



MISSION POINTS

Top Unreached Locations



Top Mission Points in
Adams County, Colorado



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.

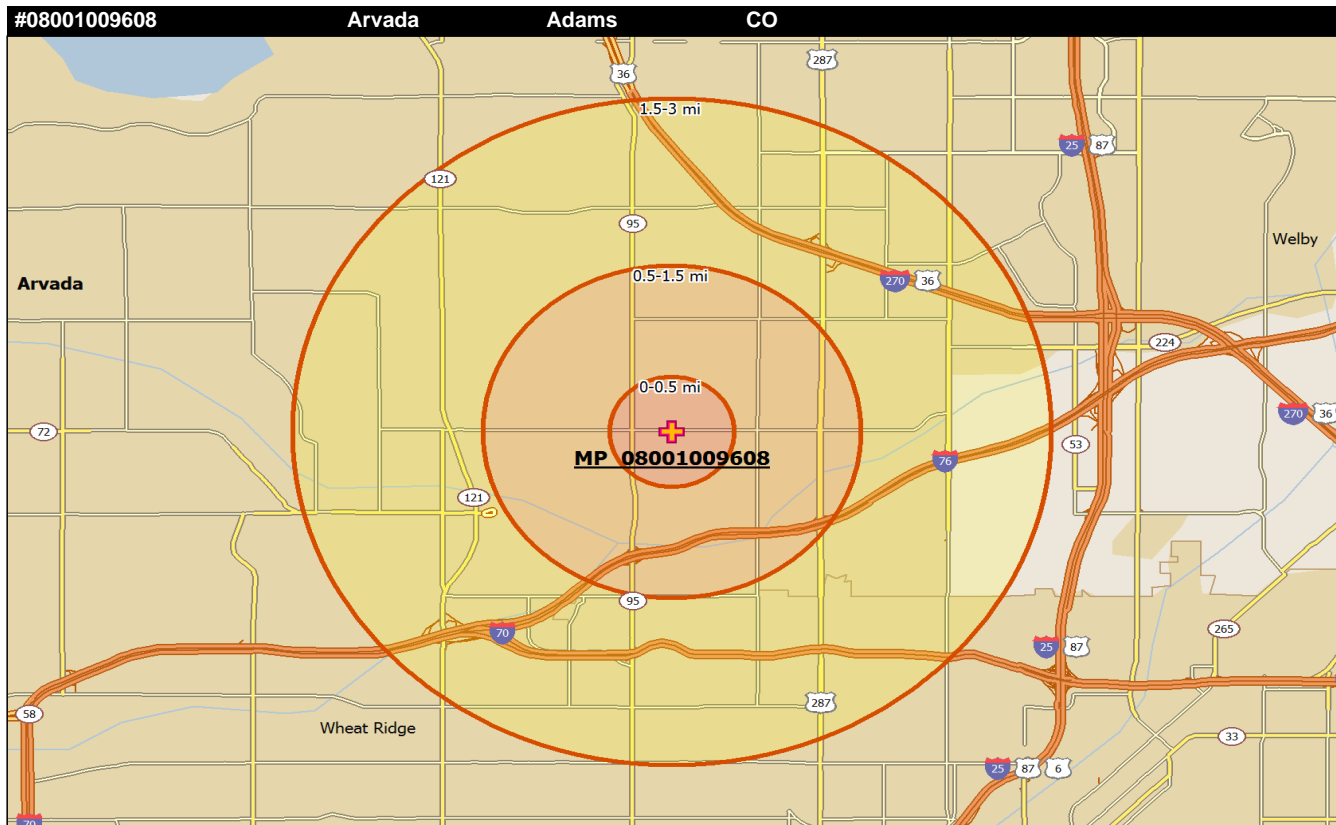
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

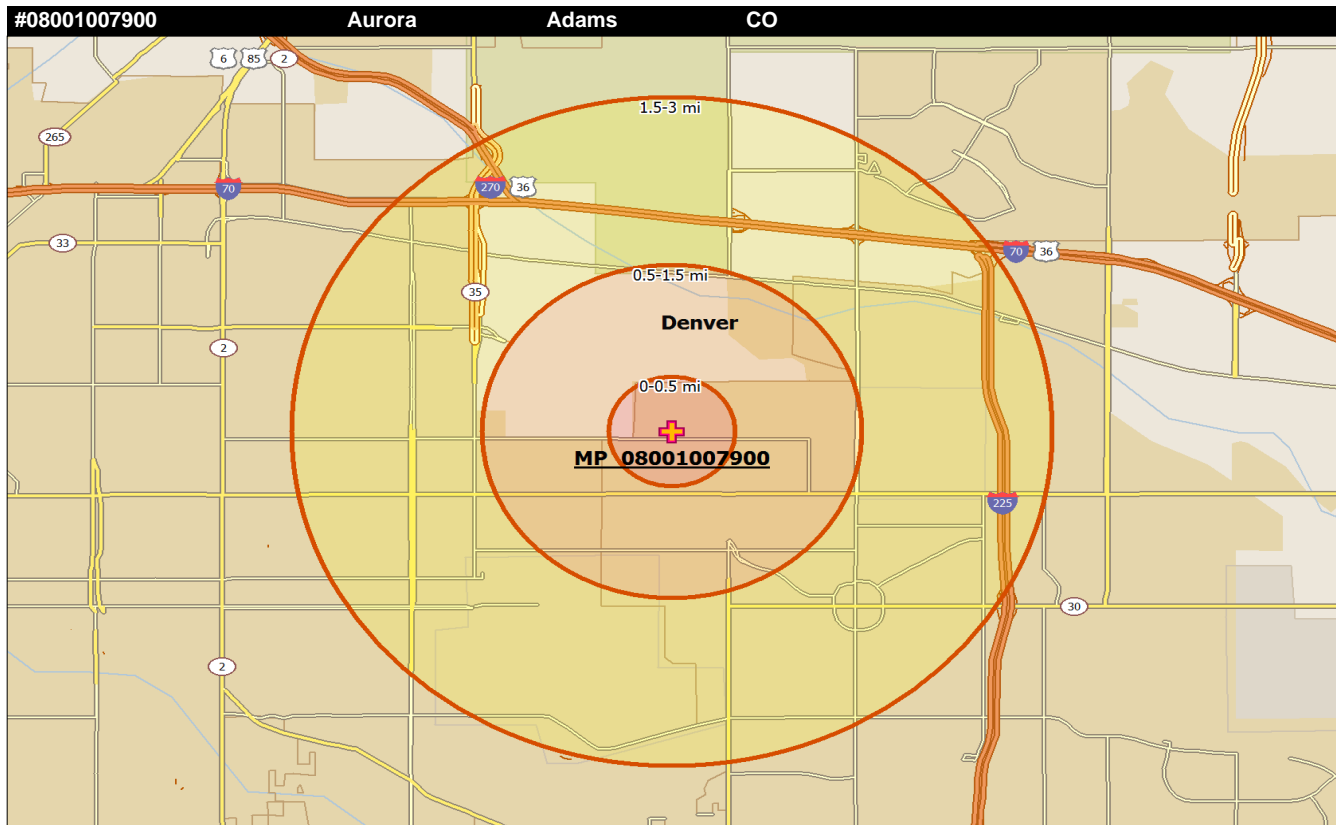
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009608	Total Households in 3 mi Ring	48,500
CT Centroid Latitude	39.81257	Active Evangelical HHLDS	2,353
CT Centroid Longitude	-105.04733	Active Evangelical PERCENT	4.85%
City Location	Arvada	Unreached HHLDS	33,489
County Location	Adams	Unreached Percent	69.05%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,818
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.12%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,944
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.19%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	20,728
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.74%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.06%	Low Education County	False
Mainstay Community	12.73%	Low Employment County	False
Working Community	45.16%	Persistent Poverty County	False
Country Community	1.21%	Population Loss County	False
Aspiring Community	6.77%	Nonmetro Recreation County	False
Urban Community	10.07%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.50	Racial Diversity Index	69.04
Ancestry Diversity Index	48.35	Diversity Composite Index	55.61
Foreign Born Diversity Index	22.07	Population Density Index	78.56



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001007900	Total Households in 3 mi Ring	47,466
CT Centroid Latitude	39.74837	Active Evangelical HHLDS	2,193
CT Centroid Longitude	-104.87428	Active Evangelical PERCENT	4.62%
City Location	Aurora	Unreached HHLDS	33,479
County Location	Adams	Unreached Percent	70.53%
Sitescape Category	4	Religious but NOT Evang HHLDS	9,609
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.24%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,285
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.03%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,626
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.35%

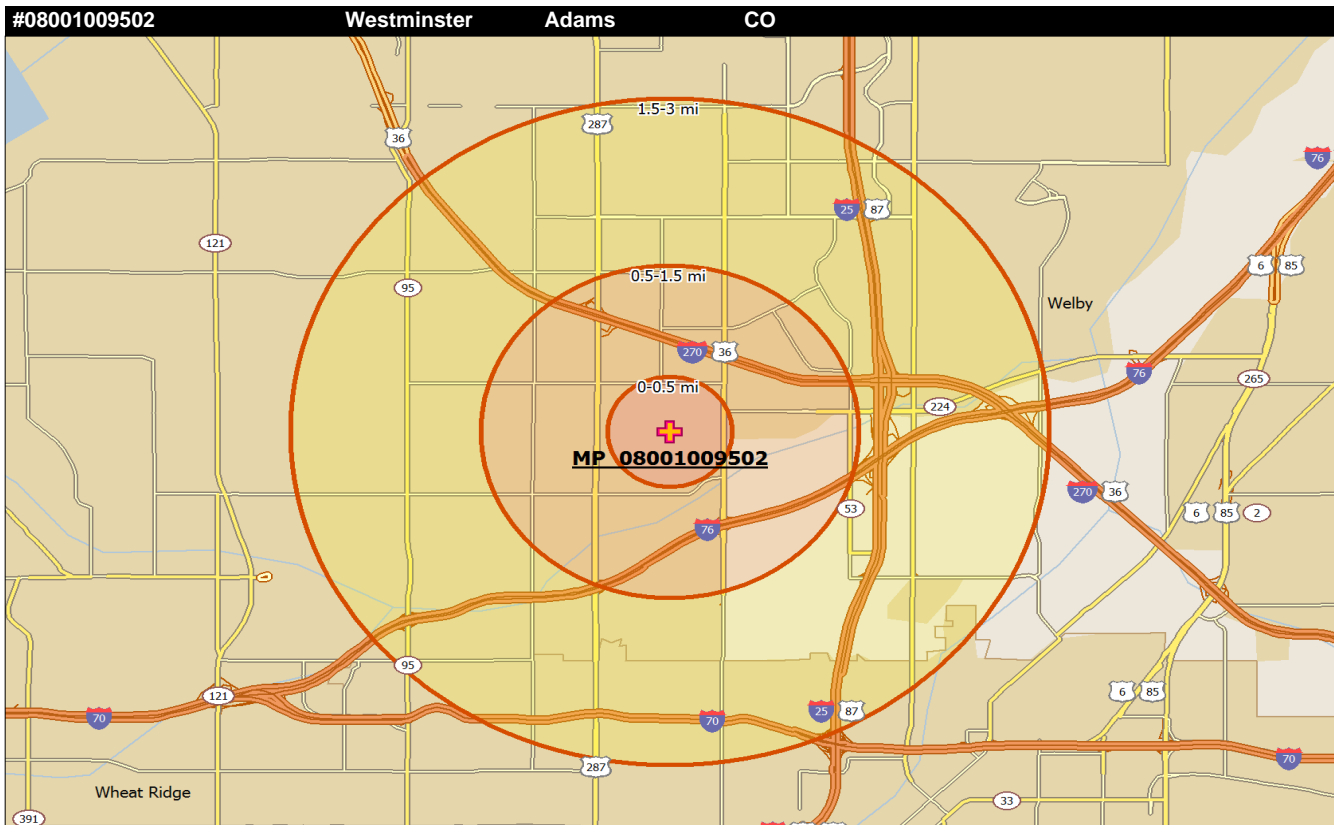
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.27%	Low Education County	False
Mainstay Community	7.23%	Low Employment County	False
Working Community	24.76%	Persistent Poverty County	False
Country Community	0.22%	Population Loss County	False
Aspiring Community	20.73%	Nonmetro Recreation County	False
Urban Community	33.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	80.84	Racial Diversity Index	93.50
Ancestry Diversity Index	20.83	Diversity Composite Index	50.94
Foreign Born Diversity Index	8.97	Population Density Index	76.62

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

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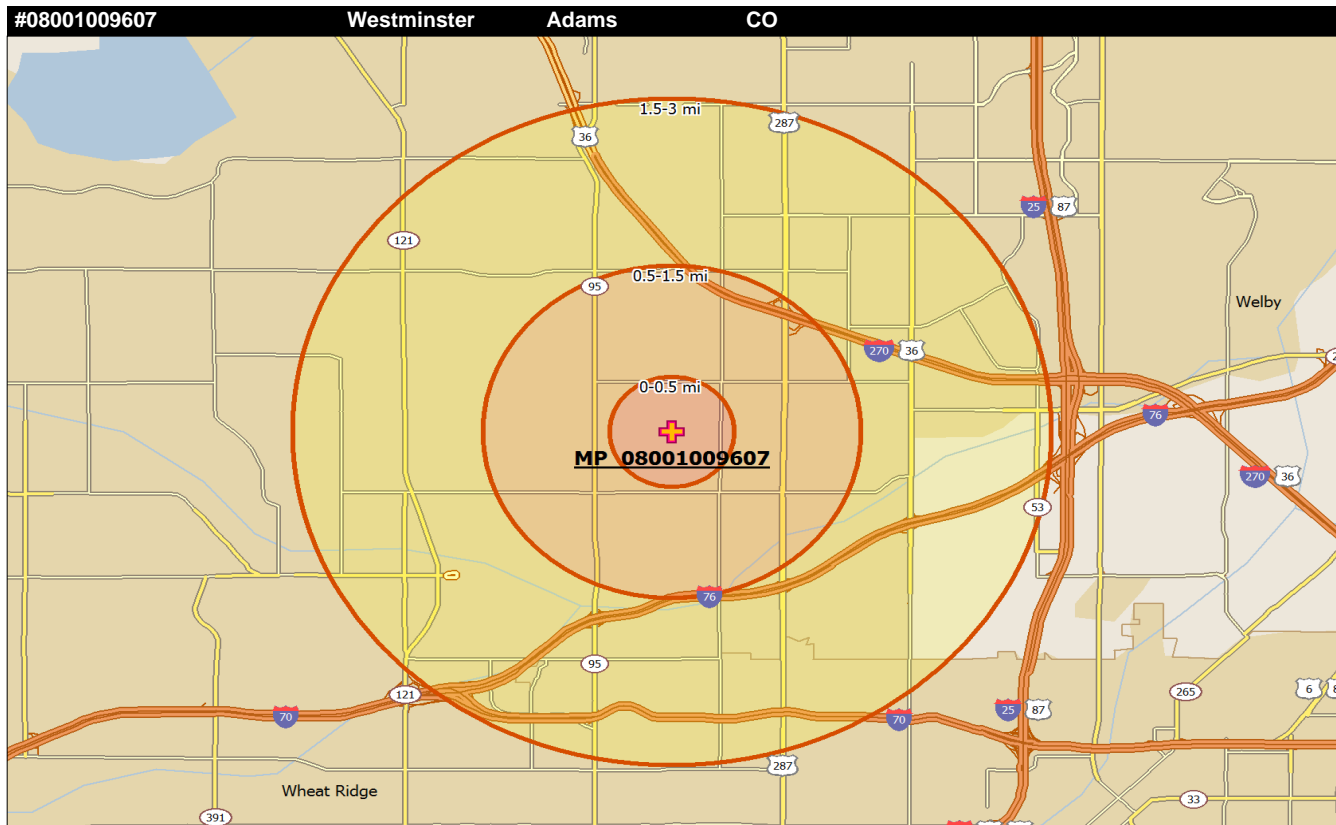
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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009502	Total Households in 3 mi Ring	41,143
CT Centroid Latitude	39.82096	Active Evangelical HHLDS	1,978
CT Centroid Longitude	-105.01419	Active Evangelical PERCENT	4.81%
City Location	Westminister	Unreached HHLDS	28,522
County Location	Adams	Unreached Percent	69.32%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,629
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.11%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,206
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.22%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	17,689
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.07%	Low Education County	False
Mainstay Community	10.49%	Low Employment County	False
Working Community	44.47%	Persistent Poverty County	False
Country Community	0.29%	Population Loss County	False
Aspiring Community	6.55%	Nonmetro Recreation County	False
Urban Community	17.12%	Retirement Destination County	False

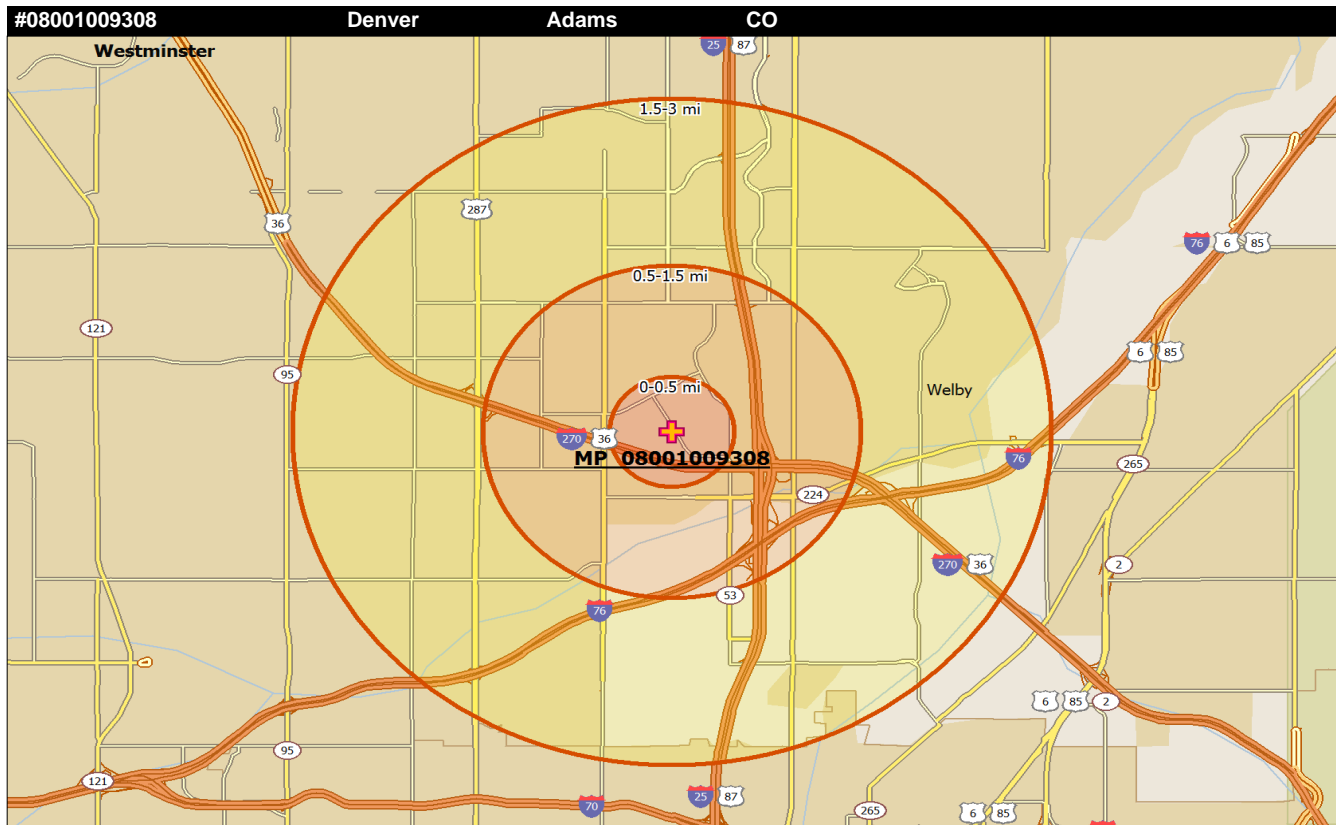
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	74.89	Racial Diversity Index	78.33
Ancestry Diversity Index	34.59	Diversity Composite Index	50.41
Foreign Born Diversity Index	16.53	Population Density Index	74.12



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009607	Total Households in 3 mi Ring	45,537
CT Centroid Latitude	39.82077	Active Evangelical HHLDS	2,192
CT Centroid Longitude	-105.04173	Active Evangelical PERCENT	4.81%
City Location	Westminster	Unreached HHLDS	31,554
County Location	Adams	Unreached Percent	69.29%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,322
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.08%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,721
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.37%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,511
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.55%	Low Education County	False
Mainstay Community	11.14%	Low Employment County	False
Working Community	41.17%	Persistent Poverty County	False
Country Community	0.35%	Population Loss County	False
Aspiring Community	8.53%	Nonmetro Recreation County	False
Urban Community	12.26%	Retirement Destination County	False

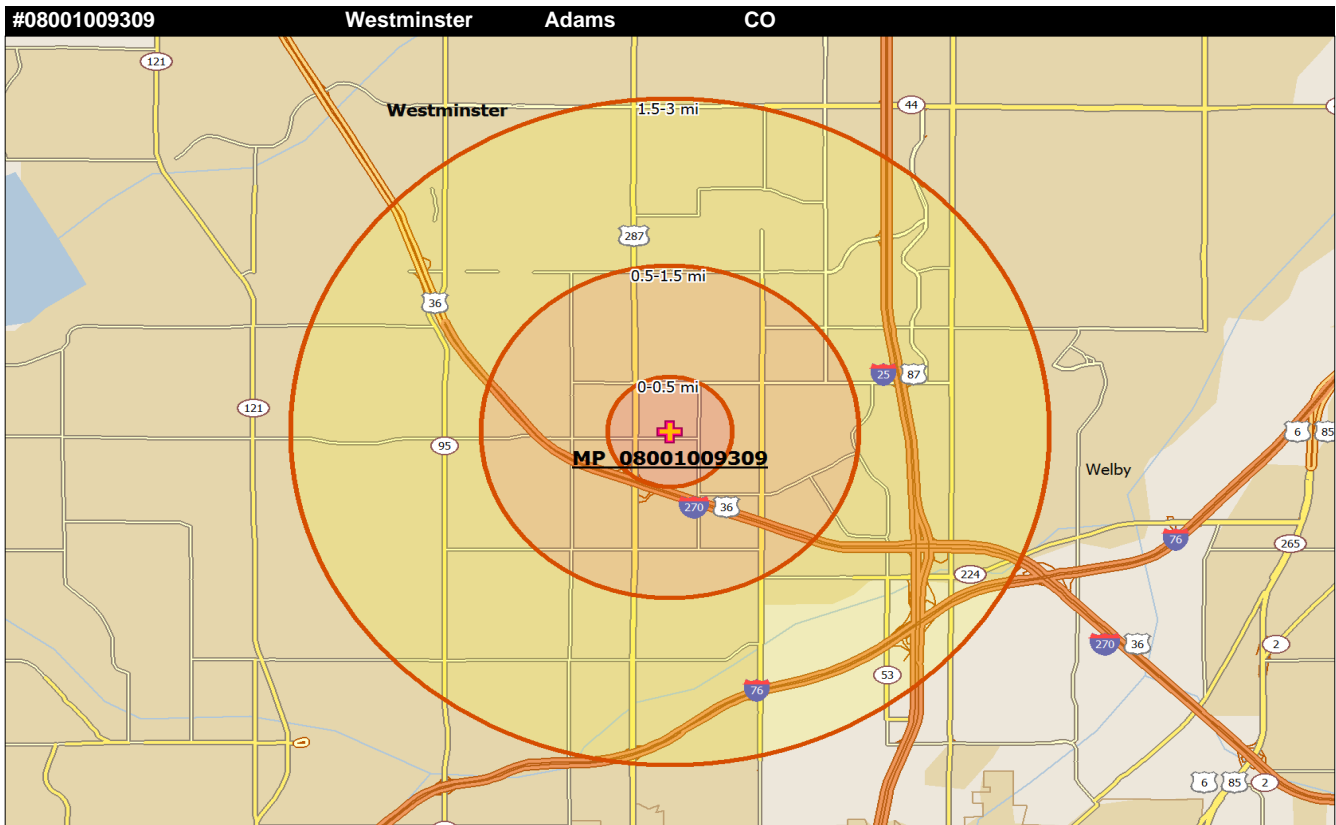
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	69.92	Racial Diversity Index	71.63
Ancestry Diversity Index	46.88	Diversity Composite Index	53.48
Foreign Born Diversity Index	21.17	Population Density Index	77.82



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009308	Total Households in 3 mi Ring	38,250
CT Centroid Latitude	39.83216	Active Evangelical HHLDS	1,836
CT Centroid Longitude	-104.99603	Active Evangelical PERCENT	4.80%
City Location	Denver	Unreached HHLDS	26,538
County Location	Adams	Unreached Percent	69.38%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,166
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.12%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,913
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.23%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	16,461
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.37%	Low Education County	False
Mainstay Community	10.73%	Low Employment County	False
Working Community	49.06%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	8.28%	Nonmetro Recreation County	False
Urban Community	18.08%	Retirement Destination County	False

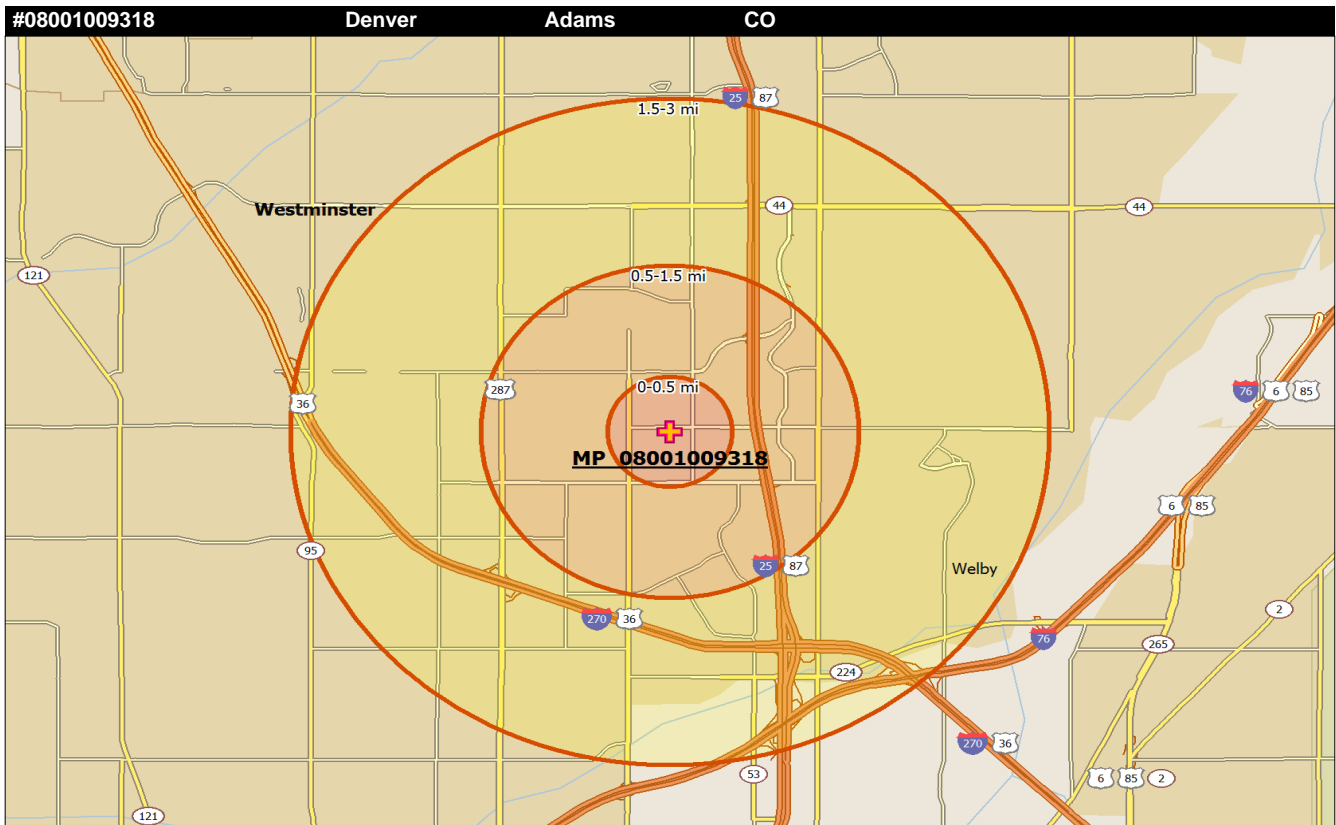
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	74.28	Racial Diversity Index	78.59
Ancestry Diversity Index	34.28	Diversity Composite Index	48.48
Foreign Born Diversity Index	15.53	Population Density Index	73.53



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009309	Total Households in 3 mi Ring	49,739
CT Centroid Latitude	39.84264	Active Evangelical HHLDS	2,374
CT Centroid Longitude	-105.01973	Active Evangelical PERCENT	4.77%
City Location	Westminster	Unreached HHLDS	34,598
County Location	Adams	Unreached Percent	69.56%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,845
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,404
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.86%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,350
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.8%	Low Education County	False
Mainstay Community	11.69%	Low Employment County	False
Working Community	34.91%	Persistent Poverty County	False
Country Community	0.27%	Population Loss County	False
Aspiring Community	11.5%	Nonmetro Recreation County	False
Urban Community	13.84%	Retirement Destination County	False

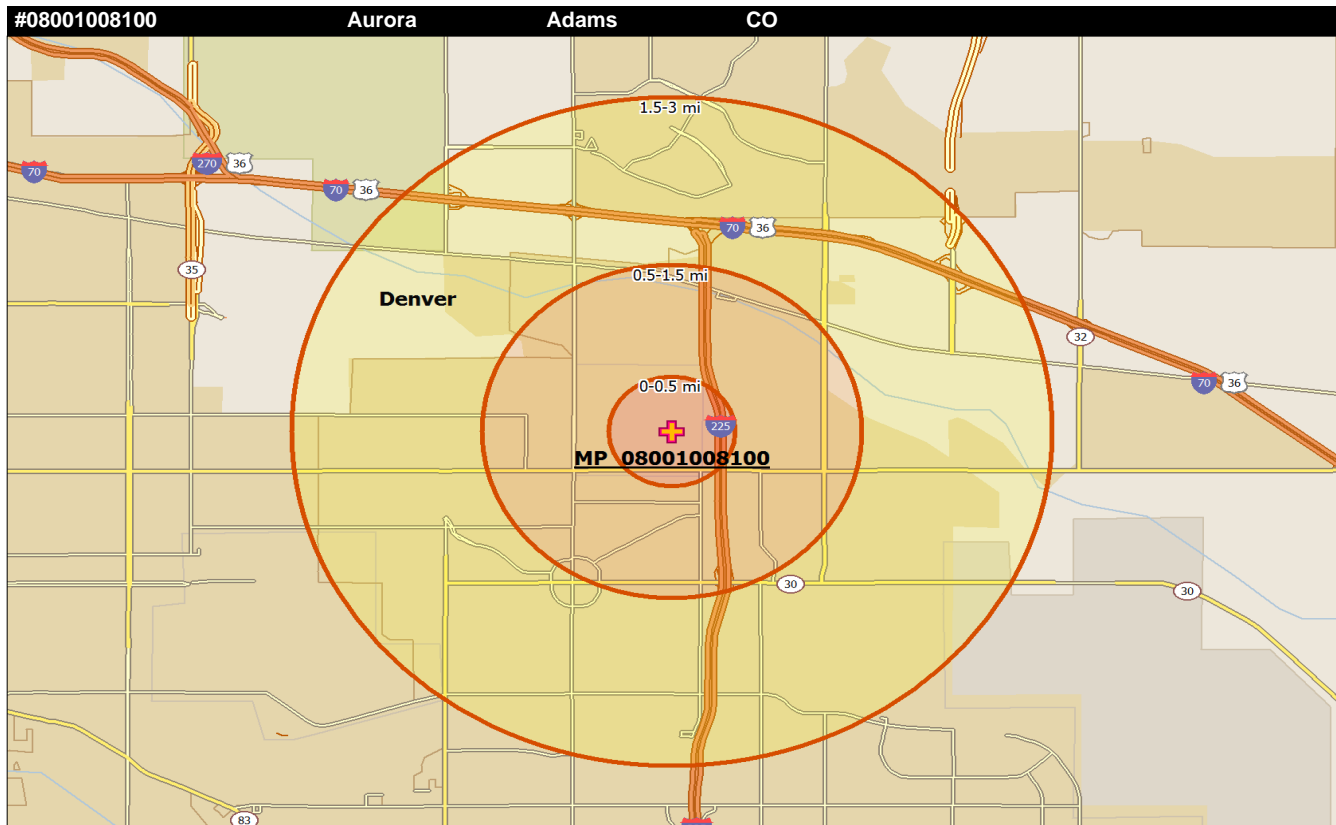
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	69.73	Racial Diversity Index	74.29
Ancestry Diversity Index	45.38	Diversity Composite Index	56.03
Foreign Born Diversity Index	23.91	Population Density Index	81.39



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009318	Total Households in 3 mi Ring	49,000
CT Centroid Latitude	39.85566	Active Evangelical HHLDS	2,353
CT Centroid Longitude	-104.99993	Active Evangelical PERCENT	4.80%
City Location	Denver	Unreached HHLDS	33,988
County Location	Adams	Unreached Percent	69.36%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,759
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.83%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,304
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.82%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,926
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	22.16%	Low Education County	False
Mainstay Community	10.61%	Low Employment County	False
Working Community	41.7%	Persistent Poverty County	False
Country Community	0.35%	Population Loss County	False
Aspiring Community	11.04%	Nonmetro Recreation County	False
Urban Community	14.14%	Retirement Destination County	False

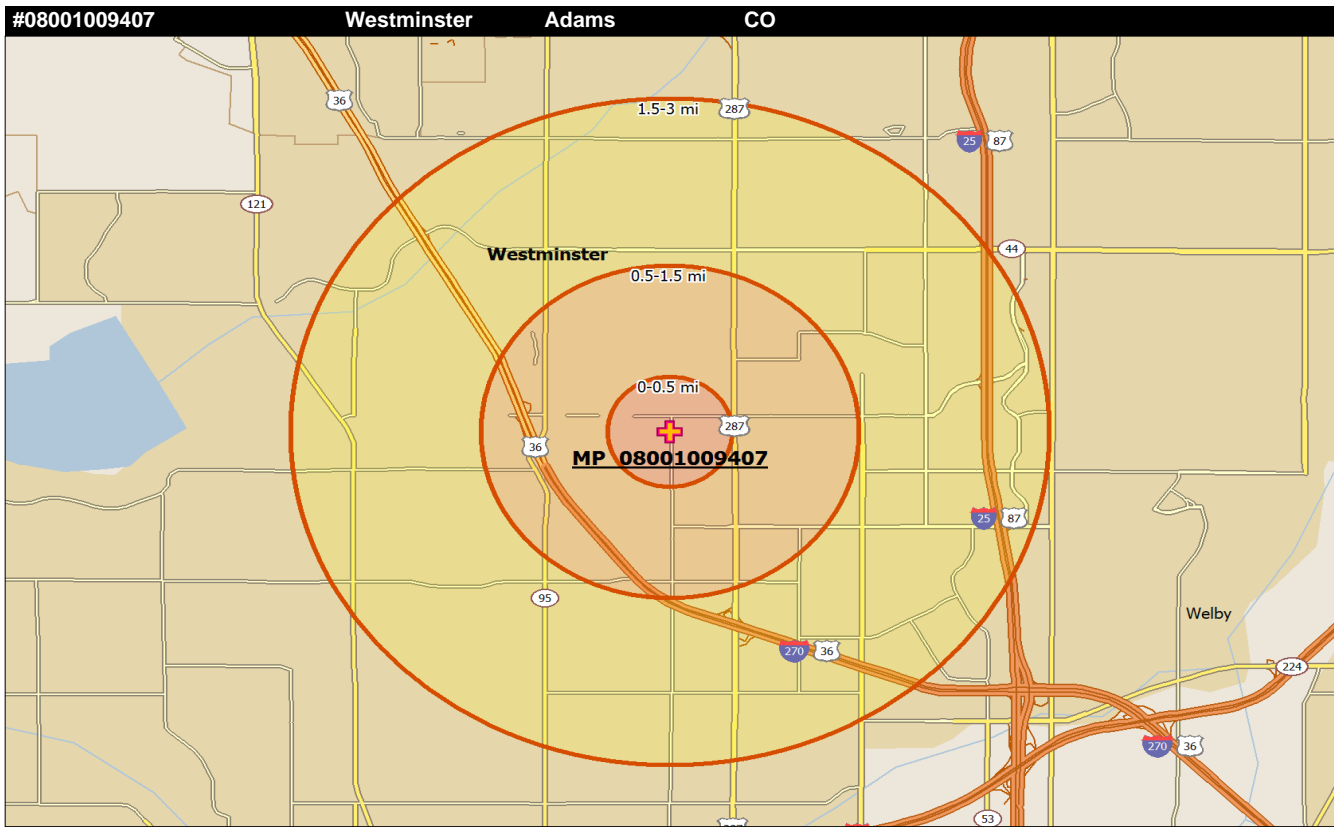
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	69.93	Racial Diversity Index	75.24
Ancestry Diversity Index	43.23	Diversity Composite Index	48.28
Foreign Born Diversity Index	20.71	Population Density Index	82.53



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001008100	Total Households in 3 mi Ring	43,364
CT Centroid Latitude	39.74531	Active Evangelical HHLDS	2,045
CT Centroid Longitude	-104.83249	Active Evangelical PERCENT	4.71%
City Location	Aurora	Unreached HHLDS	30,319
County Location	Adams	Unreached Percent	69.92%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,243
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.01%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,848
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	8.87%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,262
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.11%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.37%	Low Education County	False
Mainstay Community	4.11%	Low Employment County	False
Working Community	31.03%	Persistent Poverty County	False
Country Community	0.88%	Population Loss County	False
Aspiring Community	20.88%	Nonmetro Recreation County	False
Urban Community	31.72%	Retirement Destination County	False

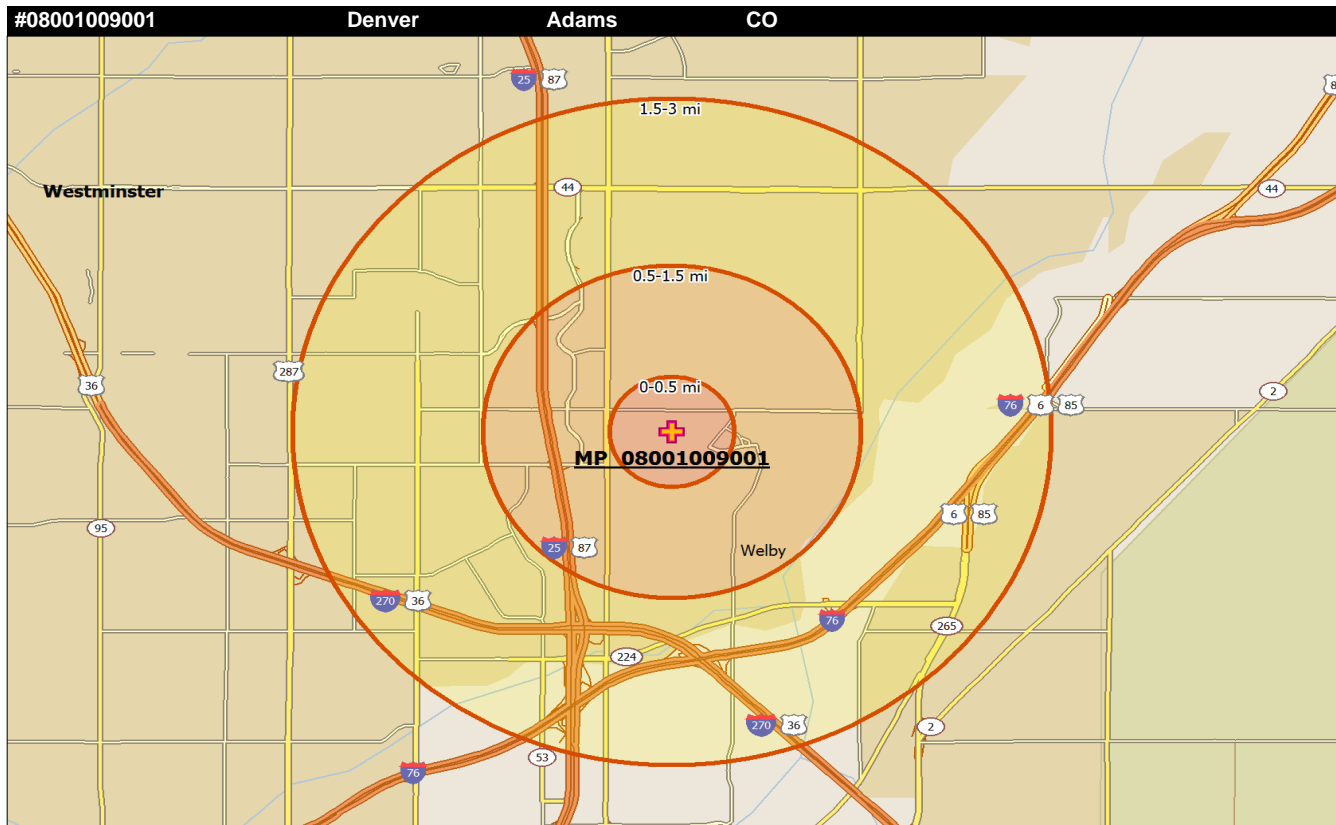
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	82.71	Racial Diversity Index	95.38
Ancestry Diversity Index	17.43	Diversity Composite Index	62.86
Foreign Born Diversity Index	8.66	Population Density Index	76.47



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009407	Total Households in 3 mi Ring	53,320
CT Centroid Latitude	39.86139	Active Evangelical HHLDS	2,519
CT Centroid Longitude	-105.03464	Active Evangelical PERCENT	4.72%
City Location	Westminister	Unreached HHLDS	37,253
County Location	Adams	Unreached Percent	69.87%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,327
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.62%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,137
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.51%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	22,790
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.74%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	35.7%	Low Education County	False
Mainstay Community	11.05%	Low Employment County	False
Working Community	26.32%	Persistent Poverty County	False
Country Community	0.21%	Population Loss County	False
Aspiring Community	14.25%	Nonmetro Recreation County	False
Urban Community	12.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.93	Racial Diversity Index	67.96
Ancestry Diversity Index	54.44	Diversity Composite Index	53.97
Foreign Born Diversity Index	34.10	Population Density Index	82.55



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009001	Total Households in 3 mi Ring	41,815
CT Centroid Latitude	39.85332	Active Evangelical HHLDS	2,015
CT Centroid Longitude	-104.96823	Active Evangelical PERCENT	4.82%
City Location	Denver	Unreached HHLDS	28,959
County Location	Adams	Unreached Percent	69.26%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,547
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.66%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,528
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.83%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,886
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.77%

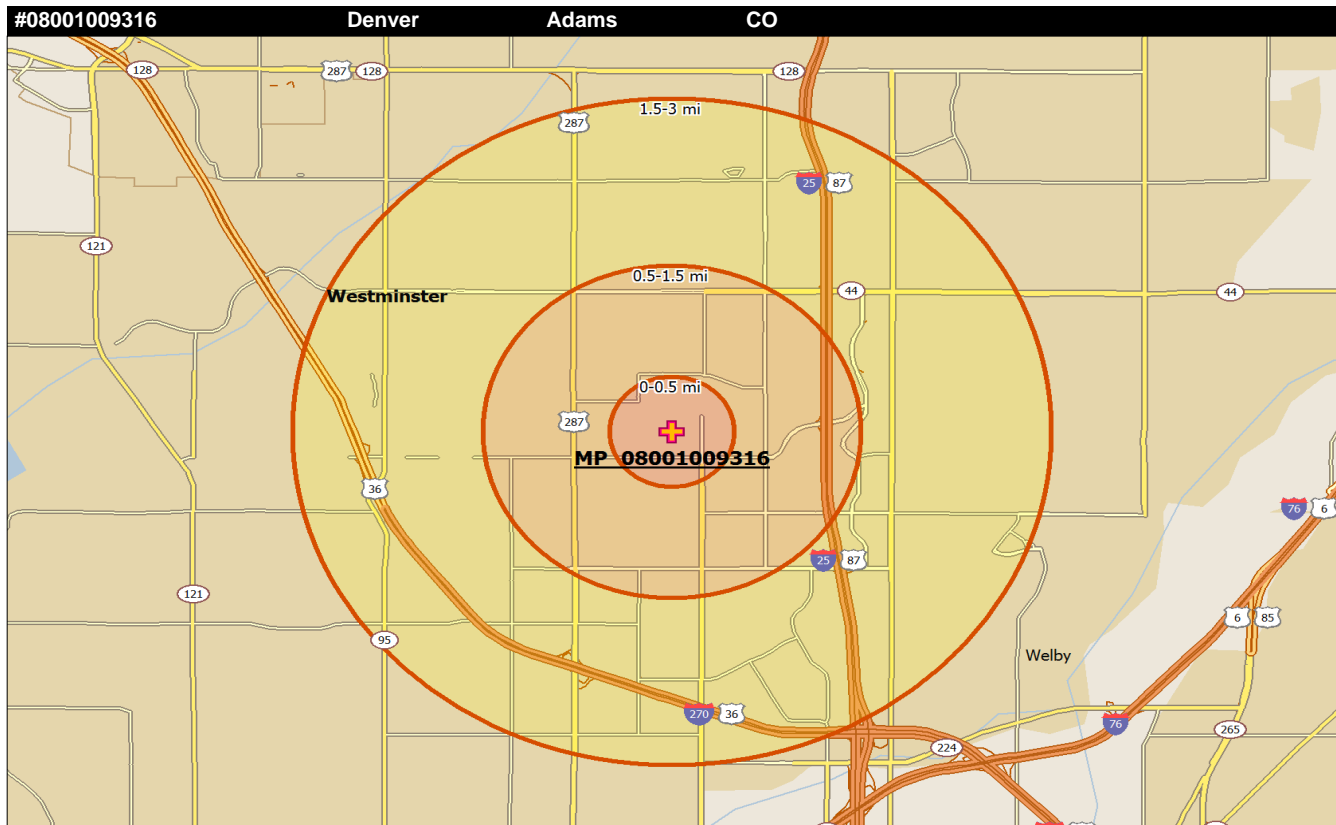
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.07%	Low Education County	False
Mainstay Community	12.07%	Low Employment County	False
Working Community	45.05%	Persistent Poverty County	False
Country Community	0.82%	Population Loss County	False
Aspiring Community	11.94%	Nonmetro Recreation County	False
Urban Community	13.06%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	70.26	Racial Diversity Index	74.66
Ancestry Diversity Index	39.43	Diversity Composite Index	47.56
Foreign Born Diversity Index	15.29	Population Density Index	76.06

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

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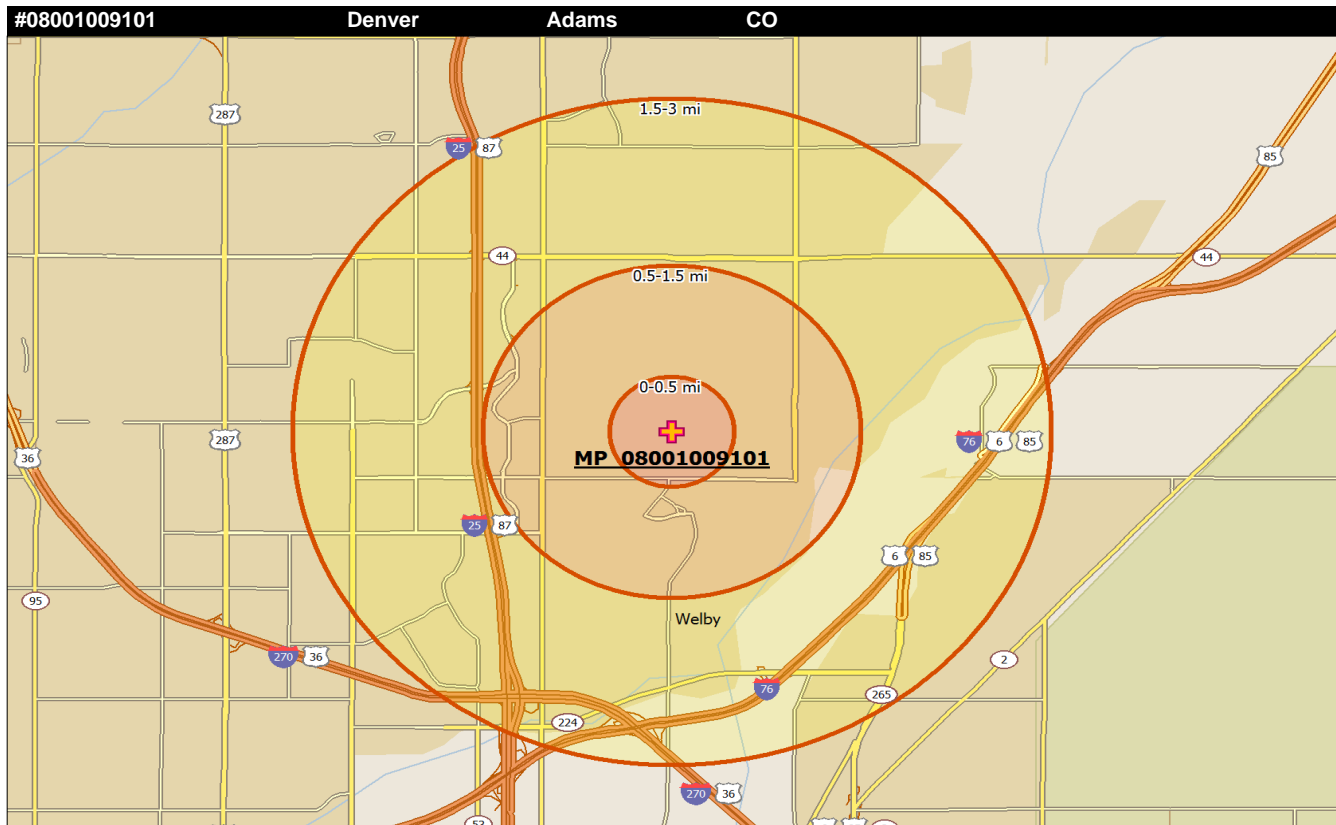
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009316	Total Households in 3 mi Ring	53,334
CT Centroid Latitude	39.86686	Active Evangelical HHLDS	2,538
CT Centroid Longitude	-105.01048	Active Evangelical PERCENT	4.76%
City Location	Denver	Unreached HHLDS	37,141
County Location	Adams	Unreached Percent	69.64%
Sitescape Category	4	Religious but NOT Evang HHLDS	8,398
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.75%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,991
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.23%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	22,757
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.67%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.94%	Low Education County	False
Mainstay Community	11.41%	Low Employment County	False
Working Community	36.22%	Persistent Poverty County	False
Country Community	0.28%	Population Loss County	False
Aspiring Community	12.82%	Nonmetro Recreation County	False
Urban Community	10.32%	Retirement Destination County	False

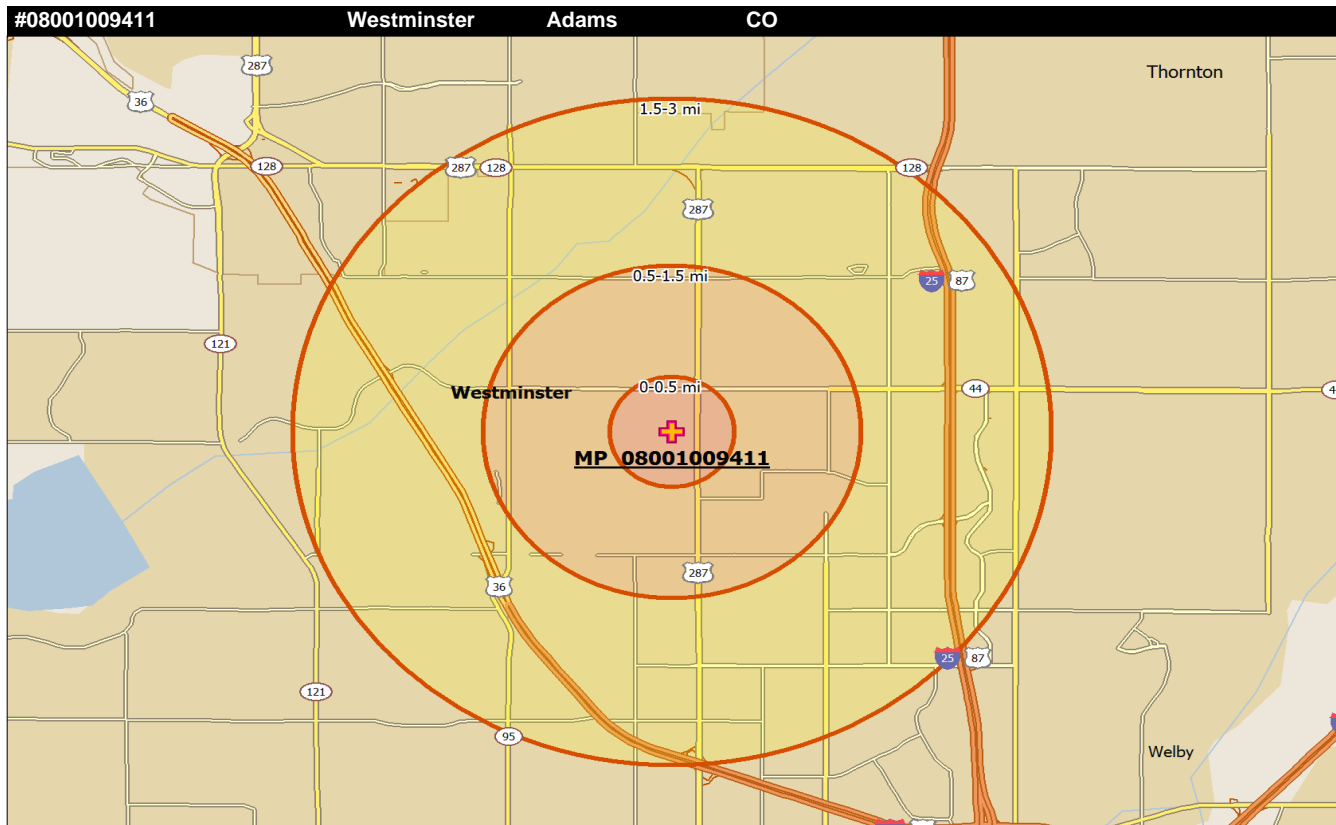
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	67.40	Racial Diversity Index	72.52
Ancestry Diversity Index	47.93	Diversity Composite Index	53.42
Foreign Born Diversity Index	24.87	Population Density Index	83.96



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009101	Total Households in 3 mi Ring	40,417
CT Centroid Latitude	39.86224	Active Evangelical HHLDS	1,953
CT Centroid Longitude	-104.95859	Active Evangelical PERCENT	4.83%
City Location	Denver	Unreached HHLDS	27,958
County Location	Adams	Unreached Percent	69.17%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,260
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.49%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,489
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.11%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,211
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.58%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.93%	Low Education County	False
Mainstay Community	13.74%	Low Employment County	False
Working Community	37.49%	Persistent Poverty County	False
Country Community	1.14%	Population Loss County	False
Aspiring Community	12.51%	Nonmetro Recreation County	False
Urban Community	11.2%	Retirement Destination County	False

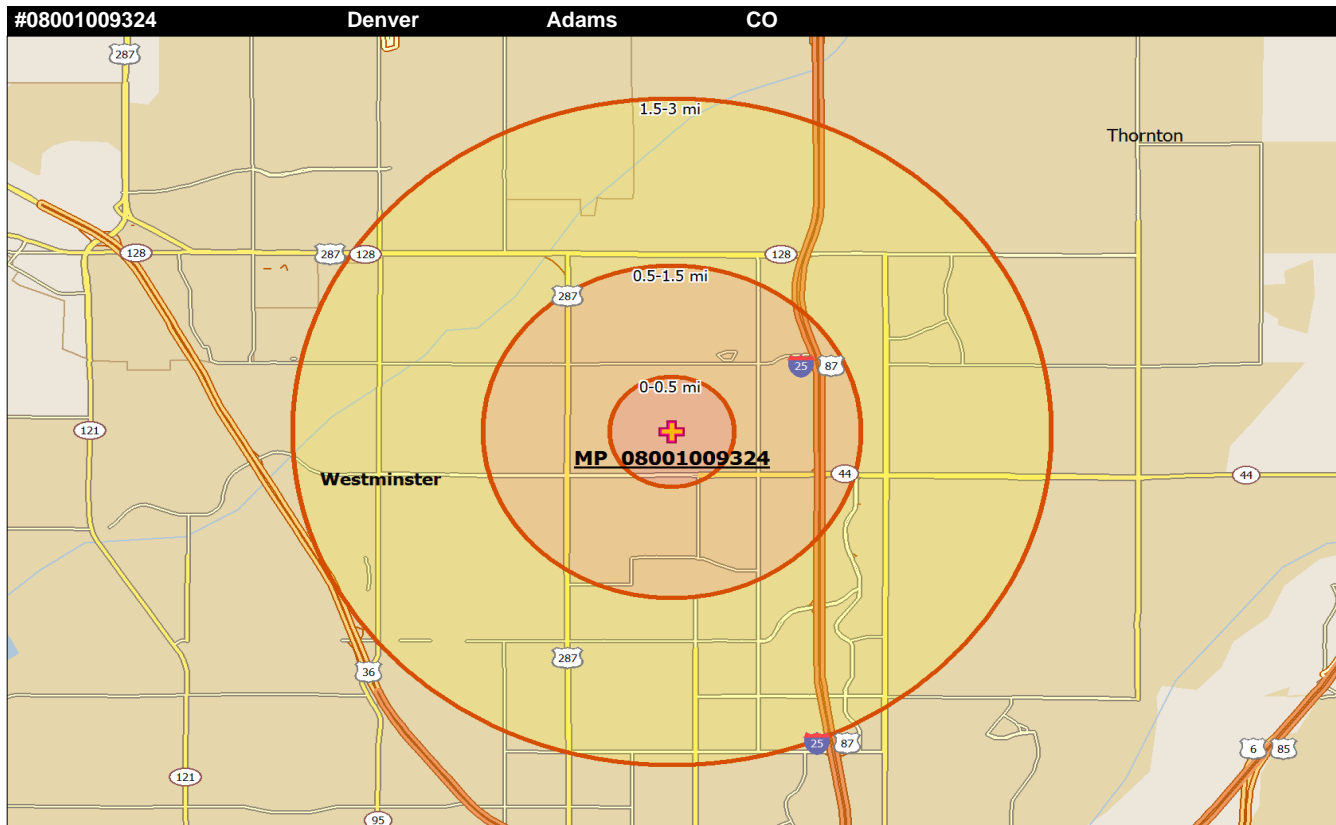
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	67.20	Racial Diversity Index	71.35
Ancestry Diversity Index	44.31	Diversity Composite Index	46.25
Foreign Born Diversity Index	17.18	Population Density Index	75.89



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009411	Total Households in 3 mi Ring	48,626
CT Centroid Latitude	39.87956	Active Evangelical HHLDS	2,287
CT Centroid Longitude	-105.02891	Active Evangelical PERCENT	4.70%
City Location	Westminister	Unreached HHLDS	34,036
County Location	Adams	Unreached Percent	70%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,506
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.44%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,848
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.03%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,687
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.54%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.39%	Low Education County	False
Mainstay Community	9.48%	Low Employment County	False
Working Community	22.04%	Persistent Poverty County	False
Country Community	0.23%	Population Loss County	False
Aspiring Community	18.26%	Nonmetro Recreation County	False
Urban Community	9.59%	Retirement Destination County	False

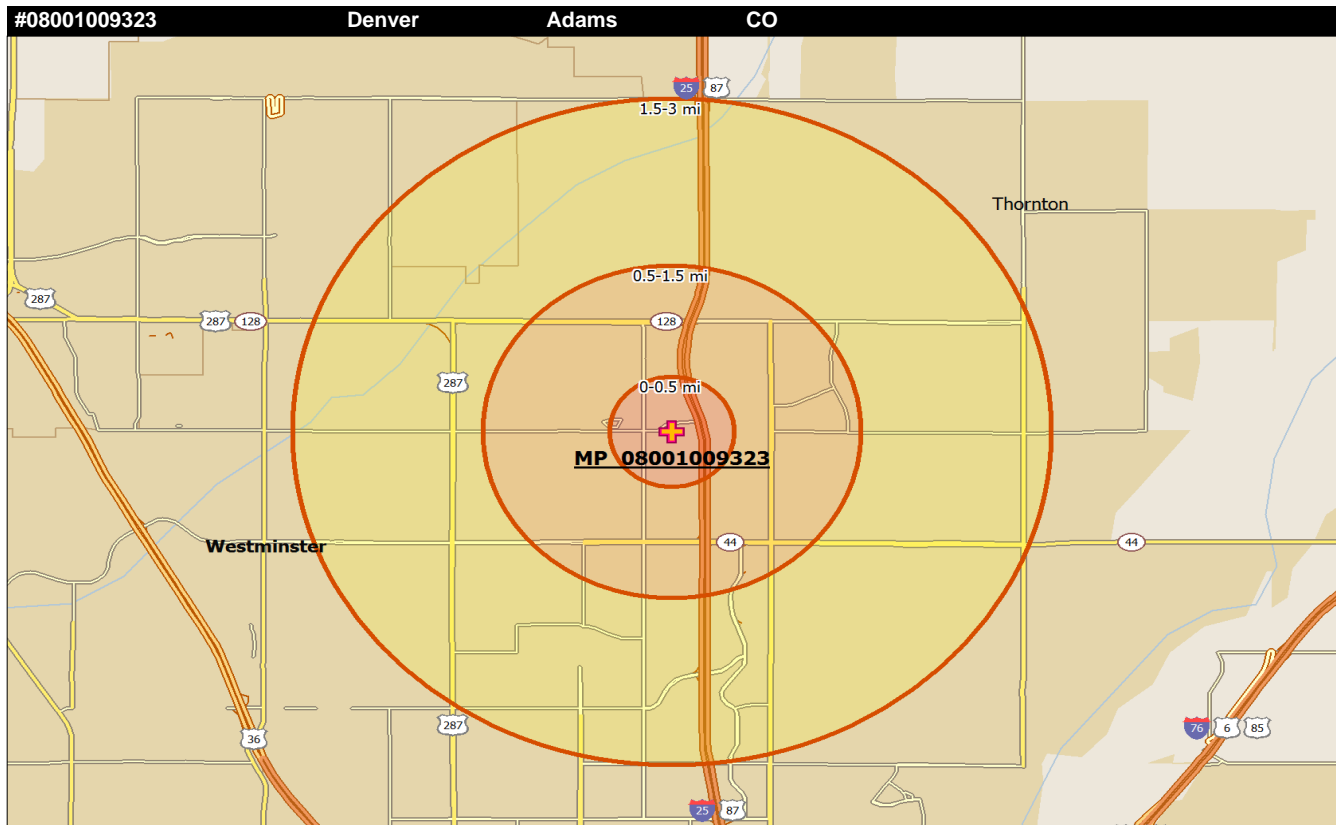
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.83	Racial Diversity Index	62.85
Ancestry Diversity Index	60.19	Diversity Composite Index	62.62
Foreign Born Diversity Index	43.31	Population Density Index	78.37



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009324	Total Households in 3 mi Ring	47,481
CT Centroid Latitude	39.89082	Active Evangelical HHLDS	2,257
CT Centroid Longitude	-105.00951	Active Evangelical PERCENT	4.75%
City Location	Denver	Unreached HHLDS	33,085
County Location	Adams	Unreached Percent	69.68%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,301
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.38%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,783
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.18%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,006
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.13%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.13%	Low Education County	False
Mainstay Community	11.02%	Low Employment County	False
Working Community	22.31%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	16.2%	Nonmetro Recreation County	False
Urban Community	10.08%	Retirement Destination County	False

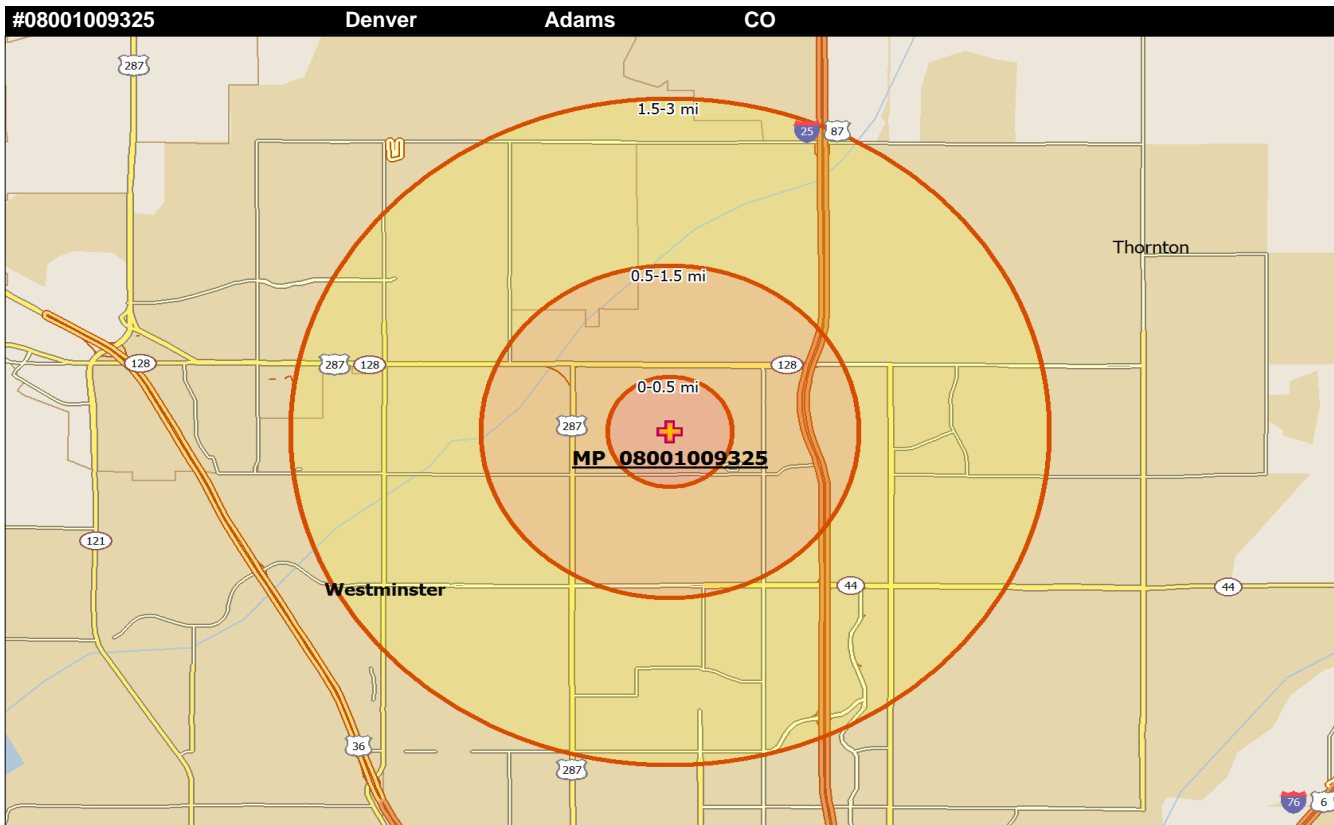
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.28	Racial Diversity Index	61.02
Ancestry Diversity Index	61.94	Diversity Composite Index	63.21
Foreign Born Diversity Index	40.63	Population Density Index	80.36



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009323	Total Households in 3 mi Ring	49,569
CT Centroid Latitude	39.89961	Active Evangelical HHLDS	2,357
CT Centroid Longitude	-104.99245	Active Evangelical PERCENT	4.75%
City Location	Denver	Unreached HHLDS	34,533
County Location	Adams	Unreached Percent	69.67%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,499
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.13%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,078
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	20,961
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	42.7%	Low Education County	False
Mainstay Community	12.66%	Low Employment County	False
Working Community	18.1%	Persistent Poverty County	False
Country Community	0.24%	Population Loss County	False
Aspiring Community	18.7%	Nonmetro Recreation County	False
Urban Community	7.6%	Retirement Destination County	False

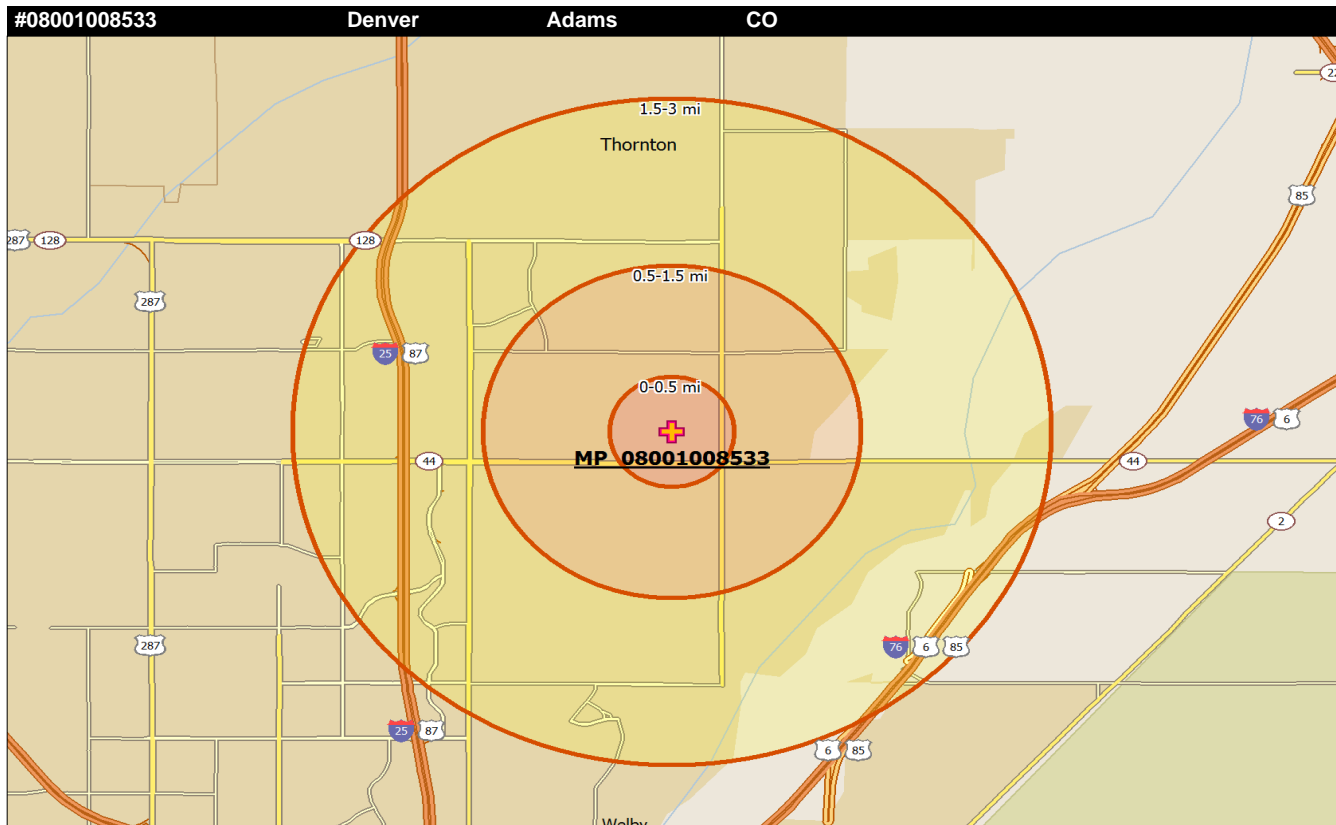
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.83	Racial Diversity Index	60.27
Ancestry Diversity Index	64.18	Diversity Composite Index	58.17
Foreign Born Diversity Index	46.01	Population Density Index	79.88



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001009325	Total Households in 3 mi Ring	42,663
CT Centroid Latitude	39.90527	Active Evangelical HHLDS	2,037
CT Centroid Longitude	-105.01055	Active Evangelical PERCENT	4.77%
City Location	Denver	Unreached HHLDS	29,666
County Location	Adams	Unreached Percent	69.54%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,437
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.09%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,411
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.68%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,822
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	58.13%	Low Education County	False
Mainstay Community	10.13%	Low Employment County	False
Working Community	12.83%	Persistent Poverty County	False
Country Community	0.18%	Population Loss County	False
Aspiring Community	15.59%	Nonmetro Recreation County	False
Urban Community	3.14%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.11	Racial Diversity Index	54.07
Ancestry Diversity Index	71.48	Diversity Composite Index	67.27
Foreign Born Diversity Index	59.28	Population Density Index	77.92



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001008533	Total Households in 3 mi Ring	42,826
CT Centroid Latitude	39.88906	Active Evangelical HHLDS	2,075
CT Centroid Longitude	-104.94766	Active Evangelical PERCENT	4.84%
City Location	Denver	Unreached HHLDS	29,587
County Location	Adams	Unreached Percent	69.09%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,569
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.34%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,876
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.39%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,146
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.37%

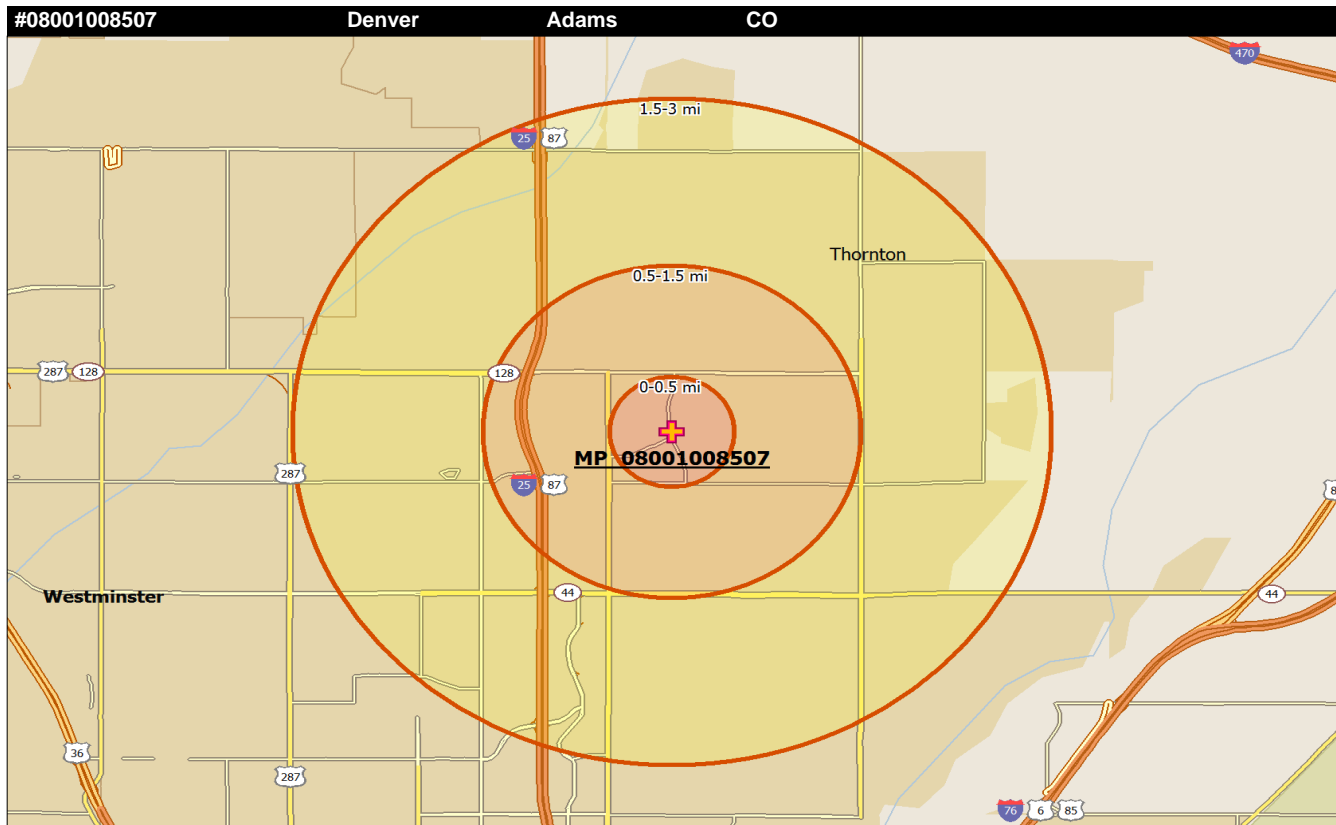
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	37.86%	Low Education County	False
Mainstay Community	12.21%	Low Employment County	False
Working Community	25.39%	Persistent Poverty County	False
Country Community	0.95%	Population Loss County	False
Aspiring Community	16.7%	Nonmetro Recreation County	False
Urban Community	6.89%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.31	Racial Diversity Index	63.20
Ancestry Diversity Index	56.56	Diversity Composite Index	58.61
Foreign Born Diversity Index	28.90	Population Density Index	74.27

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

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18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001008507	Total Households in 3 mi Ring	46,106
CT Centroid Latitude	39.90625	Active Evangelical HHLDS	2,207
CT Centroid Longitude	-104.96829	Active Evangelical PERCENT	4.79%
City Location	Denver	Unreached HHLDS	32,026
County Location	Adams	Unreached Percent	69.46%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,001
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.18%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,610
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.17%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,420
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42.12%

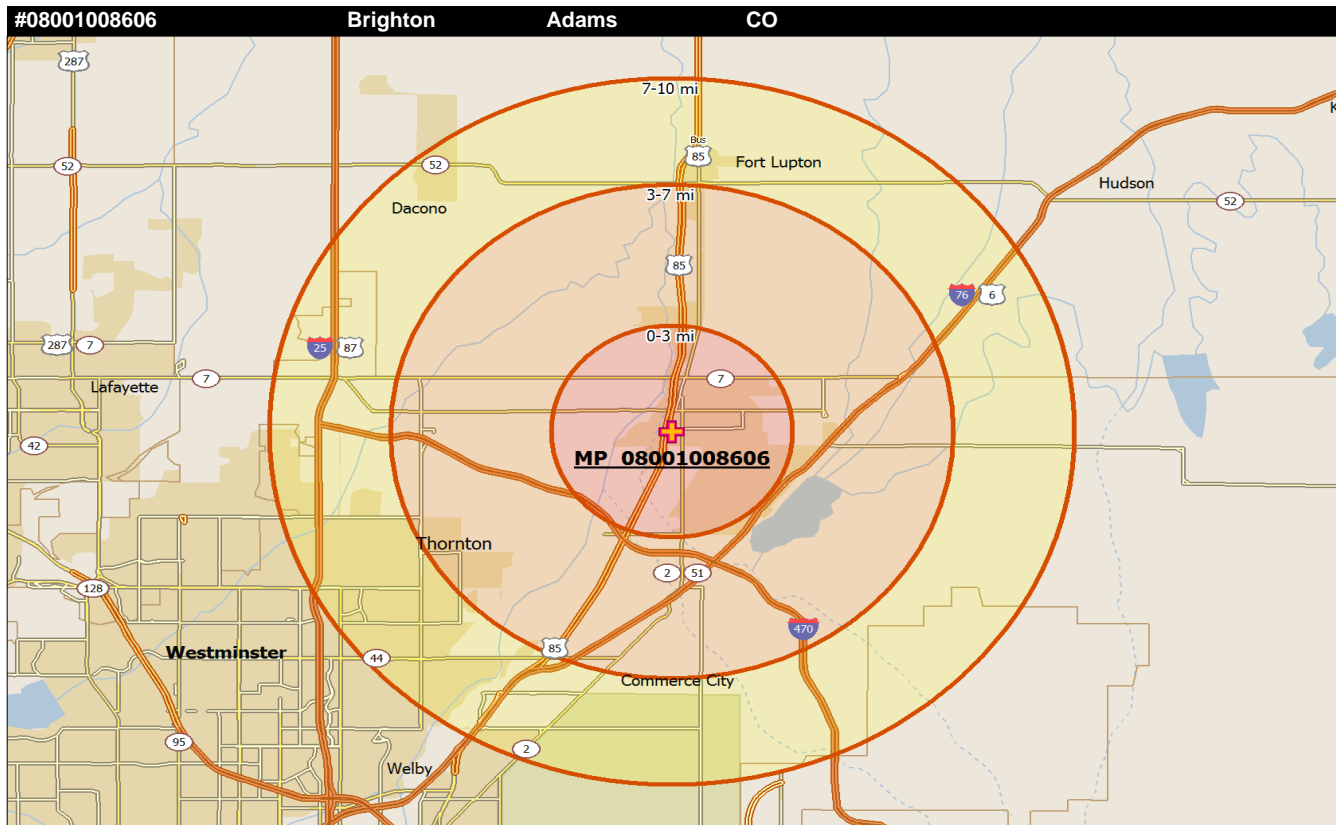
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	51.63%	Low Education County	False
Mainstay Community	11.4%	Low Employment County	False
Working Community	16.47%	Persistent Poverty County	False
Country Community	0.19%	Population Loss County	False
Aspiring Community	17.93%	Nonmetro Recreation County	False
Urban Community	2.39%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.23	Racial Diversity Index	58.79
Ancestry Diversity Index	67.01	Diversity Composite Index	59.07
Foreign Born Diversity Index	48.48	Population Density Index	77.16

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

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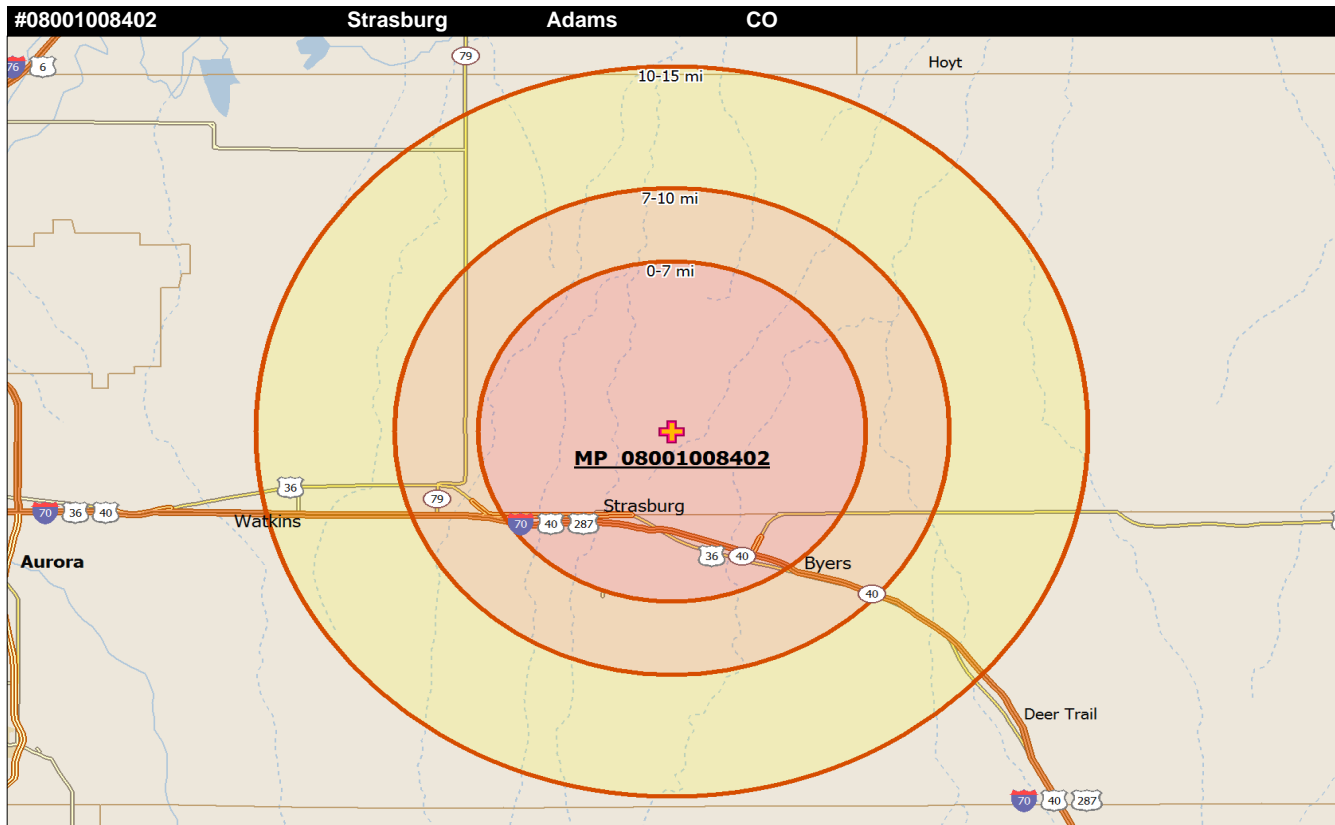
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19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001008606	Total Households in 3 mi Ring	8,762
CT Centroid Latitude	39.97819	Active Evangelical HHLDS	433
CT Centroid Longitude	-104.82298	Active Evangelical PERCENT	4.94%
City Location	Brighton	Unreached HHLDS	6,002
County Location	Adams	Unreached Percent	68.5%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,370
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.64%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	925
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.56%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,706
Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	42.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	44.03%	Low Education County	False
Mainstay Community	17.44%	Low Employment County	False
Working Community	28.35%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	4.85%	Nonmetro Recreation County	False
Urban Community	5.26%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.15	Racial Diversity Index	66.23
Ancestry Diversity Index	38.70	Diversity Composite Index	41.59
Foreign Born Diversity Index	4.39	Population Density Index	38.02



20 LOCATION RANK IN REGIONAL SITESCANE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08001008402	Total Households in 3 mi Ring	163
CT Centroid Latitude	39.78809	Active Evangelical HHLDS	9
CT Centroid Longitude	-104.27500	Active Evangelical PERCENT	5.69%
City Location	Strasburg	Unreached HHLDS	104
County Location	Adams	Unreached Percent	63.68%
Sitescape Category code	1	Religious but NOT Evang HHLDS	11
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	6.83%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	23
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	14%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	70
Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	42.87%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.45%	Low Education County	False
Mainstay Community	90.18%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	7.36%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	11.77
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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 countryside, 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

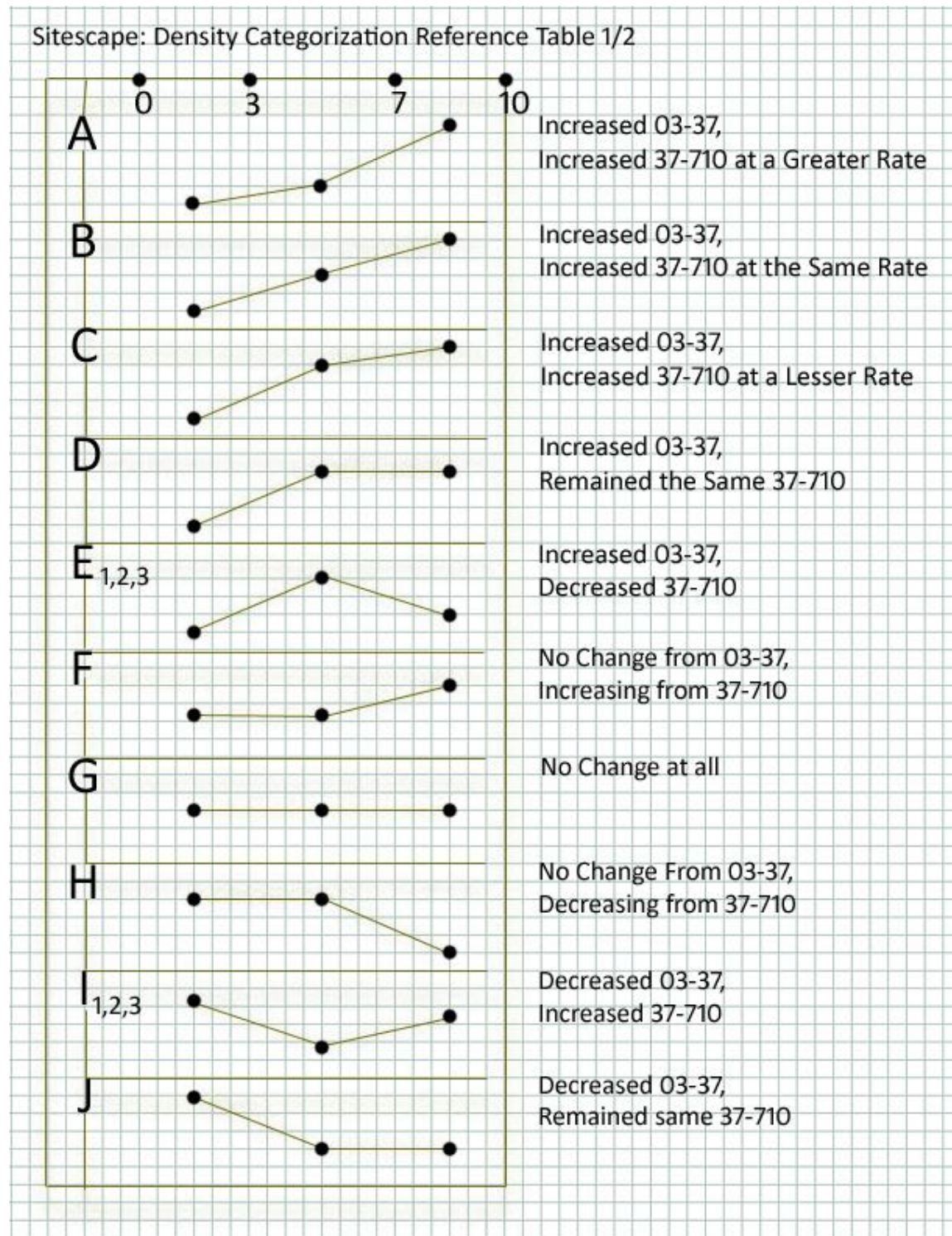
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

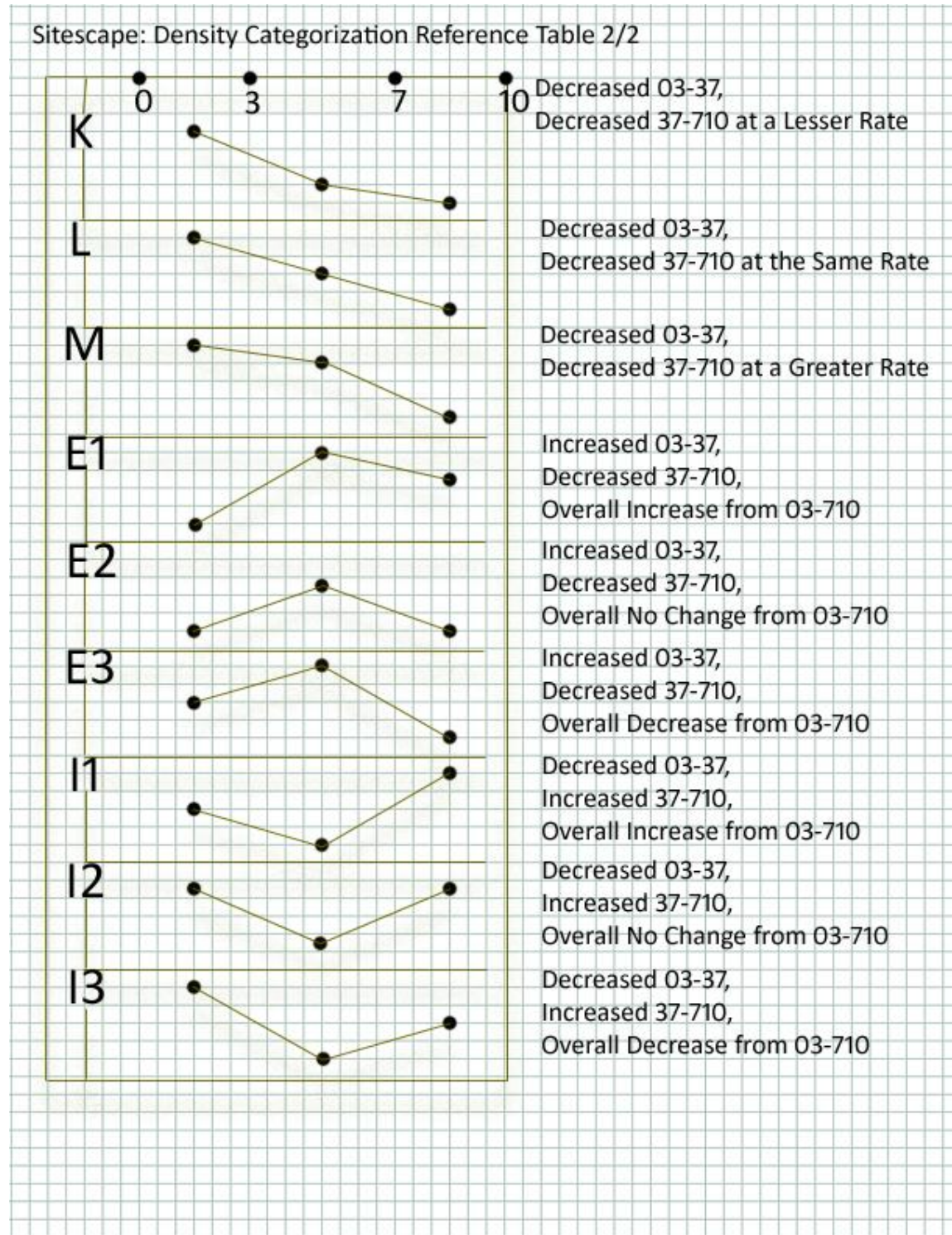
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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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