

# MISSION POINTS

## *Top Unreached Locations*



Top Mission Points in Region 3:  
Low Country, South Carolina



## Understanding Your Mission Point Report

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

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

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

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

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

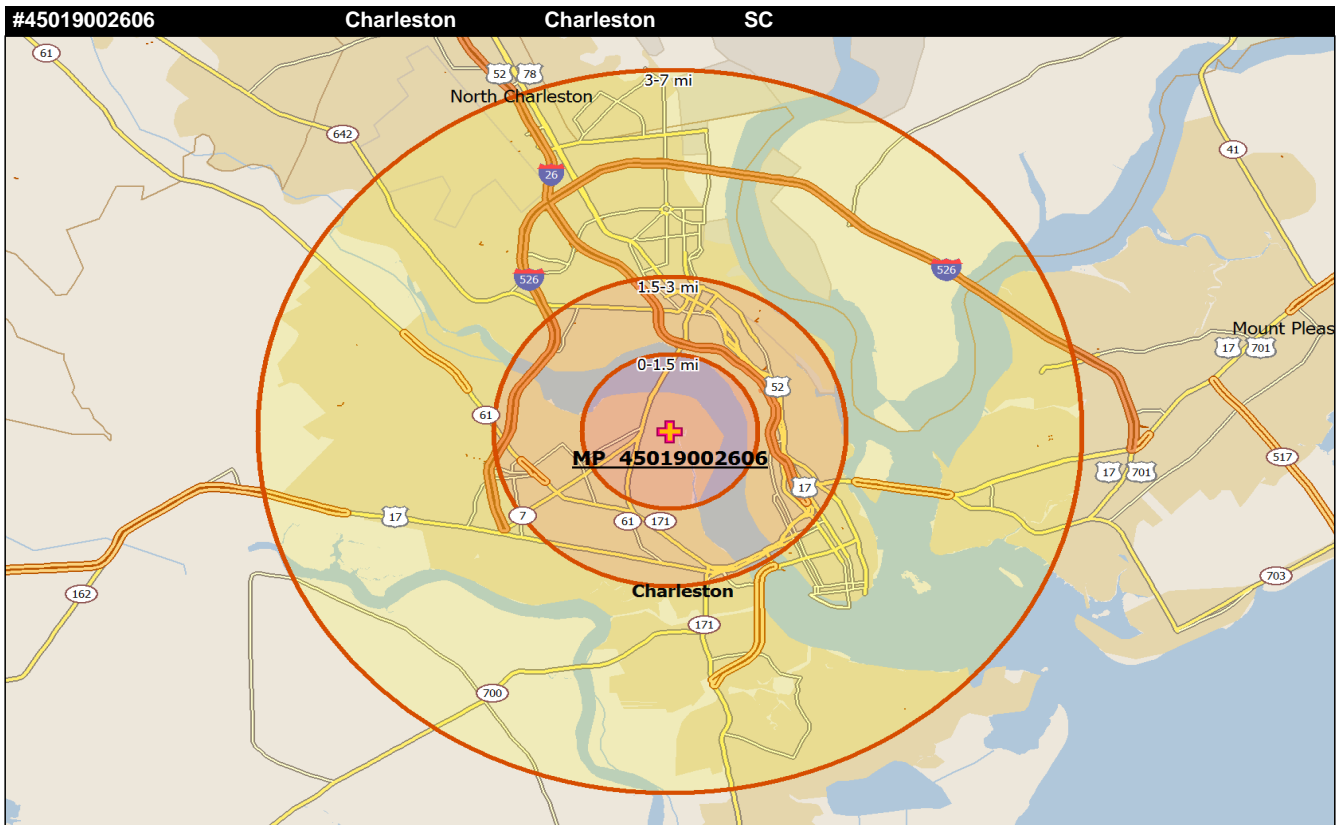
The diversity index section highlights the five measures of how each mission site compares with other sites around the country. On a scale of 0-100, the mission site is ranked in terms of language, ancestry, foreign born, racial and a composite index. The population density of the location is also compared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

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

God bless your missional endeavors!

*Curt Watke, Ph.D.*

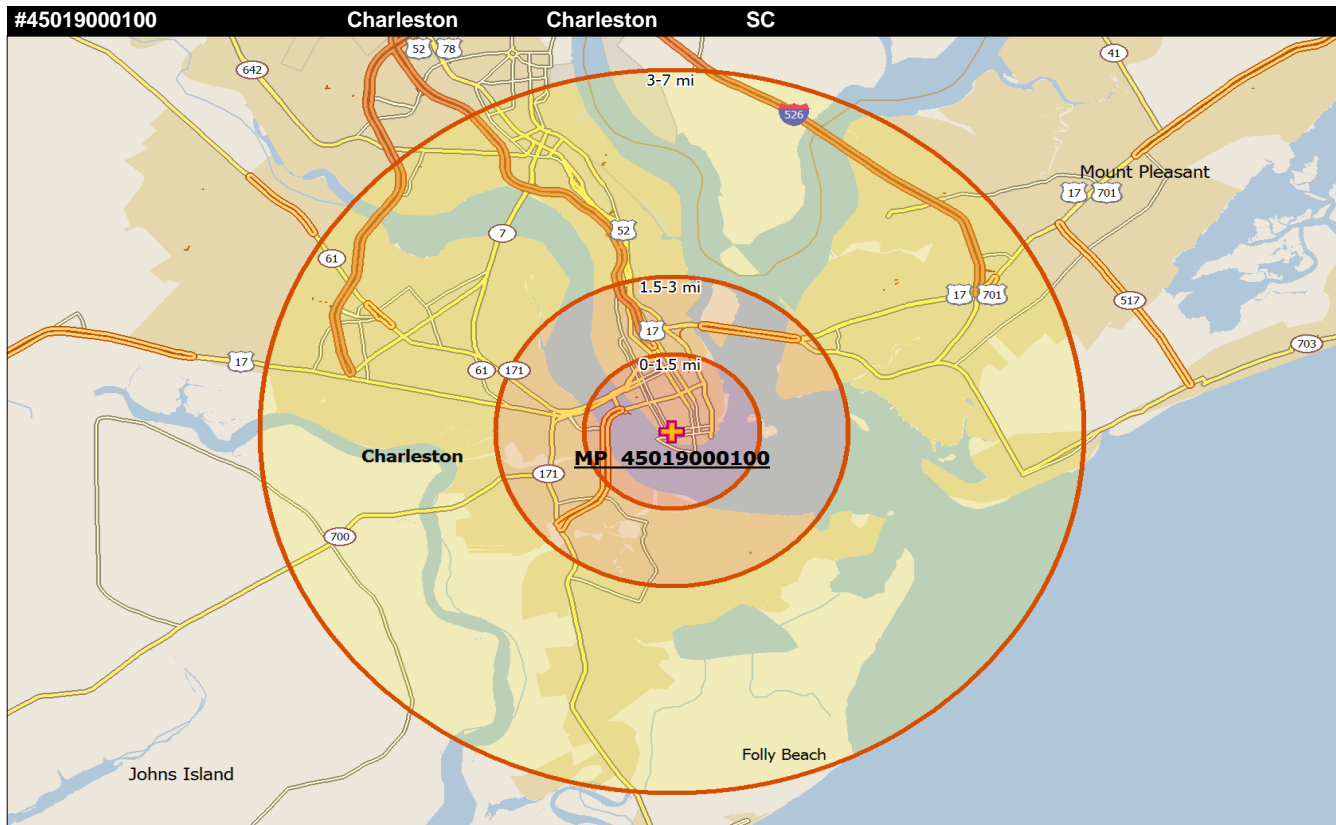
Executive Director



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45019002606	Total Households in 3 mi Ring	25,819
CT Centroid Latitude	32.81895	Active Evangelical HHLDS	3,030
CT Centroid Longitude	-79.98411	Active Evangelical PERCENT	11.73%
City Location	Charleston	Unreached HHLDS	18,388
County Location	Charleston	Unreached Percent	71.22%
Sitescape Category code	3	Religious but NOT Evang HHLDS	6,158
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.85%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,068
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.01%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	10,343
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40.06%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.25%	Low Education County	False
Mainstay Community	5.51%	Low Employment County	False
Working Community	9.29%	Persistent Poverty County	False
Country Community	0.39%	Population Loss County	False
Aspiring Community	26.69%	Nonmetro Recreation County	False
Urban Community	45.89%	Retirement Destination County	False

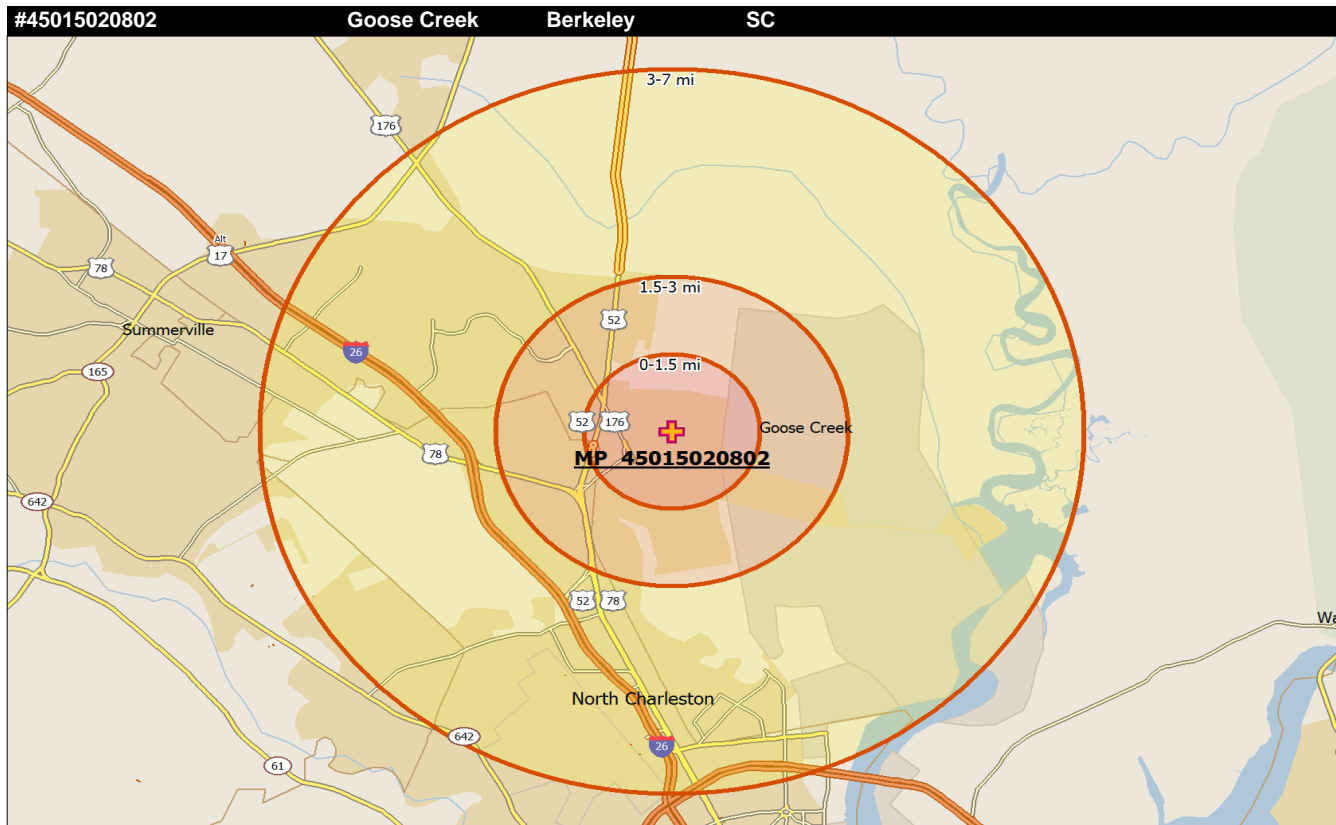
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.64	Racial Diversity Index	70.14
Ancestry Diversity Index	18.71	Diversity Composite Index	66.48
Foreign Born Diversity Index	95.22	Population Density Index	57.27



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45019000100	Total Households in 3 mi Ring	21,948
CT Centroid Latitude	32.77513	Active Evangelical HHLDS	2,353
CT Centroid Longitude	-79.93867	Active Evangelical PERCENT	10.72%
City Location	Charleston	Unreached HHLDS	16,174
County Location	Charleston	Unreached Percent	73.69%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,969
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	22.64%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,313
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	10.54%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,969
Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40.87%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	33.15%	Low Education County	False
Mainstay Community	6.57%	Low Employment County	False
Working Community	2.9%	Persistent Poverty County	False
Country Community	0.31%	Population Loss County	False
Aspiring Community	22.18%	Nonmetro Recreation County	False
Urban Community	34.9%	Retirement Destination County	False

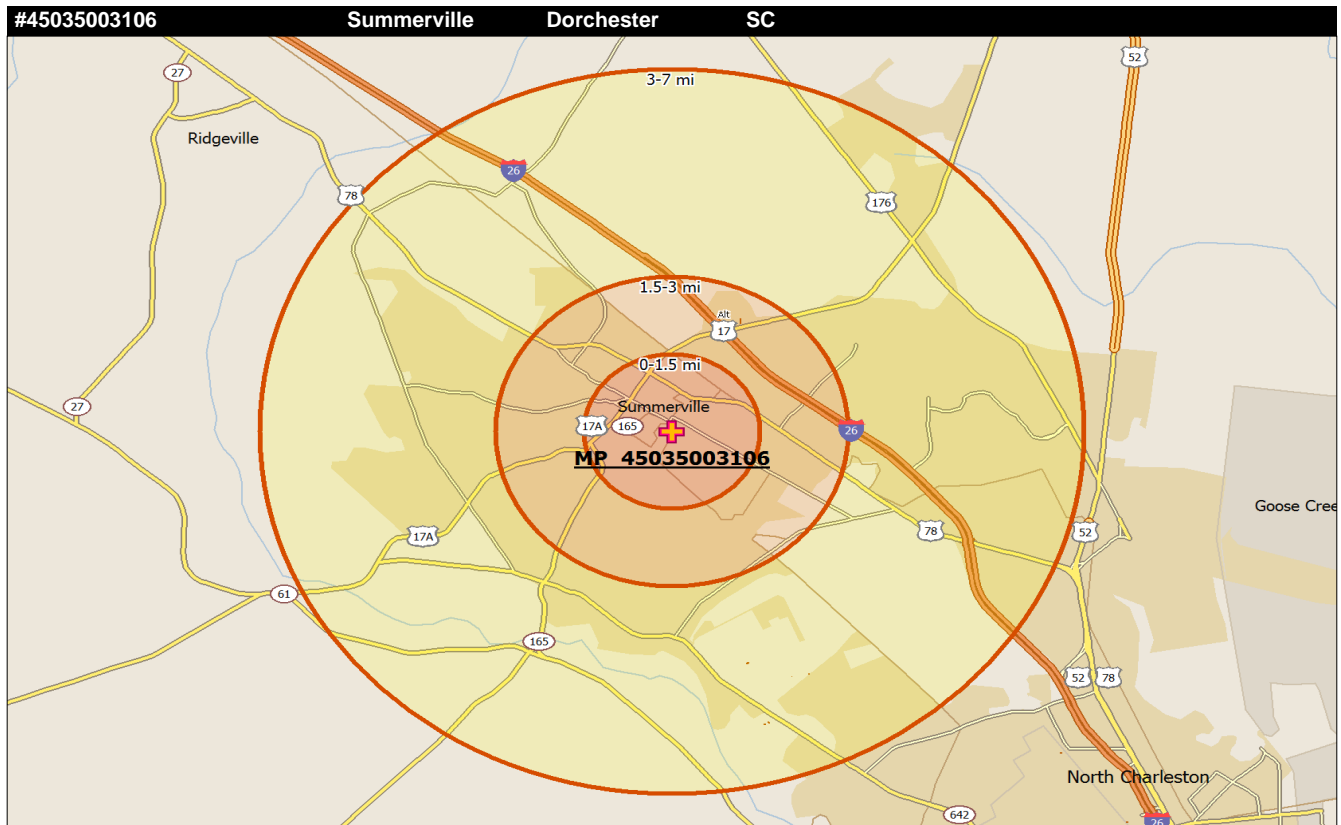
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	30.98	Racial Diversity Index	59.71
Ancestry Diversity Index	39.05	Diversity Composite Index	63.00
Foreign Born Diversity Index	85.29	Population Density Index	49.59



3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45015020802	Total Households in 3 mi Ring	20,644
CT Centroid Latitude	32.98809	Active Evangelical HHLDS	2,248
CT Centroid Longitude	-80.01855	Active Evangelical PERCENT	10.89%
City Location	Goose Creek	Unreached HHLDS	14,122
County Location	Berkeley	Unreached Percent	68.41%
Sitescape Category code	3	Religious but NOT Evang HHLDS	3,541
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	17.15%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,030
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.83%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,685
Population Pattern	100000-100000-250000	NOT Evangelical NOT Interested PERCENT	42.07%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.39%	Low Education County	False
Mainstay Community	6.17%	Low Employment County	False
Working Community	31.01%	Persistent Poverty County	False
Country Community	4.6%	Population Loss County	False
Aspiring Community	29.96%	Nonmetro Recreation County	False
Urban Community	15.86%	Retirement Destination County	False

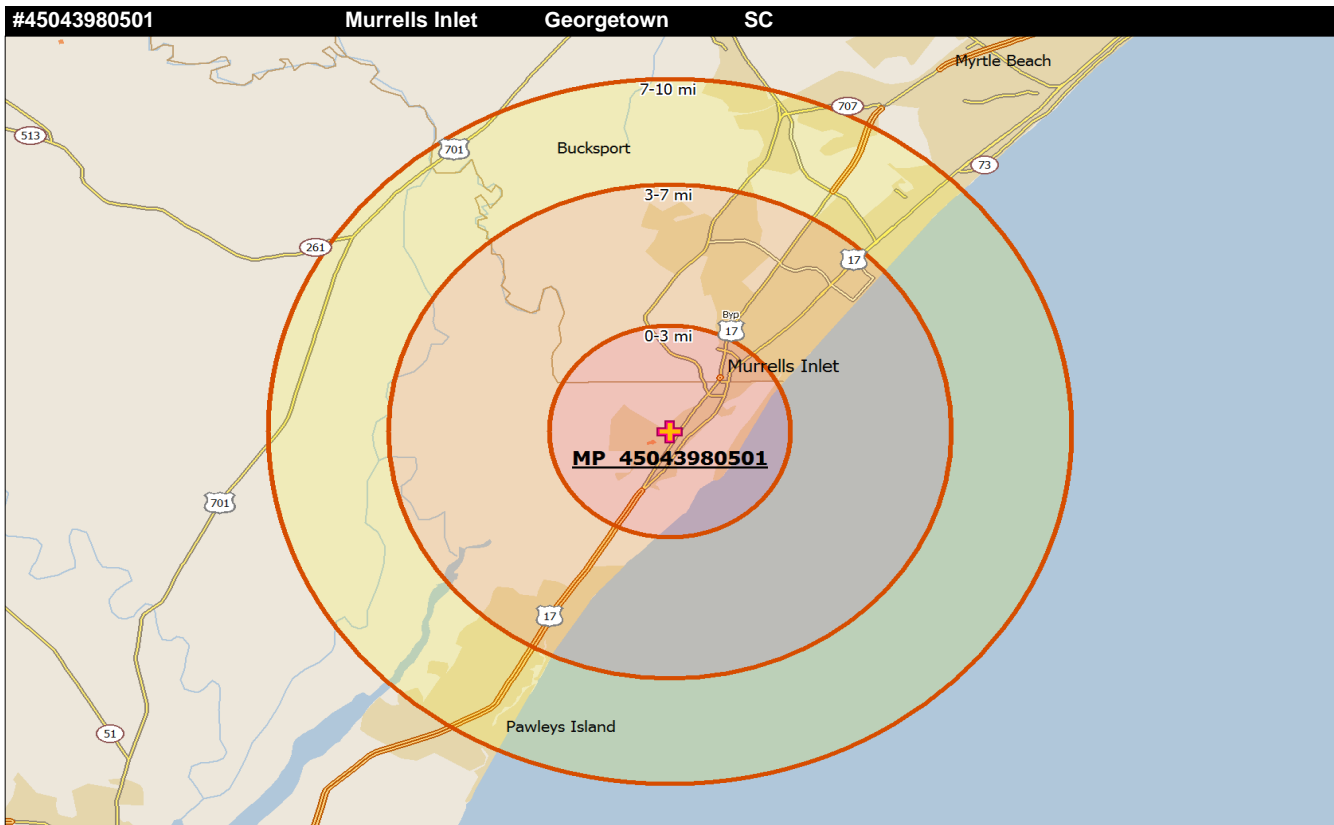
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	41.90	Racial Diversity Index	58.01
Ancestry Diversity Index	44.02	Diversity Composite Index	36.83
Foreign Born Diversity Index	45.18	Population Density Index	50.84



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45035003106	Total Households in 3 mi Ring	21,347
CT Centroid Latitude	33.00983	Active Evangelical HHLDS	3,507
CT Centroid Longitude	-80.16354	Active Evangelical PERCENT	16.43%
City Location	Summerville	Unreached HHLDS	14,765
County Location	Dorchester	Unreached Percent	69.17%
Sitescape Category code	3	Religious but NOT Evang HHLDS	4,315
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	20.21%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	1,944
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	9.11%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	8,556
Population Pattern	50000-250000-100000	NOT Evangelical NOT Interested PERCENT	40.08%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.5%	Low Education County	False
Mainstay Community	21.24%	Low Employment County	False
Working Community	15.45%	Persistent Poverty County	False
Country Community	4.54%	Population Loss County	False
Aspiring Community	26.63%	Nonmetro Recreation County	False
Urban Community	12.63%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	24.65	Racial Diversity Index	48.97
Ancestry Diversity Index	51.84	Diversity Composite Index	26.38
Foreign Born Diversity Index	78.42	Population Density Index	46.27



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45043980501	Total Households in 3 mi Ring	7,562
CT Centroid Latitude	33.55156	Active Evangelical HHLDS	1,183
CT Centroid Longitude	-79.05104	Active Evangelical PERCENT	15.65%
City Location	Murrells Inlet	Unreached HHLDS	5,202
County Location	Georgetown	Unreached Percent	68.79%
Sitescape Category code	2	Religious but NOT Evang HHLDS	791
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	10.47%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,320
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	17.45%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	3,090
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.87%

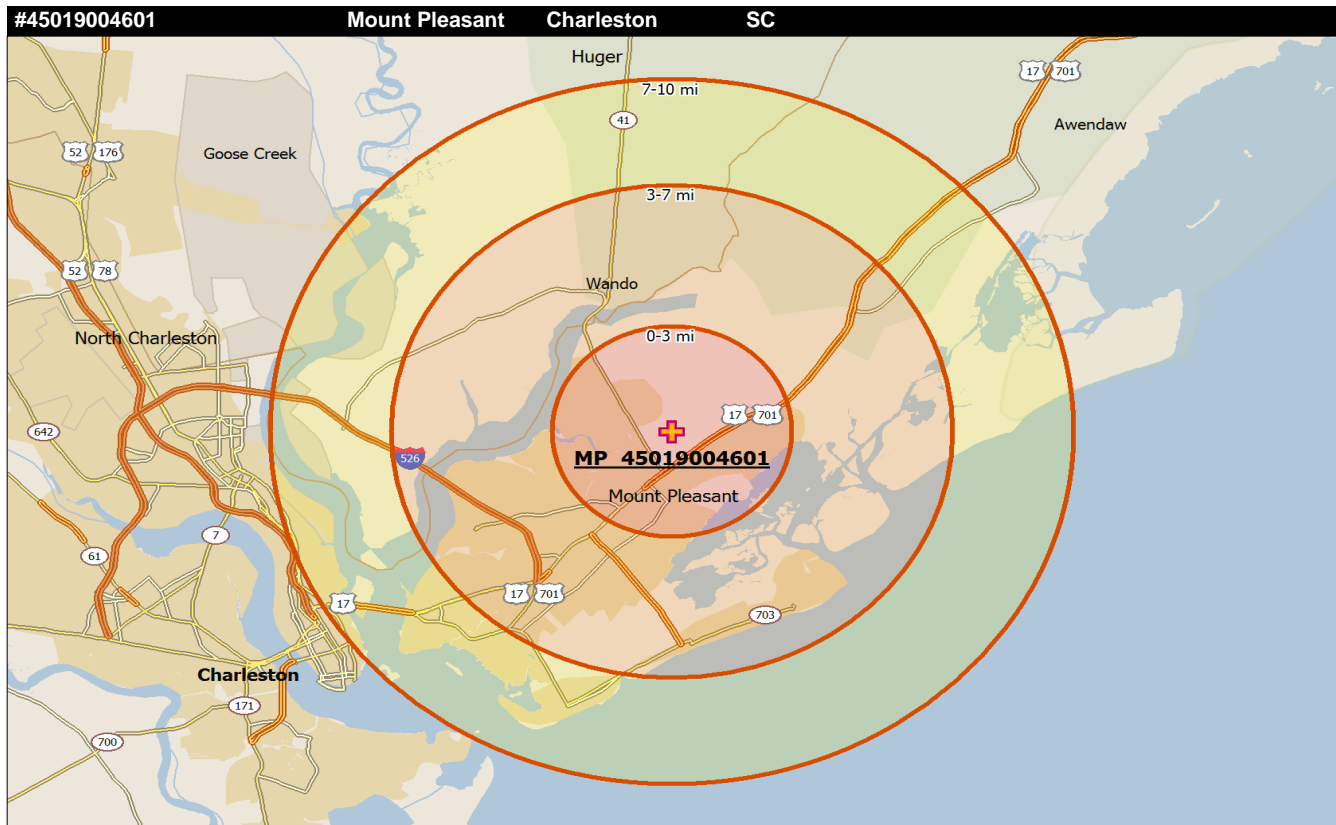
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.8%	Low Education County	False
Mainstay Community	81.61%	Low Employment County	False
Working Community	2.87%	Persistent Poverty County	False
Country Community	3.31%	Population Loss County	False
Aspiring Community	4.43%	Nonmetro Recreation County	True
Urban Community	0.98%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.63	Racial Diversity Index	17.99
Ancestry Diversity Index	91.17	Diversity Composite Index	61.55
Foreign Born Diversity Index	82.49	Population Density Index	20.53

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

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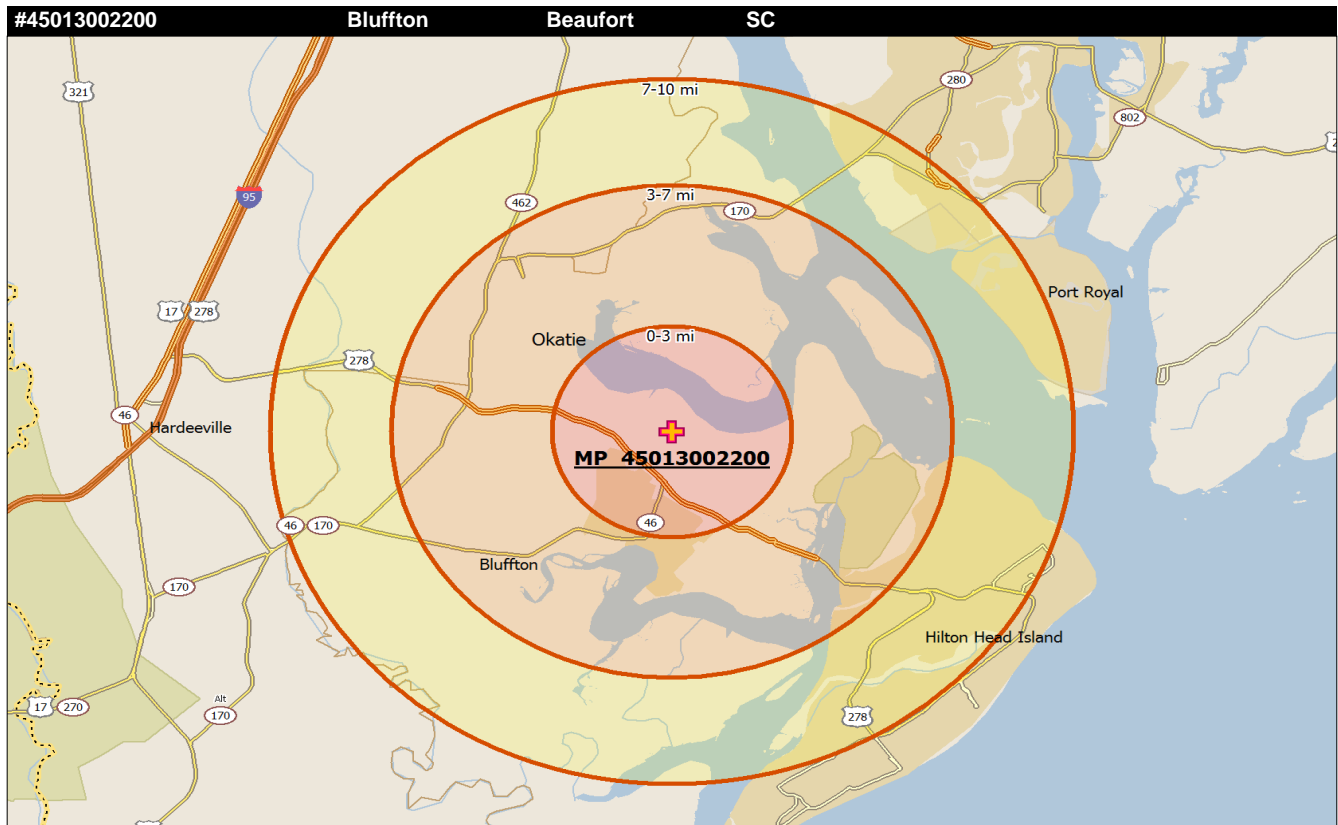


6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45019004601	Total Households in 3 mi Ring	8,536
CT Centroid Latitude	32.87578	Active Evangelical HHLDS	1,073
CT Centroid Longitude	-79.79160	Active Evangelical PERCENT	12.57%
City Location	Mount Pleasant	Unreached HHLDS	5,903
County Location	Charleston	Unreached Percent	69.15%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,457
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	17.07%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,131
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	13.25%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,314
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	38.83%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	90.6%	Low Education County	False
Mainstay Community	1.53%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0.08%	Population Loss County	False
Aspiring Community	7.78%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	28.81	Racial Diversity Index	43.89
Ancestry Diversity Index	68.25	Diversity Composite Index	66.74
Foreign Born Diversity Index	68.51	Population Density Index	30.50





7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45013002200	Total Households in 3 mi Ring	6,920
CT Centroid Latitude	32.28125	Active Evangelical HHLDS	528
CT Centroid Longitude	-80.84909	Active Evangelical PERCENT	7.64%
City Location	Bluffton	Unreached HHLDS	5,047
County Location	Beaufort	Unreached Percent	72.94%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,389
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	20.07%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	841
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.15%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	2,818
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.72%

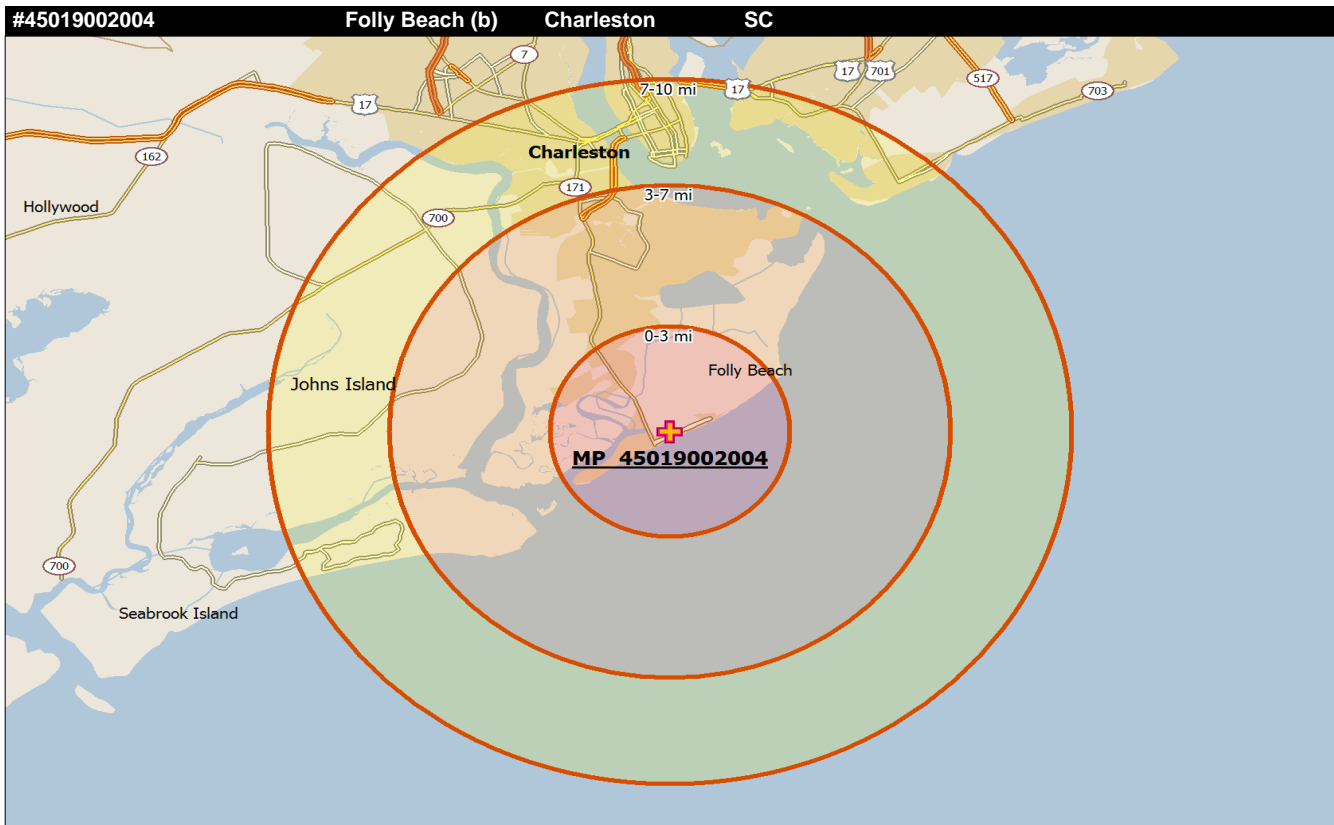
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	29.19%	Low Education County	False
Mainstay Community	38.74%	Low Employment County	False
Working Community	0.72%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	29.93%	Nonmetro Recreation County	True
Urban Community	1.42%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.40	Racial Diversity Index	53.54
Ancestry Diversity Index	91.36	Diversity Composite Index	57.31
Foreign Born Diversity Index	40.36	Population Density Index	23.56

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

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8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45019002004	Total Households in 3 mi Ring	1,842
CT Centroid Latitude	32.66035	Active Evangelical HHLDS	209
CT Centroid Longitude	-79.93398	Active Evangelical PERCENT	11.36%
City Location	Folly Beach (b)	Unreached HHLDS	1,329
County Location	Charleston	Unreached Percent	72.14%
Sitescape Category code	2	Religious but NOT Evang HHLDS	429
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	23.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	189
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.25%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	711
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	38.6%

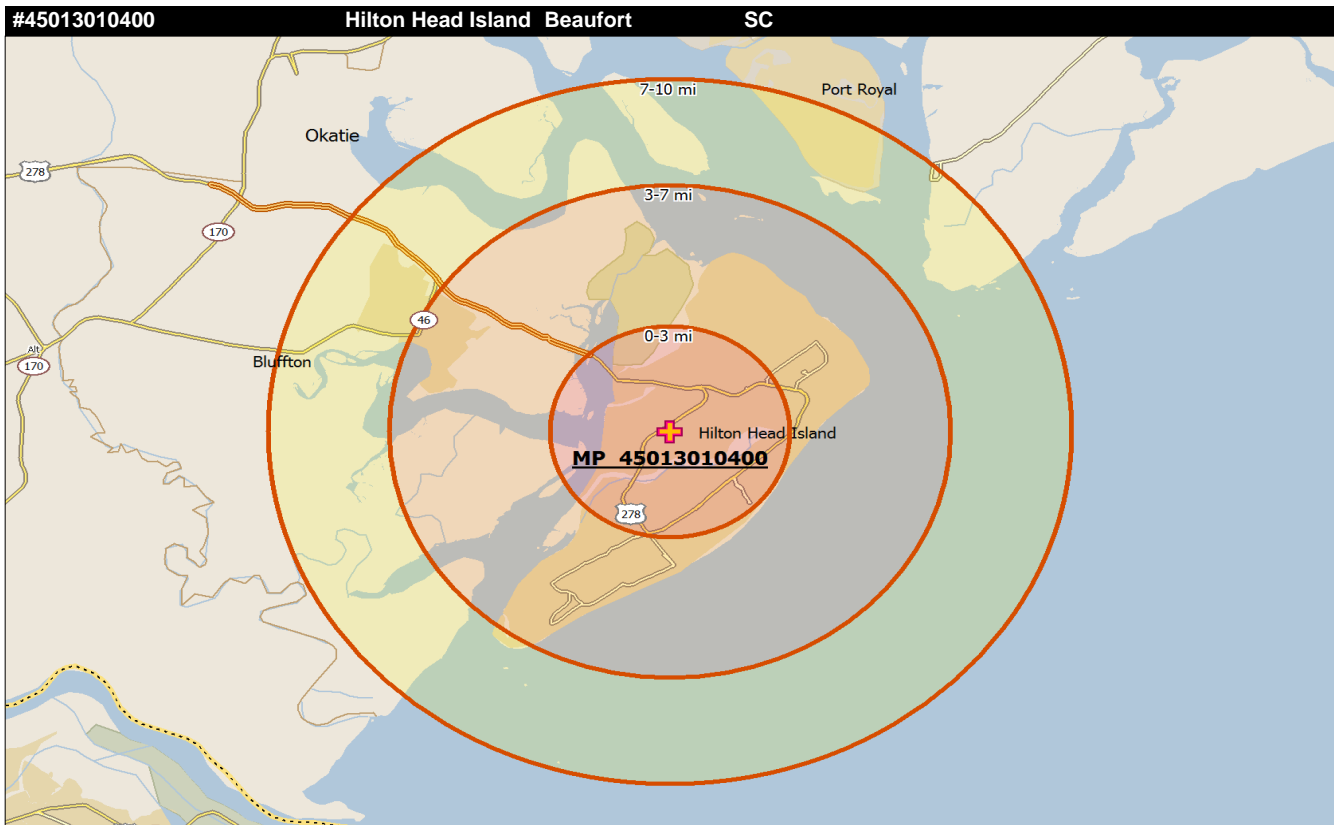
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.02%	Low Education County	False
Mainstay Community	57.22%	Low Employment County	False
Working Community	0.16%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	24.65%	Nonmetro Recreation County	False
Urban Community	13.95%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.07	Racial Diversity Index	10.35
Ancestry Diversity Index	96.24	Diversity Composite Index	52.90
Foreign Born Diversity Index	51.53	Population Density Index	7.83

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

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9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45013010400	Total Households in 3 mi Ring	8,121
CT Centroid Latitude	32.19753	Active Evangelical HHLDS	633
CT Centroid Longitude	-80.75345	Active Evangelical PERCENT	7.79%
City Location	Hilton Head Island	Unreached HHLDS	5,878
County Location	Beaufort	Unreached Percent	72.38%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,577
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	19.42%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,016
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	12.51%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,285
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.45%

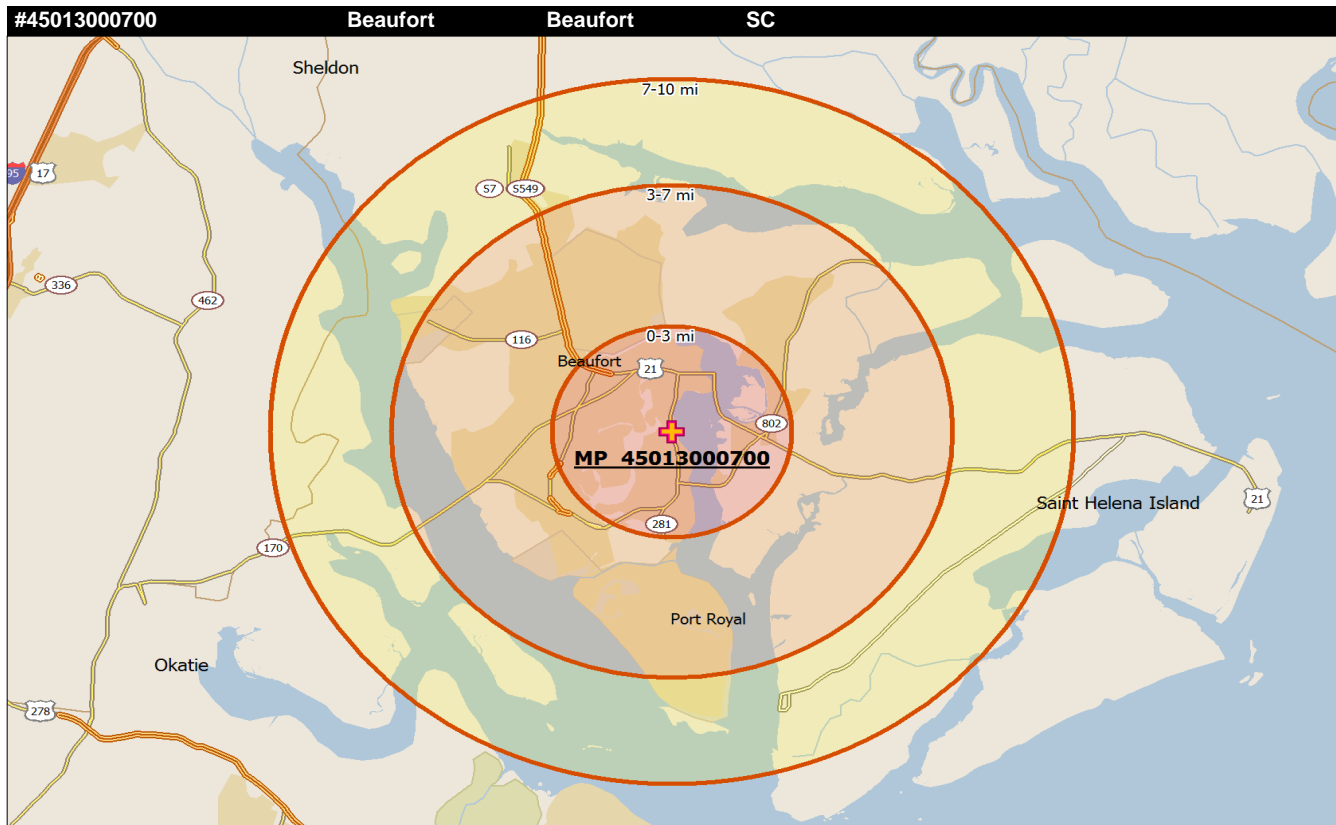
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.67%	Low Education County	False
Mainstay Community	67.28%	Low Employment County	False
Working Community	4.77%	Persistent Poverty County	False
Country Community	0.02%	Population Loss County	False
Aspiring Community	9.88%	Nonmetro Recreation County	True
Urban Community	9.38%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	63.94	Racial Diversity Index	62.60
Ancestry Diversity Index	68.59	Diversity Composite Index	58.91
Foreign Born Diversity Index	11.95	Population Density Index	30.26

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

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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45013000700	Total Households in 3 mi Ring	7,745
CT Centroid Latitude	32.41576	Active Evangelical HHLDS	671
CT Centroid Longitude	-80.68796	Active Evangelical PERCENT	8.67%
City Location	Beaufort	Unreached HHLDS	5,365
County Location	Beaufort	Unreached Percent	69.27%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,531
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	19.76%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	702
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	9.06%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,150
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.67%

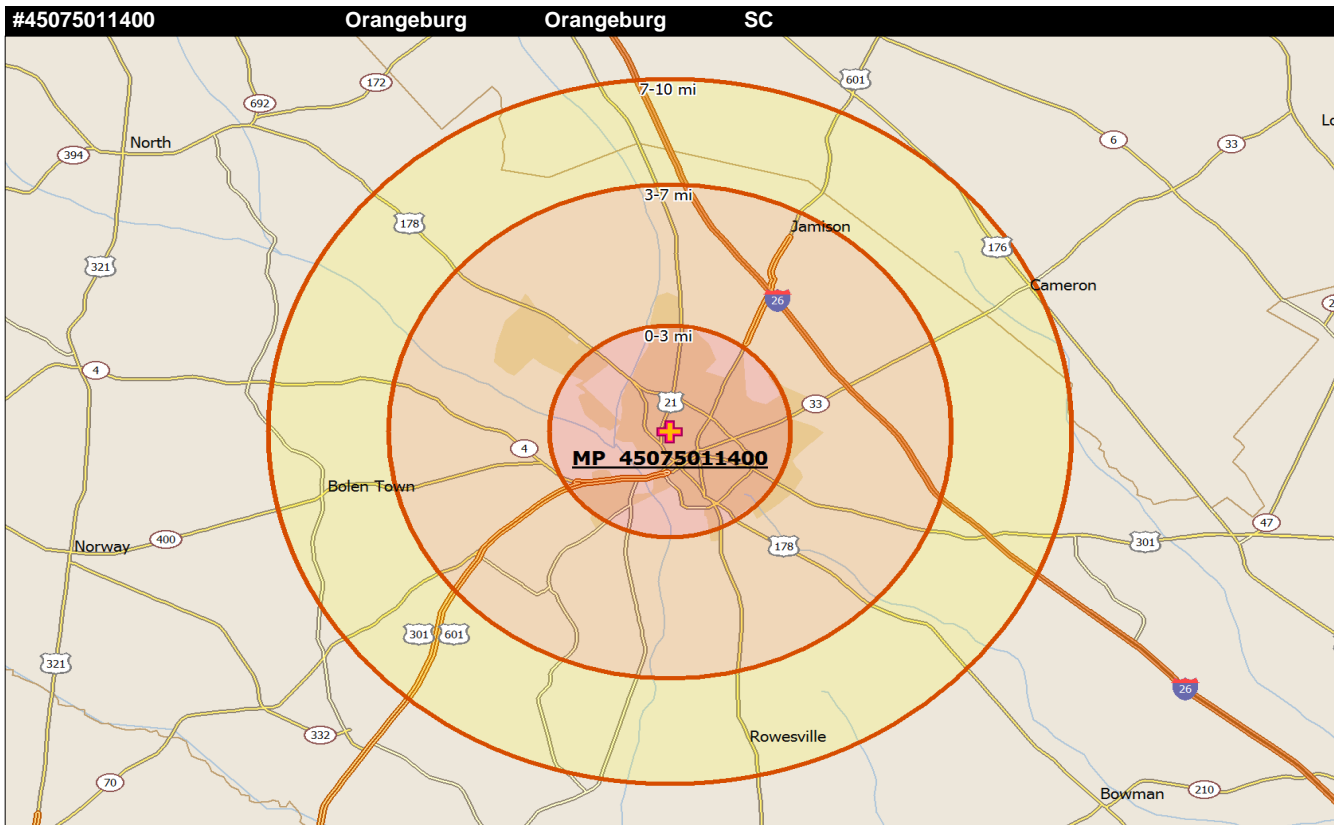
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.52%	Low Education County	False
Mainstay Community	12.27%	Low Employment County	False
Working Community	41.42%	Persistent Poverty County	False
Country Community	1.98%	Population Loss County	False
Aspiring Community	19.1%	Nonmetro Recreation County	True
Urban Community	14.71%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	38.77	Racial Diversity Index	55.79
Ancestry Diversity Index	49.00	Diversity Composite Index	56.52
Foreign Born Diversity Index	84.09	Population Density Index	32.36

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

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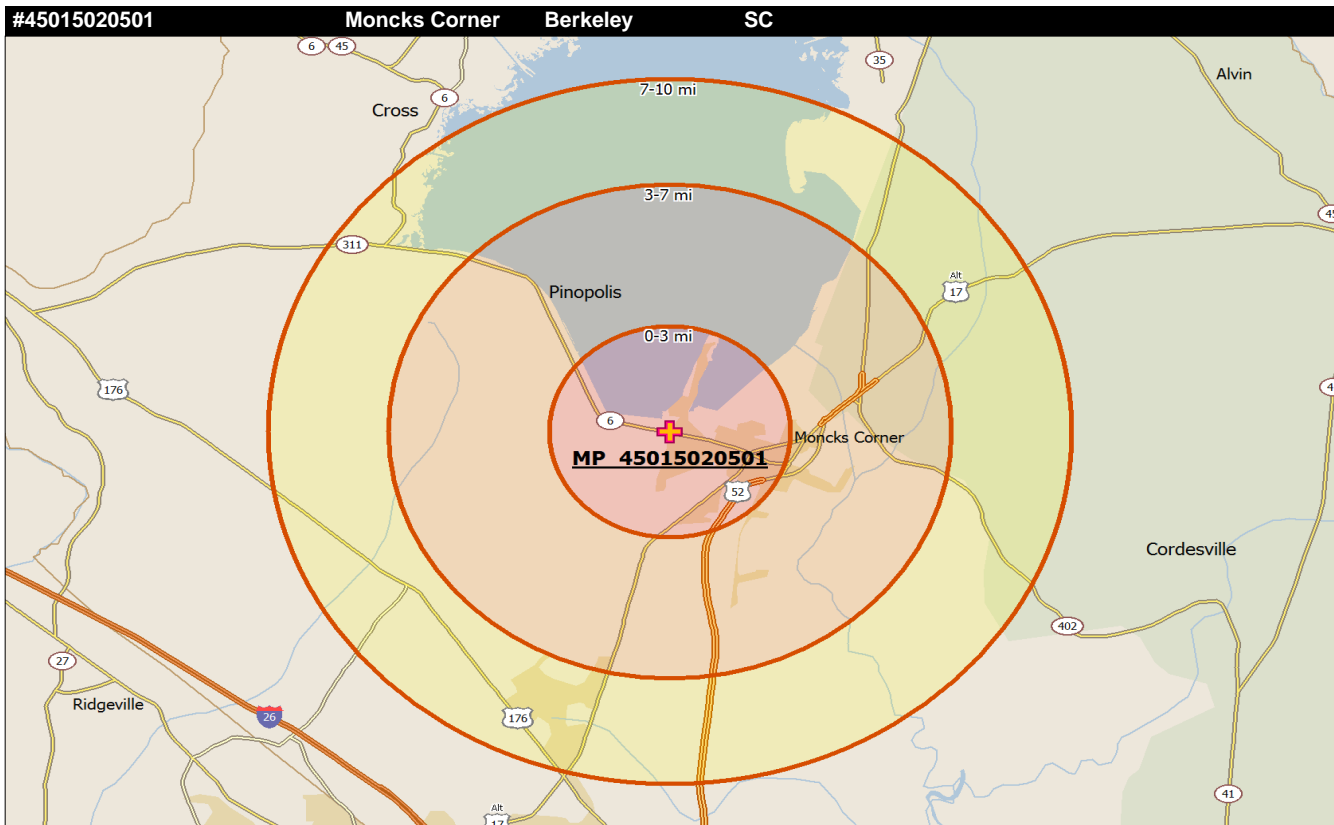
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45075011400	Total Households in 3 mi Ring	10,276
CT Centroid Latitude	33.50098	Active Evangelical HHLDS	1,885
CT Centroid Longitude	-80.86712	Active Evangelical PERCENT	18.34%
City Location	Orangeburg	Unreached HHLDS	7,268
County Location	Orangeburg	Unreached Percent	70.73%
Sitescape Category code	2	Religious but NOT Evang HHLDS	2,915
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	28.36%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	404
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	3.93%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	4,222
Population Pattern	50000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.09%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.5%	Low Education County	False
Mainstay Community	2.78%	Low Employment County	False
Working Community	1.65%	Persistent Poverty County	True
Country Community	1.13%	Population Loss County	False
Aspiring Community	33.71%	Nonmetro Recreation County	False
Urban Community	56.22%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.87	Racial Diversity Index	52.24
Ancestry Diversity Index	7.29	Diversity Composite Index	20.76
Foreign Born Diversity Index	88.32	Population Density Index	37.44



12 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45015020501	Total Households in 3 mi Ring	4,708
CT Centroid Latitude	33.20521	Active Evangelical HHLDS	491
CT Centroid Longitude	-80.04759	Active Evangelical PERCENT	10.43%
City Location	Moncks Corner	Unreached HHLDS	3,283
County Location	Berkeley	Unreached Percent	69.74%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,037
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	22.02%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	410
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	8.71%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,853
Population Pattern	50000-10000-50000	NOT Evangelical NOT Interested PERCENT	39.35%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	10.64%	Low Education County	False
Mainstay Community	14.8%	Low Employment County	False
Working Community	15.97%	Persistent Poverty County	False
Country Community	6.07%	Population Loss County	False
Aspiring Community	39.91%	Nonmetro Recreation County	False
Urban Community	12.57%	Retirement Destination County	False

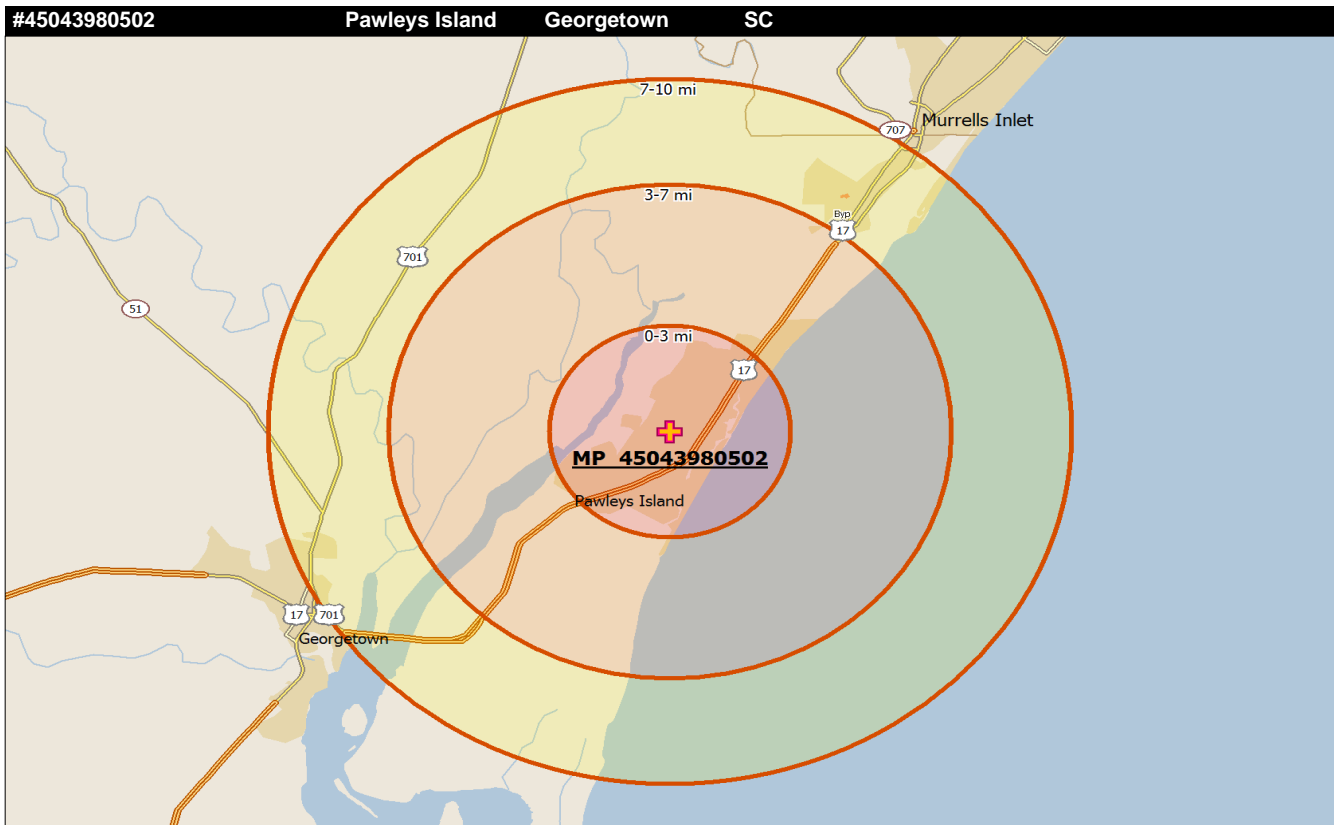
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.23	Racial Diversity Index	64.03
Ancestry Diversity Index	20.54	Diversity Composite Index	24.18
Foreign Born Diversity Index	36.80	Population Density Index	23.56

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

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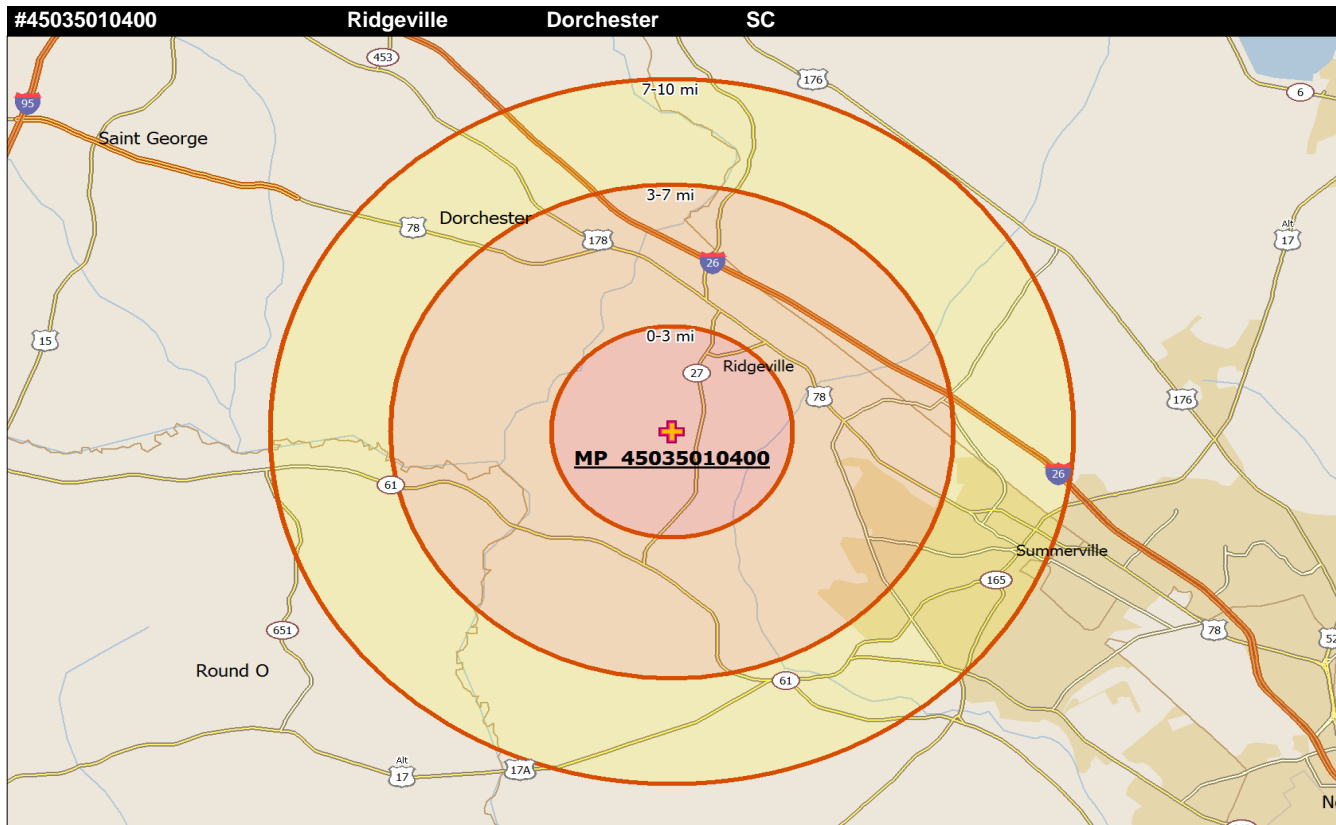


14 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45043980502	Total Households in 3 mi Ring	4,151
CT Centroid Latitude	33.45013	Active Evangelical HHLDS	618
CT Centroid Longitude	-79.13438	Active Evangelical PERCENT	14.89%
City Location	Pawleys Island	Unreached HHLDS	2,919
County Location	Georgetown	Unreached Percent	70.32%
Sitescape Category code	2	Religious but NOT Evang HHLDS	740
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	17.83%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	542
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	13.06%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,636
Population Pattern	50000-2500-50000	NOT Evangelical NOT Interested PERCENT	39.42%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.47%	Low Education County	False
Mainstay Community	60.97%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	13.85%	Population Loss County	False
Aspiring Community	13.71%	Nonmetro Recreation County	True
Urban Community	0%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	14.46	Racial Diversity Index	35.04
Ancestry Diversity Index	92.42	Diversity Composite Index	47.67
Foreign Born Diversity Index	60.52	Population Density Index	24.91





15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45035010400	Total Households in 3 mi Ring	738
CT Centroid Latitude	33.06654	Active Evangelical HHLDS	115
CT Centroid Longitude	-80.32585	Active Evangelical PERCENT	15.63%
City Location	Ridgeville	Unreached HHLDS	522
County Location	Dorchester	Unreached Percent	70.67%
Sitescape Category code	2	Religious but NOT Evang HHLDS	194
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	26.33%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	46
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.17%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	292
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.5%

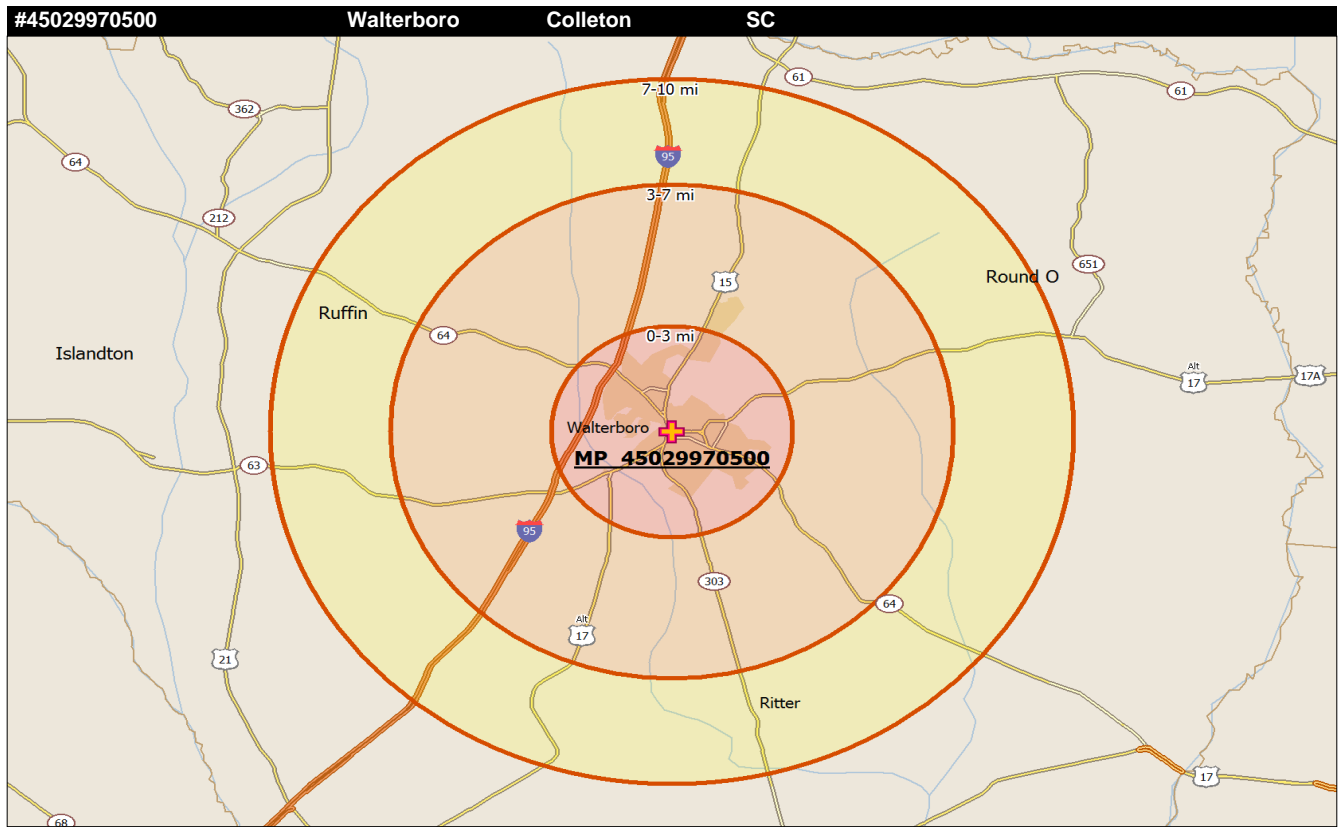
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	15.58%	Persistent Poverty County	False
Country Community	6.5%	Population Loss County	False
Aspiring Community	53.39%	Nonmetro Recreation County	False
Urban Community	24.53%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.17	Racial Diversity Index	75.49
Ancestry Diversity Index	14.71	Diversity Composite Index	25.74
Foreign Born Diversity Index	11.52	Population Density Index	12.11

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

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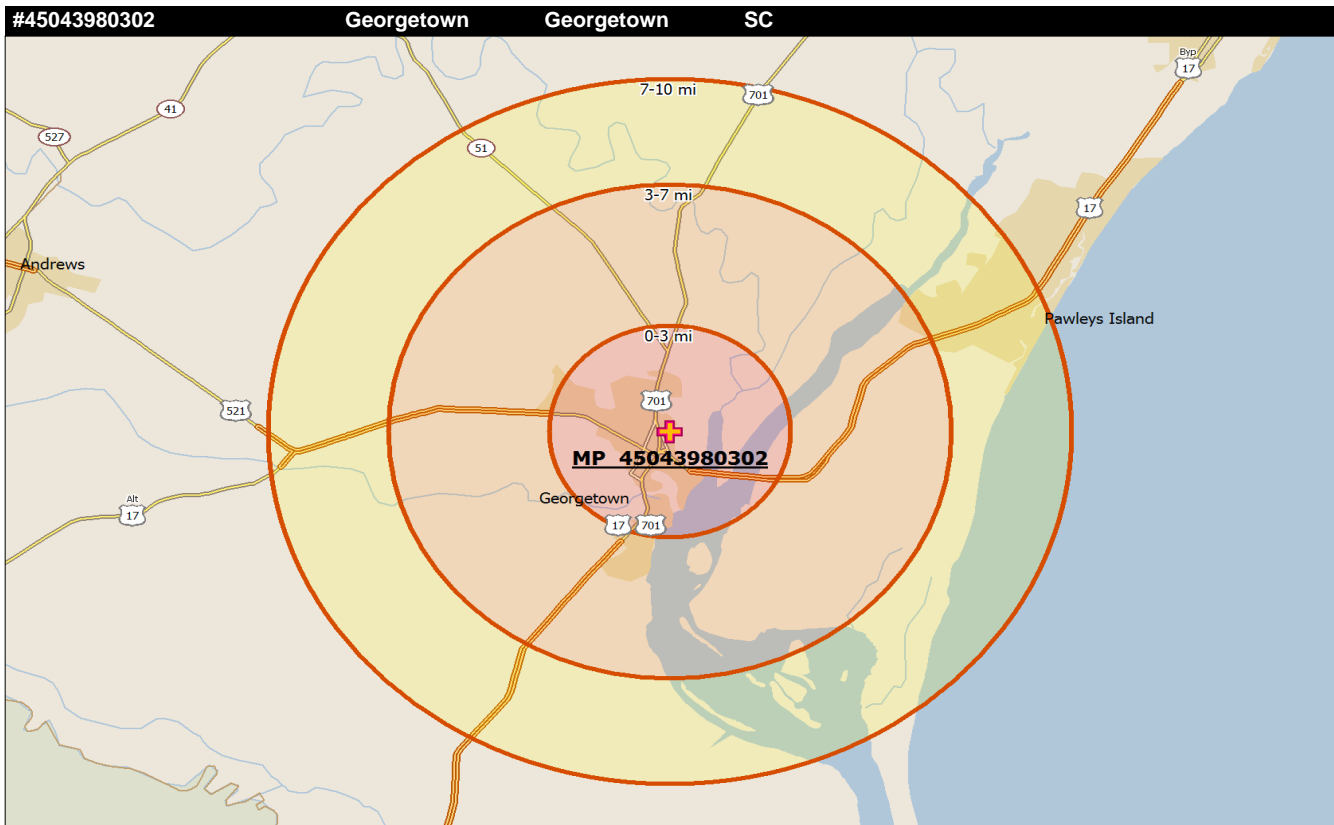
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16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45029970500	Total Households in 3 mi Ring	4,594
CT Centroid Latitude	32.90436	Active Evangelical HHLDS	753
CT Centroid Longitude	-80.66478	Active Evangelical PERCENT	16.38%
City Location	Walterboro	Unreached HHLDS	3,181
County Location	Colleton	Unreached Percent	69.24%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,180
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	25.68%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	211
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	4.59%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,893
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.22%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.75%	Low Education County	False
Mainstay Community	5.16%	Low Employment County	True
Working Community	5.01%	Persistent Poverty County	True
Country Community	4.98%	Population Loss County	False
Aspiring Community	29.8%	Nonmetro Recreation County	False
Urban Community	48.28%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.67	Racial Diversity Index	67.07
Ancestry Diversity Index	12.83	Diversity Composite Index	10.24
Foreign Born Diversity Index	22.89	Population Density Index	23.78



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45043980302	Total Households in 3 mi Ring	3,652
CT Centroid Latitude	33.38372	Active Evangelical HHLDS	546
CT Centroid Longitude	-79.28294	Active Evangelical PERCENT	14.94%
City Location	Georgetown	Unreached HHLDS	2,564
County Location	Georgetown	Unreached Percent	70.22%
Sitescape Category code	2	Religious but NOT Evang HHLDS	972
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	26.61%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	195
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	5.33%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,465
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.12%

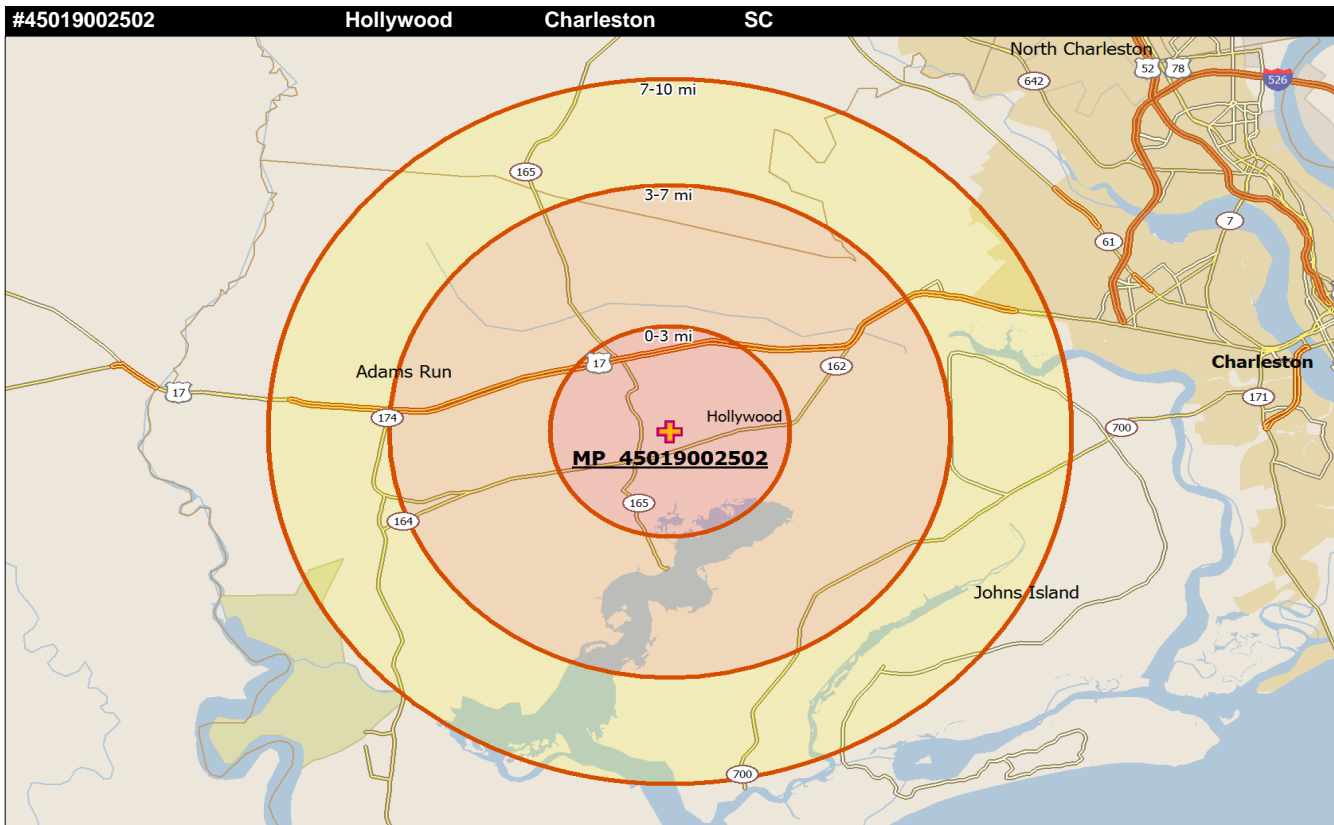
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.68%	Low Education County	False
Mainstay Community	2.52%	Low Employment County	False
Working Community	13.5%	Persistent Poverty County	False
Country Community	2.66%	Population Loss County	False
Aspiring Community	28.56%	Nonmetro Recreation County	True
Urban Community	46.08%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.64	Racial Diversity Index	67.41
Ancestry Diversity Index	16.38	Diversity Composite Index	24.91
Foreign Born Diversity Index	47.05	Population Density Index	23.79

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

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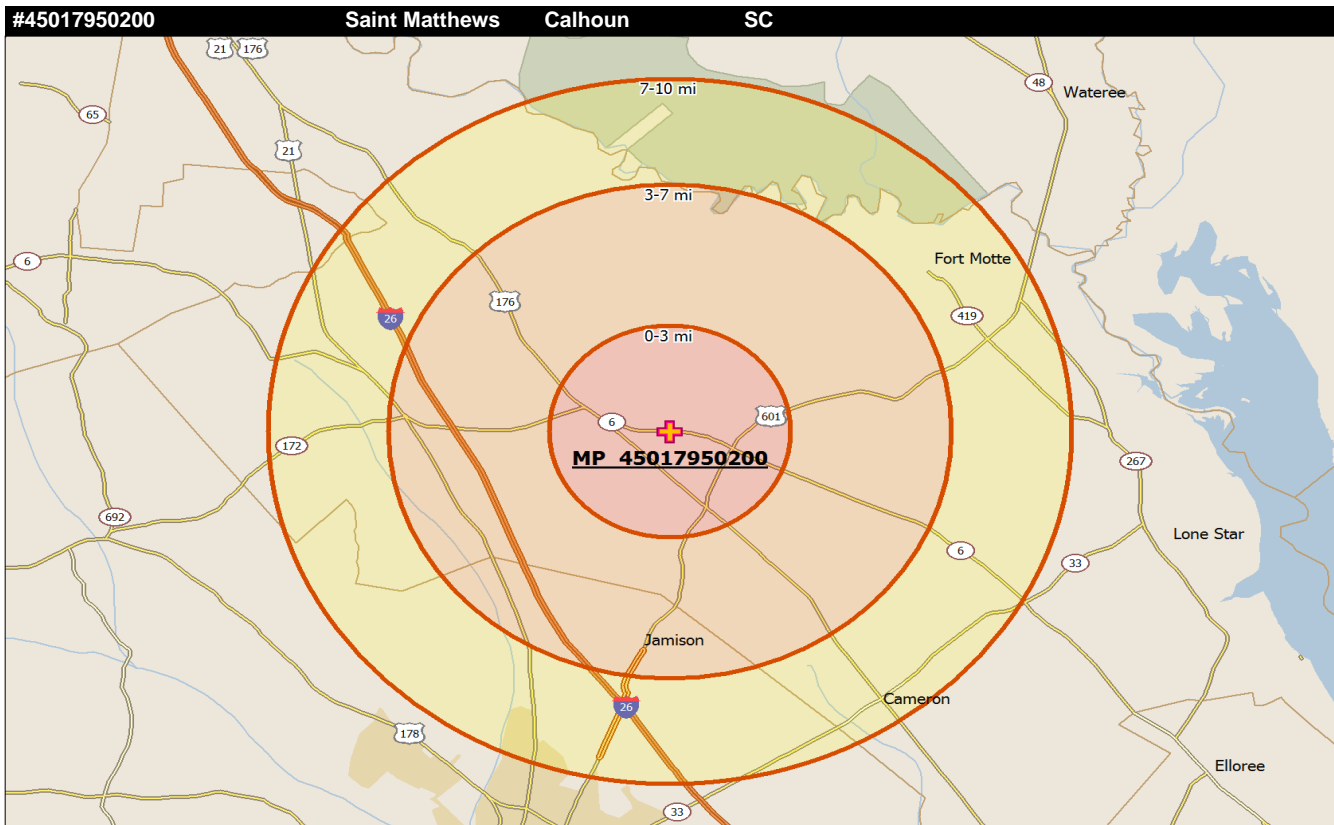
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18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45019002502	Total Households in 3 mi Ring	1,173
CT Centroid Latitude	32.74648	Active Evangelical HHLDS	130
CT Centroid Longitude	-80.22611	Active Evangelical PERCENT	11.06%
City Location	Hollywood	Unreached HHLDS	855
County Location	Charleston	Unreached Percent	72.86%
Sitescape Category code	2	Religious but NOT Evang HHLDS	342
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	29.18%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	68
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.82%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	451
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38.45%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.17%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0.77%	Population Loss County	False
Aspiring Community	78.26%	Nonmetro Recreation County	False
Urban Community	20.8%	Retirement Destination County	False

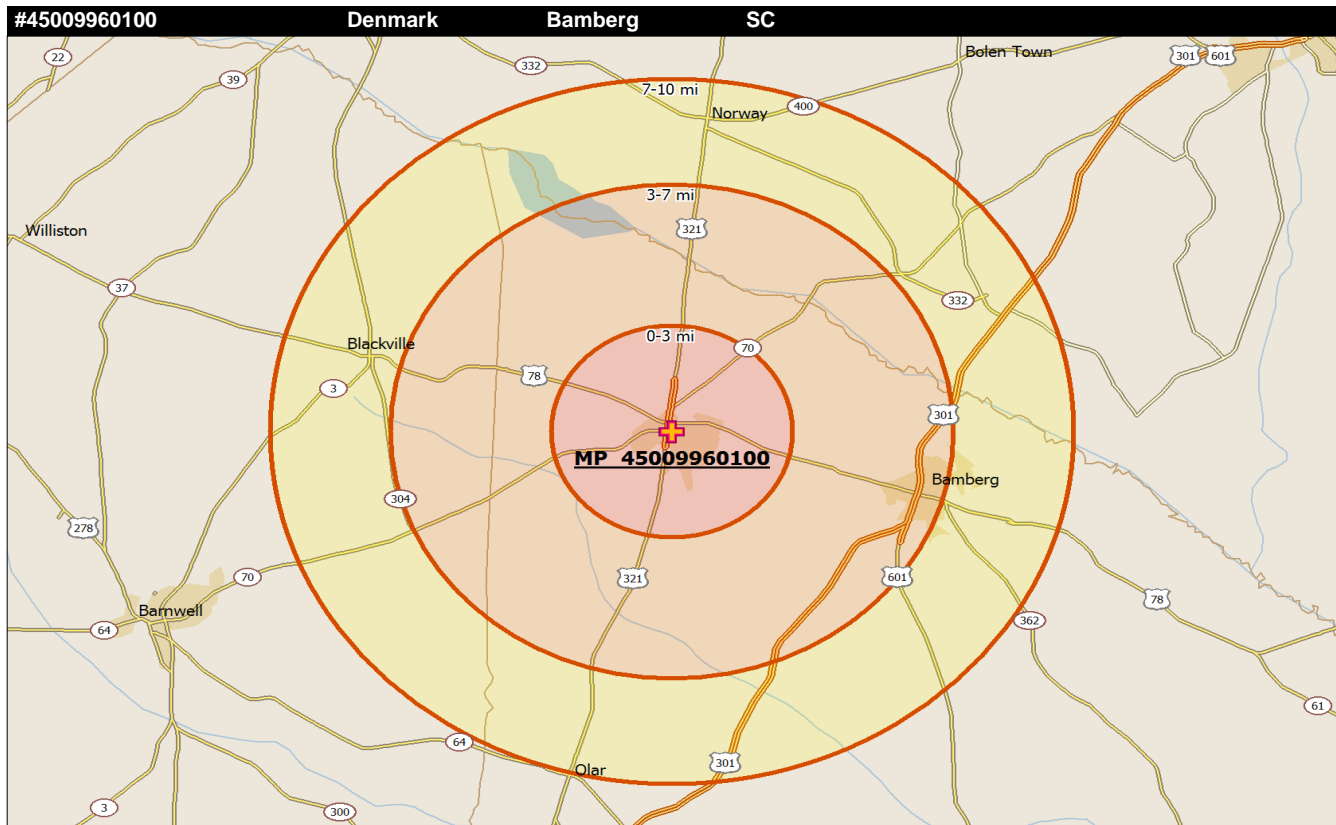
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.95	Racial Diversity Index	69.03
Ancestry Diversity Index	15.27	Diversity Composite Index	16.52
Foreign Born Diversity Index	14.17	Population Density Index	16.79



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45017950200	Total Households in 3 mi Ring	1,503
CT Centroid Latitude	33.67103	Active Evangelical HHLDS	191
CT Centroid Longitude	-80.80391	Active Evangelical PERCENT	12.68%
City Location	Saint Matthews	Unreached HHLDS	1,068
County Location	Calhoun	Unreached Percent	71.05%
Sitescape Category code	2	Religious but NOT Evang HHLDS	414
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.51%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	78
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.21%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	605
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.26%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.53%	Low Education County	False
Mainstay Community	1.33%	Low Employment County	False
Working Community	3.39%	Persistent Poverty County	False
Country Community	4.32%	Population Loss County	False
Aspiring Community	52.23%	Nonmetro Recreation County	False
Urban Community	36.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.22	Racial Diversity Index	63.55
Ancestry Diversity Index	11.87	Diversity Composite Index	11.58
Foreign Born Diversity Index	21.32	Population Density Index	14.28



20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45009960100	Total Households in 3 mi Ring	1,857
CT Centroid Latitude	33.32240	Active Evangelical HHLDS	380
CT Centroid Longitude	-81.14049	Active Evangelical PERCENT	20.48%
City Location	Denmark	Unreached HHLDS	1,277
County Location	Bamberg	Unreached Percent	68.79%
Sitescape Category code	2	Religious but NOT Evang HHLDS	532
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.63%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	31
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.65%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	794
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	42.77%

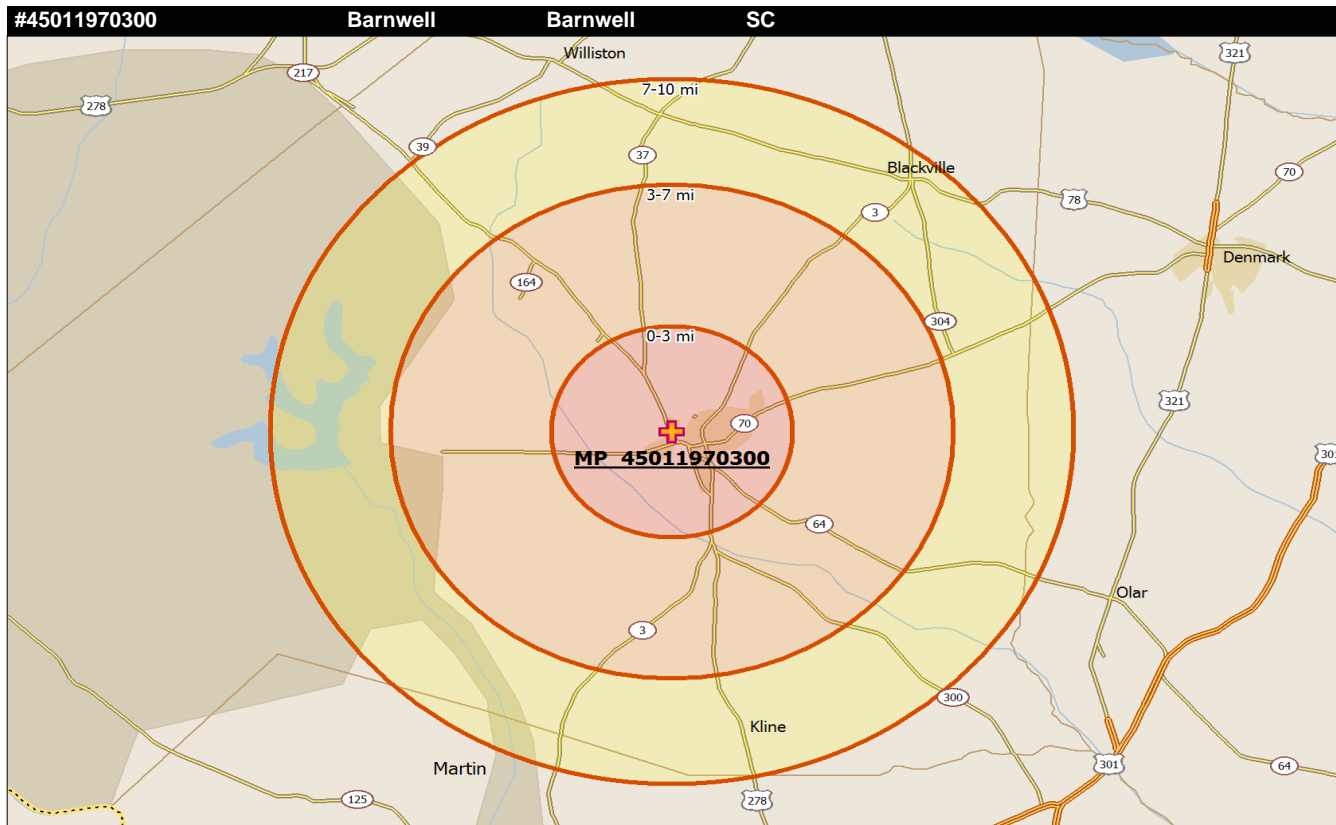
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	1.08%	Low Employment County	True
Working Community	0.32%	Persistent Poverty County	True
Country Community	1.94%	Population Loss County	True
Aspiring Community	14.59%	Nonmetro Recreation County	False
Urban Community	81.96%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.95	Racial Diversity Index	40.28
Ancestry Diversity Index	3.17	Diversity Composite Index	3.27
Foreign Born Diversity Index	0.00	Population Density Index	16.36

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

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21 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45011970300	Total Households in 3 mi Ring	2,282
CT Centroid Latitude	33.24961	Active Evangelical HHLDS	453
CT Centroid Longitude	-81.37285	Active Evangelical PERCENT	19.86%
City Location	Barnwell	Unreached HHLDS	1,622
County Location	Barnwell	Unreached Percent	71.08%
Sitescape Category code	2	Religious but NOT Evang HHLDS	594
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	26.01%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	151
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.64%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	904
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.61%

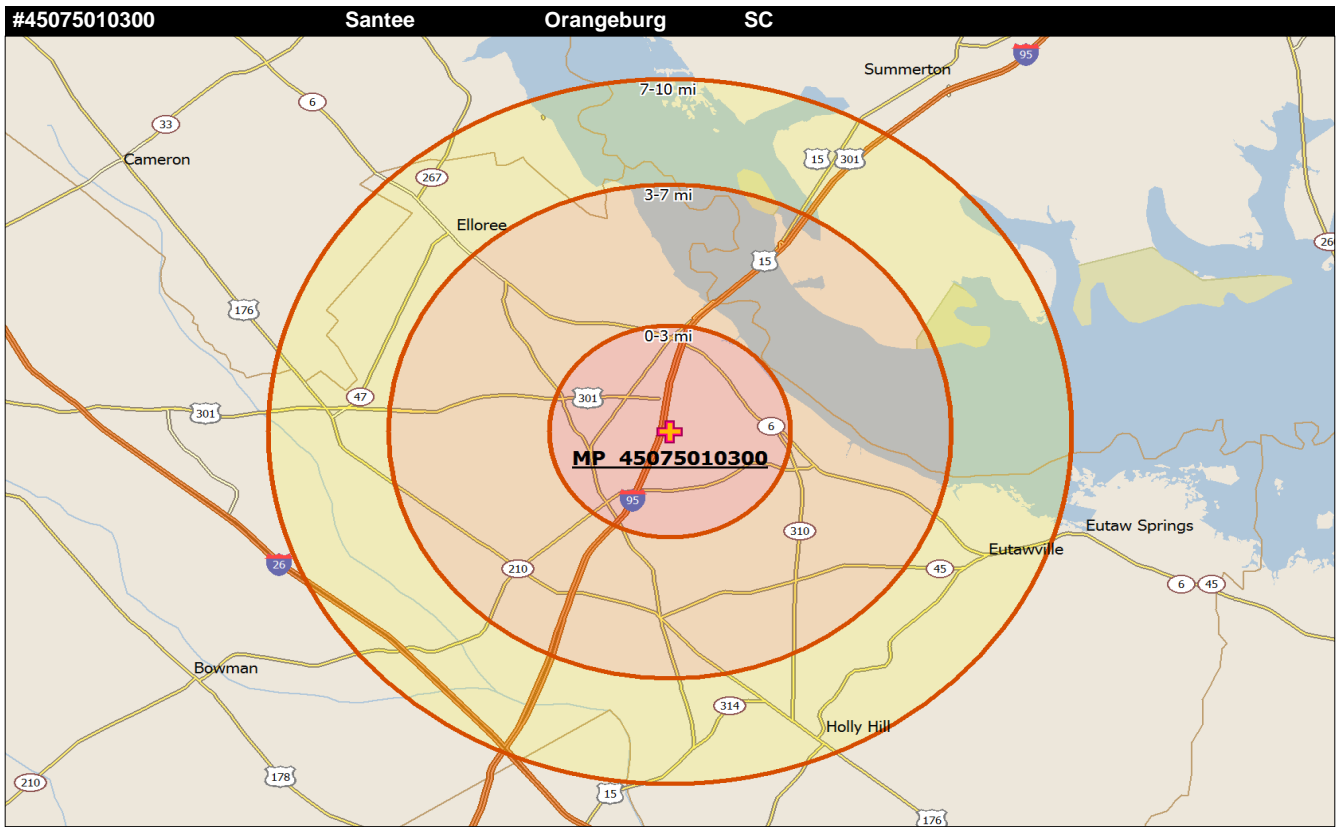
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.22%	Low Education County	True
Mainstay Community	7.93%	Low Employment County	False
Working Community	5.08%	Persistent Poverty County	False
Country Community	4.91%	Population Loss County	False
Aspiring Community	48.33%	Nonmetro Recreation County	False
Urban Community	27.39%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.33	Racial Diversity Index	64.09
Ancestry Diversity Index	27.52	Diversity Composite Index	10.19
Foreign Born Diversity Index	39.65	Population Density Index	16.97

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

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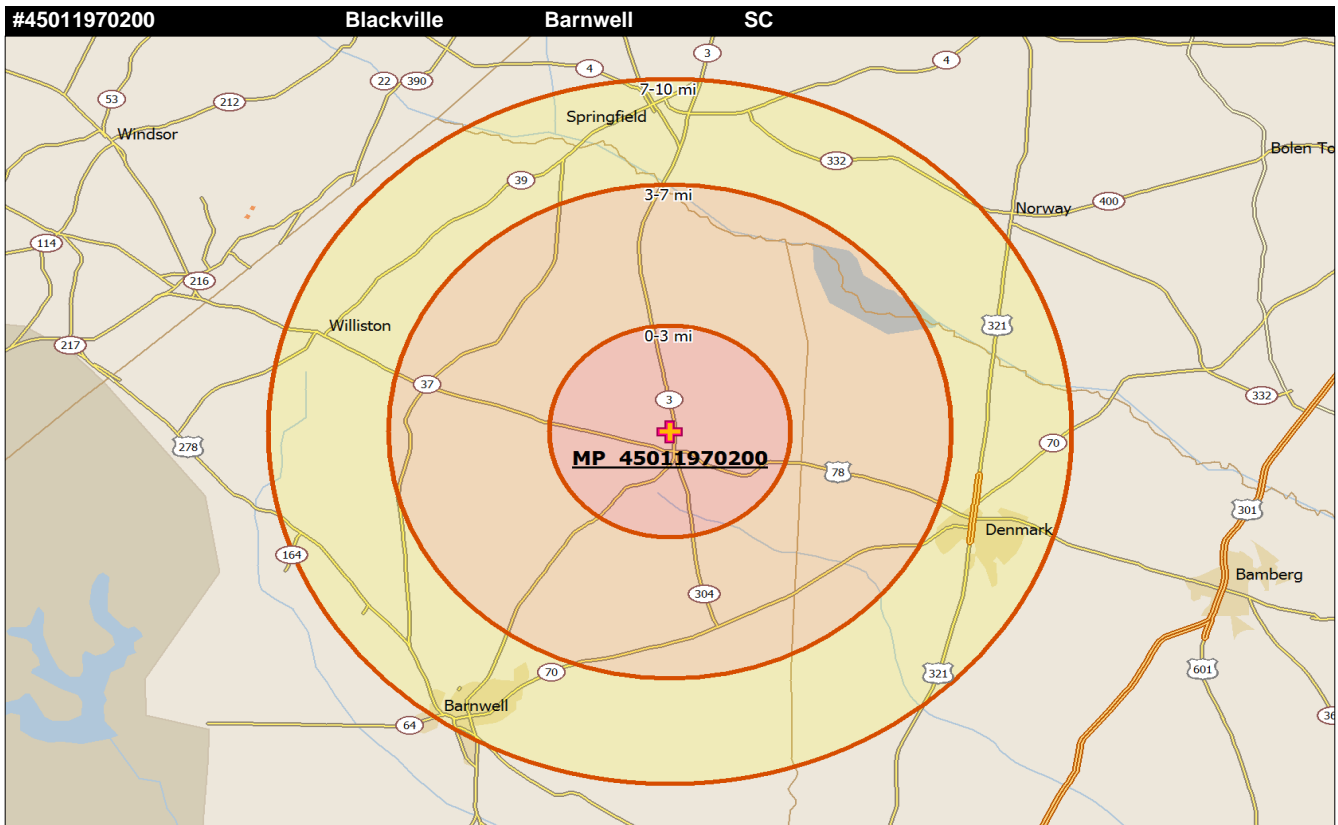


22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45075010300	Total Households in 3 mi Ring	1,223
CT Centroid Latitude	33.44896	Active Evangelical HHLDS	221
CT Centroid Longitude	-80.47669	Active Evangelical PERCENT	18.05%
City Location	Santee	Unreached HHLDS	870
County Location	Orangeburg	Unreached Percent	71.13%
Sitescape Category code	2	Religious but NOT Evang HHLDS	349
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.52%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	57
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	4.62%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	485
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.63%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.33%	Low Employment County	False
Working Community	2.45%	Persistent Poverty County	True
Country Community	3.35%	Population Loss County	False
Aspiring Community	54.37%	Nonmetro Recreation County	False
Urban Community	39.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.80	Racial Diversity Index	58.72
Ancestry Diversity Index	9.15	Diversity Composite Index	24.23
Foreign Born Diversity Index	82.50	Population Density Index	10.02

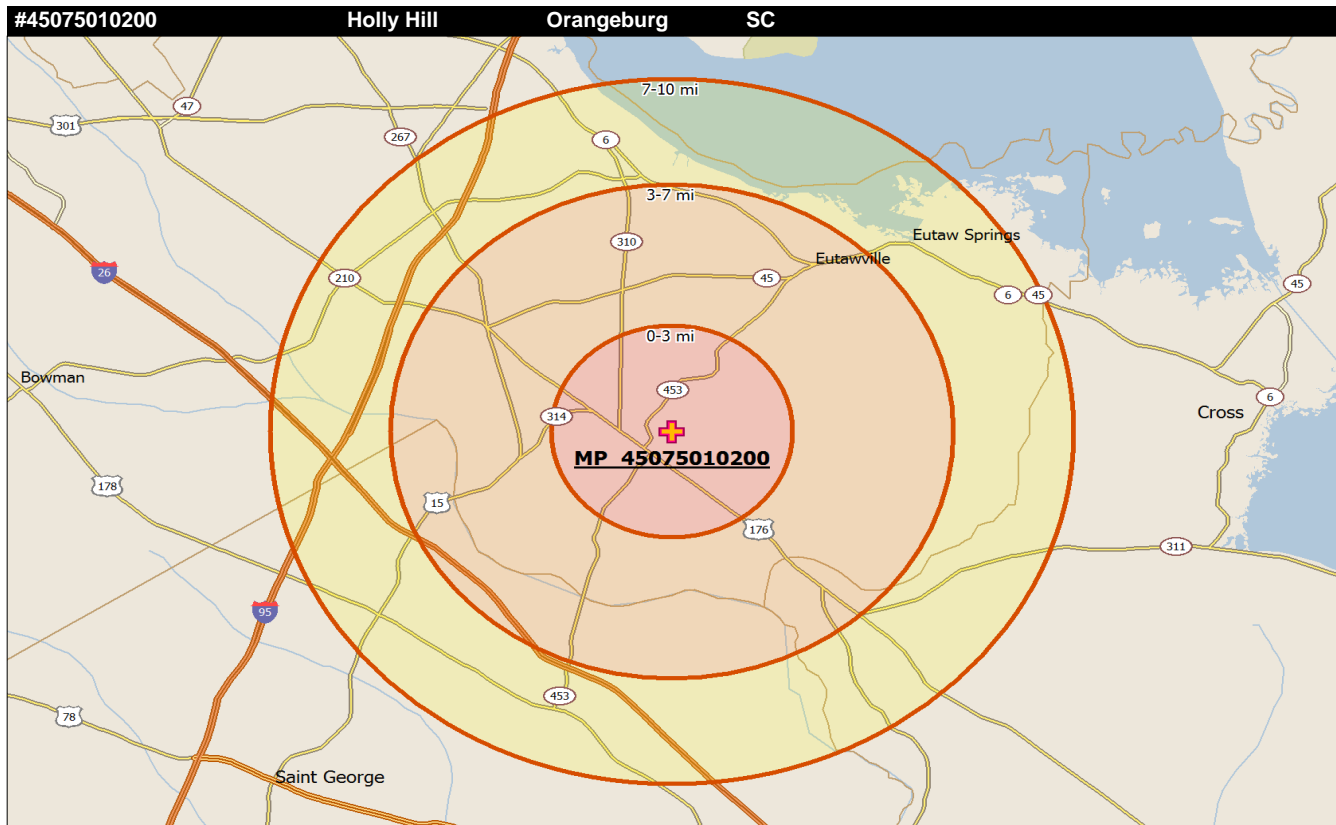




23 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45011970200	Total Households in 3 mi Ring	1,241
CT Centroid Latitude	33.36165	Active Evangelical HHLDS	257
CT Centroid Longitude	-81.27246	Active Evangelical PERCENT	20.75%
City Location	Blackville	Unreached HHLDS	869
County Location	Barnwell	Unreached Percent	70%
Sitescape Category code	2	Religious but NOT Evang HHLDS	349
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.12%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	40
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.21%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	521
Population Pattern	10000-2500-50000	NOT Evangelical NOT Interested PERCENT	41.95%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.24%	Low Education County	True
Mainstay Community	0.16%	Low Employment County	False
Working Community	4.51%	Persistent Poverty County	False
Country Community	1.53%	Population Loss County	False
Aspiring Community	34.89%	Nonmetro Recreation County	False
Urban Community	58.74%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.11	Racial Diversity Index	59.27
Ancestry Diversity Index	8.87	Diversity Composite Index	7.17
Foreign Born Diversity Index	14.56	Population Density Index	13.71



24 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45075010200	Total Households in 3 mi Ring	1,434
CT Centroid Latitude	33.32949	Active Evangelical HHLDS	273
CT Centroid Longitude	-80.40130	Active Evangelical PERCENT	19.02%
City Location	Holly Hill	Unreached HHLDS	998
County Location	Orangeburg	Unreached Percent	69.59%
Sitescape Category code	2	Religious but NOT Evang HHLDS	394
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.5%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	46
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.18%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	601
Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	41.9%

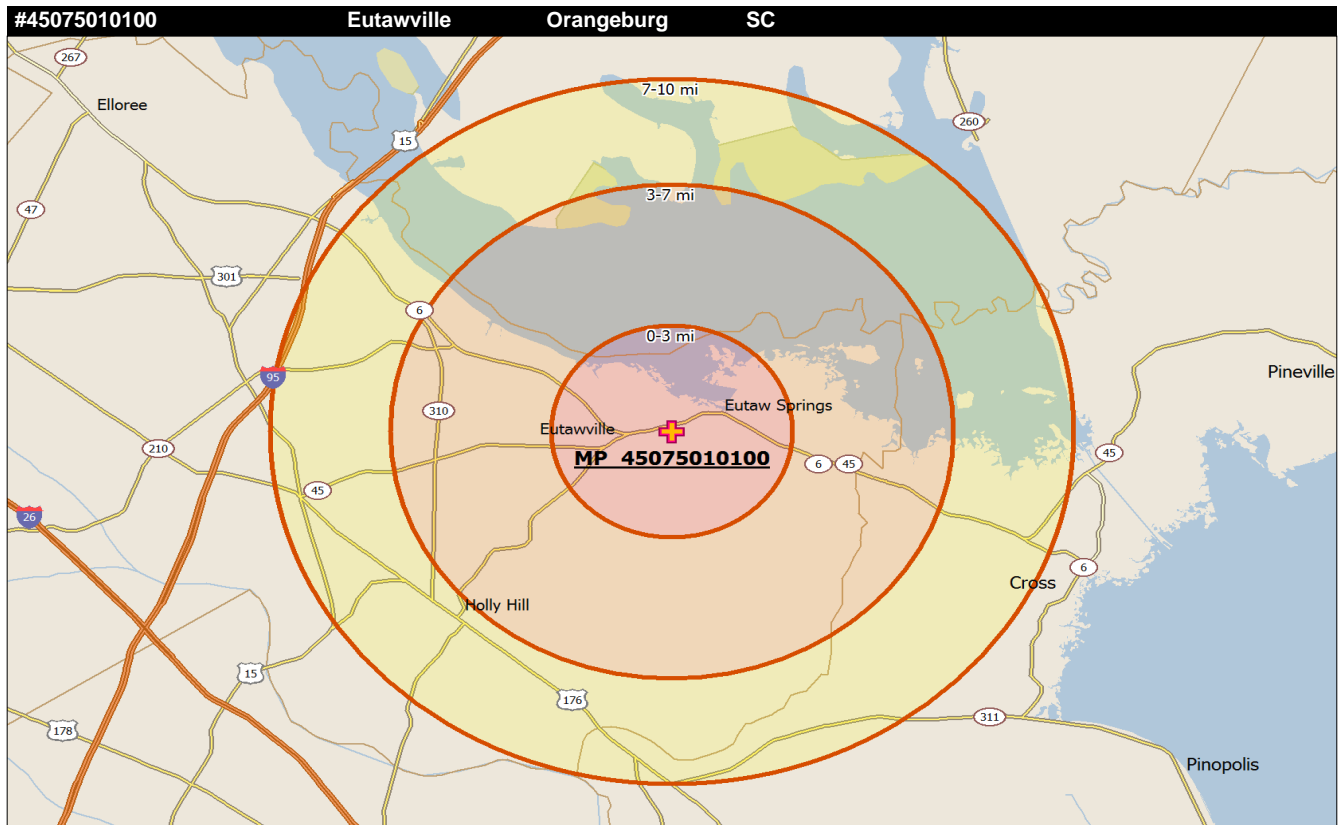
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.35%	Low Education County	False
Mainstay Community	6.28%	Low Employment County	False
Working Community	0.77%	Persistent Poverty County	True
Country Community	2.65%	Population Loss County	False
Aspiring Community	34.1%	Nonmetro Recreation County	False
Urban Community	55.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.47	Racial Diversity Index	56.03
Ancestry Diversity Index	4.99	Diversity Composite Index	10.53
Foreign Born Diversity Index	24.09	Population Density Index	14.73

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

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25 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45075010100	Total Households in 3 mi Ring	1,224
CT Centroid Latitude	33.39935	Active Evangelical HHLDS	222
CT Centroid Longitude	-80.32077	Active Evangelical PERCENT	18.15%
City Location	Eutawville	Unreached HHLDS	870
County Location	Orangeburg	Unreached Percent	71.05%
Sitescape Category code	2	Religious but NOT Evang HHLDS	332
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.13%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	68
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.58%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	493
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.27%

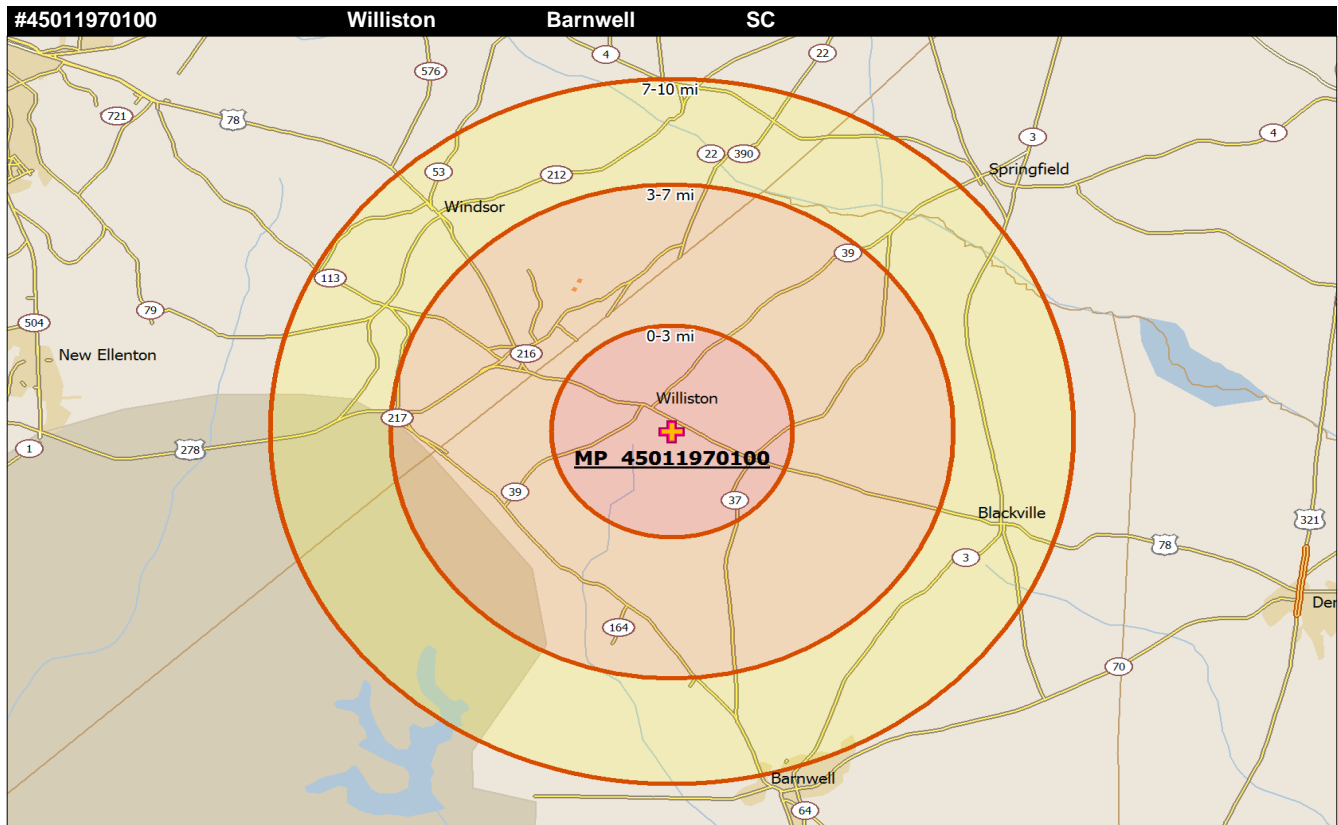
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	3.84%	Low Employment County	False
Working Community	2.61%	Persistent Poverty County	True
Country Community	5.64%	Population Loss County	False
Aspiring Community	50.9%	Nonmetro Recreation County	False
Urban Community	37.01%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.97	Racial Diversity Index	60.86
Ancestry Diversity Index	7.20	Diversity Composite Index	14.59
Foreign Born Diversity Index	69.97	Population Density Index	14.89

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

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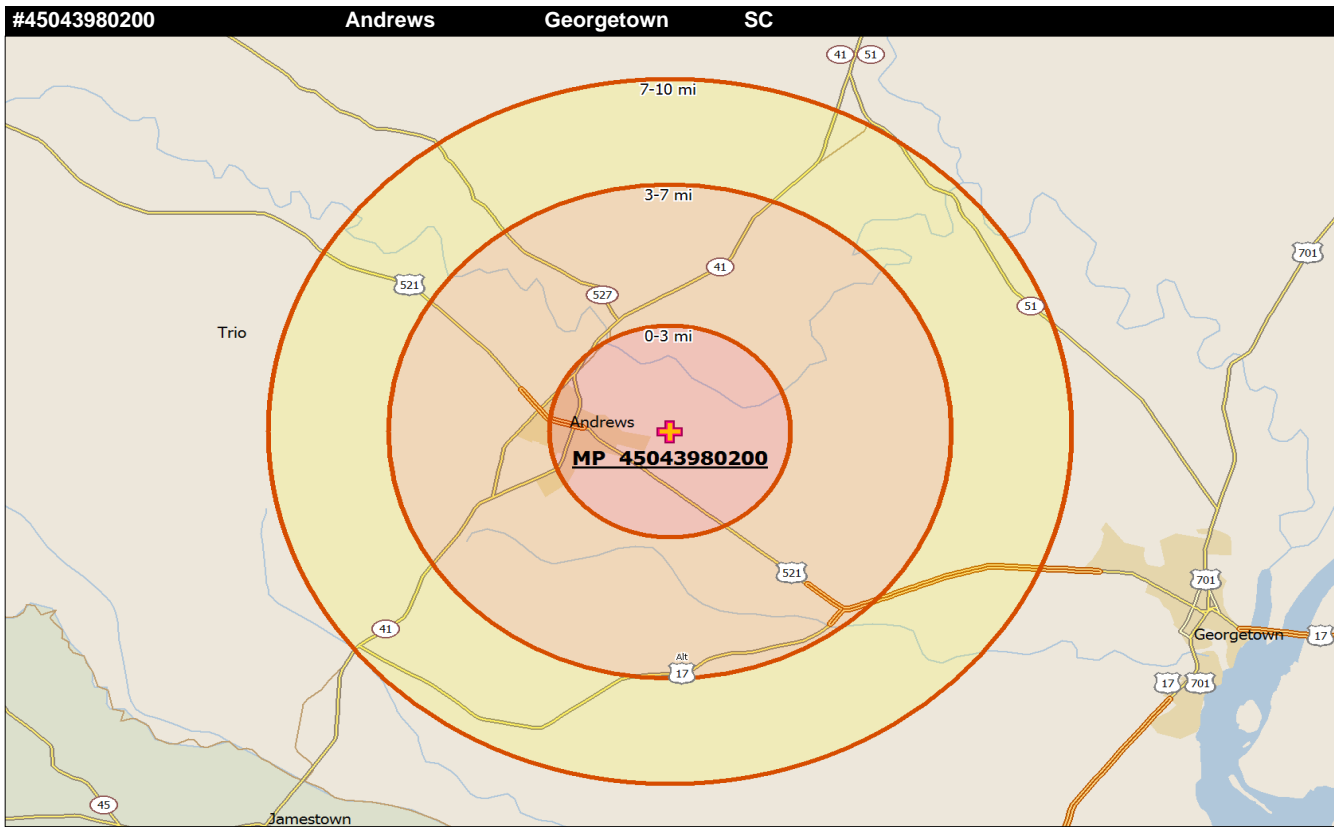
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26 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45011970100	Total Households in 3 mi Ring	1,410
CT Centroid Latitude	33.39154	Active Evangelical HHLDS	284
CT Centroid Longitude	-81.41243	Active Evangelical PERCENT	20.12%
City Location	Williston	Unreached HHLDS	998
County Location	Barnwell	Unreached Percent	70.76%
Sitescape Category code	2	Religious but NOT Evang HHLDS	400
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.33%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	57
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	4.04%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	577
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.9%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.78%	Low Education County	True
Mainstay Community	0.78%	Low Employment County	False
Working Community	1.35%	Persistent Poverty County	False
Country Community	0.78%	Population Loss County	False
Aspiring Community	50.35%	Nonmetro Recreation County	False
Urban Community	45.89%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.16	Racial Diversity Index	61.74
Ancestry Diversity Index	16.92	Diversity Composite Index	7.01
Foreign Born Diversity Index	3.60	Population Density Index	15.80



27 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45043980200	Total Households in 3 mi Ring	1,894
CT Centroid Latitude	33.44857	Active Evangelical HHLDS	290
CT Centroid Longitude	-79.51947	Active Evangelical PERCENT	15.32%
City Location	Andrews	Unreached HHLDS	1,316
County Location	Georgetown	Unreached Percent	69.46%
Sitescape Category code	2	Religious but NOT Evang HHLDS	536
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	47
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	2.49%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	804
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	42.47%

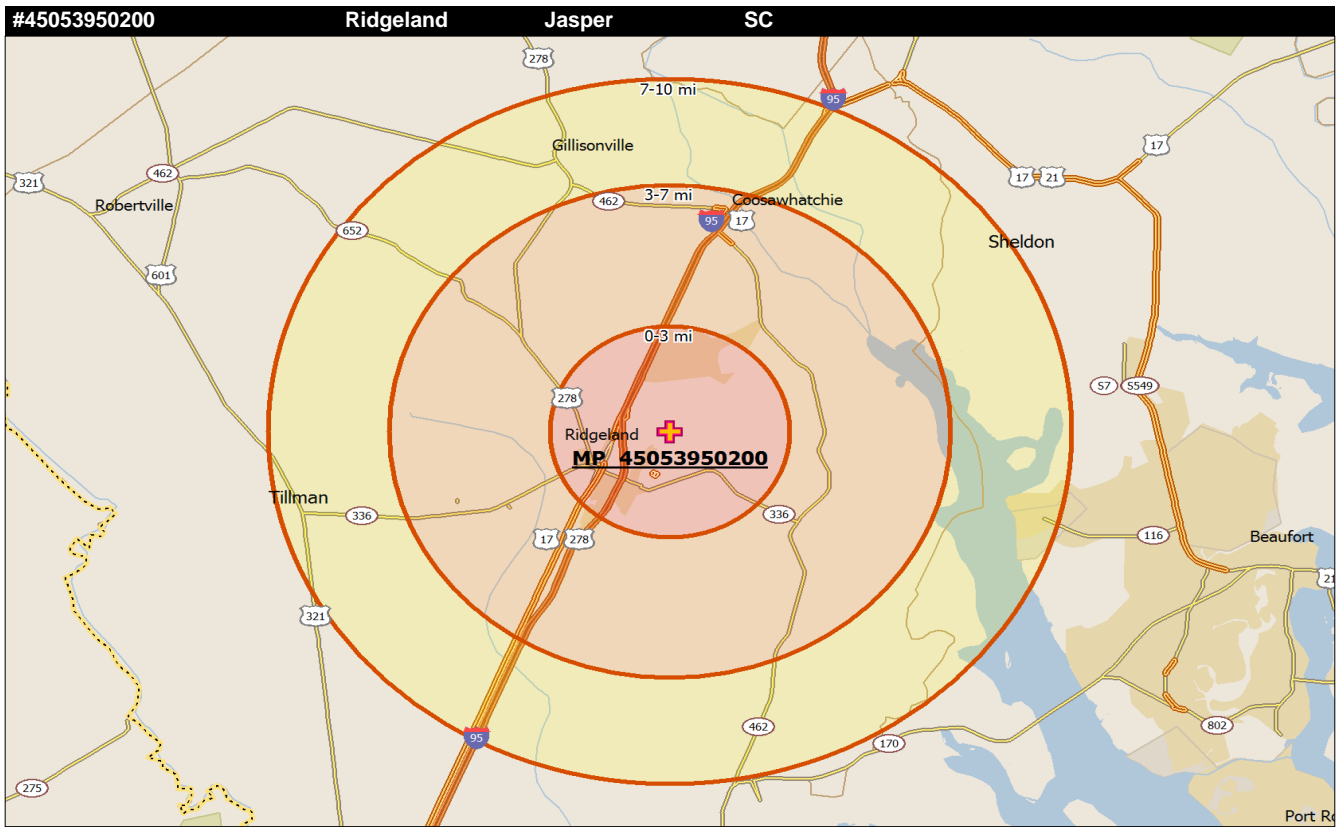
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.26%	Low Employment County	False
Working Community	2.75%	Persistent Poverty County	False
Country Community	0.74%	Population Loss County	False
Aspiring Community	26.14%	Nonmetro Recreation County	True
Urban Community	70.12%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.47	Racial Diversity Index	66.41
Ancestry Diversity Index	12.51	Diversity Composite Index	4.92
Foreign Born Diversity Index	4.73	Population Density Index	10.25

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

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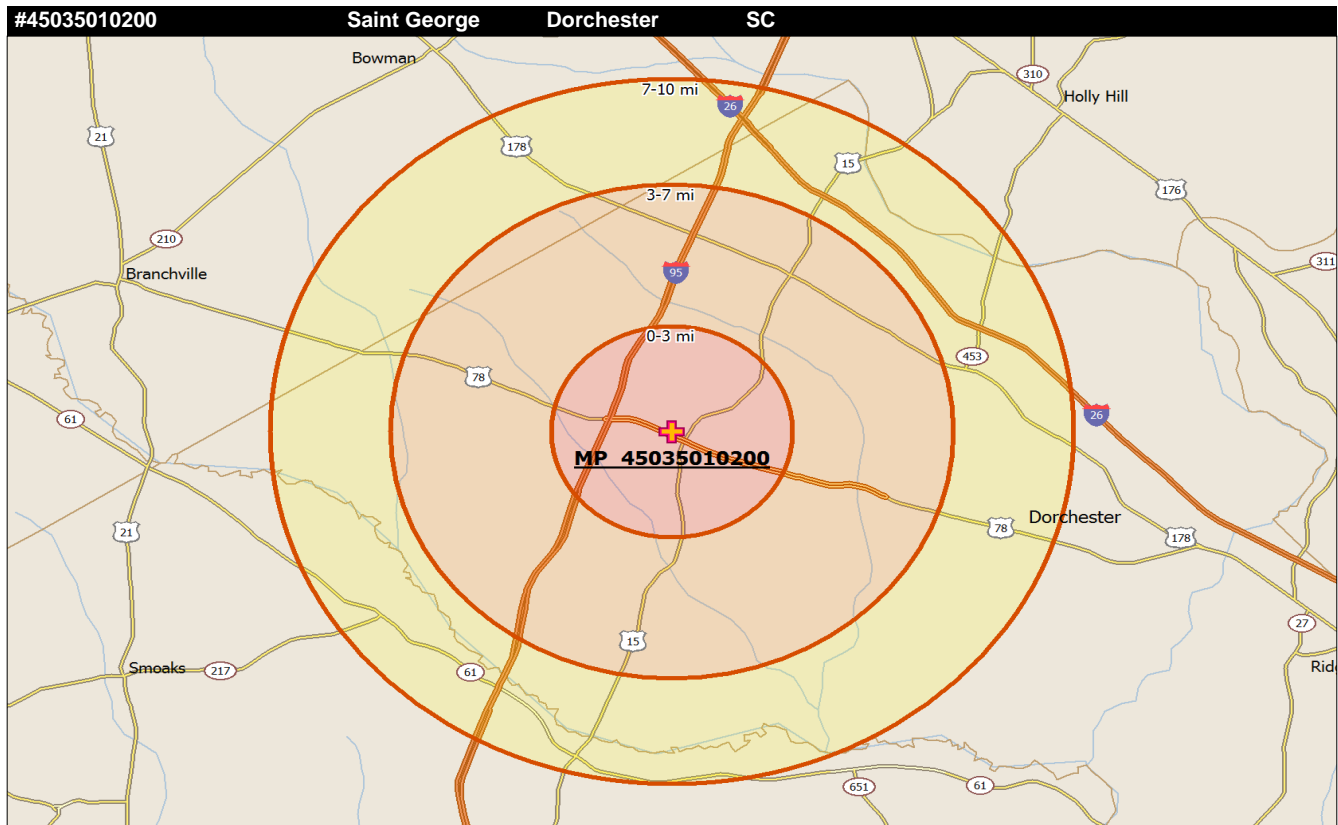
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28 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45053950200	Total Households in 3 mi Ring	1,702
CT Centroid Latitude	32.49668	Active Evangelical HHLDS	251
CT Centroid Longitude	-80.95078	Active Evangelical PERCENT	14.72%
City Location	Ridgeland	Unreached HHLDS	1,232
County Location	Jasper	Unreached Percent	72.38%
Sitescape Category code	2	Religious but NOT Evang HHLDS	488
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.64%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	94
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.52%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	664
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.04%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.53%	Low Education County	True
Mainstay Community	0.65%	Low Employment County	False
Working Community	0.12%	Persistent Poverty County	True
Country Community	1.18%	Population Loss County	False
Aspiring Community	70.27%	Nonmetro Recreation County	False
Urban Community	27.26%	Retirement Destination County	False

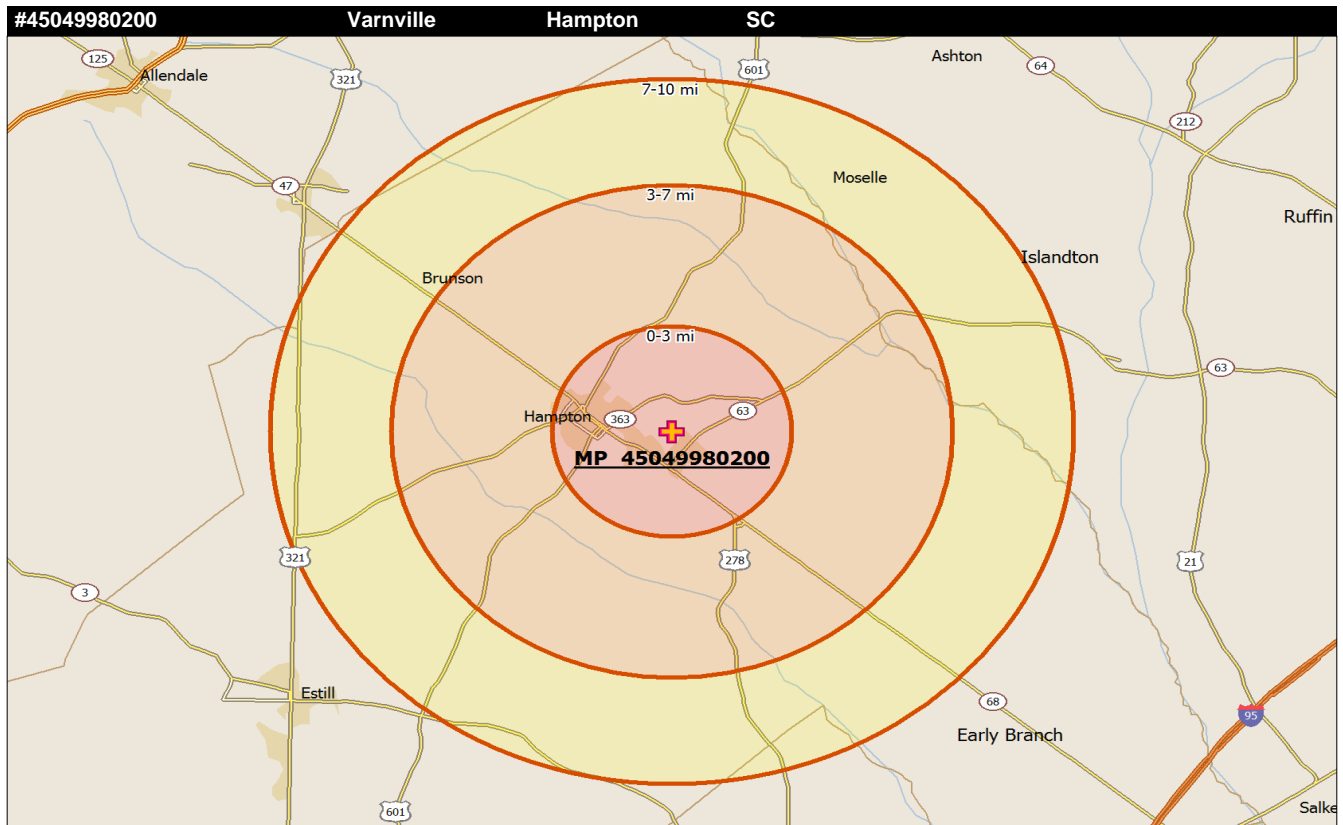
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	44.30	Racial Diversity Index	80.94
Ancestry Diversity Index	12.55	Diversity Composite Index	25.73
Foreign Born Diversity Index	16.19	Population Density Index	15.08



29 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45035010200	Total Households in 3 mi Ring	1,365
CT Centroid Latitude	33.18978	Active Evangelical HHLDS	206
CT Centroid Longitude	-80.57819	Active Evangelical PERCENT	15.08%
City Location	Saint George	Unreached HHLDS	979
County Location	Dorchester	Unreached Percent	71.7%
Sitescape Category code	2	Religious but NOT Evang HHLDS	388
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.39%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	69
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.06%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	543
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.78%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	1.03%	Low Employment County	False
Working Community	3.52%	Persistent Poverty County	False
Country Community	0.66%	Population Loss County	False
Aspiring Community	61.98%	Nonmetro Recreation County	False
Urban Community	32.82%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.50	Racial Diversity Index	66.85
Ancestry Diversity Index	8.65	Diversity Composite Index	9.30
Foreign Born Diversity Index	17.89	Population Density Index	13.80

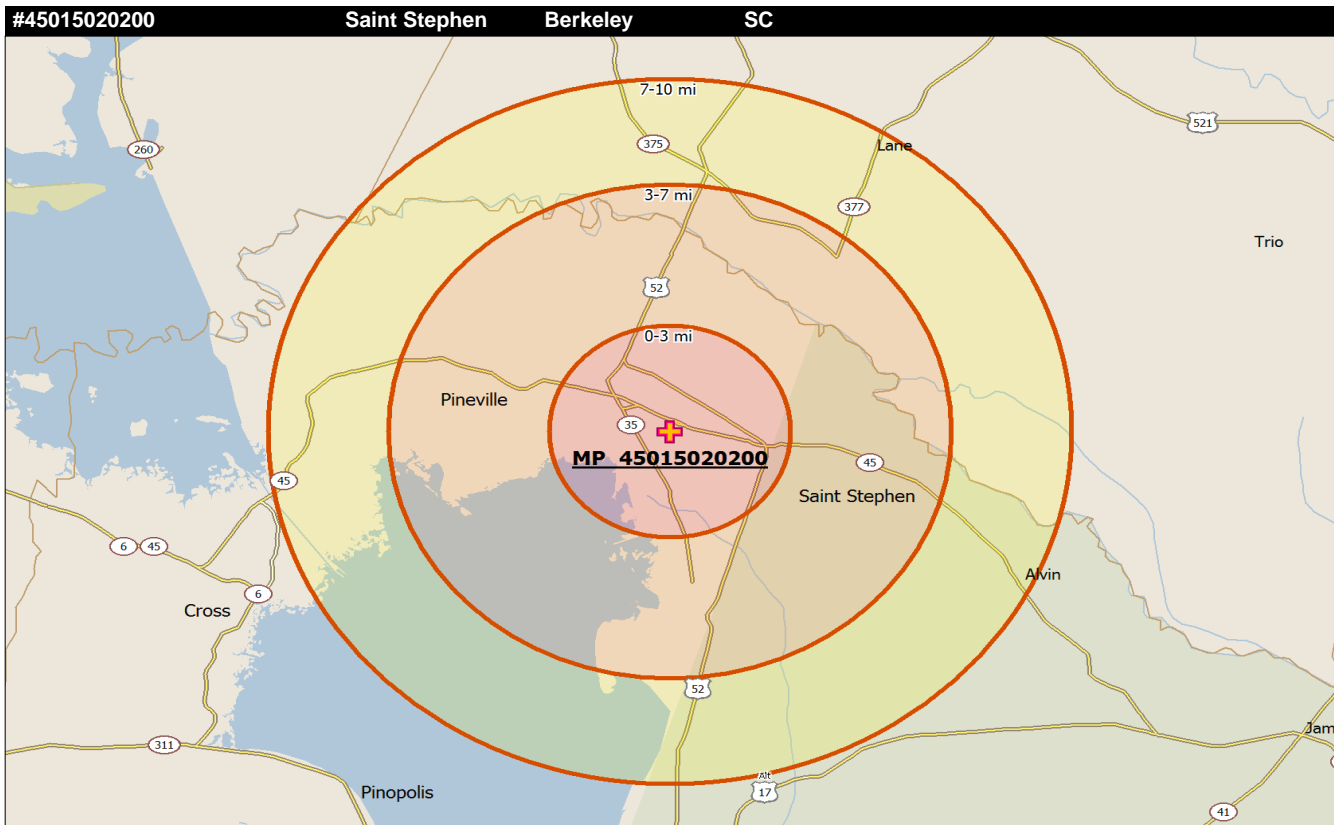


30 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45049980200	Total Households in 3 mi Ring	1,910
CT Centroid Latitude	32.86465	Active Evangelical HHLDS	405
CT Centroid Longitude	-81.07845	Active Evangelical PERCENT	21.23%
City Location	Varnville	Unreached HHLDS	1,348
County Location	Hampton	Unreached Percent	70.56%
Sitescape Category code	2	Religious but NOT Evang HHLDS	517
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.06%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	102
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.36%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	762
Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	39.89%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.58%	Low Education County	True
Mainstay Community	0.47%	Low Employment County	False
Working Community	2.2%	Persistent Poverty County	True
Country Community	6.23%	Population Loss County	False
Aspiring Community	52.51%	Nonmetro Recreation County	False
Urban Community	38.01%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.93	Racial Diversity Index	64.04
Ancestry Diversity Index	17.30	Diversity Composite Index	18.29
Foreign Born Diversity Index	85.05	Population Density Index	17.80

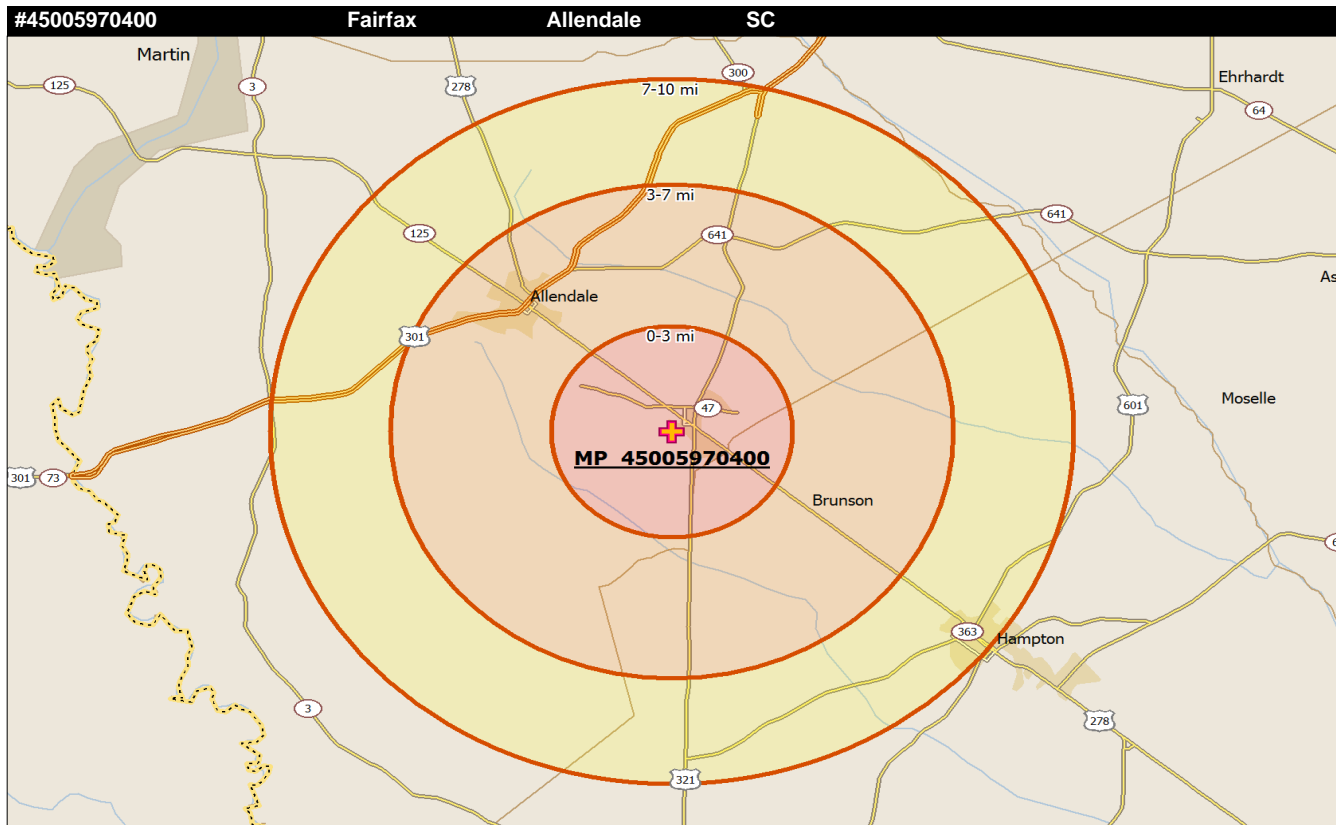




31 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45015020200	Total Households in 3 mi Ring	1,336
CT Centroid Latitude	33.41100	Active Evangelical HHLDS	133
CT Centroid Longitude	-79.96589	Active Evangelical PERCENT	9.96%
City Location	Saint Stephen	Unreached HHLDS	951
County Location	Berkeley	Unreached Percent	71.2%
Sitescape Category code	2	Religious but NOT Evang HHLDS	387
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.96%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	52
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.89%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	544
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.37%	Low Employment County	False
Working Community	0.3%	Persistent Poverty County	False
Country Community	0.22%	Population Loss County	False
Aspiring Community	52.62%	Nonmetro Recreation County	False
Urban Community	46.56%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.78	Racial Diversity Index	39.01
Ancestry Diversity Index	4.16	Diversity Composite Index	7.18
Foreign Born Diversity Index	28.62	Population Density Index	9.70



32 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45005970400	Total Households in 3 mi Ring	1,031
CT Centroid Latitude	32.95586	Active Evangelical HHLDS	193
CT Centroid Longitude	-81.24538	Active Evangelical PERCENT	18.70%
City Location	Fairfax	Unreached HHLDS	707
County Location	Allendale	Unreached Percent	68.6%
Sitescape Category code	2	Religious but NOT Evang HHLDS	293
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.39%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	14
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.34%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	449
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	43.57%

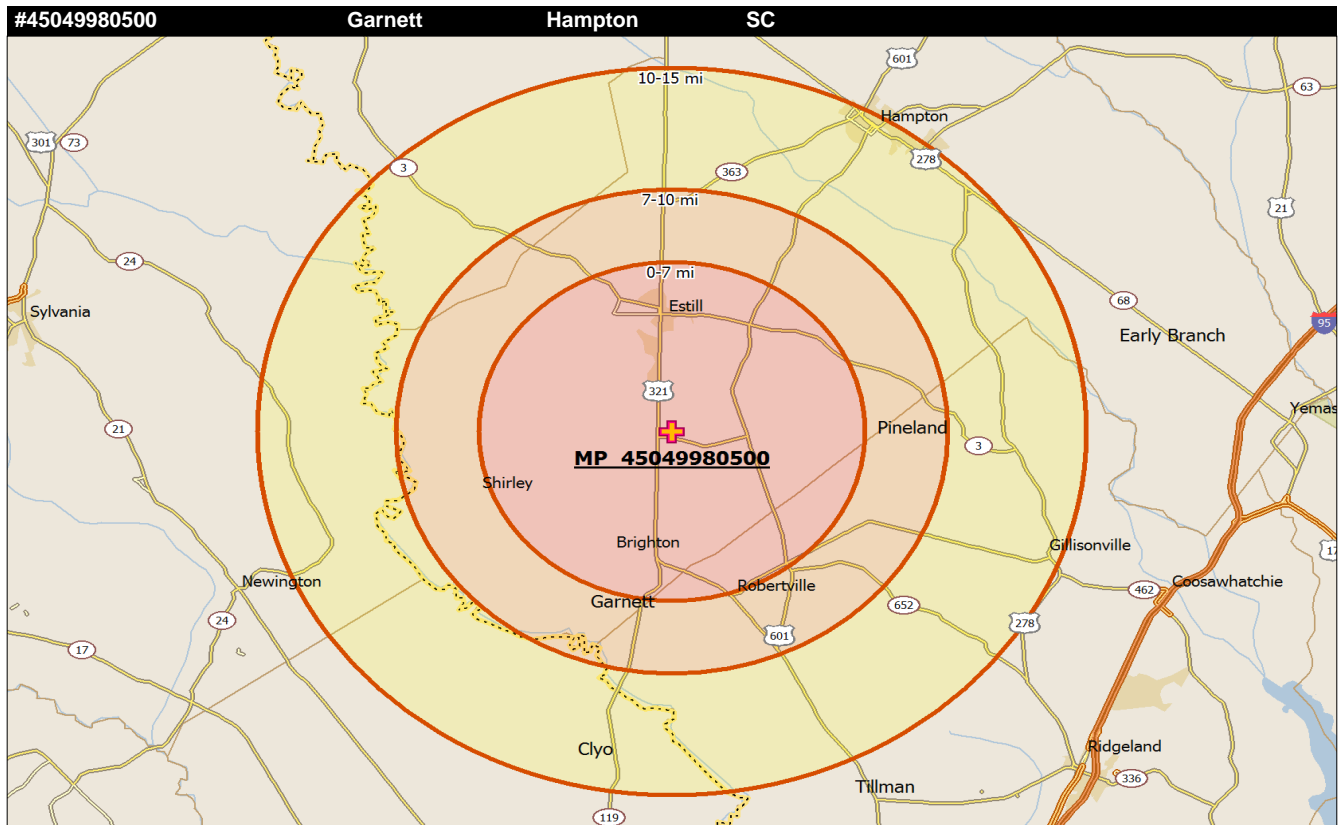
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.48%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	2.52%	Persistent Poverty County	True
Country Community	1.07%	Population Loss County	False
Aspiring Community	10.77%	Nonmetro Recreation County	False
Urban Community	85.16%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.43	Racial Diversity Index	49.89
Ancestry Diversity Index	3.46	Diversity Composite Index	4.42
Foreign Born Diversity Index	26.51	Population Density Index	10.24

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

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33 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#45049980500	Total Households in 3 mi Ring	175
CT Centroid Latitude	32.68366	Active Evangelical HHLDS	39
CT Centroid Longitude	-81.23411	Active Evangelical PERCENT	22.01%
City Location	Garnett	Unreached HHLDS	122
County Location	Hampton	Unreached Percent	69.47%
Sitescape Category code	1	Religious but NOT Evang HHLDS	55
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	31.63%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	2
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	1.01%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	67
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	38.3%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	False
Working Community	0%	Persistent Poverty County	True
Country Community	0%	Population Loss County	False
Aspiring Community	2.29%	Nonmetro Recreation County	False
Urban Community	97.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.88	Racial Diversity Index	32.22
Ancestry Diversity Index	5.98	Diversity Composite Index	2.60
Foreign Born Diversity Index	30.61	Population Density Index	1.73

## Interpreting Your Mission Point Report

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

### 1. Census Tract

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

### 2. Latitude and Longitude

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

### 3. City Location

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

### 4. County Location

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

### 5. SITESCAPE Category and SITESCAPE Category Code

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

### 6. SITESCAPE Group and SITESCAPE Group Code

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

### 7. Density Pattern

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

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

**Increasing Density Patterns**

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

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

**Constant Density Patterns**

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

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

**Decreasing Density Patterns**

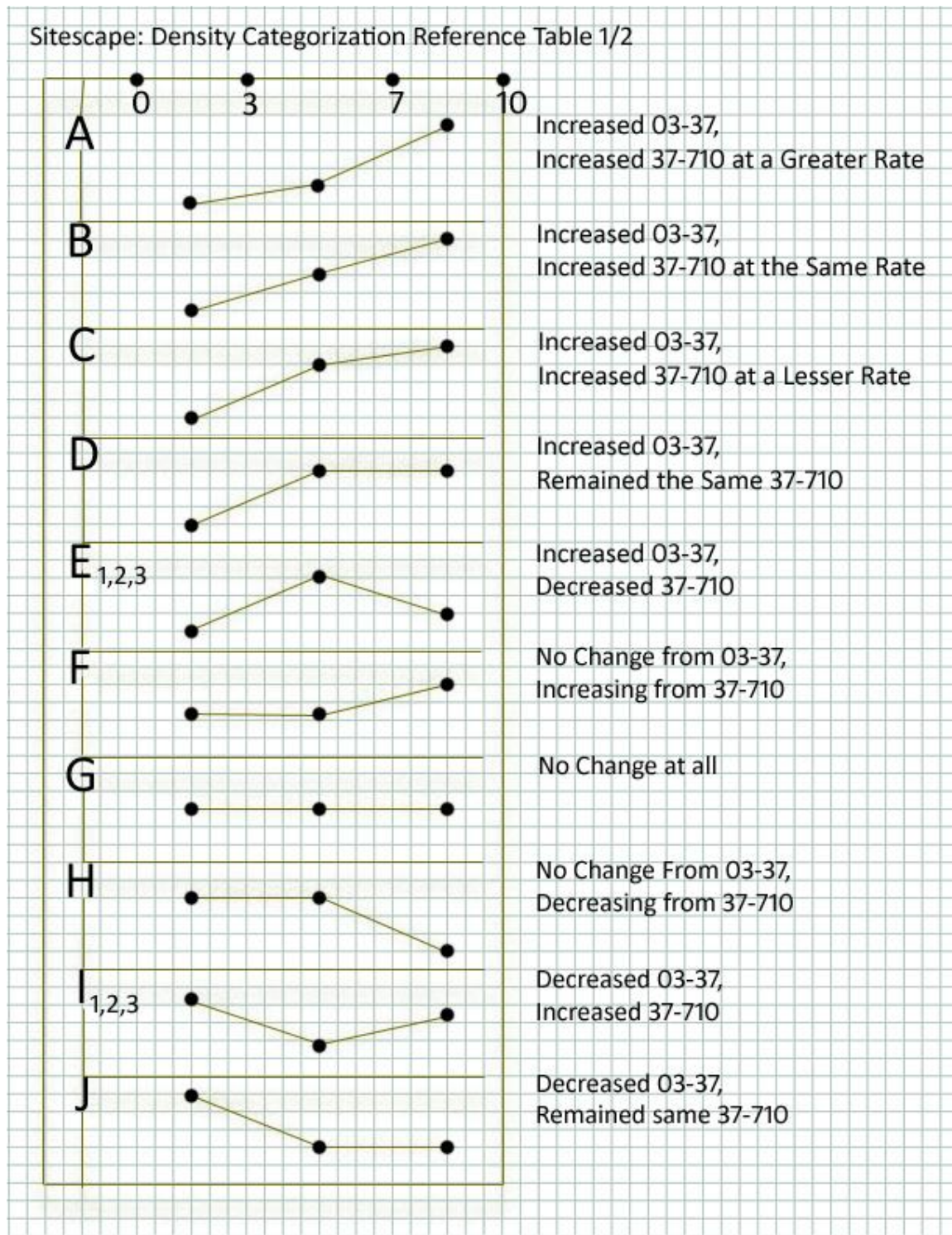
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

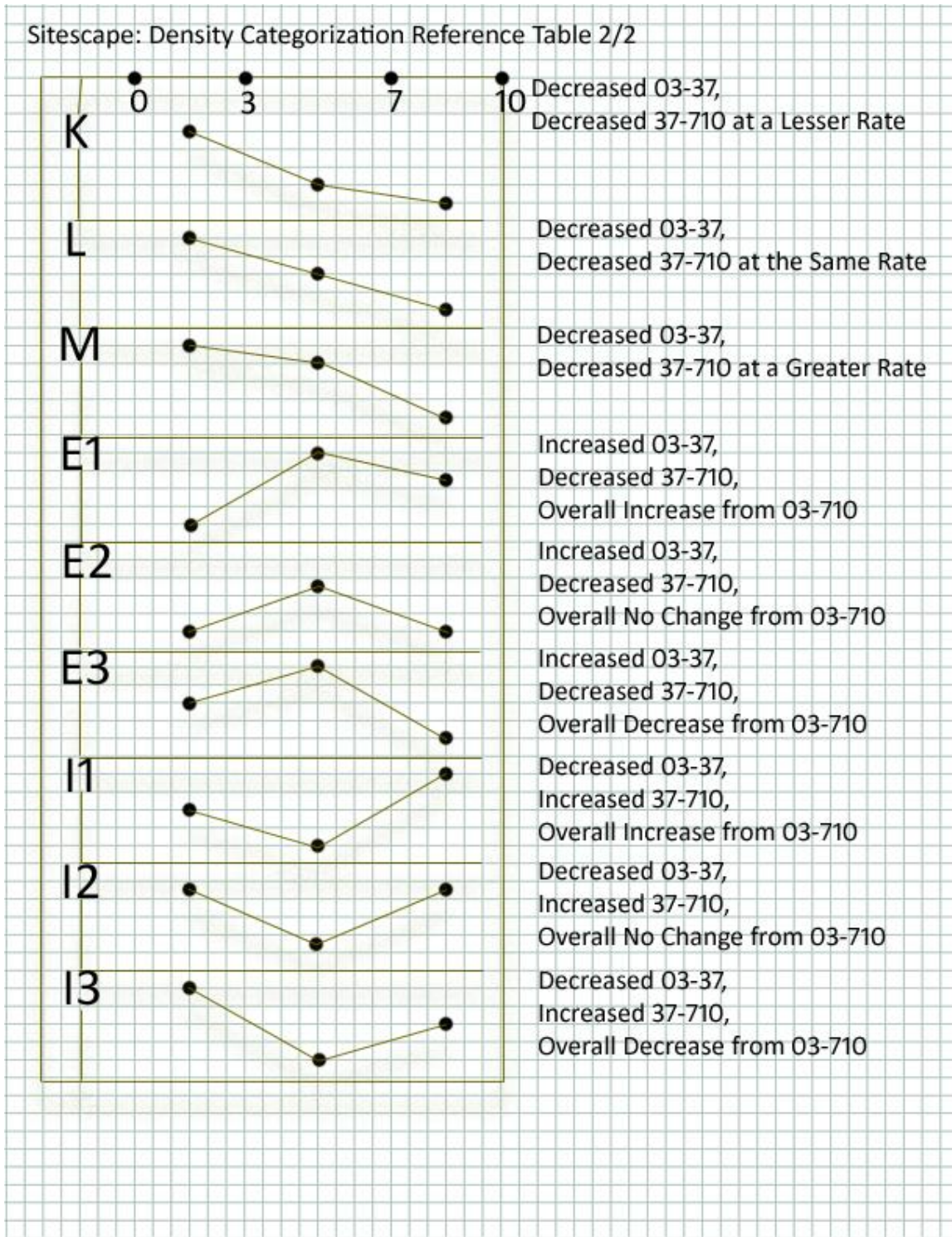
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

**8. Population Pattern**

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

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





## 9. Using Density and Population Patterns

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

### Interpreting the Population Pattern in light of the Density Pattern

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

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

### What Does This Mean in Practical Terms?

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

## 10. Total Households in 0-3mi Band

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

## 11. Active Evangelical HHLDS and PERCENT

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

## 12. Unreached HHLDS and PERCENT

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



### **13. Religious But Not Evangelical HHLDS and PERCENT**

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

### **14. Spiritual But Not Religious HHLDS and PERCENT**

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

### **15. Not Evangelical Not Interested HHLDS and PERCENT**

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

### **16. Upscale Community PERCENT**

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

### **17. Mainstay Community PERCENT**

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

### **18. Working Community PERCENT**

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

### **19. Country Community PERCENT**

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

### **20. Aspiring Community PERCENT**

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

## 21. Urban Community PERCENT

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

## 22. Low Education County TYPE

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

## 23. Low Employment County TYPE

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

## 24. Persistent Poverty County TYPE

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

## 25. Population Loss County TYPE

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

## 26. Nonmetro Recreation County TYPE

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

## 27. Retirement Destination County TYPE

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

## 28. Language Diversity INDEX

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

## 29. Ancestry Diversity INDEX

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

## 30. Foreign Born Diversity INDEX

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

## 31. Racial Diversity INDEX

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

## 32. Diversity Composite INDEX

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

## 33. Population Density INDEX

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



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