MISSION POINTS
Top Unreached Locations

Top Mission Points in Region 1:
Upstate South Carolina

iFocus CONGREGATIONAL DEVELOPMENT

neotribal CULTURES PROJECT

Intercultural Institute *for Contextual Ministry*

Understanding Your Mission Point Report

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

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

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

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

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

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

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

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

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

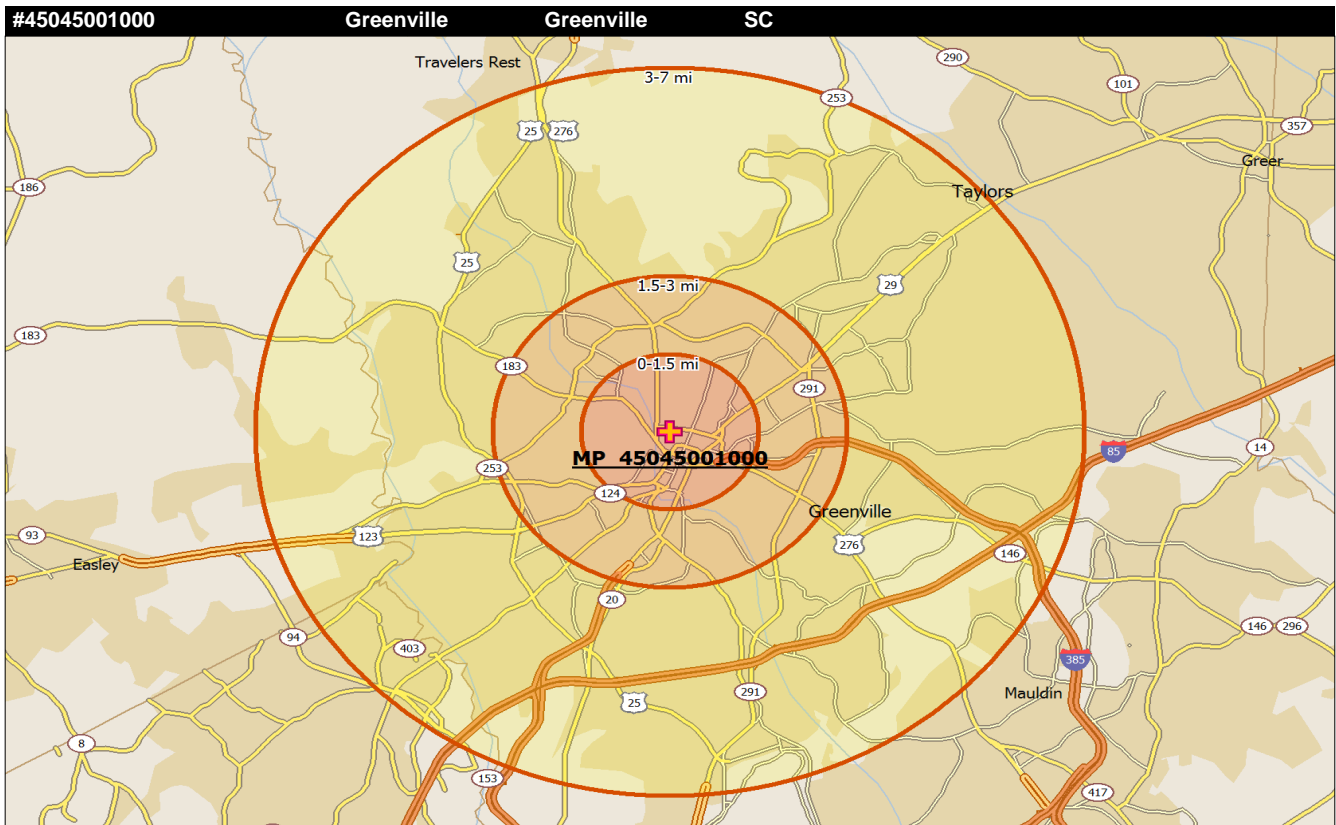God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director
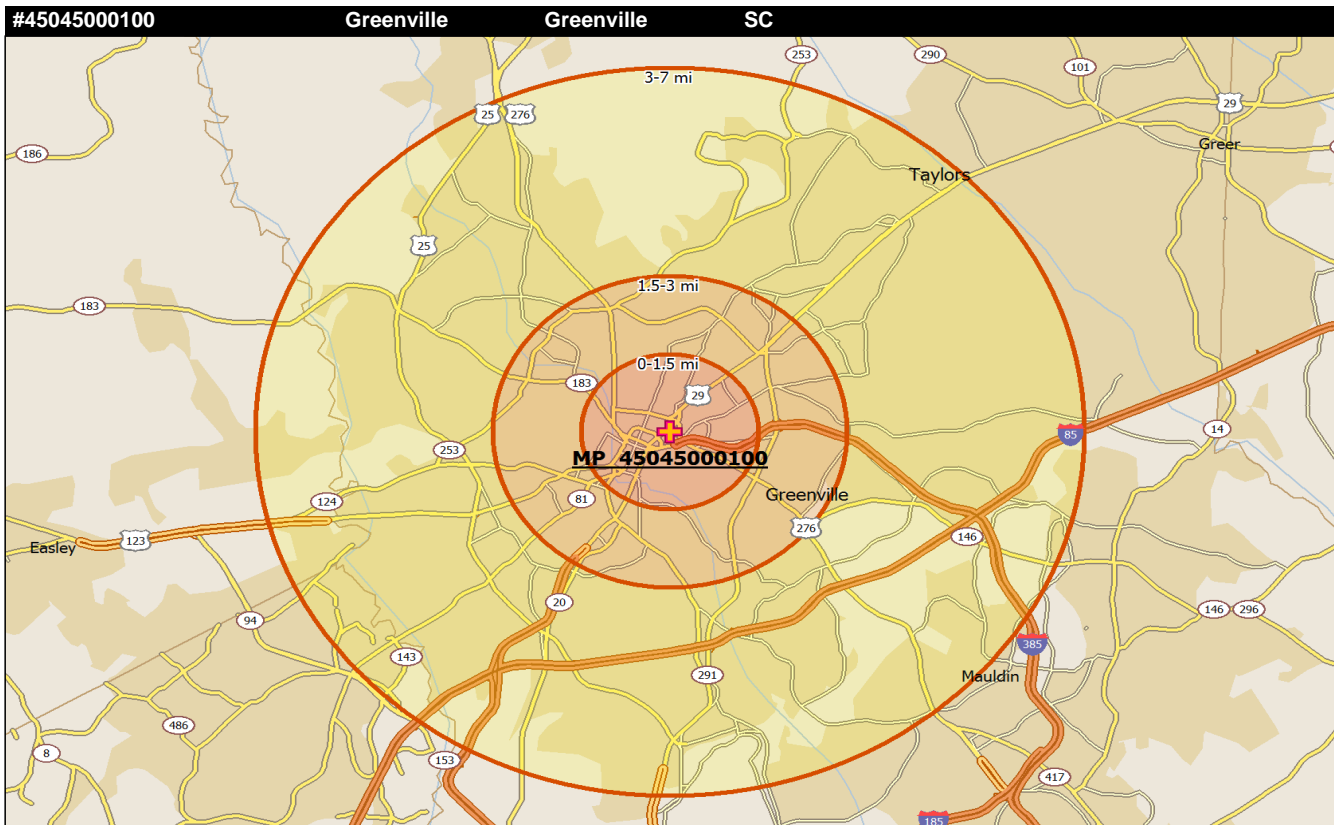
#45045000100   Greenville   Greenville   SC

1	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000100	Total Households in 3 mi Ring	30,945
	CT Centroid Latitude	34.85632	Active Evangelical HHLDS	4,419
	CT Centroid Longitude	-82.38783	Active Evangelical PERCENT	14.28%
	City Location	Greenville	Unreached HHLDS	22,134
	County Location	Greenville	Unreached Percent	71.53%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,707
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	21.67%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,825
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.13%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,828
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.45%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.62%	Low Education County	False
Mainstay Community	5.88%	Low Employment County	False
Working Community	19.35%	Persistent Poverty County	False
Country Community	0.1%	Populaltion Loss County	False
Aspiring Community	28.73%	Nonmetro Recreation County	False
Urban Community	30.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	36.86	Racial Diversity Index	69.89
Ancestry Diversity Index	36.59	Diversity Composite Index	47.26
Foreign Born Diversity Index	43.43	Population Density Index	58.90

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

#45045001000	Greenville	Greenville	SC

MP_45045001000

2	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001000	Total Households in 3 mi Ring	30,613
	CT Centroid Latitude	34.86107	Active Evangelical HHLDS	4,436
	CT Centroid Longitude	-82.40059	Active Evangelical PERCENT	14.49%
	City Location	Greenville	Unreached HHLDS	21,768
	County Location	Greenville	Unreached Percent	71.11%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,742
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.02%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,681
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.76%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,578
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.09%

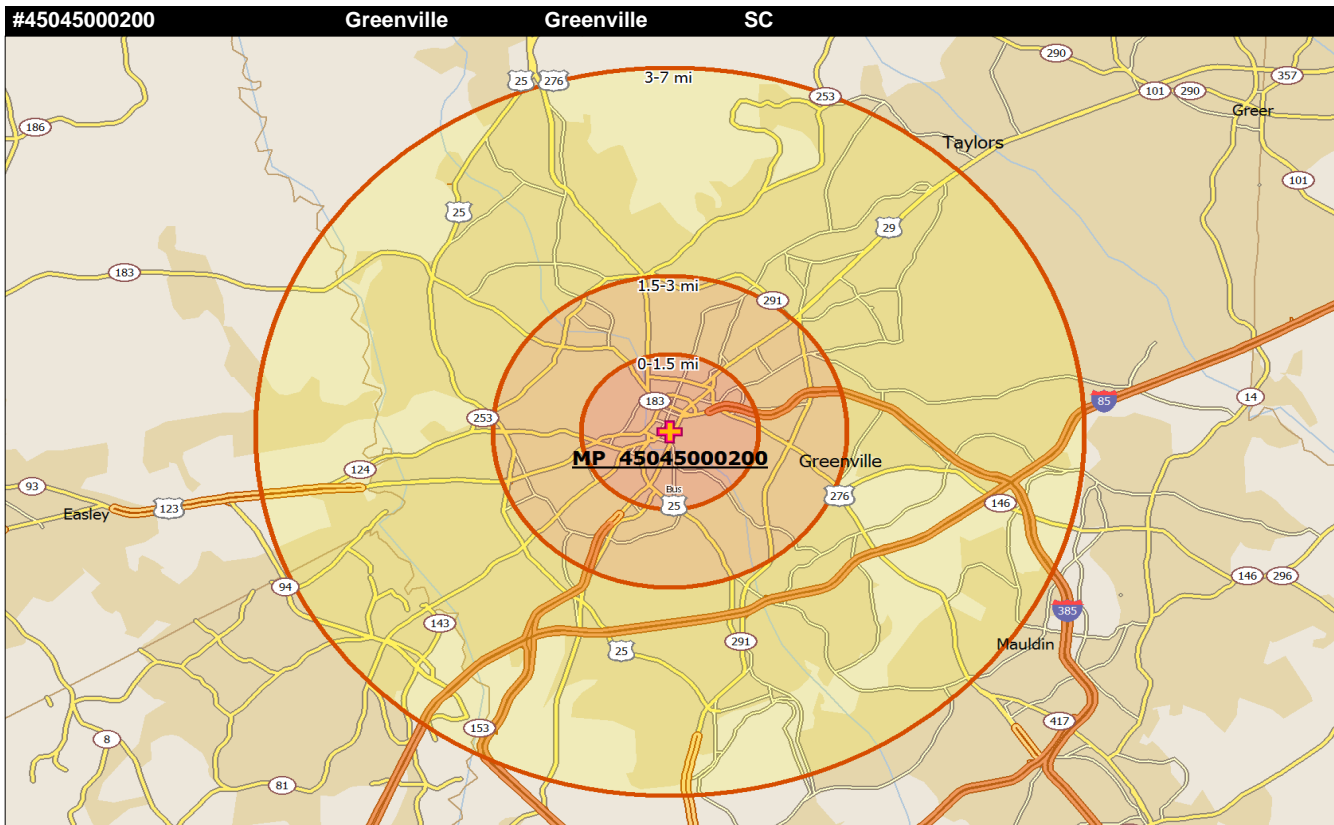| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.52%	Low Education County	False
Mainstay Community	5.38%	Low Employment County	False
Working Community	27.1%	Persistent Poverty County	False
Country Community	0.16%	Popualtion Loss County	False
Aspiring Community	23.71%	Nonmetro Recreation County	False
Urban Community	31.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	36.13	Racial Diversity Index	72.48
Ancestry Diversity Index	31.16	Diversity Composite Index	54.35
Foreign Born Diversity Index	31.70	Population Density Index	59.56
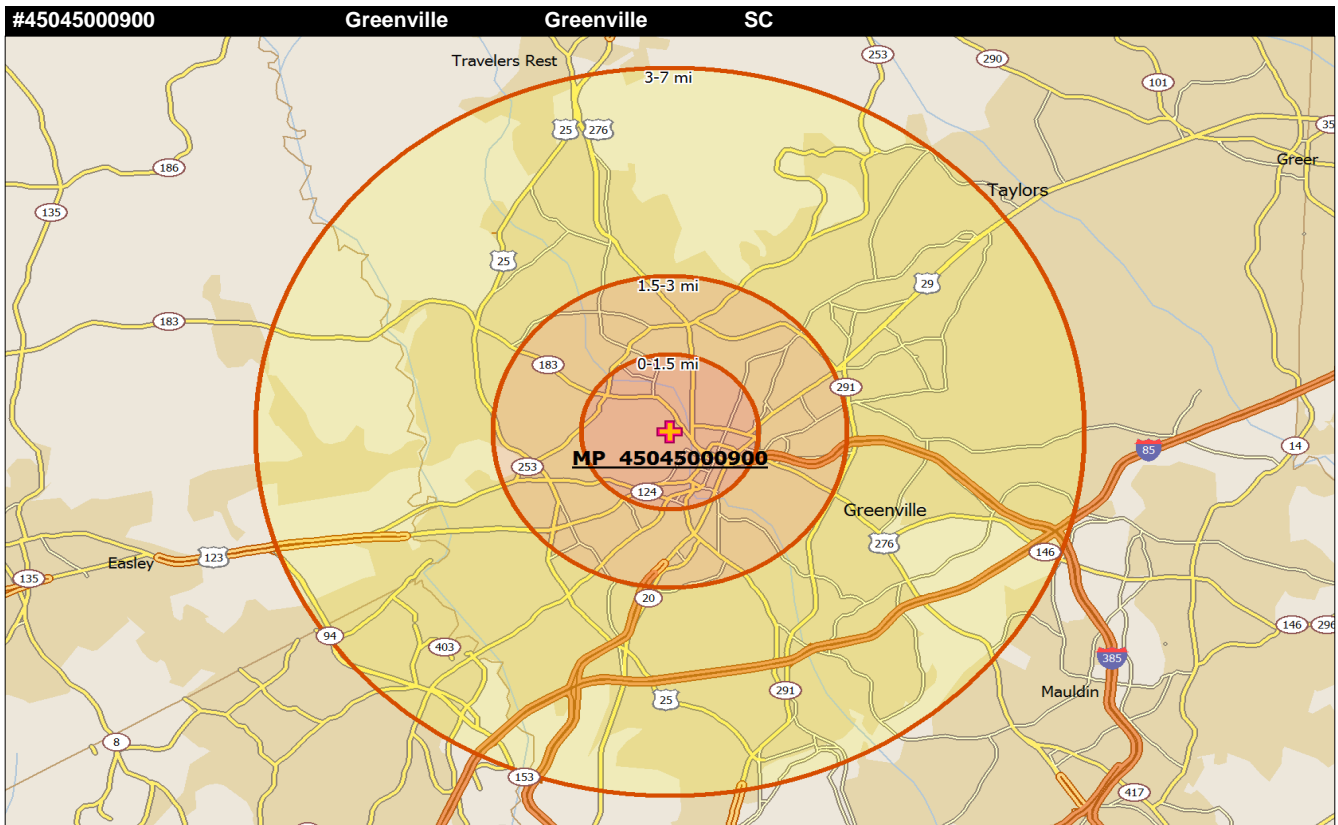
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

#45045000900   Greenville   Greenville   SC

3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000900	Total Households in 3 mi Ring	30,277
	CT Centroid Latitude	34.86068	Active Evangelical HHLDS	4,424
	CT Centroid Longitude	-82.41113	Active Evangelical PERCENT	14.61%
	City Location	Greenville	Unreached HHLDS	21,457
	County Location	Greenville	Unreached Percent	70.87%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,706
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.15%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,589
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.55%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,395
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.94%

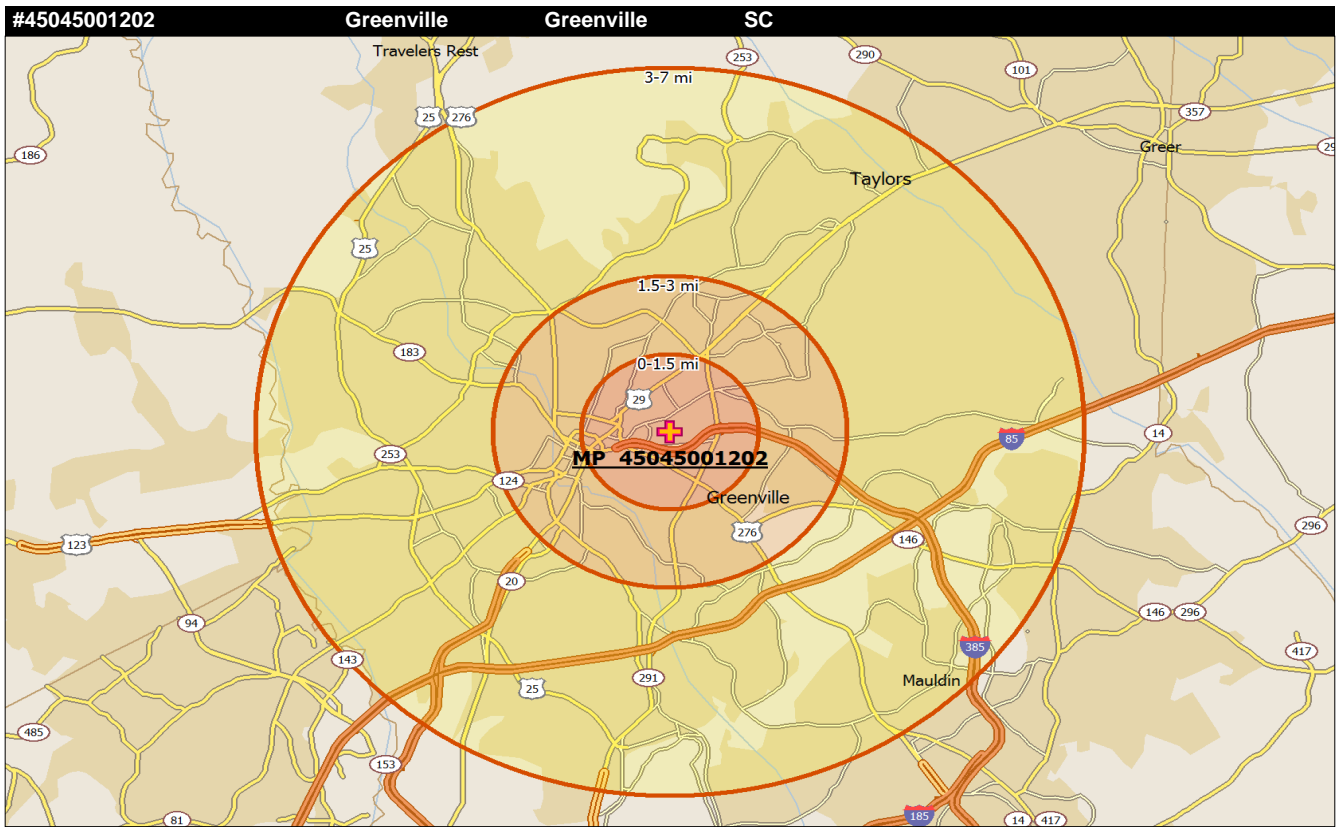| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.71%	Low Education County	False
Mainstay Community	5.42%	Low Employment County	False
Working Community	31.42%	Persistent Poverty County	False
Country Community	0.21%	Populaltion Loss County	False
Aspiring Community	19.77%	Nonmetro Recreation County	False
Urban Community	32.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	36.64	Racial Diversity Index	74.59
Ancestry Diversity Index	28.69	Diversity Composite Index	33.62
Foreign Born Diversity Index	28.93	Population Density Index	58.70

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

#45045000200   Greenville   Greenville   SC

MP 45045000200

4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45045000200	Total Households in 3 mi Ring	30,754
CT Centroid Latitude	34.84707	Active Evangelical HHLDS	4,457
CT Centroid Longitude	-82.39792	Active Evangelical PERCENT	14.49%
City Location	Greenville	Unreached HHLDS	21,873
County Location	Greenville	Unreached Percent	71.12%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,825
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.19%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,659
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.65%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,624
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.05%

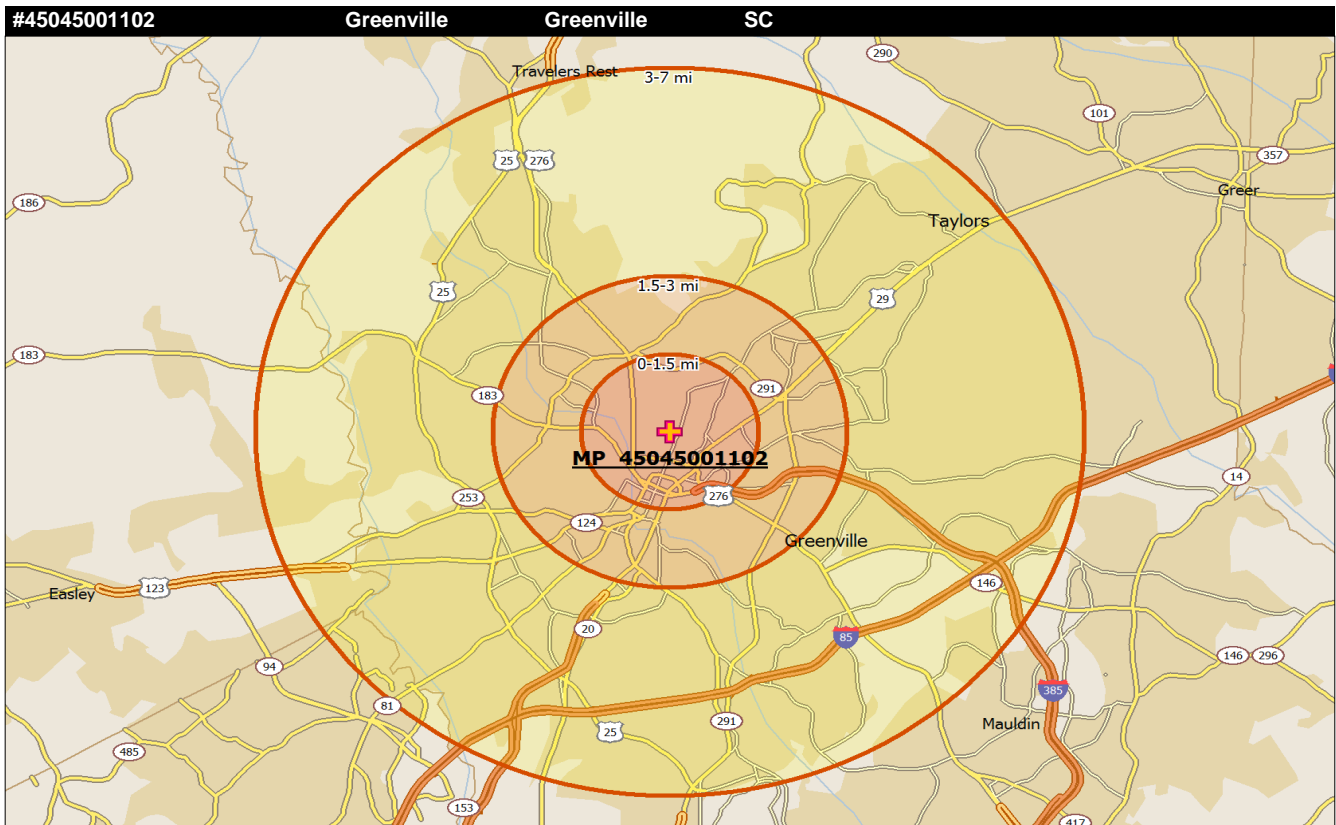| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.75%	Low Education County	False
Mainstay Community	5.58%	Low Employment County	False
Working Community	24.72%	Persistent Poverty County	False
Country Community	0.23%	Popualtion Loss County	False
Aspiring Community	23.05%	Nonmetro Recreation County	False
Urban Community	31.69%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	29.00	Racial Diversity Index	68.69
Ancestry Diversity Index	31.44	Diversity Composite Index	42.93
Foreign Born Diversity Index	30.98	Population Density Index	61.24

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

#45045001202   Greenville   Greenville   SC

5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45045001202	Total Households in 3 mi Ring	29,120
CT Centroid Latitude	34.85723	Active Evangelical HHLDS	4,099
CT Centroid Longitude	-82.37038	Active Evangelical PERCENT	14.07%
City Location	Greenville	Unreached HHLDS	20,947
County Location	Greenville	Unreached Percent	71.93%
Sitescape Category code	3	Religious but NOT Evang HHLDS	5,951
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	20.44%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,937
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.09%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	12,197
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41.89%

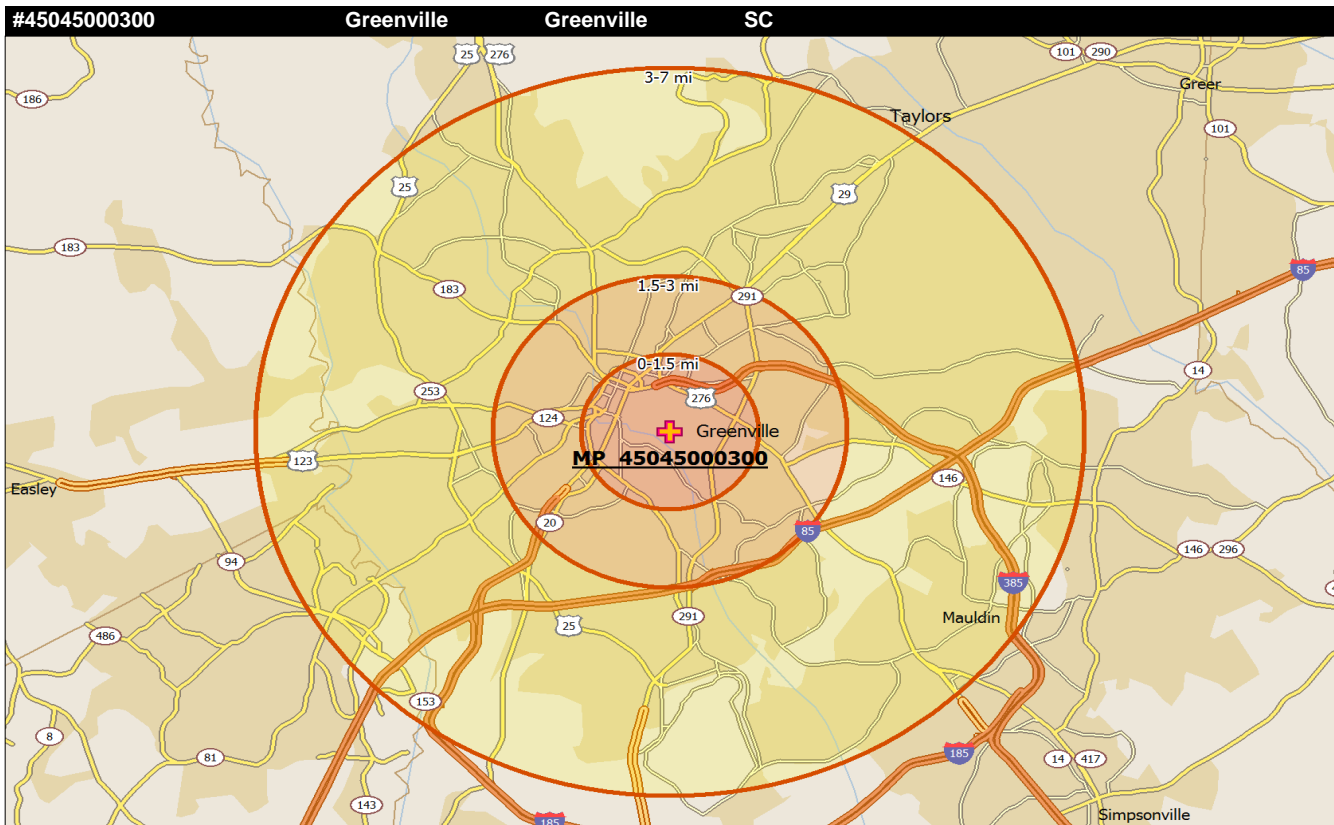| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.84%	Low Education County	False
Mainstay Community	6.8%	Low Employment County	False
Working Community	15.07%	Persistent Poverty County	False
Country Community	0.09%	Populaltion Loss County	False
Aspiring Community	36.07%	Nonmetro Recreation County	False
Urban Community	24.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	41.65	Racial Diversity Index	67.81
Ancestry Diversity Index	43.45	Diversity Composite Index	50.87
Foreign Born Diversity Index	61.09	Population Density Index	56.08

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

#45045001102　　　　**Greenville**　　　**Greenville**　　　**SC**

6	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001102	Total Households in 3 mi Ring	29,159
	CT Centroid Latitude	34.86927	Active Evangelical HHLDS	4,216
	CT Centroid Longitude	-82.39355	Active Evangelical PERCENT	14.46%
	City Location	Greenville	Unreached HHLDS	20,750
	County Location	Greenville	Unreached Percent	71.16%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,384
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	21.89%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,570
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.81%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,993
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.13%

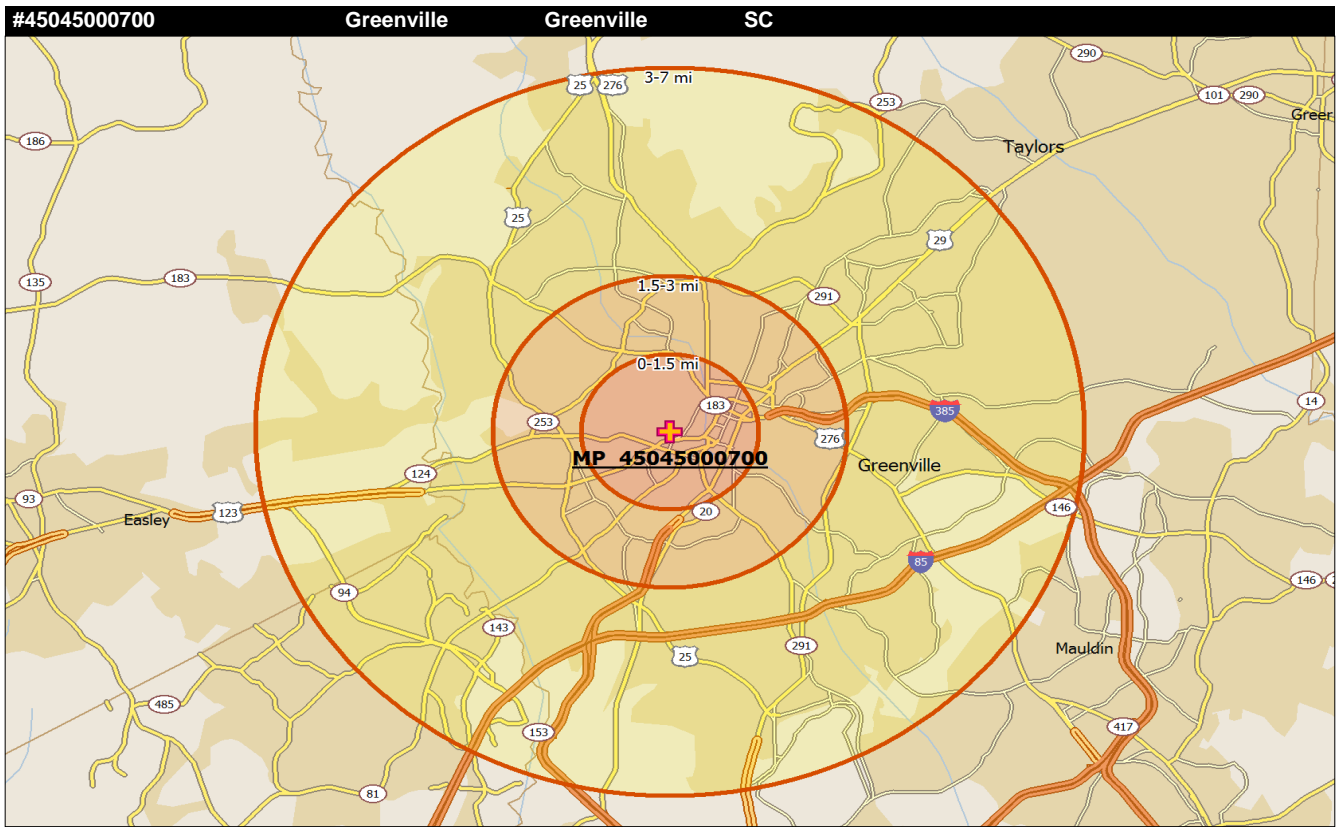| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.44%	Low Education County	False
Mainstay Community	4.68%	Low Employment County	False
Working Community	29.49%	Persistent Poverty County	False
Country Community	0.14%	Populaltion Loss County	False
Aspiring Community	24.62%	Nonmetro Recreation County	False
Urban Community	30.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	41.20	Racial Diversity Index	73.34
Ancestry Diversity Index	34.79	Diversity Composite Index	61.99
Foreign Born Diversity Index	36.58	Population Density Index	58.76

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

#45045000300　　　　　Greenville　　　Greenville　　　SC

7	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000300	Total Households in 3 mi Ring	28,224
	CT Centroid Latitude	34.83978	Active Evangelical HHLDS	3,962
	CT Centroid Longitude	-82.38210	Active Evangelical PERCENT	14.04%
	City Location	Greenville	Unreached HHLDS	20,325
	County Location	Greenville	Unreached Percent	72.01%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,231
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.08%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,589
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.17%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,696
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.44%

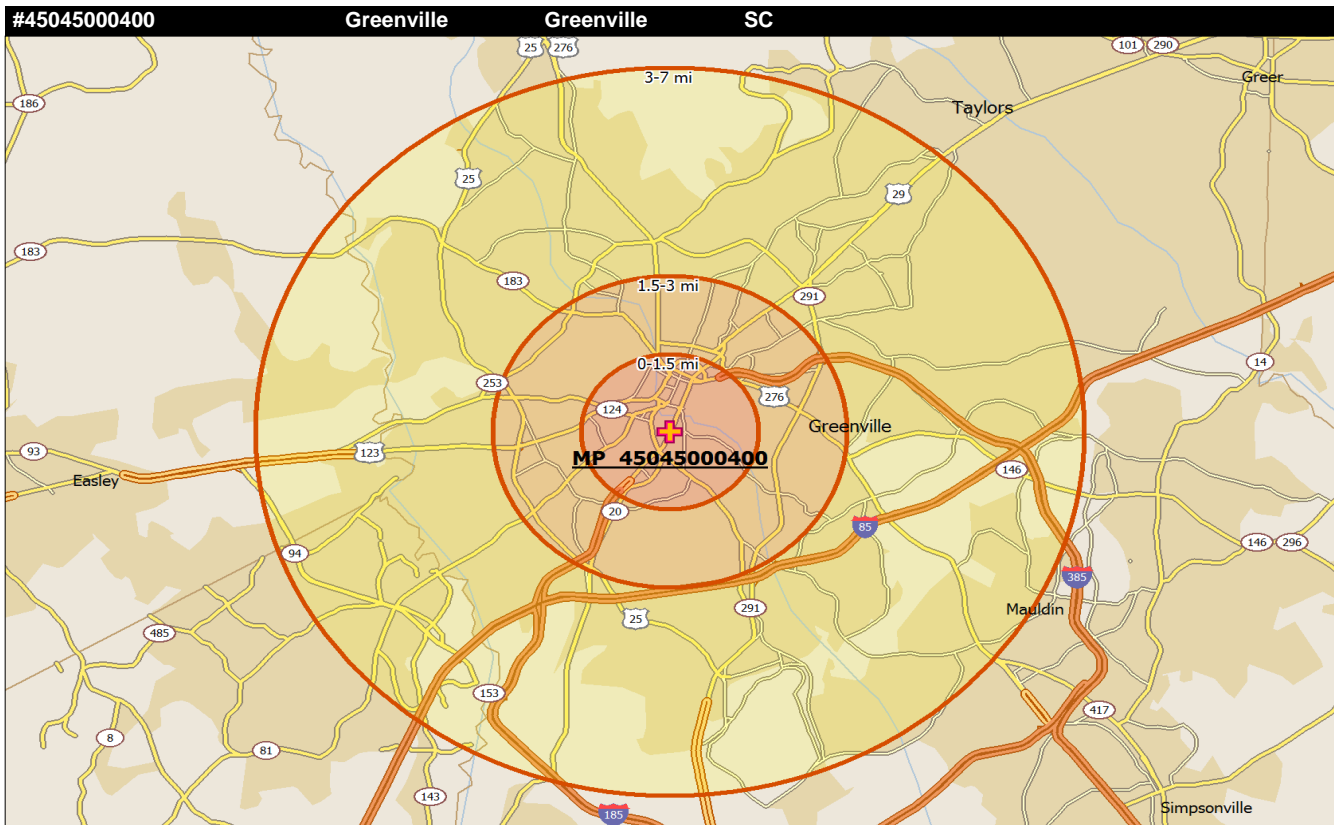| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.19%	Low Education County	False
Mainstay Community	5.93%	Low Employment County	False
Working Community	10.88%	Persistent Poverty County	False
Country Community	0.53%	Popualtion Loss County	False
Aspiring Community	32.89%	Nonmetro Recreation County	False
Urban Community	30.58%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	32.70	Racial Diversity Index	70.11
Ancestry Diversity Index	35.34	Diversity Composite Index	42.92
Foreign Born Diversity Index	61.19	Population Density Index	58.89

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

#45045000700   **Greenville**   **Greenville**   **SC**

MP 45045000700

8	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000700	Total Households in 3 mi Ring	28,736
	CT Centroid Latitude	34.84831	Active Evangelical HHLDS	4,219
	CT Centroid Longitude	-82.41556	Active Evangelical PERCENT	14.68%
	City Location	Greenville	Unreached HHLDS	20,326
	County Location	Greenville	Unreached Percent	70.73%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,381
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.21%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,459
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.56%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,721
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.79%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.08%	Low Education County	False
Mainstay Community	4.64%	Low Employment County	False
Working Community	29.98%	Persistent Poverty County	False
Country Community	0.57%	Populaltion Loss County	False
Aspiring Community	16.87%	Nonmetro Recreation County	False
Urban Community	34.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	34.57	Racial Diversity Index	74.11
Ancestry Diversity Index	26.06	Diversity Composite Index	37.51
Foreign Born Diversity Index	24.05	Population Density Index	59.29

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

#45045000400 Greenville Greenville SC

MP 45045000400

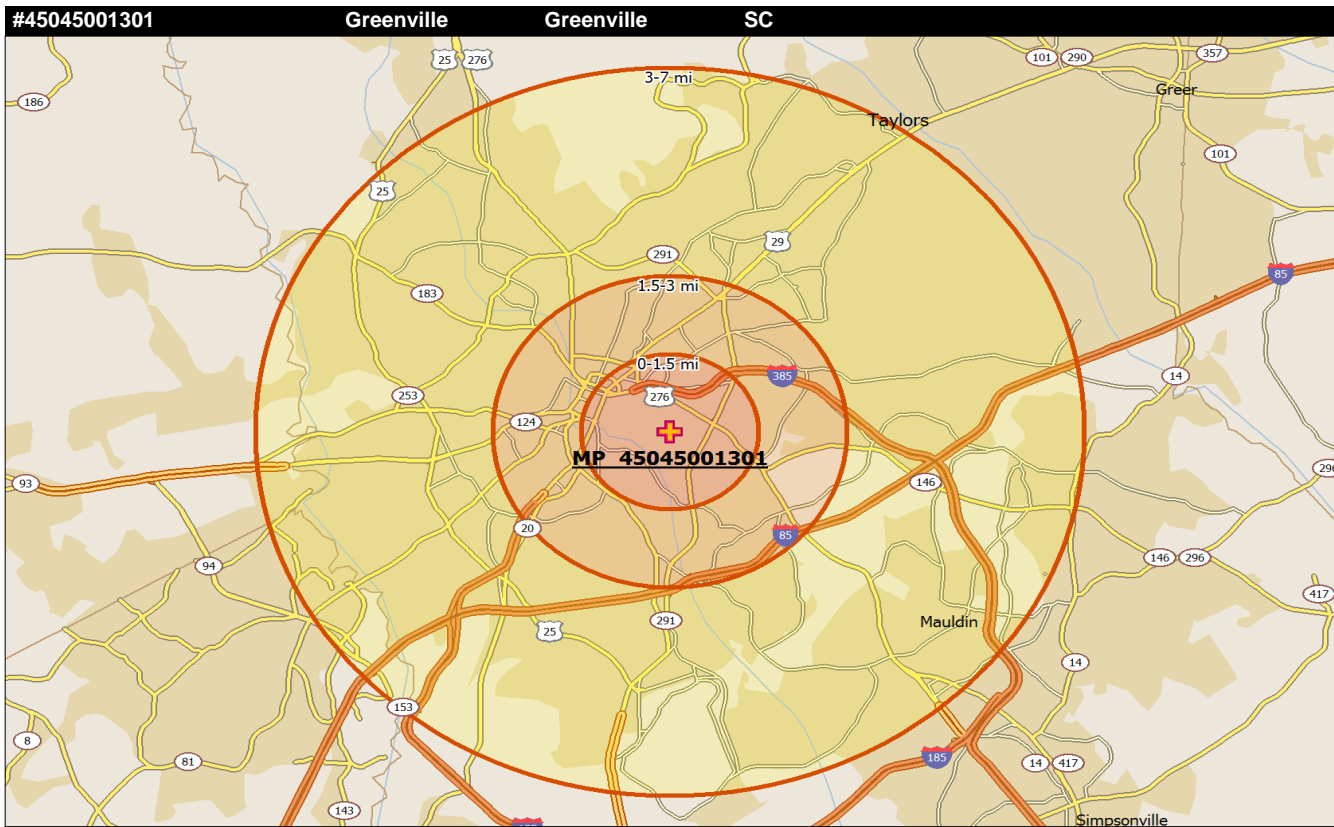| 9	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000400	Total Households in 3 mi Ring	29,361
	CT Centroid Latitude	34.83757	Active Evangelical HHLDS	4,274
	CT Centroid Longitude	-82.40085	Active Evangelical PERCENT	14.56%
	City Location	Greenville	Unreached HHLDS	20,841
	County Location	Greenville	Unreached Percent	70.98%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,716
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.87%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,426
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.26%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,946
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.69%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15%	Low Education County	False
Mainstay Community	5.59%	Low Employment County	False
Working Community	24.2%	Persistent Poverty County	False
Country Community	0.78%	Popualtion Loss County	False
Aspiring Community	19.44%	Nonmetro Recreation County	False
Urban Community	34.99%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	29.22	Racial Diversity Index	72.57
Ancestry Diversity Index	28.07	Diversity Composite Index	38.24
Foreign Born Diversity Index	29.03	Population Density Index	57.51

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

#45045001301   Greenville   Greenville   SC

10	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001301	Total Households in 3 mi Ring	28,375
	CT Centroid Latitude	34.84115	Active Evangelical HHLDS	3,960
	CT Centroid Longitude	-82.37546	Active Evangelical PERCENT	13.95%
	City Location	Greenville	Unreached HHLDS	20,478
	County Location	Greenville	Unreached Percent	72.17%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,130
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	21.61%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,712
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.56%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,800
	Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41.59%

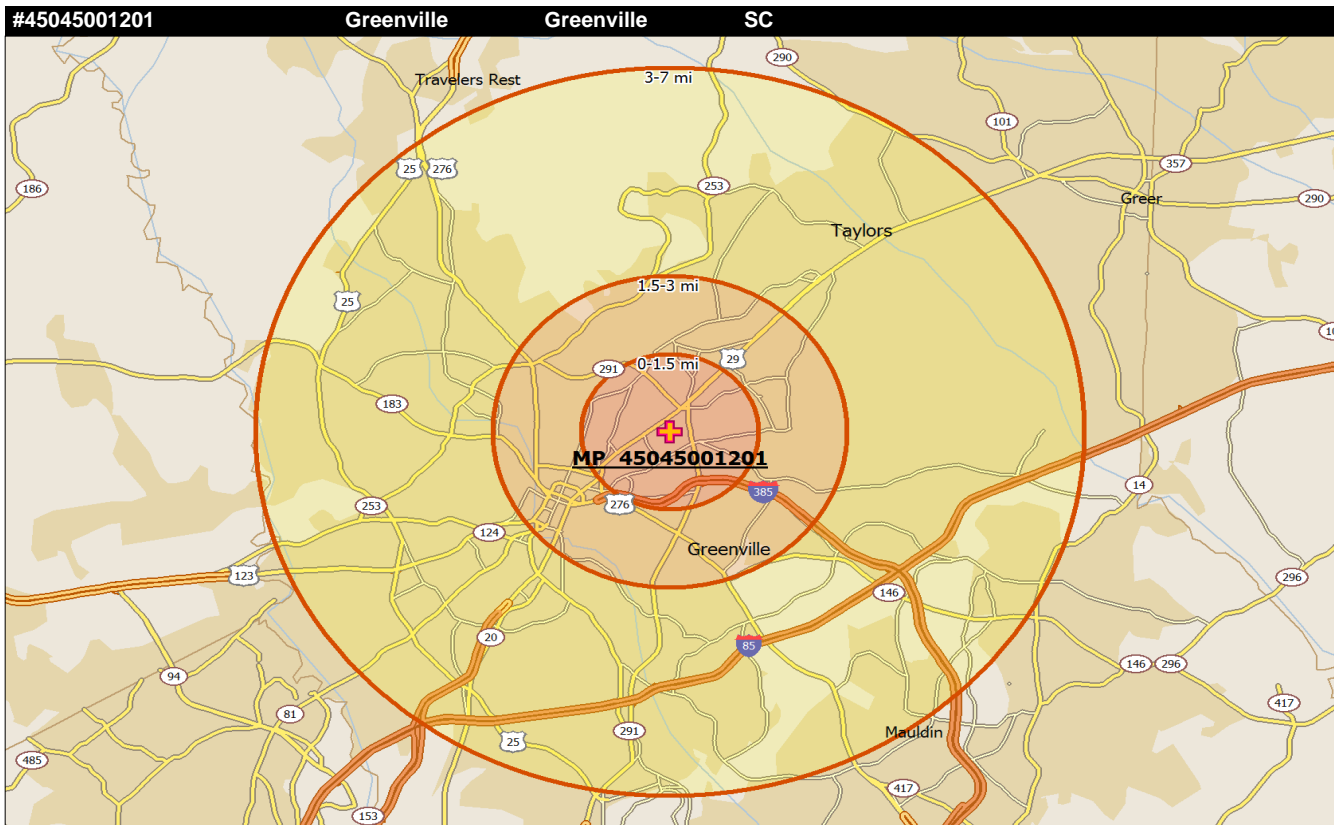| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.47%	Low Education County	False
Mainstay Community	6.7%	Low Employment County	False
Working Community	11.54%	Persistent Poverty County	False
Country Community	0.11%	Populaltion Loss County	False
Aspiring Community	34.98%	Nonmetro Recreation County	False
Urban Community	27.19%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	33.86	Racial Diversity Index	69.88
Ancestry Diversity Index	37.45	Diversity Composite Index	39.39
Foreign Born Diversity Index	67.06	Population Density Index	56.57

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

#45045000500   Greenville   Greenville   SC
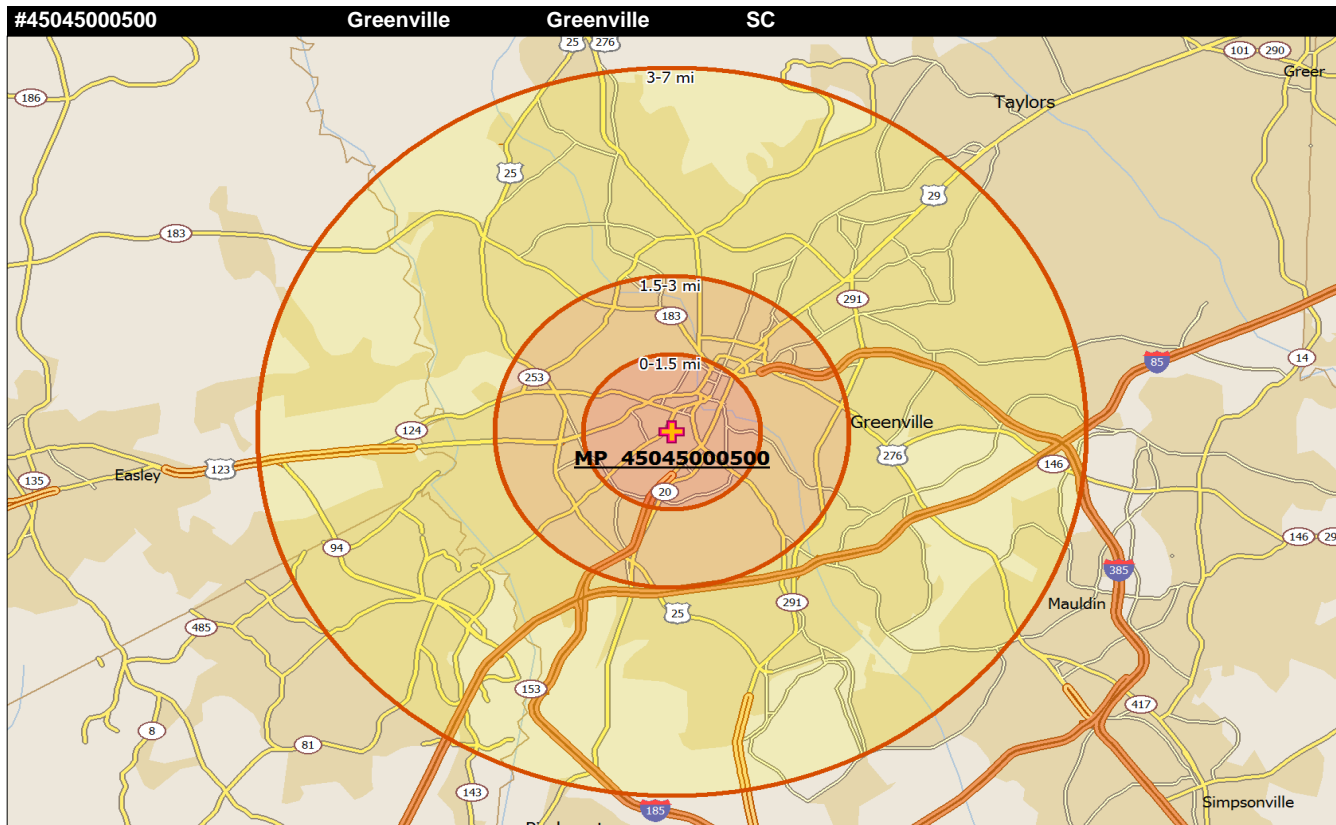
11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000500	Total Households in 3 mi Ring	28,536
	CT Centroid Latitude	34.83607	Active Evangelical HHLDS	4,181
	CT Centroid Longitude	-82.41263	Active Evangelical PERCENT	14.65%
	City Location	Greenville	Unreached HHLDS	20,200
	County Location	Greenville	Unreached Percent	70.79%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,421
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.5%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,410
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.45%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,603
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.66%

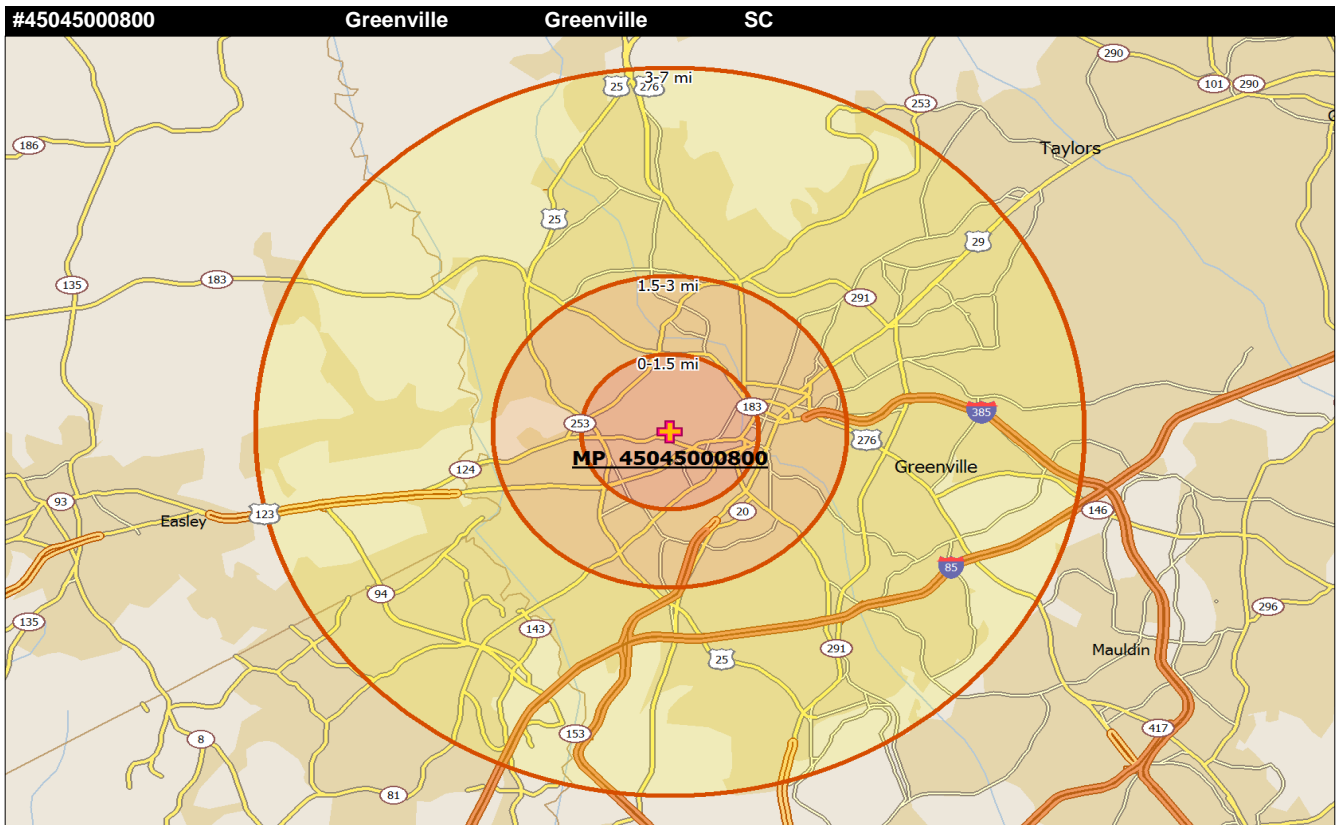| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.44%	Low Education County	False
Mainstay Community	4.93%	Low Employment County	False
Working Community	27.31%	Persistent Poverty County	False
Country Community	0.97%	Popualtion Loss County	False
Aspiring Community	17.27%	Nonmetro Recreation County	False
Urban Community	36.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	27.95	Racial Diversity Index	74.05
Ancestry Diversity Index	24.59	Diversity Composite Index	31.23
Foreign Born Diversity Index	22.29	Population Density Index	57.20

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

#45045001201   Greenville   Greenville   SC

12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001201	Total Households in 3 mi Ring	27,629
	CT Centroid Latitude	34.87174	Active Evangelical HHLDS	3,919
	CT Centroid Longitude	-82.36484	Active Evangelical PERCENT	14.19%
	City Location	Greenville	Unreached HHLDS	19,814
	County Location	Greenville	Unreached Percent	71.71%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,426
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	19.64%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,848
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.31%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	11,630
	Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	42.09%

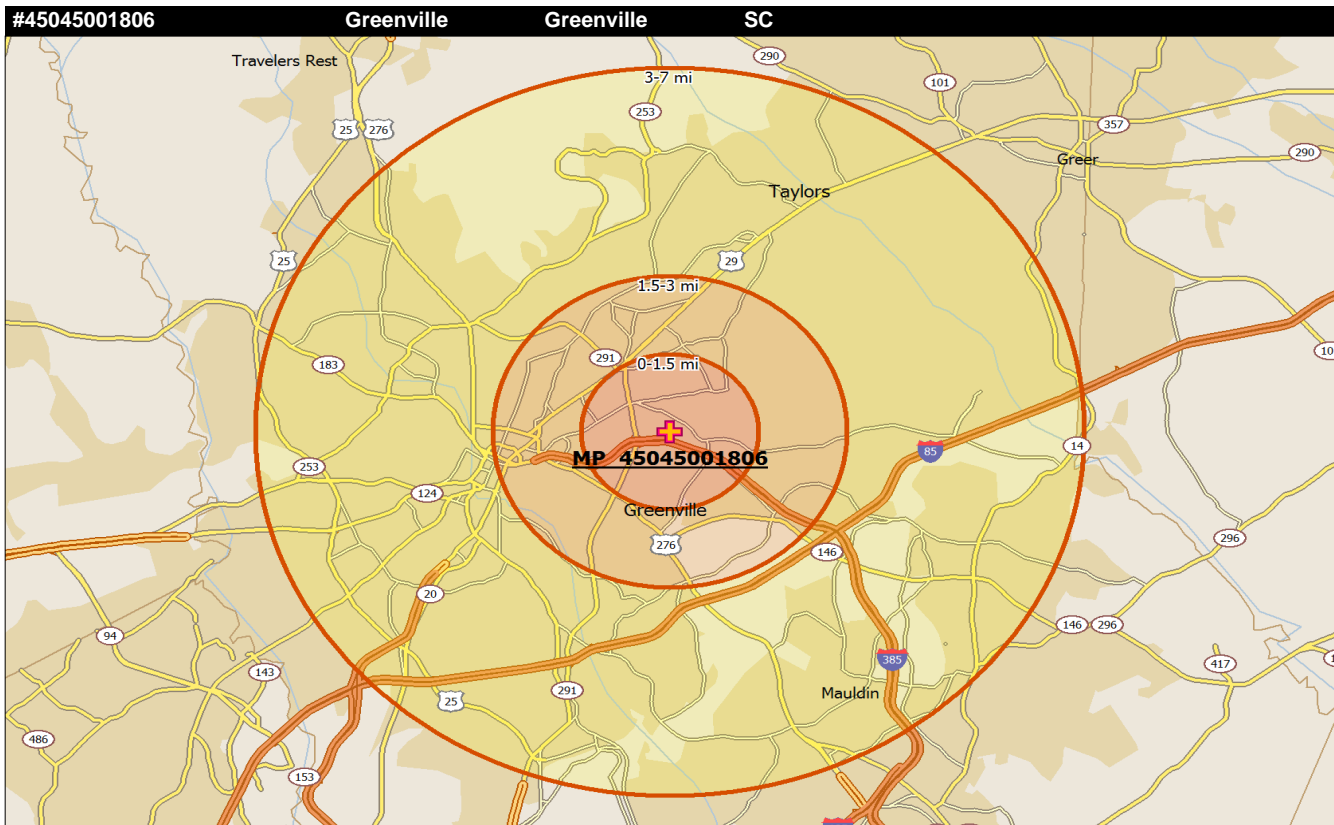| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.97%	Low Education County	False
Mainstay Community	6.4%	Low Employment County	False
Working Community	18.71%	Persistent Poverty County	False
Country Community	0.32%	Popualtion Loss County	False
Aspiring Community	36.39%	Nonmetro Recreation County	False
Urban Community	19.21%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	47.32	Racial Diversity Index	63.24
Ancestry Diversity Index	48.97	Diversity Composite Index	56.41
Foreign Born Diversity Index	55.75	Population Density Index	54.83

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

#45045000800   Greenville   Greenville   SC

13	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045000800	Total Households in 3 mi Ring	27,291
	CT Centroid Latitude	34.84876	Active Evangelical HHLDS	4,030
	CT Centroid Longitude	-82.42637	Active Evangelical PERCENT	14.77%
	City Location	Greenville	Unreached HHLDS	19,257
	County Location	Greenville	Unreached Percent	70.56%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,012
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.03%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,328
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.53%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,131
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.79%

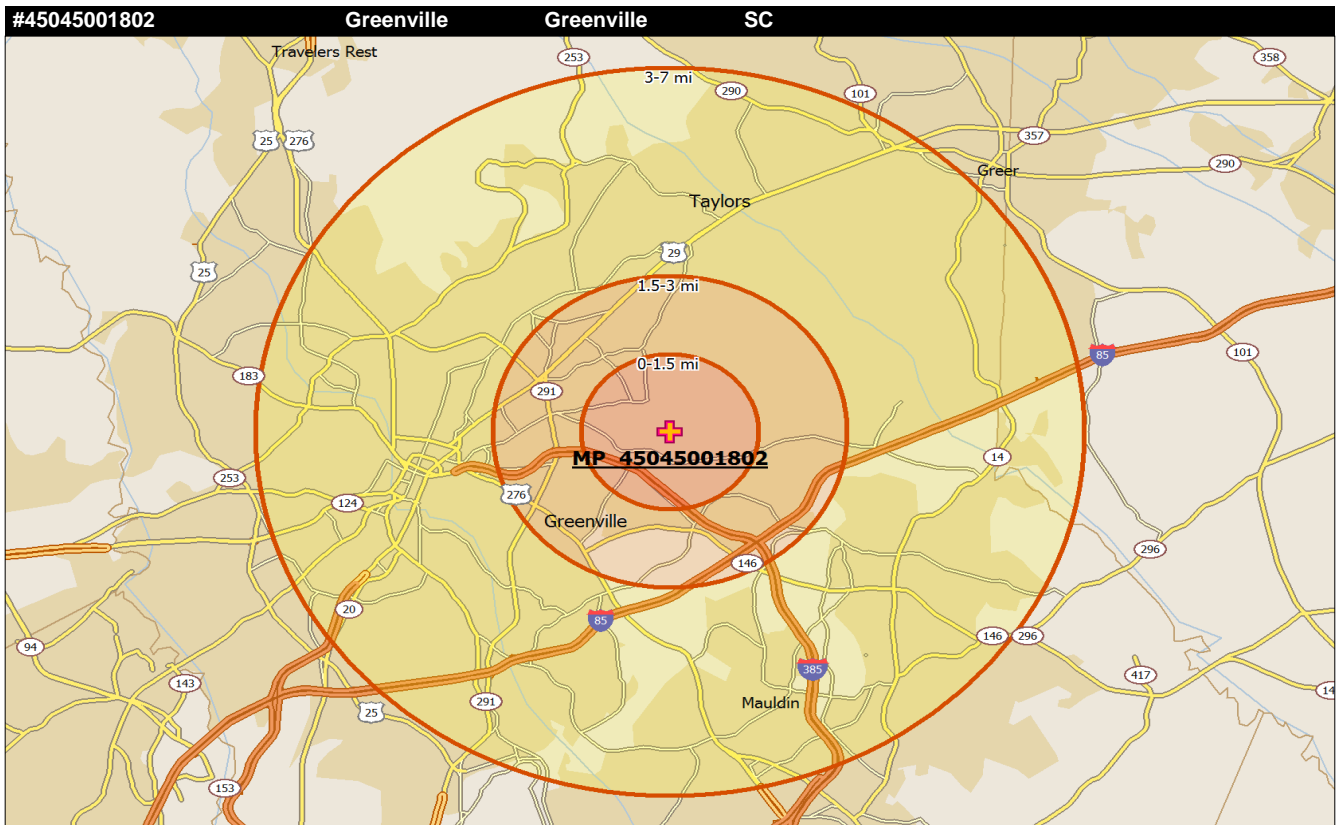| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.87%	Low Education County	False
Mainstay Community	4.72%	Low Employment County	False
Working Community	34.65%	Persistent Poverty County	False
Country Community	0.6%	Populaltion Loss County	False
Aspiring Community	14.65%	Nonmetro Recreation County	False
Urban Community	34.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	36.89	Racial Diversity Index	74.90
Ancestry Diversity Index	24.28	Diversity Composite Index	34.65
Foreign Born Diversity Index	19.07	Population Density Index	57.53

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

#45045001806 Greenville Greenville SC

14	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001806	Total Households in 3 mi Ring	26,675
	CT Centroid Latitude	34.86074	Active Evangelical HHLDS	3,812
	CT Centroid Longitude	-82.34616	Active Evangelical PERCENT	14.29%
	City Location	Greenville	Unreached HHLDS	19,079
	County Location	Greenville	Unreached Percent	71.52%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,969
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	18.63%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,877
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.78%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	11,293
	Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	42.34%

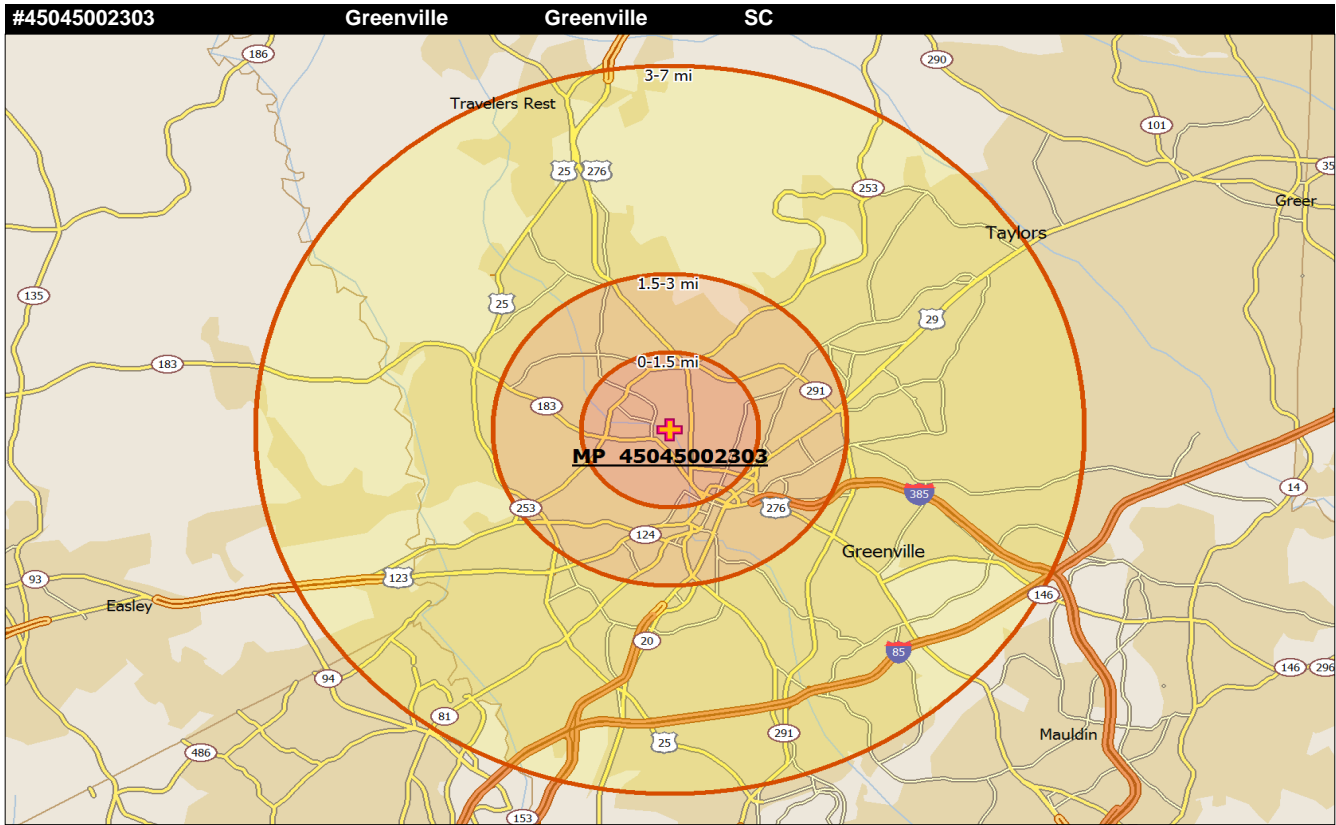| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.39%	Low Education County	False
Mainstay Community	8.15%	Low Employment County	False
Working Community	17.18%	Persistent Poverty County	False
Country Community	0.26%	Populaltion Loss County	False
Aspiring Community	36.88%	Nonmetro Recreation County	False
Urban Community	13.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	50.75	Racial Diversity Index	56.92
Ancestry Diversity Index	59.45	Diversity Composite Index	53.99
Foreign Born Diversity Index	69.40	Population Density Index	54.97

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

www.iicm.net

#45045001802   Greenville   Greenville   SC

MP 45045001802

15	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001802	Total Households in 3 mi Ring	26,230
	CT Centroid Latitude	34.86380	Active Evangelical HHLDS	3,834
	CT Centroid Longitude	-82.32253	Active Evangelical PERCENT	14.62%
	City Location	Greenville	Unreached HHLDS	18,588
	County Location	Greenville	Unreached Percent	70.86%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,384
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.72%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,090
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.78%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,118
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.39%

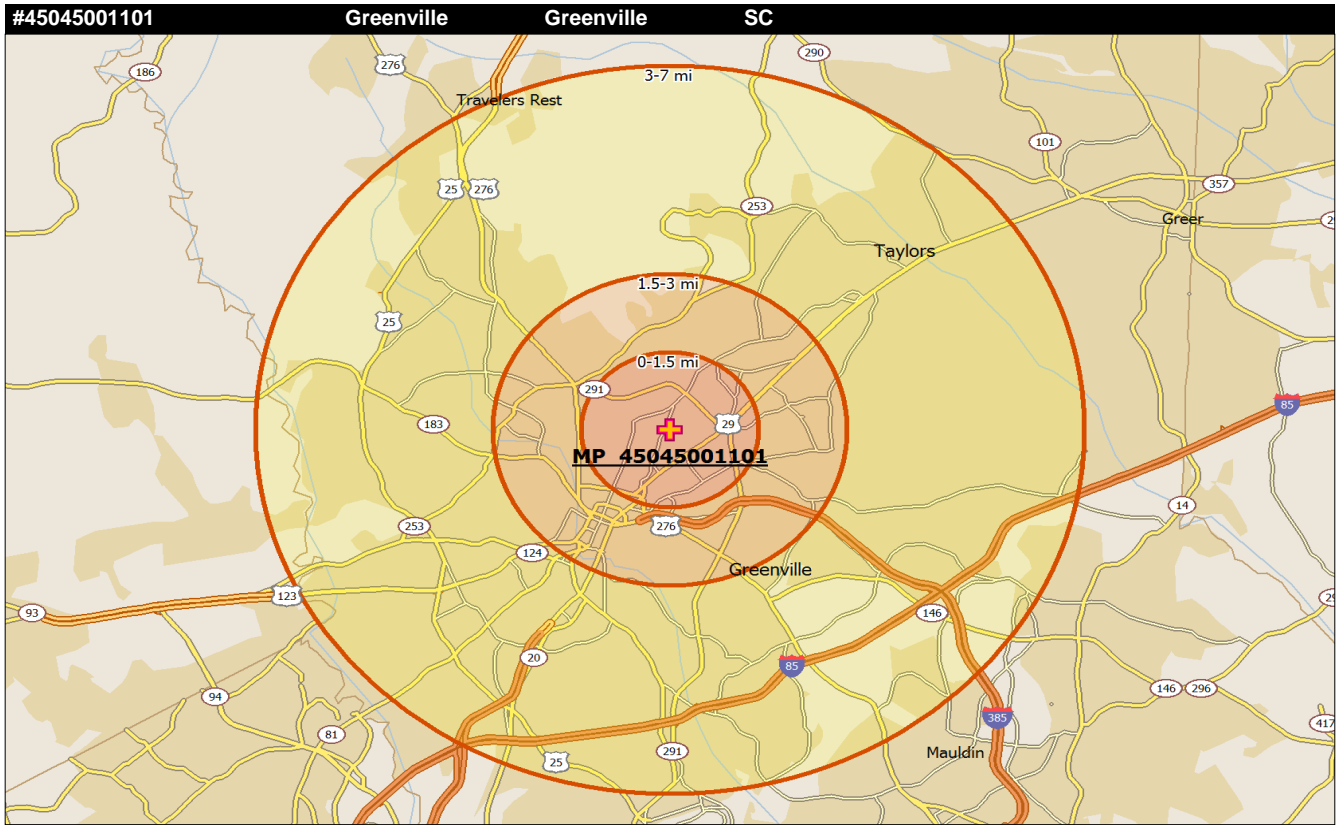| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.71%	Low Education County	False
Mainstay Community	8.84%	Low Employment County	False
Working Community	16.99%	Persistent Poverty County	False
Country Community	0.26%	Popualtion Loss County	False
Aspiring Community	30.45%	Nonmetro Recreation County	False
Urban Community	4.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	53.78	Racial Diversity Index	47.00
Ancestry Diversity Index	76.37	Diversity Composite Index	60.91
Foreign Born Diversity Index	85.50	Population Density Index	55.05

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

#45045002303   Greenville   Greenville   SC

MP_45045002303

16	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045002303	Total Households in 3 mi Ring	28,172
	CT Centroid Latitude	34.87298	Active Evangelical HHLDS	4,124
	CT Centroid Longitude	-82.41068	Active Evangelical PERCENT	14.64%
	City Location	Greenville	Unreached HHLDS	19,947
	County Location	Greenville	Unreached Percent	70.8%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,252
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.19%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,377
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.44%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,529
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.92%

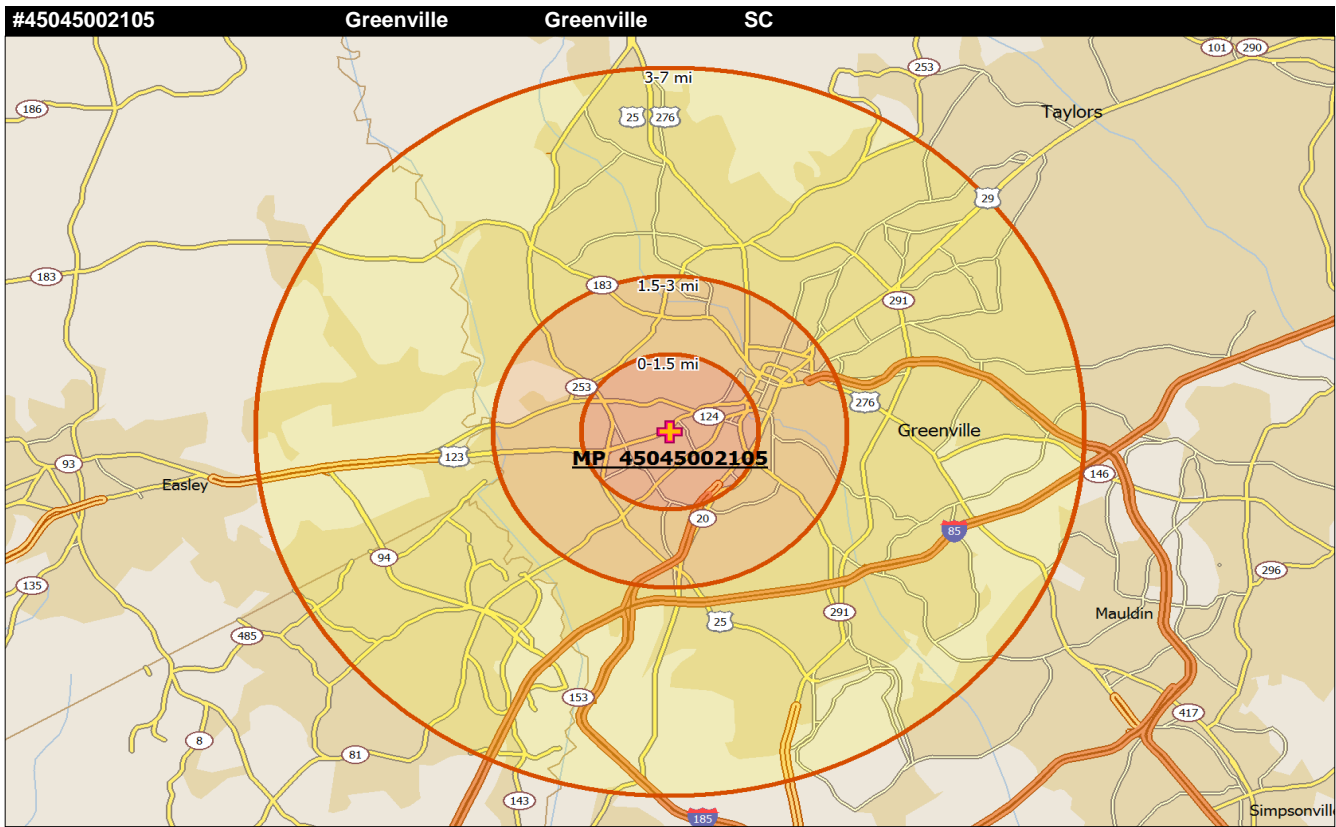| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.85%	Low Education County	False
Mainstay Community	4.84%	Low Employment County	False
Working Community	34.98%	Persistent Poverty County	False
Country Community	0.18%	Popualtion Loss County	False
Aspiring Community	19.24%	Nonmetro Recreation County	False
Urban Community	32.9%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	42.61	Racial Diversity Index	76.58
Ancestry Diversity Index	28.94	Diversity Composite Index	44.45
Foreign Born Diversity Index	26.63	Population Density Index	59.63

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

#45045001101   **Greenville**   **Greenville**   **SC**

MP 45045001101

17	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001101	Total Households in 3 mi Ring	26,689
	CT Centroid Latitude	34.87799	Active Evangelical HHLDS	3,864
	CT Centroid Longitude	-82.37734	Active Evangelical PERCENT	14.48%
	City Location	Greenville	Unreached HHLDS	18,985
	County Location	Greenville	Unreached Percent	71.13%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,480
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	20.53%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,563
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.6%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,059
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.44%

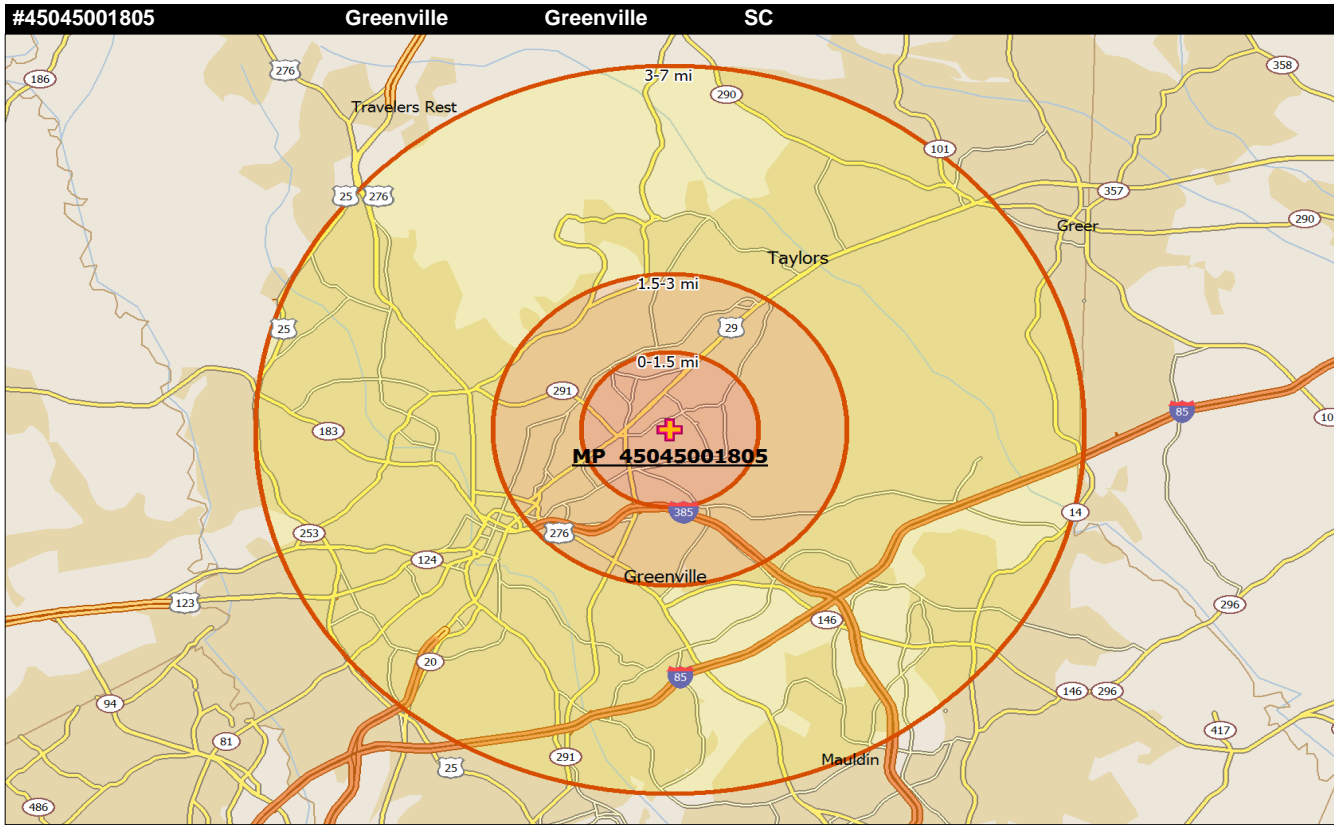| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.54%	Low Education County	False
Mainstay Community	6.37%	Low Employment County	False
Working Community	27.99%	Persistent Poverty County	False
Country Community	0.27%	Popualtion Loss County	False
Aspiring Community	27.09%	Nonmetro Recreation County	False
Urban Community	24.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	45.38	Racial Diversity Index	67.58
Ancestry Diversity Index	44.51	Diversity Composite Index	51.91
Foreign Born Diversity Index	38.62	Population Density Index	55.57

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

#45045002105   Greenville   Greenville   SC

18	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045002105	Total Households in 3 mi Ring	26,008
	CT Centroid Latitude	34.83861	Active Evangelical HHLDS	3,852
	CT Centroid Longitude	-82.42721	Active Evangelical PERCENT	14.81%
	City Location	Greenville	Unreached HHLDS	18,331
	County Location	Greenville	Unreached Percent	70.48%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,669
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	21.8%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,255
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.67%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,609
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.79%

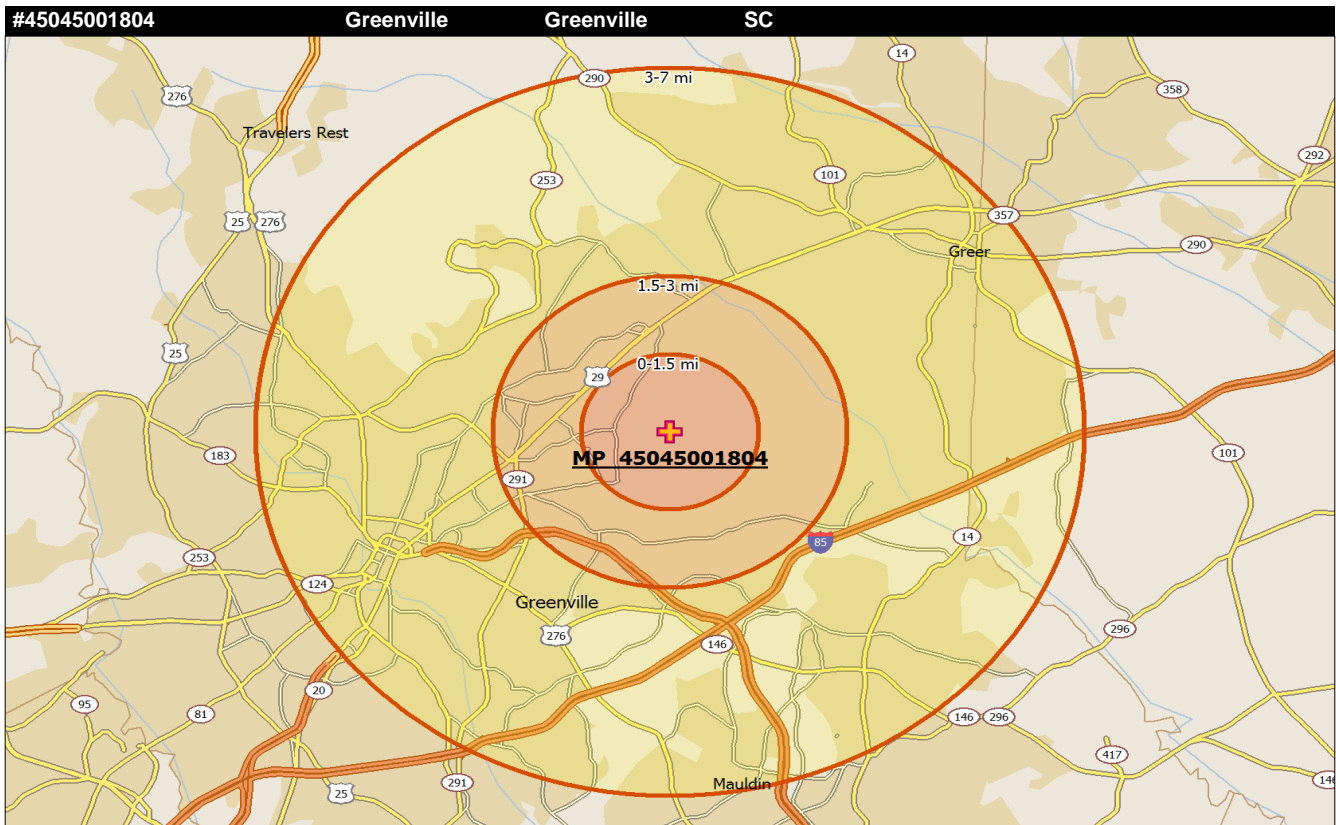| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.94%	Low Education County	False
Mainstay Community	4.46%	Low Employment County	False
Working Community	33.15%	Persistent Poverty County	False
Country Community	1.85%	Popualtion Loss County	False
Aspiring Community	14.6%	Nonmetro Recreation County	False
Urban Community	34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	35.05	Racial Diversity Index	75.04
Ancestry Diversity Index	23.82	Diversity Composite Index	35.00
Foreign Born Diversity Index	19.73	Population Density Index	56.15

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

#45045001805	Greenville	Greenville	SC

MP 45045001805

19	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001805	Total Households in 3 mi Ring	25,266
	CT Centroid Latitude	34.87988	Active Evangelical HHLDS	3,726
	CT Centroid Longitude	-82.34609	Active Evangelical PERCENT	14.75%
	City Location	Greenville	Unreached HHLDS	17,838
	County Location	Greenville	Unreached Percent	70.6%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,434
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	17.55%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,813
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.13%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,626
	Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	42.05%

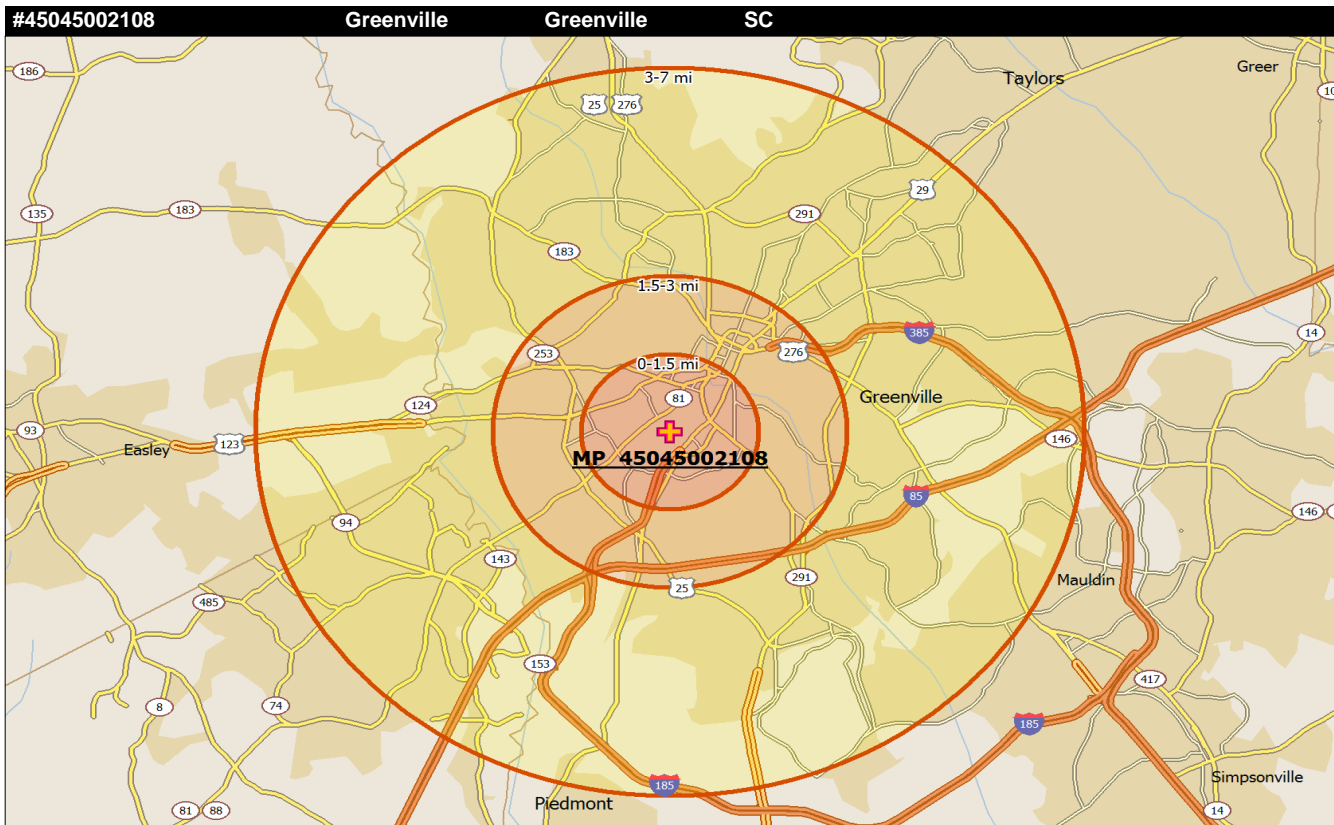| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.43%	Low Education County	False
Mainstay Community	7.83%	Low Employment County	False
Working Community	22.14%	Persistent Poverty County	False
Country Community	0.37%	Populaltion Loss County	False
Aspiring Community	30.92%	Nonmetro Recreation County	False
Urban Community	10.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	50.97	Racial Diversity Index	51.25
Ancestry Diversity Index	69.47	Diversity Composite Index	57.90
Foreign Born Diversity Index	66.05	Population Density Index	55.38

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

#45045001804   Greenville   Greenville   SC

MP 45045001804

20	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001804	Total Households in 3 mi Ring	26,559
	CT Centroid Latitude	34.88633	Active Evangelical HHLDS	4,000
	CT Centroid Longitude	-82.31387	Active Evangelical PERCENT	15.06%
	City Location	Greenville	Unreached HHLDS	18,586
	County Location	Greenville	Unreached Percent	69.98%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,338
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.33%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,076
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.58%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,174
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.07%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	42.93%	Low Education County	False
Mainstay Community	9.32%	Low Employment County	False
Working Community	19.06%	Persistent Poverty County	False
Country Community	0.28%	Populaltion Loss County	False
Aspiring Community	24.4%	Nonmetro Recreation County	False
Urban Community	4%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	54.25	Racial Diversity Index	46.40
Ancestry Diversity Index	79.07	Diversity Composite Index	65.75
Foreign Born Diversity Index	81.59	Population Density Index	55.39

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

#45045002108　　　　Greenville　　　Greenville　　　SC

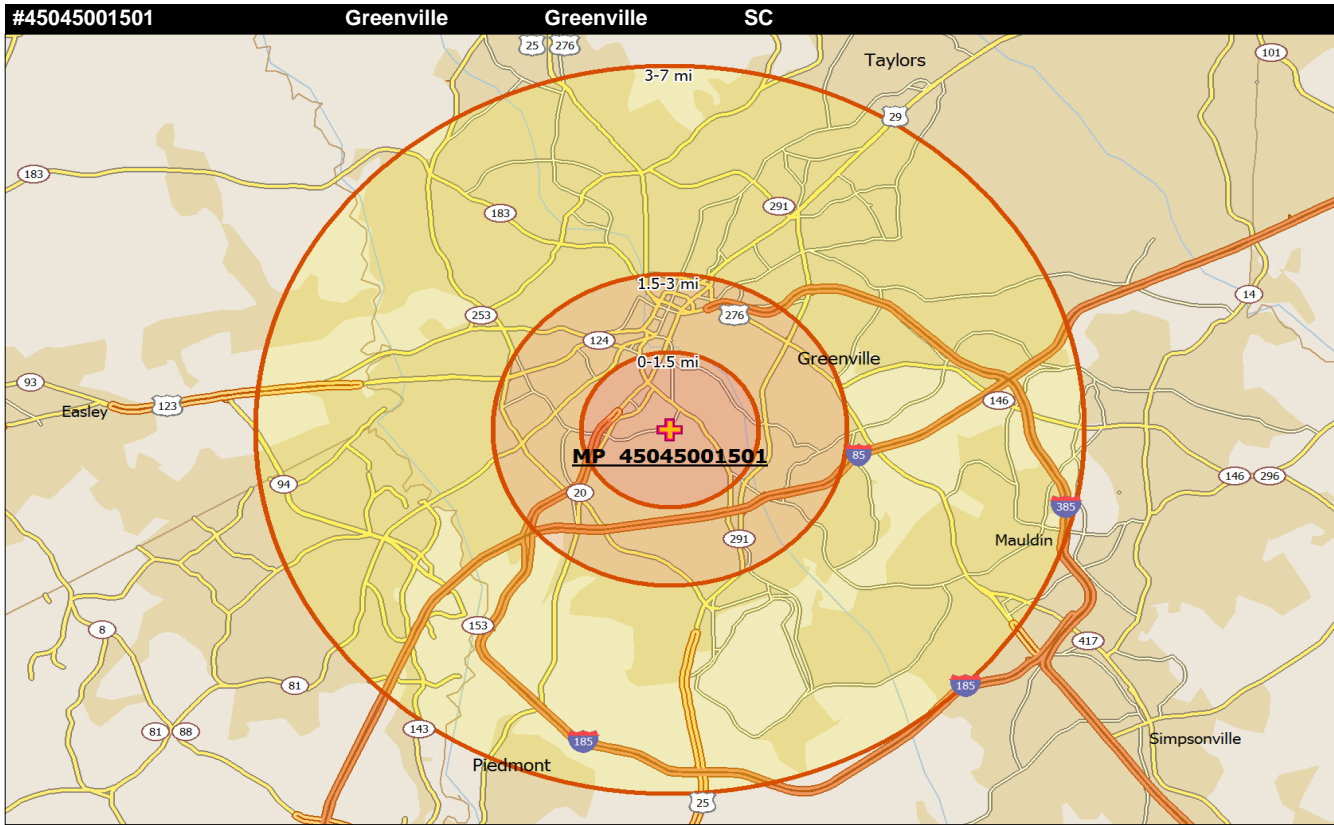| 21	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045002108	Total Households in 3 mi Ring	25,025
	CT Centroid Latitude	34.82917	Active Evangelical HHLDS	3,654
	CT Centroid Longitude	-82.41589	Active Evangelical PERCENT	14.60%
	City Location	Greenville	Unreached HHLDS	17,742
	County Location	Greenville	Unreached Percent	70.9%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,896
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.56%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,939
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	7.75%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,144
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.54%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.7%	Low Education County	False
Mainstay Community	5.63%	Low Employment County	False
Working Community	22.14%	Persistent Poverty County	False
Country Community	1.27%	Popualtion Loss County	False
Aspiring Community	16.98%	Nonmetro Recreation County	False
Urban Community	40.29%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	27.41	Racial Diversity Index	74.07
Ancestry Diversity Index	22.55	Diversity Composite Index	30.03
Foreign Born Diversity Index	18.56	Population Density Index	54.26

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

#45045001501   Greenville   Greenville   SC

MP 45045001501

22	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001501	Total Households in 3 mi Ring	26,259
	CT Centroid Latitude	34.81895	Active Evangelical HHLDS	3,810
	CT Centroid Longitude	-82.39740	Active Evangelical PERCENT	14.51%
	City Location	Greenville	Unreached HHLDS	18,663
	County Location	Greenville	Unreached Percent	71.07%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,369
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	24.25%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,942
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	7.4%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,585
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.31%

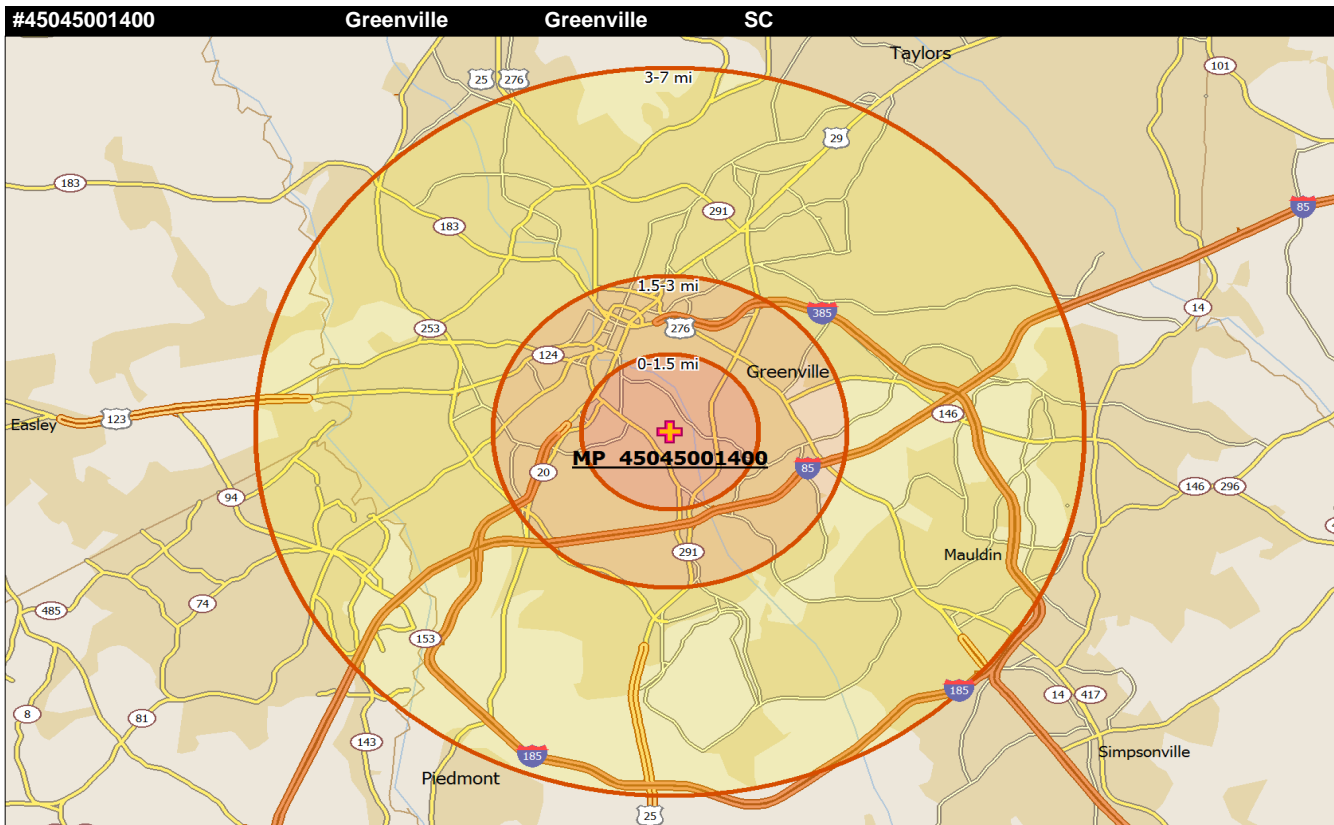| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.15%	Low Education County	False
Mainstay Community	5.38%	Low Employment County	False
Working Community	17.58%	Persistent Poverty County	False
Country Community	0.99%	Populaltion Loss County	False
Aspiring Community	17.84%	Nonmetro Recreation County	False
Urban Community	42.07%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	22.54	Racial Diversity Index	73.02
Ancestry Diversity Index	22.40	Diversity Composite Index	47.88
Foreign Born Diversity Index	37.09	Population Density Index	54.66

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

#45045002804   Greenville   Greenville   SC
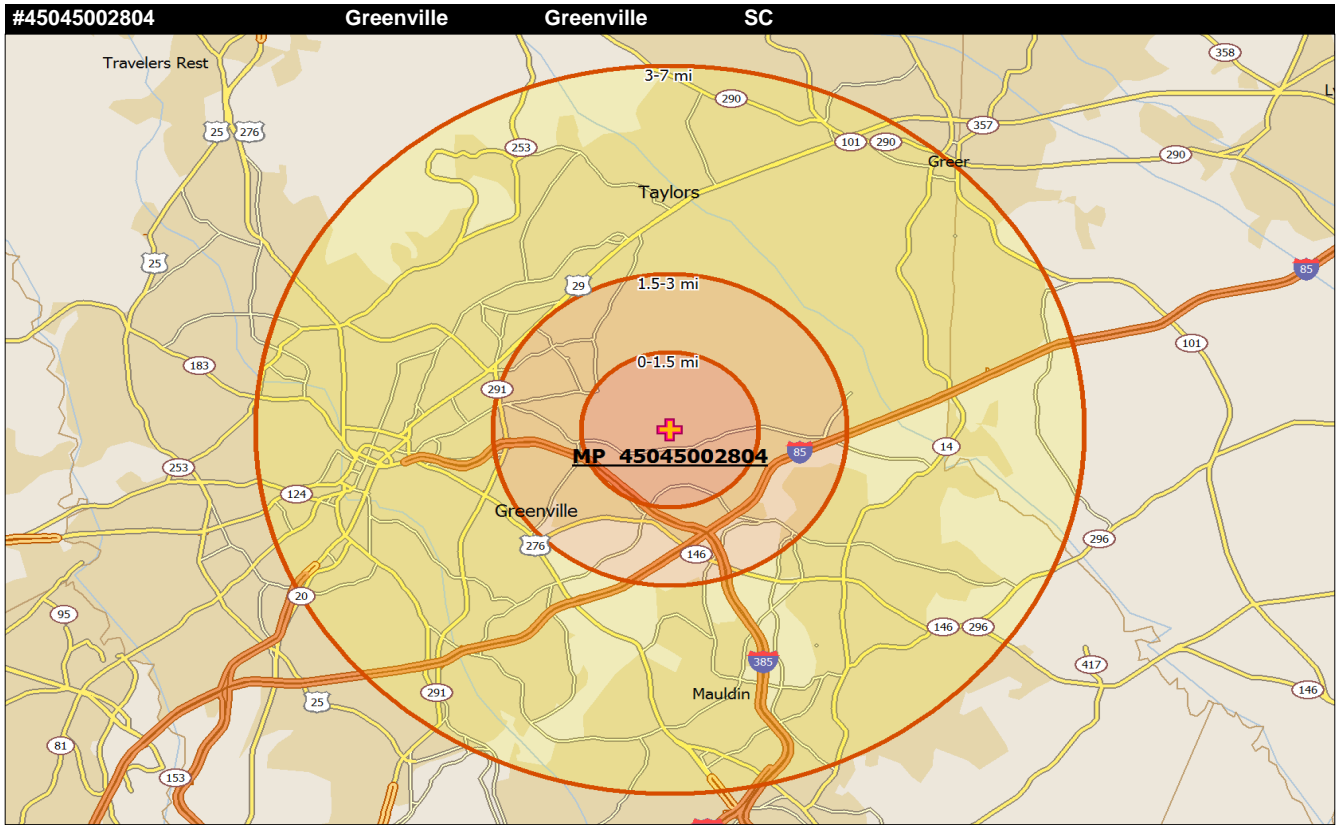
MP 45045002804

23	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045002804	Total Households in 3 mi Ring	24,446
	CT Centroid Latitude	34.86172	Active Evangelical HHLDS	3,543
	CT Centroid Longitude	-82.30775	Active Evangelical PERCENT	14.49%
	City Location	Greenville	Unreached HHLDS	17,385
	County Location	Greenville	Unreached Percent	71.11%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	3,976
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.26%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,012
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.32%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	10,396
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.53%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	49.51%	Low Education County	False
Mainstay Community	13.57%	Low Employment County	False
Working Community	9.45%	Persistent Poverty County	False
Country Community	0.09%	Popualtion Loss County	False
Aspiring Community	26.76%	Nonmetro Recreation County	False
Urban Community	0.64%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	55.97	Racial Diversity Index	43.97
Ancestry Diversity Index	83.70	Diversity Composite Index	58.39
Foreign Born Diversity Index	91.78	Population Density Index	51.00

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

#45045001400   Greenville   Greenville   SC

24	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45045001400	Total Households in 3 mi Ring	25,813
	CT Centroid Latitude	34.82214	Active Evangelical HHLDS	3,671
	CT Centroid Longitude	-82.38223	Active Evangelical PERCENT	14.22%
	City Location	Greenville	Unreached HHLDS	18,495
	County Location	Greenville	Unreached Percent	71.65%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,308
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	24.44%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,982
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	7.68%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,409
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.33%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.81%	Low Education County	False
Mainstay Community	5%	Low Employment County	False
Working Community	11.27%	Persistent Poverty County	False
Country Community	0.98%	Popualtion Loss County	False
Aspiring Community	24.81%	Nonmetro Recreation County	False
Urban Community	40.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	25.09	Racial Diversity Index	73.33
Ancestry Diversity Index	24.85	Diversity Composite Index	58.65
Foreign Born Diversity Index	52.57	Population Density Index	52.63

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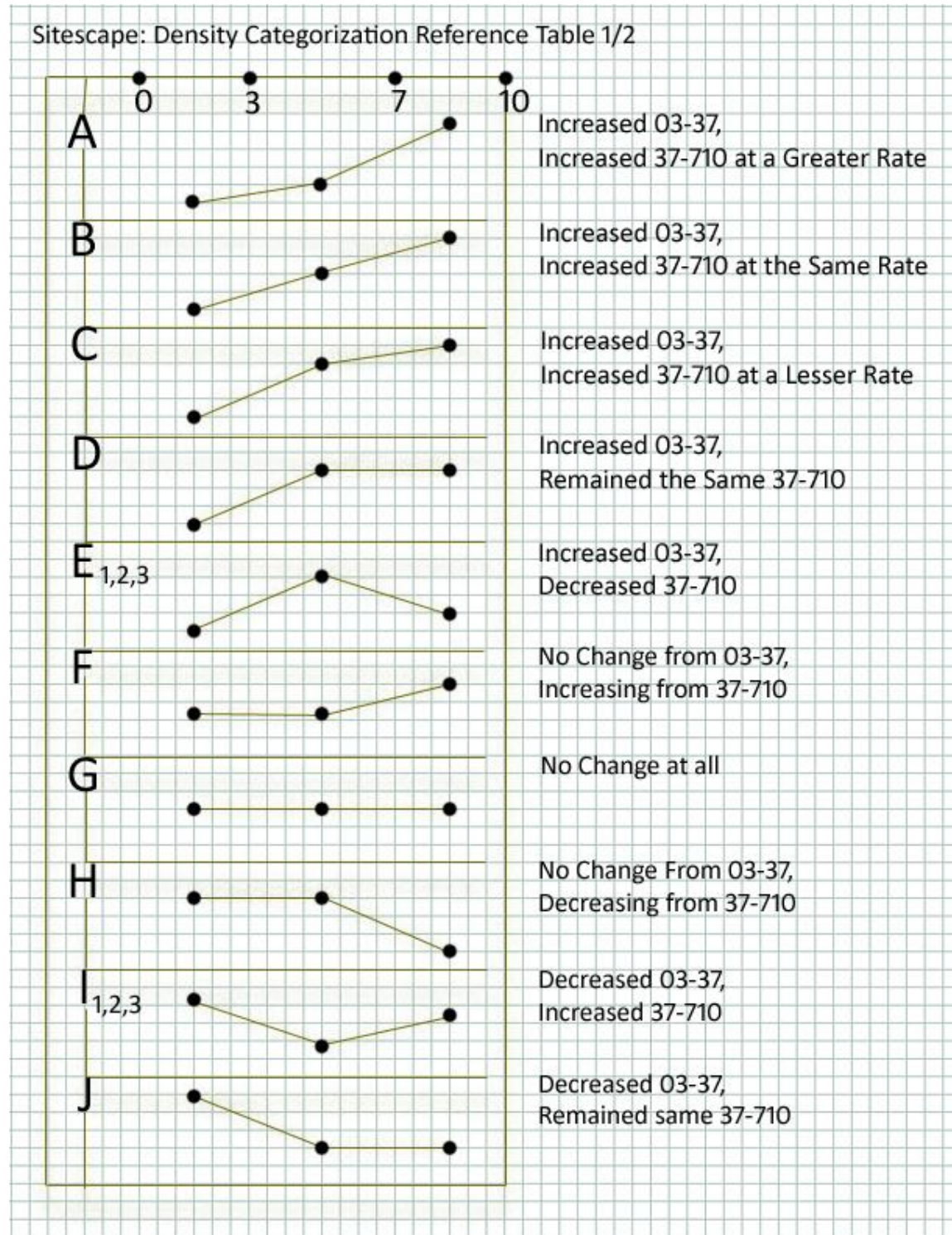
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location.   There are 5 types Decreasing Density patterns:
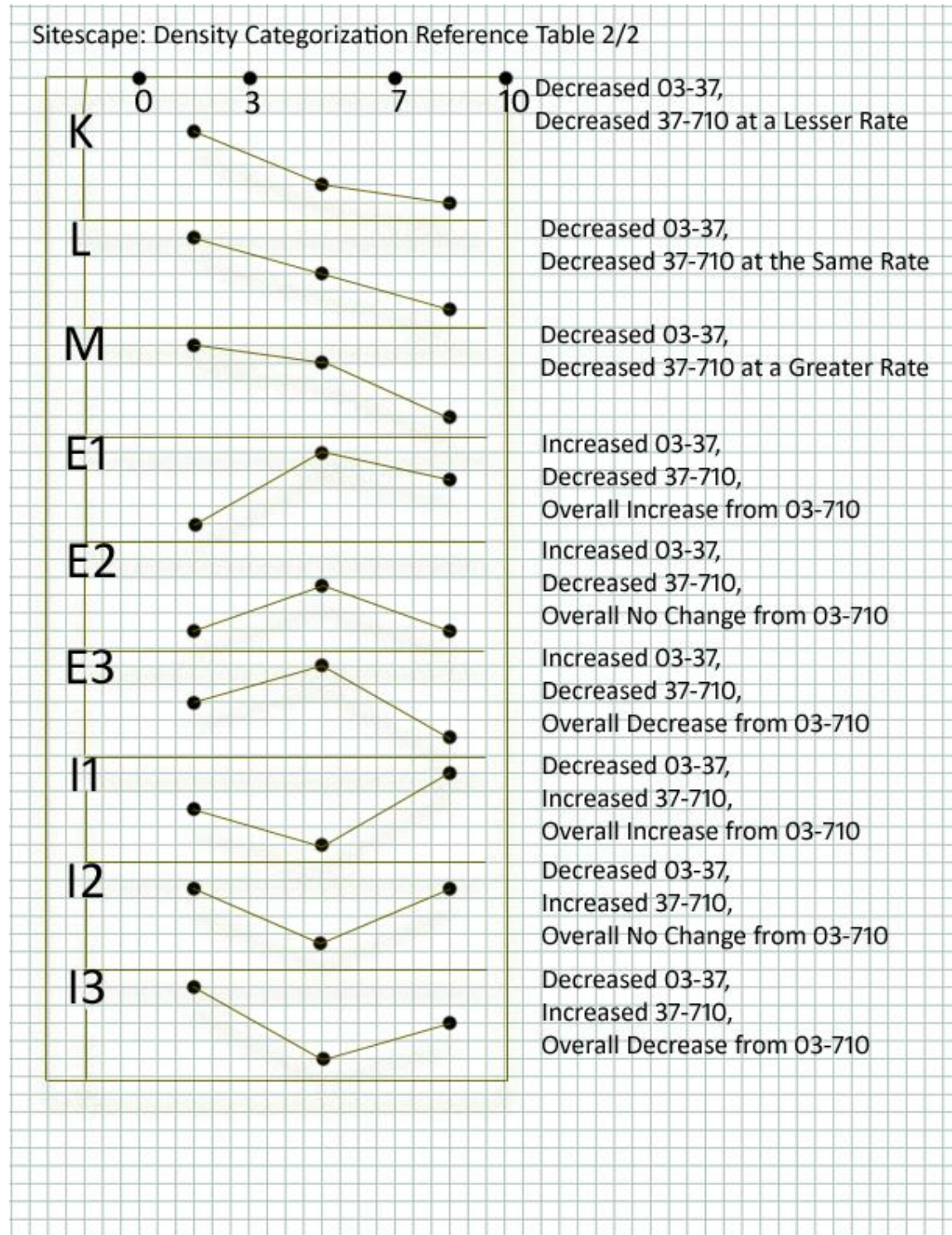
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

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

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.

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