

# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points in the  
Northwest 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.

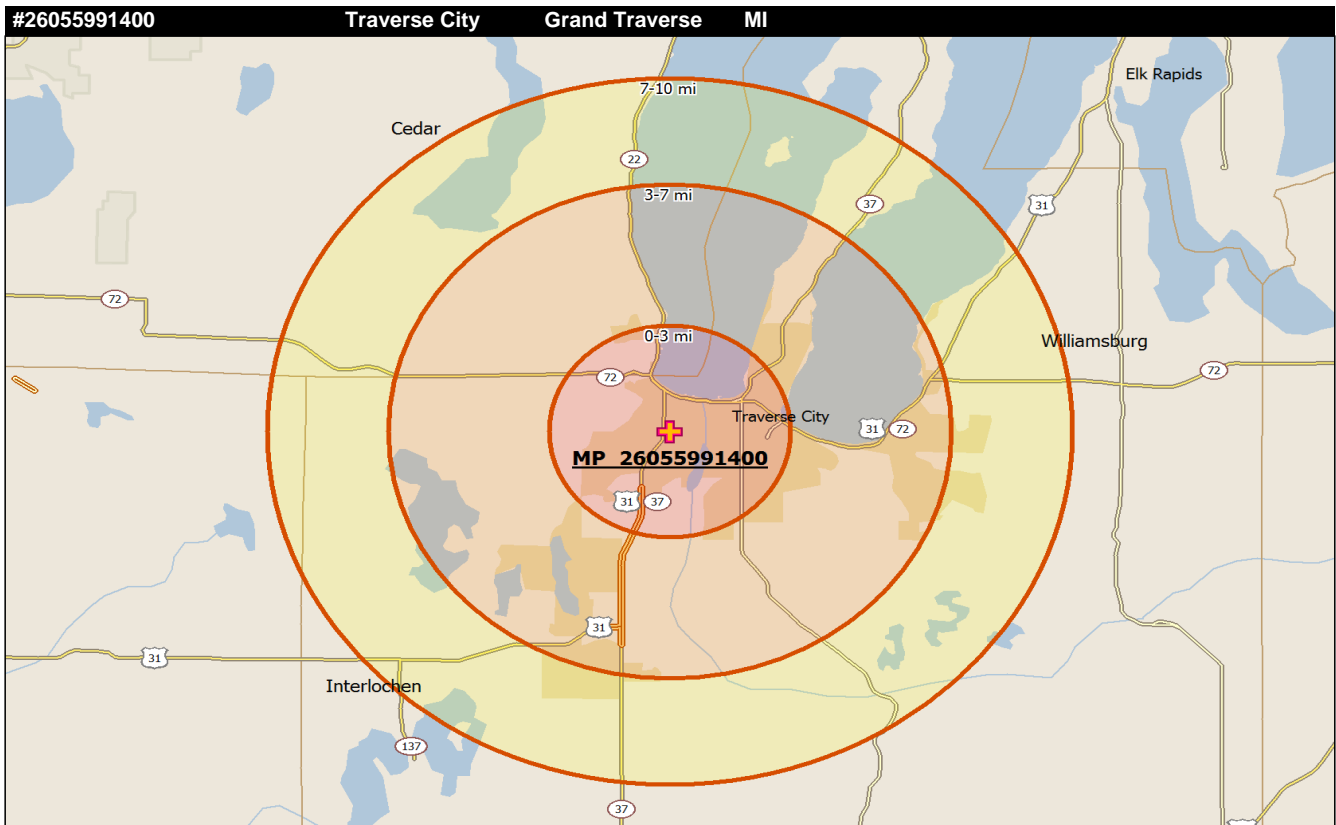
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared 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	#26055991400	Total Households in 3 mi Ring	12,374
CT Centroid Latitude	44.75202	Active Evangelical HHLDS	737
CT Centroid Longitude	-85.63158	Active Evangelical PERCENT	5.96%
City Location	Traverse City	Unreached HHLDS	8,454
County Location	Grand Traverse	Unreached Percent	68.32%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,763
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.24%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,523
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.31%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	5,169
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.77%

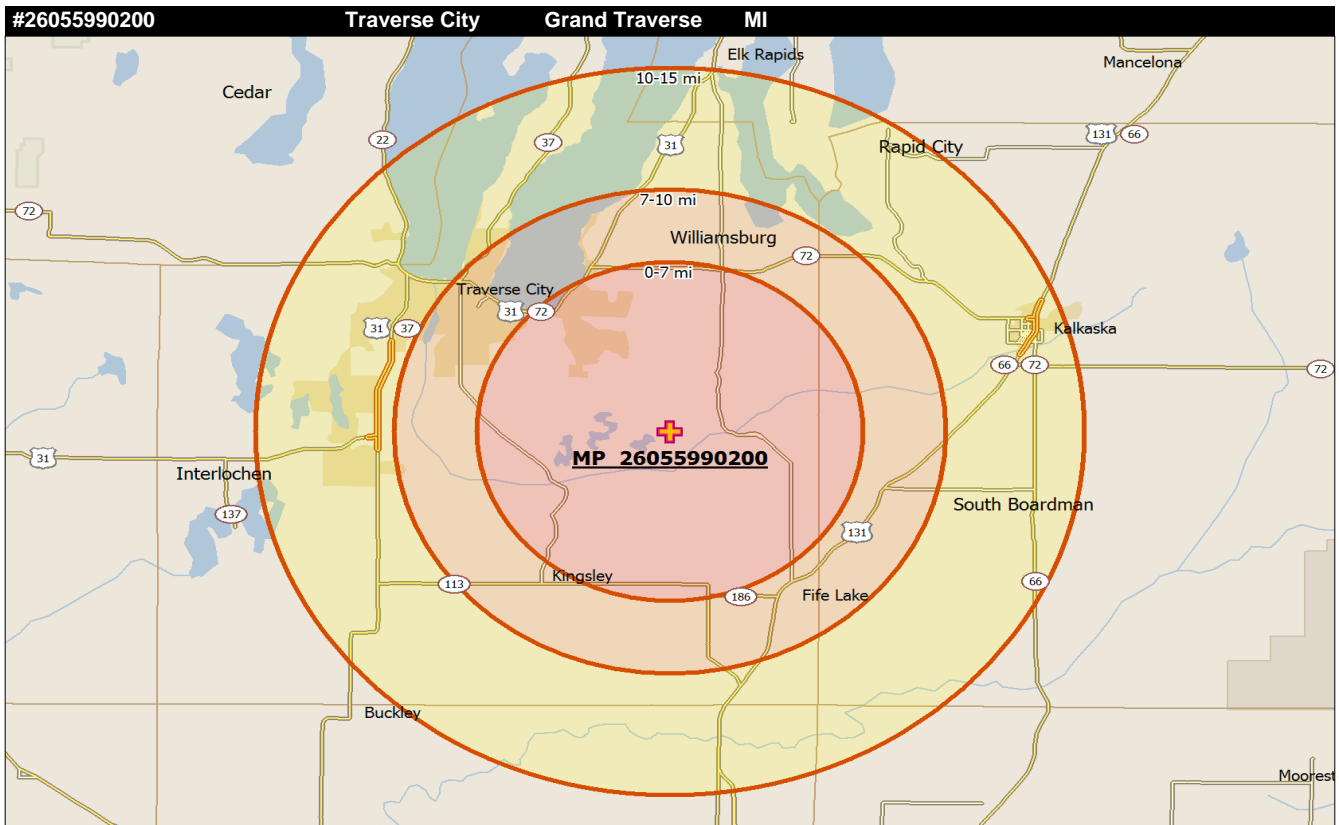
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.91%	Low Education County	False
Mainstay Community	18.93%	Low Employment County	False
Working Community	33.34%	Persistent Poverty County	False
Country Community	3.95%	Population Loss County	False
Aspiring Community	12.31%	Nonmetro Recreation County	True
Urban Community	2.56%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	23.25	Racial Diversity Index	15.01
Ancestry Diversity Index	95.78	Diversity Composite Index	55.12
Foreign Born Diversity Index	91.50	Population Density Index	37.86

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

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2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26055990200	Total Households in 3 mi Ring	2,144
CT Centroid Latitude	44.67520	Active Evangelical HHLDS	136
CT Centroid Longitude	-85.44212	Active Evangelical PERCENT	6.33%
City Location	Traverse City	Unreached HHLDS	1,423
County Location	Grand Traverse	Unreached Percent	66.35%
Sitescape Category code	1	Religious but NOT Evang HHLDS	240
Sitescape Group code	1.3	Religious but NOT Evang PERCENT	11.21%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	279
Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	13.03%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	903
Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	42.12%

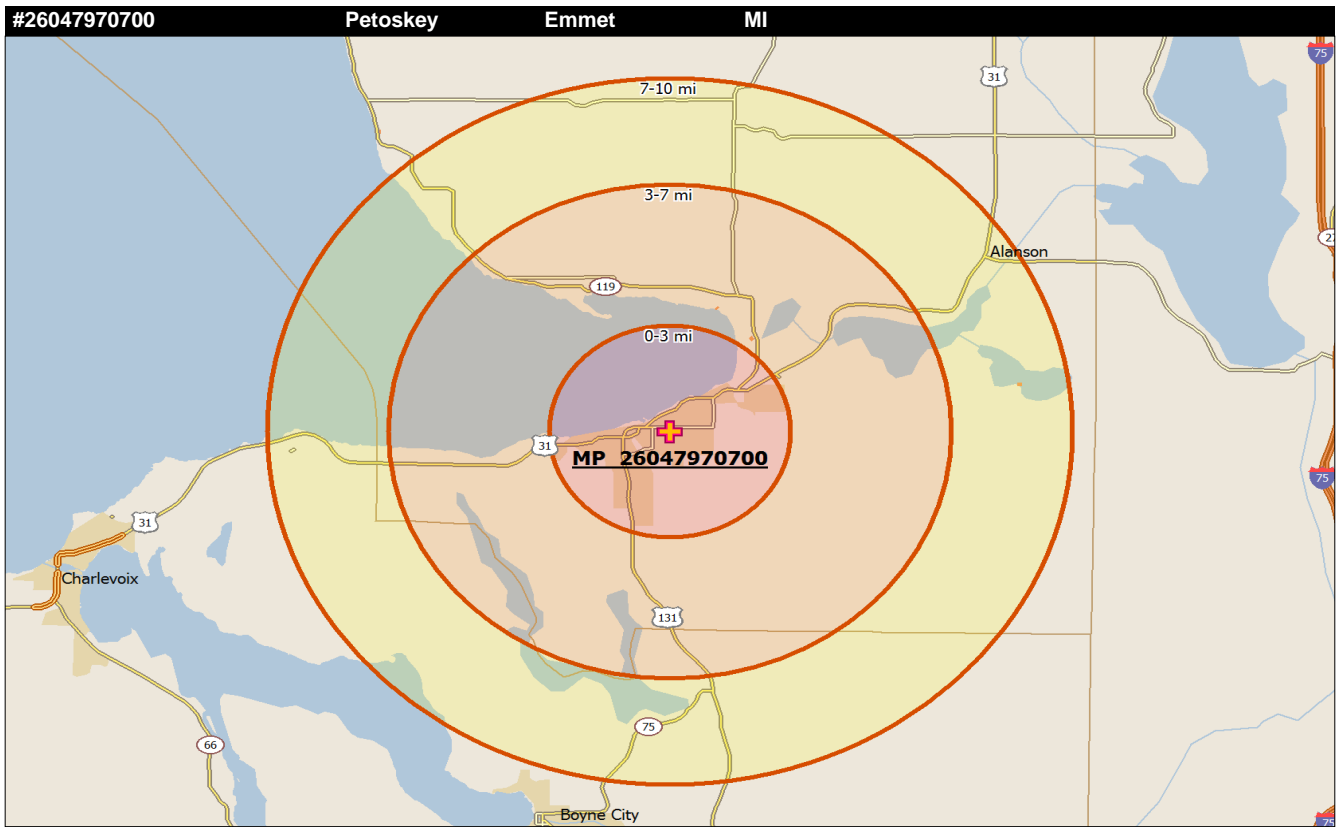
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	39.23%	Low Education County	False
Mainstay Community	47.99%	Low Employment County	False
Working Community	6.53%	Persistent Poverty County	False
Country Community	5.41%	Population Loss County	False
Aspiring Community	0.84%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	12.99	Racial Diversity Index	14.91
Ancestry Diversity Index	95.42	Diversity Composite Index	46.30
Foreign Born Diversity Index	33.94	Population Density Index	0.87

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

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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26047970700	Total Households in 3 mi Ring	4,413
CT Centroid Latitude	45.37227	Active Evangelical HHLDS	274
CT Centroid Longitude	-84.94674	Active Evangelical PERCENT	6.20%
City Location	Petoskey	Unreached HHLDS	2,960
County Location	Emmet	Unreached Percent	67.07%
Sitescape Category code	2	Religious but NOT Evang HHLDS	629
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.25%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	524
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.87%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,807
Population Pattern	50000-50000-10000	NOT Evangelical NOT Interested PERCENT	40.95%

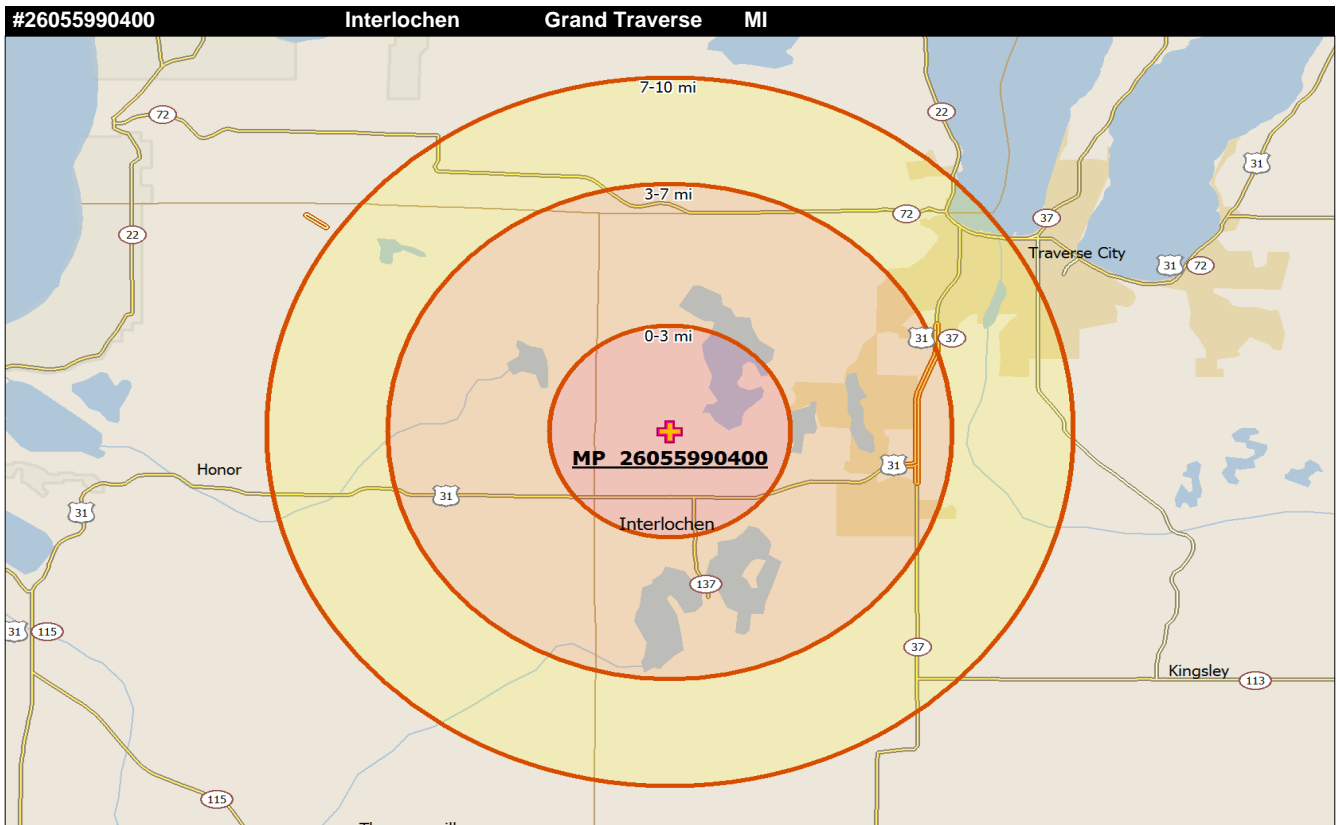
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	34.76%	Low Education County	False
Mainstay Community	19.28%	Low Employment County	False
Working Community	27.67%	Persistent Poverty County	False
Country Community	8.66%	Population Loss County	False
Aspiring Community	5.05%	Nonmetro Recreation County	True
Urban Community	4.6%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.98	Racial Diversity Index	12.82
Ancestry Diversity Index	93.59	Diversity Composite Index	28.06
Foreign Born Diversity Index	37.36	Population Density Index	22.18

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

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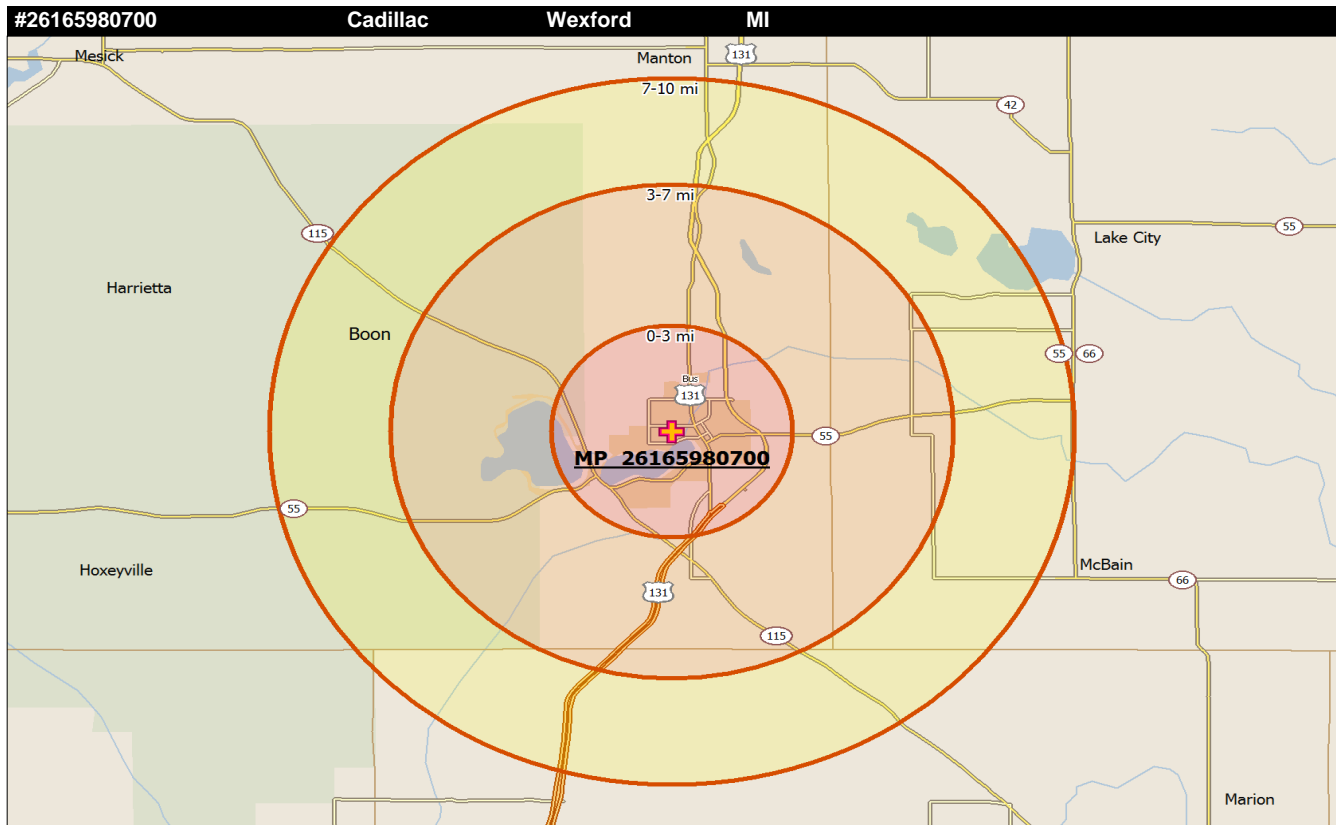
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4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26055990400	Total Households in 3 mi Ring	1,787
CT Centroid Latitude	44.68548	Active Evangelical HHLDS	115
CT Centroid Longitude	-85.77975	Active Evangelical PERCENT	6.44%
City Location	Interlochen	Unreached HHLDS	1,176
County Location	Grand Traverse	Unreached Percent	65.8%
Sitescape Category code	2	Religious but NOT Evang HHLDS	200
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.19%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	262
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.64%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	714
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.98%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.81%	Low Education County	False
Mainstay Community	46.61%	Low Employment County	False
Working Community	9.29%	Persistent Poverty County	False
Country Community	29.83%	Population Loss County	False
Aspiring Community	0.28%	Nonmetro Recreation County	True
Urban Community	2.24%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.45	Racial Diversity Index	12.30
Ancestry Diversity Index	88.44	Diversity Composite Index	39.65
Foreign Born Diversity Index	60.31	Population Density Index	12.93



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26165980700	Total Households in 3 mi Ring	5,329
CT Centroid Latitude	44.25384	Active Evangelical HHLDS	615
CT Centroid Longitude	-85.41523	Active Evangelical PERCENT	11.54%
City Location	Cadillac	Unreached HHLDS	3,546
County Location	Wexford	Unreached Percent	66.54%
Sitescape Category code	2	Religious but NOT Evang HHLDS	689
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	12.93%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	705
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	13.22%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,152
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.38%

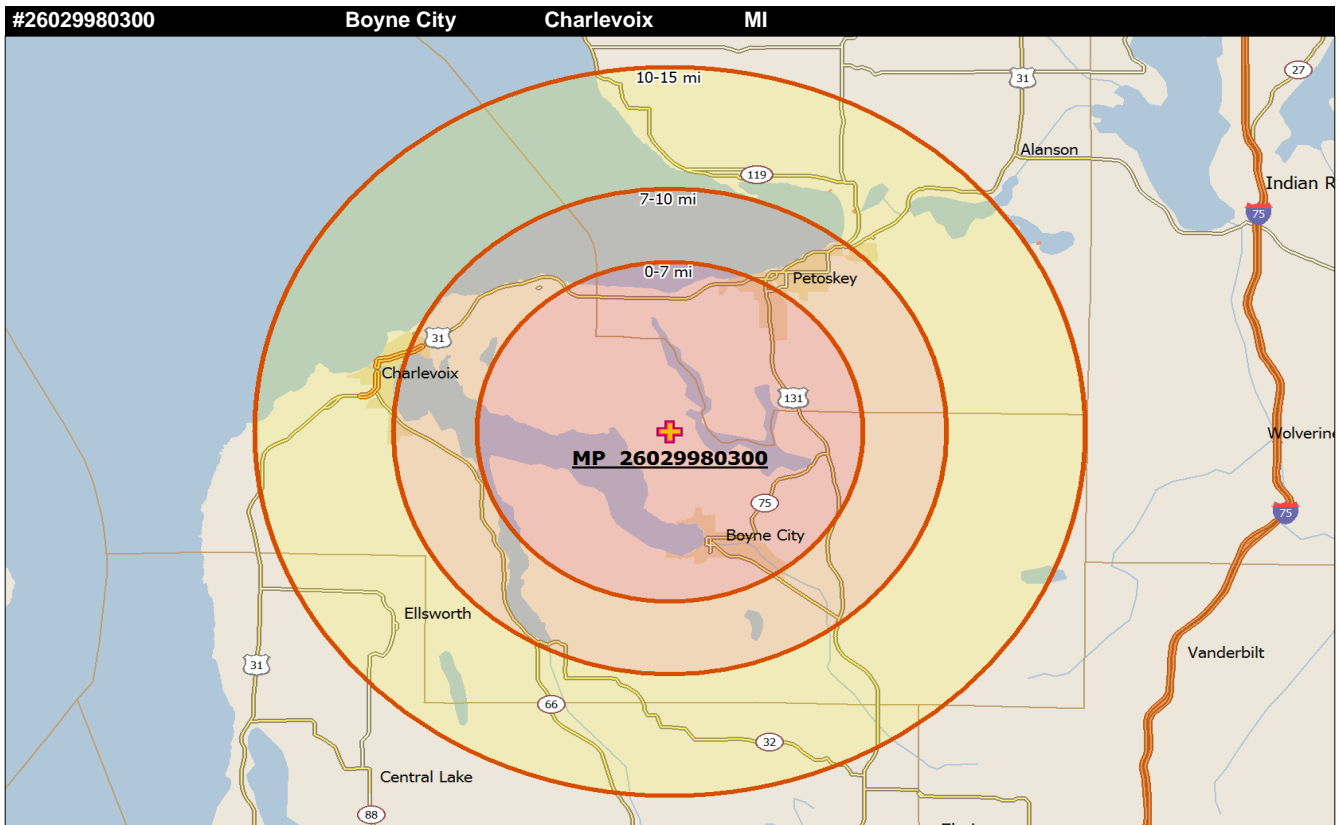
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.09%	Low Education County	False
Mainstay Community	27.55%	Low Employment County	False
Working Community	50.07%	Persistent Poverty County	False
Country Community	9.74%	Population Loss County	False
Aspiring Community	0.26%	Nonmetro Recreation County	False
Urban Community	4.3%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.12	Racial Diversity Index	7.92
Ancestry Diversity Index	99.03	Diversity Composite Index	25.56
Foreign Born Diversity Index	75.38	Population Density Index	26.37

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

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6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26029980300	Total Households in 3 mi Ring	1,479
CT Centroid Latitude	45.27930	Active Evangelical HHLDS	91
CT Centroid Longitude	-85.04160	Active Evangelical PERCENT	6.14%
City Location	Boyne City	Unreached HHLDS	996
County Location	Charlevoix	Unreached Percent	67.33%
Sitescape Category code	1	Religious but NOT Evang HHLDS	190
Sitescape Group code	1.3	Religious but NOT Evang PERCENT	12.83%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	208
Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	14.04%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	598
Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	40.46%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.42%	Low Education County	False
Mainstay Community	20.76%	Low Employment County	False
Working Community	35.16%	Persistent Poverty County	False
Country Community	25.9%	Population Loss County	False
Aspiring Community	0.14%	Nonmetro Recreation County	True
Urban Community	2.64%	Retirement Destination County	True

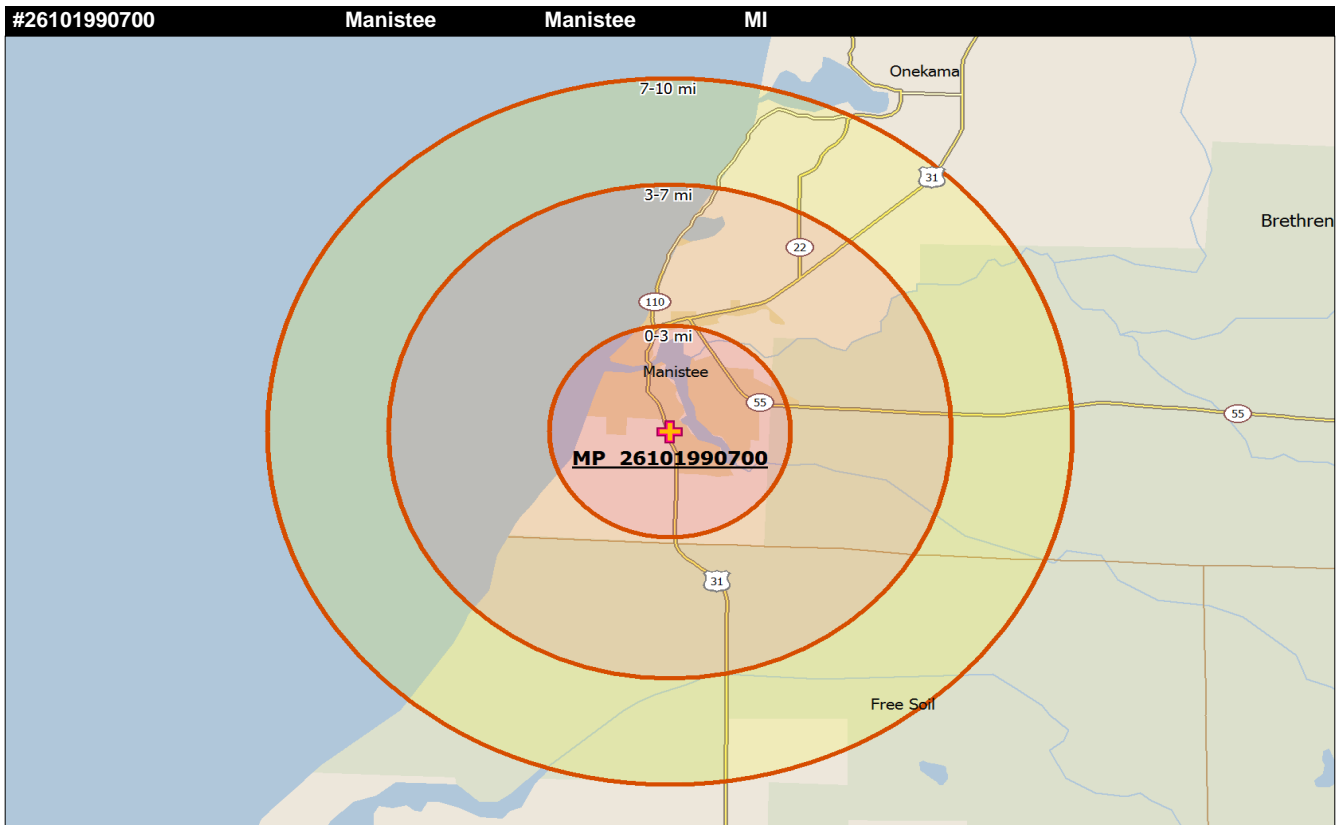
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.51	Racial Diversity Index	4.39
Ancestry Diversity Index	91.12	Diversity Composite Index	22.02
Foreign Born Diversity Index	26.16	Population Density Index	6.73

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

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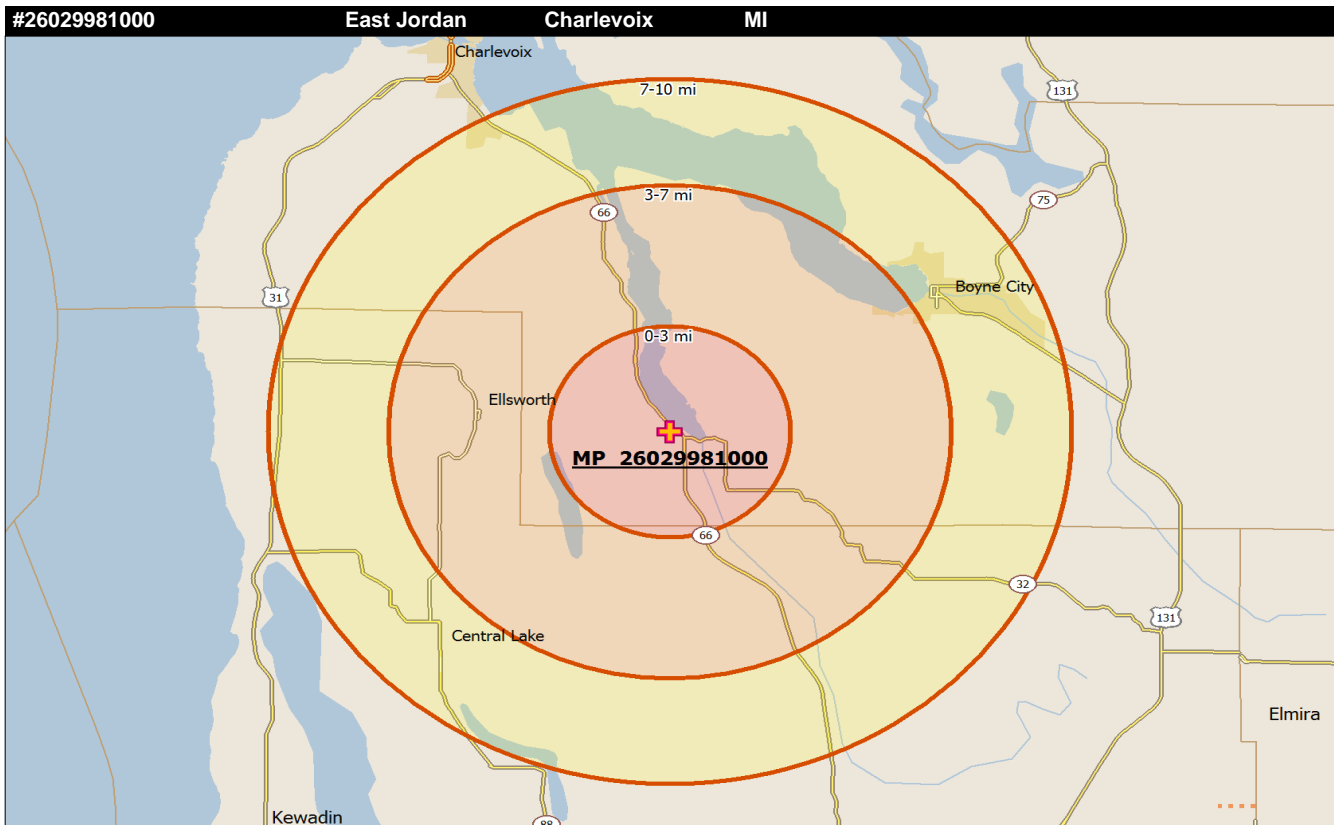




7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26101990700	Total Households in 3 mi Ring	4,314
CT Centroid Latitude	44.22181	Active Evangelical HHLDS	317
CT Centroid Longitude	-86.30807	Active Evangelical PERCENT	7.35%
City Location	Manistee	Unreached HHLDS	2,869
County Location	Manistee	Unreached Percent	66.5%
Sitescape Category code	2	Religious but NOT Evang HHLDS	627
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.52%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	517
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.99%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,725
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	39.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.98%	Low Education County	False
Mainstay Community	3.01%	Low Employment County	False
Working Community	62.98%	Persistent Poverty County	False
Country Community	4.17%	Population Loss County	False
Aspiring Community	2.43%	Nonmetro Recreation County	True
Urban Community	7.42%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.12	Racial Diversity Index	11.57
Ancestry Diversity Index	69.06	Diversity Composite Index	40.77
Foreign Born Diversity Index	82.69	Population Density Index	21.91



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26029981000	Total Households in 3 mi Ring	1,596
CT Centroid Latitude	45.15658	Active Evangelical HHLDS	100
CT Centroid Longitude	-85.14733	Active Evangelical PERCENT	6.29%
City Location	East Jordan	Unreached HHLDS	1,061
County Location	Charlevoix	Unreached Percent	66.47%
Sitescape Category code	2	Religious but NOT Evang HHLDS	231
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.48%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	198
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.42%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	632
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39.57%

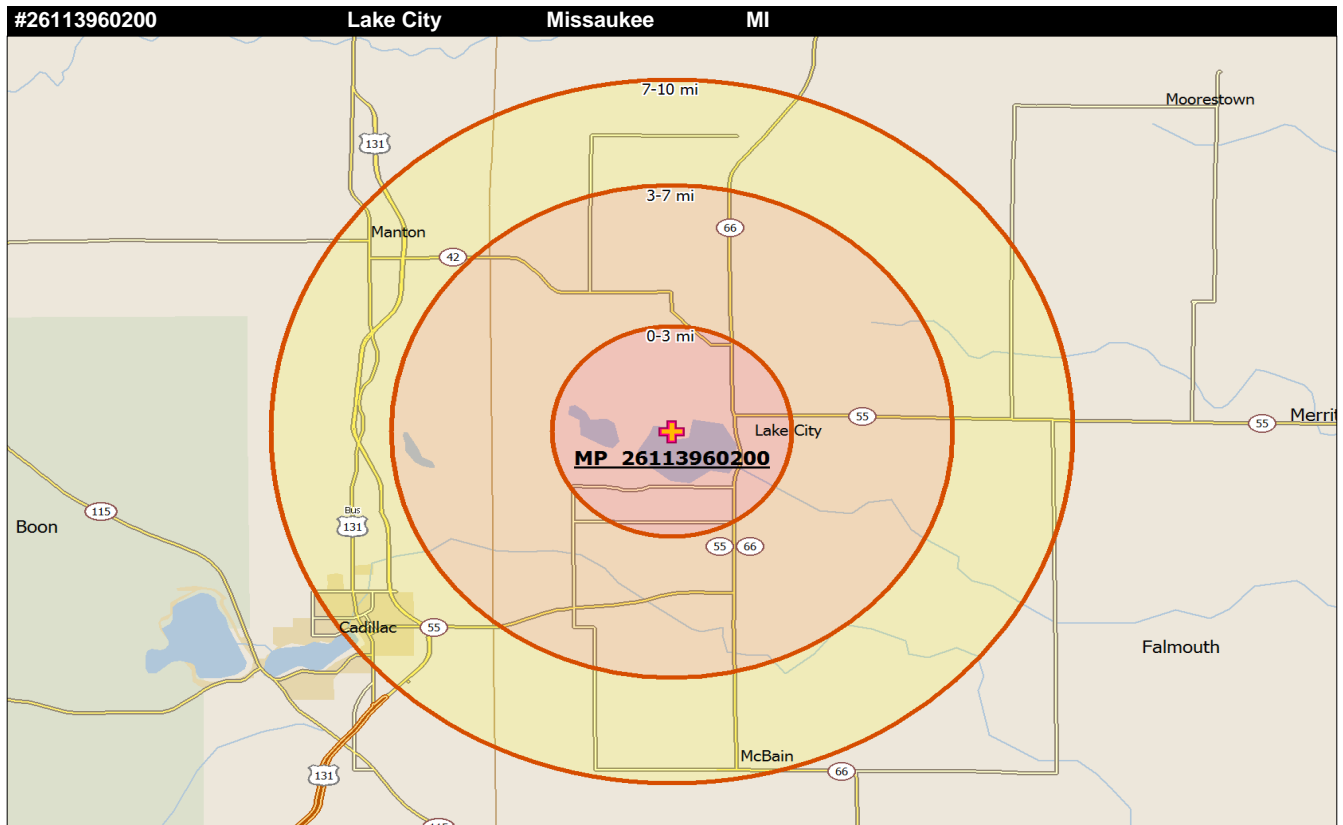
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.47%	Low Education County	False
Mainstay Community	6.33%	Low Employment County	False
Working Community	49.37%	Persistent Poverty County	False
Country Community	22.81%	Population Loss County	False
Aspiring Community	0.31%	Nonmetro Recreation County	True
Urban Community	8.65%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.80	Racial Diversity Index	12.24
Ancestry Diversity Index	91.31	Diversity Composite Index	26.09
Foreign Born Diversity Index	46.79	Population Density Index	13.18

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

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9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26113960200	Total Households in 3 mi Ring	1,484
CT Centroid Latitude	44.33262	Active Evangelical HHLDS	184
CT Centroid Longitude	-85.24622	Active Evangelical PERCENT	12.37%
City Location	Lake City	Unreached HHLDS	952
County Location	Missaukee	Unreached Percent	64.14%
Sitescape Category code	2	Religious but NOT Evang HHLDS	196
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.21%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	209
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.11%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	546
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	36.82%

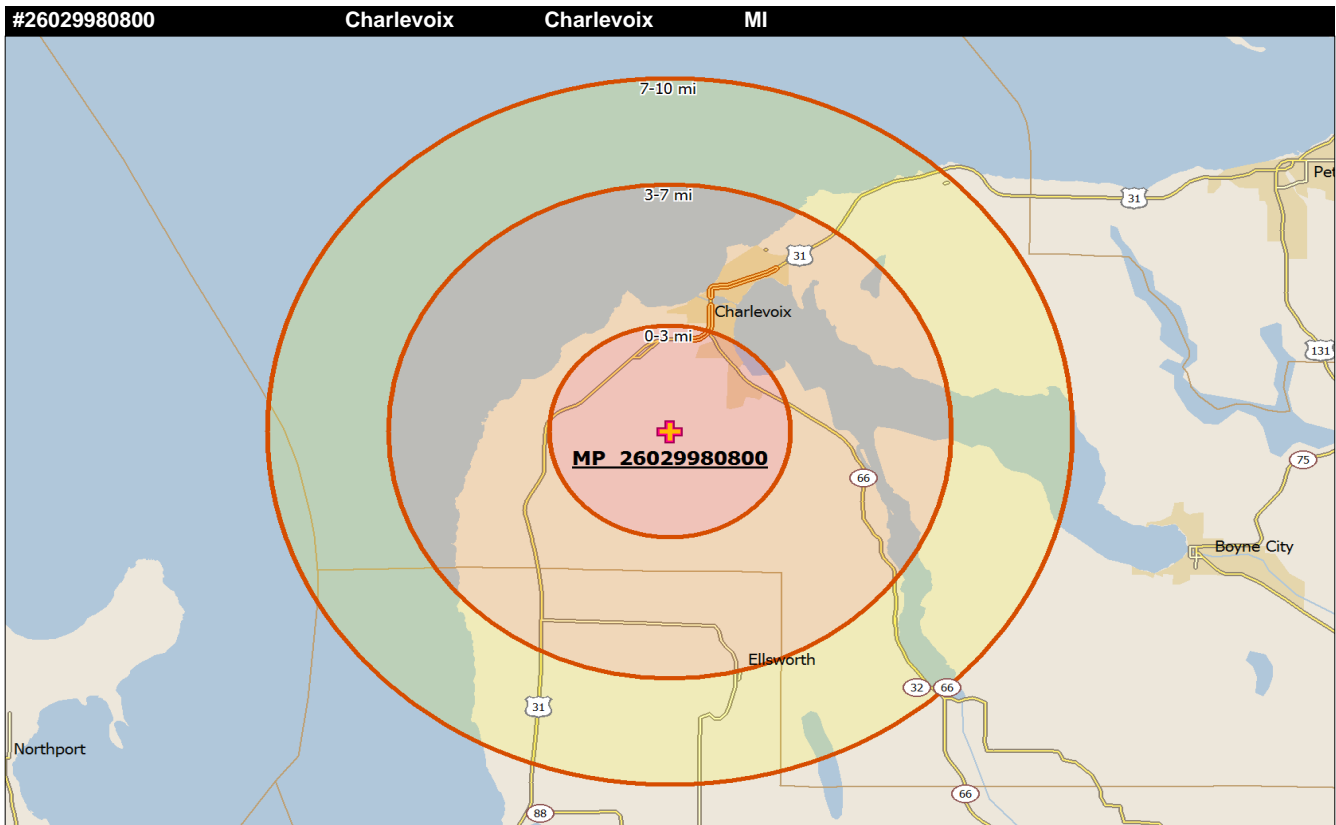
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.08%	Low Education County	False
Mainstay Community	9.91%	Low Employment County	False
Working Community	29.58%	Persistent Poverty County	False
Country Community	47.84%	Population Loss County	False
Aspiring Community	1.95%	Nonmetro Recreation County	True
Urban Community	3.64%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.72	Racial Diversity Index	6.16
Ancestry Diversity Index	90.85	Diversity Composite Index	30.30
Foreign Born Diversity Index	60.62	Population Density Index	10.49

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

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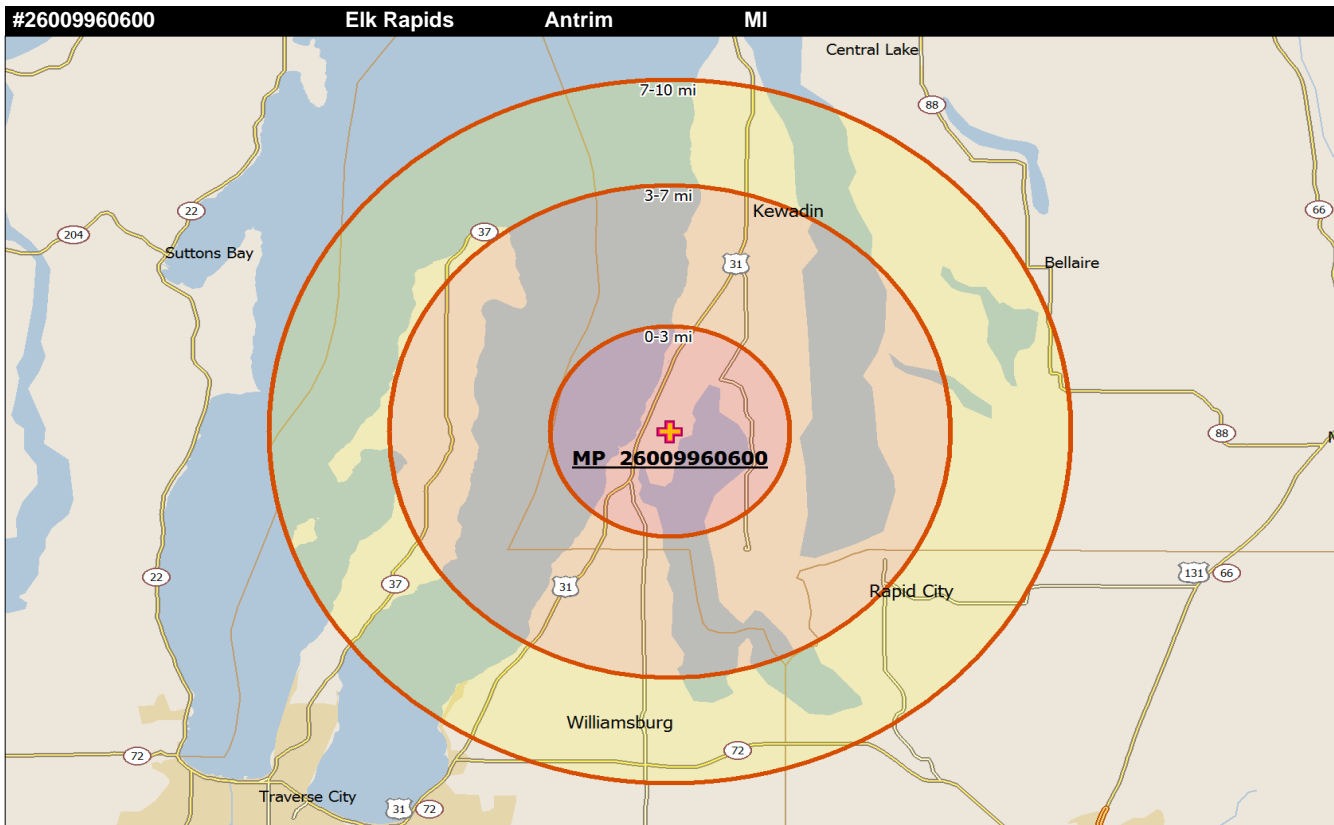
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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26029980800	Total Households in 3 mi Ring	1,619
CT Centroid Latitude	45.26309	Active Evangelical HHLDS	102
CT Centroid Longitude	-85.27949	Active Evangelical PERCENT	6.28%
City Location	Charlevoix	Unreached HHLDS	1,077
County Location	Charlevoix	Unreached Percent	66.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	203
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.52%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	227
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.04%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	647
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.98%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.3%	Low Education County	False
Mainstay Community	28.72%	Low Employment County	False
Working Community	40.95%	Persistent Poverty County	False
Country Community	18.41%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0.56%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.90	Racial Diversity Index	12.31
Ancestry Diversity Index	92.02	Diversity Composite Index	33.42
Foreign Born Diversity Index	40.94	Population Density Index	9.61



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26009960600	Total Households in 3 mi Ring	1,305
CT Centroid Latitude	44.90794	Active Evangelical HHLDS	82
CT Centroid Longitude	-85.39154	Active Evangelical PERCENT	6.32%
City Location	Elk Rapids	Unreached HHLDS	928
County Location	Antrim	Unreached Percent	71.13%
Sitescape Category code	2	Religious but NOT Evang HHLDS	229
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17.55%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	174
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.35%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	525
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.22%

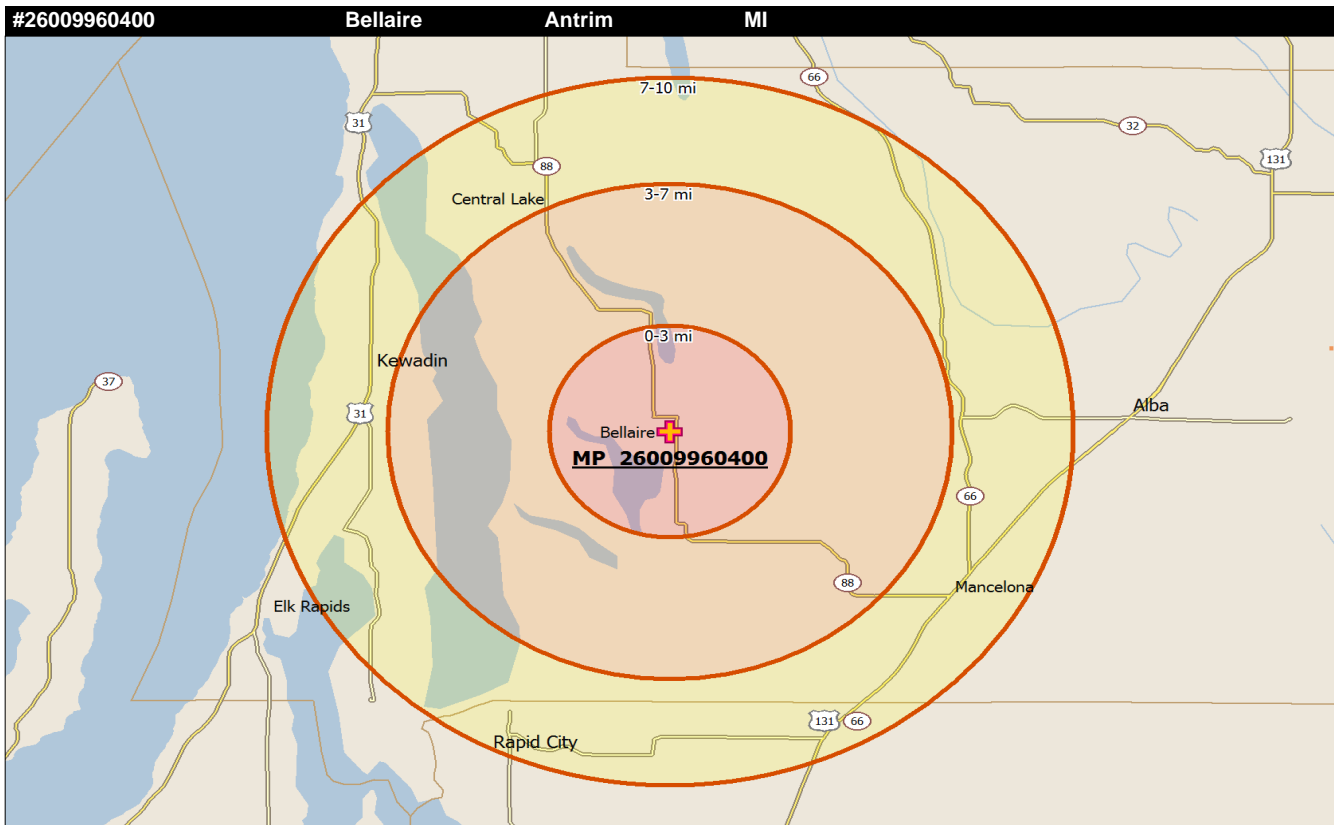
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	32.64%	Low Education County	False
Mainstay Community	55.1%	Low Employment County	False
Working Community	5.98%	Persistent Poverty County	False
Country Community	4.37%	Population Loss County	False
Aspiring Community	1.53%	Nonmetro Recreation County	True
Urban Community	0.31%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.68	Racial Diversity Index	10.04
Ancestry Diversity Index	92.36	Diversity Composite Index	41.42
Foreign Born Diversity Index	63.10	Population Density Index	10.83

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

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12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26009960400	Total Households in 3 mi Ring	1,108
CT Centroid Latitude	44.96934	Active Evangelical HHLDS	76
CT Centroid Longitude	-85.20176	Active Evangelical PERCENT	6.88%
City Location	Bellaire	Unreached HHLDS	760
County Location	Antrim	Unreached Percent	68.56%
Sitescape Category code	2	Religious but NOT Evang HHLDS	173
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.58%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	155
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	432
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	38.97%

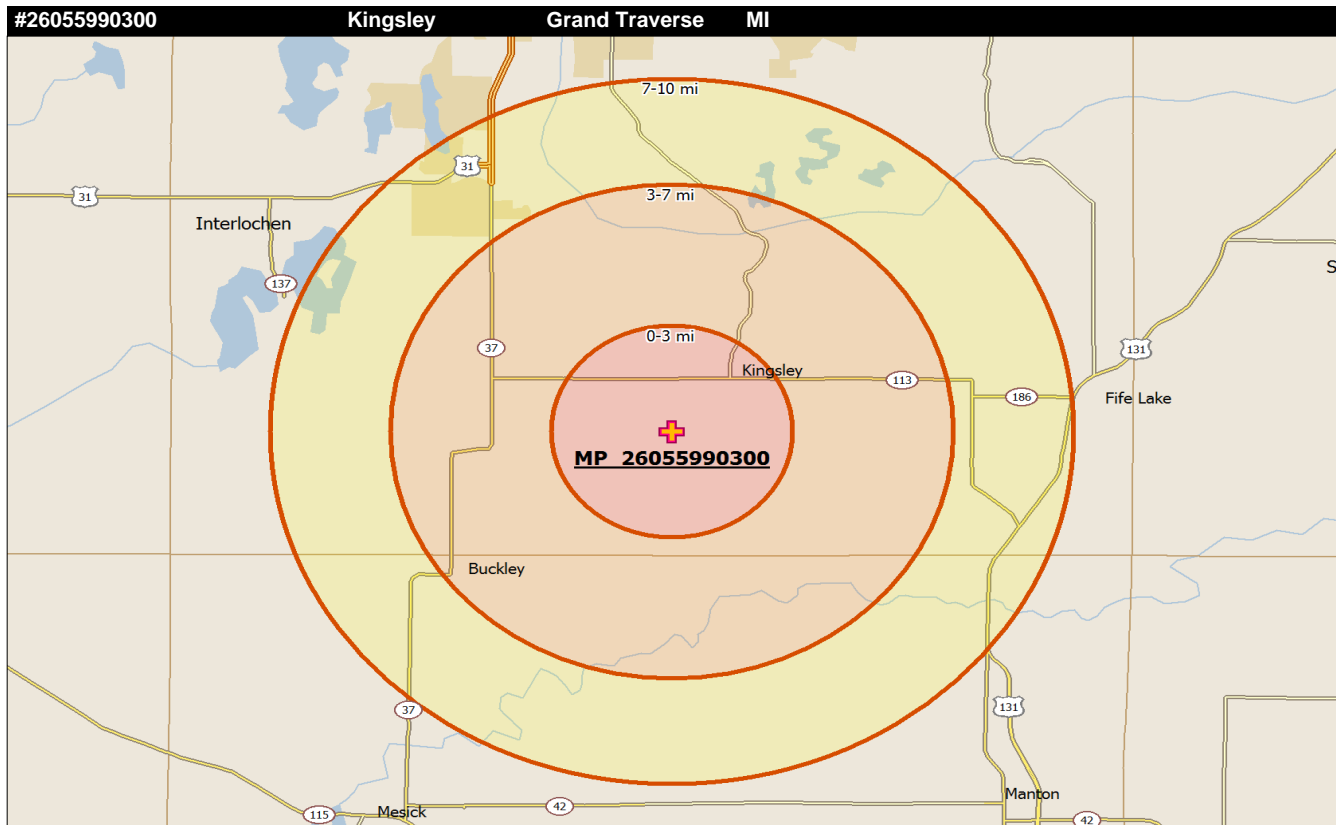
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.14%	Low Education County	False
Mainstay Community	48.92%	Low Employment County	False
Working Community	9.12%	Persistent Poverty County	False
Country Community	14.62%	Population Loss County	False
Aspiring Community	1.9%	Nonmetro Recreation County	True
Urban Community	7.22%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.30	Racial Diversity Index	4.81
Ancestry Diversity Index	77.39	Diversity Composite Index	19.83
Foreign Born Diversity Index	25.81	Population Density Index	10.54

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

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13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26055990300	Total Households in 3 mi Ring	1,096
CT Centroid Latitude	44.56296	Active Evangelical HHLDS	72
CT Centroid Longitude	-85.56523	Active Evangelical PERCENT	6.57%
City Location	Kingsley	Unreached HHLDS	713
County Location	Grand Traverse	Unreached Percent	65.08%
Sitescape Category code	2	Religious but NOT Evang HHLDS	121
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.07%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	154
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.08%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	438
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39.93%

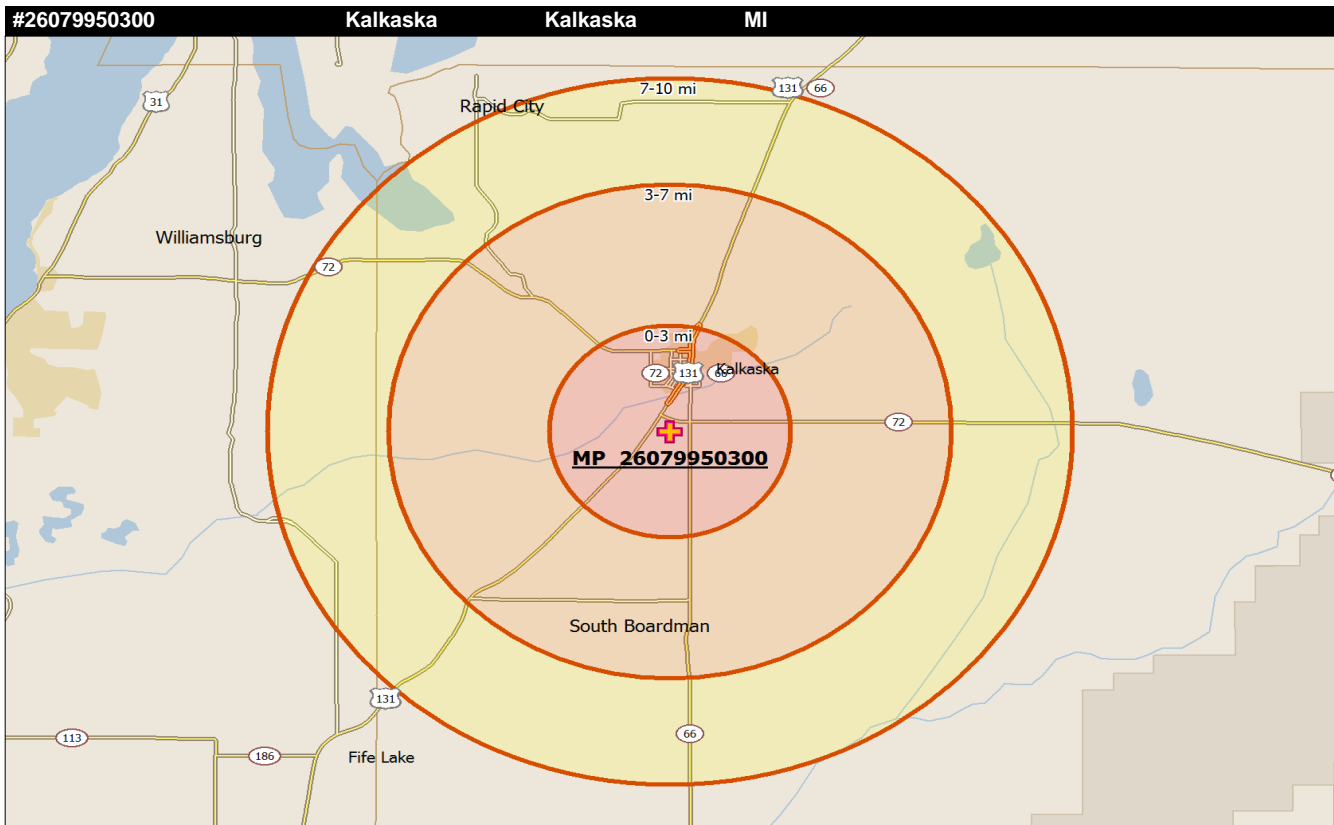
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.82%	Low Education County	False
Mainstay Community	54.65%	Low Employment County	False
Working Community	22.54%	Persistent Poverty County	False
Country Community	21.81%	Population Loss County	False
Aspiring Community	0.09%	Nonmetro Recreation County	True
Urban Community	0.09%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.00	Racial Diversity Index	10.78
Ancestry Diversity Index	65.55	Diversity Composite Index	29.88
Foreign Born Diversity Index	59.91	Population Density Index	12.18

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

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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26079950300	Total Households in 3 mi Ring	1,618
CT Centroid Latitude	44.70970	Active Evangelical HHLDS	101
CT Centroid Longitude	-85.18509	Active Evangelical PERCENT	6.27%
City Location	Kalkaska	Unreached HHLDS	1,078
County Location	Kalkaska	Unreached Percent	66.62%
Sitescape Category code	2	Religious but NOT Evang HHLDS	215
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.26%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	222
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.75%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	641
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.64%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	14.46%	Low Employment County	False
Working Community	46.17%	Persistent Poverty County	False
Country Community	32.63%	Population Loss County	False
Aspiring Community	1.42%	Nonmetro Recreation County	True
Urban Community	5.25%	Retirement Destination County	True

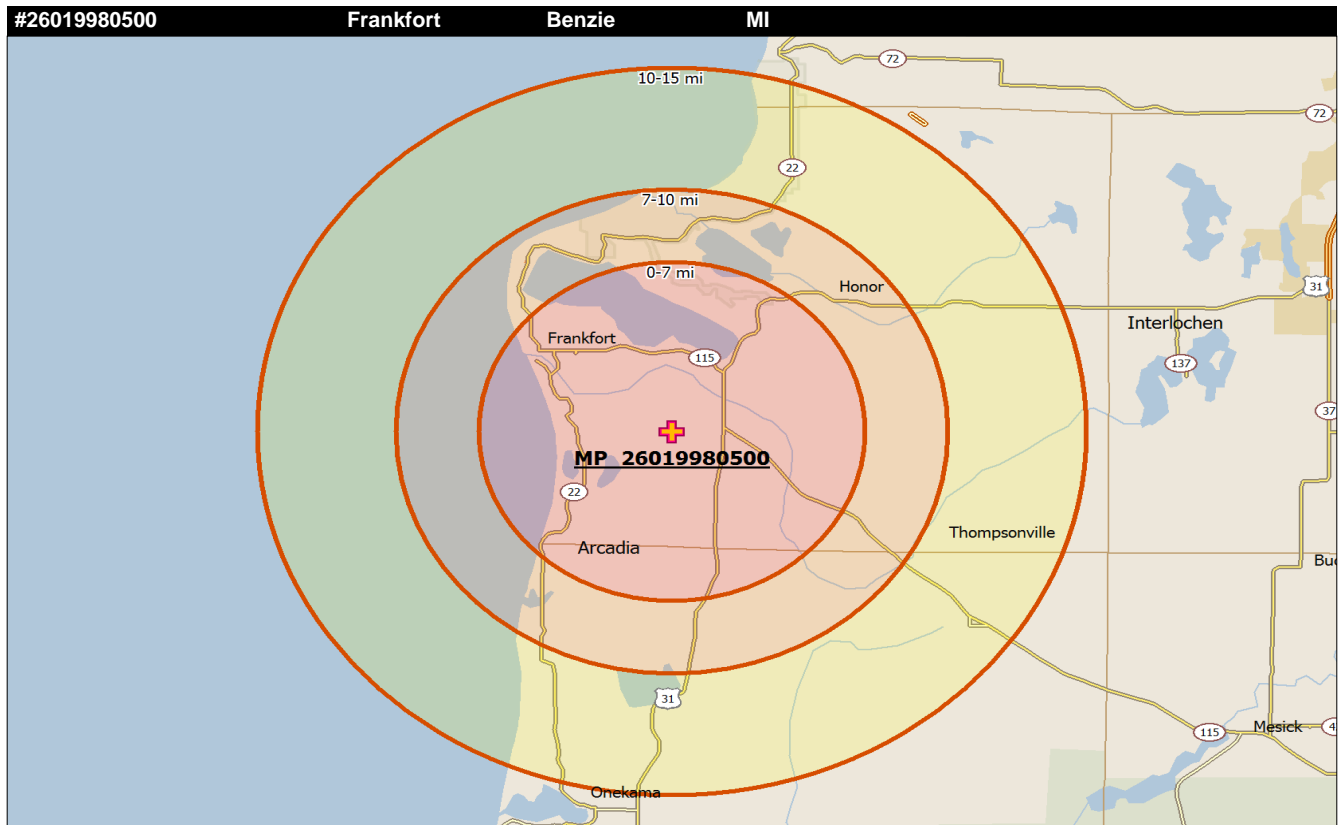
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.73	Racial Diversity Index	8.96
Ancestry Diversity Index	87.65	Diversity Composite Index	15.23
Foreign Born Diversity Index	20.58	Population Density Index	11.09

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

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15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26019980500	Total Households in 3 mi Ring	871
CT Centroid Latitude	44.58503	Active Evangelical HHLDS	62
CT Centroid Longitude	-86.13698	Active Evangelical PERCENT	7.14%
City Location	Frankfort	Unreached HHLDS	587
County Location	Benzie	Unreached Percent	67.36%
Sitescape Category code	1	Religious but NOT Evang HHLDS	133
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.31%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	122
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	14%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	331
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	38.05%

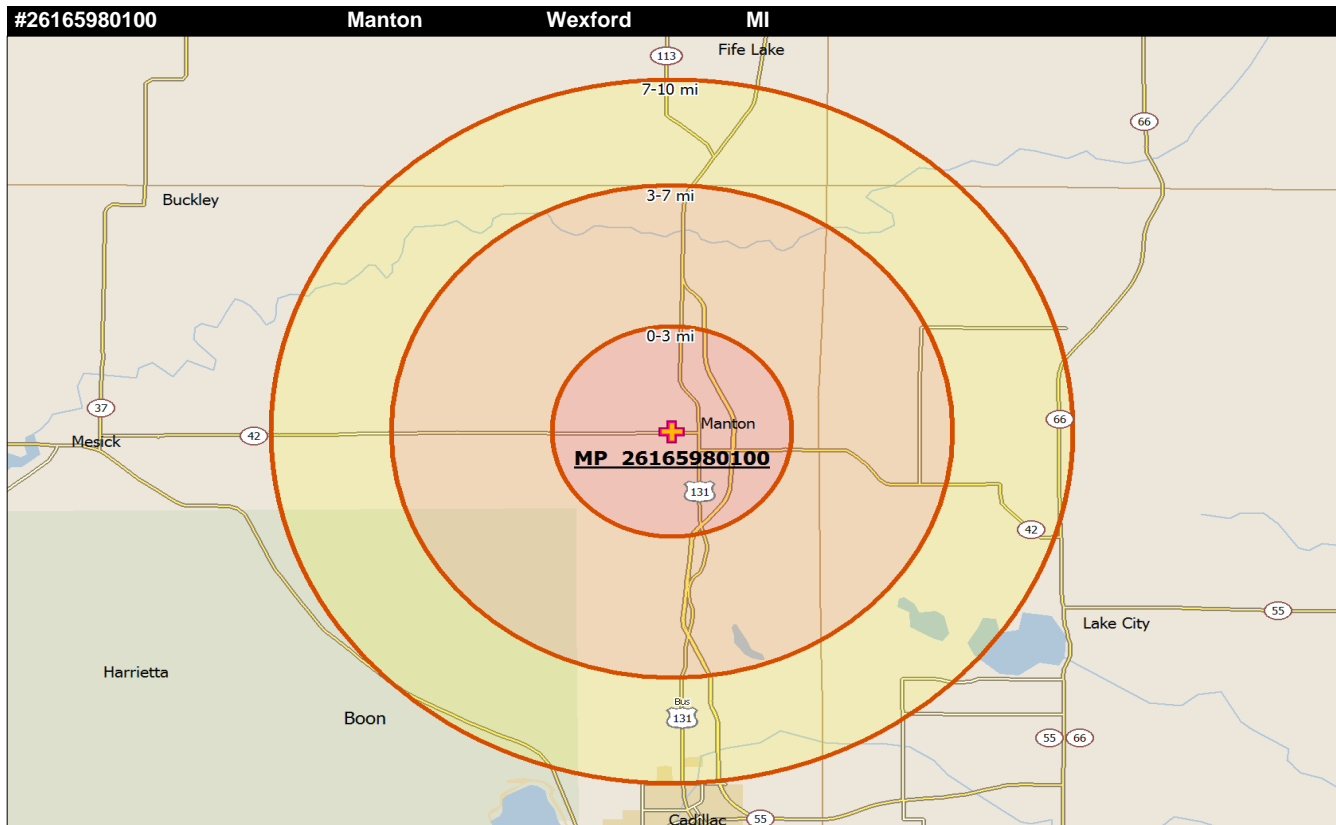
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.79%	Low Education County	False
Mainstay Community	24.23%	Low Employment County	False
Working Community	36.97%	Persistent Poverty County	False
Country Community	23.88%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	4.02%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.72	Racial Diversity Index	8.03
Ancestry Diversity Index	83.28	Diversity Composite Index	25.47
Foreign Born Diversity Index	14.30	Population Density Index	5.01

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

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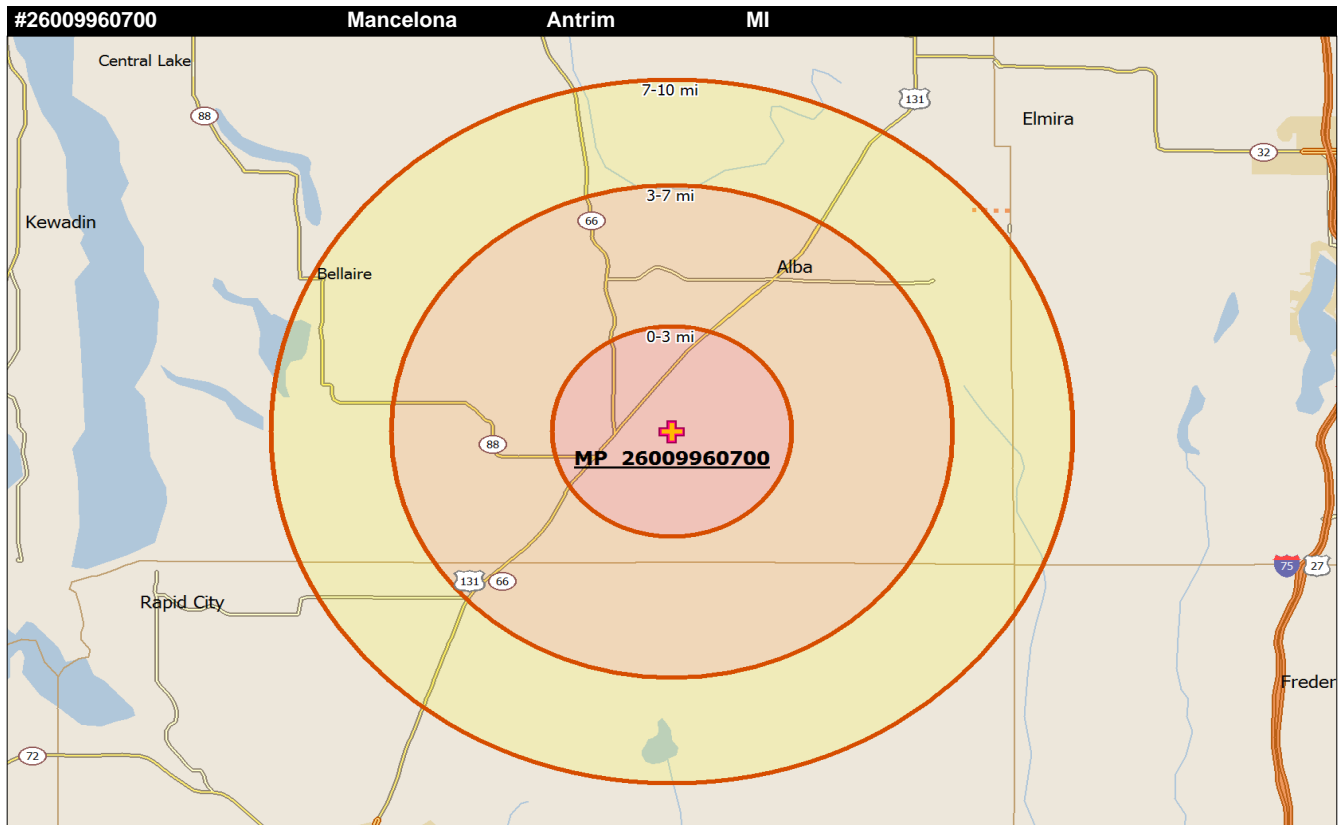
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16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26165980100	Total Households in 3 mi Ring	1,217
CT Centroid Latitude	44.41146	Active Evangelical HHLDS	145
CT Centroid Longitude	-85.41172	Active Evangelical PERCENT	11.95%
City Location	Manton	Unreached HHLDS	796
County Location	Wexford	Unreached Percent	65.44%
Sitescape Category code	2	Religious but NOT Evang HHLDS	131
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.78%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	195
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	16%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	471
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	38.66%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	3.53%	Low Employment County	False
Working Community	30.81%	Persistent Poverty County	False
Country Community	61.54%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	4.19%	Retirement Destination County	False

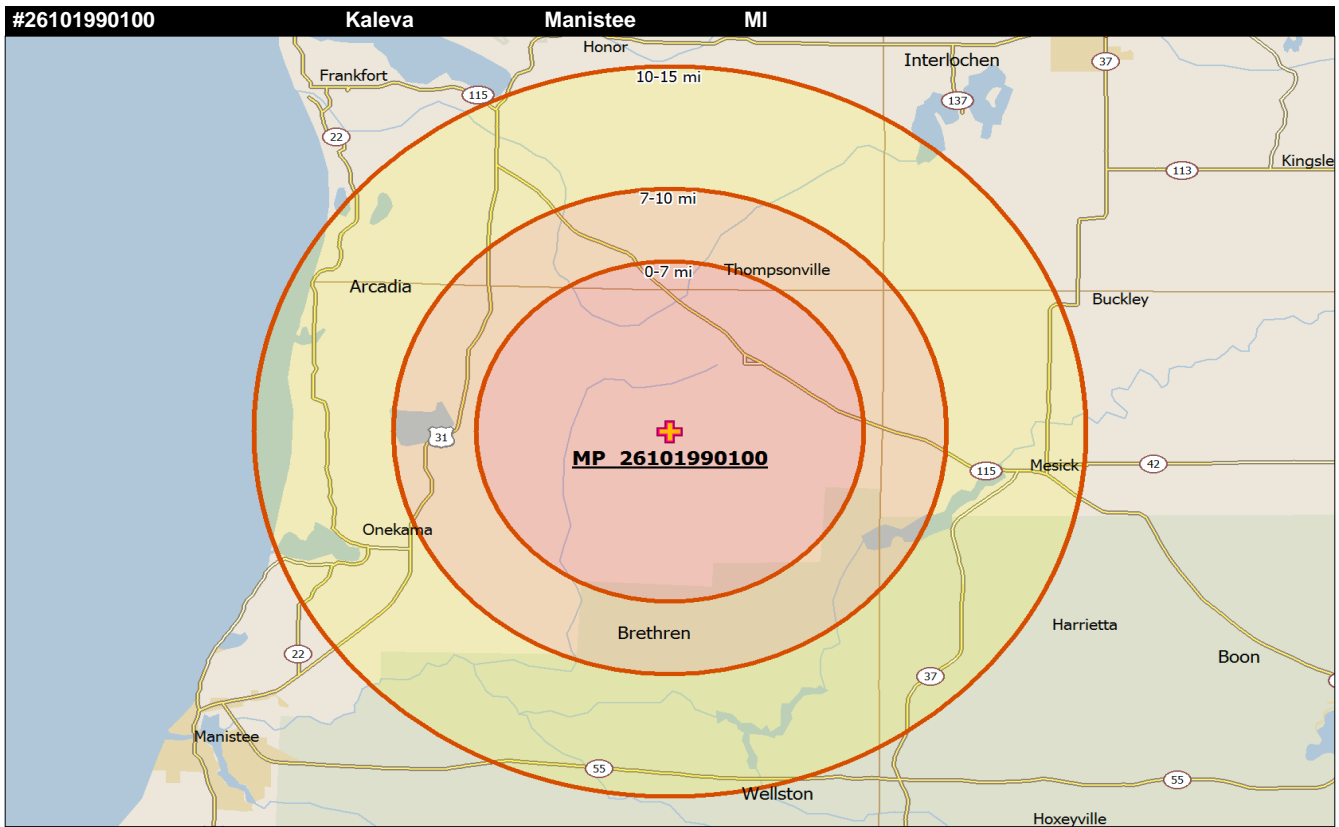
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.75	Racial Diversity Index	5.96
Ancestry Diversity Index	89.29	Diversity Composite Index	12.04
Foreign Born Diversity Index	33.31	Population Density Index	14.41



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26009960700	Total Households in 3 mi Ring	1,304
CT Centroid Latitude	44.91257	Active Evangelical HHLDS	108
CT Centroid Longitude	-85.02116	Active Evangelical PERCENT	8.31%
City Location	Mancelona	Unreached HHLDS	809
County Location	Antrim	Unreached Percent	62.06%
Sitescape Category code	2	Religious but NOT Evang HHLDS	162
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.42%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	154
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.8%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	494
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	37.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.08%	Low Education County	False
Mainstay Community	6.52%	Low Employment County	False
Working Community	38.57%	Persistent Poverty County	False
Country Community	49.31%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	5.44%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.58	Racial Diversity Index	8.69
Ancestry Diversity Index	86.17	Diversity Composite Index	22.07
Foreign Born Diversity Index	29.07	Population Density Index	12.12



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26101990100	Total Households in 3 mi Ring	275
CT Centroid Latitude	44.42904	Active Evangelical HHLDS	21
CT Centroid Longitude	-85.97318	Active Evangelical PERCENT	7.60%
City Location	Kaleva	Unreached HHLDS	180
County Location	Manistee	Unreached Percent	65.36%
Sitescape Category code	1	Religious but NOT Evang HHLDS	33
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.17%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	43
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	15.79%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	103
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	37.41%

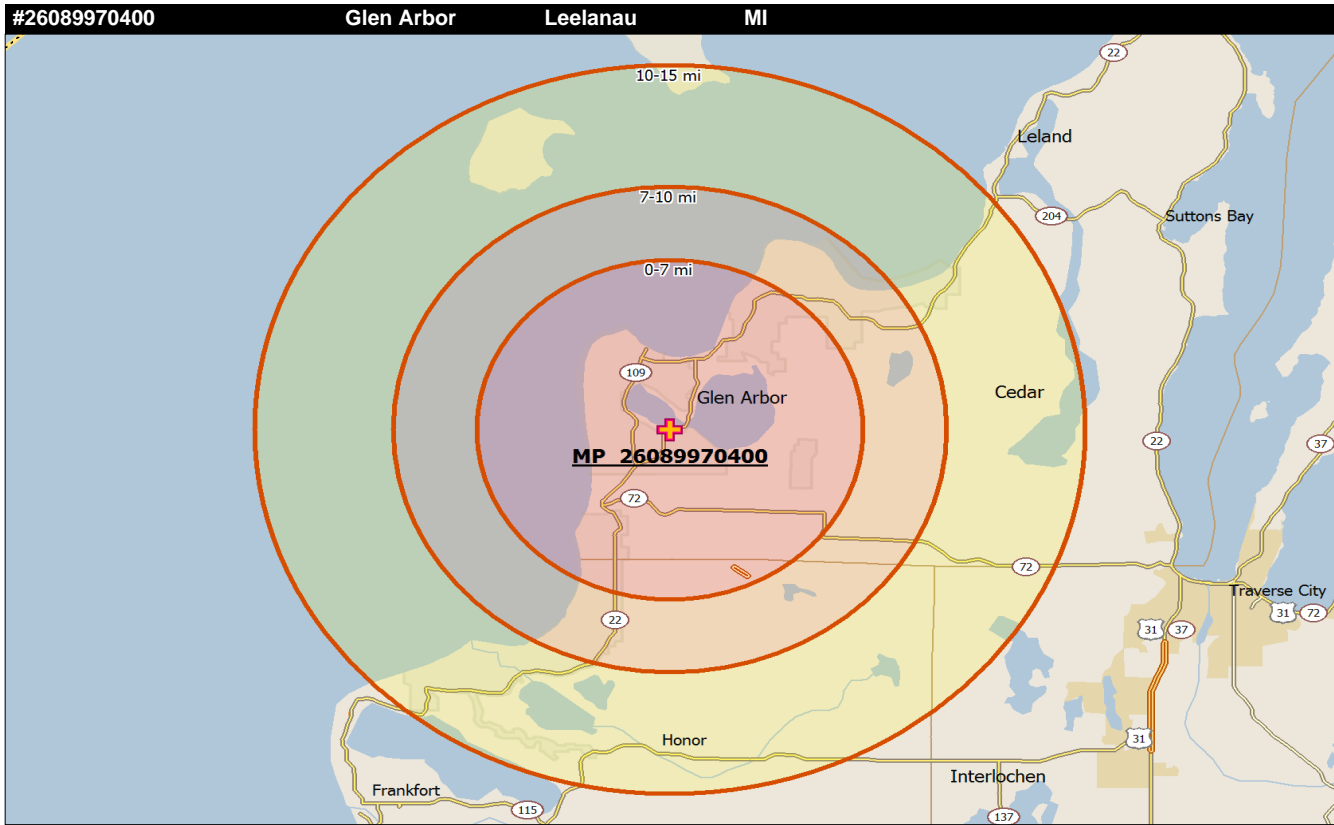
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	2.91%	Low Employment County	False
Working Community	29.09%	Persistent Poverty County	False
Country Community	60.73%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	7.27%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.80	Racial Diversity Index	10.20
Ancestry Diversity Index	91.97	Diversity Composite Index	30.40
Foreign Born Diversity Index	33.63	Population Density Index	1.20

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

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19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26089970400	Total Households in 3 mi Ring	492
CT Centroid Latitude	44.85573	Active Evangelical HHLDS	9
CT Centroid Longitude	-86.00892	Active Evangelical PERCENT	1.80%
City Location	Glen Arbor	Unreached HHLDS	352
County Location	Leelanau	Unreached Percent	71.46%
Sitescape Category code	1	Religious but NOT Evang HHLDS	92
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	18.77%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	66
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.32%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	194
Population Pattern	2500-10000-2500	NOT Evangelical NOT Interested PERCENT	39.36%

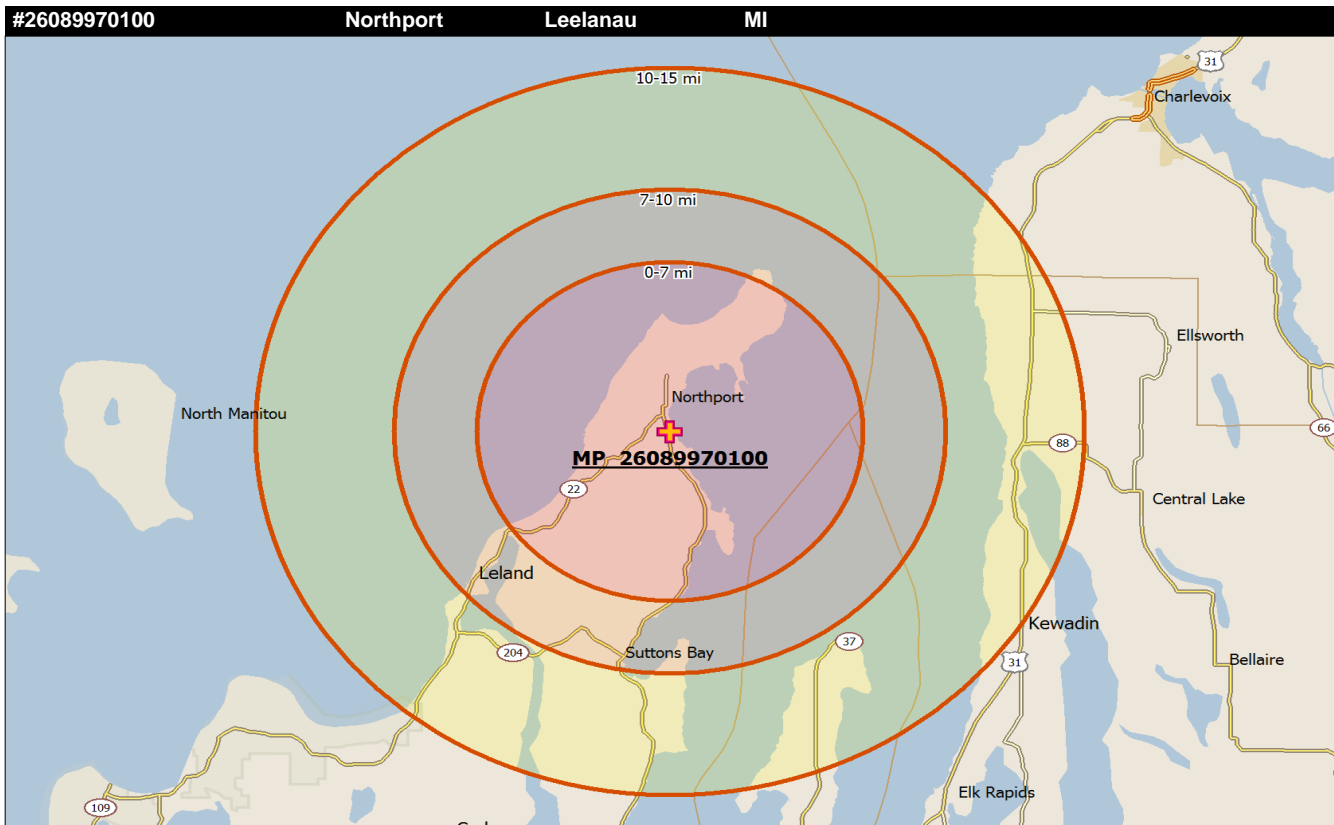
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.54%	Low Education County	False
Mainstay Community	84.15%	Low Employment County	False
Working Community	4.47%	Persistent Poverty County	False
Country Community	3.05%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.67	Racial Diversity Index	1.09
Ancestry Diversity Index	92.67	Diversity Composite Index	30.47
Foreign Born Diversity Index	49.85	Population Density Index	1.43

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

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20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26089970100	Total Households in 3 mi Ring	456
CT Centroid Latitude	45.11432	Active Evangelical HHLDS	9
CT Centroid Longitude	-85.61283	Active Evangelical PERCENT	1.97%
City Location	Northport	Unreached HHLDS	313
County Location	Leelanau	Unreached Percent	68.64%
Sitescape Category code	1	Religious but NOT Evang HHLDS	78
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	17.14%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	59
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.86%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	176
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	38.64%

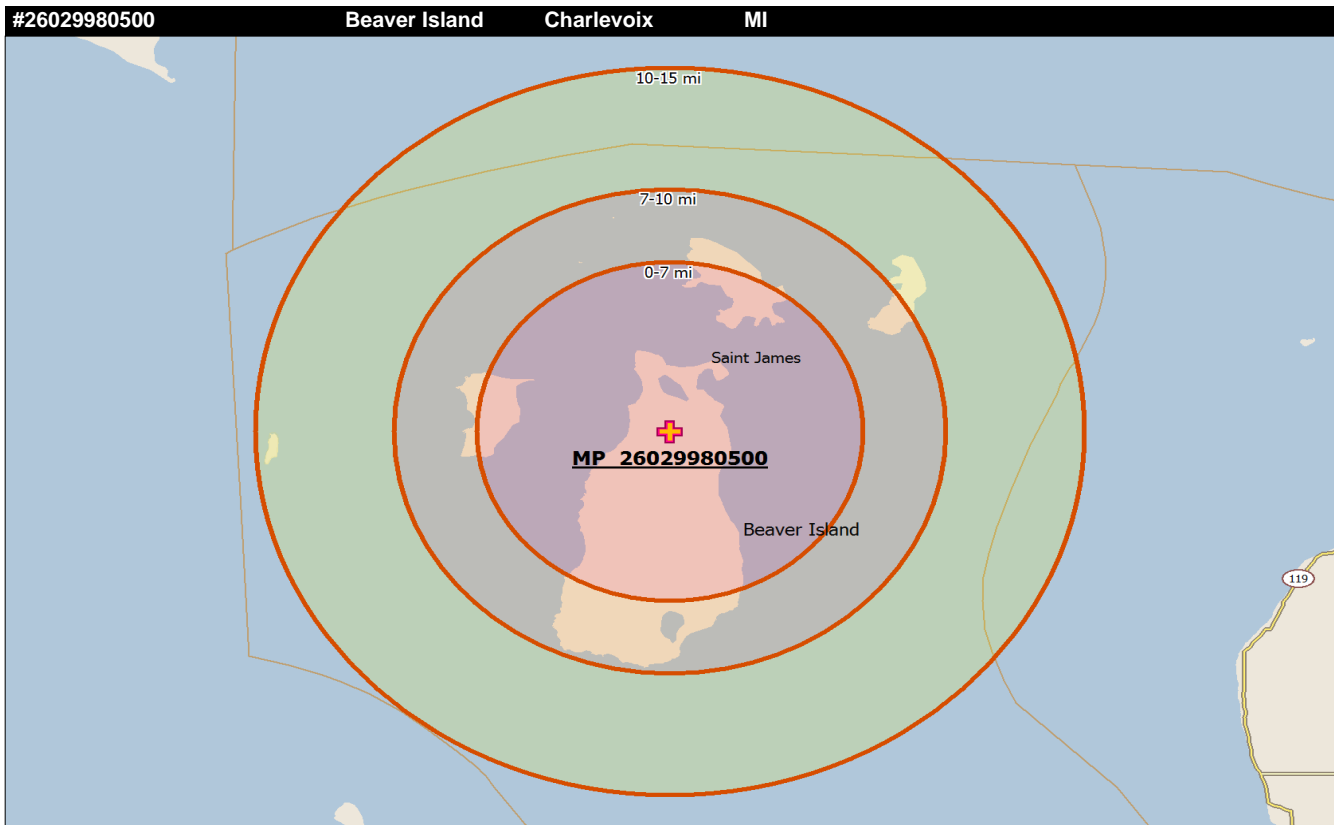
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.63%	Low Education County	False
Mainstay Community	46.49%	Low Employment County	False
Working Community	3.29%	Persistent Poverty County	False
Country Community	18.42%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	4.17%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	46.82	Racial Diversity Index	26.18
Ancestry Diversity Index	97.48	Diversity Composite Index	54.94
Foreign Born Diversity Index	24.45	Population Density Index	6.66

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

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21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26029980500	Total Households in 3 mi Ring	68
CT Centroid Latitude	45.71178	Active Evangelical HHLDS	5
CT Centroid Longitude	-85.54134	Active Evangelical PERCENT	6.74%
City Location	Beaver Island	Unreached HHLDS	44
County Location	Charlevoix	Unreached Percent	64.14%
Sitescape Category code	1	Religious but NOT Evang HHLDS	9
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.96%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	9
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.42%
Density Assignment	J	NOT Evangelical NOT Interested HHLDS	26
Population Pattern	2500-0-0	NOT Evangelical NOT Interested PERCENT	37.76%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.76%	Low Education County	False
Mainstay Community	13.24%	Low Employment County	False
Working Community	26.47%	Persistent Poverty County	False
Country Community	7.35%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	41.18%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.40	Racial Diversity Index	2.13
Ancestry Diversity Index	66.35	Diversity Composite Index	0.19
Foreign Born Diversity Index	0.00	Population Density Index	0.43

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

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## 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**

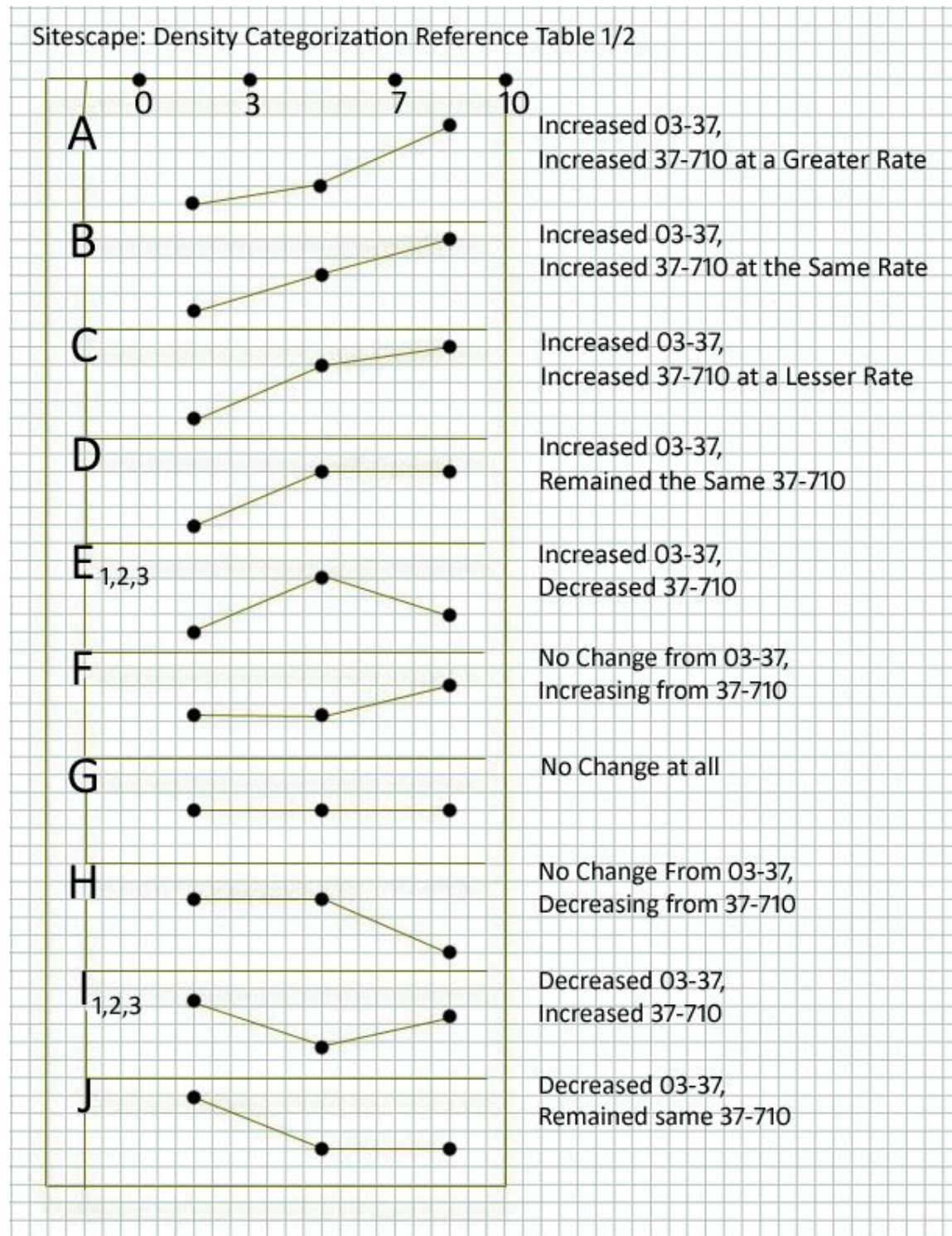
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

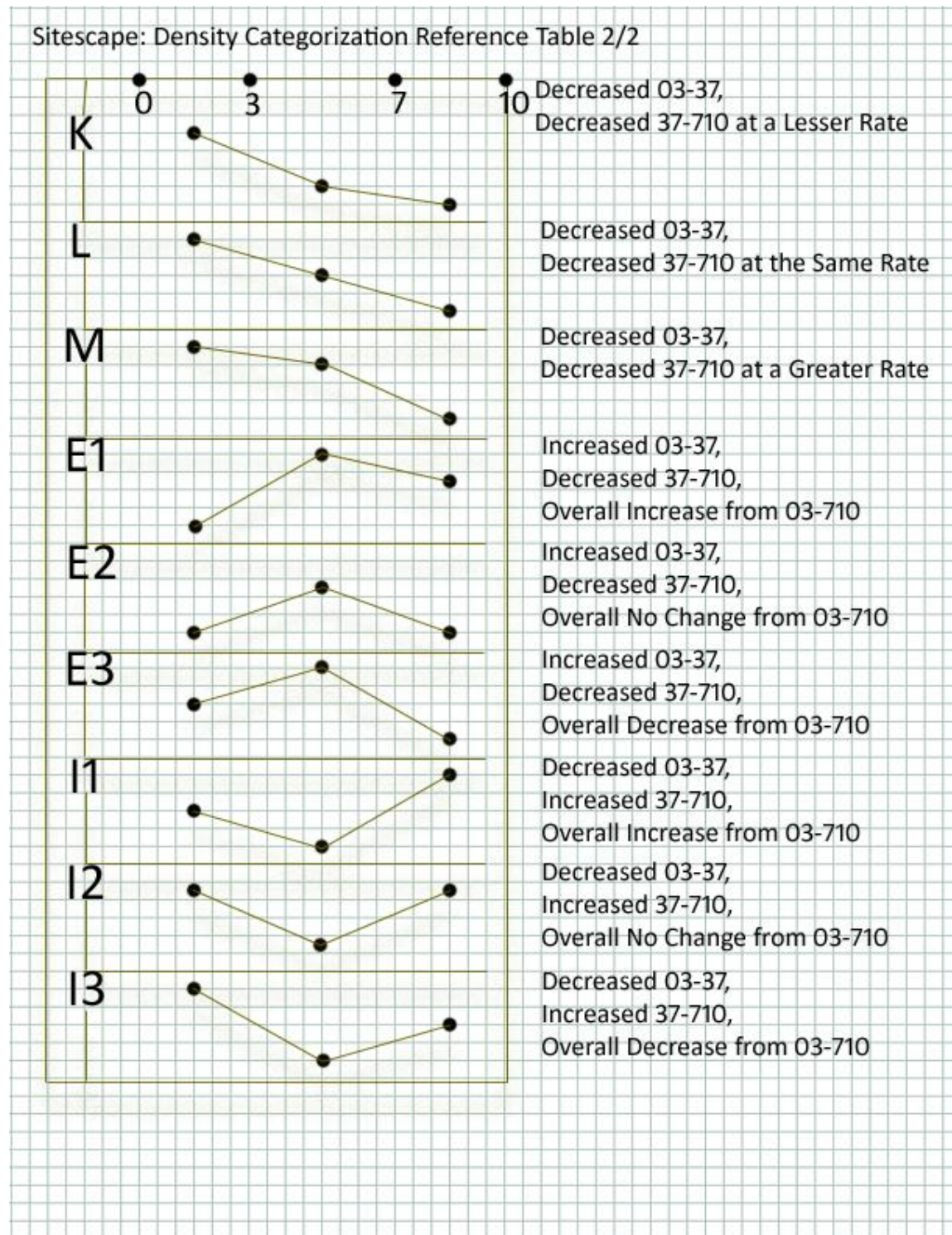
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

**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.



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