



# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points in  
Denver 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.

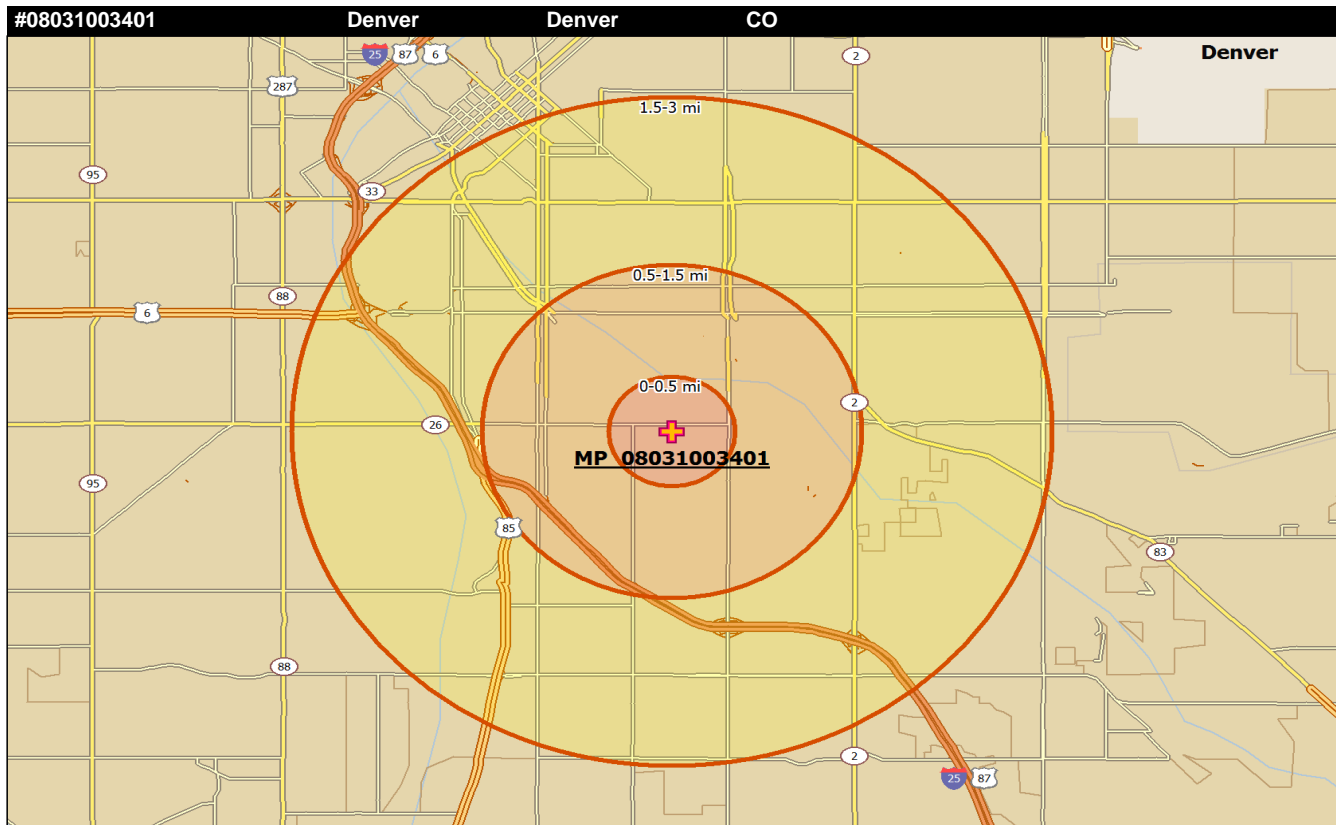
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

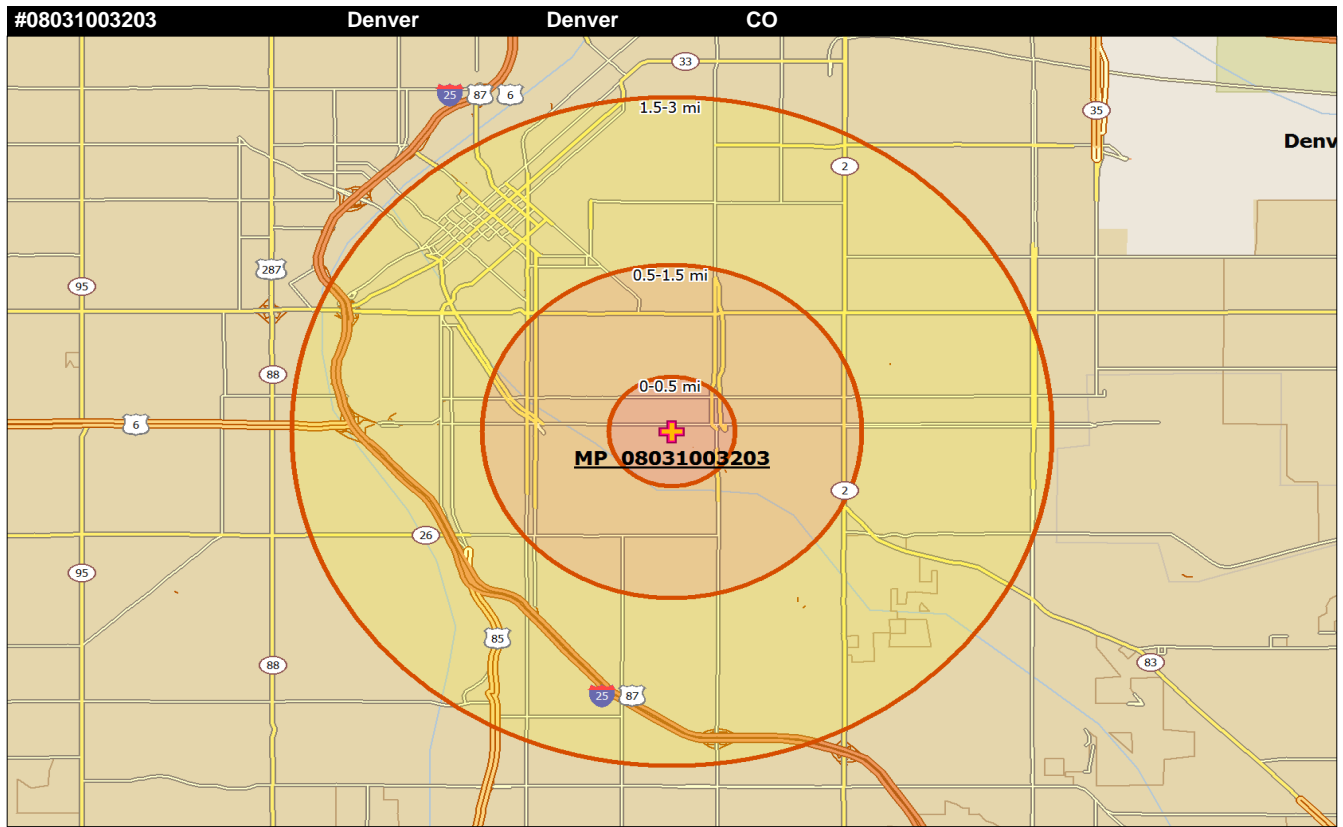
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003401	Total Households in 3 mi Ring	89,922
CT Centroid Latitude	39.71022	Active Evangelical HHLDS	4,993
CT Centroid Longitude	-104.96764	Active Evangelical PERCENT	5.55%
City Location	Denver	Unreached HHLDS	67,170
County Location	Denver	Unreached Percent	74.7%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,220
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.81%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	12,681
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	14.1%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	40,274
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.79%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.51%	Low Education County	False
Mainstay Community	3.6%	Low Employment County	False
Working Community	11.12%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	45.05%	Nonmetro Recreation County	False
Urban Community	11.46%	Retirement Destination County	False

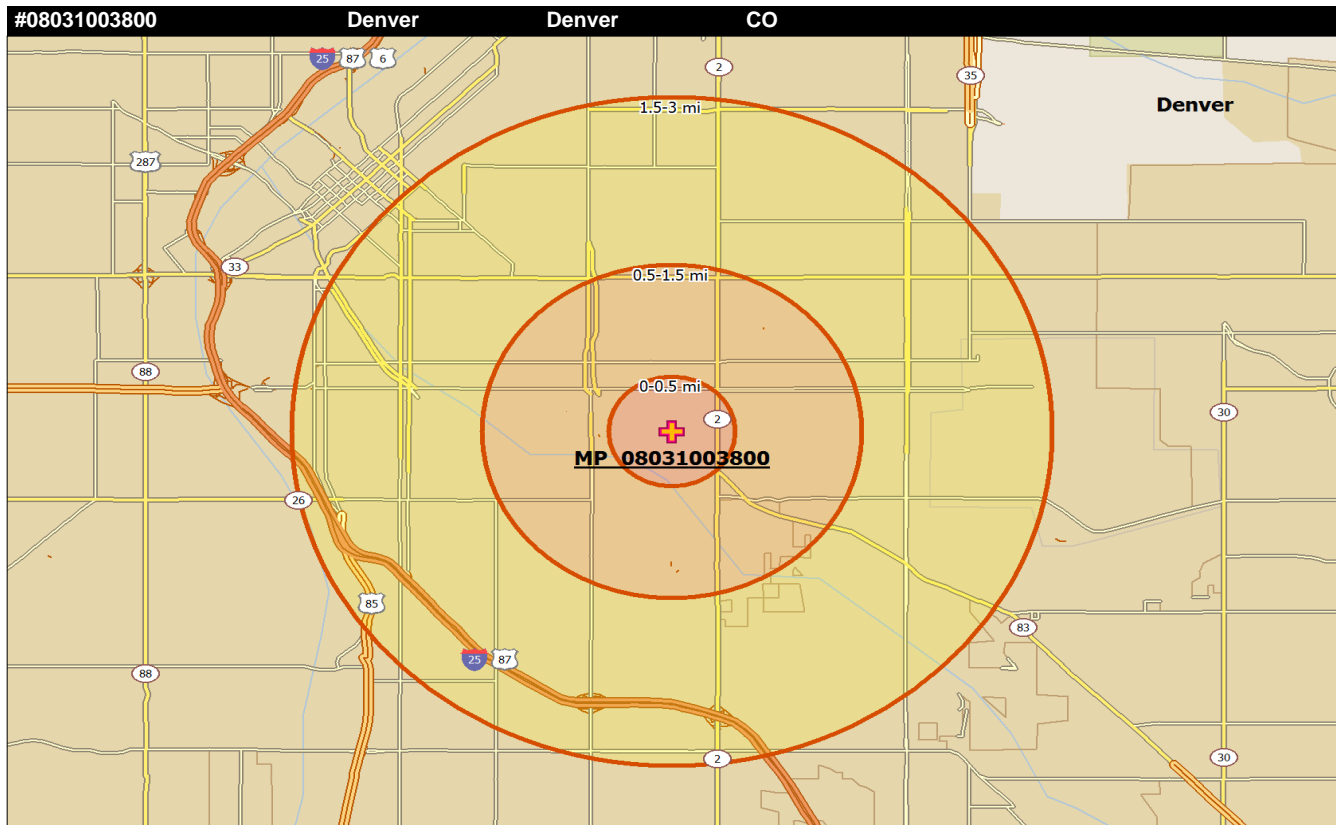
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	70.37	Racial Diversity Index	58.45
Ancestry Diversity Index	61.62	Diversity Composite Index	67.64
Foreign Born Diversity Index	34.54	Population Density Index	87.11



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003203	Total Households in 3 mi Ring	89,558
CT Centroid Latitude	39.72467	Active Evangelical HHLDS	4,957
CT Centroid Longitude	-104.96608	Active Evangelical PERCENT	5.53%
City Location	Denver	Unreached HHLDS	66,969
County Location	Denver	Unreached Percent	74.78%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,859
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.59%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	12,076
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.48%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	40,052
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.72%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.68%	Low Education County	False
Mainstay Community	3.19%	Low Employment County	False
Working Community	7.74%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	45.61%	Nonmetro Recreation County	False
Urban Community	15.69%	Retirement Destination County	False

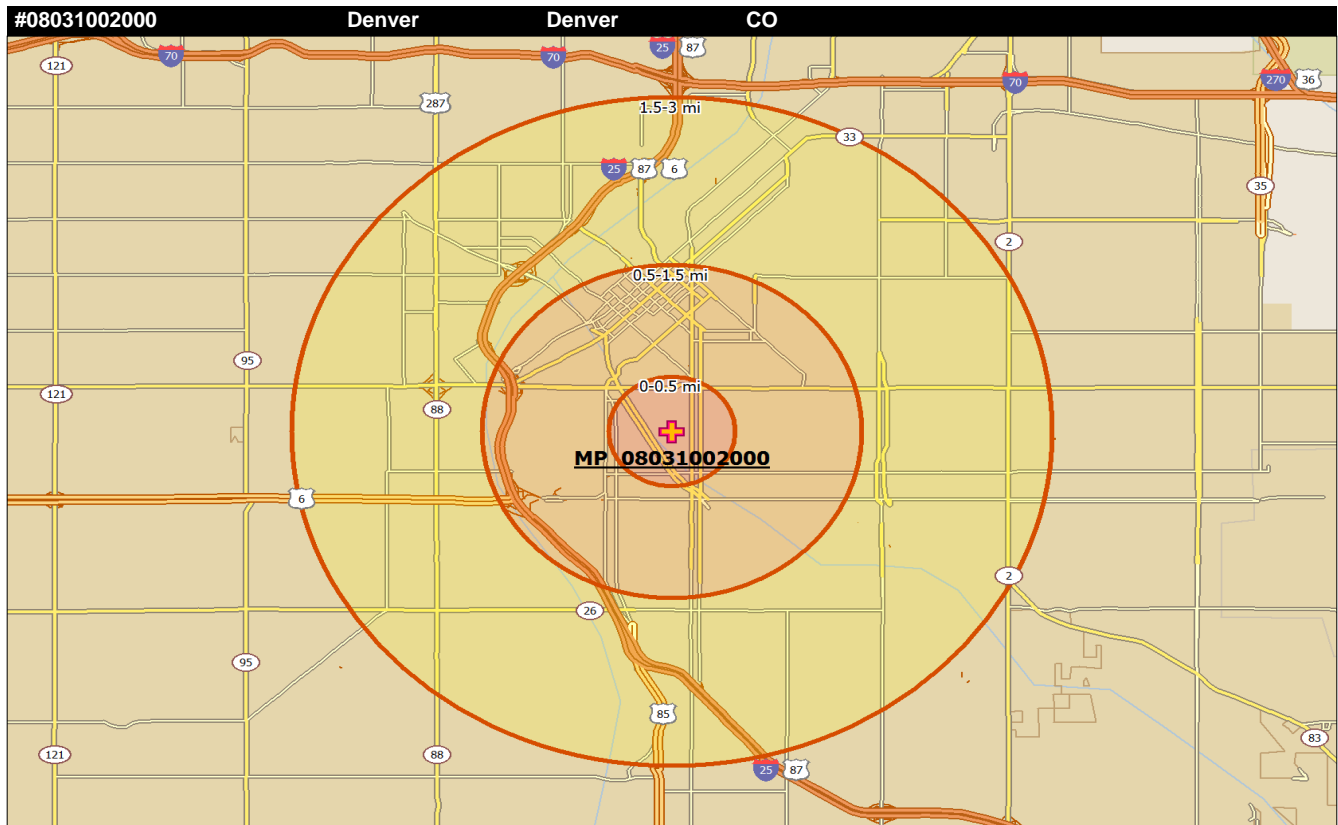
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.02	Racial Diversity Index	67.01
Ancestry Diversity Index	51.26	Diversity Composite Index	71.10
Foreign Born Diversity Index	26.00	Population Density Index	87.41



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003800	Total Households in 3 mi Ring	95,696
CT Centroid Latitude	39.72005	Active Evangelical HHLDS	5,339
CT Centroid Longitude	-104.94740	Active Evangelical PERCENT	5.58%
City Location	Denver	Unreached HHLDS	71,369
County Location	Denver	Unreached Percent	74.58%
Sitescape Category code	4	Religious but NOT Evang HHLDS	15,908
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.62%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	13,160
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.75%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	42,314
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.13%	Low Education County	False
Mainstay Community	4.08%	Low Employment County	False
Working Community	6.39%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	47.52%	Nonmetro Recreation County	False
Urban Community	10.84%	Retirement Destination County	False

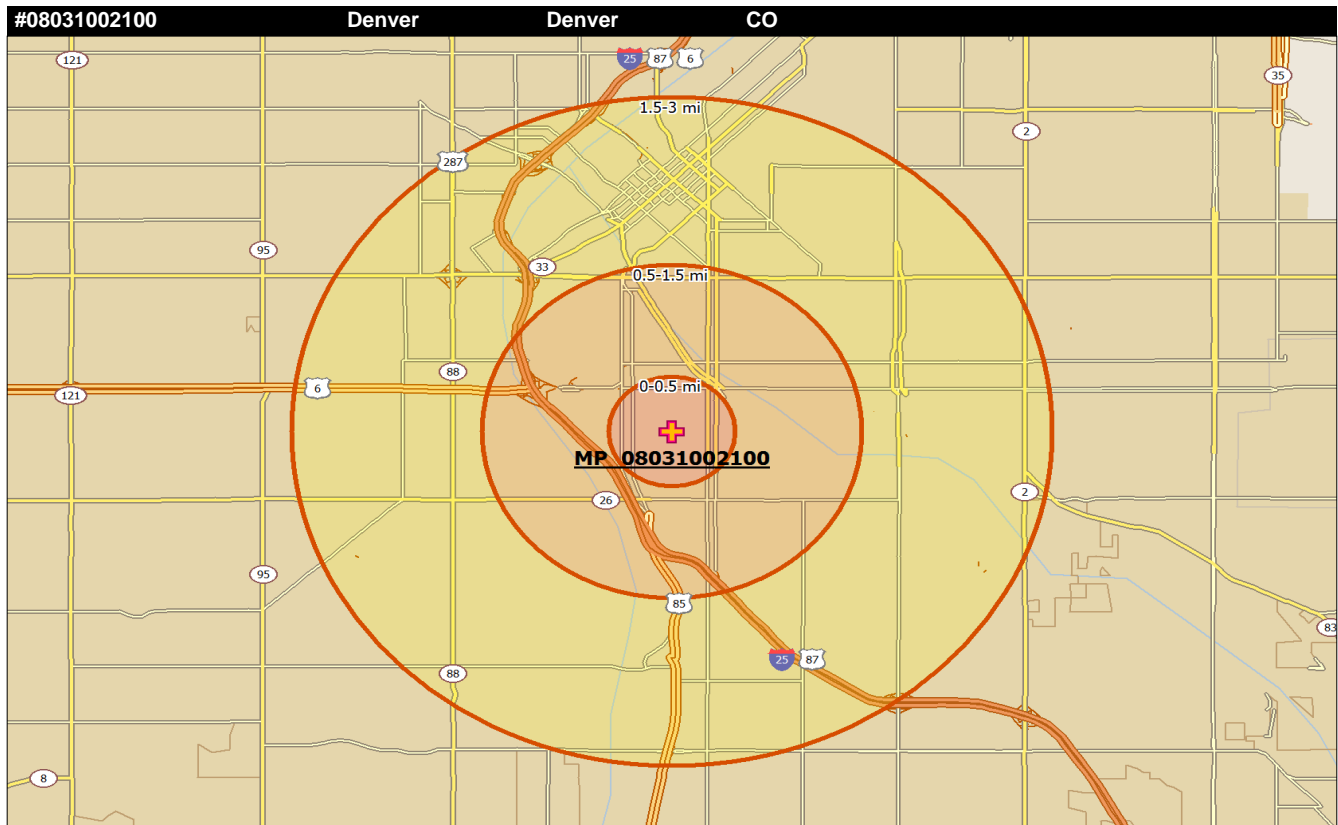
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	67.81	Racial Diversity Index	56.32
Ancestry Diversity Index	66.40	Diversity Composite Index	74.09
Foreign Born Diversity Index	48.90	Population Density Index	87.62



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031002000	Total Households in 3 mi Ring	87,319
CT Centroid Latitude	39.73444	Active Evangelical HHLDS	4,993
CT Centroid Longitude	-104.99036	Active Evangelical PERCENT	5.72%
City Location	Denver	Unreached HHLDS	64,567
County Location	Denver	Unreached Percent	73.94%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,273
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.35%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,772
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.34%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	39,543
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.42%	Low Education County	False
Mainstay Community	4.31%	Low Employment County	False
Working Community	18.72%	Persistent Poverty County	False
Country Community	0.14%	Population Loss County	False
Aspiring Community	39.2%	Nonmetro Recreation County	False
Urban Community	20.21%	Retirement Destination County	False

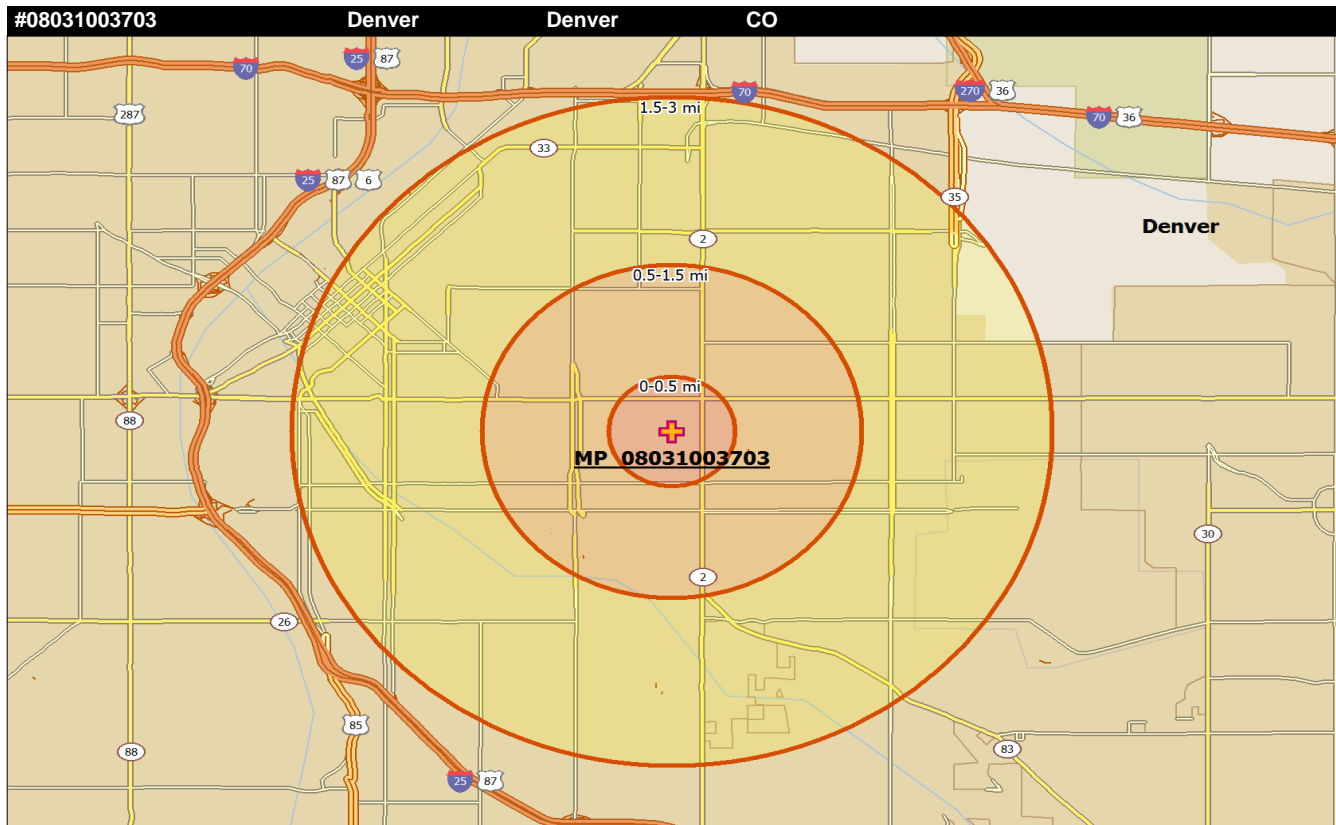
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.79	Racial Diversity Index	81.26
Ancestry Diversity Index	28.92	Diversity Composite Index	54.86
Foreign Born Diversity Index	9.97	Population Density Index	88.52



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031002100	Total Households in 3 mi Ring	85,607
CT Centroid Latitude	39.72005	Active Evangelical HHLDS	4,888
CT Centroid Longitude	-104.99277	Active Evangelical PERCENT	5.71%
City Location	Denver	Unreached HHLDS	63,334
County Location	Denver	Unreached Percent	73.98%
Sitescape Category code	4	Religious but NOT Evang HHLDS	13,726
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,695
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.49%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	38,928
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.47%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.13%	Low Education County	False
Mainstay Community	3.48%	Low Employment County	False
Working Community	20.96%	Persistent Poverty County	False
Country Community	0.11%	Population Loss County	False
Aspiring Community	36.93%	Nonmetro Recreation County	False
Urban Community	18.38%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.28	Racial Diversity Index	78.28
Ancestry Diversity Index	32.03	Diversity Composite Index	52.32
Foreign Born Diversity Index	11.71	Population Density Index	87.86



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003703	Total Households in 3 mi Ring	94,547
CT Centroid Latitude	39.73587	Active Evangelical HHLDS	5,308
CT Centroid Longitude	-104.94512	Active Evangelical PERCENT	5.61%
City Location	Denver	Unreached HHLDS	70,356
County Location	Denver	Unreached Percent	74.41%
Sitescape Category code	4	Religious but NOT Evang HHLDS	16,974
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.95%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	11,950
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.64%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	41,465
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.86%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.98%	Low Education County	False
Mainstay Community	3.64%	Low Employment County	False
Working Community	7.36%	Persistent Poverty County	False
Country Community	0.06%	Population Loss County	False
Aspiring Community	44.69%	Nonmetro Recreation County	False
Urban Community	18.28%	Retirement Destination County	False

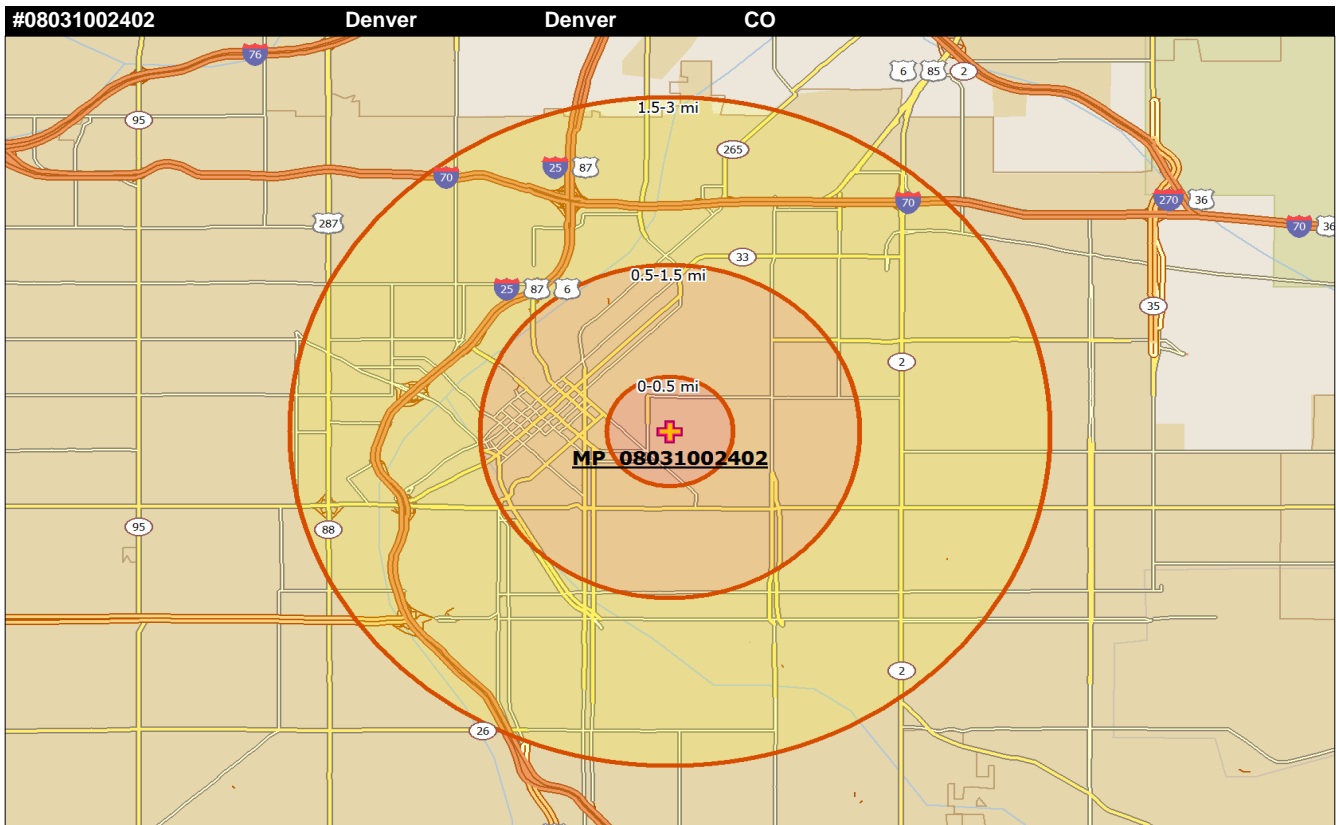
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.56	Racial Diversity Index	74.79
Ancestry Diversity Index	43.34	Diversity Composite Index	73.38
Foreign Born Diversity Index	24.35	Population Density Index	88.72

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

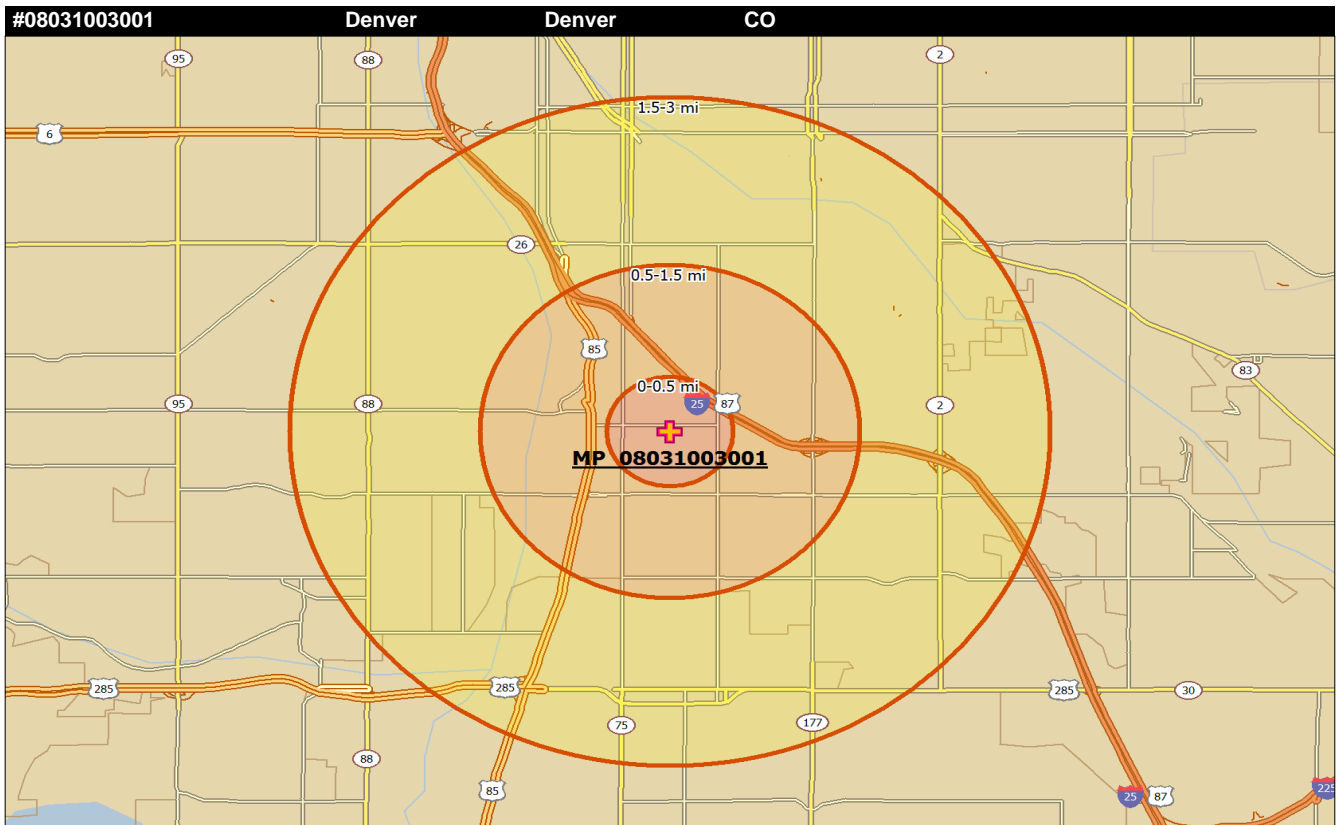




7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031002402	Total Households in 3 mi Ring	82,577
CT Centroid Latitude	39.75007	Active Evangelical HHLDS	4,663
CT Centroid Longitude	-104.97480	Active Evangelical PERCENT	5.65%
City Location	Denver	Unreached HHLDS	61,326
County Location	Denver	Unreached Percent	74.27%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,010
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.97%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,335
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.52%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	37,013
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.82%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.58%	Low Education County	False
Mainstay Community	3.97%	Low Employment County	False
Working Community	13.23%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	43.54%	Nonmetro Recreation County	False
Urban Community	20.6%	Retirement Destination County	False

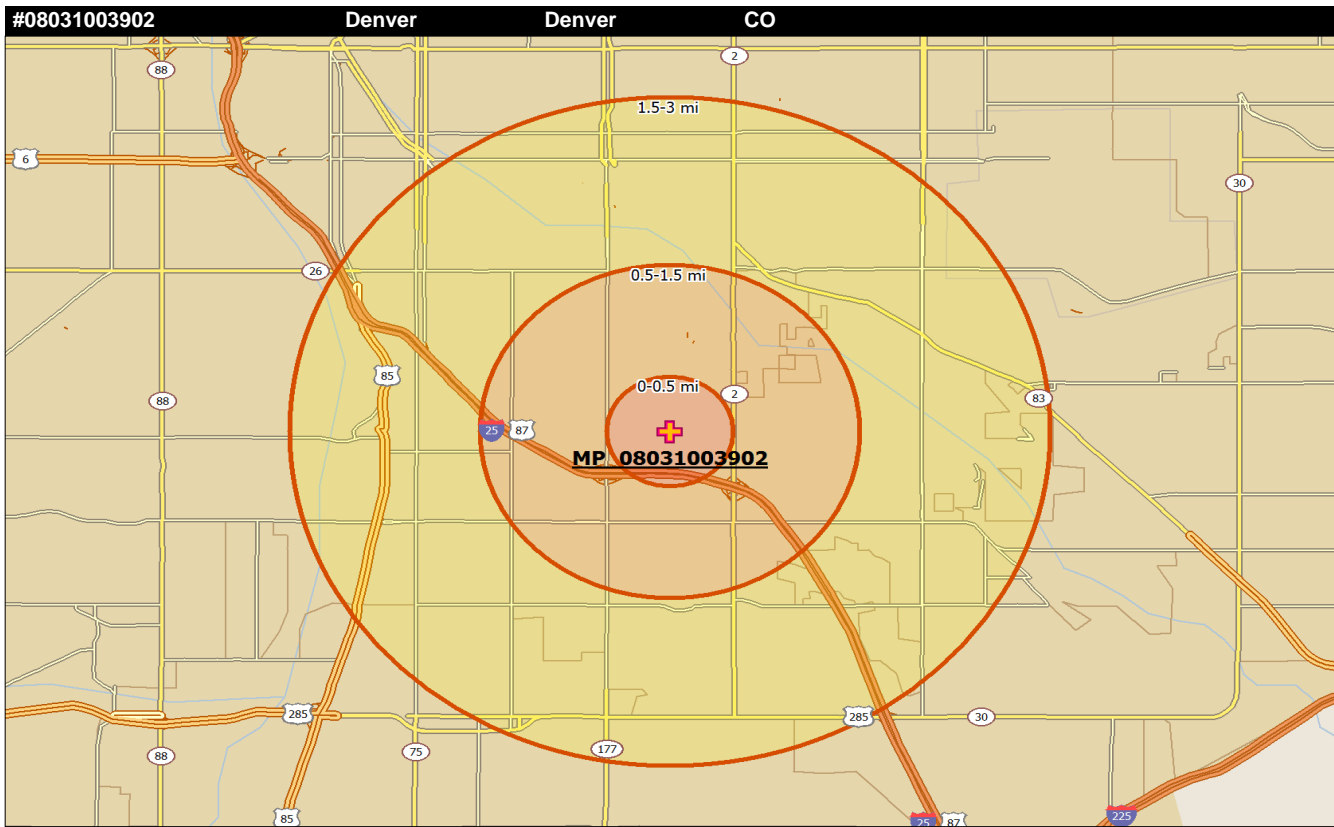
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	78.31	Racial Diversity Index	82.70
Ancestry Diversity Index	30.59	Diversity Composite Index	49.64
Foreign Born Diversity Index	11.07	Population Density Index	87.07



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003001	Total Households in 3 mi Ring	64,980
CT Centroid Latitude	39.68672	Active Evangelical HHLDS	3,860
CT Centroid Longitude	-104.98053	Active Evangelical PERCENT	5.94%
City Location	Denver	Unreached HHLDS	47,393
County Location	Denver	Unreached Percent	72.93%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,294
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.84%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,270
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.73%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	28,830
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.37%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	28.58%	Low Education County	False
Mainstay Community	4.76%	Low Employment County	False
Working Community	24.98%	Persistent Poverty County	False
Country Community	0.46%	Population Loss County	False
Aspiring Community	31.83%	Nonmetro Recreation County	False
Urban Community	9.4%	Retirement Destination County	False

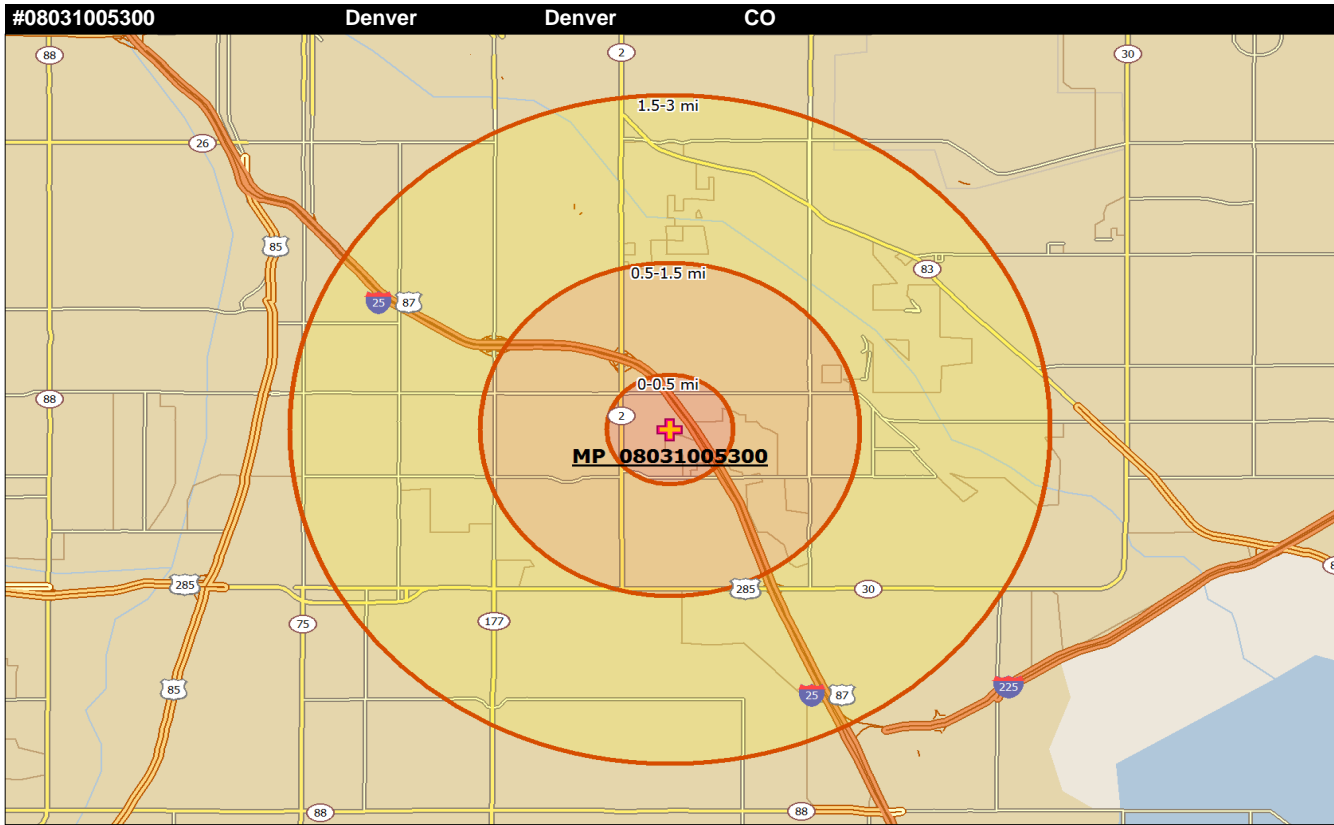
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	74.34	Racial Diversity Index	66.16
Ancestry Diversity Index	51.89	Diversity Composite Index	72.32
Foreign Born Diversity Index	21.30	Population Density Index	83.64



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003902	Total Households in 3 mi Ring	70,873
CT Centroid Latitude	39.69023	Active Evangelical HHLDS	4,078
CT Centroid Longitude	-104.95007	Active Evangelical PERCENT	5.75%
City Location	Denver	Unreached HHLDS	52,291
County Location	Denver	Unreached Percent	73.78%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,332
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.99%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,701
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.69%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	31,259
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.11%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	41.9%	Low Education County	False
Mainstay Community	7.1%	Low Employment County	False
Working Community	9.49%	Persistent Poverty County	False
Country Community	0.4%	Population Loss County	False
Aspiring Community	35.3%	Nonmetro Recreation County	False
Urban Community	5.81%	Retirement Destination County	False

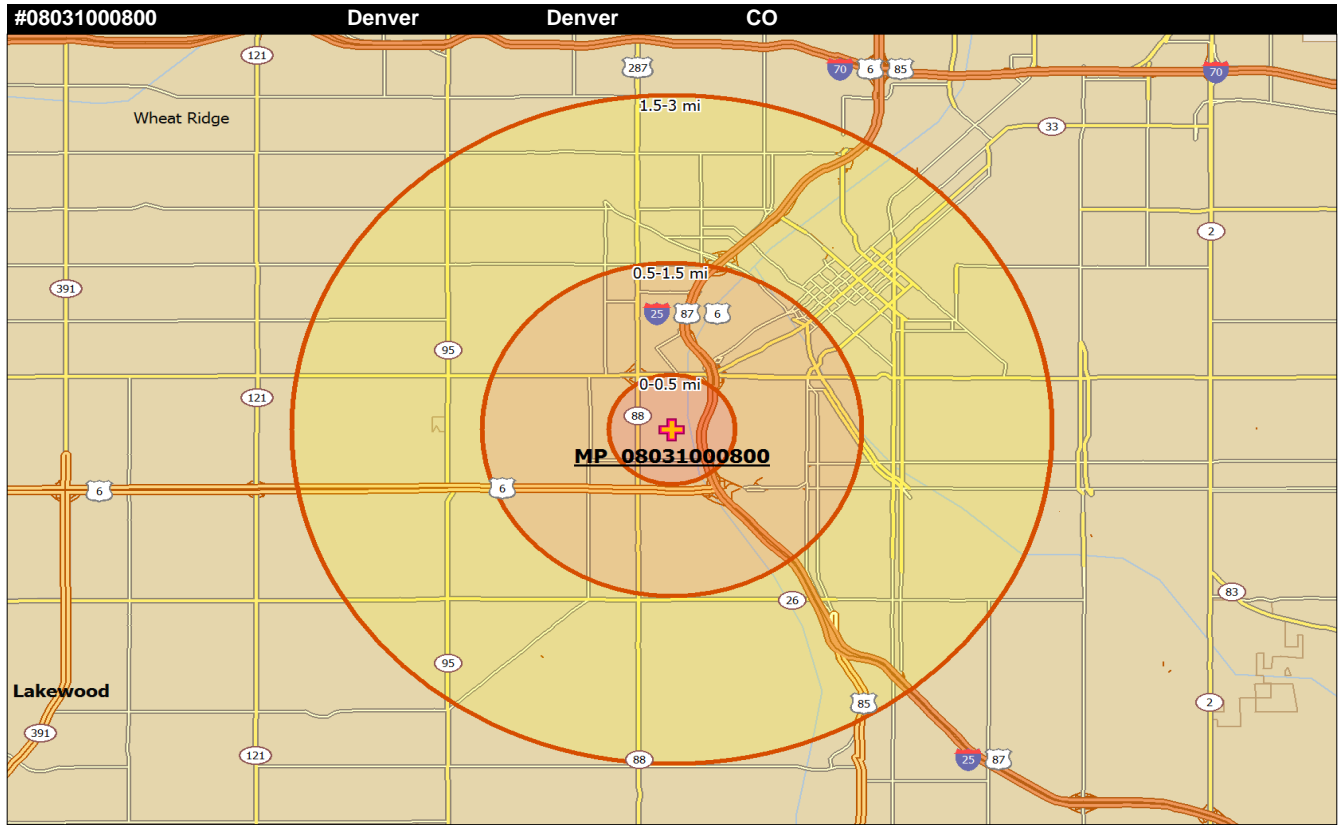
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.16	Racial Diversity Index	43.42
Ancestry Diversity Index	88.77	Diversity Composite Index	74.71
Foreign Born Diversity Index	67.81	Population Density Index	82.00



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031005300	Total Households in 3 mi Ring	66,173
CT Centroid Latitude	39.67376	Active Evangelical HHLDS	3,901
CT Centroid Longitude	-104.93346	Active Evangelical PERCENT	5.90%
City Location	Denver	Unreached HHLDS	48,401
County Location	Denver	Unreached Percent	73.14%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,463
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.81%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,998
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.6%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	28,941
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.73%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	40.43%	Low Education County	False
Mainstay Community	9.04%	Low Employment County	False
Working Community	8.76%	Persistent Poverty County	False
Country Community	0.43%	Population Loss County	False
Aspiring Community	36.07%	Nonmetro Recreation County	False
Urban Community	5.27%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.24	Racial Diversity Index	46.05
Ancestry Diversity Index	86.49	Diversity Composite Index	64.75
Foreign Born Diversity Index	80.81	Population Density Index	82.26

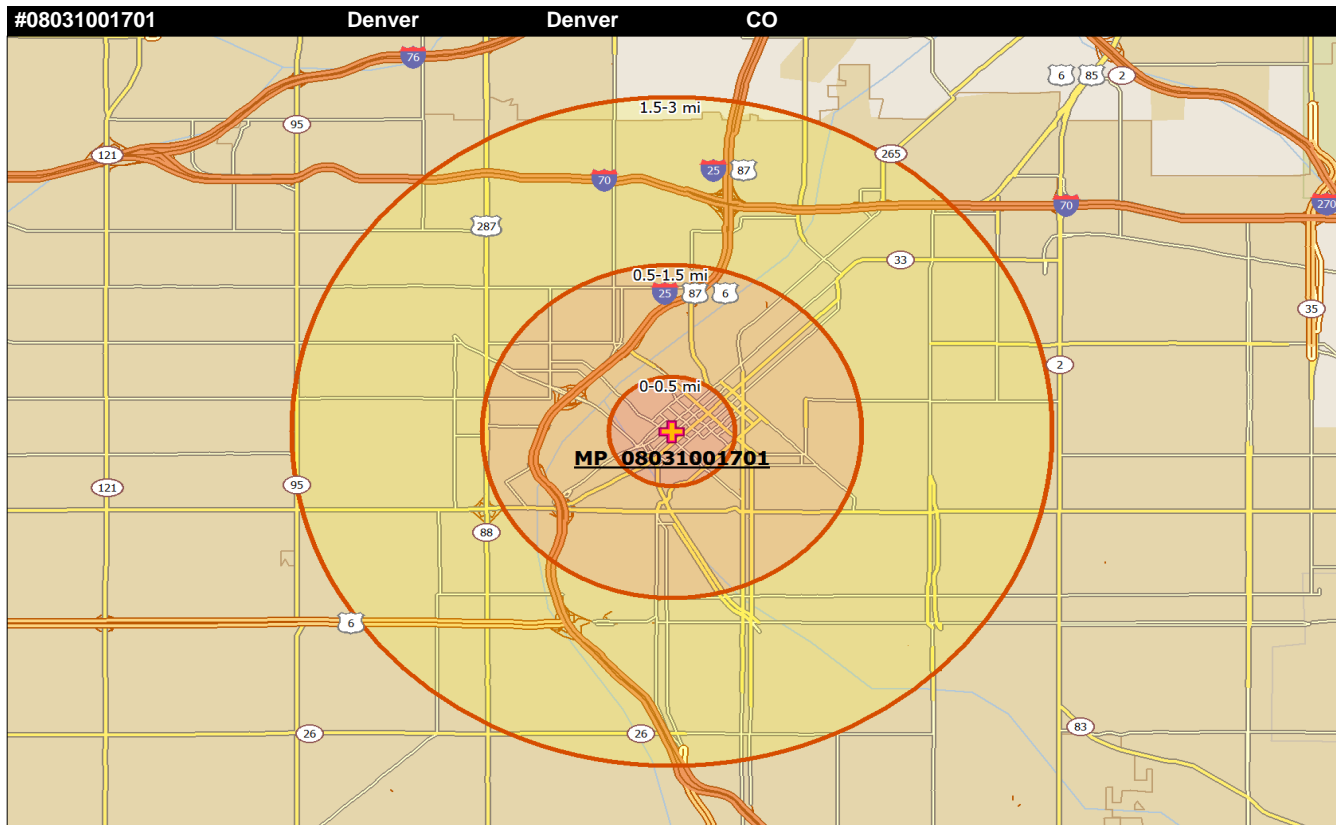


11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000800	Total Households in 3 mi Ring	85,502
CT Centroid Latitude	39.73333	Active Evangelical HHLDS	5,199
CT Centroid Longitude	-105.02012	Active Evangelical PERCENT	6.08%
City Location	Denver	Unreached HHLDS	61,813
County Location	Denver	Unreached Percent	72.29%
Sitescape Category code	4	Religious but NOT Evang HHLDS	13,307
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.56%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,723
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.37%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	38,805
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.38%	Low Education County	False
Mainstay Community	7.11%	Low Employment County	False
Working Community	32.59%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	28.57%	Nonmetro Recreation County	False
Urban Community	21.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	82.03	Racial Diversity Index	79.04
Ancestry Diversity Index	23.82	Diversity Composite Index	47.87
Foreign Born Diversity Index	7.69	Population Density Index	89.08

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS  
Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031001701	Total Households in 3 mi Ring	80,560
CT Centroid Latitude	39.75052	Active Evangelical HHLDS	4,832
CT Centroid Longitude	-104.99785	Active Evangelical PERCENT	6.00%
City Location	Denver	Unreached HHLDS	58,540
County Location	Denver	Unreached Percent	72.67%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,984
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.12%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,295
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.54%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	36,283
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.04%

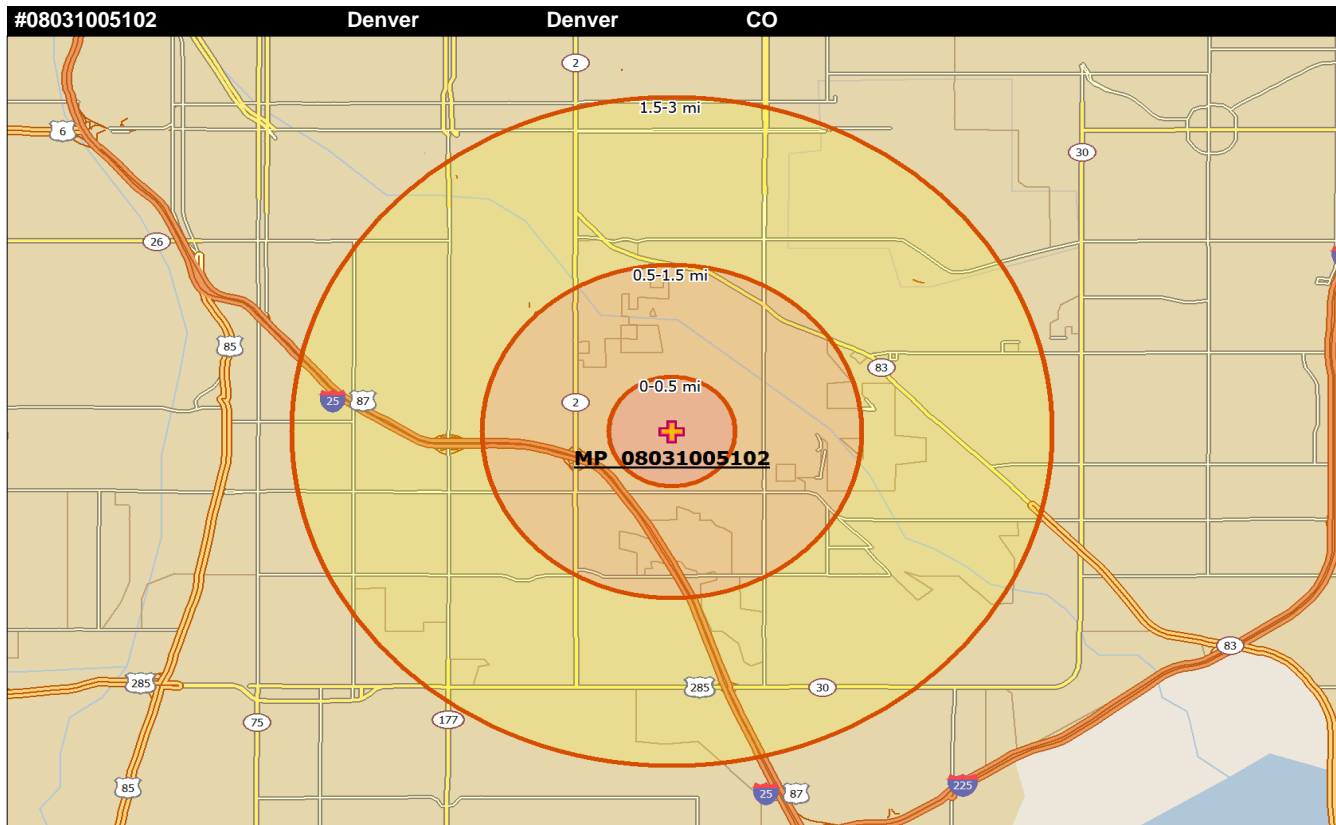
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.64%	Low Education County	False
Mainstay Community	6.46%	Low Employment County	False
Working Community	25.82%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	33.62%	Nonmetro Recreation County	False
Urban Community	23.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	80.81	Racial Diversity Index	82.82
Ancestry Diversity Index	24.37	Diversity Composite Index	71.03
Foreign Born Diversity Index	7.83	Population Density Index	87.67

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

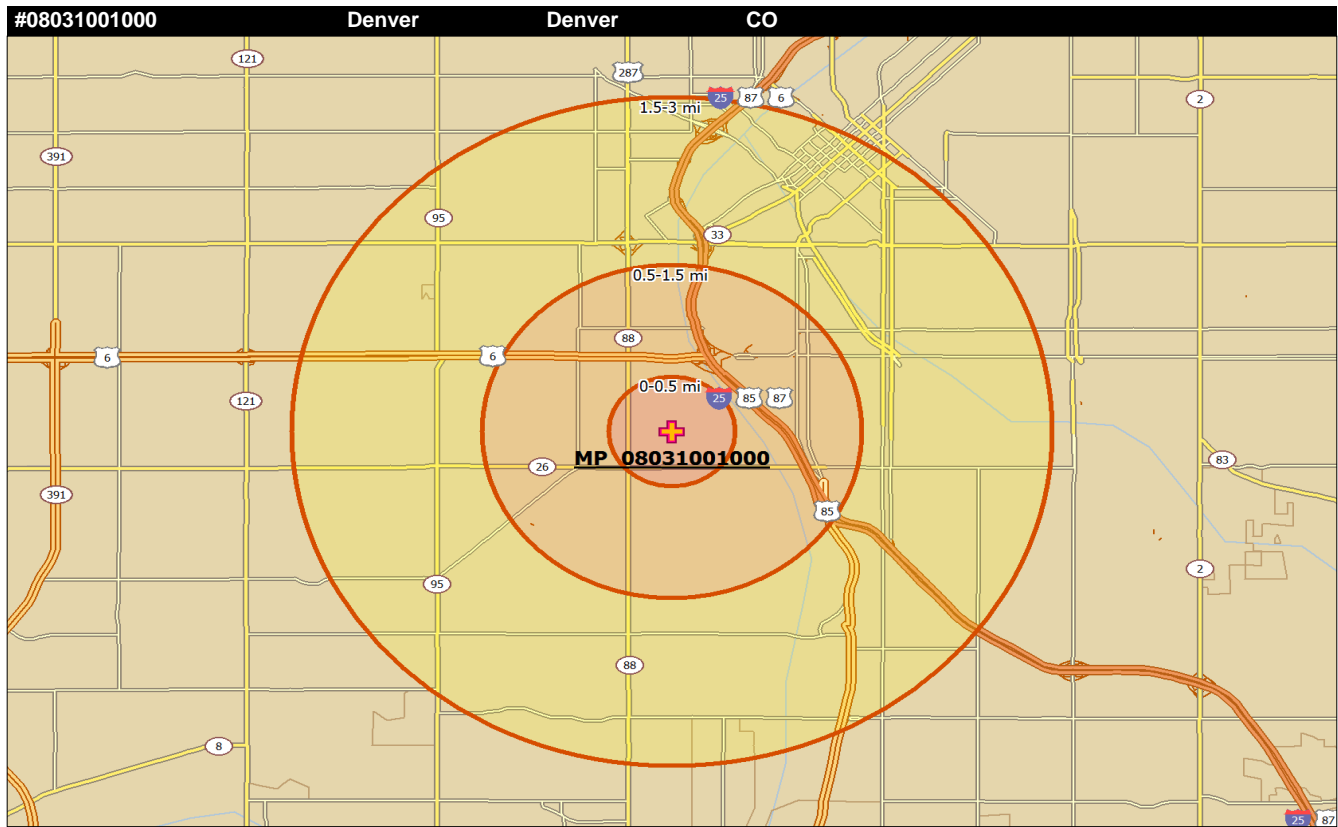
www.iicm.net



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031005102	Total Households in 3 mi Ring	75,609
CT Centroid Latitude	39.68633	Active Evangelical HHLDS	4,324
CT Centroid Longitude	-104.92643	Active Evangelical PERCENT	5.72%
City Location	Denver	Unreached HHLDS	55,904
County Location	Denver	Unreached Percent	73.94%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,908
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.75%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,619
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	14.05%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	33,377
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.14%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	41.07%	Low Education County	False
Mainstay Community	11.7%	Low Employment County	False
Working Community	4.7%	Persistent Poverty County	False
Country Community	0.24%	Population Loss County	False
Aspiring Community	37.2%	Nonmetro Recreation County	False
Urban Community	5.09%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.18	Racial Diversity Index	46.41
Ancestry Diversity Index	85.38	Diversity Composite Index	75.16
Foreign Born Diversity Index	79.92	Population Density Index	83.32



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031001000	Total Households in 3 mi Ring	78,601
CT Centroid Latitude	39.71582	Active Evangelical HHLDS	4,695
CT Centroid Longitude	-105.01862	Active Evangelical PERCENT	5.97%
City Location	Denver	Unreached HHLDS	57,204
County Location	Denver	Unreached Percent	72.78%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,137
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.44%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,200
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.7%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	35,872
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.64%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.62%	Low Education County	False
Mainstay Community	5.34%	Low Employment County	False
Working Community	32.08%	Persistent Poverty County	False
Country Community	0.07%	Population Loss County	False
Aspiring Community	30.03%	Nonmetro Recreation County	False
Urban Community	19.85%	Retirement Destination County	False

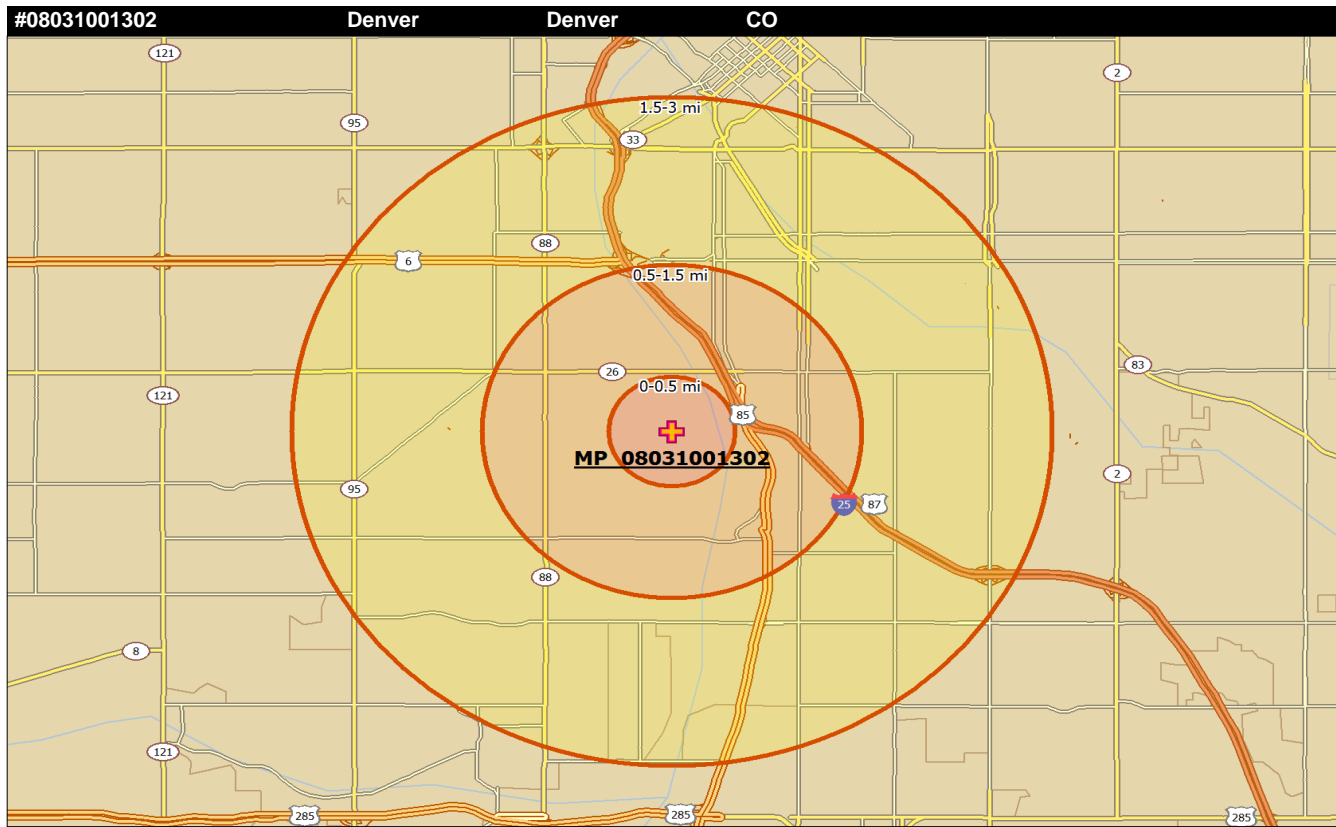
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	81.54	Racial Diversity Index	78.51
Ancestry Diversity Index	25.65	Diversity Composite Index	48.75
Foreign Born Diversity Index	8.85	Population Density Index	87.98

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

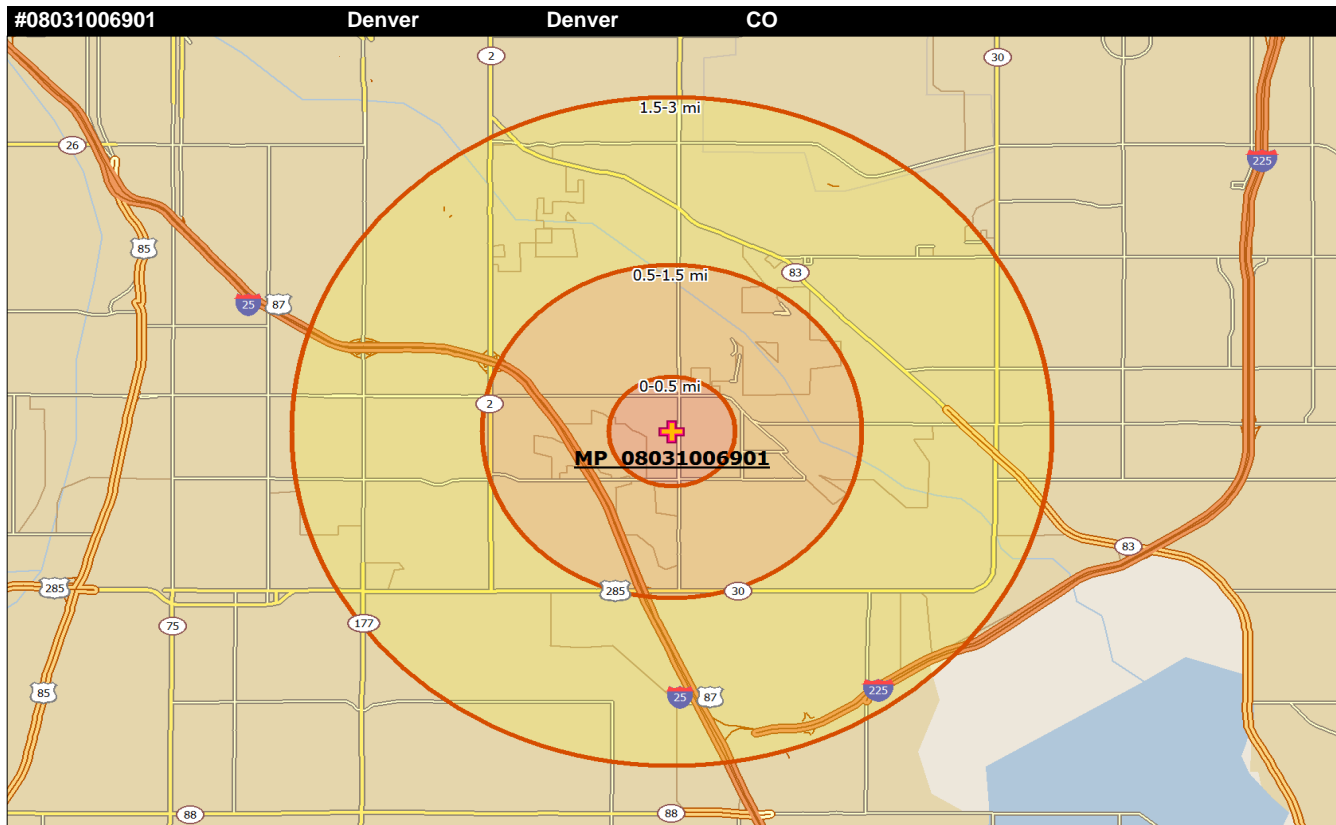




15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031001302	Total Households in 3 mi Ring	71,654
CT Centroid Latitude	39.70339	Active Evangelical HHLDS	4,267
CT Centroid Longitude	-105.00632	Active Evangelical PERCENT	5.95%
City Location	Denver	Unreached HHLDS	52,211
County Location	Denver	Unreached Percent	72.86%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,157
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.57%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,598
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	32,456
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.21%	Low Education County	False
Mainstay Community	3.86%	Low Employment County	False
Working Community	32.56%	Persistent Poverty County	False
Country Community	0.33%	Population Loss County	False
Aspiring Community	32.42%	Nonmetro Recreation County	False
Urban Community	13.63%	Retirement Destination County	False

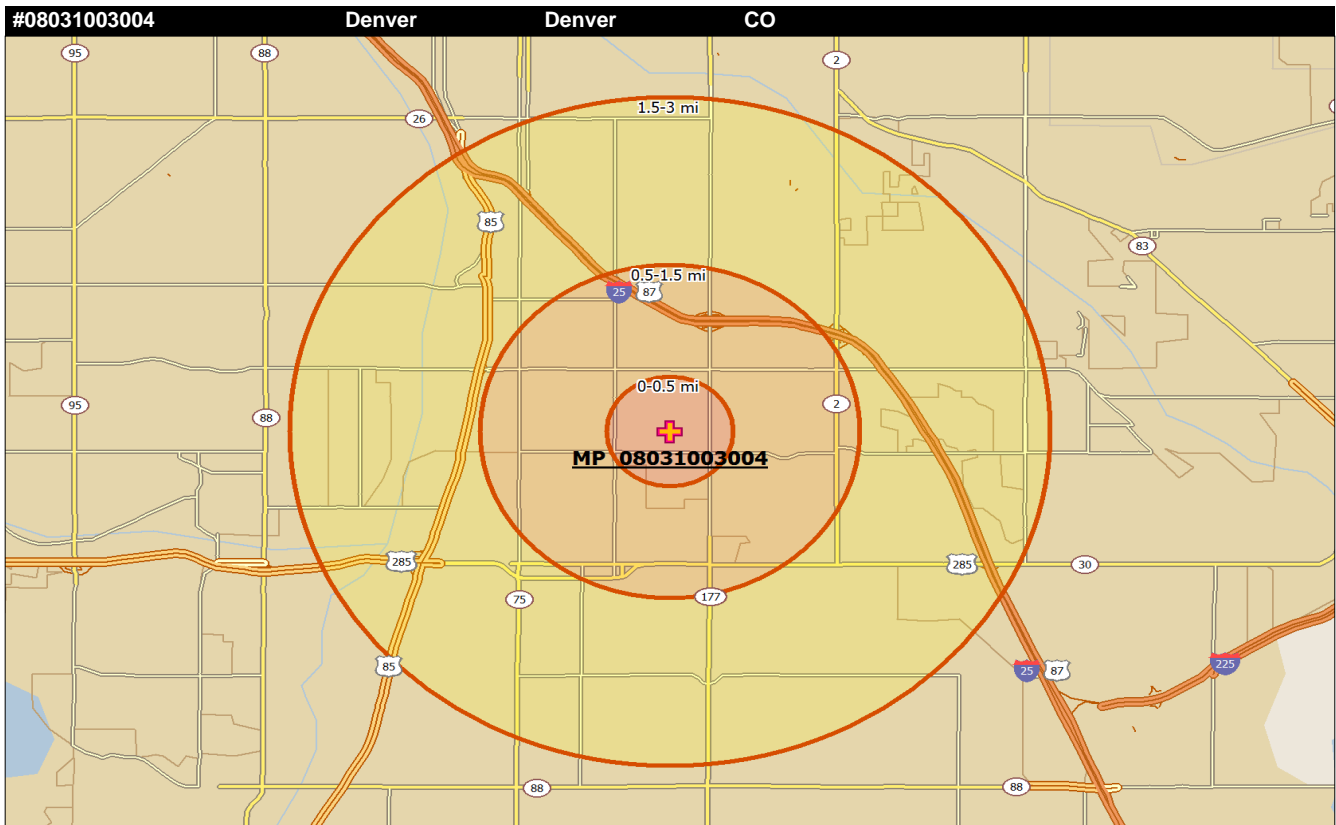
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.86	Racial Diversity Index	77.47
Ancestry Diversity Index	28.83	Diversity Composite Index	48.46
Foreign Born Diversity Index	9.71	Population Density Index	86.83



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031006901	Total Households in 3 mi Ring	73,521
CT Centroid Latitude	39.67383	Active Evangelical HHLDS	4,285
CT Centroid Longitude	-104.91387	Active Evangelical PERCENT	5.83%
City Location	Denver	Unreached HHLDS	53,993
County Location	Denver	Unreached Percent	73.44%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,215
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.25%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,407
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	14.15%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	32,371
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	33.93%	Low Education County	False
Mainstay Community	12.62%	Low Employment County	False
Working Community	5.66%	Persistent Poverty County	False
Country Community	0.08%	Population Loss County	False
Aspiring Community	41.33%	Nonmetro Recreation County	False
Urban Community	6.38%	Retirement Destination County	False

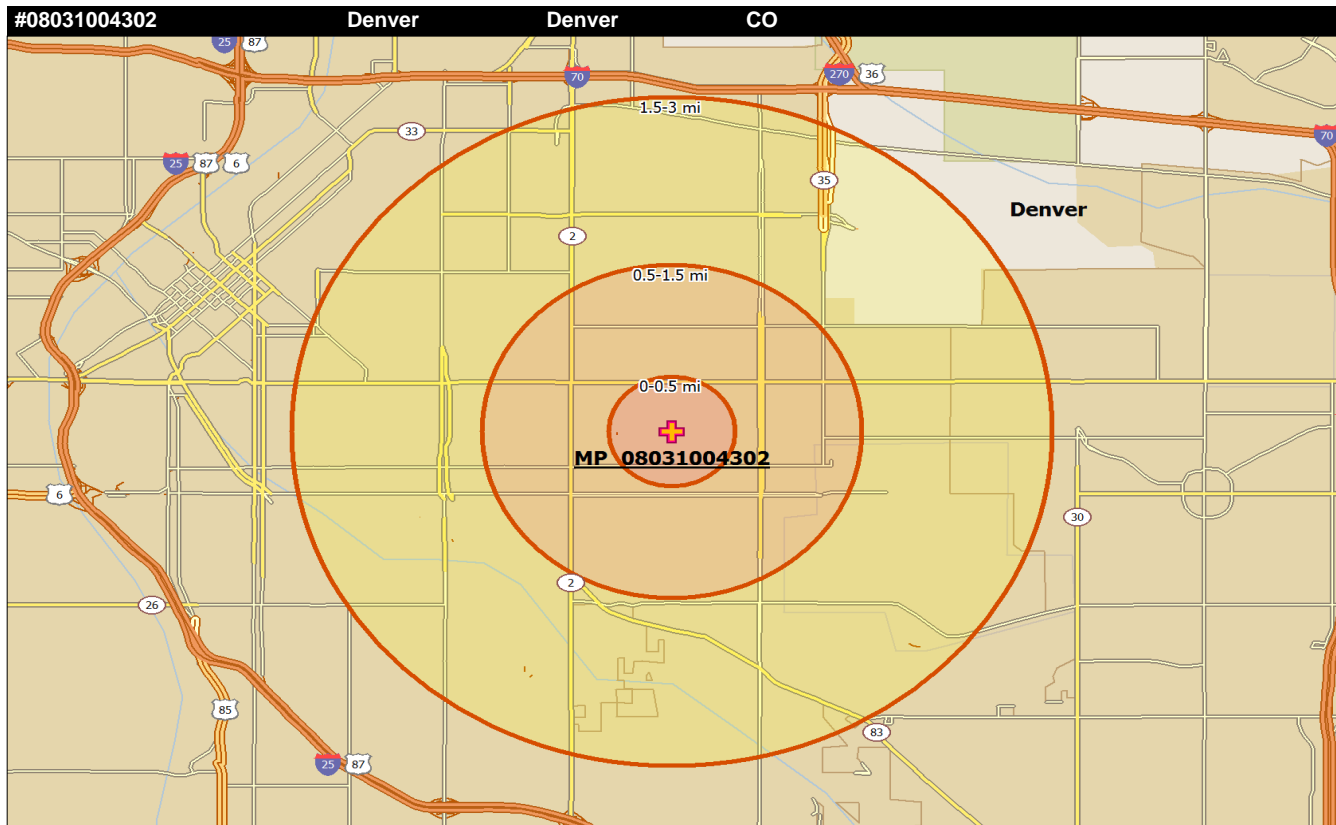
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	67.11	Racial Diversity Index	50.38
Ancestry Diversity Index	80.19	Diversity Composite Index	64.26
Foreign Born Diversity Index	79.37	Population Density Index	82.51



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003004	Total Households in 3 mi Ring	57,050
CT Centroid Latitude	39.67038	Active Evangelical HHLDS	3,393
CT Centroid Longitude	-104.96530	Active Evangelical PERCENT	5.95%
City Location	Denver	Unreached HHLDS	41,591
County Location	Denver	Unreached Percent	72.9%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,144
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,512
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.17%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	24,935
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	37.4%	Low Education County	False
Mainstay Community	7.3%	Low Employment County	False
Working Community	17.36%	Persistent Poverty County	False
Country Community	0.52%	Population Loss County	False
Aspiring Community	29.95%	Nonmetro Recreation County	False
Urban Community	7.47%	Retirement Destination County	False

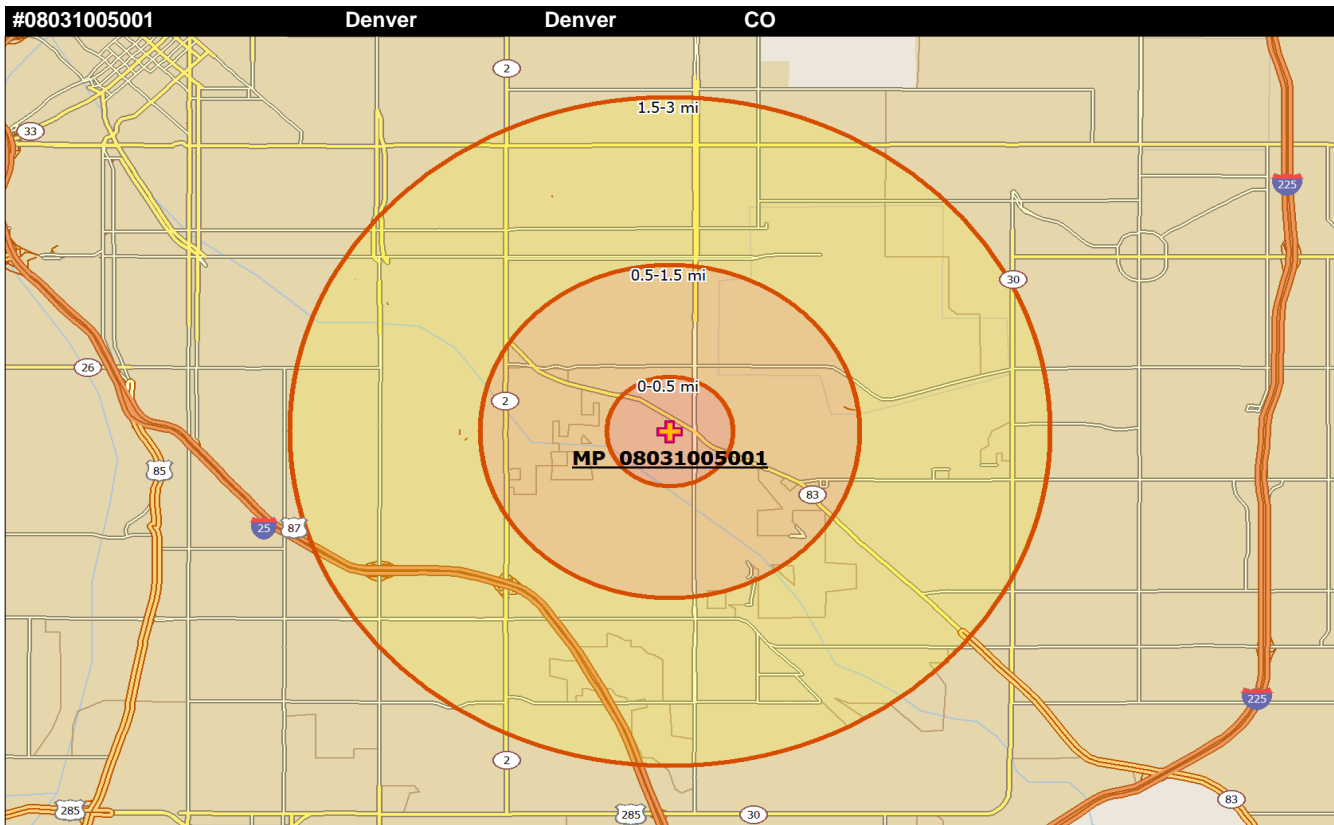
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	63.70	Racial Diversity Index	49.39
Ancestry Diversity Index	80.78	Diversity Composite Index	75.13
Foreign Born Diversity Index	39.36	Population Density Index	77.42



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004302	Total Households in 3 mi Ring	84,857
CT Centroid Latitude	39.73372	Active Evangelical HHLDS	4,886
CT Centroid Longitude	-104.92578	Active Evangelical PERCENT	5.76%
City Location	Denver	Unreached HHLDS	62,590
County Location	Denver	Unreached Percent	73.76%
Sitescape Category code	4	Religious but NOT Evang HHLDS	16,064
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.93%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,248
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.08%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	36,300
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.89%	Low Education County	False
Mainstay Community	4.83%	Low Employment County	False
Working Community	8.81%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	41.81%	Nonmetro Recreation County	False
Urban Community	17.66%	Retirement Destination County	False

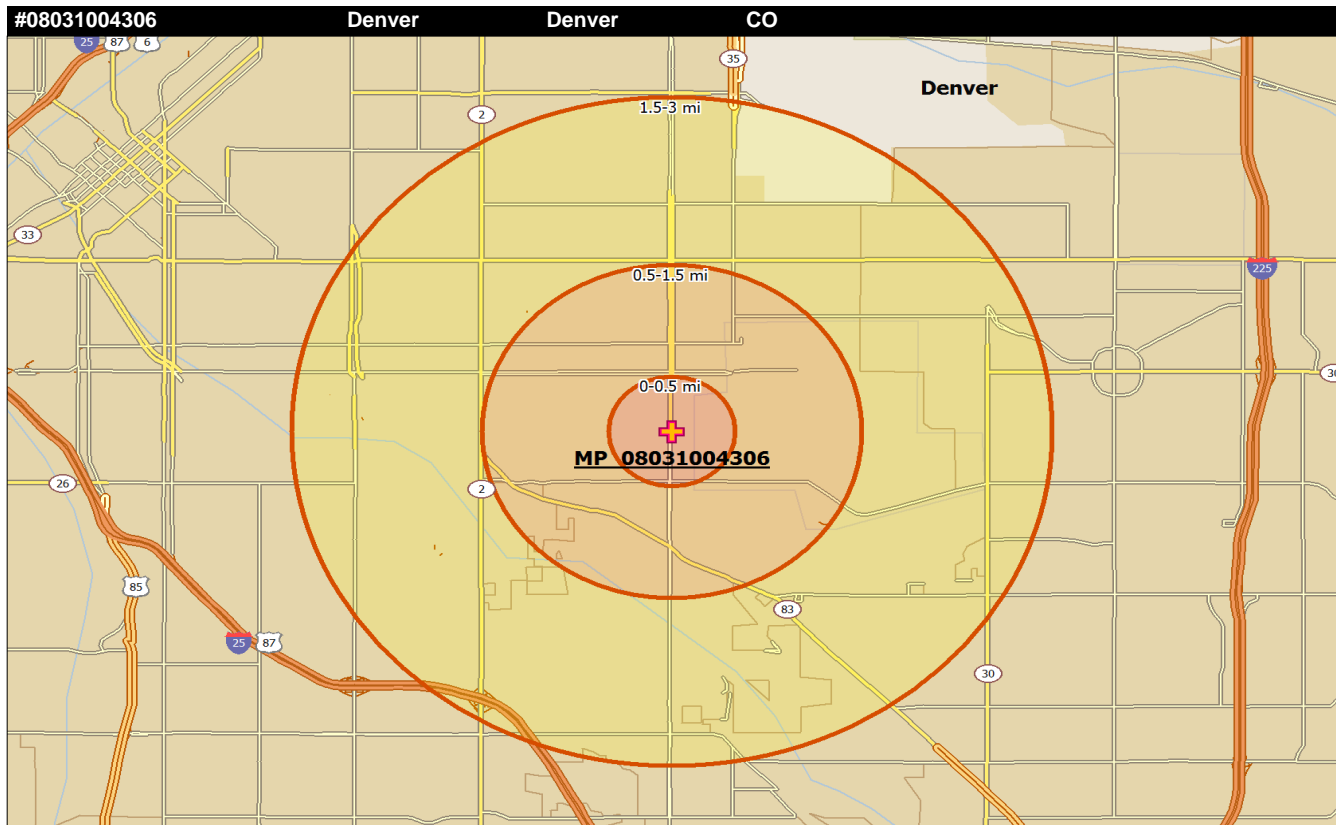
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	73.10	Racial Diversity Index	76.69
Ancestry Diversity Index	43.43	Diversity Composite Index	70.03
Foreign Born Diversity Index	26.91	Population Density Index	86.57



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031005001	Total Households in 3 mi Ring	78,162
CT Centroid Latitude	39.70286	Active Evangelical HHLDS	4,508
CT Centroid Longitude	-104.91647	Active Evangelical PERCENT	5.77%
City Location	Denver	Unreached HHLDS	57,620
County Location	Denver	Unreached Percent	73.72%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,533
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,549
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.5%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	34,544
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.2%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.84%	Low Education County	False
Mainstay Community	11.54%	Low Employment County	False
Working Community	4.74%	Persistent Poverty County	False
Country Community	0.07%	Population Loss County	False
Aspiring Community	38.04%	Nonmetro Recreation County	False
Urban Community	8.77%	Retirement Destination County	False

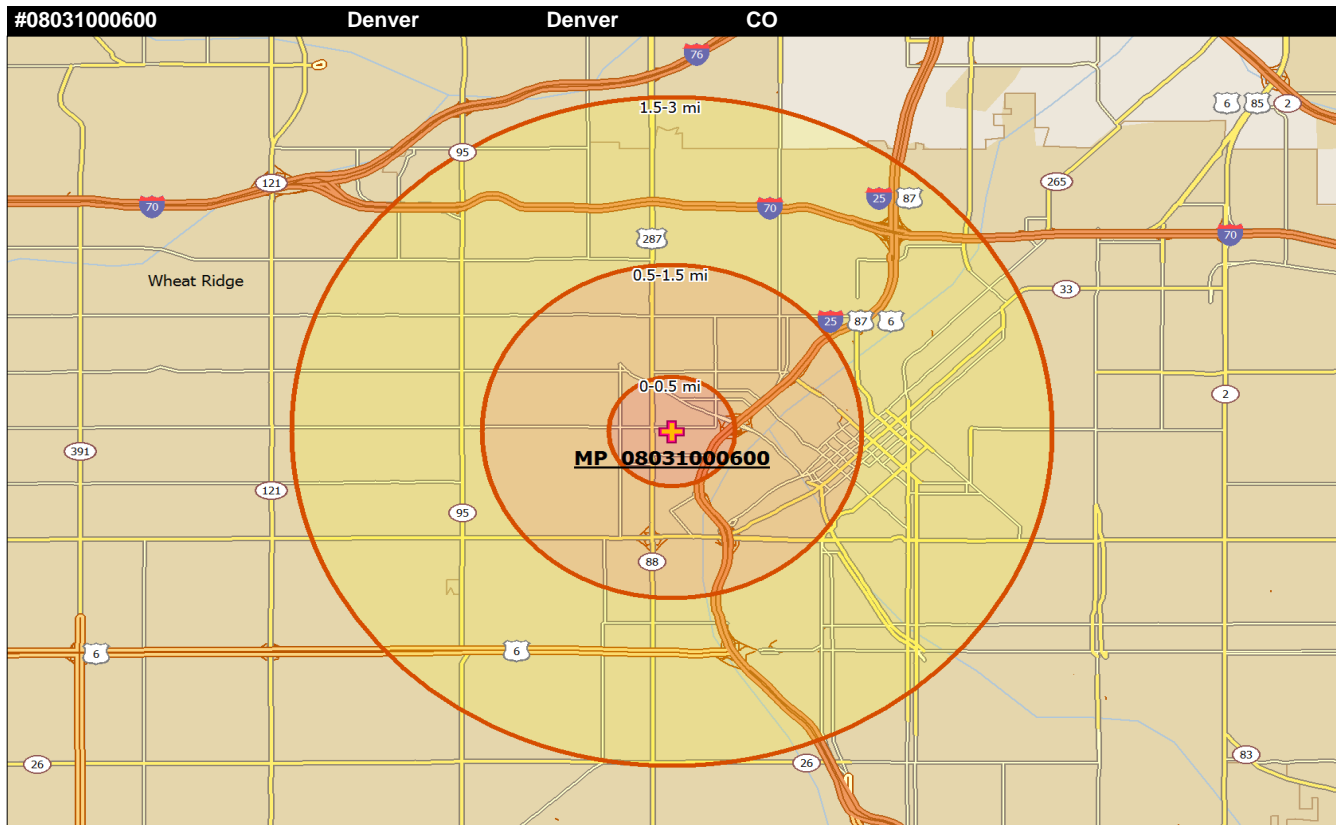
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.08	Racial Diversity Index	57.47
Ancestry Diversity Index	71.69	Diversity Composite Index	69.95
Foreign Born Diversity Index	54.61	Population Density Index	84.84



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004306	Total Households in 3 mi Ring	82,469
CT Centroid Latitude	39.71784	Active Evangelical HHLDS	4,821
CT Centroid Longitude	-104.91250	Active Evangelical PERCENT	5.85%
City Location	Denver	Unreached HHLDS	60,499
County Location	Denver	Unreached Percent	73.36%
Sitescape Category code	4	Religious but NOT Evang HHLDS	13,861
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.81%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,557
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.8%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	36,088
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.76%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.19%	Low Education County	False
Mainstay Community	9.32%	Low Employment County	False
Working Community	9.21%	Persistent Poverty County	False
Country Community	0.01%	Population Loss County	False
Aspiring Community	37.95%	Nonmetro Recreation County	False
Urban Community	12.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	74.57	Racial Diversity Index	72.73
Ancestry Diversity Index	52.07	Diversity Composite Index	74.27
Foreign Born Diversity Index	33.18	Population Density Index	86.38



21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000600	Total Households in 3 mi Ring	75,031
CT Centroid Latitude	39.75423	Active Evangelical HHLDS	4,717
CT Centroid Longitude	-105.02227	Active Evangelical PERCENT	6.29%
City Location	Denver	Unreached HHLDS	53,538
County Location	Denver	Unreached Percent	71.35%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,746
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.66%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,085
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.78%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	33,730
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.96%

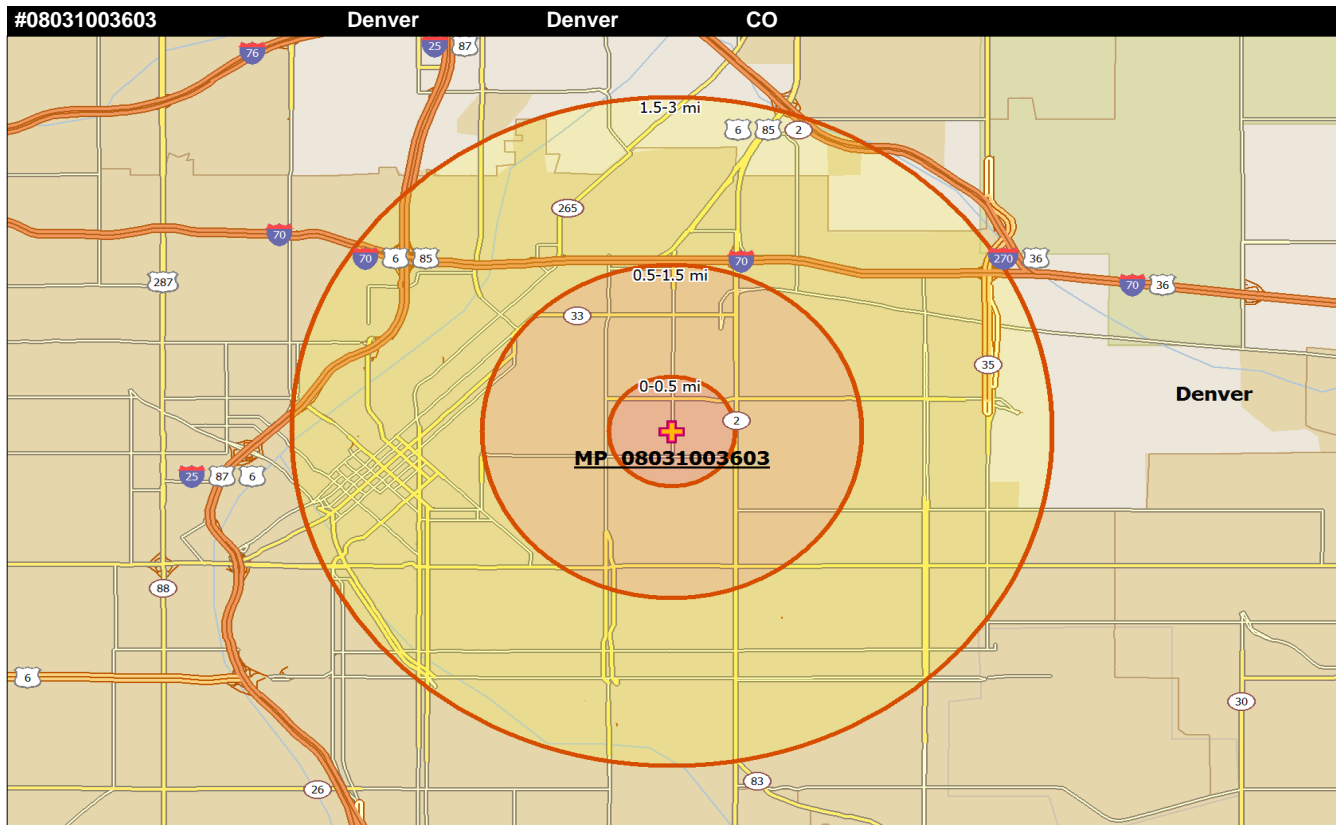
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.15%	Low Education County	False
Mainstay Community	8.7%	Low Employment County	False
Working Community	36.51%	Persistent Poverty County	False
Country Community	0.7%	Population Loss County	False
Aspiring Community	20.95%	Nonmetro Recreation County	False
Urban Community	24%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	81.37	Racial Diversity Index	79.92
Ancestry Diversity Index	22.90	Diversity Composite Index	45.86
Foreign Born Diversity Index	6.19	Population Density Index	87.54

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

Copyright 2012 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

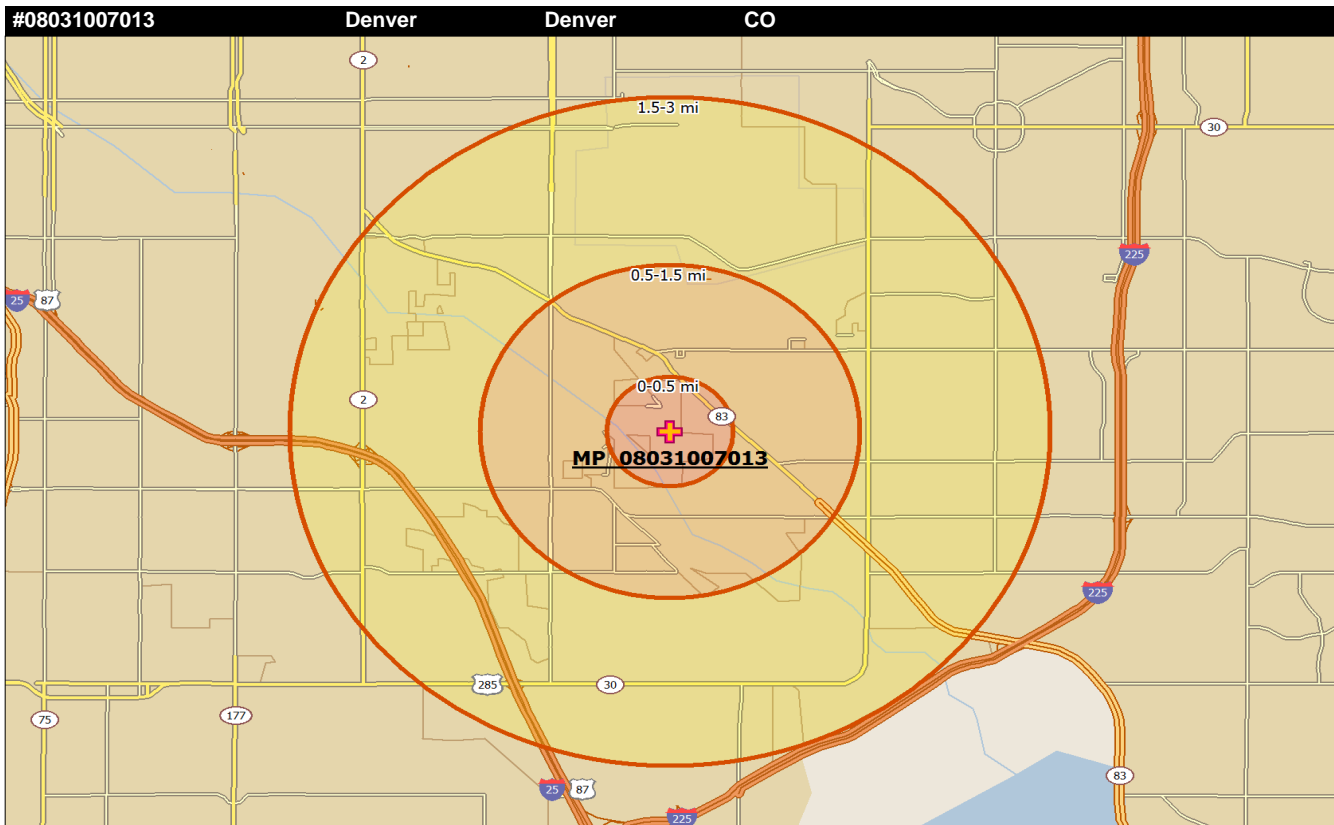


22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031003603	Total Households in 3 mi Ring	71,363
CT Centroid Latitude	39.75768	Active Evangelical HHLDS	4,026
CT Centroid Longitude	-104.95007	Active Evangelical PERCENT	5.64%
City Location	Denver	Unreached HHLDS	53,016
County Location	Denver	Unreached Percent	74.29%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,841
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.99%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,698
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.19%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	31,508
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.04%	Low Education County	False
Mainstay Community	3.47%	Low Employment County	False
Working Community	9.94%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	46.11%	Nonmetro Recreation County	False
Urban Community	20.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	72.88	Racial Diversity Index	81.20
Ancestry Diversity Index	33.93	Diversity Composite Index	48.16
Foreign Born Diversity Index	15.37	Population Density Index	82.35

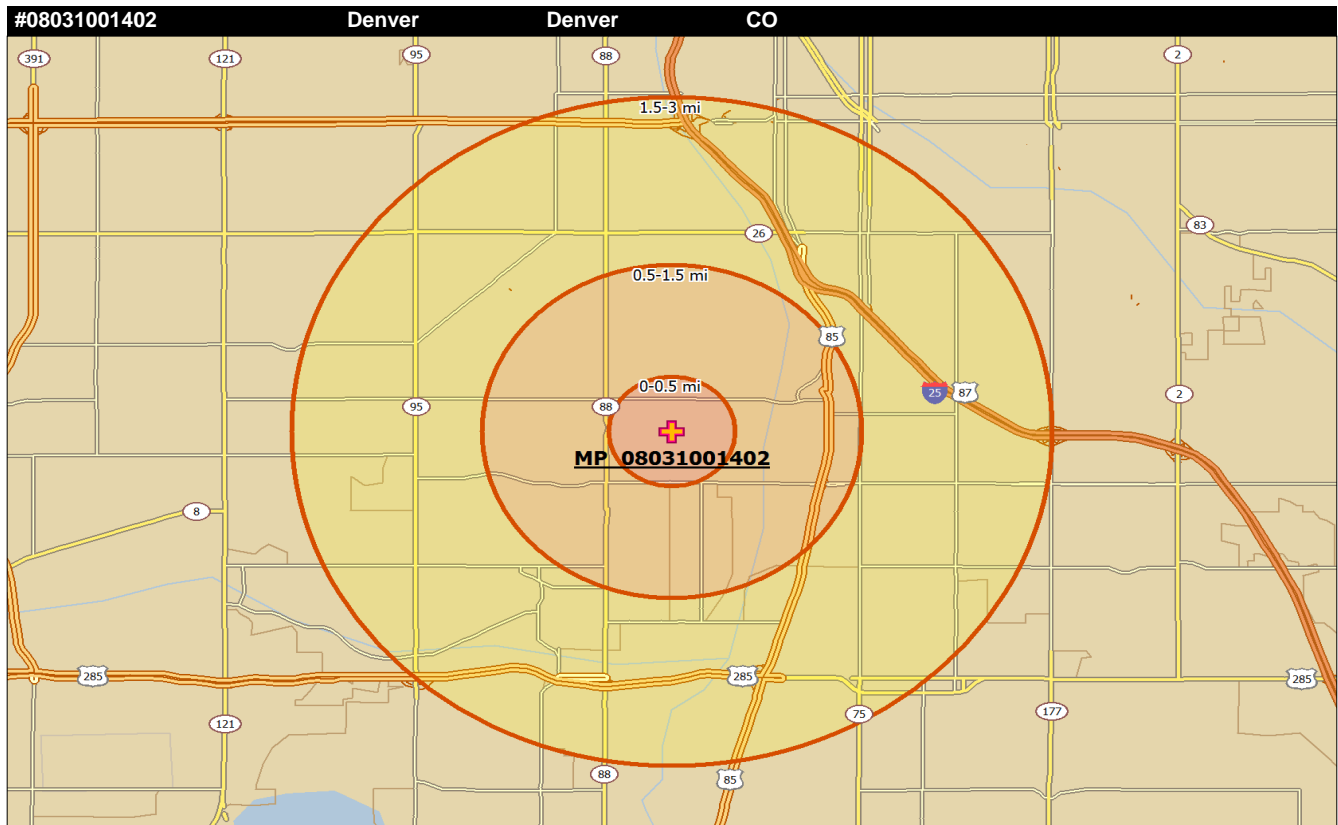




23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031007013	Total Households in 3 mi Ring	78,585
CT Centroid Latitude	39.68594	Active Evangelical HHLDS	4,765
CT Centroid Longitude	-104.89525	Active Evangelical PERCENT	6.06%
City Location	Denver	Unreached HHLDS	56,873
County Location	Denver	Unreached Percent	72.37%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,914
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.16%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,508
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.37%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	34,455
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	30.26%	Low Education County	False
Mainstay Community	12.76%	Low Employment County	False
Working Community	9.09%	Persistent Poverty County	False
Country Community	0.07%	Population Loss County	False
Aspiring Community	38.82%	Nonmetro Recreation County	False
Urban Community	9%	Retirement Destination County	False

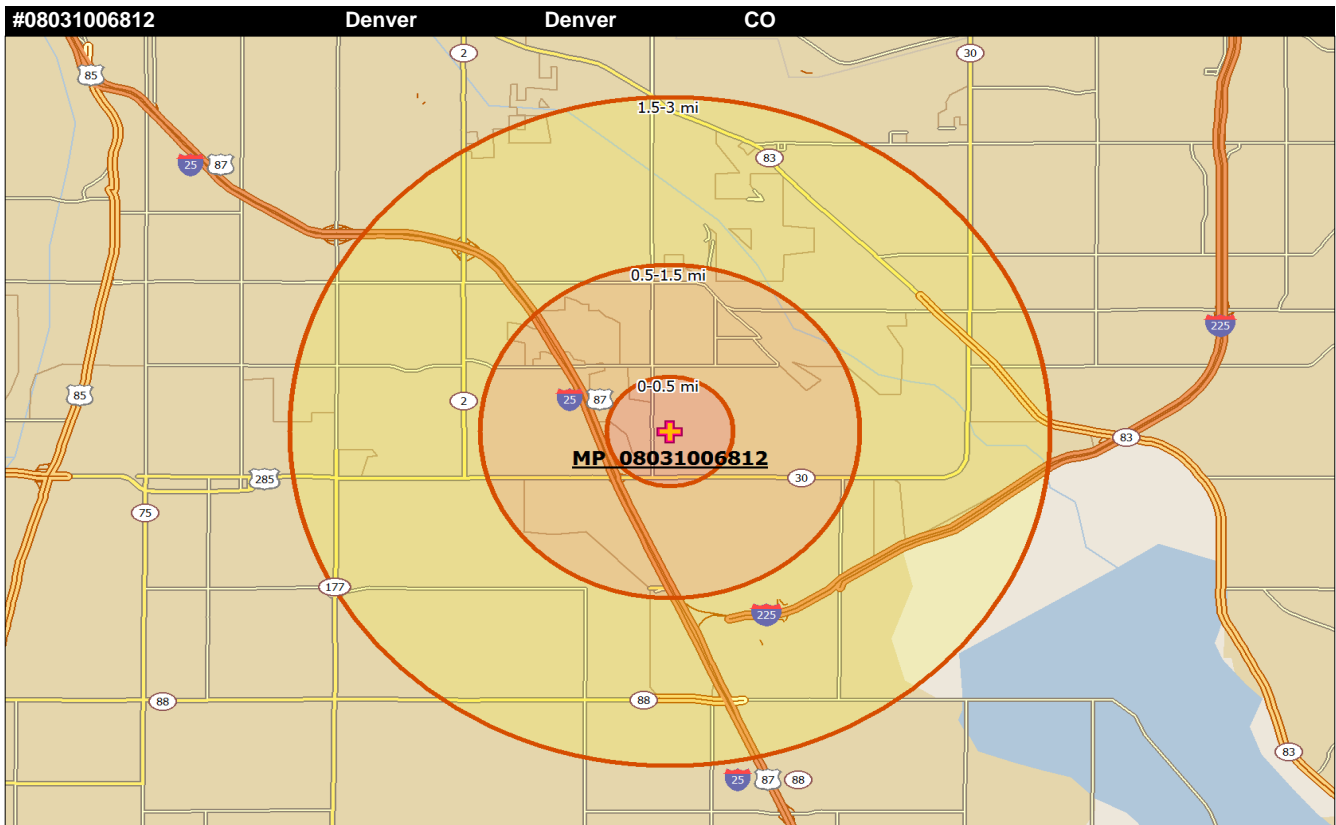
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.36	Racial Diversity Index	63.60
Ancestry Diversity Index	64.81	Diversity Composite Index	78.88
Foreign Born Diversity Index	62.07	Population Density Index	84.71



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031001402	Total Households in 3 mi Ring	54,783
CT Centroid Latitude	39.68529	Active Evangelical HHLDS	3,574
CT Centroid Longitude	-105.01536	Active Evangelical PERCENT	6.52%
City Location	Denver	Unreached HHLDS	38,495
County Location	Denver	Unreached Percent	70.27%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,624
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.74%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,611
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.24%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,261
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.74%	Low Education County	False
Mainstay Community	7.63%	Low Employment County	False
Working Community	46.18%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	16.11%	Nonmetro Recreation County	False
Urban Community	10.84%	Retirement Destination County	False

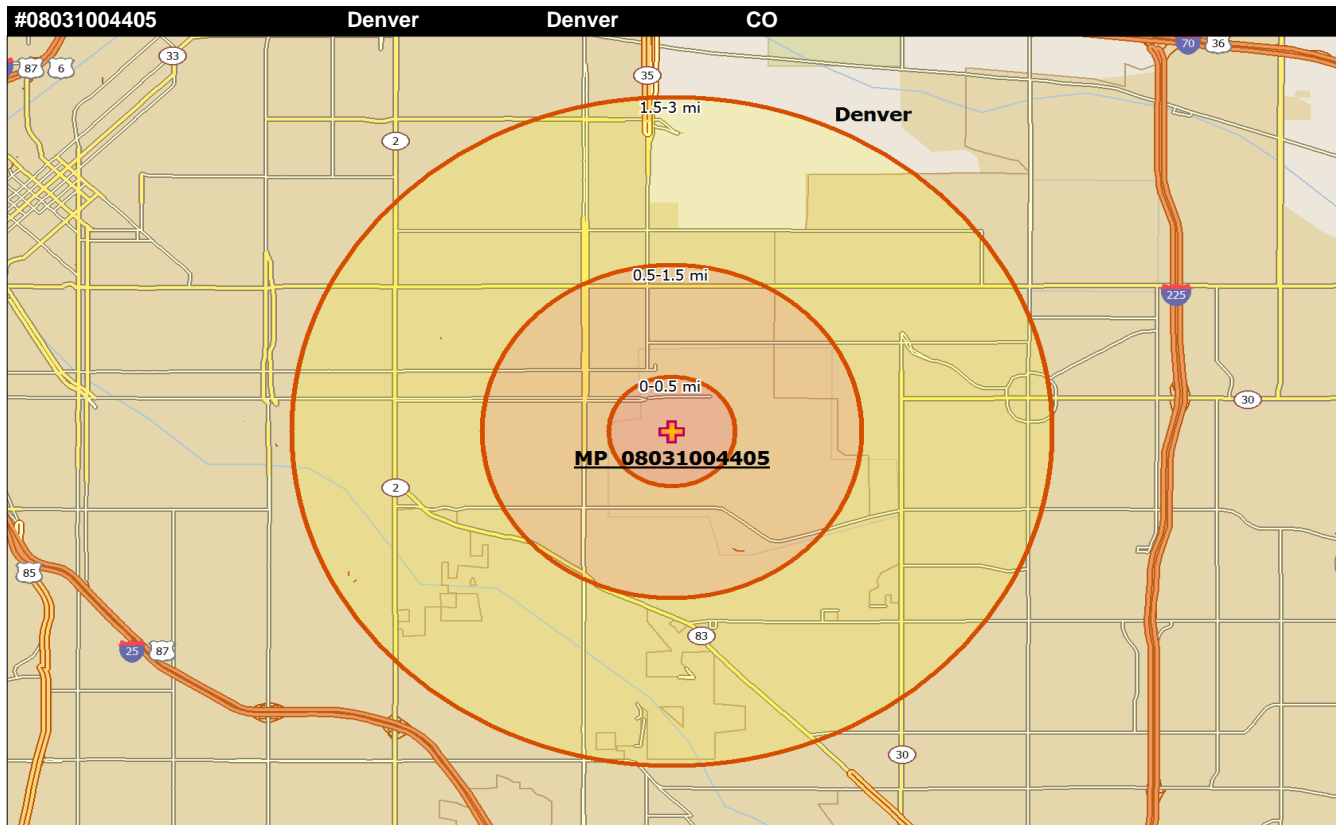
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.08	Racial Diversity Index	77.53
Ancestry Diversity Index	28.97	Diversity Composite Index	52.78
Foreign Born Diversity Index	9.07	Population Density Index	82.76



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031006812	Total Households in 3 mi Ring	56,277
CT Centroid Latitude	39.65905	Active Evangelical HHLDS	3,345
CT Centroid Longitude	-104.91022	Active Evangelical PERCENT	5.94%
City Location	Denver	Unreached HHLDS	41,034
County Location	Denver	Unreached Percent	72.91%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,725
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.5%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,729
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.73%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	24,581
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	37.01%	Low Education County	False
Mainstay Community	10.22%	Low Employment County	False
Working Community	5.86%	Persistent Poverty County	False
Country Community	0.1%	Population Loss County	False
Aspiring Community	41.61%	Nonmetro Recreation County	False
Urban Community	5.2%	Retirement Destination County	False

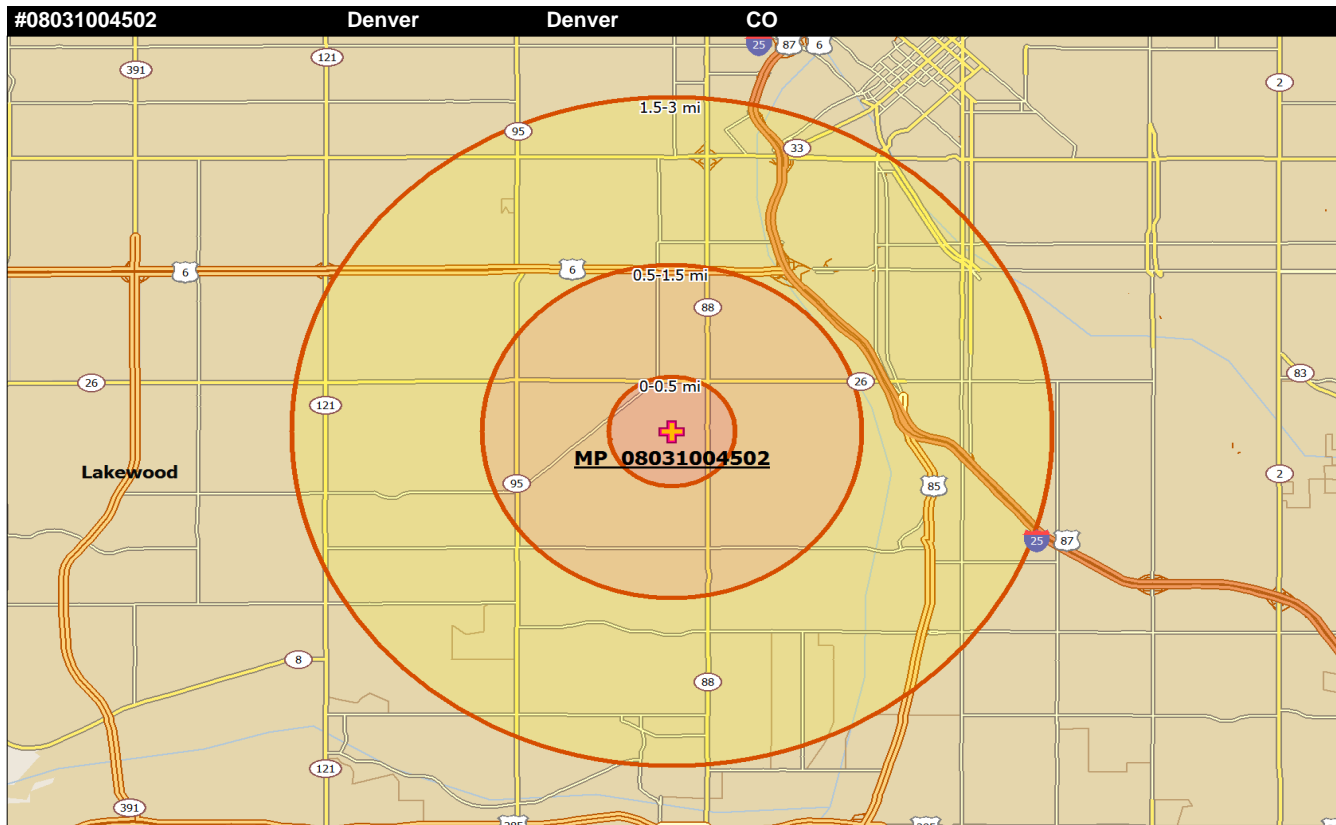
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	66.41	Racial Diversity Index	48.75
Ancestry Diversity Index	81.10	Diversity Composite Index	78.53
Foreign Born Diversity Index	79.83	Population Density Index	77.48



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004405	Total Households in 3 mi Ring	79,664
CT Centroid Latitude	39.72129	Active Evangelical HHLDS	4,802
CT Centroid Longitude	-104.89980	Active Evangelical PERCENT	6.03%
City Location	Denver	Unreached HHLDS	57,783
County Location	Denver	Unreached Percent	72.53%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,225
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.86%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,360
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.75%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	34,208
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.94%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.78%	Low Education County	False
Mainstay Community	8.92%	Low Employment County	False
Working Community	13.17%	Persistent Poverty County	False
Country Community	0.03%	Population Loss County	False
Aspiring Community	34.38%	Nonmetro Recreation County	False
Urban Community	18.73%	Retirement Destination County	False

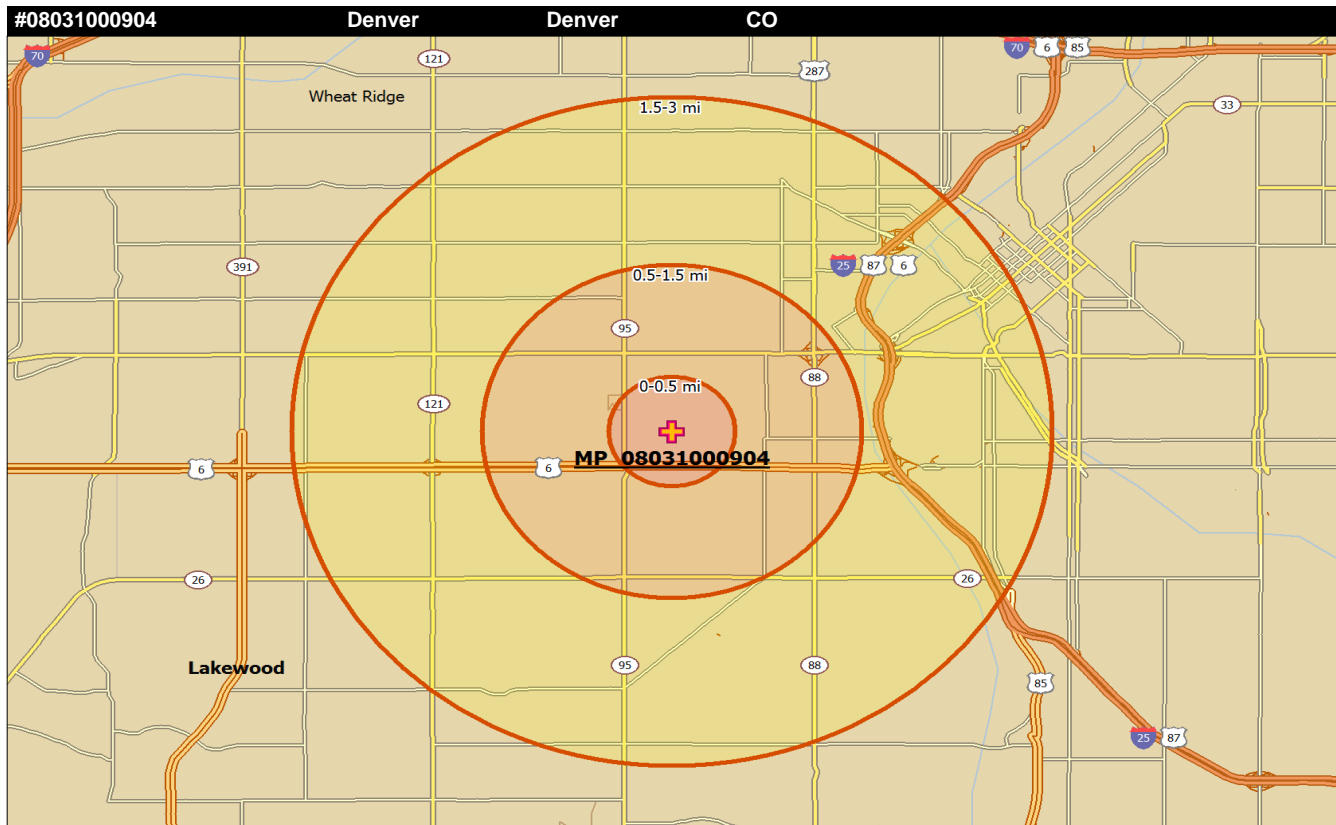
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	78.16	Racial Diversity Index	81.73
Ancestry Diversity Index	40.91	Diversity Composite Index	69.11
Foreign Born Diversity Index	24.57	Population Density Index	86.35



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004502	Total Households in 3 mi Ring	56,266
CT Centroid Latitude	39.70462	Active Evangelical HHLDS	3,706
CT Centroid Longitude	-105.03034	Active Evangelical PERCENT	6.59%
City Location	Denver	Unreached HHLDS	39,378
County Location	Denver	Unreached Percent	69.99%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,756
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.56%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,427
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.64%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	25,203
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.79%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.73%	Low Education County	False
Mainstay Community	7.92%	Low Employment County	False
Working Community	47.04%	Persistent Poverty County	False
Country Community	0.31%	Population Loss County	False
Aspiring Community	14.46%	Nonmetro Recreation County	False
Urban Community	16.54%	Retirement Destination County	False

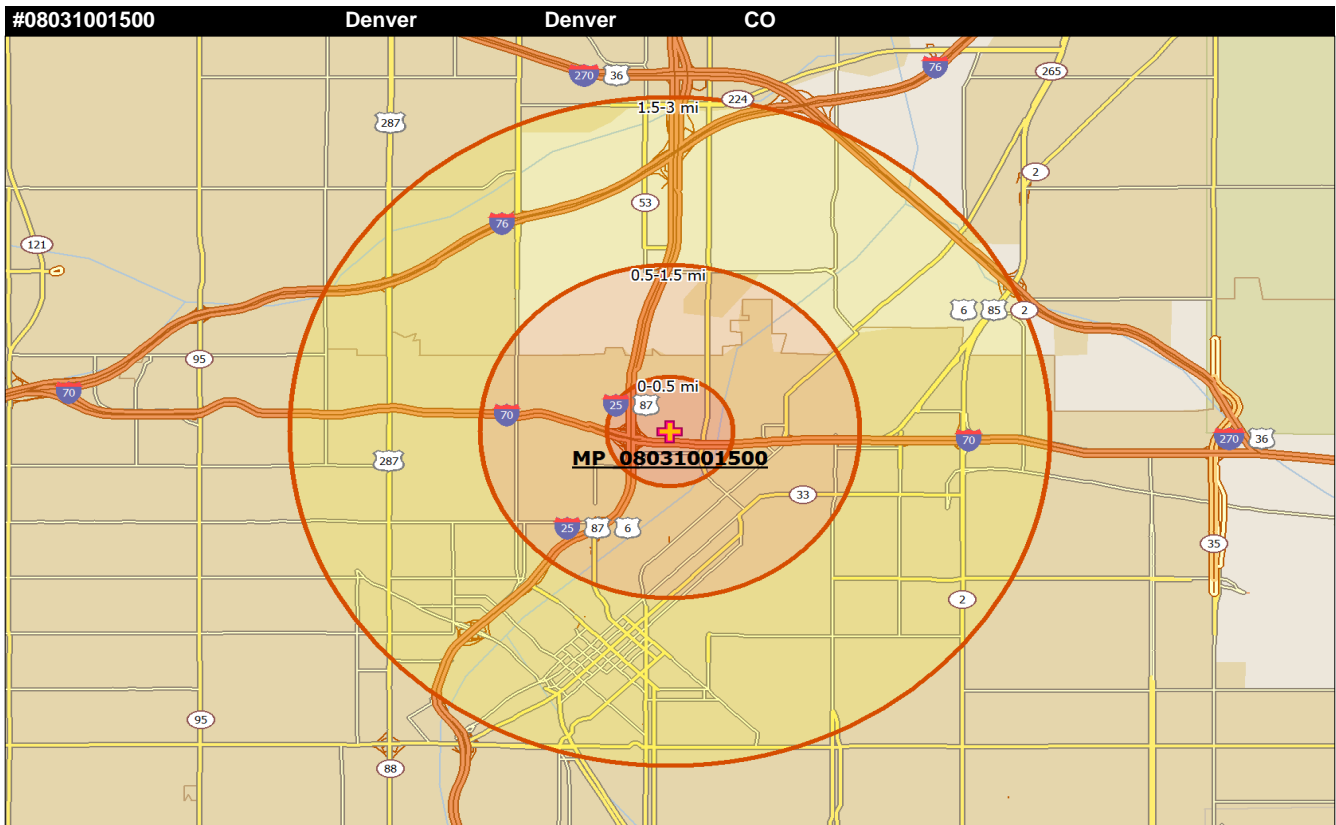
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	83.92	Racial Diversity Index	77.82
Ancestry Diversity Index	20.41	Diversity Composite Index	49.06
Foreign Born Diversity Index	7.42	Population Density Index	84.86



28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000904	Total Households in 3 mi Ring	64,326
CT Centroid Latitude	39.73021	Active Evangelical HHLDS	4,260
CT Centroid Longitude	-105.04616	Active Evangelical PERCENT	6.62%
City Location	Denver	Unreached HHLDS	44,914
County Location	Denver	Unreached Percent	69.82%
Sitescape Category	4	Religious but NOT Evang HHLDS	9,926
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.43%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,388
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.93%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	28,614
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.05%	Low Education County	False
Mainstay Community	11.7%	Low Employment County	False
Working Community	45.06%	Persistent Poverty County	False
Country Community	0.62%	Population Loss County	False
Aspiring Community	12.85%	Nonmetro Recreation County	False
Urban Community	16.72%	Retirement Destination County	False

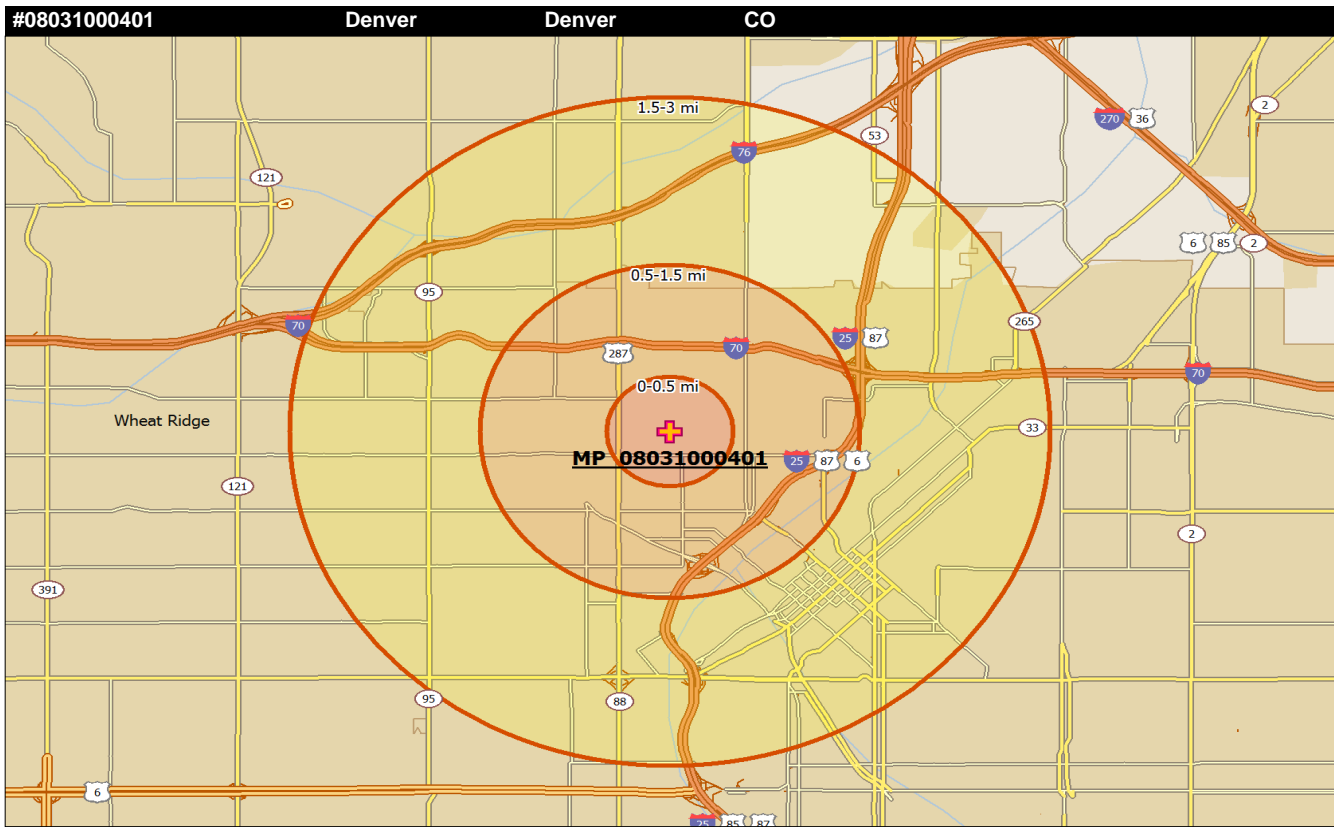
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	82.12	Racial Diversity Index	76.68
Ancestry Diversity Index	22.84	Diversity Composite Index	46.11
Foreign Born Diversity Index	6.71	Population Density Index	85.49



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031001500	Total Households in 3 mi Ring	49,913
CT Centroid Latitude	39.78112	Active Evangelical HHLDS	3,064
CT Centroid Longitude	-104.98379	Active Evangelical PERCENT	6.14%
City Location	Denver	Unreached HHLDS	35,948
County Location	Denver	Unreached Percent	72.02%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,558
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.15%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,151
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.32%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	22,267
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.61%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.69%	Low Education County	False
Mainstay Community	6.7%	Low Employment County	False
Working Community	29.78%	Persistent Poverty County	False
Country Community	0.43%	Population Loss County	False
Aspiring Community	24.98%	Nonmetro Recreation County	False
Urban Community	28.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	83.34	Racial Diversity Index	86.60
Ancestry Diversity Index	14.38	Diversity Composite Index	45.30
Foreign Born Diversity Index	3.47	Population Density Index	73.27

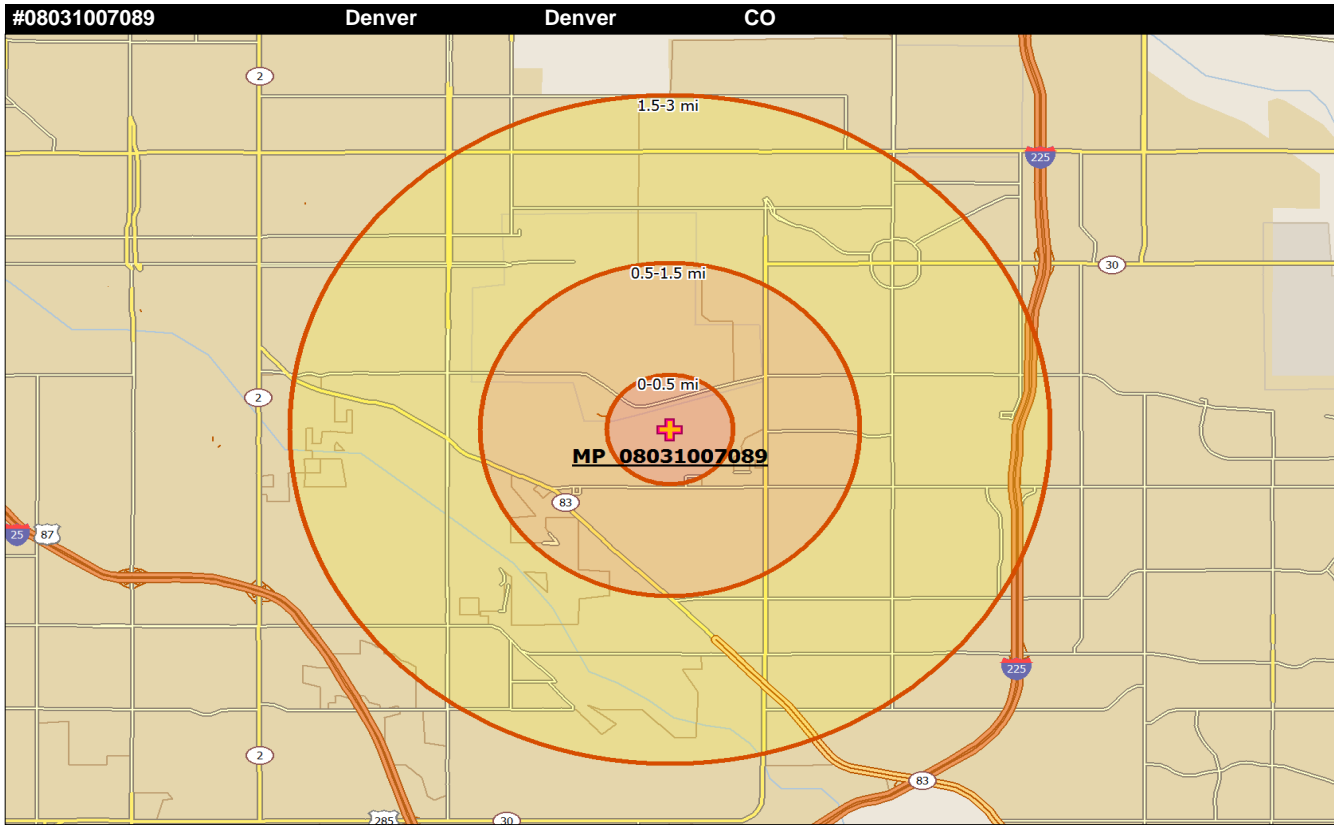


30 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000401	Total Households in 3 mi Ring	54,418
CT Centroid Latitude	39.77240	Active Evangelical HHLDS	3,473
CT Centroid Longitude	-105.01764	Active Evangelical PERCENT	6.38%
City Location	Denver	Unreached HHLDS	38,591
County Location	Denver	Unreached Percent	70.92%
Sitescape Category	4	Religious but NOT Evang HHLDS	8,824
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.21%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,503
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.11%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,287
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.63%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.07%	Low Education County	False
Mainstay Community	10.72%	Low Employment County	False
Working Community	35.37%	Persistent Poverty County	False
Country Community	0.89%	Population Loss County	False
Aspiring Community	13.74%	Nonmetro Recreation County	False
Urban Community	28.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	81.88	Racial Diversity Index	80.46
Ancestry Diversity Index	20.58	Diversity Composite Index	48.15
Foreign Born Diversity Index	5.54	Population Density Index	80.21

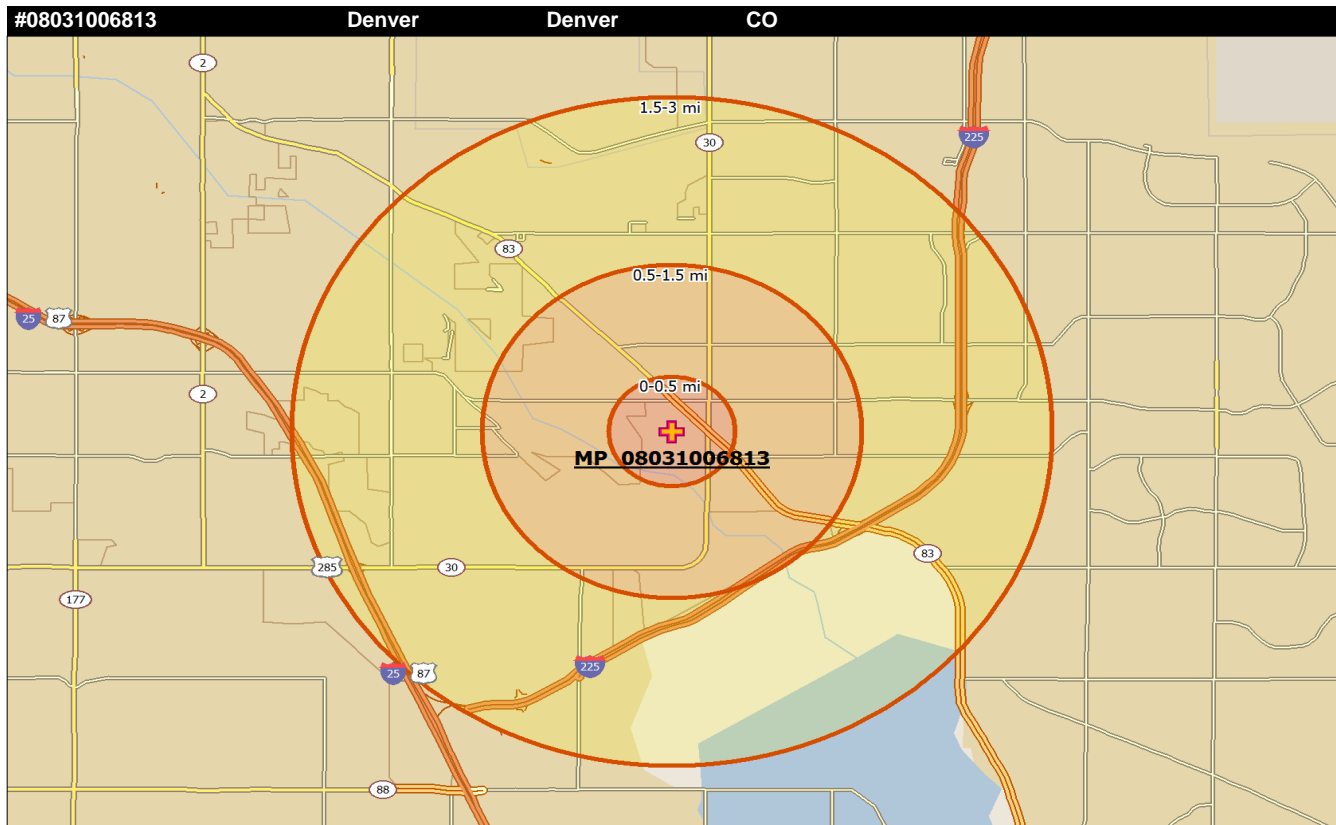




31 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031007089	Total Households in 3 mi Ring	77,479
CT Centroid Latitude	39.70404	Active Evangelical HHLDS	4,805
CT Centroid Longitude	-104.88001	Active Evangelical PERCENT	6.20%
City Location	Denver	Unreached HHLDS	55,584
County Location	Denver	Unreached Percent	71.74%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,435
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.05%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,332
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.04%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	33,825
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.66%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.64%	Low Education County	False
Mainstay Community	10.28%	Low Employment County	False
Working Community	17.49%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	32.95%	Nonmetro Recreation County	False
Urban Community	14.63%	Retirement Destination County	False

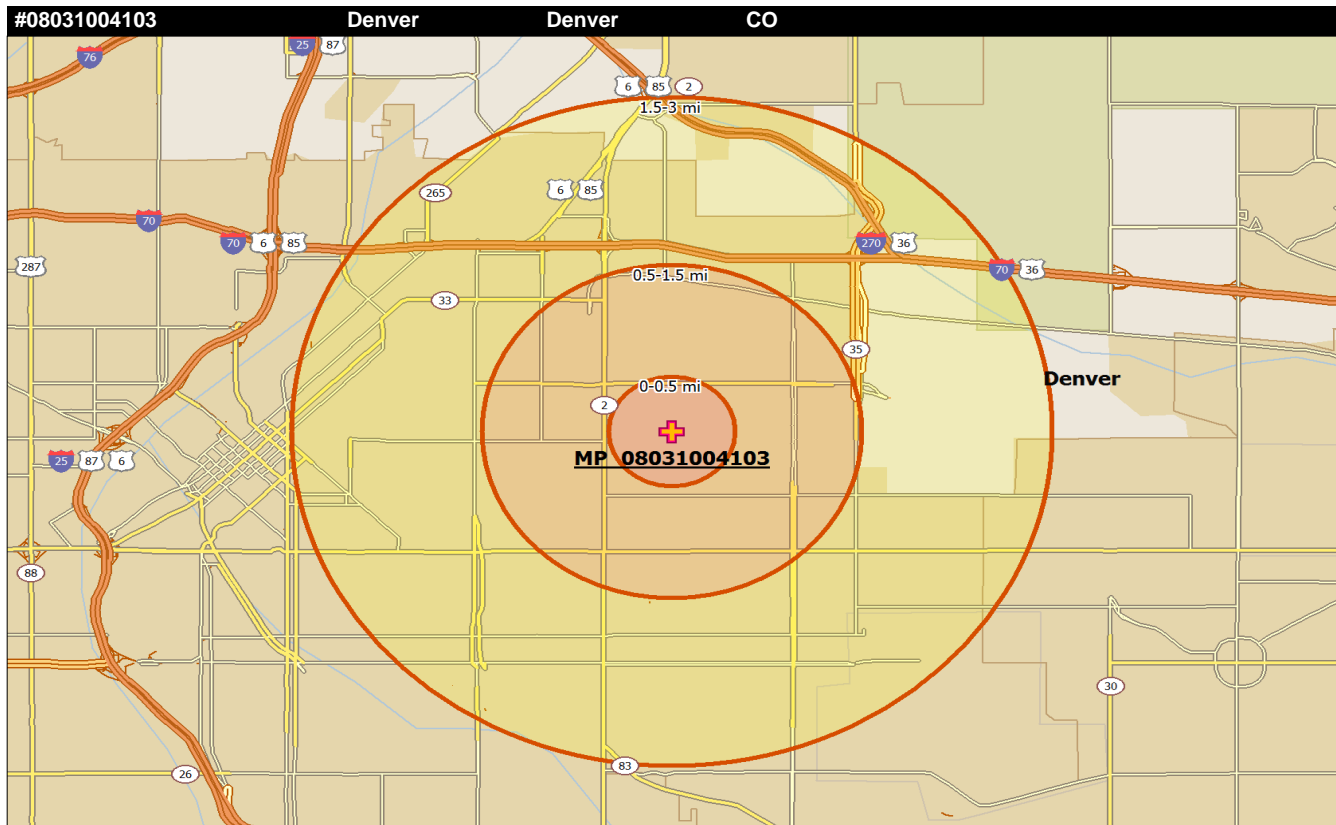
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.12	Racial Diversity Index	83.99
Ancestry Diversity Index	41.84	Diversity Composite Index	72.23
Foreign Born Diversity Index	29.80	Population Density Index	86.55



32 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031006813	Total Households in 3 mi Ring	70,037
CT Centroid Latitude	39.67077	Active Evangelical HHLDS	4,212
CT Centroid Longitude	-104.87142	Active Evangelical PERCENT	6.01%
City Location	Denver	Unreached HHLDS	50,842
County Location	Denver	Unreached Percent	72.59%
Sitescape Category code	4	Religious but NOT Evang HHLDS	10,584
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.11%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,483
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.54%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	30,778
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.95%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.71%	Low Education County	False
Mainstay Community	15.09%	Low Employment County	False
Working Community	9.15%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	40.68%	Nonmetro Recreation County	False
Urban Community	6.72%	Retirement Destination County	False

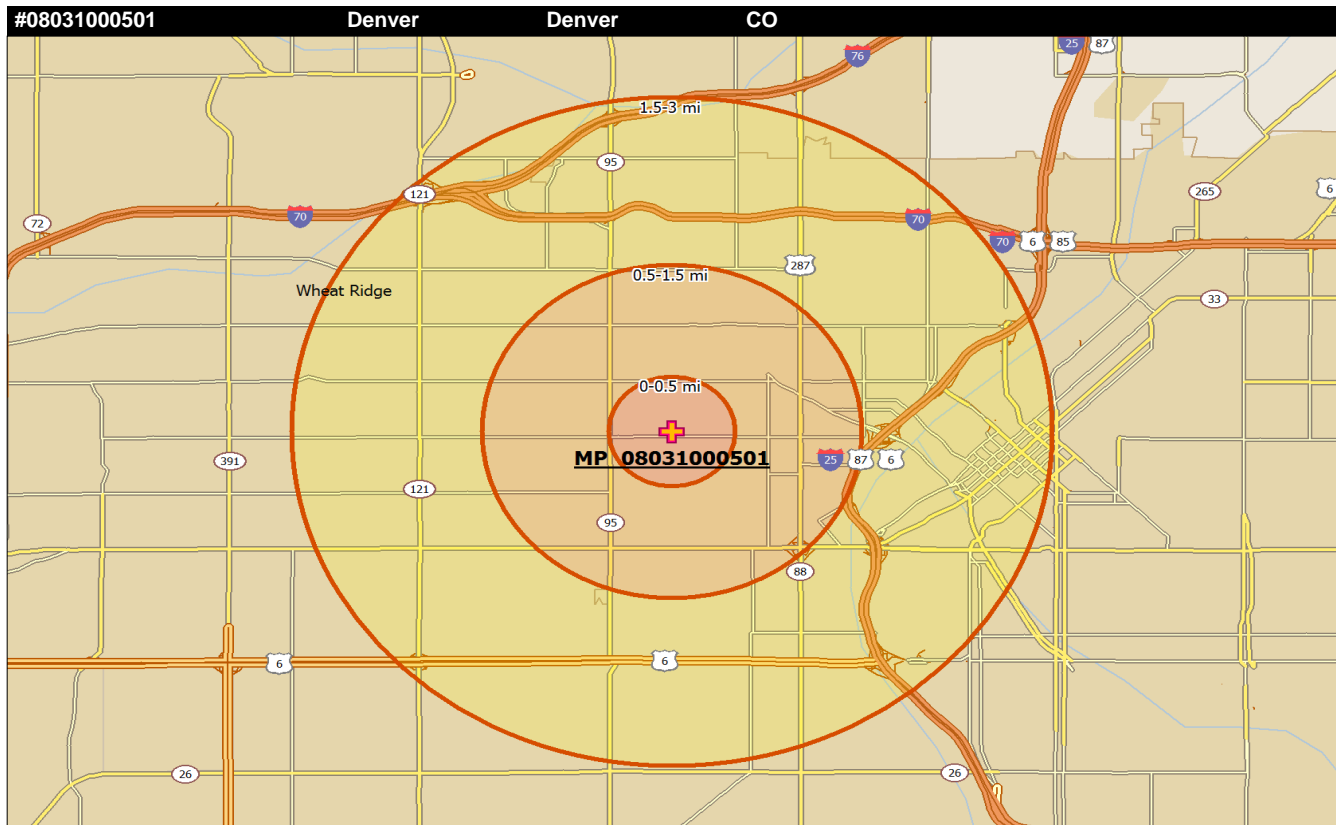
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	69.26	Racial Diversity Index	62.33
Ancestry Diversity Index	68.57	Diversity Composite Index	79.94
Foreign Born Diversity Index	75.58	Population Density Index	82.34



33 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004103	Total Households in 3 mi Ring	58,648
CT Centroid Latitude	39.75573	Active Evangelical HHLDS	3,485
CT Centroid Longitude	-104.93060	Active Evangelical PERCENT	5.94%
City Location	Denver	Unreached HHLDS	42,764
County Location	Denver	Unreached Percent	72.92%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,073
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.59%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,180
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.54%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,547
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.53%	Low Education County	False
Mainstay Community	3.4%	Low Employment County	False
Working Community	11.7%	Persistent Poverty County	False
Country Community	0.18%	Population Loss County	False
Aspiring Community	38.26%	Nonmetro Recreation County	False
Urban Community	24.94%	Retirement Destination County	False

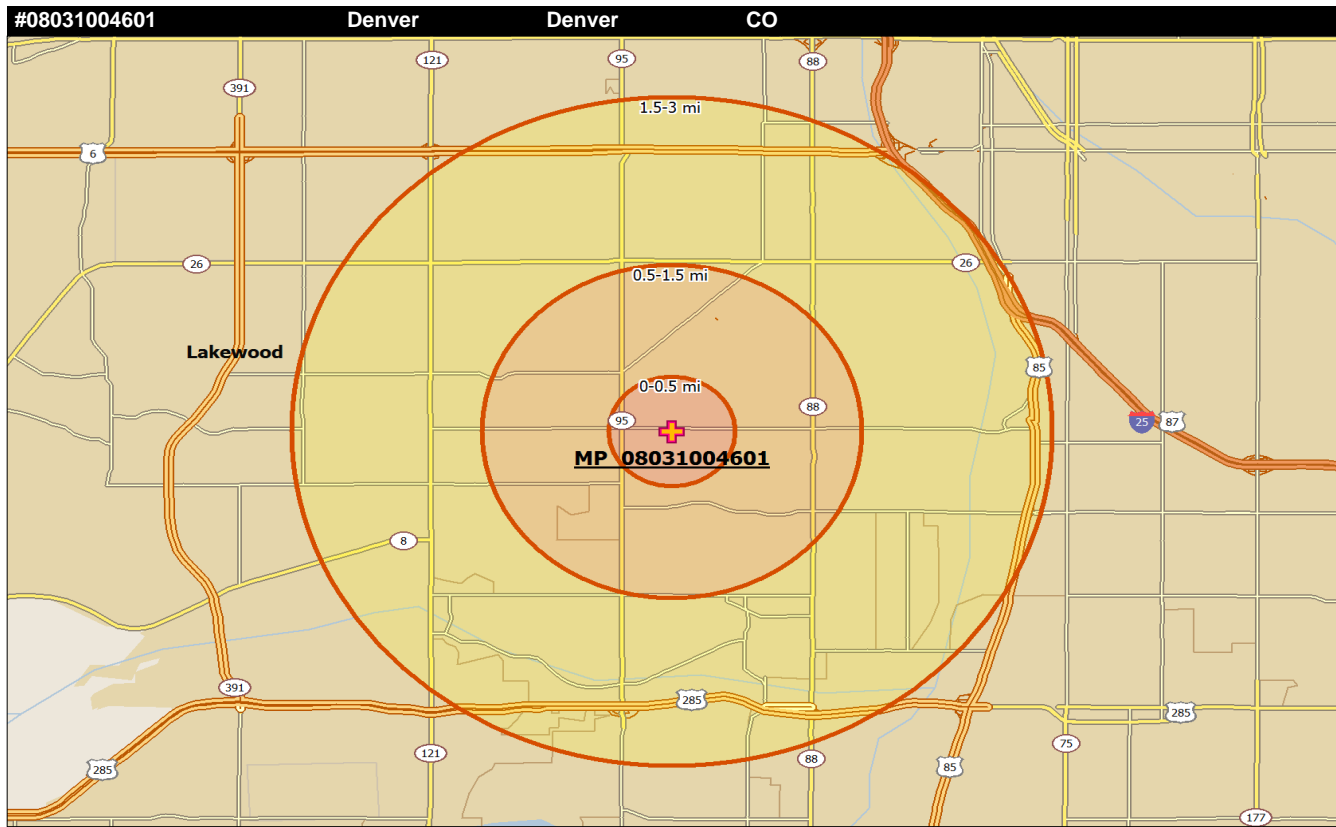
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	75.72	Racial Diversity Index	85.00
Ancestry Diversity Index	30.51	Diversity Composite Index	53.63
Foreign Born Diversity Index	13.37	Population Density Index	82.49



34 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000501	Total Households in 3 mi Ring	59,156
CT Centroid Latitude	39.75553	Active Evangelical HHLDS	3,926
CT Centroid Longitude	-105.04414	Active Evangelical PERCENT	6.64%
City Location	Denver	Unreached HHLDS	41,263
County Location	Denver	Unreached Percent	69.75%
Sitescape Category	4	Religious but NOT Evang HHLDS	9,260
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.65%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,899
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,116
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.86%	Low Education County	False
Mainstay Community	13.57%	Low Employment County	False
Working Community	45.24%	Persistent Poverty County	False
Country Community	1.6%	Population Loss County	False
Aspiring Community	9%	Nonmetro Recreation County	False
Urban Community	17.72%	Retirement Destination County	False

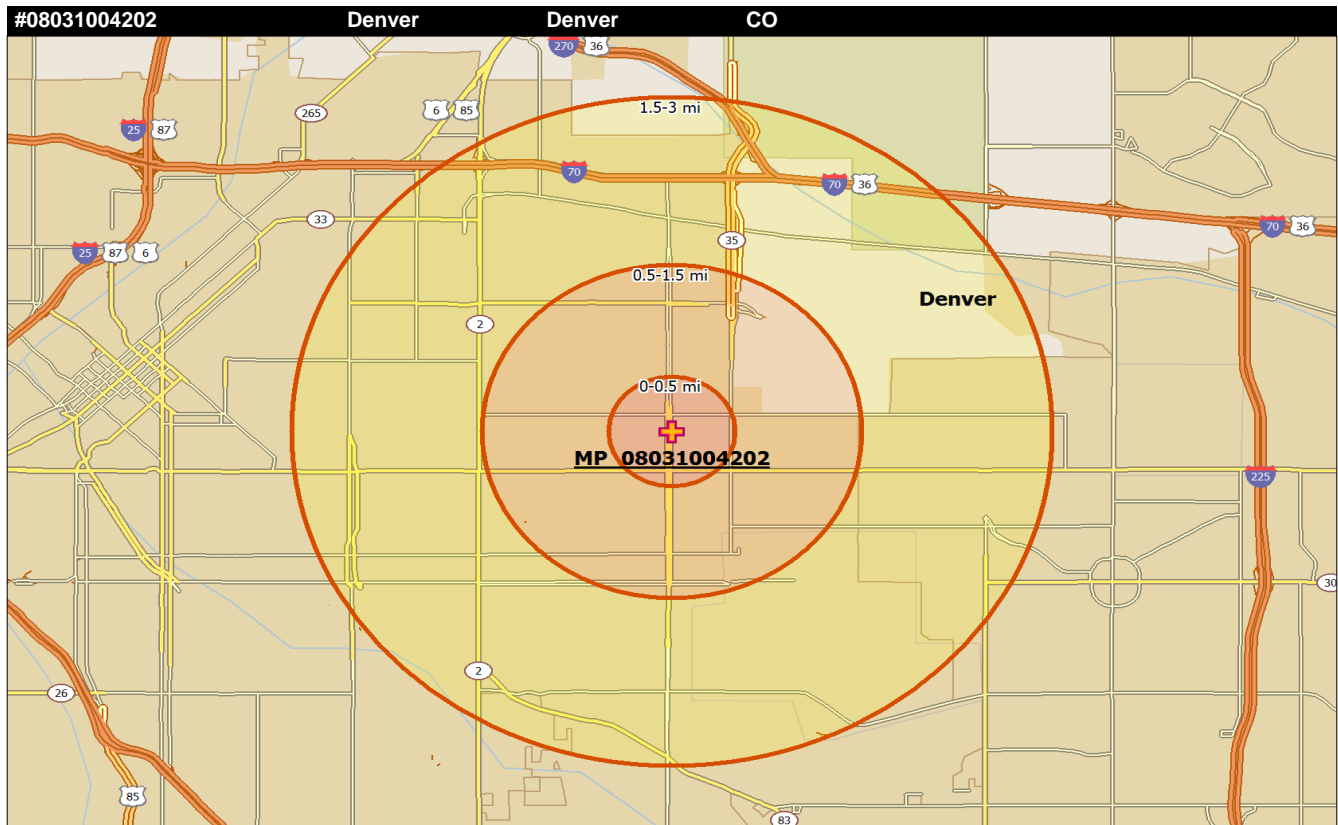
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.44	Racial Diversity Index	76.19
Ancestry Diversity Index	25.64	Diversity Composite Index	56.97
Foreign Born Diversity Index	6.50	Population Density Index	83.76



35 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004601	Total Households in 3 mi Ring	55,255
CT Centroid Latitude	39.68906	Active Evangelical HHLDS	3,723
CT Centroid Longitude	-105.04583	Active Evangelical PERCENT	6.74%
City Location	Denver	Unreached HHLDS	38,291
County Location	Denver	Unreached Percent	69.3%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,757
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.85%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,293
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.58%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,252
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.89%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.86%	Low Education County	False
Mainstay Community	10.26%	Low Employment County	False
Working Community	46.55%	Persistent Poverty County	False
Country Community	0.21%	Population Loss County	False
Aspiring Community	8.88%	Nonmetro Recreation County	False
Urban Community	10.24%	Retirement Destination County	False

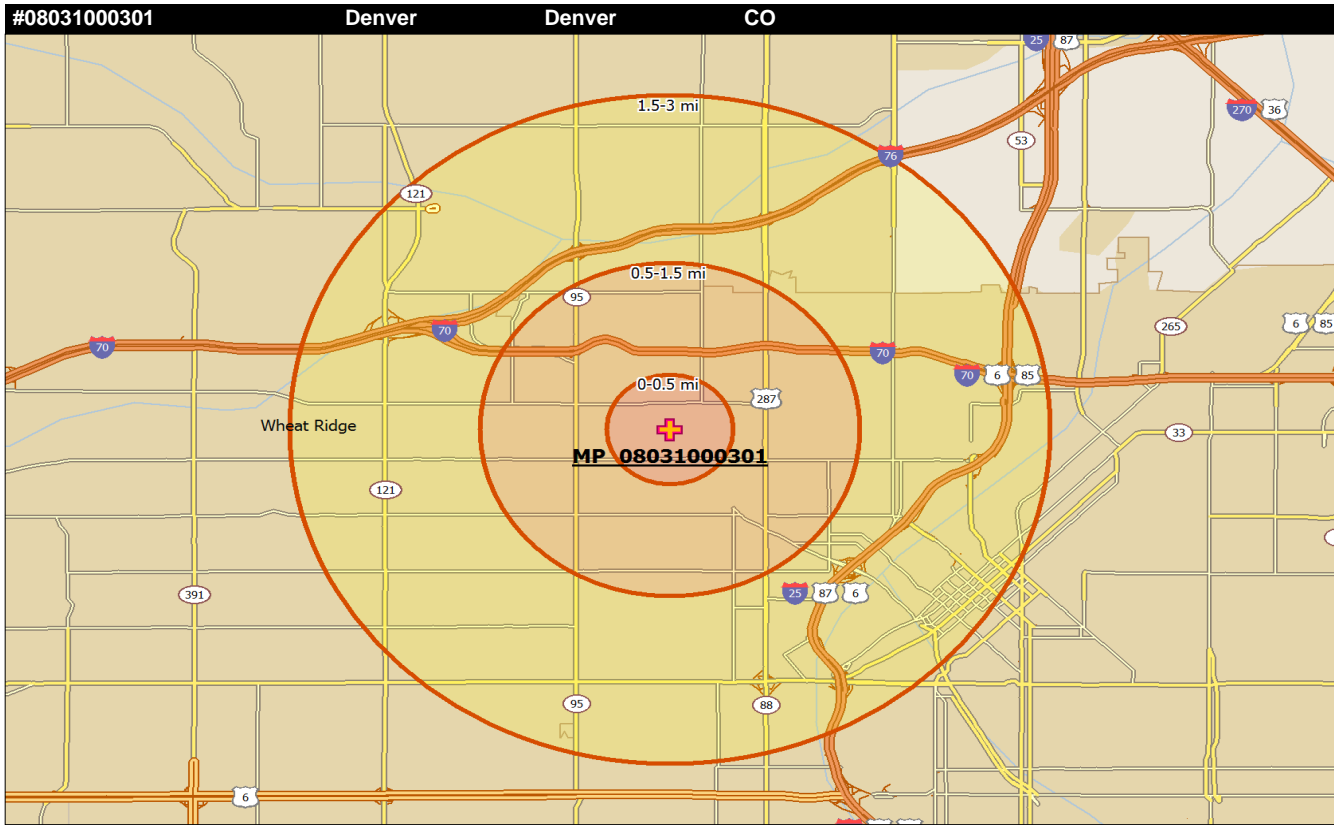
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	80.36	Racial Diversity Index	78.09
Ancestry Diversity Index	25.05	Diversity Composite Index	51.30
Foreign Born Diversity Index	8.01	Population Density Index	83.24



36 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004202	Total Households in 3 mi Ring	59,327
CT Centroid Latitude	39.74525	Active Evangelical HHLDS	3,596
CT Centroid Longitude	-104.91217	Active Evangelical PERCENT	6.06%
City Location	Denver	Unreached HHLDS	42,941
County Location	Denver	Unreached Percent	72.38%
Sitescape Category code	4	Religious but NOT Evang HHLDS	11,925
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.1%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,208
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.46%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,826
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.51%	Low Education County	False
Mainstay Community	5.38%	Low Employment County	False
Working Community	14.37%	Persistent Poverty County	False
Country Community	0.05%	Population Loss County	False
Aspiring Community	32.82%	Nonmetro Recreation County	False
Urban Community	22.87%	Retirement Destination County	False

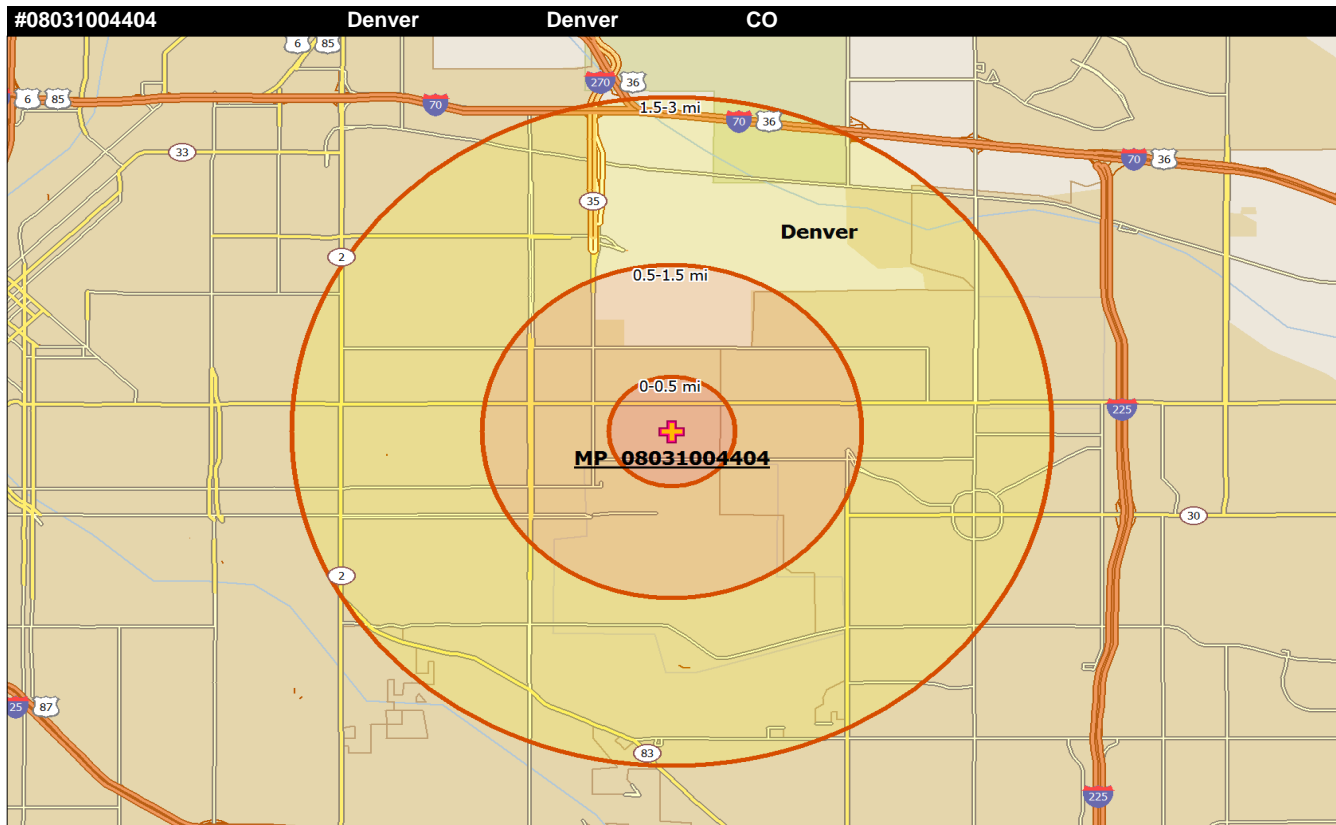
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	76.36	Racial Diversity Index	86.07
Ancestry Diversity Index	30.87	Diversity Composite Index	70.34
Foreign Born Diversity Index	16.11	Population Density Index	80.96



37 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000301	Total Households in 3 mi Ring	53,527
CT Centroid Latitude	39.77324	Active Evangelical HHLDS	3,545
CT Centroid Longitude	-105.03932	Active Evangelical PERCENT	6.62%
City Location	Denver	Unreached HHLDS	37,371
County Location	Denver	Unreached Percent	69.82%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,442
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,306
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.91%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	23,630
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.73%	Low Education County	False
Mainstay Community	13.25%	Low Employment County	False
Working Community	45.13%	Persistent Poverty County	False
Country Community	1.7%	Population Loss County	False
Aspiring Community	7.46%	Nonmetro Recreation County	False
Urban Community	17.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	78.20	Racial Diversity Index	76.17
Ancestry Diversity Index	27.52	Diversity Composite Index	56.23
Foreign Born Diversity Index	6.97	Population Density Index	80.06

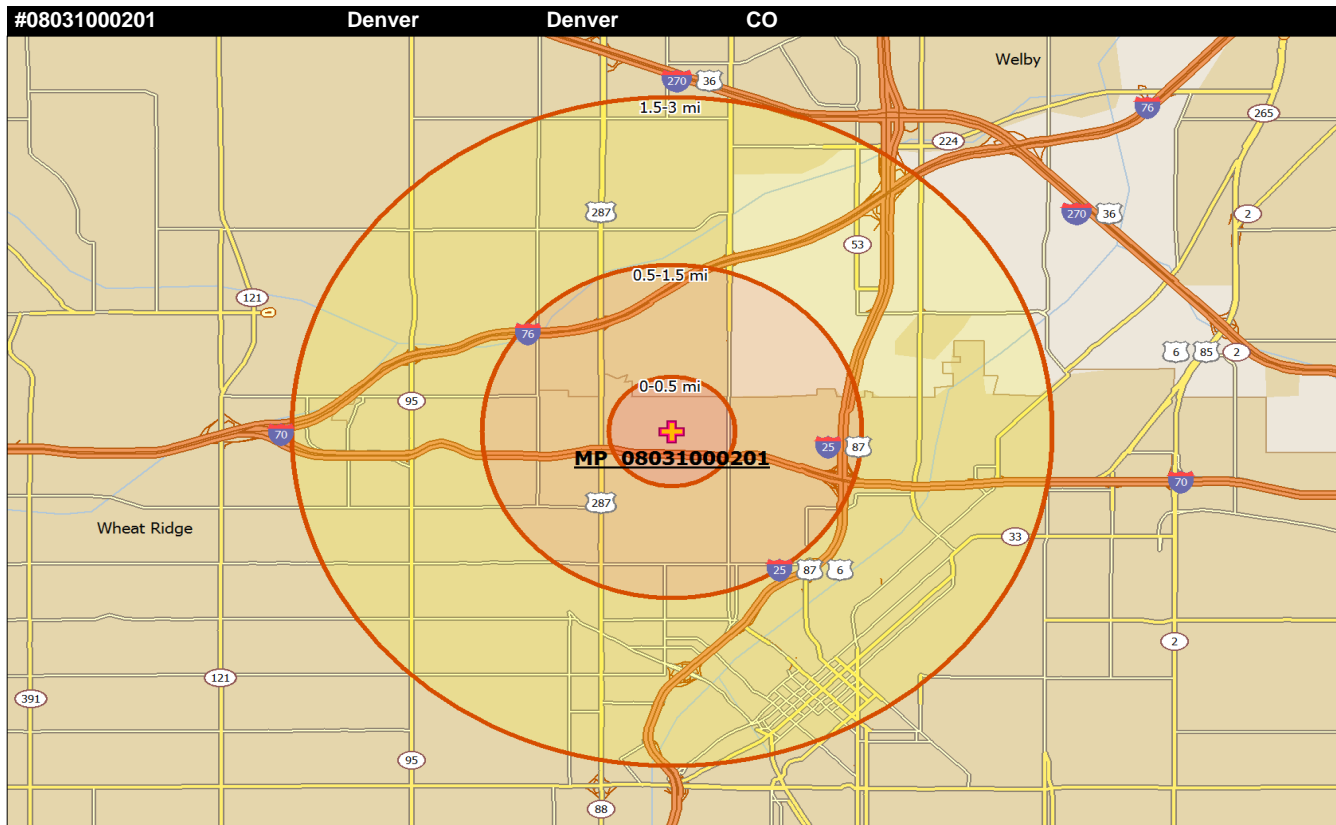


38 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004404	Total Households in 3 mi Ring	63,676
CT Centroid Latitude	39.73652	Active Evangelical HHLDS	3,916
CT Centroid Longitude	-104.89180	Active Evangelical PERCENT	6.15%
City Location	Denver	Unreached HHLDS	45,832
County Location	Denver	Unreached Percent	71.98%
Sitescape Category code	4	Religious but NOT Evang HHLDS	12,118
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,833
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.73%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	26,893
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.23%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.25%	Low Education County	False
Mainstay Community	10.34%	Low Employment County	False
Working Community	17.01%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	28.86%	Nonmetro Recreation County	False
Urban Community	23.51%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	78.53	Racial Diversity Index	88.20
Ancestry Diversity Index	30.04	Diversity Composite Index	63.01
Foreign Born Diversity Index	17.54	Population Density Index	83.91

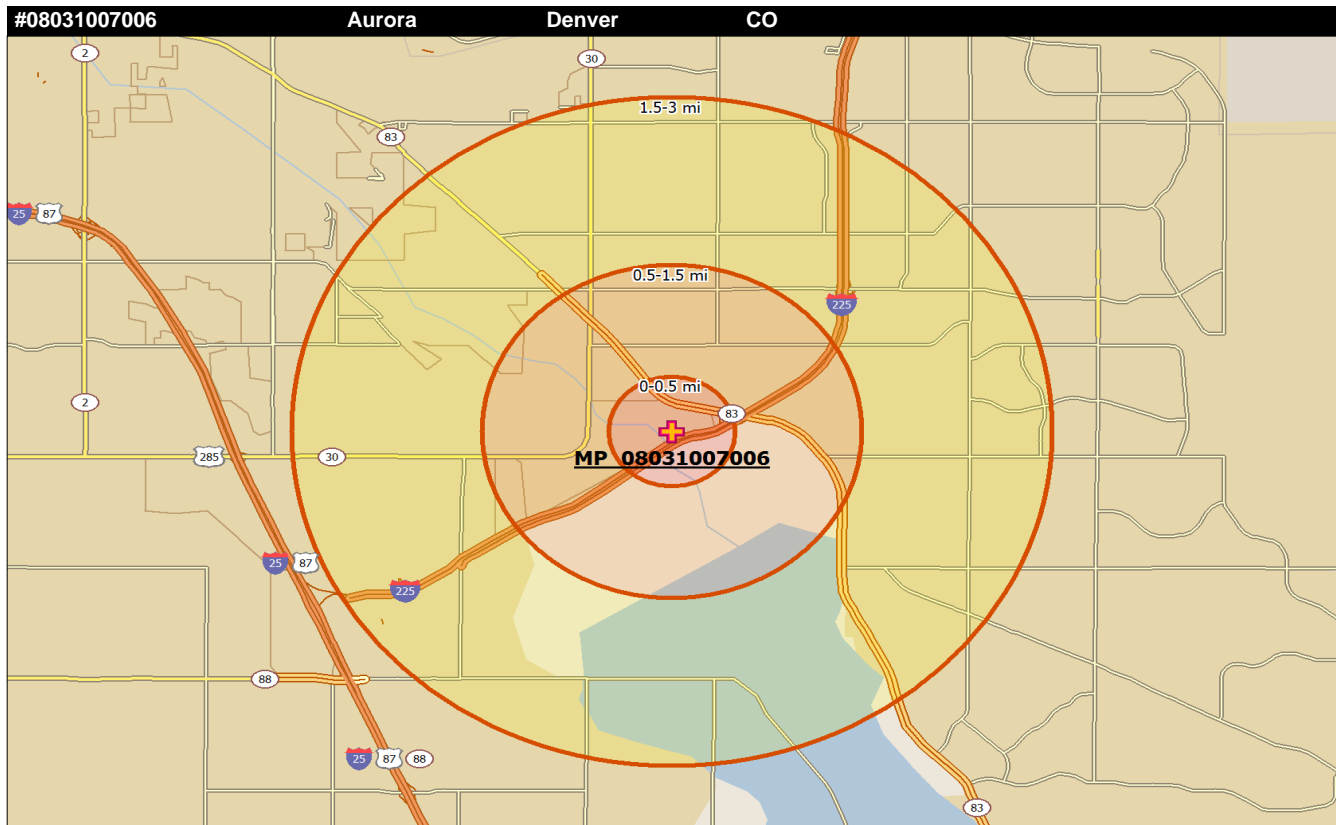




39 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000201	Total Households in 3 mi Ring	43,435
CT Centroid Latitude	39.78652	Active Evangelical HHLDS	2,869
CT Centroid Longitude	-105.01478	Active Evangelical PERCENT	6.60%
City Location	Denver	Unreached HHLDS	30,366
County Location	Denver	Unreached Percent	69.91%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,856
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.78%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,366
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.05%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,150
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.02%	Low Education County	False
Mainstay Community	13.66%	Low Employment County	False
Working Community	44.15%	Persistent Poverty County	False
Country Community	0.98%	Population Loss County	False
Aspiring Community	8.25%	Nonmetro Recreation County	False
Urban Community	15.95%	Retirement Destination County	False

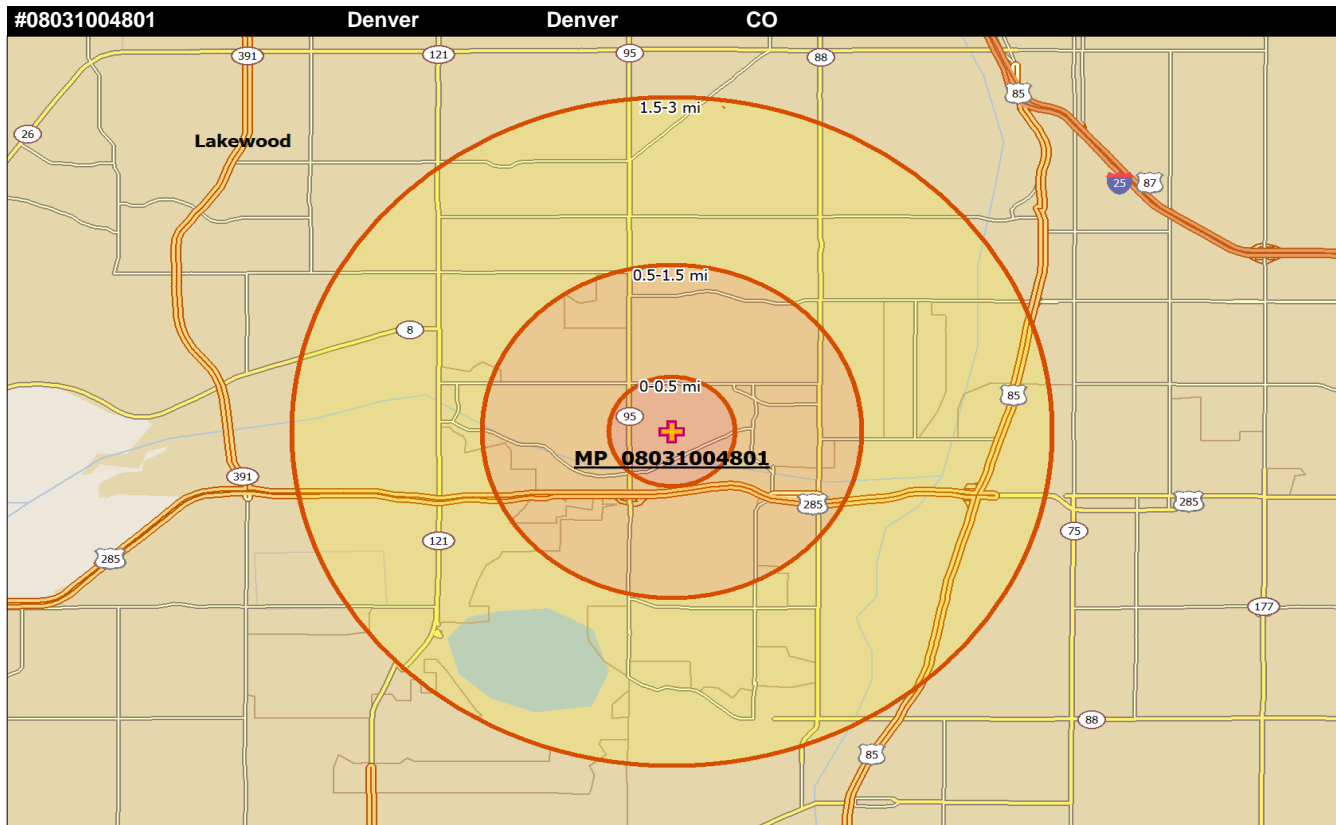
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	81.80	Racial Diversity Index	77.20
Ancestry Diversity Index	21.93	Diversity Composite Index	46.10
Foreign Born Diversity Index	5.39	Population Density Index	74.52



40 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031007006	Total Households in 3 mi Ring	61,148
CT Centroid Latitude	39.65632	Active Evangelical HHLDS	3,681
CT Centroid Longitude	-104.85397	Active Evangelical PERCENT	6.02%
City Location	Aurora	Unreached HHLDS	44,378
County Location	Denver	Unreached Percent	72.58%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,304
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.22%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,267
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.52%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	26,809
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.84%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.63%	Low Education County	False
Mainstay Community	12.06%	Low Employment County	False
Working Community	8.32%	Persistent Poverty County	False
Country Community	0.73%	Population Loss County	False
Aspiring Community	41.32%	Nonmetro Recreation County	False
Urban Community	5.94%	Retirement Destination County	False

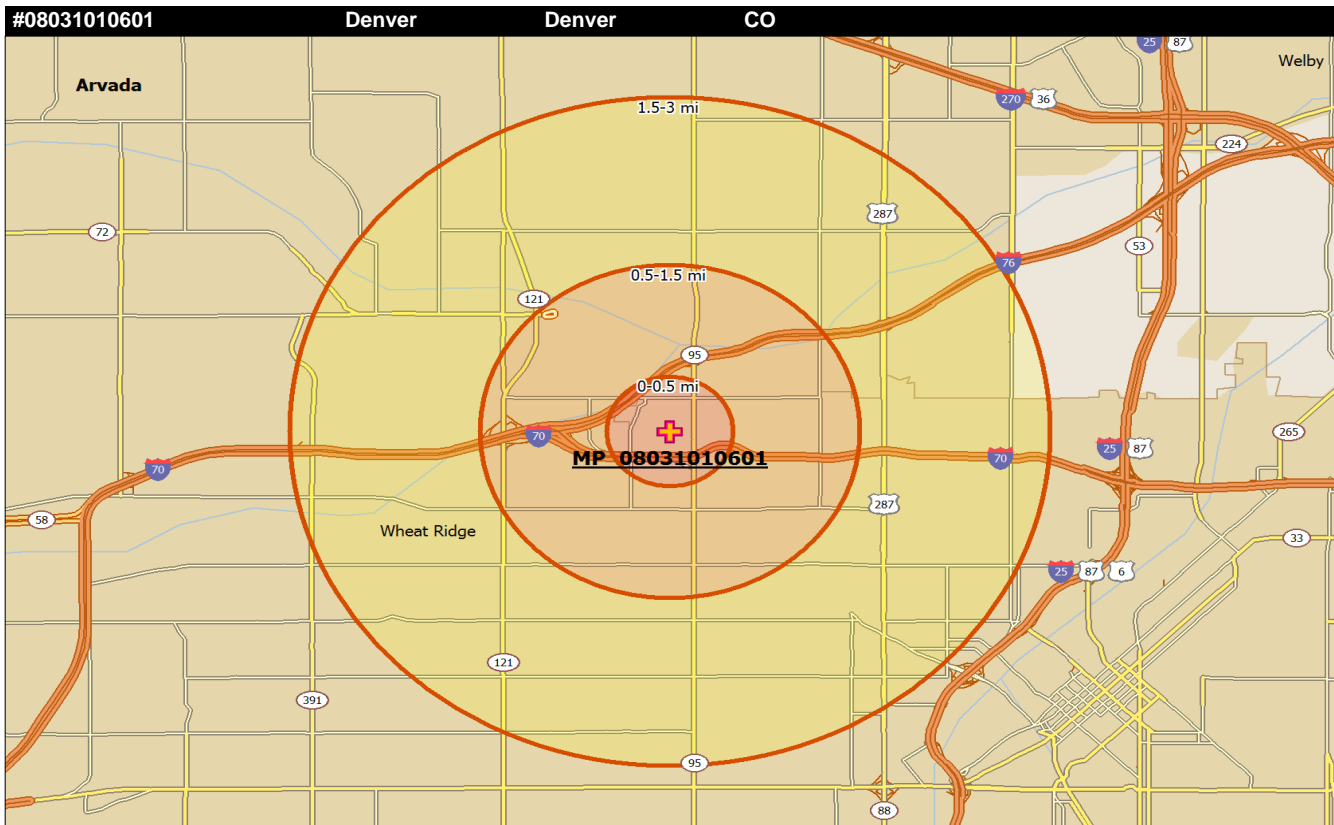
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.58	Racial Diversity Index	57.76
Ancestry Diversity Index	75.90	Diversity Composite Index	75.10
Foreign Born Diversity Index	91.85	Population Density Index	77.50



41 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004801	Total Households in 3 mi Ring	44,628
CT Centroid Latitude	39.66152	Active Evangelical HHLDS	2,946
CT Centroid Longitude	-105.04694	Active Evangelical PERCENT	6.60%
City Location	Denver	Unreached HHLDS	31,201
County Location	Denver	Unreached Percent	69.91%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,110
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.93%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,777
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.7%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,321
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	30.28%	Low Education County	False
Mainstay Community	9.78%	Low Employment County	False
Working Community	37.71%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	14.42%	Nonmetro Recreation County	False
Urban Community	7.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	73.36	Racial Diversity Index	75.66
Ancestry Diversity Index	37.63	Diversity Composite Index	51.33
Foreign Born Diversity Index	14.90	Population Density Index	76.33



42 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031010601	Total Households in 3 mi Ring	55,134
CT Centroid Latitude	39.78672	Active Evangelical HHLDS	3,728
CT Centroid Longitude	-105.05677	Active Evangelical PERCENT	6.76%
City Location	Denver	Unreached HHLDS	38,146
County Location	Denver	Unreached Percent	69.19%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,917
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.17%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,547
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.06%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	23,693
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.97%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.54%	Low Education County	False
Mainstay Community	16.07%	Low Employment County	False
Working Community	45.87%	Persistent Poverty County	False
Country Community	2.23%	Population Loss County	False
Aspiring Community	6.67%	Nonmetro Recreation County	False
Urban Community	8.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.02	Racial Diversity Index	70.16
Ancestry Diversity Index	43.70	Diversity Composite Index	54.80
Foreign Born Diversity Index	14.74	Population Density Index	79.91

## 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**

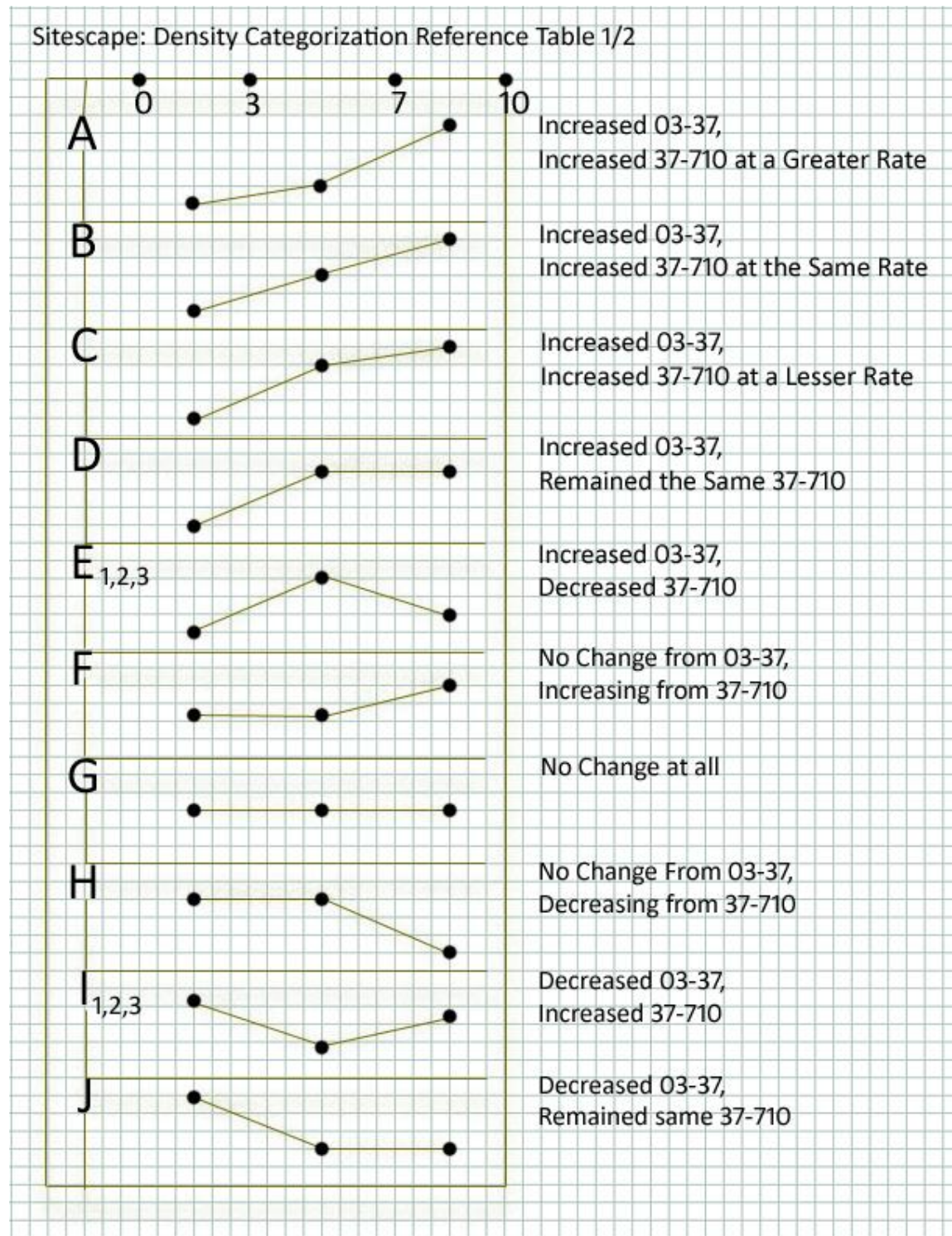
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

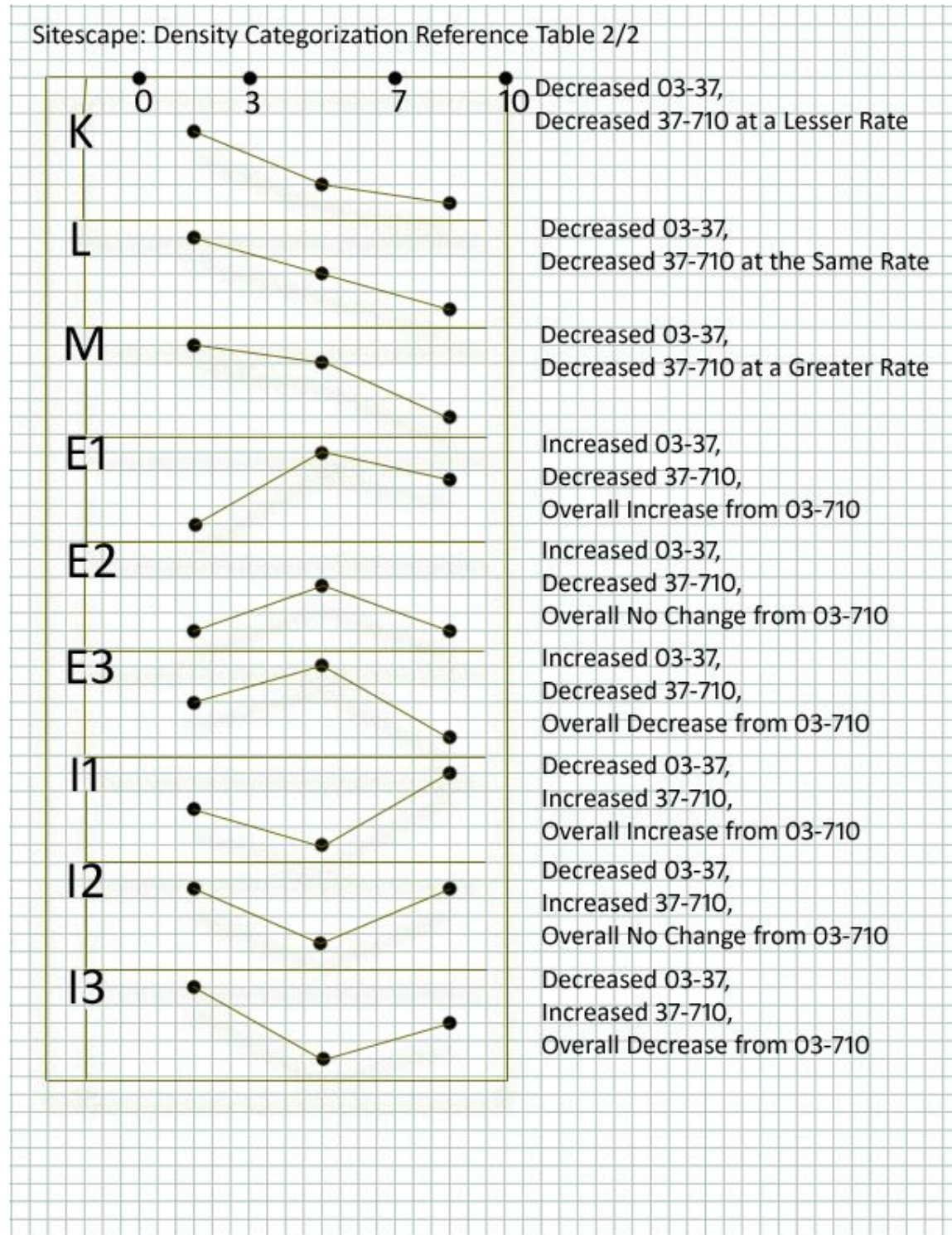
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

**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.



**Intercultural Institute for Contextual Ministry**

**6 Wateroak Court**

**North Augusta, SC 29841**

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

---

---