

MISSION POINTS

Top Unreached Locations



Top Mission Points in Region 5: Piedmont Triad



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.

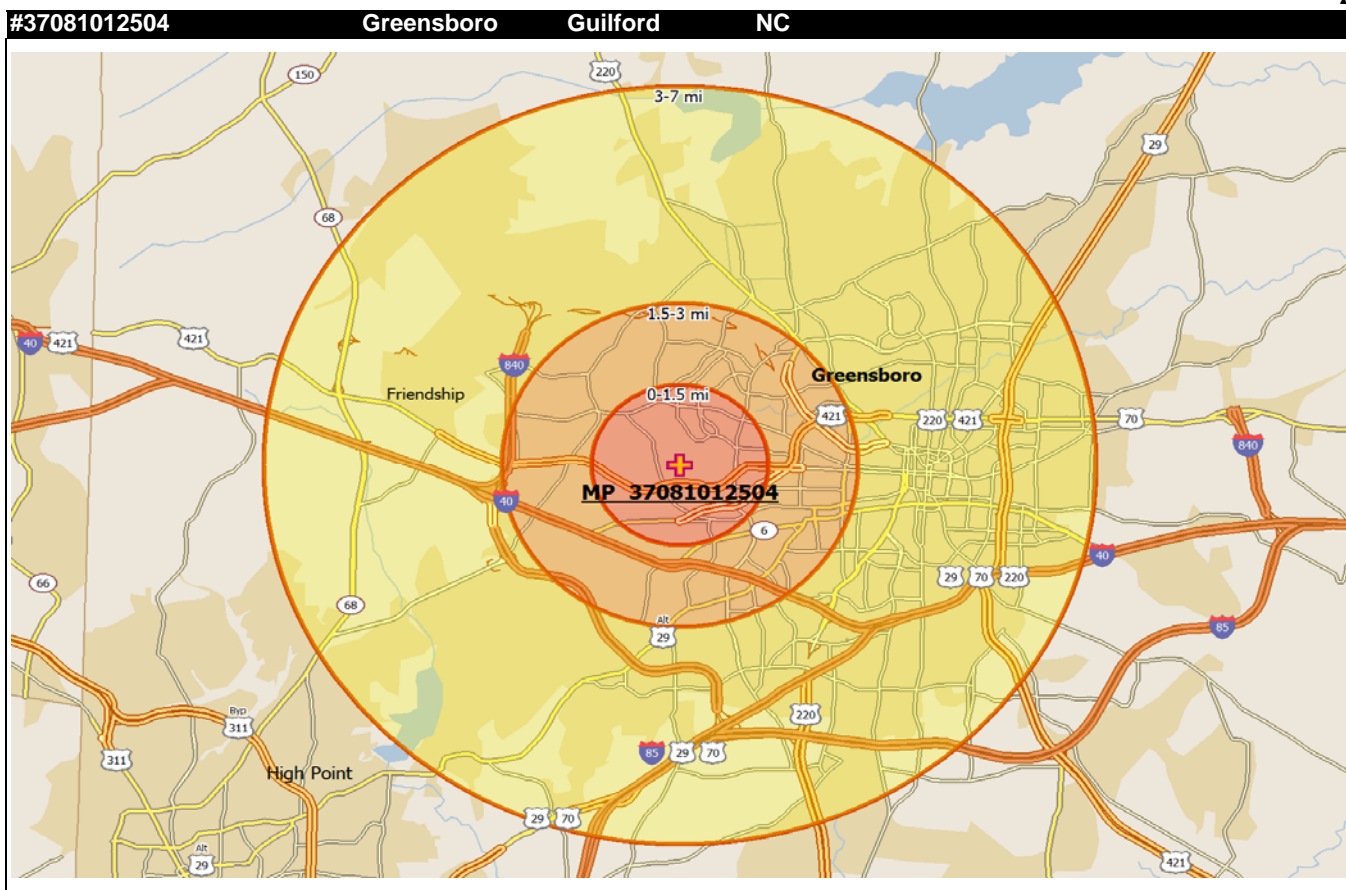
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties 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



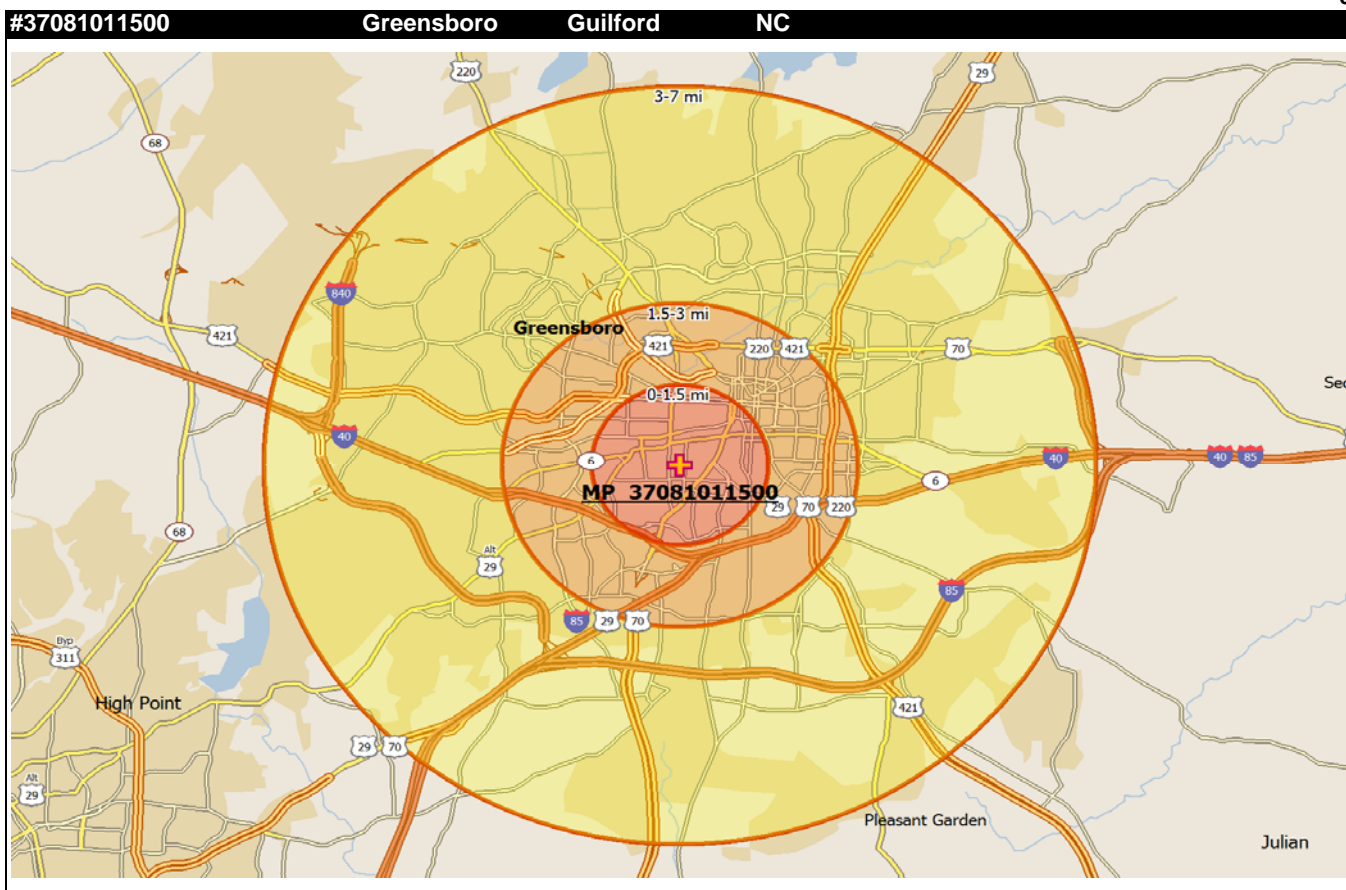
1 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081012504	Total Households in 0-3 mi Band	32941
CT Centroid Latitude	36.07526	Active Evangelical HHLDS	4193
CT Centroid Longitude	-79.86413	Active Evangelical PERCENT	12.73%
City Location:	Greensboro	Unreached HHLDS	23406
County Location:	Guilford	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6247
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3619
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13580
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	20.76%	Low Education County	FALSE
Mainstay Community	8.89%	Low Employment County	FALSE
Working Community	18.02%	Persistent Poverty County	FALSE
Country Community	19.46%	Population Loss County	FALSE
Aspiring Community	6.96%	Nonmetro Recreation County	FALSE
Urban Community	25.90%	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	61.08	Racial Diversity Index	63.84
Ancestry Diversity Index	64.66	Diversity Composite Index	72.68
Foreign Born Diversity Index	82.06	Population Density Index	58.47

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



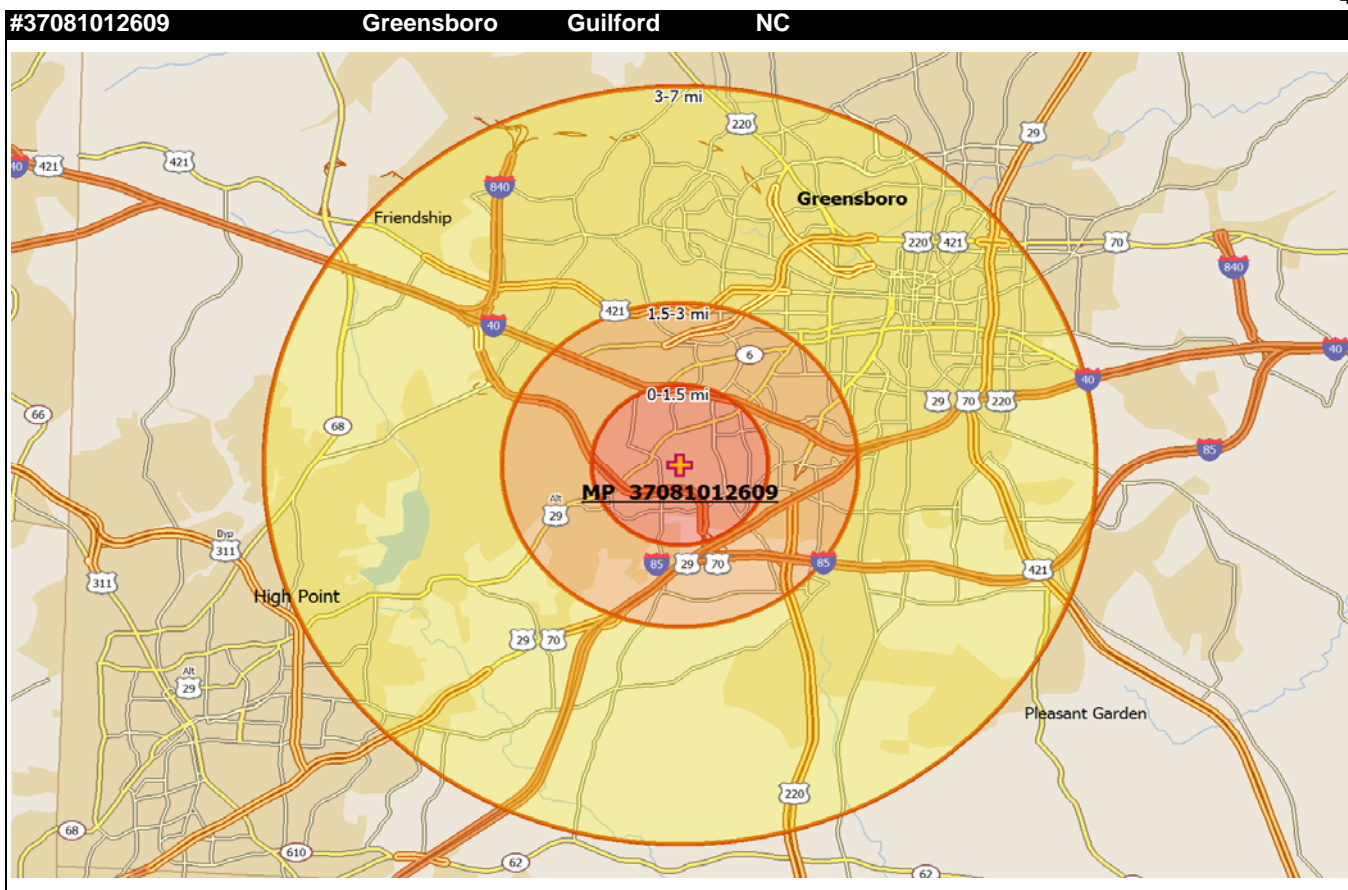
2 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081011500	Total Households in 0-3 mi Band	34202
CT Centroid Latitude	36.05638	Active Evangelical HHLDS	4205
CT Centroid Longitude	-79.81237	Active Evangelical PERCENT	12.29%
City Location:	Greensboro	Unreached HHLDS	24622
County Location:	Guilford	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	8226
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2884
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13722
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.31%	Low Education County	FALSE
Mainstay Community	4.35%	Low Employment County	FALSE
Working Community	18.83%	Persistent Poverty County	FALSE
Country Community	7.79%	Population Loss County	FALSE
Aspiring Community	8.11%	Nonmetro Recreation County	FALSE
Urban Community	51.62%	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	53.08	Racial Diversity Index	80.51
Ancestry Diversity Index	18.65	Diversity Composite Index	54.87
Foreign Born Diversity Index	51.16	Population Density Index	65.98

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



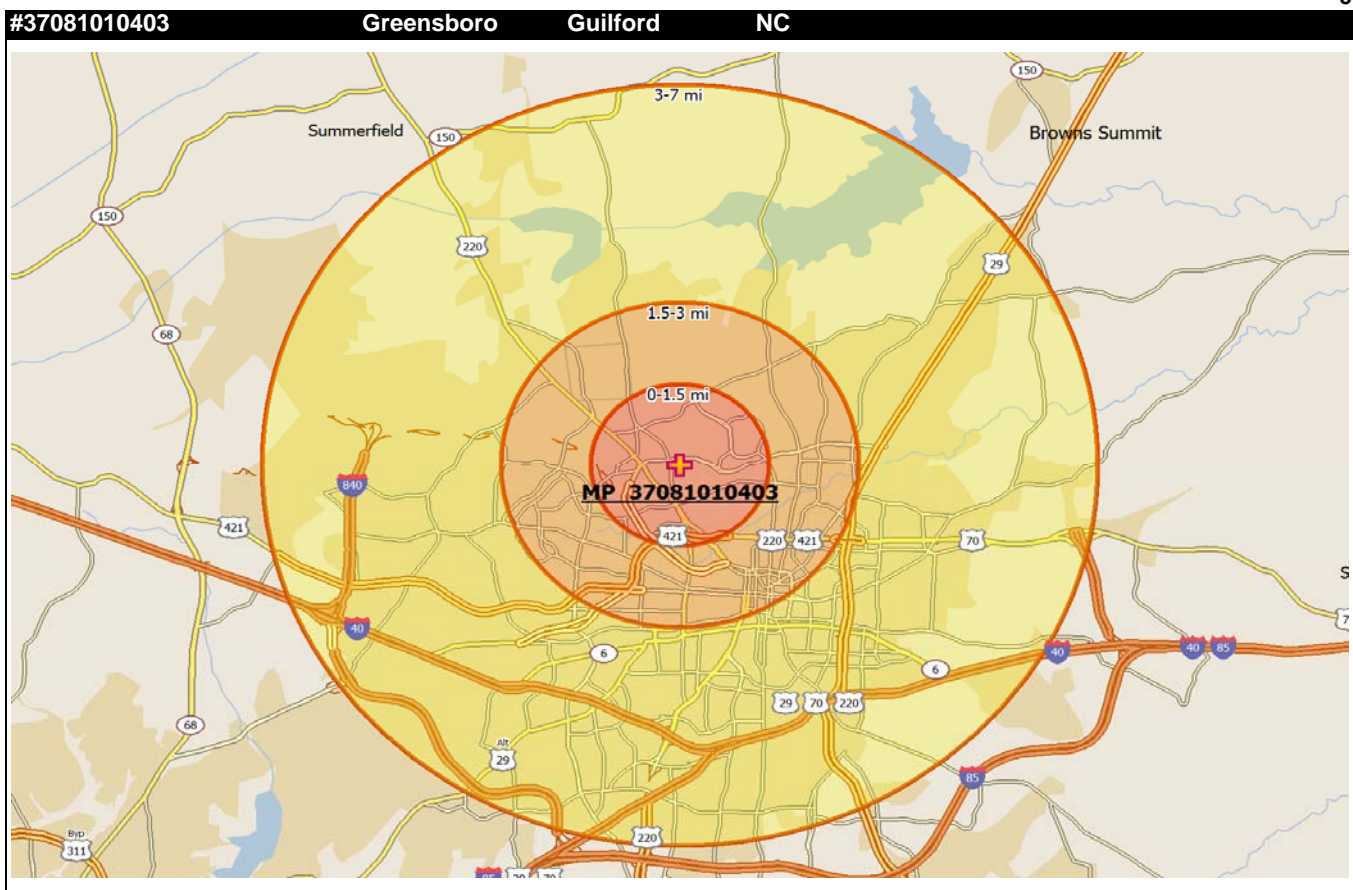
3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081012609	Total Households in 0-3 mi Band	24478
CT Centroid Latitude	36.02786	Active Evangelical HHLDS	3153
CT Centroid Longitude	-79.86003	Active Evangelical PERCENT	12.88%
City Location:	Greensboro	Unreached HHLDS	17305
County Location:	Guilford	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5389
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2158
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	9812
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.99%	Low Education County	FALSE
Mainstay Community	8.80%	Low Employment County	FALSE
Working Community	26.14%	Persistent Poverty County	FALSE
Country Community	14.24%	Population Loss County	FALSE
Aspiring Community	3.82%	Nonmetro Recreation County	FALSE
Urban Community	33.00%	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	65.18	Racial Diversity Index	84.29
Ancestry Diversity Index	27.74	Diversity Composite Index	62.86
Foreign Born Diversity Index	57.99	Population Density Index	55.20

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



4 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081010403	Total Households in 0-3 mi Band	33418
CT Centroid Latitude	36.10768	Active Evangelical HHLDS	4178
CT Centroid Longitude	-79.81641	Active Evangelical PERCENT	12.50%
City Location:	Greensboro	Unreached HHLDS	23907
County Location:	Guilford	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6353
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3830
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	13750
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

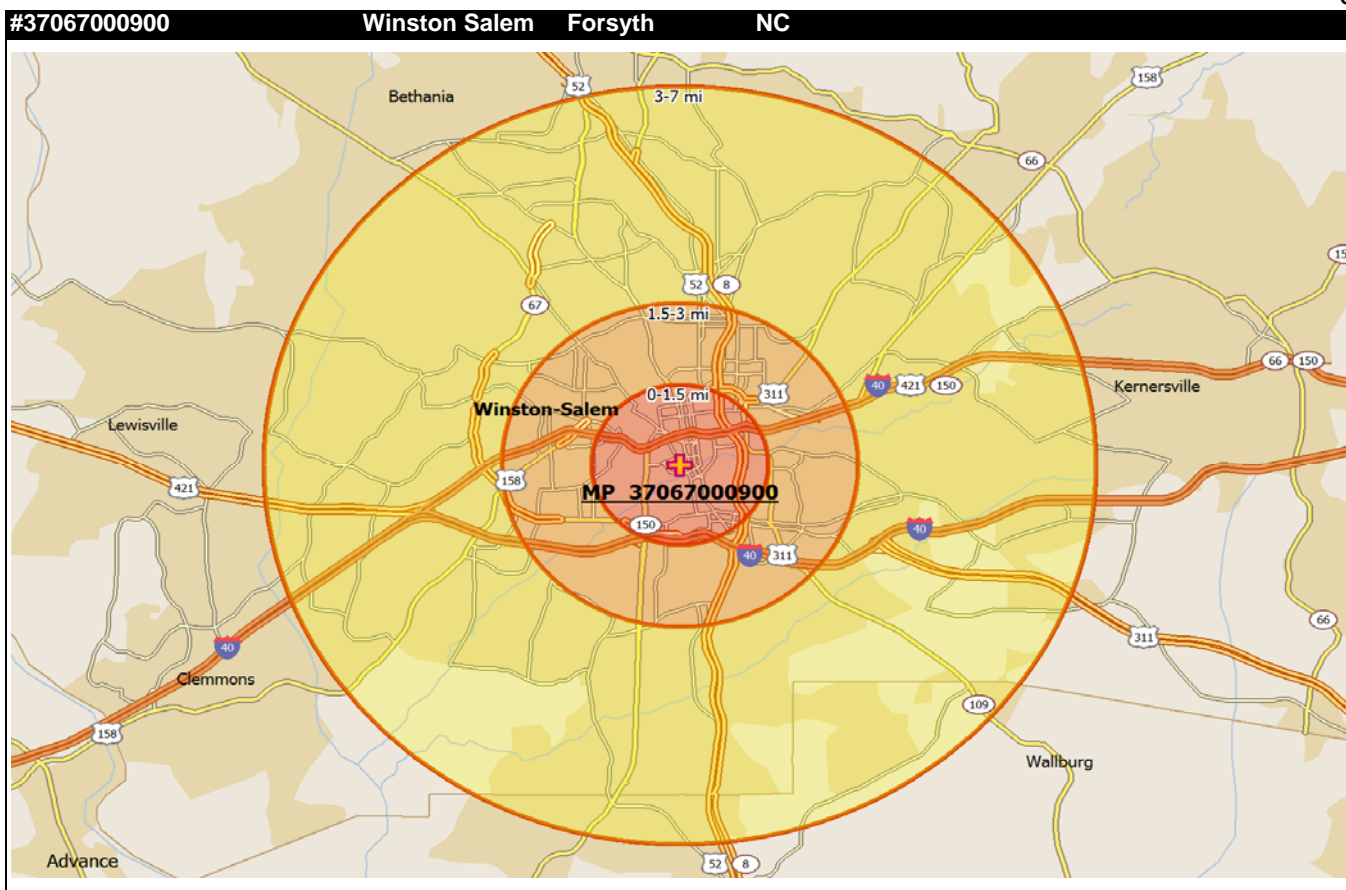
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	30.34%	Low Education County	FALSE
Mainstay Community	8.67%	Low Employment County	FALSE
Working Community	10.57%	Persistent Poverty County	FALSE
Country Community	16.43%	Population Loss County	FALSE
Aspiring Community	7.78%	Nonmetro Recreation County	FALSE
Urban Community	26.21%	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	44.49	Racial Diversity Index	55.33
Ancestry Diversity Index	70.79	Diversity Composite Index	63.02
Foreign Born Diversity Index	80.77	Population Density Index	58.03

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067000900	Total Households in 0-3 mi Band	30211
CT Centroid Latitude	36.08477	Active Evangelical HHLDS	4663
CT Centroid Longitude	-80.24766	Active Evangelical PERCENT	15.44%
City Location:	Winston-Salem	Unreached HHLDS	21450
County Location:	Forsyth	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7377
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2124
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	12261
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

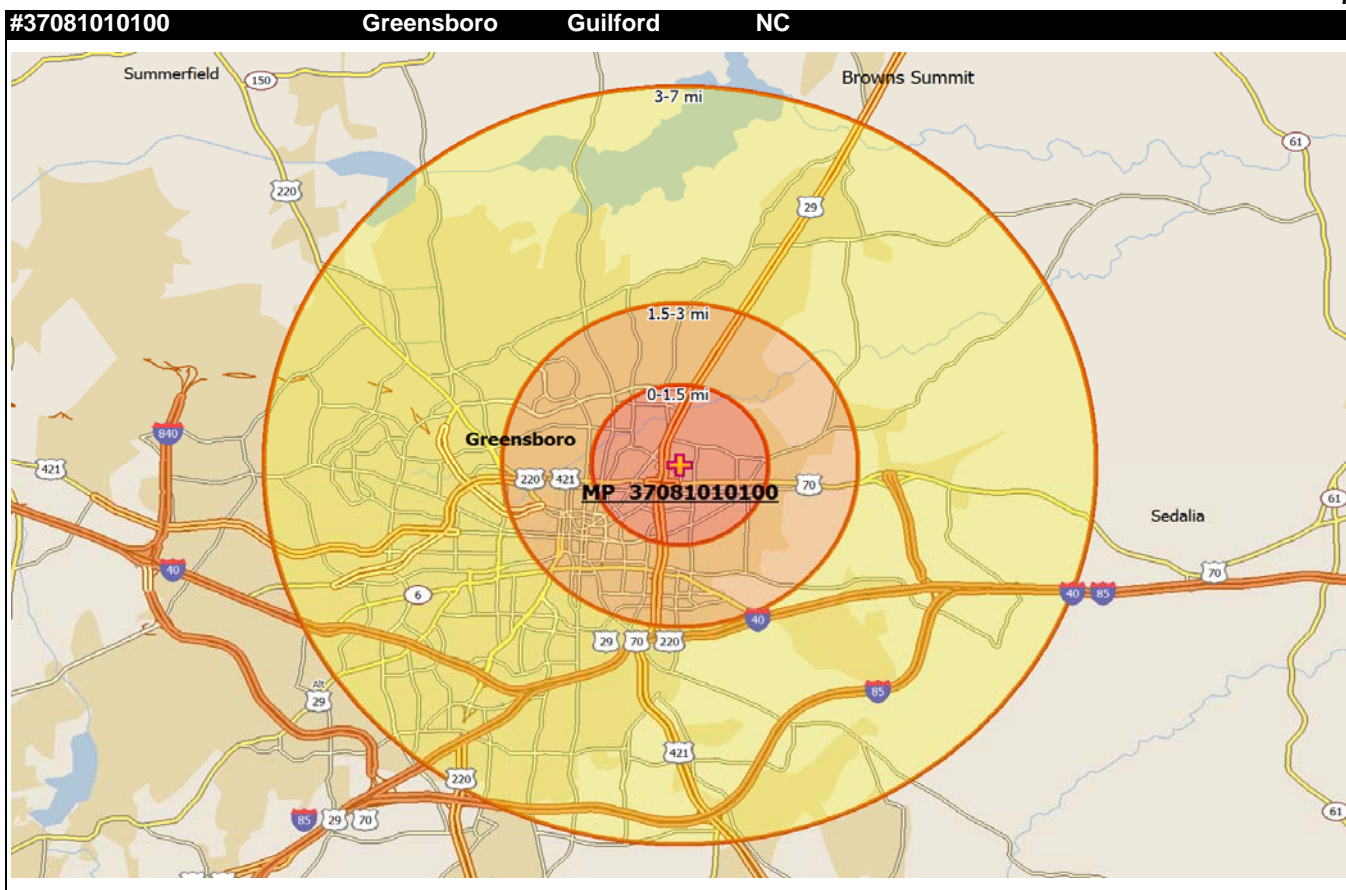
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.46%	Low Education County	FALSE
Mainstay Community	5.86%	Low Employment County	FALSE
Working Community	10.37%	Persistent Poverty County	FALSE
Country Community	10.90%	Population Loss County	FALSE
Aspiring Community	7.97%	Nonmetro Recreation County	FALSE
Urban Community	52.45%	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	53.70	Racial Diversity Index	85.18
Ancestry Diversity Index	17.62	Diversity Composite Index	35.02
Foreign Born Diversity Index	11.24	Population Density Index	58.90

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



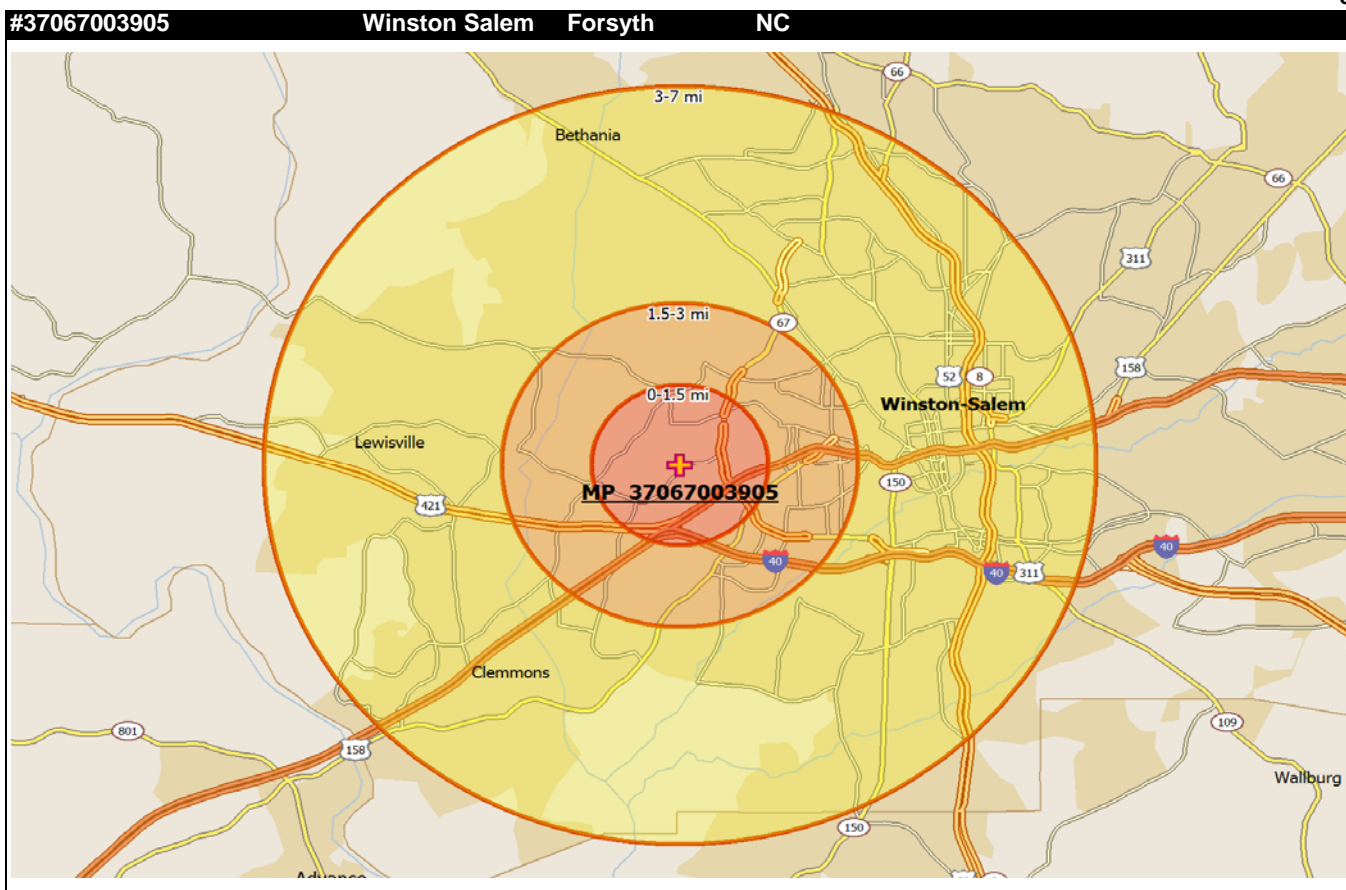
6 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081010100	Total Households in 0-3 mi Band	26694
CT Centroid Latitude	36.09238	Active Evangelical HHLDS	3266
CT Centroid Longitude	-79.76087	Active Evangelical PERCENT	12.23%
City Location:	Greensboro	Unreached HHLDS	19252
County Location:	Guilford	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6953
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1873
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	10680
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.59%	Low Education County	FALSE
Mainstay Community	2.50%	Low Employment County	FALSE
Working Community	11.54%	Persistent Poverty County	FALSE
Country Community	7.81%	Population Loss County	FALSE
Aspiring Community	8.62%	Nonmetro Recreation County	FALSE
Urban Community	59.95%	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	48.05	Racial Diversity Index	75.19
Ancestry Diversity Index	12.68	Diversity Composite Index	46.50
Foreign Born Diversity Index	33.76	Population Density Index	57.26

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067003905	Total Households in 0-3 mi Band	25855
CT Centroid Latitude	36.08939	Active Evangelical HHLDS	3969
CT Centroid Longitude	-80.32181	Active Evangelical PERCENT	15.35%
City Location:	Winston-Salem	Unreached HHLDS	18427
County Location:	Forsyth	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4355
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3164
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	10912
Population Pattern:	#50000-250000-100000	NOT Evangelical NOT Interested PERCENT	42%

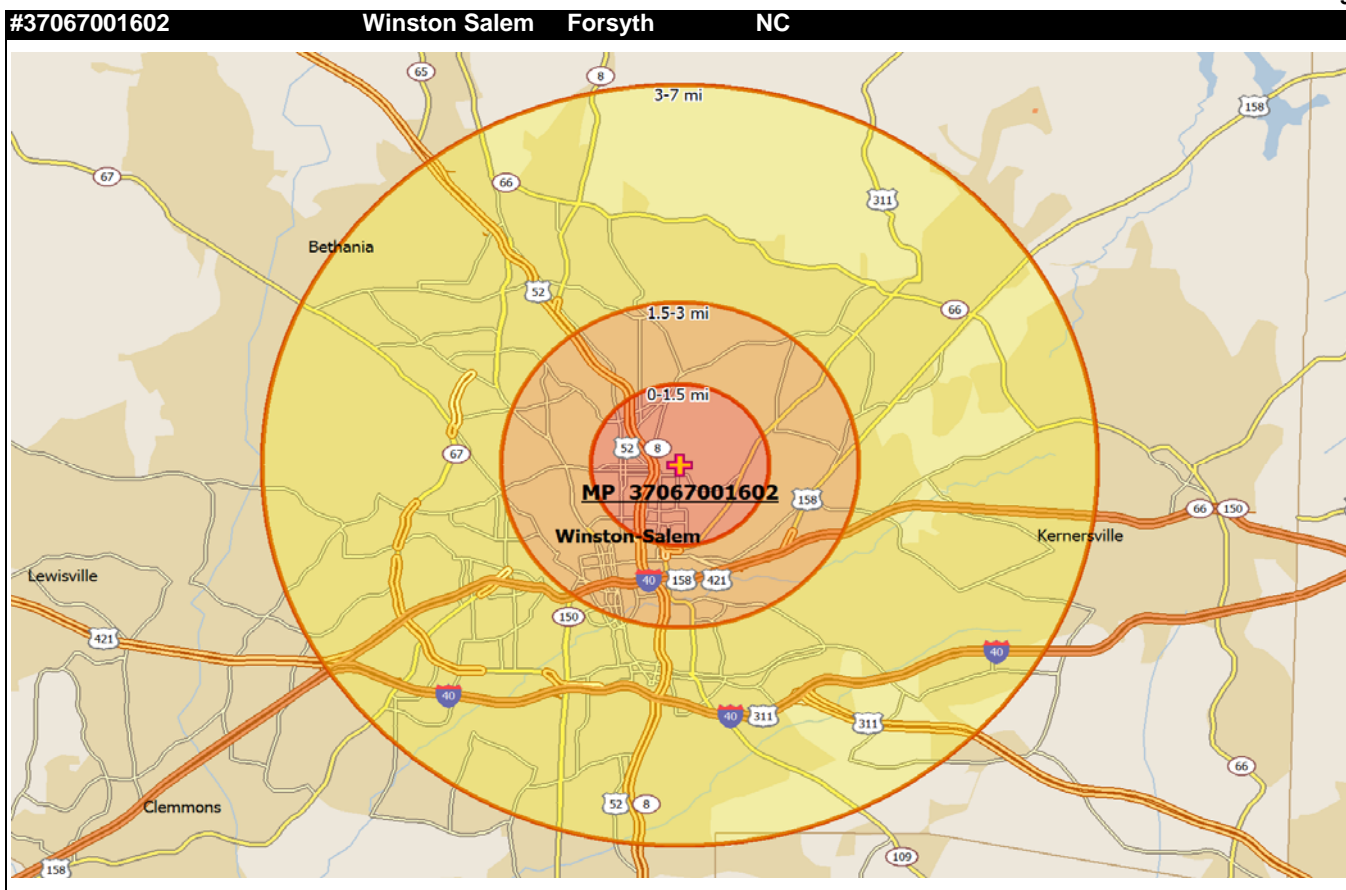
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	31.48%	Low Education County	FALSE
Mainstay Community	11.28%	Low Employment County	FALSE
Working Community	9.56%	Persistent Poverty County	FALSE
Country Community	23.27%	Population Loss County	FALSE
Aspiring Community	8.40%	Nonmetro Recreation County	FALSE
Urban Community	16.00%	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	35.87	Racial Diversity Index	42.86
Ancestry Diversity Index	77.54	Diversity Composite Index	46.92
Foreign Born Diversity Index	96.64	Population Density Index	48.76

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



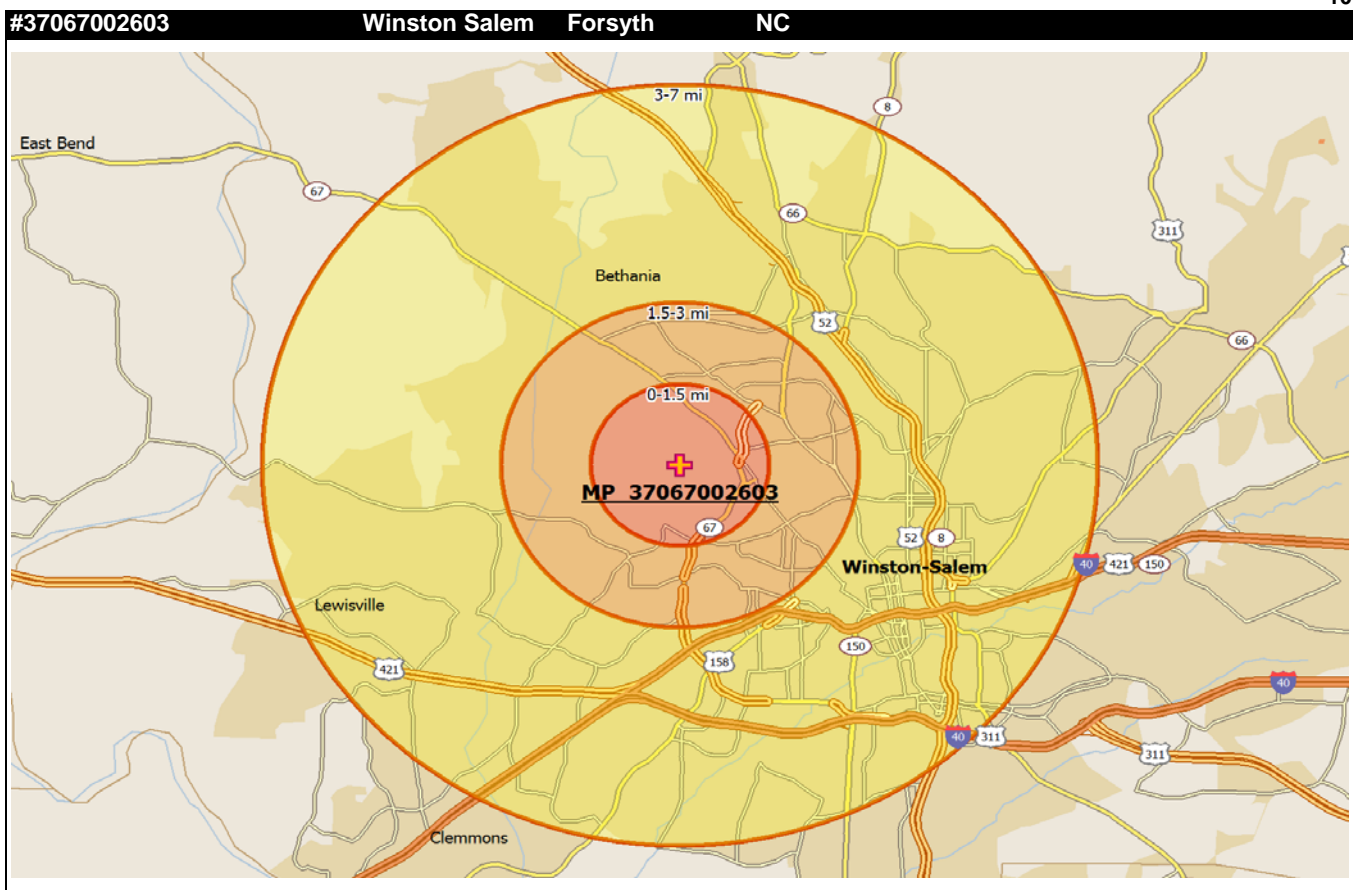
8 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067001602	Total Households in 0-3 mi Band	19191
CT Centroid Latitude	36.12487	Active Evangelical HHLDS	2908
CT Centroid Longitude	-80.22435	Active Evangelical PERCENT	15.15%
City Location:	Winston Salem	Unreached HHLDS	13729
County Location:	Forsyth	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5632
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	874
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	7492
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.25%	Low Education County	FALSE
Mainstay Community	3.97%	Low Employment County	FALSE
Working Community	4.66%	Persistent Poverty County	FALSE
Country Community	5.47%	Population Loss County	FALSE
Aspiring Community	8.48%	Nonmetro Recreation County	FALSE
Urban Community	73.18%	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	52.62	Racial Diversity Index	75.45
Ancestry Diversity Index	5.13	Diversity Composite Index	21.46
Foreign Born Diversity Index	3.40	Population Density Index	50.63

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067002603	Total Households in 0-3 mi Band	22372
CT Centroid Latitude	36.13301	Active Evangelical HHLDS	3340
CT Centroid Longitude	-80.30983	Active Evangelical PERCENT	14.93%
City Location:	Winston Salem	Unreached HHLDS	16114
County Location:	Forsyth	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4777
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2160
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	9273
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

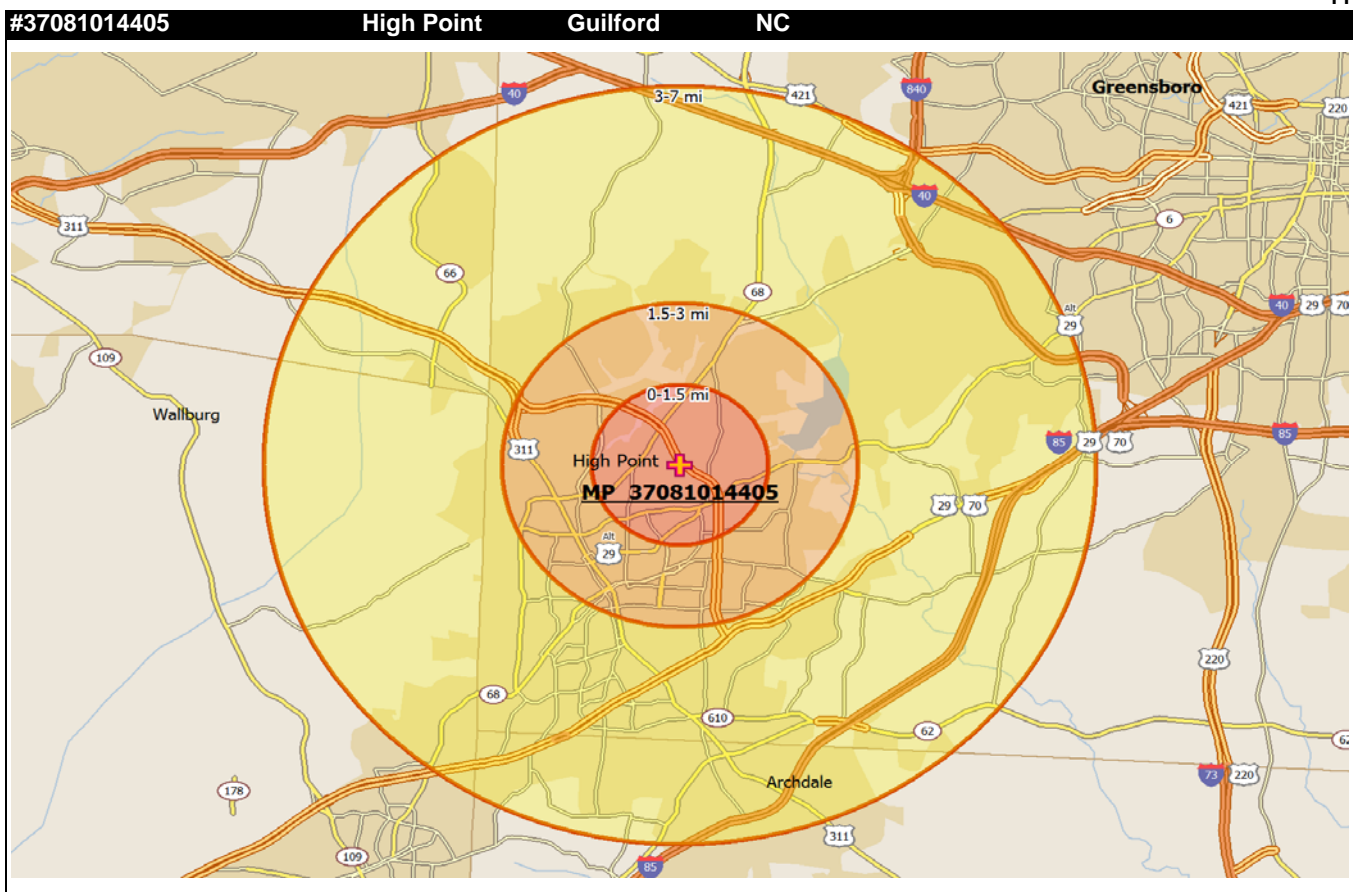
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	41.66%	Low Education County	FALSE
Mainstay Community	7.84%	Low Employment County	FALSE
Working Community	11.79%	Persistent Poverty County	FALSE
Country Community	11.08%	Population Loss County	FALSE
Aspiring Community	4.66%	Nonmetro Recreation County	FALSE
Urban Community	22.98%	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	44.72	Racial Diversity Index	58.28
Ancestry Diversity Index	58.05	Diversity Composite Index	39.97
Foreign Born Diversity Index	31.72	Population Density Index	50.28

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081014405	Total Households in 0-3 mi Band	23489
CT Centroid Latitude	35.9918	Active Evangelical HHLDS	3089
CT Centroid Longitude	-79.98587	Active Evangelical PERCENT	13.15%
City Location:	High Point	Unreached HHLDS	16449
County Location:	Guilford	Unreached Percent	70%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5232
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1834
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	9488
Population Pattern:	#100000-100000-250000	NOT Evangelical NOT Interested PERCENT	40%

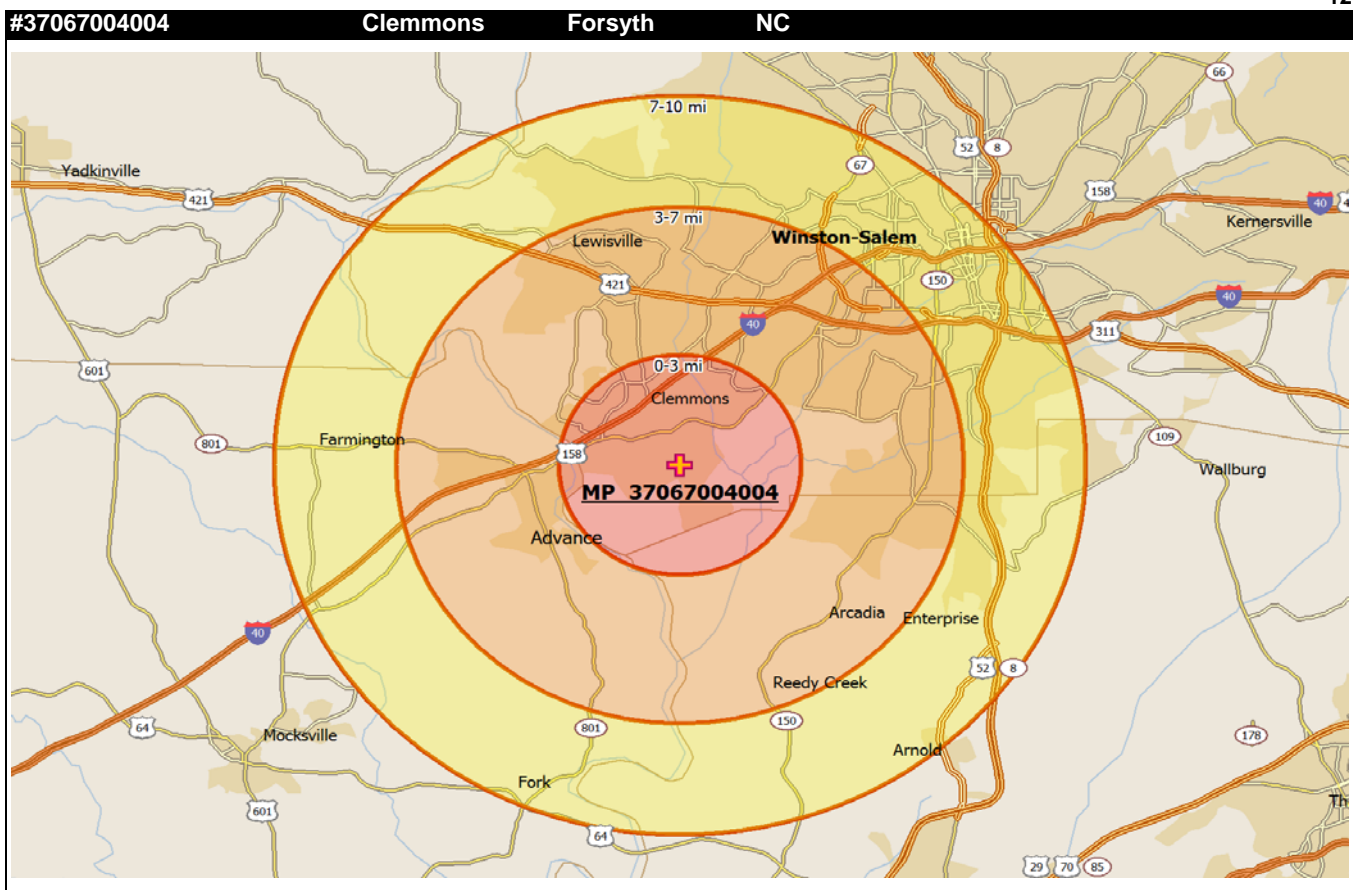
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.83%	Low Education County	FALSE
Mainstay Community	10.44%	Low Employment County	FALSE
Working Community	20.88%	Persistent Poverty County	FALSE
Country Community	13.87%	Population Loss County	FALSE
Aspiring Community	5.15%	Nonmetro Recreation County	FALSE
Urban Community	36.83%	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	41.78	Racial Diversity Index	77.83
Ancestry Diversity Index	24.16	Diversity Composite Index	48.00
Foreign Born Diversity Index	41.30	Population Density Index	53.44

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067004004	Total Households in 0-3 mi Band	7594
CT Centroid Latitude	36.00859	Active Evangelical HHLDS	1259
CT Centroid Longitude	-80.37103	Active Evangelical PERCENT	16.58%
City Location:	Clemmons	Unreached HHLDS	5239
County Location:	Forsyth	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1156
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	889
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	3193
Population Pattern:	#50000-250000-100000	NOT Evangelical NOT Interested PERCENT	42%

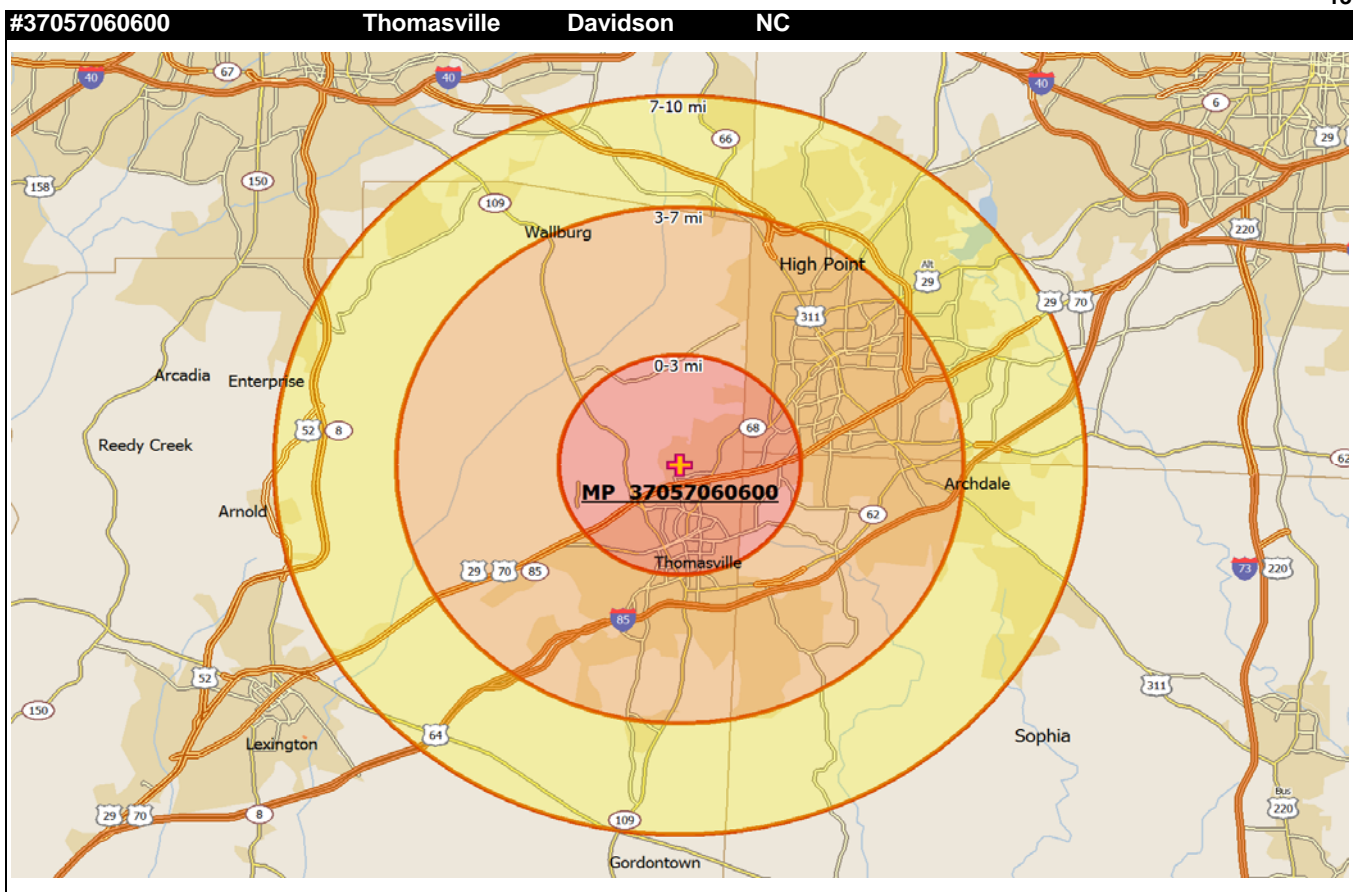
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	36.49%	Low Education County	FALSE
Mainstay Community	21.51%	Low Employment County	FALSE
Working Community	8.83%	Persistent Poverty County	FALSE
Country Community	19.08%	Population Loss County	FALSE
Aspiring Community	6.39%	Nonmetro Recreation County	FALSE
Urban Community	7.69%	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	44.62	Racial Diversity Index	34.52
Ancestry Diversity Index	81.44	Diversity Composite Index	51.57
Foreign Born Diversity Index	62.20	Population Density Index	27.63

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



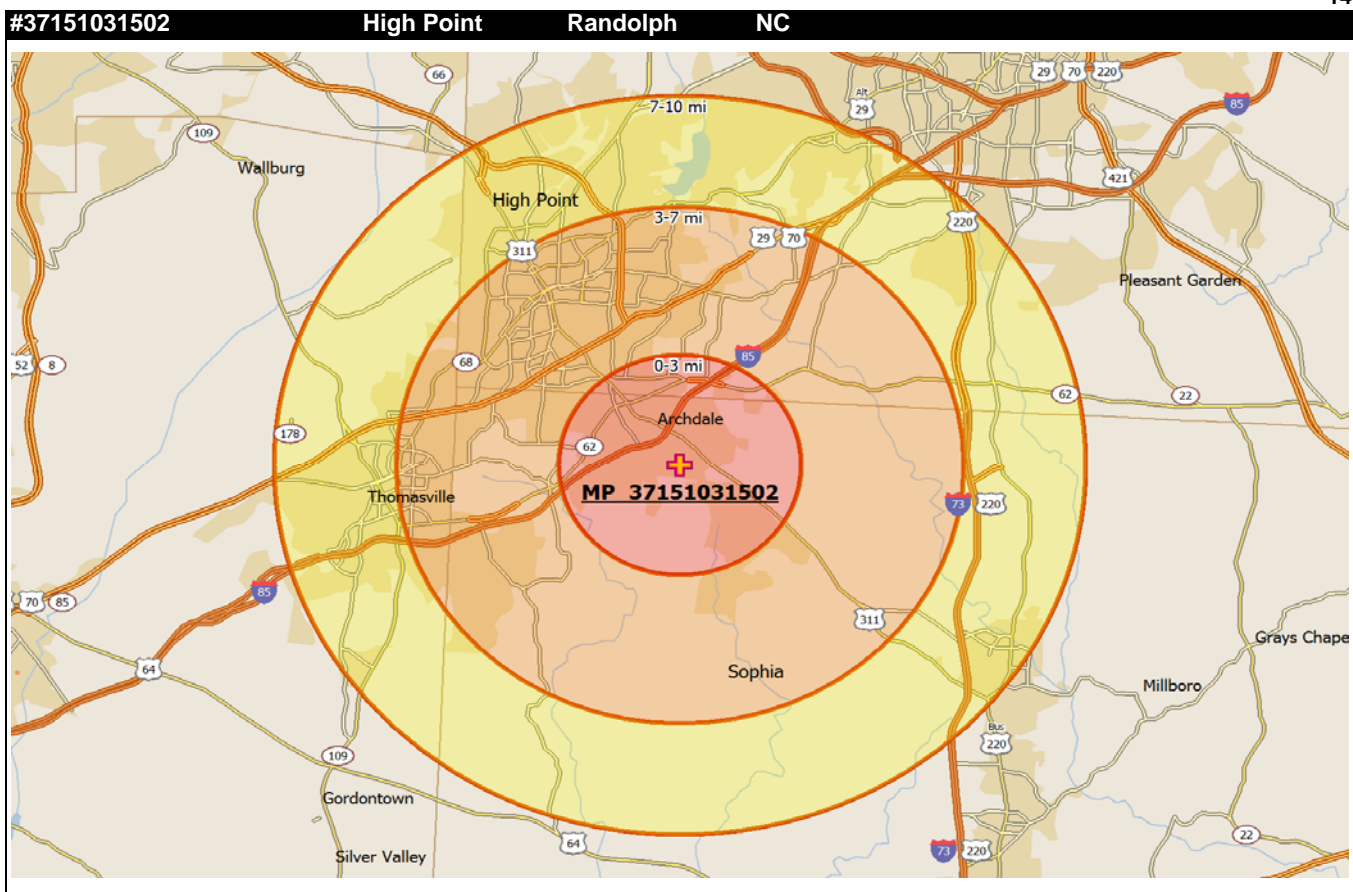
12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37057060600	Total Households in 0-3 mi Band	10251
CT Centroid Latitude	35.91517	Active Evangelical HHLDS	928
CT Centroid Longitude	-80.07461	Active Evangelical PERCENT	9.06%
City Location:	Thomasville	Unreached HHLDS	6948
County Location:	Davidson	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1955
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	924
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	4146
Population Pattern:	#50000-250000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.21%	Low Education County	FALSE
Mainstay Community	13.31%	Low Employment County	FALSE
Working Community	25.66%	Persistent Poverty County	FALSE
Country Community	19.58%	Population Loss County	FALSE
Aspiring Community	1.58%	Nonmetro Recreation County	FALSE
Urban Community	27.65%	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	48.72	Racial Diversity Index	63.86
Ancestry Diversity Index	33.74	Diversity Composite Index	37.69
Foreign Born Diversity Index	15.80	Population Density Index	31.32

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



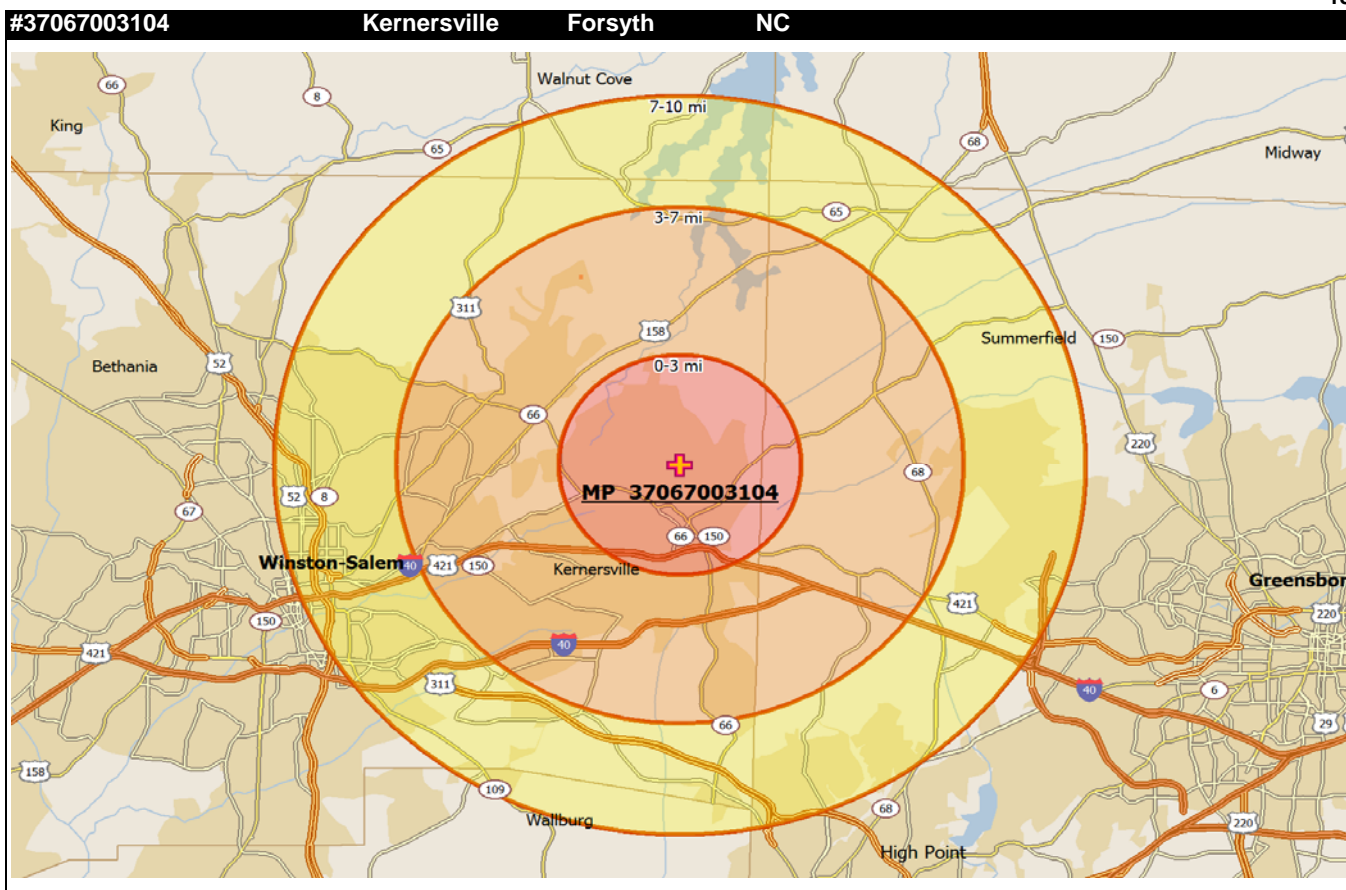
13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37151031502	Total Households in 0-3 mi Band	7795
CT Centroid Latitude	35.88971	Active Evangelical HHLDS	732
CT Centroid Longitude	-79.94857	Active Evangelical PERCENT	9.39%
City Location:	High Point	Unreached HHLDS	5193
County Location:	Randolph	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1120
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	920
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	3154
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.12%	Low Education County	FALSE
Mainstay Community	14.77%	Low Employment County	FALSE
Working Community	21.11%	Persistent Poverty County	FALSE
Country Community	39.49%	Population Loss County	FALSE
Aspiring Community	2.71%	Nonmetro Recreation County	FALSE
Urban Community	10.80%	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	19.96	Racial Diversity Index	26.56
Ancestry Diversity Index	64.57	Diversity Composite Index	26.56
Foreign Born Diversity Index	38.69	Population Density Index	27.08

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



14 LOCATION RANK IN REGIONAL SITELSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067003104	Total Households in 0-3 mi Band	10561
CT Centroid Latitude	36.14564	Active Evangelical HHLDS	1782
CT Centroid Longitude	-80.0748	Active Evangelical PERCENT	16.88%
City Location:	Kernersville	Unreached HHLDS	7224
County Location:	Forsyth	Unreached Percent	68%
Sitelcape Category code:	2.0	Religious but NOT Evang HHLDS	1673
Sitelcape Group code:	3.2	Religious but NOT Evang PERCENT	16%
Sitelcape Category:	Townscape	Spiritual but NOT Religious HHLDS	1170
Sitelcape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	4381
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	20.62%	Low Education County	FALSE
Mainstay Community	15.32%	Low Employment County	FALSE
Working Community	10.44%	Persistent Poverty County	FALSE
Country Community	32.05%	Population Loss County	FALSE
Aspiring Community	1.34%	Nonmetro Recreation County	FALSE
Urban Community	20.22%	Retirement Destination County	FALSE

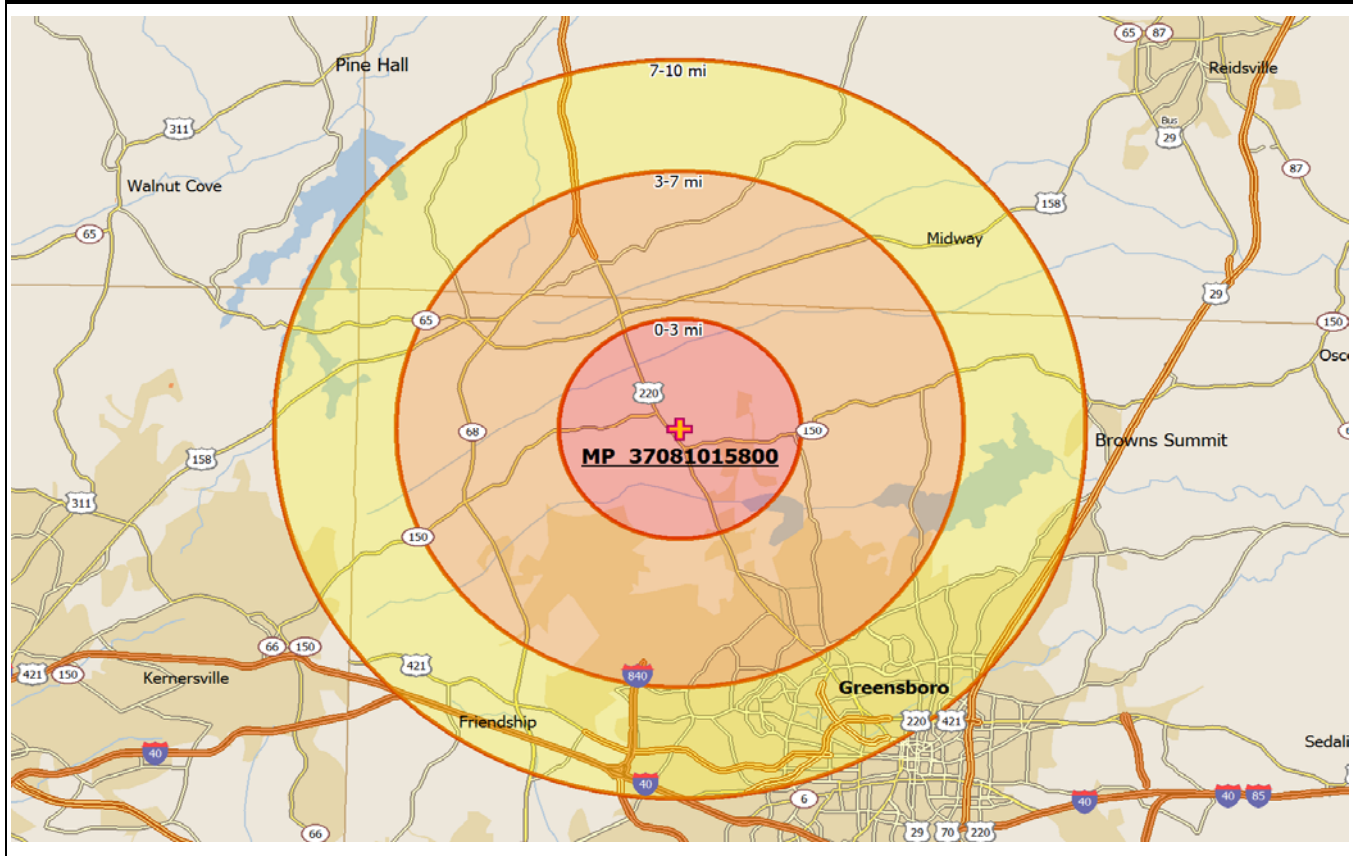
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	43.39	Racial Diversity Index	41.51
Ancestry Diversity Index	74.44	Diversity Composite Index	36.47
Foreign Born Diversity Index	18.96	Population Density Index	32.18

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

#37081015800 Summerfield Guilford NC



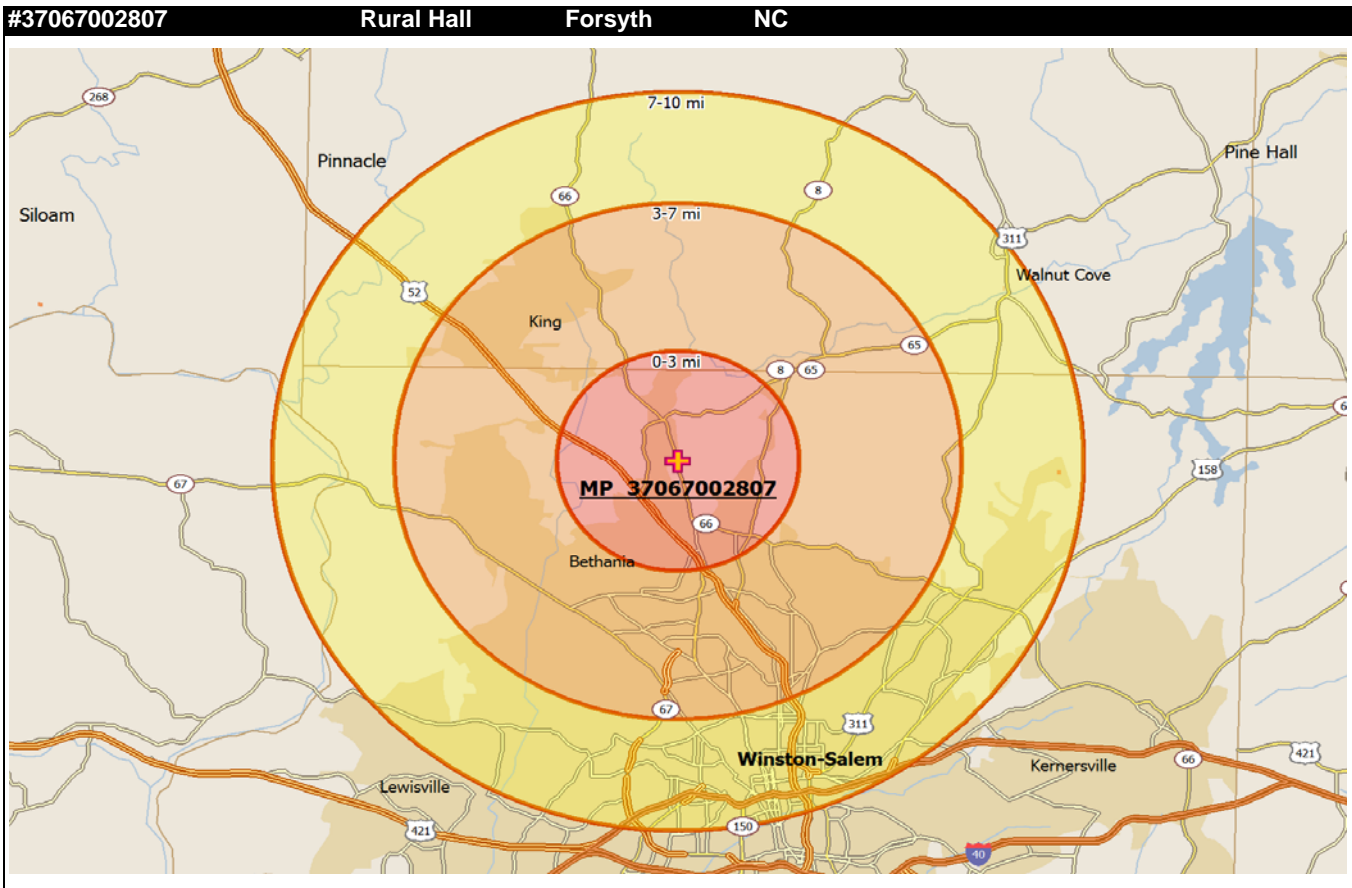
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081015800	Total Households in 0-3 mi Band	2996
CT Centroid Latitude	36.20215	Active Evangelical HHLDS	405
CT Centroid Longitude	-79.89414	Active Evangelical PERCENT	13.53%
City Location:	Summerfield	Unreached HHLDS	2074
County Location:	Guilford	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	472
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	346
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	1256
Population Pattern:	#10000-100000-100000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	47.50%	Low Education County	FALSE
Mainstay Community	28.41%	Low Employment County	FALSE
Working Community	8.63%	Persistent Poverty County	FALSE
Country Community	13.57%	Population Loss County	FALSE
Aspiring Community	0.06%	Nonmetro Recreation County	FALSE
Urban Community	1.84%	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	22.84	Racial Diversity Index	30.77
Ancestry Diversity Index	91.77	Diversity Composite Index	72.35
Foreign Born Diversity Index	61.89	Population Density Index	16.58

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



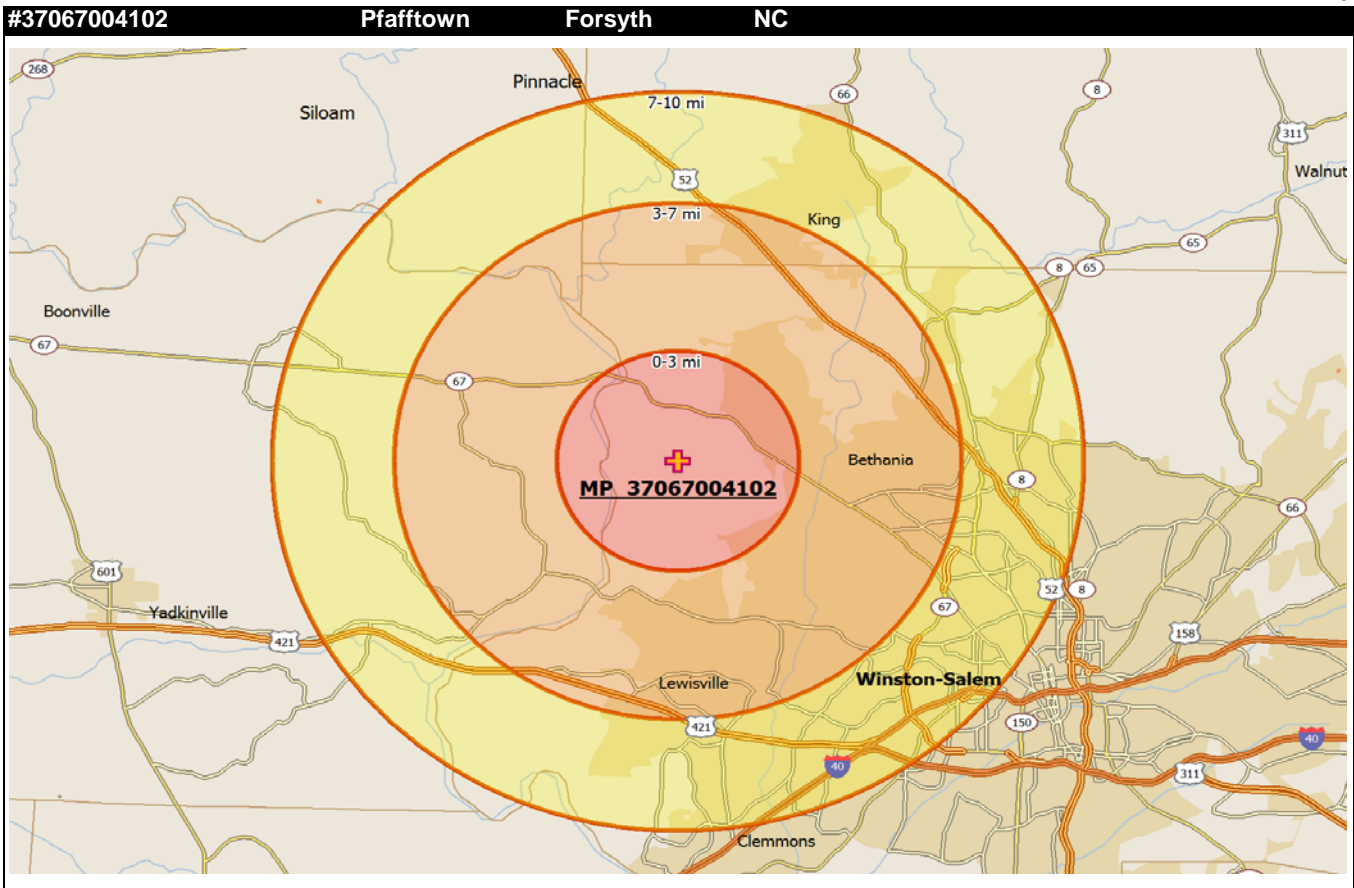
16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067002807	Total Households in 0-3 mi Band	4895
CT Centroid Latitude	36.22409	Active Evangelical HHLDS	794
CT Centroid Longitude	-80.28639	Active Evangelical PERCENT	16.22%
City Location:	Rural Hall	Unreached HHLDS	3400
County Location:	Forsyth	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	854
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	545
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	2000
Population Pattern:	#10000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.35%	Low Education County	FALSE
Mainstay Community	8.05%	Low Employment County	FALSE
Working Community	8.01%	Persistent Poverty County	FALSE
Country Community	56.04%	Population Loss County	FALSE
Aspiring Community	0.04%	Nonmetro Recreation County	FALSE
Urban Community	25.50%	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	25.50	Racial Diversity Index	49.74
Ancestry Diversity Index	39.55	Diversity Composite Index	21.22
Foreign Born Diversity Index	30.93	Population Density Index	22.17

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



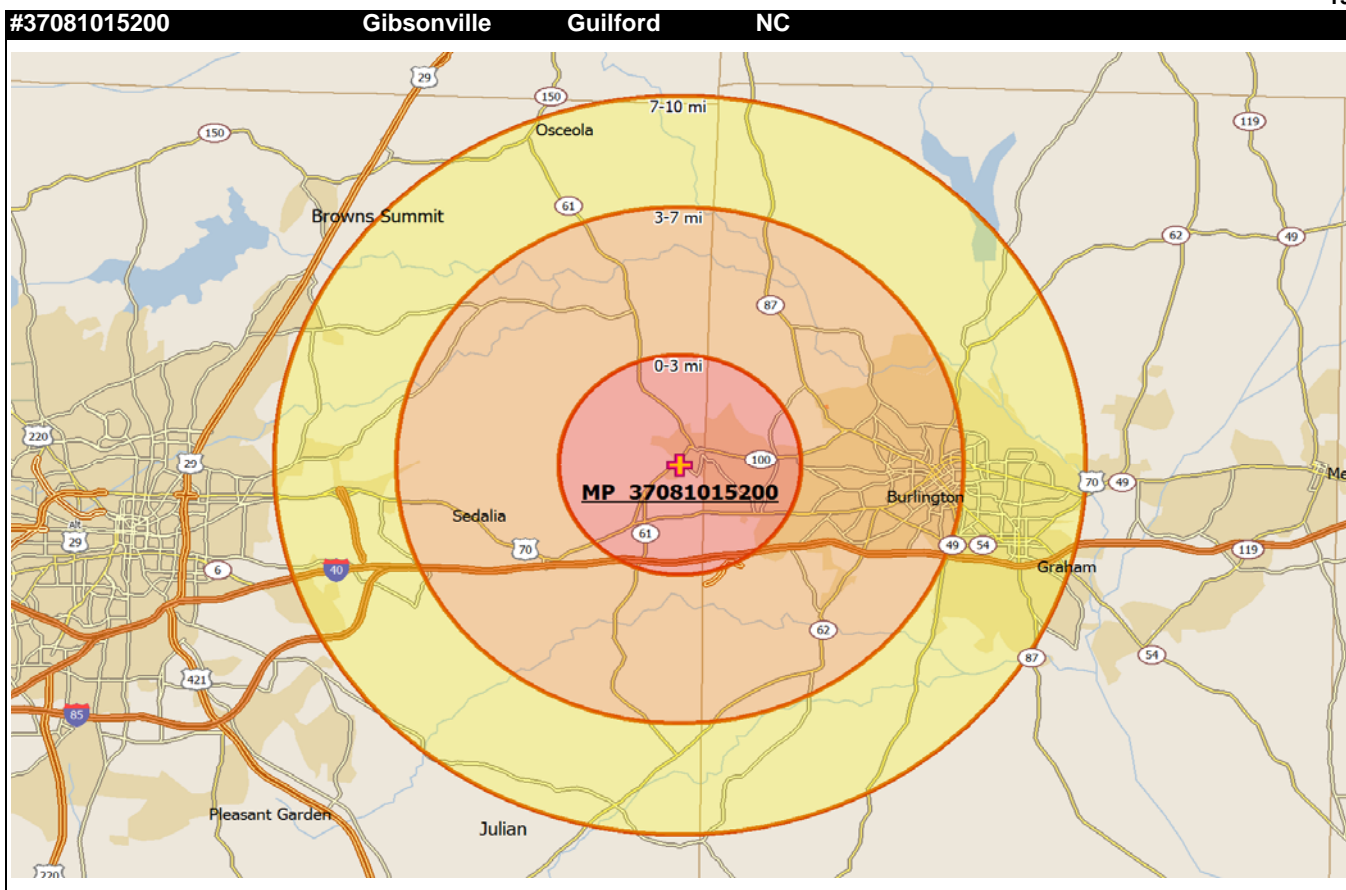
17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067004102	Total Households in 0-3 mi Band	2319
CT Centroid Latitude	36.18385	Active Evangelical HHLDS	409
CT Centroid Longitude	-80.40938	Active Evangelical PERCENT	17.63%
City Location:	Pfafftown	Unreached HHLDS	1551
County Location:	Forsyth	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	325
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	277
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	948
Population Pattern:	#10000-100000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	36.39%	Low Education County	FALSE
Mainstay Community	22.94%	Low Employment County	FALSE
Working Community	1.59%	Persistent Poverty County	FALSE
Country Community	37.97%	Population Loss County	FALSE
Aspiring Community	0.18%	Nonmetro Recreation County	FALSE
Urban Community	0.93%	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	8.29	Racial Diversity Index	32.93
Ancestry Diversity Index	77.35	Diversity Composite Index	33.65
Foreign Born Diversity Index	57.98	Population Density Index	21.75

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



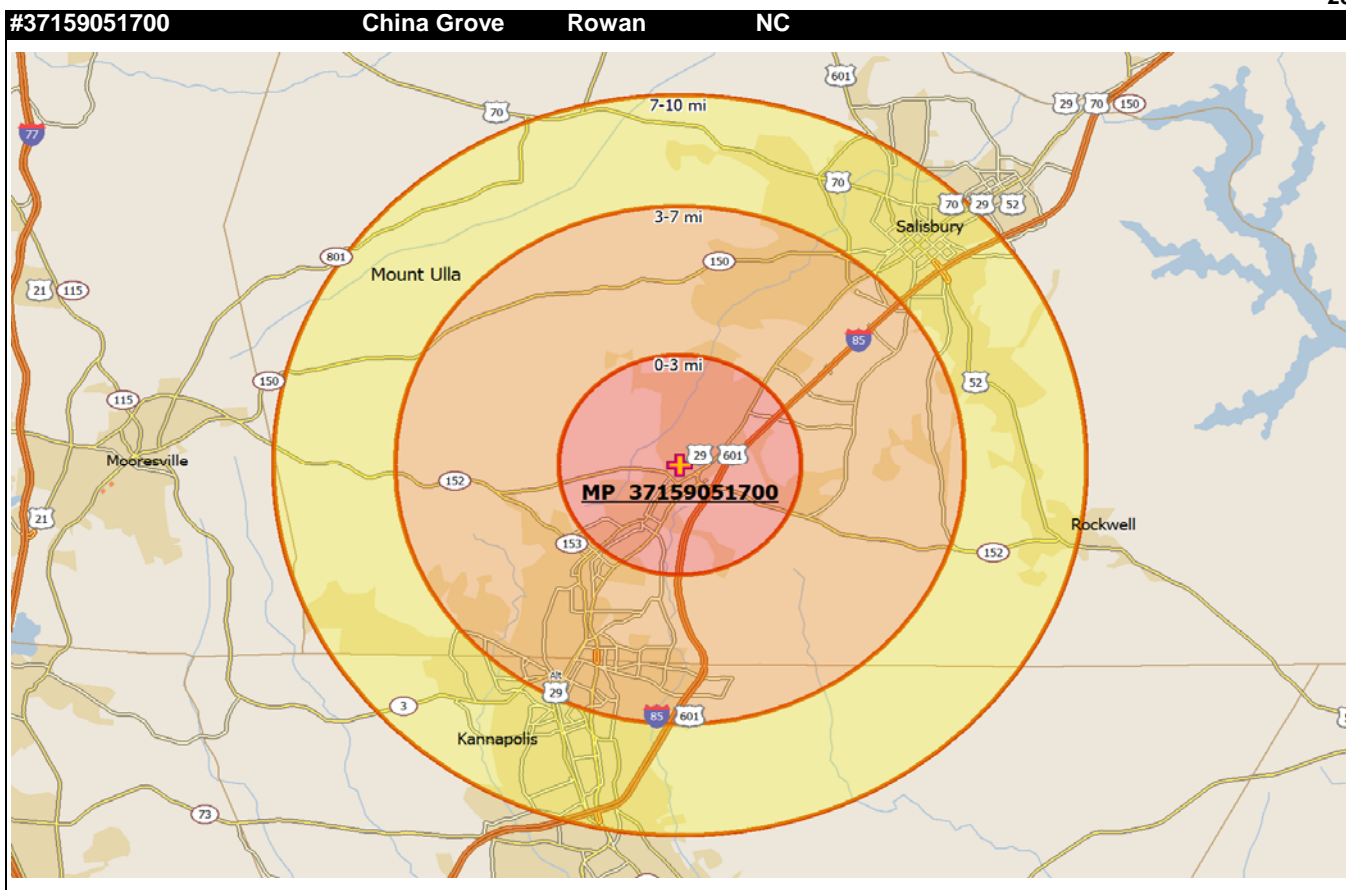
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081015200	Total Households in 0-3 mi Band	6912
CT Centroid Latitude	36.09961	Active Evangelical HHLDS	918
CT Centroid Longitude	-79.54915	Active Evangelical PERCENT	13.28%
City Location:	Gibsonville	Unreached HHLDS	4825
County Location:	Guilford	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1155
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	761
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2910
Population Pattern:	#50000-50000-100000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	25.38%	Low Education County	FALSE
Mainstay Community	15.01%	Low Employment County	FALSE
Working Community	10.77%	Persistent Poverty County	FALSE
Country Community	31.79%	Population Loss County	FALSE
Aspiring Community	3.61%	Nonmetro Recreation County	FALSE
Urban Community	13.44%	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	16.88	Racial Diversity Index	38.79
Ancestry Diversity Index	67.60	Diversity Composite Index	32.67
Foreign Born Diversity Index	89.92	Population Density Index	25.04

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



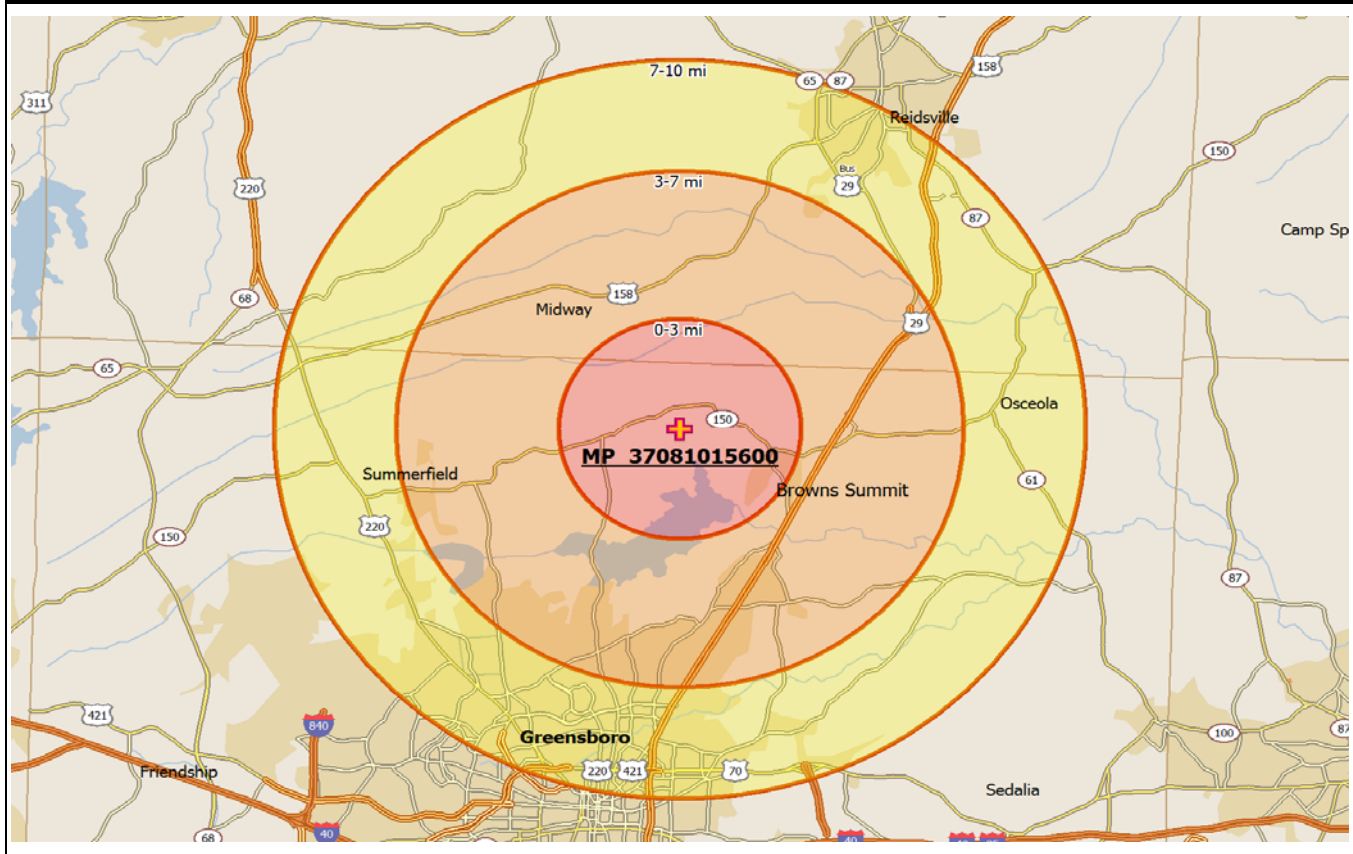
19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37159051700	Total Households in 0-3 mi Band	5226
CT Centroid Latitude	35.58099	Active Evangelical HHLDS	659
CT Centroid Longitude	-80.57298	Active Evangelical PERCENT	12.60%
City Location:	China Grove	Unreached HHLDS	3462
County Location:	Rowan	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	750
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	615
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2099
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.68%	Low Education County	FALSE
Mainstay Community	8.86%	Low Employment County	FALSE
Working Community	21.47%	Persistent Poverty County	FALSE
Country Community	45.40%	Population Loss County	FALSE
Aspiring Community	0.88%	Nonmetro Recreation County	FALSE
Urban Community	11.70%	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	35.69	Racial Diversity Index	37.28
Ancestry Diversity Index	45.61	Diversity Composite Index	16.29
Foreign Born Diversity Index	6.38	Population Density Index	29.74

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

#37081015600 Browns Summit Guilford NC



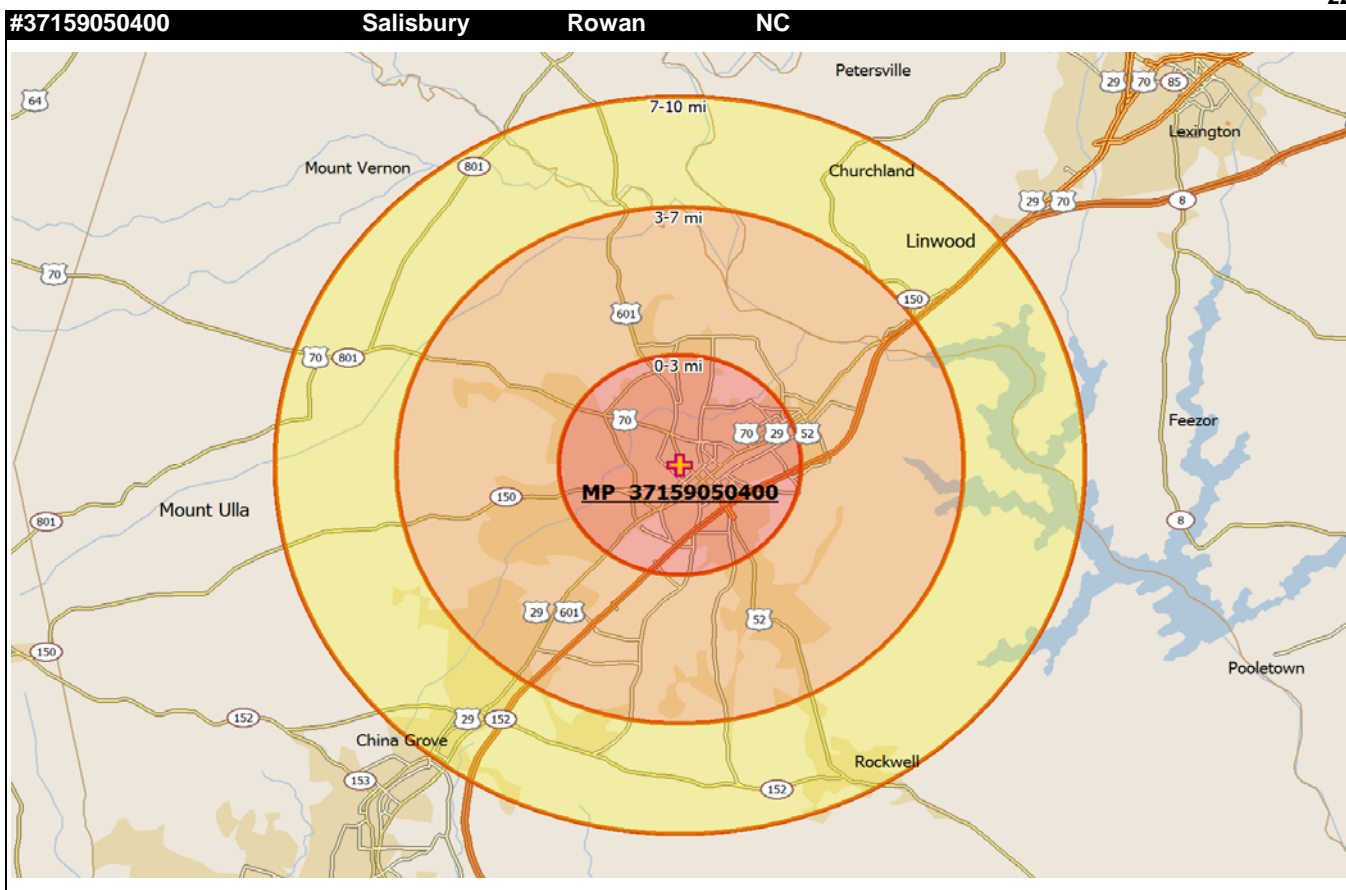
20 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081015600	Total Households in 0-3 mi Band	2356
CT Centroid Latitude	36.22129	Active Evangelical HHLDS	354
CT Centroid Longitude	-79.75339	Active Evangelical PERCENT	15.03%
City Location:	Browns Summit	Unreached HHLDS	1550
County Location:	Guilford	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	341
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	273
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	937
Population Pattern:	#10000-100000-100000	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	31.26%	Low Employment County	FALSE
Working Community	5.57%	Persistent Poverty County	FALSE
Country Community	36.37%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	17.92%	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	8.80	Racial Diversity Index	42.16
Ancestry Diversity Index	56.54	Diversity Composite Index	35.67
Foreign Born Diversity Index	40.18	Population Density Index	8.60

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



21 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37159050400	Total Households in 0-3 mi Band	12634
CT Centroid Latitude	35.67396	Active Evangelical HHLDS	1432
CT Centroid Longitude	-80.47962	Active Evangelical PERCENT	11.34%
City Location:	Salisbury	Unreached HHLDS	8824
County Location:	Rowan	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2736
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1060
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	5156
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

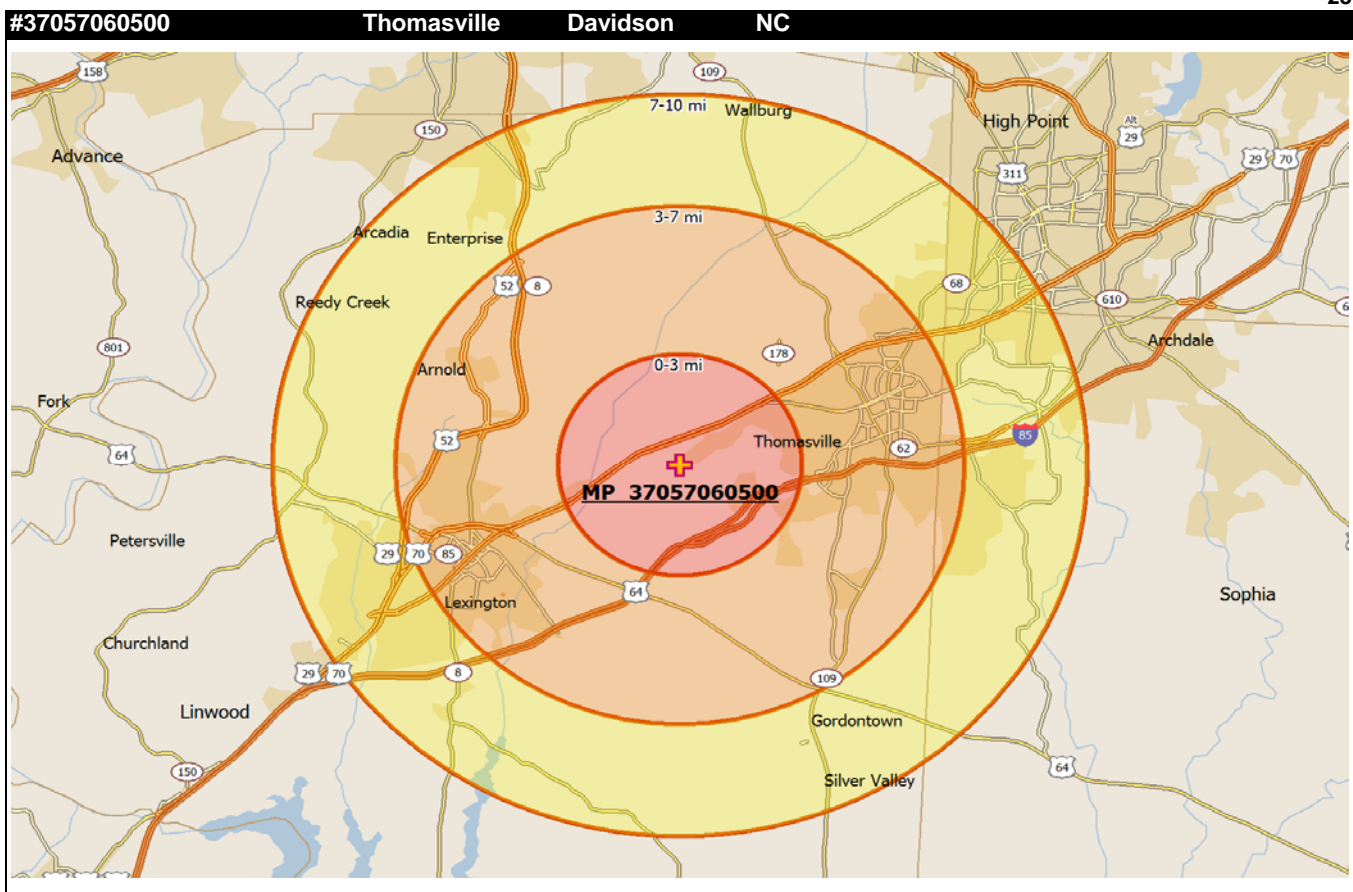
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	16.14%	Low Education County	FALSE
Mainstay Community	8.32%	Low Employment County	FALSE
Working Community	27.55%	Persistent Poverty County	FALSE
Country Community	12.32%	Population Loss County	FALSE
Aspiring Community	2.66%	Nonmetro 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	33.43	Racial Diversity Index	71.28
Ancestry Diversity Index	26.62	Diversity Composite Index	18.58
Foreign Born Diversity Index	28.25	Population Density Index	38.44

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



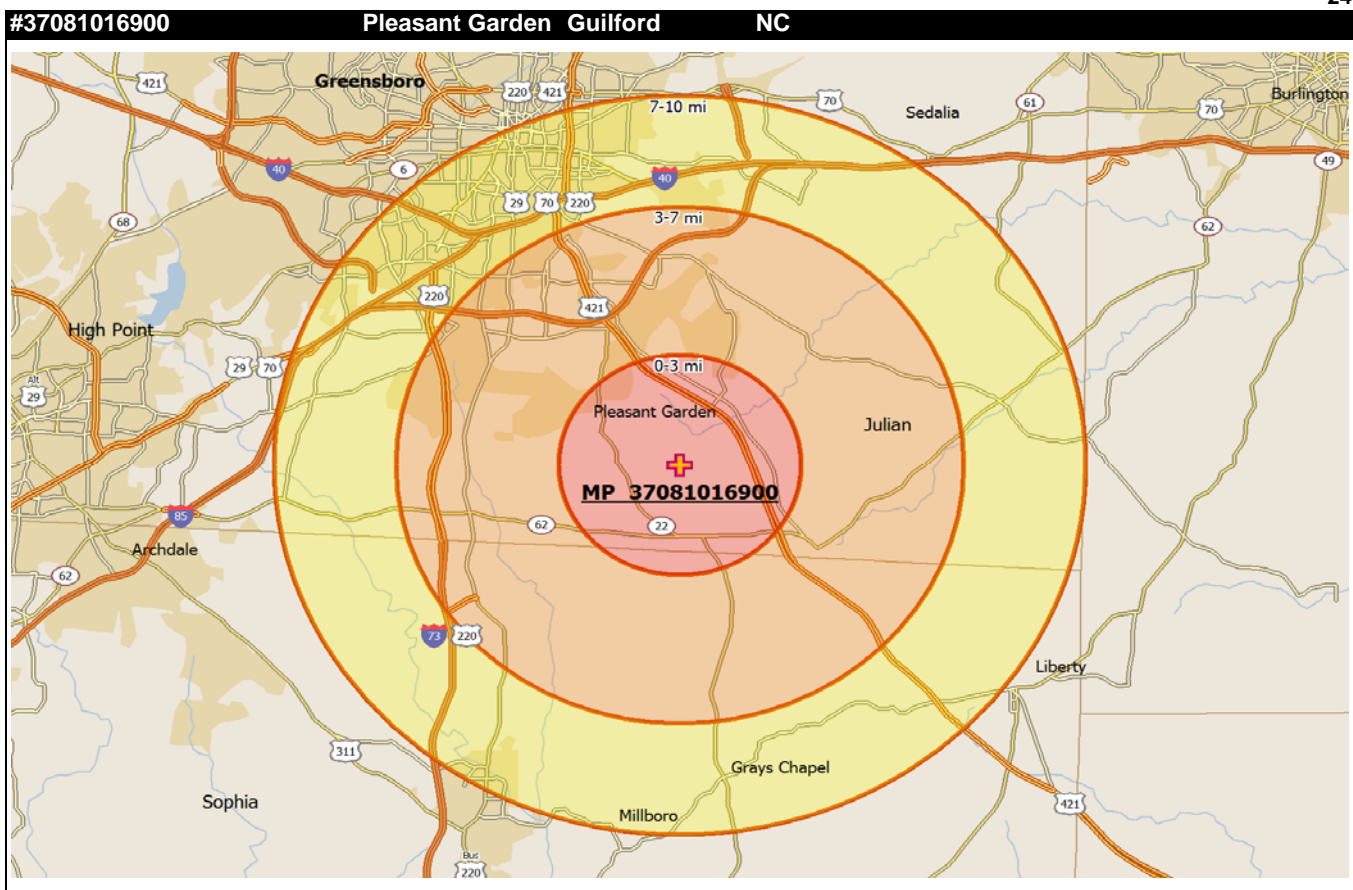
22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37057060500	Total Households in 0-3 mi Band	2577
CT Centroid Latitude	35.85918	Active Evangelical HHLDS	276
CT Centroid Longitude	-80.16257	Active Evangelical PERCENT	10.73%
City Location:	Thomasville	Unreached HHLDS	1591
County Location:	Davidson	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	365
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	230
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	997
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.18%	Low Education County	FALSE
Mainstay Community	6.80%	Low Employment County	FALSE
Working Community	20.64%	Persistent Poverty County	FALSE
Country Community	42.92%	Population Loss County	FALSE
Aspiring Community	1.33%	Nonmetro Recreation County	FALSE
Urban Community	24.12%	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	27.30	Racial Diversity Index	43.55
Ancestry Diversity Index	33.34	Diversity Composite Index	17.86
Foreign Born Diversity Index	23.05	Population Density Index	27.86

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

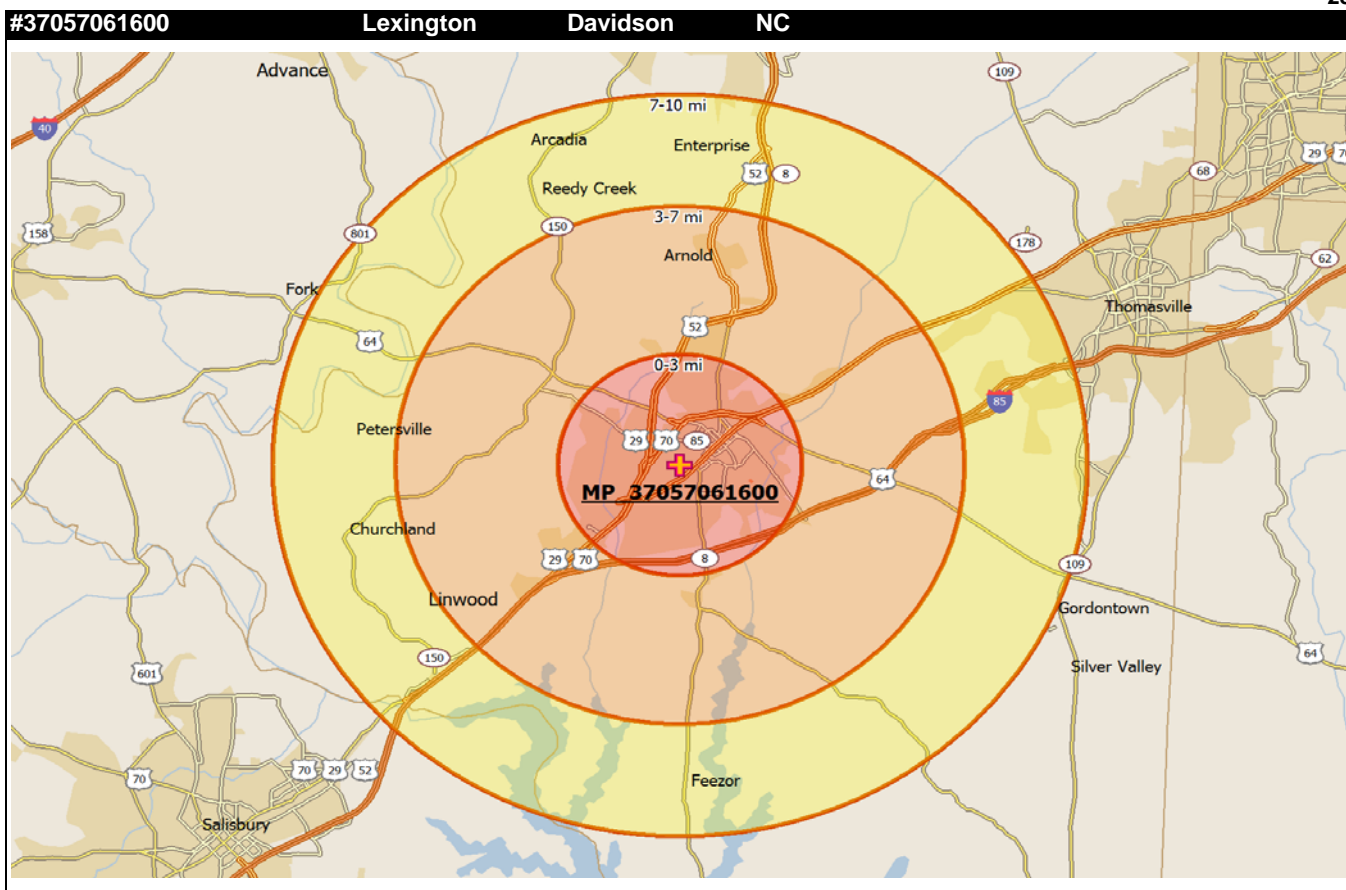


23 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081016900	Total Households in 0-3 mi Band	2360
CT Centroid Latitude	35.94102	Active Evangelical HHLDS	351
CT Centroid Longitude	-79.71803	Active Evangelical PERCENT	14.89%
City Location:	Pleasant Garden	Unreached HHLDS	1559
County Location:	Guilford	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	329
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	272
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	959
Population Pattern:	#10000-50000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.40%	Low Education County	FALSE
Mainstay Community	19.48%	Low Employment County	FALSE
Working Community	5.50%	Persistent Poverty County	FALSE
Country Community	55.84%	Population Loss County	FALSE
Aspiring Community	0.58%	Nonmetro Recreation County	FALSE
Urban Community	7.19%	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	6.42	Racial Diversity Index	33.28
Ancestry Diversity Index	63.30	Diversity Composite Index	37.82
Foreign Born Diversity Index	73.02	Population Density Index	18.13

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



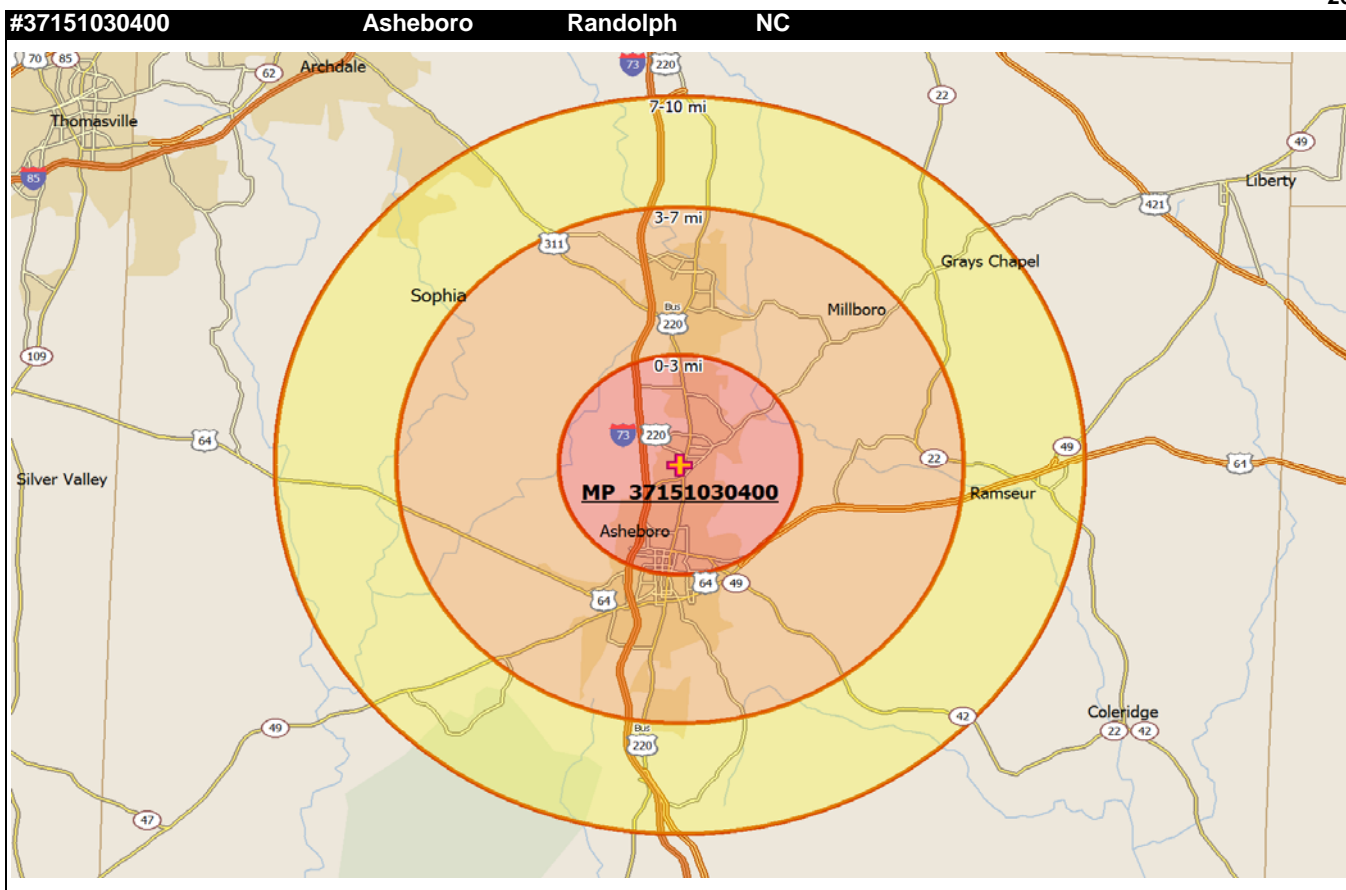
24 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37057061600	Total Households in 0-3 mi Band	9848
CT Centroid Latitude	35.81491	Active Evangelical HHLDS	868
CT Centroid Longitude	-80.2707	Active Evangelical PERCENT	8.81%
City Location:	Lexington	Unreached HHLDS	6759
County Location:	Davidson	Unreached Percent	69%
Sitescap Category code:	2.0	Religious but NOT Evang HHLDS	2003
Sitescap Group code:	2.2	Religious but NOT Evang PERCENT	20%
Sitescap Category:	Townscape	Spiritual but NOT Religious HHLDS	806
Sitescap Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	4057
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	8.58%	Low Education County	FALSE
Mainstay Community	9.58%	Low Employment County	FALSE
Working Community	34.22%	Persistent Poverty County	FALSE
Country Community	21.44%	Population Loss County	FALSE
Aspiring Community	3.21%	Nonmetro Recreation County	FALSE
Urban Community	22.97%	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	56.72	Racial Diversity Index	82.49
Ancestry Diversity Index	21.44	Diversity Composite Index	24.80
Foreign Born Diversity Index	16.29	Population Density Index	33.27

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



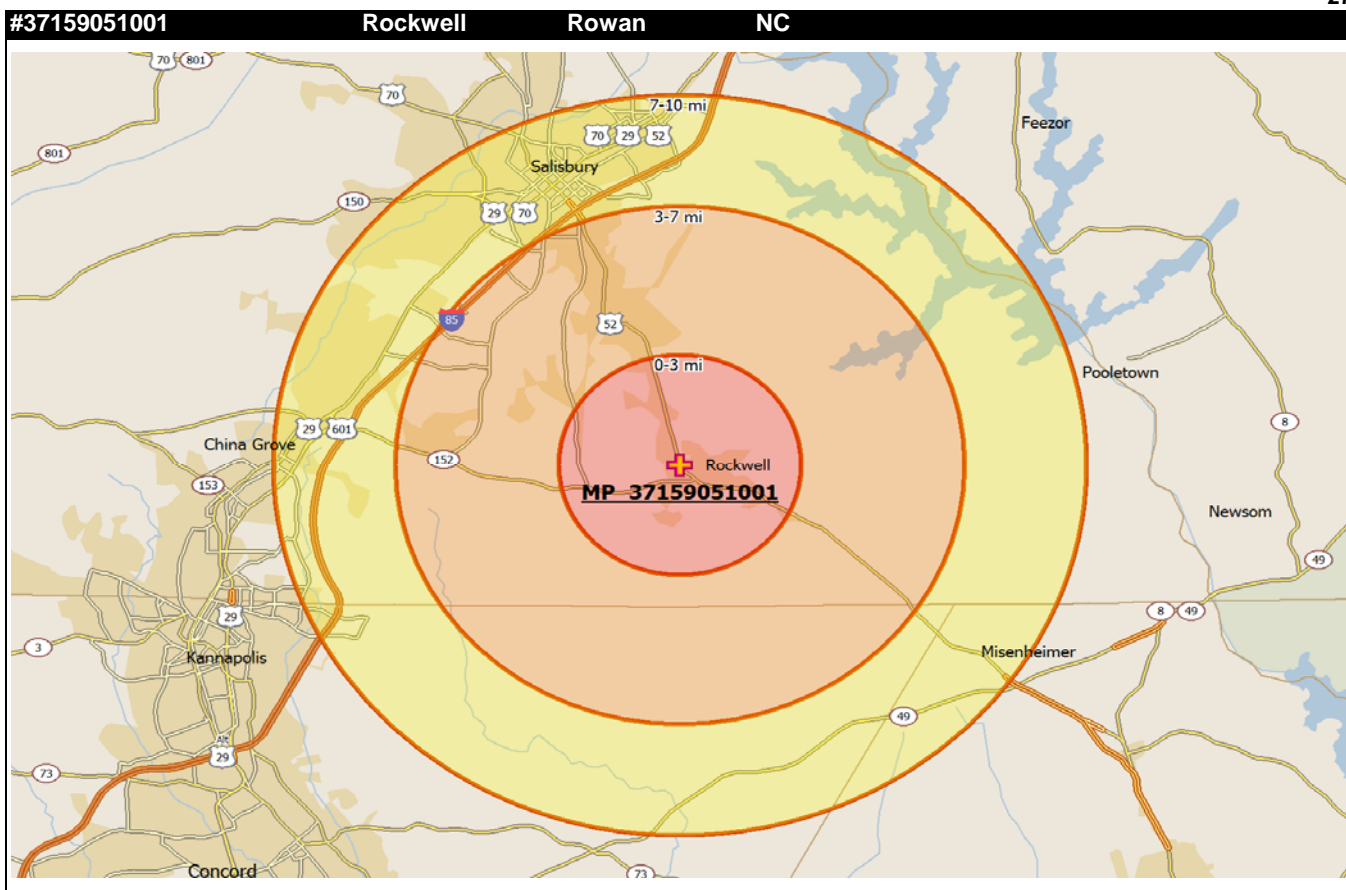
25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37151030400	Total Households in 0-3 mi Band	8640
CT Centroid Latitude	35.74173	Active Evangelical HHLDS	792
CT Centroid Longitude	-79.80964	Active Evangelical PERCENT	9.17%
City Location:	Asheboro	Unreached HHLDS	5820
County Location:	Randolph	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1415
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	821
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3615
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	10.15%	Low Education County	FALSE
Mainstay Community	9.60%	Low Employment County	FALSE
Working Community	48.99%	Persistent Poverty County	FALSE
Country Community	13.60%	Population Loss County	FALSE
Aspiring Community	1.58%	Nonmetro Recreation County	FALSE
Urban Community	16.08%	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	68.12	Racial Diversity Index	71.70
Ancestry Diversity Index	31.08	Diversity Composite Index	23.22
Foreign Born Diversity Index	4.48	Population Density Index	31.98

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



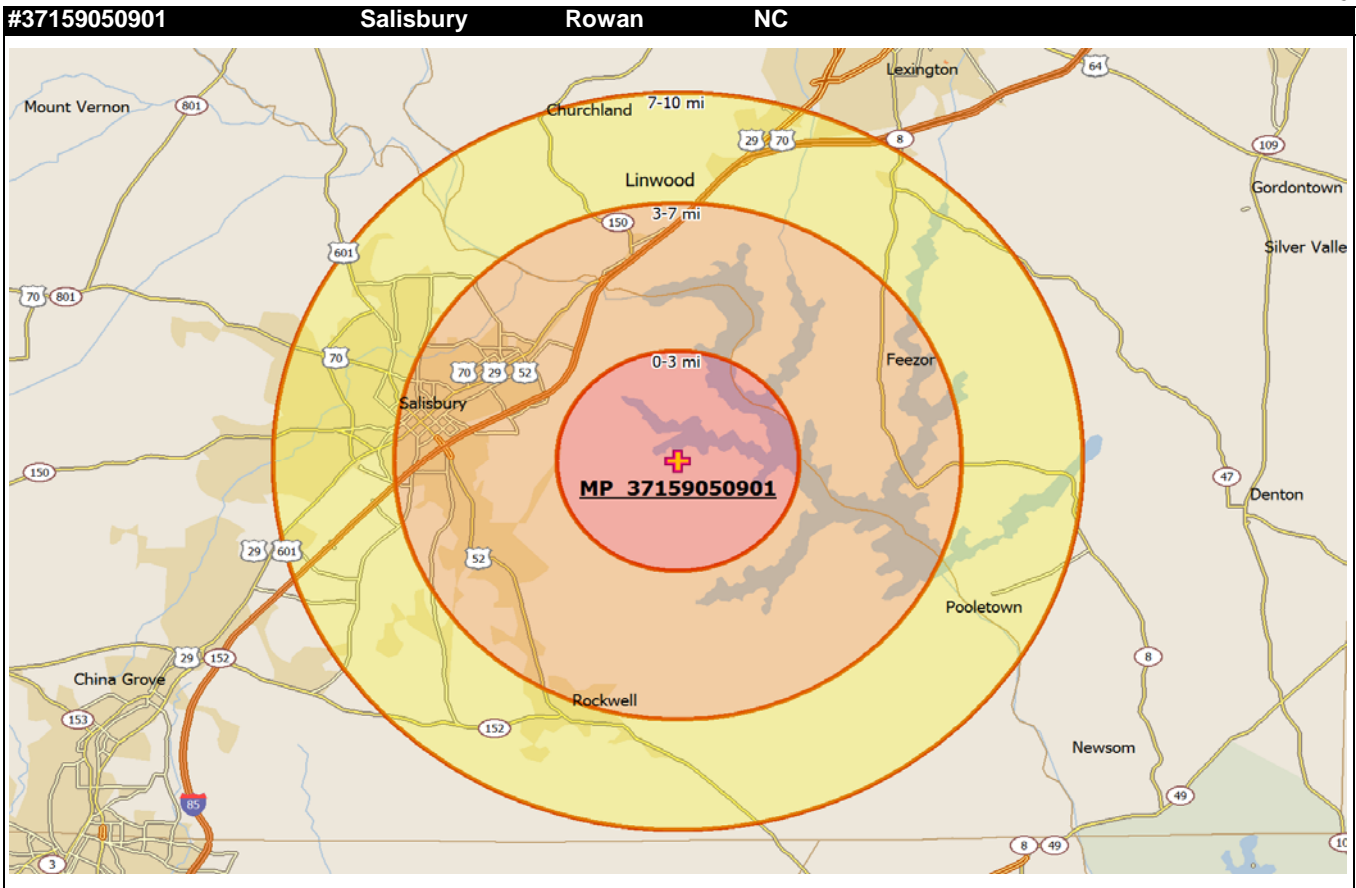
26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37159051001	Total Households in 0-3 mi Band	3941
CT Centroid Latitude	35.55762	Active Evangelical HHLDS	535
CT Centroid Longitude	-80.41426	Active Evangelical PERCENT	13.58%
City Location:	Rockwell	Unreached HHLDS	2510
County Location:	Rowan	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	465
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	484
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1562
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	8.28%	Low Education County	FALSE
Mainstay Community	3.29%	Low Employment County	FALSE
Working Community	7.63%	Persistent Poverty County	FALSE
Country Community	71.68%	Population Loss County	FALSE
Aspiring Community	0.21%	Nonmetro Recreation County	FALSE
Urban Community	8.91%	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	7.36	Racial Diversity Index	10.19
Ancestry Diversity Index	44.42	Diversity Composite Index	8.71
Foreign Born Diversity Index	29.14	Population Density Index	22.74

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



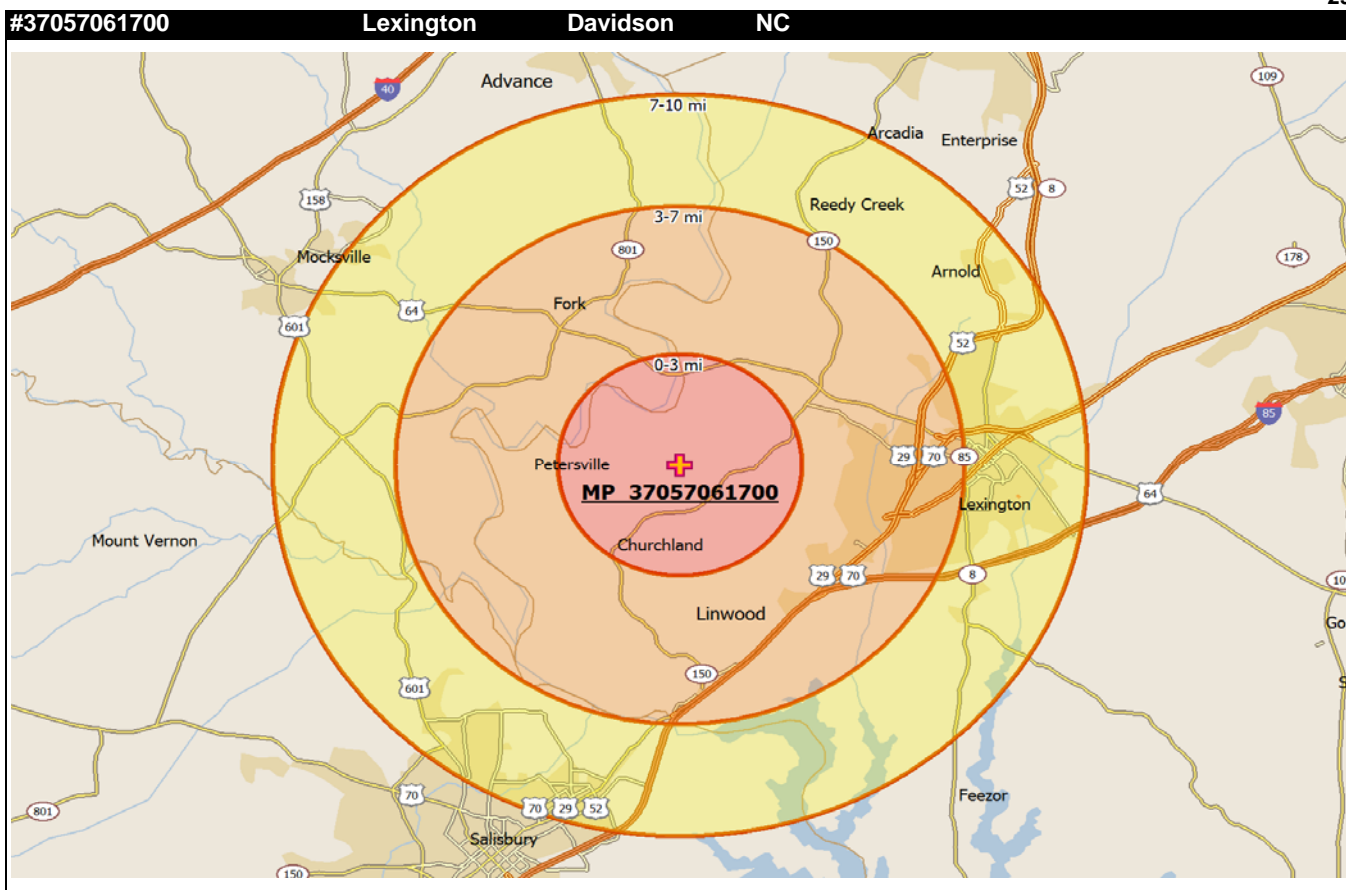
27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37159050901	Total Households in 0-3 mi Band	1623
CT Centroid Latitude	35.65156	Active Evangelical HHLDS	232
CT Centroid Longitude	-80.35697	Active Evangelical PERCENT	14.29%
City Location:	Salisbury	Unreached HHLDS	1005
County Location:	Rowan	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	206
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	170
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	630
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	23.71%	Low Education County	FALSE
Mainstay Community	17.44%	Low Employment County	FALSE
Working Community	4.45%	Persistent Poverty County	FALSE
Country Community	54.12%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	0.28%	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	9.71	Racial Diversity Index	17.83
Ancestry Diversity Index	61.15	Diversity Composite Index	16.50
Foreign Born Diversity Index	39.50	Population Density Index	14.08

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



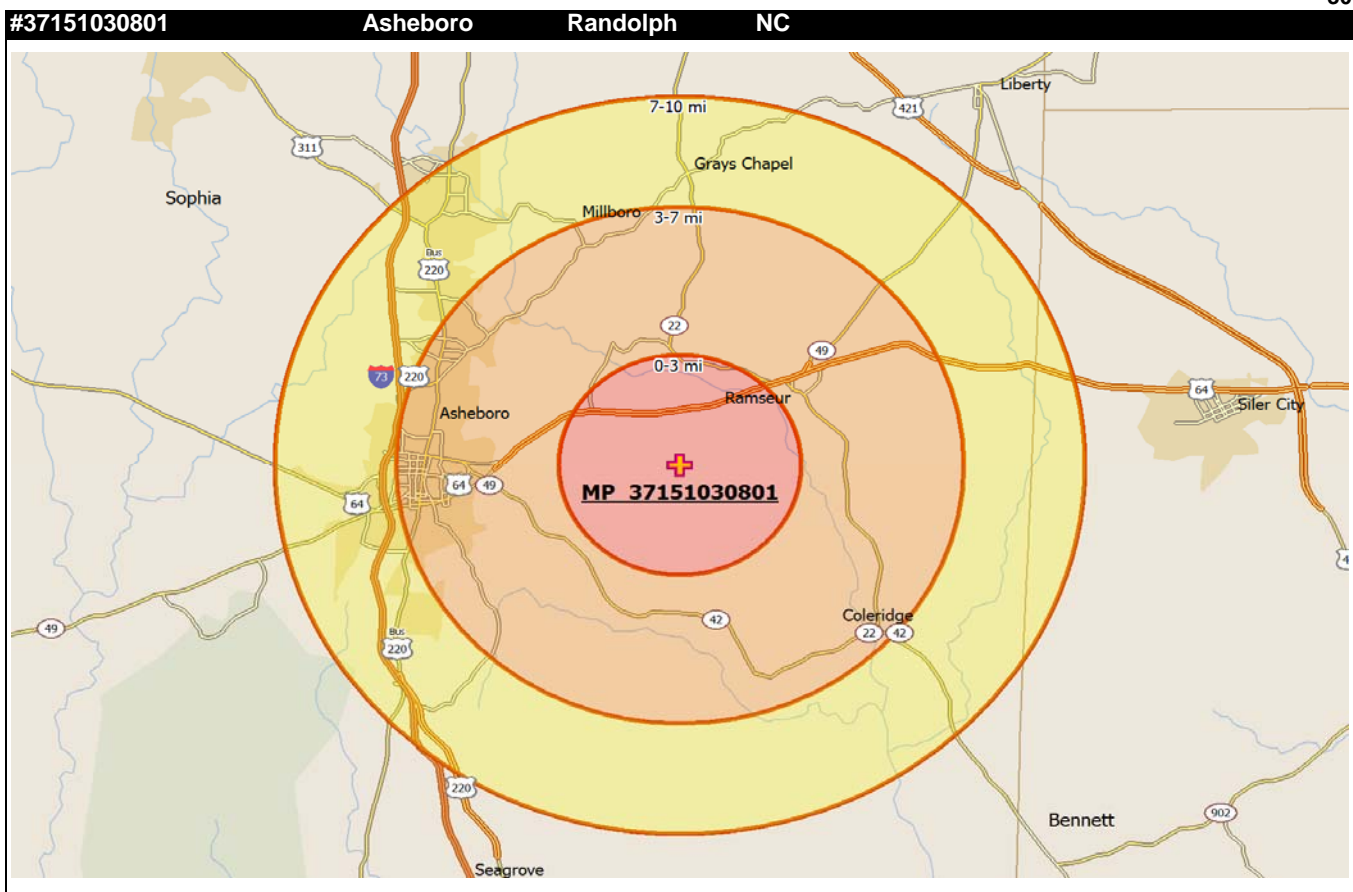
28 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37057061700	Total Households in 0-3 mi Band	2028
CT Centroid Latitude	35.8209	Active Evangelical HHLDS	221
CT Centroid Longitude	-80.3873	Active Evangelical PERCENT	10.91%
City Location:	Lexington	Unreached HHLDS	1241
County Location:	Davidson	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	234
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	230
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	777
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.12%	Low Education County	FALSE
Mainstay Community	9.97%	Low Employment County	FALSE
Working Community	1.15%	Persistent Poverty County	FALSE
Country Community	75.19%	Population Loss County	FALSE
Aspiring Community	0.79%	Nonmetro Recreation County	FALSE
Urban Community	0.78%	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	16.27	Racial Diversity Index	14.08
Ancestry Diversity Index	49.79	Diversity Composite Index	15.40
Foreign Born Diversity Index	31.01	Population Density Index	23.67

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



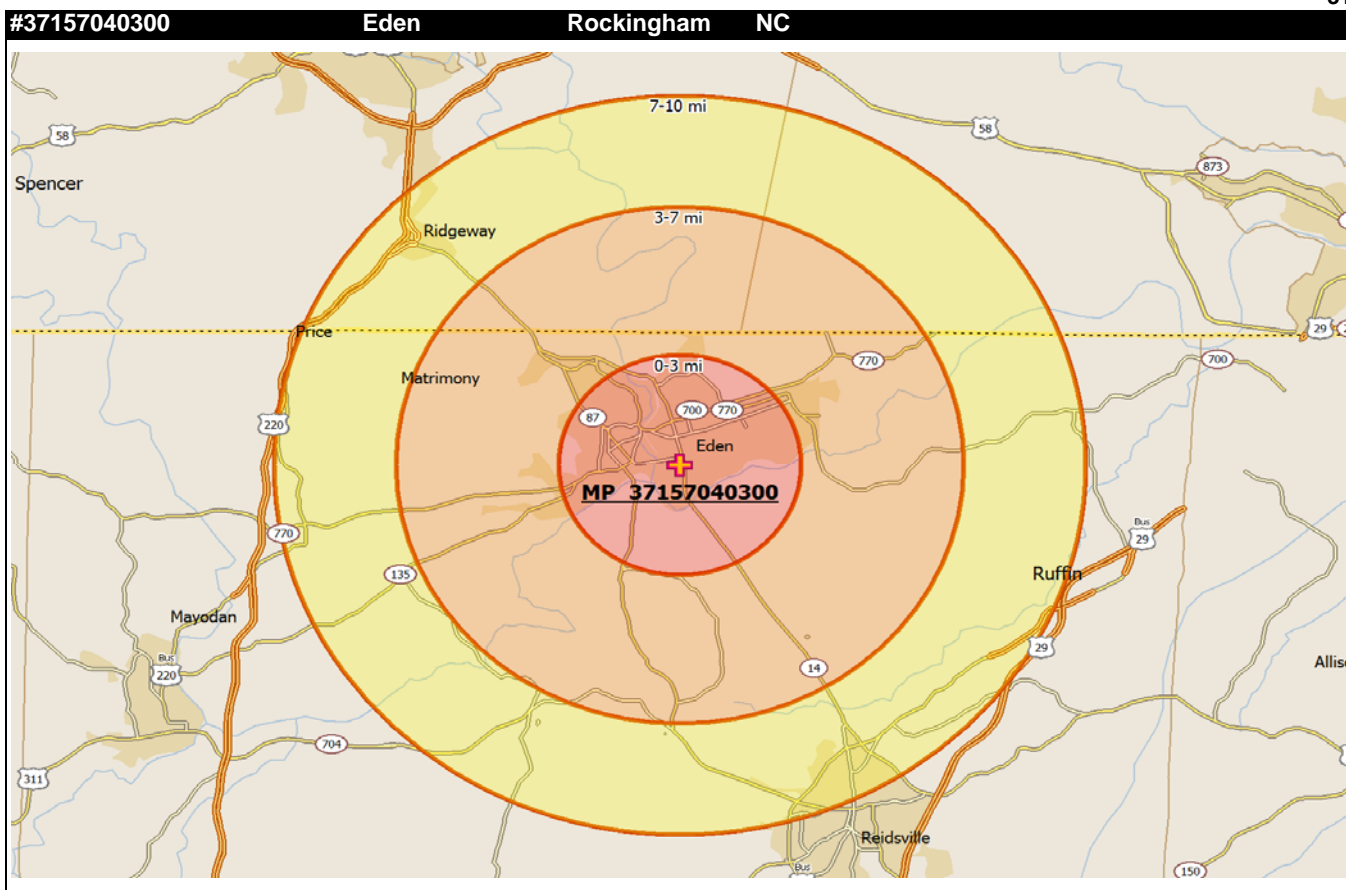
29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37151030801	Total Households in 0-3 mi Band	2530
CT Centroid Latitude	35.70378	Active Evangelical HHLDS	265
CT Centroid Longitude	-79.70195	Active Evangelical PERCENT	10.49%
City Location:	Asheboro	Unreached HHLDS	1583
County Location:	Randolph	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	377
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	243
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	962
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	2.06%	Low Education County	FALSE
Mainstay Community	9.43%	Low Employment County	FALSE
Working Community	4.38%	Persistent Poverty County	FALSE
Country Community	82.95%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	1.18%	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	12.19	Racial Diversity Index	24.02
Ancestry Diversity Index	68.18	Diversity Composite Index	14.29
Foreign Born Diversity Index	7.02	Population Density Index	16.15

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



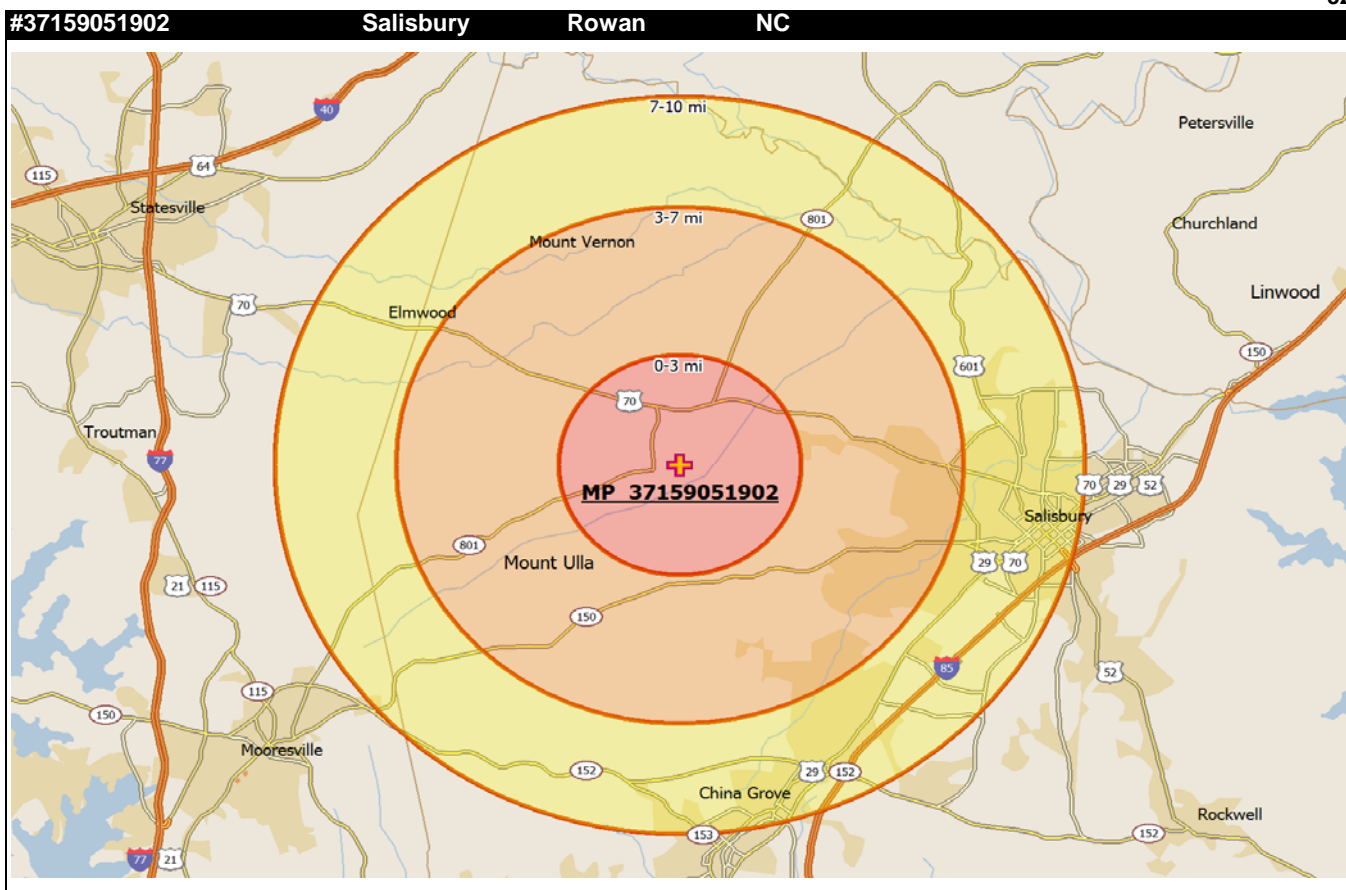
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37157040300	Total Households in 0-3 mi Band	6645
CT Centroid Latitude	36.48971	Active Evangelical HHLDS	905
CT Centroid Longitude	-79.74128	Active Evangelical PERCENT	13.62%
City Location:	Eden	Unreached HHLDS	4575
County Location:	Rockingham	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1207
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	677
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2716
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	5.16%	Low Education County	FALSE
Mainstay Community	4.73%	Low Employment County	FALSE
Working Community	42.39%	Persistent Poverty County	FALSE
Country Community	25.93%	Population Loss County	FALSE
Aspiring Community	0.54%	Nonmetro Recreation County	FALSE
Urban Community	21.24%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.16	Racial Diversity Index	47.00
Ancestry Diversity Index	34.97	Diversity Composite Index	12.87
Foreign Born Diversity Index	18.27	Population Density Index	28.30

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



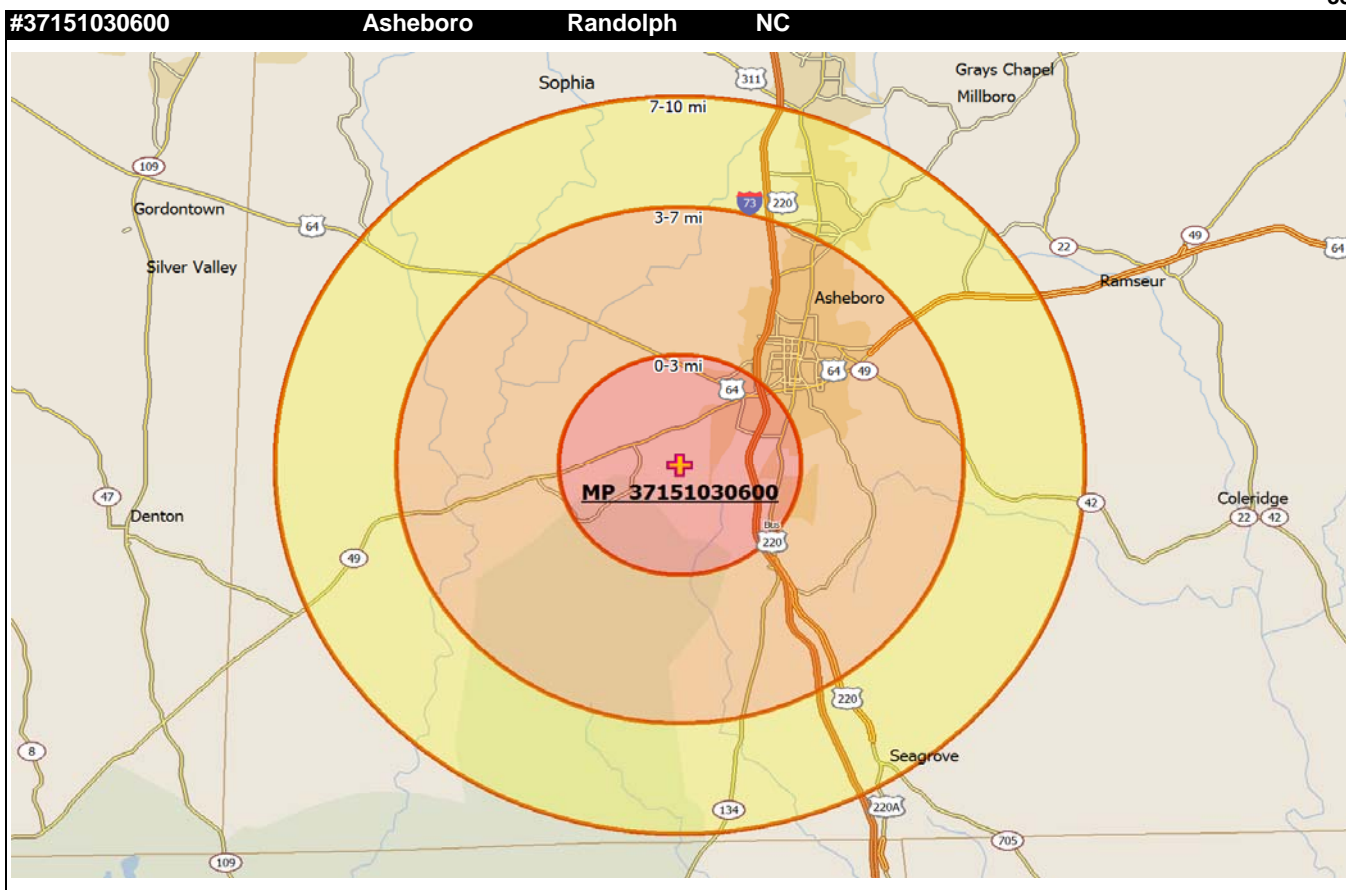
31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37159051902	Total Households in 0-3 mi Band	1071
CT Centroid Latitude	35.69453	Active Evangelical HHLDS	141
CT Centroid Longitude	-80.63008	Active Evangelical PERCENT	13.20%
City Location:	Salisbury	Unreached HHLDS	693
County Location:	Rowan	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	139
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	129
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	424
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	4.76%	Low Education County	FALSE
Mainstay Community	11.07%	Low Employment County	FALSE
Working Community	2.34%	Persistent Poverty County	FALSE
Country Community	71.63%	Population Loss County	FALSE
Aspiring Community	0.51%	Nonmetro Recreation County	FALSE
Urban Community	9.69%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	2.01	Racial Diversity Index	36.64
Ancestry Diversity Index	65.58	Diversity Composite Index	15.98
Foreign Born Diversity Index	19.46	Population Density Index	8.79

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



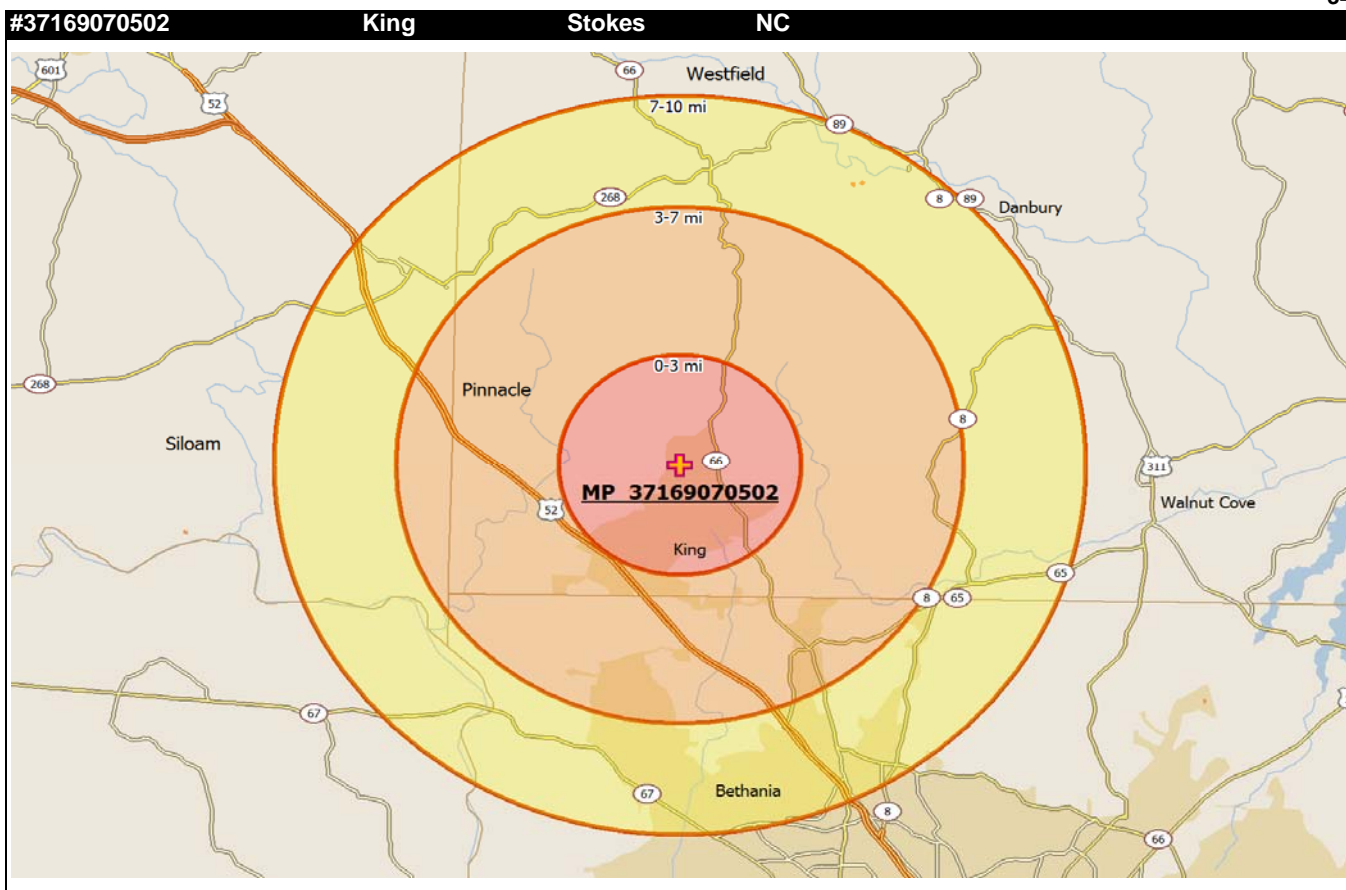
32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37151030600	Total Households in 0-3 mi Band	2871
CT Centroid Latitude	35.6582	Active Evangelical HHLDS	267
CT Centroid Longitude	-79.86608	Active Evangelical PERCENT	9.31%
City Location:	Asheboro	Unreached HHLDS	1921
County Location:	Randolph	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	413
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	336
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	1172
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.47%	Low Education County	FALSE
Mainstay Community	14.16%	Low Employment County	FALSE
Working Community	13.28%	Persistent Poverty County	FALSE
Country Community	59.66%	Population Loss County	FALSE
Aspiring Community	0.08%	Nonmetro Recreation County	FALSE
Urban Community	4.36%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.17	Racial Diversity Index	24.29
Ancestry Diversity Index	72.41	Diversity Composite Index	16.87
Foreign Born Diversity Index	5.48	Population Density Index	17.43

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



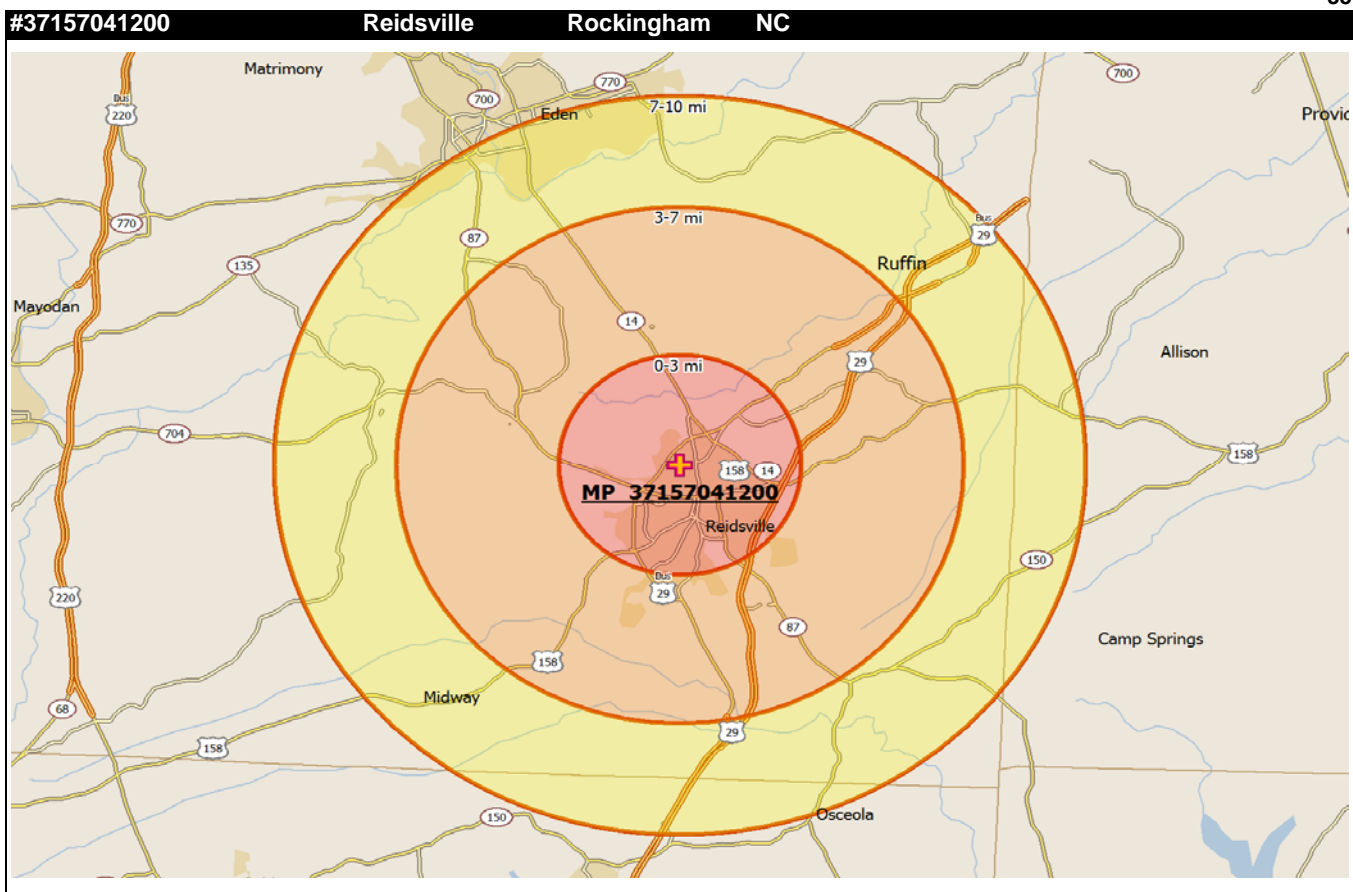
33 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37169070502	Total Households in 0-3 mi Band	4354
CT Centroid Latitude	36.31224	Active Evangelical HHLDS	615
CT Centroid Longitude	-80.34967	Active Evangelical PERCENT	14.13%
City Location:	King	Unreached HHLDS	2840
County Location:	Stokes	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	465
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	623
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1753
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	23.08%	Low Education County	FALSE
Mainstay Community	19.33%	Low Employment County	FALSE
Working Community	4.10%	Persistent Poverty County	FALSE
Country Community	50.25%	Population Loss County	FALSE
Aspiring Community	0.35%	Nonmetro Recreation County	FALSE
Urban Community	2.88%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	9.10	Racial Diversity Index	11.32
Ancestry Diversity Index	76.23	Diversity Composite Index	18.64
Foreign Born Diversity Index	41.56	Population Density Index	22.79

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



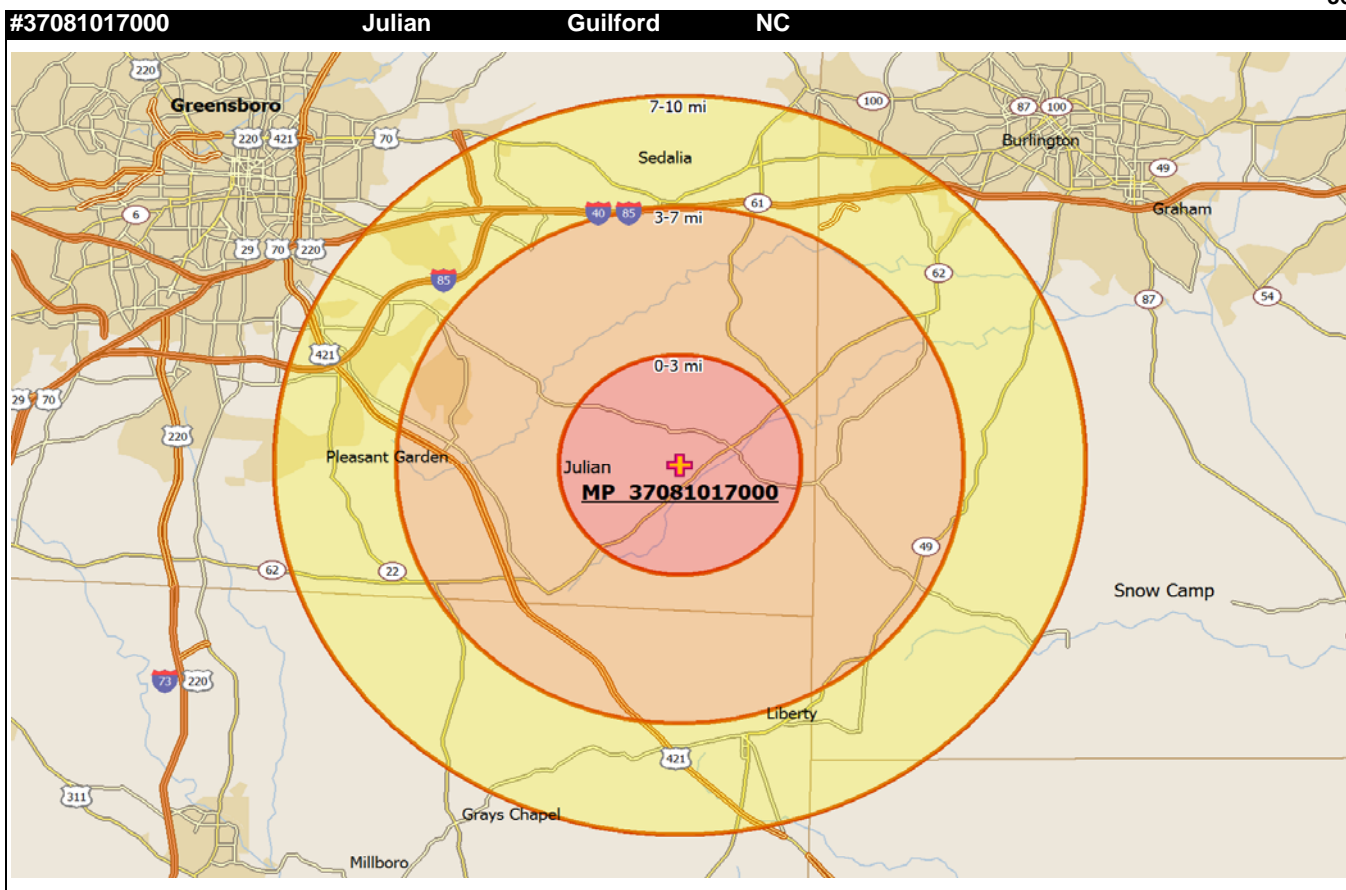
34 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37157041200	Total Households in 0-3 mi Band	6864
CT Centroid Latitude	36.3679	Active Evangelical HHLDS	978
CT Centroid Longitude	-79.67259	Active Evangelical PERCENT	14.24%
City Location:	Reidsville	Unreached HHLDS	4630
County Location:	Rockingham	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1467
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	453
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2821
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	3.33%	Low Education County	FALSE
Mainstay Community	13.17%	Low Employment County	FALSE
Working Community	26.71%	Persistent Poverty County	FALSE
Country Community	27.04%	Population Loss County	FALSE
Aspiring Community	1.11%	Nonmetro Recreation County	FALSE
Urban Community	28.64%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	26.56	Racial Diversity Index	63.72
Ancestry Diversity Index	22.47	Diversity Composite Index	12.18
Foreign Born Diversity Index	12.21	Population Density Index	26.15

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



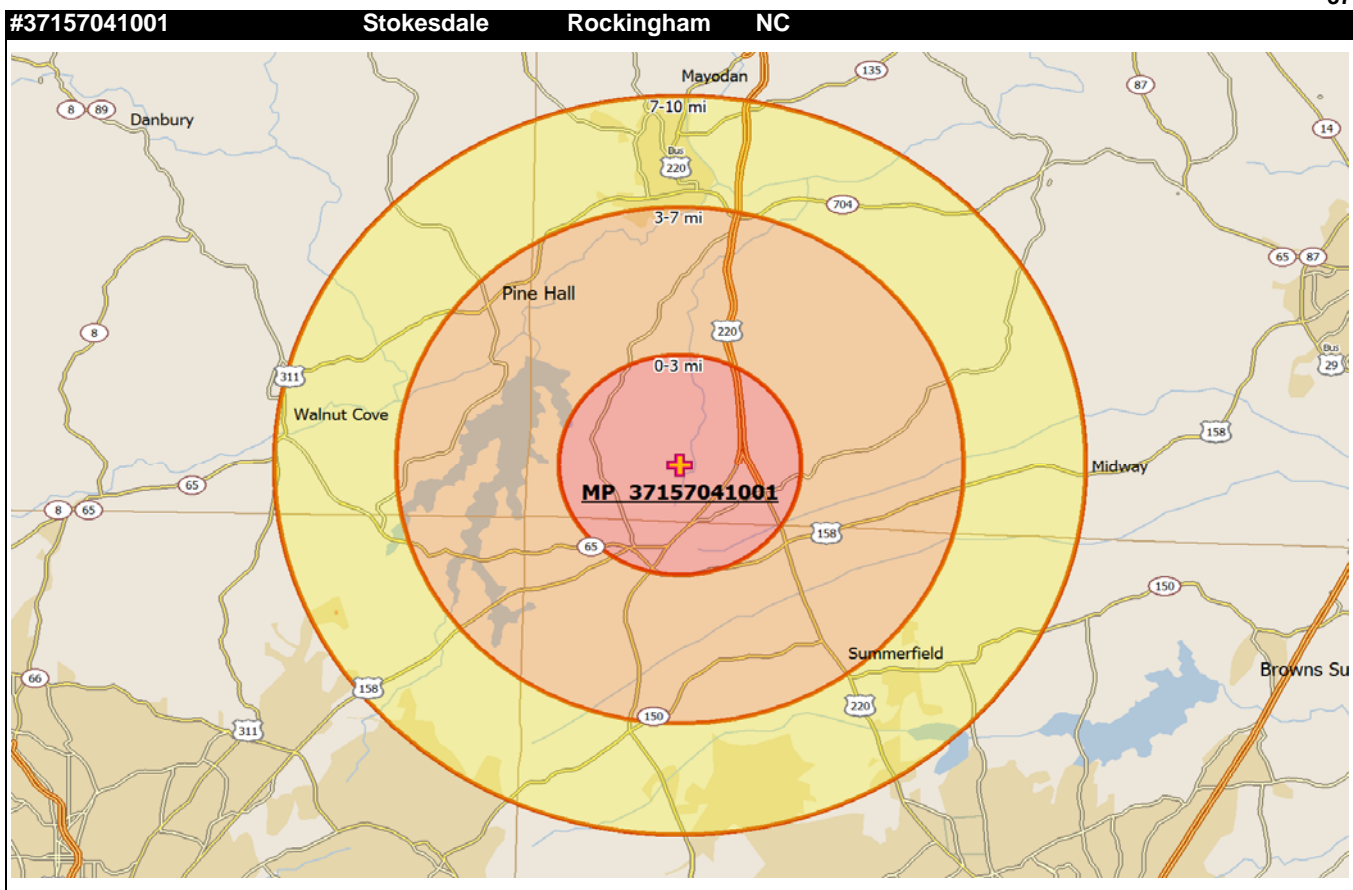
35 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081017000	Total Households in 0-3 mi Band	1110
CT Centroid Latitude	35.95905	Active Evangelical HHLDS	174
CT Centroid Longitude	-79.6	Active Evangelical PERCENT	15.71%
City Location:	Julian	Unreached HHLDS	711
County Location:	Guilford	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	120
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	144
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	447
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	5.19%	Low Education County	FALSE
Mainstay Community	13.13%	Low Employment County	FALSE
Working Community	6.69%	Persistent Poverty County	FALSE
Country Community	65.16%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	9.84%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	2.10	Racial Diversity Index	24.45
Ancestry Diversity Index	74.17	Diversity Composite Index	13.58
Foreign Born Diversity Index	13.03	Population Density Index	14.39

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



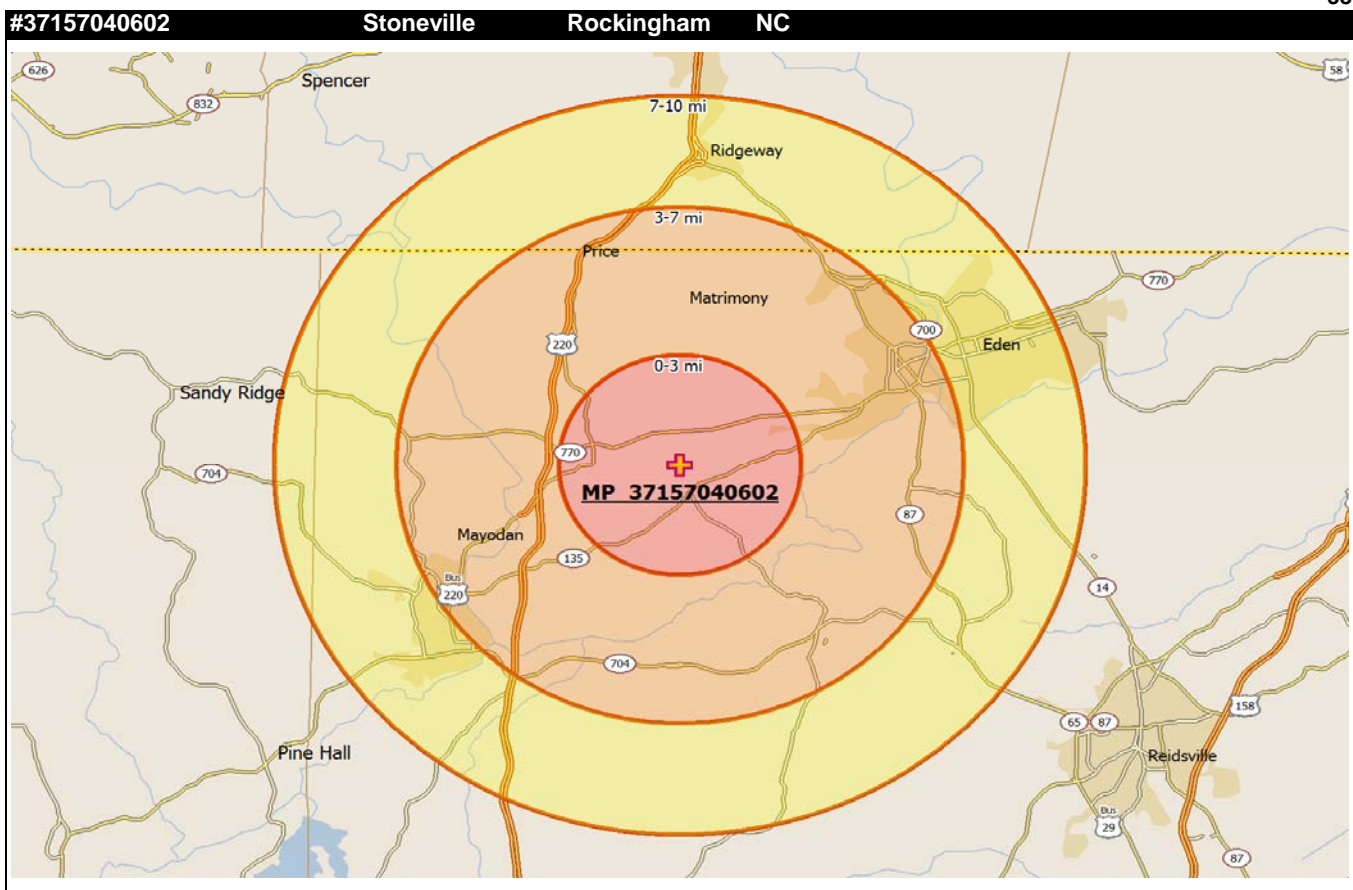
36 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37157041001	Total Households in 0-3 mi Band	2042
CT Centroid Latitude	36.27767	Active Evangelical HHLDS	331
CT Centroid Longitude	-79.96706	Active Evangelical PERCENT	16.22%
City Location:	Stokesdale	Unreached HHLDS	1286
County Location:	Rockingham	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	205
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	10%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	277
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	804
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	3.63%	Low Education County	FALSE
Mainstay Community	24.04%	Low Employment County	FALSE
Working Community	0.22%	Persistent Poverty County	FALSE
Country Community	66.75%	Population Loss County	FALSE
Aspiring Community	0.26%	Nonmetro Recreation County	FALSE
Urban Community	5.11%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	28.99	Racial Diversity Index	31.87
Ancestry Diversity Index	67.52	Diversity Composite Index	25.03
Foreign Born Diversity Index	32.67	Population Density Index	14.48

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



37 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37157040602	Total Households in 0-3 mi Band	2010
CT Centroid Latitude	36.45814	Active Evangelical HHLDS	320
CT Centroid Longitude	-79.86829	Active Evangelical PERCENT	15.93%
City Location:	Stoneville	Unreached HHLDS	1277
County Location:	Rockingham	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	272
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	223
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	783
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

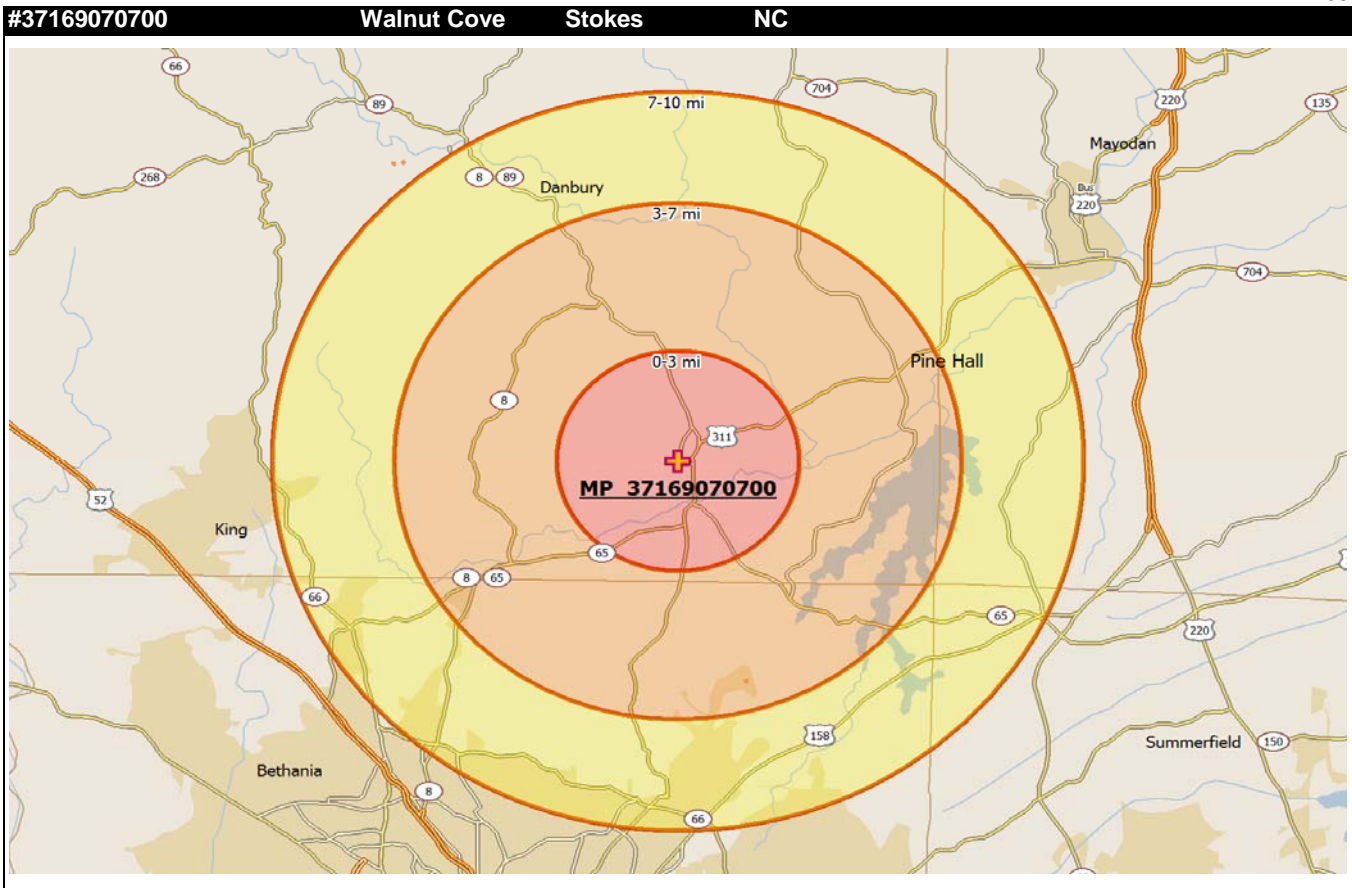
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.90%	Low Education County	FALSE
Mainstay Community	3.91%	Low Employment County	FALSE
Working Community	0.17%	Persistent Poverty County	FALSE
Country Community	62.57%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	17.44%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	41.87	Racial Diversity Index	56.22
Ancestry Diversity Index	31.81	Diversity Composite Index	13.83
Foreign Born Diversity Index	3.46	Population Density Index	16.38

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



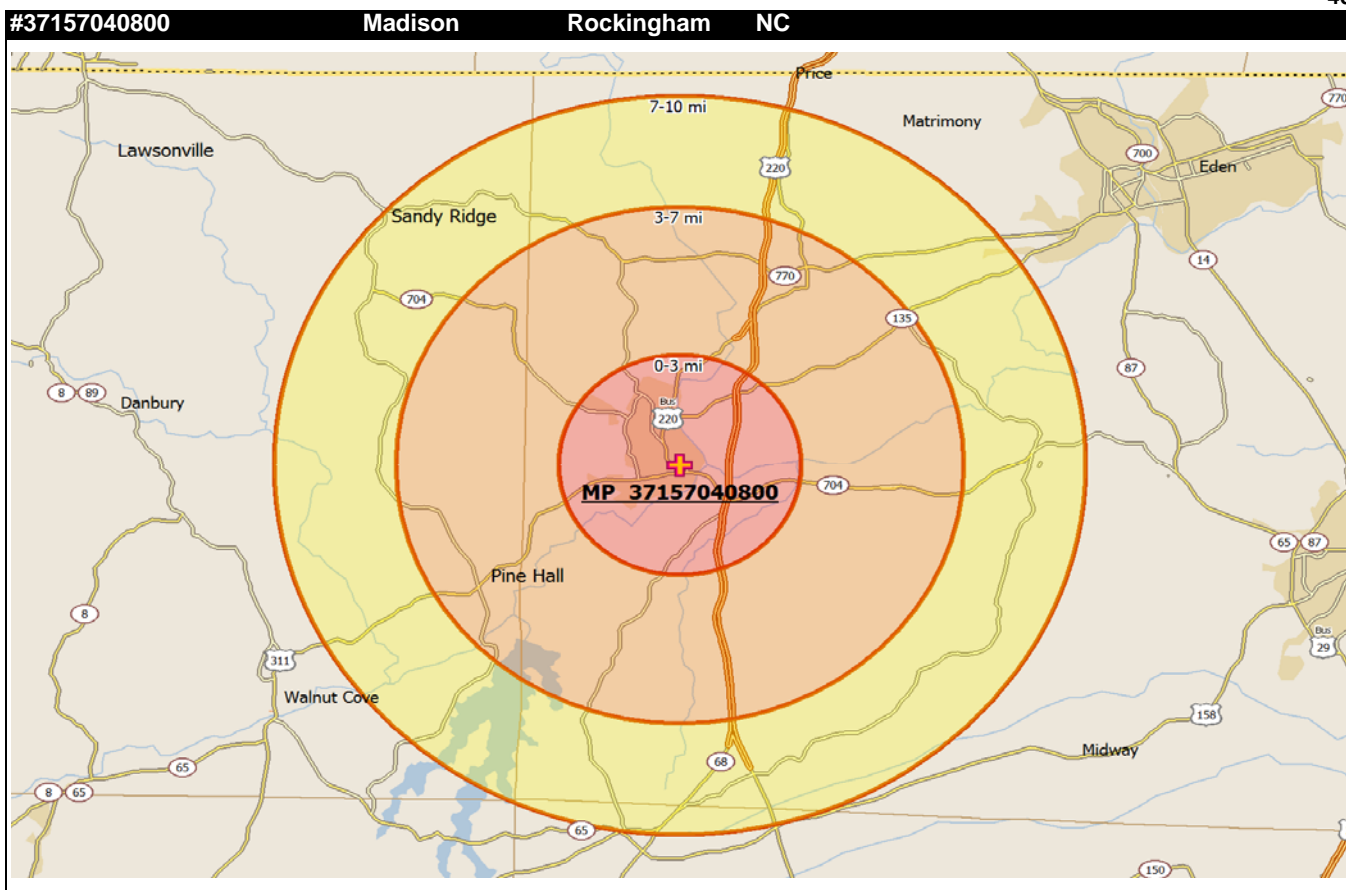
38 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37169070700	Total Households in 0-3 mi Band	1842
CT Centroid Latitude	36.30579	Active Evangelical HHLDS	289
CT Centroid Longitude	-80.14824	Active Evangelical PERCENT	15.66%
City Location:	Walnut Cove	Unreached HHLDS	1132
County Location:	Stokes	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	240
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	188
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	706
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	2.69%	Low Education County	FALSE
Mainstay Community	7.80%	Low Employment County	FALSE
Working Community	3.59%	Persistent Poverty County	FALSE
Country Community	70.28%	Population Loss County	FALSE
Aspiring Community	0.06%	Nonmetro Recreation County	FALSE
Urban Community	15.59%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	7.83	Racial Diversity Index	42.79
Ancestry Diversity Index	38.80	Diversity Composite Index	16.07
Foreign Born Diversity Index	43.27	Population Density Index	14.98

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



39 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37157040800	Total Households in 0-3 mi Band	3195
CT Centroid Latitude	36.38854	Active Evangelical HHLDS	446
CT Centroid Longitude	-79.96276	Active Evangelical PERCENT	13.97%
City Location:	Madison	Unreached HHLDS	2170
County Location:	Rockingham	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	637
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	274
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1273
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

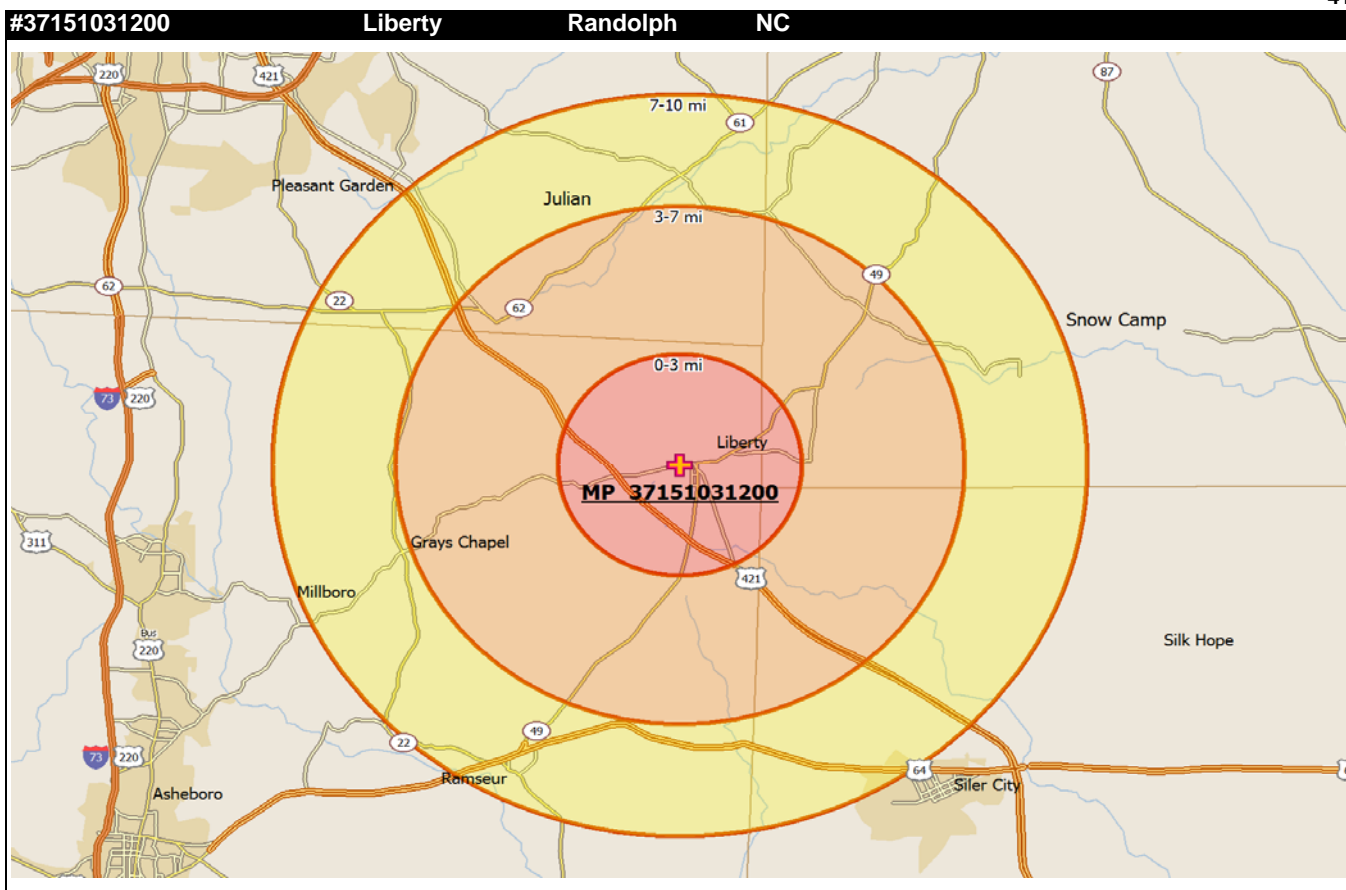
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.71%	Low Education County	FALSE
Mainstay Community	5.19%	Low Employment County	FALSE
Working Community	44.26%	Persistent Poverty County	FALSE
Country Community	31.91%	Population Loss County	FALSE
Aspiring Community	0.17%	Nonmetro Recreation County	FALSE
Urban Community	12.77%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	17.56	Racial Diversity Index	46.70
Ancestry Diversity Index	36.91	Diversity Composite Index	11.16
Foreign Born Diversity Index	12.91	Population Density Index	18.39

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



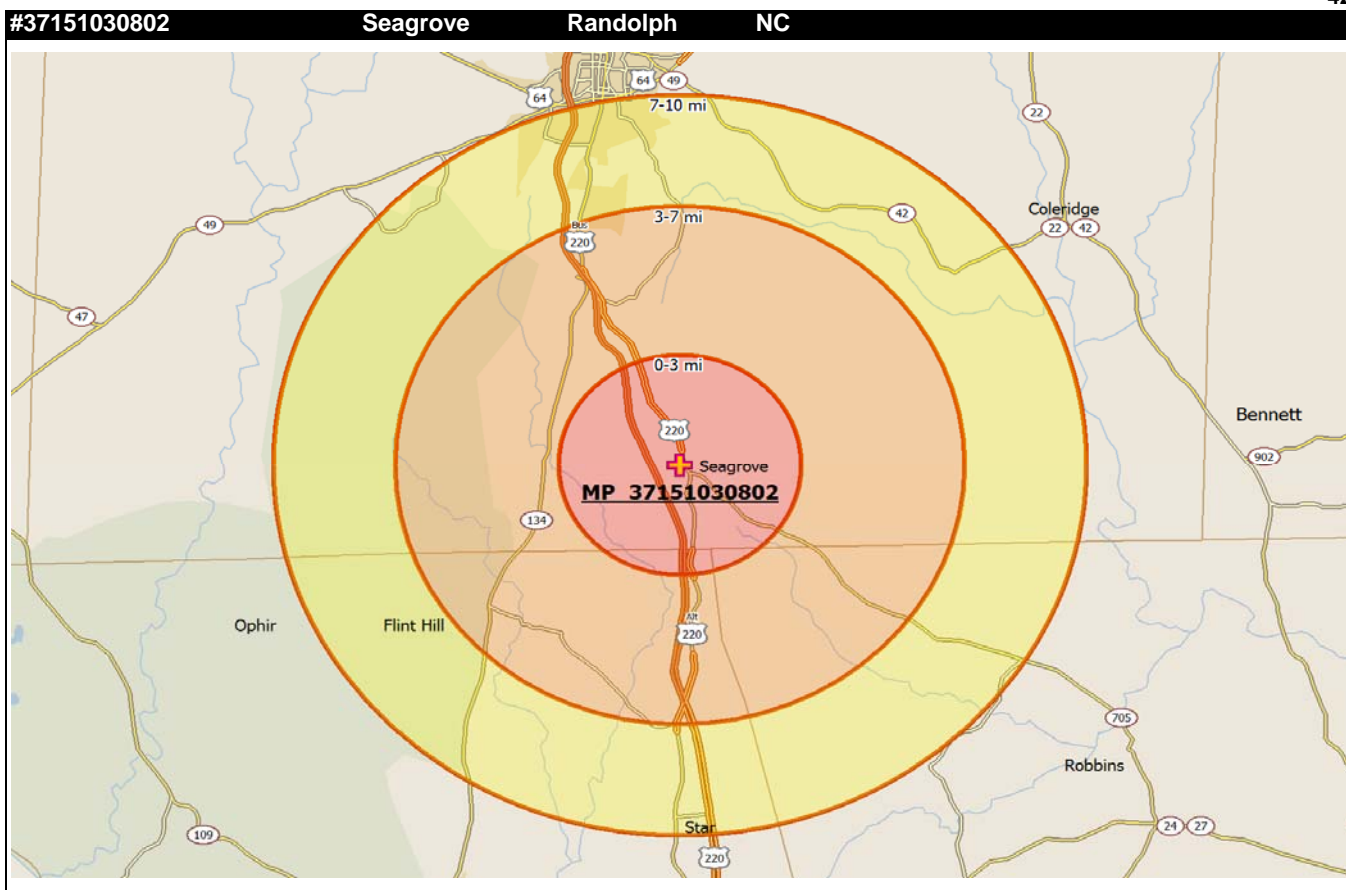
40 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37151031200	Total Households in 0-3 mi Band	1892
CT Centroid Latitude	35.85267	Active Evangelical HHLDS	184
CT Centroid Longitude	-79.5778	Active Evangelical PERCENT	9.70%
City Location:	Liberty	Unreached HHLDS	1239
County Location:	Randolph	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	296
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	190
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	757
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	4.93%	Low Education County	FALSE
Mainstay Community	12.28%	Low Employment County	FALSE
Working Community	24.50%	Persistent Poverty County	FALSE
Country Community	43.54%	Population Loss County	FALSE
Aspiring Community	5.98%	Nonmetro Recreation County	FALSE
Urban Community	8.76%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	48.65	Racial Diversity Index	53.52
Ancestry Diversity Index	36.88	Diversity Composite Index	18.71
Foreign Born Diversity Index	3.90	Population Density Index	15.90

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



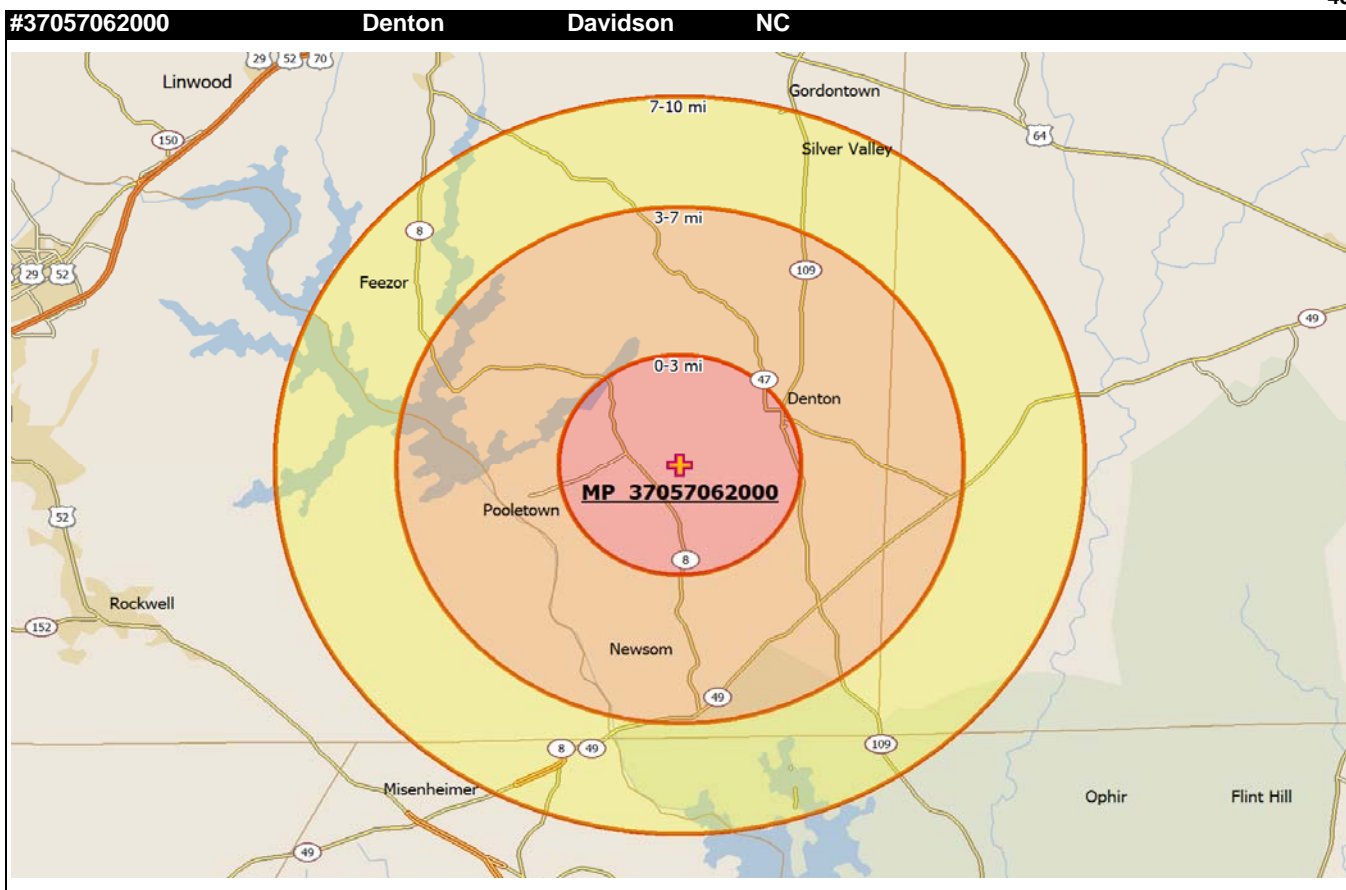
41 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37151030802	Total Households in 0-3 mi Band	1089
CT Centroid Latitude	35.5444	Active Evangelical HHLDS	136
CT Centroid Longitude	-79.78242	Active Evangelical PERCENT	12.46%
City Location:	Seagrove	Unreached HHLDS	607
County Location:	Randolph	Unreached Percent	56%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	123
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	73
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	412
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	6.07%	Low Education County	FALSE
Mainstay Community	5.76%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	85.62%	Population Loss County	FALSE
Aspiring Community	0.08%	Nonmetro Recreation County	FALSE
Urban Community	2.48%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	20.41	Racial Diversity Index	25.50
Ancestry Diversity Index	62.03	Diversity Composite Index	15.92
Foreign Born Diversity Index	16.59	Population Density Index	9.48

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.



42 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37057062000	Total Households in 0-3 mi Band	1089
CT Centroid Latitude	35.61172	Active Evangelical HHLDS	145
CT Centroid Longitude	-80.15339	Active Evangelical PERCENT	13.32%
City Location:	Denton	Unreached HHLDS	573
County Location:	Davidson	Unreached Percent	53%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	99
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	9%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	74
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	400
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.33%	Low Education County	FALSE
Mainstay Community	6.90%	Low Employment County	FALSE
Working Community	9.98%	Persistent Poverty County	FALSE
Country Community	73.81%	Population Loss County	FALSE
Aspiring Community	2.33%	Nonmetro Recreation County	FALSE
Urban Community	3.66%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	16.25	Racial Diversity Index	8.41
Ancestry Diversity Index	70.61	Diversity Composite Index	10.88
Foreign Born Diversity Index	16.41	Population Density Index	13.36

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

© Copyright 2010 by the Intercultural Institute for Contextual Ministry, Inc.

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

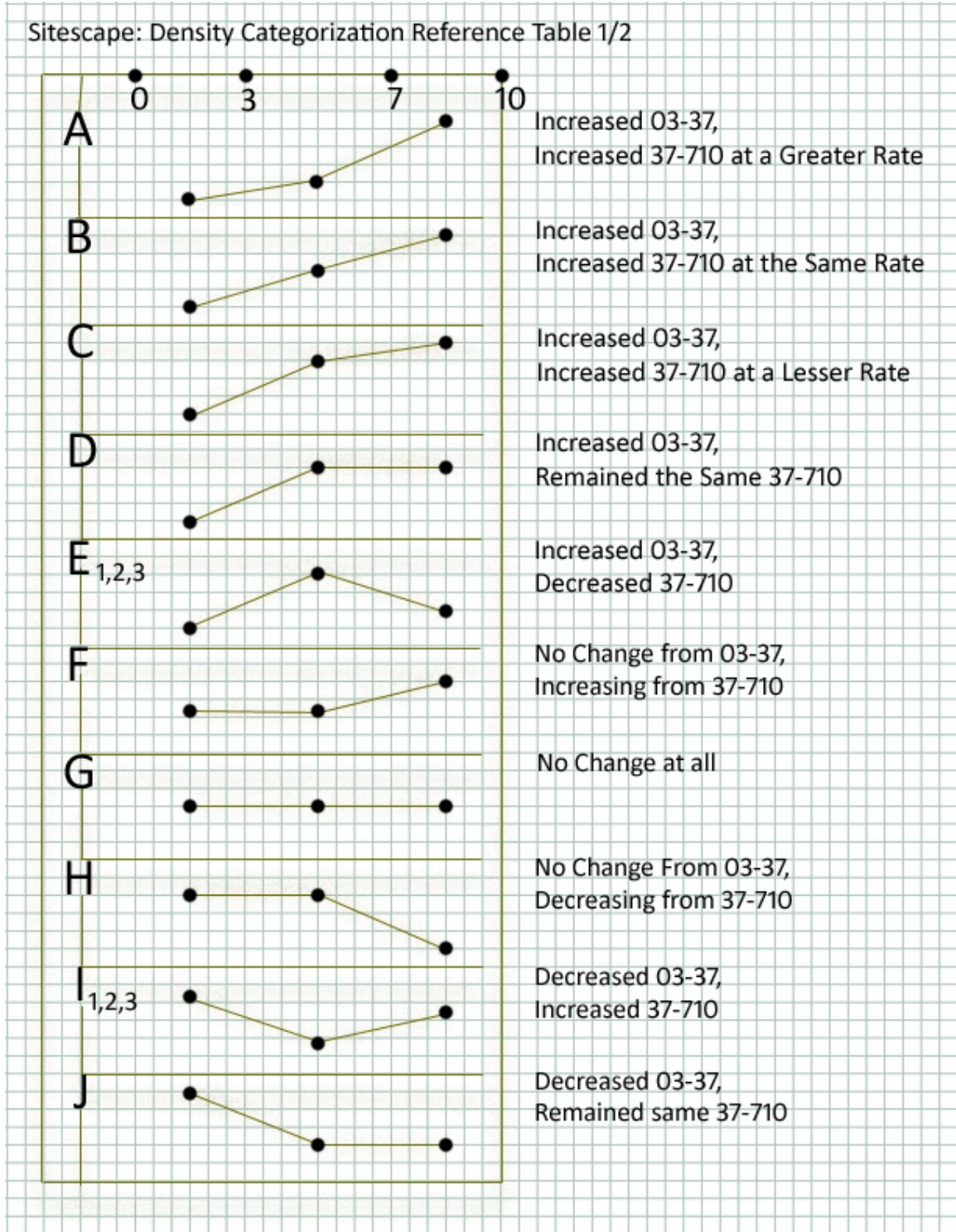
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types of Decreasing Density patterns:

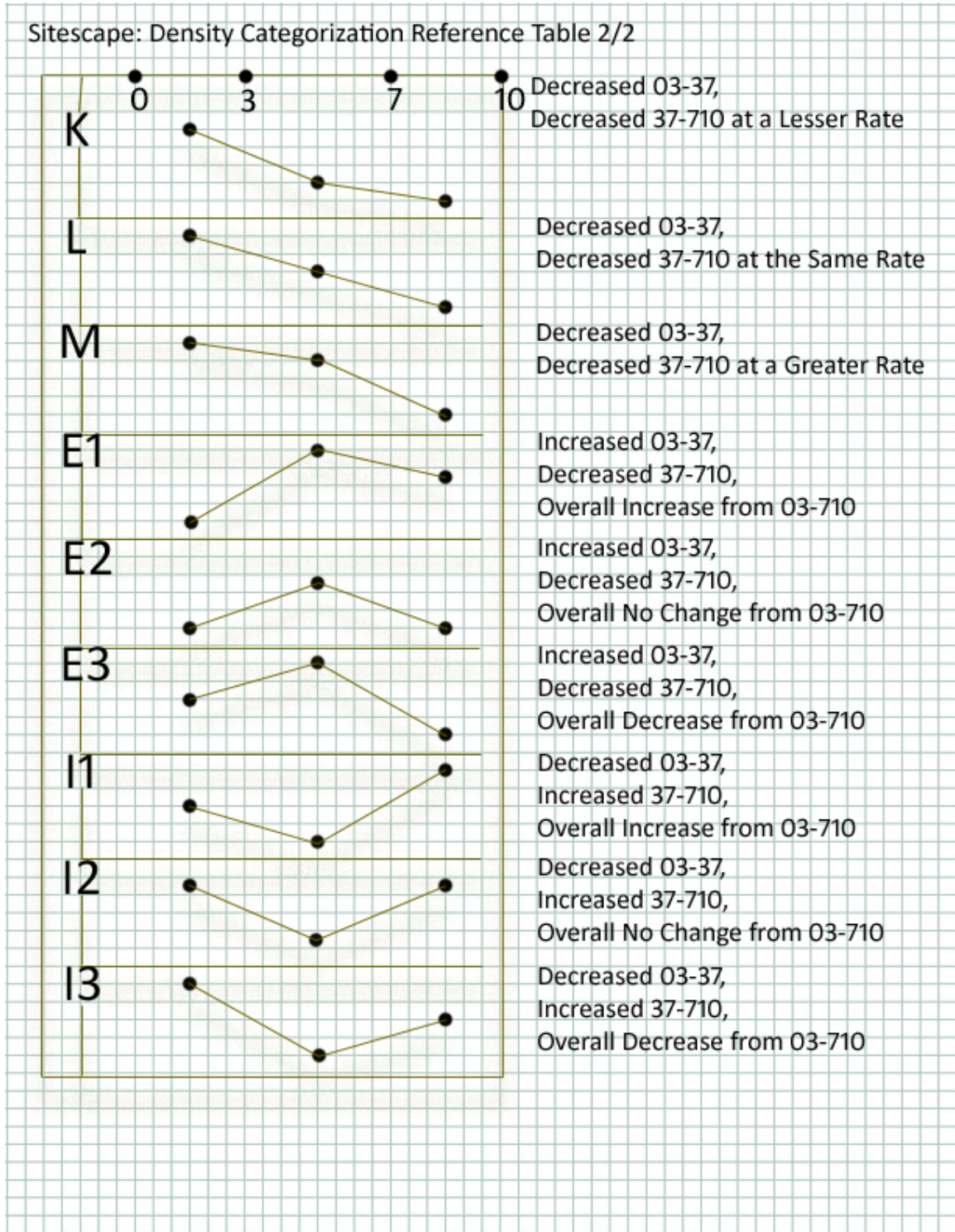
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

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.



Intercultural Institute for Contextual Ministry

6 Wateroak Court

North Augusta, SC 29841

An evangelical mission agency supported by individuals, foundations, churches, denominations, mission agencies & para-church ministries. For general information please email info@iicm.net or call (803) 279-5828.