

MISSION POINTS

Top Unreached Locations



Top Mission Points in the
South Central 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.

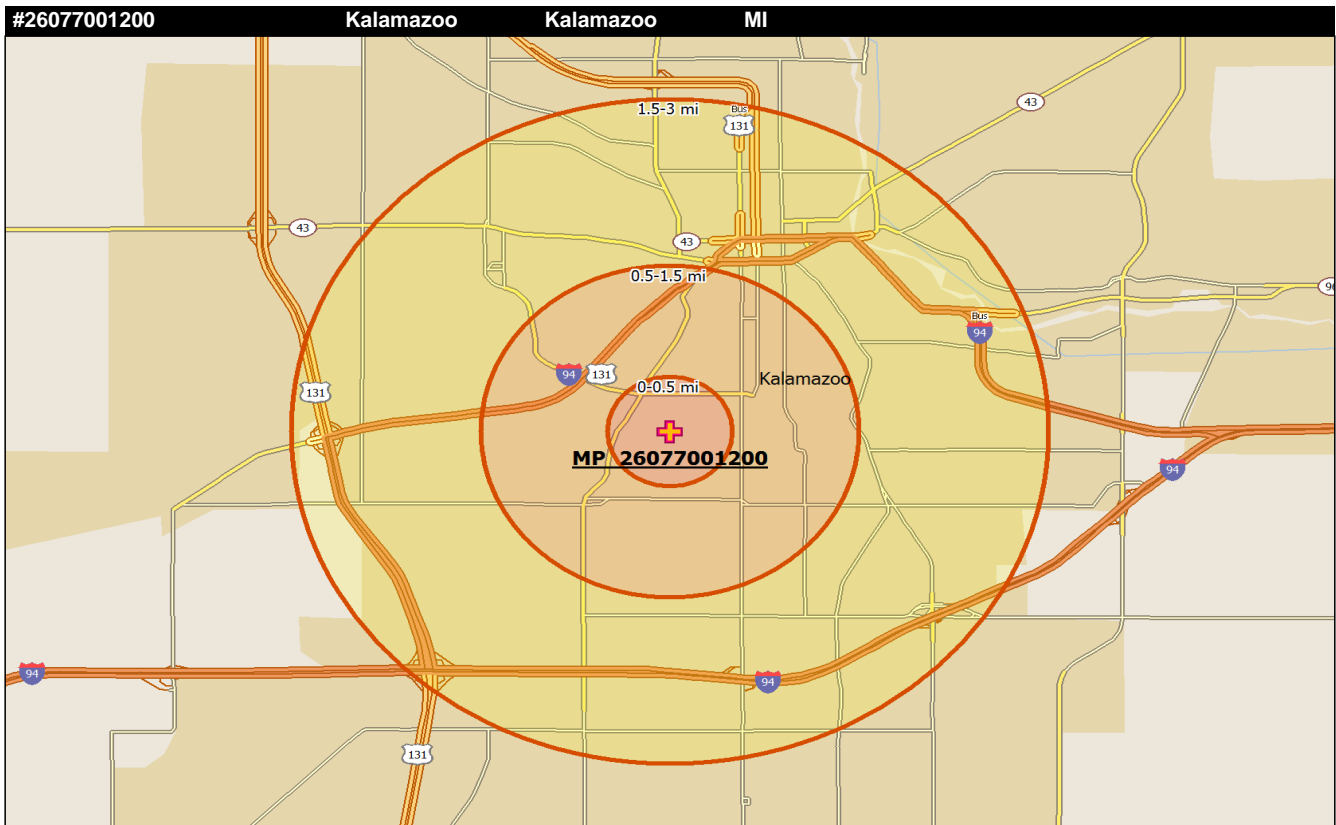
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

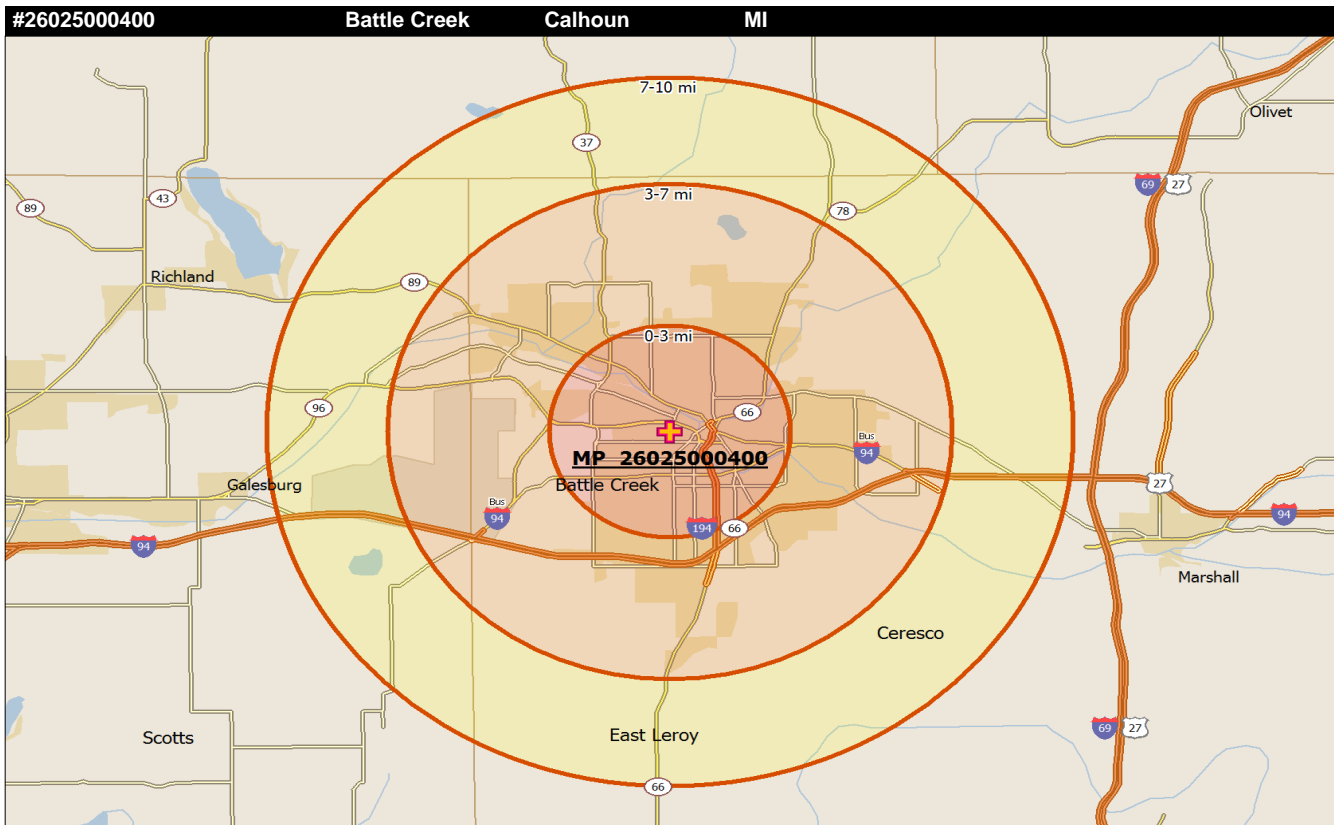
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26077001200	Total Households in 3 mi Ring	36,244
CT Centroid Latitude	42.26927	Active Evangelical HHLDS	3,151
CT Centroid Longitude	-85.60072	Active Evangelical PERCENT	8.69%
City Location	Kalamazoo	Unreached HHLDS	26,192
County Location	Kalamazoo	Unreached Percent	72.27%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,611
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.24%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,920
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.57%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	14,779
Population Pattern	100000-100000-50000	NOT Evangelical NOT Interested PERCENT	40.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.15%	Low Education County	False
Mainstay Community	6.55%	Low Employment County	False
Working Community	24.32%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	False
Aspiring Community	7.86%	Nonmetro Recreation County	False
Urban Community	42.61%	Retirement Destination County	False

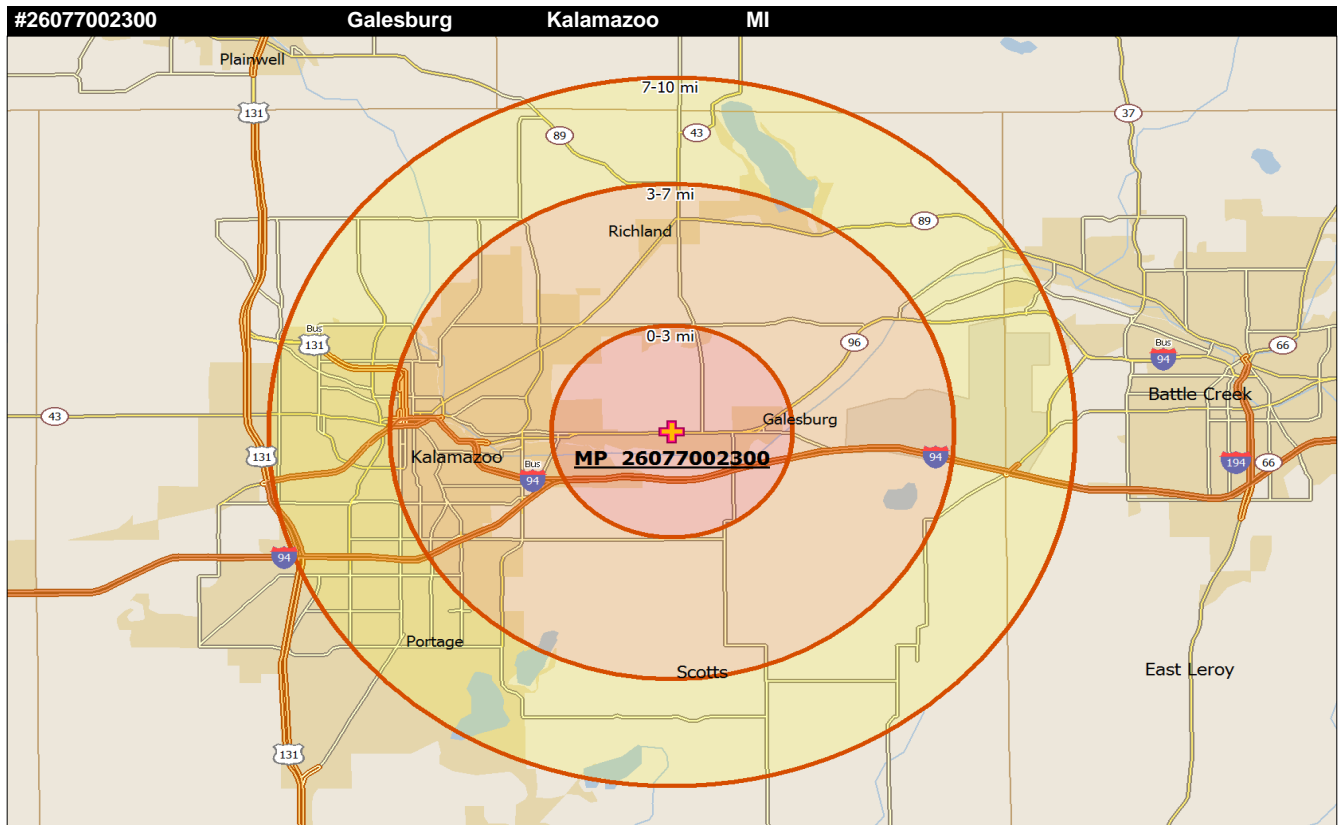
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	46.36	Racial Diversity Index	51.86
Ancestry Diversity Index	75.25	Diversity Composite Index	71.43
Foreign Born Diversity Index	94.68	Population Density Index	65.45



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26025000400	Total Households in 3 mi Ring	21,124
CT Centroid Latitude	42.31615	Active Evangelical HHLDS	2,085
CT Centroid Longitude	-85.20104	Active Evangelical PERCENT	9.87%
City Location	Battle Creek	Unreached HHLDS	14,472
County Location	Calhoun	Unreached Percent	68.51%
Sitescape Category code	2	Religious but NOT Evang HHLDS	3,949
Sitescape Group code	2.3	Religious but NOT Evang PERCENT	18.69%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,894
Sitescape Group	Large Towns	Spiritual but Not Religious PERCENT	8.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,754
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.44%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.02%	Low Education County	False
Mainstay Community	4.32%	Low Employment County	False
Working Community	56.74%	Persistent Poverty County	False
Country Community	0.34%	Population Loss County	False
Aspiring Community	6.33%	Nonmetro Recreation County	False
Urban Community	19.25%	Retirement Destination County	False

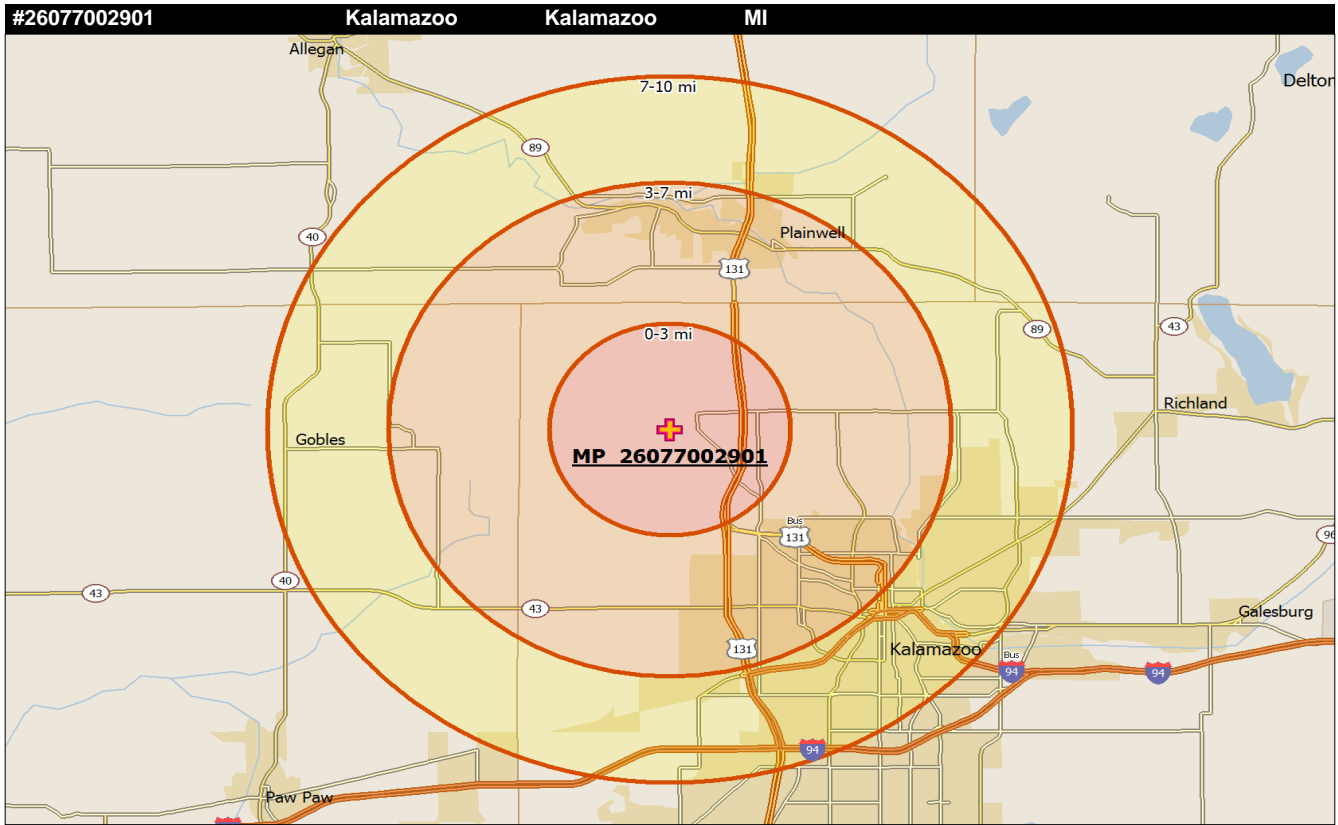
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	27.63	Racial Diversity Index	47.73
Ancestry Diversity Index	61.27	Diversity Composite Index	28.53
Foreign Born Diversity Index	53.14	Population Density Index	51.53



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26077002300	Total Households in 3 mi Ring	2,704
CT Centroid Latitude	42.28913	Active Evangelical HHLDS	278
CT Centroid Longitude	-85.45833	Active Evangelical PERCENT	10.29%
City Location	Galesburg	Unreached HHLDS	1,817
County Location	Kalamazoo	Unreached Percent	67.18%
Sitescape Category code	2	Religious but NOT Evang HHLDS	383
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.18%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	324
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	1,109
Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.27%	Low Education County	False
Mainstay Community	19.79%	Low Employment County	False
Working Community	18.38%	Persistent Poverty County	False
Country Community	11.58%	Population Loss County	False
Aspiring Community	1.11%	Nonmetro Recreation County	False
Urban Community	8.88%	Retirement Destination County	False

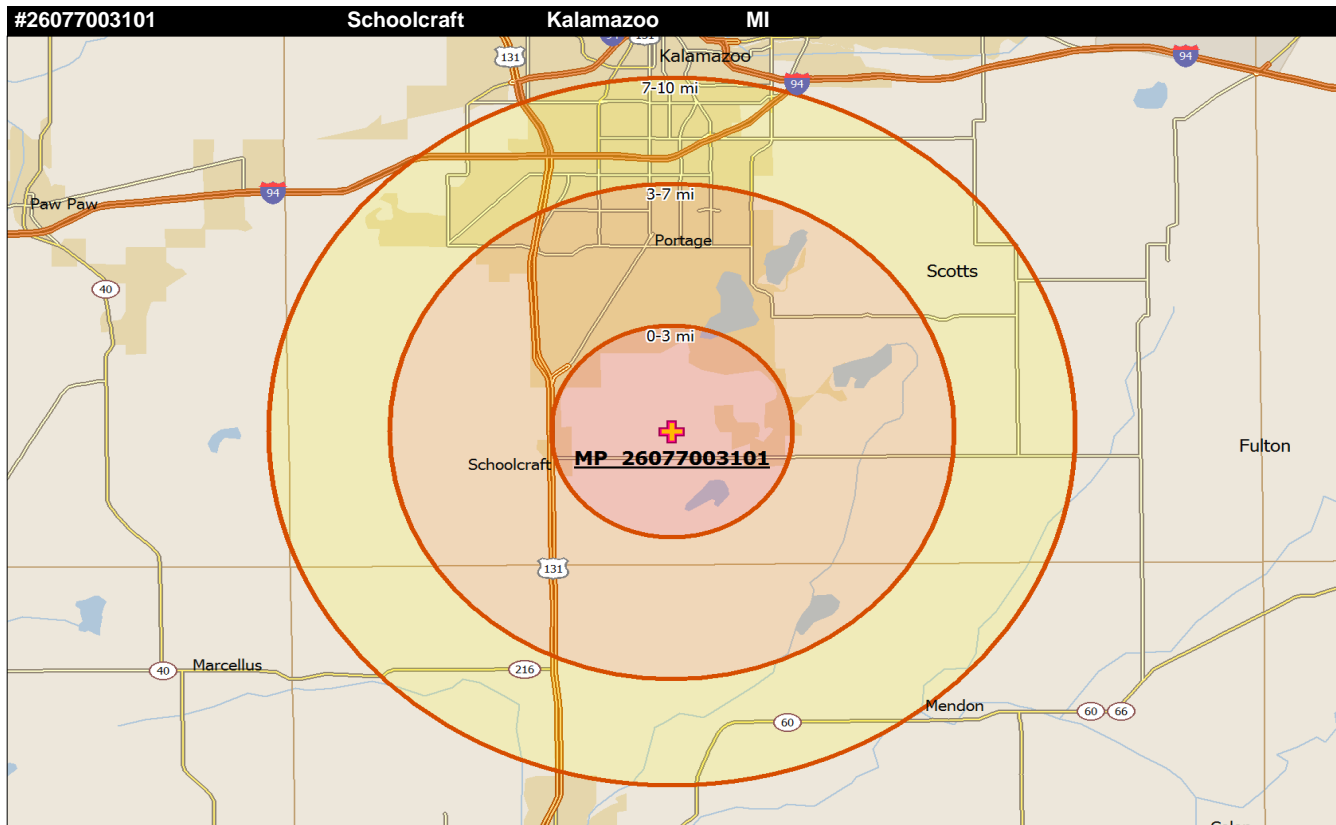
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.66	Racial Diversity Index	16.77
Ancestry Diversity Index	86.43	Diversity Composite Index	51.98
Foreign Born Diversity Index	48.39	Population Density Index	22.21



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26077002901	Total Households in 3 mi Ring	1,018
CT Centroid Latitude	42.36888	Active Evangelical HHLDS	108
CT Centroid Longitude	-85.69167	Active Evangelical PERCENT	10.61%
City Location	Kalamazoo	Unreached HHLDS	672
County Location	Kalamazoo	Unreached Percent	65.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	136
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.31%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	122
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.95%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	414
Population Pattern	10000-100000-250000	NOT Evangelical NOT Interested PERCENT	40.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	45.38%	Low Education County	False
Mainstay Community	30.06%	Low Employment County	False
Working Community	18.07%	Persistent Poverty County	False
Country Community	0.88%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	5.4%	Retirement Destination County	False

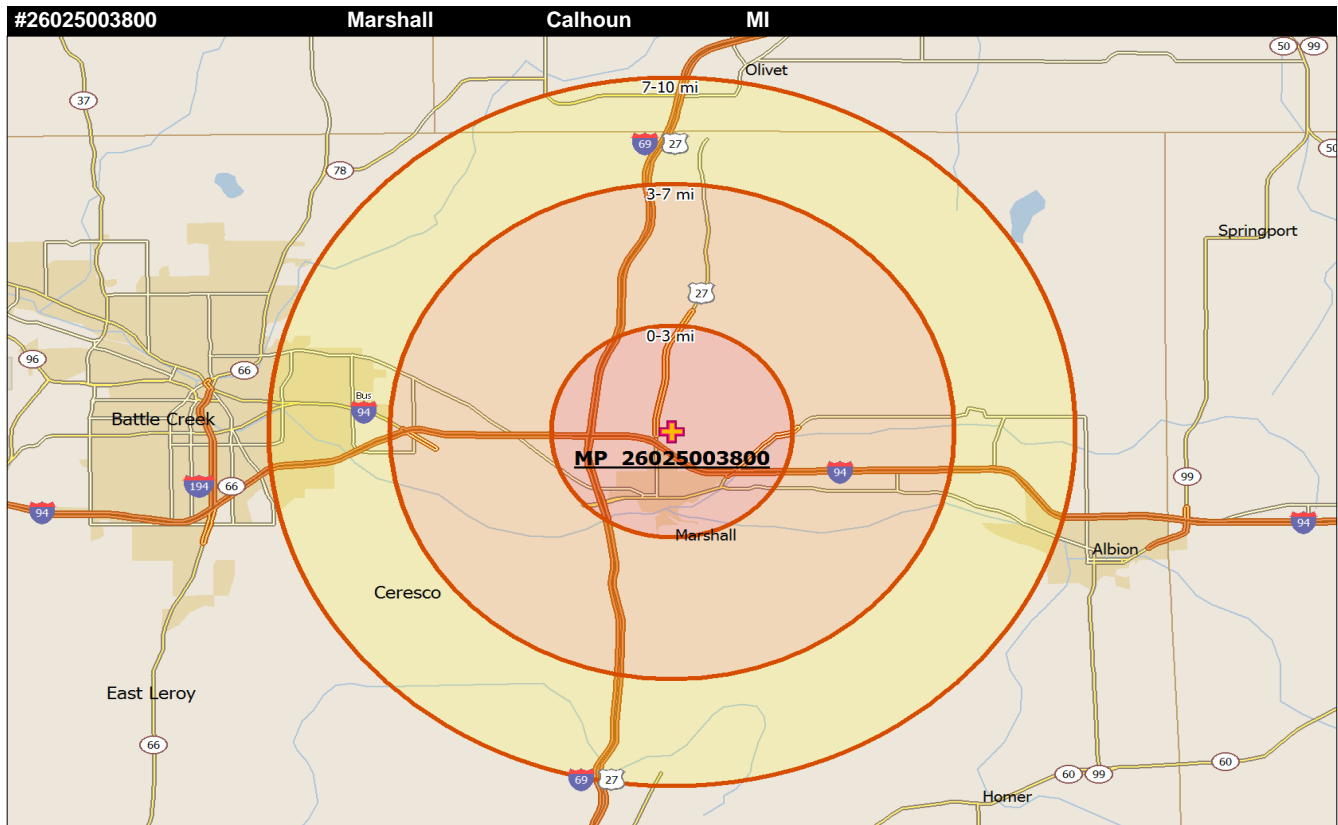
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.50	Racial Diversity Index	12.92
Ancestry Diversity Index	67.57	Diversity Composite Index	60.69
Foreign Born Diversity Index	63.01	Population Density Index	12.32



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26077003101	Total Households in 3 mi Ring	2,624
CT Centroid Latitude	42.12493	Active Evangelical HHLDS	263
CT Centroid Longitude	-85.57878	Active Evangelical PERCENT	10.04%
City Location	Schoolcraft	Unreached HHLDS	1,783
County Location	Kalamazoo	Unreached Percent	67.94%
Sitescape Category code	2	Religious but NOT Evang HHLDS	372
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.17%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	319
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.17%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	1,092
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41.62%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.37%	Low Education County	False
Mainstay Community	26.3%	Low Employment County	False
Working Community	22.68%	Persistent Poverty County	False
Country Community	1.22%	Population Loss County	False
Aspiring Community	5.79%	Nonmetro Recreation County	False
Urban Community	0.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	20.14	Racial Diversity Index	12.64
Ancestry Diversity Index	87.19	Diversity Composite Index	59.59
Foreign Born Diversity Index	57.05	Population Density Index	20.54



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26025003800	Total Households in 3 mi Ring	3,992
CT Centroid Latitude	42.29909	Active Evangelical HHLDS	412
CT Centroid Longitude	-84.95690	Active Evangelical PERCENT	10.33%
City Location	Marshall	Unreached HHLDS	2,677
County Location	Calhoun	Unreached Percent	67.07%
Sitescape Category code	2	Religious but NOT Evang HHLDS	564
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.12%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	479
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.99%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,635
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.95%

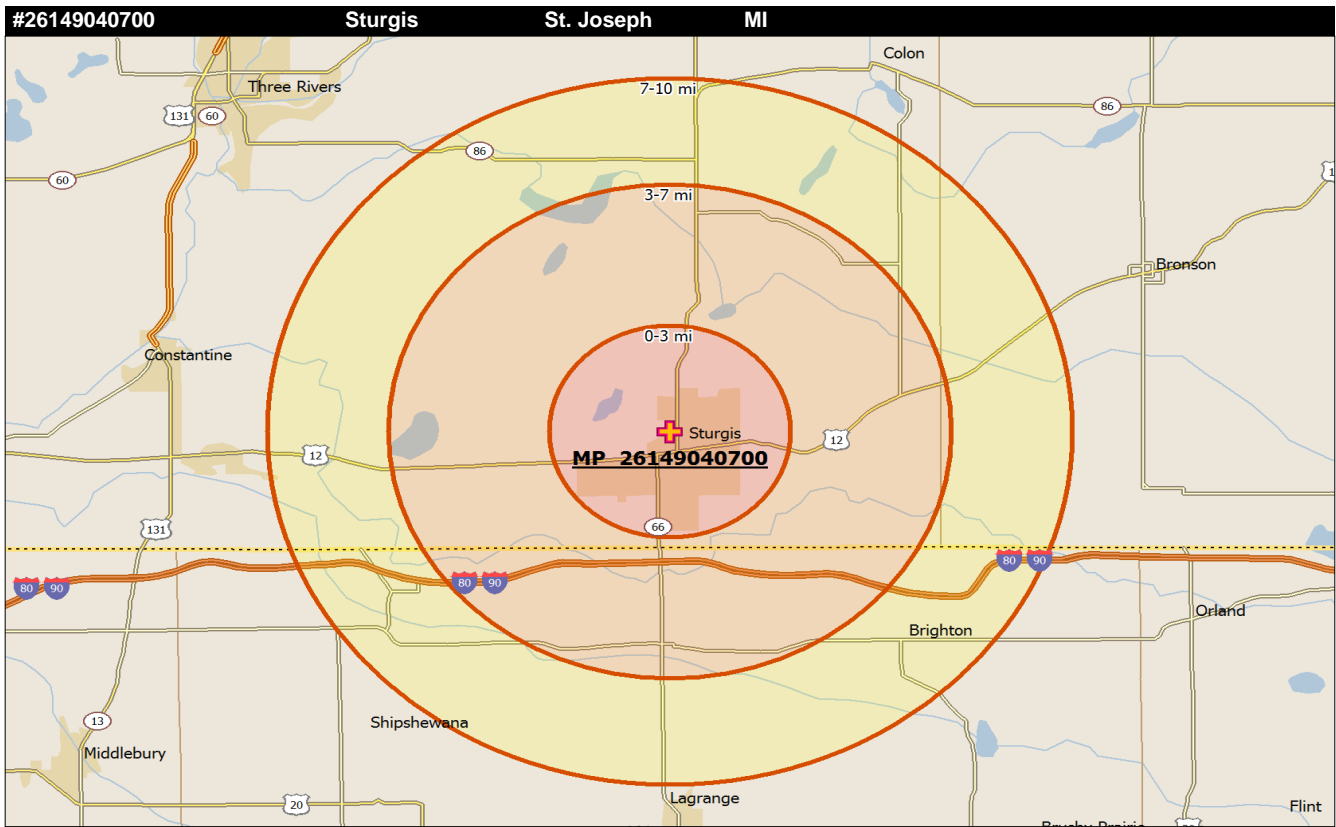
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	46.32%	Low Education County	False
Mainstay Community	20.24%	Low Employment County	False
Working Community	24.3%	Persistent Poverty County	False
Country Community	2.61%	Population Loss County	False
Aspiring Community	2.43%	Nonmetro Recreation County	False
Urban Community	4.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	15.79	Racial Diversity Index	13.56
Ancestry Diversity Index	71.60	Diversity Composite Index	18.82
Foreign Born Diversity Index	49.52	Population Density Index	22.28

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

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

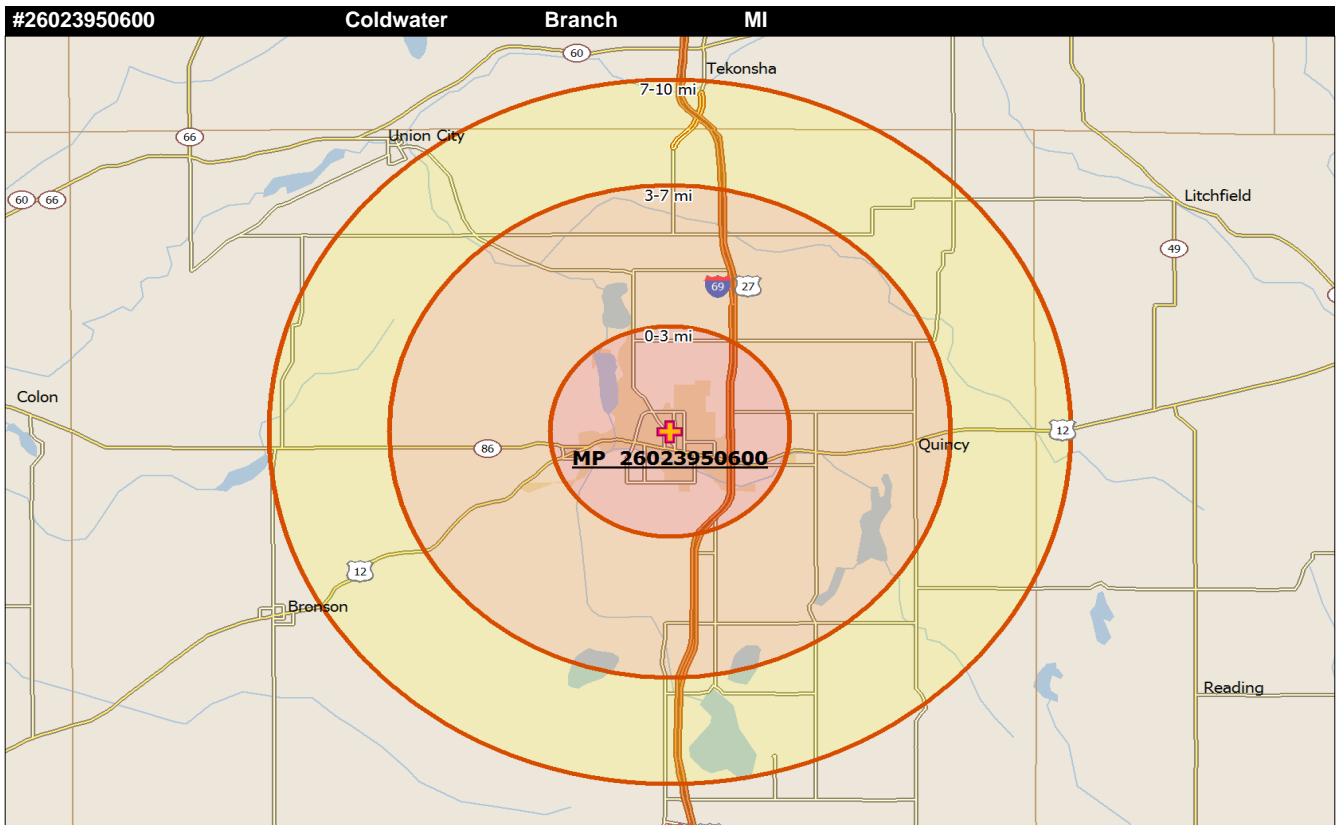
www.iicm.net



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26149040700	Total Households in 3 mi Ring	5,516
CT Centroid Latitude	41.80736	Active Evangelical HHLDS	579
CT Centroid Longitude	-85.42227	Active Evangelical PERCENT	10.50%
City Location	Sturgis	Unreached HHLDS	3,668
County Location	St. Joseph	Unreached Percent	66.5%
Sitescape Category code	2	Religious but NOT Evang HHLDS	727
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.17%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	667
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.09%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,275
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	41.24%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.36%	Low Education County	False
Mainstay Community	14.54%	Low Employment County	False
Working Community	49.6%	Persistent Poverty County	False
Country Community	5.08%	Population Loss County	False
Aspiring Community	0.67%	Nonmetro Recreation County	False
Urban Community	16.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.02	Racial Diversity Index	42.71
Ancestry Diversity Index	54.13	Diversity Composite Index	22.85
Foreign Born Diversity Index	8.41	Population Density Index	26.67



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26023950600	Total Households in 3 mi Ring	5,149
CT Centroid Latitude	41.94811	Active Evangelical HHLDS	384
CT Centroid Longitude	-85.00260	Active Evangelical PERCENT	7.47%
City Location	Coldwater	Unreached HHLDS	3,397
County Location	Branch	Unreached Percent	65.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	654
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	12.7%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	662
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.85%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,082
Population Pattern	50000-50000-10000	NOT Evangelical NOT Interested PERCENT	40.43%

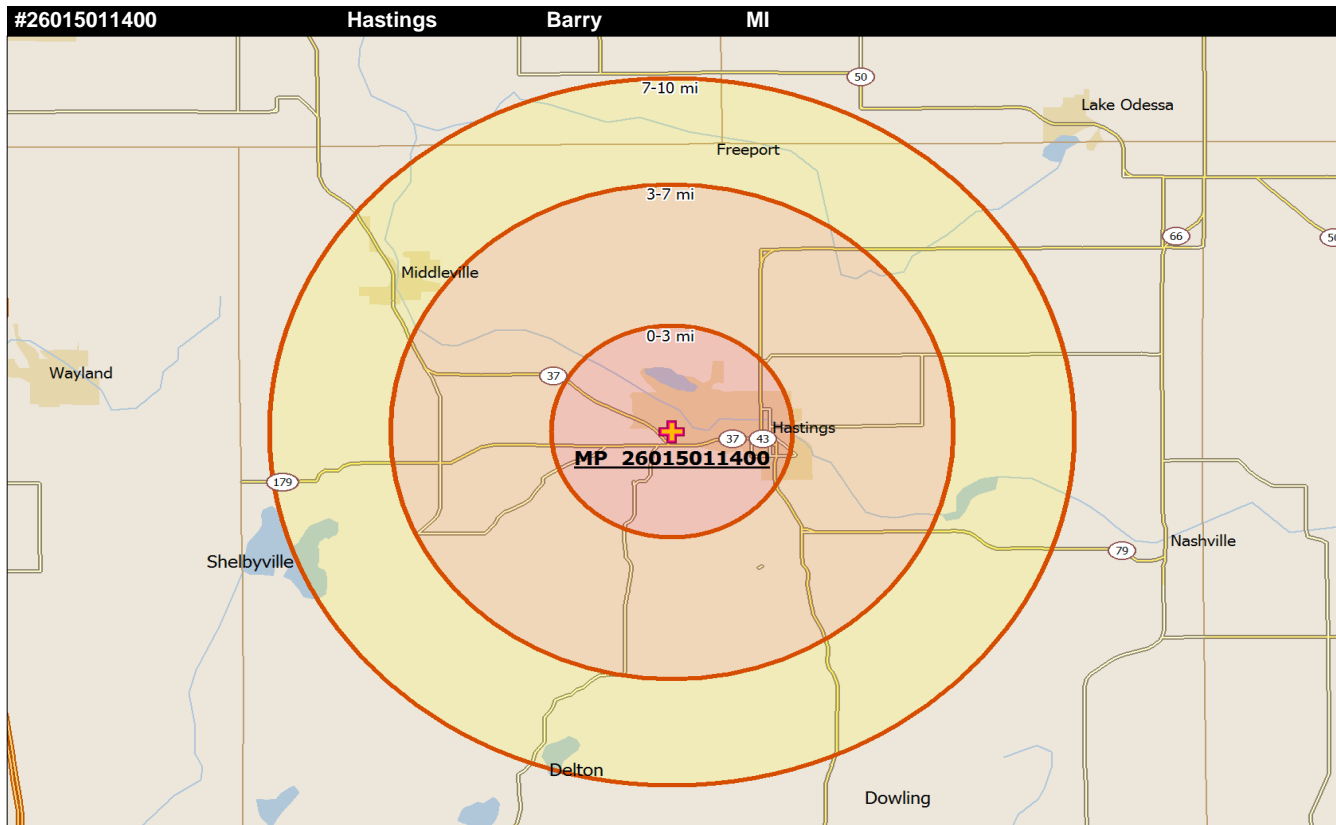
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.71%	Low Education County	False
Mainstay Community	20.39%	Low Employment County	False
Working Community	44.4%	Persistent Poverty County	False
Country Community	8.76%	Population Loss County	False
Aspiring Community	4.95%	Nonmetro Recreation County	False
Urban Community	9.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	44.09	Racial Diversity Index	30.82
Ancestry Diversity Index	81.43	Diversity Composite Index	35.79
Foreign Born Diversity Index	47.71	Population Density Index	28.50

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

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

www.icm.net



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26015011400	Total Households in 3 mi Ring	4,172
CT Centroid Latitude	42.65150	Active Evangelical HHLDS	217
CT Centroid Longitude	-85.33398	Active Evangelical PERCENT	5.21%
City Location	Hastings	Unreached HHLDS	2,785
County Location	Barry	Unreached Percent	66.75%
Sitescape Category code	2	Religious but NOT Evang HHLDS	593
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.22%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	501
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,691
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.53%

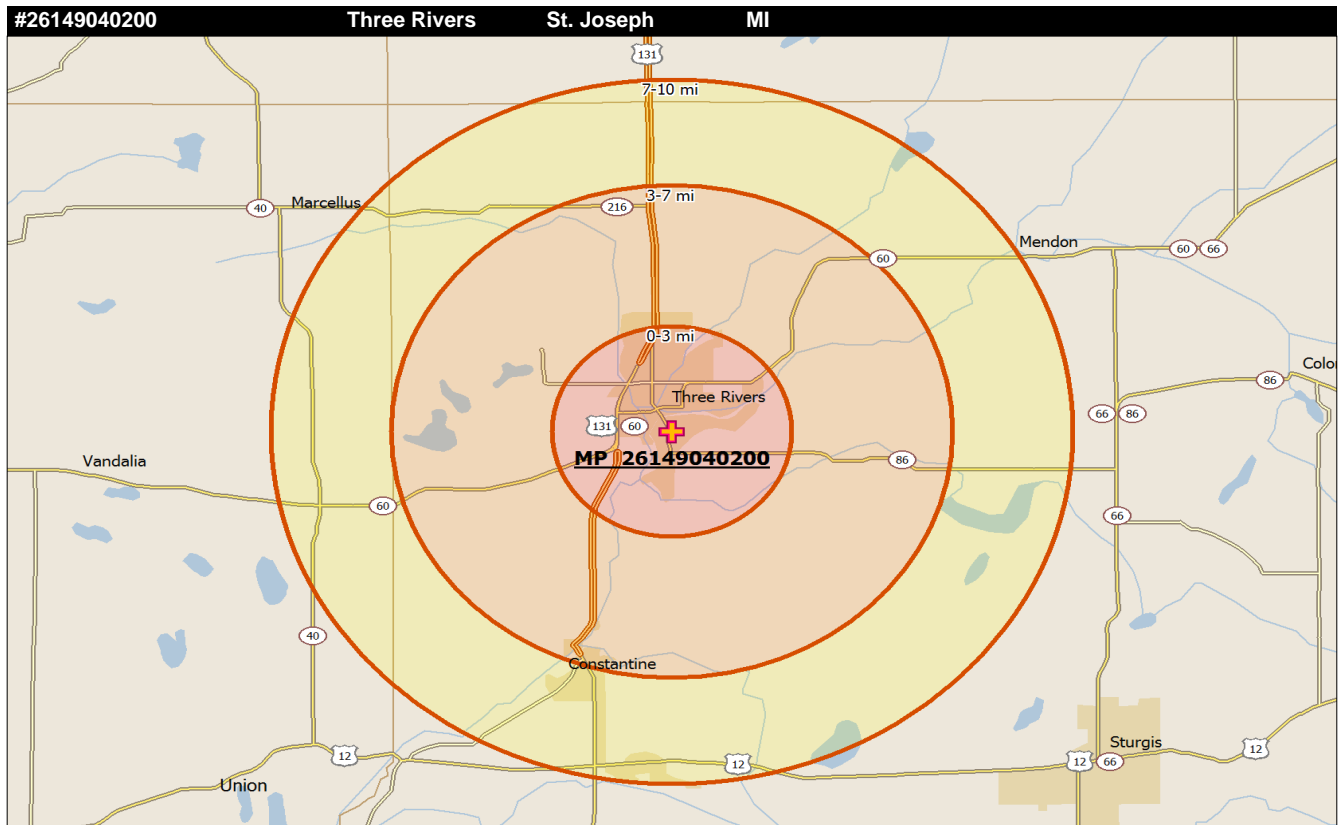
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.91%	Low Education County	False
Mainstay Community	26.7%	Low Employment County	False
Working Community	30.15%	Persistent Poverty County	False
Country Community	7.79%	Population Loss County	False
Aspiring Community	2.66%	Nonmetro Recreation County	False
Urban Community	3.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.28	Racial Diversity Index	10.26
Ancestry Diversity Index	85.98	Diversity Composite Index	20.09
Foreign Born Diversity Index	37.92	Population Density Index	21.31

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

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

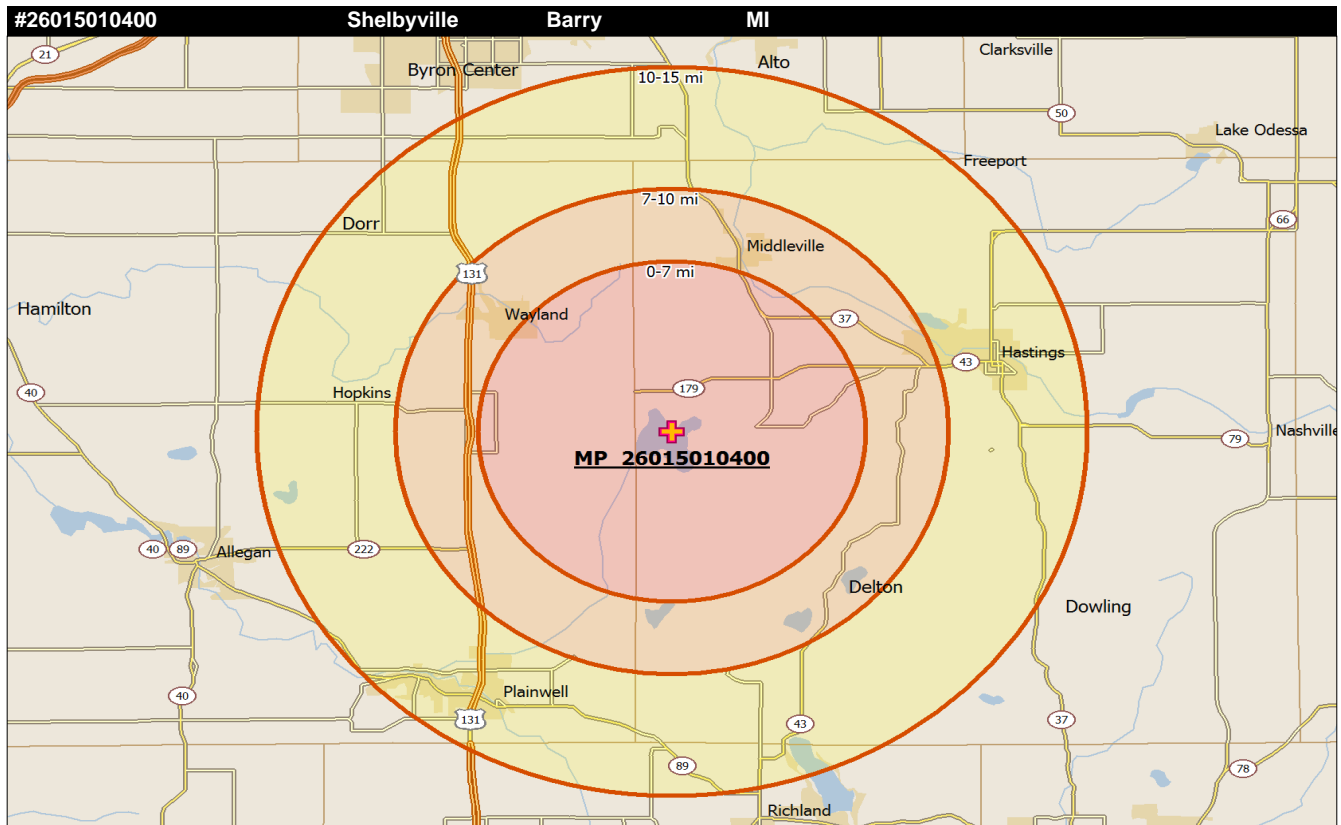
www.iicm.net



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26149040200	Total Households in 3 mi Ring	4,068
CT Centroid Latitude	41.93457	Active Evangelical HHLDS	425
CT Centroid Longitude	-85.62507	Active Evangelical PERCENT	10.45%
City Location	Three Rivers	Unreached HHLDS	2,713
County Location	St. Joseph	Unreached Percent	66.68%
Sitescape Category code	2	Religious but NOT Evang HHLDS	654
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.08%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	424
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.43%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,654
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.77%	Low Education County	False
Mainstay Community	9.51%	Low Employment County	False
Working Community	54.23%	Persistent Poverty County	False
Country Community	5.19%	Population Loss County	False
Aspiring Community	7.4%	Nonmetro Recreation County	False
Urban Community	11.92%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.78	Racial Diversity Index	35.07
Ancestry Diversity Index	66.39	Diversity Composite Index	21.80
Foreign Born Diversity Index	28.41	Population Density Index	22.14



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26015010400	Total Households in 3 mi Ring	1,750
CT Centroid Latitude	42.60690	Active Evangelical HHLDS	91
CT Centroid Longitude	-85.51745	Active Evangelical PERCENT	5.17%
City Location	Shelbyville	Unreached HHLDS	1,170
County Location	Barry	Unreached Percent	66.87%
Sitescape Category code	1	Religious but NOT Evang HHLDS	228
Sitescape Group code	1.3	Religious but NOT Evang PERCENT	13.05%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	245
Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	13.97%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	698
Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	39.86%

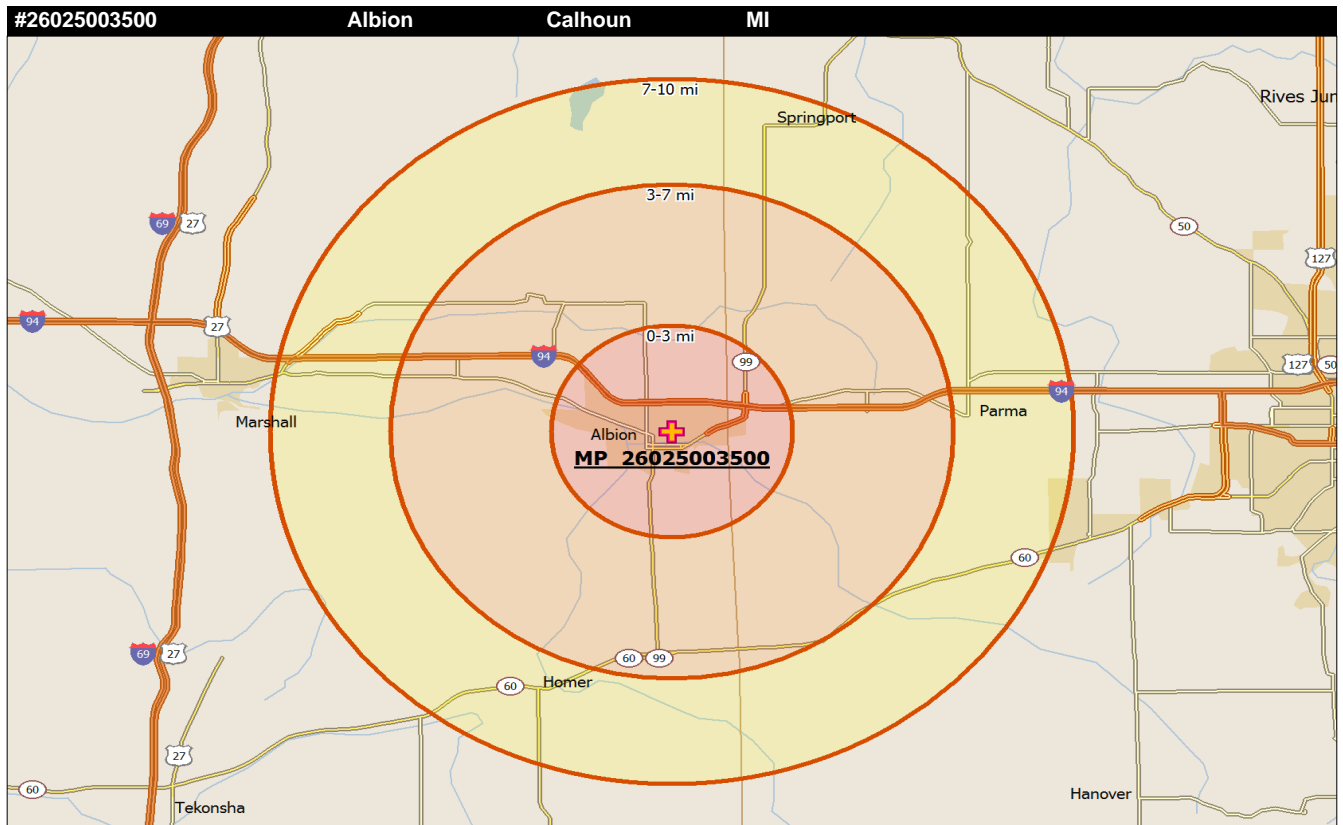
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.57%	Low Education County	False
Mainstay Community	53.03%	Low Employment County	False
Working Community	5.83%	Persistent Poverty County	False
Country Community	22.46%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.28	Racial Diversity Index	5.14
Ancestry Diversity Index	80.85	Diversity Composite Index	12.45
Foreign Born Diversity Index	0.00	Population Density Index	6.72

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

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

www.iicm.net



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26025003500	Total Households in 3 mi Ring	3,757
CT Centroid Latitude	42.25228	Active Evangelical HHLDS	356
CT Centroid Longitude	-84.74382	Active Evangelical PERCENT	9.47%
City Location	Albion	Unreached HHLDS	2,623
County Location	Calhoun	Unreached Percent	69.81%
Sitescape Category code	2	Religious but NOT Evang HHLDS	838
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	22.3%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	308
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	8.2%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,504
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.02%

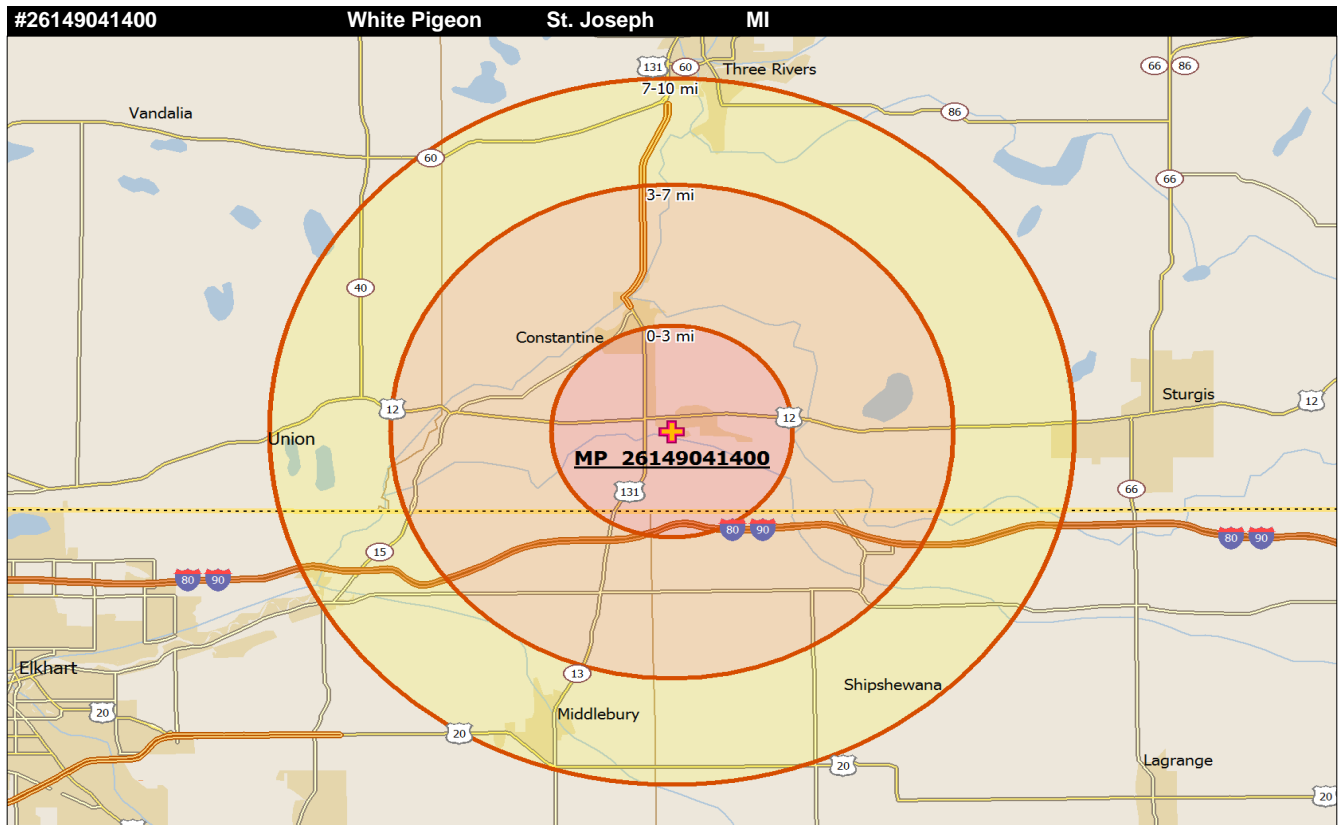
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.74%	Low Education County	False
Mainstay Community	3.09%	Low Employment County	False
Working Community	31.09%	Persistent Poverty County	False
Country Community	5.88%	Population Loss County	False
Aspiring Community	28.67%	Nonmetro Recreation County	False
Urban Community	28.56%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.99	Racial Diversity Index	57.28
Ancestry Diversity Index	40.15	Diversity Composite Index	25.10
Foreign Born Diversity Index	56.04	Population Density Index	23.42

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

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

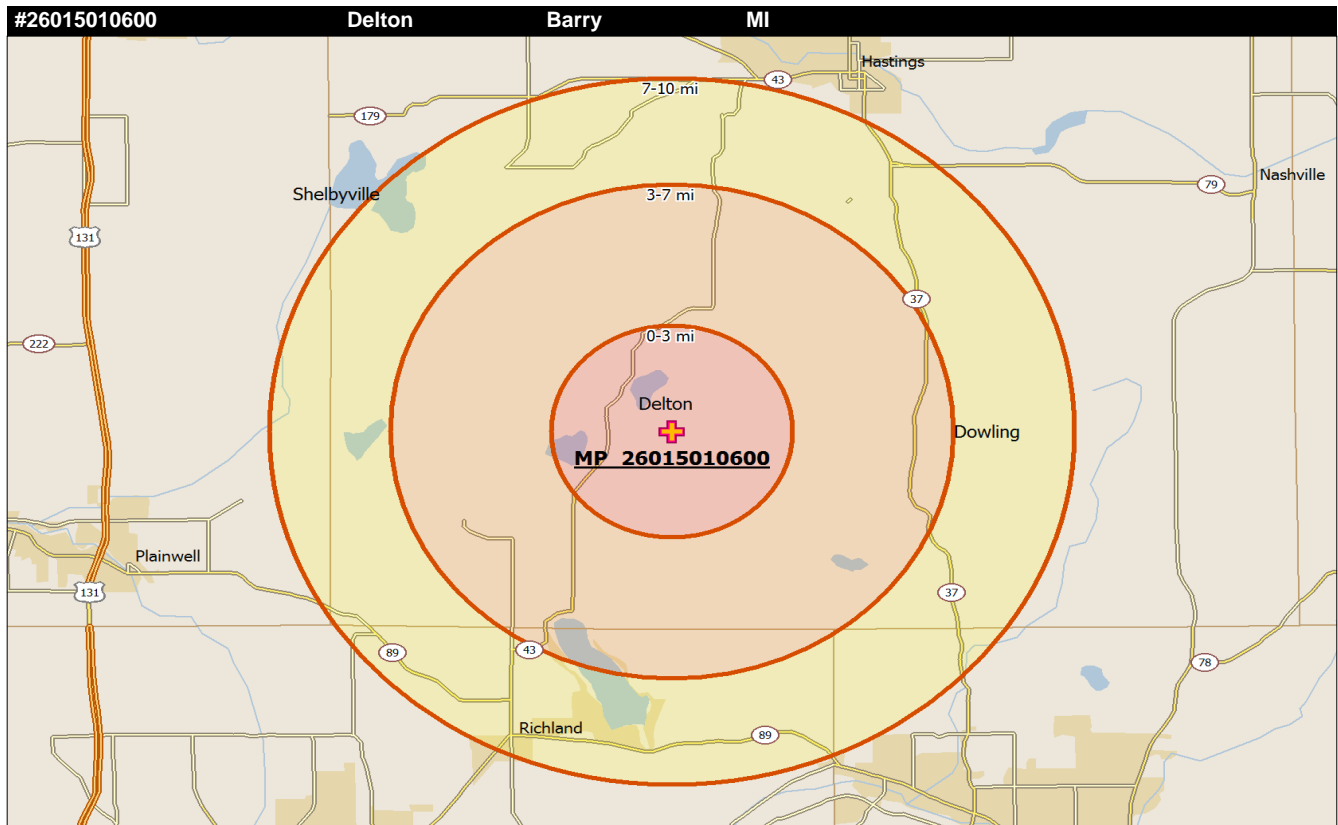
www.iicm.net



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26149041400	Total Households in 3 mi Ring	1,696
CT Centroid Latitude	41.79173	Active Evangelical HHLDS	193
CT Centroid Longitude	-85.64941	Active Evangelical PERCENT	11.37%
City Location	White Pigeon	Unreached HHLDS	1,081
County Location	St. Joseph	Unreached Percent	63.72%
Sitescape Category code	2	Religious but NOT Evang HHLDS	206
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.15%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	213
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.58%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	661
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.77%	Low Education County	False
Mainstay Community	18.81%	Low Employment County	False
Working Community	39.56%	Persistent Poverty County	False
Country Community	25.83%	Population Loss County	False
Aspiring Community	1.77%	Nonmetro Recreation County	False
Urban Community	12.26%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.03	Racial Diversity Index	12.91
Ancestry Diversity Index	55.44	Diversity Composite Index	25.86
Foreign Born Diversity Index	42.11	Population Density Index	9.08



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26015010600	Total Households in 3 mi Ring	1,542
CT Centroid Latitude	42.50104	Active Evangelical HHLDS	84
CT Centroid Longitude	-85.37702	Active Evangelical PERCENT	5.45%
City Location	Delton	Unreached HHLDS	1,006
County Location	Barry	Unreached Percent	65.22%
Sitescape Category code	2	Religious but NOT Evang HHLDS	194
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.6%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	214
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.85%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	598
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38.77%

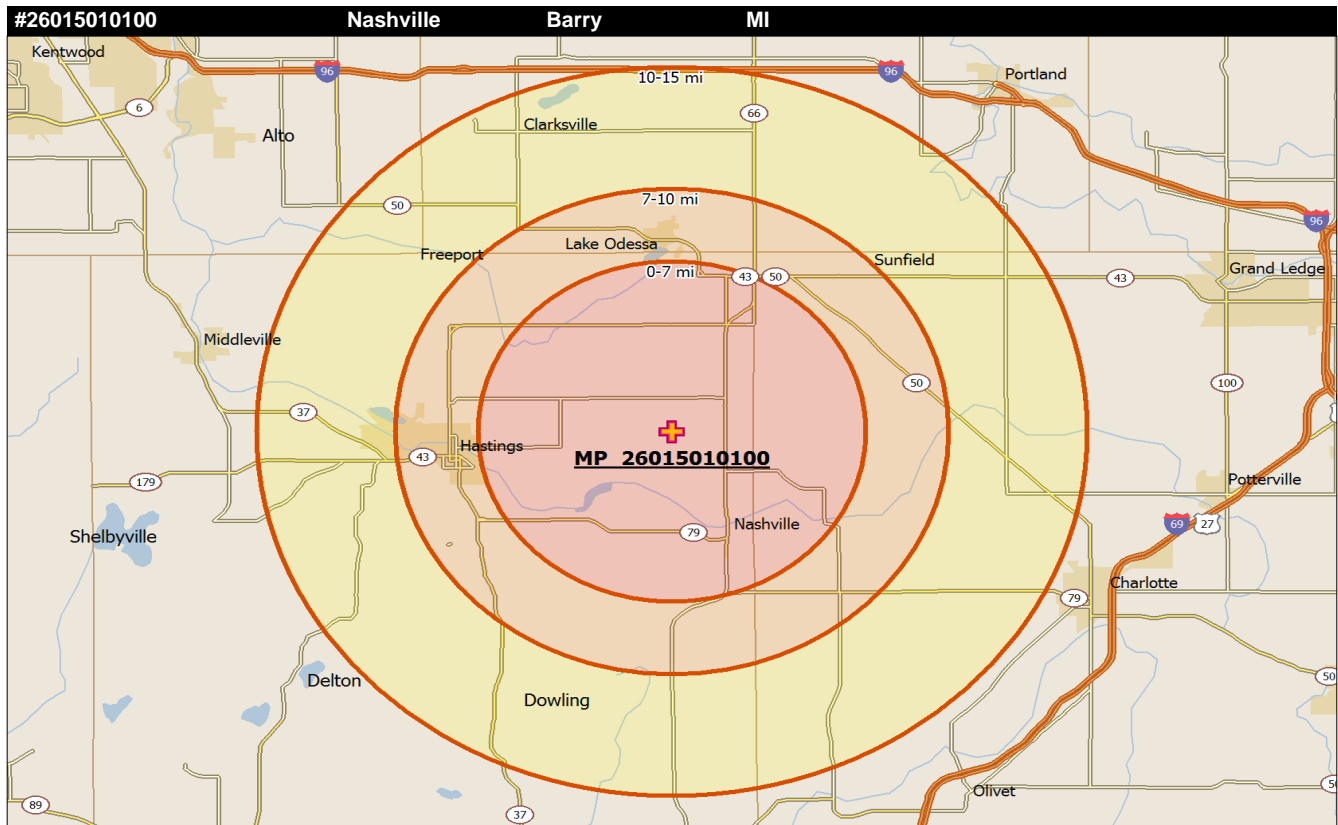
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	22.11%	Low Education County	False
Mainstay Community	34.24%	Low Employment County	False
Working Community	14.92%	Persistent Poverty County	False
Country Community	25.16%	Population Loss County	False
Aspiring Community	2.66%	Nonmetro Recreation County	False
Urban Community	0.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.33	Racial Diversity Index	5.86
Ancestry Diversity Index	88.41	Diversity Composite Index	25.18
Foreign Born Diversity Index	36.87	Population Density Index	10.54

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

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

www.icm.net



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26015010100	Total Households in 3 mi Ring	1,186
CT Centroid Latitude	42.66322	Active Evangelical HHLDS	63
CT Centroid Longitude	-85.13288	Active Evangelical PERCENT	5.29%
City Location	Nashville	Unreached HHLDS	786
County Location	Barry	Unreached Percent	66.27%
Sitescape Category code	1	Religious but NOT Evang HHLDS	149
Sitescape Group code	1.3	Religious but NOT Evang PERCENT	12.6%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	152
Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	12.84%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	484
Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	40.84%

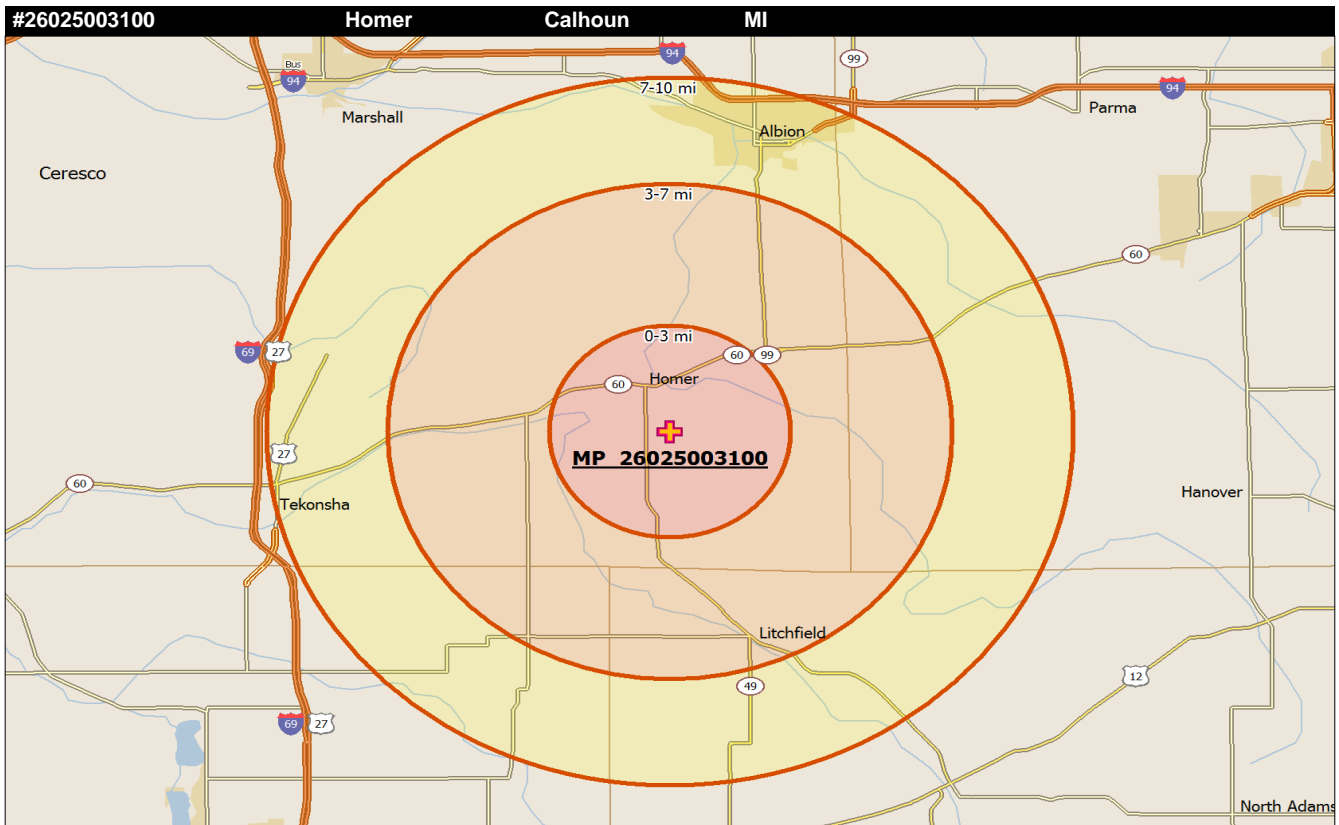
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.05%	Low Education County	False
Mainstay Community	24.28%	Low Employment County	False
Working Community	45.03%	Persistent Poverty County	False
Country Community	14.5%	Population Loss County	False
Aspiring Community	12.14%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.17	Racial Diversity Index	2.80
Ancestry Diversity Index	73.71	Diversity Composite Index	18.16
Foreign Born Diversity Index	43.11	Population Density Index	3.89

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

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

www.iicm.net



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26025003100	Total Households in 3 mi Ring	993
CT Centroid Latitude	42.12786	Active Evangelical HHLDS	106
CT Centroid Longitude	-84.79688	Active Evangelical PERCENT	10.63%
City Location	Homer	Unreached HHLDS	657
County Location	Calhoun	Unreached Percent	66.18%
Sitescape Category code	2	Religious but NOT Evang HHLDS	144
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.54%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	114
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	398
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.12%

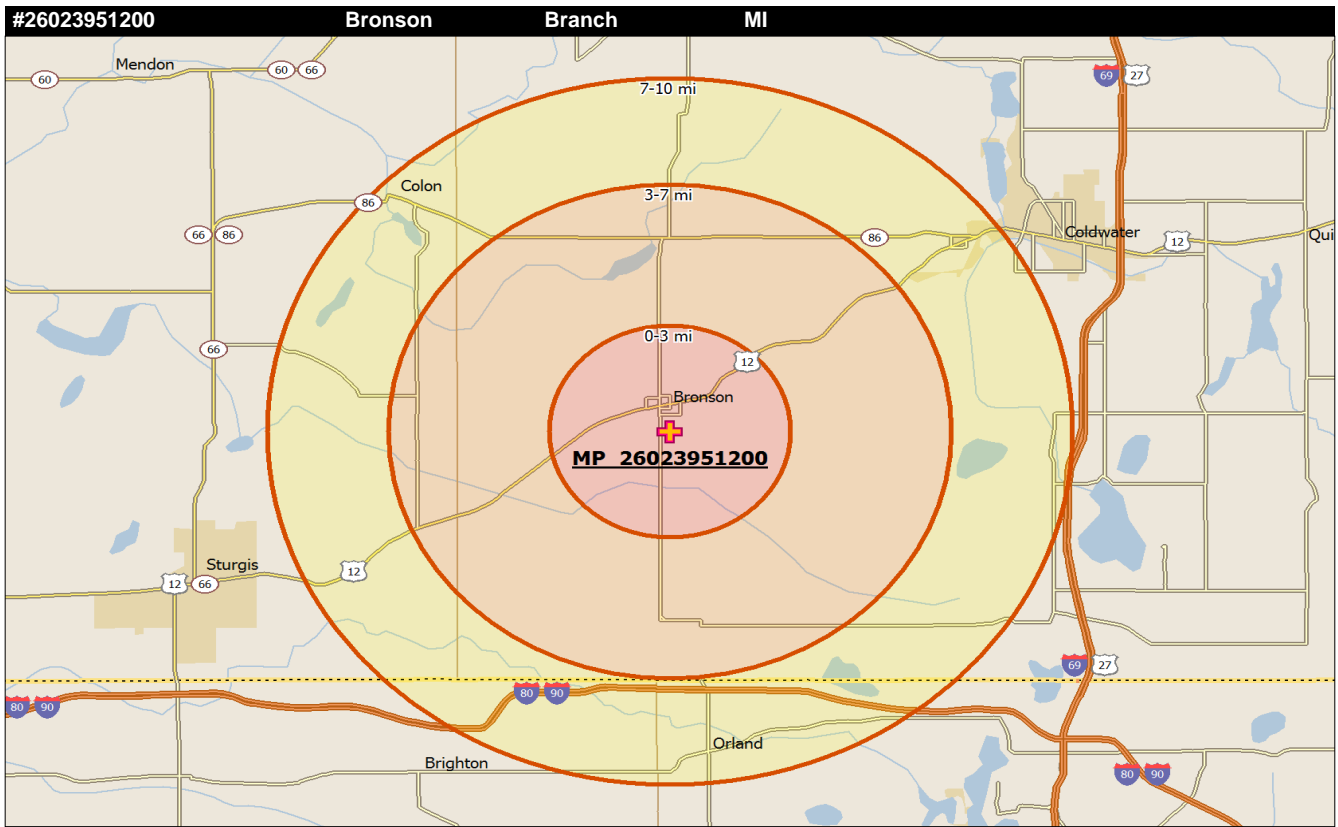
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.82%	Low Education County	False
Mainstay Community	5.34%	Low Employment County	False
Working Community	63.34%	Persistent Poverty County	False
Country Community	22.26%	Population Loss County	False
Aspiring Community	0.81%	Nonmetro Recreation County	False
Urban Community	5.54%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.28	Racial Diversity Index	6.66
Ancestry Diversity Index	54.21	Diversity Composite Index	16.32
Foreign Born Diversity Index	24.23	Population Density Index	9.93

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

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

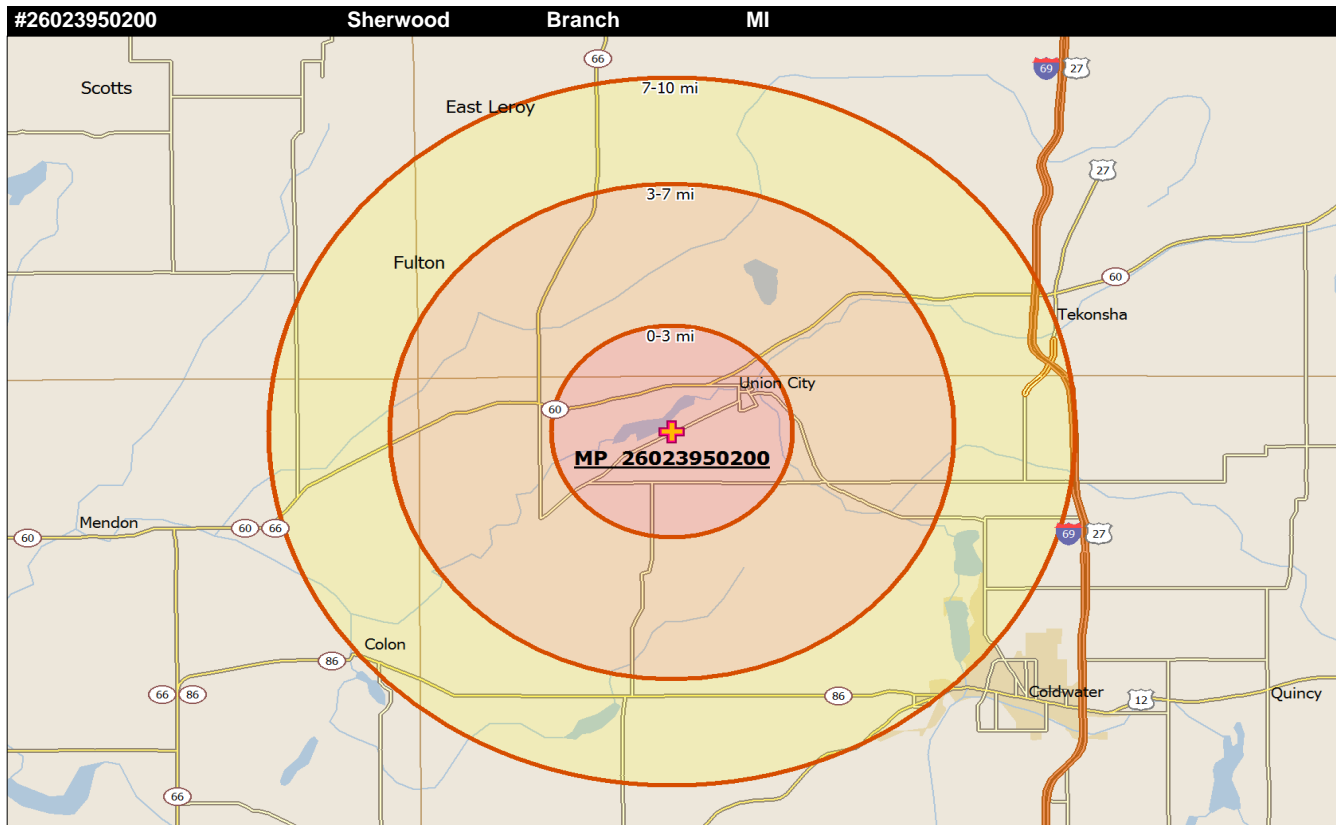
www.iicm.net



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26023951200	Total Households in 3 mi Ring	1,296
CT Centroid Latitude	41.86165	Active Evangelical HHLDS	102
CT Centroid Longitude	-85.18984	Active Evangelical PERCENT	7.88%
City Location	Bronson	Unreached HHLDS	831
County Location	Branch	Unreached Percent	64.09%
Sitescape Category code	2	Religious but NOT Evang HHLDS	149
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.49%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	161
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.38%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	521
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.77%	Low Education County	False
Mainstay Community	17.44%	Low Employment County	False
Working Community	43.75%	Persistent Poverty County	False
Country Community	32.56%	Population Loss County	False
Aspiring Community	0.54%	Nonmetro Recreation County	False
Urban Community	4.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.30	Racial Diversity Index	24.59
Ancestry Diversity Index	76.05	Diversity Composite Index	21.87
Foreign Born Diversity Index	5.19	Population Density Index	14.14



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26023950200	Total Households in 3 mi Ring	1,237
CT Centroid Latitude	42.04980	Active Evangelical HHLDS	96
CT Centroid Longitude	-85.17122	Active Evangelical PERCENT	7.73%
City Location	Sherwood	Unreached HHLDS	801
County Location	Branch	Unreached Percent	64.78%
Sitescape Category code	2	Religious but NOT Evang HHLDS	166
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.42%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	172
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.88%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	464
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	37.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.73%	Low Education County	False
Mainstay Community	10.19%	Low Employment County	False
Working Community	39.94%	Persistent Poverty County	False
Country Community	46.24%	Population Loss County	False
Aspiring Community	2.34%	Nonmetro Recreation County	False
Urban Community	0.57%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.38	Racial Diversity Index	6.57
Ancestry Diversity Index	79.80	Diversity Composite Index	24.77
Foreign Born Diversity Index	55.09	Population Density Index	9.61

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

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

www.iicm.net

Interpreting Your Mission Point Report

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

1. Census Tract

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

2. Latitude and Longitude

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

3. City Location

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

4. County Location

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

5. SITESCAPE Category and SITESCAPE Category Code

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

6. SITESCAPE Group and SITESCAPE Group Code

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

7. Density Pattern

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

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

Increasing Density Patterns

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

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

Constant Density Patterns

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

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

Decreasing Density Patterns

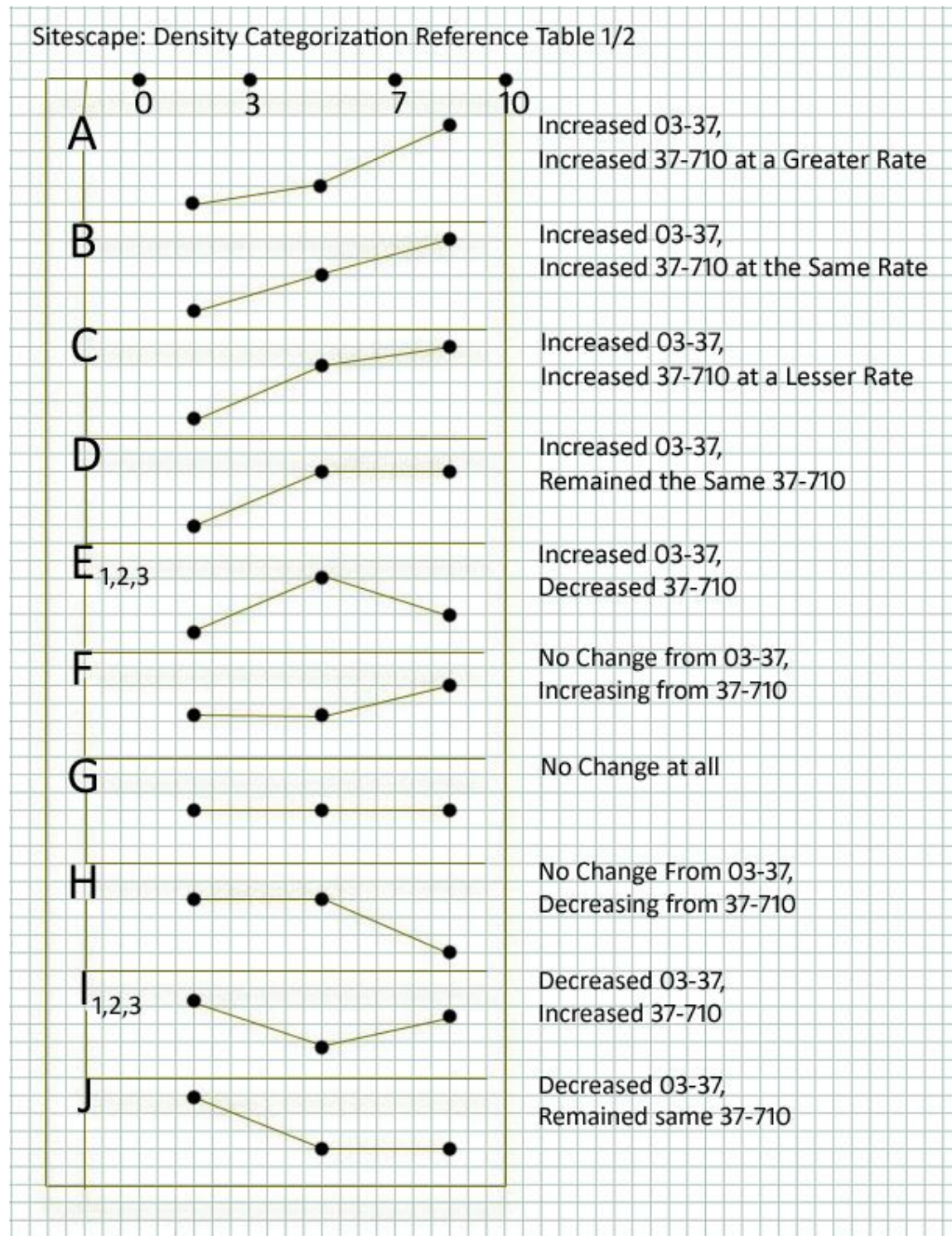
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

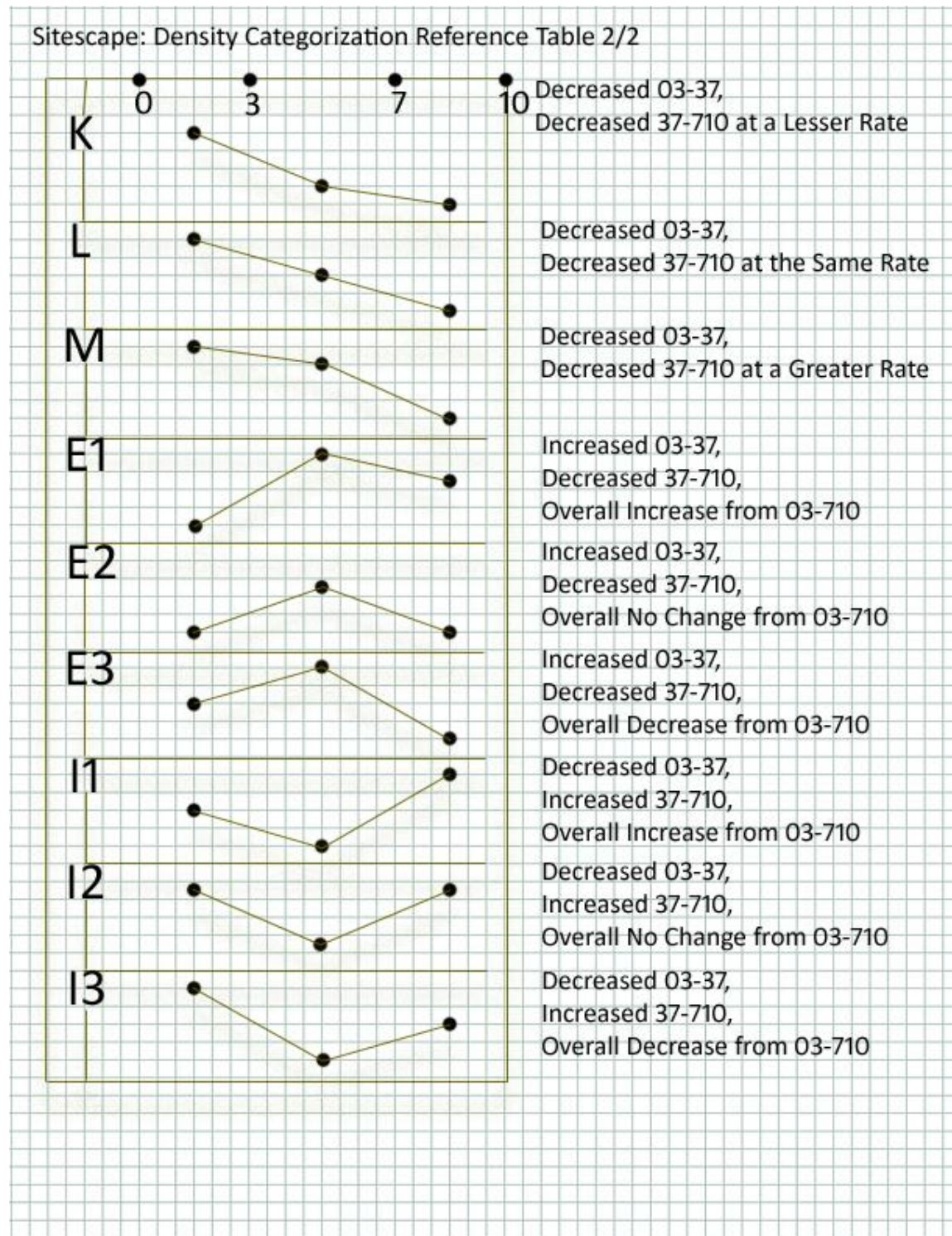
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

8. Population Pattern

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

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





9. Using Density and Population Patterns

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

Interpreting the Population Pattern in light of the Density Pattern

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

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

What Does This Mean in Practical Terms?

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

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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



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

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