

MISSION POINTS

Top Unreached Locations



Top Mission Points in the
Upper Peninsula 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.

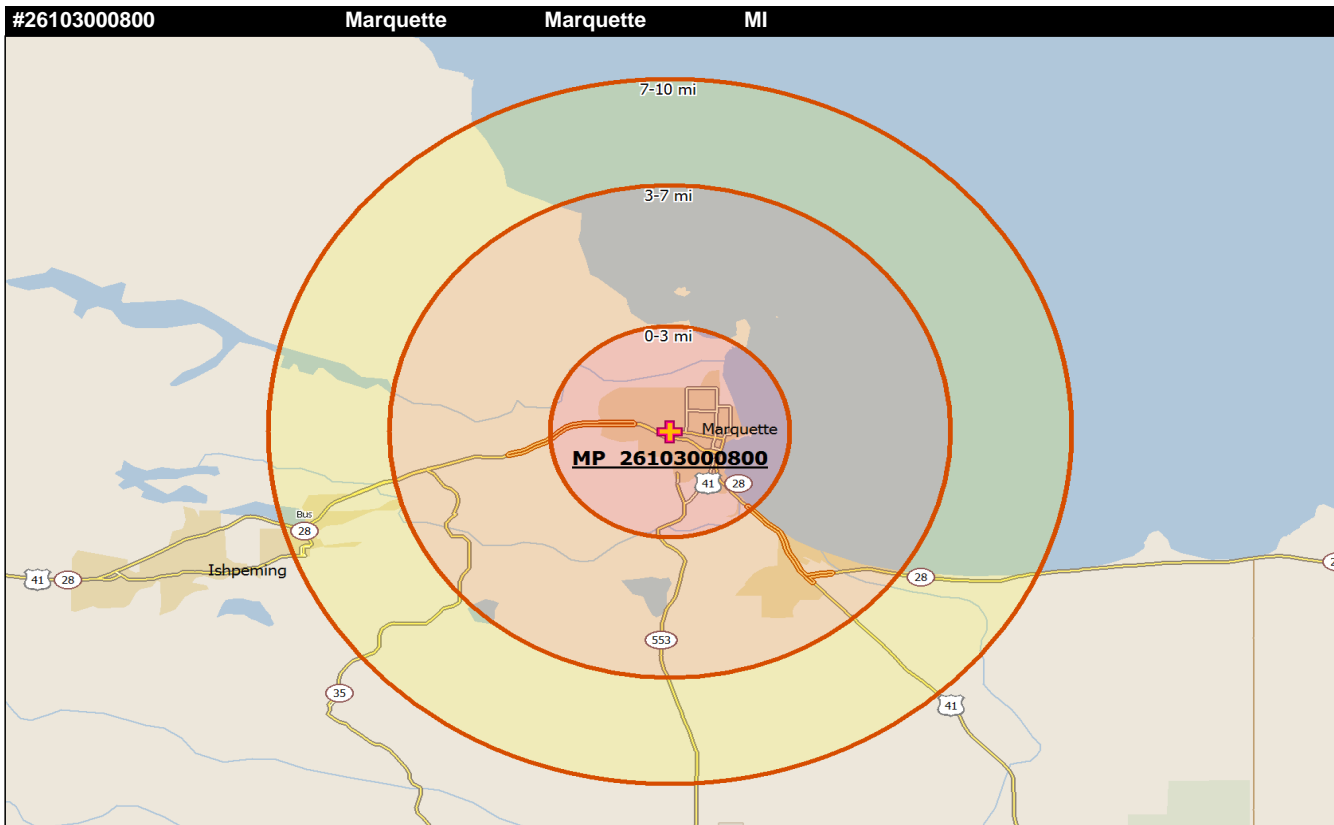
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared 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	#26103000800	Total Households in 3 mi Ring	9,316
CT Centroid Latitude	46.54616	Active Evangelical HHLDS	467
CT Centroid Longitude	-87.42077	Active Evangelical PERCENT	5.01%
City Location	Marquette	Unreached HHLDS	6,341
County Location	Marquette	Unreached Percent	68.06%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,245
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.36%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,227
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	13.17%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,868
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	41.52%

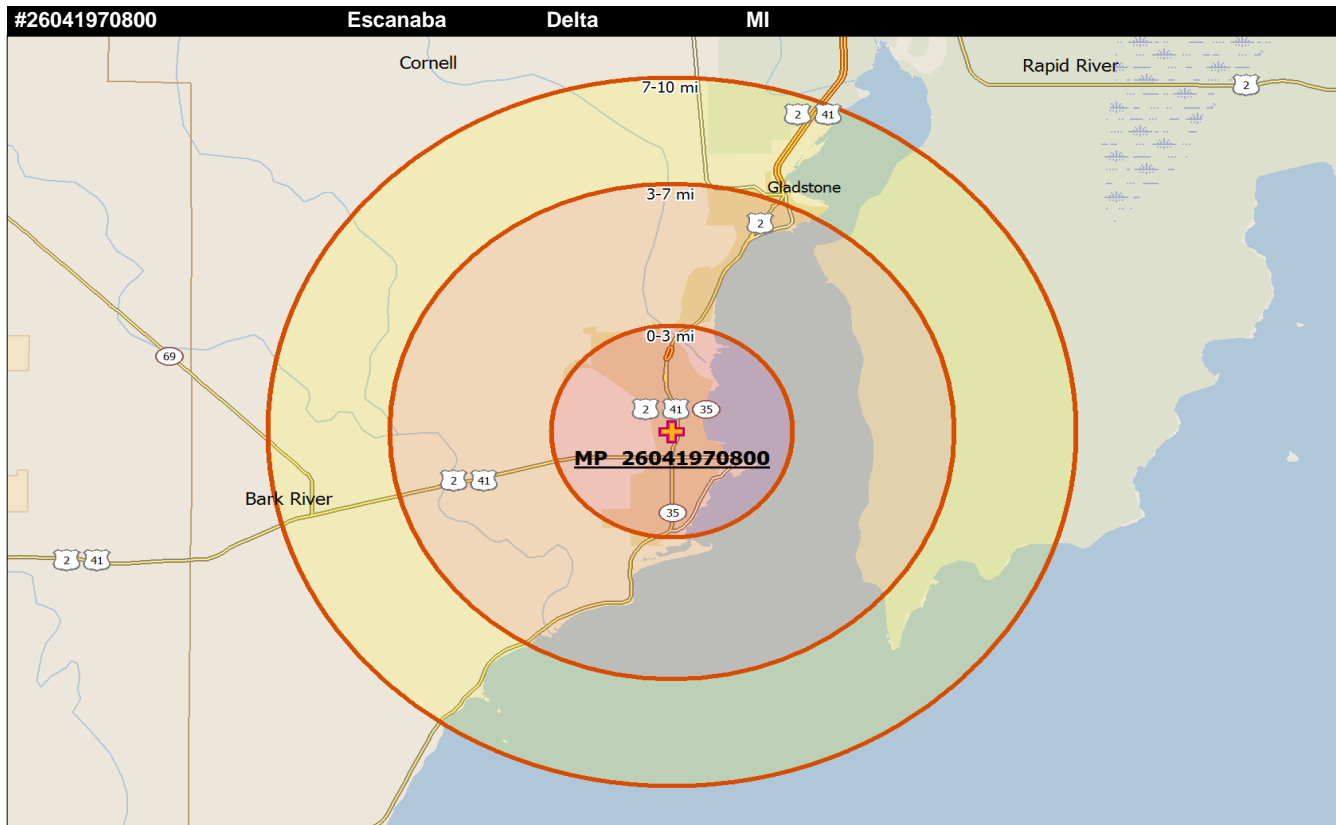
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.42%	Low Education County	False
Mainstay Community	6.25%	Low Employment County	False
Working Community	38.56%	Persistent Poverty County	False
Country Community	9.38%	Population Loss County	True
Aspiring Community	5.16%	Nonmetro Recreation County	False
Urban Community	14.24%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.81	Racial Diversity Index	11.45
Ancestry Diversity Index	99.97	Diversity Composite Index	45.58
Foreign Born Diversity Index	77.15	Population Density Index	33.07

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	#26041970800	Total Households in 3 mi Ring	6,454
CT Centroid Latitude	45.75625	Active Evangelical HHLDS	410
CT Centroid Longitude	-87.07988	Active Evangelical PERCENT	6.36%
City Location	Escanaba	Unreached HHLDS	4,272
County Location	Delta	Unreached Percent	66.19%
Sitescape Category code	2	Religious but NOT Evang HHLDS	868
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.46%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	783
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.14%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,621
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.62%

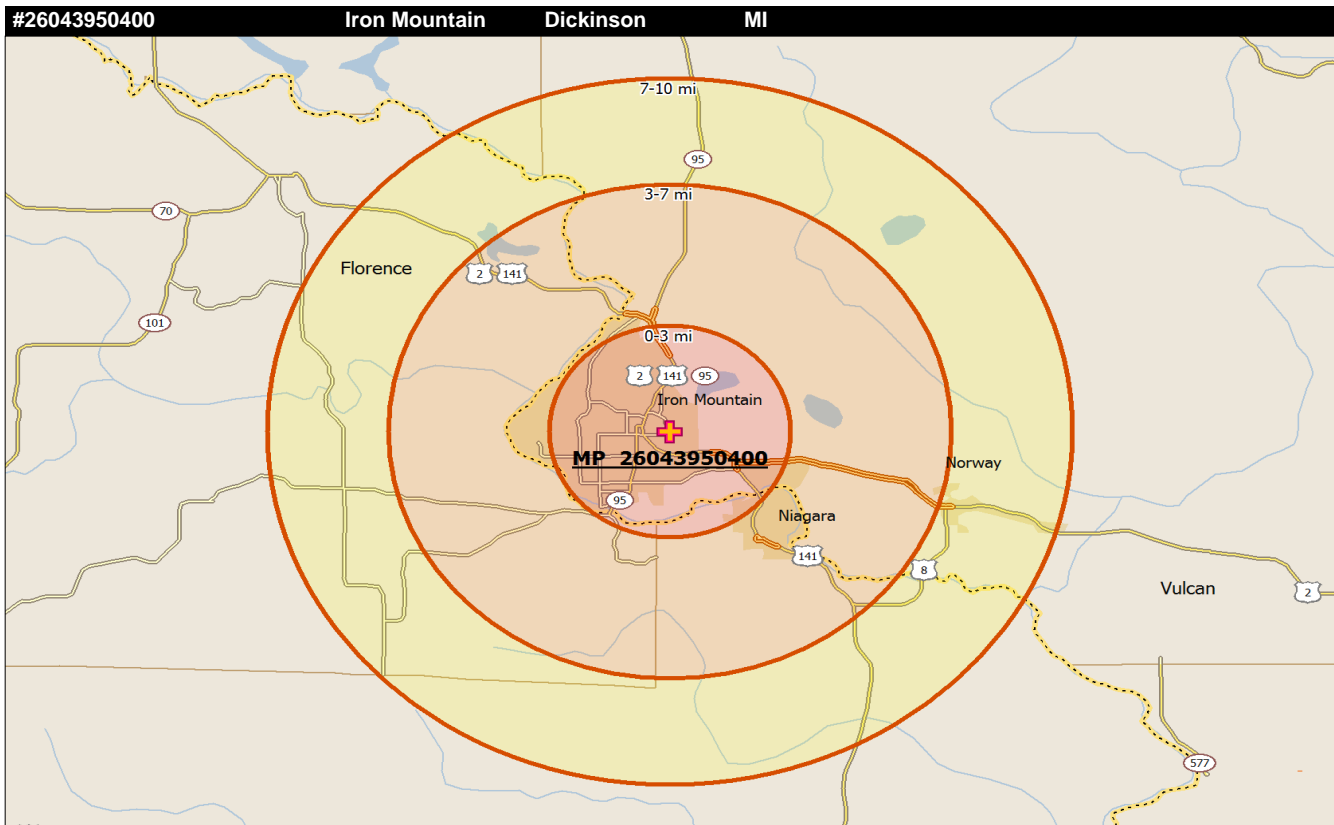
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.13%	Low Education County	False
Mainstay Community	10.74%	Low Employment County	False
Working Community	63.31%	Persistent Poverty County	False
Country Community	4.2%	Population Loss County	False
Aspiring Community	0.84%	Nonmetro Recreation County	False
Urban Community	8.77%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.93	Racial Diversity Index	10.95
Ancestry Diversity Index	98.90	Diversity Composite Index	27.66
Foreign Born Diversity Index	74.21	Population Density Index	26.97

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

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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26043950400	Total Households in 3 mi Ring	7,128
CT Centroid Latitude	45.81790	Active Evangelical HHLDS	534
CT Centroid Longitude	-88.05137	Active Evangelical PERCENT	7.50%
City Location	Iron Mountain	Unreached HHLDS	4,693
County Location	Dickinson	Unreached Percent	65.84%
Sitescape Category code	2	Religious but NOT Evang HHLDS	909
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	12.76%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	918
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.88%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,865
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.19%

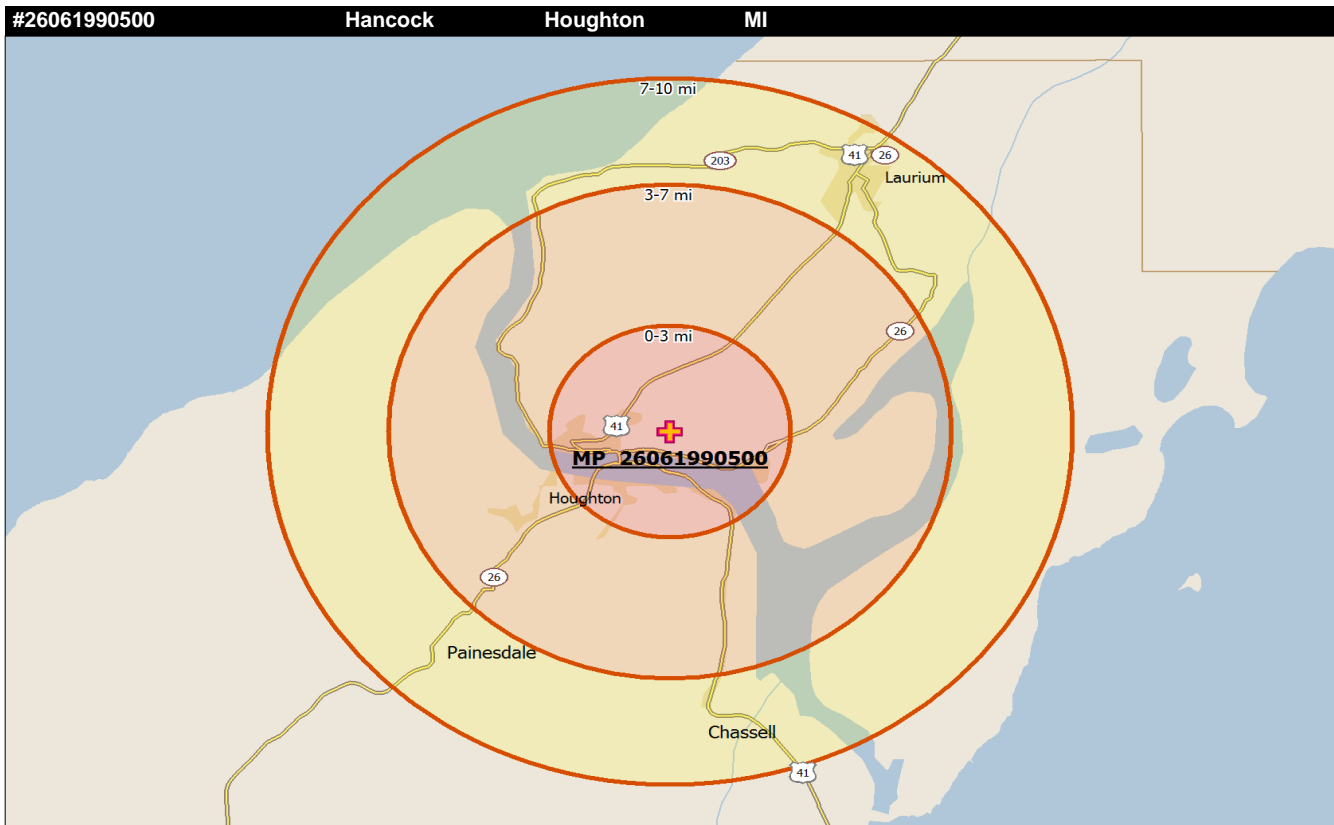
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.95%	Low Education County	False
Mainstay Community	12.89%	Low Employment County	False
Working Community	59.2%	Persistent Poverty County	False
Country Community	6.36%	Population Loss County	False
Aspiring Community	1.85%	Nonmetro Recreation County	False
Urban Community	6.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.11	Racial Diversity Index	4.88
Ancestry Diversity Index	98.23	Diversity Composite Index	32.19
Foreign Born Diversity Index	73.52	Population Density Index	28.39

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

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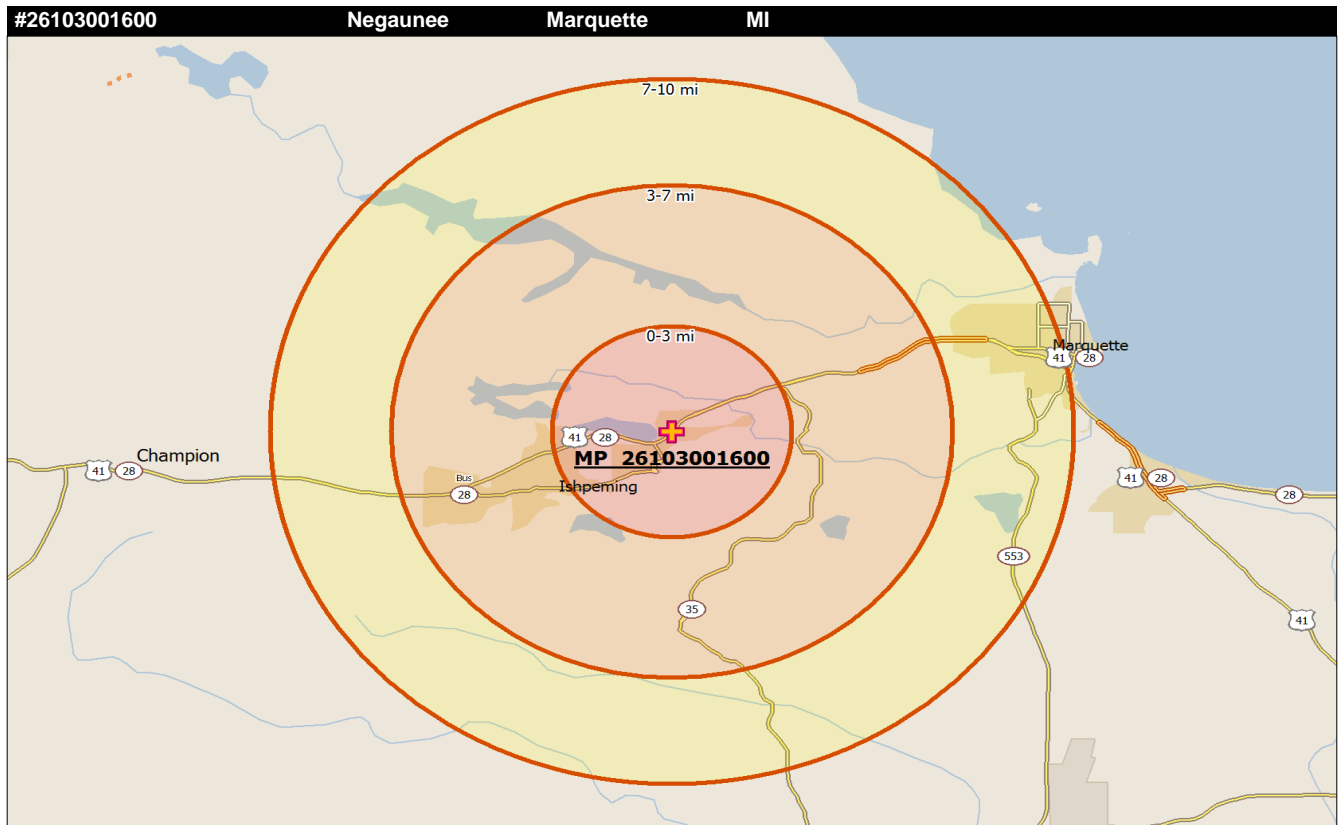
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4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26061990500	Total Households in 3 mi Ring	5,850
CT Centroid Latitude	47.13431	Active Evangelical HHLDS	319
CT Centroid Longitude	-88.54727	Active Evangelical PERCENT	5.46%
City Location	Hancock	Unreached HHLDS	4,151
County Location	Houghton	Unreached Percent	70.96%
Sitescape Category code	2	Religious but NOT Evang HHLDS	685
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	11.72%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,001
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	17.11%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,465
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	42.13%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.44%	Low Education County	False
Mainstay Community	6.77%	Low Employment County	False
Working Community	26.38%	Persistent Poverty County	False
Country Community	19.4%	Population Loss County	False
Aspiring Community	5.4%	Nonmetro Recreation County	False
Urban Community	33.59%	Retirement Destination County	False

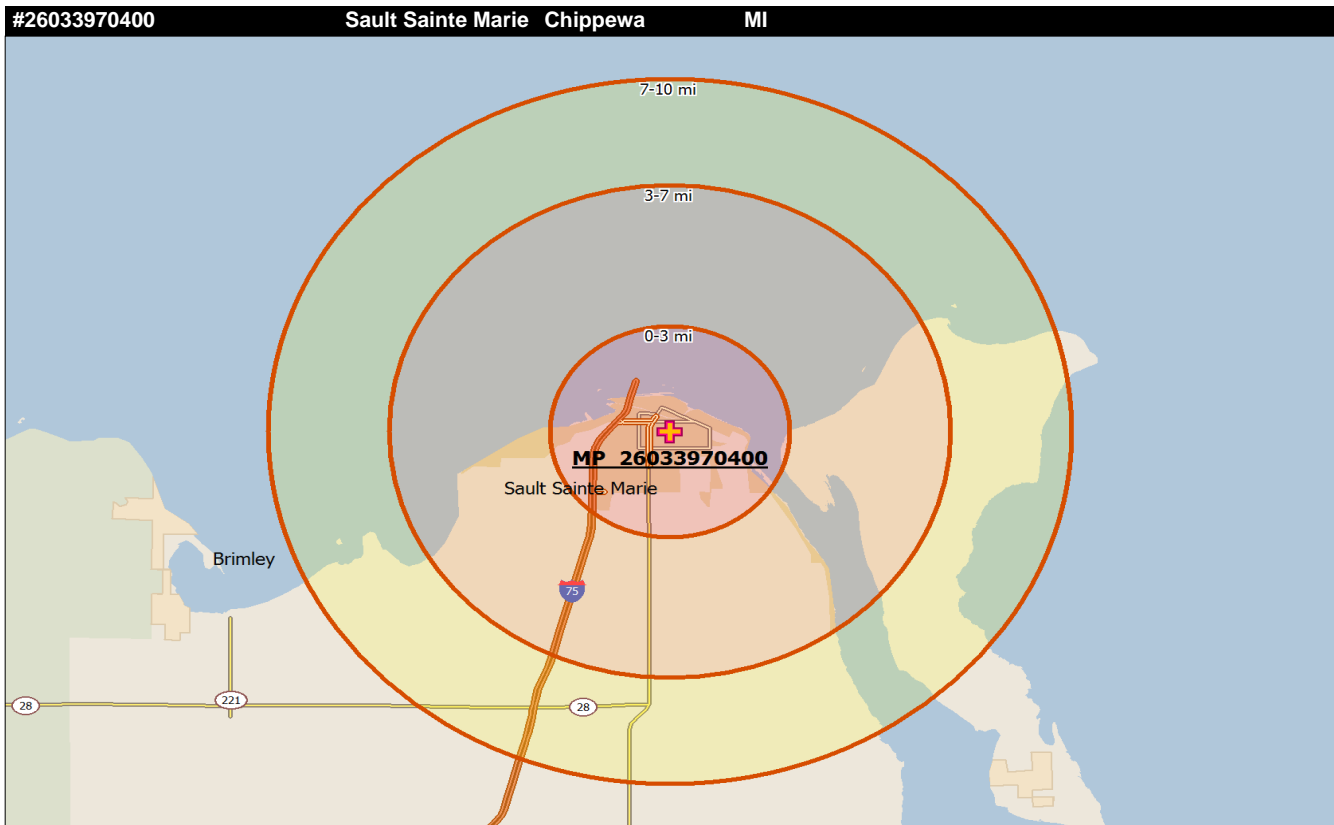
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	53.20	Racial Diversity Index	15.82
Ancestry Diversity Index	89.30	Diversity Composite Index	34.97
Foreign Born Diversity Index	80.07	Population Density Index	28.27



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26103001600	Total Households in 3 mi Ring	2,885
CT Centroid Latitude	46.51165	Active Evangelical HHLDS	160
CT Centroid Longitude	-87.60319	Active Evangelical PERCENT	5.53%
City Location	Negaunee	Unreached HHLDS	1,868
County Location	Marquette	Unreached Percent	64.76%
Sitescape Category code	2	Religious but NOT Evang HHLDS	350
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.14%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	381
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.22%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,137
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.4%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.32%	Low Education County	False
Mainstay Community	14.32%	Low Employment County	False
Working Community	64.16%	Persistent Poverty County	False
Country Community	7.21%	Population Loss County	True
Aspiring Community	1.14%	Nonmetro Recreation County	False
Urban Community	3.88%	Retirement Destination County	False

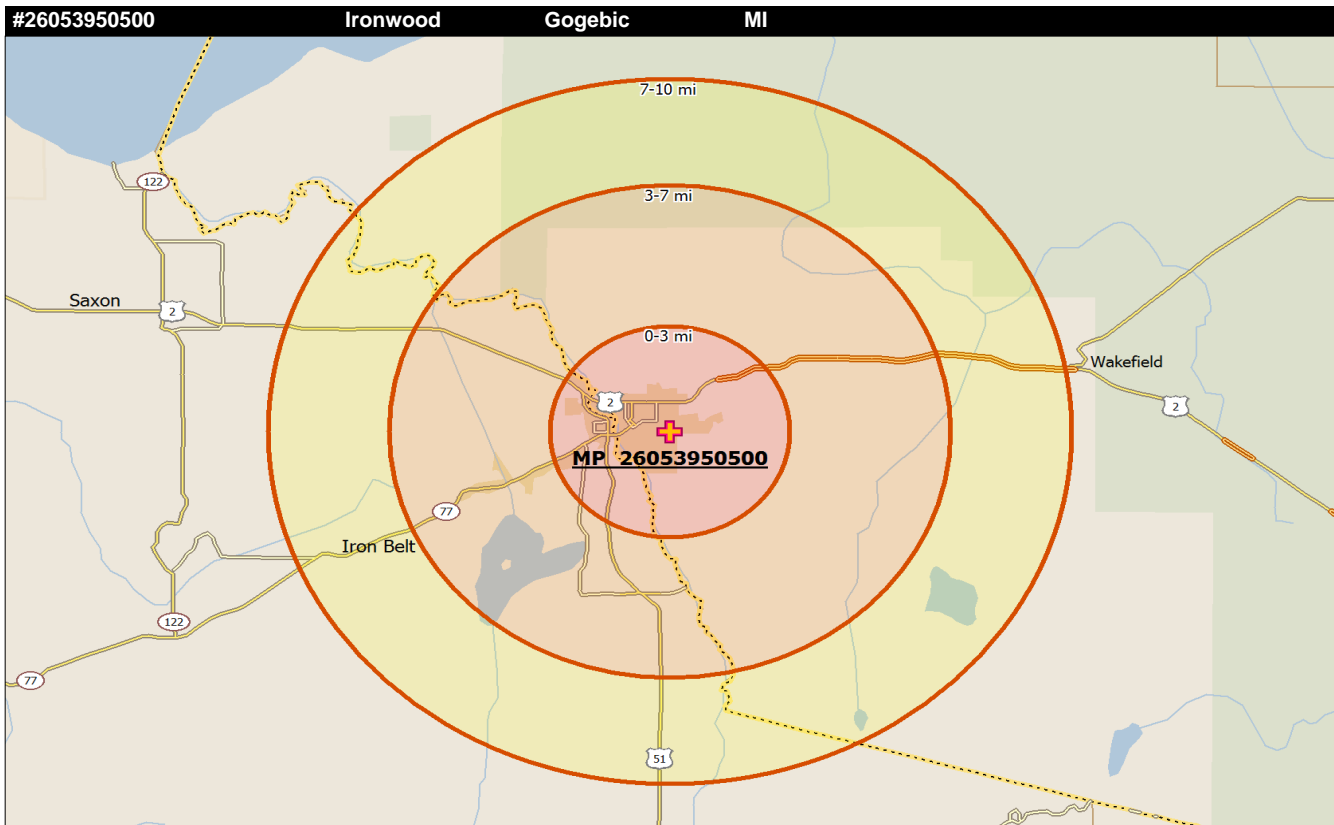
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.09	Racial Diversity Index	5.20
Ancestry Diversity Index	78.43	Diversity Composite Index	36.45
Foreign Born Diversity Index	74.11	Population Density Index	17.10



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26033970400	Total Households in 3 mi Ring	6,131
CT Centroid Latitude	46.48757	Active Evangelical HHLDS	369
CT Centroid Longitude	-84.34284	Active Evangelical PERCENT	6.02%
City Location	Sault Sainte Marie	Unreached HHLDS	4,171
County Location	Chippewa	Unreached Percent	68.02%
Sitescape Category code	2	Religious but NOT Evang HHLDS	876
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	698
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.38%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,598
Population Pattern	50000-10000-2500	NOT Evangelical NOT Interested PERCENT	42.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.43%	Low Education County	False
Mainstay Community	12.02%	Low Employment County	False
Working Community	60.69%	Persistent Poverty County	False
Country Community	3.72%	Population Loss County	False
Aspiring Community	10.46%	Nonmetro Recreation County	True
Urban Community	6.7%	Retirement Destination County	False

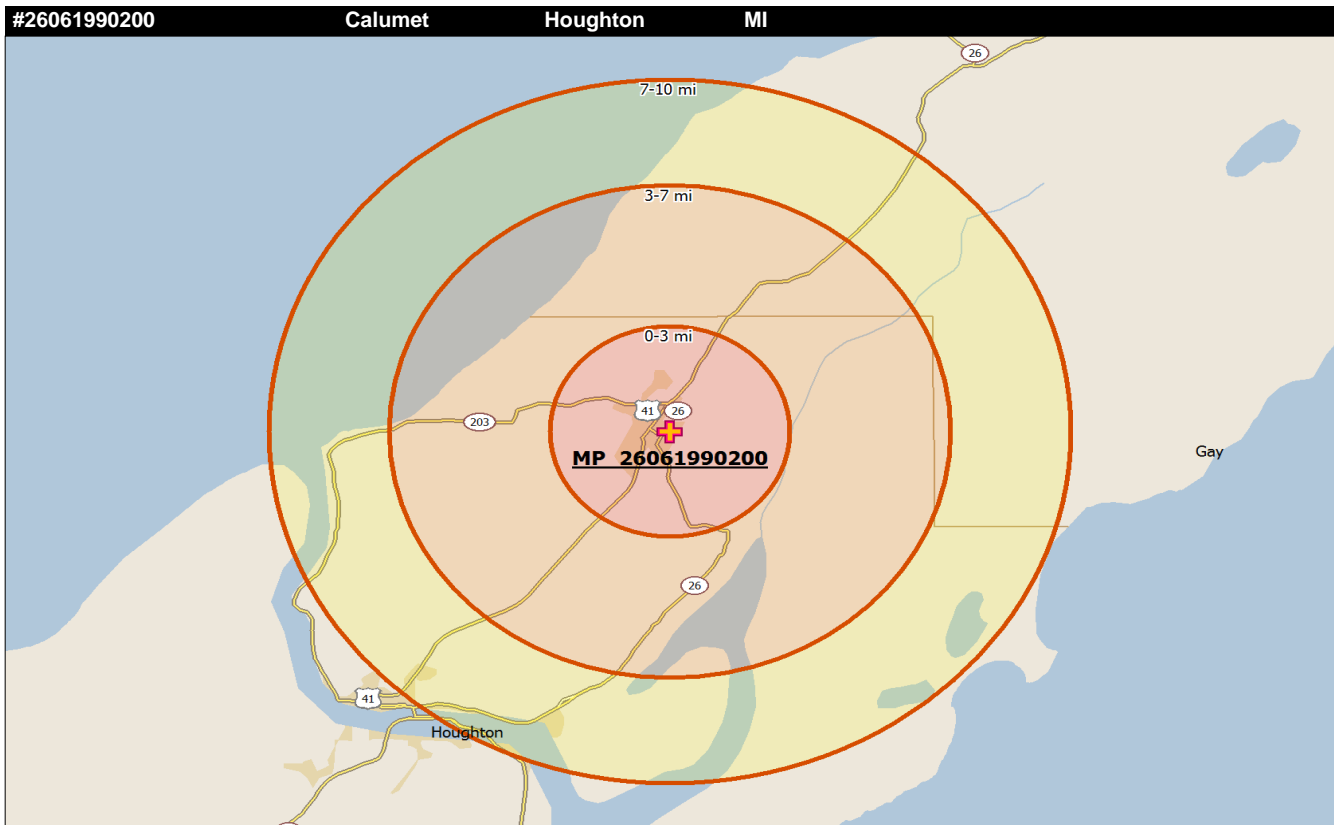
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.01	Racial Diversity Index	49.22
Ancestry Diversity Index	93.29	Diversity Composite Index	37.10
Foreign Born Diversity Index	18.82	Population Density Index	26.91



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26053950500	Total Households in 3 mi Ring	4,251
CT Centroid Latitude	46.45117	Active Evangelical HHLDS	173
CT Centroid Longitude	-90.14948	Active Evangelical PERCENT	4.07%
City Location	Ironwood	Unreached HHLDS	2,870
County Location	Gogebic	Unreached Percent	67.51%
Sitescape Category code	2	Religious but NOT Evang HHLDS	567
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.34%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	596
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.03%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,707
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.15%	Low Education County	False
Mainstay Community	9.95%	Low Employment County	False
Working Community	66.48%	Persistent Poverty County	False
Country Community	2.92%	Population Loss County	True
Aspiring Community	0.4%	Nonmetro Recreation County	True
Urban Community	17.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	35.23	Racial Diversity Index	5.97
Ancestry Diversity Index	90.93	Diversity Composite Index	33.01
Foreign Born Diversity Index	38.21	Population Density Index	20.23



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26061990200	Total Households in 3 mi Ring	3,168
CT Centroid Latitude	47.23880	Active Evangelical HHLDS	199
CT Centroid Longitude	-88.43841	Active Evangelical PERCENT	6.30%
City Location	Calumet	Unreached HHLDS	2,108
County Location	Houghton	Unreached Percent	66.53%
Sitescape Category code	2	Religious but NOT Evang HHLDS	407
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.86%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	471
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.88%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,229
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	38.8%

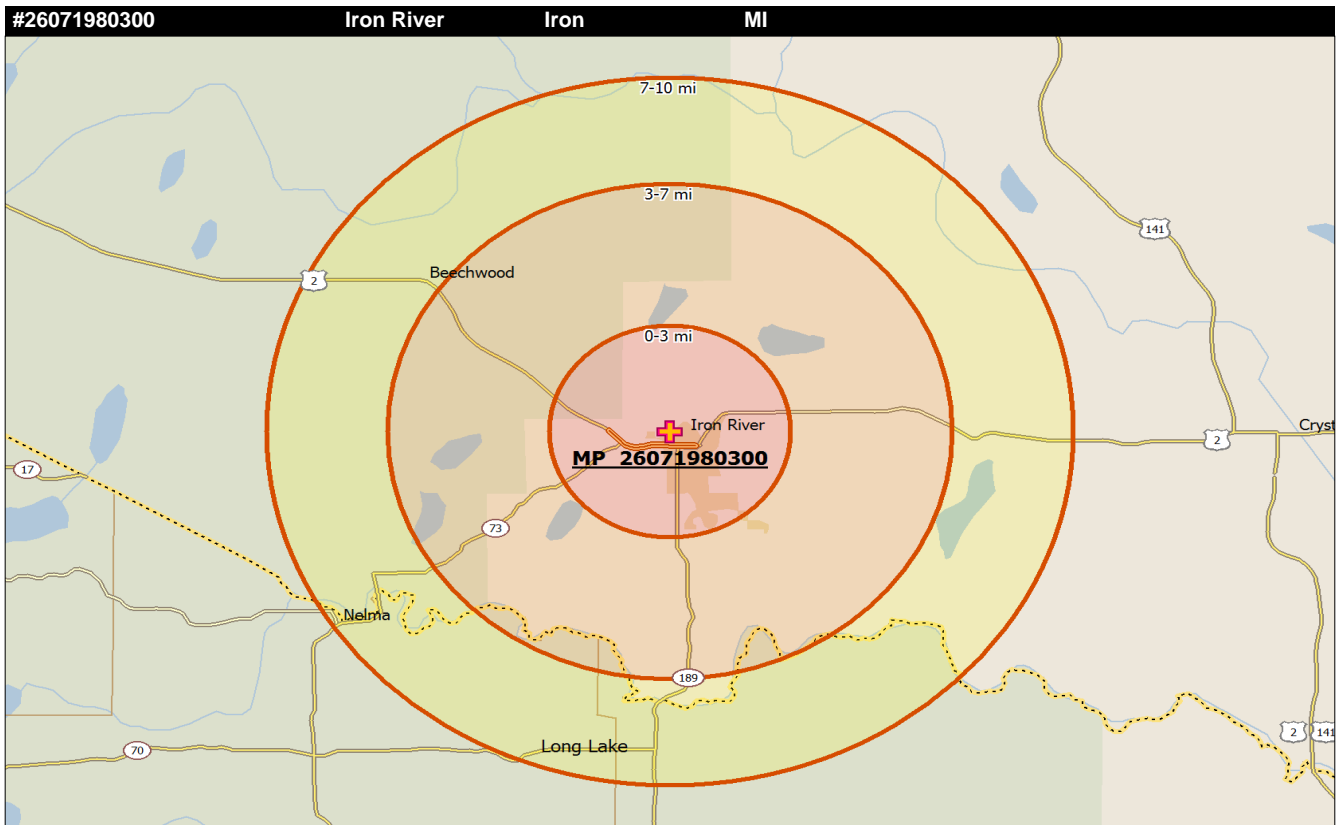
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.43%	Low Education County	False
Mainstay Community	7.86%	Low Employment County	False
Working Community	70.58%	Persistent Poverty County	False
Country Community	12.78%	Population Loss County	False
Aspiring Community	0.09%	Nonmetro Recreation County	False
Urban Community	6.25%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	35.13	Racial Diversity Index	3.16
Ancestry Diversity Index	58.86	Diversity Composite Index	23.17
Foreign Born Diversity Index	36.34	Population Density Index	17.90

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

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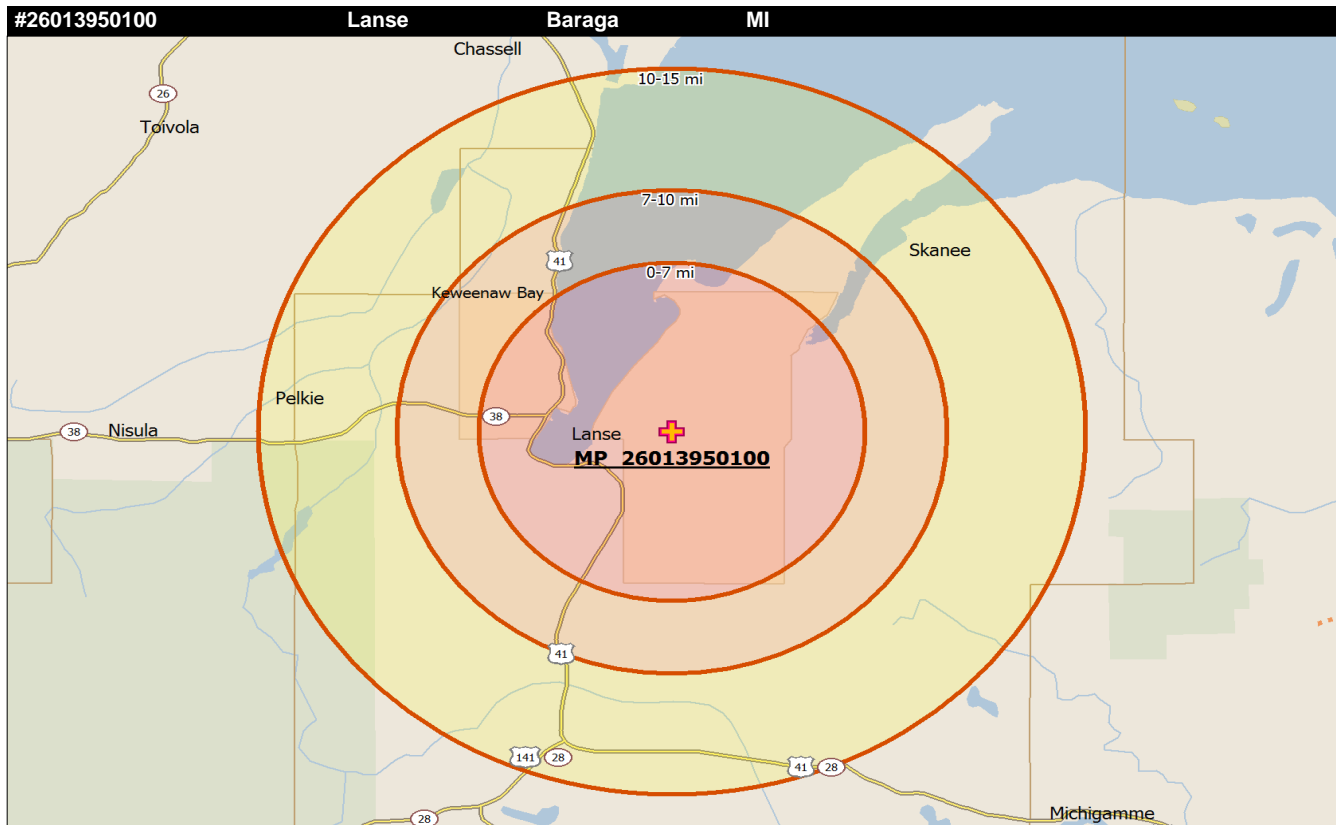
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9 LOCATION RANK IN REGIONAL SITESCPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26071980300	Total Households in 3 mi Ring	2,582
CT Centroid Latitude	46.09792	Active Evangelical HHLDS	184
CT Centroid Longitude	-88.64642	Active Evangelical PERCENT	7.14%
City Location	Iron River	Unreached HHLDS	1,740
County Location	Iron	Unreached Percent	67.4%
Sitescape Category code	2	Religious but NOT Evang HHLDS	330
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.78%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	417
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	16.17%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	993
Population Pattern	10000-10000-0	NOT Evangelical NOT Interested PERCENT	38.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.15%	Low Education County	False
Mainstay Community	10.53%	Low Employment County	False
Working Community	70.49%	Persistent Poverty County	False
Country Community	3.49%	Population Loss County	True
Aspiring Community	0.15%	Nonmetro Recreation County	True
Urban Community	15.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.17	Racial Diversity Index	8.11
Ancestry Diversity Index	99.52	Diversity Composite Index	18.72
Foreign Born Diversity Index	52.66	Population Density Index	14.03



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26013950100	Total Households in 3 mi Ring	2,079
CT Centroid Latitude	46.76973	Active Evangelical HHLDS	41
CT Centroid Longitude	-88.39010	Active Evangelical PERCENT	1.96%
City Location	Lanse	Unreached HHLDS	1,426
County Location	Baraga	Unreached Percent	68.57%
Sitescape Category code	1	Religious but NOT Evang HHLDS	300
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.44%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	262
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.59%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	864
Population Pattern	2500-10000-2500	NOT Evangelical NOT Interested PERCENT	41.55%

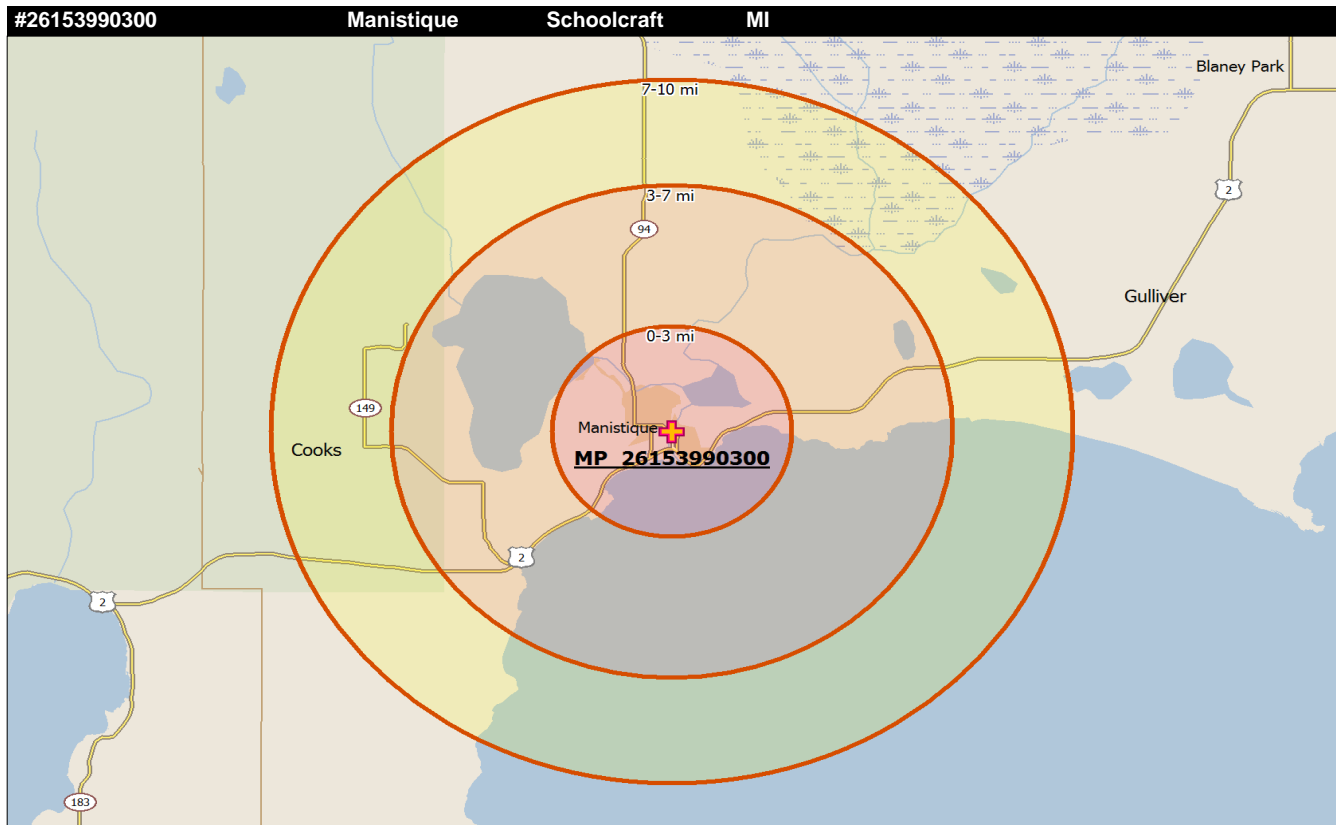
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.4%	Low Education County	False
Mainstay Community	1.68%	Low Employment County	False
Working Community	62.29%	Persistent Poverty County	False
Country Community	2.02%	Population Loss County	False
Aspiring Community	21.12%	Nonmetro Recreation County	False
Urban Community	6.3%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.10	Racial Diversity Index	24.12
Ancestry Diversity Index	93.83	Diversity Composite Index	59.46
Foreign Born Diversity Index	44.87	Population Density Index	5.28

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

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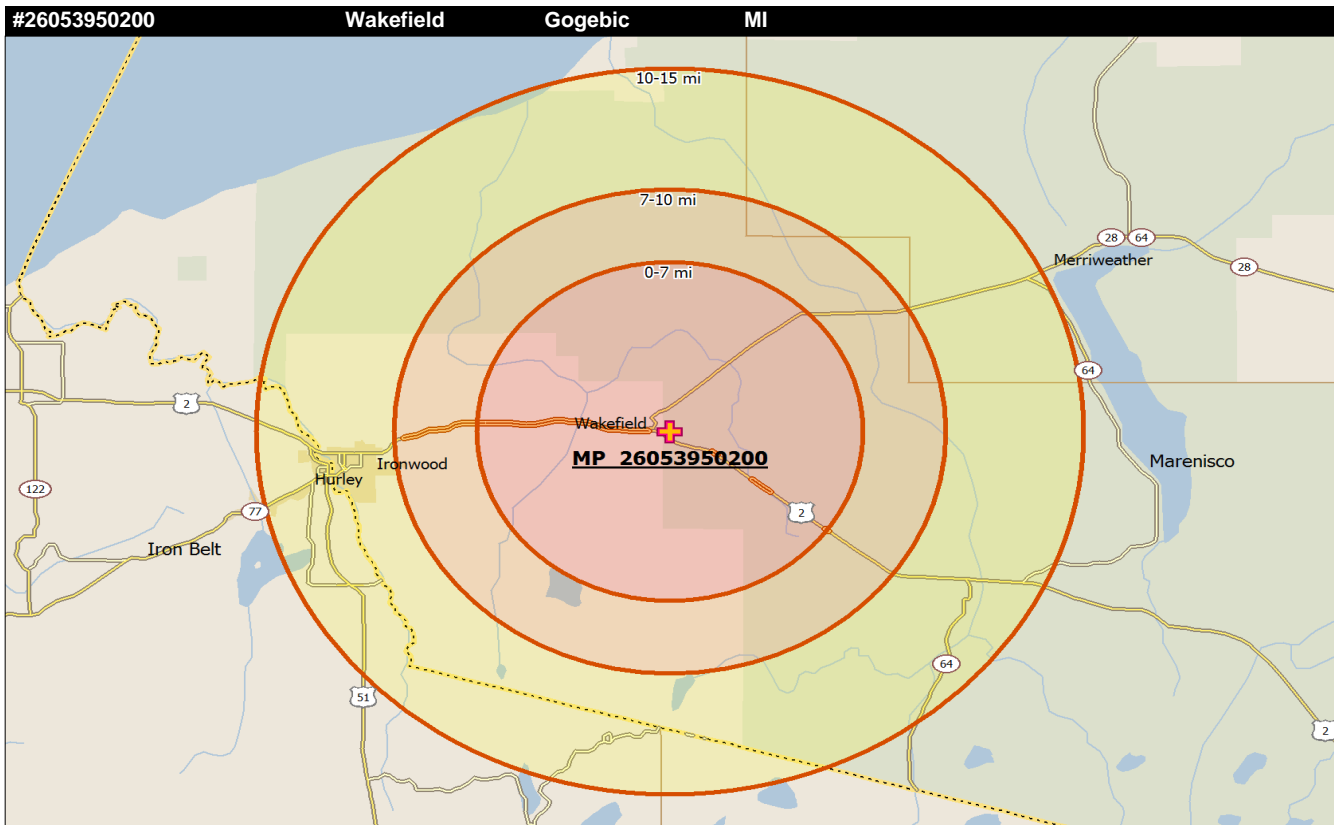
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26153990300	Total Households in 3 mi Ring	1,814
CT Centroid Latitude	45.96074	Active Evangelical HHLDS	76
CT Centroid Longitude	-86.24714	Active Evangelical PERCENT	4.22%
City Location	Manistique	Unreached HHLDS	1,205
County Location	Schoolcraft	Unreached Percent	66.44%
Sitescape Category code	2	Religious but NOT Evang HHLDS	248
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.67%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	259
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.3%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	698
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	38.47%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.87%	Low Education County	False
Mainstay Community	5.29%	Low Employment County	True
Working Community	77.45%	Persistent Poverty County	False
Country Community	10.75%	Population Loss County	False
Aspiring Community	2.87%	Nonmetro Recreation County	True
Urban Community	1.82%	Retirement Destination County	False

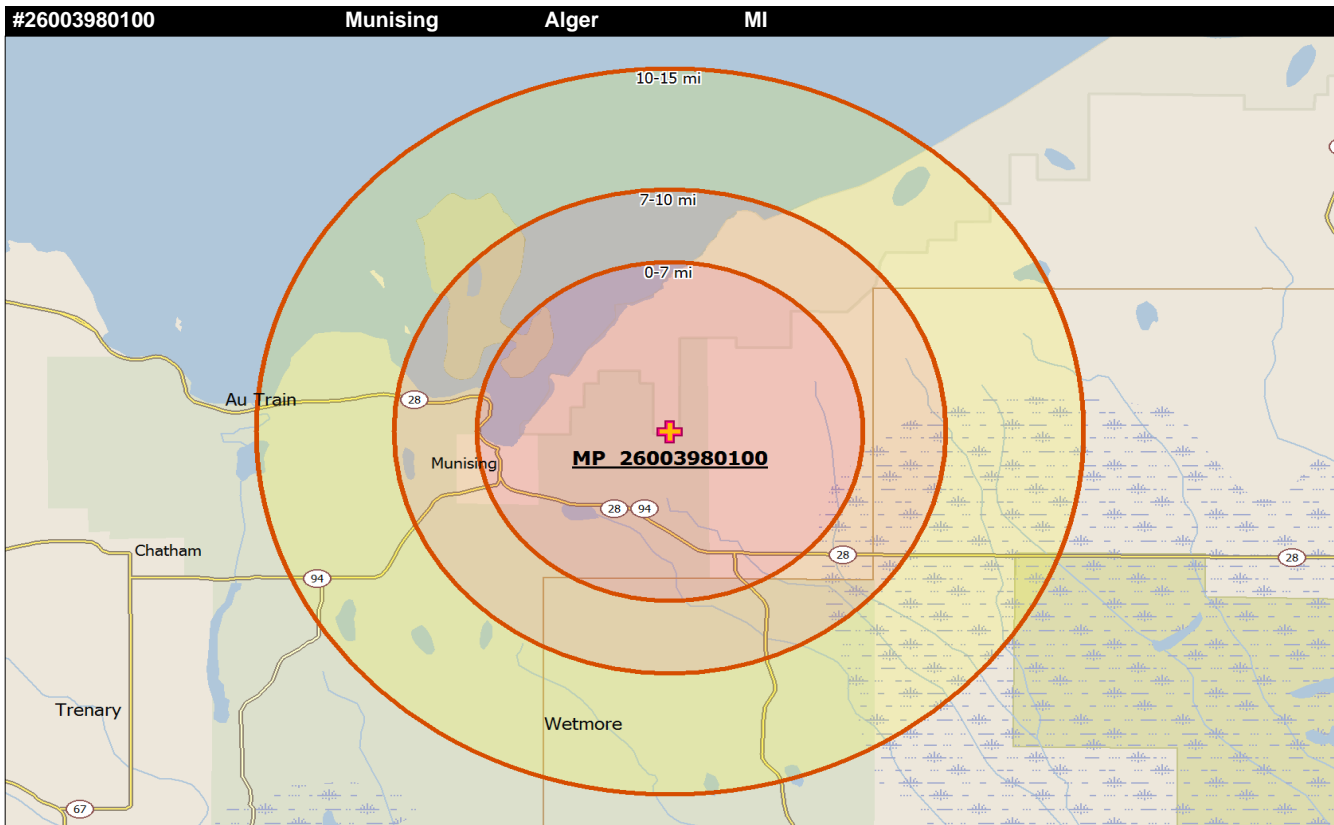
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	23.01	Racial Diversity Index	25.28
Ancestry Diversity Index	96.89	Diversity Composite Index	27.54
Foreign Born Diversity Index	18.56	Population Density Index	11.39



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26053950200	Total Households in 3 mi Ring	1,111
CT Centroid Latitude	46.47624	Active Evangelical HHLDS	54
CT Centroid Longitude	-89.92207	Active Evangelical PERCENT	4.85%
City Location	Wakefield	Unreached HHLDS	681
County Location	Gogebic	Unreached Percent	61.27%
Sitescape Category code	1	Religious but NOT Evang HHLDS	108
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	9.7%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	169
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	15.18%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	404
Population Pattern	2500-10000-2500	NOT Evangelical NOT Interested PERCENT	36.39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.89%	Low Education County	False
Mainstay Community	6.93%	Low Employment County	False
Working Community	17.82%	Persistent Poverty County	False
Country Community	18.36%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	54.91%	Retirement Destination County	False

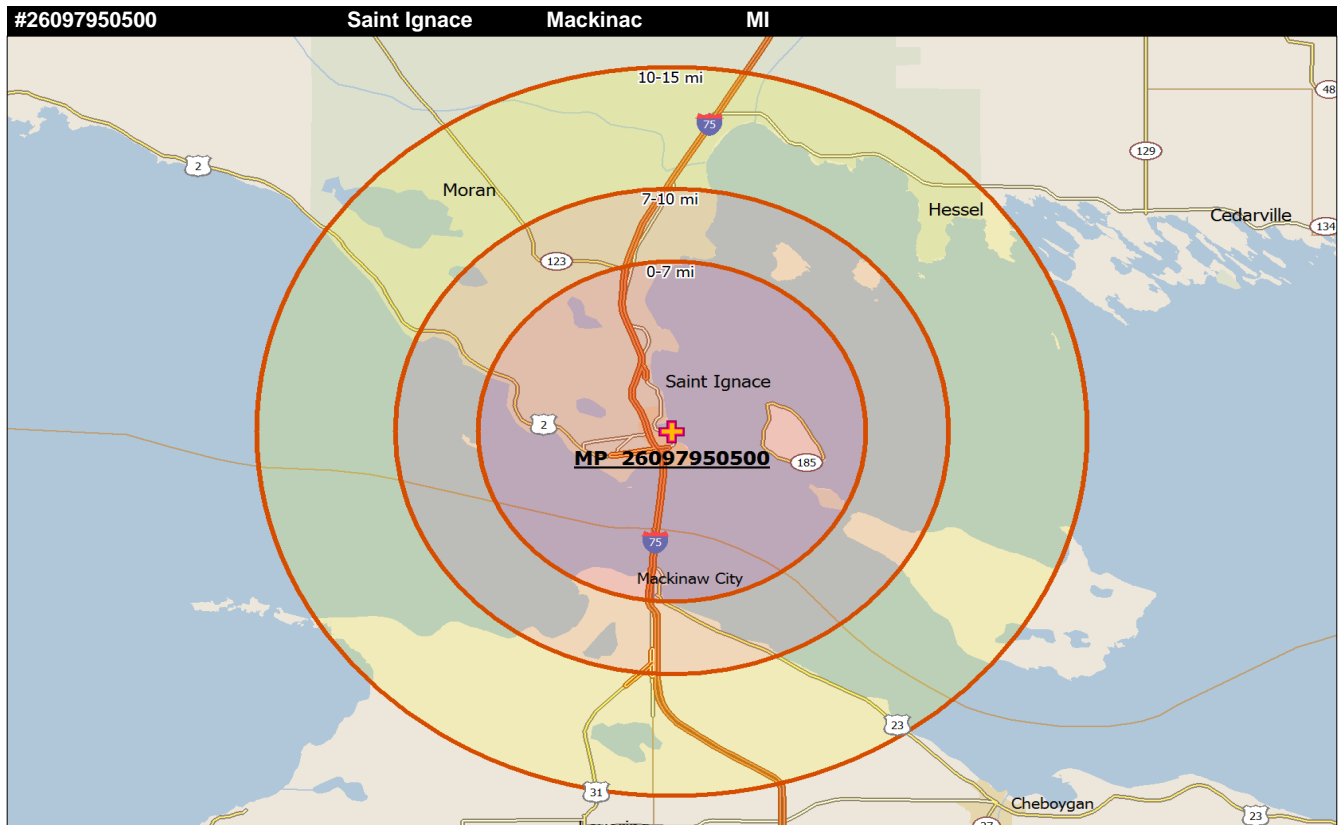
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.32	Racial Diversity Index	0.94
Ancestry Diversity Index	83.17	Diversity Composite Index	24.87
Foreign Born Diversity Index	25.77	Population Density Index	6.98



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26003980100	Total Households in 3 mi Ring	1,706
CT Centroid Latitude	46.42005	Active Evangelical HHLDS	92
CT Centroid Longitude	-86.51921	Active Evangelical PERCENT	5.41%
City Location	Munising	Unreached HHLDS	1,117
County Location	Alger	Unreached Percent	65.46%
Sitescape Category code	1	Religious but NOT Evang HHLDS	204
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	11.96%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	251
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	14.73%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	661
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	38.77%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.23%	Low Education County	False
Mainstay Community	19.87%	Low Employment County	False
Working Community	30.77%	Persistent Poverty County	False
Country Community	33.18%	Population Loss County	False
Aspiring Community	3.58%	Nonmetro Recreation County	True
Urban Community	11.37%	Retirement Destination County	False

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	21.35
Foreign Born Diversity Index	0.00	Population Density Index	0.00



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26097950500	Total Households in 3 mi Ring	1,342
CT Centroid Latitude	45.86797	Active Evangelical HHLDS	55
CT Centroid Longitude	-84.71712	Active Evangelical PERCENT	4.12%
City Location	Saint Ignace	Unreached HHLDS	900
County Location	Mackinac	Unreached Percent	67.07%
Sitescape Category code	1	Religious but NOT Evang HHLDS	201
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15%
Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	174
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.99%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	525
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	39.09%

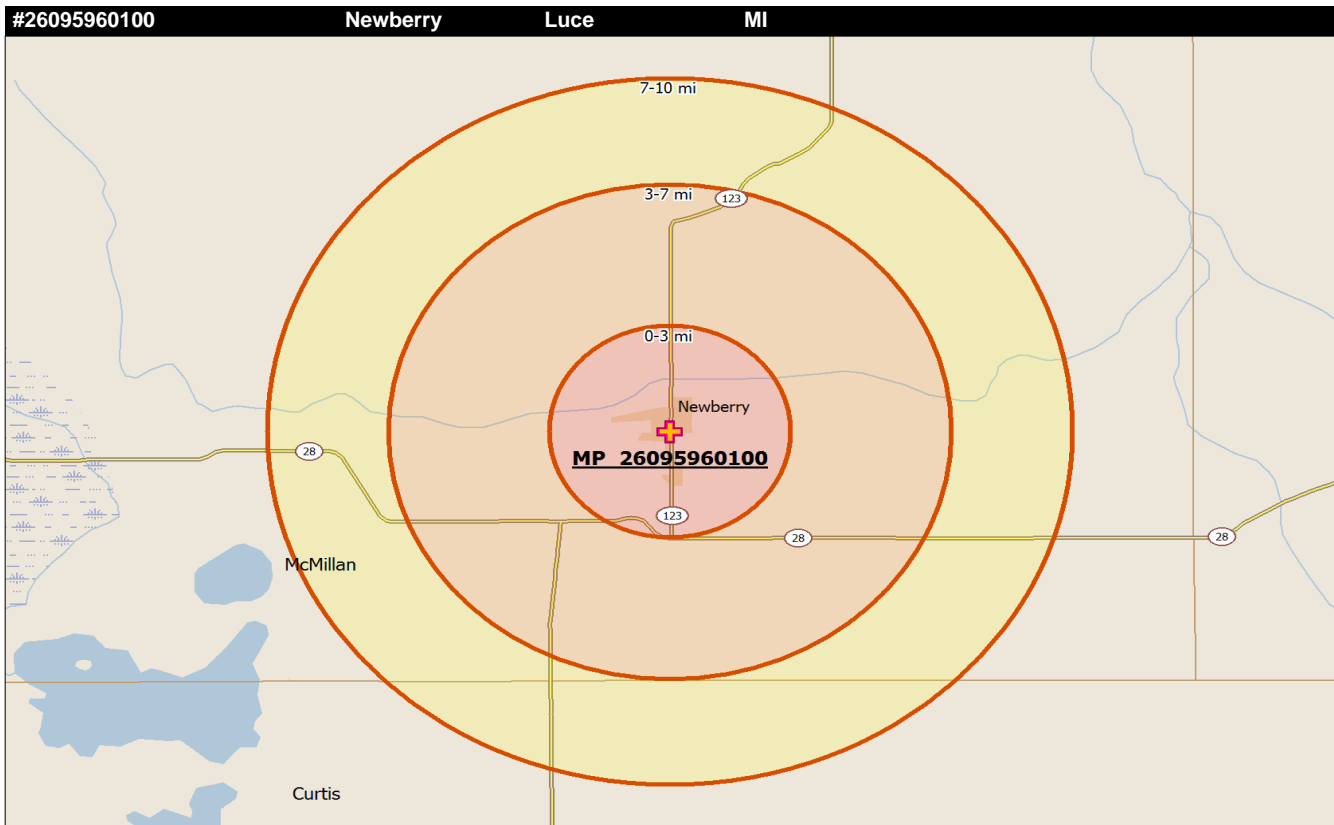
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.91%	Low Education County	False
Mainstay Community	6.18%	Low Employment County	True
Working Community	70.49%	Persistent Poverty County	False
Country Community	12.22%	Population Loss County	False
Aspiring Community	0.3%	Nonmetro Recreation County	True
Urban Community	7.82%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.09	Racial Diversity Index	40.63
Ancestry Diversity Index	88.78	Diversity Composite Index	47.00
Foreign Born Diversity Index	45.25	Population Density Index	6.87

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

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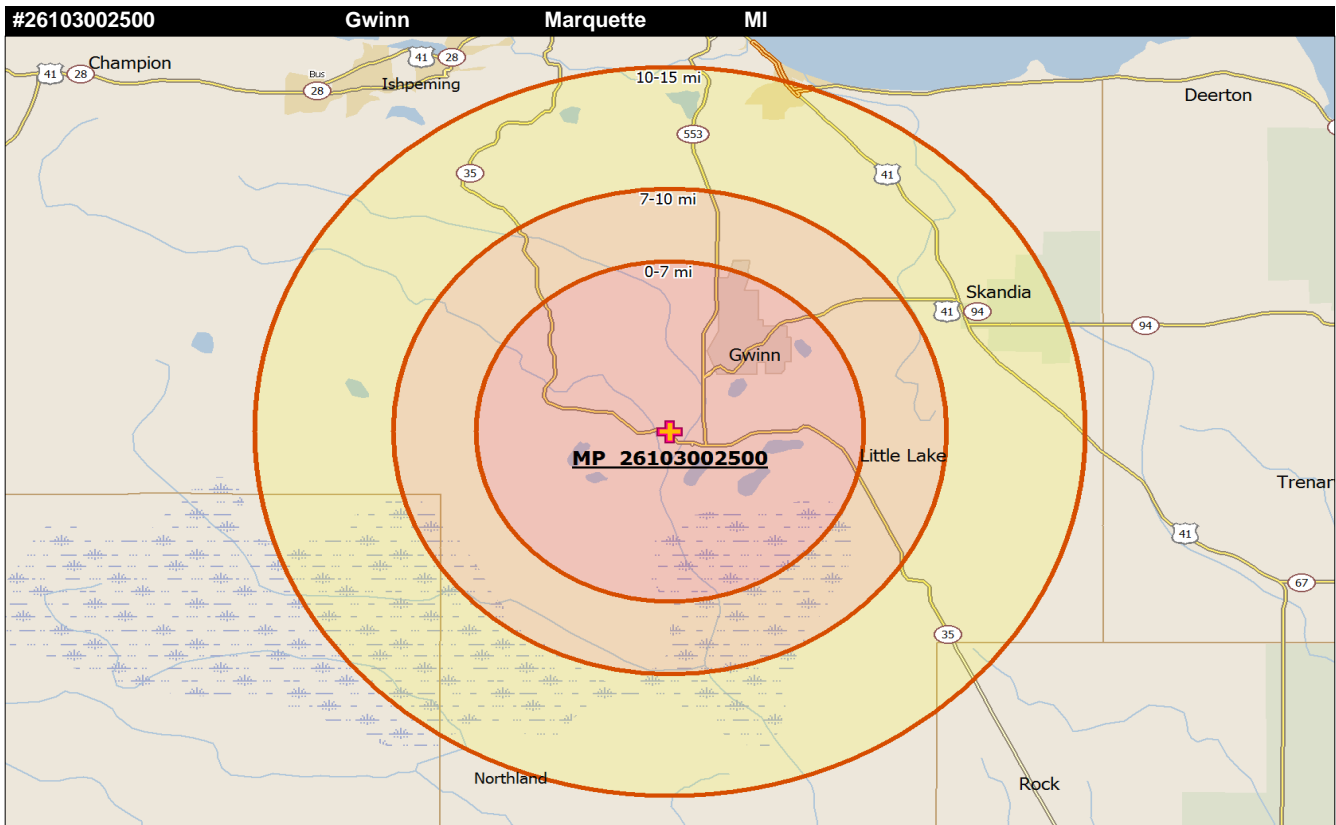
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15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26095960100	Total Households in 3 mi Ring	1,465
CT Centroid Latitude	46.34707	Active Evangelical HHLDS	59
CT Centroid Longitude	-85.51042	Active Evangelical PERCENT	4.05%
City Location	Newberry	Unreached HHLDS	991
County Location	Luce	Unreached Percent	67.67%
Sitescape Category code	2	Religious but NOT Evang HHLDS	227
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.5%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	190
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.95%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	575
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.75%	Low Education County	False
Mainstay Community	6.28%	Low Employment County	True
Working Community	54.95%	Persistent Poverty County	False
Country Community	16.25%	Population Loss County	False
Aspiring Community	12.42%	Nonmetro Recreation County	True
Urban Community	9.28%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.31	Racial Diversity Index	42.69
Ancestry Diversity Index	97.61	Diversity Composite Index	35.10
Foreign Born Diversity Index	49.63	Population Density Index	13.54



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26103002500	Total Households in 3 mi Ring	1,214
CT Centroid Latitude	46.28418	Active Evangelical HHLDS	65
CT Centroid Longitude	-87.44271	Active Evangelical PERCENT	5.32%
City Location	Gwinn	Unreached HHLDS	804
County Location	Marquette	Unreached Percent	66.24%
Sitescape Category code	1	Religious but NOT Evang HHLDS	173
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.21%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	162
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.32%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	470
Population Pattern	2500-10000-0	NOT Evangelical NOT Interested PERCENT	38.71%

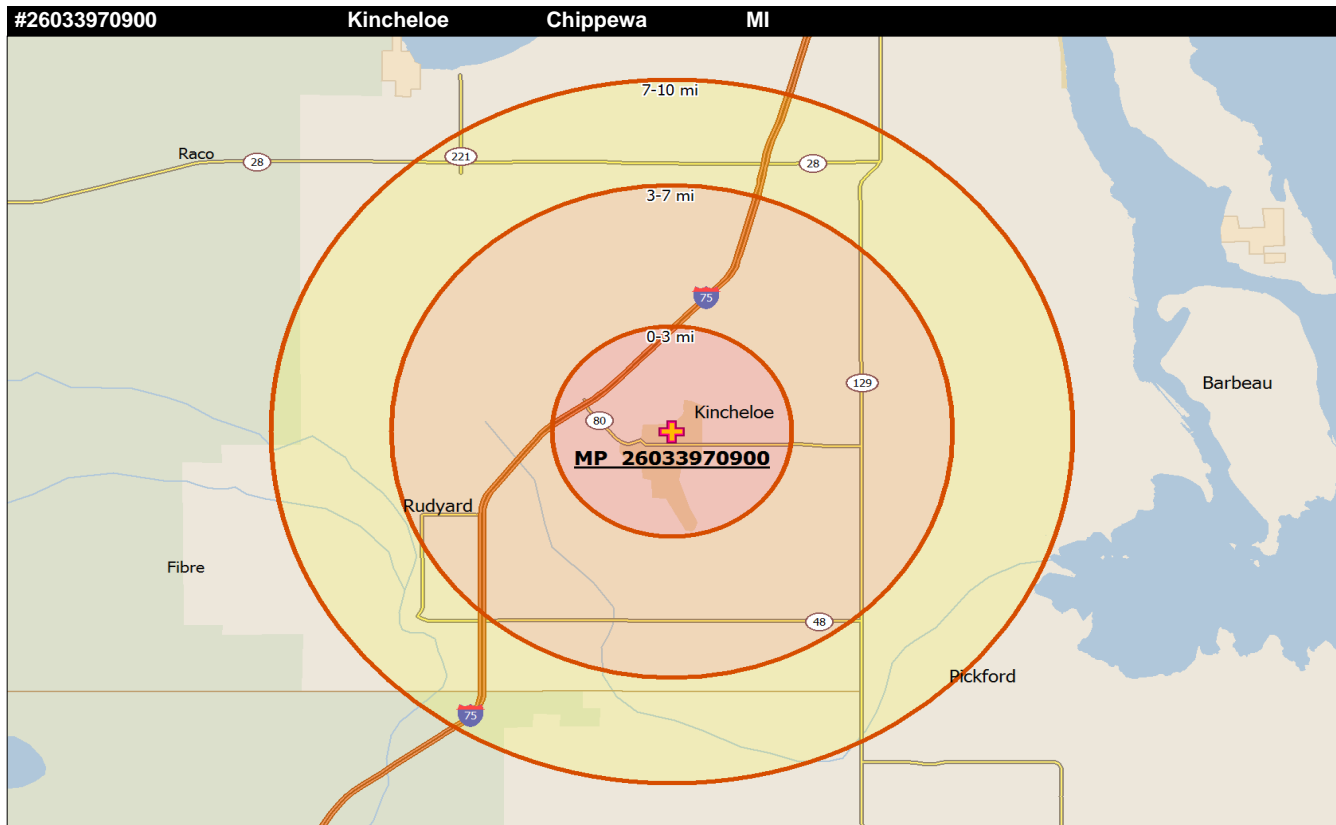
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.88%	Low Education County	False
Mainstay Community	11.94%	Low Employment County	False
Working Community	46.62%	Persistent Poverty County	False
Country Community	22.57%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	9.14%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.08	Racial Diversity Index	12.00
Ancestry Diversity Index	90.20	Diversity Composite Index	10.45
Foreign Born Diversity Index	27.62	Population Density Index	7.41

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

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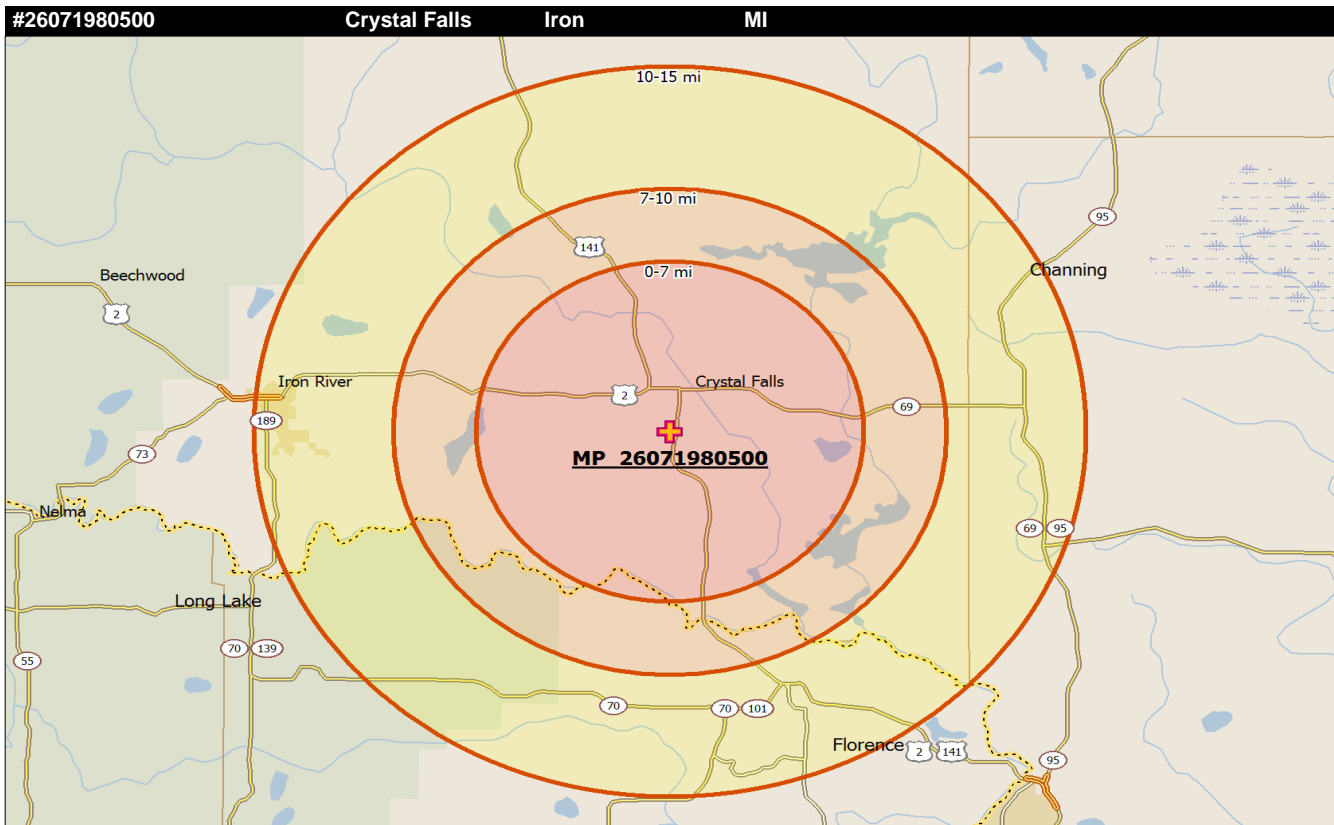
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17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26033970900	Total Households in 3 mi Ring	971
CT Centroid Latitude	46.26471	Active Evangelical HHLDS	66
CT Centroid Longitude	-84.46217	Active Evangelical PERCENT	6.84%
City Location	Kincheloe	Unreached HHLDS	617
County Location	Chippewa	Unreached Percent	63.53%
Sitescape Category code	2	Religious but NOT Evang HHLDS	125
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.91%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	94
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.69%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	399
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	41.08%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	5.87%	Low Employment County	False
Working Community	24.92%	Persistent Poverty County	False
Country Community	43.56%	Population Loss County	False
Aspiring Community	21.83%	Nonmetro Recreation County	True
Urban Community	3.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	51.49	Racial Diversity Index	62.36
Ancestry Diversity Index	75.84	Diversity Composite Index	42.52
Foreign Born Diversity Index	26.64	Population Density Index	16.49



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26071980500	Total Households in 3 mi Ring	1,084
CT Centroid Latitude	46.07207	Active Evangelical HHLDS	87
CT Centroid Longitude	-88.34095	Active Evangelical PERCENT	8.02%
City Location	Crystal Falls	Unreached HHLDS	687
County Location	Iron	Unreached Percent	63.38%
Sitescape Category code	1	Religious but NOT Evang HHLDS	132
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	12.15%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	144
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	13.25%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	412
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	37.98%

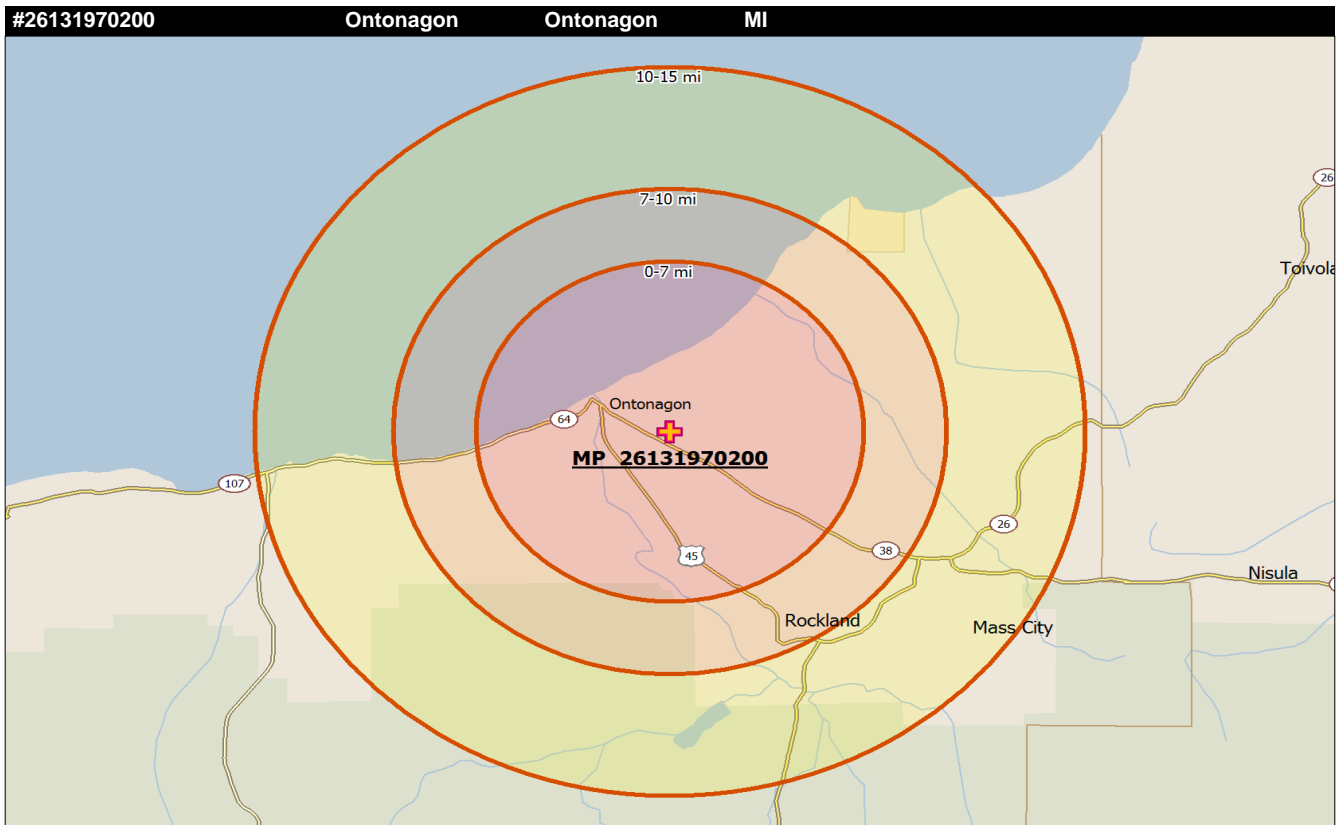
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.2%	Low Education County	False
Mainstay Community	5.26%	Low Employment County	False
Working Community	40.5%	Persistent Poverty County	False
Country Community	9.69%	Population Loss County	True
Aspiring Community	0.28%	Nonmetro Recreation County	True
Urban Community	42.99%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.25	Racial Diversity Index	4.87
Ancestry Diversity Index	98.40	Diversity Composite Index	36.33
Foreign Born Diversity Index	52.07	Population Density Index	5.14

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

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19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26131970200	Total Households in 3 mi Ring	1,061
CT Centroid Latitude	46.85456	Active Evangelical HHLDS	70
CT Centroid Longitude	-89.26107	Active Evangelical PERCENT	6.60%
City Location	Ontonagon	Unreached HHLDS	689
County Location	Ontonagon	Unreached Percent	64.92%
Sitescape Category code	1	Religious but NOT Evang HHLDS	142
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	13.42%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	134
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.61%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	413
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	38.89%

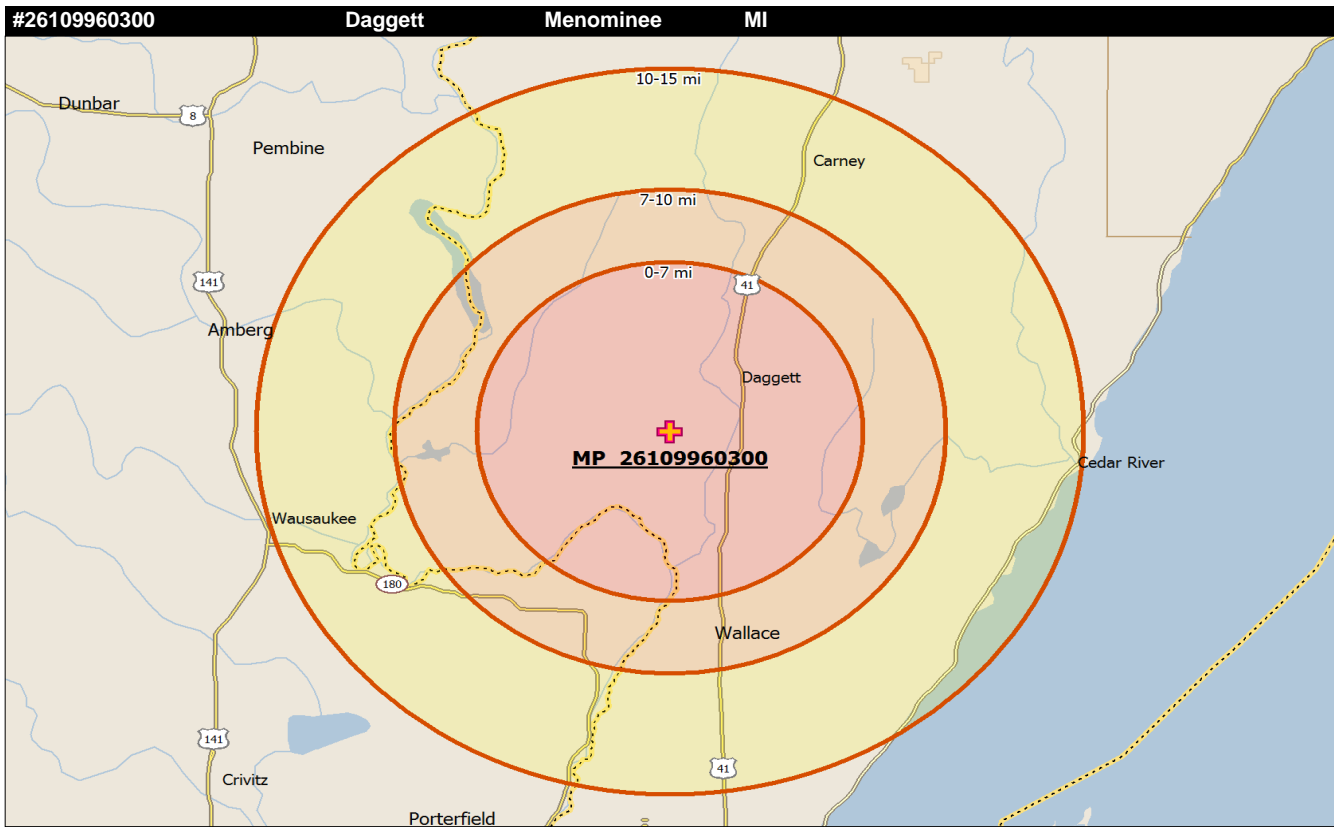
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.98%	Low Education County	False
Mainstay Community	3.39%	Low Employment County	False
Working Community	54.57%	Persistent Poverty County	False
Country Community	17.91%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	22.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	46.36	Racial Diversity Index	4.15
Ancestry Diversity Index	69.66	Diversity Composite Index	26.26
Foreign Born Diversity Index	38.71	Population Density Index	4.42

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	#26109960300	Total Households in 3 mi Ring	79
CT Centroid Latitude	45.43424	Active Evangelical HHLDS	5
CT Centroid Longitude	-87.65254	Active Evangelical PERCENT	5.83%
City Location	Daggett	Unreached HHLDS	49
County Location	Menominee	Unreached Percent	61.51%
Sitescape Category code	1	Religious but NOT Evang HHLDS	8
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.48%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	14
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	17.93%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	33.12%

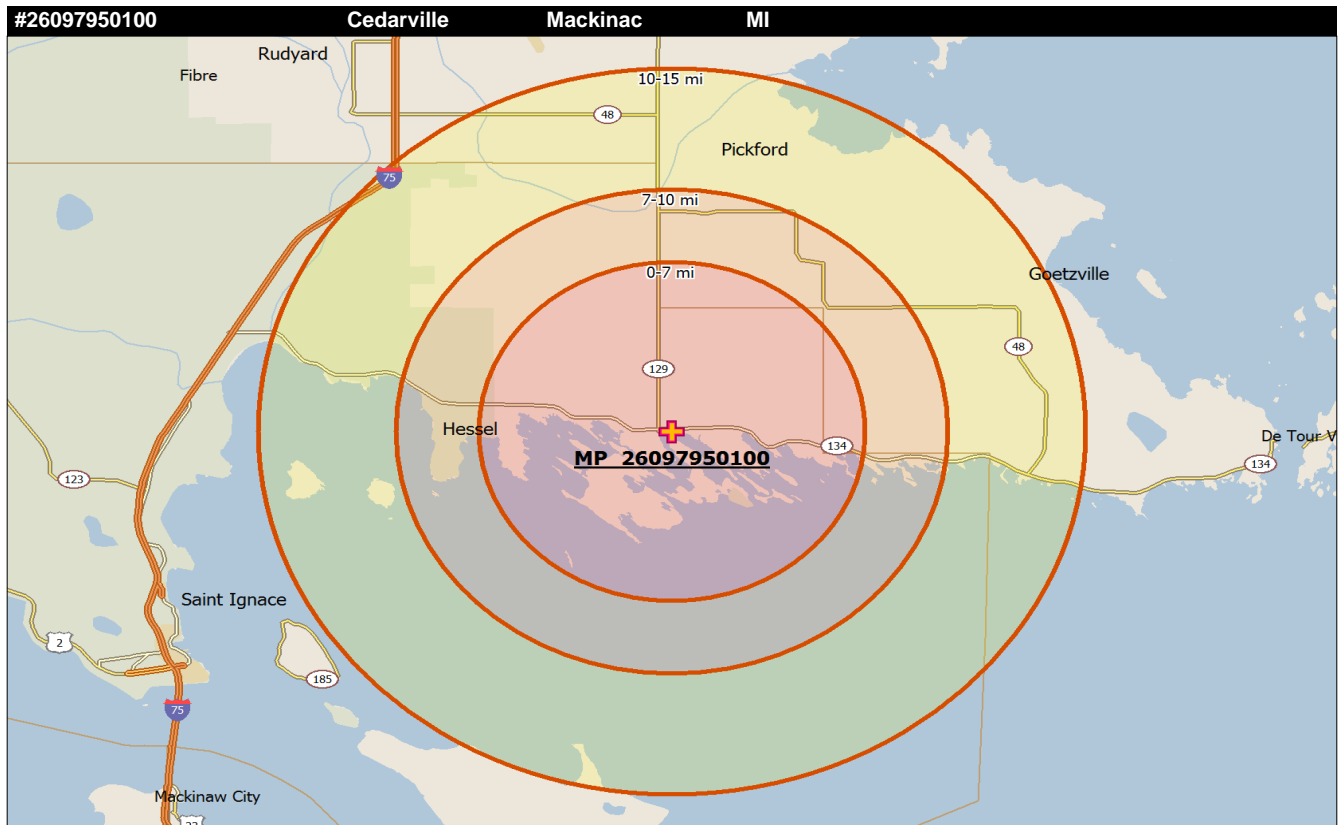
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	5.06%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	83.54%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	10.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.09	Racial Diversity Index	1.91
Ancestry Diversity Index	68.45	Diversity Composite Index	10.09
Foreign Born Diversity Index	21.58	Population Density Index	3.63

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

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21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26097950100	Total Households in 3 mi Ring	416
CT Centroid Latitude	45.99785	Active Evangelical HHLDS	17
CT Centroid Longitude	-84.35286	Active Evangelical PERCENT	4.20%
City Location	Cedarville	Unreached HHLDS	277
County Location	Mackinac	Unreached Percent	66.55%
Sitescape Category code	1	Religious but NOT Evang HHLDS	61
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.76%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	64
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	15.44%
Density Assignment	J	NOT Evangelical NOT Interested HHLDS	151
Population Pattern	2500-0-0	NOT Evangelical NOT Interested PERCENT	36.34%

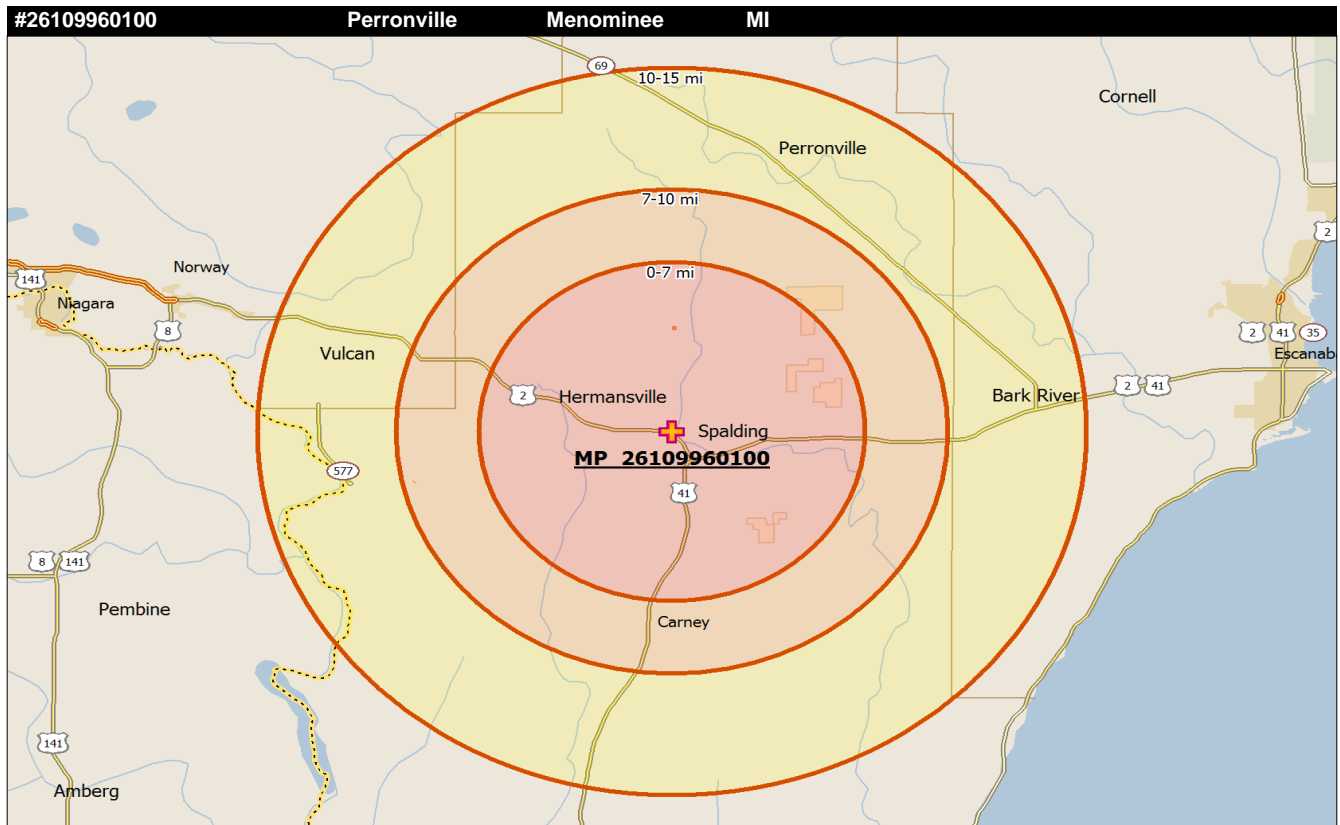
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.34%	Low Education County	False
Mainstay Community	42.55%	Low Employment County	True
Working Community	0.24%	Persistent Poverty County	False
Country Community	36.3%	Population Loss County	False
Aspiring Community	2.16%	Nonmetro Recreation County	True
Urban Community	8.41%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.52	Racial Diversity Index	13.79
Ancestry Diversity Index	99.89	Diversity Composite Index	2.61
Foreign Born Diversity Index	10.38	Population Density Index	4.42

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

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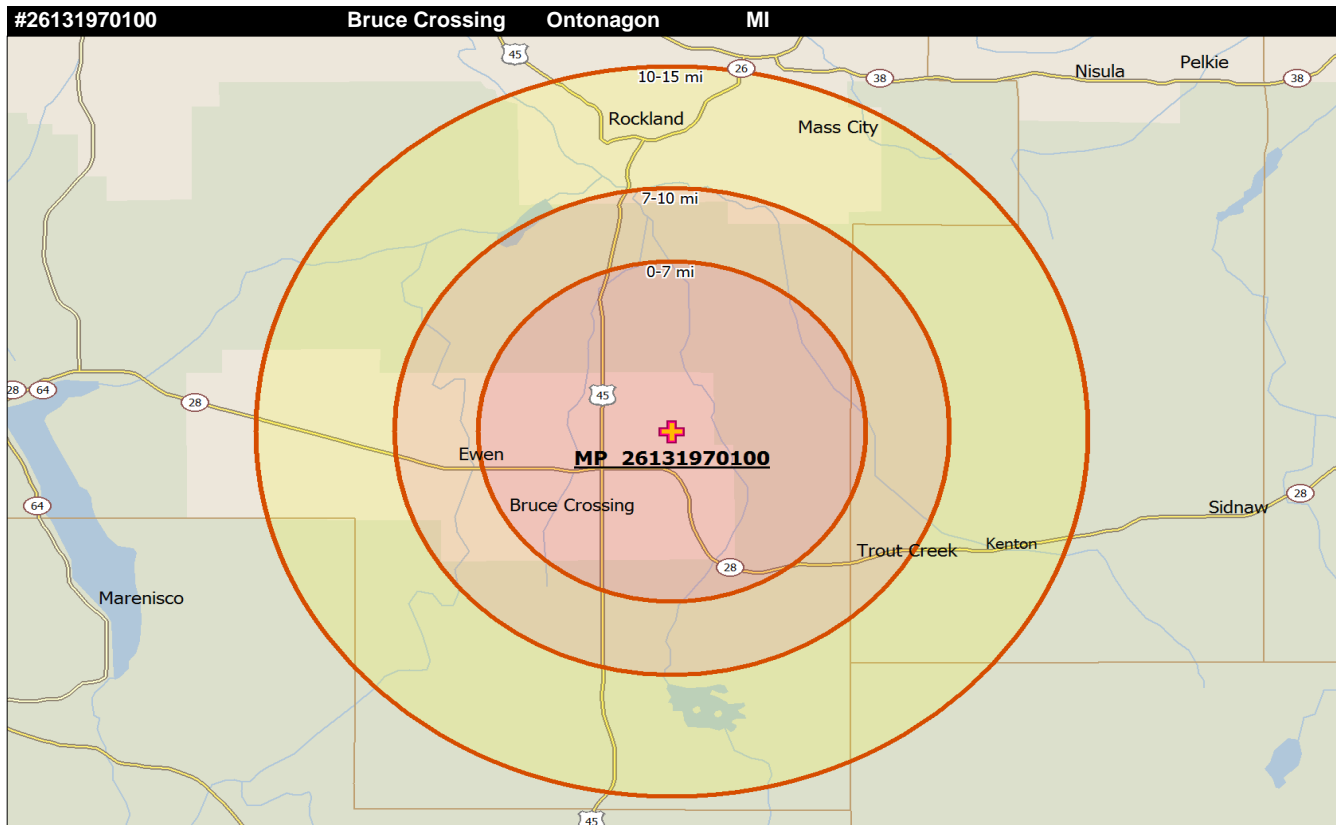
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22 LOCATION RANK IN REGIONAL SITESCPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26109960100	Total Households in 3 mi Ring	16
CT Centroid Latitude	45.70892	Active Evangelical HHLDS	1
CT Centroid Longitude	-87.53542	Active Evangelical PERCENT	7.24%
City Location	Perronville	Unreached HHLDS	9
County Location	Menominee	Unreached Percent	53.84%
Sitescape Category code	1	Religious but NOT Evang HHLDS	1
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	8.6%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	2
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	11.66%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	5
Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	33.58%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	75%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	25%	Retirement Destination County	False

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	17.34
Foreign Born Diversity Index	0.00	Population Density Index	0.00



23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26131970100	Total Households in 3 mi Ring	214
CT Centroid Latitude	46.55684	Active Evangelical HHLDS	14
CT Centroid Longitude	-89.12578	Active Evangelical PERCENT	6.67%
City Location	Bruce Crossing	Unreached HHLDS	139
County Location	Ontonagon	Unreached Percent	65%
Sitescape Category code	1	Religious but NOT Evang HHLDS	32
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.05%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	37
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	17.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	70
Population Pattern	2500-2500-0	NOT Evangelical NOT Interested PERCENT	32.7%

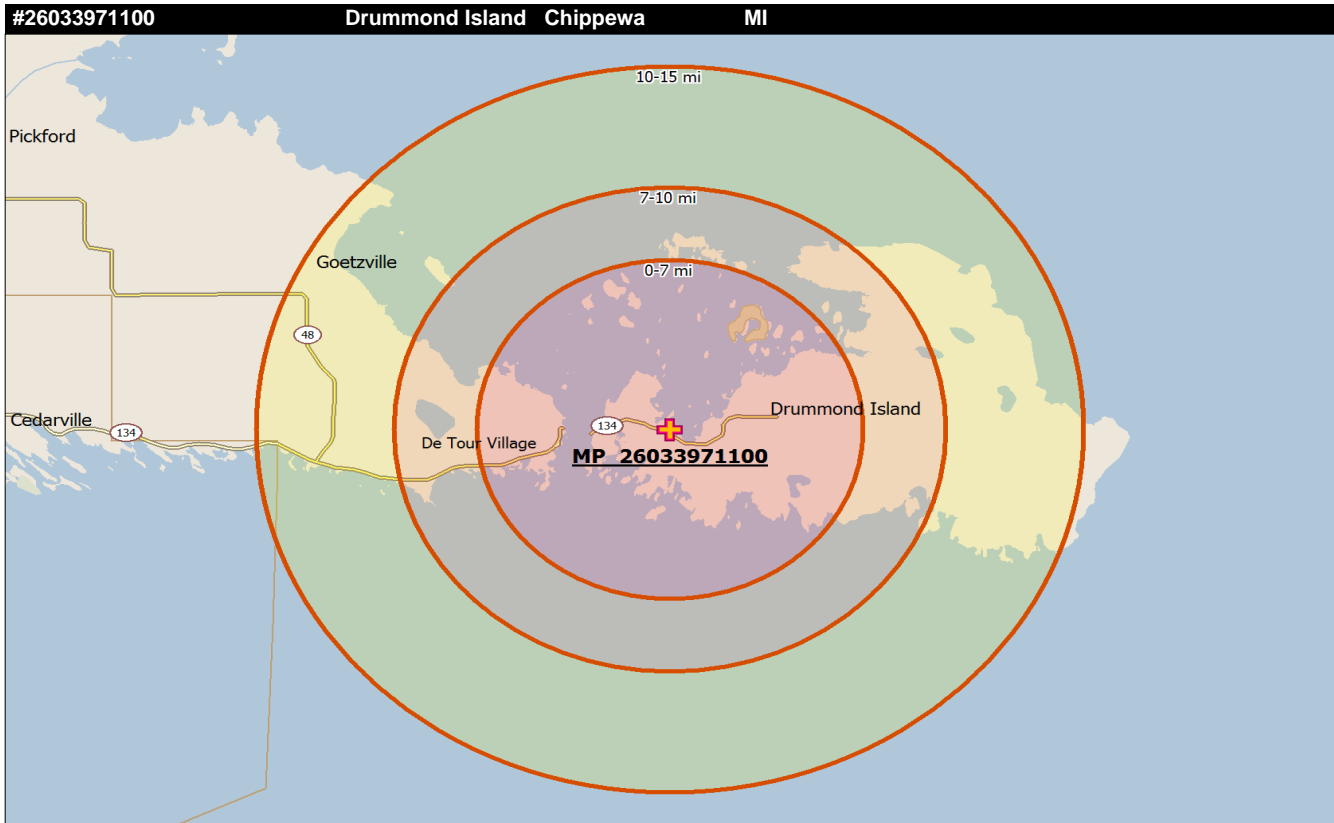
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	34.11%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	65.89%	Population Loss County	True
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.97	Racial Diversity Index	2.78
Ancestry Diversity Index	33.27	Diversity Composite Index	3.90
Foreign Born Diversity Index	8.74	Population Density Index	0.96

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

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24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26033971100	Total Households in 3 mi Ring	300
CT Centroid Latitude	45.99141	Active Evangelical HHLDS	21
CT Centroid Longitude	-83.81901	Active Evangelical PERCENT	6.90%
City Location	Drummond Island	Unreached HHLDS	190
County Location	Chippewa	Unreached Percent	63.3%
Sitescape Category code	1	Religious but NOT Evang HHLDS	43
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	14.5%
Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	46
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	15.21%
Density Assignment	E2	NOT Evangelical NOT Interested HHLDS	101
Population Pattern	0-2500-0	NOT Evangelical NOT Interested PERCENT	33.8%

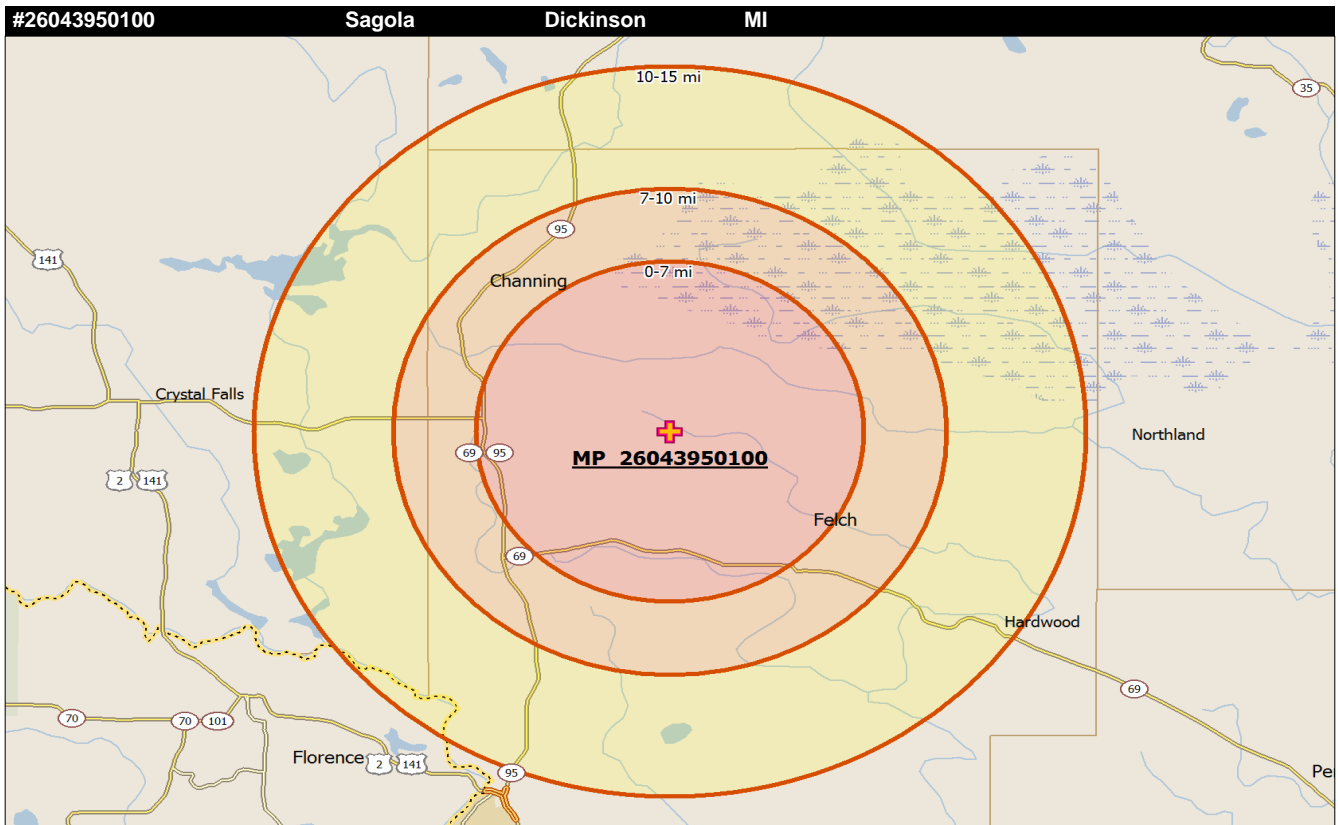
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.67%	Low Education County	False
Mainstay Community	14%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	67%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	2.33%	Retirement Destination County	False

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	4.64
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

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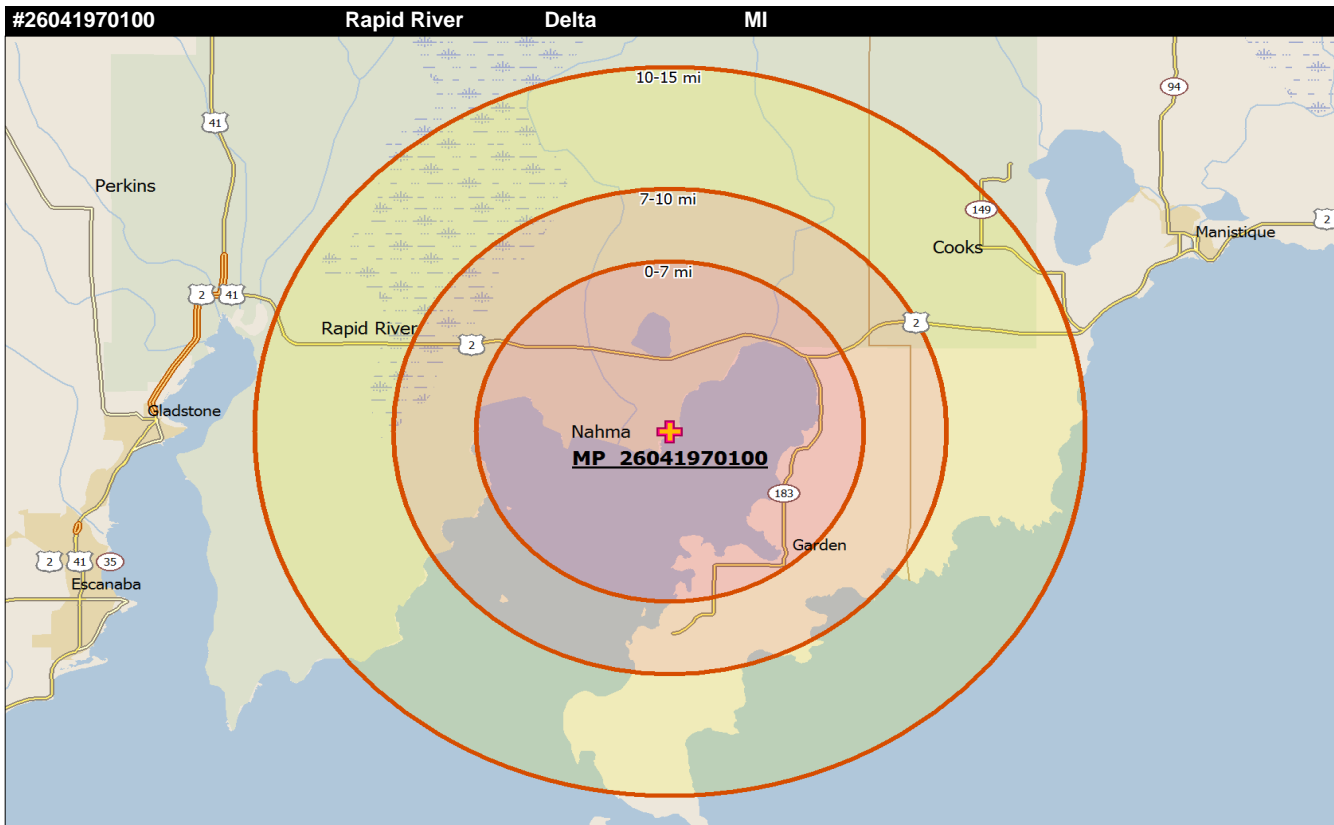
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25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26043950100	Total Households in 3 mi Ring	18
CT Centroid Latitude	46.07936	Active Evangelical HHLDS	1
CT Centroid Longitude	-87.93626	Active Evangelical PERCENT	7.21%
City Location	Sagola	Unreached HHLDS	11
County Location	Dickinson	Unreached Percent	61.57%
Sitescape Category code	1	Religious but NOT Evang HHLDS	2
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.96%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	3
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	15.06%
Density Assignment	J	NOT Evangelical NOT Interested HHLDS	6
Population Pattern	2500-0-0	NOT Evangelical NOT Interested PERCENT	35.55%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	27.78%	Persistent Poverty County	False
Country Community	50%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	16.67%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.42	Racial Diversity Index	4.56
Ancestry Diversity Index	98.06	Diversity Composite Index	3.49
Foreign Born Diversity Index	36.40	Population Density Index	5.81



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26041970100	Total Households in 3 mi Ring	37
CT Centroid Latitude	45.84538	Active Evangelical HHLDS	3
CT Centroid Longitude	-86.63874	Active Evangelical PERCENT	7.39%
City Location	Rapid River	Unreached HHLDS	22
County Location	Delta	Unreached Percent	60.72%
Sitescape Category code	1	Religious but NOT Evang HHLDS	4
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.29%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	7
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	18.38%
Density Assignment	J	NOT Evangelical NOT Interested HHLDS	11
Population Pattern	2500-0-0	NOT Evangelical NOT Interested PERCENT	31.06%

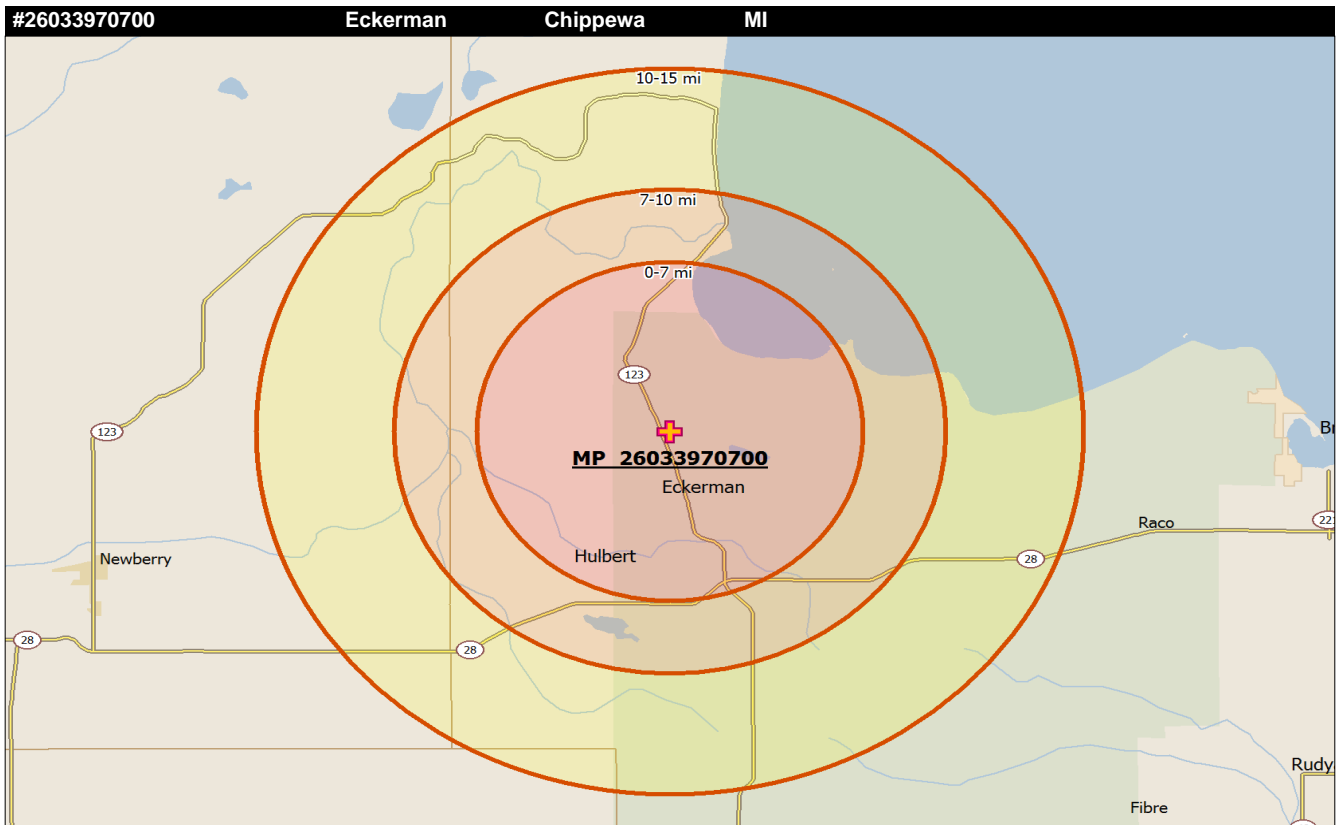
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	78.38%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	21.62%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.47	Racial Diversity Index	16.46
Ancestry Diversity Index	95.49	Diversity Composite Index	2.76
Foreign Born Diversity Index	24.22	Population Density Index	5.04

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

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27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26033970700	Total Households in 3 mi Ring	44
CT Centroid Latitude	46.43470	Active Evangelical HHLDS	3
CT Centroid Longitude	-85.07220	Active Evangelical PERCENT	7.57%
City Location	Eckerman	Unreached HHLDS	26
County Location	Chippewa	Unreached Percent	59.76%
Sitescape Category code	1	Religious but NOT Evang HHLDS	4
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.09%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	8
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	17.41%
Density Assignment	J	NOT Evangelical NOT Interested HHLDS	14
Population Pattern	2500-0-0	NOT Evangelical NOT Interested PERCENT	32.27%

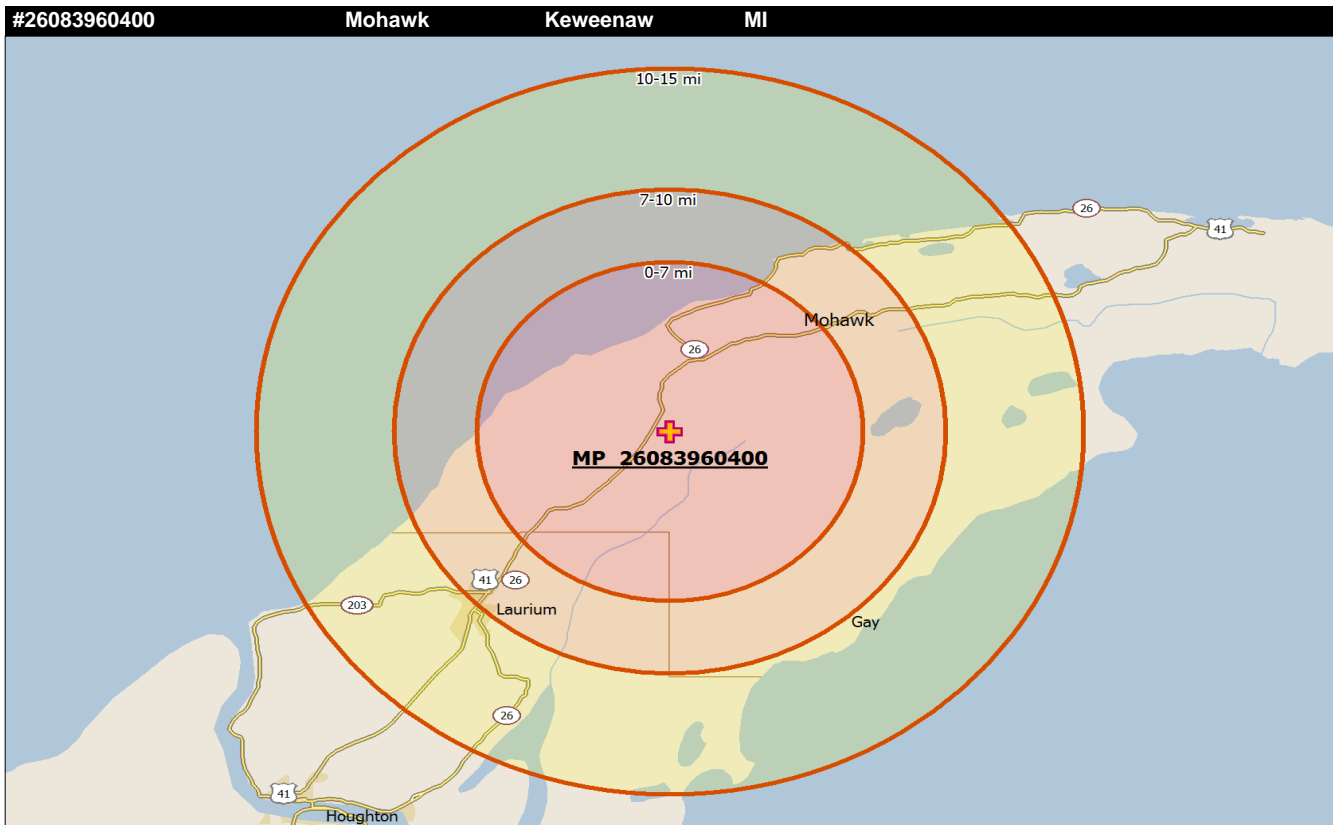
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	54.55%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	45.45%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.49	Racial Diversity Index	11.72
Ancestry Diversity Index	89.96	Diversity Composite Index	1.98
Foreign Born Diversity Index	17.61	Population Density Index	3.24

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

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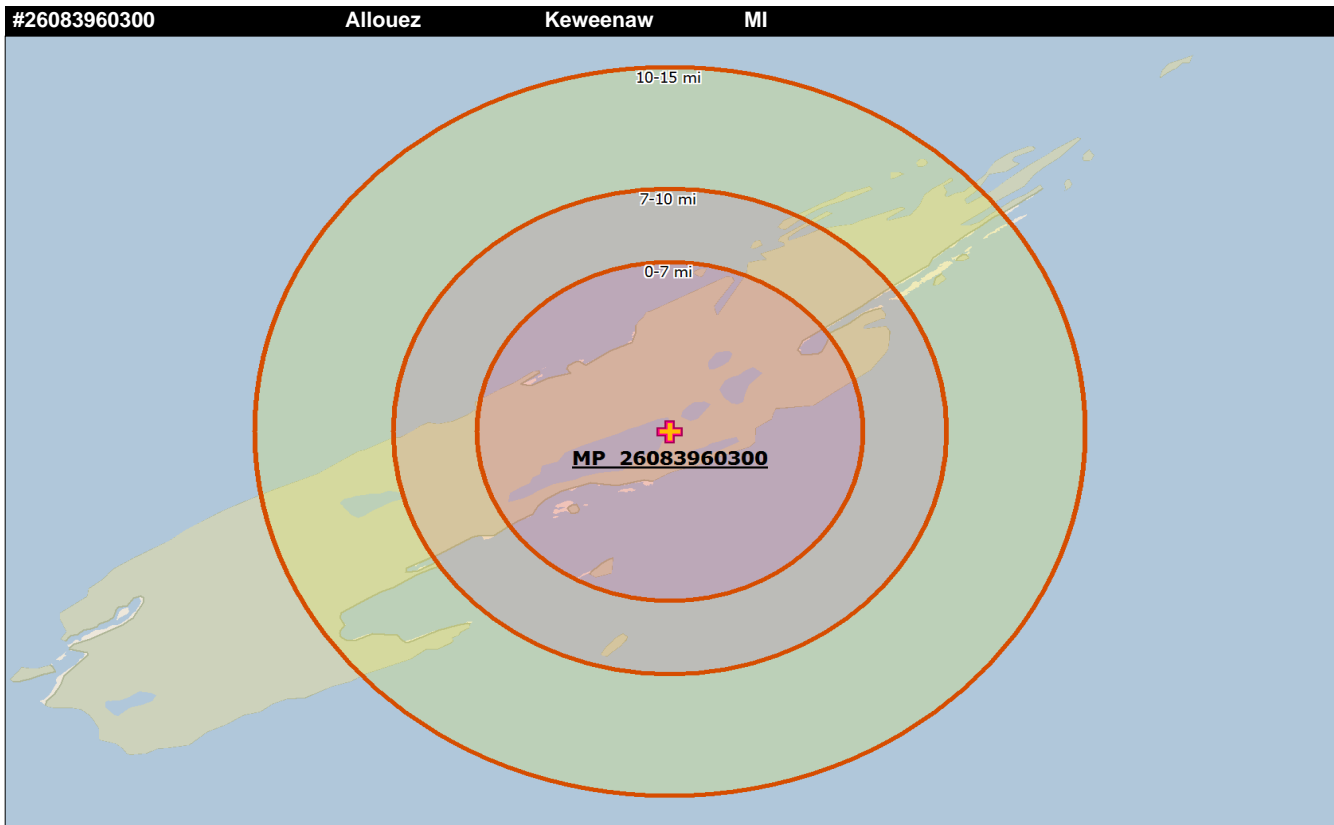
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28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26083960400	Total Households in 3 mi Ring	22
CT Centroid Latitude	47.34609	Active Evangelical HHLDS	1
CT Centroid Longitude	-88.29811	Active Evangelical PERCENT	3.47%
City Location	Mohawk	Unreached HHLDS	16
County Location	Keweenaw	Unreached Percent	72.3%
Sitescape Category code	1	Religious but NOT Evang HHLDS	4
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	19.28%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	3
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	13.71%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	9
Population Pattern	0-2500-10000	NOT Evangelical NOT Interested PERCENT	39.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	100%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

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	6.42
Foreign Born Diversity Index	0.00	Population Density Index	0.00



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26083960300	Total Households in 3 mi Ring	0
CT Centroid Latitude	48.01543	Active Evangelical HHLDS	0
CT Centroid Longitude	-88.74460	Active Evangelical PERCENT	0.00%
City Location	Allouez	Unreached HHLDS	0
County Location	Keweenaw	Unreached Percent	0%
Sitescape Category code	1	Religious but NOT Evang HHLDS	0
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	0%
Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	0
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	0%
Density Assignment	G	NOT Evangelical NOT Interested HHLDS	0
Population Pattern	0-0-0	NOT Evangelical NOT Interested PERCENT	0%

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

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	0.00
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

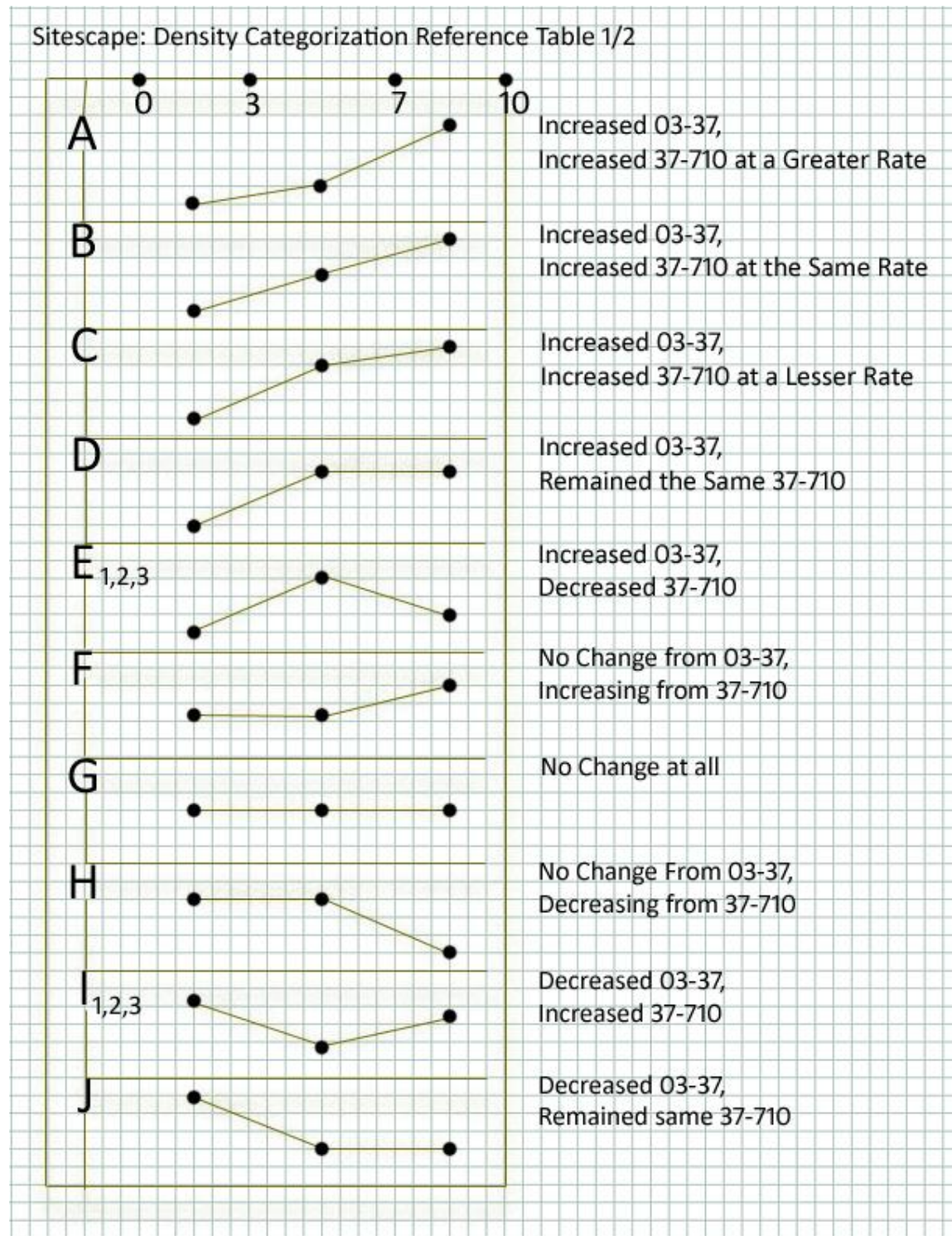
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

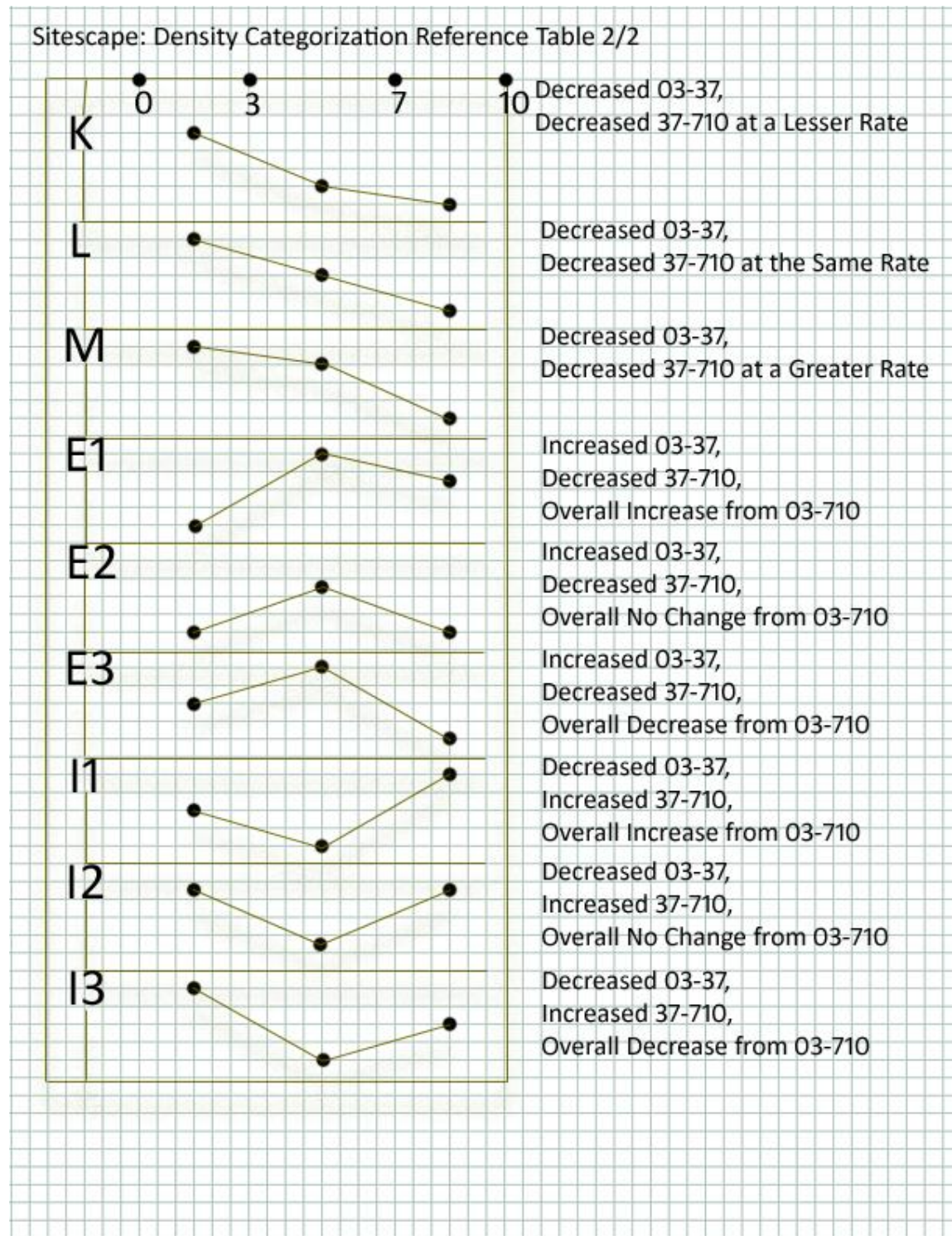
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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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