MISSION POINTS
Top Unreached Locations

Top Mission Points

Southwest Region of Iowa

iFocus CONGREGATIONAL DEVELOPMENT

neotribal CULTURES PROJECT

Intercultural Institute *for Contextual Ministry*

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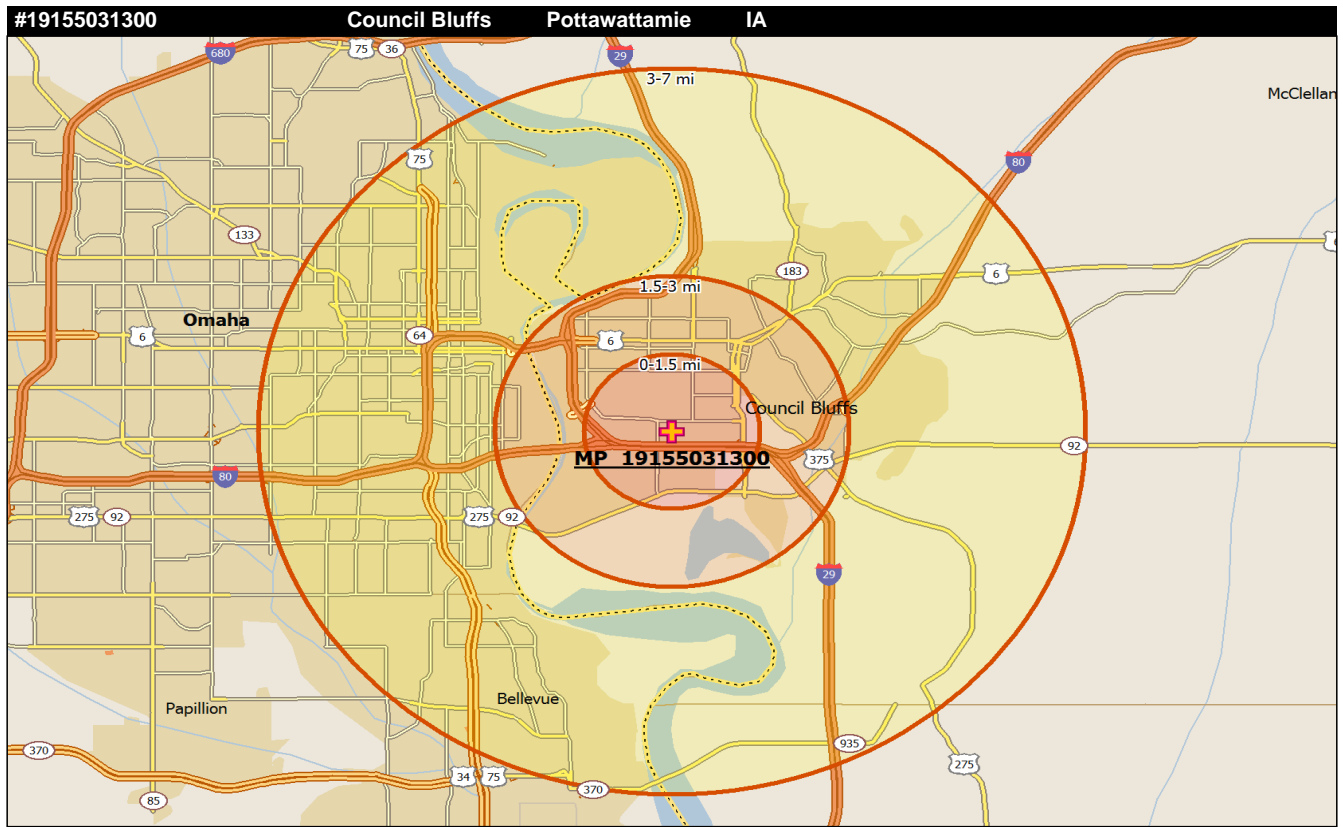
After the information pages you will find some notes to help interpret the information.

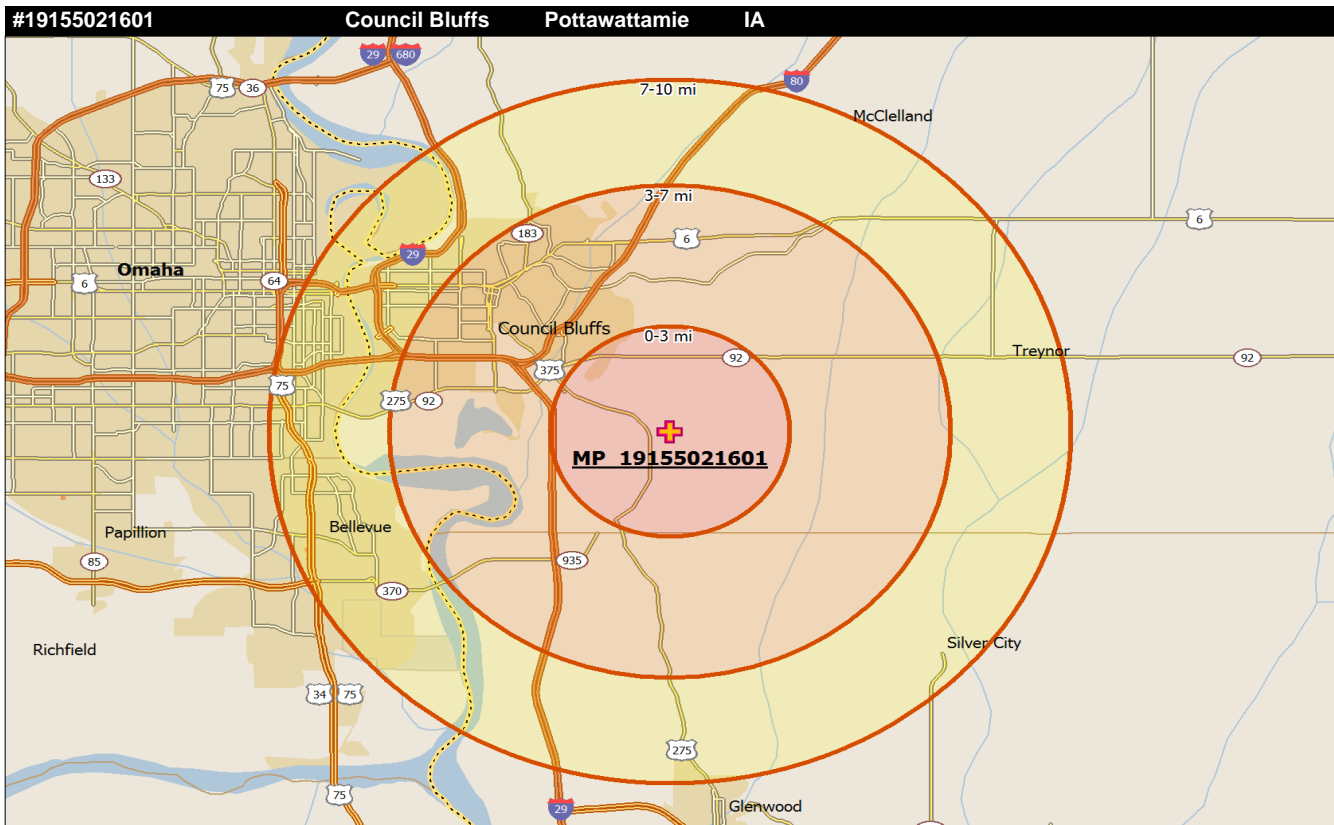God bless your missional endeavors!

Sincerely,

Curt Watke

Dr. Curt Watke
Executive Director
Intercultural Institute for Contextual Ministry

#19155031300   **Council Bluffs**   **Pottawattamie**   **IA**

MP 19155031300

1	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#19155031300	Total Households in 3 mi Ring	22,891
	CT Centroid Latitude	41.23639	Active Evangelical HHLDS	1,607
	CT Centroid Longitude	-95.87441	Active Evangelical PERCENT	7.02%
	City Location	Council Bluffs	Unreached HHLDS	15,566
	County Location	Pottawattamie	Unreached Percent	68%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,617
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.8%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,450
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.7%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	9,503
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.51%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	2.73%	Low Education County	False
Mainstay Community	9.45%	Low Employment County	False
Working Community	66.25%	Persistent Poverty County	False
Country Community	3.89%	Population Loss County	False
Aspiring Community	5.09%	Nonmetro Recreation County	False
Urban Community	12.58%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	34.98	Racial Diversity Index	25.63
Ancestry Diversity Index	64.62	Diversity Composite Index	42.44
Foreign Born Diversity Index	27.56	Population Density Index	49.78

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

#19155021601   Council Bluffs   Pottawattamie   IA

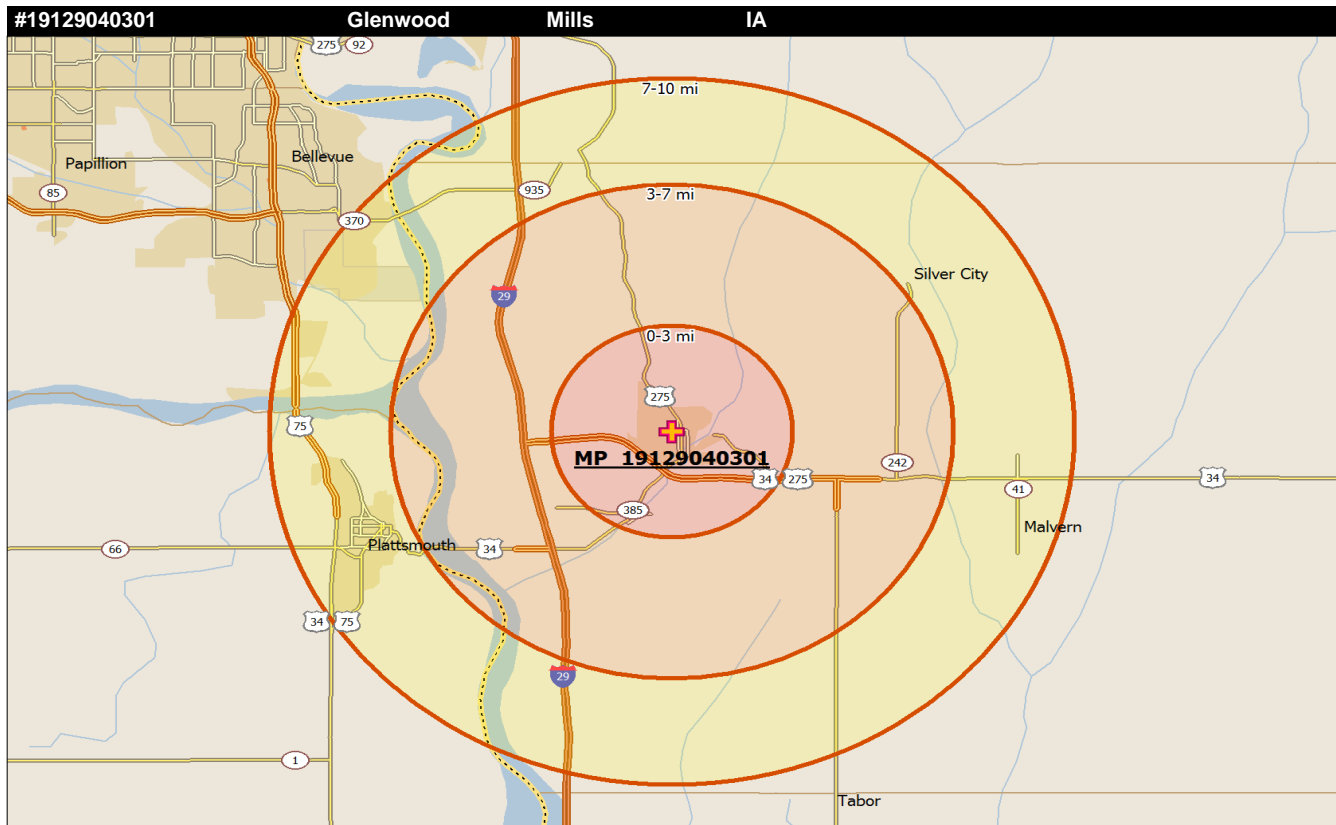| 2	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19155021601	Total Households in 3 mi Ring	2,243
	CT Centroid Latitude	41.20182	Active Evangelical HHLDS	150
	CT Centroid Longitude	-95.76725	Active Evangelical PERCENT	6.68%
	City Location	Council Bluffs	Unreached HHLDS	1,561
	County Location	Pottawattamie	Unreached Percent	69.6%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	359
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.02%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	268
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.96%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	934
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.62%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	81.68%	Low Education County	False
Mainstay Community	16.54%	Low Employment County	False
Working Community	0.45%	Persistent Poverty County	False
Country Community	0.13%	Population Loss County	False
Aspiring Community	1.25%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.31	Racial Diversity Index	6.09
Ancestry Diversity Index	52.77	Diversity Composite Index	10.37
Foreign Born Diversity Index	14.26	Population Density Index	11.43

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

#19129040301	Glenwood	Mills	IA

MP 19129040301

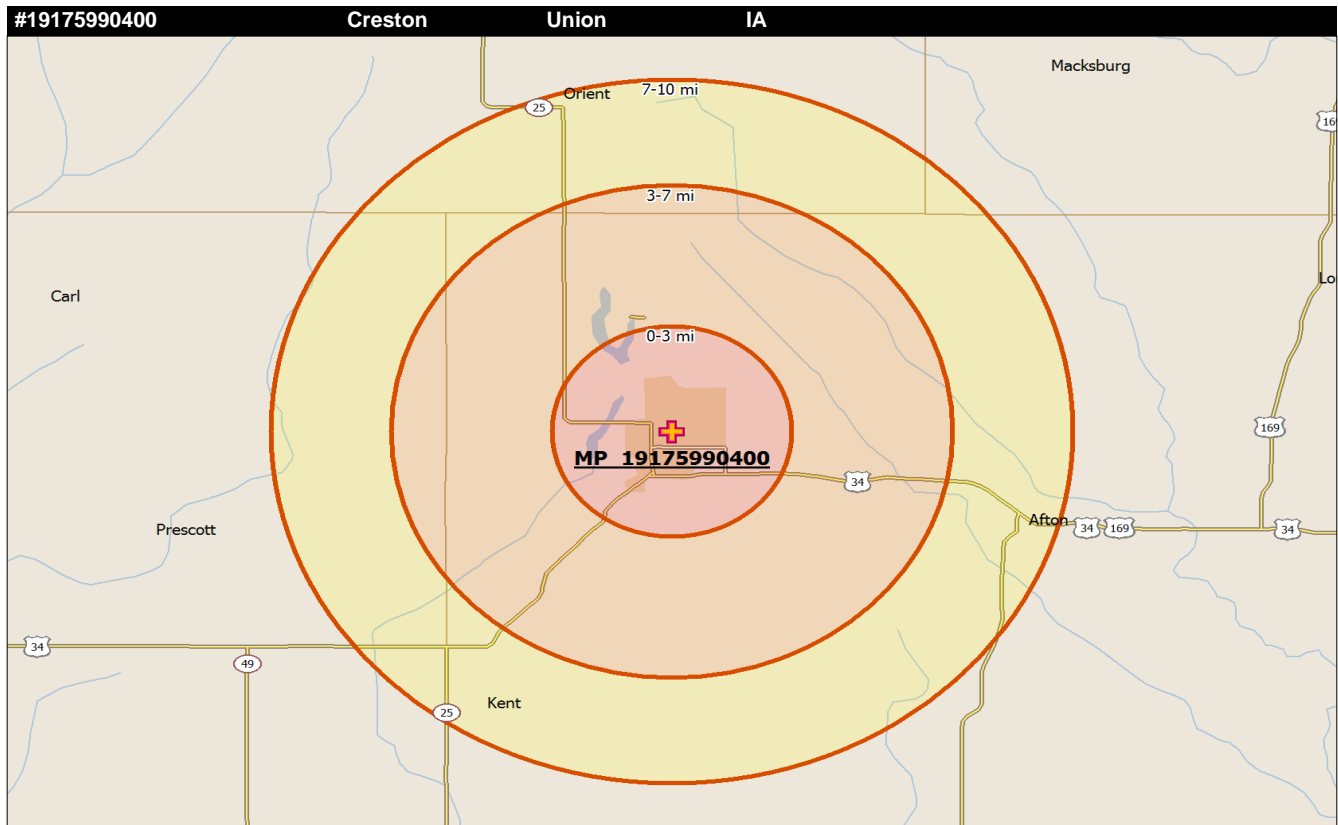| 3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19129040301	Total Households in 3 mi Ring	2,538
	CT Centroid Latitude	41.04993	Active Evangelical HHLDS	80
	CT Centroid Longitude	-95.74922	Active Evangelical PERCENT	3.17%
	City Location	Glenwood	Unreached HHLDS	1,680
	County Location	Mills	Unreached Percent	66.2%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	346
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.64%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	307
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.08%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,028
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.49%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.37%	Low Education County	False
Mainstay Community	18.99%	Low Employment County	False
Working Community	33.25%	Persistent Poverty County	False
Country Community	7.72%	Population Loss County	False
Aspiring Community	2.13%	Nonmetro Recreation County	False
Urban Community	1.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.96	Racial Diversity Index	10.93
Ancestry Diversity Index	56.34	Diversity Composite Index	9.59
Foreign Born Diversity Index	0.00	Population Density Index	17.48

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

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#19175990400 Creston Union IA

4	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19175990400	Total Households in 3 mi Ring	3,614
	CT Centroid Latitude	41.06751	Active Evangelical HHLDS	312
	CT Centroid Longitude	-94.36263	Active Evangelical PERCENT	8.62%
	City Location	Creston	Unreached HHLDS	2,371
	County Location	Union	Unreached Percent	65.62%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	442
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.22%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	477
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.21%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,452
	Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.19%

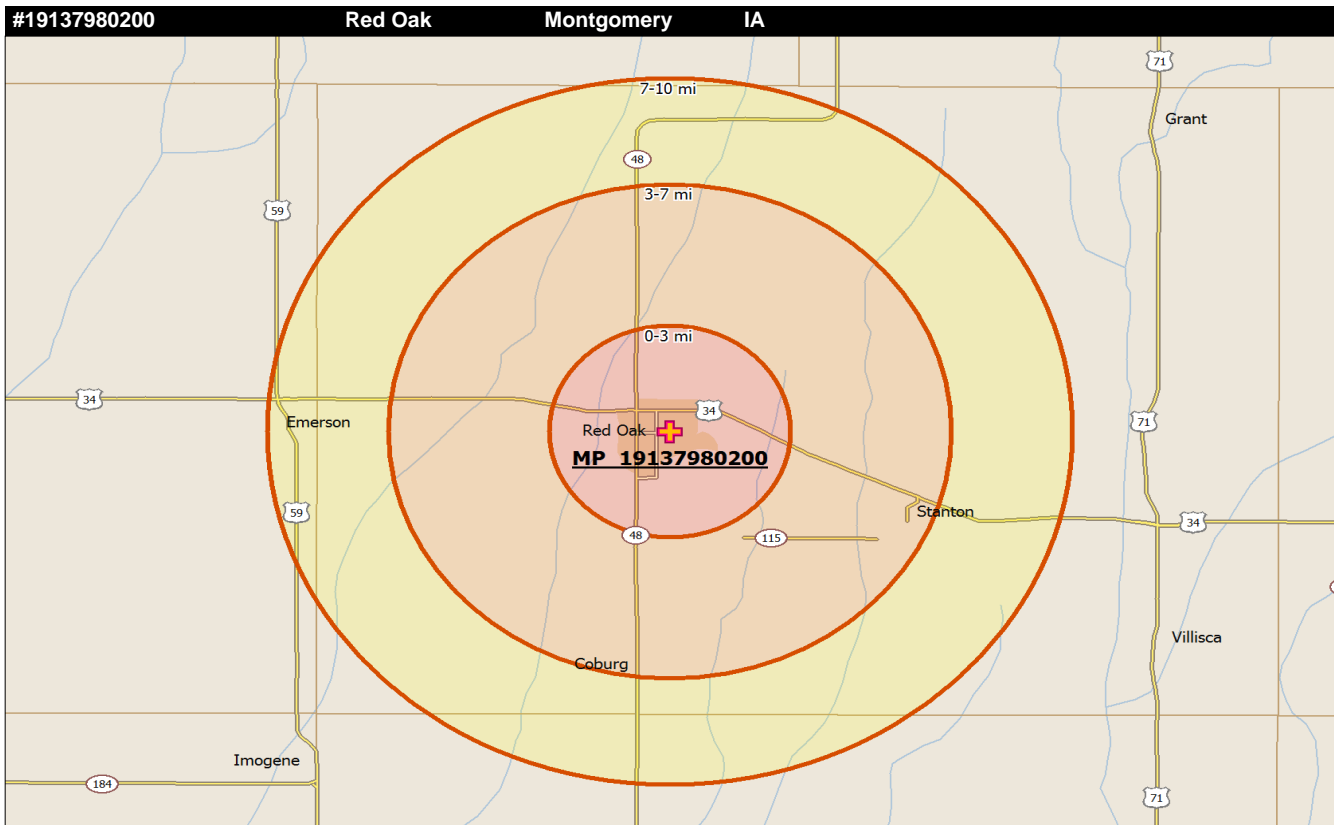| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.35%	Low Education County	False
Mainstay Community	18.84%	Low Employment County	False
Working Community	57.22%	Persistent Poverty County	False
Country Community	3.68%	Population Loss County	True
Aspiring Community	0.36%	Nonmetro Recreation County	False
Urban Community	10.54%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.97	Racial Diversity Index	4.77
Ancestry Diversity Index	61.89	Diversity Composite Index	5.84
Foreign Born Diversity Index	43.12	Population Density Index	20.07

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

#19029990400	Atlantic	Cass	IA
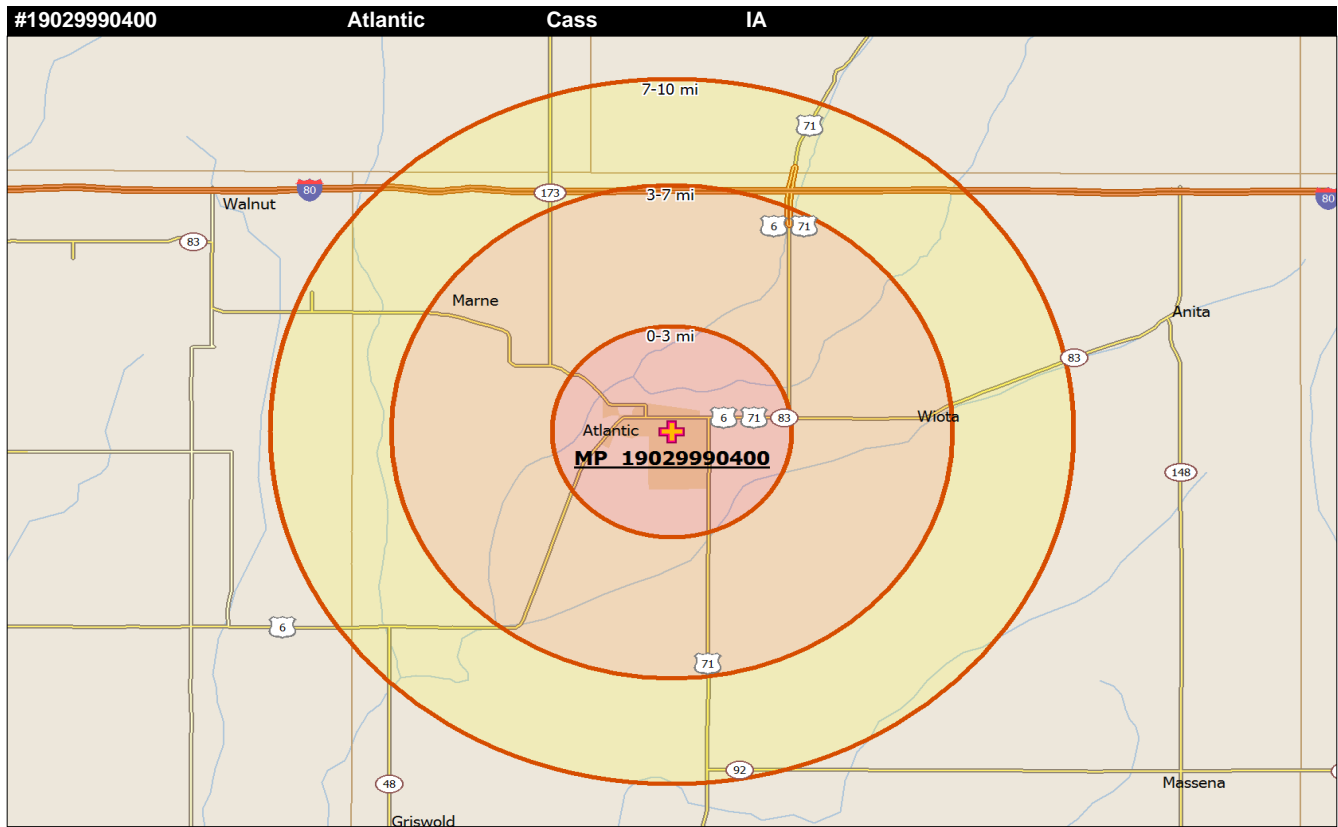
5	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19029990400	Total Households in 3 mi Ring	3,332
	CT Centroid Latitude	41.39811	Active Evangelical HHLDS	455
	CT Centroid Longitude	-95.00176	Active Evangelical PERCENT	13.64%
	City Location	Atlantic	Unreached HHLDS	2,217
	County Location	Cass	Unreached Percent	66.53%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	464
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.93%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	403
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.09%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,350
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.53%

| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.71%	Low Education County	False
Mainstay Community	19%	Low Employment County	False
Working Community	56.15%	Persistent Poverty County	False
Country Community	5.7%	Population Loss County	True
Aspiring Community	1.32%	Nonmetro Recreation County	False
Urban Community	3.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.31	Racial Diversity Index	4.34
Ancestry Diversity Index	53.40	Diversity Composite Index	10.03
Foreign Born Diversity Index	49.34	Population Density Index	18.63

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

#19137980200   Red Oak   Montgomery   IA

6	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19137980200	Total Households in 3 mi Ring	2,793
	CT Centroid Latitude	41.01725	Active Evangelical HHLDS	233
	CT Centroid Longitude	-95.21693	Active Evangelical PERCENT	8.34%
	City Location	Red Oak	Unreached HHLDS	1,864
	County Location	Montgomery	Unreached Percent	66.75%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	383
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.7%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	353
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.64%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,128
	Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.4%

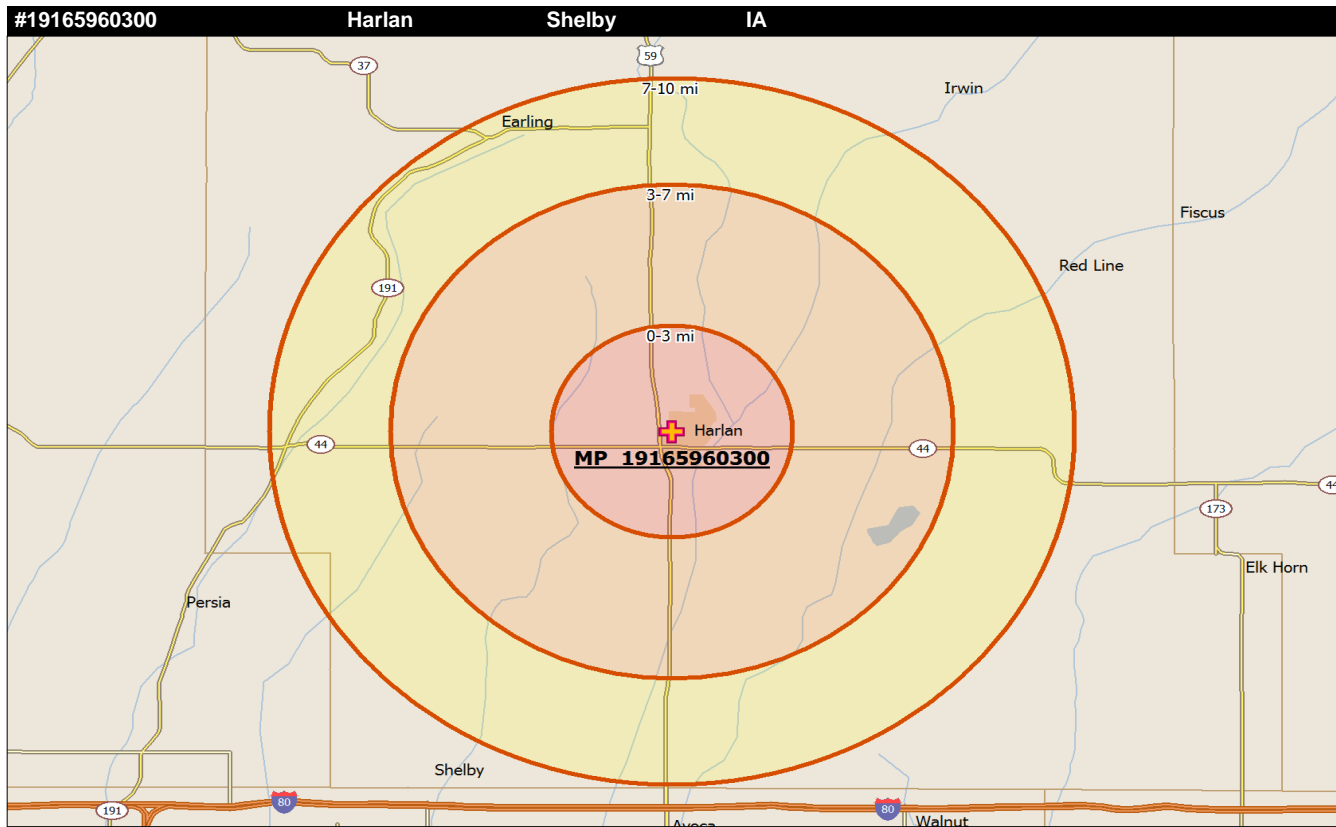| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.1%	Low Education County	False
Mainstay Community	15.11%	Low Employment County	False
Working Community	60.15%	Persistent Poverty County	False
Country Community	9.52%	Population Loss County	True
Aspiring Community	3.69%	Nonmetro Recreation County	False
Urban Community	0.43%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.13	Racial Diversity Index	14.51
Ancestry Diversity Index	70.72	Diversity Composite Index	5.73
Foreign Born Diversity Index	6.57	Population Density Index	16.51
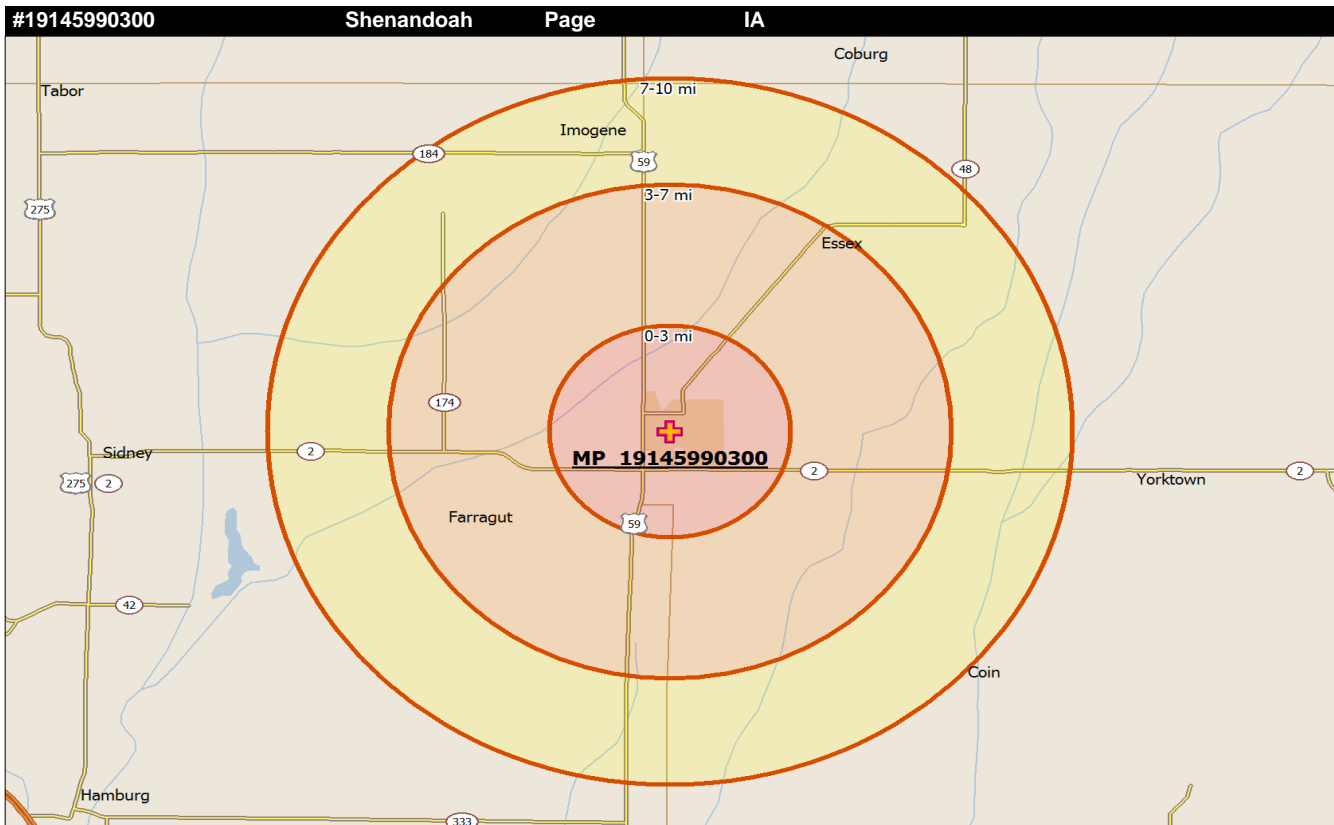
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

#19145990300	Shenandoah	Page	IA

7	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19145990300	Total Households in 3 mi Ring	2,569
	CT Centroid Latitude	40.75846	Active Evangelical HHLDS	252
	CT Centroid Longitude	-95.37233	Active Evangelical PERCENT	9.80%
	City Location	Shenandoah	Unreached HHLDS	1,676
	County Location	Page	Unreached Percent	65.25%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	313
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.17%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	341
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.28%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,023
	Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.83%

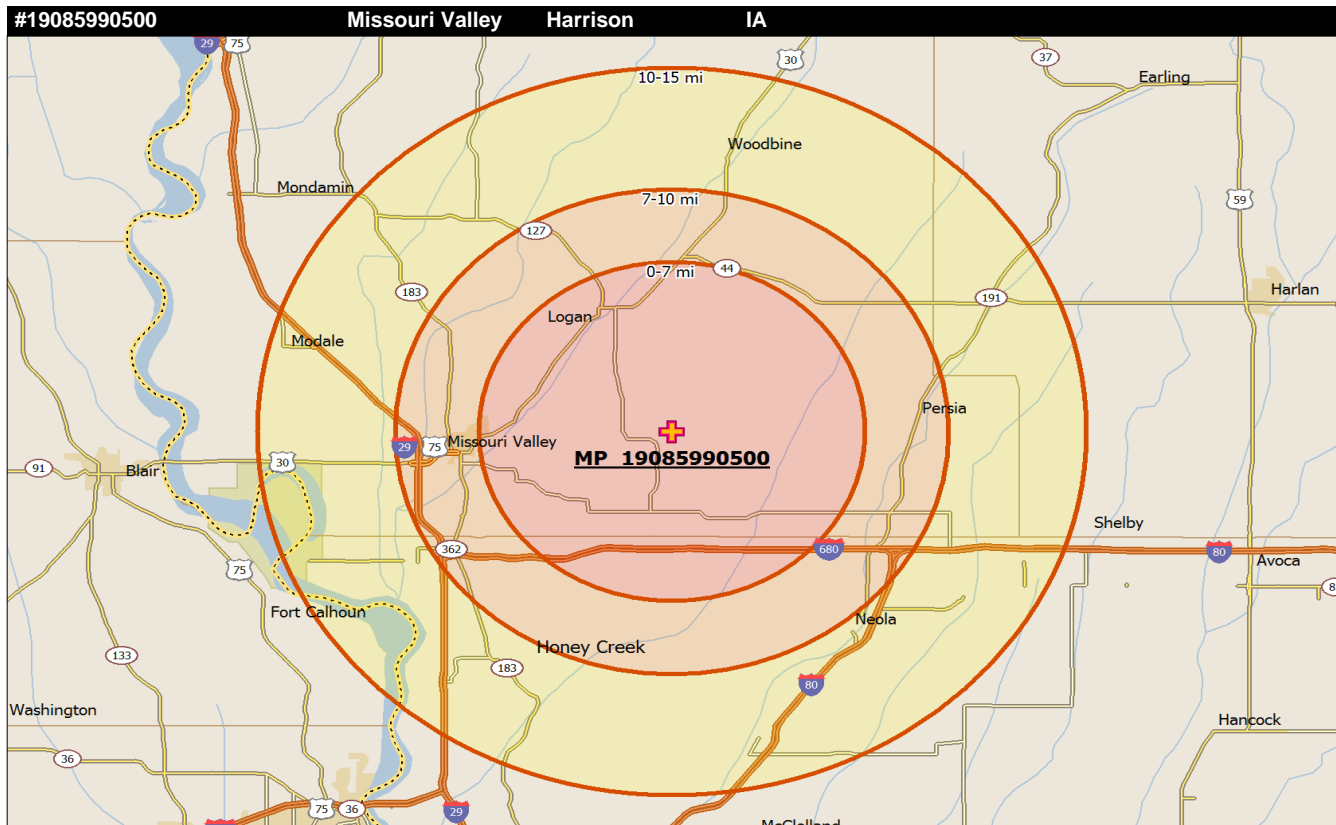| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.36%	Low Education County	False
Mainstay Community	13.43%	Low Employment County	False
Working Community	64.77%	Persistent Poverty County	False
Country Community	5.61%	Population Loss County	False
Aspiring Community	2.41%	Nonmetro Recreation County	False
Urban Community	6.42%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.81	Racial Diversity Index	10.81
Ancestry Diversity Index	75.04	Diversity Composite Index	11.76
Foreign Born Diversity Index	31.48	Population Density Index	15.14

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

#19165960300   Harlan   Shelby   IA

8	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19165960300	Total Households in 3 mi Ring	2,302
	CT Centroid Latitude	41.65228	Active Evangelical HHLDS	122
	CT Centroid Longitude	-95.33379	Active Evangelical PERCENT	5.30%
	City Location	Harlan	Unreached HHLDS	1,523
	County Location	Shelby	Unreached Percent	66.17%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	319
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.87%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	285
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.36%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	919
	Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	39.93%

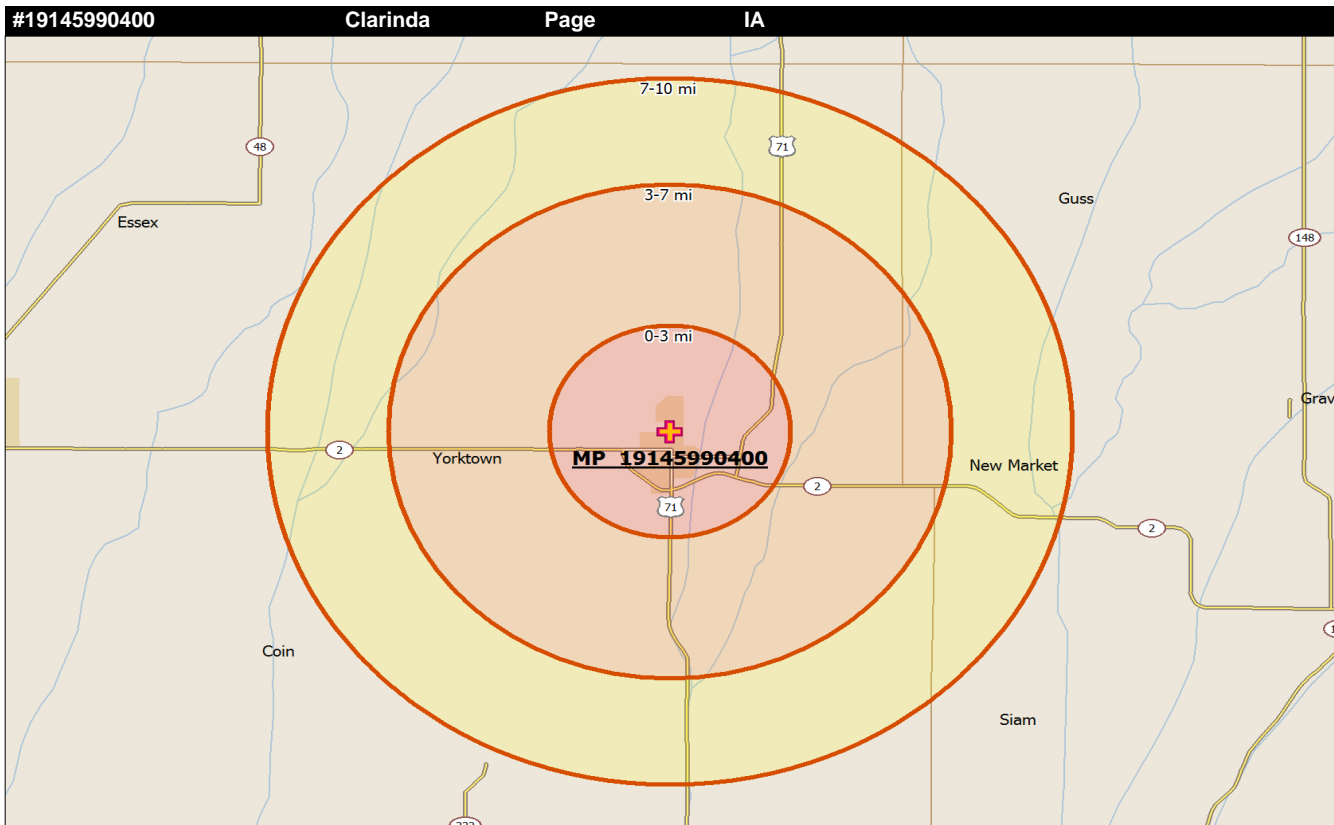| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.5%	Low Education County	False
Mainstay Community	25.85%	Low Employment County	False
Working Community	36.45%	Persistent Poverty County	False
Country Community	10.56%	Population Loss County	True
Aspiring Community	2.26%	Nonmetro Recreation County	False
Urban Community	5.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.20	Racial Diversity Index	3.33
Ancestry Diversity Index	28.18	Diversity Composite Index	0.54
Foreign Born Diversity Index	25.53	Population Density Index	16.12

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

#19085990500 Missouri Valley Harrison IA

MP_19085990500

9	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19085990500	Total Households in 3 mi Ring	1,656
	CT Centroid Latitude	41.56901	Active Evangelical HHLDS	175
	CT Centroid Longitude	-95.74043	Active Evangelical PERCENT	10.59%
	City Location	Missouri Valley	Unreached HHLDS	1,098
	County Location	Harrison	Unreached Percent	66.29%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	207
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	12.53%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	214
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	12.94%
	Density Assignment	C	NOT Evangelical NOT Interested HHLDS	676
	Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	40.82%

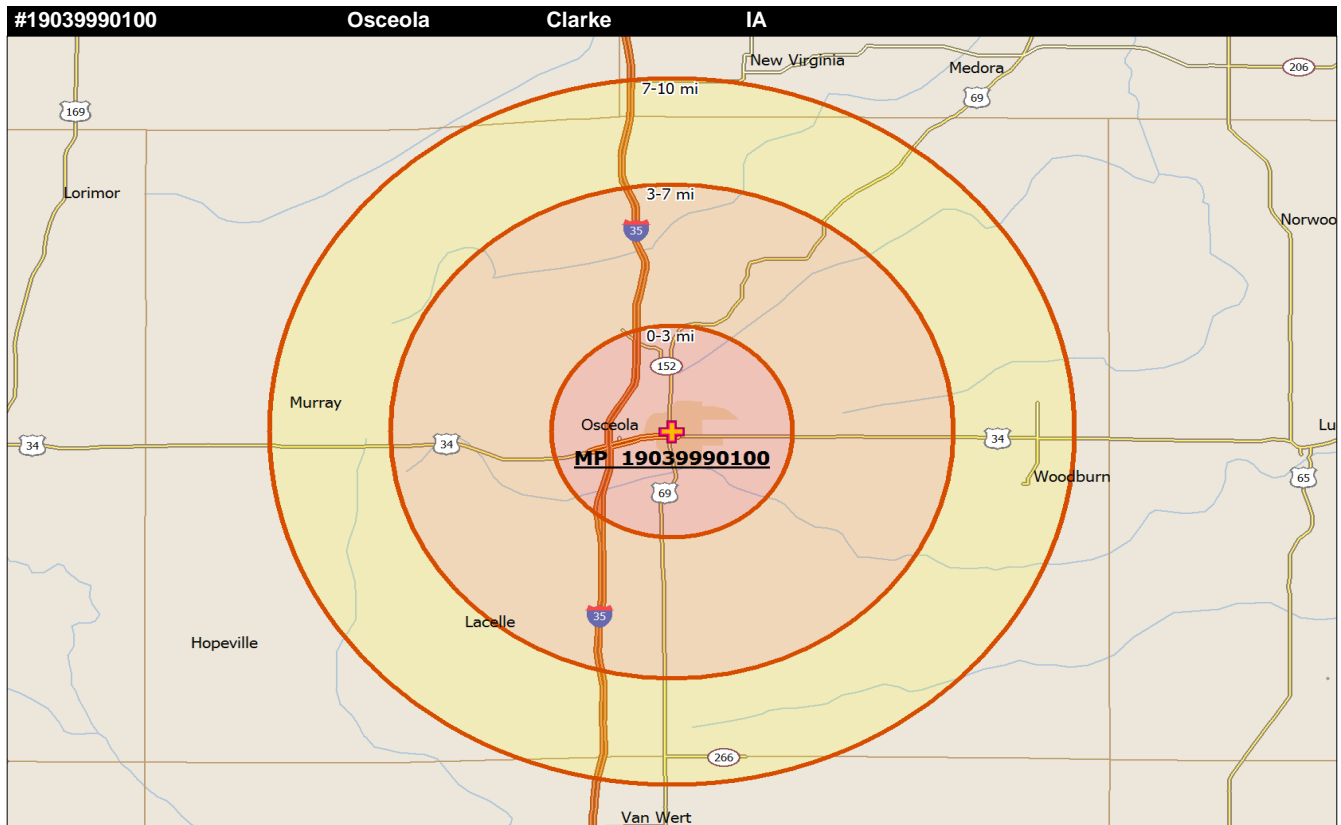| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.61%	Low Education County	False
Mainstay Community	25.48%	Low Employment County	False
Working Community	41.36%	Persistent Poverty County	False
Country Community	9.84%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	8.76%	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	1.01
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

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#19145990400	Clarinda	Page	IA

10	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#19145990400	Total Households in 3 mi Ring	2,131
	CT Centroid Latitude	40.74967	Active Evangelical HHLDS	208
	CT Centroid Longitude	-95.03861	Active Evangelical PERCENT	9.77%
	City Location	Clarinda	Unreached HHLDS	1,392
	County Location	Page	Unreached Percent	65.34%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	256
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.02%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	277
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.99%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	860
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.33%

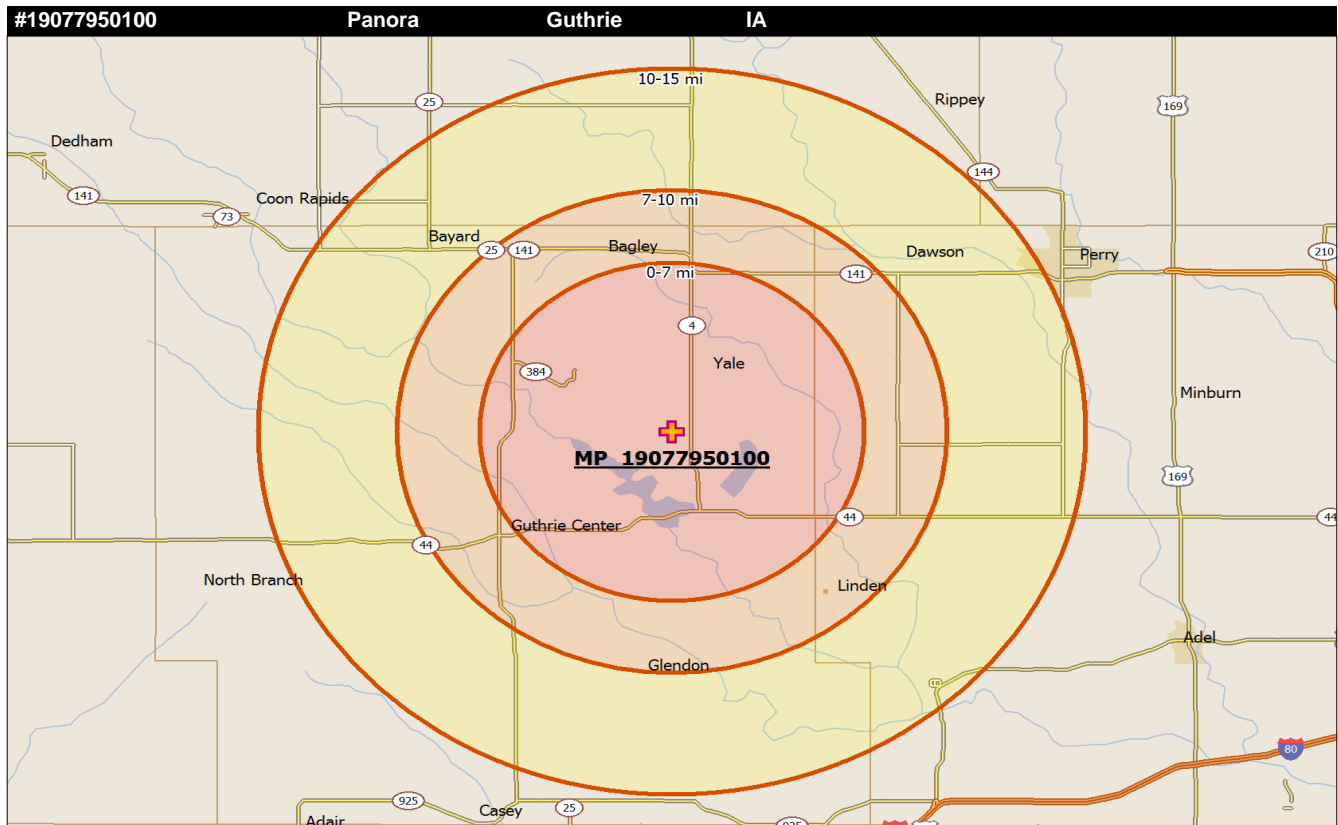| **3 MILE RING COMMUNITY TYPES**		**3 MILE RING COUNTY TYPES**	
Upscale Community	7.09%	Low Education County	False
Mainstay Community	27.08%	Low Employment County	False
Working Community	54.29%	Persistent Poverty County	False
Country Community	7.09%	Population Loss County	False
Aspiring Community	1.88%	Nonmetro Recreation County	False
Urban Community	2.53%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.58	Racial Diversity Index	19.11
Ancestry Diversity Index	63.41	Diversity Composite Index	13.01
Foreign Born Diversity Index	44.39	Population Density Index	15.84

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

#19039990100	Osceola	Clarke	IA

MP 19039990100

11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19039990100	Total Households in 3 mi Ring	2,127
	CT Centroid Latitude	41.03275	Active Evangelical HHLDS	269
	CT Centroid Longitude	-93.76439	Active Evangelical PERCENT	12.67%
	City Location	Osceola	Unreached HHLDS	1,409
	County Location	Clarke	Unreached Percent	66.23%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	296
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.9%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	240
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.28%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	873
	Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	41.06%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.32%	Low Education County	False
Mainstay Community	16.03%	Low Employment County	False
Working Community	57.69%	Persistent Poverty County	False
Country Community	8.65%	Population Loss County	False
Aspiring Community	0.56%	Nonmetro Recreation County	False
Urban Community	4.65%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	35.43	Racial Diversity Index	24.83
Ancestry Diversity Index	74.36	Diversity Composite Index	10.67
Foreign Born Diversity Index	2.59	Population Density Index	14.26

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

#19077950100   Panora   Guthrie   IA

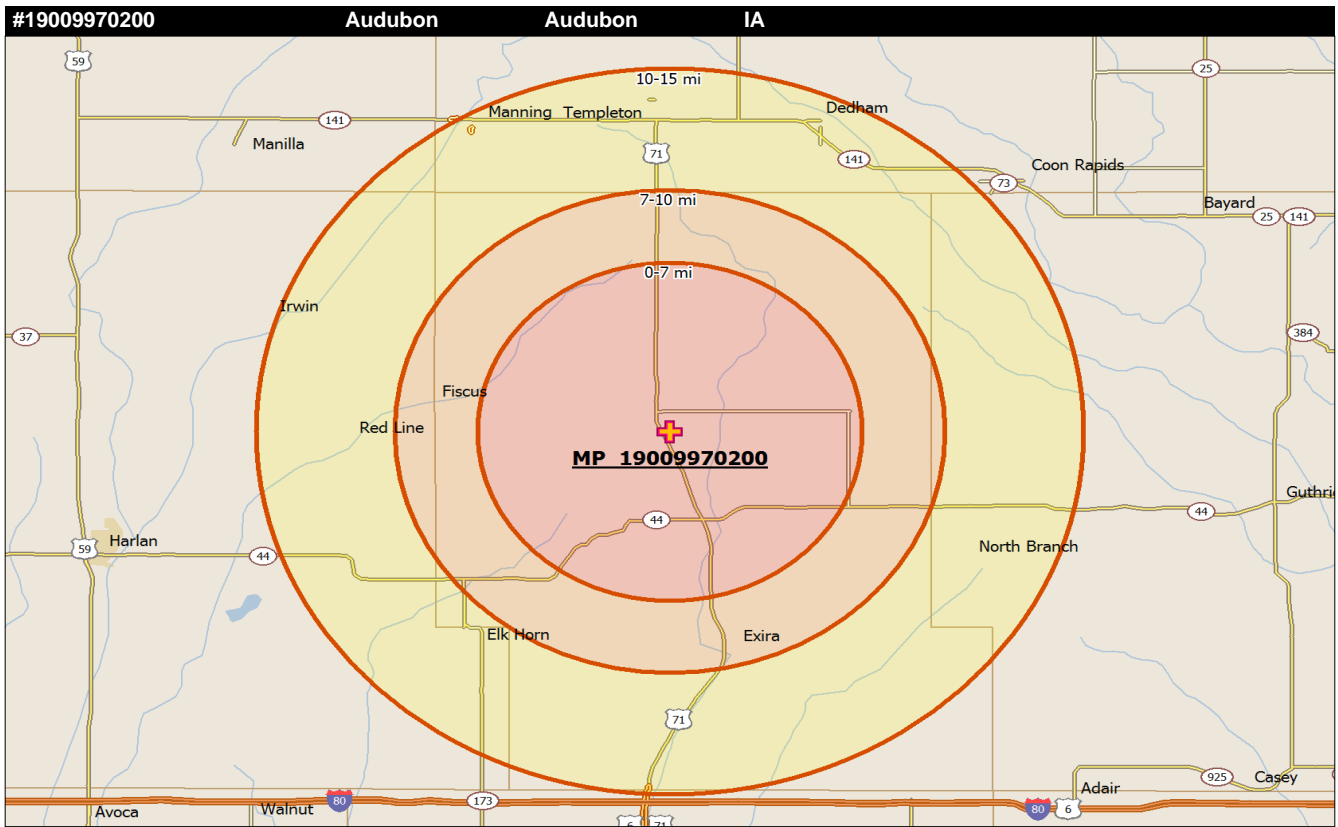| 12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19077950100	Total Households in 3 mi Ring	1,139
	CT Centroid Latitude	41.73958	Active Evangelical HHLDS	83
	CT Centroid Longitude	-94.38086	Active Evangelical PERCENT	7.25%
	City Location	Panora	Unreached HHLDS	809
	County Location	Guthrie	Unreached Percent	71%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	212
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	18.66%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	132
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.59%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	464
	Population Pattern	2500-10000-2500	NOT Evangelical NOT Interested PERCENT	40.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	37.4%	Low Education County	False
Mainstay Community	22.65%	Low Employment County	False
Working Community	22.12%	Persistent Poverty County	False
Country Community	11.33%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	6.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	37.56	Racial Diversity Index	1.42
Ancestry Diversity Index	54.75	Diversity Composite Index	6.77
Foreign Born Diversity Index	17.83	Population Density Index	2.47

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

#19009970200   **Audubon**   **Audubon**   **IA**

MP_19009970200

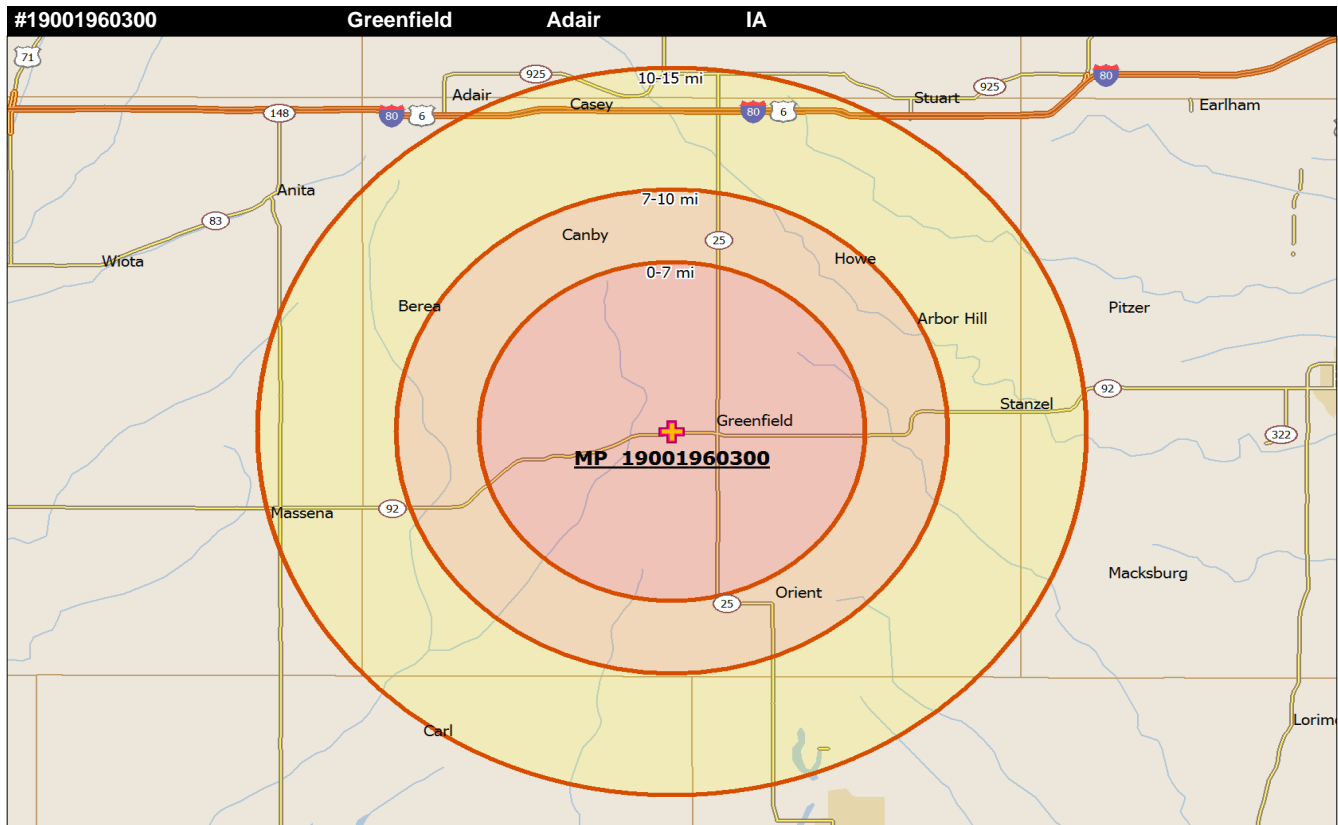| 13	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19009970200	Total Households in 3 mi Ring	1,147
	CT Centroid Latitude	41.71947	Active Evangelical HHLDS	104
	CT Centroid Longitude	-94.92773	Active Evangelical PERCENT	9.05%
	City Location	Audubon	Unreached HHLDS	733
	County Location	Audubon	Unreached Percent	63.9%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	136
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.84%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	149
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.03%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	448
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	39.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.84%	Low Education County	False
Mainstay Community	18.4%	Low Employment County	False
Working Community	26.42%	Persistent Poverty County	False
Country Community	6.19%	Population Loss County	True
Aspiring Community	0.61%	Nonmetro Recreation County	False
Urban Community	42.55%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.23	Racial Diversity Index	0.36
Ancestry Diversity Index	42.62	Diversity Composite Index	1.57
Foreign Born Diversity Index	0.00	Population Density Index	7.28

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

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#19001960300　　　　**Greenfield**　　　　**Adair**　　　　**IA**

MP_19001960300

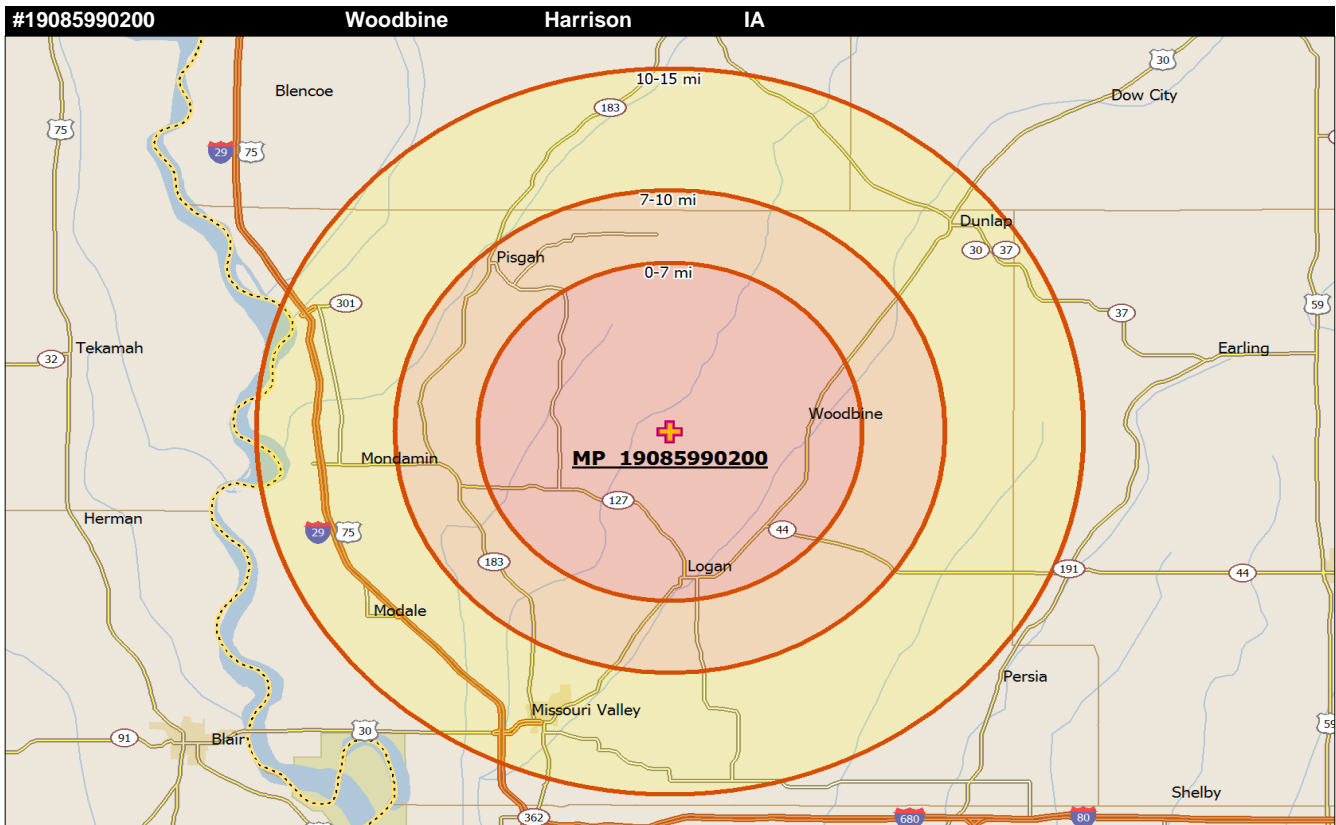| 14	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19001960300	Total Households in 3 mi Ring	1,054
	CT Centroid Latitude	41.30417	Active Evangelical HHLDS	68
	CT Centroid Longitude	-94.48470	Active Evangelical PERCENT	6.48%
	City Location	Greenfield	Unreached HHLDS	691
	County Location	Adair	Unreached Percent	65.56%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	138
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.07%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	125
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.88%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	428
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	40.61%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.08%	Low Education County	False
Mainstay Community	24.67%	Low Employment County	False
Working Community	50.66%	Persistent Poverty County	False
Country Community	11.1%	Population Loss County	True
Aspiring Community	0.57%	Nonmetro Recreation County	False
Urban Community	8.92%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.09	Racial Diversity Index	0.86
Ancestry Diversity Index	41.30	Diversity Composite Index	2.78
Foreign Born Diversity Index	29.78	Population Density Index	5.92

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

#19085990200	Woodbine	Harrison	IA

15	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19085990200	Total Households in 3 mi Ring	796
	CT Centroid Latitude	41.73053	Active Evangelical HHLDS	88
	CT Centroid Longitude	-95.79902	Active Evangelical PERCENT	11.02%
	City Location	Woodbine	Unreached HHLDS	516
	County Location	Harrison	Unreached Percent	64.85%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	111
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	13.88%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	82
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	10.35%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	323
	Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	40.62%

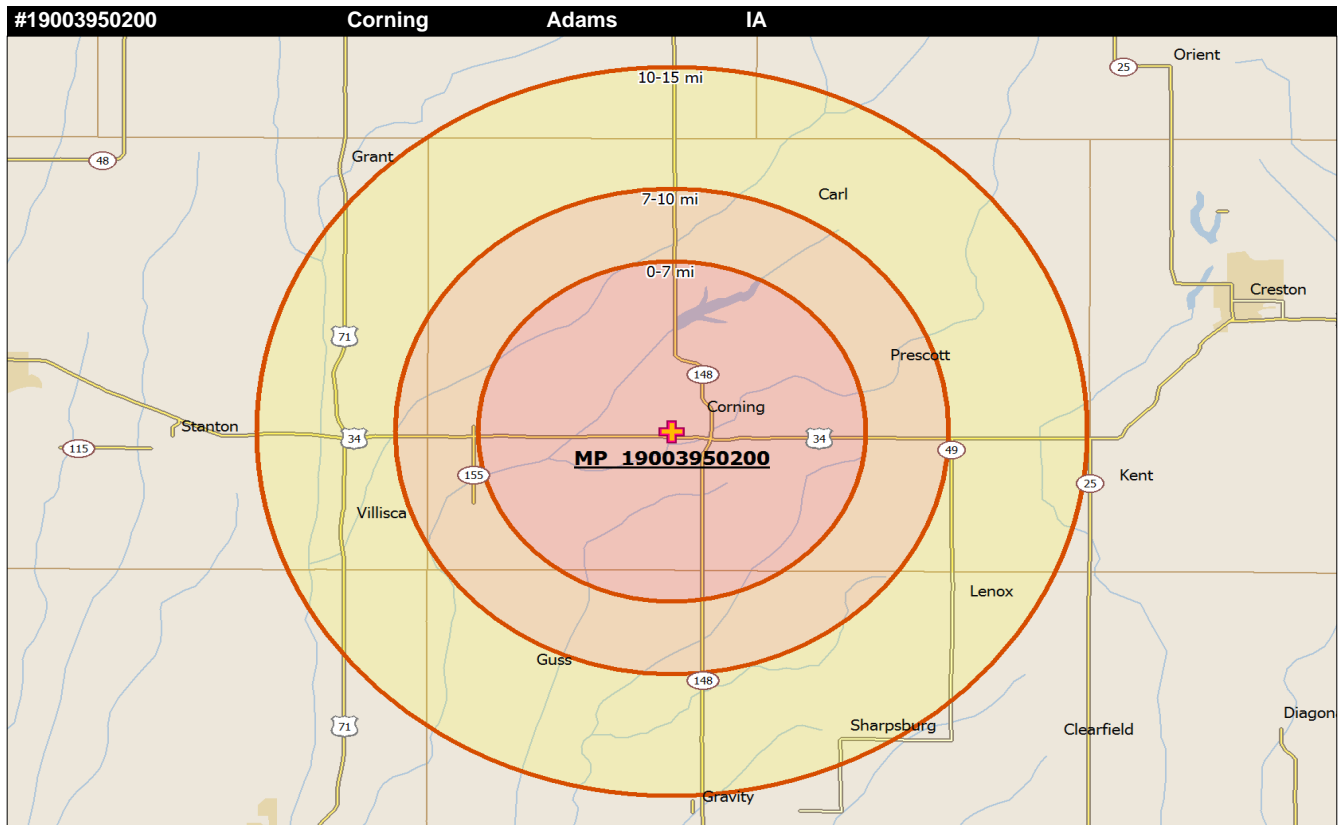| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.27%	Low Education County	False
Mainstay Community	1.88%	Low Employment County	False
Working Community	68.84%	Persistent Poverty County	False
Country Community	14.45%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	11.56%	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	2.14
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

#19053960300	Leon	Decatur	IA
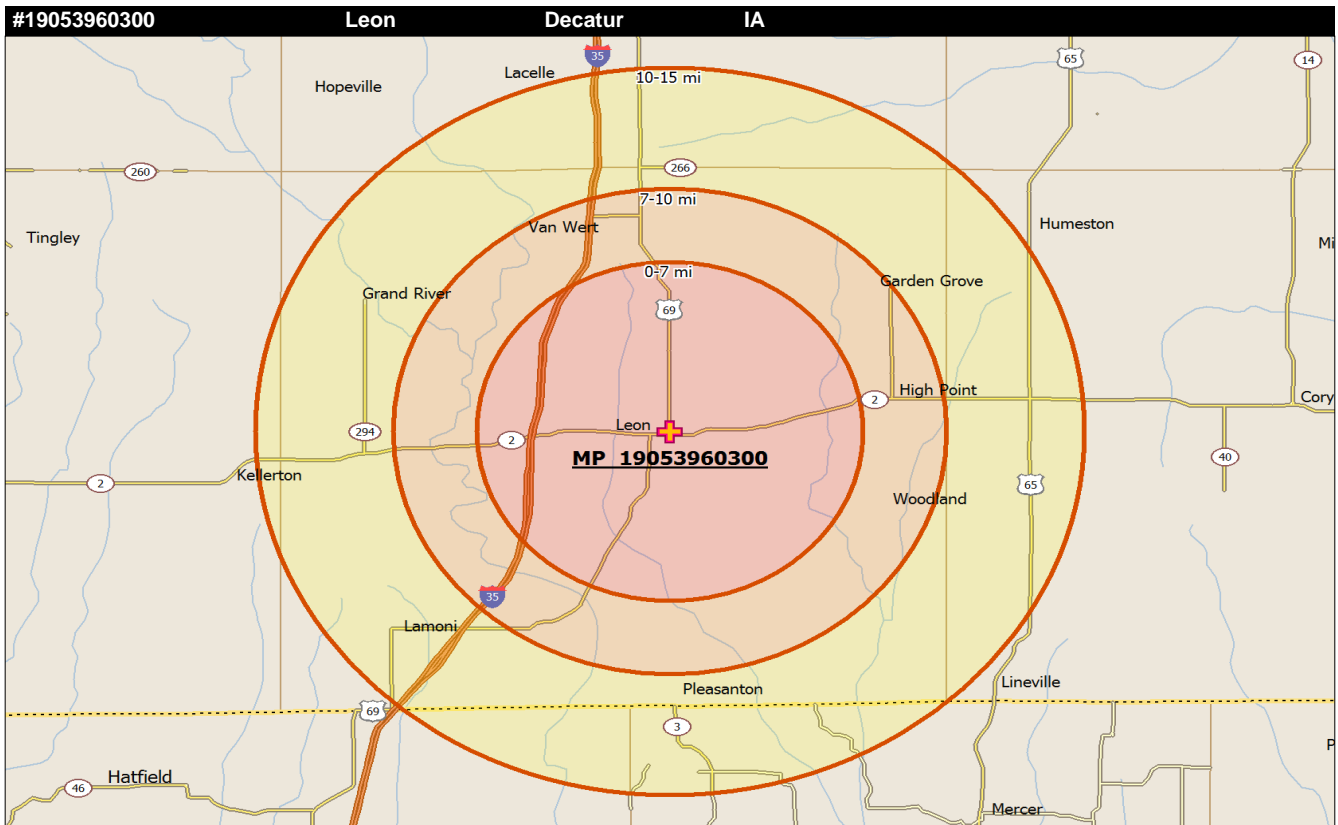
MP_19053960300

16	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19053960300	Total Households in 3 mi Ring	1,006
	CT Centroid Latitude	40.74147	Active Evangelical HHLDS	181
	CT Centroid Longitude	-93.74707	Active Evangelical PERCENT	17.96%
	City Location	Leon	Unreached HHLDS	622
	County Location	Decatur	Unreached Percent	61.8%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	101
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	9.99%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	121
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.06%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	400
	Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	39.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.47%	Low Education County	False
Mainstay Community	14.91%	Low Employment County	False
Working Community	34.39%	Persistent Poverty County	False
Country Community	18.89%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	26.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.84	Racial Diversity Index	7.00
Ancestry Diversity Index	50.76	Diversity Composite Index	5.51
Foreign Born Diversity Index	0.00	Population Density Index	6.17

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

#19003950200	Corning	Adams	IA

MP_19003950200

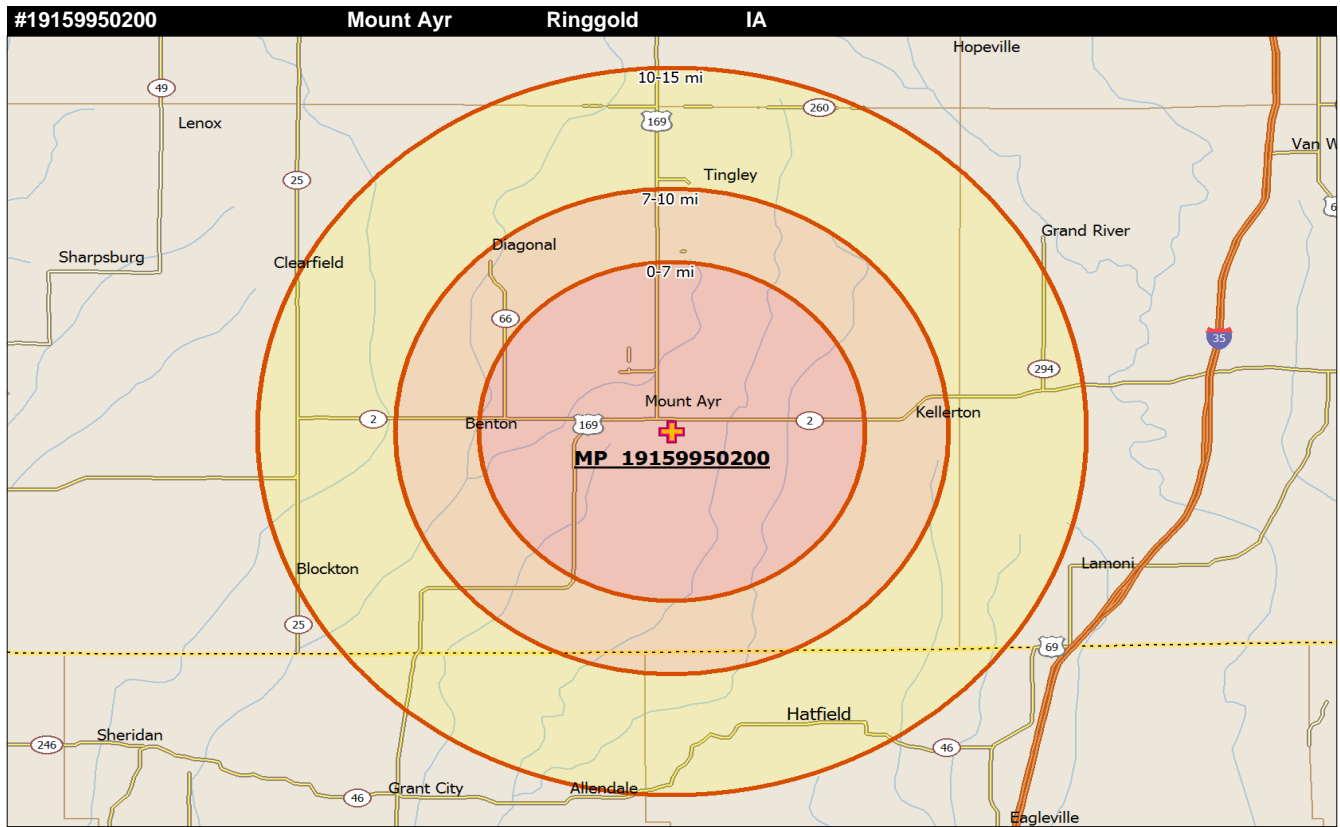| 17	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19003950200	Total Households in 3 mi Ring	913
	CT Centroid Latitude	40.98307	Active Evangelical HHLDS	41
	CT Centroid Longitude	-94.75911	Active Evangelical PERCENT	4.49%
	City Location	Corning	Unreached HHLDS	586
	County Location	Adams	Unreached Percent	64.16%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	115
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.56%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	109
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.92%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	362
	Population Pattern	2500-2500-0	NOT Evangelical NOT Interested PERCENT	39.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.3%	Low Education County	False
Mainstay Community	1.53%	Low Employment County	False
Working Community	47.97%	Persistent Poverty County	False
Country Community	10.41%	Population Loss County	True
Aspiring Community	1.42%	Nonmetro Recreation County	False
Urban Community	36.36%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.88	Racial Diversity Index	1.33
Ancestry Diversity Index	63.13	Diversity Composite Index	0.70
Foreign Born Diversity Index	0.00	Population Density Index	5.20

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

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#19159950200	Mount Ayr	Ringgold	IA

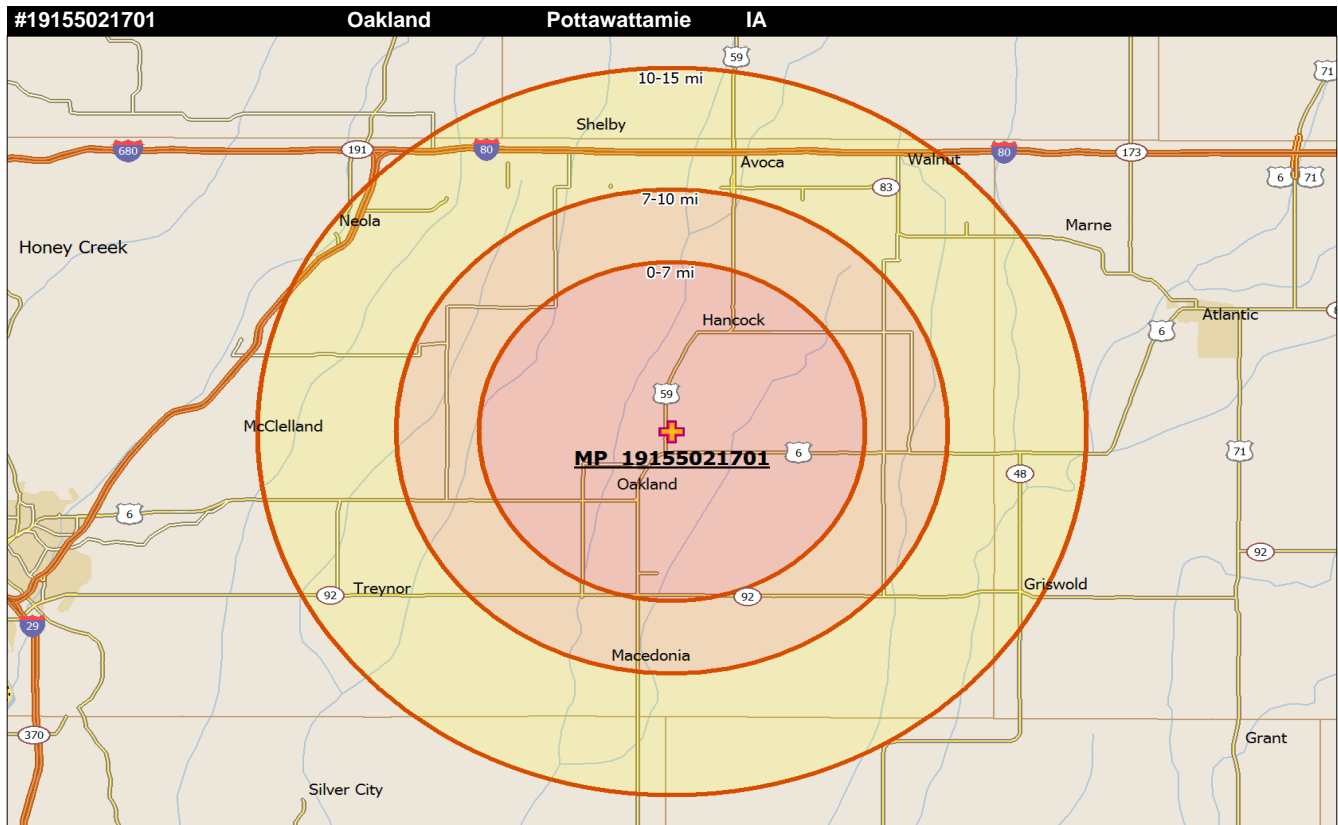| 18	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19159950200	Total Households in 3 mi Ring	895
	CT Centroid Latitude	40.70371	Active Evangelical HHLDS	52
	CT Centroid Longitude	-94.21335	Active Evangelical PERCENT	5.85%
	City Location	Mount Ayr	Unreached HHLDS	561
	County Location	Ringgold	Unreached Percent	62.67%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	99
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.1%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	102
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.39%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	360
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	40.19%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.93%	Low Education County	False
Mainstay Community	2.91%	Low Employment County	False
Working Community	24.47%	Persistent Poverty County	False
Country Community	17.77%	Population Loss County	False
Aspiring Community	4.47%	Nonmetro Recreation County	False
Urban Community	43.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.86	Racial Diversity Index	3.45
Ancestry Diversity Index	82.64	Diversity Composite Index	19.47
Foreign Born Diversity Index	28.33	Population Density Index	5.08

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

#19155021701   **Oakland**   **Pottawattamie**   **IA**

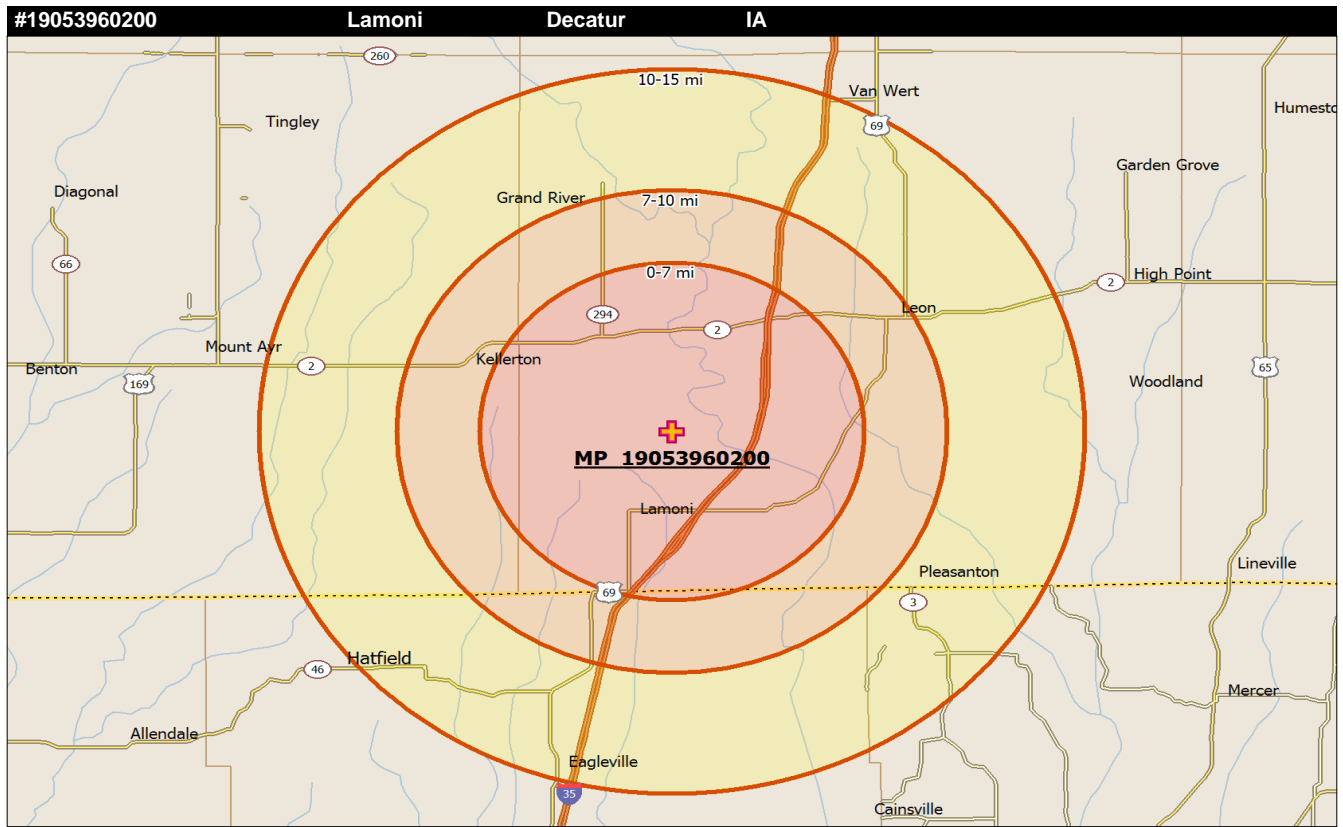| 19	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19155021701	Total Households in 3 mi Ring	653
	CT Centroid Latitude	41.33053	Active Evangelical HHLDS	51
	CT Centroid Longitude	-95.37969	Active Evangelical PERCENT	7.84%
	City Location	Oakland	Unreached HHLDS	420
	County Location	Pottawattamie	Unreached Percent	64.25%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	88
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.41%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	62
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.57%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	270
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	41.28%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.3%	Low Education County	False
Mainstay Community	13.78%	Low Employment County	False
Working Community	50.38%	Persistent Poverty County	False
Country Community	31.09%	Population Loss County	False
Aspiring Community	1.53%	Nonmetro Recreation County	False
Urban Community	0.92%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.28	Racial Diversity Index	3.53
Ancestry Diversity Index	45.09	Diversity Composite Index	9.52
Foreign Born Diversity Index	65.58	Population Density Index	4.81

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

#19053960200   **Lamoni**   **Decatur**   **IA**

20	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19053960200	Total Households in 3 mi Ring	854
	CT Centroid Latitude	40.67122	Active Evangelical HHLDS	129
	CT Centroid Longitude	-93.90924	Active Evangelical PERCENT	15.16%
	City Location	Lamoni	Unreached HHLDS	580
	County Location	Decatur	Unreached Percent	67.88%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	96
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	11.26%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	105
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	12.32%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	378
	Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	44.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.71%	Low Education County	False
Mainstay Community	15.81%	Low Employment County	False
Working Community	18.27%	Persistent Poverty County	False
Country Community	18.62%	Population Loss County	False
Aspiring Community	17.68%	Nonmetro Recreation County	False
Urban Community	5.04%	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	12.32
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

#19173980200   **Bedford**   **Taylor**   **IA**
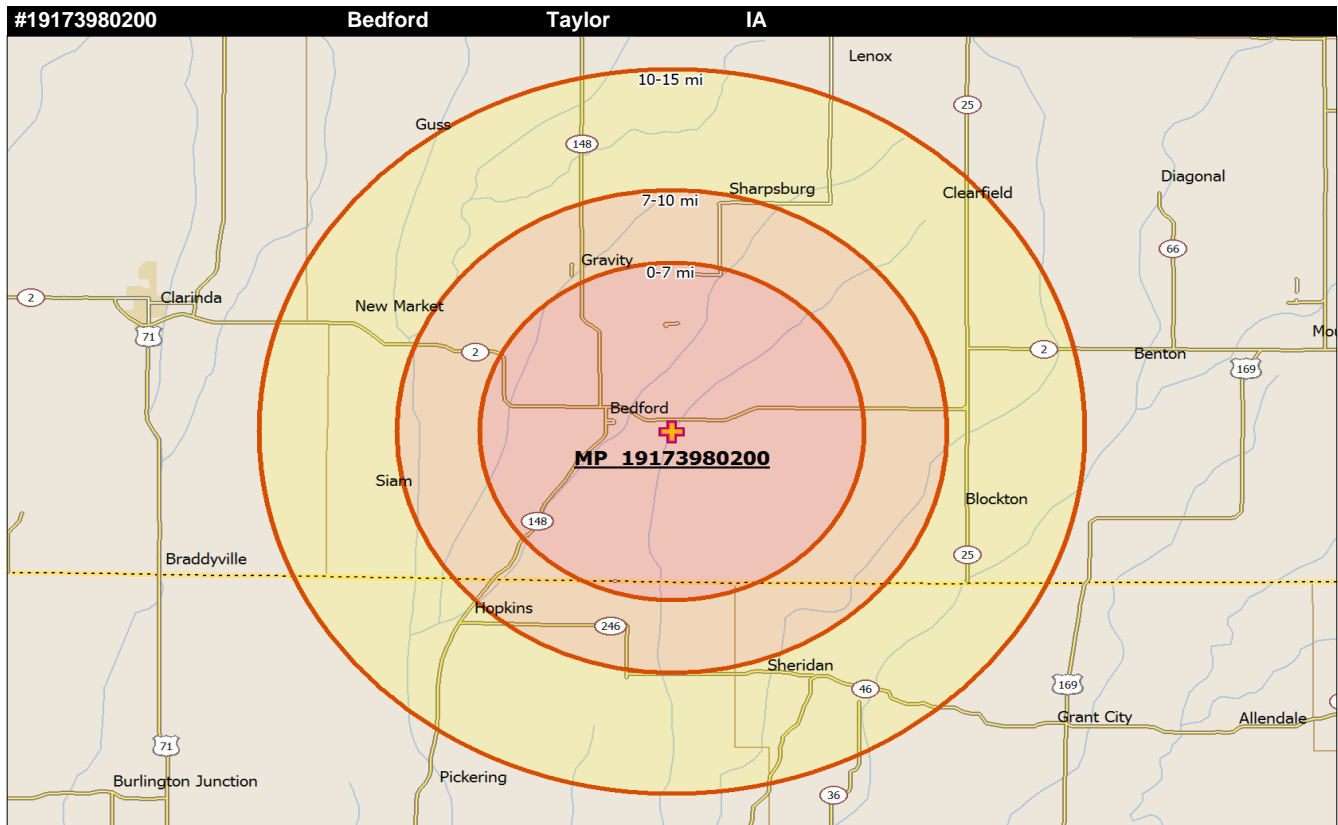
21	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#19173980200	Total Households in 3 mi Ring	767
	CT Centroid Latitude	40.66204	Active Evangelical HHLDS	73
	CT Centroid Longitude	-94.67565	Active Evangelical PERCENT	9.50%
	City Location	Bedford	Unreached HHLDS	475
	County Location	Taylor	Unreached Percent	61.98%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	84
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.96%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	93
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.12%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	298
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	38.91%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	1.17%	Low Employment County	False
Working Community	45.37%	Persistent Poverty County	False
Country Community	10.95%	Population Loss County	True
Aspiring Community	0.65%	Nonmetro Recreation County	False
Urban Community	41.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.37	Racial Diversity Index	5.12
Ancestry Diversity Index	57.16	Diversity Composite Index	5.17
Foreign Born Diversity Index	0.00	Population Density Index	4.33

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

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 countryscape, 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
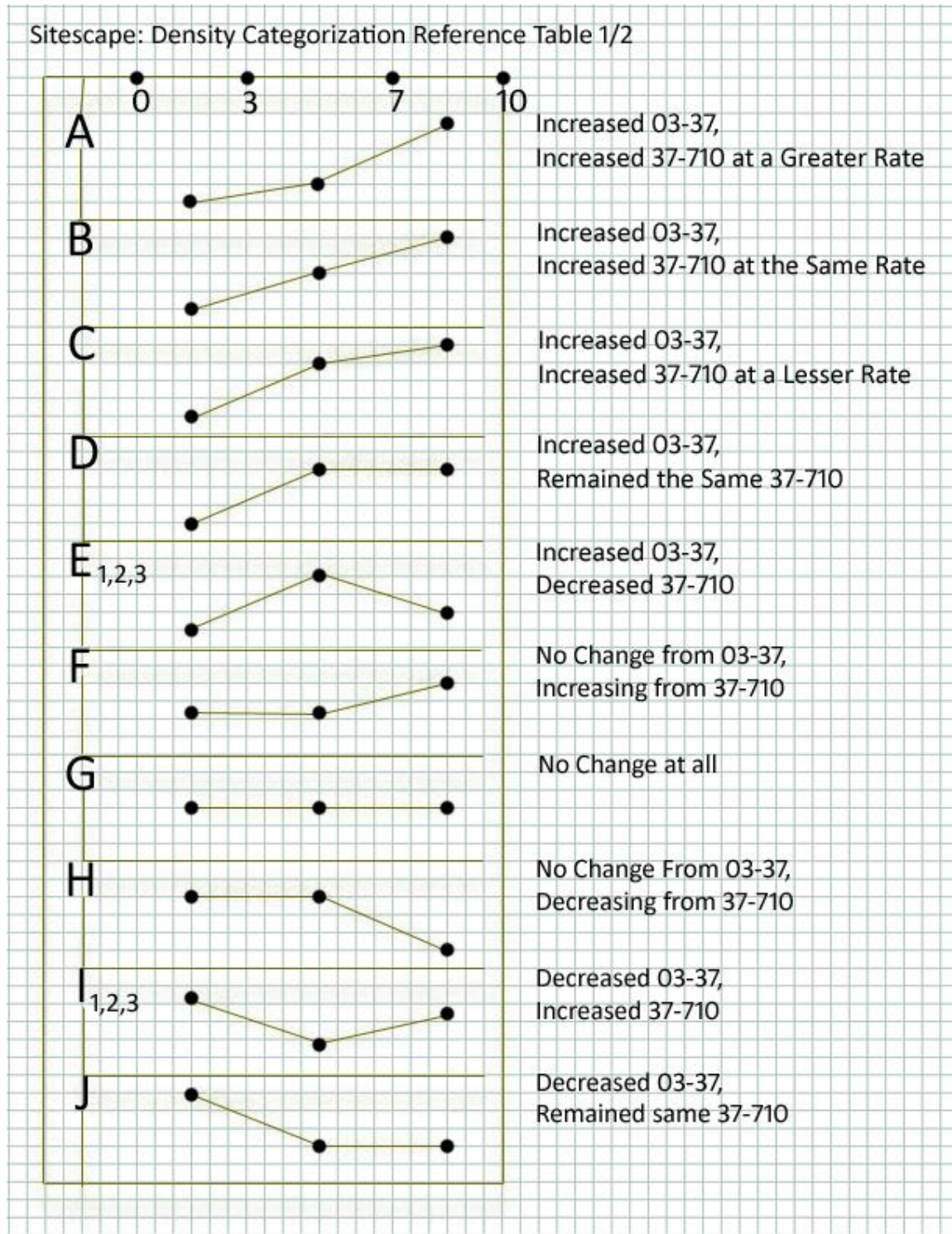
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:
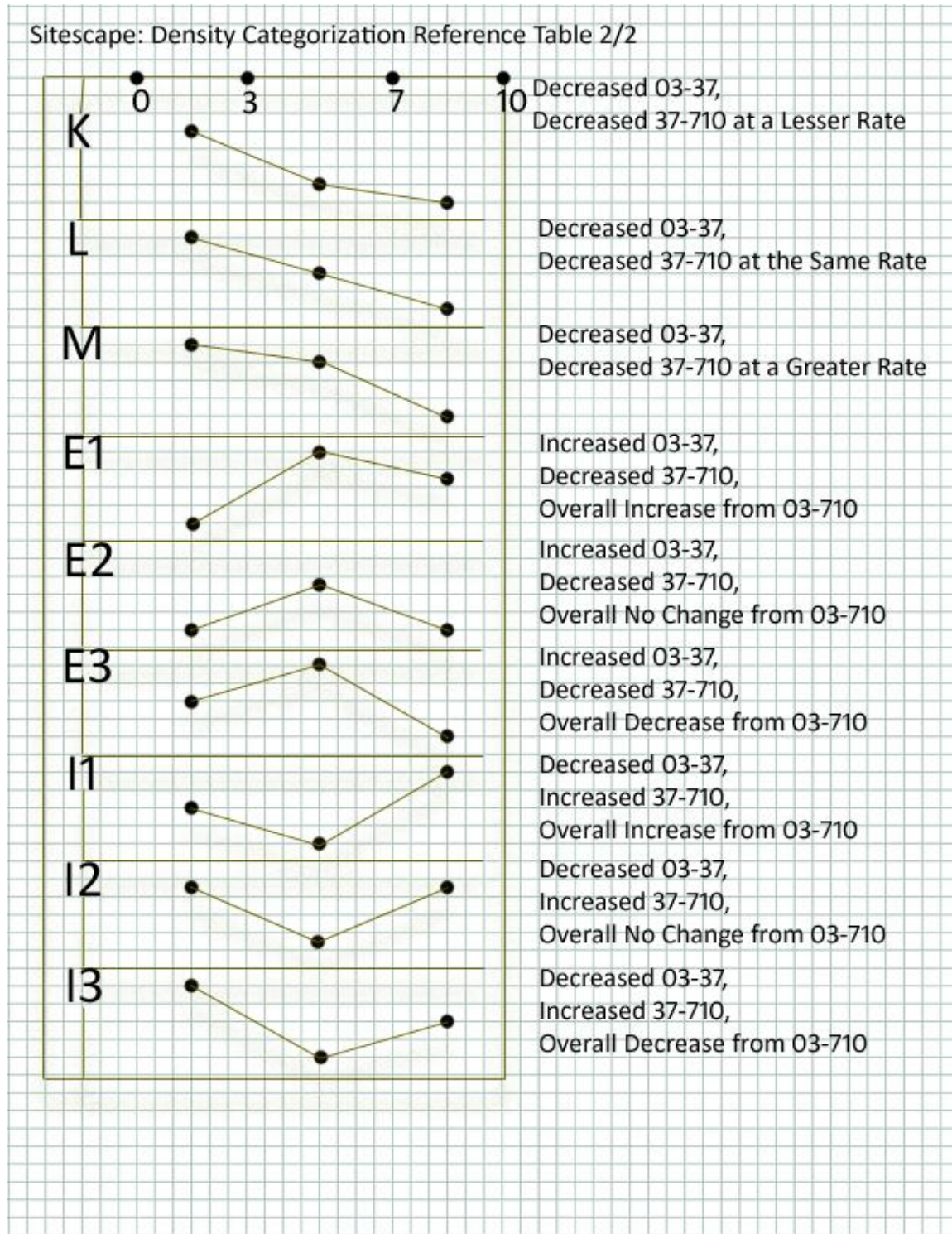
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

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

Sitescape: Density Categorization Reference Table 1/2

	0	3	7	10	
A					Increased 03-37, Increased 37-710 at a Greater Rate
B					Increased 03-37, Increased 37-710 at the Same Rate
C					Increased 03-37, Increased 37-710 at a Lesser Rate
D					Increased 03-37, Remained the Same 37-710
E 1,2,3					Increased 03-37, Decreased 37-710
F					No Change from 03-37, Increasing from 37-710
G					No Change at all
H					No Change From 03-37, Decreasing from 37-710
I 1,2,3					Decreased 03-37, Increased 37-710
J					Decreased 03-37, Remained same 37-710

Sitescape: Density Categorization Reference Table 2/2

	0	3	7	10	
K					Decreased 03-37, Decreased 37-710 at a Lesser Rate
L					Decreased 03-37, Decreased 37-710 at the Same Rate
M					Decreased 03-37, Decreased 37-710 at a Greater Rate
E1					Increased 03-37, Decreased 37-710, Overall Increase from 03-710
E2					Increased 03-37, Decreased 37-710, Overall No Change from 03-710
E3					Increased 03-37, Decreased 37-710, Overall Decrease from 03-710
I1					Decreased 03-37, Increased 37-710, Overall Increase from 03-710
I2					Decreased 03-37, Increased 37-710, Overall No Change from 03-710
I3					Decreased 03-37, Increased 37-710, Overall Decrease from 03-710

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 that the 3-7 mile band, it's density continues to decrease compared to either of the first to 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 conclaves -- either direction represents a unique church planting environment

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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

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