

MISSION POINTS

Top Unreached Locations



Top Mission Points in Region 8: Catawba



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.

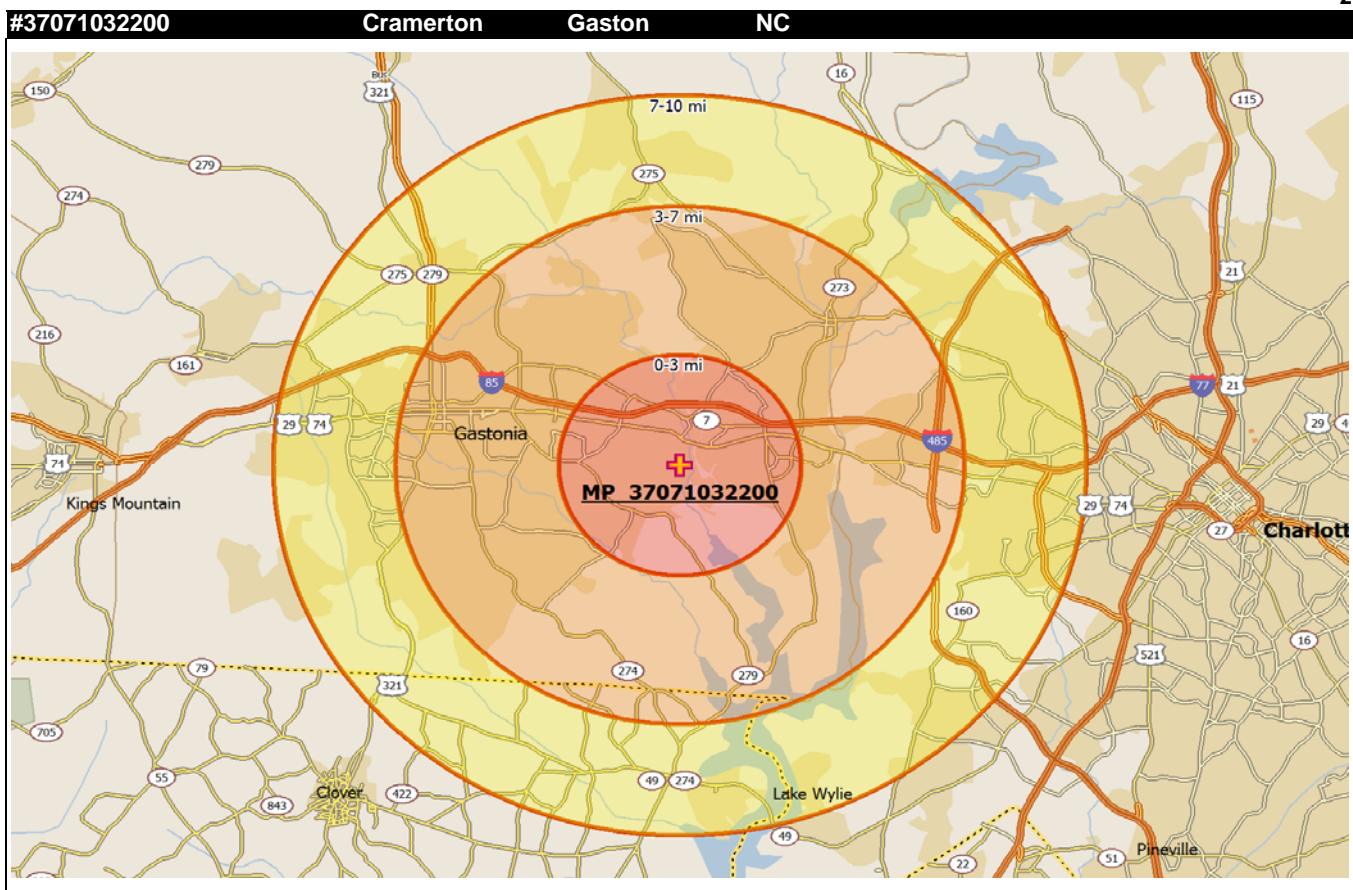
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties 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:	#37071032200	Total Households in 0-3 mi Band	12336
CT Centroid Latitude	35.24043	Active Evangelical HHLDS	2109
CT Centroid Longitude	-81.07969	Active Evangelical PERCENT	17.10%
City Location:	Cramerton	Unreached HHLDS	8366
County Location:	Gaston	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1934
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1391
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	5044
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

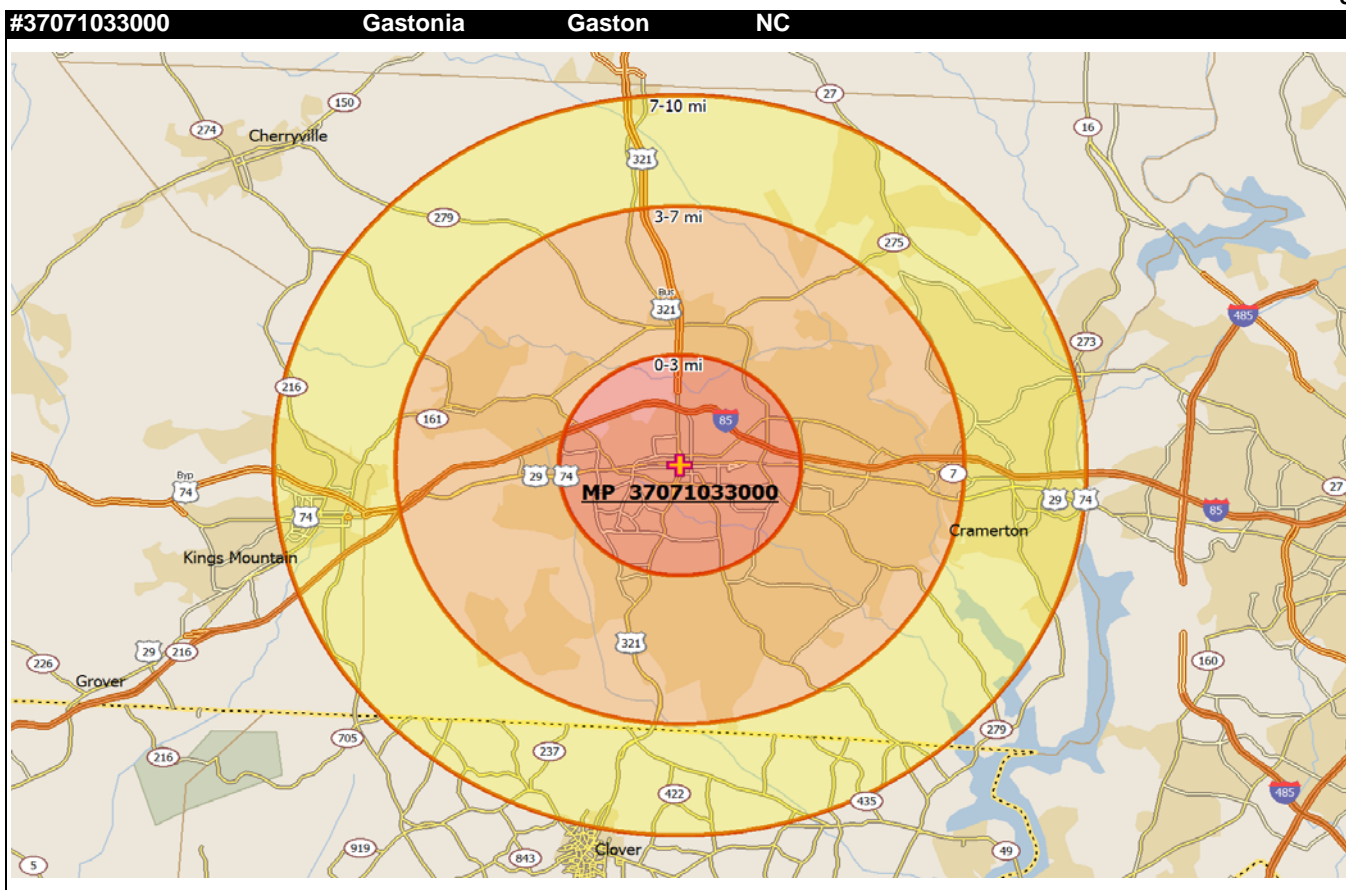
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	18.18%	Low Education County	FALSE
Mainstay Community	11.68%	Low Employment County	FALSE
Working Community	31.79%	Persistent Poverty County	FALSE
Country Community	23.34%	Population Loss County	FALSE
Aspiring Community	3.71%	Nonmetro 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	33.38	Racial Diversity Index	41.86
Ancestry Diversity Index	68.16	Diversity Composite Index	29.48
Foreign Born Diversity Index	35.57	Population Density Index	37.10

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

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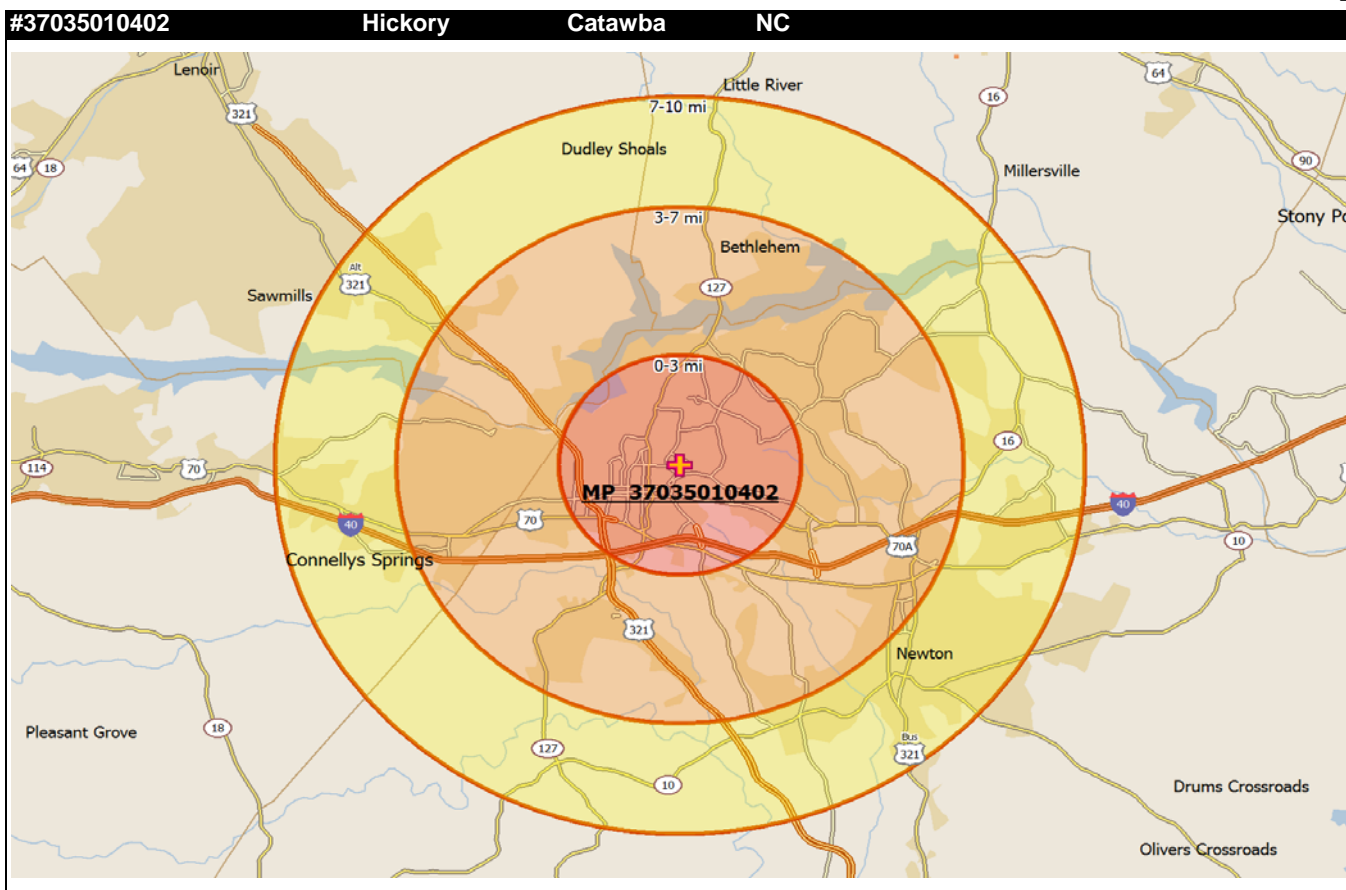
2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37071033000	Total Households in 0-3 mi Band	19356
CT Centroid Latitude	35.26139	Active Evangelical HHLDS	3122
CT Centroid Longitude	-81.18691	Active Evangelical PERCENT	16.13%
City Location:	Gastonia	Unreached HHLDS	13477
County Location:	Gaston	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	3930
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1700
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	7974
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	10.03%	Low Education County	FALSE
Mainstay Community	12.42%	Low Employment County	FALSE
Working Community	33.33%	Persistent Poverty County	FALSE
Country Community	11.09%	Population Loss County	FALSE
Aspiring Community	6.15%	Nonmetro Recreation County	FALSE
Urban Community	26.98%	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	40.81	Racial Diversity Index	74.38
Ancestry Diversity Index	23.03	Diversity Composite Index	25.40
Foreign Born Diversity Index	20.53	Population Density Index	45.56

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

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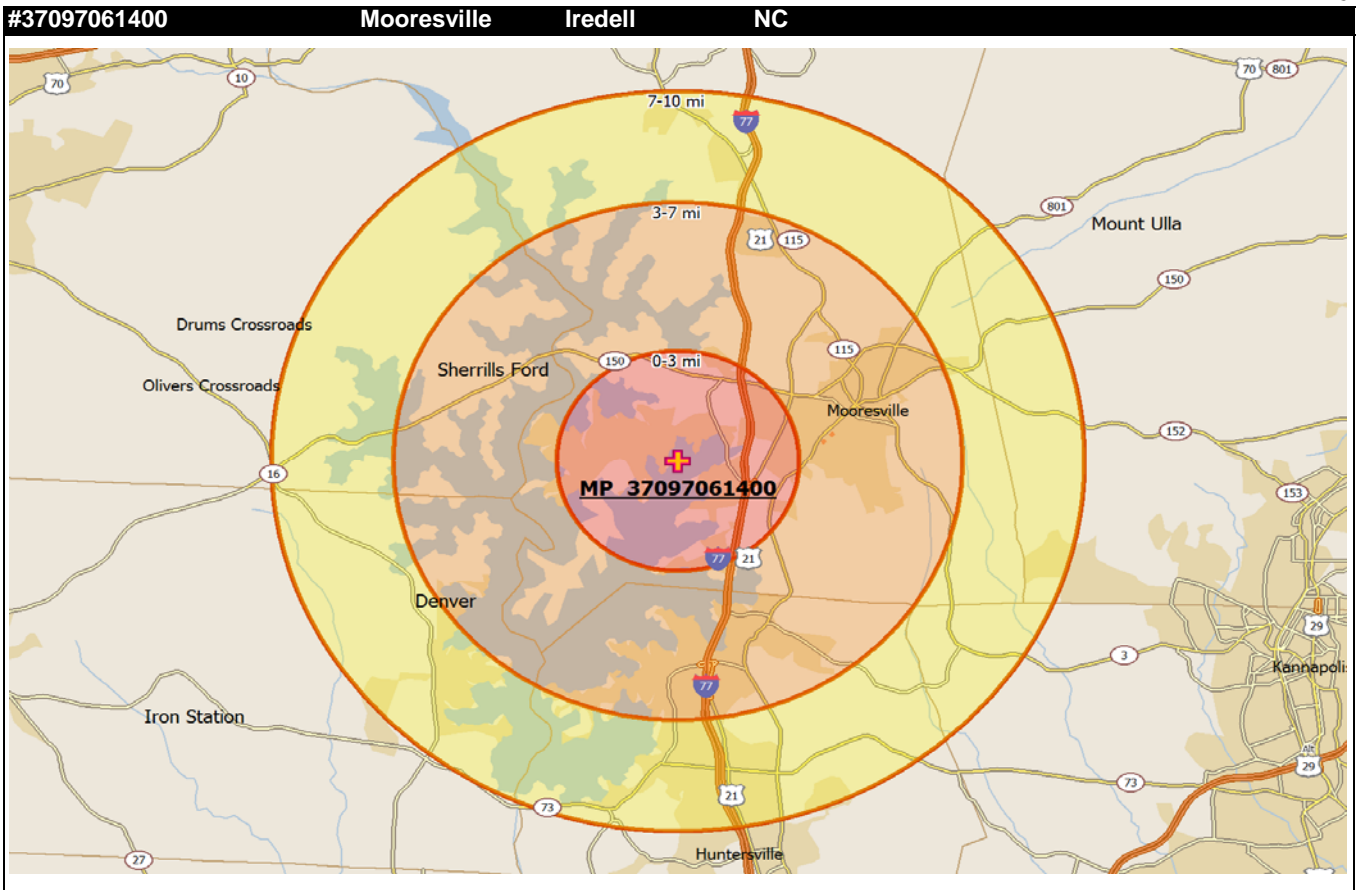
3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37035010402	Total Households in 0-3 mi Band	17090
CT Centroid Latitude	35.74303	Active Evangelical HHLDS	2290
CT Centroid Longitude	-81.32174	Active Evangelical PERCENT	13.40%
City Location:	Hickory	Unreached HHLDS	11863
County Location:	Catawba	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	3001
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1807
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	7085
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	23.65%	Low Education County	FALSE
Mainstay Community	5.19%	Low Employment County	FALSE
Working Community	18.37%	Persistent Poverty County	FALSE
Country Community	18.03%	Population Loss County	FALSE
Aspiring Community	2.43%	Nonmetro Recreation County	FALSE
Urban Community	32.34%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	59.70	Racial Diversity Index	54.92
Ancestry Diversity Index	49.17	Diversity Composite Index	28.16
Foreign Born Diversity Index	26.25	Population Density Index	44.81

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

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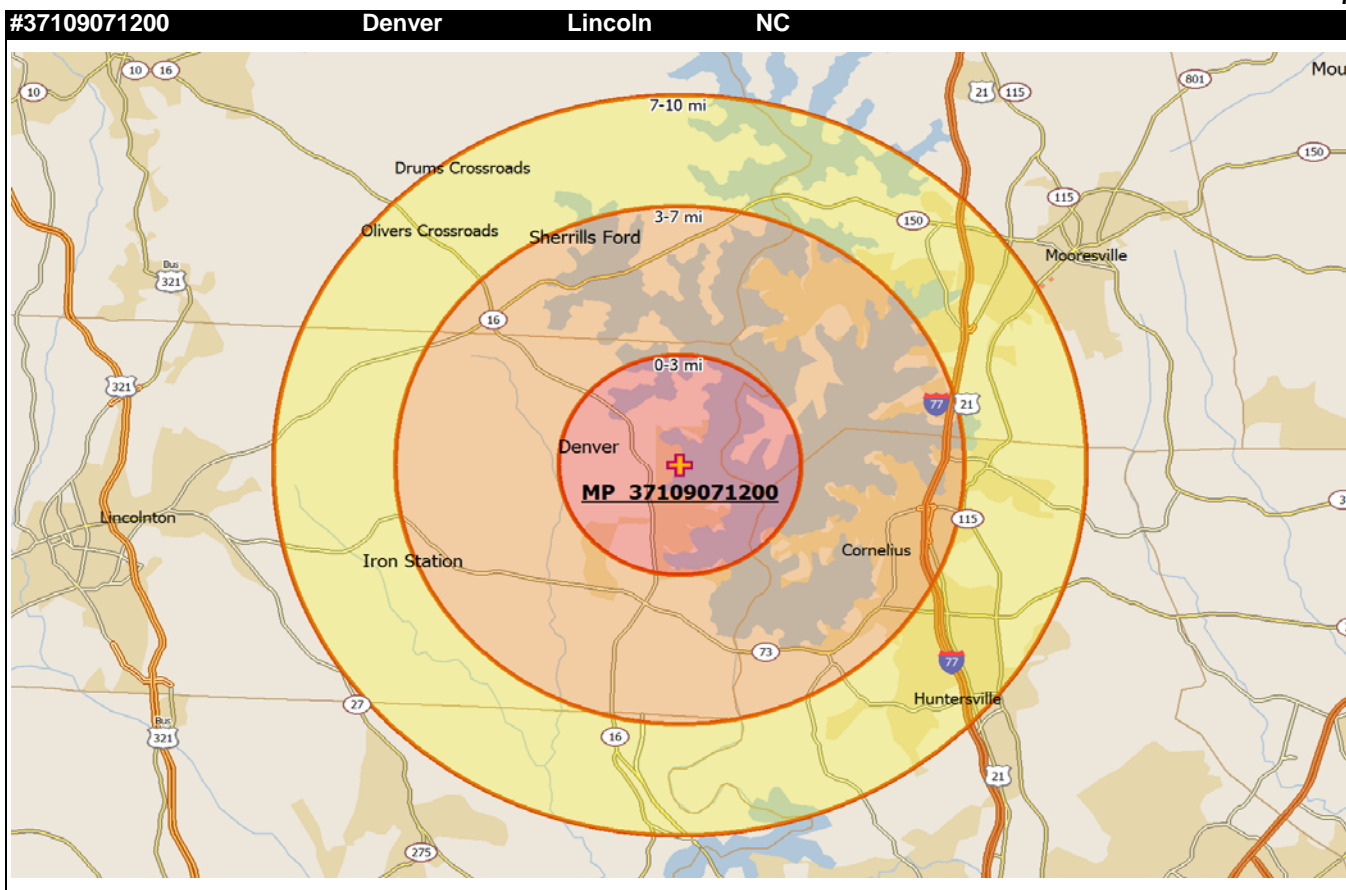
4 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37097061400	Total Households in 0-3 mi Band	8694
CT Centroid Latitude	35.5627	Active Evangelical HHLDS	1137
CT Centroid Longitude	-80.8873	Active Evangelical PERCENT	13.07%
City Location:	Mooresville	Unreached HHLDS	6107
County Location:	Iredell	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1376
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1130
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	3601
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	53.73%	Low Education County	FALSE
Mainstay Community	15.84%	Low Employment County	FALSE
Working Community	3.71%	Persistent Poverty County	FALSE
Country Community	20.06%	Population Loss County	FALSE
Aspiring Community	0.48%	Nonmetro Recreation County	FALSE
Urban Community	6.17%	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	18.02	Racial Diversity Index	15.97
Ancestry Diversity Index	90.50	Diversity Composite Index	51.74
Foreign Born Diversity Index	79.36	Population Density Index	29.98

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

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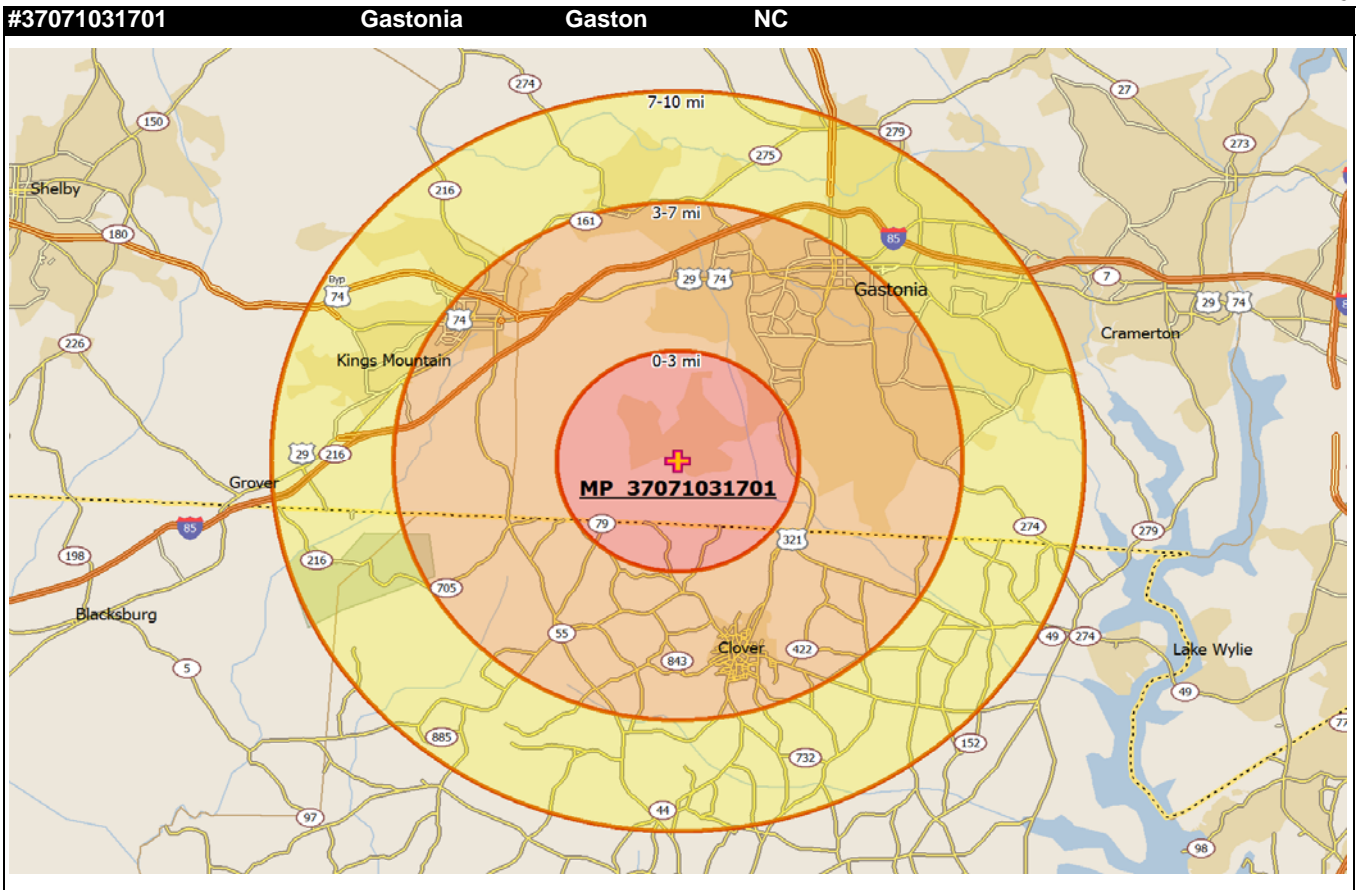


6 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37109071200	Total Households in 0-3 mi Band	4322
CT Centroid Latitude	35.50033	Active Evangelical HHLDS	536
CT Centroid Longitude	-80.98171	Active Evangelical PERCENT	12.40%
City Location:	Denver	Unreached HHLDS	3006
County Location:	Lincoln	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	716
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	519
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	1771
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	43.46%	Low Education County	FALSE
Mainstay Community	41.24%	Low Employment County	FALSE
Working Community	1.20%	Persistent Poverty County	FALSE
Country Community	11.59%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	2.51%	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	6.64	Racial Diversity Index	11.20
Ancestry Diversity Index	88.49	Diversity Composite Index	40.38
Foreign Born Diversity Index	60.32	Population Density Index	21.22

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



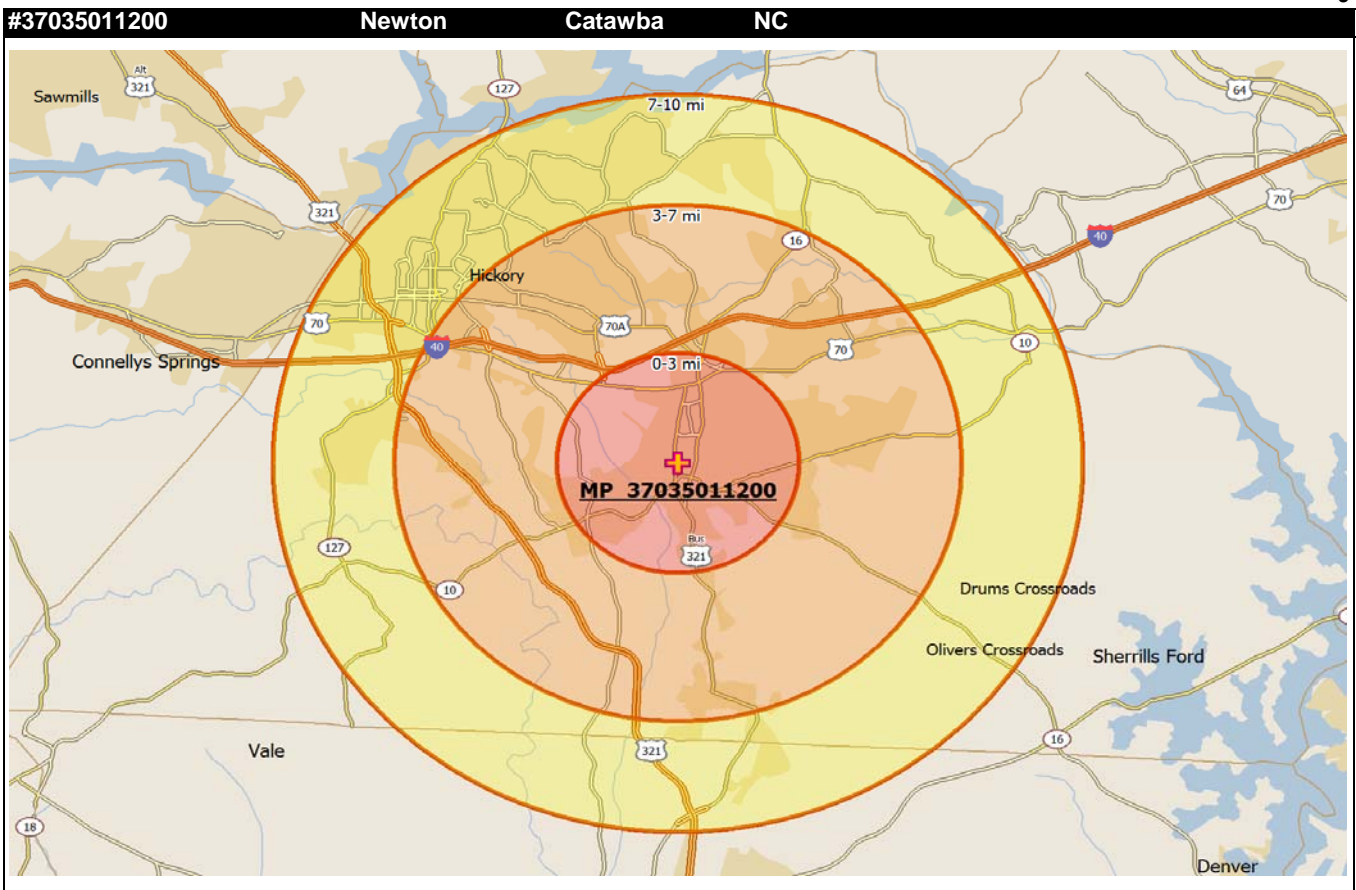
7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37071031701	Total Households in 0-3 mi Band	3548
CT Centroid Latitude	35.18555	Active Evangelical HHLDS	685
CT Centroid Longitude	-81.25404	Active Evangelical PERCENT	19.31%
City Location:	Gastonia	Unreached HHLDS	2252
County Location:	Gaston	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	488
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	417
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	1347
Population Pattern:	#10000-100000-100000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.57%	Low Education County	FALSE
Mainstay Community	3.68%	Low Employment County	FALSE
Working Community	8.63%	Persistent Poverty County	FALSE
Country Community	79.10%	Population Loss County	FALSE
Aspiring Community	0.20%	Nonmetro Recreation County	FALSE
Urban Community	4.82%	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	13.02	Racial Diversity Index	30.90
Ancestry Diversity Index	66.72	Diversity Composite Index	19.38
Foreign Born Diversity Index	19.26	Population Density Index	20.81

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

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8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37035011200	Total Households in 0-3 mi Band	7095
CT Centroid Latitude	35.66608	Active Evangelical HHLDS	1003
CT Centroid Longitude	-81.22917	Active Evangelical PERCENT	14.14%
City Location:	Newton	Unreached HHLDS	4793
County Location:	Catawba	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1150
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	769
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2883
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

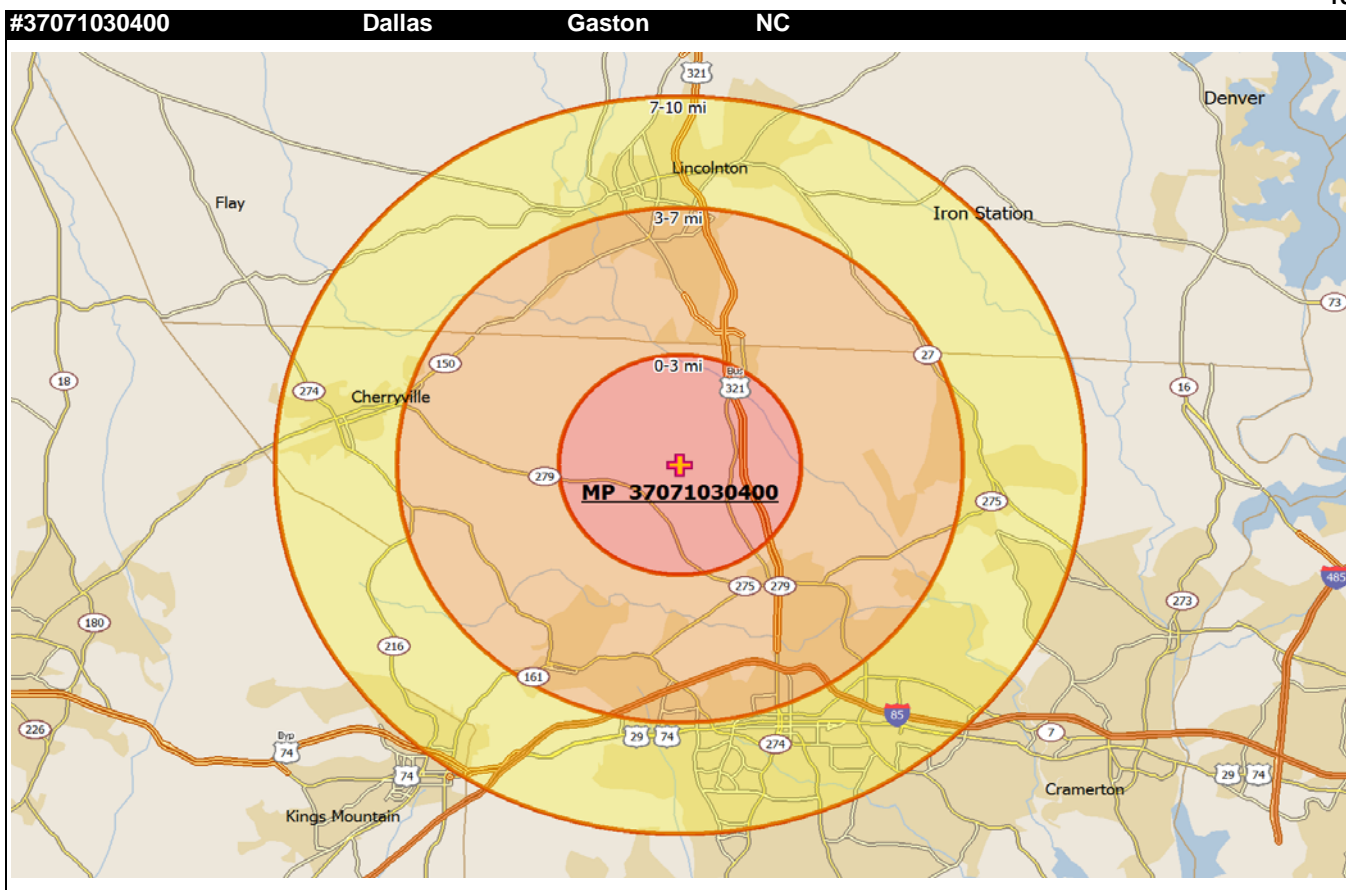
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.04%	Low Education County	FALSE
Mainstay Community	10.47%	Low Employment County	FALSE
Working Community	42.80%	Persistent Poverty County	FALSE
Country Community	29.26%	Population Loss County	FALSE
Aspiring Community	0.30%	Nonmetro Recreation County	FALSE
Urban Community	9.12%	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	48.40	Racial Diversity Index	52.64
Ancestry Diversity Index	37.83	Diversity Composite Index	25.09
Foreign Born Diversity Index	11.68	Population Density Index	30.77

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

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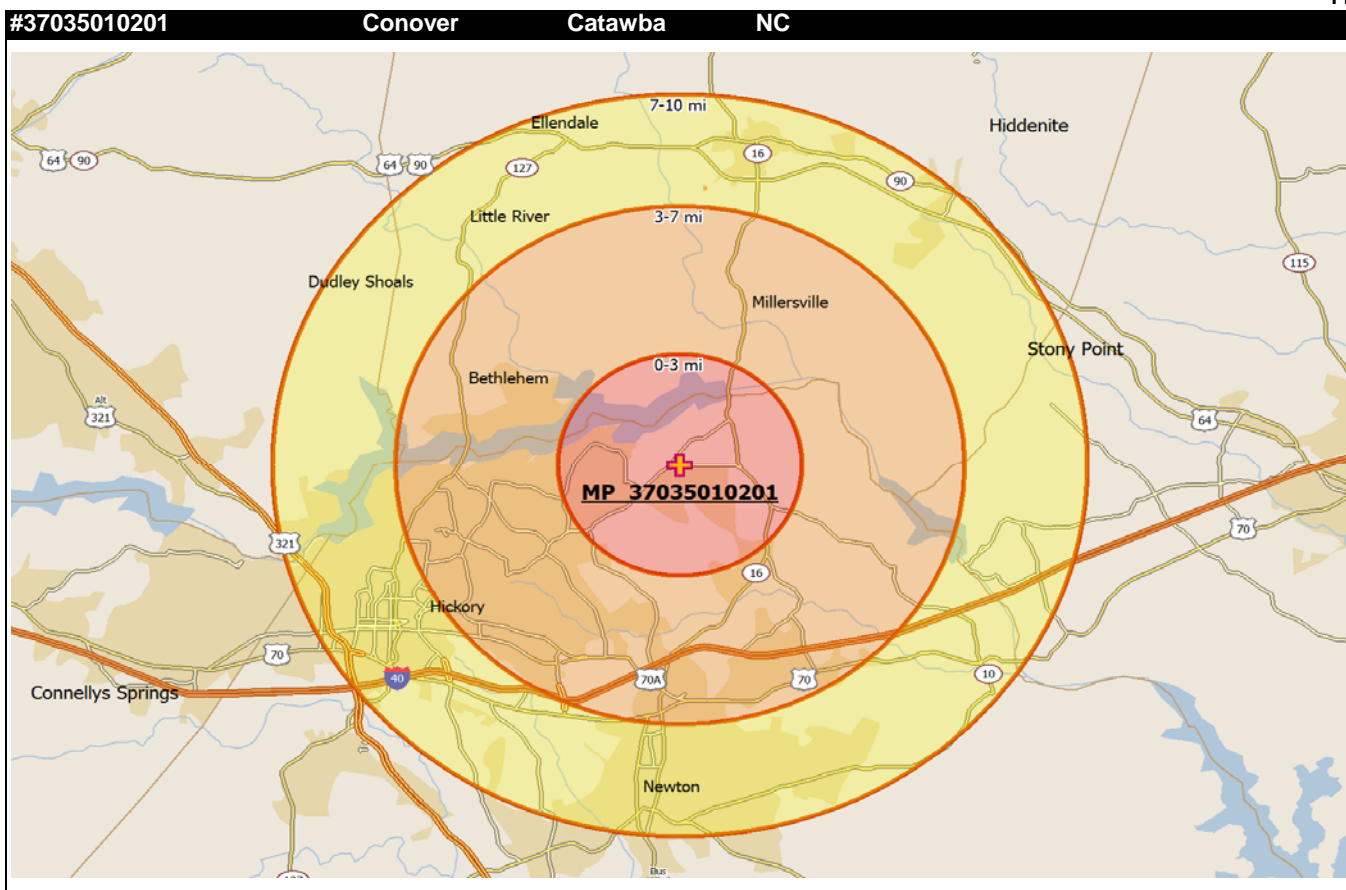
9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37071030400	Total Households in 0-3 mi Band	3023
CT Centroid Latitude	35.36315	Active Evangelical HHLDS	574
CT Centroid Longitude	-81.23021	Active Evangelical PERCENT	18.99%
City Location:	Dallas	Unreached HHLDS	1940
County Location:	Gaston	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	358
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	376
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	1207
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	1.05%	Low Education County	FALSE
Mainstay Community	5.84%	Low Employment County	FALSE
Working Community	4.65%	Persistent Poverty County	FALSE
Country Community	84.04%	Population Loss County	FALSE
Aspiring Community	2.13%	Nonmetro Recreation County	FALSE
Urban Community	2.28%	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	9.42	Racial Diversity Index	23.34
Ancestry Diversity Index	69.04	Diversity Composite Index	18.74
Foreign Born Diversity Index	28.55	Population Density Index	20.86

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

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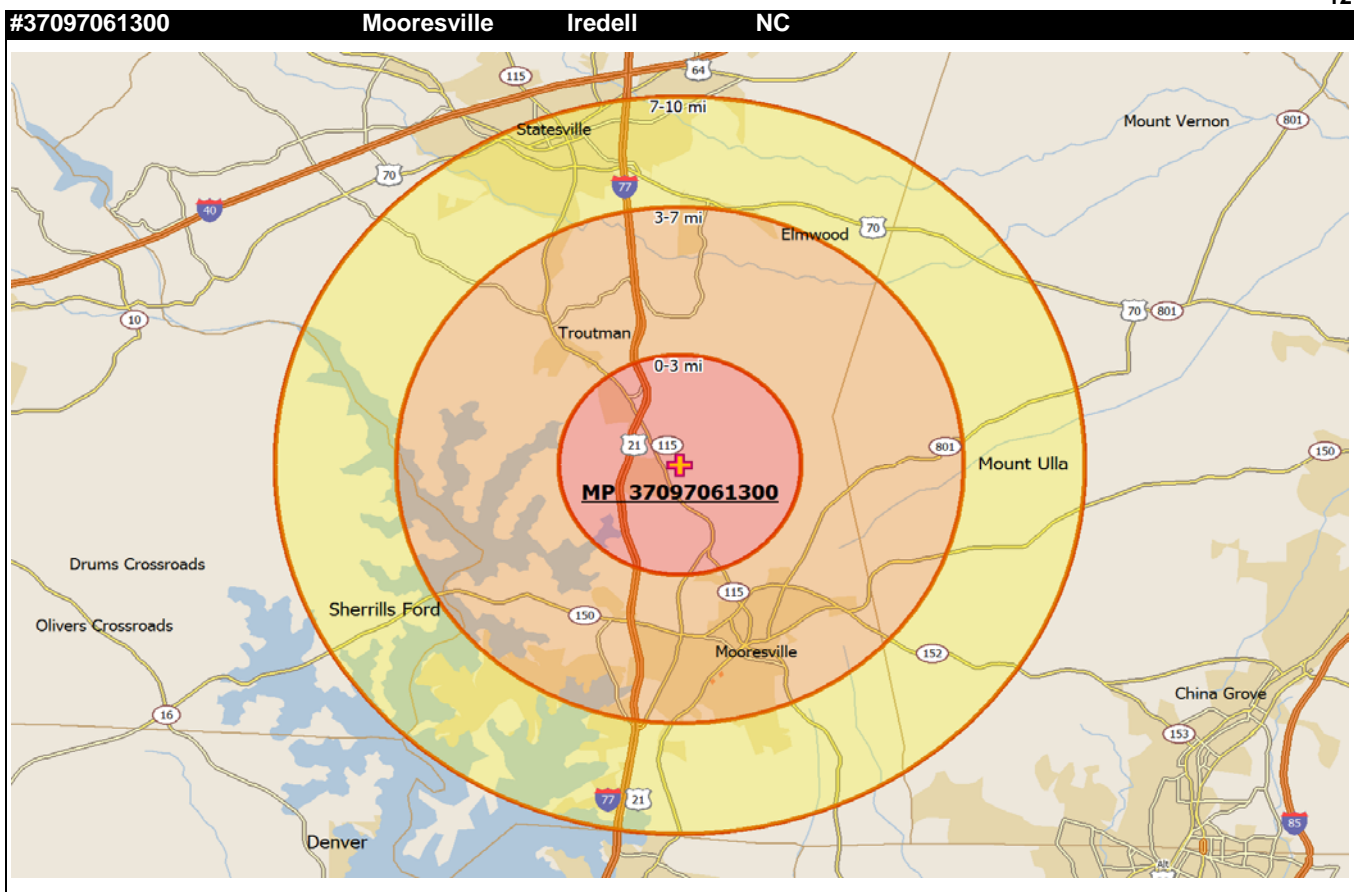
10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37035010201	Total Households in 0-3 mi Band	3884
CT Centroid Latitude	35.79499	Active Evangelical HHLDS	605
CT Centroid Longitude	-81.21159	Active Evangelical PERCENT	15.57%
City Location:	Conover	Unreached HHLDS	2501
County Location:	Catawba	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	490
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	470
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1542
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	11.78%	Low Education County	FALSE
Mainstay Community	8.32%	Low Employment County	FALSE
Working Community	23.11%	Persistent Poverty County	FALSE
Country Community	51.99%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	4.80%	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	36.56	Racial Diversity Index	28.94
Ancestry Diversity Index	39.12	Diversity Composite Index	22.52
Foreign Born Diversity Index	22.25	Population Density Index	24.83

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

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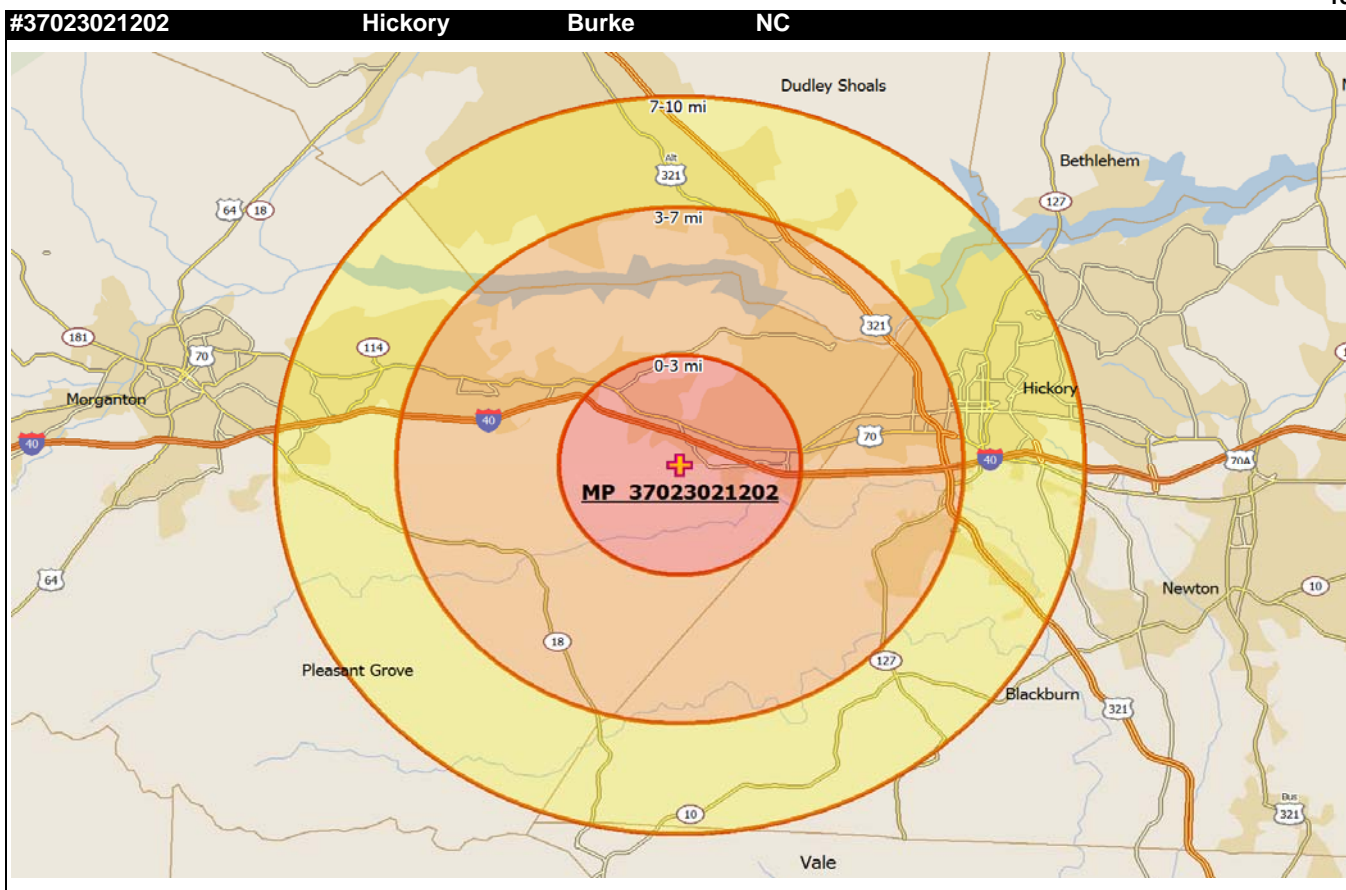
11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37097061300	Total Households in 0-3 mi Band	3051
CT Centroid Latitude	35.6556	Active Evangelical HHLDS	477
CT Centroid Longitude	-80.83828	Active Evangelical PERCENT	15.64%
City Location:	Mooresville	Unreached HHLDS	1958
County Location:	Iredell	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	443
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	353
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	1163
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	14.74%	Low Education County	FALSE
Mainstay Community	10.15%	Low Employment County	FALSE
Working Community	21.40%	Persistent Poverty County	FALSE
Country Community	49.17%	Population Loss County	FALSE
Aspiring Community	0.10%	Nonmetro Recreation County	FALSE
Urban Community	4.44%	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	15.09	Racial Diversity Index	25.48
Ancestry Diversity Index	71.07	Diversity Composite Index	23.87
Foreign Born Diversity Index	19.55	Population Density Index	18.21

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

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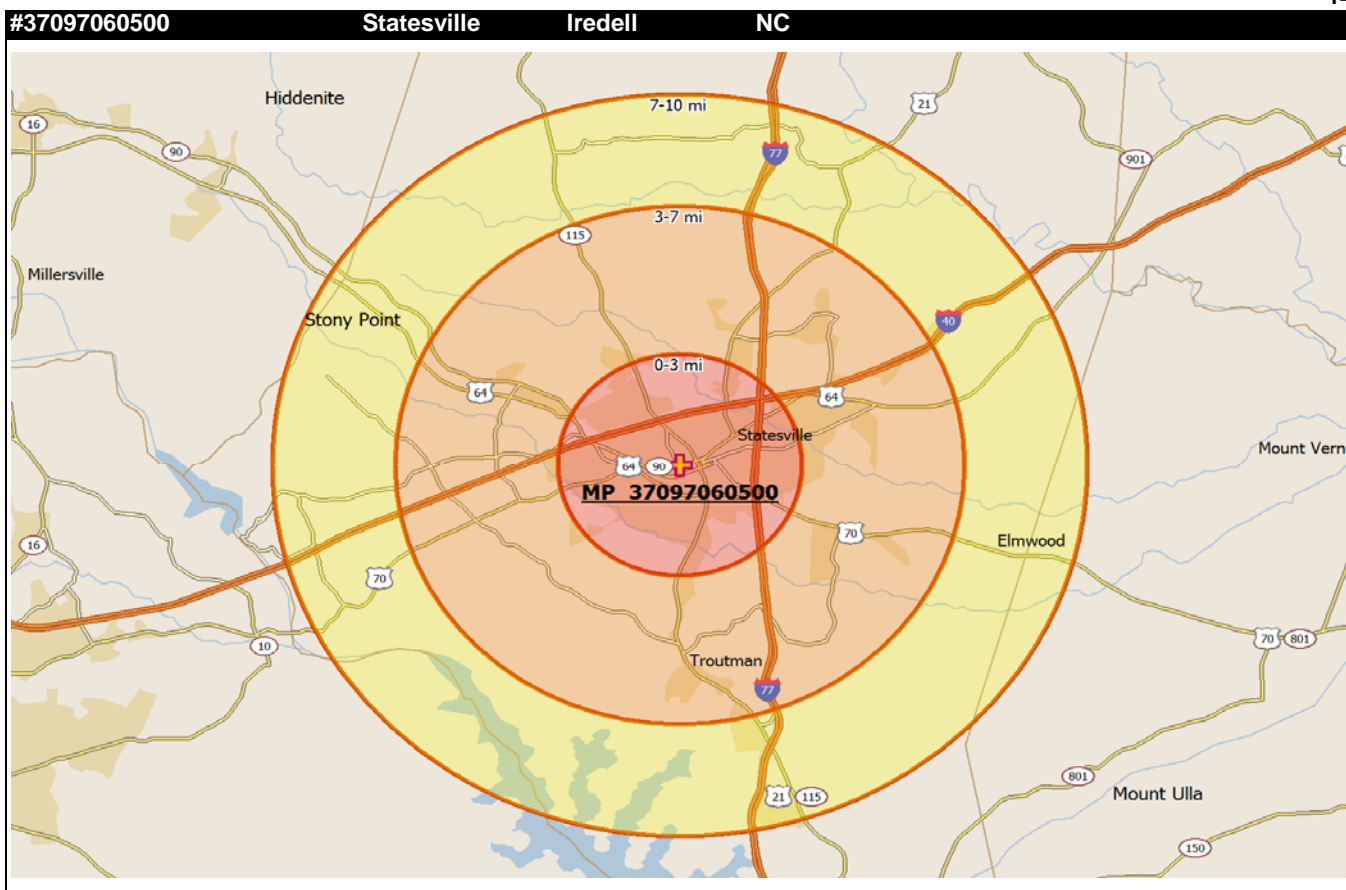
12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37023021202	Total Households in 0-3 mi Band	3720
CT Centroid Latitude	35.70938	Active Evangelical HHLDS	735
CT Centroid Longitude	-81.47025	Active Evangelical PERCENT	19.75%
City Location:	Hickory	Unreached HHLDS	2245
County Location:	Burke	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	477
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	355
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1414
Population Pattern:	#50000-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.94%	Low Education County	TRUE
Mainstay Community	1.49%	Low Employment County	FALSE
Working Community	21.47%	Persistent Poverty County	FALSE
Country Community	68.82%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	7.29%	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	14.58	Racial Diversity Index	11.33
Ancestry Diversity Index	62.42	Diversity Composite Index	17.89
Foreign Born Diversity Index	10.86	Population Density Index	24.68

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

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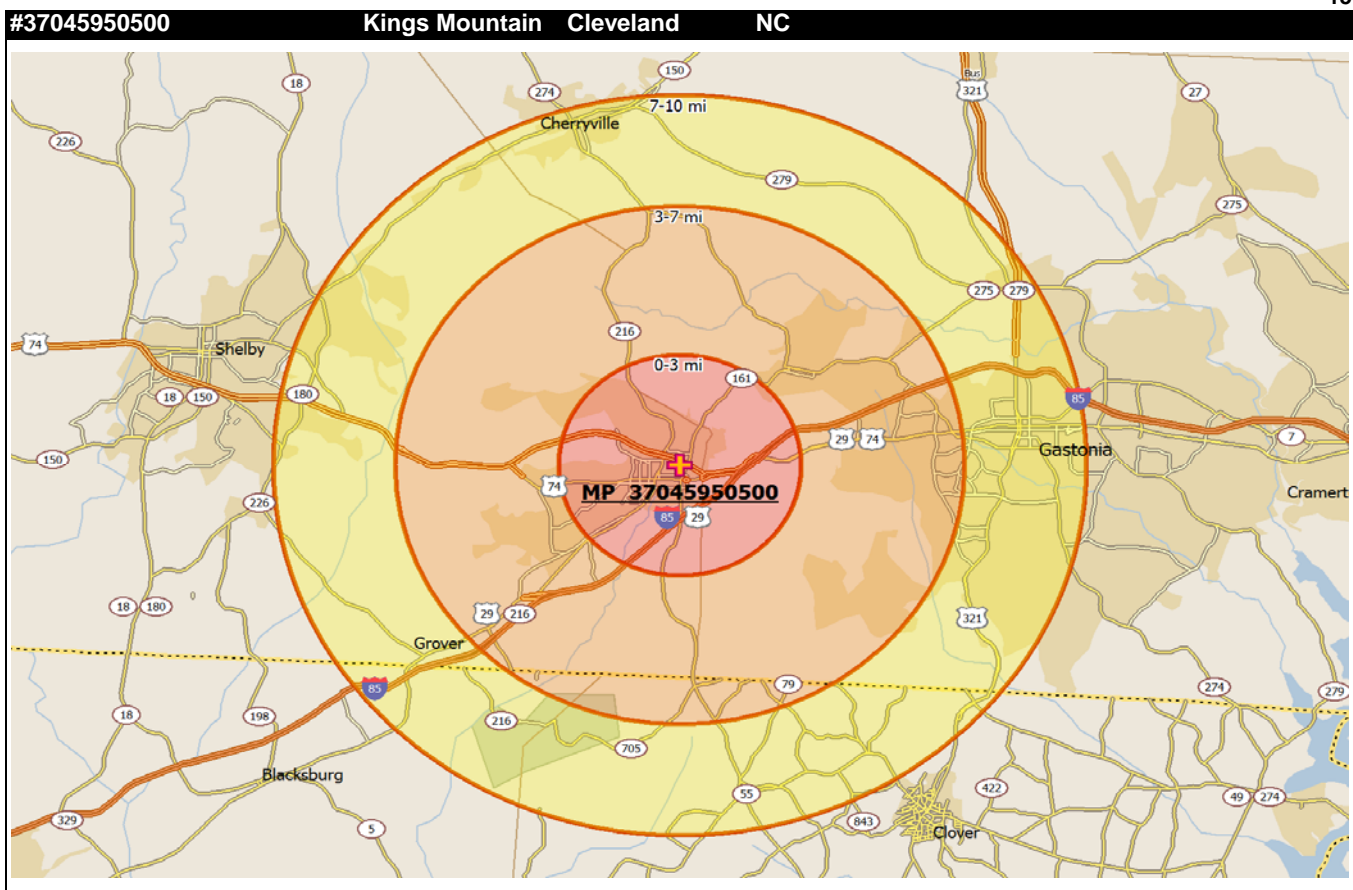
13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37097060500	Total Households in 0-3 mi Band	11559
CT Centroid Latitude	35.78411	Active Evangelical HHLDS	1594
CT Centroid Longitude	-80.8959	Active Evangelical PERCENT	13.79%
City Location:	Statesville	Unreached HHLDS	7914
County Location:	Iredell	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2493
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	830
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	4747
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	7.89%	Low Education County	FALSE
Mainstay Community	10.29%	Low Employment County	FALSE
Working Community	23.19%	Persistent Poverty County	FALSE
Country Community	23.08%	Population Loss County	FALSE
Aspiring Community	1.75%	Nonmetro Recreation County	FALSE
Urban Community	33.80%	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	45.82	Racial Diversity Index	79.84
Ancestry Diversity Index	28.35	Diversity Composite Index	38.60
Foreign Born Diversity Index	26.07	Population Density Index	34.20

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:	#37045950500	Total Households in 0-3 mi Band	4613
CT Centroid Latitude	35.24668	Active Evangelical HHLDS	956
CT Centroid Longitude	-81.3334	Active Evangelical PERCENT	20.71%
City Location:	Kings Mountain	Unreached HHLDS	3153
County Location:	Cleveland	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	832
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	482
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1864
Population Pattern:	#50000-50000-100000	NOT Evangelical NOT Interested PERCENT	40%

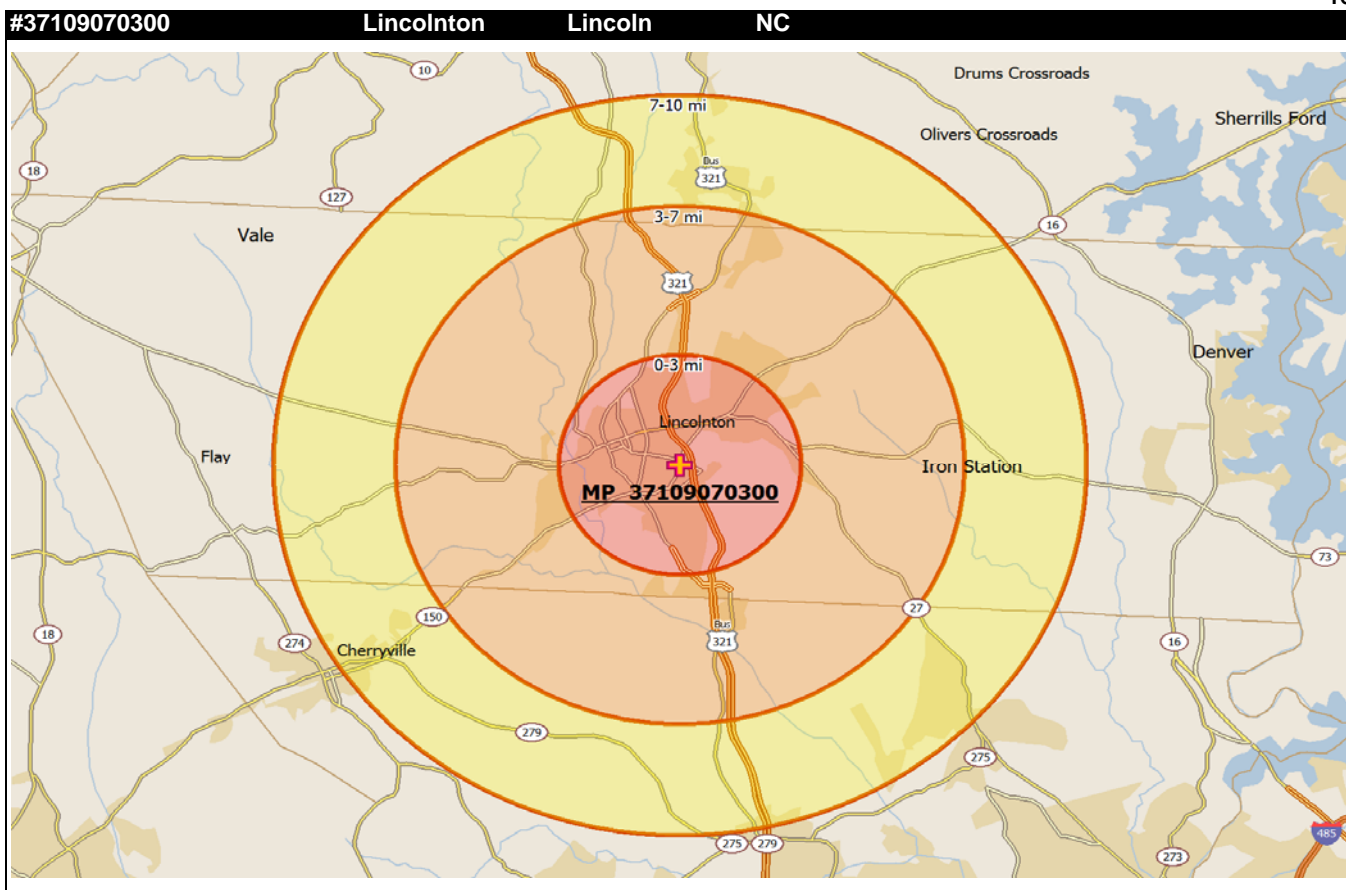
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.04%	Low Education County	FALSE
Mainstay Community	13.02%	Low Employment County	FALSE
Working Community	36.07%	Persistent Poverty County	FALSE
Country Community	27.13%	Population Loss County	FALSE
Aspiring Community	3.22%	Nonmetro Recreation County	FALSE
Urban Community	15.53%	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	17.46	Racial Diversity Index	45.77
Ancestry Diversity Index	38.42	Diversity Composite Index	16.94
Foreign Born Diversity Index	46.48	Population Density Index	24.62

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

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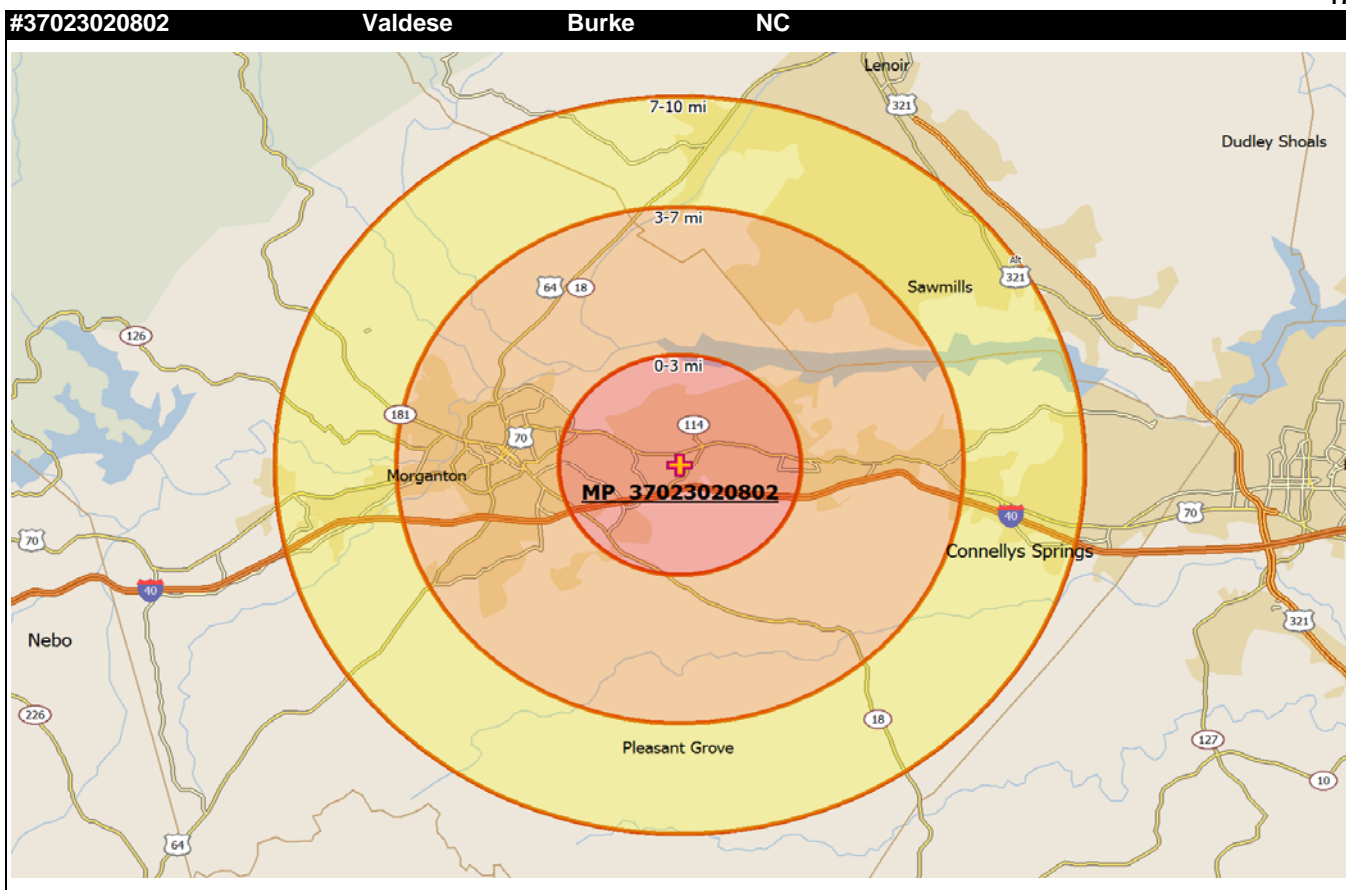
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37109070300	Total Households in 0-3 mi Band	7438
CT Centroid Latitude	35.46296	Active Evangelical HHLDS	1015
CT Centroid Longitude	-81.2248	Active Evangelical PERCENT	13.65%
City Location:	Lincolnton	Unreached HHLDS	4931
County Location:	Lincoln	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1141
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	791
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	3013
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	9.56%	Low Education County	FALSE
Mainstay Community	12.39%	Low Employment County	FALSE
Working Community	30.56%	Persistent Poverty County	FALSE
Country Community	38.37%	Population Loss County	FALSE
Aspiring Community	2.22%	Nonmetro Recreation County	FALSE
Urban Community	6.89%	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	50.52	Racial Diversity Index	52.24
Ancestry Diversity Index	45.79	Diversity Composite Index	19.93
Foreign Born Diversity Index	4.46	Population Density Index	31.07

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

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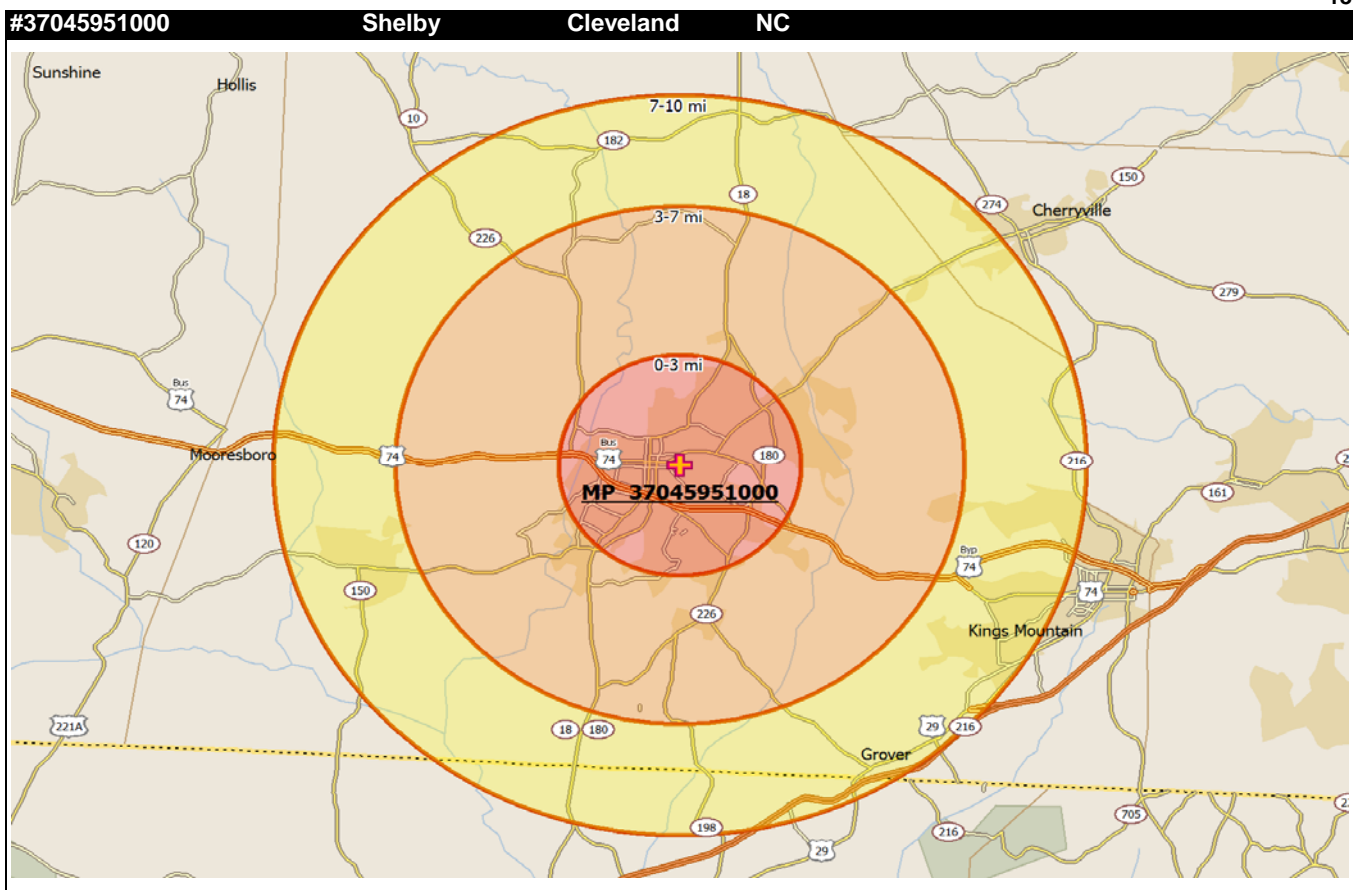
16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37023020802	Total Households in 0-3 mi Band	5613
CT Centroid Latitude	35.73991	Active Evangelical HHLDS	950
CT Centroid Longitude	-81.61087	Active Evangelical PERCENT	16.93%
City Location:	Valdese	Unreached HHLDS	3705
County Location:	Burke	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	850
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	598
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2260
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	16.80%	Low Education County	TRUE
Mainstay Community	5.12%	Low Employment County	FALSE
Working Community	20.67%	Persistent Poverty County	FALSE
Country Community	42.22%	Population Loss County	FALSE
Aspiring Community	1.50%	Nonmetro Recreation County	FALSE
Urban Community	13.69%	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	44.16	Racial Diversity Index	34.16
Ancestry Diversity Index	58.40	Diversity Composite Index	23.40
Foreign Born Diversity Index	22.95	Population Density Index	27.39

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

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17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37045951000	Total Households in 0-3 mi Band	9045
CT Centroid Latitude	35.29043	Active Evangelical HHLDS	1830
CT Centroid Longitude	-81.52702	Active Evangelical PERCENT	20.24%
City Location:	Shelby	Unreached HHLDS	6254
County Location:	Cleveland	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2033
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	650
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3696
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	8.31%	Low Education County	FALSE
Mainstay Community	8.46%	Low Employment County	FALSE
Working Community	28.11%	Persistent Poverty County	FALSE
Country Community	20.18%	Population Loss County	FALSE
Aspiring Community	3.63%	Nonmetro Recreation County	FALSE
Urban Community	31.31%	Retirement Destination County	FALSE

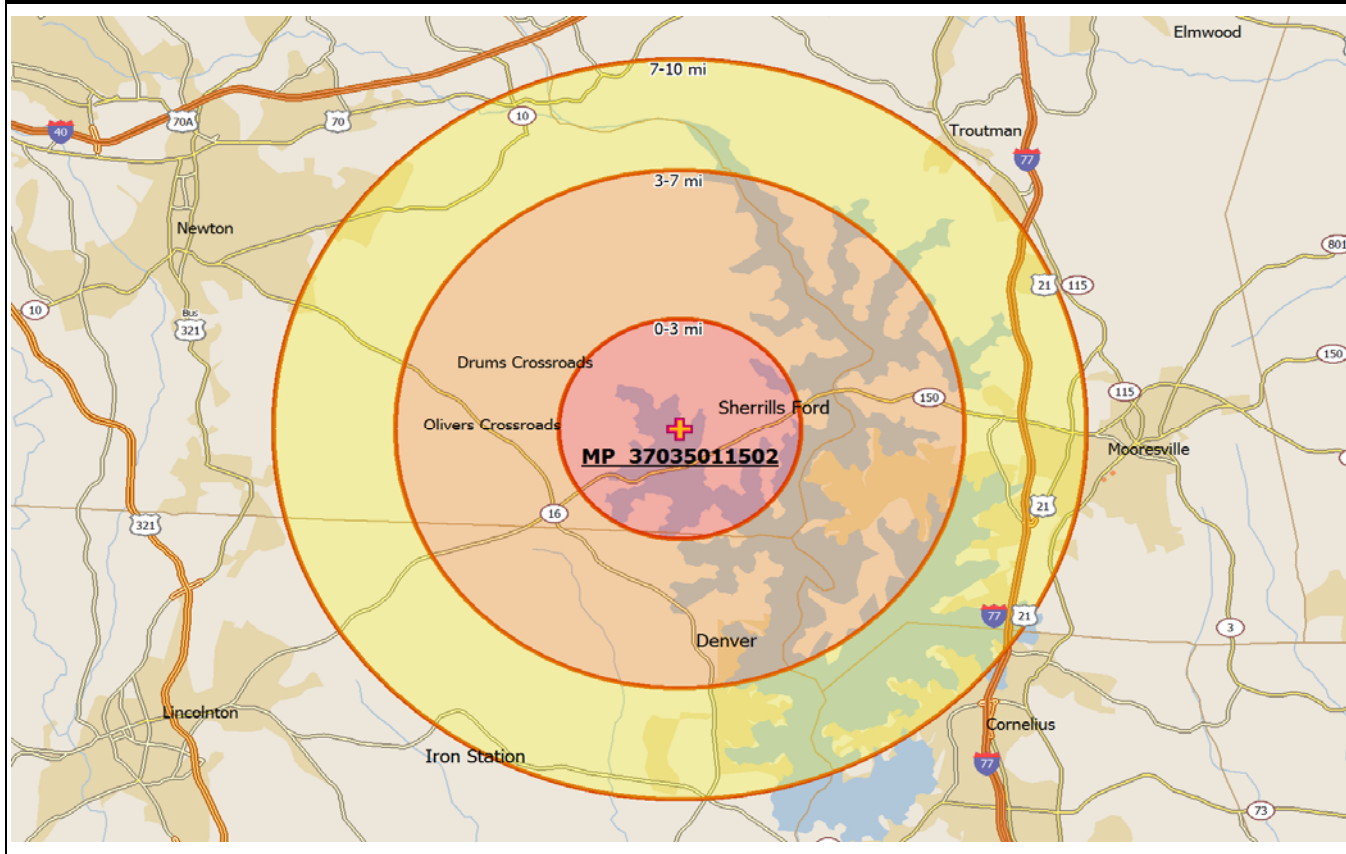
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.31	Racial Diversity Index	59.76
Ancestry Diversity Index	25.08	Diversity Composite Index	22.62
Foreign Born Diversity Index	65.52	Population Density Index	32.07

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

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#37035011502 Sherrills Ford Catawba NC



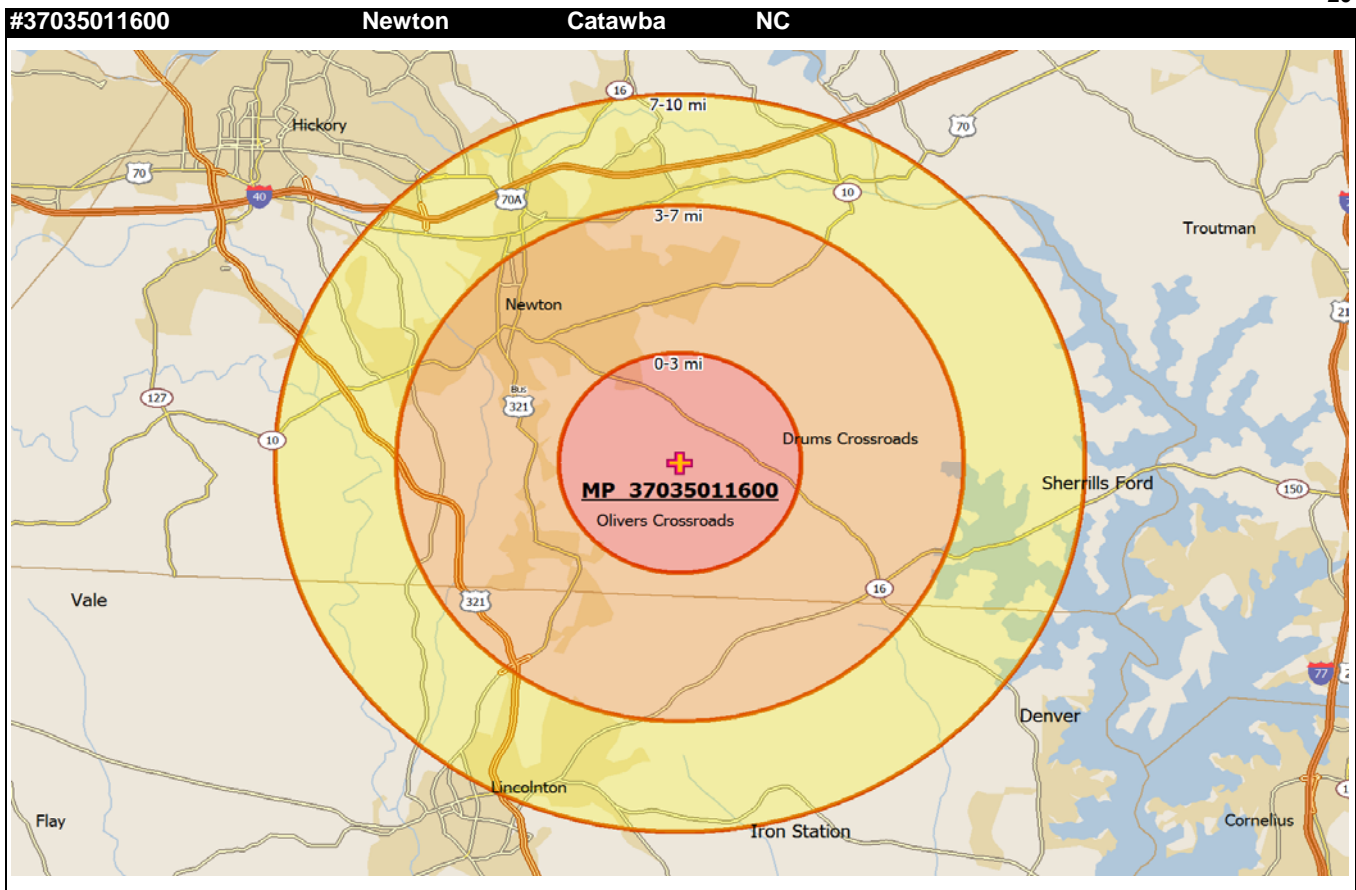
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37035011502	Total Households in 0-3 mi Band	2281
CT Centroid Latitude	35.59049	Active Evangelical HHLDS	328
CT Centroid Longitude	-81.00853	Active Evangelical PERCENT	14.38%
City Location:	Sherrills Ford	Unreached HHLDS	1534
County Location:	Catawba	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	327
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	294
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	913
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	28.83%	Low Education County	FALSE
Mainstay Community	22.00%	Low Employment County	FALSE
Working Community	3.27%	Persistent Poverty County	FALSE
Country Community	40.39%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.51%	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	5.13	Racial Diversity Index	21.20
Ancestry Diversity Index	71.88	Diversity Composite Index	23.56
Foreign Born Diversity Index	18.39	Population Density Index	12.33

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:	#37035011600	Total Households in 0-3 mi Band	2467
CT Centroid Latitude	35.60703	Active Evangelical HHLDS	414
CT Centroid Longitude	-81.15065	Active Evangelical PERCENT	16.79%
City Location:	Newton	Unreached HHLDS	1520
County Location:	Catawba	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	258
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	10%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	289
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	973
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

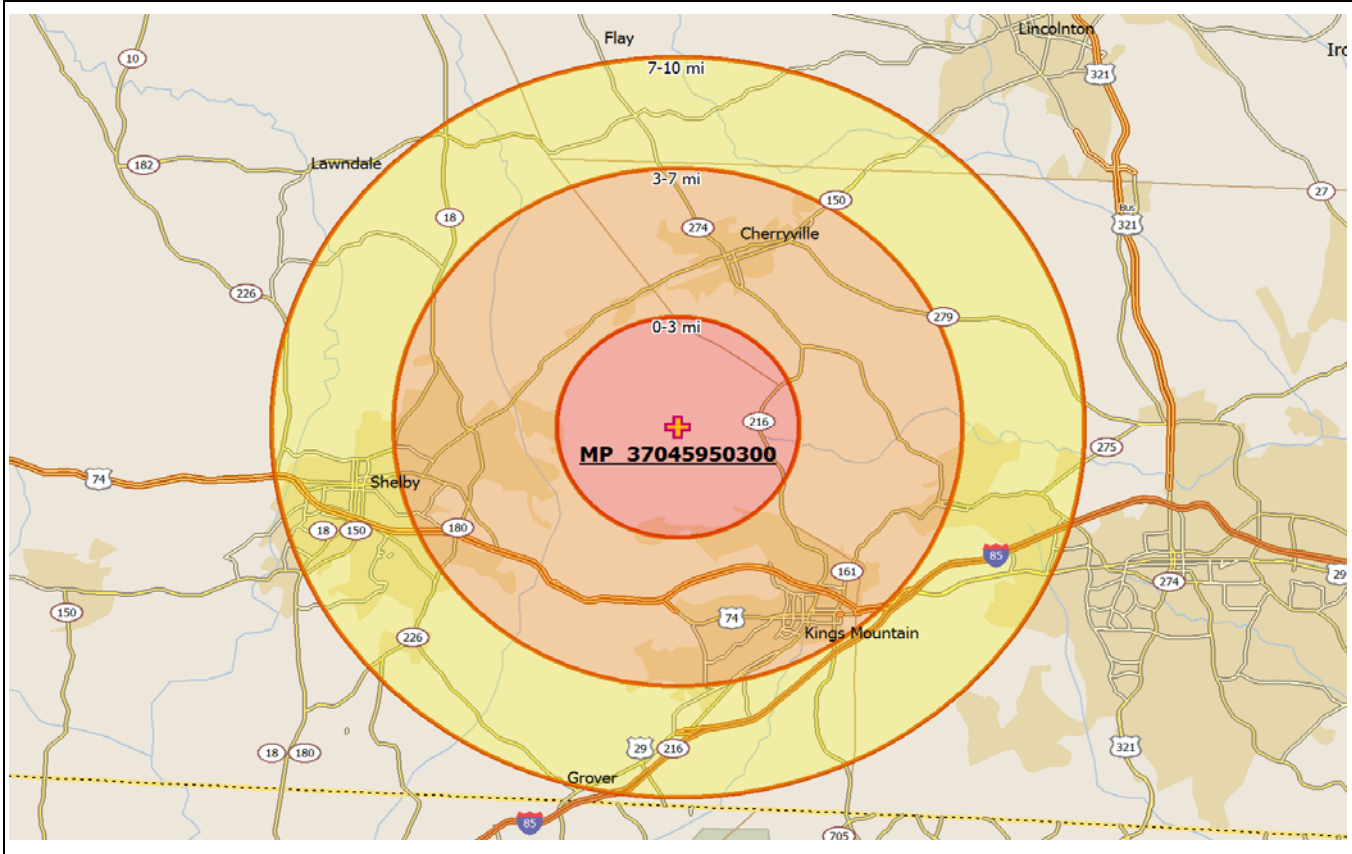
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.65%	Low Education County	FALSE
Mainstay Community	6.53%	Low Employment County	FALSE
Working Community	21.87%	Persistent Poverty County	FALSE
Country Community	63.81%	Population Loss County	FALSE
Aspiring Community	0.35%	Nonmetro Recreation County	FALSE
Urban Community	5.78%	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	33.61	Racial Diversity Index	26.79
Ancestry Diversity Index	56.10	Diversity Composite Index	20.11
Foreign Born Diversity Index	26.44	Population Density Index	16.91

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

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#37045950300 Kings Mountain Cleveland NC



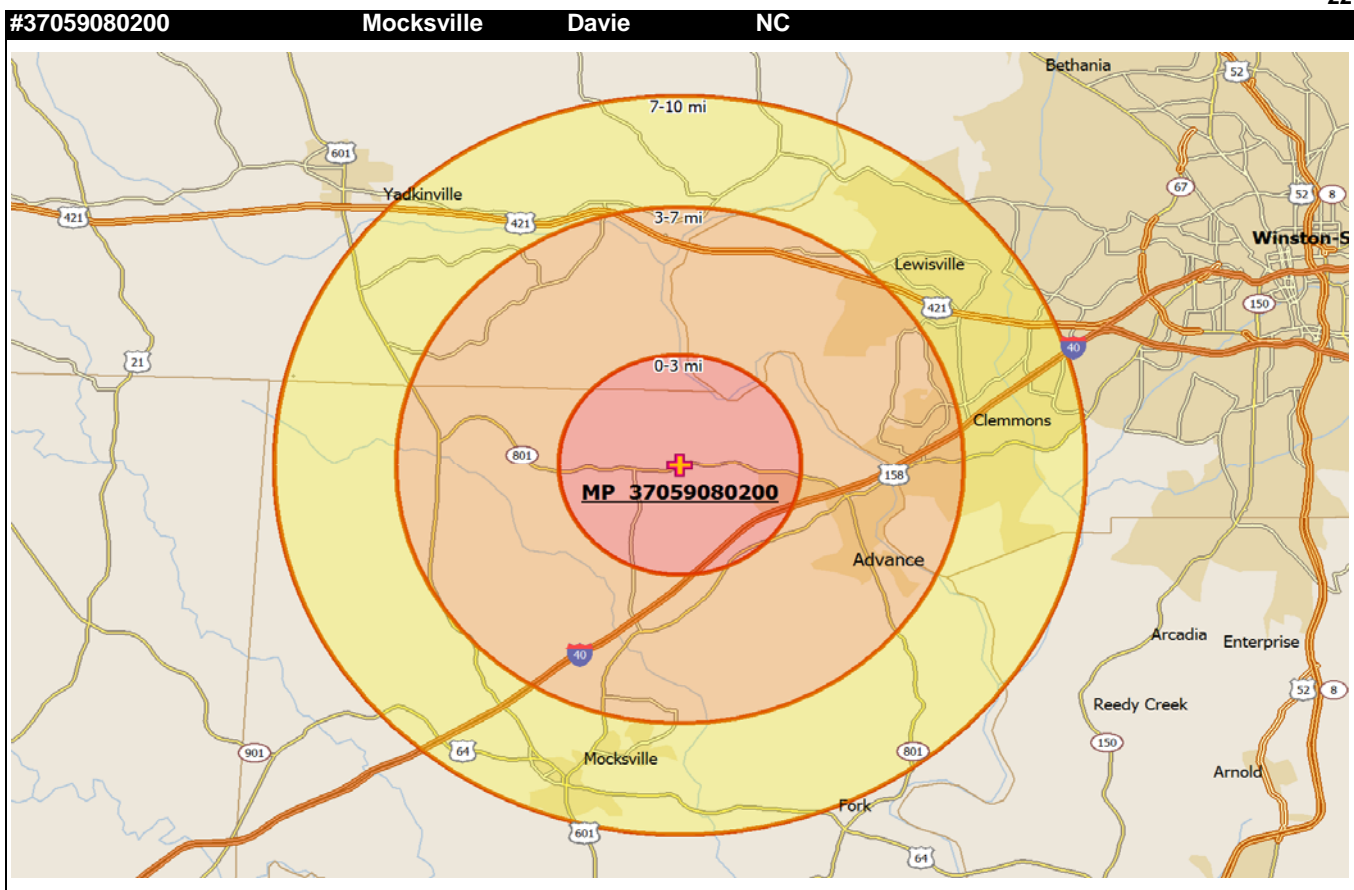
20 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37045950300	Total Households in 0-3 mi Band	2228
CT Centroid Latitude	35.31426	Active Evangelical HHLDS	534
CT Centroid Longitude	-81.40085	Active Evangelical PERCENT	23.98%
City Location:	Kings Mountain	Unreached HHLDS	1413
County Location:	Cleveland	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	342
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	235
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	836
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	28.02%	Low Education County	FALSE
Mainstay Community	4.91%	Low Employment County	FALSE
Working Community	1.85%	Persistent Poverty County	FALSE
Country Community	53.98%	Population Loss County	FALSE
Aspiring Community	0.25%	Nonmetro Recreation County	FALSE
Urban Community	10.99%	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	8.45	Racial Diversity Index	46.33
Ancestry Diversity Index	43.55	Diversity Composite Index	20.02
Foreign Born Diversity Index	24.50	Population Density Index	17.01

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

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21 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37059080200	Total Households in 0-3 mi Band	1317
CT Centroid Latitude	36.01745	Active Evangelical HHLDS	156
CT Centroid Longitude	-80.51211	Active Evangelical PERCENT	11.82%
City Location:	Mocksville	Unreached HHLDS	865
County Location:	Davie	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	170
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	175
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	520
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40%

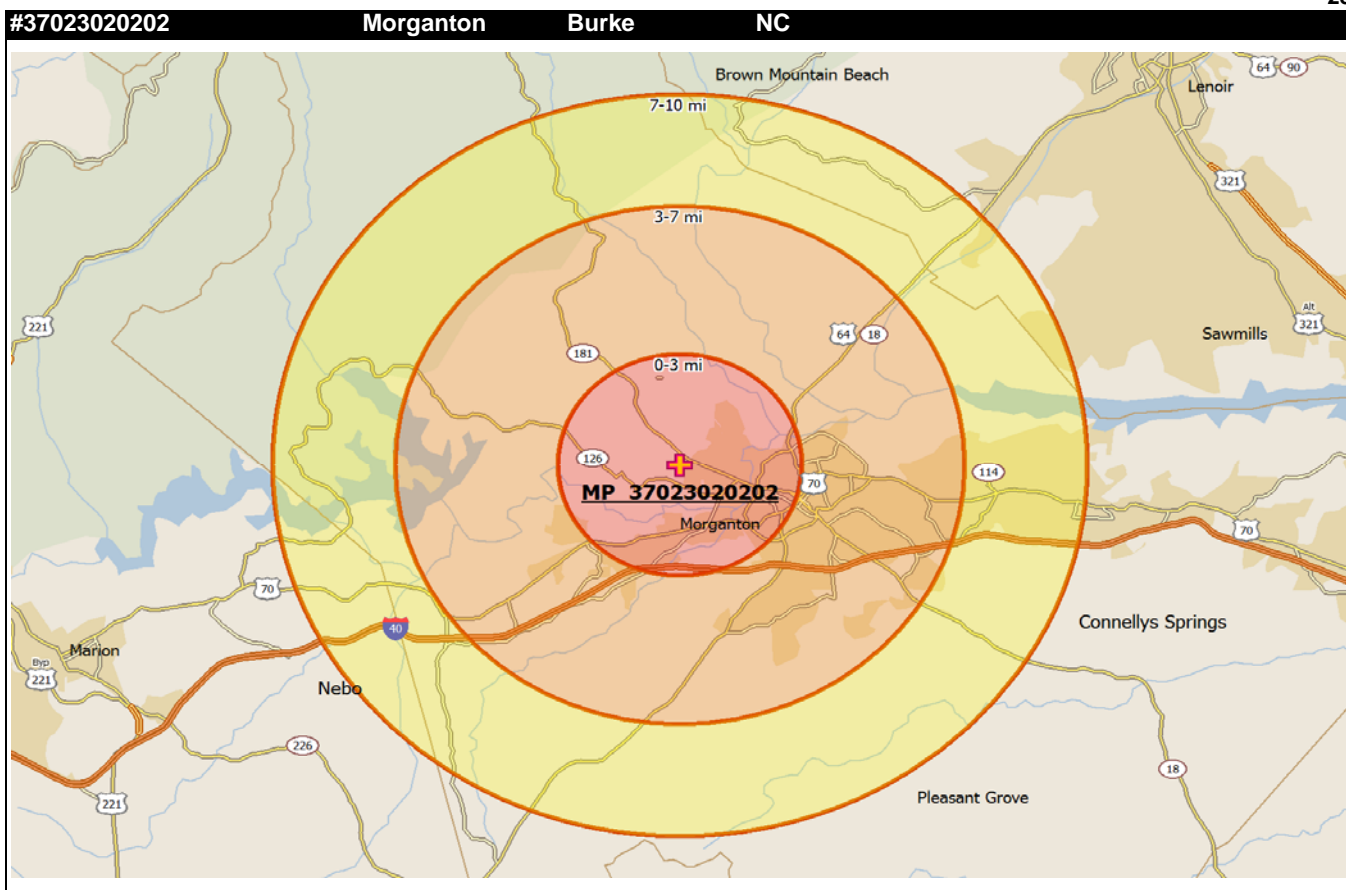
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.79%	Low Education County	FALSE
Mainstay Community	39.62%	Low Employment County	FALSE
Working Community	4.06%	Persistent Poverty County	FALSE
Country Community	40.94%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	13.58%	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	3.76	Racial Diversity Index	13.25
Ancestry Diversity Index	69.19	Diversity Composite Index	29.05
Foreign Born Diversity Index	31.44	Population Density Index	11.56

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

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22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37023020202	Total Households in 0-3 mi Band	4598
CT Centroid Latitude	35.75853	Active Evangelical HHLDS	712
CT Centroid Longitude	-81.73887	Active Evangelical PERCENT	15.50%
City Location:	Morganton	Unreached HHLDS	3175
County Location:	Burke	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	821
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	472
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1884
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

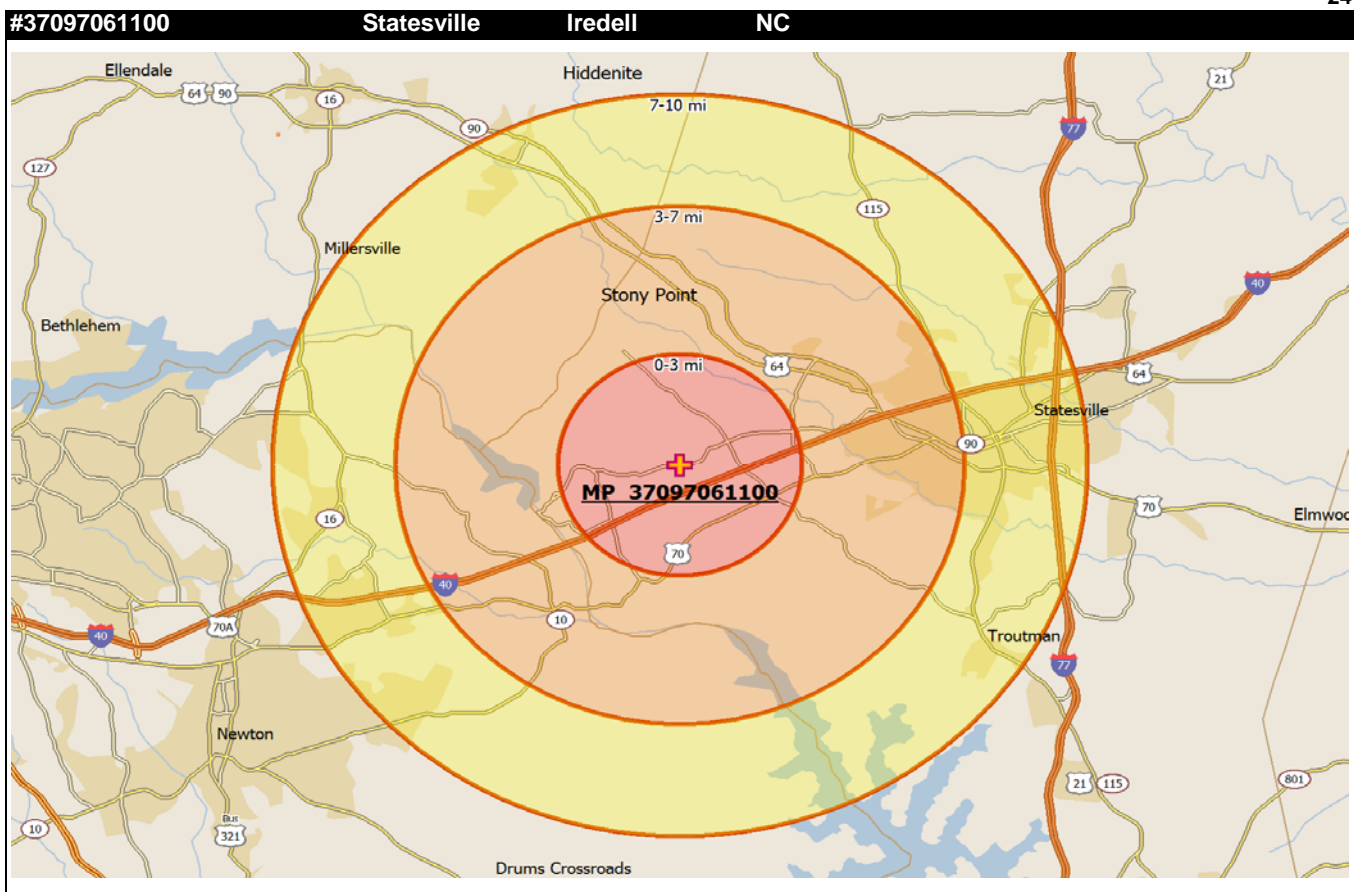
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	16.84%	Low Education County	TRUE
Mainstay Community	14.17%	Low Employment County	FALSE
Working Community	15.65%	Persistent Poverty County	FALSE
Country Community	35.95%	Population Loss County	FALSE
Aspiring Community	3.08%	Nonmetro Recreation County	FALSE
Urban Community	14.31%	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	59.30	Racial Diversity Index	49.81
Ancestry Diversity Index	49.51	Diversity Composite Index	26.25
Foreign Born Diversity Index	10.71	Population Density Index	23.22

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:	#37097061100	Total Households in 0-3 mi Band	1830
CT Centroid Latitude	35.77422	Active Evangelical HHLDS	298
CT Centroid Longitude	-81.02533	Active Evangelical PERCENT	16.27%
City Location:	Statesville	Unreached HHLDS	1146
County Location:	Iredell	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	248
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	193
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	706
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

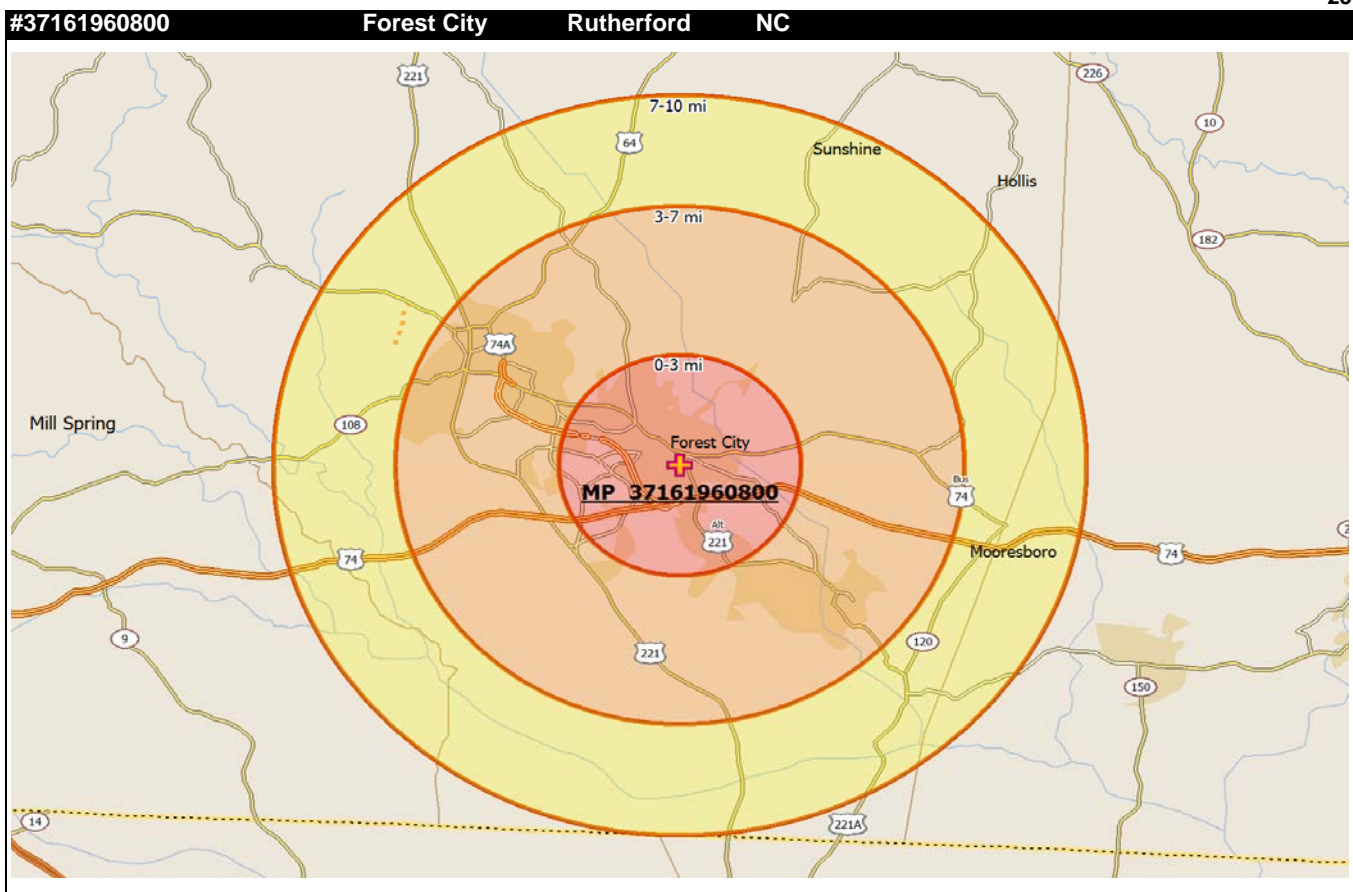
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.41%	Low Education County	FALSE
Mainstay Community	6.65%	Low Employment County	FALSE
Working Community	7.74%	Persistent Poverty County	FALSE
Country Community	70.89%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.31%	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	4.60	Racial Diversity Index	26.27
Ancestry Diversity Index	59.88	Diversity Composite Index	21.64
Foreign Born Diversity Index	36.02	Population Density Index	21.98

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

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24 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37161960800	Total Households in 0-3 mi Band	5563
CT Centroid Latitude	35.32839	Active Evangelical HHLDS	1189
CT Centroid Longitude	-81.86491	Active Evangelical PERCENT	21.37%
City Location:	Forest City	Unreached HHLDS	3748
County Location:	Rutherford	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1000
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	519
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2274
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

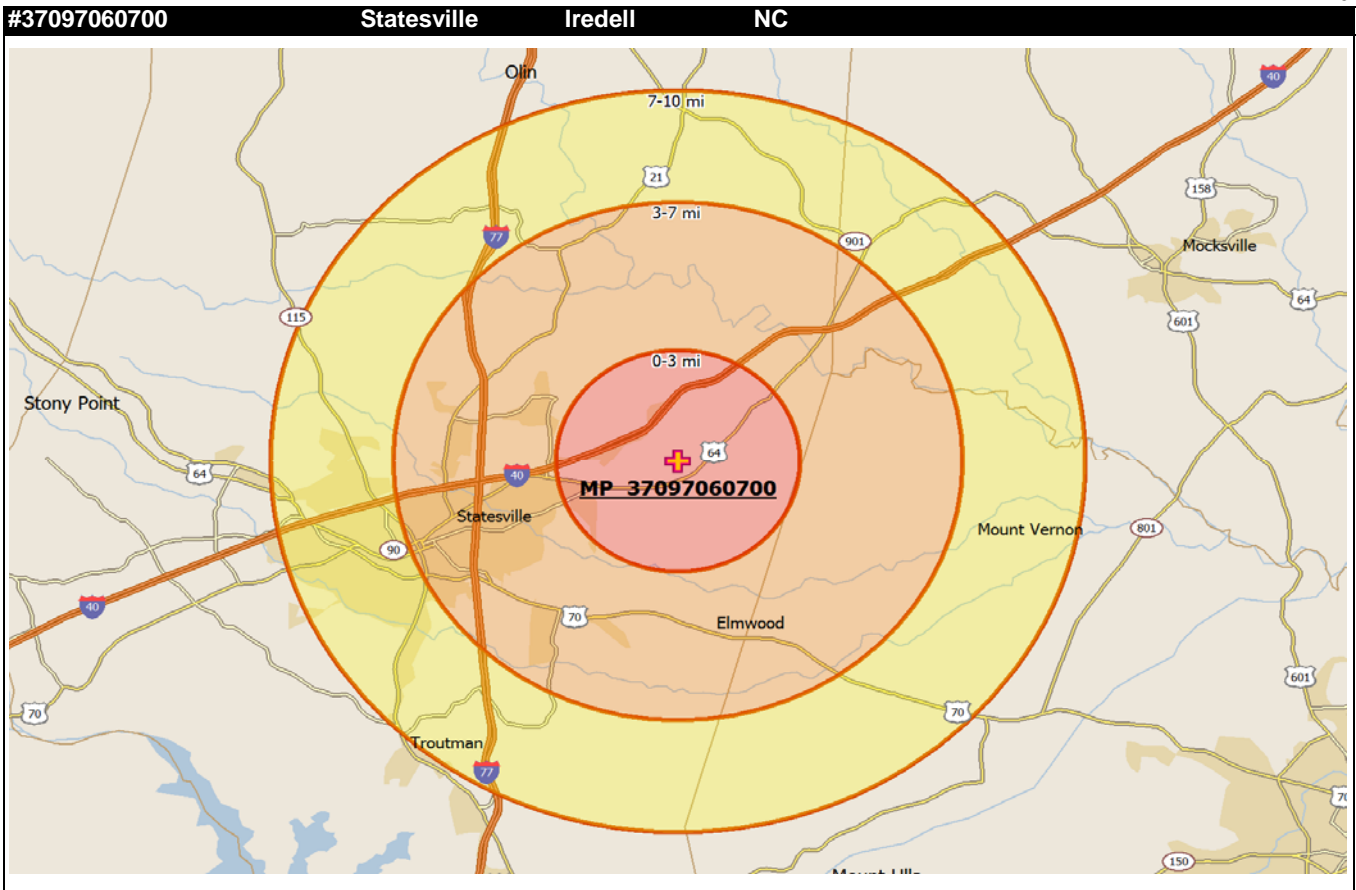
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.10%	Low Education County	FALSE
Mainstay Community	1.99%	Low Employment County	FALSE
Working Community	37.03%	Persistent Poverty County	FALSE
Country Community	27.19%	Population Loss County	FALSE
Aspiring Community	2.86%	Nonmetro Recreation County	FALSE
Urban Community	26.83%	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	17.29	Racial Diversity Index	50.77
Ancestry Diversity Index	34.89	Diversity Composite Index	12.59
Foreign Born Diversity Index	13.48	Population Density Index	25.15

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

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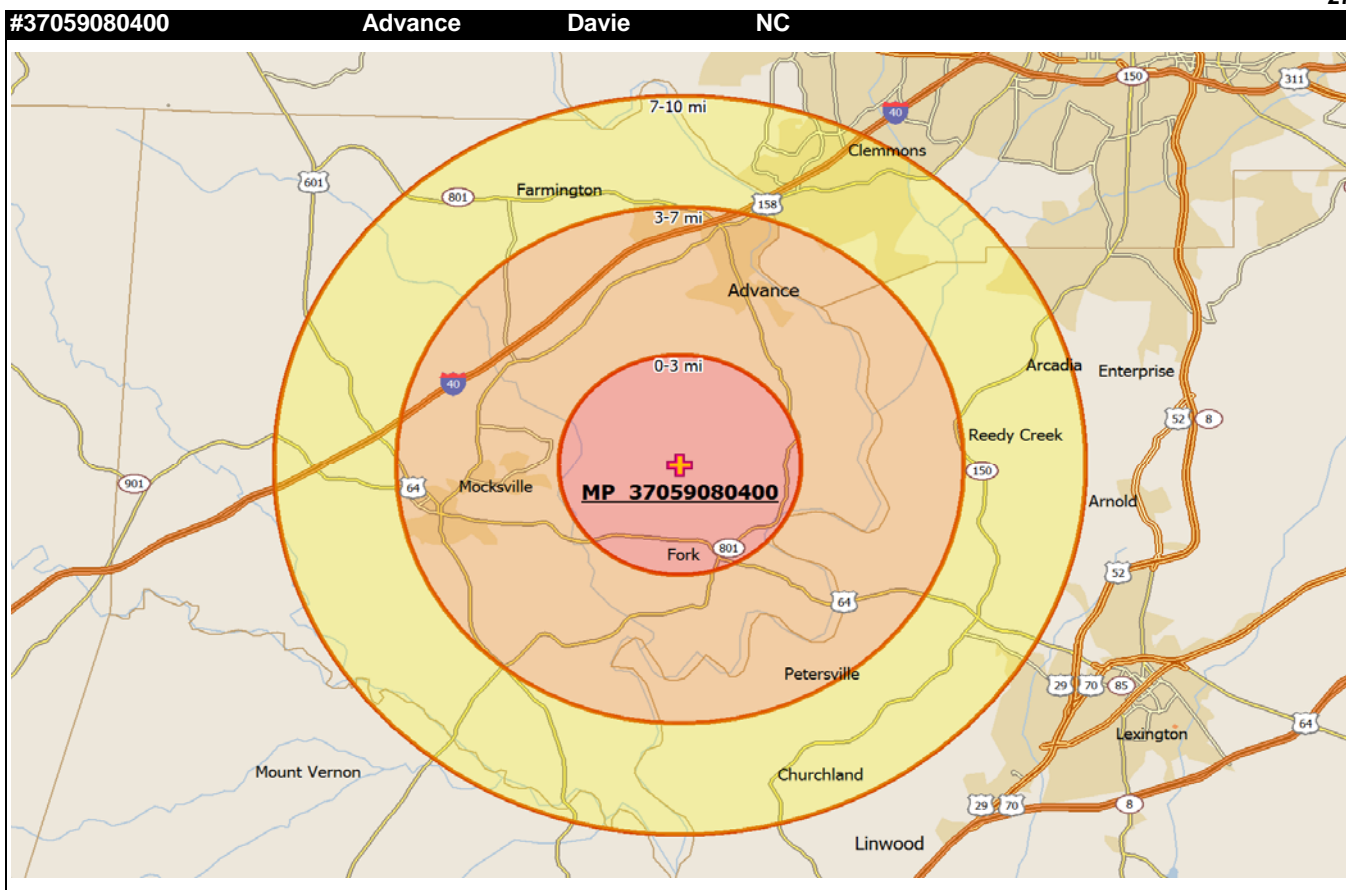
25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37097060700	Total Households in 0-3 mi Band	2205
CT Centroid Latitude	35.81784	Active Evangelical HHLDS	314
CT Centroid Longitude	-80.77441	Active Evangelical PERCENT	14.24%
City Location:	Statesville	Unreached HHLDS	1487
County Location:	Iredell	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	349
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	254
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	885
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	31.39%	Low Education County	FALSE
Mainstay Community	16.44%	Low Employment County	FALSE
Working Community	3.16%	Persistent Poverty County	FALSE
Country Community	42.31%	Population Loss County	FALSE
Aspiring Community	0.50%	Nonmetro Recreation County	FALSE
Urban Community	6.21%	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	44.81	Racial Diversity Index	40.70
Ancestry Diversity Index	51.06	Diversity Composite Index	23.03
Foreign Born Diversity Index	22.48	Population Density Index	23.59

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

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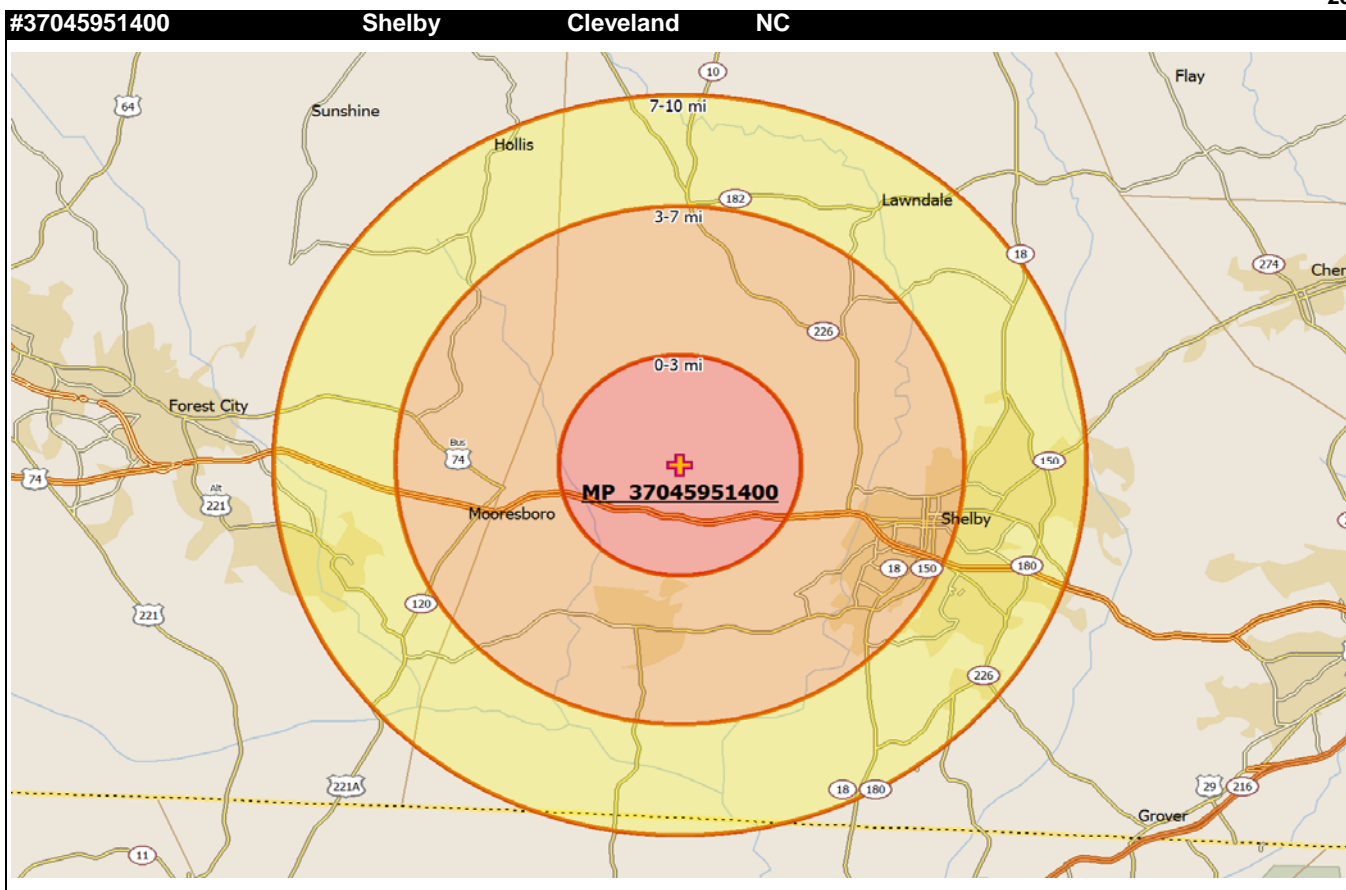
26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37059080400	Total Households in 0-3 mi Band	1531
CT Centroid Latitude	35.91107	Active Evangelical HHLDS	180
CT Centroid Longitude	-80.45703	Active Evangelical PERCENT	11.74%
City Location:	Advance	Unreached HHLDS	1005
County Location:	Davie	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	197
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	191
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	616
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	6.50%	Low Education County	FALSE
Mainstay Community	12.38%	Low Employment County	FALSE
Working Community	10.45%	Persistent Poverty County	FALSE
Country Community	59.62%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	11.06%	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	17.62	Racial Diversity Index	16.57
Ancestry Diversity Index	77.85	Diversity Composite Index	27.16
Foreign Born Diversity Index	59.63	Population Density Index	13.43

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

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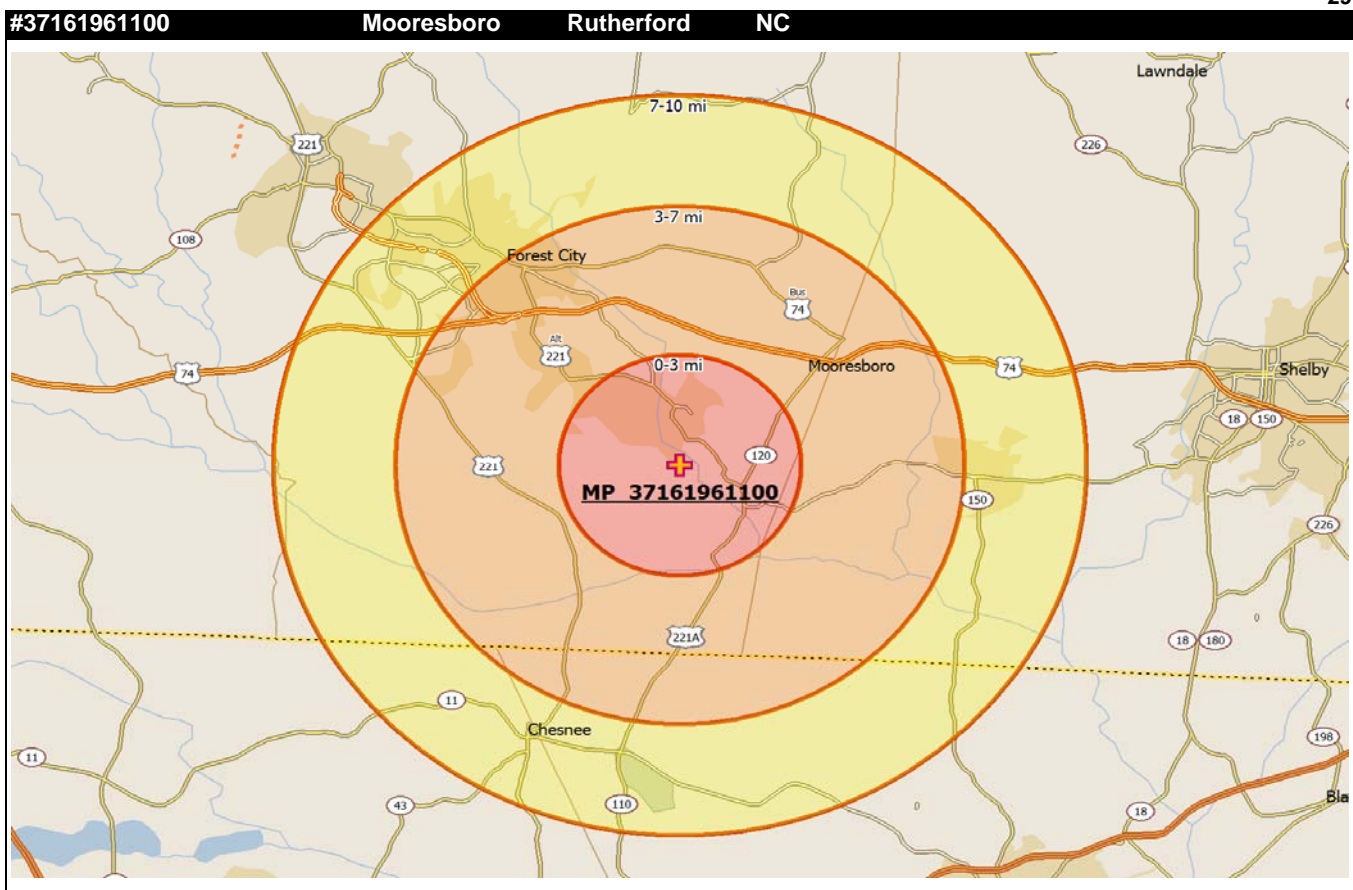
27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37045951400	Total Households in 0-3 mi Band	1832
CT Centroid Latitude	35.31387	Active Evangelical HHLDS	471
CT Centroid Longitude	-81.64733	Active Evangelical PERCENT	25.70%
City Location:	Shelby	Unreached HHLDS	1114
County Location:	Cleveland	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	235
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	169
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	E1	NOT Evangelical NOT Interested HHLDS	710
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	3.91%	Low Education County	FALSE
Mainstay Community	3.23%	Low Employment County	FALSE
Working Community	4.42%	Persistent Poverty County	FALSE
Country Community	71.97%	Population Loss County	FALSE
Aspiring Community	0.19%	Nonmetro Recreation County	FALSE
Urban Community	16.29%	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	28.72	Racial Diversity Index	20.80
Ancestry Diversity Index	31.66	Diversity Composite Index	12.76
Foreign Born Diversity Index	11.84	Population Density Index	11.01

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

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28 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37161961100	Total Households in 0-3 mi Band	2720
CT Centroid Latitude	35.25514	Active Evangelical HHLDS	709
CT Centroid Longitude	-81.79447	Active Evangelical PERCENT	26.05%
City Location:	Mooresboro	Unreached HHLDS	1639
County Location:	Rutherford	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	367
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	240
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1035
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

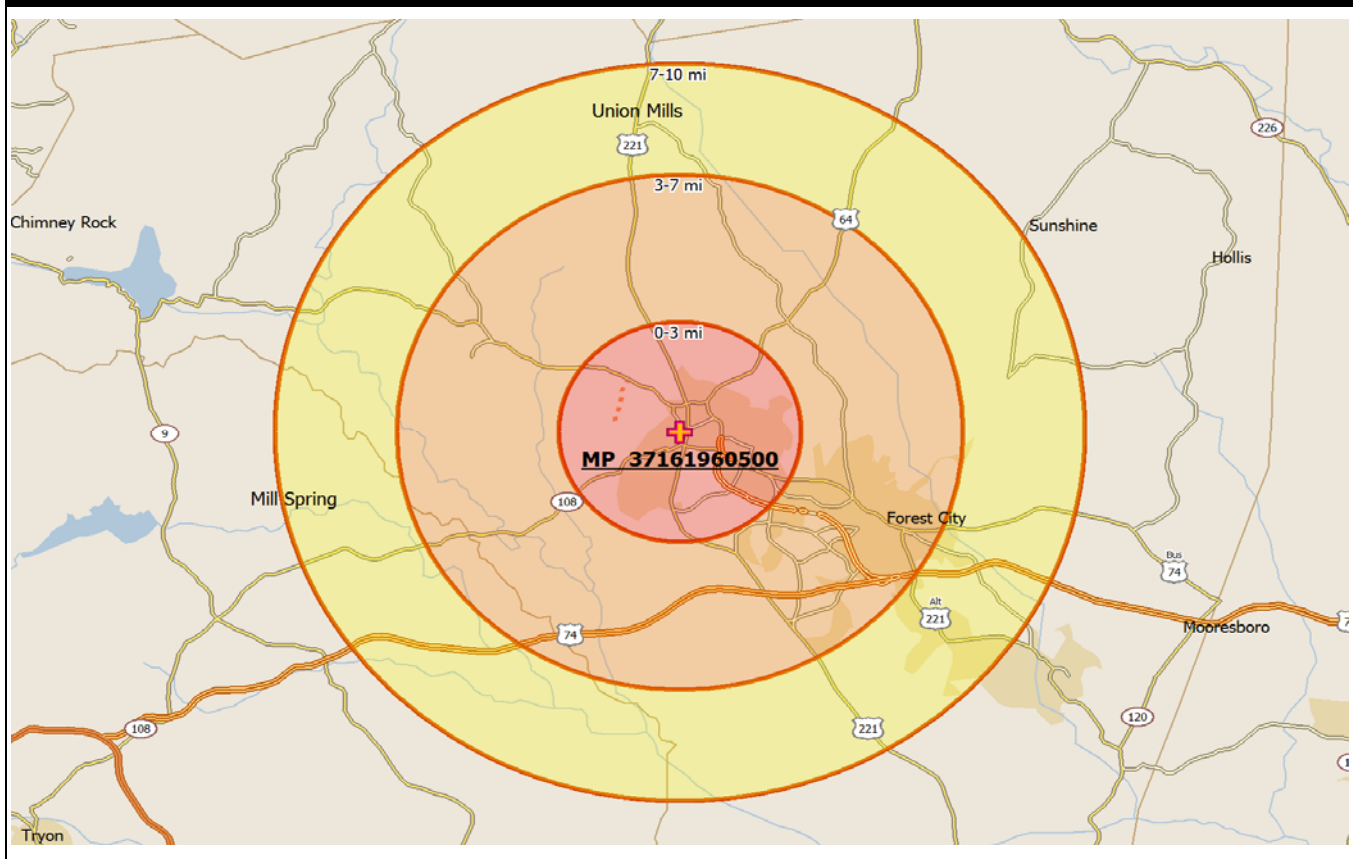
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.72%	Low Education County	FALSE
Mainstay Community	3.32%	Low Employment County	FALSE
Working Community	32.82%	Persistent Poverty County	FALSE
Country Community	54.65%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	6.50%	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	11.55	Racial Diversity Index	25.48
Ancestry Diversity Index	52.01	Diversity Composite Index	10.00
Foreign Born Diversity Index	10.33	Population Density Index	19.13

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

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#37161960500 Rutherfordton Rutherford NC



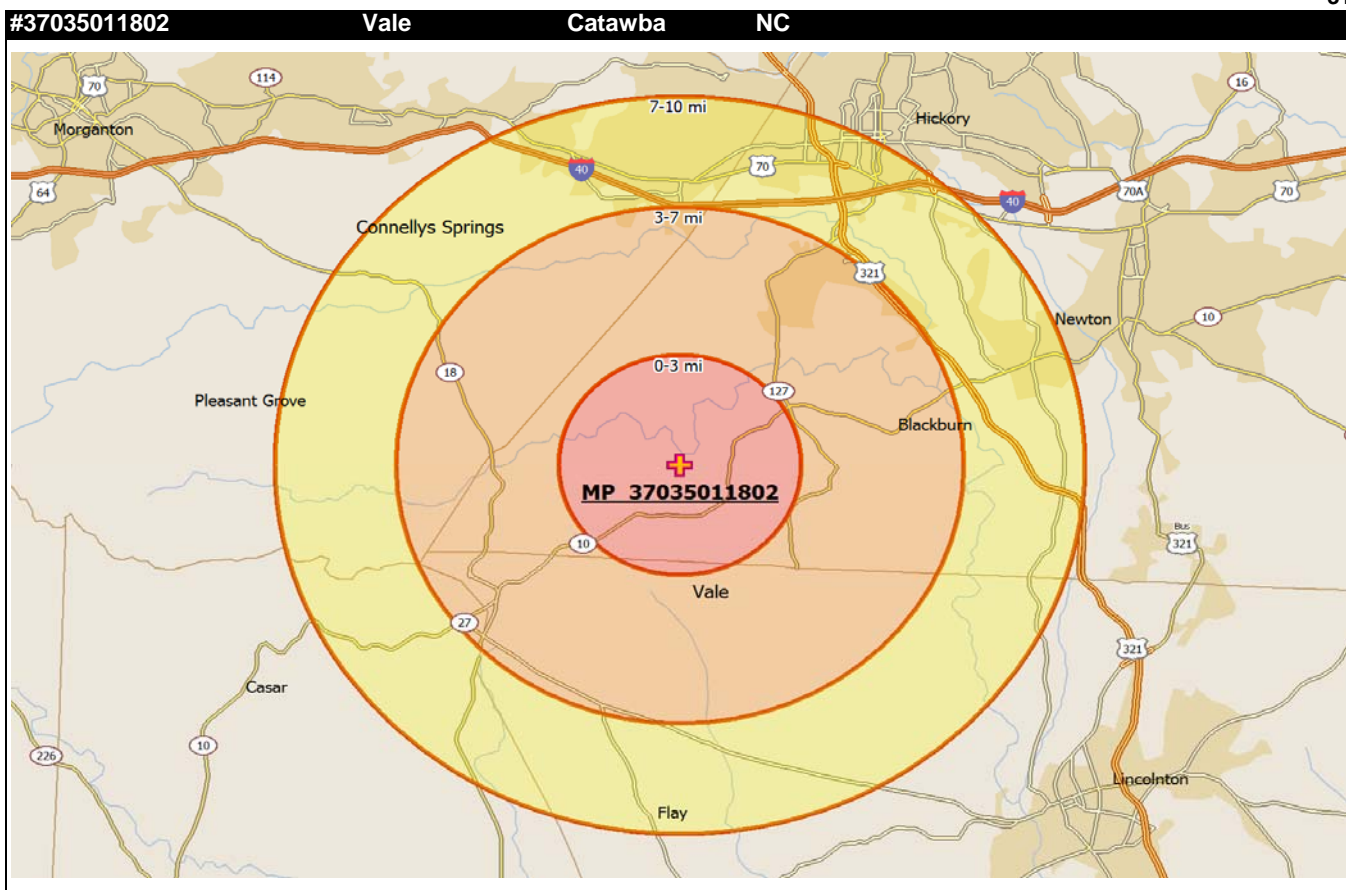
29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37161960500	Total Households in 0-3 mi Band	4679
CT Centroid Latitude	35.37109	Active Evangelical HHLDS	1046
CT Centroid Longitude	-81.95957	Active Evangelical PERCENT	22.35%
City Location:	Rutherfordton	Unreached HHLDS	3084
County Location:	Rutherford	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	702
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	496
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1897
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	10.64%	Low Education County	FALSE
Mainstay Community	9.61%	Low Employment County	FALSE
Working Community	37.80%	Persistent Poverty County	FALSE
Country Community	28.67%	Population Loss County	FALSE
Aspiring Community	2.58%	Nonmetro Recreation County	FALSE
Urban Community	10.70%	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	17.59	Racial Diversity Index	39.54
Ancestry Diversity Index	58.17	Diversity Composite Index	23.38
Foreign Born Diversity Index	50.20	Population Density Index	23.64

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

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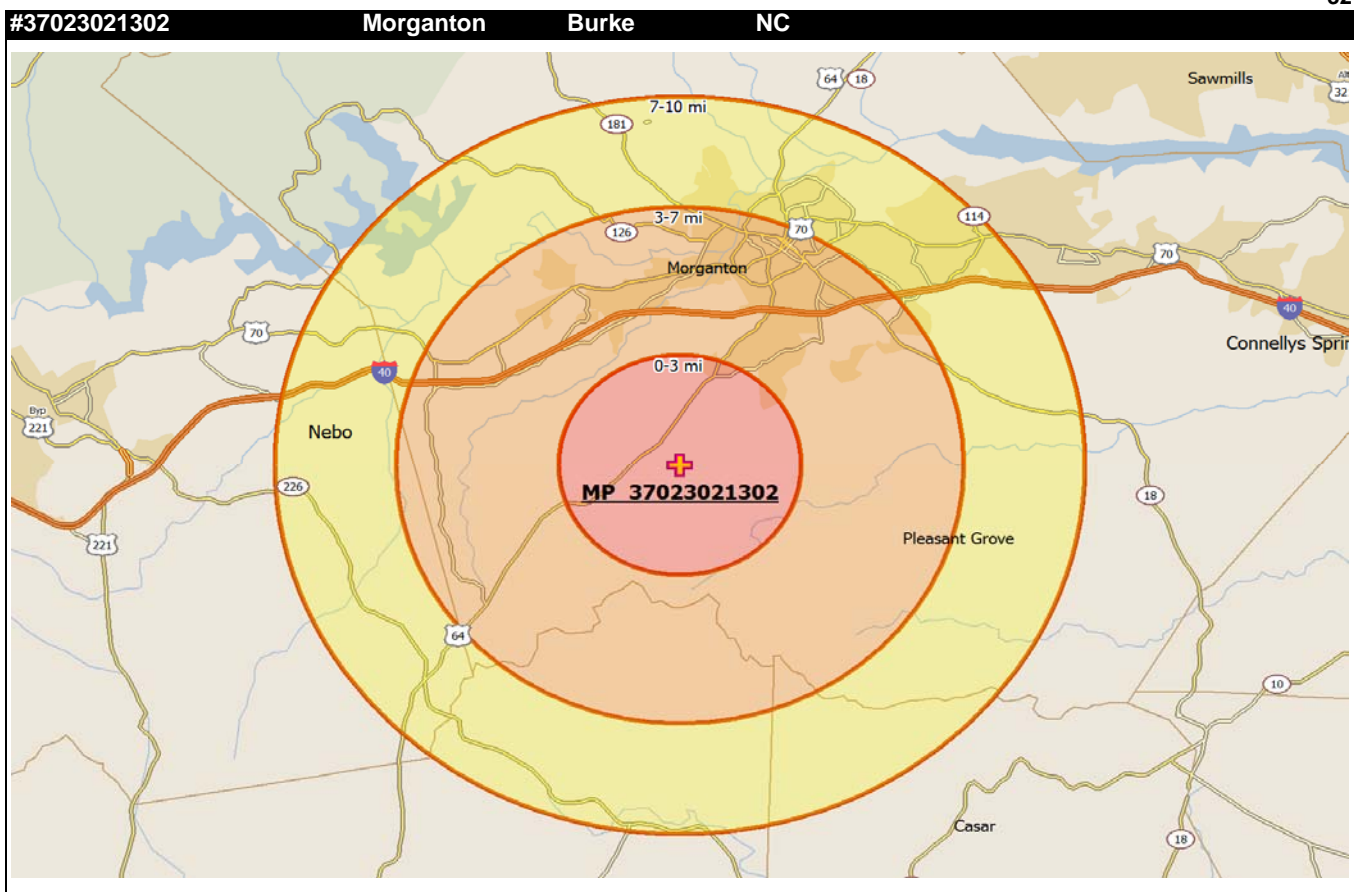
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37035011802	Total Households in 0-3 mi Band	1226
CT Centroid Latitude	35.60332	Active Evangelical HHLDS	211
CT Centroid Longitude	-81.42324	Active Evangelical PERCENT	17.17%
City Location:	Vale	Unreached HHLDS	743
County Location:	Catawba	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	136
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	127
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	480
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	8.80%	Low Education County	FALSE
Mainstay Community	5.07%	Low Employment County	FALSE
Working Community	5.72%	Persistent Poverty County	FALSE
Country Community	79.10%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	1.32%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	5.32	Racial Diversity Index	11.47
Ancestry Diversity Index	42.47	Diversity Composite Index	11.66
Foreign Born Diversity Index	24.13	Population Density Index	9.92

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

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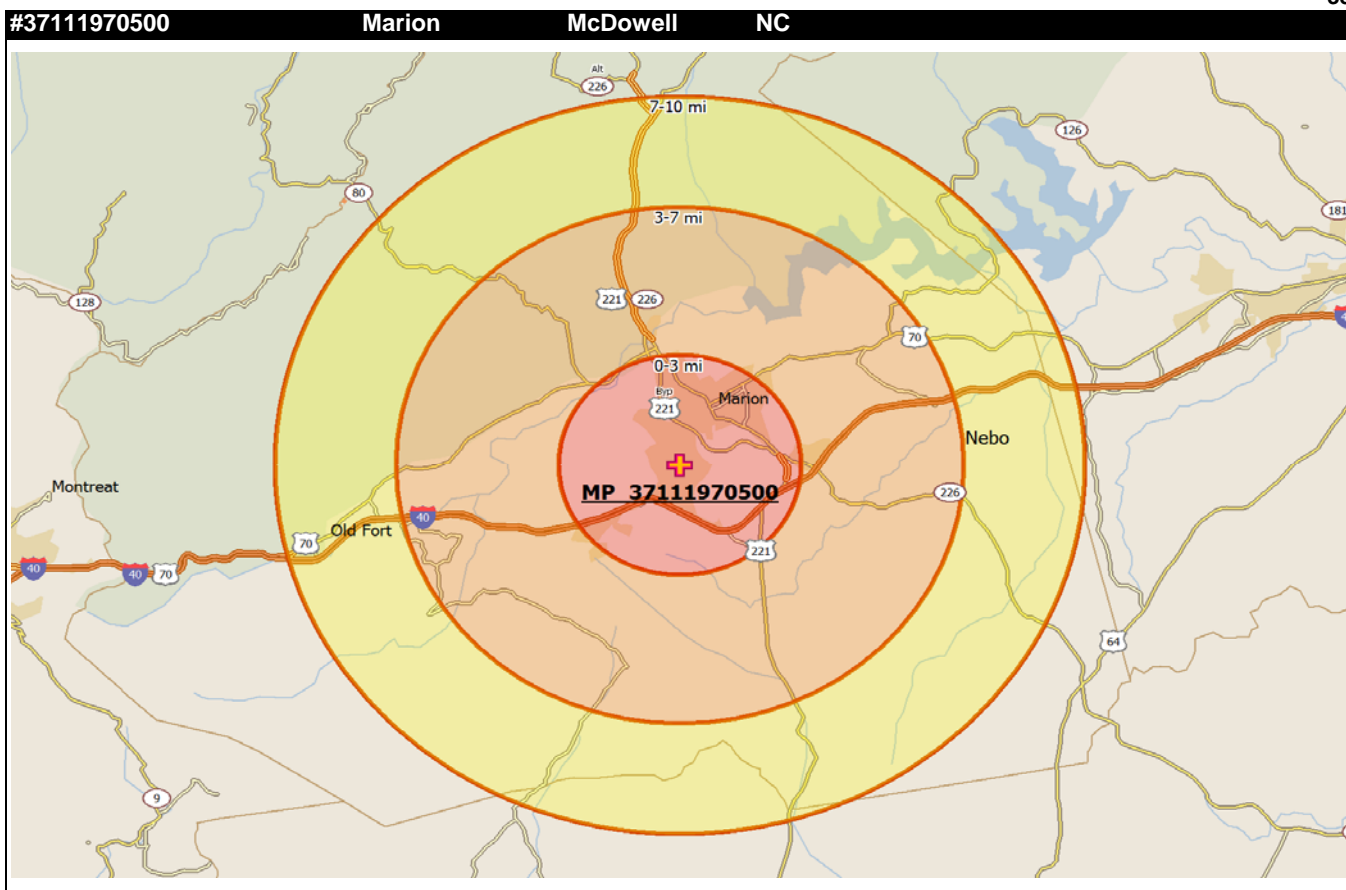
31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37023021302	Total Households in 0-3 mi Band	2073
CT Centroid Latitude	35.65794	Active Evangelical HHLDS	412
CT Centroid Longitude	-81.73346	Active Evangelical PERCENT	19.88%
City Location:	Morganton	Unreached HHLDS	1251
County Location:	Burke	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	246
Sitescape Group code:	1.1	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	208
Sitescape Group:	Remote Areas	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	796
Population Pattern:	#0-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.00%	Low Education County	TRUE
Mainstay Community	0.06%	Low Employment County	FALSE
Working Community	18.14%	Persistent Poverty County	FALSE
Country Community	63.67%	Population Loss County	FALSE
Aspiring Community	13.80%	Nonmetro Recreation County	FALSE
Urban Community	4.33%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	6.09
Foreign Born Diversity Index	0.00	Population Density Index	0.00

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

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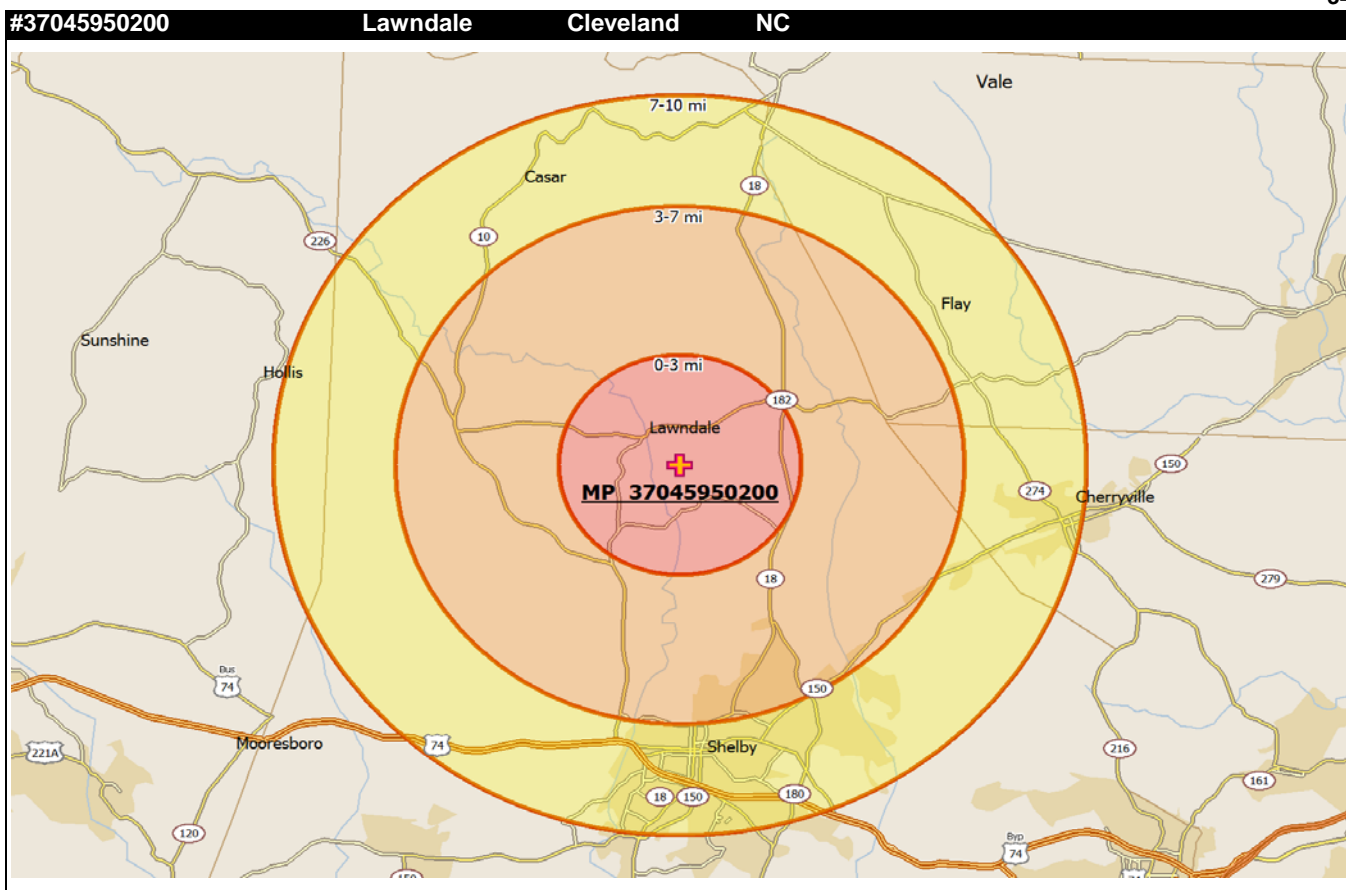
32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37111970500	Total Households in 0-3 mi Band	5276
CT Centroid Latitude	35.65983	Active Evangelical HHLDS	1061
CT Centroid Longitude	-82.02148	Active Evangelical PERCENT	20.11%
City Location:	Marion	Unreached HHLDS	3274
County Location:	McDowell	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	649
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	12%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	516
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2118
Population Pattern:	#50000-50000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.97%	Low Education County	FALSE
Mainstay Community	10.01%	Low Employment County	FALSE
Working Community	42.79%	Persistent Poverty County	FALSE
Country Community	31.46%	Population Loss County	FALSE
Aspiring Community	1.08%	Nonmetro Recreation County	FALSE
Urban Community	12.69%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	37.55	Racial Diversity Index	38.28
Ancestry Diversity Index	59.78	Diversity Composite Index	20.54
Foreign Born Diversity Index	10.93	Population Density Index	22.50

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

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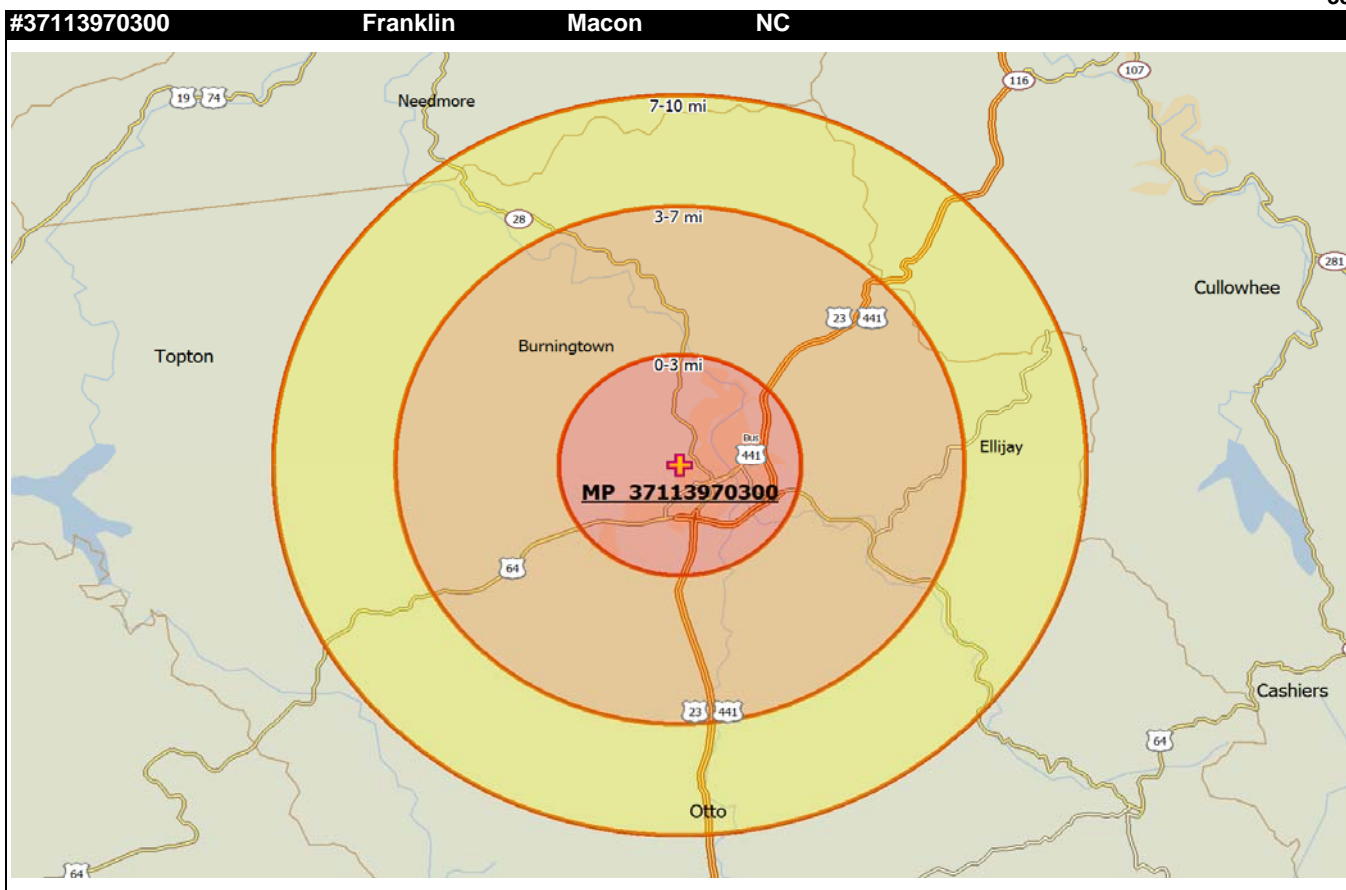
33 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37045950200	Total Households in 0-3 mi Band	1628
CT Centroid Latitude	35.40306	Active Evangelical HHLDS	375
CT Centroid Longitude	-81.54635	Active Evangelical PERCENT	23.05%
City Location:	Lawndale	Unreached HHLDS	1057
County Location:	Cleveland	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	297
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	138
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I1	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	3.23%	Low Education County	FALSE
Mainstay Community	3.86%	Low Employment County	FALSE
Working Community	7.65%	Persistent Poverty County	FALSE
Country Community	75.18%	Population Loss County	FALSE
Aspiring Community	0.06%	Nonmetro Recreation County	FALSE
Urban Community	10.03%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	12.93	Racial Diversity Index	45.93
Ancestry Diversity Index	32.11	Diversity Composite Index	8.80
Foreign Born Diversity Index	2.97	Population Density Index	15.38

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

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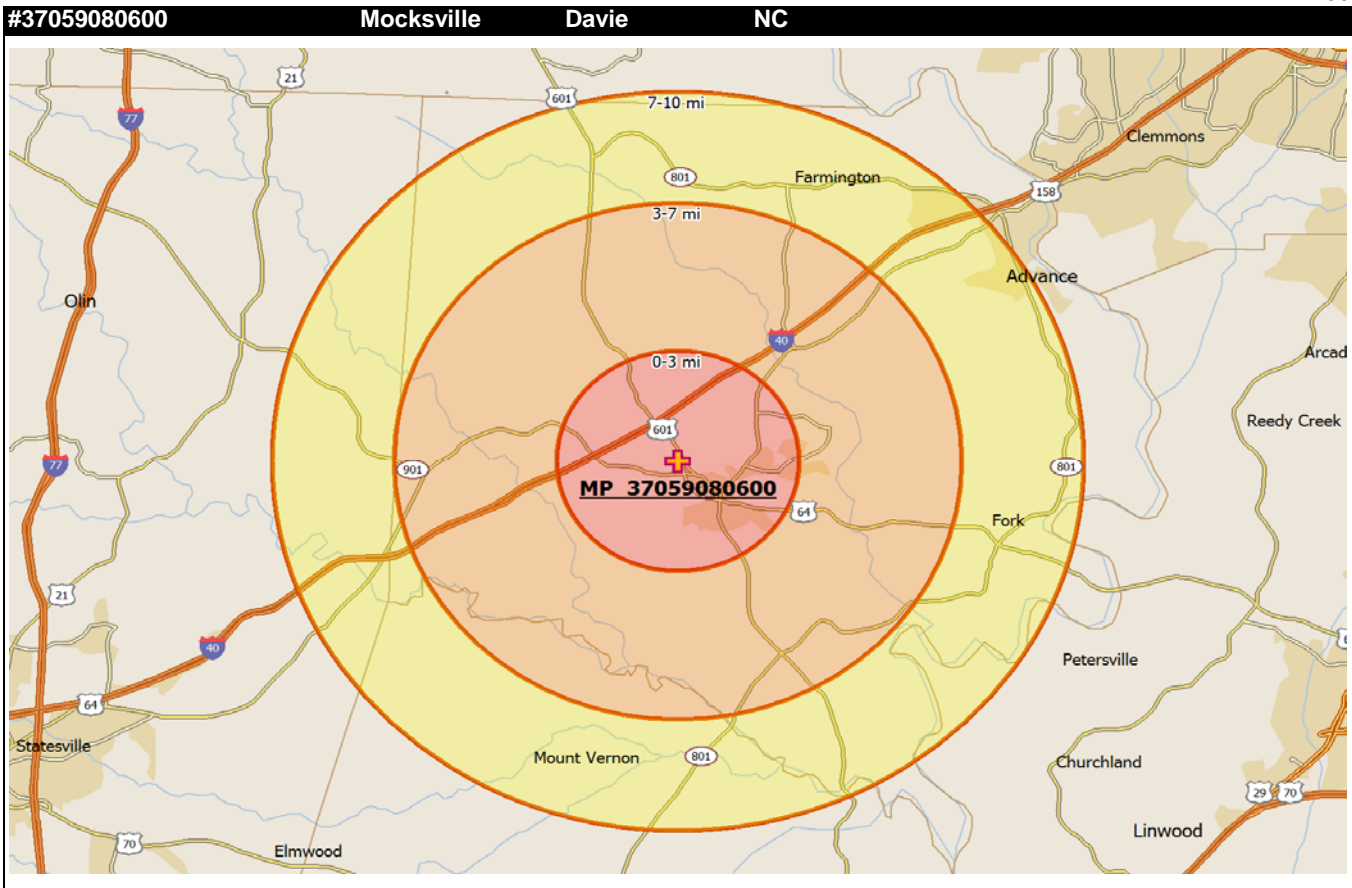
34 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37113970300	Total Households in 0-3 mi Band	4776
CT Centroid Latitude	35.18757	Active Evangelical HHLDS	1016
CT Centroid Longitude	-83.3974	Active Evangelical PERCENT	21.27%
City Location:	Franklin	Unreached HHLDS	3152
County Location:	Macon	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	620
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	638
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1894
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.57%	Low Education County	FALSE
Mainstay Community	3.65%	Low Employment County	FALSE
Working Community	46.80%	Persistent Poverty County	FALSE
Country Community	27.74%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	TRUE
Urban Community	20.25%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	10.56	Racial Diversity Index	16.07
Ancestry Diversity Index	95.14	Diversity Composite Index	30.58
Foreign Born Diversity Index	39.44	Population Density Index	20.93

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

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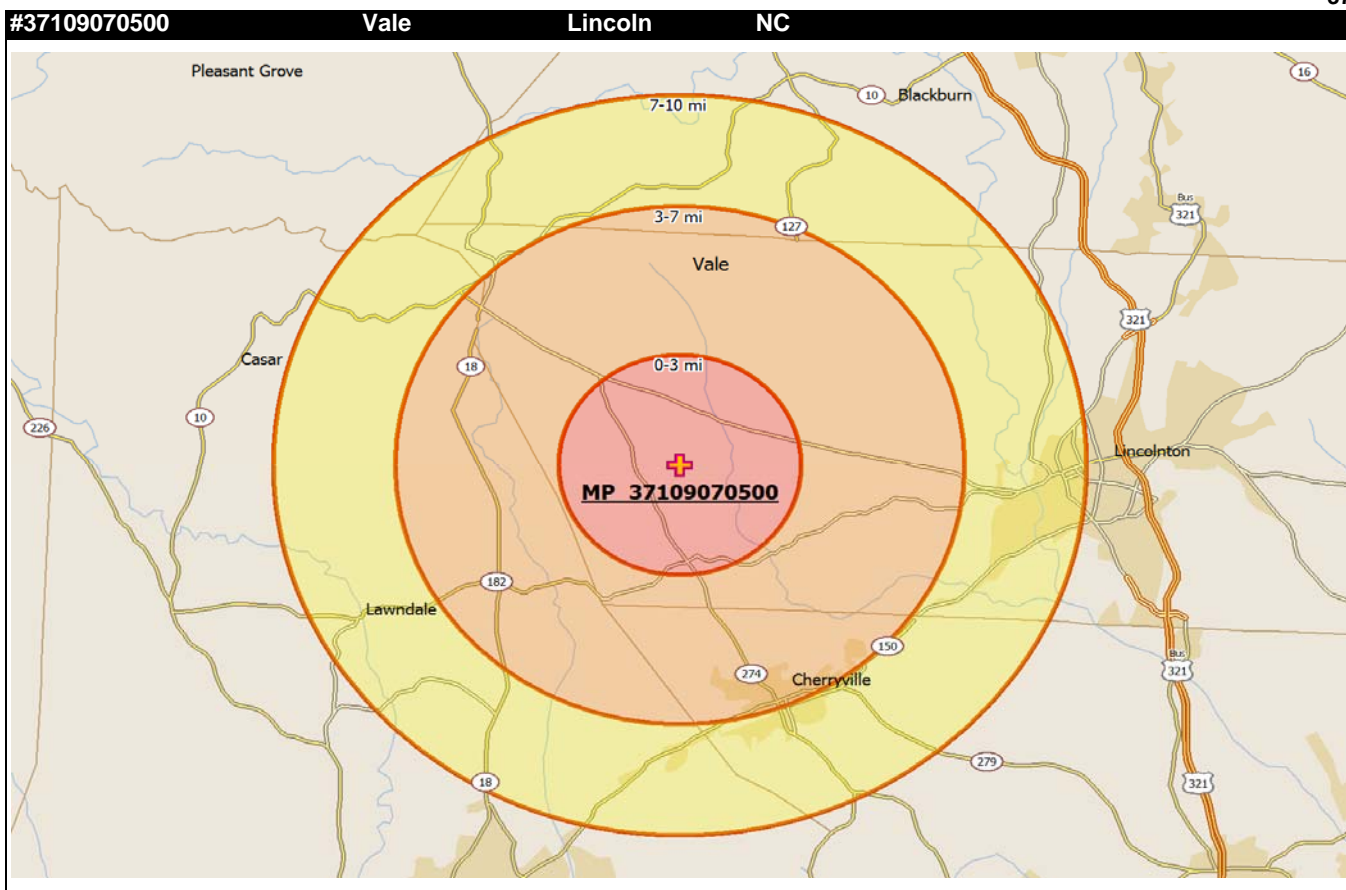
35 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37059080600	Total Households in 0-3 mi Band	2794
CT Centroid Latitude	35.90749	Active Evangelical HHLDS	328
CT Centroid Longitude	-80.58034	Active Evangelical PERCENT	11.74%
City Location:	Mocksville	Unreached HHLDS	1838
County Location:	Davie	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	452
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	283
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1113
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	2.21%	Low Education County	FALSE
Mainstay Community	10.63%	Low Employment County	FALSE
Working Community	18.60%	Persistent Poverty County	FALSE
Country Community	49.16%	Population Loss County	FALSE
Aspiring Community	2.93%	Nonmetro Recreation County	FALSE
Urban Community	16.47%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	43.84	Racial Diversity Index	50.67
Ancestry Diversity Index	51.37	Diversity Composite Index	22.76
Foreign Born Diversity Index	11.51	Population Density Index	18.68

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

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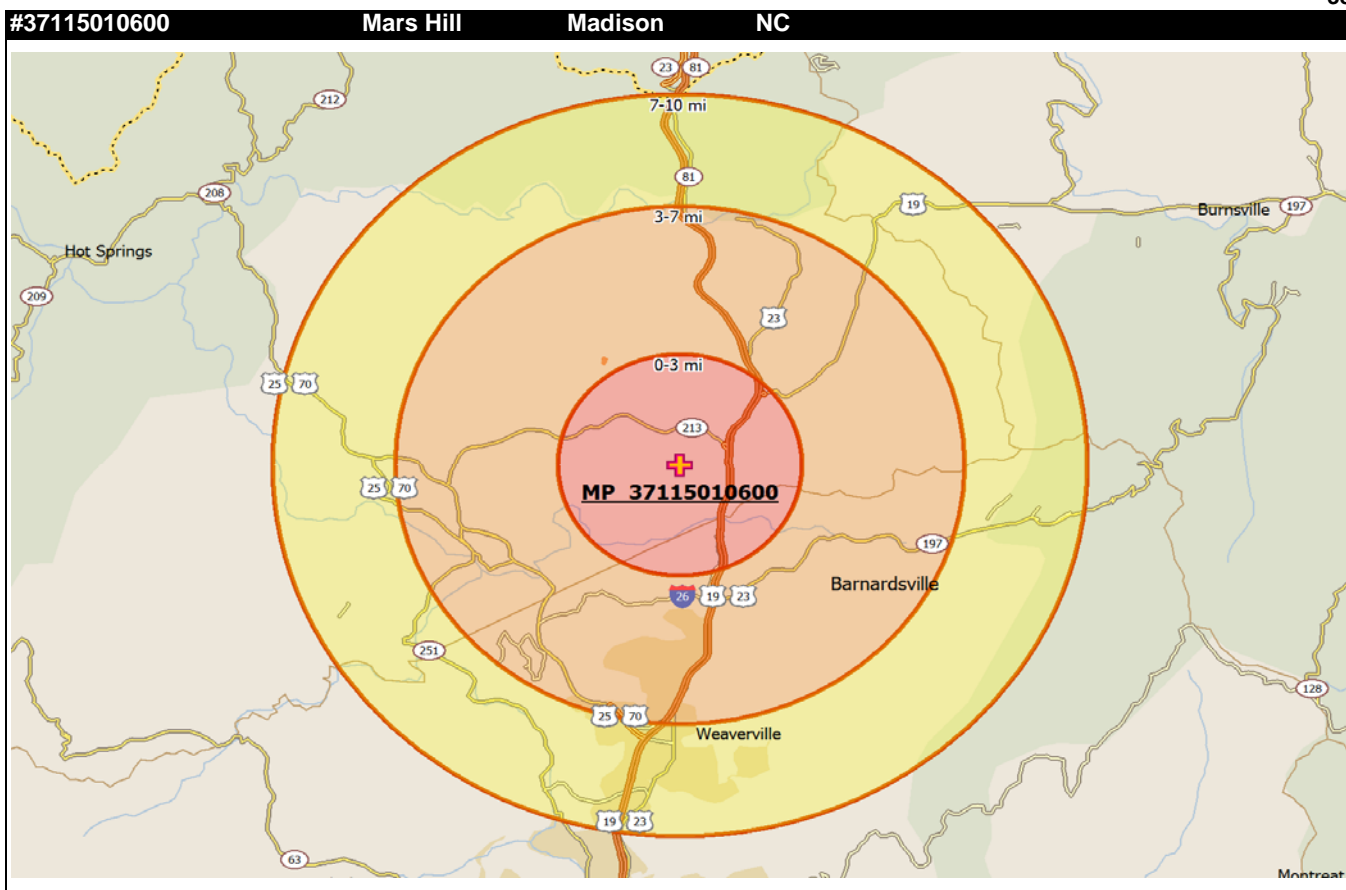
36 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37109070500	Total Households in 0-3 mi Band	1161
CT Centroid Latitude	35.47422	Active Evangelical HHLDS	214
CT Centroid Longitude	-81.42279	Active Evangelical PERCENT	18.40%
City Location:	Vale	Unreached HHLDS	637
County Location:	Lincoln	Unreached Percent	55%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	96
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	8%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	106
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	435
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	18.90%	Low Education County	FALSE
Mainstay Community	17.77%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	61.43%	Population Loss County	FALSE
Aspiring Community	0.14%	Nonmetro Recreation County	FALSE
Urban Community	1.76%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	6.79	Racial Diversity Index	14.12
Ancestry Diversity Index	37.51	Diversity Composite Index	5.51
Foreign Born Diversity Index	6.13	Population Density Index	8.90

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

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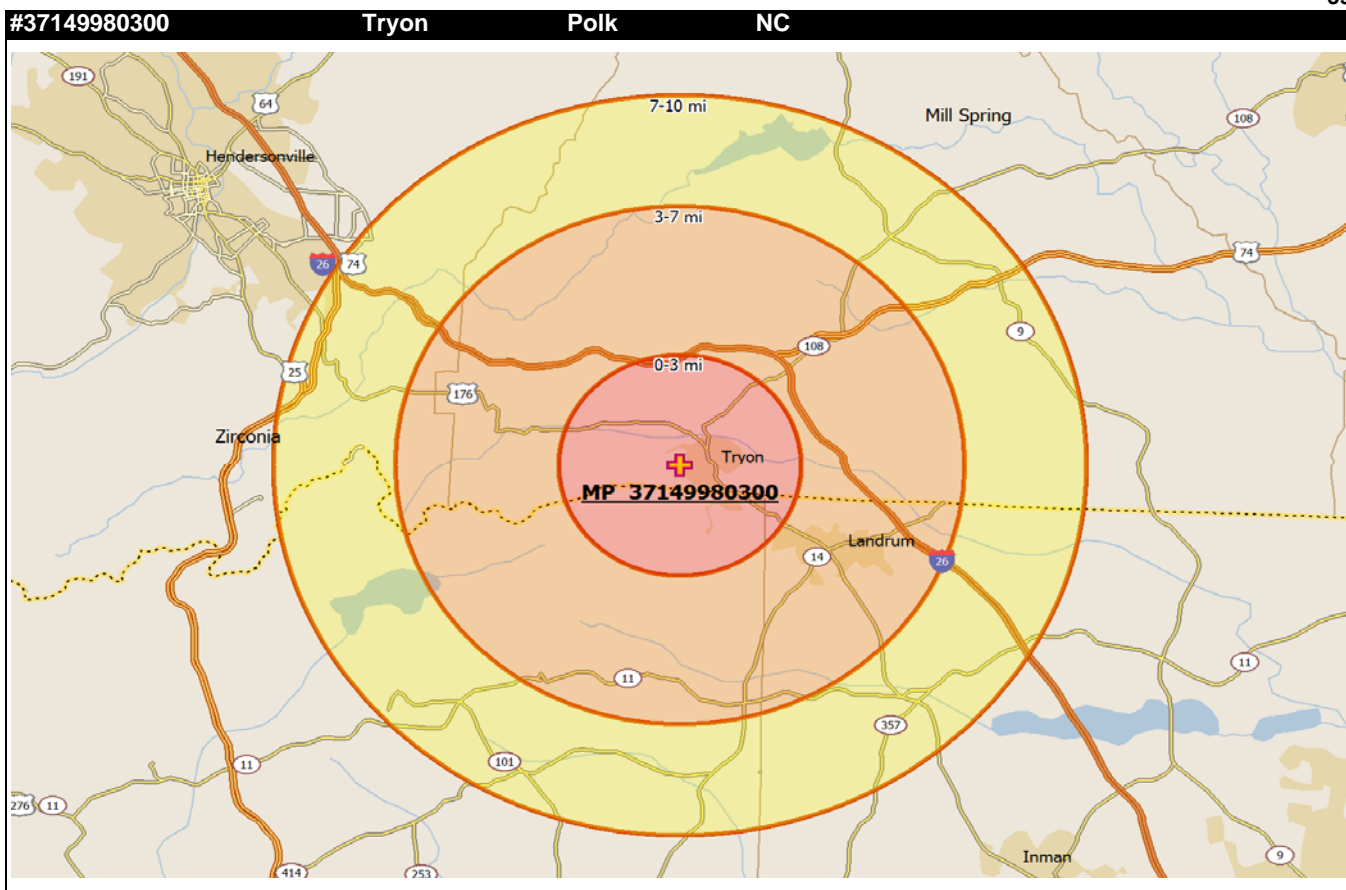
37 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37115010600	Total Households in 0-3 mi Band	2190
CT Centroid Latitude	35.81146	Active Evangelical HHLDS	470
CT Centroid Longitude	-82.55762	Active Evangelical PERCENT	21.47%
City Location:	Mars Hill	Unreached HHLDS	1355
County Location:	Madison	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	242
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	11%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	258
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	855
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	4.63%	Low Education County	FALSE
Mainstay Community	7.77%	Low Employment County	FALSE
Working Community	0.63%	Persistent Poverty County	FALSE
Country Community	52.51%	Population Loss County	FALSE
Aspiring Community	3.71%	Nonmetro Recreation County	FALSE
Urban Community	30.76%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	11.61	Racial Diversity Index	12.58
Ancestry Diversity Index	71.79	Diversity Composite Index	21.82
Foreign Born Diversity Index	43.28	Population Density Index	15.22

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

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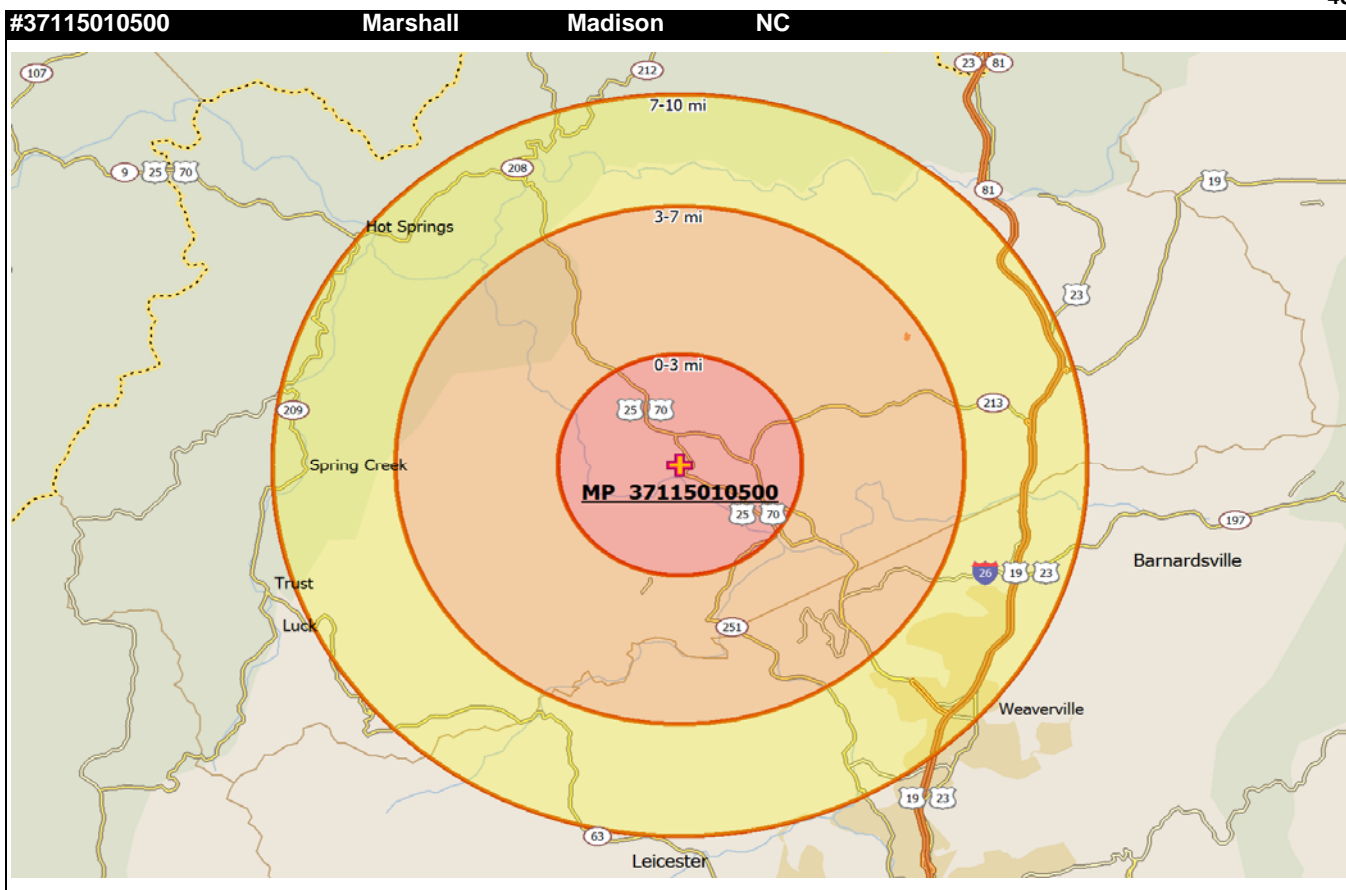
38 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37149980300	Total Households in 0-3 mi Band	2352
CT Centroid Latitude	35.20788	Active Evangelical HHLDS	337
CT Centroid Longitude	-82.25299	Active Evangelical PERCENT	14.35%
City Location:	Tryon	Unreached HHLDS	1636
County Location:	Polk	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	391
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	310
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	941
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	11.34%	Low Education County	FALSE
Mainstay Community	17.36%	Low Employment County	FALSE
Working Community	29.27%	Persistent Poverty County	FALSE
Country Community	24.24%	Population Loss County	FALSE
Aspiring Community	1.03%	Nonmetro Recreation County	FALSE
Urban Community	16.75%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	27.30	Racial Diversity Index	32.35
Ancestry Diversity Index	85.00	Diversity Composite Index	39.14
Foreign Born Diversity Index	56.96	Population Density Index	12.56

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

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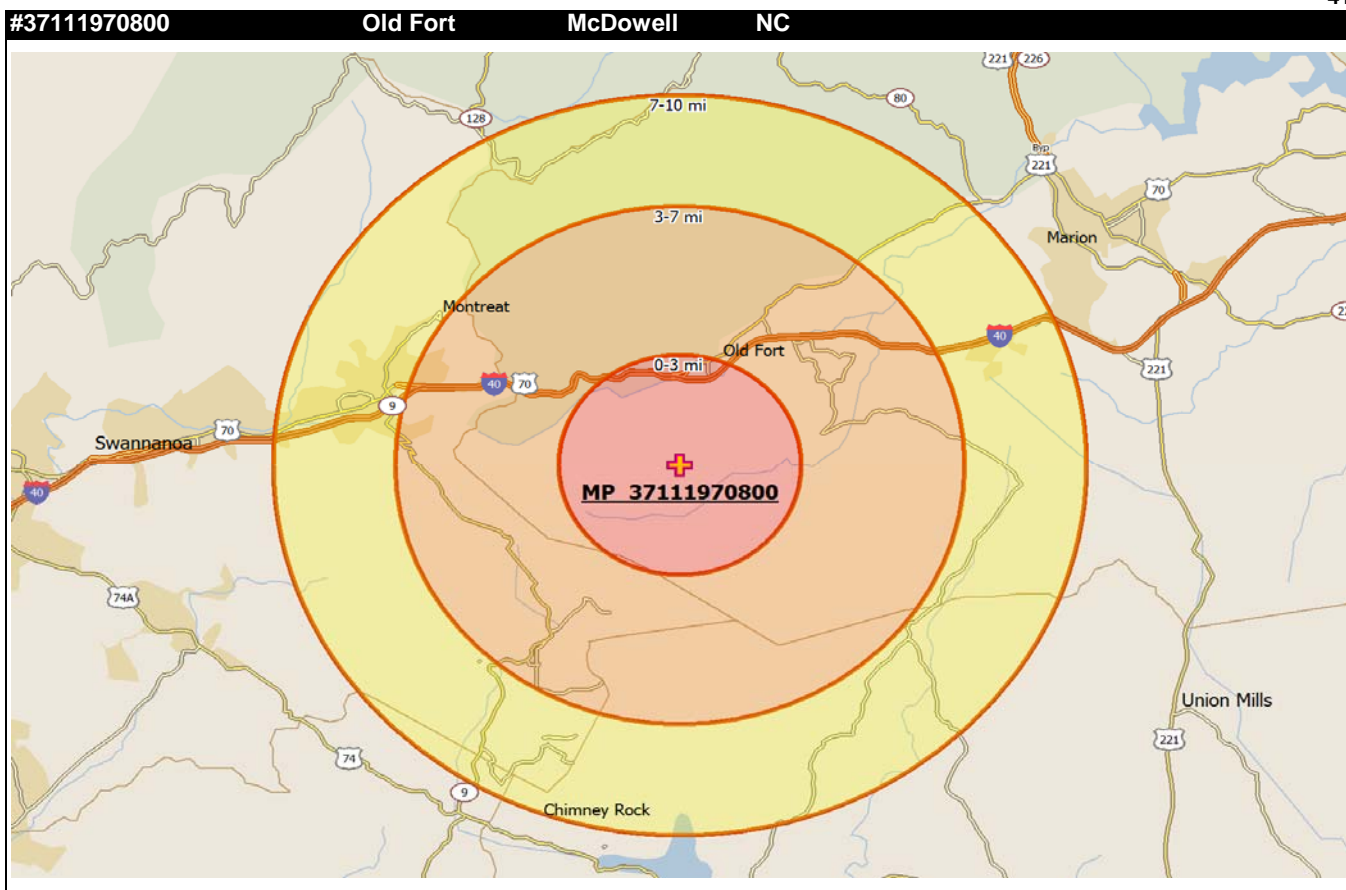
39 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37115010500	Total Households in 0-3 mi Band	1167
CT Centroid Latitude	35.80221	Active Evangelical HHLDS	316
CT Centroid Longitude	-82.68958	Active Evangelical PERCENT	27.04%
City Location:	Marshall	Unreached HHLDS	608
County Location:	Madison	Unreached Percent	52%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	121
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	10%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	70
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	417
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	36%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.16%	Low Education County	FALSE
Mainstay Community	8.64%	Low Employment County	FALSE
Working Community	3.57%	Persistent Poverty County	FALSE
Country Community	70.47%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	16.16%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	8.34	Racial Diversity Index	7.05
Ancestry Diversity Index	88.21	Diversity Composite Index	22.28
Foreign Born Diversity Index	27.22	Population Density Index	14.21

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

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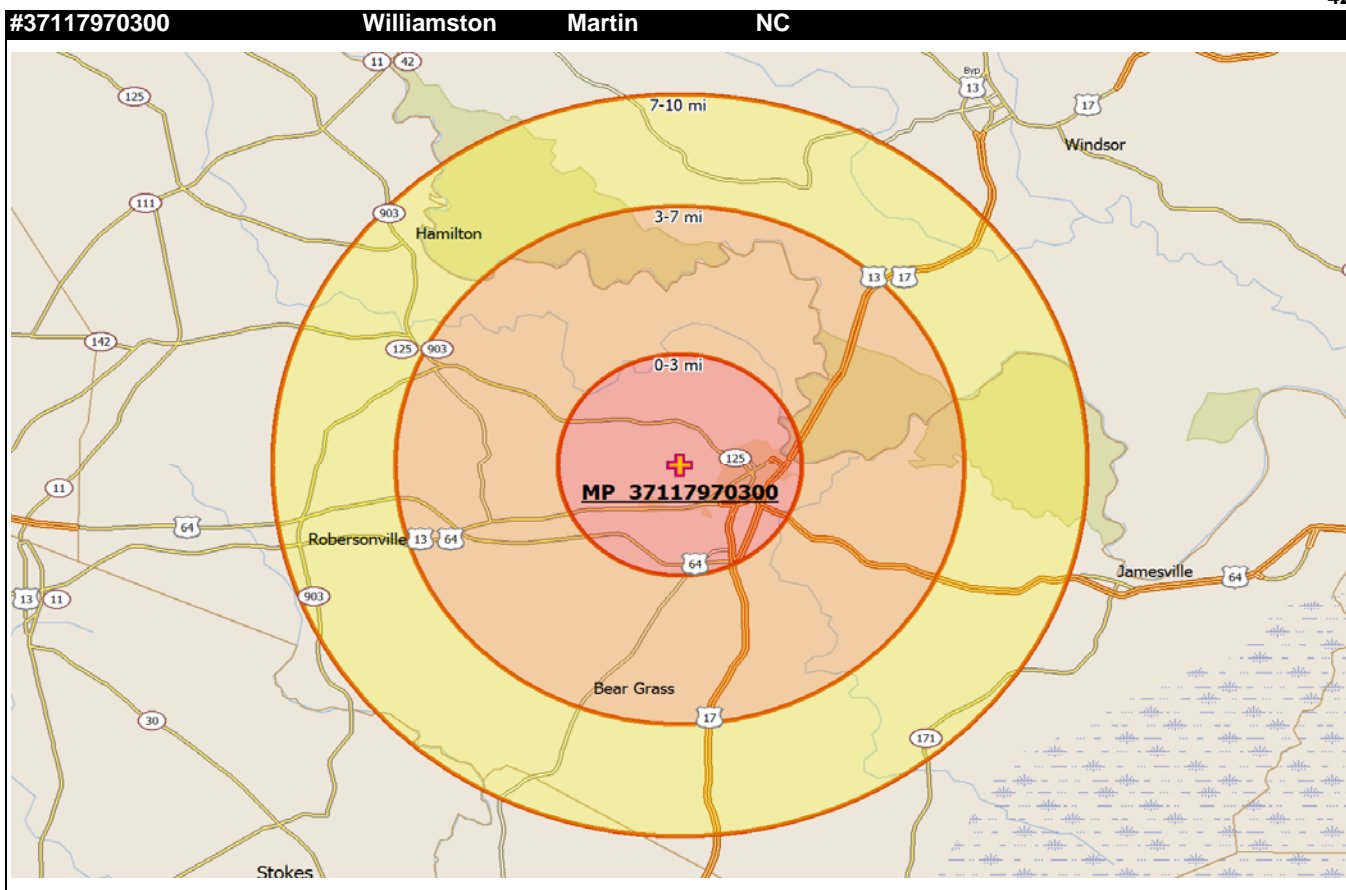
40 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37111970800	Total Households in 0-3 mi Band	1545
CT Centroid Latitude	35.58861	Active Evangelical HHLDS	420
CT Centroid Longitude	-82.19336	Active Evangelical PERCENT	27.18%
City Location:	Old Fort	Unreached HHLDS	759
County Location:	McDowell	Unreached Percent	49%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	121
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	8%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	78
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	564
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	3.52%	Low Education County	FALSE
Mainstay Community	1.49%	Low Employment County	FALSE
Working Community	1.21%	Persistent Poverty County	FALSE
Country Community	90.74%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	3.03%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	8.34	Racial Diversity Index	12.52
Ancestry Diversity Index	76.90	Diversity Composite Index	17.90
Foreign Born Diversity Index	16.37	Population Density Index	13.56

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

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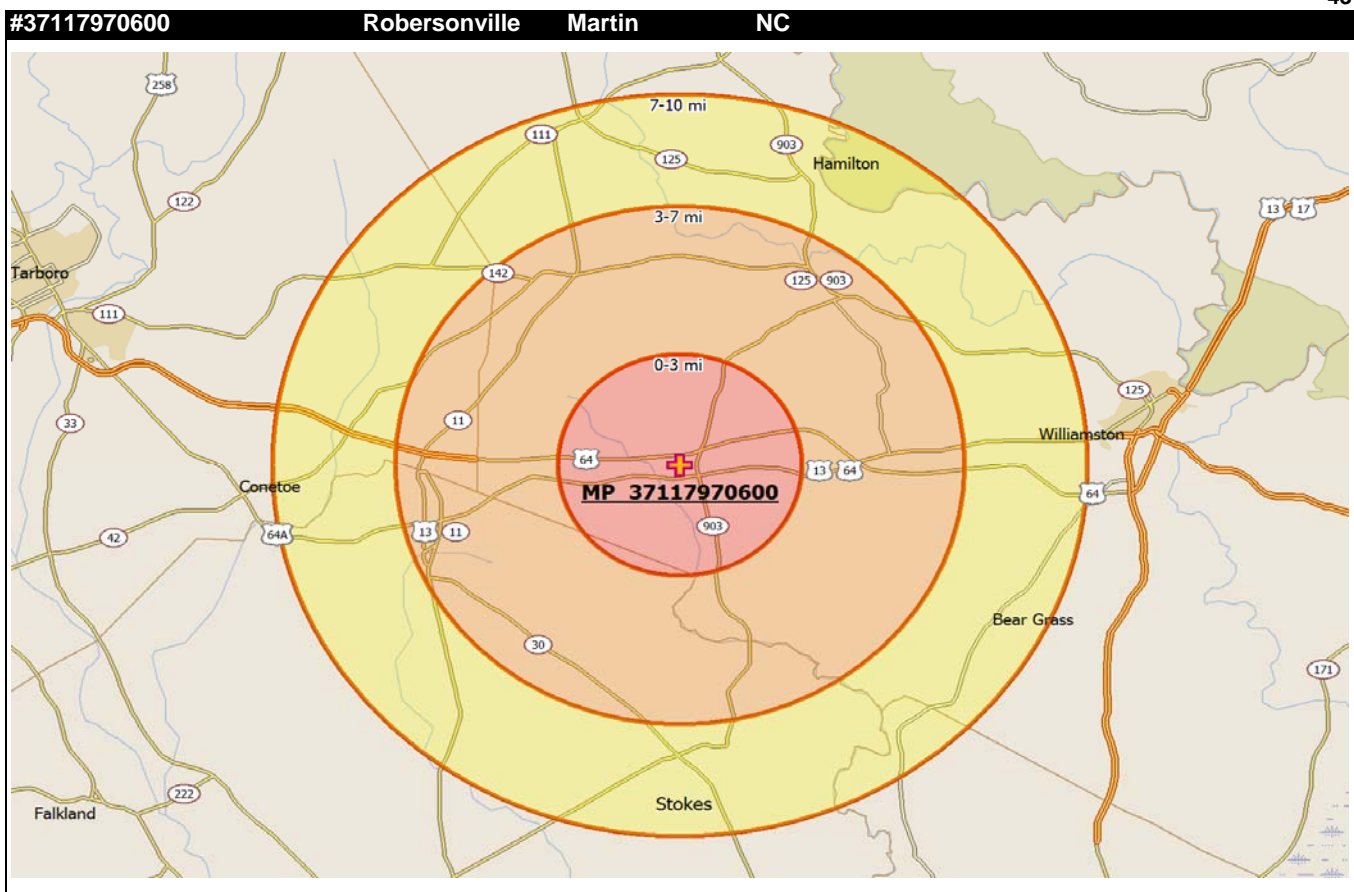
41 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37117970300	Total Households in 0-3 mi Band	3155
CT Centroid Latitude	35.85677	Active Evangelical HHLDS	740
CT Centroid Longitude	-77.08796	Active Evangelical PERCENT	23.45%
City Location:	Williamston	Unreached HHLDS	2245
County Location:	Martin	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	910
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	143
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1235
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.09%	Low Education County	FALSE
Mainstay Community	3.69%	Low Employment County	FALSE
Working Community	12.19%	Persistent Poverty County	TRUE
Country Community	23.69%	Population Loss County	FALSE
Aspiring Community	1.23%	Nonmetro Recreation County	FALSE
Urban Community	56.10%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	9.08	Racial Diversity Index	68.03
Ancestry Diversity Index	9.78	Diversity Composite Index	8.37
Foreign Born Diversity Index	23.05	Population Density Index	21.11

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

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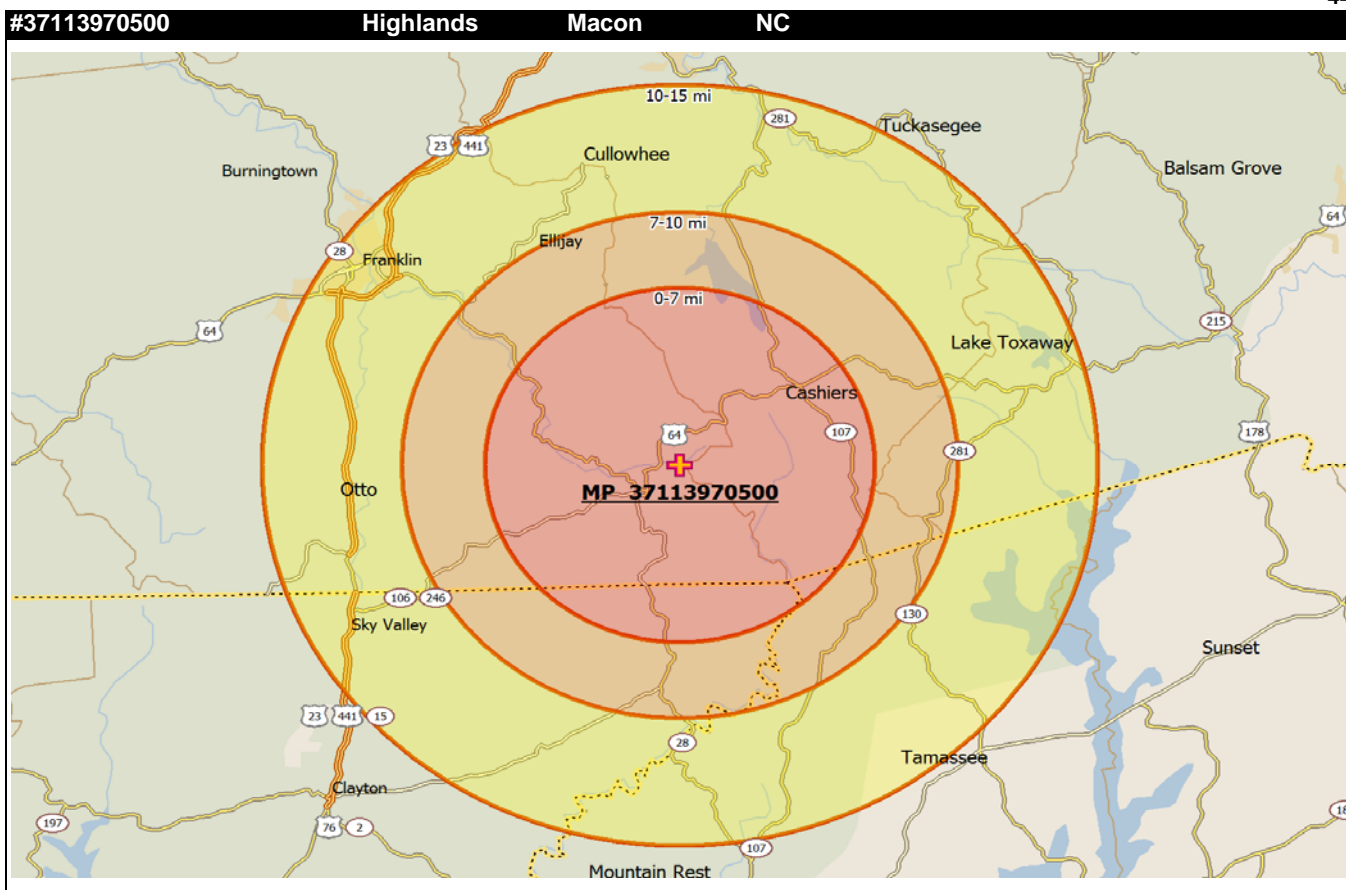
42 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37117970600	Total Households in 0-3 mi Band	1142
CT Centroid Latitude	35.82975	Active Evangelical HHLDS	295
CT Centroid Longitude	-77.26178	Active Evangelical PERCENT	25.87%
City Location:	Robersonville	Unreached HHLDS	778
County Location:	Martin	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	317
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	17
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	1%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	495
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.18%	Low Education County	FALSE
Mainstay Community	1.86%	Low Employment County	FALSE
Working Community	1.97%	Persistent Poverty County	TRUE
Country Community	71.03%	Population Loss County	FALSE
Aspiring Community	0.57%	Nonmetro Recreation County	FALSE
Urban Community	21.39%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.02	Racial Diversity Index	59.10
Ancestry Diversity Index	7.52	Diversity Composite Index	8.12
Foreign Born Diversity Index	5.92	Population Density Index	10.95

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

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43 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37113970500	Total Households in 0-3 mi Band	1229
CT Centroid Latitude	35.06797	Active Evangelical HHLDS	219
CT Centroid Longitude	-83.17617	Active Evangelical PERCENT	17.79%
City Location:	Highlands	Unreached HHLDS	883
County Location:	Macon	Unreached Percent	72%
Sitescape Category code:	1.0	Religious but NOT Evang HHLDS	224
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Countryside	Spiritual but NOT Religious HHLDS	172
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	487
Population Pattern:	#10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.56%	Low Education County	FALSE
Mainstay Community	40.25%	Low Employment County	FALSE
Working Community	9.64%	Persistent Poverty County	FALSE
Country Community	28.88%	Population Loss County	FALSE
Aspiring Community	0.10%	Nonmetro Recreation County	TRUE
Urban Community	7.58%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	14.89	Racial Diversity Index	8.49
Ancestry Diversity Index	90.86	Diversity Composite Index	34.64
Foreign Born Diversity Index	57.03	Population Density Index	7.74

Data Sources: IICM SITSCAPE; 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 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

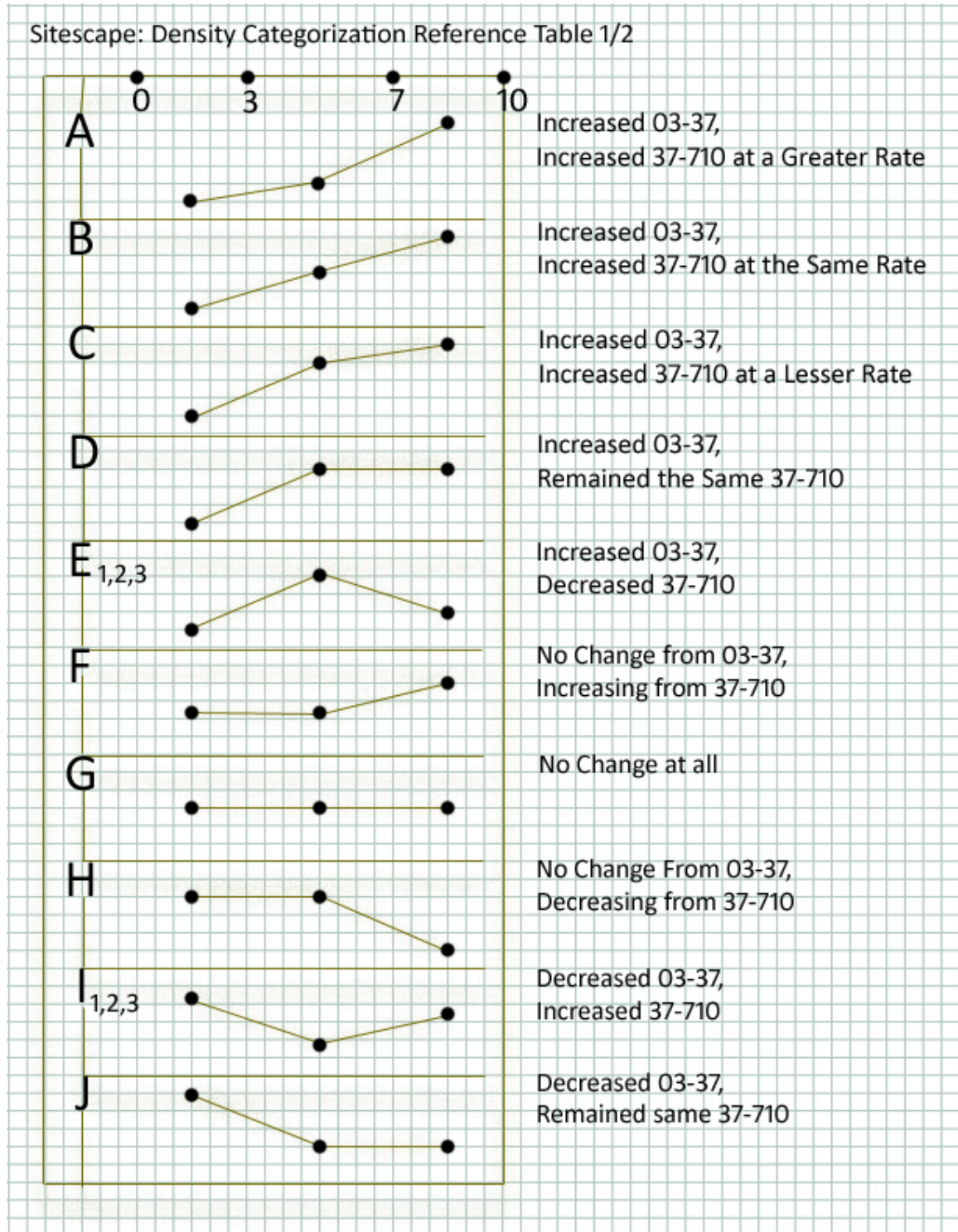
8. Population Pattern

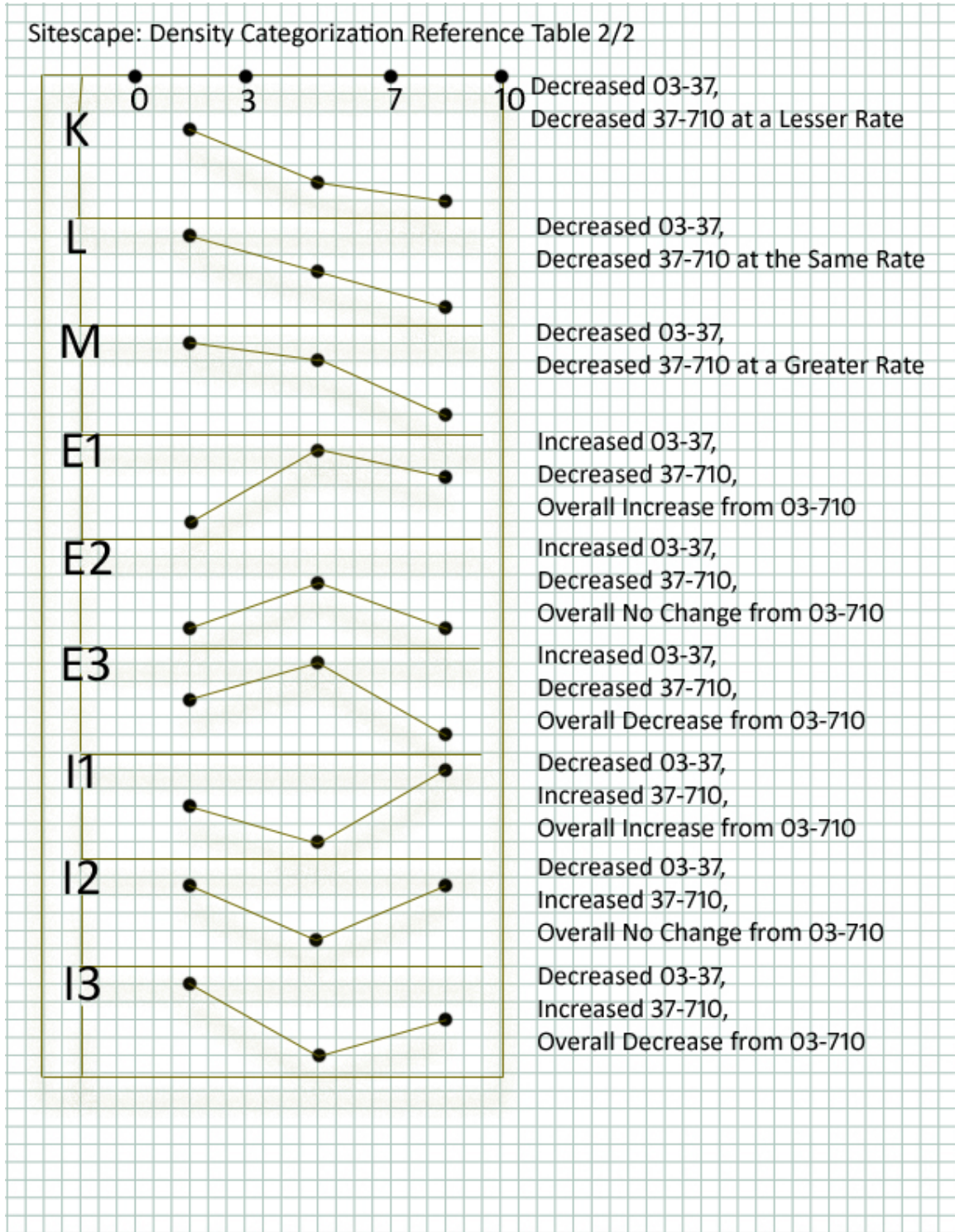
The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number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



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