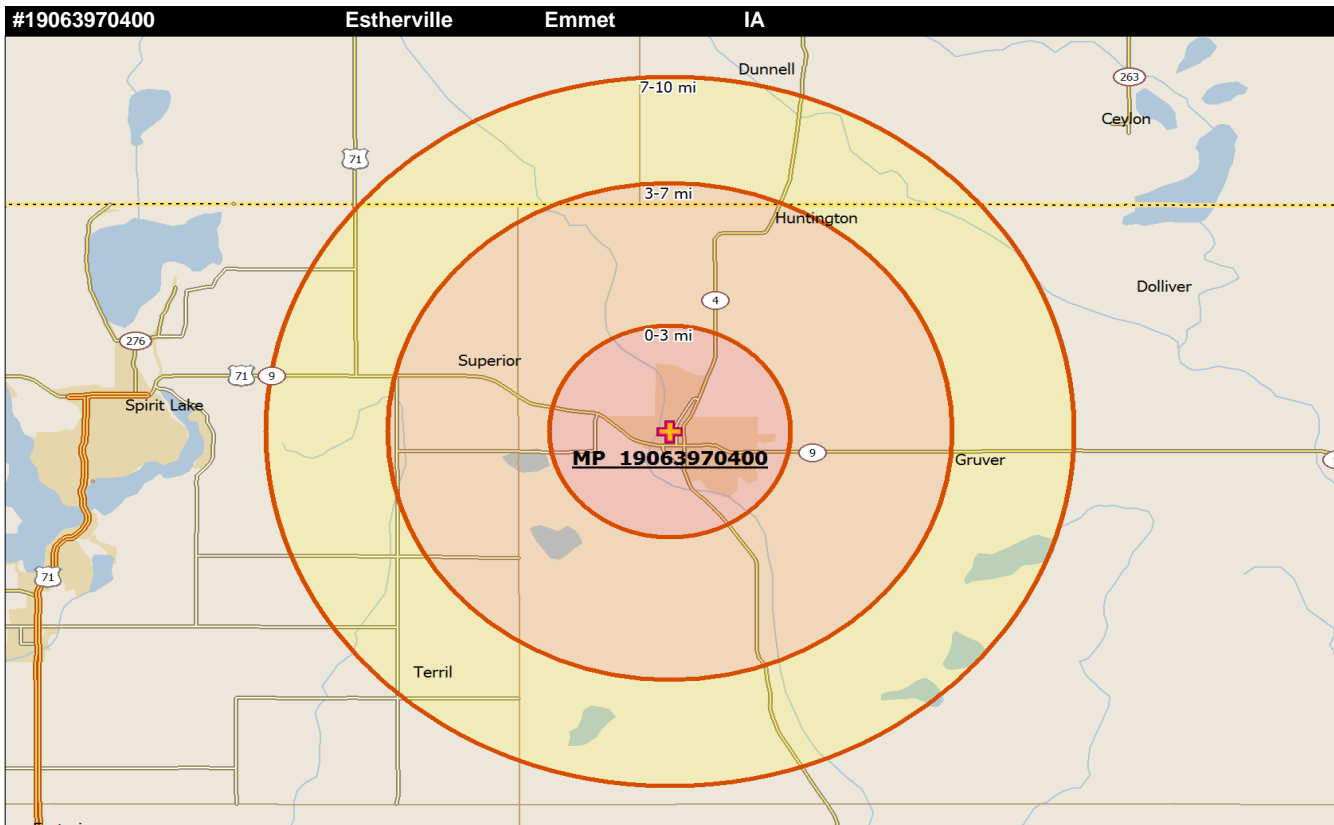
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	25.79	Racial Diversity Index	13.23
Ancestry Diversity Index	60.17	Diversity Composite Index	16.21
Foreign Born Diversity Index	28.93	Population Density Index	19.99



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19167970700	Total Households in 3 mi Ring	2,296
CT Centroid Latitude	43.07728	Active Evangelical HHLDS	642
CT Centroid Longitude	-96.16992	Active Evangelical PERCENT	27.96%
City Location	Sioux Center	Unreached HHLDS	1,509
County Location	Sioux	Unreached Percent	65.7%
Sitescape Category code	2	Religious but NOT Evang HHLDS	303
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.2%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	255
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.12%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	950
Population Pattern	10000-0-50000	NOT Evangelical NOT Interested PERCENT	41.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.11%	Low Education County	False
Mainstay Community	25.26%	Low Employment County	False
Working Community	8.01%	Persistent Poverty County	False
Country Community	11.89%	Population Loss County	False
Aspiring Community	2.31%	Nonmetro Recreation County	False
Urban Community	12.41%	Retirement Destination County	False

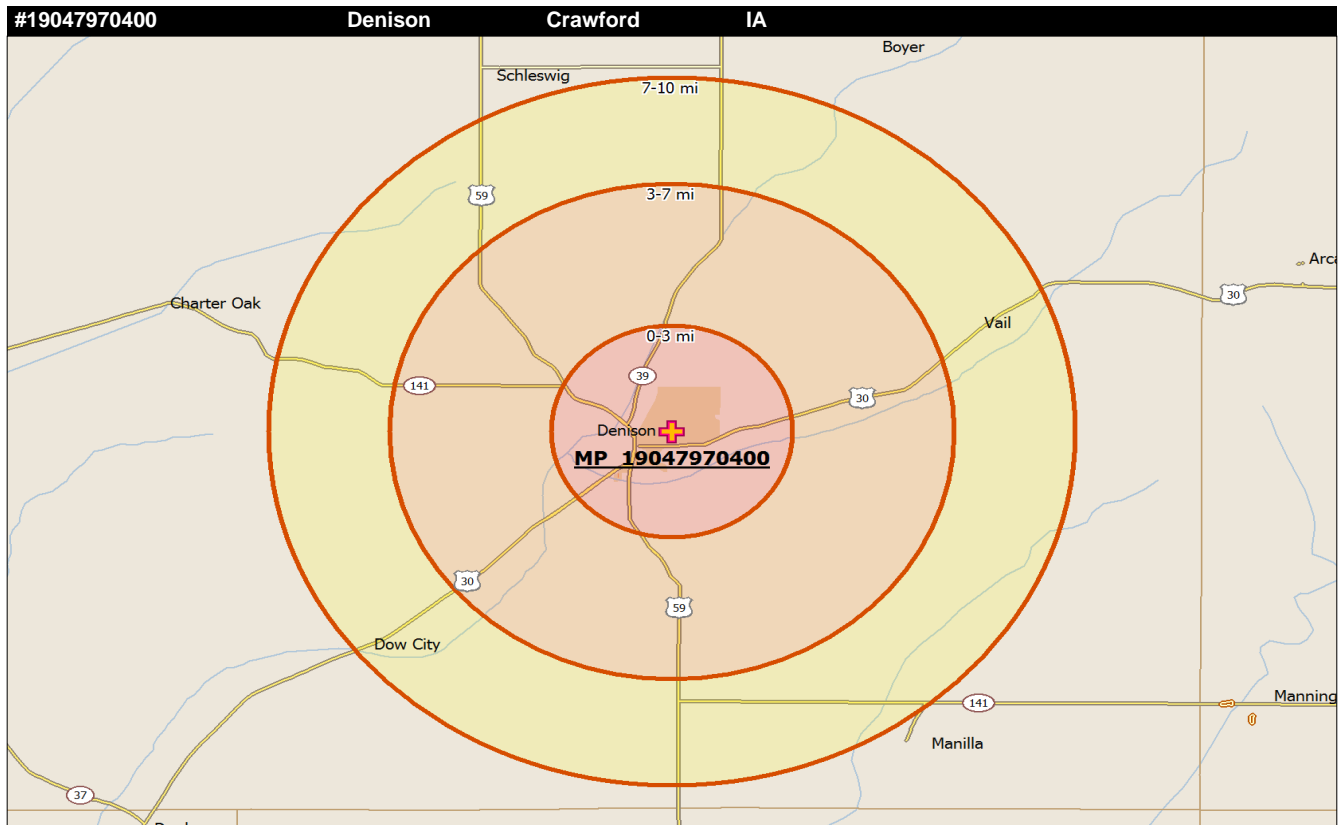
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	35.68	Racial Diversity Index	22.80
Ancestry Diversity Index	9.63	Diversity Composite Index	4.76
Foreign Born Diversity Index	39.29	Population Density Index	19.16



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19063970400	Total Households in 3 mi Ring	2,851
CT Centroid Latitude	43.40768	Active Evangelical HHLDS	94
CT Centroid Longitude	-94.83971	Active Evangelical PERCENT	3.28%
City Location	Estherville	Unreached HHLDS	1,856
County Location	Emmet	Unreached Percent	65.09%
Sitescape Category code	2	Religious but NOT Evang HHLDS	360
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.62%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	339
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.88%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,157
Population Pattern	10000-2500-0	NOT Evangelical NOT Interested PERCENT	40.59%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.58%	Low Education County	False
Mainstay Community	21.96%	Low Employment County	False
Working Community	54.68%	Persistent Poverty County	False
Country Community	9.82%	Population Loss County	True
Aspiring Community	2.21%	Nonmetro Recreation County	False
Urban Community	3.72%	Retirement Destination County	False

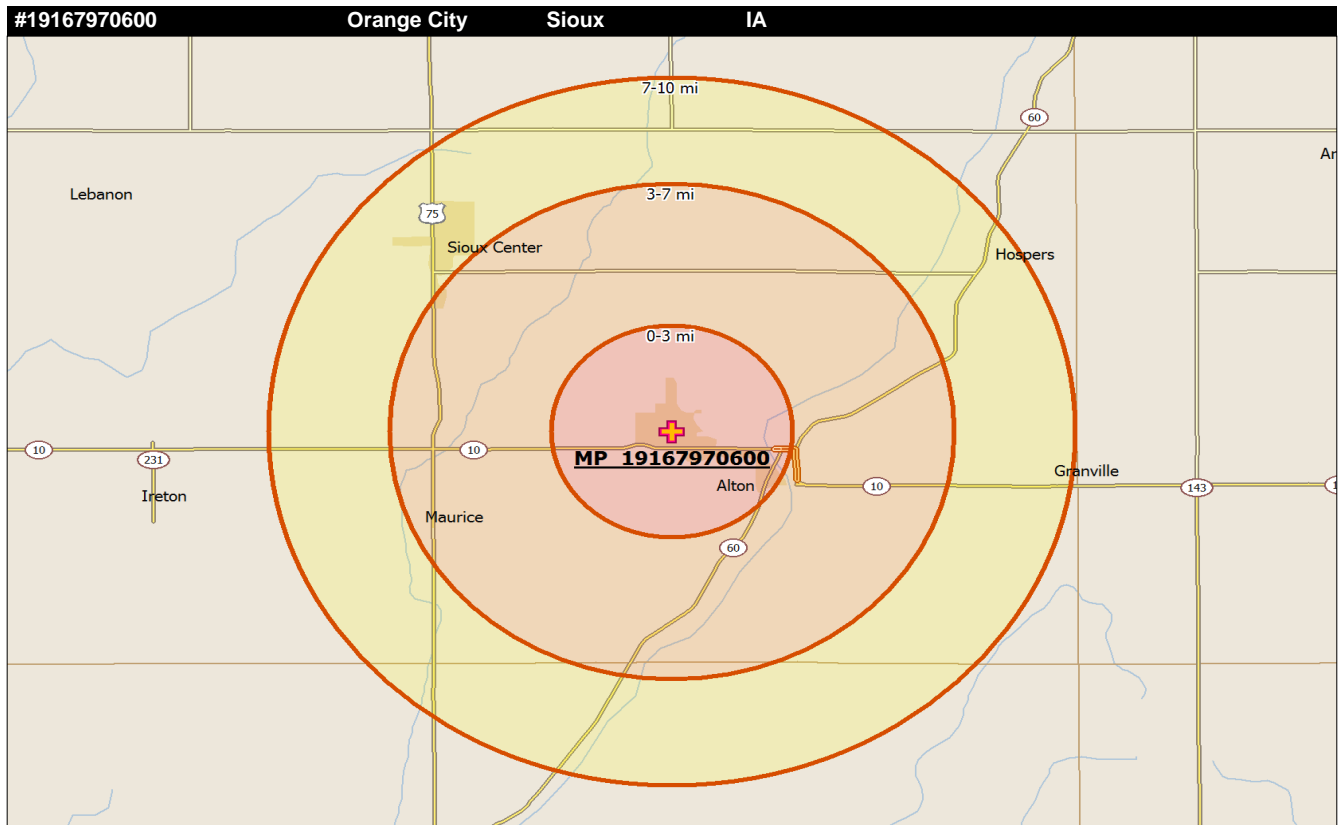
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	34.59	Racial Diversity Index	19.25
Ancestry Diversity Index	52.86	Diversity Composite Index	3.20
Foreign Born Diversity Index	4.93	Population Density Index	17.55



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19047970400	Total Households in 3 mi Ring	2,933
CT Centroid Latitude	42.01829	Active Evangelical HHLDS	435
CT Centroid Longitude	-95.34740	Active Evangelical PERCENT	14.84%
City Location	Denison	Unreached HHLDS	1,940
County Location	Crawford	Unreached Percent	66.15%
Sitescape Category code	2	Religious but NOT Evang HHLDS	399
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	323
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.02%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,218
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	41.53%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.54%	Low Education County	False
Mainstay Community	18.1%	Low Employment County	False
Working Community	48.99%	Persistent Poverty County	False
Country Community	5.76%	Population Loss County	False
Aspiring Community	2.63%	Nonmetro Recreation County	False
Urban Community	7.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.66	Racial Diversity Index	61.30
Ancestry Diversity Index	33.66	Diversity Composite Index	6.73
Foreign Born Diversity Index	2.19	Population Density Index	19.57



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19167970600	Total Households in 3 mi Ring	2,397
CT Centroid Latitude	43.00443	Active Evangelical HHLDS	689
CT Centroid Longitude	-96.05840	Active Evangelical PERCENT	28.76%
City Location	Orange City	Unreached HHLDS	1,551
County Location	Sioux	Unreached Percent	64.72%
Sitescape Category code	2	Religious but NOT Evang HHLDS	322
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.41%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	275
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.47%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	955
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.84%

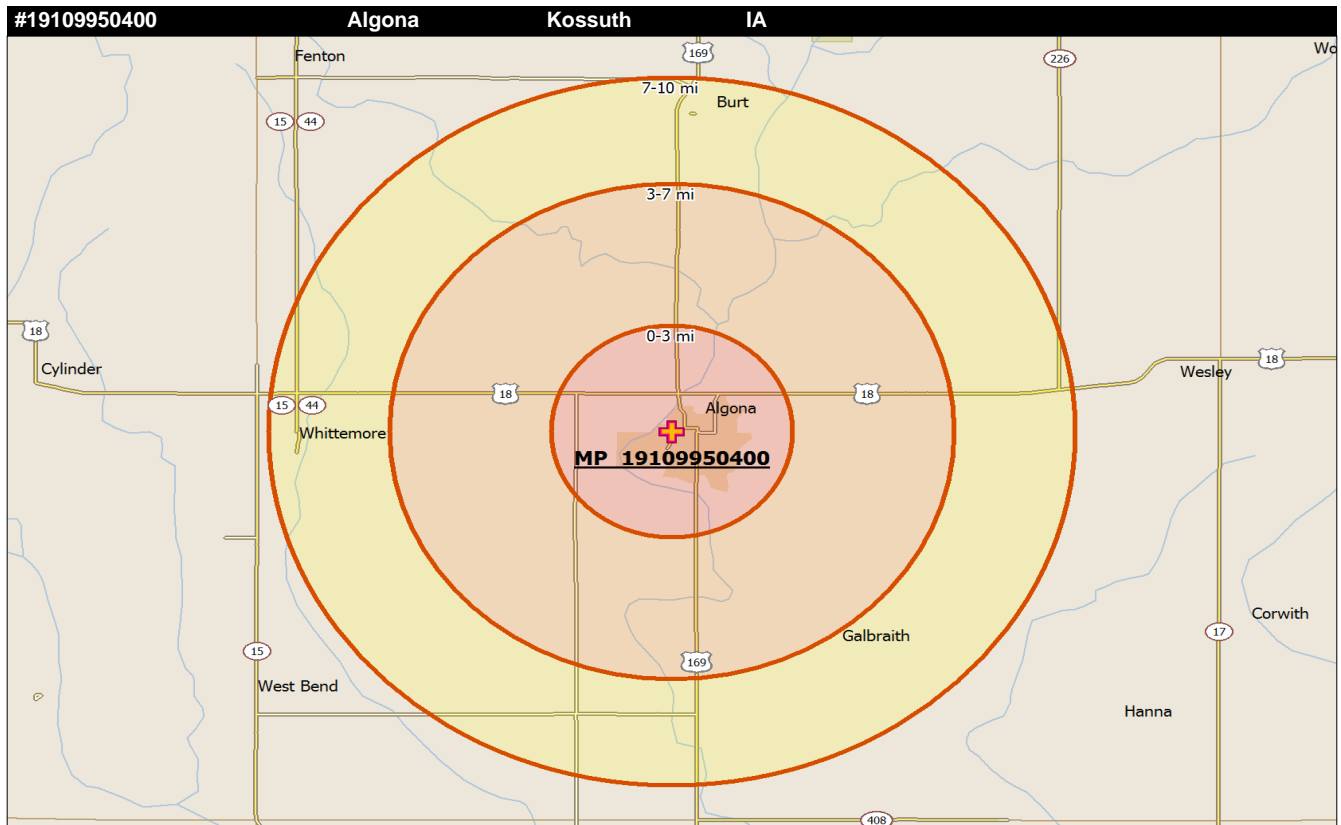
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.73%	Low Education County	False
Mainstay Community	27.83%	Low Employment County	False
Working Community	30.08%	Persistent Poverty County	False
Country Community	7.97%	Population Loss County	False
Aspiring Community	0.92%	Nonmetro Recreation County	False
Urban Community	13.48%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	25.51	Racial Diversity Index	10.52
Ancestry Diversity Index	23.71	Diversity Composite Index	7.54
Foreign Born Diversity Index	54.94	Population Density Index	18.35

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

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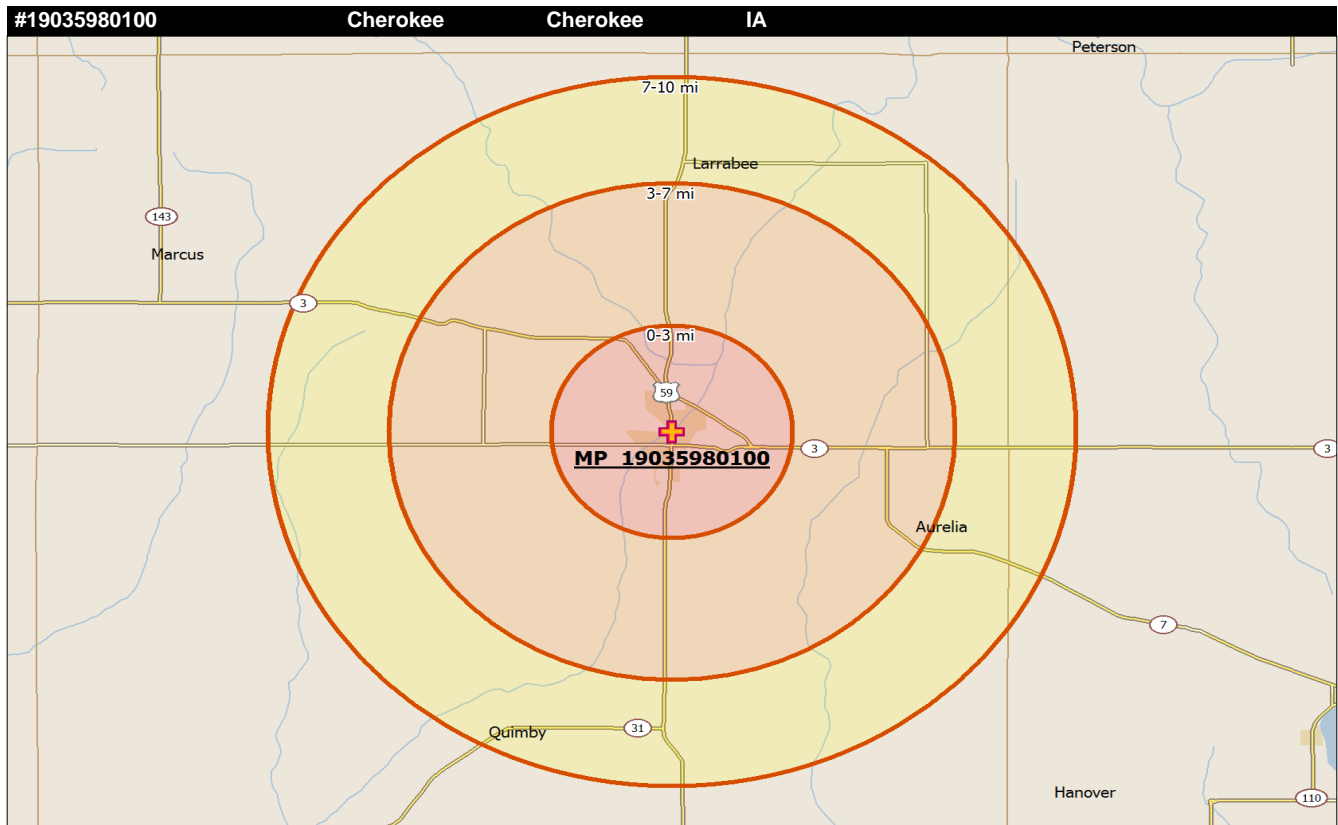
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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19109950400	Total Households in 3 mi Ring	2,788
CT Centroid Latitude	43.06732	Active Evangelical HHLDS	307
CT Centroid Longitude	-94.23913	Active Evangelical PERCENT	11.01%
City Location	Algona	Unreached HHLDS	1,810
County Location	Kossuth	Unreached Percent	64.93%
Sitescape Category code	2	Religious but NOT Evang HHLDS	352
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.62%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	339
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.16%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,119
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.61%	Low Education County	False
Mainstay Community	18.44%	Low Employment County	False
Working Community	44.4%	Persistent Poverty County	False
Country Community	7.93%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.66%	Retirement Destination County	False

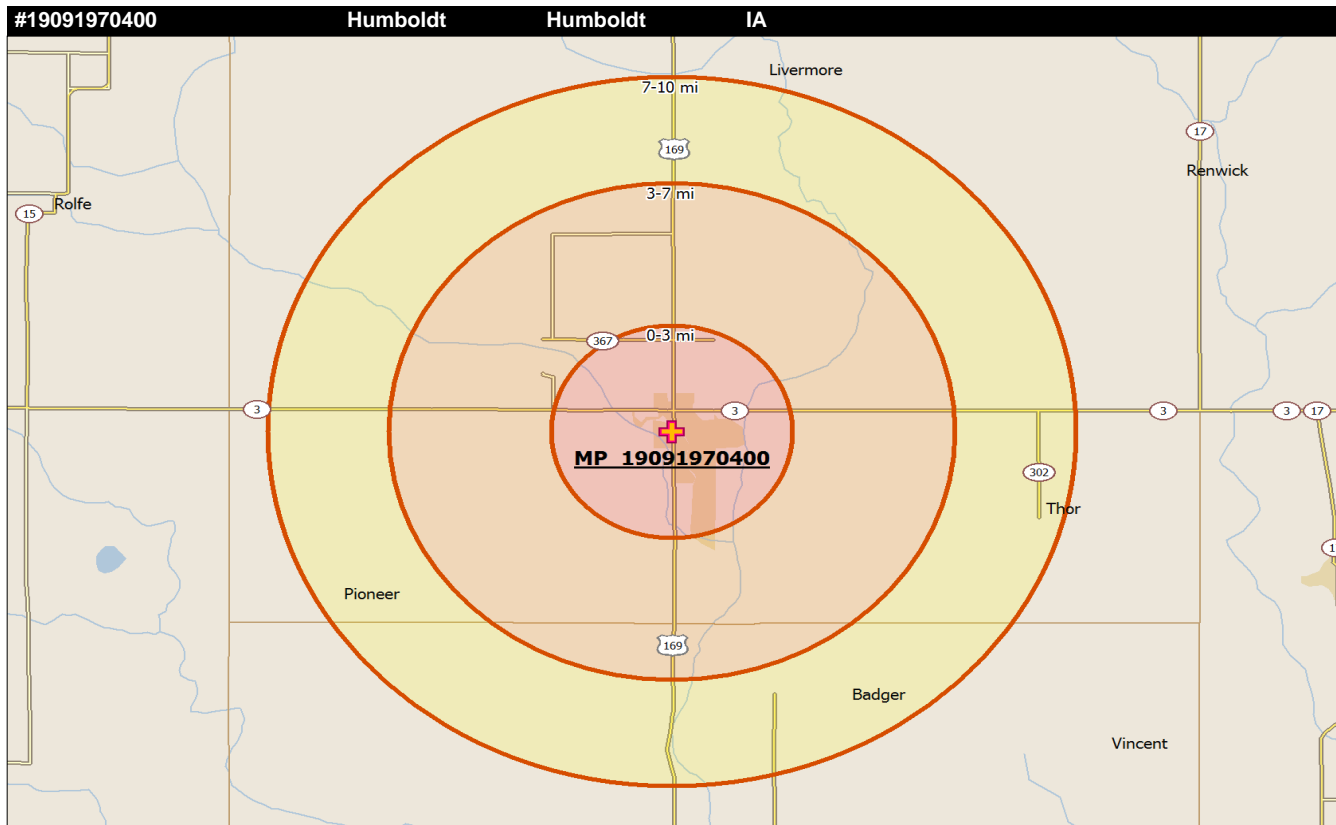
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.35	Racial Diversity Index	3.81
Ancestry Diversity Index	24.80	Diversity Composite Index	2.34
Foreign Born Diversity Index	46.03	Population Density Index	16.26



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19035980100	Total Households in 3 mi Ring	2,631
CT Centroid Latitude	42.75527	Active Evangelical HHLDS	391
CT Centroid Longitude	-95.55104	Active Evangelical PERCENT	14.88%
City Location	Cherokee	Unreached HHLDS	1,739
County Location	Cherokee	Unreached Percent	66.1%
Sitescape Category code	2	Religious but NOT Evang HHLDS	350
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.31%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	333
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.67%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,056
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.12%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.25%	Low Education County	False
Mainstay Community	20.45%	Low Employment County	False
Working Community	52.98%	Persistent Poverty County	False
Country Community	7.56%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	7.75%	Retirement Destination County	False

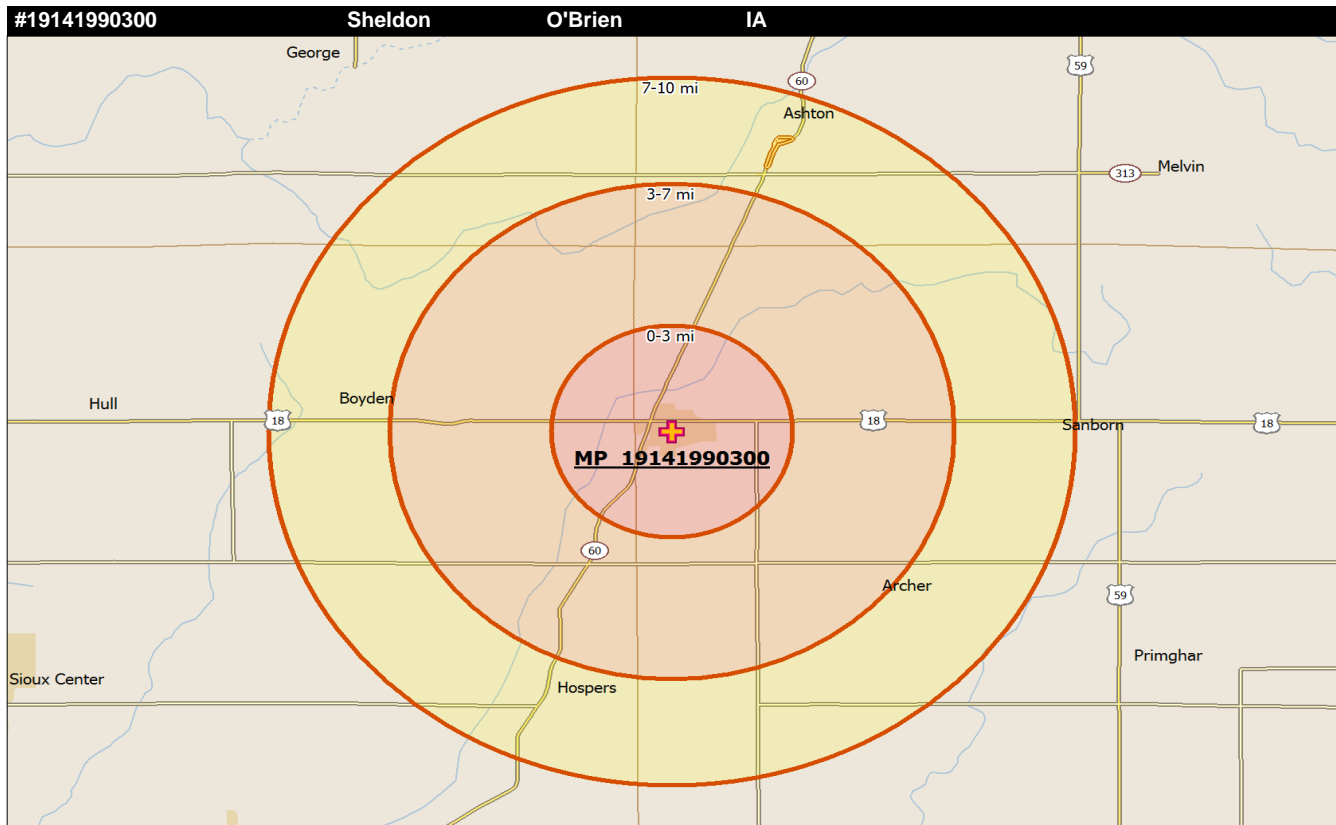
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.00	Racial Diversity Index	12.31
Ancestry Diversity Index	37.05	Diversity Composite Index	5.19
Foreign Born Diversity Index	35.42	Population Density Index	15.53



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19091970400	Total Households in 3 mi Ring	2,588
CT Centroid Latitude	42.72311	Active Evangelical HHLDS	408
CT Centroid Longitude	-94.22786	Active Evangelical PERCENT	15.78%
City Location	Humboldt	Unreached HHLDS	1,719
County Location	Humboldt	Unreached Percent	66.43%
Sitescape Category code	2	Religious but NOT Evang HHLDS	355
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.73%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	313
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.09%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,051
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.63%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.92%	Low Education County	False
Mainstay Community	33.19%	Low Employment County	False
Working Community	38.45%	Persistent Poverty County	False
Country Community	8.58%	Population Loss County	True
Aspiring Community	1.12%	Nonmetro Recreation County	False
Urban Community	2.74%	Retirement Destination County	False

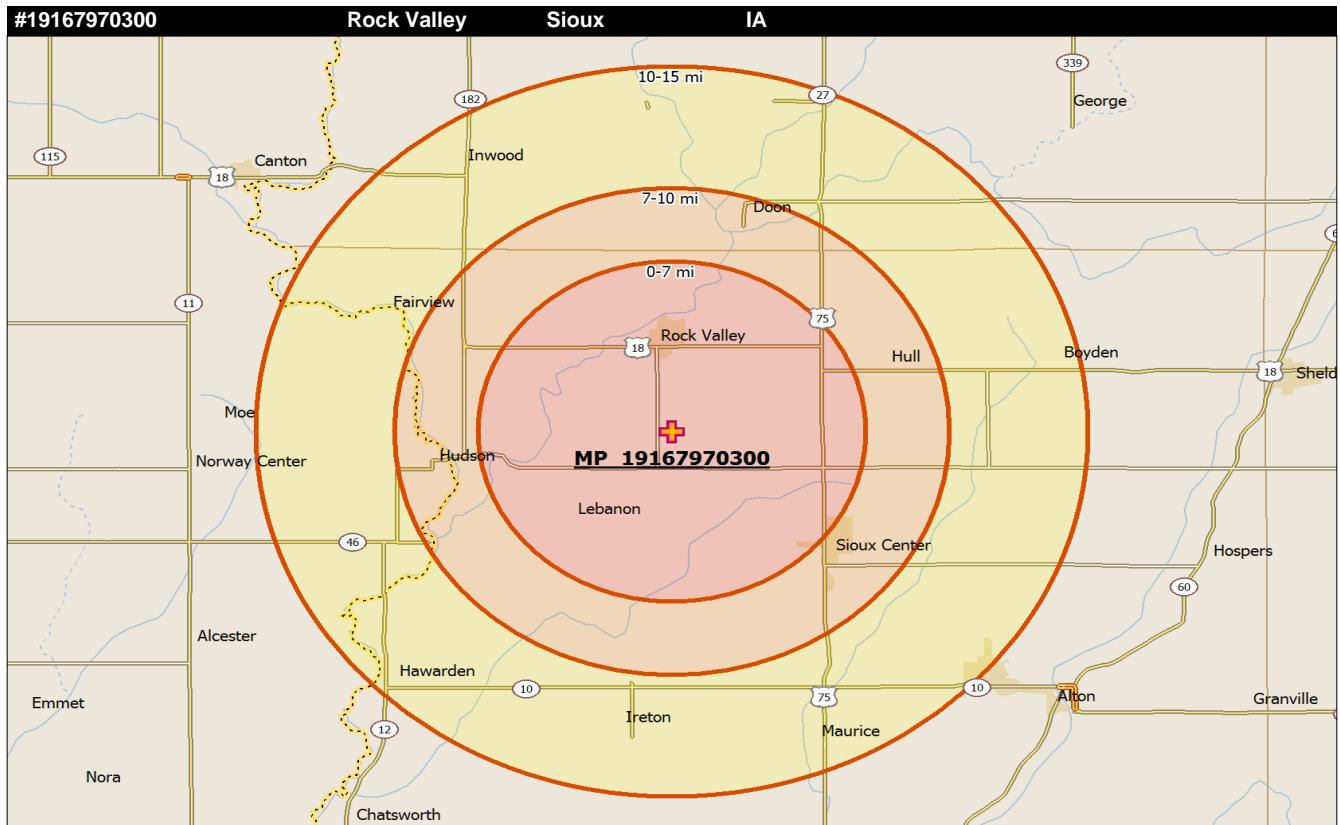
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.70	Racial Diversity Index	12.06
Ancestry Diversity Index	44.22	Diversity Composite Index	4.71
Foreign Born Diversity Index	13.60	Population Density Index	15.16



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19141990300	Total Households in 3 mi Ring	2,198
CT Centroid Latitude	43.18164	Active Evangelical HHLDS	378
CT Centroid Longitude	-95.84349	Active Evangelical PERCENT	17.20%
City Location	Sheldon	Unreached HHLDS	1,443
County Location	O'Brien	Unreached Percent	65.67%
Sitescape Category code	2	Religious but NOT Evang HHLDS	298
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.56%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	253
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.5%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	893
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.61%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.79%	Low Education County	False
Mainstay Community	13.92%	Low Employment County	False
Working Community	55.32%	Persistent Poverty County	False
Country Community	4.73%	Population Loss County	True
Aspiring Community	0.5%	Nonmetro Recreation County	False
Urban Community	4.69%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	26.26	Racial Diversity Index	10.29
Ancestry Diversity Index	32.21	Diversity Composite Index	5.11
Foreign Born Diversity Index	15.54	Population Density Index	14.24



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19167970300	Total Households in 3 mi Ring	1,432
CT Centroid Latitude	43.14948	Active Evangelical HHLDS	405
CT Centroid Longitude	-96.28418	Active Evangelical PERCENT	28.26%
City Location	Rock Valley	Unreached HHLDS	936
County Location	Sioux	Unreached Percent	65.39%
Sitescape Category code	1	Religious but NOT Evang HHLDS	195
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.62%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	140
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.8%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	601
Population Pattern	2500-10000-50000	NOT Evangelical NOT Interested PERCENT	41.99%

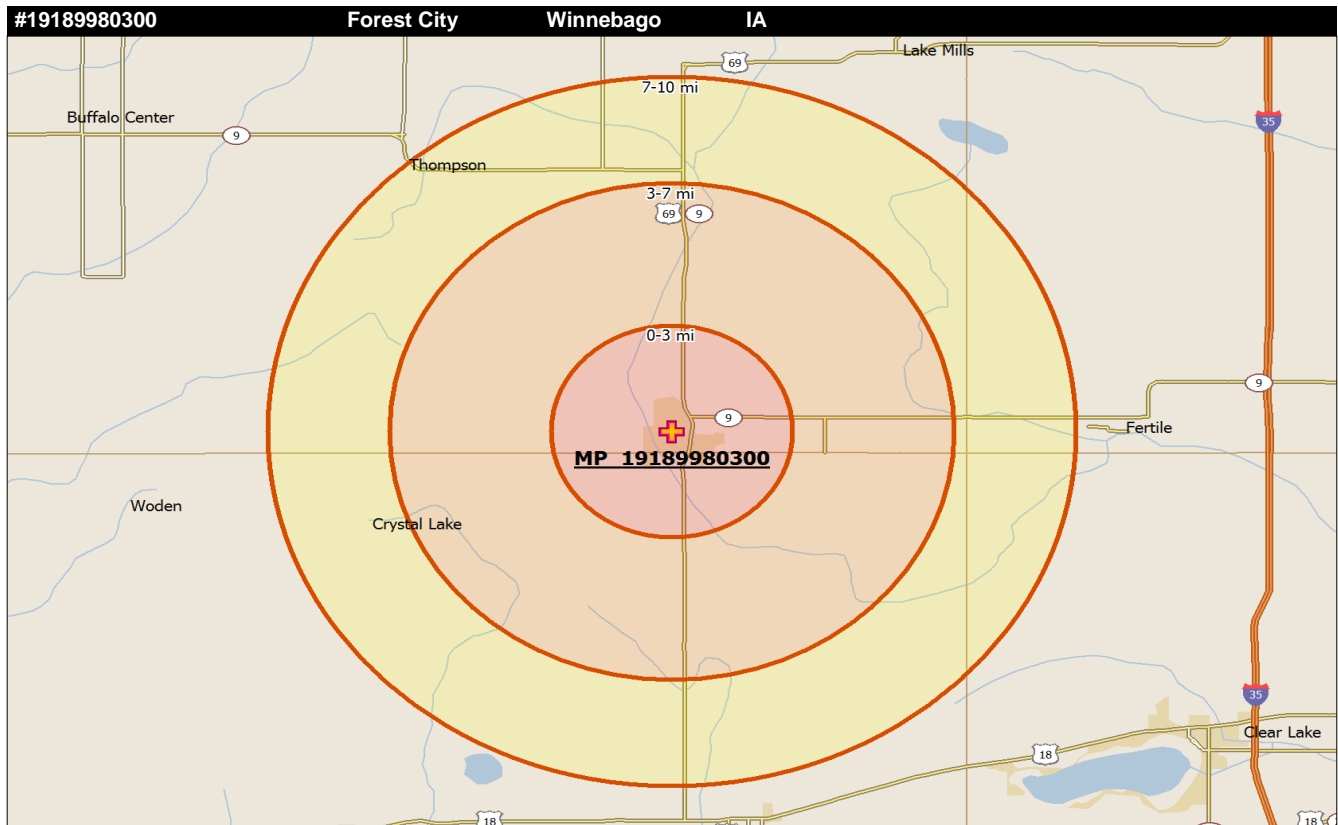
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.11%	Low Education County	False
Mainstay Community	18.37%	Low Employment County	False
Working Community	42.95%	Persistent Poverty County	False
Country Community	17.88%	Population Loss County	False
Aspiring Community	0.63%	Nonmetro Recreation County	False
Urban Community	3.14%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	25.34	Racial Diversity Index	9.78
Ancestry Diversity Index	9.70	Diversity Composite Index	2.81
Foreign Born Diversity Index	11.66	Population Density Index	3.24

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

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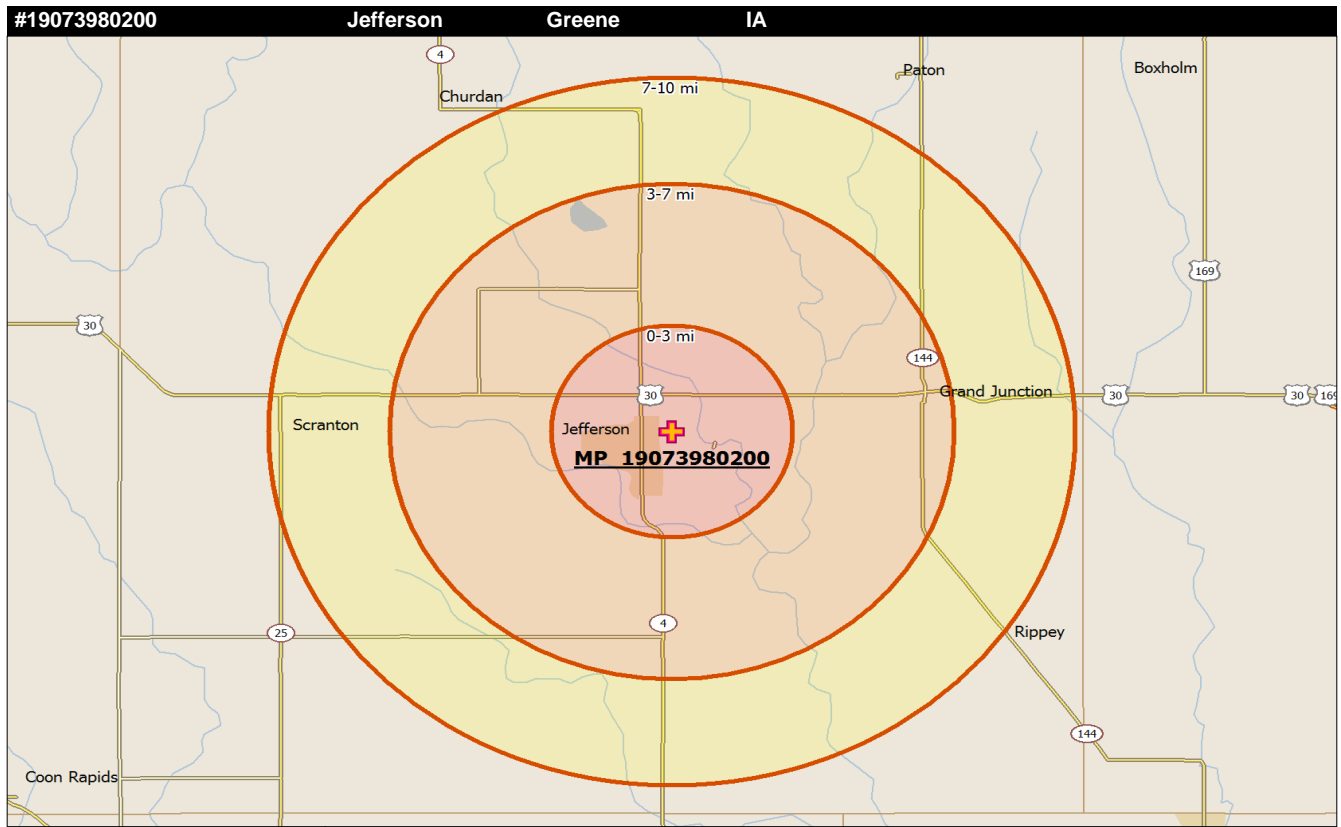
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19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19189980300	Total Households in 3 mi Ring	2,185
CT Centroid Latitude	43.26419	Active Evangelical HHLDS	236
CT Centroid Longitude	-93.64232	Active Evangelical PERCENT	10.80%
City Location	Forest City	Unreached HHLDS	1,428
County Location	Winnebago	Unreached Percent	65.38%
Sitescape Category code	2	Religious but NOT Evang HHLDS	297
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.58%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	222
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.14%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	910
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	41.66%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.77%	Low Education County	False
Mainstay Community	18.17%	Low Employment County	False
Working Community	59.13%	Persistent Poverty County	False
Country Community	10.48%	Population Loss County	True
Aspiring Community	2.65%	Nonmetro Recreation County	False
Urban Community	2.61%	Retirement Destination County	False

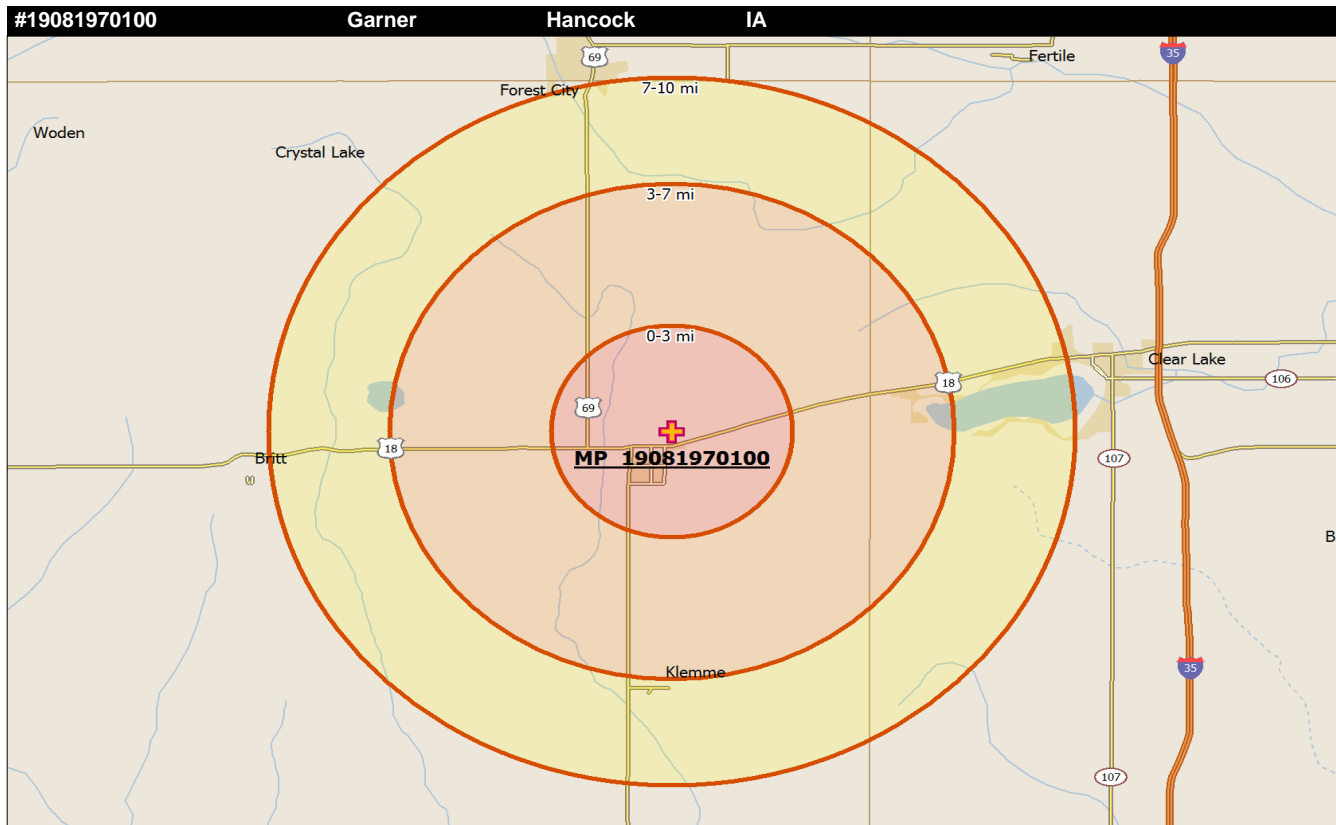
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	38.93	Racial Diversity Index	12.46
Ancestry Diversity Index	40.65	Diversity Composite Index	6.98
Foreign Born Diversity Index	28.98	Population Density Index	12.25



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19073980200	Total Households in 3 mi Ring	2,062
CT Centroid Latitude	42.01960	Active Evangelical HHLDS	180
CT Centroid Longitude	-94.36283	Active Evangelical PERCENT	8.71%
City Location	Jefferson	Unreached HHLDS	1,344
County Location	Greene	Unreached Percent	65.18%
Sitescape Category code	2	Religious but NOT Evang HHLDS	252
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.21%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	258
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.5%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	835
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.47%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.84%	Low Education County	False
Mainstay Community	18.19%	Low Employment County	False
Working Community	42.05%	Persistent Poverty County	False
Country Community	13.48%	Population Loss County	False
Aspiring Community	0.48%	Nonmetro Recreation County	False
Urban Community	5.87%	Retirement Destination County	False

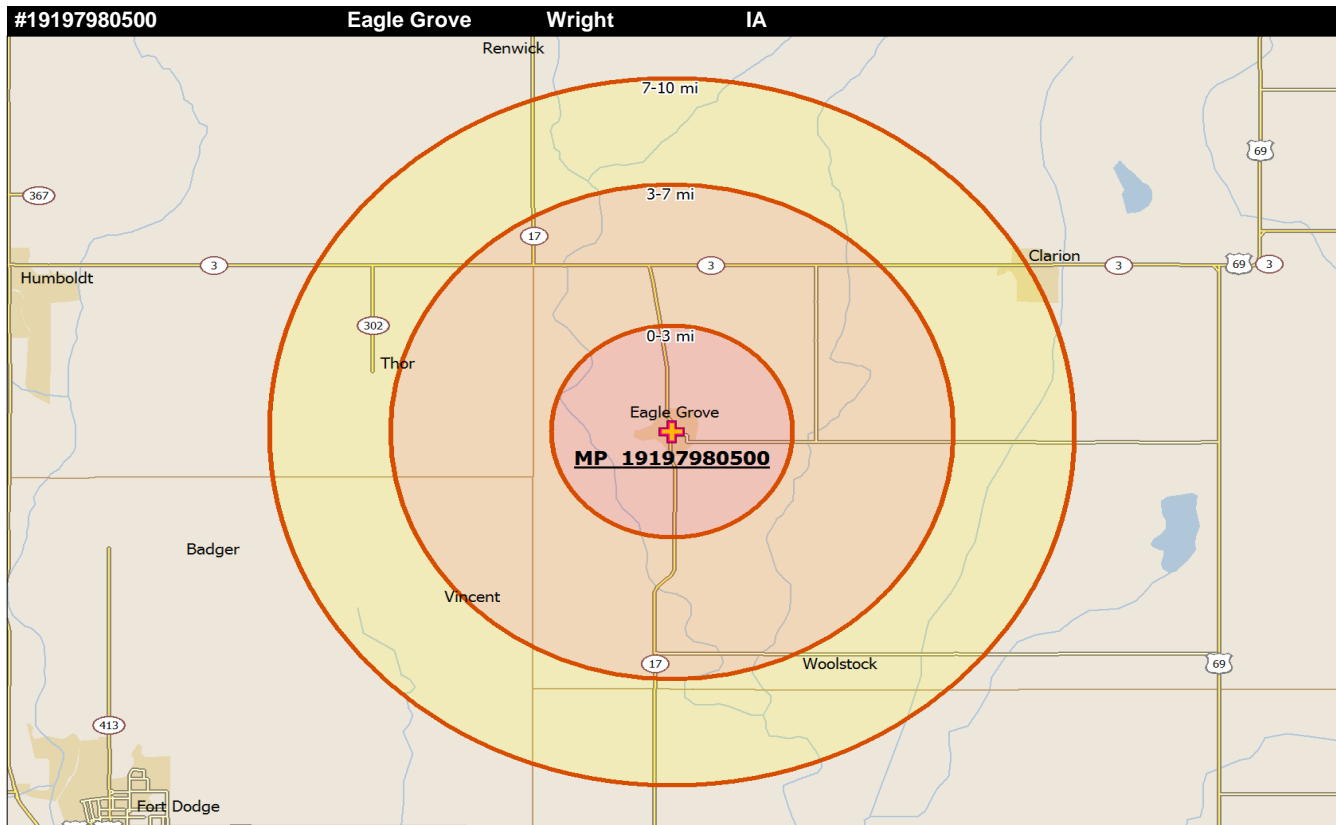
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.34	Racial Diversity Index	7.03
Ancestry Diversity Index	44.64	Diversity Composite Index	6.66
Foreign Born Diversity Index	24.85	Population Density Index	14.47



21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19081970100	Total Households in 3 mi Ring	1,320
CT Centroid Latitude	43.11185	Active Evangelical HHLDS	156
CT Centroid Longitude	-93.59473	Active Evangelical PERCENT	11.84%
City Location	Garner	Unreached HHLDS	867
County Location	Hancock	Unreached Percent	65.68%
Sitescape Category code	2	Religious but NOT Evang HHLDS	166
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.55%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	160
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.09%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	542
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	41.05%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	33.64%	Low Education County	False
Mainstay Community	29.24%	Low Employment County	False
Working Community	27.27%	Persistent Poverty County	False
Country Community	8.26%	Population Loss County	True
Aspiring Community	1.59%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

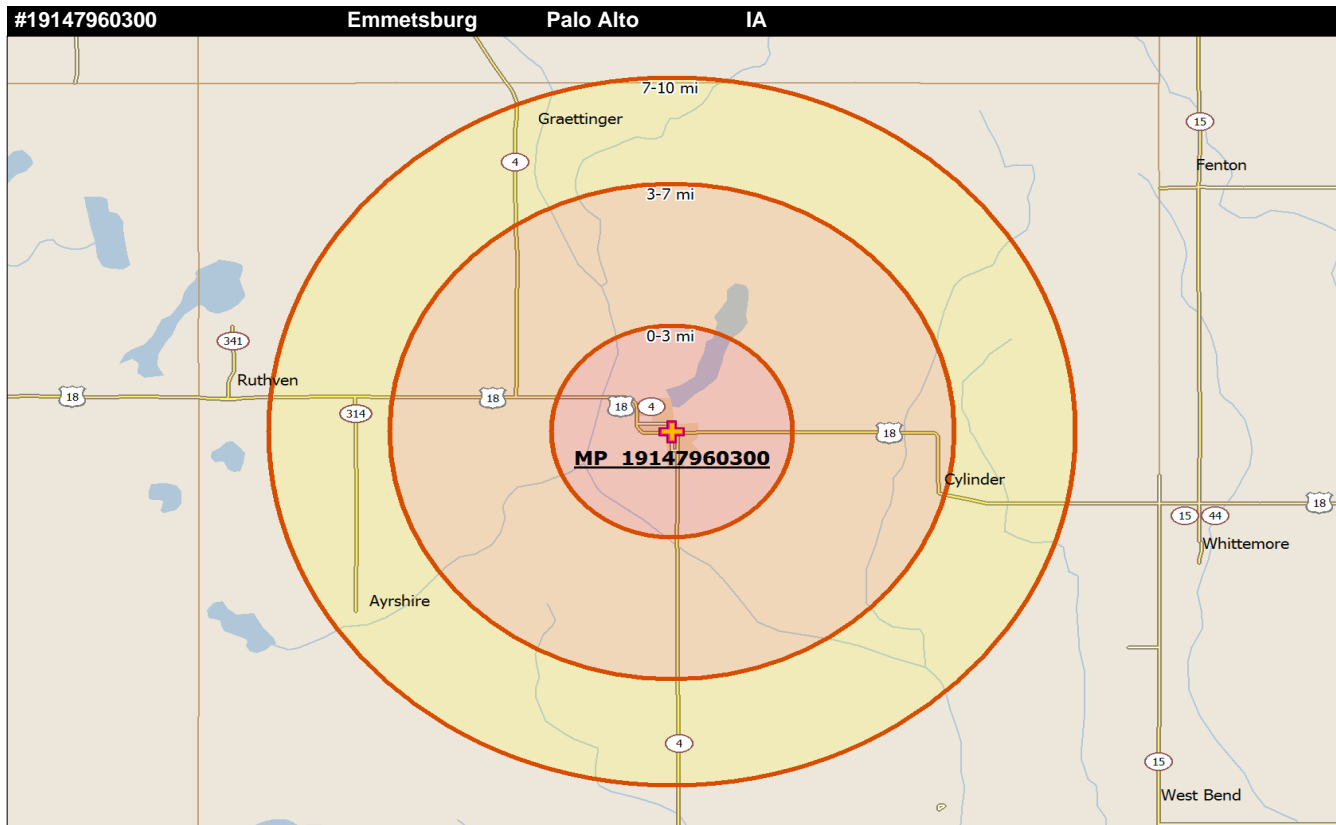
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.20	Racial Diversity Index	3.32
Ancestry Diversity Index	37.48	Diversity Composite Index	1.76
Foreign Born Diversity Index	10.87	Population Density Index	9.01



22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19197980500	Total Households in 3 mi Ring	1,550
CT Centroid Latitude	42.66341	Active Evangelical HHLDS	116
CT Centroid Longitude	-93.90371	Active Evangelical PERCENT	7.48%
City Location	Eagle Grove	Unreached HHLDS	1,022
County Location	Wright	Unreached Percent	65.91%
Sitescape Category code	2	Religious but NOT Evang HHLDS	204
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.16%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	192
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.39%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	626
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.37%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.97%	Low Education County	False
Mainstay Community	13.74%	Low Employment County	False
Working Community	56.45%	Persistent Poverty County	False
Country Community	5.87%	Population Loss County	False
Aspiring Community	0.97%	Nonmetro Recreation County	False
Urban Community	6%	Retirement Destination County	False

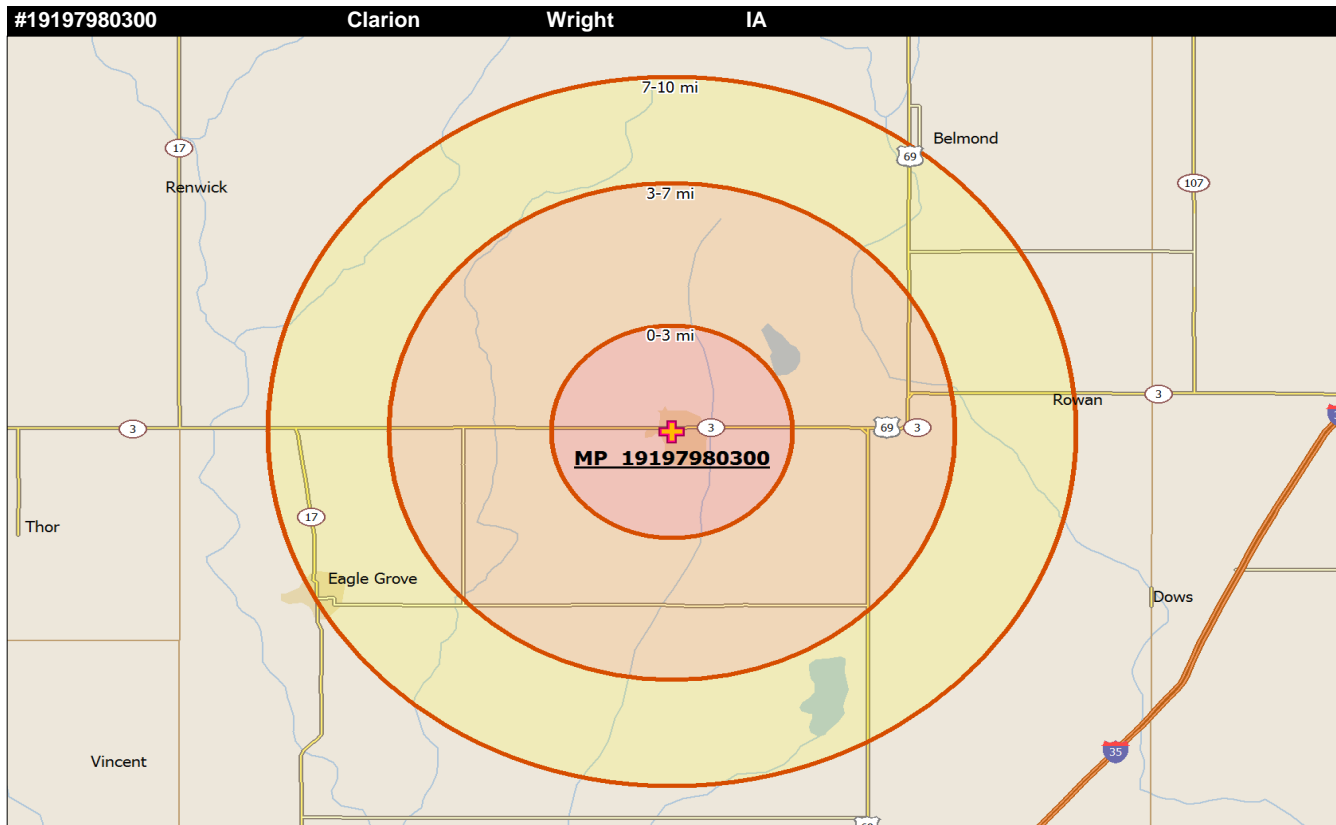
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.94	Racial Diversity Index	9.82
Ancestry Diversity Index	49.61	Diversity Composite Index	9.26
Foreign Born Diversity Index	19.28	Population Density Index	11.12



23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19147960300	Total Households in 3 mi Ring	1,756
CT Centroid Latitude	43.11243	Active Evangelical HHLDS	229
CT Centroid Longitude	-94.68151	Active Evangelical PERCENT	13.02%
City Location	Emmetsburg	Unreached HHLDS	1,148
County Location	Palo Alto	Unreached Percent	65.39%
Sitescape Category code	2	Religious but NOT Evang HHLDS	222
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.65%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	221
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.58%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	705
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.16%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.68%	Low Education County	False
Mainstay Community	10.02%	Low Employment County	False
Working Community	51.42%	Persistent Poverty County	False
Country Community	15.32%	Population Loss County	True
Aspiring Community	0.4%	Nonmetro Recreation County	False
Urban Community	13.15%	Retirement Destination County	False

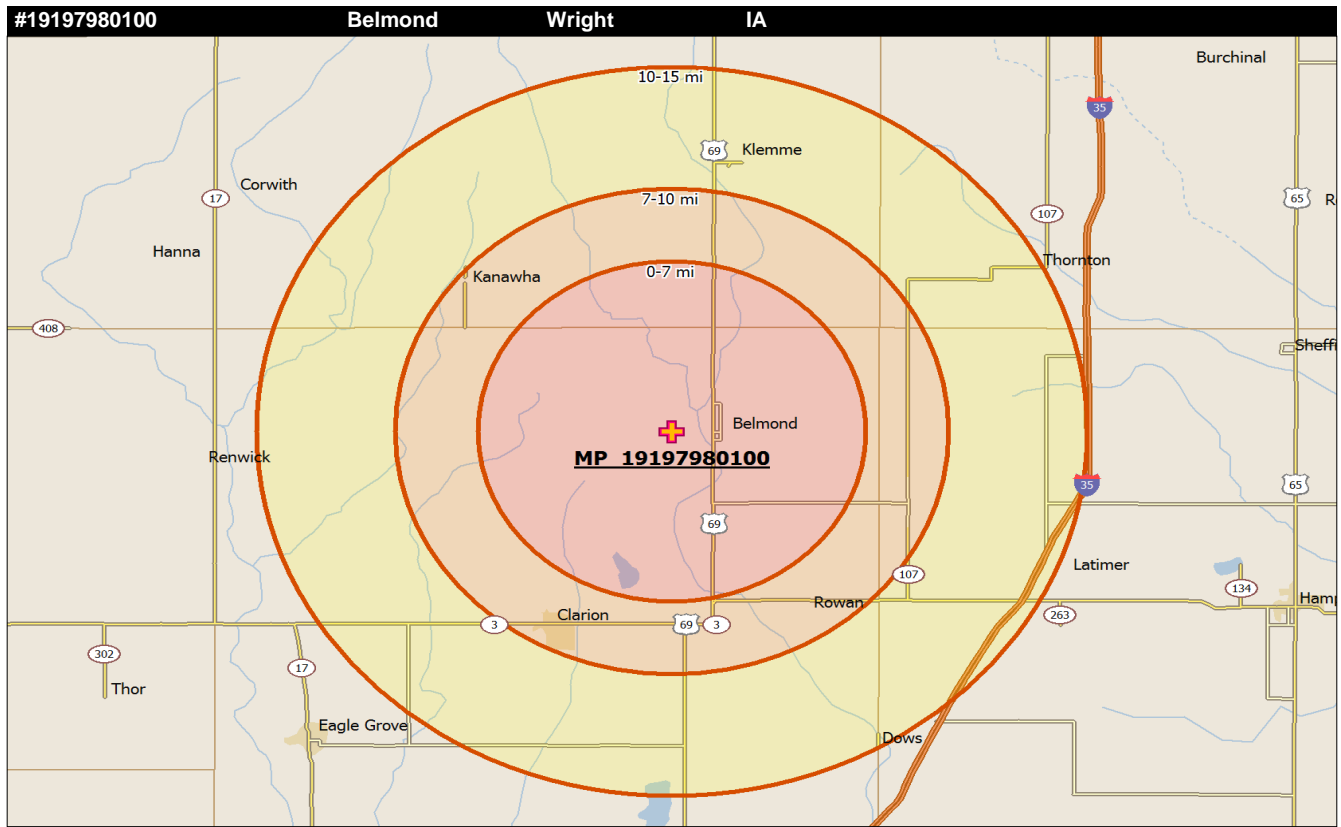
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.94	Racial Diversity Index	3.07
Ancestry Diversity Index	52.42	Diversity Composite Index	2.24
Foreign Born Diversity Index	13.98	Population Density Index	12.13



24 LOCATION RANK IN REGIONAL SITESCPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19197980300	Total Households in 3 mi Ring	1,217
CT Centroid Latitude	42.73014	Active Evangelical HHLDS	94
CT Centroid Longitude	-93.73203	Active Evangelical PERCENT	7.74%
City Location	Clarion	Unreached HHLDS	787
County Location	Wright	Unreached Percent	64.63%
Sitescape Category code	2	Religious but NOT Evang HHLDS	153
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.57%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	149
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.21%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	485
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	39.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.43%	Low Education County	False
Mainstay Community	16.11%	Low Employment County	False
Working Community	40.26%	Persistent Poverty County	False
Country Community	9.94%	Population Loss County	False
Aspiring Community	2.3%	Nonmetro Recreation County	False
Urban Community	14.87%	Retirement Destination County	False

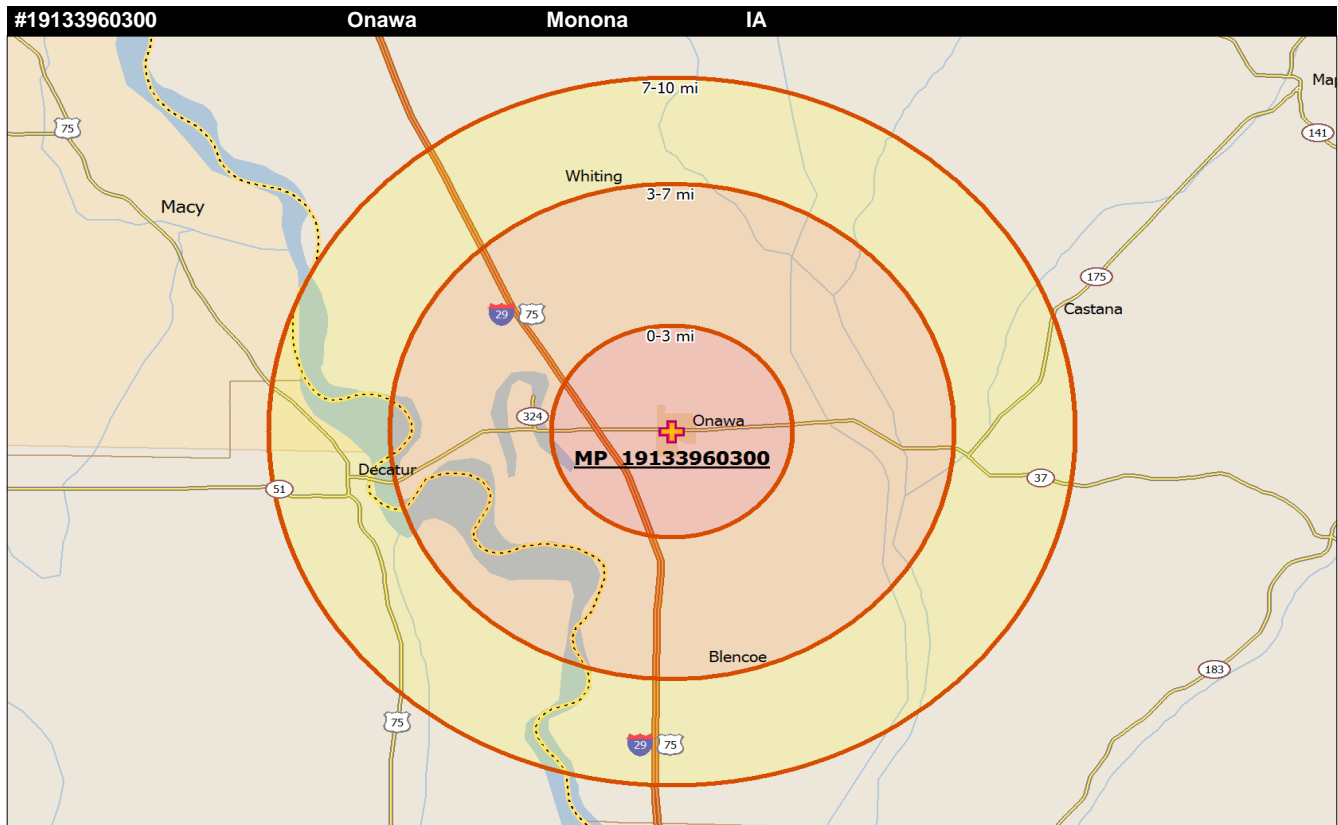
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	51.33	Racial Diversity Index	30.69
Ancestry Diversity Index	54.91	Diversity Composite Index	6.16
Foreign Born Diversity Index	1.84	Population Density Index	9.99



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19197980100	Total Households in 3 mi Ring	1,186
CT Centroid Latitude	42.84648	Active Evangelical HHLDS	91
CT Centroid Longitude	-93.64609	Active Evangelical PERCENT	7.63%
City Location	Belmond	Unreached HHLDS	773
County Location	Wright	Unreached Percent	65.21%
Sitescape Category code	1	Religious but NOT Evang HHLDS	161
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.54%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	134
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.32%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	479
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	40.36%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.01%	Low Education County	False
Mainstay Community	16.36%	Low Employment County	False
Working Community	54.47%	Persistent Poverty County	False
Country Community	9.02%	Population Loss County	False
Aspiring Community	4.64%	Nonmetro Recreation County	False
Urban Community	14.5%	Retirement Destination County	False

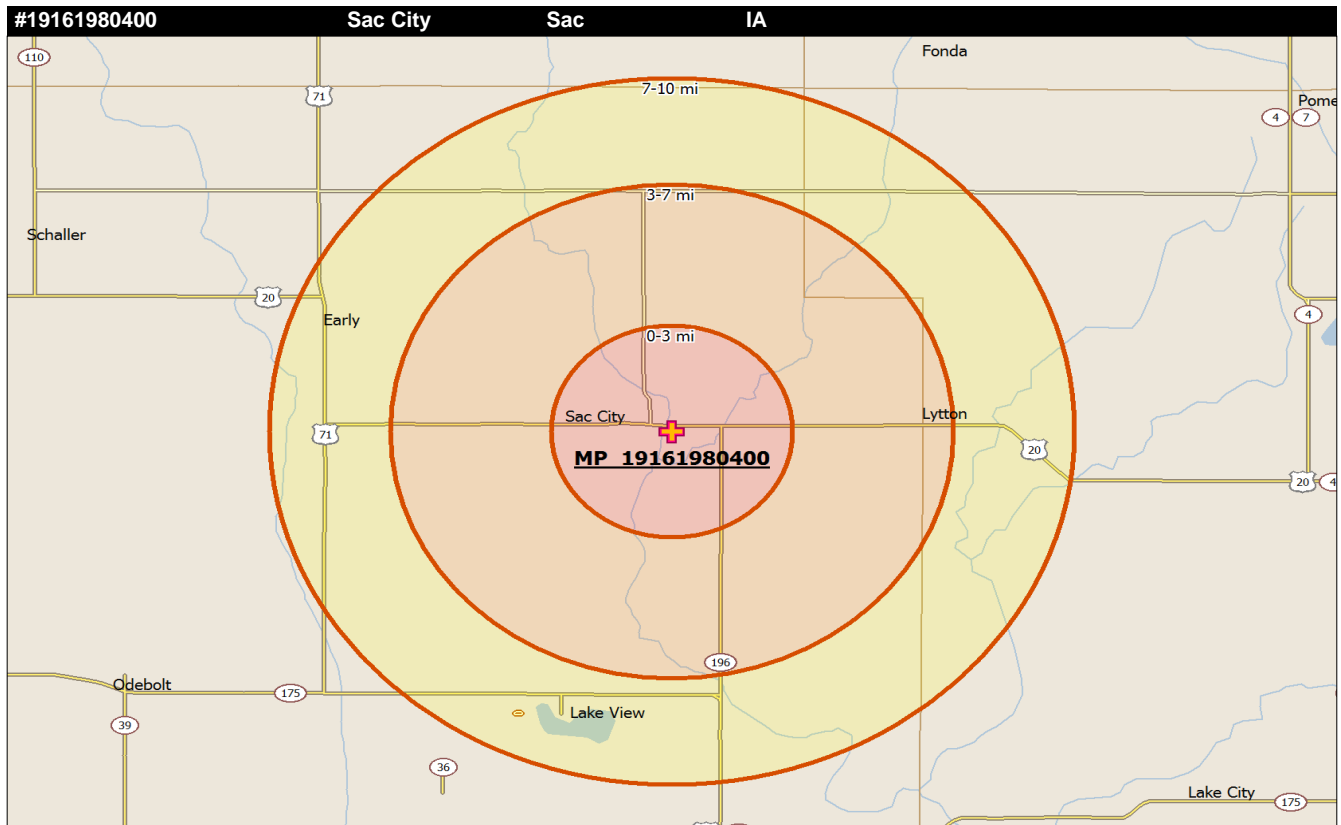
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	31.40	Racial Diversity Index	23.44
Ancestry Diversity Index	38.64	Diversity Composite Index	9.58
Foreign Born Diversity Index	8.32	Population Density Index	7.44



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19133960300	Total Households in 3 mi Ring	1,372
CT Centroid Latitude	42.02604	Active Evangelical HHLDS	165
CT Centroid Longitude	-96.09609	Active Evangelical PERCENT	12.01%
City Location	Onawa	Unreached HHLDS	893
County Location	Monona	Unreached Percent	65.1%
Sitescape Category code	2	Religious but NOT Evang HHLDS	174
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.66%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	177
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.87%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	543
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.69%	Low Education County	False
Mainstay Community	13.85%	Low Employment County	False
Working Community	53.86%	Persistent Poverty County	False
Country Community	7.07%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	19.46%	Retirement Destination County	False

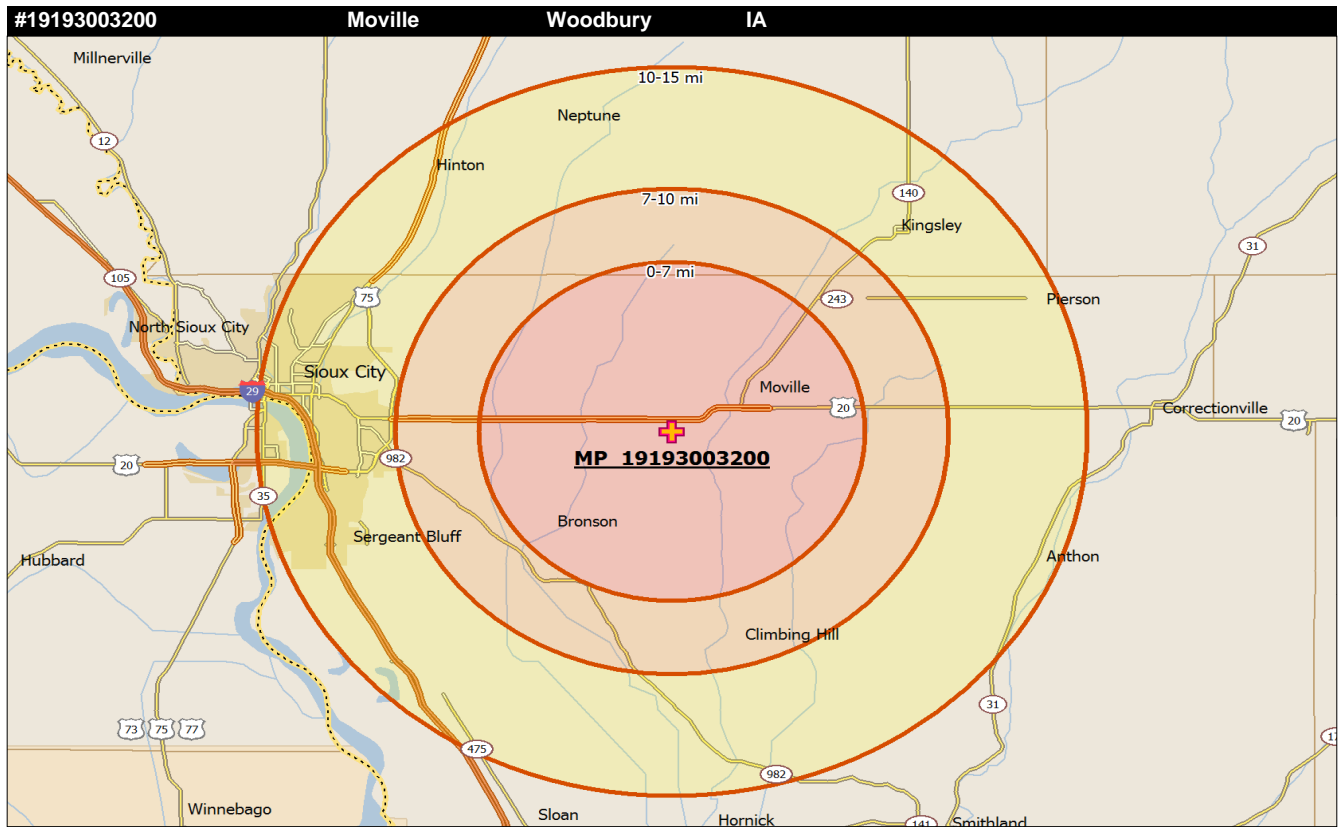
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.61	Racial Diversity Index	5.53
Ancestry Diversity Index	72.13	Diversity Composite Index	3.62
Foreign Born Diversity Index	13.52	Population Density Index	9.18



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19161980400	Total Households in 3 mi Ring	1,241
CT Centroid Latitude	42.41908	Active Evangelical HHLDS	113
CT Centroid Longitude	-94.97891	Active Evangelical PERCENT	9.14%
City Location	Sac City	Unreached HHLDS	789
County Location	Sac	Unreached Percent	63.57%
Sitescape Category code	2	Religious but NOT Evang HHLDS	146
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.73%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	160
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.9%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	483
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	38.94%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.9%	Low Education County	False
Mainstay Community	8.78%	Low Employment County	False
Working Community	38.76%	Persistent Poverty County	False
Country Community	6.53%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	43.03%	Retirement Destination County	False

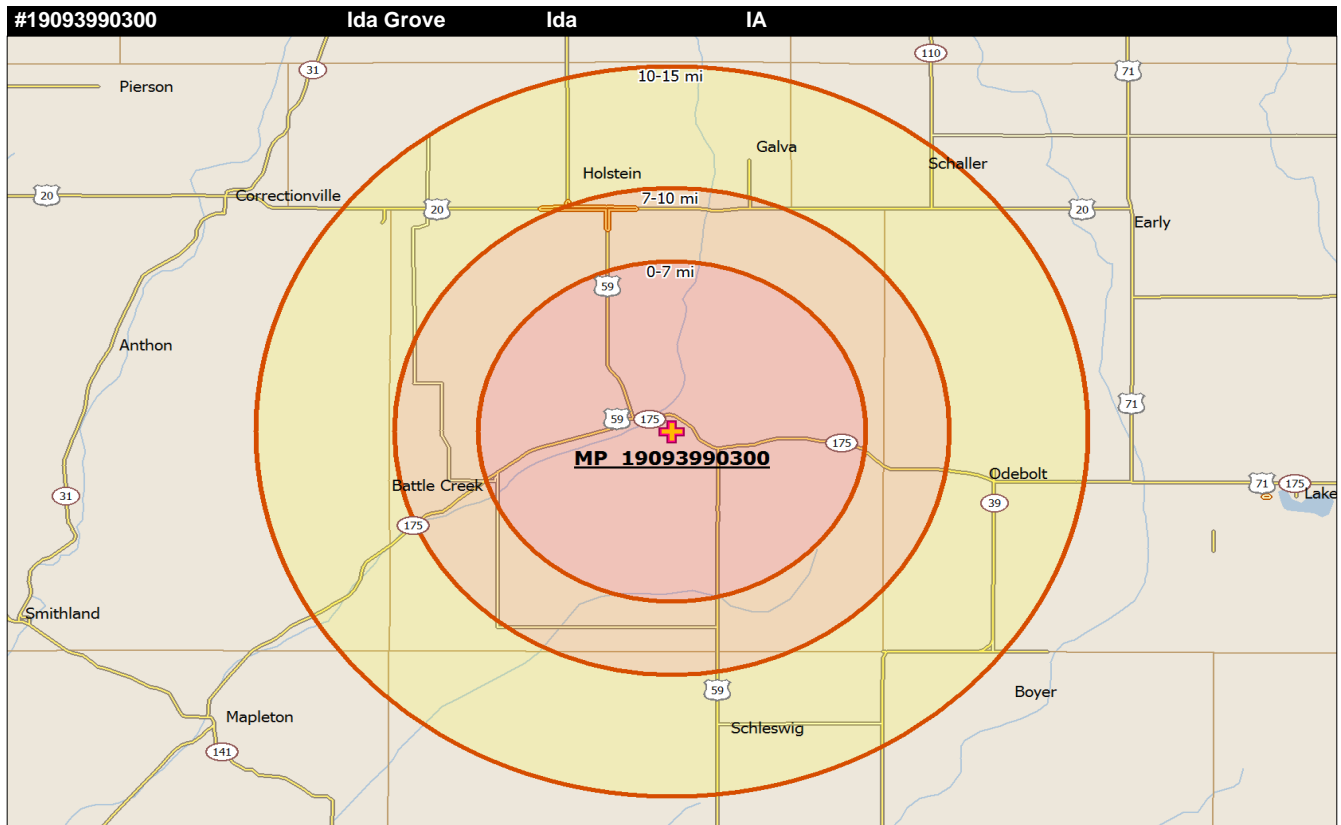
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.99	Racial Diversity Index	2.82
Ancestry Diversity Index	30.24	Diversity Composite Index	4.14
Foreign Born Diversity Index	32.03	Population Density Index	8.25



28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19193003200	Total Households in 3 mi Ring	816
CT Centroid Latitude	42.46777	Active Evangelical HHLDS	74
CT Centroid Longitude	-96.12487	Active Evangelical PERCENT	9.07%
City Location	Moville	Unreached HHLDS	521
County Location	Woodbury	Unreached Percent	63.83%
Sitescape Category code	1	Religious but NOT Evang HHLDS	85
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	10.37%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	98
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	12.04%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	338
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	41.43%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.8%	Low Education County	False
Mainstay Community	53.06%	Low Employment County	False
Working Community	21.2%	Persistent Poverty County	False
Country Community	20.71%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	1.23%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	2.37
Foreign Born Diversity Index	0.00	Population Density Index	0.00



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19093990300	Total Households in 3 mi Ring	1,144
CT Centroid Latitude	42.34186	Active Evangelical HHLDS	137
CT Centroid Longitude	-95.47155	Active Evangelical PERCENT	12.00%
City Location	Ida Grove	Unreached HHLDS	746
County Location	Ida	Unreached Percent	65.21%
Sitescape Category code	1	Religious but NOT Evang HHLDS	152
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.26%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	136
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.84%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	459
Population Pattern	2500-2500-0	NOT Evangelical NOT Interested PERCENT	40.12%

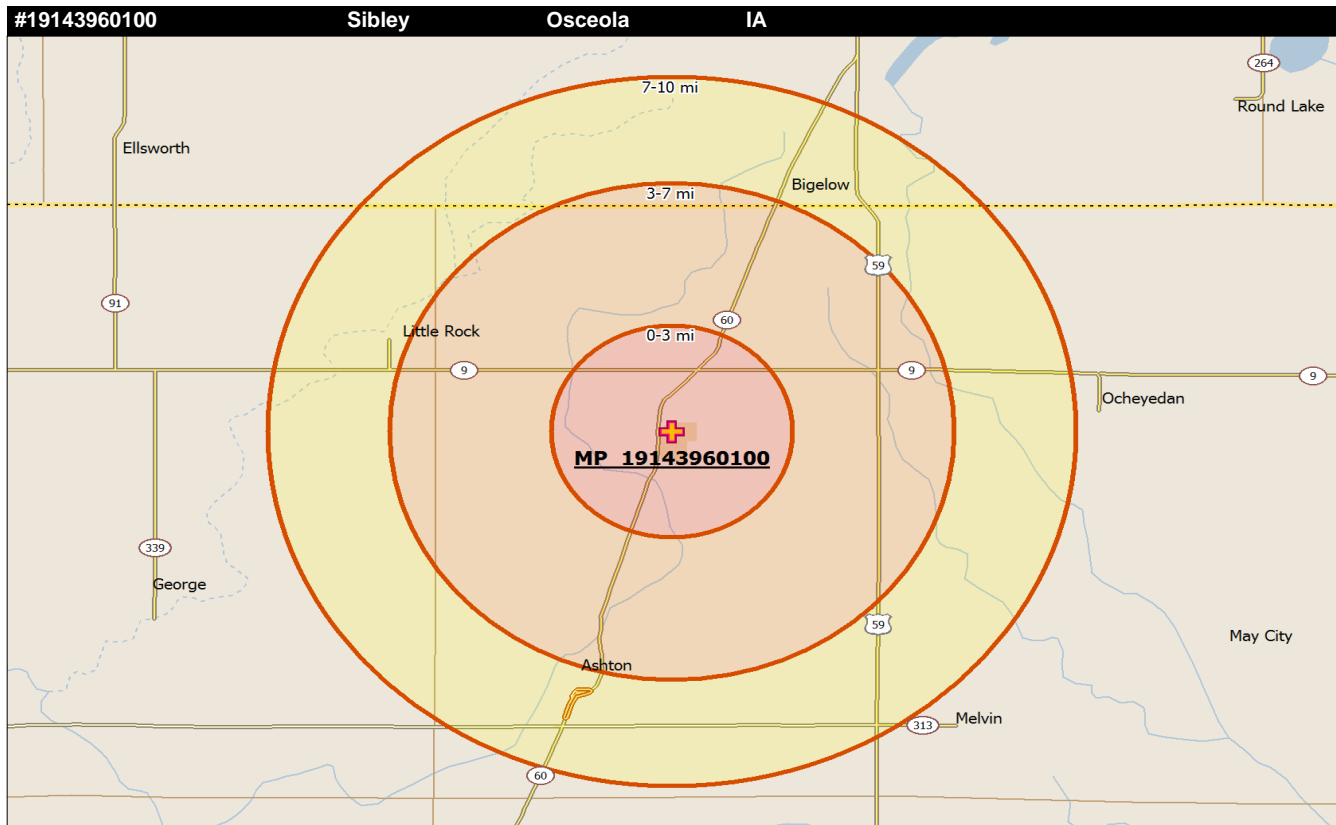
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.24%	Low Education County	False
Mainstay Community	17.22%	Low Employment County	False
Working Community	40.38%	Persistent Poverty County	False
Country Community	7.6%	Population Loss County	True
Aspiring Community	0.09%	Nonmetro Recreation County	False
Urban Community	22.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.42	Racial Diversity Index	2.90
Ancestry Diversity Index	17.30	Diversity Composite Index	0.05
Foreign Born Diversity Index	0.00	Population Density Index	7.47

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

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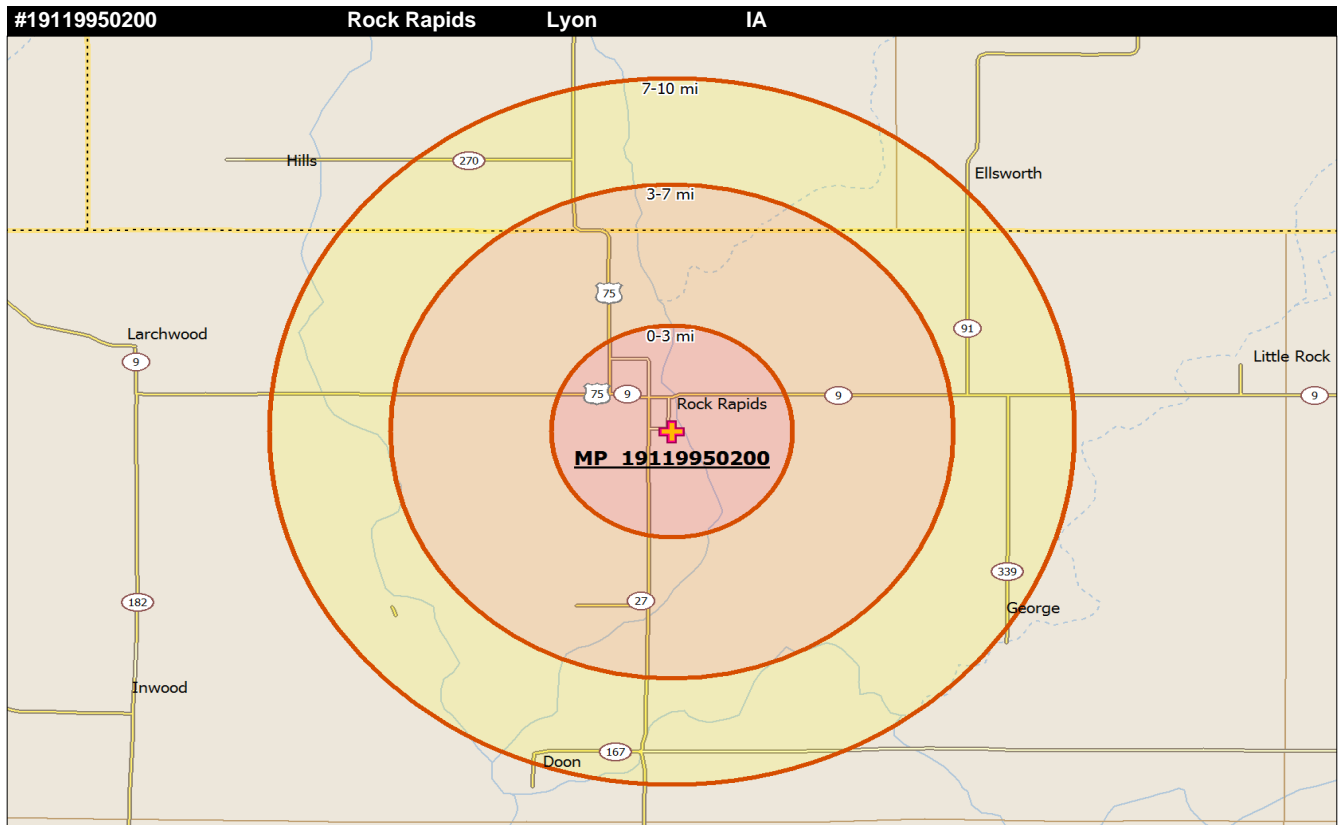
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30 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19143960100	Total Households in 3 mi Ring	1,242
CT Centroid Latitude	43.40755	Active Evangelical HHLDS	195
CT Centroid Longitude	-95.74453	Active Evangelical PERCENT	15.68%
City Location	Sibley	Unreached HHLDS	828
County Location	Osceola	Unreached Percent	66.67%
Sitescape Category code	2	Religious but NOT Evang HHLDS	180
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.52%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	143
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	505
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.63%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.14%	Low Education County	False
Mainstay Community	23.75%	Low Employment County	False
Working Community	45.25%	Persistent Poverty County	False
Country Community	8.62%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	7.25%	Retirement Destination County	False

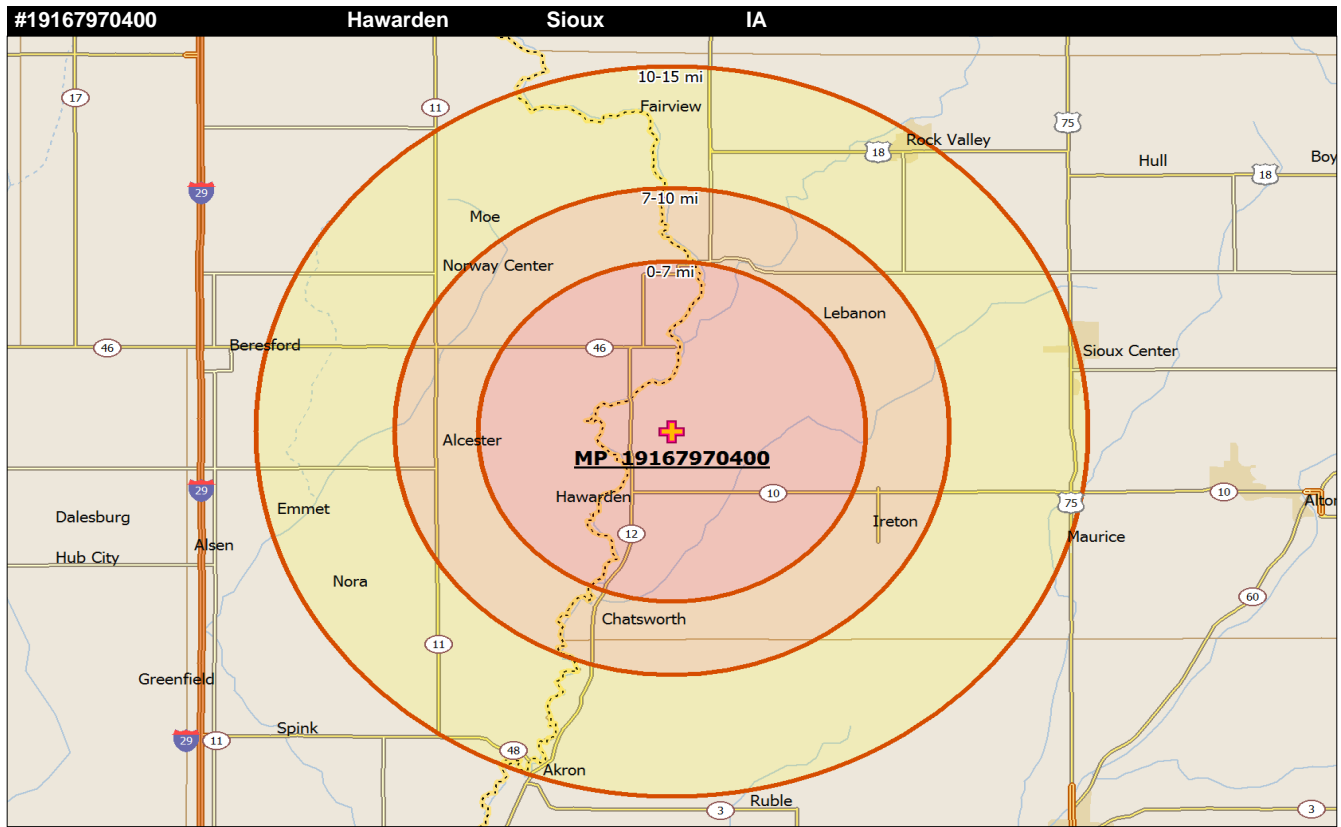
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.34	Racial Diversity Index	13.48
Ancestry Diversity Index	23.40	Diversity Composite Index	2.01
Foreign Born Diversity Index	12.97	Population Density Index	10.93



31 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19119950200	Total Households in 3 mi Ring	1,188
CT Centroid Latitude	43.41771	Active Evangelical HHLDS	251
CT Centroid Longitude	-96.16419	Active Evangelical PERCENT	21.14%
City Location	Rock Rapids	Unreached HHLDS	765
County Location	Lyon	Unreached Percent	64.43%
Sitescape Category code	2	Religious but NOT Evang HHLDS	138
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.63%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	152
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.81%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	475
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.65%	Low Education County	False
Mainstay Community	25.76%	Low Employment County	False
Working Community	24.75%	Persistent Poverty County	False
Country Community	12.29%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	22.47%	Retirement Destination County	False

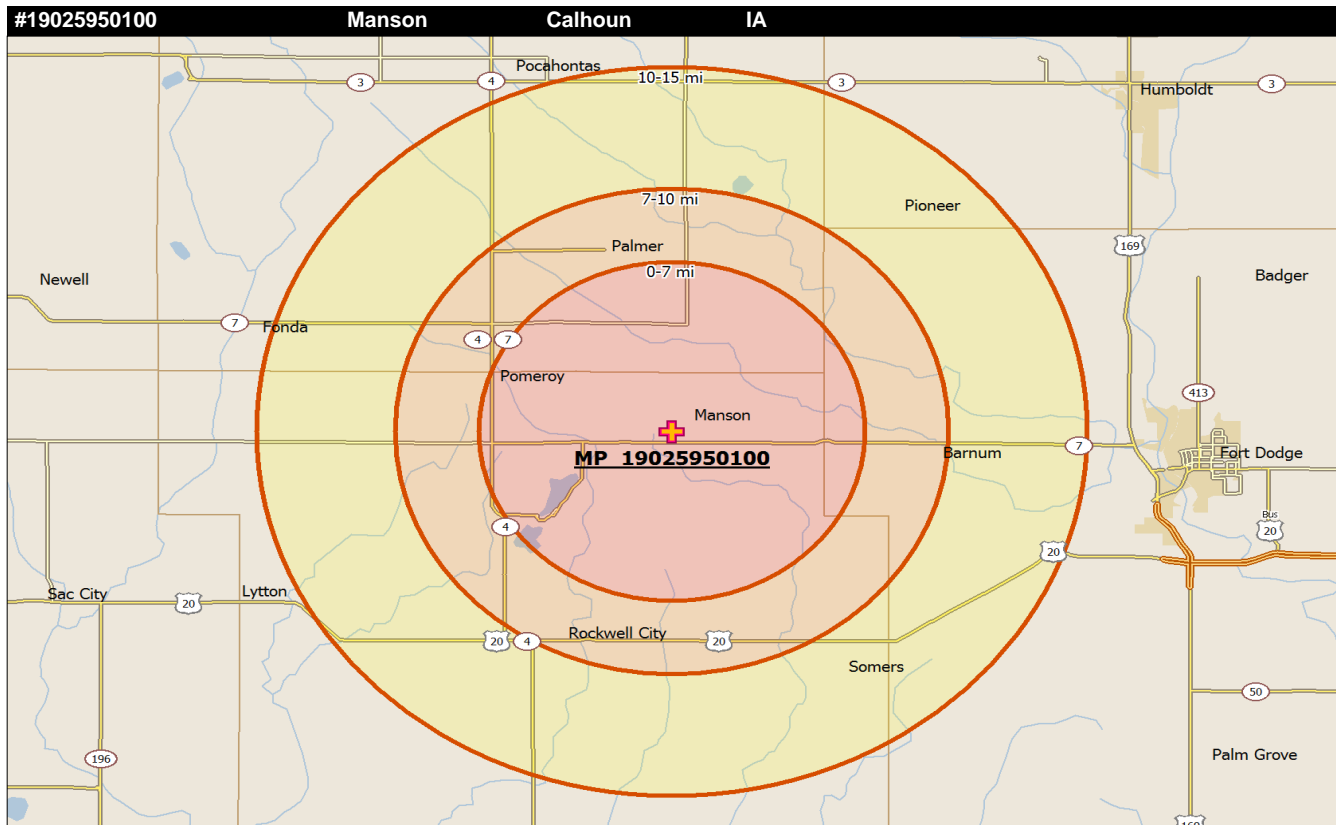
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	17.61	Racial Diversity Index	0.86
Ancestry Diversity Index	28.20	Diversity Composite Index	0.94
Foreign Born Diversity Index	10.90	Population Density Index	7.93



32 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19167970400	Total Households in 3 mi Ring	1,125
CT Centroid Latitude	43.03314	Active Evangelical HHLDS	313
CT Centroid Longitude	-96.45977	Active Evangelical PERCENT	27.86%
City Location	Hawarden	Unreached HHLDS	740
County Location	Sioux	Unreached Percent	65.82%
Sitescape Category code	1	Religious but NOT Evang HHLDS	159
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.18%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	118
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	10.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	463
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	41.12%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.71%	Low Education County	False
Mainstay Community	15.2%	Low Employment County	False
Working Community	60.98%	Persistent Poverty County	False
Country Community	6.4%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	12.71%	Retirement Destination County	False

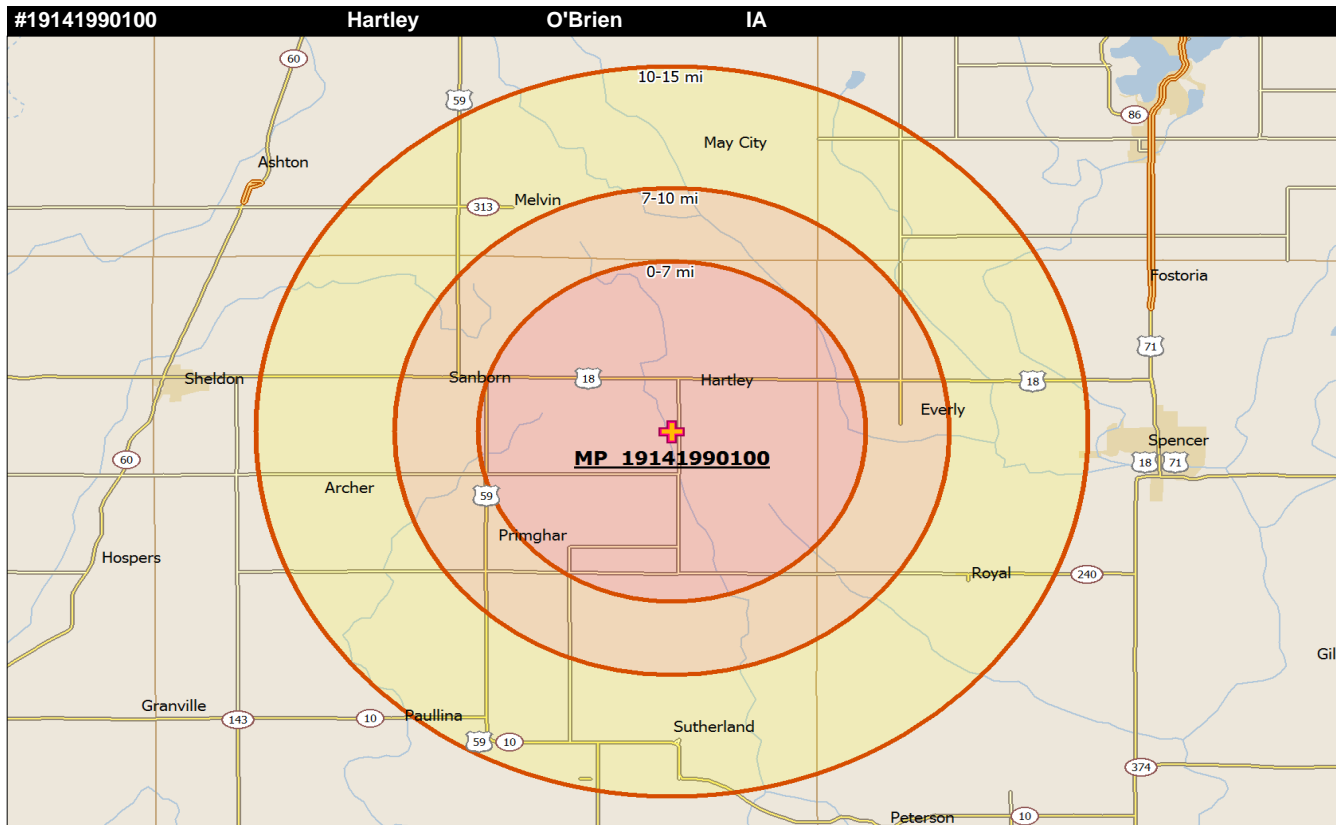
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	32.58	Racial Diversity Index	32.51
Ancestry Diversity Index	50.17	Diversity Composite Index	17.34
Foreign Born Diversity Index	42.81	Population Density Index	7.54



33 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19025950100	Total Households in 3 mi Ring	942
CT Centroid Latitude	42.52363	Active Evangelical HHLDS	80
CT Centroid Longitude	-94.55078	Active Evangelical PERCENT	8.52%
City Location	Manson	Unreached HHLDS	622
County Location	Calhoun	Unreached Percent	66.04%
Sitescape Category code	1	Religious but NOT Evang HHLDS	115
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.18%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	125
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.24%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	383
Population Pattern	2500-0-10000	NOT Evangelical NOT Interested PERCENT	40.64%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.12%	Low Education County	False
Mainstay Community	44.37%	Low Employment County	False
Working Community	22.08%	Persistent Poverty County	False
Country Community	6.26%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	13.16%	Retirement Destination County	False

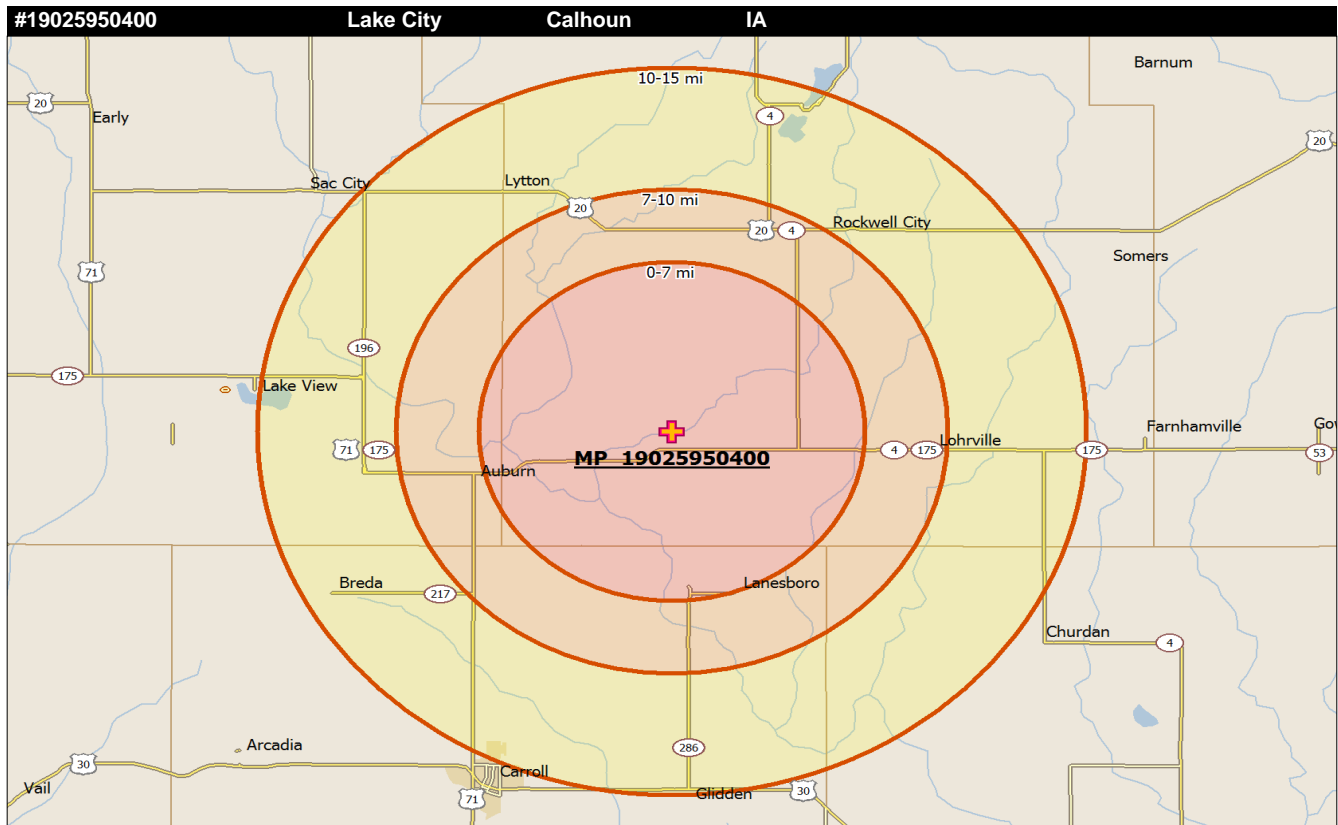
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.02	Racial Diversity Index	1.47
Ancestry Diversity Index	29.10	Diversity Composite Index	2.29
Foreign Born Diversity Index	47.64	Population Density Index	7.29



34 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19141990100	Total Households in 3 mi Ring	835
CT Centroid Latitude	43.15332	Active Evangelical HHLDS	140
CT Centroid Longitude	-95.49160	Active Evangelical PERCENT	16.74%
City Location	Hartley	Unreached HHLDS	556
County Location	O'Brien	Unreached Percent	66.62%
Sitescape Category code	1	Religious but NOT Evang HHLDS	122
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.55%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	94
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.31%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	340
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	40.76%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	9.22%	Low Employment County	False
Working Community	67.43%	Persistent Poverty County	False
Country Community	8.02%	Population Loss County	True
Aspiring Community	0.6%	Nonmetro Recreation County	False
Urban Community	14.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	37.36	Racial Diversity Index	15.30
Ancestry Diversity Index	32.18	Diversity Composite Index	9.32
Foreign Born Diversity Index	42.89	Population Density Index	4.86



35 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19025950400	Total Households in 3 mi Ring	833
CT Centroid Latitude	42.27806	Active Evangelical HHLDS	76
CT Centroid Longitude	-94.73776	Active Evangelical PERCENT	9.17%
City Location	Lake City	Unreached HHLDS	528
County Location	Calhoun	Unreached Percent	63.43%
Sitescape Category code	1	Religious but NOT Evang HHLDS	97
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.66%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	106
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.75%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	325
Population Pattern	2500-0-2500	NOT Evangelical NOT Interested PERCENT	39.03%

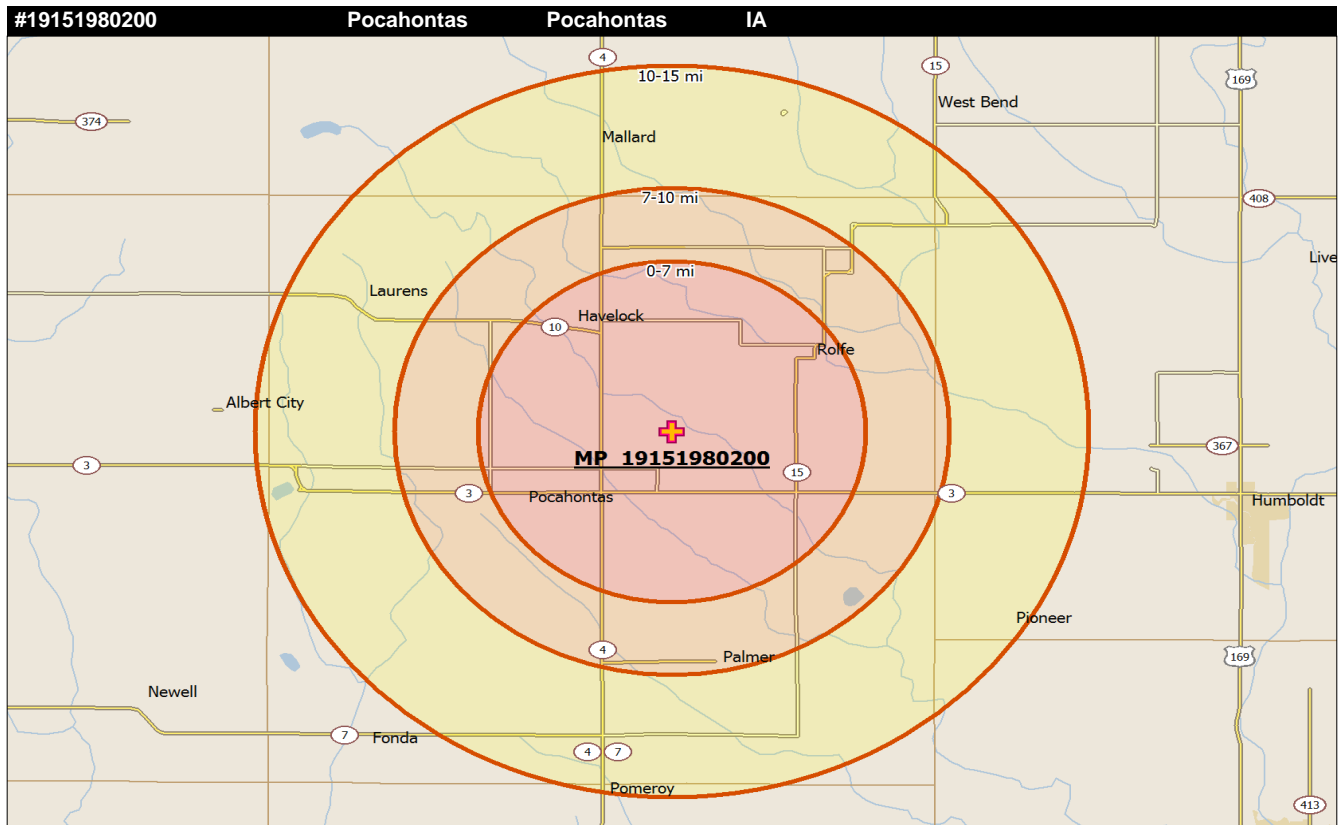
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.04%	Low Education County	False
Mainstay Community	6.12%	Low Employment County	False
Working Community	37.33%	Persistent Poverty County	False
Country Community	6.12%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	42.38%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.33	Racial Diversity Index	2.40
Ancestry Diversity Index	33.29	Diversity Composite Index	0.29
Foreign Born Diversity Index	0.00	Population Density Index	7.03

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

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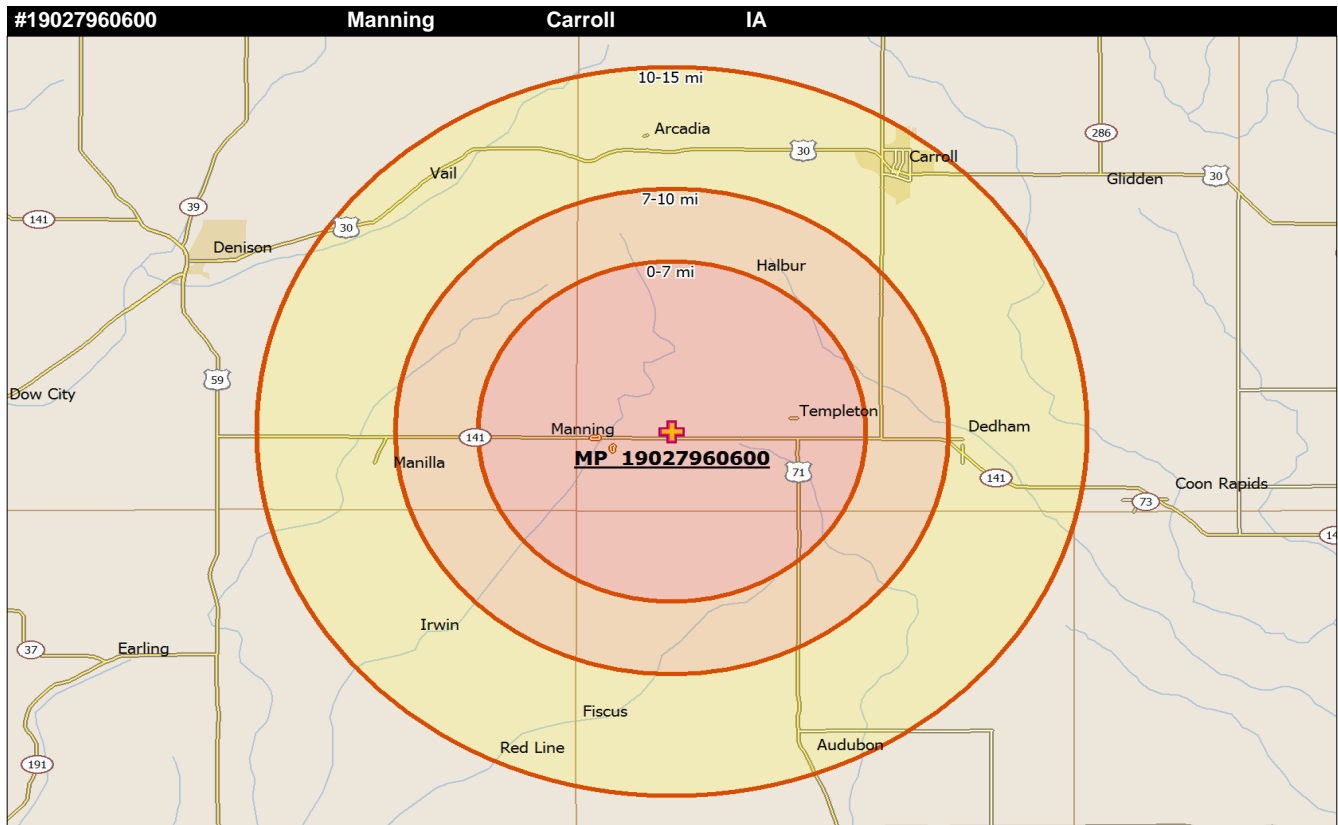
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36 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19151980200	Total Households in 3 mi Ring	914
CT Centroid Latitude	42.76888	Active Evangelical HHLDS	22
CT Centroid Longitude	-94.62891	Active Evangelical PERCENT	2.42%
City Location	Pocahontas	Unreached HHLDS	562
County Location	Pocahontas	Unreached Percent	61.45%
Sitescape Category code	1	Religious but NOT Evang HHLDS	95
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	10.36%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	66
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	7.26%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	401
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	43.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.33%	Low Education County	False
Mainstay Community	4.7%	Low Employment County	False
Working Community	28.01%	Persistent Poverty County	False
Country Community	45.51%	Population Loss County	True
Aspiring Community	1.64%	Nonmetro Recreation County	False
Urban Community	19.8%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	1.18
Foreign Born Diversity Index	0.00	Population Density Index	0.00



37 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19027960600	Total Households in 3 mi Ring	716
CT Centroid Latitude	41.91042	Active Evangelical HHLDS	45
CT Centroid Longitude	-95.02578	Active Evangelical PERCENT	6.34%
City Location	Manning	Unreached HHLDS	475
County Location	Carroll	Unreached Percent	66.3%
Sitescape Category code	1	Religious but NOT Evang HHLDS	104
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.58%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	73
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	10.14%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	298
Population Pattern	2500-2500-0	NOT Evangelical NOT Interested PERCENT	41.58%

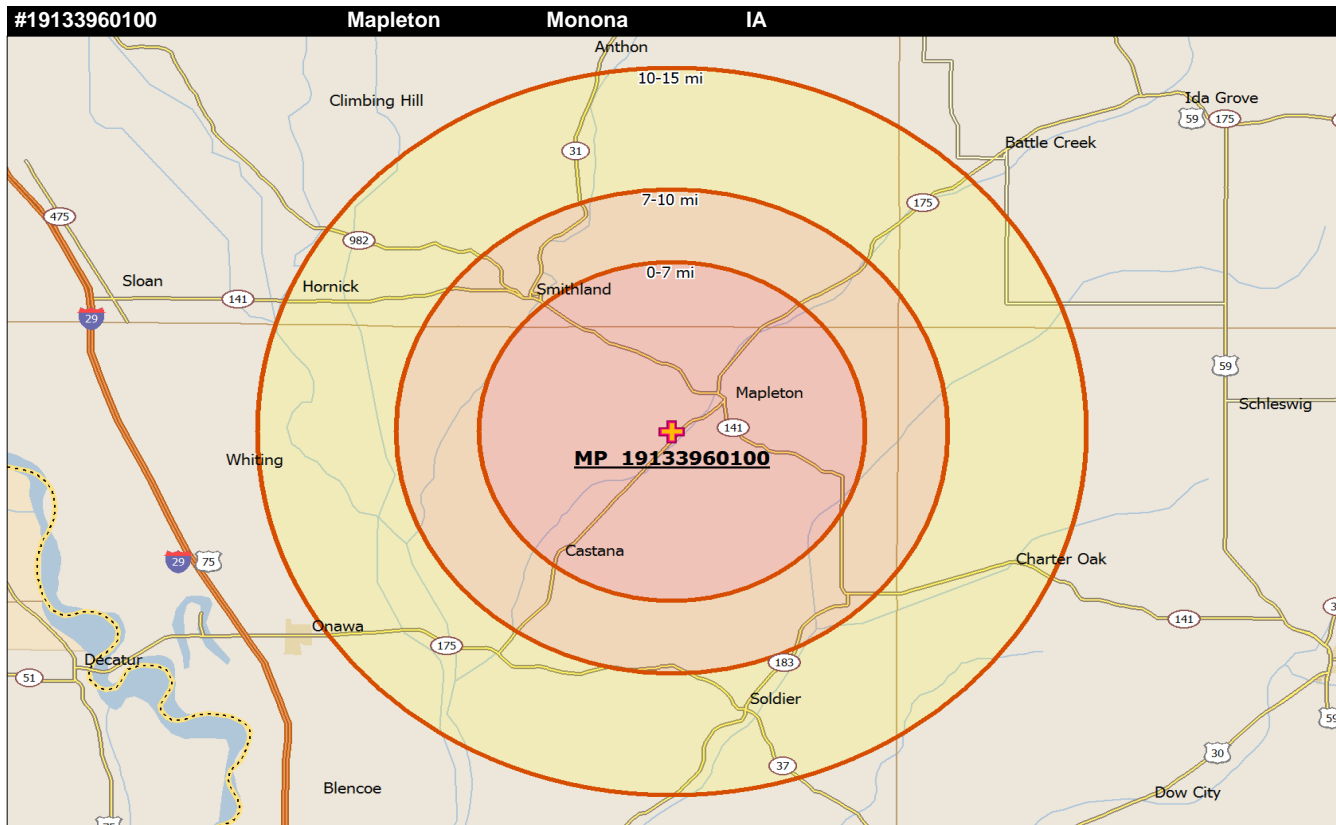
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	10.61%	Low Employment County	False
Working Community	62.01%	Persistent Poverty County	False
Country Community	14.94%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	12.43%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.84	Racial Diversity Index	5.19
Ancestry Diversity Index	6.55	Diversity Composite Index	0.02
Foreign Born Diversity Index	6.81	Population Density Index	3.69

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

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38 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19133960100	Total Households in 3 mi Ring	669
CT Centroid Latitude	42.14883	Active Evangelical HHLDS	88
CT Centroid Longitude	-95.83053	Active Evangelical PERCENT	13.16%
City Location	Mapleton	Unreached HHLDS	415
County Location	Monona	Unreached Percent	62%
Sitescape Category code	1	Religious but NOT Evang HHLDS	70
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.48%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	87
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.02%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	258
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	38.5%

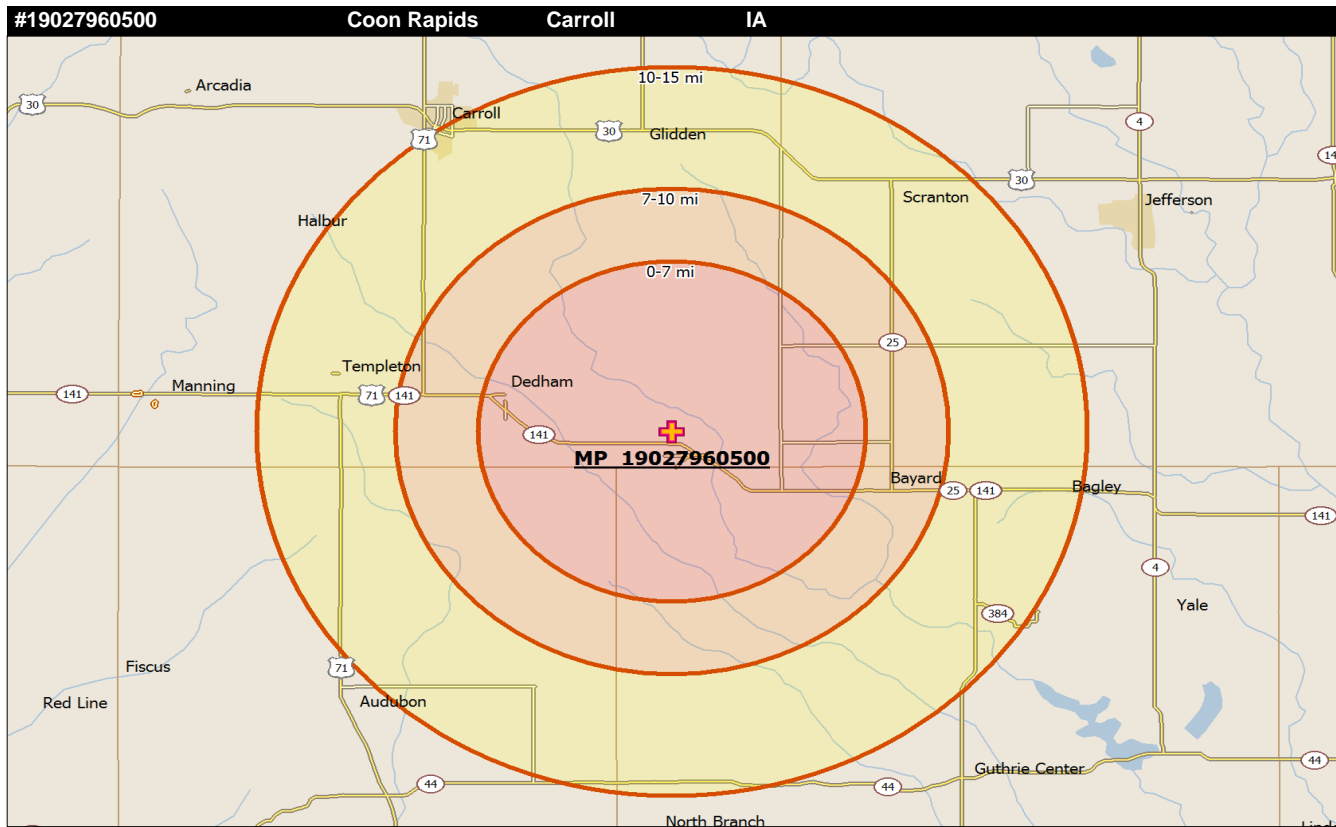
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.9%	Low Education County	False
Mainstay Community	8.22%	Low Employment County	False
Working Community	29.45%	Persistent Poverty County	False
Country Community	8.67%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	52.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.41	Racial Diversity Index	1.55
Ancestry Diversity Index	35.54	Diversity Composite Index	1.69
Foreign Born Diversity Index	0.00	Population Density Index	1.23

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

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39 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19027960500	Total Households in 3 mi Ring	587
CT Centroid Latitude	41.88405	Active Evangelical HHLDS	40
CT Centroid Longitude	-94.70527	Active Evangelical PERCENT	6.81%
City Location	Coon Rapids	Unreached HHLDS	374
County Location	Carroll	Unreached Percent	63.64%
Sitescape Category code	1	Religious but NOT Evang HHLDS	64
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.96%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	69
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.79%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	240
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	40.9%

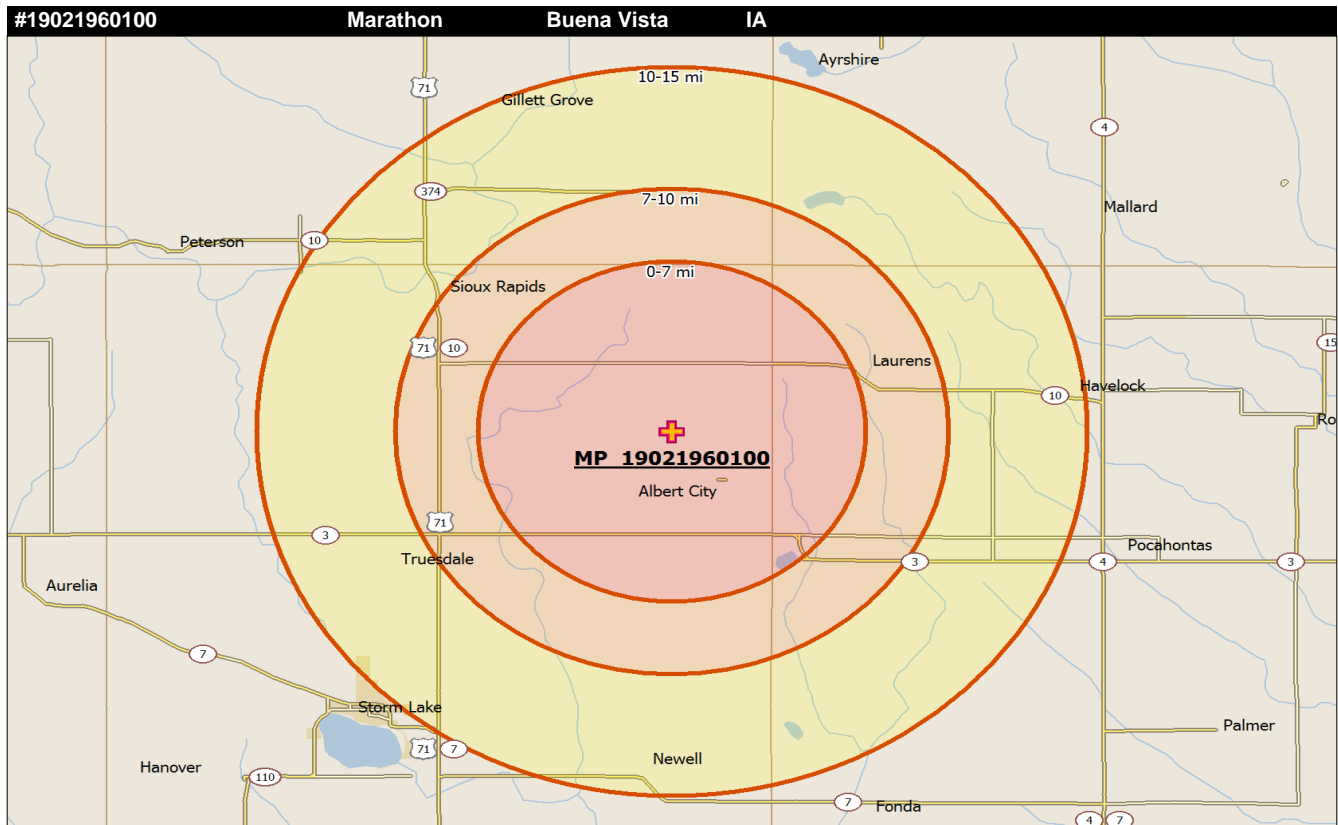
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.36%	Low Education County	False
Mainstay Community	19.25%	Low Employment County	False
Working Community	41.4%	Persistent Poverty County	False
Country Community	11.07%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	26.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.45	Racial Diversity Index	15.27
Ancestry Diversity Index	22.30	Diversity Composite Index	2.05
Foreign Born Diversity Index	17.85	Population Density Index	2.91

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

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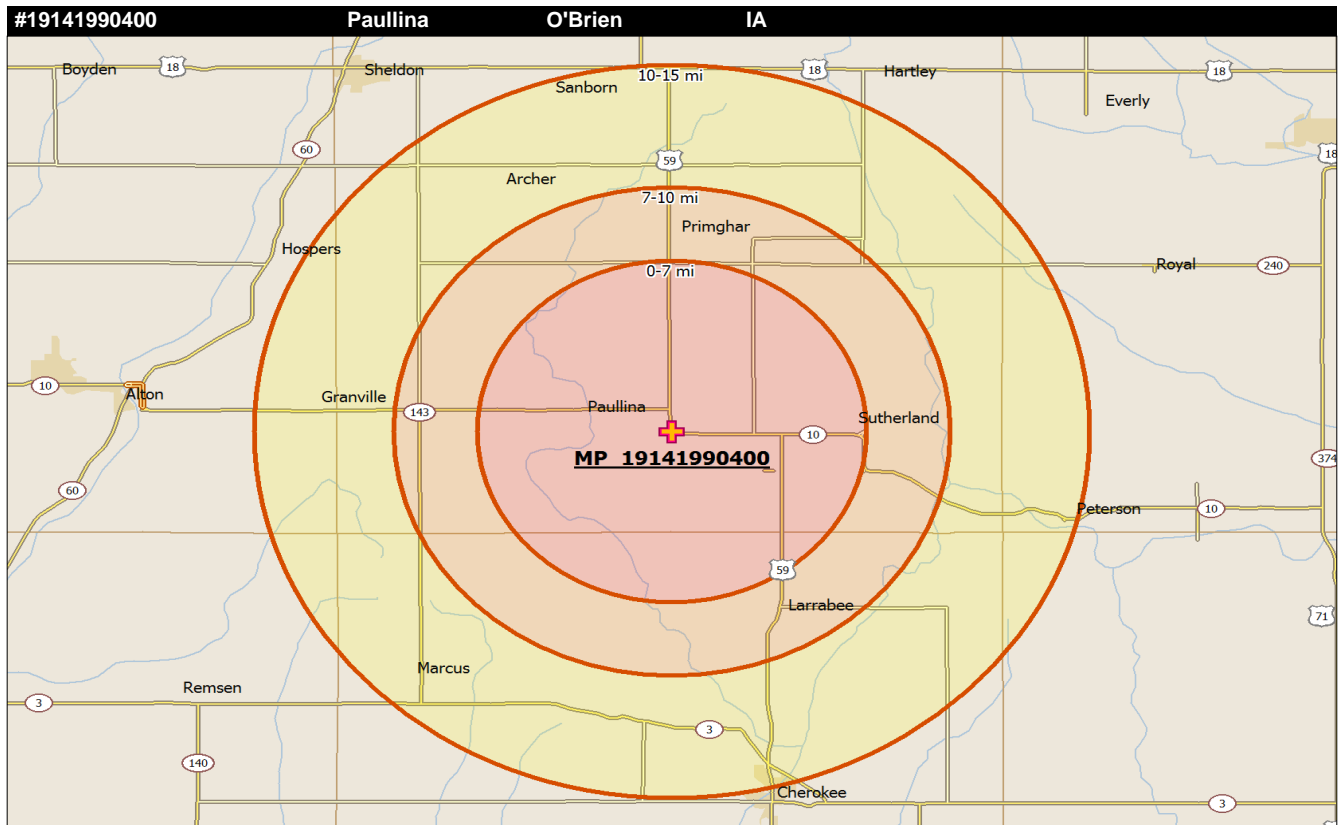
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40 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19021960100	Total Households in 3 mi Ring	201
CT Centroid Latitude	42.81022	Active Evangelical HHLDS	27
CT Centroid Longitude	-94.98548	Active Evangelical PERCENT	13.45%
City Location	Marathon	Unreached HHLDS	115
County Location	Buena Vista	Unreached Percent	57.09%
Sitescape Category code	1	Religious but NOT Evang HHLDS	14
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	7.06%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	0
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	0.07%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	100
Population Pattern	2500-0-2500	NOT Evangelical NOT Interested PERCENT	49.97%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	100%	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	24.25	Racial Diversity Index	12.40
Ancestry Diversity Index	41.03	Diversity Composite Index	3.01
Foreign Born Diversity Index	10.52	Population Density Index	4.56



41 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19141990400	Total Households in 3 mi Ring	105
CT Centroid Latitude	42.96966	Active Evangelical HHLDS	21
CT Centroid Longitude	-95.62207	Active Evangelical PERCENT	20.43%
City Location	Paullina	Unreached HHLDS	63
County Location	O'Brien	Unreached Percent	60.22%
Sitescape Category code	1	Religious but NOT Evang HHLDS	10
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	9.13%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	3
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	3.32%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	50
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	47.77%

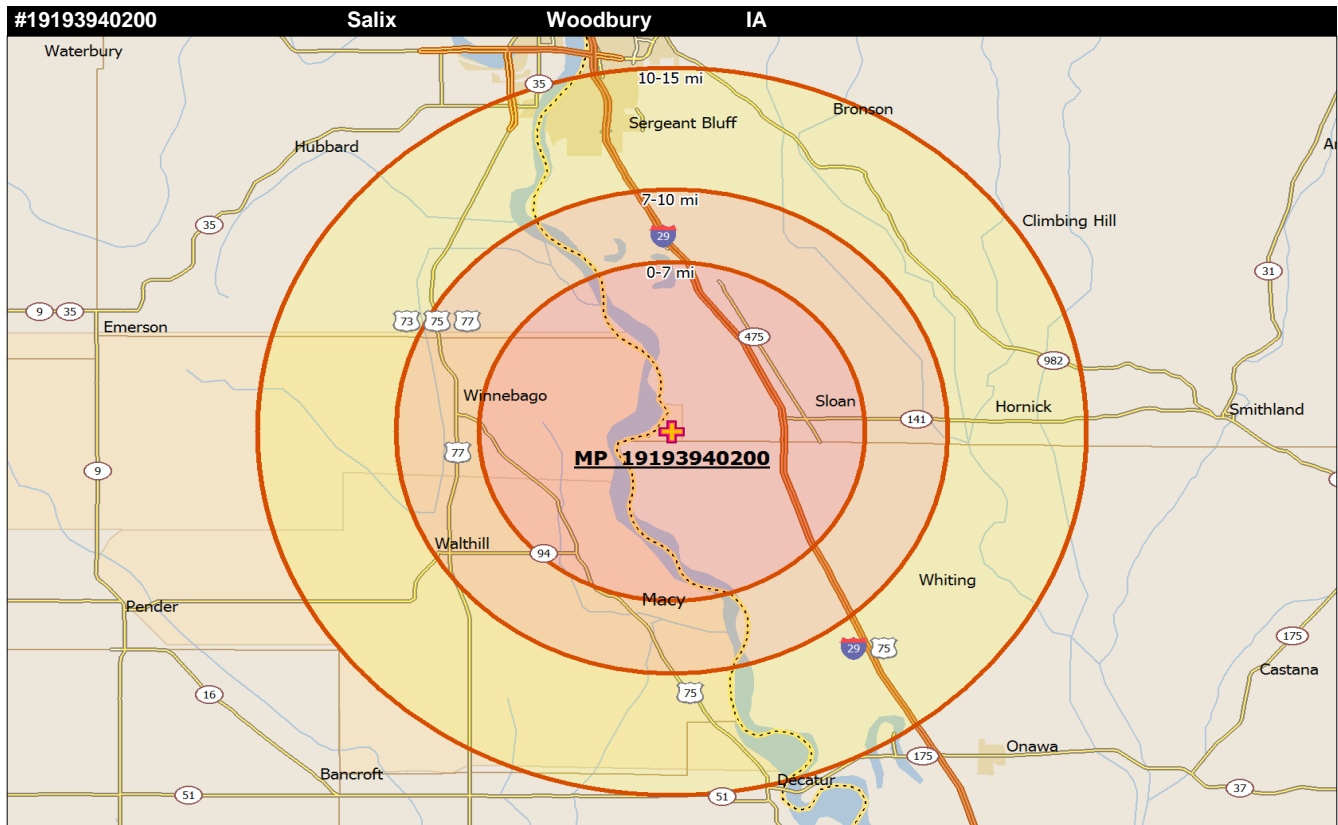
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	4.76%	Low Employment County	False
Working Community	2.86%	Persistent Poverty County	False
Country Community	76.19%	Population Loss County	True
Aspiring Community	5.71%	Nonmetro Recreation County	False
Urban Community	11.43%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.26	Racial Diversity Index	0.25
Ancestry Diversity Index	18.81	Diversity Composite Index	0.88
Foreign Born Diversity Index	11.32	Population Density Index	1.55

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

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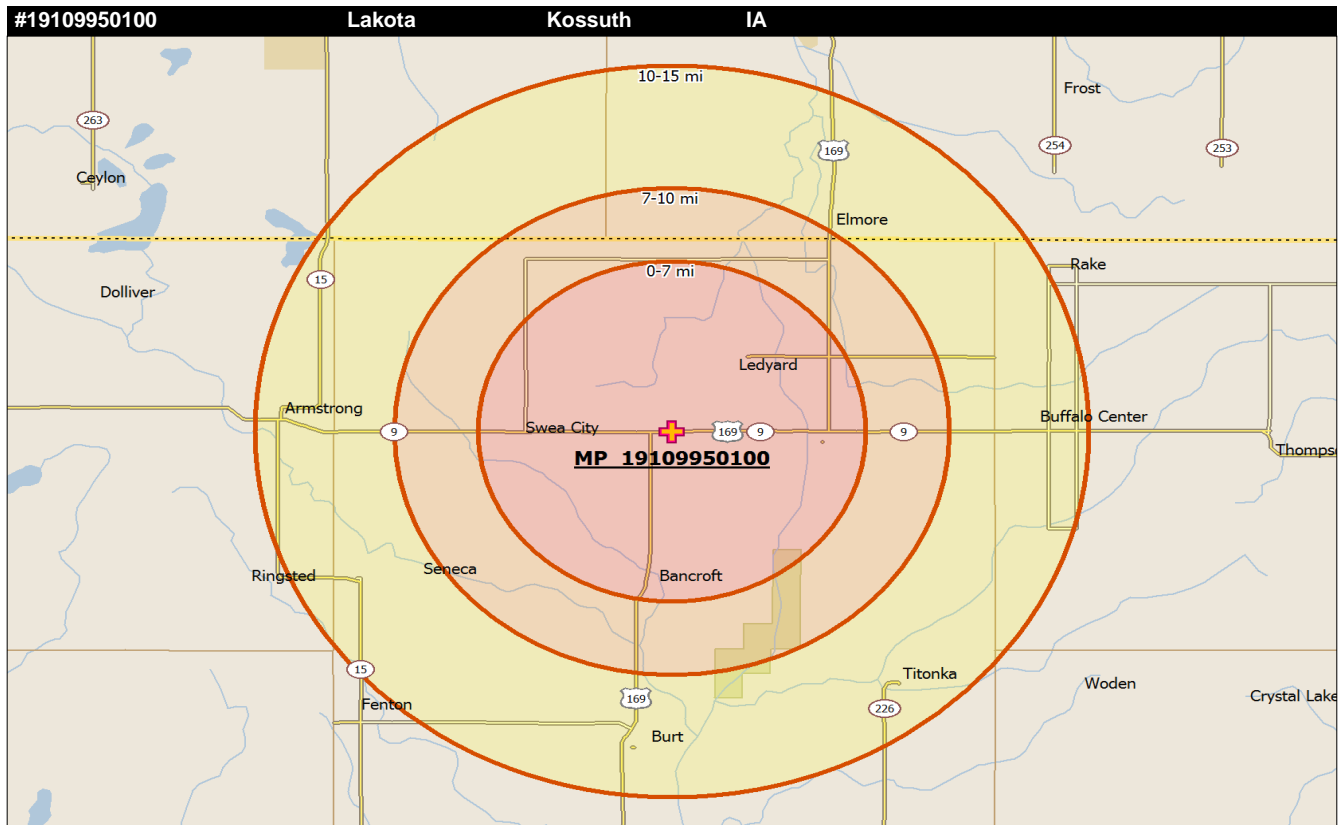
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42 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19193940200	Total Households in 3 mi Ring	29
CT Centroid Latitude	42.22064	Active Evangelical HHLDS	3
CT Centroid Longitude	-96.32005	Active Evangelical PERCENT	8.81%
City Location	Salix	Unreached HHLDS	19
County Location	Woodbury	Unreached Percent	64.87%
Sitescape Category code	1	Religious but NOT Evang HHLDS	3
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	11.78%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	3
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	11.1%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	12
Population Pattern	0-2500-10000	NOT Evangelical NOT Interested PERCENT	41.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.03%	Low Education County	False
Mainstay Community	17.24%	Low Employment County	False
Working Community	20.69%	Persistent Poverty County	False
Country Community	31.03%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

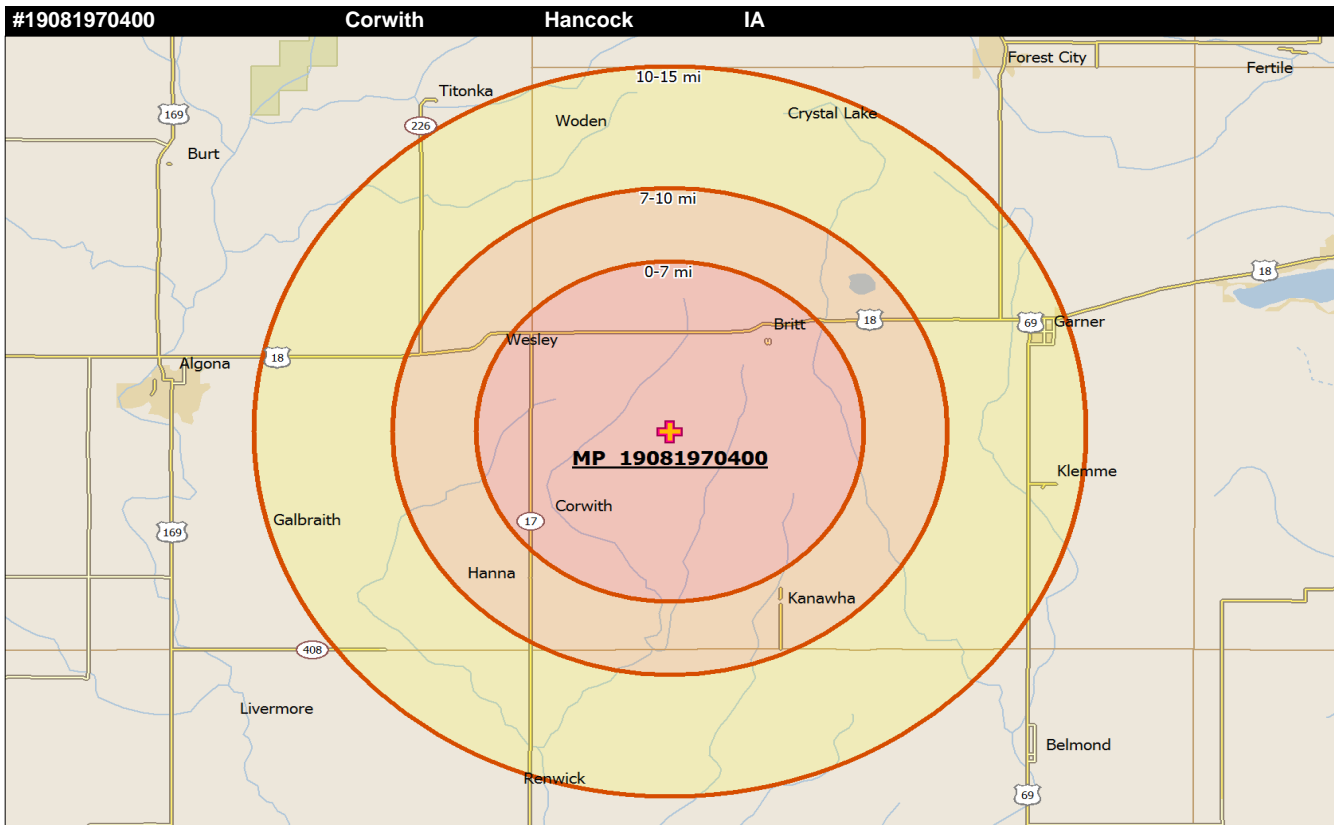
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	2.42
Foreign Born Diversity Index	0.00	Population Density Index	0.00



43 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19109950100	Total Households in 3 mi Ring	192
CT Centroid Latitude	43.38542	Active Evangelical HHLDS	26
CT Centroid Longitude	-94.20098	Active Evangelical PERCENT	13.30%
City Location	Lakota	Unreached HHLDS	111
County Location	Kossuth	Unreached Percent	57.56%
Sitescape Category code	1	Religious but NOT Evang HHLDS	13
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	7.01%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	9
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	4.47%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	88
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	46.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.52%	Low Employment County	False
Working Community	0.52%	Persistent Poverty County	False
Country Community	70.83%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	28.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	0.12
Foreign Born Diversity Index	0.00	Population Density Index	0.00



44 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19081970400	Total Households in 3 mi Ring	51
CT Centroid Latitude	43.03822	Active Evangelical HHLDS	7
CT Centroid Longitude	-93.87181	Active Evangelical PERCENT	14.58%
City Location	Corwith	Unreached HHLDS	29
County Location	Hancock	Unreached Percent	57.72%
Sitescape Category code	1	Religious but NOT Evang HHLDS	4
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	7.45%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	1
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	2.55%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	47.73%

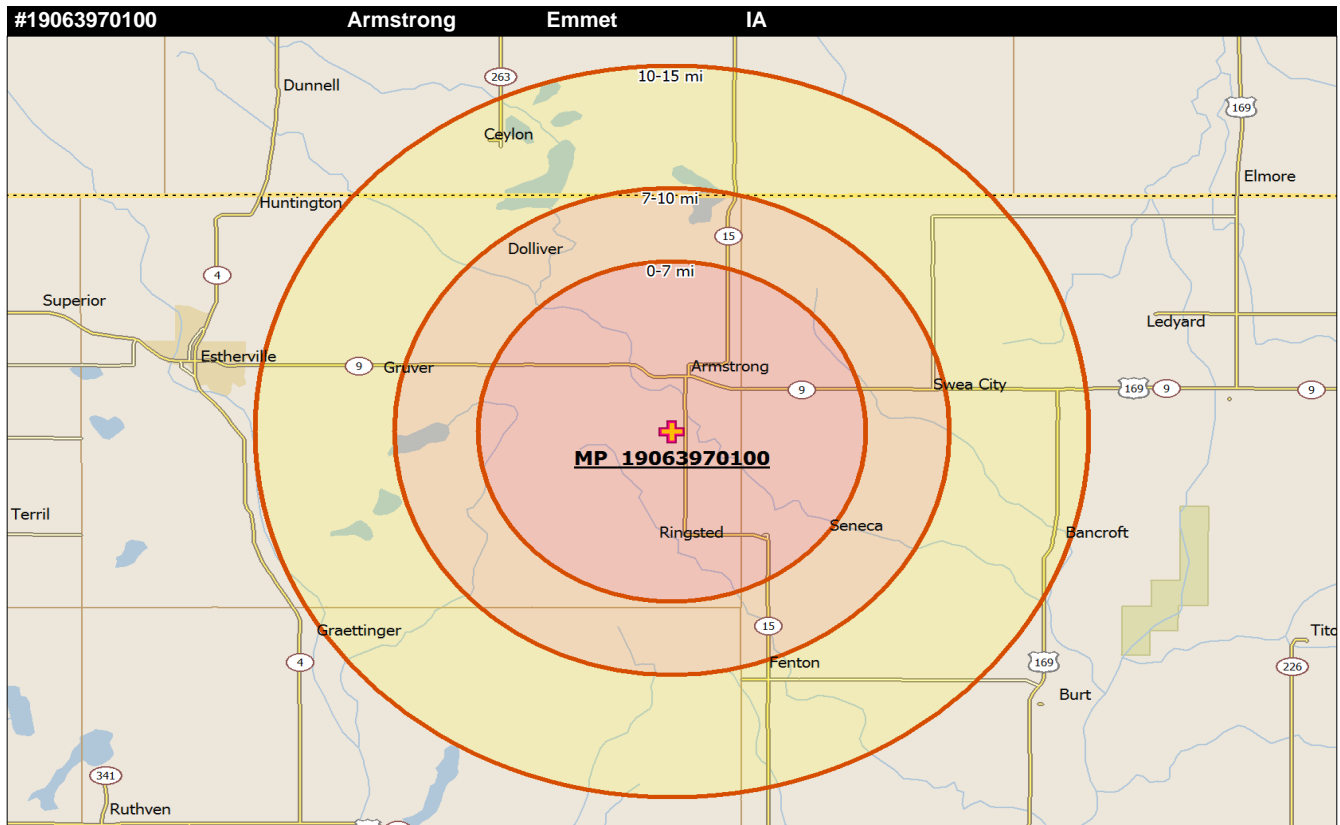
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	3.92%	Persistent Poverty County	False
Country Community	82.35%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	13.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.69	Racial Diversity Index	13.28
Ancestry Diversity Index	41.20	Diversity Composite Index	10.68
Foreign Born Diversity Index	22.25	Population Density Index	0.82

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

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45 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19063970100	Total Households in 3 mi Ring	119
CT Centroid Latitude	43.35990	Active Evangelical HHLDS	5
CT Centroid Longitude	-94.49199	Active Evangelical PERCENT	3.87%
City Location	Armstrong	Unreached HHLDS	70
County Location	Emmet	Unreached Percent	58.87%
Sitescape Category code	1	Religious but NOT Evang HHLDS	10
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	8.76%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	2
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	1.73%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	58
Population Pattern	2500-0-2500	NOT Evangelical NOT Interested PERCENT	48.56%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.68%	Low Education County	False
Mainstay Community	15.13%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	80.67%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	2.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.37	Racial Diversity Index	0.28
Ancestry Diversity Index	46.64	Diversity Composite Index	0.27
Foreign Born Diversity Index	11.38	Population Density Index	5.63

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

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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

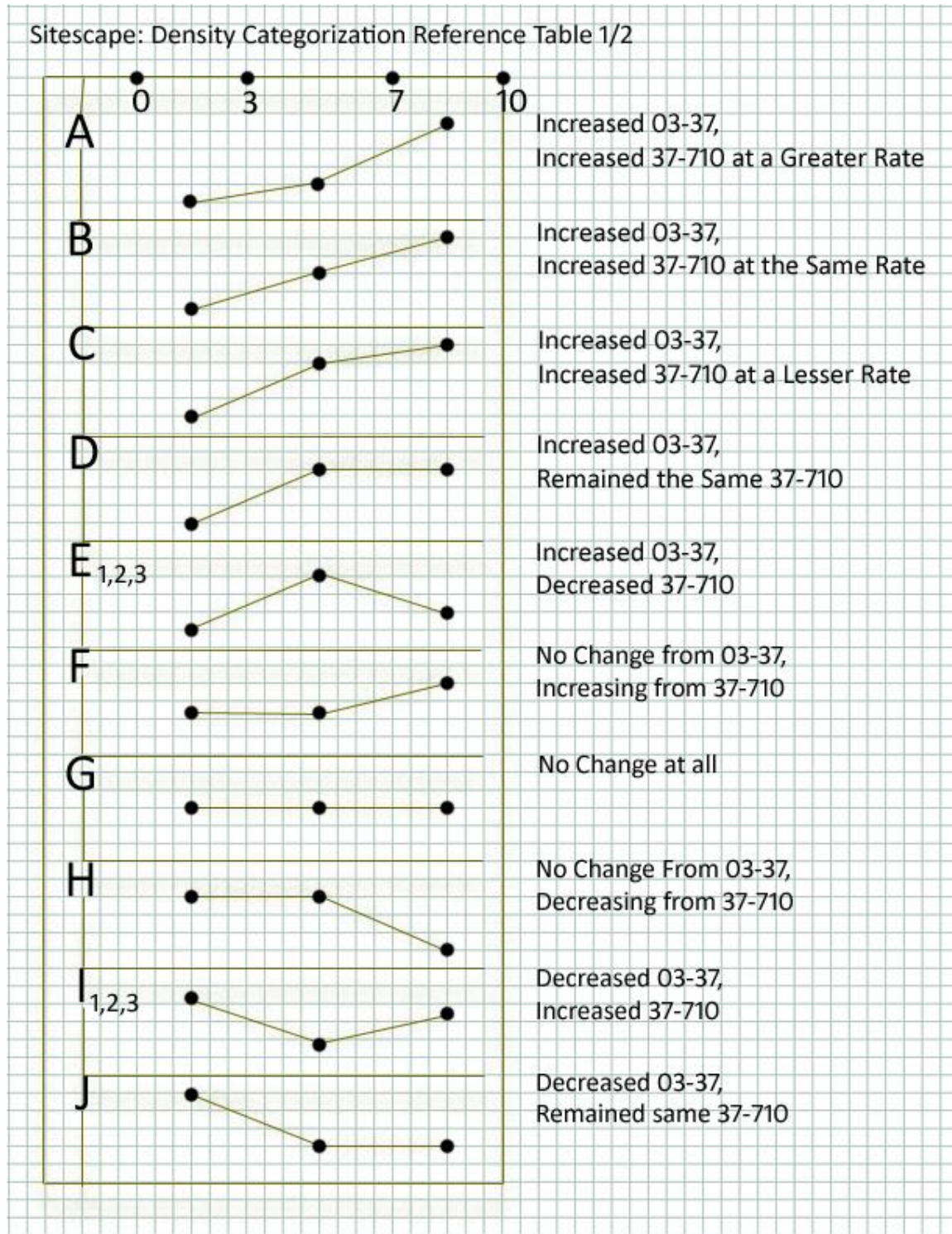
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

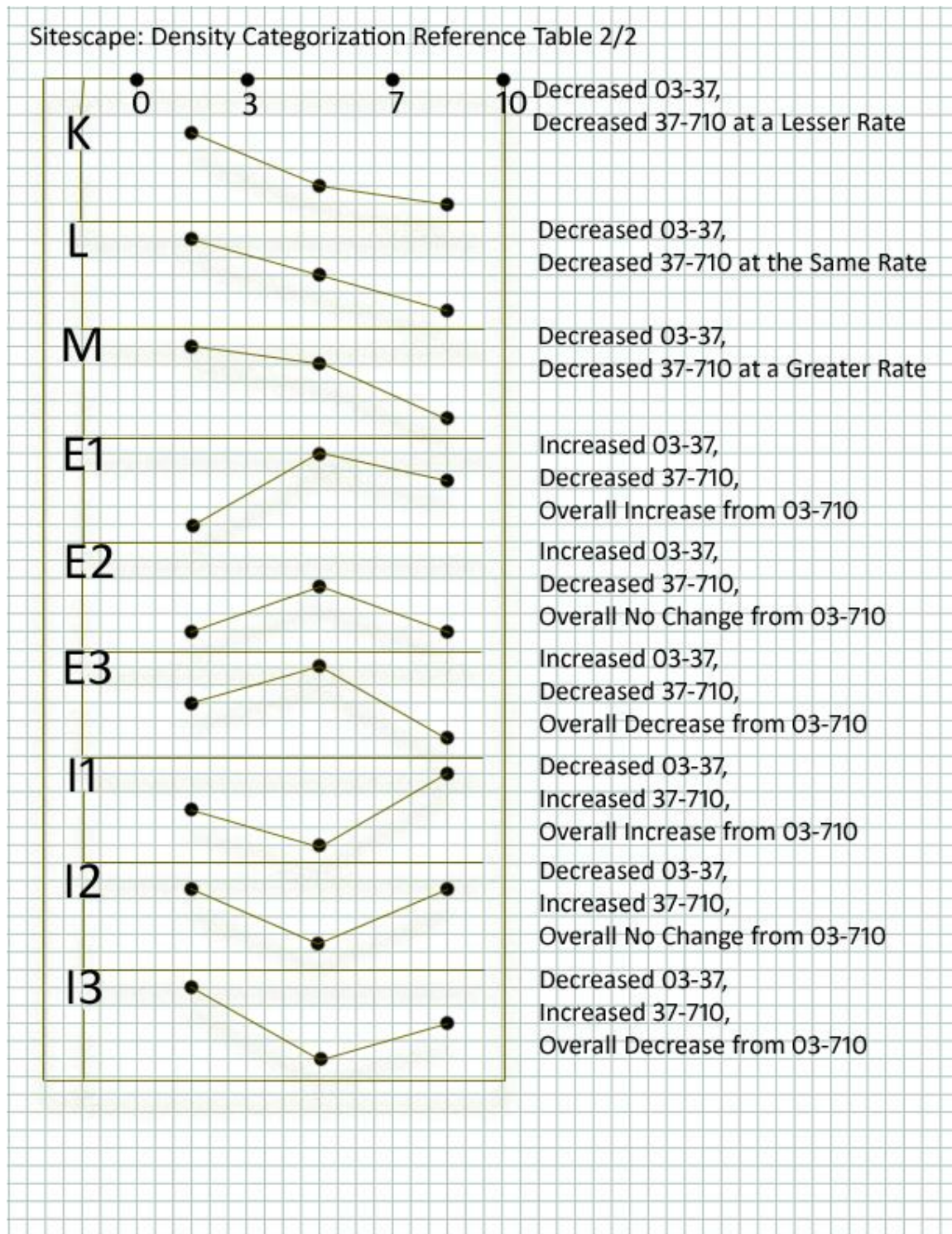
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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.
