

# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points in Region 7: Northwest



## Understanding Your Mission Point Report

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

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

1. A weighting algorithm that includes the following variables: number of households, percent of active evangelical presence, percent of unreached, and percent of religious - but not evangelical.
2. Ring size based on the IICM Sitescape location type: city (generally inner city or high density area) - 1/2 mile ring; suburb - 1 1/2 mile ring; towns - 3 mile ring; and country - 7 mile ring.
3. Distance from other chosen locations based on the IICM Sitescape density location type: city – 1-2 miles; suburb - 3- 4 miles; town – 6-8 miles, and country – 14-16 miles.

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

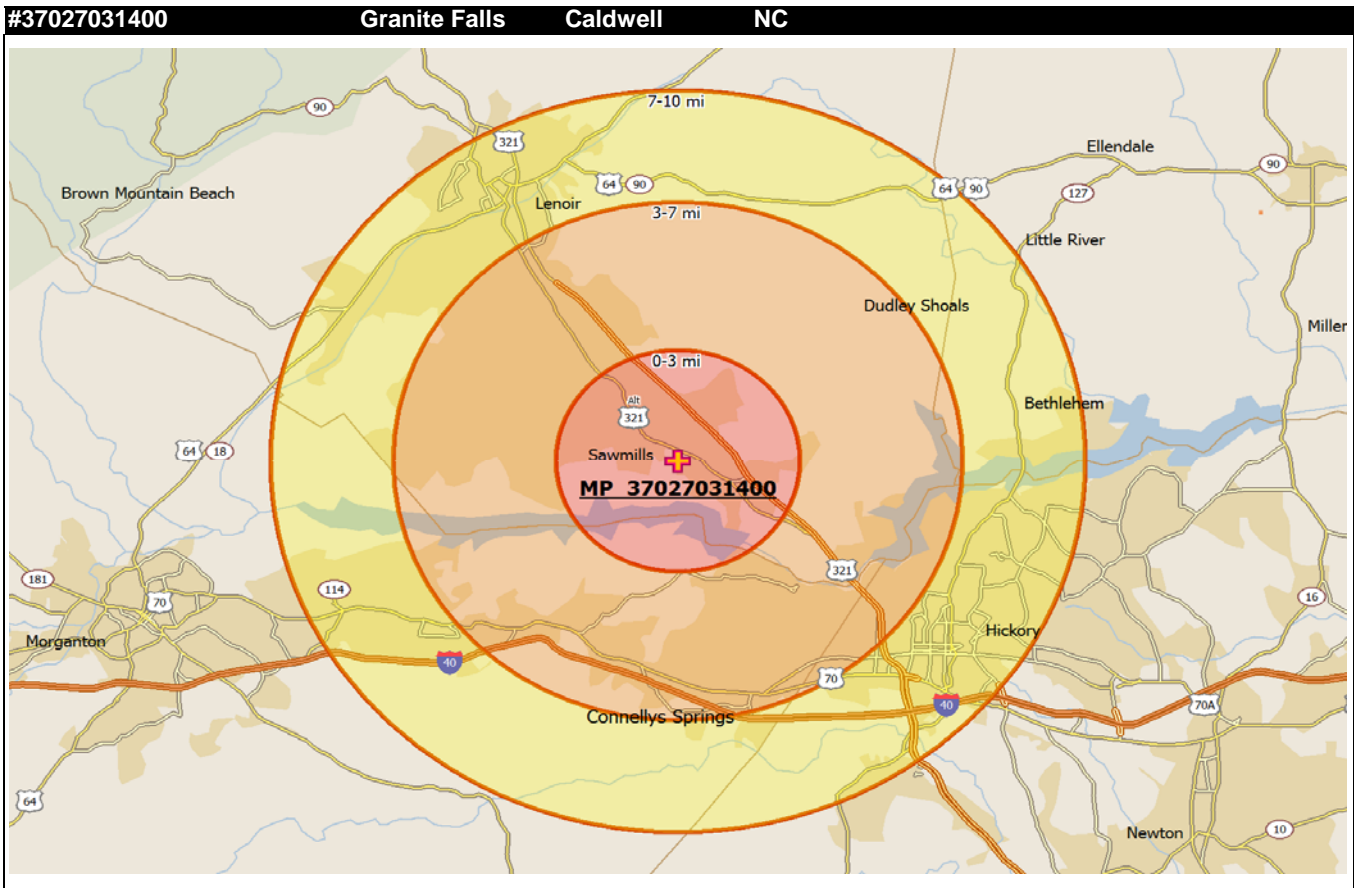
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties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

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

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

God bless your missional endeavors!

*Dr. Curt Watke*



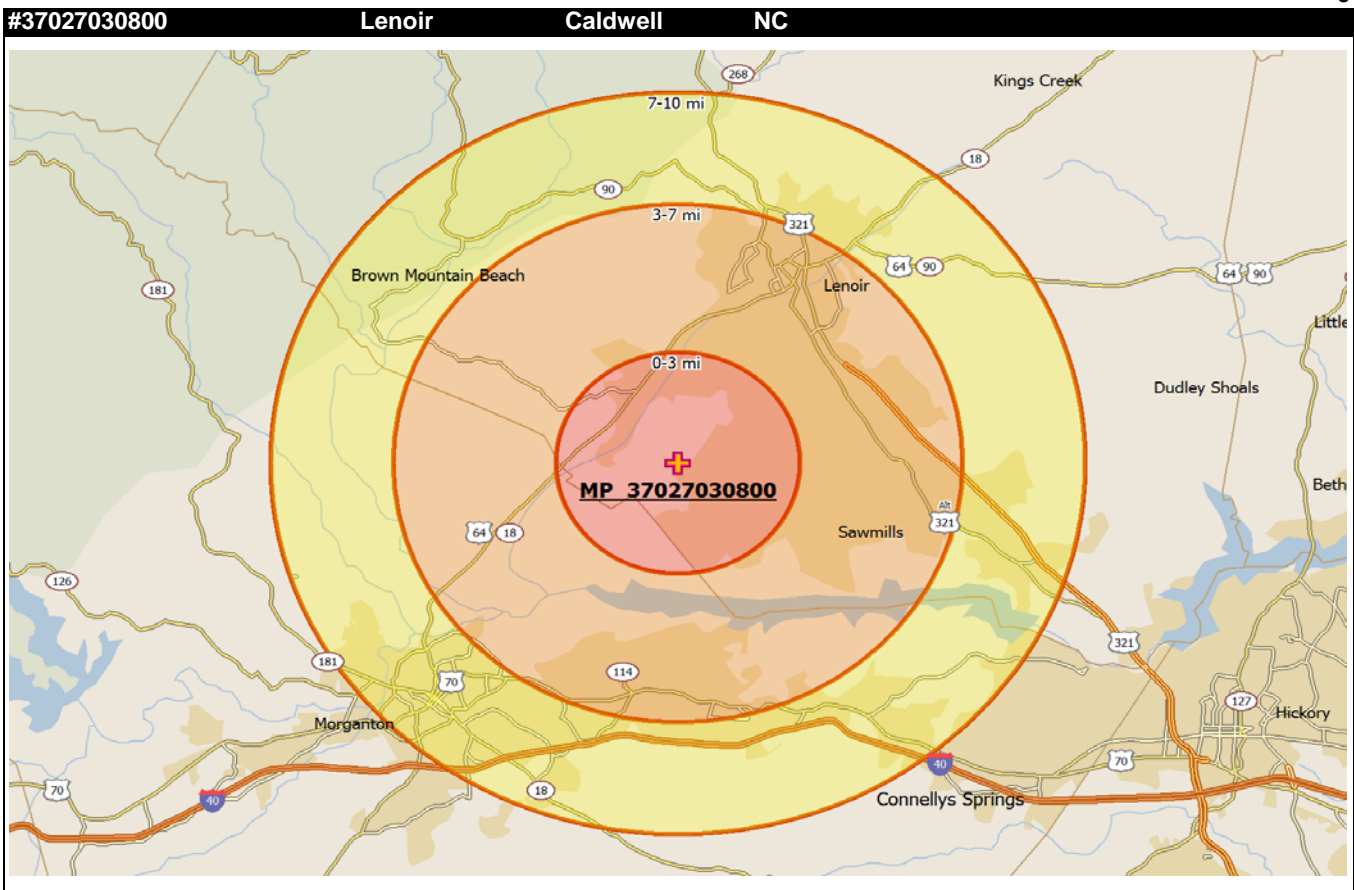
1 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37027031400	Total Households in 0-3 mi Band	5316
CT Centroid Latitude	35.80612	Active Evangelical HHLDS	1098
CT Centroid Longitude	-81.45456	Active Evangelical PERCENT	20.65%
City Location:	Granite Falls	Unreached HHLDS	3357
County Location:	Caldwell	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	736
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	540
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2081
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.80%	Low Education County	TRUE
Mainstay Community	7.78%	Low Employment County	FALSE
Working Community	34.94%	Persistent Poverty County	FALSE
Country Community	46.21%	Population Loss County	FALSE
Aspiring Community	0.07%	Nonmetro Recreation County	FALSE
Urban Community	7.20%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	22.86	Racial Diversity Index	20.27
Ancestry Diversity Index	69.31	Diversity Composite Index	19.09
Foreign Born Diversity Index	10.47	Population Density Index	25.86

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

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2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37027030800	Total Households in 0-3 mi Band	4436
CT Centroid Latitude	35.83743	Active Evangelical HHLDS	1125
CT Centroid Longitude	-81.58079	Active Evangelical PERCENT	25.35%
City Location:	Lenoir	Unreached HHLDS	2437
County Location:	Caldwell	Unreached Percent	55%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	482
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	303
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	1653
Population Pattern:	#50000-100000-50000	NOT Evangelical NOT Interested PERCENT	37%

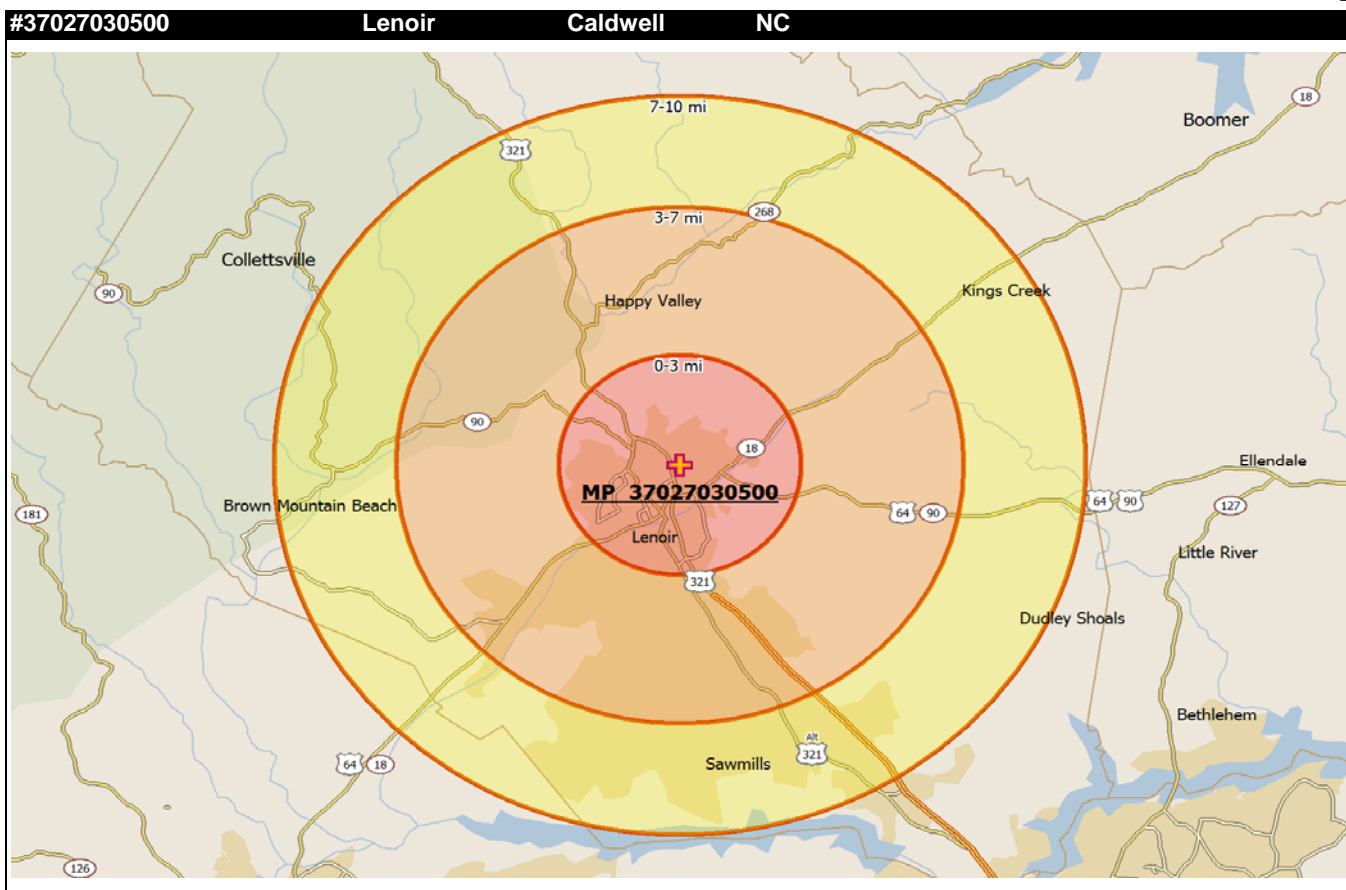
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.72%	Low Education County	TRUE
Mainstay Community	3.12%	Low Employment County	FALSE
Working Community	5.68%	Persistent Poverty County	FALSE
Country Community	82.05%	Population Loss County	FALSE
Aspiring Community	0.31%	Nonmetro Recreation County	FALSE
Urban Community	8.12%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	5.08	Racial Diversity Index	25.59
Ancestry Diversity Index	63.25	Diversity Composite Index	13.62
Foreign Born Diversity Index	17.24	Population Density Index	23.33

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

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3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37027030500	Total Households in 0-3 mi Band	6515
CT Centroid Latitude	35.92715	Active Evangelical HHLDS	1236
CT Centroid Longitude	-81.52233	Active Evangelical PERCENT	18.97%
City Location:	Lenoir	Unreached HHLDS	4320
County Location:	Caldwell	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1113
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	612
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2625
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

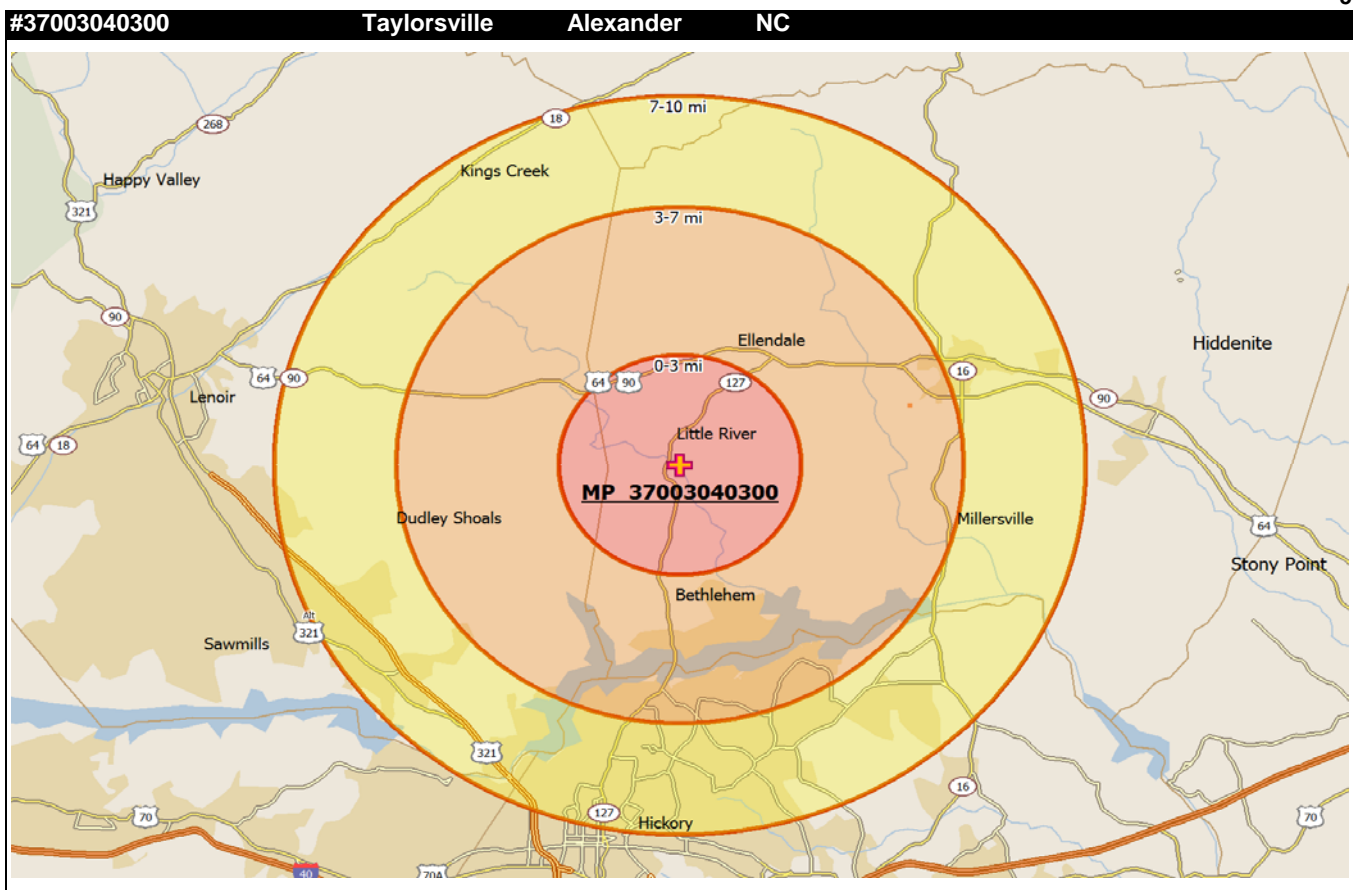
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.23%	Low Education County	TRUE
Mainstay Community	7.88%	Low Employment County	FALSE
Working Community	38.40%	Persistent Poverty County	FALSE
Country Community	31.60%	Population Loss County	FALSE
Aspiring Community	2.04%	Nonmetro Recreation County	FALSE
Urban Community	10.84%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.78	Racial Diversity Index	45.75
Ancestry Diversity Index	47.02	Diversity Composite Index	15.44
Foreign Born Diversity Index	6.55	Population Density Index	26.99

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

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4 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37003040300	Total Households in 0-3 mi Band	1572
CT Centroid Latitude	35.88001	Active Evangelical HHLDS	451
CT Centroid Longitude	-81.30182	Active Evangelical PERCENT	28.66%
City Location:	Taylorsville	Unreached HHLDS	884
County Location:	Alexander	Unreached Percent	56%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	152
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	10%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	138
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	595
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

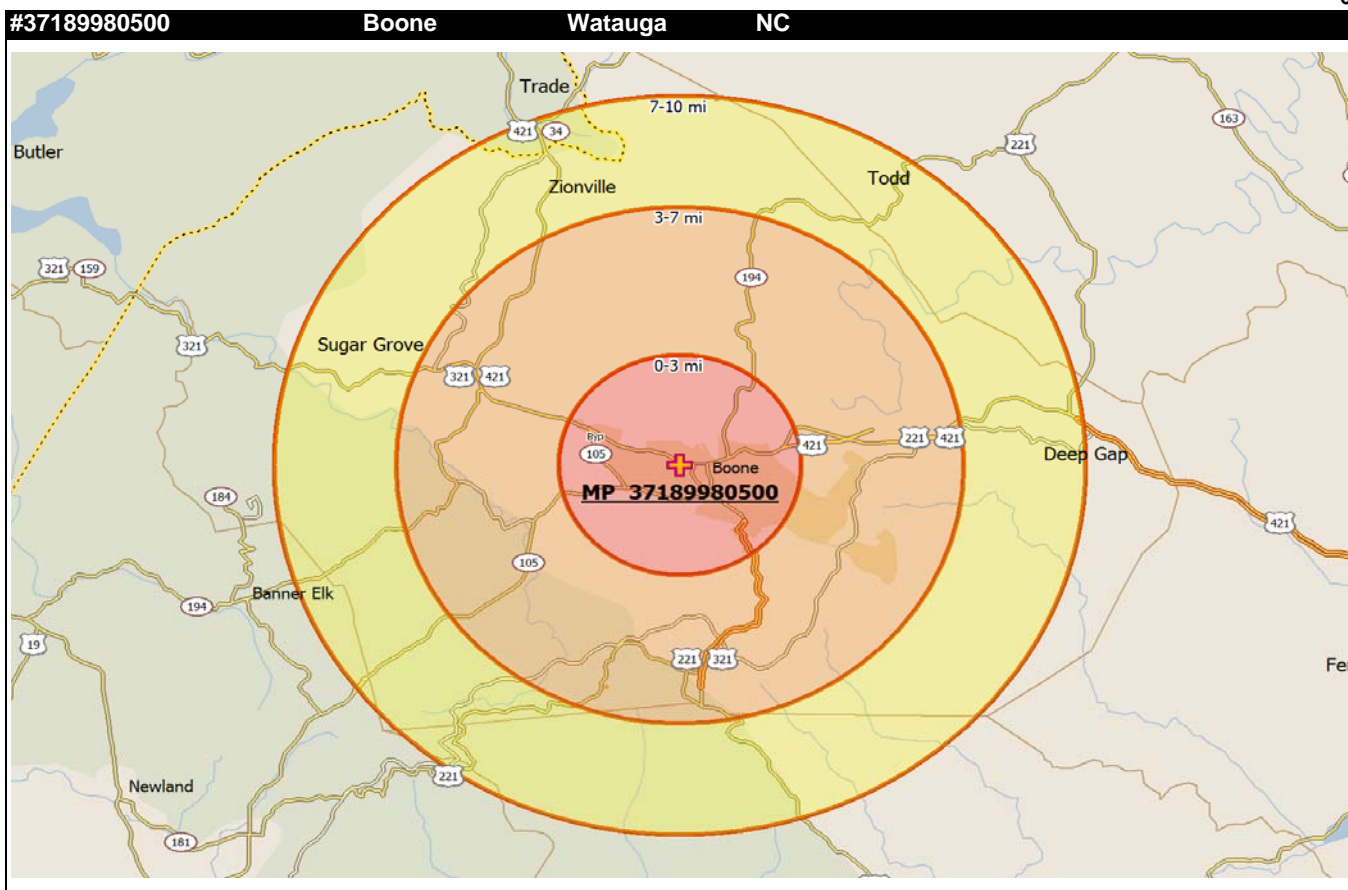
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.15%	Low Education County	FALSE
Mainstay Community	9.96%	Low Employment County	FALSE
Working Community	0.72%	Persistent Poverty County	FALSE
Country Community	74.69%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	1.48%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	16.35	Racial Diversity Index	13.23
Ancestry Diversity Index	61.04	Diversity Composite Index	17.59
Foreign Born Diversity Index	42.98	Population Density Index	13.97

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

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5 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37189980500	Total Households in 0-3 mi Band	7832
CT Centroid Latitude	36.21582	Active Evangelical HHLDS	890
CT Centroid Longitude	-81.68066	Active Evangelical PERCENT	11.37%
City Location:	Boone	Unreached HHLDS	5939
County Location:	Watauga	Unreached Percent	76%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	997
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1599
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	20%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3344
Population Pattern:	#50000-50000-10000	NOT Evangelical NOT Interested PERCENT	43%

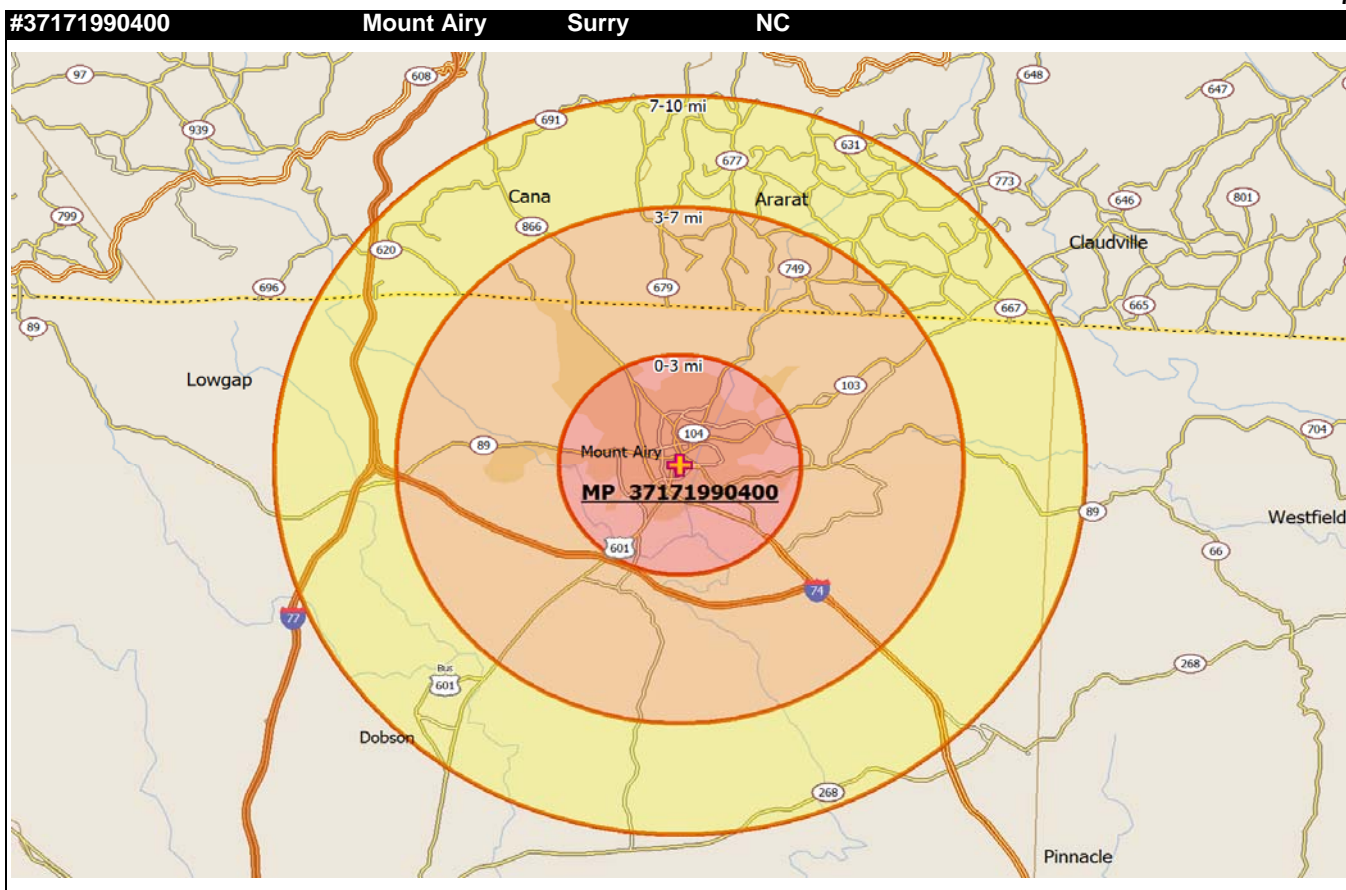
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.29%	Low Education County	FALSE
Mainstay Community	6.62%	Low Employment County	FALSE
Working Community	1.25%	Persistent Poverty County	FALSE
Country Community	21.21%	Population Loss County	FALSE
Aspiring Community	3.73%	Nonmetro Recreation County	TRUE
Urban Community	61.90%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	28.48	Racial Diversity Index	16.73
Ancestry Diversity Index	96.83	Diversity Composite Index	46.04
Foreign Born Diversity Index	83.48	Population Density Index	30.55

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

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6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37171990400	Total Households in 0-3 mi Band	6922
CT Centroid Latitude	36.49518	Active Evangelical HHLDS	1189
CT Centroid Longitude	-80.60658	Active Evangelical PERCENT	17.18%
City Location:	Mount Airy	Unreached HHLDS	4676
County Location:	Surry	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1022
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	790
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2869
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

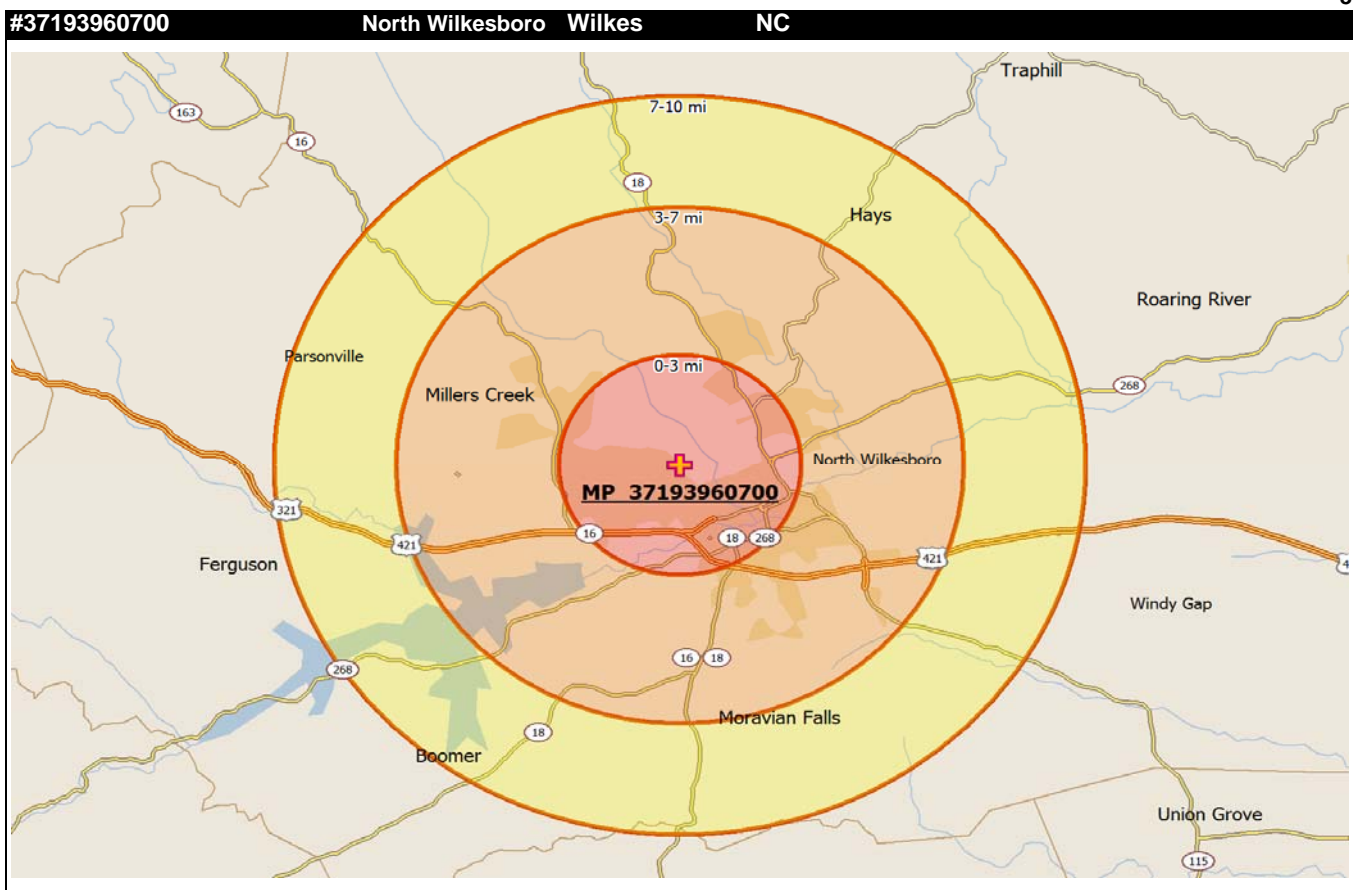
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.41%	Low Education County	TRUE
Mainstay Community	7.33%	Low Employment County	FALSE
Working Community	42.41%	Persistent Poverty County	FALSE
Country Community	19.55%	Population Loss County	FALSE
Aspiring Community	2.49%	Nonmetro Recreation County	FALSE
Urban Community	19.83%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.23	Racial Diversity Index	29.91
Ancestry Diversity Index	41.94	Diversity Composite Index	13.83
Foreign Born Diversity Index	11.08	Population Density Index	28.20

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

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7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37193960700	Total Households in 0-3 mi Band	5465
CT Centroid Latitude	36.1765	Active Evangelical HHLDS	920
CT Centroid Longitude	-81.1847	Active Evangelical PERCENT	16.83%
City Location:	North Wilkesboro	Unreached HHLDS	3505
County Location:	Wilkes	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	759
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	560
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2187
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.77%	Low Education County	TRUE
Mainstay Community	6.64%	Low Employment County	FALSE
Working Community	34.98%	Persistent Poverty County	FALSE
Country Community	29.74%	Population Loss County	FALSE
Aspiring Community	2.47%	Nonmetro Recreation County	FALSE
Urban Community	19.39%	Retirement Destination County	FALSE

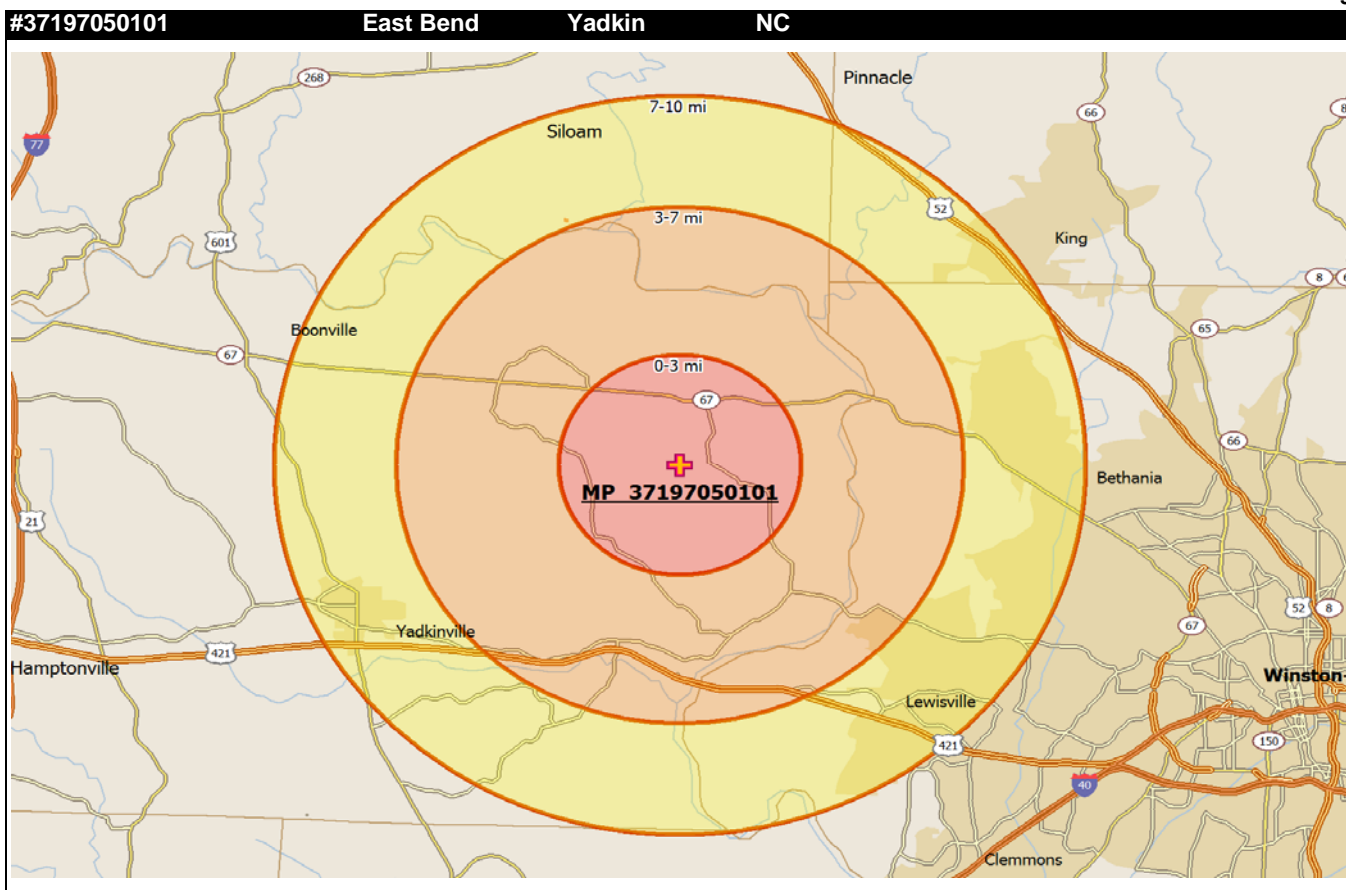
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	38.15	Racial Diversity Index	36.20
Ancestry Diversity Index	55.93	Diversity Composite Index	15.25
Foreign Born Diversity Index	4.20	Population Density Index	23.67

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

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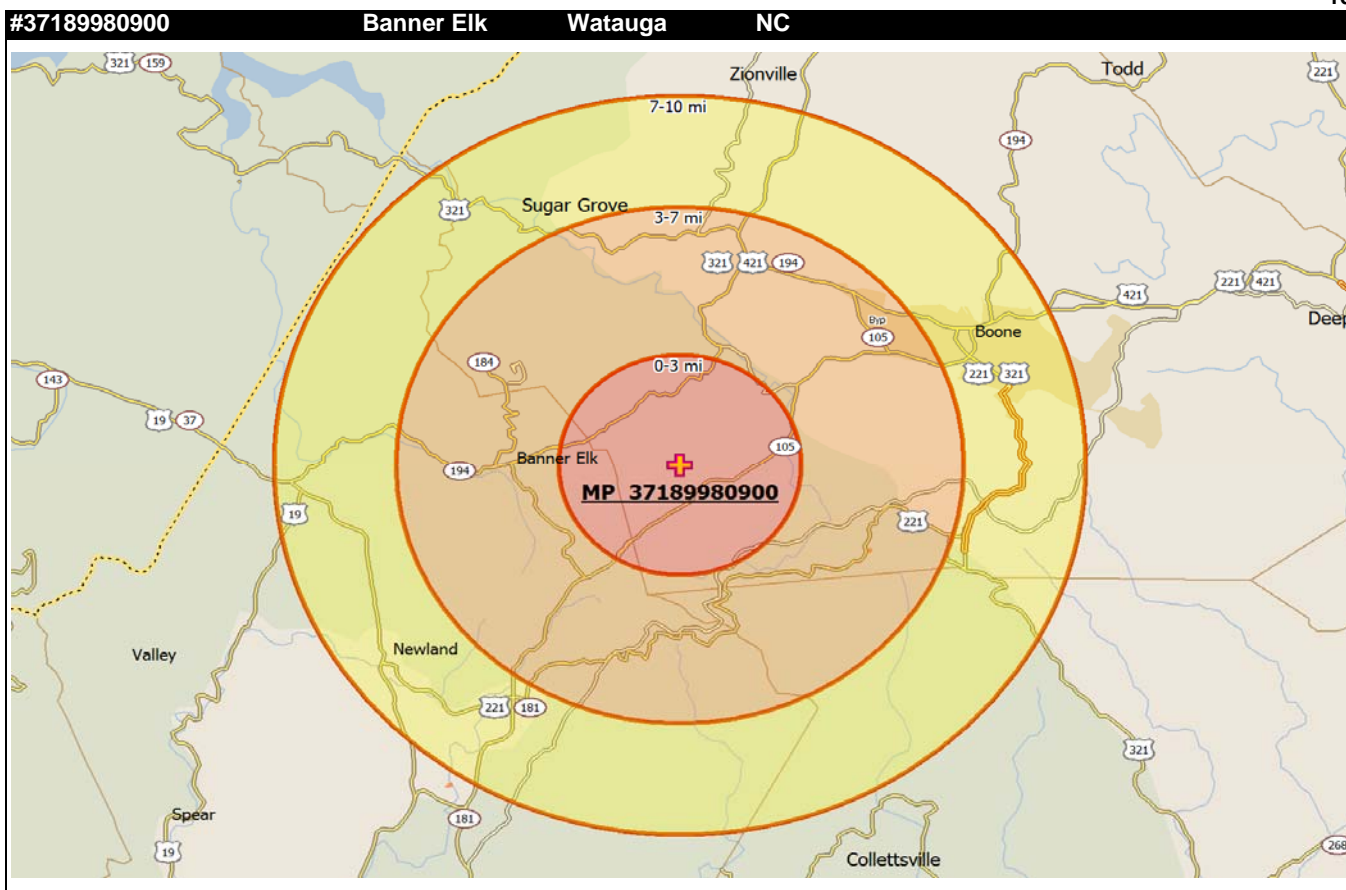
8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37197050101	Total Households in 0-3 mi Band	1241
CT Centroid Latitude	36.18958	Active Evangelical HHLDS	182
CT Centroid Longitude	-80.51745	Active Evangelical PERCENT	14.67%
City Location:	East Bend	Unreached HHLDS	792
County Location:	Yadkin	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	140
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	158
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	494
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.99%	Low Education County	FALSE
Mainstay Community	13.39%	Low Employment County	FALSE
Working Community	2.66%	Persistent Poverty County	FALSE
Country Community	77.59%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	2.36%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	32.85	Racial Diversity Index	25.45
Ancestry Diversity Index	53.49	Diversity Composite Index	15.87
Foreign Born Diversity Index	9.08	Population Density Index	16.07

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

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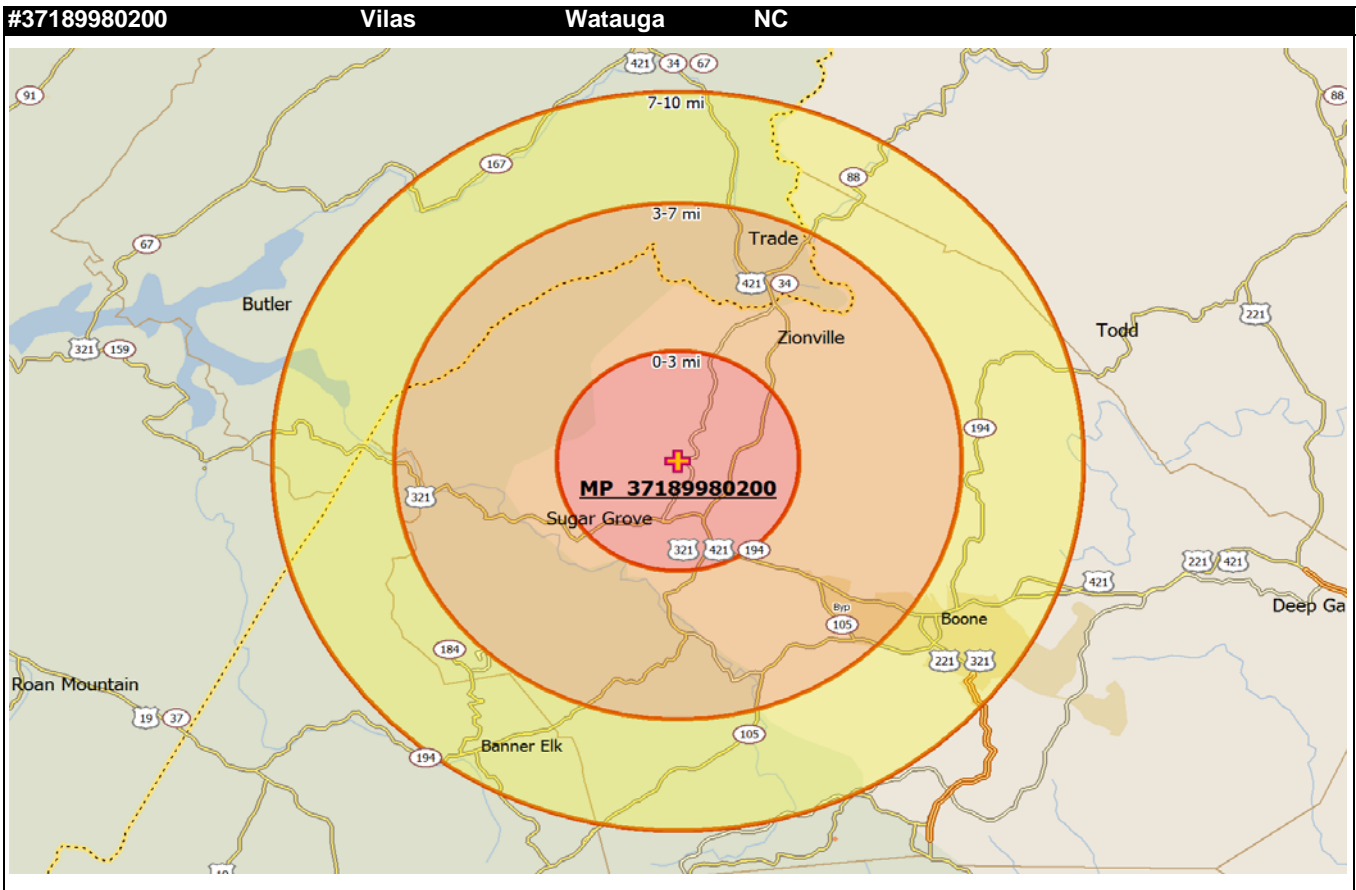
9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37189980900	Total Households in 0-3 mi Band	1289
CT Centroid Latitude	36.1625	Active Evangelical HHLDS	214
CT Centroid Longitude	-81.79688	Active Evangelical PERCENT	16.60%
City Location:	Banner Elk	Unreached HHLDS	832
County Location:	Watauga	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	154
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	204
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	16%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	474
Population Pattern:	#2500-50000-50000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.06%	Low Education County	FALSE
Mainstay Community	4.66%	Low Employment County	FALSE
Working Community	31.80%	Persistent Poverty County	FALSE
Country Community	47.43%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	TRUE
Urban Community	14.05%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	10.52	Racial Diversity Index	3.70
Ancestry Diversity Index	96.13	Diversity Composite Index	39.29
Foreign Born Diversity Index	52.32	Population Density Index	5.04

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

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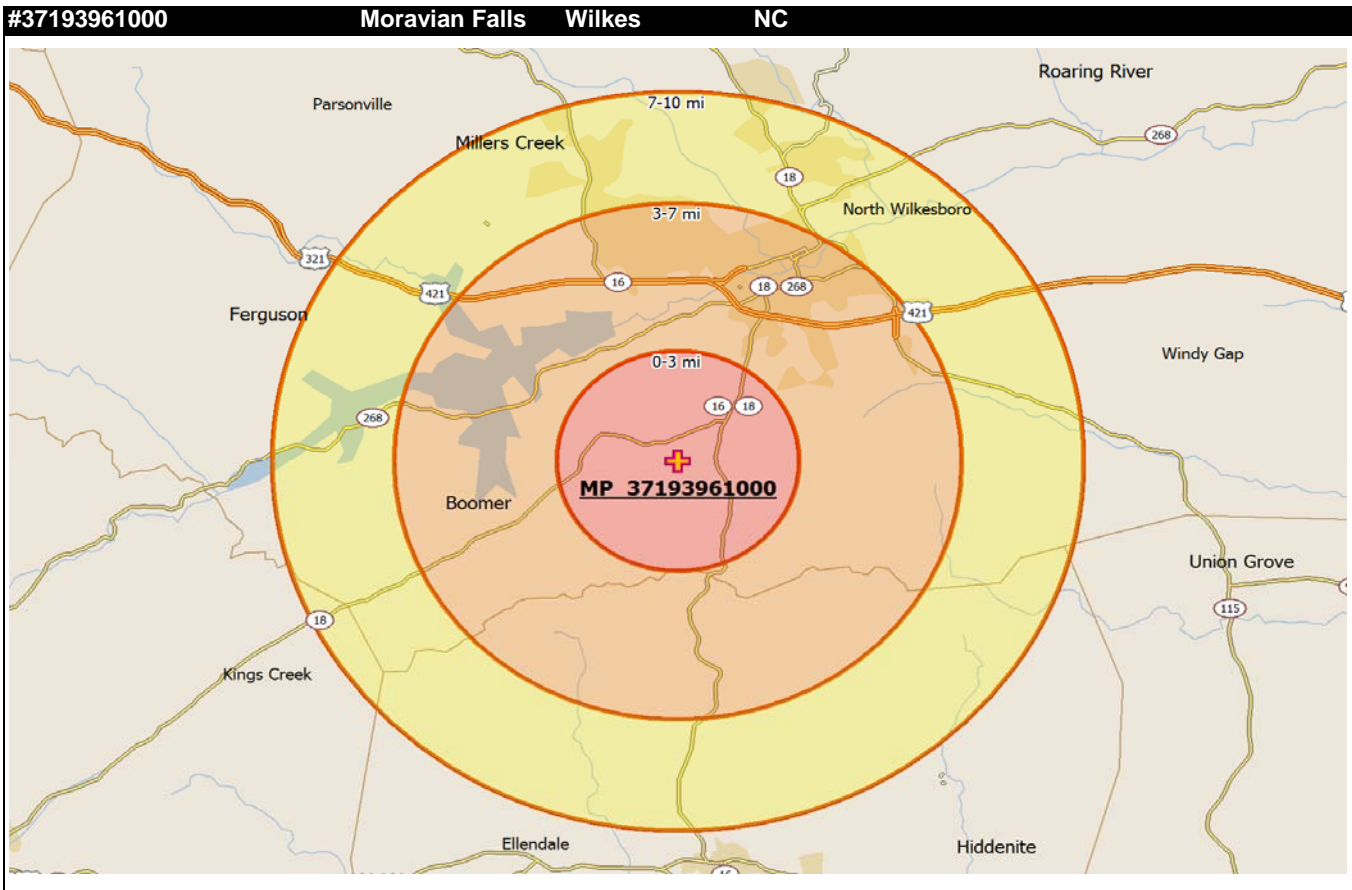
10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37189980200	Total Households in 0-3 mi Band	1509
CT Centroid Latitude	36.27695	Active Evangelical HHLDS	258
CT Centroid Longitude	-81.78236	Active Evangelical PERCENT	17.09%
City Location:	Vilas	Unreached HHLDS	959
County Location:	Watauga	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	182
Sitescape Group code:	1.2	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	191
Sitescape Group:	Distant Settlements	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	586
Population Pattern:	#2500-10000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.63%	Low Education County	FALSE
Mainstay Community	0.19%	Low Employment County	FALSE
Working Community	20.79%	Persistent Poverty County	FALSE
Country Community	56.77%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	TRUE
Urban Community	20.63%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	6.29	Racial Diversity Index	2.62
Ancestry Diversity Index	78.70	Diversity Composite Index	26.15
Foreign Born Diversity Index	35.92	Population Density Index	6.66

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

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11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37193961000	Total Households in 0-3 mi Band	1237
CT Centroid Latitude	36.07923	Active Evangelical HHLDS	220
CT Centroid Longitude	-81.19883	Active Evangelical PERCENT	17.83%
City Location:	Moravian Falls	Unreached HHLDS	766
County Location:	Wilkes	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	149
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	143
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	475
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

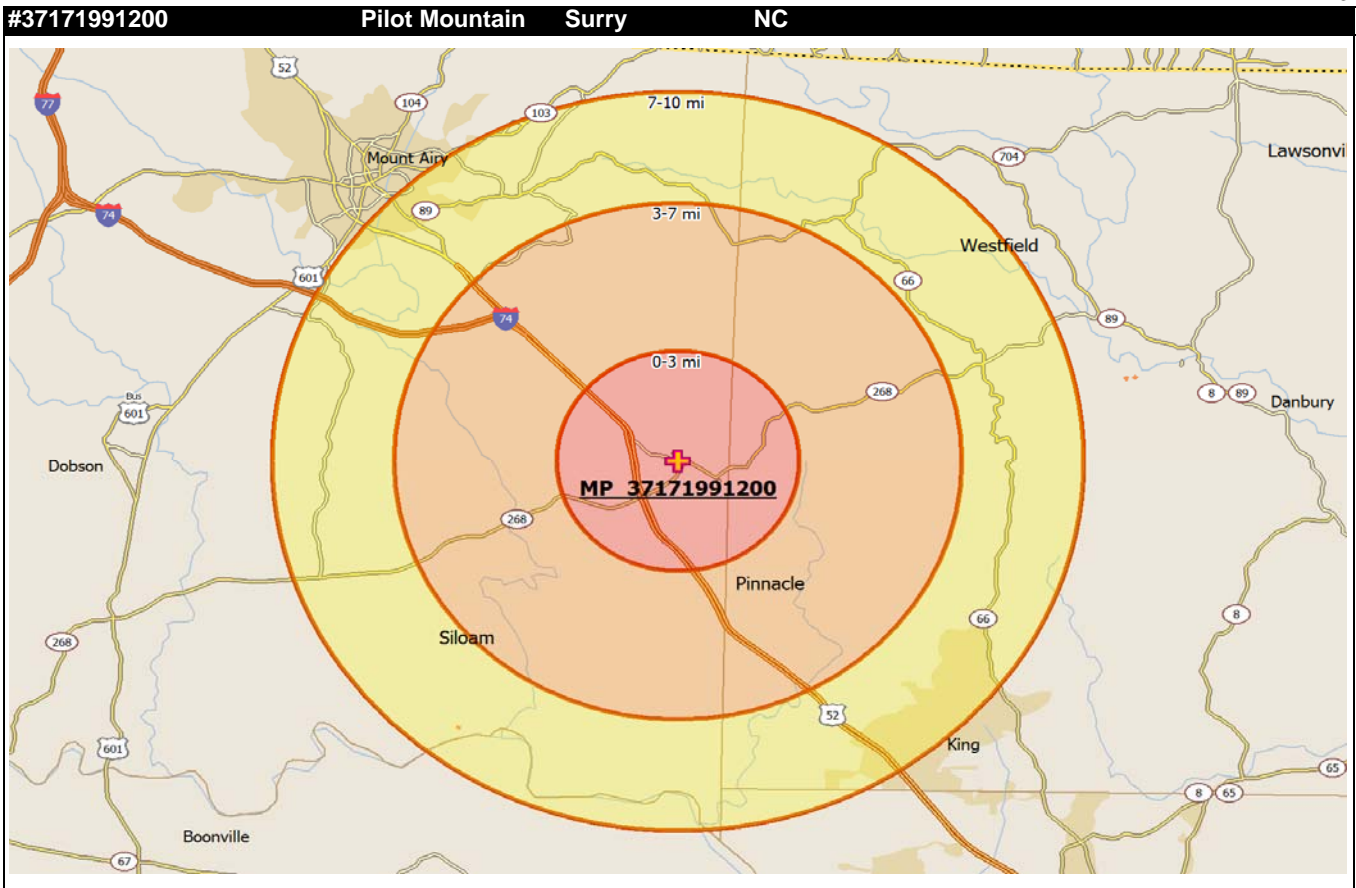
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.07%	Low Education County	TRUE
Mainstay Community	10.79%	Low Employment County	FALSE
Working Community	10.04%	Persistent Poverty County	FALSE
Country Community	52.11%	Population Loss County	FALSE
Aspiring Community	0.95%	Nonmetro Recreation County	FALSE
Urban Community	11.03%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	50.87	Racial Diversity Index	31.53
Ancestry Diversity Index	62.03	Diversity Composite Index	24.33
Foreign Born Diversity Index	42.89	Population Density Index	15.83

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

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12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37171991200	Total Households in 0-3 mi Band	2274
CT Centroid Latitude	36.39004	Active Evangelical HHLDS	487
CT Centroid Longitude	-80.4707	Active Evangelical PERCENT	21.42%
City Location:	Pilot Mountain	Unreached HHLDS	1362
County Location:	Surry	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	279
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	216
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	867
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.10%	Low Education County	TRUE
Mainstay Community	2.88%	Low Employment County	FALSE
Working Community	7.77%	Persistent Poverty County	FALSE
Country Community	68.33%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	14.93%	Retirement Destination County	FALSE

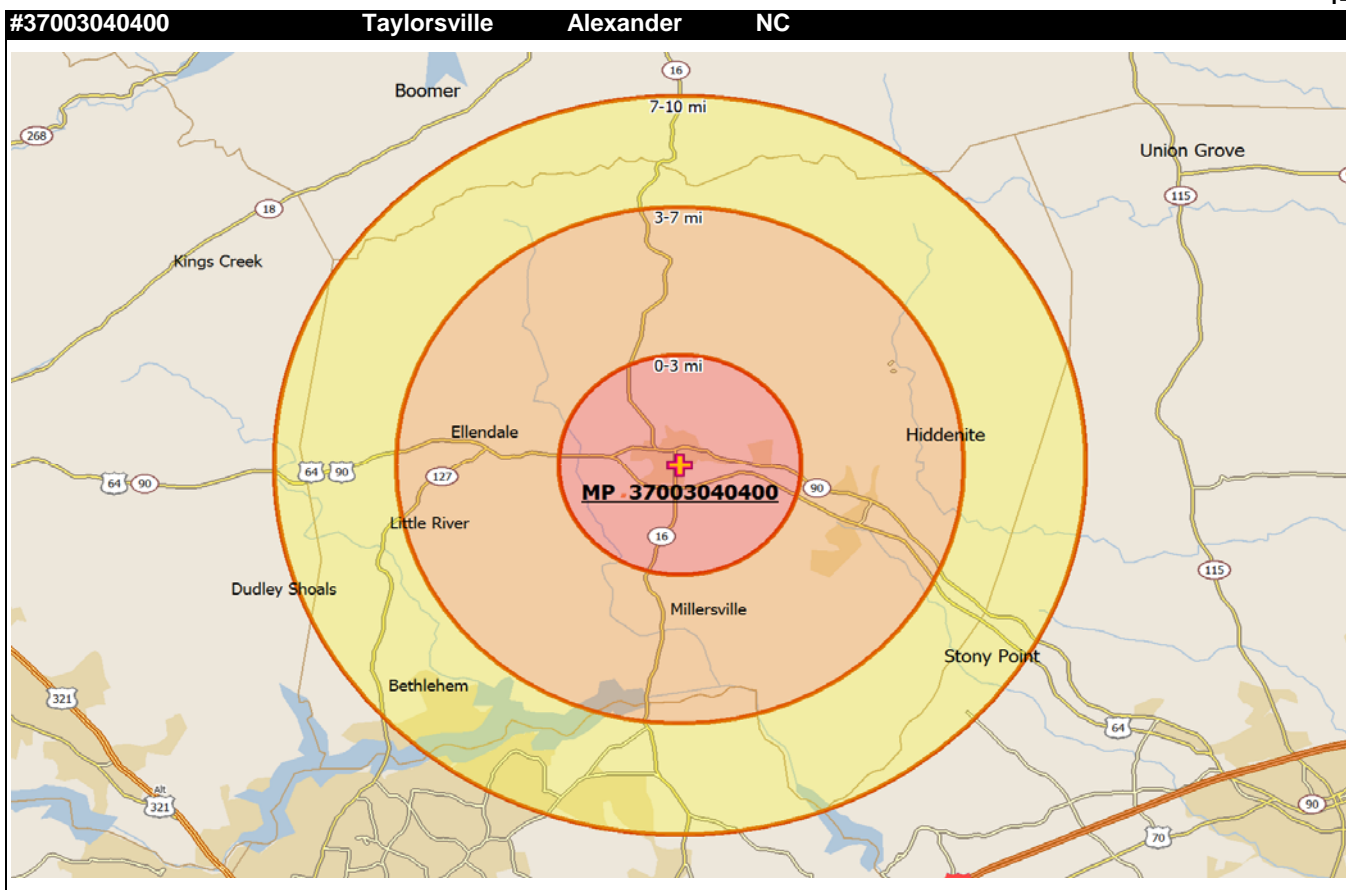
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	25.34	Racial Diversity Index	15.90
Ancestry Diversity Index	67.34	Diversity Composite Index	15.08
Foreign Born Diversity Index	42.48	Population Density Index	15.11

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

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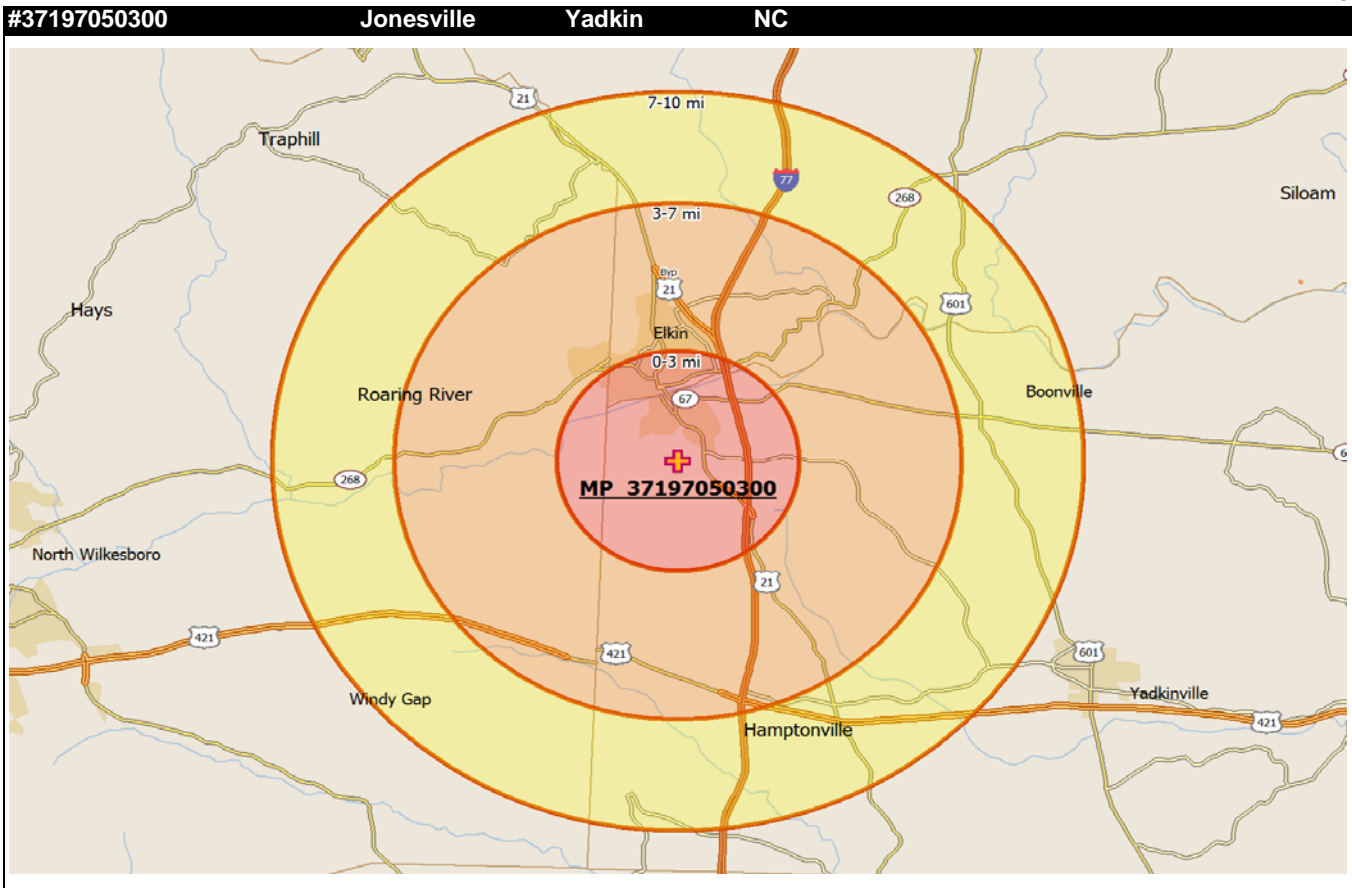
13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37003040400	Total Households in 0-3 mi Band	2971
CT Centroid Latitude	35.91576	Active Evangelical HHLDS	709
CT Centroid Longitude	-81.17585	Active Evangelical PERCENT	23.86%
City Location:	Taylorsville	Unreached HHLDS	1889
County Location:	Alexander	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	452
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	293
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1146
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.95%	Low Education County	FALSE
Mainstay Community	4.47%	Low Employment County	FALSE
Working Community	23.76%	Persistent Poverty County	FALSE
Country Community	57.48%	Population Loss County	FALSE
Aspiring Community	0.35%	Nonmetro Recreation County	FALSE
Urban Community	7.98%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.57	Racial Diversity Index	39.25
Ancestry Diversity Index	42.77	Diversity Composite Index	12.92
Foreign Born Diversity Index	11.06	Population Density Index	18.91

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

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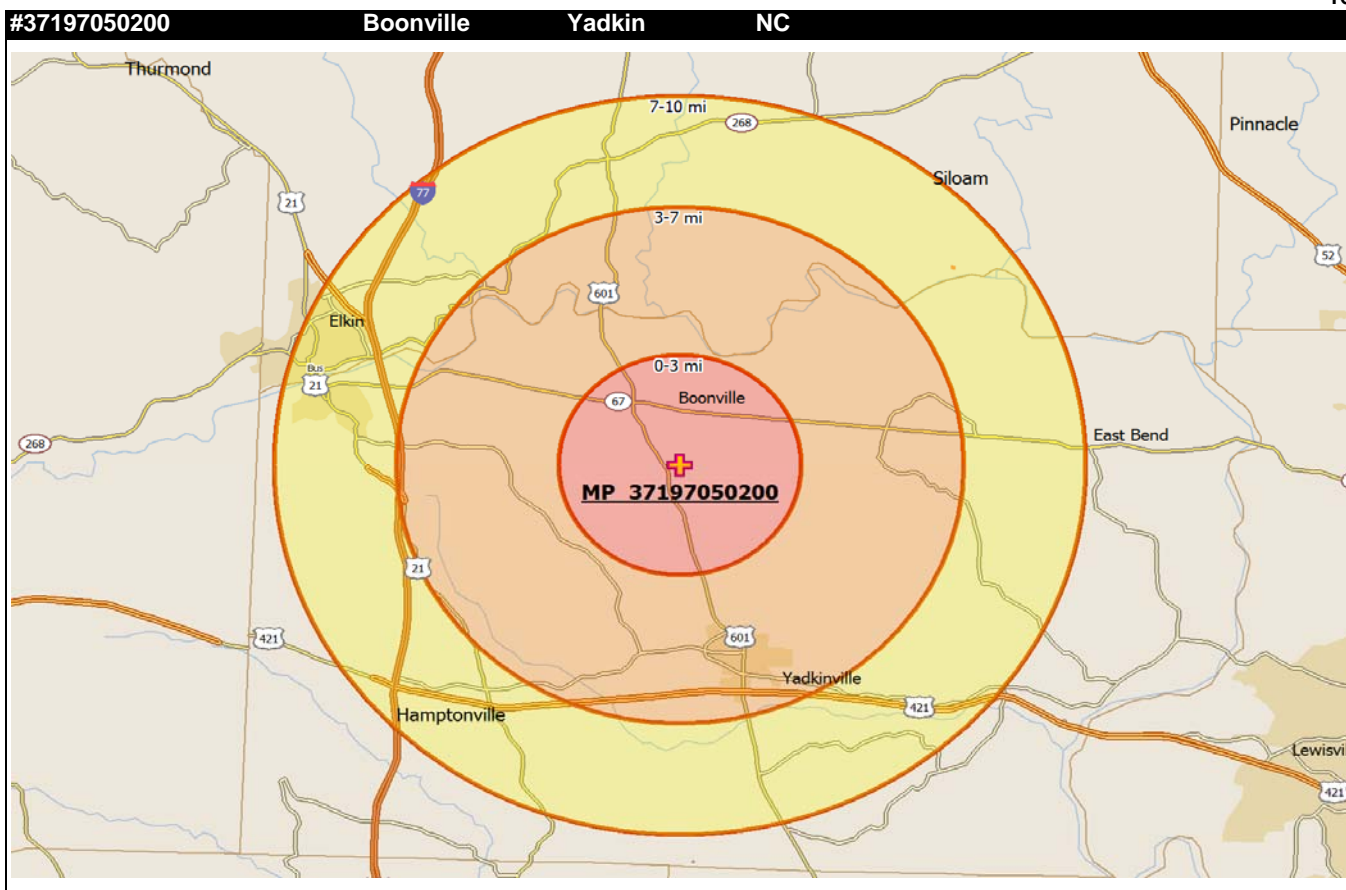
14 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37197050300	Total Households in 0-3 mi Band	2721
CT Centroid Latitude	36.2153	Active Evangelical HHLDS	393
CT Centroid Longitude	-80.84193	Active Evangelical PERCENT	14.46%
City Location:	Jonesville	Unreached HHLDS	1750
County Location:	Yadkin	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	422
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	265
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1064
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.23%	Low Education County	FALSE
Mainstay Community	11.77%	Low Employment County	FALSE
Working Community	41.44%	Persistent Poverty County	FALSE
Country Community	33.17%	Population Loss County	FALSE
Aspiring Community	0.66%	Nonmetro Recreation County	FALSE
Urban Community	8.72%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	26.50	Racial Diversity Index	26.17
Ancestry Diversity Index	52.62	Diversity Composite Index	14.73
Foreign Born Diversity Index	10.52	Population Density Index	17.56

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

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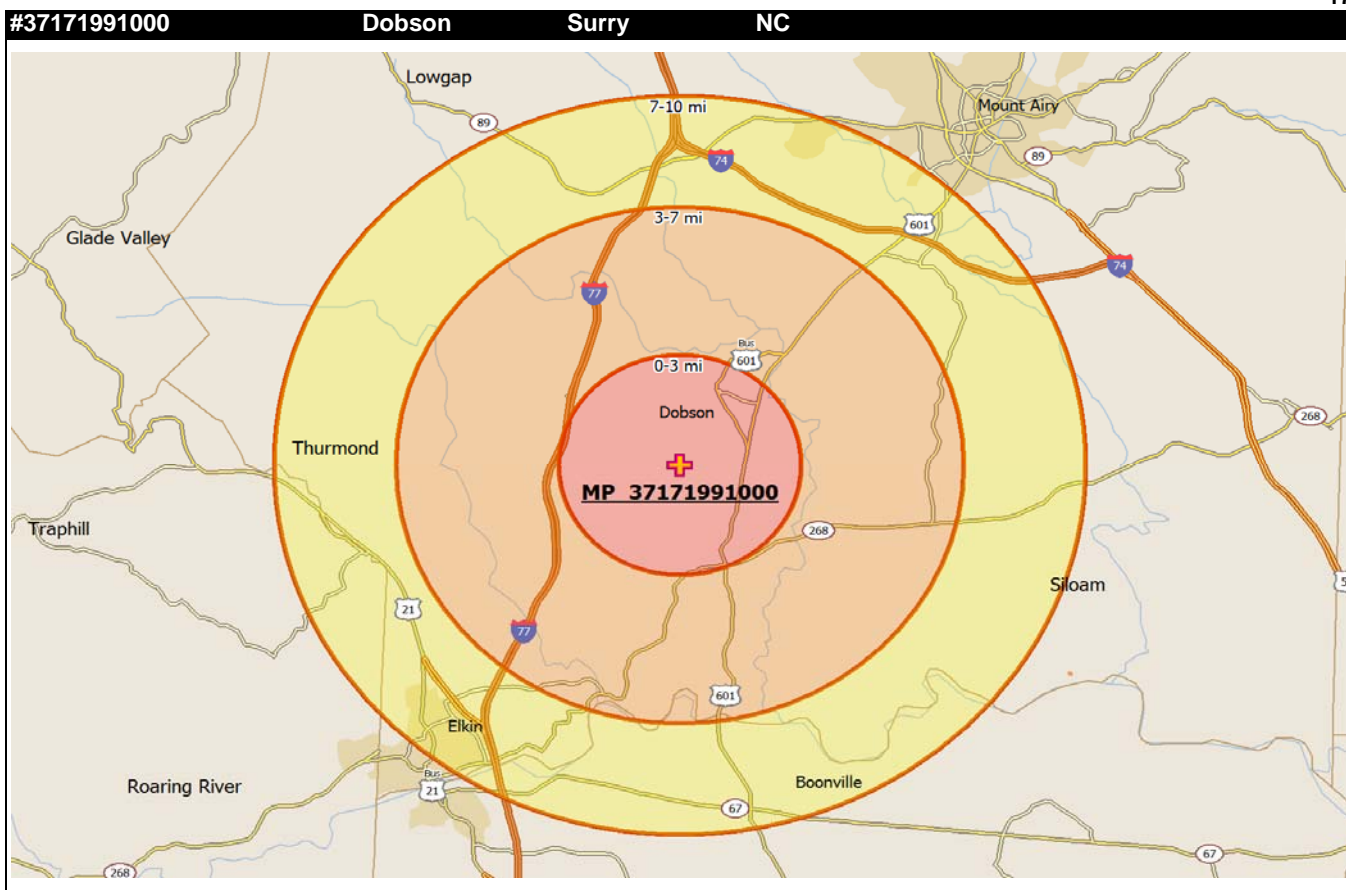
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37197050200	Total Households in 0-3 mi Band	1419
CT Centroid Latitude	36.20801	Active Evangelical HHLDS	269
CT Centroid Longitude	-80.68783	Active Evangelical PERCENT	18.98%
City Location:	Boonville	Unreached HHLDS	757
County Location:	Yadkin	Unreached Percent	53%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	130
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	9%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	102
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	524
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.24%	Low Education County	FALSE
Mainstay Community	13.96%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	69.21%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	8.59%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.48	Racial Diversity Index	27.41
Ancestry Diversity Index	58.55	Diversity Composite Index	13.50
Foreign Born Diversity Index	0.45	Population Density Index	13.14

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

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16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37171991000	Total Households in 0-3 mi Band	1633
CT Centroid Latitude	36.36751	Active Evangelical HHLDS	357
CT Centroid Longitude	-80.73952	Active Evangelical PERCENT	21.88%
City Location:	Dobson	Unreached HHLDS	962
County Location:	Surry	Unreached Percent	59%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	149
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	9%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	160
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	653
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.76%	Low Education County	TRUE
Mainstay Community	13.08%	Low Employment County	FALSE
Working Community	28.28%	Persistent Poverty County	FALSE
Country Community	39.56%	Population Loss County	FALSE
Aspiring Community	0.40%	Nonmetro Recreation County	FALSE
Urban Community	7.91%	Retirement Destination County	FALSE

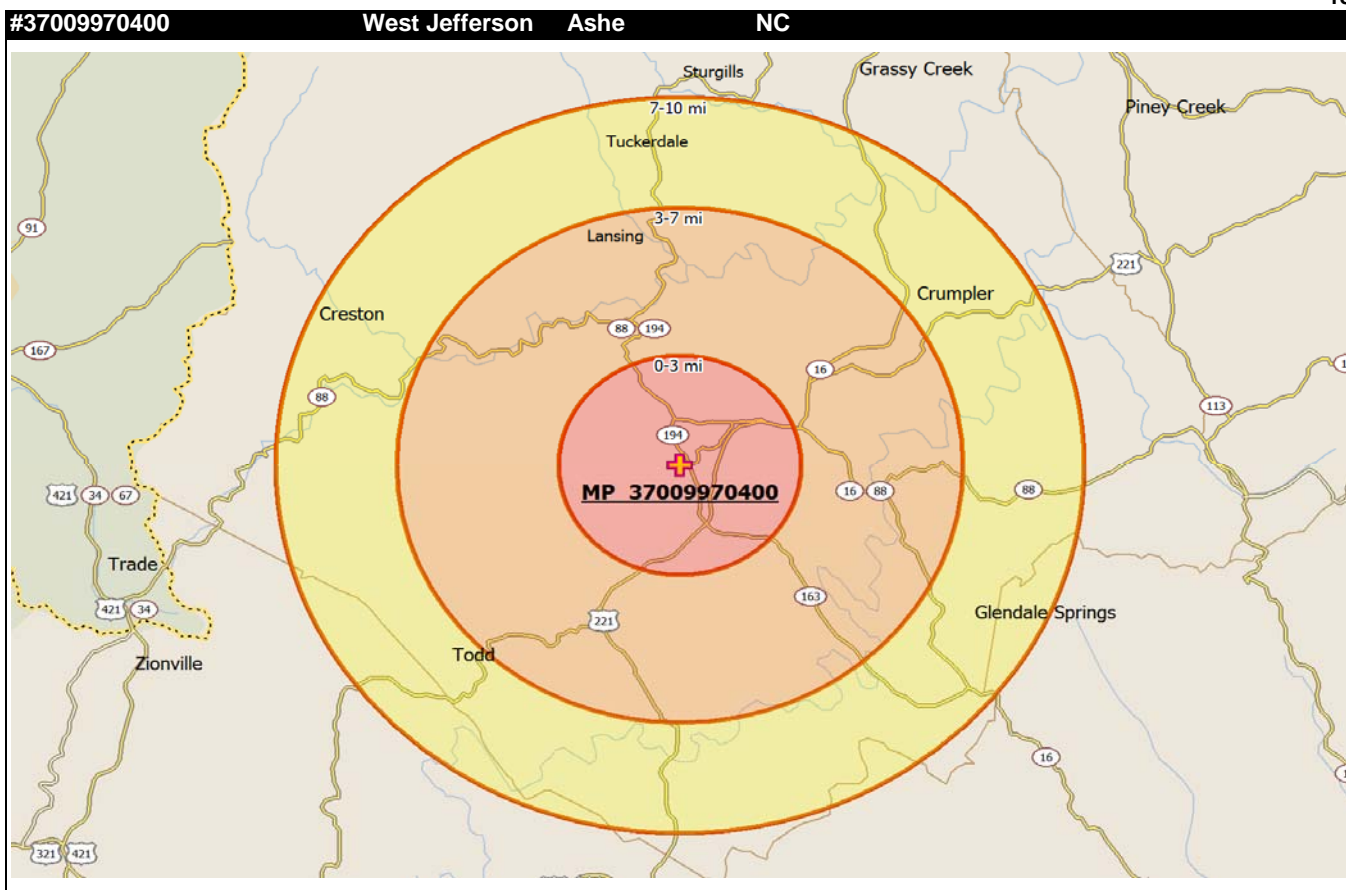
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	67.55	Racial Diversity Index	48.94
Ancestry Diversity Index	28.61	Diversity Composite Index	17.27
Foreign Born Diversity Index	0.28	Population Density Index	12.35

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

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17 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37009970400	Total Households in 0-3 mi Band	2655
CT Centroid Latitude	36.40358	Active Evangelical HHLDS	743
CT Centroid Longitude	-81.49694	Active Evangelical PERCENT	27.98%
City Location:	West Jefferson	Unreached HHLDS	1702
County Location:	Ashe	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	332
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	323
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1049
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	39%

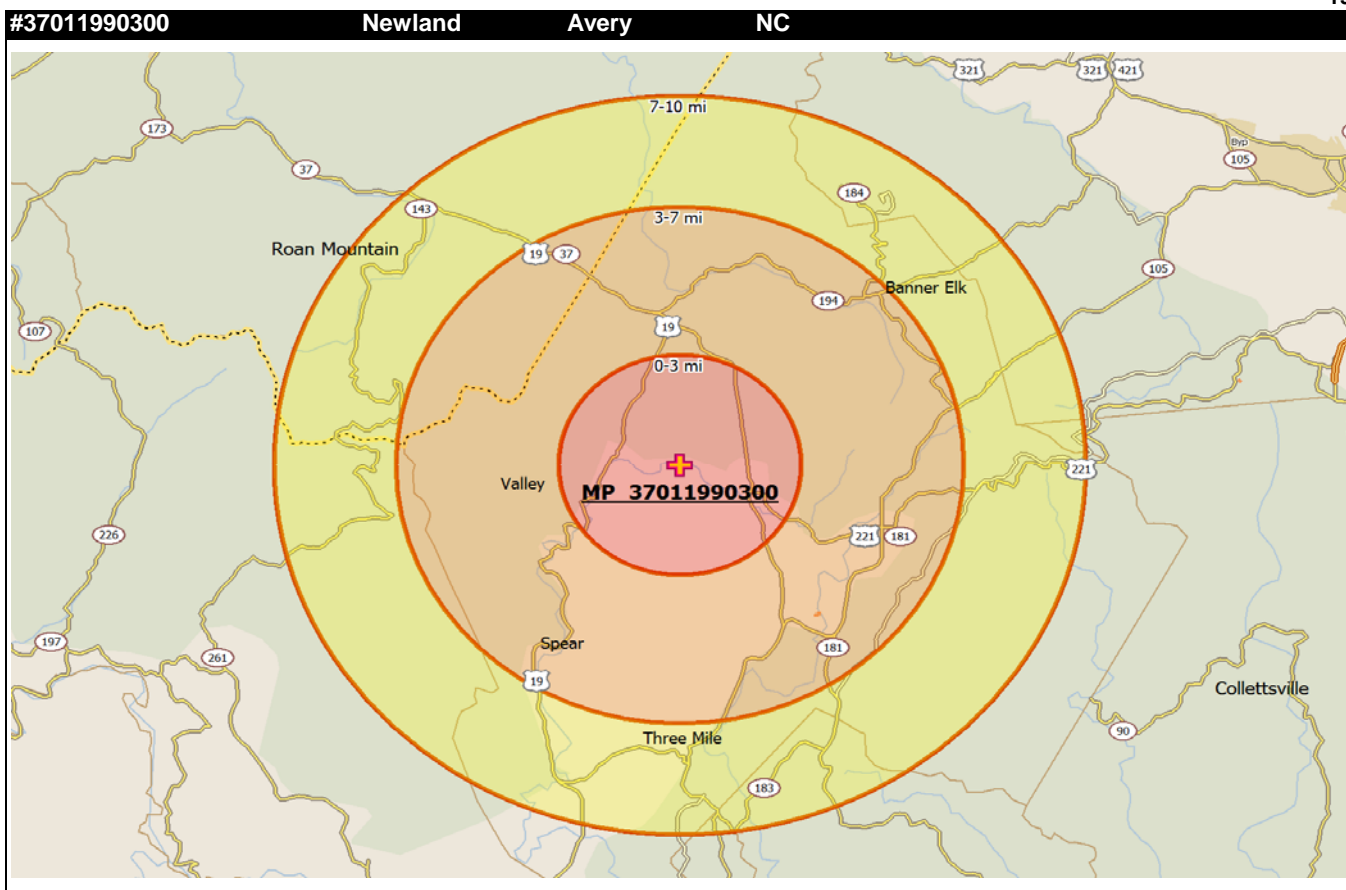
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.66%	Low Education County	FALSE
Mainstay Community	3.51%	Low Employment County	FALSE
Working Community	19.37%	Persistent Poverty County	FALSE
Country Community	41.28%	Population Loss County	FALSE
Aspiring Community	2.58%	Nonmetro Recreation County	FALSE
Urban Community	29.60%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	28.10	Racial Diversity Index	22.60
Ancestry Diversity Index	70.40	Diversity Composite Index	12.30
Foreign Born Diversity Index	13.85	Population Density Index	12.54

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

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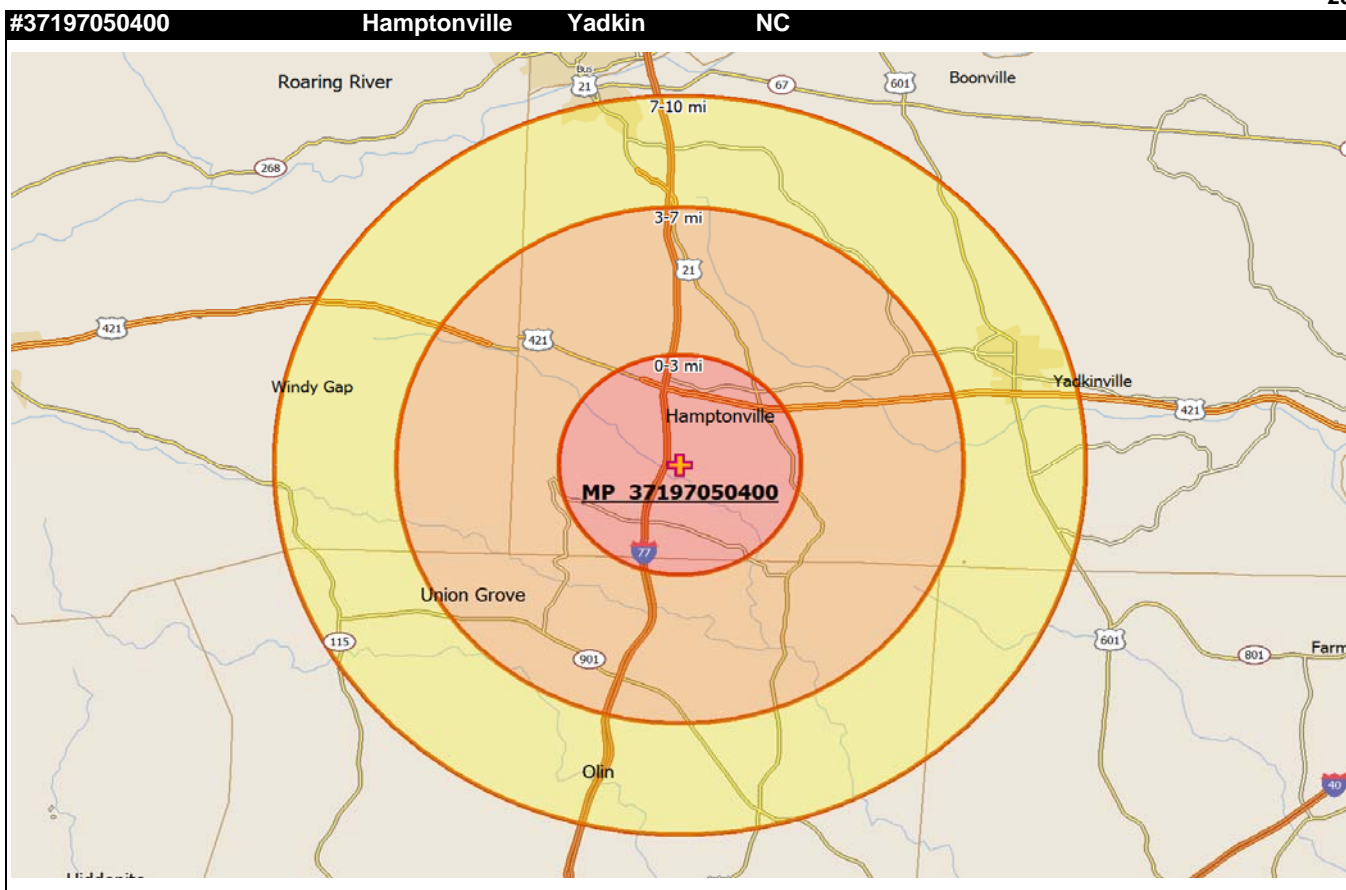
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37011990300	Total Households in 0-3 mi Band	1403
CT Centroid Latitude	36.09557	Active Evangelical HHLDS	262
CT Centroid Longitude	-81.95911	Active Evangelical PERCENT	18.69%
City Location:	Newland	Unreached HHLDS	847
County Location:	Avery	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	172
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	183
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	492
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	35%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.71%	Low Education County	FALSE
Mainstay Community	2.47%	Low Employment County	FALSE
Working Community	7.51%	Persistent Poverty County	FALSE
Country Community	53.58%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	TRUE
Urban Community	35.74%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	10.06	Racial Diversity Index	9.57
Ancestry Diversity Index	65.91	Diversity Composite Index	22.09
Foreign Born Diversity Index	53.67	Population Density Index	9.23

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

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19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37197050400	Total Households in 0-3 mi Band	1106
CT Centroid Latitude	36.09076	Active Evangelical HHLDS	205
CT Centroid Longitude	-80.80677	Active Evangelical PERCENT	18.54%
City Location:	Hamptonville	Unreached HHLDS	602
County Location:	Yadkin	Unreached Percent	54%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	104
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	9%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	89
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	408
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	37%

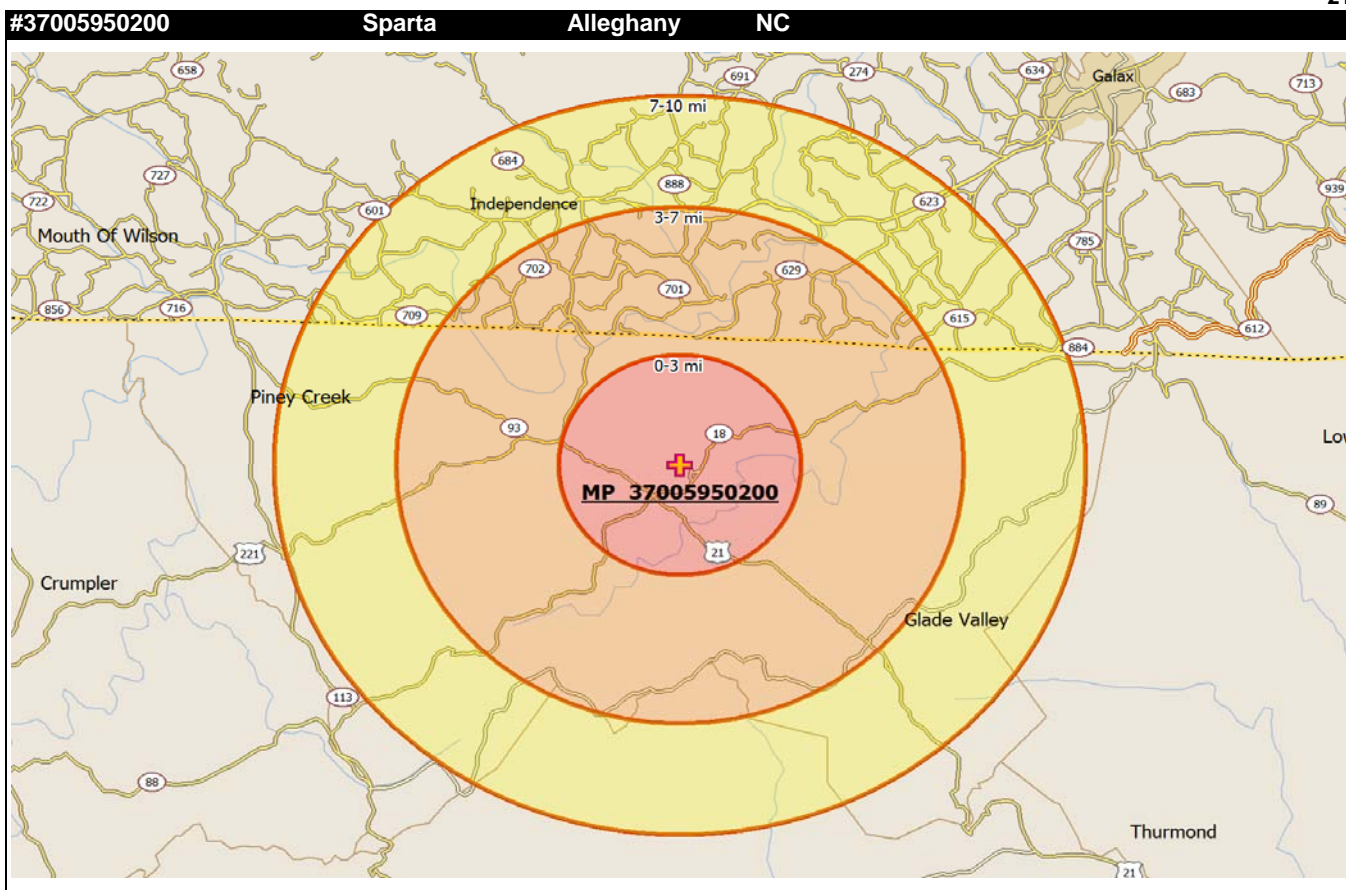
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.59%	Low Education County	FALSE
Mainstay Community	7.87%	Low Employment County	FALSE
Working Community	1.06%	Persistent Poverty County	FALSE
Country Community	80.49%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	6.99%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	50.89	Racial Diversity Index	34.39
Ancestry Diversity Index	44.49	Diversity Composite Index	13.59
Foreign Born Diversity Index	0.00	Population Density Index	15.10

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

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20 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37005950200	Total Households in 0-3 mi Band	1805
CT Centroid Latitude	36.51777	Active Evangelical HHLDS	248
CT Centroid Longitude	-81.10892	Active Evangelical PERCENT	13.75%
City Location:	Sparta	Unreached HHLDS	1197
County Location:	Alleghany	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	242
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	233
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	723
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.80%	Low Education County	FALSE
Mainstay Community	4.08%	Low Employment County	FALSE
Working Community	31.03%	Persistent Poverty County	FALSE
Country Community	26.91%	Population Loss County	FALSE
Aspiring Community	0.77%	Nonmetro Recreation County	FALSE
Urban Community	36.41%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	37.35	Racial Diversity Index	29.29
Ancestry Diversity Index	58.93	Diversity Composite Index	14.99
Foreign Born Diversity Index	5.64	Population Density Index	11.38

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

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## 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 than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types of Decreasing Density patterns:

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

**8. Population Pattern**

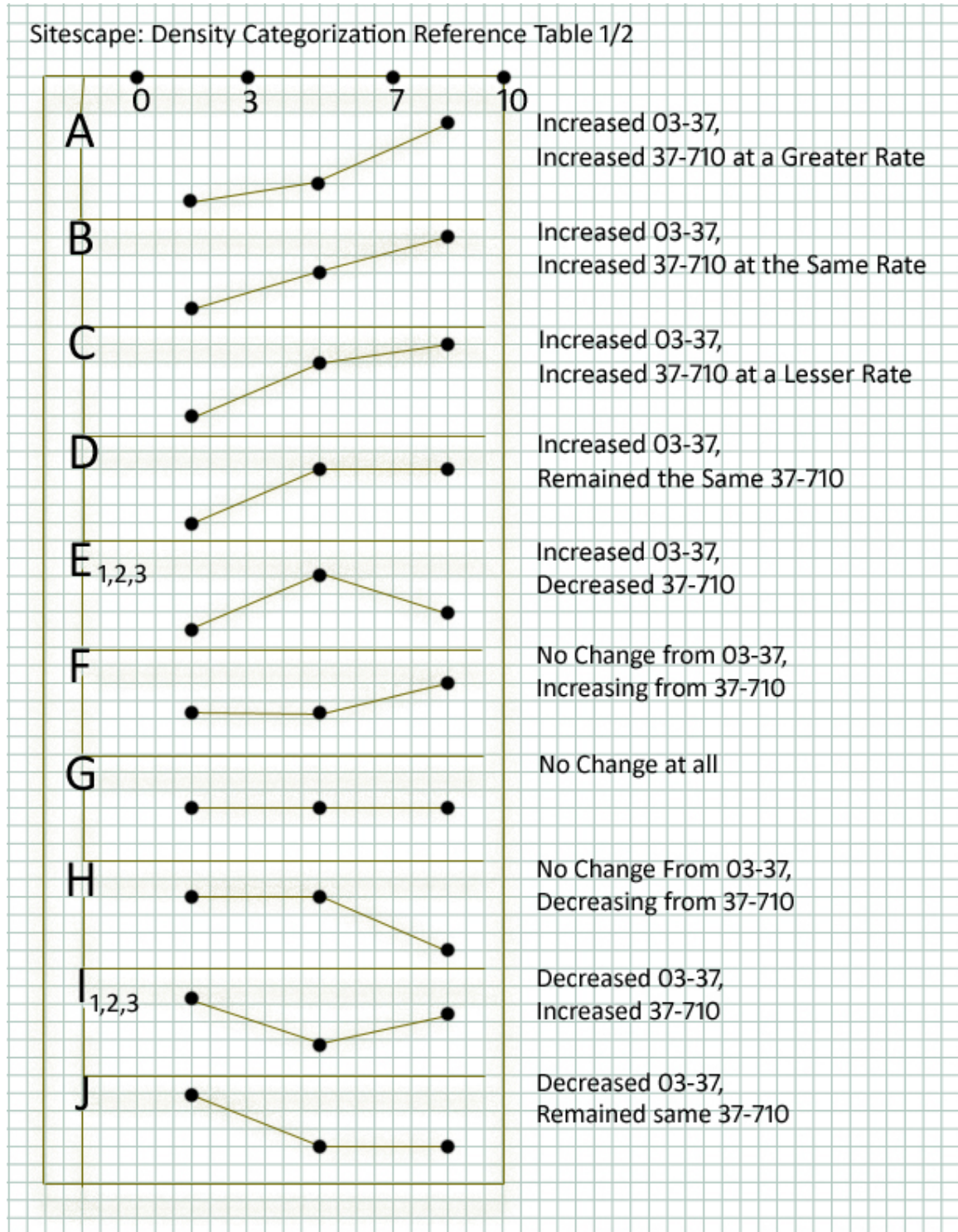
The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number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

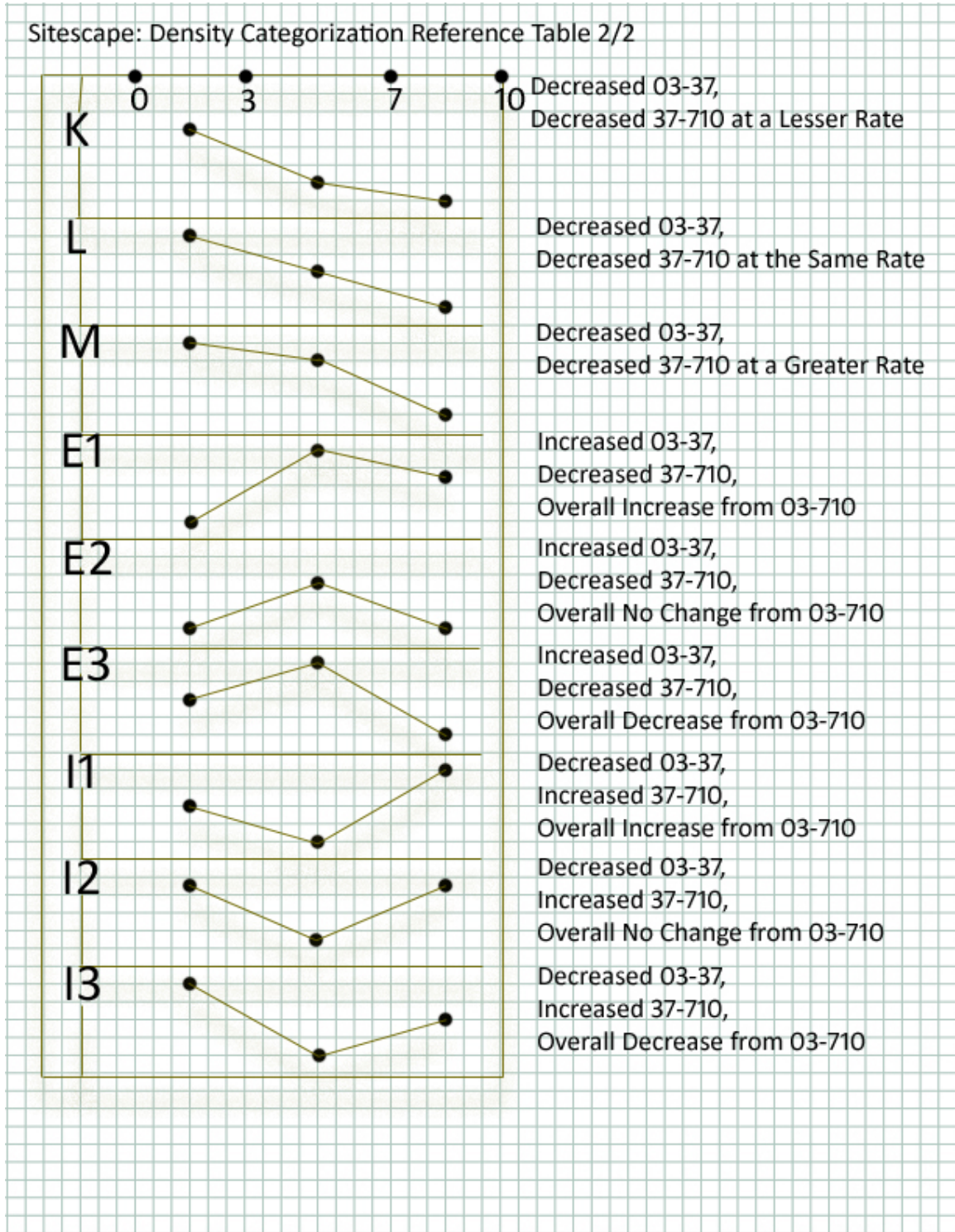
100000 -- means that the population within the 0-3 mile band is between 50000 and 100000

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

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







## 9. Using Density and Population Patterns

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

### Interpreting the Population Pattern in light of the Density Pattern

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

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

### What Does This Mean in Practical Terms?

1. The 0-3 mile band is much more concentrated in density -- which could mean:
  - greater sense of community and location identity among the population
  - probably a greater need for a larger number of smaller congregations -- meeting needs of diverse groups within the more densely populated area -- maybe servicing groups of about 135-150 in max attendance -- this depends on the degree of diversity within the concentrated band
2. The 3-7 mile band, while having a greater amount of population is more dispersed -- which could mean:
  - probably more "suburban-like" and commuter oriented
  - which means a more "regional" approach to church planting may be justified
3. The 7-10 mile band, with less population and less density may indicate a more "fringe type" location -- which means one should explore the type of lifestyle segments in this area -- are they more "rural-oriented" pointing back to populations who have been there for generations OR are they more "exurbanites" -- affluent yuppies fleeing the urban areas building upscale enclaves -- either direction represents a unique church planting environment

## 10. Total Households in 0-3mi Band

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

## 11. Active Evangelical HHLDS and PERCENT

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

## 12. Unreached HHLDS and PERCENT

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

### **13. Religious But Not Evangelical HHLDS and PERCENT**

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

### **14. Spiritual But Not Religious HHLDS and PERCENT**

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

### **15. Not Evangelical Not Interested HHLDS and PERCENT**

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

### **16. Upscale Community PERCENT**

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

### **17. Mainstay Community PERCENT**

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

### **18. Working Community PERCENT**

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

### **19. Country Community PERCENT**

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

### **20. Aspiring Community PERCENT**

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

## 21. Urban Community PERCENT

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

## 22. Low Education County TYPE

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

## 23. Low Employment County TYPE

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

## 24. Persistent Poverty County TYPE

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

## 25. Population Loss County TYPE

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

## 26. Nonmetro Recreation County TYPE

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

## 27. Retirement Destination County TYPE

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



## 28. Language Diversity INDEX

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

## 29. Ancestry Diversity INDEX

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

## 30. Foreign Born Diversity INDEX

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

## 31. Racial Diversity INDEX

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

## 32. Diversity Composite INDEX

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

## 33. Population Density INDEX

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



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