



MISSION POINTS

Top Unreached Locations



Top Mission Points in
Arapahoe 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.

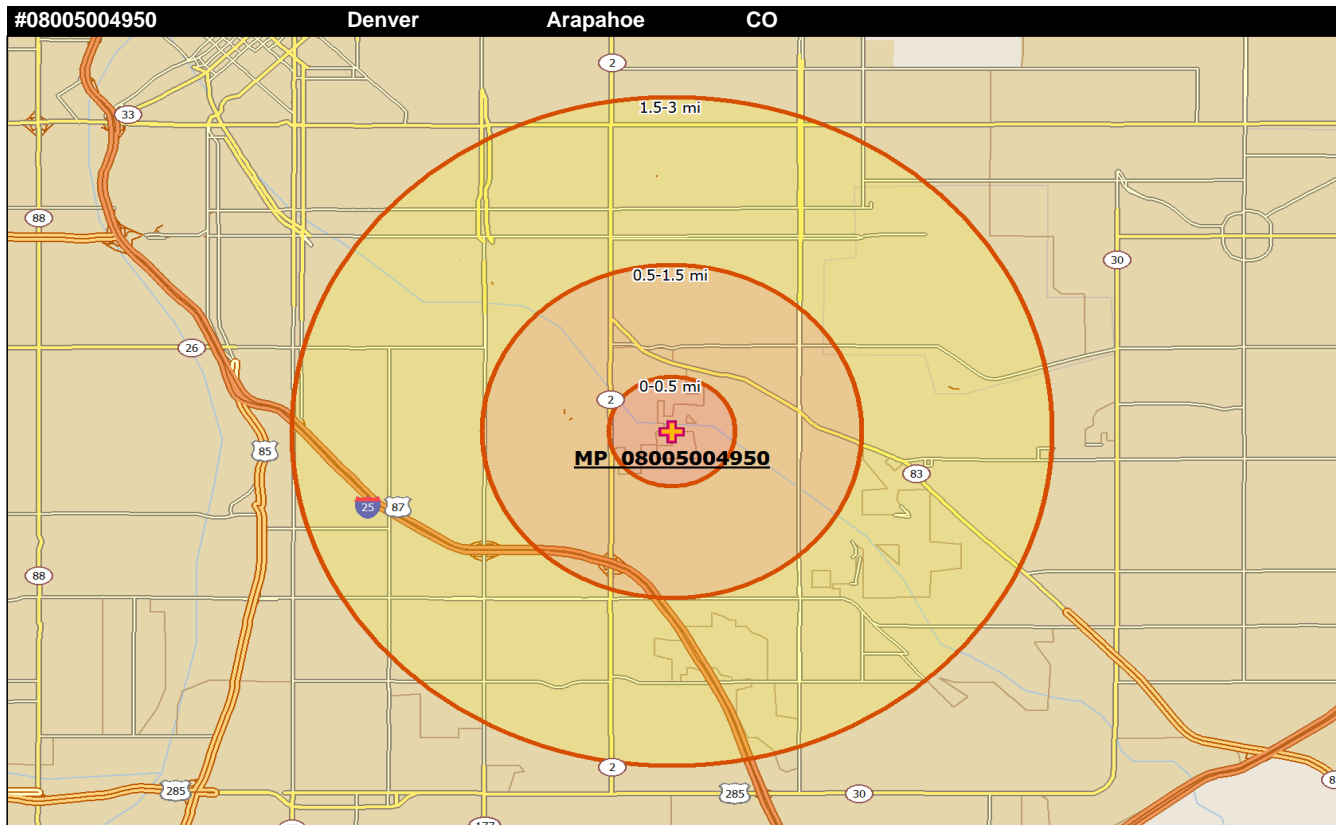
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared 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	#08005004950	Total Households in 3 mi Ring	88,510
CT Centroid Latitude	39.70020	Active Evangelical HHLDS	7,090
CT Centroid Longitude	-104.93164	Active Evangelical PERCENT	8.01%
City Location	Denver	Unreached HHLDS	65,896
County Location	Arapahoe	Unreached Percent	74.45%
Sitescape Category	4	Religious but NOT Evang HHLDS	13,907
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.71%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	12,720
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	14.37%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	39,269
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.37%

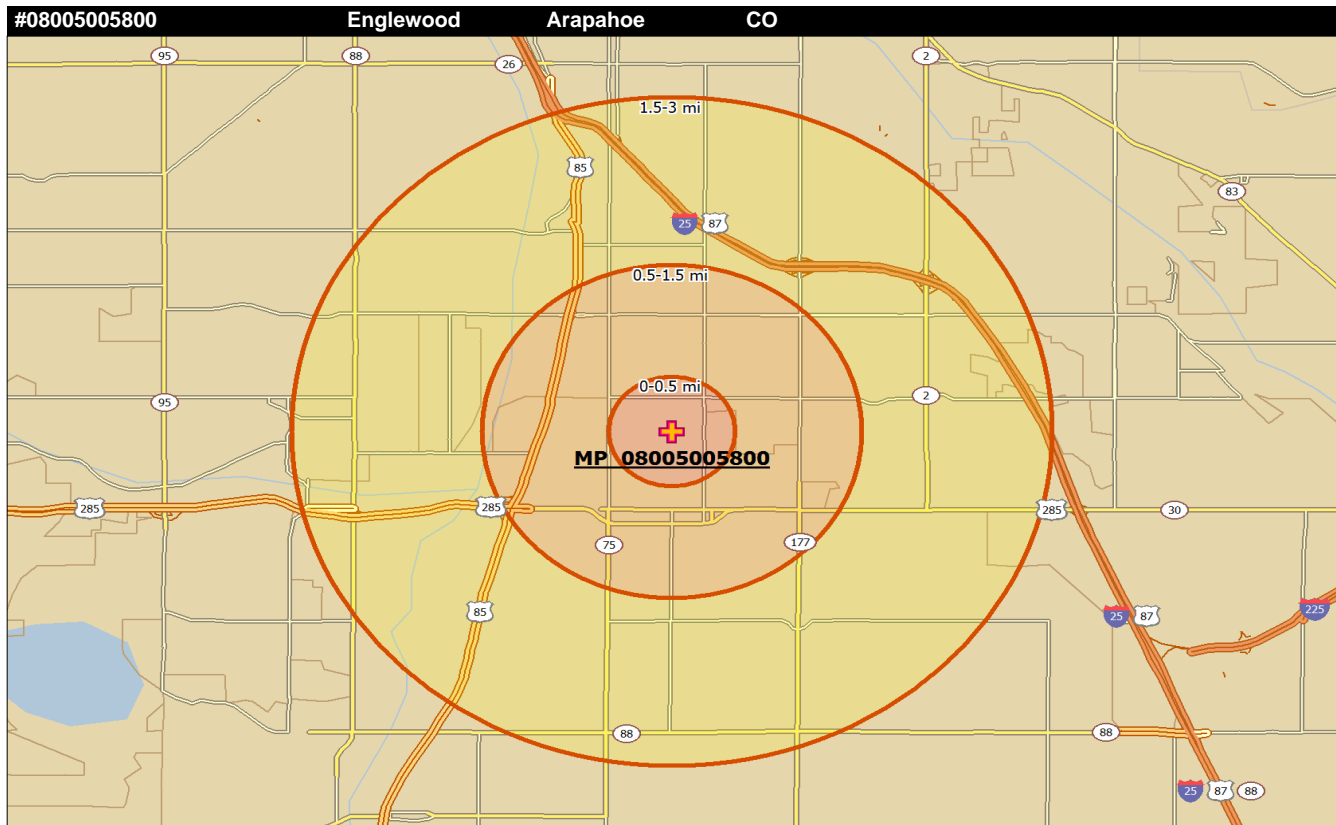
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.1%	Low Education County	False
Mainstay Community	7.77%	Low Employment County	False
Working Community	5.19%	Persistent Poverty County	False
Country Community	0.13%	Population Loss County	False
Aspiring Community	43.9%	Nonmetro Recreation County	False
Urban Community	4.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.54	Racial Diversity Index	45.34
Ancestry Diversity Index	87.86	Diversity Composite Index	60.50
Foreign Born Diversity Index	81.81	Population Density Index	85.79

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

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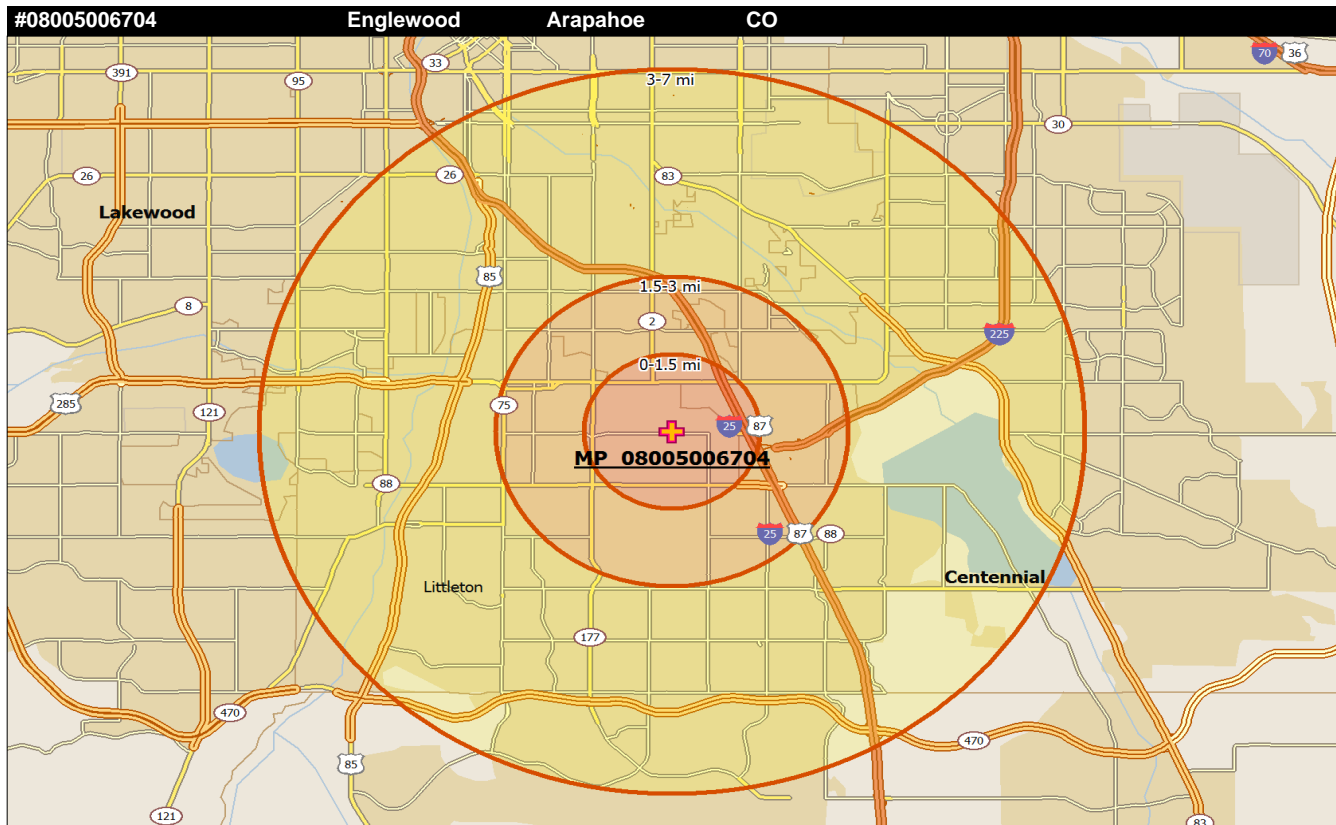
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2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005005800	Total Households in 3 mi Ring	48,446
CT Centroid Latitude	39.66328	Active Evangelical HHLDS	4,322
CT Centroid Longitude	-104.97826	Active Evangelical PERCENT	8.92%
City Location	Englewood	Unreached HHLDS	34,661
County Location	Arapahoe	Unreached Percent	71.54%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,771
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.04%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,818
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.01%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	21,074
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.5%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.67%	Low Education County	False
Mainstay Community	6.89%	Low Employment County	False
Working Community	31.17%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	21.9%	Nonmetro Recreation County	False
Urban Community	9.73%	Retirement Destination County	False

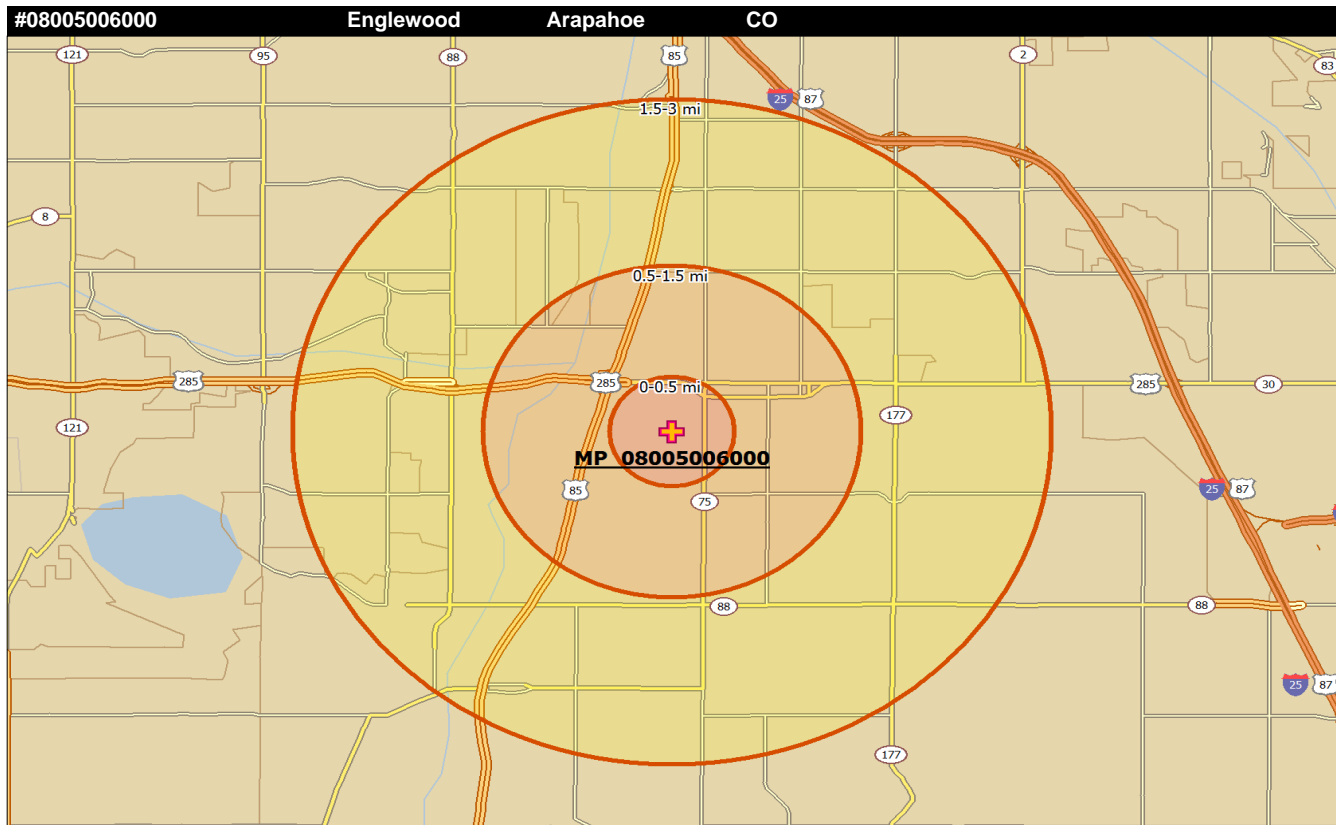
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.81	Racial Diversity Index	56.39
Ancestry Diversity Index	70.55	Diversity Composite Index	64.22
Foreign Born Diversity Index	27.68	Population Density Index	74.92



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005006704	Total Households in 3 mi Ring	47,966
CT Centroid Latitude	39.63919	Active Evangelical HHLDS	4,090
CT Centroid Longitude	-104.93438	Active Evangelical PERCENT	8.53%
City Location	Englewood	Unreached HHLDS	34,917
County Location	Arapahoe	Unreached Percent	72.8%
Sitescape Category code	3	Religious but NOT Evang HHLDS	7,796
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.25%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	6,267
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.07%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	20,854
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.58%	Low Education County	False
Mainstay Community	12.14%	Low Employment County	False
Working Community	13.77%	Persistent Poverty County	False
Country Community	0.54%	Population Loss County	False
Aspiring Community	28.26%	Nonmetro Recreation County	False
Urban Community	4.71%	Retirement Destination County	False

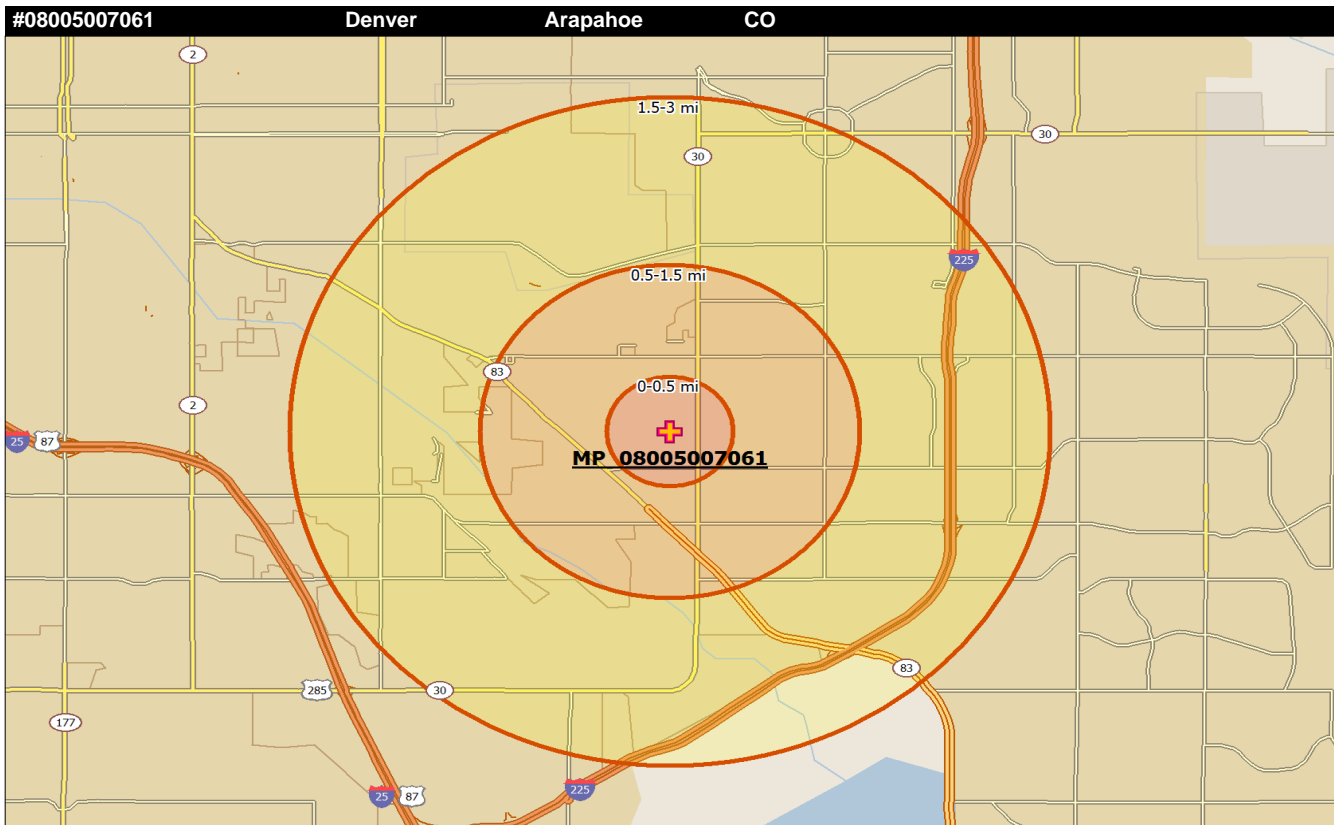
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.43	Racial Diversity Index	38.48
Ancestry Diversity Index	94.05	Diversity Composite Index	72.51
Foreign Born Diversity Index	92.61	Population Density Index	69.86



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005006000	Total Households in 3 mi Ring	44,854
CT Centroid Latitude	39.64674	Active Evangelical HHLDS	4,057
CT Centroid Longitude	-104.99258	Active Evangelical PERCENT	9.05%
City Location	Englewood	Unreached HHLDS	31,911
County Location	Arapahoe	Unreached Percent	71.14%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,140
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.92%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,337
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.9%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,435
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.33%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.87%	Low Education County	False
Mainstay Community	8.18%	Low Employment County	False
Working Community	33.48%	Persistent Poverty County	False
Country Community	0.9%	Population Loss County	False
Aspiring Community	21.47%	Nonmetro Recreation County	False
Urban Community	10.1%	Retirement Destination County	False

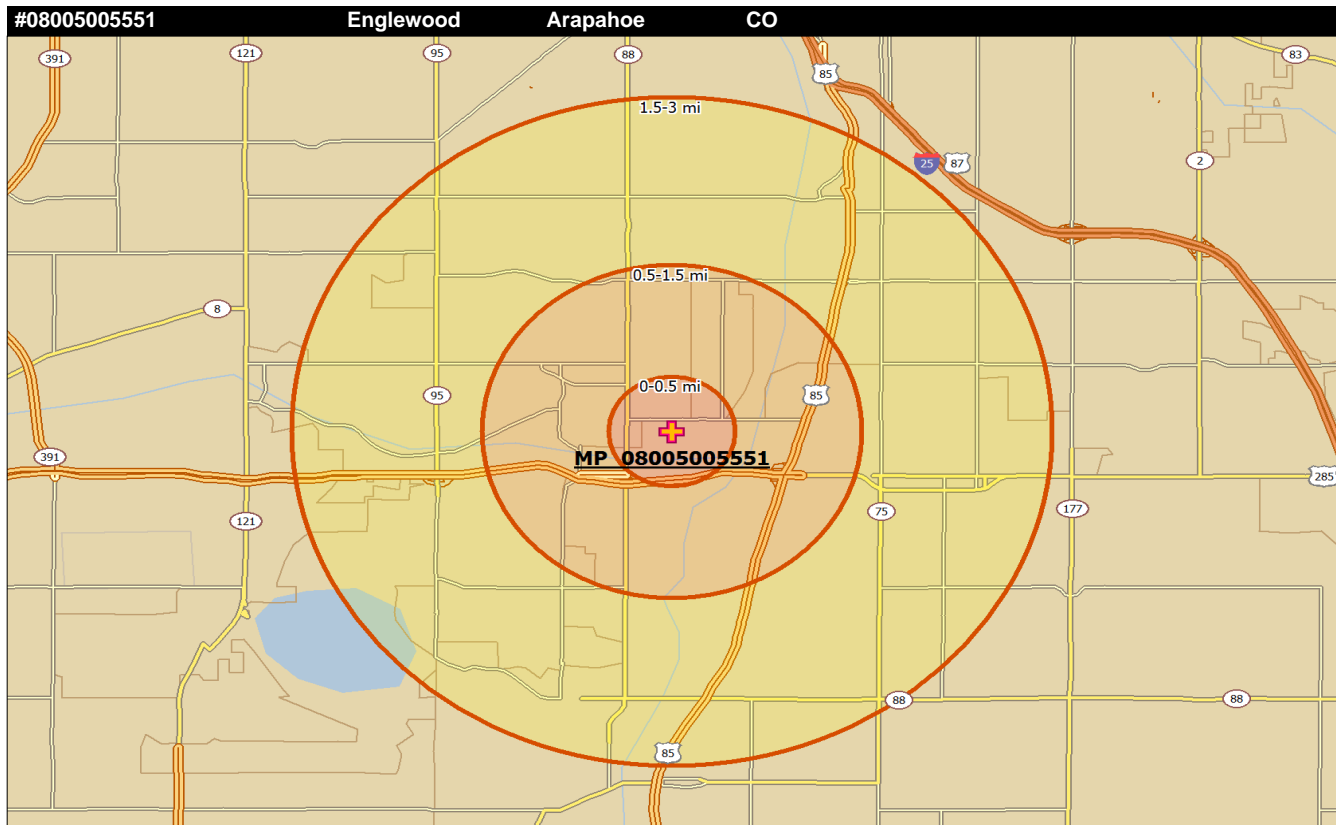
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.75	Racial Diversity Index	56.58
Ancestry Diversity Index	70.88	Diversity Composite Index	61.11
Foreign Born Diversity Index	30.92	Population Density Index	73.71



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007061	Total Households in 3 mi Ring	75,689
CT Centroid Latitude	39.68678	Active Evangelical HHLDS	6,603
CT Centroid Longitude	-104.87012	Active Evangelical PERCENT	8.72%
City Location	Denver	Unreached HHLDS	54,628
County Location	Arapahoe	Unreached Percent	72.17%
Sitescape Category	4	Religious but NOT Evang HHLDS	11,543
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.25%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,854
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.02%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	33,234
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.91%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.76%	Low Education County	False
Mainstay Community	14.37%	Low Employment County	False
Working Community	11.95%	Persistent Poverty County	False
Country Community	0.59%	Population Loss County	False
Aspiring Community	38.79%	Nonmetro Recreation County	False
Urban Community	8.53%	Retirement Destination County	False

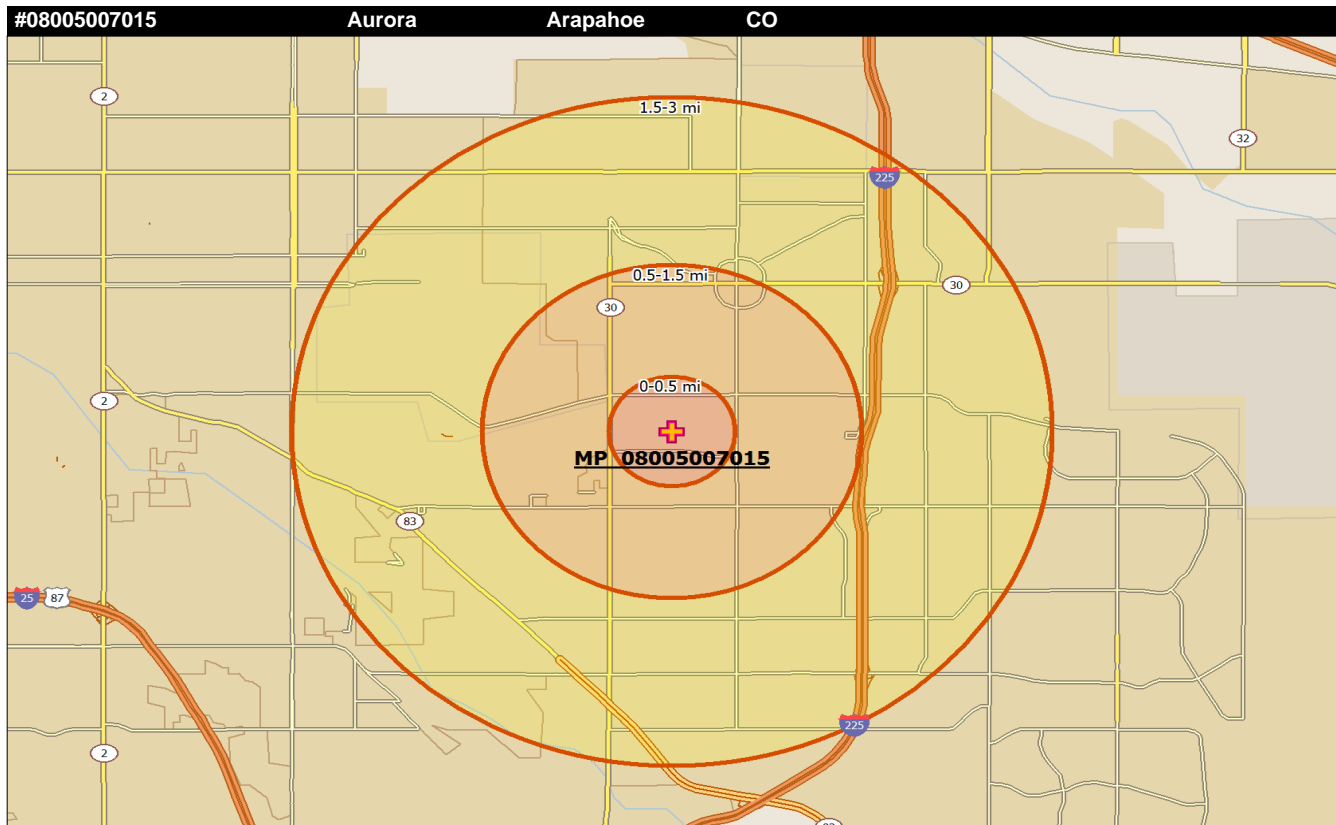
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.17	Racial Diversity Index	72.68
Ancestry Diversity Index	58.10	Diversity Composite Index	78.57
Foreign Born Diversity Index	63.51	Population Density Index	84.10



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005005551	Total Households in 3 mi Ring	48,637
CT Centroid Latitude	39.65892	Active Evangelical HHLDS	4,586
CT Centroid Longitude	-105.01849	Active Evangelical PERCENT	9.43%
City Location	Englewood	Unreached HHLDS	34,011
County Location	Arapahoe	Unreached Percent	69.93%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,796
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,200
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.69%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	21,019
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.54%	Low Education County	False
Mainstay Community	8.48%	Low Employment County	False
Working Community	42.85%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	15.79%	Nonmetro Recreation County	False
Urban Community	8.86%	Retirement Destination County	False

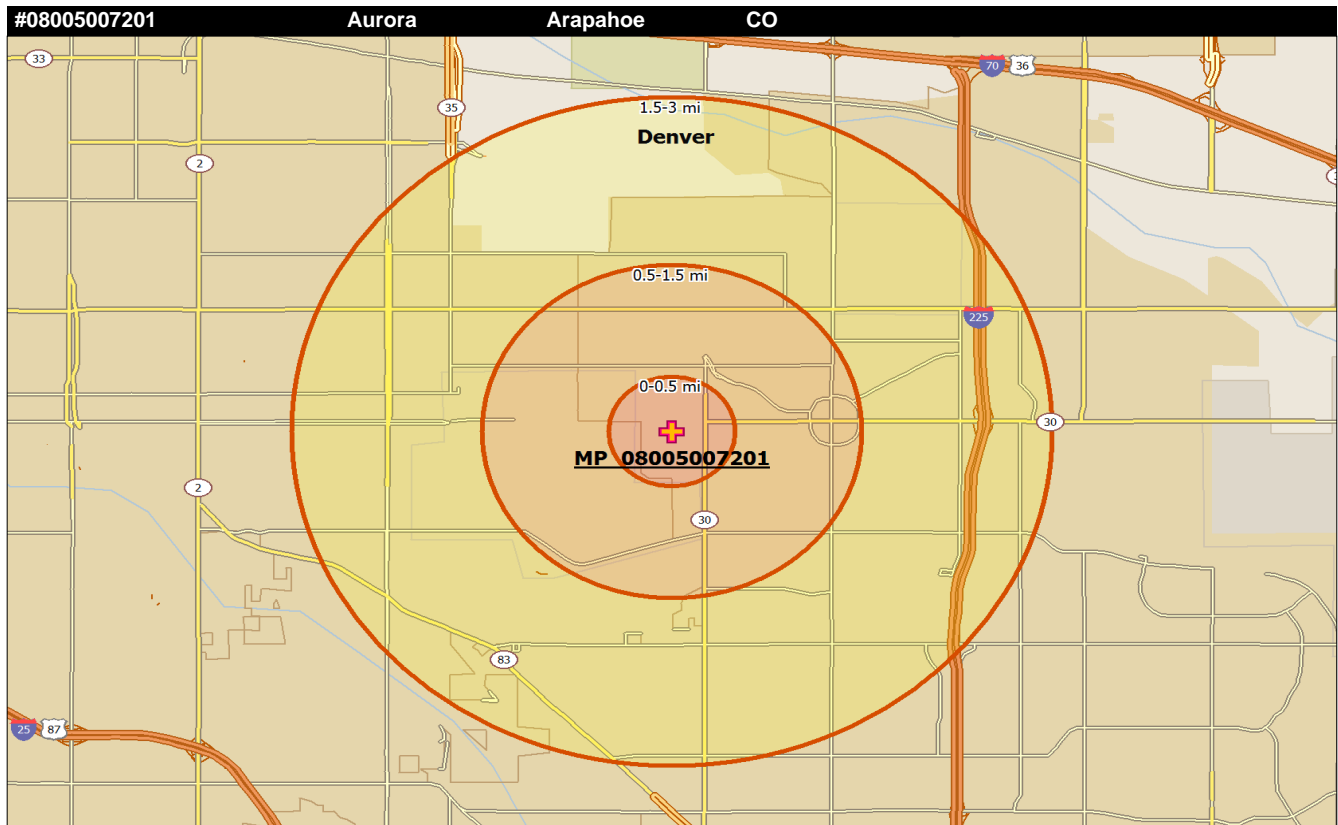
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.39	Racial Diversity Index	72.70
Ancestry Diversity Index	42.26	Diversity Composite Index	56.91
Foreign Born Diversity Index	14.92	Population Density Index	78.85



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007015	Total Households in 3 mi Ring	76,176
CT Centroid Latitude	39.70638	Active Evangelical HHLDS	6,836
CT Centroid Longitude	-104.85677	Active Evangelical PERCENT	8.97%
City Location	Aurora	Unreached HHLDS	54,370
County Location	Arapahoe	Unreached Percent	71.37%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,220
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.04%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,863
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.64%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	33,302
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.72%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.07%	Low Education County	False
Mainstay Community	9.36%	Low Employment County	False
Working Community	19.82%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	False
Aspiring Community	34.42%	Nonmetro Recreation County	False
Urban Community	16.82%	Retirement Destination County	False

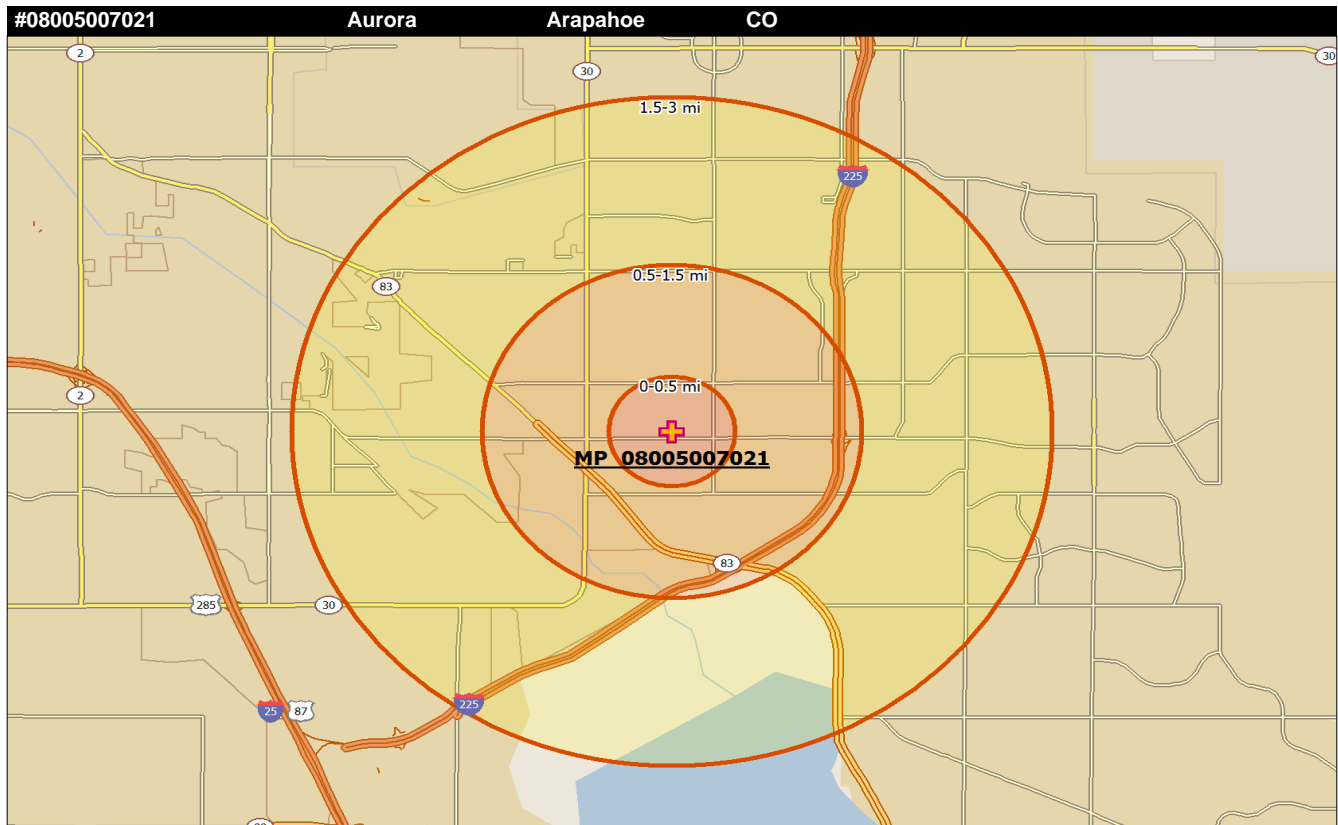
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.27	Racial Diversity Index	89.25
Ancestry Diversity Index	36.68	Diversity Composite Index	73.88
Foreign Born Diversity Index	27.87	Population Density Index	86.55



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007201	Total Households in 3 mi Ring	69,957
CT Centroid Latitude	39.72428	Active Evangelical HHLDS	6,306
CT Centroid Longitude	-104.87077	Active Evangelical PERCENT	9.01%
City Location	Aurora	Unreached HHLDS	49,843
County Location	Arapahoe	Unreached Percent	71.25%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,461
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.81%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,592
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.85%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	29,820
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.63%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.2%	Low Education County	False
Mainstay Community	10.05%	Low Employment County	False
Working Community	21.63%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	26.58%	Nonmetro Recreation County	False
Urban Community	23.51%	Retirement Destination County	False

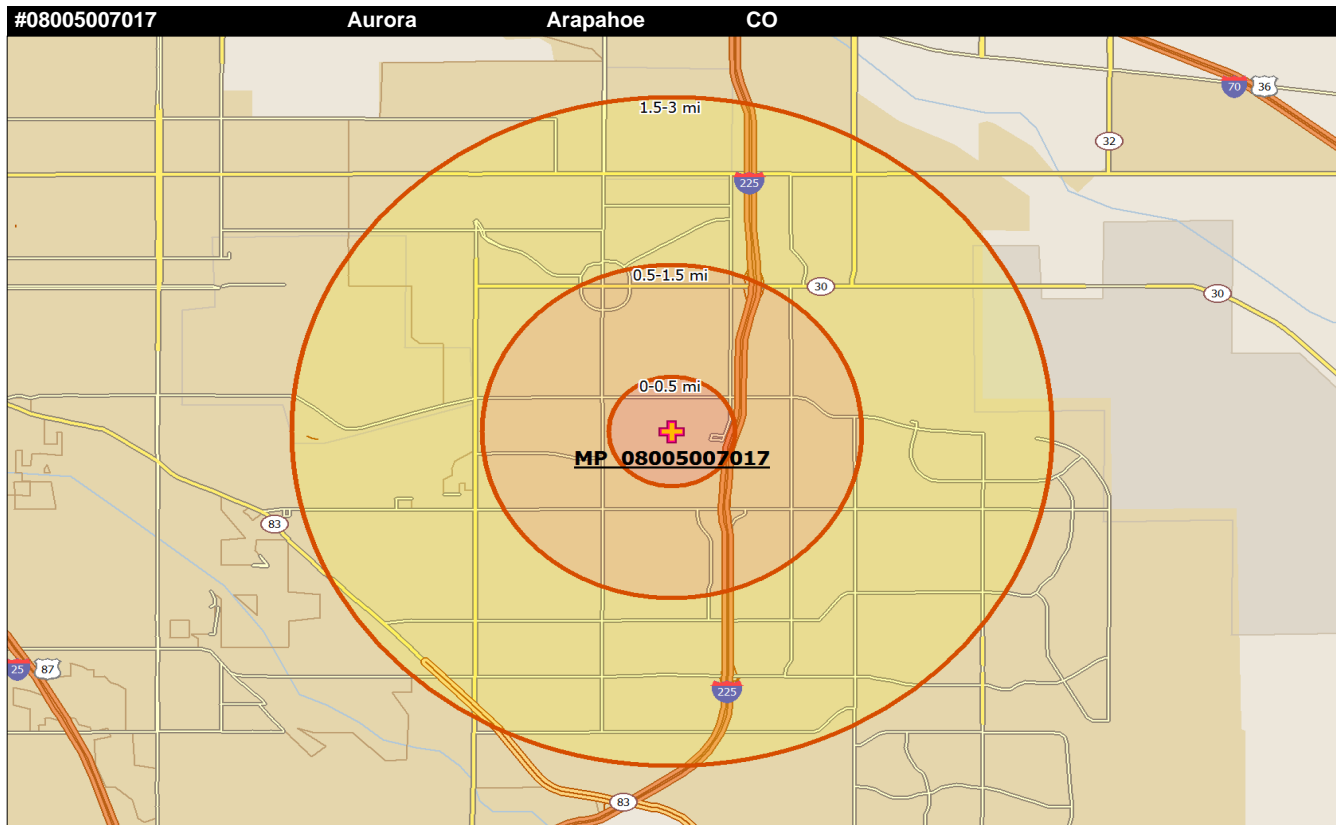
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	80.92	Racial Diversity Index	90.14
Ancestry Diversity Index	31.23	Diversity Composite Index	54.88
Foreign Born Diversity Index	19.13	Population Density Index	85.40



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007021	Total Households in 3 mi Ring	70,482
CT Centroid Latitude	39.67572	Active Evangelical HHLDS	6,163
CT Centroid Longitude	-104.85339	Active Evangelical PERCENT	8.74%
City Location	Aurora	Unreached HHLDS	50,824
County Location	Arapahoe	Unreached Percent	72.11%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,839
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.38%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,136
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.96%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	30,851
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.77%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.21%	Low Education County	False
Mainstay Community	12.18%	Low Employment County	False
Working Community	12.15%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	39.8%	Nonmetro Recreation County	False
Urban Community	8.02%	Retirement Destination County	False

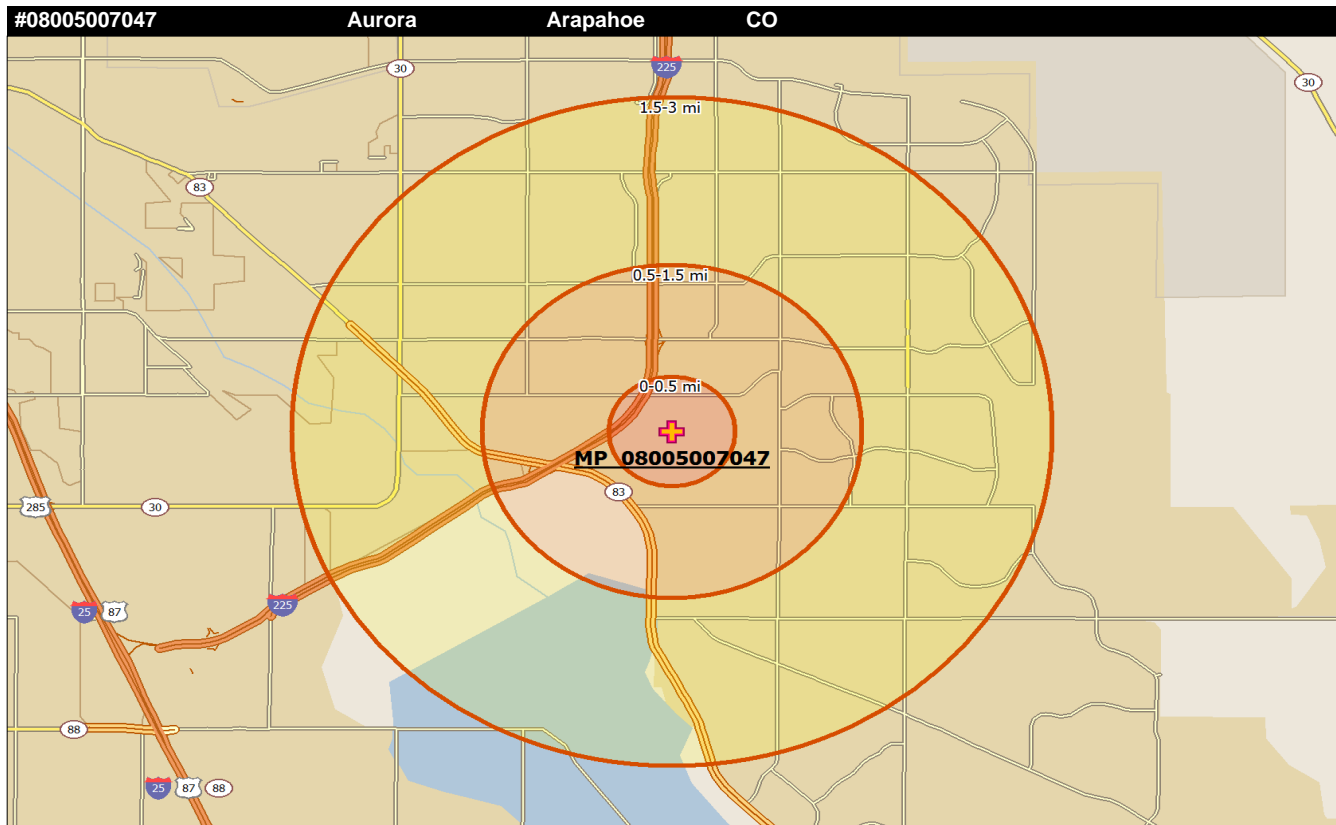
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	69.59	Racial Diversity Index	74.51
Ancestry Diversity Index	58.35	Diversity Composite Index	83.89
Foreign Born Diversity Index	71.48	Population Density Index	82.40



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007017	Total Households in 3 mi Ring	71,963
CT Centroid Latitude	39.70671	Active Evangelical HHLDS	6,471
CT Centroid Longitude	-104.83691	Active Evangelical PERCENT	8.99%
City Location	Aurora	Unreached HHLDS	51,318
County Location	Arapahoe	Unreached Percent	71.31%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,517
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,294
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.53%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	31,532
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.82%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.61%	Low Education County	False
Mainstay Community	11.38%	Low Employment County	False
Working Community	20.4%	Persistent Poverty County	False
Country Community	0.67%	Population Loss County	False
Aspiring Community	30.89%	Nonmetro Recreation County	False
Urban Community	15.05%	Retirement Destination County	False

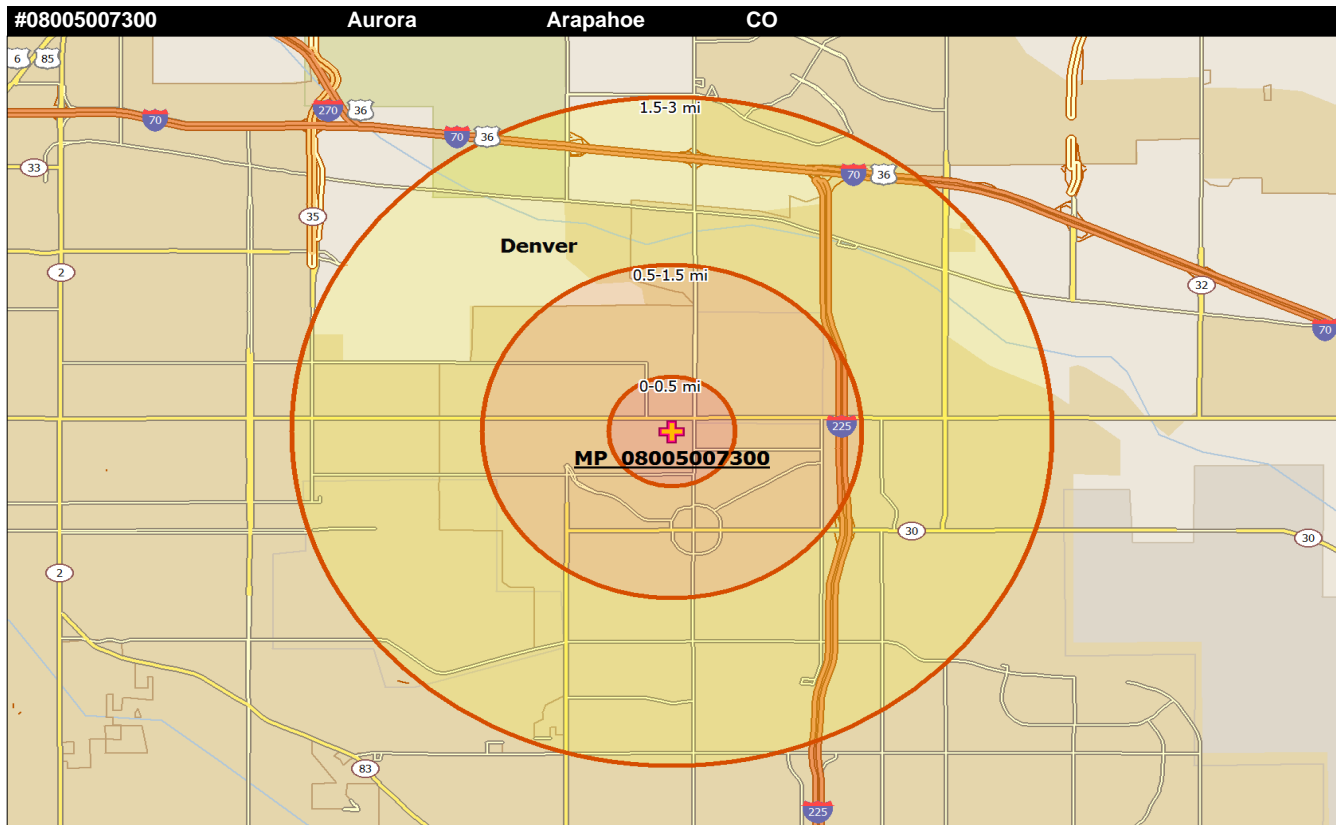
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	75.61	Racial Diversity Index	89.65
Ancestry Diversity Index	37.11	Diversity Composite Index	76.94
Foreign Born Diversity Index	26.08	Population Density Index	85.38



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007047	Total Households in 3 mi Ring	60,463
CT Centroid Latitude	39.66283	Active Evangelical HHLDS	5,434
CT Centroid Longitude	-104.82585	Active Evangelical PERCENT	8.99%
City Location	Aurora	Unreached HHLDS	43,130
County Location	Arapahoe	Unreached Percent	71.33%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,302
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.38%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,401
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.24%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,428
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	45.29%	Low Education County	False
Mainstay Community	9.37%	Low Employment County	False
Working Community	10.47%	Persistent Poverty County	False
Country Community	0.74%	Population Loss County	False
Aspiring Community	28.97%	Nonmetro Recreation County	False
Urban Community	5.17%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.68	Racial Diversity Index	72.00
Ancestry Diversity Index	64.99	Diversity Composite Index	73.70
Foreign Born Diversity Index	82.19	Population Density Index	81.63



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007300	Total Households in 3 mi Ring	54,726
CT Centroid Latitude	39.73848	Active Evangelical HHLDS	5,059
CT Centroid Longitude	-104.85033	Active Evangelical PERCENT	9.24%
City Location	Aurora	Unreached HHLDS	38,588
County Location	Arapahoe	Unreached Percent	70.51%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,344
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.9%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,242
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.58%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	23,044
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.11%

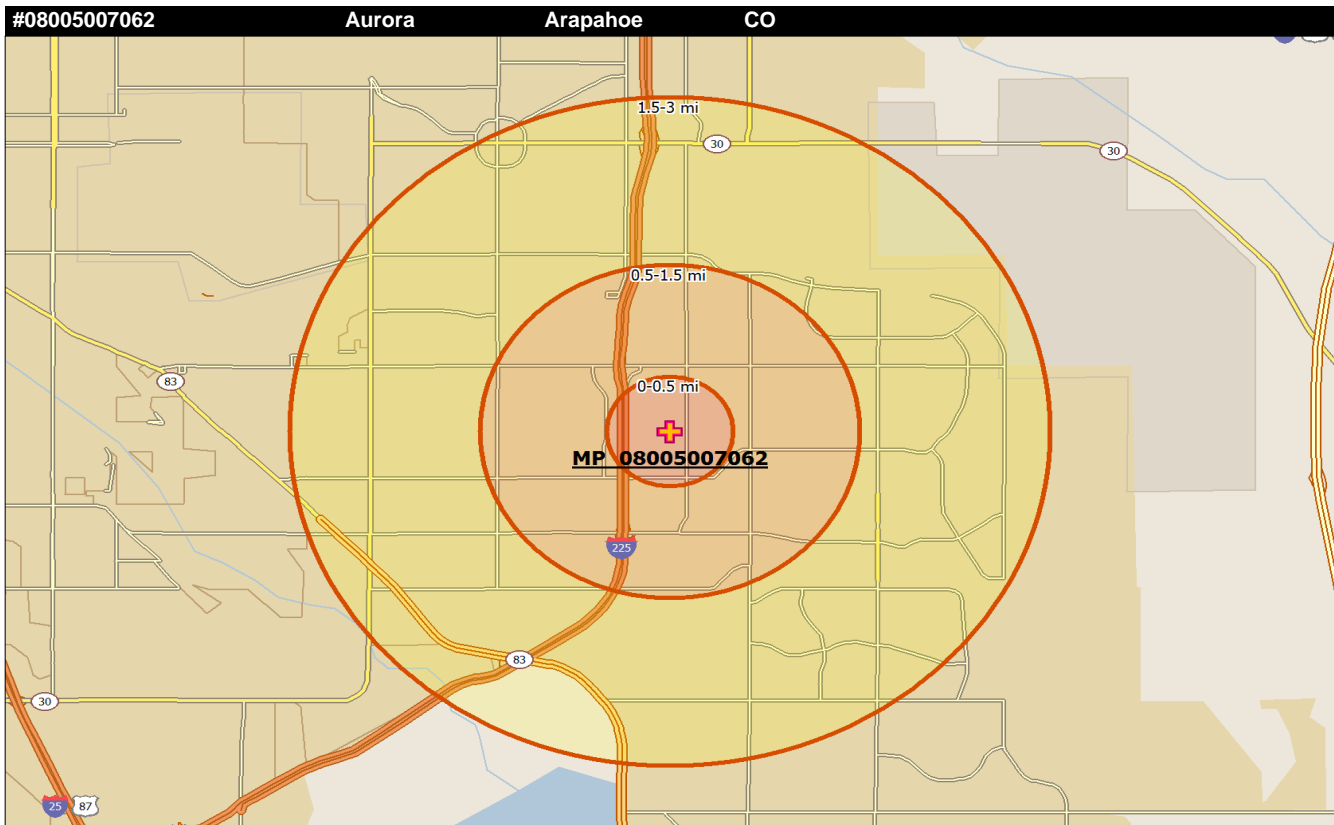
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.31%	Low Education County	False
Mainstay Community	11.03%	Low Employment County	False
Working Community	27.95%	Persistent Poverty County	False
Country Community	0.32%	Population Loss County	False
Aspiring Community	17.18%	Nonmetro Recreation County	False
Urban Community	33.21%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	83.39	Racial Diversity Index	94.20
Ancestry Diversity Index	21.82	Diversity Composite Index	56.74
Foreign Born Diversity Index	10.69	Population Density Index	79.46

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

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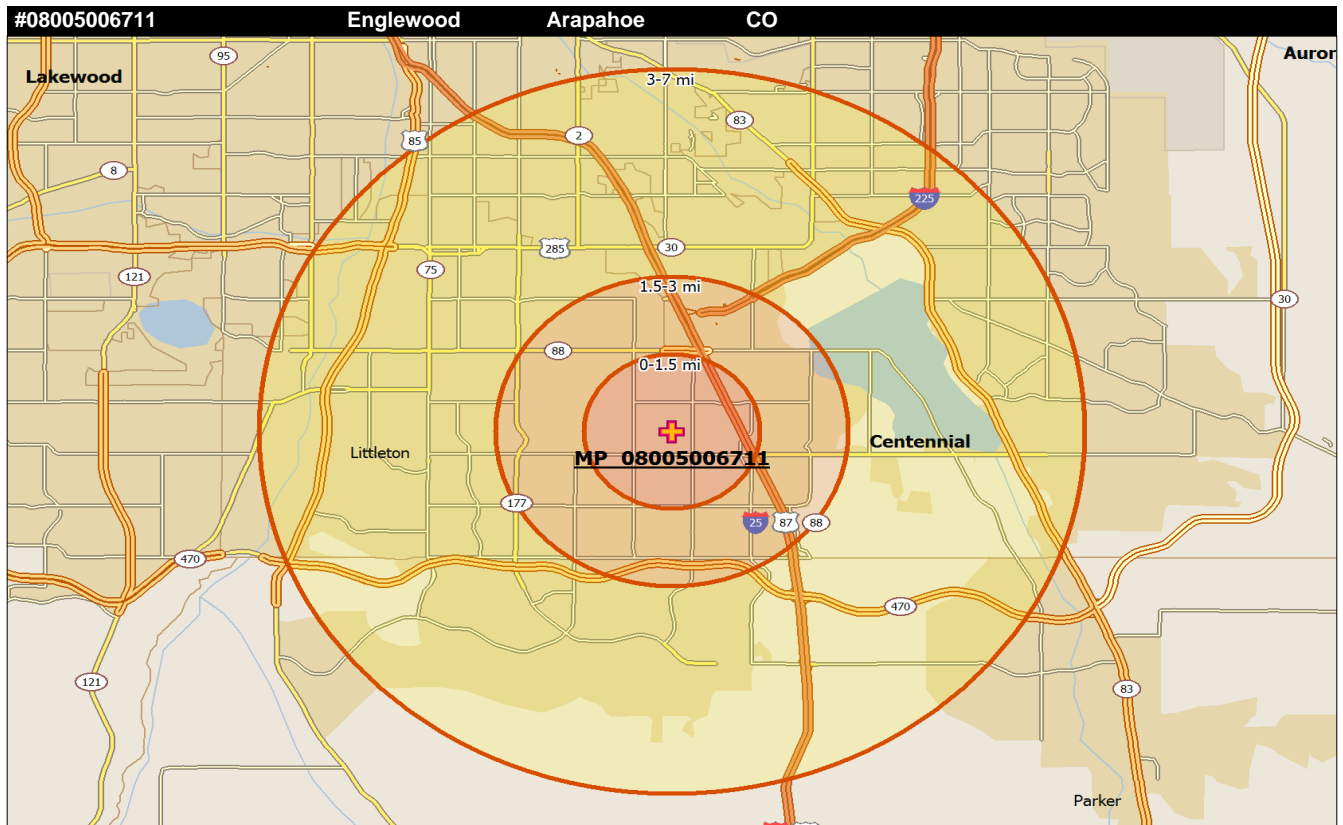
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13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007062	Total Households in 3 mi Ring	67,179
CT Centroid Latitude	39.68809	Active Evangelical HHLDS	6,091
CT Centroid Longitude	-104.82174	Active Evangelical PERCENT	9.07%
City Location	Aurora	Unreached HHLDS	47,751
County Location	Arapahoe	Unreached Percent	71.08%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,485
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.61%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,929
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.8%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	29,372
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.72%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.32%	Low Education County	False
Mainstay Community	8.49%	Low Employment County	False
Working Community	11.74%	Persistent Poverty County	False
Country Community	0.67%	Population Loss County	False
Aspiring Community	33.42%	Nonmetro Recreation County	False
Urban Community	9.37%	Retirement Destination County	False

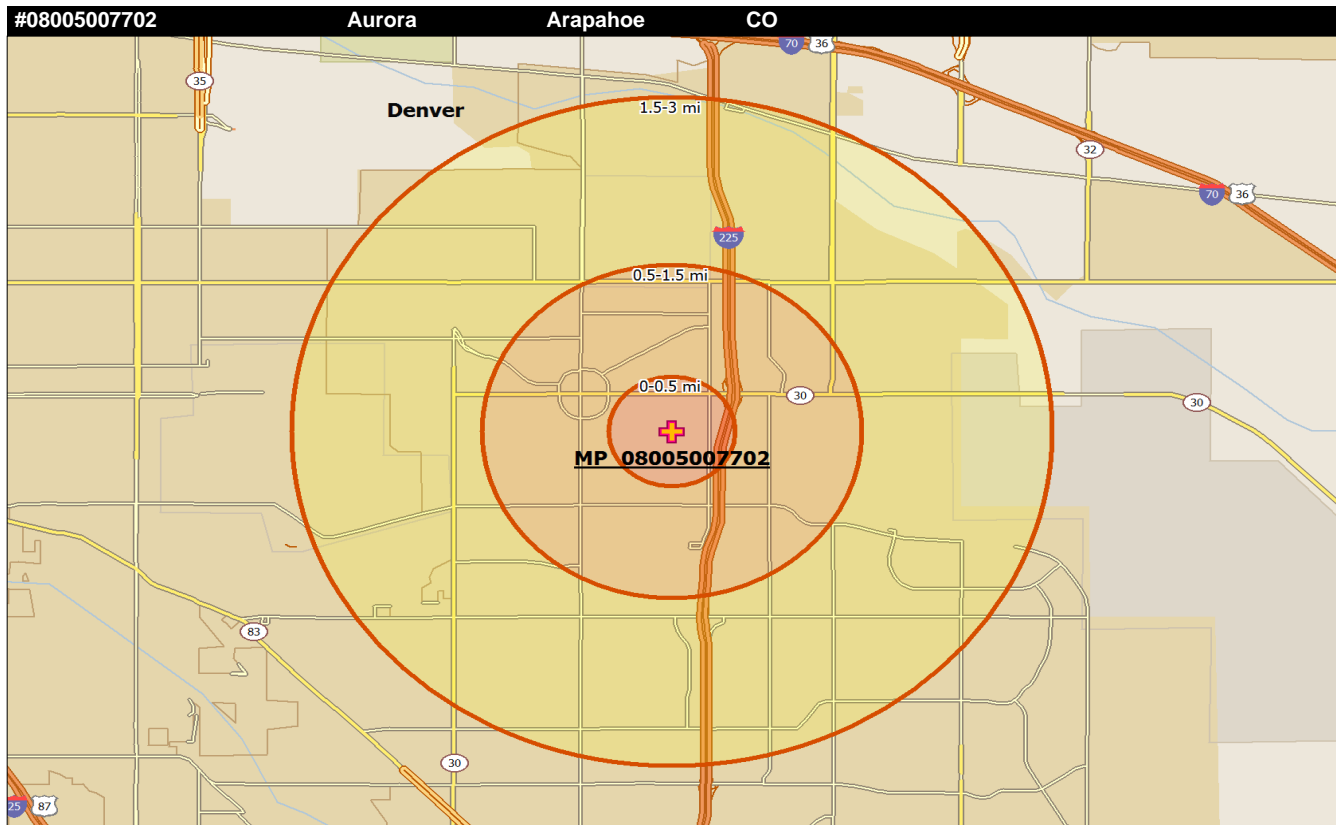
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	68.93	Racial Diversity Index	81.25
Ancestry Diversity Index	51.87	Diversity Composite Index	76.15
Foreign Born Diversity Index	62.03	Population Density Index	84.26



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005006711	Total Households in 3 mi Ring	35,659
CT Centroid Latitude	39.60143	Active Evangelical HHLDS	2,919
CT Centroid Longitude	-104.91074	Active Evangelical PERCENT	8.19%
City Location	Englewood	Unreached HHLDS	26,347
County Location	Arapahoe	Unreached Percent	73.89%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,041
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.94%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,630
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.98%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	15,679
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.97%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	72.01%	Low Education County	False
Mainstay Community	8.31%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	19.67%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

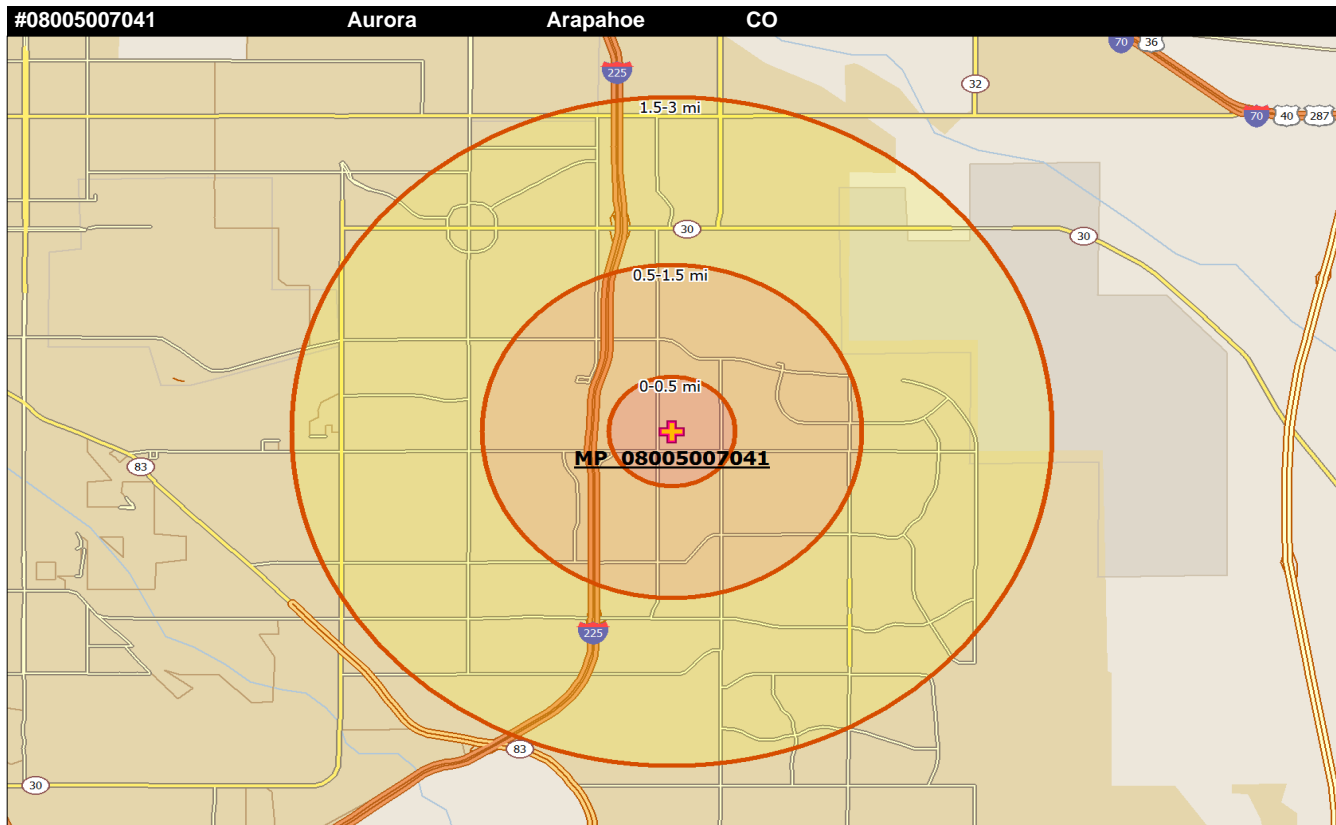
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.25	Racial Diversity Index	31.78
Ancestry Diversity Index	96.02	Diversity Composite Index	87.97
Foreign Born Diversity Index	99.44	Population Density Index	66.15



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007702	Total Households in 3 mi Ring	60,440
CT Centroid Latitude	39.72077	Active Evangelical HHLDS	5,546
CT Centroid Longitude	-104.83372	Active Evangelical PERCENT	9.18%
City Location	Aurora	Unreached HHLDS	42,744
County Location	Arapahoe	Unreached Percent	70.72%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,074
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.67%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,405
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.6%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,303
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.52%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.6%	Low Education County	False
Mainstay Community	10.5%	Low Employment County	False
Working Community	27.8%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	False
Aspiring Community	24.71%	Nonmetro Recreation County	False
Urban Community	21.88%	Retirement Destination County	False

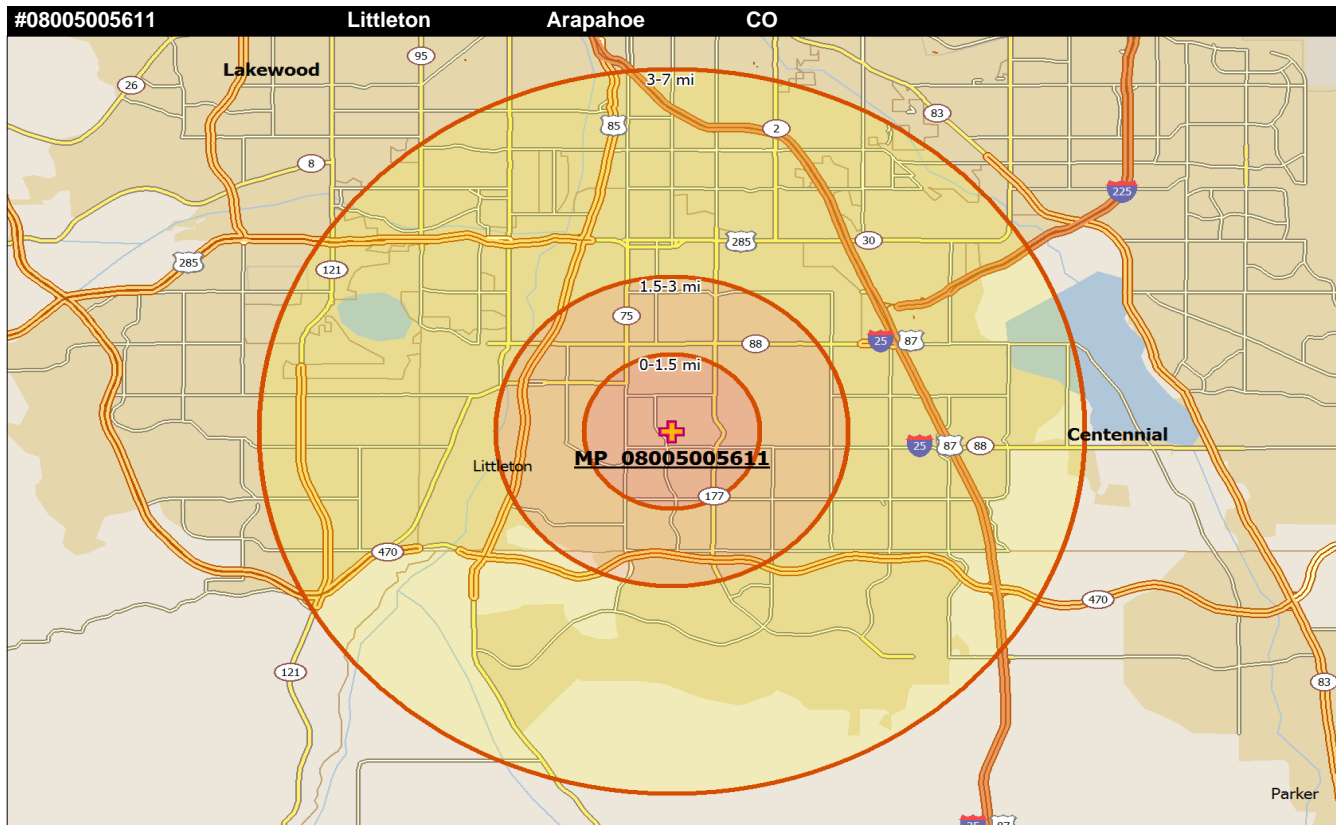
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.78	Racial Diversity Index	93.47
Ancestry Diversity Index	27.42	Diversity Composite Index	68.50
Foreign Born Diversity Index	15.82	Population Density Index	82.72



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007041	Total Households in 3 mi Ring	61,360
CT Centroid Latitude	39.69915	Active Evangelical HHLDS	5,638
CT Centroid Longitude	-104.81719	Active Evangelical PERCENT	9.19%
City Location	Aurora	Unreached HHLDS	43,376
County Location	Arapahoe	Unreached Percent	70.69%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,862
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.07%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,823
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.12%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,738
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.58%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	34.25%	Low Education County	False
Mainstay Community	8.27%	Low Employment County	False
Working Community	18.09%	Persistent Poverty County	False
Country Community	0.87%	Population Loss County	False
Aspiring Community	27.46%	Nonmetro Recreation County	False
Urban Community	11.06%	Retirement Destination County	False

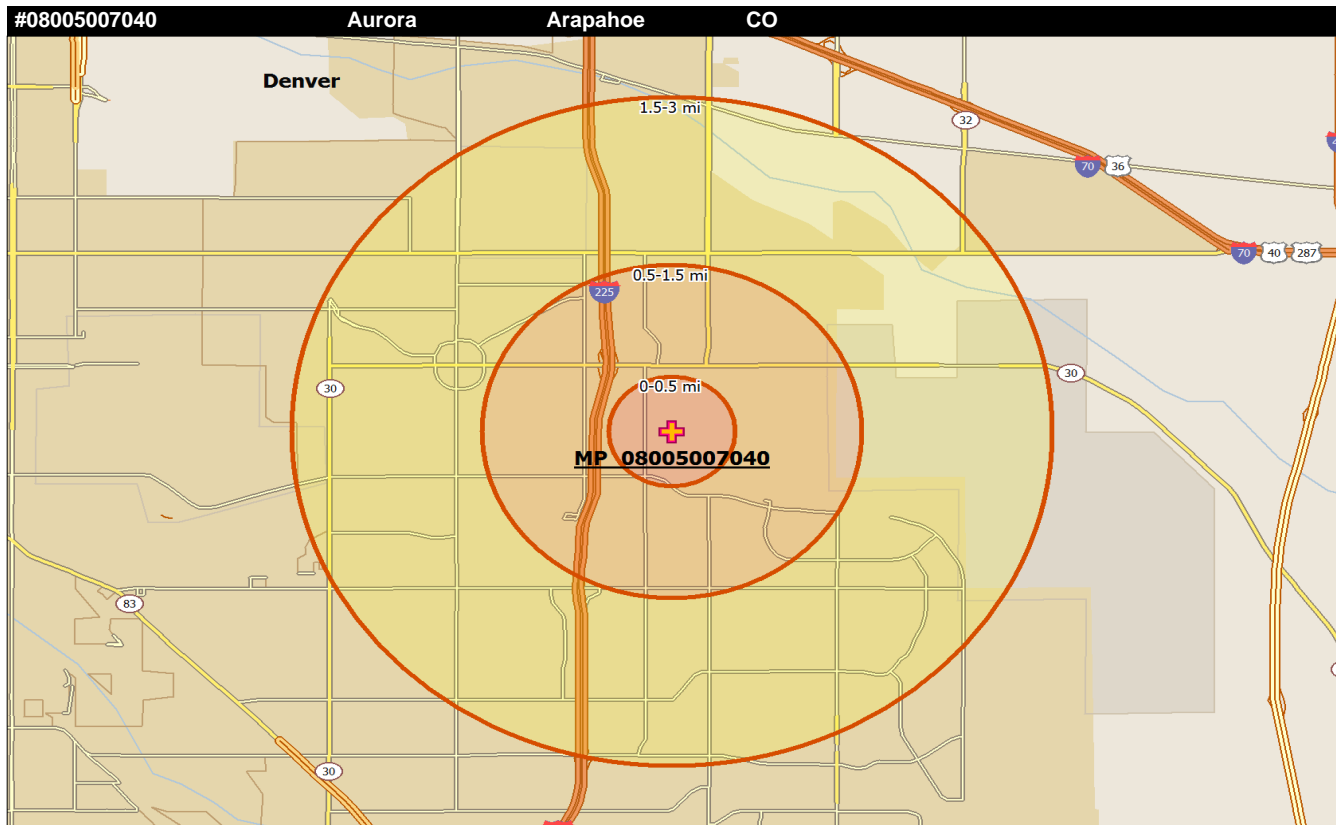
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.12	Racial Diversity Index	86.00
Ancestry Diversity Index	45.75	Diversity Composite Index	74.02
Foreign Born Diversity Index	45.48	Population Density Index	83.60



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005005611	Total Households in 3 mi Ring	38,363
CT Centroid Latitude	39.59954	Active Evangelical HHLDS	3,421
CT Centroid Longitude	-104.97350	Active Evangelical PERCENT	8.92%
City Location	Littleton	Unreached HHLDS	27,450
County Location	Arapahoe	Unreached Percent	71.55%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,334
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.51%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,546
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.85%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	16,575
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.2%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	65.61%	Low Education County	False
Mainstay Community	7.06%	Low Employment County	False
Working Community	10.83%	Persistent Poverty County	False
Country Community	0.51%	Population Loss County	False
Aspiring Community	13.12%	Nonmetro Recreation County	False
Urban Community	2.89%	Retirement Destination County	False

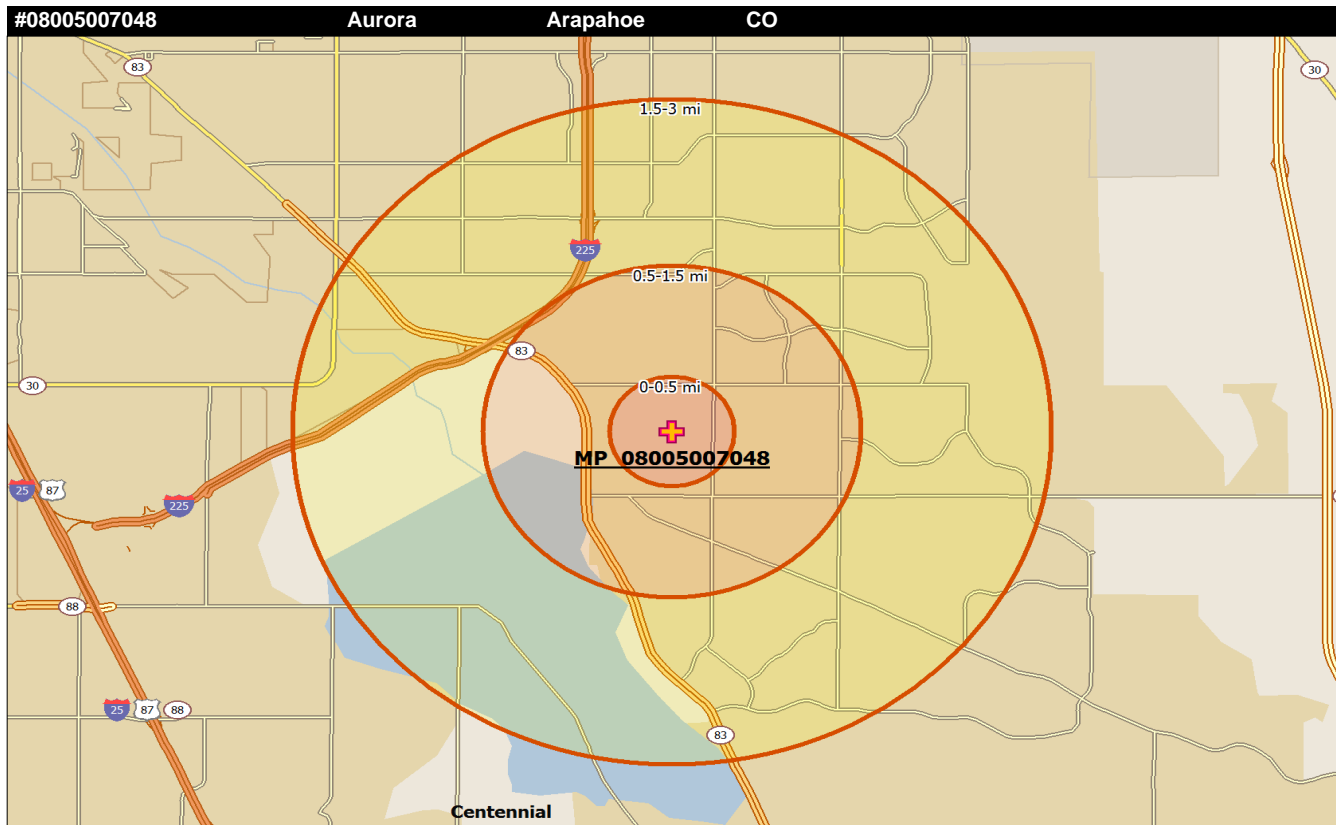
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.67	Racial Diversity Index	33.99
Ancestry Diversity Index	92.47	Diversity Composite Index	75.30
Foreign Born Diversity Index	79.32	Population Density Index	71.40



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007040	Total Households in 3 mi Ring	52,869
CT Centroid Latitude	39.71699	Active Evangelical HHLDS	4,964
CT Centroid Longitude	-104.81536	Active Evangelical PERCENT	9.39%
City Location	Aurora	Unreached HHLDS	37,033
County Location	Arapahoe	Unreached Percent	70.05%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,713
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.48%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,423
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.26%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	22,967
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.44%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	22.95%	Low Education County	False
Mainstay Community	5.43%	Low Employment County	False
Working Community	28.26%	Persistent Poverty County	False
Country Community	0.67%	Population Loss County	False
Aspiring Community	24.65%	Nonmetro Recreation County	False
Urban Community	18.04%	Retirement Destination County	False

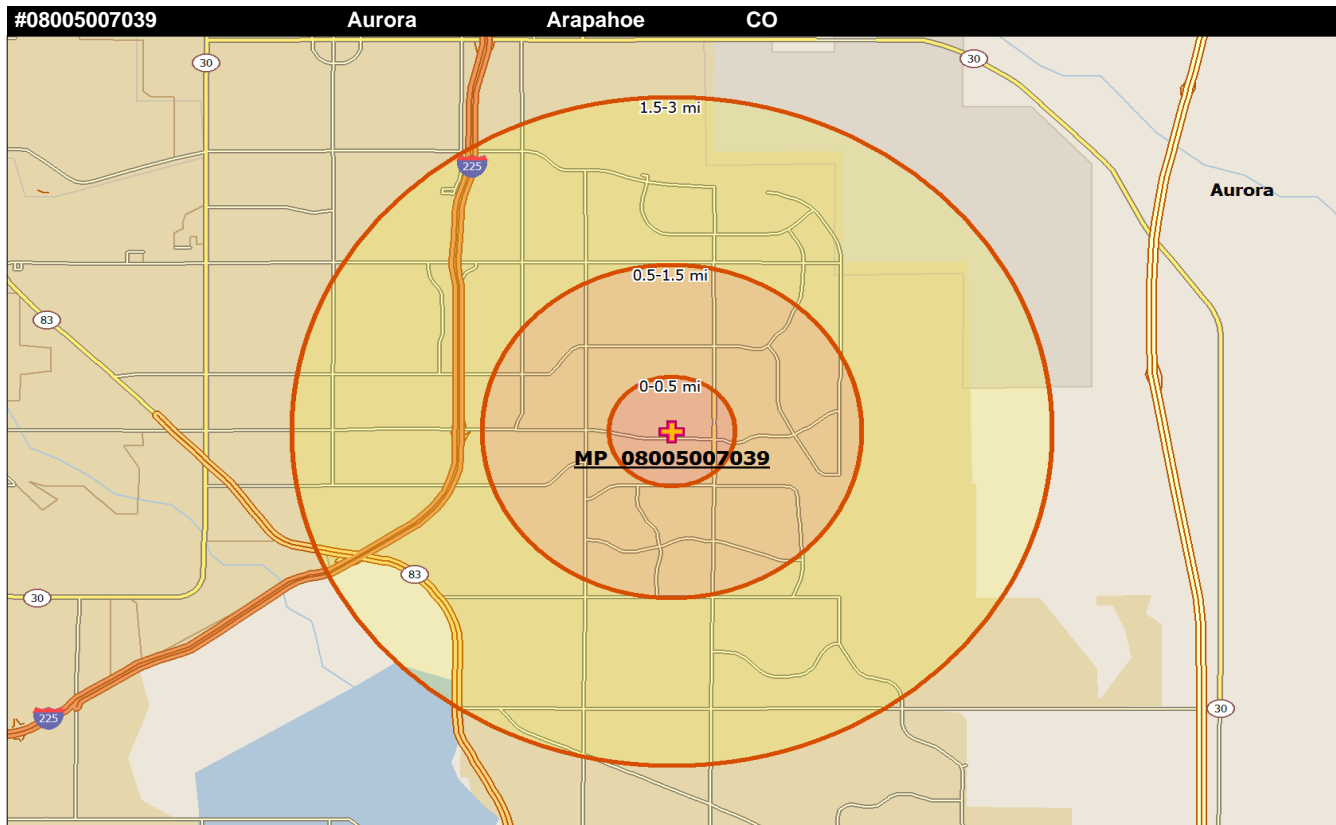
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	76.44	Racial Diversity Index	91.93
Ancestry Diversity Index	32.72	Diversity Composite Index	63.22
Foreign Born Diversity Index	24.12	Population Density Index	81.37



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007048	Total Households in 3 mi Ring	44,531
CT Centroid Latitude	39.64694	Active Evangelical HHLDS	3,923
CT Centroid Longitude	-104.81621	Active Evangelical PERCENT	8.81%
City Location	Aurora	Unreached HHLDS	32,015
County Location	Arapahoe	Unreached Percent	71.89%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,949
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.6%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,501
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.35%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,566
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.94%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	60.76%	Low Education County	False
Mainstay Community	11.18%	Low Employment County	False
Working Community	3.91%	Persistent Poverty County	False
Country Community	1.01%	Population Loss County	False
Aspiring Community	20.44%	Nonmetro Recreation County	False
Urban Community	2.7%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.90	Racial Diversity Index	60.77
Ancestry Diversity Index	76.63	Diversity Composite Index	86.68
Foreign Born Diversity Index	89.56	Population Density Index	77.53



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007039	Total Households in 3 mi Ring	60,236
CT Centroid Latitude	39.67461	Active Evangelical HHLDS	5,482
CT Centroid Longitude	-104.79720	Active Evangelical PERCENT	9.10%
City Location	Aurora	Unreached HHLDS	42,747
County Location	Arapahoe	Unreached Percent	70.97%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,445
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.68%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,029
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.67%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,305
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.67%

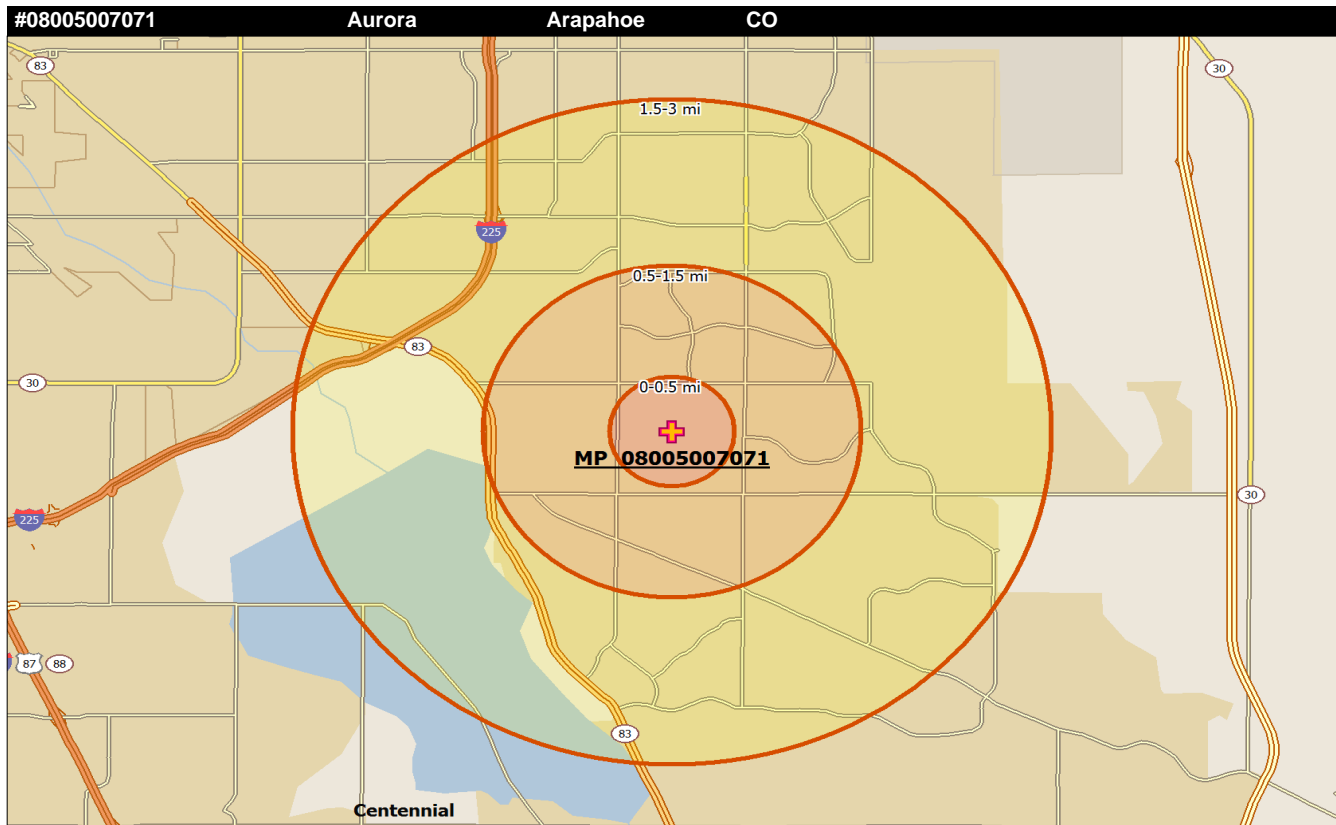
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	51.48%	Low Education County	False
Mainstay Community	9.35%	Low Employment County	False
Working Community	9.34%	Persistent Poverty County	False
Country Community	0.74%	Population Loss County	False
Aspiring Community	24.92%	Nonmetro Recreation County	False
Urban Community	4.17%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.12	Racial Diversity Index	73.63
Ancestry Diversity Index	64.10	Diversity Composite Index	74.27
Foreign Born Diversity Index	80.98	Population Density Index	81.90

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

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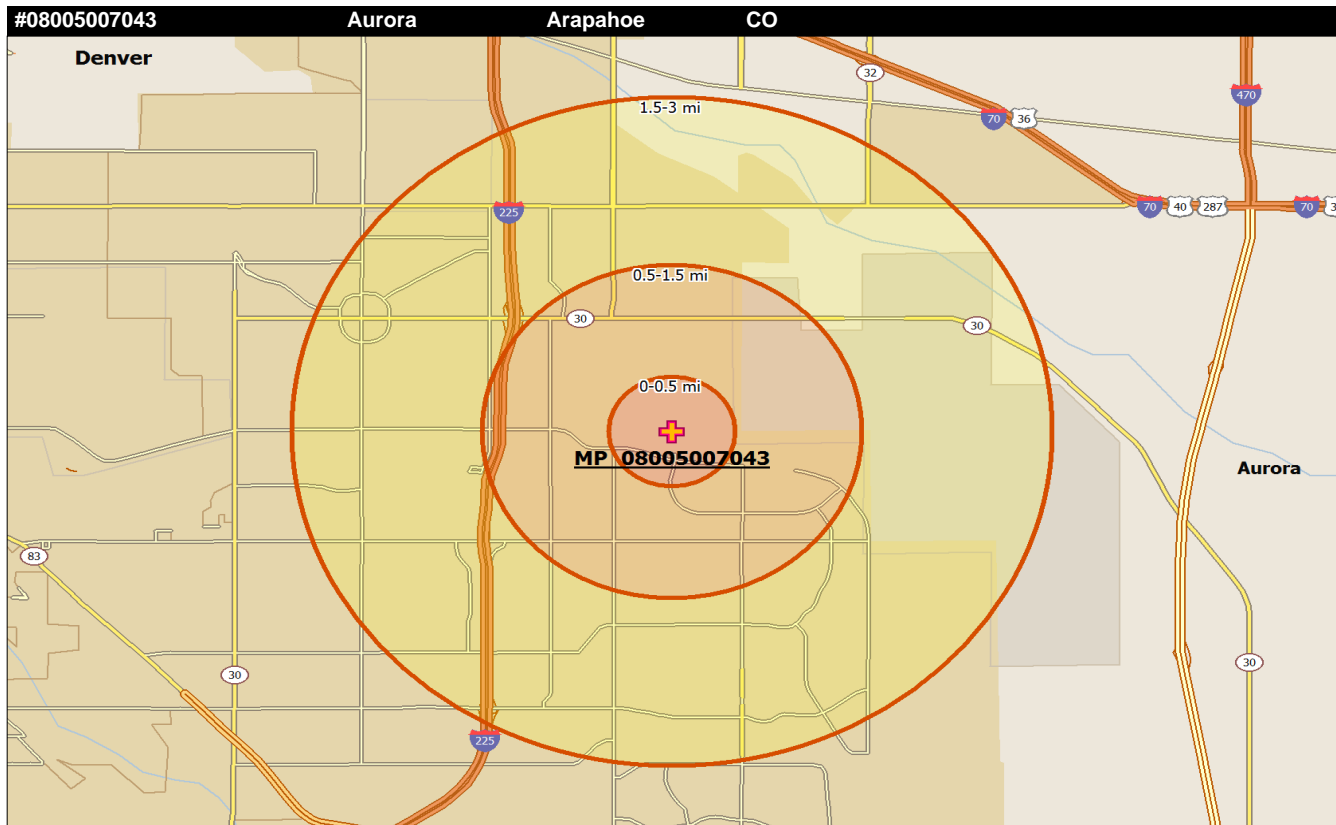
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21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007071	Total Households in 3 mi Ring	54,100
CT Centroid Latitude	39.64668	Active Evangelical HHLDS	4,891
CT Centroid Longitude	-104.80202	Active Evangelical PERCENT	9.04%
City Location	Aurora	Unreached HHLDS	38,500
County Location	Arapahoe	Unreached Percent	71.16%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,503
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.72%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,560
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.13%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	23,437
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.32%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	67.81%	Low Education County	False
Mainstay Community	10.36%	Low Employment County	False
Working Community	4.25%	Persistent Poverty County	False
Country Community	0.83%	Population Loss County	False
Aspiring Community	14.79%	Nonmetro Recreation County	False
Urban Community	1.96%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.42	Racial Diversity Index	60.56
Ancestry Diversity Index	77.14	Diversity Composite Index	89.12
Foreign Born Diversity Index	87.25	Population Density Index	81.26



22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007043	Total Households in 3 mi Ring	48,244
CT Centroid Latitude	39.71087	Active Evangelical HHLDS	4,494
CT Centroid Longitude	-104.80137	Active Evangelical PERCENT	9.31%
City Location	Aurora	Unreached HHLDS	33,910
County Location	Arapahoe	Unreached Percent	70.29%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,838
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.25%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,127
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.63%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,004
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.54%

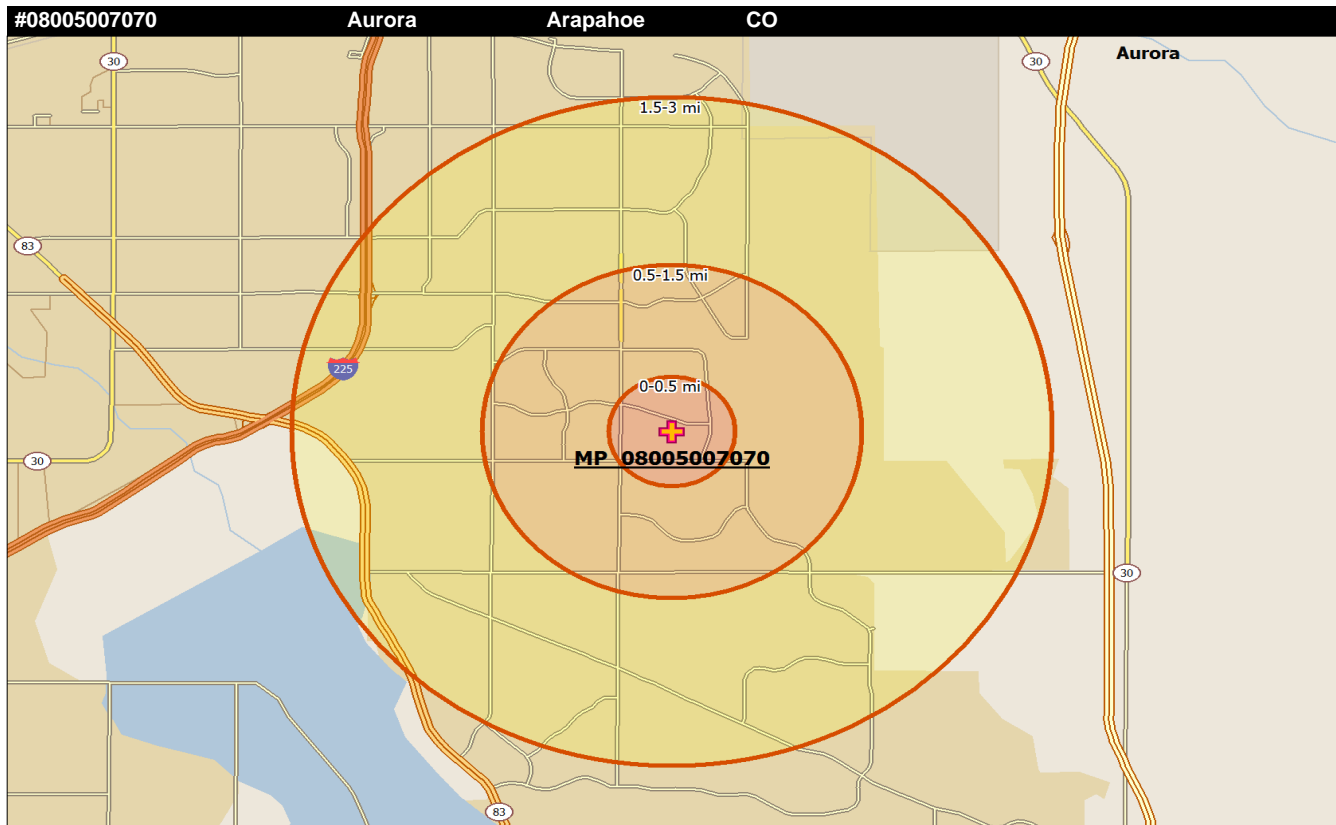
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	32.49%	Low Education County	False
Mainstay Community	5.94%	Low Employment County	False
Working Community	21.34%	Persistent Poverty County	False
Country Community	0.62%	Population Loss County	False
Aspiring Community	26.86%	Nonmetro Recreation County	False
Urban Community	12.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.24	Racial Diversity Index	88.71
Ancestry Diversity Index	39.11	Diversity Composite Index	76.55
Foreign Born Diversity Index	37.21	Population Density Index	78.22

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

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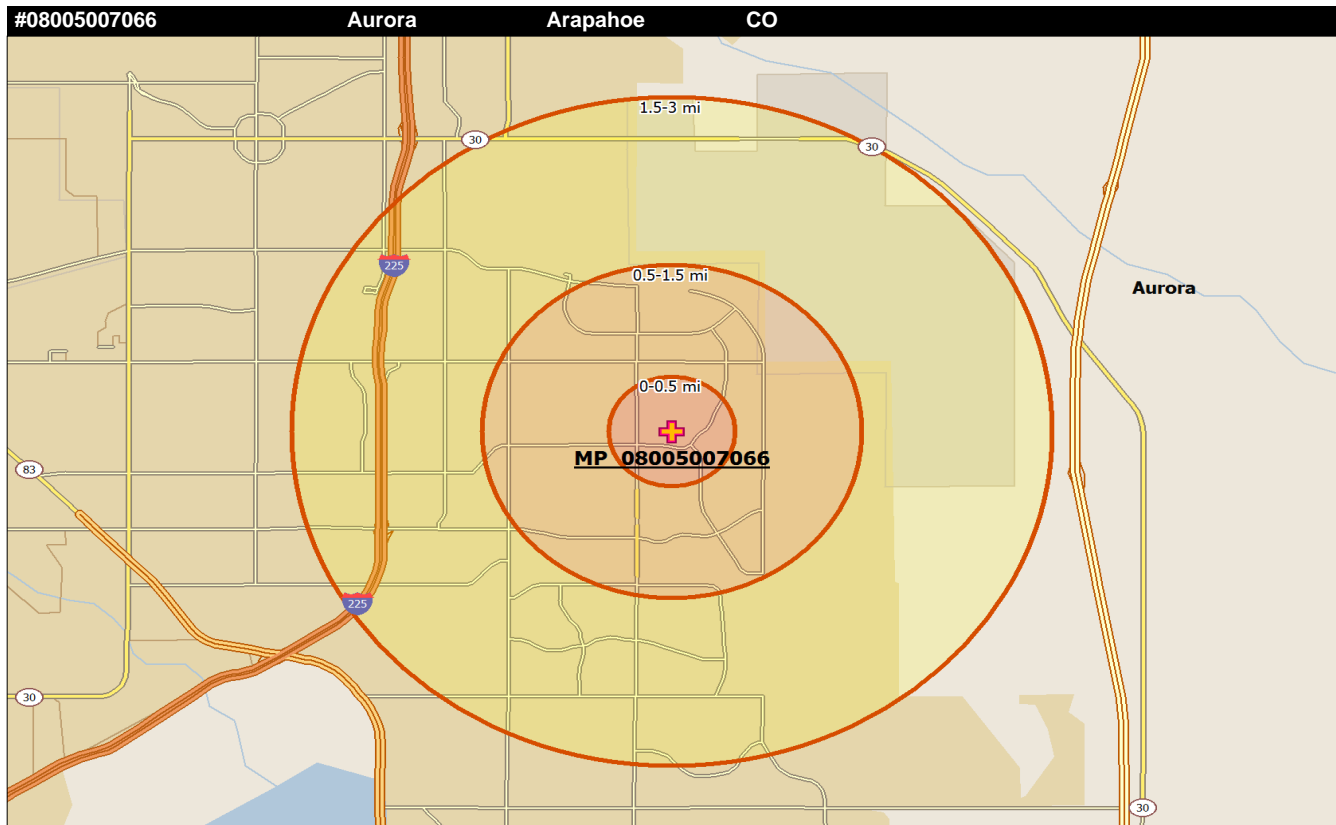
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23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007070	Total Households in 3 mi Ring	56,071
CT Centroid Latitude	39.65684	Active Evangelical HHLDS	5,104
CT Centroid Longitude	-104.78353	Active Evangelical PERCENT	9.10%
City Location	Aurora	Unreached HHLDS	39,790
County Location	Arapahoe	Unreached Percent	70.96%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,884
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.84%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,710
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,196
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	69.17%	Low Education County	False
Mainstay Community	10.15%	Low Employment County	False
Working Community	4.98%	Persistent Poverty County	False
Country Community	0.35%	Population Loss County	False
Aspiring Community	13.02%	Nonmetro Recreation County	False
Urban Community	2.33%	Retirement Destination County	False

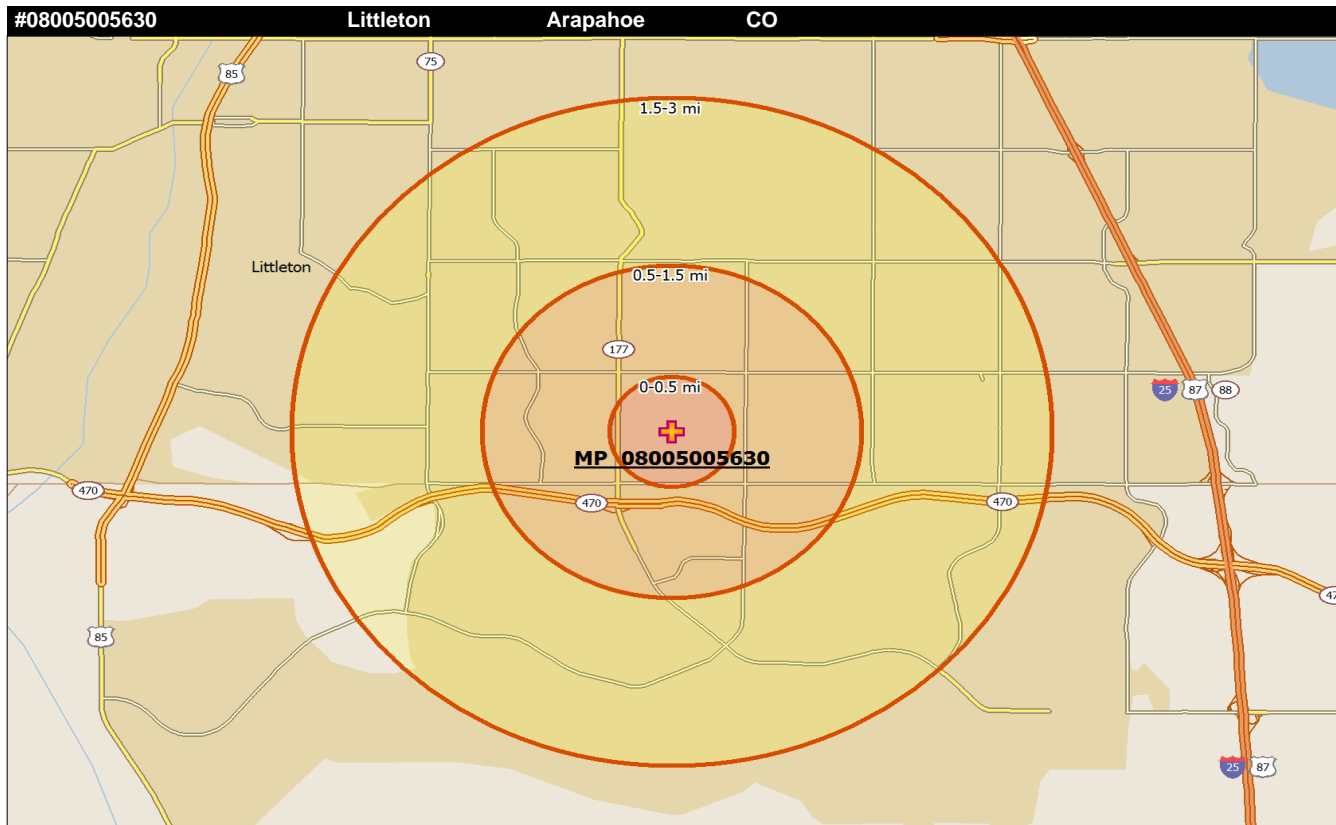
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.41	Racial Diversity Index	63.50
Ancestry Diversity Index	74.01	Diversity Composite Index	75.95
Foreign Born Diversity Index	84.82	Population Density Index	83.63



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007066	Total Households in 3 mi Ring	47,609
CT Centroid Latitude	39.68750	Active Evangelical HHLDS	4,375
CT Centroid Longitude	-104.78581	Active Evangelical PERCENT	9.19%
City Location	Aurora	Unreached HHLDS	33,657
County Location	Arapahoe	Unreached Percent	70.69%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,522
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.8%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,476
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.5%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	20,692
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	43.46%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	49.38%	Low Education County	False
Mainstay Community	7.22%	Low Employment County	False
Working Community	9.98%	Persistent Poverty County	False
Country Community	0.82%	Population Loss County	False
Aspiring Community	26.4%	Nonmetro Recreation County	False
Urban Community	6.2%	Retirement Destination County	False

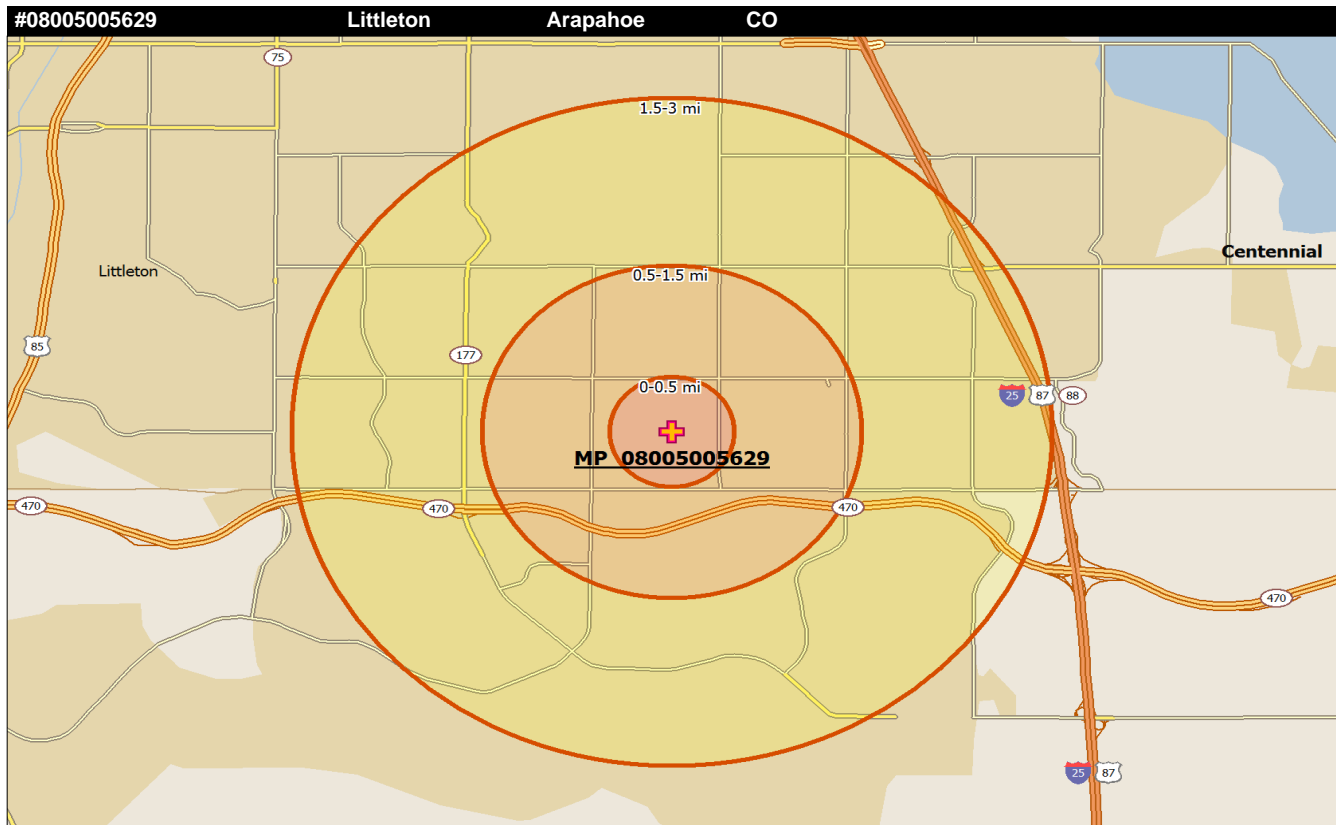
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.92	Racial Diversity Index	78.21
Ancestry Diversity Index	58.66	Diversity Composite Index	85.41
Foreign Born Diversity Index	74.41	Population Density Index	76.37



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005005630	Total Households in 3 mi Ring	42,971
CT Centroid Latitude	39.57285	Active Evangelical HHLDS	3,792
CT Centroid Longitude	-104.95247	Active Evangelical PERCENT	8.82%
City Location	Littleton	Unreached HHLDS	30,875
County Location	Arapahoe	Unreached Percent	71.85%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,904
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.07%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,541
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.9%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	18,433
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.9%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	83.27%	Low Education County	False
Mainstay Community	5.48%	Low Employment County	False
Working Community	0.22%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	10.61%	Nonmetro Recreation County	False
Urban Community	0.42%	Retirement Destination County	False

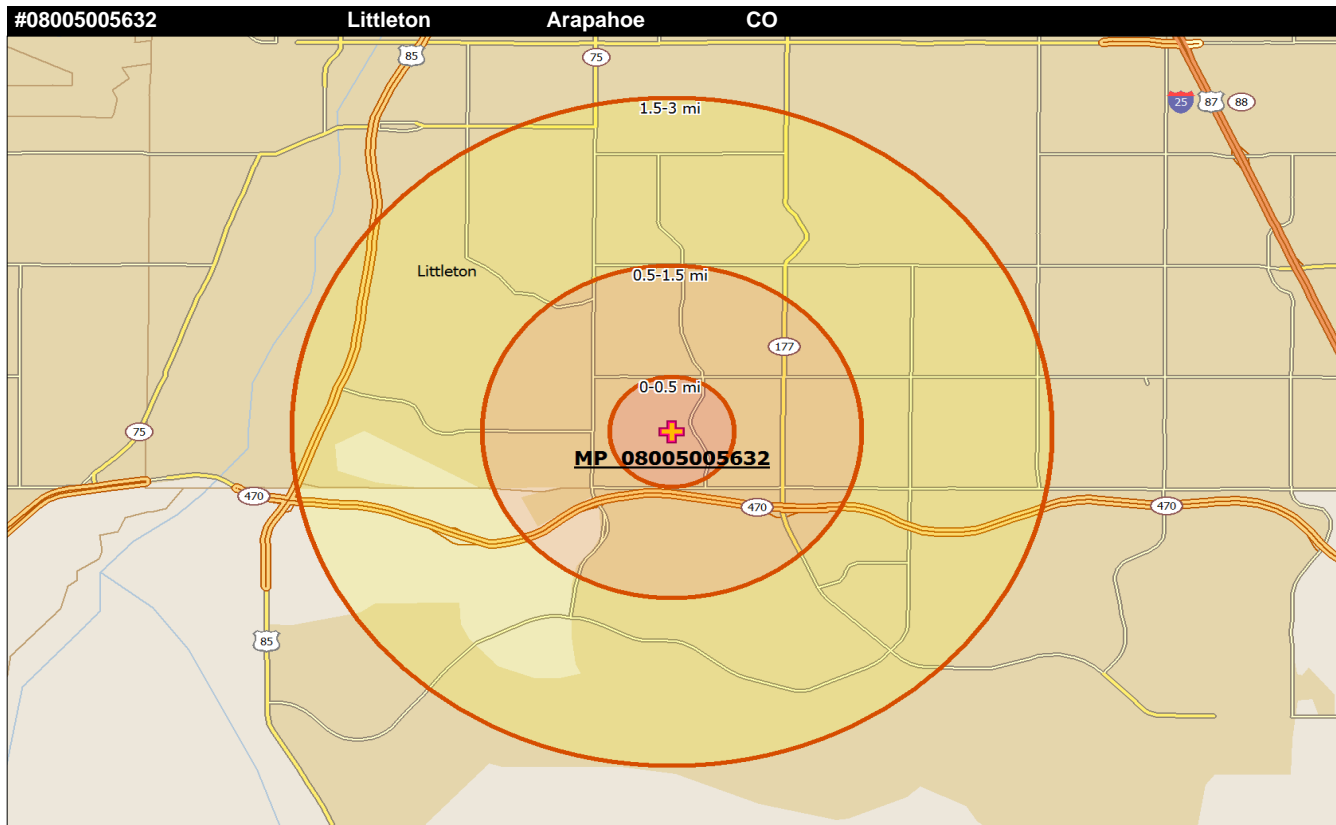
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	38.90	Racial Diversity Index	30.22
Ancestry Diversity Index	93.95	Diversity Composite Index	80.26
Foreign Born Diversity Index	91.06	Population Density Index	79.37



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005005629	Total Households in 3 mi Ring	43,700
CT Centroid Latitude	39.57357	Active Evangelical HHLDS	3,787
CT Centroid Longitude	-104.92988	Active Evangelical PERCENT	8.67%
City Location	Littleton	Unreached HHLDS	31,620
County Location	Arapahoe	Unreached Percent	72.36%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,038
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.1%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,660
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.95%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	18,928
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.31%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	84.73%	Low Education County	False
Mainstay Community	5.34%	Low Employment County	False
Working Community	0.01%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	9.91%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.50	Racial Diversity Index	30.49
Ancestry Diversity Index	94.68	Diversity Composite Index	75.37
Foreign Born Diversity Index	94.53	Population Density Index	78.11



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005005632	Total Households in 3 mi Ring	39,549
CT Centroid Latitude	39.57344	Active Evangelical HHLDS	3,612
CT Centroid Longitude	-104.97676	Active Evangelical PERCENT	9.13%
City Location	Littleton	Unreached HHLDS	28,025
County Location	Arapahoe	Unreached Percent	70.86%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,334
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.02%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,036
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.73%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	16,658
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.12%

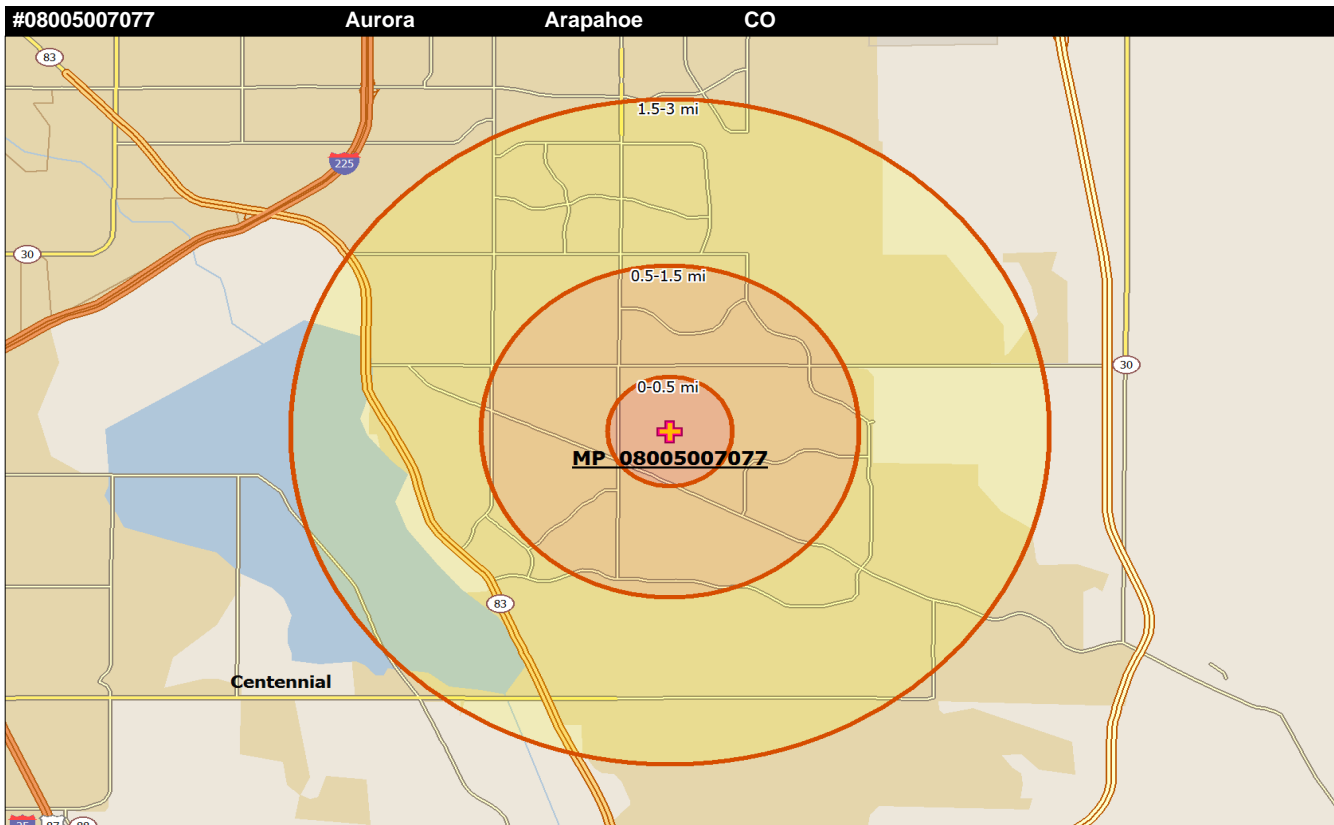
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	79.24%	Low Education County	False
Mainstay Community	7.7%	Low Employment County	False
Working Community	1.92%	Persistent Poverty County	False
Country Community	0.42%	Population Loss County	False
Aspiring Community	9.21%	Nonmetro Recreation County	False
Urban Community	1.5%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	37.44	Racial Diversity Index	30.57
Ancestry Diversity Index	93.80	Diversity Composite Index	72.40
Foreign Born Diversity Index	89.71	Population Density Index	77.07

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

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28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007077	Total Households in 3 mi Ring	44,271
CT Centroid Latitude	39.62982	Active Evangelical HHLDS	4,062
CT Centroid Longitude	-104.78385	Active Evangelical PERCENT	9.17%
City Location	Aurora	Unreached HHLDS	31,316
County Location	Arapahoe	Unreached Percent	70.74%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,970
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.74%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,494
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.41%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,853
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.59%

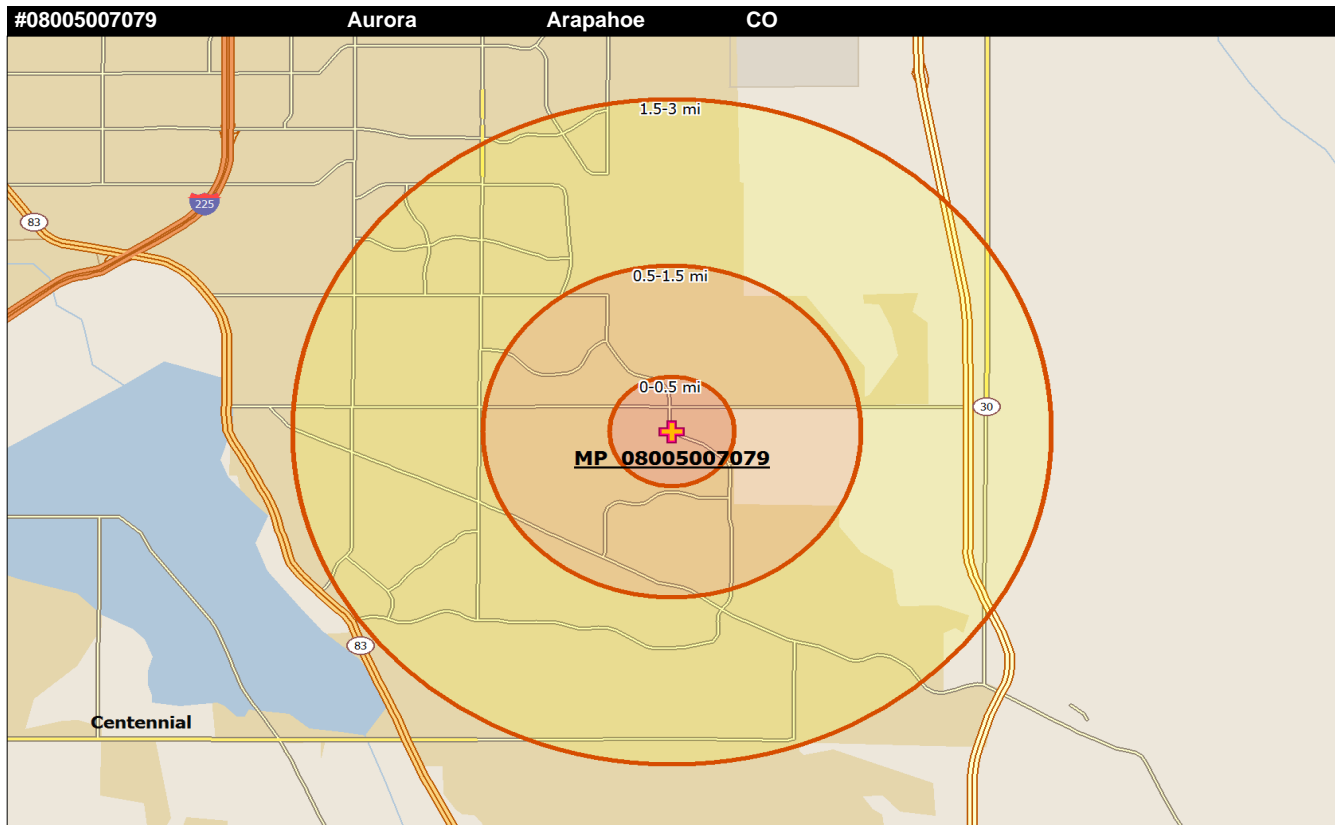
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	82.6%	Low Education County	False
Mainstay Community	6.02%	Low Employment County	False
Working Community	1.17%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	10.22%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.85	Racial Diversity Index	54.67
Ancestry Diversity Index	81.00	Diversity Composite Index	85.89
Foreign Born Diversity Index	83.90	Population Density Index	77.38

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

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29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08005007079	Total Households in 3 mi Ring	44,853
CT Centroid Latitude	39.63522	Active Evangelical HHLDS	4,162
CT Centroid Longitude	-104.76289	Active Evangelical PERCENT	9.28%
City Location	Aurora	Unreached HHLDS	31,577
County Location	Arapahoe	Unreached Percent	70.4%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,070
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.76%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,613
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.51%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	18,894
Population Pattern	250000-250000-1000000	NOT Evangelical NOT Interested PERCENT	42.12%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	86.32%	Low Education County	False
Mainstay Community	5.04%	Low Employment County	False
Working Community	1.05%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	7.56%	Nonmetro Recreation County	False
Urban Community	0.03%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.43	Racial Diversity Index	56.49
Ancestry Diversity Index	80.22	Diversity Composite Index	80.02
Foreign Born Diversity Index	83.34	Population Density Index	80.07

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

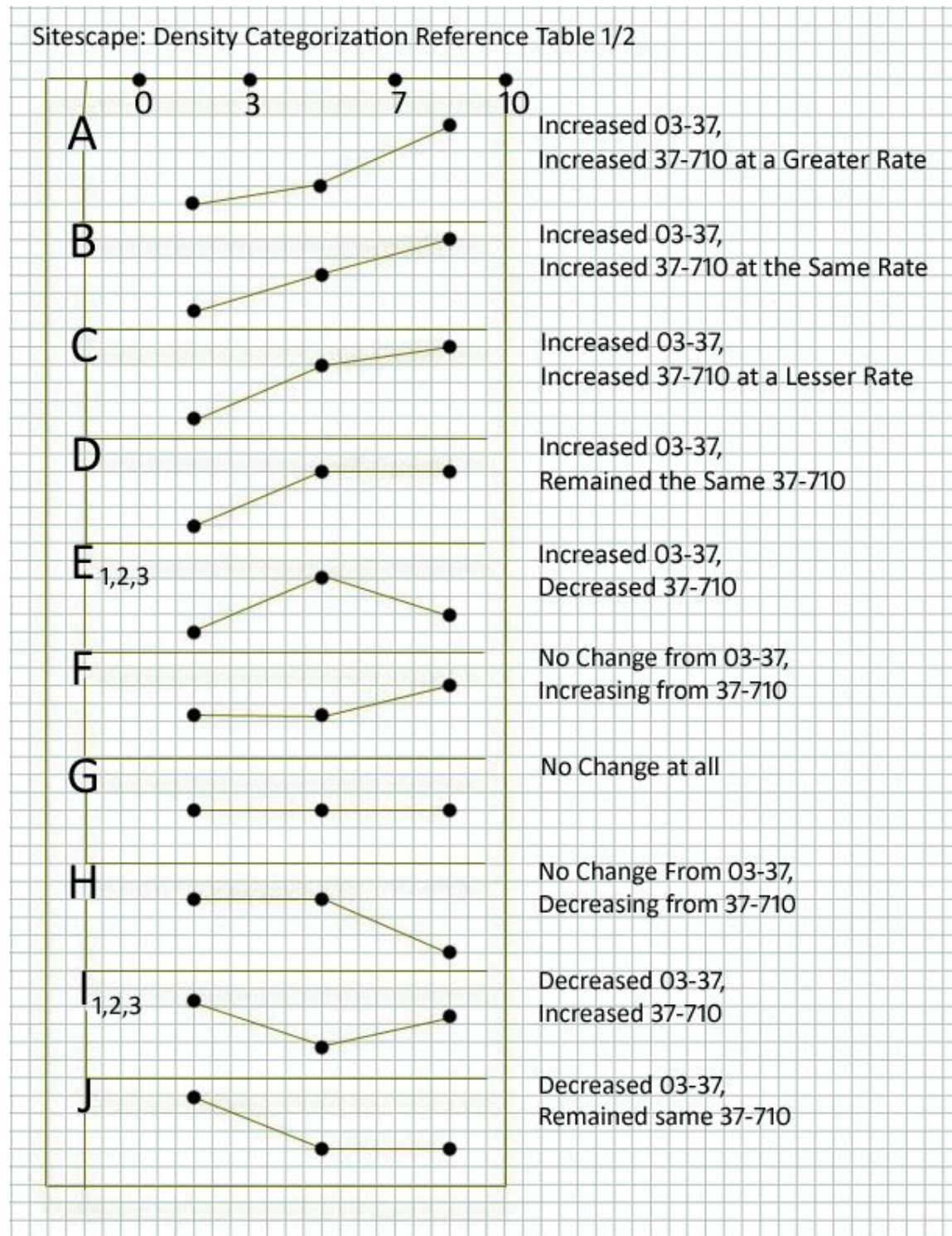
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

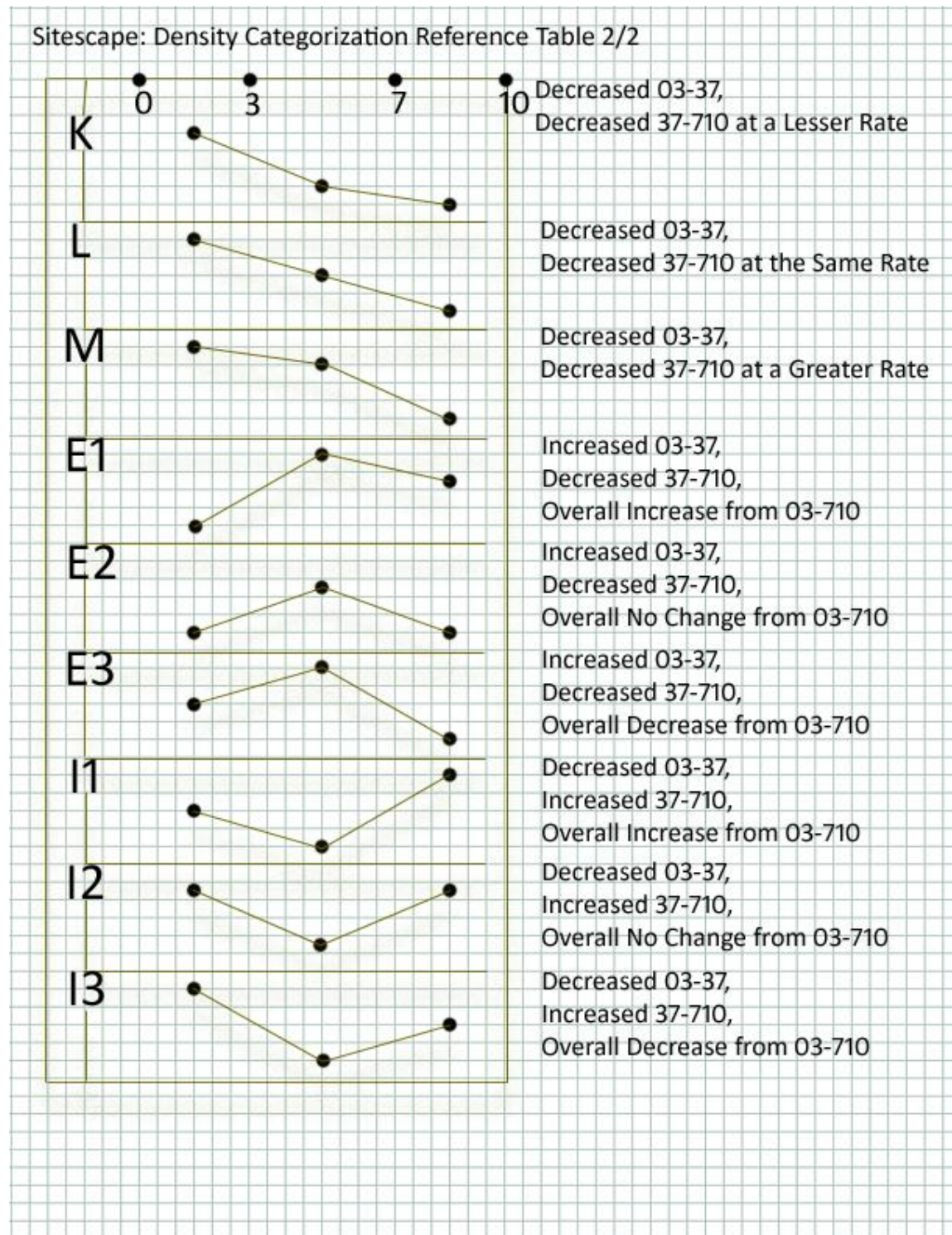
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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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