BAPTIST STATE
CONVENTION of
MICHIGAN

MISSION POINTS
Top Unreached Locations

Top Mission Points in the
Oakland Association, Michigan

iFocus
CONGREGATIONAL
DEVELOPMENT

neotribal
CULTURES PROJECT

Intercultural Institute
for Contextual Ministry

Understanding Your Mission Point Report

The purpose of the Mission Point Report is to provide direction for pinpointing locations where missional activity is greatly needed. "Missional activity" may be defined as incarnational mission that leads to the reaching of new believers and the starting of new ministries and new congregations.

The Mission Point Report identifies the top unreached locations within the chosen geographical area. To arrive at this designation, a number of data sources have been used and cross-tabulated in order to make this determination. These locations are chosen based on the following factors within the site location:

1. A weighting algorithm that includes the following variables: number of households, percent of active evangelical presence, percent of unreached, and percent of religious - but not evangelical.

2. Ring size based on the IICM Sitescape location type: city (generally inner city or high density area) - 1/2 mile ring; suburb - 1 1/2 mile ring; towns - 3 mile ring; and country - 7 mile ring.

3. Distance from other chosen locations based on the IICM Sitescape density location type: city – 1-2 miles; suburb - 3- 4 miles; town – 6-8 miles, and country – 14-16 miles.

Each Mission Point report identifies each location by census tract centroid, latitude & longitude, city, county, IICM Sitescape category and group, density and population patterns, number of households (current year), and the number of households and percentage for: active evangelicals, unreached status, religious but not evangelical, spiritual but not evangelical, and not evangelical and not interested in religion or spirituality. A map of each location is also provided.

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

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

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

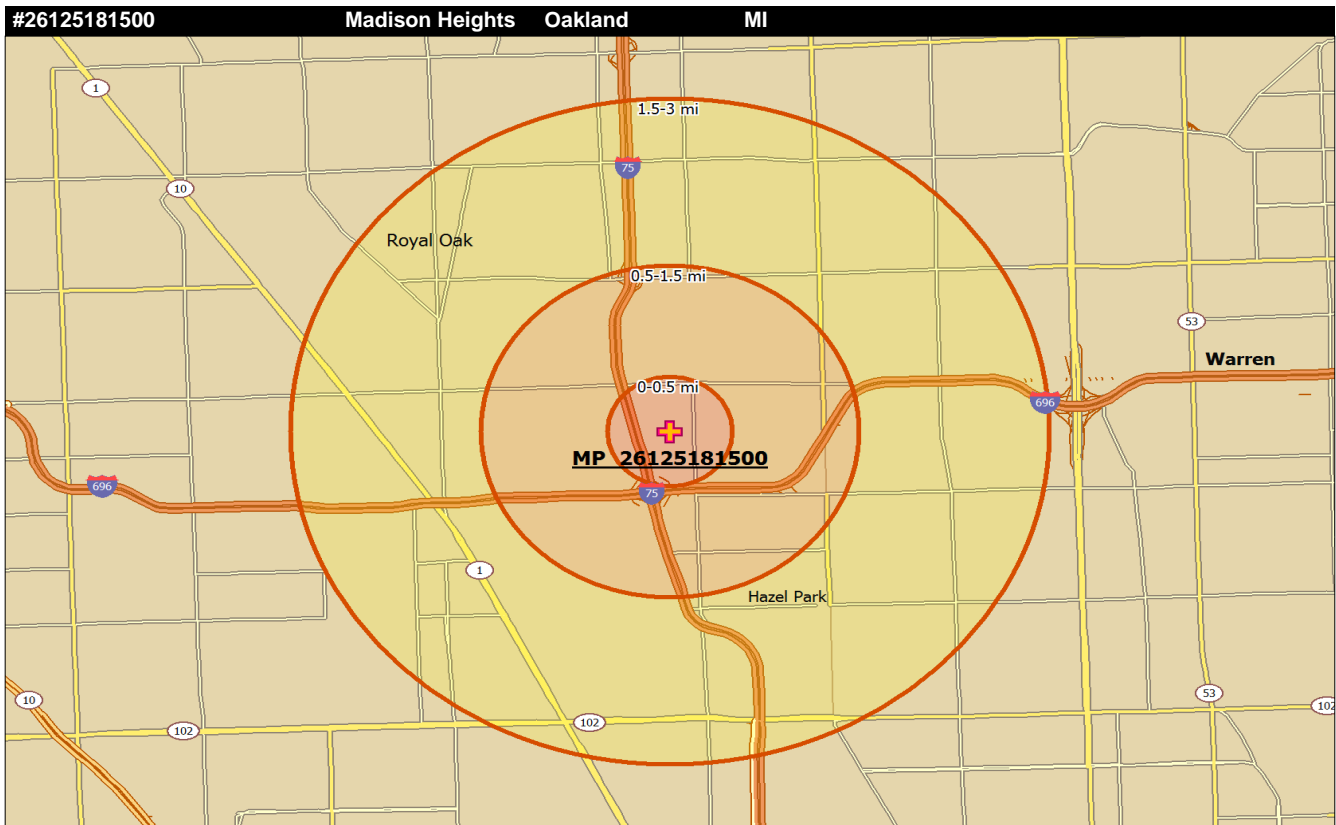God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director
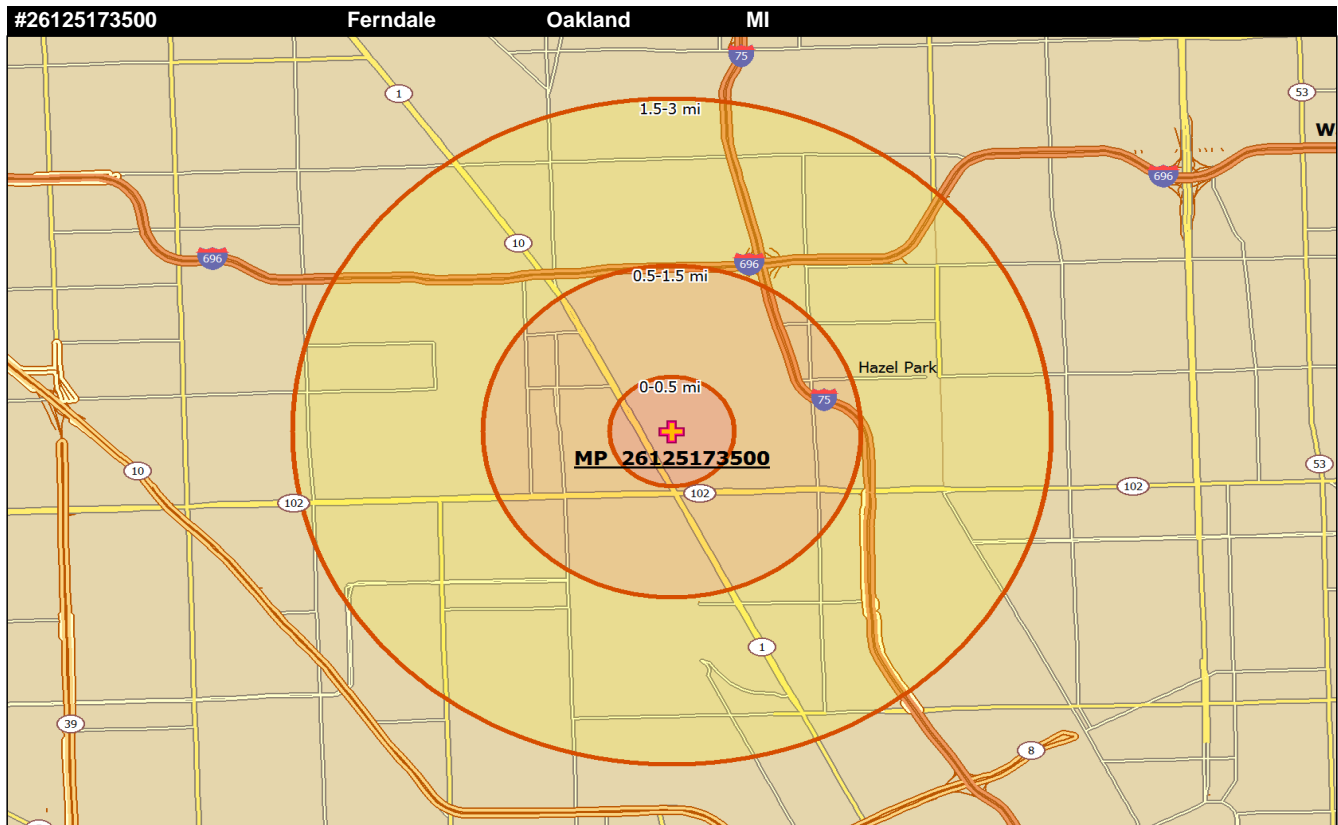
#26125173500	Ferndale	Oakland	MI

1	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26125173500	Total Households in 3 mi Ring	65,016
	CT Centroid Latitude	42.45462	Active Evangelical HHLDS	3,607
	CT Centroid Longitude	-83.12546	Active Evangelical PERCENT	5.55%
	City Location	Ferndale	Unreached HHLDS	45,839
	County Location	Oakland	Unreached Percent	70.5%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	14,651
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	22.54%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,150
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	7.92%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	26,426
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.65%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	12.24%	Low Education County	False
Mainstay Community	1.59%	Low Employment County	False
Working Community	35.52%	Persistent Poverty County	False
Country Community	0.36%	Population Loss County	False
Aspiring Community	23.89%	Nonmetro Recreation County	False
Urban Community	26.42%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	54.47	Racial Diversity Index	69.55
Ancestry Diversity Index	29.26	Diversity Composite Index	67.42
Foreign Born Diversity Index	41.64	Population Density Index	85.77

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

#26125181500   **Madison Heights**   **Oakland**   **MI**

2	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125181500	Total Households in 3 mi Ring	60,831
	CT Centroid Latitude	42.48451	Active Evangelical HHLDS	3,505
	CT Centroid Longitude	-83.10872	Active Evangelical PERCENT	5.76%
	City Location	Madison Heights	Unreached HHLDS	42,198
	County Location	Oakland	Unreached Percent	69.37%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,189
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.75%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,560
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.78%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	25,470
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.87%

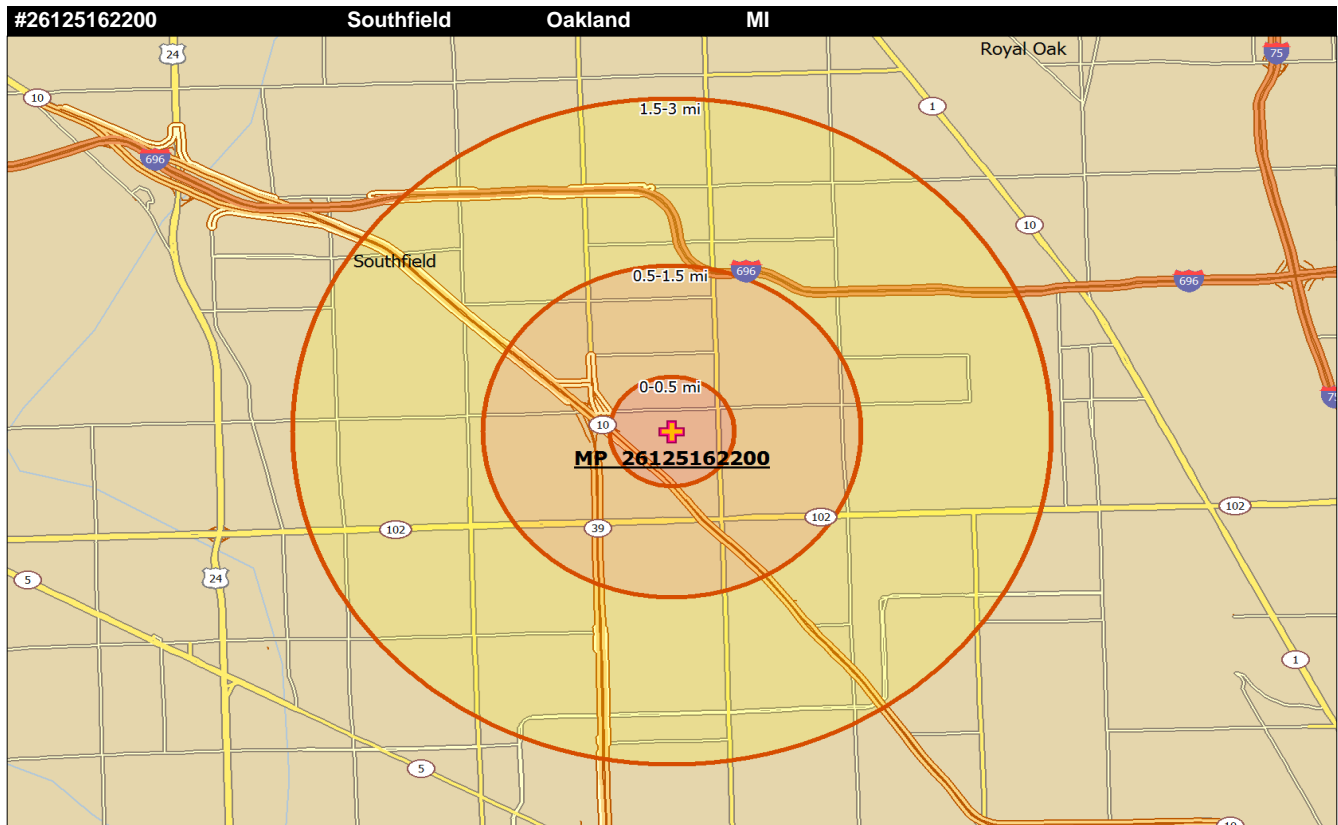| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	32.08%	Low Education County	False
Mainstay Community	4.38%	Low Employment County	False
Working Community	47.25%	Persistent Poverty County	False
Country Community	1.81%	Population Loss County	False
Aspiring Community	10.05%	Nonmetro Recreation County	False
Urban Community	4.44%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	62.49	Racial Diversity Index	31.03
Ancestry Diversity Index	98.10	Diversity Composite Index	74.77
Foreign Born Diversity Index	65.19	Population Density Index	82.13
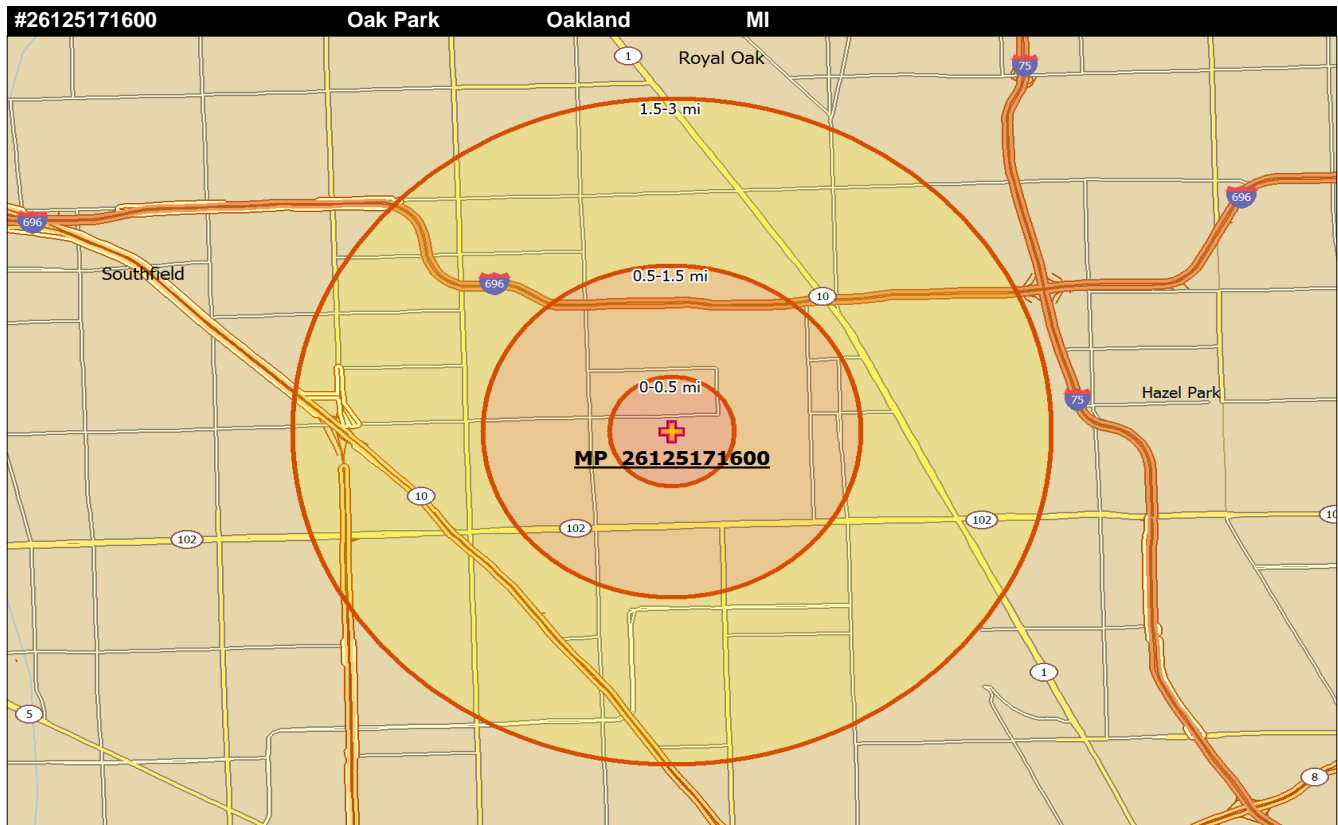
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

#26125171600	Oak Park	Oakland	MI

MP 26125171600

3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125171600	Total Households in 3 mi Ring	66,625
	CT Centroid Latitude	42.45794	Active Evangelical HHLDS	3,554
	CT Centroid Longitude	-83.16921	Active Evangelical PERCENT	5.33%
	City Location	Oak Park	Unreached HHLDS	47,731
	County Location	Oakland	Unreached Percent	71.64%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	15,925
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	23.9%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,286
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	7.93%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	26,639
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.98%

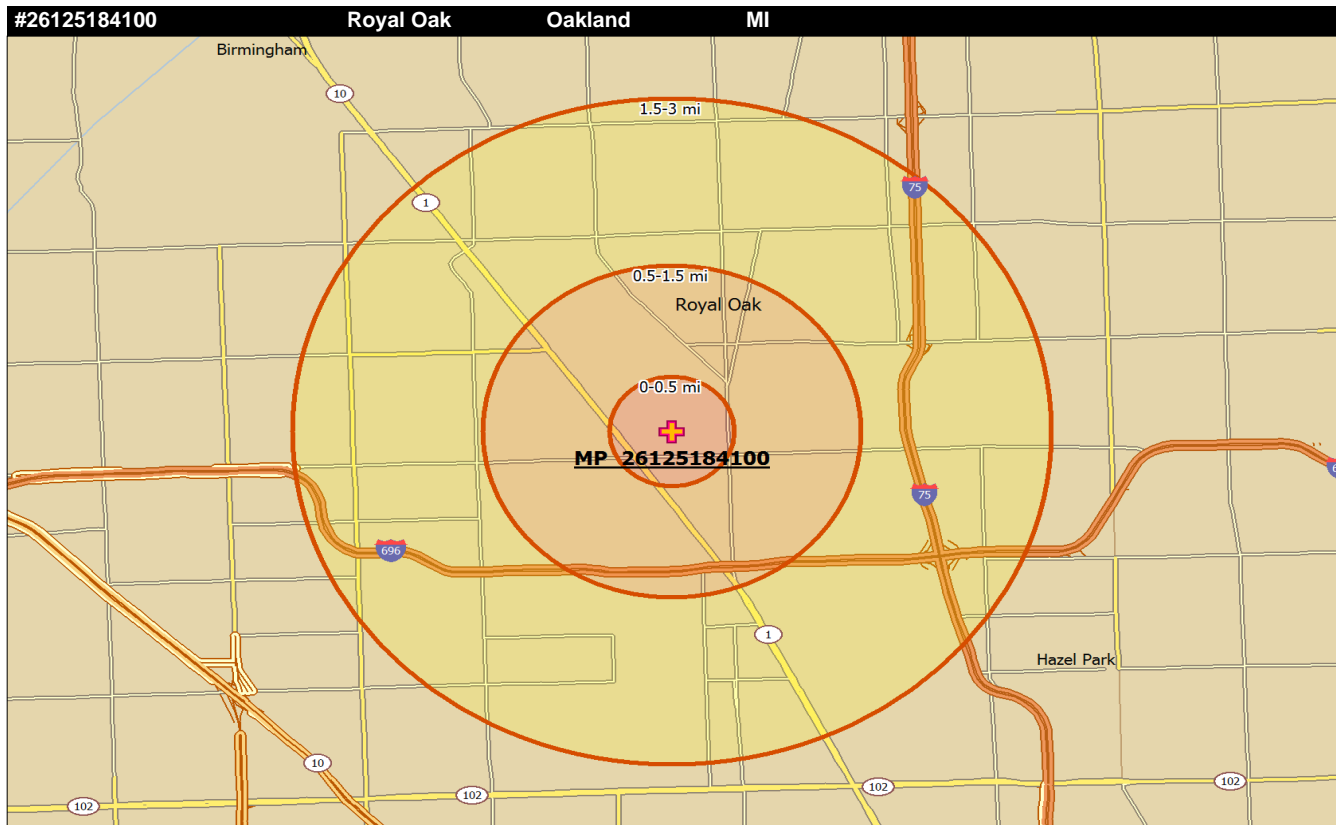| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.47%	Low Education County	False
Mainstay Community	1.87%	Low Employment County	False
Working Community	16.72%	Persistent Poverty County	False
Country Community	0.18%	Population Loss County	False
Aspiring Community	41.66%	Nonmetro Recreation County	False
Urban Community	20.11%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.35	Racial Diversity Index	68.62
Ancestry Diversity Index	20.68	Diversity Composite Index	55.93
Foreign Born Diversity Index	61.12	Population Density Index	85.26

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

#26125162200	Southfield	Oakland	MI

MP 26125162200

4	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125162200	Total Households in 3 mi Ring	56,636
	CT Centroid Latitude	42.45625	Active Evangelical HHLDS	2,960
	CT Centroid Longitude	-83.20820	Active Evangelical PERCENT	5.23%
	City Location	Southfield	Unreached HHLDS	40,901
	County Location	Oakland	Unreached Percent	72.22%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	15,548
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	27.45%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,591
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	6.34%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	21,997
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	38.84%

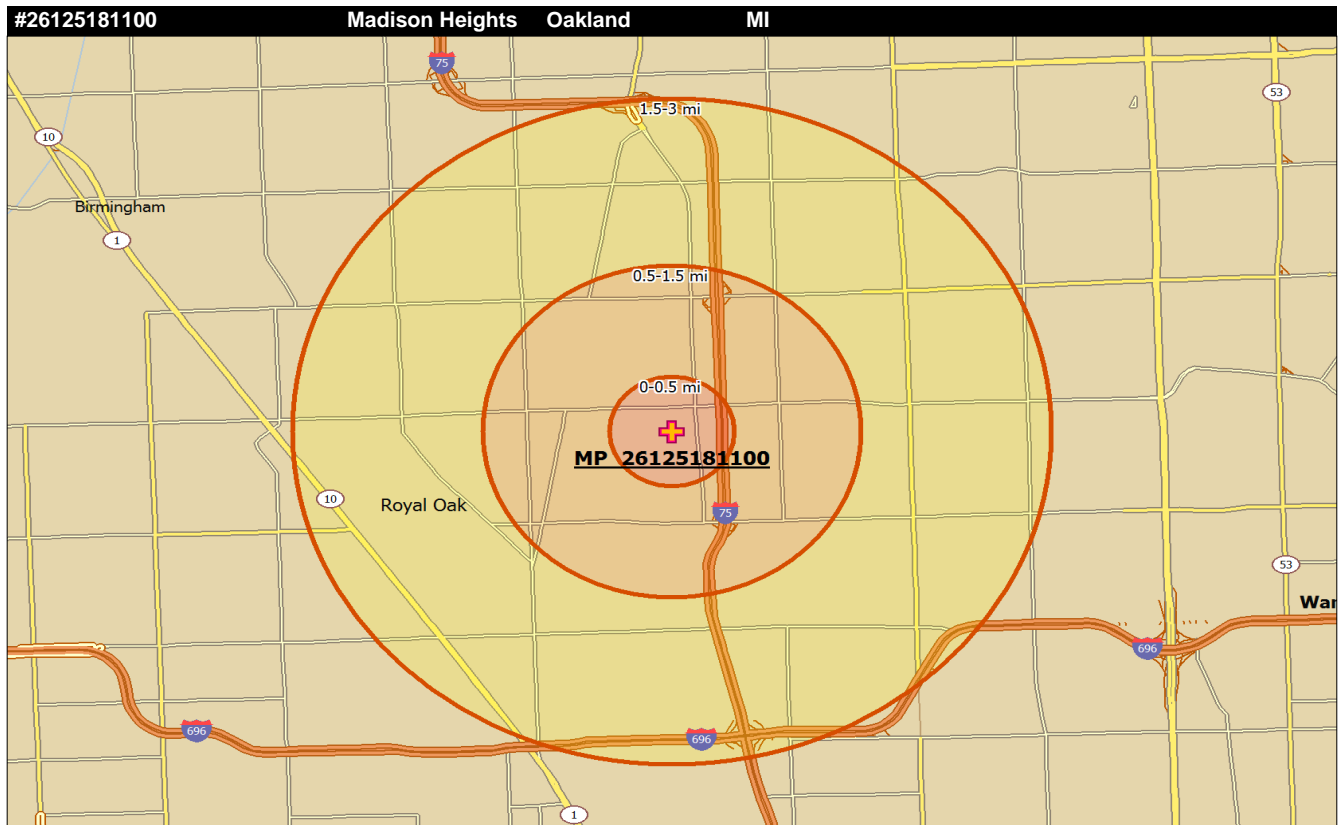| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.72%	Low Education County	False
Mainstay Community	0.97%	Low Employment County	False
Working Community	5.99%	Persistent Poverty County	False
Country Community	0.08%	Population Loss County	False
Aspiring Community	58.78%	Nonmetro Recreation County	False
Urban Community	24.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.03	Racial Diversity Index	55.18
Ancestry Diversity Index	9.30	Diversity Composite Index	46.15
Foreign Born Diversity Index	53.89	Population Density Index	83.12

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

#26125184100   Royal Oak   Oakland   MI

5	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125184100	Total Households in 3 mi Ring	65,387
	CT Centroid Latitude	42.49284	Active Evangelical HHLDS	3,653
	CT Centroid Longitude	-83.15313	Active Evangelical PERCENT	5.59%
	City Location	Royal Oak	Unreached HHLDS	45,961
	County Location	Oakland	Unreached Percent	70.29%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,914
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.22%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,725
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.28%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	27,344
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.82%

| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.76%	Low Education County	False
Mainstay Community	5.68%	Low Employment County	False
Working Community	30.01%	Persistent Poverty County	False
Country Community	0.31%	Population Loss County	False
Aspiring Community	18.11%	Nonmetro Recreation County	False
Urban Community	5.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.03	Racial Diversity Index	36.33
Ancestry Diversity Index	96.25	Diversity Composite Index	69.38
Foreign Born Diversity Index	58.46	Population Density Index	82.57

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

#26125181100	Madison Heights	Oakland	MI

6	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125181100	Total Households in 3 mi Ring	54,654
	CT Centroid Latitude	42.51634	Active Evangelical HHLDS	3,114
	CT Centroid Longitude	-83.12298	Active Evangelical PERCENT	5.70%
	City Location	Madison Heights	Unreached HHLDS	38,095
	County Location	Oakland	Unreached Percent	69.7%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,754
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.02%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,153
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.26%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	23,193
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.44%

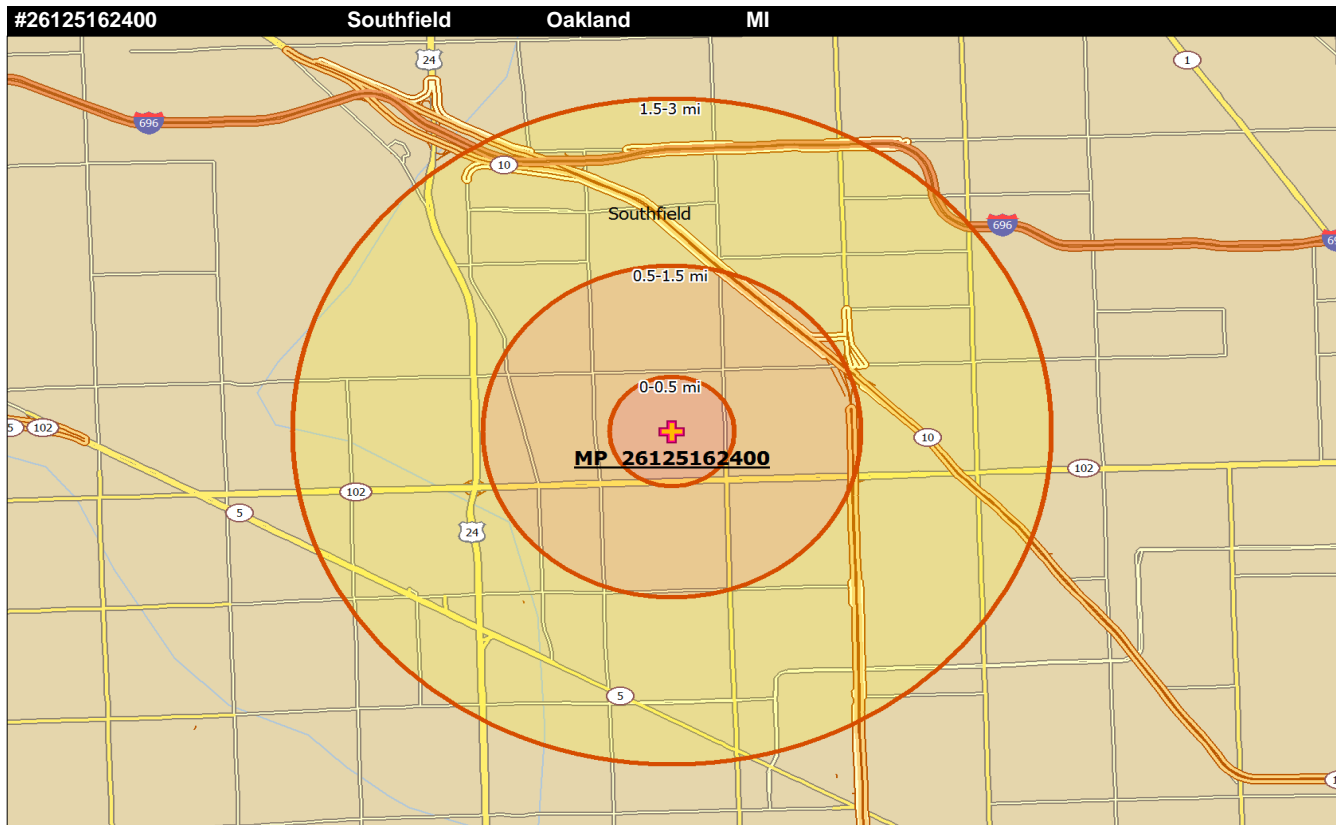| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	44.45%	Low Education County	False
Mainstay Community	7.39%	Low Employment County	False
Working Community	31%	Persistent Poverty County	False
Country Community	1.26%	Population Loss County	False
Aspiring Community	15.1%	Nonmetro Recreation County	False
Urban Community	0.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	63.10	Racial Diversity Index	28.30
Ancestry Diversity Index	99.39	Diversity Composite Index	77.60
Foreign Born Diversity Index	71.99	Population Density Index	77.60
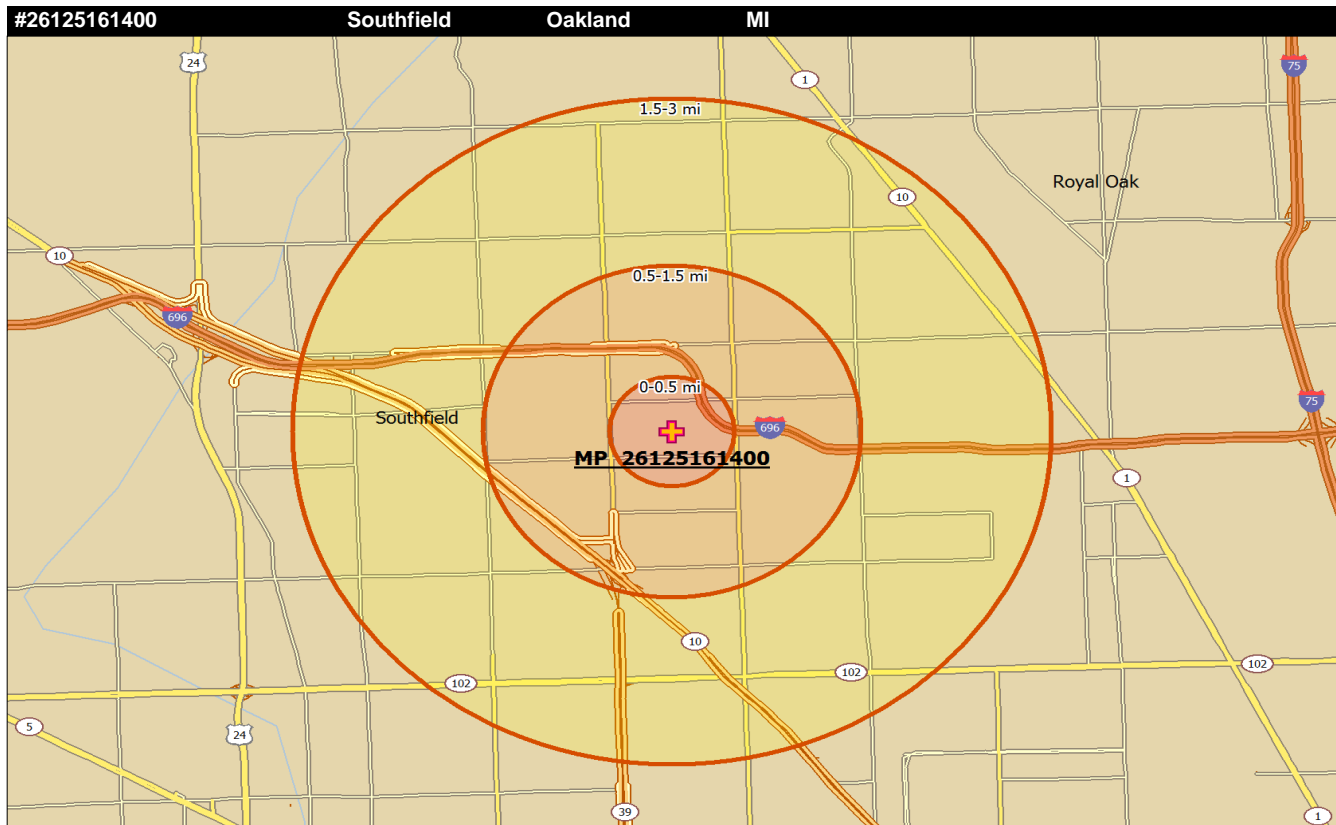
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

#26125161400	Southfield	Oakland	MI

7	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125161400	Total Households in 3 mi Ring	52,269
	CT Centroid Latitude	42.47682	Active Evangelical HHLDS	2,809
	CT Centroid Longitude	-83.21172	Active Evangelical PERCENT	5.37%
	City Location	Southfield	Unreached HHLDS	37,334
	County Location	Oakland	Unreached Percent	71.43%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,442
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	21.89%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,691
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	8.98%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	21,243
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.64%

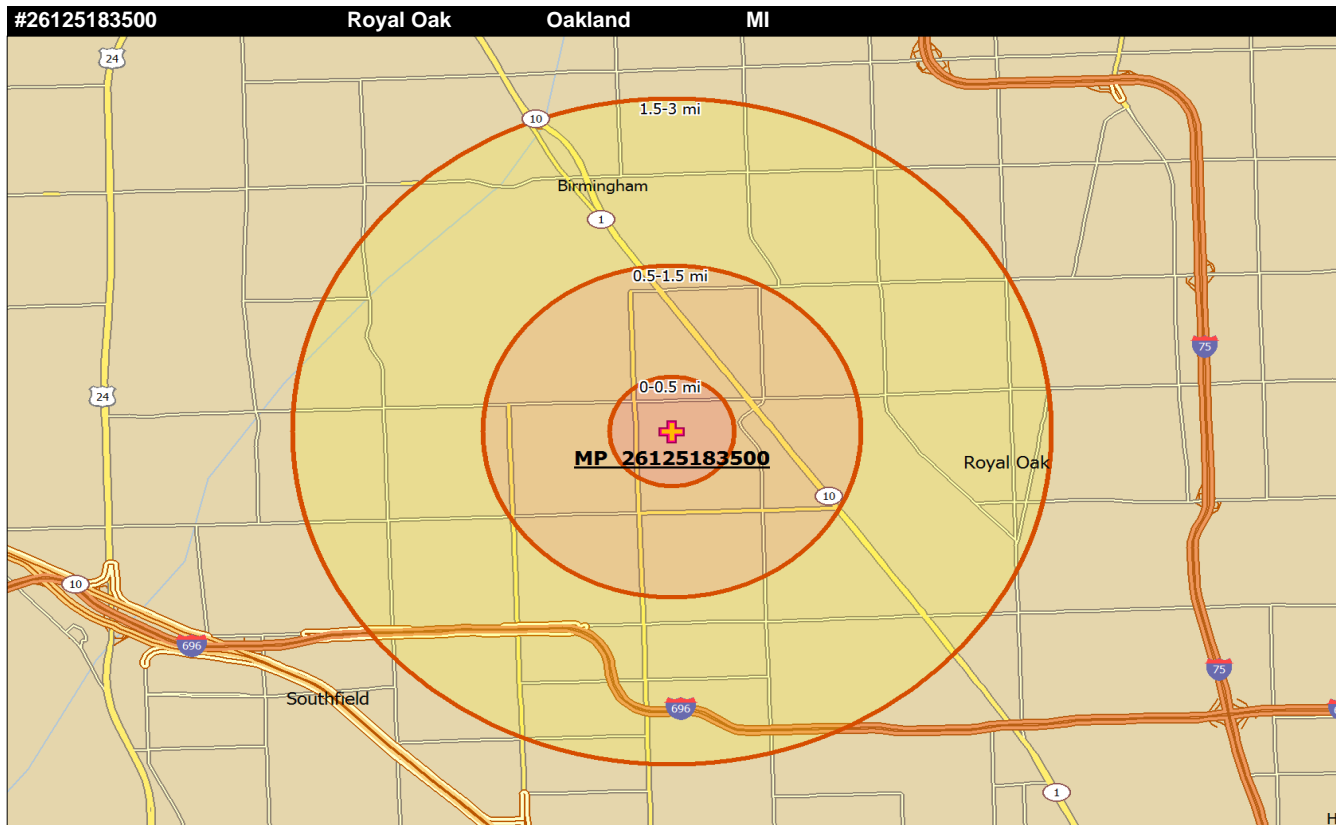| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	35.1%	Low Education County	False
Mainstay Community	4.85%	Low Employment County	False
Working Community	11.72%	Persistent Poverty County	False
Country Community	0.17%	Population Loss County	False
Aspiring Community	38.46%	Nonmetro Recreation County	False
Urban Community	9.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	67.33	Racial Diversity Index	70.98
Ancestry Diversity Index	24.78	Diversity Composite Index	58.59
Foreign Born Diversity Index	45.46	Population Density Index	77.89

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

#26125162400	Southfield	Oakland	MI

MP 26125162400

8	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125162400	Total Households in 3 mi Ring	46,162
	CT Centroid Latitude	42.45020	Active Evangelical HHLDS	2,413
	CT Centroid Longitude	-83.24779	Active Evangelical PERCENT	5.23%
	City Location	Southfield	Unreached HHLDS	33,333
	County Location	Oakland	Unreached Percent	72.21%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,978
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	28.11%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	2,732
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	5.92%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	17,971
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	38.93%

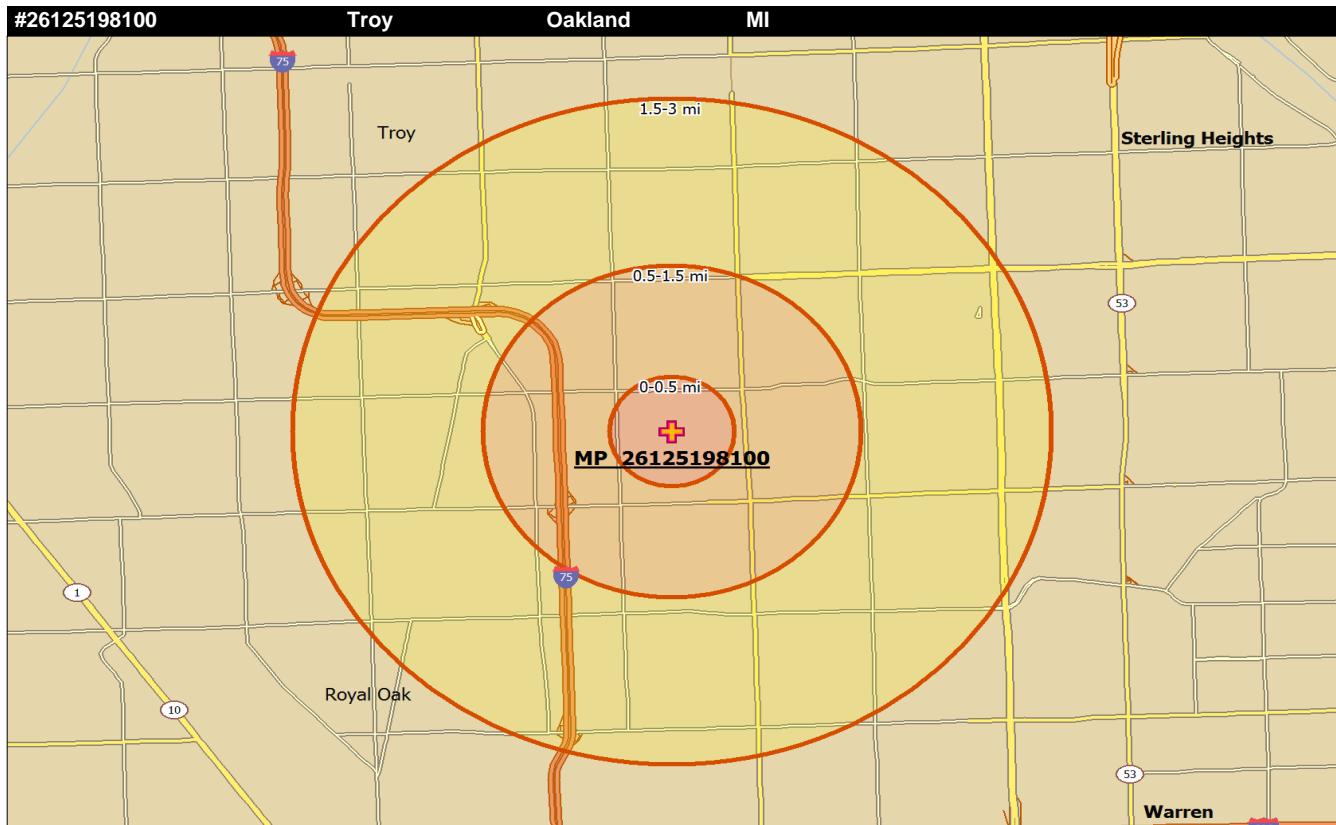| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.95%	Low Education County	False
Mainstay Community	0.81%	Low Employment County	False
Working Community	6.2%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	61.89%	Nonmetro Recreation County	False
Urban Community	27.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.27	Racial Diversity Index	48.54
Ancestry Diversity Index	7.75	Diversity Composite Index	57.00
Foreign Born Diversity Index	88.79	Population Density Index	77.64

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

#26125183500	Royal Oak	Oakland	MI

MP_26125183500

9	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26125183500	Total Households in 3 mi Ring	57,172
	CT Centroid Latitude	42.51354	Active Evangelical HHLDS	3,089
	CT Centroid Longitude	-83.19792	Active Evangelical PERCENT	5.40%
	City Location	Royal Oak	Unreached HHLDS	40,749
	County Location	Oakland	Unreached Percent	71.27%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,266
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.96%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,309
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.04%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	24,186
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.3%

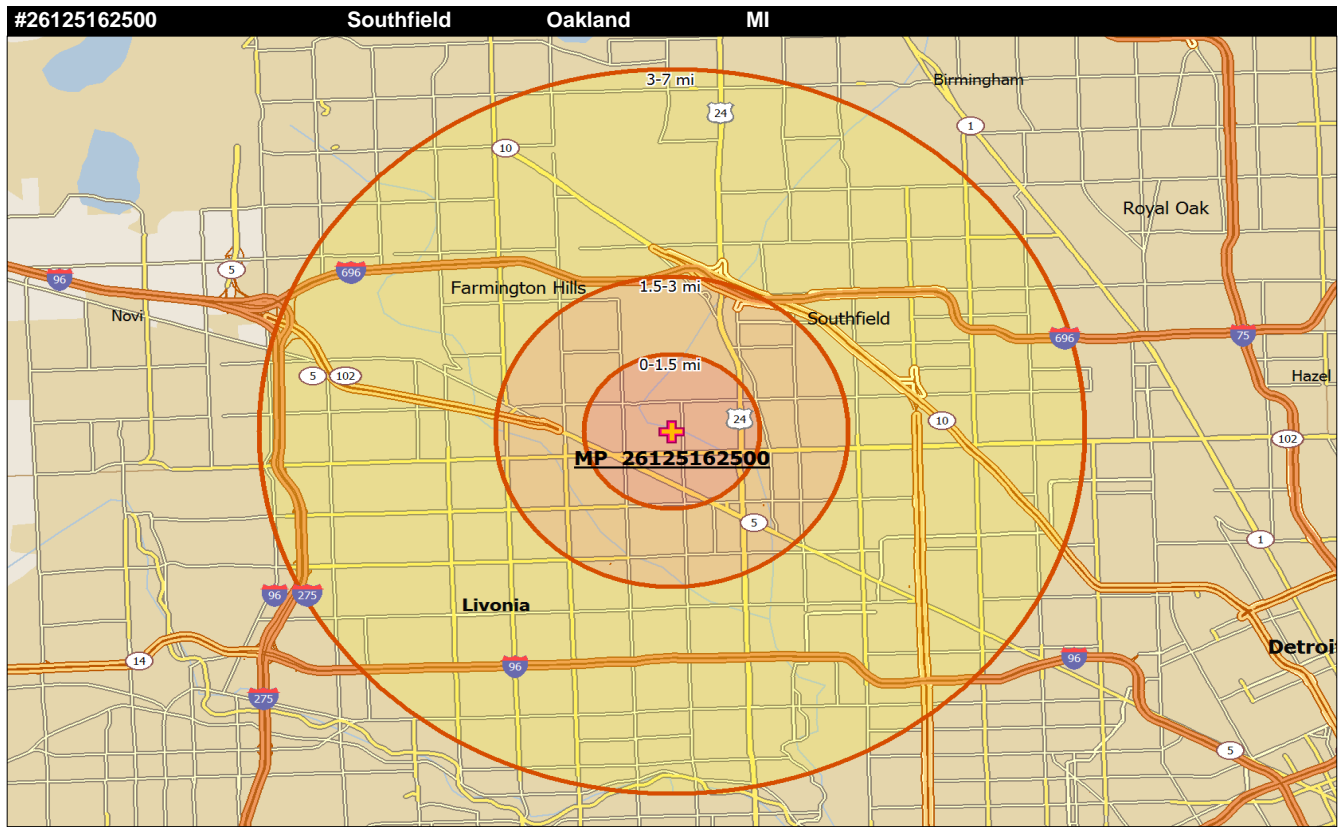| **3 MILE RING COMMUNITY TYPES**		**3 MILE RING COUNTY TYPES**	
Upscale Community	54.81%	Low Education County	False
Mainstay Community	7.32%	Low Employment County	False
Working Community	14.47%	Persistent Poverty County	False
Country Community	0.22%	Population Loss County	False
Aspiring Community	18.47%	Nonmetro Recreation County	False
Urban Community	4.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.74	Racial Diversity Index	40.04
Ancestry Diversity Index	93.47	Diversity Composite Index	82.56
Foreign Born Diversity Index	57.17	Population Density Index	77.80

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

#26125198100	Troy	Oakland	MI

MP 26125198100

10	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125198100	Total Households in 3 mi Ring	41,383
	CT Centroid Latitude	42.54382	Active Evangelical HHLDS	2,352
	CT Centroid Longitude	-83.09896	Active Evangelical PERCENT	5.68%
	City Location	Troy	Unreached HHLDS	28,877
	County Location	Oakland	Unreached Percent	69.78%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	6,524
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,682
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.31%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	17,675
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.71%

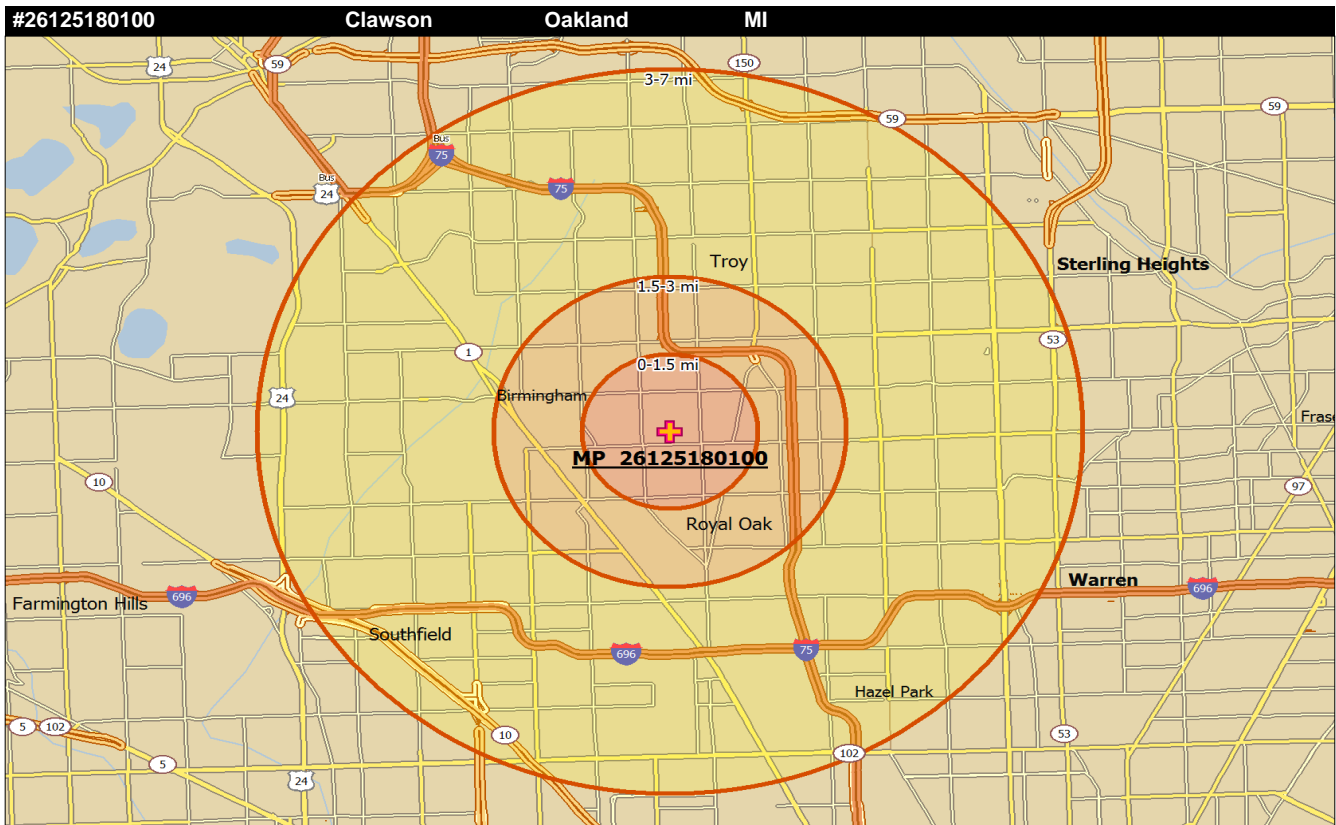| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	60.6%	Low Education County	False
Mainstay Community	8.62%	Low Employment County	False
Working Community	14.83%	Persistent Poverty County	False
Country Community	0.69%	Population Loss County	False
Aspiring Community	14.72%	Nonmetro Recreation County	False
Urban Community	0.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	85.87	Racial Diversity Index	34.34
Ancestry Diversity Index	91.27	Diversity Composite Index	87.87
Foreign Born Diversity Index	55.14	Population Density Index	73.77

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

www.iicm.net

#26125162500	Southfield	Oakland	MI

11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125162500	Total Households in 3 mi Ring	39,290
	CT Centroid Latitude	42.44850	Active Evangelical HHLDS	2,138
	CT Centroid Longitude	-83.30111	Active Evangelical PERCENT	5.44%
	City Location	Southfield	Unreached HHLDS	27,922
	County Location	Oakland	Unreached Percent	71.07%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	9,322
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.73%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,101
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	7.89%
	Density Assignment	C	NOT Evangelical NOT Interested HHLDS	15,690
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	39.93%

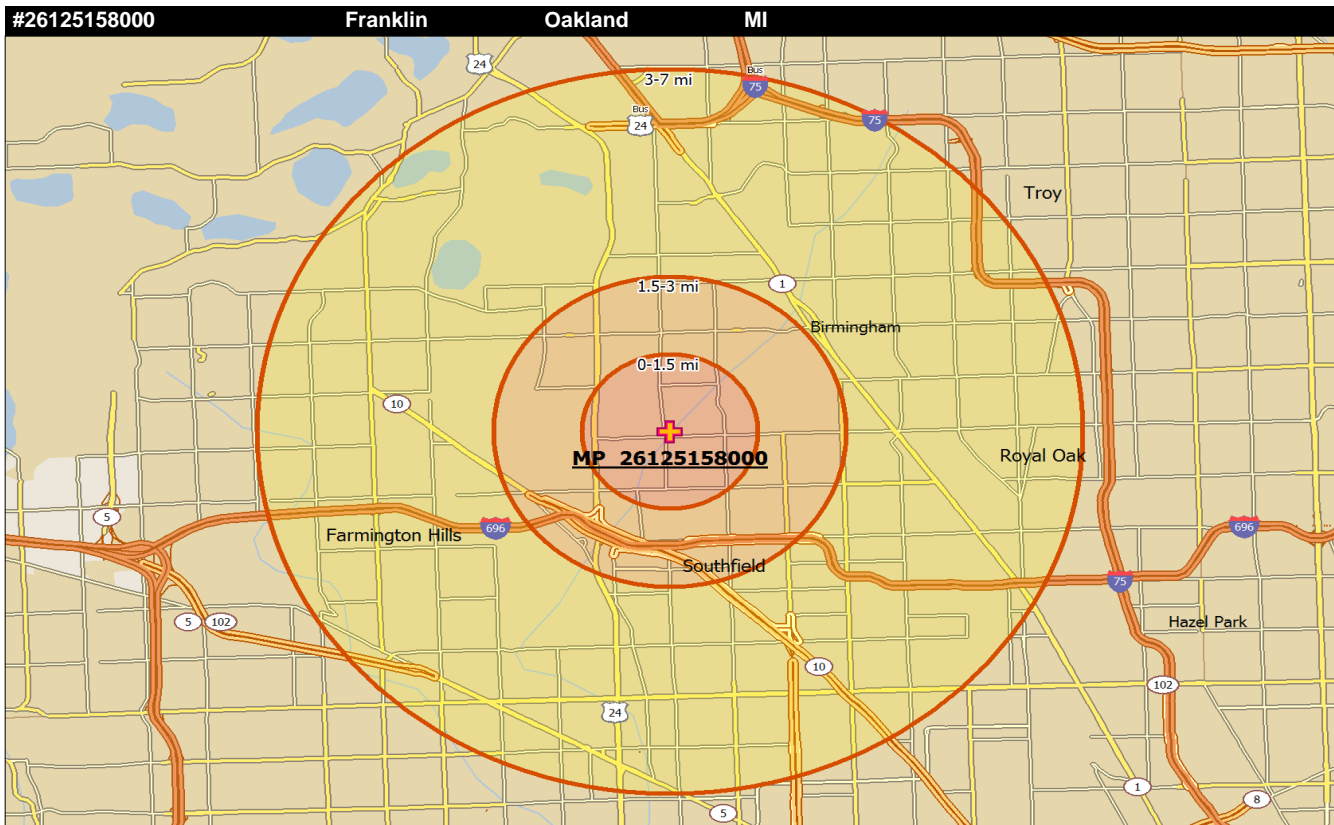| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.38%	Low Education County	False
Mainstay Community	5.66%	Low Employment County	False
Working Community	26.86%	Persistent Poverty County	False
Country Community	0.17%	Population Loss County	False
Aspiring Community	34.94%	Nonmetro Recreation County	False
Urban Community	20.01%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	51.42	Racial Diversity Index	70.11
Ancestry Diversity Index	40.76	Diversity Composite Index	73.81
Foreign Born Diversity Index	93.13	Population Density Index	70.16

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

#26125180100	Clawson	Oakland	MI

12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125180100	Total Households in 3 mi Ring	47,945
	CT Centroid Latitude	42.53685	Active Evangelical HHLDS	2,604
	CT Centroid Longitude	-83.15664	Active Evangelical PERCENT	5.43%
	City Location	Clawson	Unreached HHLDS	34,100
	County Location	Oakland	Unreached Percent	71.12%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	7,611
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.87%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	5,827
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.15%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	20,666
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.1%

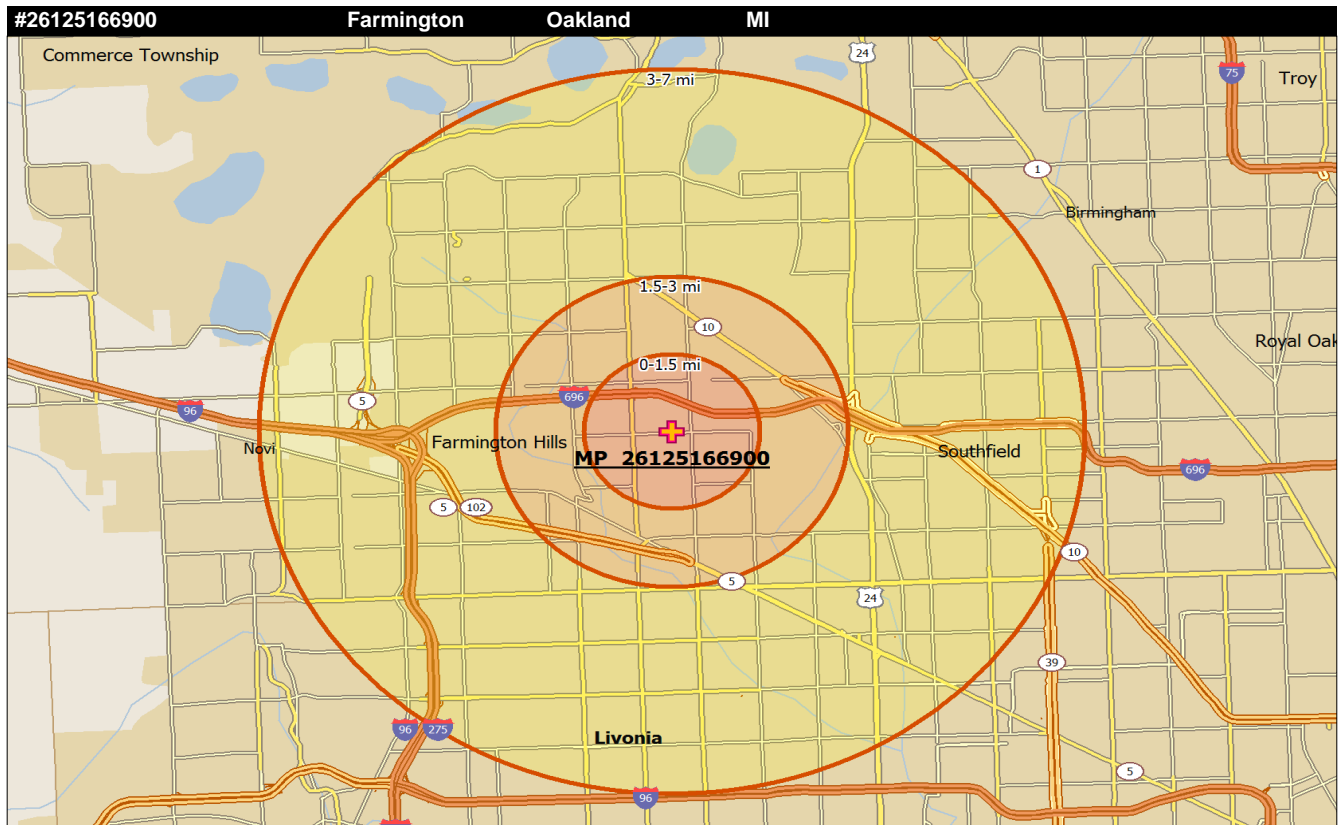| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	55.69%	Low Education County	False
Mainstay Community	6.91%	Low Employment County	False
Working Community	15.19%	Persistent Poverty County	False
Country Community	0.23%	Population Loss County	False
Aspiring Community	20.96%	Nonmetro Recreation County	False
Urban Community	1.03%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.24	Racial Diversity Index	31.14
Ancestry Diversity Index	99.31	Diversity Composite Index	76.55
Foreign Born Diversity Index	80.32	Population Density Index	70.39

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

www.iicm.net

#26125158000   **Franklin**   **Oakland**   **MI**

13	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125158000	Total Households in 3 mi Ring	27,685
	CT Centroid Latitude	42.51758	Active Evangelical HHLDS	1,366
	CT Centroid Longitude	-83.26074	Active Evangelical PERCENT	4.94%
	City Location	Franklin	Unreached HHLDS	20,419
	County Location	Oakland	Unreached Percent	73.76%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,475
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.39%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,531
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.14%
	Density Assignment	C	NOT Evangelical NOT Interested HHLDS	11,459
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.39%

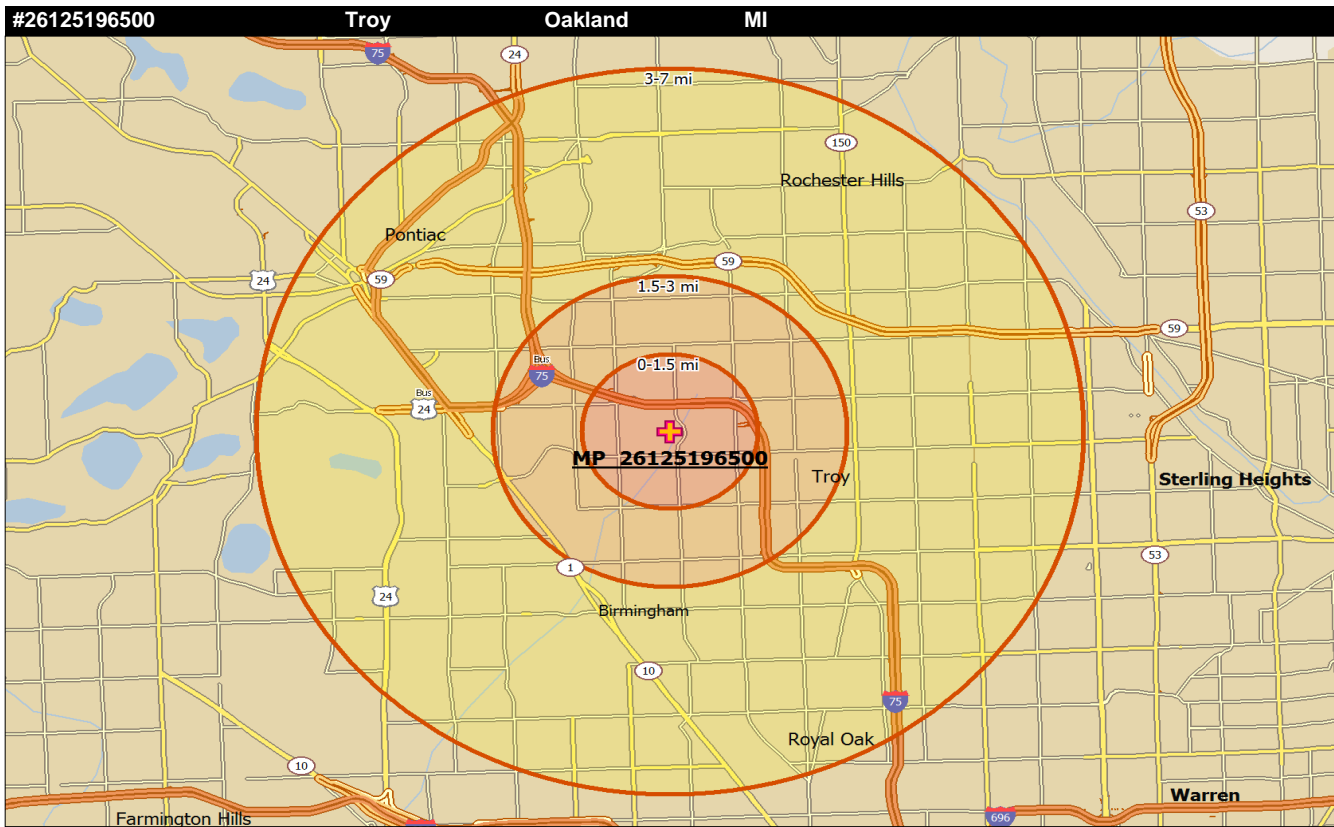| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	53.15%	Low Education County	False
Mainstay Community	5.24%	Low Employment County	False
Working Community	2.12%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	26.38%	Nonmetro Recreation County	False
Urban Community	13.11%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	70.67	Racial Diversity Index	58.96
Ancestry Diversity Index	57.20	Diversity Composite Index	86.97
Foreign Born Diversity Index	62.09	Population Density Index	63.65

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

#26125166900   **Farmington**   **Oakland**   **MI**

14	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26125166900	Total Households in 3 mi Ring	27,790
	CT Centroid Latitude	42.48542	Active Evangelical HHLDS	1,456
	CT Centroid Longitude	-83.34479	Active Evangelical PERCENT	5.24%
	City Location	Farmington	Unreached HHLDS	20,050
	County Location	Oakland	Unreached Percent	72.15%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,323
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	19.15%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,996
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.78%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	11,736
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.23%

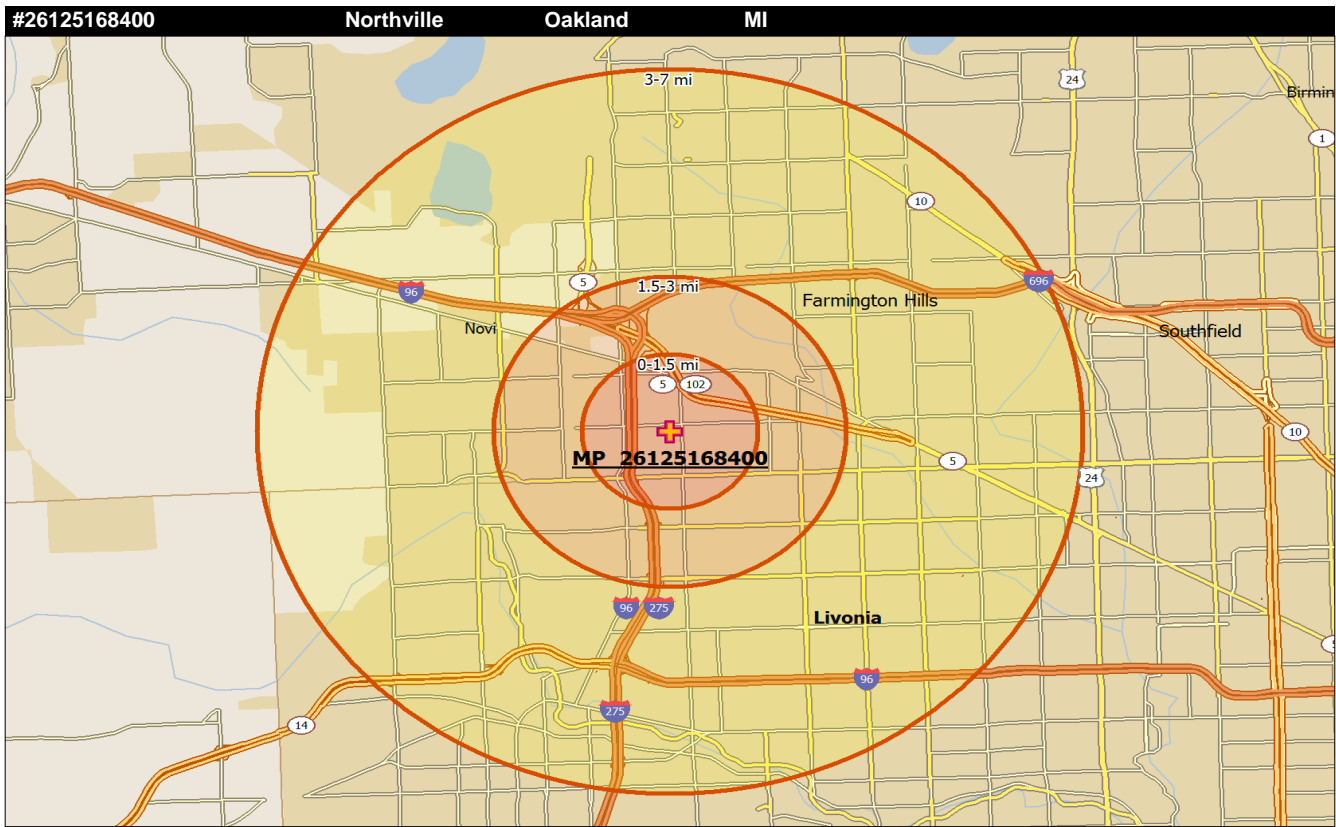| **3 MILE RING COMMUNITY TYPES**		**3 MILE RING COUNTY TYPES**	
Upscale Community	48.06%	Low Education County	False
Mainstay Community	13.26%	Low Employment County	False
Working Community	6.01%	Persistent Poverty County	False
Country Community	0.49%	Population Loss County	False
Aspiring Community	23.2%	Nonmetro Recreation County	False
Urban Community	8.97%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.43	Racial Diversity Index	53.45
Ancestry Diversity Index	73.67	Diversity Composite Index	93.62
Foreign Born Diversity Index	65.53	Population Density Index	58.24

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

#26125196500	Troy	Oakland	MI

15	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125196500	Total Households in 3 mi Ring	21,768
	CT Centroid Latitude	42.59701	Active Evangelical HHLDS	1,098
	CT Centroid Longitude	-83.19069	Active Evangelical PERCENT	5.04%
	City Location	Troy	Unreached HHLDS	15,932
	County Location	Oakland	Unreached Percent	73.19%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,639
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.72%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,788
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.81%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	9,504
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.66%

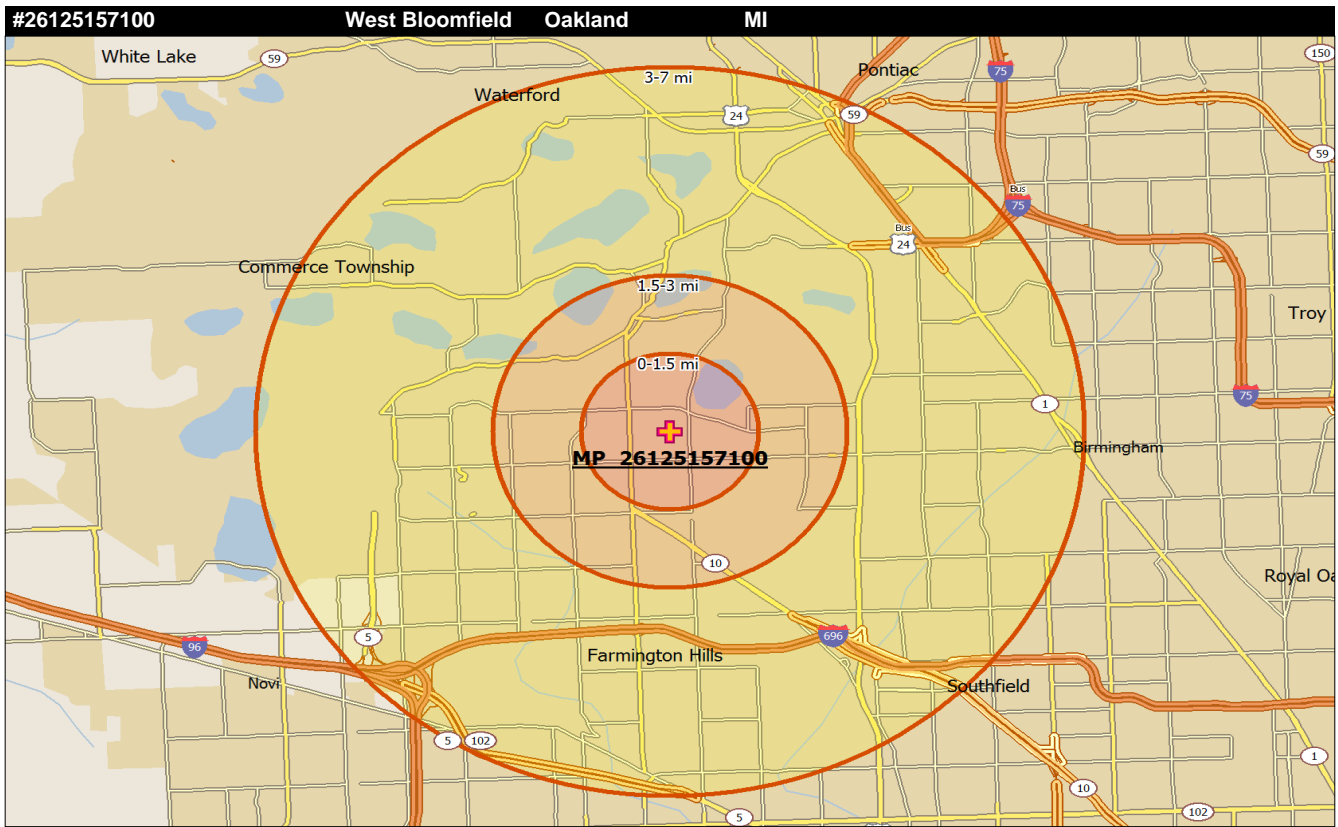| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	76.66%	Low Education County	False
Mainstay Community	14.63%	Low Employment County	False
Working Community	0.63%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	8.07%	Nonmetro Recreation County	False
Urban Community	0.01%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.04	Racial Diversity Index	44.21
Ancestry Diversity Index	96.89	Diversity Composite Index	95.86
Foreign Born Diversity Index	67.97	Population Density Index	55.91

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

www.iicm.net

#26125168400	Northville	Oakland	MI

16	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#26125168400	Total Households in 3 mi Ring	31,726
	CT Centroid Latitude	42.45189	Active Evangelical HHLDS	1,660
	CT Centroid Longitude	-83.41868	Active Evangelical PERCENT	5.23%
	City Location	Northville	Unreached HHLDS	22,898
	County Location	Oakland	Unreached Percent	72.17%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,931
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.54%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,274
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.47%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	13,695
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.17%

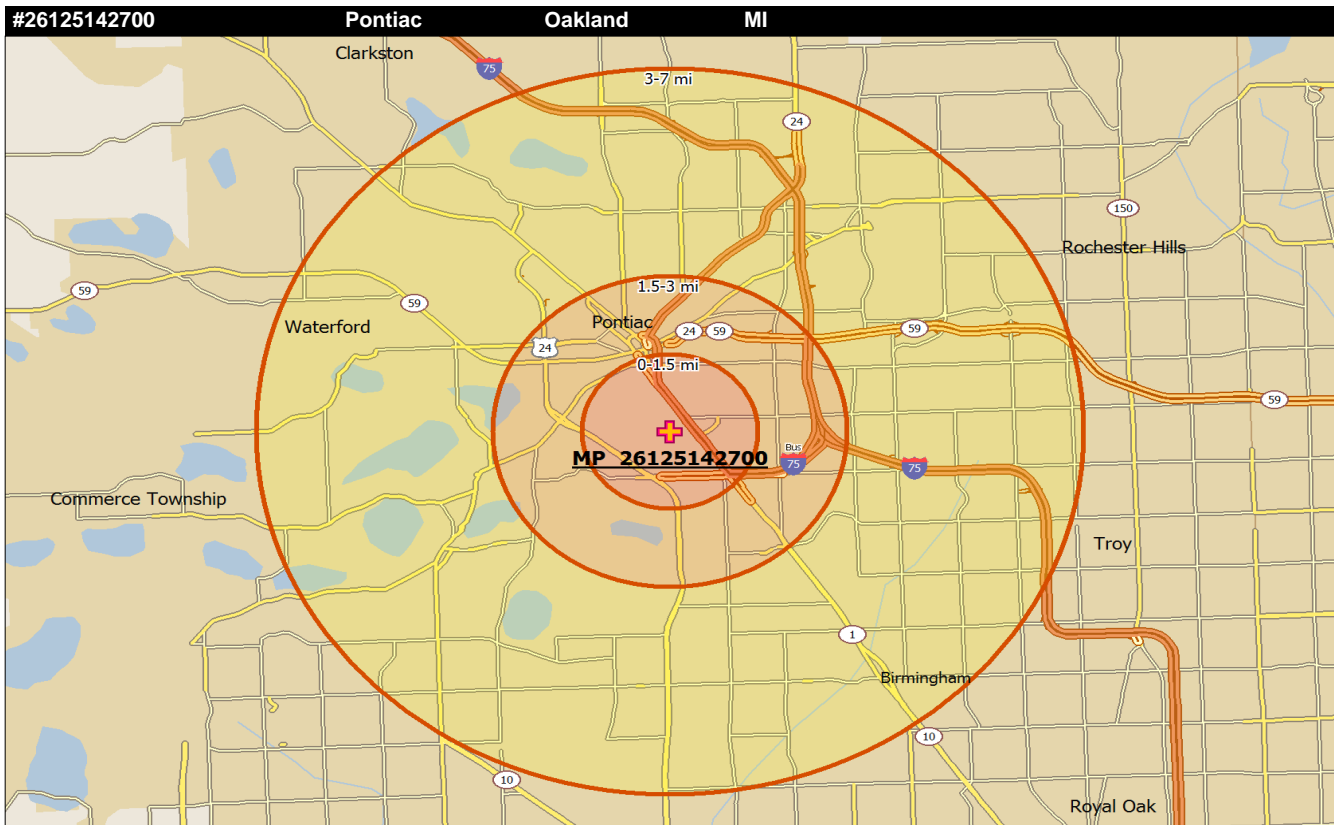| **3 MILE RING COMMUNITY TYPES**		**3 MILE RING COUNTY TYPES**	
Upscale Community	61.92%	Low Education County	False
Mainstay Community	13.88%	Low Employment County	False
Working Community	1.16%	Persistent Poverty County	False
Country Community	0.47%	Population Loss County	False
Aspiring Community	22.56%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.54	Racial Diversity Index	42.53
Ancestry Diversity Index	98.11	Diversity Composite Index	94.21
Foreign Born Diversity Index	70.92	Population Density Index	61.62

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

#26125157100   **West Bloomfield   Oakland   MI**

MP_26125157100

17	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125157100	Total Households in 3 mi Ring	20,329
	CT Centroid Latitude	42.55117	Active Evangelical HHLDS	962
	CT Centroid Longitude	-83.34766	Active Evangelical PERCENT	4.73%
	City Location	West Bloomfield	Unreached HHLDS	15,220
	County Location	Oakland	Unreached Percent	74.87%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,664
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	18.02%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,570
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.64%
	Density Assignment	C	NOT Evangelical NOT Interested HHLDS	8,989
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.22%

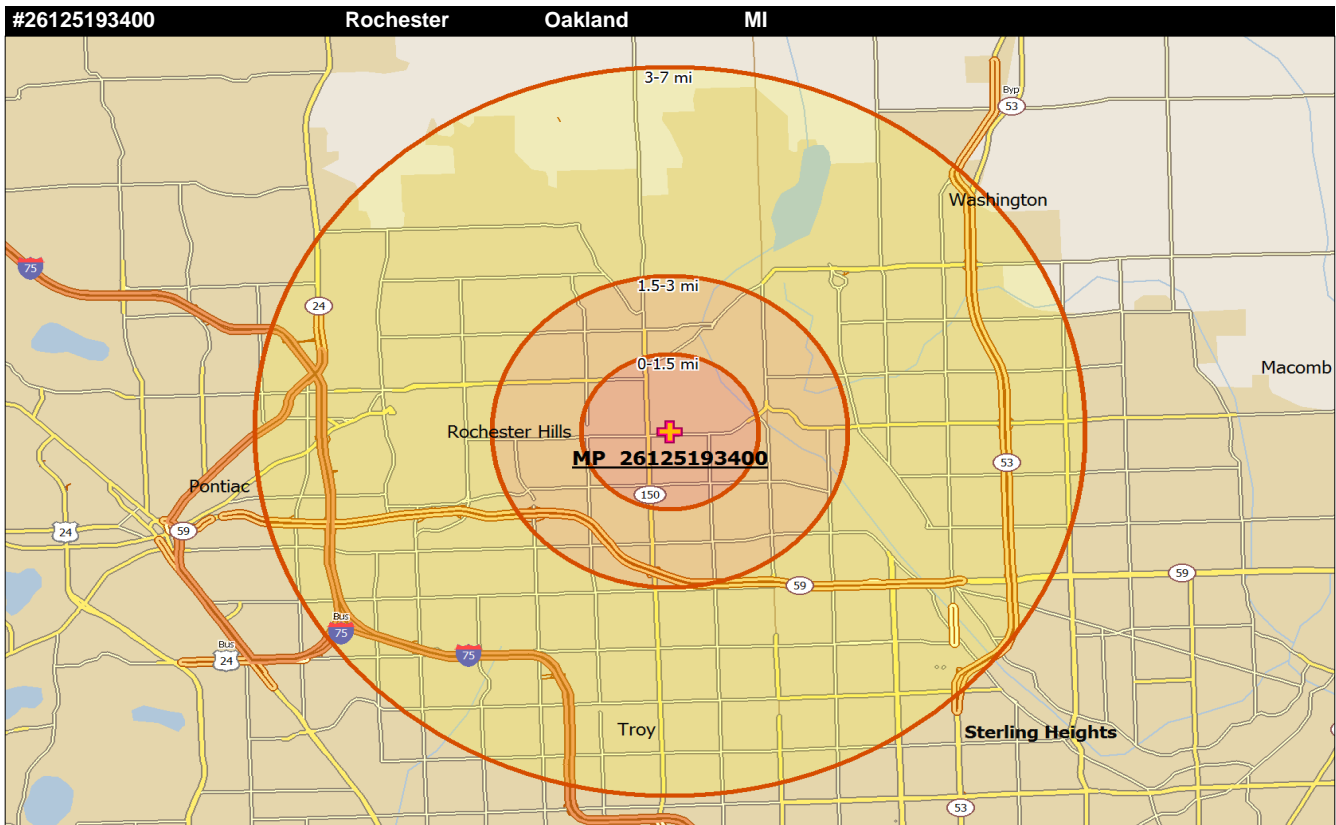| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	87.44%	Low Education County	False
Mainstay Community	11.73%	Low Employment County	False
Working Community	0.09%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	0.72%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	83.08	Racial Diversity Index	40.01
Ancestry Diversity Index	68.93	Diversity Composite Index	88.95
Foreign Born Diversity Index	65.68	Population Density Index	51.08

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

#26125142700	Pontiac	Oakland	MI

18	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125142700	Total Households in 3 mi Ring	25,445
	CT Centroid Latitude	42.61563	Active Evangelical HHLDS	1,361
	CT Centroid Longitude	-83.28418	Active Evangelical PERCENT	5.35%
	City Location	Pontiac	Unreached HHLDS	18,207
	County Location	Oakland	Unreached Percent	71.56%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,162
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	24.22%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,810
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	7.11%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	10,453
	Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	41.08%

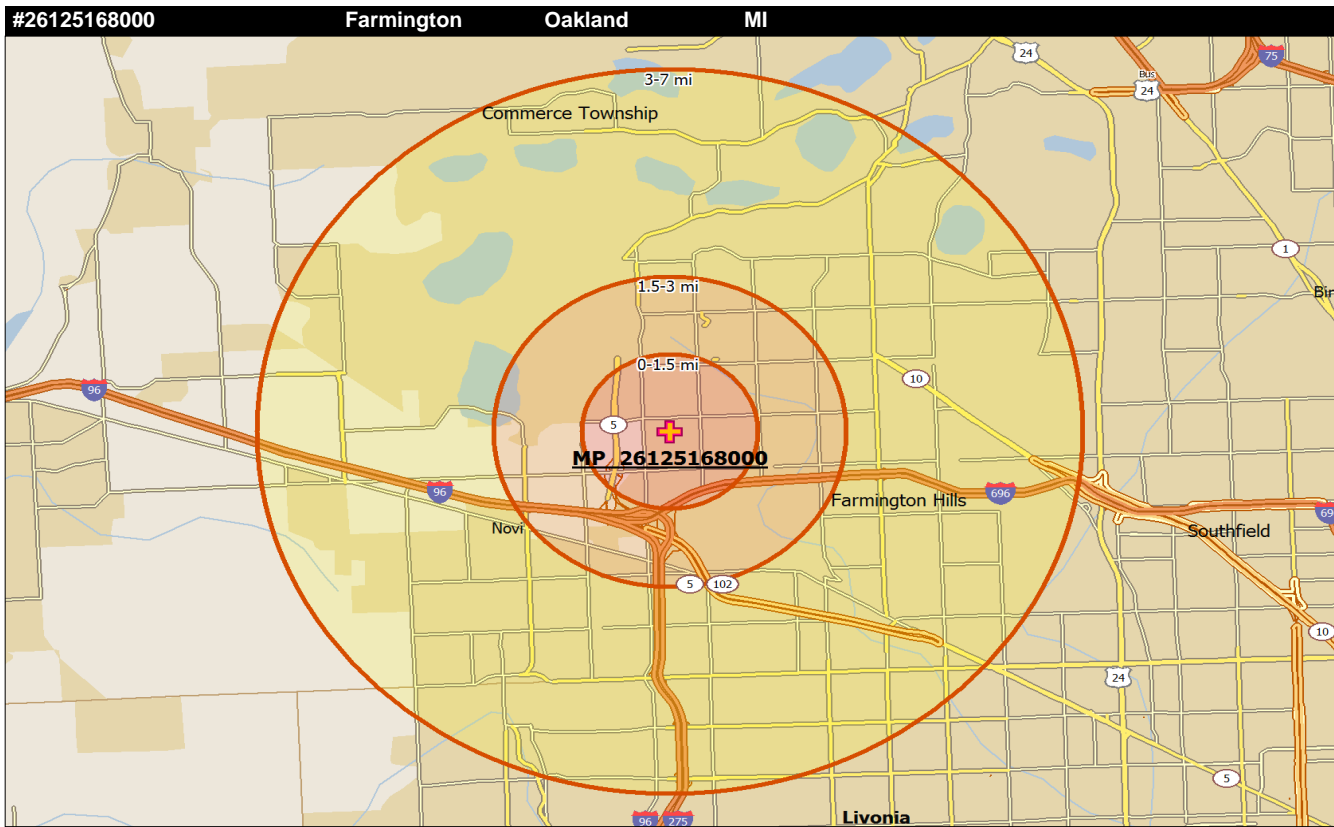| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.08%	Low Education County	False
Mainstay Community	7.97%	Low Employment County	False
Working Community	9.46%	Persistent Poverty County	False
Country Community	0.13%	Population Loss County	False
Aspiring Community	18.51%	Nonmetro Recreation County	False
Urban Community	32.84%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.74	Racial Diversity Index	83.37
Ancestry Diversity Index	27.81	Diversity Composite Index	78.52
Foreign Born Diversity Index	88.13	Population Density Index	57.02

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

#26125193400	Rochester	Oakland	MI

19	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125193400	Total Households in 3 mi Ring	26,672
	CT Centroid Latitude	42.66732	Active Evangelical HHLDS	1,428
	CT Centroid Longitude	-83.12578	Active Evangelical PERCENT	5.36%
	City Location	Rochester	Unreached HHLDS	19,081
	County Location	Oakland	Unreached Percent	71.54%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,186
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.7%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,351
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.56%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	11,544
	Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	43.28%

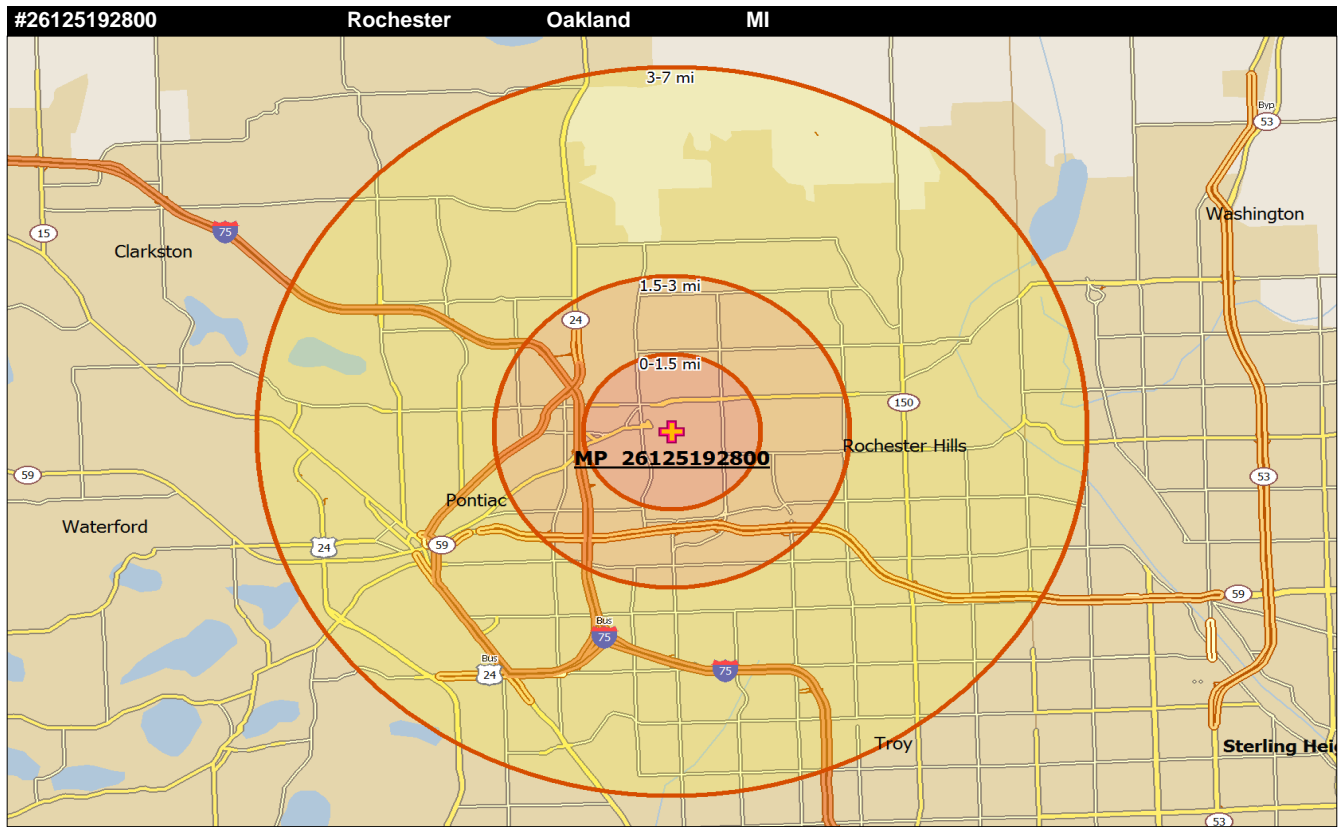| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	66.36%	Low Education County	False
Mainstay Community	9.92%	Low Employment County	False
Working Community	6.28%	Persistent Poverty County	False
Country Community	2.29%	Population Loss County	False
Aspiring Community	14.28%	Nonmetro Recreation County	False
Urban Community	0.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.72	Racial Diversity Index	33.60
Ancestry Diversity Index	98.07	Diversity Composite Index	96.39
Foreign Born Diversity Index	91.56	Population Density Index	57.17

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

#26125168000　　　**Farmington**　　　**Oakland**　　　**MI**

MP_26125168000

20	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125168000	Total Households in 3 mi Ring	25,046
	CT Centroid Latitude	42.50788	Active Evangelical HHLDS	1,261
	CT Centroid Longitude	-83.42793	Active Evangelical PERCENT	5.04%
	City Location	Farmington	Unreached HHLDS	18,338
	County Location	Oakland	Unreached Percent	73.22%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,001
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.97%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,337
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.32%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	11,001
	Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	43.92%

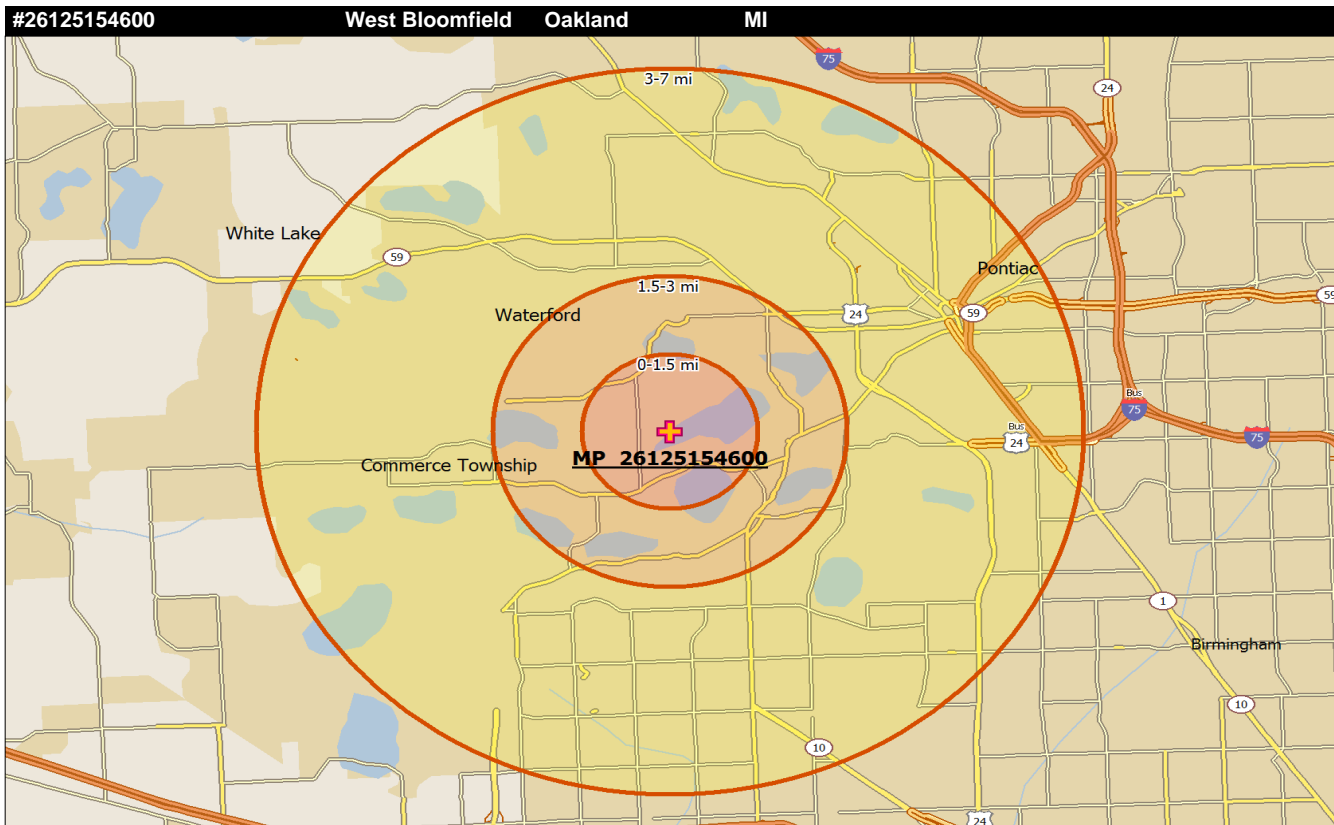| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	73.5%	Low Education County	False
Mainstay Community	8.43%	Low Employment County	False
Working Community	1.25%	Persistent Poverty County	False
Country Community	0.08%	Population Loss County	False
Aspiring Community	16.69%	Nonmetro Recreation County	False
Urban Community	0.04%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	77.98	Racial Diversity Index	44.88
Ancestry Diversity Index	82.07	Diversity Composite Index	93.11
Foreign Born Diversity Index	66.56	Population Density Index	54.78

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

#26125192800   Rochester   Oakland   MI

21	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125192800	Total Households in 3 mi Ring	19,556
	CT Centroid Latitude	42.67129	Active Evangelical HHLDS	1,053
	CT Centroid Longitude	-83.21035	Active Evangelical PERCENT	5.39%
	City Location	Rochester	Unreached HHLDS	13,957
	County Location	Oakland	Unreached Percent	71.37%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,469
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	17.74%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,191
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.2%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	8,339
	Population Pattern	50000-250000-1000000	NOT Evangelical NOT Interested PERCENT	42.64%

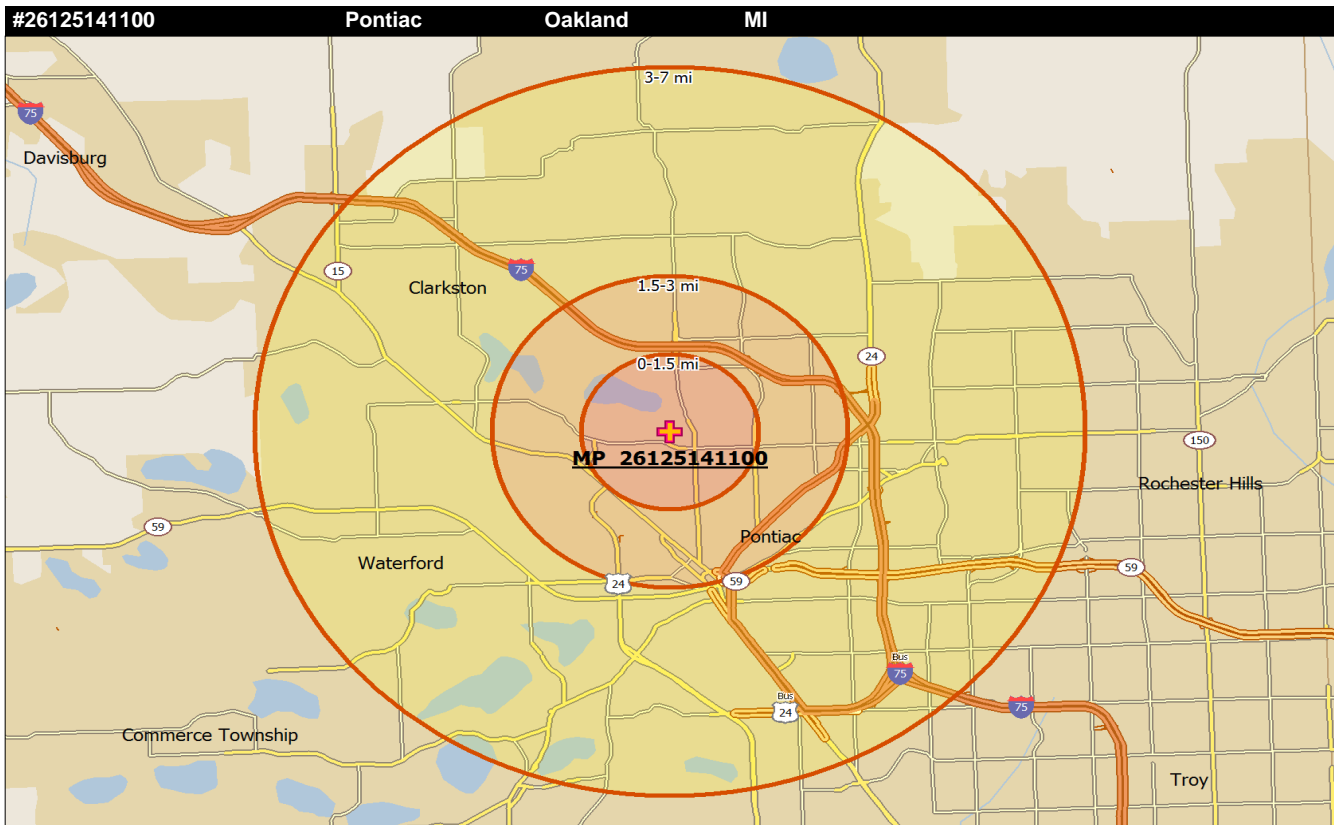| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	51.07%	Low Education County	False
Mainstay Community	12.88%	Low Employment County	False
Working Community	11.89%	Persistent Poverty County	False
Country Community	0.41%	Population Loss County	False
Aspiring Community	10.04%	Nonmetro Recreation County	False
Urban Community	13.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.25	Racial Diversity Index	55.39
Ancestry Diversity Index	82.21	Diversity Composite Index	95.77
Foreign Born Diversity Index	93.51	Population Density Index	48.60

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

#26125154600 **West Bloomfield** **Oakland** **MI**

22	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125154600	Total Households in 3 mi Ring	19,592
	CT Centroid Latitude	42.60638	Active Evangelical HHLDS	1,065
	CT Centroid Longitude	-83.38770	Active Evangelical PERCENT	5.43%
	City Location	West Bloomfield	Unreached HHLDS	13,932
	County Location	Oakland	Unreached Percent	71.11%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,167
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.16%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,286
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.67%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	8,479
	Population Pattern	50000-1000000-250000	NOT Evangelical NOT Interested PERCENT	43.28%

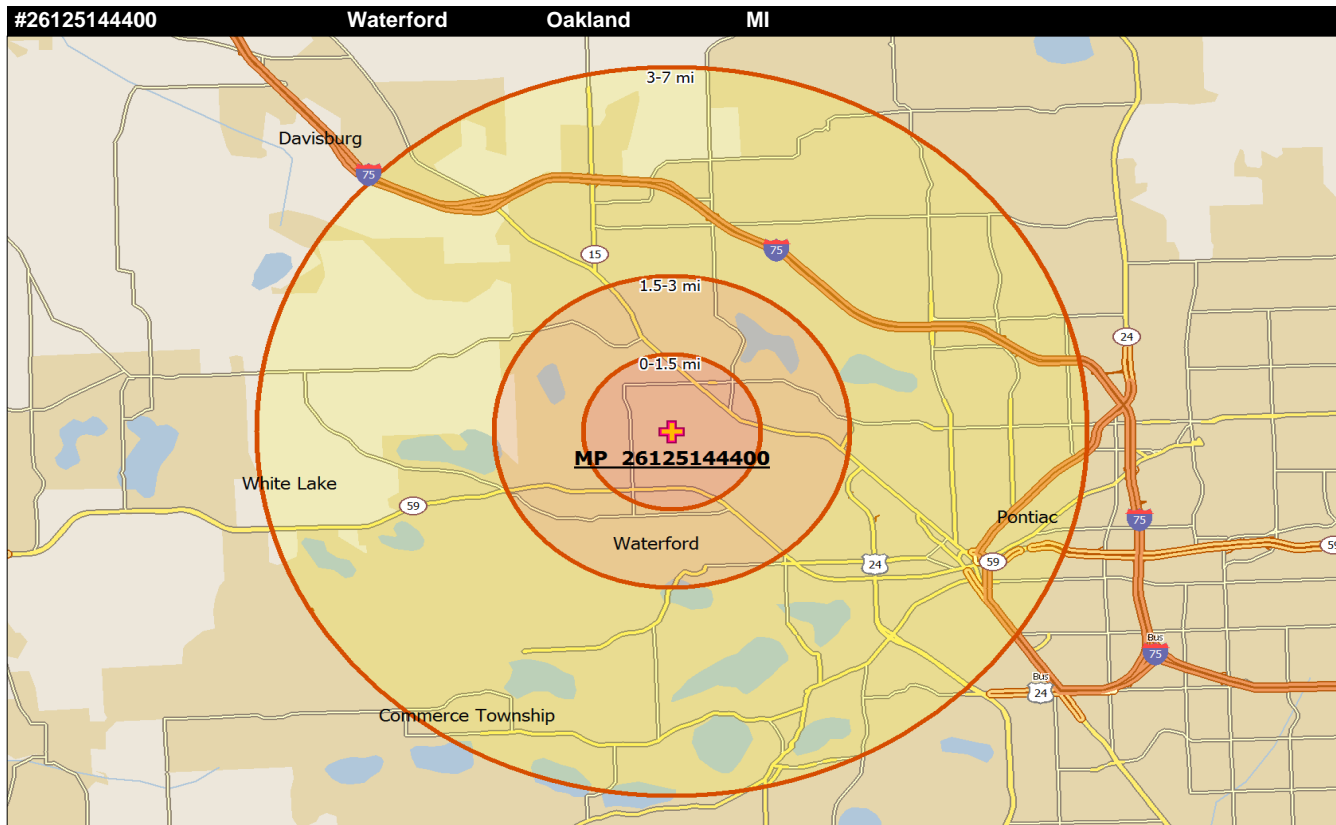| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	68.4%	Low Education County	False
Mainstay Community	6.42%	Low Employment County	False
Working Community	19.13%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	5.45%	Nonmetro Recreation County	False
Urban Community	0.57%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.91	Racial Diversity Index	29.45
Ancestry Diversity Index	98.60	Diversity Composite Index	91.30
Foreign Born Diversity Index	74.83	Population Density Index	47.71

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

#26125141100	Pontiac	Oakland	MI

MP_26125141100

23	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125141100	Total Households in 3 mi Ring	22,158
	CT Centroid Latitude	42.68158	Active Evangelical HHLDS	1,279
	CT Centroid Longitude	-83.30885	Active Evangelical PERCENT	5.77%
	City Location	Pontiac	Unreached HHLDS	15,360
	County Location	Oakland	Unreached Percent	69.32%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,690
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	21.17%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,765
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	7.96%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	9,045
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.82%

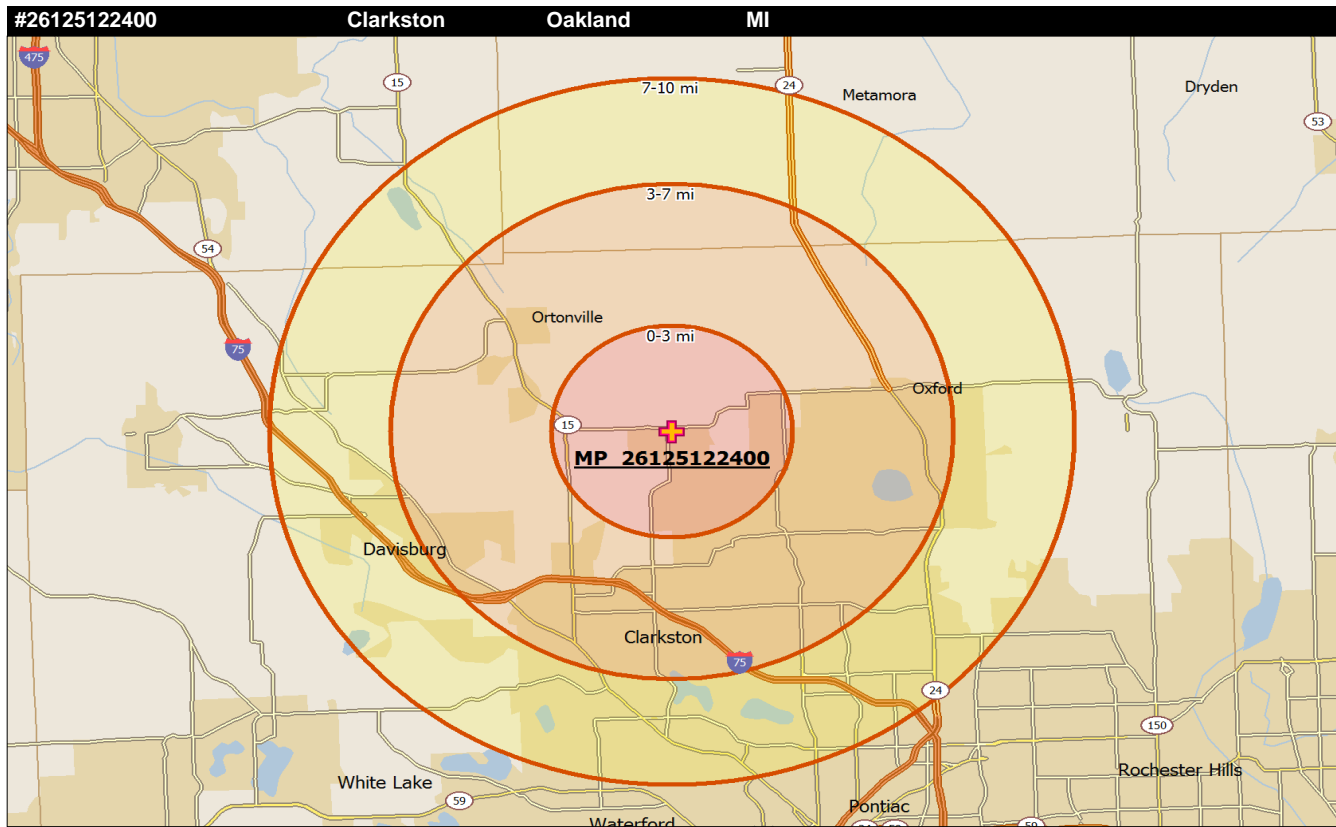| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.91%	Low Education County	False
Mainstay Community	4.63%	Low Employment County	False
Working Community	36.3%	Persistent Poverty County	False
Country Community	0.71%	Population Loss County	False
Aspiring Community	10.04%	Nonmetro Recreation County	False
Urban Community	29.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	59.30	Racial Diversity Index	77.87
Ancestry Diversity Index	38.48	Diversity Composite Index	85.31
Foreign Born Diversity Index	48.10	Population Density Index	54.24

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

#26125144400	Waterford	Oakland	MI

24	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125144400	Total Households in 3 mi Ring	22,501
	CT Centroid Latitude	42.67604	Active Evangelical HHLDS	1,325
	CT Centroid Longitude	-83.39297	Active Evangelical PERCENT	5.89%
	City Location	Waterford	Unreached HHLDS	15,457
	County Location	Oakland	Unreached Percent	68.69%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,566
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.85%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,489
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.06%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	9,401
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.78%

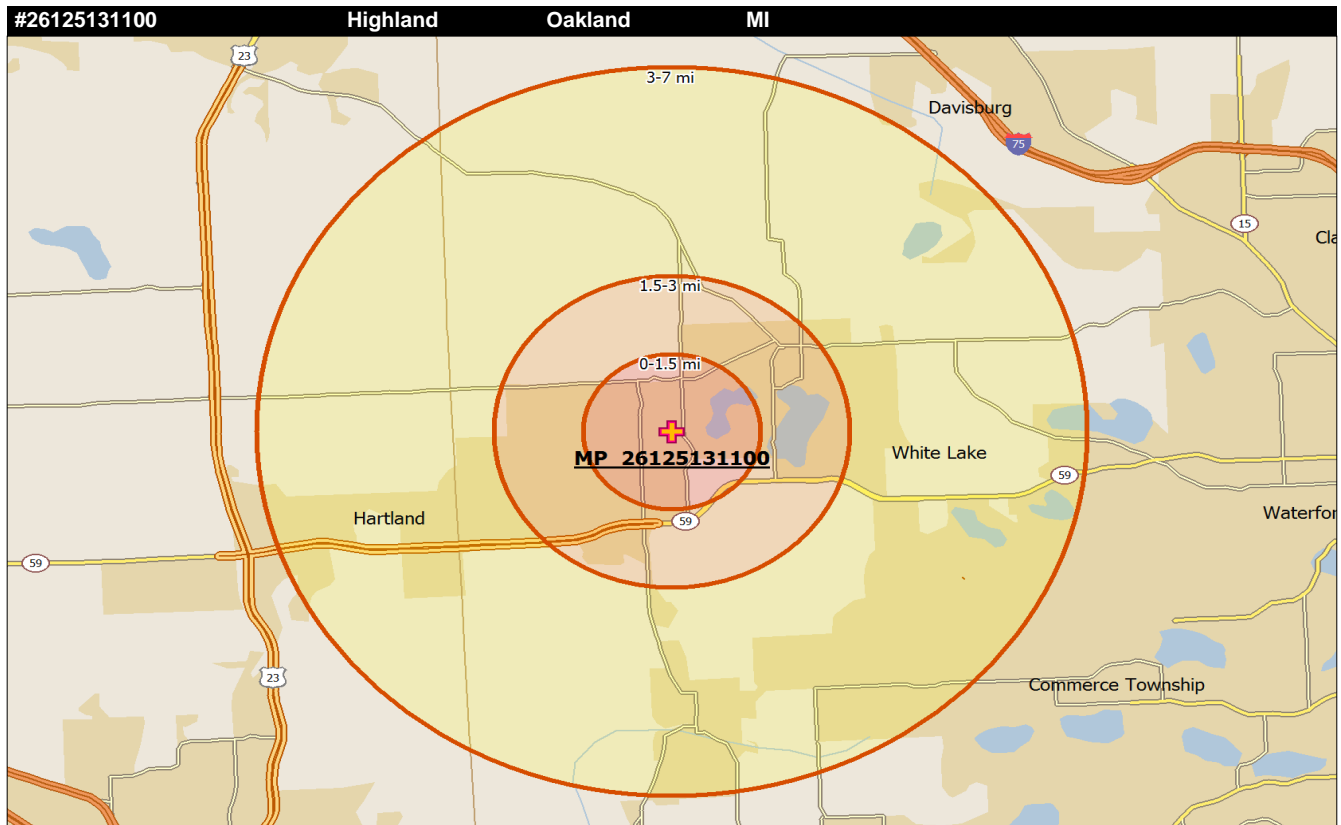| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	42.93%	Low Education County	False
Mainstay Community	11.52%	Low Employment County	False
Working Community	38.59%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	3.84%	Nonmetro Recreation County	False
Urban Community	2.63%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.46	Racial Diversity Index	28.72
Ancestry Diversity Index	97.55	Diversity Composite Index	86.20
Foreign Born Diversity Index	81.84	Population Density Index	51.50

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

#26125122400	Clarkston	Oakland	MI

MP_26125122400

25	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125122400	Total Households in 3 mi Ring	5,463
	CT Centroid Latitude	42.80716	Active Evangelical HHLDS	325
	CT Centroid Longitude	-83.37090	Active Evangelical PERCENT	5.95%
	City Location	Clarkston	Unreached HHLDS	3,735
	County Location	Oakland	Unreached Percent	68.37%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	877
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	16.05%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	617
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.29%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	2,242
	Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41.04%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	68.55%	Low Education County	False
Mainstay Community	3.9%	Low Employment County	False
Working Community	16.62%	Persistent Poverty County	False
Country Community	10.91%	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	11.30	Racial Diversity Index	19.68
Ancestry Diversity Index	97.92	Diversity Composite Index	56.25
Foreign Born Diversity Index	55.86	Population Density Index	23.71

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

#26125131100   Highland   Oakland   MI

26	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#26125131100	Total Households in 3 mi Ring	6,525
	CT Centroid Latitude	42.66745	Active Evangelical HHLDS	393
	CT Centroid Longitude	-83.60840	Active Evangelical PERCENT	6.03%
	City Location	Highland	Unreached HHLDS	4,436
	County Location	Oakland	Unreached Percent	67.98%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	967
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	14.82%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	753
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.55%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	2,715
	Population Pattern	50000-100000-250000	NOT Evangelical NOT Interested PERCENT	41.61%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	70.71%	Low Education County	False
Mainstay Community	16.77%	Low Employment County	False
Working Community	5.27%	Persistent Poverty County	False
Country Community	6.27%	Population Loss County	False
Aspiring Community	0.25%	Nonmetro Recreation County	False
Urban Community	0.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.24	Racial Diversity Index	17.57
Ancestry Diversity Index	95.32	Diversity Composite Index	43.51
Foreign Born Diversity Index	58.83	Population Density Index	29.36

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

Interpreting Your Mission Point Report

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

1. Census Tract

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

2. Latitude and Longitude

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

3. City Location

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

4. County Location

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

5. Sitescape Category and Sitescape Category Code

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

6. Sitescape Group and Sitescape Group Code

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

7. Density Pattern

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

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

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

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

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

F - No Change followed by Increased Density
G - No Change remaining Constant Density Level
H - No Change followed by Decreased Density
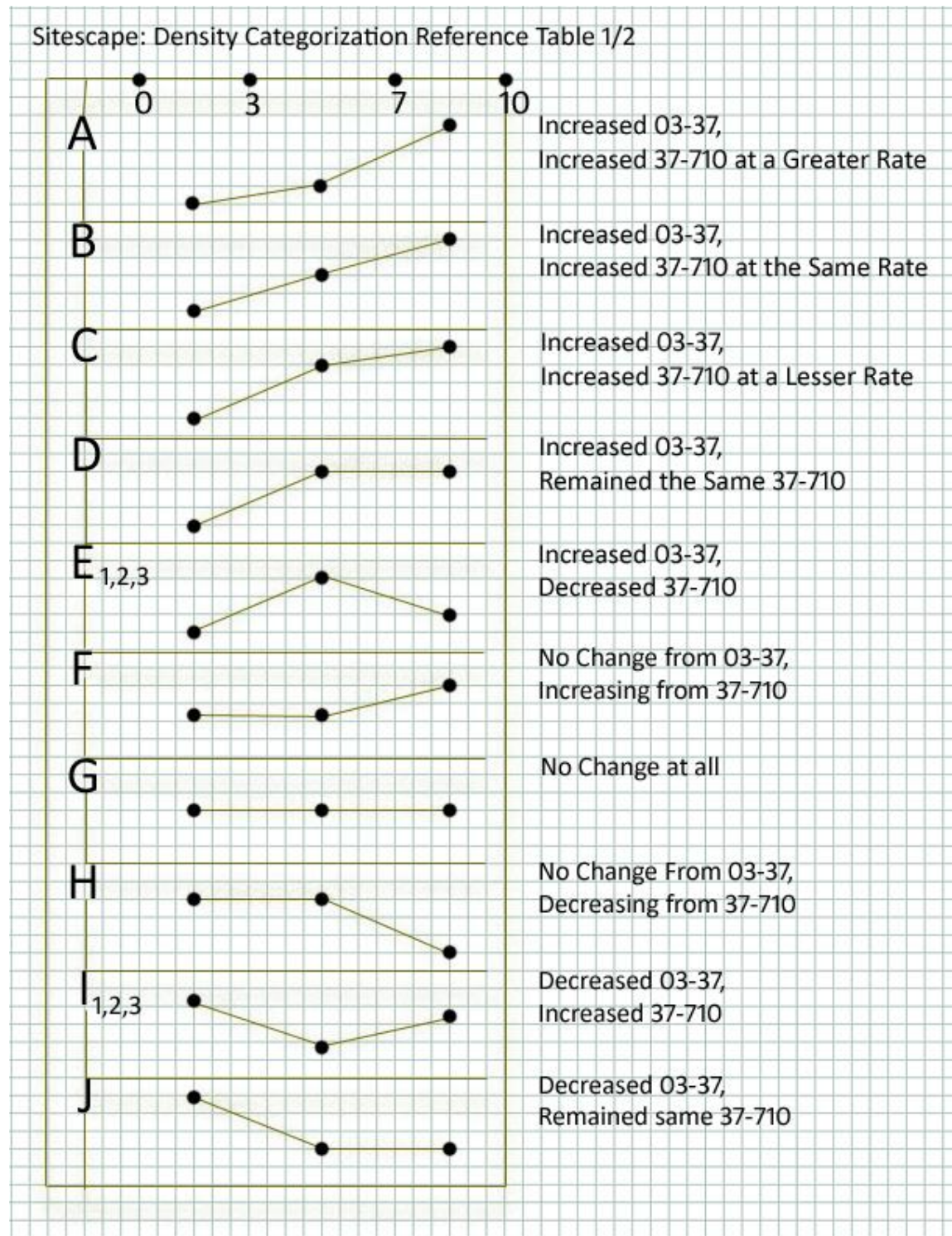
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:
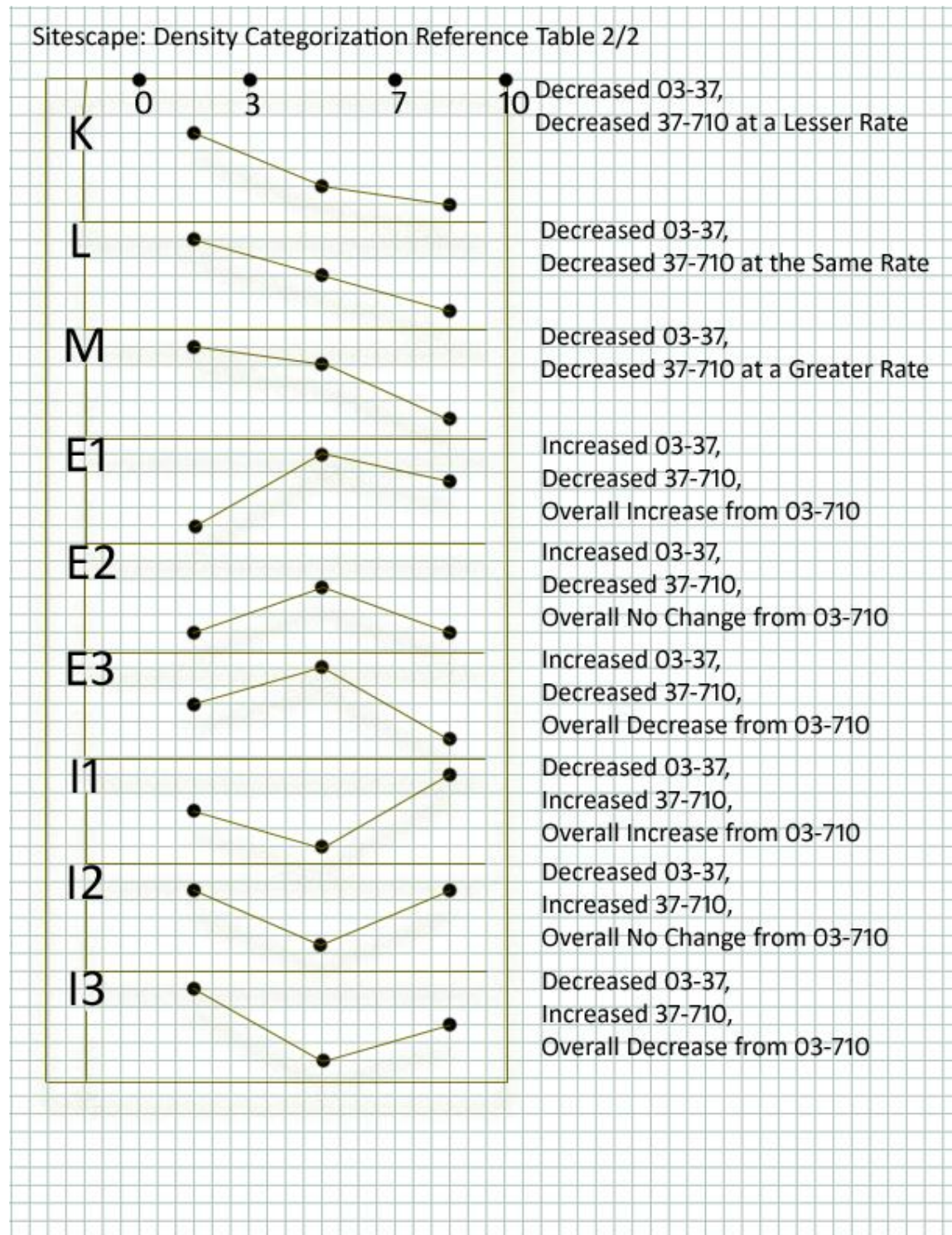
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

8. Population Pattern

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

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

Sitescape: Density Categorization Reference Table 1/2

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

Sitescape: Density Categorization Reference Table 2/2

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

9. Using Density and Population Patterns

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

Interpreting the Population Pattern in light of the Density Pattern

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

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

What Does This Mean in Practical Terms?

1. The 0-3 mile band is much more concentrated in density -- which could mean:
-- greater sense of community and location identity among the population
-- probably a greater need for a larger number of smaller congregations -- meeting needs of diverse groups within the more densely populated area -- maybe servicing groups of about 135-150 in max attendance -- this depends on the degree of diversity within the concentrated band

2. The 3-7 mile band, while having a greater amount of population is more dispersed – which could mean:
-- probably more "suburban-like" and commuter oriented
-- which means a more "regional' approach to church planting may be justified

3. The 7-10 mile band, with less population and less density may indicate a more "fringe type" location
-- which means one should explore the type of lifestyle segments in this area -- are they more "rural-oriented" pointing back to populations who have been there for generations OR are they more "exurbanites" -- affluent yuppies fleeing the urban areas building upscale conclaves -- either direction represents a unique church planting environment

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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