
MISSION POINTS

Top Unreached Locations



Top Mission Points
Southeast 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.

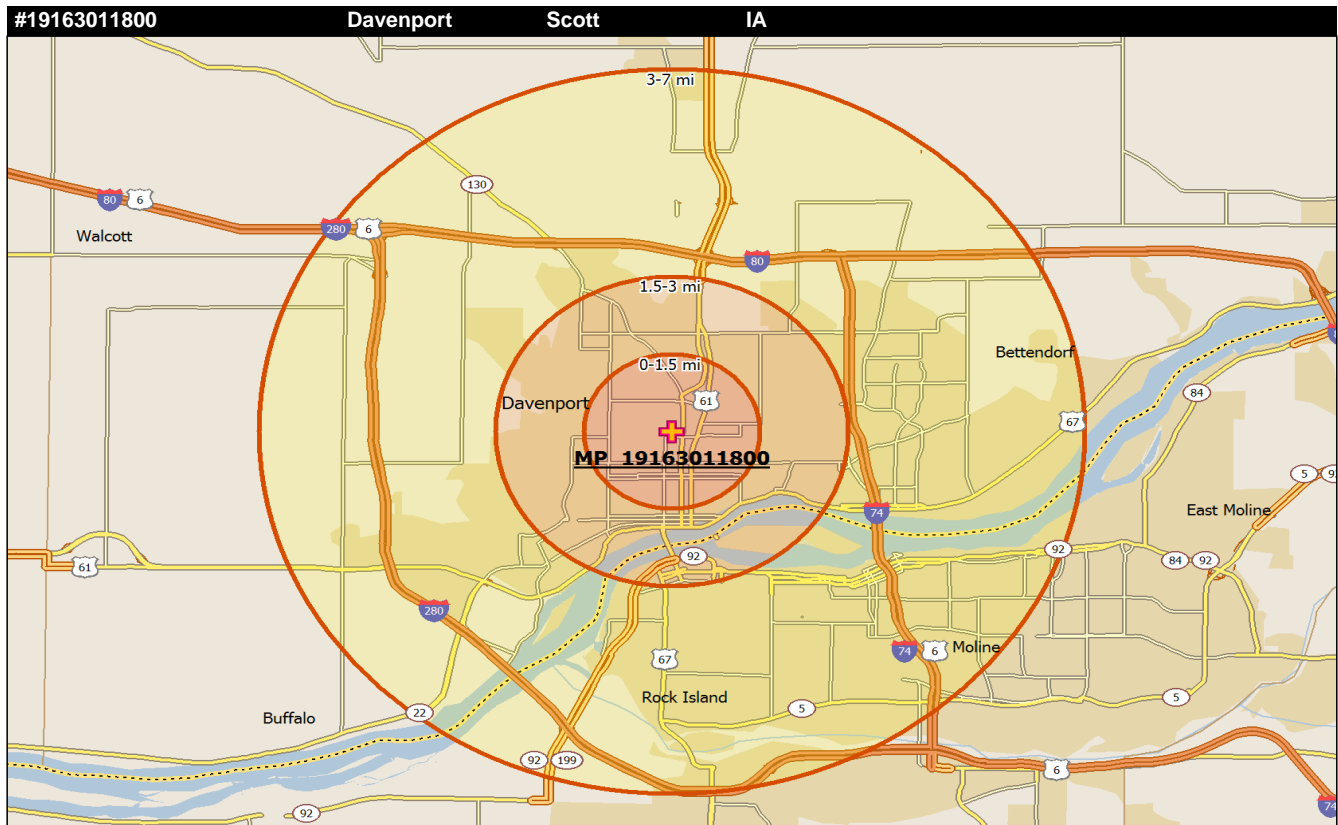
After the information pages you will find some notes to help interpret the information.

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	#19163011800	Total Households in 3 mi Ring	34,303
CT Centroid Latitude	41.54707	Active Evangelical HHLDS	2,010
CT Centroid Longitude	-90.58027	Active Evangelical PERCENT	5.86%
City Location	Davenport	Unreached HHLDS	23,618
County Location	Scott	Unreached Percent	68.85%
Sitescape Category code	3	Religious but NOT Evang HHLDS	5,881
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	17.15%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,520
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	14,269
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41.6%

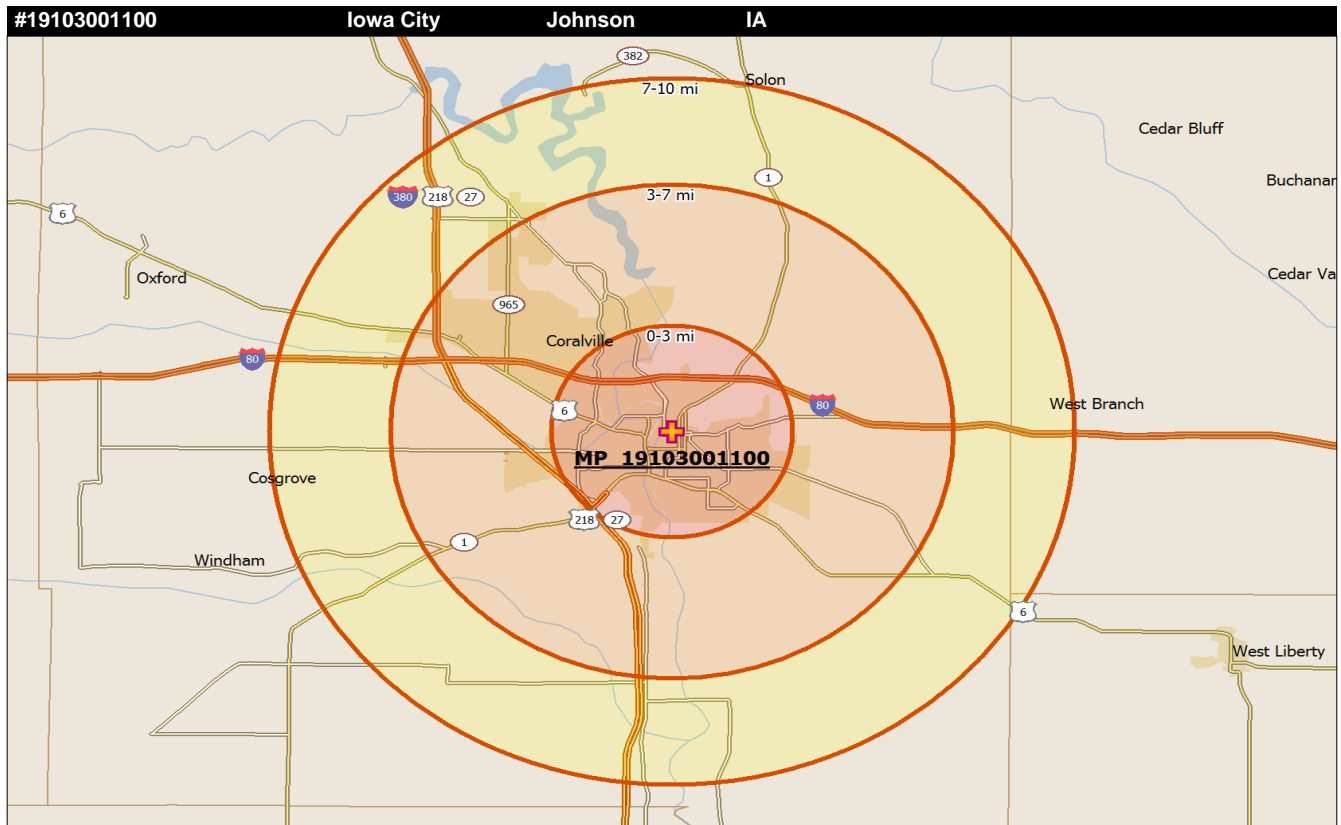
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.56%	Low Education County	False
Mainstay Community	9.39%	Low Employment County	False
Working Community	50.81%	Persistent Poverty County	False
Country Community	1.79%	Population Loss County	False
Aspiring Community	6.01%	Nonmetro Recreation County	False
Urban Community	14.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.88	Racial Diversity Index	43.03
Ancestry Diversity Index	50.09	Diversity Composite Index	26.89
Foreign Born Diversity Index	53.50	Population Density Index	65.72

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	#19103001100	Total Households in 3 mi Ring	29,855
CT Centroid Latitude	41.66497	Active Evangelical HHLDS	1,042
CT Centroid Longitude	-91.52904	Active Evangelical PERCENT	3.49%
City Location	Iowa City	Unreached HHLDS	21,550
County Location	Johnson	Unreached Percent	72.18%
Sitescape Category code	2	Religious but NOT Evang HHLDS	5,194
Sitescape Group code	2.3	Religious but NOT Evang PERCENT	17.4%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	4,069
Sitescape Group	Large Towns	Spiritual but Not Religious PERCENT	13.63%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,290
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.16%

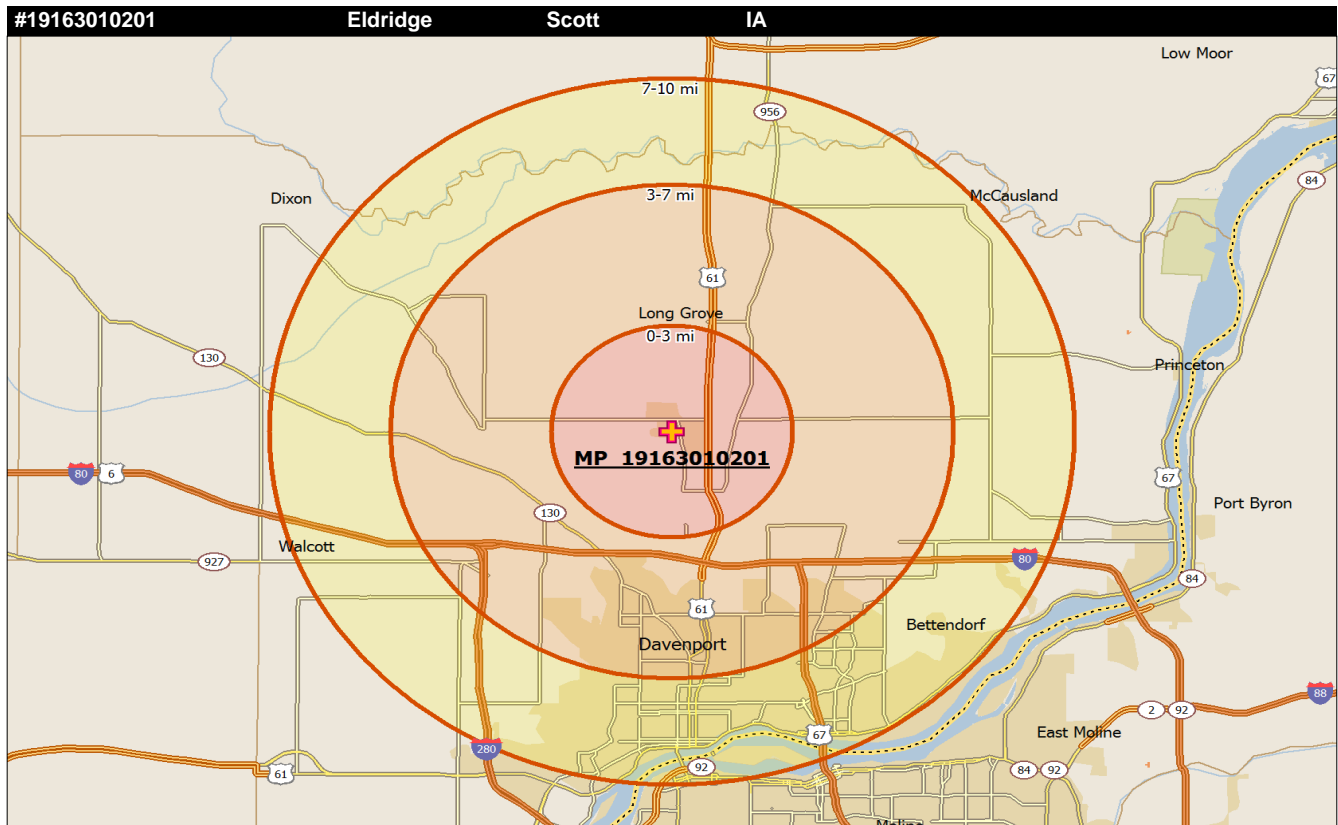
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	34.46%	Low Education County	False
Mainstay Community	4.63%	Low Employment County	False
Working Community	17.7%	Persistent Poverty County	False
Country Community	1.02%	Population Loss County	False
Aspiring Community	18.18%	Nonmetro Recreation County	False
Urban Community	24.01%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.68	Racial Diversity Index	30.32
Ancestry Diversity Index	72.85	Diversity Composite Index	47.61
Foreign Born Diversity Index	83.84	Population Density Index	55.74

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

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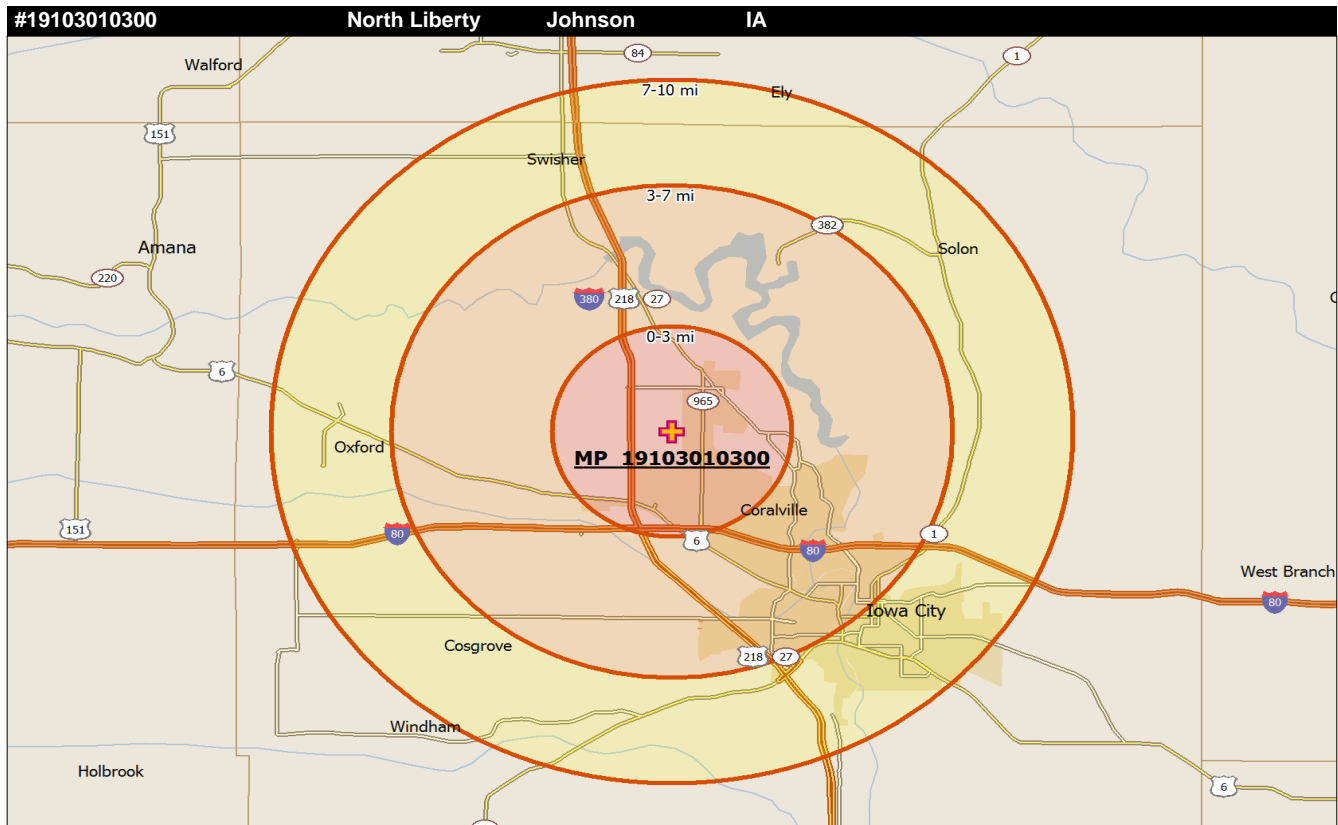
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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19163010201	Total Households in 3 mi Ring	2,306
CT Centroid Latitude	41.64987	Active Evangelical HHLDS	143
CT Centroid Longitude	-90.58548	Active Evangelical PERCENT	6.20%
City Location	Eldridge	Unreached HHLDS	1,544
County Location	Scott	Unreached Percent	66.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	304
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.18%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	292
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.66%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	949
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.14%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	57.85%	Low Education County	False
Mainstay Community	37.73%	Low Employment County	False
Working Community	1.69%	Persistent Poverty County	False
Country Community	2.69%	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	10.97	Racial Diversity Index	7.60
Ancestry Diversity Index	29.70	Diversity Composite Index	14.04
Foreign Born Diversity Index	31.49	Population Density Index	18.61



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19103010300	Total Households in 3 mi Ring	6,413
CT Centroid Latitude	41.73418	Active Evangelical HHLDS	244
CT Centroid Longitude	-91.62246	Active Evangelical PERCENT	3.80%
City Location	North Liberty	Unreached HHLDS	4,471
County Location	Johnson	Unreached Percent	69.72%
Sitescape Category code	2	Religious but NOT Evang HHLDS	907
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.15%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	822
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.82%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,742
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	42.75%

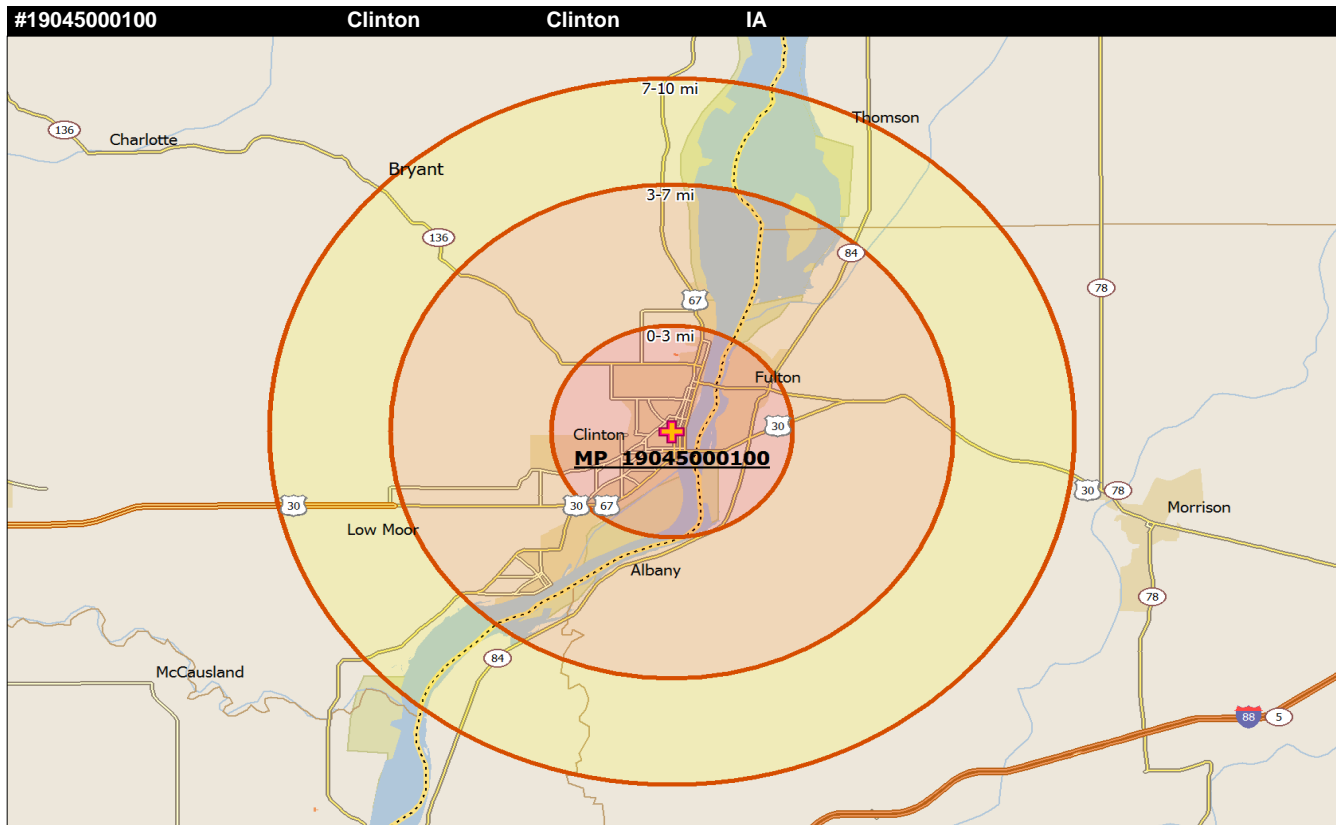
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	47.06%	Low Education County	False
Mainstay Community	23.36%	Low Employment County	False
Working Community	10.06%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	19.43%	Nonmetro Recreation County	False
Urban Community	0.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	31.50	Racial Diversity Index	18.38
Ancestry Diversity Index	60.26	Diversity Composite Index	40.66
Foreign Born Diversity Index	50.27	Population Density Index	28.69

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

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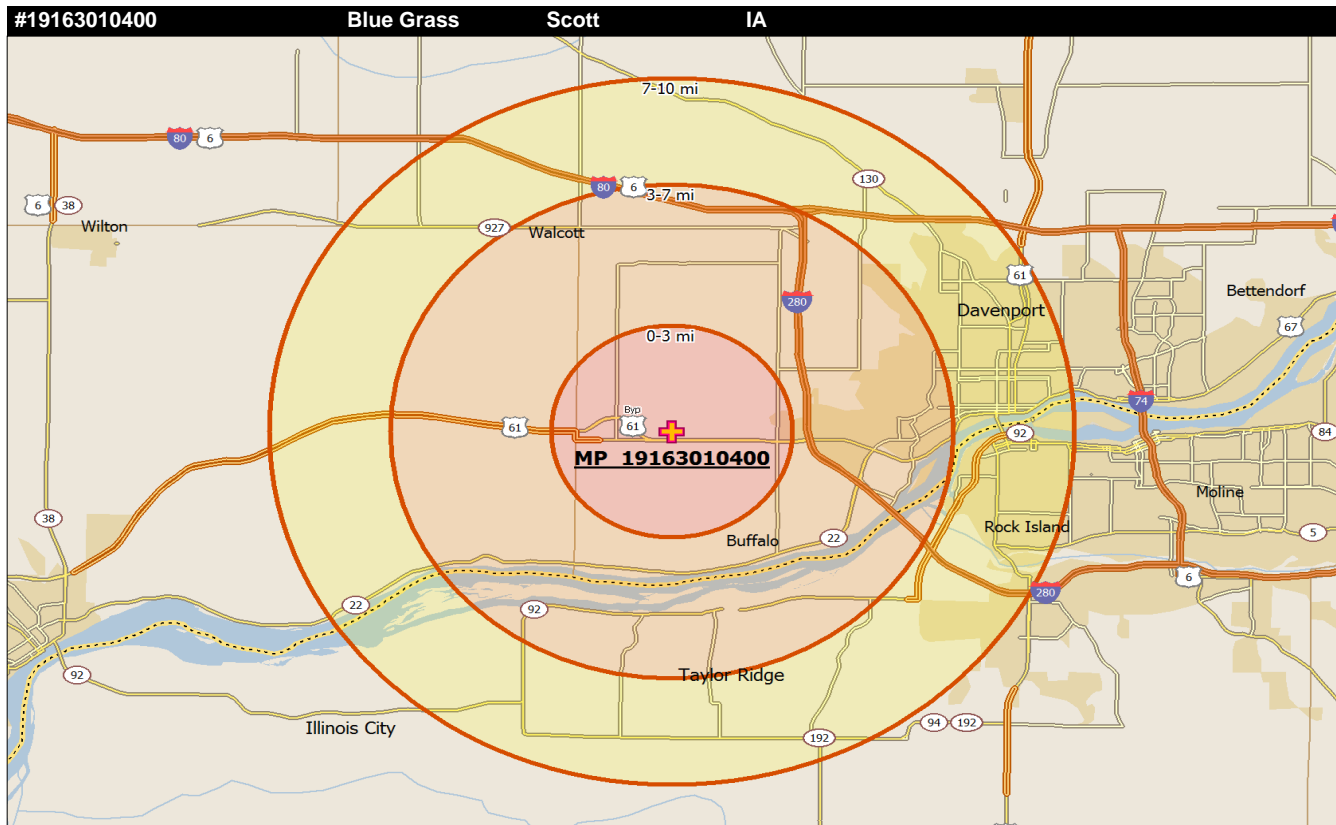
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5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19045000100	Total Households in 3 mi Ring	12,805
CT Centroid Latitude	41.84590	Active Evangelical HHLDS	938
CT Centroid Longitude	-90.19440	Active Evangelical PERCENT	7.32%
City Location	Clinton	Unreached HHLDS	8,533
County Location	Clinton	Unreached Percent	66.64%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,844
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.4%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,509
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	5,183
Population Pattern	50000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.33%	Low Education County	False
Mainstay Community	7.44%	Low Employment County	False
Working Community	66.9%	Persistent Poverty County	False
Country Community	2.22%	Population Loss County	True
Aspiring Community	0.84%	Nonmetro Recreation County	False
Urban Community	6.27%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.34	Racial Diversity Index	15.57
Ancestry Diversity Index	50.43	Diversity Composite Index	9.19
Foreign Born Diversity Index	50.58	Population Density Index	37.45



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19163010400	Total Households in 3 mi Ring	1,194
CT Centroid Latitude	41.51263	Active Evangelical HHLDS	75
CT Centroid Longitude	-90.73893	Active Evangelical PERCENT	6.25%
City Location	Blue Grass	Unreached HHLDS	798
County Location	Scott	Unreached Percent	66.79%
Sitescape Category code	2	Religious but NOT Evang HHLDS	160
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.41%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	145
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.19%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	492
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.2%

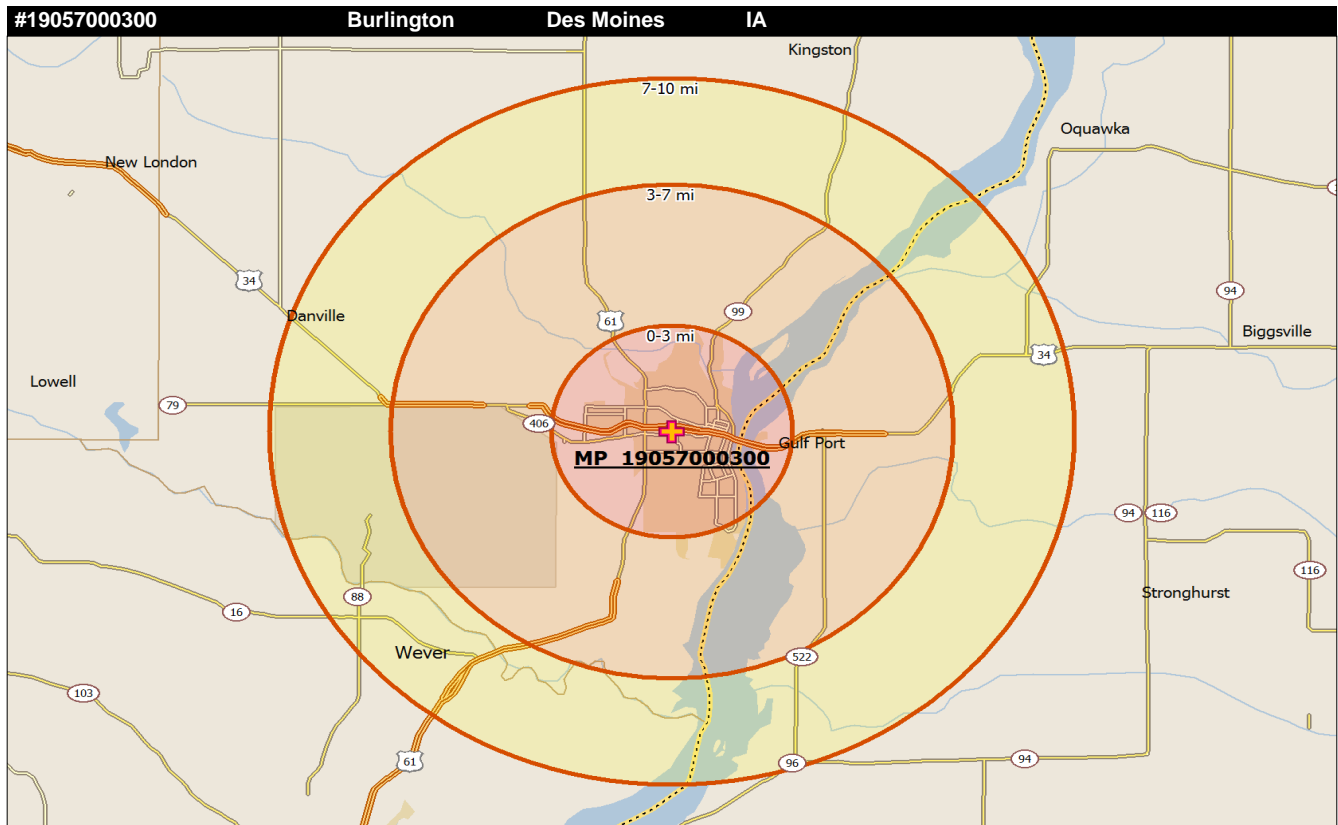
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	62.98%	Low Education County	False
Mainstay Community	15.66%	Low Employment County	False
Working Community	3.1%	Persistent Poverty County	False
Country Community	16.58%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	1.68%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.22	Racial Diversity Index	10.74
Ancestry Diversity Index	30.57	Diversity Composite Index	21.77
Foreign Born Diversity Index	67.64	Population Density Index	18.78

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

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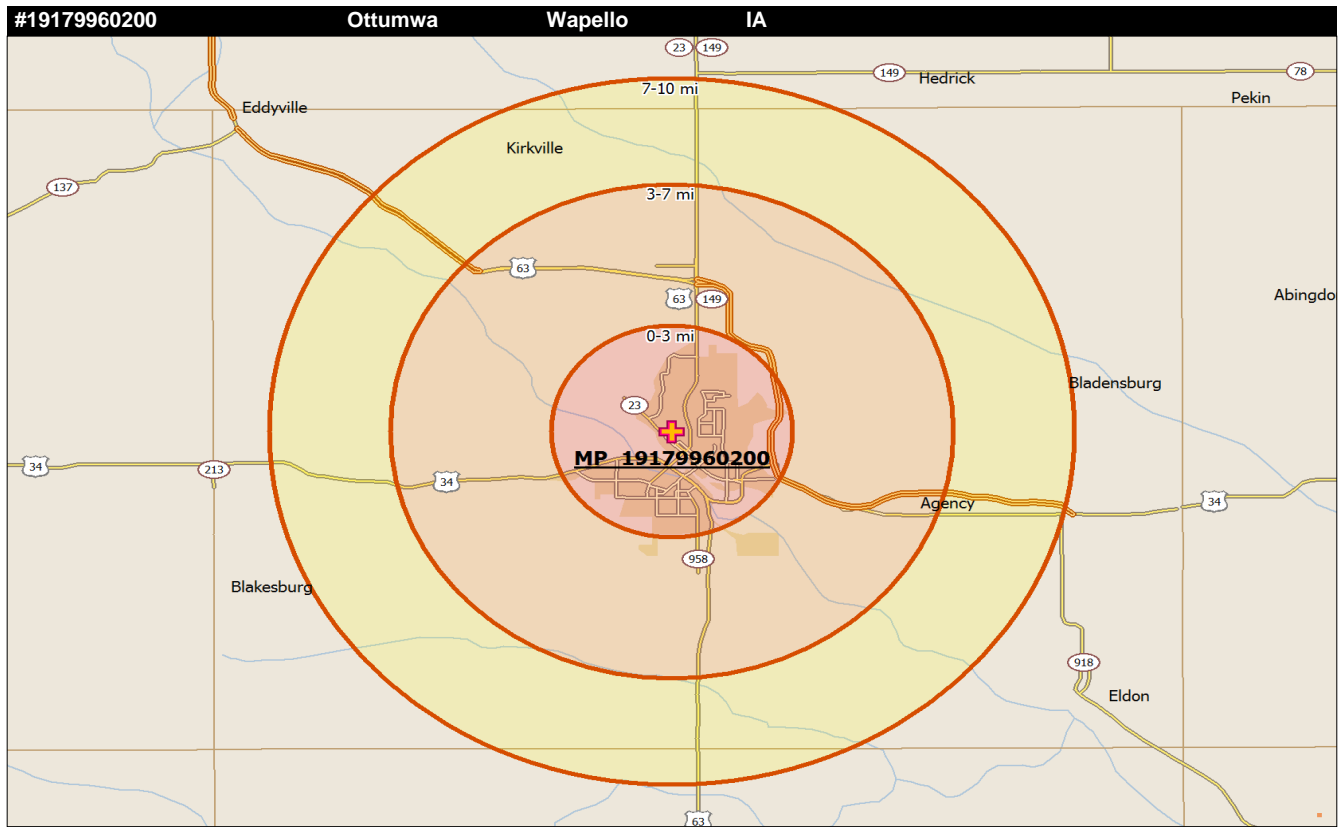
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7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19057000300	Total Households in 3 mi Ring	12,321
CT Centroid Latitude	40.81589	Active Evangelical HHLDS	1,027
CT Centroid Longitude	-91.12878	Active Evangelical PERCENT	8.33%
City Location	Burlington	Unreached HHLDS	8,228
County Location	Des Moines	Unreached Percent	66.78%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,782
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.46%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,494
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.13%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	4,956
Population Pattern	50000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.38%	Low Education County	False
Mainstay Community	11.56%	Low Employment County	False
Working Community	59.82%	Persistent Poverty County	False
Country Community	3.51%	Population Loss County	True
Aspiring Community	2.18%	Nonmetro Recreation County	False
Urban Community	5.55%	Retirement Destination County	False

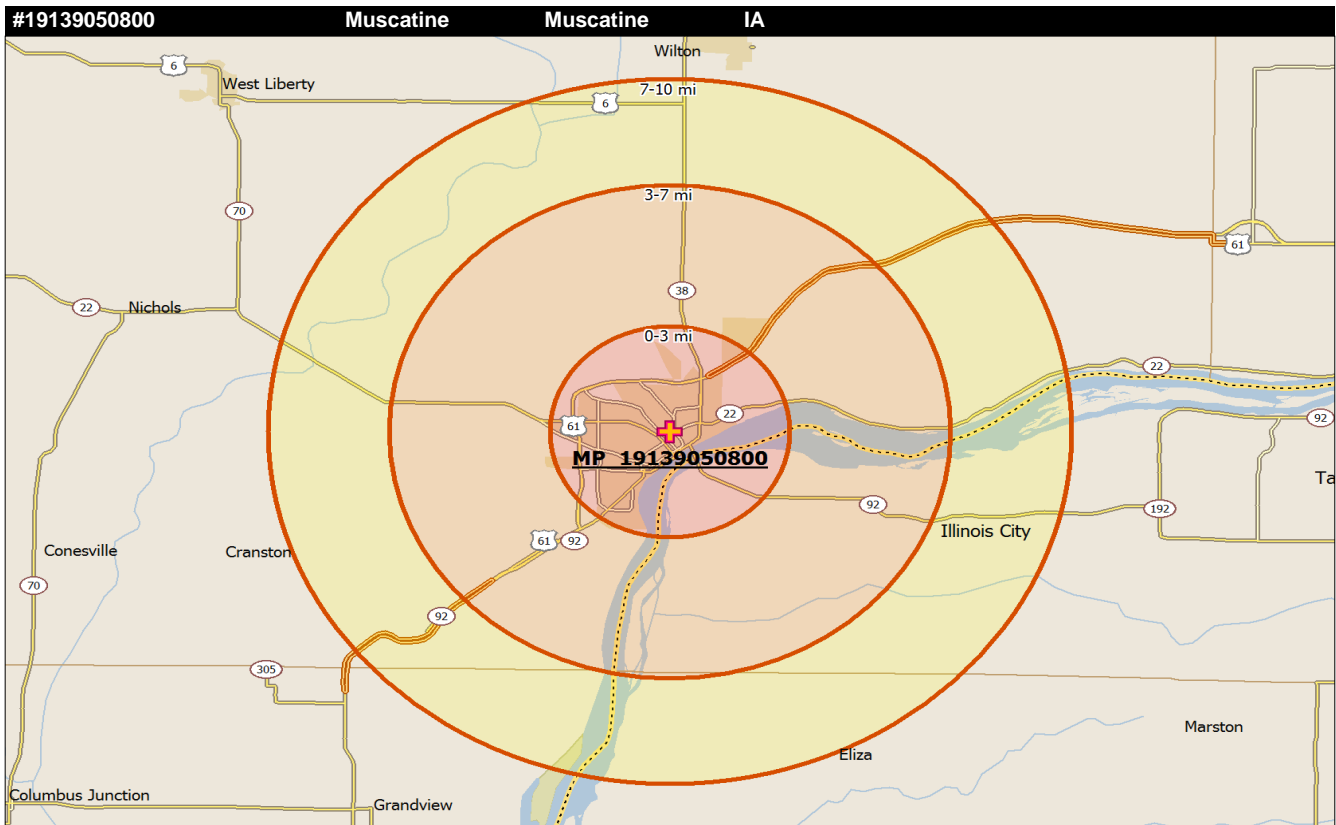
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.96	Racial Diversity Index	20.84
Ancestry Diversity Index	49.32	Diversity Composite Index	7.06
Foreign Born Diversity Index	85.09	Population Density Index	36.82



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19179960200	Total Households in 3 mi Ring	10,456
CT Centroid Latitude	41.02930	Active Evangelical HHLDS	967
CT Centroid Longitude	-92.42174	Active Evangelical PERCENT	9.25%
City Location	Ottumwa	Unreached HHLDS	7,026
County Location	Wapello	Unreached Percent	67.2%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,479
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.14%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,337
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	4,213
Population Pattern	50000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.09%	Low Education County	False
Mainstay Community	12.17%	Low Employment County	False
Working Community	64.8%	Persistent Poverty County	False
Country Community	2.08%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.86%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.59	Racial Diversity Index	29.38
Ancestry Diversity Index	80.09	Diversity Composite Index	19.34
Foreign Born Diversity Index	27.80	Population Density Index	34.18



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19139050800	Total Households in 3 mi Ring	9,389
CT Centroid Latitude	41.43184	Active Evangelical HHLDS	778
CT Centroid Longitude	-91.04512	Active Evangelical PERCENT	8.29%
City Location	Muscatine	Unreached HHLDS	6,287
County Location	Muscatine	Unreached Percent	66.96%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,359
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.47%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,061
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.3%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,868
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.19%

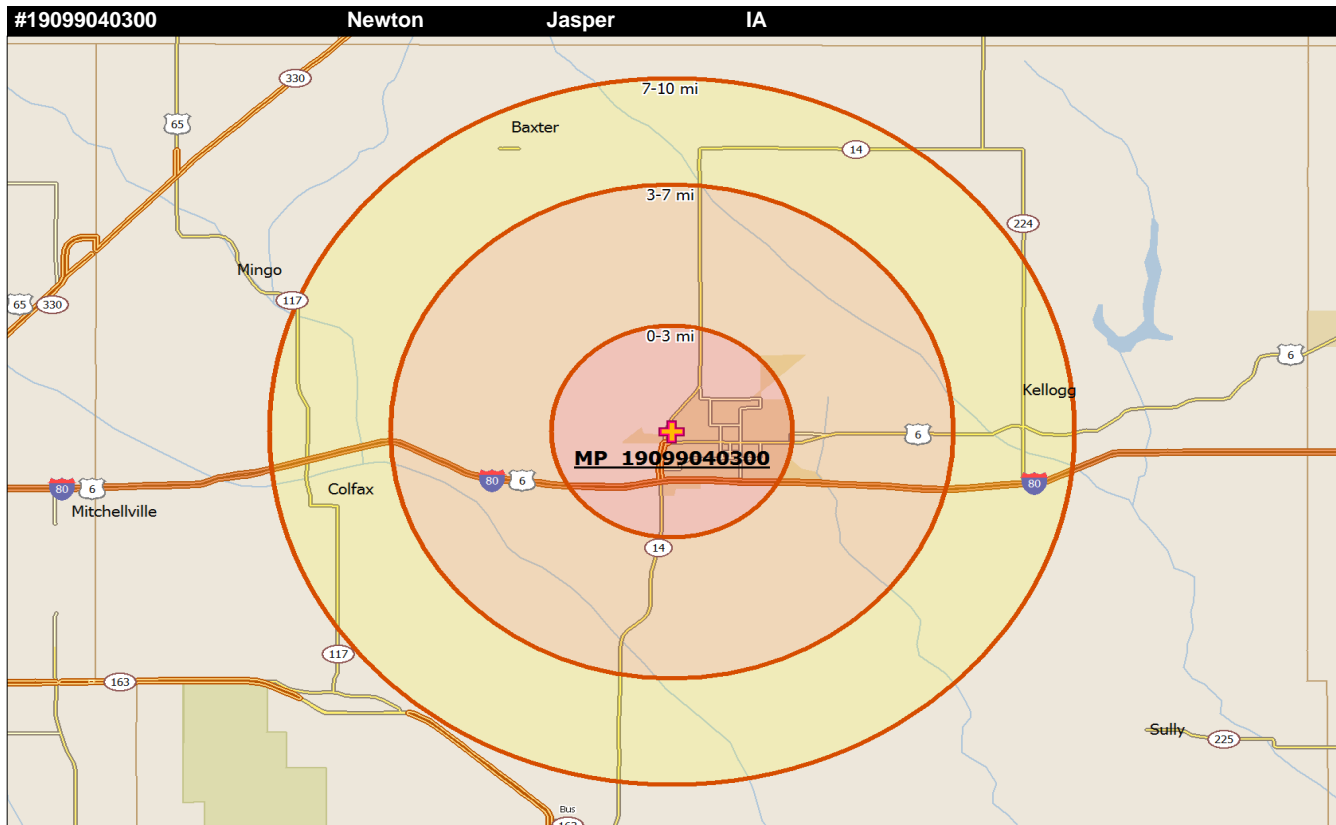
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.63%	Low Education County	False
Mainstay Community	12.82%	Low Employment County	False
Working Community	53.4%	Persistent Poverty County	False
Country Community	3.17%	Population Loss County	False
Aspiring Community	2.09%	Nonmetro Recreation County	False
Urban Community	7.88%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.40	Racial Diversity Index	33.41
Ancestry Diversity Index	47.45	Diversity Composite Index	16.13
Foreign Born Diversity Index	15.52	Population Density Index	34.17

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

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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19099040300	Total Households in 3 mi Ring	7,500
CT Centroid Latitude	41.70378	Active Evangelical HHLDS	871
CT Centroid Longitude	-93.07155	Active Evangelical PERCENT	11.61%
City Location	Newton	Unreached HHLDS	4,975
County Location	Jasper	Unreached Percent	66.33%
Sitescape Category code	2	Religious but NOT Evang HHLDS	991
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.22%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	948
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.65%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,035
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.47%

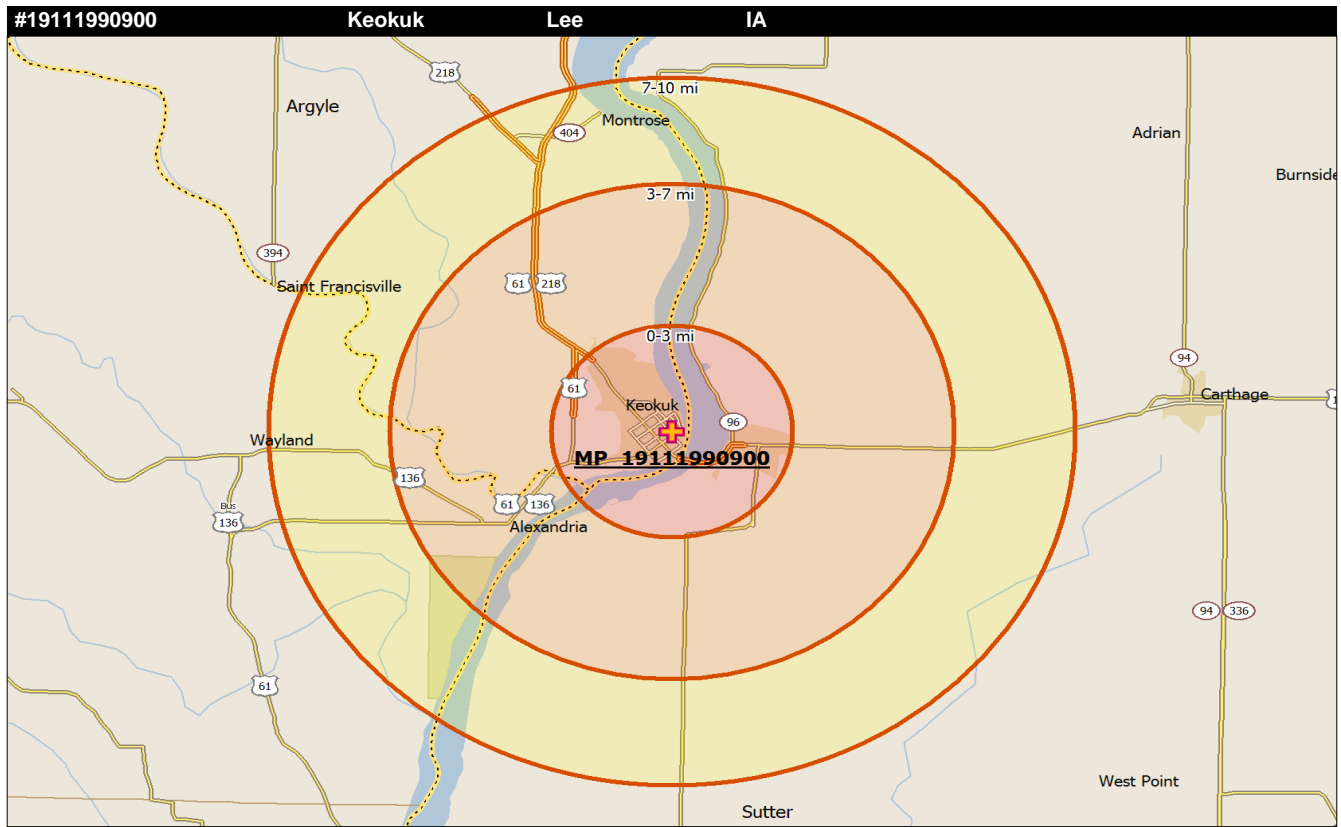
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.21%	Low Education County	False
Mainstay Community	13.84%	Low Employment County	False
Working Community	52.55%	Persistent Poverty County	False
Country Community	3.89%	Population Loss County	False
Aspiring Community	9%	Nonmetro Recreation County	False
Urban Community	1.51%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.82	Racial Diversity Index	7.10
Ancestry Diversity Index	70.09	Diversity Composite Index	15.32
Foreign Born Diversity Index	43.42	Population Density Index	29.06

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

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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19111990900	Total Households in 3 mi Ring	5,911
CT Centroid Latitude	40.40202	Active Evangelical HHLDS	494
CT Centroid Longitude	-91.38014	Active Evangelical PERCENT	8.35%
City Location	Keokuk	Unreached HHLDS	3,944
County Location	Lee	Unreached Percent	66.72%
Sitescape Category code	2	Religious but NOT Evang HHLDS	840
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.21%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	711
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.03%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,394
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.5%

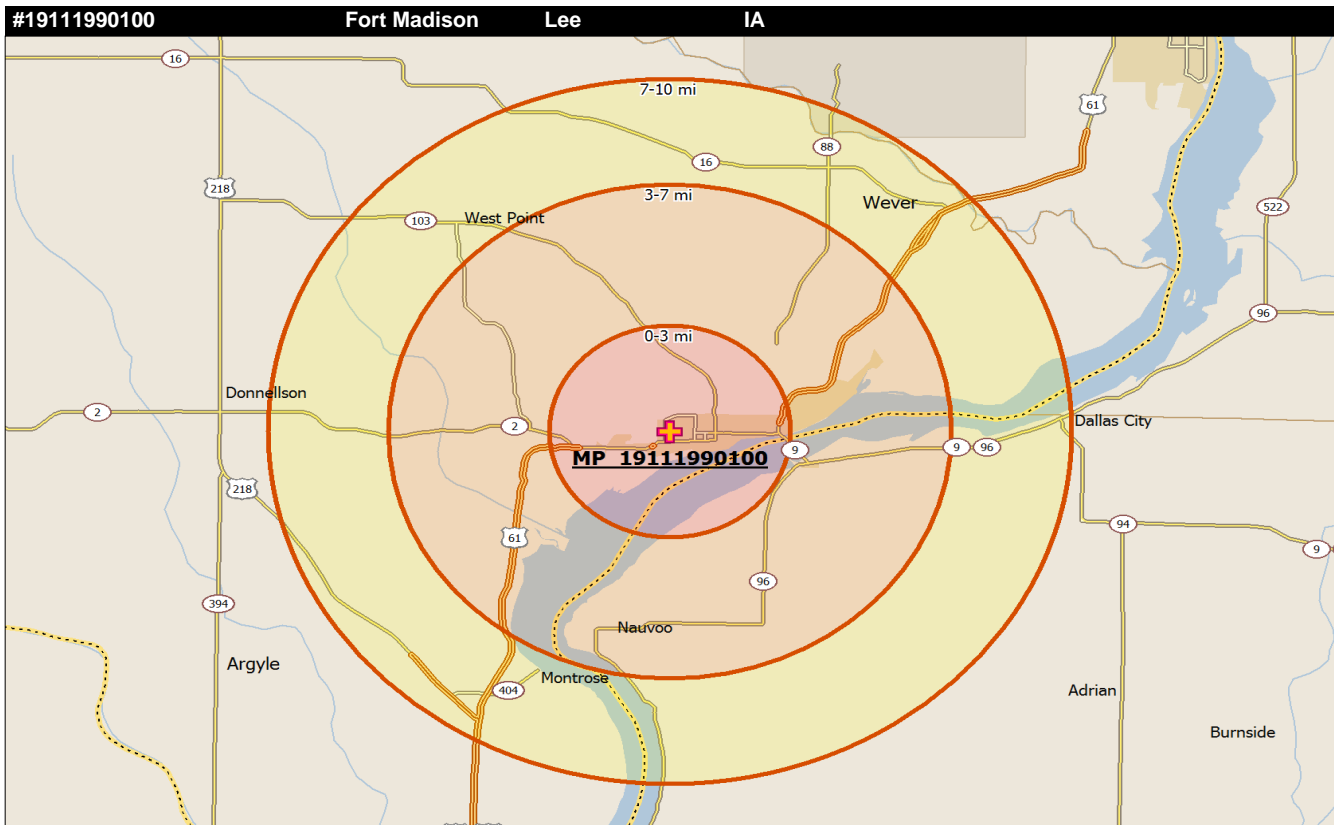
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.45%	Low Education County	False
Mainstay Community	8.83%	Low Employment County	False
Working Community	68.25%	Persistent Poverty County	False
Country Community	3.94%	Population Loss County	True
Aspiring Community	0.91%	Nonmetro Recreation County	False
Urban Community	6.63%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.29	Racial Diversity Index	12.50
Ancestry Diversity Index	54.97	Diversity Composite Index	4.73
Foreign Born Diversity Index	53.22	Population Density Index	26.71

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

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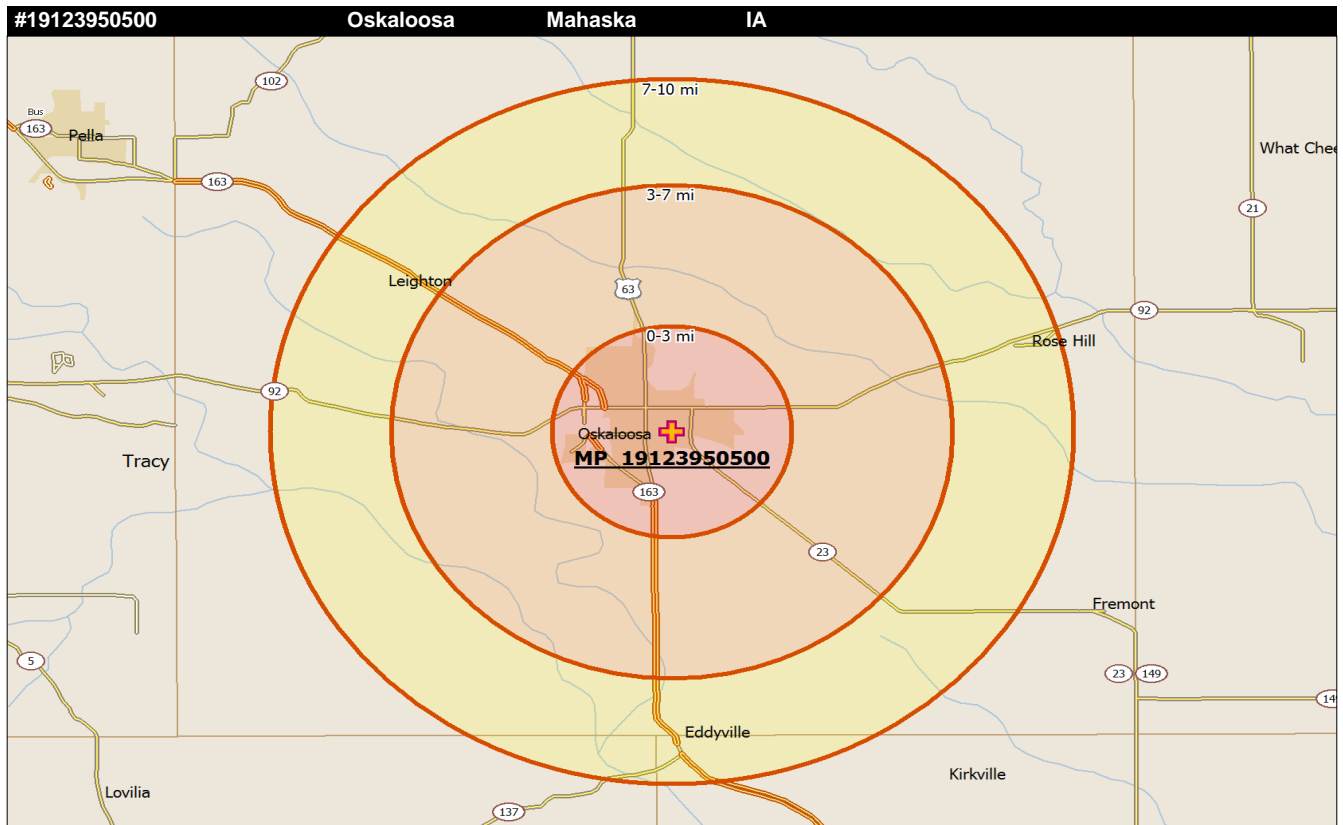
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12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19111990100	Total Households in 3 mi Ring	4,779
CT Centroid Latitude	40.63086	Active Evangelical HHLDS	406
CT Centroid Longitude	-91.35169	Active Evangelical PERCENT	8.50%
City Location	Fort Madison	Unreached HHLDS	3,158
County Location	Lee	Unreached Percent	66.07%
Sitescape Category code	2	Religious but NOT Evang HHLDS	653
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.67%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	577
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.07%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,928
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.34%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.57%	Low Education County	False
Mainstay Community	8.89%	Low Employment County	False
Working Community	73.57%	Persistent Poverty County	False
Country Community	4.96%	Population Loss County	True
Aspiring Community	0.27%	Nonmetro Recreation County	False
Urban Community	6.7%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.37	Racial Diversity Index	21.78
Ancestry Diversity Index	38.75	Diversity Composite Index	11.41
Foreign Born Diversity Index	71.71	Population Density Index	23.50



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19123950500	Total Households in 3 mi Ring	5,371
CT Centroid Latitude	41.28639	Active Evangelical HHLDS	820
CT Centroid Longitude	-92.63262	Active Evangelical PERCENT	15.26%
City Location	Oskaloosa	Unreached HHLDS	3,502
County Location	Mahaska	Unreached Percent	65.21%
Sitescape Category code	2	Religious but NOT Evang HHLDS	696
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	12.96%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	652
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.14%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,154
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.11%

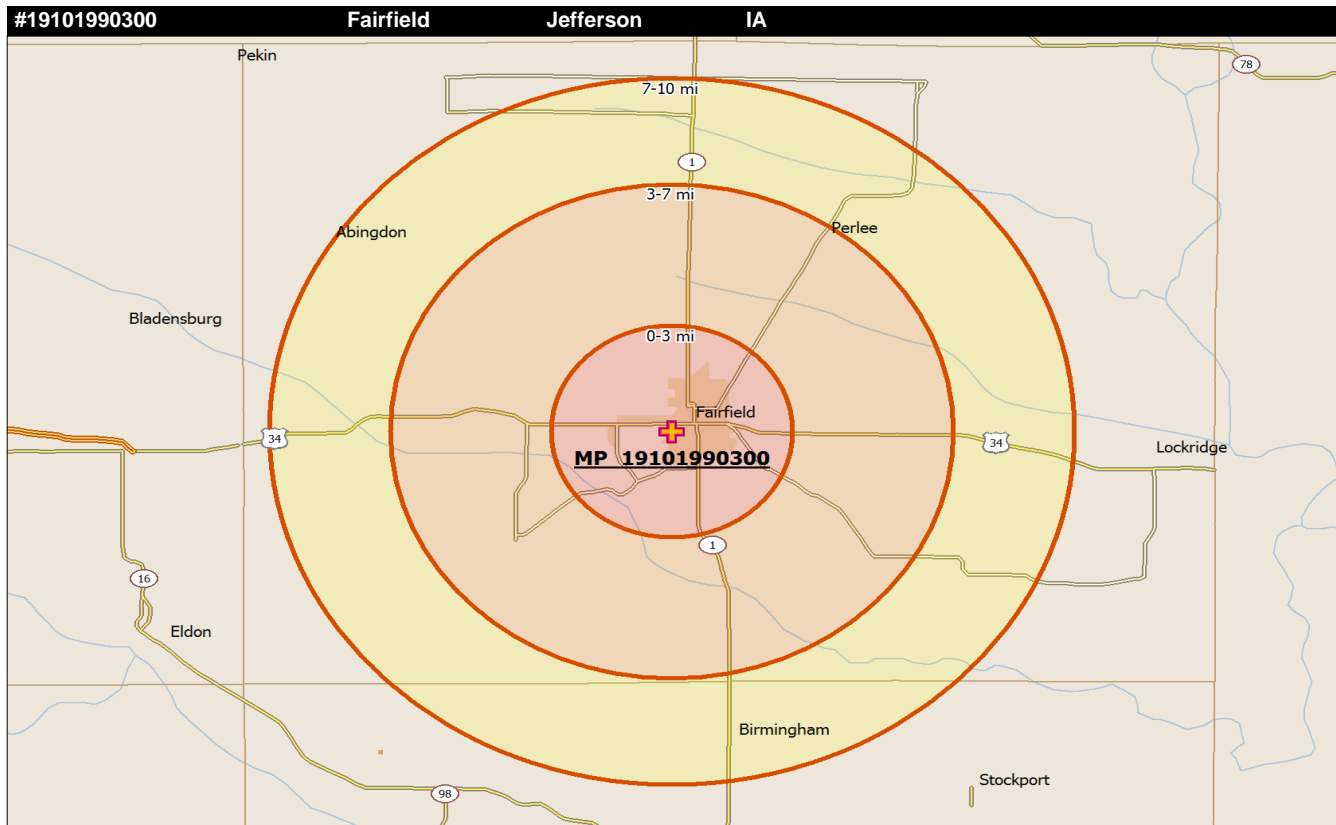
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.35%	Low Education County	False
Mainstay Community	11.43%	Low Employment County	False
Working Community	53.81%	Persistent Poverty County	False
Country Community	11.02%	Population Loss County	False
Aspiring Community	1.42%	Nonmetro Recreation County	False
Urban Community	7.95%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.69	Racial Diversity Index	12.06
Ancestry Diversity Index	79.66	Diversity Composite Index	17.91
Foreign Born Diversity Index	73.05	Population Density Index	25.03

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

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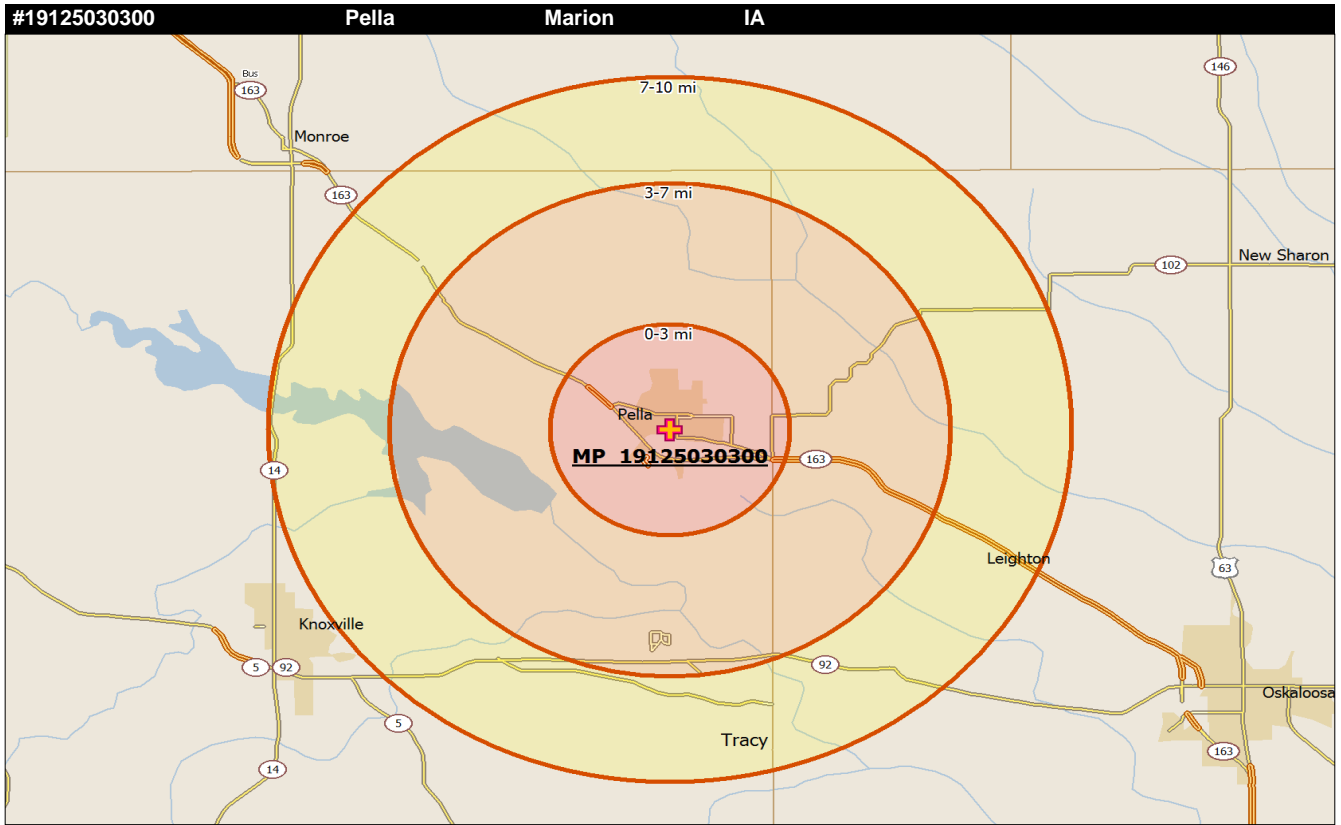
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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19101990300	Total Households in 3 mi Ring	4,500
CT Centroid Latitude	41.00339	Active Evangelical HHLDS	241
CT Centroid Longitude	-91.97572	Active Evangelical PERCENT	5.35%
City Location	Fairfield	Unreached HHLDS	2,963
County Location	Jefferson	Unreached Percent	65.84%
Sitescape Category code	2	Religious but NOT Evang HHLDS	584
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.98%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	536
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.9%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,843
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.96%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.42%	Low Education County	False
Mainstay Community	8.27%	Low Employment County	False
Working Community	38.27%	Persistent Poverty County	False
Country Community	13%	Population Loss County	True
Aspiring Community	9.04%	Nonmetro Recreation County	False
Urban Community	6%	Retirement Destination County	False

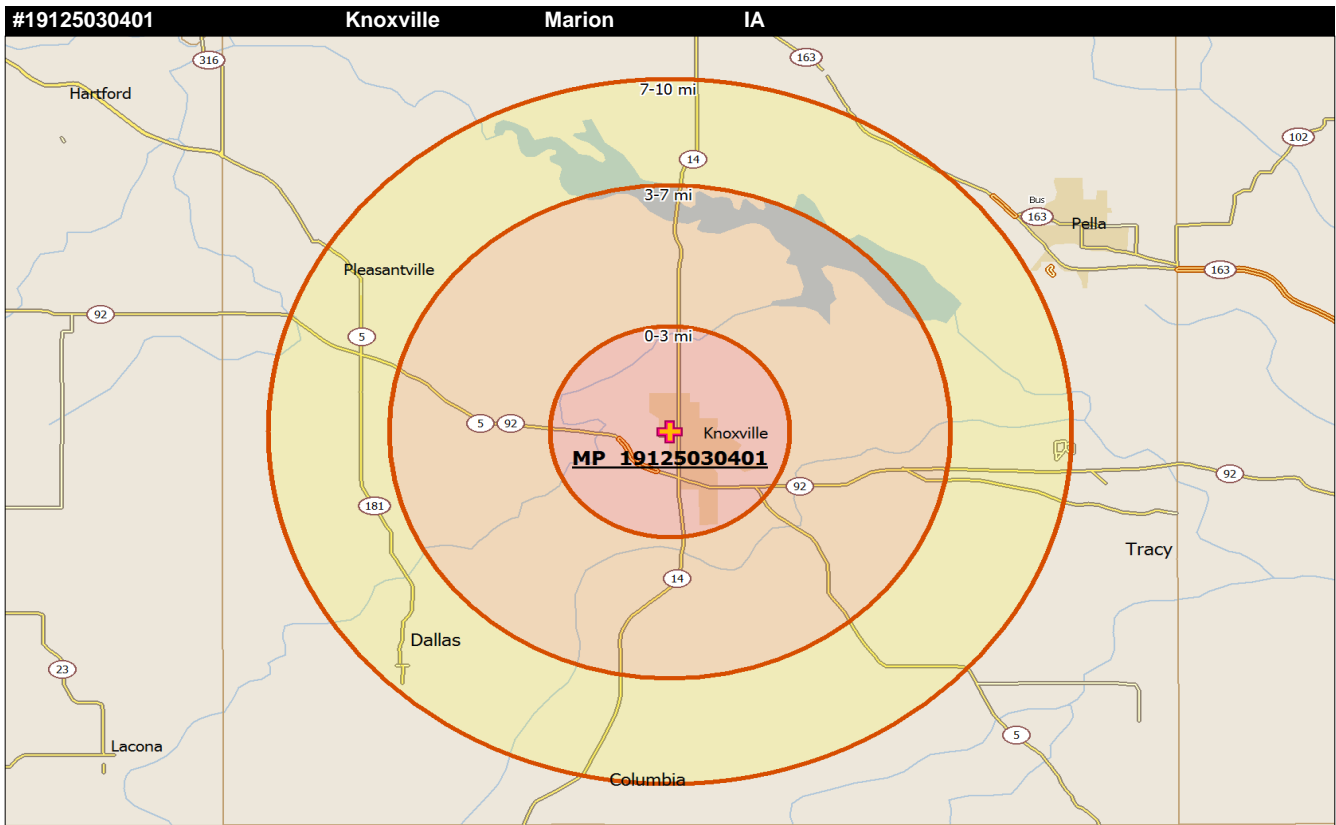
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	34.13	Racial Diversity Index	16.65
Ancestry Diversity Index	93.13	Diversity Composite Index	33.30
Foreign Born Diversity Index	91.21	Population Density Index	22.00



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19125030300	Total Households in 3 mi Ring	4,228
CT Centroid Latitude	41.40182	Active Evangelical HHLDS	576
CT Centroid Longitude	-92.91992	Active Evangelical PERCENT	13.62%
City Location	Pella	Unreached HHLDS	2,916
County Location	Marion	Unreached Percent	68.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	569
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.46%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	520
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.3%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,827
Population Pattern	50000-0-10000	NOT Evangelical NOT Interested PERCENT	43.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.59%	Low Education County	False
Mainstay Community	21.45%	Low Employment County	False
Working Community	15.8%	Persistent Poverty County	False
Country Community	5.68%	Population Loss County	False
Aspiring Community	12.06%	Nonmetro Recreation County	False
Urban Community	1.42%	Retirement Destination County	False

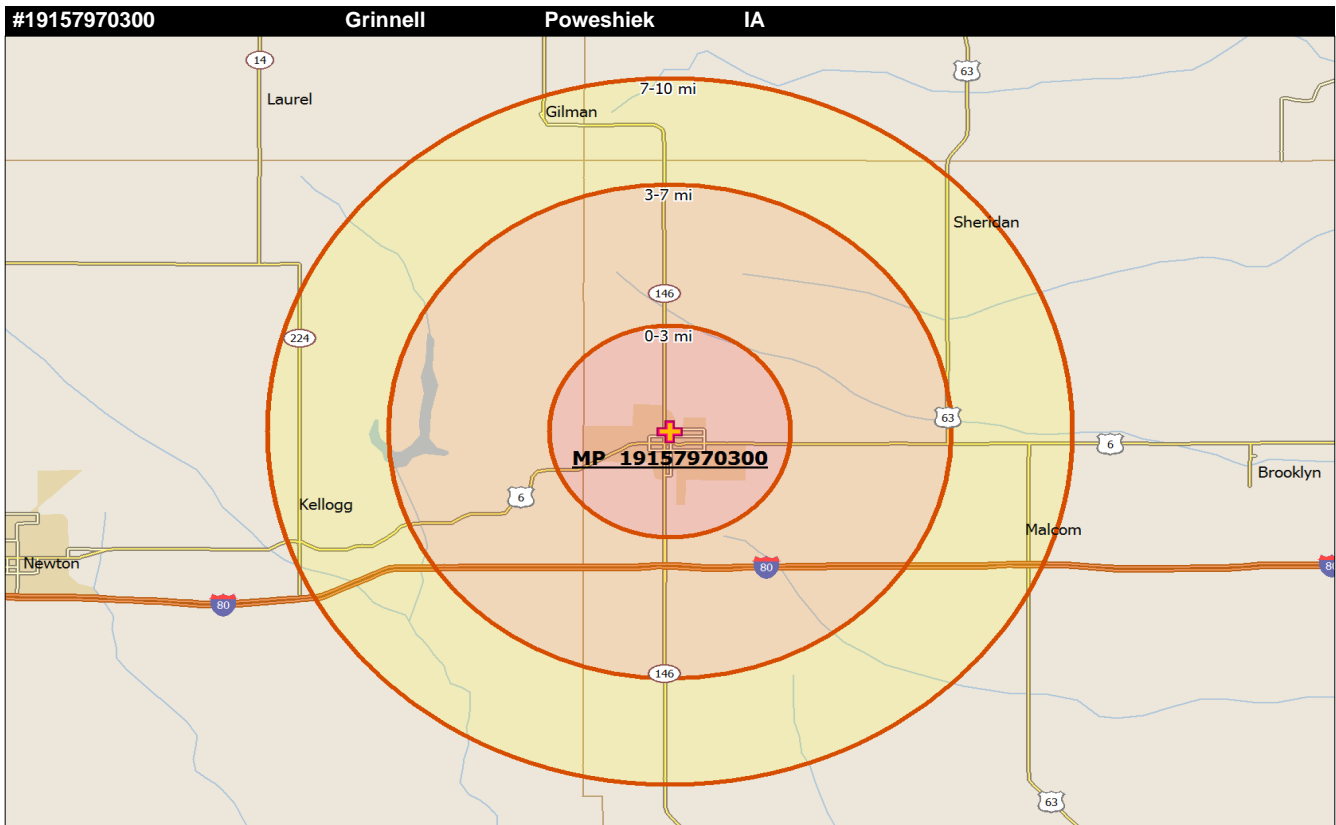
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	35.81	Racial Diversity Index	10.23
Ancestry Diversity Index	30.36	Diversity Composite Index	4.47
Foreign Born Diversity Index	26.52	Population Density Index	24.32



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19125030401	Total Households in 3 mi Ring	3,551
CT Centroid Latitude	41.32259	Active Evangelical HHLDS	531
CT Centroid Longitude	-93.11380	Active Evangelical PERCENT	14.95%
City Location	Knoxville	Unreached HHLDS	2,341
County Location	Marion	Unreached Percent	65.93%
Sitescape Category code	2	Religious but NOT Evang HHLDS	467
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.15%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	445
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,430
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.26%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.15%	Low Education County	False
Mainstay Community	18.22%	Low Employment County	False
Working Community	66.23%	Persistent Poverty County	False
Country Community	6.84%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	5.55%	Retirement Destination County	False

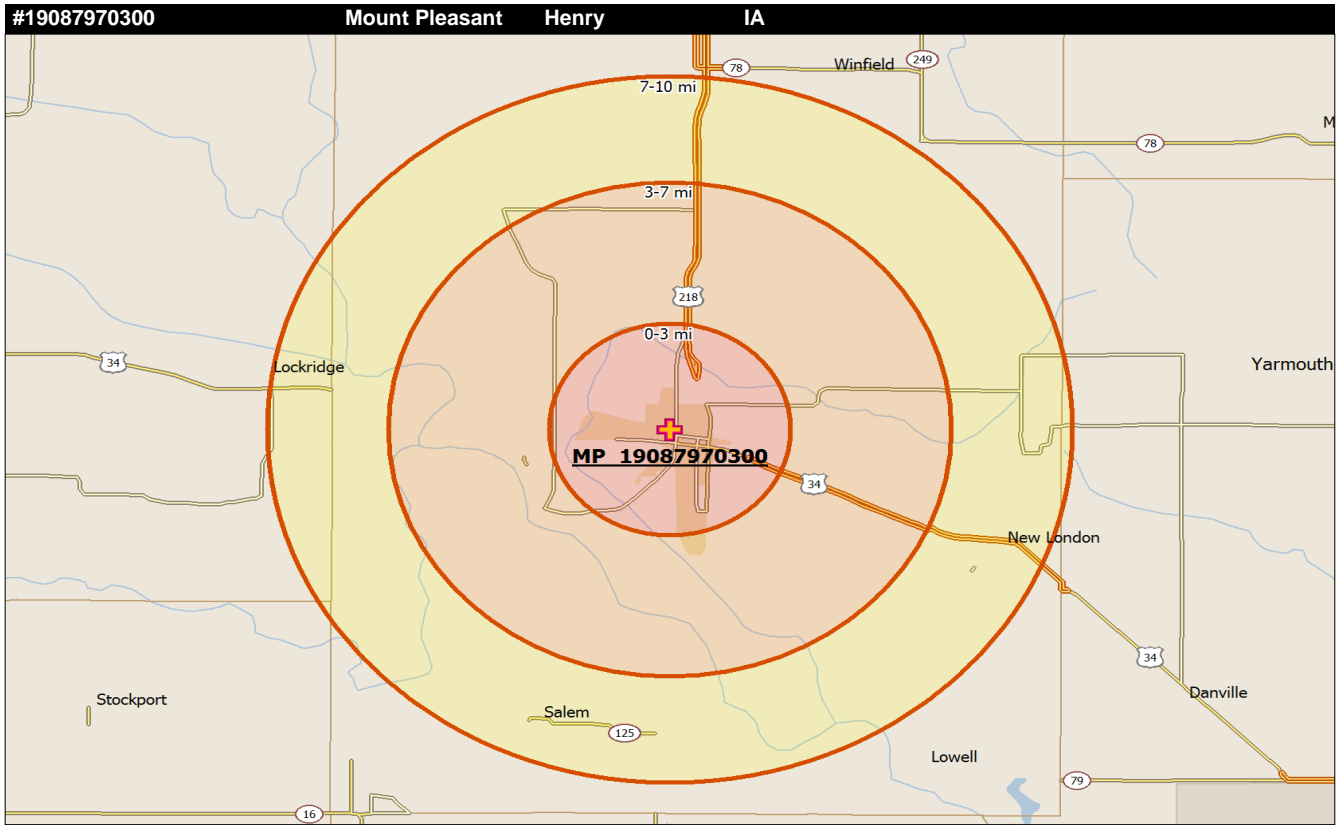
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.31	Racial Diversity Index	7.15
Ancestry Diversity Index	79.11	Diversity Composite Index	20.96
Foreign Born Diversity Index	55.50	Population Density Index	20.91



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19157970300	Total Households in 3 mi Ring	3,802
CT Centroid Latitude	41.75104	Active Evangelical HHLDS	380
CT Centroid Longitude	-92.72461	Active Evangelical PERCENT	9.99%
City Location	Grinnell	Unreached HHLDS	2,589
County Location	Poweshiek	Unreached Percent	68.08%
Sitescape Category code	2	Religious but NOT Evang HHLDS	498
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.09%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	475
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.49%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,616
Population Pattern	50000-2500-2500	NOT Evangelical NOT Interested PERCENT	42.5%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.33%	Low Education County	False
Mainstay Community	10.65%	Low Employment County	False
Working Community	46.34%	Persistent Poverty County	False
Country Community	3.87%	Population Loss County	True
Aspiring Community	11.18%	Nonmetro Recreation County	False
Urban Community	9.57%	Retirement Destination County	False

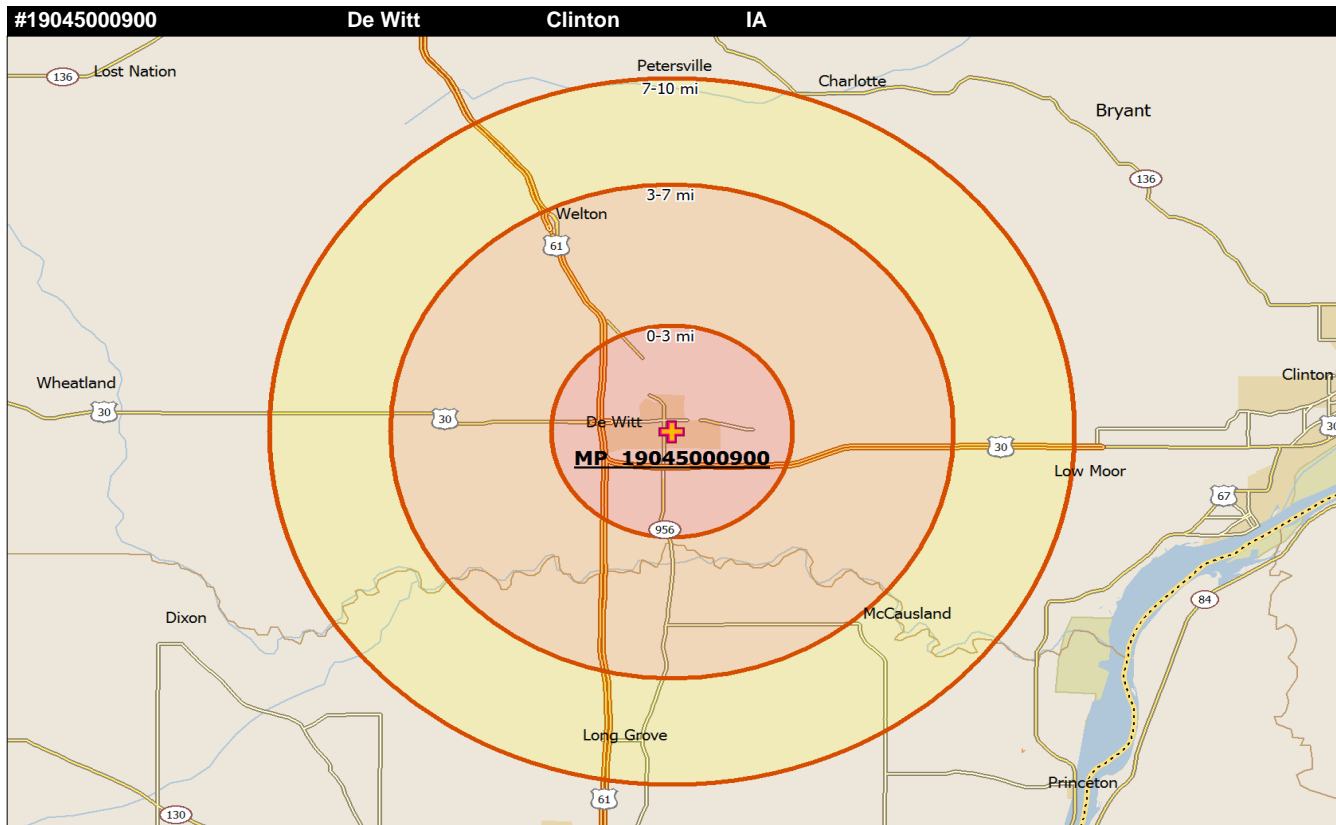
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	26.15	Racial Diversity Index	12.76
Ancestry Diversity Index	83.38	Diversity Composite Index	24.76
Foreign Born Diversity Index	77.13	Population Density Index	22.44



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19087970300	Total Households in 3 mi Ring	3,564
CT Centroid Latitude	40.97116	Active Evangelical HHLDS	447
CT Centroid Longitude	-91.55736	Active Evangelical PERCENT	12.55%
City Location	Mount Pleasant	Unreached HHLDS	2,374
County Location	Henry	Unreached Percent	66.6%
Sitescape Category code	2	Religious but NOT Evang HHLDS	494
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.86%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	418
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.72%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,463
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	41.04%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.26%	Low Education County	False
Mainstay Community	18.71%	Low Employment County	False
Working Community	49.13%	Persistent Poverty County	False
Country Community	6.57%	Population Loss County	False
Aspiring Community	6.96%	Nonmetro Recreation County	False
Urban Community	6.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	32.31	Racial Diversity Index	21.93
Ancestry Diversity Index	54.94	Diversity Composite Index	7.71
Foreign Born Diversity Index	24.03	Population Density Index	21.89



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19045000900	Total Households in 3 mi Ring	2,544
CT Centroid Latitude	41.82168	Active Evangelical HHLDS	188
CT Centroid Longitude	-90.53503	Active Evangelical PERCENT	7.41%
City Location	De Witt	Unreached HHLDS	1,685
County Location	Clinton	Unreached Percent	66.25%
Sitescape Category code	2	Religious but NOT Evang HHLDS	338
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	304
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.97%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,043
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.01%

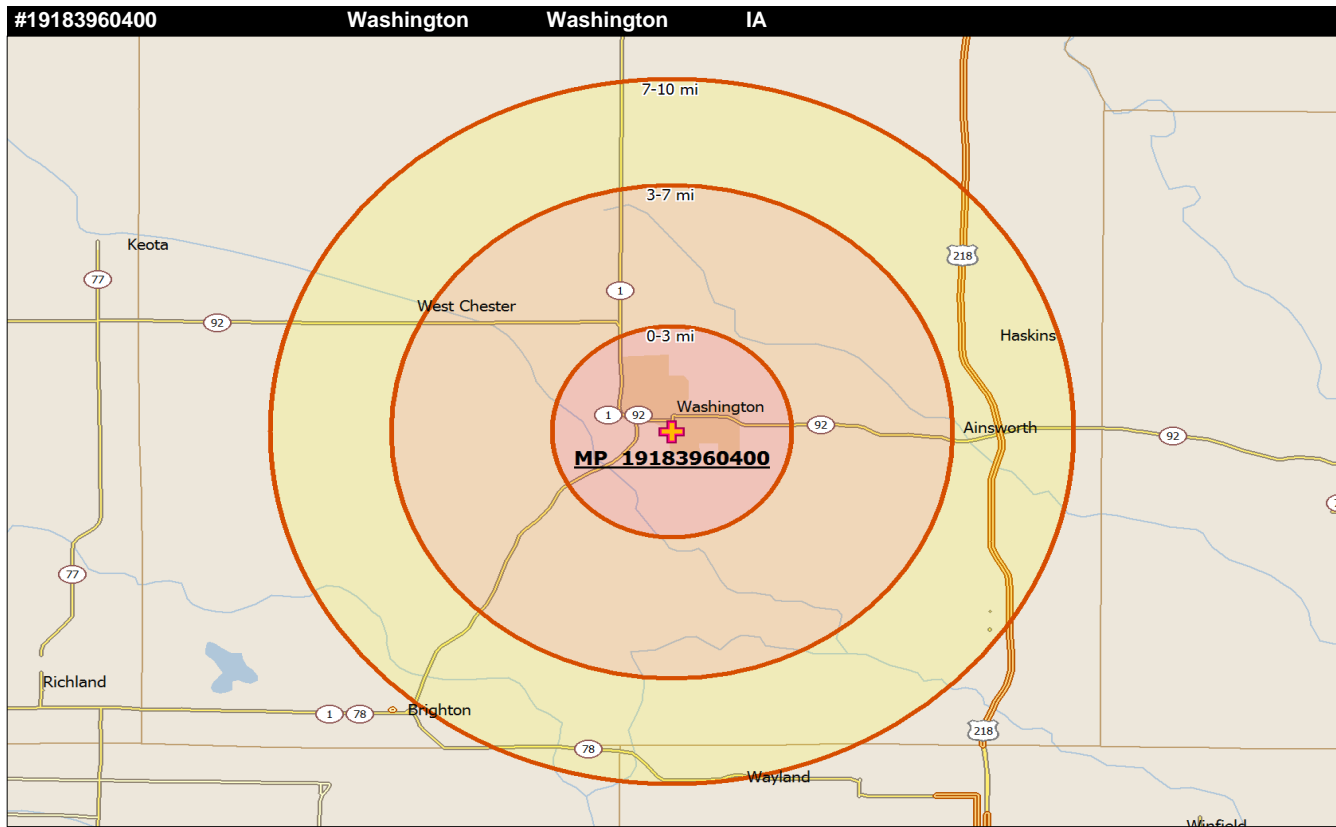
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	33.92%	Low Education County	False
Mainstay Community	35.06%	Low Employment County	False
Working Community	26.1%	Persistent Poverty County	False
Country Community	3.3%	Population Loss County	True
Aspiring Community	1.1%	Nonmetro Recreation County	False
Urban Community	0.51%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.65	Racial Diversity Index	4.42
Ancestry Diversity Index	23.30	Diversity Composite Index	4.19
Foreign Born Diversity Index	39.23	Population Density Index	17.34

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

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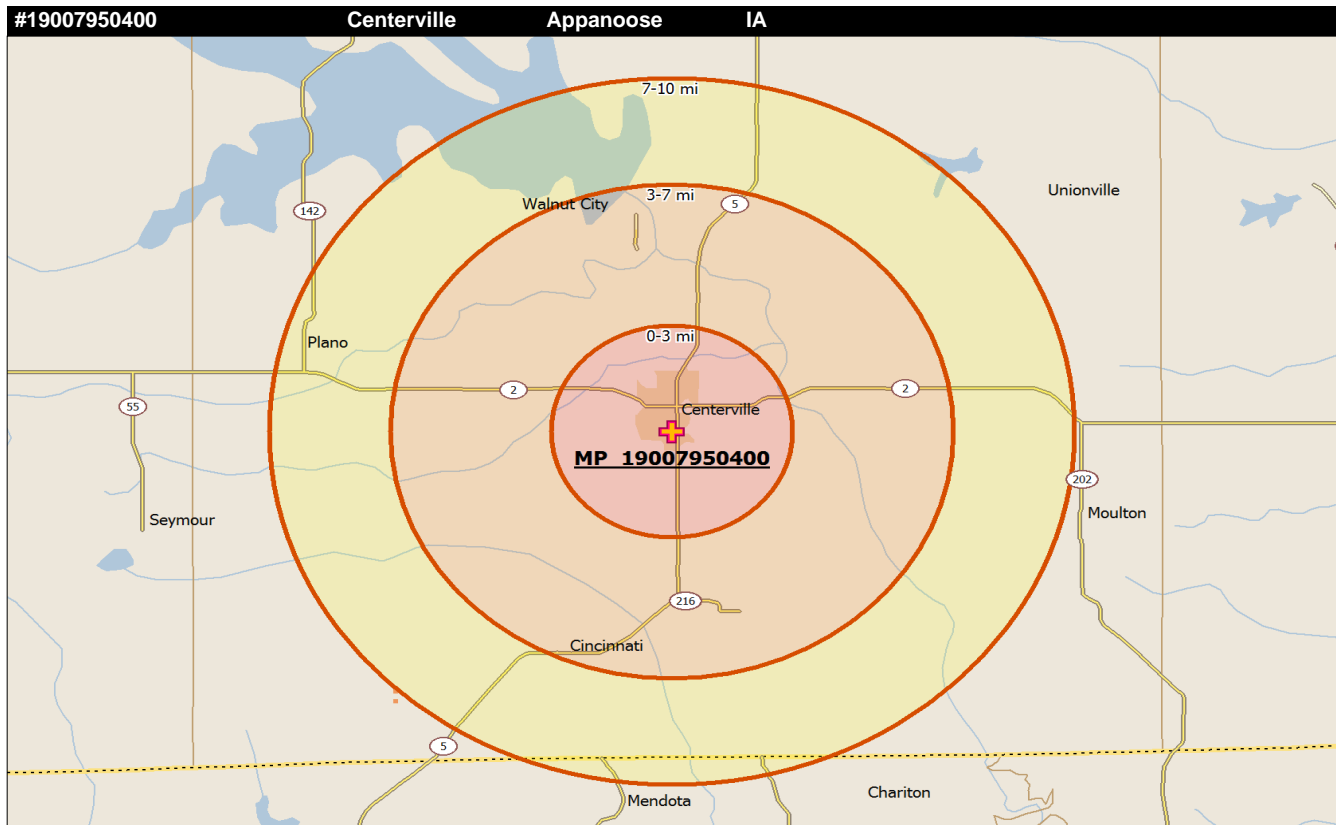
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20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19183960400	Total Households in 3 mi Ring	3,167
CT Centroid Latitude	41.29186	Active Evangelical HHLDS	353
CT Centroid Longitude	-91.69095	Active Evangelical PERCENT	11.14%
City Location	Washington	Unreached HHLDS	2,041
County Location	Washington	Unreached Percent	64.46%
Sitescape Category code	2	Religious but NOT Evang HHLDS	384
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.12%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	379
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,279
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.37%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.87%	Low Education County	False
Mainstay Community	13.92%	Low Employment County	False
Working Community	62.52%	Persistent Poverty County	False
Country Community	8.11%	Population Loss County	False
Aspiring Community	0.95%	Nonmetro Recreation County	False
Urban Community	2.62%	Retirement Destination County	False

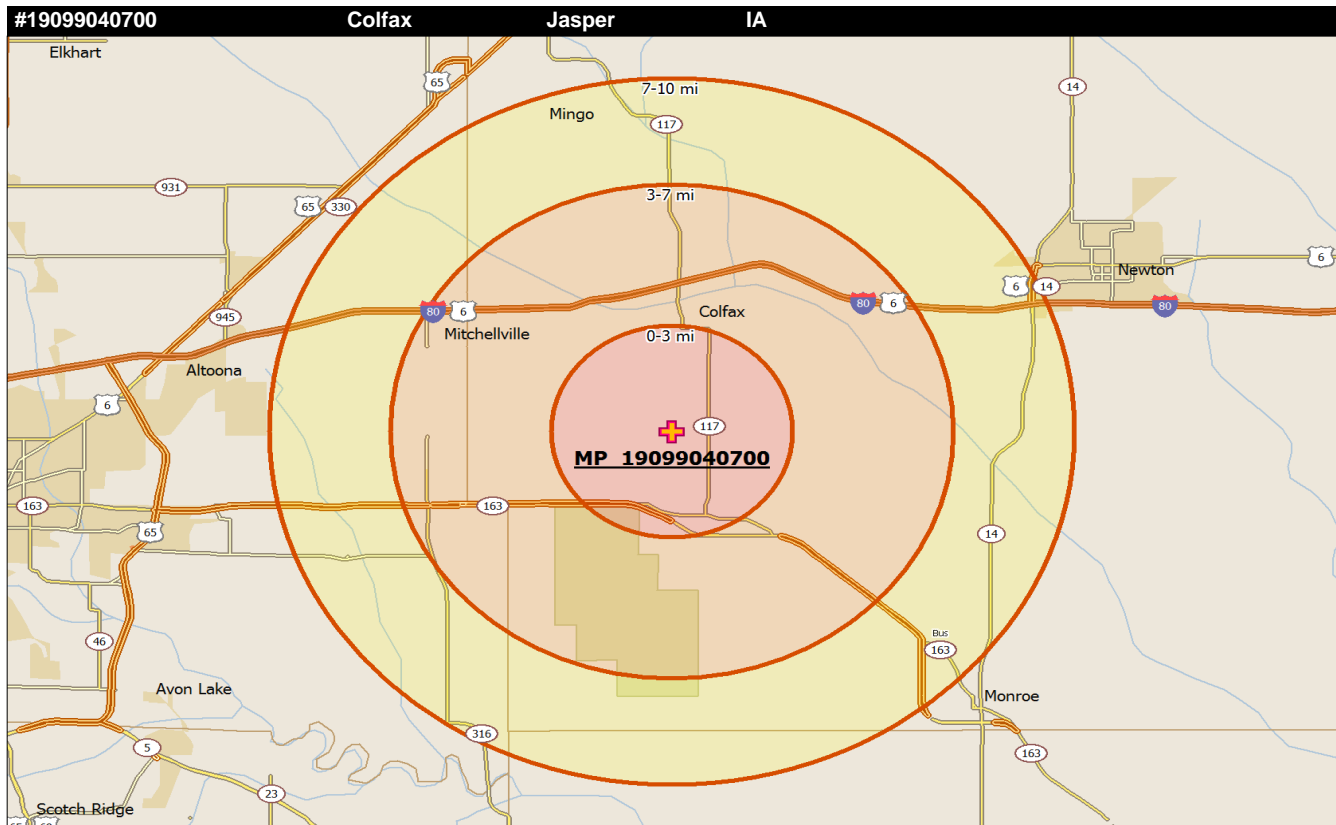
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.82	Racial Diversity Index	20.56
Ancestry Diversity Index	59.70	Diversity Composite Index	8.67
Foreign Born Diversity Index	9.62	Population Density Index	18.67



21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19007950400	Total Households in 3 mi Ring	2,892
CT Centroid Latitude	40.72207	Active Evangelical HHLDS	217
CT Centroid Longitude	-92.87038	Active Evangelical PERCENT	7.50%
City Location	Centerville	Unreached HHLDS	1,903
County Location	Appanoose	Unreached Percent	65.81%
Sitescape Category code	2	Religious but NOT Evang HHLDS	370
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.8%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	371
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.83%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,162
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.2%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.6%	Low Education County	False
Mainstay Community	15.84%	Low Employment County	False
Working Community	66.36%	Persistent Poverty County	False
Country Community	8.06%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.00	Racial Diversity Index	7.20
Ancestry Diversity Index	83.86	Diversity Composite Index	14.70
Foreign Born Diversity Index	45.77	Population Density Index	17.16



22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19099040700	Total Households in 3 mi Ring	1,171
CT Centroid Latitude	41.63092	Active Evangelical HHLDS	135
CT Centroid Longitude	-93.25000	Active Evangelical PERCENT	11.52%
City Location	Colfax	Unreached HHLDS	780
County Location	Jasper	Unreached Percent	66.58%
Sitescape Category code	2	Religious but NOT Evang HHLDS	166
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.17%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	142
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.17%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	471
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.25%

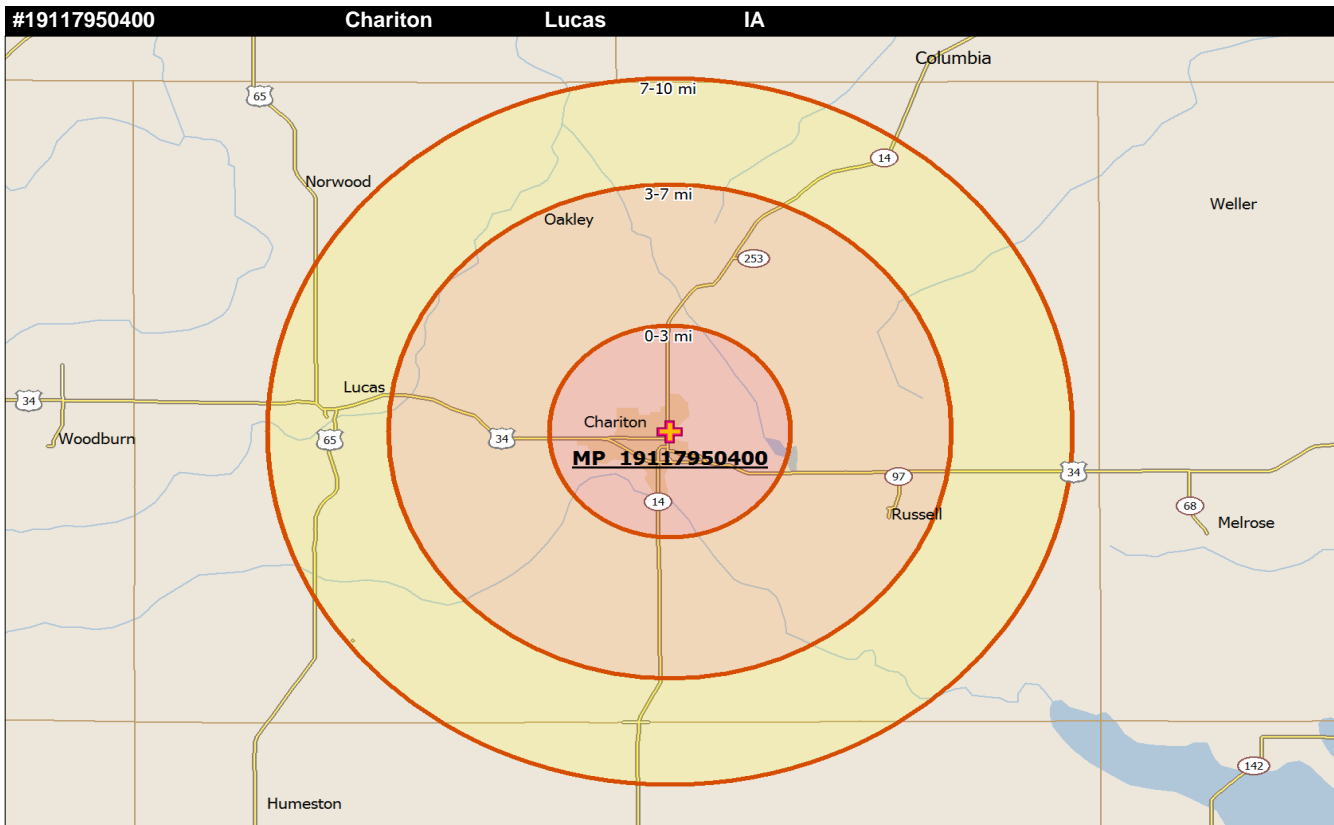
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.89%	Low Education County	False
Mainstay Community	23.65%	Low Employment County	False
Working Community	49.27%	Persistent Poverty County	False
Country Community	18.19%	Population Loss County	False
Aspiring Community	1.37%	Nonmetro Recreation County	False
Urban Community	1.62%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.10	Racial Diversity Index	2.92
Ancestry Diversity Index	79.38	Diversity Composite Index	21.09
Foreign Born Diversity Index	45.80	Population Density Index	10.17

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

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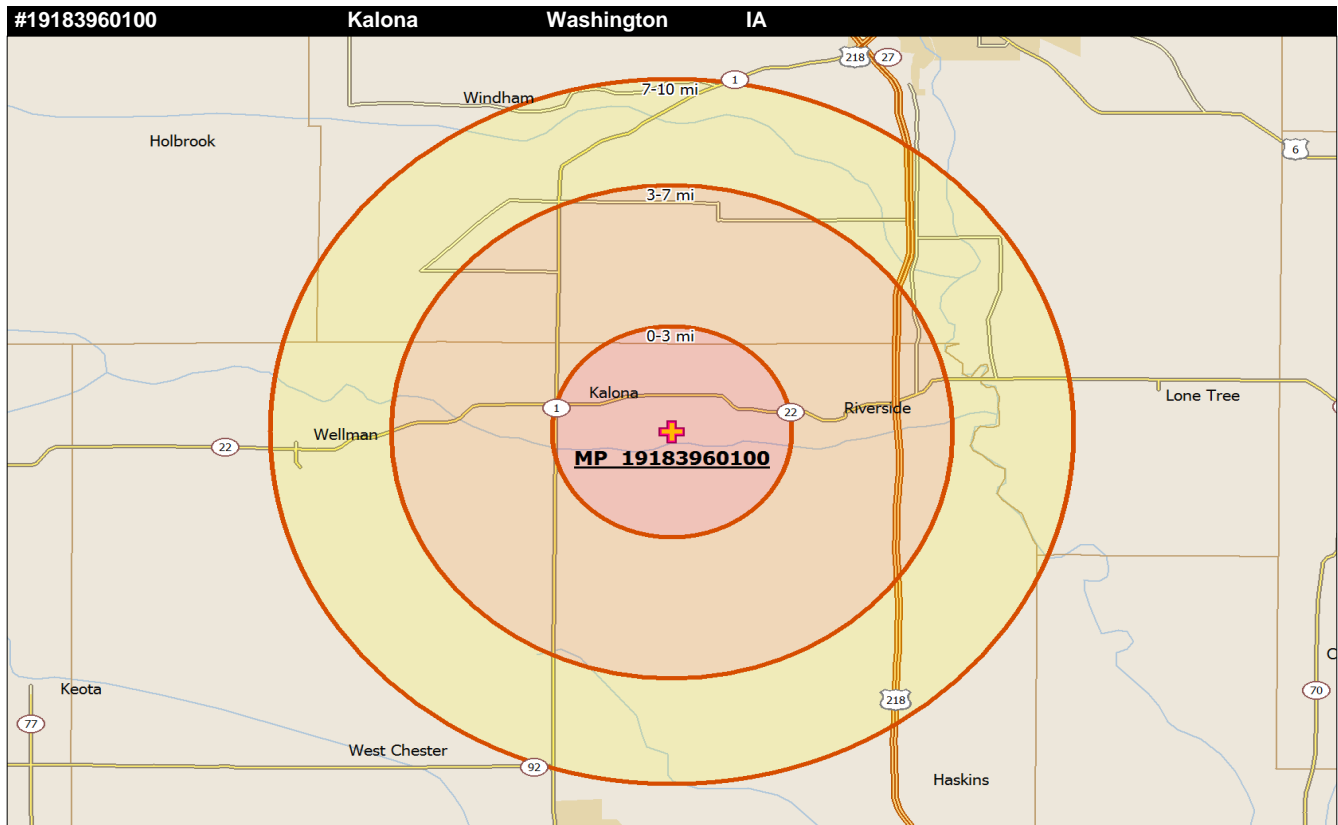
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23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19117950400	Total Households in 3 mi Ring	2,133
CT Centroid Latitude	41.01725	Active Evangelical HHLDS	162
CT Centroid Longitude	-93.30234	Active Evangelical PERCENT	7.60%
City Location	Chariton	Unreached HHLDS	1,393
County Location	Lucas	Unreached Percent	65.32%
Sitescape Category code	2	Religious but NOT Evang HHLDS	261
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.23%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	291
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.63%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	842
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	39.45%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.75%	Low Education County	False
Mainstay Community	6.47%	Low Employment County	False
Working Community	73.37%	Persistent Poverty County	False
Country Community	10.92%	Population Loss County	False
Aspiring Community	0.09%	Nonmetro Recreation County	False
Urban Community	8.35%	Retirement Destination County	False

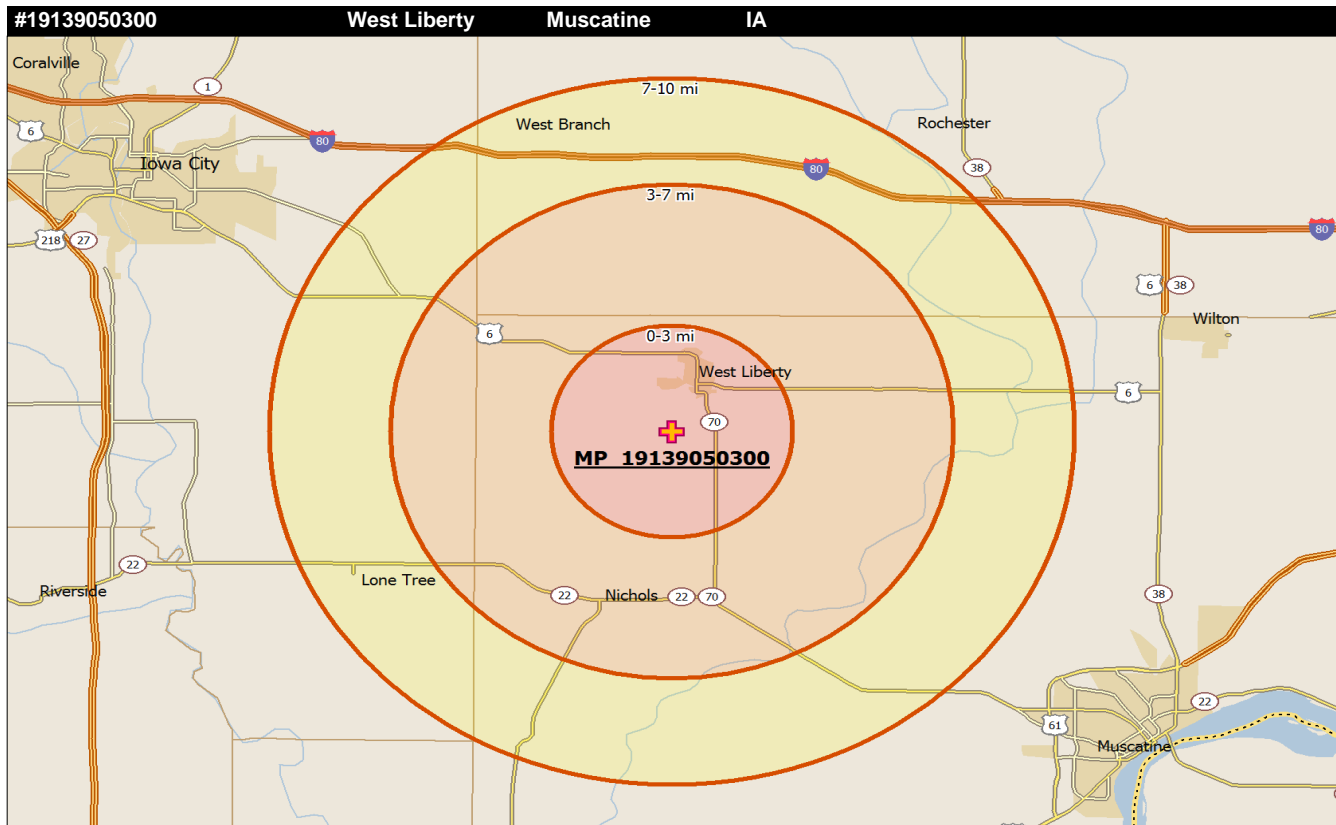
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.98	Racial Diversity Index	2.13
Ancestry Diversity Index	54.88	Diversity Composite Index	8.45
Foreign Born Diversity Index	36.63	Population Density Index	14.15



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19183960100	Total Households in 3 mi Ring	1,368
CT Centroid Latitude	41.47467	Active Evangelical HHLDS	156
CT Centroid Longitude	-91.65879	Active Evangelical PERCENT	11.40%
City Location	Kalona	Unreached HHLDS	872
County Location	Washington	Unreached Percent	63.71%
Sitescape Category code	2	Religious but NOT Evang HHLDS	151
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.07%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	160
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.72%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	560
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.72%	Low Education County	False
Mainstay Community	28.14%	Low Employment County	False
Working Community	17.91%	Persistent Poverty County	False
Country Community	20.1%	Population Loss County	False
Aspiring Community	0.66%	Nonmetro Recreation County	False
Urban Community	17.54%	Retirement Destination County	False

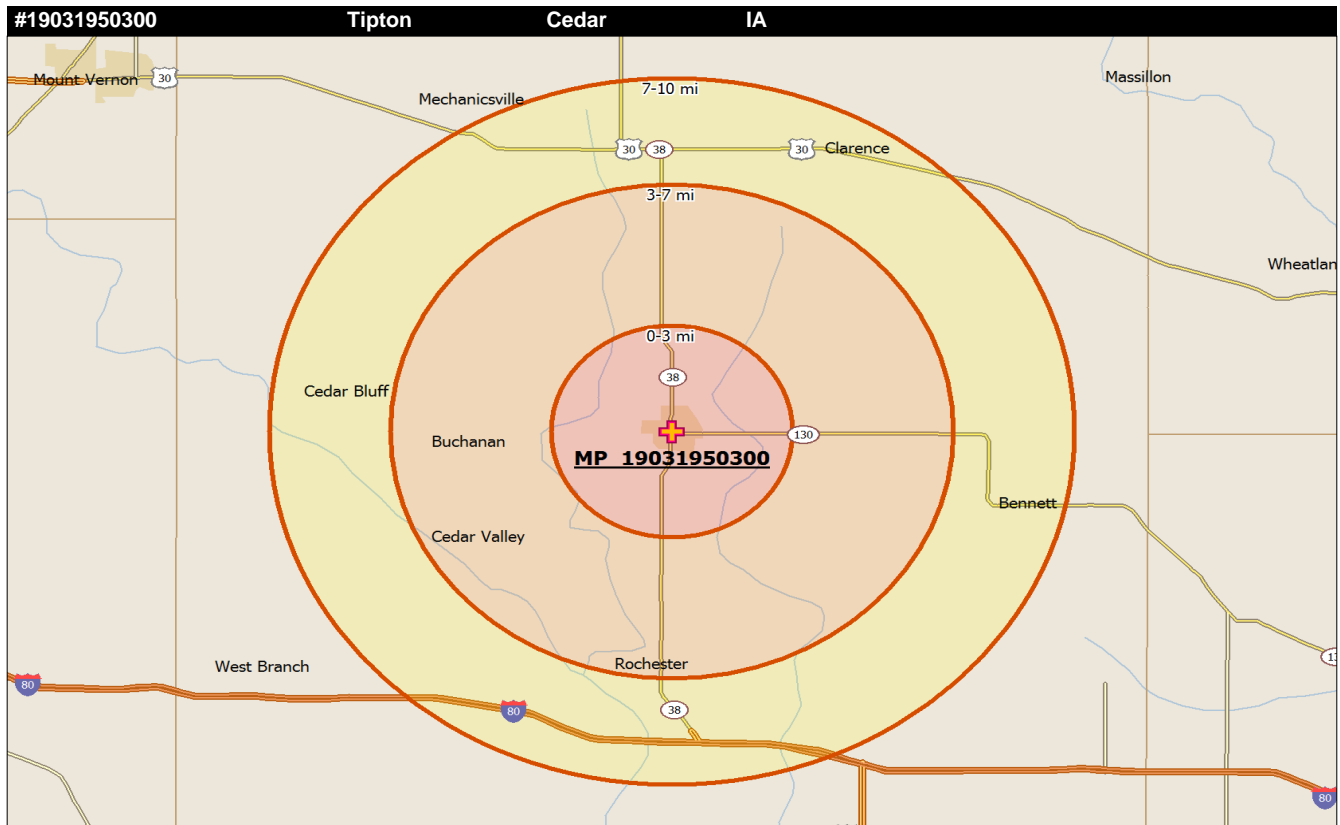
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.70	Racial Diversity Index	6.57
Ancestry Diversity Index	29.22	Diversity Composite Index	16.21
Foreign Born Diversity Index	22.78	Population Density Index	14.25



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19139050300	Total Households in 3 mi Ring	1,400
CT Centroid Latitude	41.55033	Active Evangelical HHLDS	113
CT Centroid Longitude	-91.27279	Active Evangelical PERCENT	8.07%
City Location	West Liberty	Unreached HHLDS	949
County Location	Muscatine	Unreached Percent	67.82%
Sitescape Category code	2	Religious but NOT Evang HHLDS	212
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.16%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	134
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.55%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	604
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	43.11%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.5%	Low Education County	False
Mainstay Community	10.79%	Low Employment County	False
Working Community	68.29%	Persistent Poverty County	False
Country Community	4.79%	Population Loss County	False
Aspiring Community	0.07%	Nonmetro Recreation County	False
Urban Community	6.57%	Retirement Destination County	False

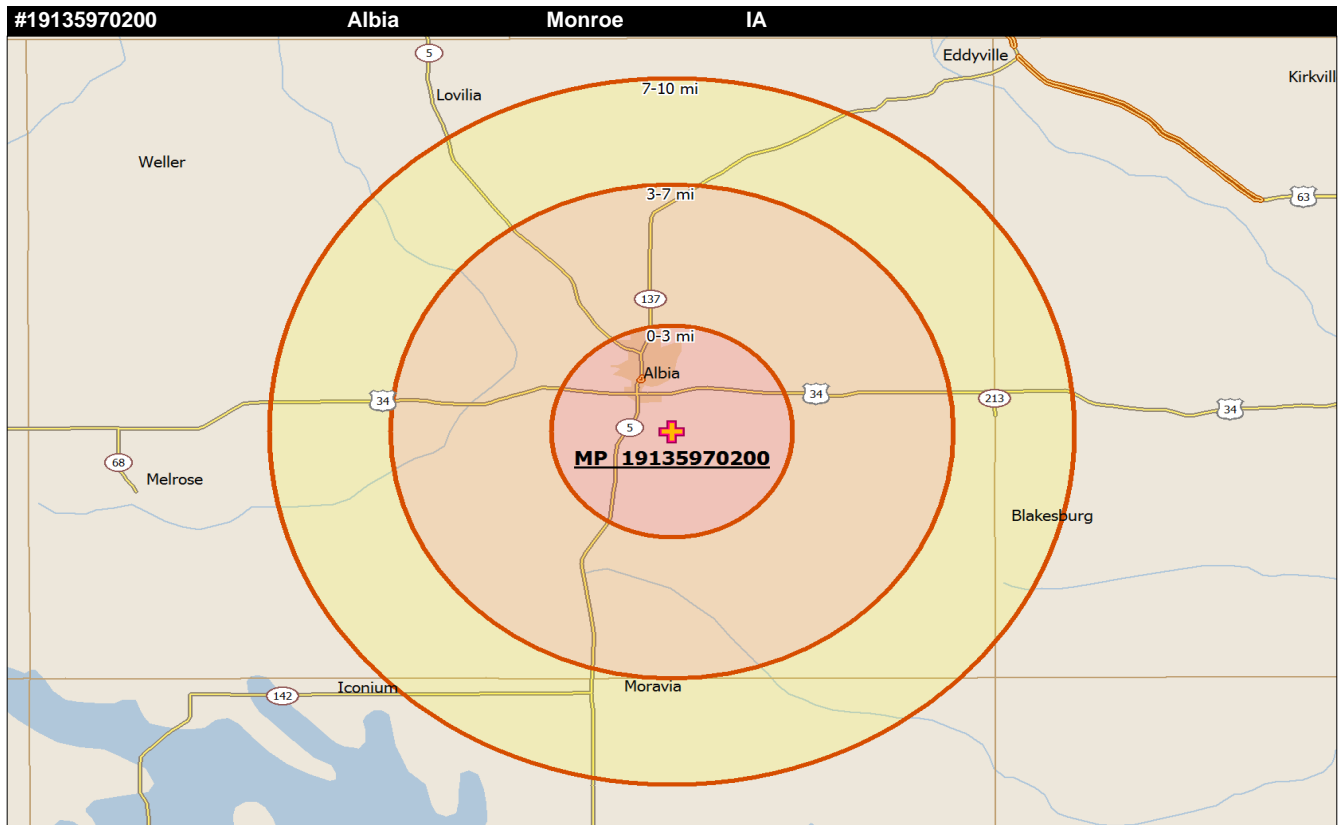
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	80.09	Racial Diversity Index	67.21
Ancestry Diversity Index	35.08	Diversity Composite Index	22.70
Foreign Born Diversity Index	4.24	Population Density Index	12.14



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19031950300	Total Households in 3 mi Ring	1,530
CT Centroid Latitude	41.77266	Active Evangelical HHLDS	33
CT Centroid Longitude	-91.12747	Active Evangelical PERCENT	2.13%
City Location	Tipton	Unreached HHLDS	1,009
County Location	Cedar	Unreached Percent	65.98%
Sitescape Category code	2	Religious but NOT Evang HHLDS	219
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	178
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.66%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	613
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.06%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.1%	Low Education County	False
Mainstay Community	10.98%	Low Employment County	False
Working Community	65.1%	Persistent Poverty County	False
Country Community	5.69%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	3.07%	Retirement Destination County	False

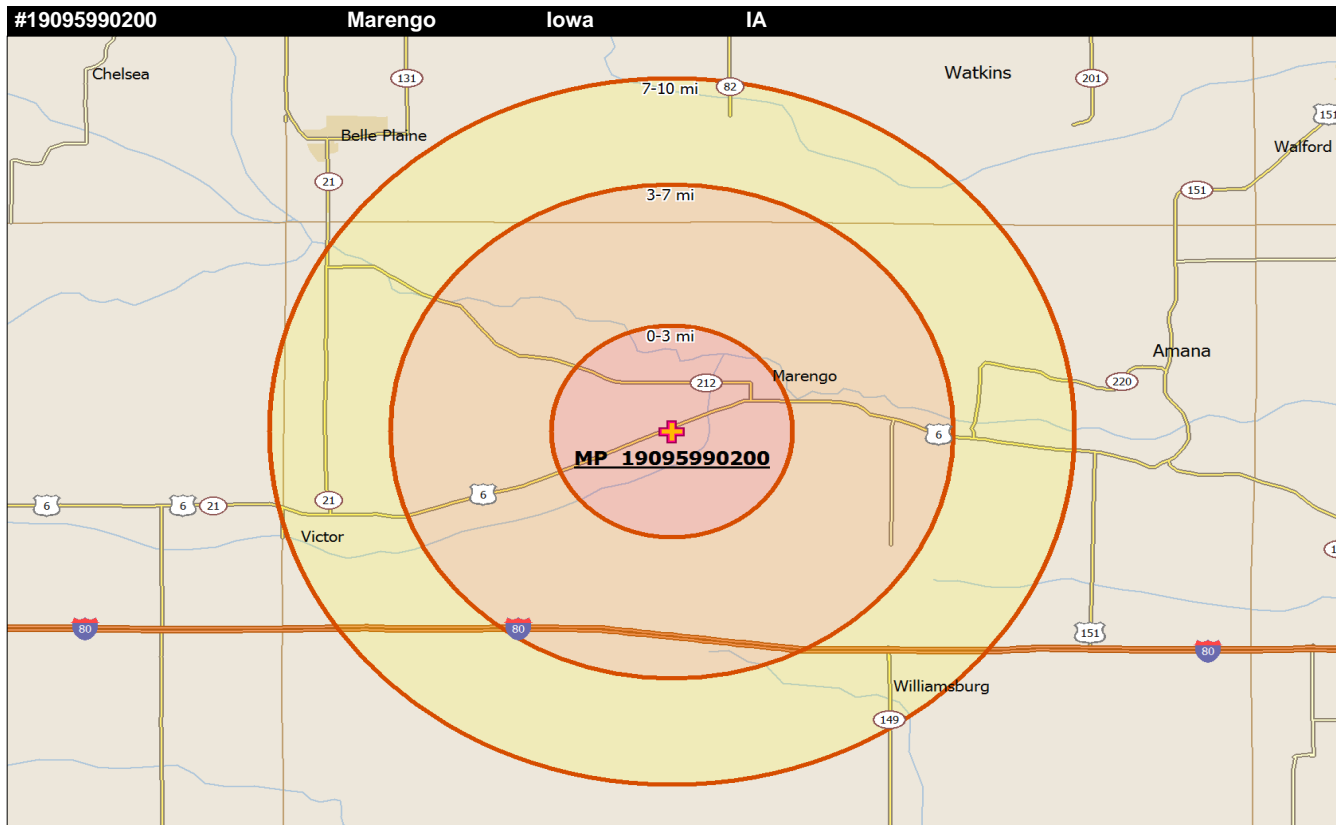
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.54	Racial Diversity Index	4.69
Ancestry Diversity Index	30.20	Diversity Composite Index	4.61
Foreign Born Diversity Index	61.72	Population Density Index	10.80



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19135970200	Total Households in 3 mi Ring	1,790
CT Centroid Latitude	40.99980	Active Evangelical HHLDS	78
CT Centroid Longitude	-92.79258	Active Evangelical PERCENT	4.37%
City Location	Albia	Unreached HHLDS	1,168
County Location	Monroe	Unreached Percent	65.23%
Sitescape Category code	2	Religious but NOT Evang HHLDS	227
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.7%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	218
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.18%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	722
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	40.35%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.31%	Low Education County	False
Mainstay Community	17.15%	Low Employment County	False
Working Community	62.74%	Persistent Poverty County	False
Country Community	10.17%	Population Loss County	True
Aspiring Community	0.78%	Nonmetro Recreation County	False
Urban Community	2.91%	Retirement Destination County	False

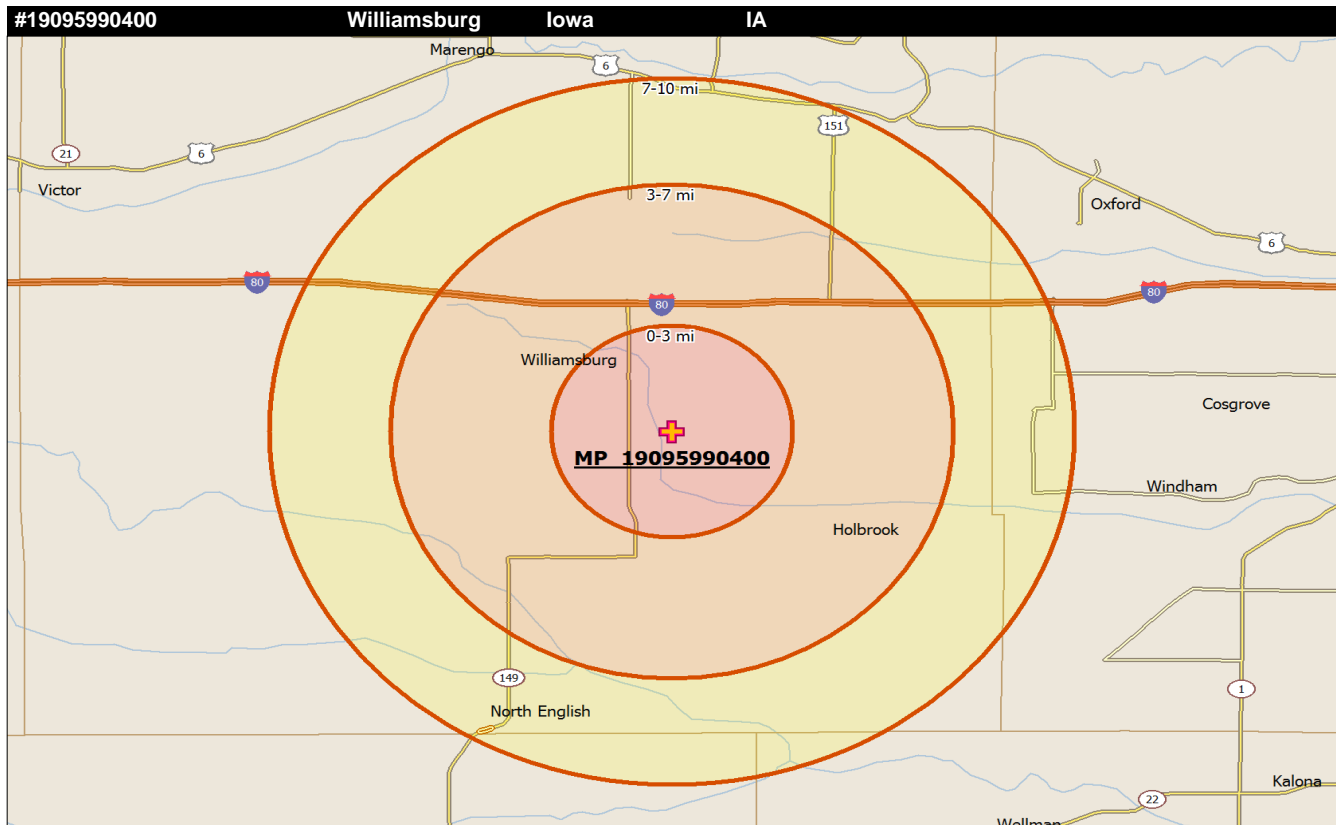
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.45	Racial Diversity Index	4.56
Ancestry Diversity Index	80.03	Diversity Composite Index	5.03
Foreign Born Diversity Index	19.77	Population Density Index	14.13



28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19095990200	Total Households in 3 mi Ring	1,218
CT Centroid Latitude	41.77682	Active Evangelical HHLDS	143
CT Centroid Longitude	-92.11230	Active Evangelical PERCENT	11.71%
City Location	Marengo	Unreached HHLDS	804
County Location	Iowa	Unreached Percent	66.03%
Sitescape Category code	2	Religious but NOT Evang HHLDS	180
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.74%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	126
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.33%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	499
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.97%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.99%	Low Education County	False
Mainstay Community	15.44%	Low Employment County	False
Working Community	65.19%	Persistent Poverty County	False
Country Community	14.94%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	3.45%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.45	Racial Diversity Index	5.92
Ancestry Diversity Index	34.09	Diversity Composite Index	6.00
Foreign Born Diversity Index	56.49	Population Density Index	7.87



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19095990400	Total Households in 3 mi Ring	1,281
CT Centroid Latitude	41.63451	Active Evangelical HHLDS	156
CT Centroid Longitude	-91.98672	Active Evangelical PERCENT	12.19%
City Location	Williamsburg	Unreached HHLDS	829
County Location	Iowa	Unreached Percent	64.73%
Sitescape Category code	2	Religious but NOT Evang HHLDS	139
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.87%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	159
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.43%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	531
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.43%

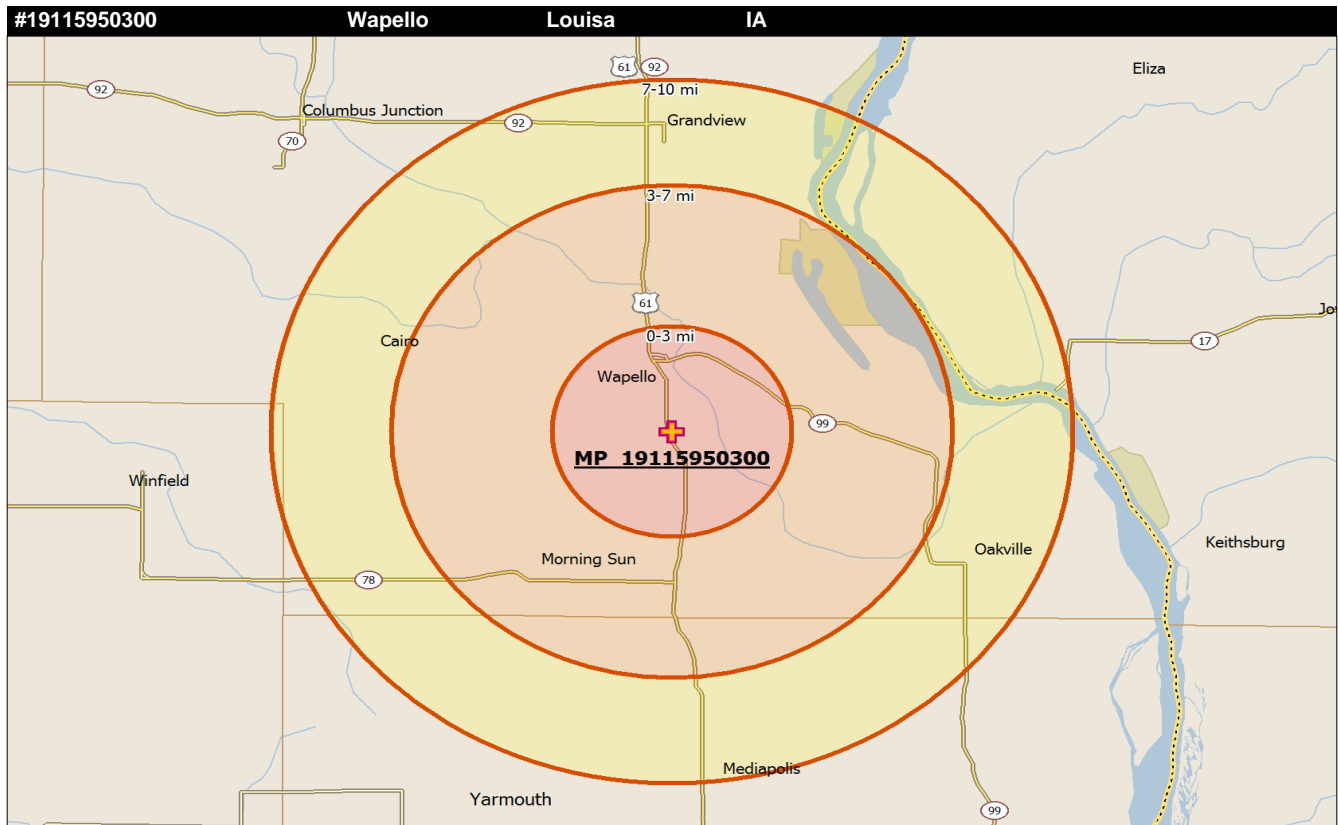
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.9%	Low Education County	False
Mainstay Community	40.05%	Low Employment County	False
Working Community	27.87%	Persistent Poverty County	False
Country Community	18.35%	Population Loss County	False
Aspiring Community	6.01%	Nonmetro Recreation County	False
Urban Community	3.9%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.87	Racial Diversity Index	6.21
Ancestry Diversity Index	27.53	Diversity Composite Index	3.46
Foreign Born Diversity Index	28.54	Population Density Index	8.61

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

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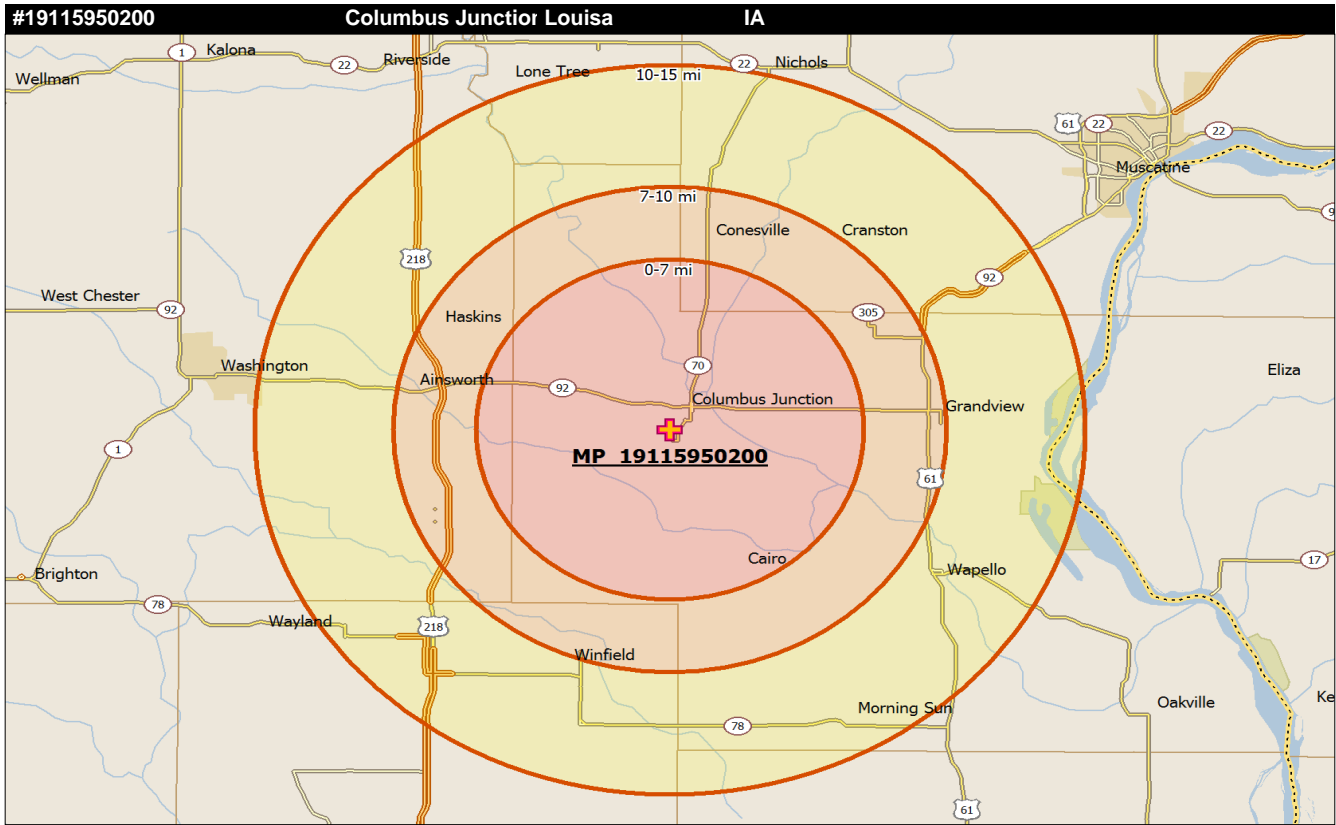
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30 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19115950300	Total Households in 3 mi Ring	872
CT Centroid Latitude	41.14987	Active Evangelical HHLDS	65
CT Centroid Longitude	-91.18464	Active Evangelical PERCENT	7.47%
City Location	Wapello	Unreached HHLDS	576
County Location	Louisa	Unreached Percent	66.06%
Sitescape Category code	2	Religious but NOT Evang HHLDS	118
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.55%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	94
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.76%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	364
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	41.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.88%	Low Education County	False
Mainstay Community	18.46%	Low Employment County	False
Working Community	41.4%	Persistent Poverty County	False
Country Community	23.62%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	2.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.21	Racial Diversity Index	23.54
Ancestry Diversity Index	50.15	Diversity Composite Index	7.07
Foreign Born Diversity Index	1.50	Population Density Index	9.06



31 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19115950200	Total Households in 3 mi Ring	1,108
CT Centroid Latitude	41.26530	Active Evangelical HHLDS	86
CT Centroid Longitude	-91.37591	Active Evangelical PERCENT	7.73%
City Location	Columbus Junction	Unreached HHLDS	719
County Location	Louisa	Unreached Percent	64.88%
Sitescape Category code	1	Religious but NOT Evang HHLDS	142
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.8%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	108
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	469
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	42.29%

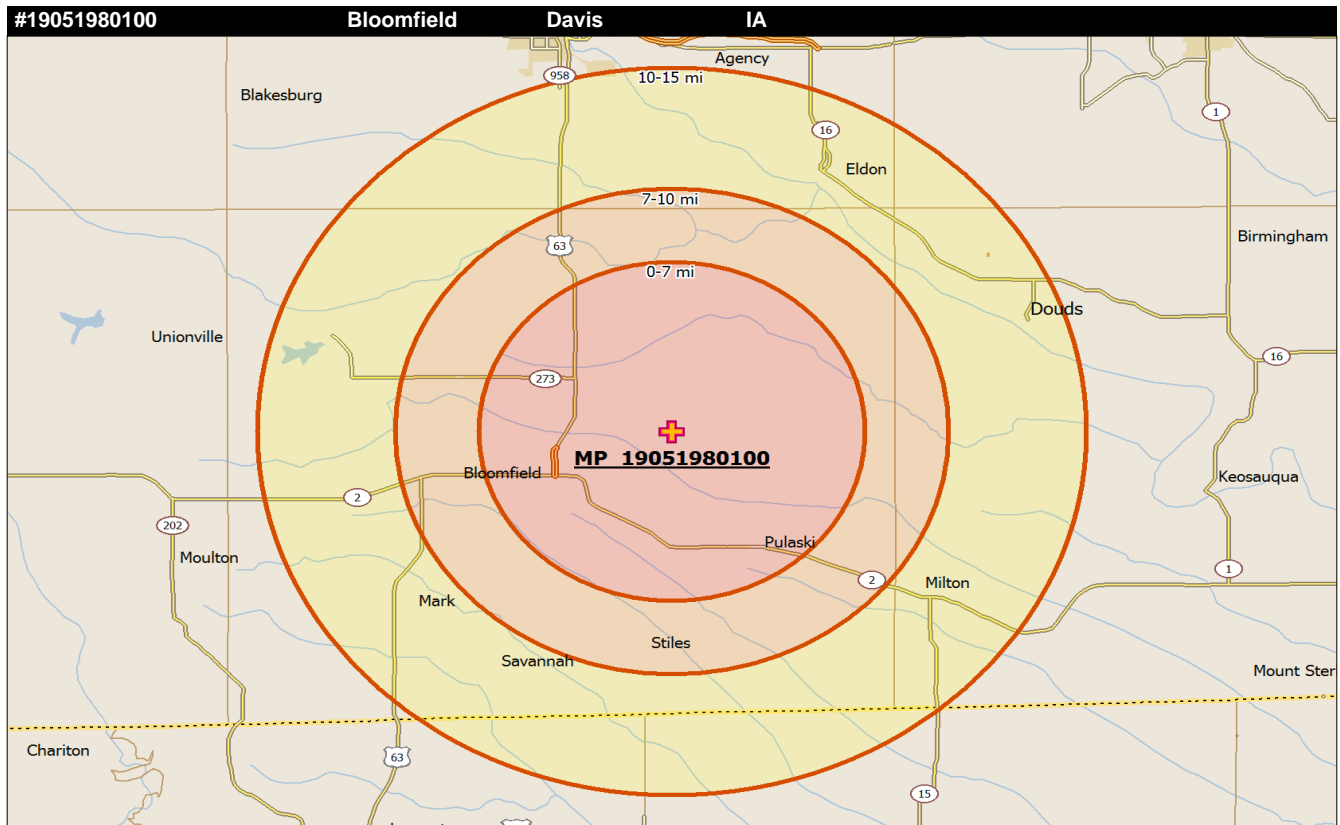
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.26%	Low Education County	False
Mainstay Community	28.43%	Low Employment County	False
Working Community	37.91%	Persistent Poverty County	False
Country Community	21.84%	Population Loss County	False
Aspiring Community	0.72%	Nonmetro Recreation County	False
Urban Community	9.93%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	81.28	Racial Diversity Index	61.61
Ancestry Diversity Index	54.14	Diversity Composite Index	22.53
Foreign Born Diversity Index	1.88	Population Density Index	6.68

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

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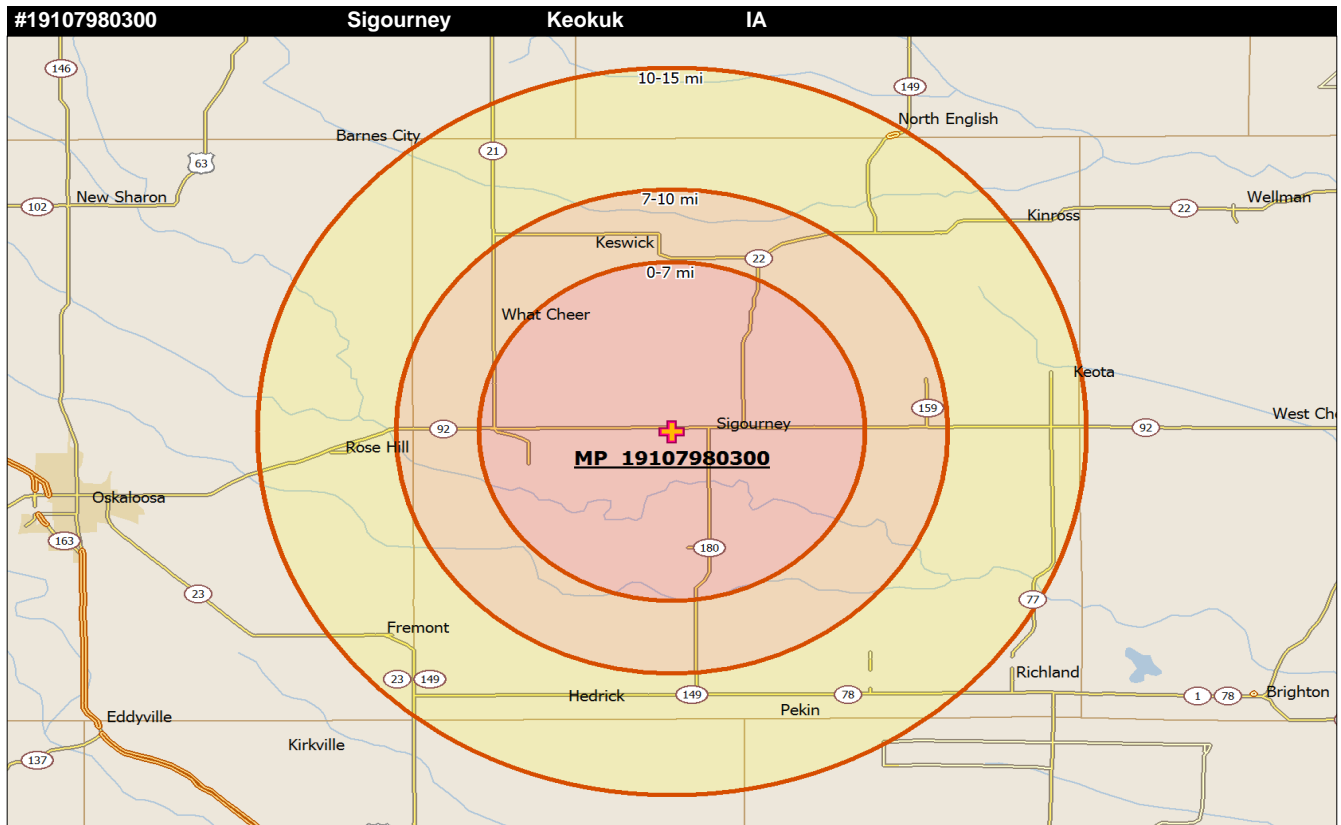
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32 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19051980100	Total Households in 3 mi Ring	1,326
CT Centroid Latitude	40.76602	Active Evangelical HHLDS	208
CT Centroid Longitude	-92.33223	Active Evangelical PERCENT	15.68%
City Location	Bloomfield	Unreached HHLDS	816
County Location	Davis	Unreached Percent	61.53%
Sitescape Category code	1	Religious but NOT Evang HHLDS	149
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	11.27%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	108
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	8.11%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	559
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	42.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.08%	Low Education County	False
Mainstay Community	14.33%	Low Employment County	False
Working Community	34.77%	Persistent Poverty County	False
Country Community	43.06%	Population Loss County	False
Aspiring Community	0.9%	Nonmetro Recreation County	False
Urban Community	6.86%	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	4.87
Foreign Born Diversity Index	0.00	Population Density Index	0.00



33 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19107980300	Total Households in 3 mi Ring	970
CT Centroid Latitude	41.33444	Active Evangelical HHLDS	22
CT Centroid Longitude	-92.23047	Active Evangelical PERCENT	2.26%
City Location	Sigourney	Unreached HHLDS	621
County Location	Keokuk	Unreached Percent	64.01%
Sitescape Category code	1	Religious but NOT Evang HHLDS	127
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.05%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	112
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.59%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	382
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	39.37%

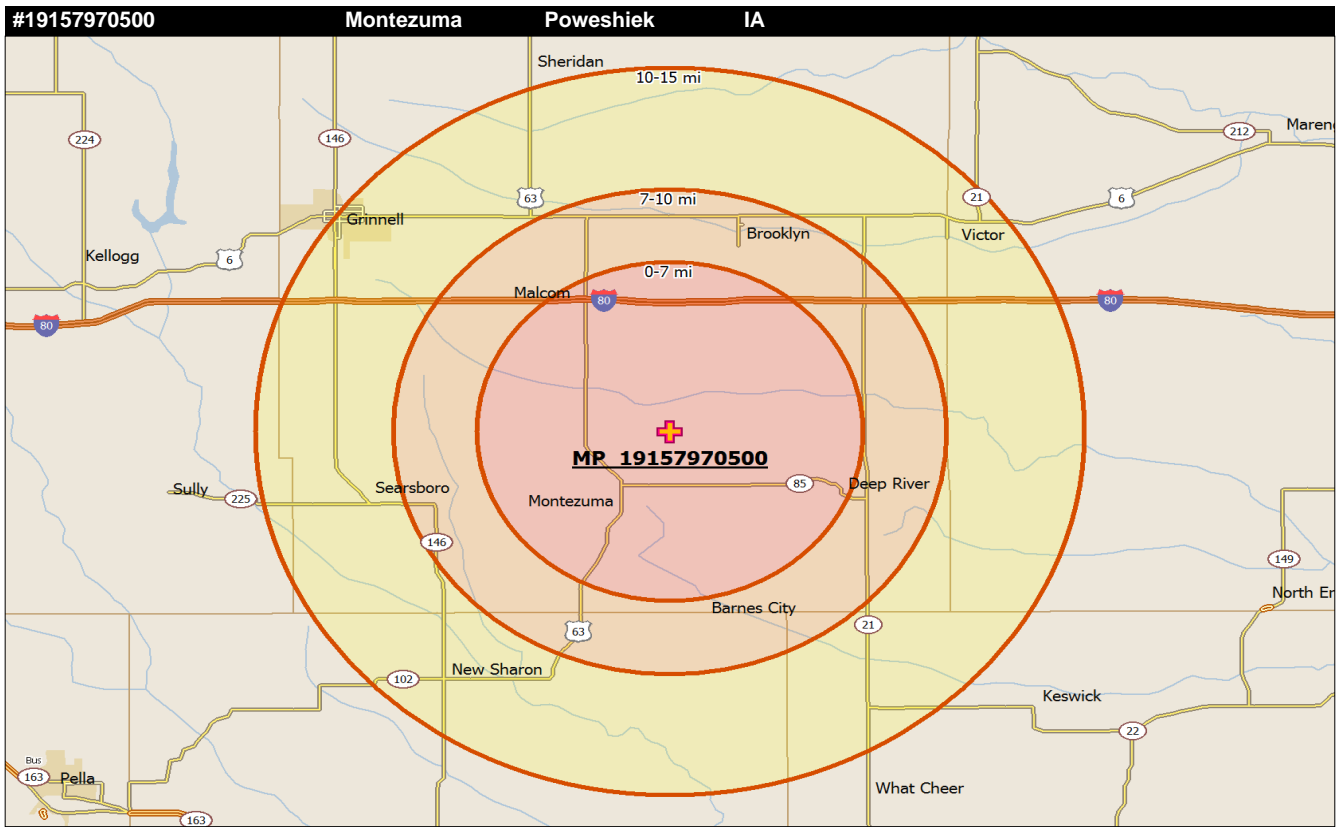
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.27%	Low Education County	False
Mainstay Community	13.3%	Low Employment County	False
Working Community	55.36%	Persistent Poverty County	False
Country Community	14.33%	Population Loss County	True
Aspiring Community	0.52%	Nonmetro Recreation County	False
Urban Community	14.33%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.36	Racial Diversity Index	3.13
Ancestry Diversity Index	36.69	Diversity Composite Index	2.14
Foreign Born Diversity Index	30.83	Population Density Index	6.15

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

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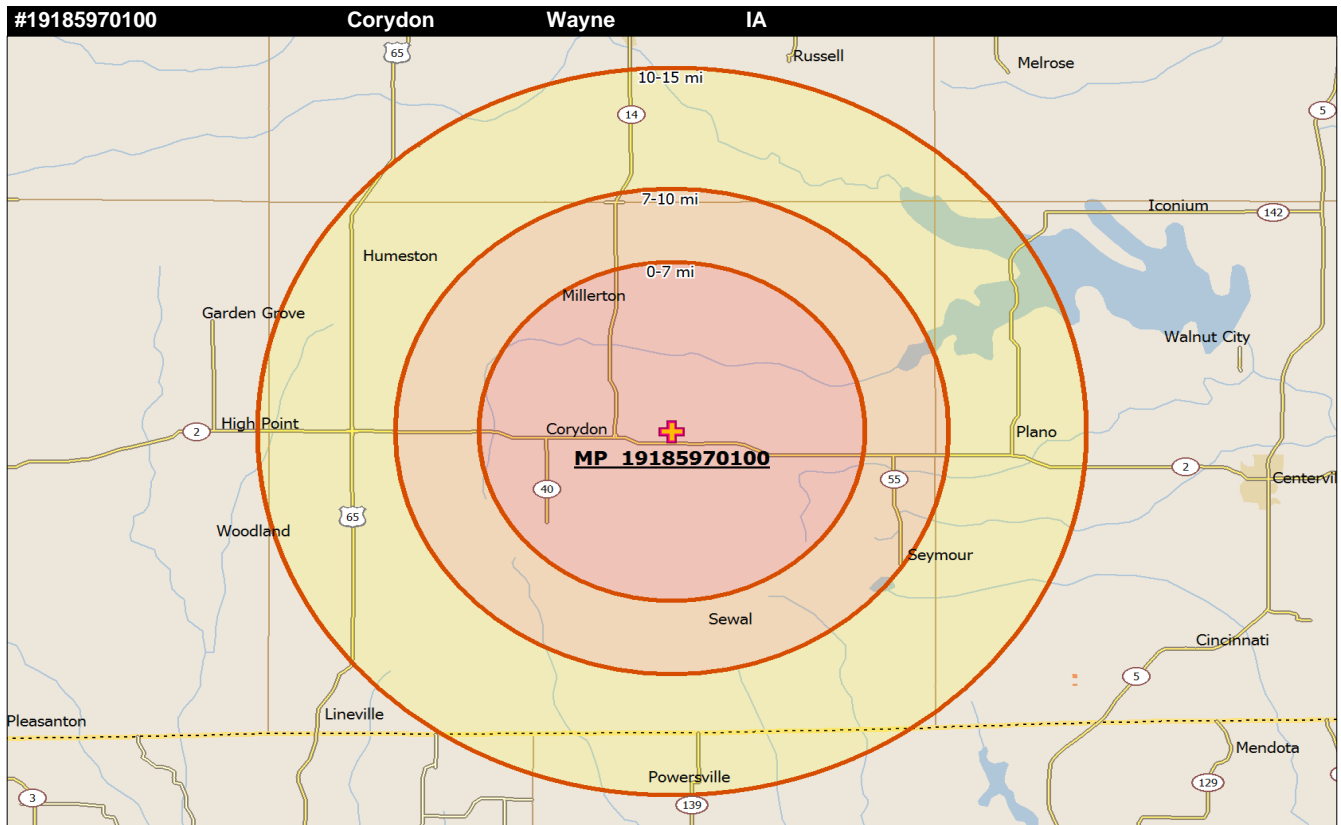
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34 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19157970500	Total Households in 3 mi Ring	893
CT Centroid Latitude	41.61738	Active Evangelical HHLDS	101
CT Centroid Longitude	-92.49336	Active Evangelical PERCENT	11.36%
City Location	Montezuma	Unreached HHLDS	569
County Location	Poweshiek	Unreached Percent	63.77%
Sitescape Category code	1	Religious but NOT Evang HHLDS	115
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.88%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	107
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.97%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	348
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	38.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.45%	Low Education County	False
Mainstay Community	4.26%	Low Employment County	False
Working Community	46.92%	Persistent Poverty County	False
Country Community	24.19%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	24.19%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.70	Racial Diversity Index	1.80
Ancestry Diversity Index	48.07	Diversity Composite Index	6.52
Foreign Born Diversity Index	37.11	Population Density Index	4.10



35 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19185970100	Total Households in 3 mi Ring	787
CT Centroid Latitude	40.76074	Active Evangelical HHLDS	74
CT Centroid Longitude	-93.27878	Active Evangelical PERCENT	9.37%
City Location	Corydon	Unreached HHLDS	493
County Location	Wayne	Unreached Percent	62.62%
Sitescape Category code	1	Religious but NOT Evang HHLDS	82
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.37%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	105
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.38%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	306
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	38.86%

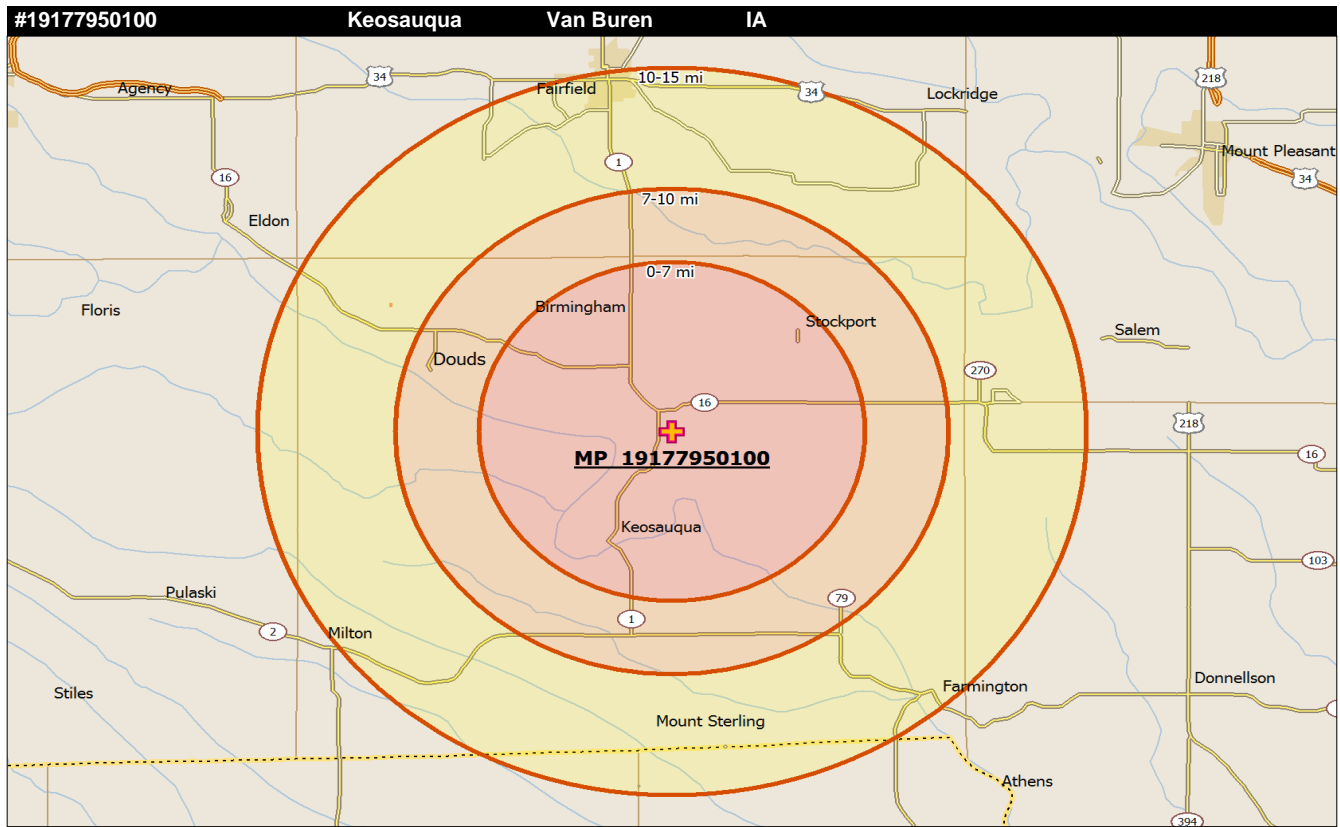
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.96%	Low Education County	False
Mainstay Community	16.26%	Low Employment County	False
Working Community	17.03%	Persistent Poverty County	False
Country Community	11.94%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	49.81%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.28	Racial Diversity Index	0.19
Ancestry Diversity Index	70.26	Diversity Composite Index	8.61
Foreign Born Diversity Index	19.89	Population Density Index	4.57

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

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36 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#19177950100	Total Households in 3 mi Ring	570
CT Centroid Latitude	40.79616	Active Evangelical HHLDS	54
CT Centroid Longitude	-91.92031	Active Evangelical PERCENT	9.48%
City Location	Keosauqua	Unreached HHLDS	354
County Location	Van Buren	Unreached Percent	62.19%
Sitescape Category code	1	Religious but NOT Evang HHLDS	62
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	10.85%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	74
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	12.92%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	219
Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	38.41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.26%	Low Education County	False
Mainstay Community	20.53%	Low Employment County	False
Working Community	4.91%	Persistent Poverty County	False
Country Community	21.05%	Population Loss County	False
Aspiring Community	1.05%	Nonmetro Recreation County	False
Urban Community	47.19%	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	5.68
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

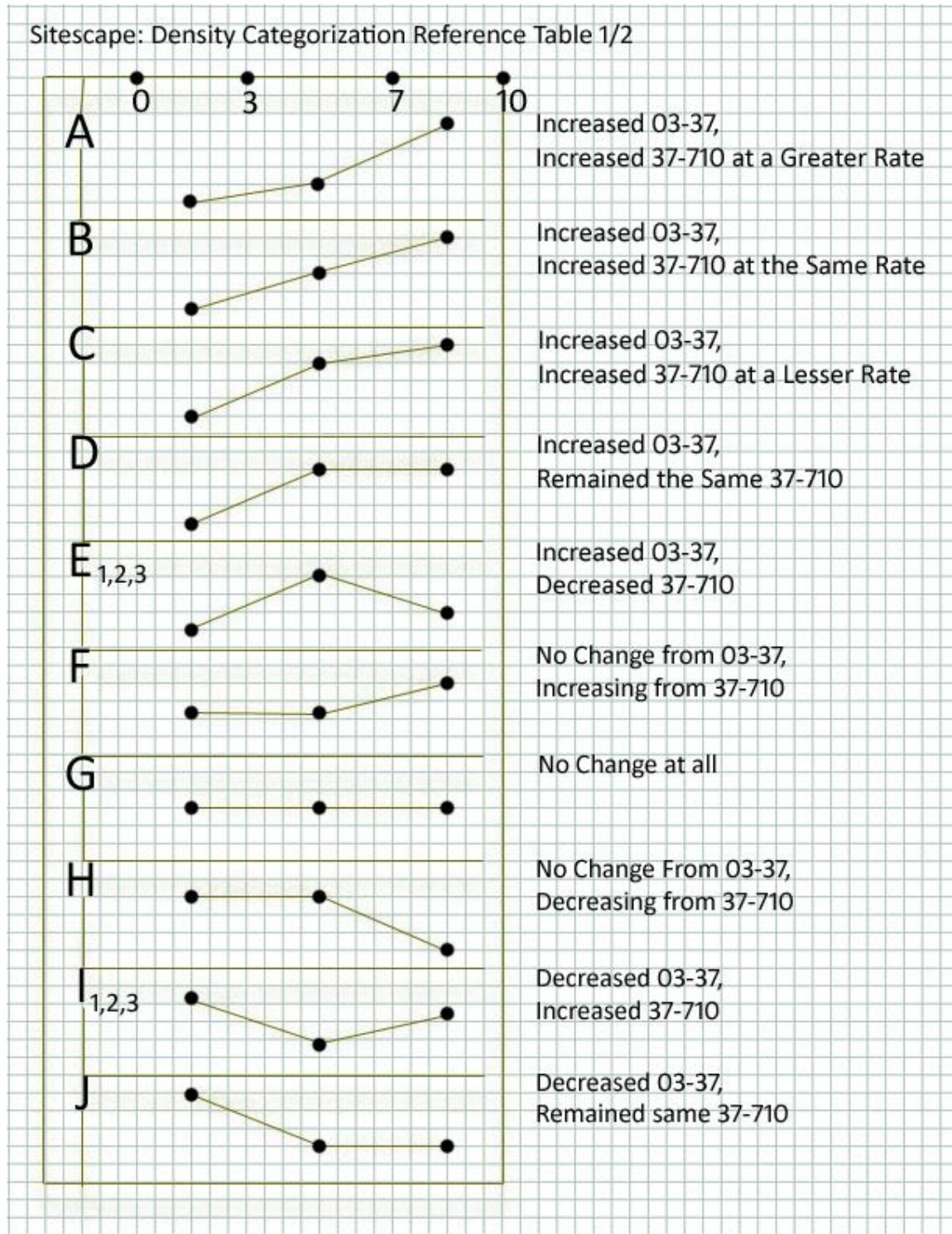
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

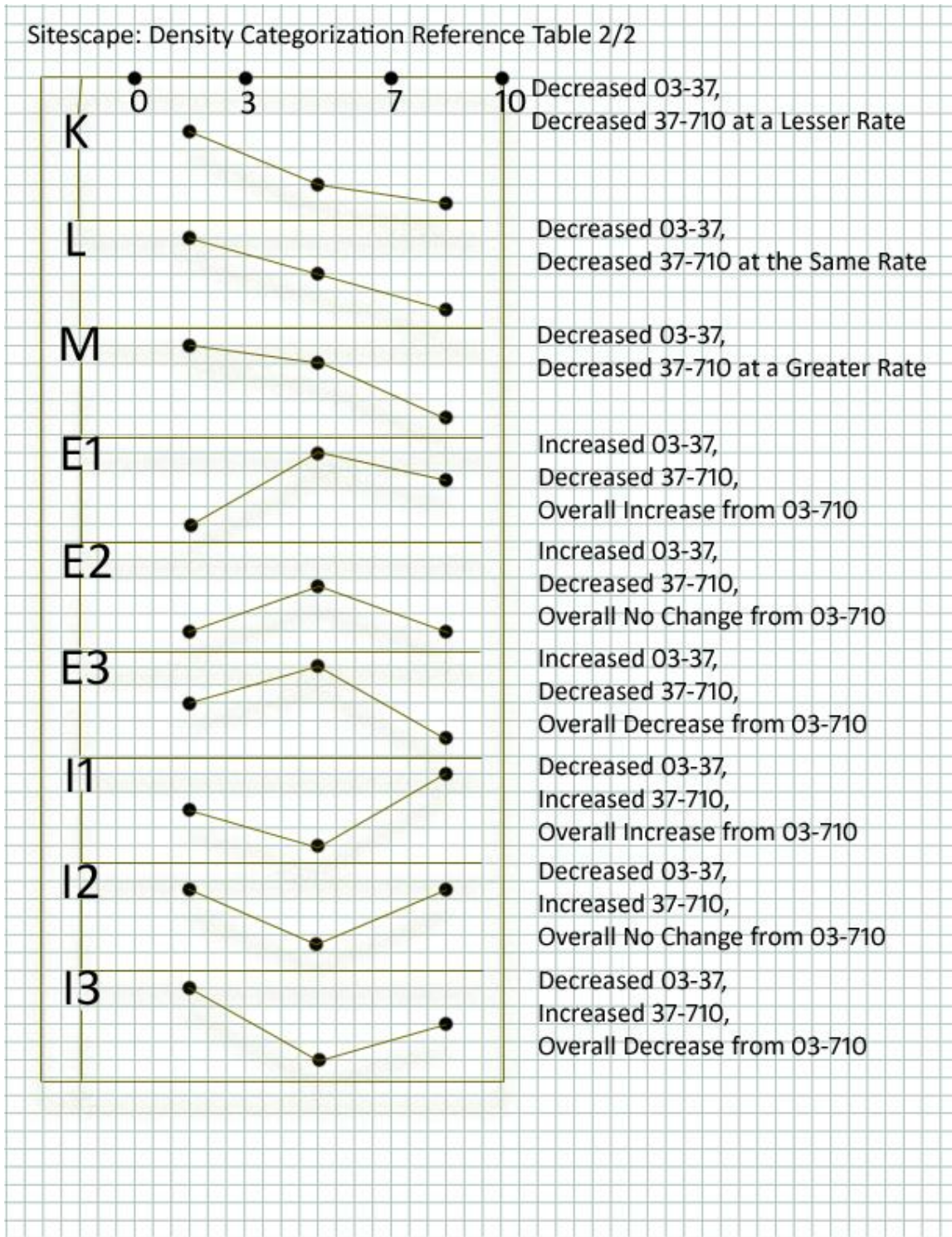
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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.
