MISSION POINTS
Top Unreached Locations

Top Mission Points in the
High Country Baptist Association, Colorado

iFocus CONGREGATIONAL DEVELOPMENT

neotribal CULTURES PROJECT

Intercultural Institute *for Contextual Ministry*

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.

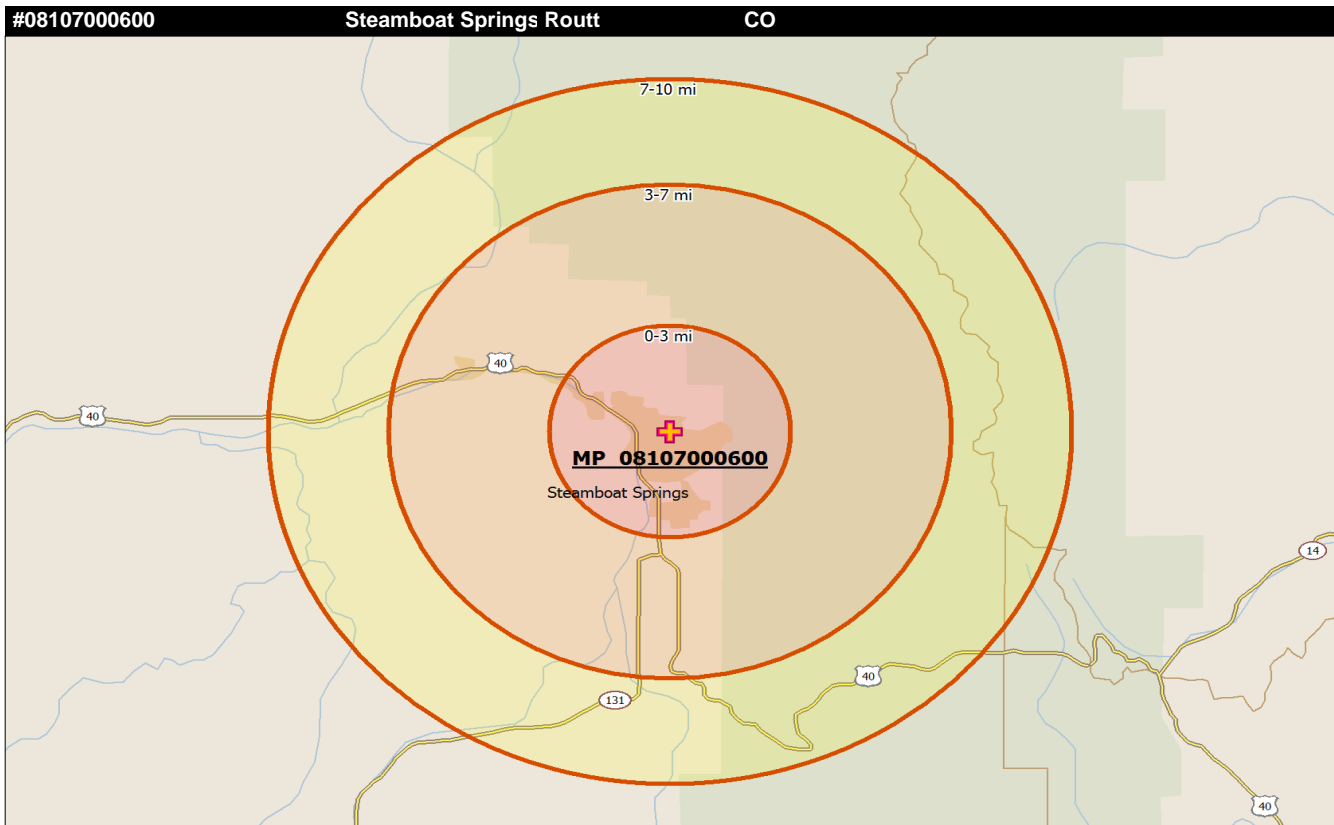God bless your missional endeavors!

Curt Watke, Ph.D.

Executive Director
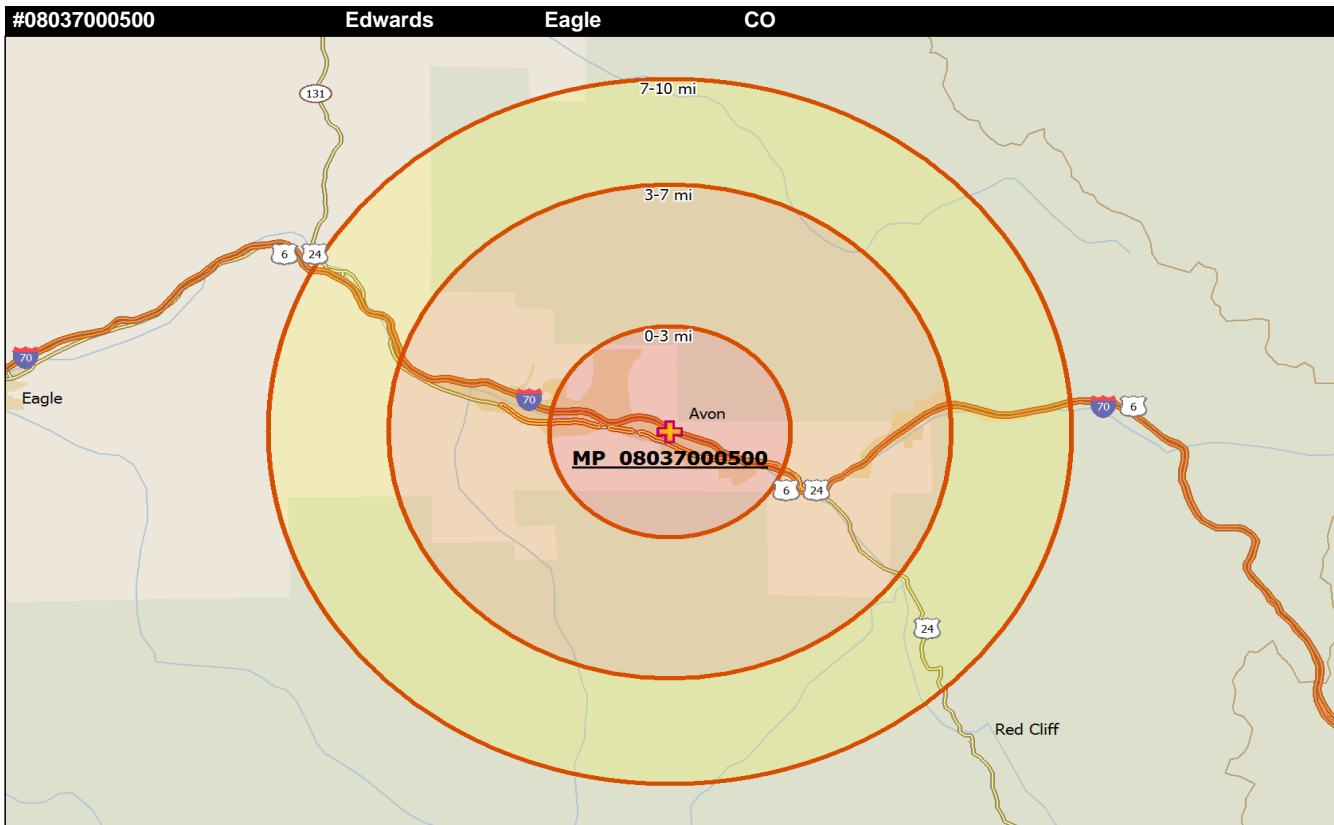
#08037000500	Edwards	Eagle	CO

1	**LOCATION RANK IN REGIONAL SITESCAPE**		**3 MILE RING SPIRITUALITY STATUS**	
	Census Tract	#08037000500	Total Households in 3 mi Ring	4,720
	CT Centroid Latitude	39.63444	Active Evangelical HHLDS	66
	CT Centroid Longitude	-106.51784	Active Evangelical PERCENT	1.39%
	City Location	Edwards	Unreached HHLDS	3,671
	County Location	Eagle	Unreached Percent	77.78%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	1,064
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	22.55%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	542
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.49%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,064
	Population Pattern	50000-50000-2500	NOT Evangelical NOT Interested PERCENT	43.74%

3 MILE RING COMMUNITY TYPES		**3 MILE RING COUNTY TYPES**	
Upscale Community	60.93%	Low Education County	False
Mainstay Community	0.23%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	38.83%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	74.52	Racial Diversity Index	55.93
Ancestry Diversity Index	61.01	Diversity Composite Index	50.76
Foreign Born Diversity Index	8.68	Population Density Index	23.91

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

www.iicm.net

#08107000600	Steamboat Springs Routt	CO

MP_08107000600
Steamboat Springs

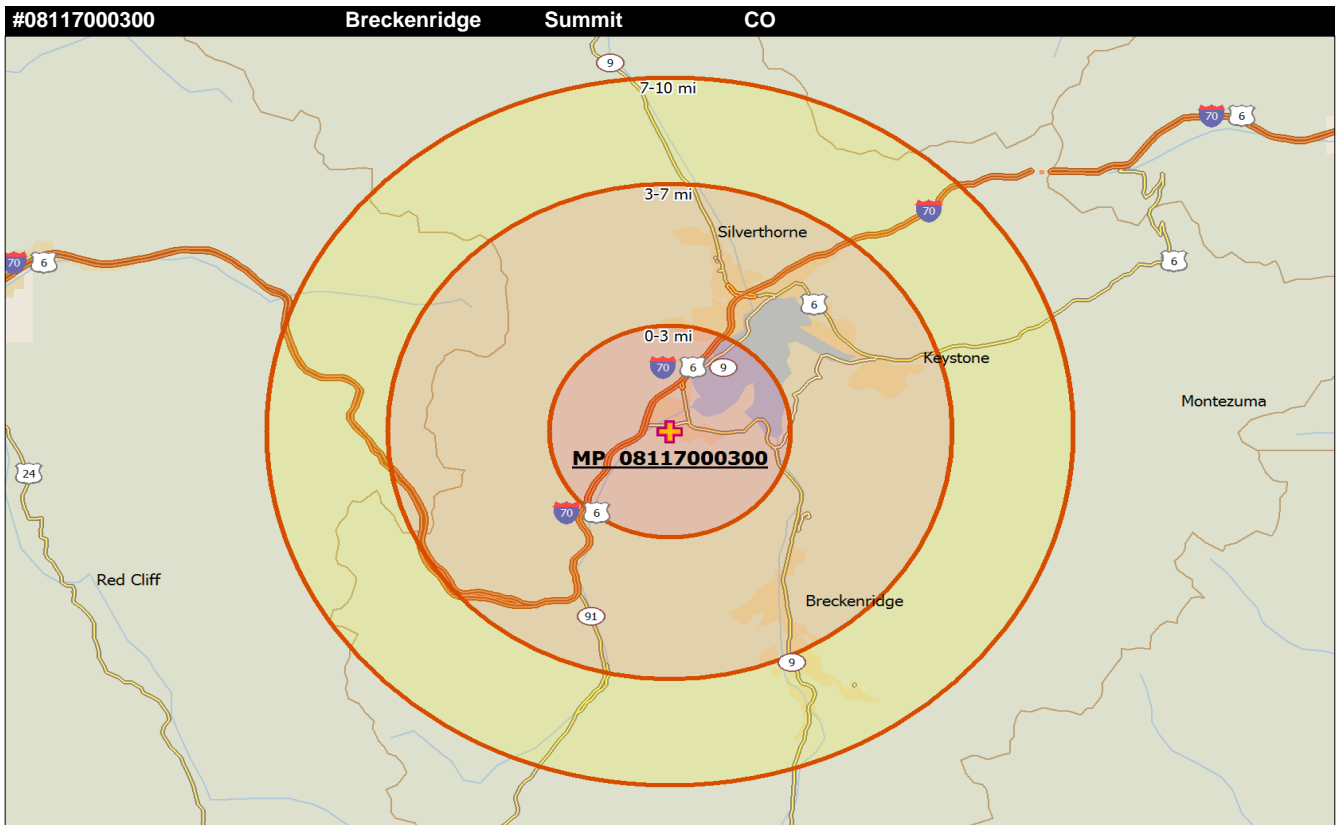| 2	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08107000600	Total Households in 3 mi Ring	5,635
	CT Centroid Latitude	40.47995	Active Evangelical HHLDS	239
	CT Centroid Longitude	-106.81061	Active Evangelical PERCENT	4.24%
	City Location	Steamboat Springs	Unreached HHLDS	4,111
	County Location	Routt	Unreached Percent	72.96%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	834
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.81%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	826
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.65%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,452
	Population Pattern	10000-10000-0	NOT Evangelical NOT Interested PERCENT	43.51%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	58.07%	Low Education County	False
Mainstay Community	10.84%	Low Employment County	False
Working Community	0.11%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	30.58%	Nonmetro Recreation County	True
Urban Community	0.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	26.10	Racial Diversity Index	10.98
Ancestry Diversity Index	97.76	Diversity Composite Index	20.81
Foreign Born Diversity Index	62.19	Population Density Index	22.06

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

#08117000300   **Breckenridge**   **Summit**   **CO**

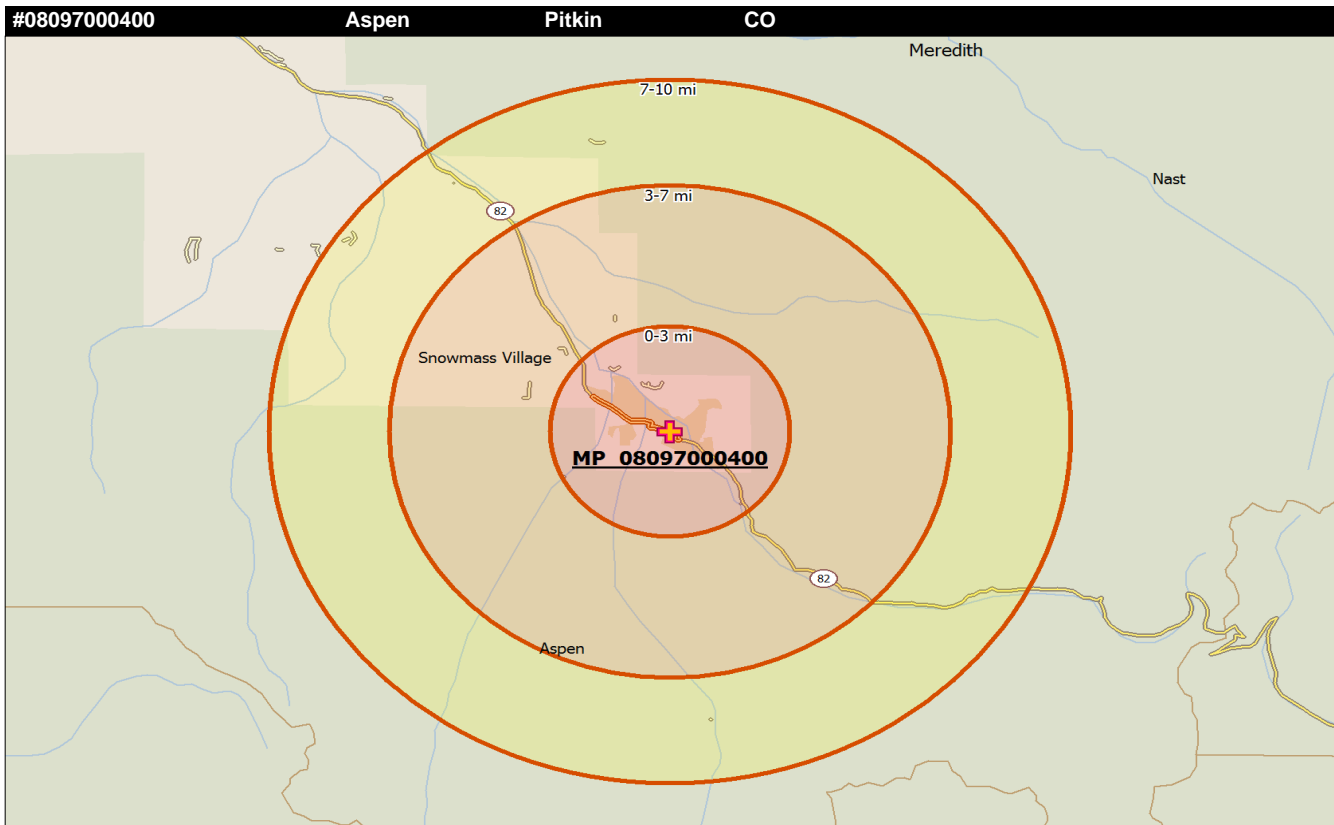| 3	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08117000300	Total Households in 3 mi Ring	1,785
	CT Centroid Latitude	39.57266	Active Evangelical HHLDS	53
	CT Centroid Longitude	-106.10117	Active Evangelical PERCENT	2.99%
	City Location	Breckenridge	Unreached HHLDS	1,217
	County Location	Summit	Unreached Percent	68.19%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	263
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.75%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	267
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	14.94%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	687
	Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	38.5%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	96.25%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0.22%	Population Loss County	False
Aspiring Community	3.47%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	44.50	Racial Diversity Index	15.87
Ancestry Diversity Index	94.40	Diversity Composite Index	65.59
Foreign Born Diversity Index	65.29	Population Density Index	10.36

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

#08097000400	Aspen	Pitkin	CO

4	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08097000400	Total Households in 3 mi Ring	3,954
	CT Centroid Latitude	39.19095	Active Evangelical HHLDS	26
	CT Centroid Longitude	-106.82161	Active Evangelical PERCENT	0.67%
	City Location	Aspen	Unreached HHLDS	3,113
	County Location	Pitkin	Unreached Percent	78.74%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	719
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	18.19%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	608
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	15.37%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,786
	Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	45.18%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	88.64%	Low Education County	False
Mainstay Community	2.83%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	8.52%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	47.37	Racial Diversity Index	20.23
Ancestry Diversity Index	99.61	Diversity Composite Index	71.84
Foreign Born Diversity Index	68.75	Population Density Index	17.93

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

#08037000300	Carbondale	Eagle	CO
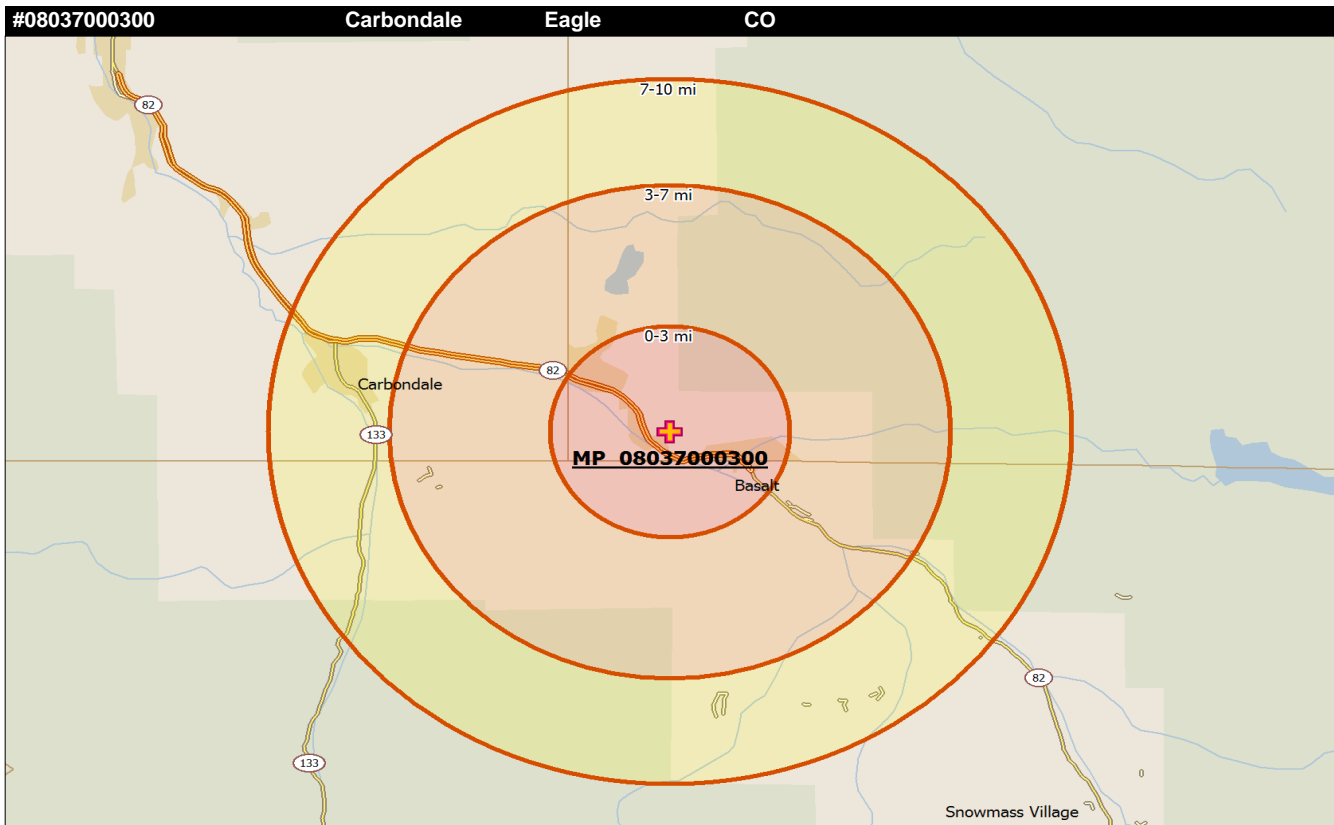
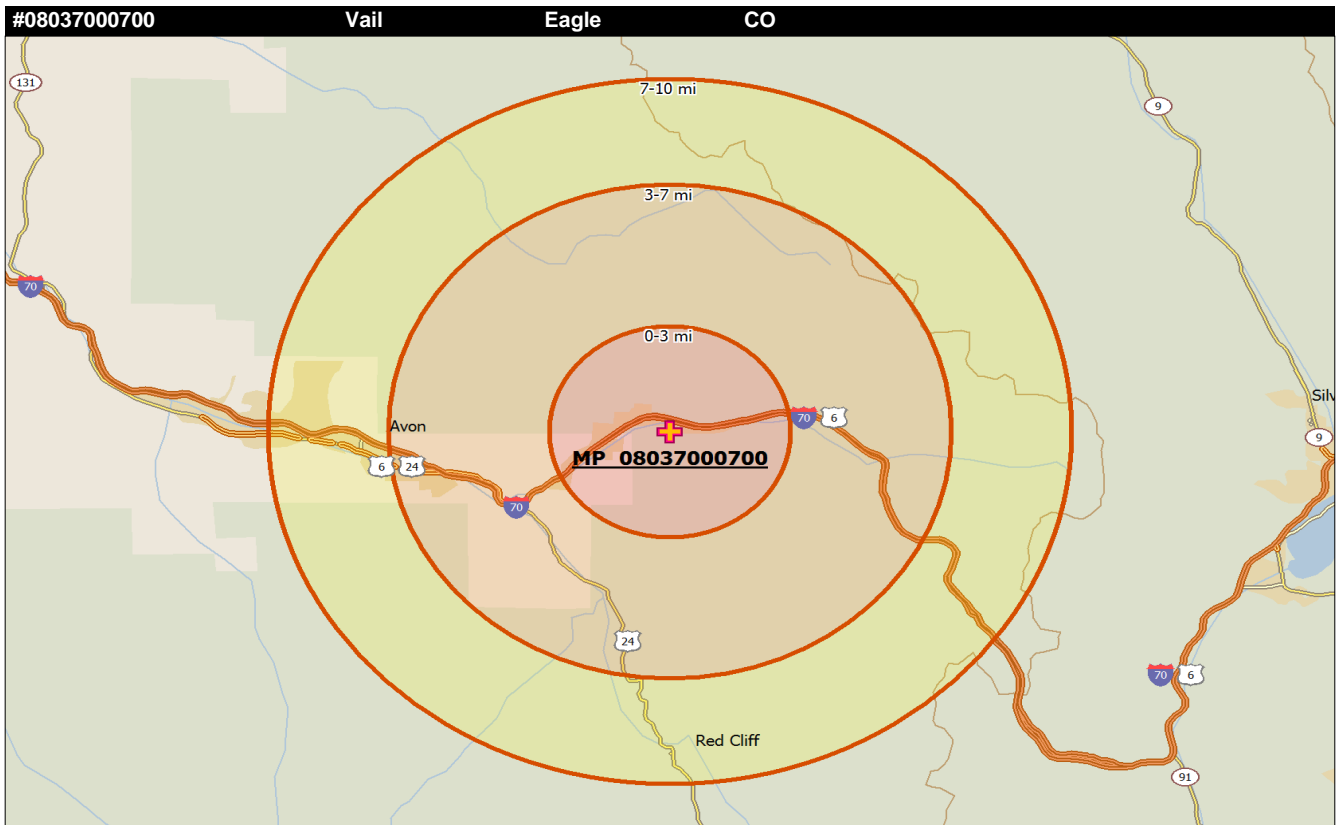| 5	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08037000300	Total Households in 3 mi Ring	2,220
	CT Centroid Latitude	39.37813	Active Evangelical HHLDS	40
	CT Centroid Longitude	-107.06615	Active Evangelical PERCENT	1.78%
	City Location	Carbondale	Unreached HHLDS	1,588
	County Location	Eagle	Unreached Percent	71.55%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	350
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.78%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	258
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	11.62%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	980
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	44.15%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	66.17%	Low Education County	False
Mainstay Community	10.86%	Low Employment County	False
Working Community	8.38%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	12.16%	Nonmetro Recreation County	True
Urban Community	2.39%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	73.44	Racial Diversity Index	53.43
Ancestry Diversity Index	75.75	Diversity Composite Index	48.64
Foreign Born Diversity Index	11.27	Population Density Index	21.00

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

#08037000700	Vail	Eagle	CO

MP 08037000700

6	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08037000700	Total Households in 3 mi Ring	1,802
	CT Centroid Latitude	39.63932	Active Evangelical HHLDS	24
	CT Centroid Longitude	-106.37826	Active Evangelical PERCENT	1.33%
	City Location	Vail	Unreached HHLDS	1,420
	County Location	Eagle	Unreached Percent	78.78%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	263
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.61%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	322
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	17.87%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	834
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	46.3%

| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.18%	Low Education County	False
Mainstay Community	2.5%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	59.27%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	60.93	Racial Diversity Index	27.70
Ancestry Diversity Index	98.54	Diversity Composite Index	69.78
Foreign Born Diversity Index	72.54	Population Density Index	11.09

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

#08081000400	Craig	Moffat	CO
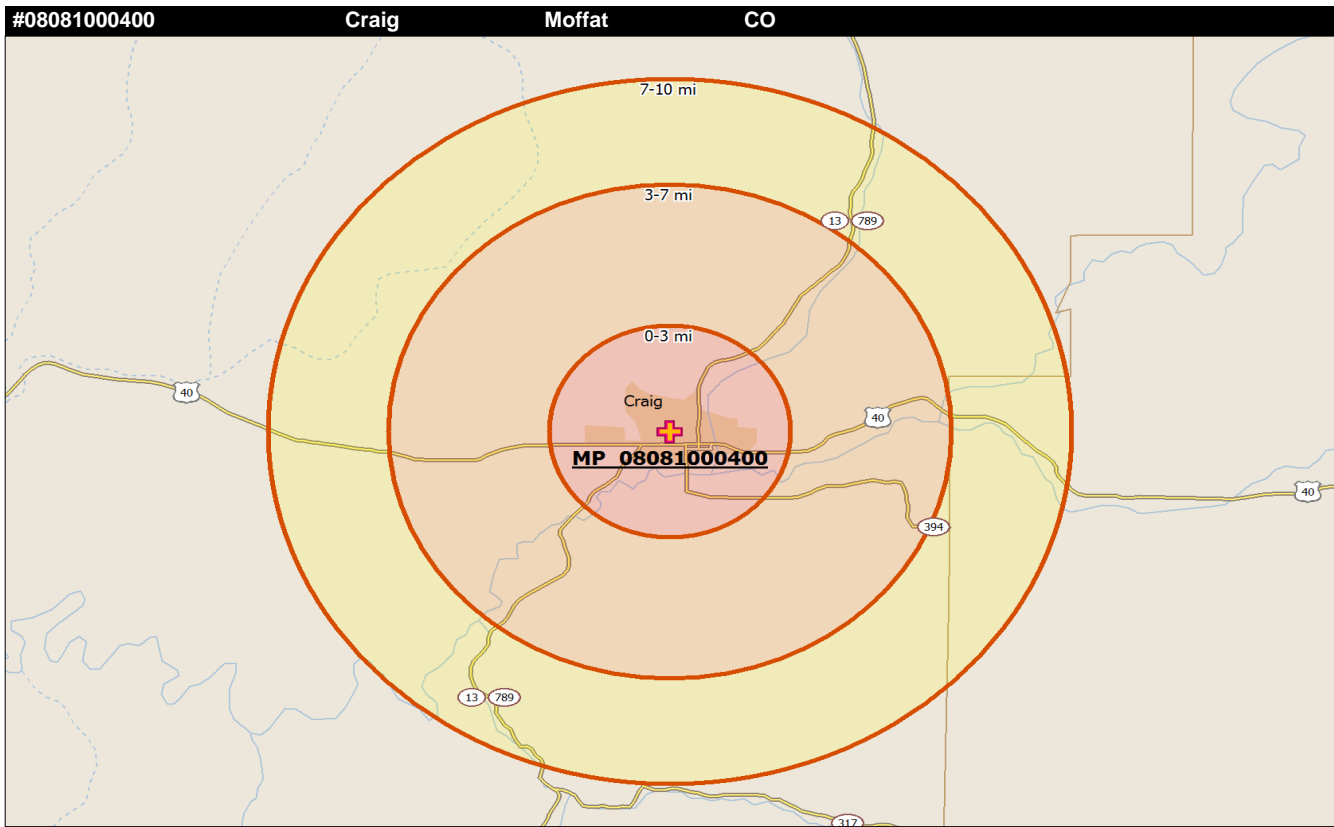
7	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08081000400	Total Households in 3 mi Ring	4,086
	CT Centroid Latitude	40.51953	Active Evangelical HHLDS	309
	CT Centroid Longitude	-107.56068	Active Evangelical PERCENT	7.56%
	City Location	Craig	Unreached HHLDS	2,678
	County Location	Moffat	Unreached Percent	65.53%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	532
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	13.02%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	489
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.98%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,656
	Population Pattern	50000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.53%

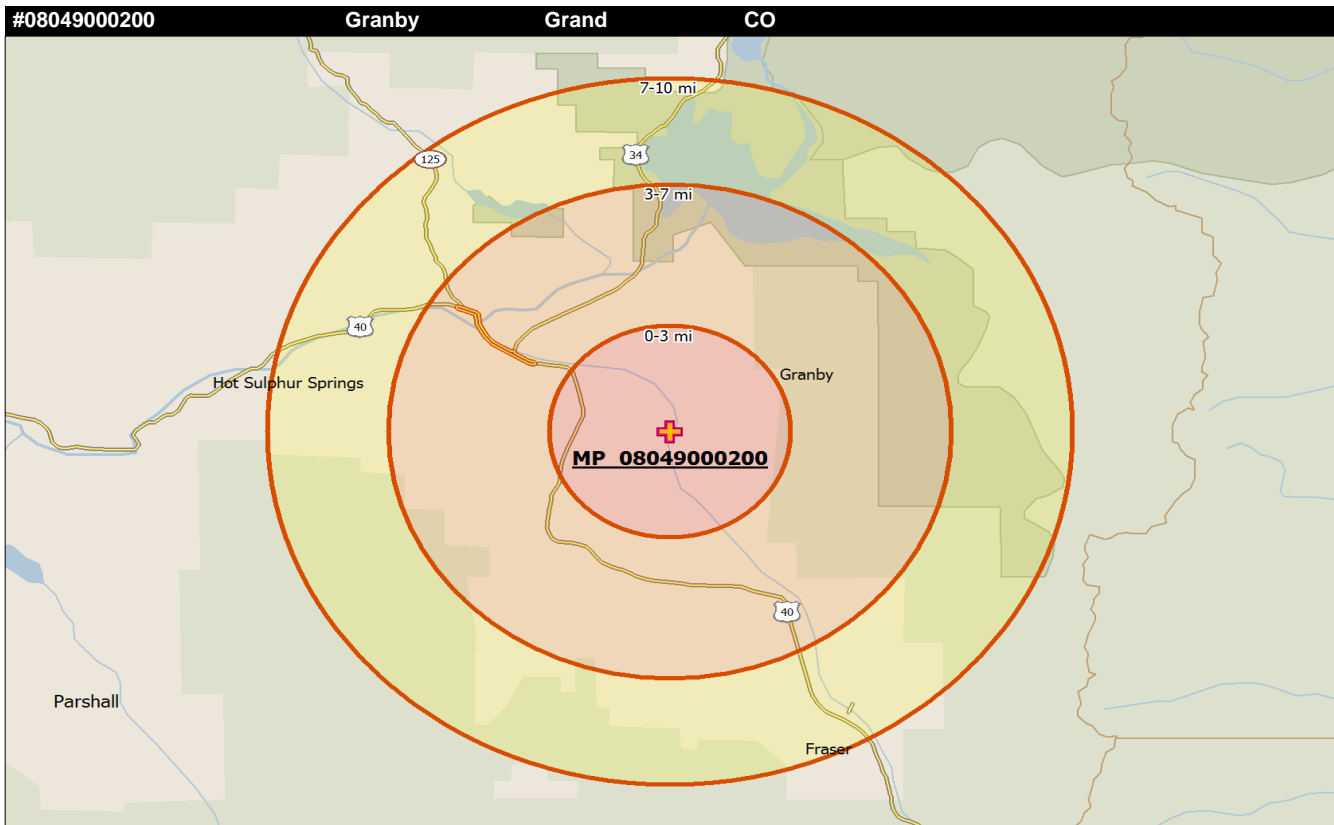| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.02%	Low Education County	False
Mainstay Community	26.02%	Low Employment County	False
Working Community	37.57%	Persistent Poverty County	False
Country Community	12.63%	Population Loss County	False
Aspiring Community	1.74%	Nonmetro Recreation County	False
Urban Community	8.03%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	41.81	Racial Diversity Index	32.52
Ancestry Diversity Index	81.67	Diversity Composite Index	19.67
Foreign Born Diversity Index	11.57	Population Density Index	24.04

#08037000200	Gypsum	Eagle	CO
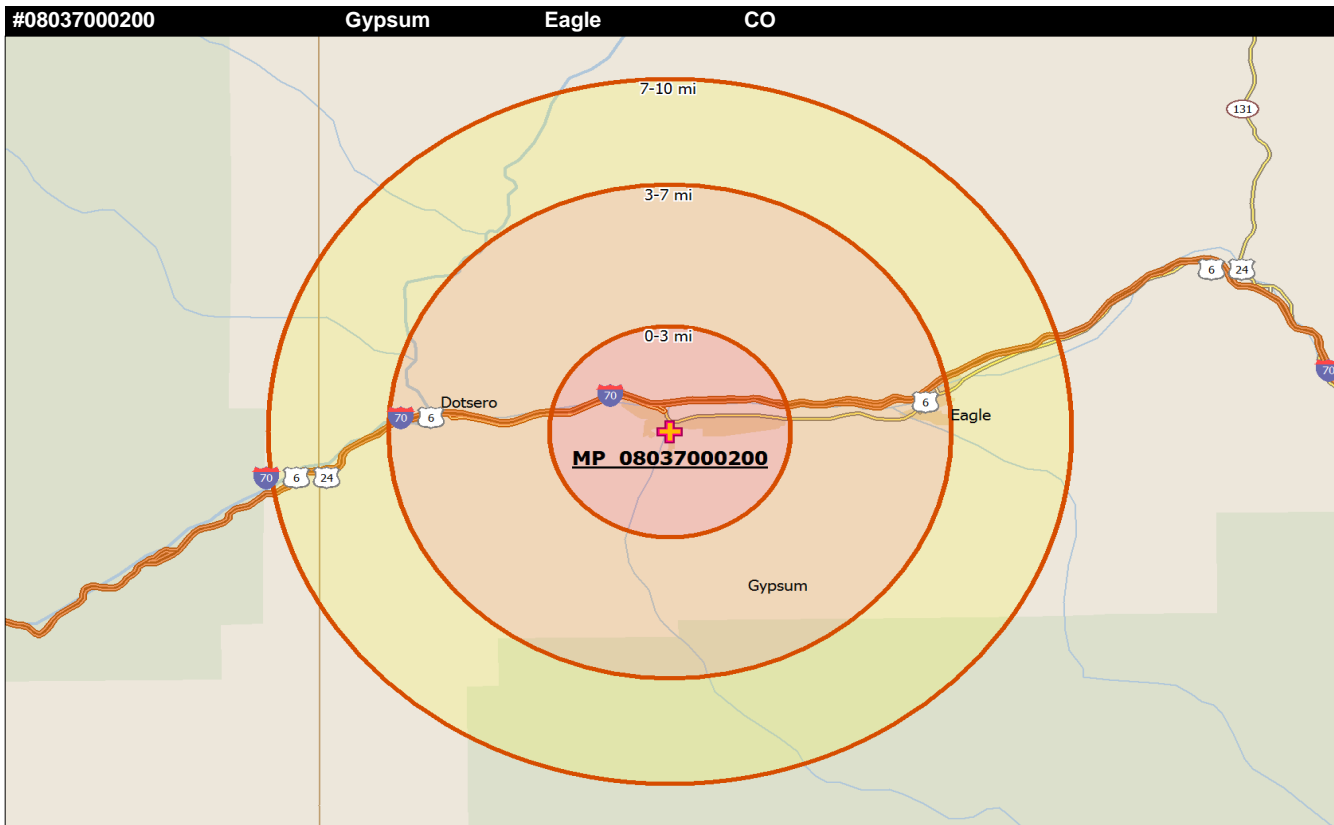
MP_08037000200

8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08037000200	Total Households in 3 mi Ring	1,381
CT Centroid Latitude	39.64082	Active Evangelical HHLDS	23
CT Centroid Longitude	-106.95020	Active Evangelical PERCENT	1.69%
City Location	Gypsum	Unreached HHLDS	1,009
County Location	Eagle	Unreached Percent	73.08%
Sitescape Category code	2	Religious but NOT Evang HHLDS	261
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	18.87%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	95
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.87%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	654
Population Pattern	10000-10000-0	NOT Evangelical NOT Interested PERCENT	47.35%

| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	98.04%	Low Education County	False
Mainstay Community	1.96%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	73.26	Racial Diversity Index	59.12
Ancestry Diversity Index	46.59	Diversity Composite Index	18.52
Foreign Born Diversity Index	1.50	Population Density Index	14.73

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

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#08049000200	Granby	Grand	CO

9	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08049000200	Total Households in 3 mi Ring	226
	CT Centroid Latitude	40.05820	Active Evangelical HHLDS	7
	CT Centroid Longitude	-105.88424	Active Evangelical PERCENT	3.06%
	City Location	Granby	Unreached HHLDS	152
	County Location	Grand	Unreached Percent	67.47%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	31
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.62%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	36
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	16.08%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	85
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	37.76%

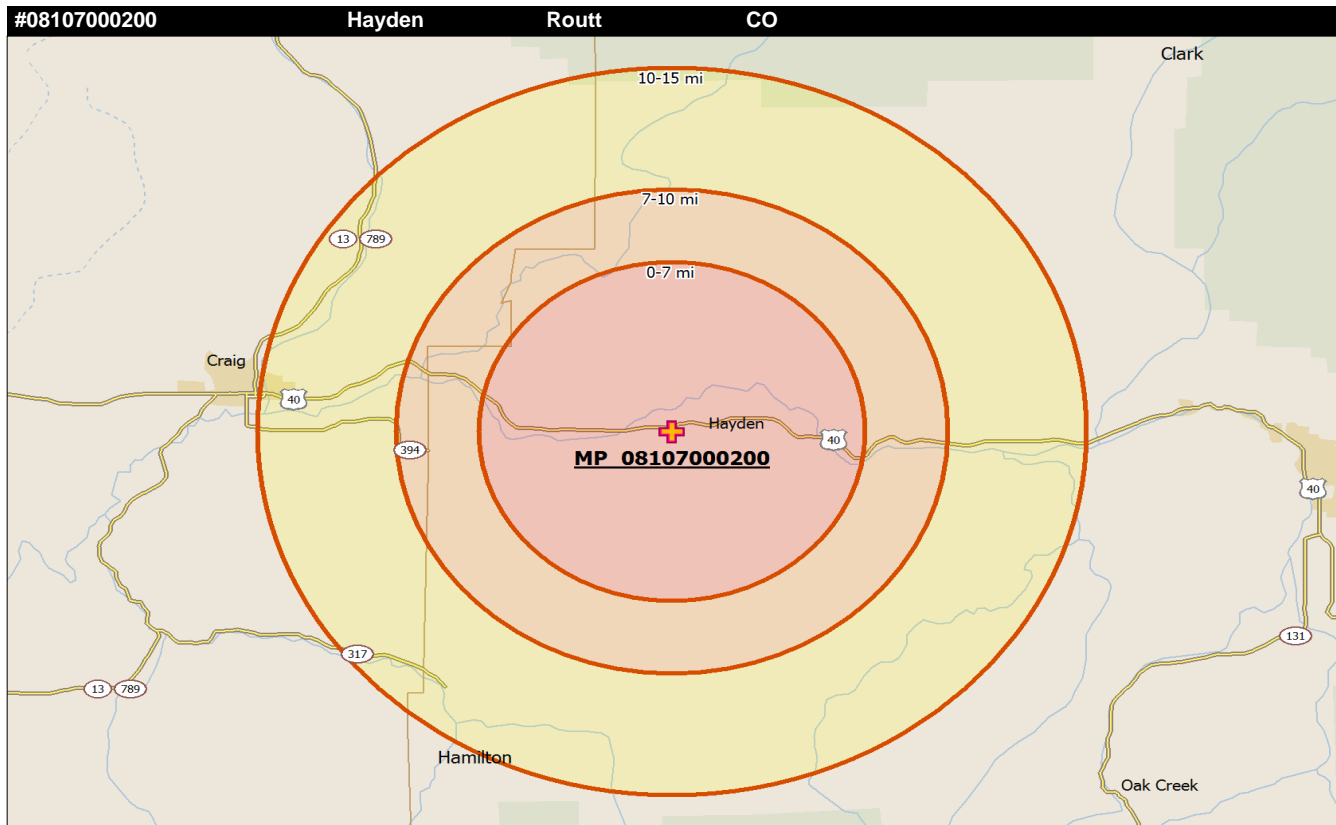| 3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	23.89%	Low Education County	False
Mainstay Community	55.31%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	20.8%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.44	Racial Diversity Index	14.85
Ancestry Diversity Index	91.89	Diversity Composite Index	40.58
Foreign Born Diversity Index	51.84	Population Density Index	11.70

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#08107000800	Oak Creek	Routt	CO
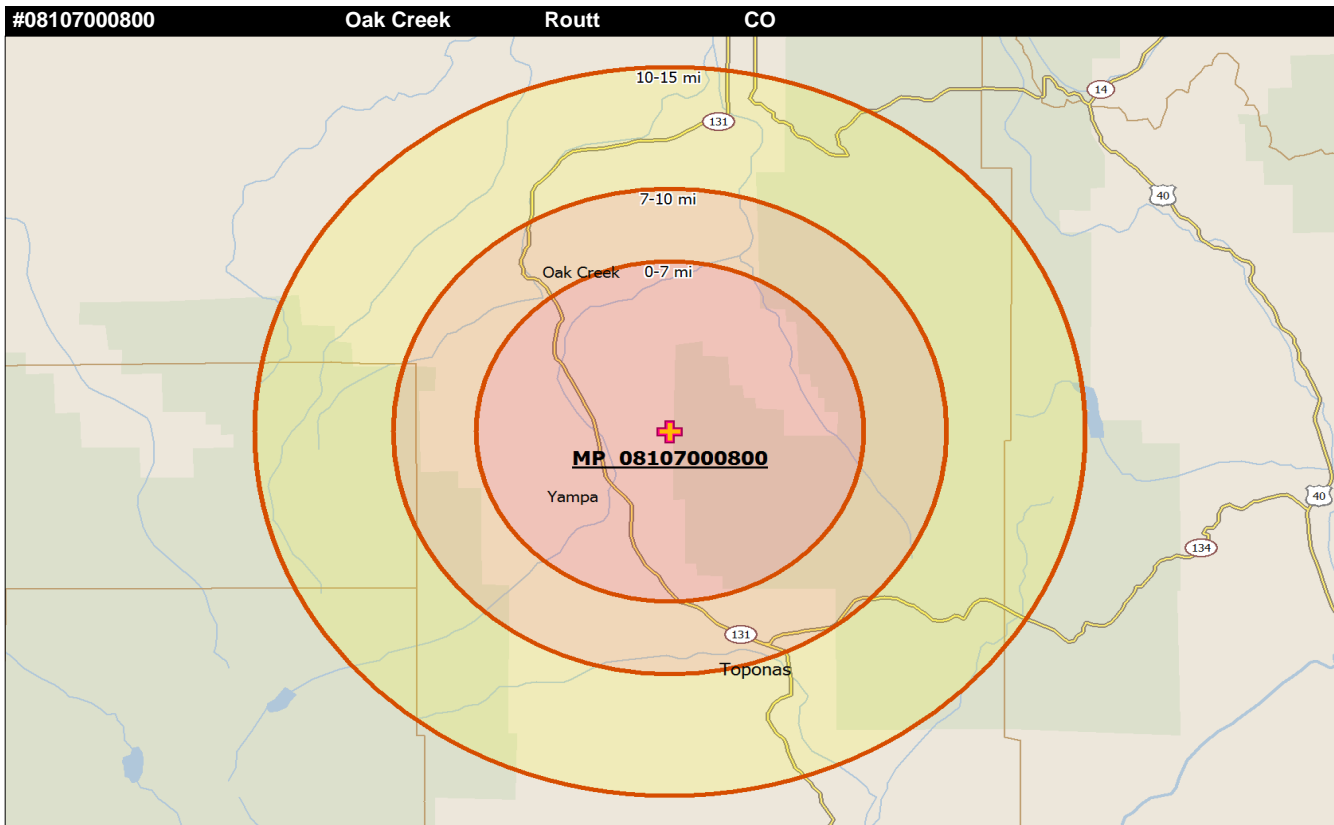
10	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08107000800	Total Households in 3 mi Ring	377
	CT Centroid Latitude	40.18444	Active Evangelical HHLDS	17
	CT Centroid Longitude	-106.86484	Active Evangelical PERCENT	4.53%
	City Location	Oak Creek	Unreached HHLDS	268
	County Location	Routt	Unreached Percent	71.11%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	55
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	14.64%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	54
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	14.29%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	159
	Population Pattern	0-2500-2500	NOT Evangelical NOT Interested PERCENT	42.18%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	88.59%	Low Education County	False
Mainstay Community	3.98%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	7.43%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	6.11
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

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#08107000200	Hayden	Routt	CO

MP_08107000200

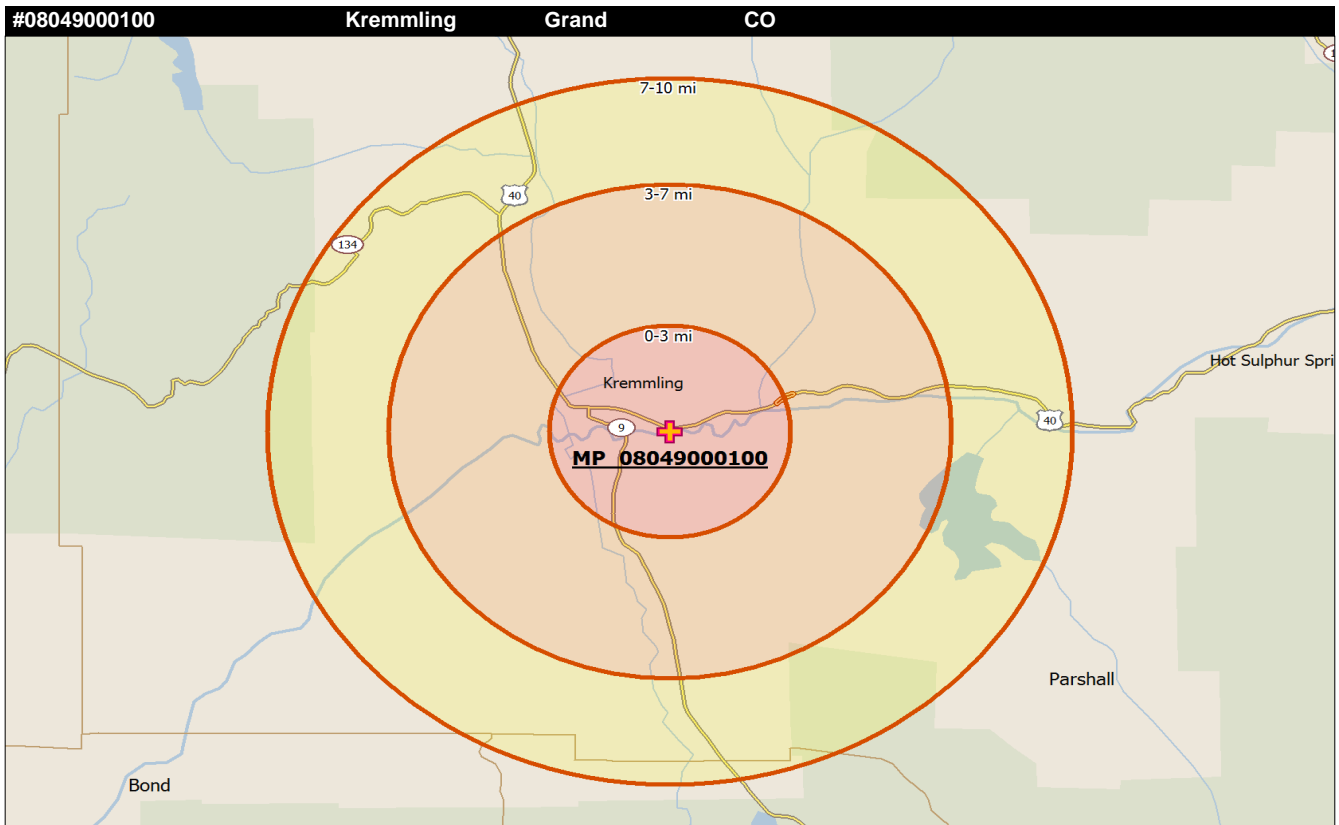| 11	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08107000200	Total Households in 3 mi Ring	900
	CT Centroid Latitude	40.49134	Active Evangelical HHLDS	55
	CT Centroid Longitude	-107.26068	Active Evangelical PERCENT	6.09%
	City Location	Hayden	Unreached HHLDS	551
	County Location	Routt	Unreached Percent	61.18%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	159
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	17.71%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	99
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	11.03%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	292
	Population Pattern	2500-2500-0	NOT Evangelical NOT Interested PERCENT	32.45%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.22%	Low Education County	False
Mainstay Community	0.67%	Low Employment County	False
Working Community	0.11%	Persistent Poverty County	False
Country Community	5.56%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	92.44%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.18	Racial Diversity Index	19.21
Ancestry Diversity Index	94.48	Diversity Composite Index	16.47
Foreign Born Diversity Index	38.20	Population Density Index	5.22

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

#08049000100	Kremmling	Grand	CO

12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08049000100	Total Households in 3 mi Ring	263
	CT Centroid Latitude	40.04889	Active Evangelical HHLDS	8
	CT Centroid Longitude	-106.35085	Active Evangelical PERCENT	3.01%
	City Location	Kremmling	Unreached HHLDS	179
	County Location	Grand	Unreached Percent	67.97%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	21
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	7.96%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	51
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	19.3%
	Density Assignment	J	NOT Evangelical NOT Interested HHLDS	107
	Population Pattern	10000-0-0	NOT Evangelical NOT Interested PERCENT	40.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	100%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	36.81	Racial Diversity Index	24.76
Ancestry Diversity Index	93.42	Diversity Composite Index	6.05
Foreign Born Diversity Index	13.71	Population Density Index	9.55

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

Interpreting Your Mission Point Report

Your Mission Point Report has a number of key factors about the 3 mile ring around the census tract centroid that is referenced. These notes review these factors.

1. Census Tract

Each location is based upon a 3 mile ring study around the center of one of the 65,370 census tracts in the United States. For more information about a census tract please consult the US Census Bureau website or you can read the short article on census tracts at Wikipedia.

2. Latitude and Longitude

The latitude and longitude of the center of the census tract is provided for GPS purposes.

3. City Location

The City Location refers to the Census Place that is associated with the census tract location.

4. County Location

The County Location refers to the County in which the census tract is located.

5. Sitescape Category and Sitescape Category Code

The Sitescape Category refers to a typology that was created by IICM based on a number of factors in order to differentiate between types of rural, town, suburb, and city locations. The Sitescape Categories have been used in academic studies as an indexing tool to compare similar contexts.

6. Sitescape Group and Sitescape Group Code

The Sitescape Group label and code refers to divisions within the broader countryscape, townscape, suburbscape and cityscape types.

7. Density Pattern

The SITESCAPE measures the population density for the 0-3 mile band, 3-7 mile band, and 7-10 mile band around a census tract centroid (center). The relationship between the density of these three bands produces 17 different density patterns. These density patterns may be grouped into one of three groups: increasing, decreasing, and constant variance. But who cares? Why is this important? It is significant because density patterns provide a glimpse into the type of location that is being evaluated.

There are three types of density patterns: Increasing, Decreasing and Constant.   The density pattern when combined with the population pattern will enable you to get a feel for the type of community dynamics that are likely to be occurring within the location.

Increasing Density Patterns
Locations with increasing patterns are typically located at the outer fringe of more highly urbanized areas. In many cases these are suburban areas (with less density) that are outside more dense areas (like inner city areas).   There are 5 types of Increasing Density patterns (see the page 10:

A - Increasing Density at a Greater Rate
B - Increasing Density at a Similar Rate
C - Increasing Density at a Lesser Rate
D - Increased followed by Density Leveling Off
E - Increased followed by Decreased Density

Constant Density Patterns
Locations with a constant variance are located within a similar pattern that dominates the ten mile ring. Thus, the degree of density in these situations may give some indication of the geographical extent of similar contexts.   There are 3 types of Constant Density patterns

F - No Change followed by Increased Density
G - No Change remaining Constant Density Level
H - No Change followed by Decreased Density
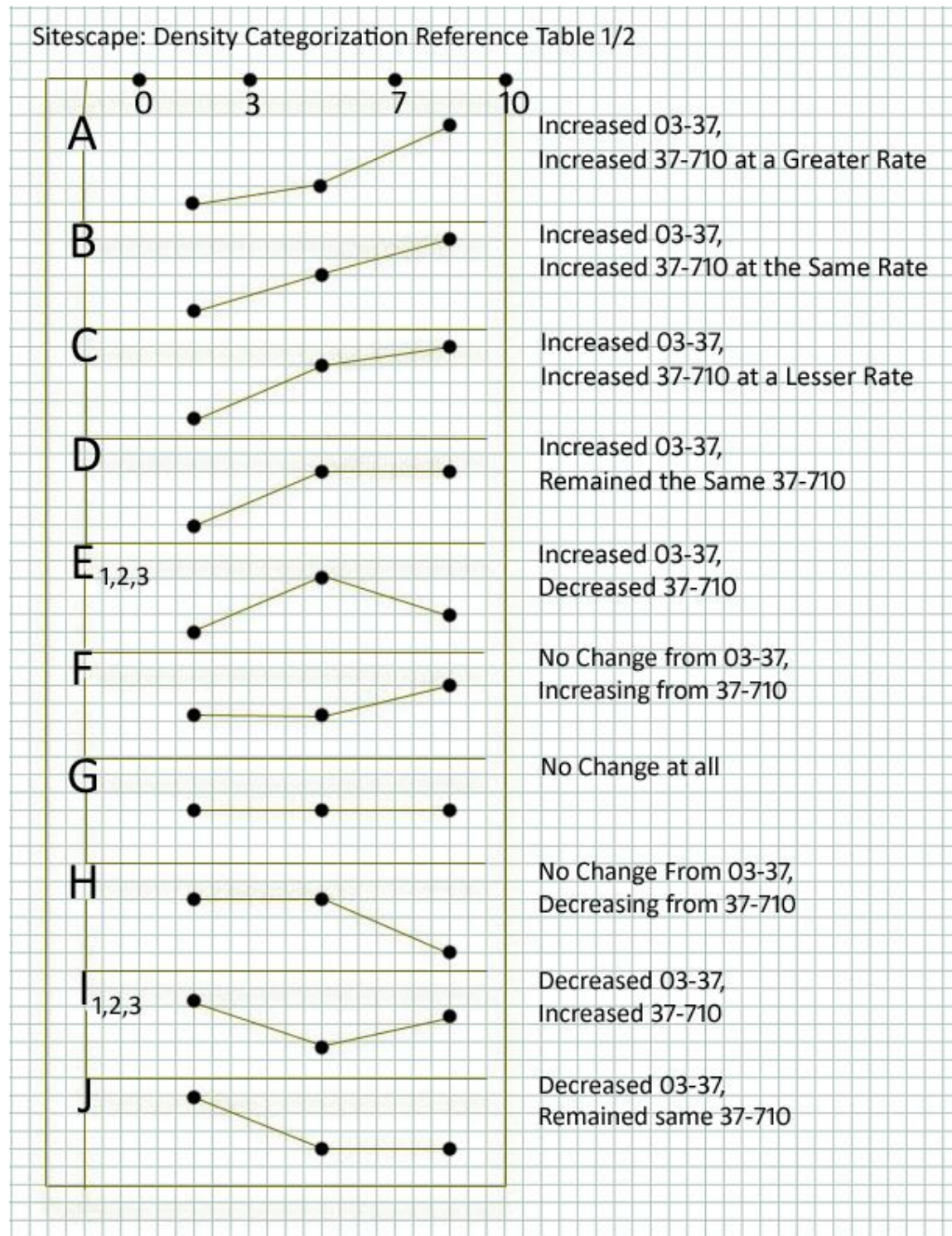
Decreasing Density Patterns
Locations with decreasing patterns are typically more urbanized that those areas nearby. This may mean that commuting may tend to flow inward to this type of location.   There are 5 types Decreasing Density patterns:
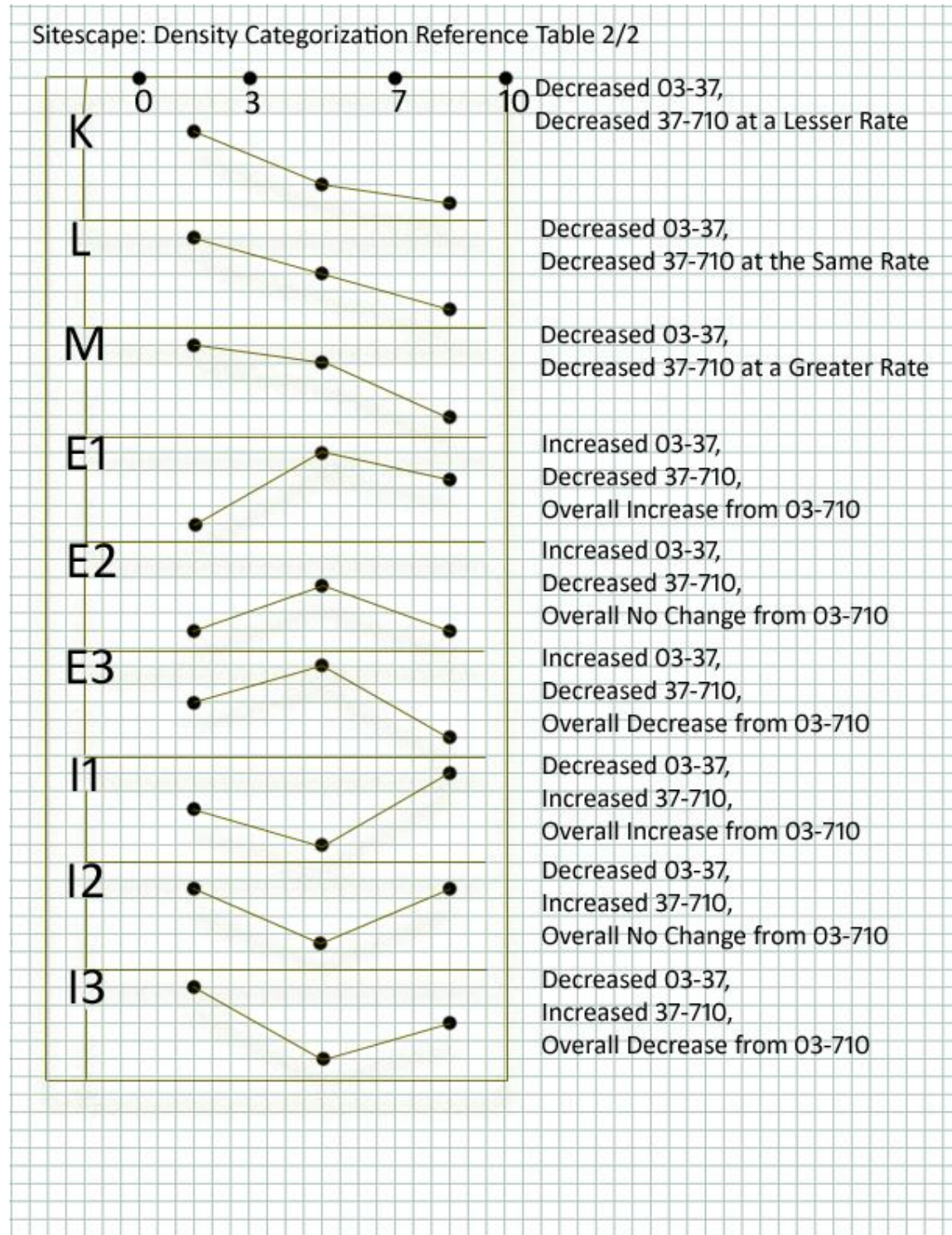
I - Decreased Density followed by Density Increase
J - Decreased Density followed by Density Leveling Off
K - Decreasing Density at a Lesser Rate
L - Decreasing Density at a Similar Rate
M - Decreasing Density at a Greater Rate

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

Sitescape: Density Categorization Reference Table 1/2

	0	3	7	10

A — Increased 03-37, Increased 37-710 at a Greater Rate

B — Increased 03-37, Increased 37-710 at the Same Rate

C — Increased 03-37, Increased 37-710 at a Lesser Rate

D — Increased 03-37, Remained the Same 37-710

E 1,2,3 — Increased 03-37, Decreased 37-710

F — No Change from 03-37, Increasing from 37-710

G — No Change at all

H — No Change From 03-37, Decreasing from 37-710

I 1,2,3 — Decreased 03-37, Increased 37-710

J — Decreased 03-37, Remained same 37-710

Sitescape: Density Categorization Reference Table 2/2

	0	3	7	10	
K					Decreased 03-37, Decreased 37-710 at a Lesser Rate
L					Decreased 03-37, Decreased 37-710 at the Same Rate
M					Decreased 03-37, Decreased 37-710 at a Greater Rate
E1					Increased 03-37, Decreased 37-710, Overall Increase from 03-710
E2					Increased 03-37, Decreased 37-710, Overall No Change from 03-710
E3					Increased 03-37, Decreased 37-710, Overall Decrease from 03-710
I1					Decreased 03-37, Increased 37-710, Overall Increase from 03-710
I2					Decreased 03-37, Increased 37-710, Overall No Change from 03-710
I3					Decreased 03-37, Increased 37-710, Overall Decrease from 03-710

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 that the 3-7 mile band, it's density continues to decrease compared to either of the first to 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 conclaves -- 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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