

MISSION POINTS

Top Unreached Locations



Top Mission Points in the
Greater Detroit Association, Michigan



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.

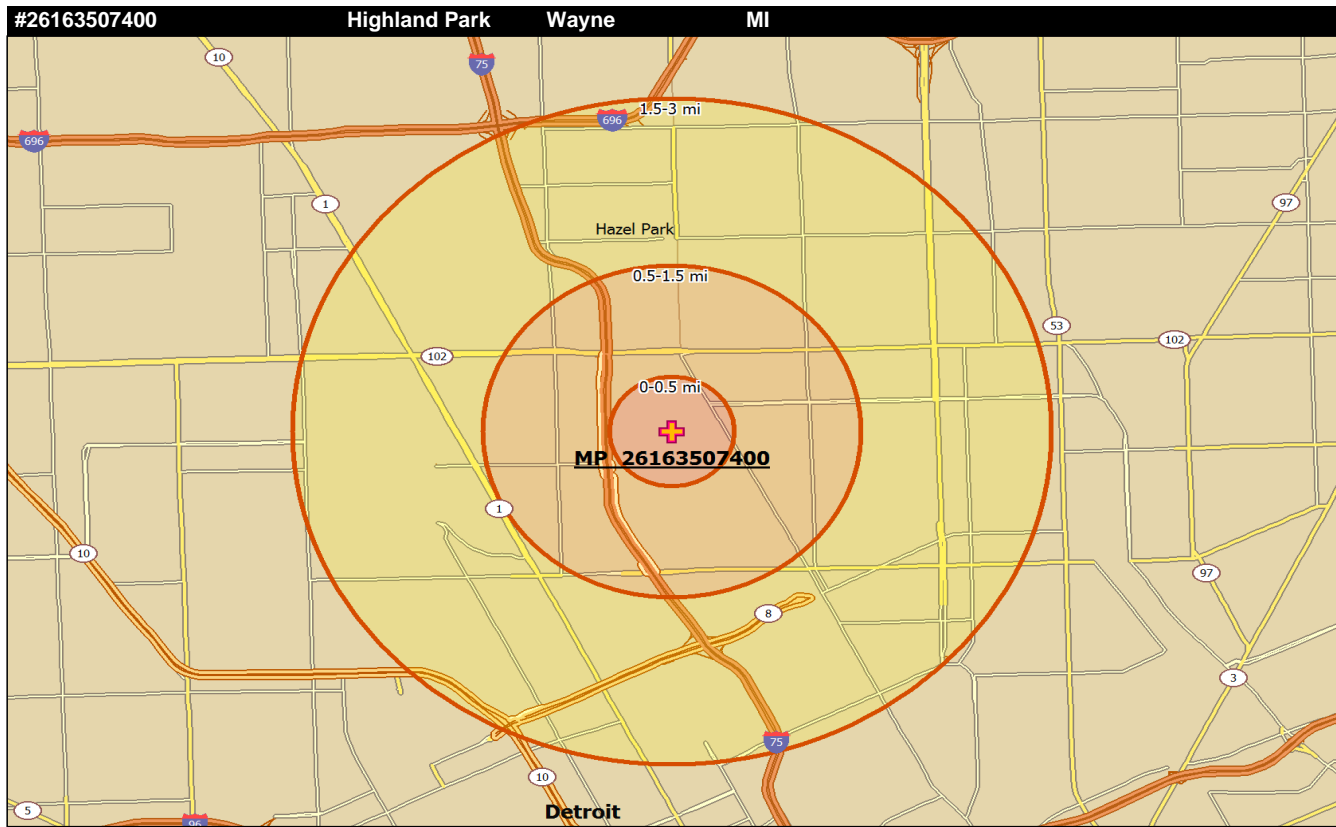
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

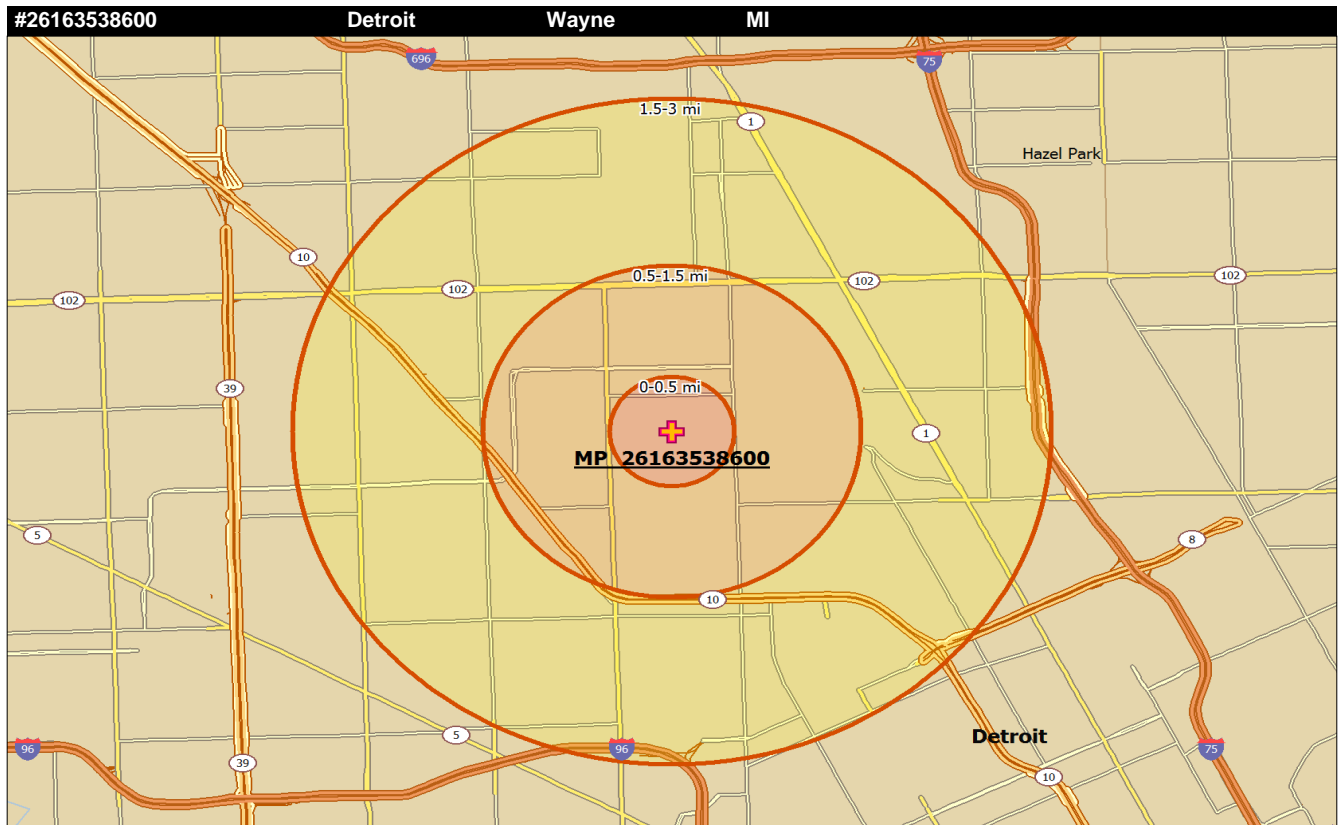
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163507400	Total Households in 3 mi Ring	54,012
CT Centroid Latitude	42.43659	Active Evangelical HHLDS	6,170
CT Centroid Longitude	-83.08470	Active Evangelical PERCENT	11.42%
City Location	Highland Park	Unreached HHLDS	37,611
County Location	Wayne	Unreached Percent	69.63%
Sitescape Category code	4	Religious but NOT Evang HHLDS	13,140
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	24.33%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,273
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	6.06%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	22,072
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.87%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.13%	Low Education County	False
Mainstay Community	1.56%	Low Employment County	False
Working Community	34.55%	Persistent Poverty County	False
Country Community	1.02%	Population Loss County	True
Aspiring Community	16.23%	Nonmetro Recreation County	False
Urban Community	45.5%	Retirement Destination County	False

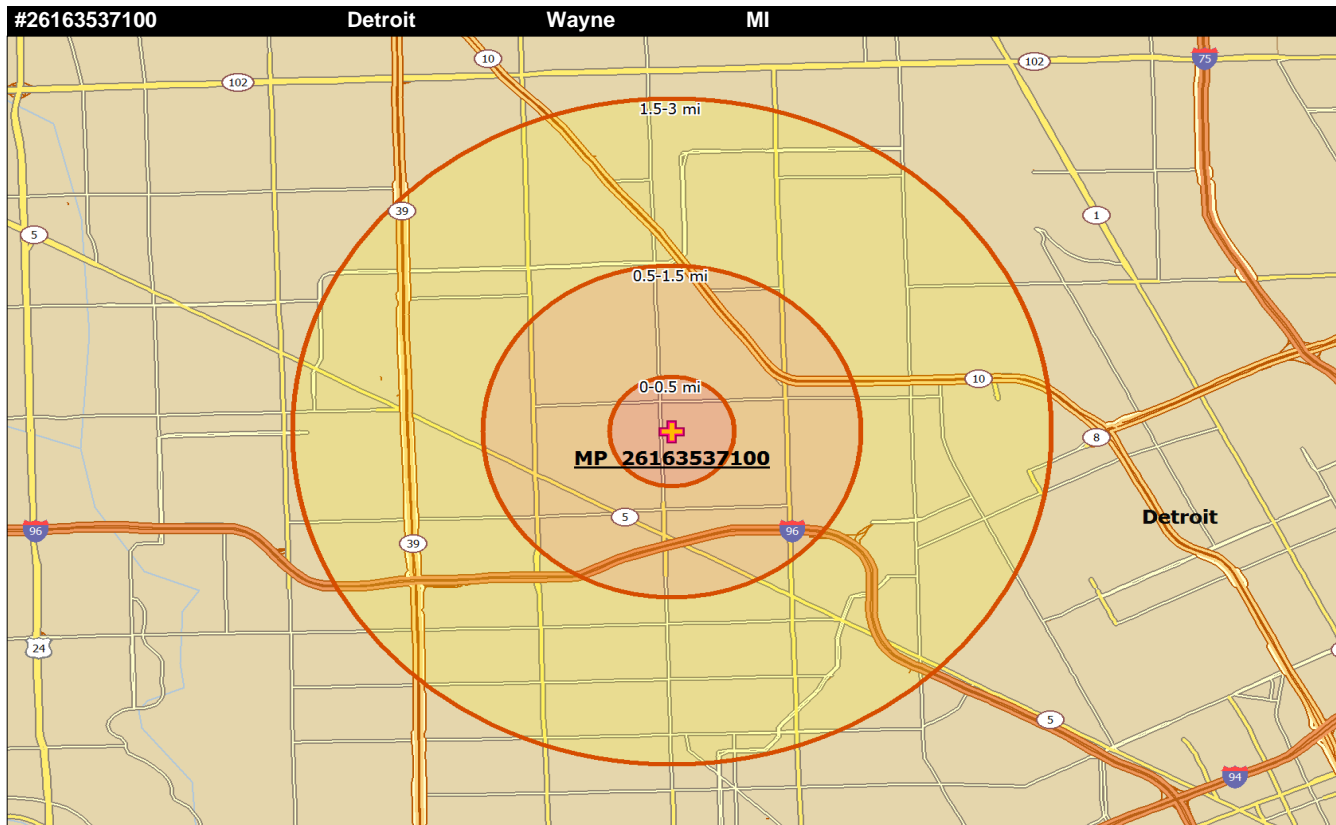
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.41	Racial Diversity Index	71.96
Ancestry Diversity Index	18.52	Diversity Composite Index	45.68
Foreign Born Diversity Index	47.47	Population Density Index	85.17



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163538600	Total Households in 3 mi Ring	65,864
CT Centroid Latitude	42.42669	Active Evangelical HHLDS	7,182
CT Centroid Longitude	-83.15091	Active Evangelical PERCENT	10.90%
City Location	Detroit	Unreached HHLDS	46,773
County Location	Wayne	Unreached Percent	71.01%
Sitescape Category	4	Religious but NOT Evang HHLDS	18,487
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	28.07%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,104
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.71%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	26,211
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.8%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.04%	Low Education County	False
Mainstay Community	0.31%	Low Employment County	False
Working Community	10.13%	Persistent Poverty County	False
Country Community	0.06%	Population Loss County	True
Aspiring Community	37.04%	Nonmetro Recreation County	False
Urban Community	49.42%	Retirement Destination County	False

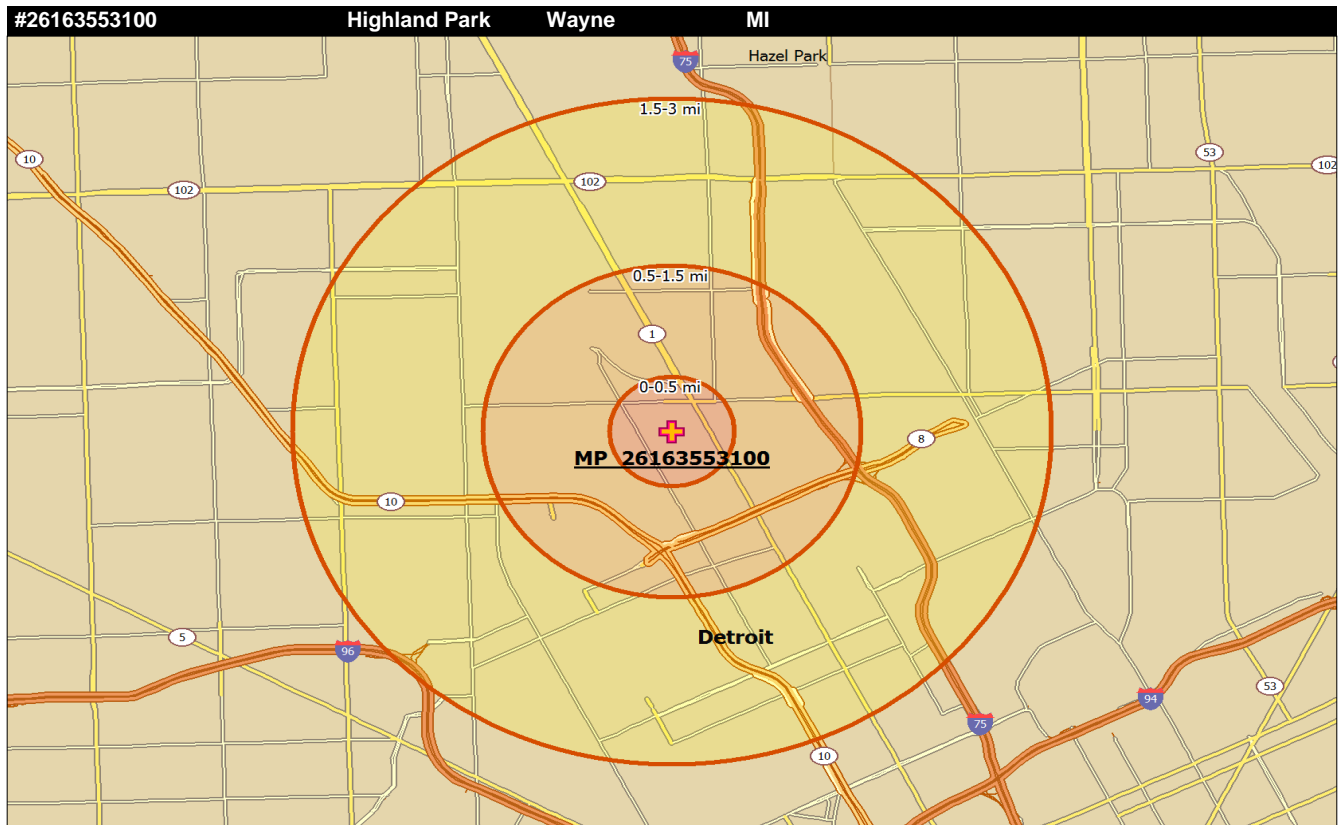
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	42.77	Racial Diversity Index	45.71
Ancestry Diversity Index	4.84	Diversity Composite Index	37.11
Foreign Born Diversity Index	40.93	Population Density Index	87.87



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163537100	Total Households in 3 mi Ring	70,299
CT Centroid Latitude	42.39818	Active Evangelical HHLDS	7,616
CT Centroid Longitude	-83.17721	Active Evangelical PERCENT	10.83%
City Location	Detroit	Unreached HHLDS	50,052
County Location	Wayne	Unreached Percent	71.2%
Sitescape Category	4	Religious but NOT Evang HHLDS	20,845
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	29.65%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,576
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	3.66%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	28,052
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.9%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.06%	Low Education County	False
Mainstay Community	0.04%	Low Employment County	False
Working Community	0.26%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	45.68%	Nonmetro Recreation County	False
Urban Community	53.96%	Retirement Destination County	False

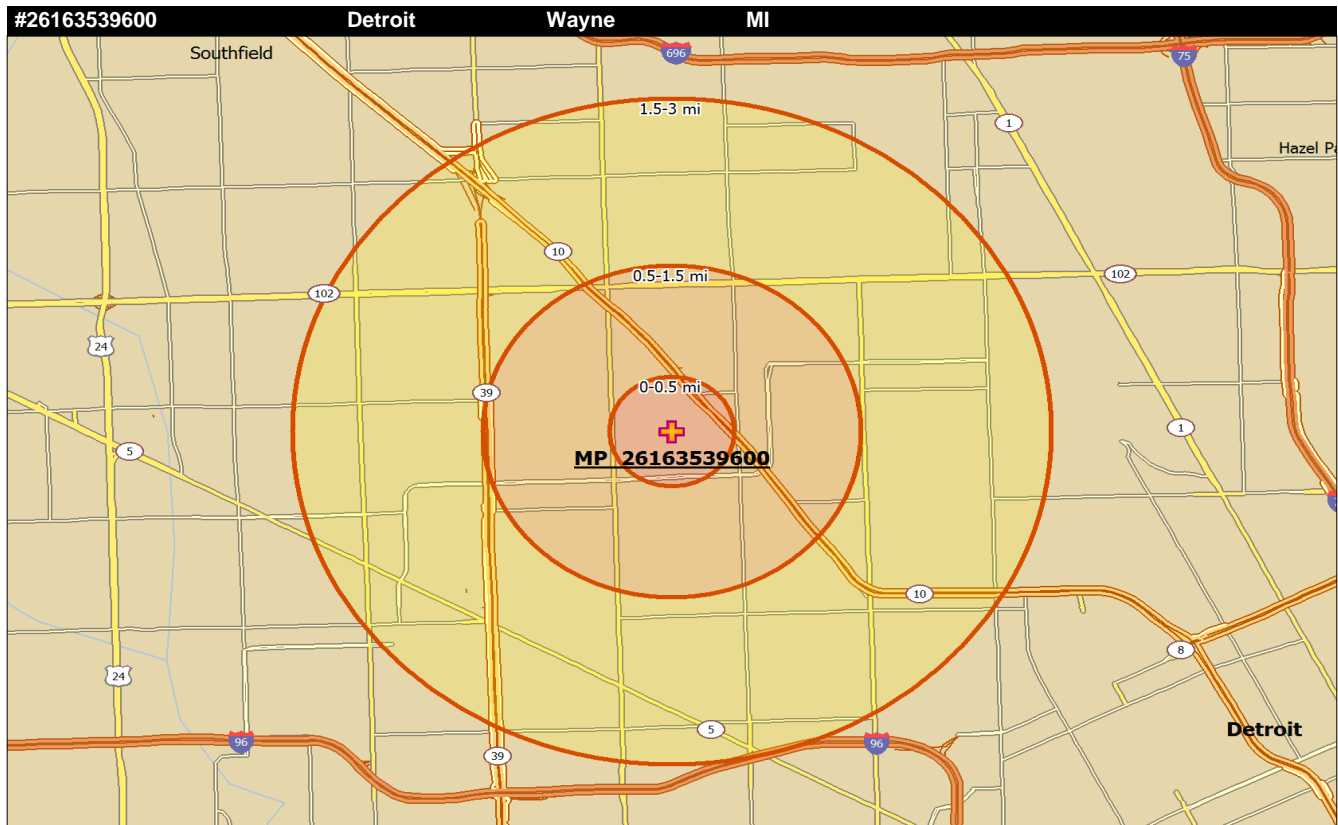
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.12	Racial Diversity Index	28.16
Ancestry Diversity Index	0.93	Diversity Composite Index	32.34
Foreign Born Diversity Index	73.03	Population Density Index	89.80



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163553100	Total Households in 3 mi Ring	65,522
CT Centroid Latitude	42.41380	Active Evangelical HHLDS	7,317
CT Centroid Longitude	-83.10846	Active Evangelical PERCENT	11.17%
City Location	Highland Park	Unreached HHLDS	46,072
County Location	Wayne	Unreached Percent	70.32%
Sitescape Category code	4	Religious but NOT Evang HHLDS	18,508
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	28.25%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,532
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	3.86%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	26,583
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.47%	Low Education County	False
Mainstay Community	1.37%	Low Employment County	False
Working Community	9.58%	Persistent Poverty County	False
Country Community	0.11%	Population Loss County	True
Aspiring Community	20.55%	Nonmetro Recreation County	False
Urban Community	67.93%	Retirement Destination County	False

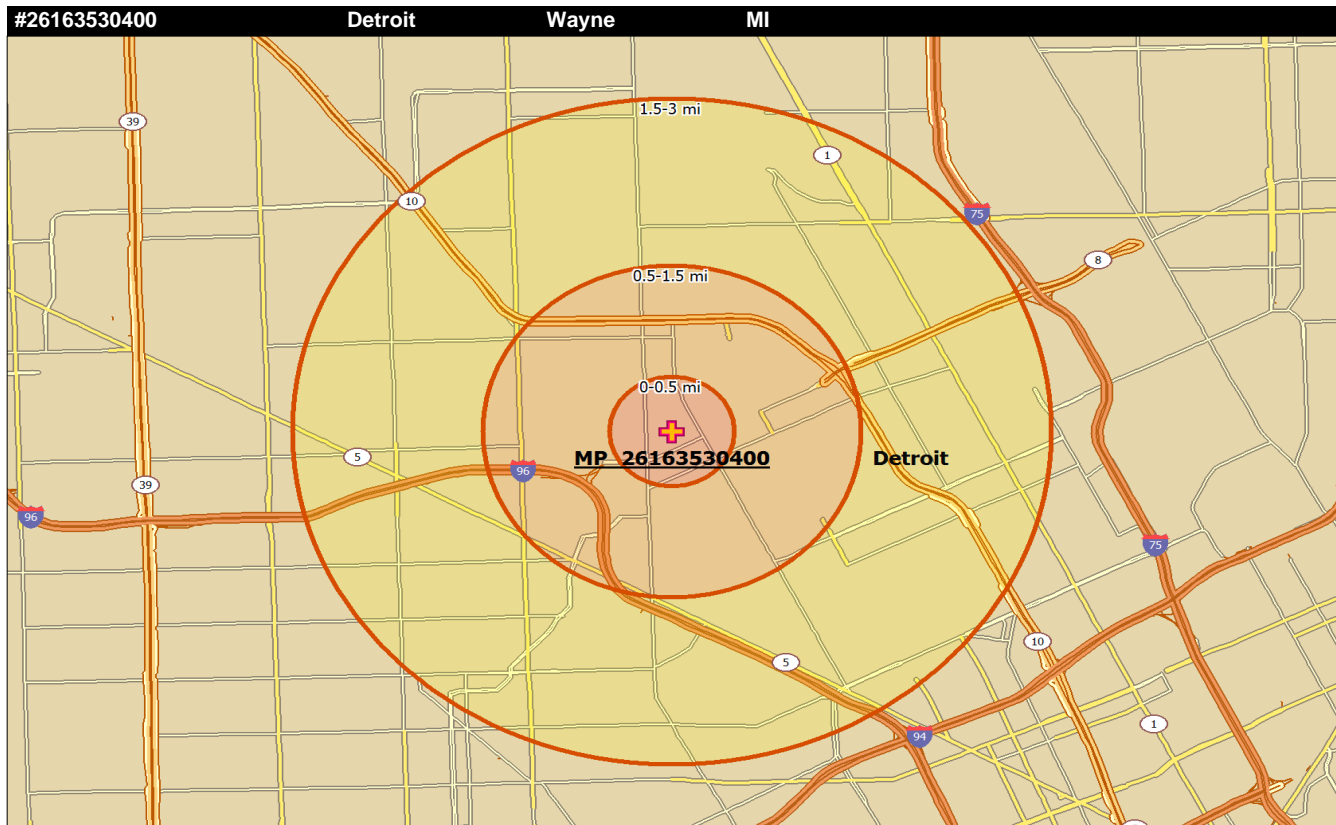
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	51.25	Racial Diversity Index	47.89
Ancestry Diversity Index	5.37	Diversity Composite Index	38.29
Foreign Born Diversity Index	48.40	Population Density Index	88.94



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163539600	Total Households in 3 mi Ring	68,823
CT Centroid Latitude	42.42591	Active Evangelical HHLDS	7,241
CT Centroid Longitude	-83.19043	Active Evangelical PERCENT	10.52%
City Location	Detroit	Unreached HHLDS	49,575
County Location	Wayne	Unreached Percent	72.03%
Sitescape Category code	4	Religious but NOT Evang HHLDS	20,052
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	29.14%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,434
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.99%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	26,744
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	38.86%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.89%	Low Education County	False
Mainstay Community	0.09%	Low Employment County	False
Working Community	3.06%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	59.89%	Nonmetro Recreation County	False
Urban Community	36.07%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	29.87	Racial Diversity Index	33.59
Ancestry Diversity Index	2.07	Diversity Composite Index	31.19
Foreign Born Diversity Index	74.55	Population Density Index	88.89



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163530400	Total Households in 3 mi Ring	66,591
CT Centroid Latitude	42.39036	Active Evangelical HHLDS	7,417
CT Centroid Longitude	-83.13568	Active Evangelical PERCENT	11.14%
City Location	Detroit	Unreached HHLDS	46,875
County Location	Wayne	Unreached Percent	70.39%
Sitescape Category code	4	Religious but NOT Evang HHLDS	20,184
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	30.31%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	1,703
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	2.56%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,962
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.49%

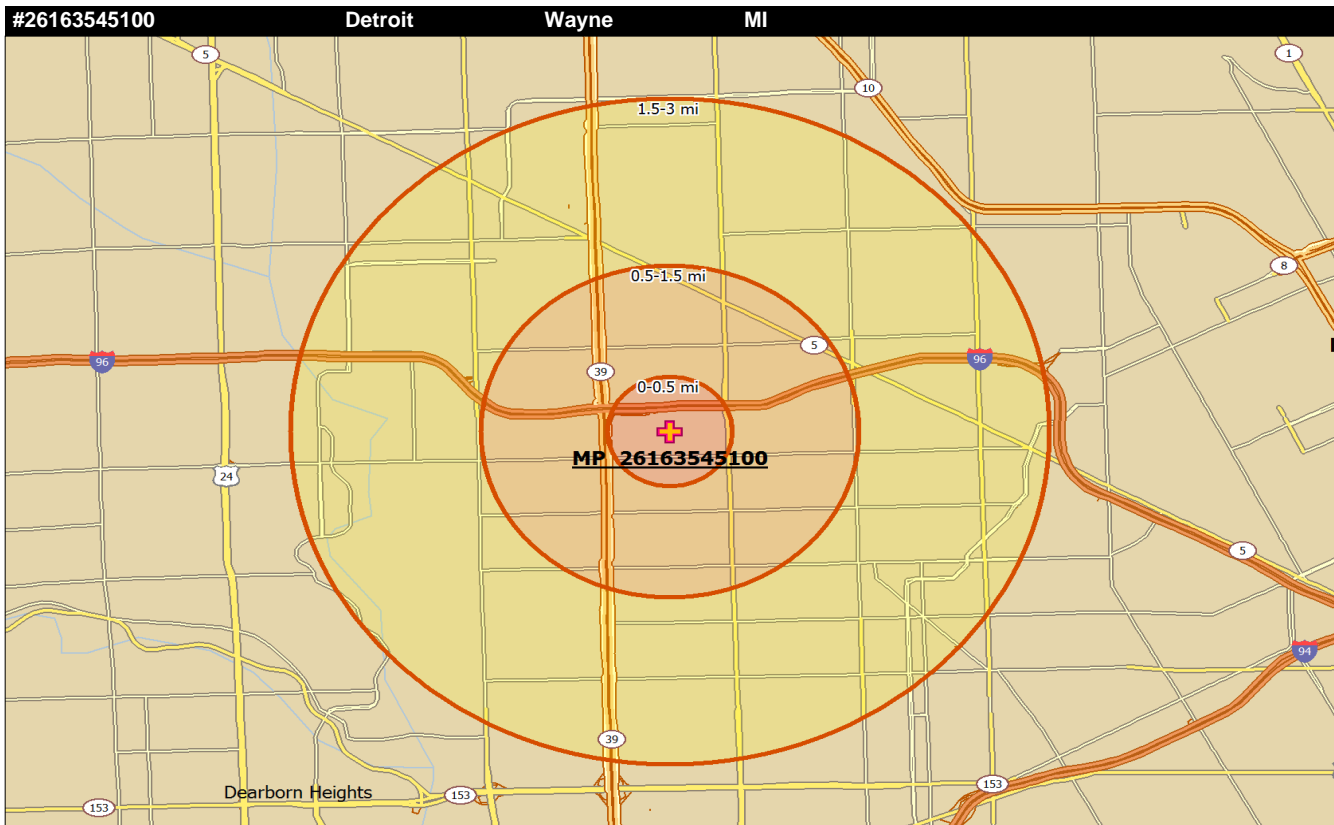
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.2%	Low Education County	False
Mainstay Community	0.13%	Low Employment County	False
Working Community	0.25%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	21.08%	Nonmetro Recreation County	False
Urban Community	78.35%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.85	Racial Diversity Index	28.63
Ancestry Diversity Index	0.97	Diversity Composite Index	25.39
Foreign Born Diversity Index	63.65	Population Density Index	90.09

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

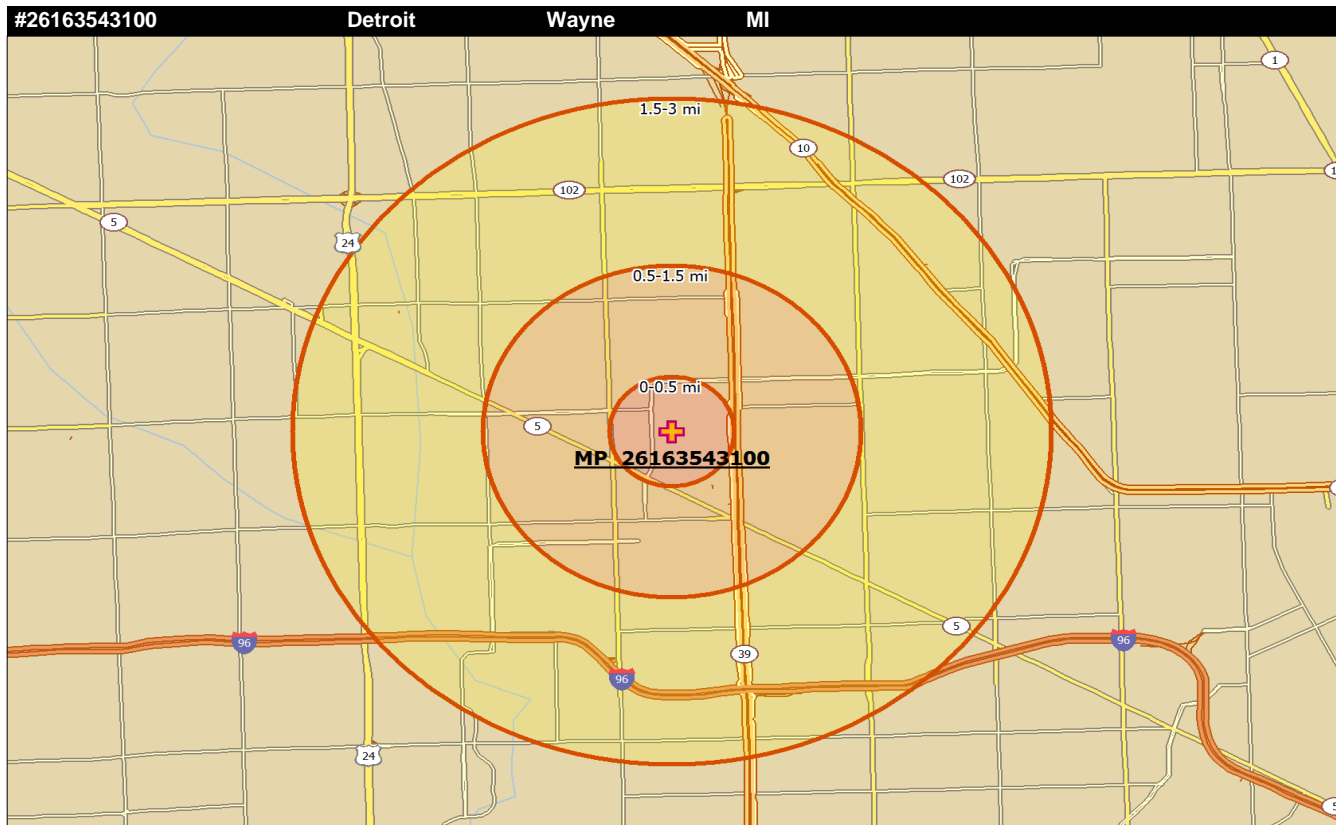
www.iicm.net



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163545100	Total Households in 3 mi Ring	60,327
CT Centroid Latitude	42.37572	Active Evangelical HHLDS	6,710
CT Centroid Longitude	-83.20664	Active Evangelical PERCENT	11.12%
City Location	Detroit	Unreached HHLDS	42,490
County Location	Wayne	Unreached Percent	70.43%
Sitescape Category code	4	Religious but NOT Evang HHLDS	16,635
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	27.58%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,627
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.35%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,464
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.55%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.97%	Low Education County	False
Mainstay Community	2.42%	Low Employment County	False
Working Community	7.3%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	38.88%	Nonmetro Recreation County	False
Urban Community	50.43%	Retirement Destination County	False

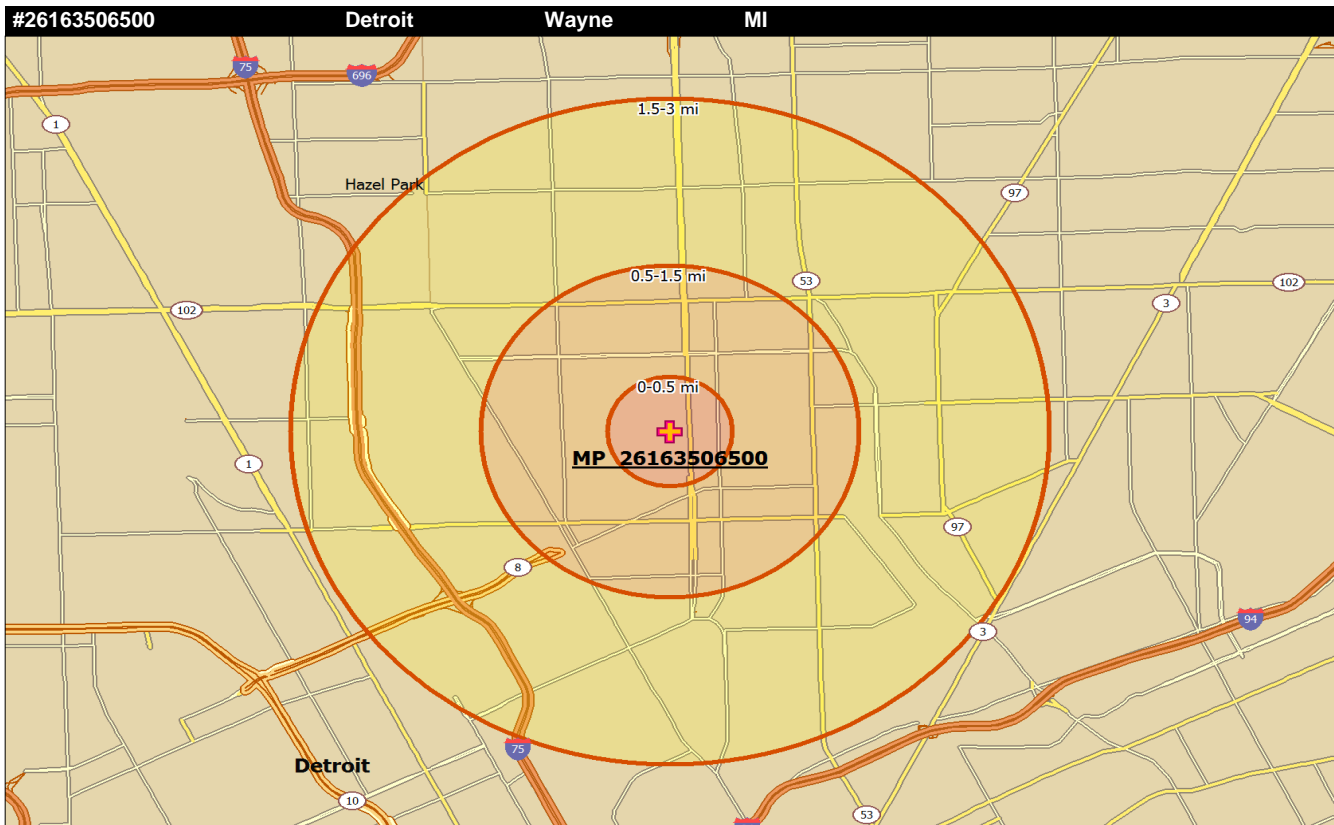
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.55	Racial Diversity Index	46.84
Ancestry Diversity Index	6.59	Diversity Composite Index	35.54
Foreign Born Diversity Index	19.21	Population Density Index	88.59



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163543100	Total Households in 3 mi Ring	58,349
CT Centroid Latitude	42.41237	Active Evangelical HHLDS	6,154
CT Centroid Longitude	-83.22852	Active Evangelical PERCENT	10.55%
City Location	Detroit	Unreached HHLDS	41,989
County Location	Wayne	Unreached Percent	71.96%
Sitescape Category	4	Religious but NOT Evang HHLDS	17,004
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	29.14%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,797
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	23,006
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.43%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.23%	Low Education County	False
Mainstay Community	0.13%	Low Employment County	False
Working Community	1.68%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	61.22%	Nonmetro Recreation County	False
Urban Community	36.73%	Retirement Destination County	False

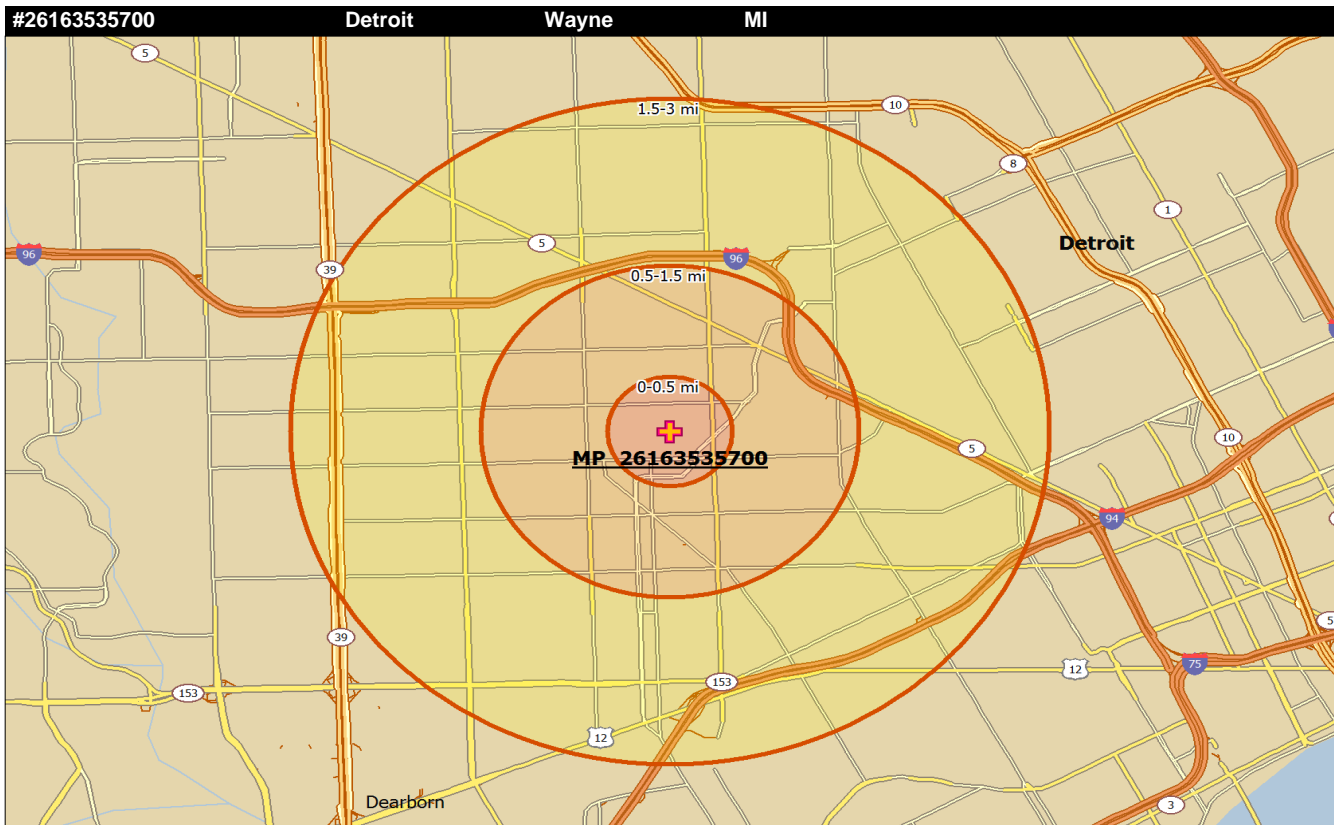
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	20.67	Racial Diversity Index	36.57
Ancestry Diversity Index	2.74	Diversity Composite Index	41.69
Foreign Born Diversity Index	74.94	Population Density Index	86.84



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163506500	Total Households in 3 mi Ring	50,597
CT Centroid Latitude	42.43066	Active Evangelical HHLDS	5,852
CT Centroid Longitude	-83.04629	Active Evangelical PERCENT	11.57%
City Location	Detroit	Unreached HHLDS	35,041
County Location	Wayne	Unreached Percent	69.26%
Sitescape Category	4	Religious but NOT Evang HHLDS	12,333
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	24.37%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,680
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.3%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	21,087
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.41%	Low Education County	False
Mainstay Community	2.29%	Low Employment County	False
Working Community	24.93%	Persistent Poverty County	False
Country Community	1.05%	Population Loss County	True
Aspiring Community	15.8%	Nonmetro Recreation County	False
Urban Community	55.53%	Retirement Destination County	False

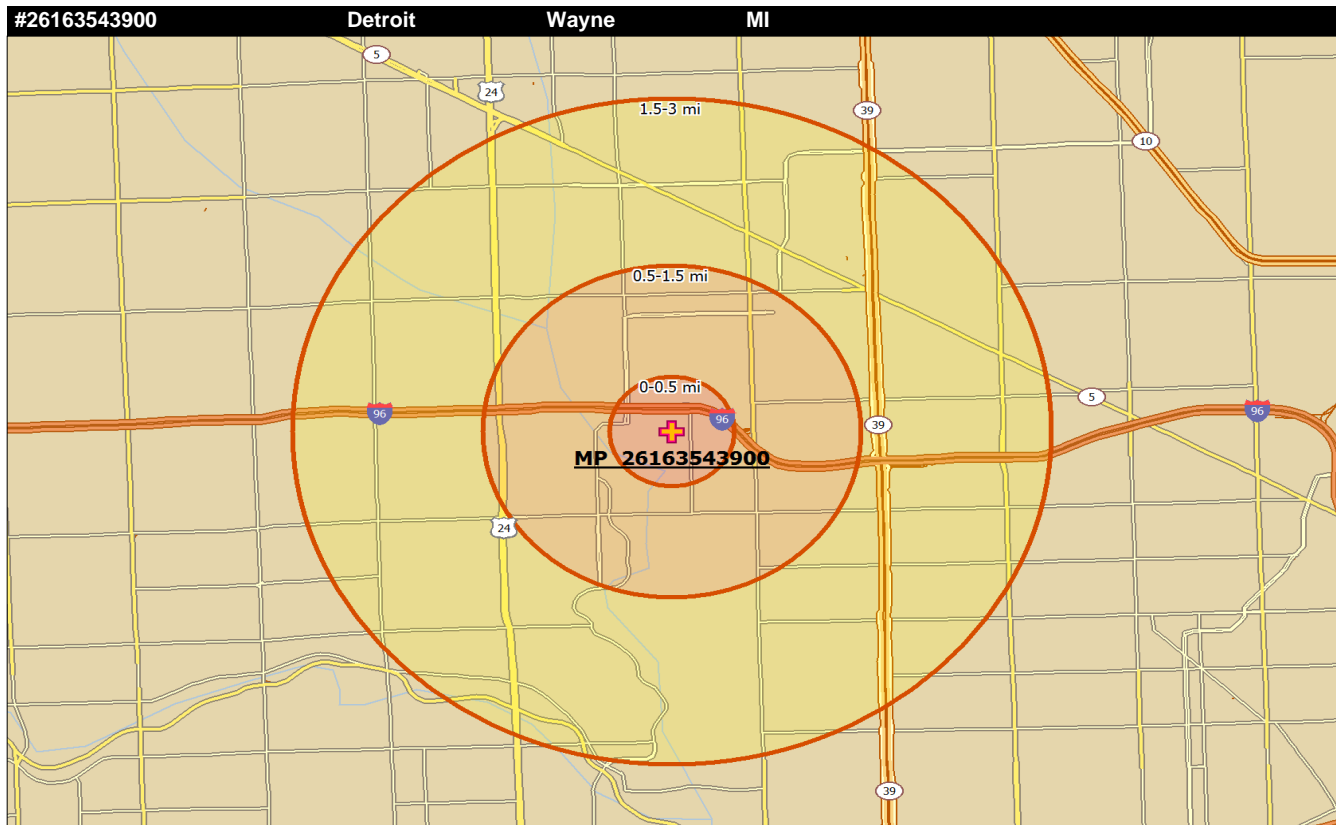
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.14	Racial Diversity Index	71.89
Ancestry Diversity Index	16.07	Diversity Composite Index	43.22
Foreign Born Diversity Index	42.40	Population Density Index	85.80



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163535700	Total Households in 3 mi Ring	63,332
CT Centroid Latitude	42.36237	Active Evangelical HHLDS	7,319
CT Centroid Longitude	-83.16465	Active Evangelical PERCENT	11.56%
City Location	Detroit	Unreached HHLDS	43,875
County Location	Wayne	Unreached Percent	69.28%
Sitescape Category code	4	Religious but NOT Evang HHLDS	16,303
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	25.74%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,675
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.22%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,572
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.96%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.32%	Low Education County	False
Mainstay Community	7.6%	Low Employment County	False
Working Community	8.4%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	15.36%	Nonmetro Recreation County	False
Urban Community	67.31%	Retirement Destination County	False

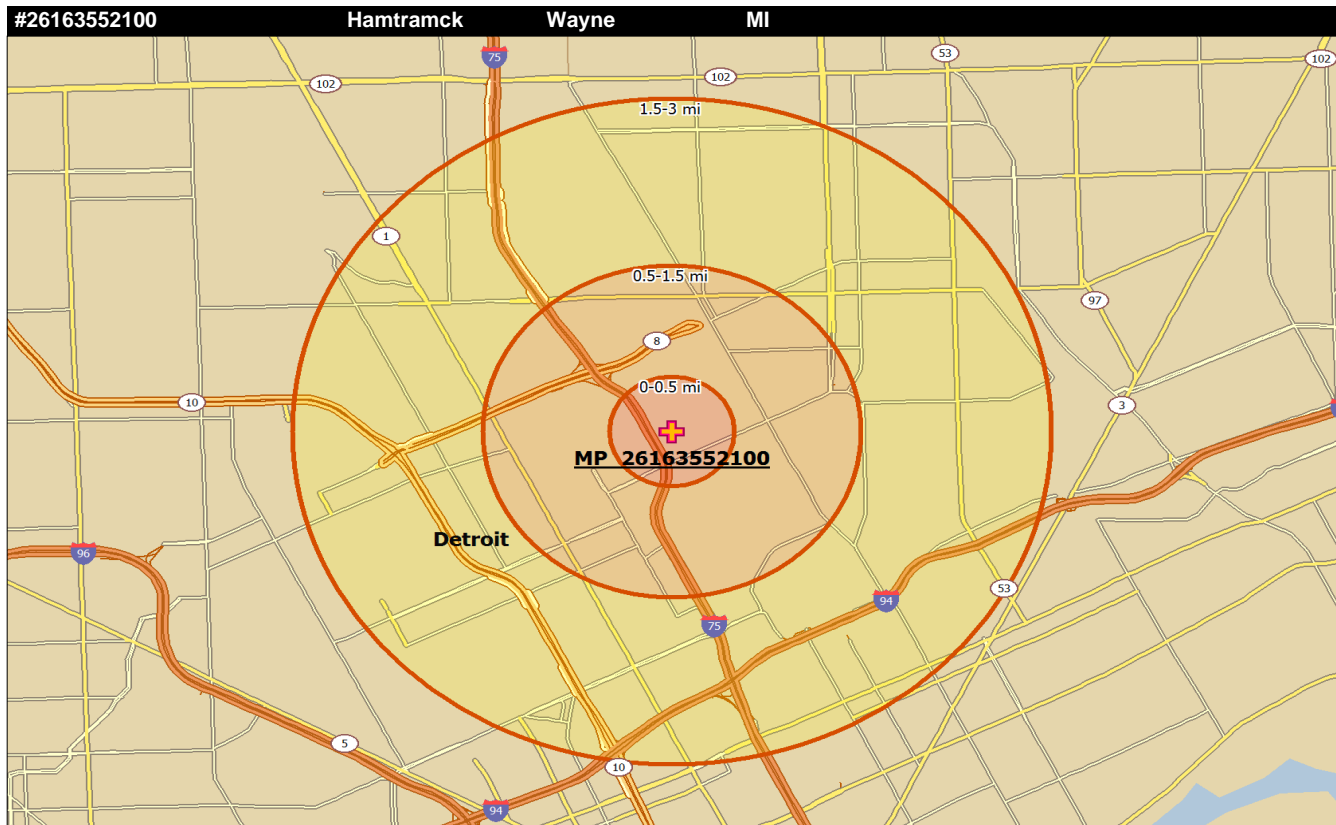
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	77.95	Racial Diversity Index	61.26
Ancestry Diversity Index	10.21	Diversity Composite Index	31.79
Foreign Born Diversity Index	20.67	Population Density Index	89.79



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163543900	Total Households in 3 mi Ring	49,308
CT Centroid Latitude	42.38249	Active Evangelical HHLDS	5,424
CT Centroid Longitude	-83.24935	Active Evangelical PERCENT	11.00%
City Location	Detroit	Unreached HHLDS	34,889
County Location	Wayne	Unreached Percent	70.76%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,914
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	26.19%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,880
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.84%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,793
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.14%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.2%	Low Education County	False
Mainstay Community	2.08%	Low Employment County	False
Working Community	18.01%	Persistent Poverty County	False
Country Community	0.15%	Population Loss County	True
Aspiring Community	41.5%	Nonmetro Recreation County	False
Urban Community	33.06%	Retirement Destination County	False

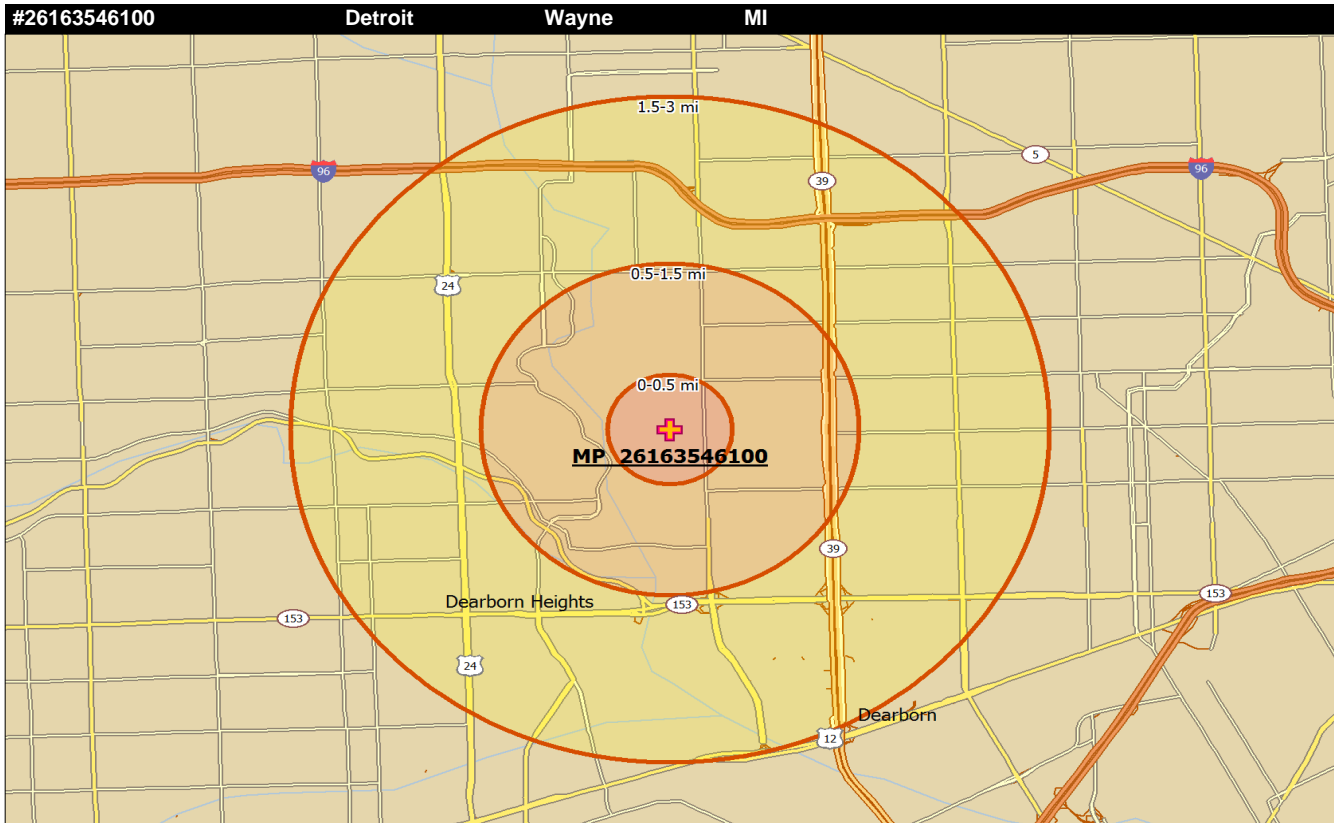
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.22	Racial Diversity Index	58.16
Ancestry Diversity Index	11.50	Diversity Composite Index	45.20
Foreign Born Diversity Index	97.59	Population Density Index	84.75



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163552100	Total Households in 3 mi Ring	51,728
CT Centroid Latitude	42.40098	Active Evangelical HHLDS	5,823
CT Centroid Longitude	-83.06738	Active Evangelical PERCENT	11.26%
City Location	Hamtramck	Unreached HHLDS	36,249
County Location	Wayne	Unreached Percent	70.08%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,372
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	27.78%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	1,981
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	3.83%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	21,329
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.23%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.46%	Low Education County	False
Mainstay Community	1.91%	Low Employment County	False
Working Community	6.84%	Persistent Poverty County	False
Country Community	0.03%	Population Loss County	True
Aspiring Community	12.27%	Nonmetro Recreation County	False
Urban Community	78.5%	Retirement Destination County	False

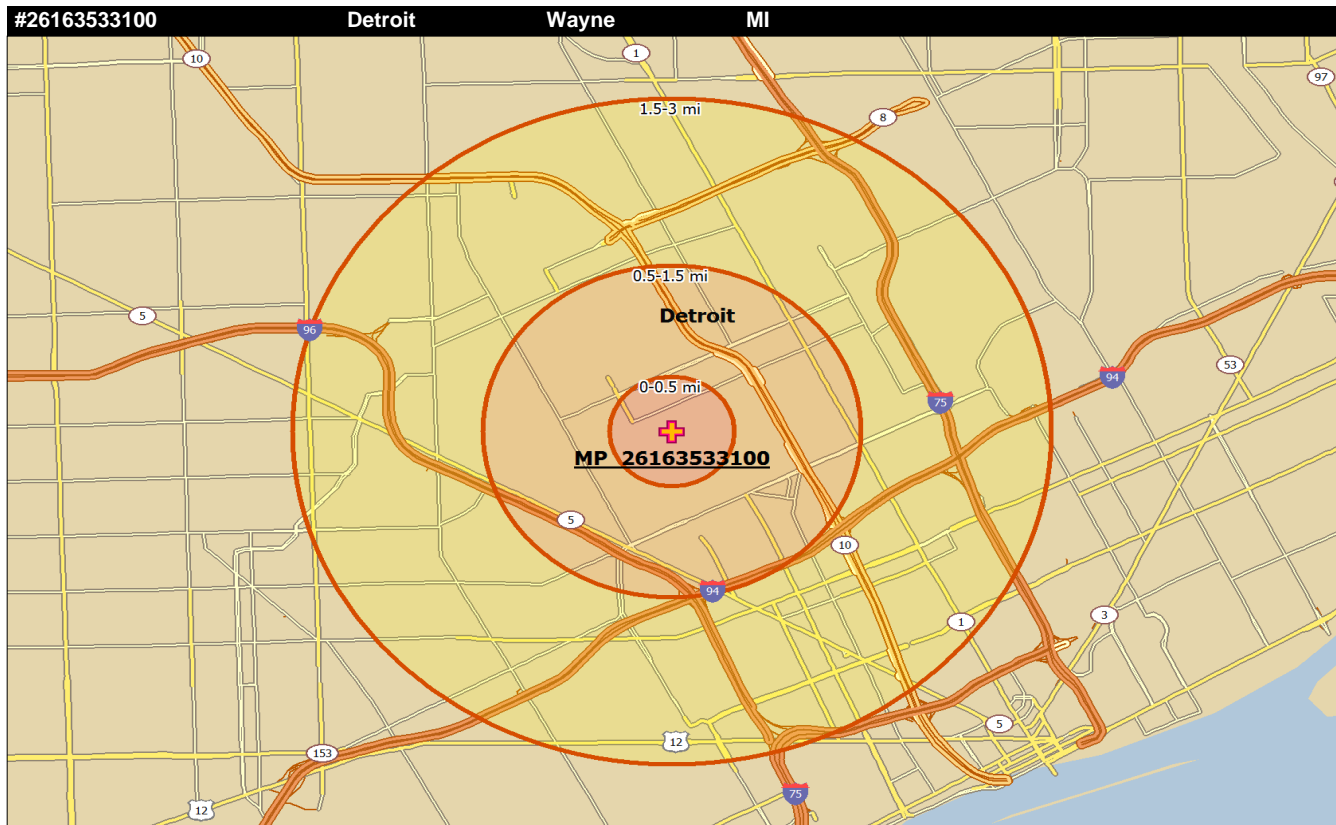
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.25	Racial Diversity Index	50.96
Ancestry Diversity Index	6.60	Diversity Composite Index	48.07
Foreign Born Diversity Index	40.44	Population Density Index	85.80



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163546100	Total Households in 3 mi Ring	47,328
CT Centroid Latitude	42.35111	Active Evangelical HHLDS	5,338
CT Centroid Longitude	-83.24102	Active Evangelical PERCENT	11.28%
City Location	Detroit	Unreached HHLDS	33,137
County Location	Wayne	Unreached Percent	70.02%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,167
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	23.59%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,247
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	6.86%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,328
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.98%	Low Education County	False
Mainstay Community	5.83%	Low Employment County	False
Working Community	26.32%	Persistent Poverty County	False
Country Community	0.16%	Population Loss County	True
Aspiring Community	26.45%	Nonmetro Recreation County	False
Urban Community	30.26%	Retirement Destination County	False

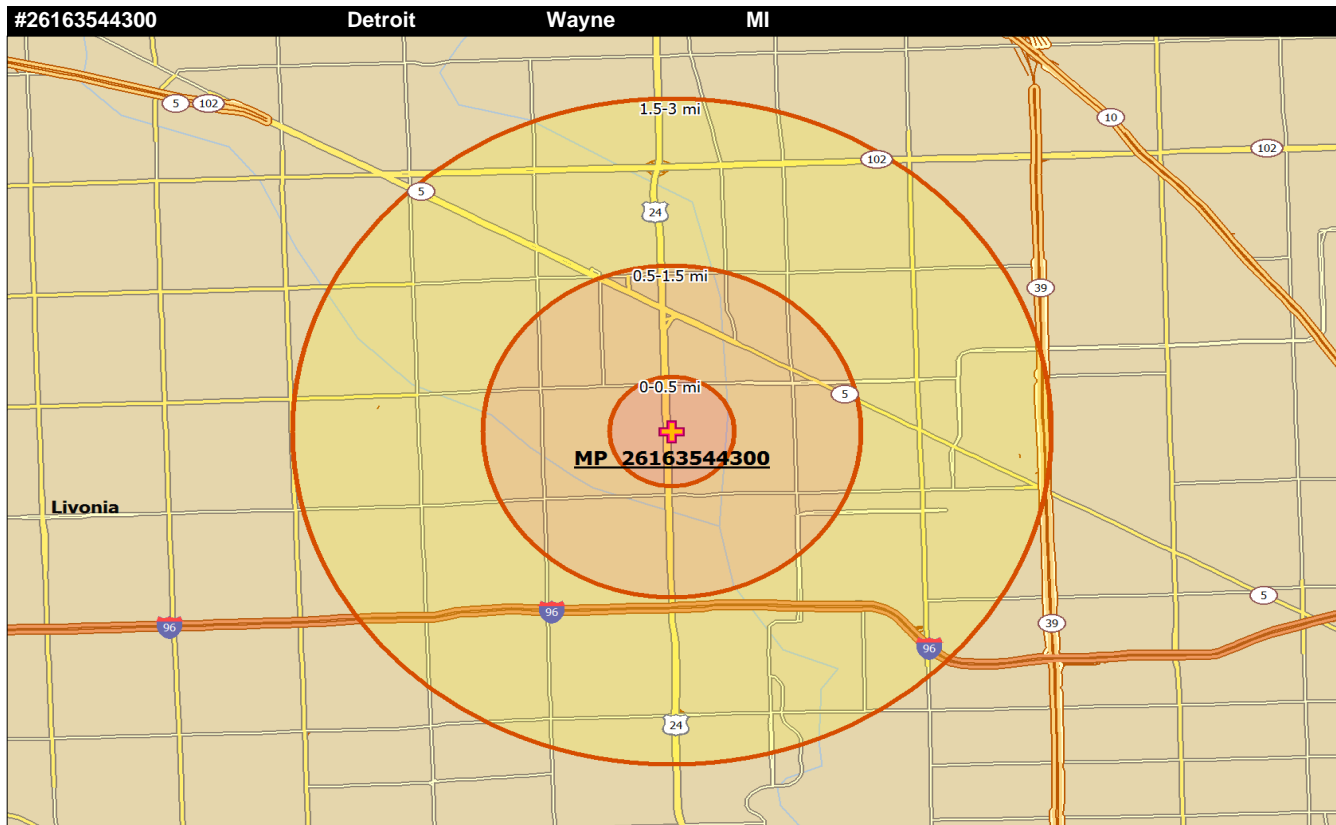
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.20	Racial Diversity Index	73.69
Ancestry Diversity Index	28.22	Diversity Composite Index	62.67
Foreign Born Diversity Index	32.05	Population Density Index	81.66



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163533100	Total Households in 3 mi Ring	61,214
CT Centroid Latitude	42.37181	Active Evangelical HHLDS	6,729
CT Centroid Longitude	-83.10241	Active Evangelical PERCENT	10.99%
City Location	Detroit	Unreached HHLDS	43,326
County Location	Wayne	Unreached Percent	70.78%
Sitescape Category code	4	Religious but NOT Evang HHLDS	17,731
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	28.97%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,405
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	3.93%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,885
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.95%	Low Education County	False
Mainstay Community	1.64%	Low Employment County	False
Working Community	3.62%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	10.42%	Nonmetro Recreation County	False
Urban Community	83.36%	Retirement Destination County	False

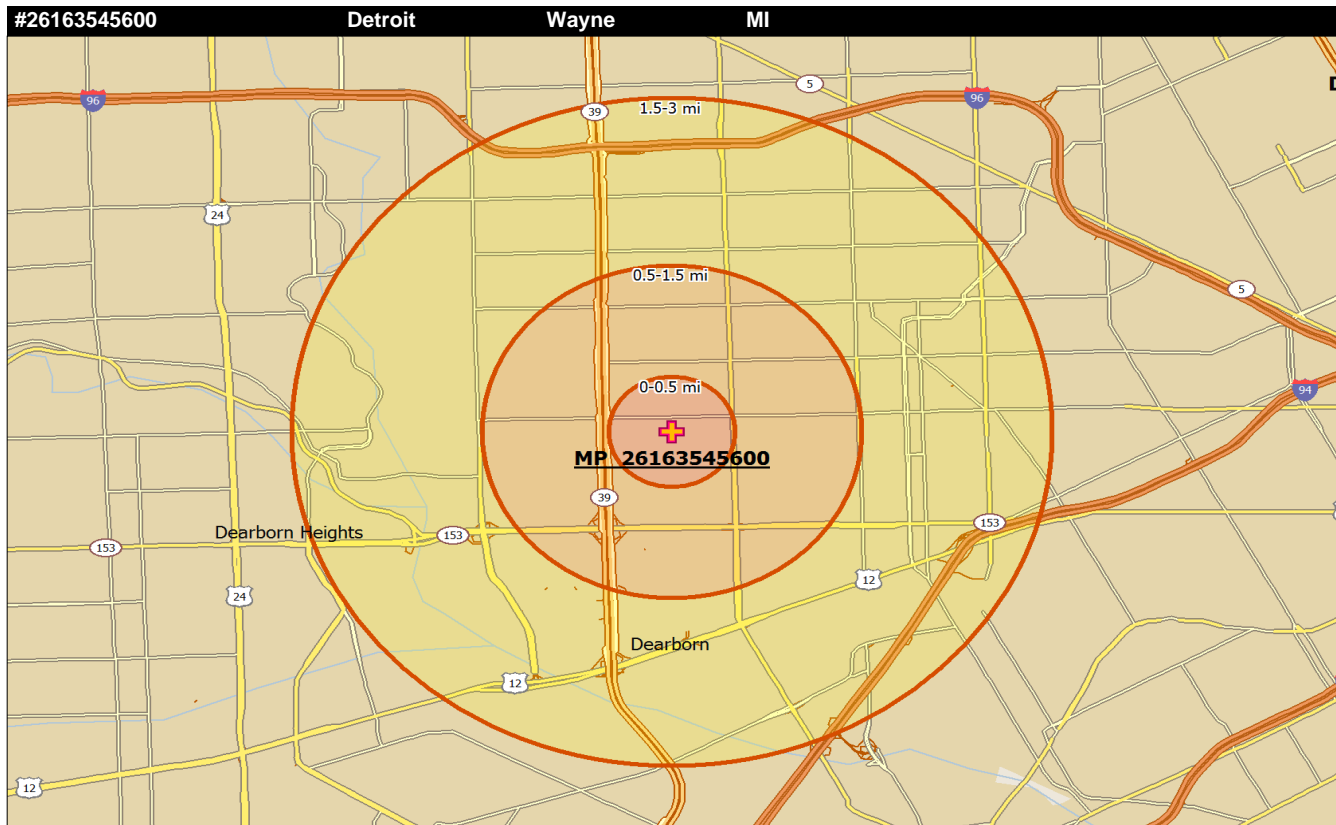
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.03	Racial Diversity Index	46.15
Ancestry Diversity Index	3.87	Diversity Composite Index	29.38
Foreign Born Diversity Index	56.75	Population Density Index	87.85



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163544300	Total Households in 3 mi Ring	47,203
CT Centroid Latitude	42.40833	Active Evangelical HHLDS	5,192
CT Centroid Longitude	-83.27611	Active Evangelical PERCENT	11.00%
City Location	Detroit	Unreached HHLDS	33,400
County Location	Wayne	Unreached Percent	70.76%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,800
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	25%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,279
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	6.95%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,717
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.66%	Low Education County	False
Mainstay Community	2.61%	Low Employment County	False
Working Community	24.87%	Persistent Poverty County	False
Country Community	0.55%	Population Loss County	True
Aspiring Community	38.79%	Nonmetro Recreation County	False
Urban Community	24.52%	Retirement Destination County	False

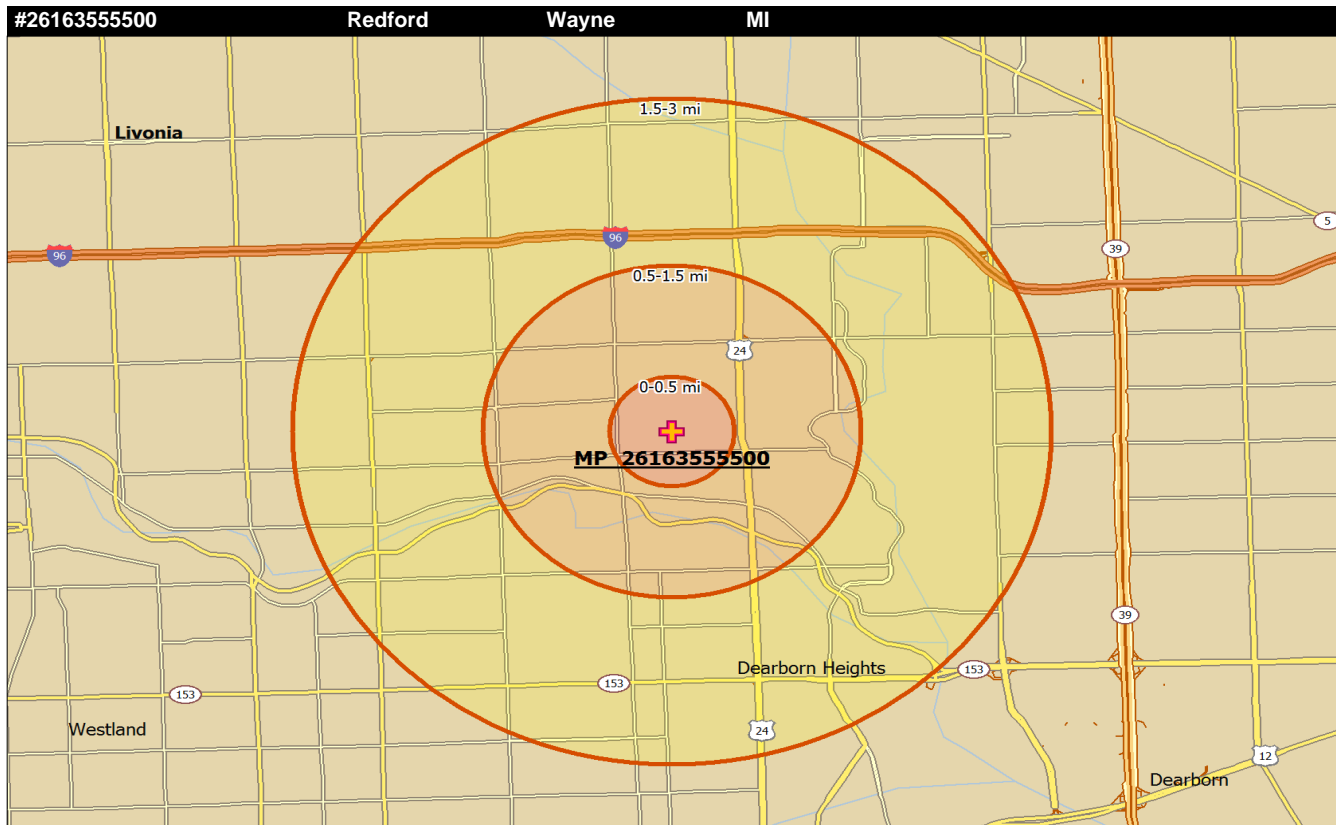
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	29.83	Racial Diversity Index	69.18
Ancestry Diversity Index	23.14	Diversity Composite Index	63.83
Foreign Born Diversity Index	98.64	Population Density Index	81.20



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163545600	Total Households in 3 mi Ring	45,766
CT Centroid Latitude	42.34160	Active Evangelical HHLDS	5,189
CT Centroid Longitude	-83.20553	Active Evangelical PERCENT	11.34%
City Location	Detroit	Unreached HHLDS	31,976
County Location	Wayne	Unreached Percent	69.87%
Sitescape Category	4	Religious but NOT Evang HHLDS	10,246
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	22.39%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,318
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	7.25%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,009
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.54%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.36%	Low Education County	False
Mainstay Community	15.88%	Low Employment County	False
Working Community	21.21%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	19.84%	Nonmetro Recreation County	False
Urban Community	36.73%	Retirement Destination County	False

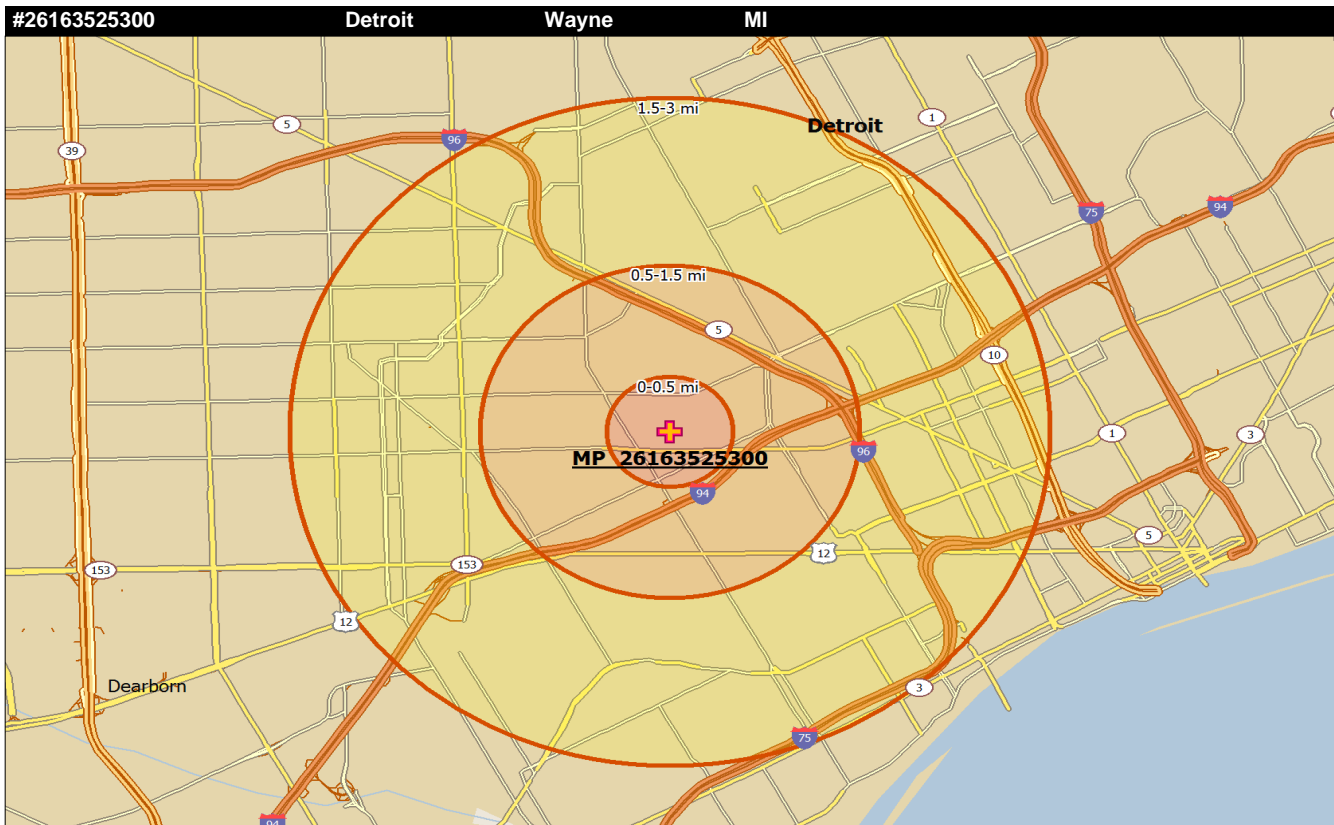
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	90.47	Racial Diversity Index	73.85
Ancestry Diversity Index	26.63	Diversity Composite Index	56.82
Foreign Born Diversity Index	15.87	Population Density Index	82.87



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#2616355500	Total Households in 3 mi Ring	45,003
CT Centroid Latitude	42.35938	Active Evangelical HHLDS	5,217
CT Centroid Longitude	-83.28594	Active Evangelical PERCENT	11.59%
City Location	Redford	Unreached HHLDS	31,135
County Location	Wayne	Unreached Percent	69.19%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,141
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.31%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,944
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	8.76%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	18,300
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.67%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.57%	Low Education County	False
Mainstay Community	7.25%	Low Employment County	False
Working Community	37.51%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	True
Aspiring Community	14.72%	Nonmetro Recreation County	False
Urban Community	14.45%	Retirement Destination County	False

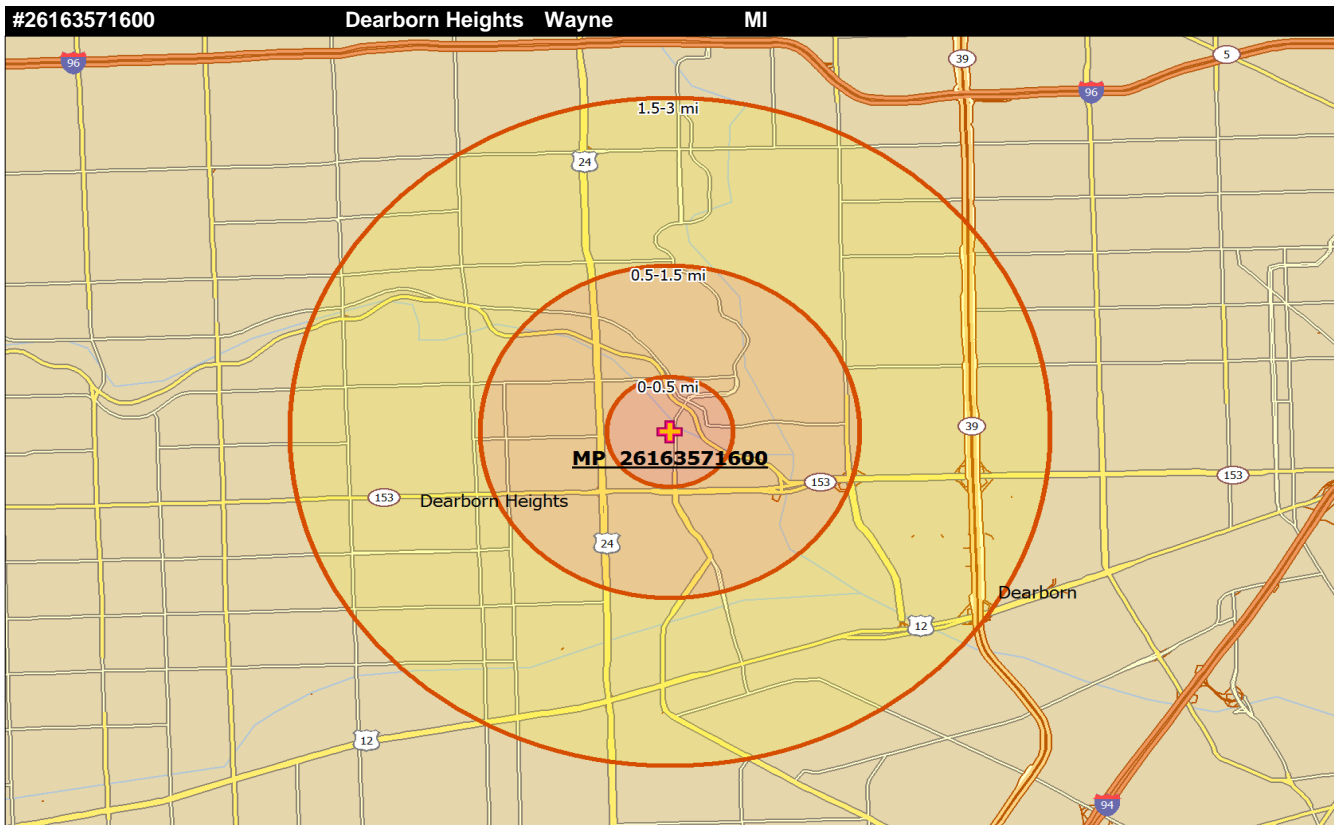
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.98	Racial Diversity Index	58.21
Ancestry Diversity Index	69.98	Diversity Composite Index	77.86
Foreign Born Diversity Index	78.46	Population Density Index	76.86



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163525300	Total Households in 3 mi Ring	59,069
CT Centroid Latitude	42.34701	Active Evangelical HHLDS	6,763
CT Centroid Longitude	-83.12546	Active Evangelical PERCENT	11.45%
City Location	Detroit	Unreached HHLDS	41,090
County Location	Wayne	Unreached Percent	69.56%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,444
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	24.45%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,072
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.2%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,755
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.91%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.6%	Low Education County	False
Mainstay Community	7.24%	Low Employment County	False
Working Community	11.37%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	9.77%	Nonmetro Recreation County	False
Urban Community	70.01%	Retirement Destination County	False

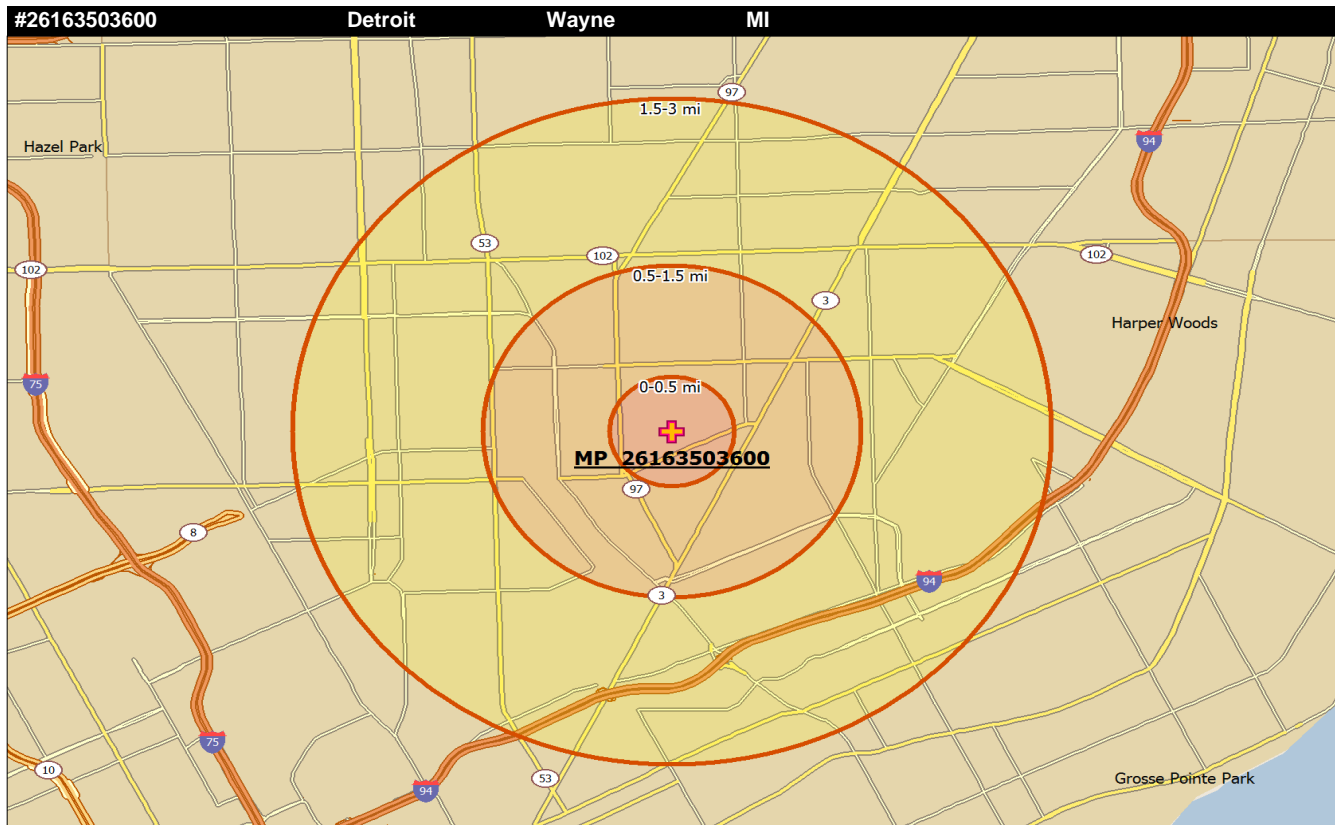
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	83.29	Racial Diversity Index	87.25
Ancestry Diversity Index	8.98	Diversity Composite Index	37.65
Foreign Born Diversity Index	28.89	Population Density Index	88.88



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163571600	Total Households in 3 mi Ring	48,137
CT Centroid Latitude	42.33477	Active Evangelical HHLDS	5,490
CT Centroid Longitude	-83.26224	Active Evangelical PERCENT	11.40%
City Location	Dearborn Heights	Unreached HHLDS	33,544
County Location	Wayne	Unreached Percent	69.69%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,333
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.39%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,624
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.61%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,761
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.05%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.82%	Low Education County	False
Mainstay Community	10.44%	Low Employment County	False
Working Community	36.03%	Persistent Poverty County	False
Country Community	0.46%	Population Loss County	True
Aspiring Community	13.01%	Nonmetro Recreation County	False
Urban Community	10.24%	Retirement Destination County	False

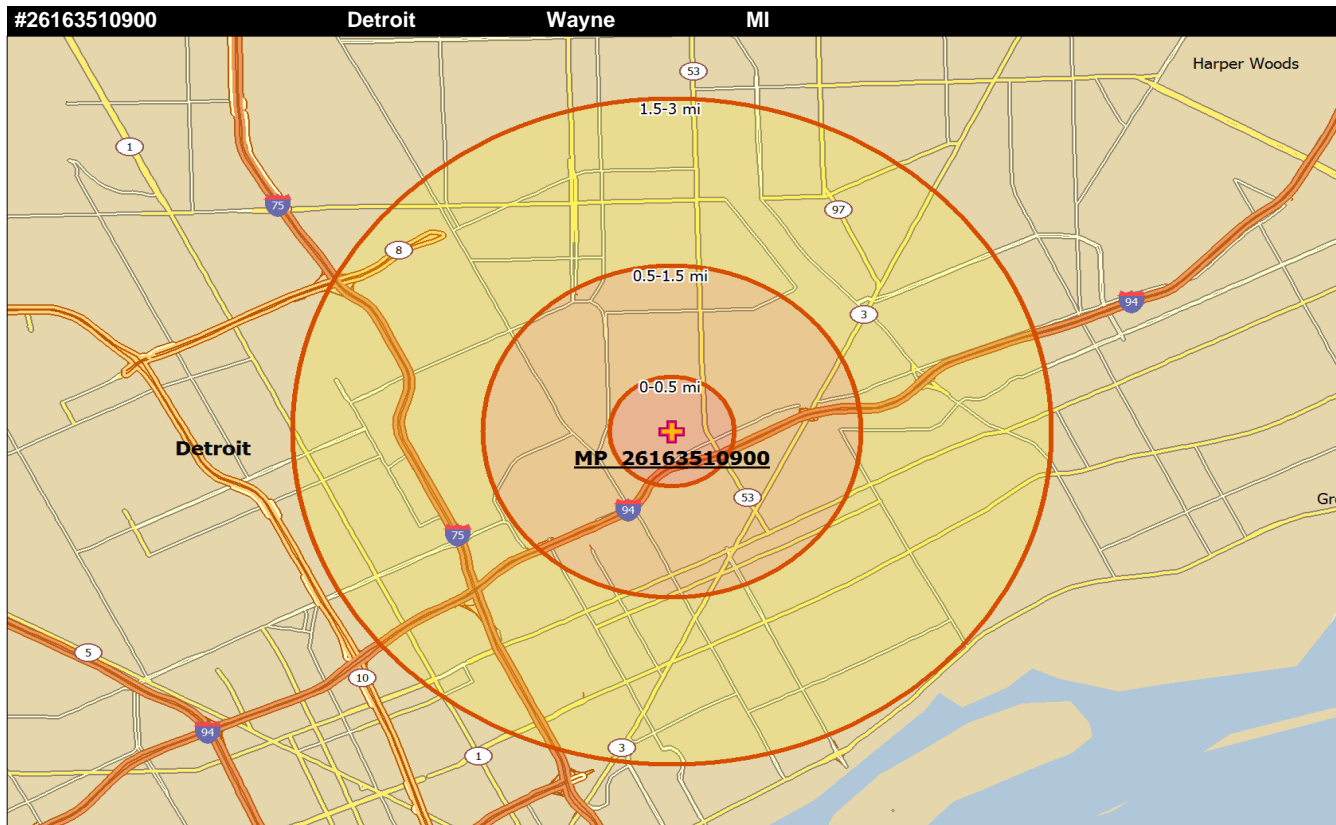
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.49	Racial Diversity Index	61.67
Ancestry Diversity Index	66.03	Diversity Composite Index	76.18
Foreign Born Diversity Index	70.55	Population Density Index	78.44



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163503600	Total Households in 3 mi Ring	52,059
CT Centroid Latitude	42.42578	Active Evangelical HHLDS	5,889
CT Centroid Longitude	-82.99622	Active Evangelical PERCENT	11.31%
City Location	Detroit	Unreached HHLDS	36,404
County Location	Wayne	Unreached Percent	69.93%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,338
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	27.54%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,097
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.03%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,116
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.56%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.59%	Low Education County	False
Mainstay Community	0.42%	Low Employment County	False
Working Community	16.52%	Persistent Poverty County	False
Country Community	0.75%	Population Loss County	True
Aspiring Community	23.78%	Nonmetro Recreation County	False
Urban Community	57.93%	Retirement Destination County	False

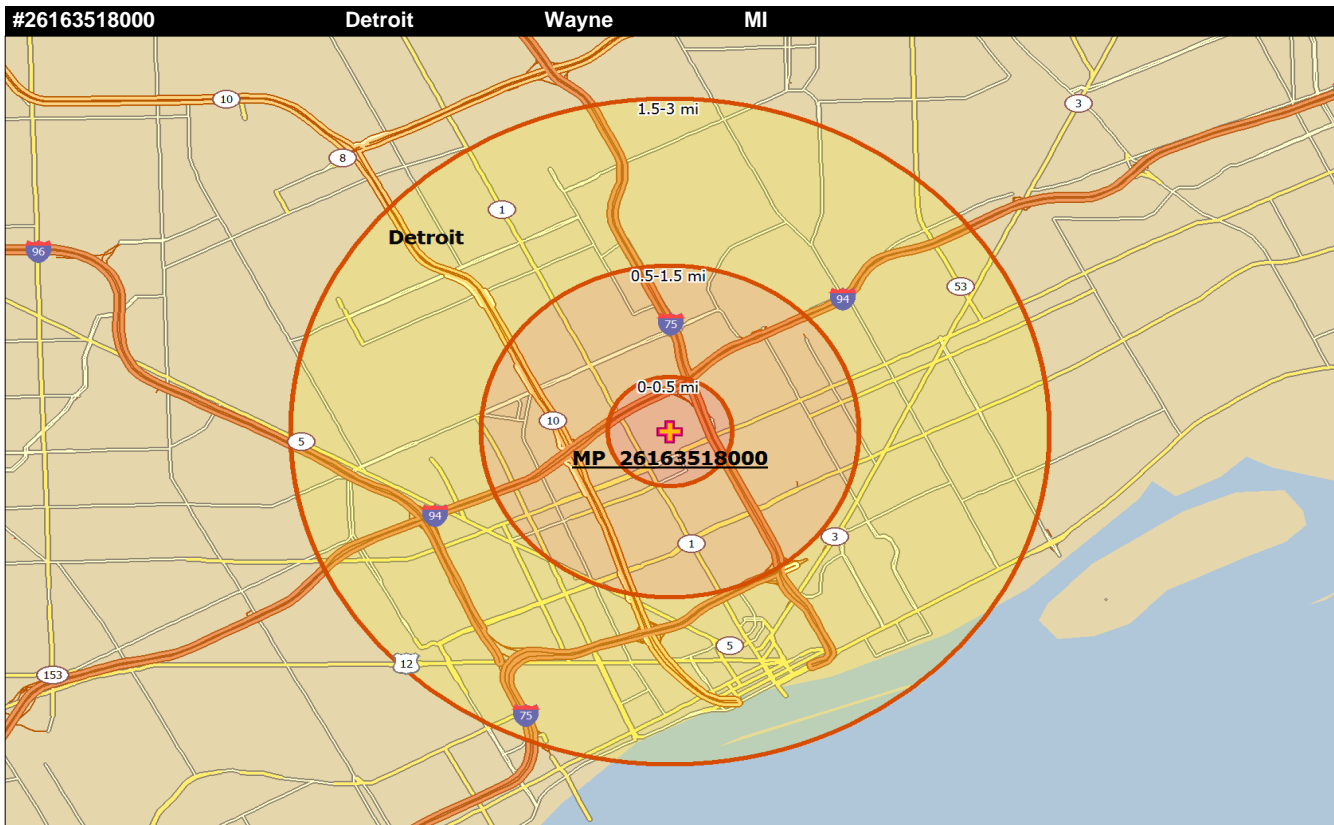
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.37	Racial Diversity Index	53.06
Ancestry Diversity Index	7.60	Diversity Composite Index	39.86
Foreign Born Diversity Index	59.49	Population Density Index	87.81



21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163510900	Total Households in 3 mi Ring	47,530
CT Centroid Latitude	42.38919	Active Evangelical HHLDS	5,336
CT Centroid Longitude	-83.02754	Active Evangelical PERCENT	11.23%
City Location	Detroit	Unreached HHLDS	33,343
County Location	Wayne	Unreached Percent	70.15%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,852
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	27.04%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,059
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.33%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,737
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.53%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.82%	Low Education County	False
Mainstay Community	2.21%	Low Employment County	False
Working Community	7.57%	Persistent Poverty County	False
Country Community	0.03%	Population Loss County	True
Aspiring Community	13.27%	Nonmetro Recreation County	False
Urban Community	76.1%	Retirement Destination County	False

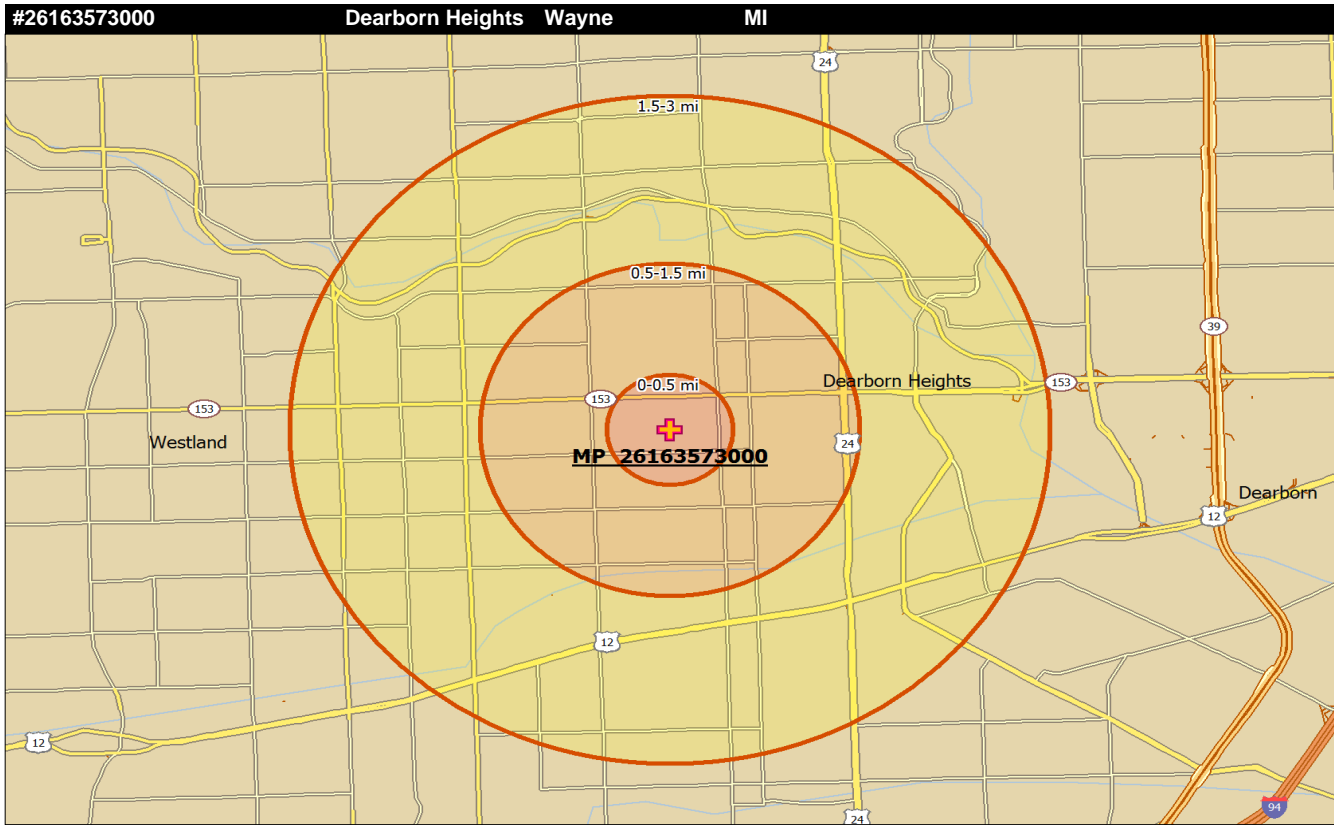
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	63.92	Racial Diversity Index	51.81
Ancestry Diversity Index	7.04	Diversity Composite Index	26.04
Foreign Born Diversity Index	37.19	Population Density Index	83.75



22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163518000	Total Households in 3 mi Ring	55,063
CT Centroid Latitude	42.36159	Active Evangelical HHLDS	5,888
CT Centroid Longitude	-83.06094	Active Evangelical PERCENT	10.69%
City Location	Detroit	Unreached HHLDS	39,410
County Location	Wayne	Unreached Percent	71.57%
Sitescape Category code	4	Religious but NOT Evang HHLDS	15,569
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	28.28%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,952
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.36%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	21,929
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.83%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.11%	Low Education County	False
Mainstay Community	1.97%	Low Employment County	False
Working Community	5.46%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	17.5%	Nonmetro Recreation County	False
Urban Community	73.96%	Retirement Destination County	False

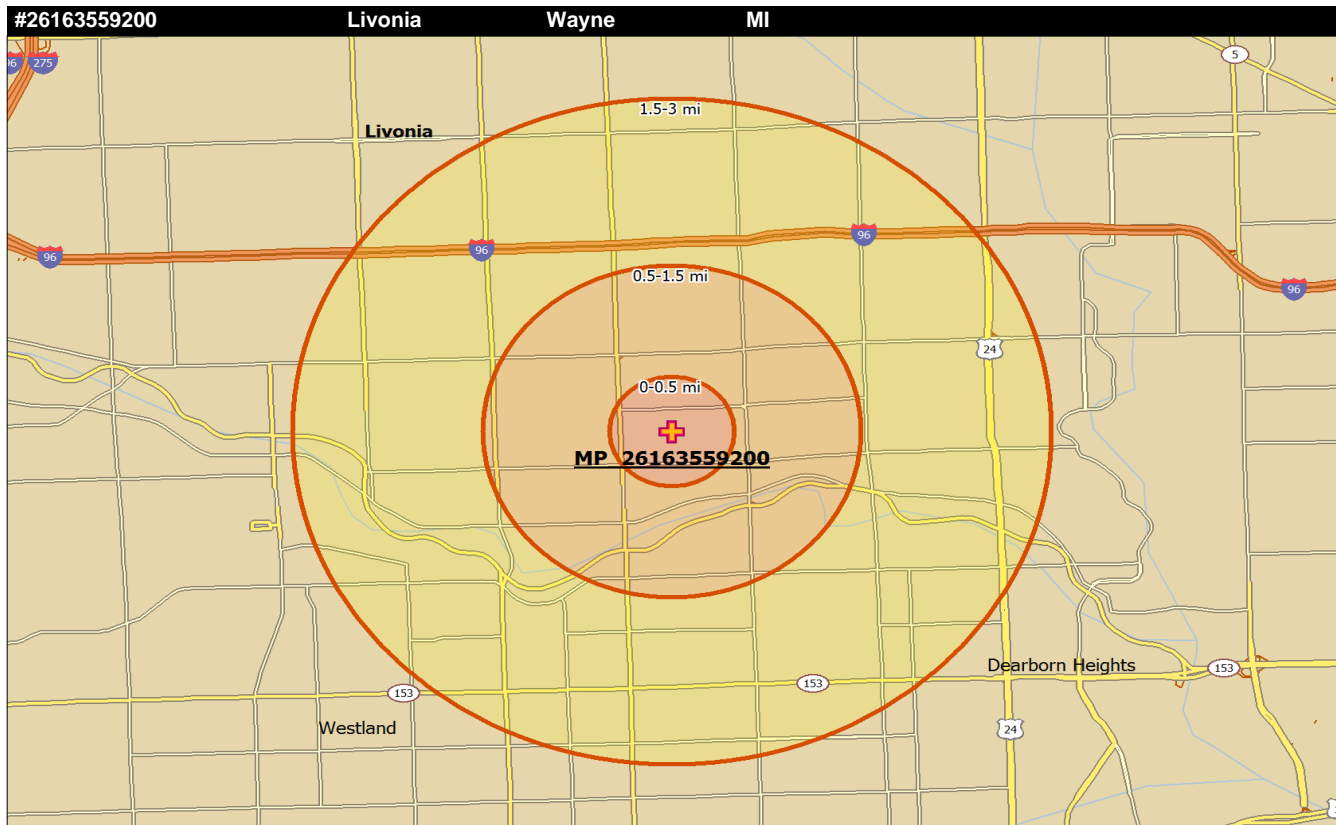
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	62.09	Racial Diversity Index	54.09
Ancestry Diversity Index	7.08	Diversity Composite Index	35.63
Foreign Born Diversity Index	50.34	Population Density Index	84.02



23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163573000	Total Households in 3 mi Ring	51,735
CT Centroid Latitude	42.32207	Active Evangelical HHLDS	6,011
CT Centroid Longitude	-83.29928	Active Evangelical PERCENT	11.62%
City Location	Dearborn Heights	Unreached HHLDS	35,759
County Location	Wayne	Unreached Percent	69.12%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,690
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.73%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,129
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.91%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,026
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.64%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.66%	Low Education County	False
Mainstay Community	8.85%	Low Employment County	False
Working Community	45.02%	Persistent Poverty County	False
Country Community	0.7%	Population Loss County	True
Aspiring Community	9.49%	Nonmetro Recreation County	False
Urban Community	8.28%	Retirement Destination County	False

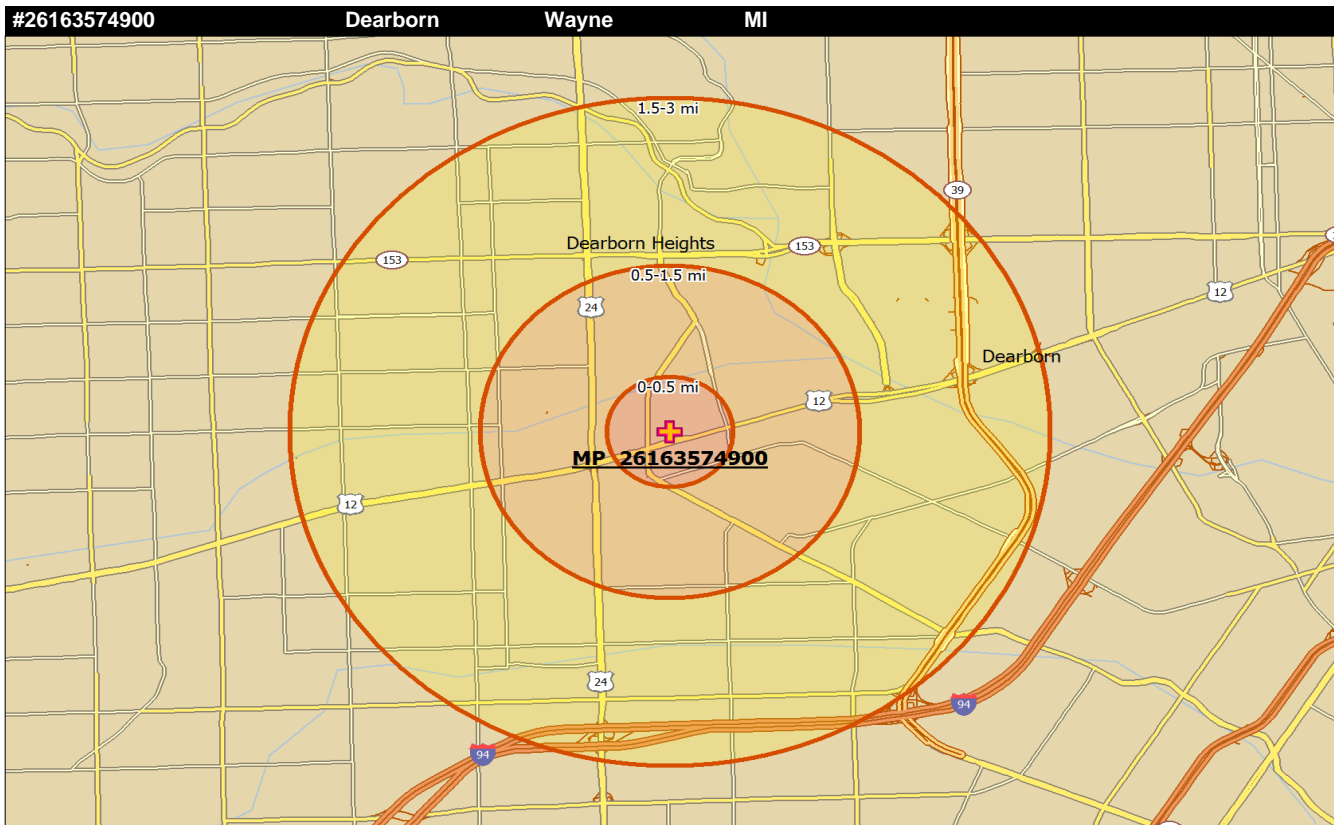
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.89	Racial Diversity Index	47.84
Ancestry Diversity Index	90.19	Diversity Composite Index	83.72
Foreign Born Diversity Index	83.75	Population Density Index	78.69



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163559200	Total Households in 3 mi Ring	43,842
CT Centroid Latitude	42.35911	Active Evangelical HHLDS	5,247
CT Centroid Longitude	-83.32454	Active Evangelical PERCENT	11.97%
City Location	Livonia	Unreached HHLDS	29,894
County Location	Wayne	Unreached Percent	68.19%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,381
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.84%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,651
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.61%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	17,867
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	39.3%	Low Education County	False
Mainstay Community	8.65%	Low Employment County	False
Working Community	46.25%	Persistent Poverty County	False
Country Community	1.97%	Population Loss County	True
Aspiring Community	3.68%	Nonmetro Recreation County	False
Urban Community	0.16%	Retirement Destination County	False

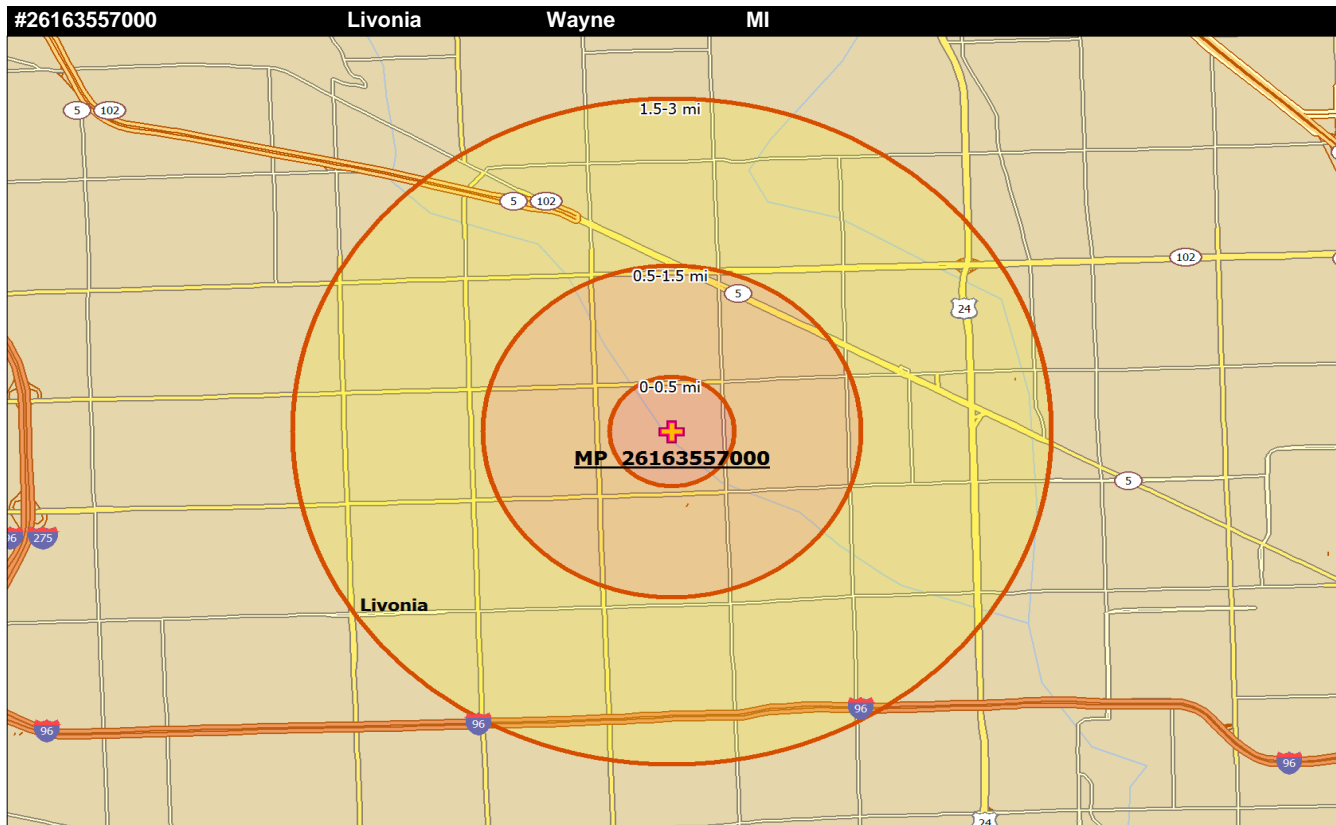
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	54.46	Racial Diversity Index	33.64
Ancestry Diversity Index	98.49	Diversity Composite Index	81.51
Foreign Born Diversity Index	79.63	Population Density Index	75.14



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163574900	Total Households in 3 mi Ring	46,099
CT Centroid Latitude	42.30397	Active Evangelical HHLDS	5,326
CT Centroid Longitude	-83.25990	Active Evangelical PERCENT	11.55%
City Location	Dearborn	Unreached HHLDS	31,940
County Location	Wayne	Unreached Percent	69.28%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,522
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.49%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,645
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.08%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	18,849
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.89%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.55%	Low Education County	False
Mainstay Community	9.52%	Low Employment County	False
Working Community	44.55%	Persistent Poverty County	False
Country Community	0.79%	Population Loss County	True
Aspiring Community	5.07%	Nonmetro Recreation County	False
Urban Community	8.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	66.10	Racial Diversity Index	44.84
Ancestry Diversity Index	94.90	Diversity Composite Index	81.84
Foreign Born Diversity Index	82.12	Population Density Index	74.80



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163557000	Total Households in 3 mi Ring	37,701
CT Centroid Latitude	42.42109	Active Evangelical HHLDS	4,311
CT Centroid Longitude	-83.32396	Active Evangelical PERCENT	11.44%
City Location	Livonia	Unreached HHLDS	26,241
County Location	Wayne	Unreached Percent	69.6%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,002
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.57%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,844
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.2%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	15,423
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.91%

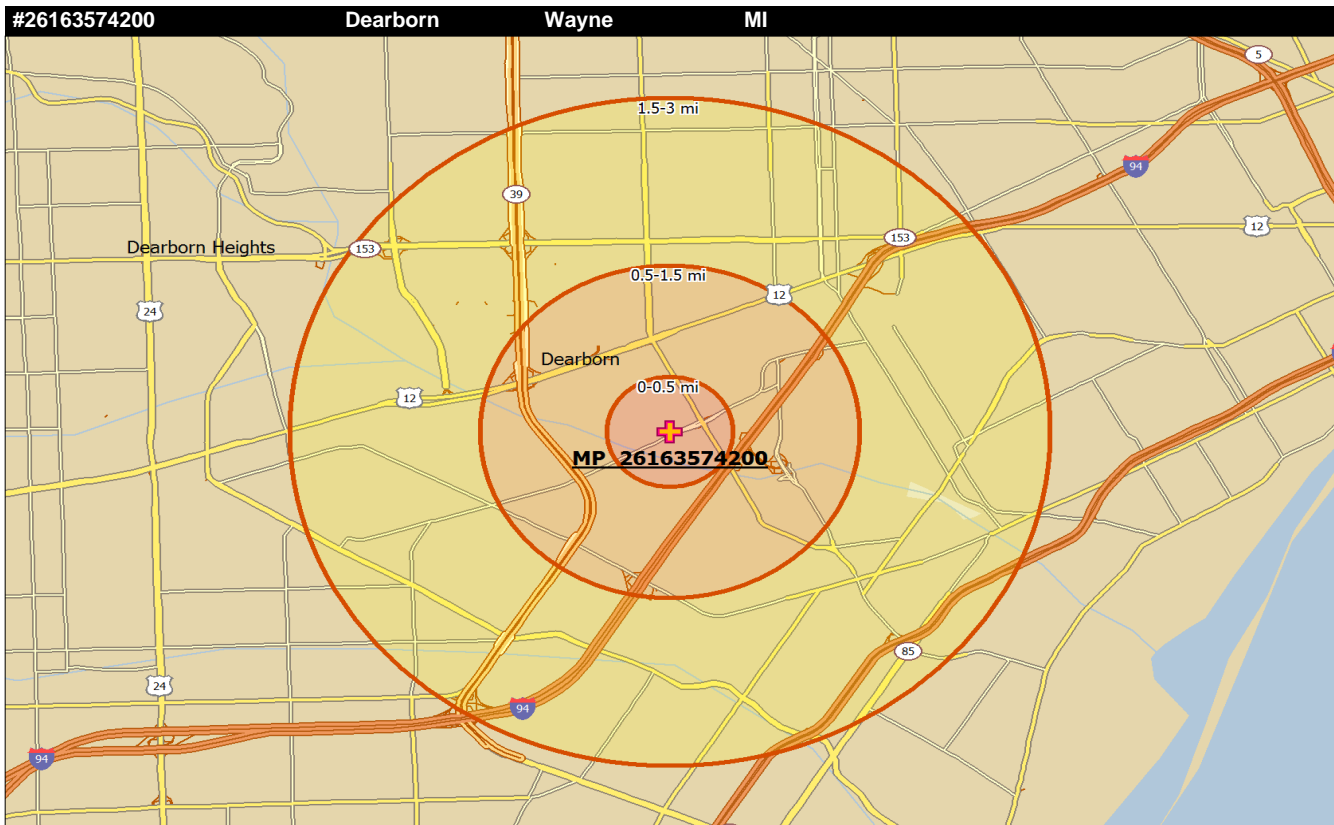
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	39.55%	Low Education County	False
Mainstay Community	9.06%	Low Employment County	False
Working Community	33.04%	Persistent Poverty County	False
Country Community	1.02%	Population Loss County	True
Aspiring Community	10.97%	Nonmetro Recreation County	False
Urban Community	6.35%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	44.01	Racial Diversity Index	44.77
Ancestry Diversity Index	95.42	Diversity Composite Index	82.52
Foreign Born Diversity Index	90.27	Population Density Index	71.42

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

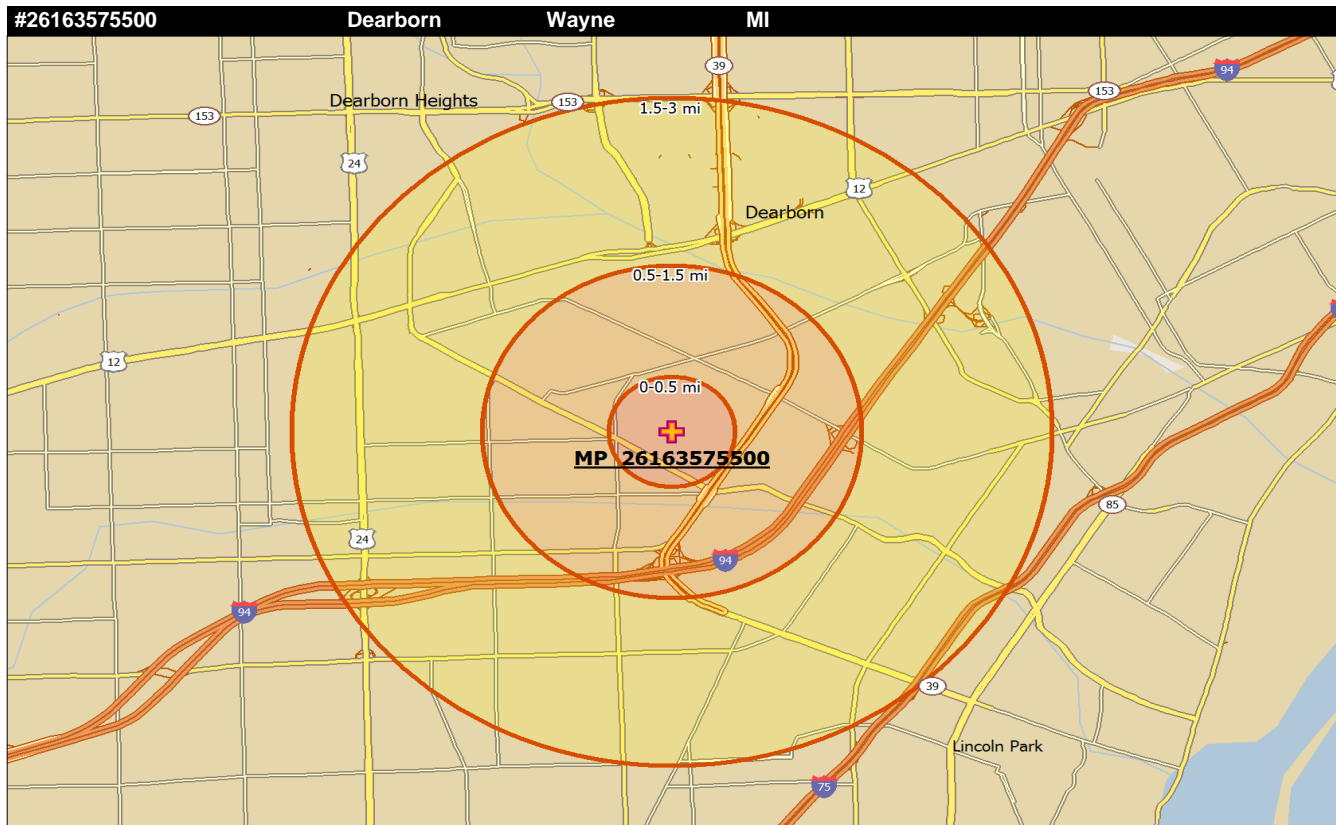
www.iicm.net



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163574200	Total Households in 3 mi Ring	35,325
CT Centroid Latitude	42.30443	Active Evangelical HHLDS	4,069
CT Centroid Longitude	-83.19212	Active Evangelical PERCENT	11.52%
City Location	Dearborn	Unreached HHLDS	24,506
County Location	Wayne	Unreached Percent	69.37%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,230
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.64%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,625
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.26%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	14,696
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.6%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.38%	Low Education County	False
Mainstay Community	21.56%	Low Employment County	False
Working Community	45.56%	Persistent Poverty County	False
Country Community	0.31%	Population Loss County	True
Aspiring Community	4.28%	Nonmetro Recreation County	False
Urban Community	14.91%	Retirement Destination County	False

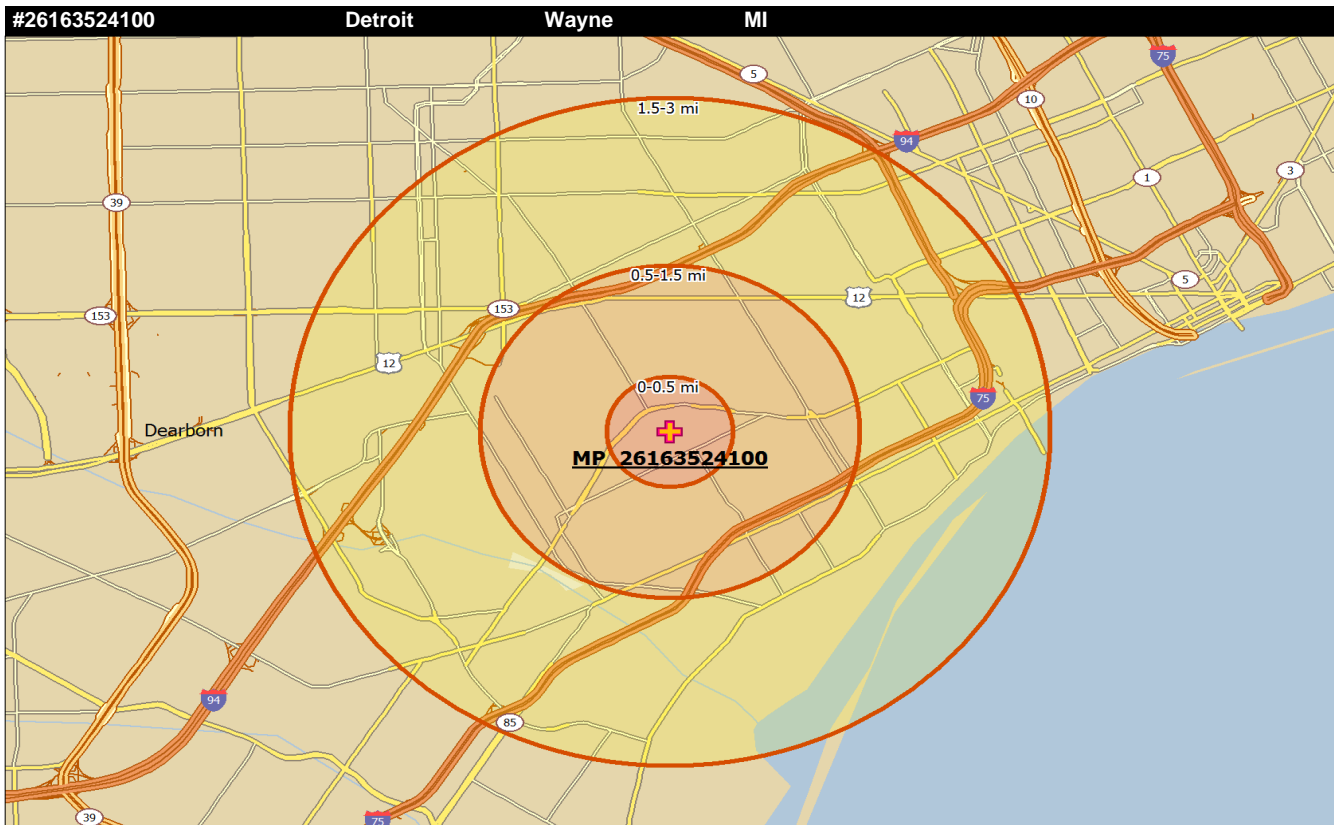
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	96.55	Racial Diversity Index	50.53
Ancestry Diversity Index	69.37	Diversity Composite Index	75.79
Foreign Born Diversity Index	19.00	Population Density Index	71.81



28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163575500	Total Households in 3 mi Ring	41,361
CT Centroid Latitude	42.28529	Active Evangelical HHLDS	4,810
CT Centroid Longitude	-83.22305	Active Evangelical PERCENT	11.63%
City Location	Dearborn	Unreached HHLDS	28,572
County Location	Wayne	Unreached Percent	69.08%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,104
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.18%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,540
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.98%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	16,929
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.93%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.41%	Low Education County	False
Mainstay Community	9.93%	Low Employment County	False
Working Community	58.13%	Persistent Poverty County	False
Country Community	0.72%	Population Loss County	True
Aspiring Community	1.8%	Nonmetro Recreation County	False
Urban Community	2%	Retirement Destination County	False

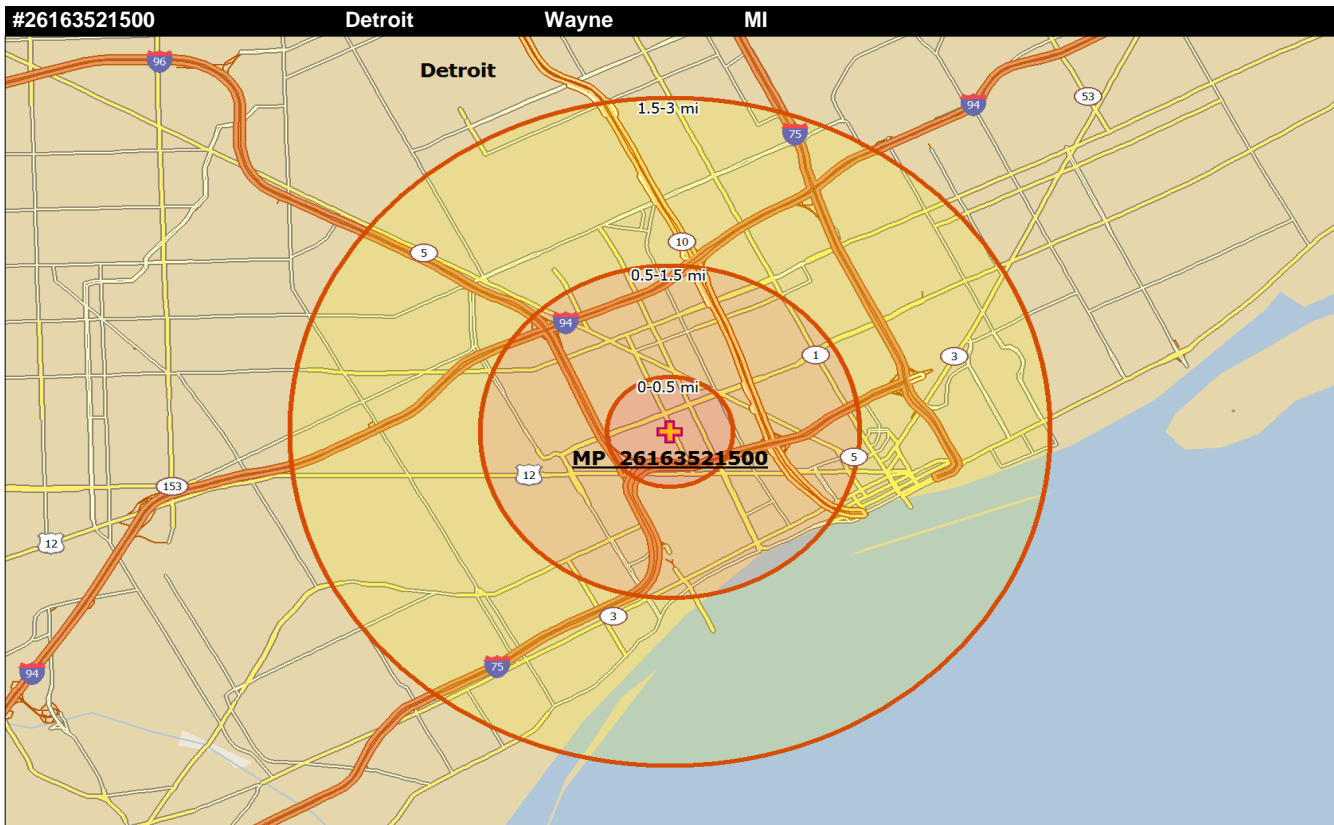
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.36	Racial Diversity Index	33.89
Ancestry Diversity Index	99.60	Diversity Composite Index	80.98
Foreign Born Diversity Index	87.29	Population Density Index	71.82



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163524100	Total Households in 3 mi Ring	35,622
CT Centroid Latitude	42.31367	Active Evangelical HHLDS	4,279
CT Centroid Longitude	-83.13092	Active Evangelical PERCENT	12.01%
City Location	Detroit	Unreached HHLDS	24,247
County Location	Wayne	Unreached Percent	68.07%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,457
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.13%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,599
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	7.3%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	15,550
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.22%	Low Education County	False
Mainstay Community	16.2%	Low Employment County	False
Working Community	27.51%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	1.57%	Nonmetro Recreation County	False
Urban Community	53.5%	Retirement Destination County	False

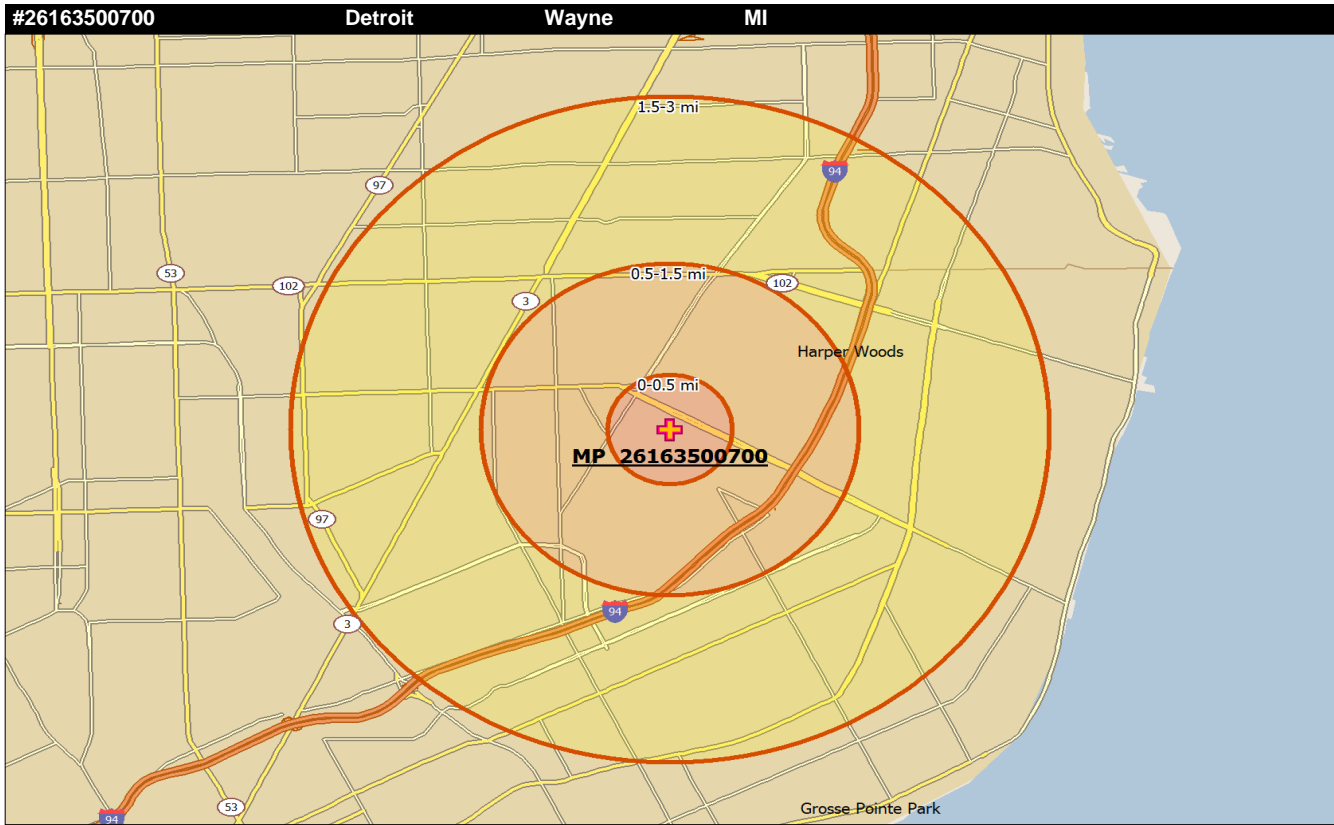
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	97.99	Racial Diversity Index	93.99
Ancestry Diversity Index	21.01	Diversity Composite Index	55.69
Foreign Born Diversity Index	25.51	Population Density Index	78.18



30 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163521500	Total Households in 3 mi Ring	45,872
CT Centroid Latitude	42.33685	Active Evangelical HHLDS	4,918
CT Centroid Longitude	-83.08008	Active Evangelical PERCENT	10.72%
City Location	Detroit	Unreached HHLDS	32,797
County Location	Wayne	Unreached Percent	71.5%
Sitescape Category	4	Religious but NOT Evang HHLDS	12,274
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	26.76%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,637
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.75%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	18,555
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.45%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.33%	Low Education County	False
Mainstay Community	3.41%	Low Employment County	False
Working Community	10.1%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	12.7%	Nonmetro Recreation County	False
Urban Community	72.45%	Retirement Destination County	False

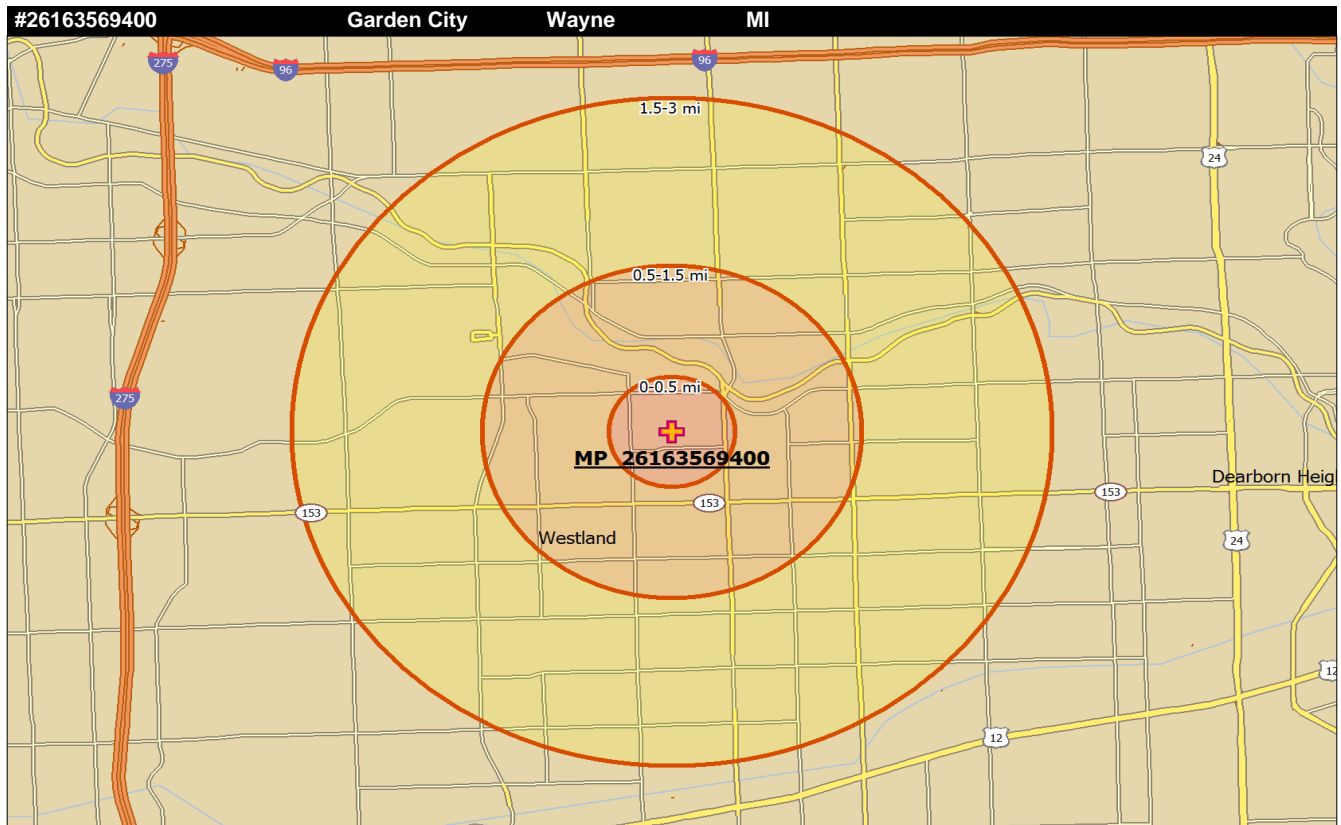
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	69.95	Racial Diversity Index	87.46
Ancestry Diversity Index	4.74	Diversity Composite Index	45.30
Foreign Born Diversity Index	13.86	Population Density Index	81.35



31 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163500700	Total Households in 3 mi Ring	66,323
CT Centroid Latitude	42.42988	Active Evangelical HHLDS	7,432
CT Centroid Longitude	-82.94785	Active Evangelical PERCENT	11.21%
City Location	Detroit	Unreached HHLDS	46,567
County Location	Wayne	Unreached Percent	70.21%
Sitescape Category code	4	Religious but NOT Evang HHLDS	16,302
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	24.58%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,383
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	6.61%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,634
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.16%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.61%	Low Education County	False
Mainstay Community	2.3%	Low Employment County	False
Working Community	21.49%	Persistent Poverty County	False
Country Community	1.18%	Population Loss County	True
Aspiring Community	24.25%	Nonmetro Recreation County	False
Urban Community	35.17%	Retirement Destination County	False

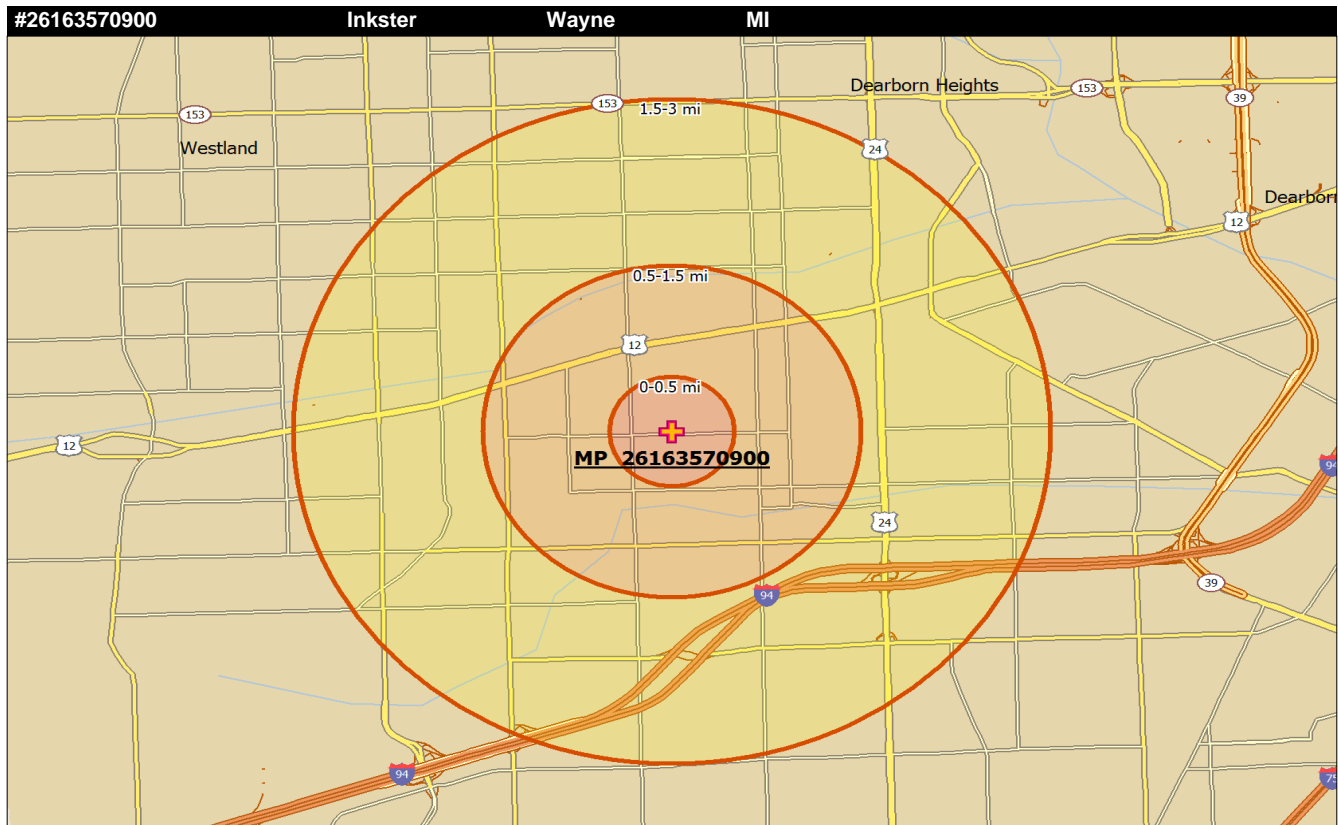
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	32.66	Racial Diversity Index	70.05
Ancestry Diversity Index	24.10	Diversity Composite Index	54.41
Foreign Born Diversity Index	81.57	Population Density Index	89.96



32 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163569400	Total Households in 3 mi Ring	51,059
CT Centroid Latitude	42.33431	Active Evangelical HHLDS	5,912
CT Centroid Longitude	-83.35885	Active Evangelical PERCENT	11.58%
City Location	Garden City	Unreached HHLDS	35,343
County Location	Wayne	Unreached Percent	69.22%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,645
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.93%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,573
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.92%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,130
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.24%	Low Education County	False
Mainstay Community	8.75%	Low Employment County	False
Working Community	45.38%	Persistent Poverty County	False
Country Community	1.43%	Population Loss County	True
Aspiring Community	16.89%	Nonmetro Recreation County	False
Urban Community	1.32%	Retirement Destination County	False

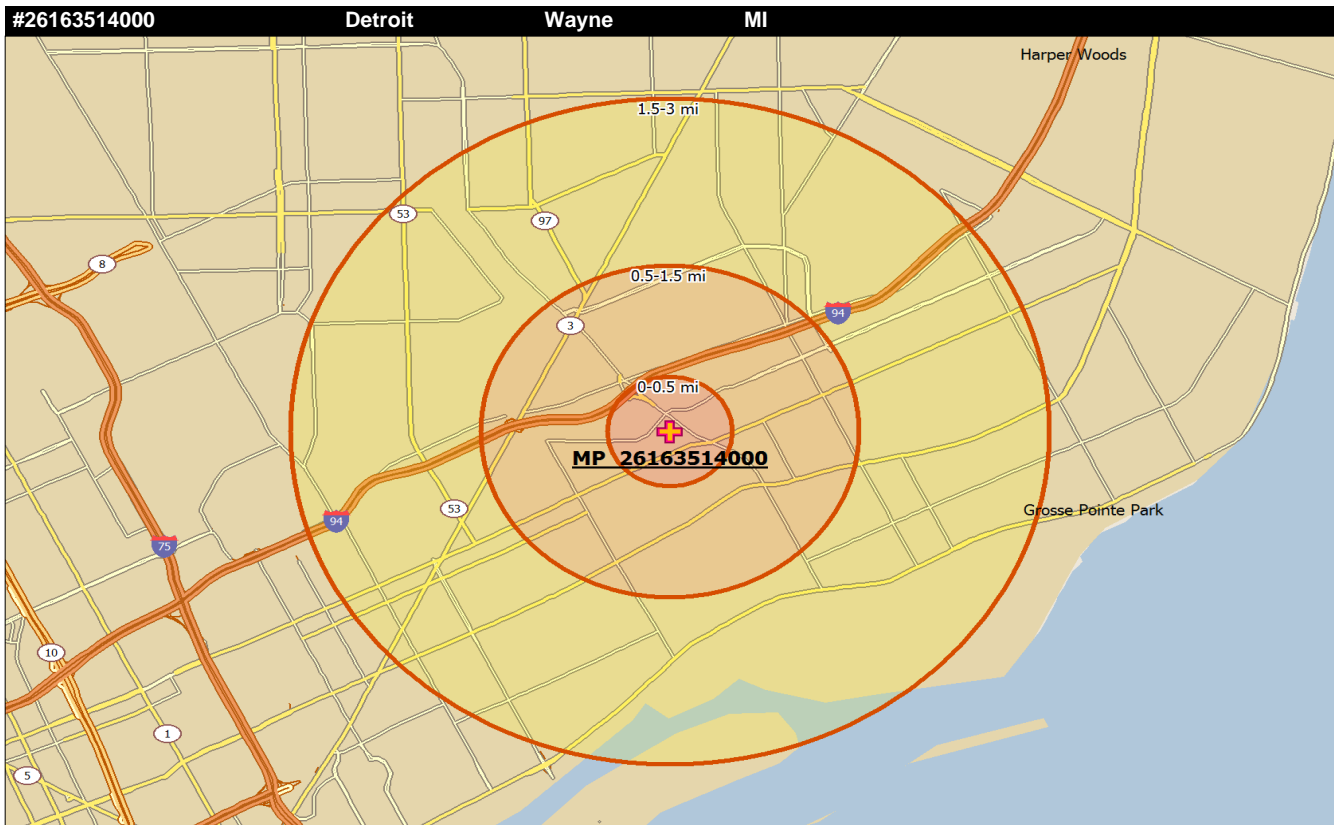
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	47.44	Racial Diversity Index	39.26
Ancestry Diversity Index	96.20	Diversity Composite Index	86.76
Foreign Born Diversity Index	90.68	Population Density Index	78.73



33 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163570900	Total Households in 3 mi Ring	42,937
CT Centroid Latitude	42.28320	Active Evangelical HHLDS	4,991
CT Centroid Longitude	-83.30332	Active Evangelical PERCENT	11.62%
City Location	Inkster	Unreached HHLDS	29,670
County Location	Wayne	Unreached Percent	69.1%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,493
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.78%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,978
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,311
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.32%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.94%	Low Education County	False
Mainstay Community	6.21%	Low Employment County	False
Working Community	48.48%	Persistent Poverty County	False
Country Community	2.5%	Population Loss County	True
Aspiring Community	10.28%	Nonmetro Recreation County	False
Urban Community	13.59%	Retirement Destination County	False

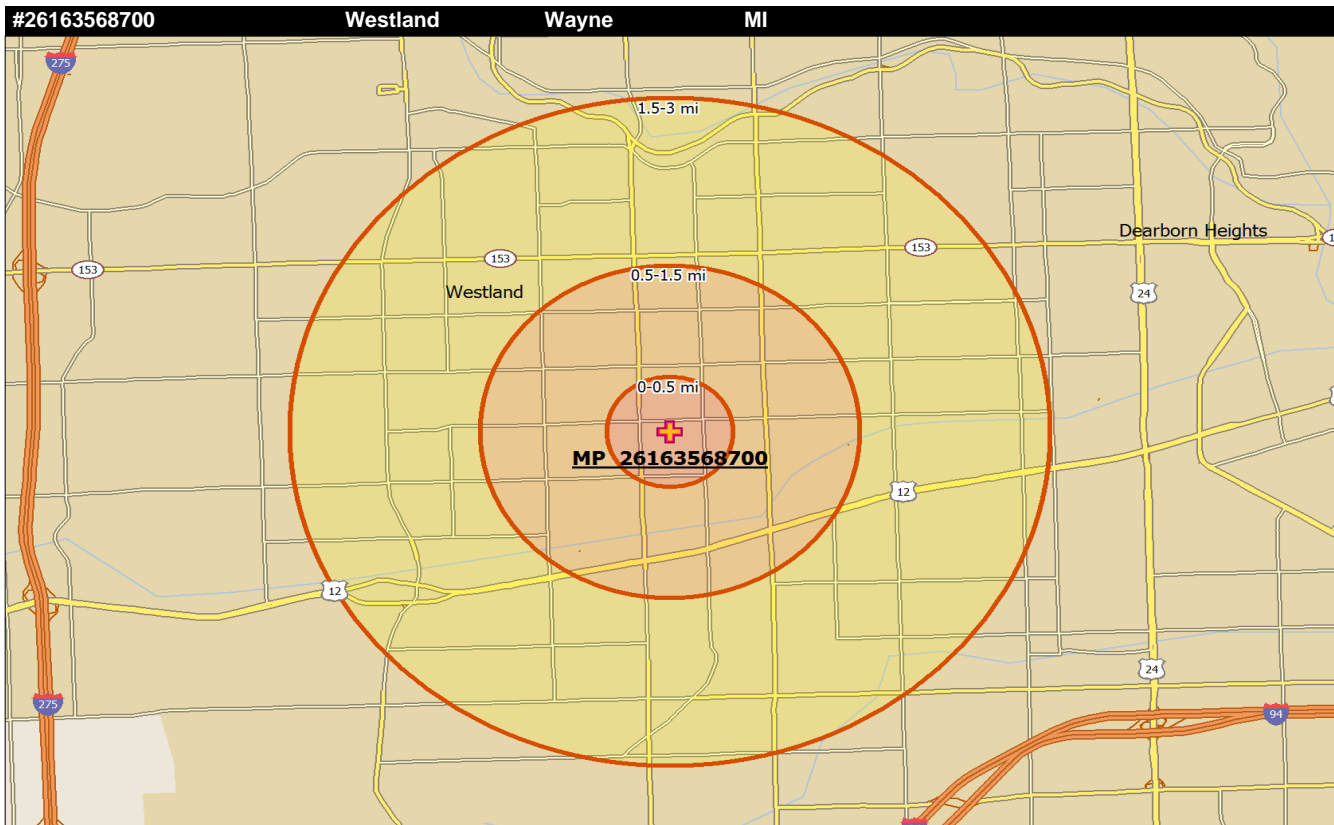
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.59	Racial Diversity Index	55.77
Ancestry Diversity Index	72.26	Diversity Composite Index	59.69
Foreign Born Diversity Index	87.81	Population Density Index	75.36



34 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163514000	Total Households in 3 mi Ring	49,881
CT Centroid Latitude	42.39063	Active Evangelical HHLDS	5,578
CT Centroid Longitude	-82.98242	Active Evangelical PERCENT	11.18%
City Location	Detroit	Unreached HHLDS	35,056
County Location	Wayne	Unreached Percent	70.28%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,501
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	29.07%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	1,547
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	3.1%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,432
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.96%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.79%	Low Education County	False
Mainstay Community	0.5%	Low Employment County	False
Working Community	1.82%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	21.57%	Nonmetro Recreation County	False
Urban Community	71.33%	Retirement Destination County	False

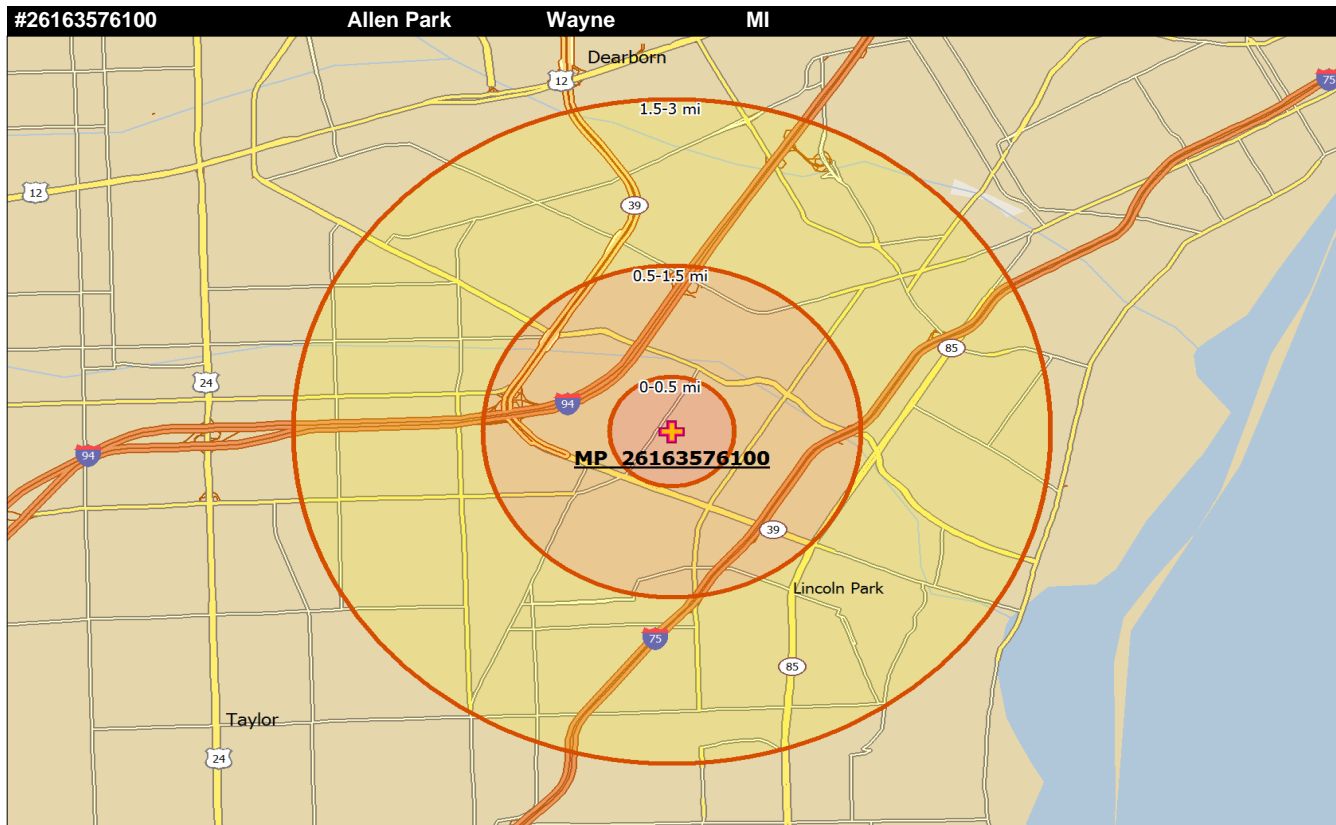
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.77	Racial Diversity Index	40.44
Ancestry Diversity Index	3.69	Diversity Composite Index	31.88
Foreign Born Diversity Index	79.11	Population Density Index	87.18



35 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163568700	Total Households in 3 mi Ring	48,431
CT Centroid Latitude	42.30221	Active Evangelical HHLDS	5,629
CT Centroid Longitude	-83.34479	Active Evangelical PERCENT	11.62%
City Location	Westland	Unreached HHLDS	33,469
County Location	Wayne	Unreached Percent	69.11%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,330
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.26%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,569
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.43%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	19,673
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.62%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.67%	Low Education County	False
Mainstay Community	8.5%	Low Employment County	False
Working Community	52.59%	Persistent Poverty County	False
Country Community	1.69%	Population Loss County	True
Aspiring Community	12.46%	Nonmetro Recreation County	False
Urban Community	12.09%	Retirement Destination County	False

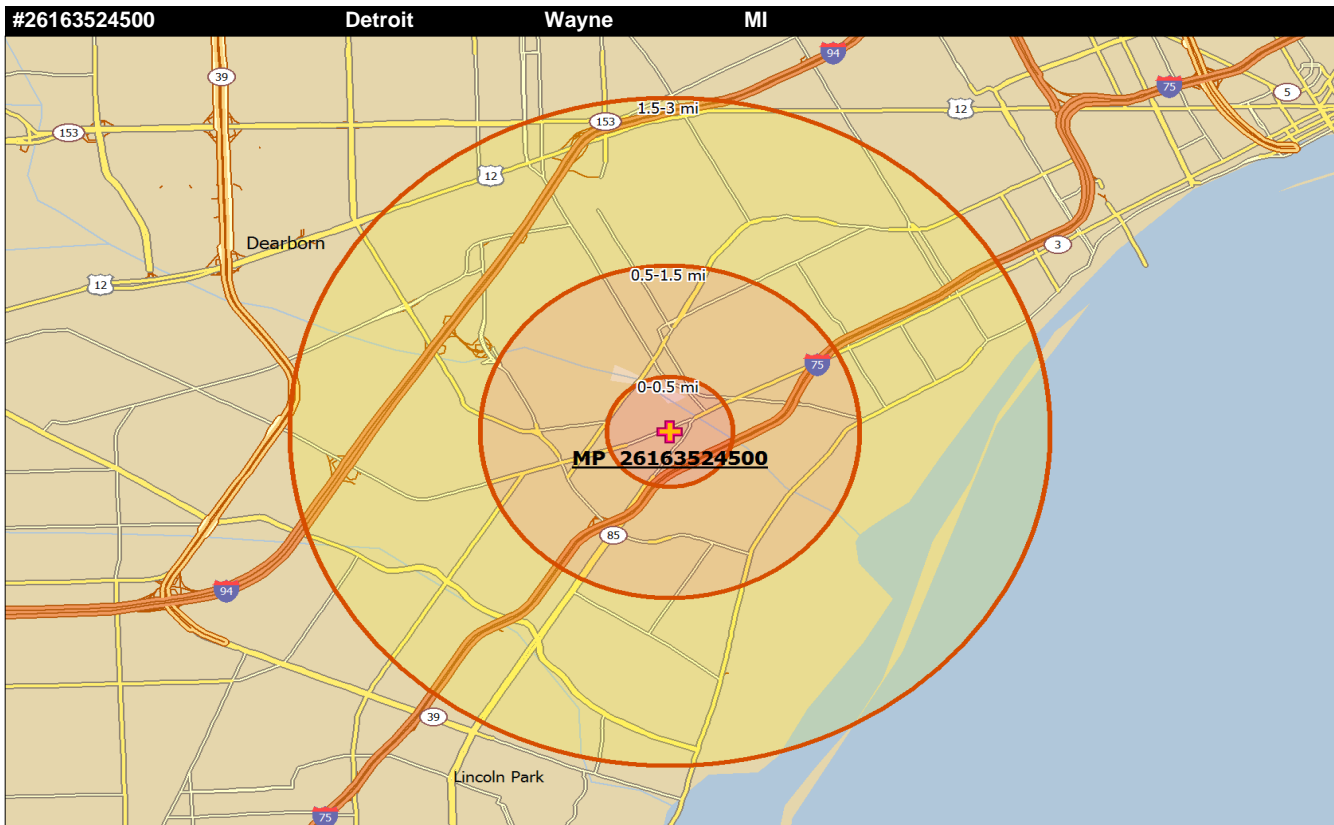
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.74	Racial Diversity Index	53.93
Ancestry Diversity Index	74.96	Diversity Composite Index	85.35
Foreign Born Diversity Index	86.78	Population Density Index	78.39



36 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163576100	Total Households in 3 mi Ring	49,583
CT Centroid Latitude	42.26491	Active Evangelical HHLDS	5,838
CT Centroid Longitude	-83.19870	Active Evangelical PERCENT	11.77%
City Location	Allen Park	Unreached HHLDS	34,063
County Location	Wayne	Unreached Percent	68.7%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,326
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.81%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,738
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.56%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,121
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.58%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.25%	Low Education County	False
Mainstay Community	4.27%	Low Employment County	False
Working Community	61.2%	Persistent Poverty County	False
Country Community	0.81%	Population Loss County	True
Aspiring Community	2.67%	Nonmetro Recreation County	False
Urban Community	12.8%	Retirement Destination County	False

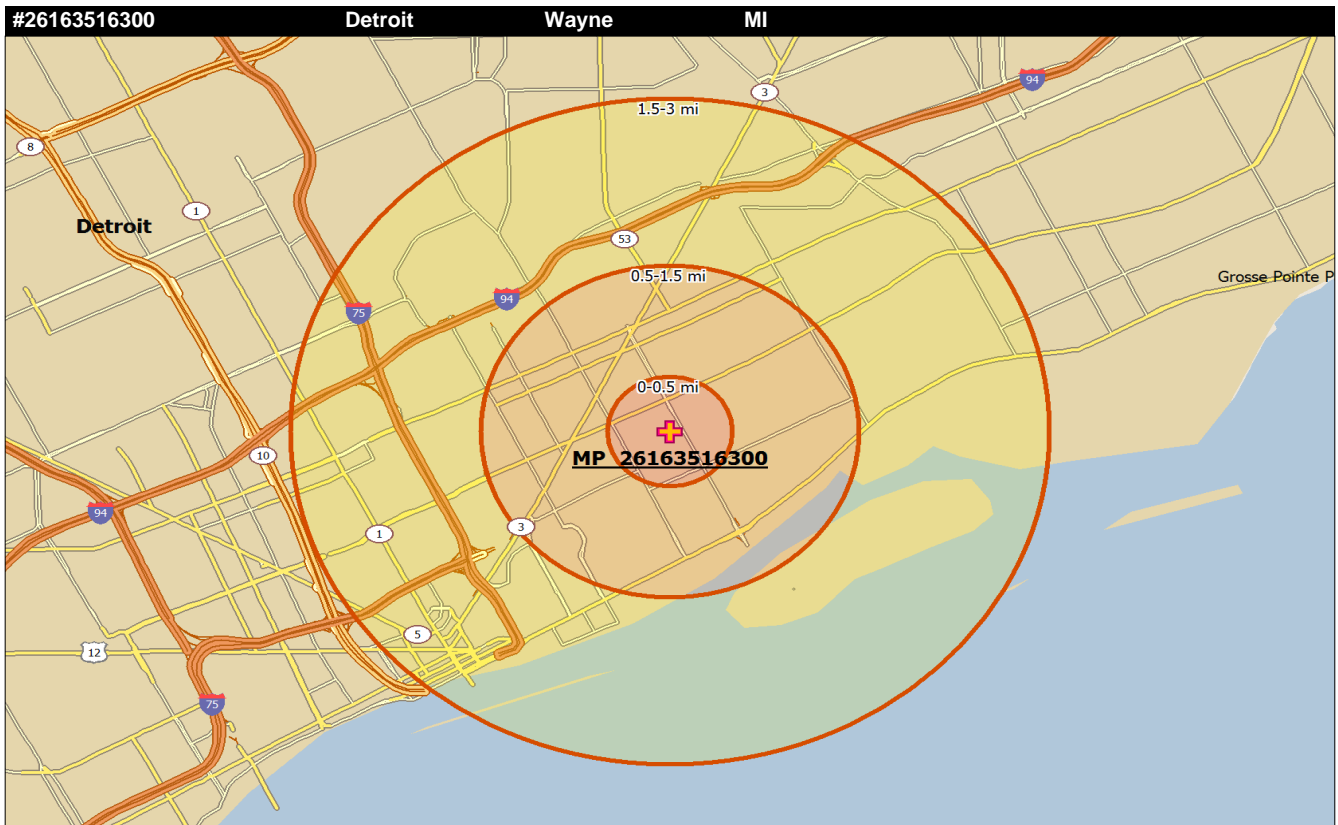
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	40.13	Racial Diversity Index	50.45
Ancestry Diversity Index	87.35	Diversity Composite Index	79.58
Foreign Born Diversity Index	89.69	Population Density Index	78.16



37 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163524500	Total Households in 3 mi Ring	32,346
CT Centroid Latitude	42.28926	Active Evangelical HHLDS	3,794
CT Centroid Longitude	-83.14661	Active Evangelical PERCENT	11.73%
City Location	Detroit	Unreached HHLDS	22,259
County Location	Wayne	Unreached Percent	68.81%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,054
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.72%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,646
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	8.18%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	13,725
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.43%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.26%	Low Education County	False
Mainstay Community	10.96%	Low Employment County	False
Working Community	45.09%	Persistent Poverty County	False
Country Community	0.06%	Population Loss County	True
Aspiring Community	2.88%	Nonmetro Recreation County	False
Urban Community	38.73%	Retirement Destination County	False

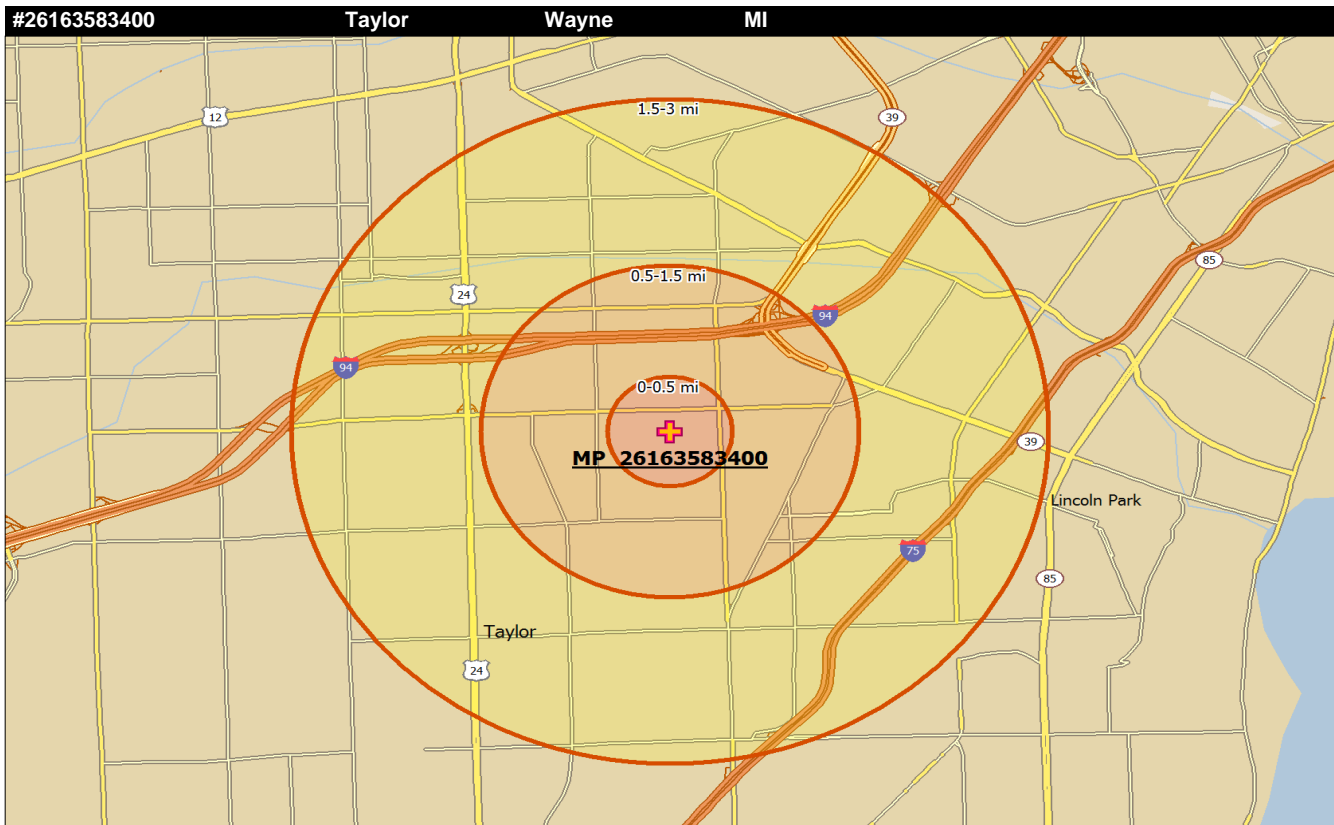
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	89.41	Racial Diversity Index	89.49
Ancestry Diversity Index	27.58	Diversity Composite Index	59.16
Foreign Born Diversity Index	25.31	Population Density Index	71.54



38 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163516300	Total Households in 3 mi Ring	38,501
CT Centroid Latitude	42.36016	Active Evangelical HHLDS	4,112
CT Centroid Longitude	-83.01250	Active Evangelical PERCENT	10.68%
City Location	Detroit	Unreached HHLDS	27,570
County Location	Wayne	Unreached Percent	71.61%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,403
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	29.62%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	1,691
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	4.39%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	15,398
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.51%	Low Education County	False
Mainstay Community	0.32%	Low Employment County	False
Working Community	1.08%	Persistent Poverty County	False
Country Community	0%	Population Loss County	True
Aspiring Community	21.03%	Nonmetro Recreation County	False
Urban Community	76.06%	Retirement Destination County	False

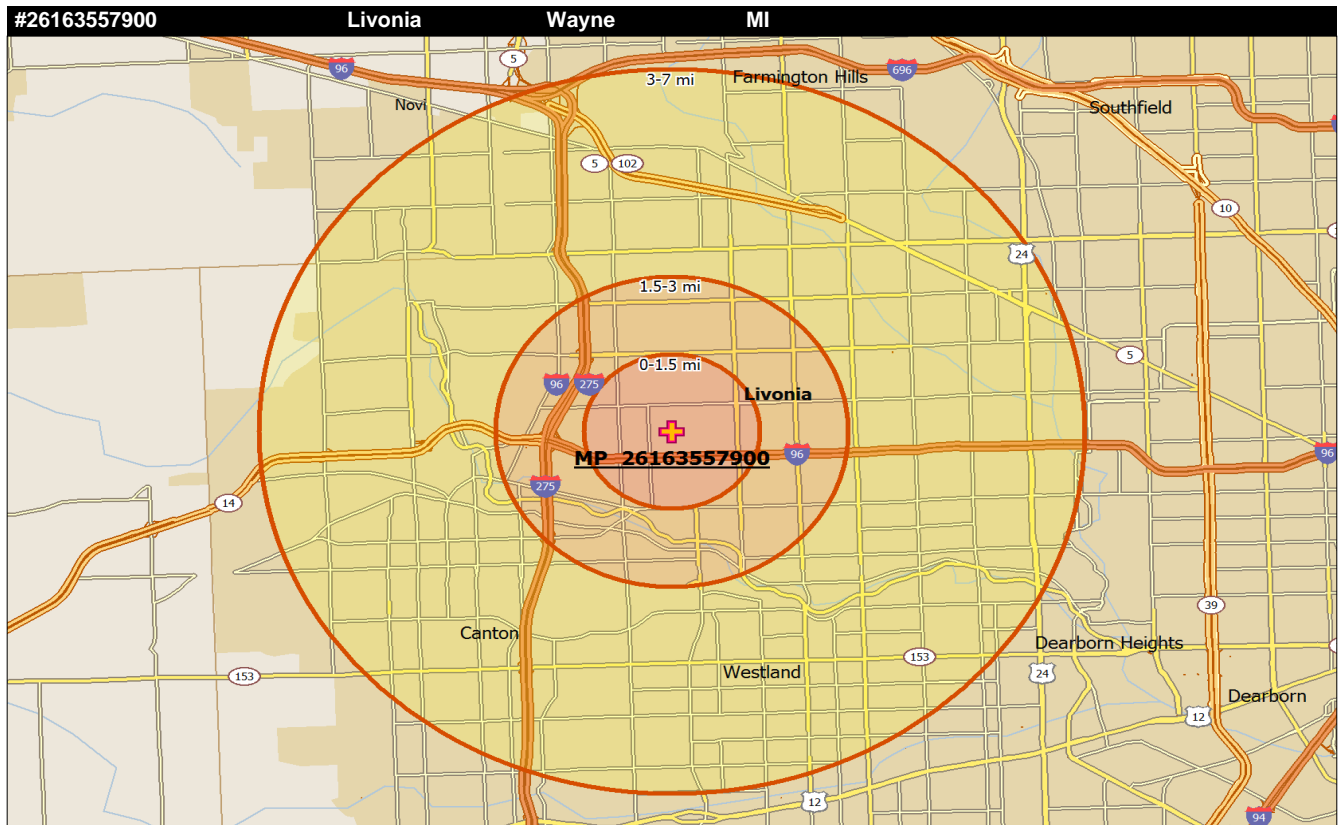
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	46.66	Racial Diversity Index	43.50
Ancestry Diversity Index	4.03	Diversity Composite Index	27.06
Foreign Born Diversity Index	72.91	Population Density Index	74.11



39 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163583400	Total Households in 3 mi Ring	48,408
CT Centroid Latitude	42.25339	Active Evangelical HHLDS	5,767
CT Centroid Longitude	-83.23880	Active Evangelical PERCENT	11.91%
City Location	Taylor	Unreached HHLDS	33,076
County Location	Wayne	Unreached Percent	68.33%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,366
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.28%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,070
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.47%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,645
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.58%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.92%	Low Education County	False
Mainstay Community	3.79%	Low Employment County	False
Working Community	67%	Persistent Poverty County	False
Country Community	1.18%	Population Loss County	True
Aspiring Community	2.82%	Nonmetro Recreation County	False
Urban Community	1.28%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.50	Racial Diversity Index	33.99
Ancestry Diversity Index	98.79	Diversity Composite Index	70.98
Foreign Born Diversity Index	87.28	Population Density Index	76.79



40 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163557900	Total Households in 3 mi Ring	30,696
CT Centroid Latitude	42.38919	Active Evangelical HHLDS	3,506
CT Centroid Longitude	-83.39486	Active Evangelical PERCENT	11.42%
City Location	Livonia	Unreached HHLDS	21,372
County Location	Wayne	Unreached Percent	69.63%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,942
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.1%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,578
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.66%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	12,851
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.87%

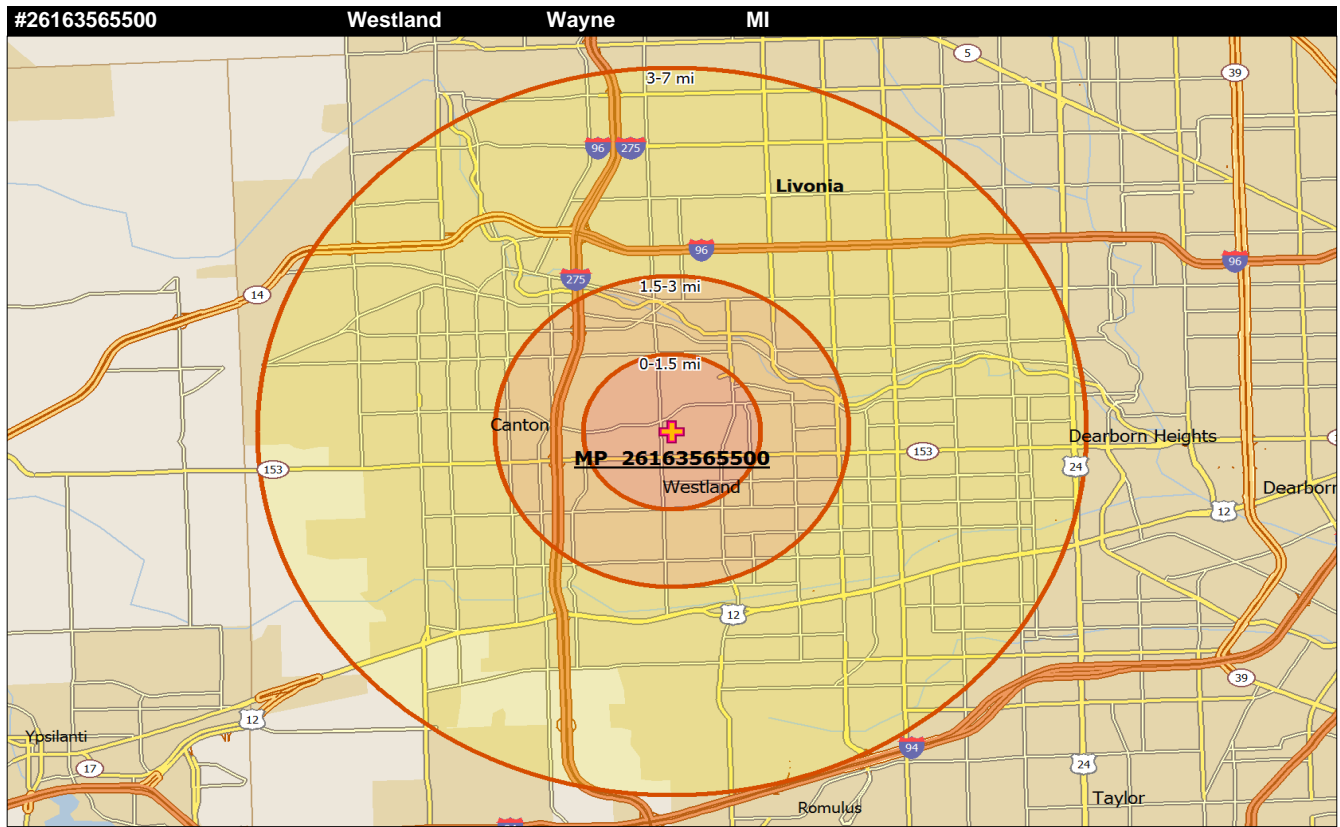
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	73.77%	Low Education County	False
Mainstay Community	11.06%	Low Employment County	False
Working Community	3.78%	Persistent Poverty County	False
Country Community	1.61%	Population Loss County	True
Aspiring Community	9.77%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	46.44	Racial Diversity Index	26.86
Ancestry Diversity Index	98.67	Diversity Composite Index	85.45
Foreign Born Diversity Index	90.81	Population Density Index	59.40

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

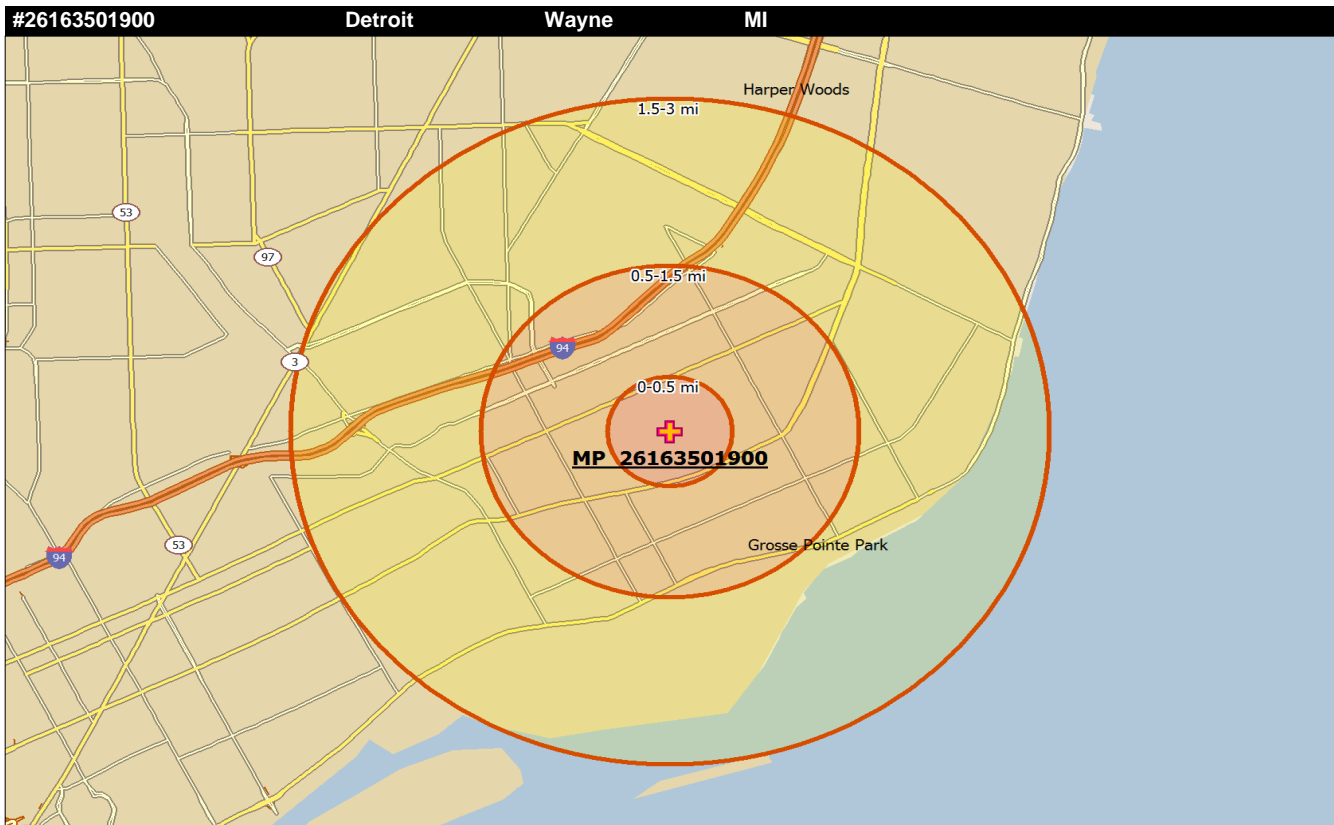
www.iicm.net



41 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163565500	Total Households in 3 mi Ring	44,218
CT Centroid Latitude	42.33112	Active Evangelical HHLDS	4,999
CT Centroid Longitude	-83.40521	Active Evangelical PERCENT	11.31%
City Location	Westland	Unreached HHLDS	30,927
County Location	Wayne	Unreached Percent	69.94%
Sitescape Category code	3	Religious but NOT Evang HHLDS	7,031
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.9%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	5,212
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,687
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.26%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.24%	Low Education County	False
Mainstay Community	7.76%	Low Employment County	False
Working Community	29.8%	Persistent Poverty County	False
Country Community	1.73%	Population Loss County	True
Aspiring Community	21.64%	Nonmetro Recreation County	False
Urban Community	0.82%	Retirement Destination County	False

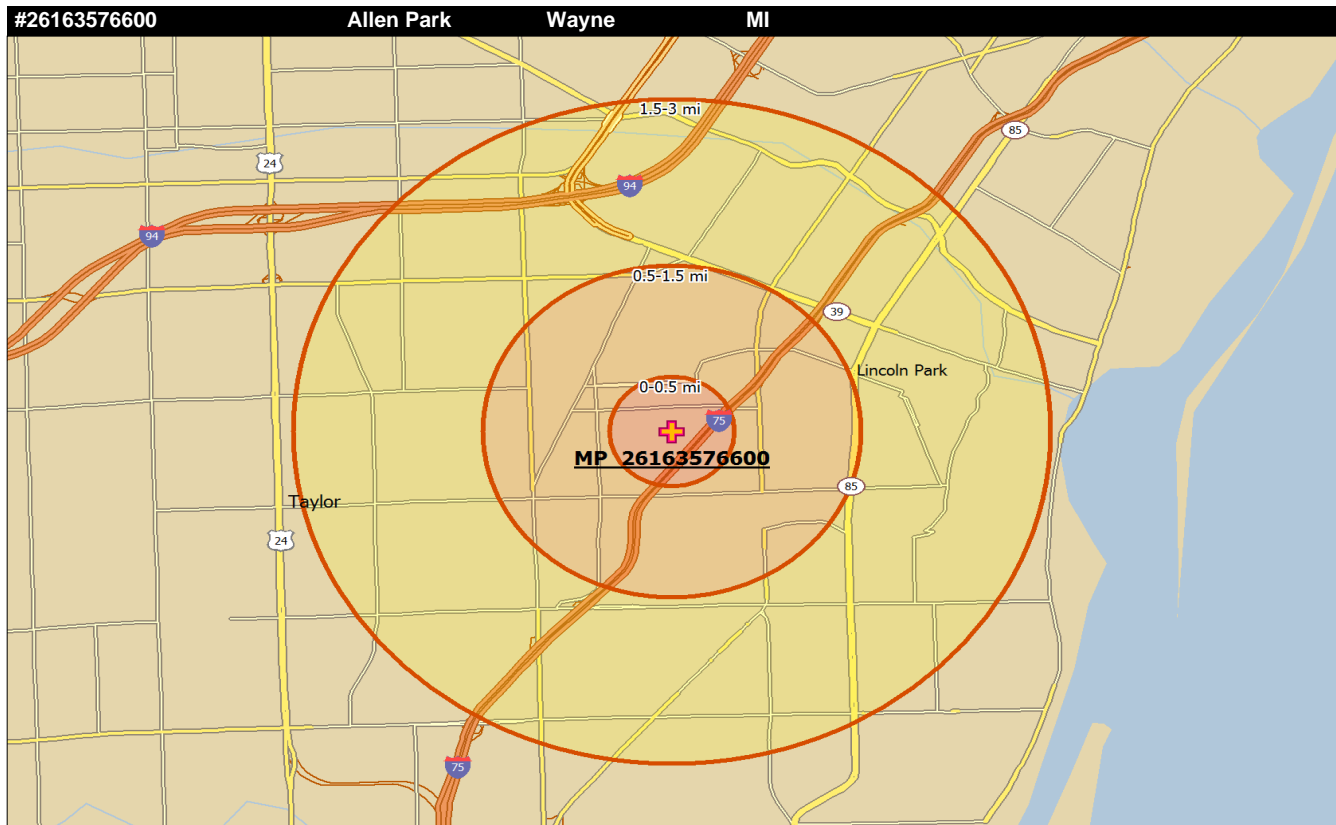
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.27	Racial Diversity Index	39.49
Ancestry Diversity Index	96.58	Diversity Composite Index	85.61
Foreign Born Diversity Index	77.84	Population Density Index	70.61



42 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163501900	Total Households in 3 mi Ring	46,325
CT Centroid Latitude	42.39531	Active Evangelical HHLDS	5,032
CT Centroid Longitude	-82.93965	Active Evangelical PERCENT	10.86%
City Location	Detroit	Unreached HHLDS	32,949
County Location	Wayne	Unreached Percent	71.12%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,111
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	26.14%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,749
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.93%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,769
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.52%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.55%	Low Education County	False
Mainstay Community	2.26%	Low Employment County	False
Working Community	5.61%	Persistent Poverty County	False
Country Community	0.53%	Population Loss County	True
Aspiring Community	26.21%	Nonmetro Recreation County	False
Urban Community	43.83%	Retirement Destination County	False

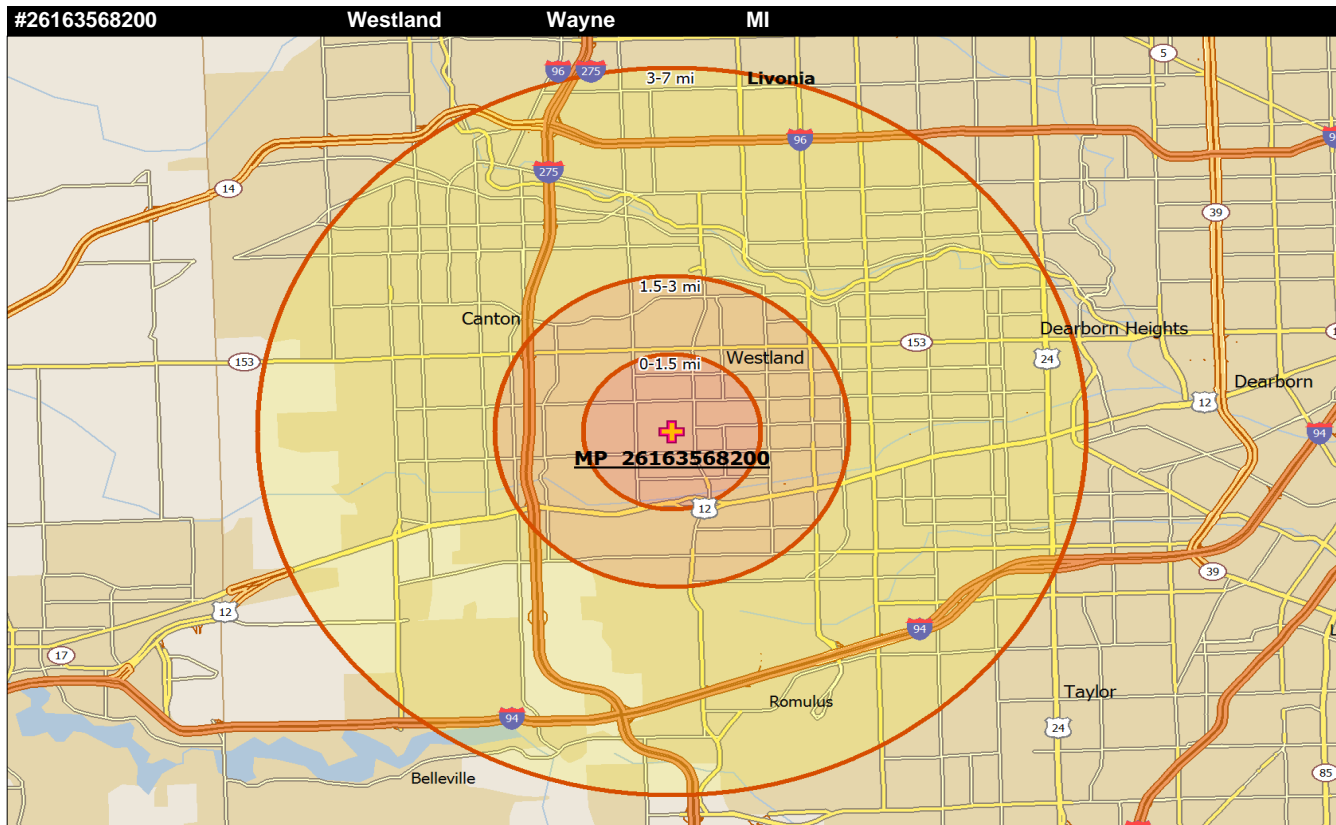
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	26.97	Racial Diversity Index	60.69
Ancestry Diversity Index	16.11	Diversity Composite Index	49.66
Foreign Born Diversity Index	97.82	Population Density Index	84.15



43 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163576600	Total Households in 3 mi Ring	53,152
CT Centroid Latitude	42.23633	Active Evangelical HHLDS	6,319
CT Centroid Longitude	-83.20840	Active Evangelical PERCENT	11.89%
City Location	Allen Park	Unreached HHLDS	36,356
County Location	Wayne	Unreached Percent	68.4%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,295
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.49%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,502
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.35%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	21,563
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.58%	Low Education County	False
Mainstay Community	3.34%	Low Employment County	False
Working Community	72.61%	Persistent Poverty County	False
Country Community	1%	Population Loss County	True
Aspiring Community	2.75%	Nonmetro Recreation County	False
Urban Community	2.72%	Retirement Destination County	False

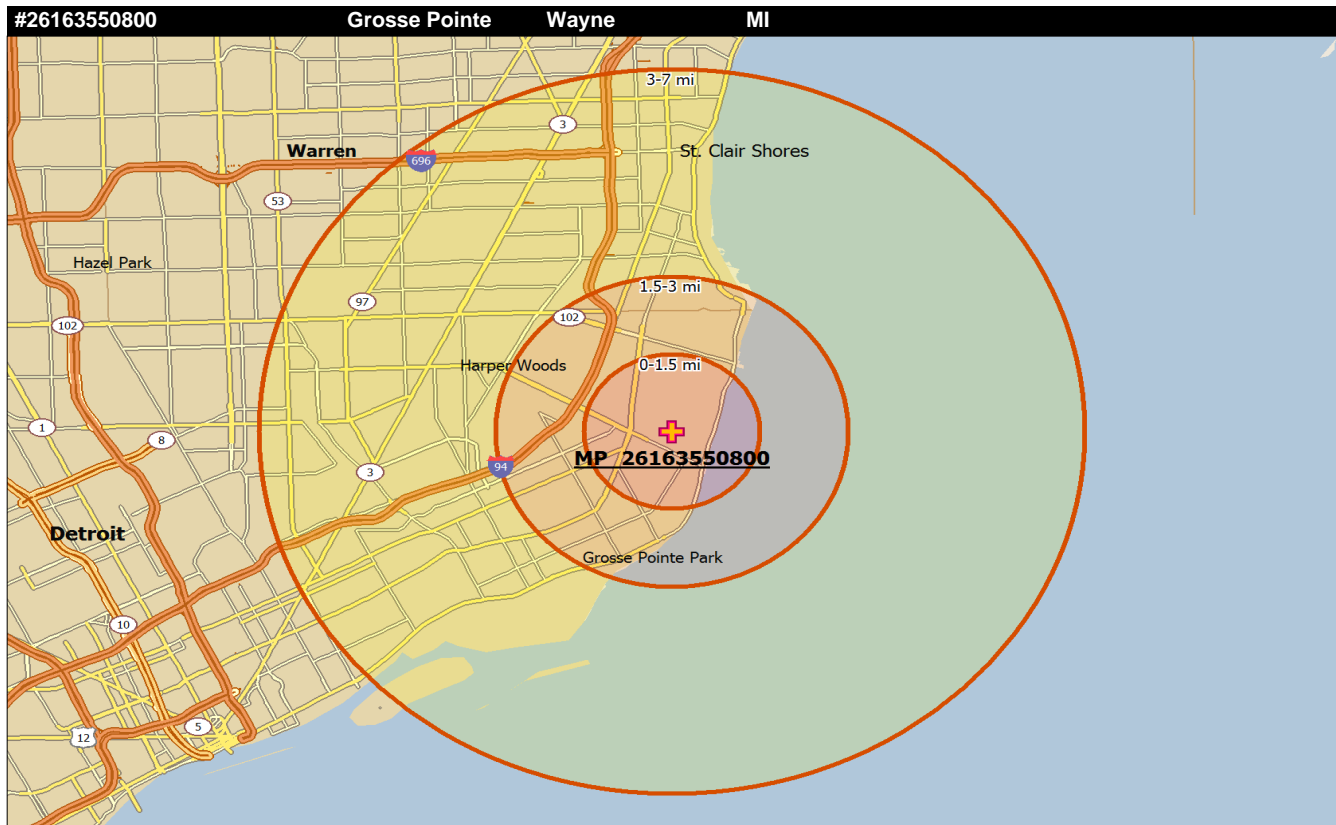
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	41.23	Racial Diversity Index	37.34
Ancestry Diversity Index	98.18	Diversity Composite Index	79.83
Foreign Born Diversity Index	85.80	Population Density Index	80.50



44 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163568200	Total Households in 3 mi Ring	41,184
CT Centroid Latitude	42.30117	Active Evangelical HHLDS	4,729
CT Centroid Longitude	-83.39577	Active Evangelical PERCENT	11.48%
City Location	Westland	Unreached HHLDS	28,612
County Location	Wayne	Unreached Percent	69.47%
Sitescape Category	3	Religious but NOT Evang HHLDS	6,847
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.63%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,609
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.19%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,167
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.67%	Low Education County	False
Mainstay Community	7.33%	Low Employment County	False
Working Community	48.08%	Persistent Poverty County	False
Country Community	1.29%	Population Loss County	True
Aspiring Community	18.78%	Nonmetro Recreation County	False
Urban Community	2.85%	Retirement Destination County	False

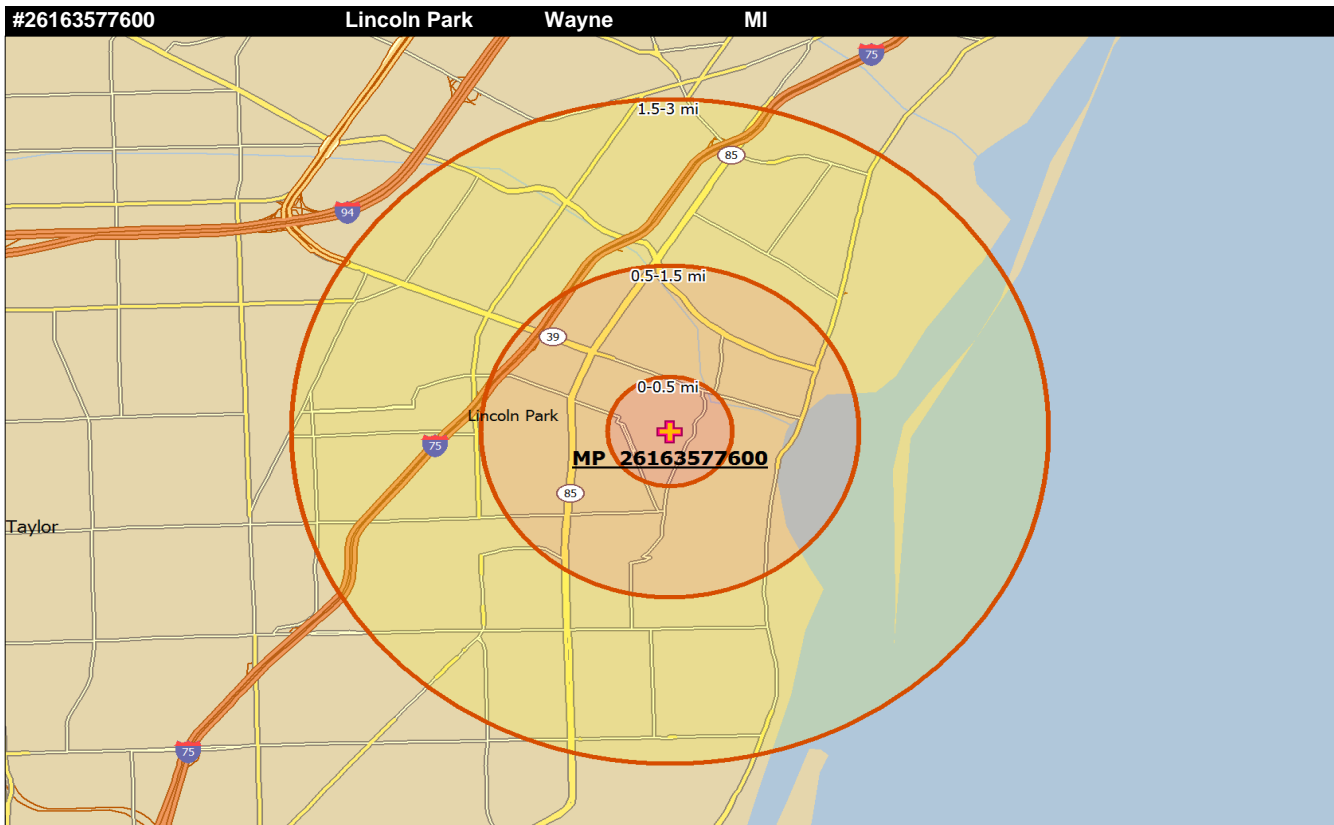
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.61	Racial Diversity Index	42.52
Ancestry Diversity Index	92.59	Diversity Composite Index	87.02
Foreign Born Diversity Index	85.76	Population Density Index	70.21



45 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163550800	Total Households in 3 mi Ring	46,746
CT Centroid Latitude	42.41693	Active Evangelical HHLDS	5,105
CT Centroid Longitude	-82.89655	Active Evangelical PERCENT	10.92%
City Location	Grosse Pointe	Unreached HHLDS	33,174
County Location	Wayne	Unreached Percent	70.97%
Sitescape Category	3	Religious but NOT Evang HHLDS	10,485
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.43%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,026
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.61%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,819
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.26%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.23%	Low Education County	False
Mainstay Community	5.04%	Low Employment County	False
Working Community	14.18%	Persistent Poverty County	False
Country Community	1.13%	Population Loss County	True
Aspiring Community	26.46%	Nonmetro Recreation County	False
Urban Community	16.95%	Retirement Destination County	False

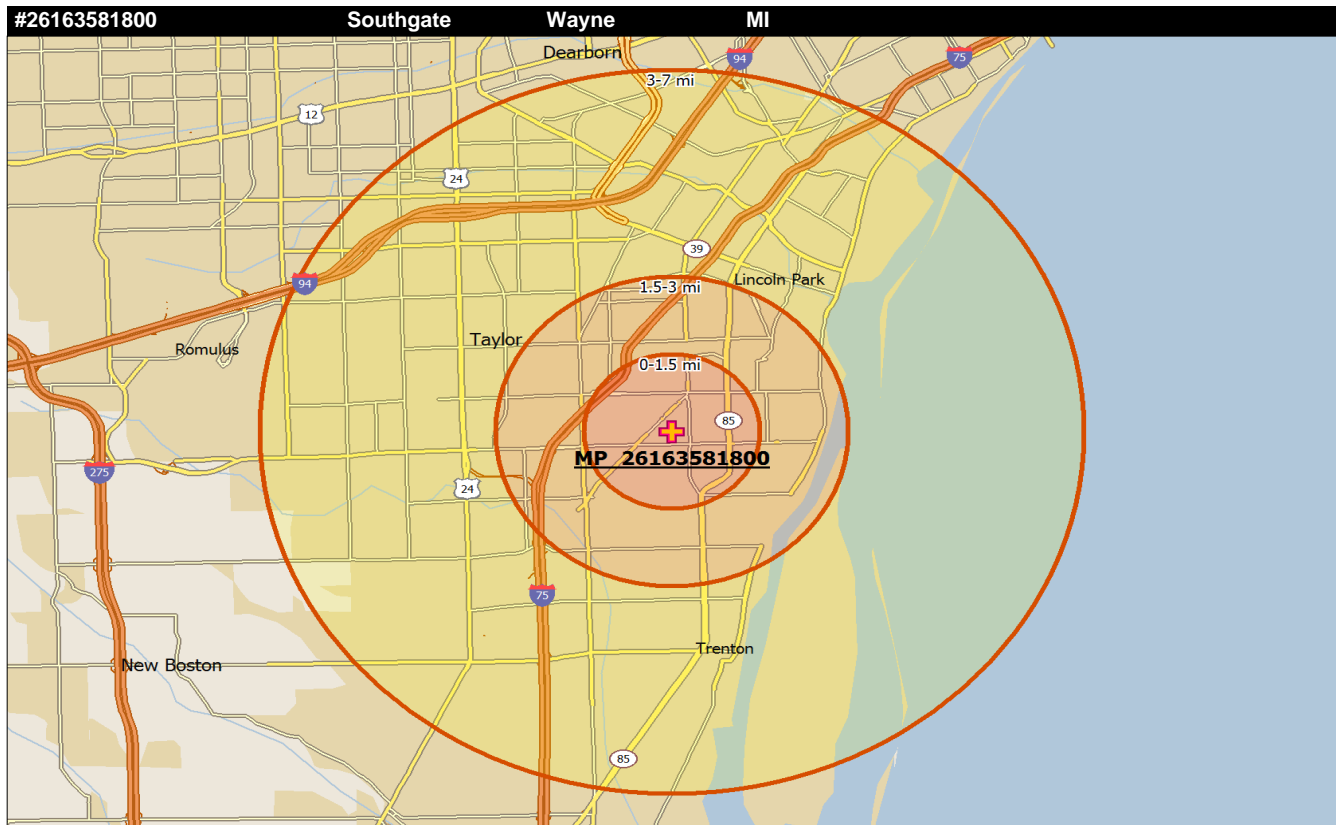
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.95	Racial Diversity Index	61.68
Ancestry Diversity Index	57.13	Diversity Composite Index	74.87
Foreign Born Diversity Index	92.50	Population Density Index	71.37



46 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163577600	Total Households in 3 mi Ring	48,359
CT Centroid Latitude	42.23971	Active Evangelical HHLDS	5,719
CT Centroid Longitude	-83.16497	Active Evangelical PERCENT	11.83%
City Location	Lincoln Park	Unreached HHLDS	33,155
County Location	Wayne	Unreached Percent	68.56%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,097
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.81%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,524
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.35%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	19,675
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.69%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.04%	Low Education County	False
Mainstay Community	3.74%	Low Employment County	False
Working Community	66.1%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	True
Aspiring Community	2.95%	Nonmetro Recreation County	False
Urban Community	13.65%	Retirement Destination County	False

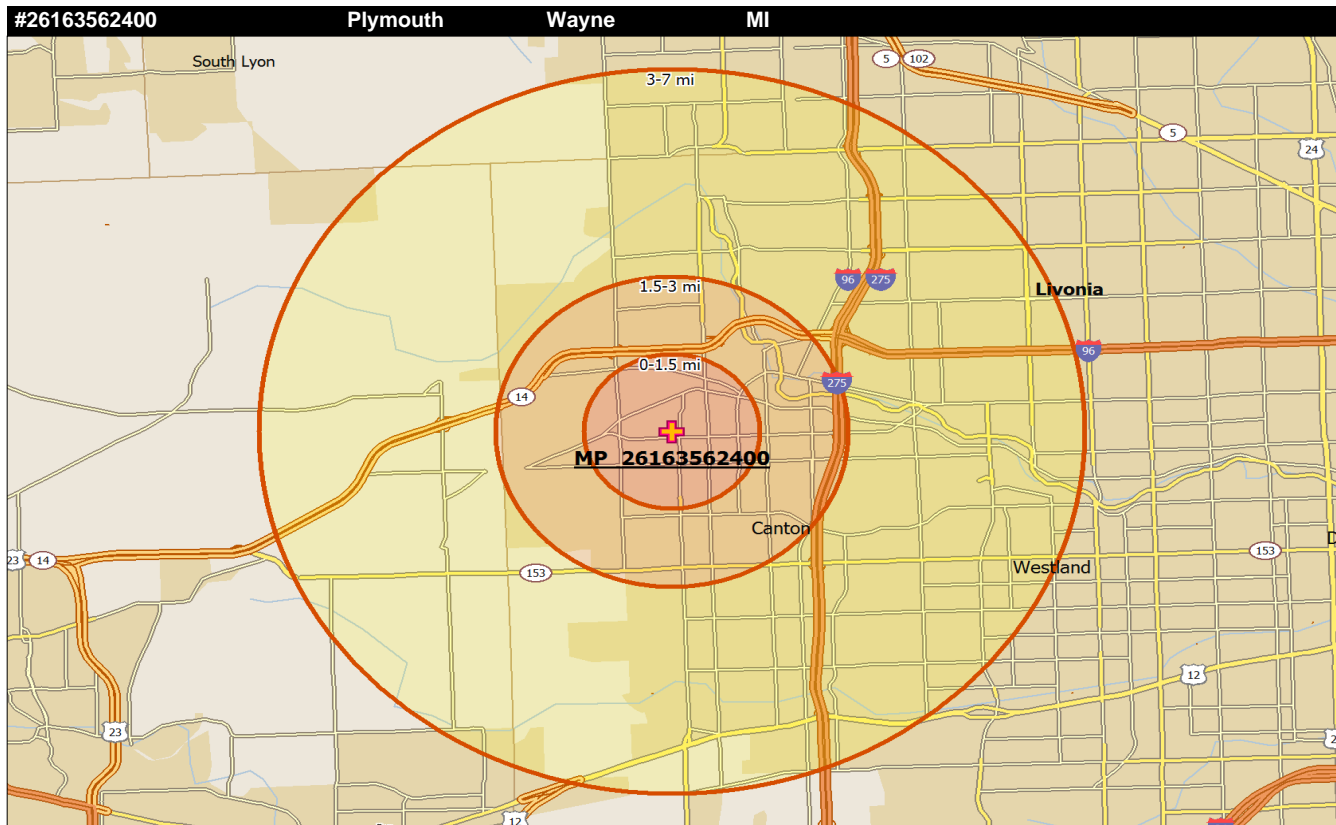
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	37.90	Racial Diversity Index	50.26
Ancestry Diversity Index	85.82	Diversity Composite Index	74.55
Foreign Born Diversity Index	81.56	Population Density Index	77.55



47 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163581800	Total Households in 3 mi Ring	41,367
CT Centroid Latitude	42.20273	Active Evangelical HHLDS	4,857
CT Centroid Longitude	-83.19915	Active Evangelical PERCENT	11.74%
City Location	Southgate	Unreached HHLDS	28,459
County Location	Wayne	Unreached Percent	68.8%
Sitescape Category	3	Religious but NOT Evang HHLDS	6,997
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.91%
Sitescape Category	Suburbscene	Spiritual but Not Religious or Evang HHLDS	4,486
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.85%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	16,986
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.06%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.96%	Low Education County	False
Mainstay Community	6.56%	Low Employment County	False
Working Community	64.52%	Persistent Poverty County	False
Country Community	0.88%	Population Loss County	True
Aspiring Community	6.56%	Nonmetro Recreation County	False
Urban Community	1.53%	Retirement Destination County	False

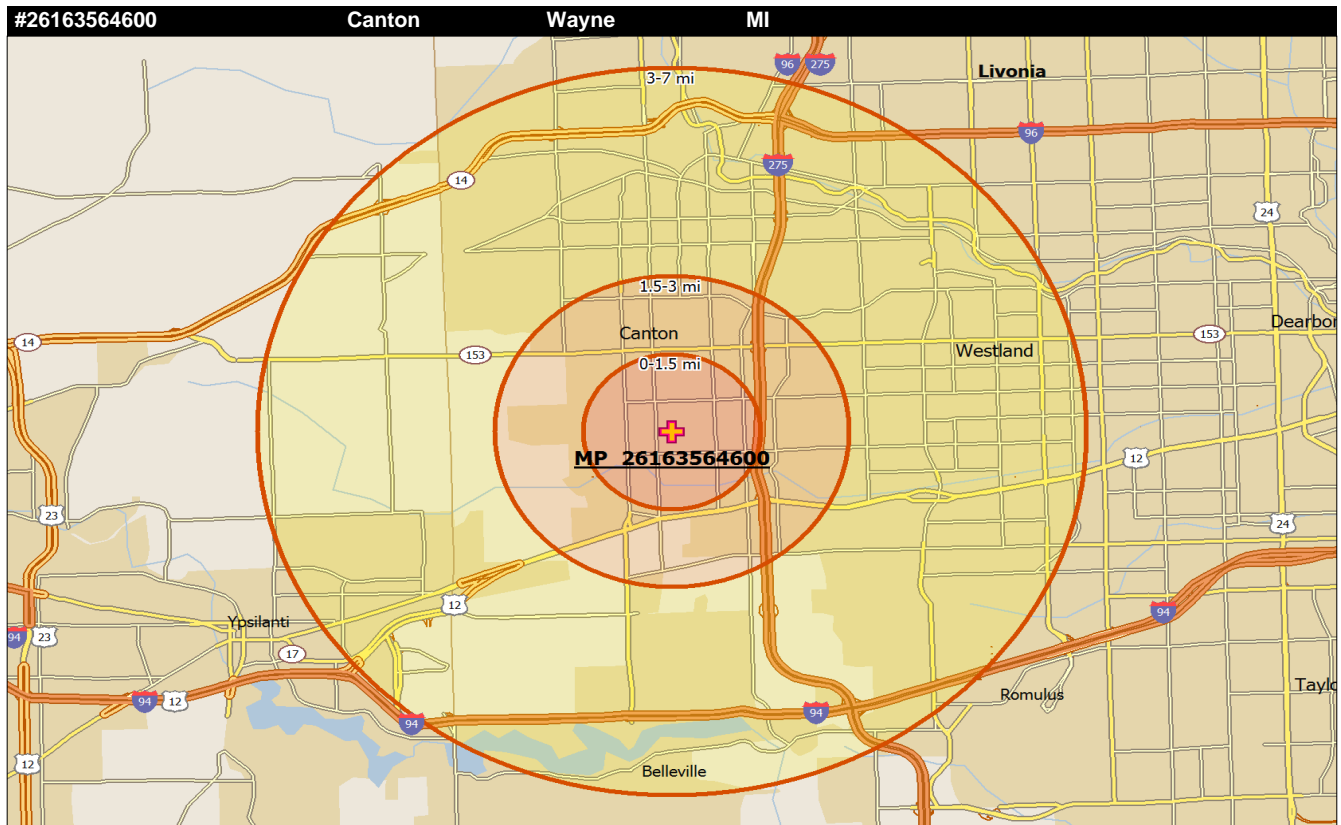
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	42.62	Racial Diversity Index	31.90
Ancestry Diversity Index	98.53	Diversity Composite Index	75.07
Foreign Born Diversity Index	79.17	Population Density Index	71.02



48 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163562400	Total Households in 3 mi Ring	26,445
CT Centroid Latitude	42.35990	Active Evangelical HHLDS	2,829
CT Centroid Longitude	-83.49141	Active Evangelical PERCENT	10.70%
City Location	Plymouth	Unreached HHLDS	18,925
County Location	Wayne	Unreached Percent	71.57%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,181
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.81%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,311
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	11,433
Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	43.23%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	75.13%	Low Education County	False
Mainstay Community	9.84%	Low Employment County	False
Working Community	3.84%	Persistent Poverty County	False
Country Community	0.9%	Population Loss County	True
Aspiring Community	10.29%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

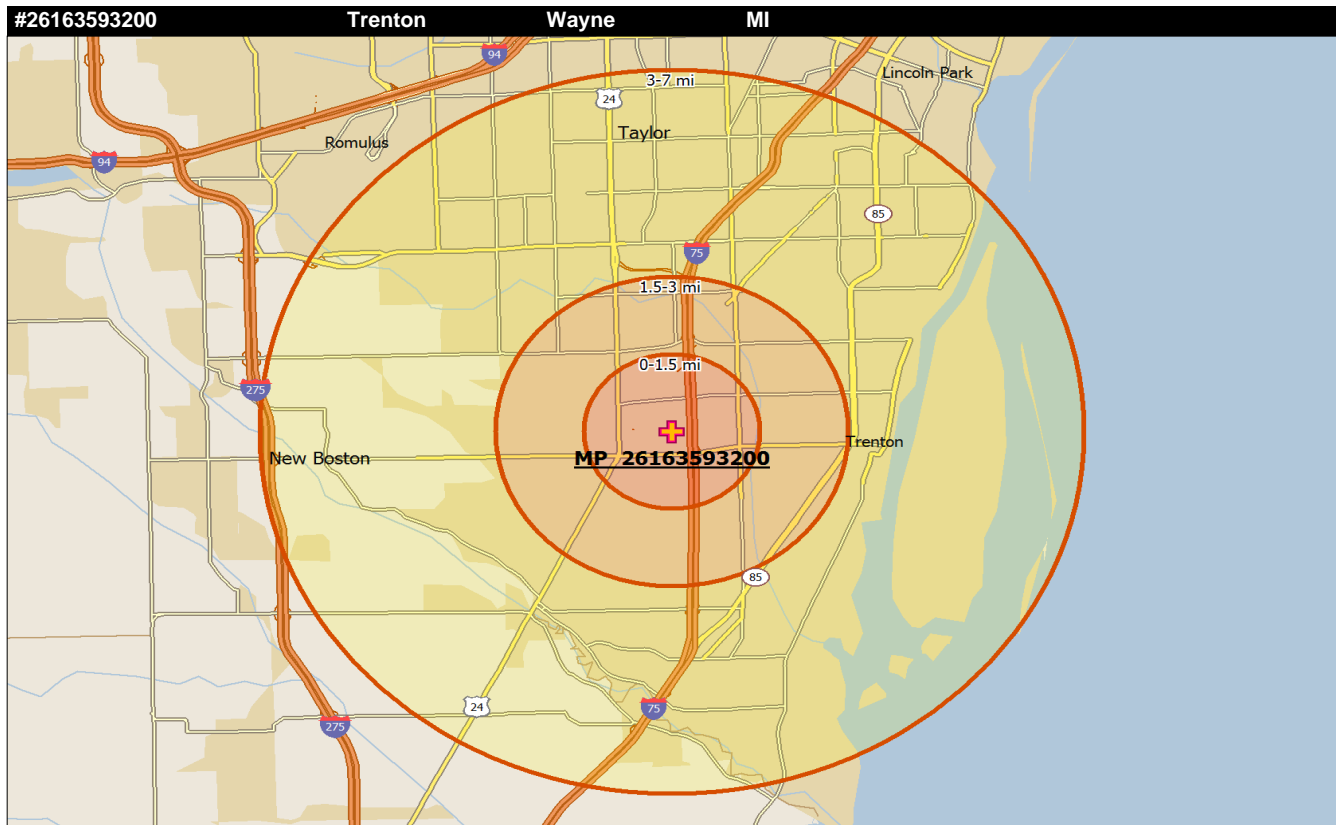
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.82	Racial Diversity Index	38.85
Ancestry Diversity Index	98.08	Diversity Composite Index	90.75
Foreign Born Diversity Index	78.89	Population Density Index	57.12



49 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163564600	Total Households in 3 mi Ring	26,970
CT Centroid Latitude	42.29922	Active Evangelical HHLDS	2,939
CT Centroid Longitude	-83.47174	Active Evangelical PERCENT	10.90%
City Location	Canton	Unreached HHLDS	19,154
County Location	Wayne	Unreached Percent	71.02%
Sitescape Category	3	Religious but NOT Evang HHLDS	4,227
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.67%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,425
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.7%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,503
Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	42.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	75.03%	Low Education County	False
Mainstay Community	4.98%	Low Employment County	False
Working Community	8.15%	Persistent Poverty County	False
Country Community	1.53%	Population Loss County	True
Aspiring Community	7.13%	Nonmetro Recreation County	False
Urban Community	3.17%	Retirement Destination County	False

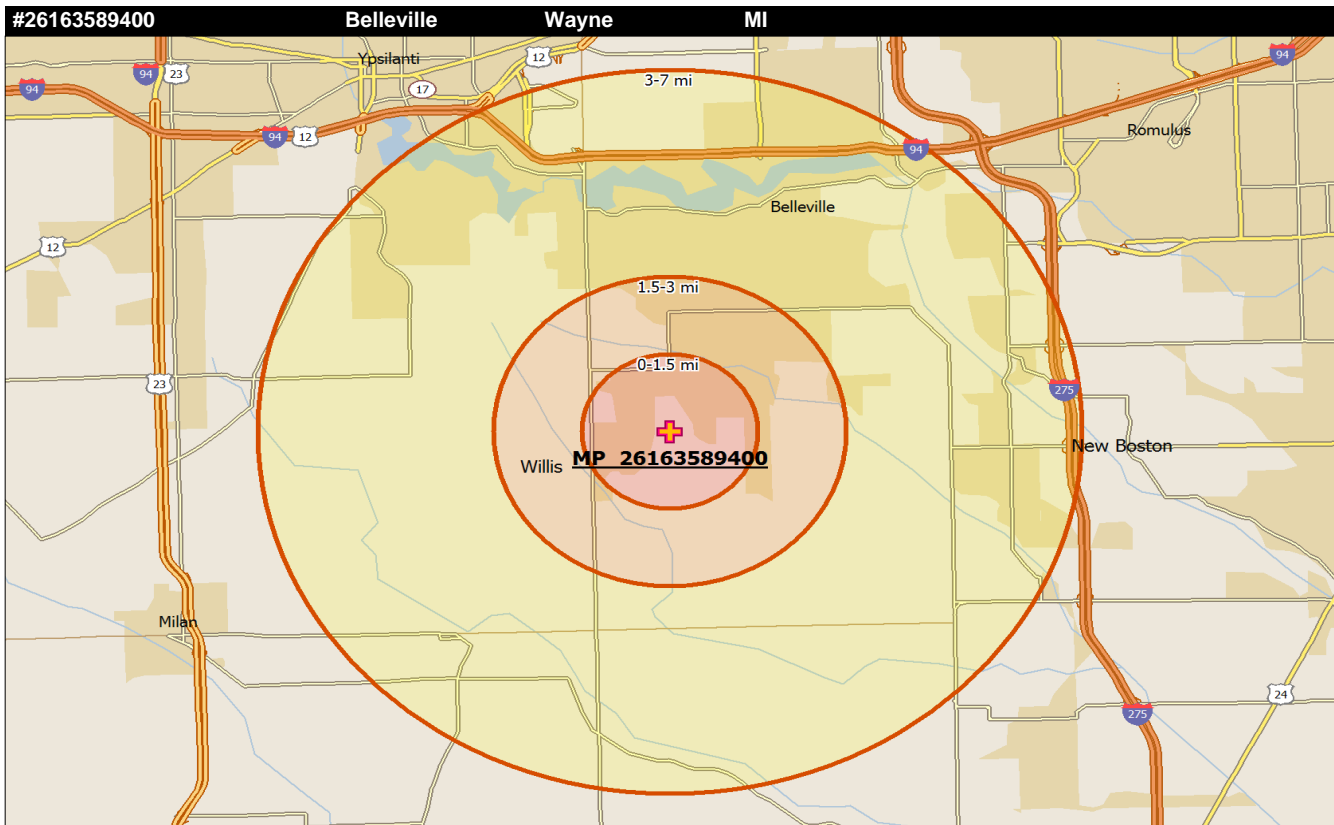
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.16	Racial Diversity Index	47.78
Ancestry Diversity Index	94.09	Diversity Composite Index	89.37
Foreign Born Diversity Index	60.93	Population Density Index	59.32



50 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163593200	Total Households in 3 mi Ring	21,194
CT Centroid Latitude	42.14486	Active Evangelical HHLDS	2,489
CT Centroid Longitude	-83.24850	Active Evangelical PERCENT	11.74%
City Location	Trenton	Unreached HHLDS	14,578
County Location	Wayne	Unreached Percent	68.78%
Sitescape Category	3	Religious but NOT Evang HHLDS	3,385
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	15.97%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,379
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.23%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	8,814
Population Pattern	50000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.59%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	57.49%	Low Education County	False
Mainstay Community	13.85%	Low Employment County	False
Working Community	18.78%	Persistent Poverty County	False
Country Community	2.5%	Population Loss County	True
Aspiring Community	5.24%	Nonmetro Recreation County	False
Urban Community	2.14%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	40.32	Racial Diversity Index	35.02
Ancestry Diversity Index	98.47	Diversity Composite Index	87.93
Foreign Born Diversity Index	86.96	Population Density Index	48.66



51 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163589400	Total Households in 3 mi Ring	2,854
CT Centroid Latitude	42.14134	Active Evangelical HHLDS	368
CT Centroid Longitude	-83.51497	Active Evangelical PERCENT	12.88%
City Location	Belleville	Unreached HHLDS	1,877
County Location	Wayne	Unreached Percent	65.76%
Sitescape Category code	3	Religious but NOT Evang HHLDS	459
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.09%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	318
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.16%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	1,099
Population Pattern	50000-100000-250000	NOT Evangelical NOT Interested PERCENT	38.52%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.5%	Low Education County	False
Mainstay Community	23.27%	Low Employment County	False
Working Community	27.33%	Persistent Poverty County	False
Country Community	24.63%	Population Loss County	True
Aspiring Community	14.82%	Nonmetro Recreation County	False
Urban Community	0.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.47	Racial Diversity Index	37.82
Ancestry Diversity Index	87.50	Diversity Composite Index	63.44
Foreign Born Diversity Index	63.35	Population Density Index	23.77

Interpreting Your Mission Point Report

Your Mission Point Report has a number of key factors about the 3 mile ring around the census tract centroid that is referenced. These notes review these factors.

1. Census Tract

Each location is based upon a 3 mile ring study around the center of one of the 65,370 census tracts in the United States. For more information about a census tract please consult the US Census Bureau website or you can read the short article on census tracts at Wikipedia.

2. Latitude and Longitude

The latitude and longitude of the center of the census tract is provided for GPS purposes.

3. City Location

The City Location refers to the Census Place that is associated with the census tract location.

4. County Location

The County Location refers to the County in which the census tract is located.

5. SITESCAPE Category and SITESCAPE Category Code

The SITESCAPE Category refers to a typology that was created by IICM based on a number of factors in order to differentiate between types of rural, town, suburb, and city locations. The SITESCAPE Categories have been used in academic studies as an indexing tool to compare similar contexts.

6. SITESCAPE Group and SITESCAPE Group Code

The SITESCAPE Group label and code refers to divisions within the broader countryside, townscape, suburbscape and cityscape types.

7. Density Pattern

The SITESCAPE measures the population density for the 0-3 mile band, 3-7 mile band, and 7-10 mile band around a census tract centroid (center). The relationship between the density of these three bands produces 17 different density patterns. These density patterns may be grouped into one of three groups: increasing, decreasing, and constant variance. But who cares? Why is this important? It is significant because density patterns provide a glimpse into the type of location that is being evaluated.

There are three types of density patterns: Increasing, Decreasing and Constant. The density pattern when combined with the population pattern will enable you to get a feel for the type of community dynamics that are likely to be occurring within the location.

Increasing Density Patterns

Locations with increasing patterns are typically located at the outer fringe of more highly urbanized areas. In many cases these are suburban areas (with less density) that are outside more dense areas (like inner city areas). There are 5 types of Increasing Density patterns (see the page 10):

- A - Increasing Density at a Greater Rate
- B - Increasing Density at a Similar Rate
- C - Increasing Density at a Lesser Rate
- D - Increased followed by Density Leveling Off
- E - Increased followed by Decreased Density

Constant Density Patterns

Locations with a constant variance are located within a similar pattern that dominates the ten mile ring. Thus, the degree of density in these situations may give some indication of the geographical extent of similar contexts. There are 3 types of Constant Density patterns

- F - No Change followed by Increased Density
- G - No Change remaining Constant Density Level
- H - No Change followed by Decreased Density

Decreasing Density Patterns

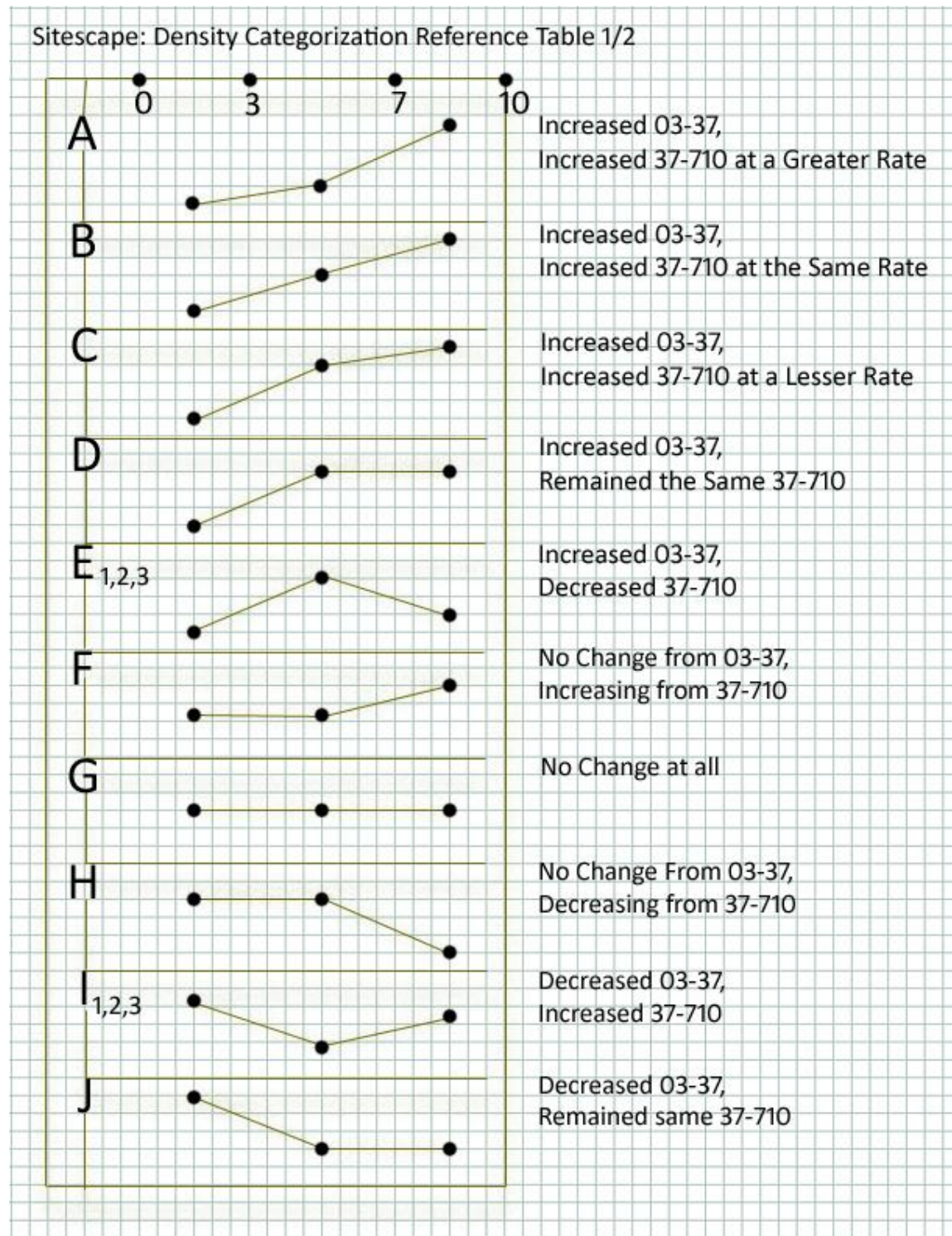
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

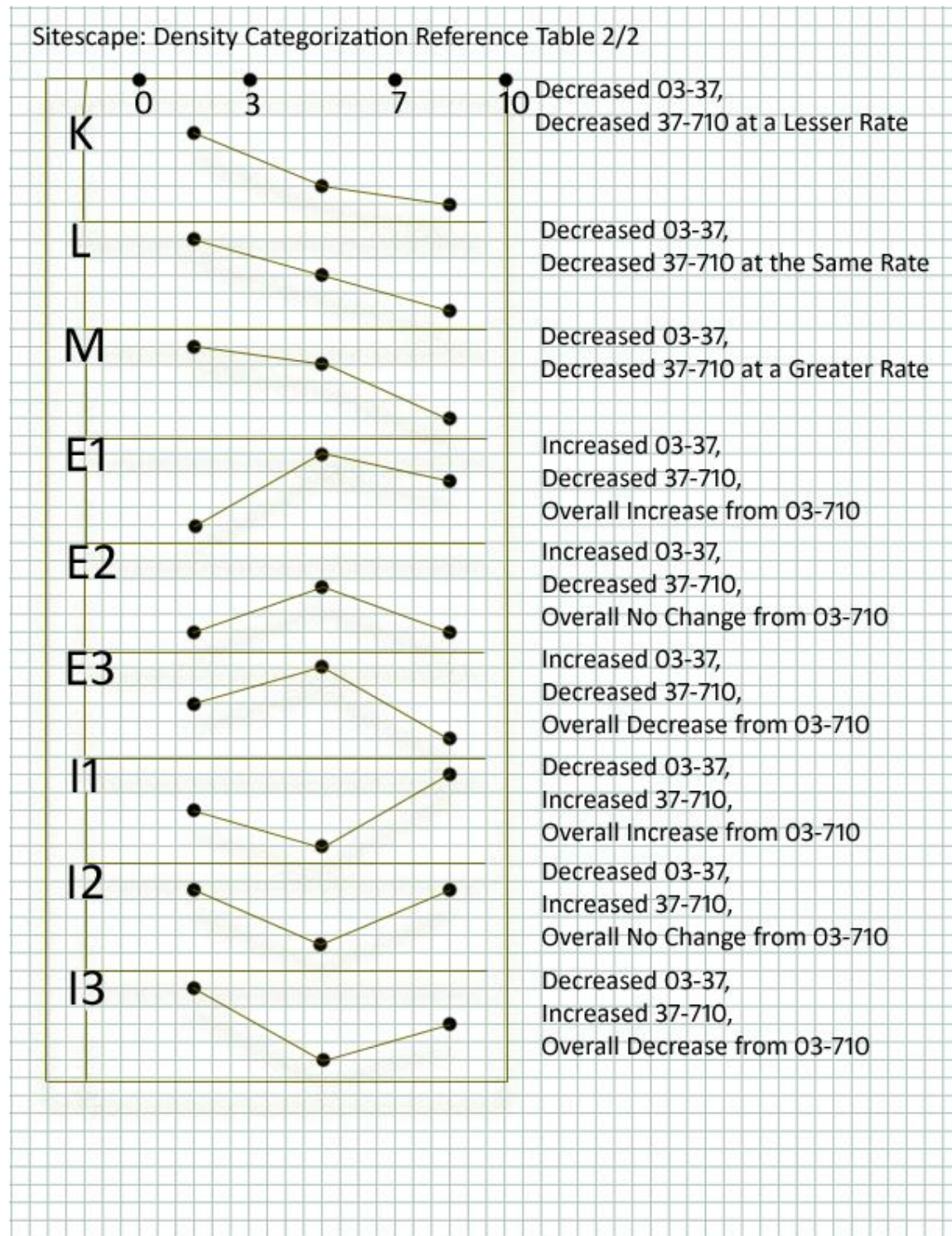
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

8. Population Pattern

The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number represents the 7-10 mile band.

- 100000 -- means that the population within the 0-3 mile band is between 50000 and 100000
- 250000 -- means that the population within the 3-7 mile band is between 100000 and 250000
- 100000 -- means that the population within the 7-10 mile band is between 50000 and 100000





9. Using Density and Population Patterns

Example: #1 rank in Osecola, FL has the Density Pattern: K and the Population Pattern: #100000-250000-100000. The density pattern, K, is "Decreasing Density at a Lesser Rate".

Interpreting the Population Pattern in light of the Density Pattern

When the Population Pattern is interpreted in light of the density pattern "K", then, one will note the following:

1. While the population is greatest in the 3-7 mile band, it is much more dispersed across the landscape, with a significant less amount of density.
2. While the population in the 7-10 mile band is much less than the 3-7 mile band, its density continues to decrease compared to either of the first two bands.

What Does This Mean in Practical Terms?

1. The 0-3 mile band is much more concentrated in density -- which could mean:
 - greater sense of community and location identity among the population
 - probably a greater need for a larger number of smaller congregations -- meeting needs of diverse groups within the more densely populated area -- maybe servicing groups of about 135-150 in max attendance -- this depends on the degree of diversity within the concentrated band
2. The 3-7 mile band, while having a greater amount of population is more dispersed -- which could mean:
 - probably more "suburban-like" and commuter oriented
 - which means a more "regional" approach to church planting may be justified
3. The 7-10 mile band, with less population and less density may indicate a more "fringe type" location
 - which means one should explore the type of lifestyle segments in this area -- are they more "rural-oriented" pointing back to populations who have been there for generations OR are they more "exurbanites" -- affluent yuppies fleeing the urban areas building upscale enclaves -- either direction represents a unique church planting environment

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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



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

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