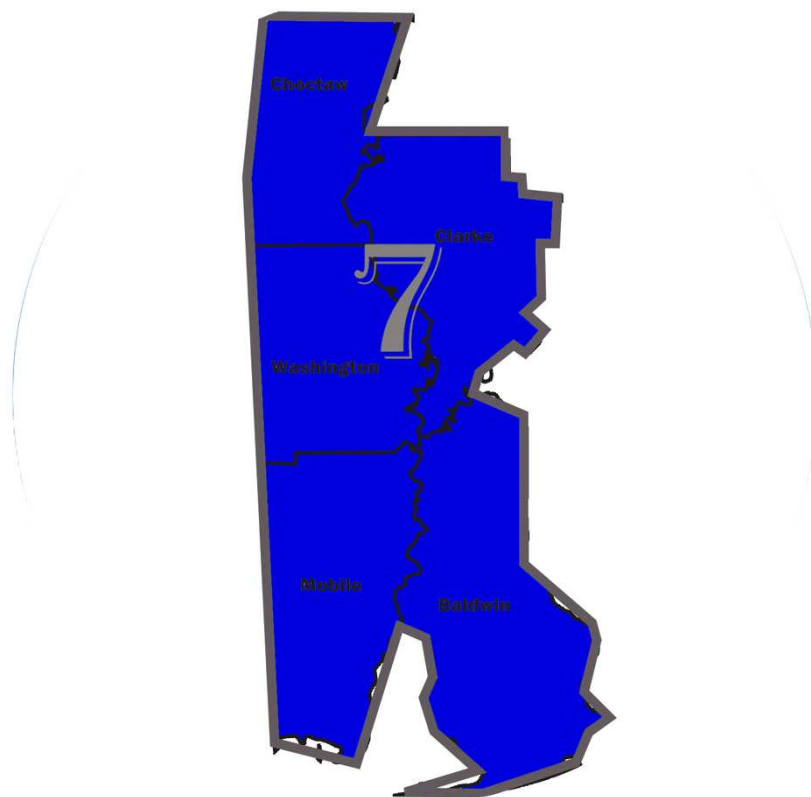


MISSION POINTS

Top Unreached Locations



Top Mission Points in District 7:
Gulf Coast District, Alabama



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.

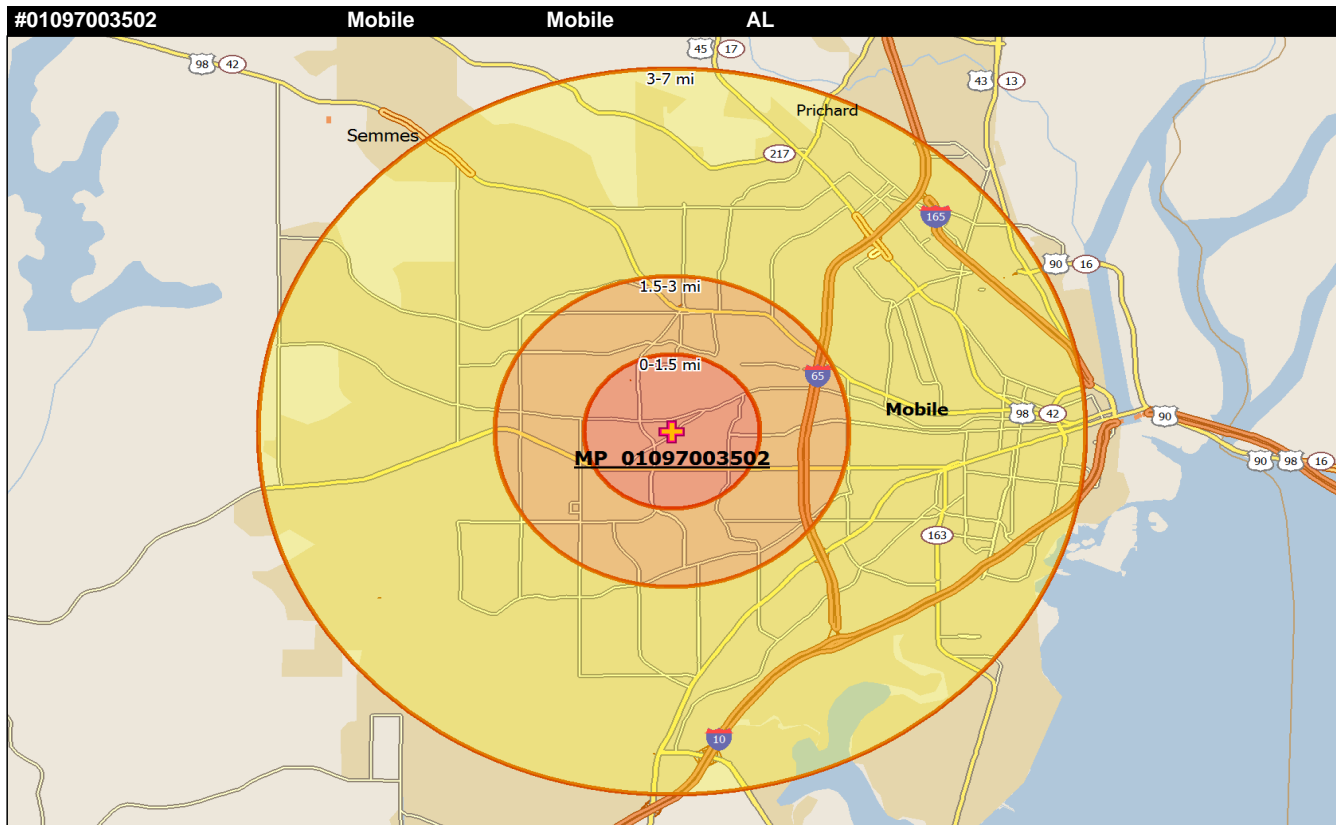
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared 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	#01097003502	Total Households in 3 mi Ring	29,818
CT Centroid Latitude	30.68503	Active Evangelical HHLDS	4,850
CT Centroid Longitude	-88.15970	Active Evangelical PERCENT	16.27%
City Location	Mobile	Unreached HHLDS	21,219
County Location	Mobile	Unreached Percent	71.16%
Sitescape Category code	3	Religious but NOT Evang HHLDS	5,765
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	19.33%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	3,232
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.84%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	12,270
Population Pattern	100000-250000-50000	NOT Evangelical NOT Interested PERCENT	41.15%

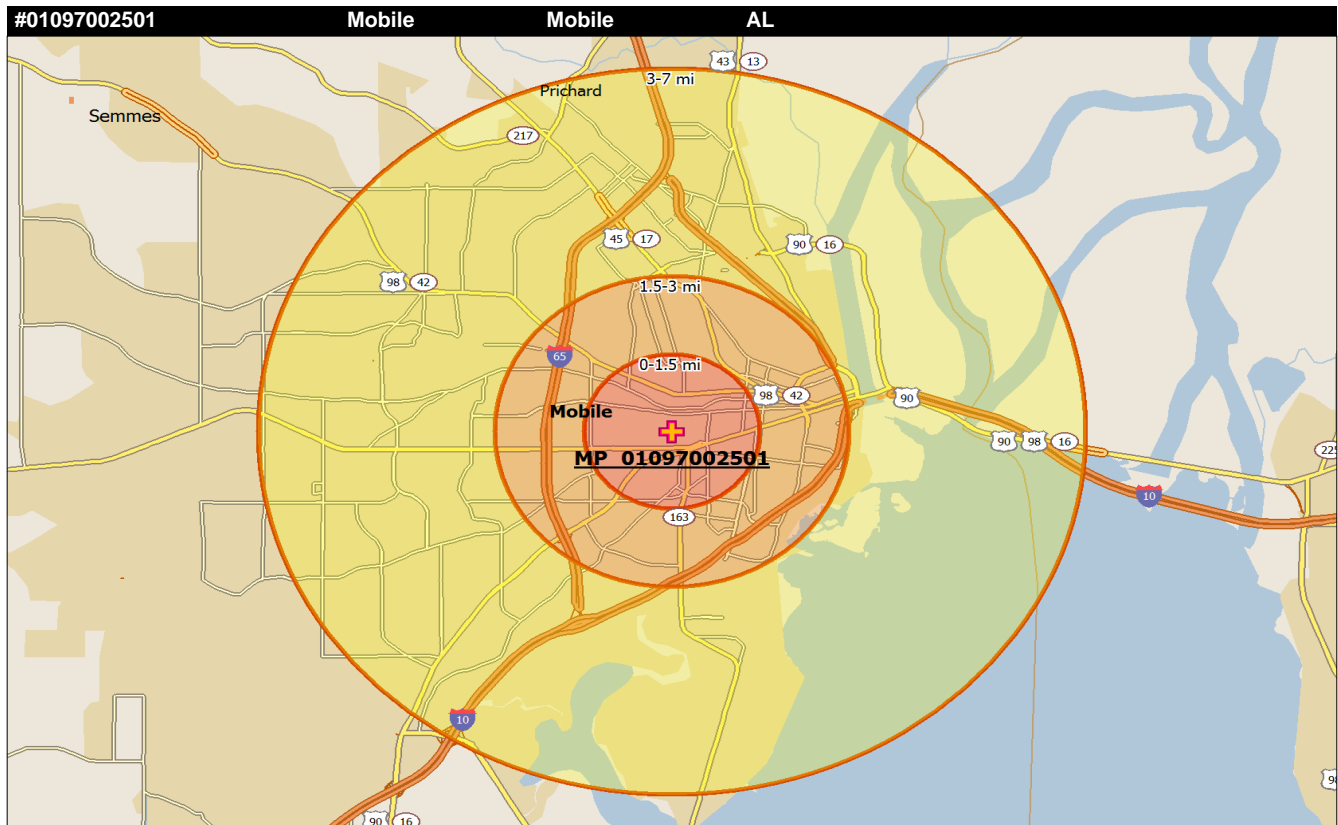
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	27.5%	Low Education County	False
Mainstay Community	6.02%	Low Employment County	False
Working Community	18.37%	Persistent Poverty County	False
Country Community	0.54%	Population Loss County	False
Aspiring Community	24.24%	Nonmetro Recreation County	False
Urban Community	23.32%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	38.72	Racial Diversity Index	59.51
Ancestry Diversity Index	44.94	Diversity Composite Index	49.07
Foreign Born Diversity Index	75.48	Population Density Index	56.62

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

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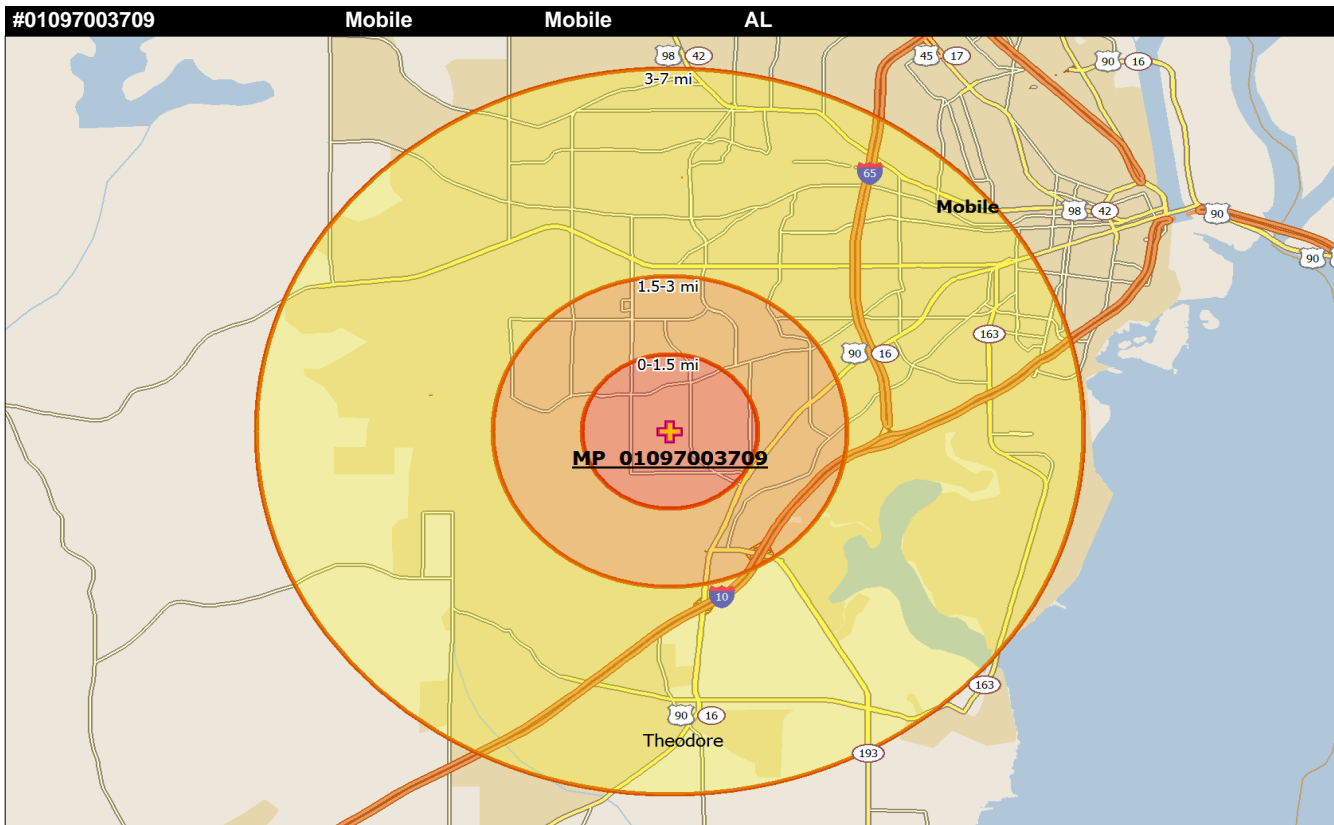
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2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097002501	Total Households in 3 mi Ring	32,038
CT Centroid Latitude	30.68099	Active Evangelical HHLDS	5,285
CT Centroid Longitude	-88.09095	Active Evangelical PERCENT	16.50%
City Location	Mobile	Unreached HHLDS	22,670
County Location	Mobile	Unreached Percent	70.76%
Sitescape Category code	3	Religious but NOT Evang HHLDS	8,667
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	27.05%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,726
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	5.39%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	12,687
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	39.6%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7%	Low Education County	False
Mainstay Community	2.59%	Low Employment County	False
Working Community	10.21%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	15.72%	Nonmetro Recreation County	False
Urban Community	64.21%	Retirement Destination County	False

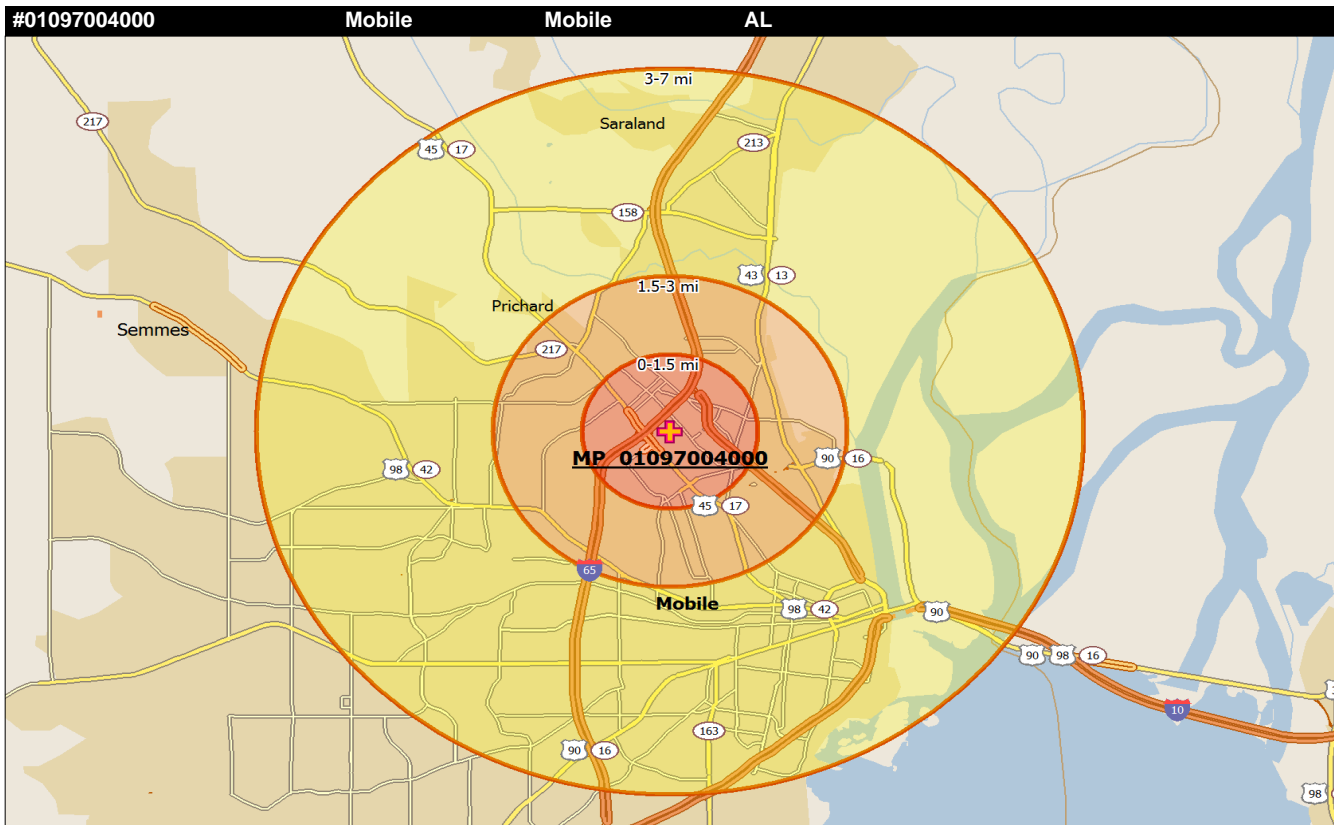
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	16.98	Racial Diversity Index	53.78
Ancestry Diversity Index	9.44	Diversity Composite Index	45.32
Foreign Born Diversity Index	97.63	Population Density Index	64.88



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097003709	Total Households in 3 mi Ring	22,293
CT Centroid Latitude	30.62760	Active Evangelical HHLDS	3,840
CT Centroid Longitude	-88.17598	Active Evangelical PERCENT	17.22%
City Location	Mobile	Unreached HHLDS	15,490
County Location	Mobile	Unreached Percent	69.48%
Sitescape Category code	3	Religious but NOT Evang HHLDS	3,676
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	16.49%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,602
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.67%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	9,226
Population Pattern	50000-250000-100000	NOT Evangelical NOT Interested PERCENT	41.38%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	44.47%	Low Education County	False
Mainstay Community	14.93%	Low Employment County	False
Working Community	17.23%	Persistent Poverty County	False
Country Community	1.09%	Population Loss County	False
Aspiring Community	15.51%	Nonmetro Recreation County	False
Urban Community	6.77%	Retirement Destination County	False

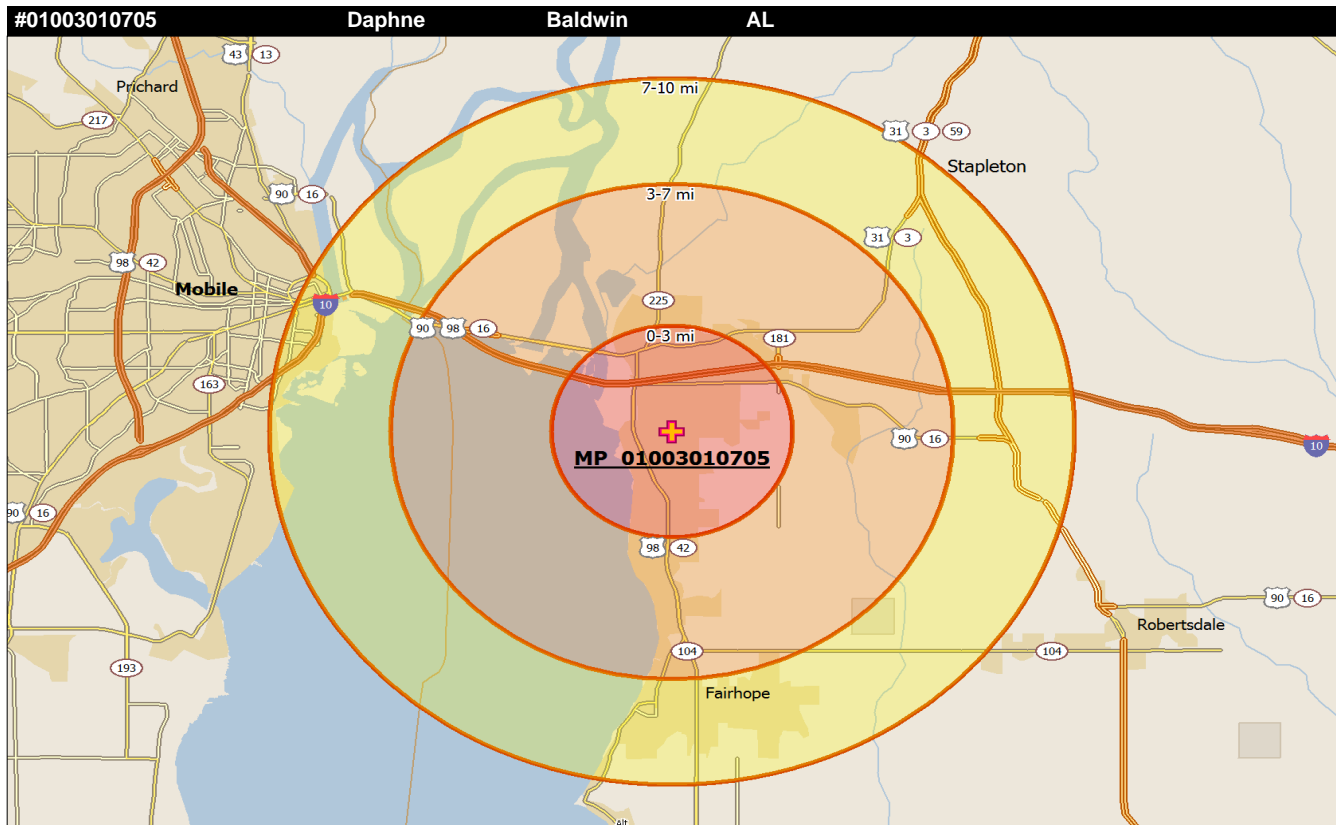
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	33.48	Racial Diversity Index	45.72
Ancestry Diversity Index	61.69	Diversity Composite Index	45.49
Foreign Born Diversity Index	88.98	Population Density Index	46.35



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097004000	Total Households in 3 mi Ring	19,627
CT Centroid Latitude	30.73978	Active Evangelical HHLDS	3,343
CT Centroid Longitude	-88.09792	Active Evangelical PERCENT	17.03%
City Location	Mobile	Unreached HHLDS	13,703
County Location	Mobile	Unreached Percent	69.81%
Sitescape Category code	3	Religious but NOT Evang HHLDS	5,756
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	29.32%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	619
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	3.16%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	7,751
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	39.49%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.23%	Low Education County	False
Mainstay Community	0.9%	Low Employment County	False
Working Community	11.9%	Persistent Poverty County	False
Country Community	0.34%	Population Loss County	False
Aspiring Community	6.04%	Nonmetro Recreation County	False
Urban Community	80.59%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	6.00	Racial Diversity Index	37.28
Ancestry Diversity Index	2.16	Diversity Composite Index	20.87
Foreign Born Diversity Index	68.82	Population Density Index	49.16



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01003010705	Total Households in 3 mi Ring	9,542
CT Centroid Latitude	30.63939	Active Evangelical HHLDS	1,297
CT Centroid Longitude	-87.89987	Active Evangelical PERCENT	13.60%
City Location	Daphne	Unreached HHLDS	6,586
County Location	Baldwin	Unreached Percent	69.02%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,585
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	16.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,057
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.07%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	3,944
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41.33%

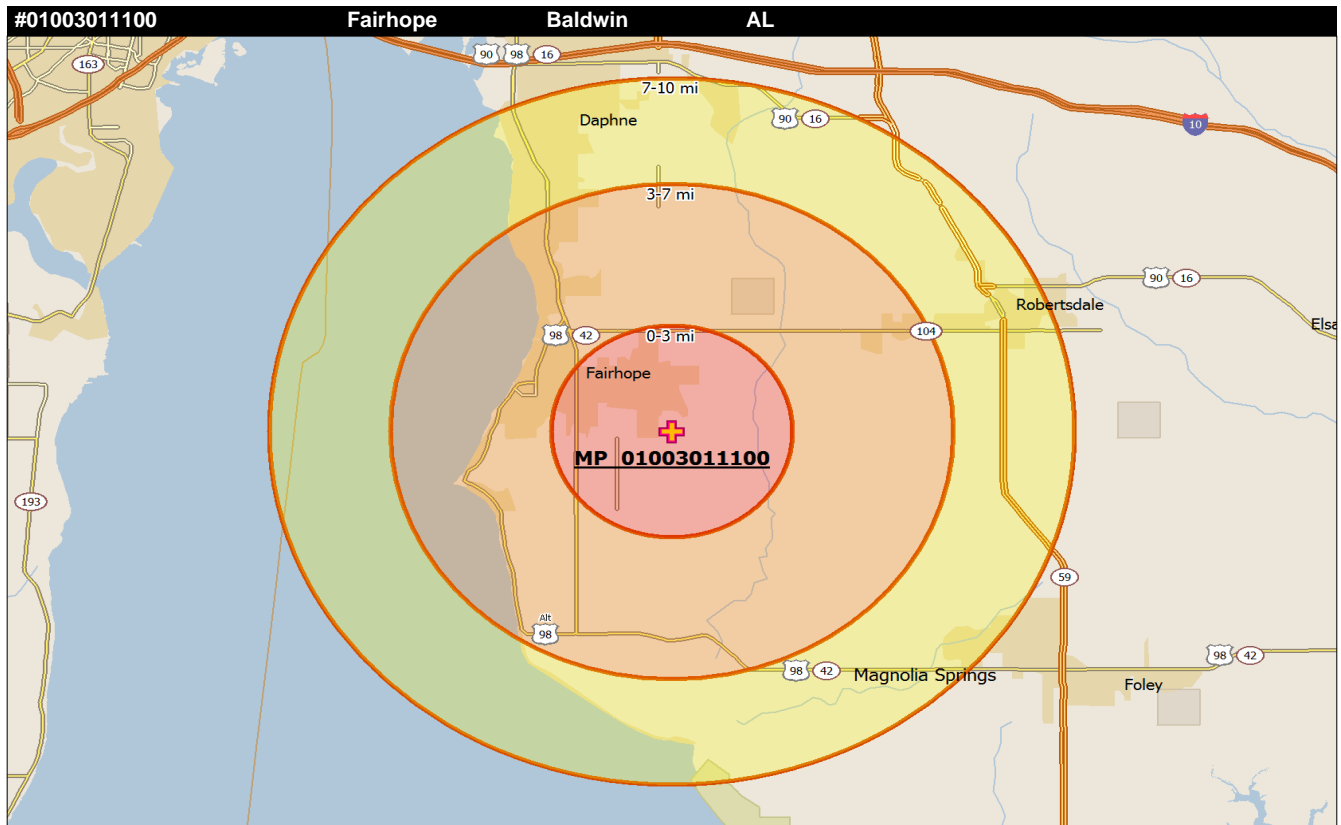
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.95%	Low Education County	False
Mainstay Community	23.66%	Low Employment County	False
Working Community	10.46%	Persistent Poverty County	False
Country Community	0.37%	Population Loss County	False
Aspiring Community	20.54%	Nonmetro Recreation County	True
Urban Community	1.02%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	21.62	Racial Diversity Index	20.62
Ancestry Diversity Index	87.38	Diversity Composite Index	34.37
Foreign Born Diversity Index	83.15	Population Density Index	32.64

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

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6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01003011100	Total Households in 3 mi Ring	5,487
CT Centroid Latitude	30.50723	Active Evangelical HHLDS	815
CT Centroid Longitude	-87.84831	Active Evangelical PERCENT	14.86%
City Location	Fairhope	Unreached HHLDS	3,626
County Location	Baldwin	Unreached Percent	66.09%
Sitescape Category code	2	Religious but NOT Evang HHLDS	785
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.3%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	661
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.04%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,184
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.8%

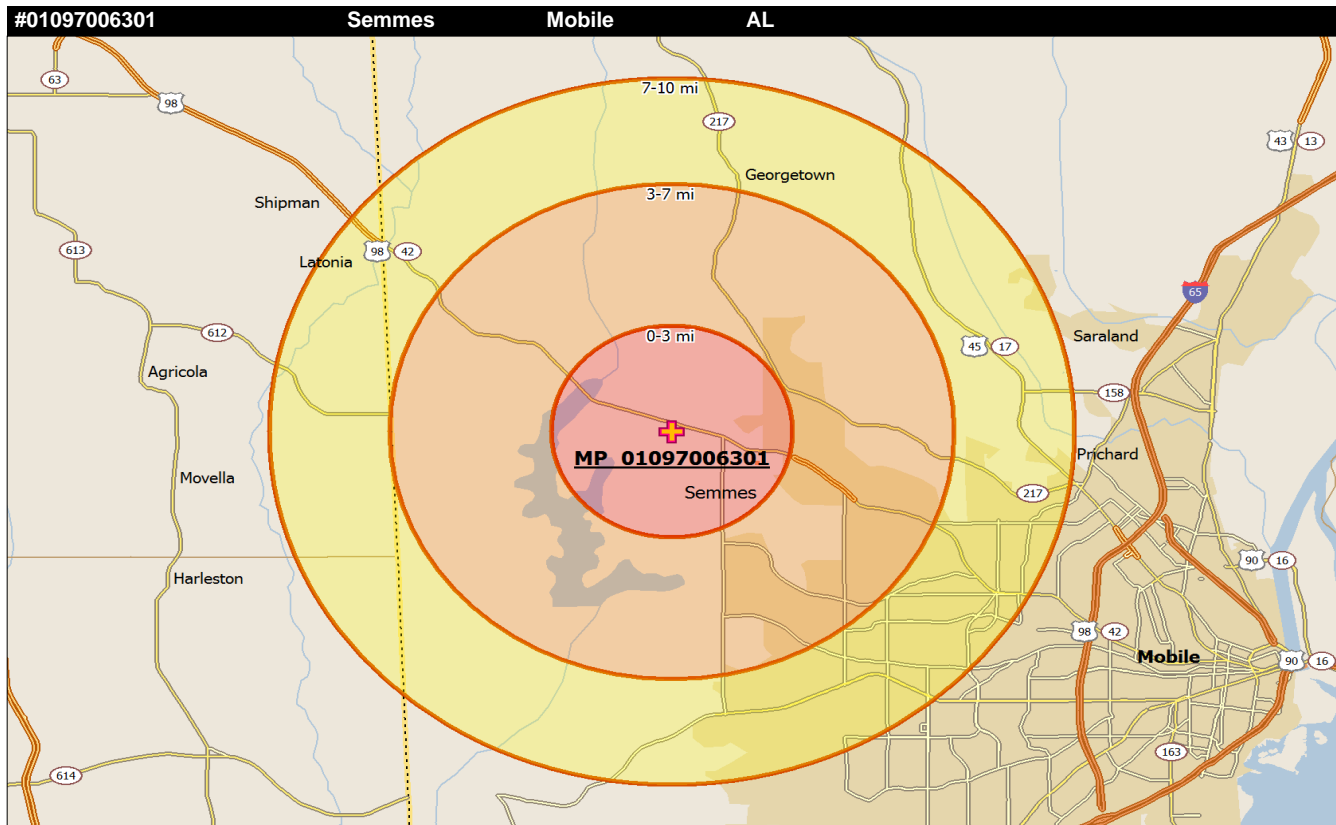
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.57%	Low Education County	False
Mainstay Community	33.11%	Low Employment County	False
Working Community	9.22%	Persistent Poverty County	False
Country Community	15.76%	Population Loss County	False
Aspiring Community	10.28%	Nonmetro Recreation County	True
Urban Community	4.99%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	16.24	Racial Diversity Index	32.61
Ancestry Diversity Index	90.25	Diversity Composite Index	45.33
Foreign Born Diversity Index	56.06	Population Density Index	21.68

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

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7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097006301	Total Households in 3 mi Ring	2,907
CT Centroid Latitude	30.78490	Active Evangelical HHLDS	579
CT Centroid Longitude	-88.29733	Active Evangelical PERCENT	19.90%
City Location	Semmes	Unreached HHLDS	1,882
County Location	Mobile	Unreached Percent	64.73%
Sitescape Category code	2	Religious but NOT Evang HHLDS	314
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.79%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	394
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	13.56%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	1,174
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40.38%

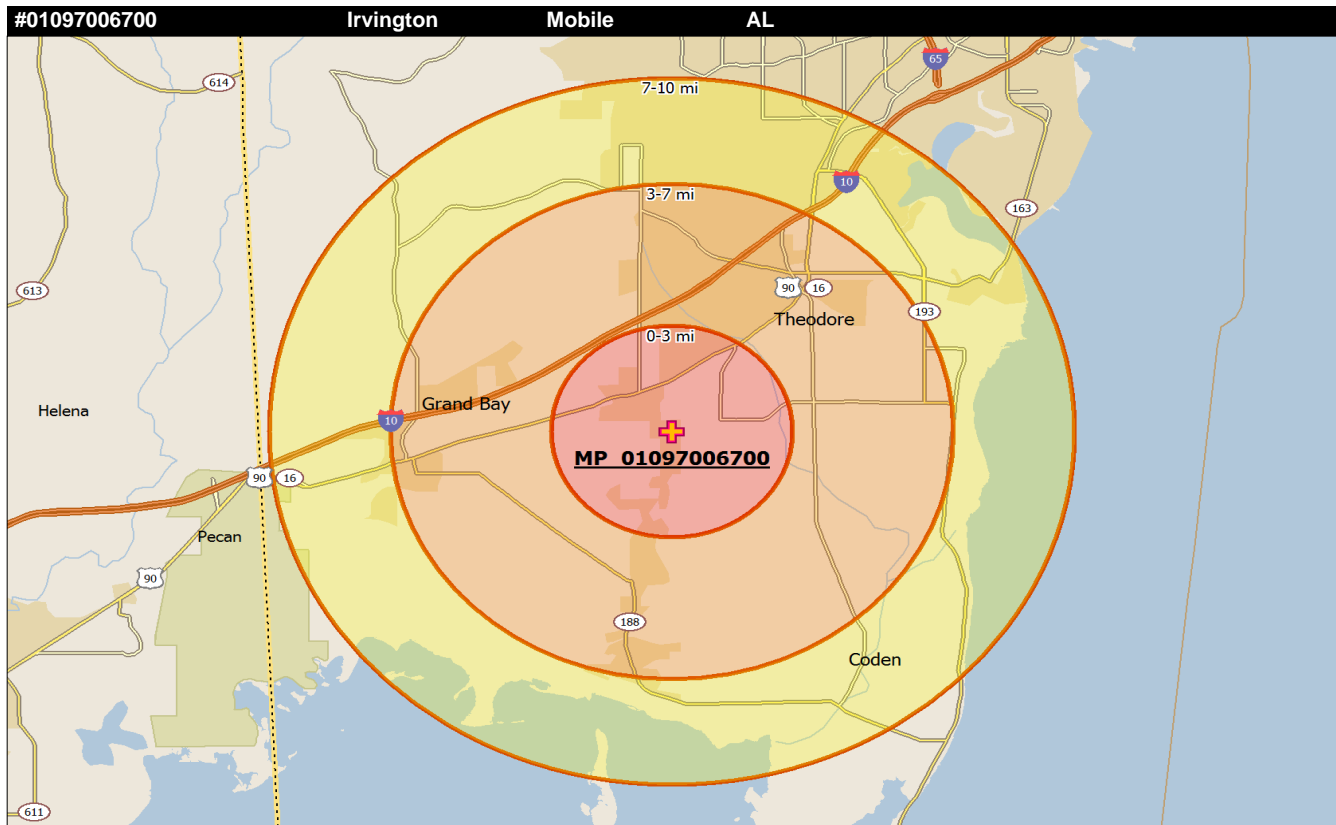
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.95%	Low Education County	False
Mainstay Community	63.05%	Low Employment County	False
Working Community	16.37%	Persistent Poverty County	False
Country Community	9.39%	Population Loss County	False
Aspiring Community	0.21%	Nonmetro Recreation County	False
Urban Community	5.02%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	4.56	Racial Diversity Index	18.13
Ancestry Diversity Index	53.72	Diversity Composite Index	18.19
Foreign Born Diversity Index	19.36	Population Density Index	20.55

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

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8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097006700	Total Households in 3 mi Ring	3,057
CT Centroid Latitude	30.48620	Active Evangelical HHLDS	658
CT Centroid Longitude	-88.24049	Active Evangelical PERCENT	21.53%
City Location	Irvington	Unreached HHLDS	1,891
County Location	Mobile	Unreached Percent	61.85%
Sitescape Category code	2	Religious but NOT Evang HHLDS	476
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.58%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	310
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.15%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	1,107
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	36.22%

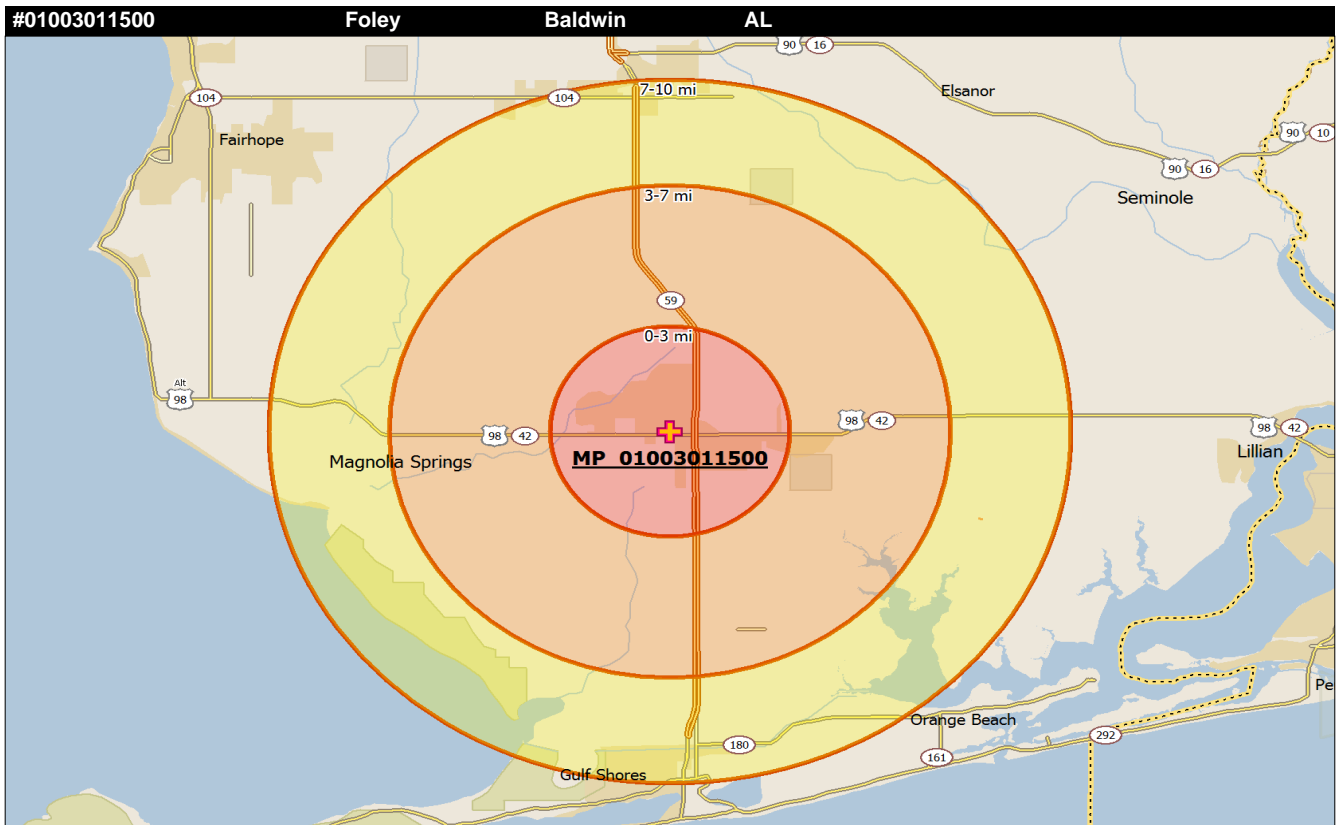
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.31%	Low Education County	False
Mainstay Community	8.86%	Low Employment County	False
Working Community	16.03%	Persistent Poverty County	False
Country Community	59.76%	Population Loss County	False
Aspiring Community	6.87%	Nonmetro Recreation County	False
Urban Community	7.16%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	29.71	Racial Diversity Index	49.00
Ancestry Diversity Index	46.08	Diversity Composite Index	22.92
Foreign Born Diversity Index	20.38	Population Density Index	23.82

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

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9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01003011500	Total Households in 3 mi Ring	5,397
CT Centroid Latitude	30.40423	Active Evangelical HHLDS	774
CT Centroid Longitude	-87.67747	Active Evangelical PERCENT	14.35%
City Location	Foley	Unreached HHLDS	3,633
County Location	Baldwin	Unreached Percent	67.31%
Sitescape Category code	2	Religious but NOT Evang HHLDS	968
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	17.93%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	537
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	9.96%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,135
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.56%

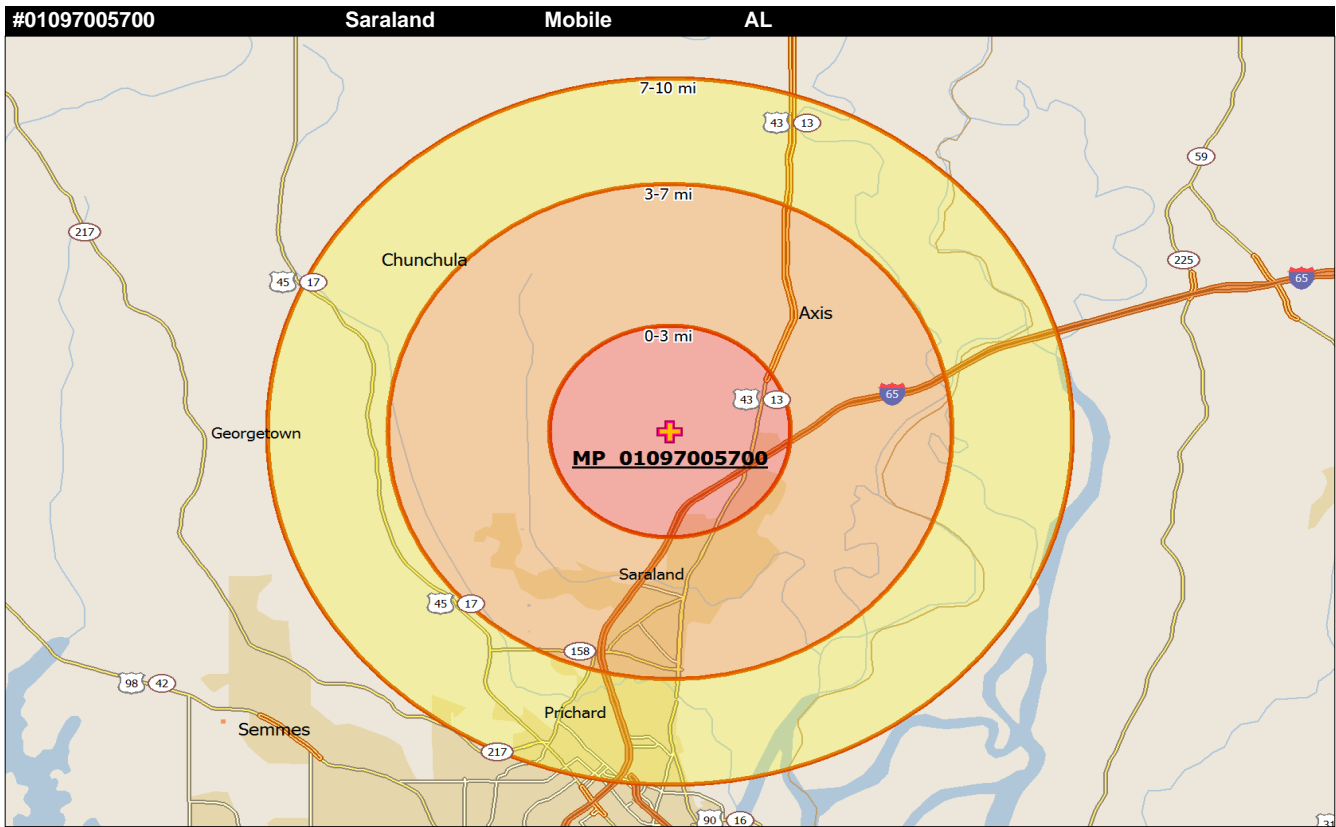
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.46%	Low Education County	False
Mainstay Community	22.1%	Low Employment County	False
Working Community	36.78%	Persistent Poverty County	False
Country Community	13.95%	Population Loss County	False
Aspiring Community	8.47%	Nonmetro Recreation County	True
Urban Community	17.23%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	22.59	Racial Diversity Index	43.53
Ancestry Diversity Index	54.27	Diversity Composite Index	24.18
Foreign Born Diversity Index	17.61	Population Density Index	24.22

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

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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097005700	Total Households in 3 mi Ring	1,692
CT Centroid Latitude	30.88001	Active Evangelical HHLDS	319
CT Centroid Longitude	-88.07845	Active Evangelical PERCENT	18.88%
City Location	Saraland	Unreached HHLDS	1,126
County Location	Mobile	Unreached Percent	66.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	264
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	15.6%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	195
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.53%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	669
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.53%

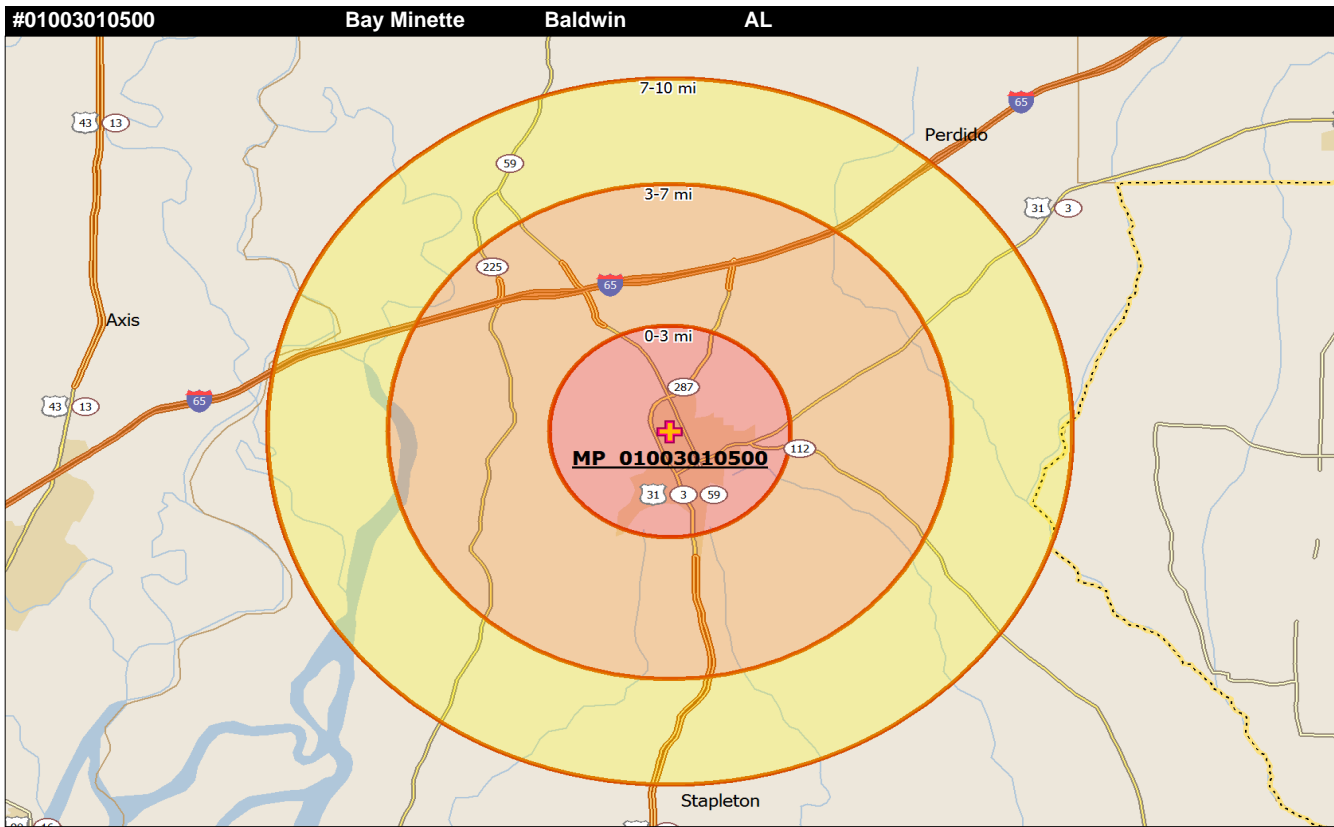
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.2%	Low Education County	False
Mainstay Community	35.17%	Low Employment County	False
Working Community	13.71%	Persistent Poverty County	False
Country Community	9.99%	Population Loss County	False
Aspiring Community	9.52%	Nonmetro Recreation County	False
Urban Community	2.42%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	5.83	Racial Diversity Index	27.14
Ancestry Diversity Index	51.78	Diversity Composite Index	19.79
Foreign Born Diversity Index	65.46	Population Density Index	23.31

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

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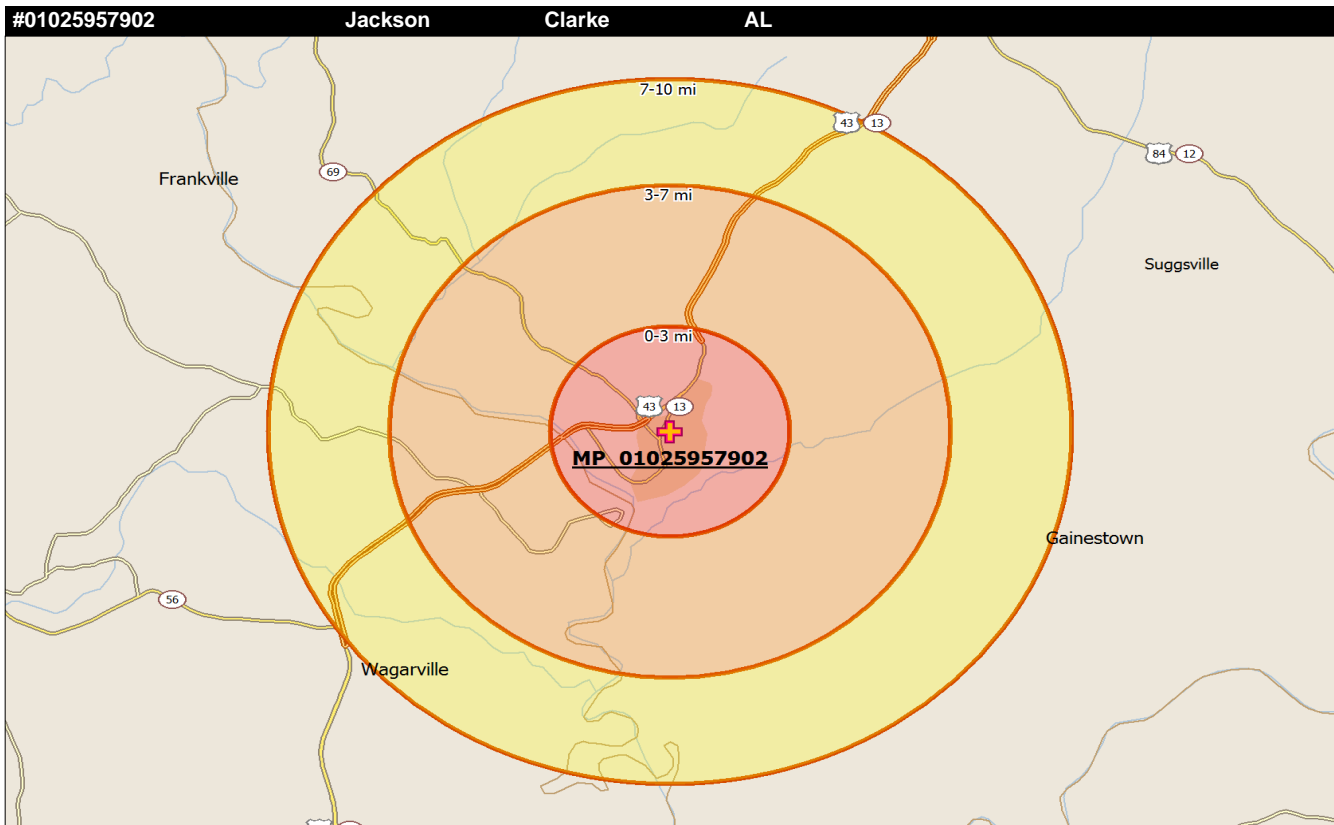
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01003010500	Total Households in 3 mi Ring	4,076
CT Centroid Latitude	30.89154	Active Evangelical HHLDS	600
CT Centroid Longitude	-87.77650	Active Evangelical PERCENT	14.73%
City Location	Bay Minette	Unreached HHLDS	2,707
County Location	Baldwin	Unreached Percent	66.42%
Sitescape Category code	2	Religious but NOT Evang HHLDS	785
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	19.25%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	316
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.75%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,649
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40.46%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.08%	Low Education County	False
Mainstay Community	9.89%	Low Employment County	False
Working Community	36.29%	Persistent Poverty County	False
Country Community	10.03%	Population Loss County	False
Aspiring Community	10.3%	Nonmetro Recreation County	True
Urban Community	28.39%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	13.65	Racial Diversity Index	52.89
Ancestry Diversity Index	29.44	Diversity Composite Index	20.23
Foreign Born Diversity Index	47.47	Population Density Index	21.38



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01025957902	Total Households in 3 mi Ring	1,867
CT Centroid Latitude	31.51810	Active Evangelical HHLDS	505
CT Centroid Longitude	-87.88776	Active Evangelical PERCENT	27.07%
City Location	Jackson	Unreached HHLDS	1,292
County Location	Clarke	Unreached Percent	69.21%
Sitescape Category code	2	Religious but NOT Evang HHLDS	445
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	23.81%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	122
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.54%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	751
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.25%

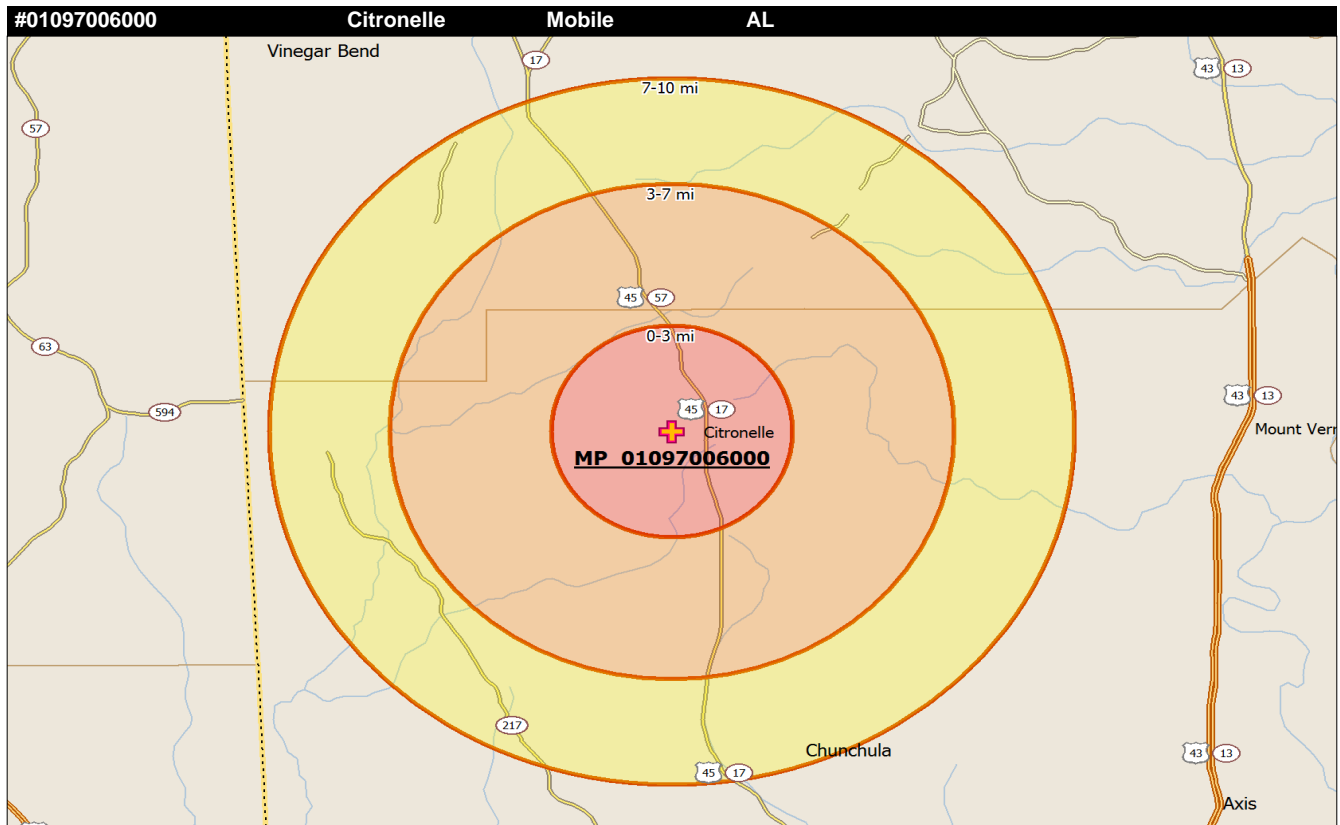
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.07%	Low Education County	False
Mainstay Community	3.48%	Low Employment County	True
Working Community	3.54%	Persistent Poverty County	True
Country Community	9.37%	Population Loss County	False
Aspiring Community	43.22%	Nonmetro Recreation County	False
Urban Community	30.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	9.80	Racial Diversity Index	63.12
Ancestry Diversity Index	18.65	Diversity Composite Index	9.21
Foreign Born Diversity Index	30.45	Population Density Index	12.65

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

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13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097006000	Total Households in 3 mi Ring	1,359
CT Centroid Latitude	31.09609	Active Evangelical HHLDS	272
CT Centroid Longitude	-88.24421	Active Evangelical PERCENT	20.01%
City Location	Citronelle	Unreached HHLDS	877
County Location	Mobile	Unreached Percent	64.54%
Sitescape Category code	2	Religious but NOT Evang HHLDS	249
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	18.31%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	113
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.29%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	520
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	38.28%

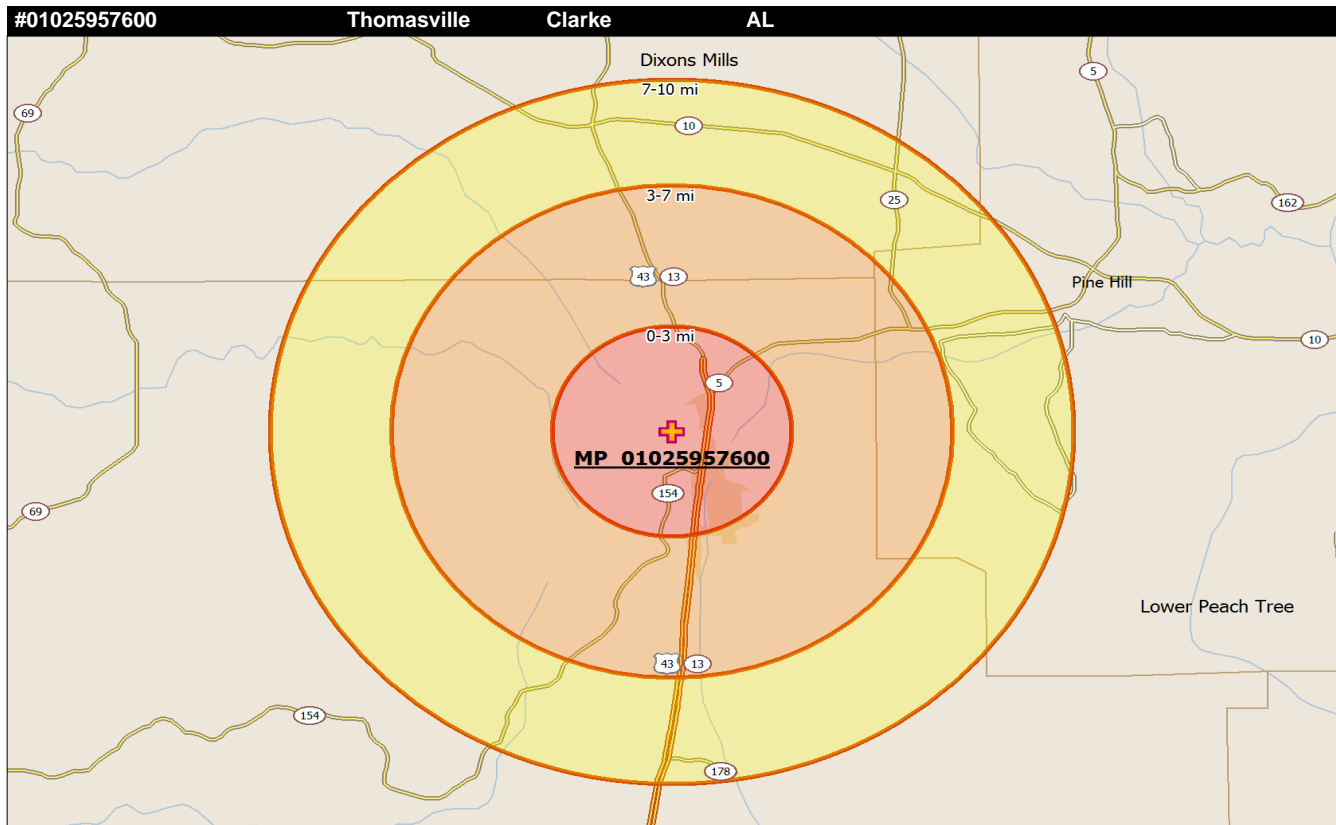
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	3.02%	Low Employment County	False
Working Community	35.69%	Persistent Poverty County	False
Country Community	28.04%	Population Loss County	False
Aspiring Community	13.54%	Nonmetro Recreation County	False
Urban Community	19.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	8.30	Racial Diversity Index	46.98
Ancestry Diversity Index	30.46	Diversity Composite Index	12.72
Foreign Born Diversity Index	91.91	Population Density Index	11.36

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

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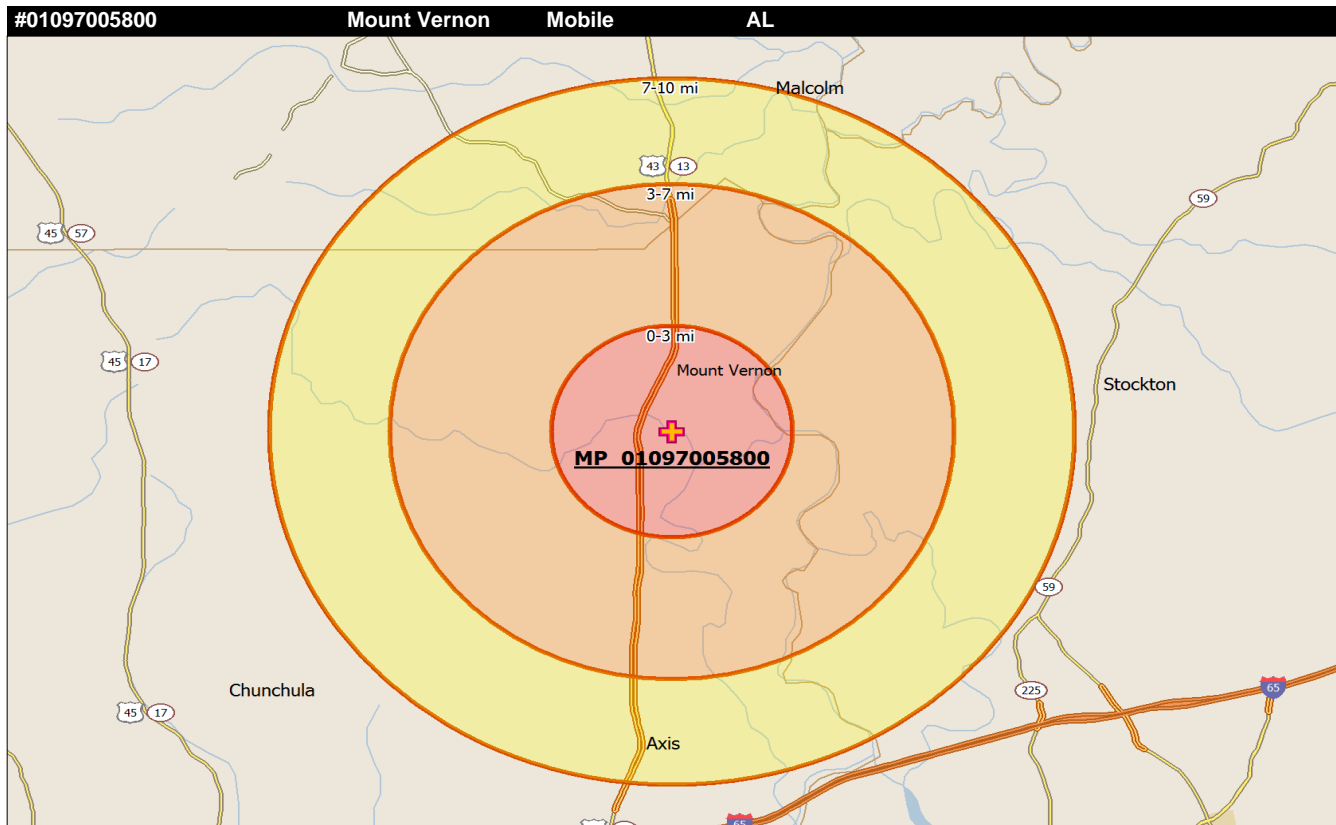
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14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01025957600	Total Households in 3 mi Ring	1,398
CT Centroid Latitude	31.90605	Active Evangelical HHLDS	385
CT Centroid Longitude	-87.75703	Active Evangelical PERCENT	27.52%
City Location	Thomasville	Unreached HHLDS	961
County Location	Clarke	Unreached Percent	68.72%
Sitescape Category code	2	Religious but NOT Evang HHLDS	323
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	23.07%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	94
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.75%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	561
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.1%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.93%	Low Education County	False
Mainstay Community	1.5%	Low Employment County	True
Working Community	13.88%	Persistent Poverty County	True
Country Community	11.73%	Populaltion Loss County	False
Aspiring Community	34.05%	Nonmetro Recreation County	False
Urban Community	37.98%	Retirement Destination County	False

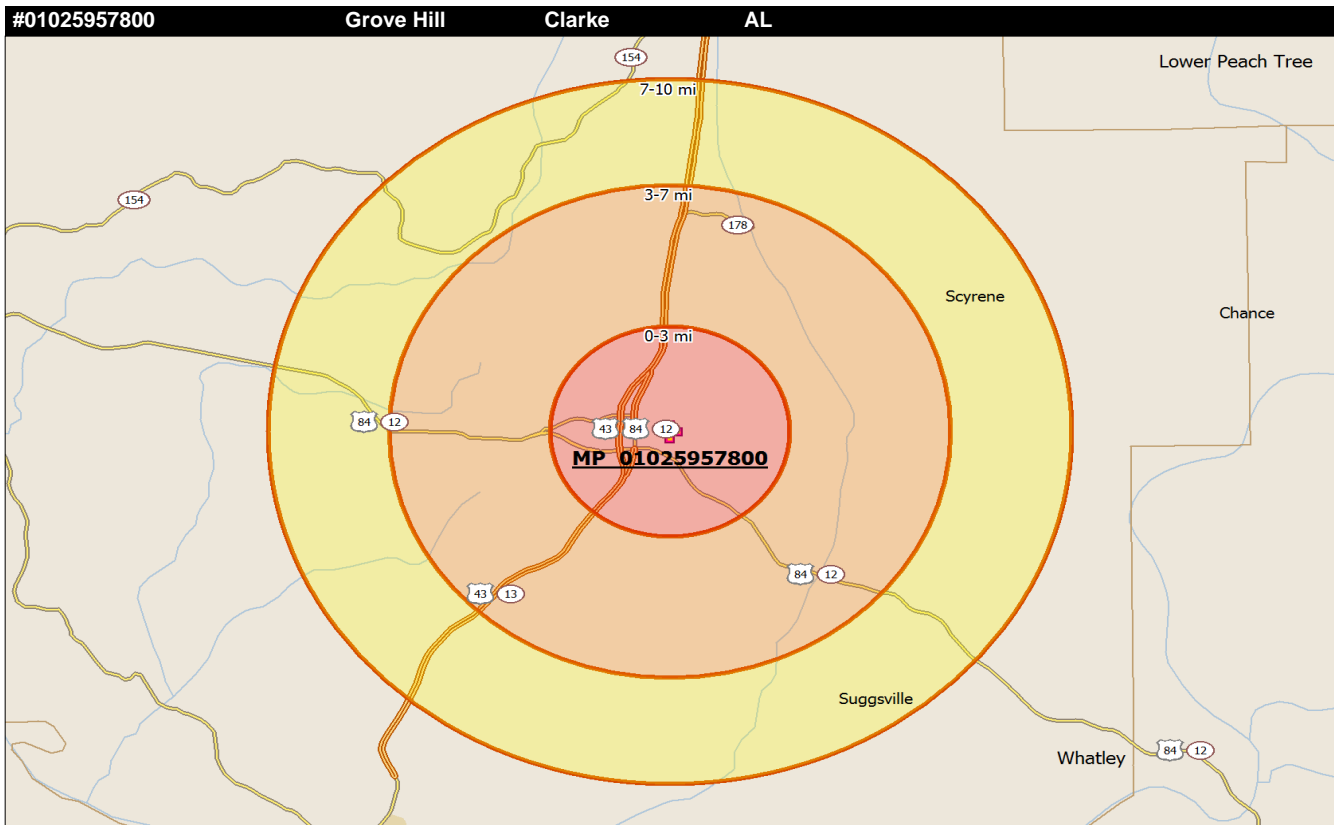
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	0.96	Racial Diversity Index	62.92
Ancestry Diversity Index	11.67	Diversity Composite Index	7.89
Foreign Born Diversity Index	35.74	Population Density Index	15.05



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01097005800	Total Households in 3 mi Ring	844
CT Centroid Latitude	31.08431	Active Evangelical HHLDS	132
CT Centroid Longitude	-88.04590	Active Evangelical PERCENT	15.61%
City Location	Mount Vernon	Unreached HHLDS	610
County Location	Mobile	Unreached Percent	72.33%
Sitescape Category code	2	Religious but NOT Evang HHLDS	244
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.91%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	46
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.43%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	330
Population Pattern	10000-10000-0	NOT Evangelical NOT Interested PERCENT	39.1%

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	1.66%	Populalction Loss County	False
Aspiring Community	72.99%	Nonmetro Recreation County	False
Urban Community	25.36%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	13.90	Racial Diversity Index	87.96
Ancestry Diversity Index	8.40	Diversity Composite Index	7.06
Foreign Born Diversity Index	26.86	Population Density Index	9.33



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01025957800	Total Households in 3 mi Ring	813
CT Centroid Latitude	31.66732	Active Evangelical HHLDS	213
CT Centroid Longitude	-87.73125	Active Evangelical PERCENT	26.24%
City Location	Grove Hill	Unreached HHLDS	570
County Location	Clarke	Unreached Percent	70.11%
Sitescape Category code	1	Religious but NOT Evang HHLDS	235
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	28.91%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	23
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	2.79%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	336
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	41.39%

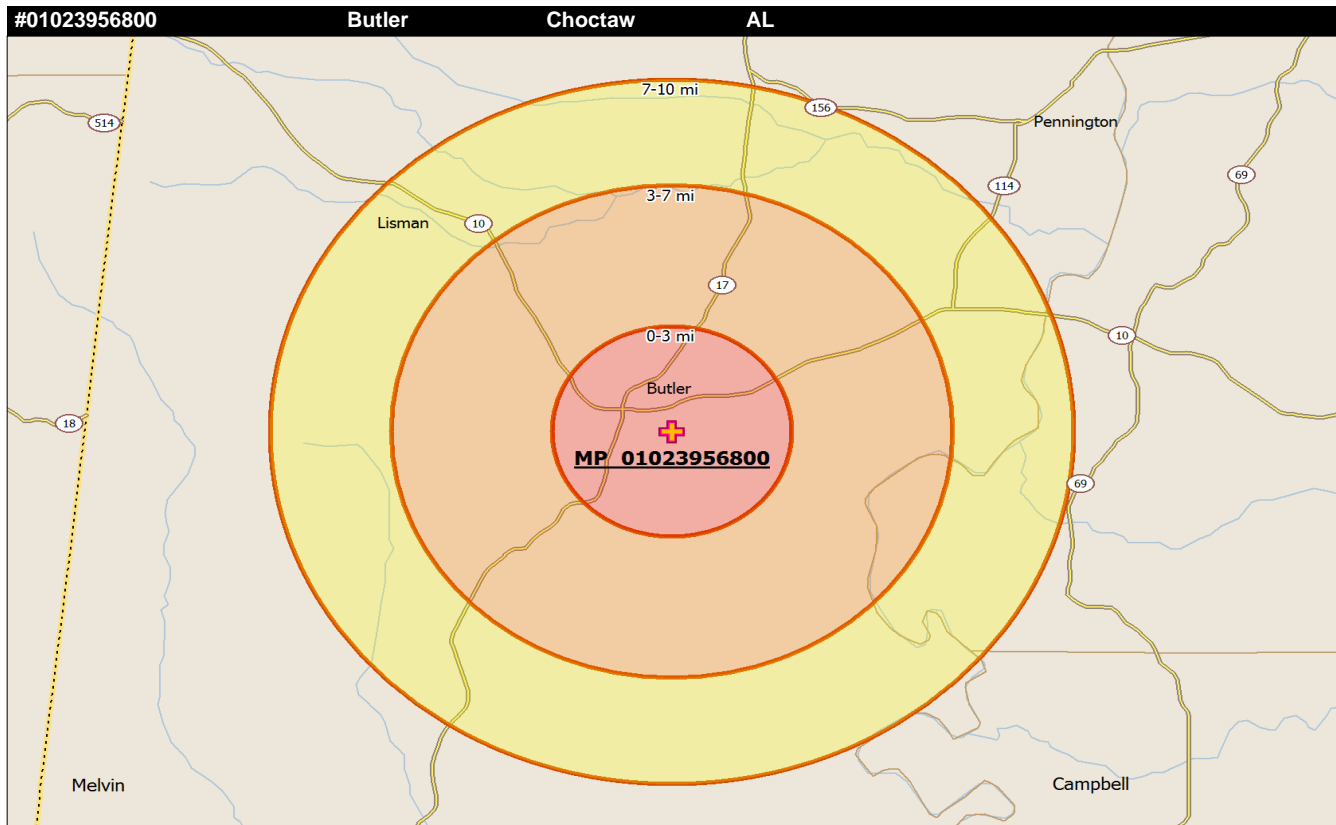
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	1.11%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0.86%	Population Loss County	False
Aspiring Community	36.29%	Nonmetro Recreation County	False
Urban Community	61.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	2.01	Racial Diversity Index	55.35
Ancestry Diversity Index	8.40	Diversity Composite Index	3.62
Foreign Born Diversity Index	51.33	Population Density Index	2.55

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

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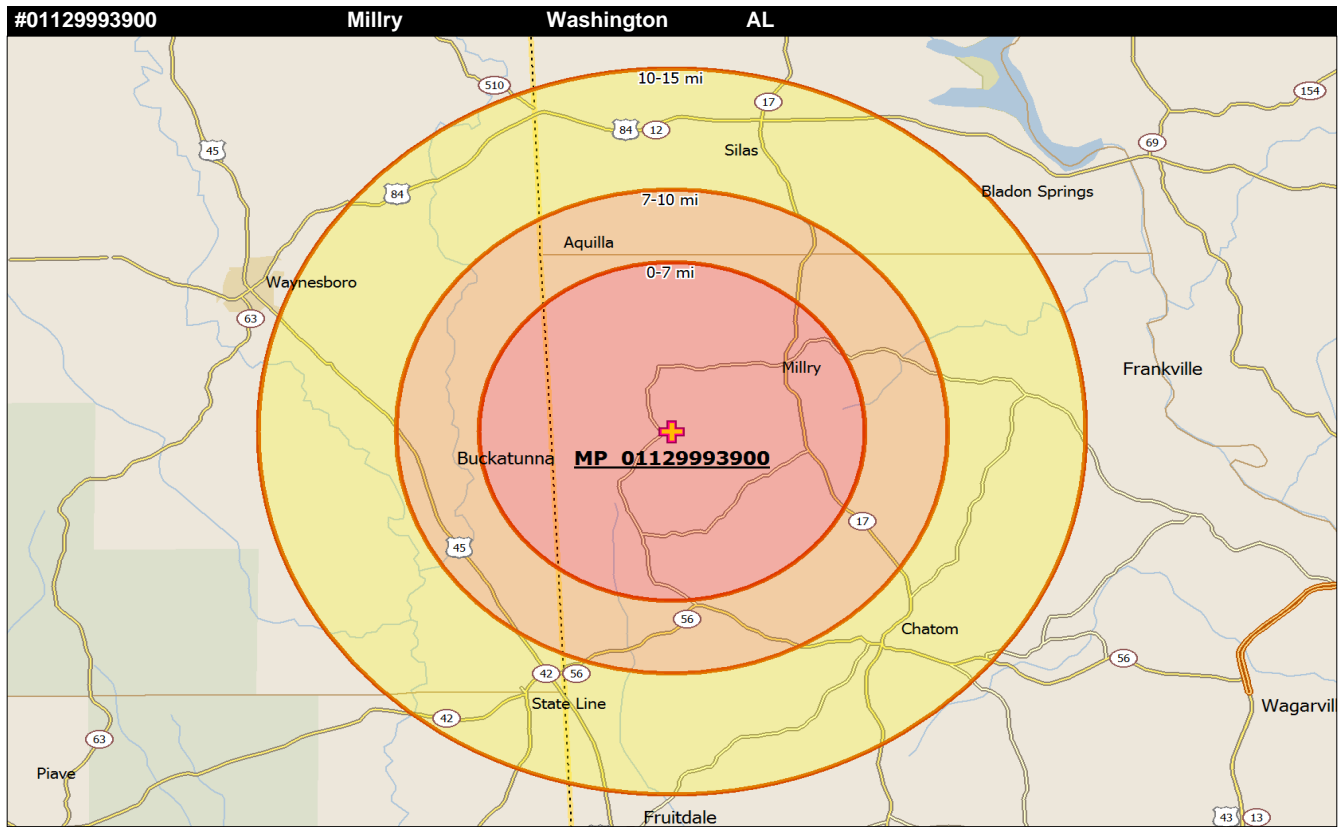
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17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01023956800	Total Households in 3 mi Ring	1,085
CT Centroid Latitude	32.08470	Active Evangelical HHLDS	348
CT Centroid Longitude	-88.21634	Active Evangelical PERCENT	32.03%
City Location	Butler	Unreached HHLDS	688
County Location	Choctaw	Unreached Percent	63.42%
Sitescape Category code	2	Religious but NOT Evang HHLDS	185
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	97
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.97%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	409
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	37.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.42%	Low Education County	True
Mainstay Community	5.71%	Low Employment County	True
Working Community	9.49%	Persistent Poverty County	True
Country Community	48.94%	Populaltion Loss County	True
Aspiring Community	12.72%	Nonmetro Recreation County	False
Urban Community	18.62%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	7.59	Racial Diversity Index	57.36
Ancestry Diversity Index	19.06	Diversity Composite Index	15.53
Foreign Born Diversity Index	54.27	Population Density Index	10.31



18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01129993900	Total Households in 3 mi Ring	228
CT Centroid Latitude	31.62943	Active Evangelical HHLDS	60
CT Centroid Longitude	-88.34727	Active Evangelical PERCENT	26.48%
City Location	Millry	Unreached HHLDS	141
County Location	Washington	Unreached Percent	62.05%
Sitescape Category code	1	Religious but NOT Evang HHLDS	27
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.99%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	28
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	12.08%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	88
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	38.39%

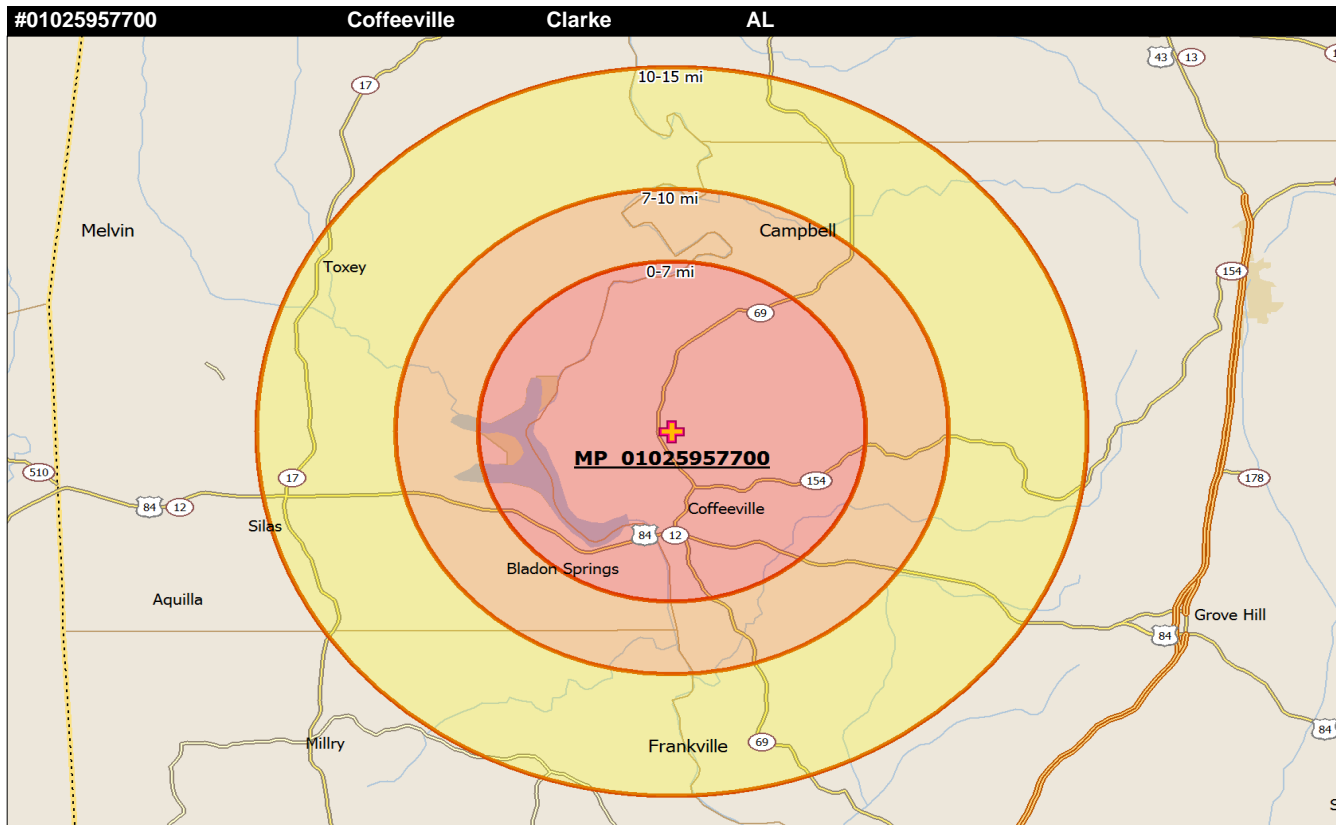
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	7.02%	Low Employment County	True
Working Community	6.14%	Persistent Poverty County	False
Country Community	67.98%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	19.3%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	3.30	Racial Diversity Index	37.97
Ancestry Diversity Index	15.99	Diversity Composite Index	2.54
Foreign Born Diversity Index	0.00	Population Density Index	2.02

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

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19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01025957700	Total Households in 3 mi Ring	203
CT Centroid Latitude	31.81120	Active Evangelical HHLDS	56
CT Centroid Longitude	-88.07142	Active Evangelical PERCENT	27.53%
City Location	Coffeerville	Unreached HHLDS	139
County Location	Clarke	Unreached Percent	68.63%
Sitescape Category code	1	Religious but NOT Evang HHLDS	59
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	28.86%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	2
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	0.95%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	89
Population Pattern	2500-2500-0	NOT Evangelical NOT Interested PERCENT	43.67%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0%	Population Loss County	False
Aspiring Community	13.3%	Nonmetro Recreation County	False
Urban Community	86.7%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)		3 MILE RING COUNTY TYPES	
Language Diversity Index	6.89	Racial Diversity Index	64.15
Ancestry Diversity Index	8.78	Diversity Composite Index	1.83
Foreign Born Diversity Index	4.74	Population Density Index	0.40

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

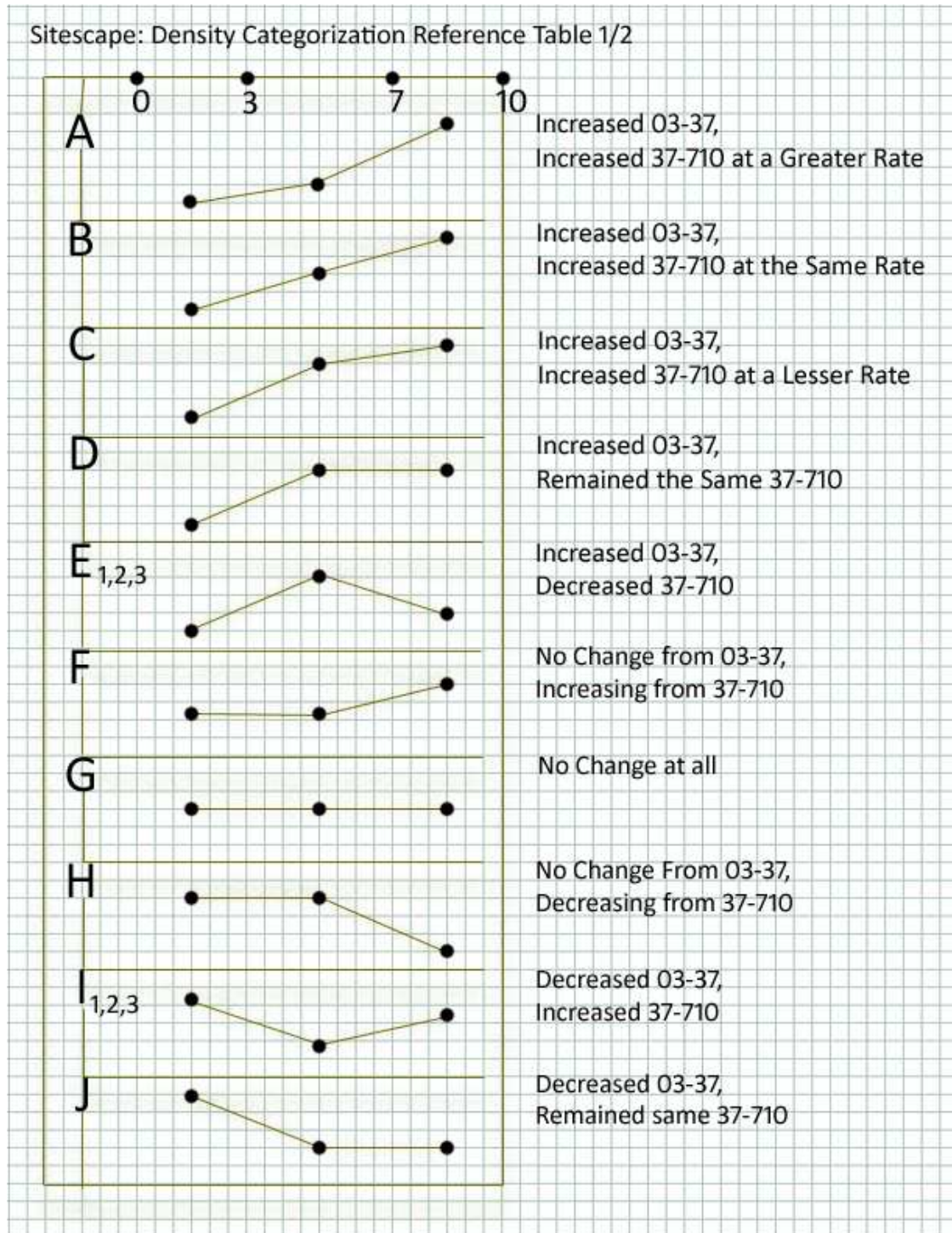
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

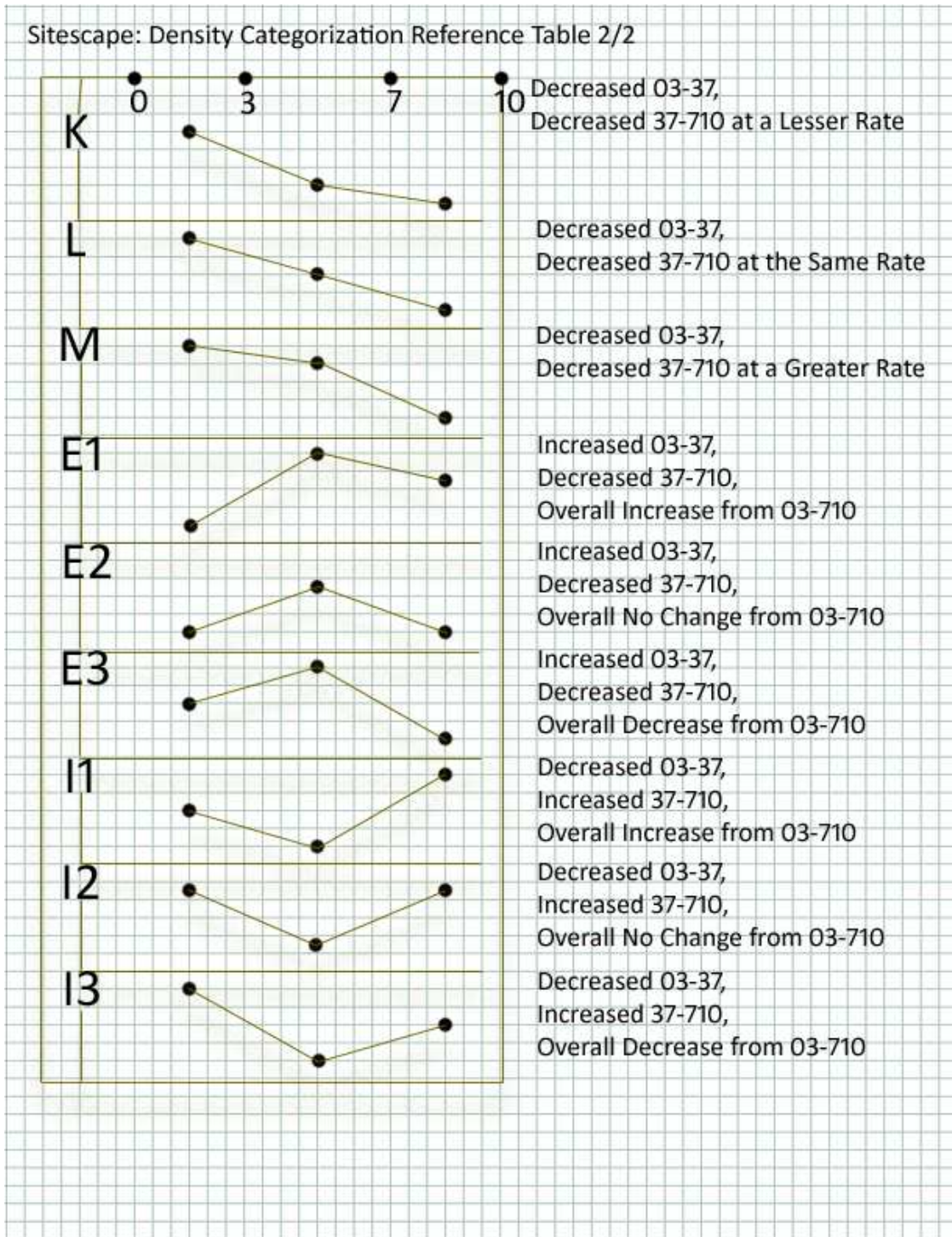
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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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