

# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points in Region 2: Central Coast



## 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.

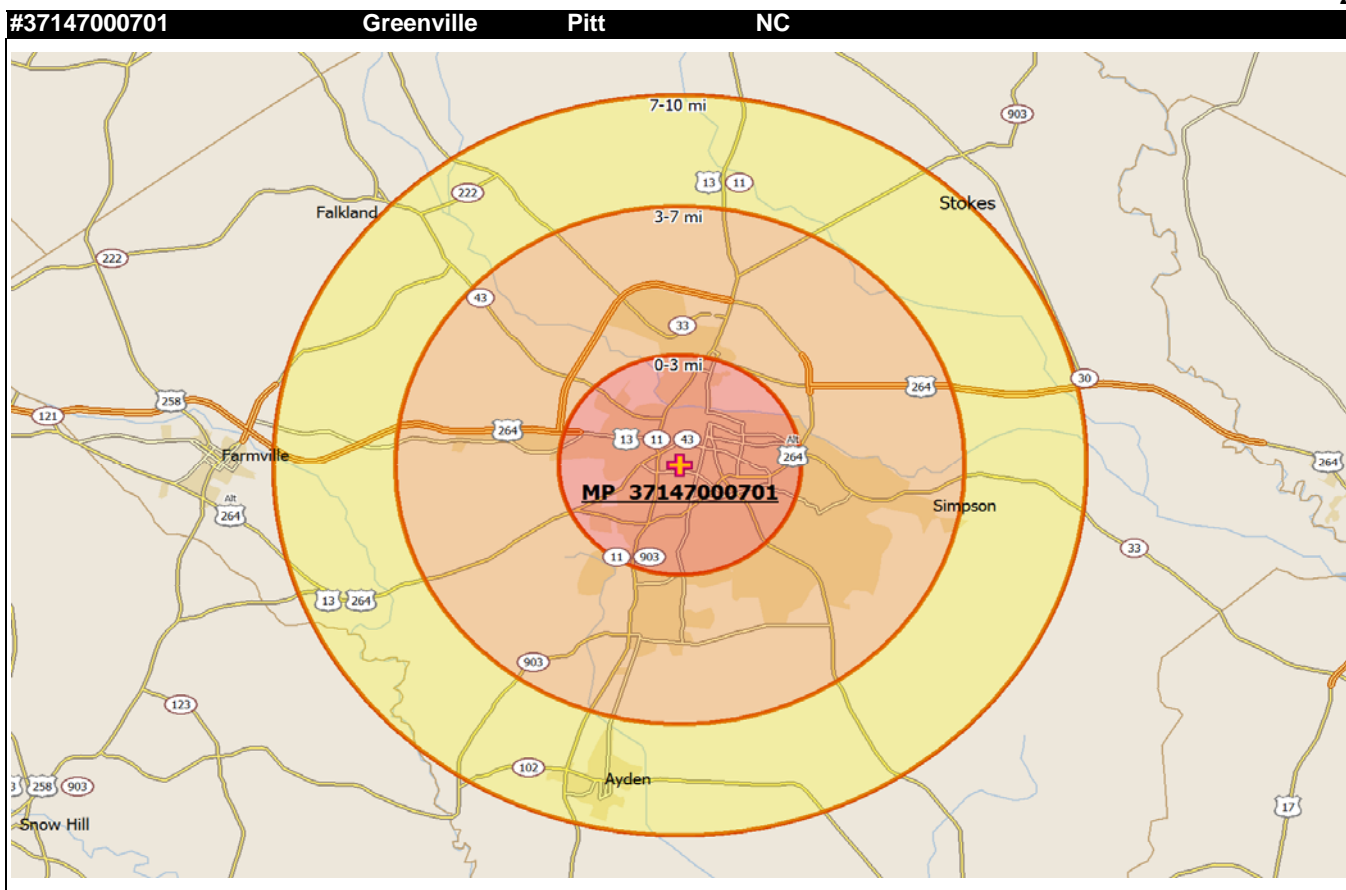
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

*Dr. Curt Watke*





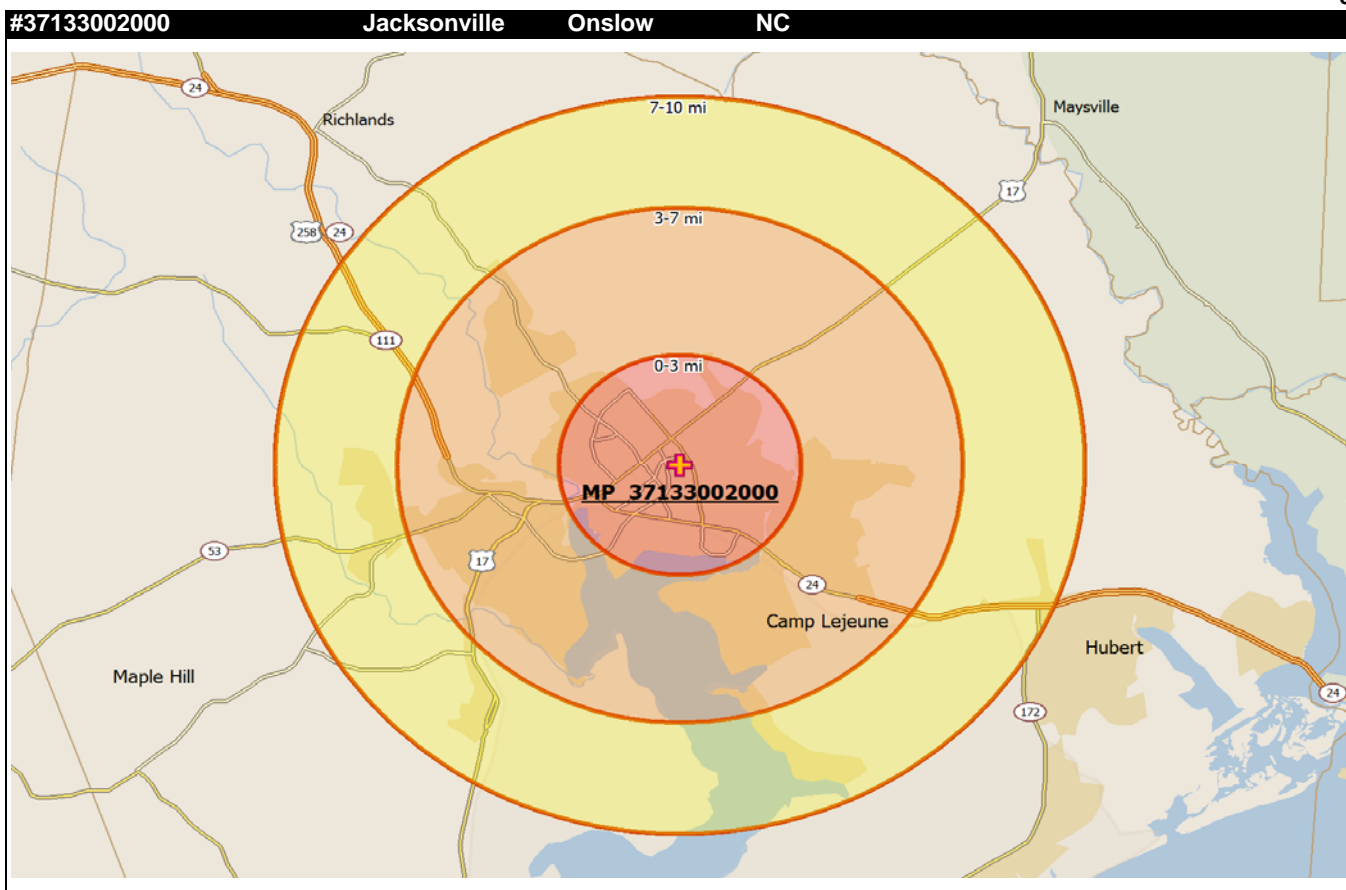
1 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37147000701	Total Households in 0-3 mi Band	29103
CT Centroid Latitude	35.59466	Active Evangelical HHLDS	3268
CT Centroid Longitude	-77.38568	Active Evangelical PERCENT	11.23%
City Location:	Greenville	Unreached HHLDS	21684
County Location:	Pitt	Unreached Percent	75%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	6125
Sitescape Group code:	4.1	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	3676
Sitescape Group:	Small Cities	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	11958
Population Pattern:	#100000-100000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.12%	Low Education County	FALSE
Mainstay Community	4.15%	Low Employment County	FALSE
Working Community	7.37%	Persistent Poverty County	TRUE
Country Community	13.81%	Population Loss County	FALSE
Aspiring Community	8.55%	Nonmetro Recreation County	FALSE
Urban Community	59.01%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	36.36	Racial Diversity Index	63.88
Ancestry Diversity Index	33.64	Diversity Composite Index	21.62
Foreign Born Diversity Index	97.51	Population Density Index	51.16

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

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2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37133002000	Total Households in 0-3 mi Band	18409
CT Centroid Latitude	34.7666	Active Evangelical HHLDS	1683
CT Centroid Longitude	-77.3888	Active Evangelical PERCENT	9.14%
City Location:	Jacksonville	Unreached HHLDS	12454
County Location:	Onslow	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	3348
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1566
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	7824
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	42%

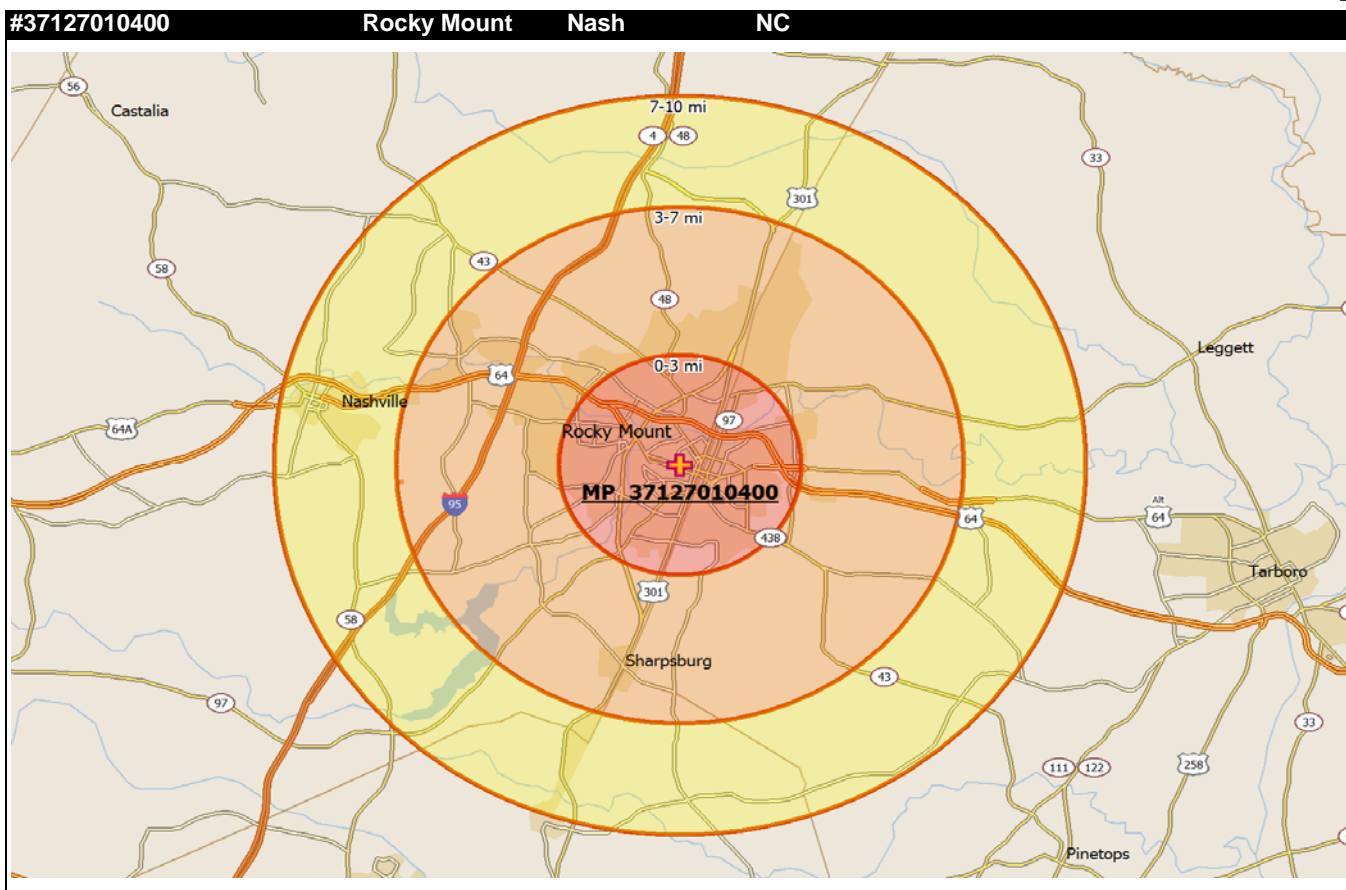
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.26%	Low Education County	FALSE
Mainstay Community	15.14%	Low Employment County	FALSE
Working Community	10.15%	Persistent Poverty County	FALSE
Country Community	18.93%	Population Loss County	FALSE
Aspiring Community	12.82%	Nonmetro Recreation County	FALSE
Urban Community	29.71%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.27	Racial Diversity Index	64.21
Ancestry Diversity Index	34.95	Diversity Composite Index	39.35
Foreign Born Diversity Index	63.28	Population Density Index	44.88

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

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3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127010400	Total Households in 0-3 mi Band	15946
CT Centroid Latitude	35.94668	Active Evangelical HHLDS	2249
CT Centroid Longitude	-77.80417	Active Evangelical PERCENT	14.11%
City Location:	Rocky Mount	Unreached HHLDS	11158
County Location:	Nash	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	4208
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	886
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	6314
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

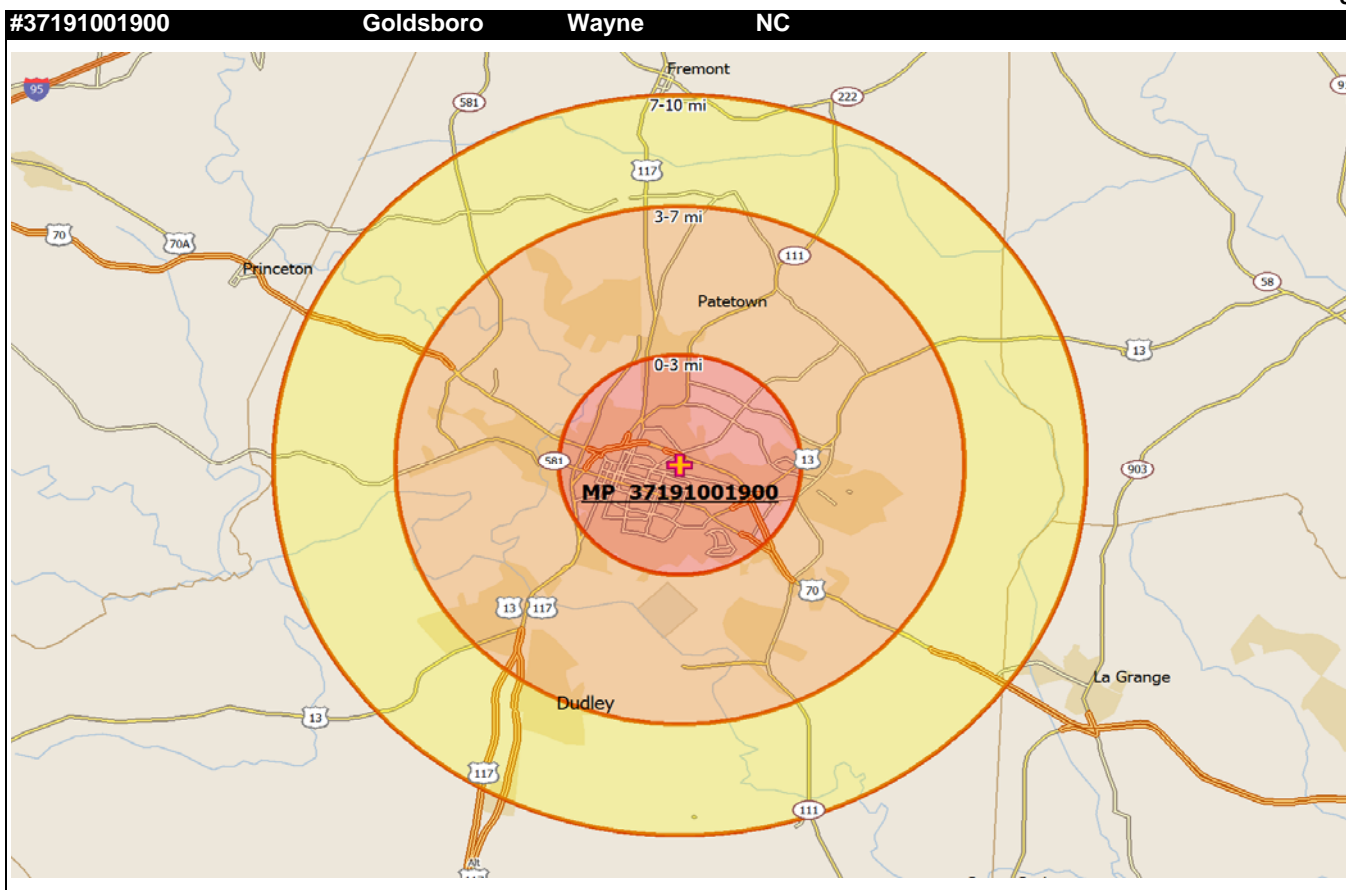
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.88%	Low Education County	FALSE
Mainstay Community	4.24%	Low Employment County	FALSE
Working Community	11.78%	Persistent Poverty County	FALSE
Country Community	15.40%	Population Loss County	FALSE
Aspiring Community	3.70%	Nonmetro Recreation County	FALSE
Urban Community	56.01%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	16.89	Racial Diversity Index	57.80
Ancestry Diversity Index	9.18	Diversity Composite Index	17.92
Foreign Born Diversity Index	48.41	Population Density Index	42.80

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

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4 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37191001900	Total Households in 0-3 mi Band	13294
CT Centroid Latitude	35.3918	Active Evangelical HHLDS	1912
CT Centroid Longitude	-77.9668	Active Evangelical PERCENT	14.38%
City Location:	Goldsboro	Unreached HHLDS	9482
County Location:	Wayne	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	3516
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	859
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	5275
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

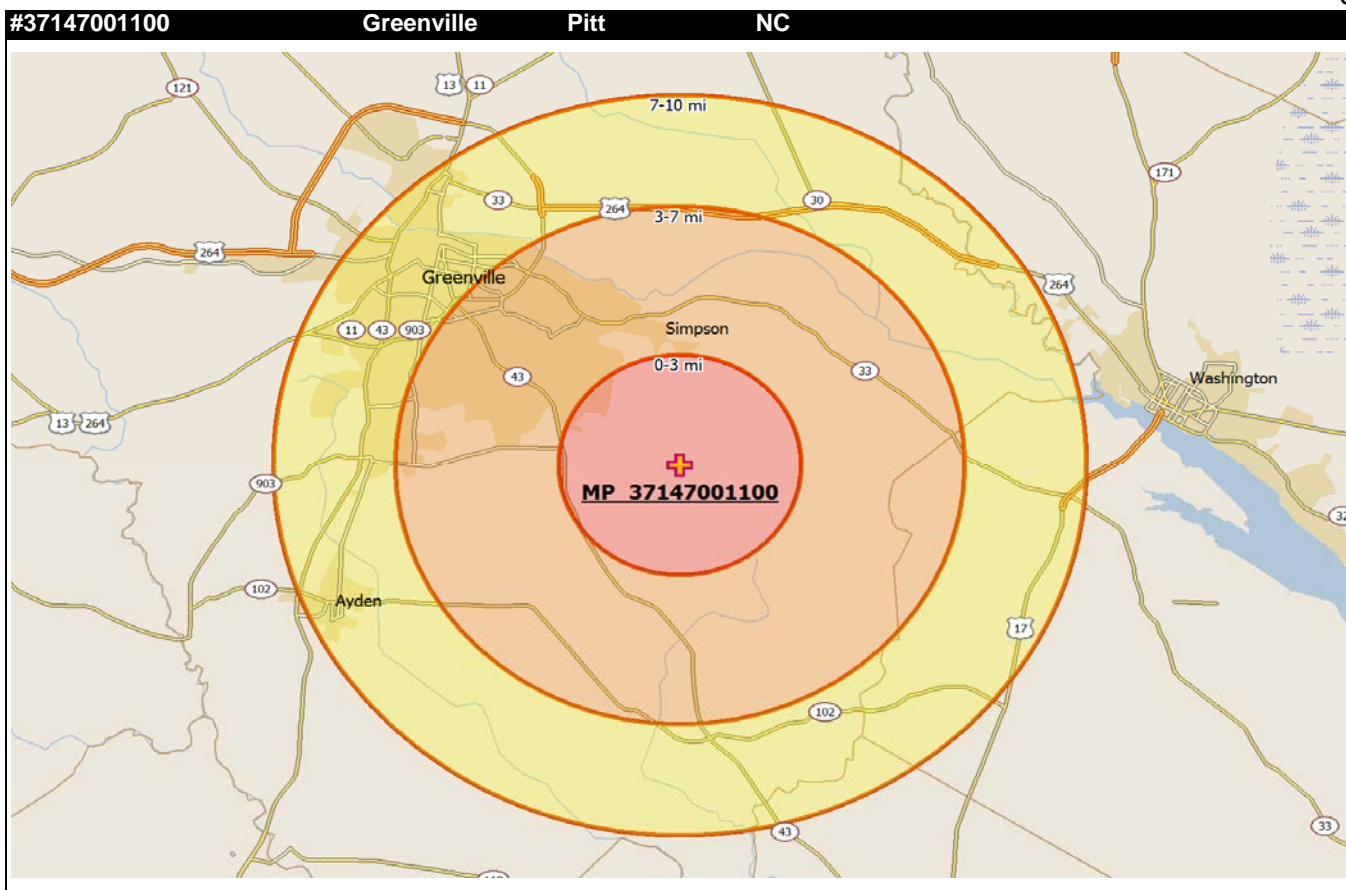
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.12%	Low Education County	FALSE
Mainstay Community	9.09%	Low Employment County	FALSE
Working Community	18.09%	Persistent Poverty County	FALSE
Country Community	12.25%	Population Loss County	FALSE
Aspiring Community	11.53%	Nonmetro Recreation County	FALSE
Urban Community	41.92%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	27.71	Racial Diversity Index	72.07
Ancestry Diversity Index	16.23	Diversity Composite Index	30.28
Foreign Born Diversity Index	93.07	Population Density Index	40.51

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

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5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37147001100	Total Households in 0-3 mi Band	2116
CT Centroid Latitude	35.525	Active Evangelical HHLDS	342
CT Centroid Longitude	-77.26914	Active Evangelical PERCENT	16.16%
City Location:	Greenville	Unreached HHLDS	1331
County Location:	Pitt	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	273
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	257
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	802
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

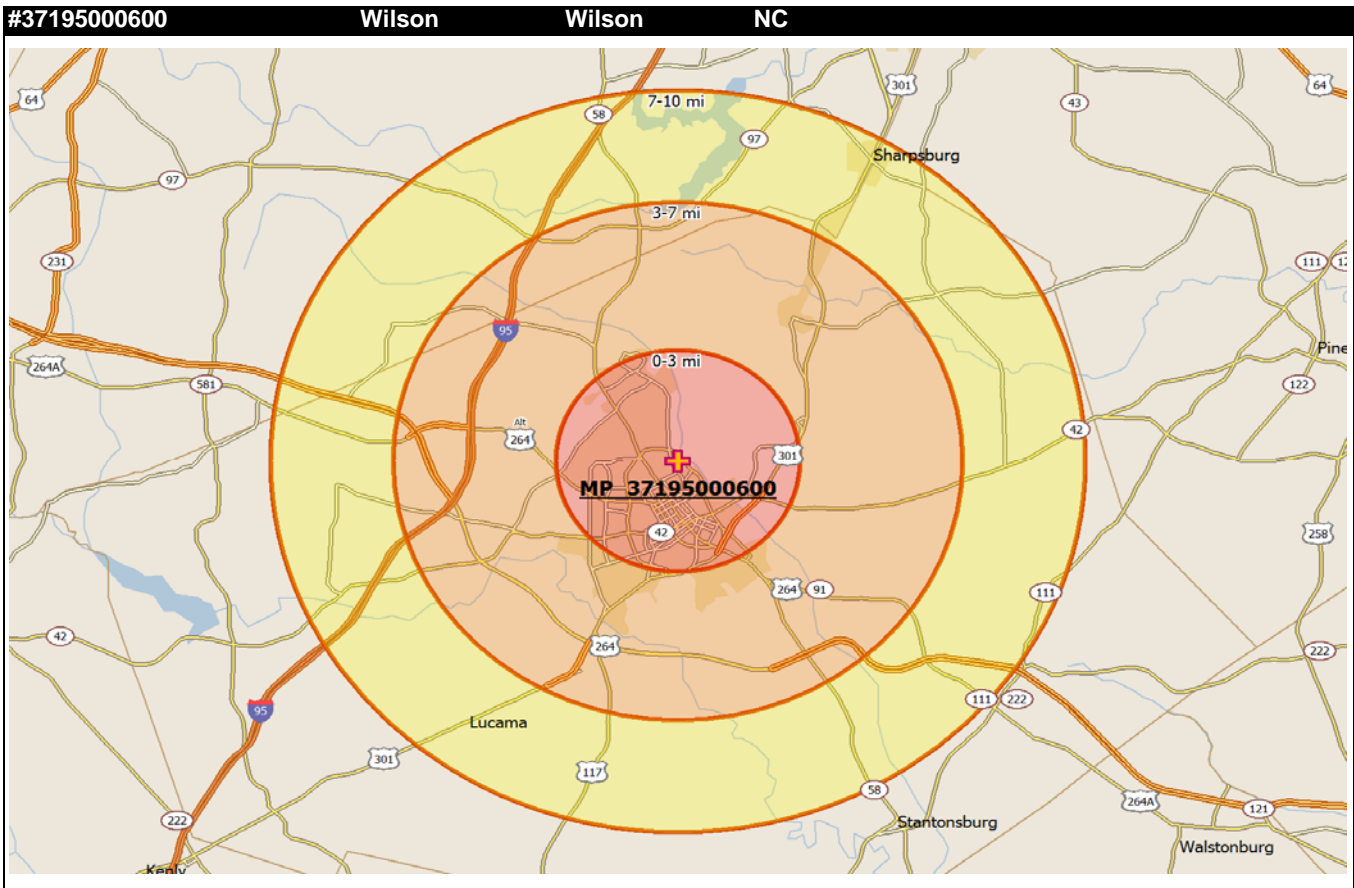
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.14%	Low Education County	FALSE
Mainstay Community	5.83%	Low Employment County	FALSE
Working Community	4.46%	Persistent Poverty County	TRUE
Country Community	57.97%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	26.61%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.28	Racial Diversity Index	49.41
Ancestry Diversity Index	34.70	Diversity Composite Index	18.95
Foreign Born Diversity Index	17.09	Population Density Index	15.69

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

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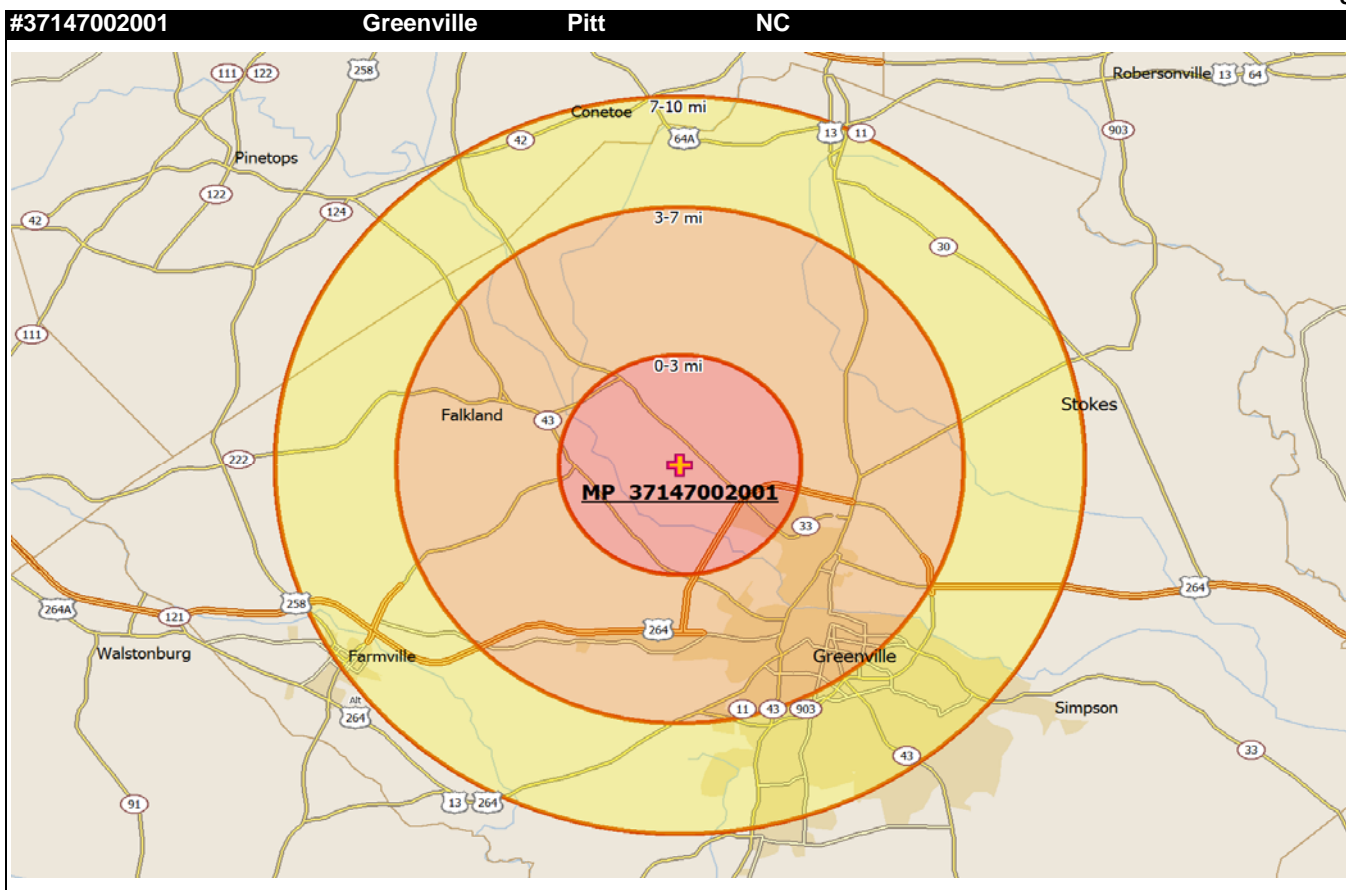


6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37195000600	Total Households in 0-3 mi Band	16179
CT Centroid Latitude	35.75007	Active Evangelical HHLDS	1947
CT Centroid Longitude	-77.91374	Active Evangelical PERCENT	12.03%
City Location:	Wilson	Unreached HHLDS	11402
County Location:	Wilson	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	3876
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1090
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	6685
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	20.08%	Low Education County	TRUE
Mainstay Community	5.31%	Low Employment County	FALSE
Working Community	14.26%	Persistent Poverty County	FALSE
Country Community	16.21%	Population Loss County	FALSE
Aspiring Community	3.44%	Nonmetro Recreation County	FALSE
Urban Community	40.70%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	47.00	Racial Diversity Index	82.33
Ancestry Diversity Index	16.07	Diversity Composite Index	24.11
Foreign Born Diversity Index	8.44	Population Density Index	42.96

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



7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37147002001	Total Households in 0-3 mi Band	2739
CT Centroid Latitude	35.67376	Active Evangelical HHLDS	370
CT Centroid Longitude	-77.43926	Active Evangelical PERCENT	13.53%
City Location:	Greenville	Unreached HHLDS	1888
County Location:	Pitt	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	751
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	27%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	61
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	2%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	1180
Population Pattern:	#10000-100000-50000	NOT Evangelical NOT Interested PERCENT	43%

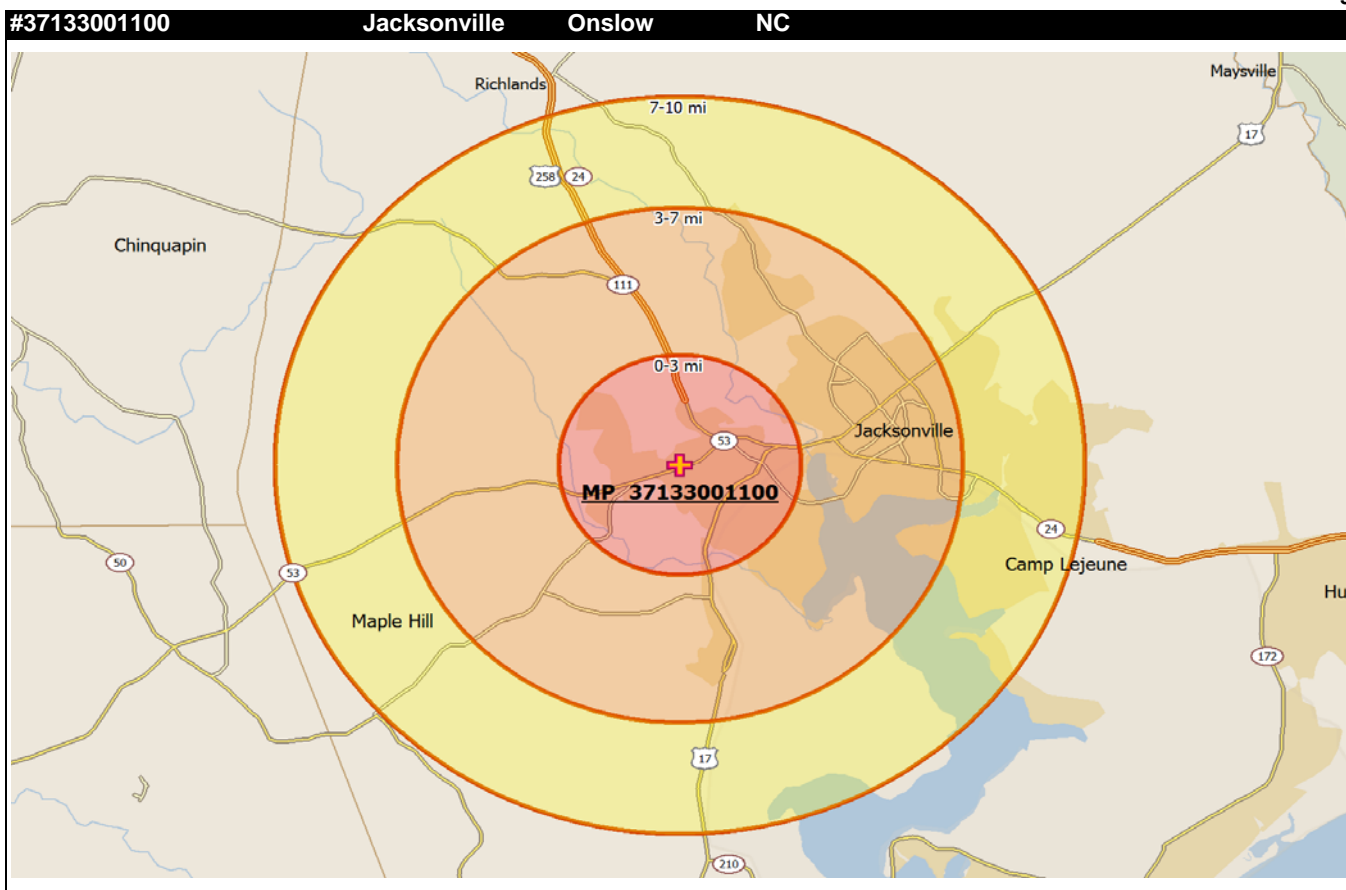
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.33%	Low Education County	FALSE
Mainstay Community	0.17%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	32.92%	Population Loss County	FALSE
Aspiring Community	0.26%	Nonmetro Recreation County	FALSE
Urban Community	61.32%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	51.50	Racial Diversity Index	79.97
Ancestry Diversity Index	6.36	Diversity Composite Index	33.88
Foreign Born Diversity Index	1.33	Population Density Index	22.16

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

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8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37133001100	Total Households in 0-3 mi Band	5157
CT Centroid Latitude	34.74447	Active Evangelical HHLDS	464
CT Centroid Longitude	-77.49206	Active Evangelical PERCENT	9.00%
City Location:	Jacksonville	Unreached HHLDS	3500
County Location:	Onslow	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	846
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	581
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	2091
Population Pattern:	#50000-100000-50000	NOT Evangelical NOT Interested PERCENT	41%

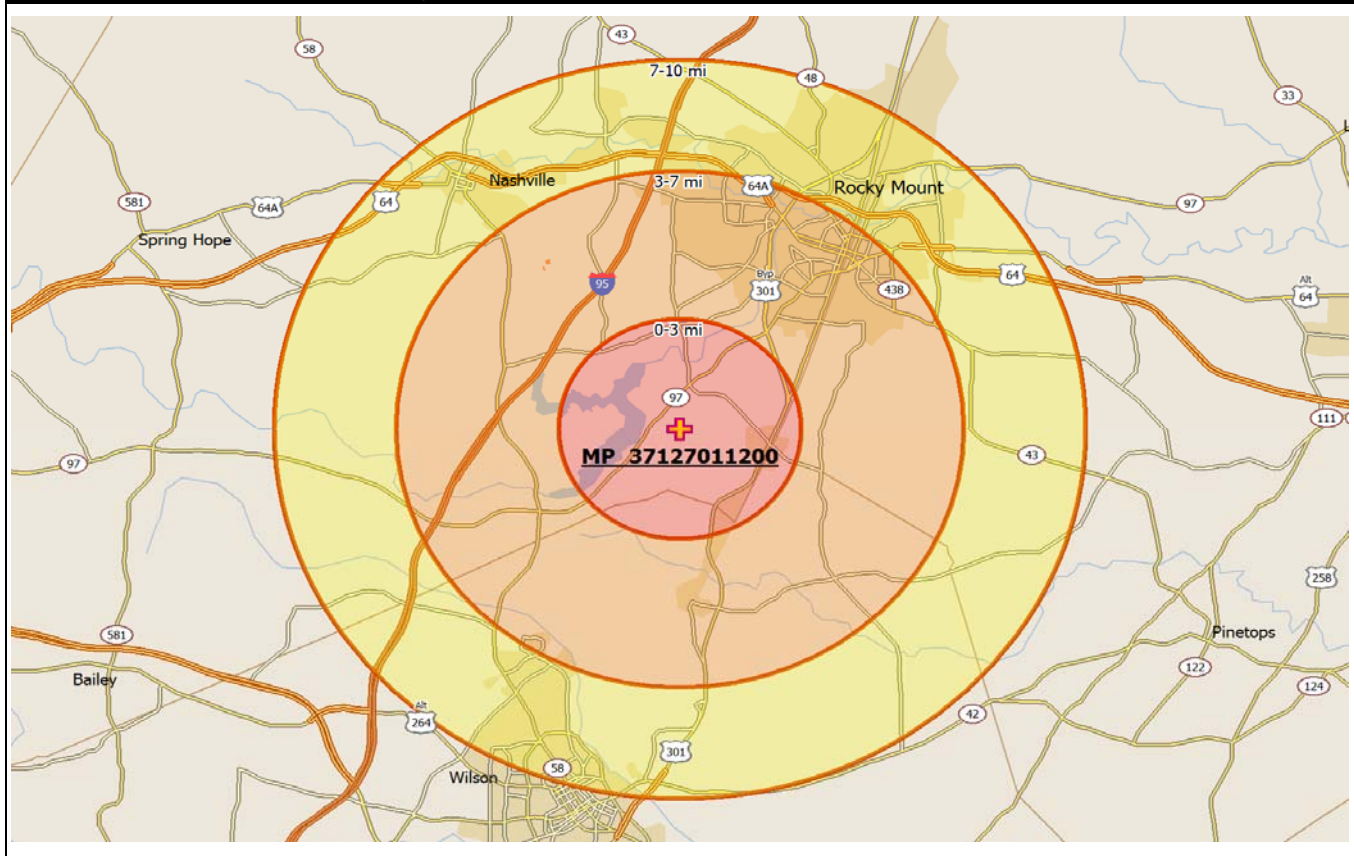
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.22%	Low Education County	FALSE
Mainstay Community	12.67%	Low Employment County	FALSE
Working Community	11.78%	Persistent Poverty County	FALSE
Country Community	29.22%	Population Loss County	FALSE
Aspiring Community	3.44%	Nonmetro Recreation County	FALSE
Urban Community	36.67%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.61	Racial Diversity Index	49.90
Ancestry Diversity Index	46.68	Diversity Composite Index	48.10
Foreign Born Diversity Index	59.78	Population Density Index	28.27

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



#37127011200 Rocky Mount Nash NC



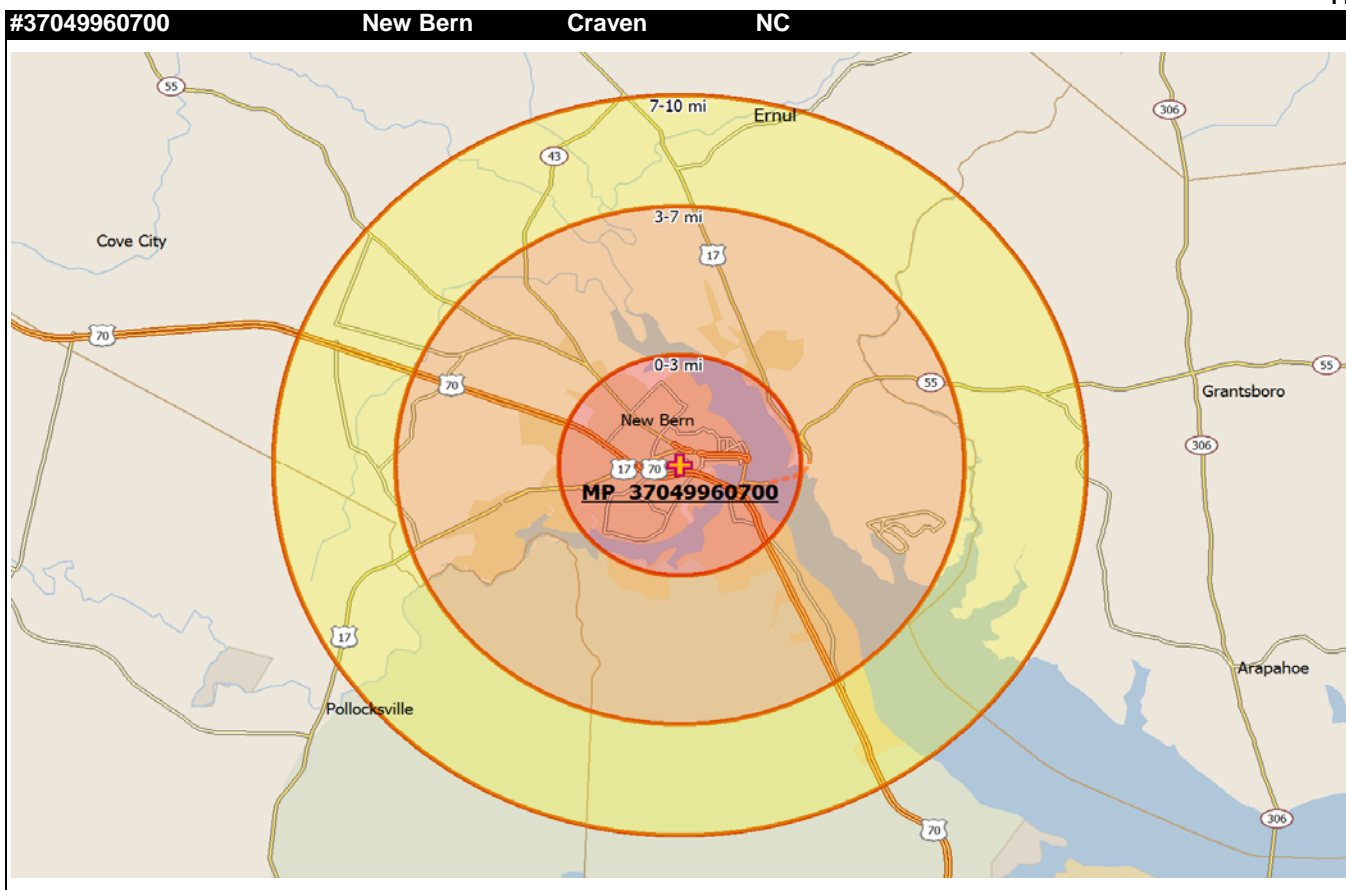
9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127011200	Total Households in 0-3 mi Band	2530
CT Centroid Latitude	35.87402	Active Evangelical HHLDS	405
CT Centroid Longitude	-77.86868	Active Evangelical PERCENT	15.99%
City Location:	Rocky Mount	Unreached HHLDS	1667
County Location:	Nash	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	449
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	260
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	960
Population Pattern:	#10000-100000-100000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.52%	Low Education County	FALSE
Mainstay Community	6.39%	Low Employment County	FALSE
Working Community	6.88%	Persistent Poverty County	FALSE
Country Community	58.53%	Population Loss County	FALSE
Aspiring Community	0.22%	Nonmetro Recreation County	FALSE
Urban Community	17.45%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	14.22	Racial Diversity Index	46.46
Ancestry Diversity Index	35.33	Diversity Composite Index	18.10
Foreign Born Diversity Index	22.61	Population Density Index	14.14

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

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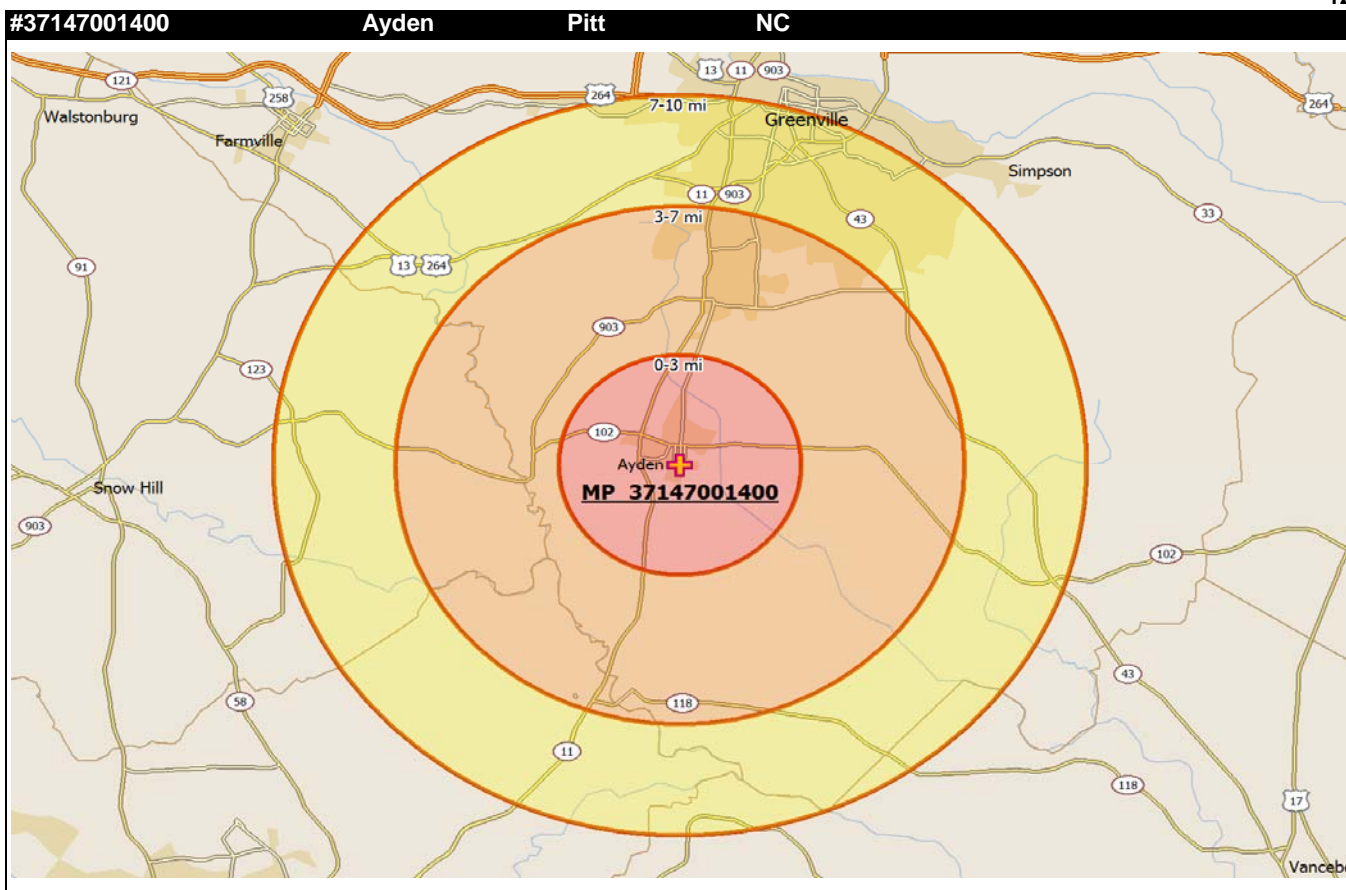
10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37049960700	Total Households in 0-3 mi Band	13365
CT Centroid Latitude	35.1043	Active Evangelical HHLDS	1876
CT Centroid Longitude	-77.06471	Active Evangelical PERCENT	14.03%
City Location:	New Bern	Unreached HHLDS	9375
County Location:	Craven	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	3103
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	23%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1120
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	5230
Population Pattern:	#50000-50000-10000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.79%	Low Education County	FALSE
Mainstay Community	8.14%	Low Employment County	FALSE
Working Community	23.34%	Persistent Poverty County	FALSE
Country Community	15.34%	Population Loss County	FALSE
Aspiring Community	4.58%	Nonmetro Recreation County	FALSE
Urban Community	35.81%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	23.95	Racial Diversity Index	62.20
Ancestry Diversity Index	32.47	Diversity Composite Index	27.99
Foreign Born Diversity Index	60.32	Population Density Index	32.97

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

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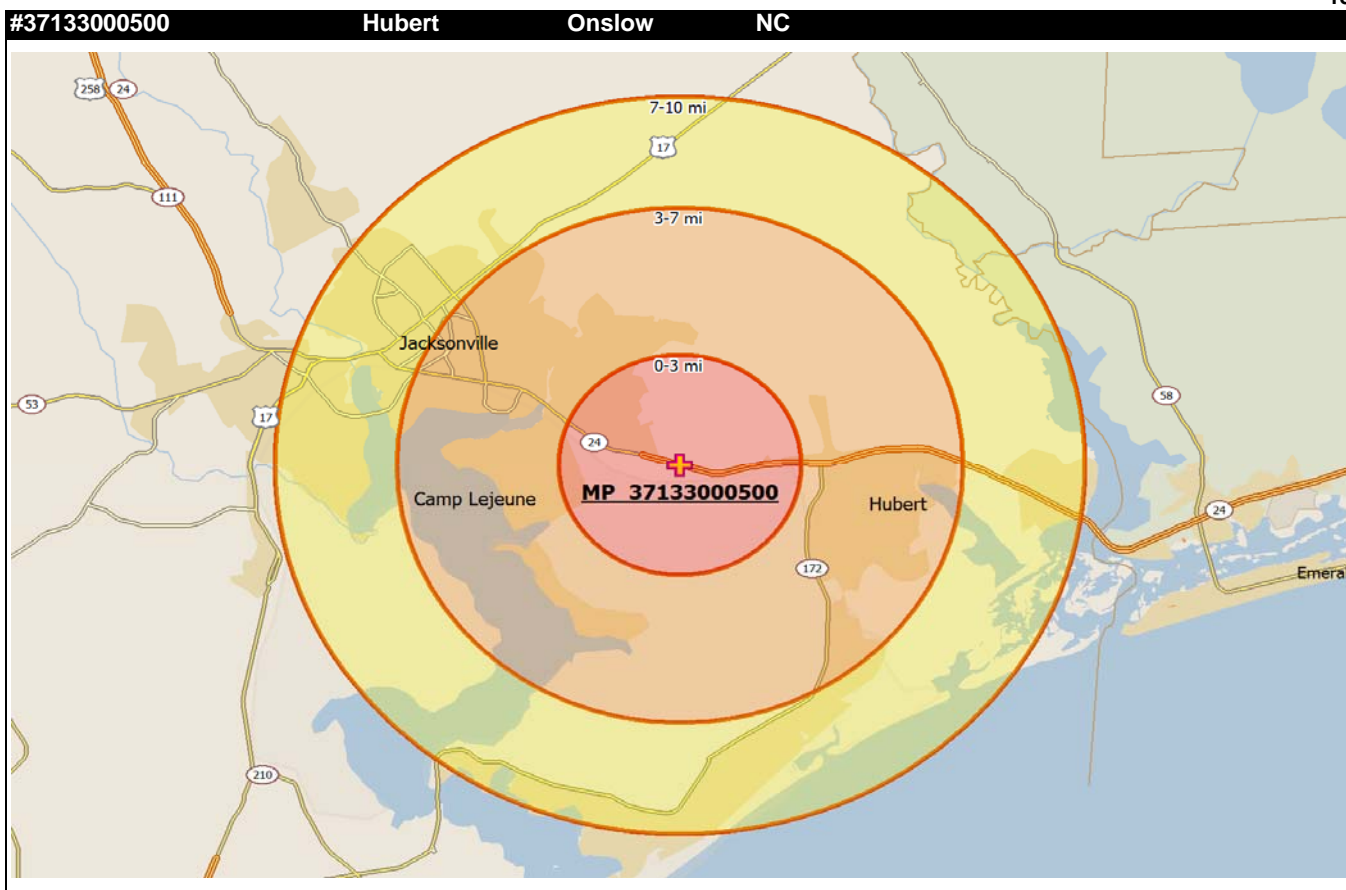
11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37147001400	Total Households in 0-3 mi Band	3266
CT Centroid Latitude	35.46328	Active Evangelical HHLDS	424
CT Centroid Longitude	-77.41803	Active Evangelical PERCENT	12.99%
City Location:	Ayden	Unreached HHLDS	2298
County Location:	Pitt	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	872
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	27%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	180
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	1295
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.44%	Low Education County	FALSE
Mainstay Community	4.83%	Low Employment County	FALSE
Working Community	13.06%	Persistent Poverty County	TRUE
Country Community	20.02%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	57.66%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	23.62	Racial Diversity Index	70.26
Ancestry Diversity Index	21.33	Diversity Composite Index	24.91
Foreign Born Diversity Index	13.49	Population Density Index	15.42

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

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12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37133000500	Total Households in 0-3 mi Band	2813
CT Centroid Latitude	34.71009	Active Evangelical HHLDS	268
CT Centroid Longitude	-77.2946	Active Evangelical PERCENT	9.52%
City Location:	Hubert	Unreached HHLDS	1863
County Location:	Onslow	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	552
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	212
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	1133
Population Pattern:	#2500-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

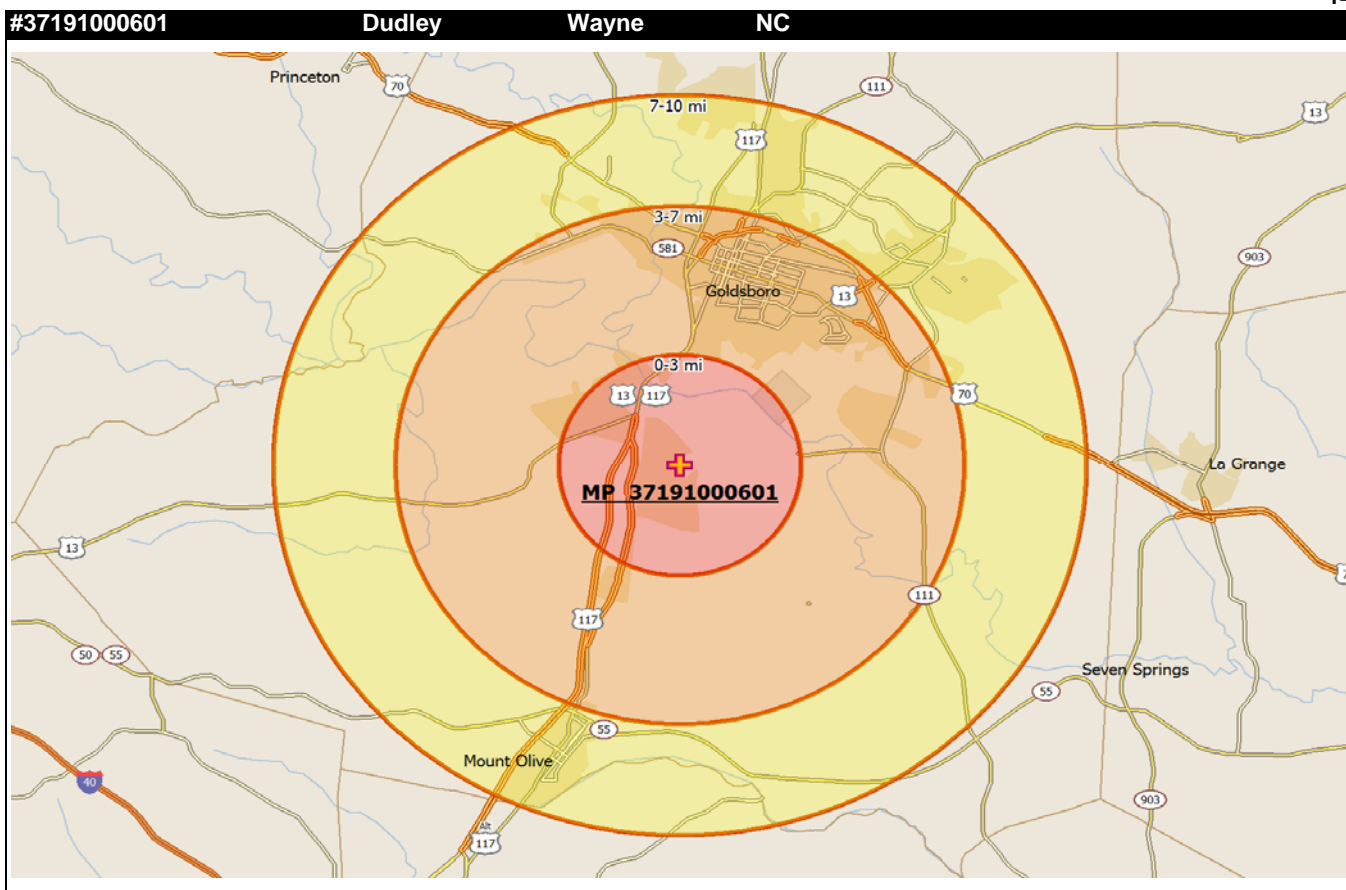
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	#DIV/0!	Low Education County	FALSE
Mainstay Community	#DIV/0!	Low Employment County	FALSE
Working Community	#DIV/0!	Persistent Poverty County	FALSE
Country Community	#DIV/0!	Population Loss County	FALSE
Aspiring Community	#DIV/0!	Nonmetro Recreation County	FALSE
Urban Community	#DIV/0!	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	62.53	Racial Diversity Index	46.23
Ancestry Diversity Index	69.96	Diversity Composite Index	65.44
Foreign Born Diversity Index	44.48	Population Density Index	5.28

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

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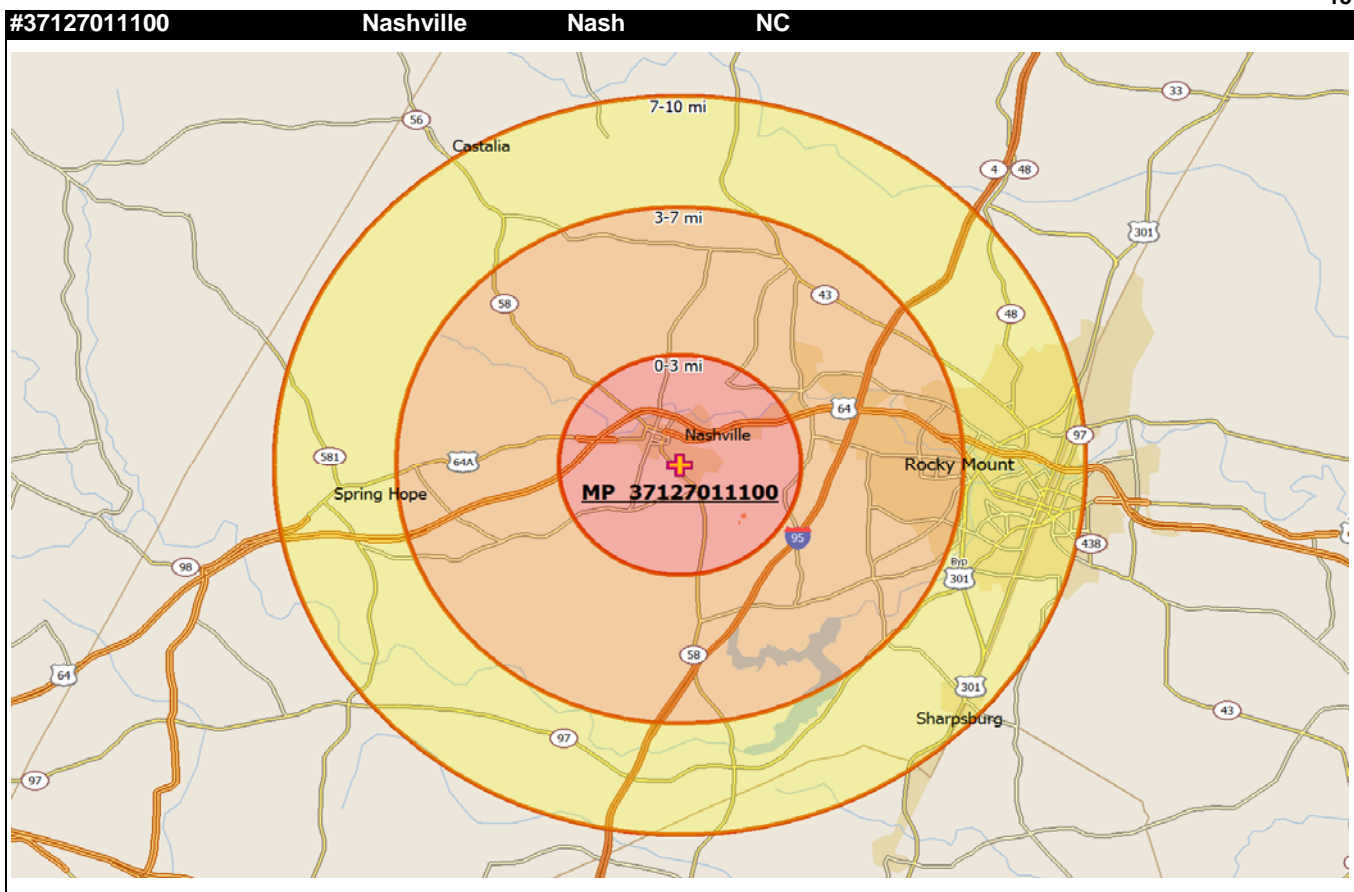
13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37191000601	Total Households in 0-3 mi Band	4257
CT Centroid Latitude	35.30827	Active Evangelical HHLDS	668
CT Centroid Longitude	-78.01634	Active Evangelical PERCENT	15.70%
City Location:	Dudley	Unreached HHLDS	2919
County Location:	Wayne	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1062
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	239
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1668
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.23%	Low Education County	FALSE
Mainstay Community	2.91%	Low Employment County	FALSE
Working Community	13.32%	Persistent Poverty County	FALSE
Country Community	43.08%	Population Loss County	FALSE
Aspiring Community	1.08%	Nonmetro Recreation County	FALSE
Urban Community	37.38%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.07	Racial Diversity Index	82.66
Ancestry Diversity Index	11.13	Diversity Composite Index	22.66
Foreign Born Diversity Index	9.35	Population Density Index	23.13

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

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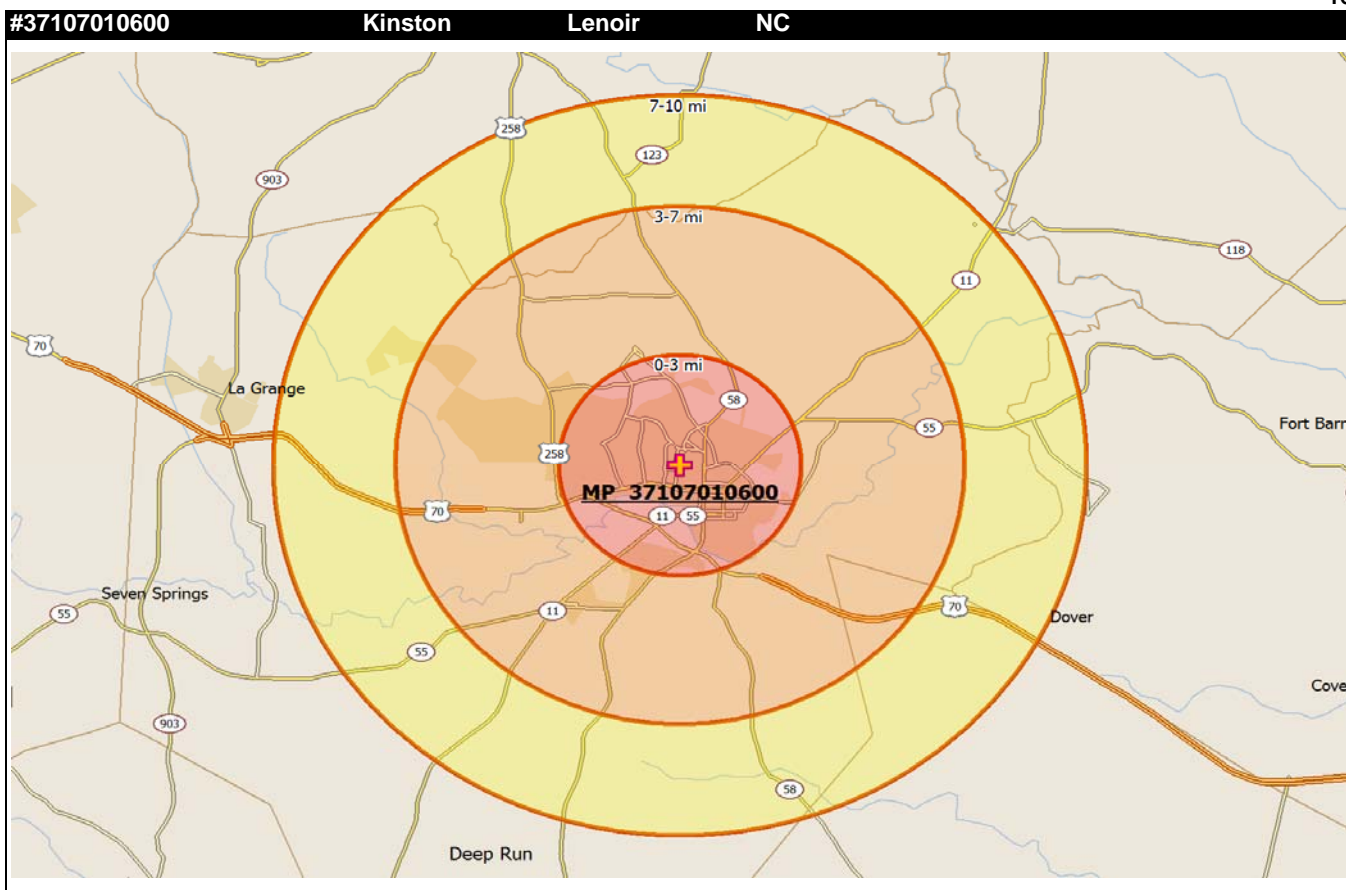
14 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127011100	Total Households in 0-3 mi Band	3367
CT Centroid Latitude	35.96003	Active Evangelical HHLDS	504
CT Centroid Longitude	-77.95462	Active Evangelical PERCENT	14.97%
City Location:	Nashville	Unreached HHLDS	2294
County Location:	Nash	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	652
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	312
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	1335
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	22.38%	Low Education County	FALSE
Mainstay Community	5.73%	Low Employment County	FALSE
Working Community	13.60%	Persistent Poverty County	FALSE
Country Community	45.70%	Population Loss County	FALSE
Aspiring Community	1.25%	Nonmetro Recreation County	FALSE
Urban Community	11.34%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.35	Racial Diversity Index	62.76
Ancestry Diversity Index	26.39	Diversity Composite Index	22.30
Foreign Born Diversity Index	37.56	Population Density Index	17.04

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

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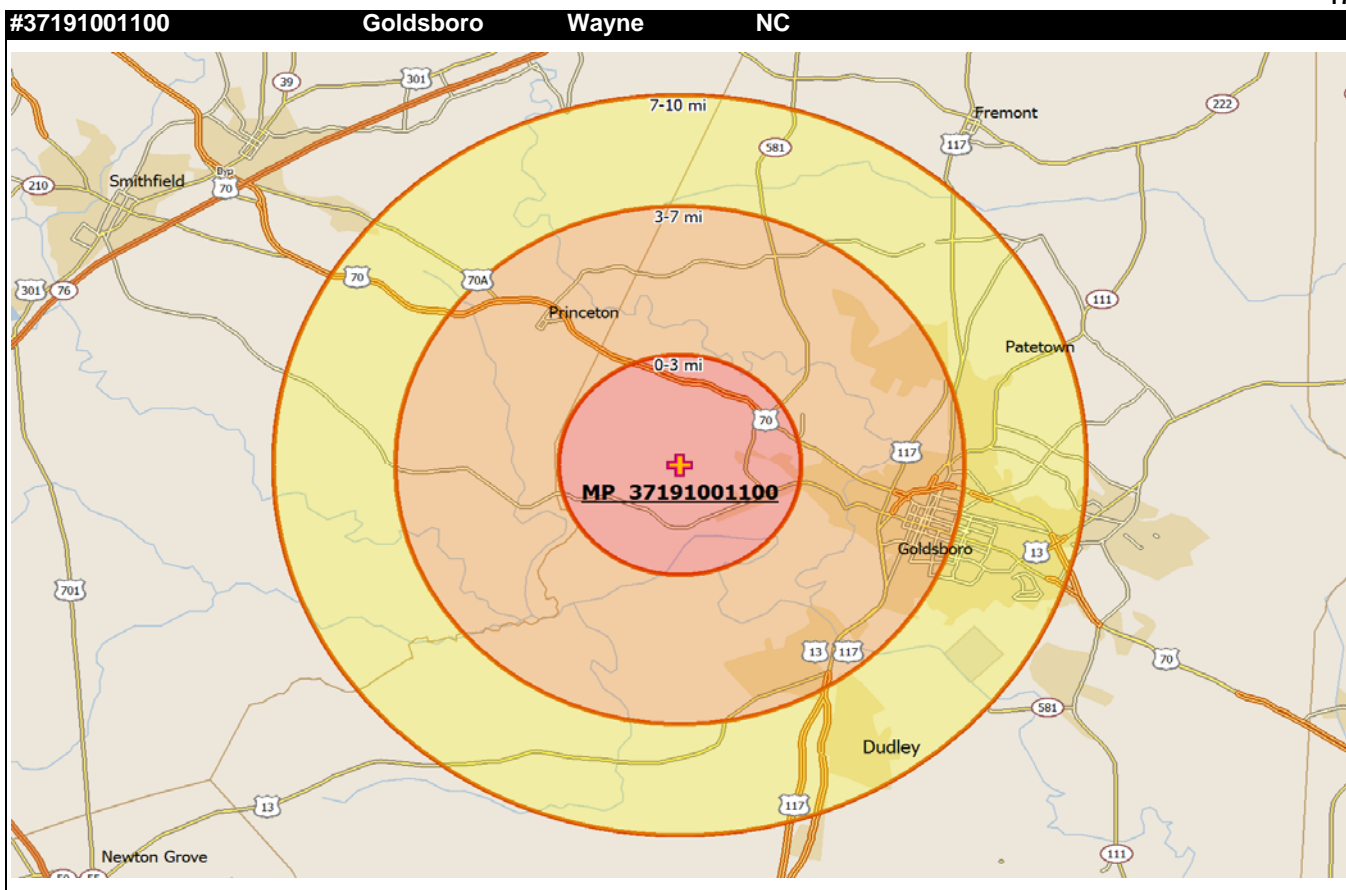
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37107010600	Total Households in 0-3 mi Band	10068
CT Centroid Latitude	35.27839	Active Evangelical HHLDS	1708
CT Centroid Longitude	-77.59128	Active Evangelical PERCENT	16.96%
City Location:	Kinston	Unreached HHLDS	7037
County Location:	Lenoir	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2578
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	601
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	4005
Population Pattern:	#50000-50000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.54%	Low Education County	FALSE
Mainstay Community	2.21%	Low Employment County	FALSE
Working Community	11.40%	Persistent Poverty County	FALSE
Country Community	17.30%	Population Loss County	FALSE
Aspiring Community	1.33%	Nonmetro Recreation County	FALSE
Urban Community	56.22%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	14.40	Racial Diversity Index	61.37
Ancestry Diversity Index	9.74	Diversity Composite Index	17.41
Foreign Born Diversity Index	48.67	Population Density Index	31.92

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

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16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37191001100	Total Households in 0-3 mi Band	2376
CT Centroid Latitude	35.40905	Active Evangelical HHLDS	408
CT Centroid Longitude	-78.1002	Active Evangelical PERCENT	17.17%
City Location:	Goldsboro	Unreached HHLDS	1559
County Location:	Wayne	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	326
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	290
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	943
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.86%	Low Education County	FALSE
Mainstay Community	4.70%	Low Employment County	FALSE
Working Community	2.12%	Persistent Poverty County	FALSE
Country Community	68.73%	Population Loss County	FALSE
Aspiring Community	0.19%	Nonmetro Recreation County	FALSE
Urban Community	18.39%	Retirement Destination County	FALSE

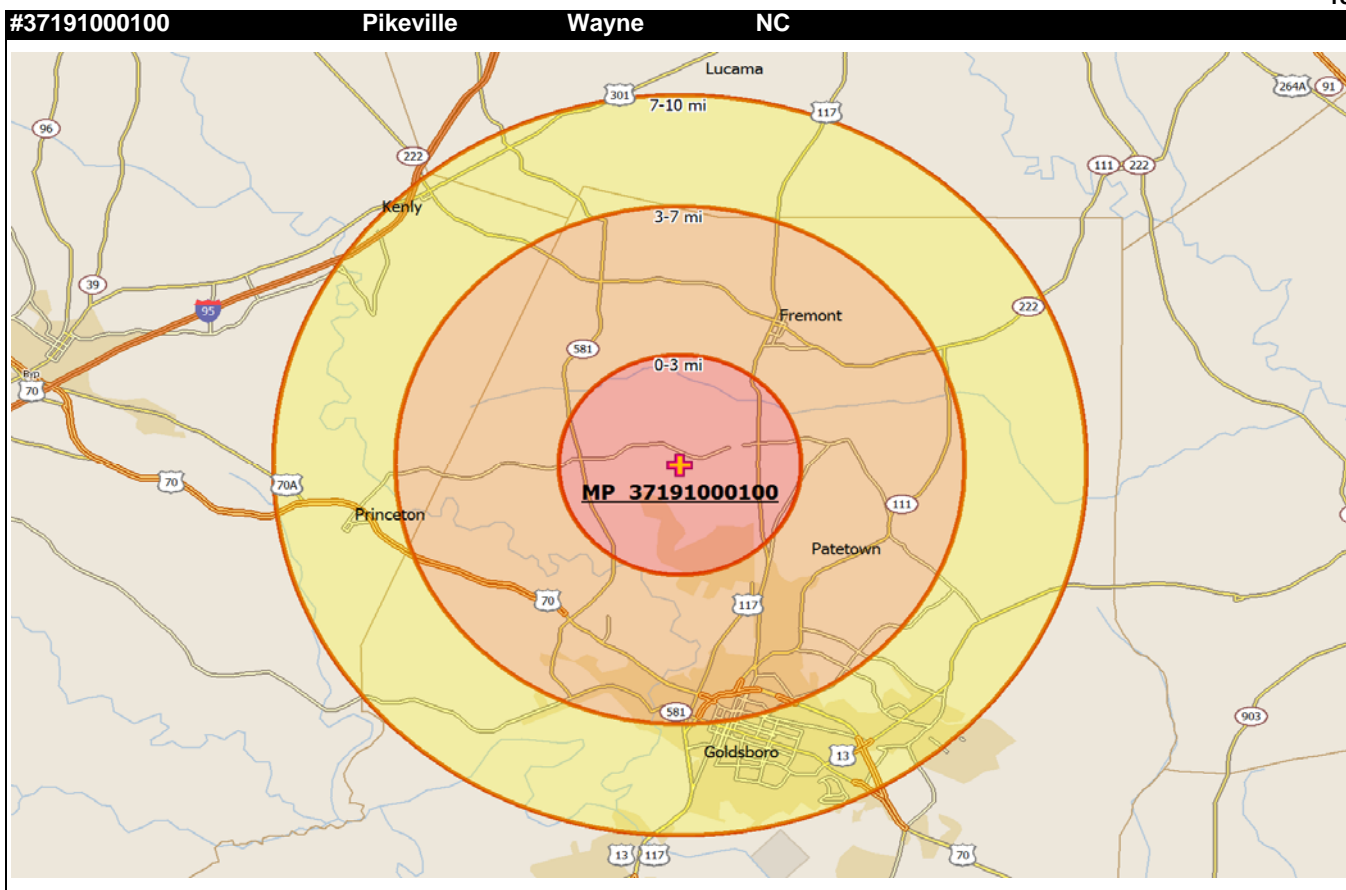
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	35.66	Racial Diversity Index	46.07
Ancestry Diversity Index	31.28	Diversity Composite Index	24.01
Foreign Born Diversity Index	31.58	Population Density Index	22.07

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

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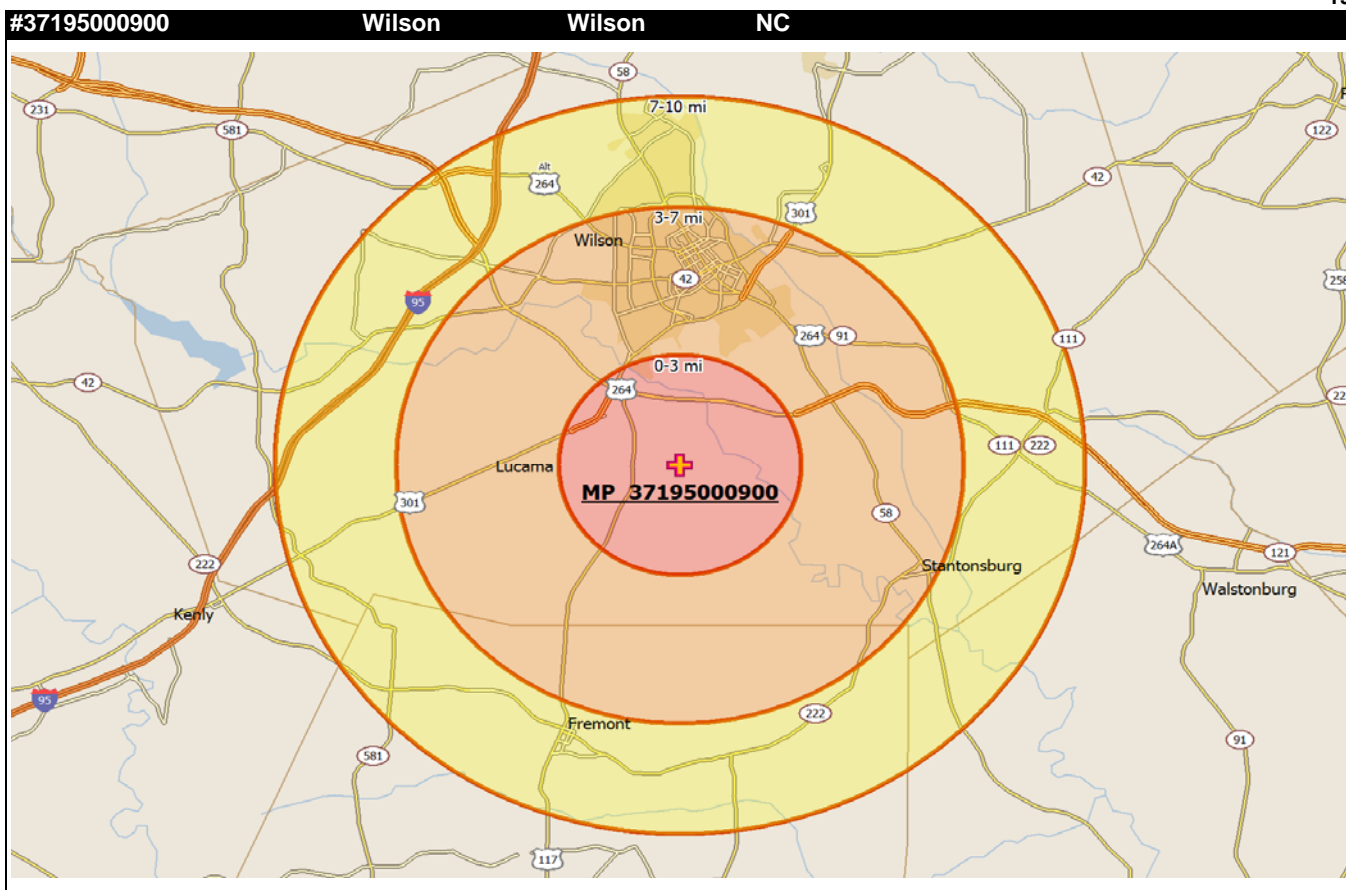
17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37191000100	Total Households in 0-3 mi Band	2494
CT Centroid Latitude	35.48848	Active Evangelical HHLDS	442
CT Centroid Longitude	-78.01582	Active Evangelical PERCENT	17.72%
City Location:	Pikeville	Unreached HHLDS	1610
County Location:	Wayne	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	332
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	326
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	952
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.28%	Low Education County	FALSE
Mainstay Community	27.25%	Low Employment County	FALSE
Working Community	5.83%	Persistent Poverty County	FALSE
Country Community	51.11%	Population Loss County	FALSE
Aspiring Community	0.09%	Nonmetro Recreation County	FALSE
Urban Community	11.43%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	27.34	Racial Diversity Index	30.24
Ancestry Diversity Index	59.32	Diversity Composite Index	25.67
Foreign Born Diversity Index	30.23	Population Density Index	19.37

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

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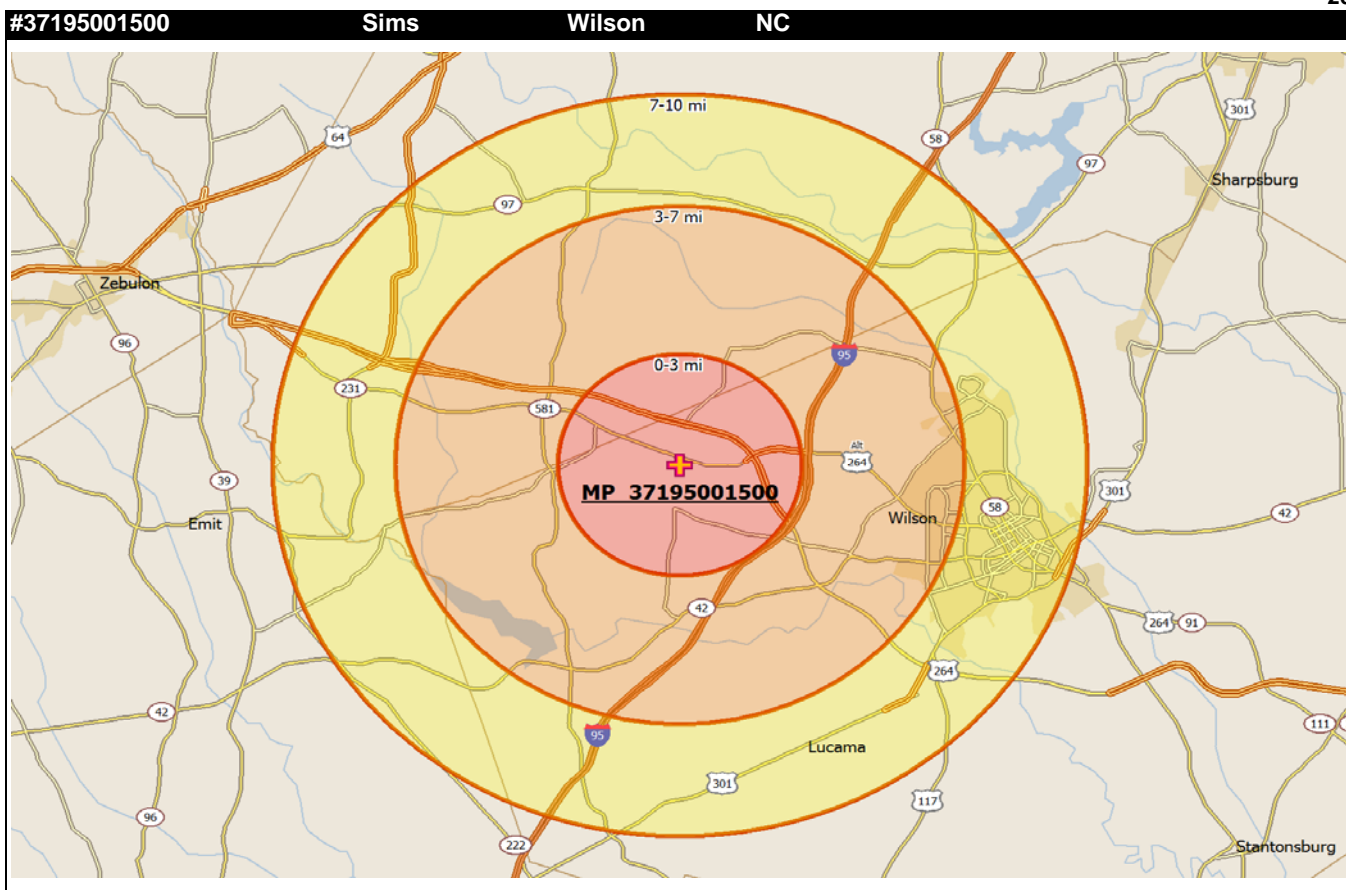
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37195000900	Total Households in 0-3 mi Band	1343
CT Centroid Latitude	35.64857	Active Evangelical HHLDS	193
CT Centroid Longitude	-77.9235	Active Evangelical PERCENT	14.40%
City Location:	Wilson	Unreached HHLDS	866
County Location:	Wilson	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	236
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	120
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	514
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.12%	Low Education County	TRUE
Mainstay Community	6.49%	Low Employment County	FALSE
Working Community	1.18%	Persistent Poverty County	FALSE
Country Community	71.25%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	16.95%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.53	Racial Diversity Index	41.92
Ancestry Diversity Index	30.21	Diversity Composite Index	19.10
Foreign Born Diversity Index	28.78	Population Density Index	10.85

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

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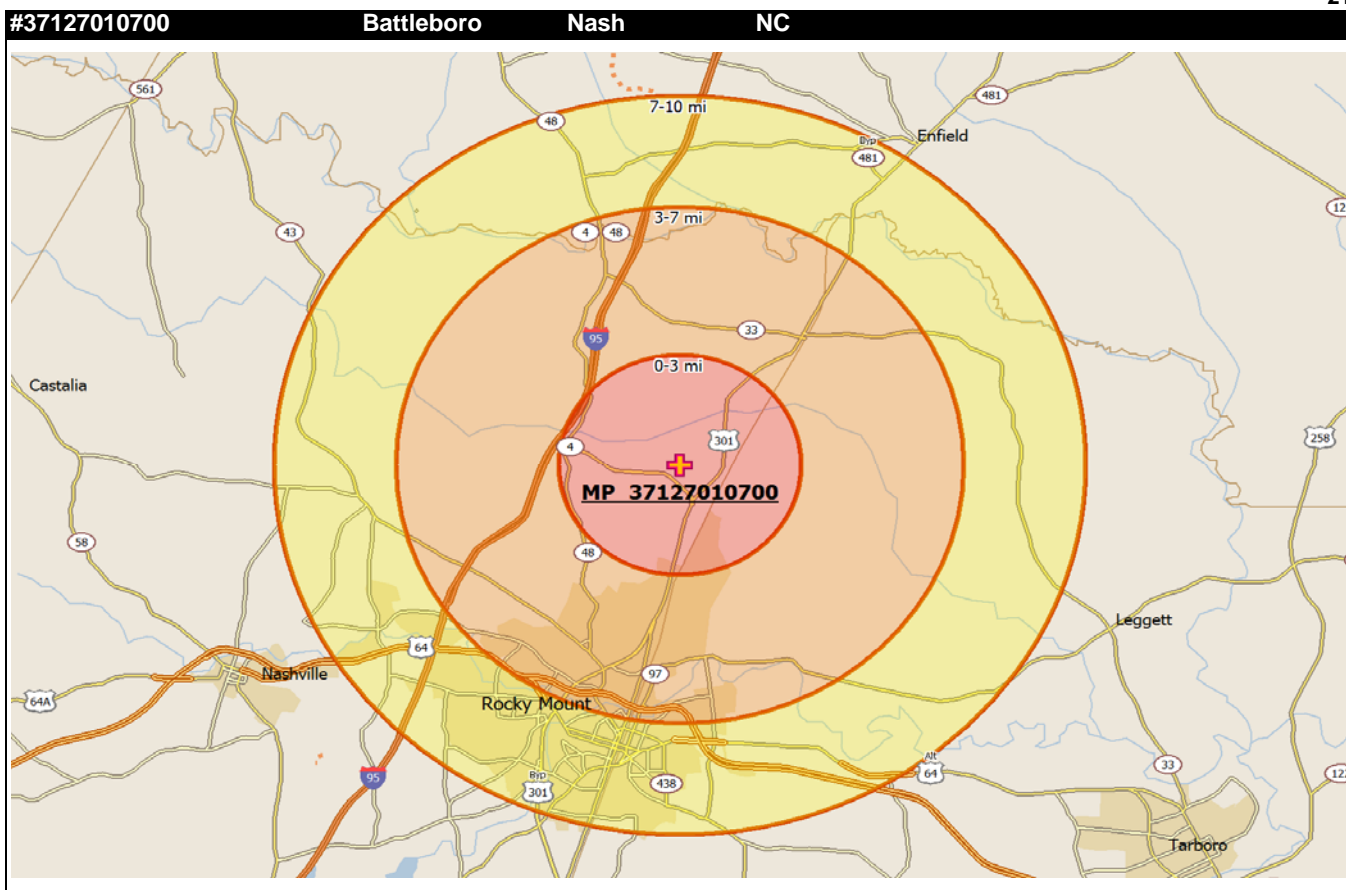
19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37195001500	Total Households in 0-3 mi Band	1341
CT Centroid Latitude	35.75801	Active Evangelical HHLDS	223
CT Centroid Longitude	-78.06003	Active Evangelical PERCENT	16.64%
City Location:	Sims	Unreached HHLDS	792
County Location:	Wilson	Unreached Percent	59%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	184
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	102
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	507
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.84%	Low Education County	TRUE
Mainstay Community	12.38%	Low Employment County	FALSE
Working Community	2.49%	Persistent Poverty County	FALSE
Country Community	63.79%	Population Loss County	FALSE
Aspiring Community	0.70%	Nonmetro Recreation County	FALSE
Urban Community	19.82%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	54.94	Racial Diversity Index	65.57
Ancestry Diversity Index	15.76	Diversity Composite Index	19.34
Foreign Born Diversity Index	7.11	Population Density Index	9.57

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

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20 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127010700	Total Households in 0-3 mi Band	1097
CT Centroid Latitude	36.05397	Active Evangelical HHLDS	154
CT Centroid Longitude	-77.76862	Active Evangelical PERCENT	14.08%
City Location:	Battleboro	Unreached HHLDS	769
County Location:	Nash	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	280
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	72
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	418
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

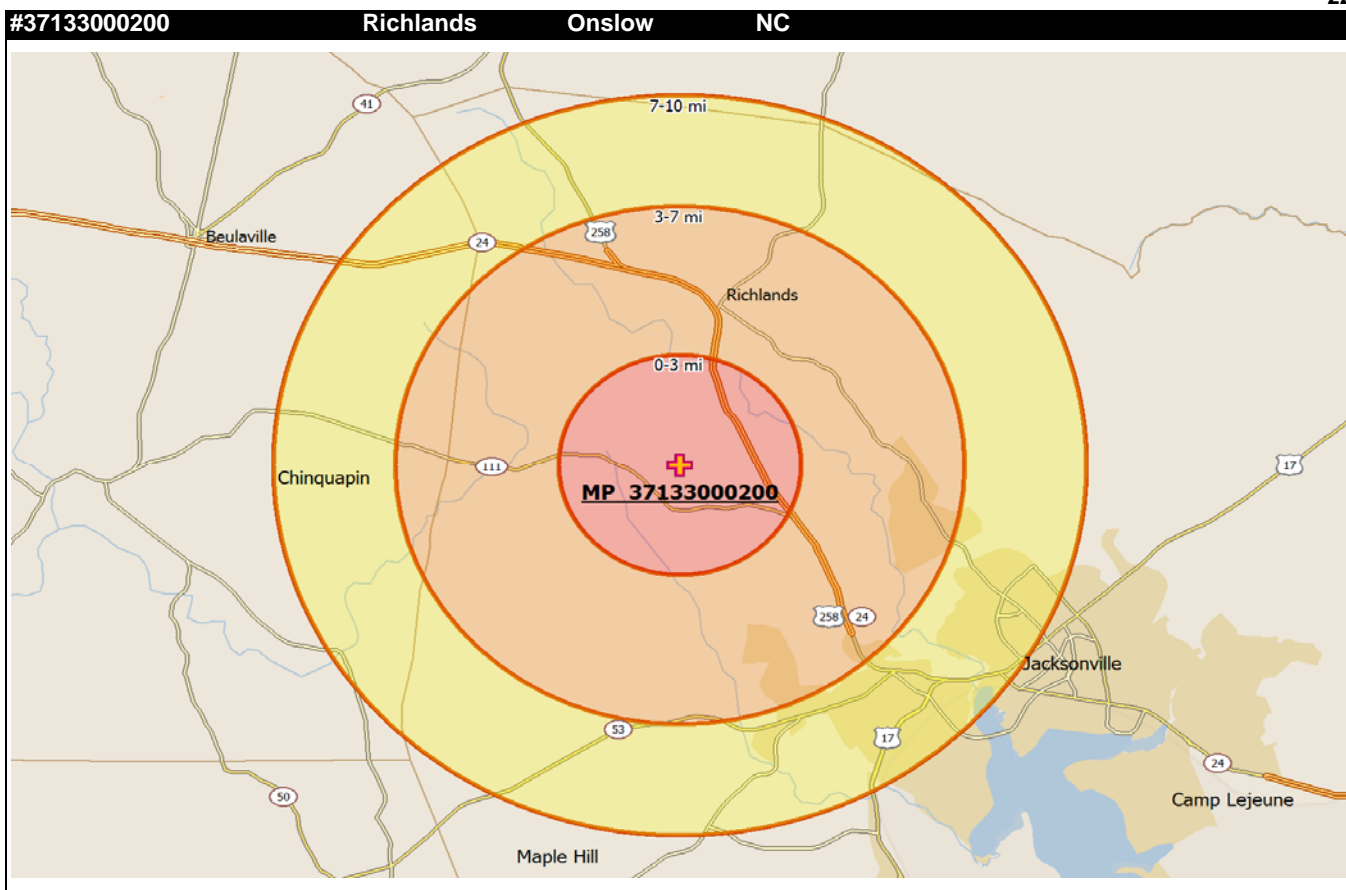
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.25%	Low Education County	FALSE
Mainstay Community	1.46%	Low Employment County	FALSE
Working Community	3.95%	Persistent Poverty County	FALSE
Country Community	30.94%	Population Loss County	FALSE
Aspiring Community	15.41%	Nonmetro Recreation County	FALSE
Urban Community	33.01%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.97	Racial Diversity Index	50.57
Ancestry Diversity Index	8.65	Diversity Composite Index	16.84
Foreign Born Diversity Index	6.57	Population Density Index	12.14

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

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21 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37133000200	Total Households in 0-3 mi Band	2350
CT Centroid Latitude	34.83613	Active Evangelical HHLDS	257
CT Centroid Longitude	-77.564	Active Evangelical PERCENT	10.92%
City Location:	Richlands	Unreached HHLDS	1432
County Location:	Onslow	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	317
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	260
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	856
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	36%

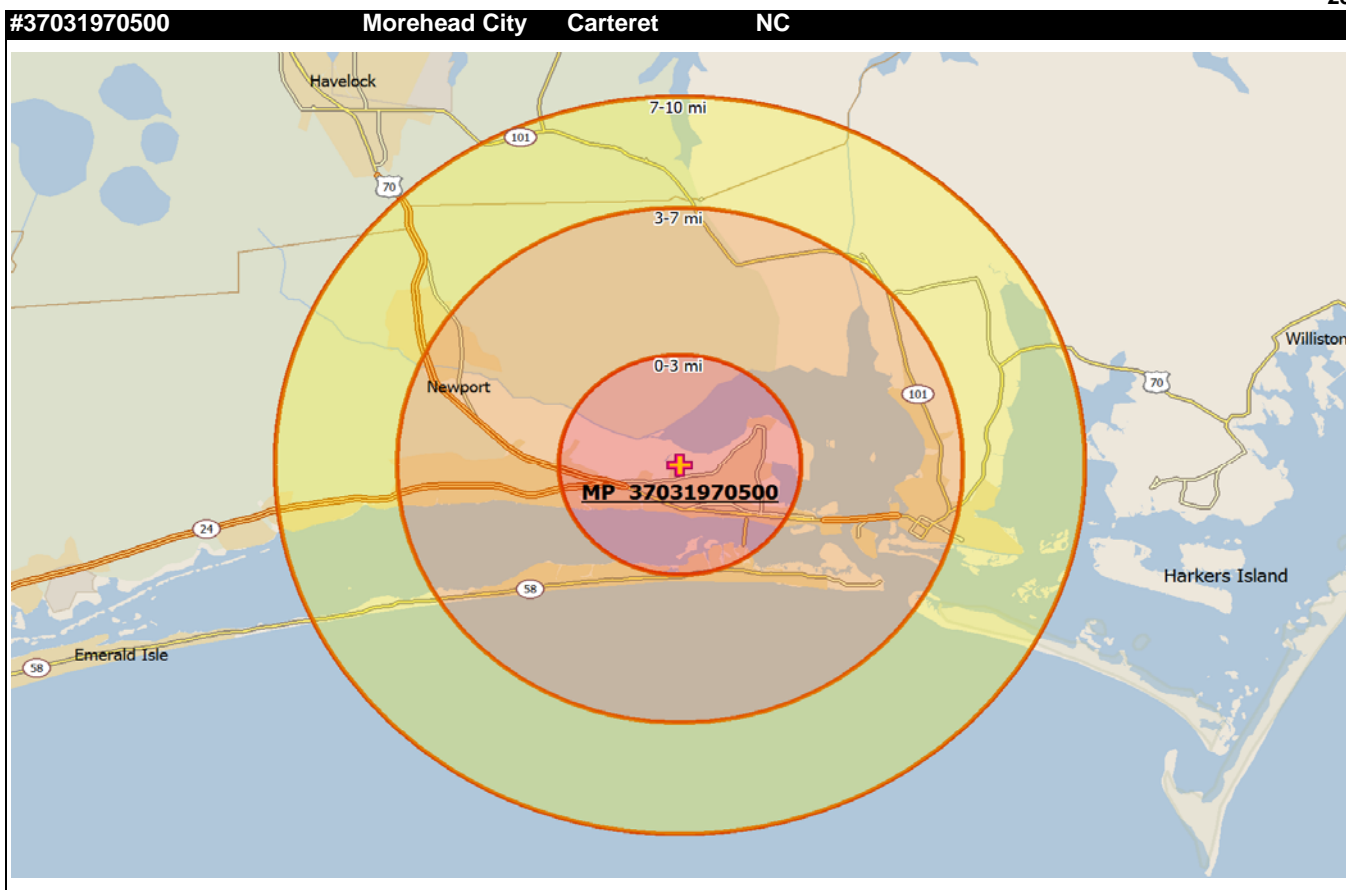
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.42%	Low Education County	FALSE
Mainstay Community	4.83%	Low Employment County	FALSE
Working Community	0.84%	Persistent Poverty County	FALSE
Country Community	80.00%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	10.90%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.59	Racial Diversity Index	33.92
Ancestry Diversity Index	42.80	Diversity Composite Index	24.09
Foreign Born Diversity Index	22.30	Population Density Index	13.63

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

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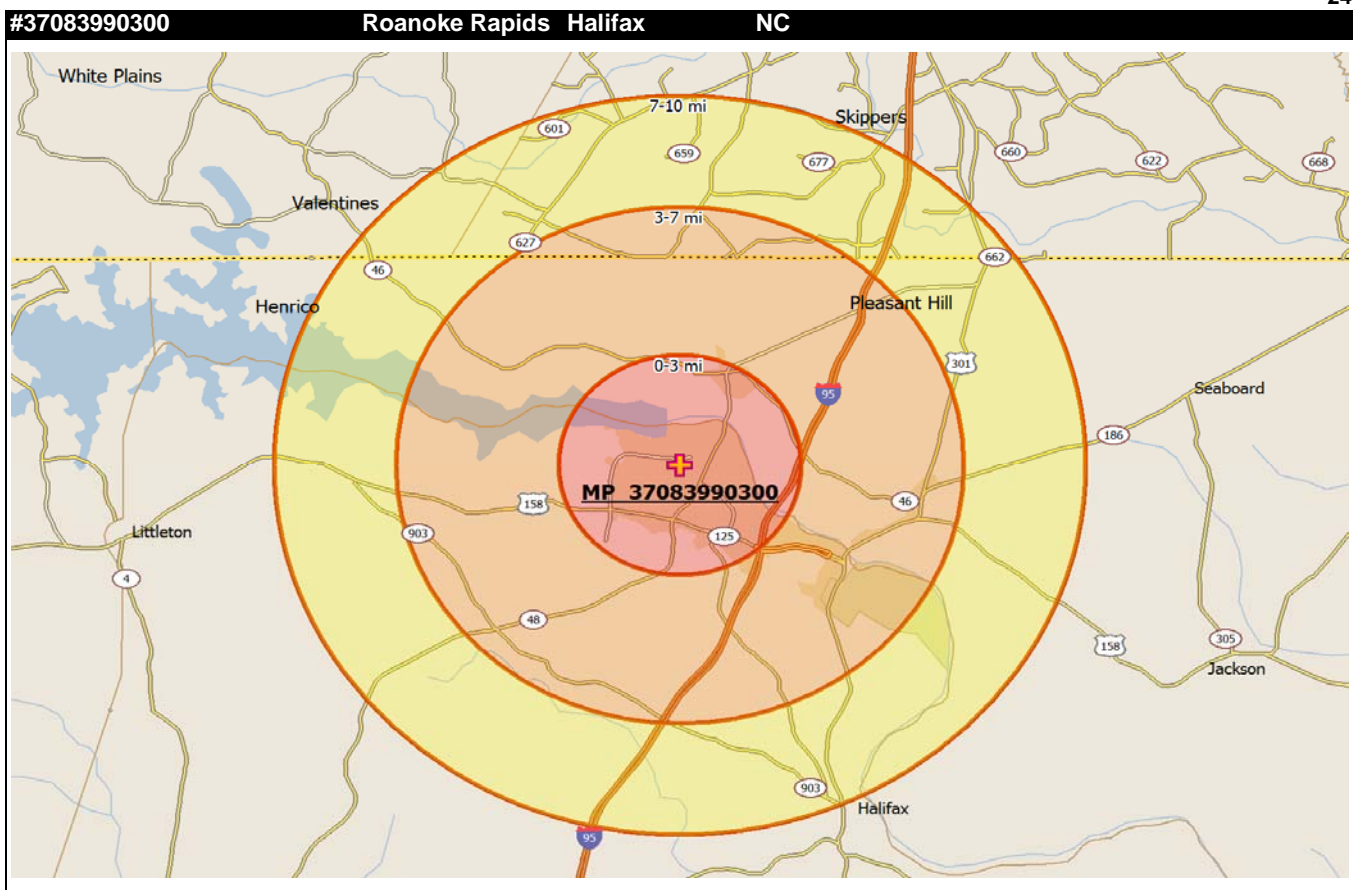
22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37031970500	Total Households in 0-3 mi Band	5788
CT Centroid Latitude	34.74258	Active Evangelical HHLDS	762
CT Centroid Longitude	-76.76452	Active Evangelical PERCENT	13.17%
City Location:	Morehead City	Unreached HHLDS	3918
County Location:	Carteret	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	902
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	671
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2355
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.53%	Low Education County	FALSE
Mainstay Community	18.84%	Low Employment County	FALSE
Working Community	14.91%	Persistent Poverty County	FALSE
Country Community	34.33%	Population Loss County	FALSE
Aspiring Community	0.71%	Nonmetro Recreation County	TRUE
Urban Community	22.67%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	27.83	Racial Diversity Index	28.56
Ancestry Diversity Index	68.32	Diversity Composite Index	41.60
Foreign Born Diversity Index	51.63	Population Density Index	23.57

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

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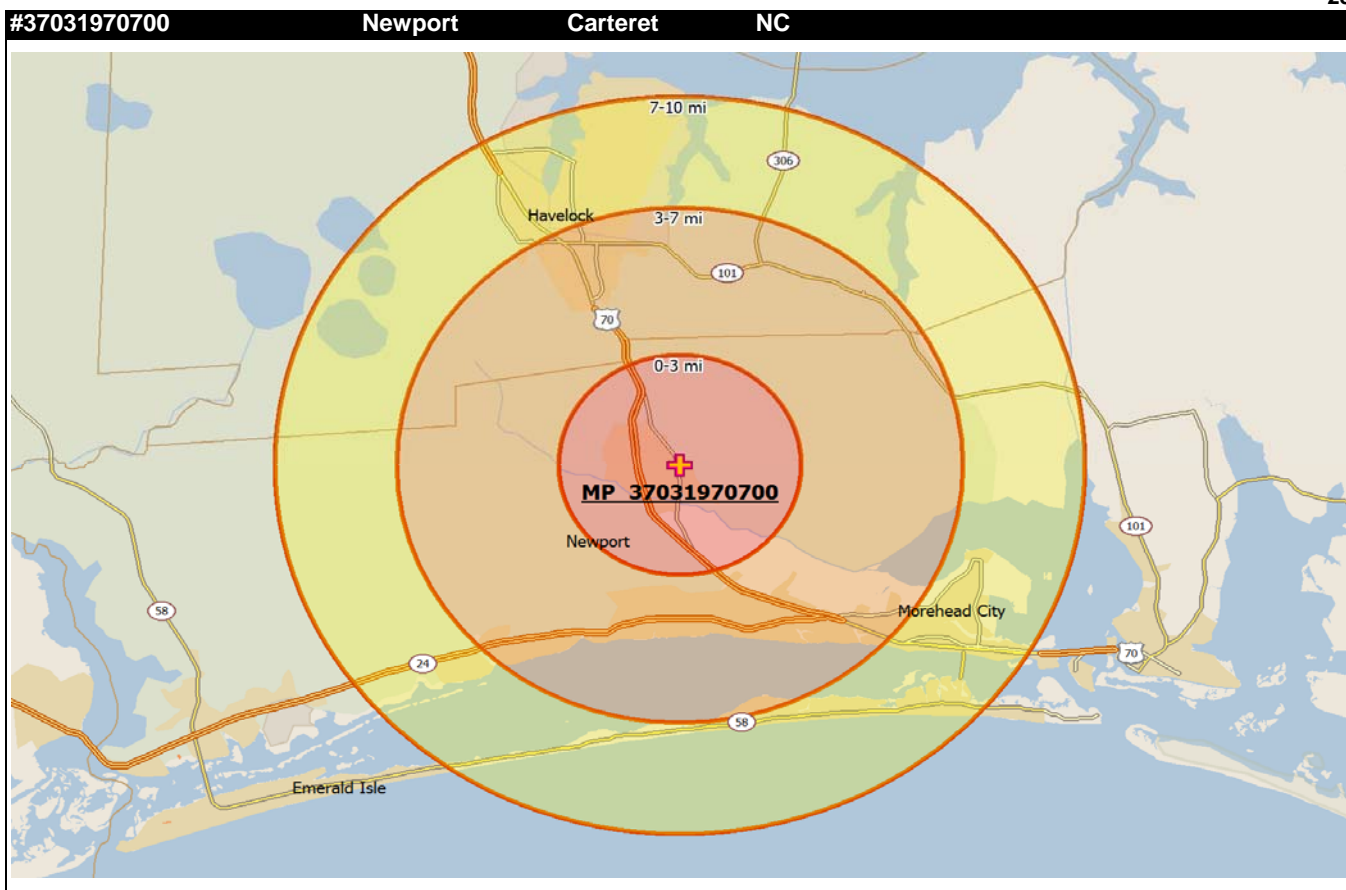


23 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37083990300	Total Households in 0-3 mi Band	8504
CT Centroid Latitude	36.46367	Active Evangelical HHLDS	1551
CT Centroid Longitude	-77.66549	Active Evangelical PERCENT	18.24%
City Location:	Roanoke Rapids	Unreached HHLDS	5889
County Location:	Halifax	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1812
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	695
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3497
Population Pattern:	#50000-50000-10000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.25%	Low Education County	TRUE
Mainstay Community	4.16%	Low Employment County	TRUE
Working Community	26.23%	Persistent Poverty County	TRUE
Country Community	30.99%	Population Loss County	FALSE
Aspiring Community	0.49%	Nonmetro Recreation County	FALSE
Urban Community	31.88%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	14.09	Racial Diversity Index	50.72
Ancestry Diversity Index	28.49	Diversity Composite Index	16.24
Foreign Born Diversity Index	89.15	Population Density Index	29.92

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



24 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37031970700	Total Households in 0-3 mi Band	2844
CT Centroid Latitude	34.79499	Active Evangelical HHLDS	389
CT Centroid Longitude	-76.85879	Active Evangelical PERCENT	13.67%
City Location:	Newport	Unreached HHLDS	1881
County Location:	Carteret	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	465
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	305
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1111
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.88%	Low Education County	FALSE
Mainstay Community	0.85%	Low Employment County	FALSE
Working Community	6.24%	Persistent Poverty County	FALSE
Country Community	67.20%	Population Loss County	FALSE
Aspiring Community	1.52%	Nonmetro Recreation County	TRUE
Urban Community	23.30%	Retirement Destination County	TRUE

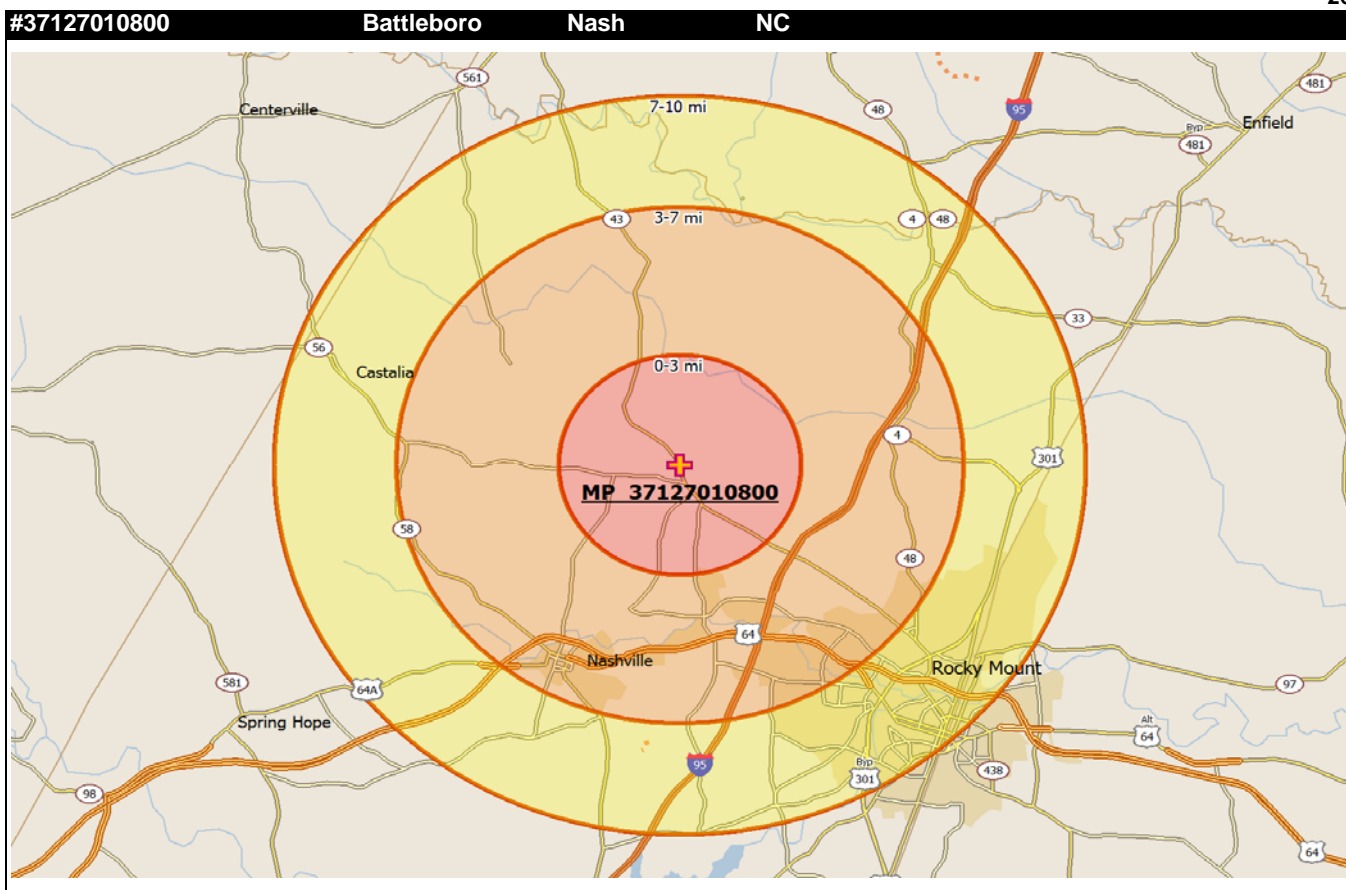
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.29	Racial Diversity Index	31.39
Ancestry Diversity Index	84.75	Diversity Composite Index	52.65
Foreign Born Diversity Index	64.05	Population Density Index	18.03

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

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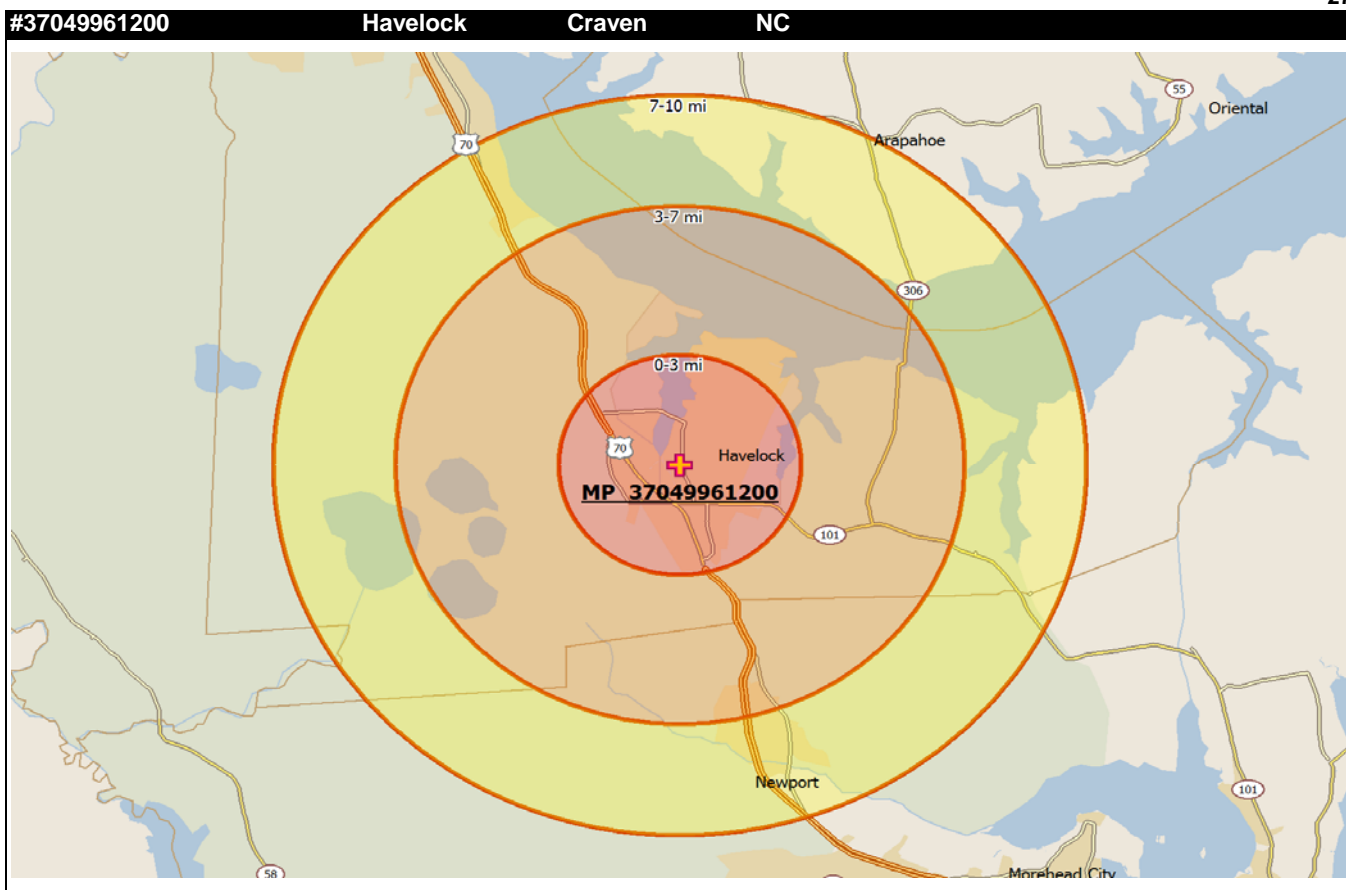
25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127010800	Total Households in 0-3 mi Band	1097
CT Centroid Latitude	36.04902	Active Evangelical HHLDS	173
CT Centroid Longitude	-77.91198	Active Evangelical PERCENT	15.80%
City Location:	Battleboro	Unreached HHLDS	726
County Location:	Nash	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	166
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	124
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	437
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.95%	Low Education County	FALSE
Mainstay Community	37.03%	Low Employment County	FALSE
Working Community	11.32%	Persistent Poverty County	FALSE
Country Community	31.86%	Population Loss County	FALSE
Aspiring Community	0.73%	Nonmetro Recreation County	FALSE
Urban Community	9.11%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.29	Racial Diversity Index	42.15
Ancestry Diversity Index	36.94	Diversity Composite Index	24.22
Foreign Born Diversity Index	55.96	Population Density Index	10.02

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

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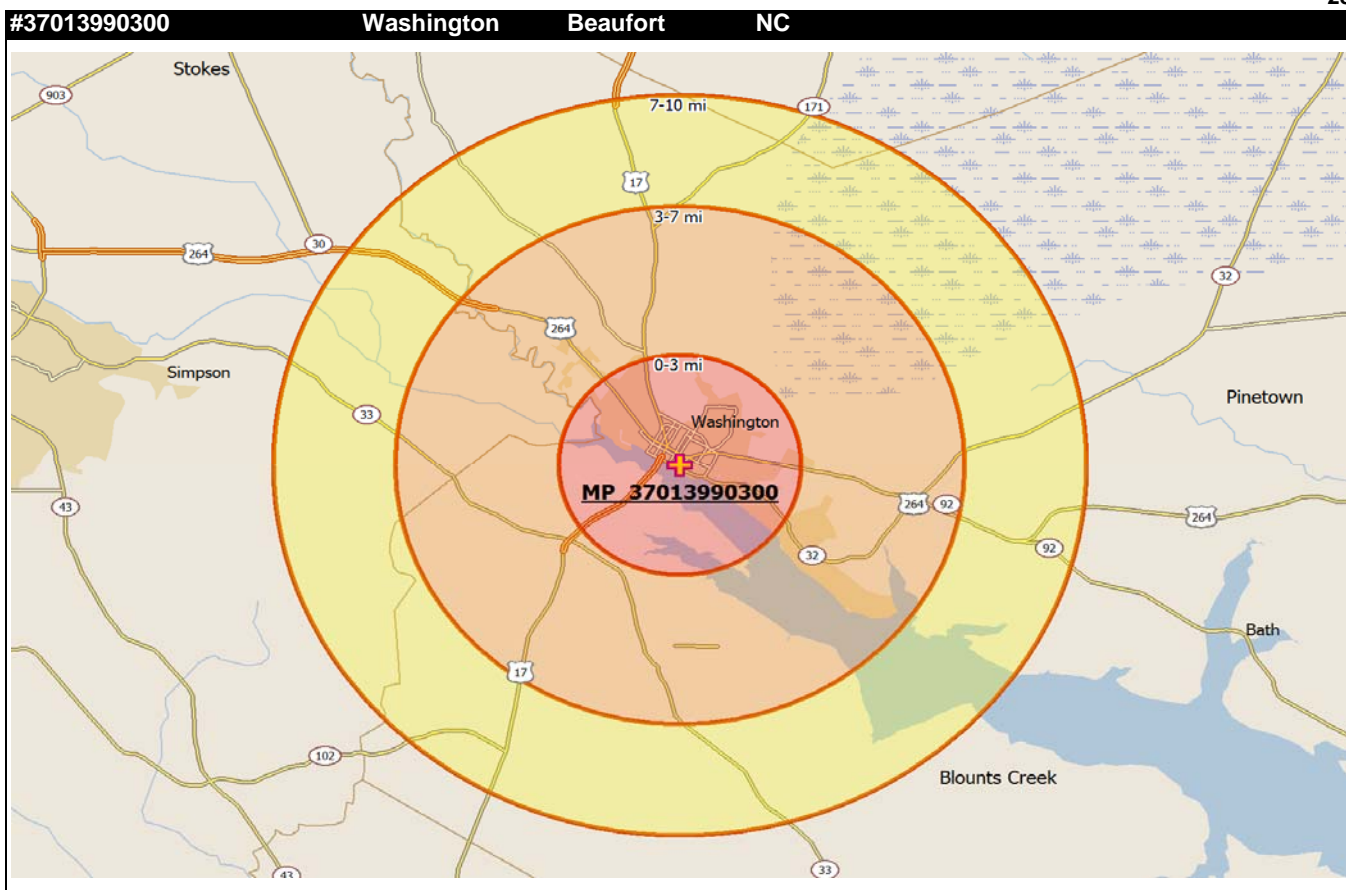
26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37049961200	Total Households in 0-3 mi Band	7147
CT Centroid Latitude	34.89766	Active Evangelical HHLDS	1157
CT Centroid Longitude	-76.90677	Active Evangelical PERCENT	16.19%
City Location:	Havelock	Unreached HHLDS	4681
County Location:	Craven	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1073
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	639
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3105
Population Pattern:	#50000-10000-10000	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.51%	Low Education County	FALSE
Mainstay Community	12.03%	Low Employment County	FALSE
Working Community	22.23%	Persistent Poverty County	FALSE
Country Community	20.85%	Population Loss County	FALSE
Aspiring Community	24.32%	Nonmetro Recreation County	FALSE
Urban Community	18.07%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	50.99	Racial Diversity Index	55.65
Ancestry Diversity Index	44.53	Diversity Composite Index	58.67
Foreign Born Diversity Index	67.46	Population Density Index	32.53

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

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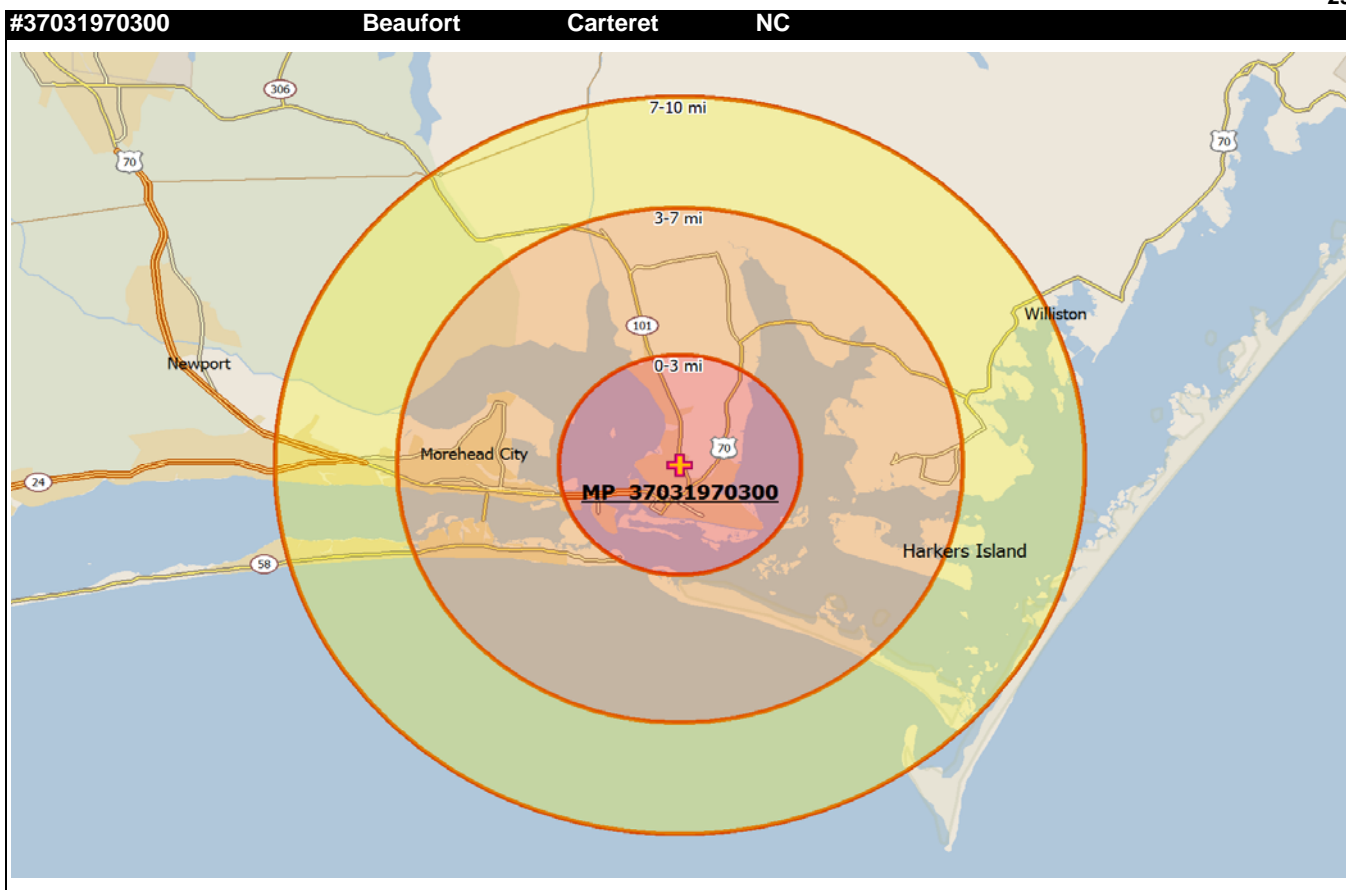
27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37013990300	Total Households in 0-3 mi Band	5666
CT Centroid Latitude	35.54206	Active Evangelical HHLDS	1461
CT Centroid Longitude	-77.05202	Active Evangelical PERCENT	25.79%
City Location:	Washington	Unreached HHLDS	3939
County Location:	Beaufort	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1424
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	326
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2295
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.07%	Low Education County	FALSE
Mainstay Community	7.09%	Low Employment County	FALSE
Working Community	20.62%	Persistent Poverty County	FALSE
Country Community	15.22%	Population Loss County	FALSE
Aspiring Community	0.45%	Nonmetro Recreation County	FALSE
Urban Community	46.54%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.76	Racial Diversity Index	68.11
Ancestry Diversity Index	21.61	Diversity Composite Index	17.73
Foreign Born Diversity Index	58.48	Population Density Index	22.04

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

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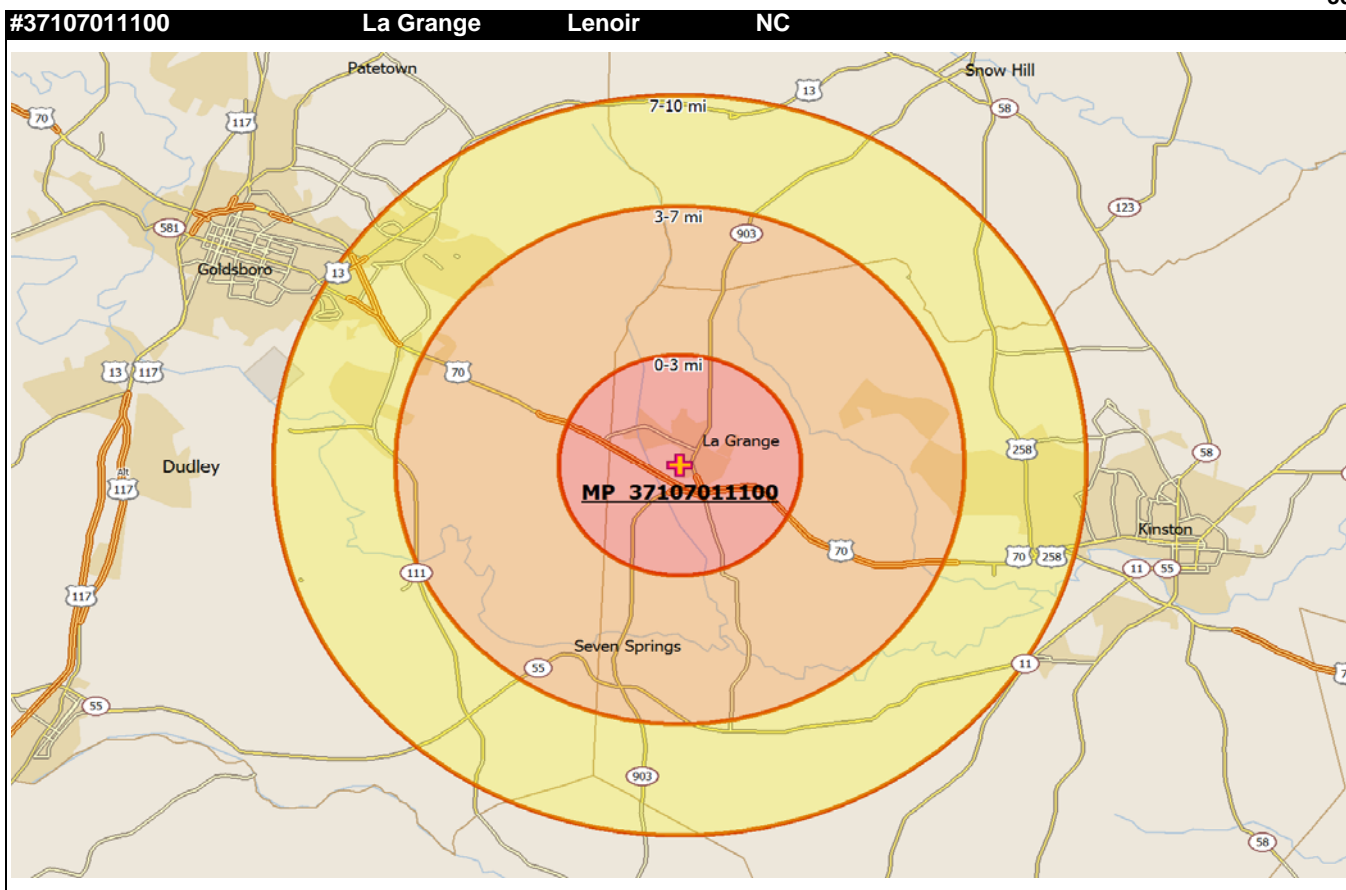
28 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37031970300	Total Households in 0-3 mi Band	3083
CT Centroid Latitude	34.73301	Active Evangelical HHLDS	409
CT Centroid Longitude	-76.65169	Active Evangelical PERCENT	13.28%
City Location:	Beaufort	Unreached HHLDS	2074
County Location:	Carteret	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	509
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	369
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1199
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	19.76%	Low Education County	FALSE
Mainstay Community	6.54%	Low Employment County	FALSE
Working Community	14.59%	Persistent Poverty County	FALSE
Country Community	37.09%	Population Loss County	FALSE
Aspiring Community	0.65%	Nonmetro Recreation County	TRUE
Urban Community	21.36%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	26.78	Racial Diversity Index	38.46
Ancestry Diversity Index	51.37	Diversity Composite Index	34.06
Foreign Born Diversity Index	44.12	Population Density Index	18.69

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





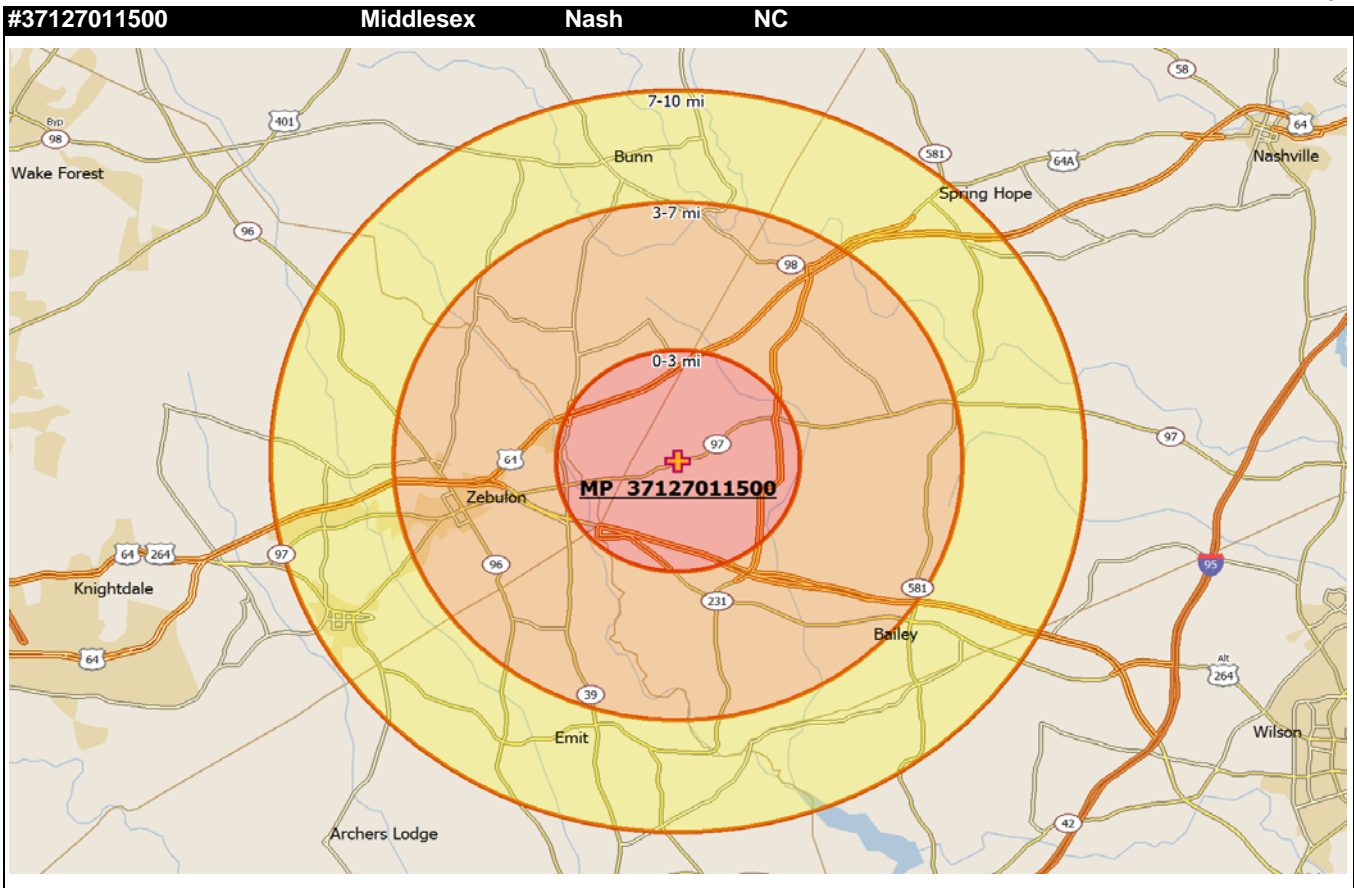
29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37107011100	Total Households in 0-3 mi Band	2214
CT Centroid Latitude	35.29922	Active Evangelical HHLDS	368
CT Centroid Longitude	-77.79629	Active Evangelical PERCENT	16.63%
City Location:	La Grange	Unreached HHLDS	1559
County Location:	Lenoir	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	580
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	127
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	883
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.97%	Low Education County	FALSE
Mainstay Community	3.70%	Low Employment County	FALSE
Working Community	1.00%	Persistent Poverty County	FALSE
Country Community	67.86%	Population Loss County	FALSE
Aspiring Community	0.96%	Nonmetro Recreation County	FALSE
Urban Community	24.50%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.60	Racial Diversity Index	73.74
Ancestry Diversity Index	10.29	Diversity Composite Index	19.21
Foreign Born Diversity Index	28.53	Population Density Index	15.64

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

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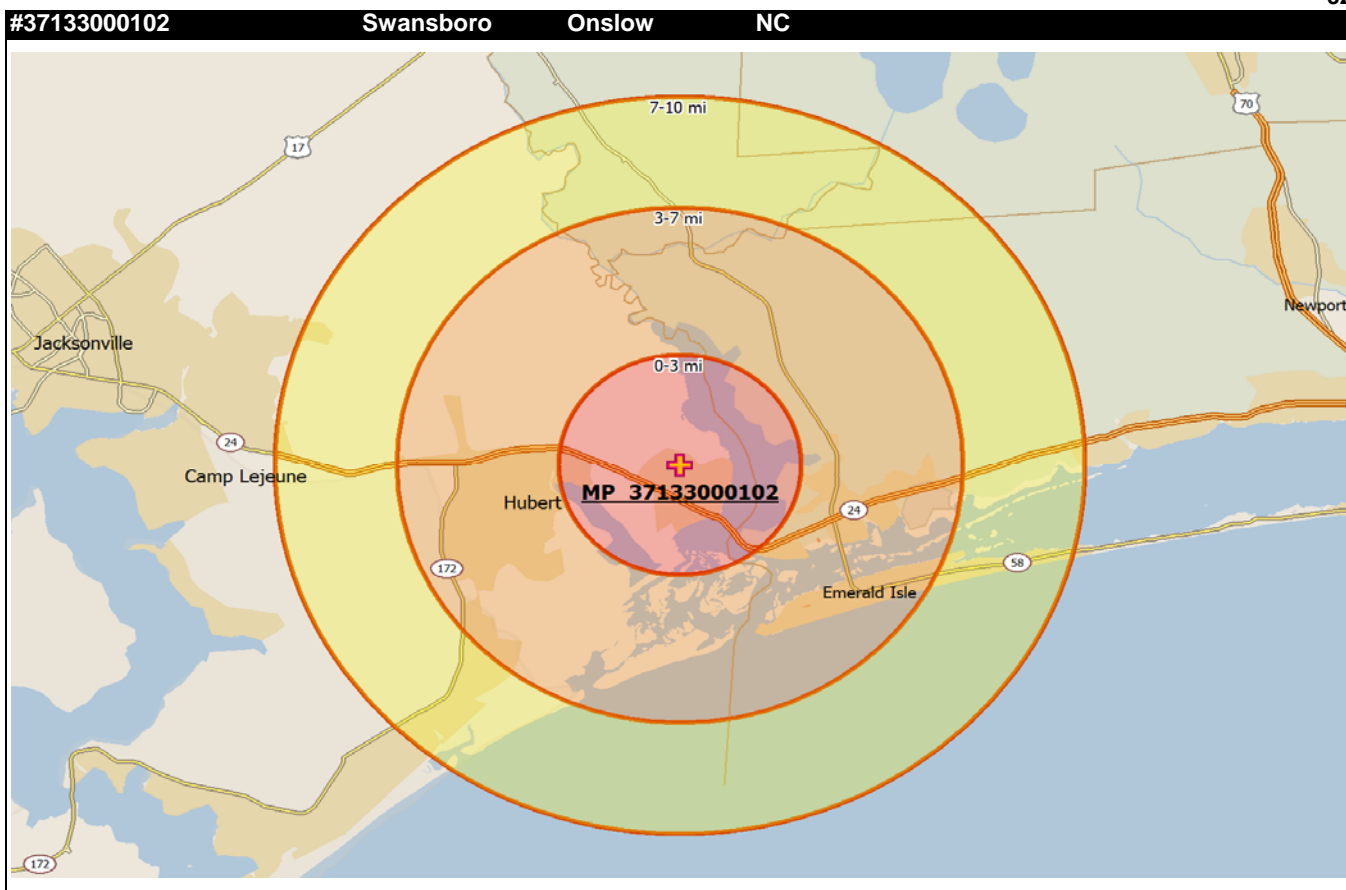
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127011500	Total Households in 0-3 mi Band	1204
CT Centroid Latitude	35.84316	Active Evangelical HHLDS	209
CT Centroid Longitude	-78.2207	Active Evangelical PERCENT	17.39%
City Location:	Middlesex	Unreached HHLDS	755
County Location:	Nash	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	165
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	137
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	454
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.06%	Low Education County	FALSE
Mainstay Community	8.92%	Low Employment County	FALSE
Working Community	0.63%	Persistent Poverty County	FALSE
Country Community	65.90%	Population Loss County	FALSE
Aspiring Community	0.69%	Nonmetro Recreation County	FALSE
Urban Community	13.81%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	24.45	Racial Diversity Index	47.52
Ancestry Diversity Index	20.15	Diversity Composite Index	14.82
Foreign Born Diversity Index	8.07	Population Density Index	12.38

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

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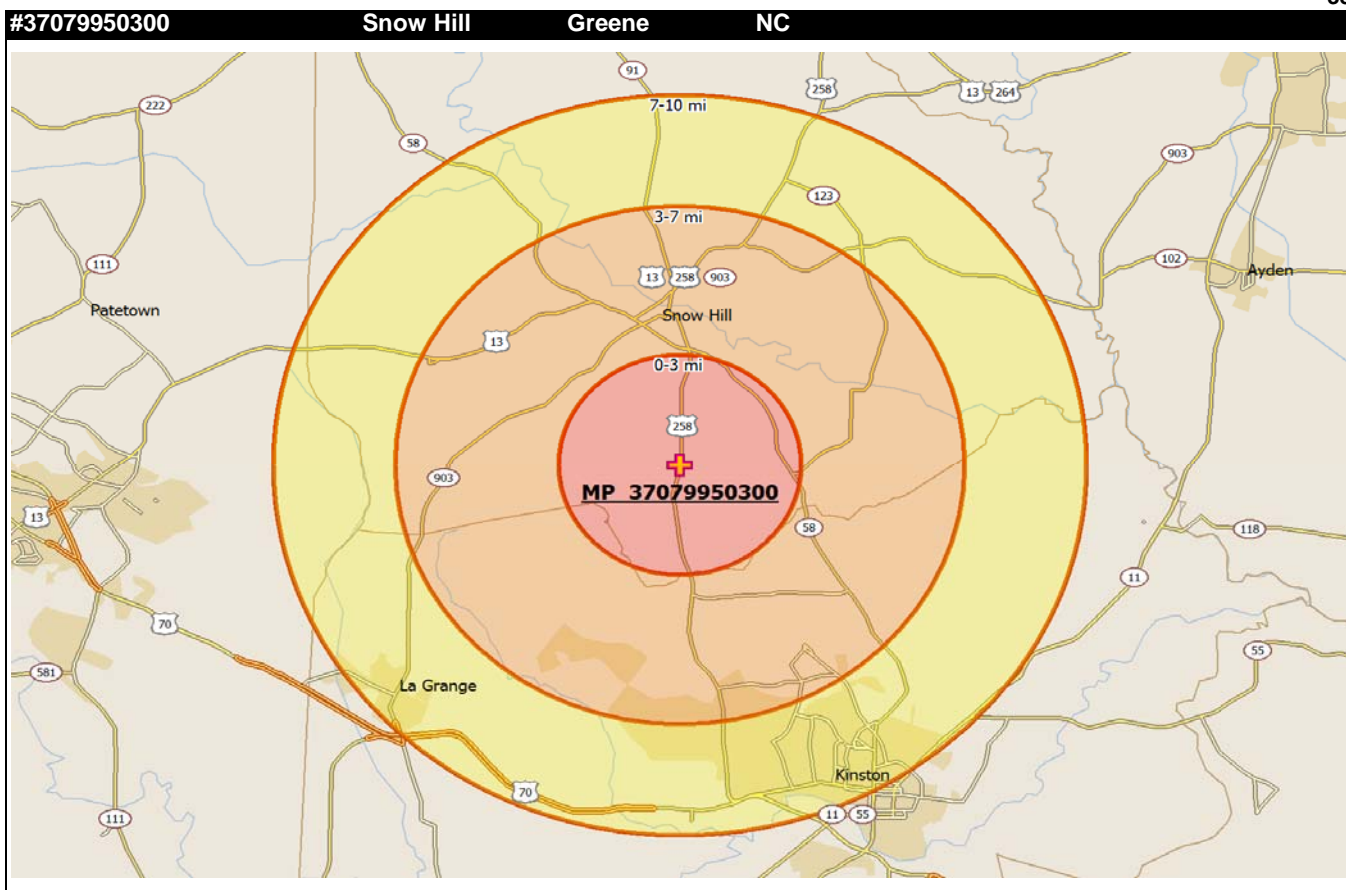


31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37133000102	Total Households in 0-3 mi Band	2755
CT Centroid Latitude	34.70996	Active Evangelical HHLDS	274
CT Centroid Longitude	-77.13613	Active Evangelical PERCENT	9.94%
City Location:	Swansboro	Unreached HHLDS	1779
County Location:	Onslow	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	387
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	329
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1063
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	16.70%	Low Education County	FALSE
Mainstay Community	7.13%	Low Employment County	FALSE
Working Community	21.64%	Persistent Poverty County	FALSE
Country Community	44.77%	Population Loss County	FALSE
Aspiring Community	0.09%	Nonmetro Recreation County	FALSE
Urban Community	9.67%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	22.73	Racial Diversity Index	18.44
Ancestry Diversity Index	89.82	Diversity Composite Index	55.75
Foreign Born Diversity Index	66.17	Population Density Index	14.46

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



32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37079950300	Total Households in 0-3 mi Band	1174
CT Centroid Latitude	35.39525	Active Evangelical HHLDS	200
CT Centroid Longitude	-77.66517	Active Evangelical PERCENT	17.08%
City Location:	Snow Hill	Unreached HHLDS	819
County Location:	Greene	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	310
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	65
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	463
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.42%	Low Education County	TRUE
Mainstay Community	4.49%	Low Employment County	FALSE
Working Community	3.79%	Persistent Poverty County	FALSE
Country Community	60.48%	Population Loss County	FALSE
Aspiring Community	3.54%	Nonmetro Recreation County	FALSE
Urban Community	24.29%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	25.27	Racial Diversity Index	72.27
Ancestry Diversity Index	11.99	Diversity Composite Index	12.61
Foreign Born Diversity Index	2.82	Population Density Index	15.62

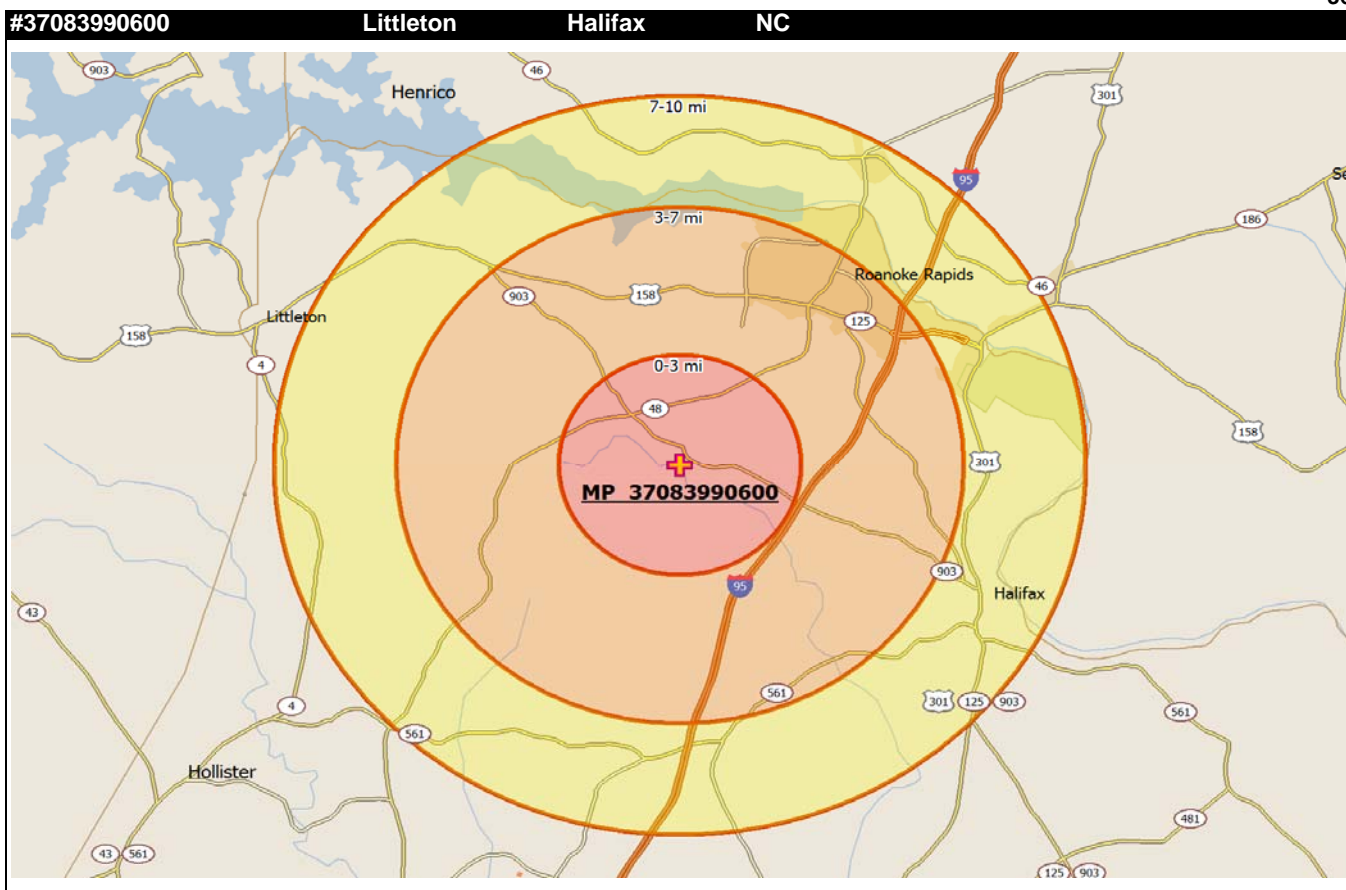
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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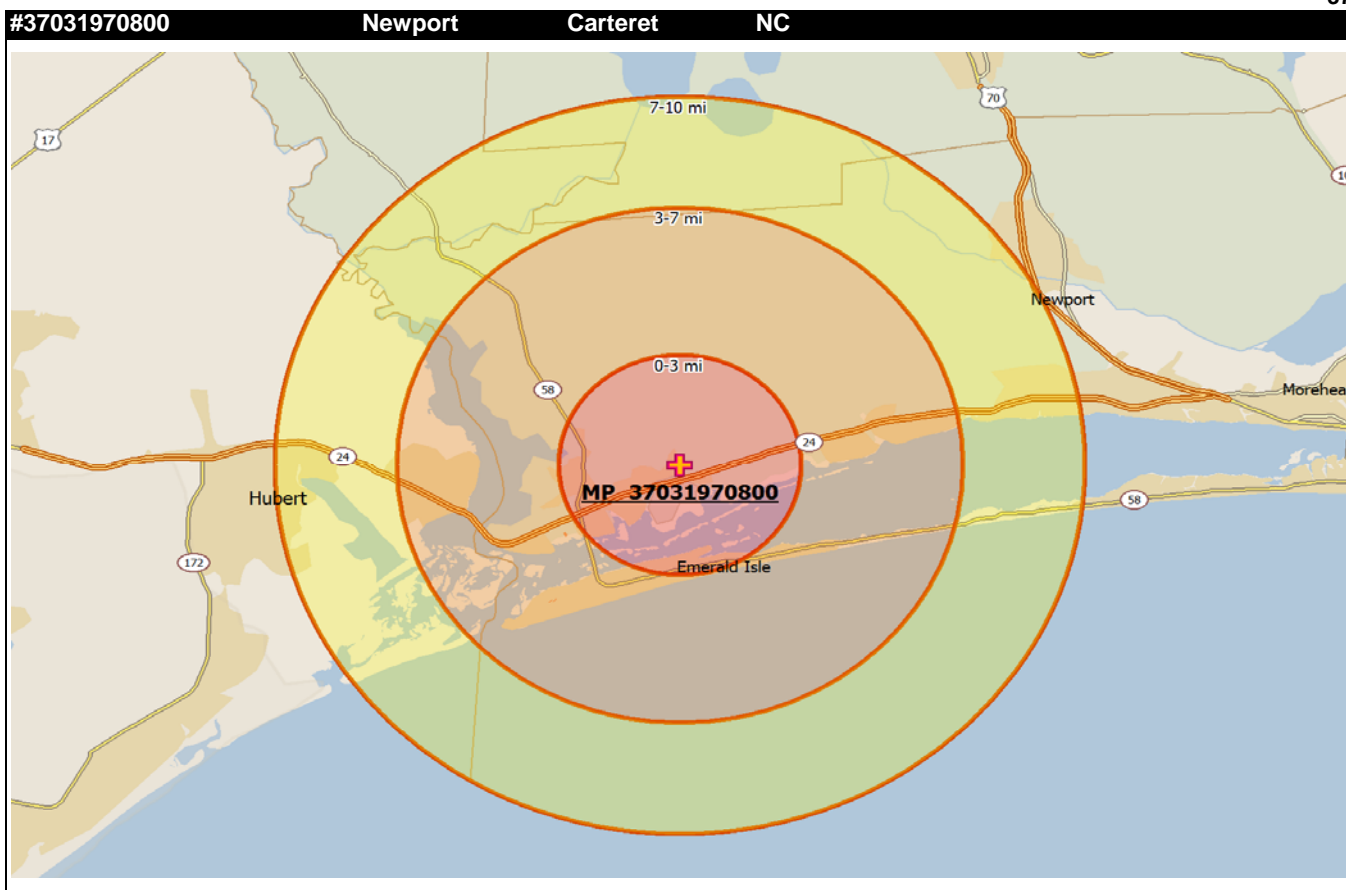
35 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37083990600	Total Households in 0-3 mi Band	1053
CT Centroid Latitude	36.37917	Active Evangelical HHLDS	186
CT Centroid Longitude	-77.72559	Active Evangelical PERCENT	17.64%
City Location:	Littleton	Unreached HHLDS	739
County Location:	Halifax	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	299
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	39
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	4%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	428
Population Pattern:	#2500-50000-10000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.00%	Low Education County	TRUE
Mainstay Community	0.00%	Low Employment County	TRUE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	73.09%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	26.91%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	2.45	Racial Diversity Index	59.00
Ancestry Diversity Index	7.00	Diversity Composite Index	17.82
Foreign Born Diversity Index	90.53	Population Density Index	3.39

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

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36 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37031970800	Total Households in 0-3 mi Band	2188
CT Centroid Latitude	34.70781	Active Evangelical HHLDS	296
CT Centroid Longitude	-77.02617	Active Evangelical PERCENT	13.52%
City Location:	Newport	Unreached HHLDS	1462
County Location:	Carteret	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	321
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	305
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	836
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

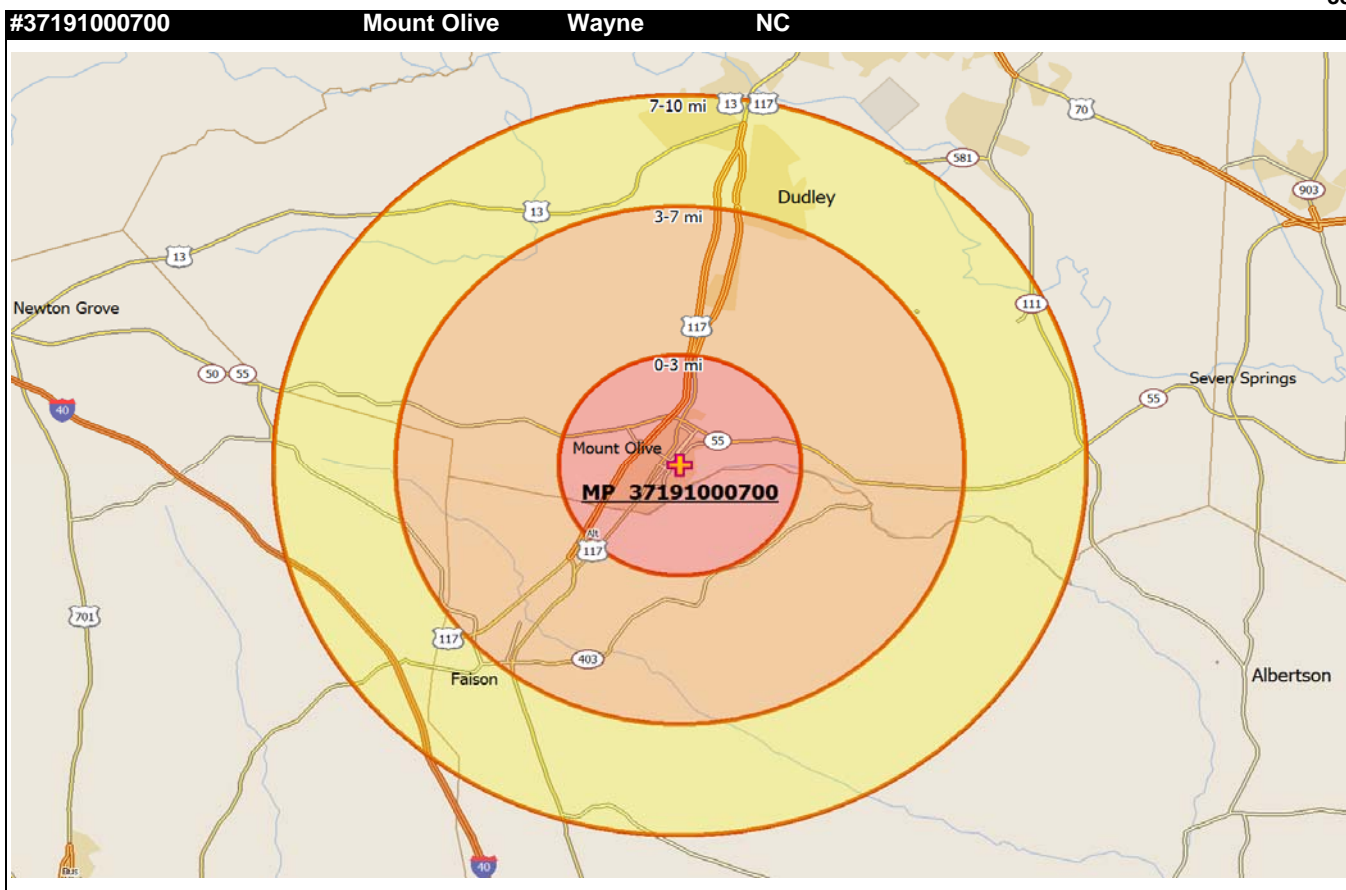
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.80%	Low Education County	FALSE
Mainstay Community	3.54%	Low Employment County	FALSE
Working Community	10.65%	Persistent Poverty County	FALSE
Country Community	56.62%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	TRUE
Urban Community	18.40%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	4.80	Racial Diversity Index	16.27
Ancestry Diversity Index	87.43	Diversity Composite Index	39.17
Foreign Born Diversity Index	50.15	Population Density Index	12.56

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

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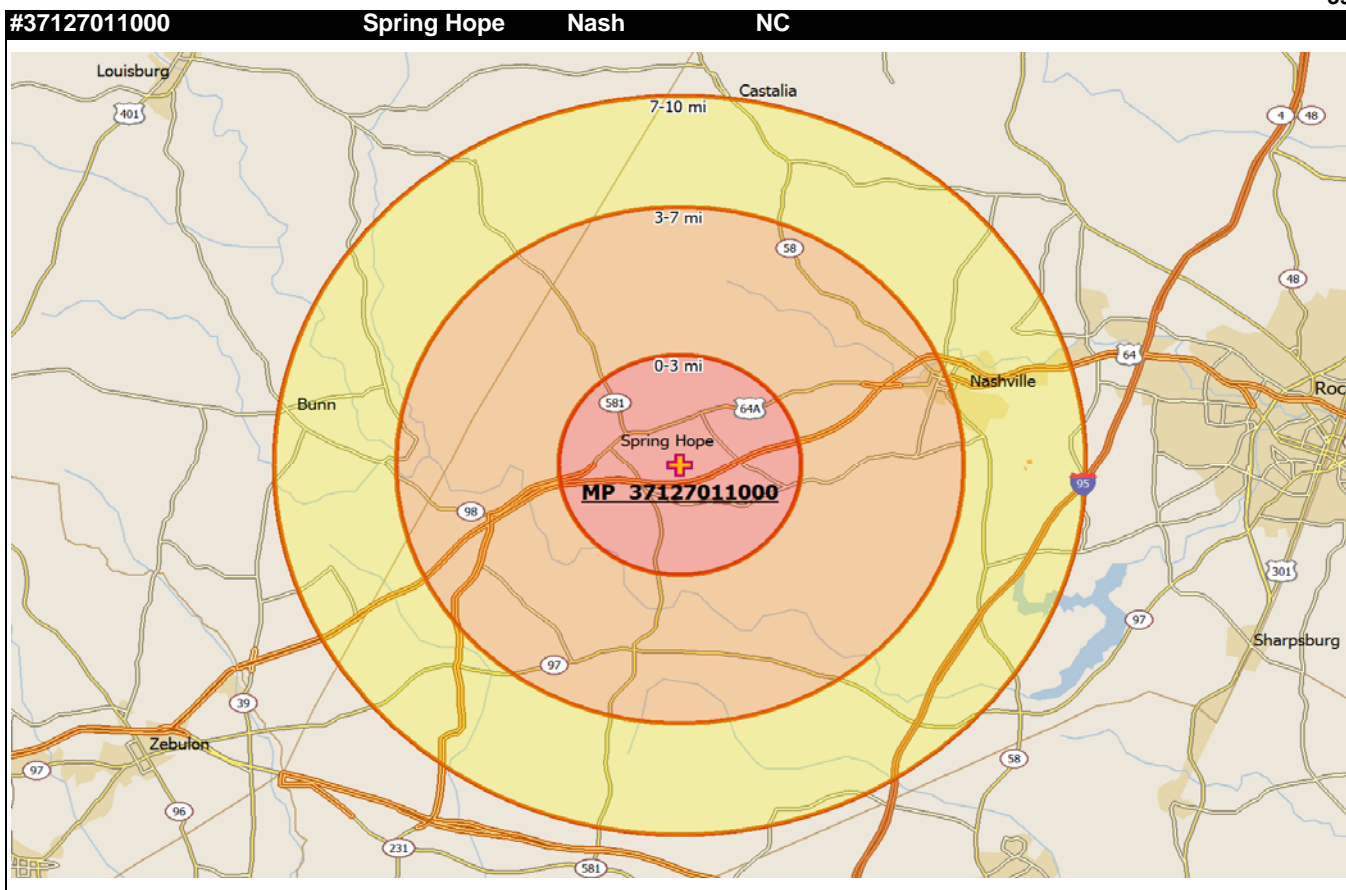
37 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37191000700	Total Households in 0-3 mi Band	2407
CT Centroid Latitude	35.19382	Active Evangelical HHLDS	377
CT Centroid Longitude	-78.06309	Active Evangelical PERCENT	15.68%
City Location:	Mount Olive	Unreached HHLDS	1652
County Location:	Wayne	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	573
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	141
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	978
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.14%	Low Education County	FALSE
Mainstay Community	3.88%	Low Employment County	FALSE
Working Community	29.08%	Persistent Poverty County	FALSE
Country Community	17.39%	Population Loss County	FALSE
Aspiring Community	1.85%	Nonmetro Recreation County	FALSE
Urban Community	43.66%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	20.00	Racial Diversity Index	71.42
Ancestry Diversity Index	13.51	Diversity Composite Index	18.76
Foreign Born Diversity Index	28.14	Population Density Index	18.01

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

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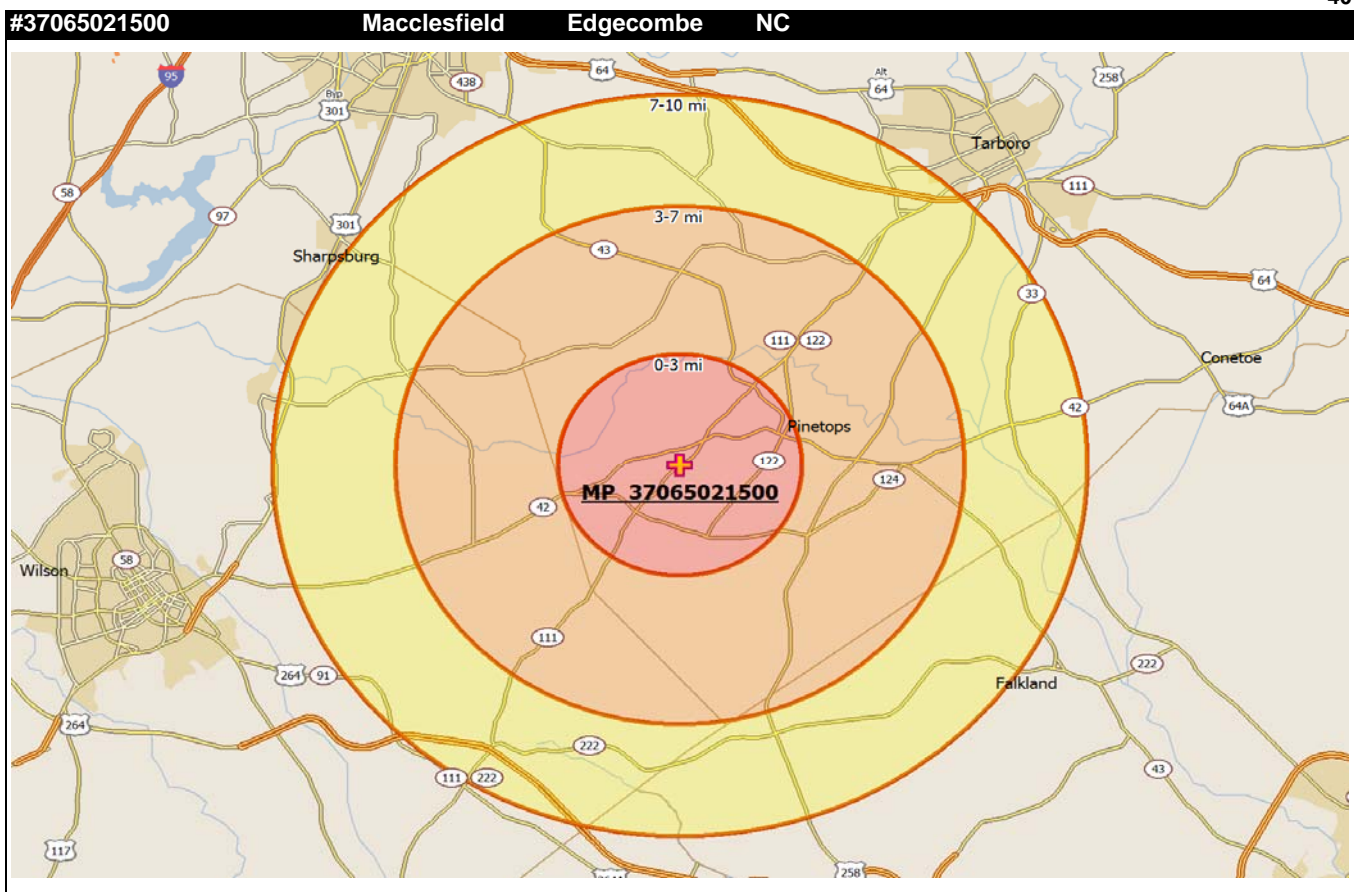


38 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37127011000	Total Households in 0-3 mi Band	1445
CT Centroid Latitude	35.93867	Active Evangelical HHLDS	193
CT Centroid Longitude	-78.08021	Active Evangelical PERCENT	13.36%
City Location:	Spring Hope	Unreached HHLDS	1034
County Location:	Nash	Unreached Percent	72%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	393
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	27%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	89
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	567
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.23%	Low Education County	FALSE
Mainstay Community	12.98%	Low Employment County	FALSE
Working Community	2.13%	Persistent Poverty County	FALSE
Country Community	65.71%	Population Loss County	FALSE
Aspiring Community	3.89%	Nonmetro Recreation County	FALSE
Urban Community	13.07%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	25.10	Racial Diversity Index	74.45
Ancestry Diversity Index	19.34	Diversity Composite Index	16.75
Foreign Born Diversity Index	6.66	Population Density Index	13.35

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



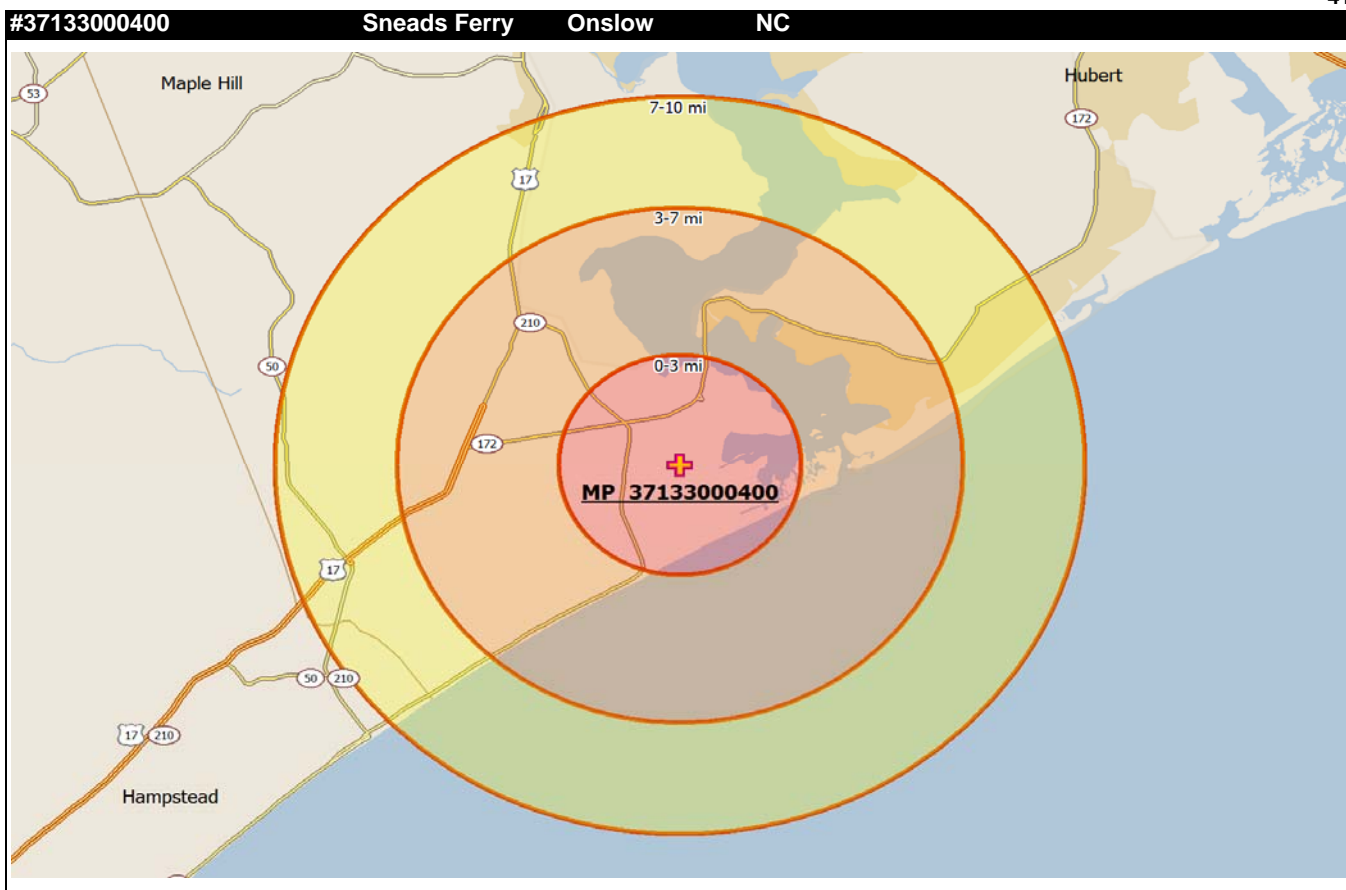
39 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37065021500	Total Households in 0-3 mi Band	1403
CT Centroid Latitude	35.77891	Active Evangelical HHLDS	391
CT Centroid Longitude	-77.68132	Active Evangelical PERCENT	27.88%
City Location:	Macclesfield	Unreached HHLDS	922
County Location:	Edgecombe	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	284
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	104
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	543
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.22%	Low Education County	TRUE
Mainstay Community	11.89%	Low Employment County	FALSE
Working Community	0.28%	Persistent Poverty County	FALSE
Country Community	66.18%	Population Loss County	FALSE
Aspiring Community	1.40%	Nonmetro Recreation County	FALSE
Urban Community	12.03%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	7.88	Racial Diversity Index	61.18
Ancestry Diversity Index	16.82	Diversity Composite Index	11.45
Foreign Born Diversity Index	31.81	Population Density Index	11.18

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

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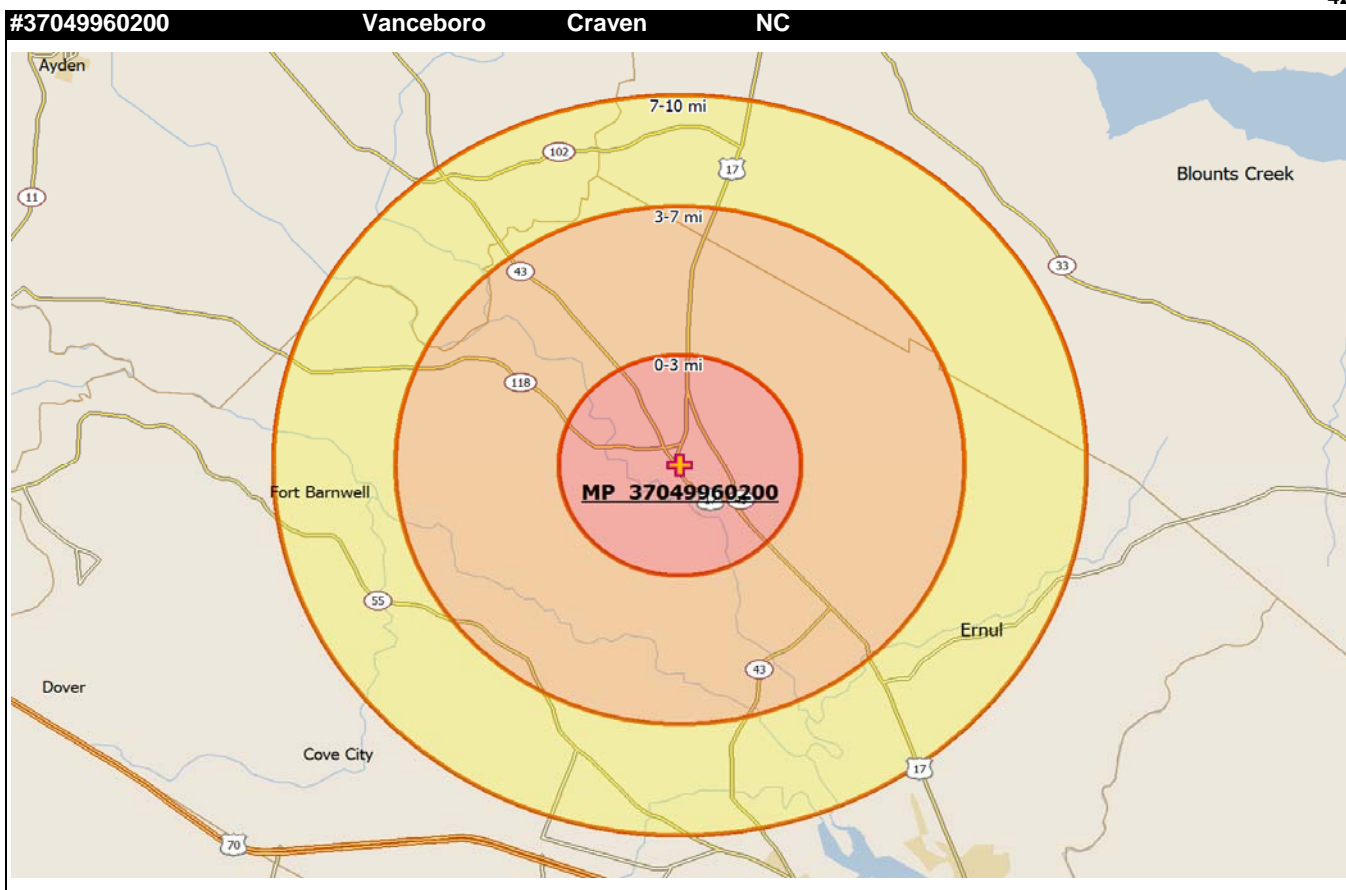
40 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37133000400	Total Households in 0-3 mi Band	2477
CT Centroid Latitude	34.53249	Active Evangelical HHLDS	247
CT Centroid Longitude	-77.41055	Active Evangelical PERCENT	9.96%
City Location:	Sneads Ferry	Unreached HHLDS	1599
County Location:	Onslow	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	322
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	375
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	15%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	903
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	36%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.17%	Low Education County	FALSE
Mainstay Community	15.13%	Low Employment County	FALSE
Working Community	12.95%	Persistent Poverty County	FALSE
Country Community	57.36%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.40%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	23.19	Racial Diversity Index	15.08
Ancestry Diversity Index	84.50	Diversity Composite Index	41.97
Foreign Born Diversity Index	67.39	Population Density Index	13.99

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





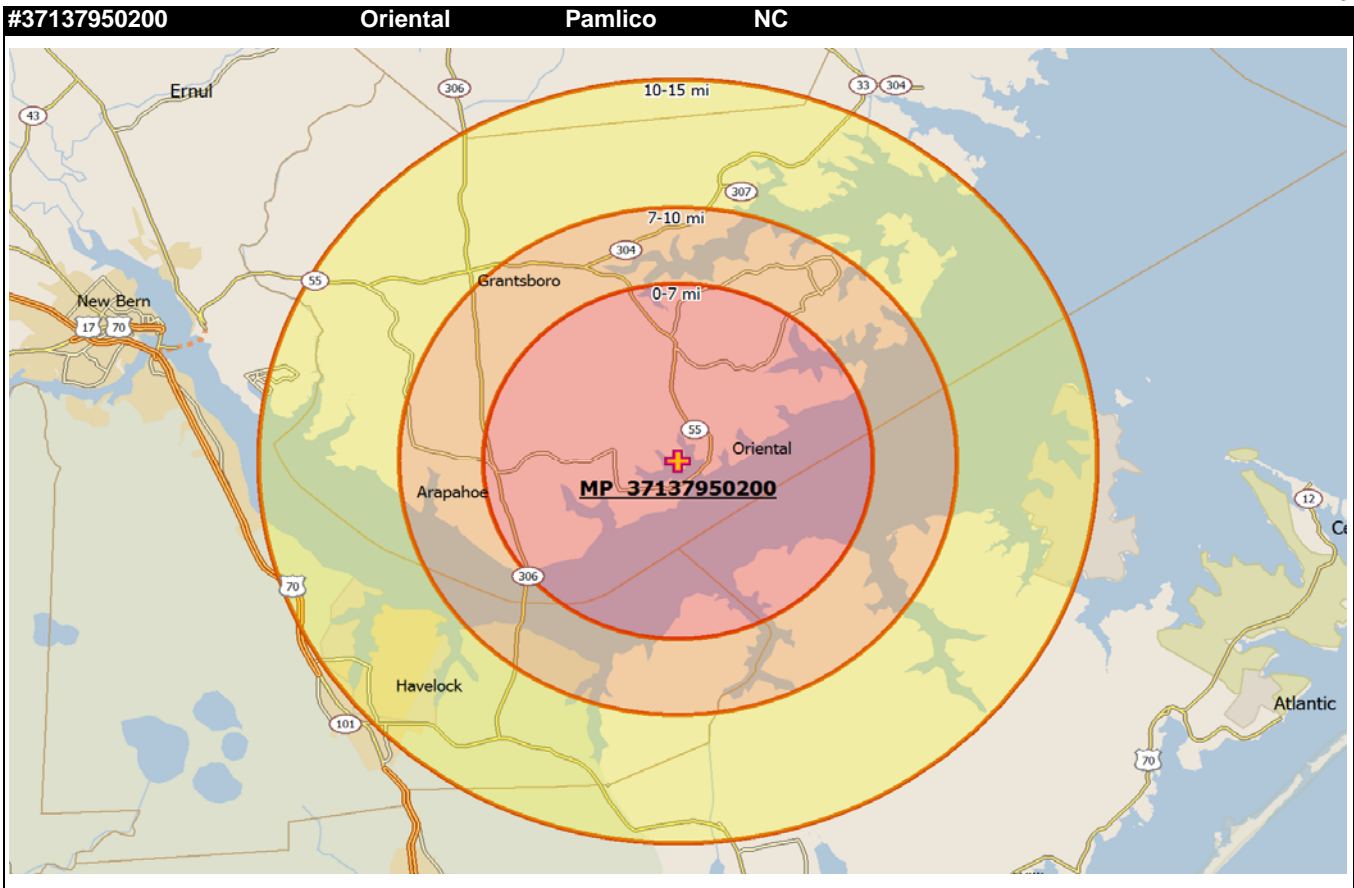
41 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37049960200	Total Households in 0-3 mi Band	1214
CT Centroid Latitude	35.30553	Active Evangelical HHLDS	194
CT Centroid Longitude	-77.15417	Active Evangelical PERCENT	15.95%
City Location:	Vanceboro	Unreached HHLDS	799
County Location:	Craven	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	227
Sitescape Group code:	1.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	93
Sitescape Group:	Distant Settlements	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	488
Population Pattern:	#2500-10000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.28%	Low Education County	FALSE
Mainstay Community	0.96%	Low Employment County	FALSE
Working Community	2.01%	Persistent Poverty County	FALSE
Country Community	91.23%	Population Loss County	FALSE
Aspiring Community	3.66%	Nonmetro Recreation County	FALSE
Urban Community	0.87%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	3.98	Racial Diversity Index	48.77
Ancestry Diversity Index	26.29	Diversity Composite Index	11.97
Foreign Born Diversity Index	11.33	Population Density Index	2.04

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

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42 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37137950200	Total Households in 0-3 mi Band	969
CT Centroid Latitude	35.0319	Active Evangelical HHLDS	112
CT Centroid Longitude	-76.71146	Active Evangelical PERCENT	11.54%
City Location:	Oriental	Unreached HHLDS	697
County Location:	Pamlico	Unreached Percent	72%
Sitescape Category code:	1.0	Religious but NOT Evang HHLDS	194
Sitescape Group code:	1.2	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Countryscape	Spiritual but NOT Religious HHLDS	123
Sitescape Group:	Distant Settlements	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	381
Population Pattern:	#2500-10000-10000	NOT Evangelical NOT Interested PERCENT	39%

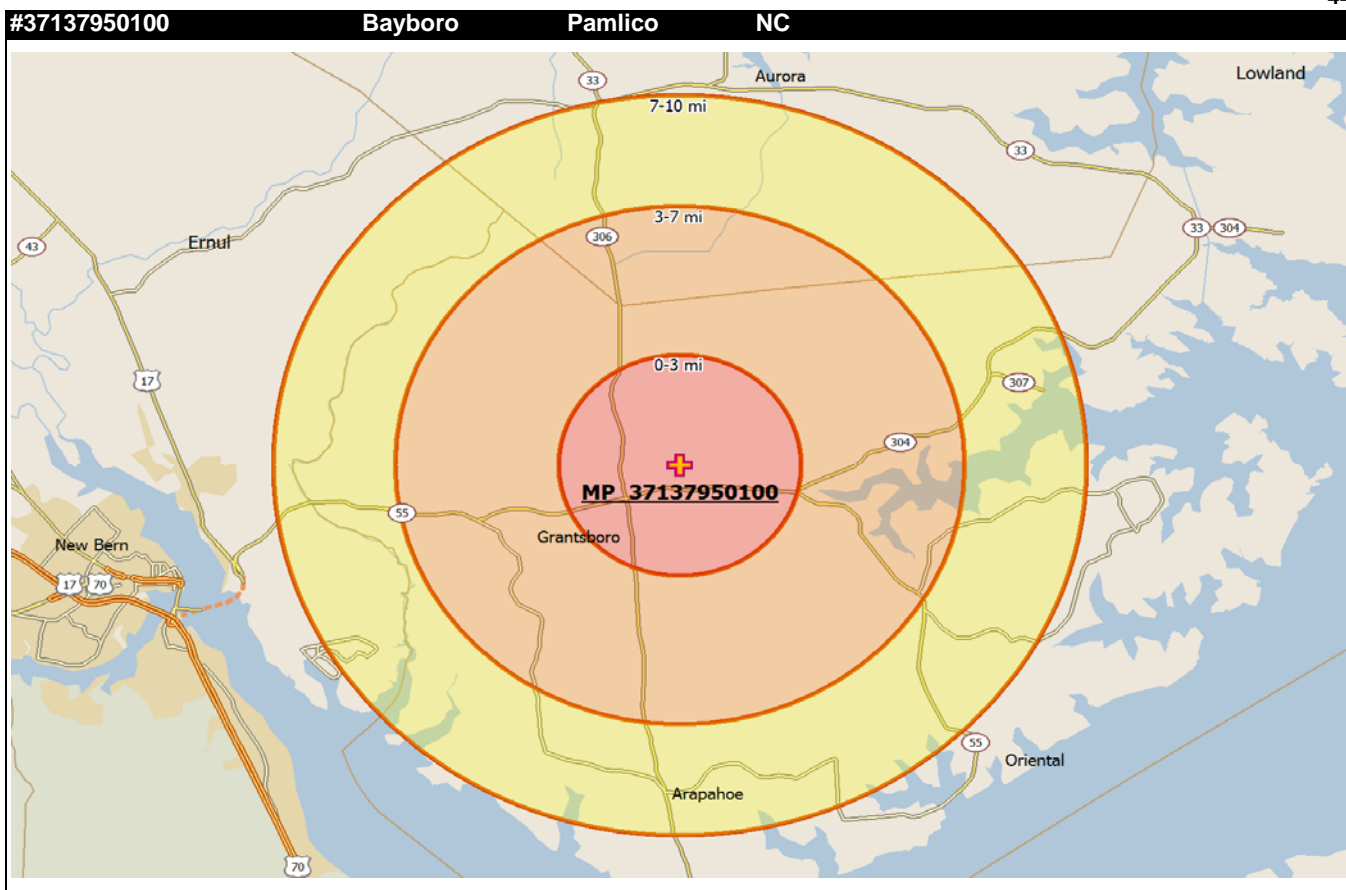
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	22.93%	Low Education County	FALSE
Mainstay Community	11.81%	Low Employment County	FALSE
Working Community	5.36%	Persistent Poverty County	FALSE
Country Community	37.38%	Population Loss County	FALSE
Aspiring Community	0.02%	Nonmetro Recreation County	TRUE
Urban Community	22.51%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	25.95	Racial Diversity Index	42.10
Ancestry Diversity Index	64.39	Diversity Composite Index	25.96
Foreign Born Diversity Index	35.09	Population Density Index	1.24

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

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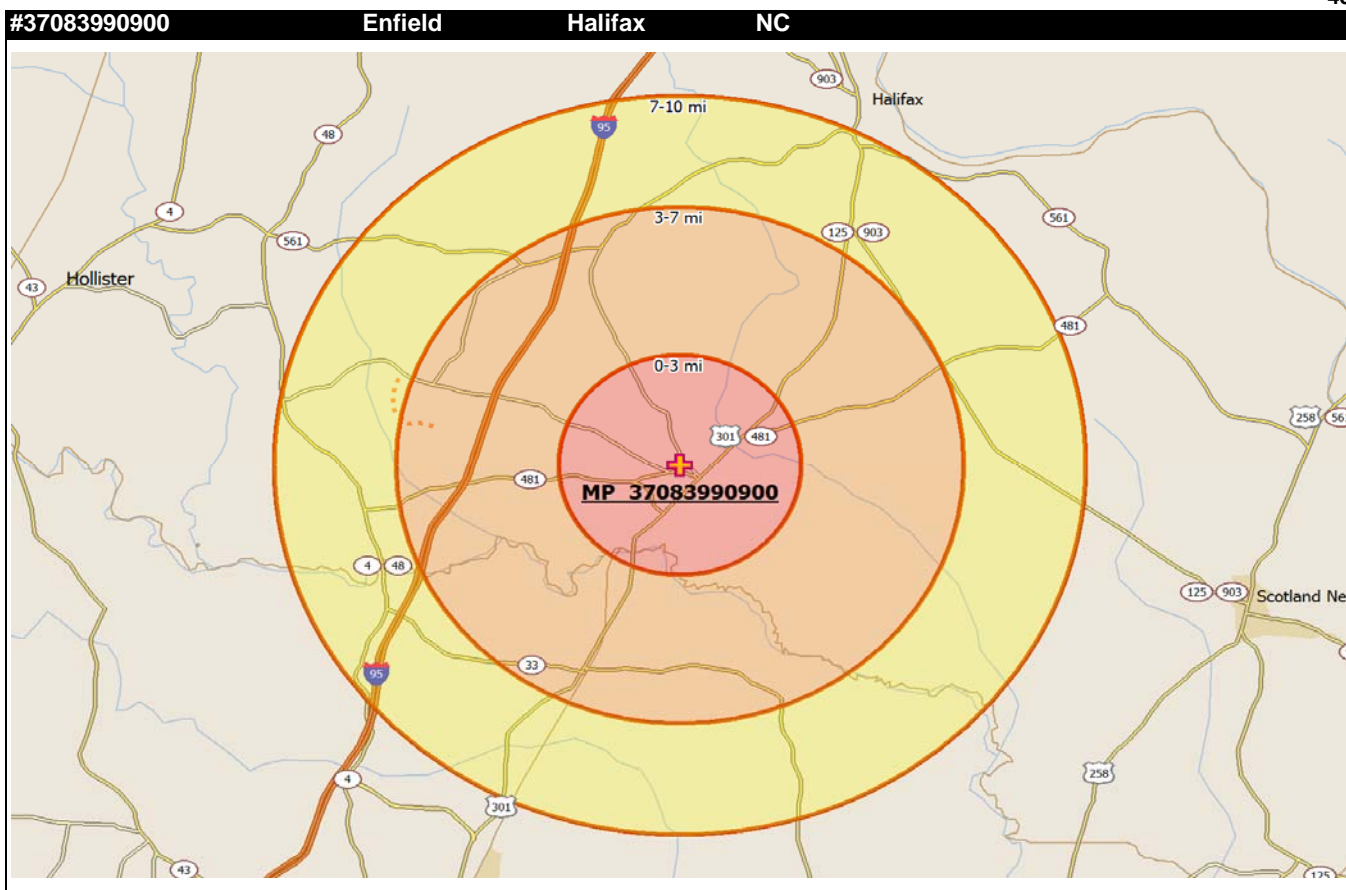


43 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37137950100	Total Households in 0-3 mi Band	831
CT Centroid Latitude	35.15352	Active Evangelical HHLDS	125
CT Centroid Longitude	-76.81914	Active Evangelical PERCENT	15.05%
City Location:	Bayboro	Unreached HHLDS	523
County Location:	Pamlico	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	118
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	87
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	323
Population Pattern:	#10000-2500-10000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.74%	Low Education County	FALSE
Mainstay Community	1.24%	Low Employment County	FALSE
Working Community	35.10%	Persistent Poverty County	FALSE
Country Community	48.99%	Population Loss County	FALSE
Aspiring Community	5.76%	Nonmetro Recreation County	TRUE
Urban Community	8.17%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	42.43	Racial Diversity Index	63.03
Ancestry Diversity Index	31.12	Diversity Composite Index	19.57
Foreign Born Diversity Index	16.23	Population Density Index	7.63

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



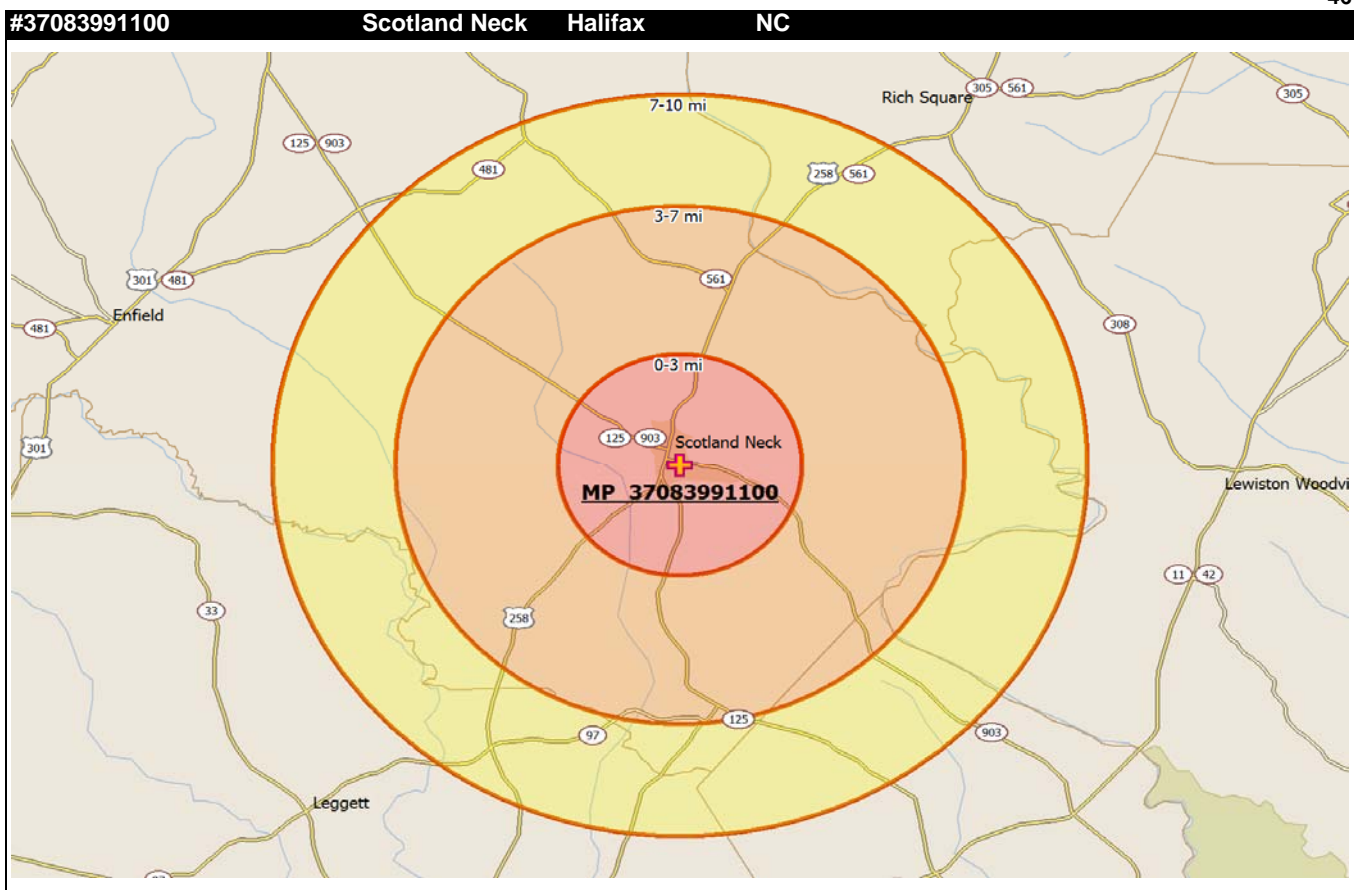
44 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37083990900	Total Households in 0-3 mi Band	1432
CT Centroid Latitude	36.18542	Active Evangelical HHLDS	259
CT Centroid Longitude	-77.67201	Active Evangelical PERCENT	18.08%
City Location:	Enfield	Unreached HHLDS	996
County Location:	Halifax	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	412
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	31
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	2%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	608
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.38%	Low Education County	TRUE
Mainstay Community	0.13%	Low Employment County	TRUE
Working Community	3.82%	Persistent Poverty County	TRUE
Country Community	28.73%	Population Loss County	FALSE
Aspiring Community	5.14%	Nonmetro Recreation County	FALSE
Urban Community	60.79%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	10.26	Racial Diversity Index	44.95
Ancestry Diversity Index	2.42	Diversity Composite Index	13.35
Foreign Born Diversity Index	63.81	Population Density Index	8.08

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





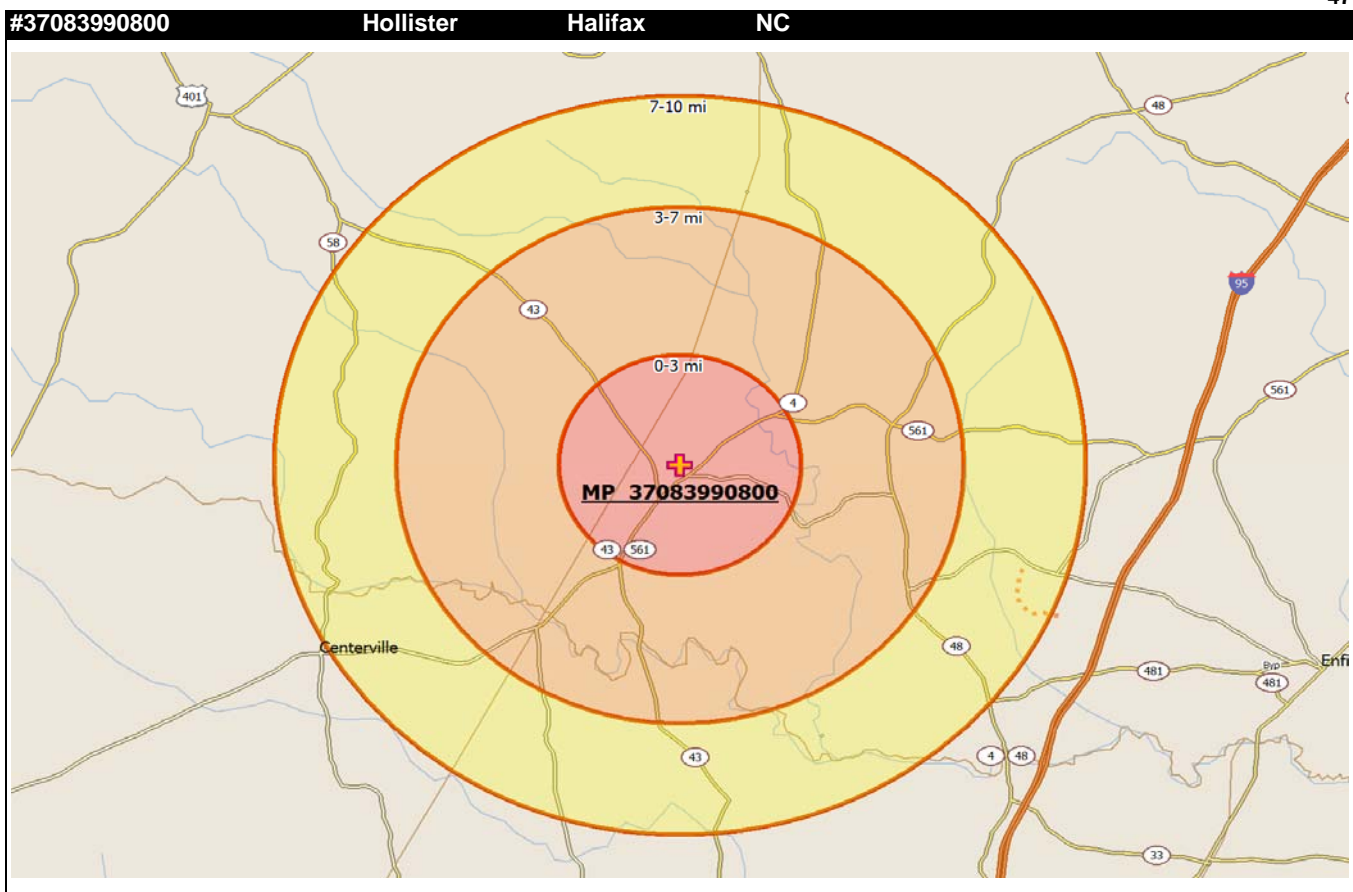
45 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37083991100	Total Households in 0-3 mi Band	1572
CT Centroid Latitude	36.12474	Active Evangelical HHLDS	284
CT Centroid Longitude	-77.41628	Active Evangelical PERCENT	18.06%
City Location:	Scotland Neck	Unreached HHLDS	1094
County Location:	Halifax	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	450
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	35
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	2%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	670
Population Pattern:	#10000-2500-2500	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.40%	Low Education County	TRUE
Mainstay Community	5.68%	Low Employment County	TRUE
Working Community	1.22%	Persistent Poverty County	TRUE
Country Community	24.90%	Population Loss County	FALSE
Aspiring Community	1.71%	Nonmetro Recreation County	FALSE
Urban Community	64.07%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	7.91	Racial Diversity Index	51.32
Ancestry Diversity Index	5.48	Diversity Composite Index	8.96
Foreign Born Diversity Index	34.09	Population Density Index	12.39

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

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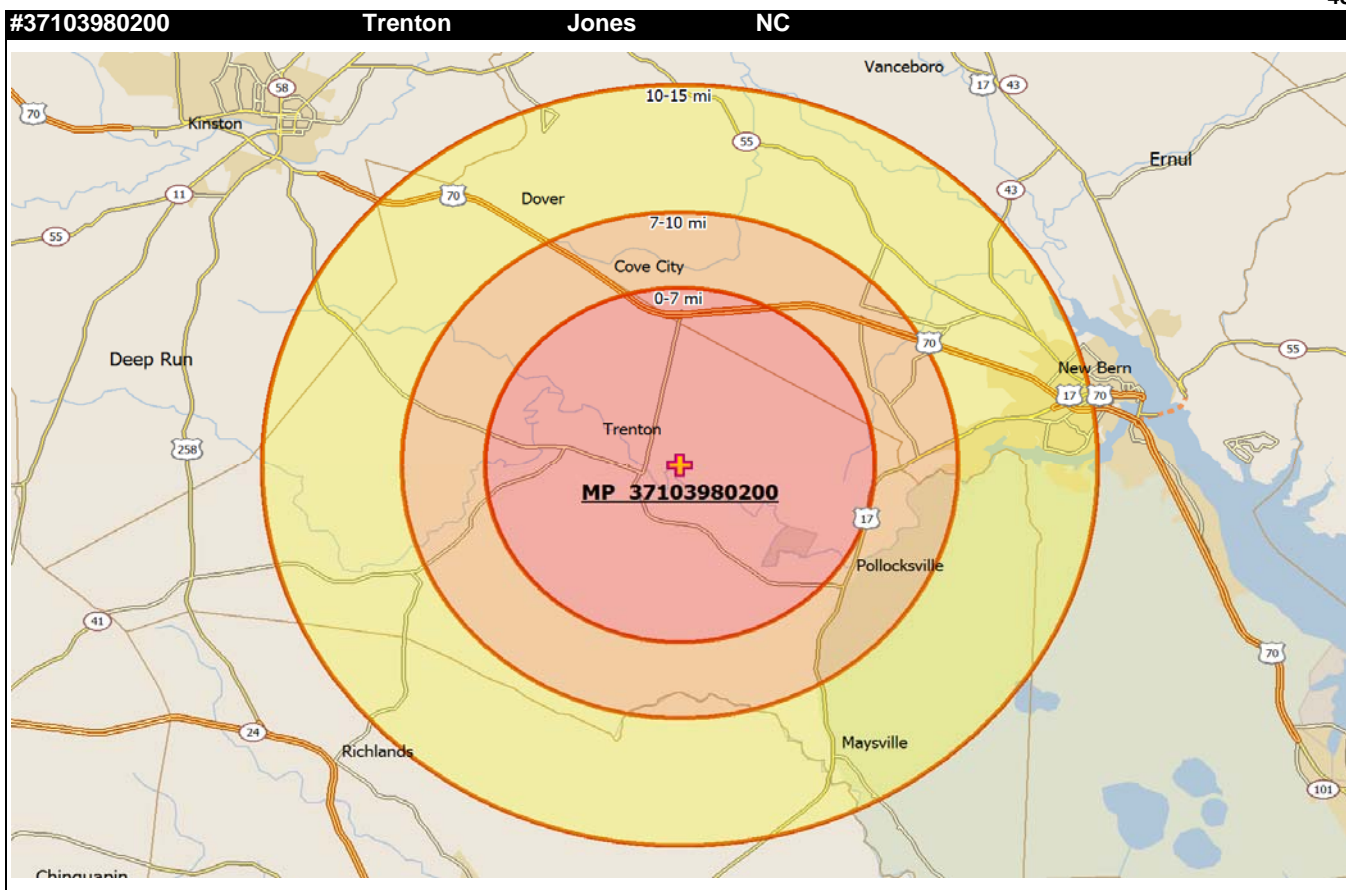
46 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37083990800	Total Households in 0-3 mi Band	974
CT Centroid Latitude	36.26009	Active Evangelical HHLDS	195
CT Centroid Longitude	-77.94707	Active Evangelical PERCENT	20.04%
City Location:	Hollister	Unreached HHLDS	643
County Location:	Halifax	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	246
Sitescape Group code:	1.2	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	17
Sitescape Group:	Distant Settlements	Spiritual but NOT Religious PERCENT	2%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	422
Population Pattern:	#2500-10000-10000	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.35%	Low Education County	TRUE
Mainstay Community	0.00%	Low Employment County	TRUE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	71.76%	Population Loss County	FALSE
Aspiring Community	2.20%	Nonmetro Recreation County	FALSE
Urban Community	25.70%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	2.66	Racial Diversity Index	73.54
Ancestry Diversity Index	0.52	Diversity Composite Index	9.73
Foreign Born Diversity Index	18.53	Population Density Index	7.51

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

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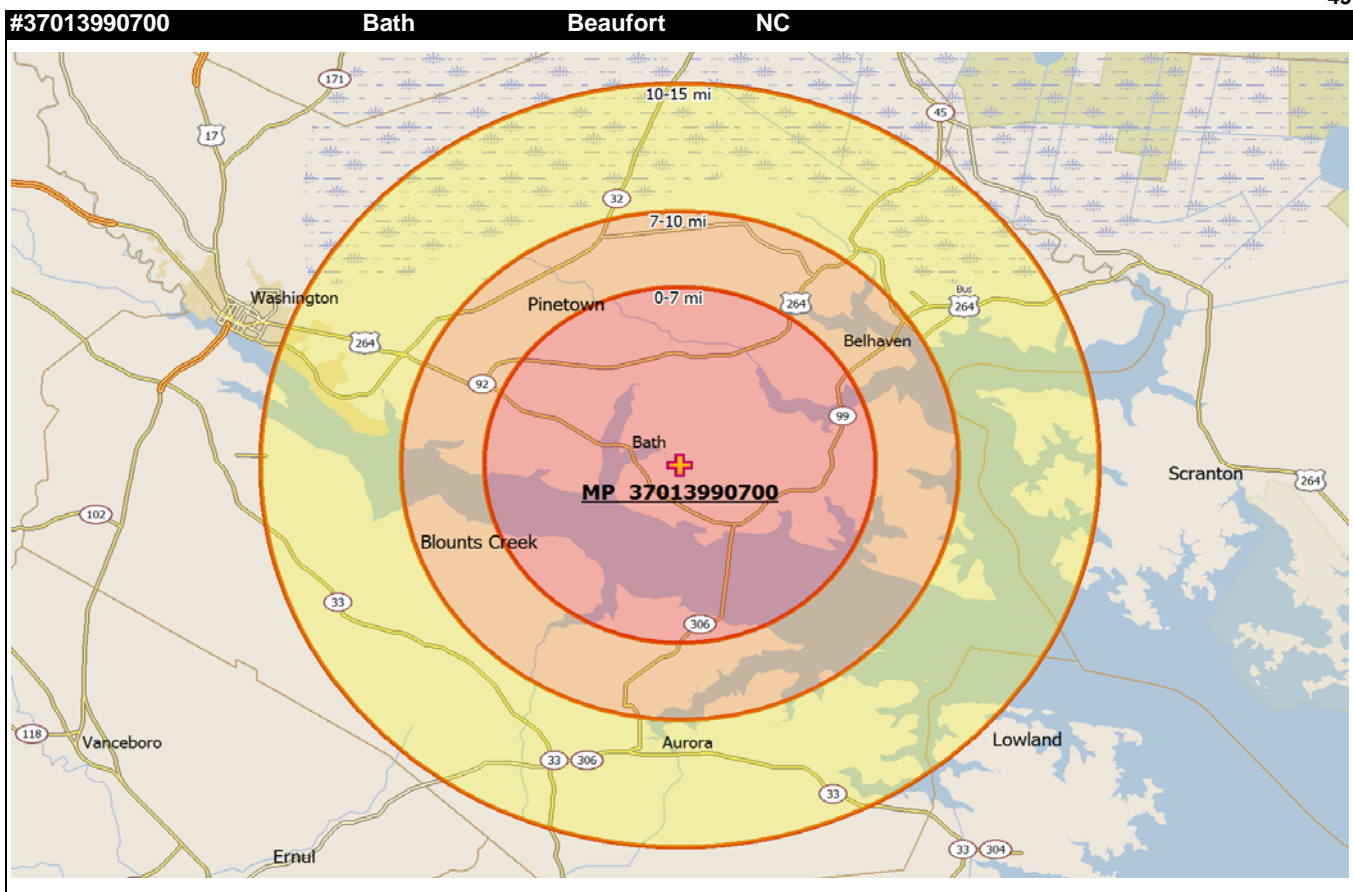
47 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37103980200	Total Households in 0-3 mi Band	565
CT Centroid Latitude	35.06797	Active Evangelical HHLDS	86
CT Centroid Longitude	-77.32839	Active Evangelical PERCENT	15.15%
City Location:	Trenton	Unreached HHLDS	404
County Location:	Jones	Unreached Percent	72%
Sitescape Category code:	1.0	Religious but NOT Evang HHLDS	157
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Countryscape	Spiritual but NOT Religious HHLDS	34
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	218
Population Pattern:	#10000-2500-2500	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.74%	Low Education County	FALSE
Mainstay Community	2.39%	Low Employment County	FALSE
Working Community	5.40%	Persistent Poverty County	FALSE
Country Community	80.78%	Population Loss County	FALSE
Aspiring Community	0.13%	Nonmetro Recreation County	FALSE
Urban Community	9.55%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	31.10	Racial Diversity Index	70.94
Ancestry Diversity Index	10.48	Diversity Composite Index	15.05
Foreign Born Diversity Index	29.74	Population Density Index	8.88

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

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48 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37013990700	Total Households in 0-3 mi Band	593
CT Centroid Latitude	35.46543	Active Evangelical HHLDS	173
CT Centroid Longitude	-76.77396	Active Evangelical PERCENT	29.20%
City Location:	Bath	Unreached HHLDS	388
County Location:	Beaufort	Unreached Percent	65%
Sitescape Category code:	1.0	Religious but NOT Evang HHLDS	94
Sitescape Group code:	1.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Countryside	Spiritual but NOT Religious HHLDS	90
Sitescape Group:	Remote Areas	Spiritual but NOT Religious PERCENT	15%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	205
Population Pattern:	#0-10000-10000	NOT Evangelical NOT Interested PERCENT	35%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.72%	Low Education County	FALSE
Mainstay Community	15.48%	Low Employment County	FALSE
Working Community	16.99%	Persistent Poverty County	FALSE
Country Community	48.45%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	14.36%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	3.07
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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



## Interpreting Your Mission Point Report

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

### 1. Census Tract

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

### 2. Latitude and Longitude

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

### 3. City Location

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

### 4. County Location

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

### 5. SITESCAPE Category and SITESCAPE Category Code

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

### 6. SITESCAPE Group and SITESCAPE Group Code

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

### 7. Density Pattern

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

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

**Increasing Density Patterns**

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

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

**Constant Density Patterns**

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

- F - No Change followed by Increased Density
- G - No Change remaining Constant Density Level
- H - No Change followed by Decreased Density

**Decreasing Density Patterns**

Locations with decreasing patterns are typically more urbanized 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

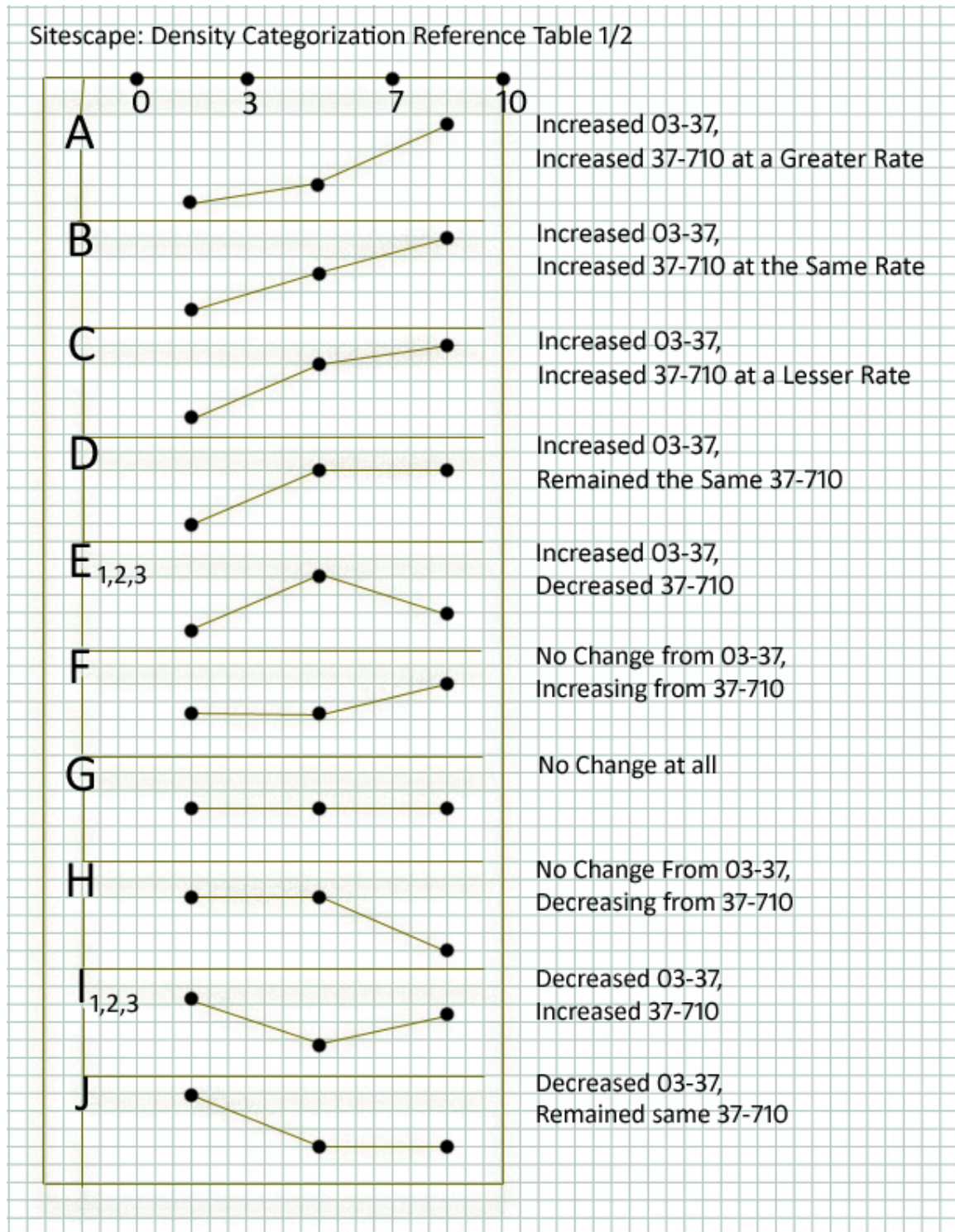
**8. Population Pattern**

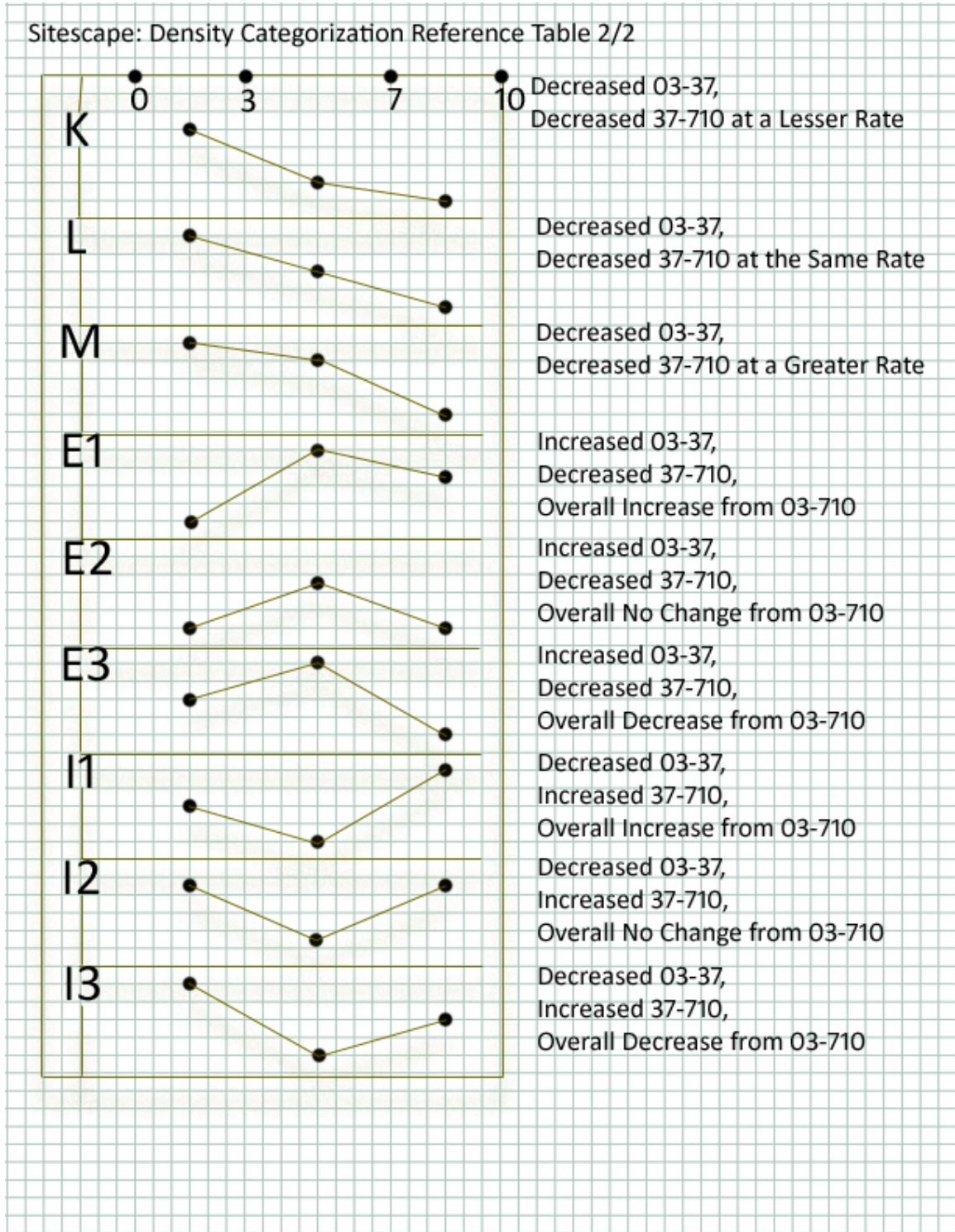
The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number 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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