

# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points in the  
Pines 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.

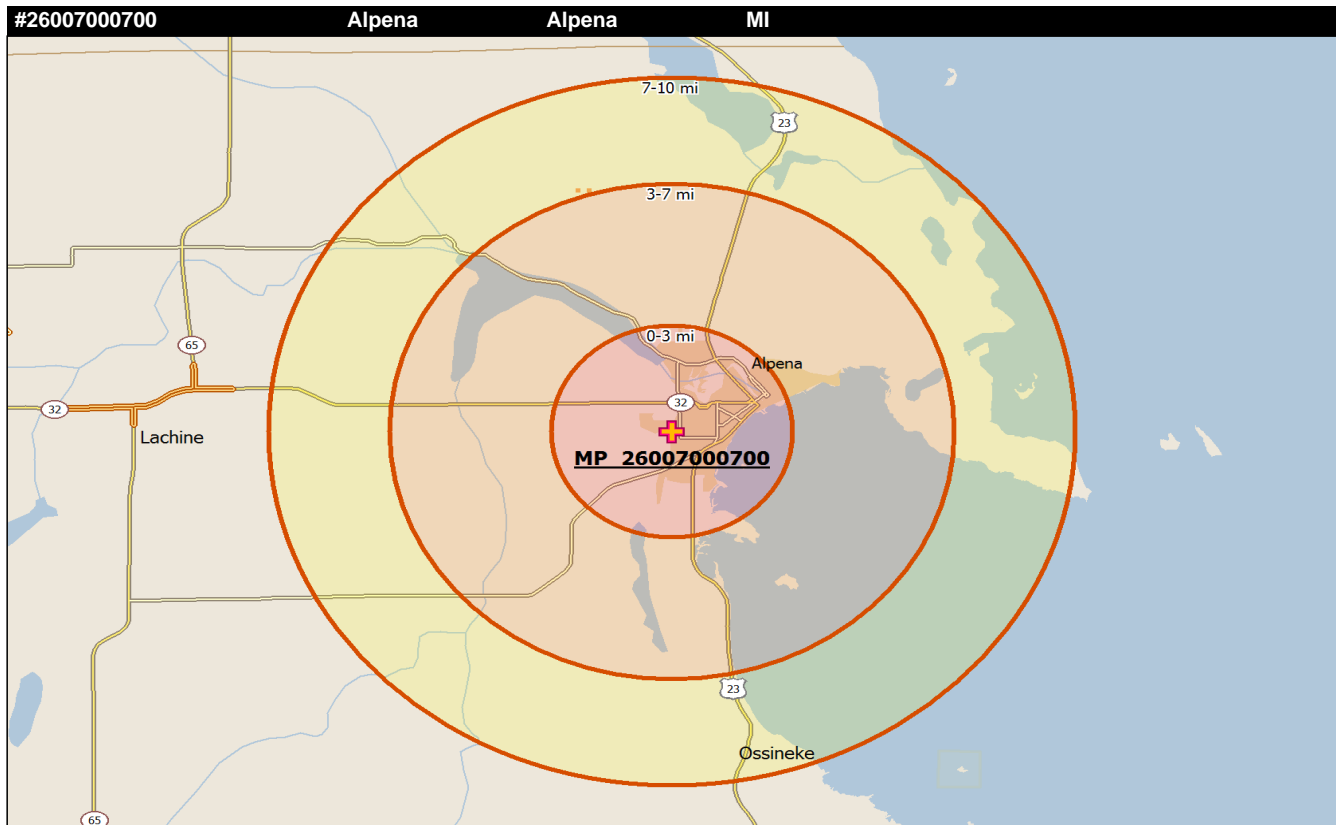
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared 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	#26007000700	Total Households in 3 mi Ring	7,303
CT Centroid Latitude	45.04980	Active Evangelical HHLDS	589
CT Centroid Longitude	-83.47500	Active Evangelical PERCENT	8.07%
City Location	Alpena	Unreached HHLDS	4,953
County Location	Alpena	Unreached Percent	67.82%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,122
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.37%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	848
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.61%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,983
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.85%

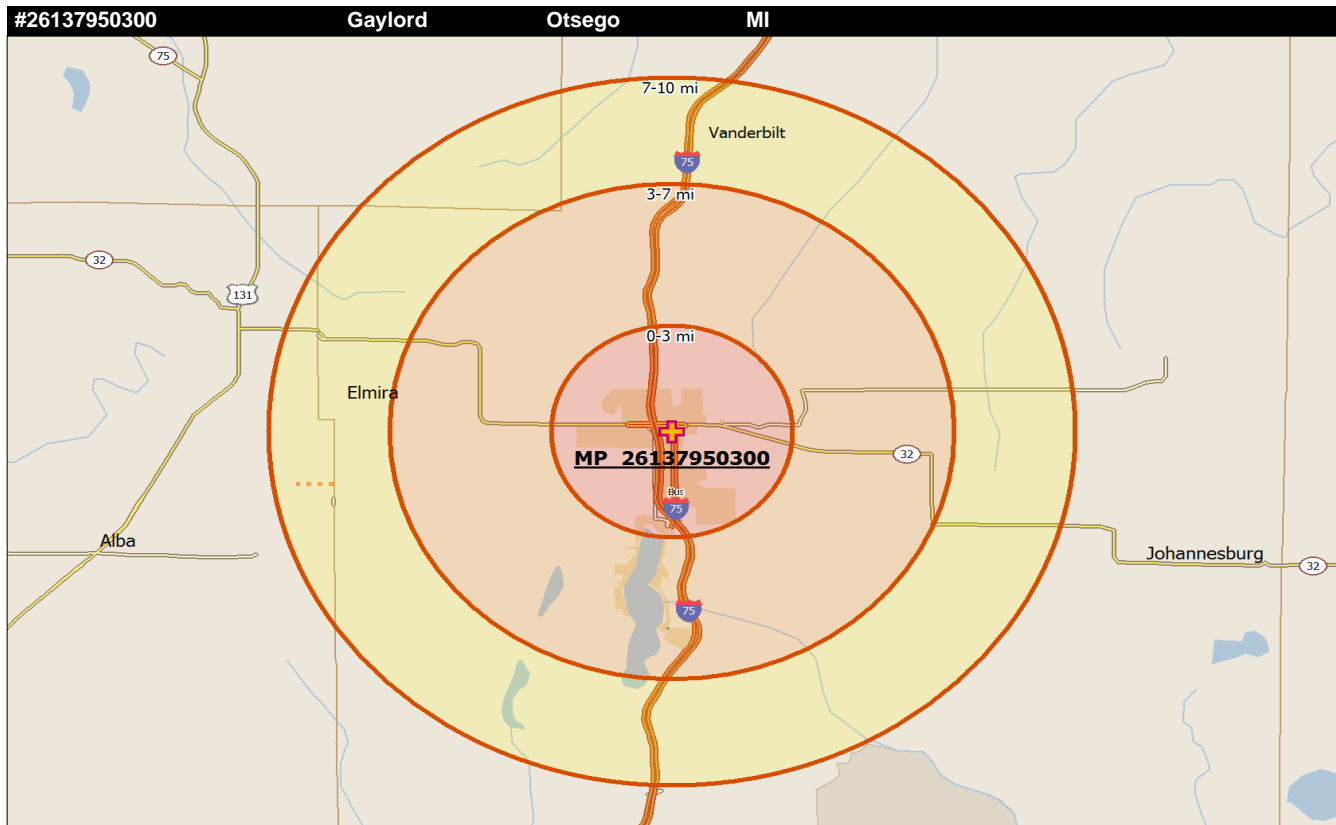
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	22.18%	Low Education County	False
Mainstay Community	8.76%	Low Employment County	False
Working Community	58.69%	Persistent Poverty County	False
Country Community	4.33%	Population Loss County	False
Aspiring Community	0.26%	Nonmetro Recreation County	False
Urban Community	5.76%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.83	Racial Diversity Index	4.51
Ancestry Diversity Index	71.94	Diversity Composite Index	20.23
Foreign Born Diversity Index	74.50	Population Density Index	26.53

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	#26137950300	Total Households in 3 mi Ring	3,384
CT Centroid Latitude	45.02461	Active Evangelical HHLDS	221
CT Centroid Longitude	-84.67884	Active Evangelical PERCENT	6.53%
City Location	Gaylord	Unreached HHLDS	2,209
County Location	Otsego	Unreached Percent	65.28%
Sitescape Category code	2	Religious but NOT Evang HHLDS	425
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.55%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	431
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.74%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,353
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40%

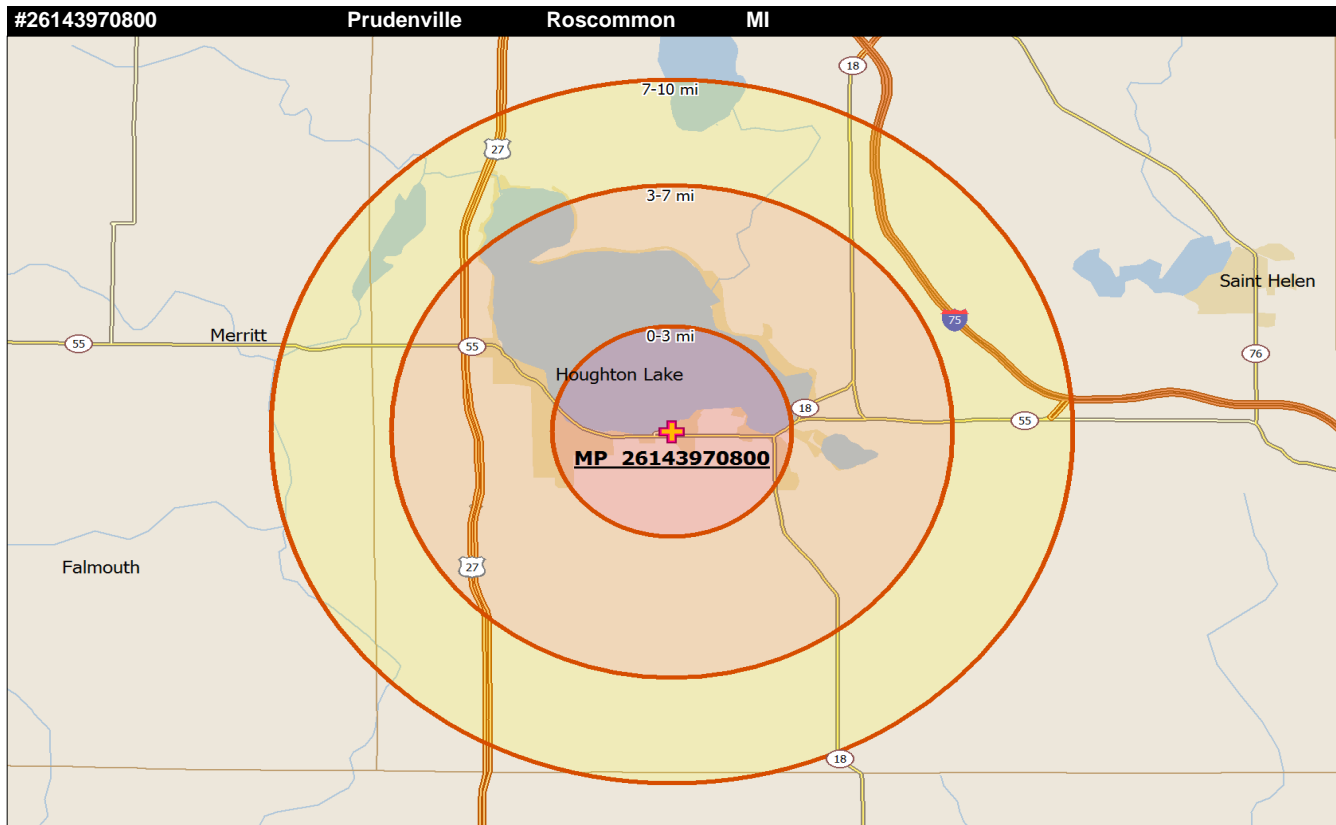
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.01%	Low Education County	False
Mainstay Community	26.6%	Low Employment County	False
Working Community	41.05%	Persistent Poverty County	False
Country Community	14.54%	Population Loss County	False
Aspiring Community	0.09%	Nonmetro Recreation County	True
Urban Community	8.72%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.65	Racial Diversity Index	5.77
Ancestry Diversity Index	81.53	Diversity Composite Index	21.40
Foreign Born Diversity Index	35.70	Population Density Index	21.23

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

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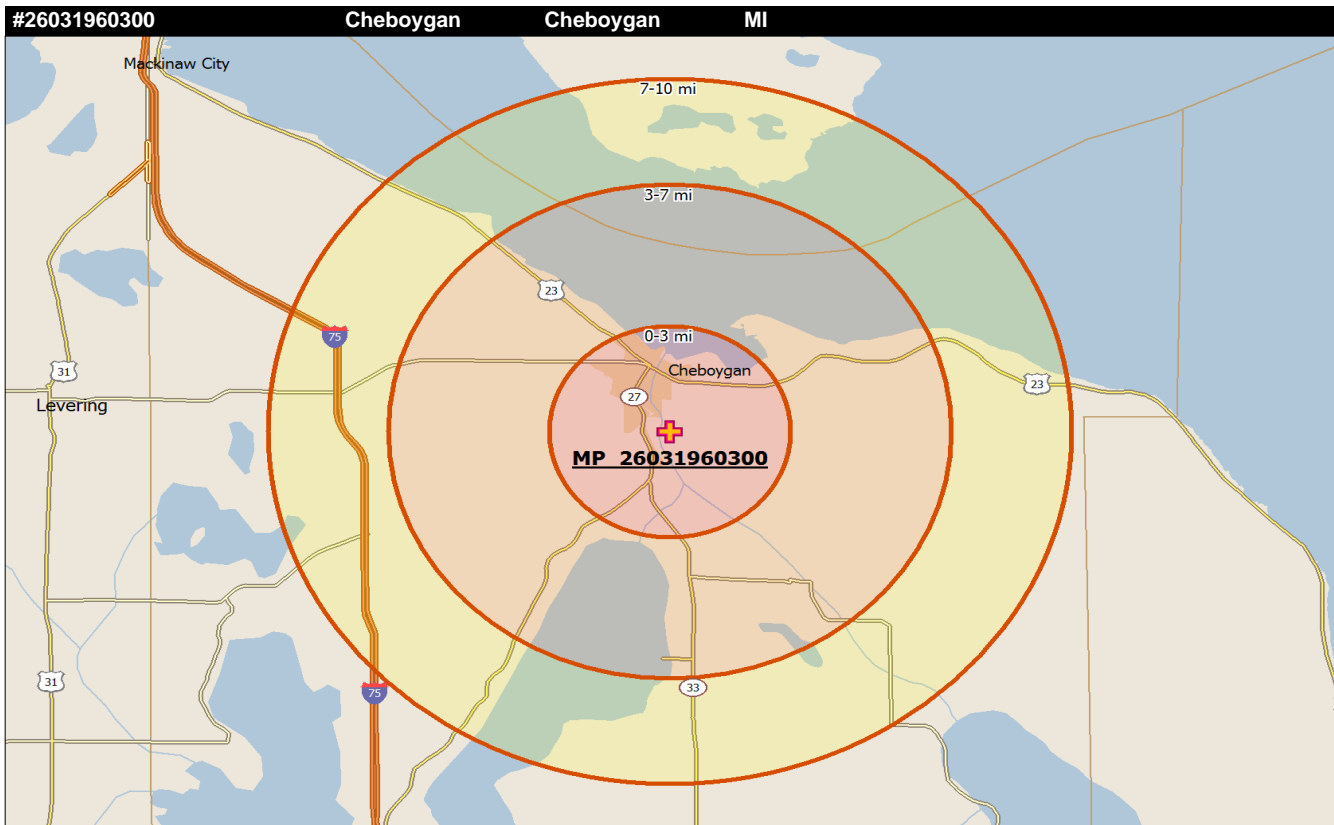
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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26143970800	Total Households in 3 mi Ring	2,450
CT Centroid Latitude	44.30046	Active Evangelical HHLDS	156
CT Centroid Longitude	-84.70339	Active Evangelical PERCENT	6.36%
City Location	Prudenville	Unreached HHLDS	1,622
County Location	Roscommon	Unreached Percent	66.19%
Sitescape Category code	2	Religious but NOT Evang HHLDS	351
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.33%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	361
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.72%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	910
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	37.14%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.27%	Low Education County	False
Mainstay Community	20.45%	Low Employment County	True
Working Community	41.96%	Persistent Poverty County	False
Country Community	26.41%	Population Loss County	False
Aspiring Community	1.39%	Nonmetro Recreation County	True
Urban Community	6.53%	Retirement Destination County	True

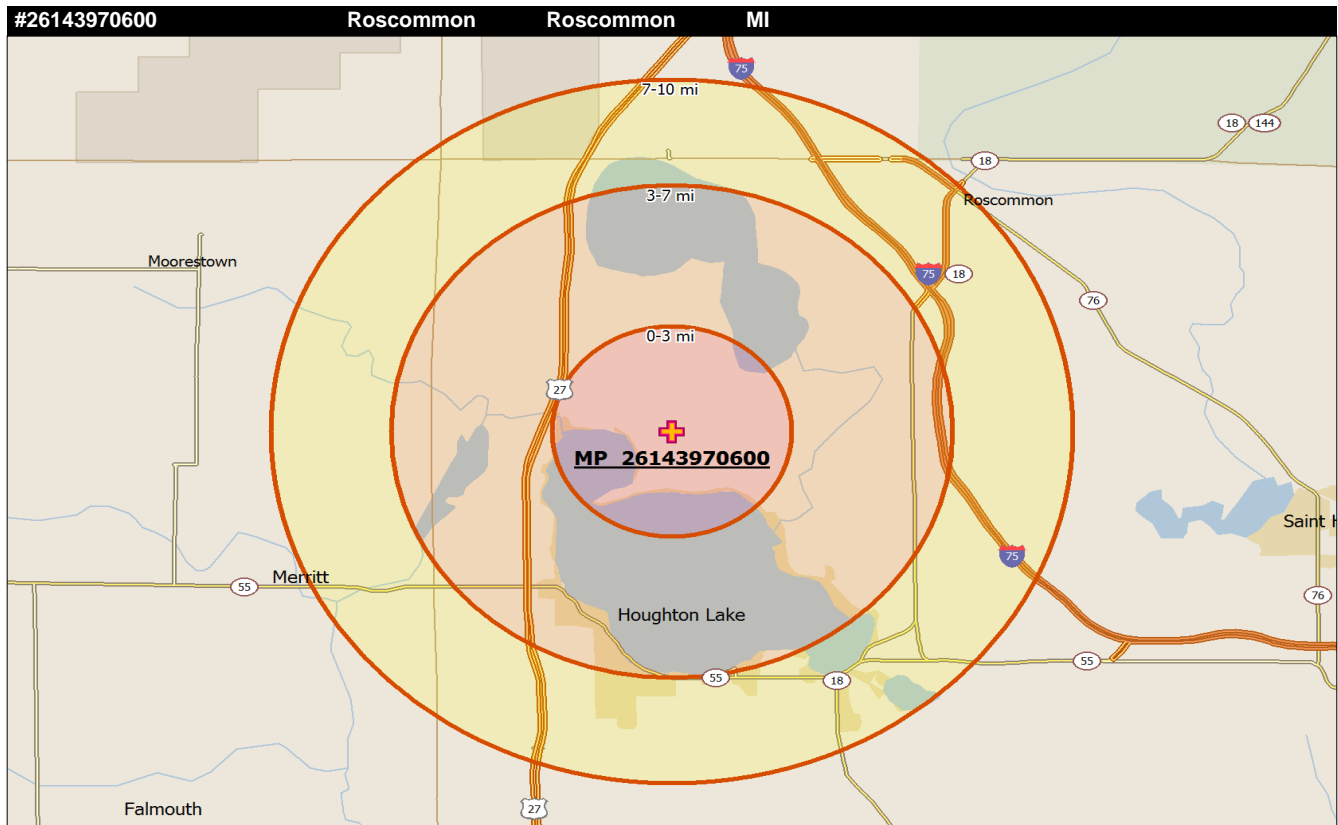
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.18	Racial Diversity Index	5.43
Ancestry Diversity Index	86.25	Diversity Composite Index	18.23
Foreign Born Diversity Index	45.82	Population Density Index	15.24



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26031960300	Total Households in 3 mi Ring	3,027
CT Centroid Latitude	45.62005	Active Evangelical HHLDS	191
CT Centroid Longitude	-84.46419	Active Evangelical PERCENT	6.29%
City Location	Cheboygan	Unreached HHLDS	2,014
County Location	Cheboygan	Unreached Percent	66.54%
Sitescape Category code	2	Religious but NOT Evang HHLDS	432
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.27%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	360
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.91%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,222
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.36%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.65%	Low Education County	False
Mainstay Community	5.38%	Low Employment County	True
Working Community	73.37%	Persistent Poverty County	False
Country Community	10.27%	Population Loss County	False
Aspiring Community	0.2%	Nonmetro Recreation County	True
Urban Community	9.12%	Retirement Destination County	True

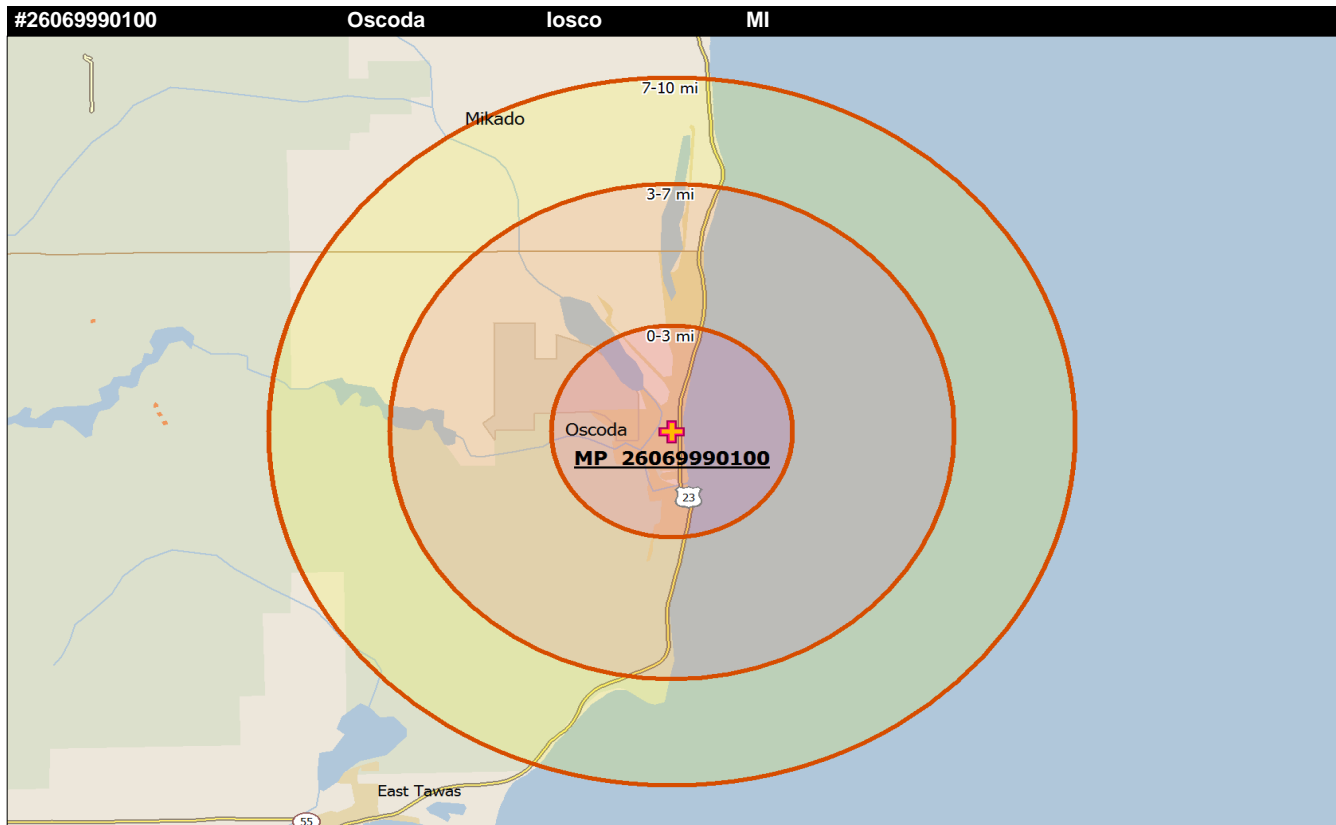
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.27	Racial Diversity Index	15.42
Ancestry Diversity Index	96.64	Diversity Composite Index	28.84
Foreign Born Diversity Index	53.74	Population Density Index	17.63



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26143970600	Total Households in 3 mi Ring	1,276
CT Centroid Latitude	44.39941	Active Evangelical HHLDS	85
CT Centroid Longitude	-84.73470	Active Evangelical PERCENT	6.65%
City Location	Roscommon	Unreached HHLDS	825
County Location	Roscommon	Unreached Percent	64.67%
Sitescape Category code	2	Religious but NOT Evang HHLDS	168
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.15%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	214
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	16.76%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	444
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	34.77%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.35%	Low Education County	False
Mainstay Community	21.71%	Low Employment County	True
Working Community	9.72%	Persistent Poverty County	False
Country Community	53.13%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	9.09%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.99	Racial Diversity Index	4.03
Ancestry Diversity Index	85.63	Diversity Composite Index	23.96
Foreign Born Diversity Index	39.14	Population Density Index	10.35

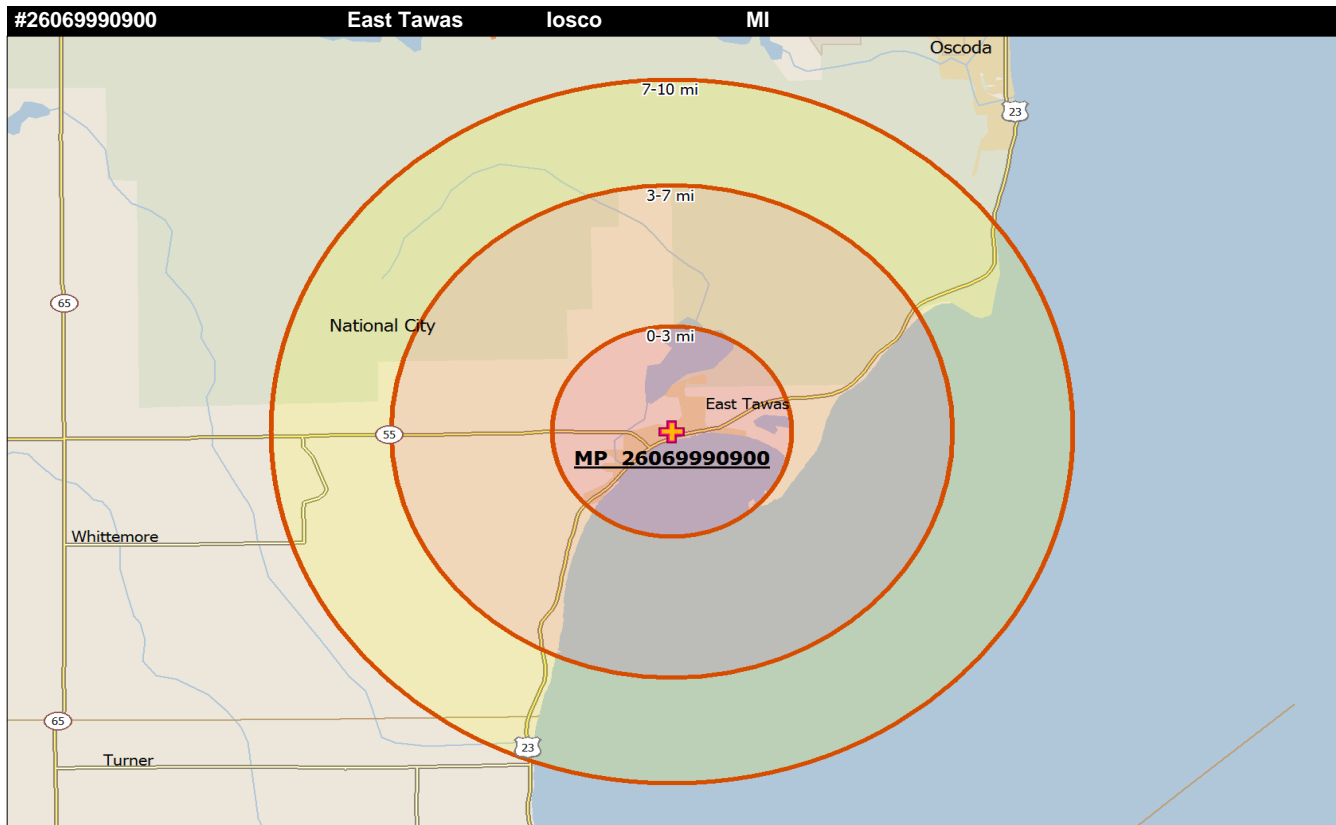


6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26069990100	Total Households in 3 mi Ring	2,614
CT Centroid Latitude	44.43815	Active Evangelical HHLDS	203
CT Centroid Longitude	-83.33418	Active Evangelical PERCENT	7.77%
City Location	Oscoda	Unreached HHLDS	1,688
County Location	Iosco	Unreached Percent	64.57%
Sitescape Category code	2	Religious but NOT Evang HHLDS	321
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.26%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	370
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.16%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	997
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	38.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.85%	Low Education County	False
Mainstay Community	10.56%	Low Employment County	True
Working Community	60.41%	Persistent Poverty County	False
Country Community	14.96%	Population Loss County	False
Aspiring Community	0.11%	Nonmetro Recreation County	True
Urban Community	8.07%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.30	Racial Diversity Index	11.22
Ancestry Diversity Index	94.36	Diversity Composite Index	23.71
Foreign Born Diversity Index	55.49	Population Density Index	15.33





7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26069990900	Total Households in 3 mi Ring	2,451
CT Centroid Latitude	44.28014	Active Evangelical HHLDS	176
CT Centroid Longitude	-83.49792	Active Evangelical PERCENT	7.19%
City Location	East Tawas	Unreached HHLDS	1,649
County Location	Iosco	Unreached Percent	67.28%
Sitescape Category code	2	Religious but NOT Evang HHLDS	343
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.99%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	326
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.3%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	980
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.99%

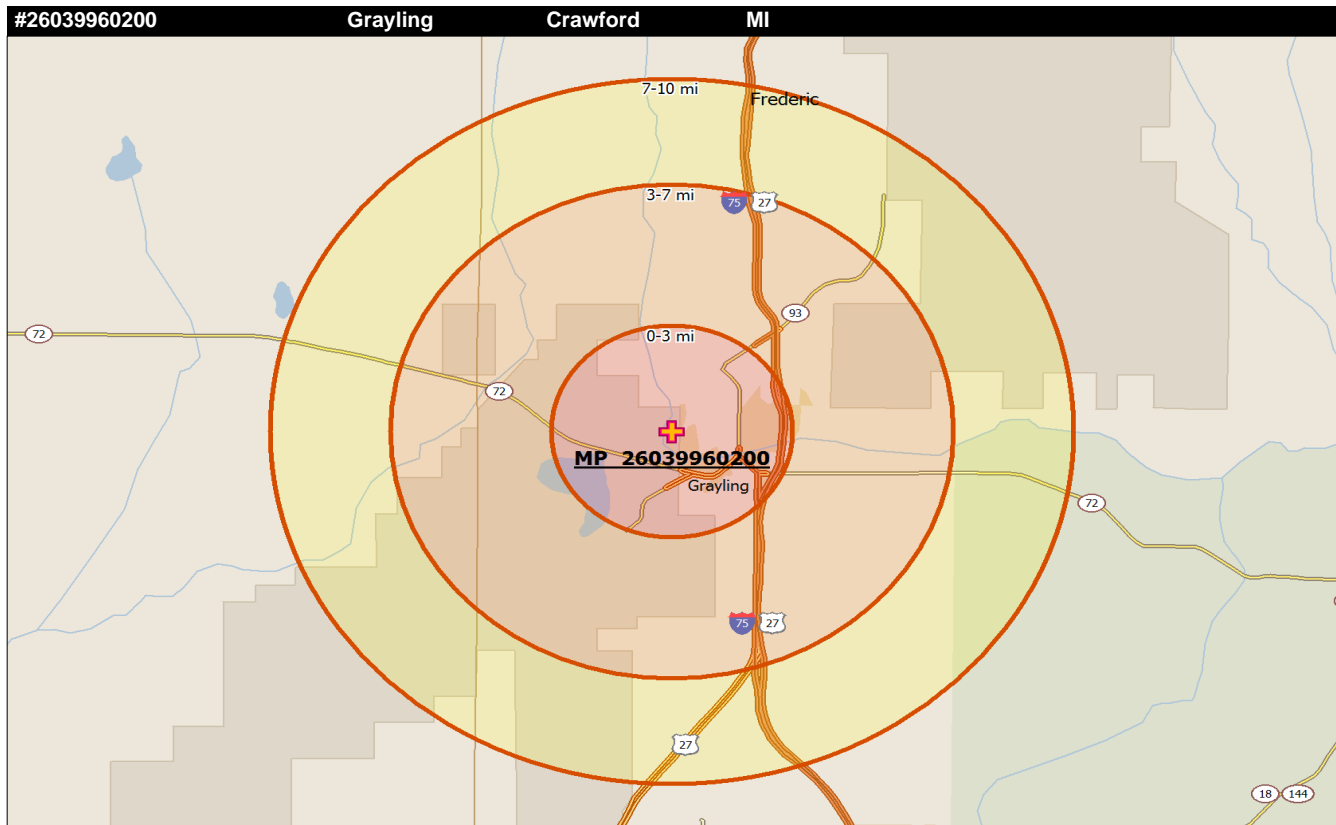
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.94%	Low Education County	False
Mainstay Community	13.83%	Low Employment County	True
Working Community	62.91%	Persistent Poverty County	False
Country Community	12.77%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	7.59%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.20	Racial Diversity Index	7.15
Ancestry Diversity Index	85.67	Diversity Composite Index	26.18
Foreign Born Diversity Index	52.87	Population Density Index	14.61

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

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8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26039960200	Total Households in 3 mi Ring	2,394
CT Centroid Latitude	44.67376	Active Evangelical HHLDS	103
CT Centroid Longitude	-84.75156	Active Evangelical PERCENT	4.31%
City Location	Grayling	Unreached HHLDS	1,572
County Location	Crawford	Unreached Percent	65.65%
Sitescape Category code	2	Religious but NOT Evang HHLDS	322
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.44%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	330
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.79%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	920
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	38.44%

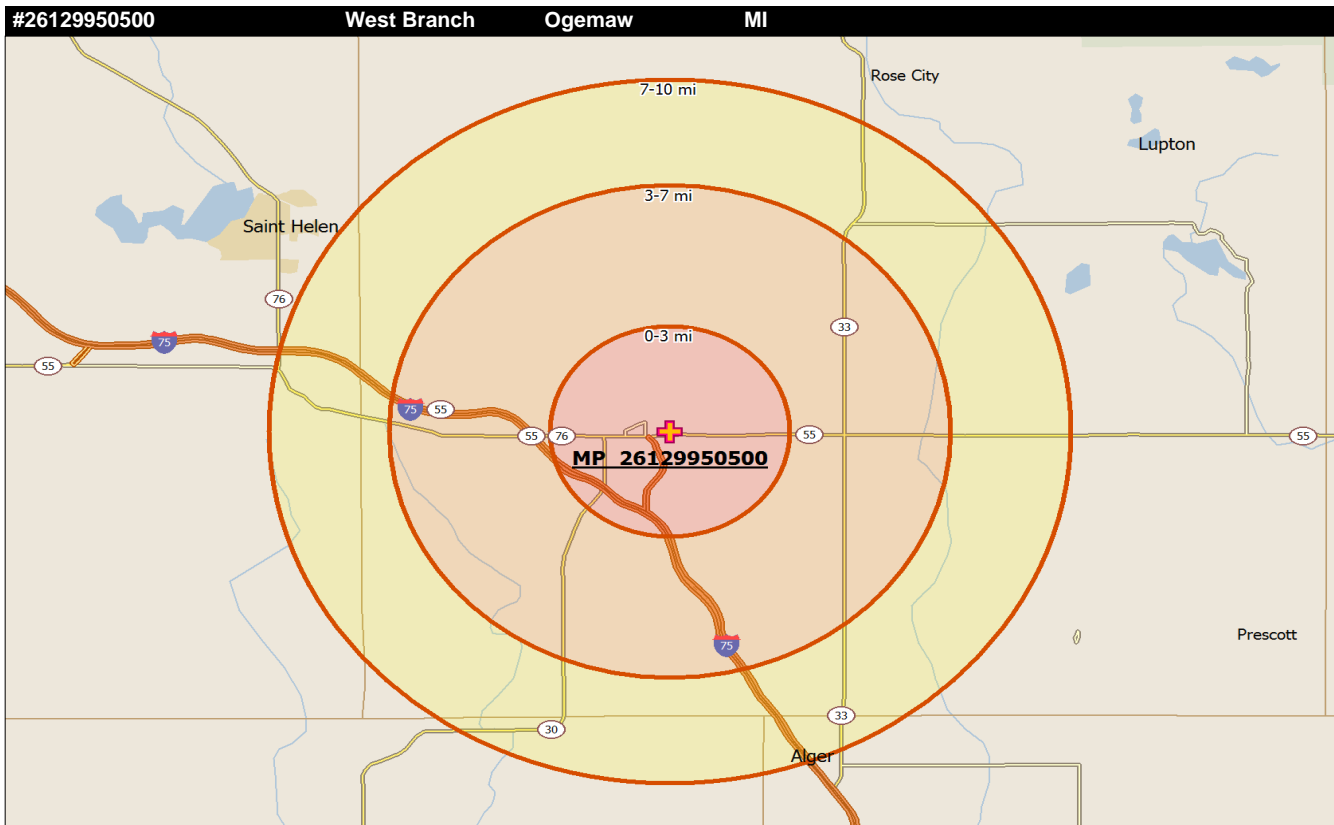
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.57%	Low Education County	False
Mainstay Community	13.53%	Low Employment County	False
Working Community	46.95%	Persistent Poverty County	False
Country Community	22.89%	Population Loss County	False
Aspiring Community	1.29%	Nonmetro Recreation County	True
Urban Community	4.8%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.02	Racial Diversity Index	8.52
Ancestry Diversity Index	93.47	Diversity Composite Index	24.96
Foreign Born Diversity Index	39.54	Population Density Index	14.10

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	#26129950500	Total Households in 3 mi Ring	1,564
CT Centroid Latitude	44.27839	Active Evangelical HHLDS	79
CT Centroid Longitude	-84.21328	Active Evangelical PERCENT	5.04%
City Location	West Branch	Unreached HHLDS	1,061
County Location	Ogemaw	Unreached Percent	67.81%
Sitescape Category code	2	Religious but NOT Evang HHLDS	229
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	197
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.61%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	635
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.59%

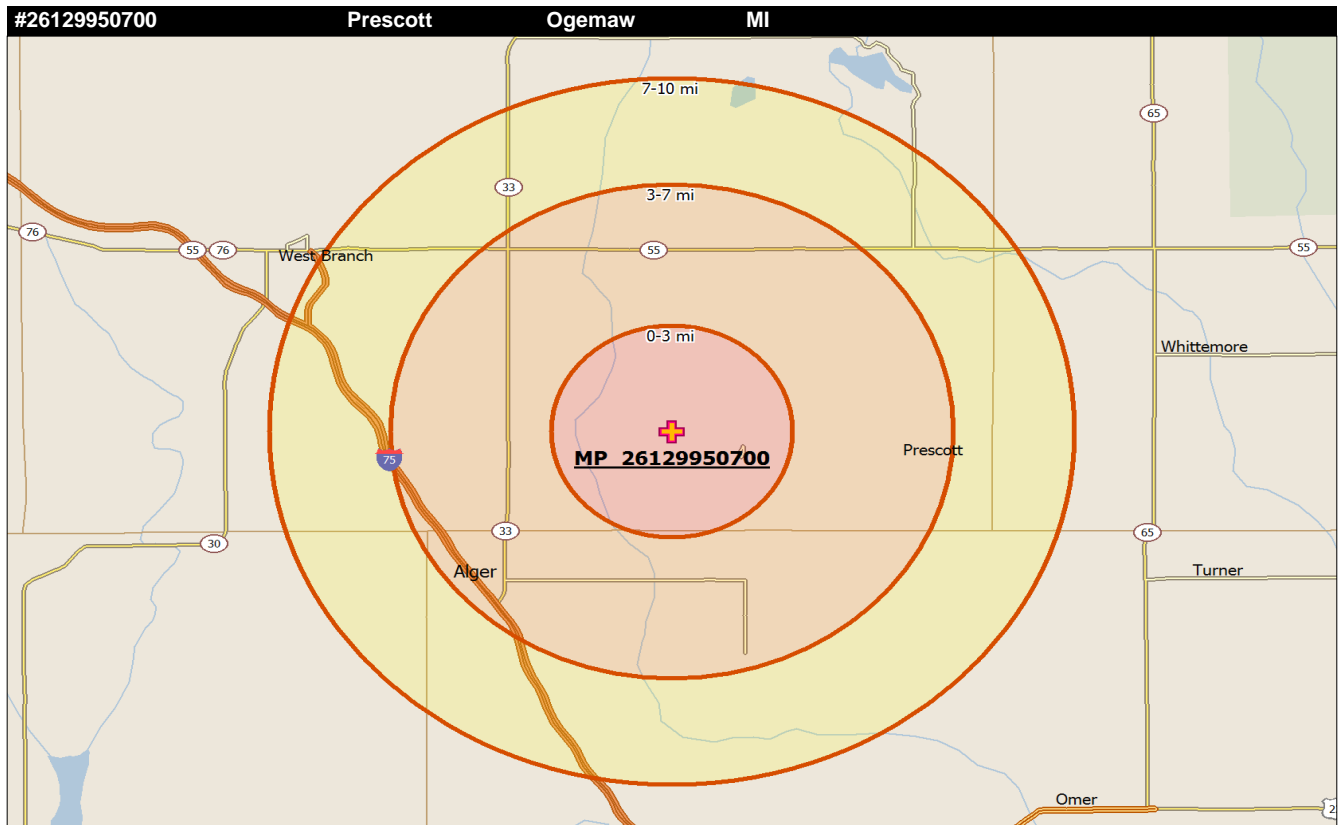
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.76%	Low Education County	False
Mainstay Community	7.74%	Low Employment County	True
Working Community	52.49%	Persistent Poverty County	False
Country Community	18.73%	Population Loss County	False
Aspiring Community	5.88%	Nonmetro Recreation County	True
Urban Community	3.32%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.01	Racial Diversity Index	7.50
Ancestry Diversity Index	55.34	Diversity Composite Index	16.52
Foreign Born Diversity Index	44.02	Population Density Index	13.24

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

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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26129950700	Total Households in 3 mi Ring	1,388
CT Centroid Latitude	44.20234	Active Evangelical HHLDS	79
CT Centroid Longitude	-84.04388	Active Evangelical PERCENT	5.66%
City Location	Prescott	Unreached HHLDS	885
County Location	Ogemaw	Unreached Percent	63.8%
Sitescape Category code	2	Religious but NOT Evang HHLDS	198
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.29%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	181
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.06%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	506
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	36.45%

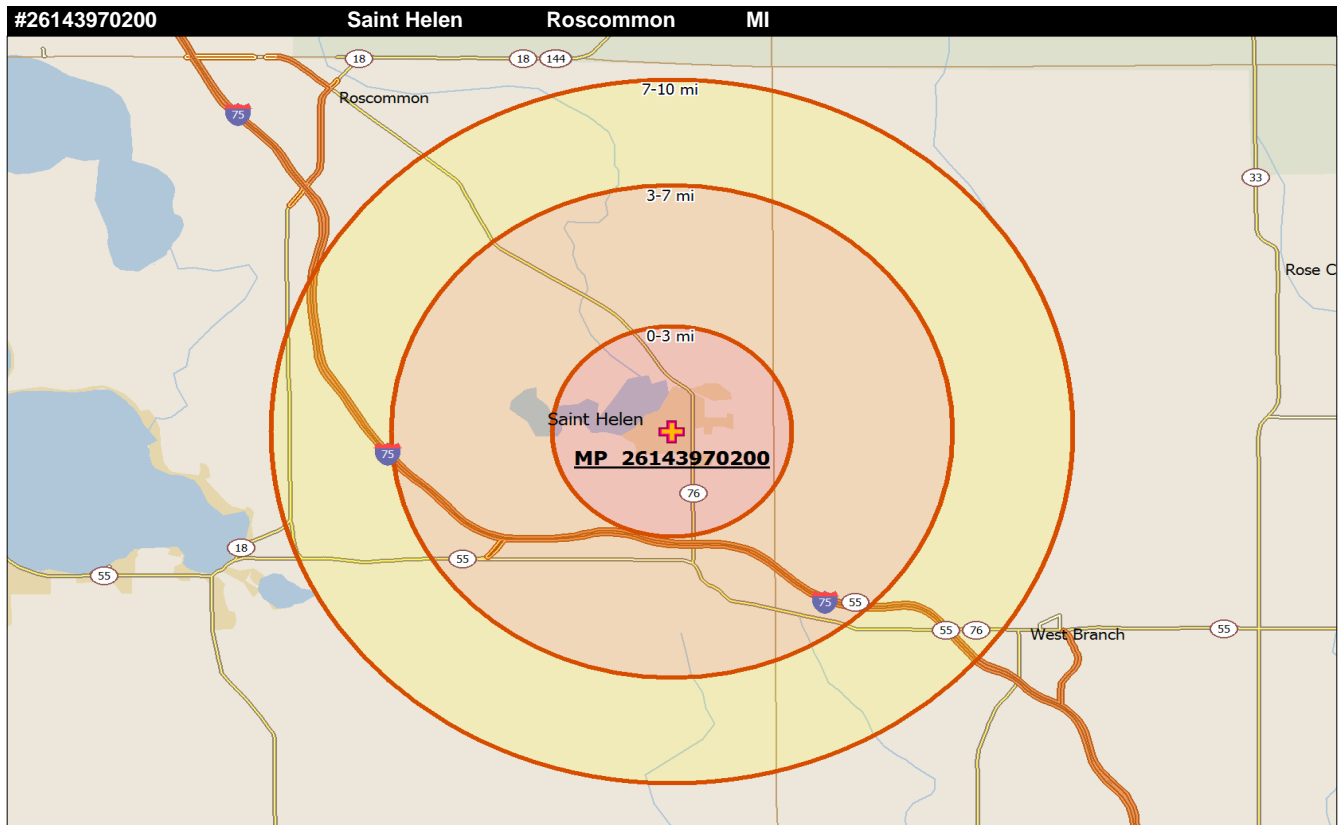
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.5%	Low Education County	False
Mainstay Community	1.37%	Low Employment County	True
Working Community	42.8%	Persistent Poverty County	False
Country Community	47.69%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	7.56%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.43	Racial Diversity Index	10.52
Ancestry Diversity Index	86.08	Diversity Composite Index	14.76
Foreign Born Diversity Index	37.38	Population Density Index	9.42

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

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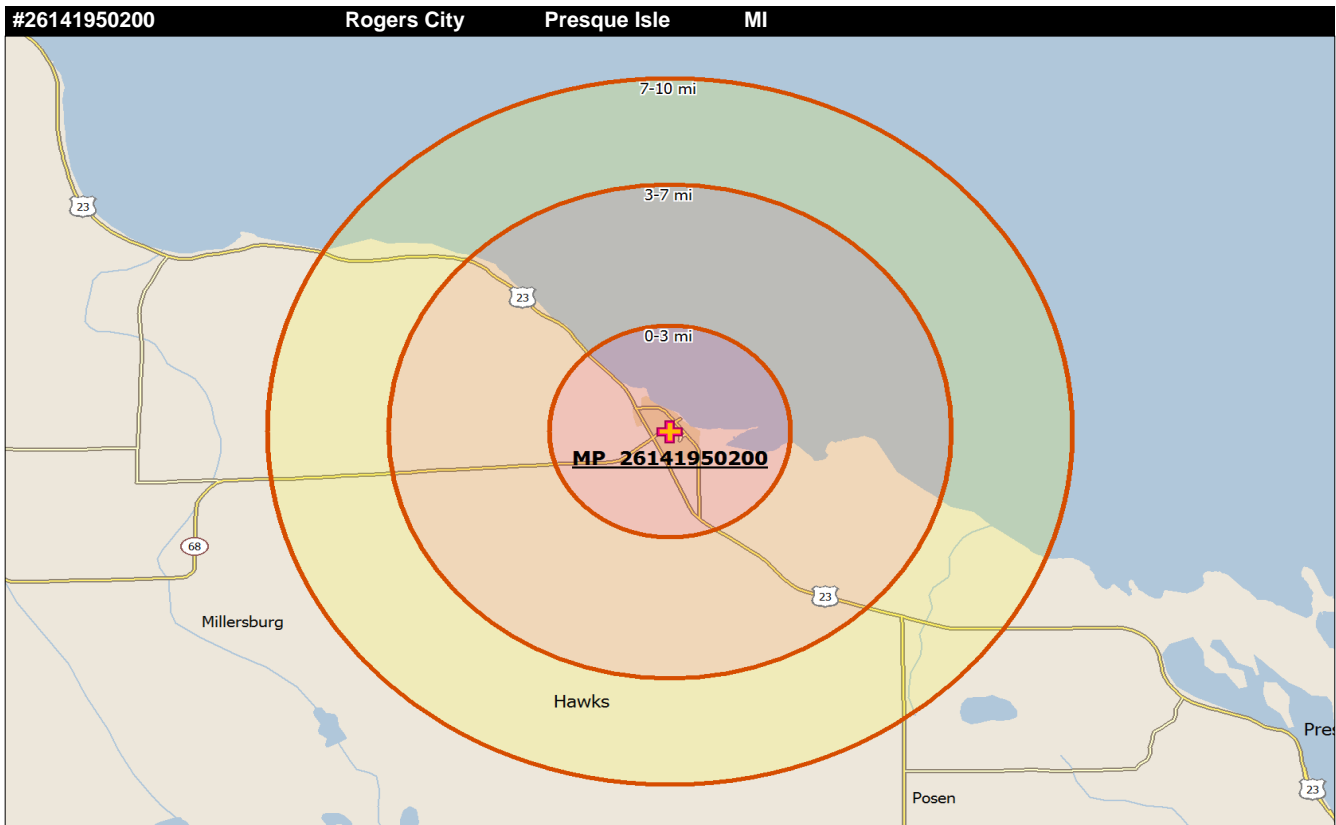
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26143970200	Total Households in 3 mi Ring	1,683
CT Centroid Latitude	44.35762	Active Evangelical HHLDS	108
CT Centroid Longitude	-84.42057	Active Evangelical PERCENT	6.44%
City Location	Saint Helen	Unreached HHLDS	1,108
County Location	Roscommon	Unreached Percent	65.81%
Sitescape Category code	2	Religious but NOT Evang HHLDS	240
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	242
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.37%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	626
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	37.17%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.06%	Low Education County	False
Mainstay Community	7.84%	Low Employment County	True
Working Community	60.01%	Persistent Poverty County	False
Country Community	23.29%	Population Loss County	False
Aspiring Community	1.01%	Nonmetro Recreation County	True
Urban Community	7.84%	Retirement Destination County	True

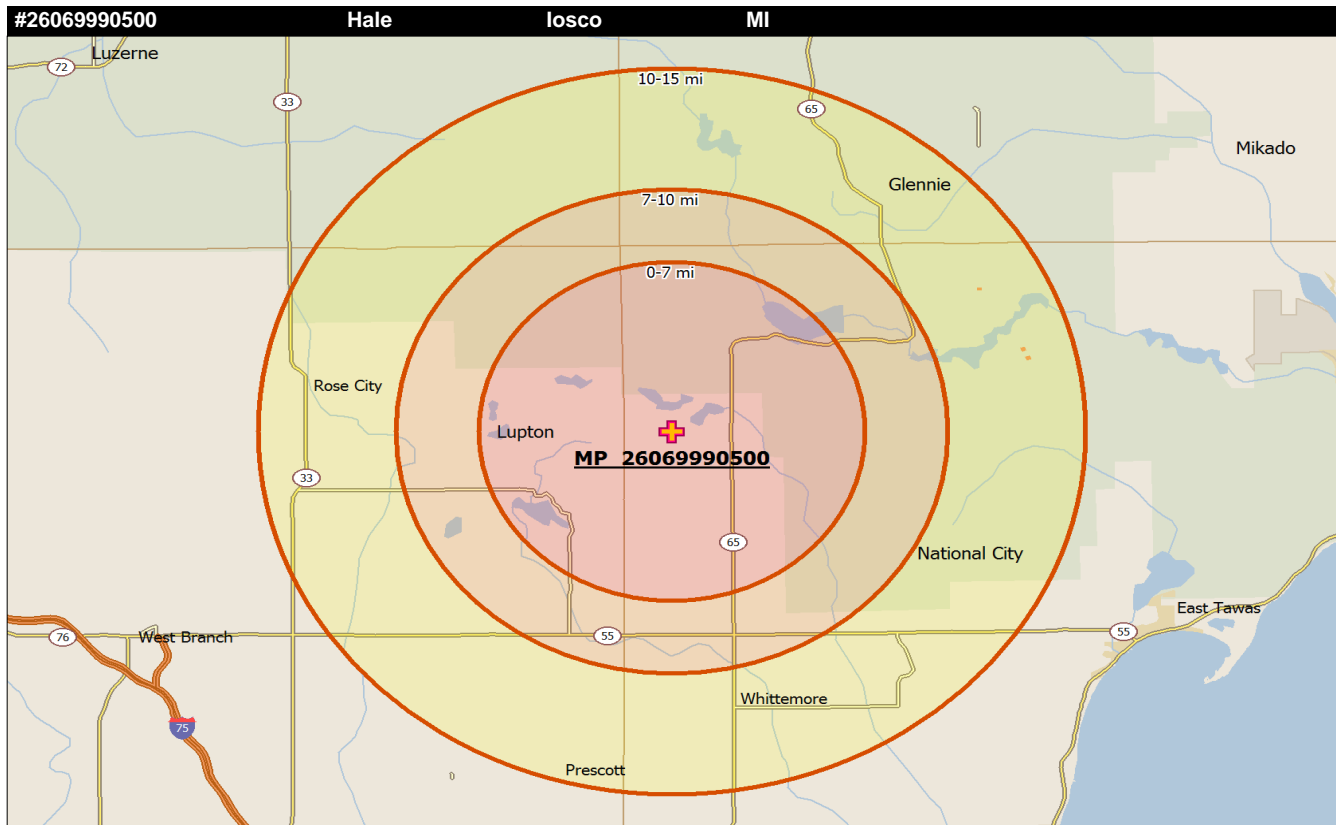
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.01	Racial Diversity Index	4.17
Ancestry Diversity Index	79.89	Diversity Composite Index	5.34
Foreign Born Diversity Index	22.98	Population Density Index	12.61



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26141950200	Total Households in 3 mi Ring	1,666
CT Centroid Latitude	45.41549	Active Evangelical HHLDS	140
CT Centroid Longitude	-83.81803	Active Evangelical PERCENT	8.39%
City Location	Rogers City	Unreached HHLDS	1,108
County Location	Presque Isle	Unreached Percent	66.49%
Sitescape Category code	2	Religious but NOT Evang HHLDS	256
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.38%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	201
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.09%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	650
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.38%	Low Education County	False
Mainstay Community	3.18%	Low Employment County	True
Working Community	81.99%	Persistent Poverty County	False
Country Community	5.64%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	7.74%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.11	Racial Diversity Index	2.92
Ancestry Diversity Index	46.56	Diversity Composite Index	10.21
Foreign Born Diversity Index	39.71	Population Density Index	10.97



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26069990500	Total Households in 3 mi Ring	827
CT Centroid Latitude	44.39831	Active Evangelical HHLDS	66
CT Centroid Longitude	-83.84844	Active Evangelical PERCENT	7.98%
City Location	Hale	Unreached HHLDS	524
County Location	Iosco	Unreached Percent	63.39%
Sitescape Category code	1	Religious but NOT Evang HHLDS	100
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.09%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	130
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	15.74%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	294
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	35.56%

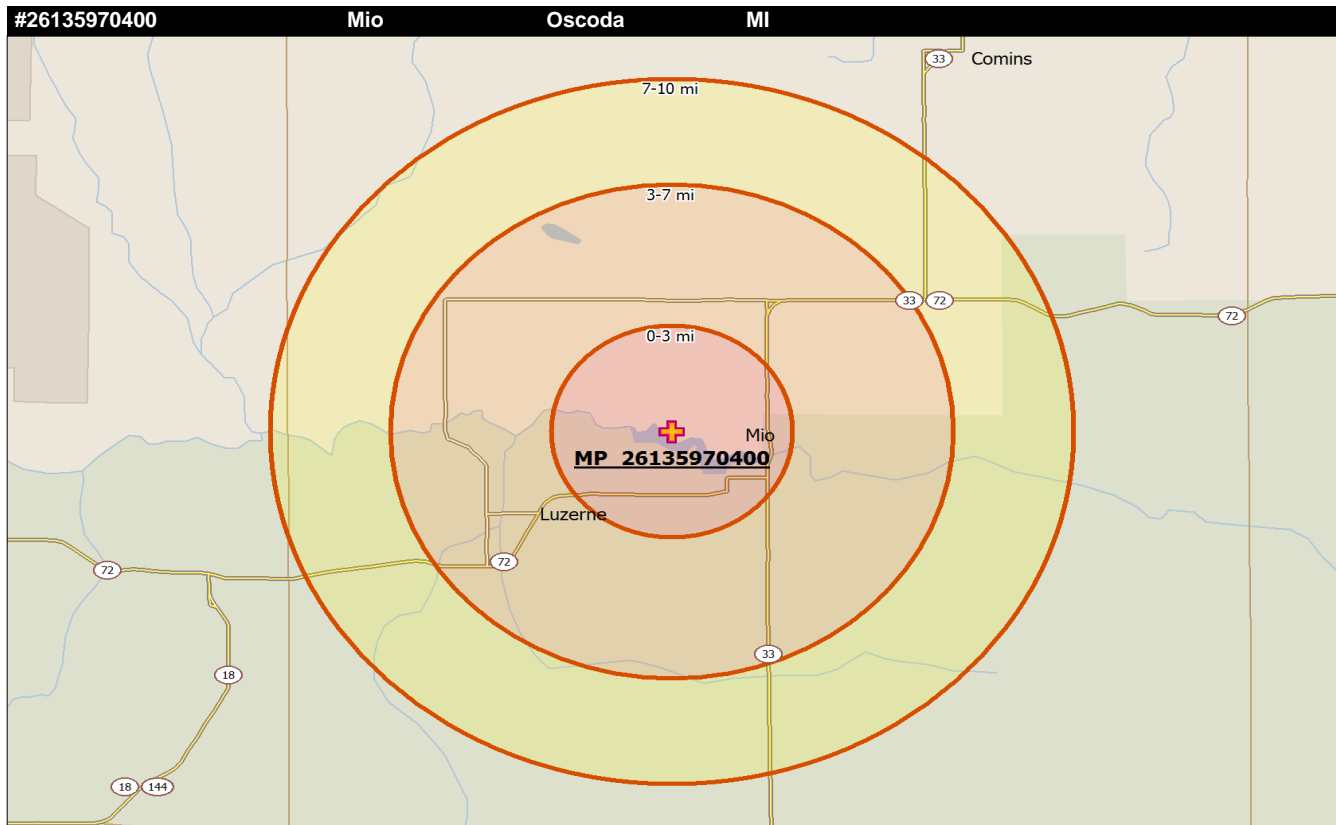
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	16.08%	Low Employment County	True
Working Community	26.6%	Persistent Poverty County	False
Country Community	37.24%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	19.83%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.65	Racial Diversity Index	4.28
Ancestry Diversity Index	75.12	Diversity Composite Index	11.40
Foreign Born Diversity Index	0.00	Population Density Index	5.13

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	#26135970400	Total Households in 3 mi Ring	1,276
CT Centroid Latitude	44.67109	Active Evangelical HHLDS	204
CT Centroid Longitude	-84.17806	Active Evangelical PERCENT	15.96%
City Location	Mio	Unreached HHLDS	812
County Location	Oscoda	Unreached Percent	63.64%
Sitescape Category code	2	Religious but NOT Evang HHLDS	159
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.45%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	176
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.77%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	477
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	37.42%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	9.8%	Low Employment County	True
Working Community	40.75%	Persistent Poverty County	False
Country Community	37.54%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	11.91%	Retirement Destination County	True

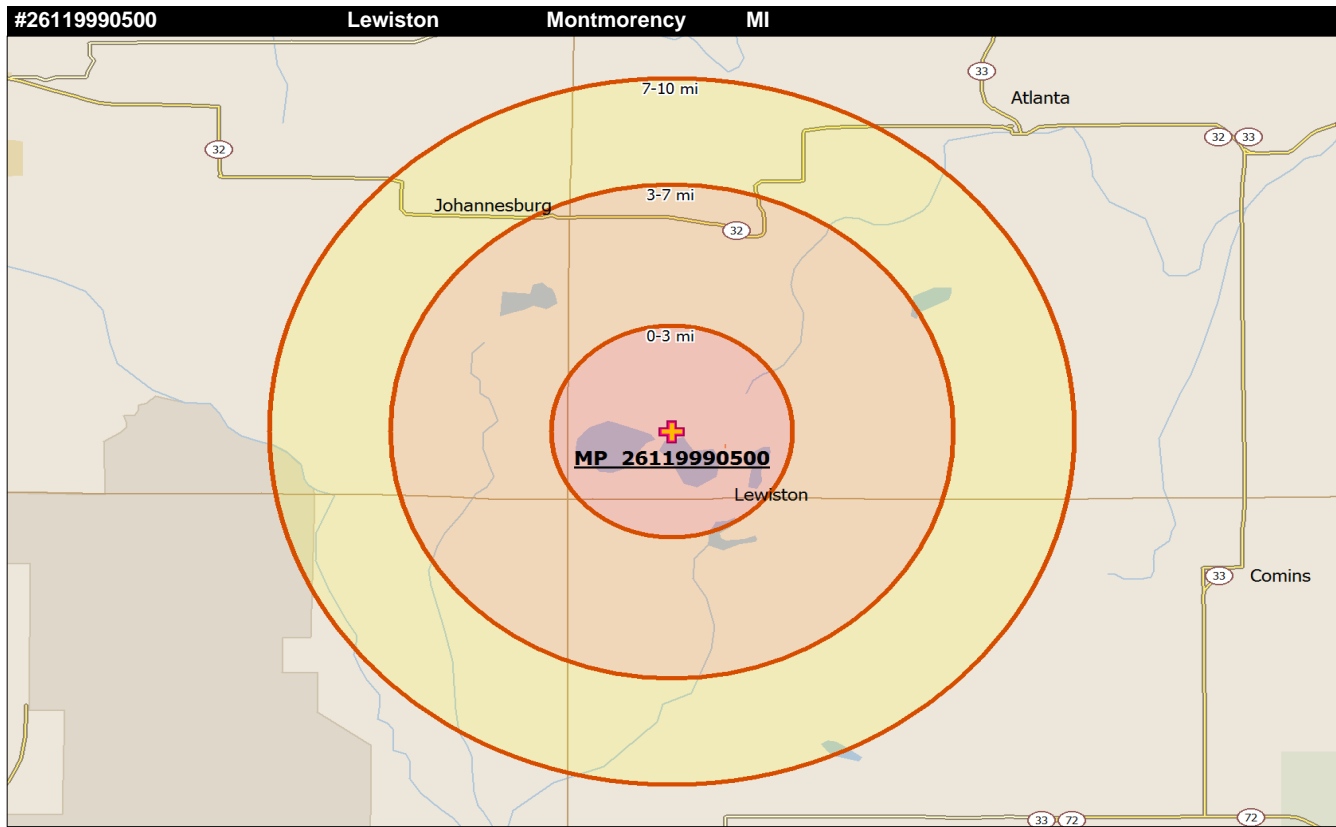
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	46.07	Racial Diversity Index	5.14
Ancestry Diversity Index	62.45	Diversity Composite Index	21.51
Foreign Born Diversity Index	28.28	Population Density Index	10.00

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

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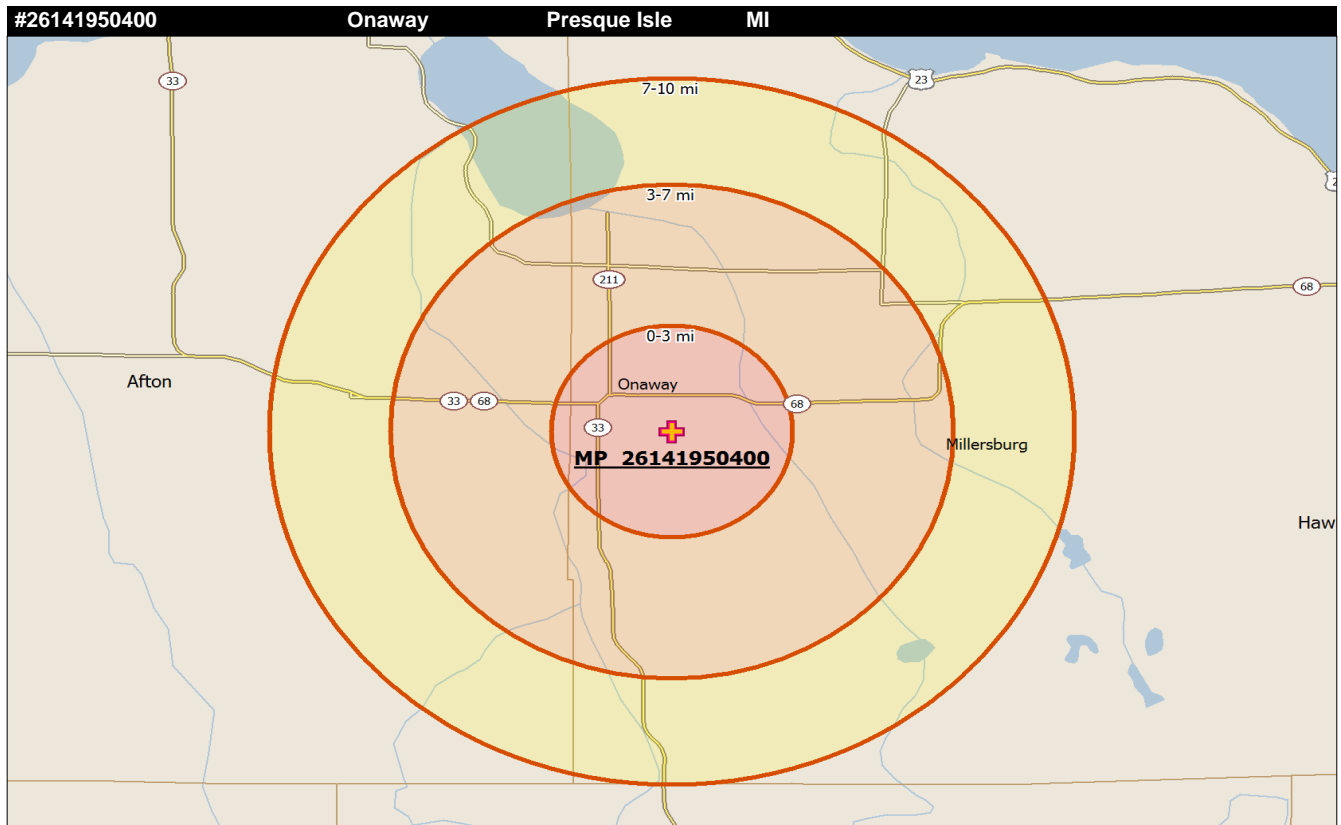




15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26119990500	Total Households in 3 mi Ring	1,120
CT Centroid Latitude	44.88255	Active Evangelical HHLDS	95
CT Centroid Longitude	-84.31934	Active Evangelical PERCENT	8.48%
City Location	Lewiston	Unreached HHLDS	741
County Location	Montmorency	Unreached Percent	66.2%
Sitescape Category code	2	Religious but NOT Evang HHLDS	148
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.18%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	181
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	16.18%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	413
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	36.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.57%	Low Education County	False
Mainstay Community	25.45%	Low Employment County	True
Working Community	24.11%	Persistent Poverty County	False
Country Community	38.93%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	7.95%	Retirement Destination County	True

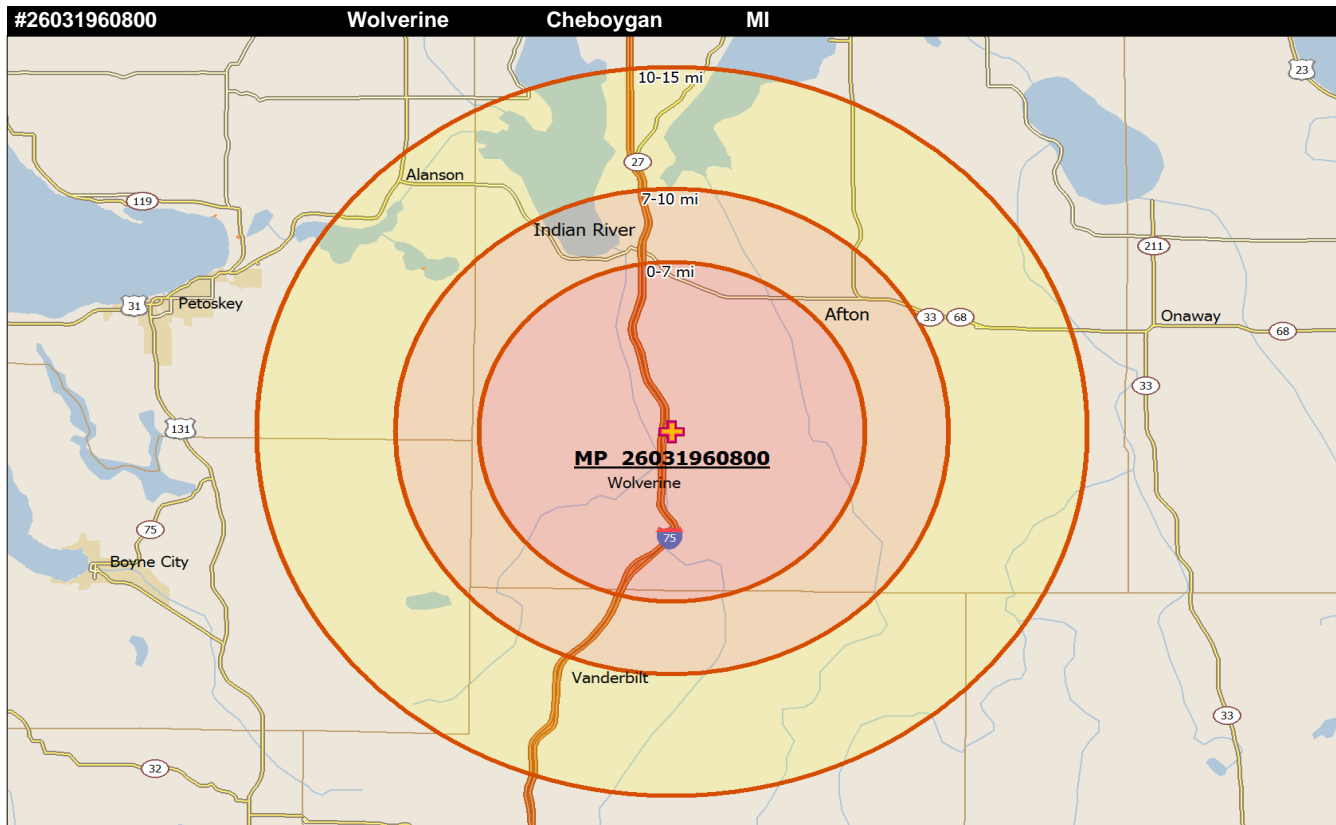
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.64	Racial Diversity Index	2.76
Ancestry Diversity Index	77.15	Diversity Composite Index	17.30
Foreign Born Diversity Index	31.43	Population Density Index	8.40



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26141950400	Total Households in 3 mi Ring	767
CT Centroid Latitude	45.34258	Active Evangelical HHLDS	62
CT Centroid Longitude	-84.19616	Active Evangelical PERCENT	8.14%
City Location	Onaway	Unreached HHLDS	518
County Location	Presque Isle	Unreached Percent	67.56%
Sitescape Category code	2	Religious but NOT Evang HHLDS	111
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.46%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	102
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.31%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	305
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.79%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.91%	Low Education County	False
Mainstay Community	15.25%	Low Employment County	True
Working Community	57.24%	Persistent Poverty County	False
Country Community	13.95%	Population Loss County	False
Aspiring Community	0.39%	Nonmetro Recreation County	True
Urban Community	12.26%	Retirement Destination County	False

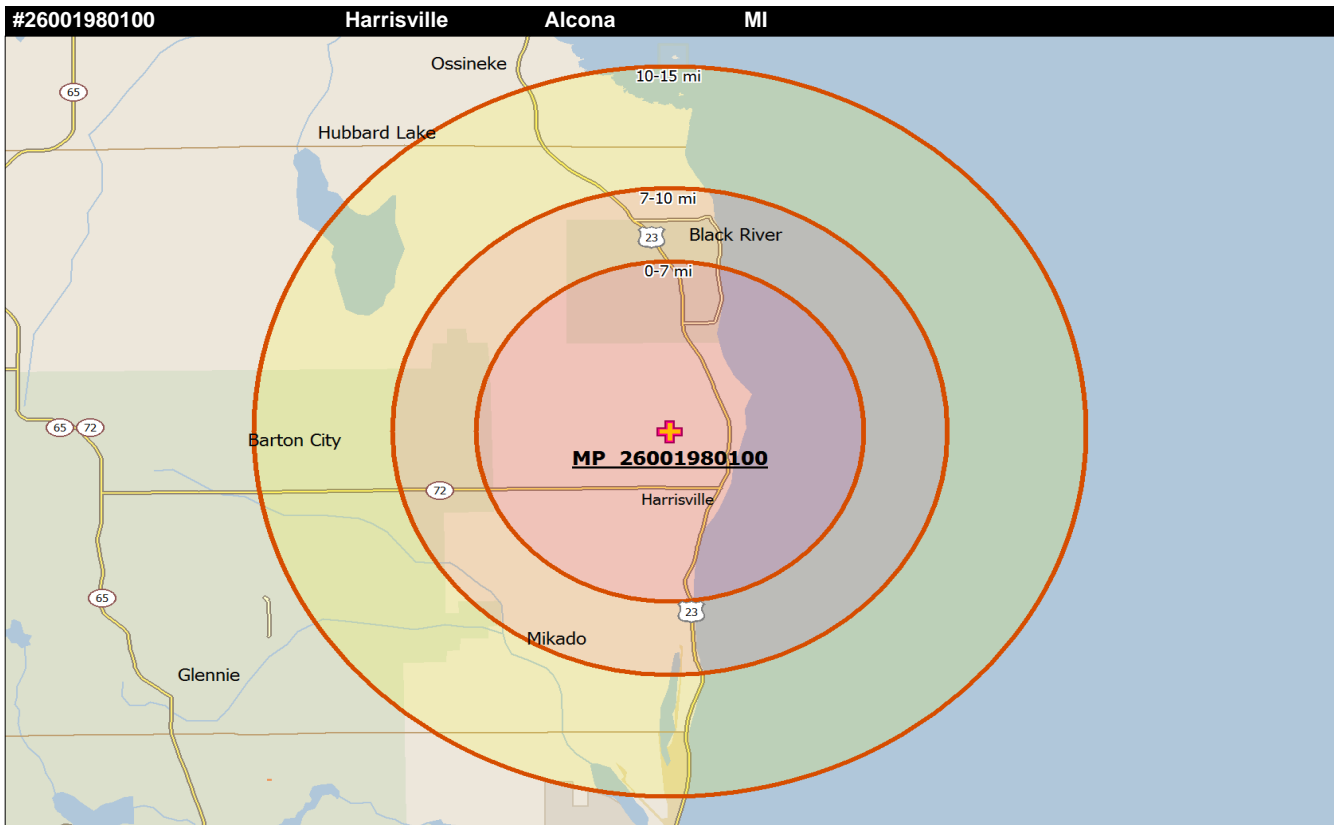
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.15	Racial Diversity Index	5.65
Ancestry Diversity Index	75.27	Diversity Composite Index	9.00
Foreign Born Diversity Index	17.30	Population Density Index	8.44



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26031960800	Total Households in 3 mi Ring	584
CT Centroid Latitude	45.29460	Active Evangelical HHLDS	42
CT Centroid Longitude	-84.58451	Active Evangelical PERCENT	7.21%
City Location	Wolverine	Unreached HHLDS	360
County Location	Cheboygan	Unreached Percent	61.66%
Sitescape Category code	1	Religious but NOT Evang HHLDS	68
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	11.66%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	90
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	15.46%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	202
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	34.55%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.71%	Low Education County	False
Mainstay Community	15.41%	Low Employment County	True
Working Community	13.87%	Persistent Poverty County	False
Country Community	66.78%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	2.23%	Retirement Destination County	True

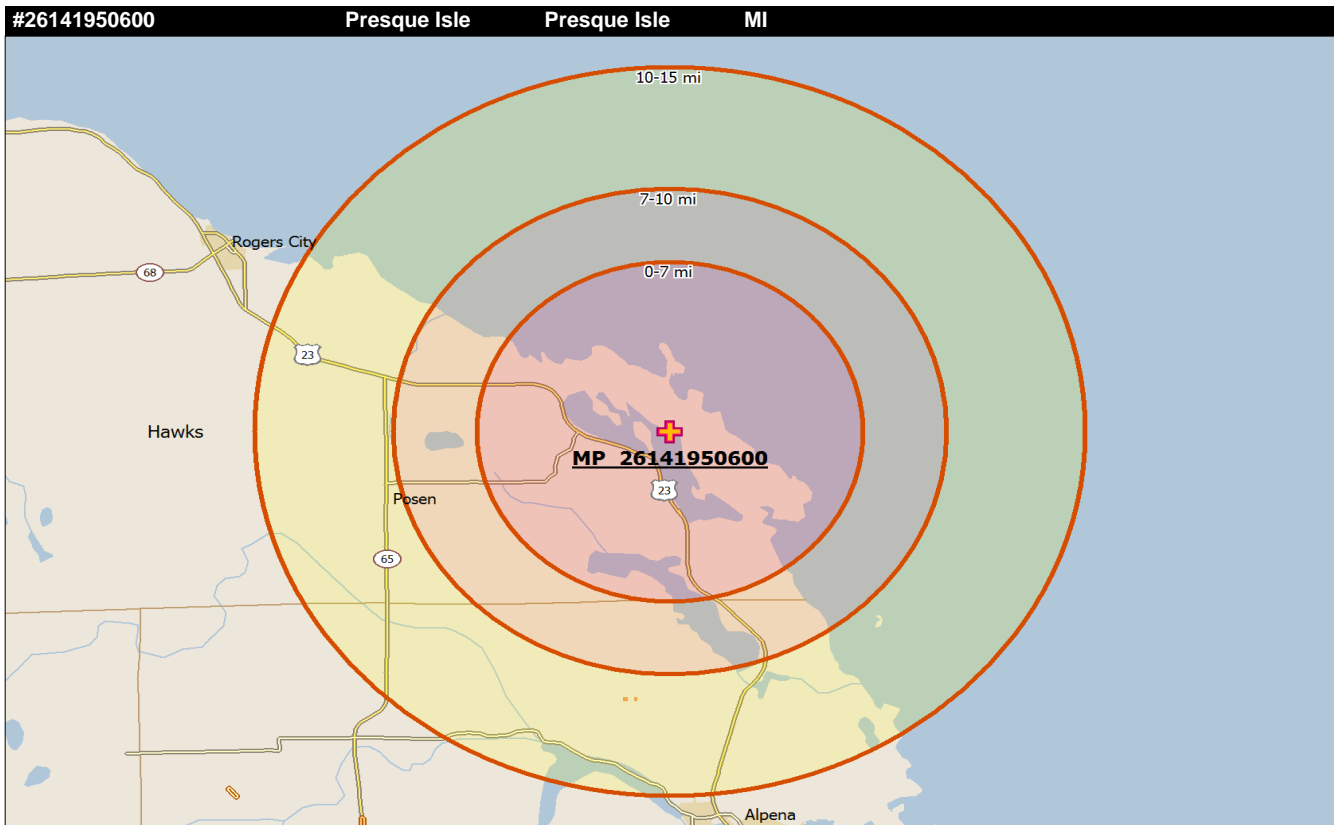
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	9.19
Foreign Born Diversity Index	0.00	Population Density Index	0.00



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26001980100	Total Households in 3 mi Ring	184
CT Centroid Latitude	44.68991	Active Evangelical HHLDS	4
CT Centroid Longitude	-83.33223	Active Evangelical PERCENT	2.12%
City Location	Harrisville	Unreached HHLDS	120
County Location	Alcona	Unreached Percent	65.05%
Sitescape Category code	1	Religious but NOT Evang HHLDS	28
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	15.17%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	25
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	13.61%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	67
Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	36.27%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	34.24%	Low Education County	False
Mainstay Community	15.22%	Low Employment County	True
Working Community	17.93%	Persistent Poverty County	False
Country Community	31.52%	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	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	13.38
Foreign Born Diversity Index	0.00	Population Density Index	0.00



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26141950600	Total Households in 3 mi Ring	550
CT Centroid Latitude	45.30716	Active Evangelical HHLDS	42
CT Centroid Longitude	-83.48867	Active Evangelical PERCENT	7.66%
City Location	Presque Isle	Unreached HHLDS	383
County Location	Presque Isle	Unreached Percent	69.63%
Sitescape Category code	1	Religious but NOT Evang HHLDS	94
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	17.1%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	82
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	14.88%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	207
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	37.64%

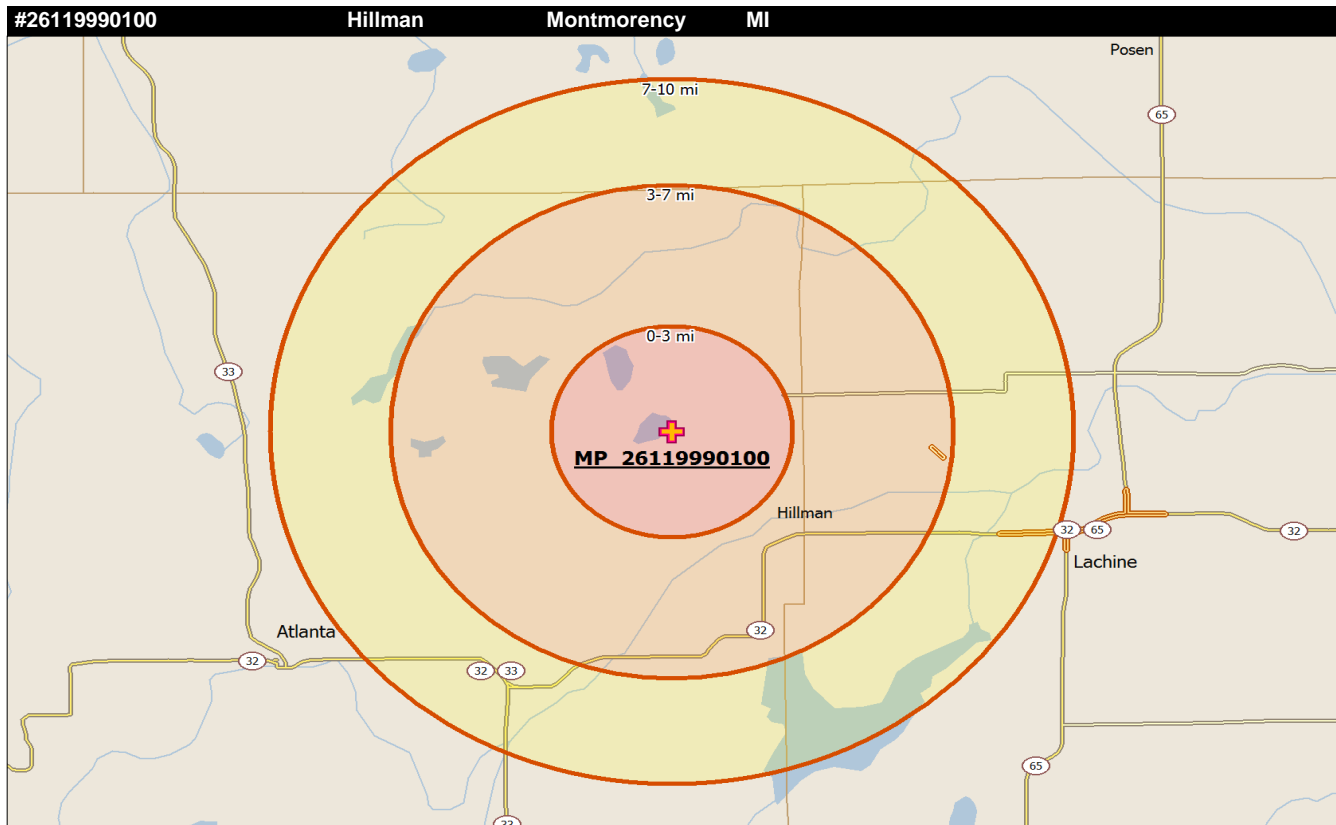
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.09%	Low Education County	False
Mainstay Community	67.45%	Low Employment County	True
Working Community	1.09%	Persistent Poverty County	False
Country Community	24.18%	Population Loss County	False
Aspiring Community	0.55%	Nonmetro Recreation County	True
Urban Community	1.82%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.34	Racial Diversity Index	1.16
Ancestry Diversity Index	68.67	Diversity Composite Index	8.06
Foreign Born Diversity Index	26.34	Population Density Index	3.00

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	#26119990100	Total Households in 3 mi Ring	369
CT Centroid Latitude	45.10098	Active Evangelical HHLDS	36
CT Centroid Longitude	-83.94740	Active Evangelical PERCENT	9.69%
City Location	Hillman	Unreached HHLDS	224
County Location	Montmorency	Unreached Percent	60.82%
Sitescape Category code	2	Religious but NOT Evang HHLDS	40
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.9%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	61
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	16.51%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	123
Population Pattern	10000-2500-0	NOT Evangelical NOT Interested PERCENT	33.42%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	2.71%	Low Employment County	True
Working Community	12.47%	Persistent Poverty County	False
Country Community	50.41%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	33.88%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.31	Racial Diversity Index	2.43
Ancestry Diversity Index	65.11	Diversity Composite Index	5.92
Foreign Born Diversity Index	38.20	Population Density Index	8.00

## 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:

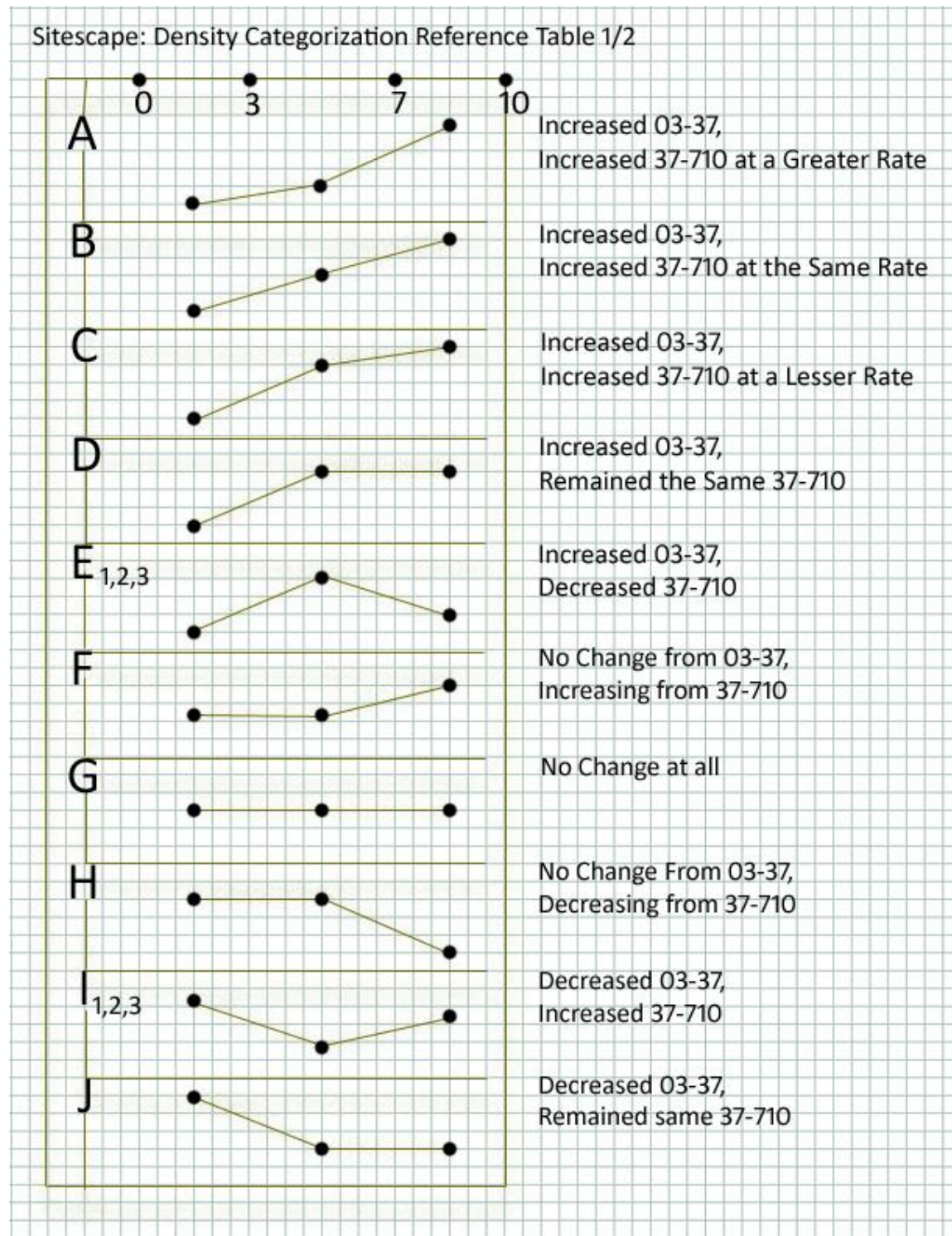
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

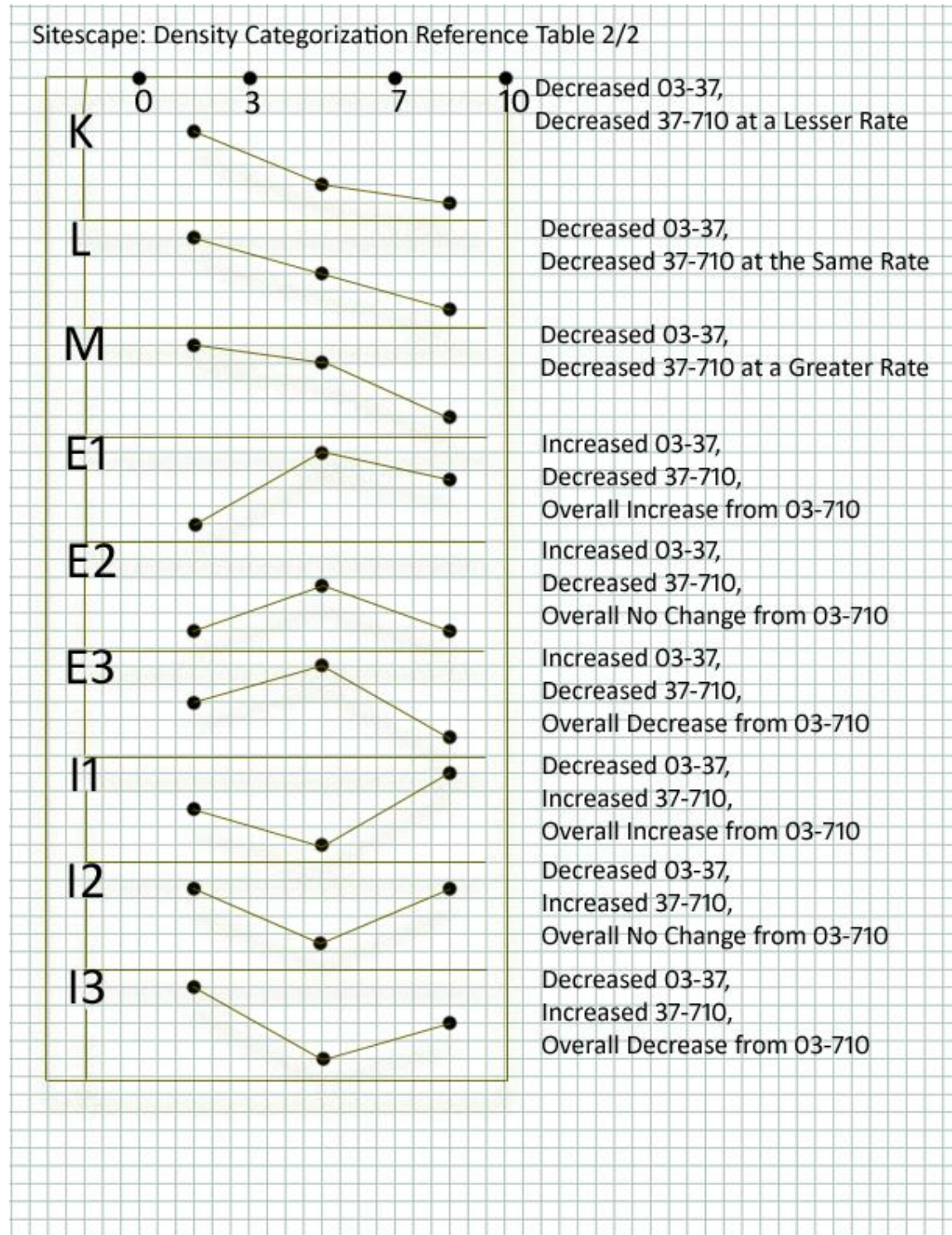
**8. Population Pattern**

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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