

MISSION POINTS

Top Unreached Locations



Top Mission Points in the
Huron 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.

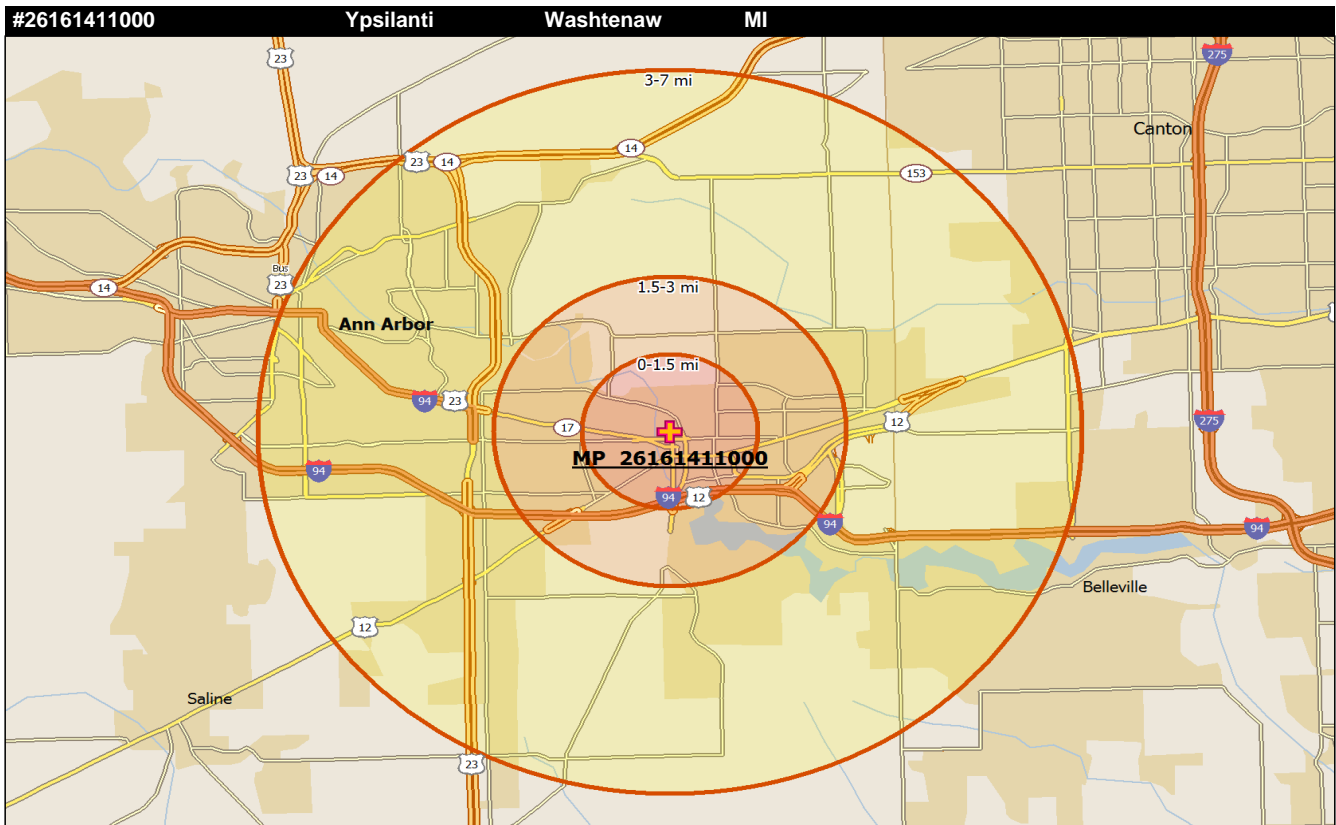
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

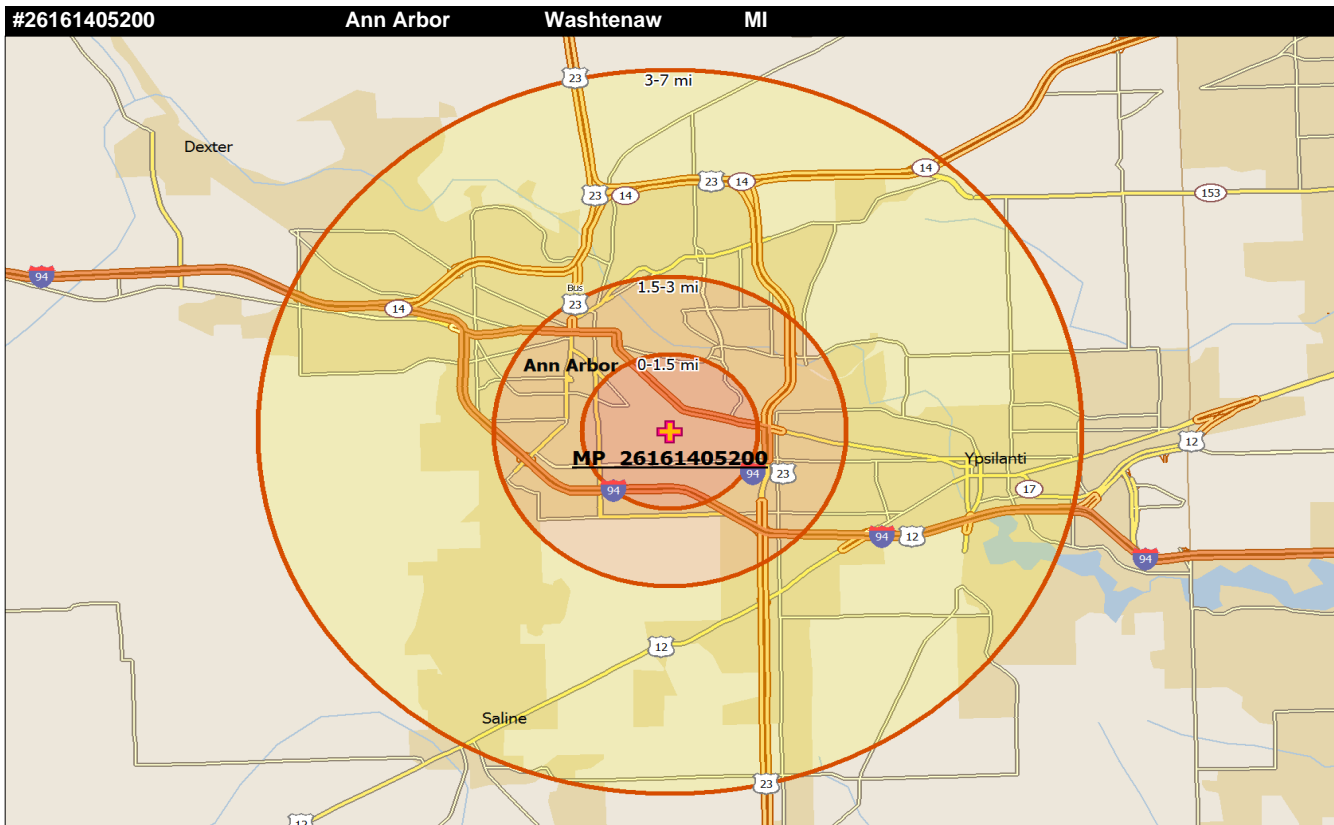
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26161411000	Total Households in 3 mi Ring	29,220
CT Centroid Latitude	42.24785	Active Evangelical HHLDS	1,500
CT Centroid Longitude	-83.61836	Active Evangelical PERCENT	5.13%
City Location	Ypsilanti	Unreached HHLDS	21,242
County Location	Washtenaw	Unreached Percent	72.7%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,444
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.05%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,186
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.9%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,644
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	39.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.95%	Low Education County	False
Mainstay Community	1.85%	Low Employment County	False
Working Community	21.15%	Persistent Poverty County	False
Country Community	0.16%	Population Loss County	False
Aspiring Community	28.69%	Nonmetro Recreation County	False
Urban Community	32.19%	Retirement Destination County	False

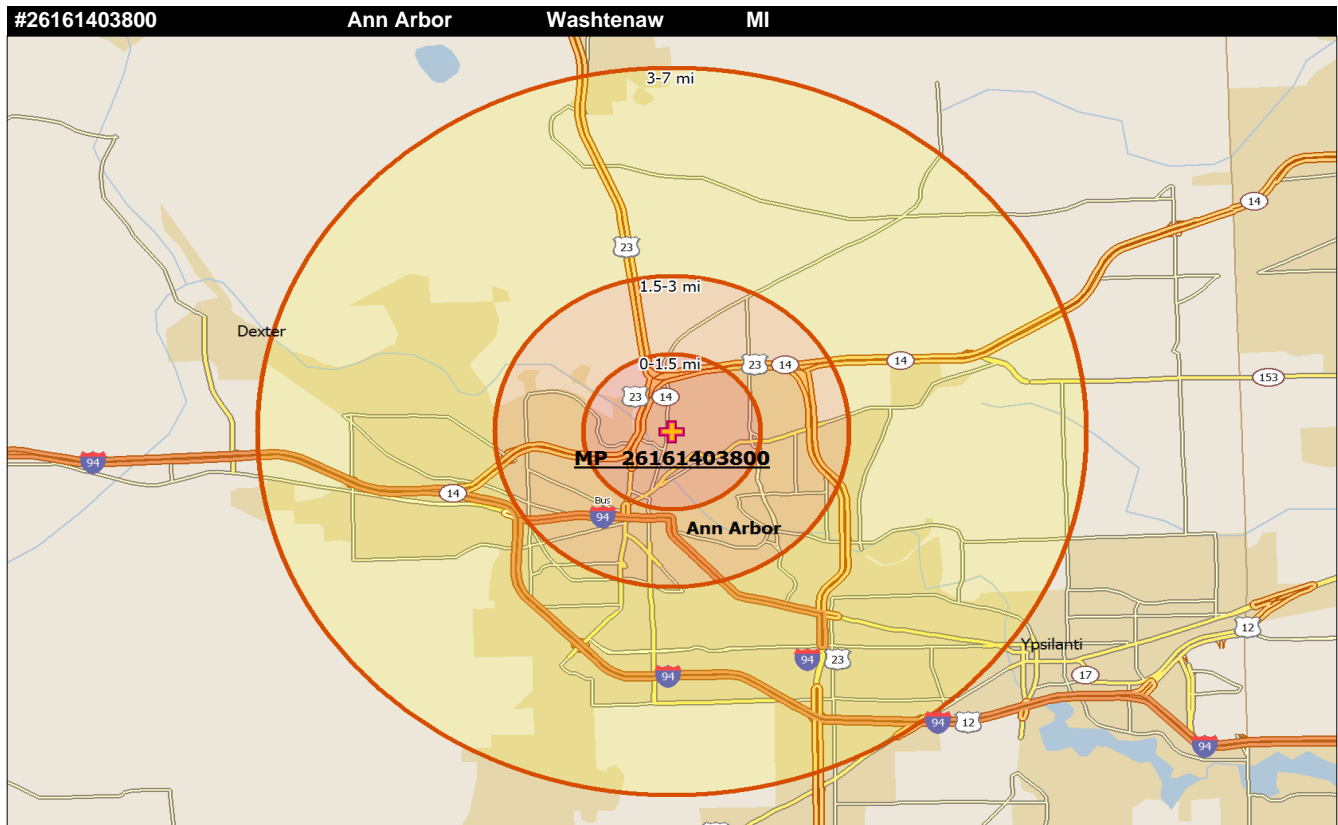
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.24	Racial Diversity Index	64.21
Ancestry Diversity Index	44.63	Diversity Composite Index	89.51
Foreign Born Diversity Index	98.52	Population Density Index	61.39



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26161405200	Total Households in 3 mi Ring	37,960
CT Centroid Latitude	42.25339	Active Evangelical HHLDS	1,842
CT Centroid Longitude	-83.71589	Active Evangelical PERCENT	4.85%
City Location	Ann Arbor	Unreached HHLDS	28,164
County Location	Washtenaw	Unreached Percent	74.19%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,848
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	18.04%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	5,023
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.23%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	16,292
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	42.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.24%	Low Education County	False
Mainstay Community	3.51%	Low Employment County	False
Working Community	8.08%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	30.57%	Nonmetro Recreation County	False
Urban Community	19.6%	Retirement Destination County	False

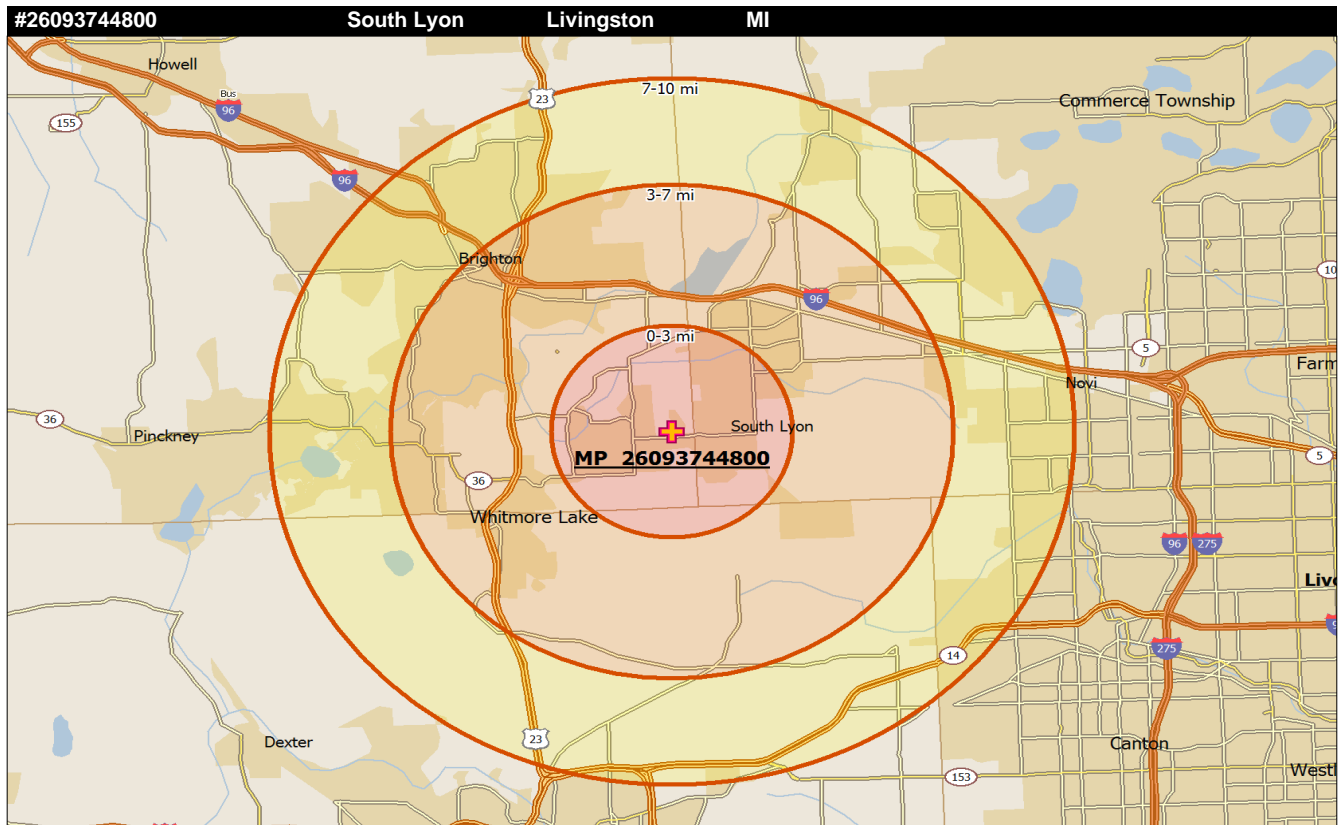
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.16	Racial Diversity Index	55.13
Ancestry Diversity Index	75.76	Diversity Composite Index	93.40
Foreign Born Diversity Index	77.57	Population Density Index	70.41



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26161403800	Total Households in 3 mi Ring	27,008
CT Centroid Latitude	42.30527	Active Evangelical HHLDS	1,316
CT Centroid Longitude	-83.73320	Active Evangelical PERCENT	4.87%
City Location	Ann Arbor	Unreached HHLDS	20,013
County Location	Washtenaw	Unreached Percent	74.1%
Sitescape Category code	3	Religious but NOT Evang HHLDS	5,193
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	19.23%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,478
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.88%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,341
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	42.89%	Low Education County	False
Mainstay Community	2.97%	Low Employment County	False
Working Community	2.13%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	27.99%	Nonmetro Recreation County	False
Urban Community	24.02%	Retirement Destination County	False

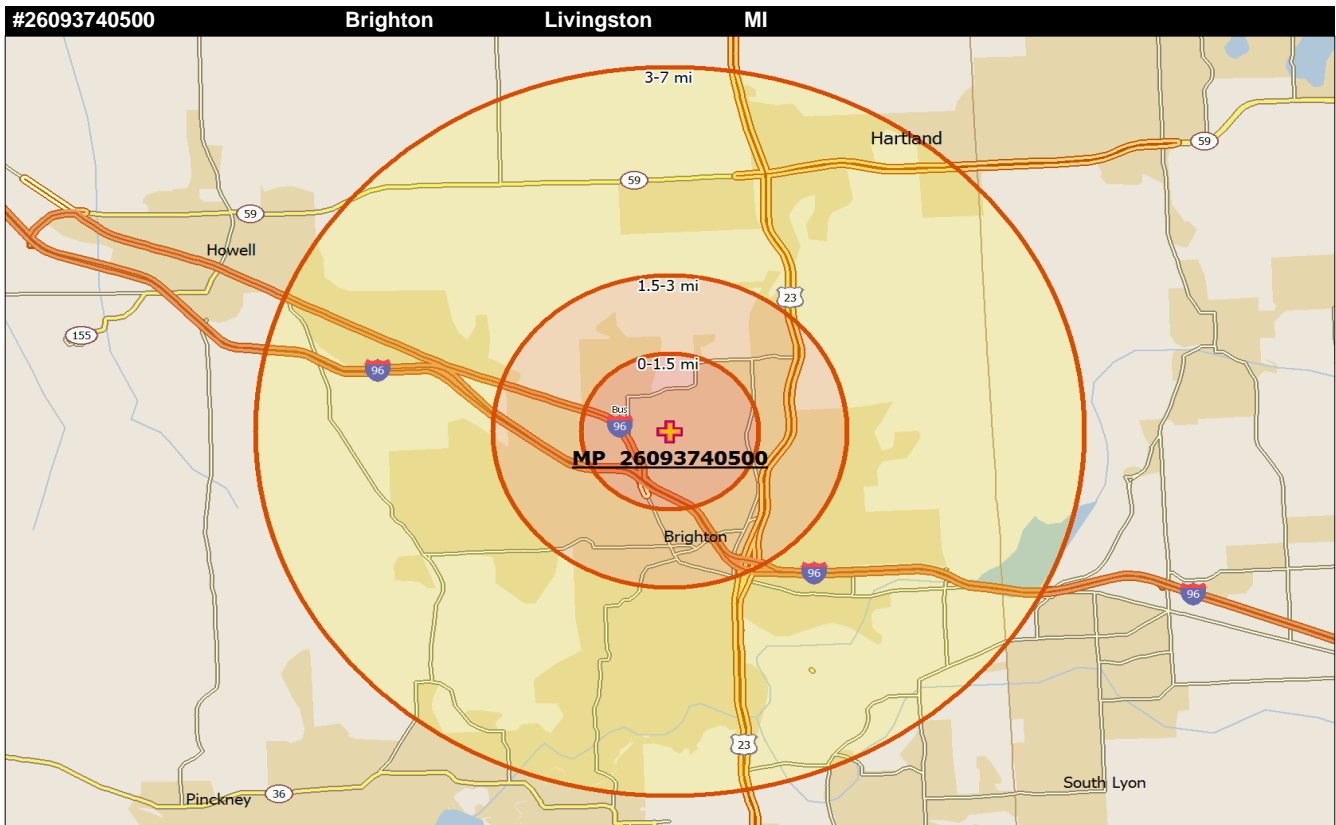
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	73.44	Racial Diversity Index	54.29
Ancestry Diversity Index	75.63	Diversity Composite Index	89.07
Foreign Born Diversity Index	51.21	Population Density Index	65.23



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093744800	Total Households in 3 mi Ring	8,831
CT Centroid Latitude	42.46198	Active Evangelical HHLDS	385
CT Centroid Longitude	-83.67741	Active Evangelical PERCENT	4.36%
City Location	South Lyon	Unreached HHLDS	6,373
County Location	Livingston	Unreached Percent	72.16%
Sitescape Category	2	Religious but NOT Evang HHLDS	1,335
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.12%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,140
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.91%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,897
Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	44.13%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	63.4%	Low Education County	False
Mainstay Community	29.67%	Low Employment County	False
Working Community	4.56%	Persistent Poverty County	False
Country Community	0.71%	Population Loss County	False
Aspiring Community	1.65%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

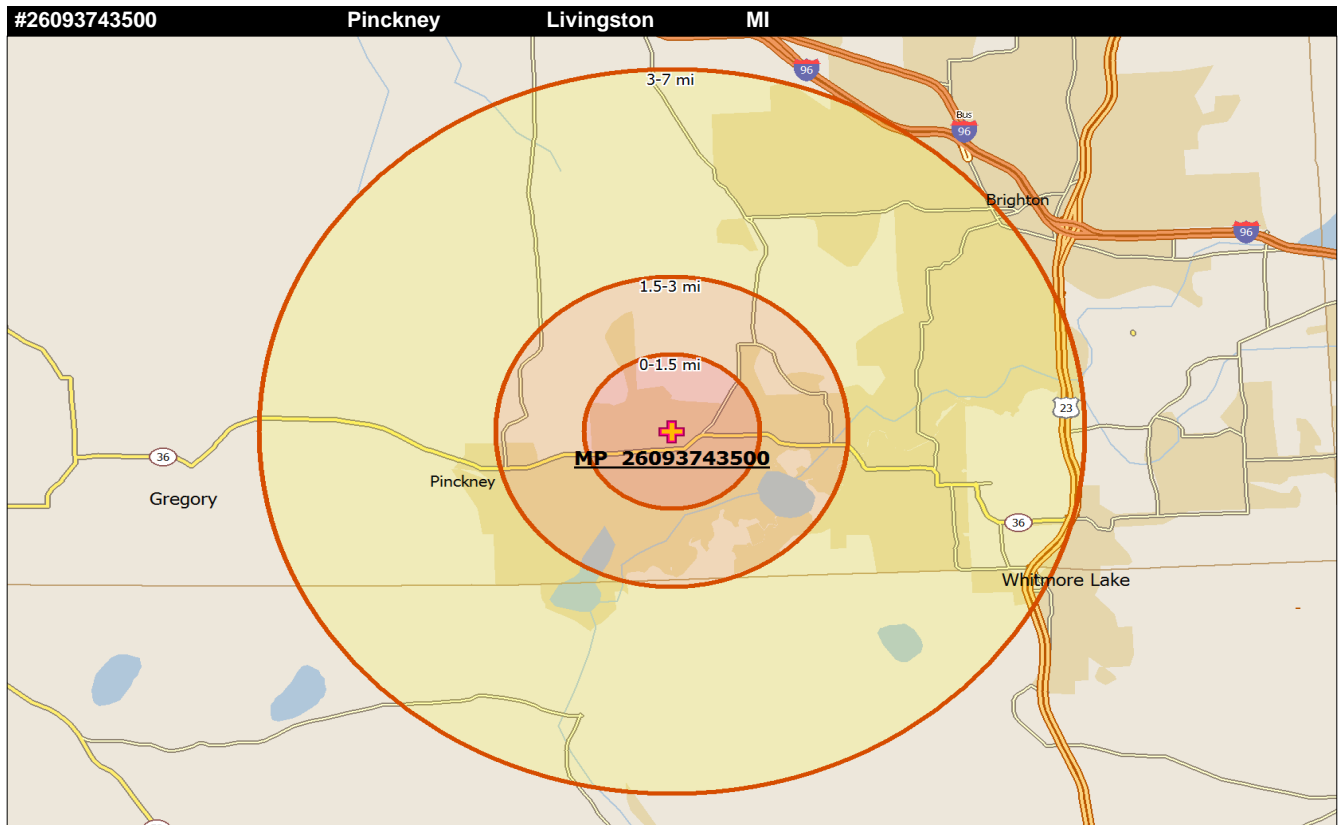
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.71	Racial Diversity Index	15.29
Ancestry Diversity Index	97.62	Diversity Composite Index	53.93
Foreign Born Diversity Index	60.93	Population Density Index	31.65



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093740500	Total Households in 3 mi Ring	8,941
CT Centroid Latitude	42.56146	Active Evangelical HHLDS	429
CT Centroid Longitude	-83.78040	Active Evangelical PERCENT	4.80%
City Location	Brighton	Unreached HHLDS	6,207
County Location	Livingston	Unreached Percent	69.42%
Sitescape Category code	3	Religious but NOT Evang HHLDS	1,435
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.05%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	999
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.17%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,774
Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.21%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	61.35%	Low Education County	False
Mainstay Community	9.14%	Low Employment County	False
Working Community	18.59%	Persistent Poverty County	False
Country Community	6.15%	Population Loss County	False
Aspiring Community	4.46%	Nonmetro Recreation County	False
Urban Community	0.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	17.57	Racial Diversity Index	10.76
Ancestry Diversity Index	97.84	Diversity Composite Index	46.35
Foreign Born Diversity Index	74.85	Population Density Index	35.12



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093743500	Total Households in 3 mi Ring	5,487
CT Centroid Latitude	42.46719	Active Evangelical HHLDS	263
CT Centroid Longitude	-83.88639	Active Evangelical PERCENT	4.79%
City Location	Pinckney	Unreached HHLDS	3,810
County Location	Livingston	Unreached Percent	69.43%
Sitescape Category code	3	Religious but NOT Evang HHLDS	889
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.21%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	621
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.31%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,300
Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.92%

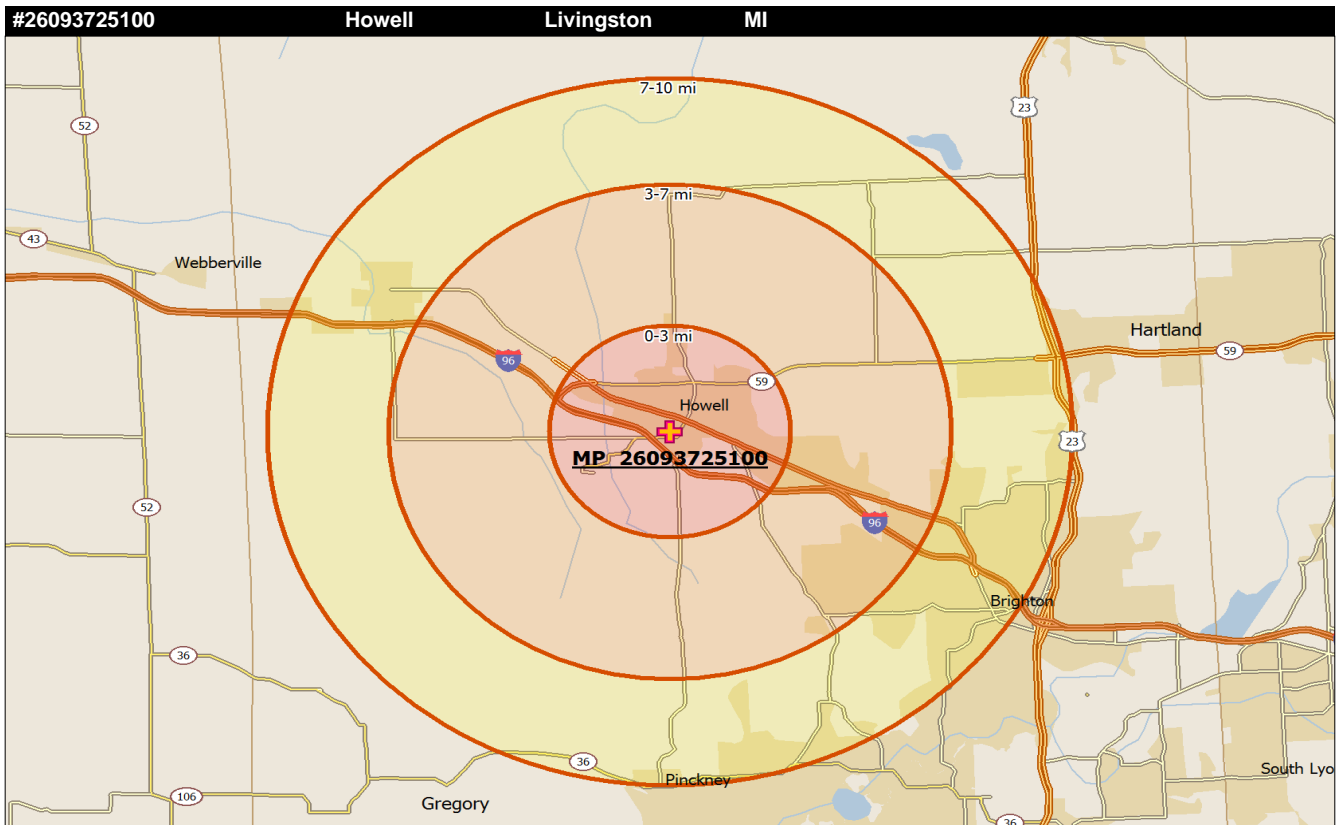
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	94.97%	Low Education County	False
Mainstay Community	3.43%	Low Employment County	False
Working Community	0.44%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0.58%	Nonmetro Recreation County	False
Urban Community	0.58%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	17.03	Racial Diversity Index	6.87
Ancestry Diversity Index	92.84	Diversity Composite Index	36.21
Foreign Born Diversity Index	68.16	Population Density Index	31.47

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

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

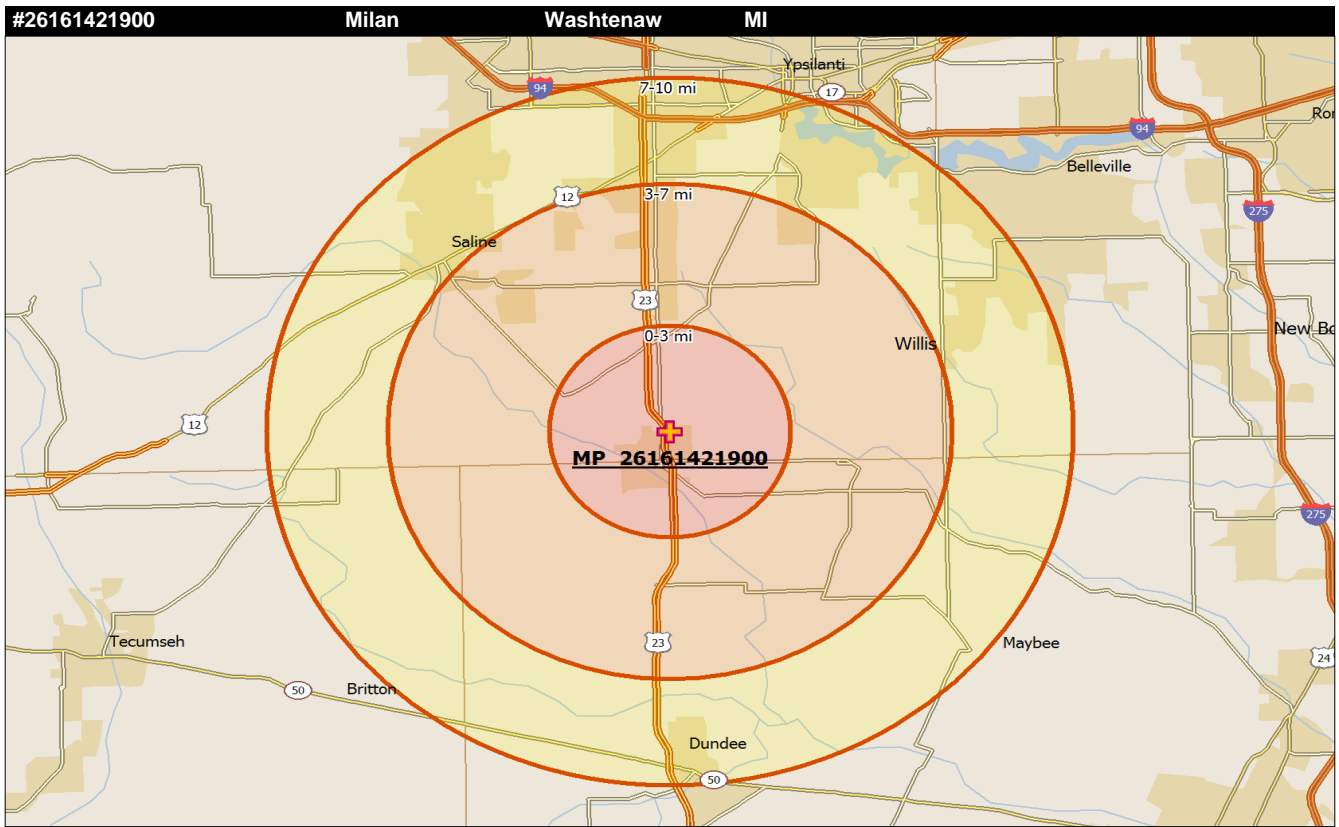
www.iicm.net



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093725100	Total Households in 3 mi Ring	9,311
CT Centroid Latitude	42.60254	Active Evangelical HHLDS	453
CT Centroid Longitude	-83.93704	Active Evangelical PERCENT	4.87%
City Location	Howell	Unreached HHLDS	6,419
County Location	Livingston	Unreached Percent	68.94%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,402
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.06%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,121
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.04%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,896
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	48.73%	Low Education County	False
Mainstay Community	13.9%	Low Employment County	False
Working Community	20.56%	Persistent Poverty County	False
Country Community	2.62%	Population Loss County	False
Aspiring Community	10.9%	Nonmetro Recreation County	False
Urban Community	3.3%	Retirement Destination County	False

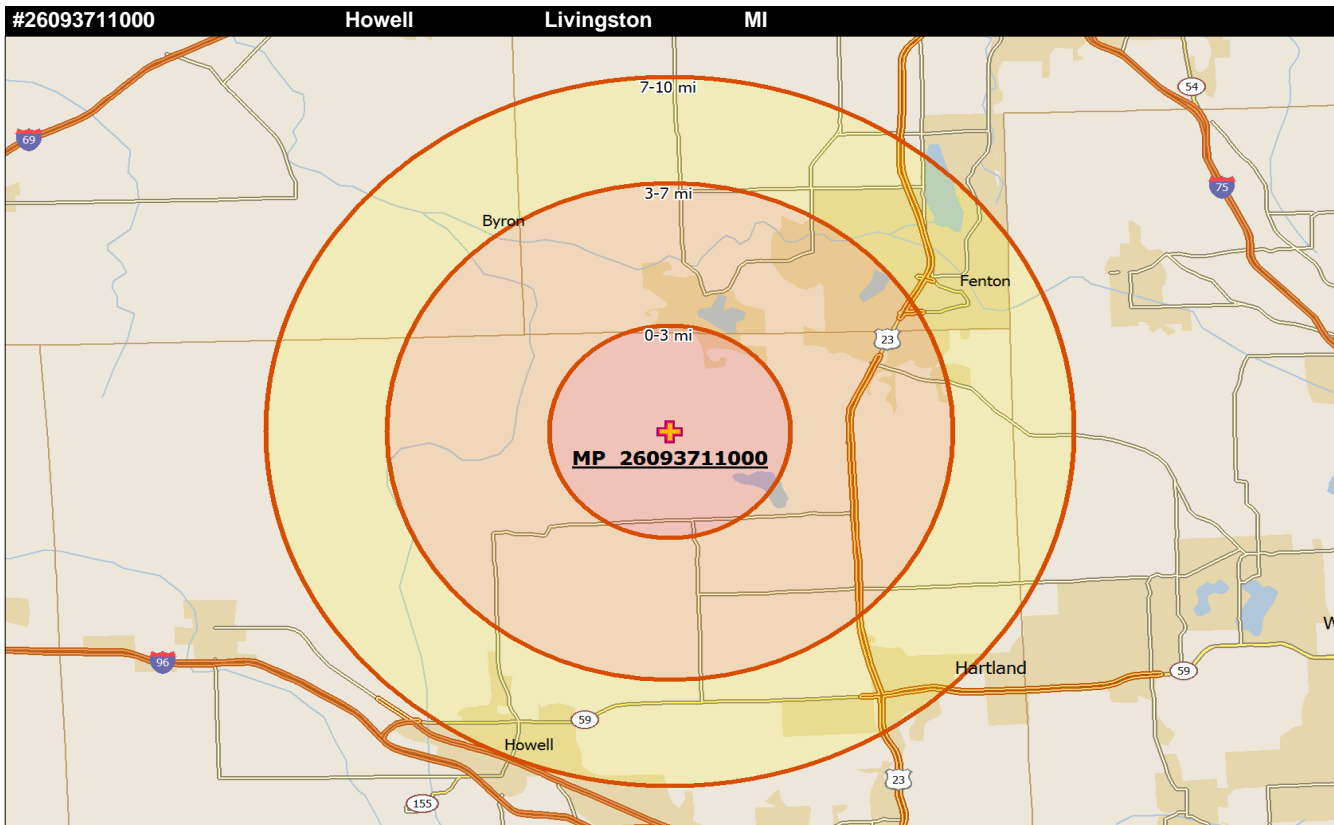
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.71	Racial Diversity Index	14.19
Ancestry Diversity Index	92.41	Diversity Composite Index	45.25
Foreign Born Diversity Index	74.71	Population Density Index	29.96



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26161421900	Total Households in 3 mi Ring	2,713
CT Centroid Latitude	42.09635	Active Evangelical HHLDS	165
CT Centroid Longitude	-83.67207	Active Evangelical PERCENT	6.07%
City Location	Milan	Unreached HHLDS	1,839
County Location	Washtenaw	Unreached Percent	67.79%
Sitescape Category code	2	Religious but NOT Evang HHLDS	378
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.95%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	320
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.78%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	1,142
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	42.17%	Low Education County	False
Mainstay Community	27.24%	Low Employment County	False
Working Community	15.04%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	9.62%	Nonmetro Recreation County	False
Urban Community	5.71%	Retirement Destination County	False

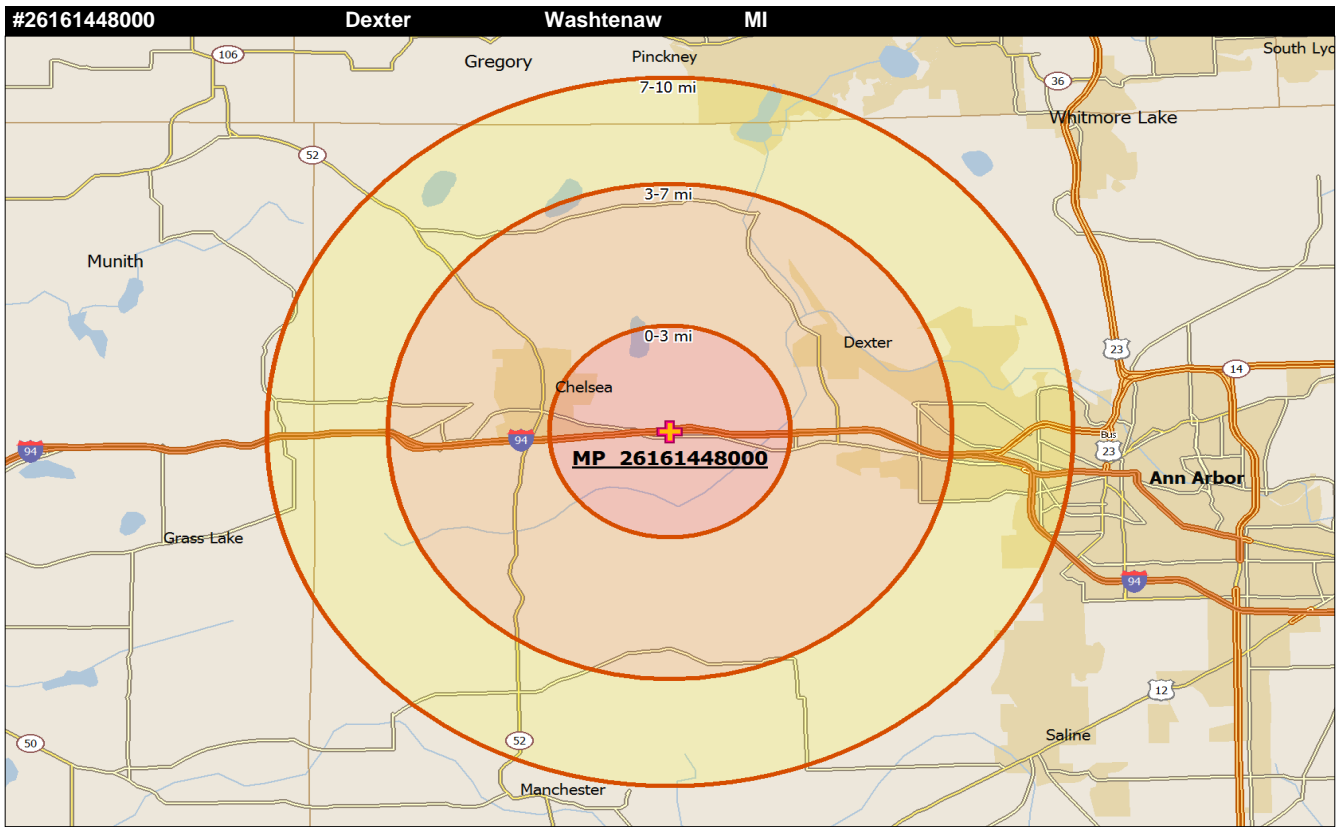
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	27.36	Racial Diversity Index	36.76
Ancestry Diversity Index	79.98	Diversity Composite Index	46.30
Foreign Born Diversity Index	51.97	Population Density Index	21.54



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093711000	Total Households in 3 mi Ring	1,005
CT Centroid Latitude	42.74108	Active Evangelical HHLDS	54
CT Centroid Longitude	-83.85163	Active Evangelical PERCENT	5.34%
City Location	Howell	Unreached HHLDS	661
County Location	Livingston	Unreached Percent	65.82%
Sitescape Category code	2	Religious but NOT Evang HHLDS	102
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.13%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	136
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.55%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	424
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.91%	Low Education County	False
Mainstay Community	60.9%	Low Employment County	False
Working Community	0.1%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

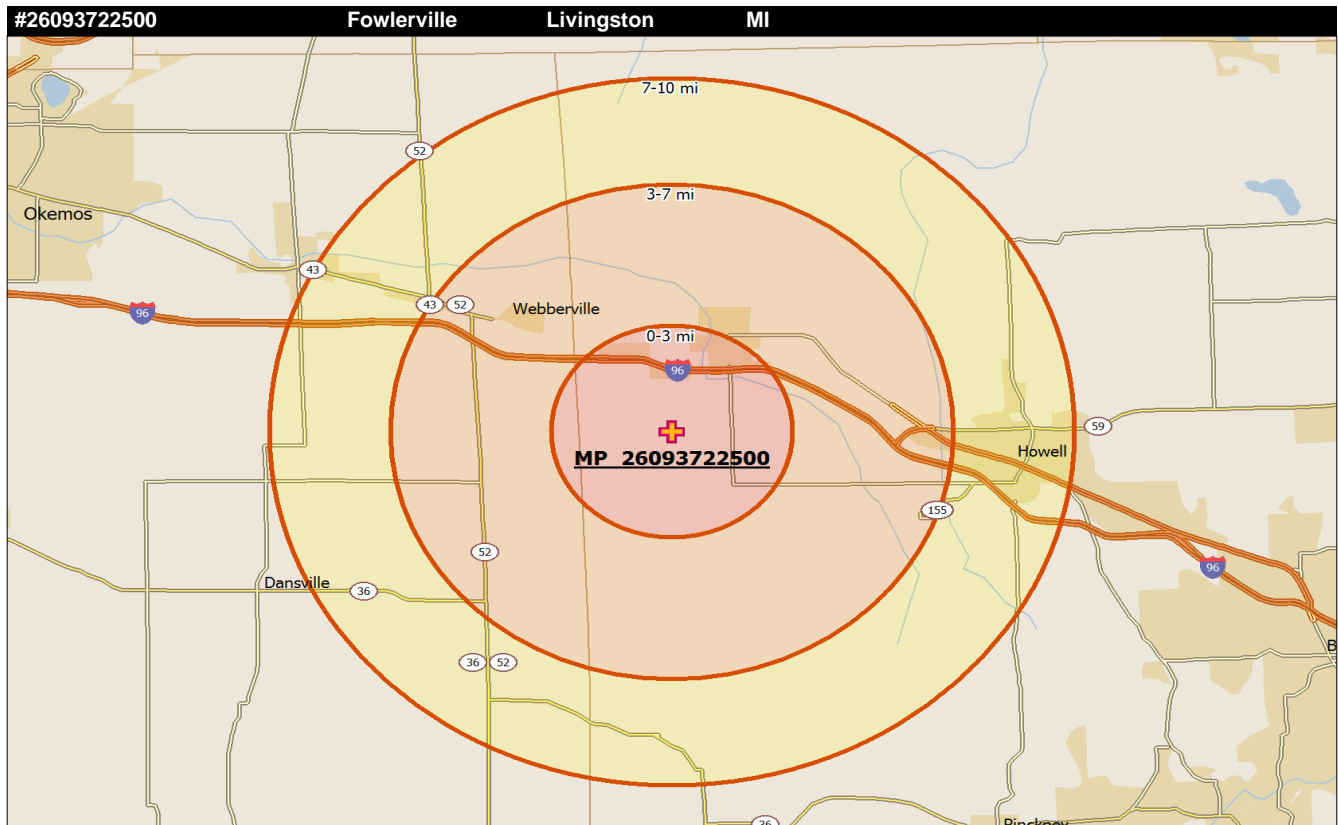
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.01	Racial Diversity Index	7.02
Ancestry Diversity Index	89.25	Diversity Composite Index	25.74
Foreign Born Diversity Index	16.46	Population Density Index	14.56



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26161448000	Total Households in 3 mi Ring	1,239
CT Centroid Latitude	42.29818	Active Evangelical HHLDS	73
CT Centroid Longitude	-83.95911	Active Evangelical PERCENT	5.91%
City Location	Dexter	Unreached HHLDS	851
County Location	Washtenaw	Unreached Percent	68.68%
Sitescape Category code	2	Religious but NOT Evang HHLDS	200
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.12%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	140
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.28%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	512
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	94.92%	Low Education County	False
Mainstay Community	2.99%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	2.18%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

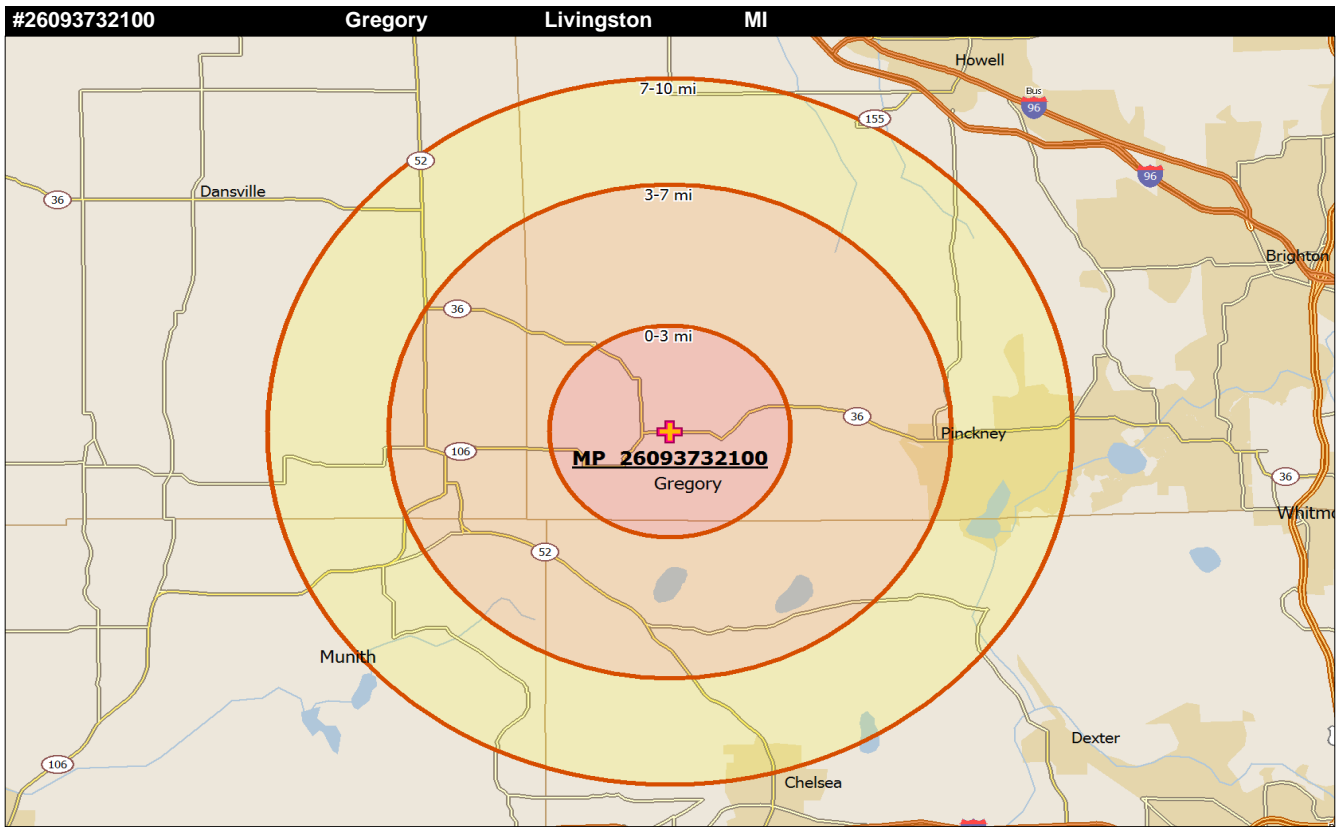
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.07	Racial Diversity Index	15.48
Ancestry Diversity Index	78.10	Diversity Composite Index	46.84
Foreign Born Diversity Index	50.76	Population Density Index	13.64



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093722500	Total Households in 3 mi Ring	2,412
CT Centroid Latitude	42.62116	Active Evangelical HHLDS	133
CT Centroid Longitude	-84.10072	Active Evangelical PERCENT	5.50%
City Location	Fowlerville	Unreached HHLDS	1,567
County Location	Livingston	Unreached Percent	64.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	284
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.78%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	310
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.86%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	973
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.33%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.39%	Low Education County	False
Mainstay Community	52.32%	Low Employment County	False
Working Community	30.02%	Persistent Poverty County	False
Country Community	6.88%	Population Loss County	False
Aspiring Community	1.04%	Nonmetro Recreation County	False
Urban Community	5.39%	Retirement Destination County	False

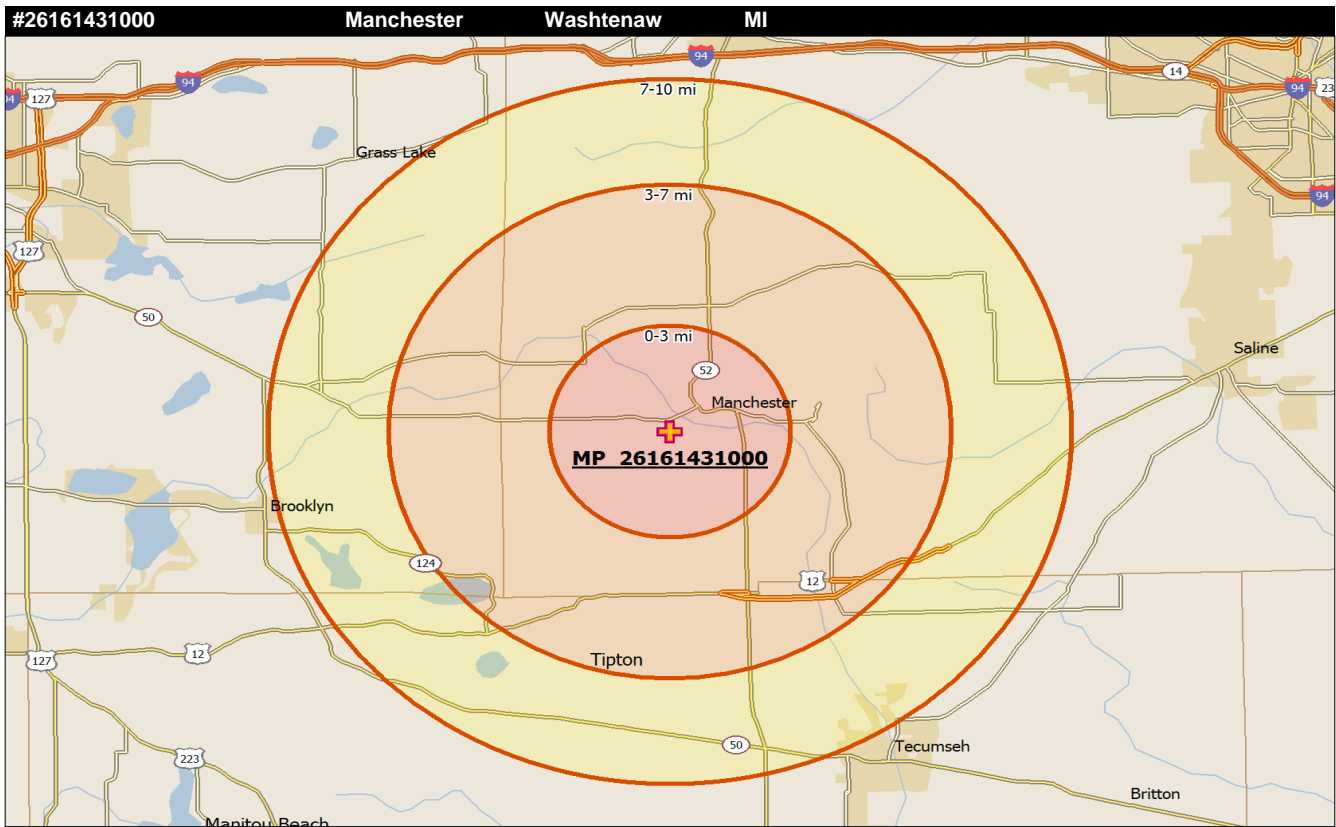
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.65	Racial Diversity Index	12.66
Ancestry Diversity Index	91.83	Diversity Composite Index	24.59
Foreign Born Diversity Index	35.30	Population Density Index	10.16



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26093732100	Total Households in 3 mi Ring	957
CT Centroid Latitude	42.46055	Active Evangelical HHLDS	52
CT Centroid Longitude	-84.07090	Active Evangelical PERCENT	5.40%
City Location	Gregory	Unreached HHLDS	627
County Location	Livingston	Unreached Percent	65.53%
Sitescape Category code	2	Religious but NOT Evang HHLDS	107
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.18%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	125
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.06%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	395
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.71%	Low Education County	False
Mainstay Community	49.63%	Low Employment County	False
Working Community	18.08%	Persistent Poverty County	False
Country Community	6.58%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.60	Racial Diversity Index	8.31
Ancestry Diversity Index	87.54	Diversity Composite Index	27.44
Foreign Born Diversity Index	39.31	Population Density Index	12.06



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26161431000	Total Households in 3 mi Ring	1,597
CT Centroid Latitude	42.13984	Active Evangelical HHLDS	100
CT Centroid Longitude	-84.05124	Active Evangelical PERCENT	6.25%
City Location	Manchester	Unreached HHLDS	1,066
County Location	Washtenaw	Unreached Percent	66.73%
Sitescape Category code	2	Religious but NOT Evang HHLDS	236
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.8%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	182
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.4%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	647
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.52%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	59.67%	Low Education County	False
Mainstay Community	23.29%	Low Employment County	False
Working Community	16.09%	Persistent Poverty County	False
Country Community	0.81%	Population Loss County	False
Aspiring Community	0.06%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.46	Racial Diversity Index	15.12
Ancestry Diversity Index	55.58	Diversity Composite Index	15.68
Foreign Born Diversity Index	27.83	Population Density Index	13.29

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

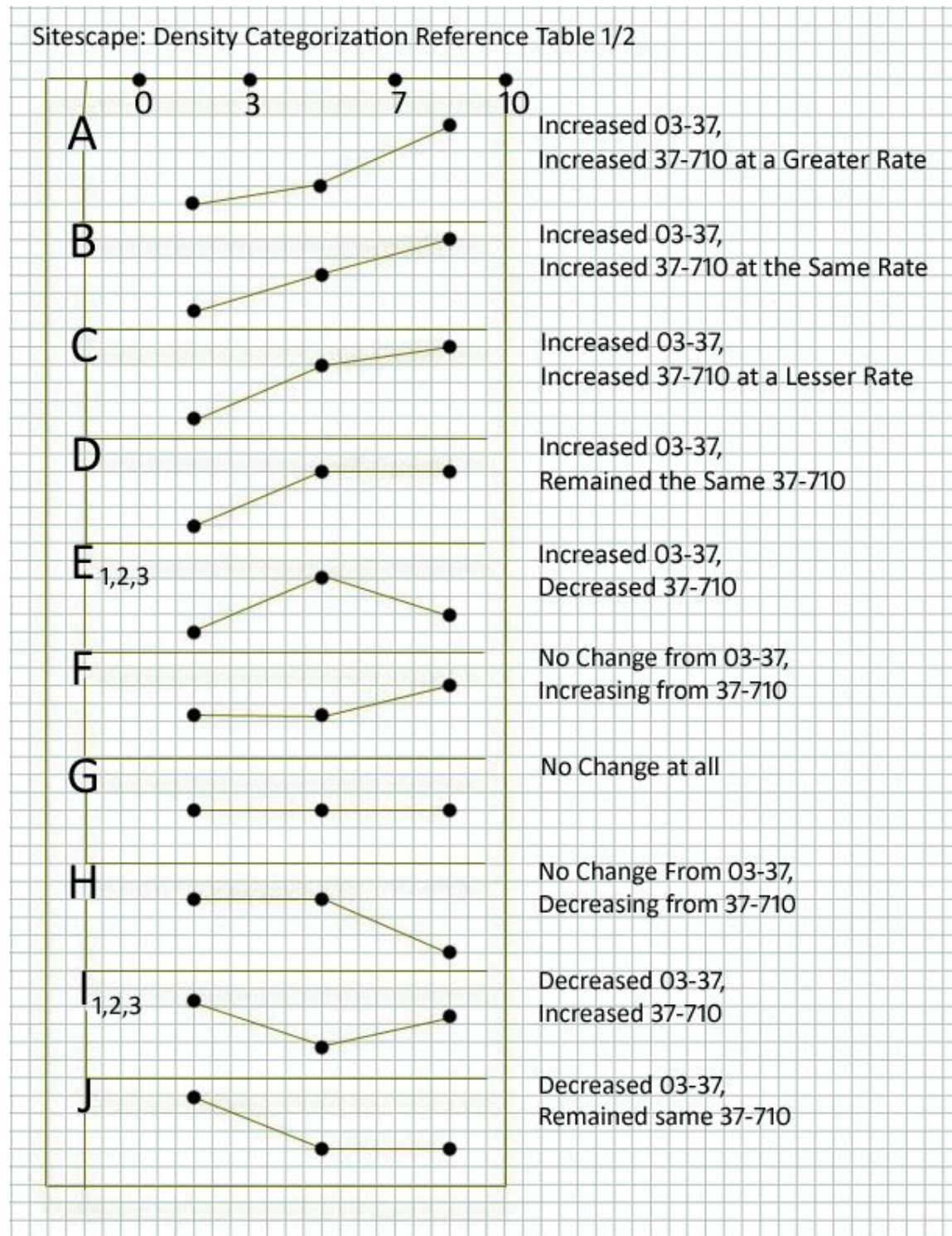
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

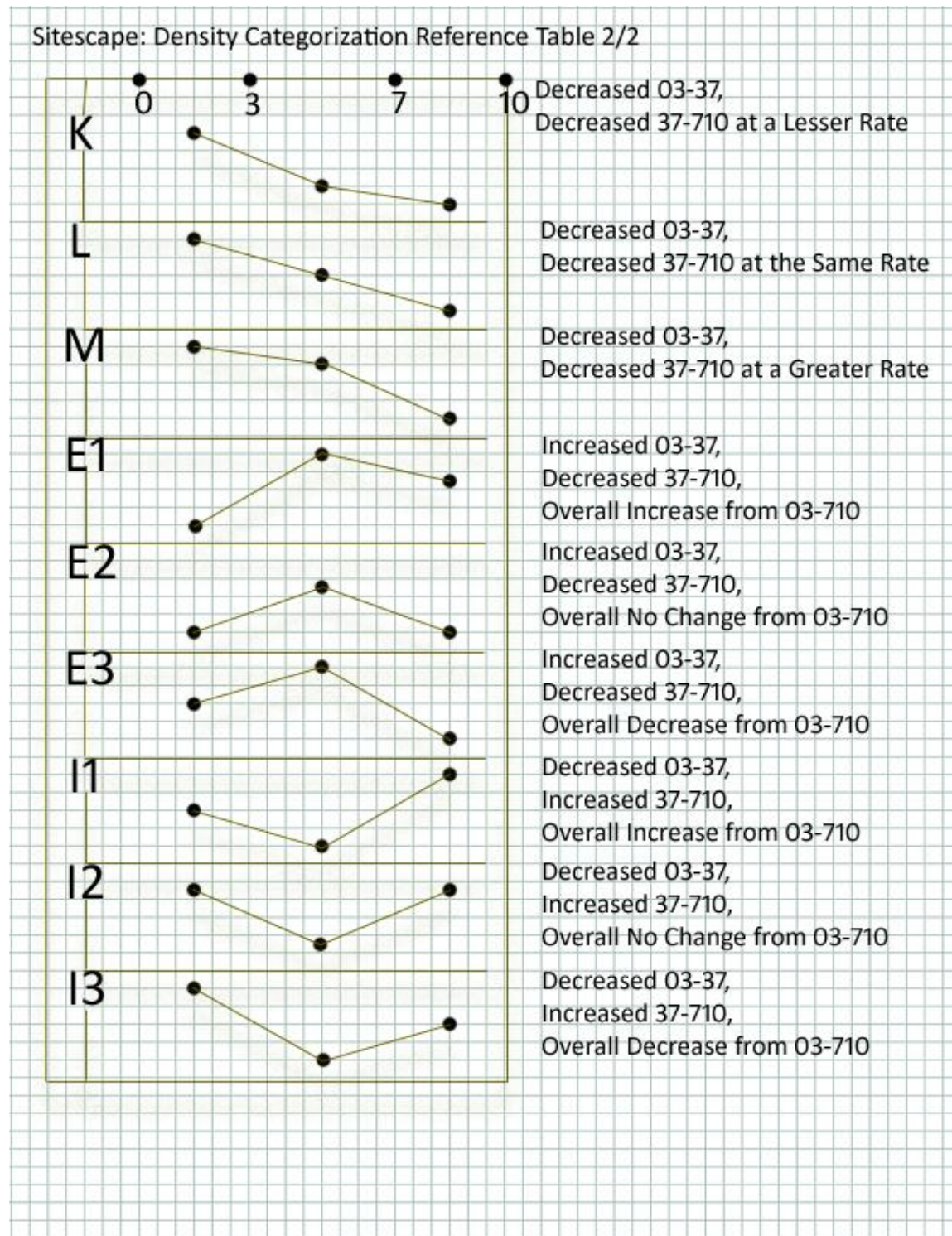
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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.
