BAPTIST STATE CONVENTION of MICHIGAN

MISSION POINTS
Top Unreached Locations

Top Mission Points in the Woodland Association, Michigan

iFocus CONGREGATIONAL DEVELOPMENT

neotribal CULTURES PROJECT

Intercultural Institute for Contextual Ministry

Understanding Your Mission Point Report

The purpose of the Mission Point 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 Mission Point 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 IICM 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 IICM Sitescape density location type: city – 1-2 miles; suburb - 3- 4 miles; town – 6-8 miles, and country – 14-16 miles.

Each Mission Point report identifies each location by census tract centroid, latitude & longitude, city, county, IICM 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.

The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties are identified with a true/false designation for the site location.

The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared to the rest of the country as well.

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

God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director
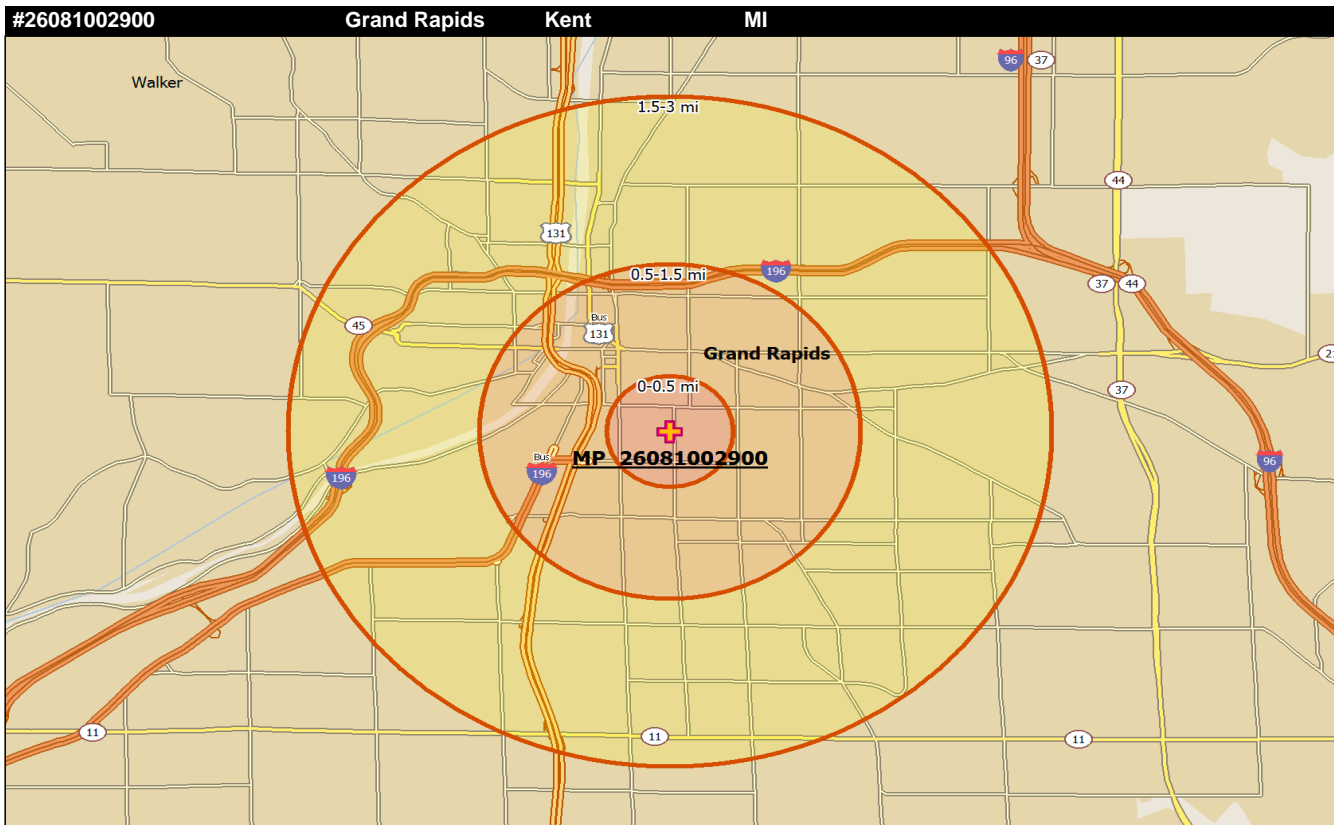
#26081002900   **Grand Rapids**   **Kent**   **MI**

1	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081002900	Total Households in 3 mi Ring	52,411
	CT Centroid Latitude	42.95254	Active Evangelical HHLDS	7,452
	CT Centroid Longitude	-85.65977	Active Evangelical PERCENT	14.22%
	City Location	Grand Rapids	Unreached HHLDS	36,566
	County Location	Kent	Unreached Percent	69.77%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,773
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.65%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,793
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.14%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	22,259
	Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.47%

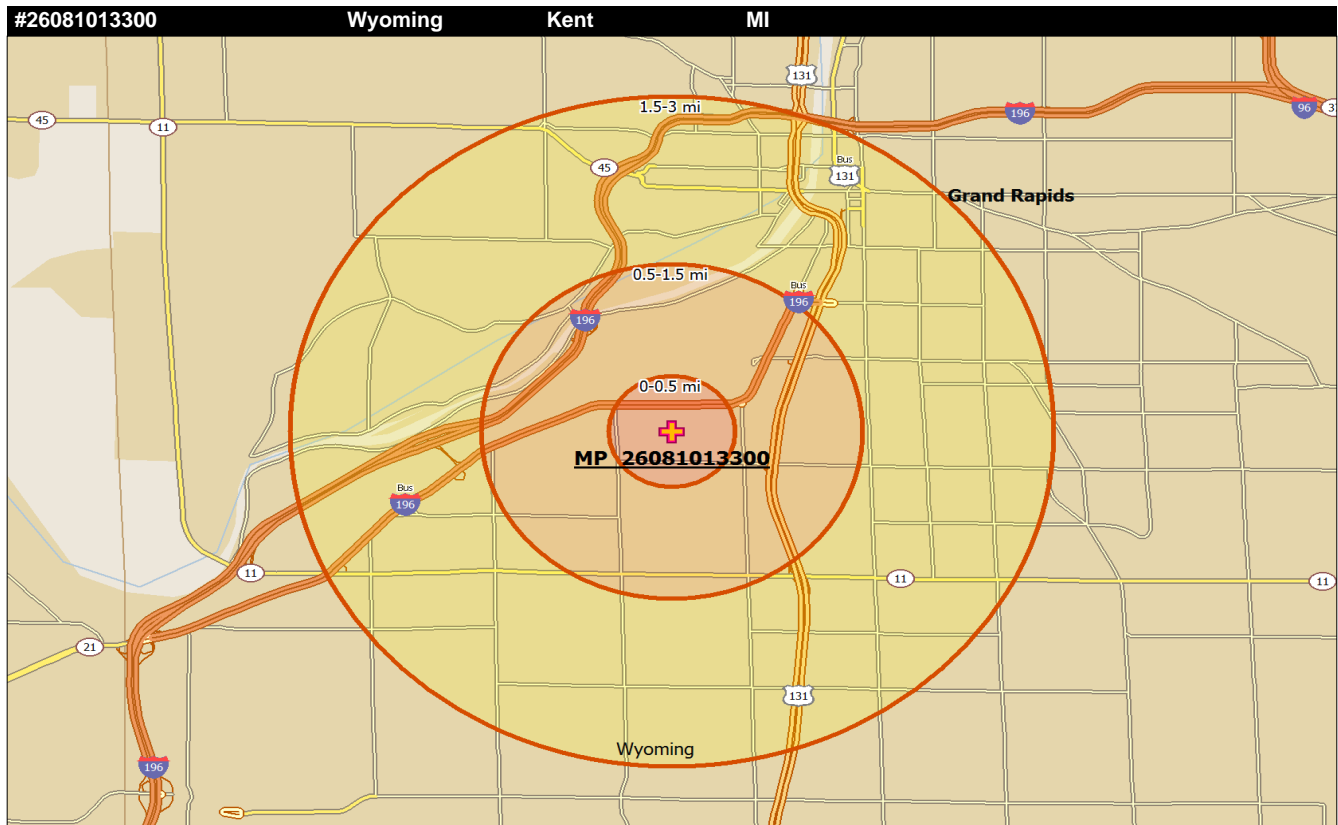| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.42%	Low Education County	False
Mainstay Community	6.11%	Low Employment County	False
Working Community	33.01%	Persistent Poverty County	False
Country Community	0.6%	Population Loss County	False
Aspiring Community	12.28%	Nonmetro Recreation County	False
Urban Community	34.59%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	66.36	Racial Diversity Index	83.14
Ancestry Diversity Index	40.76	Diversity Composite Index	57.57
Foreign Born Diversity Index	15.58	Population Density Index	83.70
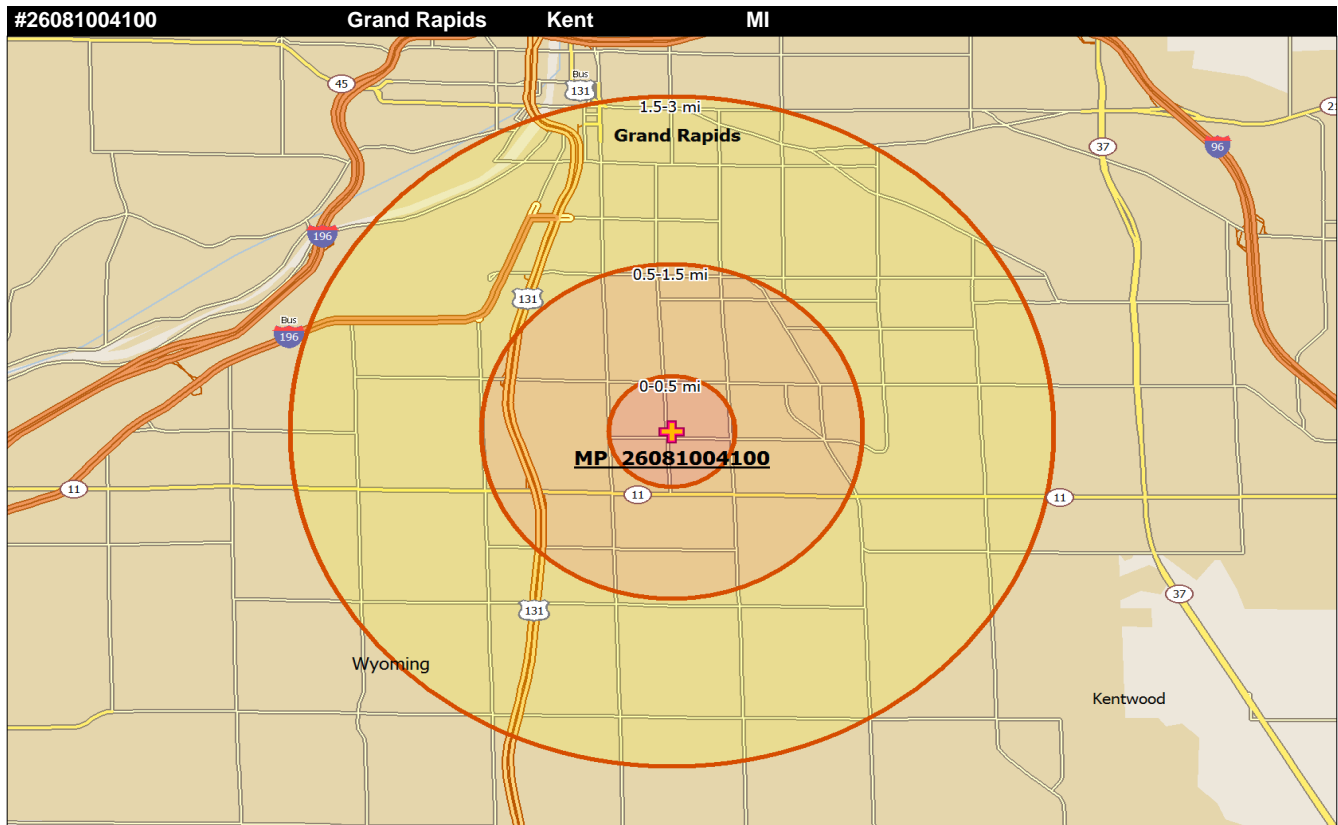
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

#26081004100	Grand Rapids	Kent	MI

2	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081004100	Total Households in 3 mi Ring	49,054
	CT Centroid Latitude	42.92103	Active Evangelical HHLDS	6,930
	CT Centroid Longitude	-85.65664	Active Evangelical PERCENT	14.13%
	City Location	Grand Rapids	Unreached HHLDS	34,313
	County Location	Kent	Unreached Percent	69.95%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,467
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.3%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,466
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.1%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,619
	Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42.03%

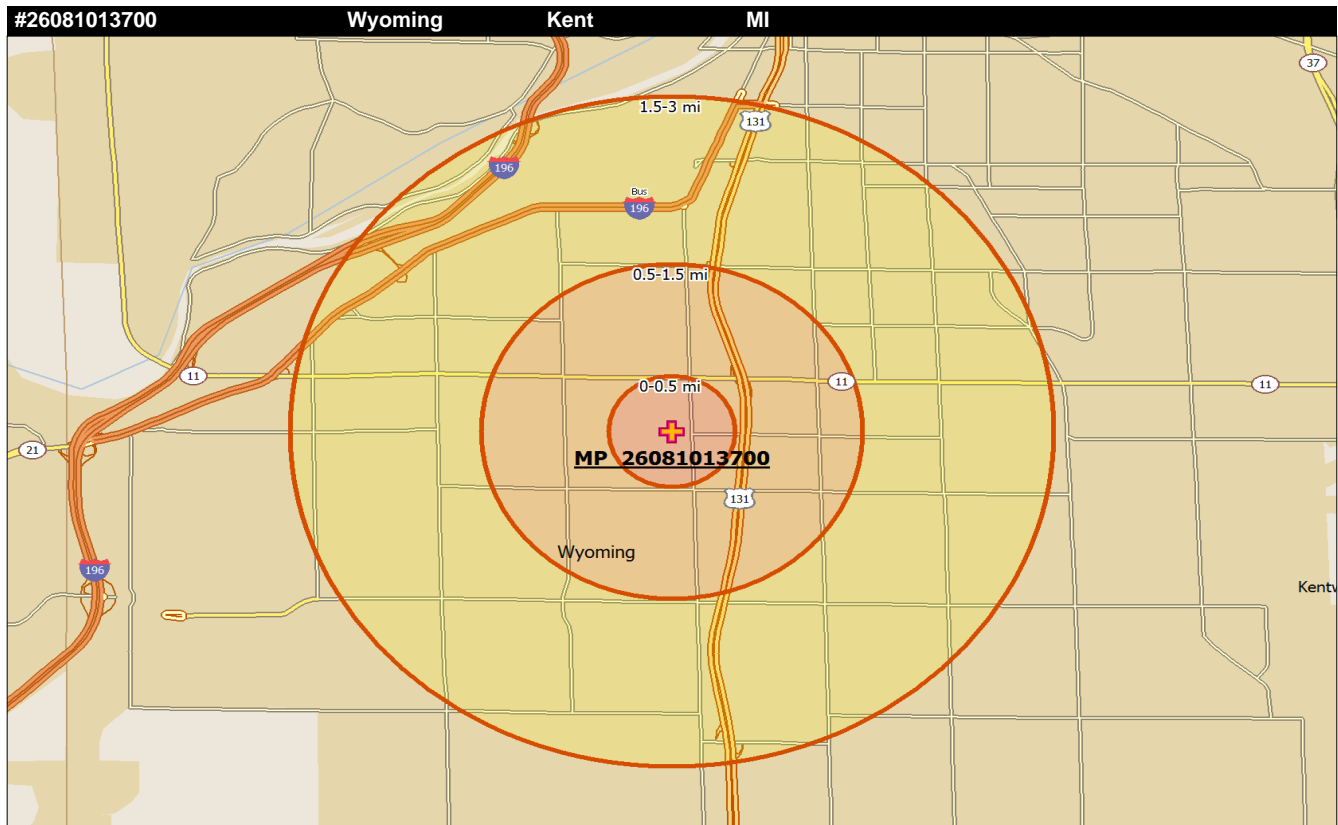| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.88%	Low Education County	False
Mainstay Community	8.37%	Low Employment County	False
Working Community	34.24%	Persistent Poverty County	False
Country Community	0.57%	Population Loss County	False
Aspiring Community	16.64%	Nonmetro Recreation County	False
Urban Community	21.3%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	66.16	Racial Diversity Index	84.58
Ancestry Diversity Index	38.01	Diversity Composite Index	63.30
Foreign Born Diversity Index	20.77	Population Density Index	80.34

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

#26081013300	Wyoming	Kent	MI

MP_26081013300

3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081013300	Total Households in 3 mi Ring	37,393
	CT Centroid Latitude	42.93203	Active Evangelical HHLDS	5,374
	CT Centroid Longitude	-85.69740	Active Evangelical PERCENT	14.37%
	City Location	Wyoming	Unreached HHLDS	25,964
	County Location	Kent	Unreached Percent	69.44%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	6,713
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.95%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,474
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.29%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	15,957
	Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42.67%

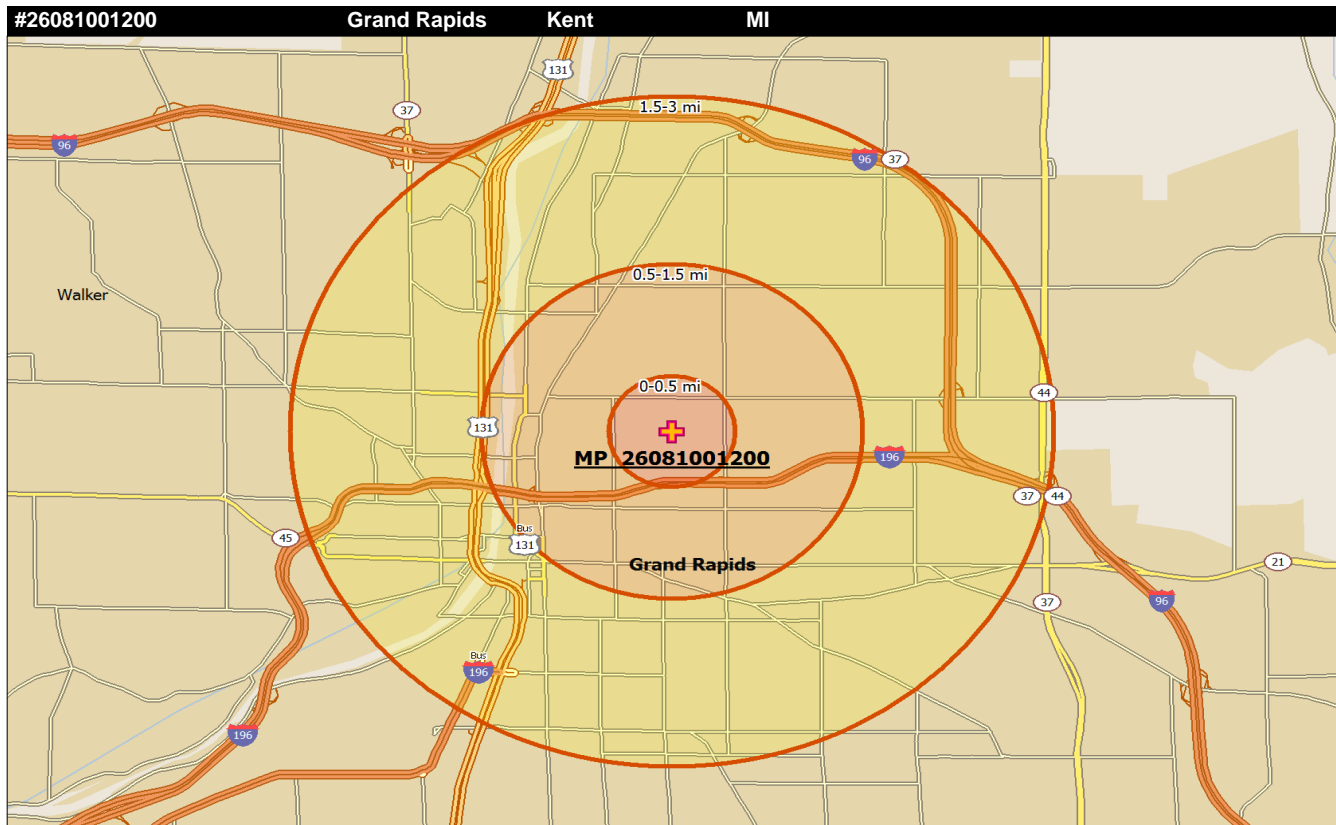| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.3%	Low Education County	False
Mainstay Community	8.53%	Low Employment County	False
Working Community	43.44%	Persistent Poverty County	False
Country Community	1.39%	Population Loss County	False
Aspiring Community	10.55%	Nonmetro Recreation County	False
Urban Community	28.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	70.16	Racial Diversity Index	87.30
Ancestry Diversity Index	33.96	Diversity Composite Index	62.39
Foreign Born Diversity Index	12.63	Population Density Index	74.90

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

#26081013700	Wyoming	Kent	MI

MP 26081013700

Wyoming

4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26081013700	Total Households in 3 mi Ring	38,943
CT Centroid Latitude	42.90638	Active Evangelical HHLDS	5,697
CT Centroid Longitude	-85.68841	Active Evangelical PERCENT	14.63%
City Location	Wyoming	Unreached HHLDS	26,829
County Location	Kent	Unreached Percent	68.89%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,520
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.74%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,923
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.07%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	16,462
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42.27%

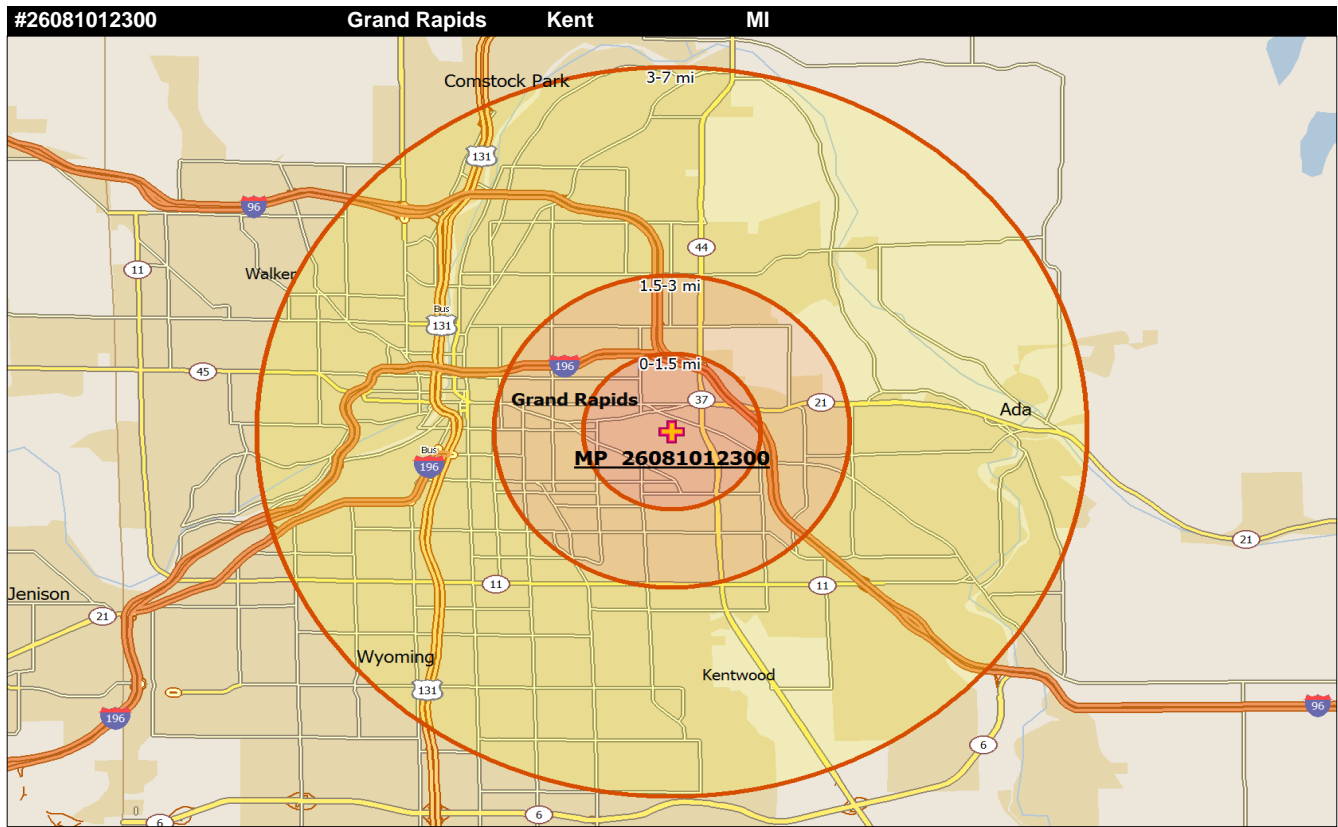| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.22%	Low Education County	False
Mainstay Community	10.7%	Low Employment County	False
Working Community	49.13%	Persistent Poverty County	False
Country Community	1.07%	Population Loss County	False
Aspiring Community	12.39%	Nonmetro Recreation County	False
Urban Community	12.49%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.10	Racial Diversity Index	76.86
Ancestry Diversity Index	47.99	Diversity Composite Index	66.90
Foreign Born Diversity Index	16.61	Population Density Index	74.45

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

#26081001200	Grand Rapids	Kent	MI

5	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26081001200	Total Households in 3 mi Ring	46,295
	CT Centroid Latitude	42.98008	Active Evangelical HHLDS	6,596
	CT Centroid Longitude	-85.64798	Active Evangelical PERCENT	14.25%
	City Location	Grand Rapids	Unreached HHLDS	32,267
	County Location	Kent	Unreached Percent	69.7%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,525
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.41%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,518
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.76%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,447
	Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.01%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	14.41%	Low Education County	False
Mainstay Community	4.58%	Low Employment County	False
Working Community	33.97%	Persistent Poverty County	False
Country Community	0.66%	Population Loss County	False
Aspiring Community	10.94%	Nonmetro Recreation County	False
Urban Community	35.44%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.26	Racial Diversity Index	72.68
Ancestry Diversity Index	55.56	Diversity Composite Index	70.50
Foreign Born Diversity Index	26.88	Population Density Index	77.66

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

www.iicm.net

#26081012300	Grand Rapids	Kent	MI

6	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26081012300	Total Households in 3 mi Ring	42,774
	CT Centroid Latitude	42.95508	Active Evangelical HHLDS	5,943
	CT Centroid Longitude	-85.59993	Active Evangelical PERCENT	13.89%
	City Location	Grand Rapids	Unreached HHLDS	30,135
	County Location	Kent	Unreached Percent	70.45%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	8,524
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	19.93%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,995
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.34%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	17,871
	Population Pattern	100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41.78%

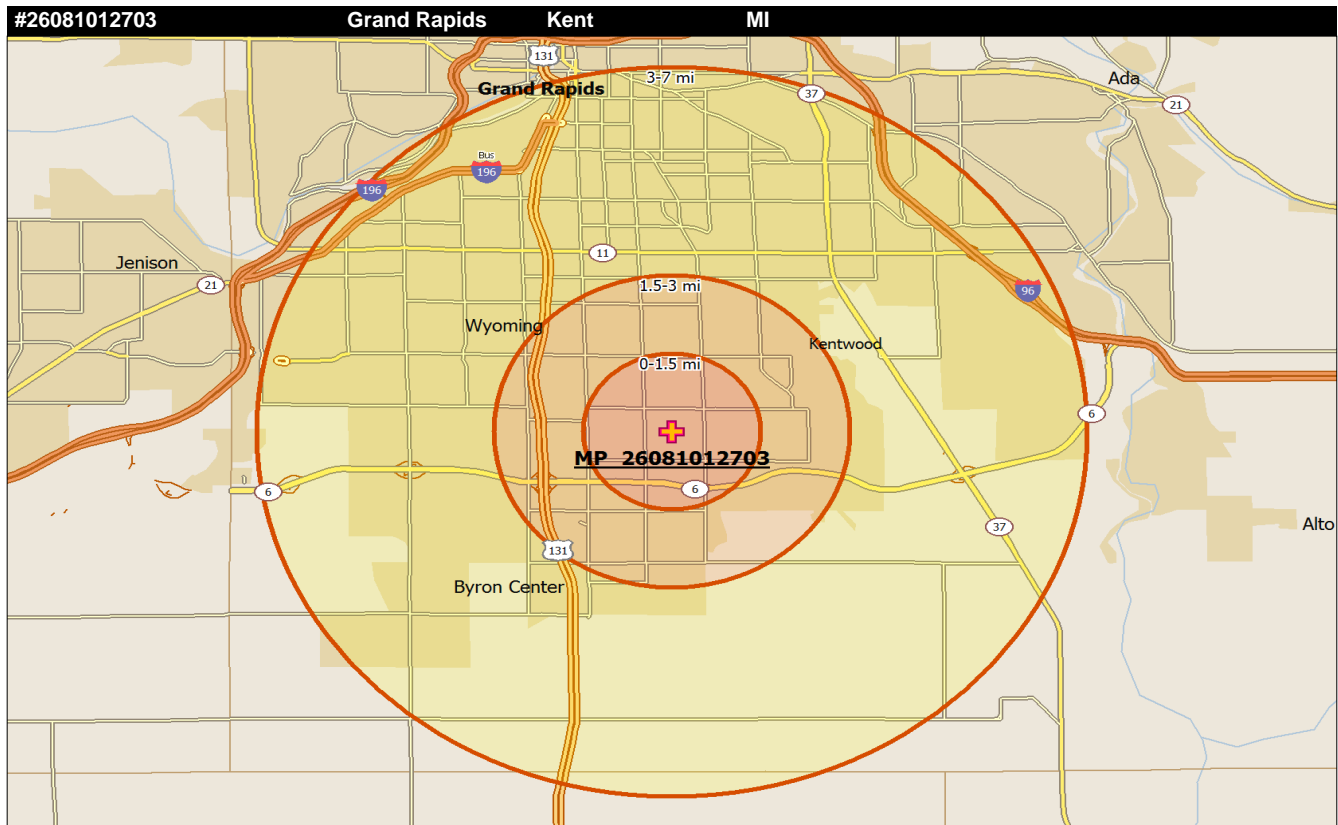| **3 MILE RING COMMUNITY TYPES**		**3 MILE RING COUNTY TYPES**	
Upscale Community	26.3%	Low Education County	False
Mainstay Community	8.16%	Low Employment County	False
Working Community	15.32%	Persistent Poverty County	False
Country Community	0.99%	Population Loss County	False
Aspiring Community	17.03%	Nonmetro Recreation County	False
Urban Community	32.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.87	Racial Diversity Index	58.88
Ancestry Diversity Index	65.48	Diversity Composite Index	71.39
Foreign Born Diversity Index	82.22	Population Density Index	68.50

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

#26081001500   **Grand Rapids**   **Kent**   **MI**

7 — LOCATION RANK IN REGIONAL SITESCAPE / 3 MILE RING SPIRITUALITY STATUS

LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26081001500	Total Households in 3 mi Ring	41,346
CT Centroid Latitude	42.98047	Active Evangelical HHLDS	5,971
CT Centroid Longitude	-85.68346	Active Evangelical PERCENT	14.44%
City Location	Grand Rapids	Unreached HHLDS	28,644
County Location	Kent	Unreached Percent	69.28%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,059
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.07%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,269
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.32%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,463
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.24%

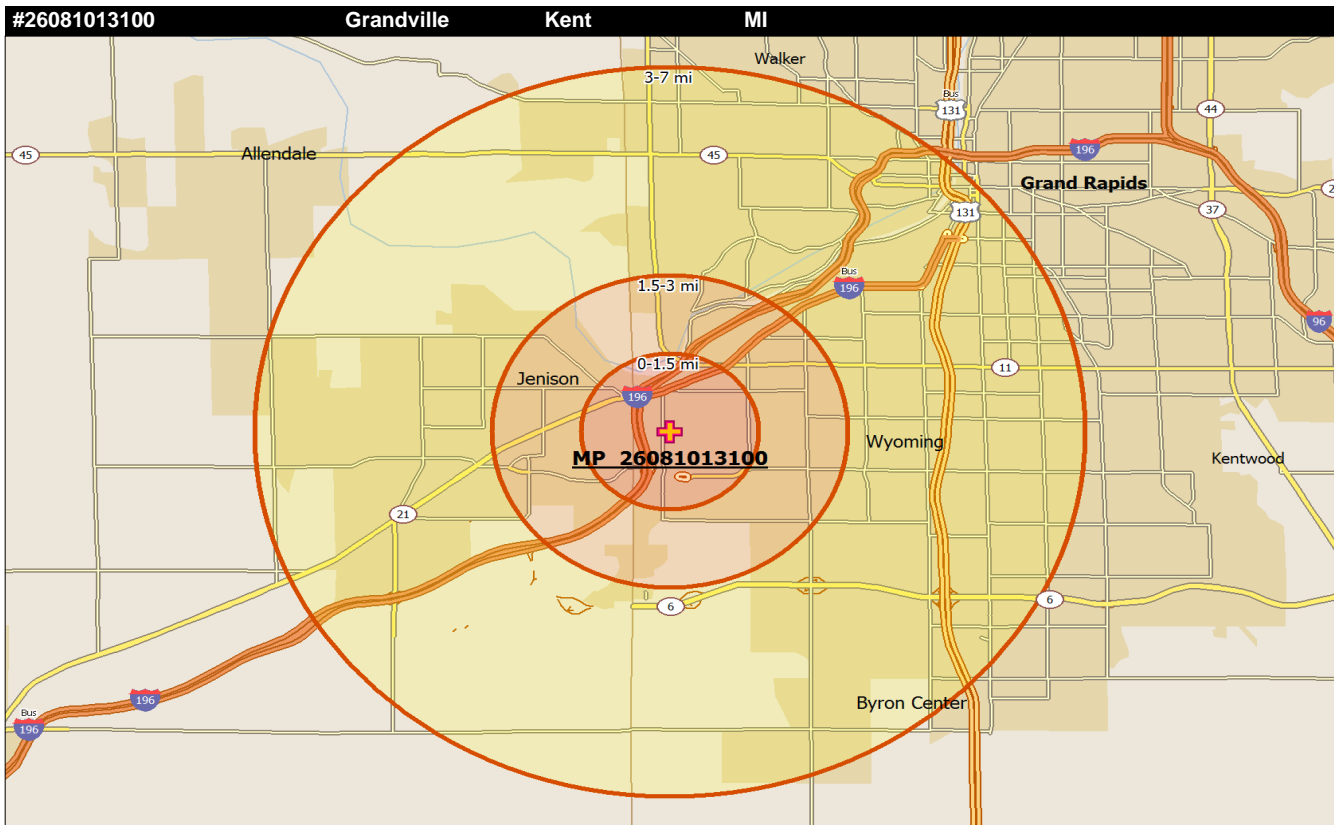| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12%	Low Education County	False
Mainstay Community	4.75%	Low Employment County	False
Working Community	42.45%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	7.71%	Nonmetro Recreation County	False
Urban Community	32.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.02	Racial Diversity Index	66.69
Ancestry Diversity Index	61.25	Diversity Composite Index	55.12
Foreign Born Diversity Index	18.51	Population Density Index	76.68

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

#26081012703	Grand Rapids	Kent	MI

MP_26081012703

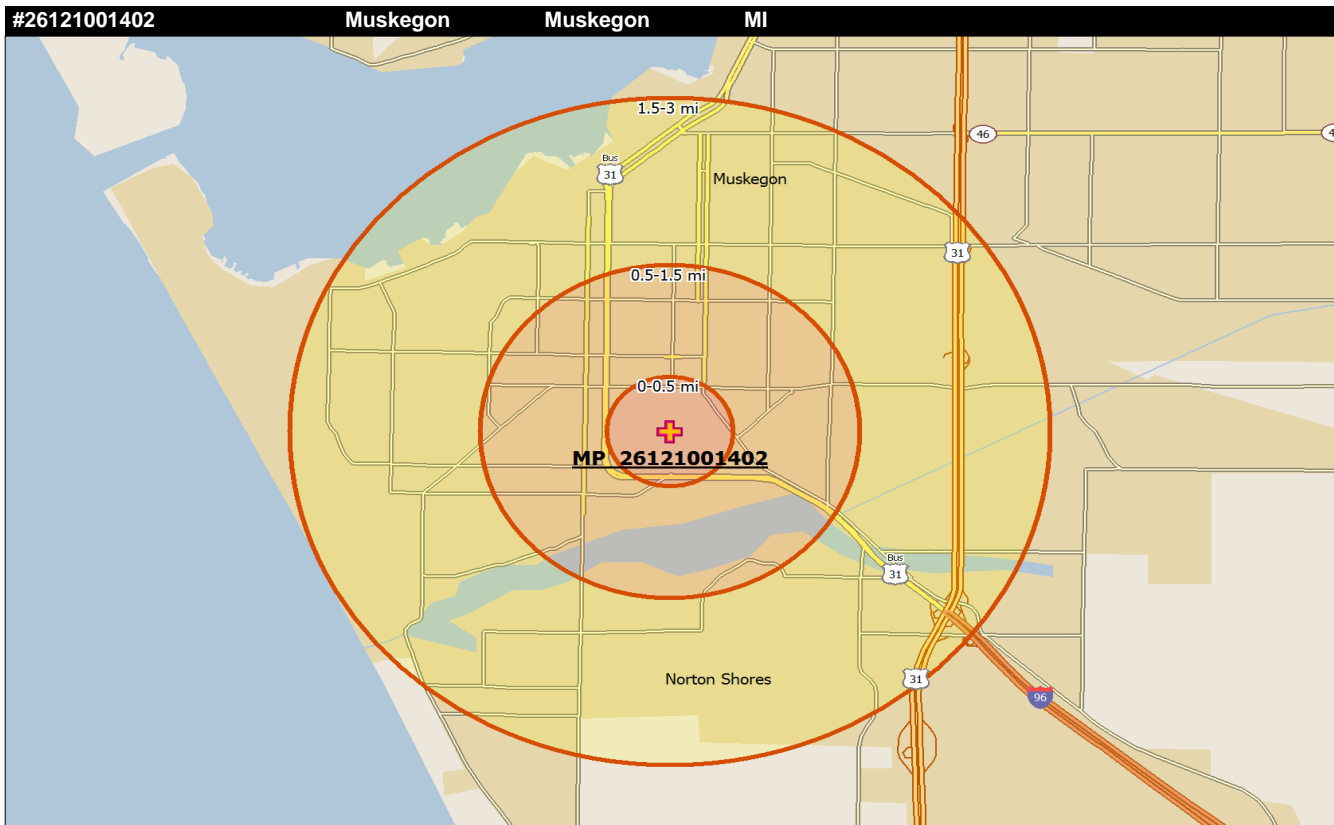| 8	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081012703	Total Households in 3 mi Ring	29,278
	CT Centroid Latitude	42.86283	Active Evangelical HHLDS	4,287
	CT Centroid Longitude	-85.63587	Active Evangelical PERCENT	14.64%
	City Location	Grand Rapids	Unreached HHLDS	20,159
	County Location	Kent	Unreached Percent	68.86%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,595
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.69%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,407
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.64%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,163
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.54%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.94%	Low Education County	False
Mainstay Community	11.55%	Low Employment County	False
Working Community	32.93%	Persistent Poverty County	False
Country Community	5.58%	Population Loss County	False
Aspiring Community	14.6%	Nonmetro Recreation County	False
Urban Community	3.4%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	52.28	Racial Diversity Index	46.66
Ancestry Diversity Index	77.93	Diversity Composite Index	69.15
Foreign Born Diversity Index	72.19	Population Density Index	63.80

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

#26081013100	Grandville	Kent	MI

MP_26081013100

9	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081013100	Total Households in 3 mi Ring	20,968
	CT Centroid Latitude	42.89505	Active Evangelical HHLDS	3,104
	CT Centroid Longitude	-85.76986	Active Evangelical PERCENT	14.80%
	City Location	Grandville	Unreached HHLDS	14,369
	County Location	Kent	Unreached Percent	68.53%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,129
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	14.92%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,463
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.75%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,776
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.86%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	51.72%	Low Education County	False
Mainstay Community	9.23%	Low Employment County	False
Working Community	21.28%	Persistent Poverty County	False
Country Community	0.95%	Population Loss County	False
Aspiring Community	12.3%	Nonmetro Recreation County	False
Urban Community	4.53%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.41	Racial Diversity Index	27.42
Ancestry Diversity Index	55.03	Diversity Composite Index	46.01
Foreign Born Diversity Index	79.71	Population Density Index	54.22

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

#26121001402	Muskegon	Muskegon	MI

10   LOCATION RANK IN REGIONAL SITESCAPE   **3 MILE RING SPIRITUALITY STATUS**

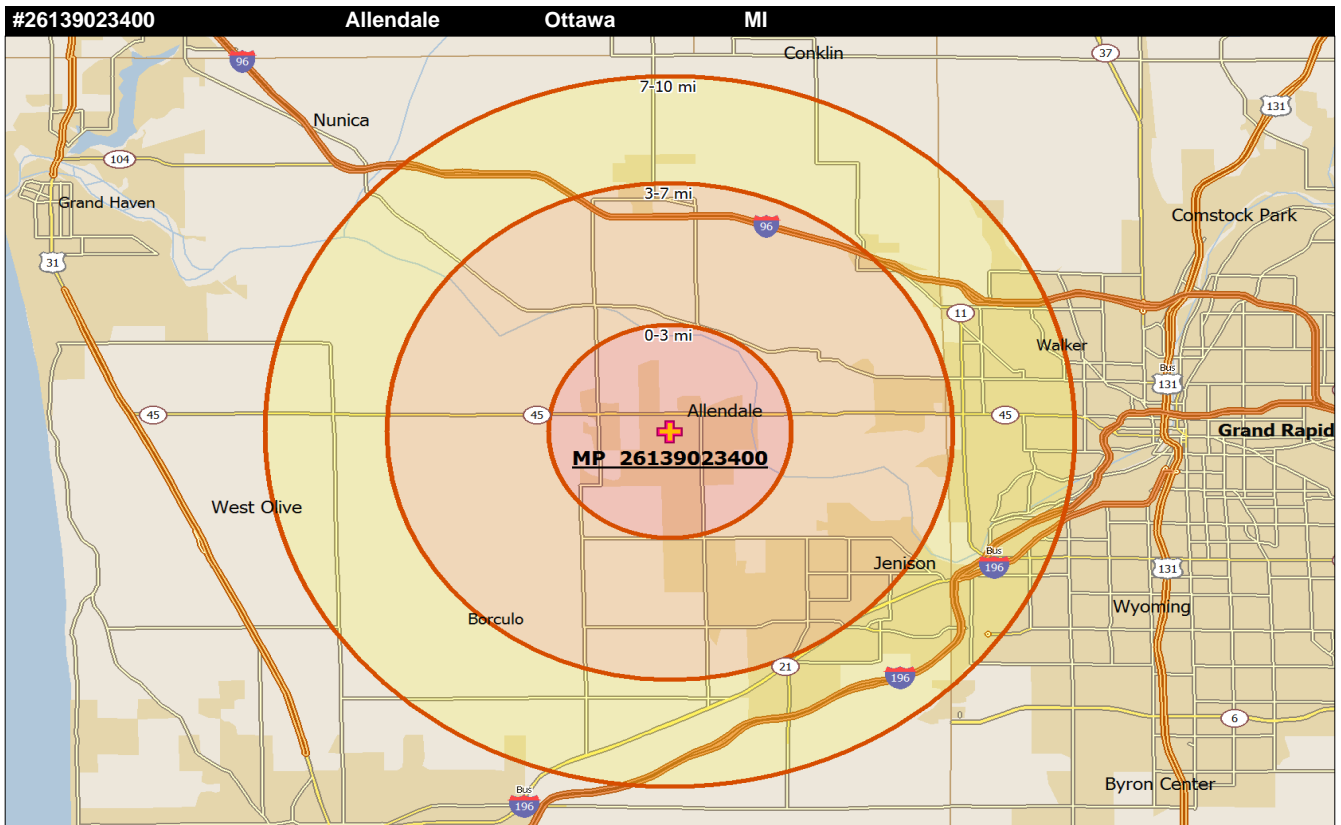|			
Census Tract	#26121001402	Total Households in 3 mi Ring	24,441
CT Centroid Latitude	43.19531	Active Evangelical HHLDS	2,638
CT Centroid Longitude	-86.25000	Active Evangelical PERCENT	10.79%
City Location	Muskegon	Unreached HHLDS	16,792
County Location	Muskegon	Unreached Percent	68.7%
Sitescape Category code	4	Religious but NOT Evang HHLDS	5,334
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	21.82%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	1,789
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	7.32%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	9,990
Population Pattern	100000-100000-50000	NOT Evangelical NOT Interested PERCENT	40.88%

3 MILE RING COMMUNITY TYPES   **3 MILE RING COUNTY TYPES**

Upscale Community	18.53%	Low Education County	False
Mainstay Community	5.31%	Low Employment County	False
Working Community	32.22%	Persistent Poverty County	False
Country Community	3.57%	Population Loss County	False
Aspiring Community	6.64%	Nonmetro Recreation County	False
Urban Community	33.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)

Language Diversity Index	26.78	Racial Diversity Index	57.91
Ancestry Diversity Index	54.92	Diversity Composite Index	38.24
Foreign Born Diversity Index	44.77	Population Density Index	55.50

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

#26139022400	Holland	Ottawa	MI
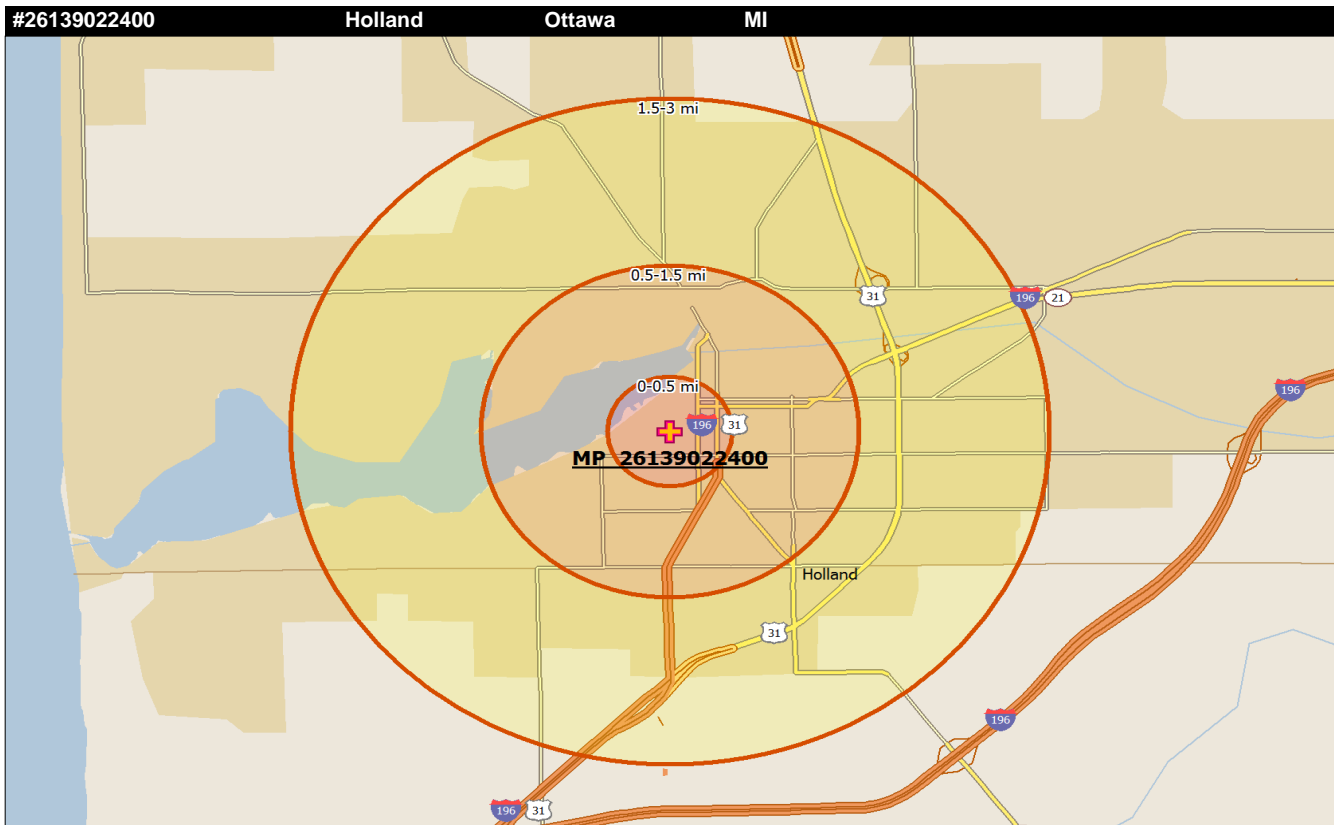
11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26139022400	Total Households in 3 mi Ring	21,058
	CT Centroid Latitude	42.78613	Active Evangelical HHLDS	3,346
	CT Centroid Longitude	-86.11634	Active Evangelical PERCENT	15.89%
	City Location	Holland	Unreached HHLDS	14,778
	County Location	Ottawa	Unreached Percent	70.18%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	3,285
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.6%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,400
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.39%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	9,094
	Population Pattern	100000-100000-50000	NOT Evangelical NOT Interested PERCENT	43.18%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	34.21%	Low Education County	False
Mainstay Community	10.1%	Low Employment County	False
Working Community	33.12%	Persistent Poverty County	False
Country Community	3%	Population Loss County	False
Aspiring Community	11.22%	Nonmetro Recreation County	False
Urban Community	8.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.47	Racial Diversity Index	55.59
Ancestry Diversity Index	44.62	Diversity Composite Index	28.61
Foreign Born Diversity Index	29.57	Population Density Index	52.27

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

#26139023400	Allendale	Ottawa	MI

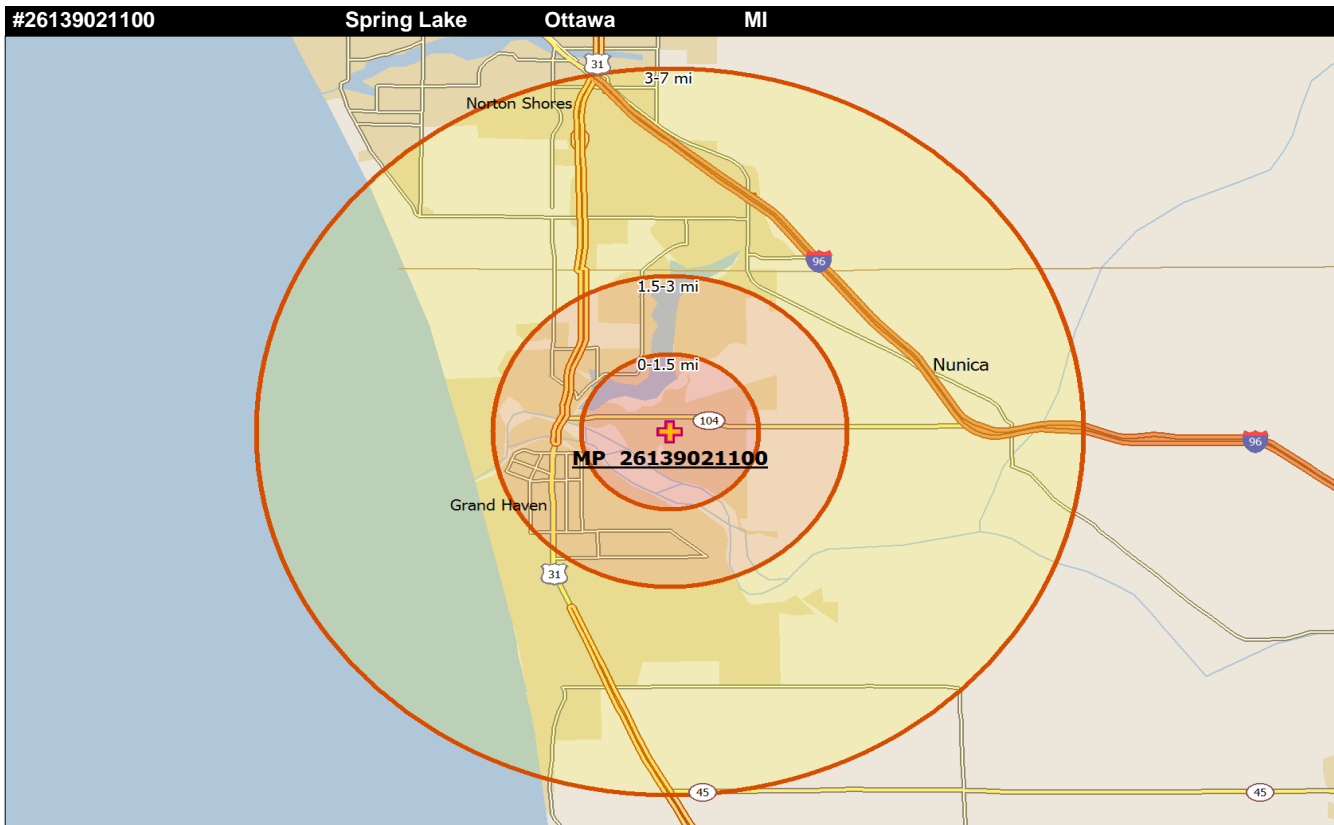| 12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26139023400	Total Households in 3 mi Ring	3,915
	CT Centroid Latitude	42.96510	Active Evangelical HHLDS	607
	CT Centroid Longitude	-85.91908	Active Evangelical PERCENT	15.49%
	City Location	Allendale	Unreached HHLDS	2,778
	County Location	Ottawa	Unreached Percent	70.96%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	371
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	9.47%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	570
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	14.56%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,837
	Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	46.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.11%	Low Education County	False
Mainstay Community	34.1%	Low Employment County	False
Working Community	7.89%	Persistent Poverty County	False
Country Community	2.91%	Population Loss County	False
Aspiring Community	29.89%	Nonmetro Recreation County	False
Urban Community	13.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.65	Racial Diversity Index	18.53
Ancestry Diversity Index	65.50	Diversity Composite Index	22.81
Foreign Born Diversity Index	37.01	Population Density Index	26.15

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

#26139021100	Spring Lake	Ottawa	MI

MP_26139021100

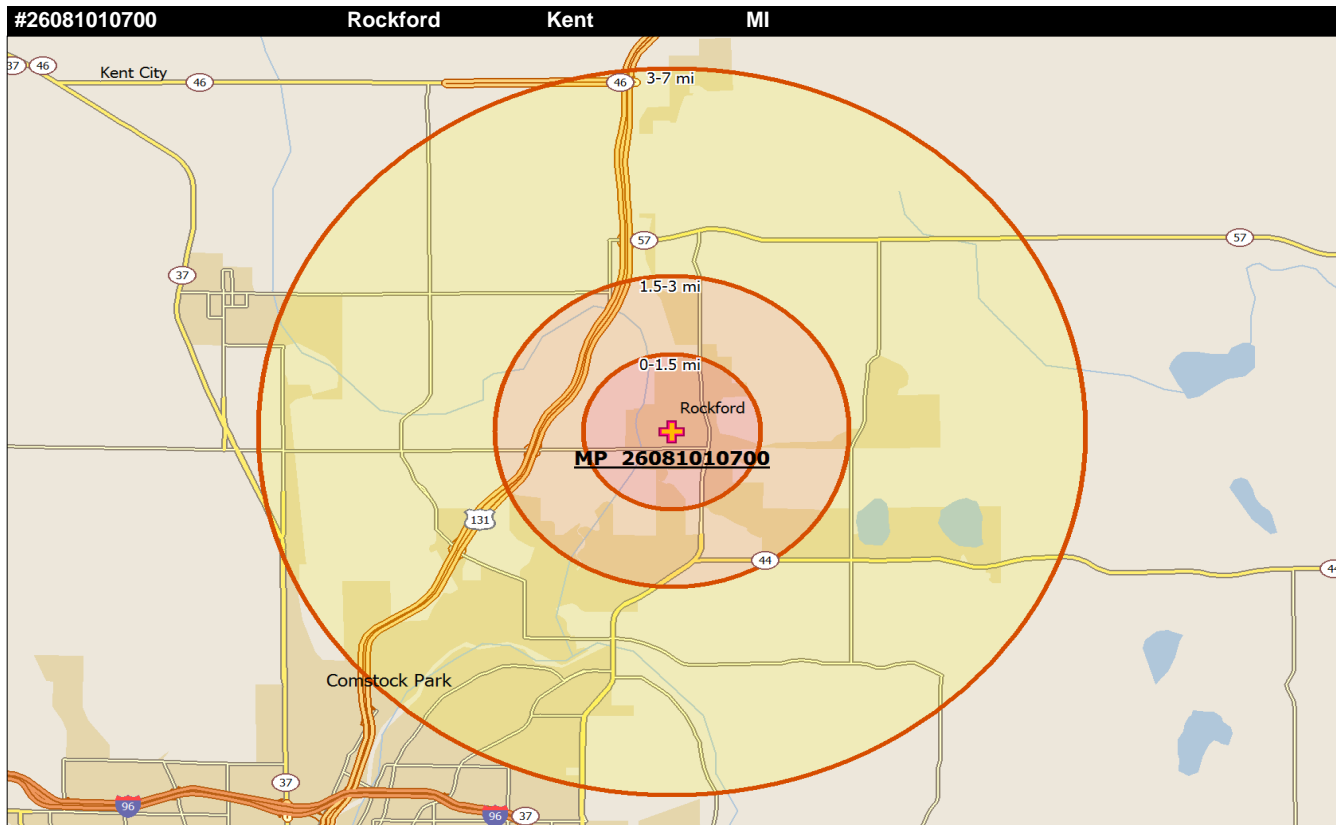| 13	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26139021100	Total Households in 3 mi Ring	12,297
	CT Centroid Latitude	43.07259	Active Evangelical HHLDS	2,048
	CT Centroid Longitude	-86.18118	Active Evangelical PERCENT	16.66%
	City Location	Spring Lake	Unreached HHLDS	8,452
	County Location	Ottawa	Unreached Percent	68.74%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	1,921
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	15.62%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,332
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.83%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	5,203
	Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.31%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.88%	Low Education County	False
Mainstay Community	13.66%	Low Employment County	False
Working Community	33.72%	Persistent Poverty County	False
Country Community	2.42%	Population Loss County	False
Aspiring Community	4.24%	Nonmetro Recreation County	False
Urban Community	2.07%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.17	Racial Diversity Index	9.57
Ancestry Diversity Index	87.24	Diversity Composite Index	43.27
Foreign Born Diversity Index	67.25	Population Density Index	37.55

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

#26081010700 **Rockford** **Kent** **MI**

14	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081010700	Total Households in 3 mi Ring	6,146
	CT Centroid Latitude	43.12207	Active Evangelical HHLDS	911
	CT Centroid Longitude	-85.56016	Active Evangelical PERCENT	14.83%
	City Location	Rockford	Unreached HHLDS	4,207
	County Location	Kent	Unreached Percent	68.45%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	926
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	15.06%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	725
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.8%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,556
	Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.59%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	72.31%	Low Education County	False
Mainstay Community	16.51%	Low Employment County	False
Working Community	6.96%	Persistent Poverty County	False
Country Community	0.39%	Population Loss County	False
Aspiring Community	0.73%	Nonmetro Recreation County	False
Urban Community	3.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.08	Racial Diversity Index	14.59
Ancestry Diversity Index	90.72	Diversity Composite Index	55.11
Foreign Born Diversity Index	77.08	Population Density Index	27.95

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

www.iicm.net

#26081014806	Alto	Kent	MI
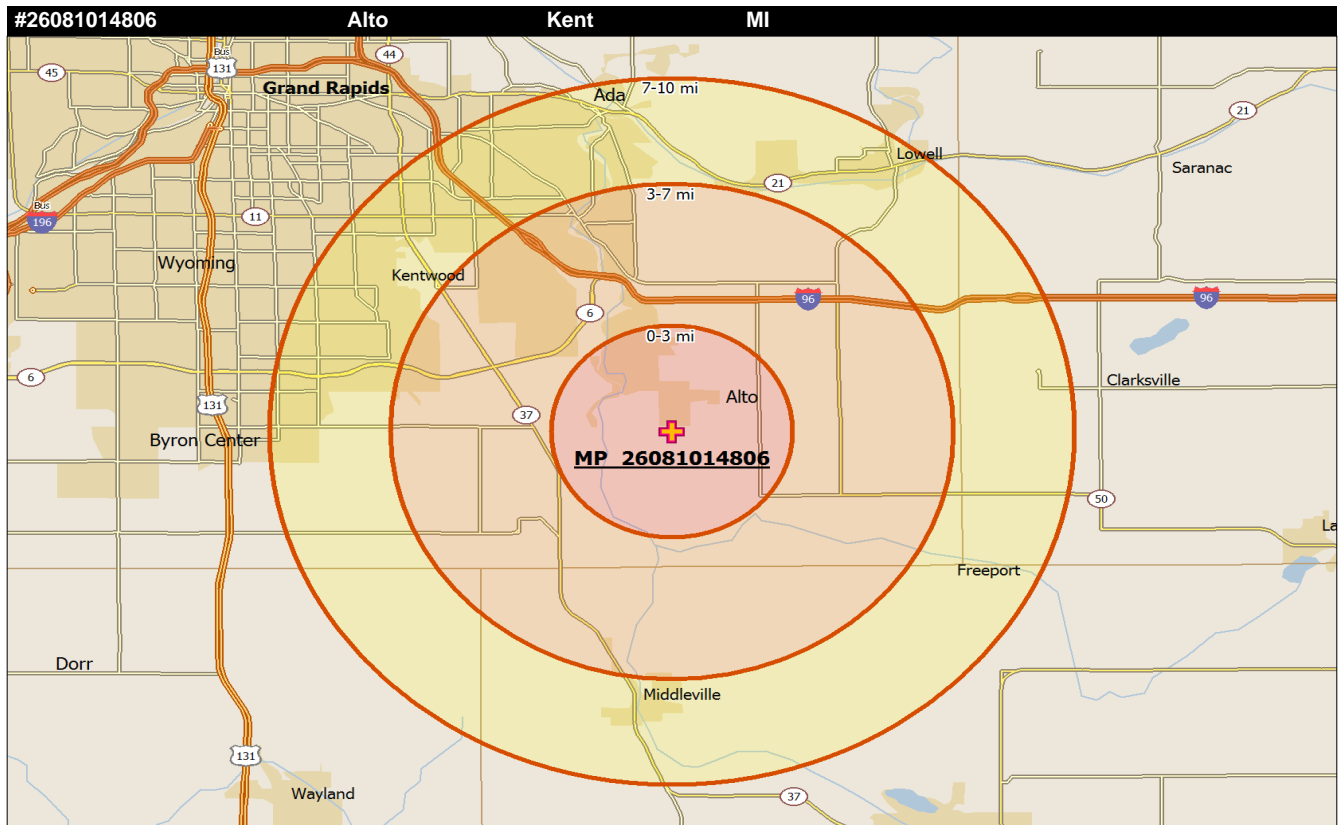
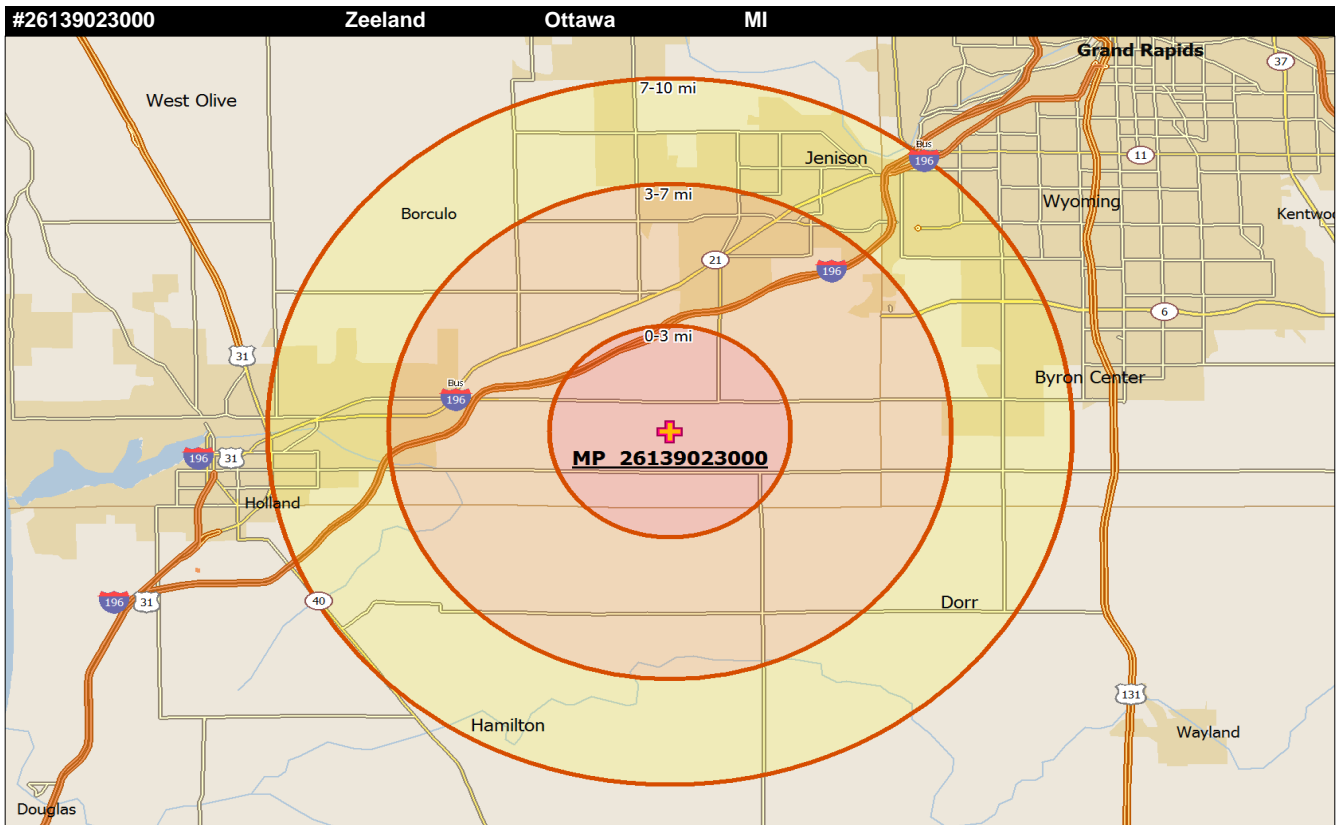| 15	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081014806	Total Households in 3 mi Ring	2,492
	CT Centroid Latitude	42.82435	Active Evangelical HHLDS	376
	CT Centroid Longitude	-85.45182	Active Evangelical PERCENT	15.09%
	City Location	Alto	Unreached HHLDS	1,692
	County Location	Kent	Unreached Percent	67.92%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	342
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.72%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	314
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.59%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	1,037
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.62%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	70.51%	Low Education County	False
Mainstay Community	27.89%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	1.61%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.23	Racial Diversity Index	12.78
Ancestry Diversity Index	81.51	Diversity Composite Index	38.46
Foreign Born Diversity Index	27.43	Population Density Index	15.01

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

#26139023000	Zeeland	Ottawa	MI

16	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26139023000	Total Households in 3 mi Ring	1,065
	CT Centroid Latitude	42.79896	Active Evangelical HHLDS	202
	CT Centroid Longitude	-85.88568	Active Evangelical PERCENT	19.00%
	City Location	Zeeland	Unreached HHLDS	685
	County Location	Ottawa	Unreached Percent	64.35%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	84
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	7.92%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	154
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.43%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	447
	Population Pattern	10000-50000-250000	NOT Evangelical NOT Interested PERCENT	42%

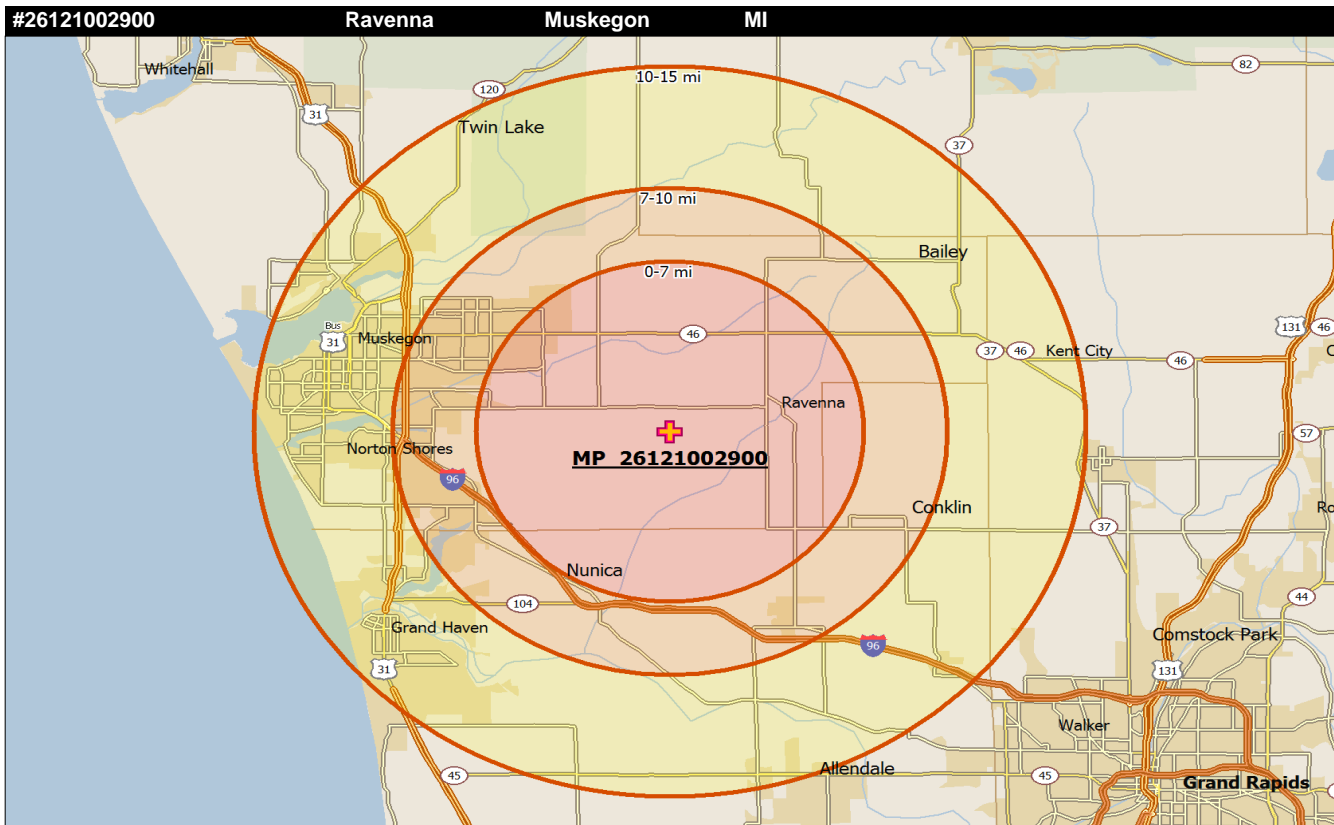| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.55%	Low Education County	False
Mainstay Community	83.19%	Low Employment County	False
Working Community	0.85%	Persistent Poverty County	False
Country Community	0.75%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	3.66%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.07	Racial Diversity Index	7.24
Ancestry Diversity Index	20.42	Diversity Composite Index	11.97
Foreign Born Diversity Index	45.95	Population Density Index	14.55

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

#26139022000	West Olive	Ottawa	MI
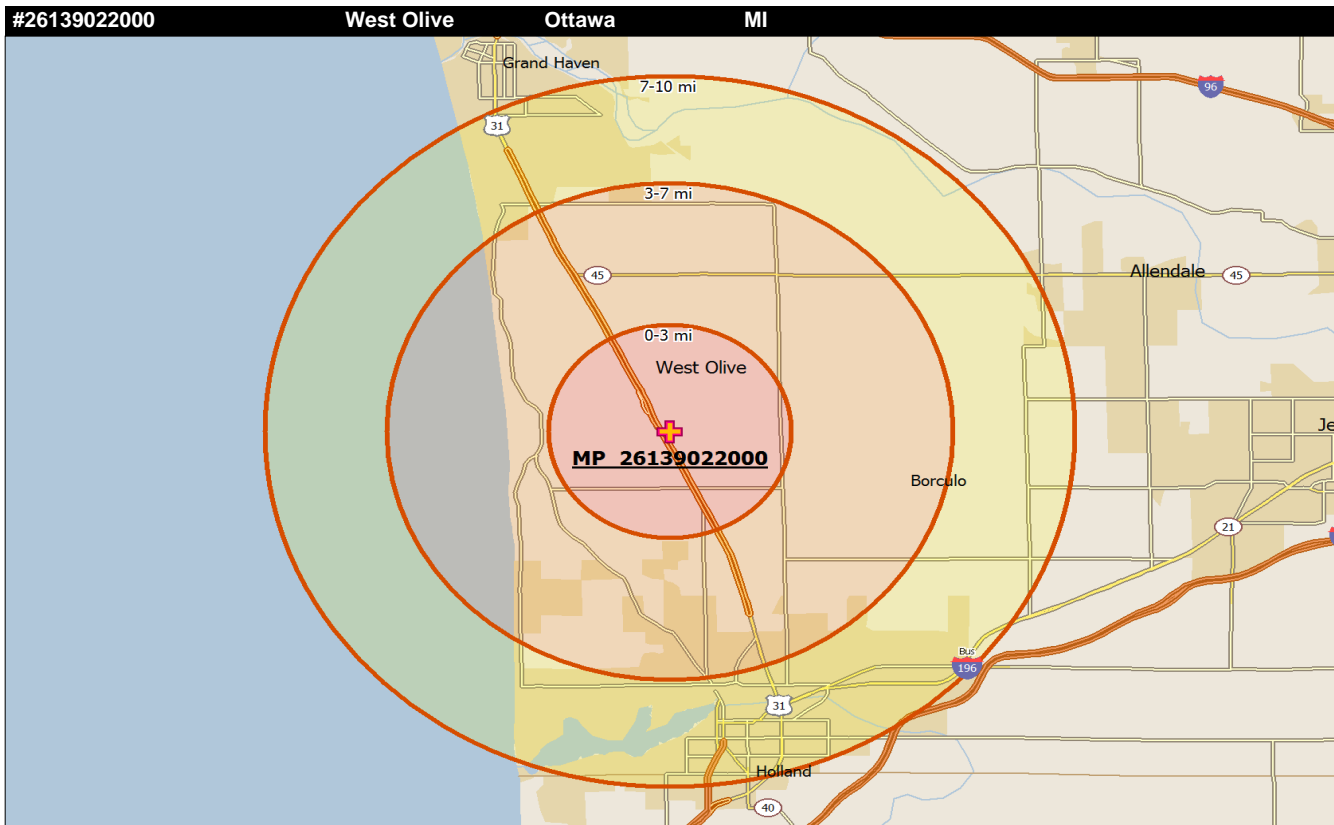
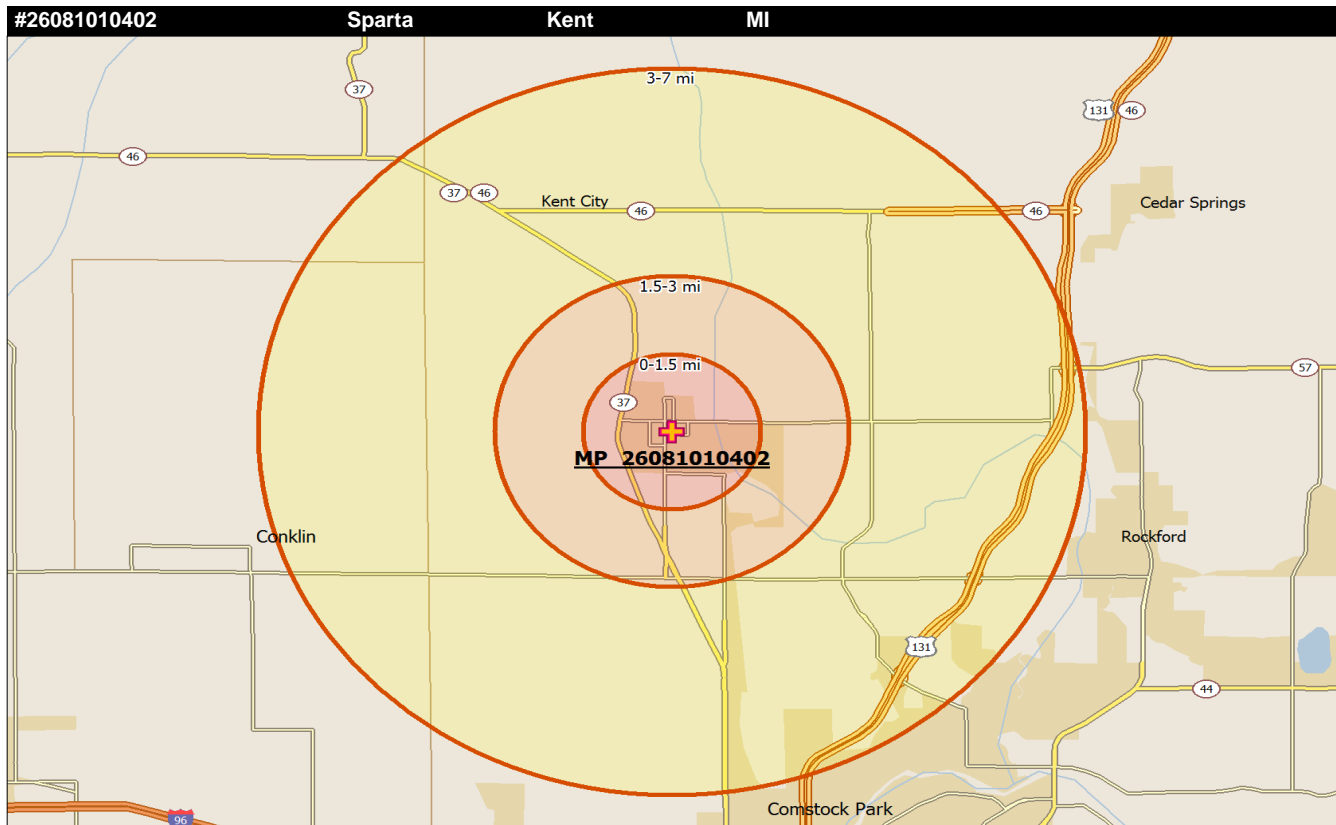| 17	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26139022000	Total Households in 3 mi Ring	1,241
	CT Centroid Latitude	42.90827	Active Evangelical HHLDS	231
	CT Centroid Longitude	-86.13503	Active Evangelical PERCENT	18.60%
	City Location	West Olive	Unreached HHLDS	808
	County Location	Ottawa	Unreached Percent	65.09%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	161
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.98%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	150
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.11%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	496
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40.01%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.76%	Low Education County	False
Mainstay Community	32.72%	Low Employment County	False
Working Community	17.24%	Persistent Poverty County	False
Country Community	23.21%	Population Loss County	False
Aspiring Community	2.26%	Nonmetro Recreation County	False
Urban Community	2.82%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.05	Racial Diversity Index	49.34
Ancestry Diversity Index	40.63	Diversity Composite Index	34.01
Foreign Born Diversity Index	22.09	Population Density Index	14.90

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

#26121002900　　　　**Ravenna**　　　**Muskegon**　　　**MI**

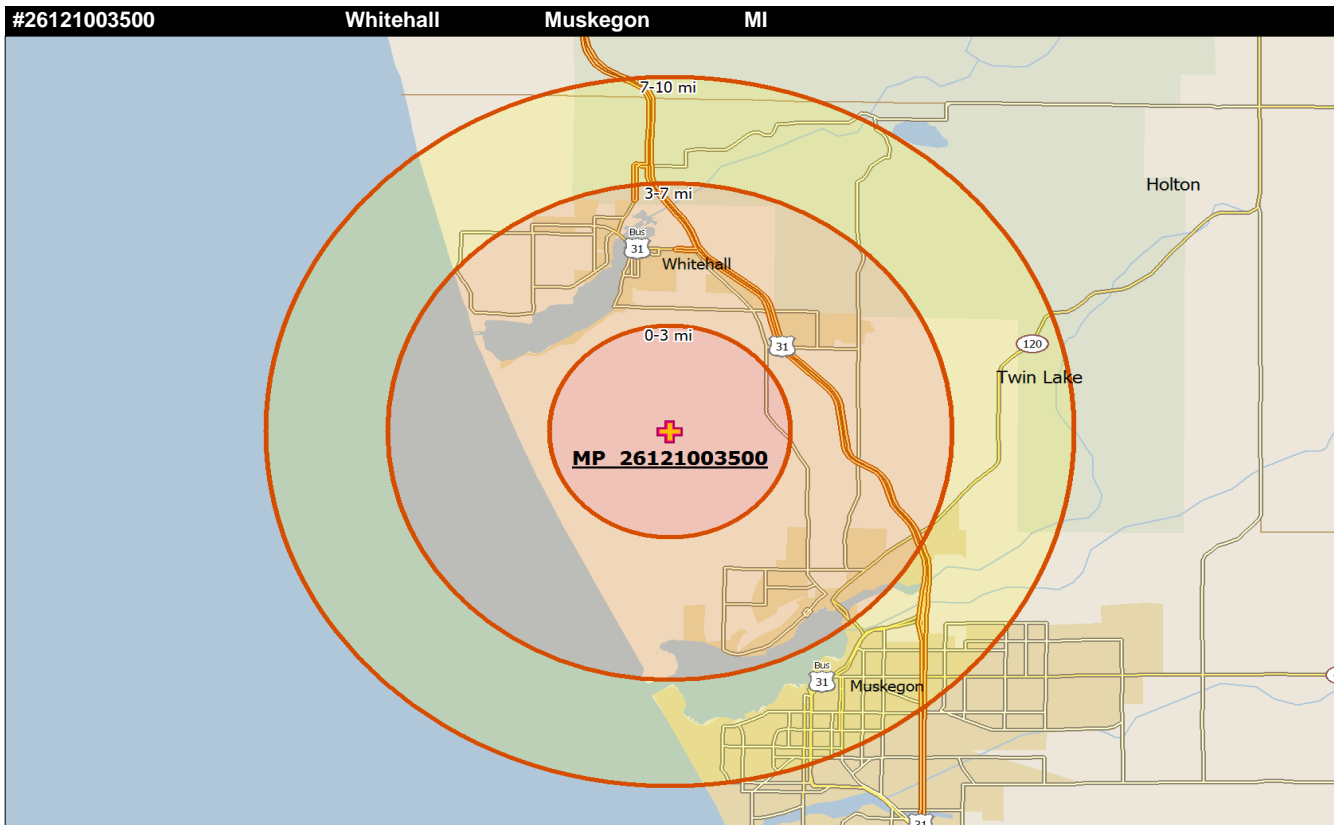| 18	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26121002900	Total Households in 3 mi Ring	890
	CT Centroid Latitude	43.17656	Active Evangelical HHLDS	105
	CT Centroid Longitude	-86.01654	Active Evangelical PERCENT	11.81%
	City Location	Ravenna	Unreached HHLDS	586
	County Location	Muskegon	Unreached Percent	65.85%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	100
	Sitescape Group code	1.3	Religious but NOT Evang PERCENT	11.25%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	118
	Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	13.26%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	368
	Population Pattern	2500-50000-100000	NOT Evangelical NOT Interested PERCENT	41.34%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.61%	Low Education County	False
Mainstay Community	52.92%	Low Employment County	False
Working Community	27.87%	Persistent Poverty County	False
Country Community	4.72%	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	13.82	Racial Diversity Index	9.86
Ancestry Diversity Index	95.80	Diversity Composite Index	29.48
Foreign Born Diversity Index	27.55	Population Density Index	2.80

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

#26081010402	Sparta	Kent	MI

MP_26081010402

19	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081010402	Total Households in 3 mi Ring	3,617
	CT Centroid Latitude	43.15788	Active Evangelical HHLDS	584
	CT Centroid Longitude	-85.70768	Active Evangelical PERCENT	16.14%
	City Location	Sparta	Unreached HHLDS	2,375
	County Location	Kent	Unreached Percent	65.65%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	486
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	13.43%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	445
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.3%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,444
	Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.93%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.79%	Low Education County	False
Mainstay Community	30.44%	Low Employment County	False
Working Community	39.98%	Persistent Poverty County	False
Country Community	18.33%	Population Loss County	False
Aspiring Community	0.22%	Nonmetro Recreation County	False
Urban Community	1.22%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.45	Racial Diversity Index	18.69
Ancestry Diversity Index	84.84	Diversity Composite Index	31.34
Foreign Born Diversity Index	32.66	Population Density Index	24.27

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

#26121003500	Whitehall	Muskegon	MI

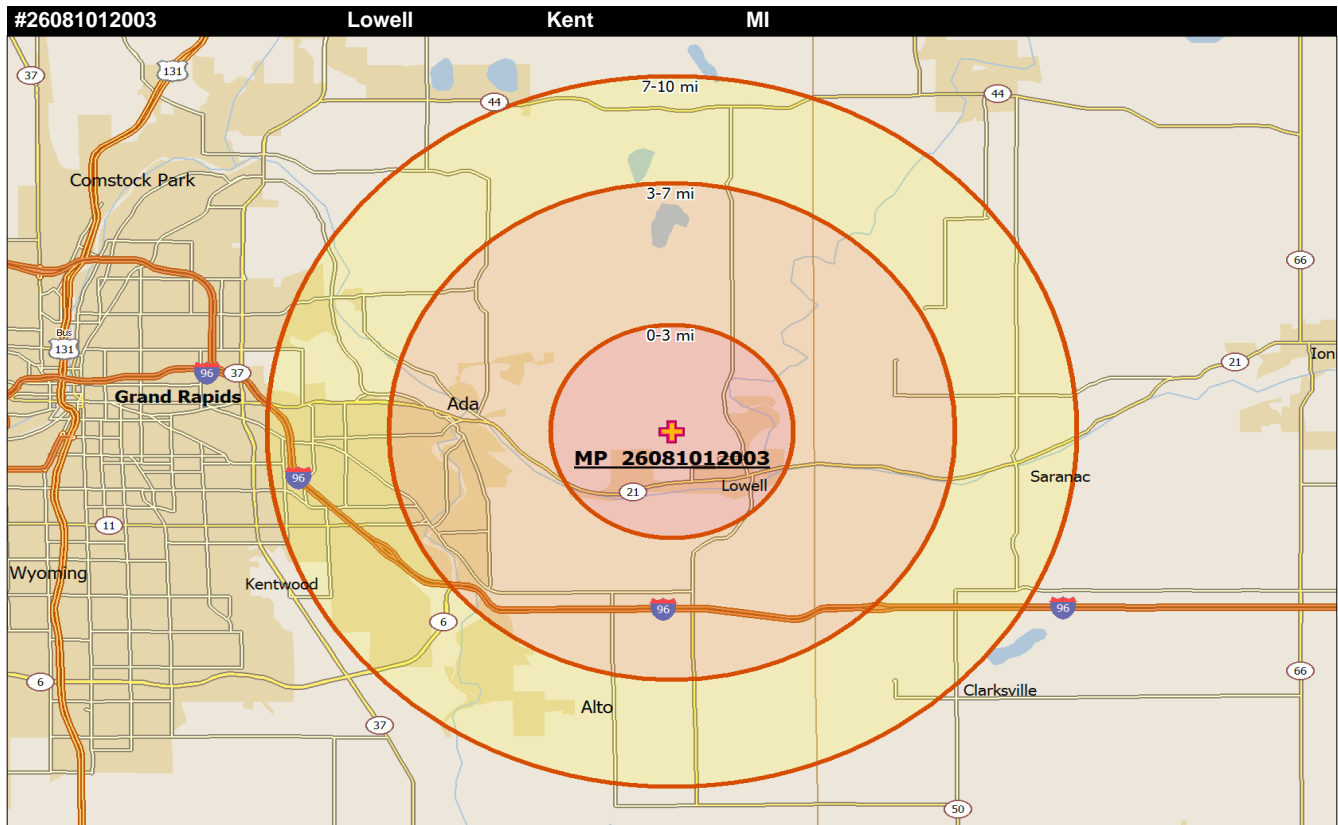| 20	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26121003500	Total Households in 3 mi Ring	1,415
	CT Centroid Latitude	43.33457	Active Evangelical HHLDS	168
	CT Centroid Longitude	-86.32897	Active Evangelical PERCENT	11.90%
	City Location	Whitehall	Unreached HHLDS	926
	County Location	Muskegon	Unreached Percent	65.43%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	131
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	9.27%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	199
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.09%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	595
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.07%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	30.39%	Low Education County	False
Mainstay Community	66.93%	Low Employment County	False
Working Community	0.64%	Persistent Poverty County	False
Country Community	1.77%	Population Loss County	False
Aspiring Community	0.21%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.59	Racial Diversity Index	8.55
Ancestry Diversity Index	97.43	Diversity Composite Index	34.48
Foreign Born Diversity Index	39.08	Population Density Index	12.24

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

#26081012003	Lowell	Kent	MI

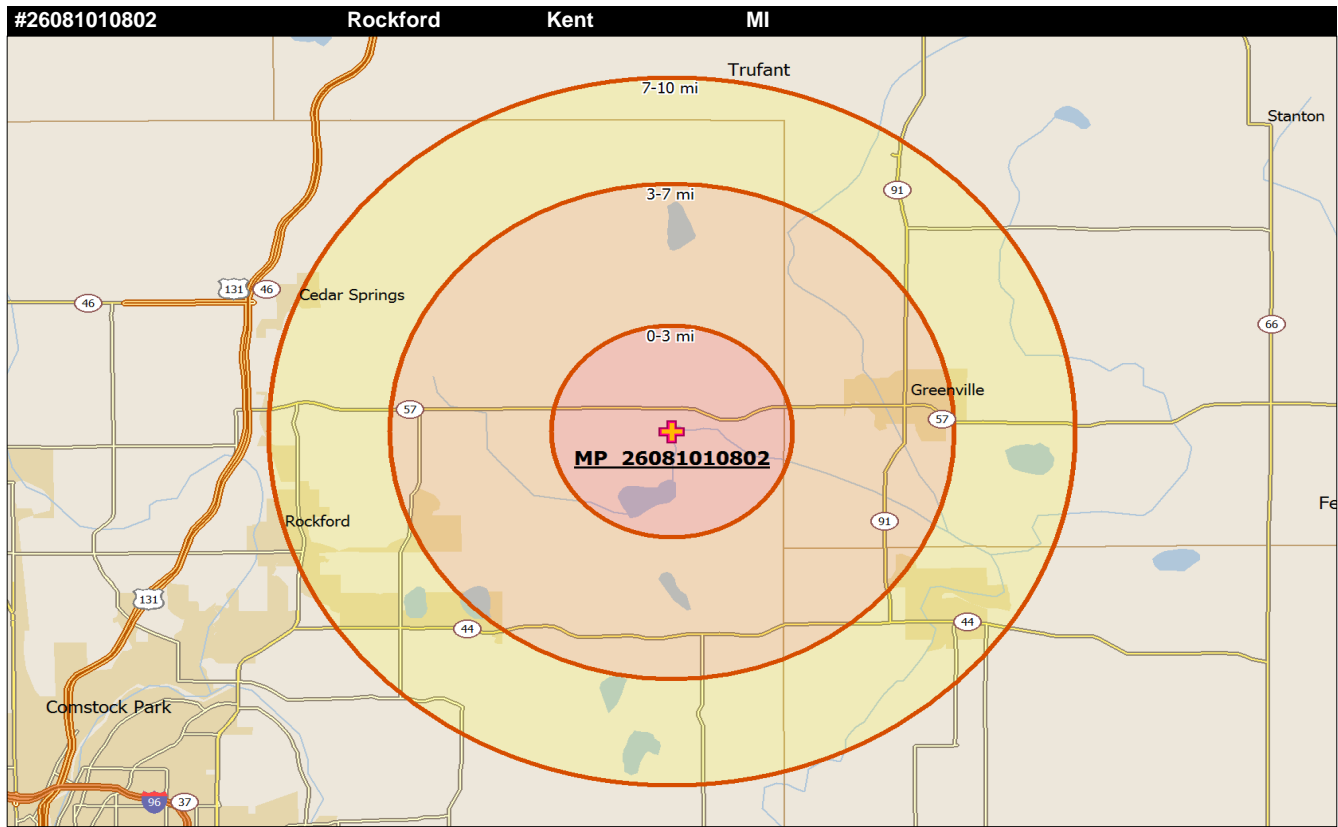| **21**	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26081012003	Total Households in 3 mi Ring	3,653
	CT Centroid Latitude	42.95098	Active Evangelical HHLDS	587
	CT Centroid Longitude	-85.38105	Active Evangelical PERCENT	16.08%
	City Location	Lowell	Unreached HHLDS	2,402
	County Location	Kent	Unreached Percent	65.76%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	499
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.65%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	446
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.2%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,458
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.9%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	30.25%	Low Education County	False
Mainstay Community	28.66%	Low Employment County	False
Working Community	21.16%	Persistent Poverty County	False
Country Community	12.73%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	7.14%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.94	Racial Diversity Index	17.70
Ancestry Diversity Index	91.98	Diversity Composite Index	48.03
Foreign Born Diversity Index	58.53	Population Density Index	22.75

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

#26081010802   **Rockford**   **Kent**   **MI**

MP_26081010802

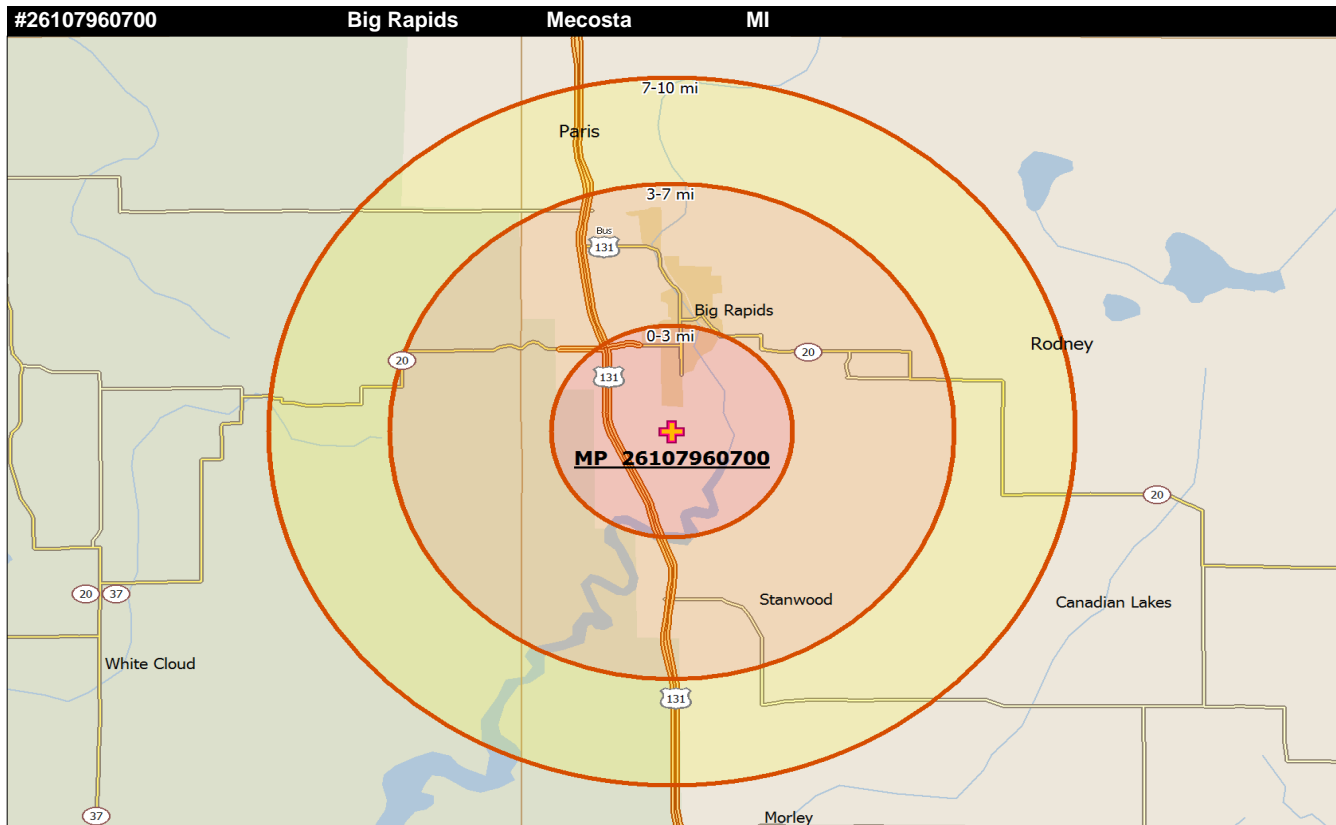| 22	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26081010802	Total Households in 3 mi Ring	1,505
	CT Centroid Latitude	43.16673	Active Evangelical HHLDS	255
	CT Centroid Longitude	-85.36725	Active Evangelical PERCENT	16.93%
	City Location	Rockford	Unreached HHLDS	963
	County Location	Kent	Unreached Percent	63.99%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	130
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	8.63%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	213
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.16%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	620
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.2%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.48%	Low Education County	False
Mainstay Community	73.09%	Low Employment County	False
Working Community	0.73%	Persistent Poverty County	False
Country Community	7.97%	Population Loss County	False
Aspiring Community	0.86%	Nonmetro Recreation County	False
Urban Community	0.86%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.36	Racial Diversity Index	11.95
Ancestry Diversity Index	85.96	Diversity Composite Index	24.51
Foreign Born Diversity Index	15.41	Population Density Index	15.13

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

#26107960700	Big Rapids	Mecosta	MI

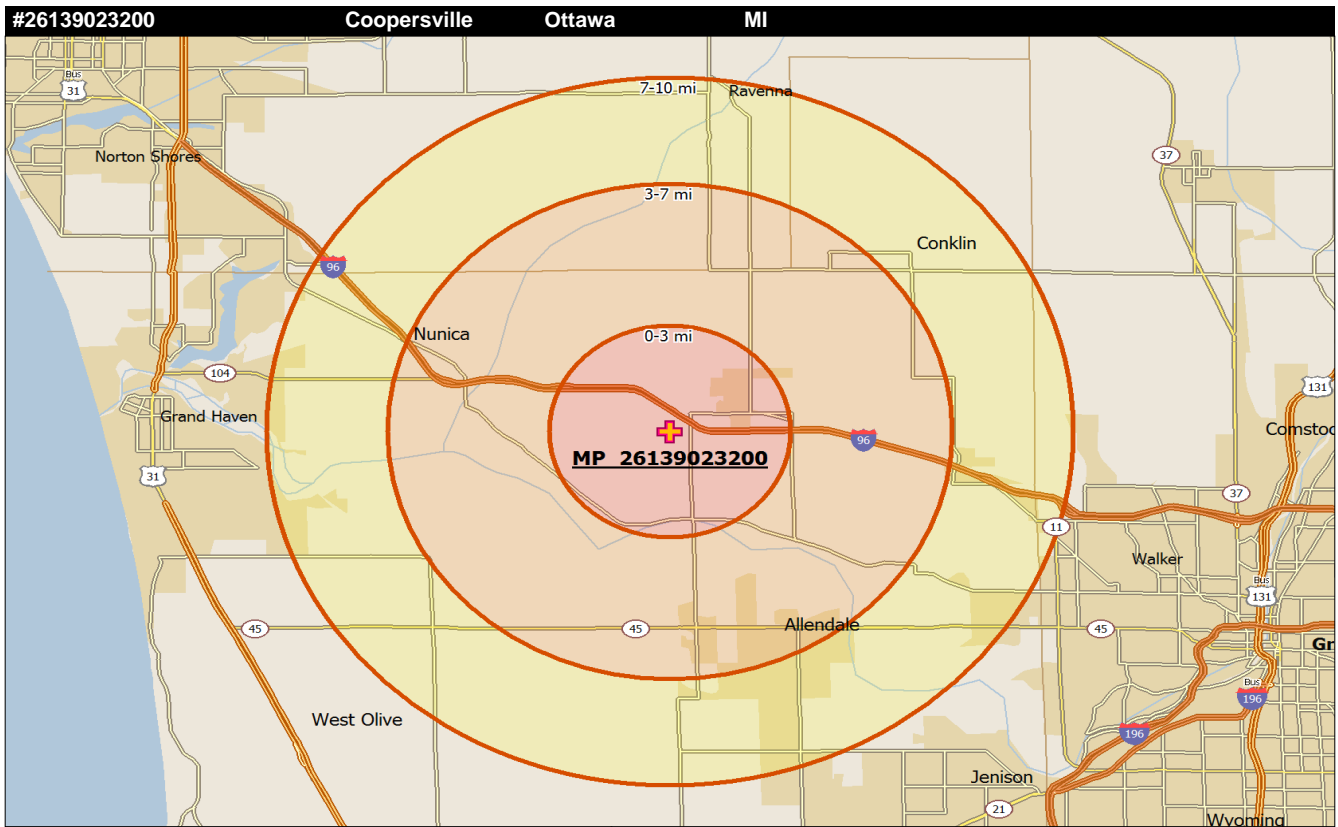| 23	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26107960700	Total Households in 3 mi Ring	5,086
	CT Centroid Latitude	43.65247	Active Evangelical HHLDS	356
	CT Centroid Longitude	-85.48802	Active Evangelical PERCENT	6.99%
	City Location	Big Rapids	Unreached HHLDS	3,668
	County Location	Mecosta	Unreached Percent	72.11%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	695
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.66%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	917
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	18.03%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,055
	Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.15%	Low Education County	False
Mainstay Community	12.45%	Low Employment County	False
Working Community	22.16%	Persistent Poverty County	False
Country Community	7.06%	Population Loss County	False
Aspiring Community	2.06%	Nonmetro Recreation County	True
Urban Community	45.12%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	38.61	Racial Diversity Index	31.13
Ancestry Diversity Index	90.30	Diversity Composite Index	55.21
Foreign Born Diversity Index	83.76	Population Density Index	24.15

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

#26139023200	Coopersville	Ottawa	MI

MP_26139023200

24	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26139023200	Total Households in 3 mi Ring	1,944
	CT Centroid Latitude	43.05254	Active Evangelical HHLDS	356
	CT Centroid Longitude	-85.96673	Active Evangelical PERCENT	18.30%
	City Location	Coopersville	Unreached HHLDS	1,277
	County Location	Ottawa	Unreached Percent	65.71%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	240
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.35%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	235
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.11%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	802
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.25%

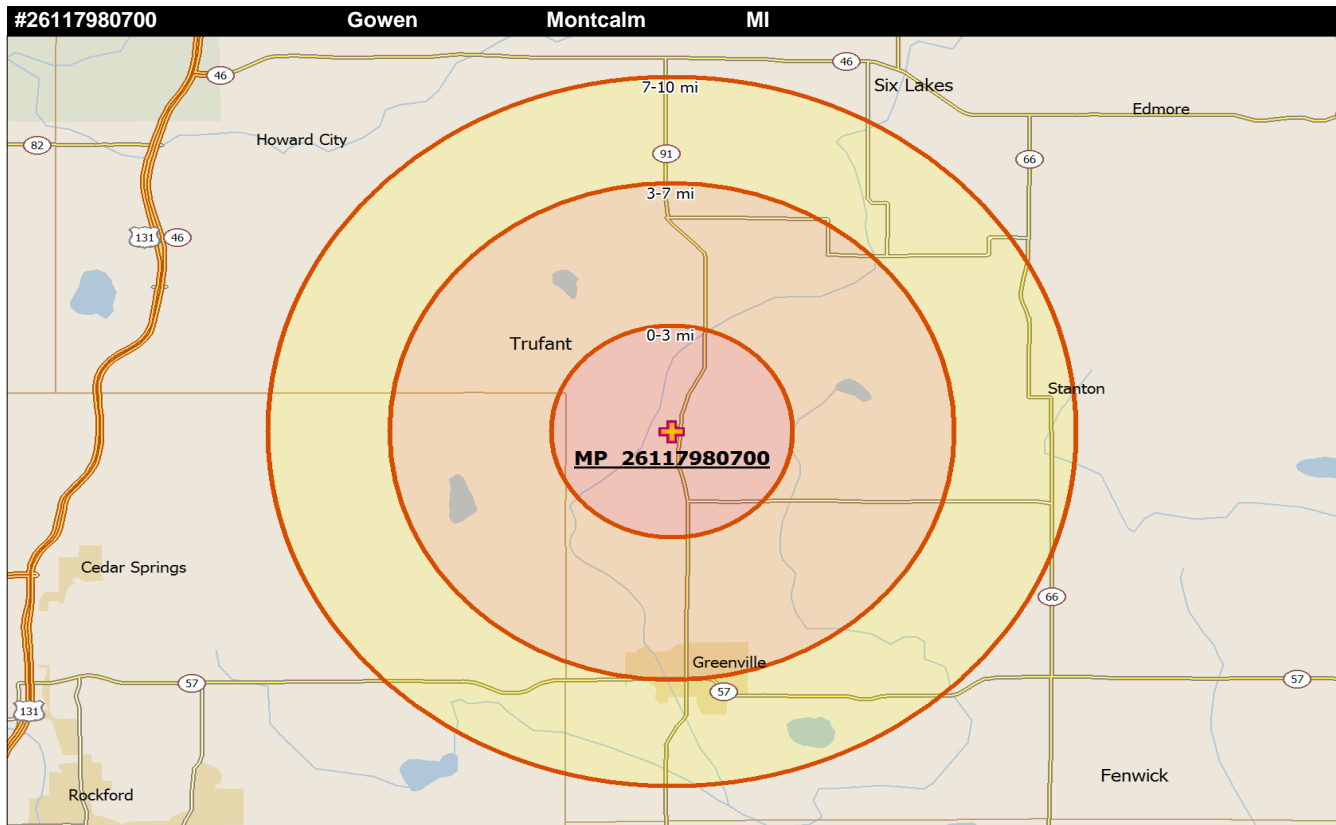| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.16%	Low Education County	False
Mainstay Community	34%	Low Employment County	False
Working Community	33.02%	Persistent Poverty County	False
Country Community	8.74%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	6.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.21	Racial Diversity Index	11.10
Ancestry Diversity Index	57.15	Diversity Composite Index	15.88
Foreign Born Diversity Index	17.67	Population Density Index	17.93

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

#26105950400   **Ludington**   **Mason**   **MI**
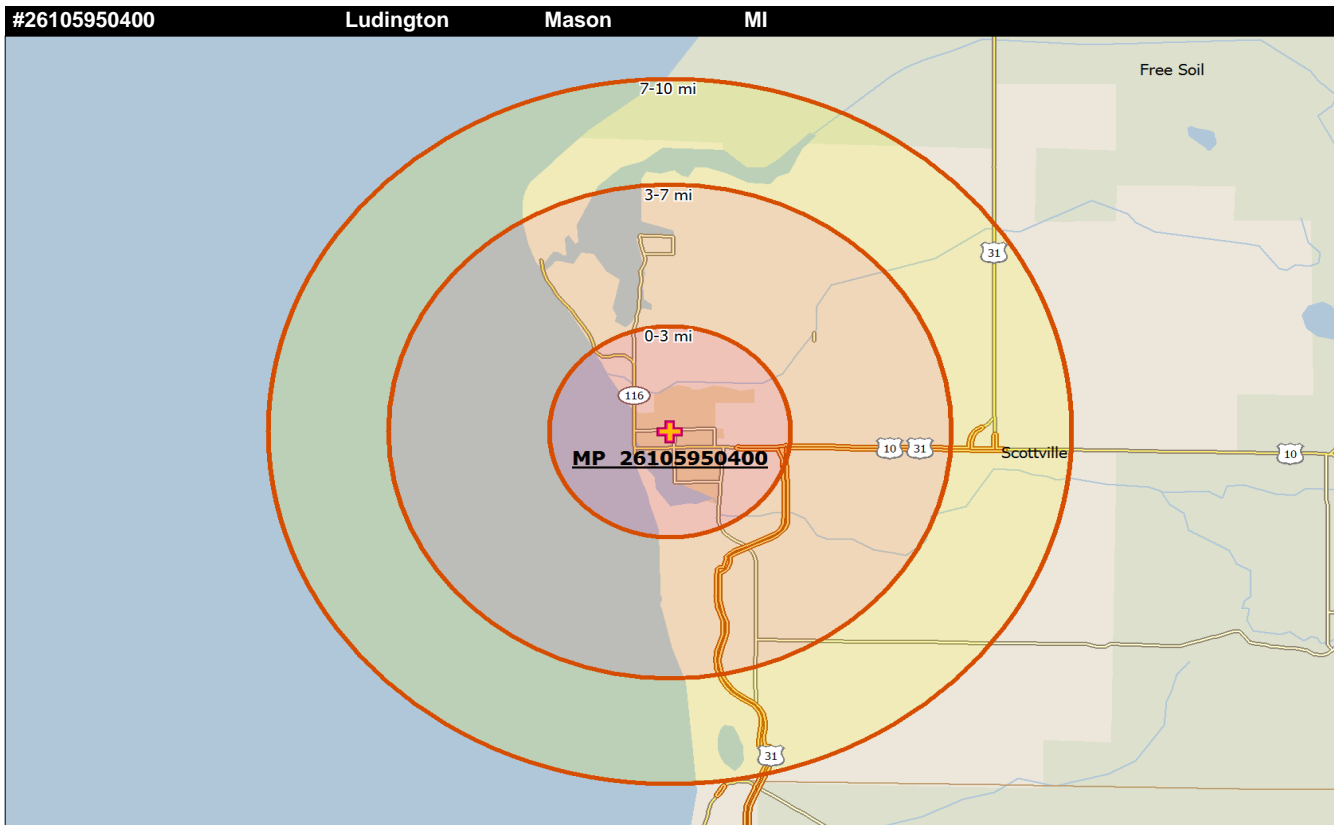
25	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26105950400	Total Households in 3 mi Ring	5,284
	CT Centroid Latitude	43.96230	Active Evangelical HHLDS	545
	CT Centroid Longitude	-86.44154	Active Evangelical PERCENT	10.31%
	City Location	Ludington	Unreached HHLDS	3,548
	County Location	Mason	Unreached Percent	67.15%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	703
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.31%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	684
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.94%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,162
	Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.91%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.5%	Low Education County	False
Mainstay Community	19.74%	Low Employment County	False
Working Community	49.74%	Persistent Poverty County	False
Country Community	8.19%	Population Loss County	False
Aspiring Community	1.08%	Nonmetro Recreation County	True
Urban Community	4.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.67	Racial Diversity Index	16.08
Ancestry Diversity Index	93.53	Diversity Composite Index	41.47
Foreign Born Diversity Index	60.75	Population Density Index	23.06

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

#26117980700	Gowen	Montcalm	MI

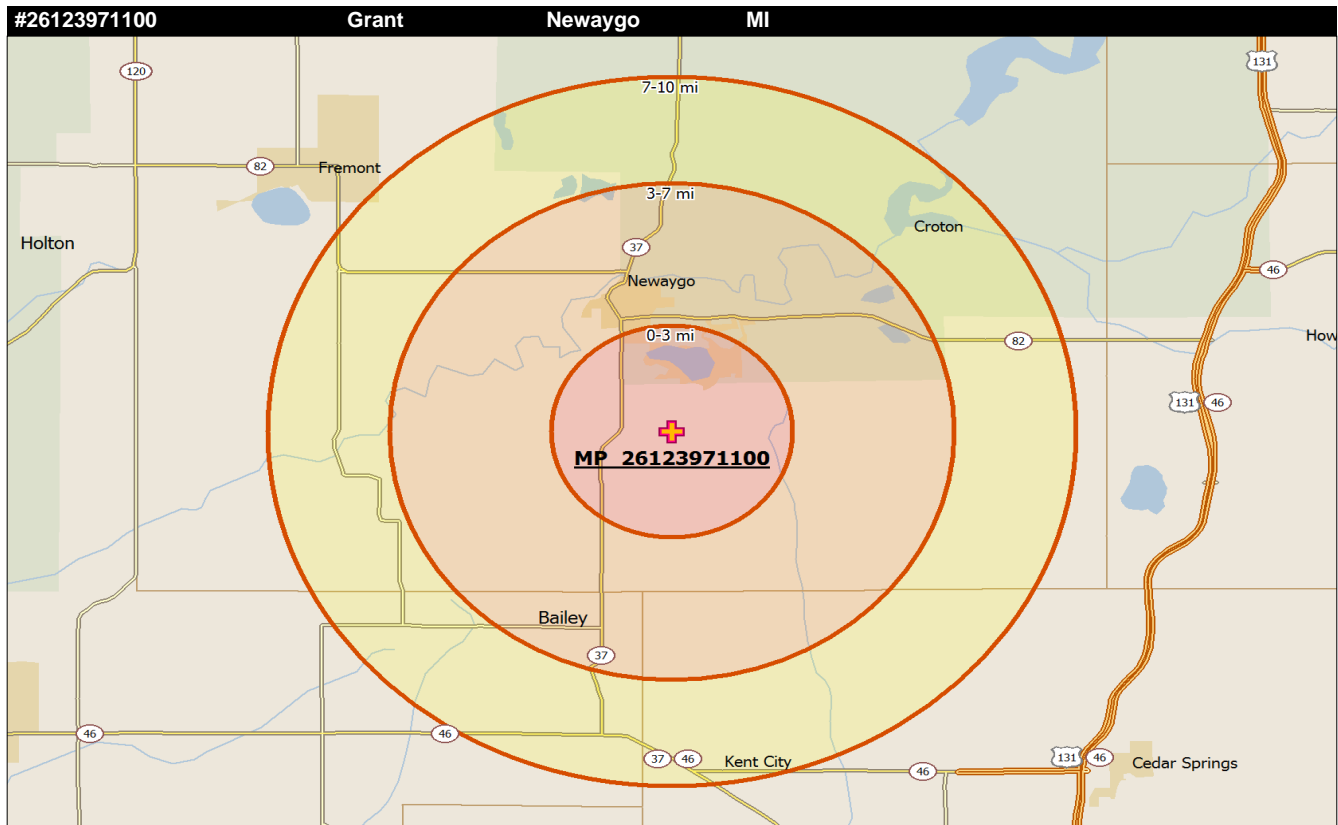| 26	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26117980700	Total Households in 3 mi Ring	1,041
	CT Centroid Latitude	43.27852	Active Evangelical HHLDS	125
	CT Centroid Longitude	-85.26009	Active Evangelical PERCENT	11.97%
	City Location	Gowen	Unreached HHLDS	681
	County Location	Montcalm	Unreached Percent	65.38%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	111
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.69%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	153
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.66%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	417
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.04%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.68%	Low Education County	False
Mainstay Community	35.25%	Low Employment County	False
Working Community	20.08%	Persistent Poverty County	False
Country Community	37.08%	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	18.99	Racial Diversity Index	7.08
Ancestry Diversity Index	80.20	Diversity Composite Index	30.48
Foreign Born Diversity Index	44.78	Population Density Index	8.36

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

#26123971100　　　　**Grant**　　　　**Newaygo**　　　　**MI**

MP_26123971100

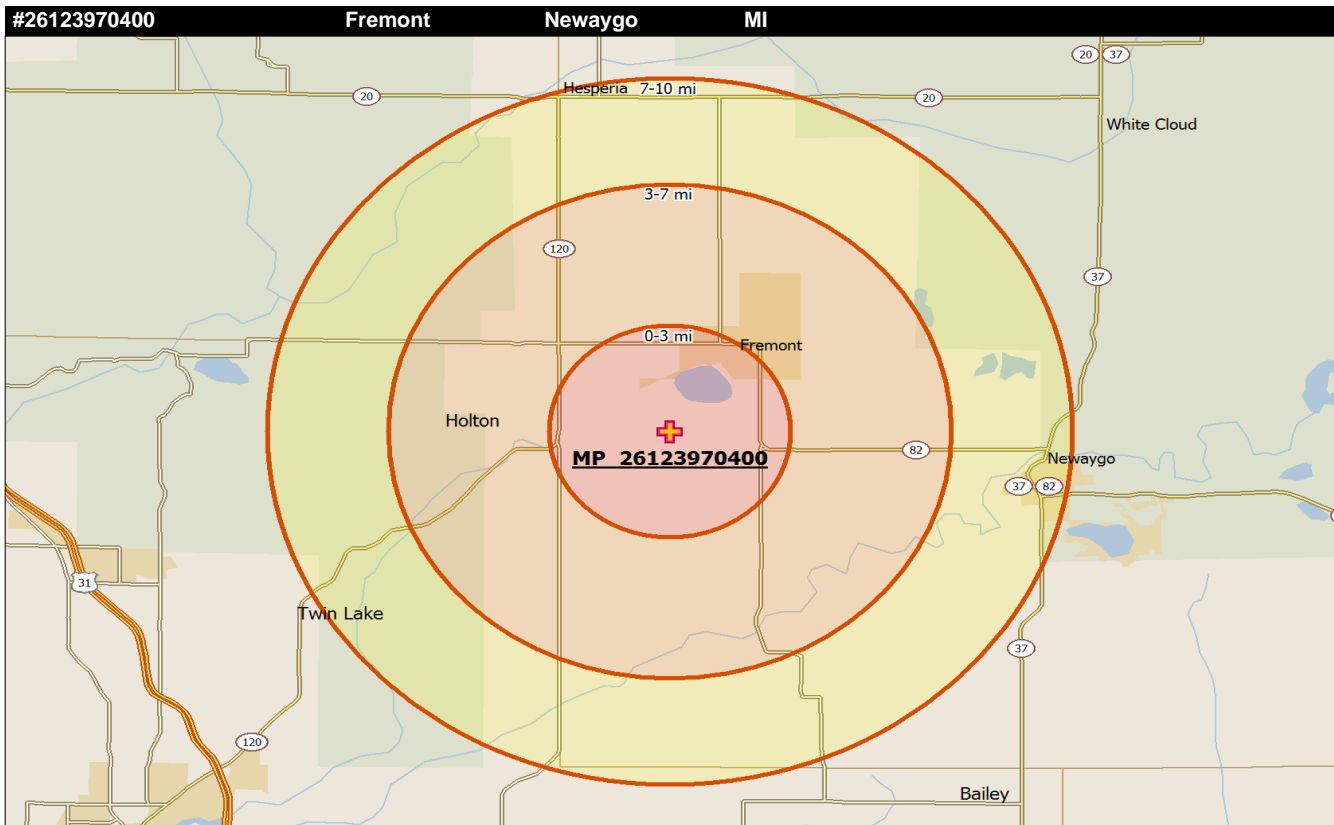| 27	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26123971100	Total Households in 3 mi Ring	2,310
	CT Centroid Latitude	43.35853	Active Evangelical HHLDS	250
	CT Centroid Longitude	-85.77598	Active Evangelical PERCENT	10.84%
	City Location	Grant	Unreached HHLDS	1,510
	County Location	Newaygo	Unreached Percent	65.38%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	254
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.01%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	346
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.96%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	911
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.42%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.12%	Low Education County	False
Mainstay Community	27.4%	Low Employment County	False
Working Community	20.69%	Persistent Poverty County	False
Country Community	45.93%	Population Loss County	False
Aspiring Community	0.52%	Nonmetro Recreation County	False
Urban Community	2.29%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.28	Racial Diversity Index	27.93
Ancestry Diversity Index	86.45	Diversity Composite Index	22.89
Foreign Born Diversity Index	4.21	Population Density Index	12.47

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

#26123970400   **Fremont**   **Newaygo**   **MI**

28	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26123970400	Total Households in 3 mi Ring	2,783
	CT Centroid Latitude	43.43118	Active Evangelical HHLDS	292
	CT Centroid Longitude	-85.98444	Active Evangelical PERCENT	10.50%
	City Location	Fremont	Unreached HHLDS	1,847
	County Location	Newaygo	Unreached Percent	66.36%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	371
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.32%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	325
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.69%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,151
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.36%

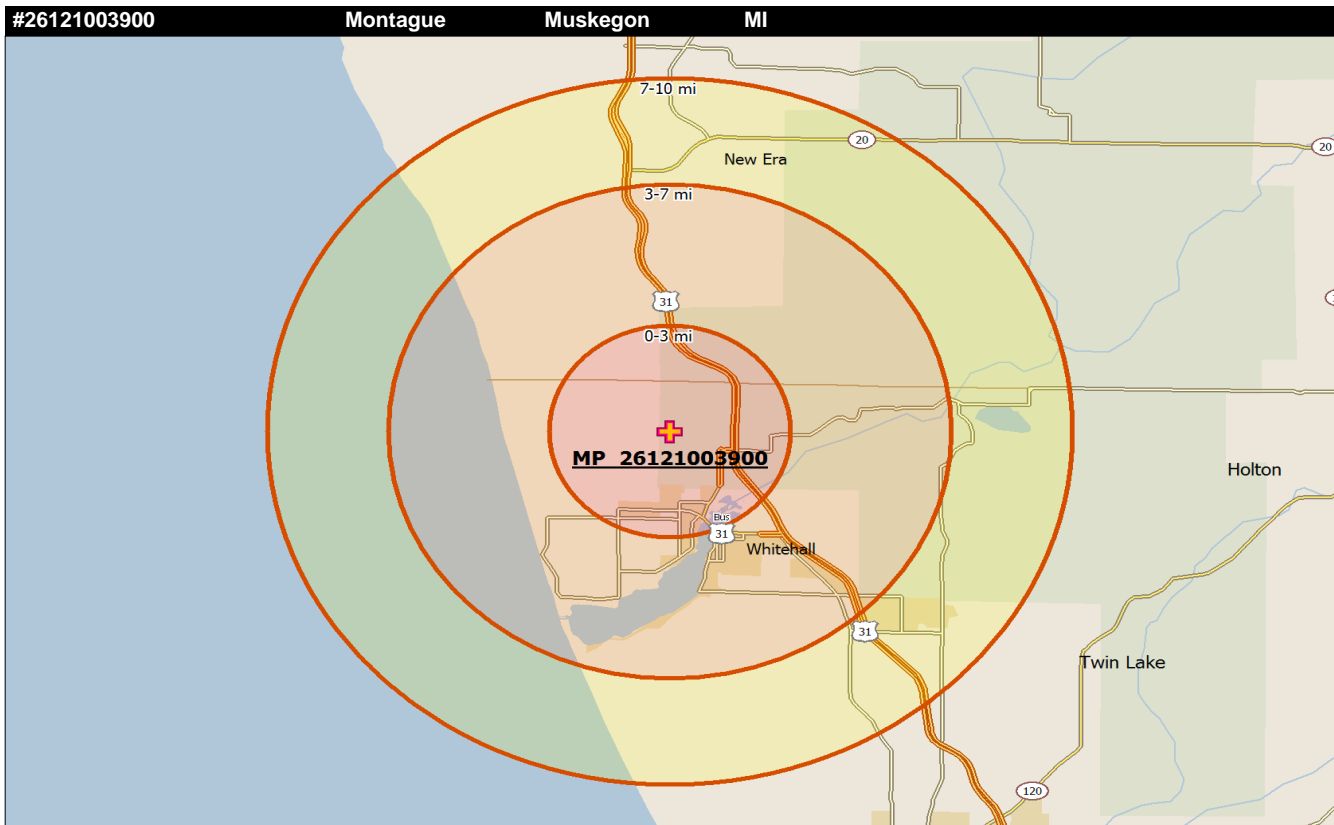| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.51%	Low Education County	False
Mainstay Community	26.52%	Low Employment County	False
Working Community	37.23%	Persistent Poverty County	False
Country Community	7.4%	Population Loss County	False
Aspiring Community	0.83%	Nonmetro Recreation County	False
Urban Community	2.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.63	Racial Diversity Index	13.19
Ancestry Diversity Index	80.48	Diversity Composite Index	28.09
Foreign Born Diversity Index	53.65	Population Density Index	13.34

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

#26117980600	Pierson	Montcalm	MI
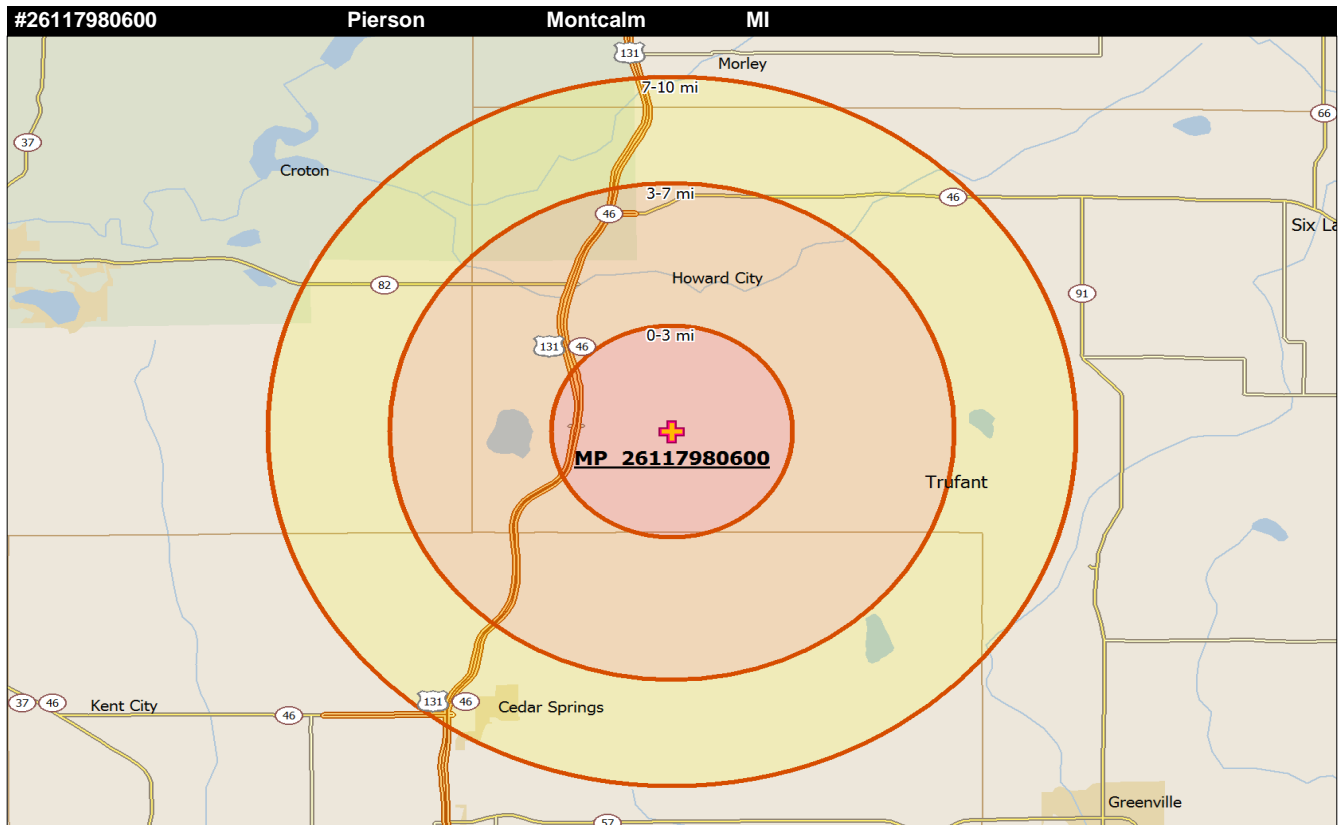
29	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26117980600	Total Households in 3 mi Ring	1,073
	CT Centroid Latitude	43.33555	Active Evangelical HHLDS	125
	CT Centroid Longitude	-85.46458	Active Evangelical PERCENT	11.65%
	City Location	Pierson	Unreached HHLDS	708
	County Location	Montcalm	Unreached Percent	65.94%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	117
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.94%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	153
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.23%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	438
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.78%

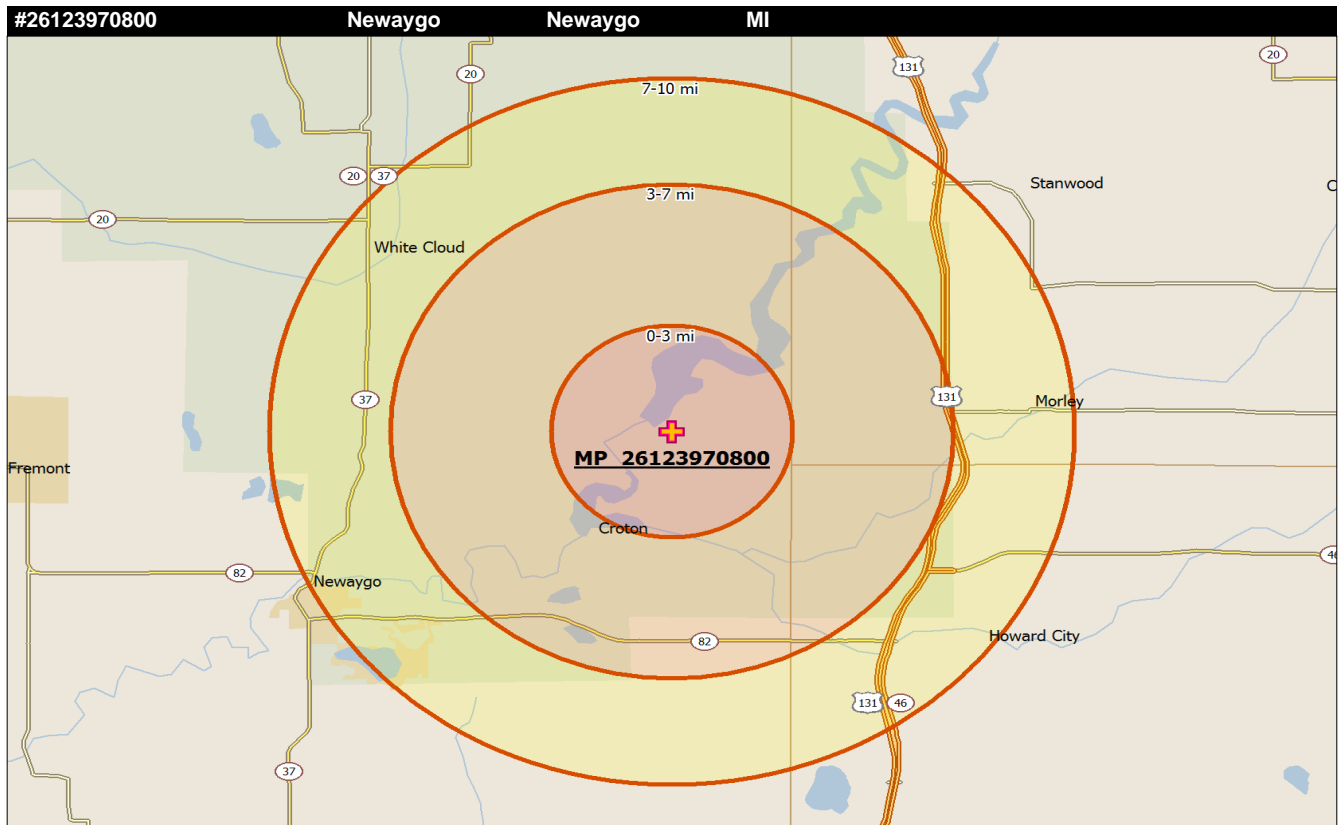| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.54%	Low Education County	False
Mainstay Community	40.35%	Low Employment County	False
Working Community	2.7%	Persistent Poverty County	False
Country Community	26.93%	Population Loss County	False
Aspiring Community	3.63%	Nonmetro Recreation County	False
Urban Community	0.56%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	20.42	Racial Diversity Index	7.91
Ancestry Diversity Index	82.91	Diversity Composite Index	26.33
Foreign Born Diversity Index	43.14	Population Density Index	11.12

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

#26121003900	Montague	Muskegon	MI

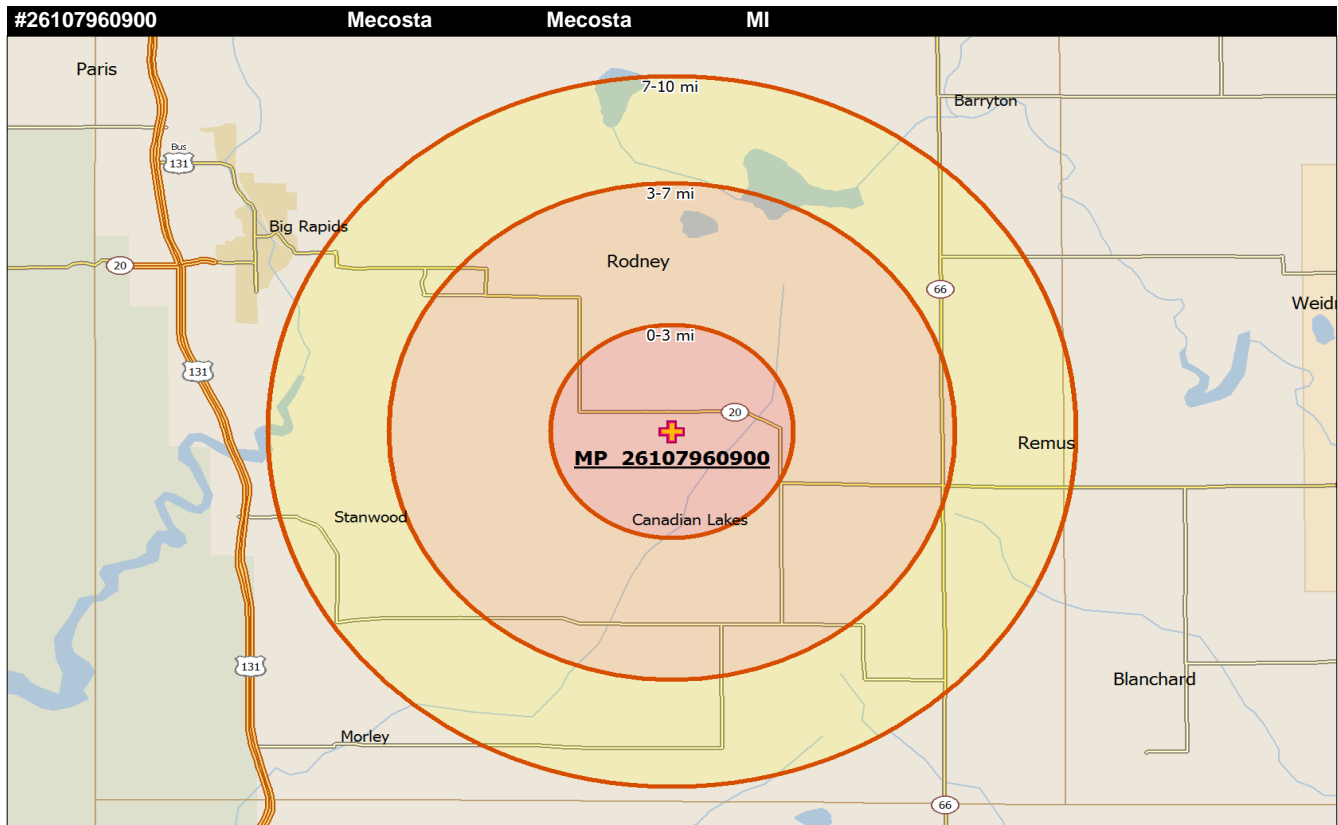| 30	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26121003900	Total Households in 3 mi Ring	1,249
	CT Centroid Latitude	43.45117	Active Evangelical HHLDS	145
	CT Centroid Longitude	-86.37090	Active Evangelical PERCENT	11.60%
	City Location	Montague	Unreached HHLDS	828
	County Location	Muskegon	Unreached Percent	66.27%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	159
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.75%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	166
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.28%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	503
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.24%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.65%	Low Education County	False
Mainstay Community	23.38%	Low Employment County	False
Working Community	41.55%	Persistent Poverty County	False
Country Community	23.3%	Population Loss County	False
Aspiring Community	0.88%	Nonmetro Recreation County	False
Urban Community	0.16%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.56	Racial Diversity Index	12.35
Ancestry Diversity Index	88.98	Diversity Composite Index	38.27
Foreign Born Diversity Index	56.65	Population Density Index	12.73

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

#26123970800   **Newaygo**   **Newaygo**   **MI**

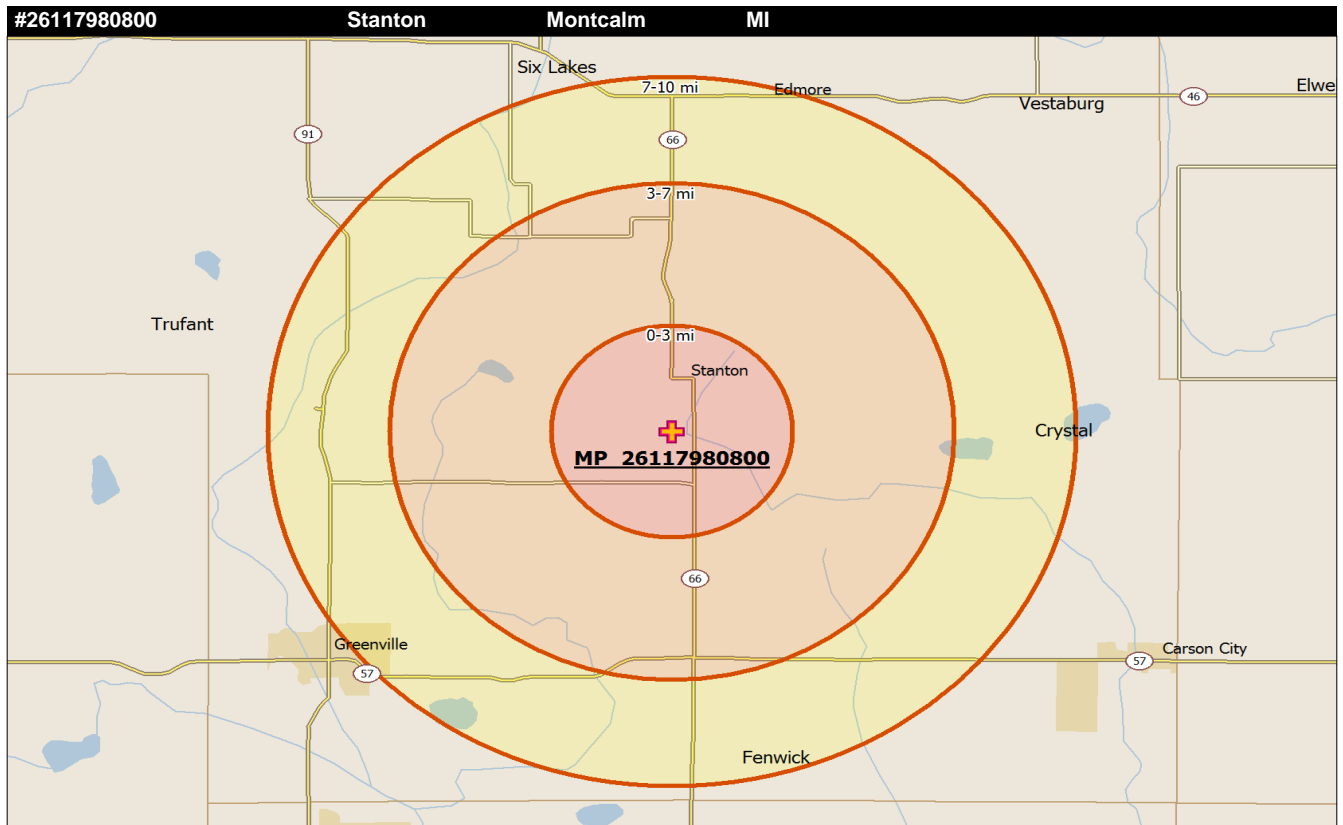| 31	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26123970800	Total Households in 3 mi Ring	1,182
	CT Centroid Latitude	43.48177	Active Evangelical HHLDS	128
	CT Centroid Longitude	-85.62142	Active Evangelical PERCENT	10.85%
	City Location	Newaygo	Unreached HHLDS	770
	County Location	Newaygo	Unreached Percent	65.14%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	159
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.44%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	179
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	15.15%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	432
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	36.56%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	8.29%	Low Employment County	False
Working Community	38.83%	Persistent Poverty County	False
Country Community	50.85%	Population Loss County	False
Aspiring Community	0.76%	Nonmetro Recreation County	False
Urban Community	1.02%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.06	Racial Diversity Index	7.45
Ancestry Diversity Index	87.06	Diversity Composite Index	17.64
Foreign Born Diversity Index	11.09	Population Density Index	10.63

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

#26107960900   **Mecosta**   **Mecosta**   **MI**

MP_26107960900

32	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26107960900	Total Households in 3 mi Ring	1,432
	CT Centroid Latitude	43.61862	Active Evangelical HHLDS	120
	CT Centroid Longitude	-85.27871	Active Evangelical PERCENT	8.37%
	City Location	Mecosta	Unreached HHLDS	957
	County Location	Mecosta	Unreached Percent	66.83%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	220
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.38%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	191
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.33%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	546
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	38.16%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.86%	Low Education County	False
Mainstay Community	50.84%	Low Employment County	False
Working Community	15.92%	Persistent Poverty County	False
Country Community	22.84%	Population Loss County	False
Aspiring Community	0.56%	Nonmetro Recreation County	True
Urban Community	7.19%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.20	Racial Diversity Index	12.15
Ancestry Diversity Index	81.09	Diversity Composite Index	32.70
Foreign Born Diversity Index	49.56	Population Density Index	9.46

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

#26117980800　　　　**Stanton**　　　**Montcalm**　　　**MI**

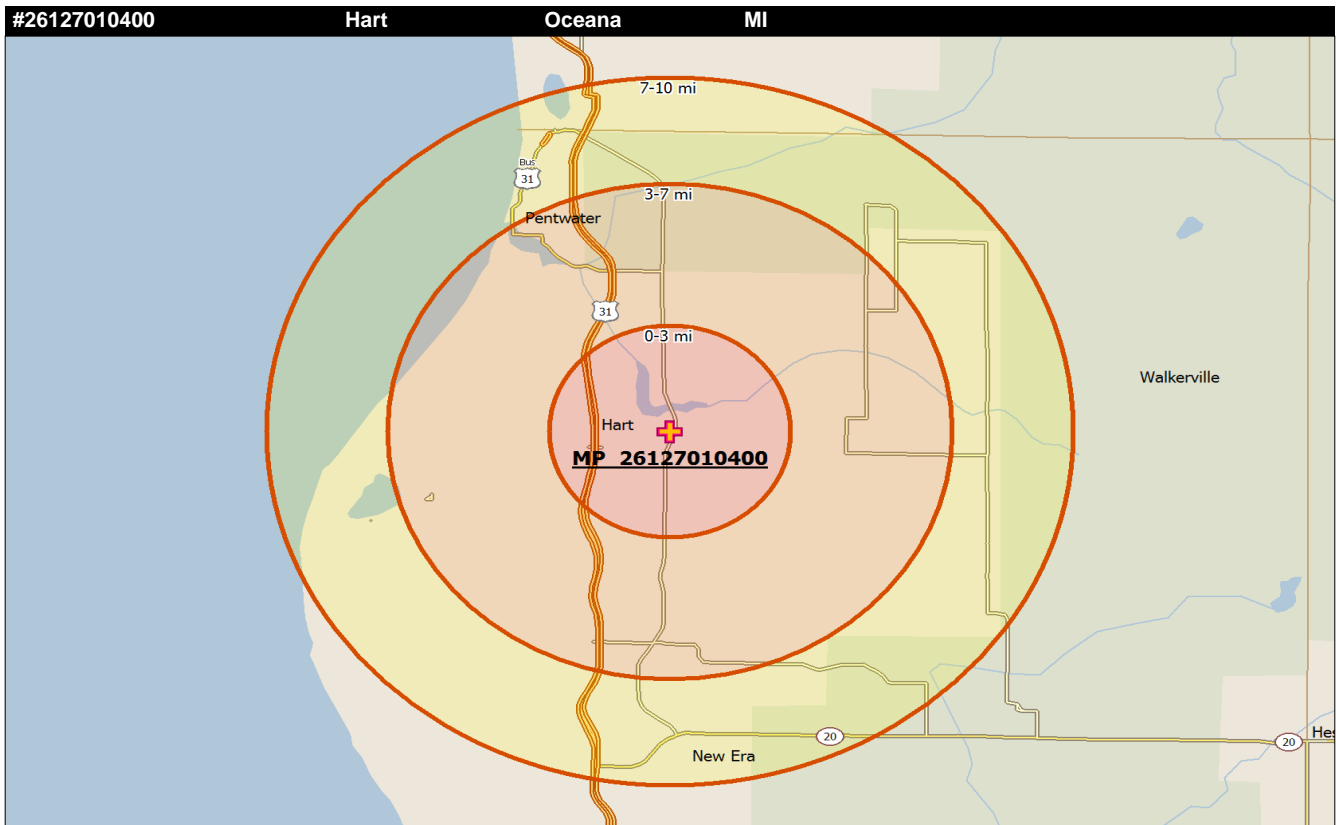| 33	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26117980800	Total Households in 3 mi Ring	1,256
	CT Centroid Latitude	43.27077	Active Evangelical HHLDS	146
	CT Centroid Longitude	-85.08457	Active Evangelical PERCENT	11.64%
	City Location	Stanton	Unreached HHLDS	830
	County Location	Montcalm	Unreached Percent	66.09%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	157
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.52%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	177
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.06%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	496
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39.51%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.21%	Low Education County	False
Mainstay Community	11.07%	Low Employment County	False
Working Community	40.29%	Persistent Poverty County	False
Country Community	38.22%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.06%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.86	Racial Diversity Index	11.86
Ancestry Diversity Index	73.65	Diversity Composite Index	30.11
Foreign Born Diversity Index	55.36	Population Density Index	10.51

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

#26127010400	Hart	Oceana	MI

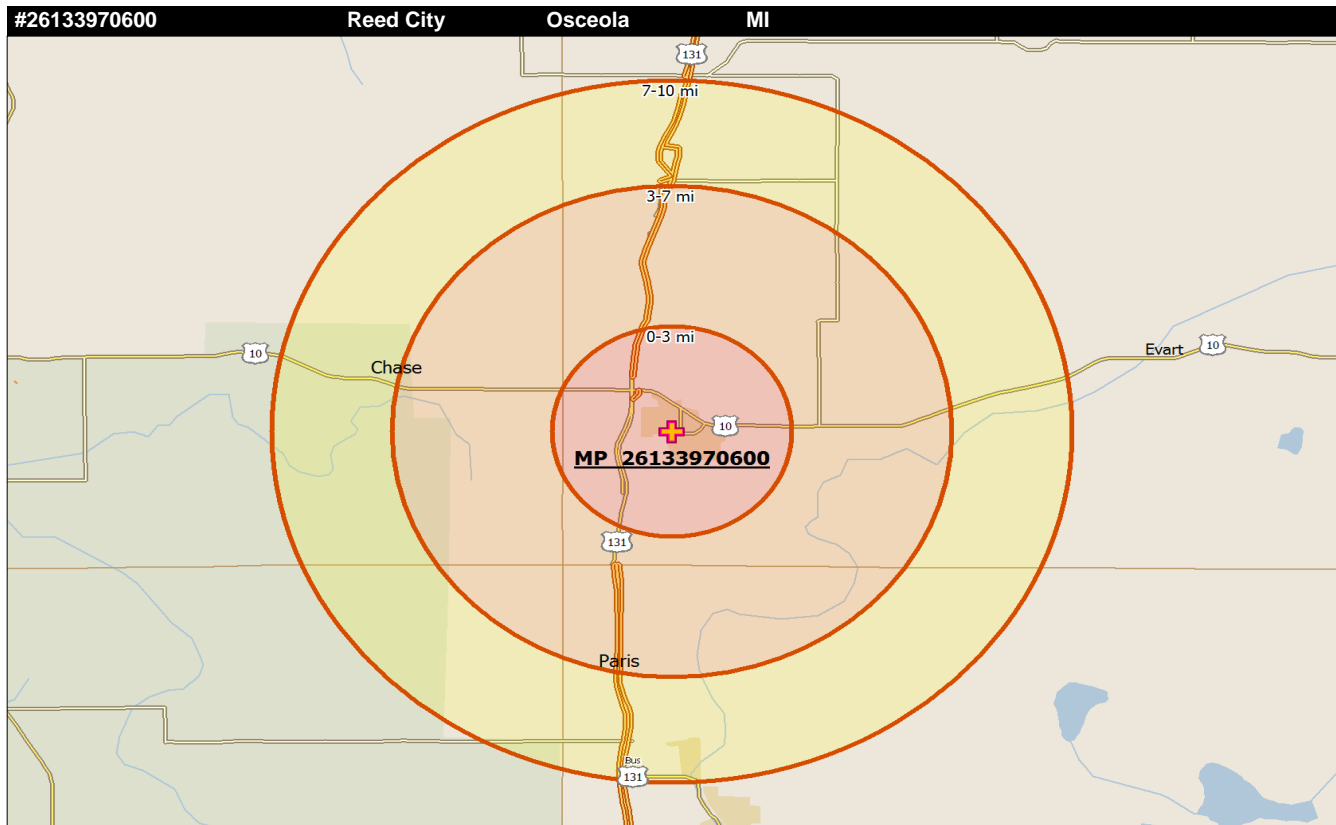| 34	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26127010400	Total Households in 3 mi Ring	1,375
	CT Centroid Latitude	43.69557	Active Evangelical HHLDS	106
	CT Centroid Longitude	-86.35508	Active Evangelical PERCENT	7.68%
	City Location	Hart	Unreached HHLDS	893
	County Location	Oceana	Unreached Percent	64.92%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	182
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.26%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	152
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.08%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	558
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.6%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.16%	Low Education County	False
Mainstay Community	12.29%	Low Employment County	False
Working Community	54.33%	Persistent Poverty County	False
Country Community	27.13%	Population Loss County	False
Aspiring Community	0.15%	Nonmetro Recreation County	True
Urban Community	4.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	52.72	Racial Diversity Index	39.33
Ancestry Diversity Index	69.69	Diversity Composite Index	34.63
Foreign Born Diversity Index	6.28	Population Density Index	12.66

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

#26133970600	Reed City	Osceola	MI

MP_26133970600

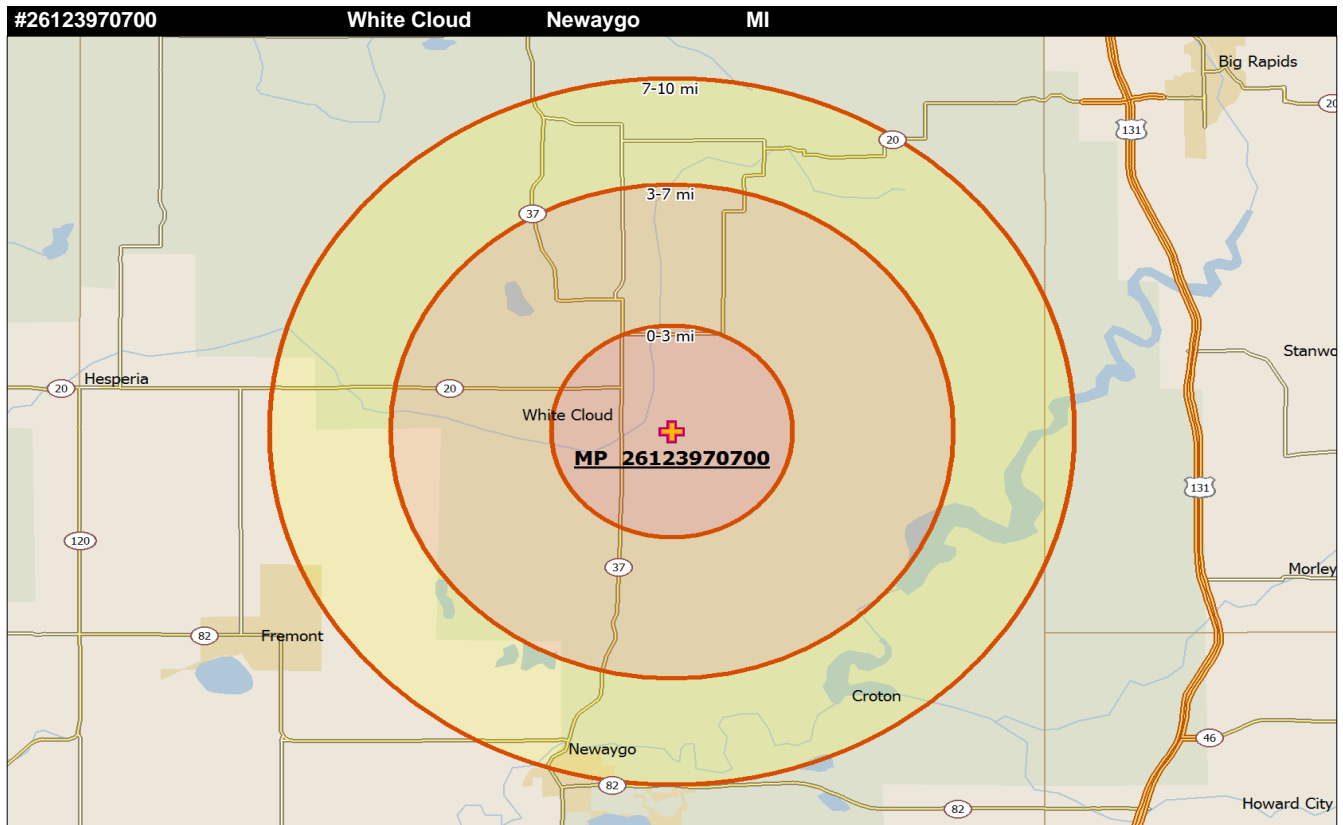| 35	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26133970600	Total Households in 3 mi Ring	1,483
	CT Centroid Latitude	43.87031	Active Evangelical HHLDS	193
	CT Centroid Longitude	-85.50762	Active Evangelical PERCENT	13.02%
	City Location	Reed City	Unreached HHLDS	969
	County Location	Osceola	Unreached Percent	65.32%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	167
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.24%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	205
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.82%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	597
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.28%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.5%	Low Education County	False
Mainstay Community	9.04%	Low Employment County	False
Working Community	49.63%	Persistent Poverty County	False
Country Community	15.71%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	17.06%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.26	Racial Diversity Index	5.71
Ancestry Diversity Index	68.87	Diversity Composite Index	21.19
Foreign Born Diversity Index	50.95	Population Density Index	13.09

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

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#26123970700	White Cloud	Newaygo	MI

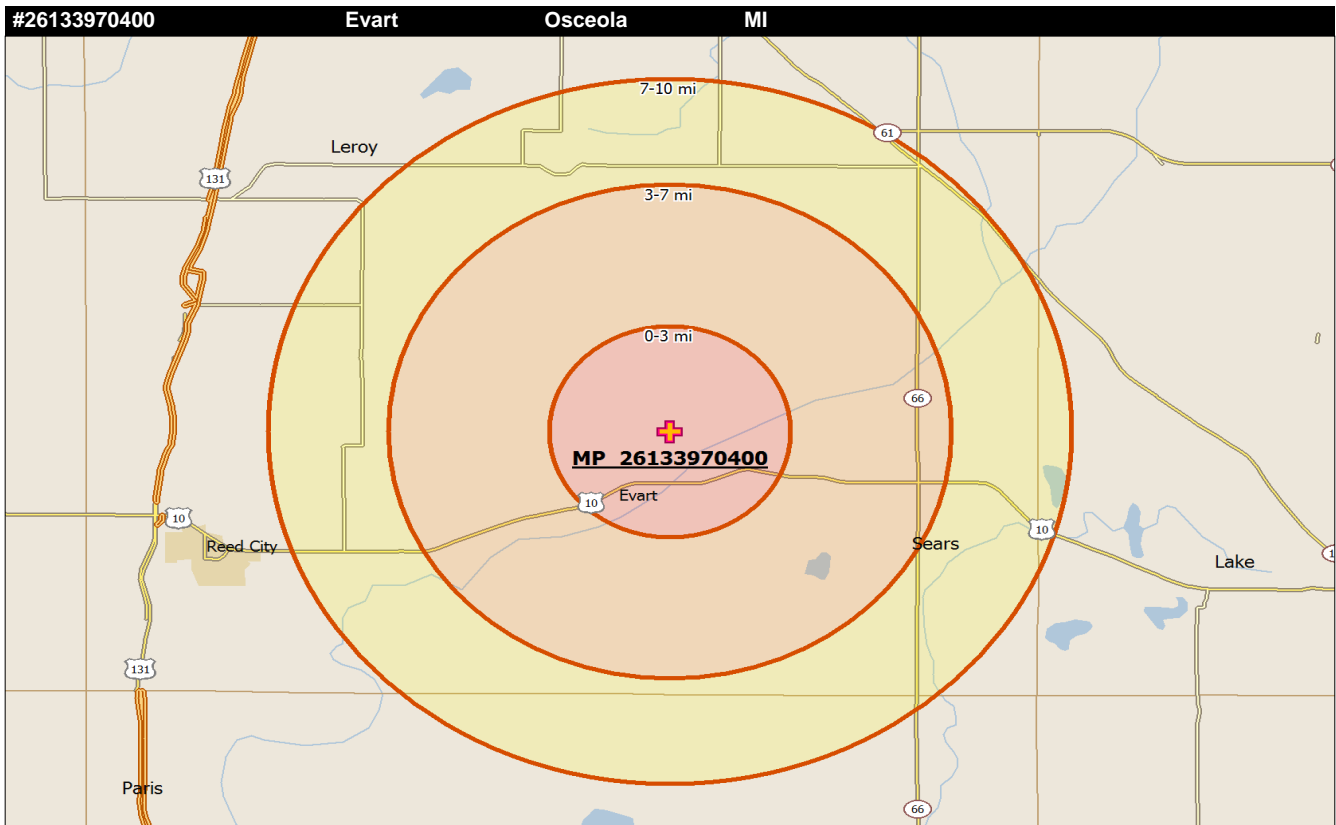| 36	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26123970700	Total Households in 3 mi Ring	1,056
	CT Centroid Latitude	43.55065	Active Evangelical HHLDS	115
	CT Centroid Longitude	-85.74668	Active Evangelical PERCENT	10.93%
	City Location	White Cloud	Unreached HHLDS	687
	County Location	Newaygo	Unreached Percent	65.05%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	151
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.27%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	126
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.89%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	411
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38.89%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	8.14%	Low Employment County	False
Working Community	49.53%	Persistent Poverty County	False
Country Community	29.55%	Population Loss County	False
Aspiring Community	1.23%	Nonmetro Recreation County	False
Urban Community	11.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	25.11	Racial Diversity Index	25.40
Ancestry Diversity Index	80.67	Diversity Composite Index	27.83
Foreign Born Diversity Index	28.83	Population Density Index	10.22

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

#26133970400	Evart	Osceola	MI

37 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26133970400	Total Households in 3 mi Ring	1,256
CT Centroid Latitude	43.92168	Active Evangelical HHLDS	158
CT Centroid Longitude	-85.27148	Active Evangelical PERCENT	12.57%
City Location	Evart	Unreached HHLDS	834
County Location	Osceola	Unreached Percent	66.44%
Sitescape Category code	2	Religious but NOT Evang HHLDS	183
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.56%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	161
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.8%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	491
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.64%	Low Education County	False
Mainstay Community	5.33%	Low Employment County	False
Working Community	66.72%	Persistent Poverty County	False
Country Community	25.88%	Population Loss County	False
Aspiring Community	0.64%	Nonmetro Recreation County	True
Urban Community	0.64%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.76	Racial Diversity Index	8.80
Ancestry Diversity Index	89.30	Diversity Composite Index	30.11
Foreign Born Diversity Index	51.72	Population Density Index	7.99

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

www.iicm.net

#26085960600   Baldwin   Lake   MI
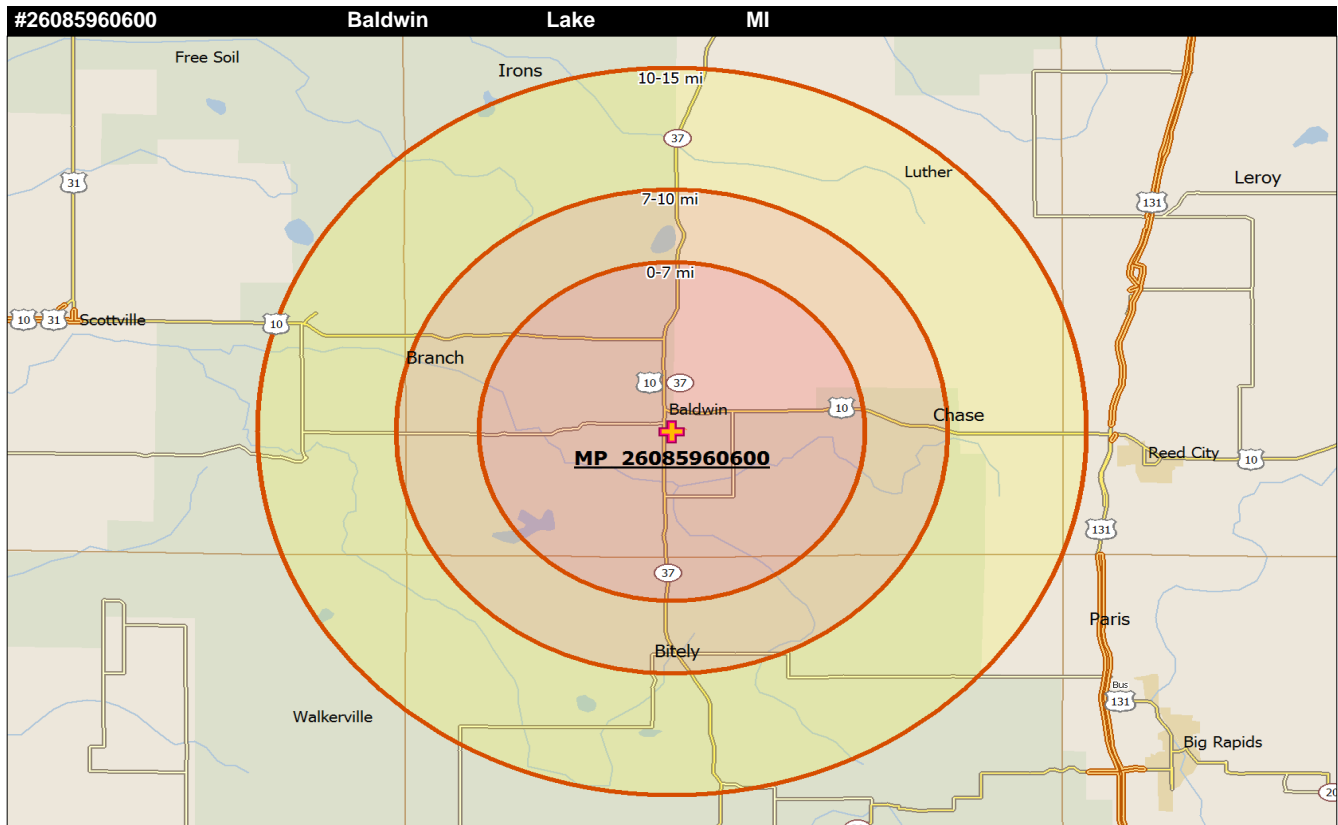
38	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26085960600	Total Households in 3 mi Ring	1,256
	CT Centroid Latitude	43.88887	Active Evangelical HHLDS	112
	CT Centroid Longitude	-85.84577	Active Evangelical PERCENT	8.93%
	City Location	Baldwin	Unreached HHLDS	808
	County Location	Lake	Unreached Percent	64.33%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	220
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	17.52%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	122
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.69%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	488
	Population Pattern	2500-10000-0	NOT Evangelical NOT Interested PERCENT	38.89%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	3.18%	Low Employment County	True
Working Community	11.78%	Persistent Poverty County	False
Country Community	20.38%	Population Loss County	False
Aspiring Community	5.33%	Nonmetro Recreation County	True
Urban Community	59.24%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	20.10	Racial Diversity Index	58.05
Ancestry Diversity Index	51.96	Diversity Composite Index	21.38
Foreign Born Diversity Index	67.87	Population Density Index	6.61

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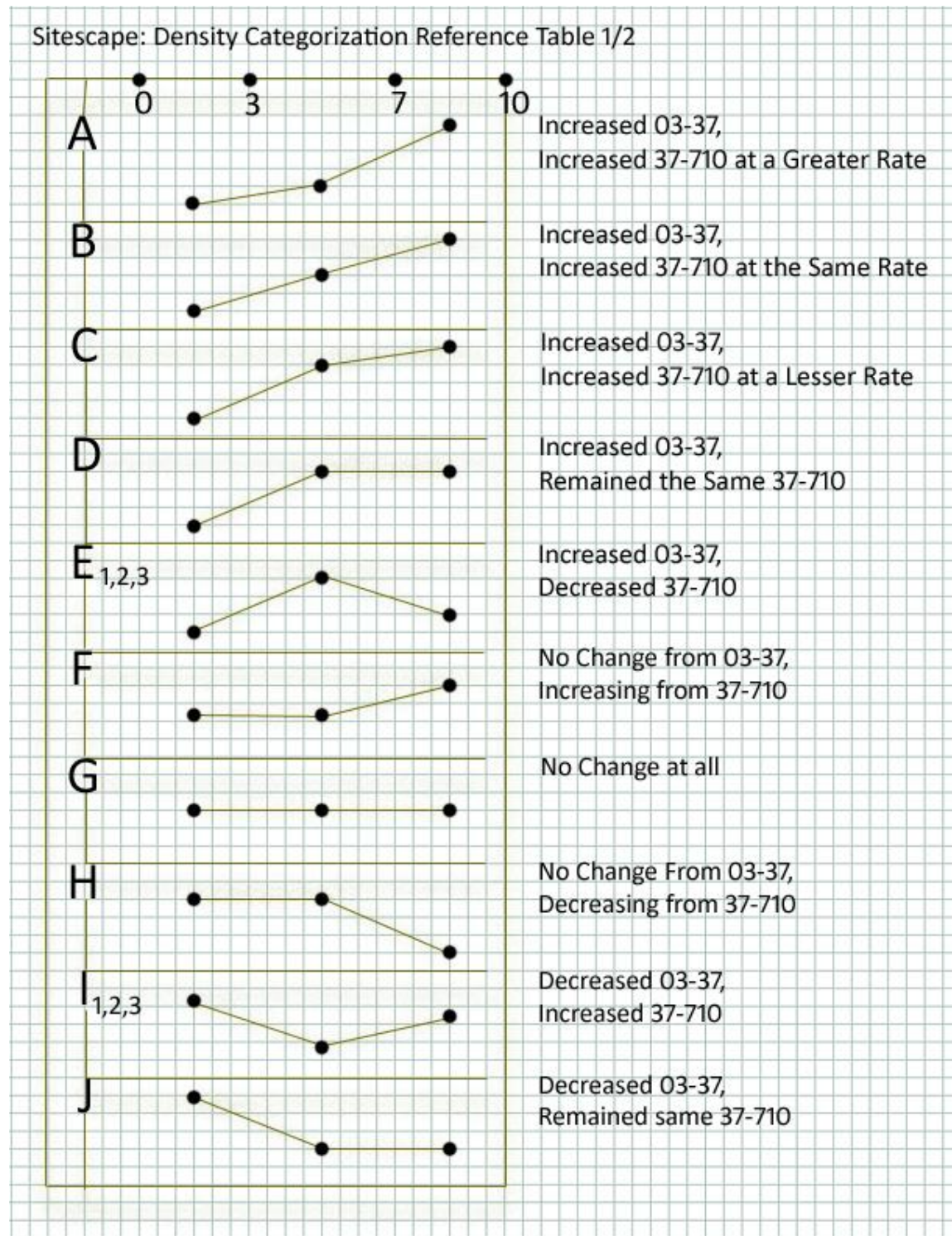
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location.   There are 5 types Decreasing Density patterns:
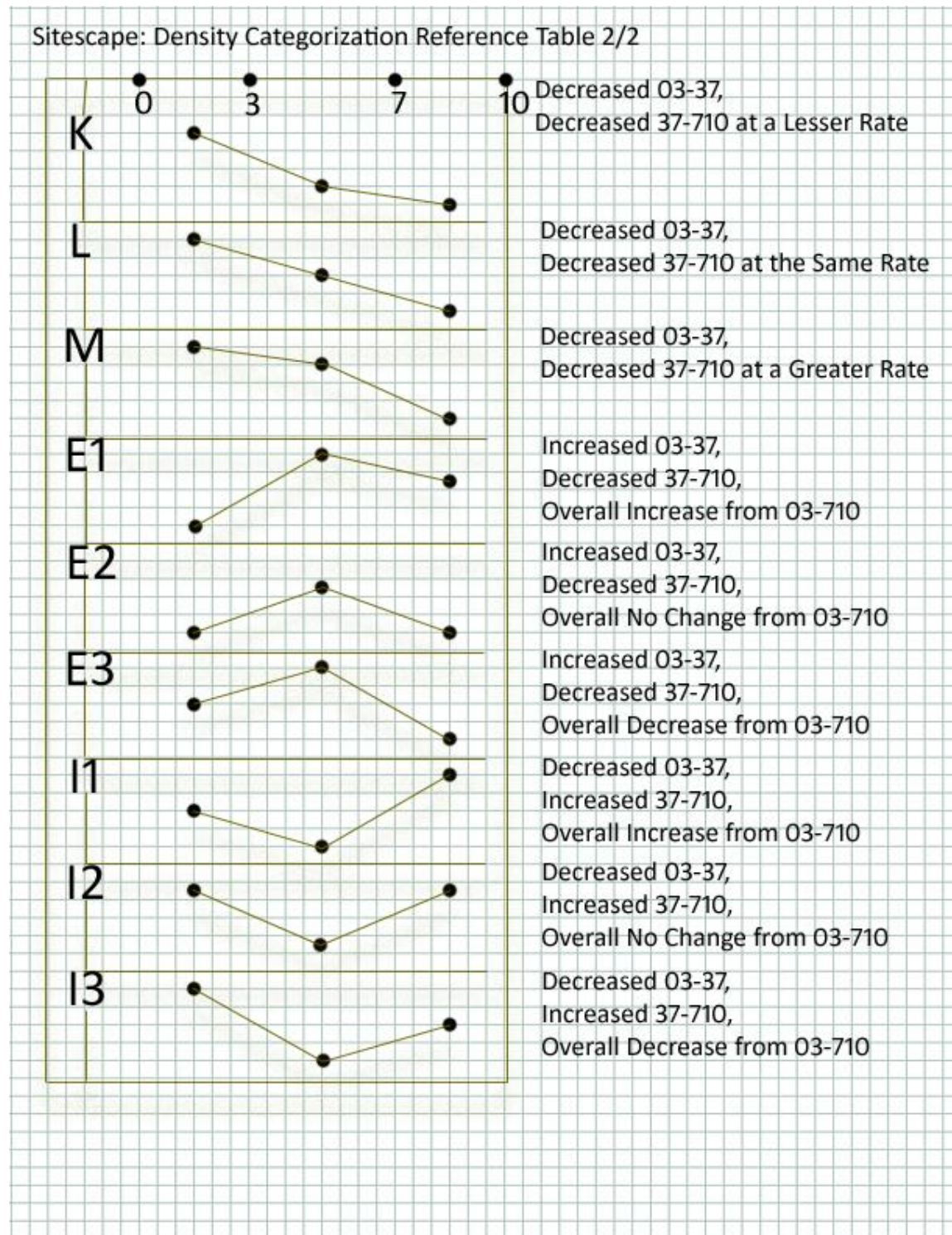
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

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

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.