



MISSION POINTS

Top Unreached Locations



Top Mission Points in
Jefferson 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.

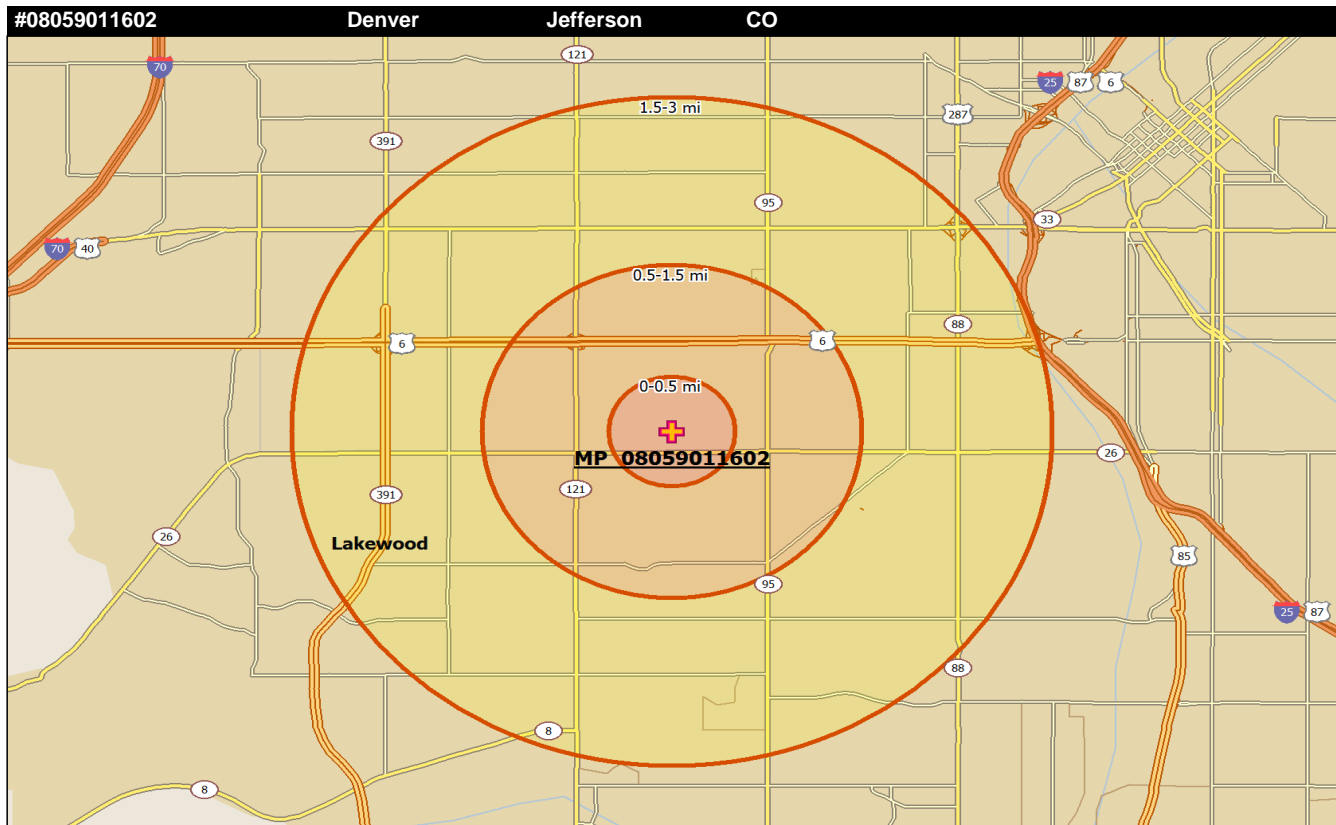
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

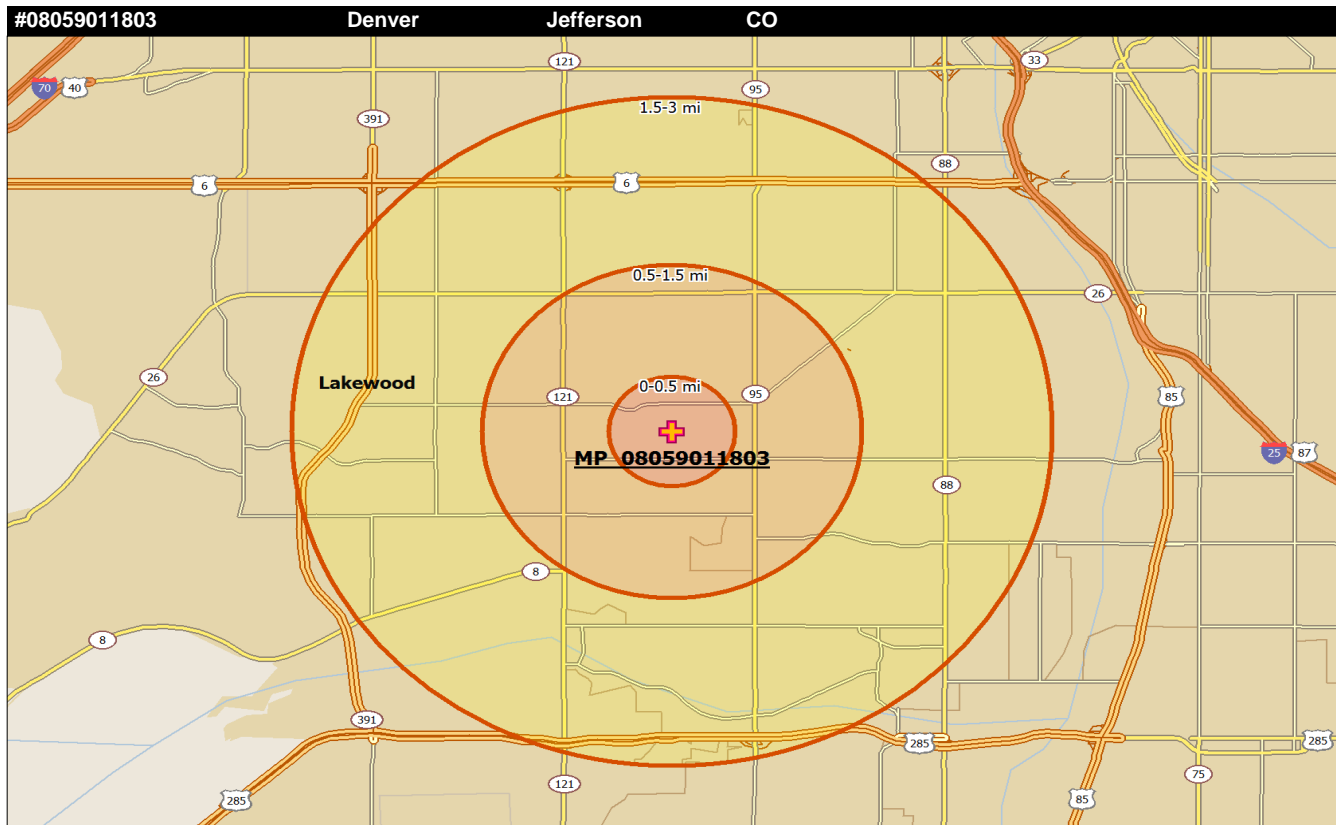
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011602	Total Households in 3 mi Ring	56,473
CT Centroid Latitude	39.71387	Active Evangelical HHLDS	4,373
CT Centroid Longitude	-105.06732	Active Evangelical PERCENT	7.74%
City Location	Denver	Unreached HHLDS	39,036
County Location	Jefferson	Unreached Percent	69.12%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,904
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,338
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.45%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,802
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.92%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.36%	Low Education County	False
Mainstay Community	10.13%	Low Employment County	False
Working Community	47.06%	Persistent Poverty County	False
Country Community	0.32%	Population Loss County	False
Aspiring Community	7.32%	Nonmetro Recreation County	False
Urban Community	13.82%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	79.28	Racial Diversity Index	77.16
Ancestry Diversity Index	28.19	Diversity Composite Index	54.68
Foreign Born Diversity Index	8.61	Population Density Index	83.69



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011803	Total Households in 3 mi Ring	56,564
CT Centroid Latitude	39.69310	Active Evangelical HHLDS	4,363
CT Centroid Longitude	-105.06543	Active Evangelical PERCENT	7.71%
City Location	Denver	Unreached HHLDS	39,166
County Location	Jefferson	Unreached Percent	69.24%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,937
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.8%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,514
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.75%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,726
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.71%

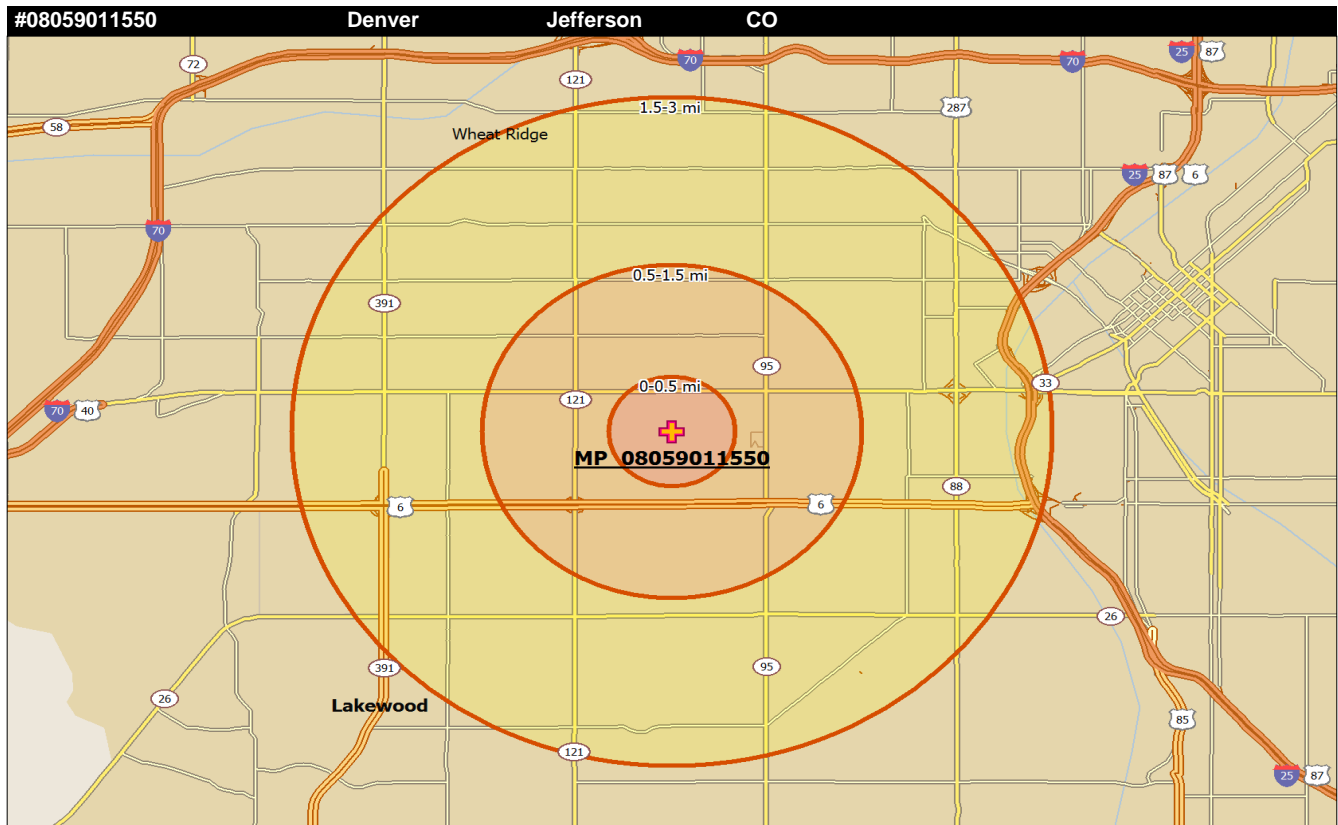
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.14%	Low Education County	False
Mainstay Community	9.8%	Low Employment County	False
Working Community	41.96%	Persistent Poverty County	False
Country Community	0.32%	Population Loss County	False
Aspiring Community	10.59%	Nonmetro Recreation County	False
Urban Community	8.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	76.55	Racial Diversity Index	76.12
Ancestry Diversity Index	31.78	Diversity Composite Index	64.19
Foreign Born Diversity Index	9.83	Population Density Index	83.68

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

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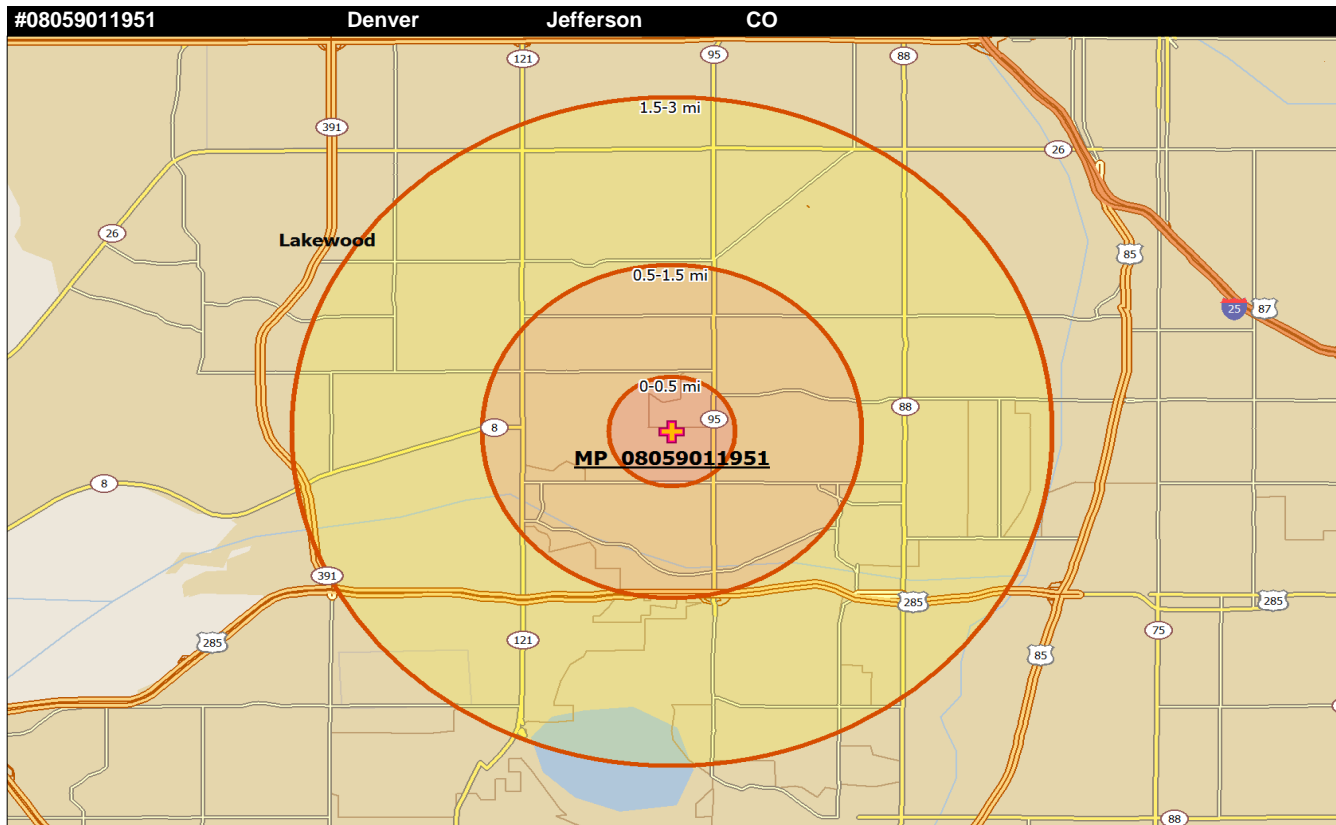
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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011550	Total Households in 3 mi Ring	57,065
CT Centroid Latitude	39.73509	Active Evangelical HHLDS	4,404
CT Centroid Longitude	-105.06712	Active Evangelical PERCENT	7.72%
City Location	Denver	Unreached HHLDS	39,505
County Location	Jefferson	Unreached Percent	69.23%
Sitescape Category	4	Religious but NOT Evang HHLDS	8,966
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.71%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,629
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.86%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	24,924
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.17%	Low Education County	False
Mainstay Community	15.1%	Low Employment County	False
Working Community	44.2%	Persistent Poverty County	False
Country Community	1.68%	Population Loss County	False
Aspiring Community	9.38%	Nonmetro Recreation County	False
Urban Community	14.47%	Retirement Destination County	False

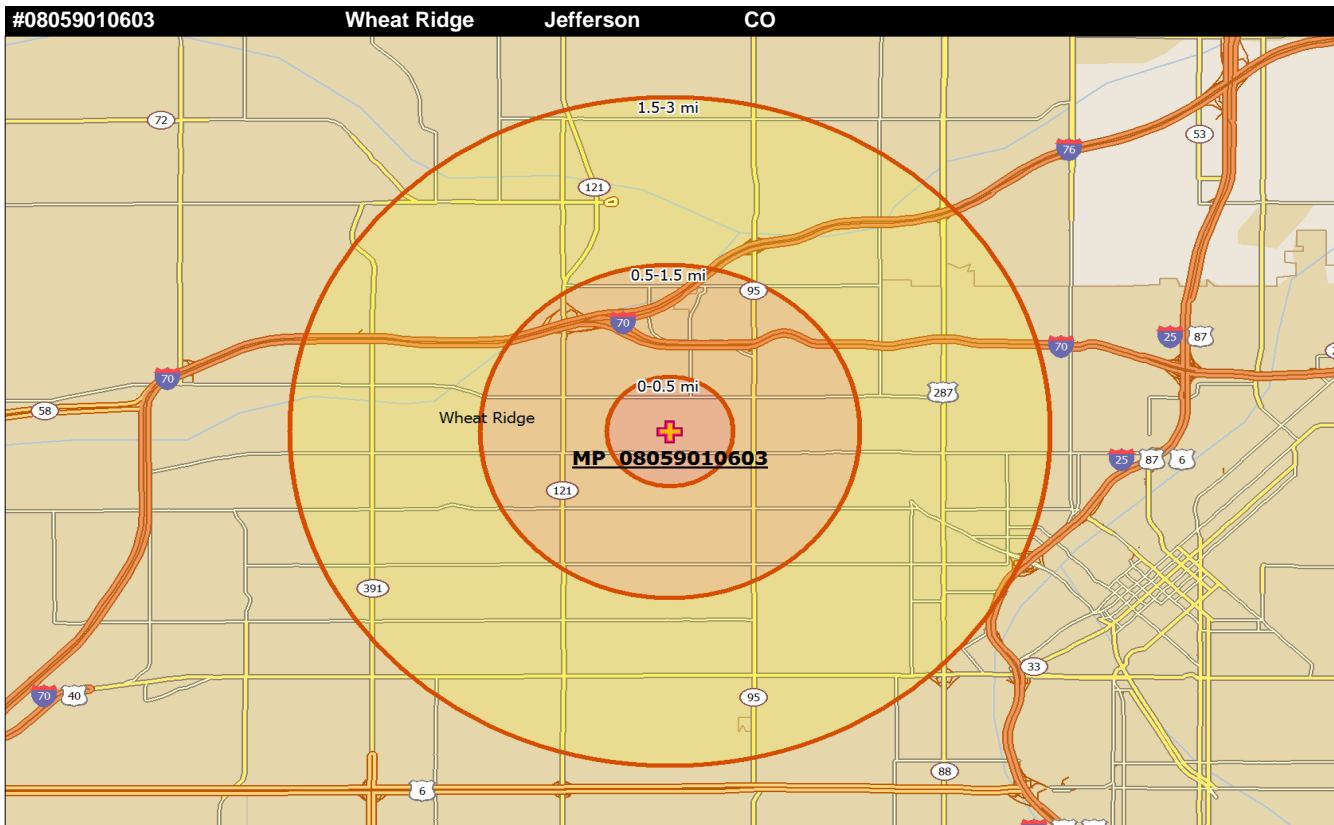
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	77.25	Racial Diversity Index	75.53
Ancestry Diversity Index	30.65	Diversity Composite Index	52.73
Foreign Born Diversity Index	8.06	Population Density Index	82.59



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011951	Total Households in 3 mi Ring	53,189
CT Centroid Latitude	39.67441	Active Evangelical HHLDS	4,051
CT Centroid Longitude	-105.05938	Active Evangelical PERCENT	7.62%
City Location	Denver	Unreached HHLDS	37,034
County Location	Jefferson	Unreached Percent	69.63%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,403
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.8%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,525
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.39%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	23,115
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.46%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.35%	Low Education County	False
Mainstay Community	10.52%	Low Employment County	False
Working Community	38.74%	Persistent Poverty County	False
Country Community	0.36%	Population Loss County	False
Aspiring Community	13.72%	Nonmetro Recreation County	False
Urban Community	7.32%	Retirement Destination County	False

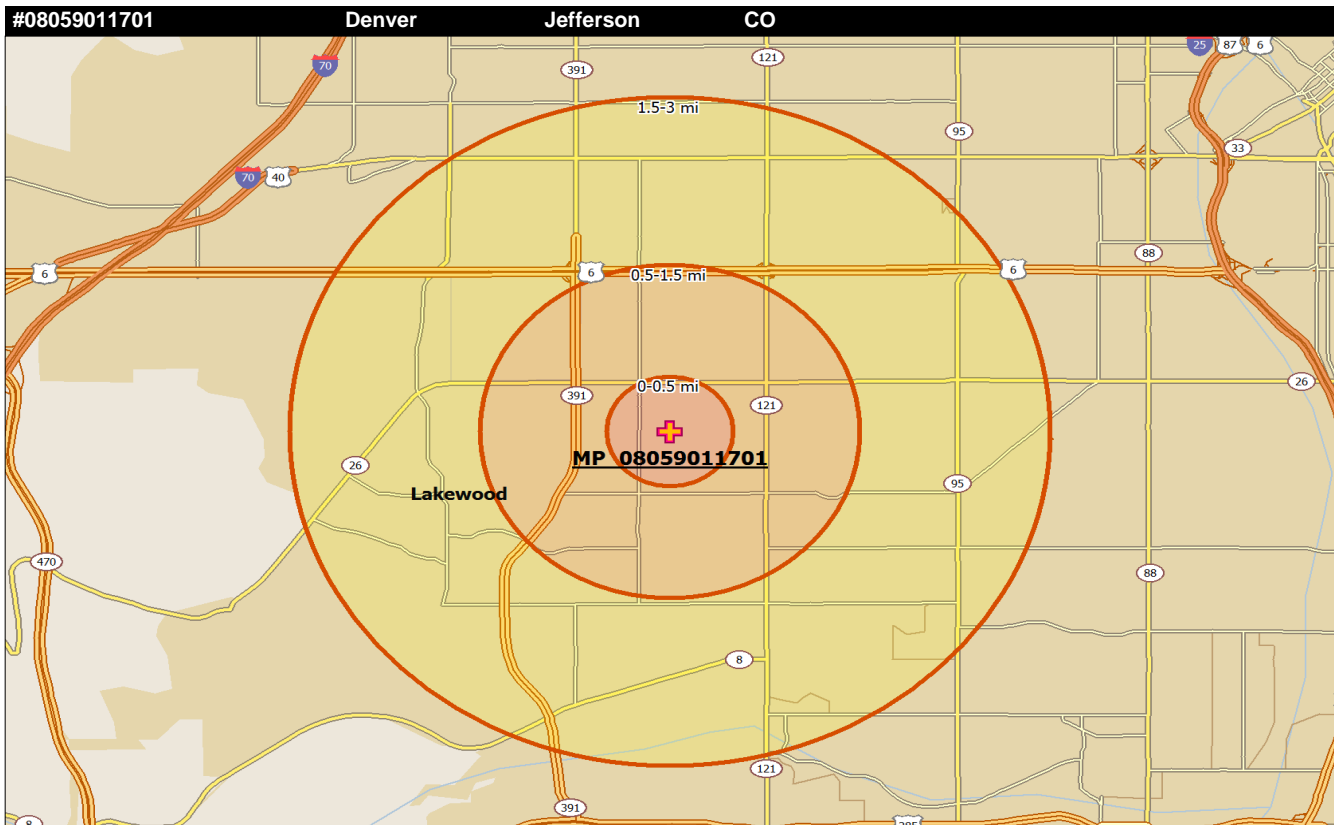
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	75.02	Racial Diversity Index	76.16
Ancestry Diversity Index	35.27	Diversity Composite Index	65.69
Foreign Born Diversity Index	12.82	Population Density Index	81.00



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010603	Total Households in 3 mi Ring	57,854
CT Centroid Latitude	39.77214	Active Evangelical HHLDS	4,476
CT Centroid Longitude	-105.06563	Active Evangelical PERCENT	7.74%
City Location	Wheat Ridge	Unreached HHLDS	40,010
County Location	Jefferson	Unreached Percent	69.16%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,286
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.05%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,864
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.14%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,872
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	15.96%	Low Education County	False
Mainstay Community	16.16%	Low Employment County	False
Working Community	46.73%	Persistent Poverty County	False
Country Community	2%	Population Loss County	False
Aspiring Community	7.6%	Nonmetro Recreation County	False
Urban Community	11.56%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	71.17	Racial Diversity Index	70.19
Ancestry Diversity Index	42.36	Diversity Composite Index	58.41
Foreign Born Diversity Index	11.57	Population Density Index	80.34



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011701	Total Households in 3 mi Ring	51,267
CT Centroid Latitude	39.70462	Active Evangelical HHLDS	3,965
CT Centroid Longitude	-105.09570	Active Evangelical PERCENT	7.73%
City Location	Denver	Unreached HHLDS	35,459
County Location	Jefferson	Unreached Percent	69.17%
Sitescape Category	4	Religious but NOT Evang HHLDS	7,989
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.58%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,518
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.76%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,963
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.84%

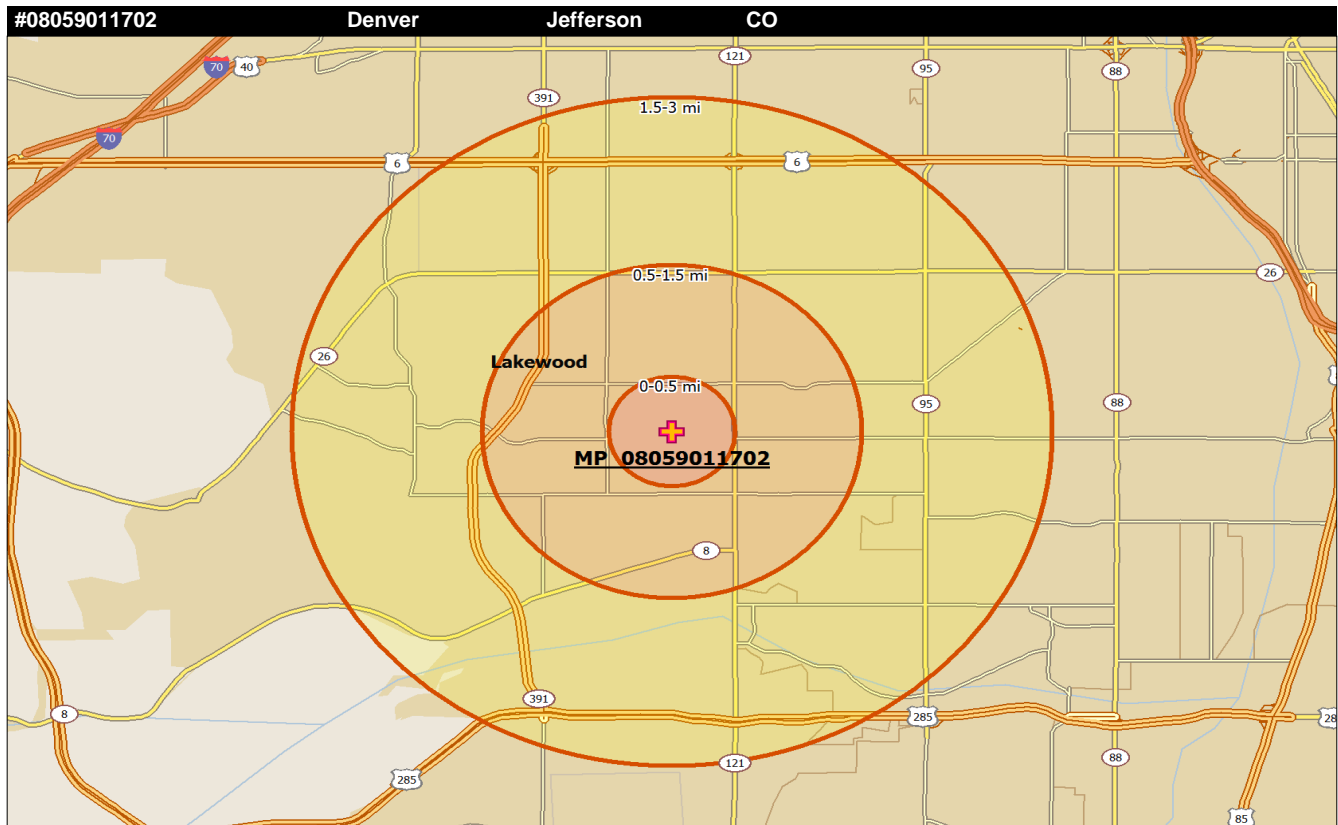
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	34.15%	Low Education County	False
Mainstay Community	10.65%	Low Employment County	False
Working Community	32.08%	Persistent Poverty County	False
Country Community	0.37%	Population Loss County	False
Aspiring Community	15.81%	Nonmetro Recreation County	False
Urban Community	6.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	65.24	Racial Diversity Index	58.44
Ancestry Diversity Index	62.05	Diversity Composite Index	63.90
Foreign Born Diversity Index	22.99	Population Density Index	77.69

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

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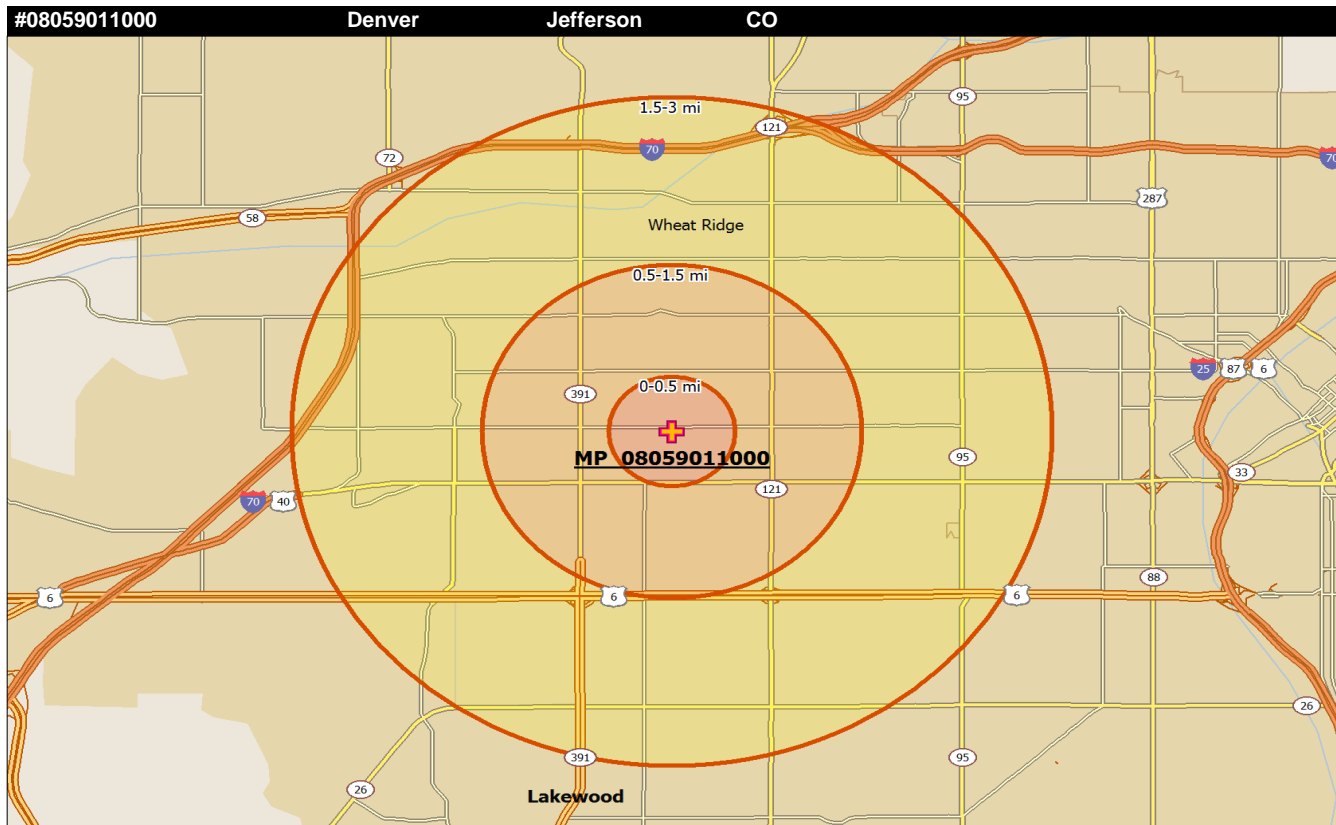
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7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011702	Total Households in 3 mi Ring	49,866
CT Centroid Latitude	39.69036	Active Evangelical HHLDS	3,813
CT Centroid Longitude	-105.09069	Active Evangelical PERCENT	7.65%
City Location	Denver	Unreached HHLDS	34,661
County Location	Jefferson	Unreached Percent	69.51%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,866
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,402
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.83%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	21,405
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.93%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	39.72%	Low Education County	False
Mainstay Community	9.57%	Low Employment County	False
Working Community	30.27%	Persistent Poverty County	False
Country Community	0.42%	Population Loss County	False
Aspiring Community	15.77%	Nonmetro Recreation County	False
Urban Community	4.26%	Retirement Destination County	False

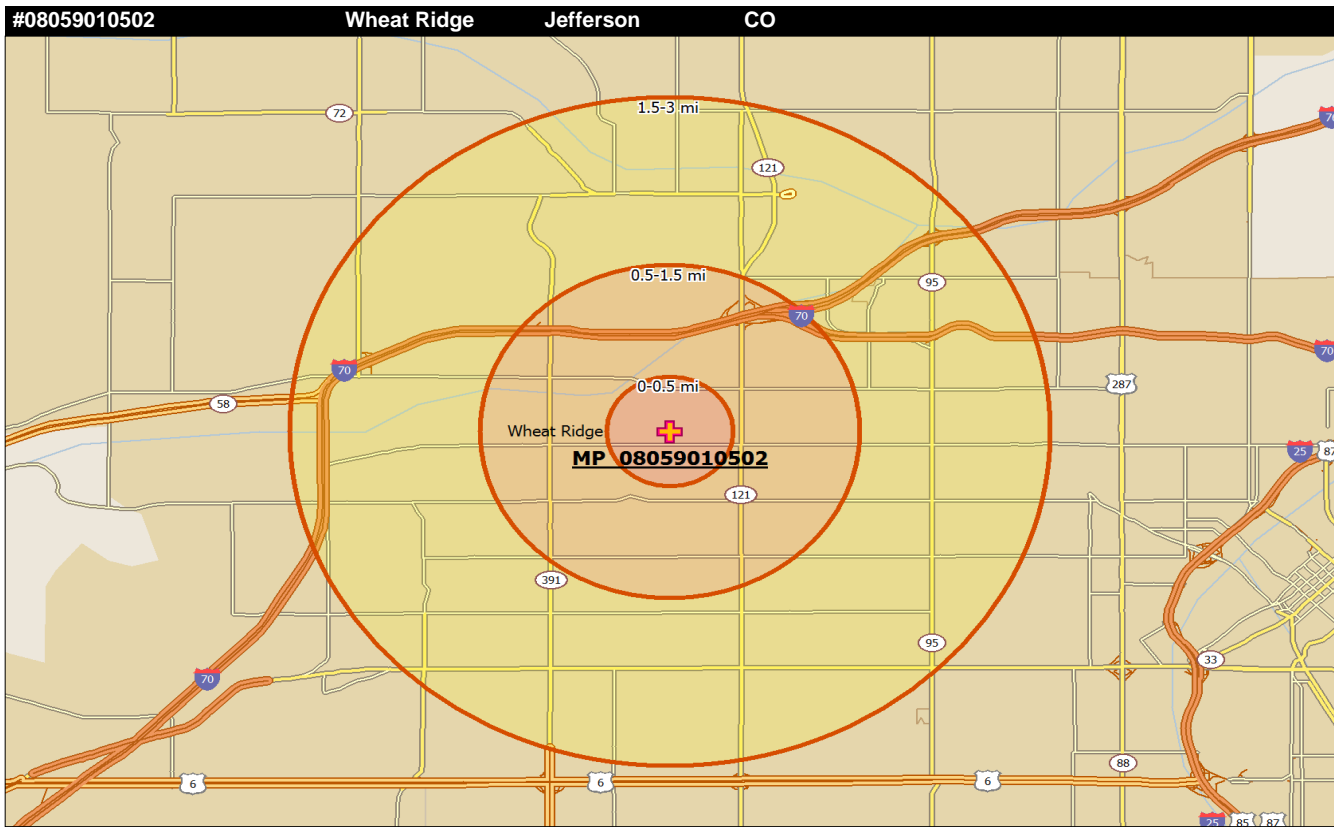
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	64.24	Racial Diversity Index	58.82
Ancestry Diversity Index	60.13	Diversity Composite Index	63.89
Foreign Born Diversity Index	24.47	Population Density Index	76.15



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011000	Total Households in 3 mi Ring	47,899
CT Centroid Latitude	39.74688	Active Evangelical HHLDS	3,722
CT Centroid Longitude	-105.09609	Active Evangelical PERCENT	7.77%
City Location	Denver	Unreached HHLDS	33,056
County Location	Jefferson	Unreached Percent	69.01%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,645
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.96%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,092
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.63%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	20,330
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.44%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.86%	Low Education County	False
Mainstay Community	17.98%	Low Employment County	False
Working Community	38.7%	Persistent Poverty County	False
Country Community	2.08%	Population Loss County	False
Aspiring Community	10.28%	Nonmetro Recreation County	False
Urban Community	9.1%	Retirement Destination County	False

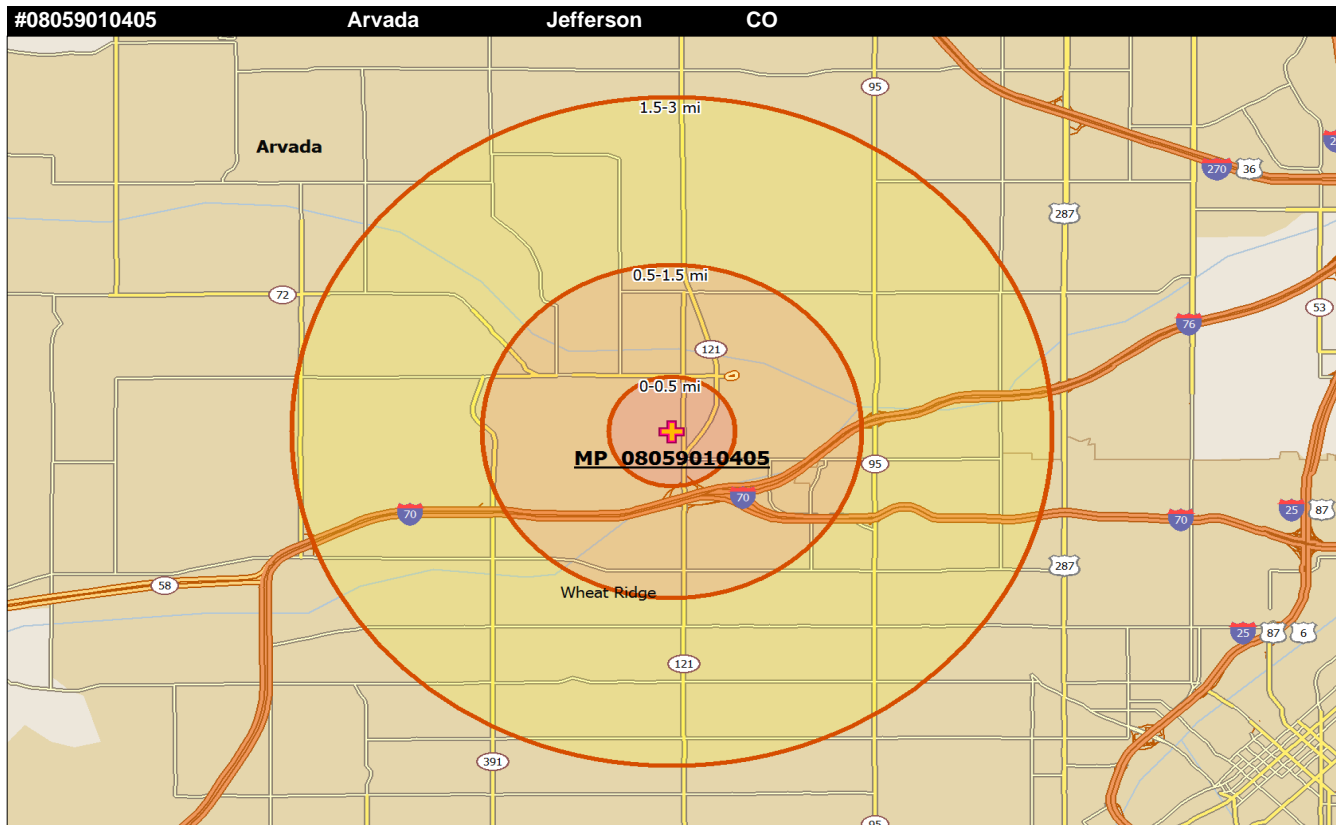
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.16	Racial Diversity Index	56.49
Ancestry Diversity Index	65.68	Diversity Composite Index	64.69
Foreign Born Diversity Index	19.50	Population Density Index	73.80



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010502	Total Households in 3 mi Ring	49,262
CT Centroid Latitude	39.77109	Active Evangelical HHLDS	3,833
CT Centroid Longitude	-105.09193	Active Evangelical PERCENT	7.78%
City Location	Wheat Ridge	Unreached HHLDS	33,979
County Location	Jefferson	Unreached Percent	68.98%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,914
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.06%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,203
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.56%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	20,879
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.97%	Low Education County	False
Mainstay Community	19.38%	Low Employment County	False
Working Community	43.78%	Persistent Poverty County	False
Country Community	2.48%	Population Loss County	False
Aspiring Community	6.99%	Nonmetro Recreation County	False
Urban Community	7.4%	Retirement Destination County	False

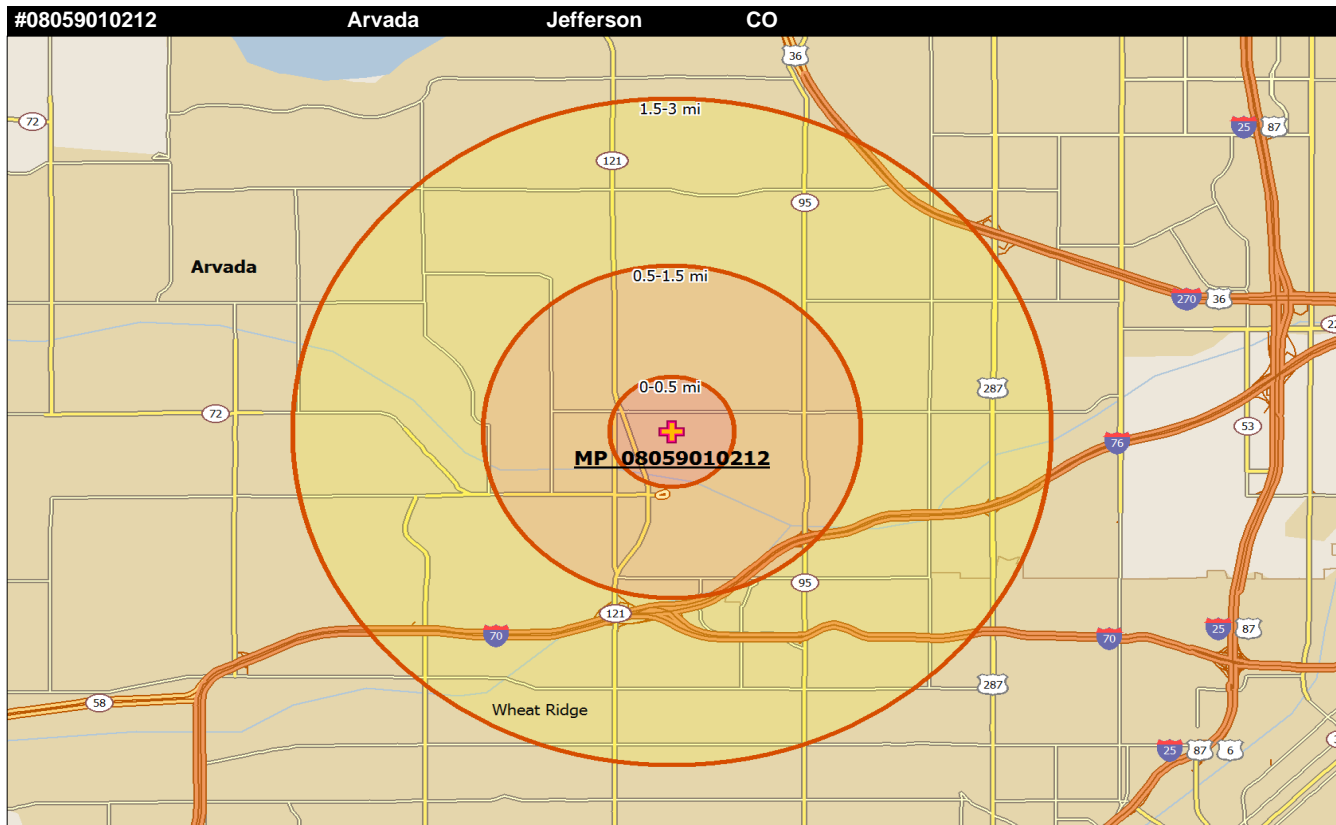
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	55.33	Racial Diversity Index	51.45
Ancestry Diversity Index	72.14	Diversity Composite Index	64.29
Foreign Born Diversity Index	35.51	Population Density Index	74.10



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010405	Total Households in 3 mi Ring	47,166
CT Centroid Latitude	39.79473	Active Evangelical HHLDS	3,687
CT Centroid Longitude	-105.08314	Active Evangelical PERCENT	7.82%
City Location	Arvada	Unreached HHLDS	32,466
County Location	Jefferson	Unreached Percent	68.83%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,562
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,980
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.56%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,932
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.26%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	33.56%	Low Education County	False
Mainstay Community	17.23%	Low Employment County	False
Working Community	34.93%	Persistent Poverty County	False
Country Community	2.78%	Population Loss County	False
Aspiring Community	6.59%	Nonmetro Recreation County	False
Urban Community	4.91%	Retirement Destination County	False

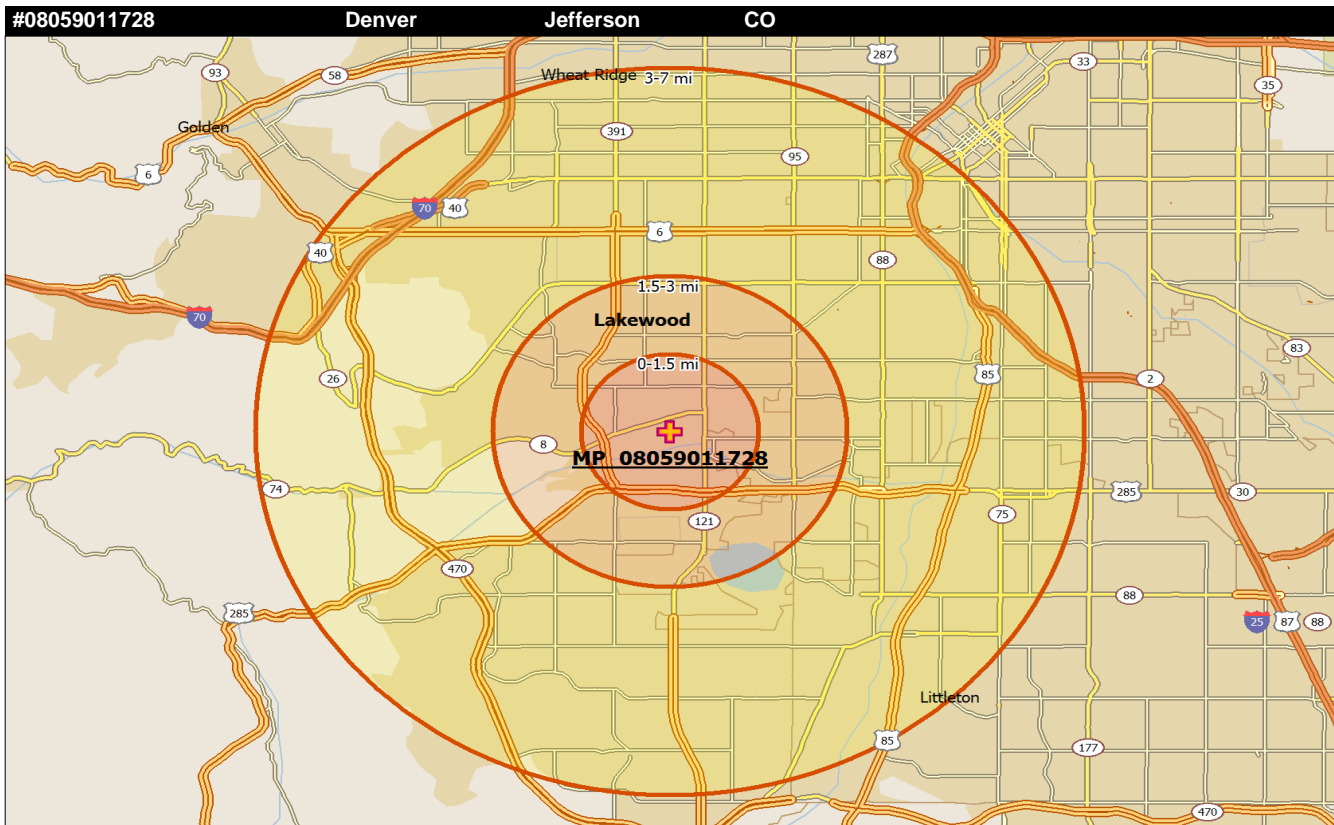
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	53.98	Racial Diversity Index	48.07
Ancestry Diversity Index	74.99	Diversity Composite Index	50.81
Foreign Born Diversity Index	47.80	Population Density Index	74.61



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010212	Total Households in 3 mi Ring	49,580
CT Centroid Latitude	39.81022	Active Evangelical HHLDS	3,859
CT Centroid Longitude	-105.07292	Active Evangelical PERCENT	7.78%
City Location	Arvada	Unreached HHLDS	34,193
County Location	Jefferson	Unreached Percent	68.96%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,824
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.78%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,293
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.68%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,082
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.52%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.2%	Low Education County	False
Mainstay Community	13.78%	Low Employment County	False
Working Community	31.02%	Persistent Poverty County	False
Country Community	2.07%	Population Loss County	False
Aspiring Community	8.99%	Nonmetro Recreation County	False
Urban Community	7.94%	Retirement Destination County	False

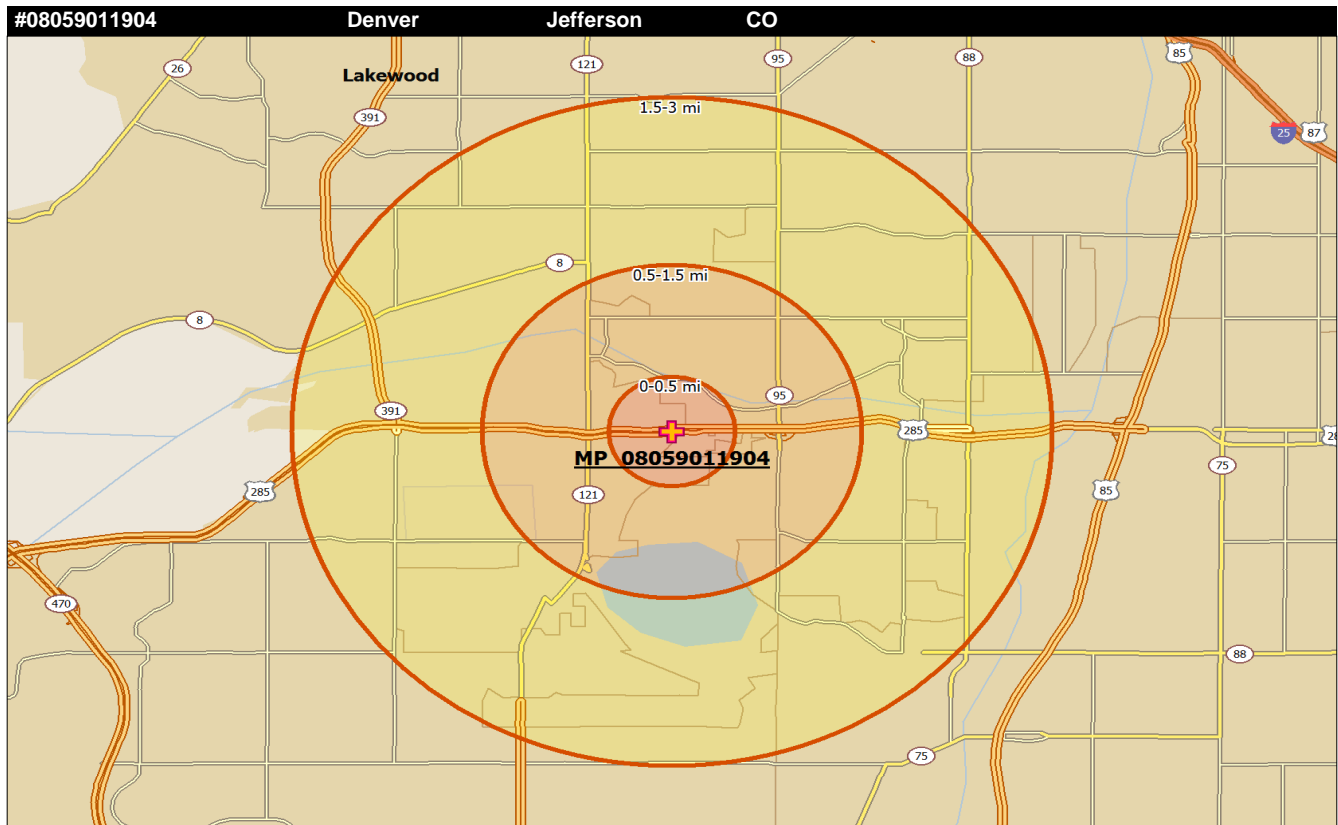
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.57	Racial Diversity Index	51.82
Ancestry Diversity Index	70.44	Diversity Composite Index	61.79
Foreign Born Diversity Index	43.02	Population Density Index	77.17



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011728	Total Households in 3 mi Ring	44,984
CT Centroid Latitude	39.66960	Active Evangelical HHLDS	3,387
CT Centroid Longitude	-105.09238	Active Evangelical PERCENT	7.53%
City Location	Denver	Unreached HHLDS	31,481
County Location	Jefferson	Unreached Percent	69.98%
Sitescape Category	3	Religious but NOT Evang HHLDS	7,062
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.7%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	5,182
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.52%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	19,245
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	46.65%	Low Education County	False
Mainstay Community	8.89%	Low Employment County	False
Working Community	22.49%	Persistent Poverty County	False
Country Community	0.41%	Population Loss County	False
Aspiring Community	20.21%	Nonmetro Recreation County	False
Urban Community	1.35%	Retirement Destination County	False

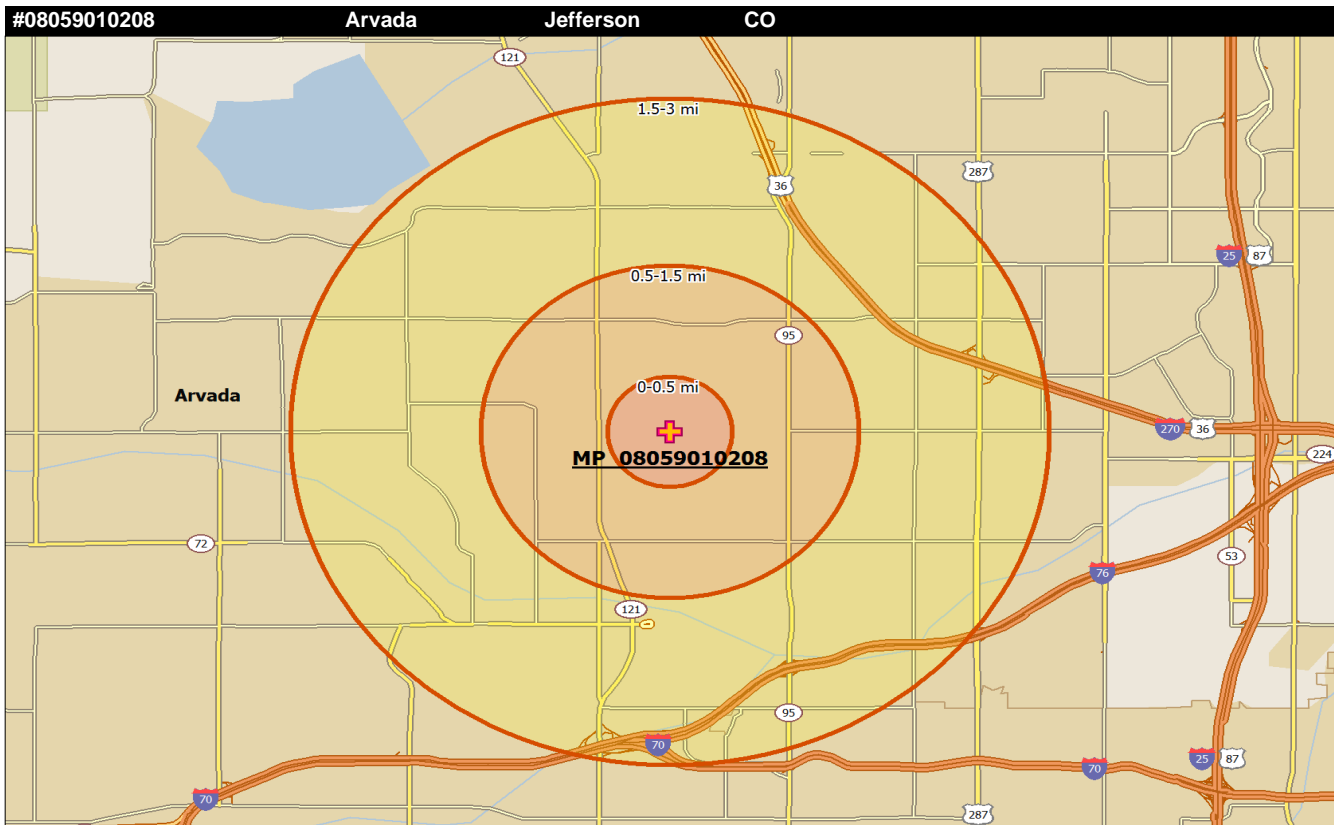
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	56.76	Racial Diversity Index	51.14
Ancestry Diversity Index	72.34	Diversity Composite Index	60.40
Foreign Born Diversity Index	49.75	Population Density Index	71.27



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011904	Total Households in 3 mi Ring	43,786
CT Centroid Latitude	39.65293	Active Evangelical HHLDS	3,244
CT Centroid Longitude	-105.06895	Active Evangelical PERCENT	7.41%
City Location	Denver	Unreached HHLDS	30,849
County Location	Jefferson	Unreached Percent	70.45%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,888
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.73%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,180
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.83%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,787
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.91%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	48.57%	Low Education County	False
Mainstay Community	10.25%	Low Employment County	False
Working Community	20.19%	Persistent Poverty County	False
Country Community	0.24%	Population Loss County	False
Aspiring Community	17.82%	Nonmetro Recreation County	False
Urban Community	2.93%	Retirement Destination County	False

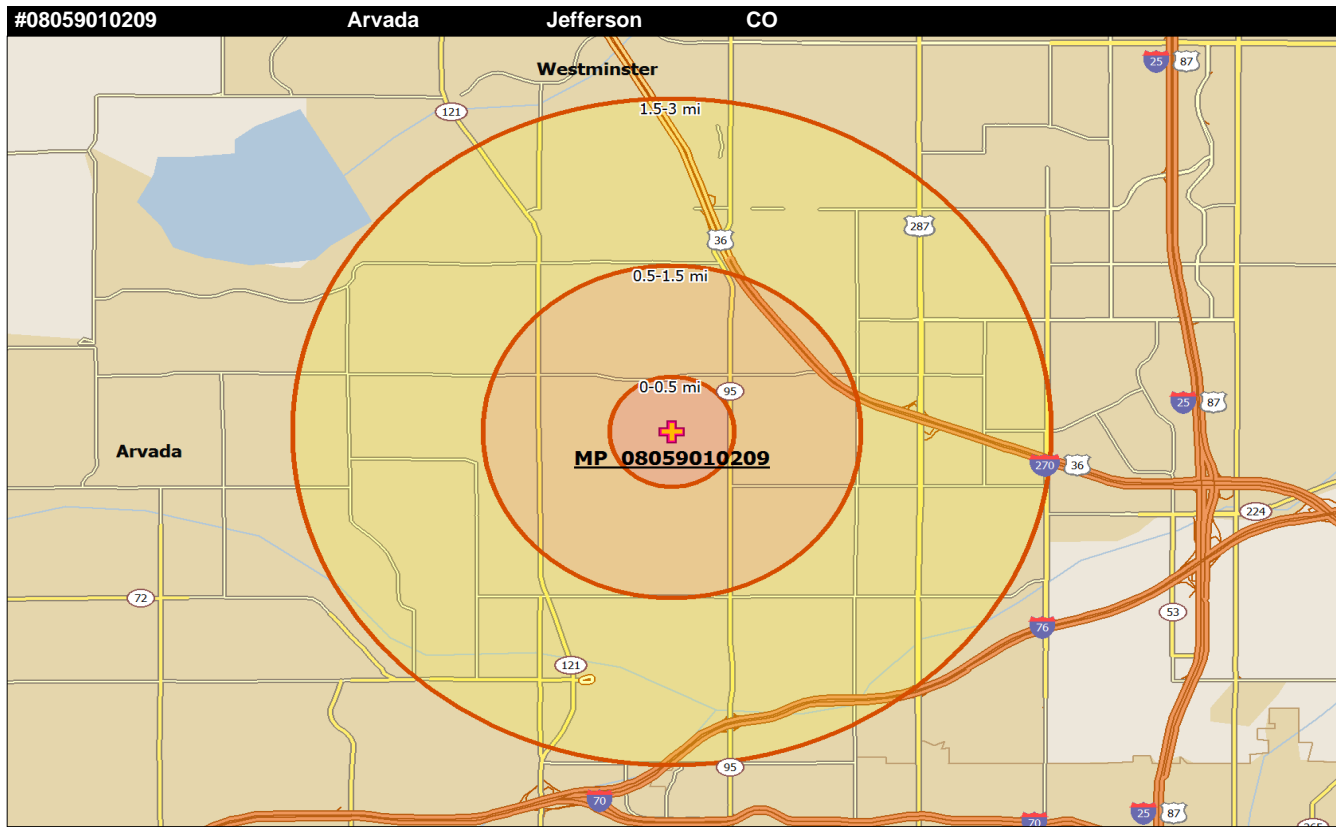
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	62.67	Racial Diversity Index	59.85
Ancestry Diversity Index	58.40	Diversity Composite Index	66.65
Foreign Born Diversity Index	29.26	Population Density Index	75.64



14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010208	Total Households in 3 mi Ring	50,167
CT Centroid Latitude	39.82715	Active Evangelical HHLDS	3,857
CT Centroid Longitude	-105.07090	Active Evangelical PERCENT	7.69%
City Location	Arvada	Unreached HHLDS	34,785
County Location	Jefferson	Unreached Percent	69.34%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,850
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.65%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,496
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.96%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,446
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	44.54%	Low Education County	False
Mainstay Community	12.94%	Low Employment County	False
Working Community	23.73%	Persistent Poverty County	False
Country Community	0.74%	Population Loss County	False
Aspiring Community	10.92%	Nonmetro Recreation County	False
Urban Community	7.13%	Retirement Destination County	False

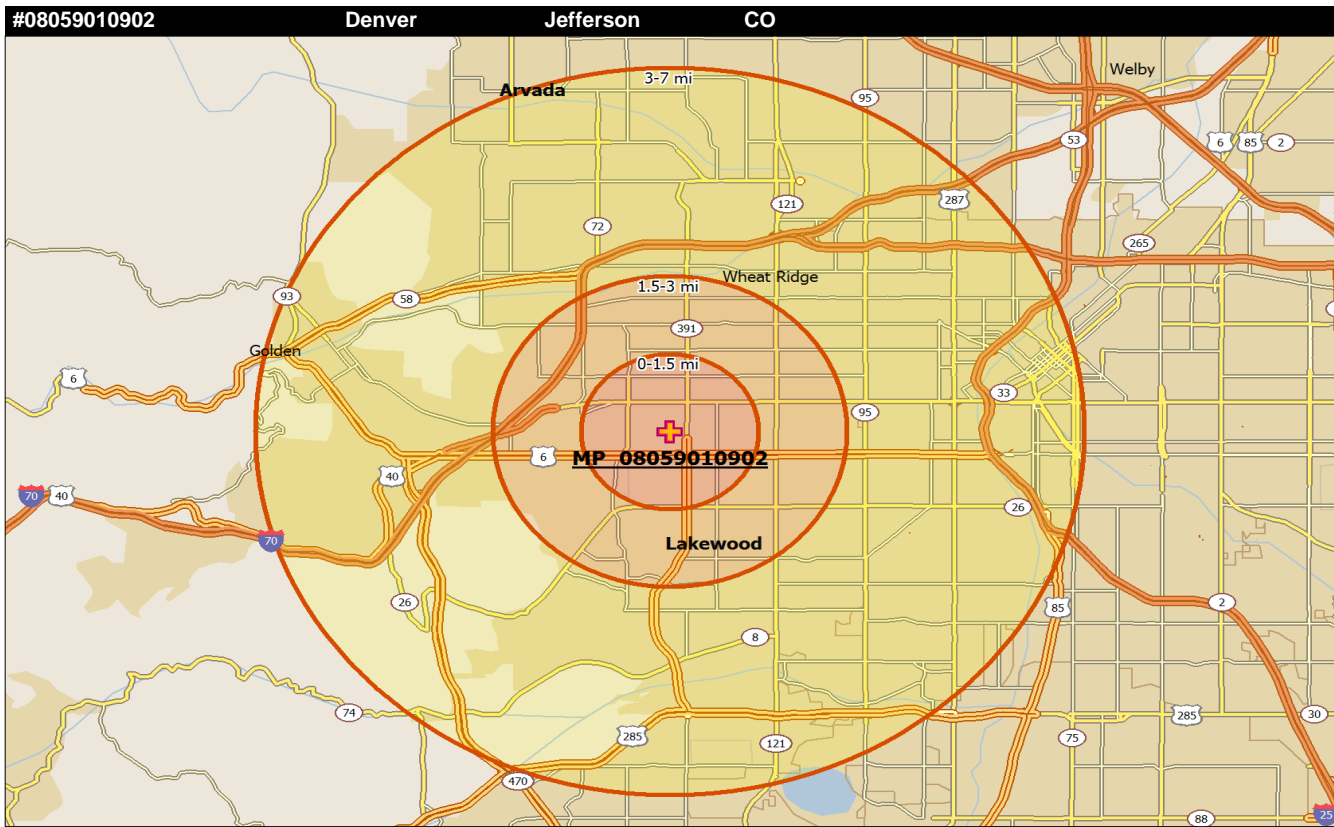
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	58.96	Racial Diversity Index	52.99
Ancestry Diversity Index	70.48	Diversity Composite Index	57.89
Foreign Born Diversity Index	46.82	Population Density Index	78.90



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010209	Total Households in 3 mi Ring	50,404
CT Centroid Latitude	39.83438	Active Evangelical HHLDS	3,841
CT Centroid Longitude	-105.06185	Active Evangelical PERCENT	7.62%
City Location	Arvada	Unreached HHLDS	35,087
County Location	Jefferson	Unreached Percent	69.61%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,981
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.83%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,590
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.09%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,517
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.69%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	39.65%	Low Education County	False
Mainstay Community	12.5%	Low Employment County	False
Working Community	26.99%	Persistent Poverty County	False
Country Community	0.3%	Population Loss County	False
Aspiring Community	11.73%	Nonmetro Recreation County	False
Urban Community	8.83%	Retirement Destination County	False

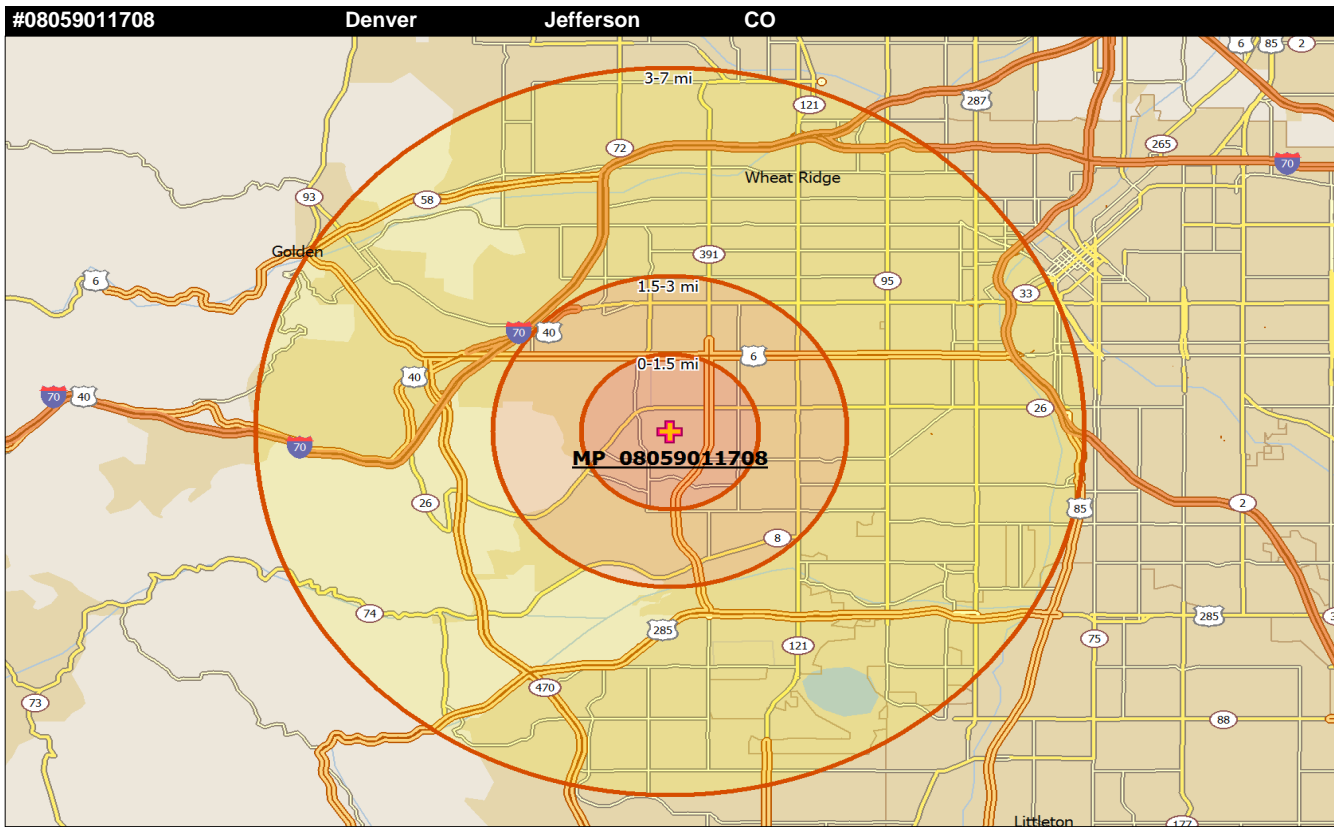
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	62.26	Racial Diversity Index	58.39
Ancestry Diversity Index	64.00	Diversity Composite Index	64.03
Foreign Born Diversity Index	38.84	Population Density Index	80.68



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010902	Total Households in 3 mi Ring	43,295
CT Centroid Latitude	39.73197	Active Evangelical HHLDS	3,332
CT Centroid Longitude	-105.11504	Active Evangelical PERCENT	7.70%
City Location	Denver	Unreached HHLDS	30,008
County Location	Jefferson	Unreached Percent	69.31%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,717
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.51%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,942
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.41%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	18,359
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.41%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	36.74%	Low Education County	False
Mainstay Community	14.54%	Low Employment County	False
Working Community	24.38%	Persistent Poverty County	False
Country Community	0.79%	Population Loss County	False
Aspiring Community	19.78%	Nonmetro Recreation County	False
Urban Community	3.77%	Retirement Destination County	False

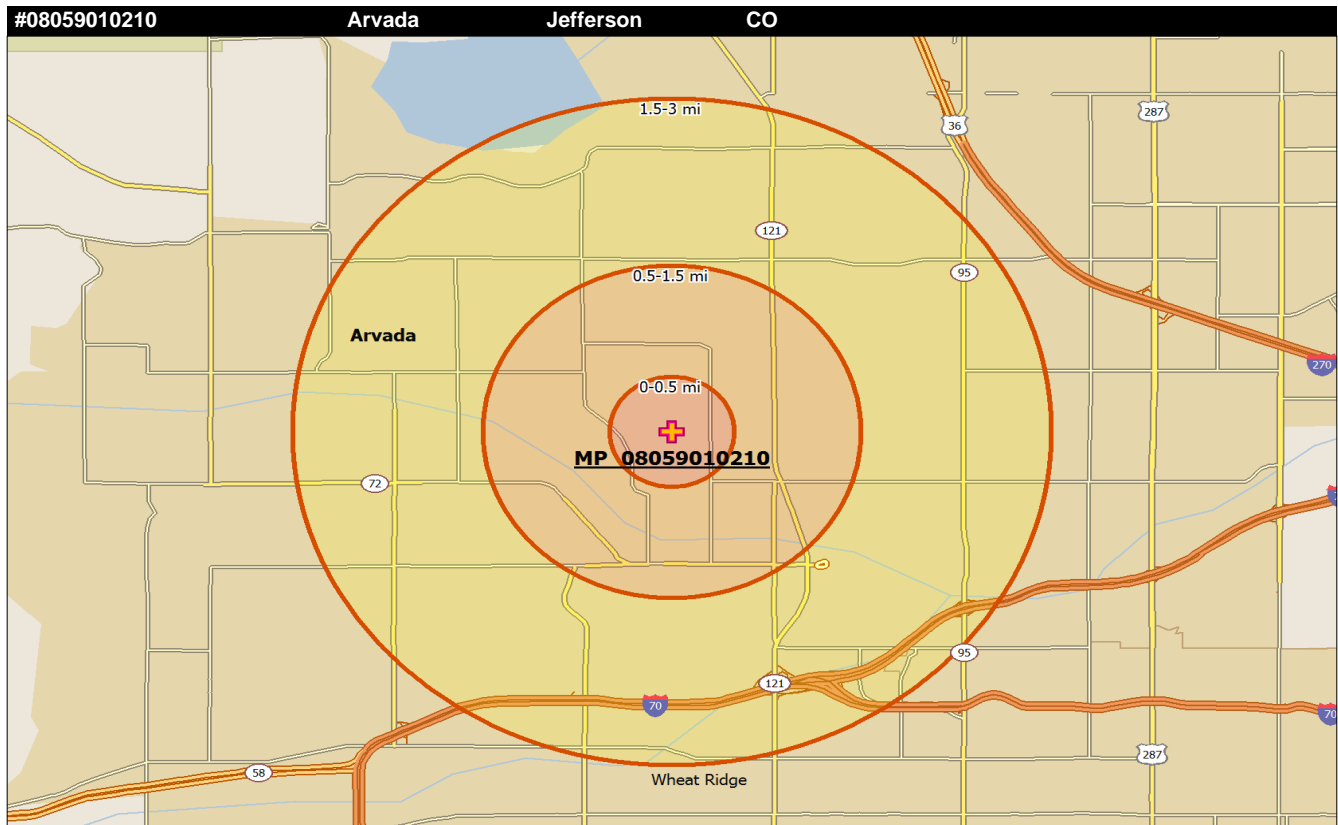
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	49.75	Racial Diversity Index	43.73
Ancestry Diversity Index	82.76	Diversity Composite Index	58.13
Foreign Born Diversity Index	59.79	Population Density Index	70.43



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011708	Total Households in 3 mi Ring	41,357
CT Centroid Latitude	39.70430	Active Evangelical HHLDS	3,131
CT Centroid Longitude	-105.12194	Active Evangelical PERCENT	7.57%
City Location	Denver	Unreached HHLDS	28,874
County Location	Jefferson	Unreached Percent	69.82%
Sitescape Category	3	Religious but NOT Evang HHLDS	6,344
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.34%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,932
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.93%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,605
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	50.7%	Low Education County	False
Mainstay Community	7.6%	Low Employment County	False
Working Community	16.79%	Persistent Poverty County	False
Country Community	0.62%	Population Loss County	False
Aspiring Community	22.87%	Nonmetro Recreation County	False
Urban Community	1.43%	Retirement Destination County	False

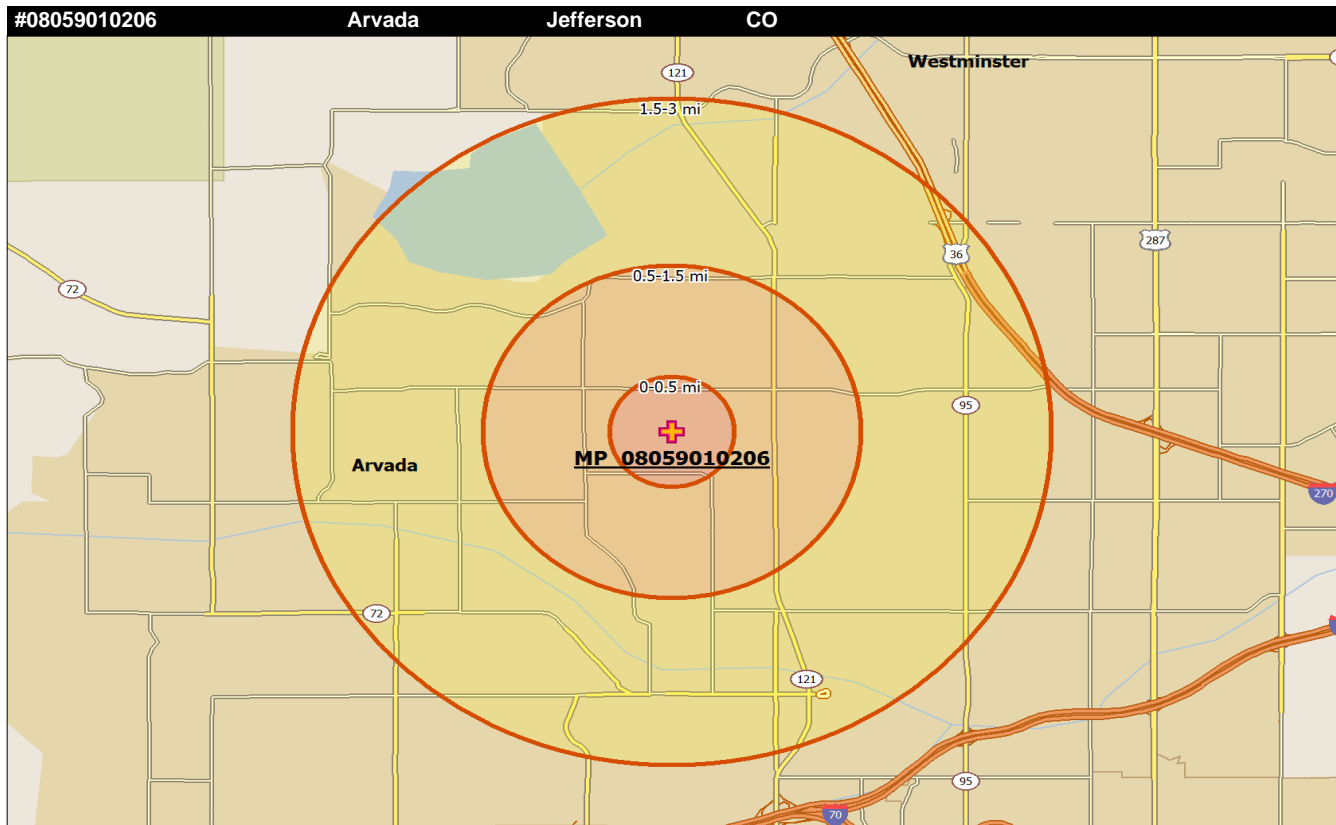
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.01	Racial Diversity Index	40.97
Ancestry Diversity Index	84.19	Diversity Composite Index	63.37
Foreign Born Diversity Index	78.74	Population Density Index	68.88



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010210	Total Households in 3 mi Ring	46,718
CT Centroid Latitude	39.81934	Active Evangelical HHLDS	3,604
CT Centroid Longitude	-105.09661	Active Evangelical PERCENT	7.72%
City Location	Arvada	Unreached HHLDS	32,347
County Location	Jefferson	Unreached Percent	69.24%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,372
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.78%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,149
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.02%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,832
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.45%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	55.07%	Low Education County	False
Mainstay Community	11.77%	Low Employment County	False
Working Community	19.7%	Persistent Poverty County	False
Country Community	0.93%	Population Loss County	False
Aspiring Community	9.17%	Nonmetro Recreation County	False
Urban Community	3.36%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.83	Racial Diversity Index	40.66
Ancestry Diversity Index	84.10	Diversity Composite Index	57.87
Foreign Born Diversity Index	64.97	Population Density Index	75.19



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059010206	Total Households in 3 mi Ring	45,676
CT Centroid Latitude	39.83626	Active Evangelical HHLDS	3,512
CT Centroid Longitude	-105.09688	Active Evangelical PERCENT	7.69%
City Location	Arvada	Unreached HHLDS	31,671
County Location	Jefferson	Unreached Percent	69.34%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,145
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.64%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,161
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.3%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	19,370
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.41%

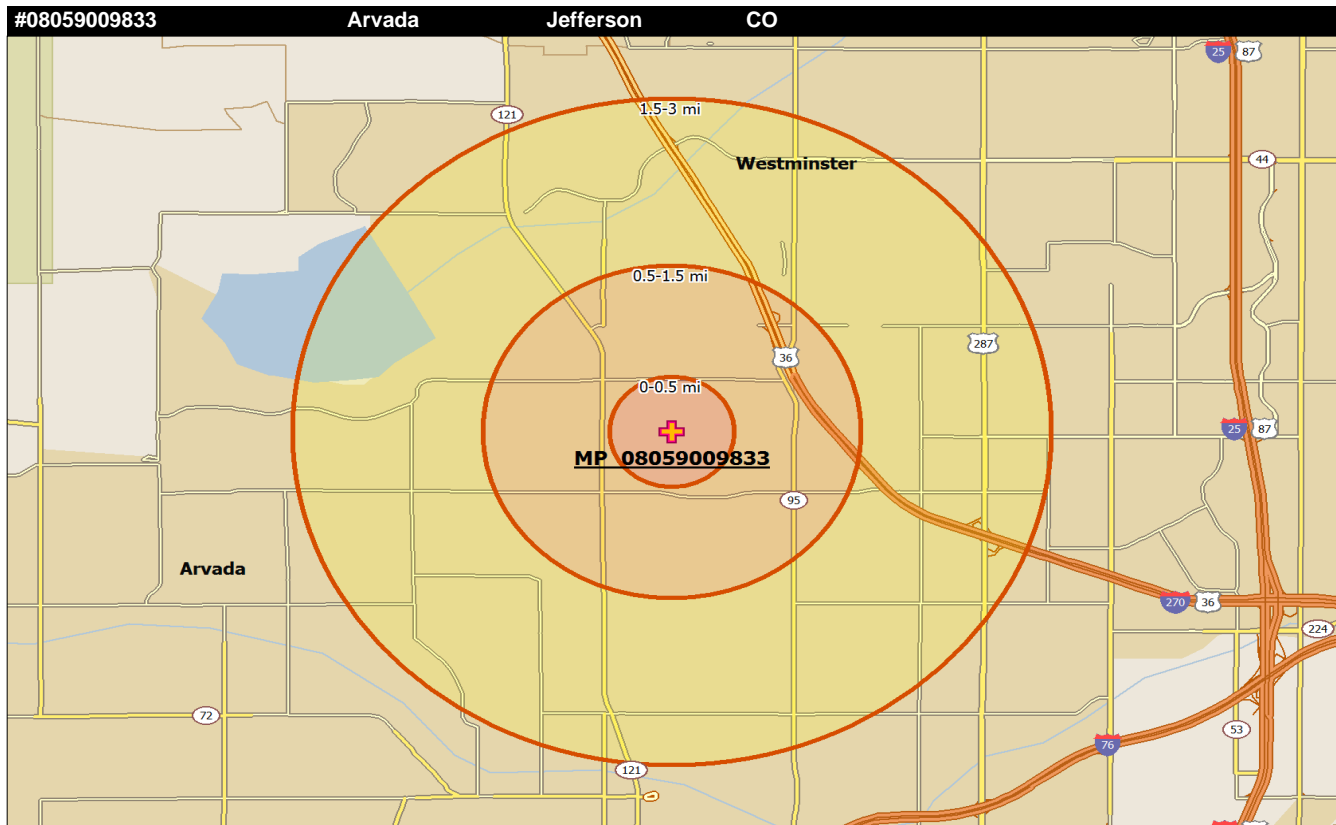
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	58.75%	Low Education County	False
Mainstay Community	11.88%	Low Employment County	False
Working Community	15%	Persistent Poverty County	False
Country Community	0.83%	Population Loss County	False
Aspiring Community	11.42%	Nonmetro Recreation County	False
Urban Community	2.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	48.28	Racial Diversity Index	40.53
Ancestry Diversity Index	83.95	Diversity Composite Index	66.24
Foreign Born Diversity Index	75.41	Population Density Index	75.42

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

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20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059009833	Total Households in 3 mi Ring	44,436
CT Centroid Latitude	39.84967	Active Evangelical HHLDS	3,371
CT Centroid Longitude	-105.07135	Active Evangelical PERCENT	7.59%
City Location	Arvada	Unreached HHLDS	30,995
County Location	Jefferson	Unreached Percent	69.75%
Sitescape Category	4	Religious but NOT Evang HHLDS	6,960
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.66%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,137
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.56%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	18,898
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.53%

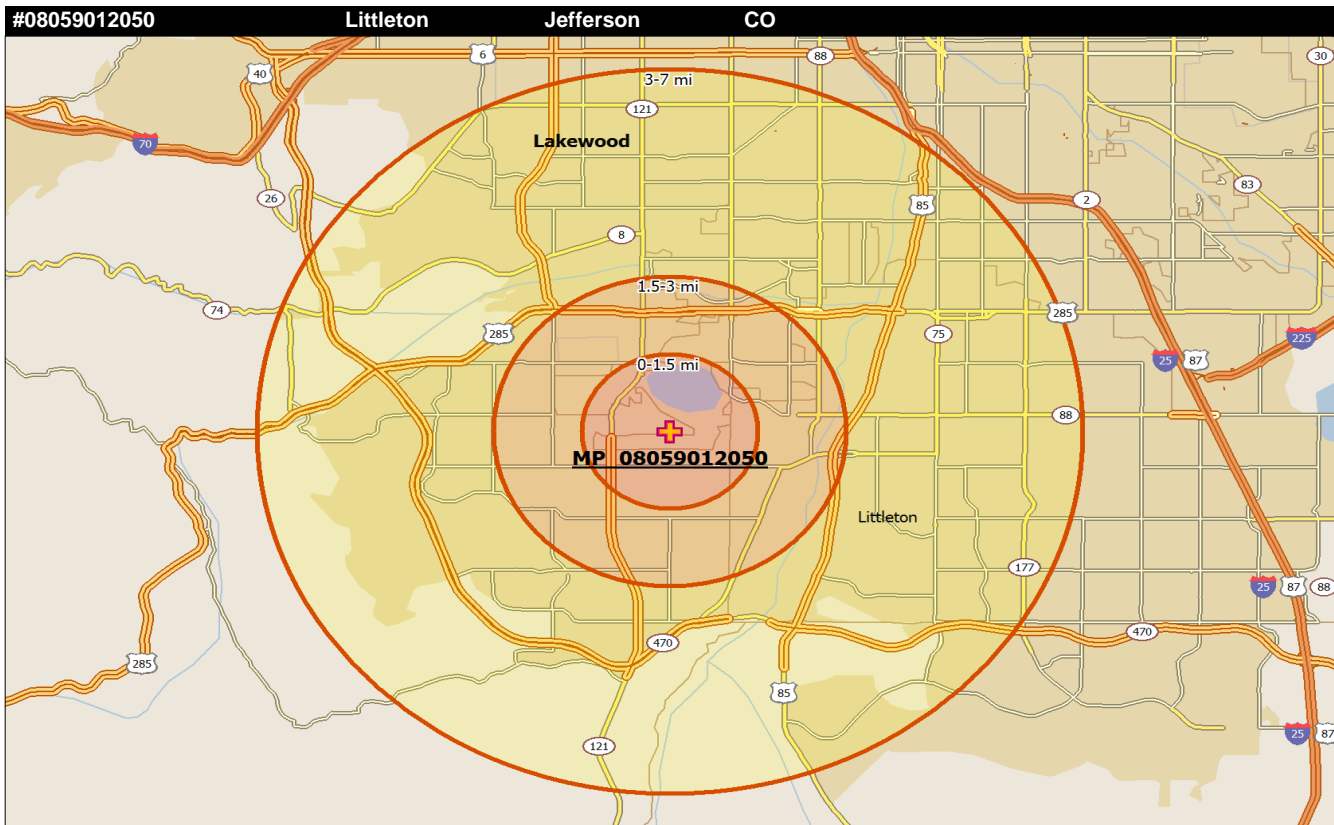
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	55.14%	Low Education County	False
Mainstay Community	12.15%	Low Employment County	False
Working Community	16.37%	Persistent Poverty County	False
Country Community	0.3%	Population Loss County	False
Aspiring Community	13.33%	Nonmetro Recreation County	False
Urban Community	2.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	57.75	Racial Diversity Index	52.29
Ancestry Diversity Index	74.18	Diversity Composite Index	60.90
Foreign Born Diversity Index	54.30	Population Density Index	75.27

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

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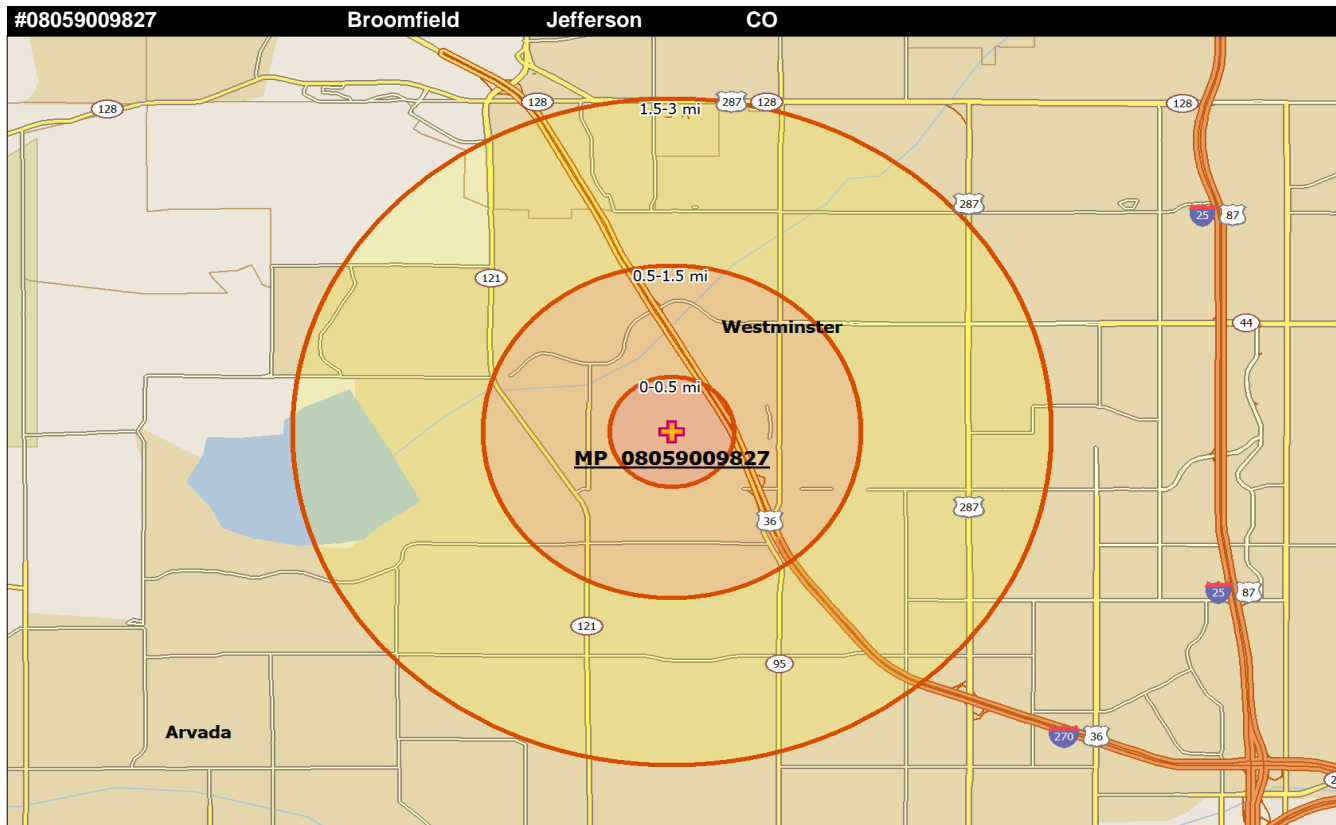
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21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059012050	Total Households in 3 mi Ring	41,184
CT Centroid Latitude	39.61947	Active Evangelical HHLDS	2,992
CT Centroid Longitude	-105.07266	Active Evangelical PERCENT	7.27%
City Location	Littleton	Unreached HHLDS	29,252
County Location	Jefferson	Unreached Percent	71.03%
Sitescape Category	3	Religious but NOT Evang HHLDS	6,492
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.76%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	5,072
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.32%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,694
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.96%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	68.22%	Low Education County	False
Mainstay Community	7.09%	Low Employment County	False
Working Community	6.98%	Persistent Poverty County	False
Country Community	0.01%	Population Loss County	False
Aspiring Community	17.68%	Nonmetro Recreation County	False
Urban Community	0.02%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.82	Racial Diversity Index	39.34
Ancestry Diversity Index	86.28	Diversity Composite Index	71.81
Foreign Born Diversity Index	88.54	Population Density Index	70.91



22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059009827	Total Households in 3 mi Ring	41,893
CT Centroid Latitude	39.87103	Active Evangelical HHLDS	3,155
CT Centroid Longitude	-105.06914	Active Evangelical PERCENT	7.53%
City Location	Broomfield	Unreached HHLDS	29,311
County Location	Jefferson	Unreached Percent	69.97%
Sitescape Category code	4	Religious but NOT Evang HHLDS	6,481
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.47%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,094
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.16%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	17,737
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.34%

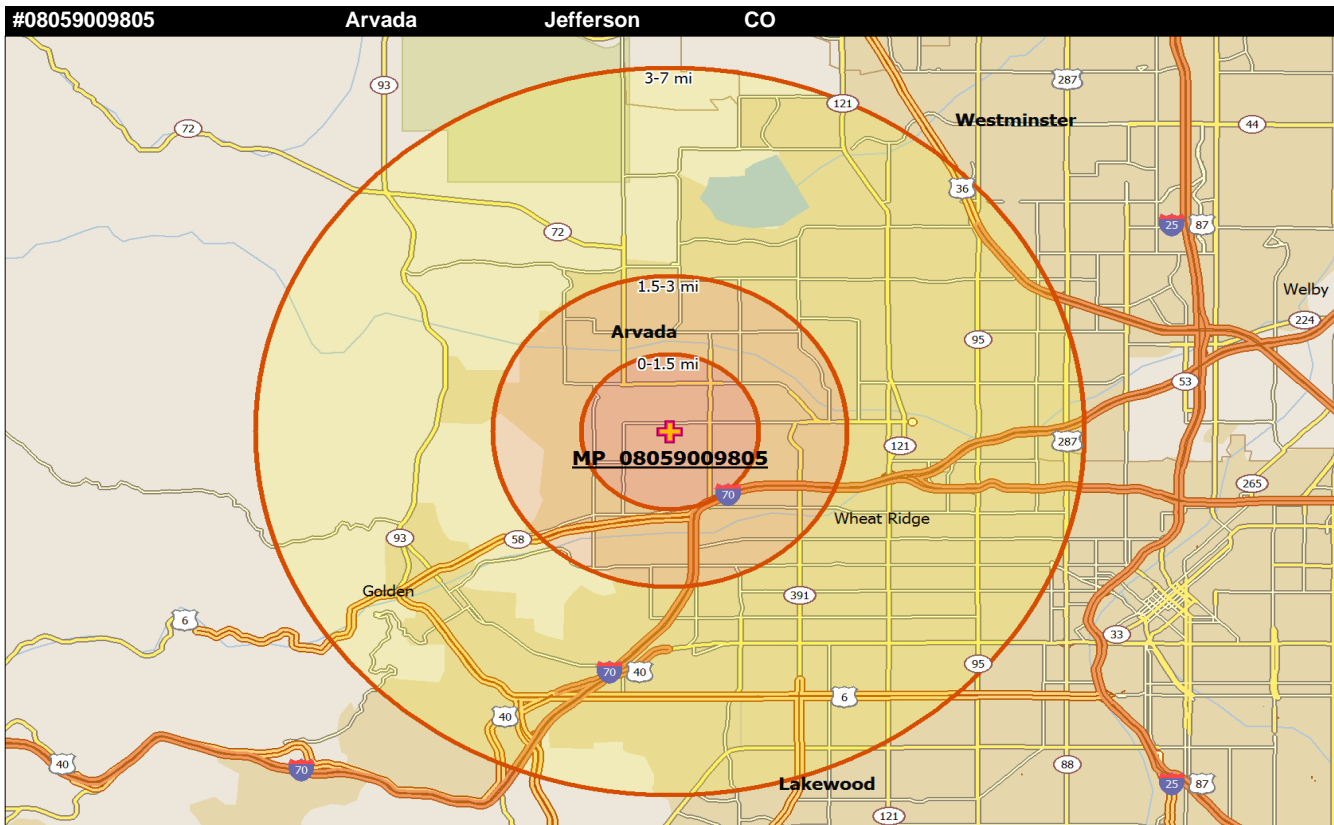
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	61.36%	Low Education County	False
Mainstay Community	9.53%	Low Employment County	False
Working Community	10.91%	Persistent Poverty County	False
Country Community	0.18%	Population Loss County	False
Aspiring Community	15.52%	Nonmetro Recreation County	False
Urban Community	2.5%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	54.98	Racial Diversity Index	50.29
Ancestry Diversity Index	76.27	Diversity Composite Index	63.40
Foreign Born Diversity Index	64.71	Population Density Index	74.36

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

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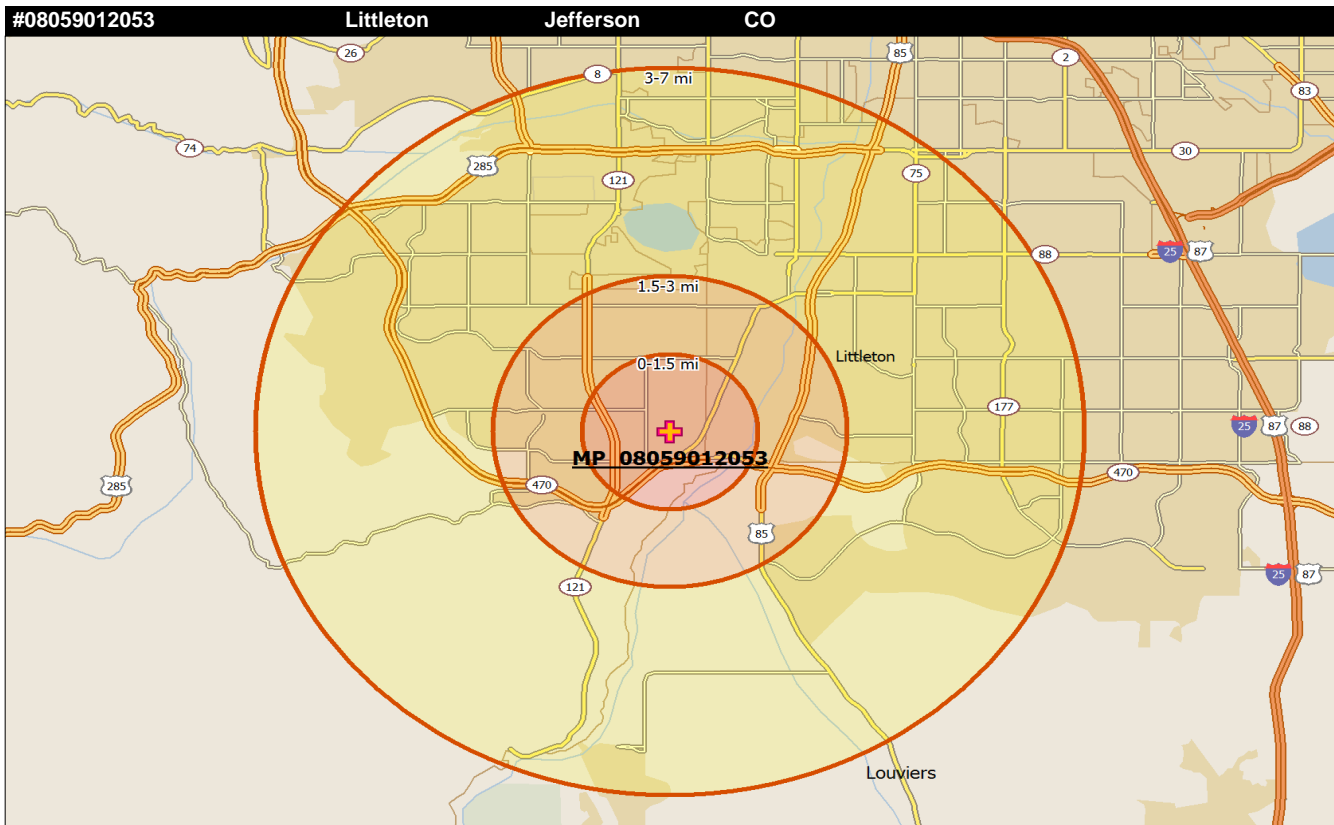
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23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059009805	Total Households in 3 mi Ring	27,514
CT Centroid Latitude	39.79928	Active Evangelical HHLDS	2,090
CT Centroid Longitude	-105.15059	Active Evangelical PERCENT	7.60%
City Location	Arvada	Unreached HHLDS	19,176
County Location	Jefferson	Unreached Percent	69.7%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,439
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.13%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,080
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.19%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	11,664
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.39%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	64.22%	Low Education County	False
Mainstay Community	10.81%	Low Employment County	False
Working Community	17.17%	Persistent Poverty County	False
Country Community	1.43%	Population Loss County	False
Aspiring Community	4.82%	Nonmetro Recreation County	False
Urban Community	1.54%	Retirement Destination County	False

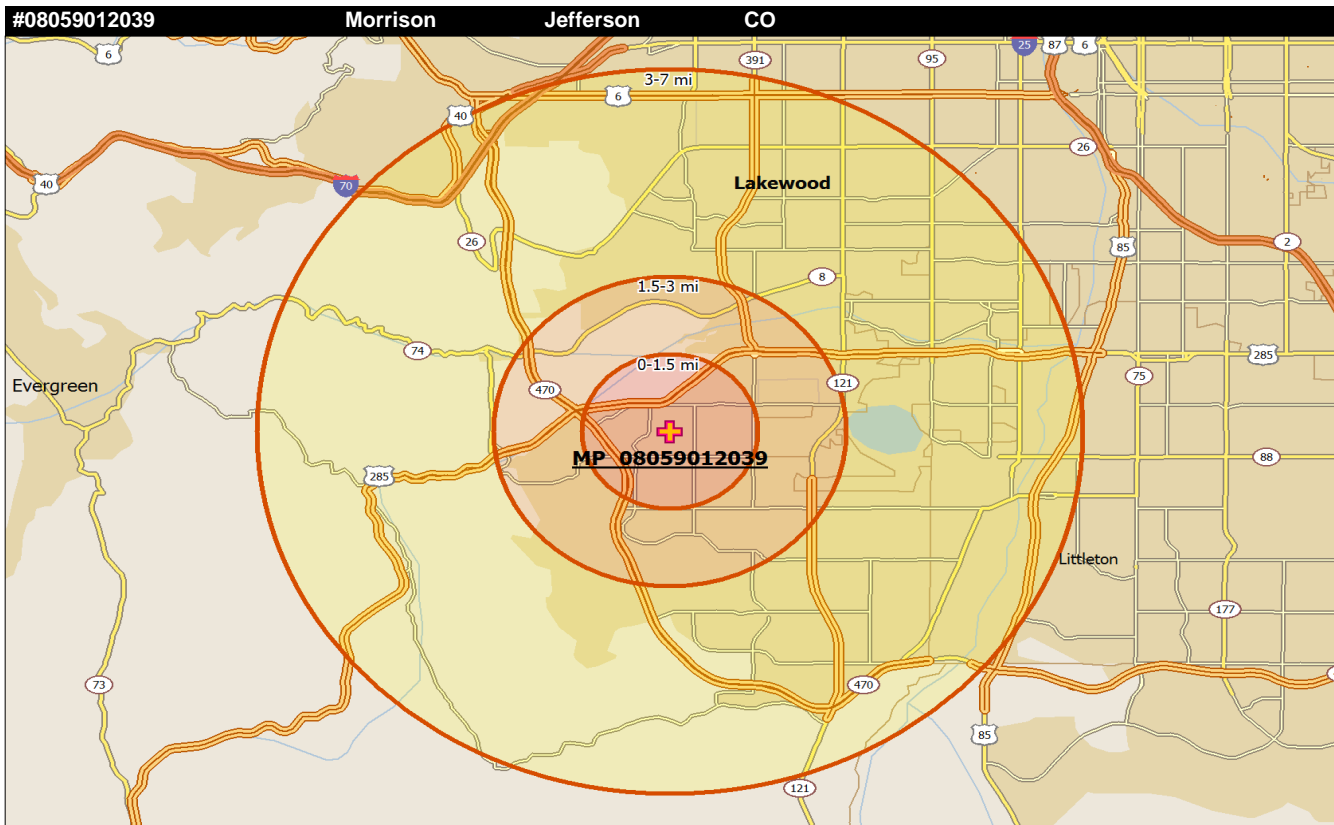
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.61	Racial Diversity Index	30.08
Ancestry Diversity Index	87.10	Diversity Composite Index	52.17
Foreign Born Diversity Index	58.56	Population Density Index	54.91



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059012053	Total Households in 3 mi Ring	26,787
CT Centroid Latitude	39.57461	Active Evangelical HHLDS	1,925
CT Centroid Longitude	-105.06523	Active Evangelical PERCENT	7.18%
City Location	Littleton	Unreached HHLDS	19,112
County Location	Jefferson	Unreached Percent	71.35%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,336
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.19%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,246
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.12%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	11,531
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.05%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	82.23%	Low Education County	False
Mainstay Community	7.09%	Low Employment County	False
Working Community	0.68%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	9.98%	Nonmetro Recreation County	False
Urban Community	0.01%	Retirement Destination County	False

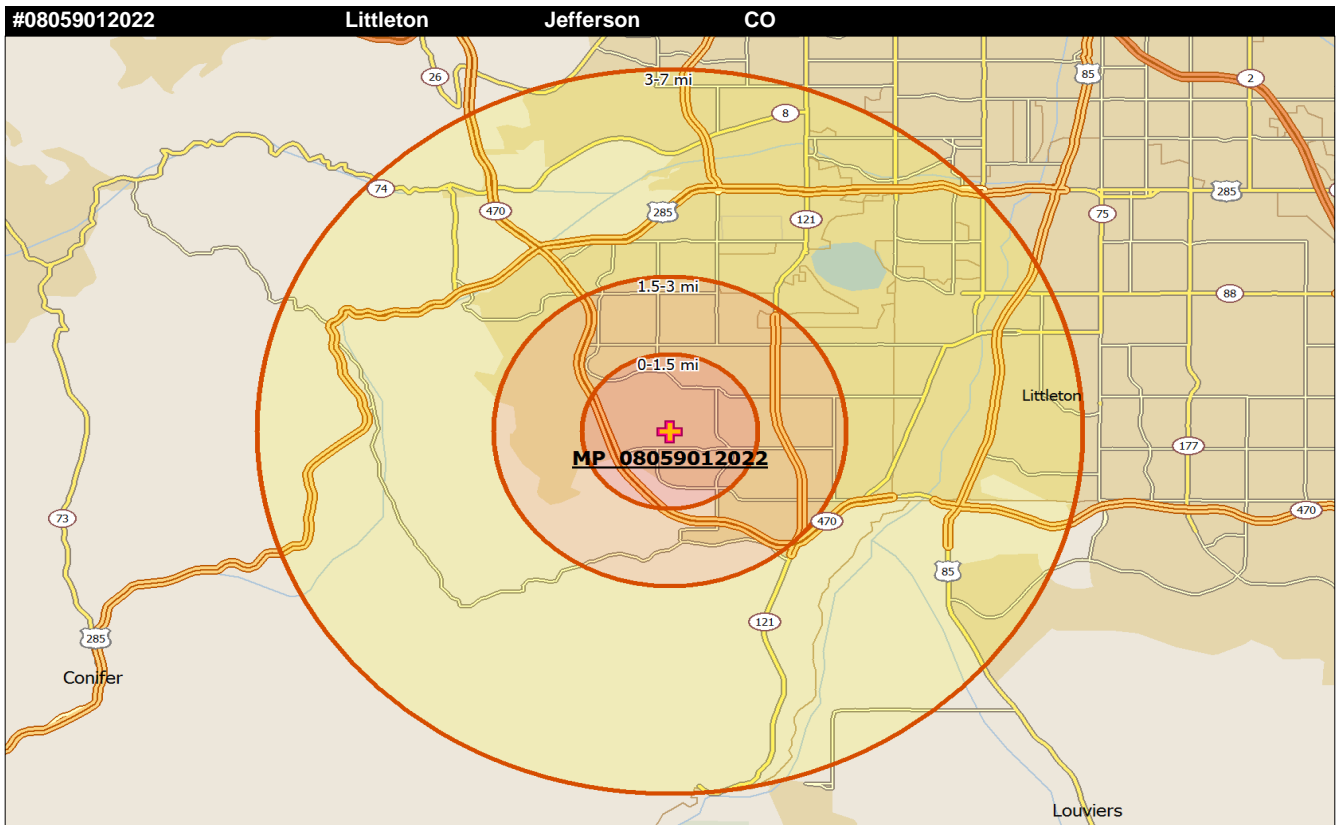
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	32.64	Racial Diversity Index	27.72
Ancestry Diversity Index	88.35	Diversity Composite Index	66.70
Foreign Born Diversity Index	93.30	Population Density Index	55.74



25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059012039	Total Households in 3 mi Ring	28,757
CT Centroid Latitude	39.63118	Active Evangelical HHLDS	2,049
CT Centroid Longitude	-105.13639	Active Evangelical PERCENT	7.12%
City Location	Morrison	Unreached HHLDS	20,588
County Location	Jefferson	Unreached Percent	71.59%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,454
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.49%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,718
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.93%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	12,416
Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	43.18%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	72.05%	Low Education County	False
Mainstay Community	3.94%	Low Employment County	False
Working Community	3.92%	Persistent Poverty County	False
Country Community	0.22%	Population Loss County	False
Aspiring Community	19.86%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

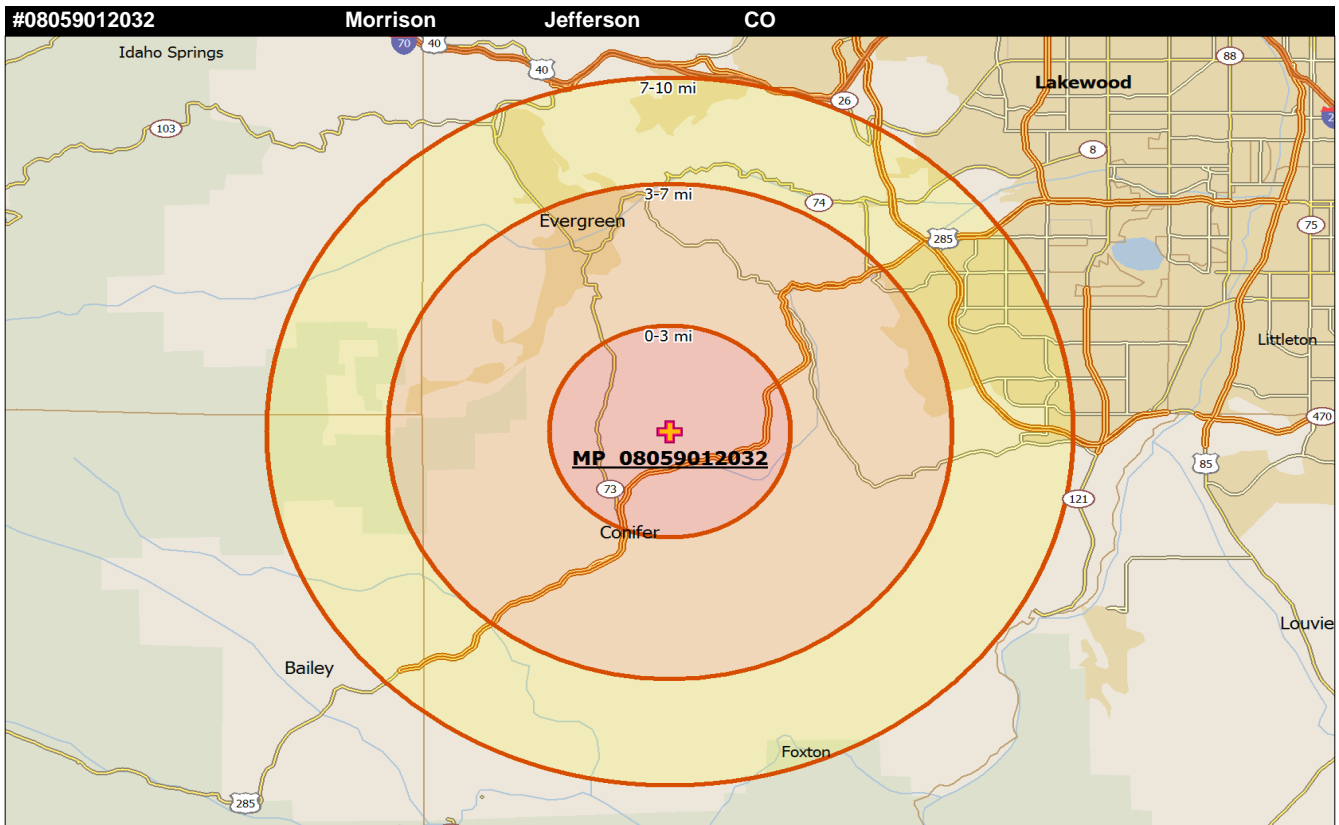
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	41.56	Racial Diversity Index	36.04
Ancestry Diversity Index	85.91	Diversity Composite Index	60.47
Foreign Born Diversity Index	94.67	Population Density Index	56.76



26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059012022	Total Households in 3 mi Ring	30,284
CT Centroid Latitude	39.58542	Active Evangelical HHLDS	2,155
CT Centroid Longitude	-105.12480	Active Evangelical PERCENT	7.12%
City Location	Littleton	Unreached HHLDS	21,692
County Location	Jefferson	Unreached Percent	71.63%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,798
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.84%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,727
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.31%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	13,167
Population Pattern	100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	43.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	88.66%	Low Education County	False
Mainstay Community	1.73%	Low Employment County	False
Working Community	0.45%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	9.15%	Nonmetro Recreation County	False
Urban Community	0.01%	Retirement Destination County	False

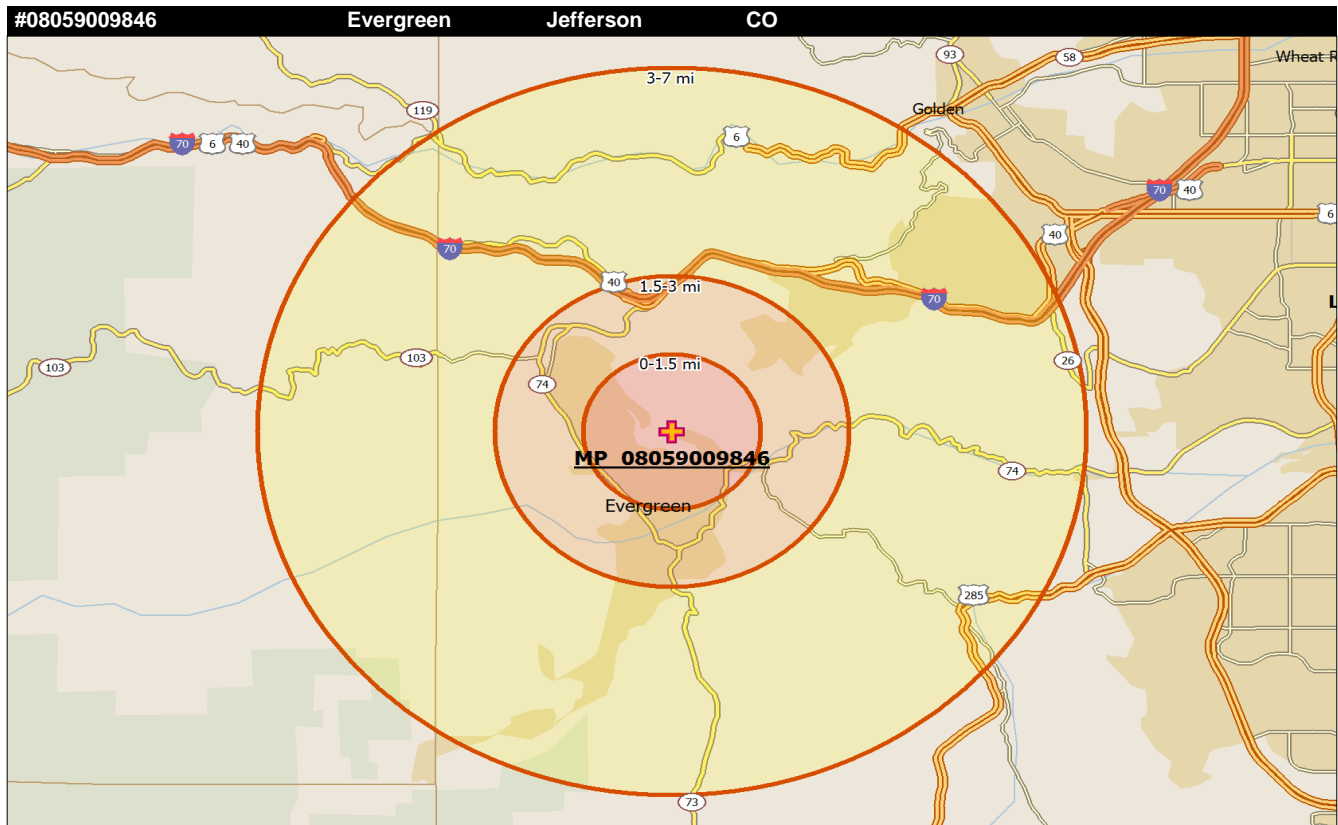
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	32.40	Racial Diversity Index	28.27
Ancestry Diversity Index	88.37	Diversity Composite Index	74.92
Foreign Born Diversity Index	94.61	Population Density Index	63.18



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059012032	Total Households in 3 mi Ring	2,374
CT Centroid Latitude	39.55898	Active Evangelical HHLDS	164
CT Centroid Longitude	-105.28418	Active Evangelical PERCENT	6.90%
City Location	Morrison	Unreached HHLDS	1,721
County Location	Jefferson	Unreached Percent	72.47%
Sitescape Category code	2	Religious but NOT Evang HHLDS	383
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.14%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	298
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.54%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	1,040
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	43.8%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	99.28%	Low Education County	False
Mainstay Community	0.72%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	36.02	Racial Diversity Index	15.48
Ancestry Diversity Index	97.74	Diversity Composite Index	56.63
Foreign Born Diversity Index	52.58	Population Density Index	17.71



28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059009846	Total Households in 3 mi Ring	4,951
CT Centroid Latitude	39.66452	Active Evangelical HHLDS	346
CT Centroid Longitude	-105.32415	Active Evangelical PERCENT	7.00%
City Location	Evergreen	Unreached HHLDS	3,569
County Location	Jefferson	Unreached Percent	72.09%
Sitescape Category code	3	Religious but NOT Evang HHLDS	778
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	15.72%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	673
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.59%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,118
Population Pattern	50000-50000-100000	NOT Evangelical NOT Interested PERCENT	42.78%

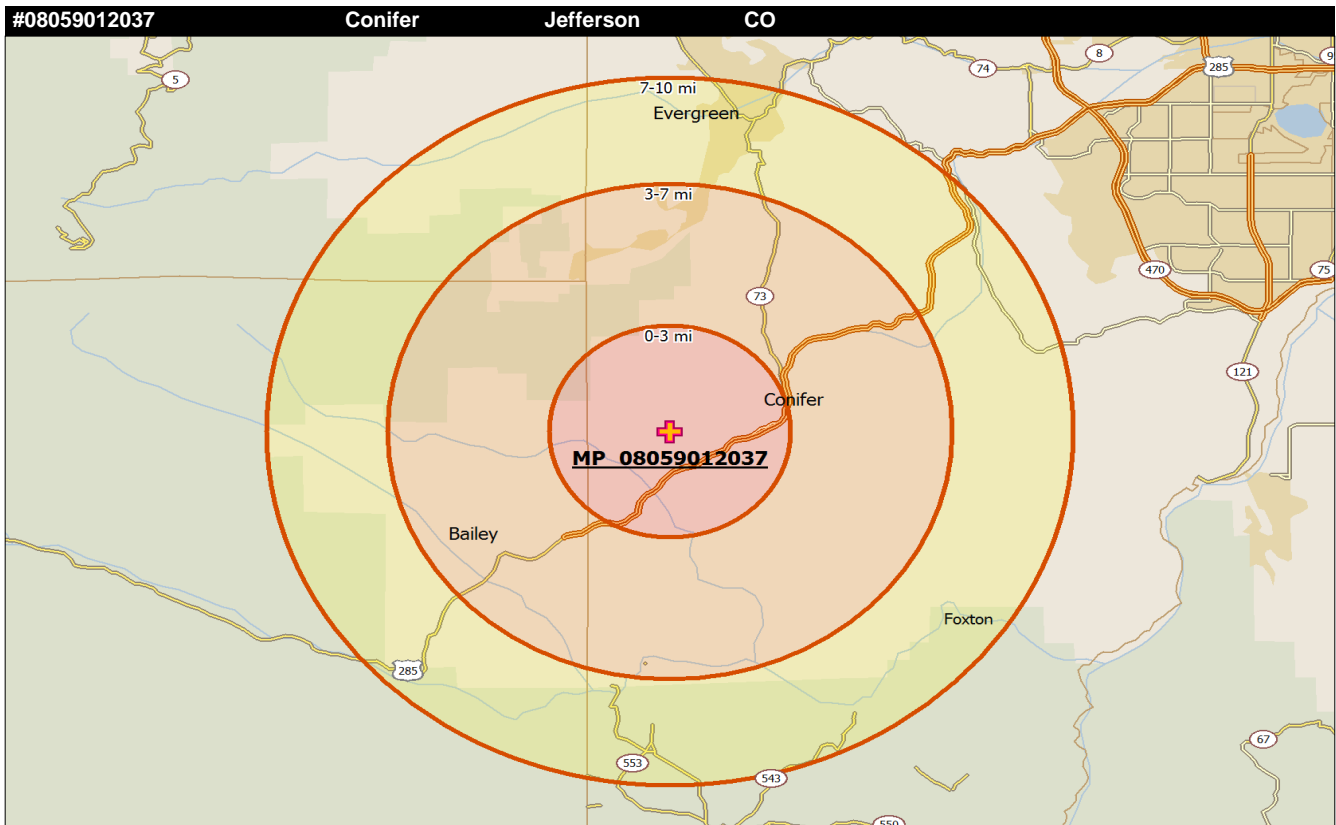
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	86.37%	Low Education County	False
Mainstay Community	7.66%	Low Employment County	False
Working Community	0.12%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	5.86%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.22	Racial Diversity Index	13.16
Ancestry Diversity Index	94.25	Diversity Composite Index	62.08
Foreign Born Diversity Index	74.83	Population Density Index	23.35

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

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29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059012037	Total Households in 3 mi Ring	2,289
CT Centroid Latitude	39.50436	Active Evangelical HHLDS	167
CT Centroid Longitude	-105.35990	Active Evangelical PERCENT	7.28%
City Location	Conifer	Unreached HHLDS	1,624
County Location	Jefferson	Unreached Percent	70.93%
Sitescape Category code	2	Religious but NOT Evang HHLDS	364
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.89%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	289
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.61%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	971
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	42.42%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	99.39%	Low Education County	False
Mainstay Community	0.13%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	0.13%	Nonmetro Recreation County	False
Urban Community	0.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.93	Racial Diversity Index	15.83
Ancestry Diversity Index	95.79	Diversity Composite Index	42.80
Foreign Born Diversity Index	46.42	Population Density Index	11.68

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

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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

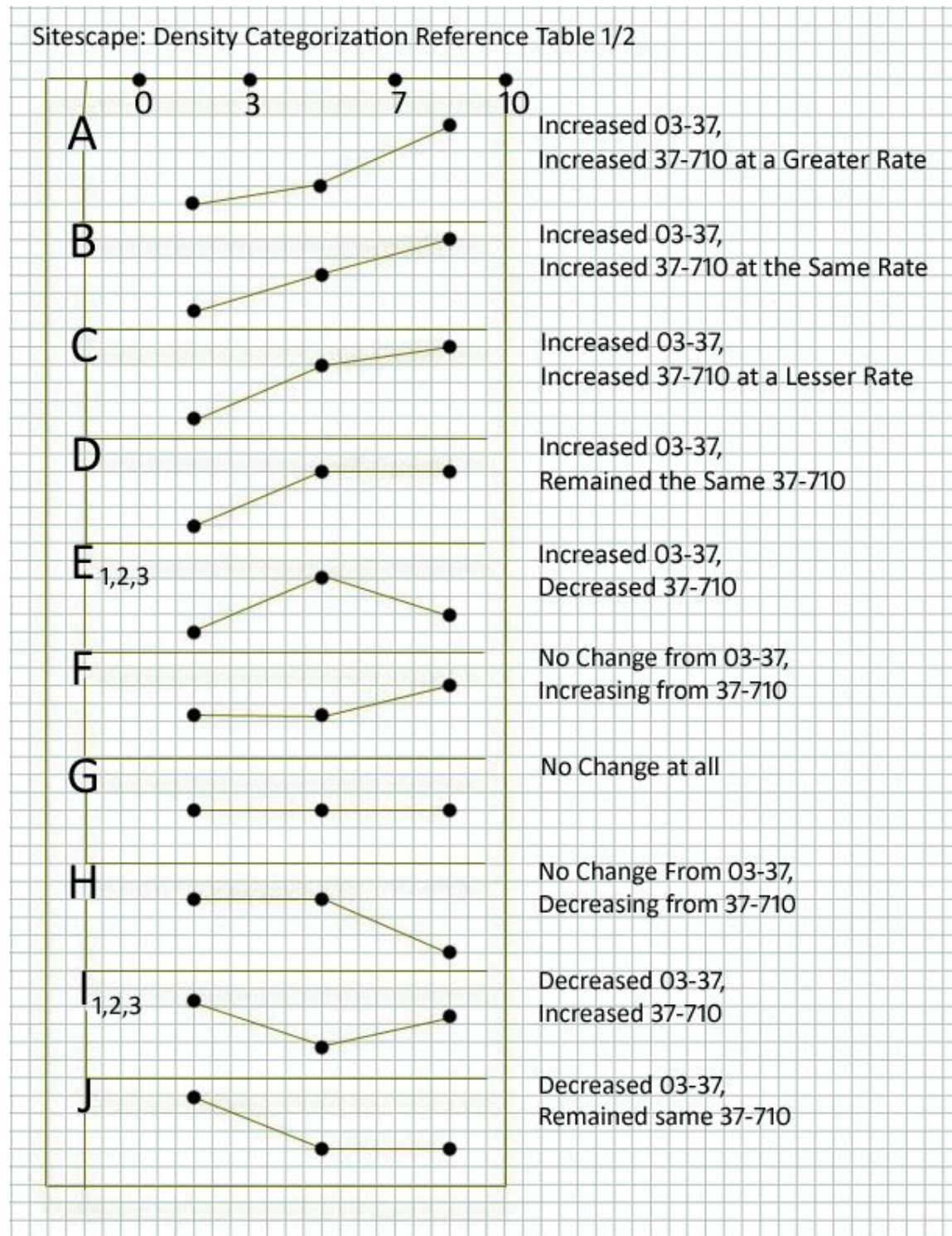
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

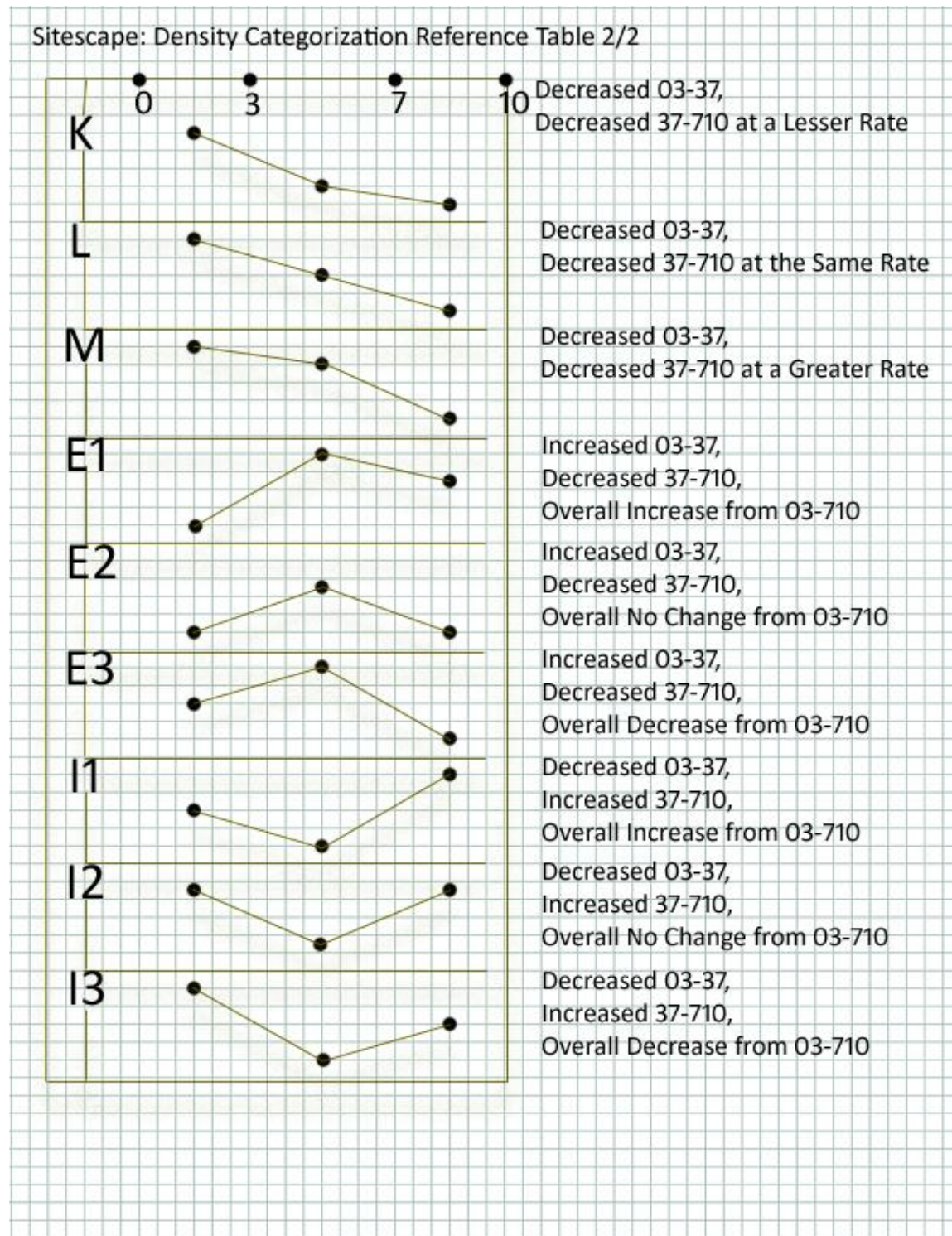
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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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