



MISSION POINTS

Top Unreached Locations



Top Mission Points in
El Paso 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.

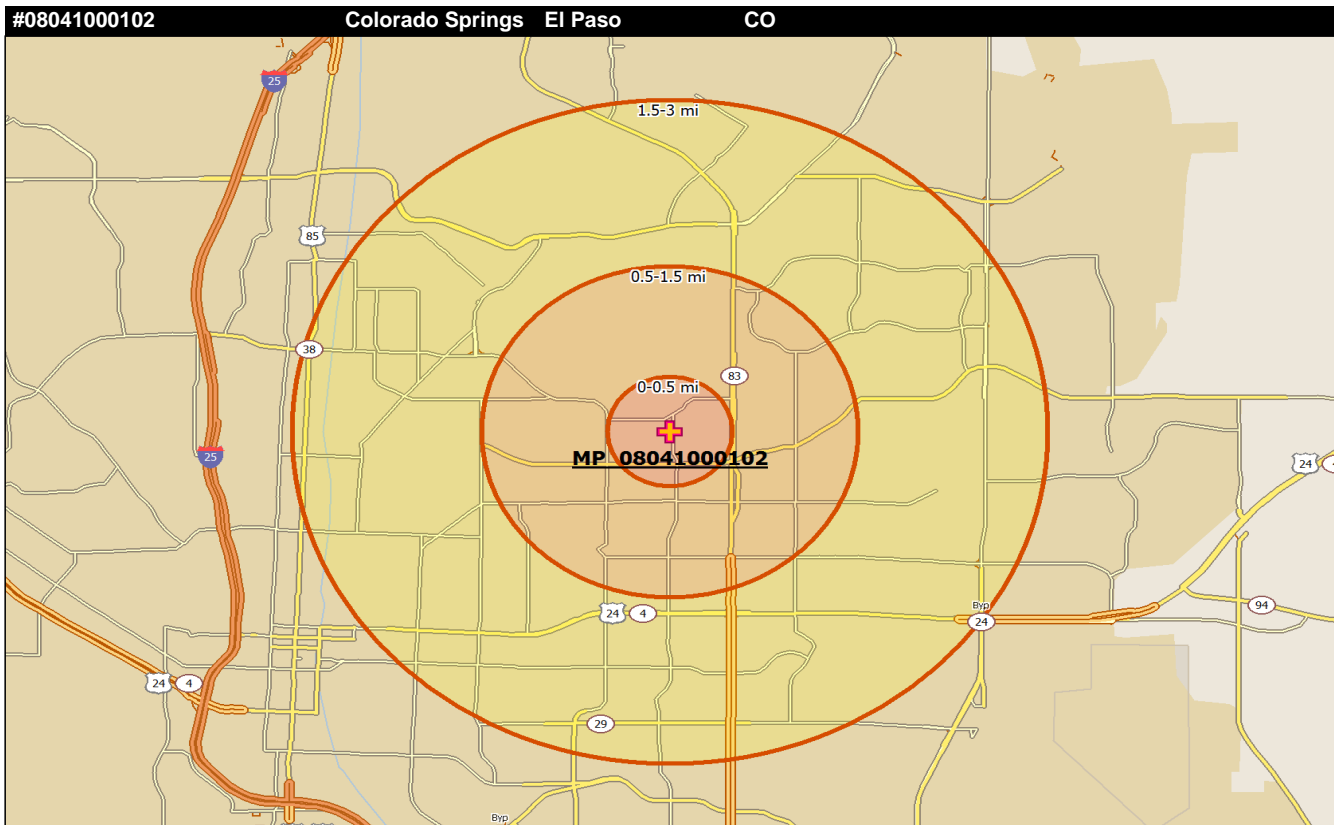
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

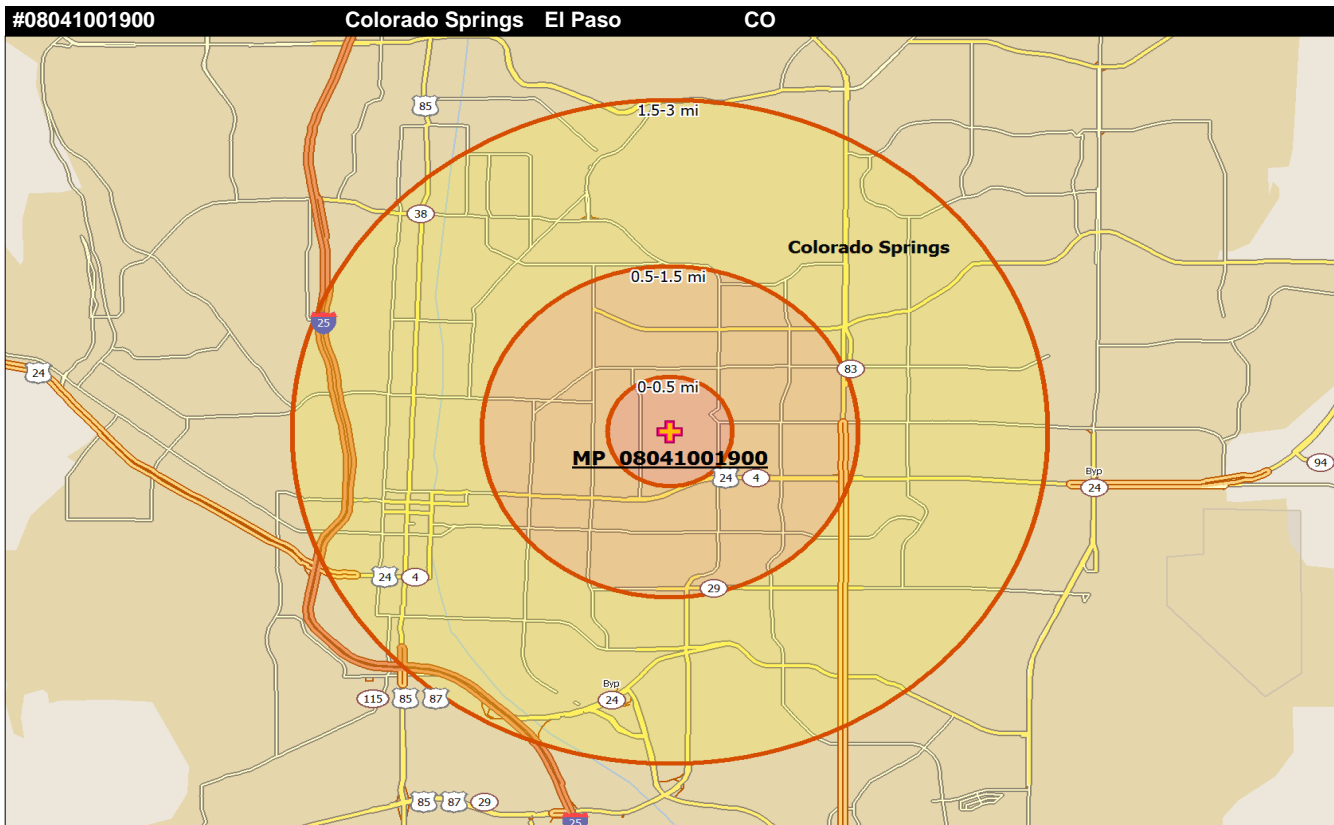
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041000102	Total Households in 3 mi Ring	48,378
CT Centroid Latitude	38.86354	Active Evangelical HHLDS	5,144
CT Centroid Longitude	-104.76641	Active Evangelical PERCENT	10.63%
City Location	Colorado Springs	Unreached HHLDS	33,460
County Location	El Paso	Unreached Percent	69.16%
Sitescape Category	4	Religious but NOT Evang HHLDS	7,754
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,367
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.09%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	20,339
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	42.04%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	25.95%	Low Education County	False
Mainstay Community	10.16%	Low Employment County	False
Working Community	40.73%	Persistent Poverty County	False
Country Community	0.44%	Population Loss County	False
Aspiring Community	9.29%	Nonmetro Recreation County	False
Urban Community	13.43%	Retirement Destination County	False

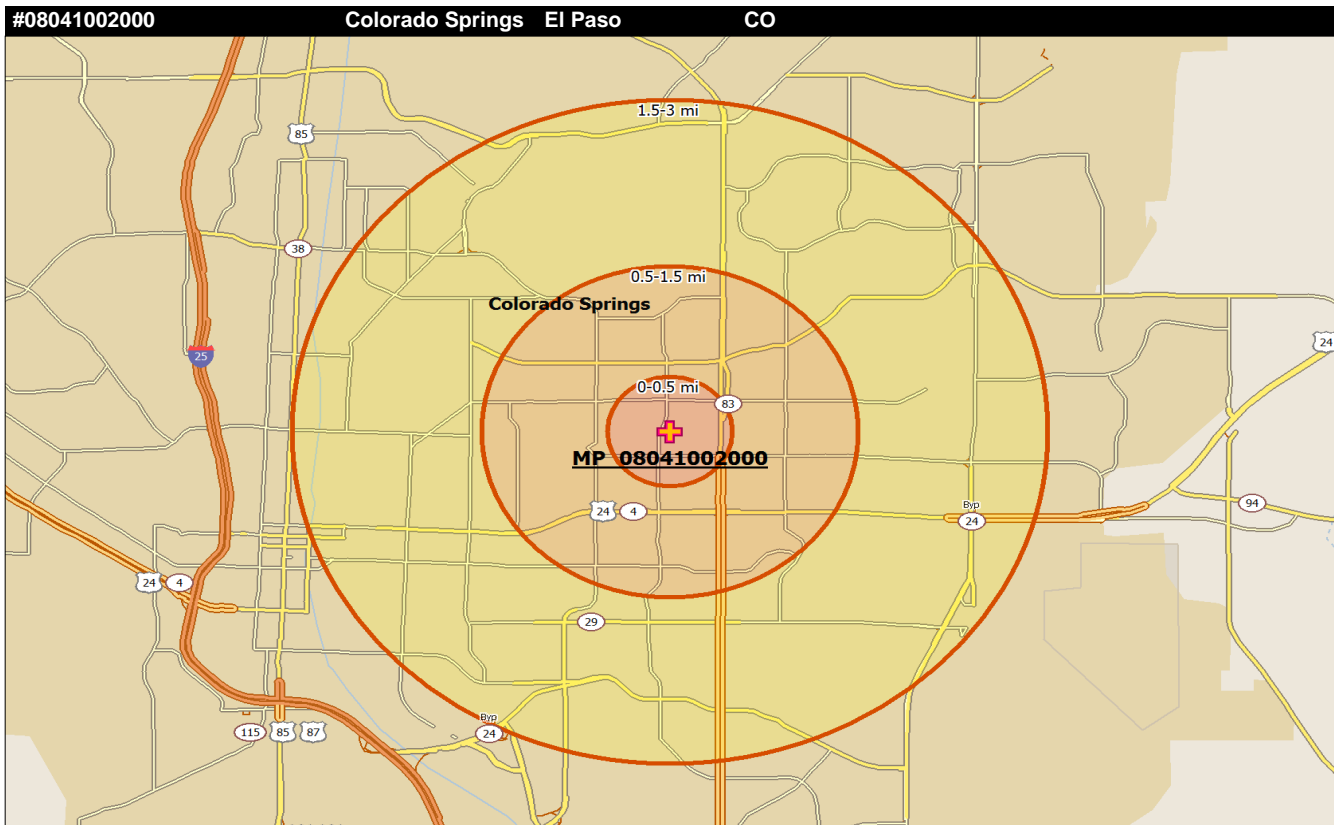
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	53.09	Racial Diversity Index	49.26
Ancestry Diversity Index	68.24	Diversity Composite Index	66.17
Foreign Born Diversity Index	52.18	Population Density Index	76.13



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041001900	Total Households in 3 mi Ring	46,583
CT Centroid Latitude	38.84583	Active Evangelical HHLDS	4,884
CT Centroid Longitude	-104.78294	Active Evangelical PERCENT	10.48%
City Location	Colorado Springs	Unreached HHLDS	32,420
County Location	El Paso	Unreached Percent	69.6%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,532
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.17%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,187
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.13%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,703
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	42.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.35%	Low Education County	False
Mainstay Community	8.57%	Low Employment County	False
Working Community	48.39%	Persistent Poverty County	False
Country Community	0.43%	Population Loss County	False
Aspiring Community	10.15%	Nonmetro Recreation County	False
Urban Community	18.12%	Retirement Destination County	False

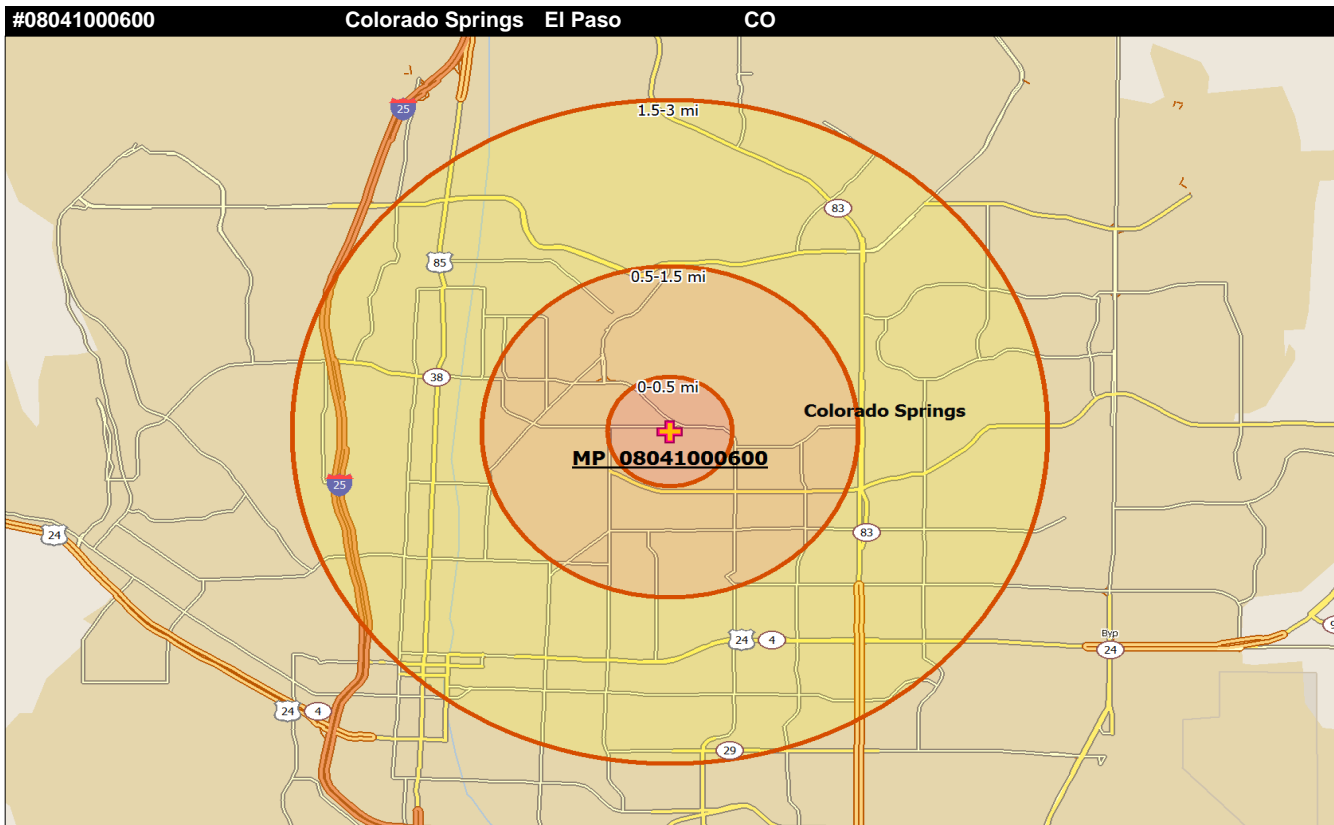
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.76	Racial Diversity Index	59.24
Ancestry Diversity Index	56.48	Diversity Composite Index	66.00
Foreign Born Diversity Index	39.89	Population Density Index	75.52



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041002000	Total Households in 3 mi Ring	45,570
CT Centroid Latitude	38.85026	Active Evangelical HHLDS	4,808
CT Centroid Longitude	-104.76491	Active Evangelical PERCENT	10.55%
City Location	Colorado Springs	Unreached HHLDS	31,626
County Location	El Paso	Unreached Percent	69.4%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,467
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.39%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,889
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.73%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,274
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	42.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.6%	Low Education County	False
Mainstay Community	8.02%	Low Employment County	False
Working Community	42.73%	Persistent Poverty County	False
Country Community	0.57%	Population Loss County	False
Aspiring Community	9.52%	Nonmetro Recreation County	False
Urban Community	17.56%	Retirement Destination County	False

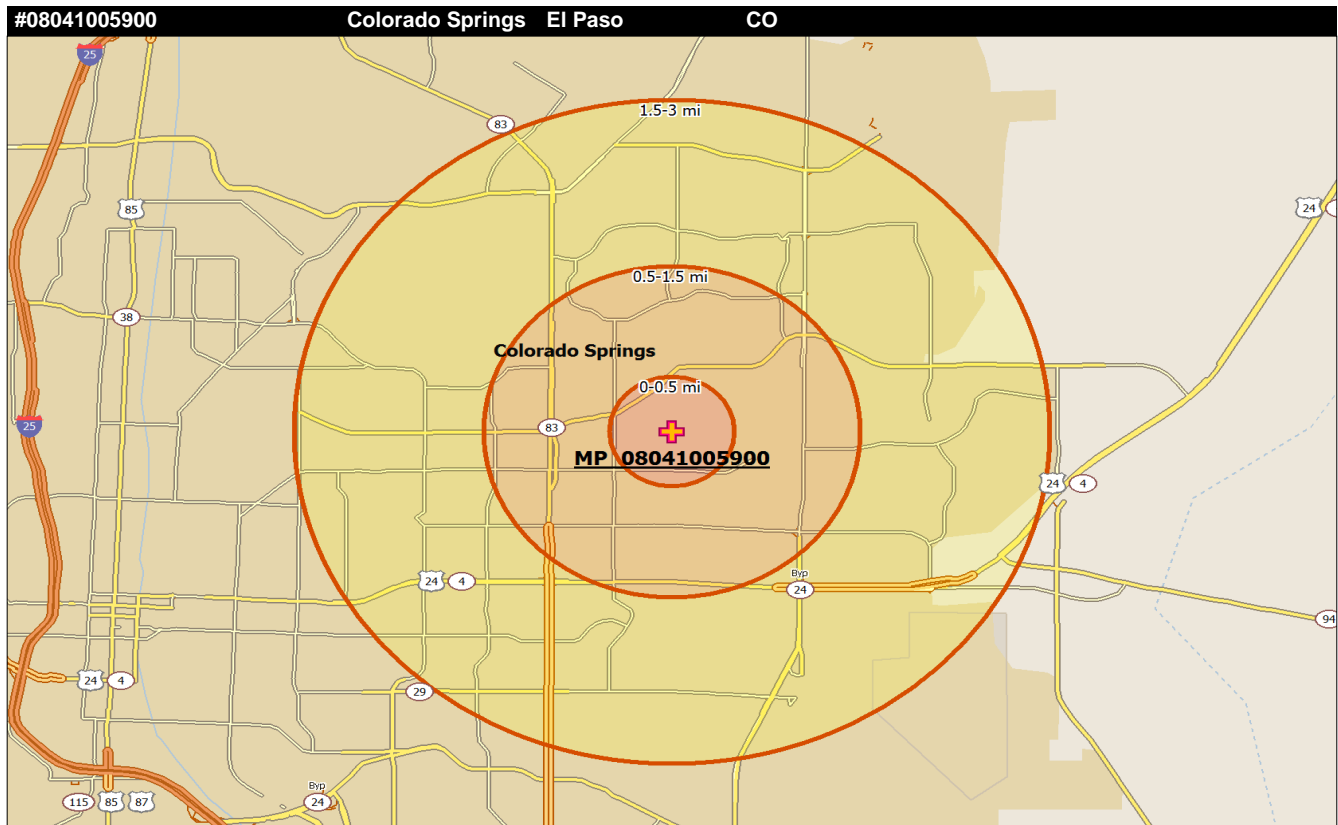
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	57.97	Racial Diversity Index	58.80
Ancestry Diversity Index	56.60	Diversity Composite Index	69.95
Foreign Born Diversity Index	42.69	Population Density Index	76.83



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041000600	Total Households in 3 mi Ring	43,679
CT Centroid Latitude	38.86712	Active Evangelical HHLDS	4,625
CT Centroid Longitude	-104.78529	Active Evangelical PERCENT	10.59%
City Location	Colorado Springs	Unreached HHLDS	30,267
County Location	El Paso	Unreached Percent	69.29%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,998
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.02%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,858
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.12%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	18,413
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	42.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.36%	Low Education County	False
Mainstay Community	9.32%	Low Employment County	False
Working Community	45.16%	Persistent Poverty County	False
Country Community	0.23%	Population Loss County	False
Aspiring Community	9.8%	Nonmetro Recreation County	False
Urban Community	14.13%	Retirement Destination County	False

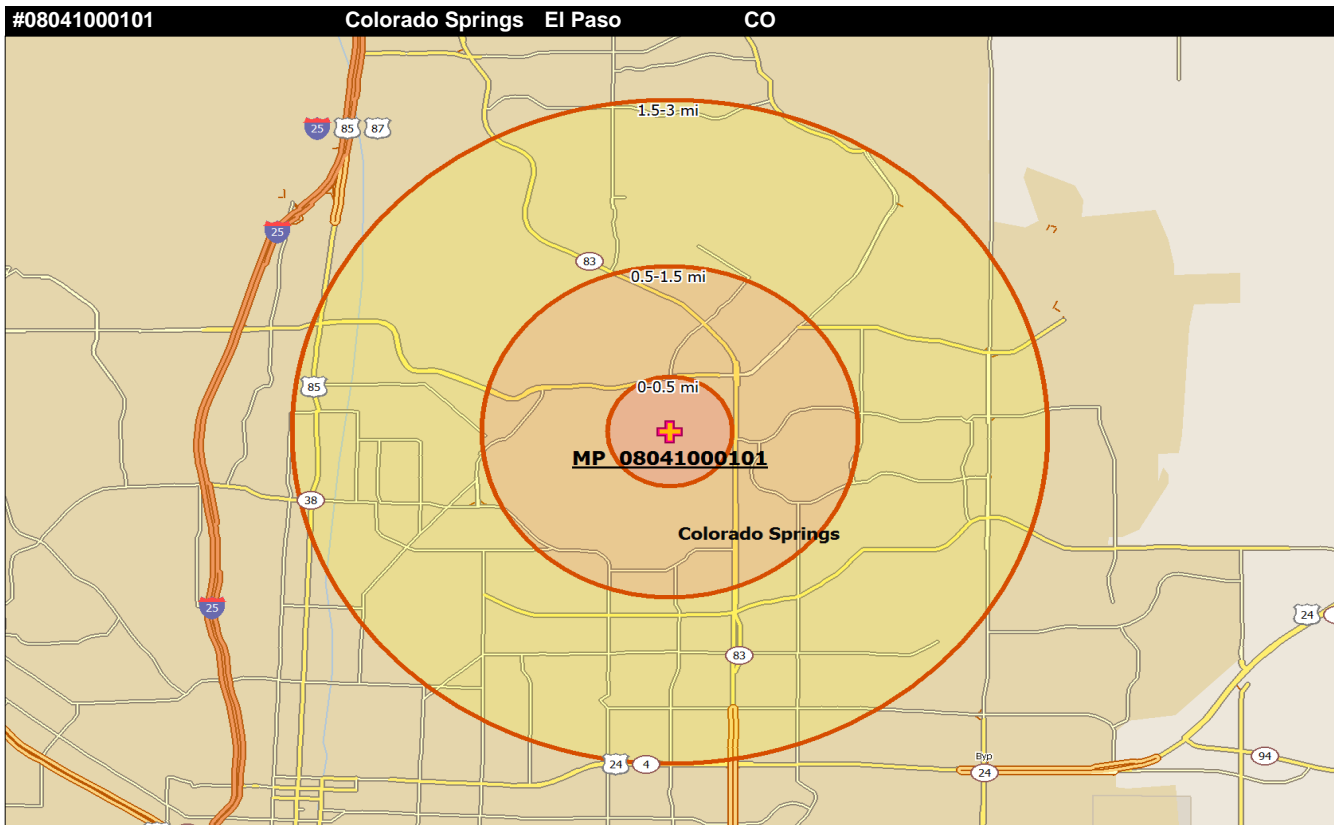
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	50.74	Racial Diversity Index	46.79
Ancestry Diversity Index	73.14	Diversity Composite Index	71.67
Foreign Born Diversity Index	57.11	Population Density Index	74.37



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041005900	Total Households in 3 mi Ring	44,025
CT Centroid Latitude	38.85938	Active Evangelical HHLDS	4,697
CT Centroid Longitude	-104.73939	Active Evangelical PERCENT	10.67%
City Location	Colorado Springs	Unreached HHLDS	30,406
County Location	El Paso	Unreached Percent	69.06%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,079
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.08%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,871
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.06%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,462
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41.93%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	30.7%	Low Education County	False
Mainstay Community	9.37%	Low Employment County	False
Working Community	36.13%	Persistent Poverty County	False
Country Community	0.57%	Population Loss County	False
Aspiring Community	8.78%	Nonmetro Recreation County	False
Urban Community	14.46%	Retirement Destination County	False

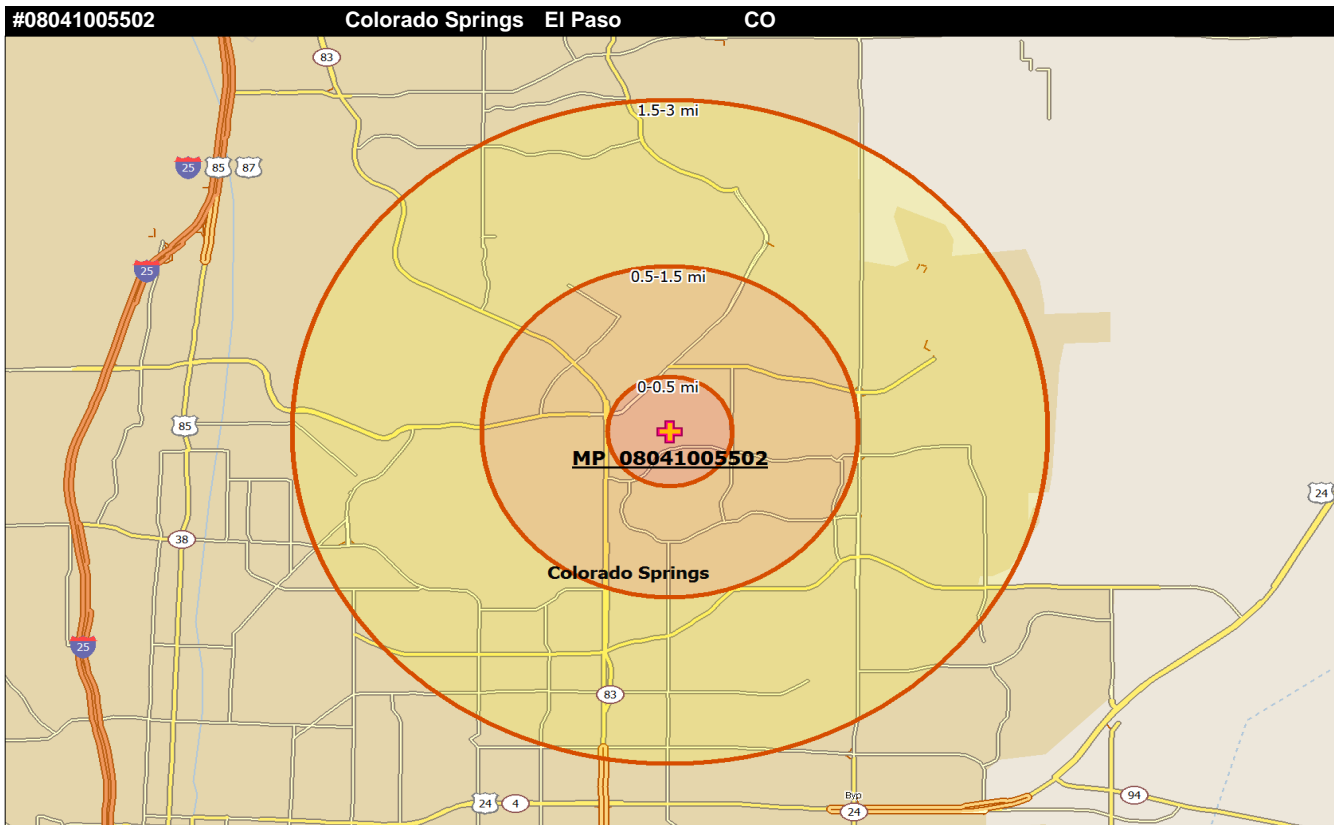
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.81	Racial Diversity Index	53.96
Ancestry Diversity Index	61.44	Diversity Composite Index	73.55
Foreign Born Diversity Index	54.92	Population Density Index	76.43



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041000101	Total Households in 3 mi Ring	42,813
CT Centroid Latitude	38.88333	Active Evangelical HHLDS	4,643
CT Centroid Longitude	-104.76673	Active Evangelical PERCENT	10.85%
City Location	Colorado Springs	Unreached HHLDS	29,351
County Location	El Paso	Unreached Percent	68.56%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,909
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.14%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,652
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.87%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,790
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	41.55%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	41.76%	Low Education County	False
Mainstay Community	9.09%	Low Employment County	False
Working Community	33.1%	Persistent Poverty County	False
Country Community	0.19%	Population Loss County	False
Aspiring Community	6.88%	Nonmetro Recreation County	False
Urban Community	9%	Retirement Destination County	False

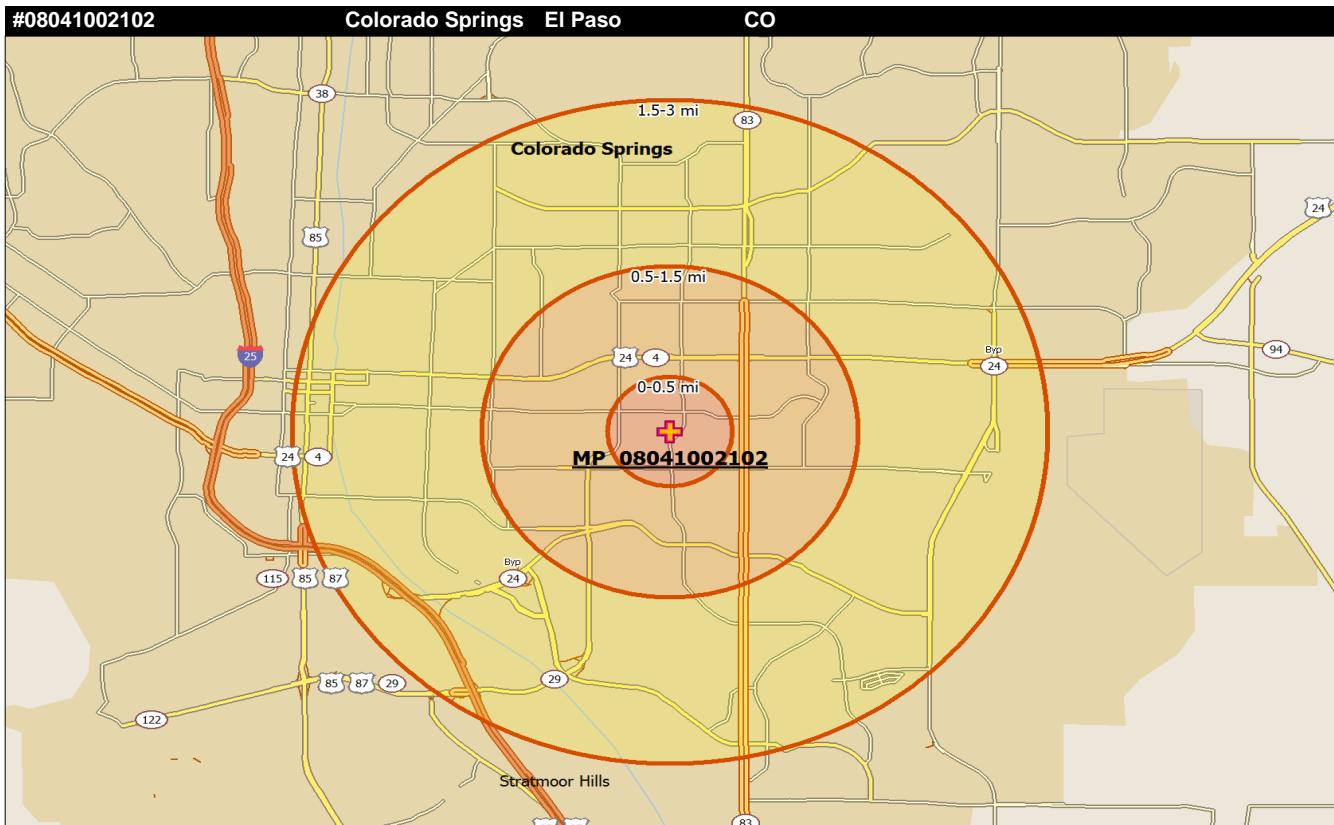
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.03	Racial Diversity Index	41.75
Ancestry Diversity Index	77.94	Diversity Composite Index	70.80
Foreign Born Diversity Index	78.02	Population Density Index	77.18



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041005502	Total Households in 3 mi Ring	45,493
CT Centroid Latitude	38.88848	Active Evangelical HHLDS	4,960
CT Centroid Longitude	-104.74766	Active Evangelical PERCENT	10.90%
City Location	Colorado Springs	Unreached HHLDS	31,112
County Location	El Paso	Unreached Percent	68.39%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,147
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.71%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,390
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.85%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,574
Population Pattern	250000-250000-100000	NOT Evangelical NOT Interested PERCENT	40.83%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	63%	Low Education County	False
Mainstay Community	8.21%	Low Employment County	False
Working Community	16.54%	Persistent Poverty County	False
Country Community	0.05%	Population Loss County	False
Aspiring Community	6.14%	Nonmetro Recreation County	False
Urban Community	6.06%	Retirement Destination County	False

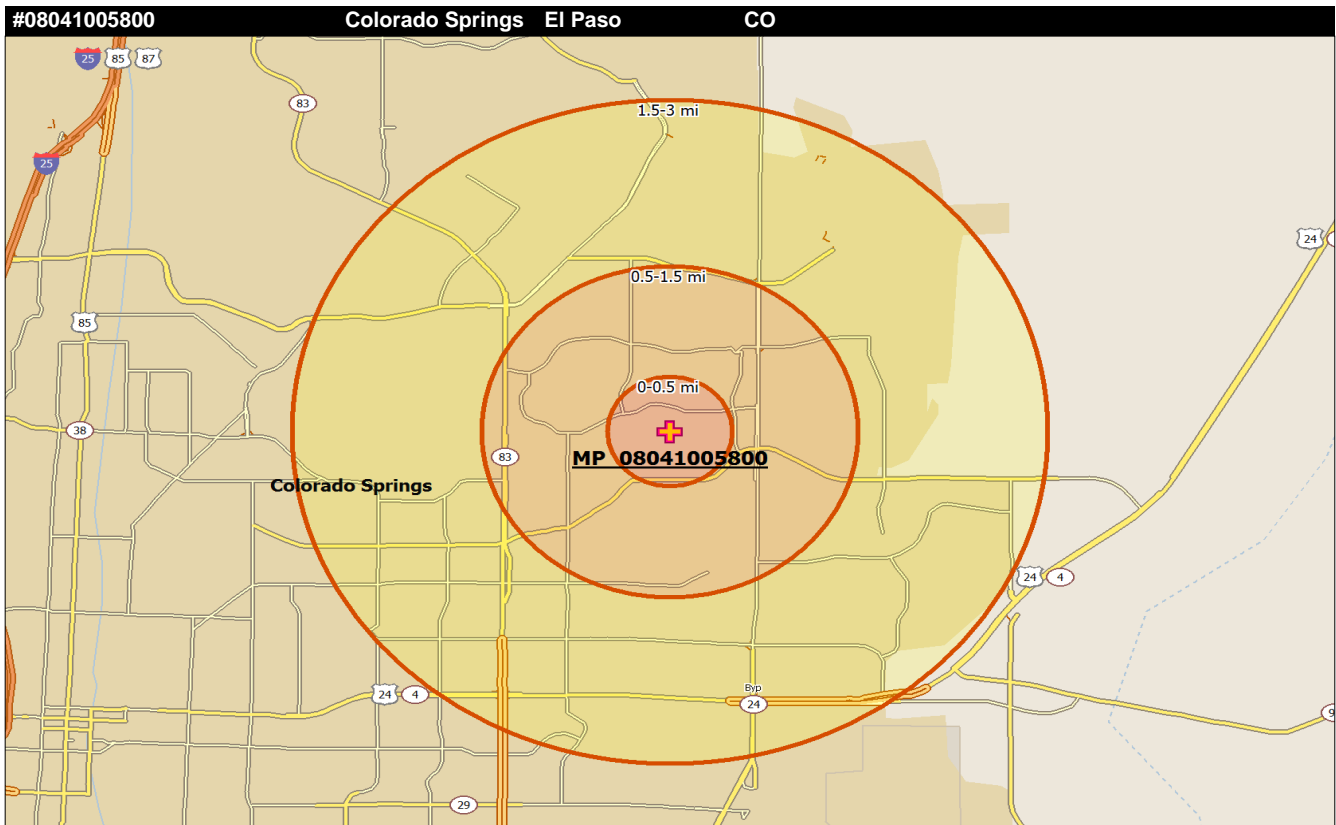
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	47.20	Racial Diversity Index	41.15
Ancestry Diversity Index	77.75	Diversity Composite Index	77.18
Foreign Born Diversity Index	82.27	Population Density Index	78.79



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041002102	Total Households in 3 mi Ring	44,477
CT Centroid Latitude	38.83001	Active Evangelical HHLDS	4,635
CT Centroid Longitude	-104.76836	Active Evangelical PERCENT	10.42%
City Location	Colorado Springs	Unreached HHLDS	31,032
County Location	El Paso	Unreached Percent	69.77%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,439
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.72%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,652
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.46%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,947
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42.6%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	16.19%	Low Education County	False
Mainstay Community	7.52%	Low Employment County	False
Working Community	47.3%	Persistent Poverty County	False
Country Community	0.7%	Population Loss County	False
Aspiring Community	8.85%	Nonmetro Recreation County	False
Urban Community	19.43%	Retirement Destination County	False

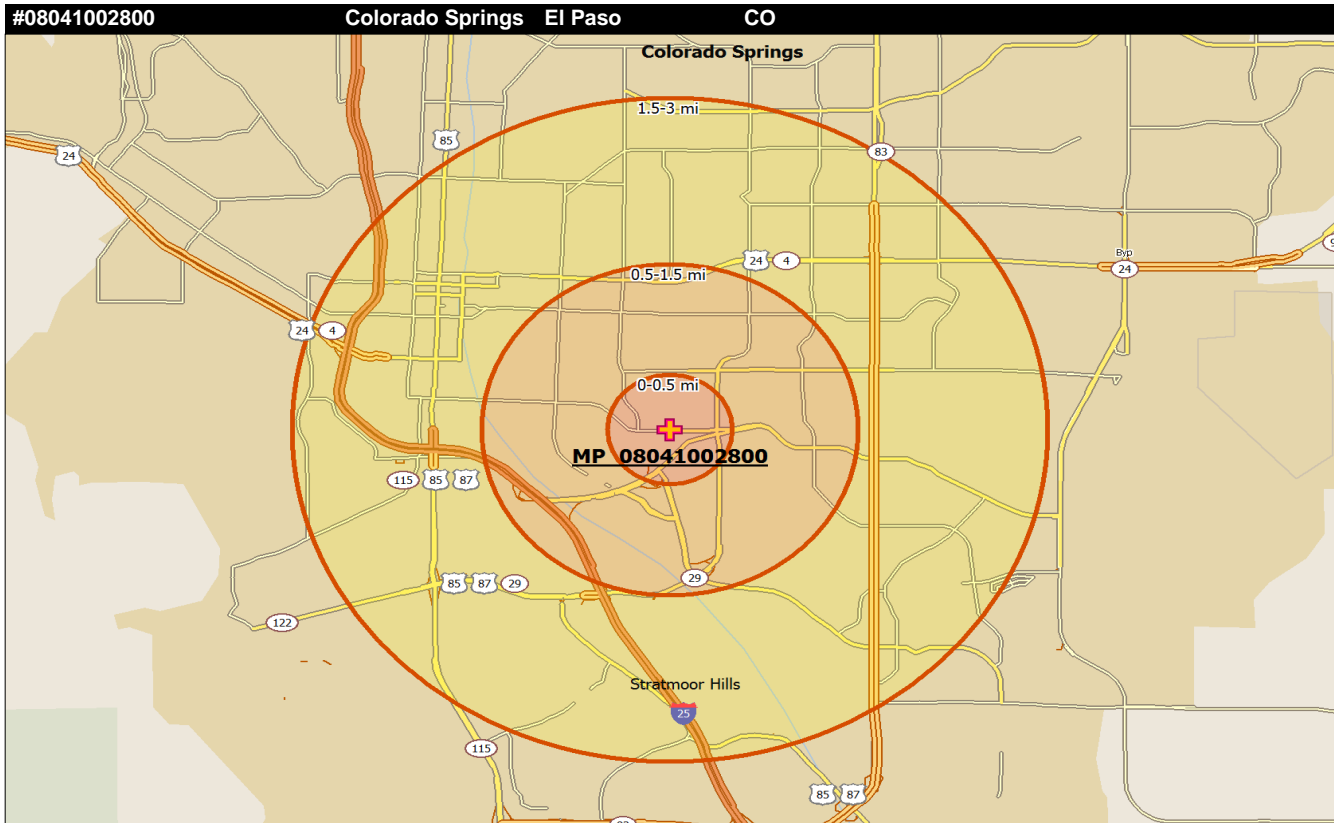
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	62.45	Racial Diversity Index	73.92
Ancestry Diversity Index	42.83	Diversity Composite Index	68.16
Foreign Born Diversity Index	39.60	Population Density Index	75.67



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041005800	Total Households in 3 mi Ring	42,115
CT Centroid Latitude	38.87422	Active Evangelical HHLDS	4,570
CT Centroid Longitude	-104.73281	Active Evangelical PERCENT	10.85%
City Location	Colorado Springs	Unreached HHLDS	28,866
County Location	El Paso	Unreached Percent	68.54%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,603
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.68%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,985
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.84%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,280
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	51.68%	Low Education County	False
Mainstay Community	9.46%	Low Employment County	False
Working Community	23.37%	Persistent Poverty County	False
Country Community	0.06%	Population Loss County	False
Aspiring Community	5.69%	Nonmetro Recreation County	False
Urban Community	9.76%	Retirement Destination County	False

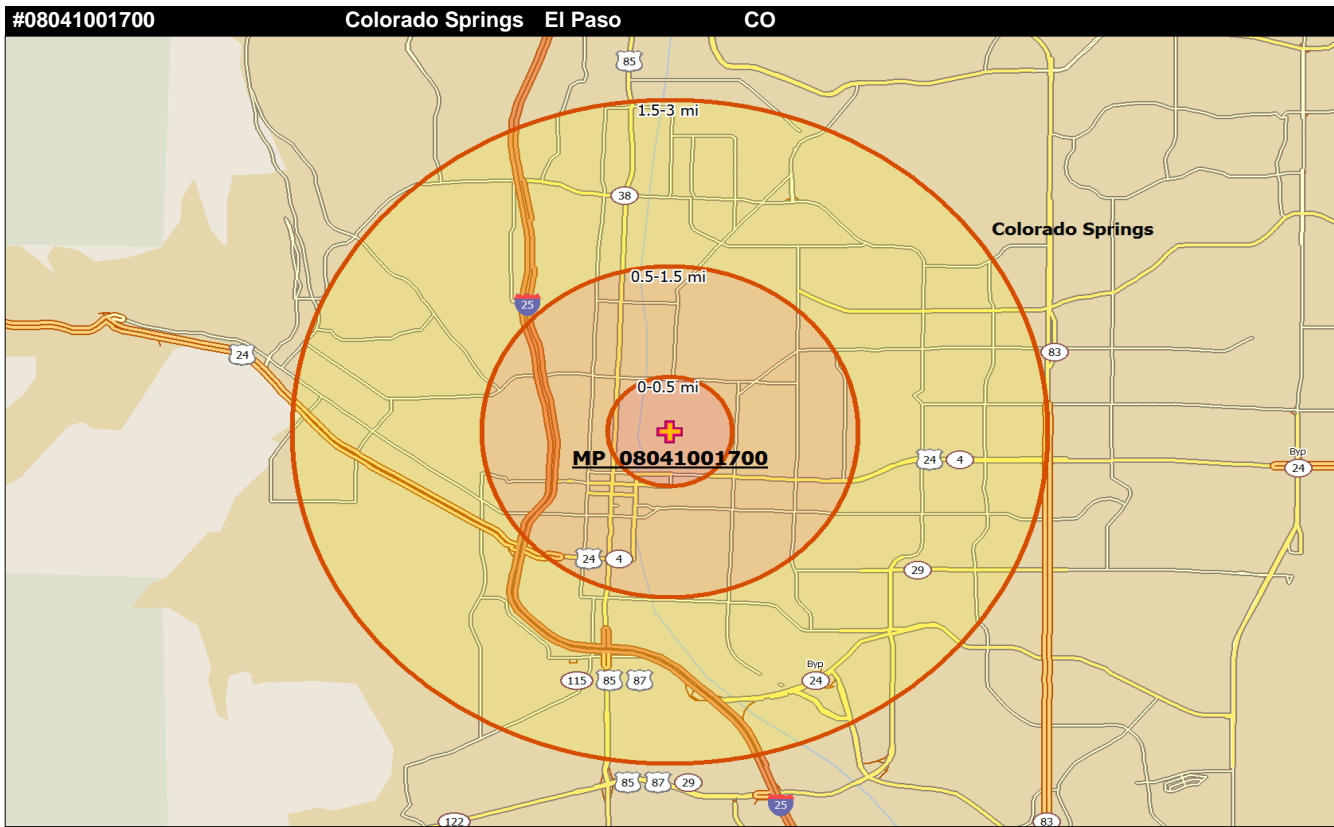
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	51.95	Racial Diversity Index	46.01
Ancestry Diversity Index	71.04	Diversity Composite Index	71.64
Foreign Born Diversity Index	70.42	Population Density Index	74.29



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041002800	Total Households in 3 mi Ring	45,733
CT Centroid Latitude	38.81751	Active Evangelical HHLDS	4,724
CT Centroid Longitude	-104.78750	Active Evangelical PERCENT	10.33%
City Location	Colorado Springs	Unreached HHLDS	32,032
County Location	El Paso	Unreached Percent	70.04%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,461
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.31%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,018
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,556
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.76%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.31%	Low Education County	False
Mainstay Community	8.55%	Low Employment County	False
Working Community	47.25%	Persistent Poverty County	False
Country Community	0.4%	Population Loss County	False
Aspiring Community	13.17%	Nonmetro Recreation County	False
Urban Community	18.31%	Retirement Destination County	False

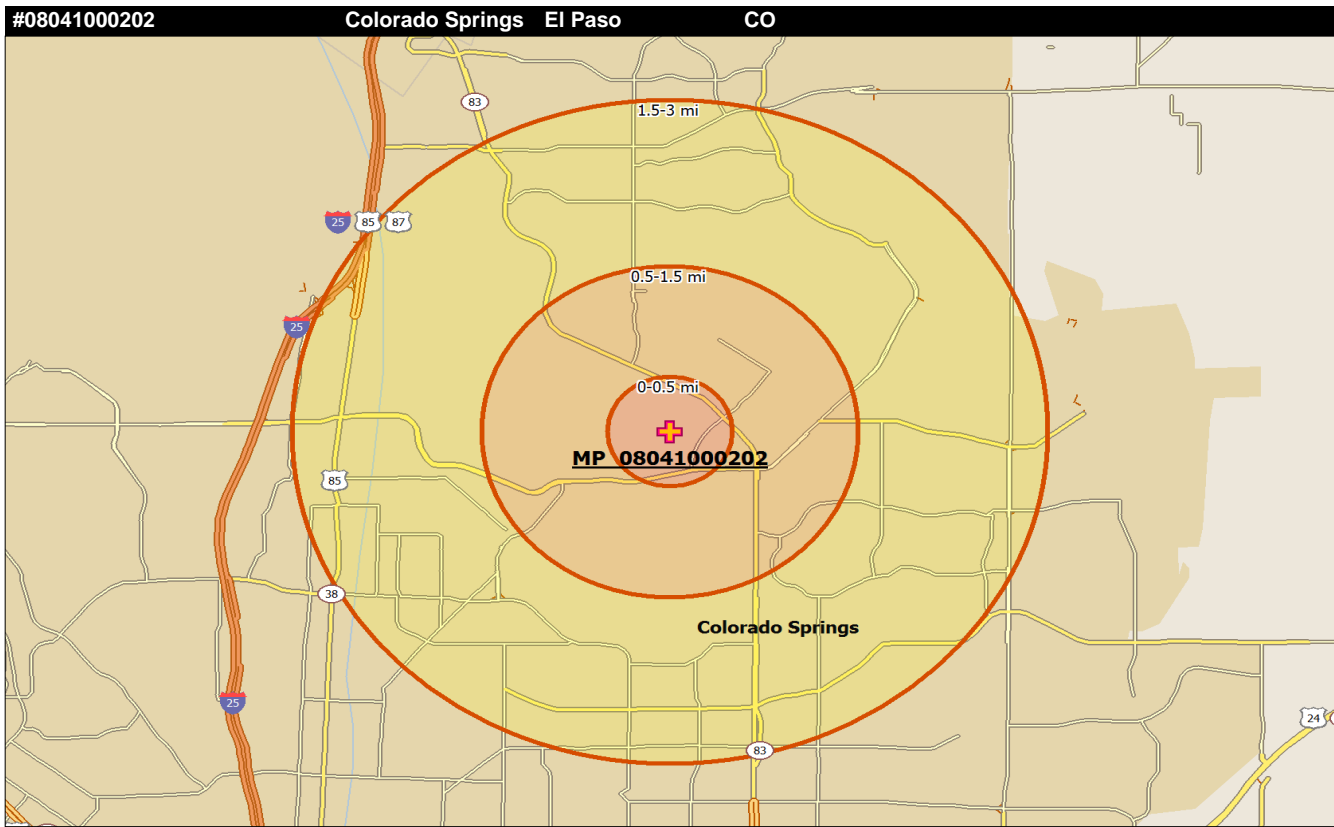
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	63.60	Racial Diversity Index	75.13
Ancestry Diversity Index	42.20	Diversity Composite Index	65.58
Foreign Born Diversity Index	40.44	Population Density Index	76.57



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041001700	Total Households in 3 mi Ring	42,300
CT Centroid Latitude	38.84342	Active Evangelical HHLDS	4,475
CT Centroid Longitude	-104.81296	Active Evangelical PERCENT	10.58%
City Location	Colorado Springs	Unreached HHLDS	29,322
County Location	El Paso	Unreached Percent	69.32%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,804
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.09%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,693
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.09%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	17,827
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	42.14%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.35%	Low Education County	False
Mainstay Community	8.47%	Low Employment County	False
Working Community	55.12%	Persistent Poverty County	False
Country Community	0.47%	Population Loss County	False
Aspiring Community	10.81%	Nonmetro Recreation County	False
Urban Community	11.77%	Retirement Destination County	False

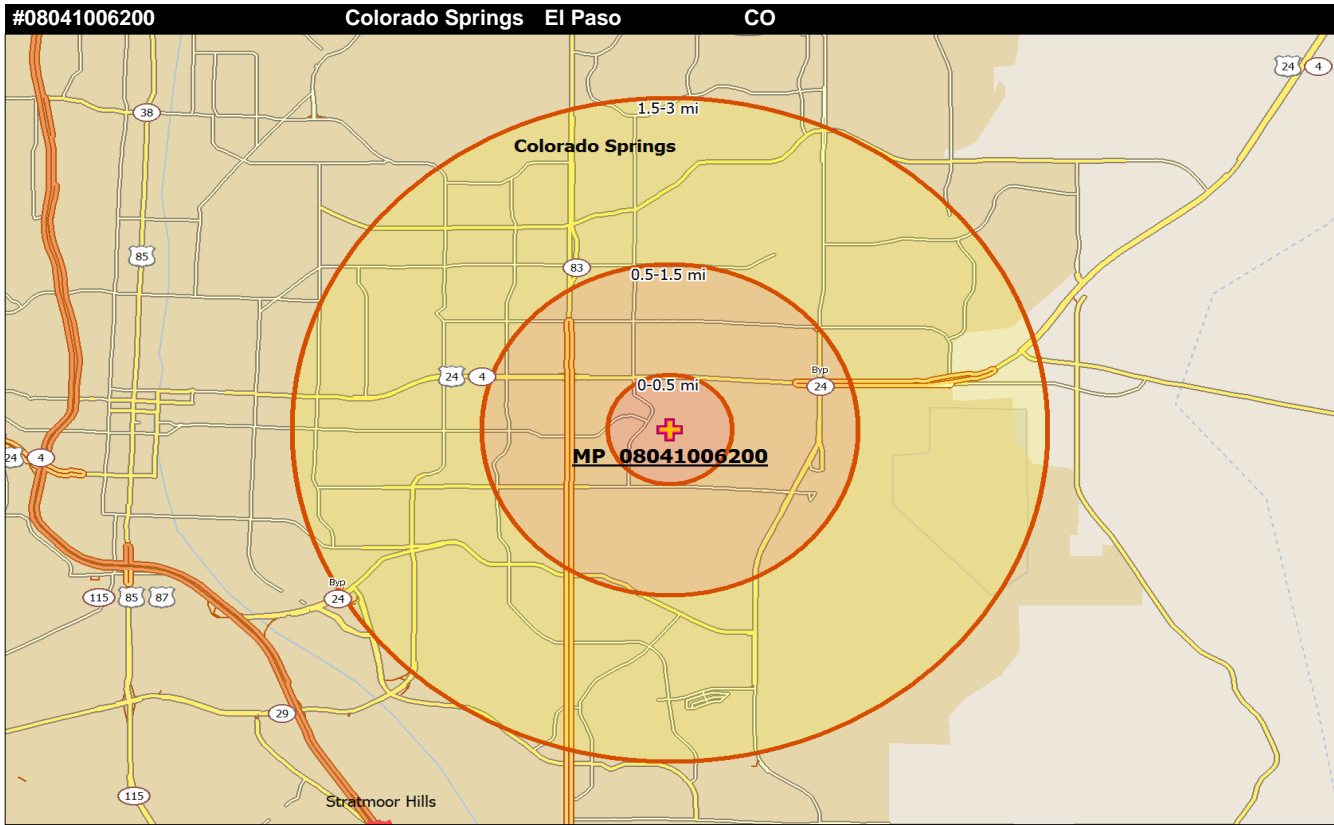
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	53.26	Racial Diversity Index	51.64
Ancestry Diversity Index	64.31	Diversity Composite Index	63.17
Foreign Born Diversity Index	46.33	Population Density Index	73.88



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041000202	Total Households in 3 mi Ring	42,081
CT Centroid Latitude	38.89564	Active Evangelical HHLDS	4,558
CT Centroid Longitude	-104.76973	Active Evangelical PERCENT	10.83%
City Location	Colorado Springs	Unreached HHLDS	28,865
County Location	El Paso	Unreached Percent	68.59%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,631
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.76%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,840
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.5%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,392
Population Pattern	250000-1000000-100000	NOT Evangelical NOT Interested PERCENT	41.33%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	60.17%	Low Education County	False
Mainstay Community	7.86%	Low Employment County	False
Working Community	17.96%	Persistent Poverty County	False
Country Community	0.18%	Population Loss County	False
Aspiring Community	8.99%	Nonmetro Recreation County	False
Urban Community	4.84%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	47.01	Racial Diversity Index	39.38
Ancestry Diversity Index	80.63	Diversity Composite Index	75.27
Foreign Born Diversity Index	83.82	Population Density Index	77.06



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041006200	Total Households in 3 mi Ring	39,824
CT Centroid Latitude	38.83281	Active Evangelical HHLDS	4,181
CT Centroid Longitude	-104.74264	Active Evangelical PERCENT	10.50%
City Location	Colorado Springs	Unreached HHLDS	27,701
County Location	El Paso	Unreached Percent	69.56%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,658
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.72%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,100
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.3%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	16,983
Population Pattern	250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42.64%

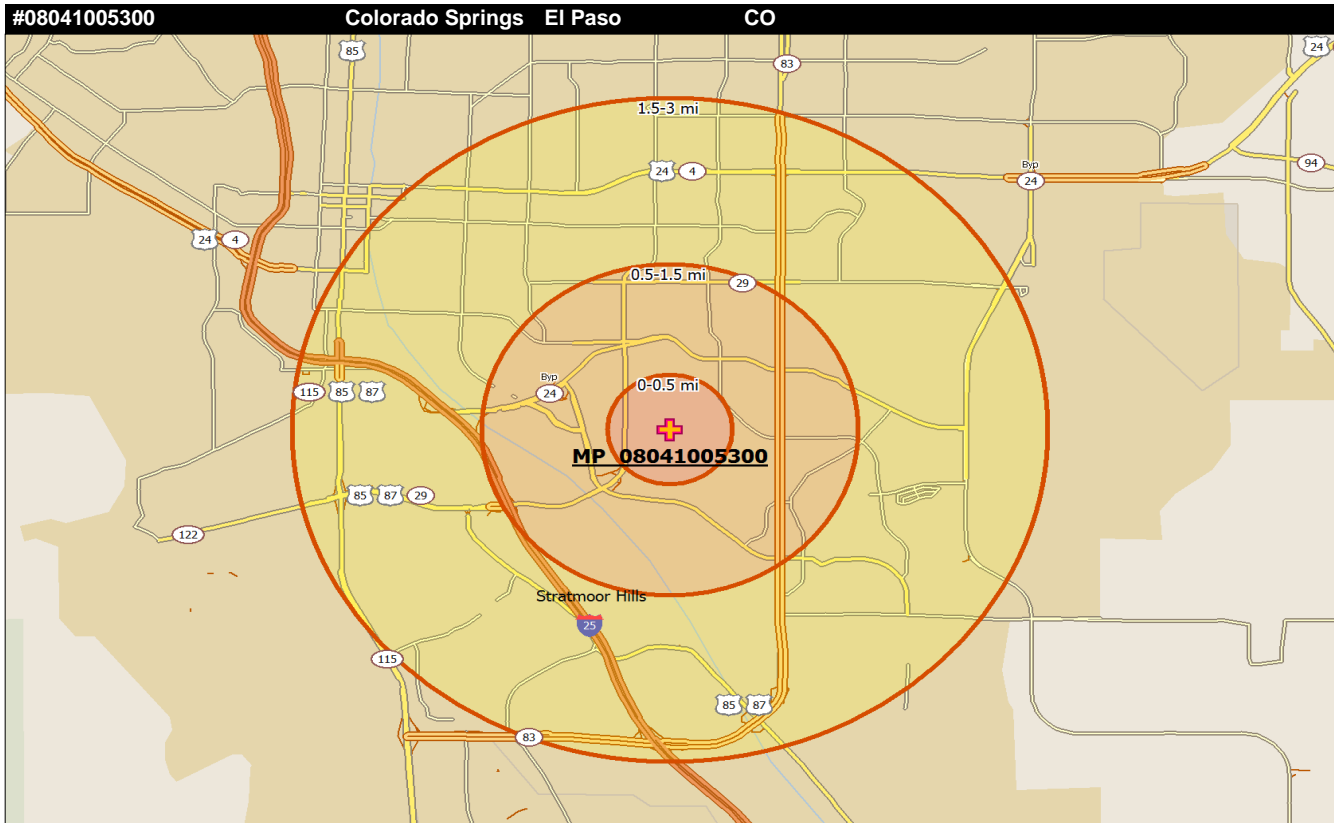
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.41%	Low Education County	False
Mainstay Community	7.71%	Low Employment County	False
Working Community	42.85%	Persistent Poverty County	False
Country Community	1.14%	Population Loss County	False
Aspiring Community	9.79%	Nonmetro Recreation County	False
Urban Community	19.11%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.47	Racial Diversity Index	72.33
Ancestry Diversity Index	43.21	Diversity Composite Index	67.76
Foreign Born Diversity Index	42.28	Population Density Index	74.71

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

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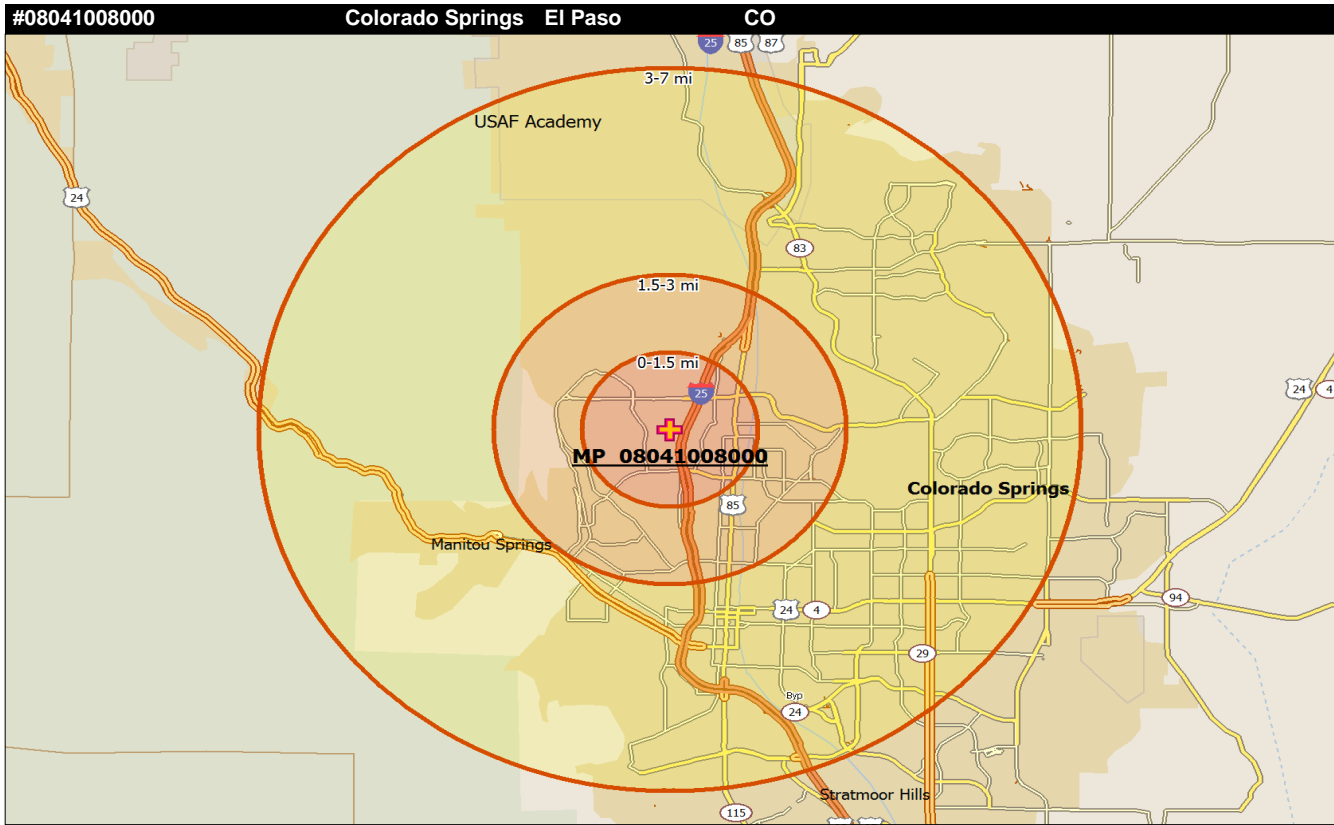
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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041005300	Total Households in 3 mi Ring	40,550
CT Centroid Latitude	38.80592	Active Evangelical HHLDS	4,188
CT Centroid Longitude	-104.77370	Active Evangelical PERCENT	10.33%
City Location	Colorado Springs	Unreached HHLDS	28,407
County Location	El Paso	Unreached Percent	70.05%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,614
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.31%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,353
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.73%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,444
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	43.02%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.61%	Low Education County	False
Mainstay Community	9.98%	Low Employment County	False
Working Community	39.54%	Persistent Poverty County	False
Country Community	1.82%	Population Loss County	False
Aspiring Community	16.14%	Nonmetro Recreation County	False
Urban Community	16.92%	Retirement Destination County	False

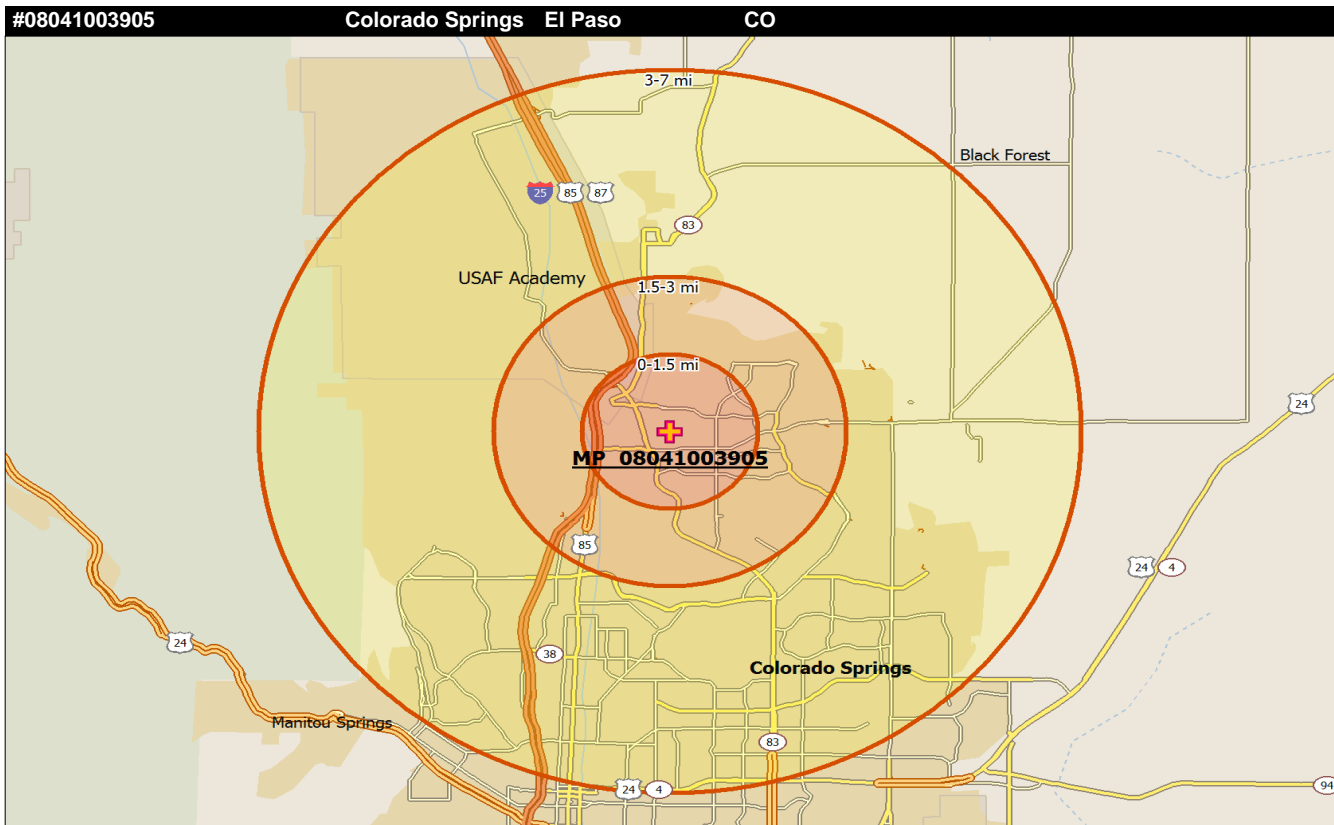
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.75	Racial Diversity Index	80.47
Ancestry Diversity Index	35.30	Diversity Composite Index	70.54
Foreign Born Diversity Index	40.38	Population Density Index	75.39



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041008000	Total Households in 3 mi Ring	25,563
CT Centroid Latitude	38.88796	Active Evangelical HHLDS	2,657
CT Centroid Longitude	-104.83939	Active Evangelical PERCENT	10.39%
City Location	Colorado Springs	Unreached HHLDS	17,860
County Location	El Paso	Unreached Percent	69.86%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,054
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.86%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,075
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.03%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	10,732
Population Pattern	100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41.98%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	42.5%	Low Education County	False
Mainstay Community	11.64%	Low Employment County	False
Working Community	28.04%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	12.46%	Nonmetro Recreation County	False
Urban Community	5.1%	Retirement Destination County	False

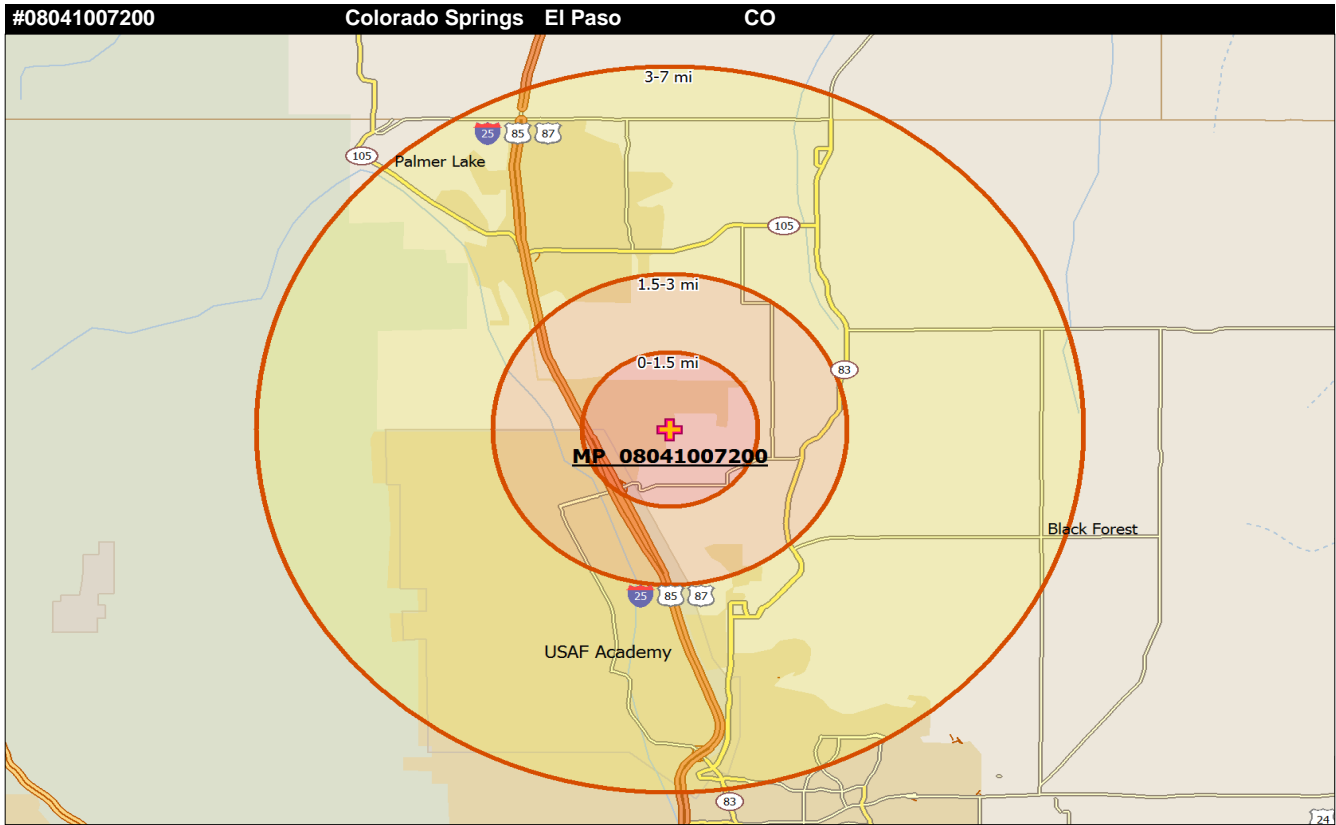
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	45.73	Racial Diversity Index	37.30
Ancestry Diversity Index	88.30	Diversity Composite Index	68.95
Foreign Born Diversity Index	72.28	Population Density Index	56.88



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041003905	Total Households in 3 mi Ring	28,593
CT Centroid Latitude	38.93776	Active Evangelical HHLDS	3,047
CT Centroid Longitude	-104.78965	Active Evangelical PERCENT	10.66%
City Location	Colorado Springs	Unreached HHLDS	19,758
County Location	El Paso	Unreached Percent	69.1%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,409
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.42%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,542
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.39%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	11,807
Population Pattern	100000-250000-250000	NOT Evangelical NOT Interested PERCENT	41.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	82.78%	Low Education County	False
Mainstay Community	3.83%	Low Employment County	False
Working Community	4.49%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	8.15%	Nonmetro Recreation County	False
Urban Community	0.76%	Retirement Destination County	False

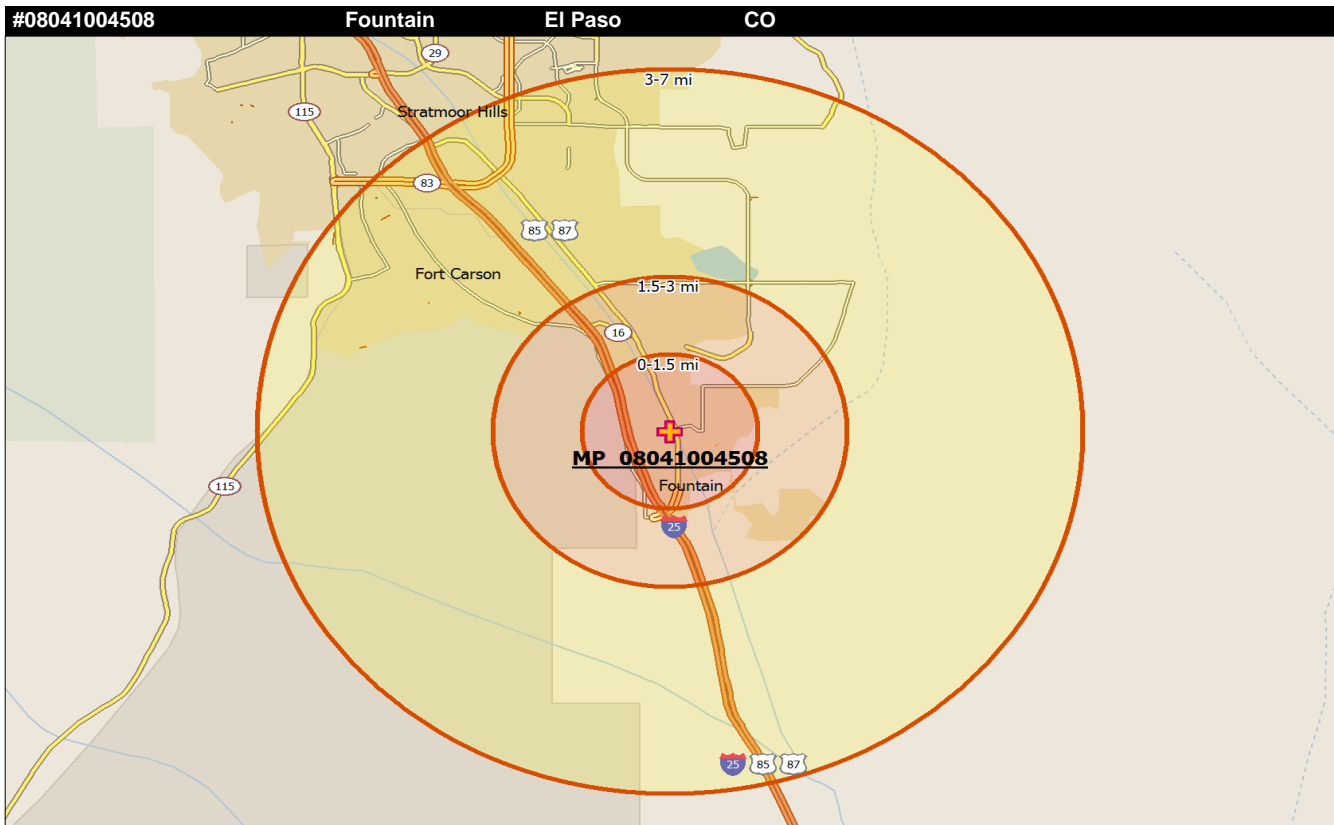
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.37	Racial Diversity Index	34.20
Ancestry Diversity Index	87.06	Diversity Composite Index	69.46
Foreign Born Diversity Index	83.40	Population Density Index	61.97



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041007200	Total Households in 3 mi Ring	6,307
CT Centroid Latitude	39.04290	Active Evangelical HHLDS	622
CT Centroid Longitude	-104.81699	Active Evangelical PERCENT	9.86%
City Location	Colorado Springs	Unreached HHLDS	4,504
County Location	El Paso	Unreached Percent	71.42%
Sitescape Category code	3	Religious but NOT Evang HHLDS	992
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	15.73%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	844
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.39%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,669
Population Pattern	50000-50000-250000	NOT Evangelical NOT Interested PERCENT	42.31%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	95.48%	Low Education County	False
Mainstay Community	4.19%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0.35%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	32.30	Racial Diversity Index	19.54
Ancestry Diversity Index	93.98	Diversity Composite Index	70.96
Foreign Born Diversity Index	81.15	Population Density Index	29.87



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041004508	Total Households in 3 mi Ring	11,794
CT Centroid Latitude	38.69564	Active Evangelical HHLDS	1,222
CT Centroid Longitude	-104.70710	Active Evangelical PERCENT	10.36%
City Location	Fountain	Unreached HHLDS	8,252
County Location	El Paso	Unreached Percent	69.97%
Sitescape Category code	3	Religious but NOT Evang HHLDS	2,010
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	17.04%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,070
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.07%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	5,173
Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	43.86%

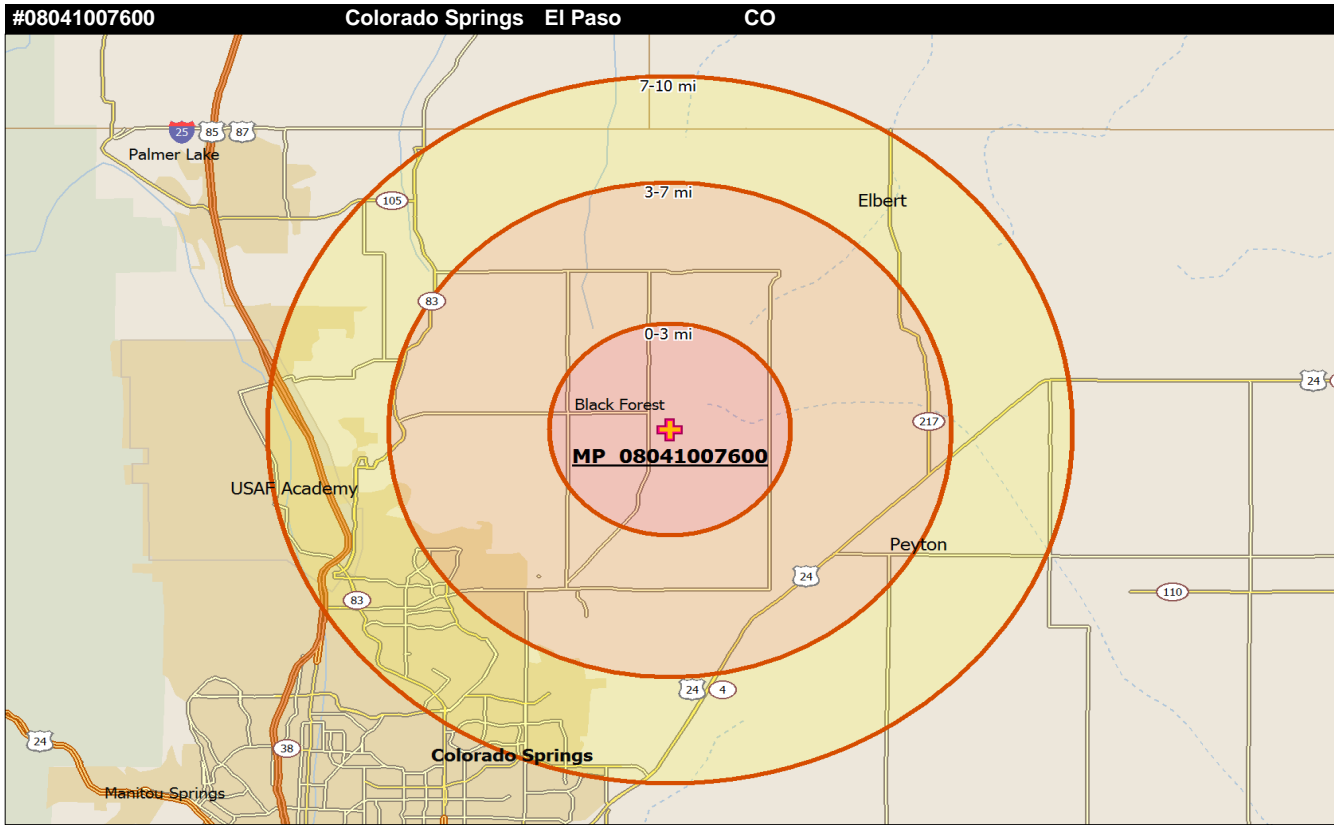
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	65.3%	Low Education County	False
Mainstay Community	9.41%	Low Employment County	False
Working Community	16.15%	Persistent Poverty County	False
Country Community	3.71%	Population Loss County	False
Aspiring Community	2.67%	Nonmetro Recreation County	False
Urban Community	2.76%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.59	Racial Diversity Index	56.46
Ancestry Diversity Index	48.31	Diversity Composite Index	58.59
Foreign Born Diversity Index	34.60	Population Density Index	37.43

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

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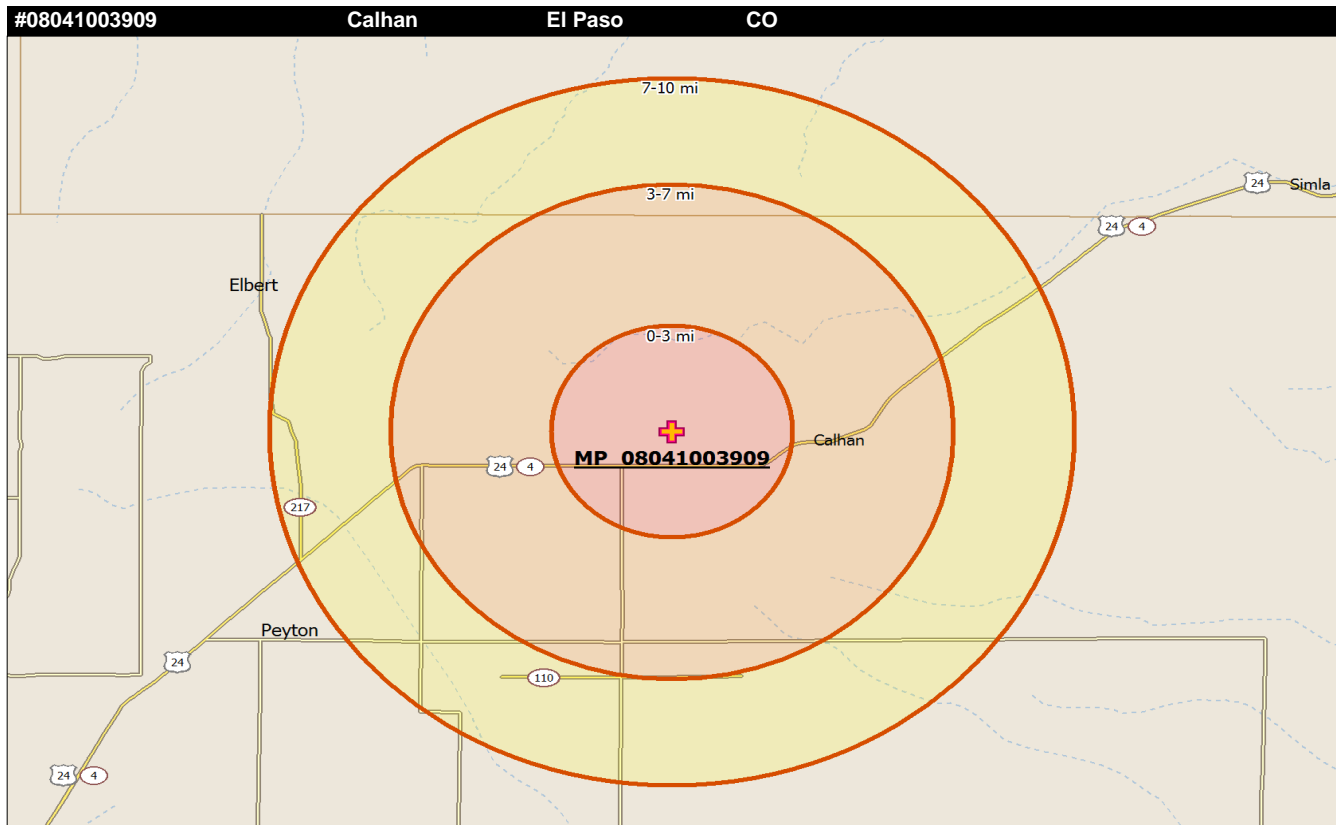
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19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041007600	Total Households in 3 mi Ring	2,104
CT Centroid Latitude	39.00612	Active Evangelical HHLDS	225
CT Centroid Longitude	-104.65339	Active Evangelical PERCENT	10.71%
City Location	Colorado Springs	Unreached HHLDS	1,449
County Location	El Paso	Unreached Percent	68.89%
Sitescape Category code	2	Religious but NOT Evang HHLDS	334
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.86%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	262
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.47%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	854
Population Pattern	10000-100000-250000	NOT Evangelical NOT Interested PERCENT	40.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	99.71%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0.24%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.24	Racial Diversity Index	17.42
Ancestry Diversity Index	83.87	Diversity Composite Index	53.05
Foreign Born Diversity Index	45.29	Population Density Index	11.71



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08041003909	Total Households in 3 mi Ring	502
CT Centroid Latitude	39.04030	Active Evangelical HHLDS	61
CT Centroid Longitude	-104.36322	Active Evangelical PERCENT	12.06%
City Location	Calhan	Unreached HHLDS	325
County Location	El Paso	Unreached Percent	64.82%
Sitescape Category code	2	Religious but NOT Evang HHLDS	54
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.81%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	70
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.88%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	201
Population Pattern	10000-0-10000	NOT Evangelical NOT Interested PERCENT	40.13%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.17%	Low Education County	False
Mainstay Community	64.74%	Low Employment County	False
Working Community	17.13%	Persistent Poverty County	False
Country Community	9.56%	Population Loss County	False
Aspiring Community	1.2%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.93	Racial Diversity Index	18.74
Ancestry Diversity Index	90.86	Diversity Composite Index	25.09
Foreign Born Diversity Index	54.90	Population Density Index	14.30

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

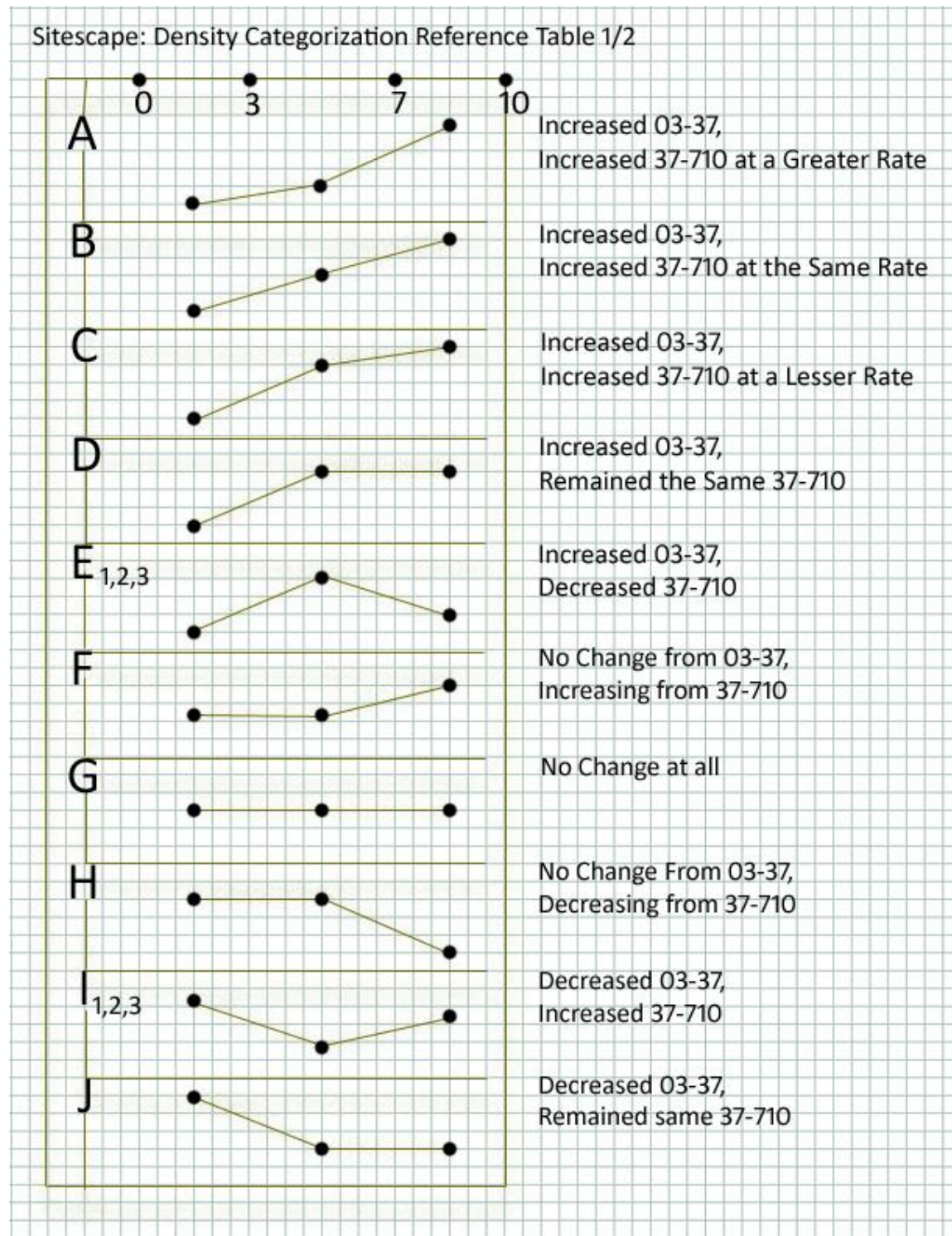
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

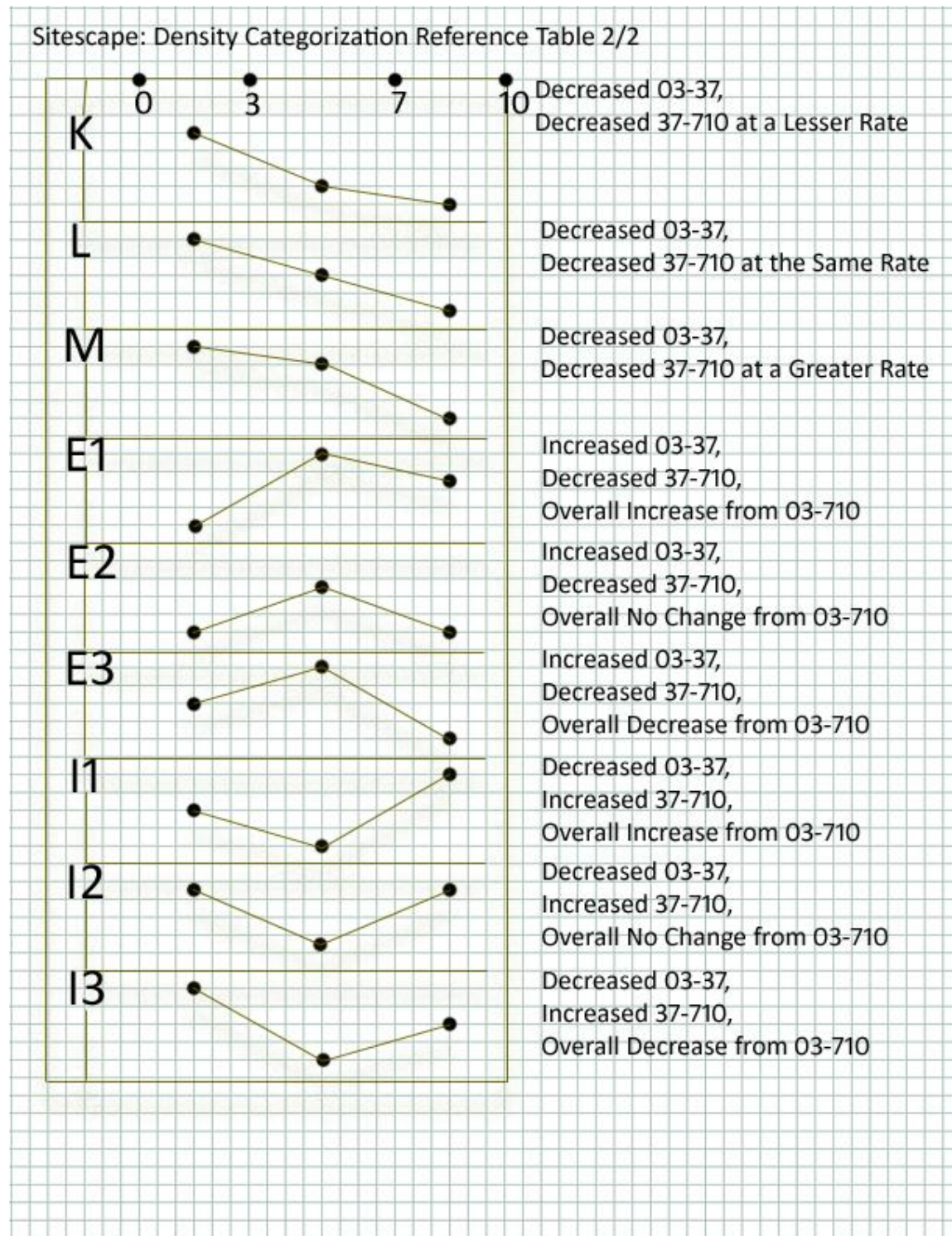
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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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