MISSION POINTS
Top Unreached Locations

Top Mission Points in Region 6:
Midlands, 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.

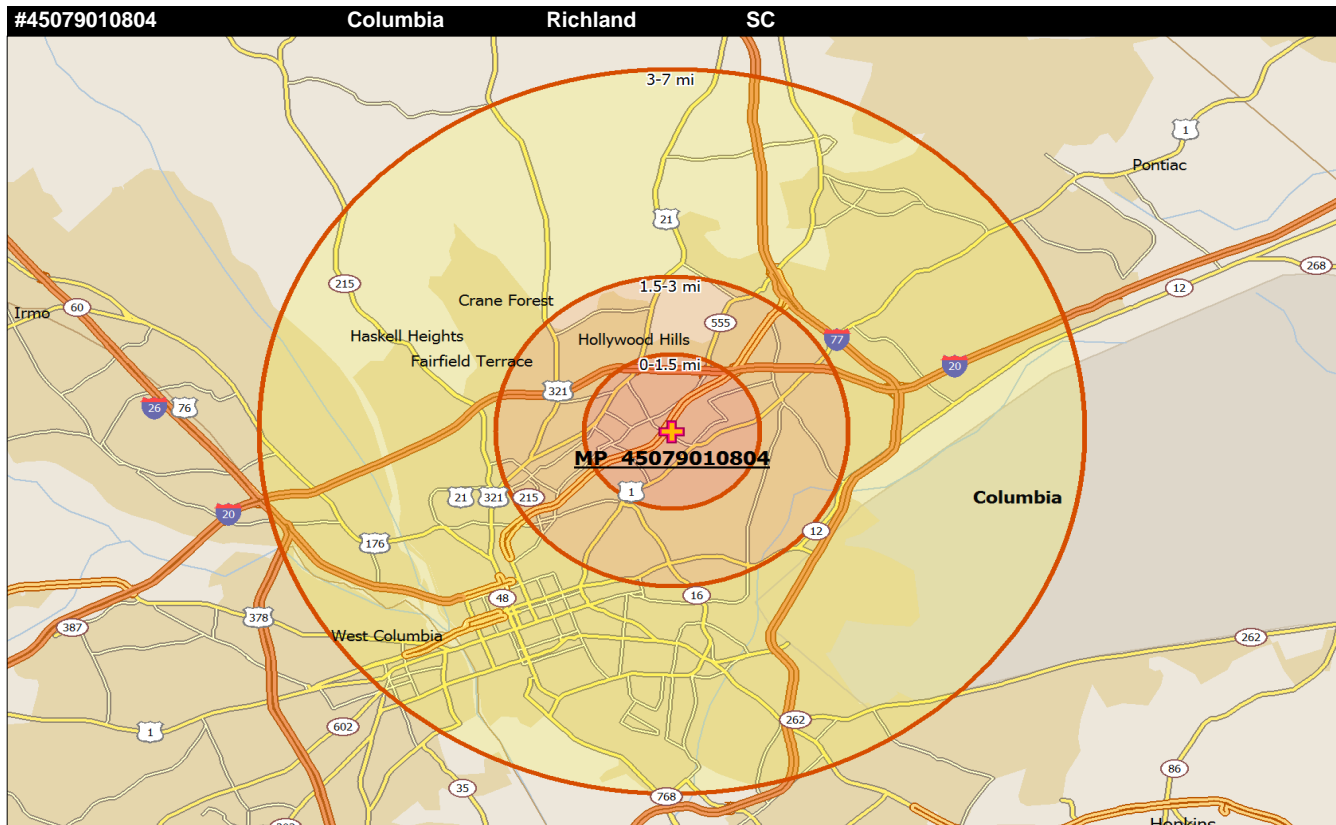God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director
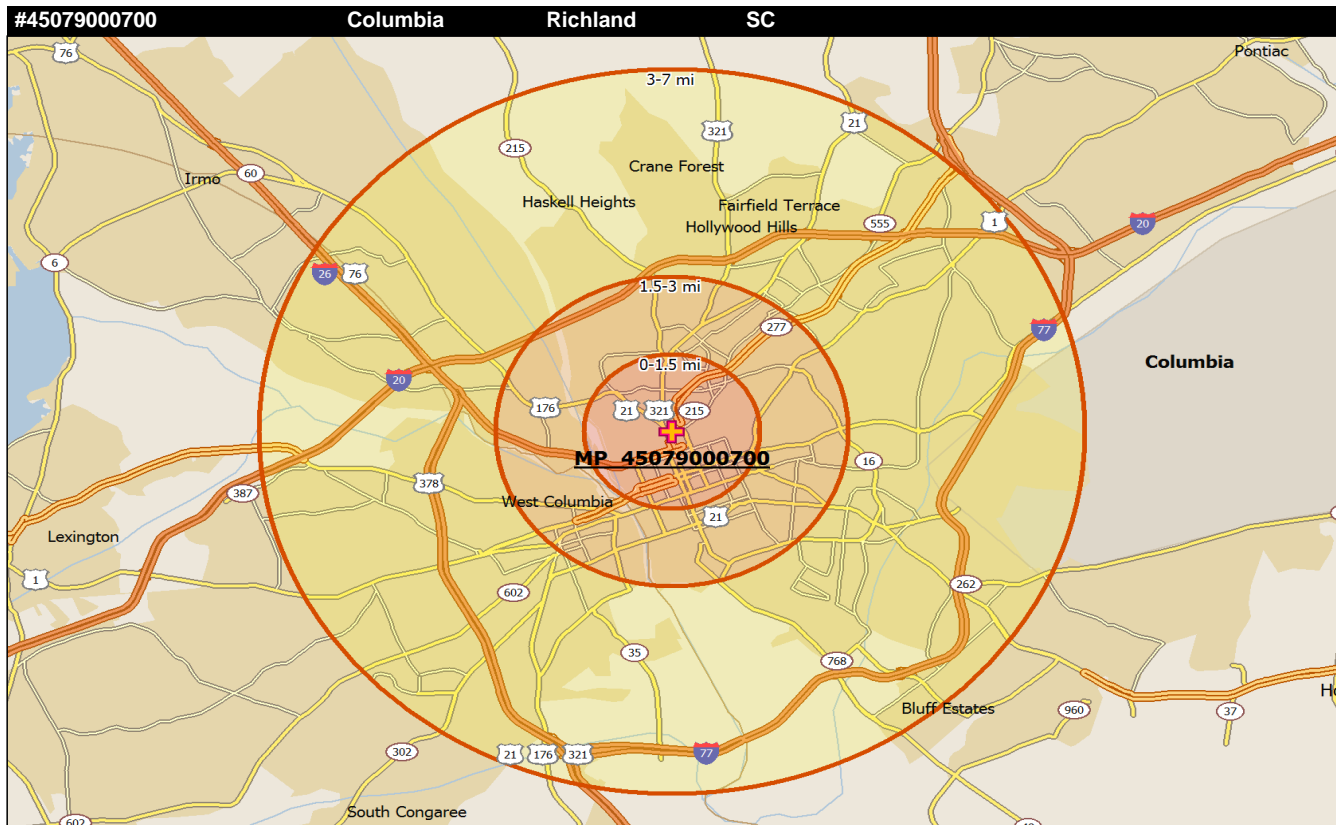
#45079000700　　　　**Columbia**　　　**Richland**　　　　**SC**

1	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#45079000700	Total Households in 3 mi Ring	33,317
	CT Centroid Latitude	34.01829	Active Evangelical HHLDS	4,757
	CT Centroid Longitude	-81.03919	Active Evangelical PERCENT	14.28%
	City Location	Columbia	Unreached HHLDS	24,390
	County Location	Richland	Unreached Percent	73.21%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	7,956
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.88%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,245
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.74%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	13,403
	Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40.23%

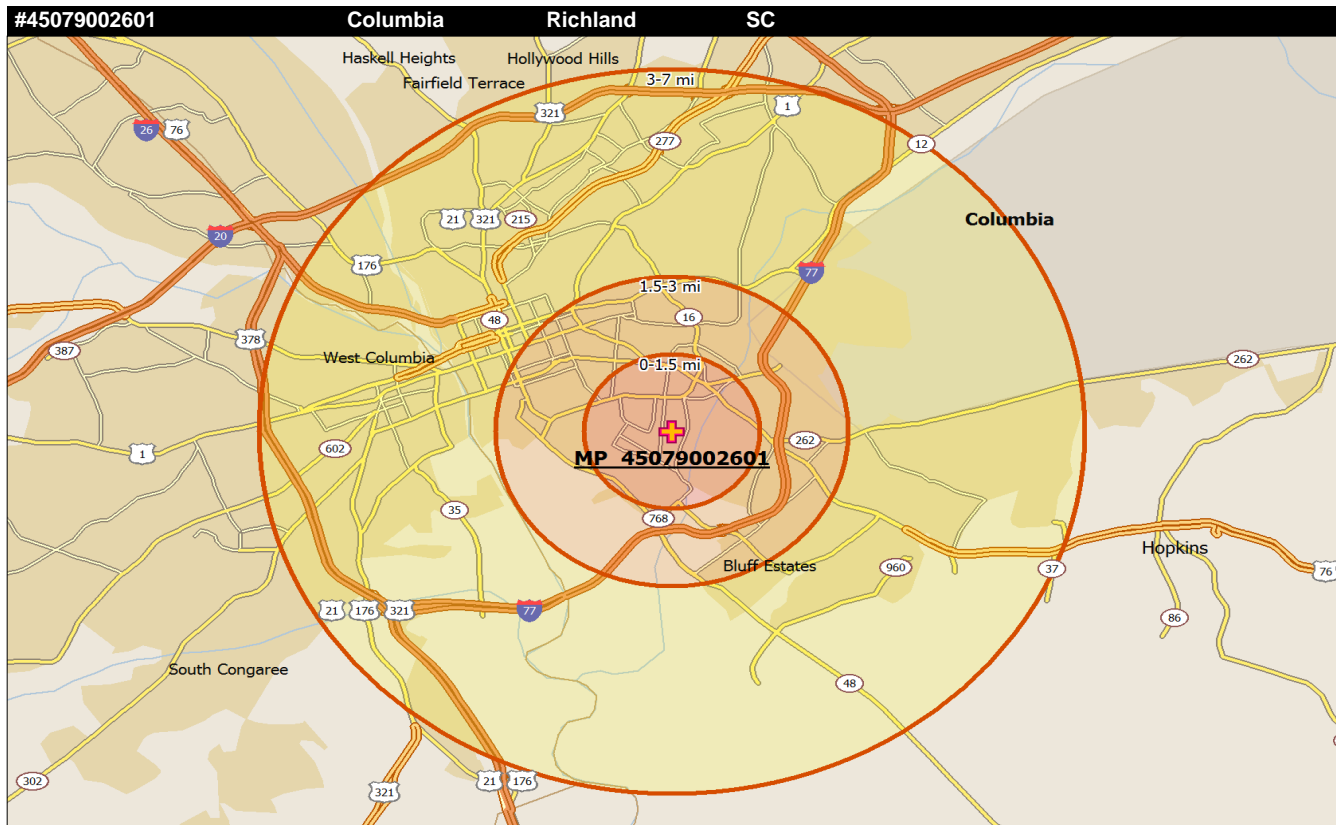| **3 MILE RING COMMUNITY TYPES**		**3 MILE RING COUNTY TYPES**	
Upscale Community	7.66%	Low Education County	False
Mainstay Community	3.33%	Low Employment County	False
Working Community	10.76%	Persistent Poverty County	False
Country Community	0.88%	Population Loss County	False
Aspiring Community	29.74%	Nonmetro Recreation County	False
Urban Community	47.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	37.80	Racial Diversity Index	71.96
Ancestry Diversity Index	20.16	Diversity Composite Index	50.33
Foreign Born Diversity Index	82.27	Population Density Index	65.41

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

#45079010804   **Columbia**   **Richland**   **SC**

MP_45079010804

2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45079010804	Total Households in 3 mi Ring	23,973
CT Centroid Latitude	34.05605	Active Evangelical HHLDS	3,717
CT Centroid Longitude	-80.98874	Active Evangelical PERCENT	15.51%
City Location	Columbia	Unreached HHLDS	16,998
County Location	Richland	Unreached Percent	70.9%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,652
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	27.75%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,310
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	5.47%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	9,137
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	38.11%

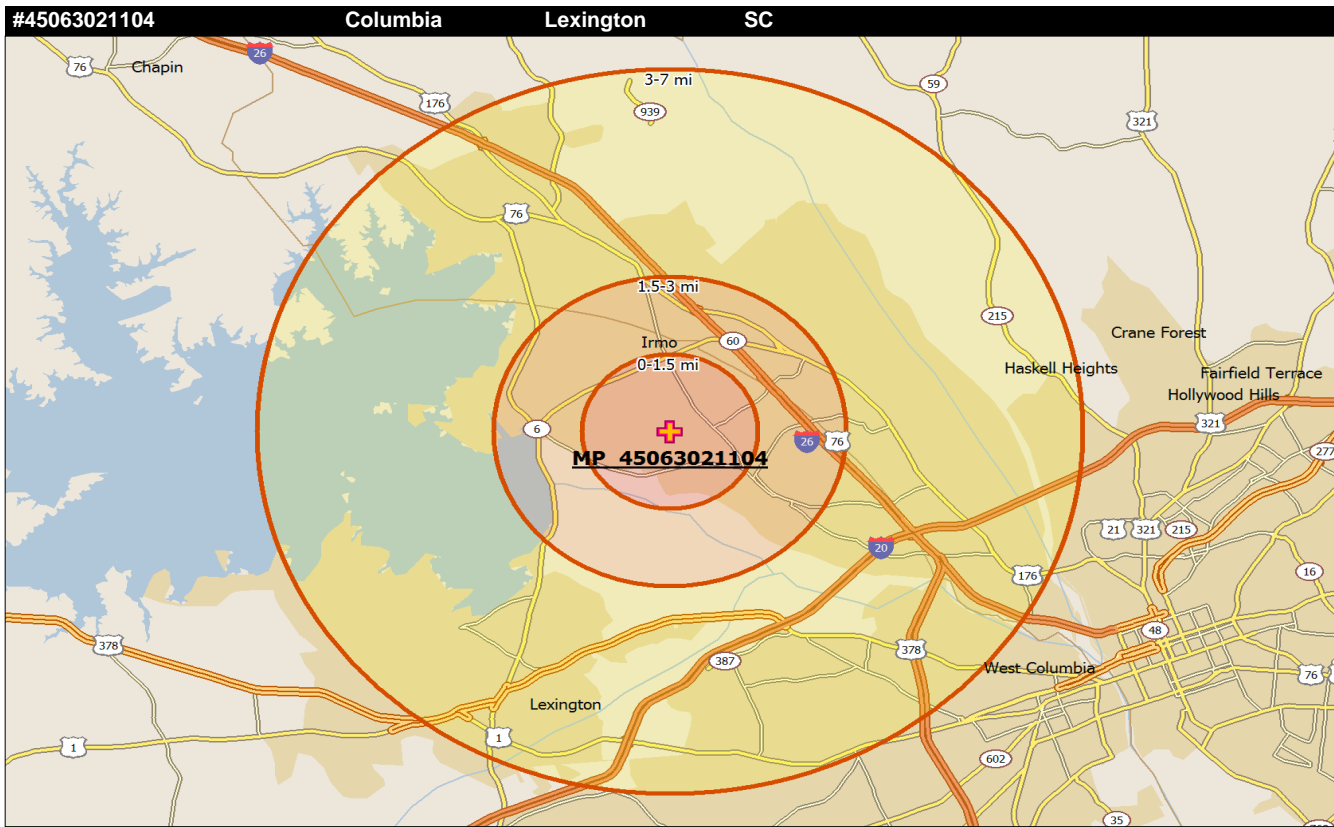| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.13%	Low Education County	False
Mainstay Community	6.34%	Low Employment County	False
Working Community	4.88%	Persistent Poverty County	False
Country Community	0.25%	Population Loss County	False
Aspiring Community	21.59%	Nonmetro Recreation County	False
Urban Community	51.81%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.77	Racial Diversity Index	63.94
Ancestry Diversity Index	12.82	Diversity Composite Index	42.60
Foreign Born Diversity Index	70.12	Population Density Index	54.57

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

#45079002601   **Columbia**   **Richland**   **SC**

MP 45079002601

3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45079002601	Total Households in 3 mi Ring	27,457
	CT Centroid Latitude	33.97813	Active Evangelical HHLDS	4,068
	CT Centroid Longitude	-80.98639	Active Evangelical PERCENT	14.81%
	City Location	Columbia	Unreached HHLDS	19,825
	County Location	Richland	Unreached Percent	72.21%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,774
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	21.03%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,797
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.19%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,411
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.56%

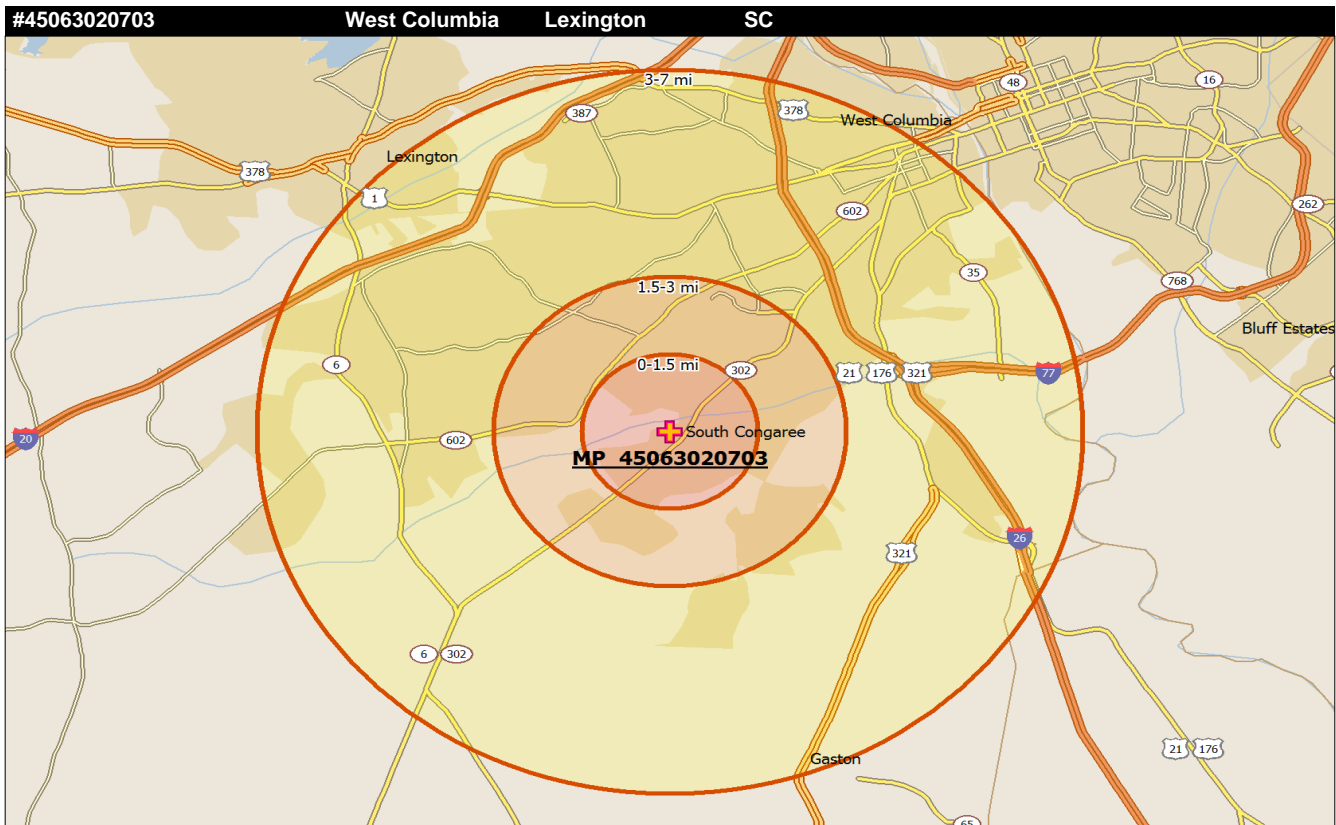| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.83%	Low Education County	False
Mainstay Community	5.31%	Low Employment County	False
Working Community	13.4%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	23.27%	Nonmetro Recreation County	False
Urban Community	27.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	42.75	Racial Diversity Index	59.05
Ancestry Diversity Index	52.82	Diversity Composite Index	60.68
Foreign Born Diversity Index	88.99	Population Density Index	54.93

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

#45063021104   **Columbia**   **Lexington**   **SC**

4	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45063021104	Total Households in 3 mi Ring	16,000
	CT Centroid Latitude	34.06510	Active Evangelical HHLDS	1,846
	CT Centroid Longitude	-81.18236	Active Evangelical PERCENT	11.54%
	City Location	Columbia	Unreached HHLDS	11,095
	County Location	Lexington	Unreached Percent	69.34%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	2,949
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	18.43%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,618
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.11%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	6,528
	Population Pattern	50000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.8%

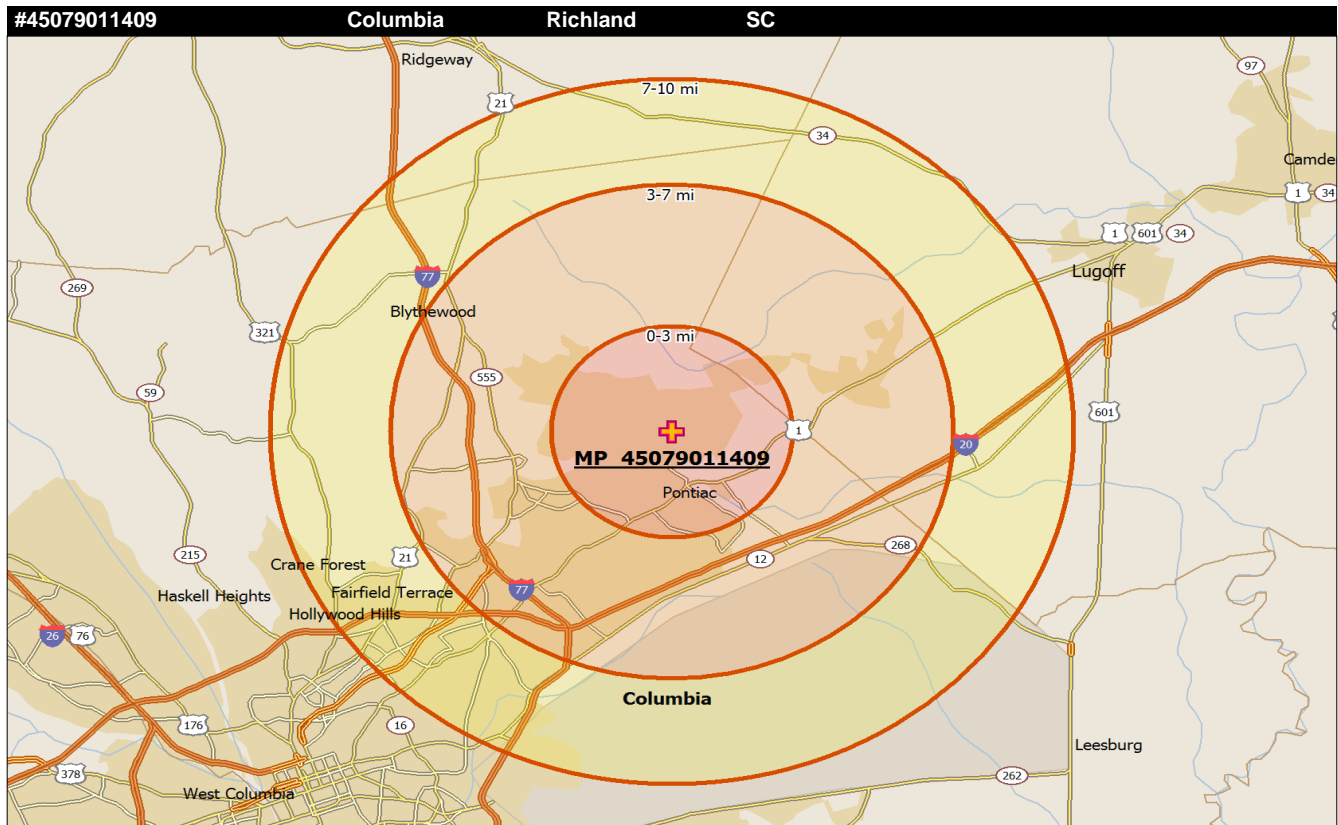| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	58.87%	Low Education County	False
Mainstay Community	11.36%	Low Employment County	False
Working Community	2.83%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	21.64%	Nonmetro Recreation County	False
Urban Community	5.33%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	29.67	Racial Diversity Index	47.58
Ancestry Diversity Index	64.92	Diversity Composite Index	62.26
Foreign Born Diversity Index	98.23	Population Density Index	43.82

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

#45063020703	West Columbia	Lexington	SC

5 — LOCATION RANK IN REGIONAL SITESCAPE / 3 MILE RING SPIRITUALITY STATUS

LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45063020703	Total Households in 3 mi Ring	5,711
CT Centroid Latitude	33.91146	Active Evangelical HHLDS	738
CT Centroid Longitude	-81.13997	Active Evangelical PERCENT	12.92%
City Location	West Columbia	Unreached HHLDS	3,748
County Location	Lexington	Unreached Percent	65.62%
Sitescape Category code	3	Religious but NOT Evang HHLDS	923
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.16%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	632
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.07%
Density Assignment	C	NOT Evangelical NOT Interested HHLDS	2,193
Population Pattern	50000-100000-250000	NOT Evangelical NOT Interested PERCENT	38.41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.73%	Low Education County	False
Mainstay Community	10.42%	Low Employment County	False
Working Community	37.47%	Persistent Poverty County	False
Country Community	27.39%	Population Loss County	False
Aspiring Community	4.25%	Nonmetro Recreation County	False
Urban Community	6.71%	Retirement Destination County	False

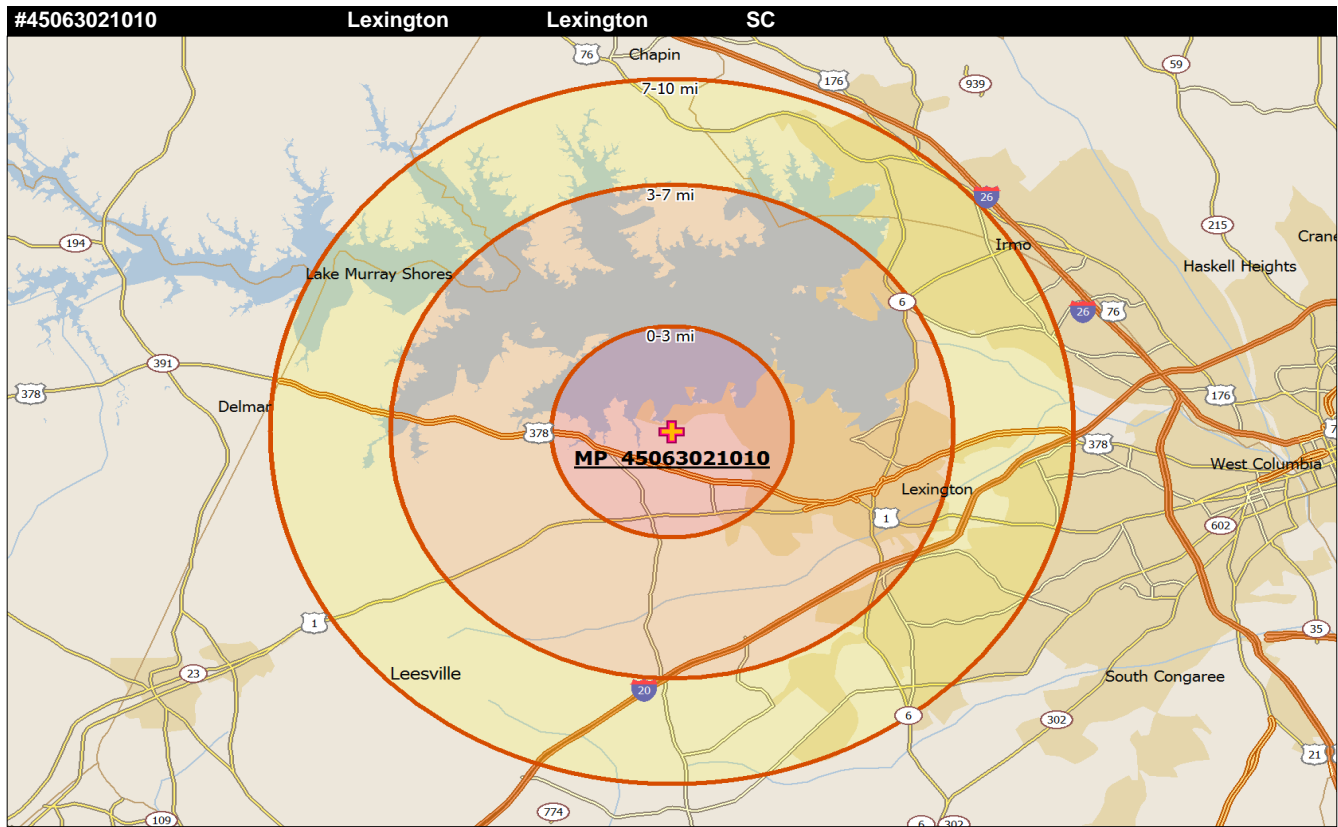| 3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.07	Racial Diversity Index	33.66
Ancestry Diversity Index	63.29	Diversity Composite Index	41.58
Foreign Born Diversity Index	59.93	Population Density Index	25.06

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

#45079011409   Columbia   Richland   SC

6	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45079011409	Total Households in 3 mi Ring	17,698
	CT Centroid Latitude	34.14863	Active Evangelical HHLDS	2,720
	CT Centroid Longitude	-80.87695	Active Evangelical PERCENT	15.37%
	City Location	Columbia	Unreached HHLDS	12,595
	County Location	Richland	Unreached Percent	71.17%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	3,773
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	21.32%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,816
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.26%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	7,006
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.59%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	50.95%	Low Education County	False
Mainstay Community	0.49%	Low Employment County	False
Working Community	0.12%	Persistent Poverty County	False
Country Community	0.25%	Population Loss County	False
Aspiring Community	44.74%	Nonmetro Recreation County	False
Urban Community	3.44%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.59	Racial Diversity Index	70.98
Ancestry Diversity Index	32.77	Diversity Composite Index	55.18
Foreign Born Diversity Index	85.28	Population Density Index	42.63

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

#45063021010 Lexington Lexington SC

MP 45063021010

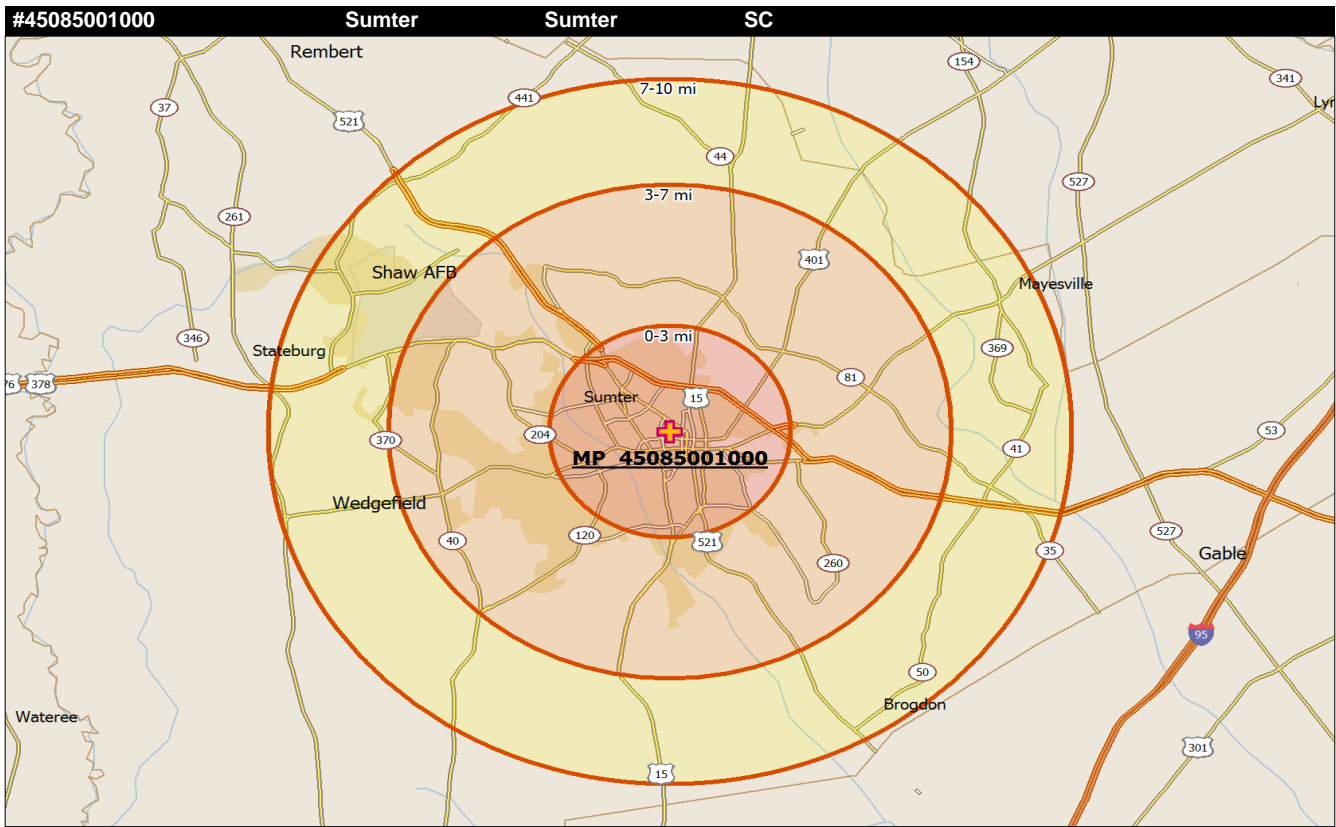| 7	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45063021010	Total Households in 3 mi Ring	6,010
	CT Centroid Latitude	34.01322	Active Evangelical HHLDS	712
	CT Centroid Longitude	-81.32220	Active Evangelical PERCENT	11.84%
	City Location	Lexington	Unreached HHLDS	4,119
	County Location	Lexington	Unreached Percent	68.53%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	1,030
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17.13%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	691
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.5%
	Density Assignment	C	NOT Evangelical NOT Interested HHLDS	2,403
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.98%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	61.73%	Low Education County	False
Mainstay Community	17.25%	Low Employment County	False
Working Community	0.92%	Persistent Poverty County	False
Country Community	3%	Population Loss County	False
Aspiring Community	13.34%	Nonmetro Recreation County	False
Urban Community	3.76%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.21	Racial Diversity Index	17.78
Ancestry Diversity Index	83.35	Diversity Composite Index	33.46
Foreign Born Diversity Index	41.01	Population Density Index	14.16

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

#45085001000	Sumter	Sumter	SC

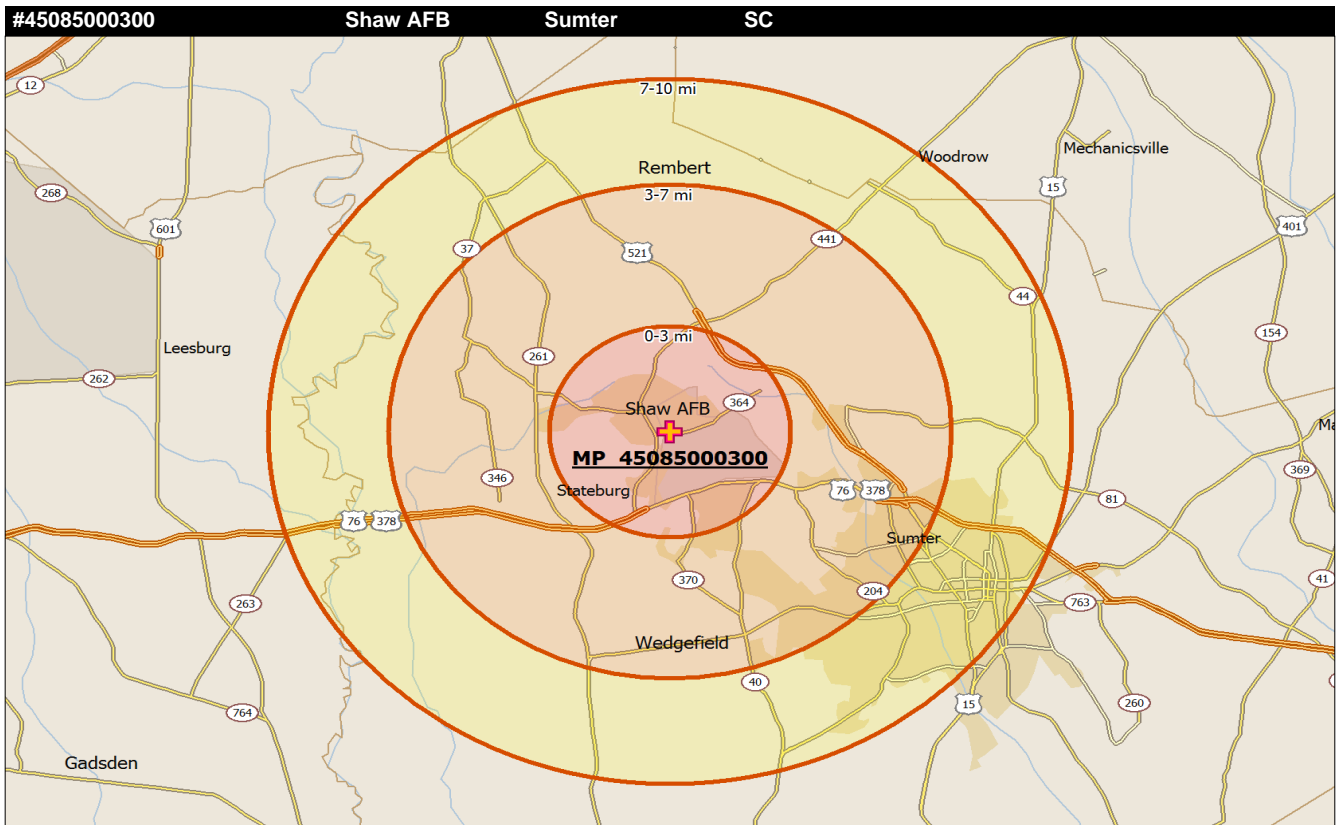| 8	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45085001000	Total Households in 3 mi Ring	15,064
	CT Centroid Latitude	33.92754	Active Evangelical HHLDS	2,538
	CT Centroid Longitude	-80.35156	Active Evangelical PERCENT	16.85%
	City Location	Sumter	Unreached HHLDS	10,566
	County Location	Sumter	Unreached Percent	70.14%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	3,800
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	25.22%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	884
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	5.87%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	6,121
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.63%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.27%	Low Education County	False
Mainstay Community	6.64%	Low Employment County	False
Working Community	8.91%	Persistent Poverty County	False
Country Community	1.52%	Population Loss County	False
Aspiring Community	18.43%	Nonmetro Recreation County	False
Urban Community	50.23%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	20.09	Racial Diversity Index	66.23
Ancestry Diversity Index	17.20	Diversity Composite Index	34.39
Foreign Born Diversity Index	66.06	Population Density Index	42.42

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

#45085000300	Shaw AFB	Sumter	SC

9	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45085000300	Total Households in 3 mi Ring	4,908
	CT Centroid Latitude	33.98529	Active Evangelical HHLDS	915
	CT Centroid Longitude	-80.48249	Active Evangelical PERCENT	18.65%
	City Location	Shaw AFB	Unreached HHLDS	3,285
	County Location	Sumter	Unreached Percent	66.92%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	1,068
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	21.77%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	233
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	4.75%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,119
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	43.16%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.04%	Low Education County	False
Mainstay Community	4.58%	Low Employment County	False
Working Community	11.12%	Persistent Poverty County	False
Country Community	7.68%	Population Loss County	False
Aspiring Community	42.87%	Nonmetro Recreation County	False
Urban Community	31.68%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.92	Racial Diversity Index	69.13
Ancestry Diversity Index	28.15	Diversity Composite Index	42.51
Foreign Born Diversity Index	59.69	Population Density Index	26.63

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

#45063021201	Chapin	Lexington	SC
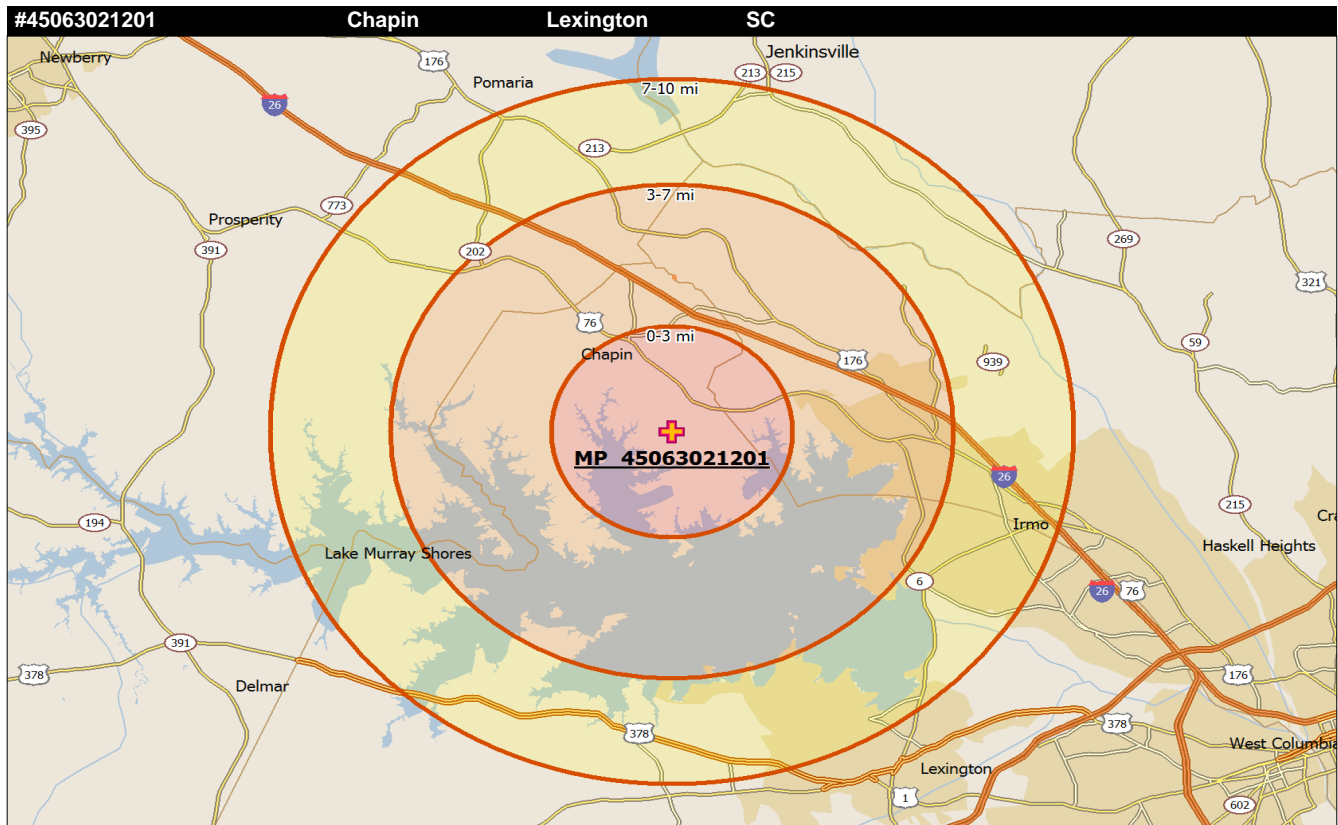
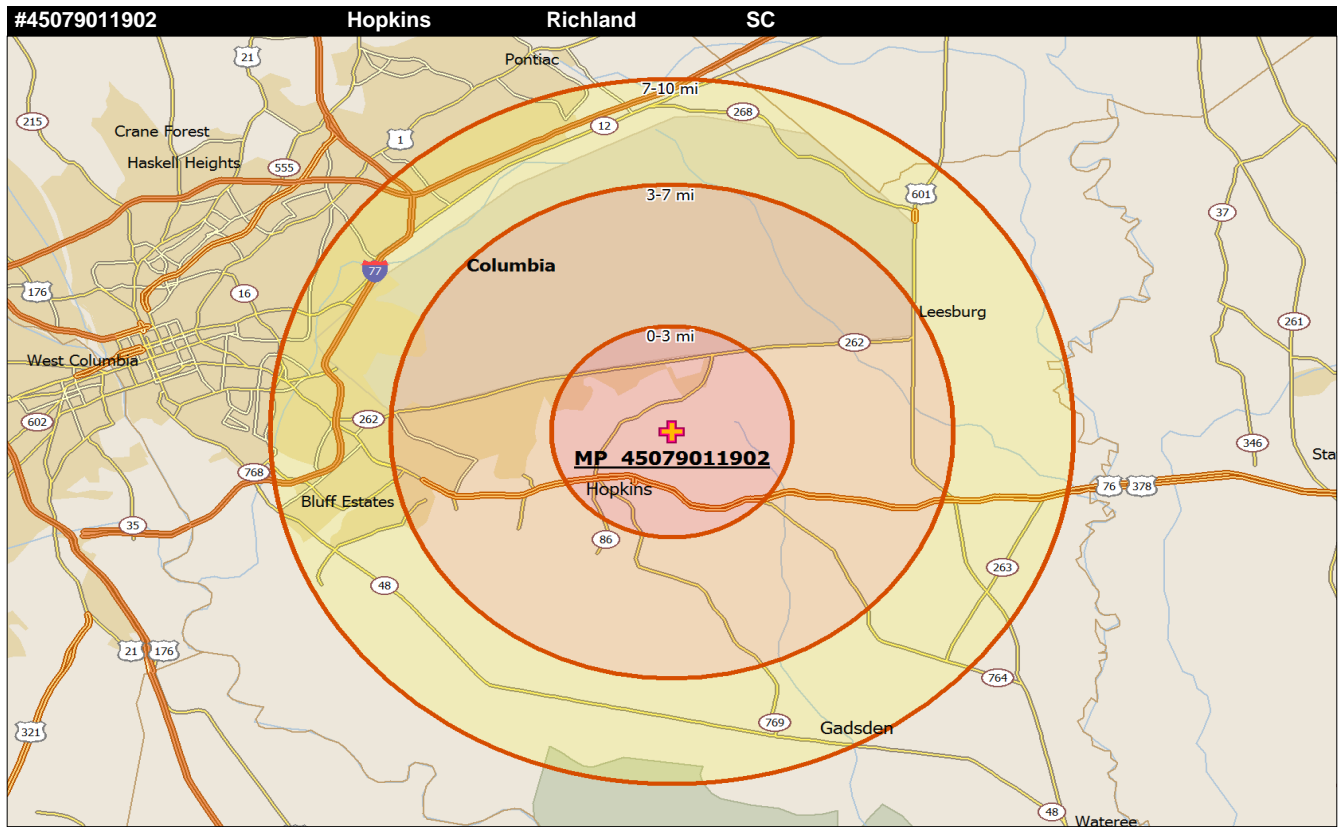| 10	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45063021201	Total Households in 3 mi Ring	3,663
	CT Centroid Latitude	34.12806	Active Evangelical HHLDS	434
	CT Centroid Longitude	-81.33027	Active Evangelical PERCENT	11.86%
	City Location	Chapin	Unreached HHLDS	2,509
	County Location	Lexington	Unreached Percent	68.5%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	558
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.23%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	454
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.4%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	1,497
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40.87%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	65.25%	Low Education County	False
Mainstay Community	27.35%	Low Employment County	False
Working Community	0.41%	Persistent Poverty County	False
Country Community	6.06%	Population Loss County	False
Aspiring Community	0.49%	Nonmetro Recreation County	False
Urban Community	0.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	27.38	Racial Diversity Index	19.05
Ancestry Diversity Index	78.07	Diversity Composite Index	55.85
Foreign Born Diversity Index	65.39	Population Density Index	17.70

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

#45079011902   **Hopkins**   **Richland**   **SC**

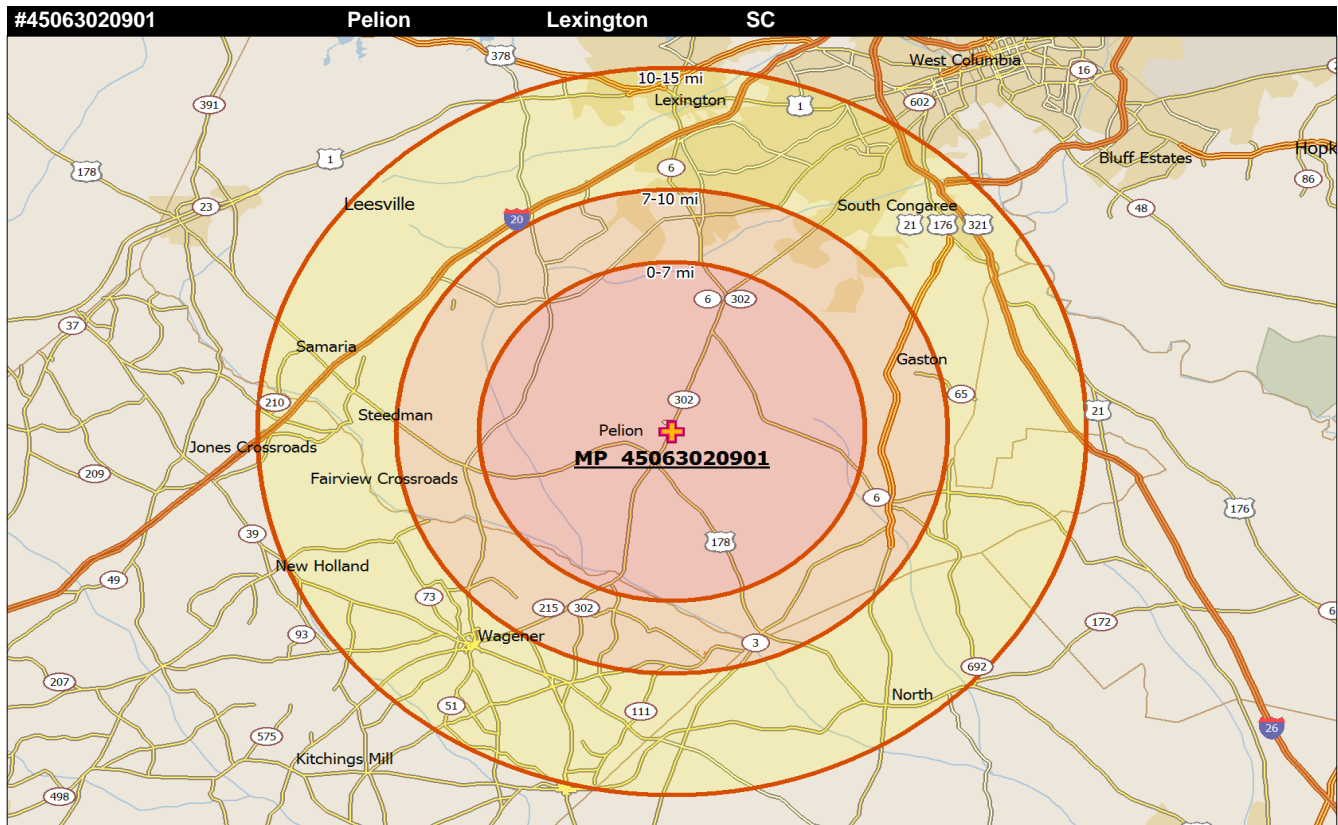| 11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45079011902	Total Households in 3 mi Ring	1,549
	CT Centroid Latitude	33.97057	Active Evangelical HHLDS	256
	CT Centroid Longitude	-80.80911	Active Evangelical PERCENT	16.50%
	City Location	Hopkins	Unreached HHLDS	1,070
	County Location	Richland	Unreached Percent	69.1%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	300
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	19.35%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	159
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.24%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	612
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.52%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.27%	Low Education County	False
Mainstay Community	27.76%	Low Employment County	False
Working Community	7.55%	Persistent Poverty County	False
Country Community	9.88%	Population Loss County	False
Aspiring Community	40.09%	Nonmetro Recreation County	False
Urban Community	2.52%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	41.18	Racial Diversity Index	67.18
Ancestry Diversity Index	17.26	Diversity Composite Index	36.00
Foreign Born Diversity Index	35.99	Population Density Index	15.11

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

#45063020901	Pelion	Lexington	SC

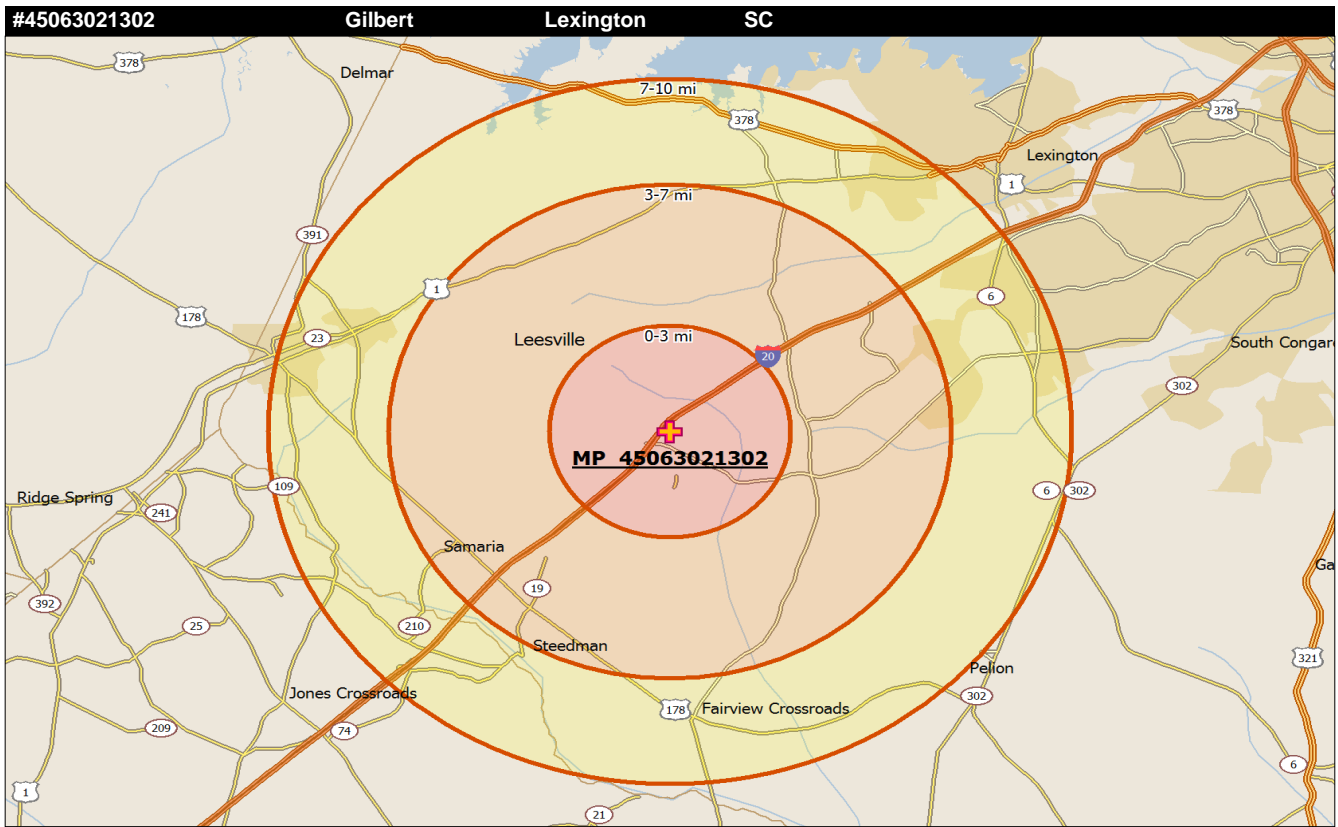| 12	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#45063020901	Total Households in 3 mi Ring	1,581
	CT Centroid Latitude	33.77930	Active Evangelical HHLDS	232
	CT Centroid Longitude	-81.23691	Active Evangelical PERCENT	14.65%
	City Location	Pelion	Unreached HHLDS	963
	County Location	Lexington	Unreached Percent	60.94%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	228
	Sitescape Group code	1.3	Religious but NOT Evang PERCENT	14.39%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	179
	Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	11.32%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	557
	Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	35.26%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	0.13%	Low Education County	False
Mainstay Community	11.13%	Low Employment County	False
Working Community	10.06%	Persistent Poverty County	False
Country Community	72.3%	Population Loss County	False
Aspiring Community	1.58%	Nonmetro Recreation County	False
Urban Community	4.68%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	18.34	Racial Diversity Index	18.94
Ancestry Diversity Index	63.23	Diversity Composite Index	17.12
Foreign Born Diversity Index	33.07	Population Density Index	4.62

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

#45063021302	Gilbert	Lexington	SC

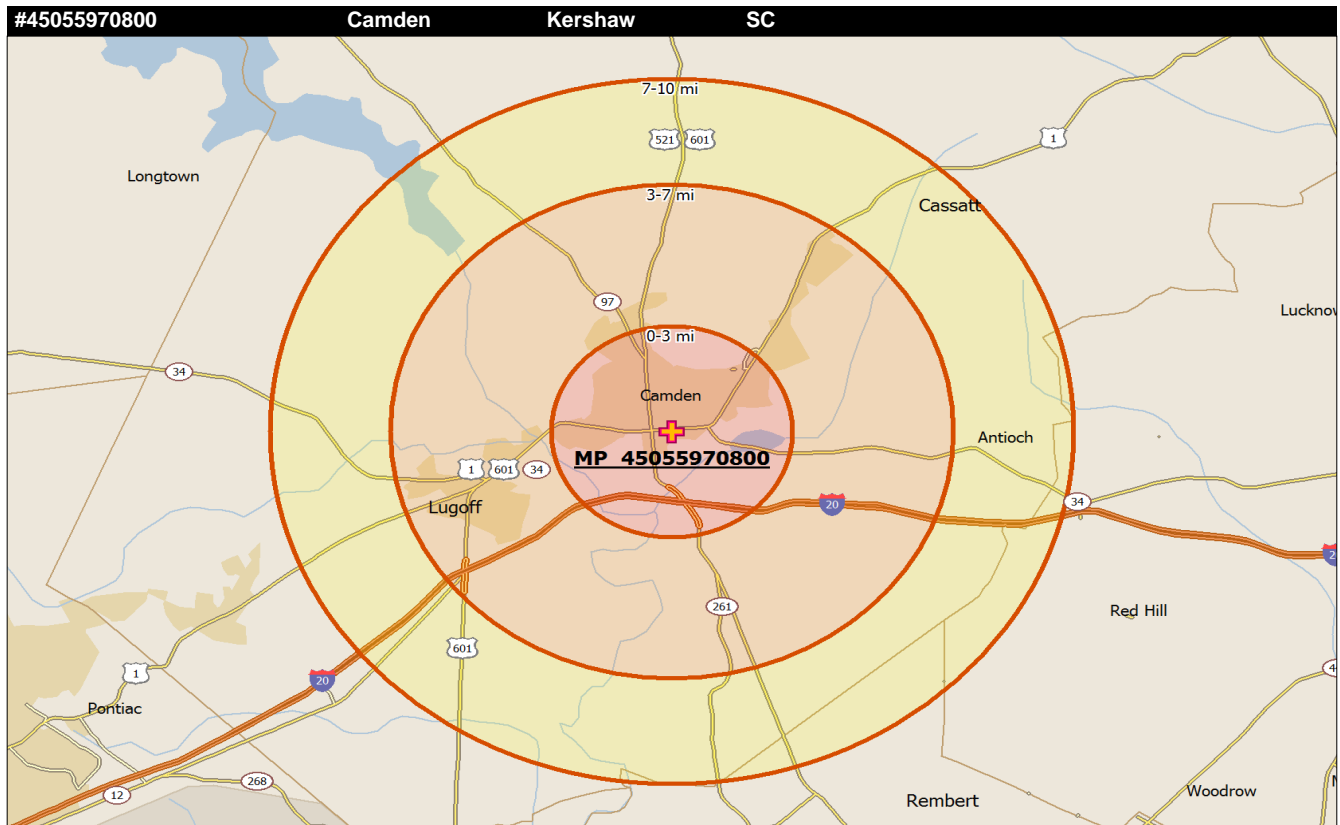| 13	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#45063021302	Total Households in 3 mi Ring	1,242
	CT Centroid Latitude	33.87585	Active Evangelical HHLDS	172
	CT Centroid Longitude	-81.37669	Active Evangelical PERCENT	13.87%
	City Location	Gilbert	Unreached HHLDS	784
	County Location	Lexington	Unreached Percent	63.14%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	173
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.94%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	147
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.8%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	465
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37.4%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	4.83%	Low Education County	False
Mainstay Community	25.36%	Low Employment County	False
Working Community	22.95%	Persistent Poverty County	False
Country Community	45.33%	Population Loss County	False
Aspiring Community	1.53%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.11	Racial Diversity Index	28.45
Ancestry Diversity Index	57.07	Diversity Composite Index	15.89
Foreign Born Diversity Index	12.07	Population Density Index	12.87

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

www.iicm.net

#45055970800	Camden	Kershaw	SC

14	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45055970800	Total Households in 3 mi Ring	4,958
	CT Centroid Latitude	34.24583	Active Evangelical HHLDS	775
	CT Centroid Longitude	-80.59805	Active Evangelical PERCENT	15.63%
	City Location	Camden	Unreached HHLDS	3,503
	County Location	Kershaw	Unreached Percent	70.65%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	1,200
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	24.19%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	375
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	7.55%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,970
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.73%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.21%	Low Education County	False
Mainstay Community	9.34%	Low Employment County	False
Working Community	19.24%	Persistent Poverty County	False
Country Community	4.05%	Population Loss County	False
Aspiring Community	36.43%	Nonmetro Recreation County	False
Urban Community	22.71%	Retirement Destination County	False

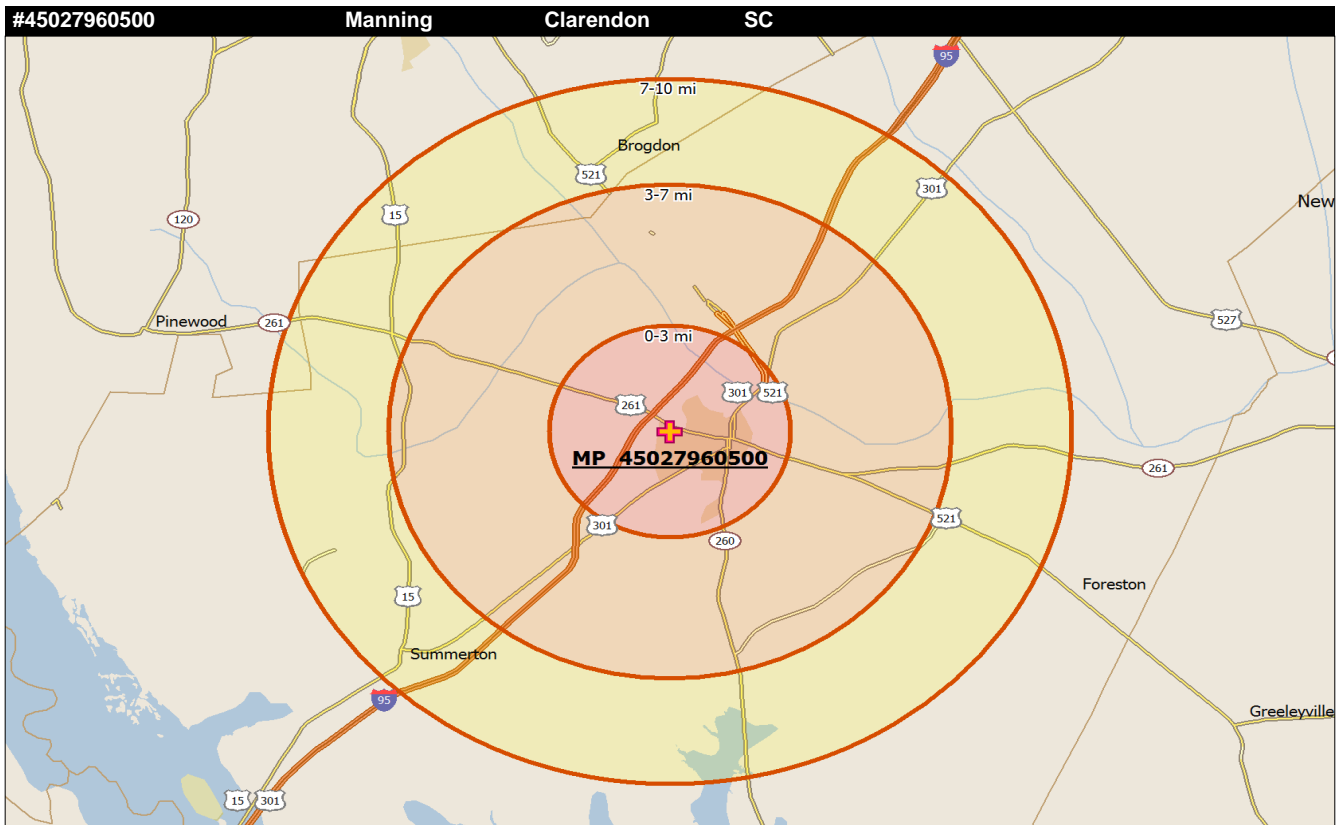| 3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.84	Racial Diversity Index	61.85
Ancestry Diversity Index	23.70	Diversity Composite Index	17.18
Foreign Born Diversity Index	37.86	Population Density Index	25.41

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

#45063021402　　　　**Batesburg**　　　　**Lexington**　　　　**SC**
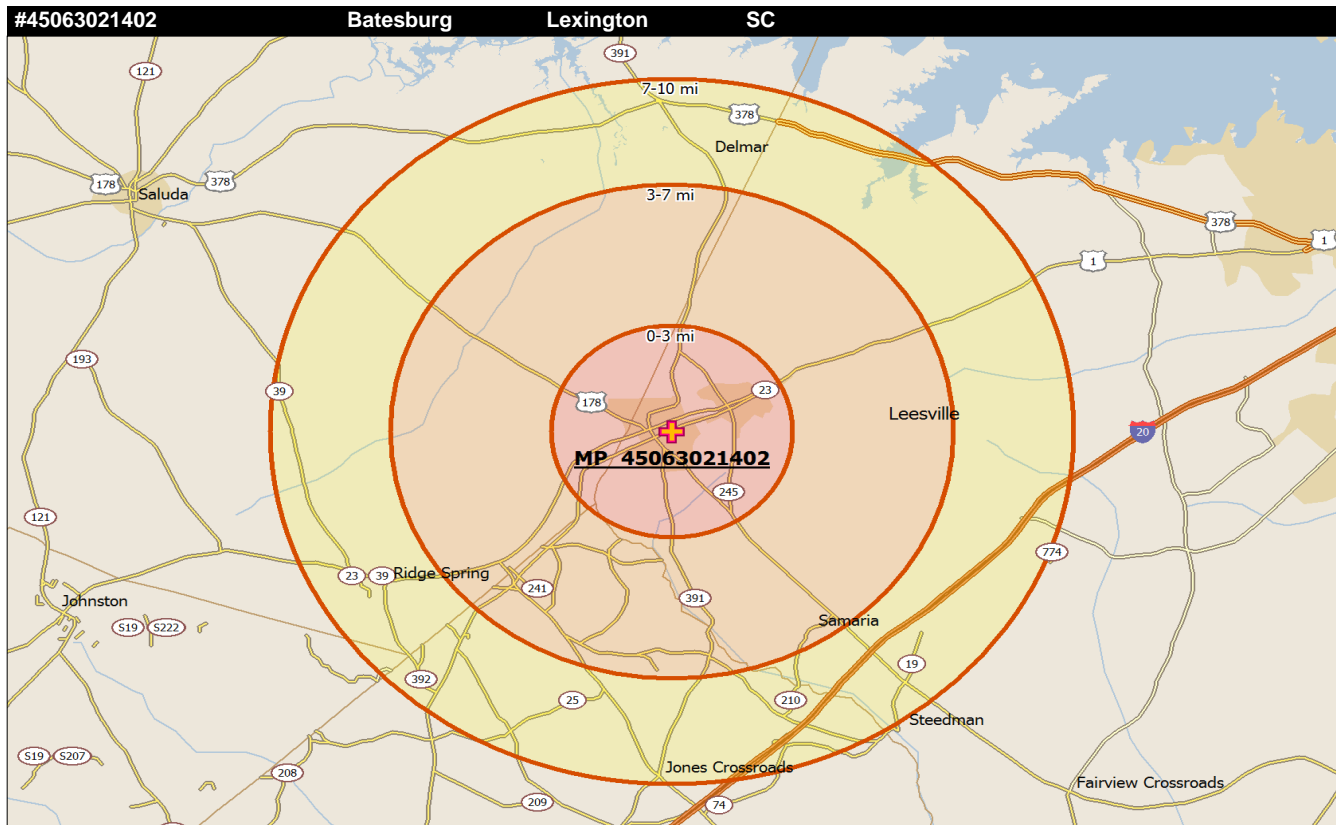
MP 45063021402

15	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45063021402	Total Households in 3 mi Ring	3,040
	CT Centroid Latitude	33.90658	Active Evangelical HHLDS	342
	CT Centroid Longitude	-81.53809	Active Evangelical PERCENT	11.26%
	City Location	Batesburg	Unreached HHLDS	2,129
	County Location	Lexington	Unreached Percent	70.04%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	742
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	24.41%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	210
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.92%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,209
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39.76%

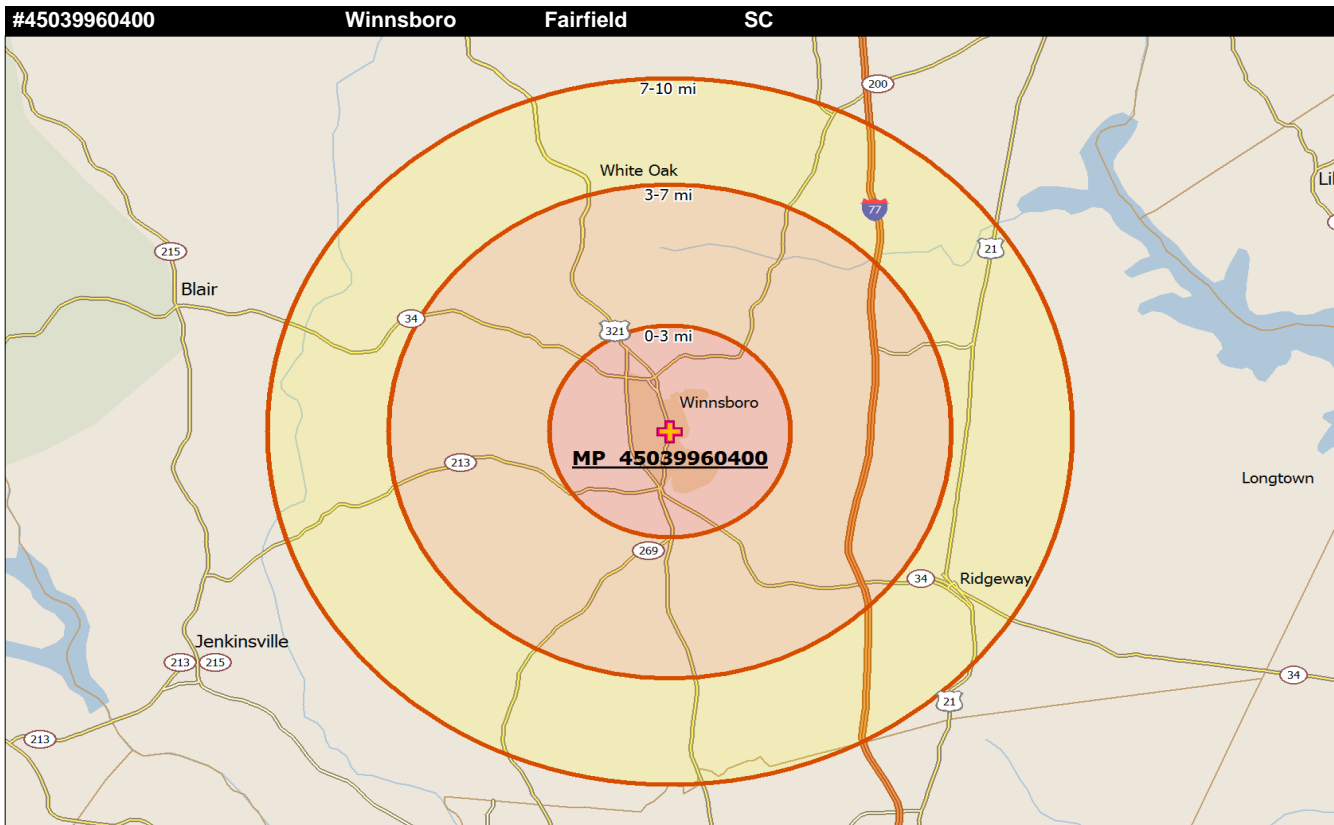| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.81%	Low Education County	False
Mainstay Community	5.33%	Low Employment County	False
Working Community	15.66%	Persistent Poverty County	False
Country Community	7.66%	Population Loss County	False
Aspiring Community	46.81%	Nonmetro Recreation County	False
Urban Community	22.7%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.06	Racial Diversity Index	66.85
Ancestry Diversity Index	25.43	Diversity Composite Index	12.86
Foreign Born Diversity Index	15.83	Population Density Index	21.70

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

#45027960500   **Manning**   **Clarendon**   **SC**

16	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45027960500	Total Households in 3 mi Ring	2,546
	CT Centroid Latitude	33.69792	Active Evangelical HHLDS	543
	CT Centroid Longitude	-80.23665	Active Evangelical PERCENT	21.33%
	City Location	Manning	Unreached HHLDS	1,722
	County Location	Clarendon	Unreached Percent	67.64%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	648
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	25.44%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	89
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.5%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,077
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	42.3%

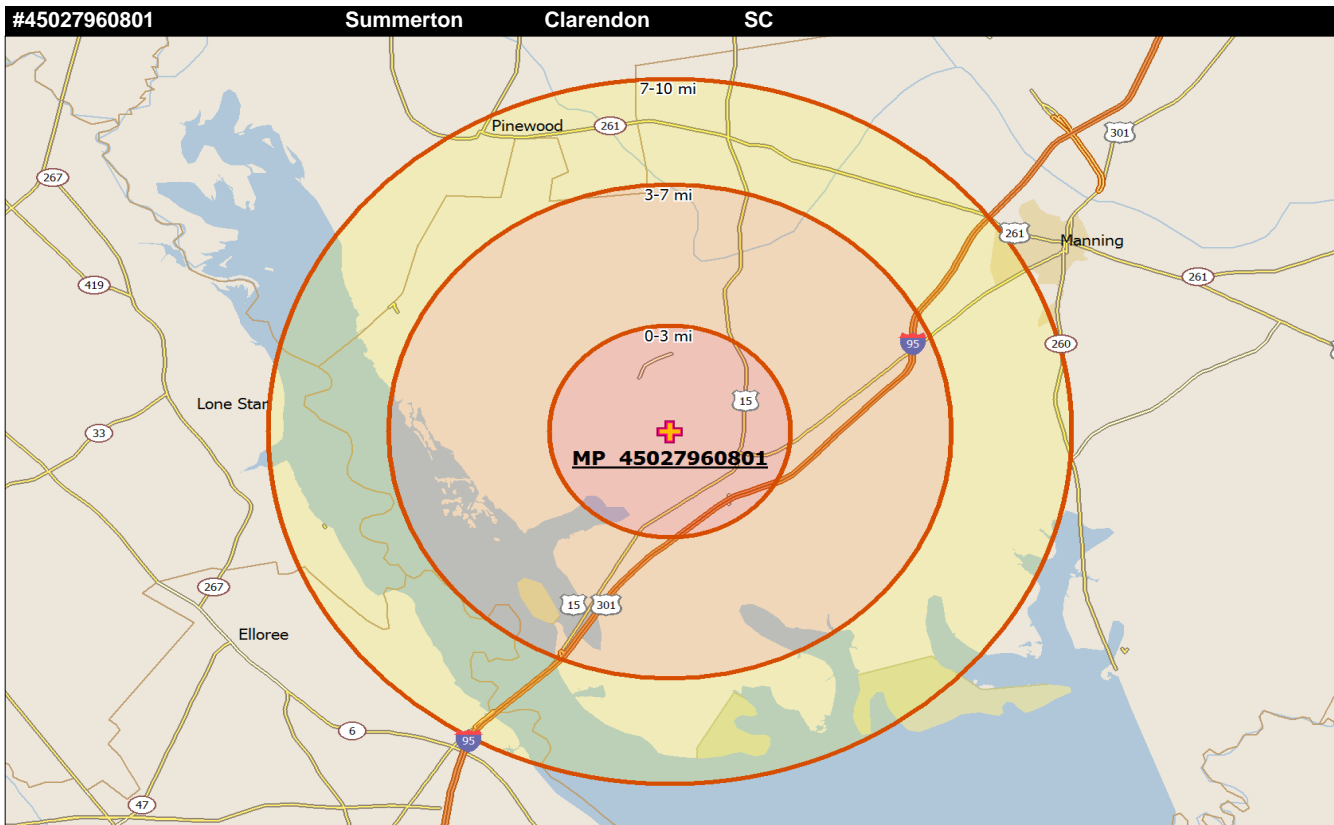| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.82%	Low Education County	True
Mainstay Community	1.92%	Low Employment County	True
Working Community	4.52%	Persistent Poverty County	True
Country Community	9.54%	Population Loss County	False
Aspiring Community	14.3%	Nonmetro Recreation County	False
Urban Community	68.93%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	25.04	Racial Diversity Index	63.99
Ancestry Diversity Index	8.47	Diversity Composite Index	10.42
Foreign Born Diversity Index	19.09	Population Density Index	16.15

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

#45039960400	Winnsboro	Fairfield	SC

17	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45039960400	Total Households in 3 mi Ring	2,829
	CT Centroid Latitude	34.37018	Active Evangelical HHLDS	560
	CT Centroid Longitude	-81.08314	Active Evangelical PERCENT	19.81%
	City Location	Winnsboro	Unreached HHLDS	2,017
	County Location	Fairfield	Unreached Percent	71.28%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	828
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	29.28%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	118
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	4.17%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,132
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.03%

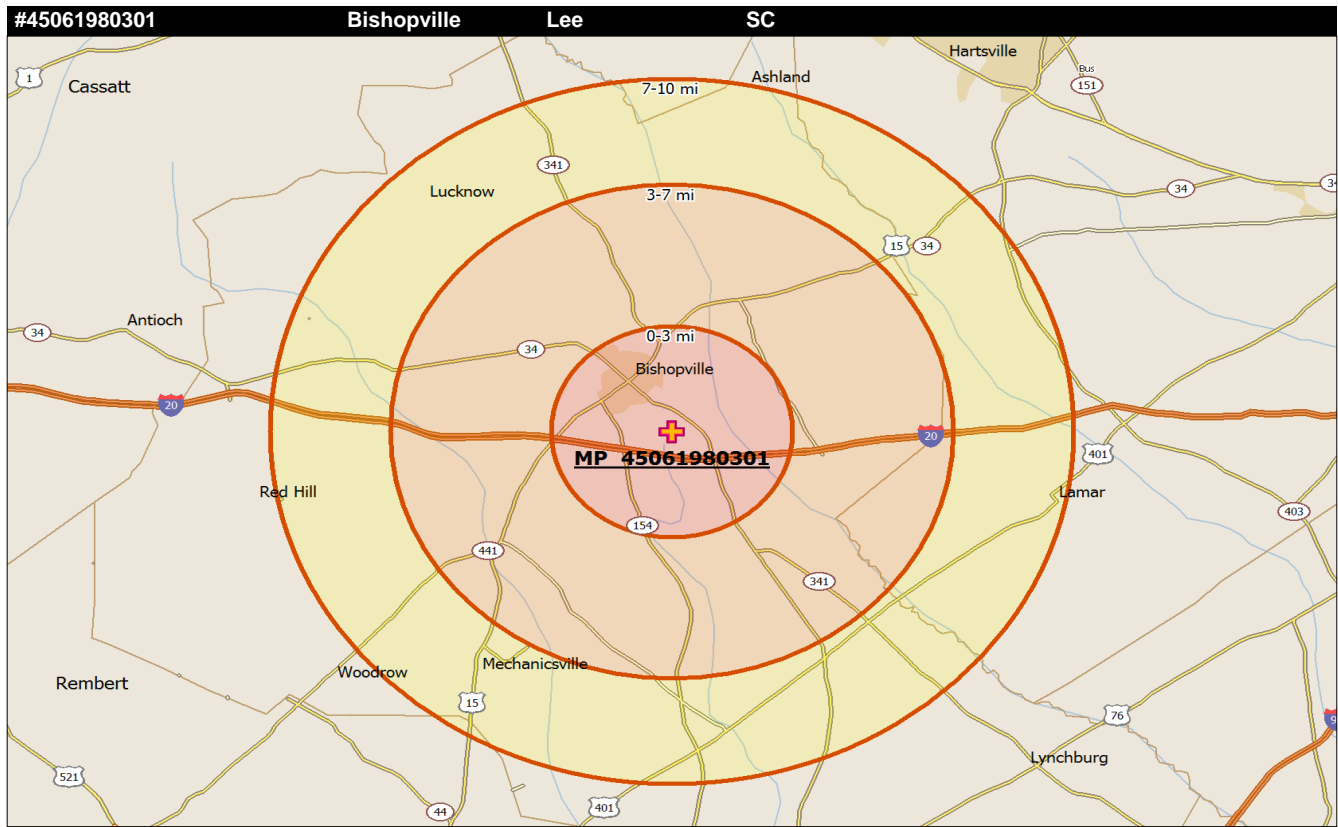| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.91%	Low Education County	True
Mainstay Community	1.73%	Low Employment County	False
Working Community	2.05%	Persistent Poverty County	False
Country Community	0.21%	Population Loss County	False
Aspiring Community	39.73%	Nonmetro Recreation County	False
Urban Community	54.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.53	Racial Diversity Index	67.09
Ancestry Diversity Index	9.46	Diversity Composite Index	8.31
Foreign Born Diversity Index	26.71	Population Density Index	19.77

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

#45027960801	Summerton	Clarendon	SC

18	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45027960801	Total Households in 3 mi Ring	875
	CT Centroid Latitude	33.61719	Active Evangelical HHLDS	184
	CT Centroid Longitude	-80.38210	Active Evangelical PERCENT	21.00%
	City Location	Summerton	Unreached HHLDS	596
	County Location	Clarendon	Unreached Percent	68.1%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	230
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	26.28%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	30
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.47%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	367
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.9%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	6.06%	Persistent Poverty County	True
Country Community	7.77%	Population Loss County	False
Aspiring Community	18.74%	Nonmetro Recreation County	False
Urban Community	67.43%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.54	Racial Diversity Index	55.35
Ancestry Diversity Index	3.51	Diversity Composite Index	5.83
Foreign Born Diversity Index	19.78	Population Density Index	9.02

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

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#45061980301	Bishopville	Lee	SC

MP 45061980301

19	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#45061980301	Total Households in 3 mi Ring	1,670
	CT Centroid Latitude	34.19733	Active Evangelical HHLDS	321
	CT Centroid Longitude	-80.22949	Active Evangelical PERCENT	19.25%
	City Location	Bishopville	Unreached HHLDS	1,157
	County Location	Lee	Unreached Percent	69.3%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	480
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.77%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	31
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.87%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	713
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	42.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.96%	Low Education County	True
Mainstay Community	0%	Low Employment County	False
Working Community	0.78%	Persistent Poverty County	True
Country Community	1.08%	Population Loss County	False
Aspiring Community	22.16%	Nonmetro Recreation County	False
Urban Community	75.03%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	44.18	Racial Diversity Index	55.70
Ancestry Diversity Index	7.41	Diversity Composite Index	11.13
Foreign Born Diversity Index	12.02	Population Density Index	15.81

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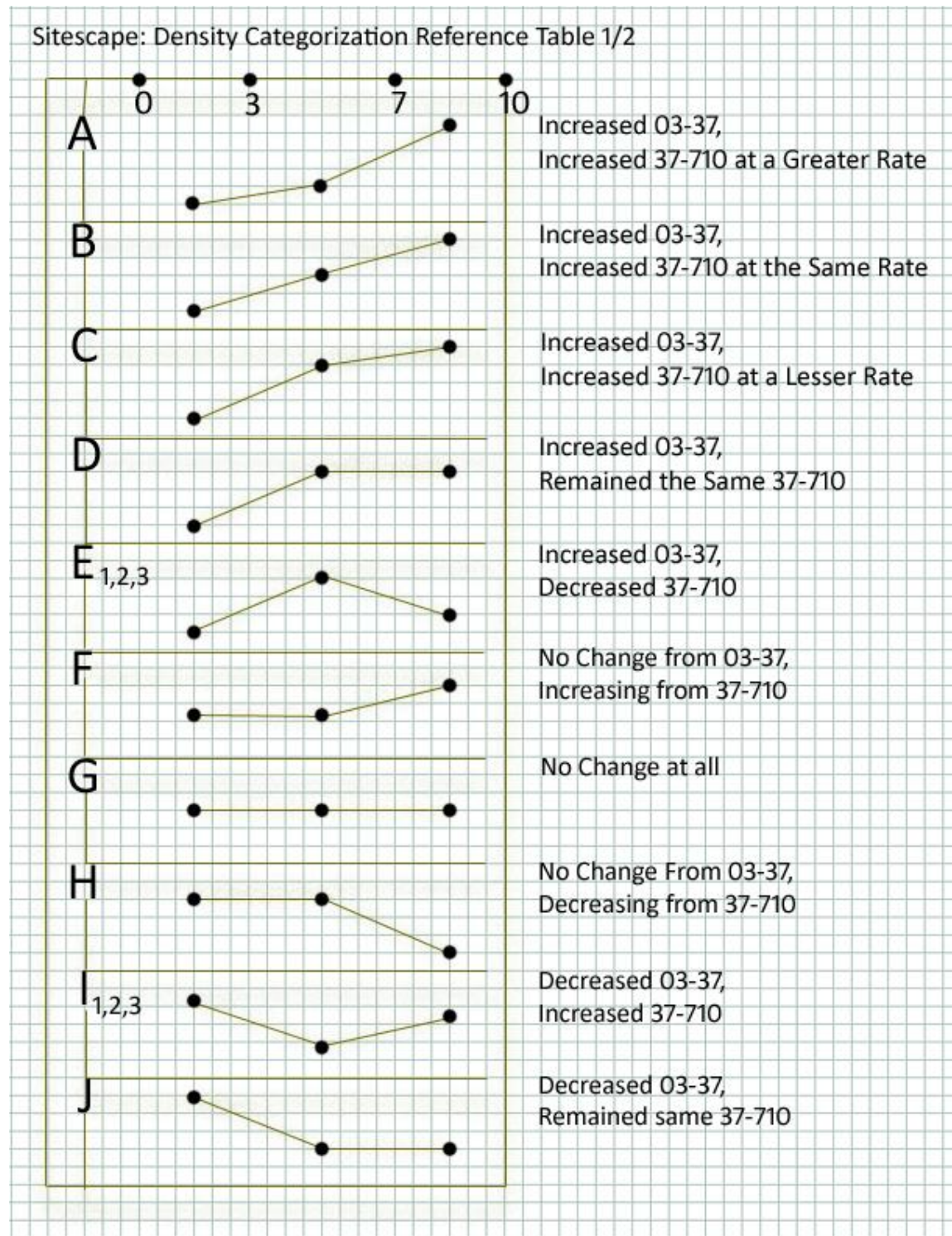
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location.   There are 5 types Decreasing Density patterns:

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
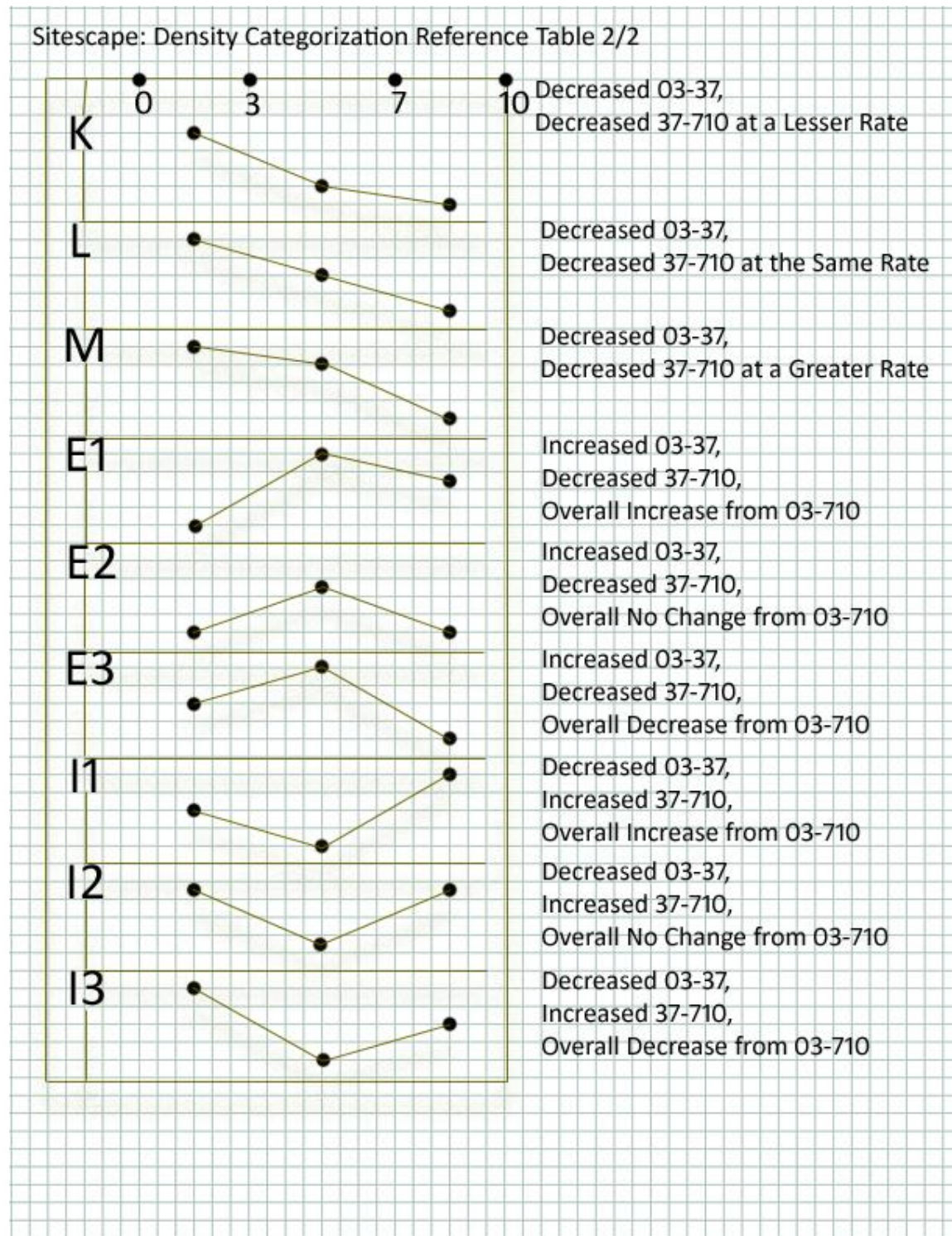M - Decreasing Density at a Greater Rate

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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