MISSION POINTS
Top Unreached Locations

Top Mission Points in Region 9: Mountains

iFocus CONGREGATIONAL DEVELOPMENT

neotribal CULTURES PROJECT

Intercultural Institute *for Contextual Ministry*

Understanding Your Mission Point Report

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

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

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

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

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

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

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

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

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

God bless your missional endeavors!

Dr. Curt Watke
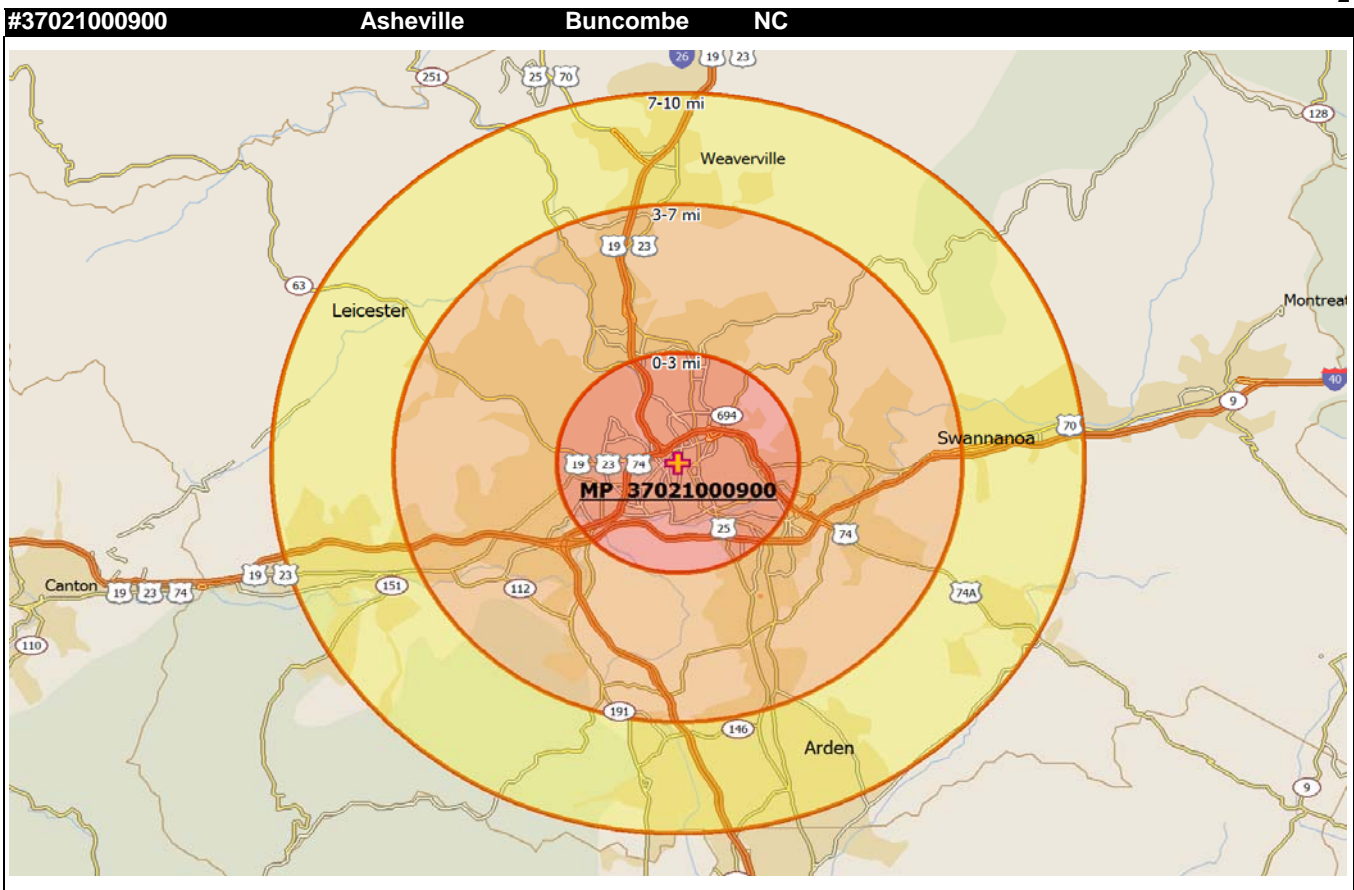
#37021000900	Asheville	Buncombe	NC

1 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37021000900	Total Households in 0-3 mi Band	21562
CT Centroid Latitude	35.58743	Active Evangelical HHLDS	2795
CT Centroid Longitude	-82.56029	Active Evangelical PERCENT	12.96%
City Location:	Asheville	Unreached HHLDS	15180
County Location:	Buncombe	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	4317
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	2144
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	8793
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.02%	Low Education County	FALSE
Mainstay Community	7.27%	Low Employment County	FALSE
Working Community	20.48%	Persistent Poverty County	FALSE
Country Community	13.75%	Population Loss County	FALSE
Aspiring Community	6.53%	Nonmetro Recreation County	FALSE
Urban Community	46.95%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	40.38	Racial Diversity Index	51.23
Ancestry Diversity Index	57.73	Diversity Composite Index	36.72
Foreign Born Diversity Index	46.63	Population Density Index	45.83

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

www.iicm.net

#37021002201	Arden	Buncombe	NC
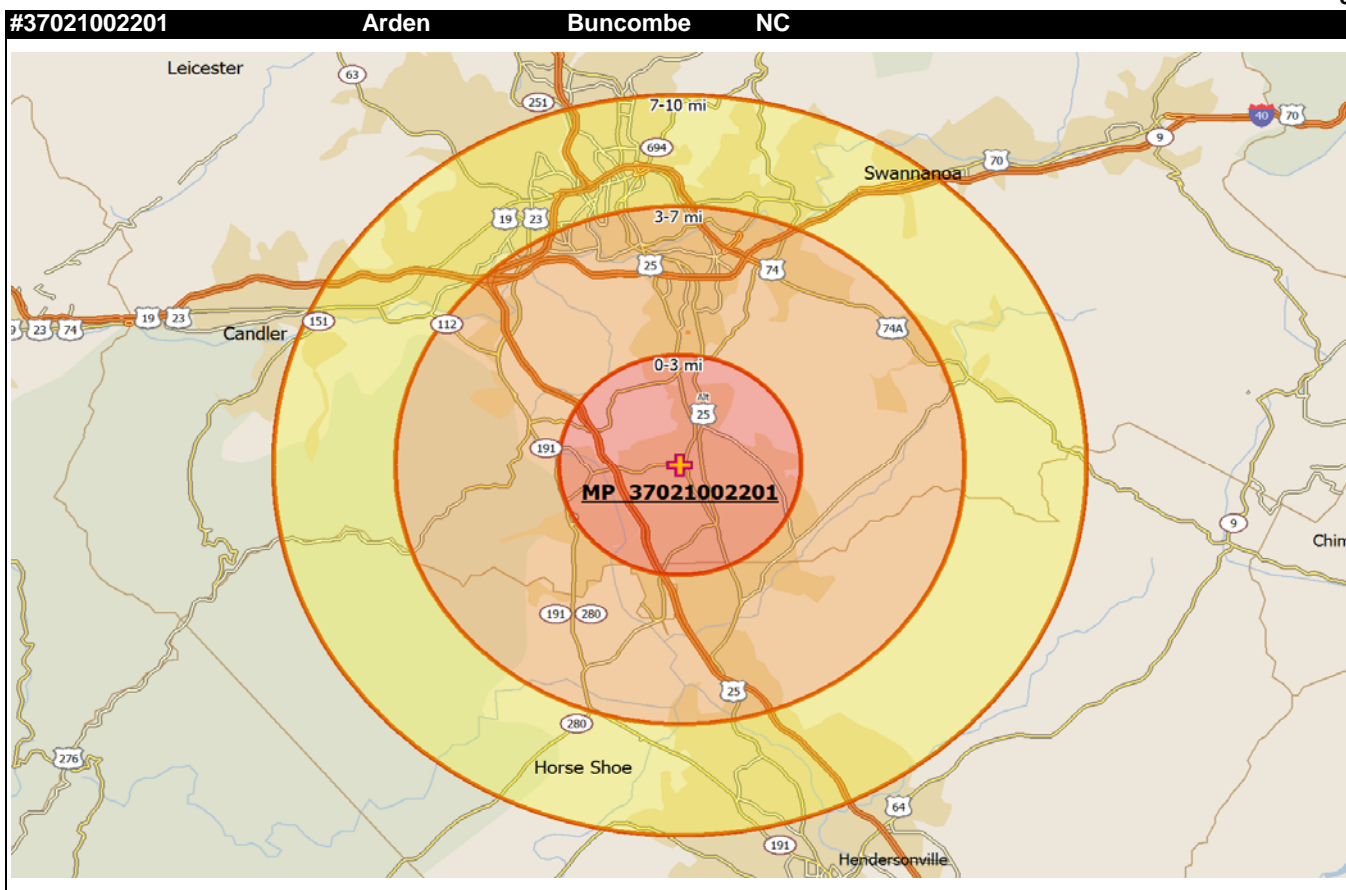
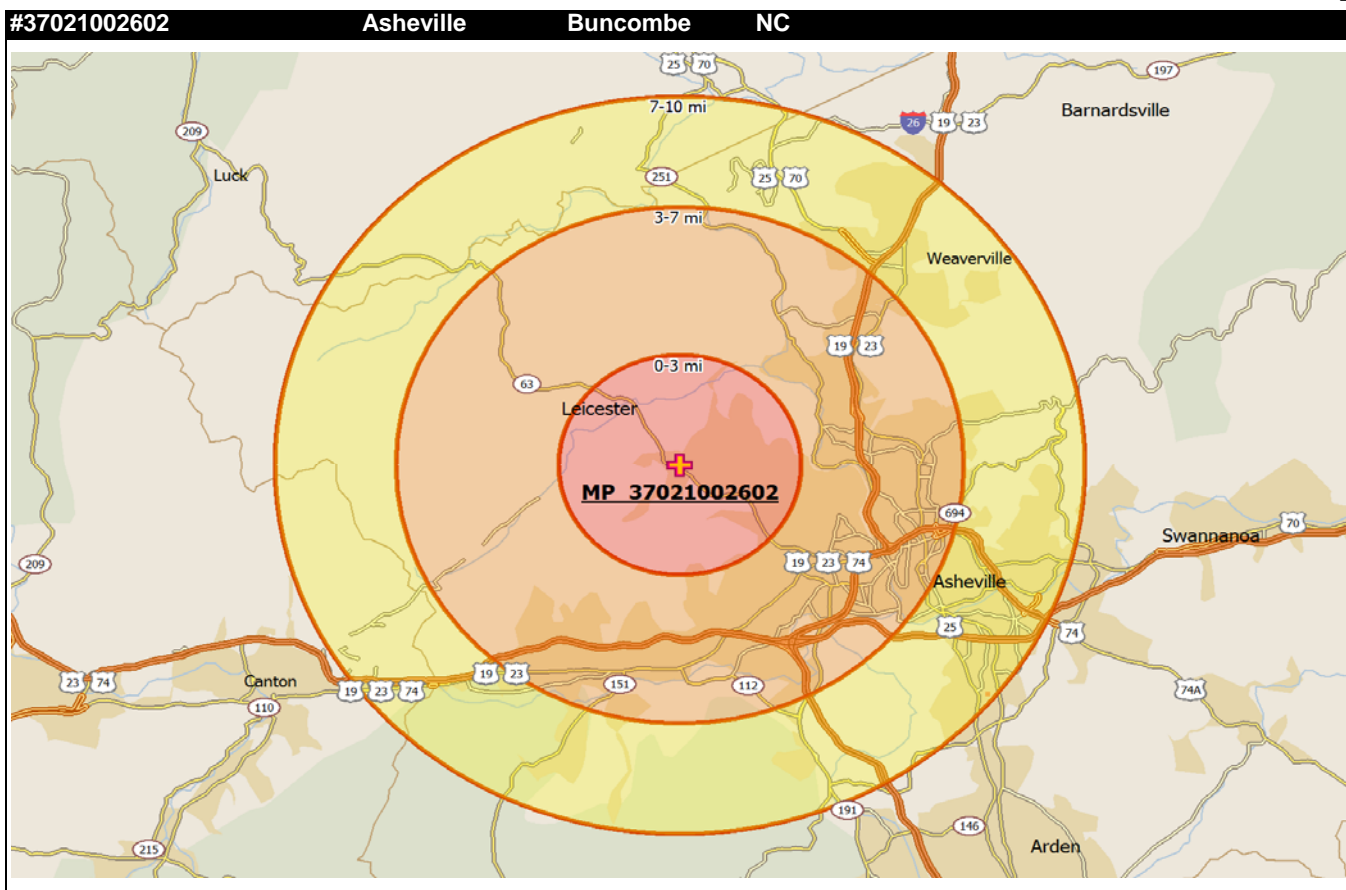| 2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37021002201	Total Households in 0-3 mi Band	11620
CT Centroid Latitude	35.48314	Active Evangelical HHLDS	1534
CT Centroid Longitude	-82.52767	Active Evangelical PERCENT	13.20%
City Location:	Arden	Unreached HHLDS	8138
County Location:	Buncombe	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1806
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1417
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	4921
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	17.57%	Low Education County	FALSE
Mainstay Community	18.09%	Low Employment County	FALSE
Working Community	12.71%	Persistent Poverty County	FALSE
Country Community	23.67%	Population Loss County	FALSE
Aspiring Community	5.86%	Nonmetro Recreation County	FALSE
Urban Community	22.11%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	27.50	Racial Diversity Index	22.85
Ancestry Diversity Index	85.82	Diversity Composite Index	52.68
Foreign Born Diversity Index	79.60	Population Density Index	33.17

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

| **#37021002602** | **Asheville** | **Buncombe** | **NC** |

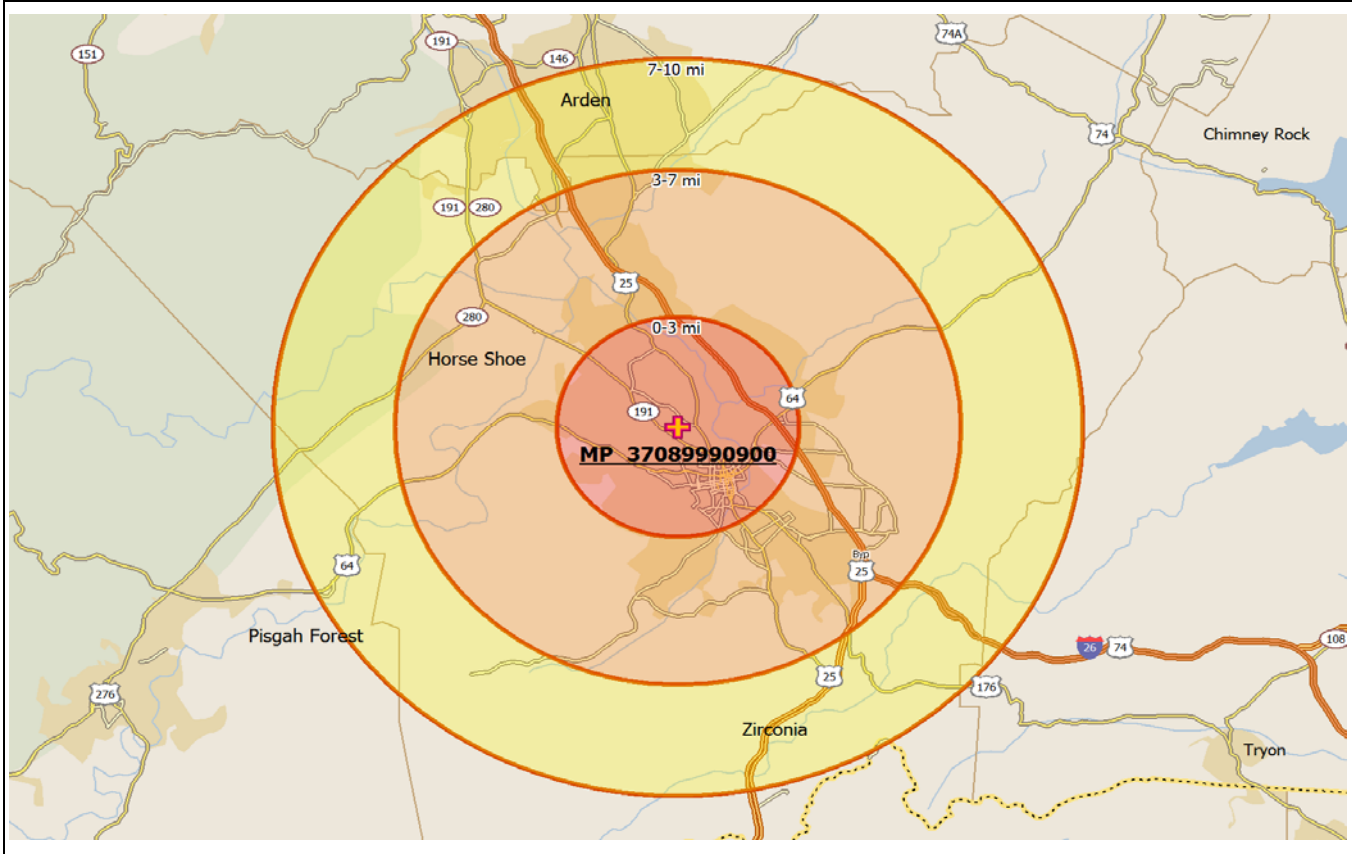| **3**	**LOCATION RANK IN REGIONAL SITESCAPE**		**0-3 MILE BAND SPIRITUALITY STATUS**	
	Census Tract:	#37021002602	Total Households in 0-3 mi Band	5366
	CT Centroid Latitude	35.62526	Active Evangelical HHLDS	848
	CT Centroid Longitude	-82.65898	Active Evangelical PERCENT	15.80%
	City Location:	Asheville	Unreached HHLDS	3423
	County Location:	Buncombe	Unreached Percent	64%
	Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	739
	Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
	Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	600
	Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
	Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	2085
	Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		**0-3 MILE BAND COUNTY TYPE**	
Upscale Community	1.39%	Low Education County	FALSE
Mainstay Community	0.90%	Low Employment County	FALSE
Working Community	22.34%	Persistent Poverty County	FALSE
Country Community	54.51%	Population Loss County	FALSE
Aspiring Community	0.05%	Nonmetro Recreation County	FALSE
Urban Community	20.81%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		**0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)**	
Language Diversity Index	33.14	Racial Diversity Index	22.30
Ancestry Diversity Index	76.30	Diversity Composite Index	41.68
Foreign Born Diversity Index	45.03	Population Density Index	26.20

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

#37089990900	Hendersonville	Henderson	NC

4   LOCATION RANK IN REGIONAL SITESCAPE

Census Tract:	#37089990900
CT Centroid Latitude	35.33809
CT Centroid Longitude	-82.48216
City Location:	Hendersonville
County Location:	Henderson
Sitescape Category code:	2.0
Sitescape Group code:	2.2
Sitescape Category:	Townscape
Sitescape Group:	Medium Towns
Density Assignment:	K
Population Pattern:	#50000-100000-50000

0-3 MILE BAND SPIRITUALITY STATUS

Total Households in 0-3 mi Band	12864
Active Evangelical HHLDS	2224
Active Evangelical PERCENT	17.28%
Unreached HHLDS	8921
Unreached Percent	69%
Religious but NOT Evang HHLDS	2117
Religious but NOT Evang PERCENT	16%
Spiritual but NOT Religious HHLDS	1557
Spiritual but NOT Religious PERCENT	12%
NOT Evangelical NOT Interested HHLDS	5265
NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE

Upscale Community	6.20%
Mainstay Community	13.44%
Working Community	30.96%
Country Community	26.54%
Aspiring Community	2.78%
Urban Community	20.09%

0-3 MILE BAND COUNTY TYPE

Low Education County	FALSE
Low Employment County	FALSE
Persistent Poverty County	FALSE
Population Loss County	FALSE
Nonmetro Recreation County	FALSE
Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Language Diversity Index	44.93
Ancestry Diversity Index	85.86
Foreign Born Diversity Index	31.98

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Racial Diversity Index	34.43
Diversity Composite Index	38.19
Population Density Index	35.86

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

#37021003200	Fairview	Buncombe	NC
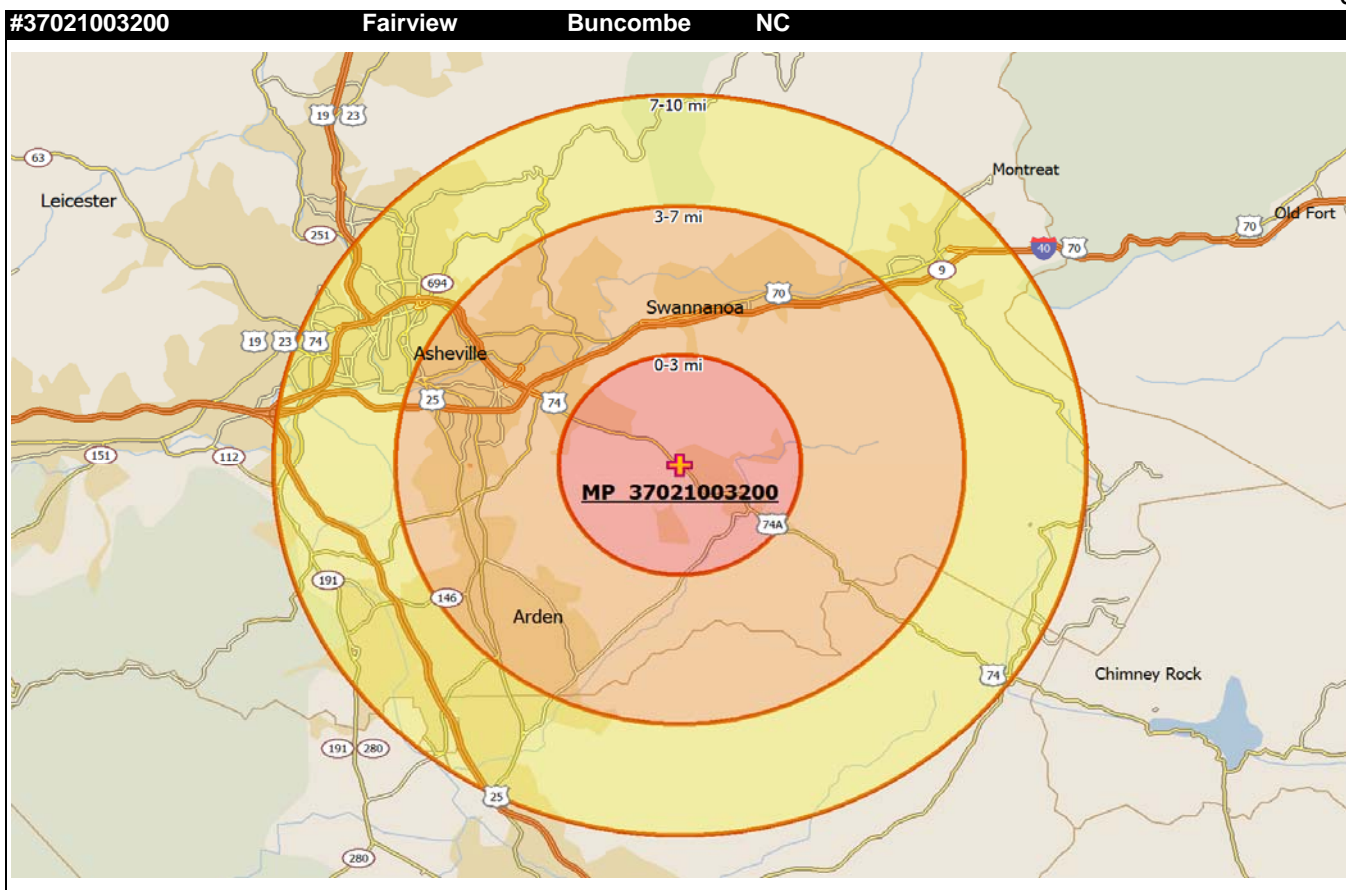
5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37021003200	Total Households in 0-3 mi Band	3357
CT Centroid Latitude	35.53522	Active Evangelical HHLDS	472
CT Centroid Longitude	-82.43288	Active Evangelical PERCENT	14.06%
City Location:	Fairview	Unreached HHLDS	2283
County Location:	Buncombe	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	525
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	411
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	1348
Population Pattern:	#10000-100000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.27%	Low Education County	FALSE
Mainstay Community	8.88%	Low Employment County	FALSE
Working Community	18.42%	Persistent Poverty County	FALSE
Country Community	60.22%	Population Loss County	FALSE
Aspiring Community	2.56%	Nonmetro Recreation County	FALSE
Urban Community	3.65%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	10.90	Racial Diversity Index	7.18
Ancestry Diversity Index	93.40	Diversity Composite Index	44.27
Foreign Born Diversity Index	61.66	Population Density Index	21.51

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

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#37021002700　　　　**Weaverville**　　**Buncombe**　　**NC**
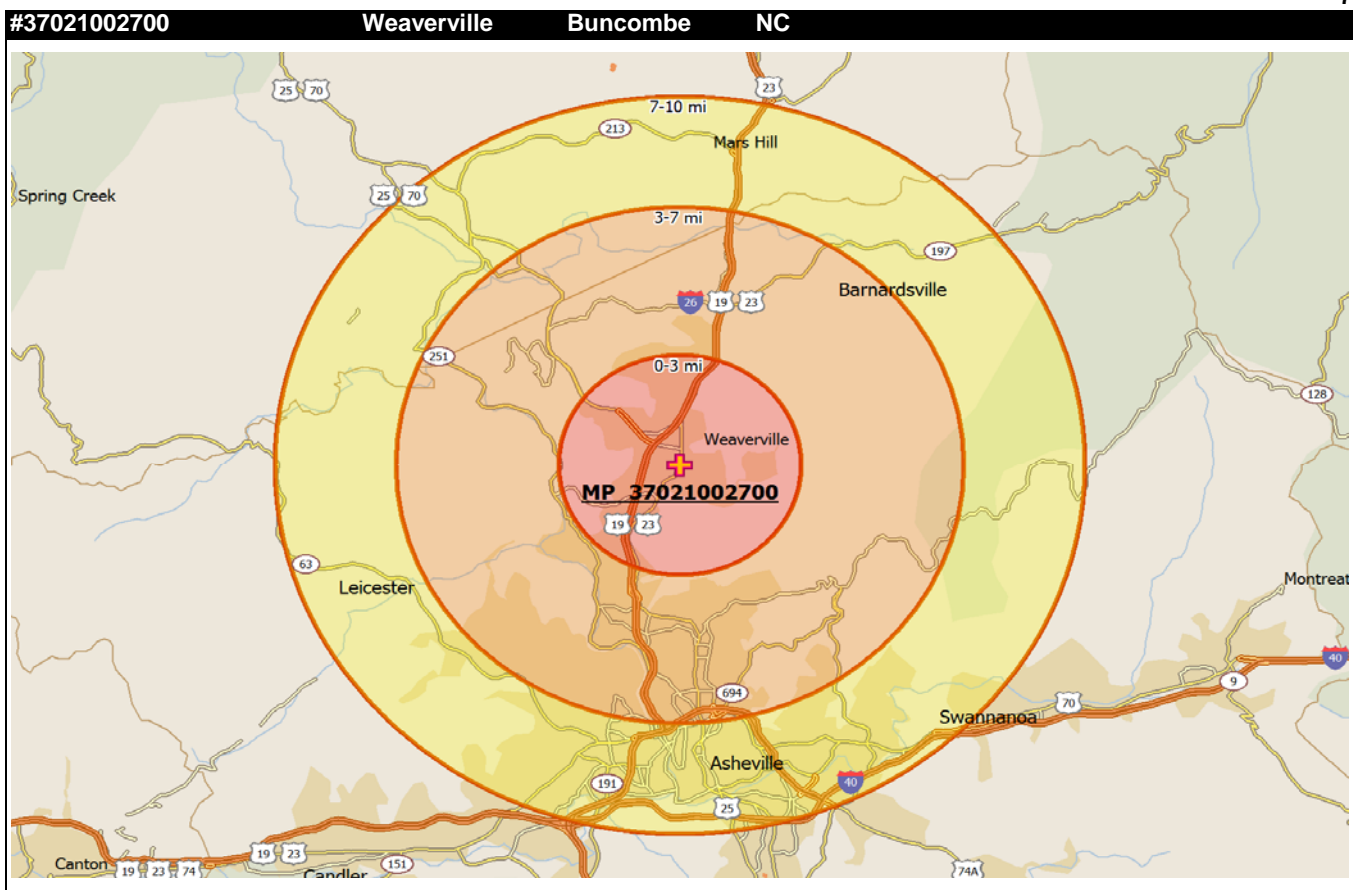
6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37021002700	Total Households in 0-3 mi Band	6085
CT Centroid Latitude	35.69609	Active Evangelical HHLDS	848
CT Centroid Longitude	-82.56133	Active Evangelical PERCENT	13.93%
City Location:	Weaverville	Unreached HHLDS	4152
County Location:	Buncombe	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	868
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	719
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2570
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.87%	Low Education County	FALSE
Mainstay Community	16.78%	Low Employment County	FALSE
Working Community	18.38%	Persistent Poverty County	FALSE
Country Community	47.14%	Population Loss County	FALSE
Aspiring Community	0.13%	Nonmetro Recreation County	FALSE
Urban Community	8.69%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.10	Racial Diversity Index	16.31
Ancestry Diversity Index	90.61	Diversity Composite Index	42.32
Foreign Born Diversity Index	58.32	Population Density Index	25.36

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

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#37089991500   **Flat Rock**   **Henderson**   **NC**
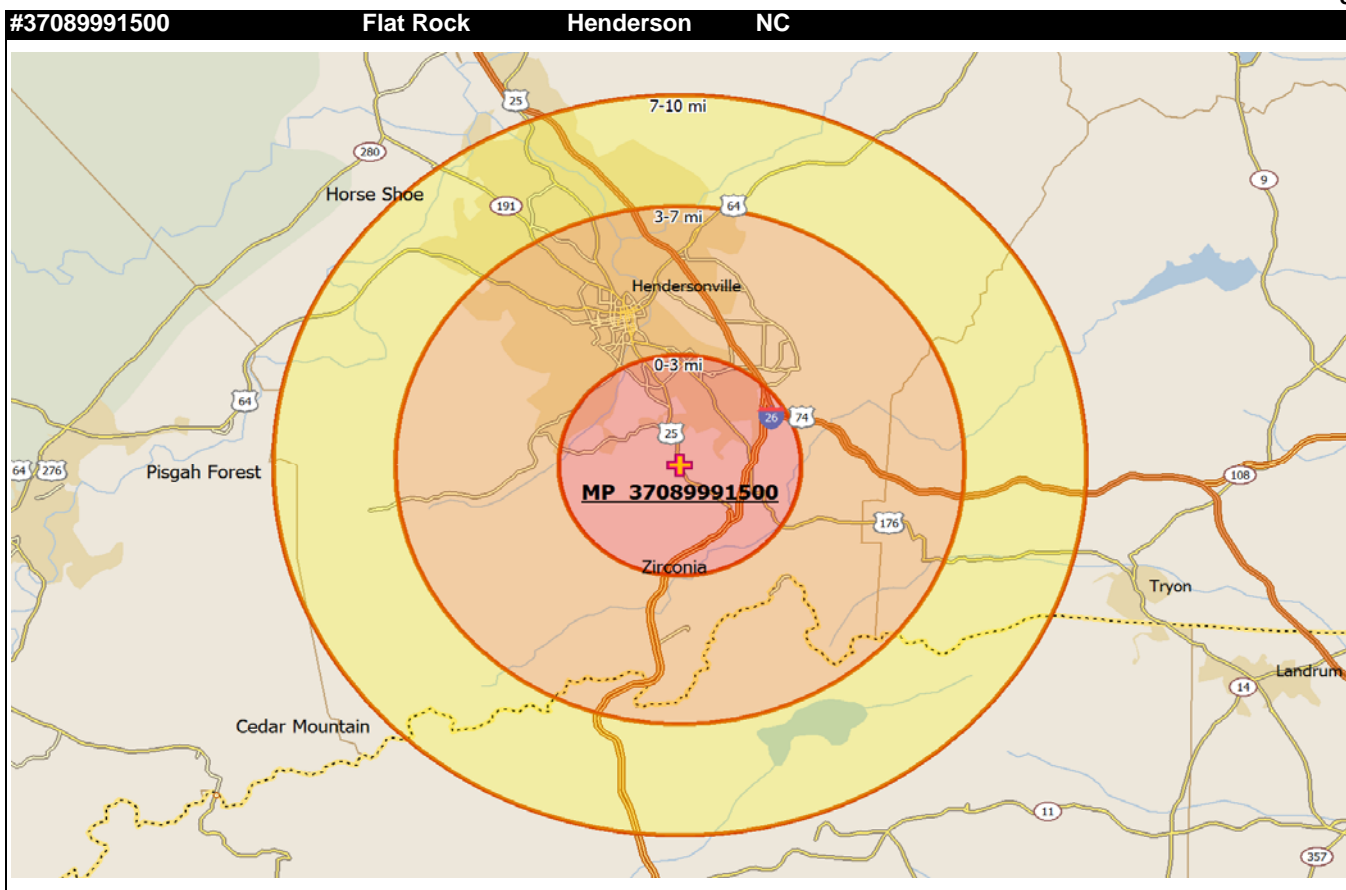
7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37089991500	Total Households in 0-3 mi Band	5965
CT Centroid Latitude	35.25885	Active Evangelical HHLDS	1101
CT Centroid Longitude	-82.43802	Active Evangelical PERCENT	18.45%
City Location:	Flat Rock	Unreached HHLDS	4014
County Location:	Henderson	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	872
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	822
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2320
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.85%	Low Education County	FALSE
Mainstay Community	21.68%	Low Employment County	FALSE
Working Community	41.64%	Persistent Poverty County	FALSE
Country Community	17.31%	Population Loss County	FALSE
Aspiring Community	0.26%	Nonmetro Recreation County	FALSE
Urban Community	13.26%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.16	Racial Diversity Index	35.55
Ancestry Diversity Index	82.29	Diversity Composite Index	42.47
Foreign Born Diversity Index	16.43	Population Density Index	30.23

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

#37021002400   **Candler**   **Buncombe**   **NC**
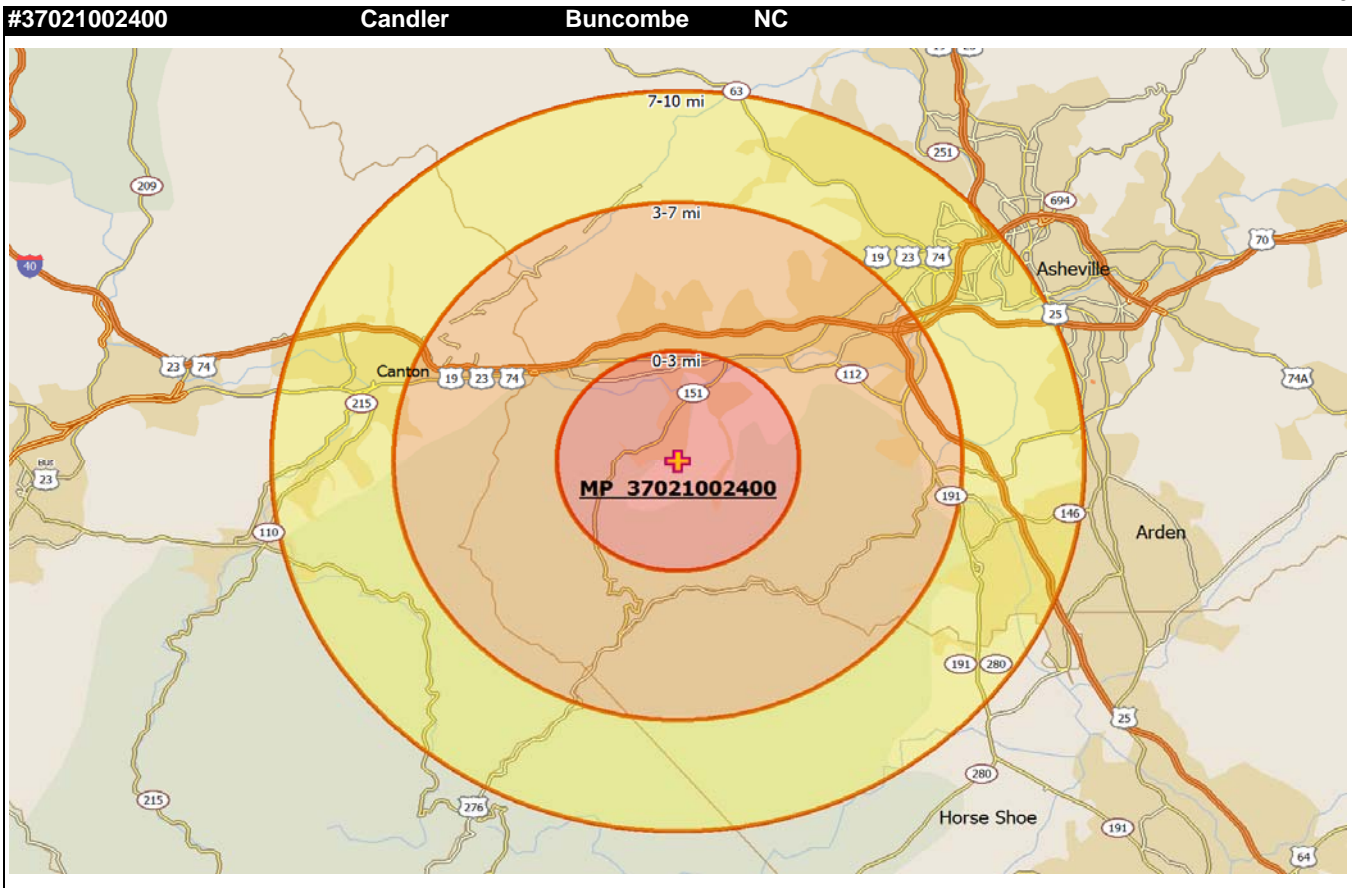
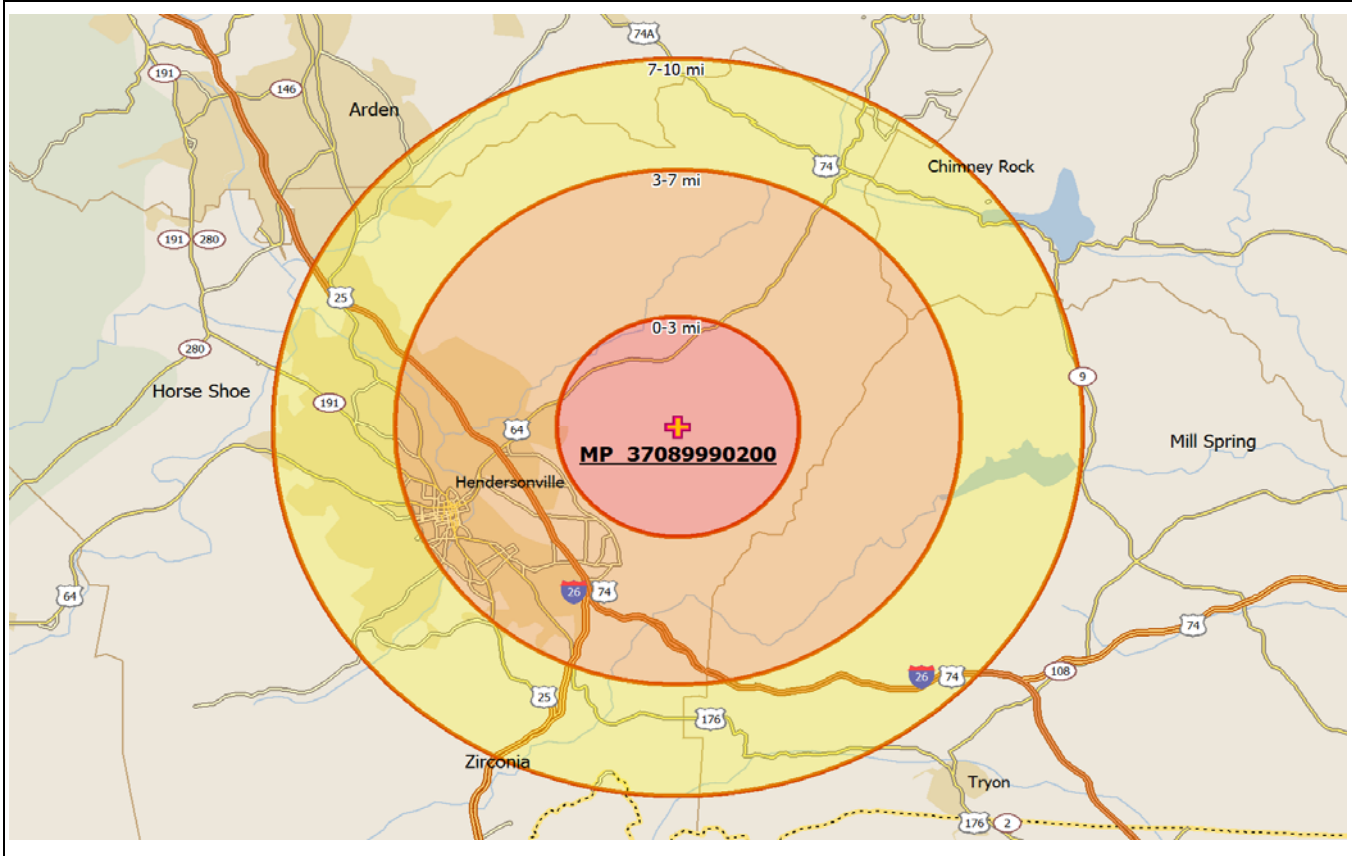| 8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37021002400	Total Households in 0-3 mi Band	3680
CT Centroid Latitude	35.50404	Active Evangelical HHLDS	562
CT Centroid Longitude	-82.70462	Active Evangelical PERCENT	15.27%
City Location:	Candler	Unreached HHLDS	2393
County Location:	Buncombe	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	512
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	408
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	1473
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.83%	Low Education County	FALSE
Mainstay Community	10.16%	Low Employment County	FALSE
Working Community	12.76%	Persistent Poverty County	FALSE
Country Community	63.10%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	12.16%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.51	Racial Diversity Index	8.61
Ancestry Diversity Index	93.11	Diversity Composite Index	23.29
Foreign Born Diversity Index	18.04	Population Density Index	16.71

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

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#37089990200   **Hendersonville   Henderson   NC**

9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37089990200	Total Households in 0-3 mi Band	3364
CT Centroid Latitude	35.35059	Active Evangelical HHLDS	715
CT Centroid Longitude	-82.36159	Active Evangelical PERCENT	21.26%
City Location:	Hendersonville	Unreached HHLDS	2091
County Location:	Henderson	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	468
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	350
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1273
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.24%	Low Education County	FALSE
Mainstay Community	9.47%	Low Employment County	FALSE
Working Community	11.54%	Persistent Poverty County	FALSE
Country Community	52.97%	Population Loss County	FALSE
Aspiring Community	0.23%	Nonmetro Recreation County	FALSE
Urban Community	23.55%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	54.00	Racial Diversity Index	38.27
Ancestry Diversity Index	67.25	Diversity Composite Index	34.04
Foreign Born Diversity Index	5.78	Population Density Index	23.11

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

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#37087981000 **Waynesville** **Haywood** **NC**
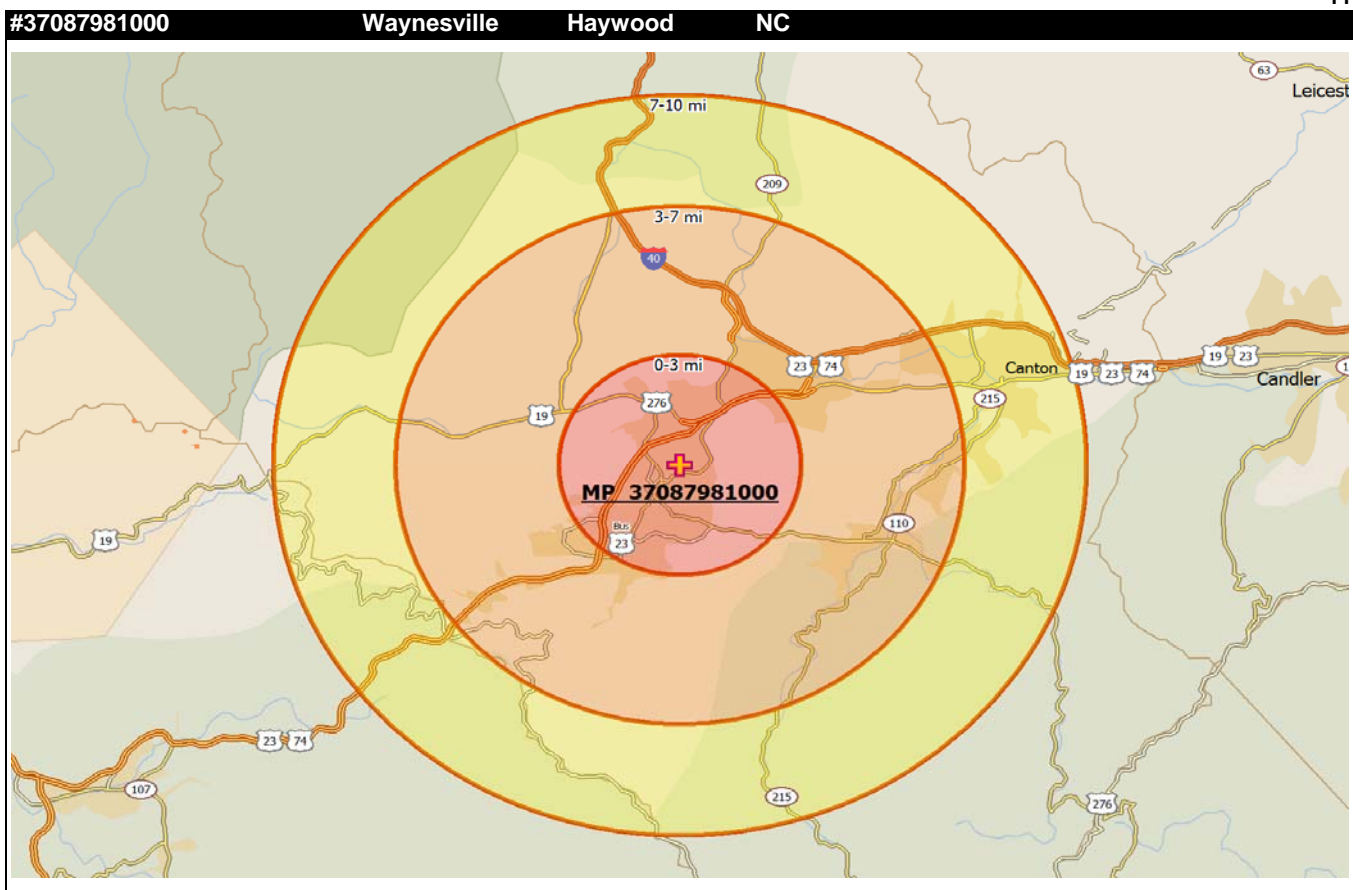
10 LOCATION RANK IN REGIONAL SITESCAPE

Census Tract:	#37087981000
CT Centroid Latitude	35.50078
CT Centroid Longitude	-82.97708
City Location:	Waynesville
County Location:	Haywood
Sitescape Category code:	2.0
Sitescape Group code:	2.2
Sitescape Category:	Townscape
Sitescape Group:	Medium Towns
Density Assignment:	K
Population Pattern:	#50000-50000-50000

0-3 MILE BAND SPIRITUALITY STATUS

Total Households in 0-3 mi Band	6960
Active Evangelical HHLDS	1336
Active Evangelical PERCENT	19.19%
Unreached HHLDS	4708
Unreached Percent	68%
Religious but NOT Evang HHLDS	1015
Religious but NOT Evang PERCENT	15%
Spiritual but NOT Religious HHLDS	885
Spiritual but NOT Religious PERCENT	13%
NOT Evangelical NOT Interested HHLDS	2810
NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE

Upscale Community	4.38%
Mainstay Community	9.86%
Working Community	39.04%
Country Community	29.92%
Aspiring Community	0.67%
Urban Community	16.13%

0-3 MILE BAND COUNTY TYPE

Low Education County	FALSE
Low Employment County	FALSE
Persistent Poverty County	FALSE
Population Loss County	FALSE
Nonmetro Recreation County	TRUE
Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Language Diversity Index	15.39
Ancestry Diversity Index	86.52
Foreign Born Diversity Index	56.65

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Racial Diversity Index	13.39
Diversity Composite Index	26.49
Population Density Index	26.38

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

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#37087980400   **Canton**   **Haywood**   **NC**

11 LOCATION RANK IN REGIONAL SITESCAPE

Census Tract:	#37087980400
CT Centroid Latitude	35.53255
CT Centroid Longitude	-82.85651
City Location:	Canton
County Location:	Haywood
Sitescape Category code:	2.0
Sitescape Group code:	2.2
Sitescape Category:	Townscape
Sitescape Group:	Medium Towns
Density Assignment:	I3
Population Pattern:	#50000-50000-50000

0-3 MILE BAND SPIRITUALITY STATUS

Total Households in 0-3 mi Band	5382
Active Evangelical HHLDS	1101
Active Evangelical PERCENT	20.46%
Unreached HHLDS	3517
Unreached Percent	65%
Religious but NOT Evang HHLDS	823
Religious but NOT Evang PERCENT	15%
Spiritual but NOT Religious HHLDS	592
Spiritual but NOT Religious PERCENT	11%
NOT Evangelical NOT Interested HHLDS	2102
NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE

Upscale Community	5.69%
Mainstay Community	3.92%
Working Community	24.73%
Country Community	47.90%
Aspiring Community	0.15%
Urban Community	17.61%

0-3 MILE BAND COUNTY TYPE

Low Education County	FALSE
Low Employment County	FALSE
Persistent Poverty County	FALSE
Population Loss County	FALSE
Nonmetro Recreation County	TRUE
Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Language Diversity Index	14.97
Ancestry Diversity Index	79.70
Foreign Born Diversity Index	25.28

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Racial Diversity Index	13.46
Diversity Composite Index	16.84
Population Density Index	23.23

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

#37021003101   **Black Mountain   Buncombe   NC**
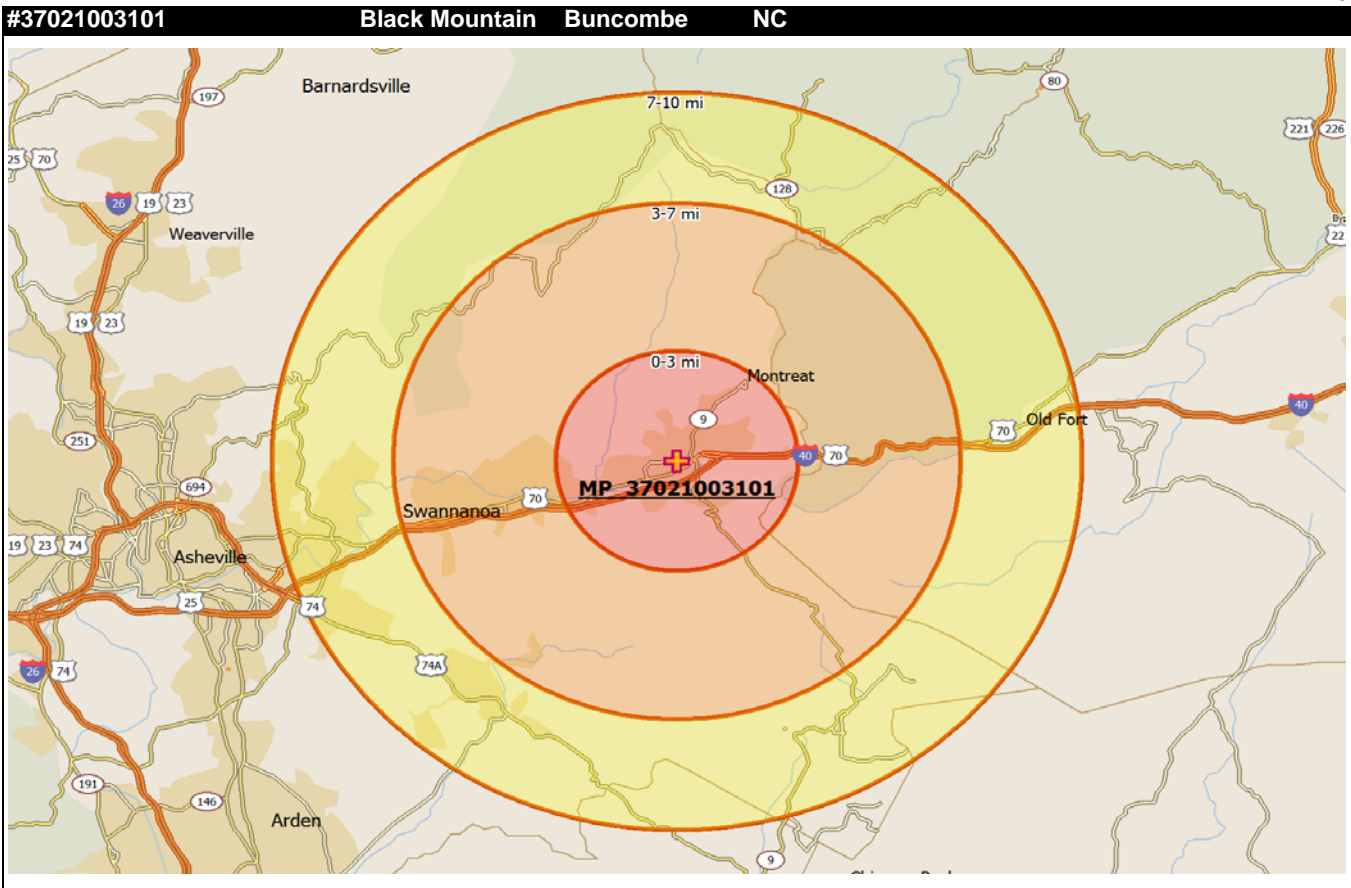
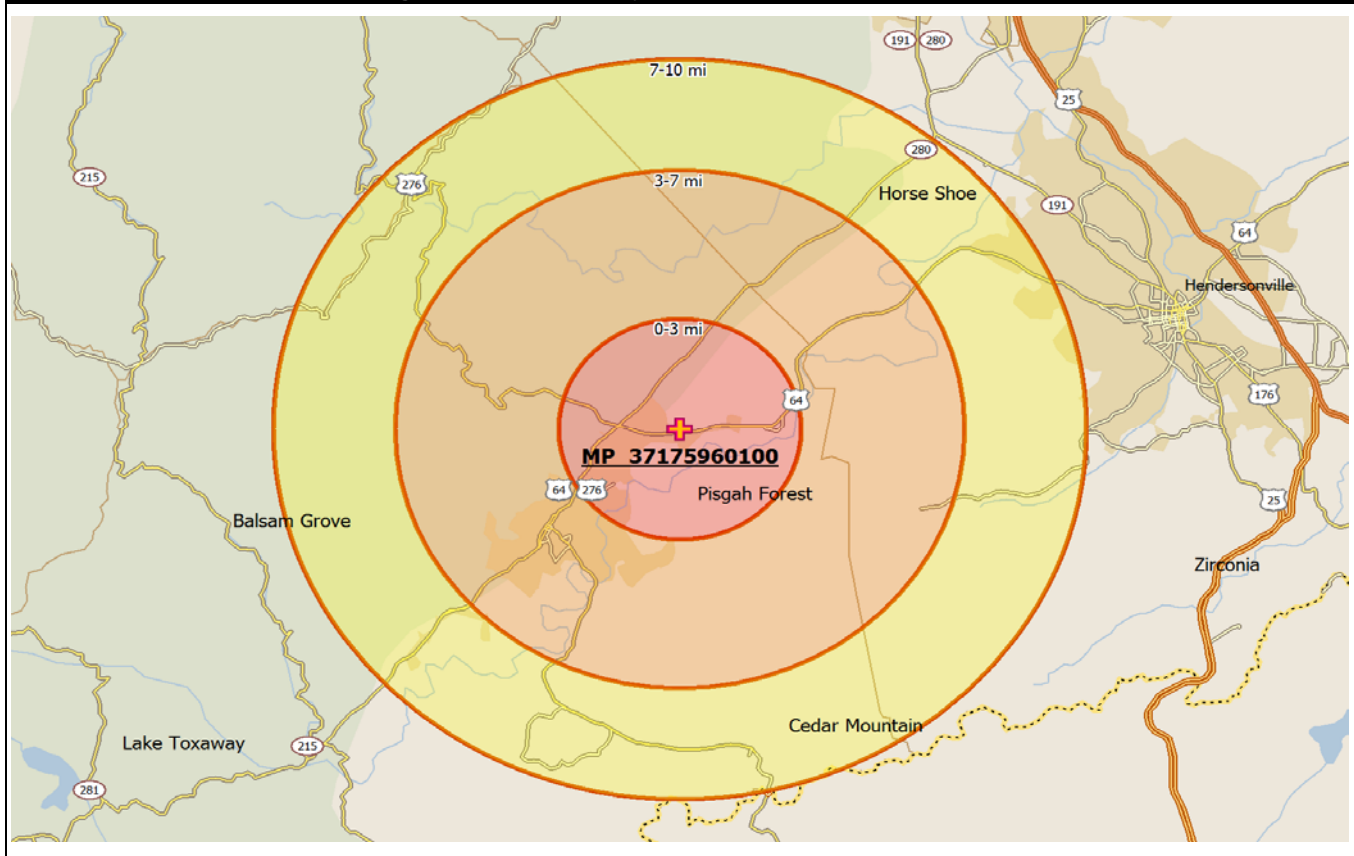| 12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37021003101	Total Households in 0-3 mi Band	5445
CT Centroid Latitude	35.61706	Active Evangelical HHLDS	768
CT Centroid Longitude	-82.3278	Active Evangelical PERCENT	14.11%
City Location:	Black Mountain	Unreached HHLDS	3686
County Location:	Buncombe	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	853
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	621
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2214
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.26%	Low Education County	FALSE
Mainstay Community	12.82%	Low Employment County	FALSE
Working Community	34.27%	Persistent Poverty County	FALSE
Country Community	34.04%	Population Loss County	FALSE
Aspiring Community	0.42%	Nonmetro Recreation County	FALSE
Urban Community	14.20%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	13.72	Racial Diversity Index	19.61
Ancestry Diversity Index	89.12	Diversity Composite Index	49.55
Foreign Born Diversity Index	74.42	Population Density Index	26.41

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

#37175960100	Pisgah Forest	Transylvania	NC

13 LOCATION RANK IN REGIONAL SITESCAPE

Census Tract:	#37175960100
CT Centroid Latitude	35.27227
CT Centroid Longitude	-82.67708
City Location:	Pisgah Forest
County Location:	Transylvania
Sitescape Category code:	2.0
Sitescape Group code:	2.1
Sitescape Category:	Townscape
Sitescape Group:	Small Towns
Density Assignment:	E3
Population Pattern:	#10000-50000-50000

0-3 MILE BAND SPIRITUALITY STATUS

Total Households in 0-3 mi Band	2375
Active Evangelical HHLDS	366
Active Evangelical PERCENT	15.41%
Unreached HHLDS	1595
Unreached Percent	67%
Religious but NOT Evang HHLDS	360
Religious but NOT Evang PERCENT	15%
Spiritual but NOT Religious HHLDS	286
Spiritual but NOT Religious PERCENT	12%
NOT Evangelical NOT Interested HHLDS	951
NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE

Upscale Community	1.98%
Mainstay Community	3.65%
Working Community	11.26%
Country Community	66.39%
Aspiring Community	0.05%
Urban Community	16.67%

0-3 MILE BAND COUNTY TYPE

Low Education County	FALSE
Low Employment County	FALSE
Persistent Poverty County	FALSE
Population Loss County	FALSE
Nonmetro Recreation County	TRUE
Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Language Diversity Index	10.55
Ancestry Diversity Index	63.69
Foreign Born Diversity Index	48.88

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Racial Diversity Index	23.14
Diversity Composite Index	34.78
Population Density Index	12.37

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

#37175960400	Brevard	Transylvania	NC

14 LOCATION RANK IN REGIONAL SITESCAPE

Census Tract:	#37175960400
CT Centroid Latitude	35.17376
CT Centroid Longitude	-82.70573
City Location:	Brevard
County Location:	Transylvania
Sitescape Category code:	2.0
Sitescape Group code:	2.1
Sitescape Category:	Townscape
Sitescape Group:	Small Towns
Density Assignment:	E3
Population Pattern:	#10000-50000-10000

0-3 MILE BAND SPIRITUALITY STATUS

Total Households in 0-3 mi Band	1804
Active Evangelical HHLDS	275
Active Evangelical PERCENT	15.26%
Unreached HHLDS	1220
Unreached Percent	68%
Religious but NOT Evang HHLDS	247
Religious but NOT Evang PERCENT	14%
Spiritual but NOT Religious HHLDS	269
Spiritual but NOT Religious PERCENT	15%
NOT Evangelical NOT Interested HHLDS	703
NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE

Upscale Community	4.22%
Mainstay Community	26.53%
Working Community	10.53%
Country Community	52.43%
Aspiring Community	0.00%
Urban Community	6.29%

0-3 MILE BAND COUNTY TYPE

Low Education County	FALSE
Low Employment County	FALSE
Persistent Poverty County	FALSE
Population Loss County	FALSE
Nonmetro Recreation County	TRUE
Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Language Diversity Index	26.73
Ancestry Diversity Index	90.69
Foreign Born Diversity Index	57.63

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)

Racial Diversity Index	3.19
Diversity Composite Index	47.04
Population Density Index	10.25

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

#37121950300   Spruce Pine   Mitchell   NC
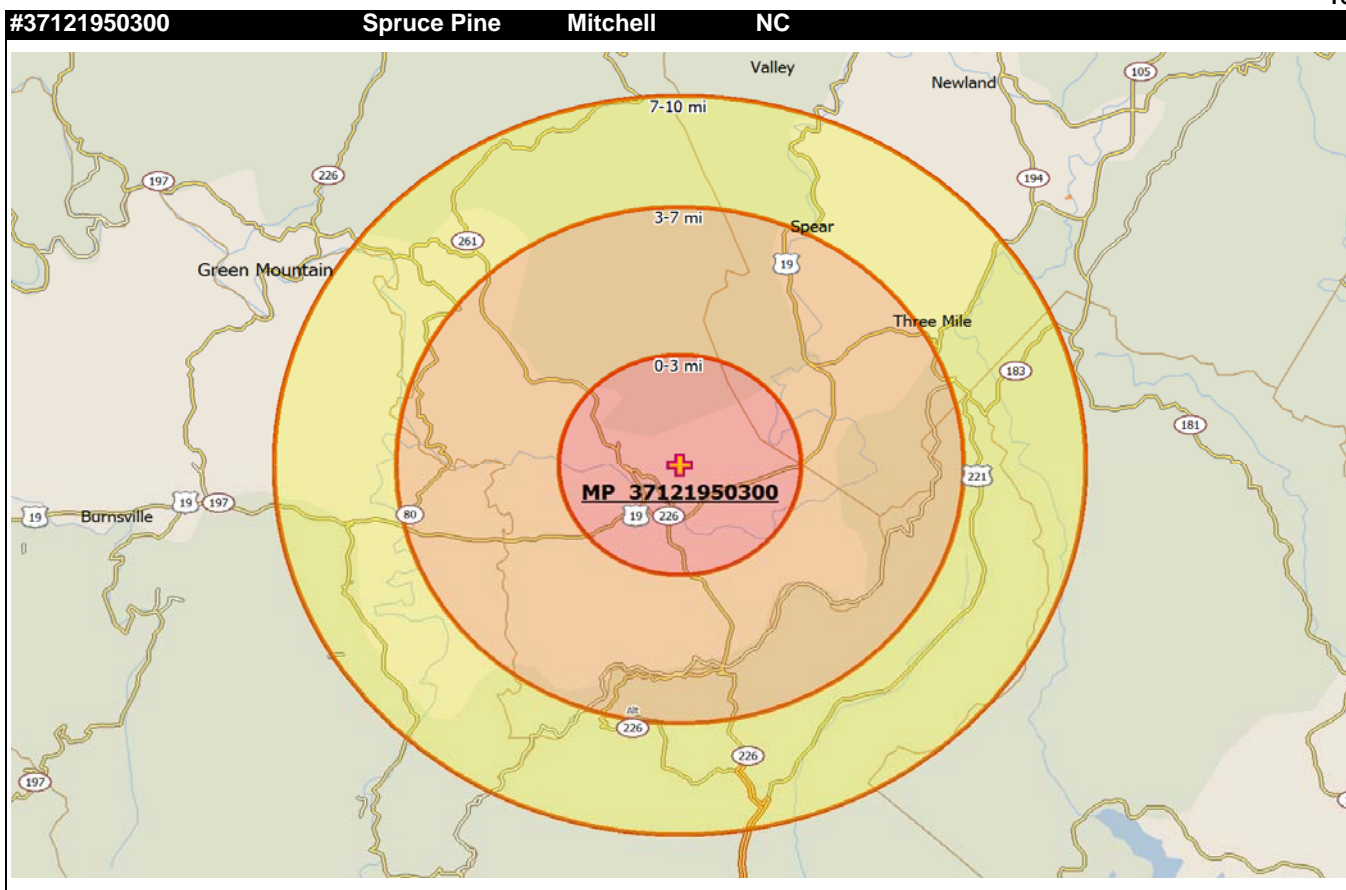
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37121950300	Total Households in 0-3 mi Band	2436
CT Centroid Latitude	35.93164	Active Evangelical HHLDS	741
CT Centroid Longitude	-82.06927	Active Evangelical PERCENT	30.42%
City Location:	Spruce Pine	Unreached HHLDS	1408
County Location:	Mitchell	Unreached Percent	58%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	253
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	10%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	239
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	917
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.62%	Low Education County	FALSE
Mainstay Community	6.82%	Low Employment County	FALSE
Working Community	3.98%	Persistent Poverty County	FALSE
Country Community	79.35%	Population Loss County	FALSE
Aspiring Community	0.87%	Nonmetro Recreation County	FALSE
Urban Community	6.35%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.82	Racial Diversity Index	15.87
Ancestry Diversity Index	74.62	Diversity Composite Index	15.44
Foreign Born Diversity Index	15.94	Population Density Index	12.98

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

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#37199960100   **Burnsville**   **Yancey**   **NC**
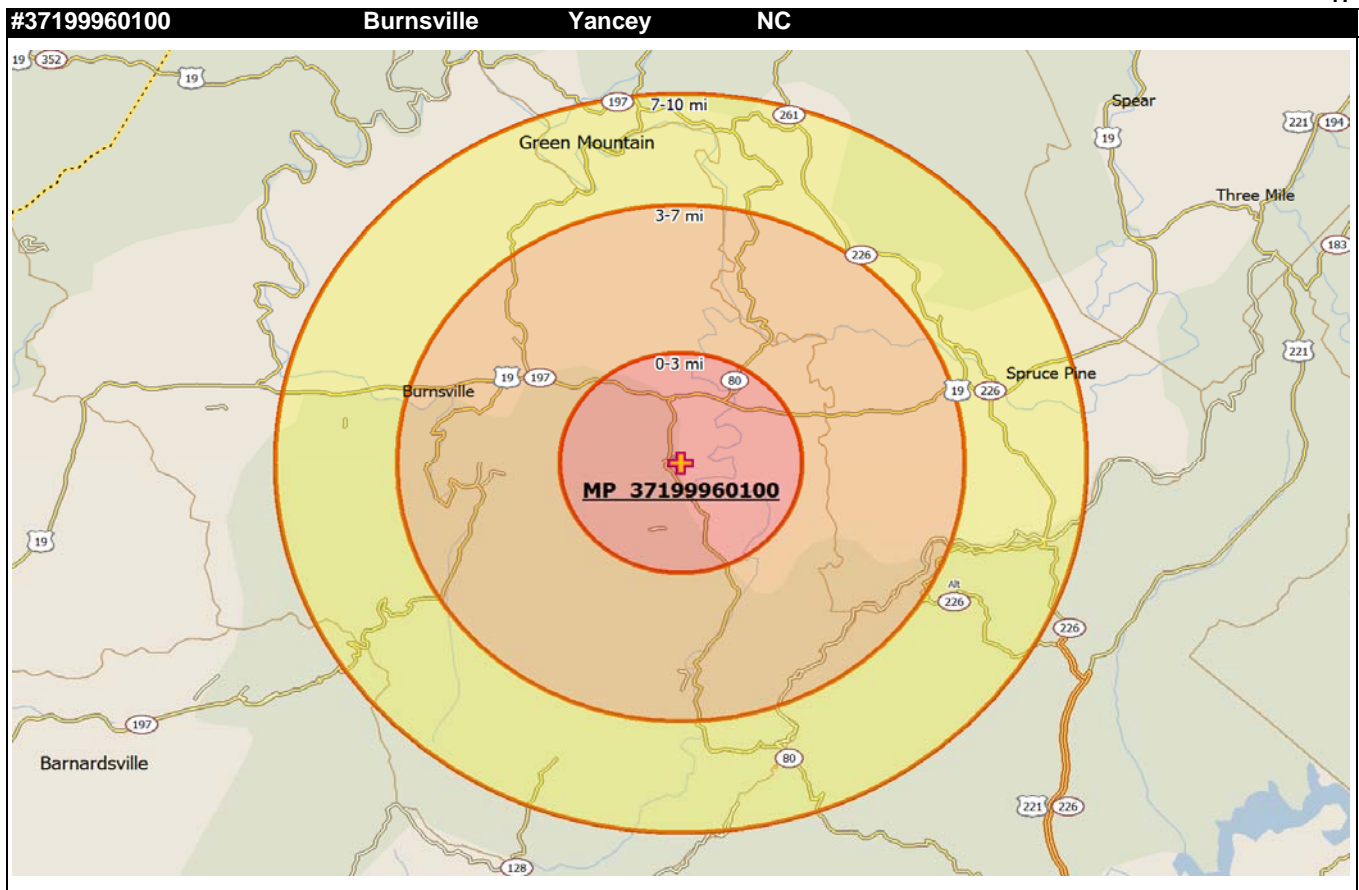
16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37199960100	Total Households in 0-3 mi Band	1529
CT Centroid Latitude	35.88288	Active Evangelical HHLDS	411
CT Centroid Longitude	-82.21009	Active Evangelical PERCENT	26.90%
City Location:	Burnsville	Unreached HHLDS	803
County Location:	Yancey	Unreached Percent	52%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	123
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	8%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	132
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	551
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	36%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.27%	Low Education County	FALSE
Mainstay Community	11.28%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	76.15%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	12.30%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	6.80	Racial Diversity Index	8.05
Ancestry Diversity Index	87.10	Diversity Composite Index	19.95
Foreign Born Diversity Index	40.12	Population Density Index	12.29

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

#37199960200   **Burnsville**   **Yancey**   **NC**
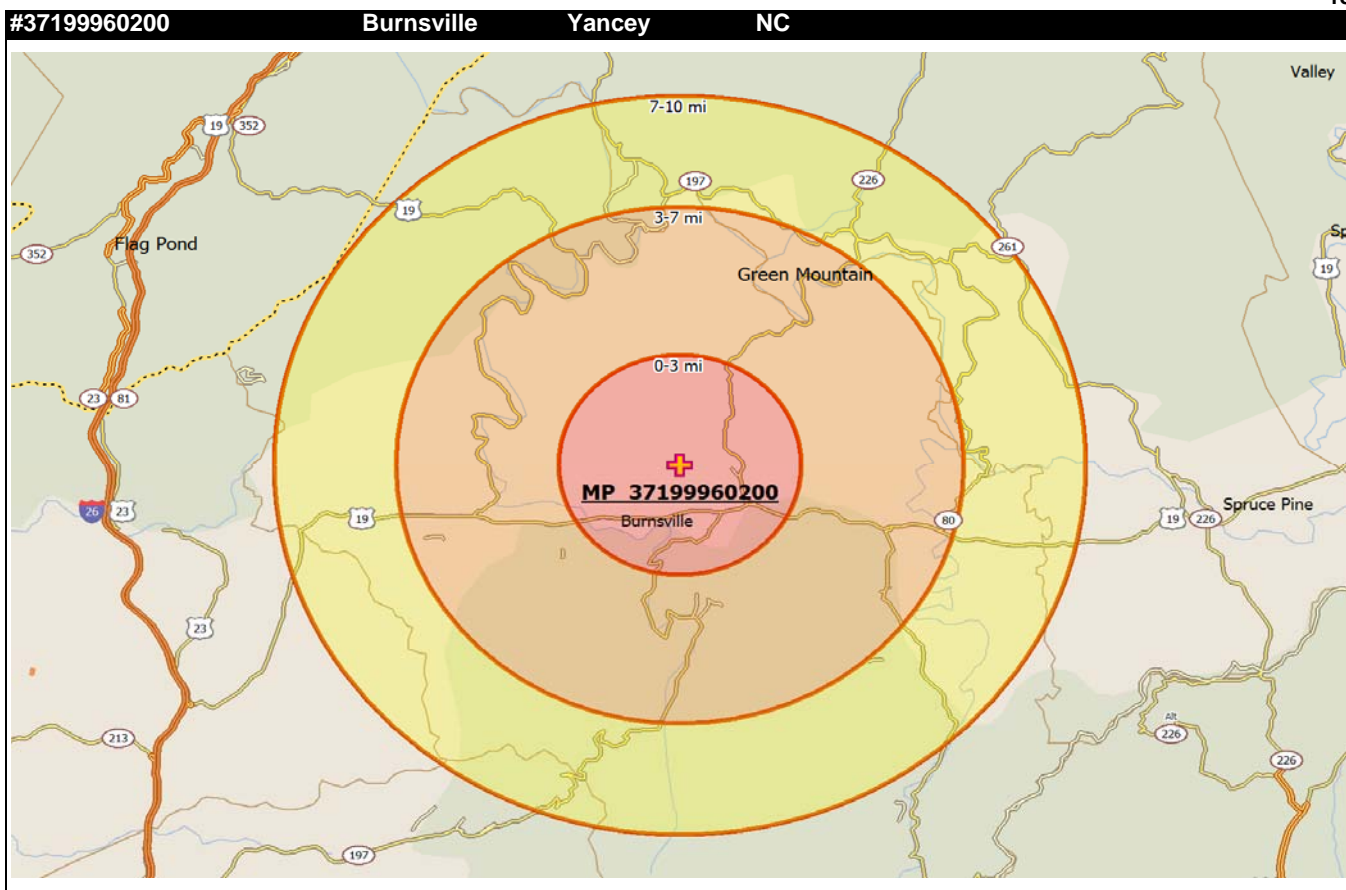
17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37199960200	Total Households in 0-3 mi Band	2492
CT Centroid Latitude	35.93353	Active Evangelical HHLDS	566
CT Centroid Longitude	-82.30605	Active Evangelical PERCENT	22.71%
City Location:	Burnsville	Unreached HHLDS	1491
County Location:	Yancey	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	264
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	307
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	925
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.45%	Low Education County	FALSE
Mainstay Community	5.76%	Low Employment County	FALSE
Working Community	21.06%	Persistent Poverty County	FALSE
Country Community	50.91%	Population Loss County	FALSE
Aspiring Community	0.17%	Nonmetro Recreation County	FALSE
Urban Community	21.63%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	13.29	Racial Diversity Index	19.14
Ancestry Diversity Index	83.67	Diversity Composite Index	18.56
Foreign Born Diversity Index	22.13	Population Density Index	11.01

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

Interpreting Your Mission Point Report

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

1. Census Tract

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

2. Latitude and Longitude

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

3. City Location

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

4. County Location

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

5. Sitescape Category and Sitescape Category Code

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

6. Sitescape Group and Sitescape Group Code

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

7. Density Pattern

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

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

Increasing Density Patterns

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

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

Constant Density Patterns

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

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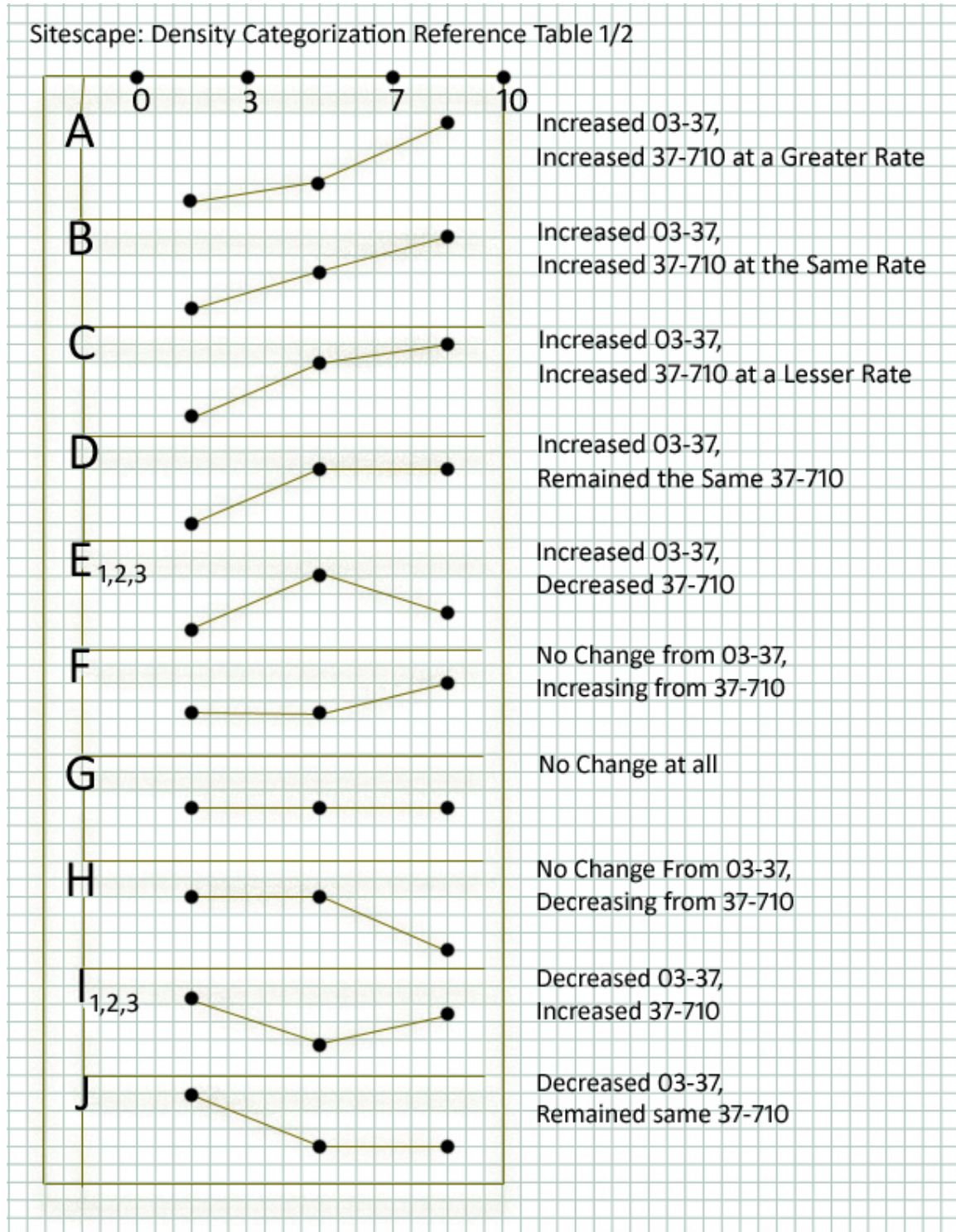
Decreasing Density Patterns

Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location.   There are 5 types Decreasing Density patterns:
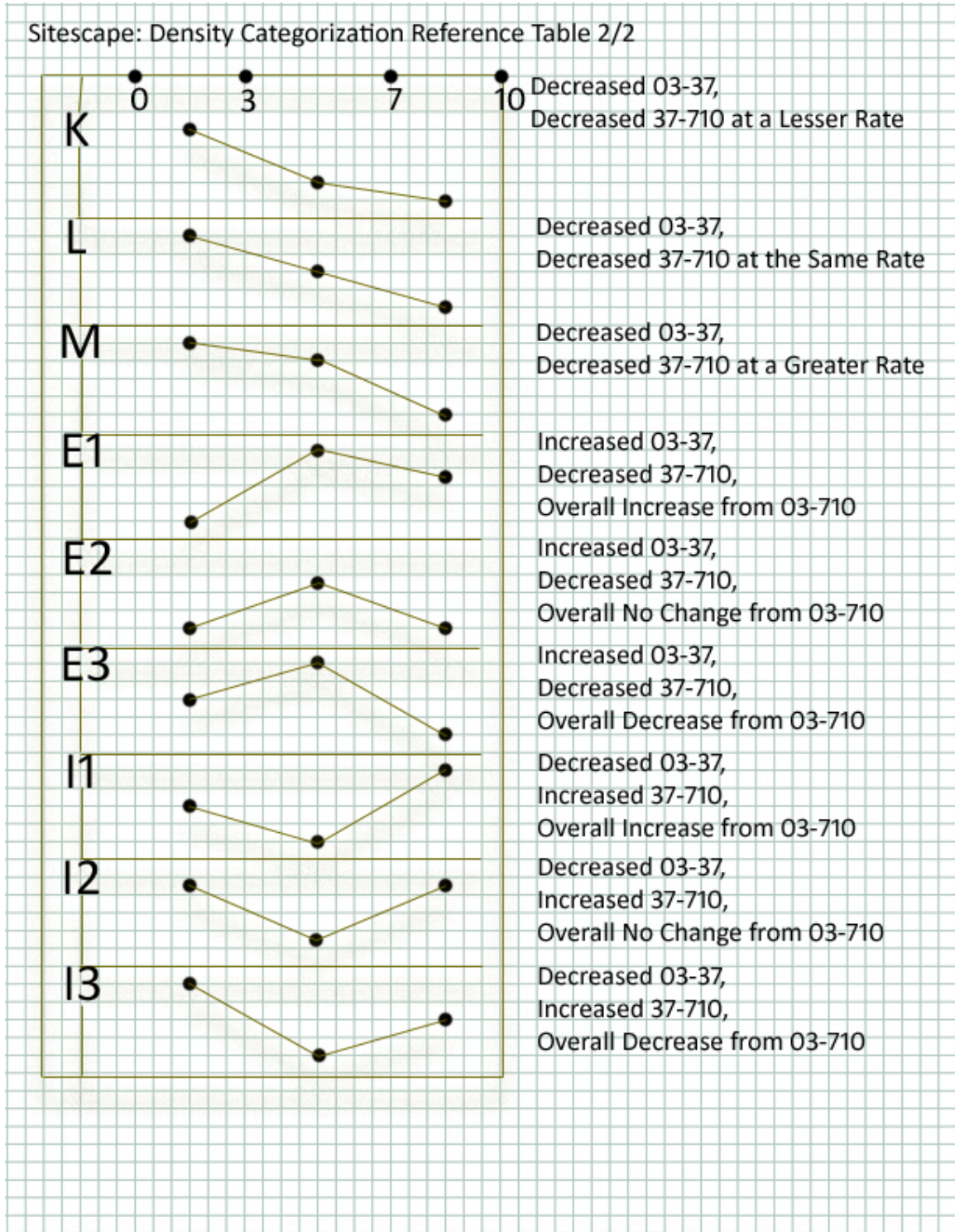
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

8. Population Pattern

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

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

Sitescape: Density Categorization Reference Table 1/2

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

Sitescape: Density Categorization Reference Table 2/2

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

9. Using Density and Population Patterns

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

Interpreting the Population Pattern in light of the Density Pattern

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

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

What Does This Mean in Practical Terms?

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

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

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

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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

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 info@iicm.net or call (803) 279-5828.