MISSION POINTS
Top Unreached Locations

North Jefferson
St. Clair
Sulphur Springs
Birmingham
Mud Creek
Bessemer
Coosa River
Shelby

11
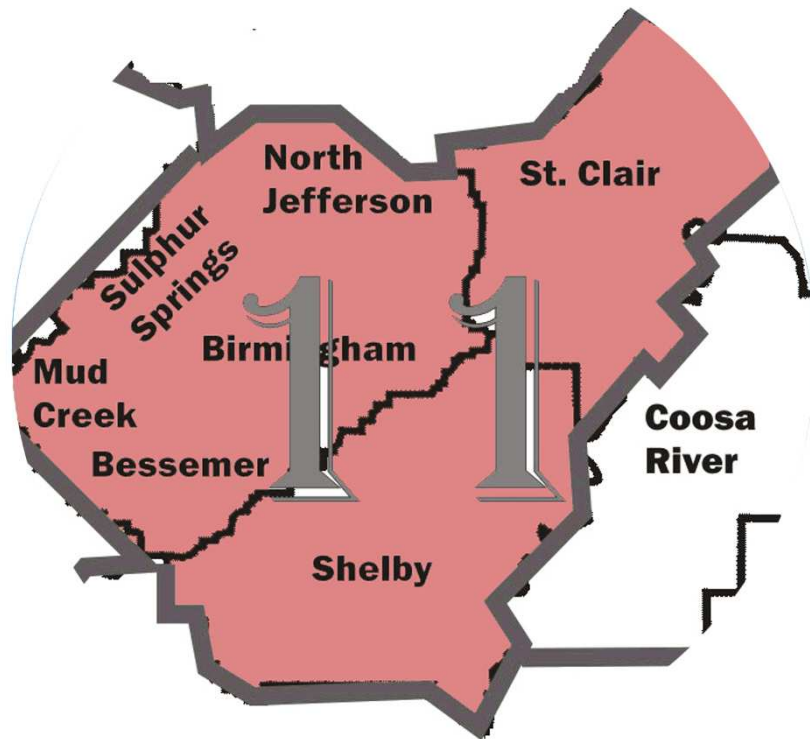
Top Mission Points in District 11:
Birmingham Metro District, Alabama

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.

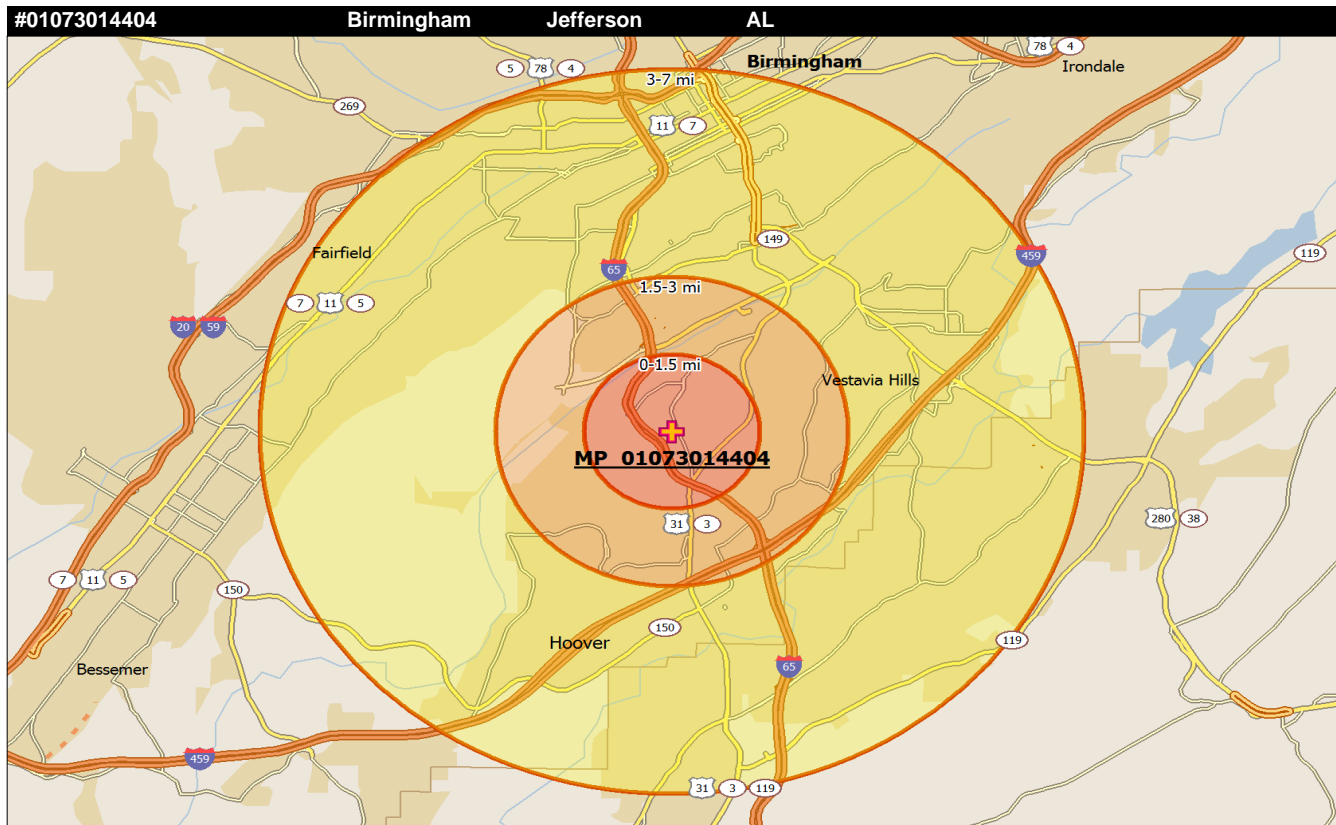God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director
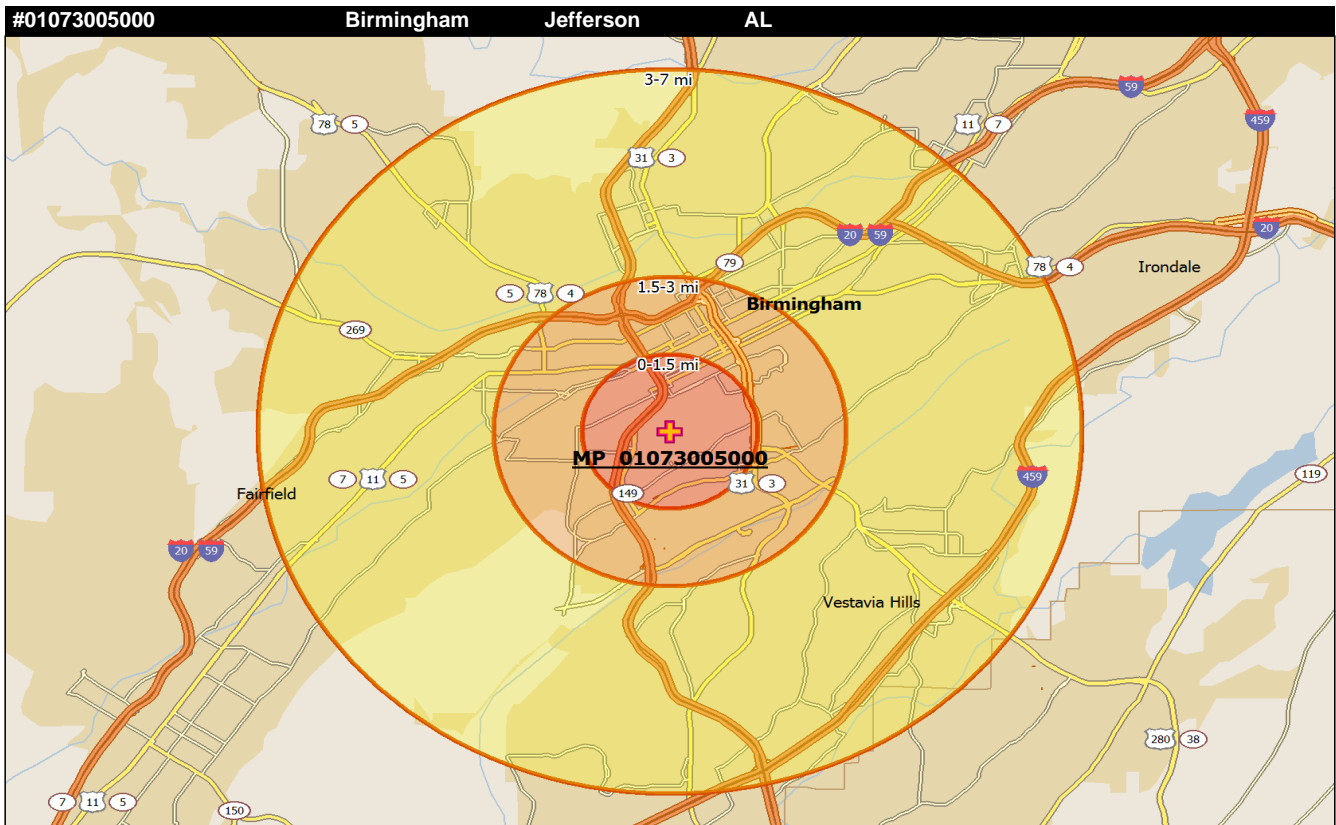
#01073005000	Birmingham	Jefferson	AL

MP 01073005000

1	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073005000	Total Households in 3 mi Ring	38,678
	CT Centroid Latitude	33.48763	Active Evangelical HHLDS	7,839
	CT Centroid Longitude	-86.81243	Active Evangelical PERCENT	20.27%
	City Location	Birmingham	Unreached HHLDS	28,258
	County Location	Jefferson	Unreached Percent	73.06%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	9,494
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	24.55%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,262
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.43%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	15,806
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.87%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.77%	Low Education County	False
Mainstay Community	4.53%	Low Employment County	False
Working Community	5.33%	Persistent Poverty County	False
Country Community	0.33%	Populaltion Loss County	False
Aspiring Community	22.37%	Nonmetro Recreation County	False
Urban Community	49.66%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	43.29	Racial Diversity Index	72.81
Ancestry Diversity Index	18.17	Diversity Composite Index	45.80
Foreign Born Diversity Index	86.39	Population Density Index	65.88

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

#01073014404	Birmingham	Jefferson	AL

MP 01073014404

2	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#01073014404	Total Households in 3 mi Ring	25,604
	CT Centroid Latitude	33.43307	Active Evangelical HHLDS	5,520
	CT Centroid Longitude	-86.81875	Active Evangelical PERCENT	21.56%
	City Location	Birmingham	Unreached HHLDS	18,266
	County Location	Jefferson	Unreached Percent	71.34%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	4,192
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.37%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,199
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.49%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	10,874
	Population Pattern	50000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.47%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	55.04%	Low Education County	False
Mainstay Community	11.95%	Low Employment County	False
Working Community	4.39%	Persistent Poverty County	False
Country Community	0.94%	Populaltion Loss County	False
Aspiring Community	25.4%	Nonmetro Recreation County	False
Urban Community	2.28%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		**3 MILE RING COUNTY TYPES**	
Language Diversity Index	44.56	Racial Diversity Index	43.88
Ancestry Diversity Index	80.45	Diversity Composite Index	49.99
Foreign Born Diversity Index	65.70	Population Density Index	47.65
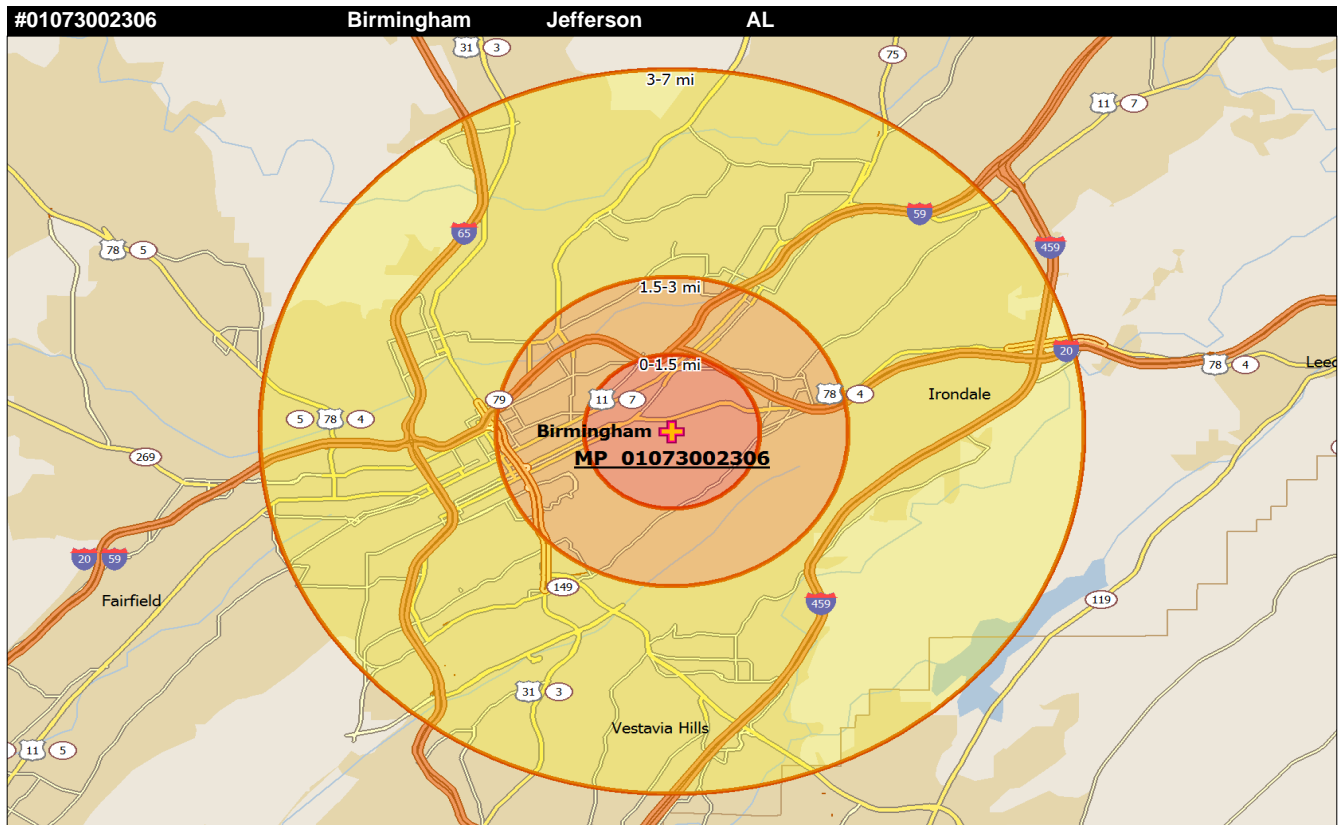
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

#01073002306	Birmingham	Jefferson	AL

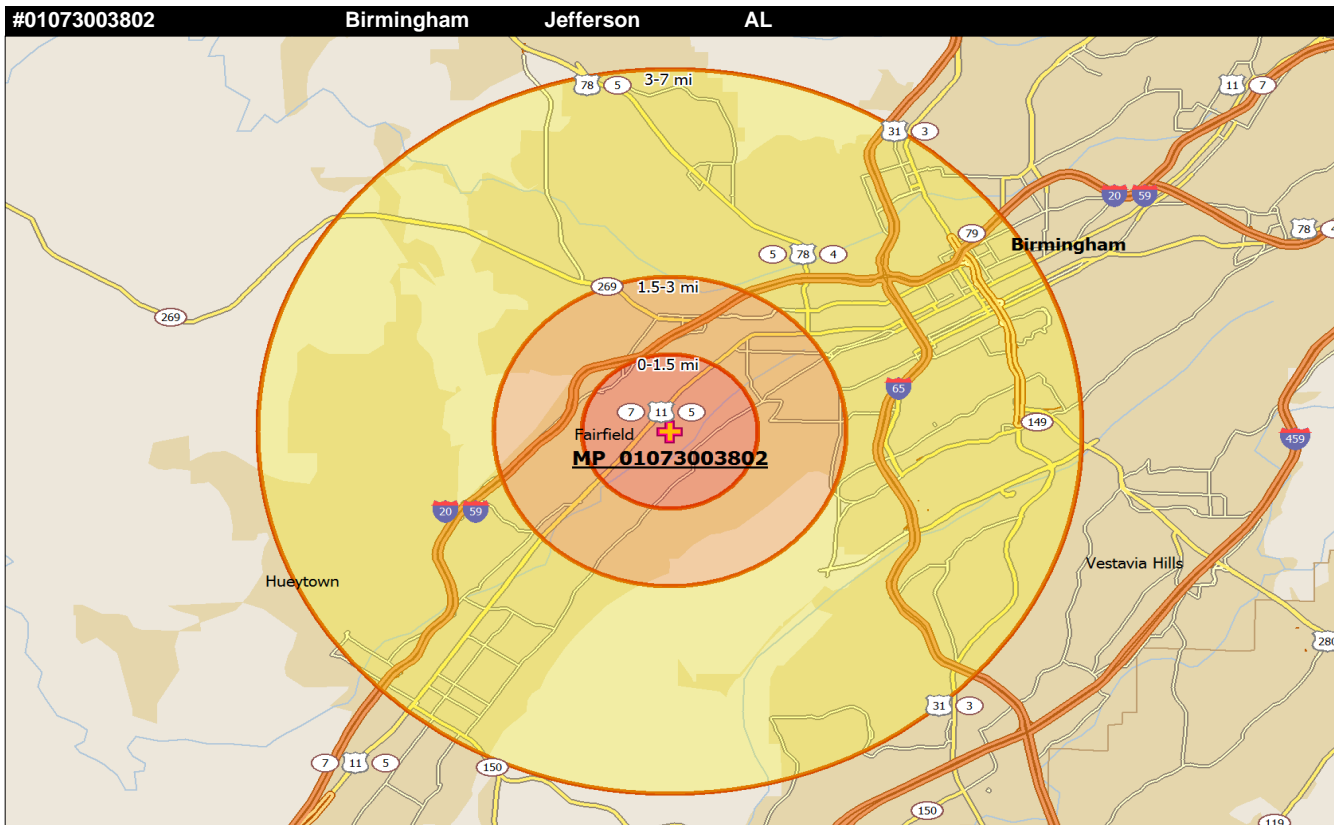| 3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073002306	Total Households in 3 mi Ring	28,175
	CT Centroid Latitude	33.52285	Active Evangelical HHLDS	5,685
	CT Centroid Longitude	-86.74844	Active Evangelical PERCENT	20.18%
	City Location	Birmingham	Unreached HHLDS	20,617
	County Location	Jefferson	Unreached Percent	73.18%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,743
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.93%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,581
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.16%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,464
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40.69%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.7%	Low Education County	False
Mainstay Community	8.23%	Low Employment County	False
Working Community	6.57%	Persistent Poverty County	False
Country Community	0.56%	Populaltion Loss County	False
Aspiring Community	19.39%	Nonmetro Recreation County	False
Urban Community	35.55%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	28.94	Racial Diversity Index	70.22
Ancestry Diversity Index	27.48	Diversity Composite Index	42.54
Foreign Born Diversity Index	51.10	Population Density Index	54.93

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

#01073003802	Birmingham	Jefferson	AL

4	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073003802	Total Households in 3 mi Ring	28,688
	CT Centroid Latitude	33.47956	Active Evangelical HHLDS	6,380
	CT Centroid Longitude	-86.88919	Active Evangelical PERCENT	22.24%
	City Location	Birmingham	Unreached HHLDS	20,210
	County Location	Jefferson	Unreached Percent	70.45%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	9,022
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	31.45%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	675
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	2.35%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,845
	Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	37.8%

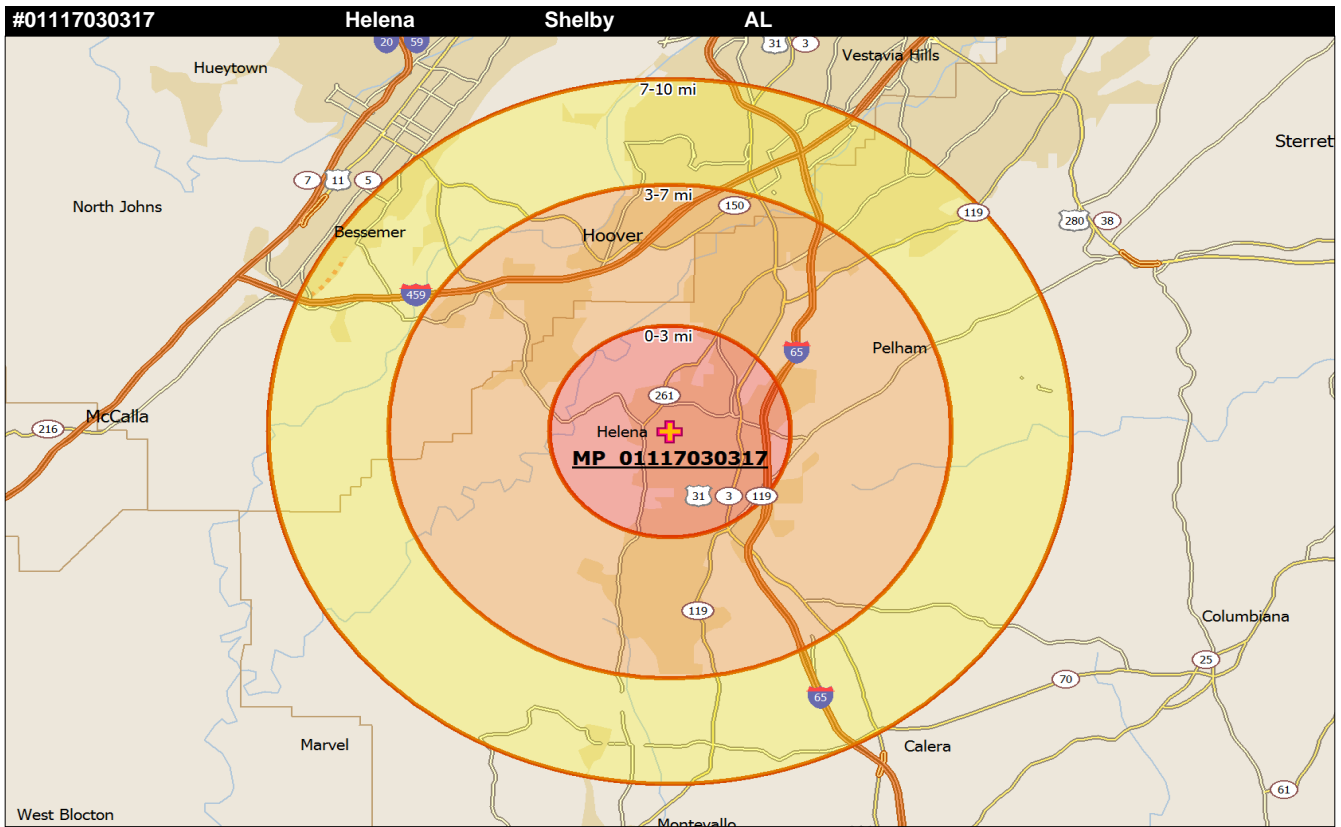| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.25%	Low Employment County	False
Working Community	1.53%	Persistent Poverty County	False
Country Community	0.07%	Populaltion Loss County	False
Aspiring Community	8.75%	Nonmetro Recreation County	False
Urban Community	89.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	11.61	Racial Diversity Index	24.87
Ancestry Diversity Index	0.87	Diversity Composite Index	14.23
Foreign Born Diversity Index	24.54	Population Density Index	63.31
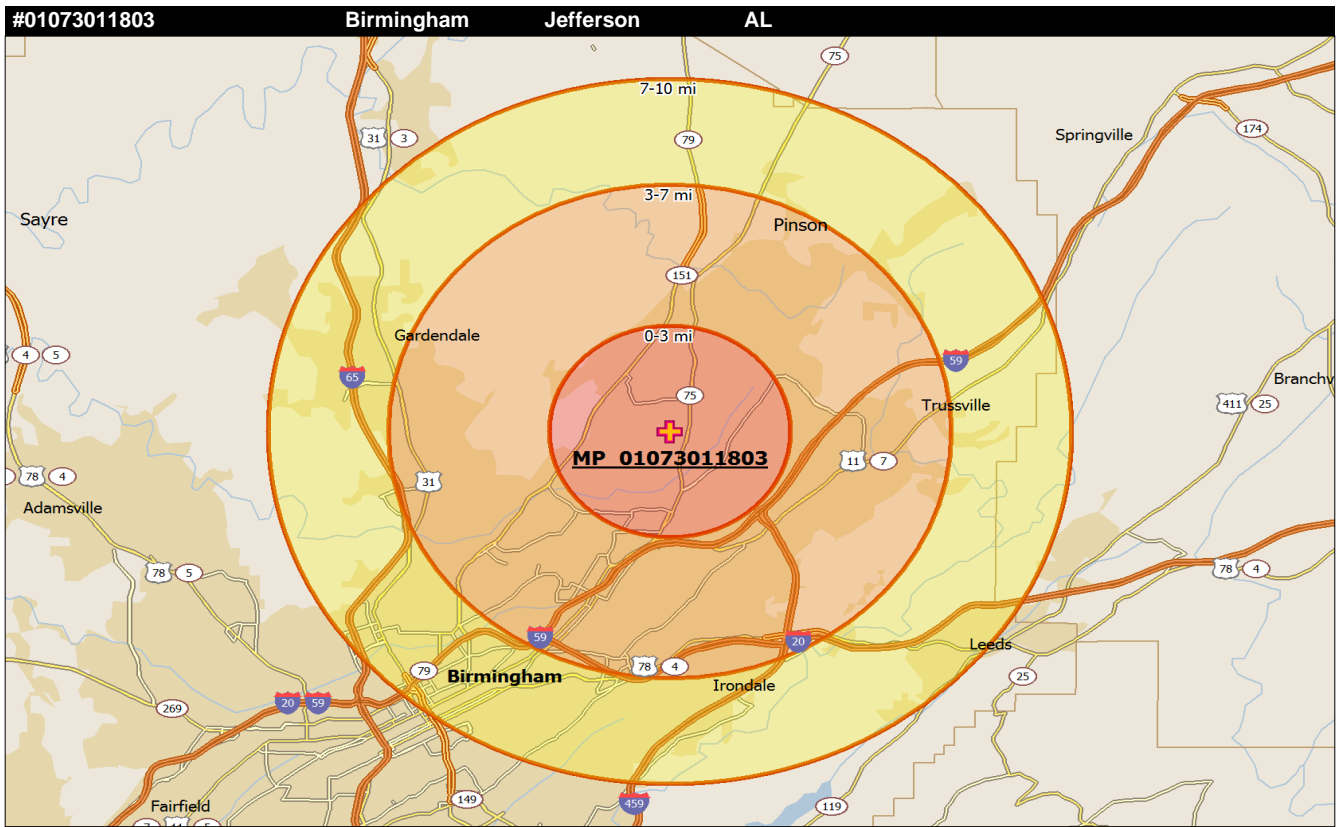
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

www.iicm.net

#01073011803   **Birmingham**   **Jefferson**   **AL**

MP_01073011803

5	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073011803	Total Households in 3 mi Ring	22,425
	CT Centroid Latitude	33.62910	Active Evangelical HHLDS	4,950
	CT Centroid Longitude	-86.69577	Active Evangelical PERCENT	22.07%
	City Location	Birmingham	Unreached HHLDS	15,843
	County Location	Jefferson	Unreached Percent	70.65%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	5,319
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	23.72%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	1,760
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	7.85%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,788
	Population Pattern	100000-100000-100000	NOT Evangelical NOT Interested PERCENT	39.19%

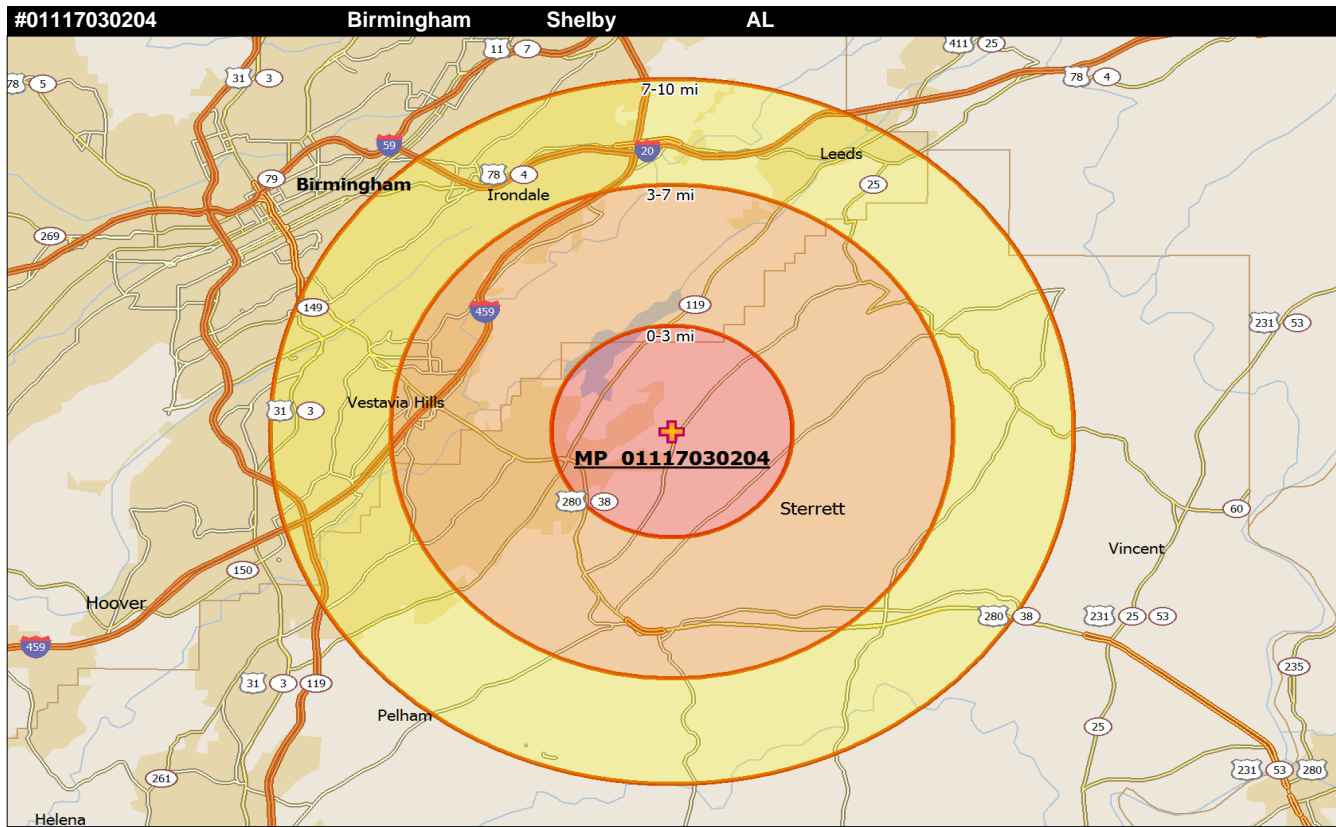| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.18%	Low Education County	False
Mainstay Community	4.02%	Low Employment County	False
Working Community	25.46%	Persistent Poverty County	False
Country Community	2.03%	Populaltion Loss County	False
Aspiring Community	40.62%	Nonmetro Recreation County	False
Urban Community	16.68%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	19.14	Racial Diversity Index	67.07
Ancestry Diversity Index	22.46	Diversity Composite Index	31.81
Foreign Born Diversity Index	70.45	Population Density Index	53.49

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

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#01117030317	Helena	Shelby	AL

MP_01117030317

6	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01117030317	Total Households in 3 mi Ring	13,323
	CT Centroid Latitude	33.27891	Active Evangelical HHLDS	1,863
	CT Centroid Longitude	-86.83952	Active Evangelical PERCENT	13.99%
	City Location	Helena	Unreached HHLDS	9,074
	County Location	Shelby	Unreached Percent	68.11%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	1,980
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.86%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,749
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	13.13%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	5,350
	Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	40.15%

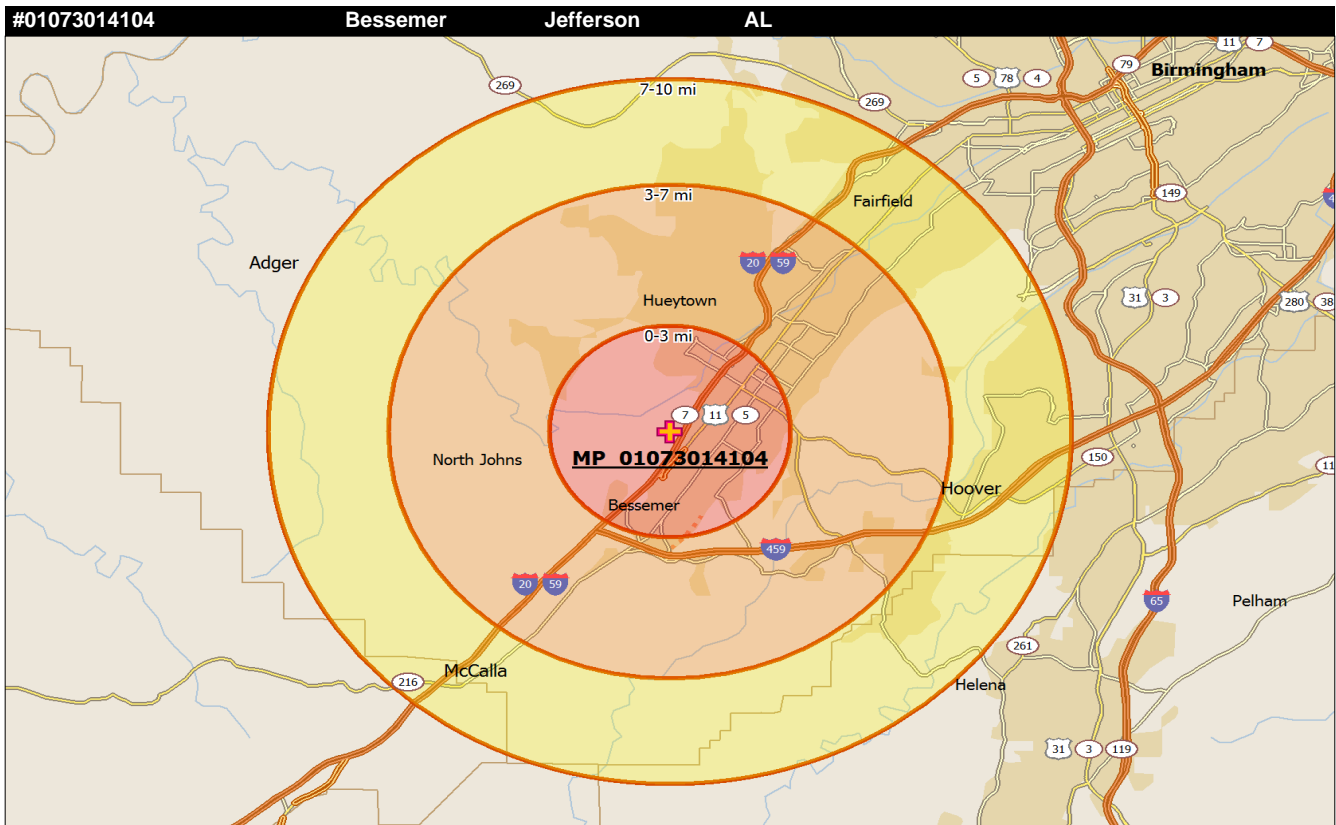| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	56.46%	Low Education County	False
Mainstay Community	28.63%	Low Employment County	False
Working Community	1.25%	Persistent Poverty County	False
Country Community	0.38%	Populaltion Loss County	False
Aspiring Community	12.5%	Nonmetro Recreation County	False
Urban Community	0.75%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	15.13	Racial Diversity Index	35.99
Ancestry Diversity Index	82.45	Diversity Composite Index	32.06
Foreign Born Diversity Index	21.21	Population Density Index	37.17

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

#01117030204   **Birmingham**   **Shelby**   **AL**

7	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01117030204	Total Households in 3 mi Ring	5,663
	CT Centroid Latitude	33.43385	Active Evangelical HHLDS	673
	CT Centroid Longitude	-86.62682	Active Evangelical PERCENT	11.89%
	City Location	Birmingham	Unreached HHLDS	4,128
	County Location	Shelby	Unreached Percent	72.89%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	993
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	17.54%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	758
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	13.38%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	2,377
	Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41.97%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	83.28%	Low Education County	False
Mainstay Community	2.17%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	5.07%	Populaltion Loss County	False
Aspiring Community	9.46%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	11.68	Racial Diversity Index	21.67
Ancestry Diversity Index	90.23	Diversity Composite Index	50.97
Foreign Born Diversity Index	51.67	Population Density Index	22.69

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

#01073014104   **Bessemer**   **Jefferson**   **AL**

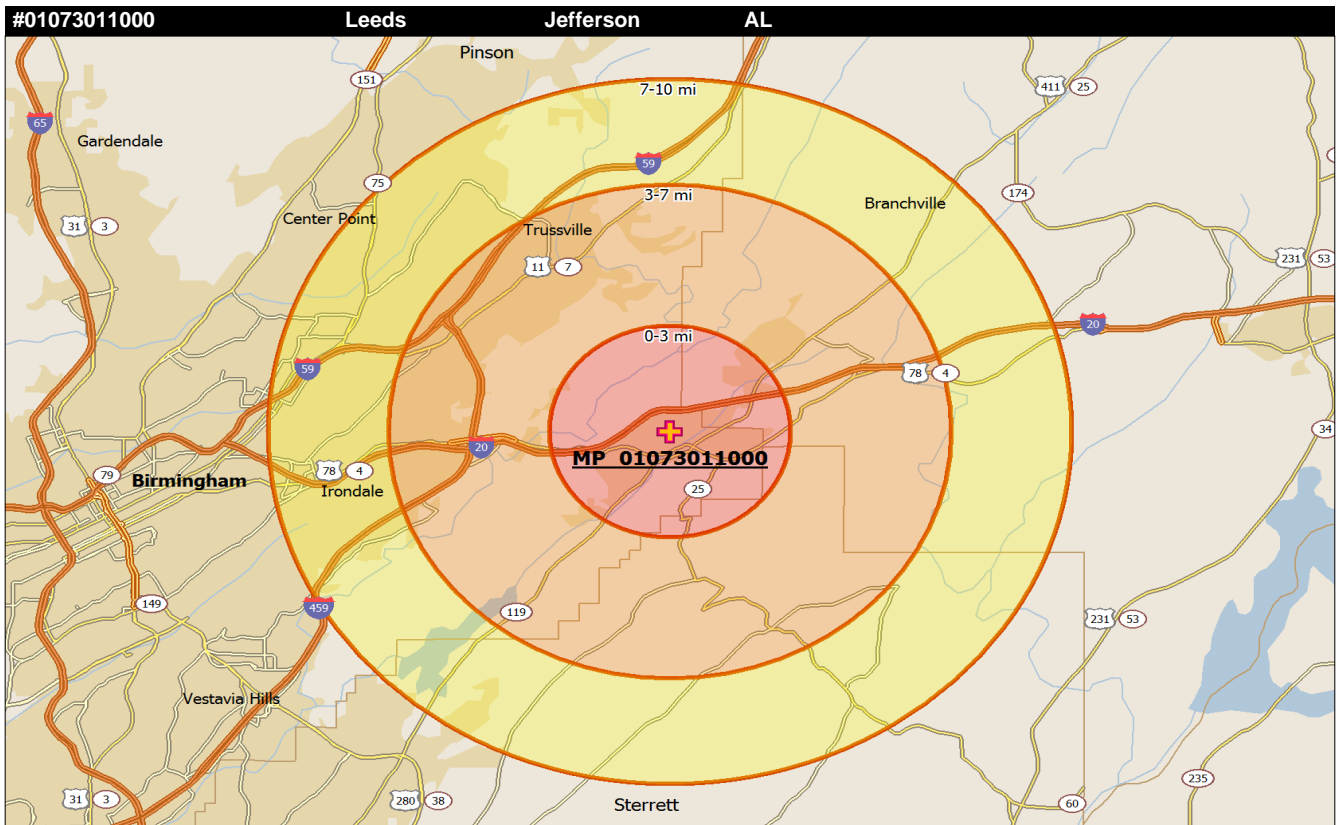| 8	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073014104	Total Households in 3 mi Ring	9,672
	CT Centroid Latitude	33.34967	Active Evangelical HHLDS	2,177
	CT Centroid Longitude	-87.01934	Active Evangelical PERCENT	22.50%
	City Location	Bessemer	Unreached HHLDS	6,779
	County Location	Jefferson	Unreached Percent	70.09%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	2,682
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.73%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	419
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	4.33%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	3,829
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.59%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.91%	Low Education County	False
Mainstay Community	1.56%	Low Employment County	False
Working Community	15.05%	Persistent Poverty County	False
Country Community	1.39%	Populaltion Loss County	False
Aspiring Community	26.15%	Nonmetro Recreation County	False
Urban Community	54.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	8.31	Racial Diversity Index	65.31
Ancestry Diversity Index	10.84	Diversity Composite Index	14.14
Foreign Born Diversity Index	30.41	Population Density Index	19.84

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

#01073011000	Leeds	Jefferson	AL

MP_01073011000

9	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073011000	Total Households in 3 mi Ring	5,045
	CT Centroid Latitude	33.54427	Active Evangelical HHLDS	1,252
	CT Centroid Longitude	-86.55423	Active Evangelical PERCENT	24.82%
	City Location	Leeds	Unreached HHLDS	3,381
	County Location	Jefferson	Unreached Percent	67.01%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	849
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.83%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	536
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.63%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	2,018
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.99%

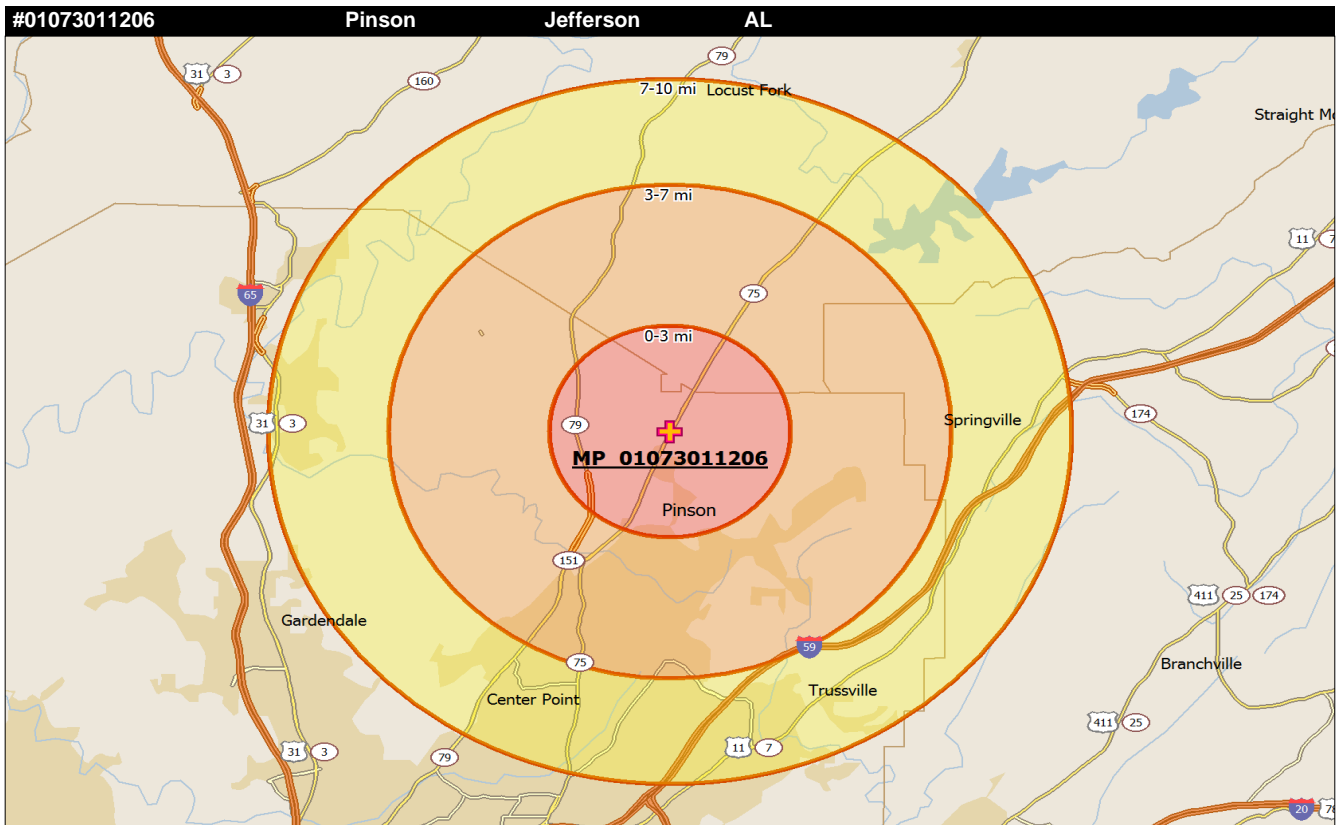| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.85%	Low Education County	False
Mainstay Community	14.33%	Low Employment County	False
Working Community	57.15%	Persistent Poverty County	False
Country Community	9.99%	Populaltion Loss County	False
Aspiring Community	2.44%	Nonmetro Recreation County	False
Urban Community	8.25%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	5.12	Racial Diversity Index	45.31
Ancestry Diversity Index	40.63	Diversity Composite Index	20.57
Foreign Born Diversity Index	42.17	Population Density Index	21.69

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

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#01073011704	Gardendale	Jefferson	AL
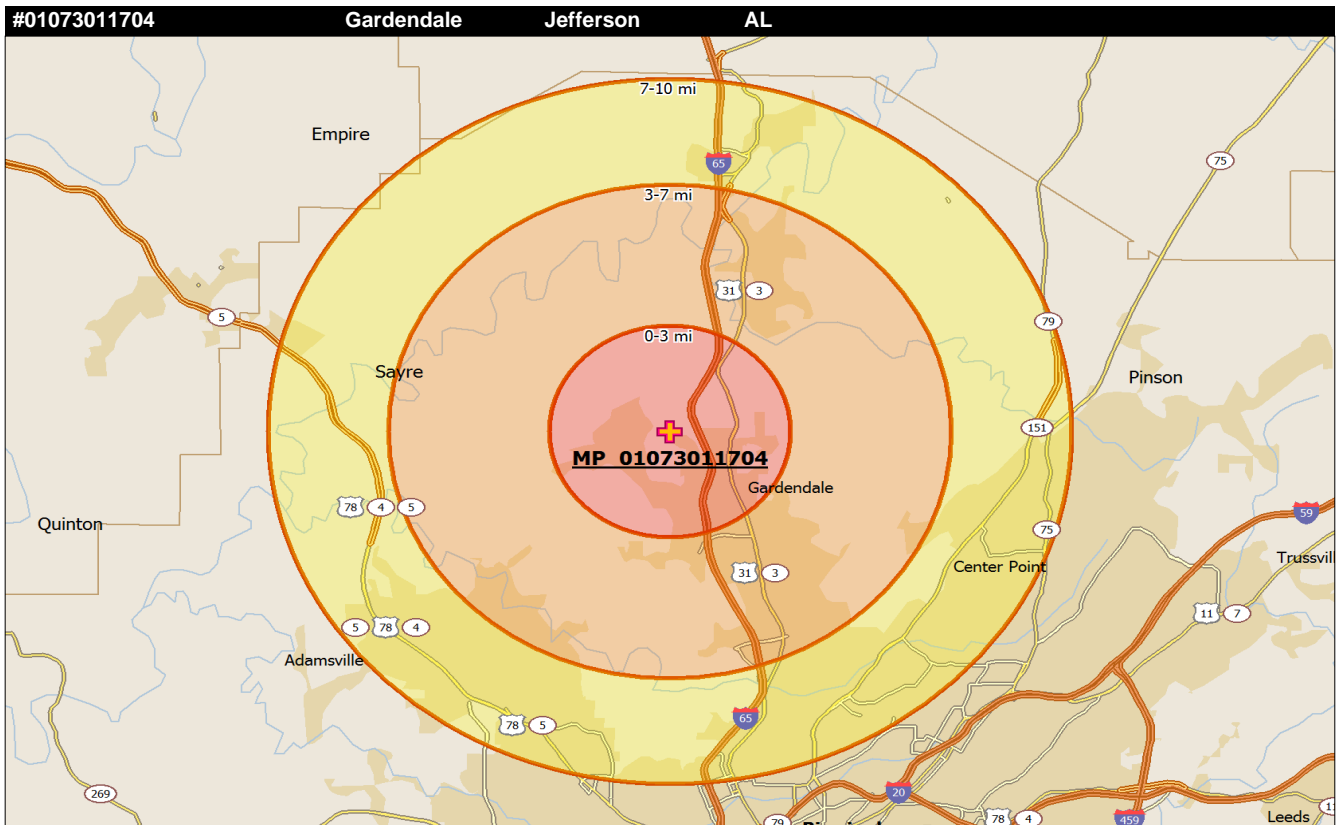
10	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073011704	Total Households in 3 mi Ring	3,632
	CT Centroid Latitude	33.69570	Active Evangelical HHLDS	960
	CT Centroid Longitude	-86.84551	Active Evangelical PERCENT	26.42%
	City Location	Gardendale	Unreached HHLDS	2,358
	County Location	Jefferson	Unreached Percent	64.91%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	538
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.81%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	391
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.77%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	1,429
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.33%

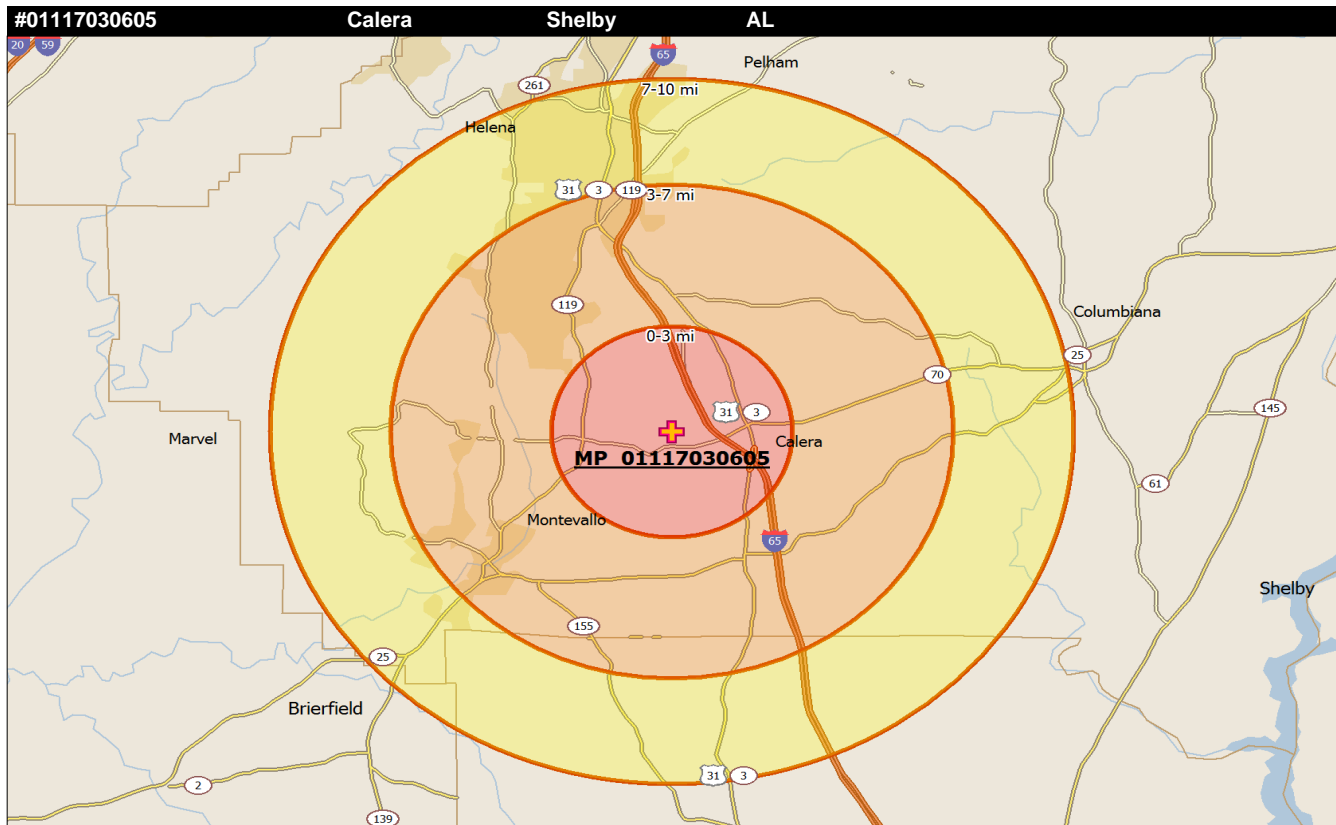| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	46.2%	Low Education County	False
Mainstay Community	9.83%	Low Employment County	False
Working Community	24.78%	Persistent Poverty County	False
Country Community	18.47%	Populaltion Loss County	False
Aspiring Community	0.17%	Nonmetro Recreation County	False
Urban Community	0.58%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	1.51	Racial Diversity Index	19.41
Ancestry Diversity Index	76.54	Diversity Composite Index	22.17
Foreign Born Diversity Index	42.70	Population Density Index	17.36

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

#01073011206	Pinson	Jefferson	AL

MP_01073011206

11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073011206	Total Households in 3 mi Ring	2,282
	CT Centroid Latitude	33.73600	Active Evangelical HHLDS	575
	CT Centroid Longitude	-86.64746	Active Evangelical PERCENT	25.20%
	City Location	Pinson	Unreached HHLDS	1,518
	County Location	Jefferson	Unreached Percent	66.51%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	347
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.23%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	275
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.06%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	896
	Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.27%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.45%	Low Education County	False
Mainstay Community	41.98%	Low Employment County	False
Working Community	8.11%	Persistent Poverty County	False
Country Community	9.82%	Populaltion Loss County	False
Aspiring Community	9.64%	Nonmetro Recreation County	False
Urban Community	1.01%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	3.24	Racial Diversity Index	32.09
Ancestry Diversity Index	73.12	Diversity Composite Index	23.38
Foreign Born Diversity Index	54.48	Population Density Index	18.73

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

#01117030605	Calera	Shelby	AL

MP_01117030605

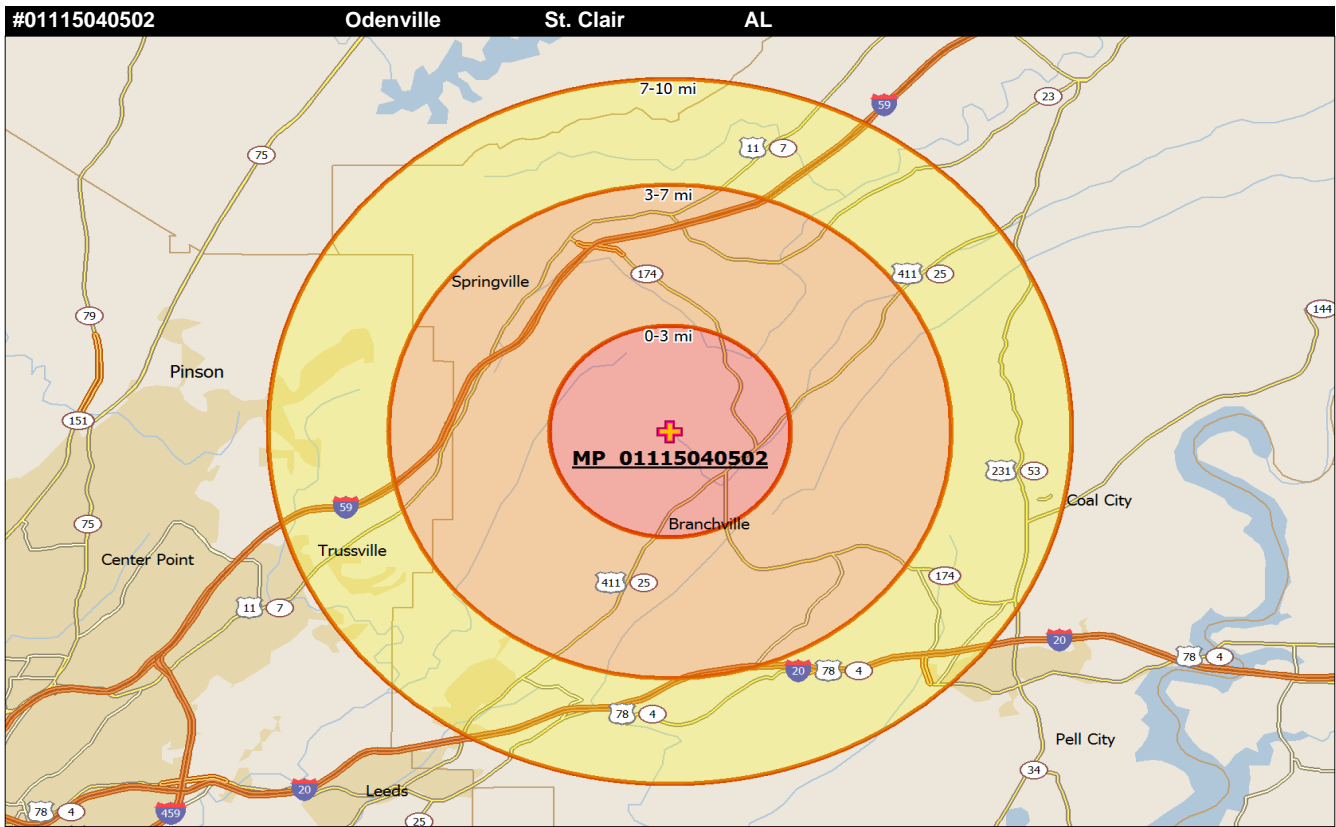| 12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01117030605	Total Households in 3 mi Ring	3,676
	CT Centroid Latitude	33.19043	Active Evangelical HHLDS	555
	CT Centroid Longitude	-86.81374	Active Evangelical PERCENT	15.10%
	City Location	Calera	Unreached HHLDS	2,410
	County Location	Shelby	Unreached Percent	65.57%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	463
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	12.6%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	435
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.83%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	1,513
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.73%	Low Education County	False
Mainstay Community	58.43%	Low Employment County	False
Working Community	0.57%	Persistent Poverty County	False
Country Community	3.45%	Populaltion Loss County	False
Aspiring Community	5.3%	Nonmetro Recreation County	False
Urban Community	6.47%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	19.71	Racial Diversity Index	26.50
Ancestry Diversity Index	72.00	Diversity Composite Index	23.22
Foreign Born Diversity Index	60.36	Population Density Index	27.63

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

#01115040502	Odenville	St. Clair	AL

13	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01115040502	Total Households in 3 mi Ring	1,792
	CT Centroid Latitude	33.69902	Active Evangelical HHLDS	313
	CT Centroid Longitude	-86.40247	Active Evangelical PERCENT	17.45%
	City Location	Odenville	Unreached HHLDS	1,128
	County Location	St. Clair	Unreached Percent	62.94%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	262
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.64%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	192
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.72%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	673
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37.58%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.62%	Low Education County	False
Mainstay Community	28.24%	Low Employment County	False
Working Community	21.37%	Persistent Poverty County	False
Country Community	36.05%	Populaltion Loss County	False
Aspiring Community	11.44%	Nonmetro Recreation County	False
Urban Community	0.33%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	4.79	Racial Diversity Index	42.43
Ancestry Diversity Index	57.37	Diversity Composite Index	16.82
Foreign Born Diversity Index	13.05	Population Density Index	18.97

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

#01115040203   **Cropwell**   **St. Clair**   **AL**
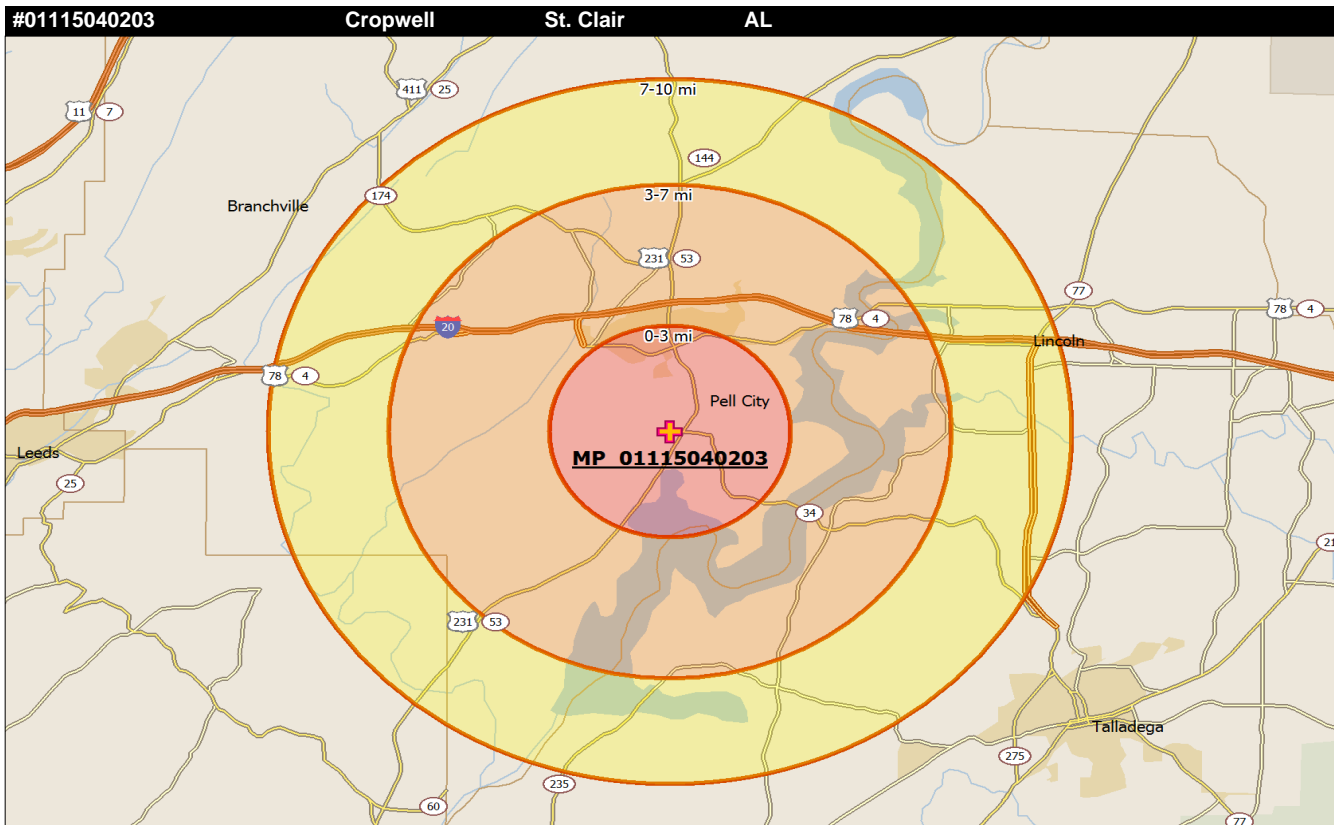
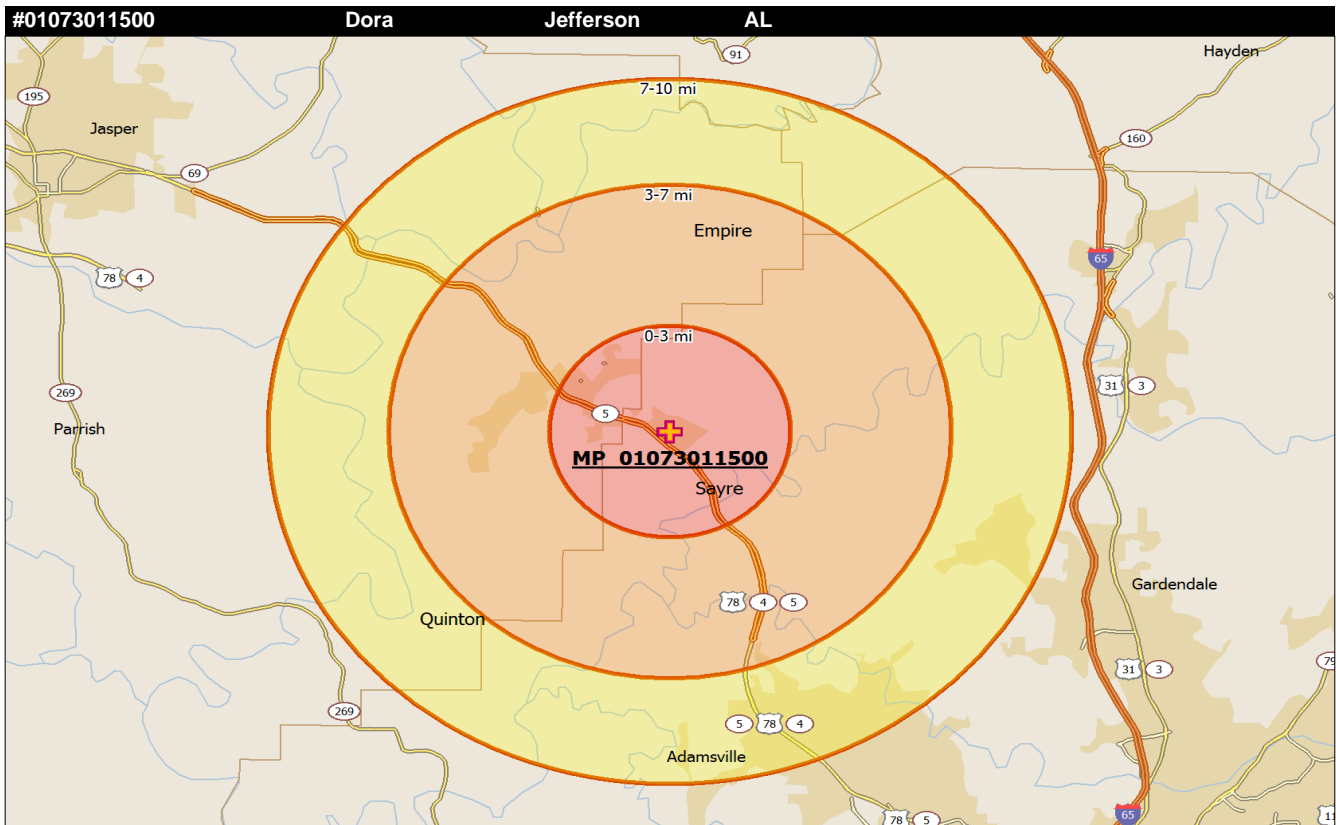| 14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01115040203	Total Households in 3 mi Ring	2,631
CT Centroid Latitude	33.56393	Active Evangelical HHLDS	400
CT Centroid Longitude	-86.30684	Active Evangelical PERCENT	15.20%
City Location	Cropwell	Unreached HHLDS	1,782
County Location	St. Clair	Unreached Percent	67.72%
Sitescape Category code	2	Religious but NOT Evang HHLDS	448
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17.03%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	289
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.99%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,053
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.04%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.98%	Low Education County	False
Mainstay Community	24.93%	Low Employment County	False
Working Community	31.58%	Persistent Poverty County	False
Country Community	12.43%	Populaltion Loss County	False
Aspiring Community	10.22%	Nonmetro Recreation County	False
Urban Community	9.88%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	2.97	Racial Diversity Index	41.79
Ancestry Diversity Index	33.08	Diversity Composite Index	11.20
Foreign Born Diversity Index	14.26	Population Density Index	17.50

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

#01073011500	Dora	Jefferson	AL

15	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01073011500	Total Households in 3 mi Ring	2,679
	CT Centroid Latitude	33.73496	Active Evangelical HHLDS	802
	CT Centroid Longitude	-86.99818	Active Evangelical PERCENT	29.94%
	City Location	Dora	Unreached HHLDS	1,612
	County Location	Jefferson	Unreached Percent	60.17%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	332
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.38%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	268
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,012
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37.79%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.23%	Low Education County	False
Mainstay Community	15.34%	Low Employment County	False
Working Community	37.89%	Persistent Poverty County	False
Country Community	42.96%	Populaltion Loss County	False
Aspiring Community	1.34%	Nonmetro Recreation County	False
Urban Community	1.19%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	1.38	Racial Diversity Index	18.15
Ancestry Diversity Index	66.38	Diversity Composite Index	11.33
Foreign Born Diversity Index	16.23	Population Density Index	16.41

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

#01073011400	Warrior	Jefferson	AL
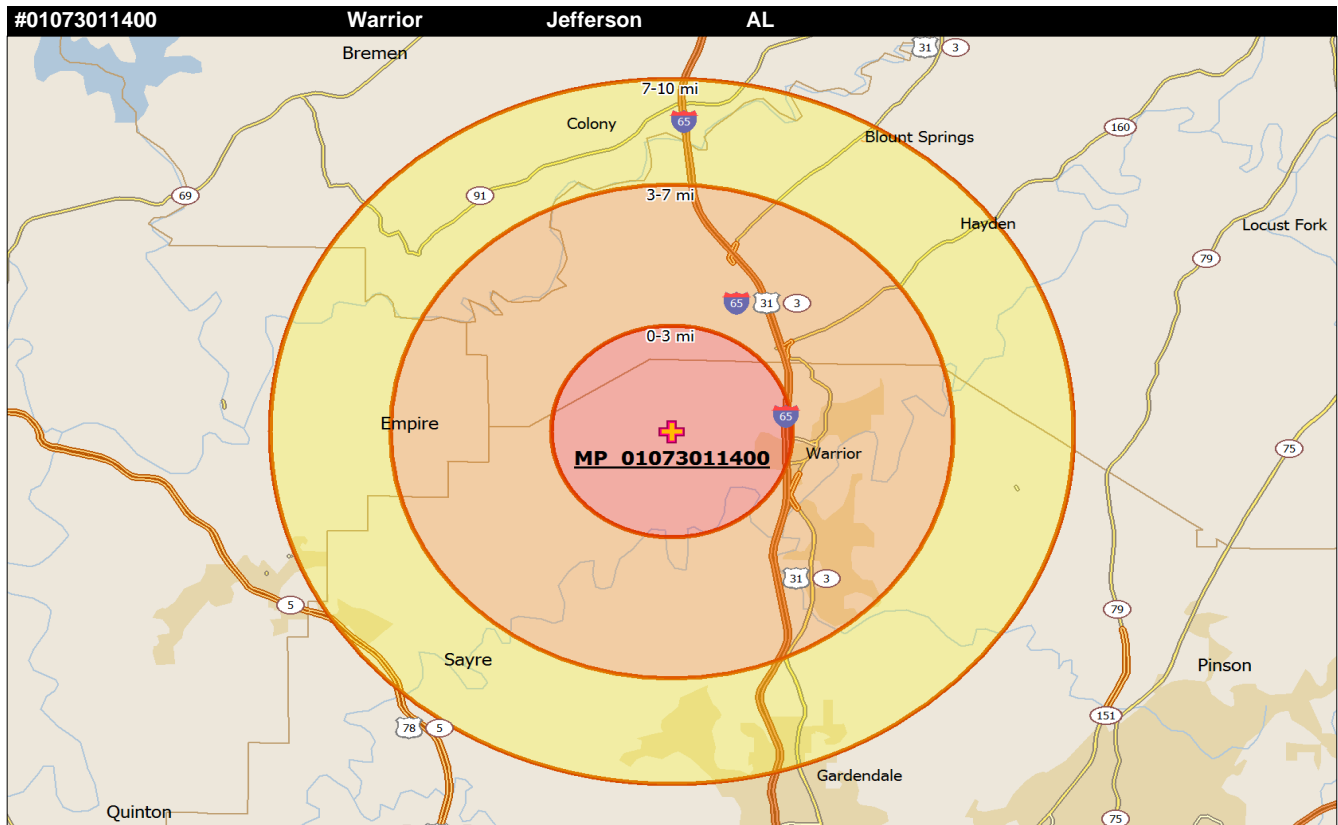
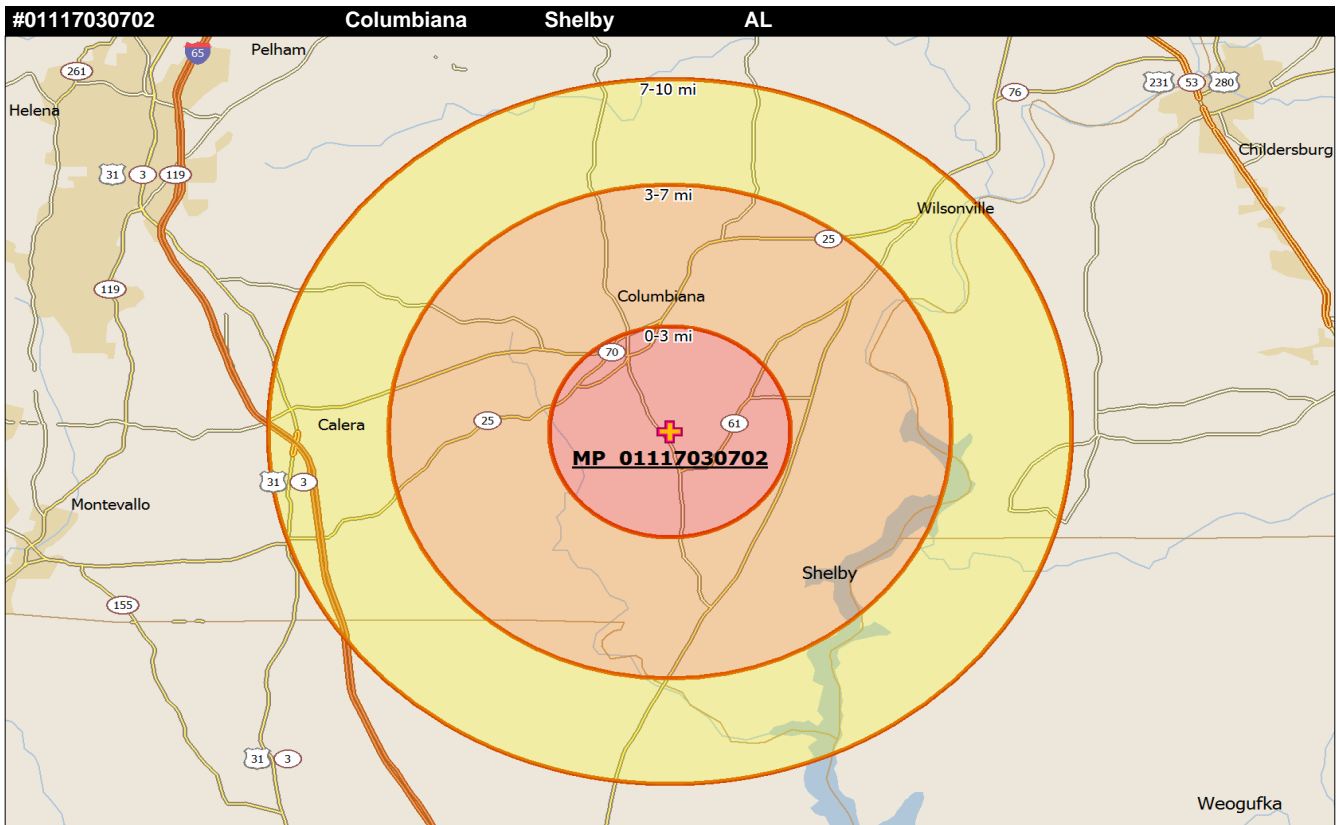| **16**	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#01073011400	Total Households in 3 mi Ring	1,137
	CT Centroid Latitude	33.80788	Active Evangelical HHLDS	299
	CT Centroid Longitude	-86.85150	Active Evangelical PERCENT	26.33%
	City Location	Warrior	Unreached HHLDS	737
	County Location	Jefferson	Unreached Percent	64.82%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	139
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.18%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	145
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.78%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	453
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.86%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	10.47%	Low Education County	False
Mainstay Community	30.43%	Low Employment County	False
Working Community	26.47%	Persistent Poverty County	False
Country Community	28.58%	Populaltion Loss County	False
Aspiring Community	2.99%	Nonmetro Recreation County	False
Urban Community	0.88%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		**3 MILE RING COUNTY TYPES**	
Language Diversity Index	8.70	Racial Diversity Index	26.22
Ancestry Diversity Index	46.58	Diversity Composite Index	11.80
Foreign Born Diversity Index	0.00	Population Density Index	9.60

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

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#01117030702	Columbiana	Shelby	AL

17	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01117030702	Total Households in 3 mi Ring	1,660
	CT Centroid Latitude	33.13828	Active Evangelical HHLDS	258
	CT Centroid Longitude	-86.56797	Active Evangelical PERCENT	15.53%
	City Location	Columbiana	Unreached HHLDS	1,072
	County Location	Shelby	Unreached Percent	64.55%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	277
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.7%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	178
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.7%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	621
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	37.39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.4%	Low Education County	False
Mainstay Community	6.45%	Low Employment County	False
Working Community	25.36%	Persistent Poverty County	False
Country Community	35.84%	Populaltion Loss County	False
Aspiring Community	12.89%	Nonmetro Recreation County	False
Urban Community	15%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	6.34	Racial Diversity Index	45.64
Ancestry Diversity Index	35.53	Diversity Composite Index	8.06
Foreign Born Diversity Index	11.36	Population Density Index	13.98

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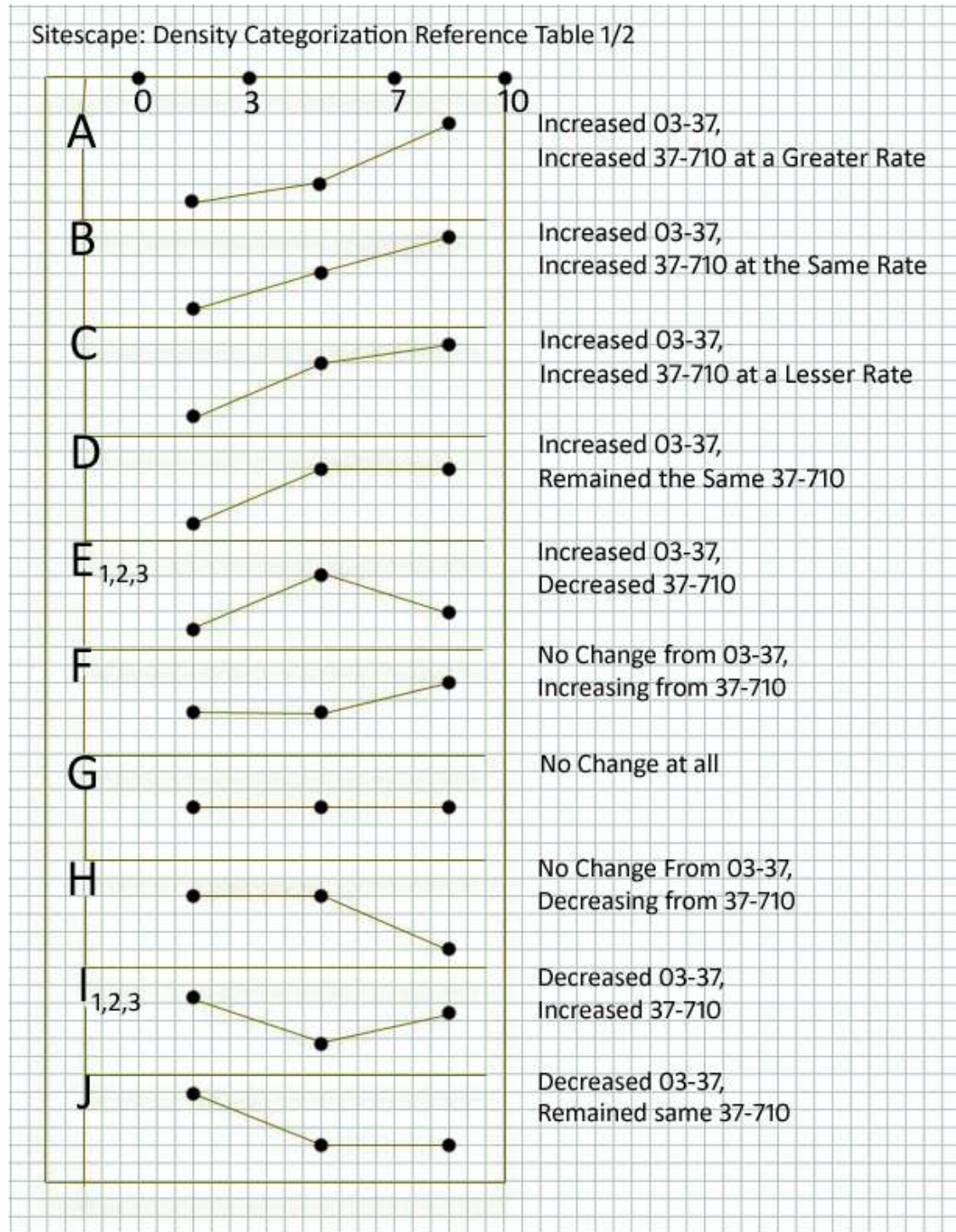
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location.   There are 5 types Decreasing Density patterns:
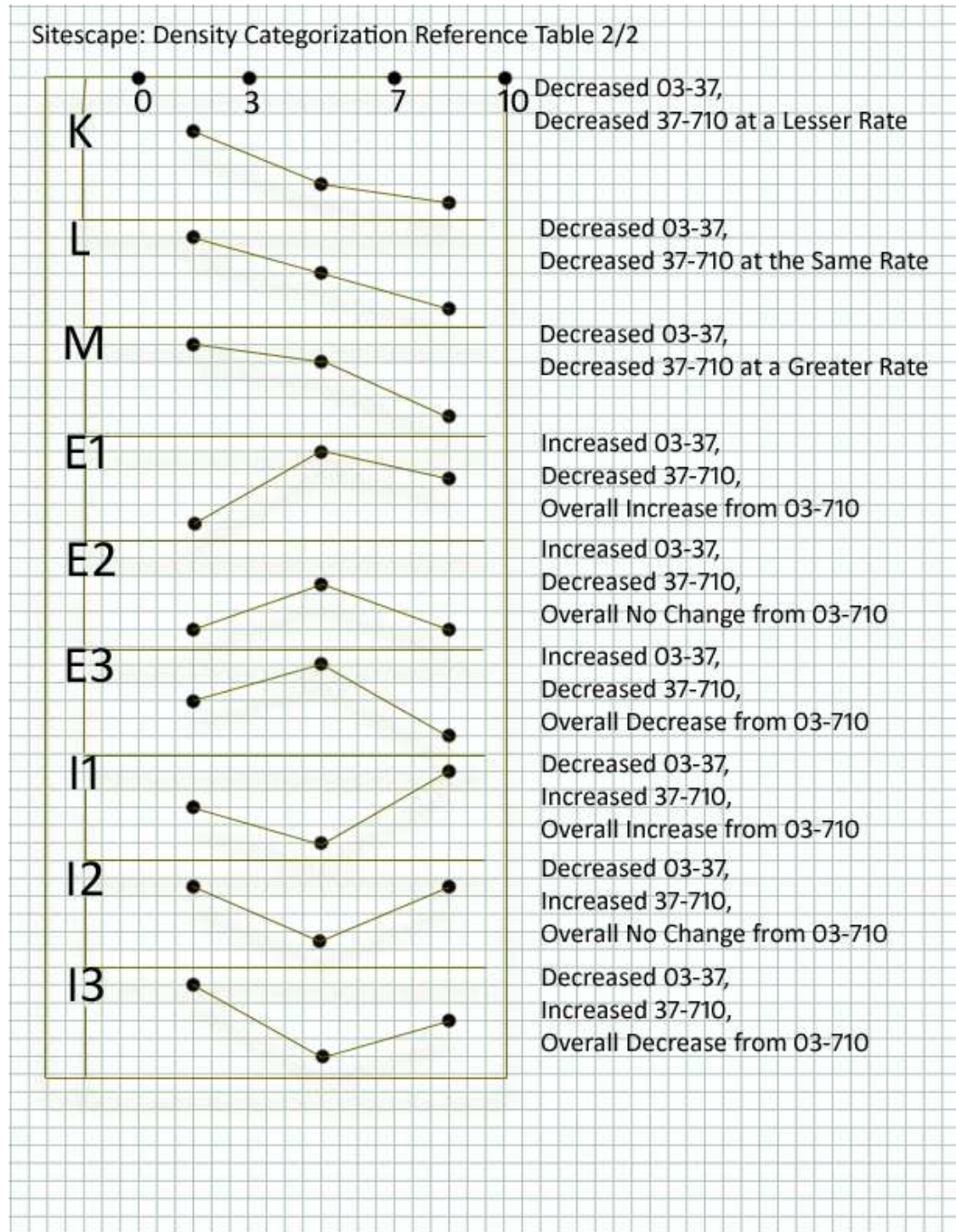
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

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