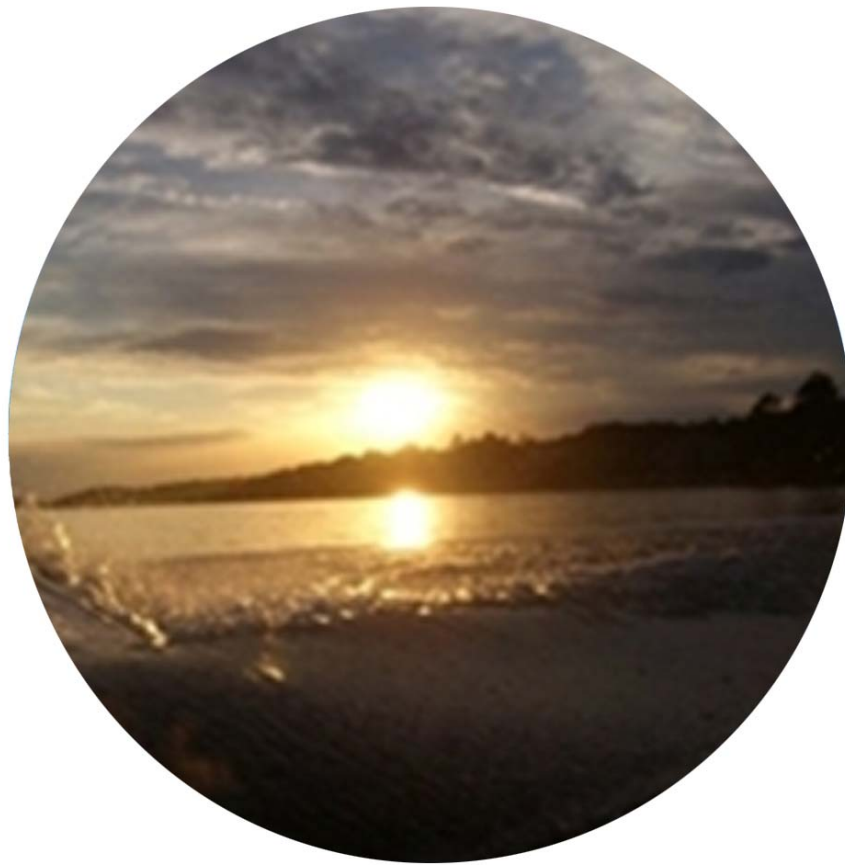


MISSION POINTS

Top Unreached Locations



Top Mission Points in Region 6: Central Piedmont



Understanding Your Mission Point Report

The purpose of the Mission Point Report is to provide direction for pinpointing locations where missional activity is greatly needed. “Missional activity” may be defined as incarnational mission that leads to the reaching of new believers and the starting of new ministries and new congregations.

The Mission Point Report identifies the top unreached locations within the chosen geographical area. To arrive at this designation, a number of data sources have been used and cross-tabulated in order to make this determination. These locations are chosen based on the following factors within the site location:

1. A weighting algorithm that includes the following variables: number of households, percent of active evangelical presence, percent of unreached, and percent of religious - but not evangelical.
2. Ring size based on the IICM Sitescape location type: city (generally inner city or high density area) - 1/2 mile ring; suburb - 1 1/2 mile ring; towns - 3 mile ring; and country - 7 mile ring.
3. Distance from other chosen locations based on the IICM Sitescape density location type: city – 1-2 miles; suburb - 3- 4 miles; town – 6-8 miles, and country – 14-16 miles.

Each Mission Point report identifies each location by census tract centroid, latitude & longitude, city, county, IICM Sitescape category and group, density and population patterns, number of households (current year), and the number of households and percentage for: active evangelicals, unreached status, religious but not evangelical, spiritual but not evangelical, and not evangelical and not interested in religion or spirituality. A map of each location is also provided.

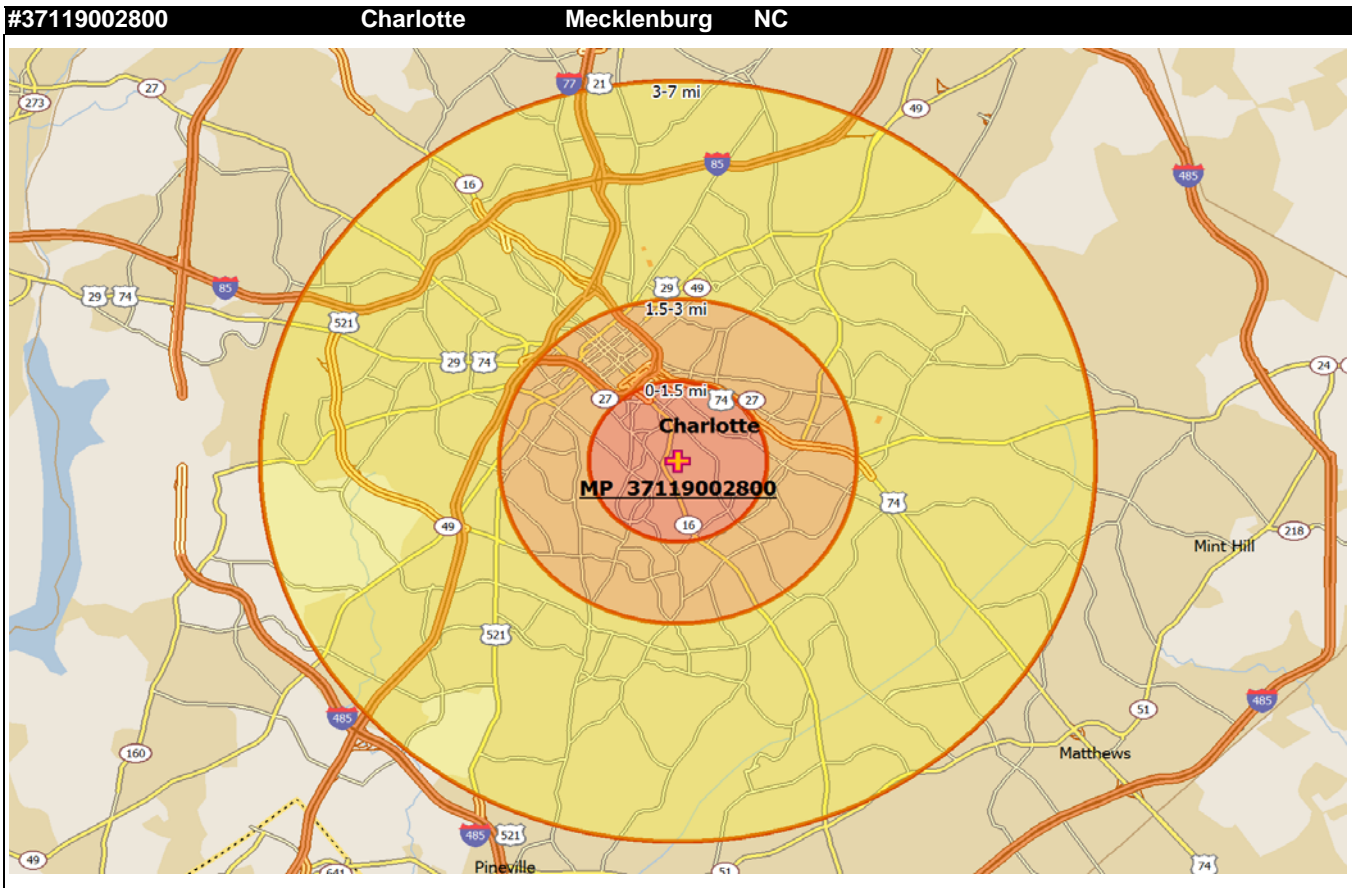
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties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

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

After the information pages you will find some notes to help interpret the information.

God bless your missional endeavors!

Dr. Curt Watke



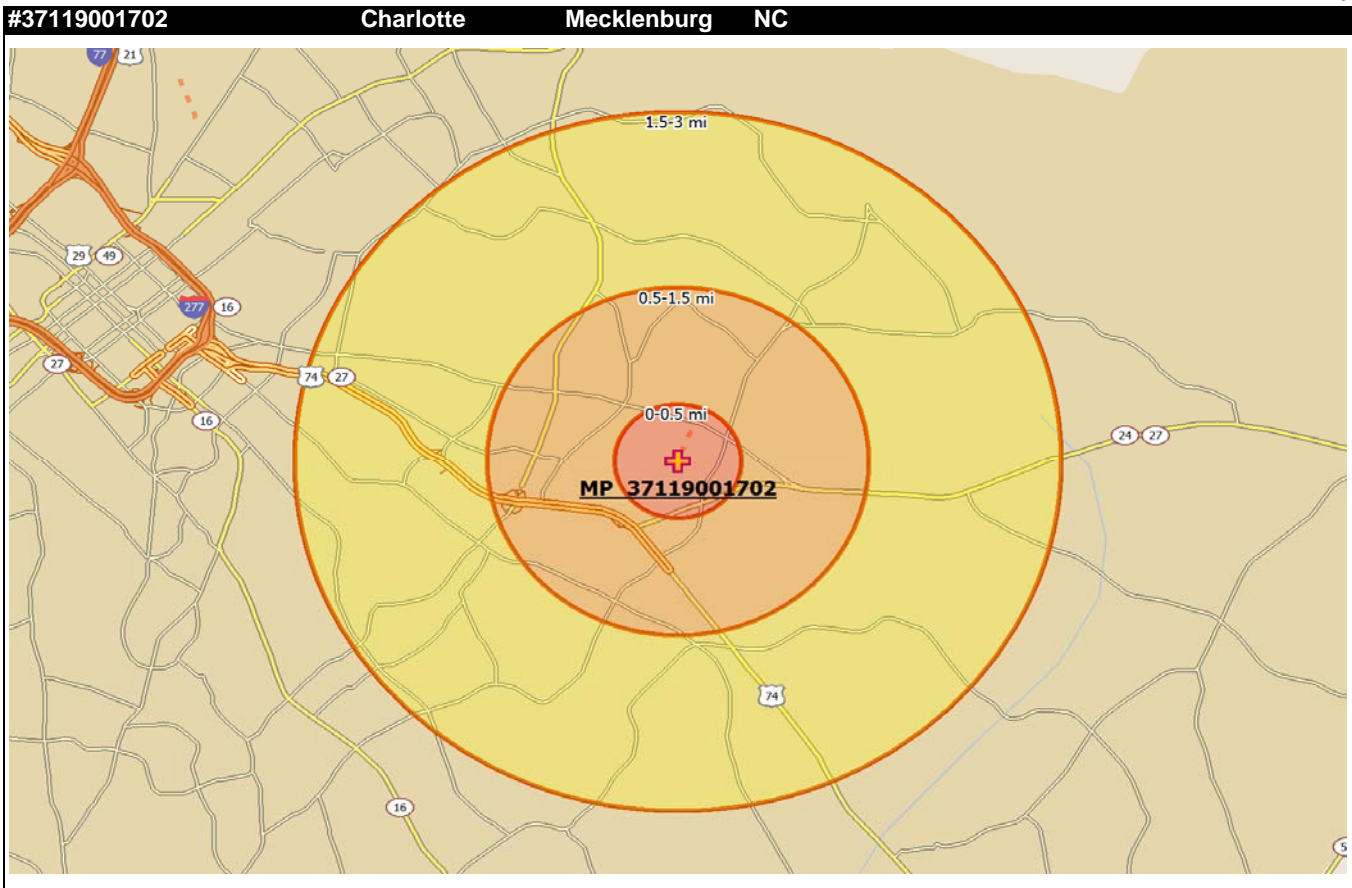
1 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119002800	Total Households in 0-3 mi Band	48672
CT Centroid Latitude	35.19753	Active Evangelical HHLDS	5625
CT Centroid Longitude	-80.82227	Active Evangelical PERCENT	11.56%
City Location:	Charlotte	Unreached HHLDS	35893
County Location:	Mecklenburg	Unreached Percent	74%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	10276
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	5251
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	20455
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	33.99%	Low Education County	FALSE
Mainstay Community	7.08%	Low Employment County	FALSE
Working Community	13.98%	Persistent Poverty County	FALSE
Country Community	10.86%	Population Loss County	FALSE
Aspiring Community	9.31%	Nonmetro Recreation County	FALSE
Urban Community	24.79%	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	53.58	Racial Diversity Index	65.07
Ancestry Diversity Index	62.87	Diversity Composite Index	64.50
Foreign Born Diversity Index	74.07	Population Density Index	69.25

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

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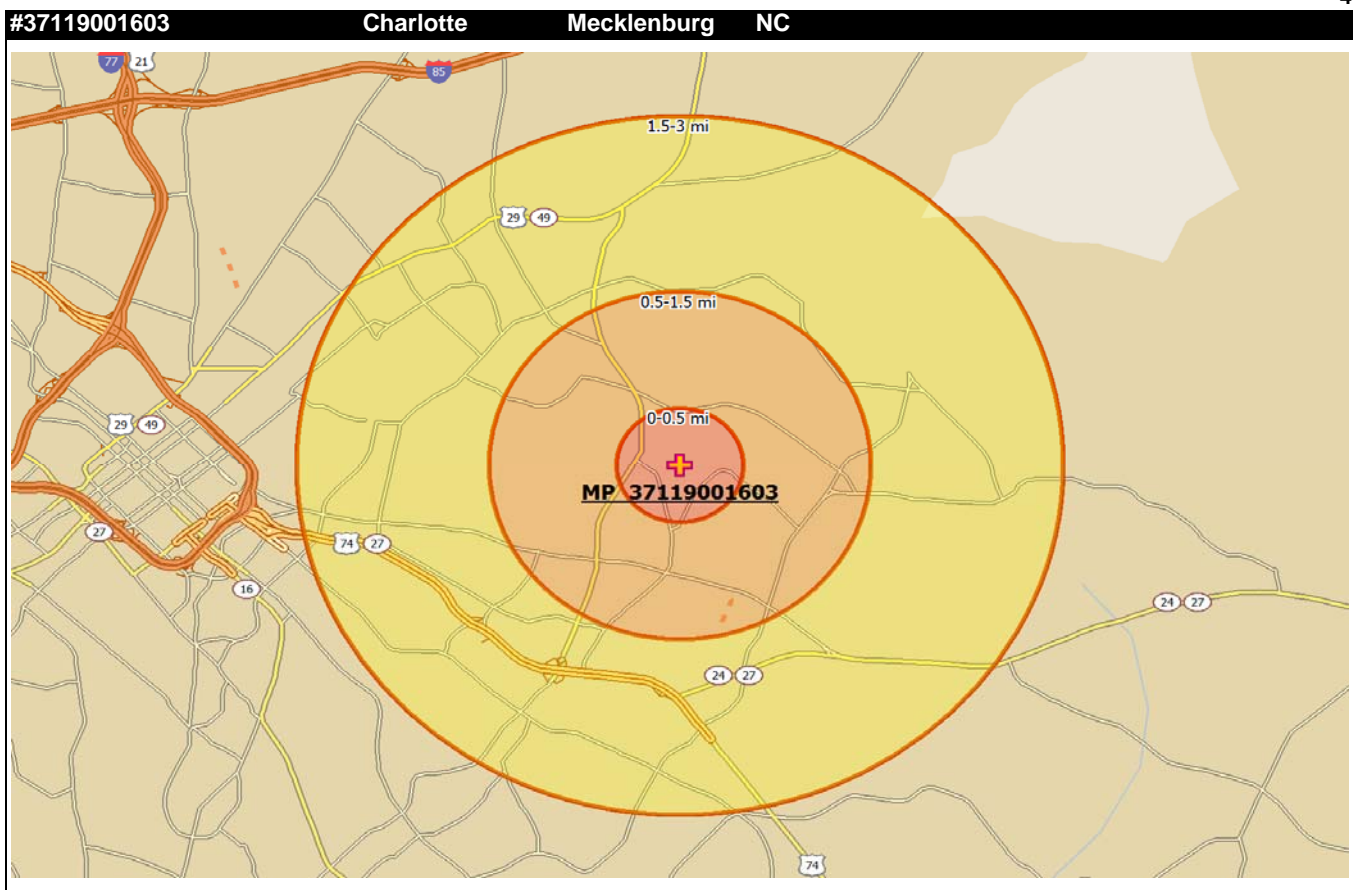


2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119001702	Total Households in 0-3 mi Band	48934
CT Centroid Latitude	35.2069	Active Evangelical HHLDS	6111
CT Centroid Longitude	-80.7638	Active Evangelical PERCENT	12.49%
City Location:	Charlotte	Unreached HHLDS	35020
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	4.0	Religious but NOT Evang HHLDS	11798
Sitescape Group code:	4.1	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Cityscape	Spiritual but NOT Religious HHLDS	3715
Sitescape Group:	Small Cities	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	19553
Population Pattern:	#250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.72%	Low Education County	FALSE
Mainstay Community	9.35%	Low Employment County	FALSE
Working Community	32.69%	Persistent Poverty County	FALSE
Country Community	12.80%	Population Loss County	FALSE
Aspiring Community	3.79%	Nonmetro Recreation County	FALSE
Urban Community	34.65%	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	71.84	Racial Diversity Index	90.03
Ancestry Diversity Index	23.18	Diversity Composite Index	68.50
Foreign Born Diversity Index	35.65	Population Density Index	74.22

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



3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119001603	Total Households in 0-3 mi Band	46585
CT Centroid Latitude	35.22741	Active Evangelical HHLDS	5852
CT Centroid Longitude	-80.76927	Active Evangelical PERCENT	12.56%
City Location:	Charlotte	Unreached HHLDS	33252
County Location:	Mecklenburg	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	11798
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3032
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	18577
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	40%

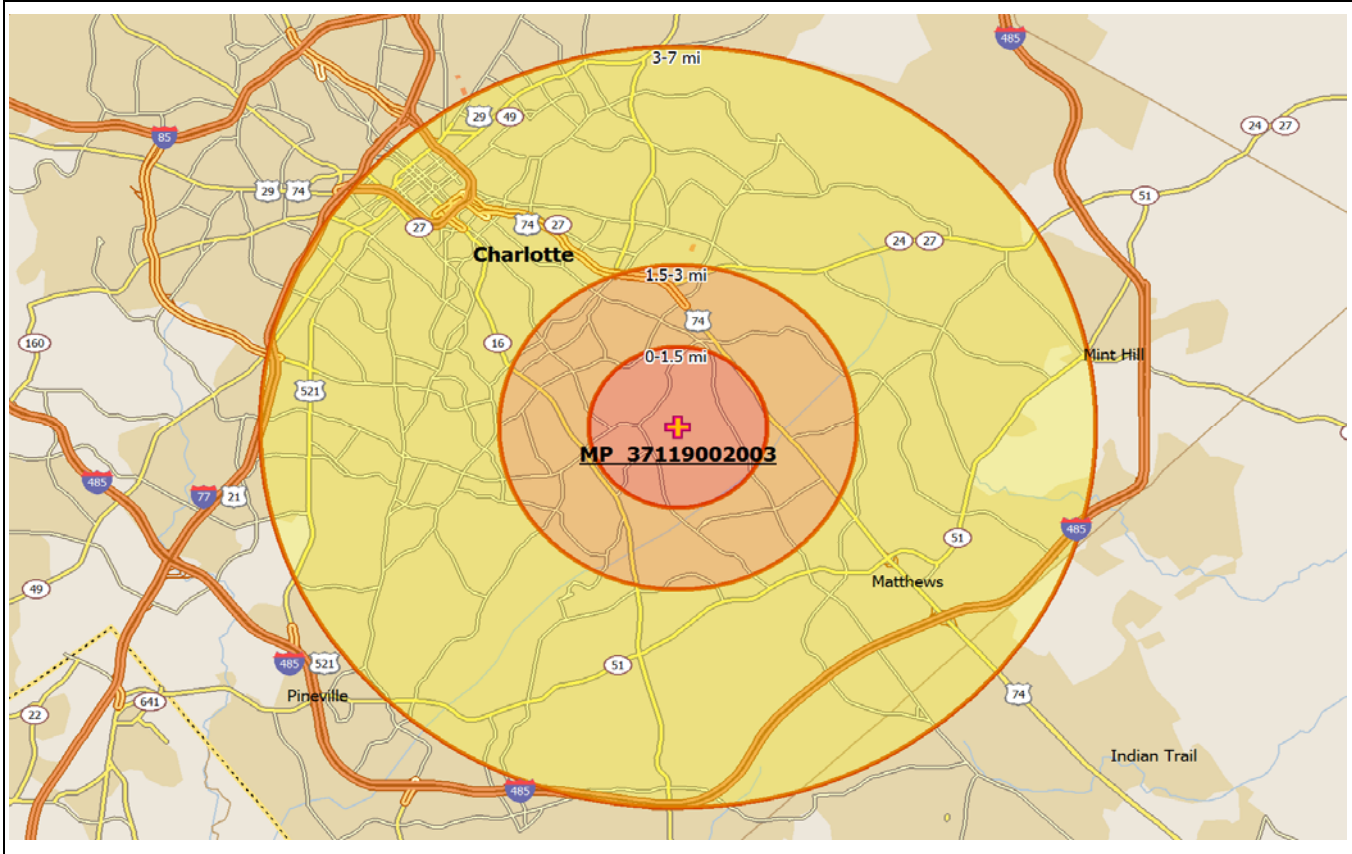
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.71%	Low Education County	FALSE
Mainstay Community	8.67%	Low Employment County	FALSE
Working Community	31.02%	Persistent Poverty County	FALSE
Country Community	11.19%	Population Loss County	FALSE
Aspiring Community	3.05%	Nonmetro Recreation County	FALSE
Urban Community	44.36%	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	73.44	Racial Diversity Index	91.83
Ancestry Diversity Index	16.94	Diversity Composite Index	62.82
Foreign Born Diversity Index	31.89	Population Density Index	71.28

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

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#37119002003 Charlotte Mecklenburg NC



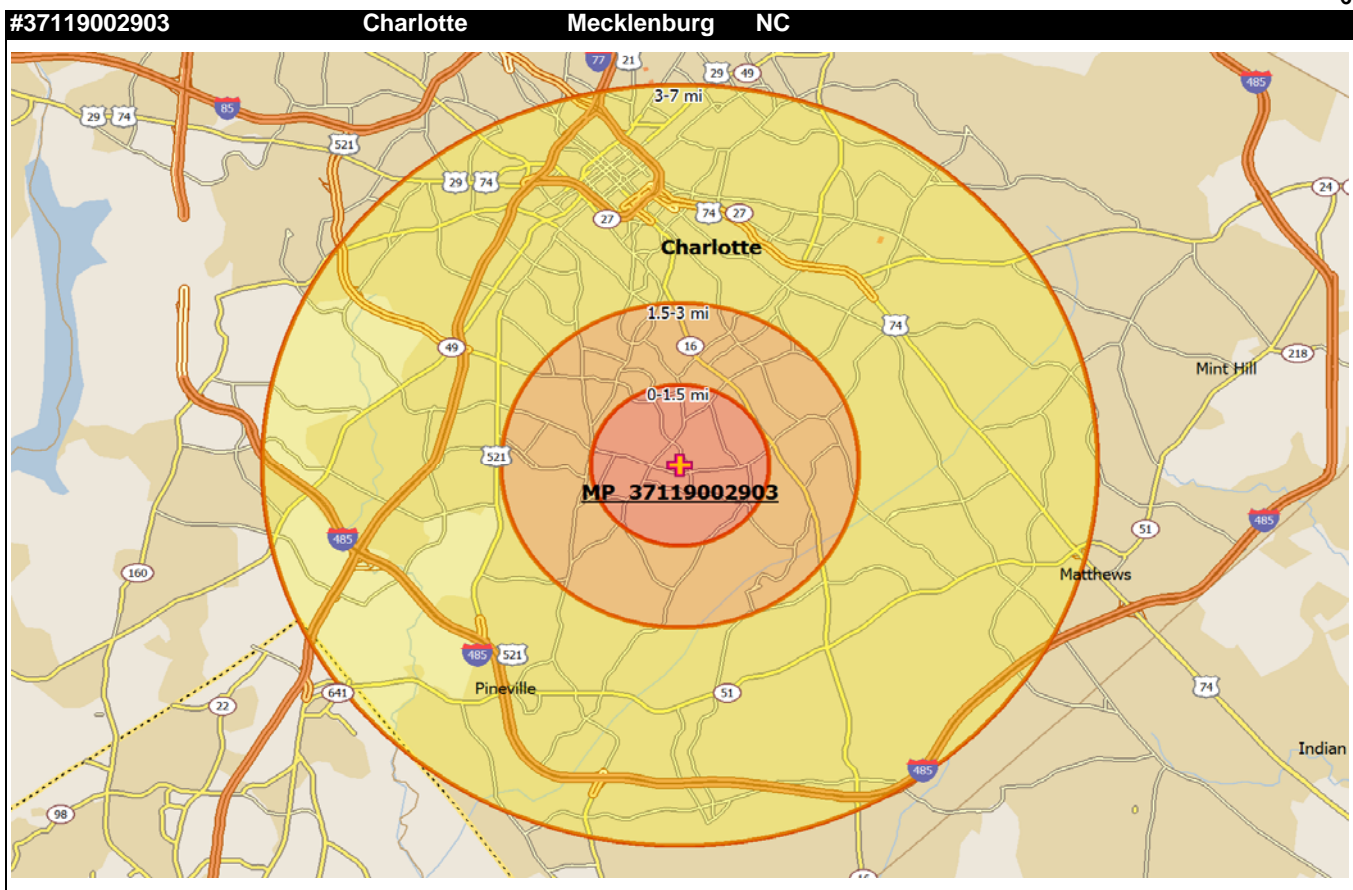
4 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119002003	Total Households in 0-3 mi Band	37724
CT Centroid Latitude	35.16081	Active Evangelical HHLDS	4721
CT Centroid Longitude	-80.76725	Active Evangelical PERCENT	12.52%
City Location:	Charlotte	Unreached HHLDS	27001
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7477
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3950
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	15576
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	31.29%	Low Education County	FALSE
Mainstay Community	13.01%	Low Employment County	FALSE
Working Community	18.38%	Persistent Poverty County	FALSE
Country Community	14.32%	Population Loss County	FALSE
Aspiring Community	5.22%	Nonmetro Recreation County	FALSE
Urban Community	17.78%	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	61.20	Racial Diversity Index	65.06
Ancestry Diversity Index	65.59	Diversity Composite Index	76.45
Foreign Born Diversity Index	81.65	Population Density Index	62.92

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

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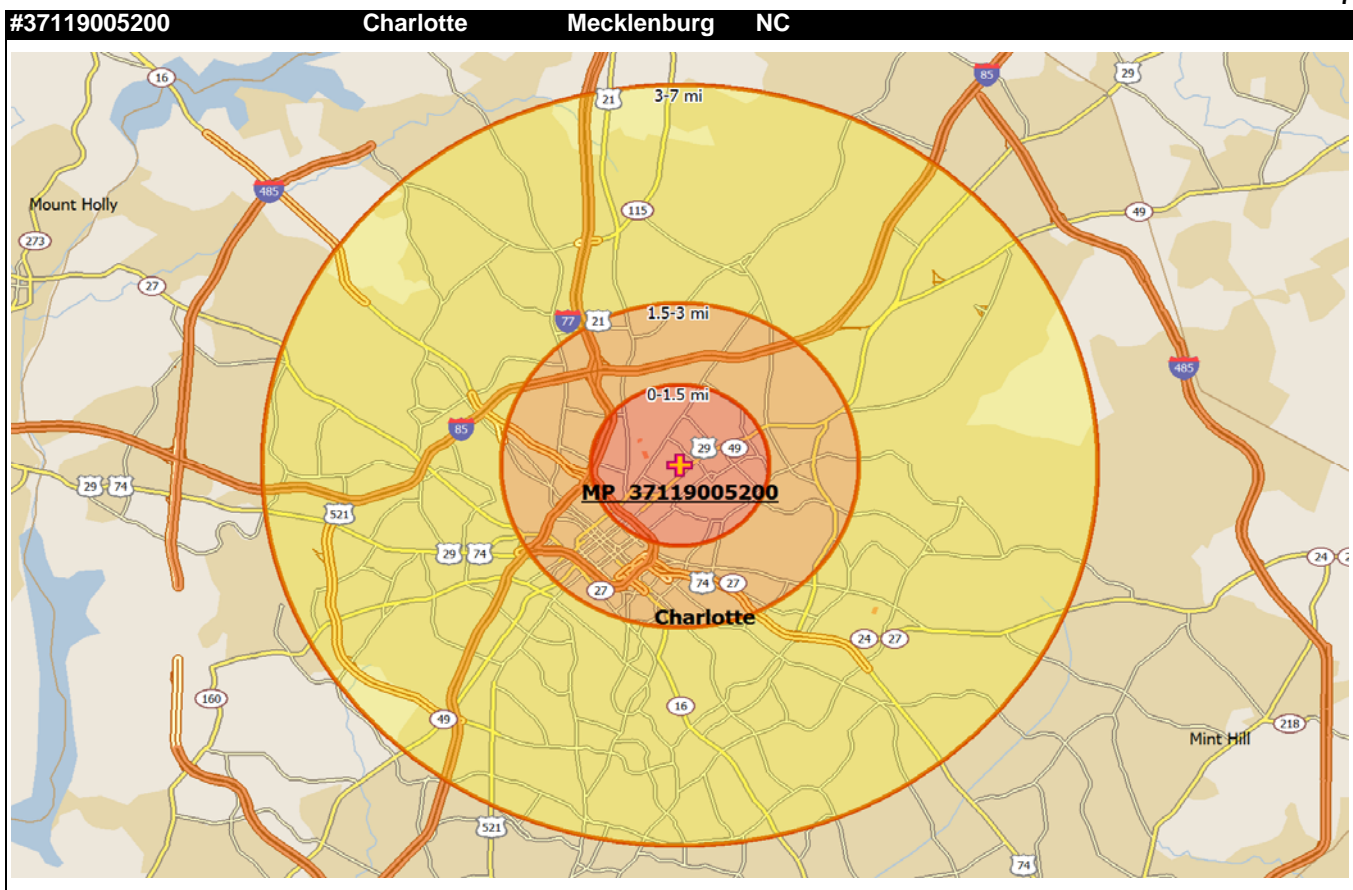
5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119002903	Total Households in 0-3 mi Band	36032
CT Centroid Latitude	35.14857	Active Evangelical HHLDS	4175
CT Centroid Longitude	-80.8222	Active Evangelical PERCENT	11.59%
City Location:	Charlotte	Unreached HHLDS	26553
County Location:	Mecklenburg	Unreached Percent	74%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6710
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4400
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	15443
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	61.62%	Low Education County	FALSE
Mainstay Community	8.03%	Low Employment County	FALSE
Working Community	8.34%	Persistent Poverty County	FALSE
Country Community	7.57%	Population Loss County	FALSE
Aspiring Community	6.47%	Nonmetro Recreation County	FALSE
Urban Community	7.96%	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	45.88	Racial Diversity Index	40.93
Ancestry Diversity Index	92.87	Diversity Composite Index	73.67
Foreign Born Diversity Index	96.34	Population Density Index	60.09

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

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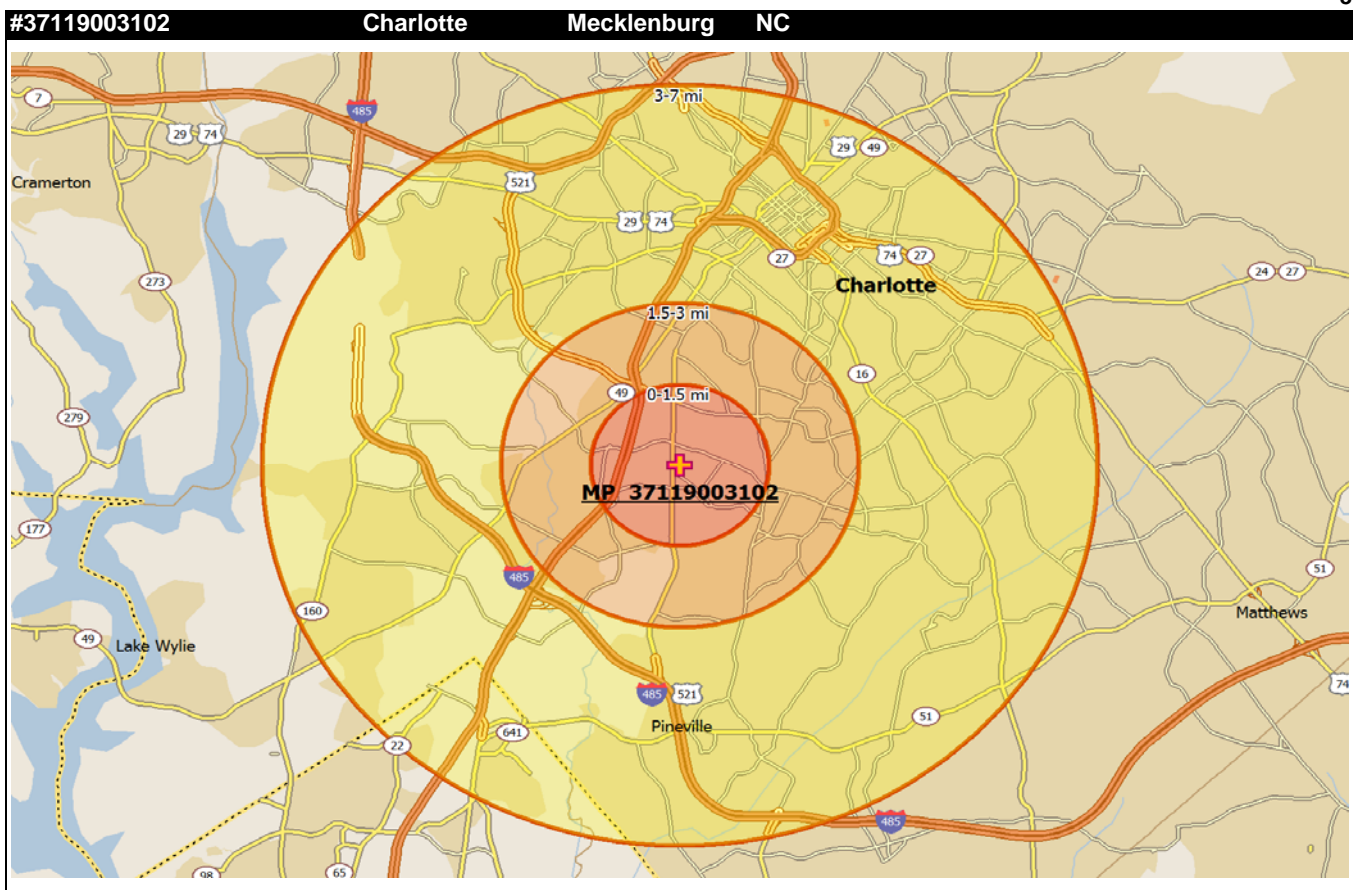
6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119005200	Total Households in 0-3 mi Band	37585
CT Centroid Latitude	35.24759	Active Evangelical HHLDS	4644
CT Centroid Longitude	-80.82044	Active Evangelical PERCENT	12.36%
City Location:	Charlotte	Unreached HHLDS	27008
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	9738
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2379
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	15282
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.09%	Low Education County	FALSE
Mainstay Community	5.22%	Low Employment County	FALSE
Working Community	8.13%	Persistent Poverty County	FALSE
Country Community	6.08%	Population Loss County	FALSE
Aspiring Community	6.66%	Nonmetro Recreation County	FALSE
Urban Community	65.83%	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	59.08	Racial Diversity Index	74.65
Ancestry Diversity Index	10.22	Diversity Composite Index	45.42
Foreign Born Diversity Index	31.23	Population Density Index	62.51

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

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7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119003102	Total Households in 0-3 mi Band	38013
CT Centroid Latitude	35.15892	Active Evangelical HHLDS	4688
CT Centroid Longitude	-80.87402	Active Evangelical PERCENT	12.33%
City Location:	Charlotte	Unreached HHLDS	27352
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6871
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4369
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	16119
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42%

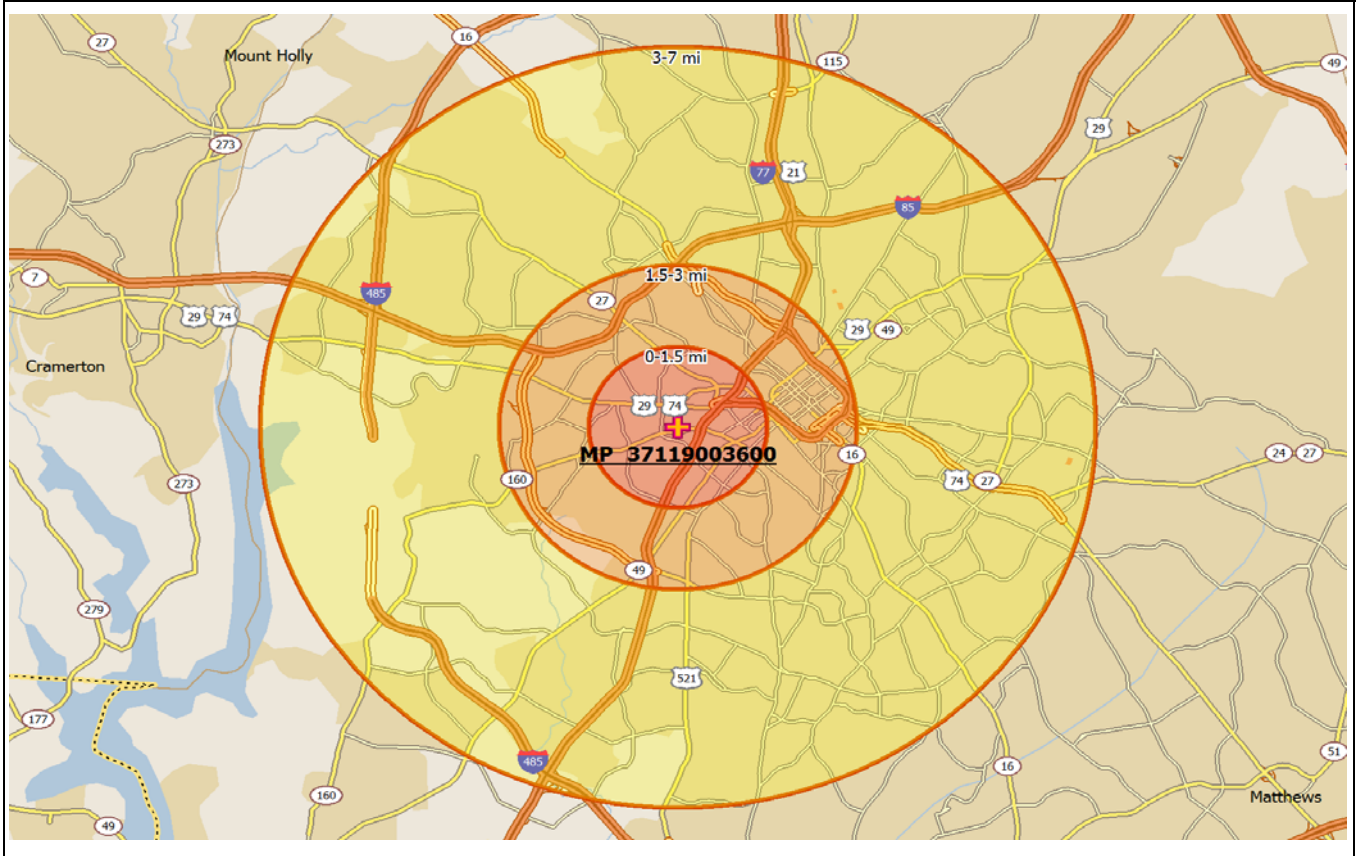
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	32.37%	Low Education County	FALSE
Mainstay Community	6.71%	Low Employment County	FALSE
Working Community	27.68%	Persistent Poverty County	FALSE
Country Community	11.81%	Population Loss County	FALSE
Aspiring Community	6.20%	Nonmetro Recreation County	FALSE
Urban Community	15.23%	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	65.53	Racial Diversity Index	81.58
Ancestry Diversity Index	48.50	Diversity Composite Index	68.47
Foreign Born Diversity Index	40.18	Population Density Index	64.39

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

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#37119003600 Charlotte Mecklenburg NC



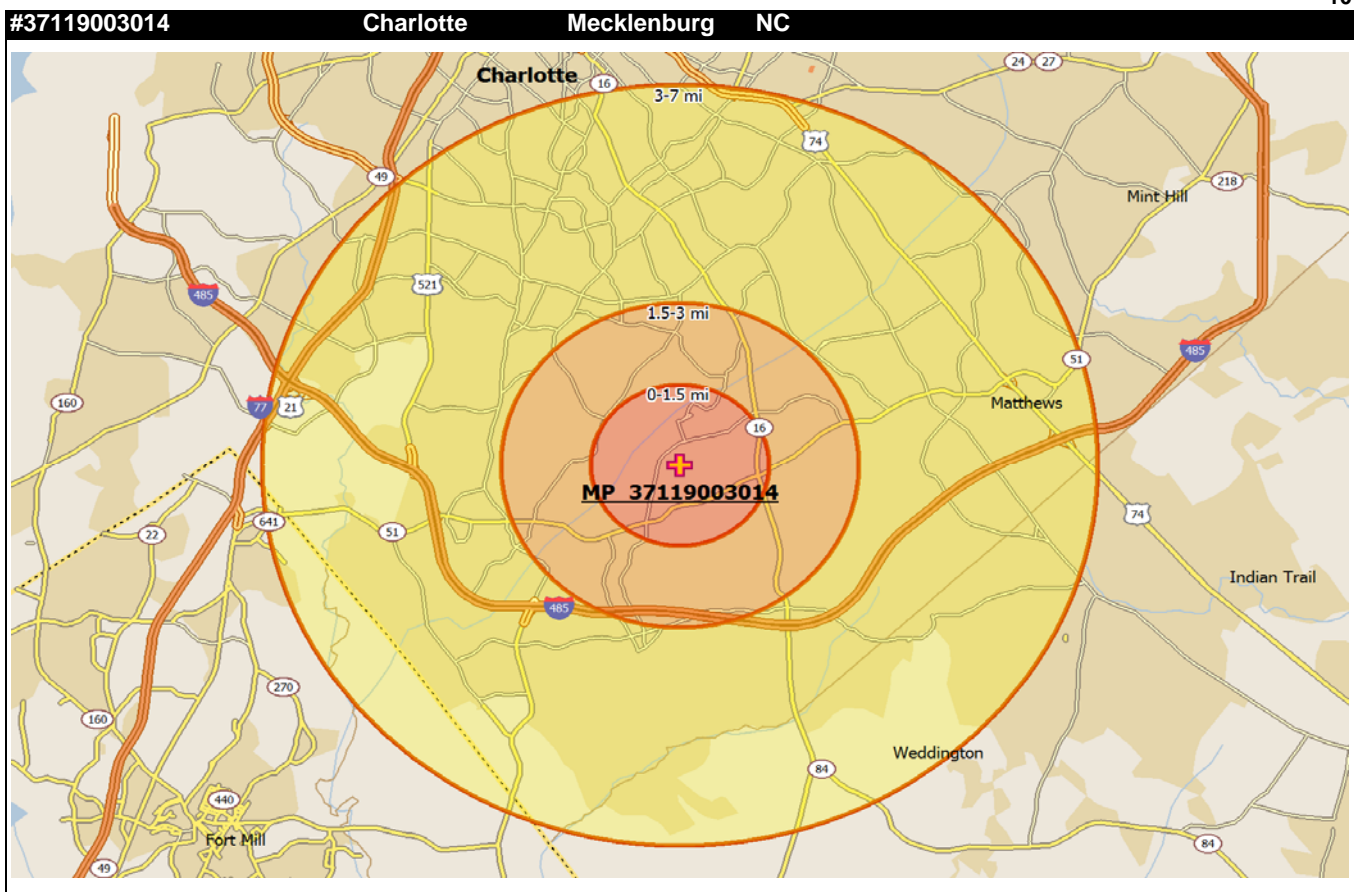
8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119003600	Total Households in 0-3 mi Band	33609
CT Centroid Latitude	35.21797	Active Evangelical HHLDS	4075
CT Centroid Longitude	-80.87865	Active Evangelical PERCENT	12.12%
City Location:	Charlotte	Unreached HHLDS	24338
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	8500
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2418
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13733
Population Pattern:	#100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.70%	Low Education County	FALSE
Mainstay Community	5.51%	Low Employment County	FALSE
Working Community	7.00%	Persistent Poverty County	FALSE
Country Community	6.75%	Population Loss County	FALSE
Aspiring Community	8.99%	Nonmetro Recreation County	FALSE
Urban Community	56.04%	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	44.71	Racial Diversity Index	73.82
Ancestry Diversity Index	15.69	Diversity Composite Index	48.27
Foreign Born Diversity Index	46.56	Population Density Index	61.63

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

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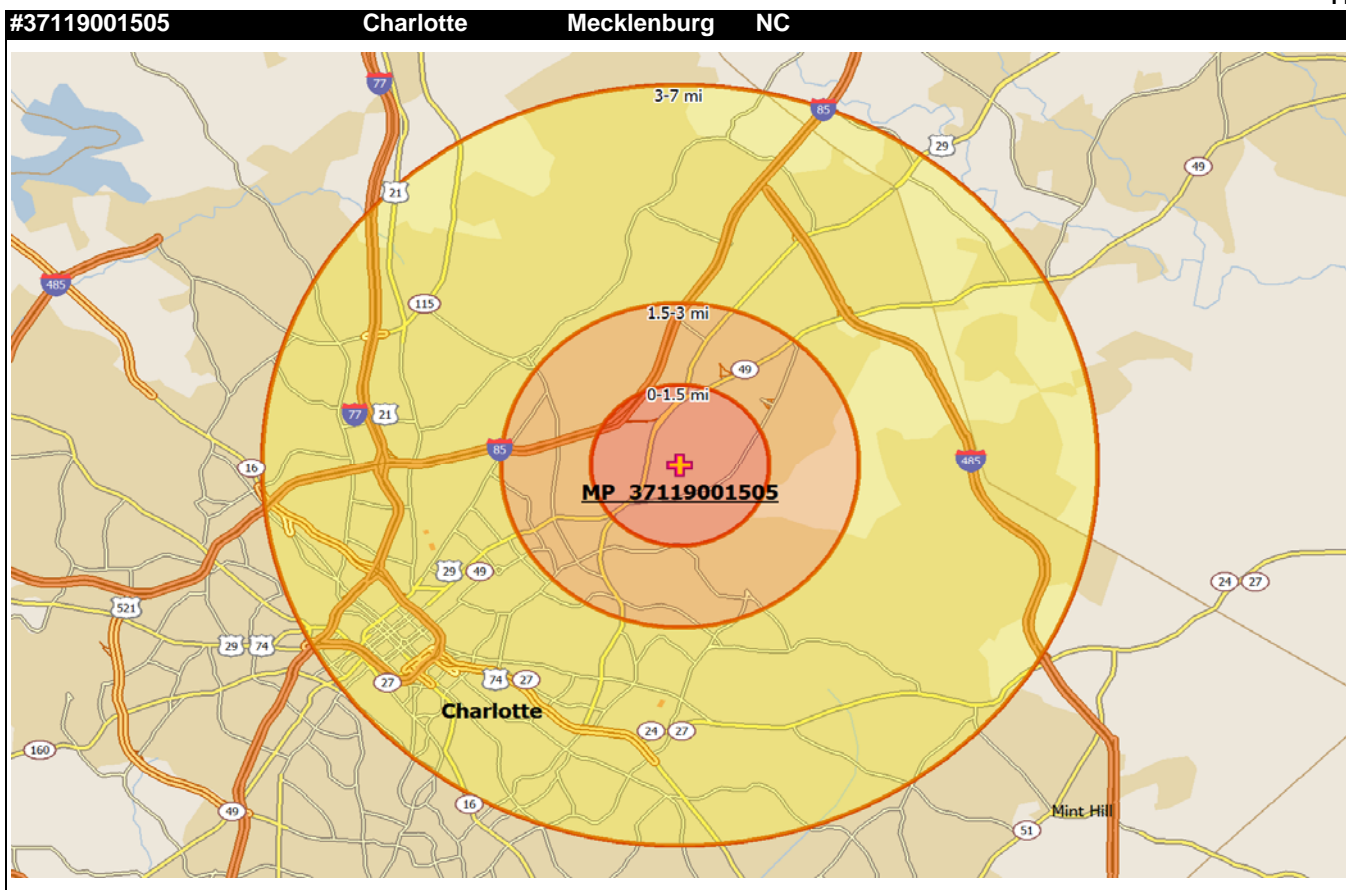
9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119003014	Total Households in 0-3 mi Band	29252
CT Centroid Latitude	35.10286	Active Evangelical HHLDS	3436
CT Centroid Longitude	-80.80176	Active Evangelical PERCENT	11.75%
City Location:	Charlotte	Unreached HHLDS	21432
County Location:	Mecklenburg	Unreached Percent	73%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4937
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3722
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	12772
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	44%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	75.81%	Low Education County	FALSE
Mainstay Community	6.62%	Low Employment County	FALSE
Working Community	1.72%	Persistent Poverty County	FALSE
Country Community	7.99%	Population Loss County	FALSE
Aspiring Community	5.39%	Nonmetro Recreation County	FALSE
Urban Community	2.46%	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	50.81	Racial Diversity Index	38.49
Ancestry Diversity Index	98.20	Diversity Composite Index	84.59
Foreign Born Diversity Index	99.39	Population Density Index	52.19

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

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10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119001505	Total Households in 0-3 mi Band	28156
CT Centroid Latitude	35.27246	Active Evangelical HHLDS	3503
CT Centroid Longitude	-80.75742	Active Evangelical PERCENT	12.44%
City Location:	Charlotte	Unreached HHLDS	20174
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6806
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2236
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	11224
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	40%

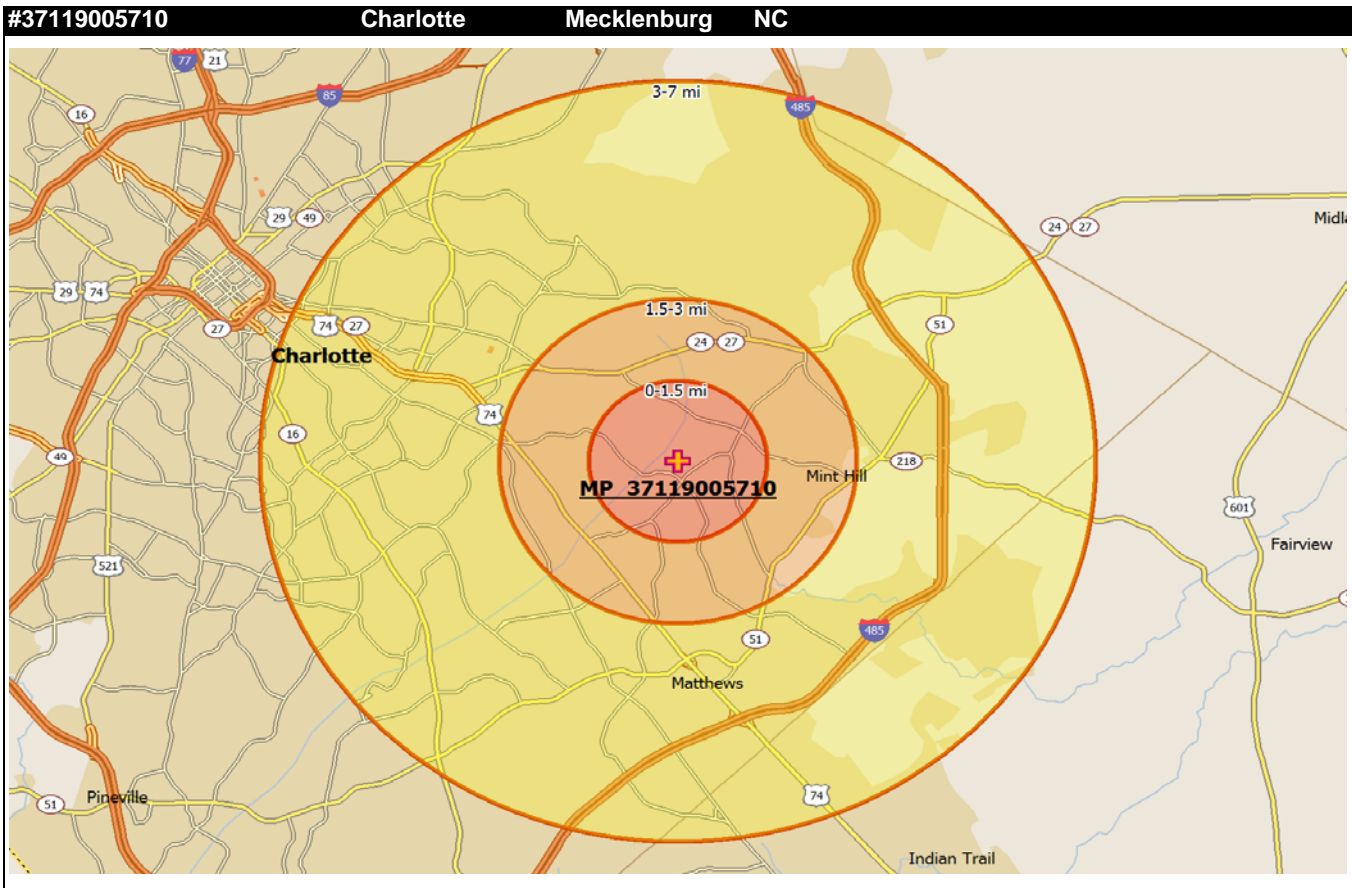
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.11%	Low Education County	FALSE
Mainstay Community	19.25%	Low Employment County	FALSE
Working Community	17.84%	Persistent Poverty County	FALSE
Country Community	9.60%	Population Loss County	FALSE
Aspiring Community	4.50%	Nonmetro Recreation County	FALSE
Urban Community	46.69%	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	69.93	Racial Diversity Index	90.93
Ancestry Diversity Index	11.94	Diversity Composite Index	59.36
Foreign Born Diversity Index	22.68	Population Density Index	58.64

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

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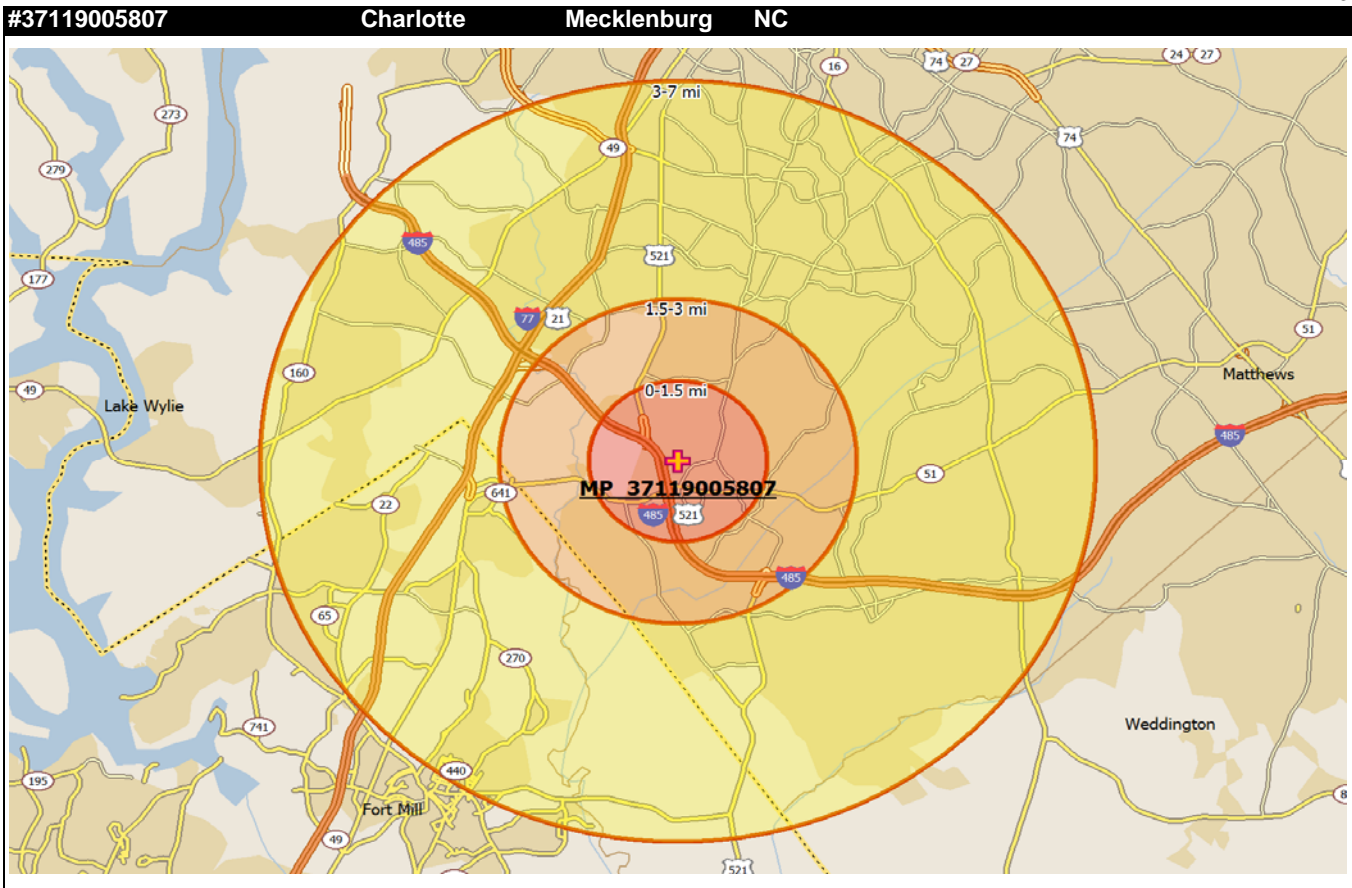
11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119005710	Total Households in 0-3 mi Band	32421
CT Centroid Latitude	35.17884	Active Evangelical HHLDS	4245
CT Centroid Longitude	-80.70768	Active Evangelical PERCENT	13.09%
City Location:	Charlotte	Unreached HHLDS	22763
County Location:	Mecklenburg	Unreached Percent	70%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7159
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2687
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	12916
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	4.55%	Low Education County	FALSE
Mainstay Community	16.19%	Low Employment County	FALSE
Working Community	26.04%	Persistent Poverty County	FALSE
Country Community	24.22%	Population Loss County	FALSE
Aspiring Community	1.73%	Nonmetro Recreation County	FALSE
Urban Community	27.27%	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	66.95	Racial Diversity Index	83.43
Ancestry Diversity Index	32.73	Diversity Composite Index	69.60
Foreign Born Diversity Index	63.01	Population Density Index	57.77

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

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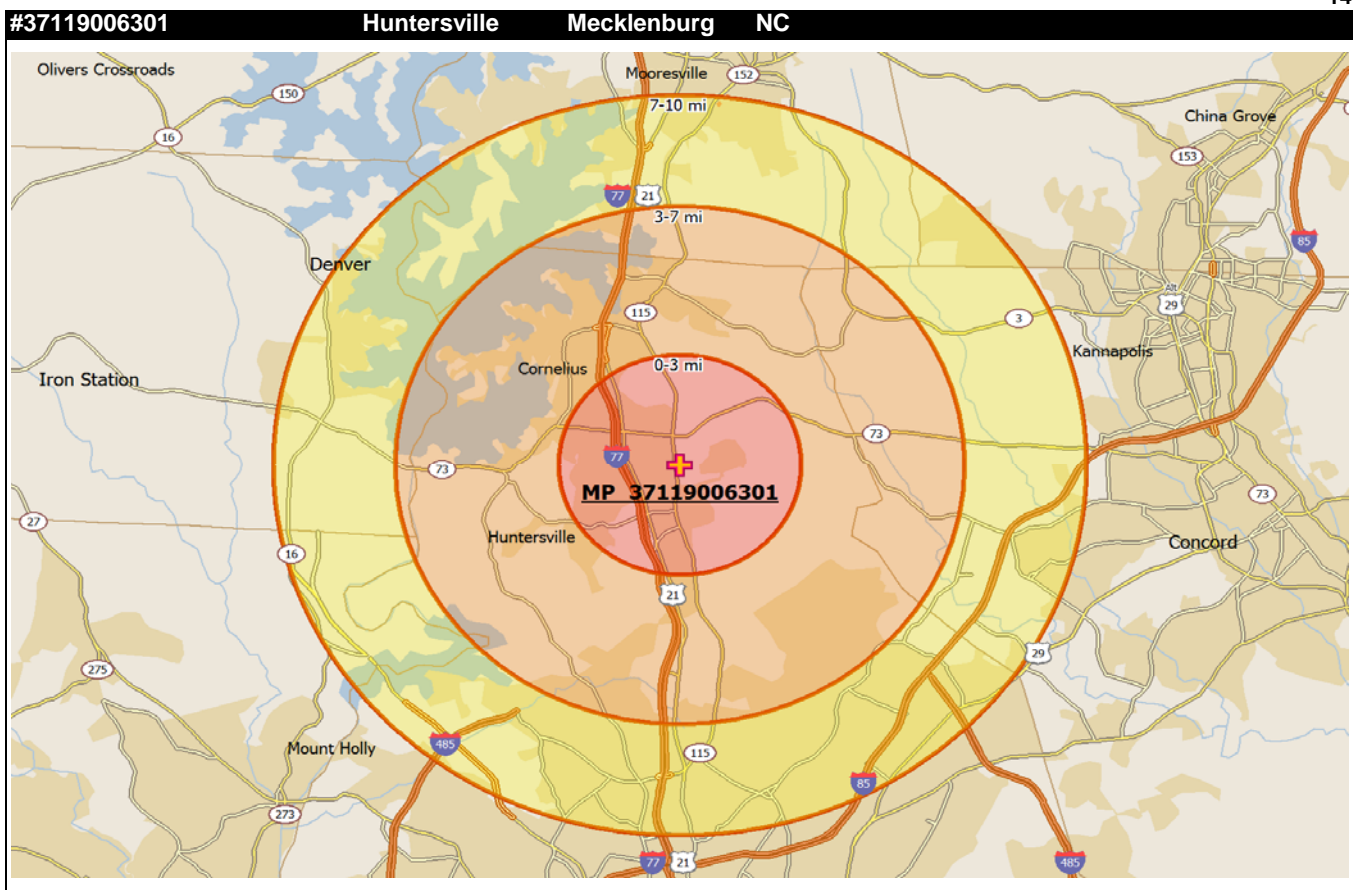
12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119005807	Total Households in 0-3 mi Band	27461
CT Centroid Latitude	35.09603	Active Evangelical HHLDS	3280
CT Centroid Longitude	-80.87096	Active Evangelical PERCENT	11.94%
City Location:	Charlotte	Unreached HHLDS	20017
County Location:	Mecklenburg	Unreached Percent	73%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4254
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3718
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	12045
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	44%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	39.53%	Low Education County	FALSE
Mainstay Community	9.02%	Low Employment County	FALSE
Working Community	17.03%	Persistent Poverty County	FALSE
Country Community	15.94%	Population Loss County	FALSE
Aspiring Community	7.19%	Nonmetro Recreation County	FALSE
Urban Community	11.28%	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	66.53	Racial Diversity Index	79.15
Ancestry Diversity Index	54.67	Diversity Composite Index	85.16
Foreign Born Diversity Index	43.74	Population Density Index	57.09

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

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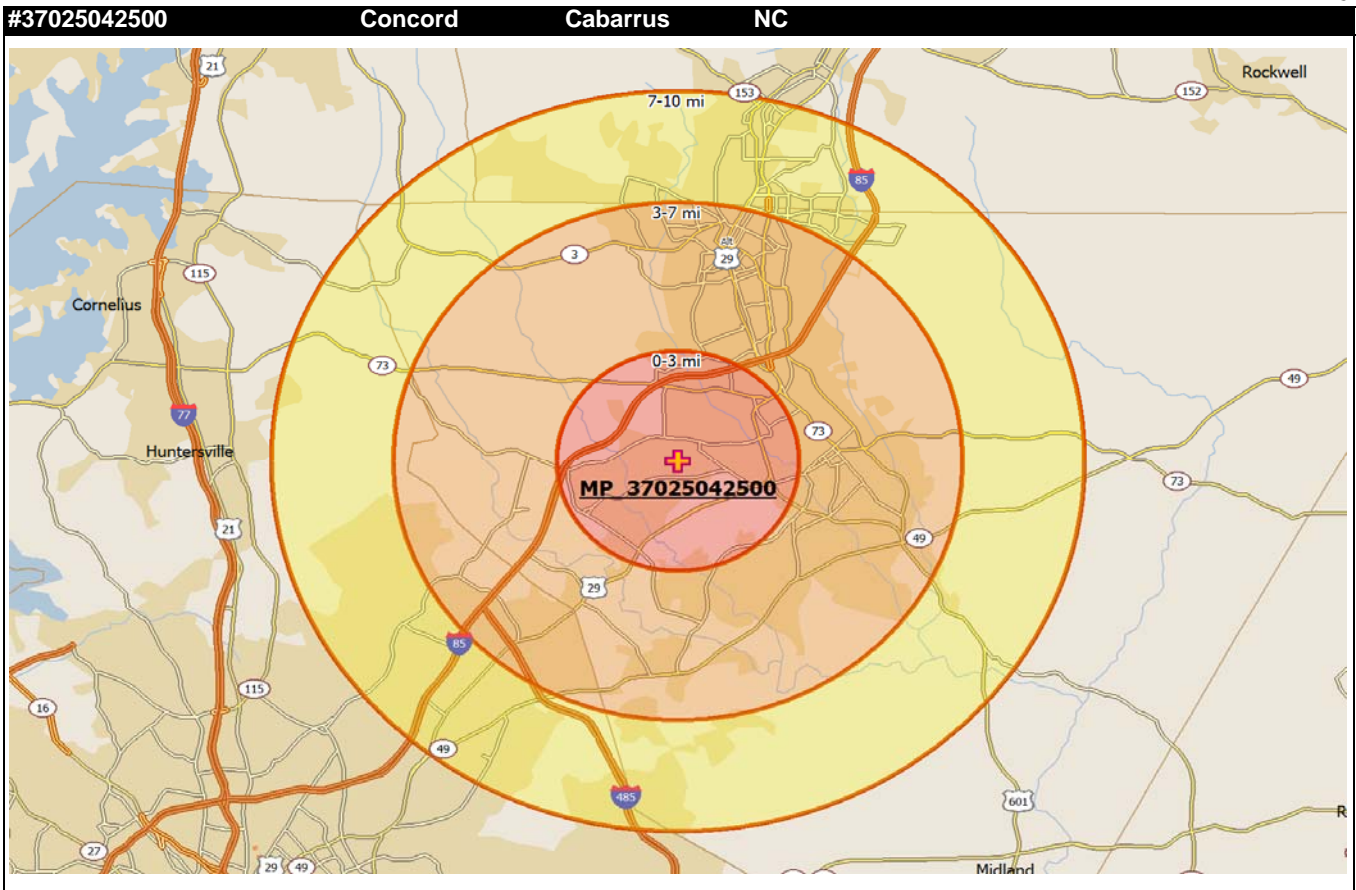
13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119006301	Total Households in 0-3 mi Band	14751
CT Centroid Latitude	35.42904	Active Evangelical HHLDS	2023
CT Centroid Longitude	-80.84082	Active Evangelical PERCENT	13.71%
City Location:	Huntersville	Unreached HHLDS	10193
County Location:	Mecklenburg	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2170
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	2167
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	15%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	5856
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	55.12%	Low Education County	FALSE
Mainstay Community	5.09%	Low Employment County	FALSE
Working Community	2.39%	Persistent Poverty County	FALSE
Country Community	27.55%	Population Loss County	FALSE
Aspiring Community	7.53%	Nonmetro Recreation County	FALSE
Urban Community	2.31%	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	37.29	Racial Diversity Index	43.35
Ancestry Diversity Index	88.76	Diversity Composite Index	73.03
Foreign Born Diversity Index	52.92	Population Density Index	39.60

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

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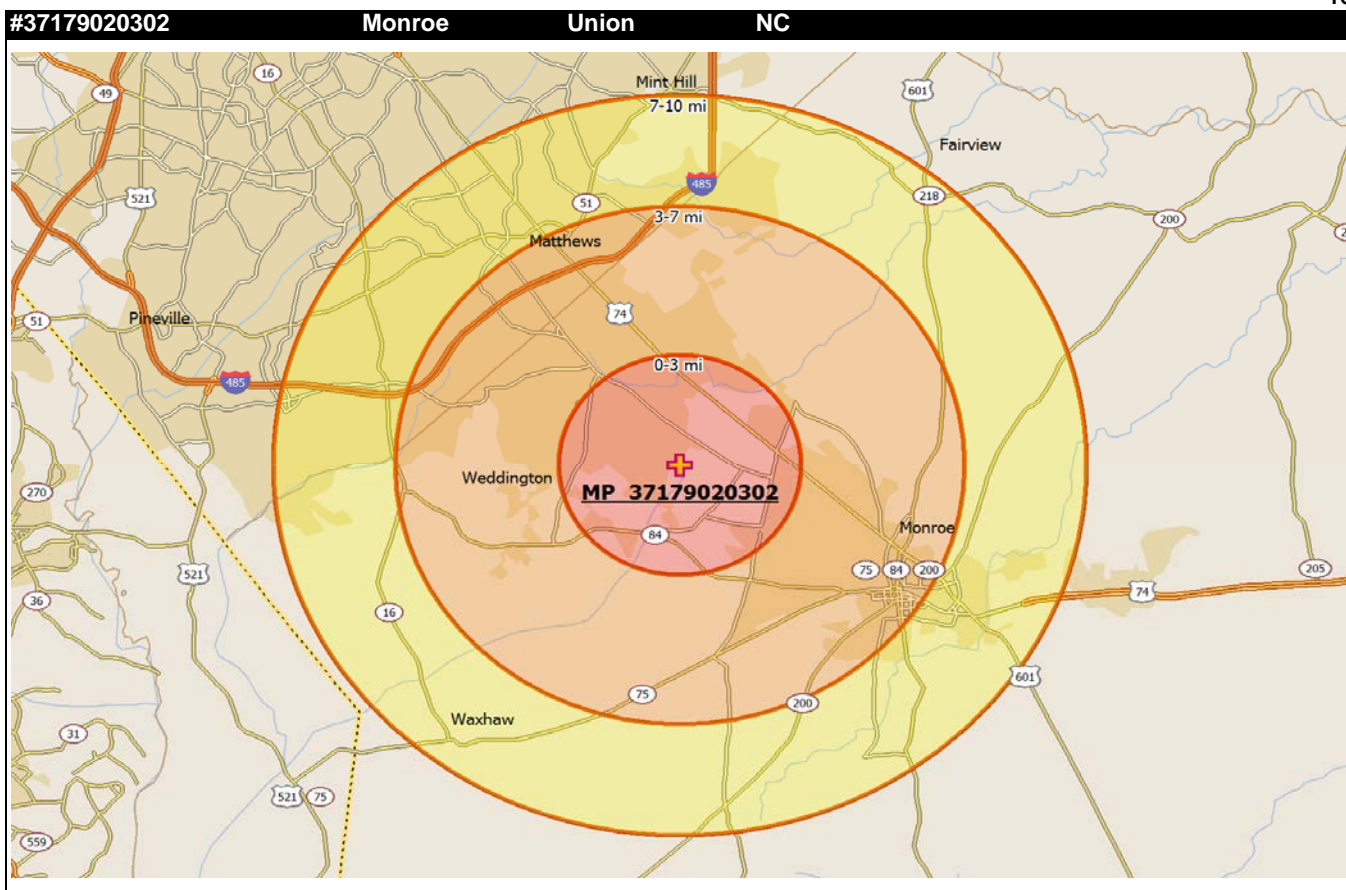
14 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37025042500	Total Households in 0-3 mi Band	12008
CT Centroid Latitude	35.40521	Active Evangelical HHLDS	2161
CT Centroid Longitude	-80.64844	Active Evangelical PERCENT	18.00%
City Location:	Concord	Unreached HHLDS	8188
County Location:	Cabarrus	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1932
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1401
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	4865
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	23.44%	Low Education County	FALSE
Mainstay Community	11.47%	Low Employment County	FALSE
Working Community	26.73%	Persistent Poverty County	FALSE
Country Community	21.59%	Population Loss County	FALSE
Aspiring Community	2.29%	Nonmetro Recreation County	FALSE
Urban Community	14.48%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.91	Racial Diversity Index	55.61
Ancestry Diversity Index	58.62	Diversity Composite Index	49.02
Foreign Born Diversity Index	18.37	Population Density Index	39.90

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

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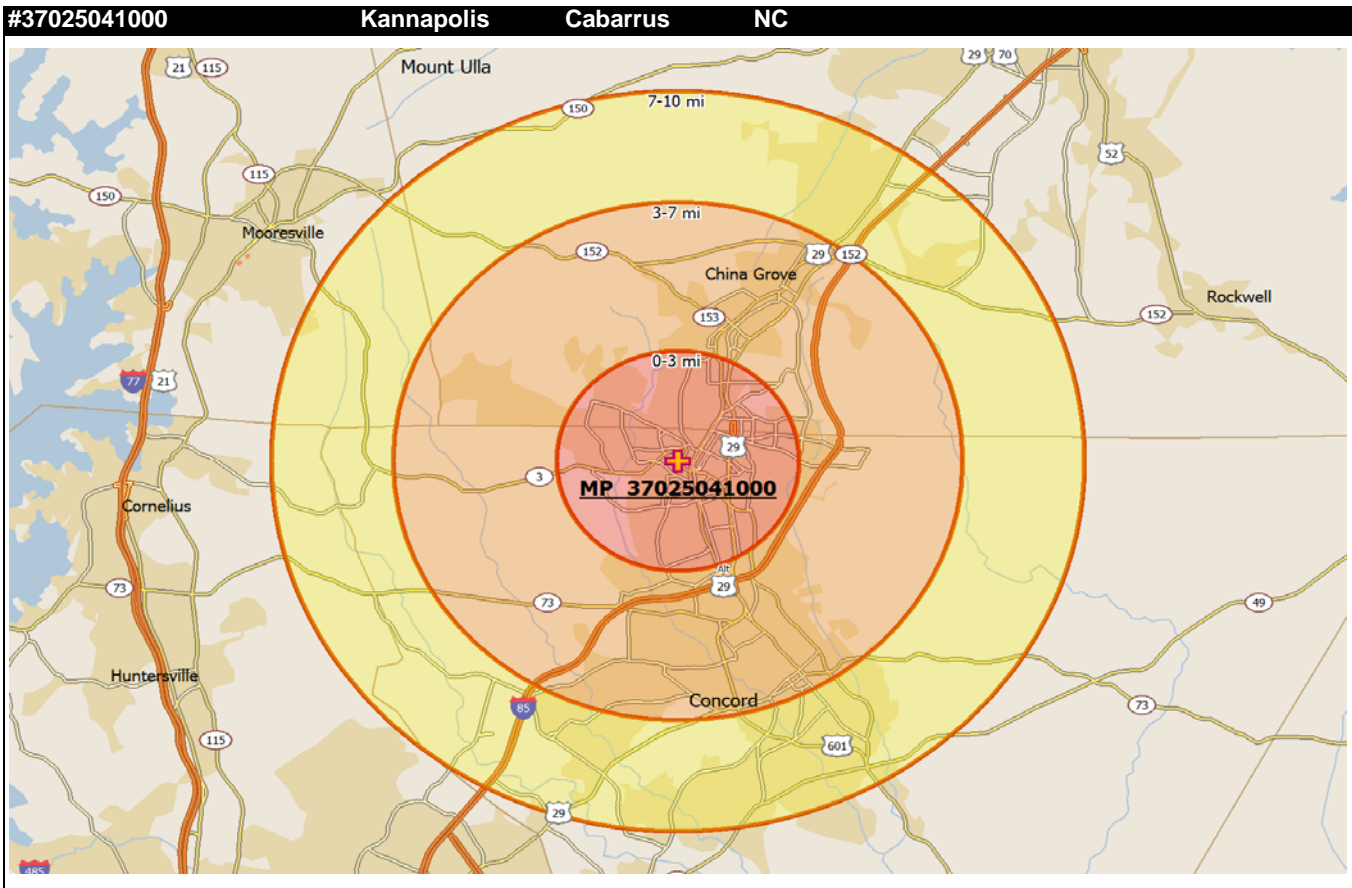
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179020302	Total Households in 0-3 mi Band	9742
CT Centroid Latitude	35.03236	Active Evangelical HHLDS	1627
CT Centroid Longitude	-80.64342	Active Evangelical PERCENT	16.71%
City Location:	Monroe	Unreached HHLDS	6516
County Location:	Union	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1330
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1344
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3841
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	28.01%	Low Education County	FALSE
Mainstay Community	41.18%	Low Employment County	FALSE
Working Community	6.34%	Persistent Poverty County	FALSE
Country Community	18.58%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.88%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	35.80	Racial Diversity Index	27.97
Ancestry Diversity Index	85.41	Diversity Composite Index	65.42
Foreign Born Diversity Index	96.69	Population Density Index	33.39

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

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16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37025041000	Total Households in 0-3 mi Band	16909
CT Centroid Latitude	35.49284	Active Evangelical HHLDS	3071
CT Centroid Longitude	-80.63314	Active Evangelical PERCENT	18.16%
City Location:	Kannapolis	Unreached HHLDS	11430
County Location:	Cabarrus	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2894
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1692
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	6892
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

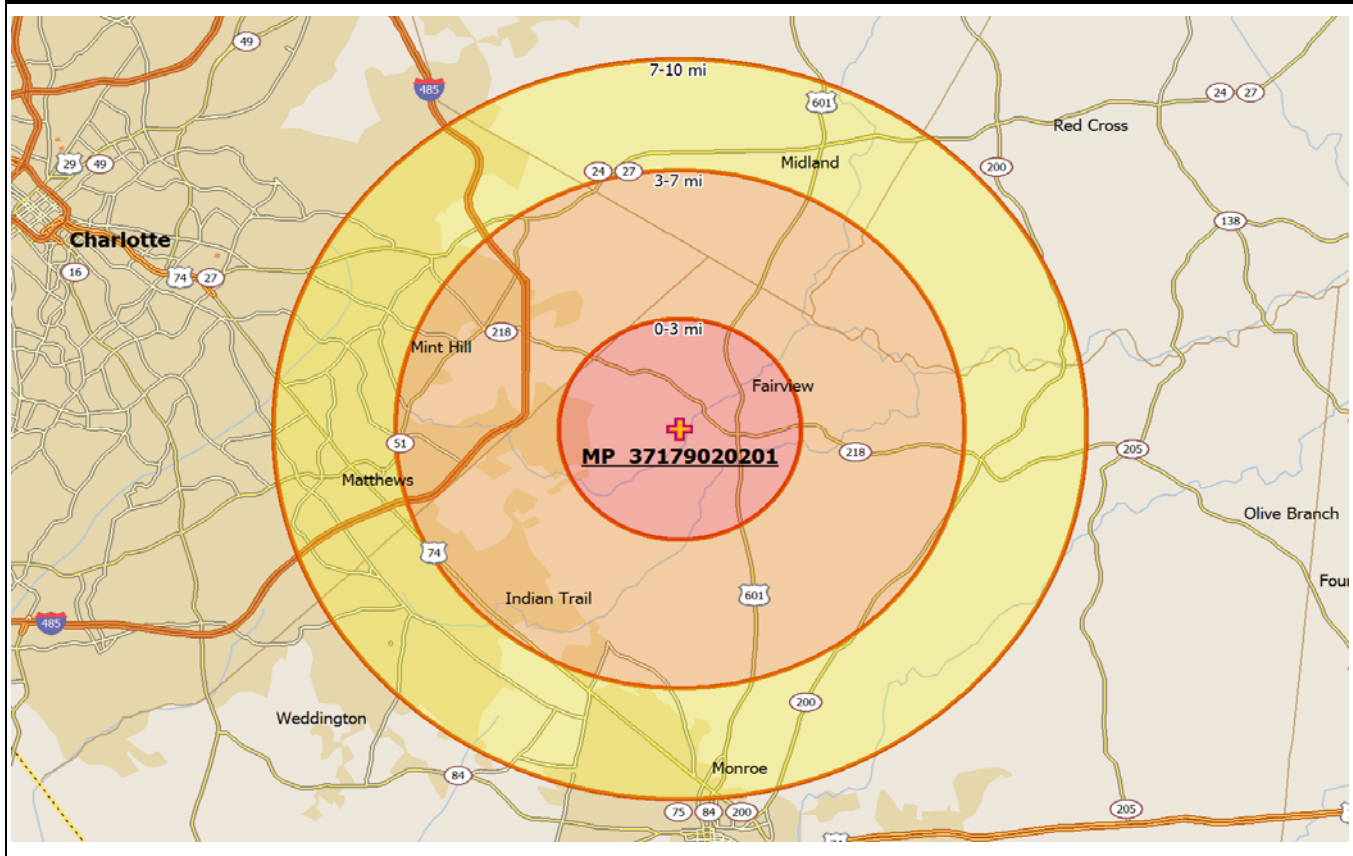
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.96%	Low Education County	FALSE
Mainstay Community	6.94%	Low Employment County	FALSE
Working Community	34.00%	Persistent Poverty County	FALSE
Country Community	30.34%	Population Loss County	FALSE
Aspiring Community	1.06%	Nonmetro Recreation County	FALSE
Urban Community	19.71%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	40.47	Racial Diversity Index	55.61
Ancestry Diversity Index	42.20	Diversity Composite Index	22.38
Foreign Born Diversity Index	10.46	Population Density Index	44.27

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

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#37179020201 Indian Trail Union NC



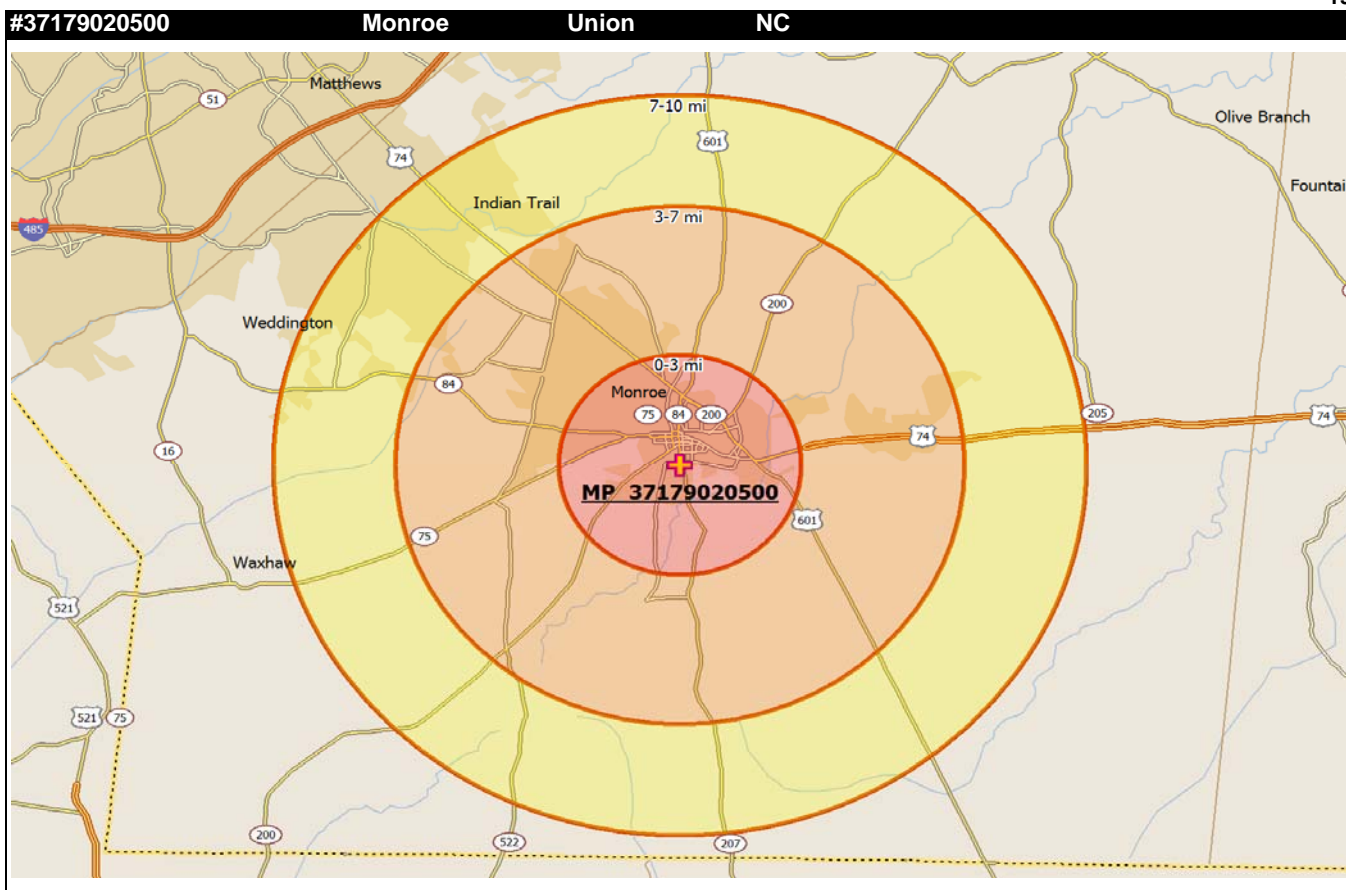
17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179020201	Total Households in 0-3 mi Band	2032
CT Centroid Latitude	35.14056	Active Evangelical HHLDS	335
CT Centroid Longitude	-80.56257	Active Evangelical PERCENT	16.48%
City Location:	Indian Trail	Unreached HHLDS	1367
County Location:	Union	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	287
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	259
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	821
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	30.52%	Low Education County	FALSE
Mainstay Community	26.37%	Low Employment County	FALSE
Working Community	2.80%	Persistent Poverty County	FALSE
Country Community	37.39%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	2.92%	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	18.93	Racial Diversity Index	21.21
Ancestry Diversity Index	98.38	Diversity Composite Index	41.49
Foreign Born Diversity Index	33.55	Population Density Index	14.96

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

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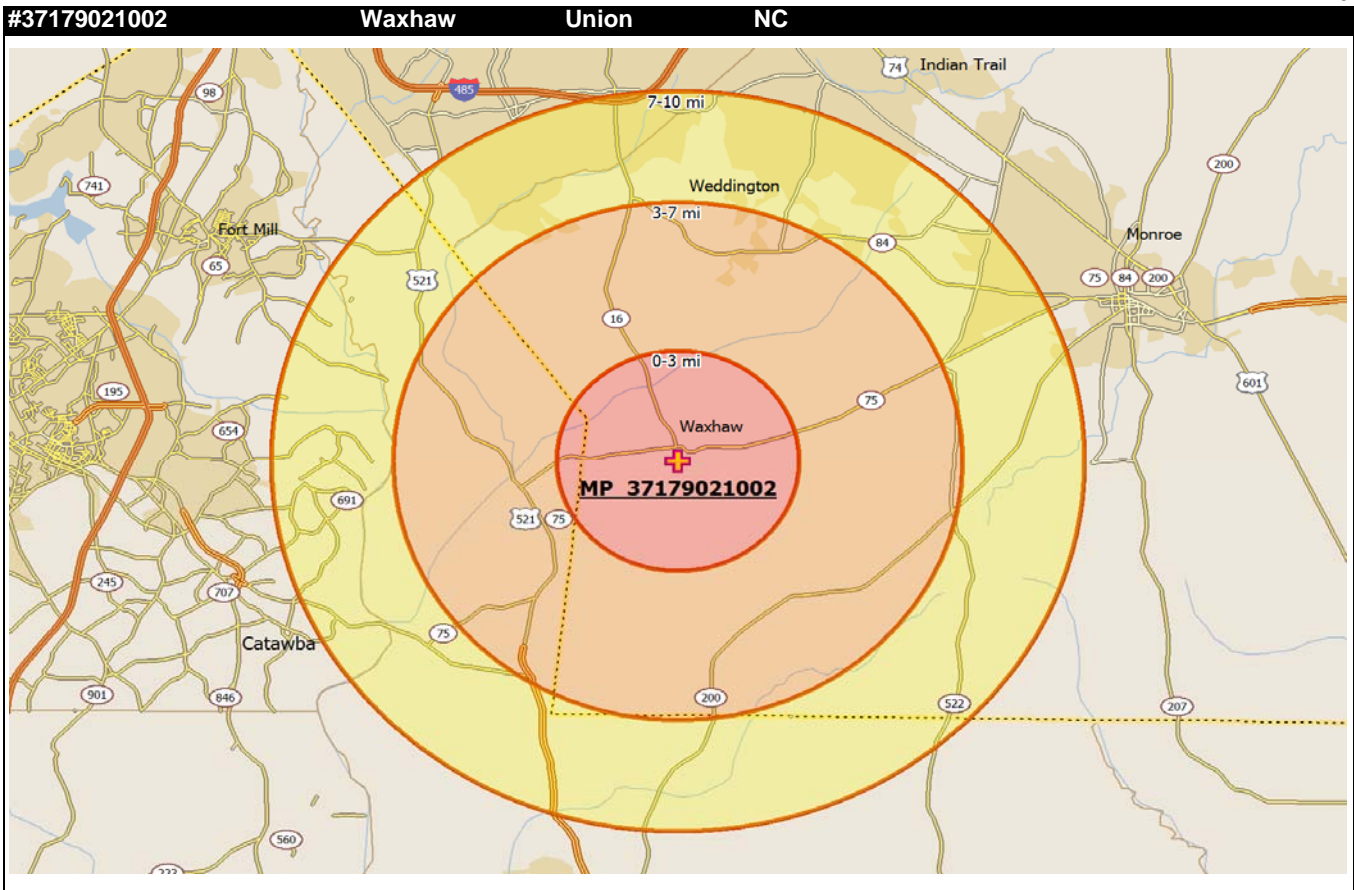
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179020500	Total Households in 0-3 mi Band	8040
CT Centroid Latitude	34.97109	Active Evangelical HHLDS	1262
CT Centroid Longitude	-80.54896	Active Evangelical PERCENT	15.70%
City Location:	Monroe	Unreached HHLDS	5523
County Location:	Union	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1547
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	691
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3322
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	17.09%	Low Education County	FALSE
Mainstay Community	21.80%	Low Employment County	FALSE
Working Community	19.25%	Persistent Poverty County	FALSE
Country Community	11.17%	Population Loss County	FALSE
Aspiring Community	3.24%	Nonmetro Recreation County	FALSE
Urban Community	27.45%	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	64.78	Racial Diversity Index	88.59
Ancestry Diversity Index	27.06	Diversity Composite Index	38.57
Foreign Born Diversity Index	2.56	Population Density Index	34.63

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

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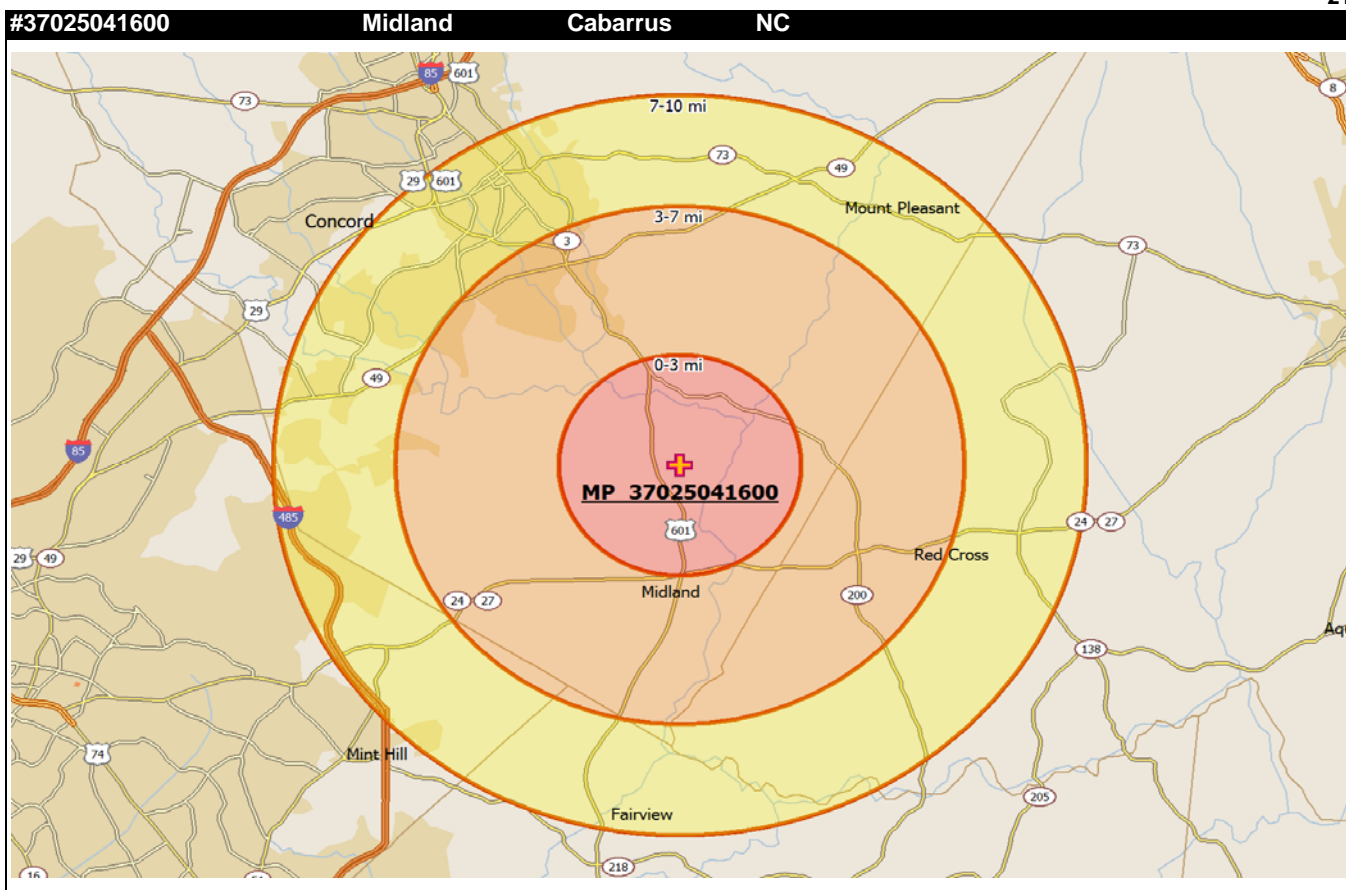
19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179021002	Total Households in 0-3 mi Band	3933
CT Centroid Latitude	34.91888	Active Evangelical HHLDS	655
CT Centroid Longitude	-80.74264	Active Evangelical PERCENT	16.66%
City Location:	Waxhaw	Unreached HHLDS	2631
County Location:	Union	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	594
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	491
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1547
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	19.97%	Low Education County	FALSE
Mainstay Community	28.03%	Low Employment County	FALSE
Working Community	4.60%	Persistent Poverty County	FALSE
Country Community	38.00%	Population Loss County	FALSE
Aspiring Community	0.29%	Nonmetro Recreation County	FALSE
Urban Community	9.11%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	23.95	Racial Diversity Index	35.06
Ancestry Diversity Index	89.86	Diversity Composite Index	54.10
Foreign Born Diversity Index	64.53	Population Density Index	22.55

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

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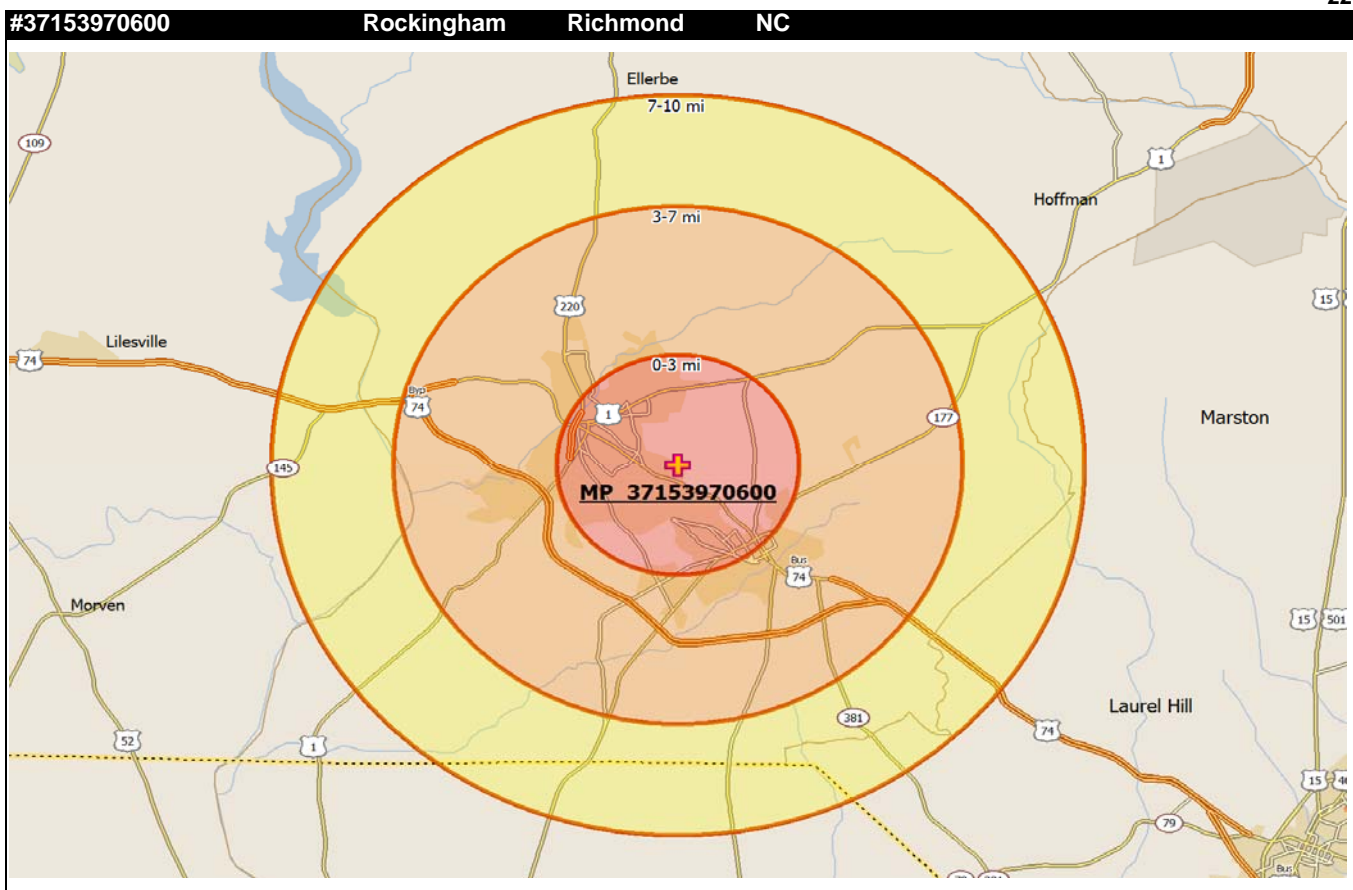
20 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37025041600	Total Households in 0-3 mi Band	1180
CT Centroid Latitude	35.29453	Active Evangelical HHLDS	227
CT Centroid Longitude	-80.50182	Active Evangelical PERCENT	19.27%
City Location:	Midland	Unreached HHLDS	777
County Location:	Cabarrus	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	162
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	156
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	459
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	16.99%	Low Education County	FALSE
Mainstay Community	34.15%	Low Employment County	FALSE
Working Community	7.35%	Persistent Poverty County	FALSE
Country Community	36.59%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	4.92%	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	11.35	Racial Diversity Index	32.65
Ancestry Diversity Index	77.99	Diversity Composite Index	22.12
Foreign Born Diversity Index	15.28	Population Density Index	11.76

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

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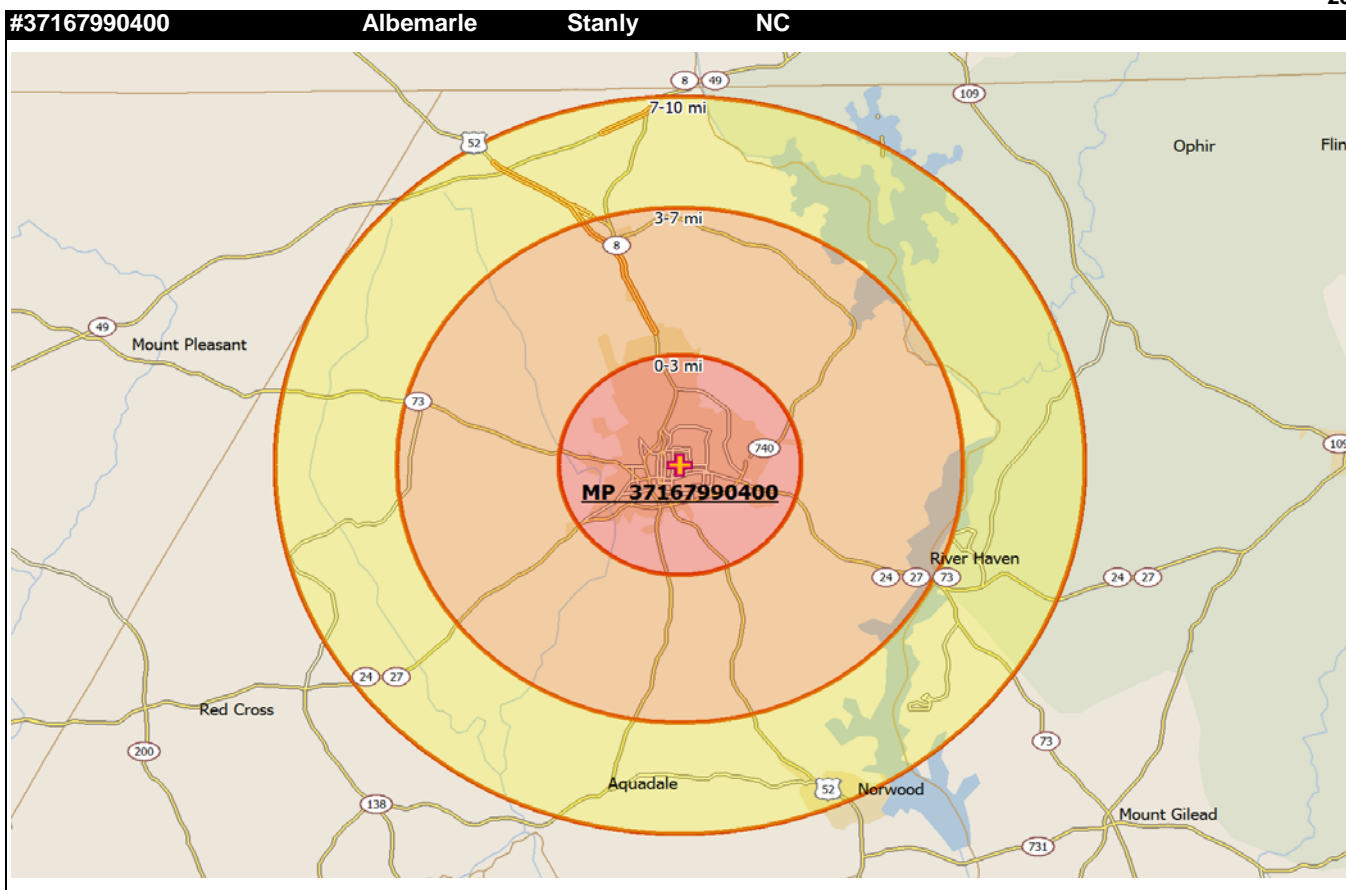
21 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37153970600	Total Households in 0-3 mi Band	7638
CT Centroid Latitude	34.9222	Active Evangelical HHLDS	1527
CT Centroid Longitude	-79.73431	Active Evangelical PERCENT	19.99%
City Location:	Rockingham	Unreached HHLDS	5188
County Location:	Richmond	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1622
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	521
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3198
Population Pattern:	#50000-50000-10000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.22%	Low Education County	FALSE
Mainstay Community	5.18%	Low Employment County	FALSE
Working Community	40.77%	Persistent Poverty County	FALSE
Country Community	17.68%	Population Loss County	FALSE
Aspiring Community	0.91%	Nonmetro Recreation County	FALSE
Urban Community	32.24%	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	17.56	Racial Diversity Index	59.96
Ancestry Diversity Index	25.92	Diversity Composite Index	16.53
Foreign Born Diversity Index	27.47	Population Density Index	30.33

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

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22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37167990400	Total Households in 0-3 mi Band	6665
CT Centroid Latitude	35.3556	Active Evangelical HHLDS	1186
CT Centroid Longitude	-80.19128	Active Evangelical PERCENT	17.79%
City Location:	Albemarle	Unreached HHLDS	4554
County Location:	Stanly	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1264
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	616
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2728
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

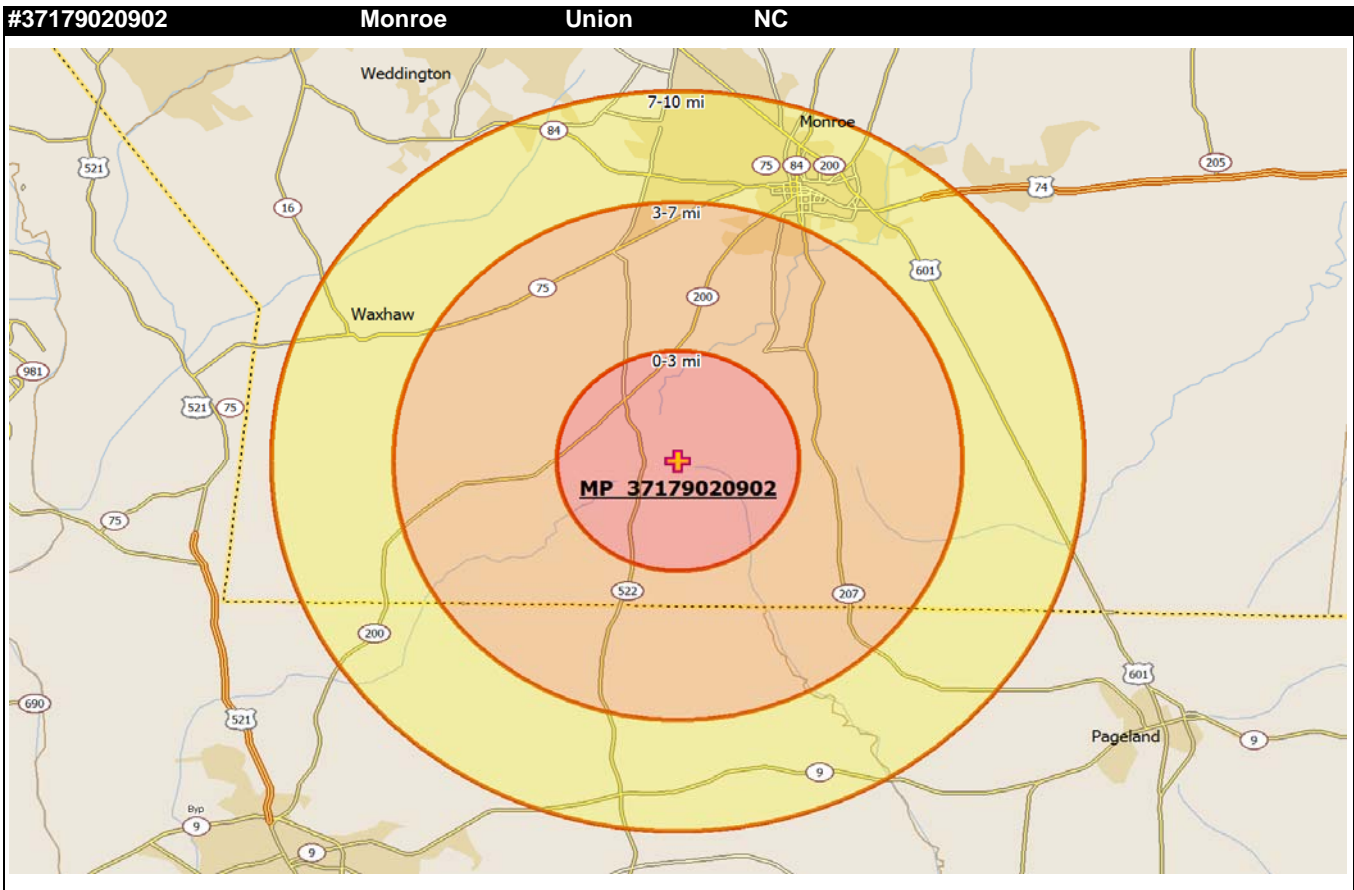
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.60%	Low Education County	FALSE
Mainstay Community	8.61%	Low Employment County	FALSE
Working Community	25.14%	Persistent Poverty County	FALSE
Country Community	32.83%	Population Loss County	FALSE
Aspiring Community	1.54%	Nonmetro Recreation County	FALSE
Urban Community	22.27%	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	25.11	Racial Diversity Index	51.74
Ancestry Diversity Index	43.42	Diversity Composite Index	20.96
Foreign Born Diversity Index	21.07	Population Density Index	27.47

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

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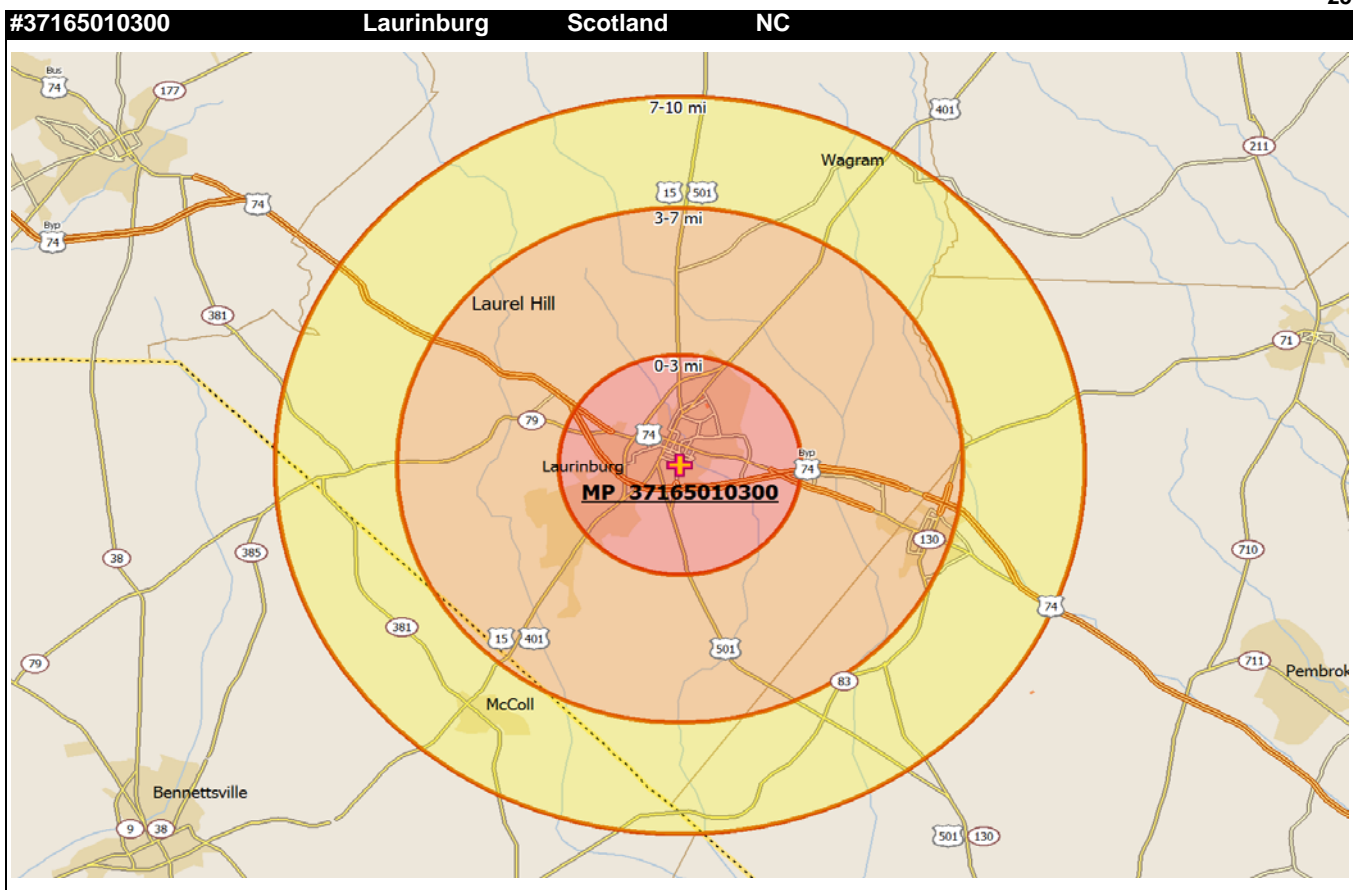


23 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179020902	Total Households in 0-3 mi Band	1592
CT Centroid Latitude	34.87487	Active Evangelical HHLDS	274
CT Centroid Longitude	-80.60091	Active Evangelical PERCENT	17.18%
City Location:	Monroe	Unreached HHLDS	1044
County Location:	Union	Unreached Percent	66%
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	202
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	636
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	4.55%	Low Education County	FALSE
Mainstay Community	24.10%	Low Employment County	FALSE
Working Community	0.65%	Persistent Poverty County	FALSE
Country Community	63.87%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	6.82%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	24.95	Racial Diversity Index	24.43
Ancestry Diversity Index	65.07	Diversity Composite Index	15.56
Foreign Born Diversity Index	13.33	Population Density Index	13.89

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



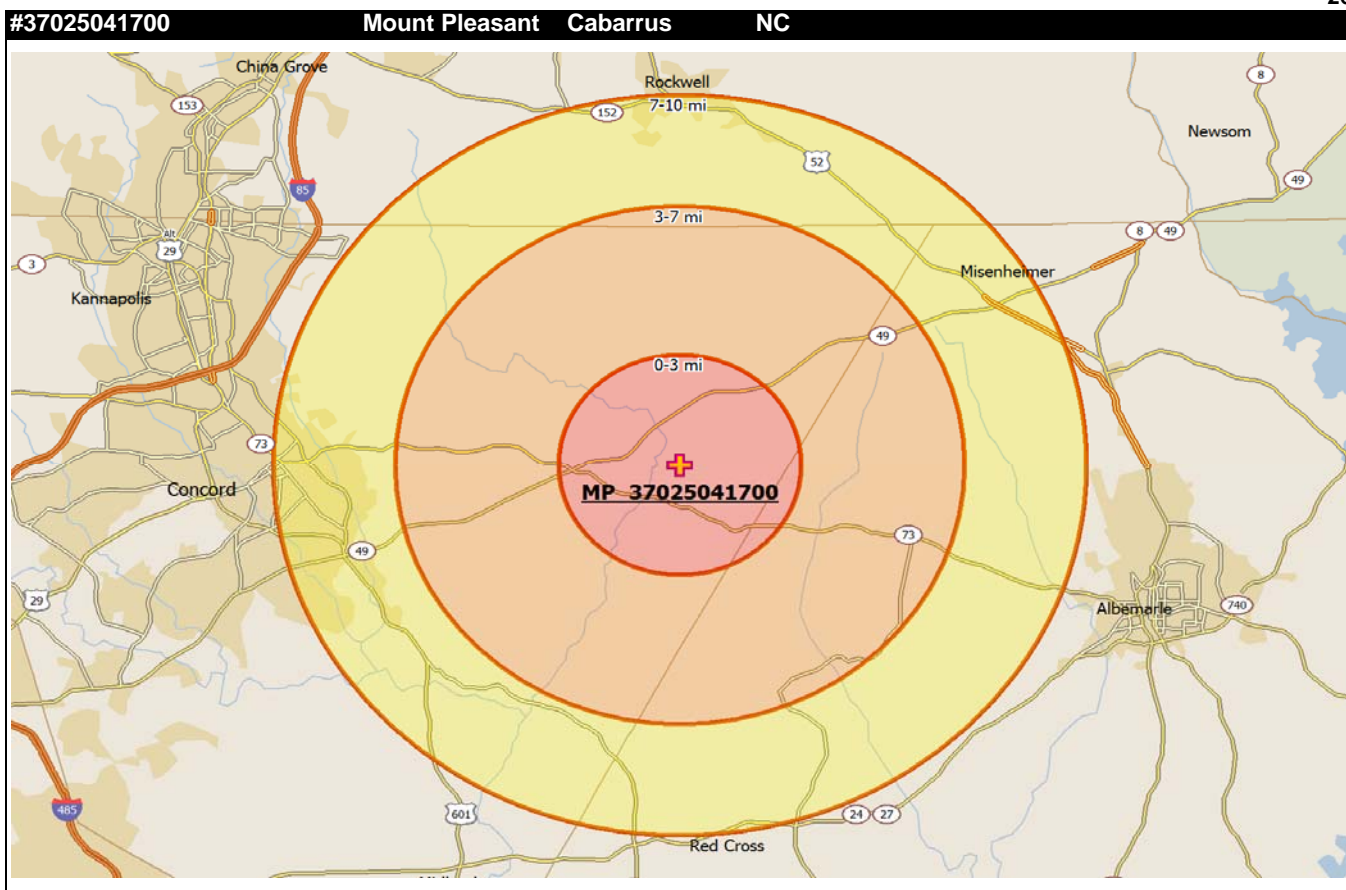
24 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37165010300	Total Households in 0-3 mi Band	4899
CT Centroid Latitude	34.76393	Active Evangelical HHLDS	758
CT Centroid Longitude	-79.45768	Active Evangelical PERCENT	15.47%
City Location:	Laurinburg	Unreached HHLDS	3386
County Location:	Scotland	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1232
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	223
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2070
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	8.01%	Low Education County	FALSE
Mainstay Community	4.36%	Low Employment County	TRUE
Working Community	11.07%	Persistent Poverty County	FALSE
Country Community	13.10%	Population Loss County	FALSE
Aspiring Community	4.71%	Nonmetro Recreation County	FALSE
Urban Community	58.76%	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	9.29	Racial Diversity Index	74.06
Ancestry Diversity Index	13.80	Diversity Composite Index	26.81
Foreign Born Diversity Index	55.28	Population Density Index	24.34

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

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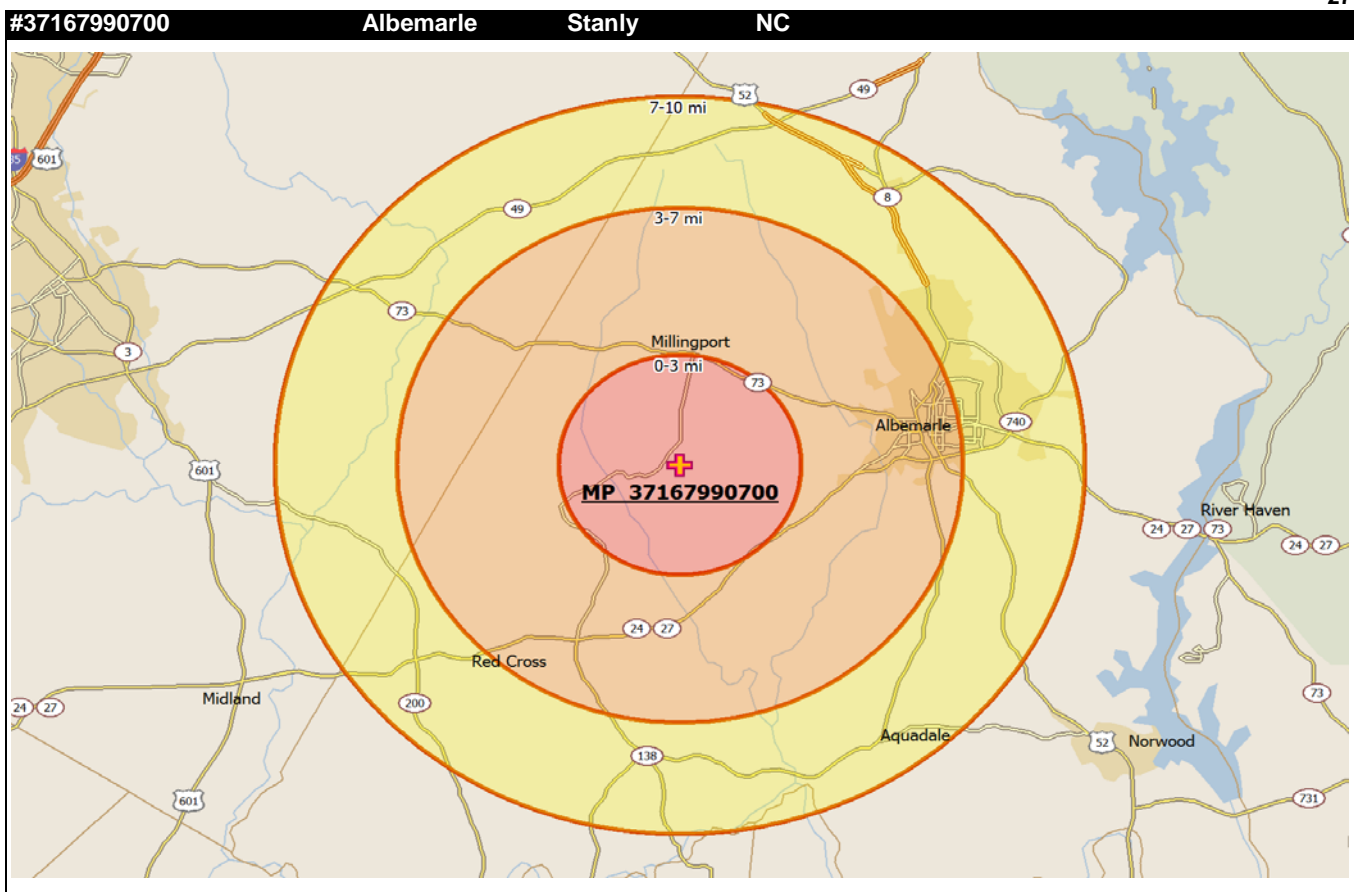
25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37025041700	Total Households in 0-3 mi Band	1456
CT Centroid Latitude	35.40866	Active Evangelical HHLDS	276
CT Centroid Longitude	-80.40521	Active Evangelical PERCENT	18.97%
City Location:	Mount Pleasant	Unreached HHLDS	965
County Location:	Cabarrus	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	212
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	177
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	576
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	23.16%	Low Education County	FALSE
Mainstay Community	30.07%	Low Employment County	FALSE
Working Community	5.06%	Persistent Poverty County	FALSE
Country Community	31.09%	Population Loss County	FALSE
Aspiring Community	4.14%	Nonmetro Recreation County	FALSE
Urban Community	6.48%	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	11.43	Racial Diversity Index	25.11
Ancestry Diversity Index	47.88	Diversity Composite Index	12.60
Foreign Born Diversity Index	21.15	Population Density Index	16.18

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

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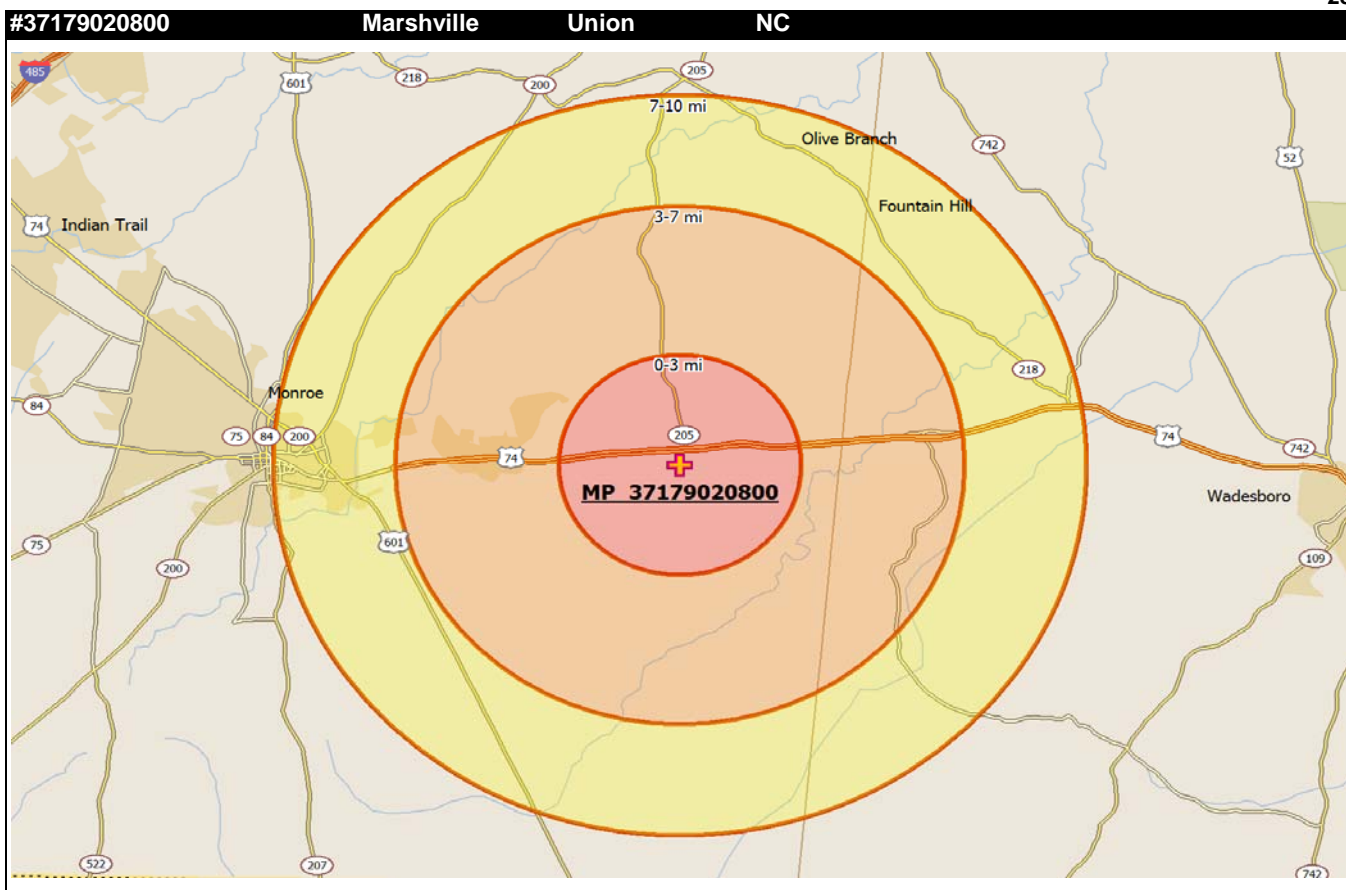
26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37167990700	Total Households in 0-3 mi Band	920
CT Centroid Latitude	35.33665	Active Evangelical HHLDS	192
CT Centroid Longitude	-80.3097	Active Evangelical PERCENT	20.91%
City Location:	Albemarle	Unreached HHLDS	576
County Location:	Stanly	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	119
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	95
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	362
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	3.84%	Low Education County	FALSE
Mainstay Community	0.95%	Low Employment County	FALSE
Working Community	0.12%	Persistent Poverty County	FALSE
Country Community	86.29%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	8.81%	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	2.05	Racial Diversity Index	5.18
Ancestry Diversity Index	71.08	Diversity Composite Index	11.80
Foreign Born Diversity Index	24.46	Population Density Index	9.96

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

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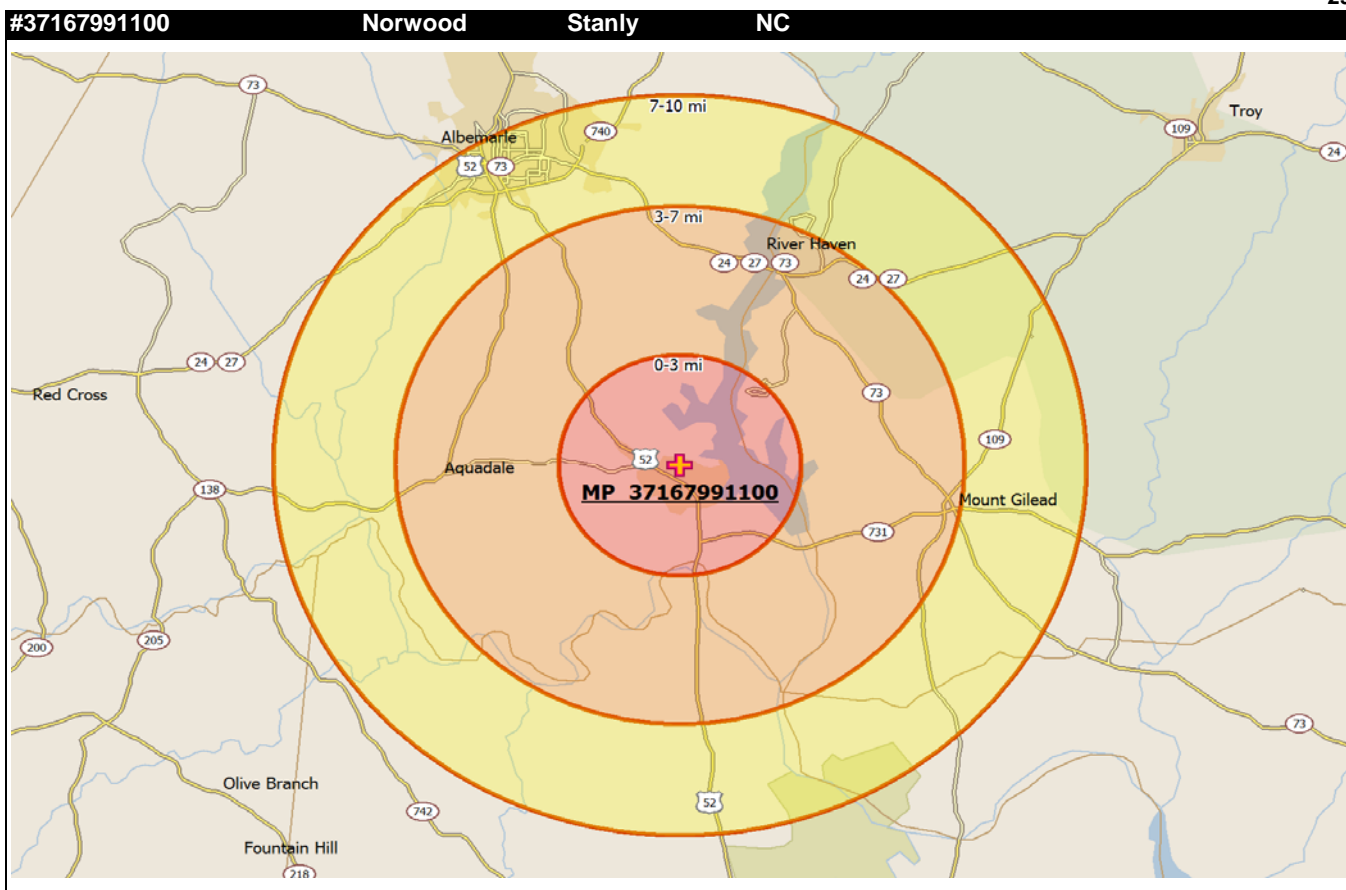


27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179020800	Total Households in 0-3 mi Band	1634
CT Centroid Latitude	34.97962	Active Evangelical HHLDS	316
CT Centroid Longitude	-80.37083	Active Evangelical PERCENT	19.32%
City Location:	Marshville	Unreached HHLDS	1003
County Location:	Union	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	266
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	127
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	610
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.99%	Low Education County	FALSE
Mainstay Community	6.07%	Low Employment County	FALSE
Working Community	3.51%	Persistent Poverty County	FALSE
Country Community	78.15%	Population Loss County	FALSE
Aspiring Community	4.89%	Nonmetro Recreation County	FALSE
Urban Community	2.39%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	32.01	Racial Diversity Index	61.86
Ancestry Diversity Index	24.69	Diversity Composite Index	20.76
Foreign Born Diversity Index	23.95	Population Density Index	15.29

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



28 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37167991100	Total Households in 0-3 mi Band	2178
CT Centroid Latitude	35.23197	Active Evangelical HHLDS	403
CT Centroid Longitude	-80.12031	Active Evangelical PERCENT	18.51%
City Location:	Norwood	Unreached HHLDS	1462
County Location:	Stanly	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	394
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	211
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	867
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40%

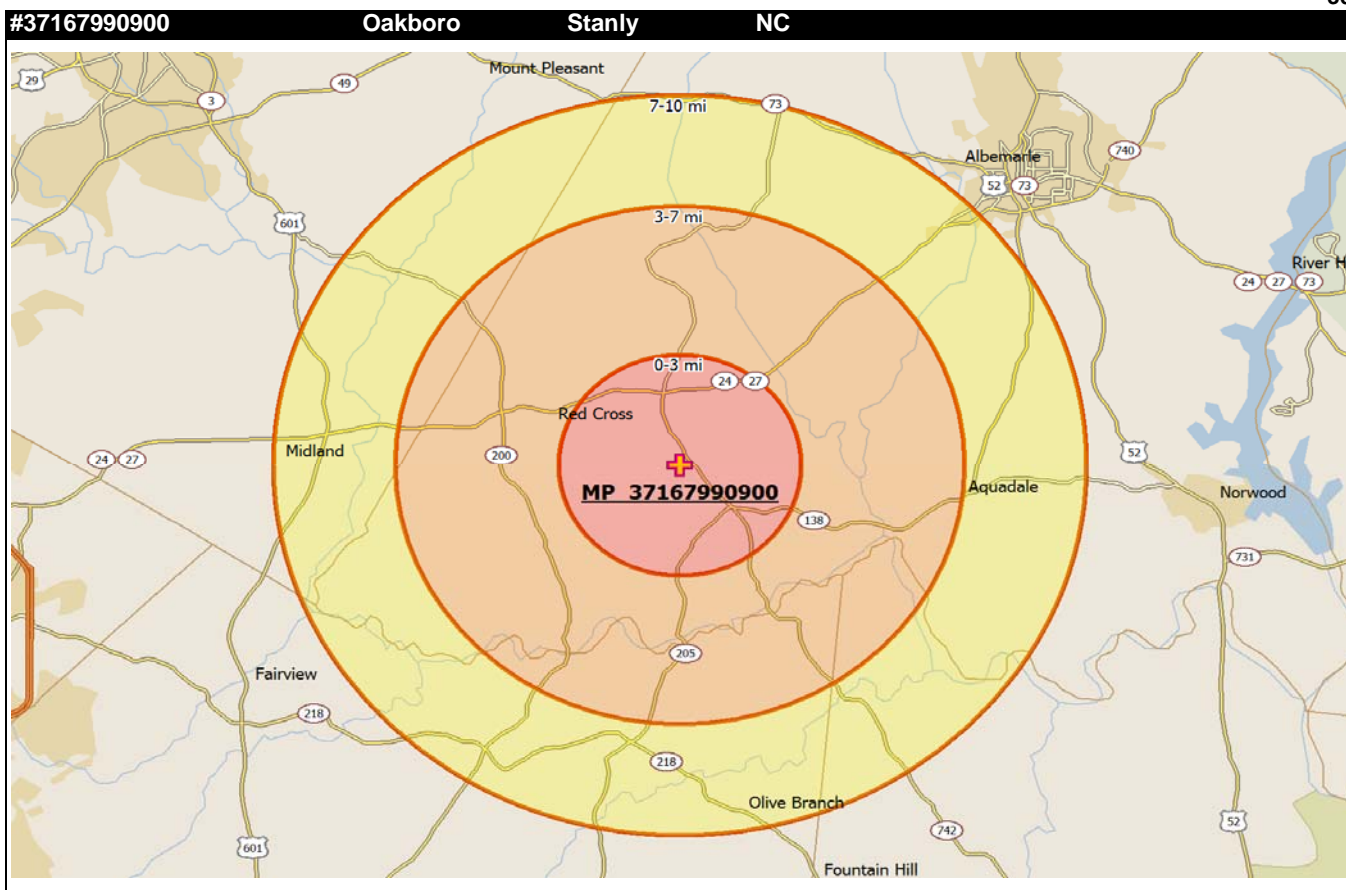
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.17%	Low Education County	FALSE
Mainstay Community	7.91%	Low Employment County	FALSE
Working Community	26.09%	Persistent Poverty County	FALSE
Country Community	48.41%	Population Loss County	FALSE
Aspiring Community	0.13%	Nonmetro Recreation County	FALSE
Urban Community	11.29%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.45	Racial Diversity Index	46.31
Ancestry Diversity Index	40.38	Diversity Composite Index	12.39
Foreign Born Diversity Index	2.70	Population Density Index	16.44

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

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29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37167990900	Total Households in 0-3 mi Band	1930
CT Centroid Latitude	35.23939	Active Evangelical HHLDS	423
CT Centroid Longitude	-80.34759	Active Evangelical PERCENT	21.93%
City Location:	Oakboro	Unreached HHLDS	1179
County Location:	Stanly	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	210
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	211
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	758
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39%

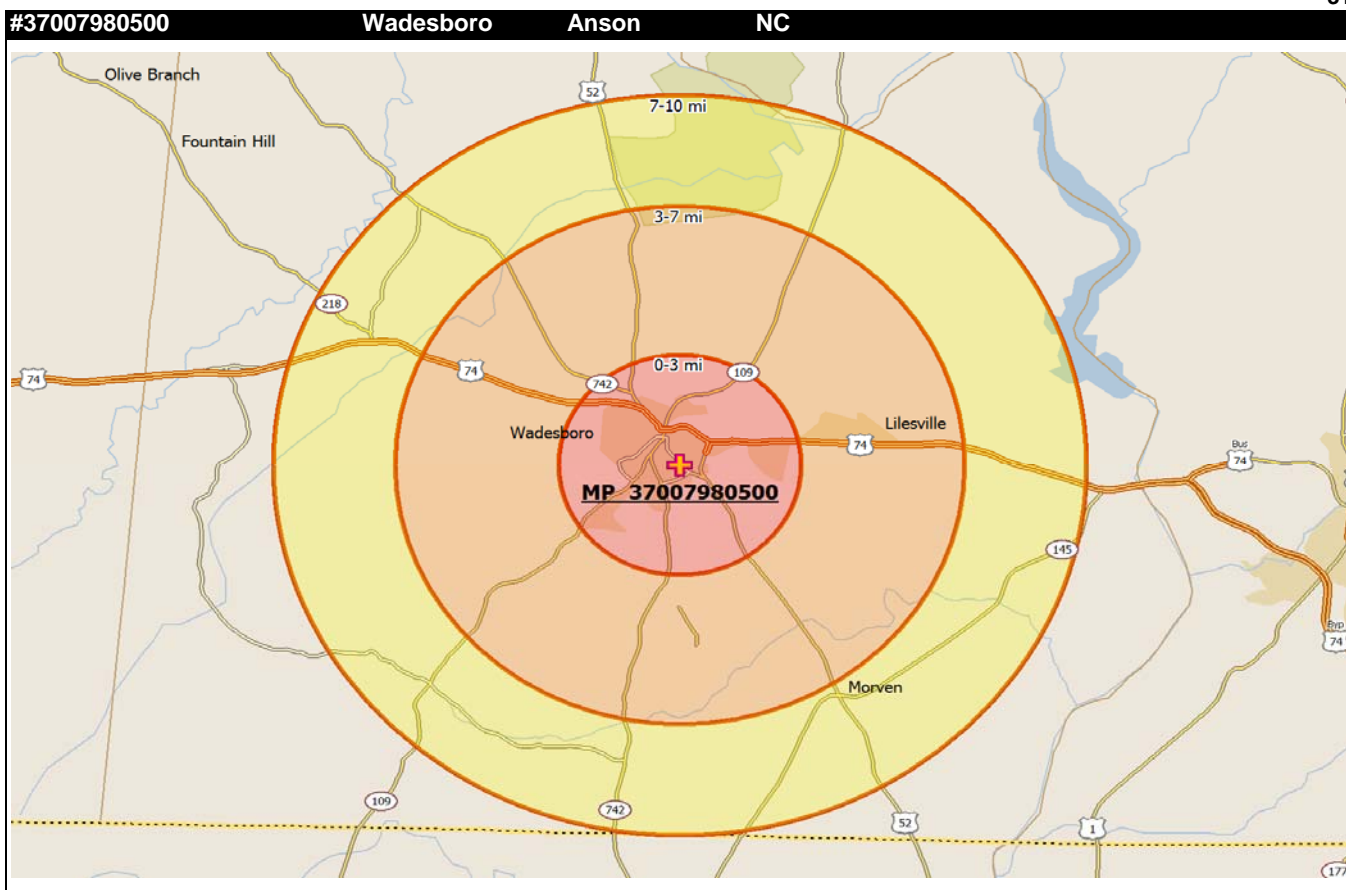
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.70%	Low Education County	FALSE
Mainstay Community	14.63%	Low Employment County	FALSE
Working Community	2.25%	Persistent Poverty County	FALSE
Country Community	64.34%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	8.08%	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	12.34	Racial Diversity Index	23.17
Ancestry Diversity Index	67.00	Diversity Composite Index	11.01
Foreign Born Diversity Index	10.33	Population Density Index	15.25

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

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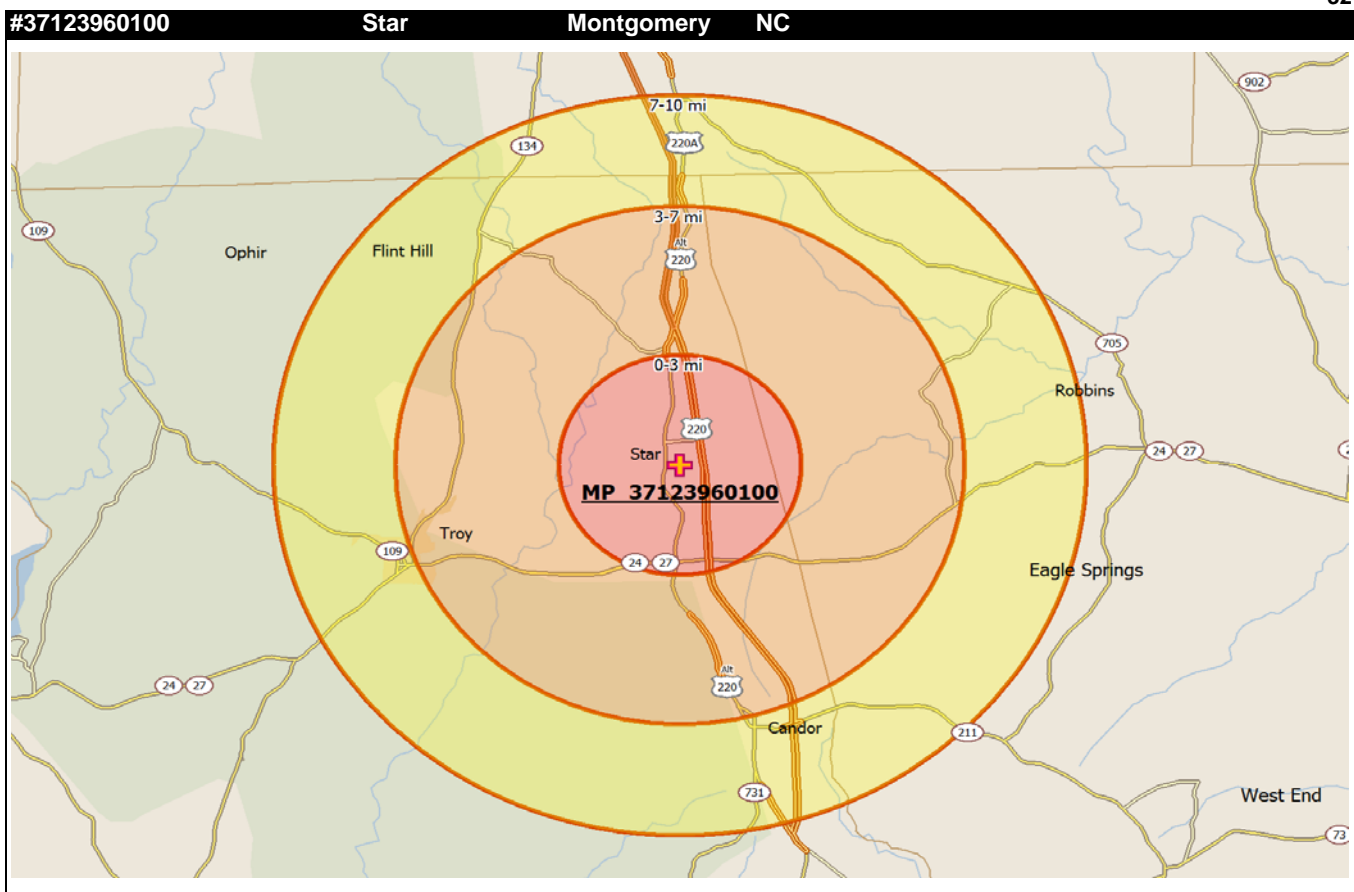
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37007980500	Total Households in 0-3 mi Band	2860
CT Centroid Latitude	34.95417	Active Evangelical HHLDS	717
CT Centroid Longitude	-80.06973	Active Evangelical PERCENT	25.08%
City Location:	Wadesboro	Unreached HHLDS	2011
County Location:	Anson	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	819
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	92
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	3%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1186
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.18%	Low Education County	FALSE
Mainstay Community	3.14%	Low Employment County	FALSE
Working Community	12.05%	Persistent Poverty County	FALSE
Country Community	34.60%	Population Loss County	FALSE
Aspiring Community	2.29%	Nonmetro Recreation County	FALSE
Urban Community	40.74%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	6.71	Racial Diversity Index	66.04
Ancestry Diversity Index	13.90	Diversity Composite Index	10.62
Foreign Born Diversity Index	40.09	Population Density Index	19.73

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

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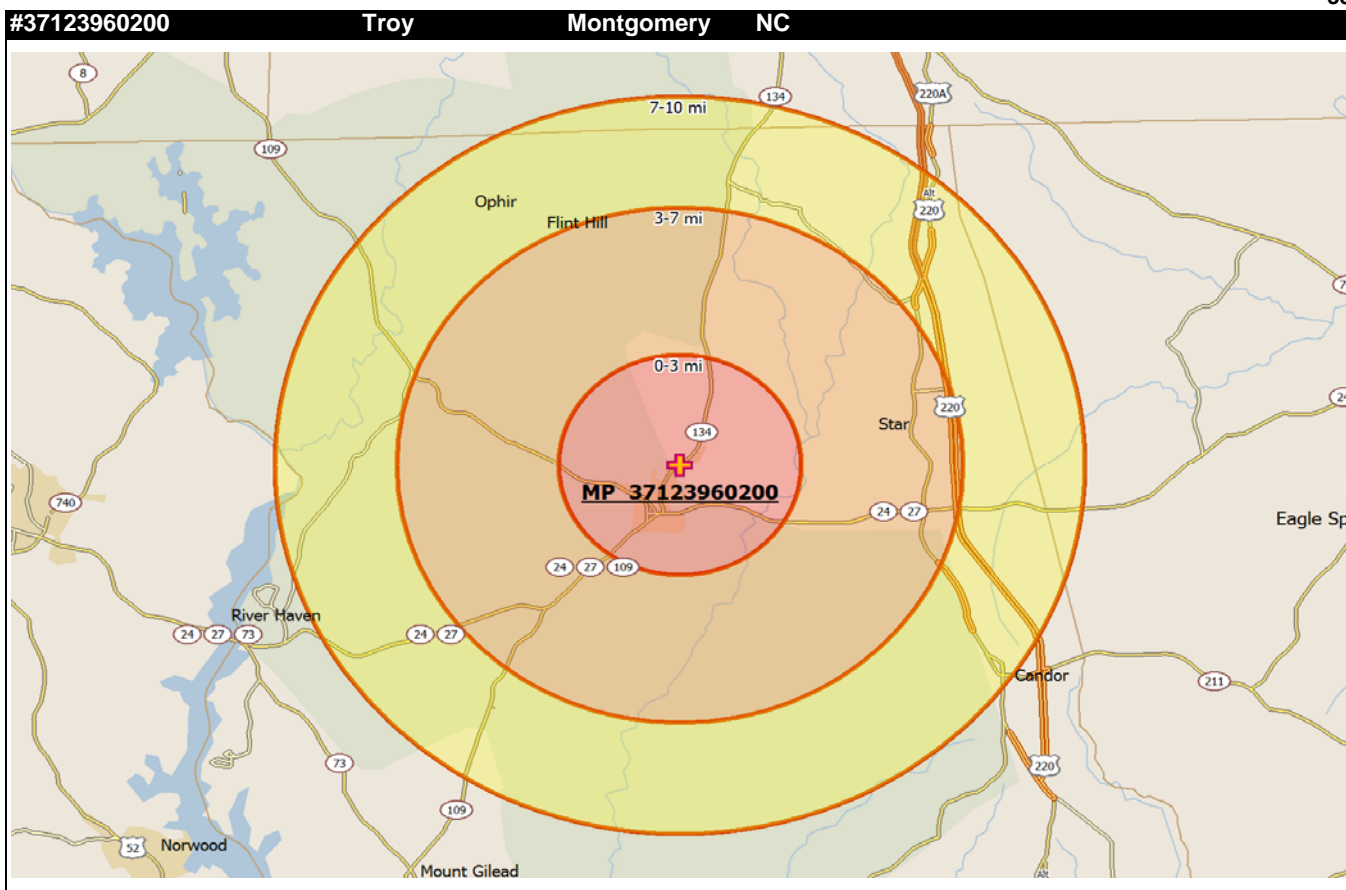
31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37123960100	Total Households in 0-3 mi Band	1241
CT Centroid Latitude	35.39772	Active Evangelical HHLDS	279
CT Centroid Longitude	-79.77799	Active Evangelical PERCENT	22.51%
City Location:	Star	Unreached HHLDS	715
County Location:	Montgomery	Unreached Percent	58%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	147
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	95
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	473
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.85%	Low Education County	TRUE
Mainstay Community	6.11%	Low Employment County	FALSE
Working Community	26.56%	Persistent Poverty County	FALSE
Country Community	41.29%	Population Loss County	FALSE
Aspiring Community	0.85%	Nonmetro Recreation County	FALSE
Urban Community	13.34%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	67.03	Racial Diversity Index	78.42
Ancestry Diversity Index	25.39	Diversity Composite Index	24.02
Foreign Born Diversity Index	0.05	Population Density Index	14.47

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

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32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37123960200	Total Households in 0-3 mi Band	1618
CT Centroid Latitude	35.37773	Active Evangelical HHLDS	284
CT Centroid Longitude	-79.88646	Active Evangelical PERCENT	17.56%
City Location:	Troy	Unreached HHLDS	1086
County Location:	Montgomery	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	300
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	140
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	659
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.63%	Low Education County	TRUE
Mainstay Community	8.40%	Low Employment County	FALSE
Working Community	39.25%	Persistent Poverty County	FALSE
Country Community	20.01%	Population Loss County	FALSE
Aspiring Community	17.52%	Nonmetro Recreation County	FALSE
Urban Community	10.19%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	48.39	Racial Diversity Index	66.29
Ancestry Diversity Index	26.36	Diversity Composite Index	21.62
Foreign Born Diversity Index	8.42	Population Density Index	16.68

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

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Interpreting Your Mission Point Report

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

1. Census Tract

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

2. Latitude and Longitude

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

3. City Location

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

4. County Location

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

5. SITESCAPE Category and SITESCAPE Category Code

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

6. SITESCAPE Group and SITESCAPE Group Code

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

7. Density Pattern

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

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

Increasing Density Patterns

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

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

Constant Density Patterns

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

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

Decreasing Density Patterns

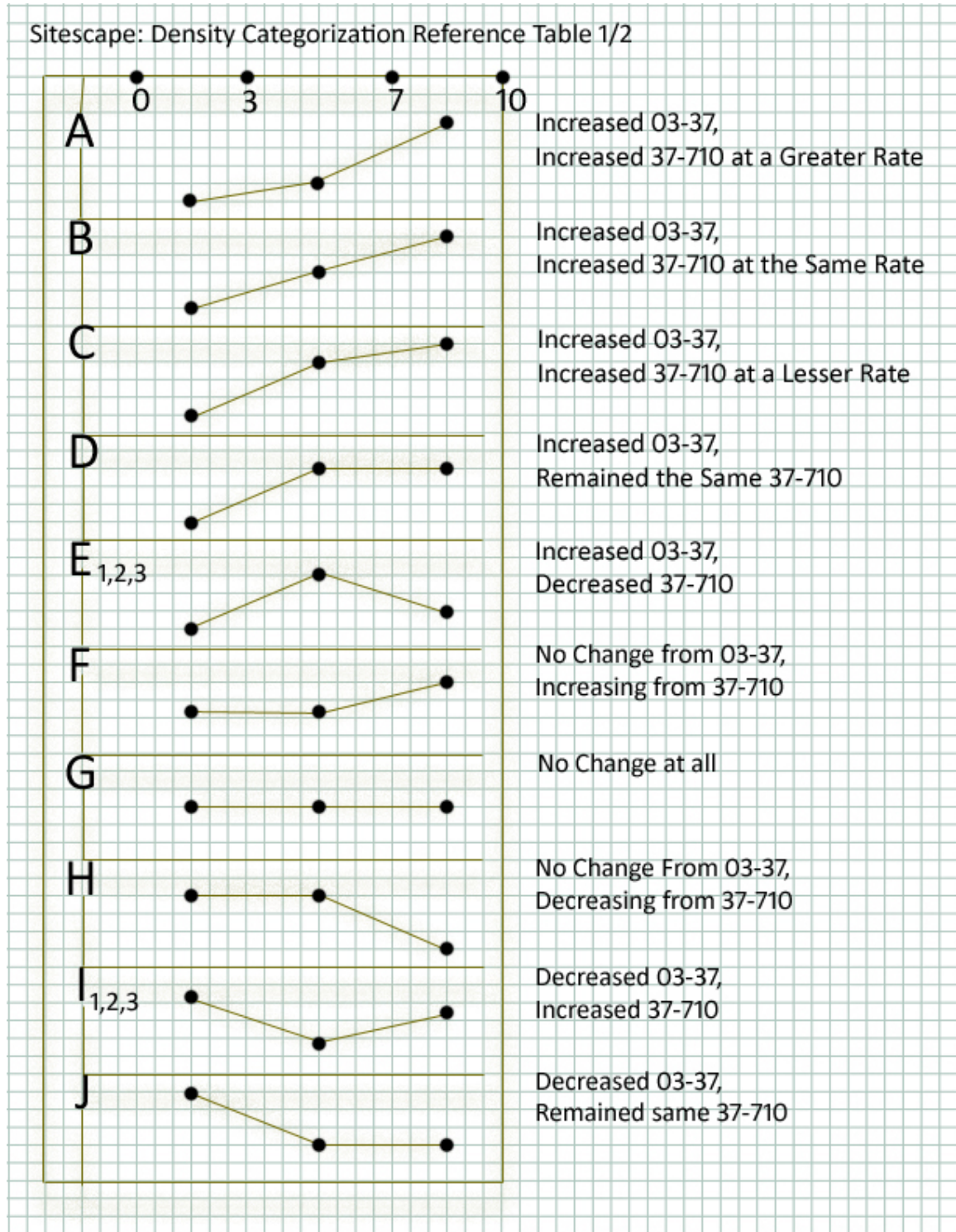
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

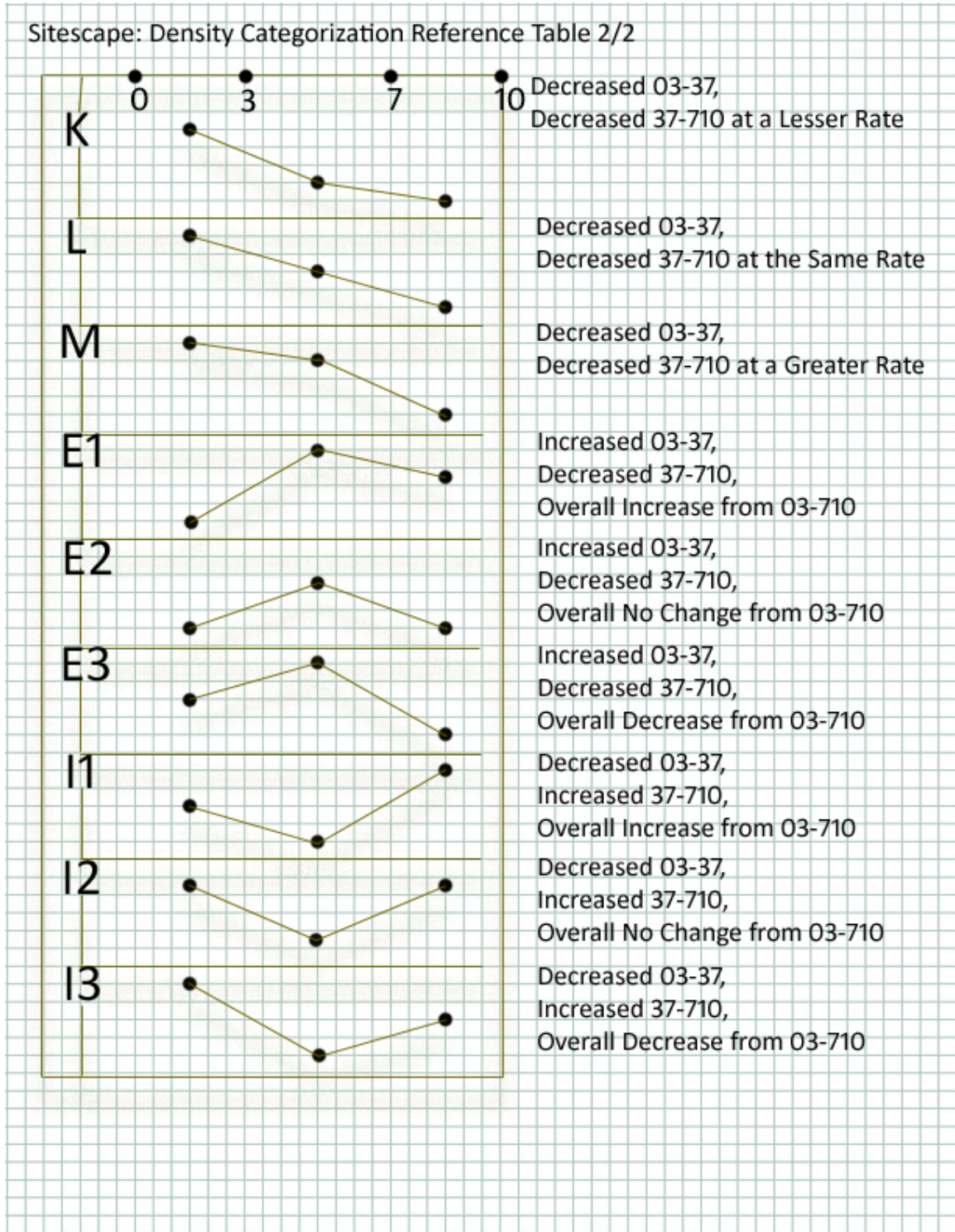
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

8. Population Pattern

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

- 100000 -- means that the population within the 0-3 mile band is between 50000 and 100000
- 250000 -- means that the population within the 3-7 mile band is between 100000 and 250000
- 100000 -- means that the population within the 7-10 mile band is between 50000 and 100000





9. Using Density and Population Patterns

Example: #1 rank in Osecola, FL has the Density Pattern: K and the Population Pattern: #100000-250000-100000. The density pattern, K, is "Decreasing Density at a Lesser Rate".

Interpreting the Population Pattern in light of the Density Pattern

When the Population Pattern is interpreted in light of the density pattern "K", then, one will note the following:

1. While the population is greatest in the 3-7 mile band, it is much more dispersed across the landscape, with a significant less amount of density.
2. While the population in the 7-10 mile band is much less than the 3-7 mile band, its density continues to decrease compared to either of the first two bands.

What Does This Mean in Practical Terms?

1. The 0-3 mile band is much more concentrated in density -- which could mean:
 - greater sense of community and location identity among the population
 - probably a greater need for a larger number of smaller congregations -- meeting needs of diverse groups within the more densely populated area -- maybe servicing groups of about 135-150 in max attendance -- this depends on the degree of diversity within the concentrated band
2. The 3-7 mile band, while having a greater amount of population is more dispersed -- which could mean:
 - probably more "suburban-like" and commuter oriented
 - which means a more "regional" approach to church planting may be justified
3. The 7-10 mile band, with less population and less density may indicate a more "fringe type" location -- which means one should explore the type of lifestyle segments in this area -- are they more "rural-oriented" pointing back to populations who have been there for generations OR are they more "exurbanites" -- affluent yuppies fleeing the urban areas building upscale enclaves -- either direction represents a unique church planting environment

10. Total Households in 0-3mi Band

This gives the total number of households in the 0-3 mile ring around the center of the census tract location.

11. Active Evangelical HHLDS and PERCENT

The *Active Evangelical Presence* refers to the number of households that we would expect to be in attendance in an evangelical church on an average Sunday in the location. This information is based upon the evangelical attendance patterns by county compiled by Dave Olson of the AmericanChurch.org that has been cross-referenced against a number of other datasets. The HHLDS count gives the number of households and the PERCENT gives the percentage of active evangelicals.

12. Unreached HHLDS and PERCENT

The *Unreached Status* refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be evangelical Christian. An evangelical Christian is a person who professes to have accepted Jesus Christ as his or her personal Lord and Savior. This is based on a survey conducted by the Simmons Market Research Bureau.

13. Religious But Not Evangelical HHLDS and PERCENT

The *Religious but not Evangelical* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be an evangelical Christian but consider themselves to be a part of some established religion or religious institution. The "religious but not evangelical" person usually is committed to a non-evangelical Christian denomination or some other world religious or religious group.

14. Spiritual But Not Religious HHLDS and PERCENT

The *Spiritual but not Religious* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that are interested in spirituality but are not interested in organized religion. This category includes alternative spiritualities and new age movements.

15. Not Evangelical Not Interested HHLDS and PERCENT

The *Non-Evangelical and Not Interested* category refers to an estimate of the number of households in the 3 mile ring of the census tract centroid (center) that do not consider themselves to be an evangelical Christian and are not interested in spirituality or religion.

16. Upscale Community PERCENT

The *Upscale Community* category refers to the percentage of households in the 3 mile ring that are considered affluent or upscale compared to the national average. These well-to-do households not only appear in suburbs, but also in small towns, on the metro fringe, and sometimes in urban environments.

17. Mainstay Community PERCENT

The *Mainstay* (meaning: pillar, bulwark, anchor) Community category refers to the percentage of households in the 3 mile ring that are established families primarily in secondary cities and small and medium-sized towns. Typically these households are the older, stable families who often are the "pillars" of smaller communities.

18. Working Community PERCENT

The *Working Community* refers to the percentage of households in the 3 mile ring whose adults work in blue-collar occupations. Typically these household workers are members of the working class who typically performs manual labor and earns an hourly wage.

19. Country Community PERCENT

The *County Community* refers to the percentage of households in the 3 mile ring who live in large and isolated areas of an open country with low population density. Many of these work in agriculture or mining.

20. Aspiring Community PERCENT

The *Aspiring Community* refers to the percentage of households in the 3 mile ring who typically are young, single, single parents, or childless couples; and typically living in multi-family housing. Some are students but most are employed. Included in this community are group-quarters such as: college dormitories, military housing, and prison facilities.

21. Urban Community PERCENT

The *Urban Community* refers to the percentage of households in the 3 mile ring who live in high population density areas. The Census Bureau defines any area with 2500 population or more as “urbanized.” Urban Communities appear in the downtown and inner city areas of towns, cities, and metropolitan areas. It is not unusual for a densely populated area of a small town to be considered “an urban community.” What they have in common is density of population and “town” or “city” living.

22. Low Education County TYPE

Low-education counties are those counties where at least one of every four adults age 25-64 has not completed high school. About 20% of the counties in the United States have been classified in this category with more than 90% of these appearing in the non-metro Southern region with historically large shares of Blacks and Hispanics. Similarly, low-education counties in the Western region are concentrated in areas with large ethnic minority populations, such as California’s Central Valley and portions of Arizona and New Mexico.

23. Low Employment County TYPE

Low-employment counties are those counties where employment rates are below 65%. Mostly rural, these counties have minimal capacity for generating jobs. These counties are found primarily in southern Appalachia, the Mississippi Delta, and other predominately Black areas in the Southern region of the US; in Indian and Hispanic areas of the Southwest region; and the timber and agricultural areas of the Northwest region.

24. Persistent Poverty County TYPE

Counties are *persistently poor* if 20 percent or more of their populations were living in poverty over the last 30 years. Although large numbers of the poor live in major metropolitan areas, poverty rates have been consistently higher in rural areas since the 1960s, and these counties are not evenly distributed across the United States. A large number of these counties are in the Southern region of the United States.

25. Population Loss County TYPE

Population loss counties are those counties that have lost population over the last 30 years. Typically population loss signals weak economic conditions. These rural and small town communities often suffer out-migration due to loss of farm-related jobs resulting from technological advances in agriculture. Clusters of population loss counties may be found in the Great Plains (particularly North Dakota), the lower Mississippi Valley, and central Appalachia.

26. Nonmetro Recreation County TYPE

Nonmetropolitan recreation counties are those counties that have a major dependence on recreational activity. This dependence is measured based upon the percentage of employment, the annual earnings, and percentage of housing units that are tied to recreational use. About 14% of US counties have been designated as Nonmetro Recreation Counties. These counties are particularly common in the Great Lakes States, the Mountain West, and upland areas of the Northeast region.

27. Retirement Destination County TYPE

Retirement destination counties are those counties where the number of residents age 60 and older grew by 15 percent or more over the last 30 years due to in-migration. The majority of these counties are nonmetro counties where retirees are moving to small town and rural communities.

28. Language Diversity INDEX

Language Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most number of languages* represented within the three mile ring.

29. Ancestry Diversity INDEX

Ancestry Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most number of ancestries* represented within the three mile ring.

30. Foreign Born Diversity INDEX

Foreign Born Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *largest number of countries of origin represented among the foreign born population* within the three mile ring.

31. Racial Diversity INDEX

Racial Diversity of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The most diverse location is that which has the *most even balance between a large number of races* represented within the three mile ring.

32. Diversity Composite INDEX

Diversity Composite of a three mile ring around the center of the Census Tract on a percentile scale compared with all other Census Tracts' rings in the US. The Diversity Composite Index weights the language, ancestry, foreign born, and racial diversity indexes into an overall diversity score. This particular location is then compared to all other locations in the US.

33. Population Density INDEX

Population Density of a three mile ring around the Census Tract on a percentile scale compared with all other Census Tracts' bands in the US. Population Density refers to the amount of population per square mile within the three mile ring.



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