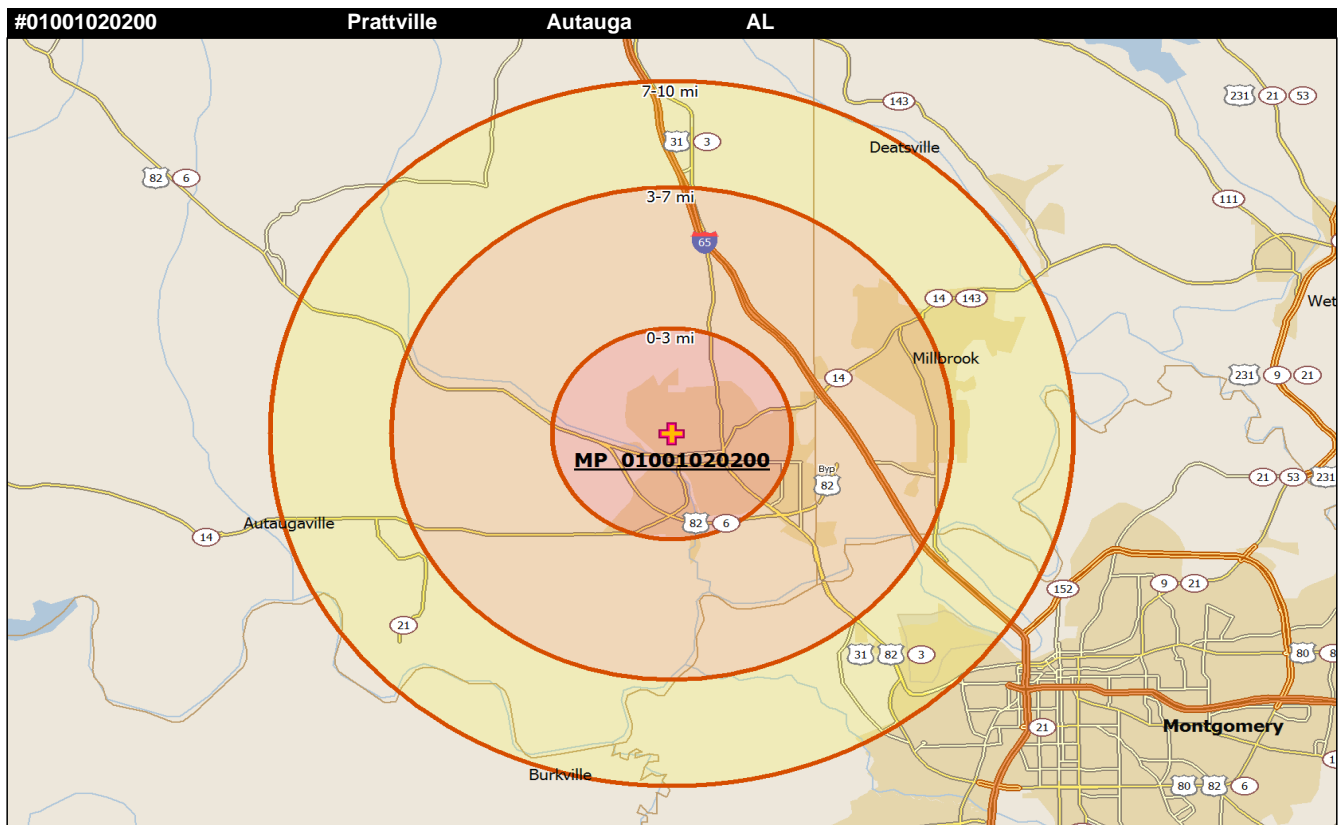


MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

IICM
SITESCAPE
2



1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01001020200	Total Households in 3 mi Ring	9,020
CT Centroid Latitude	32.47214	Active Evangelical HHLDS	1,855
CT Centroid Longitude	-86.47279	Active Evangelical PERCENT	20.57%
City Location	Prattville	Unreached HHLDS	6,061
County Location	Autauga	Unreached Percent	67.2%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,501
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	16.64%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	989
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.96%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,597
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.88%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	43.34%	Low Education County	False
Mainstay Community	16.78%	Low Employment County	False
Working Community	18.89%	Persistent Poverty County	False
Country Community	7.63%	Population Loss County	False
Aspiring Community	7.02%	Nonmetro Recreation County	False
Urban Community	6.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.33	Racial Diversity Index	35.46
Ancestry Diversity Index	50.66	Diversity Composite Index	13.80
Foreign Born Diversity Index	59.14	Population Density Index	32.95

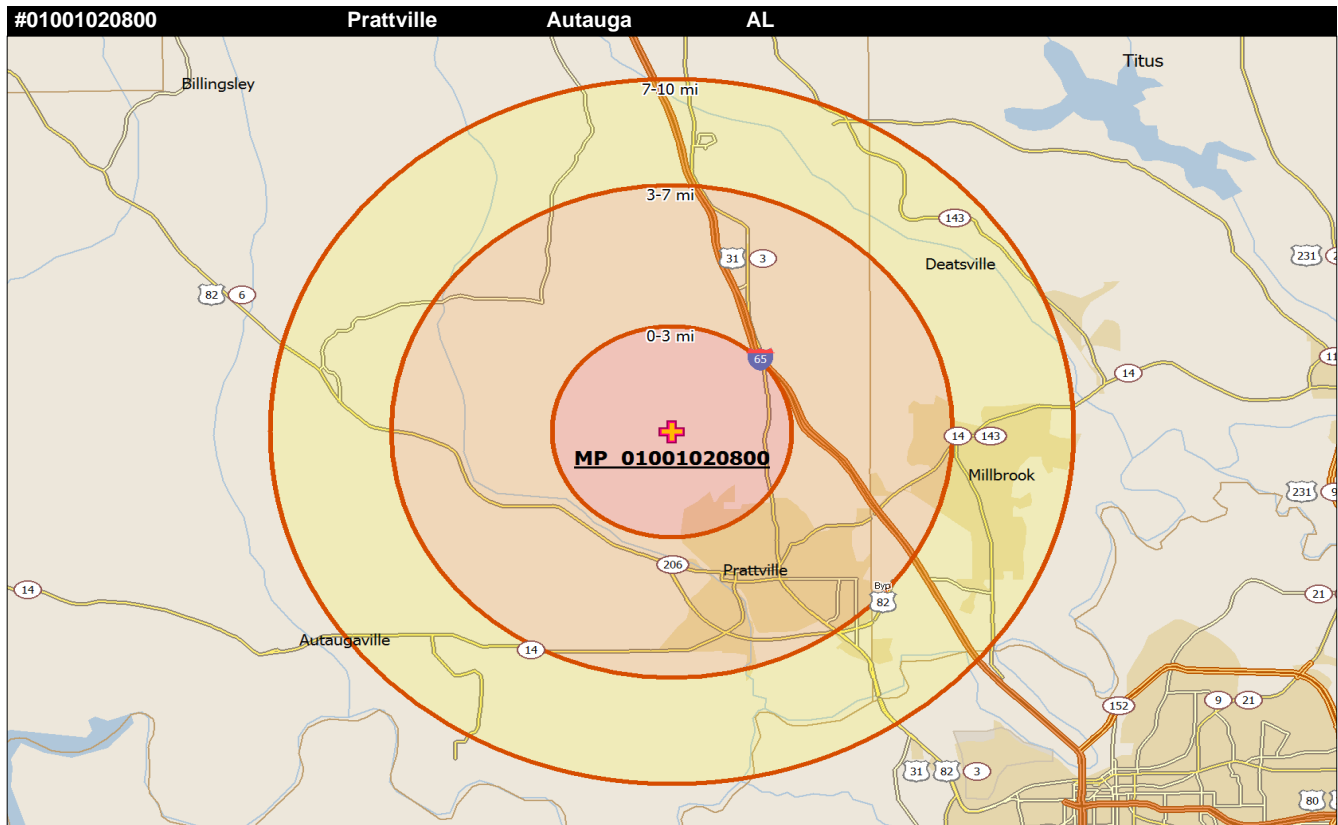
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

IICM
SITESCAPE
3



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01001020800	Total Households in 3 mi Ring	1,350
CT Centroid Latitude	32.52103	Active Evangelical HHLDS	314
CT Centroid Longitude	-86.49661	Active Evangelical PERCENT	23.27%
City Location	Prattville	Unreached HHLDS	850
County Location	Autauga	Unreached Percent	62.97%
Sitescape Category code	2	Religious but NOT Evang HHLDS	163
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.04%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	173
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.78%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	515
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38.16%

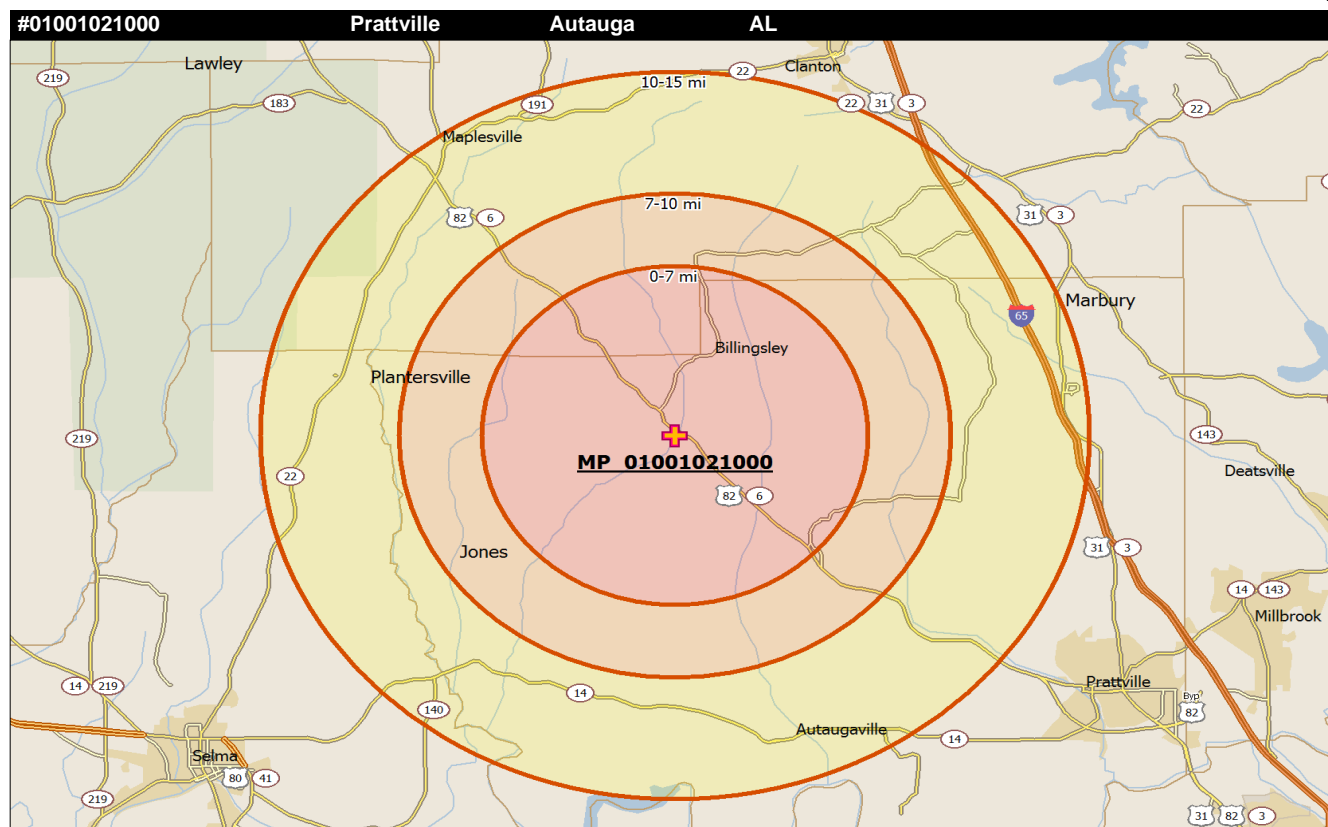
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.33%	Low Education County	False
Mainstay Community	41.11%	Low Employment County	False
Working Community	2.44%	Persistent Poverty County	False
Country Community	38.22%	Population Loss County	False
Aspiring Community	0.3%	Nonmetro Recreation County	False
Urban Community	0.67%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.46	Racial Diversity Index	29.12
Ancestry Diversity Index	55.94	Diversity Composite Index	20.05
Foreign Born Diversity Index	46.72	Population Density Index	13.90

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



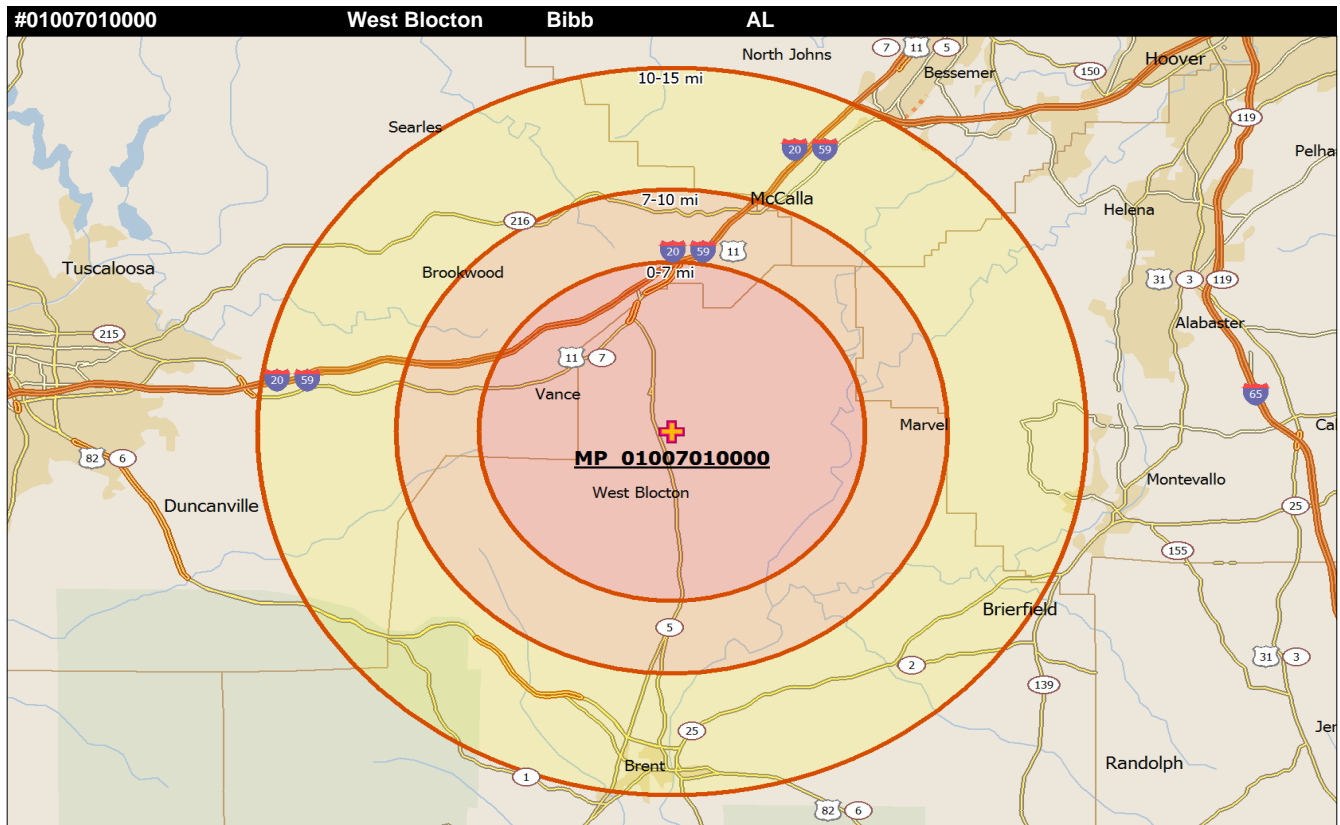
3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01001021000	Total Households in 3 mi Ring	258
CT Centroid Latitude	32.61283	Active Evangelical HHLDS	55
CT Centroid Longitude	-86.72930	Active Evangelical PERCENT	21.49%
City Location	Prattville	Unreached HHLDS	170
County Location	Autauga	Unreached Percent	65.72%
Sitescape Category code	1	Religious but NOT Evang HHLDS	46
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	17.97%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	26
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	10.08%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	98
Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	37.94%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.53%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	34.11%	Persistent Poverty County	False
Country Community	37.21%	Population Loss County	False
Aspiring Community	12.4%	Nonmetro Recreation County	False
Urban Community	7.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	0.53
Foreign Born Diversity Index	0.00	Population Density Index	0.00

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

IICM
SITESCAPE
5



4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01007010000	Total Households in 3 mi Ring	1,254
CT Centroid Latitude	33.14733	Active Evangelical HHLDS	472
CT Centroid Longitude	-87.14056	Active Evangelical PERCENT	37.65%
City Location	West Blocton	Unreached HHLDS	676
County Location	Bibb	Unreached Percent	53.89%
Sitescape Category code	1	Religious but NOT Evang HHLDS	143
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	11.37%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	80
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	6.39%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	453
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	36.13%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.99%	Low Education County	True
Mainstay Community	12.44%	Low Employment County	True
Working Community	10.53%	Persistent Poverty County	True
Country Community	62.52%	Population Loss County	False
Aspiring Community	8.37%	Nonmetro Recreation County	False
Urban Community	4.23%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.64	Racial Diversity Index	29.35
Ancestry Diversity Index	47.42	Diversity Composite Index	7.68
Foreign Born Diversity Index	14.31	Population Density Index	6.89

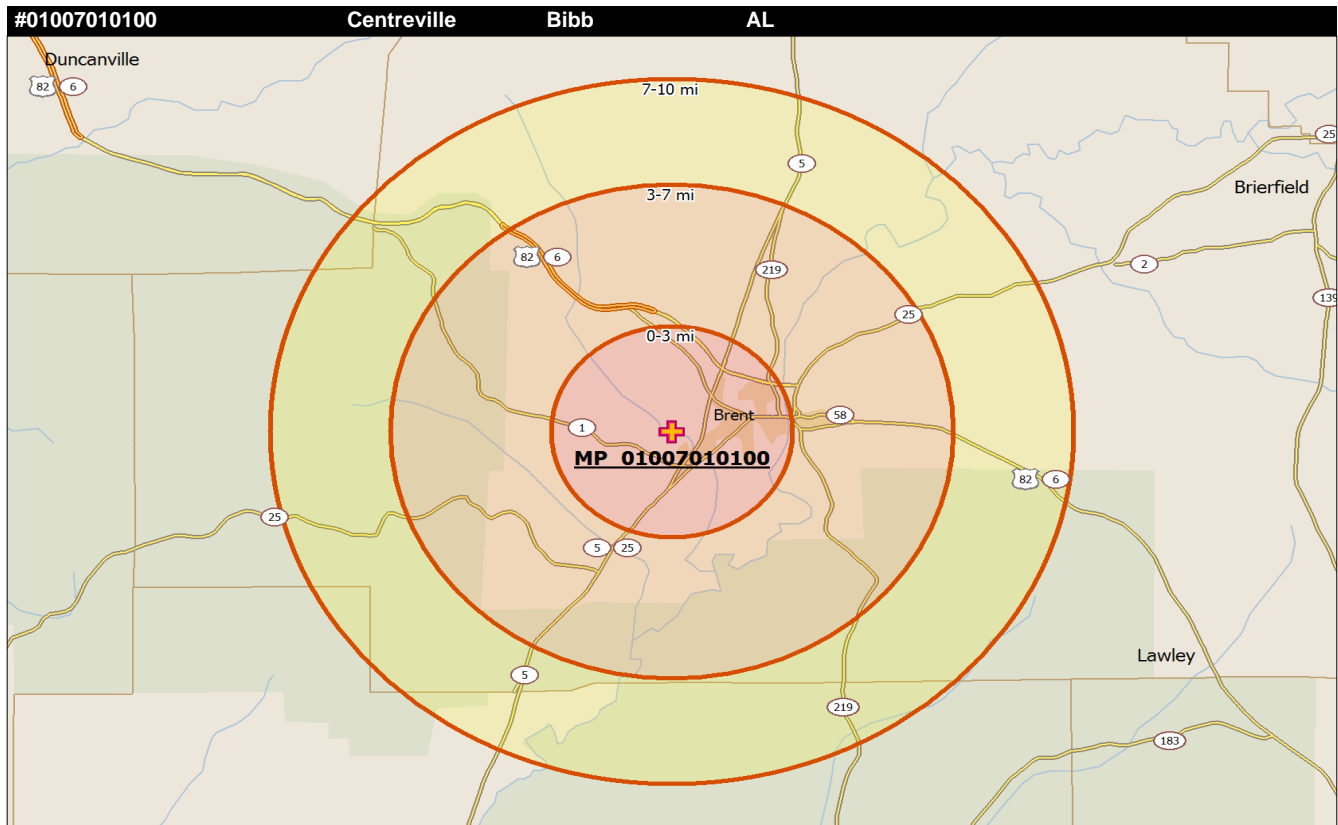
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

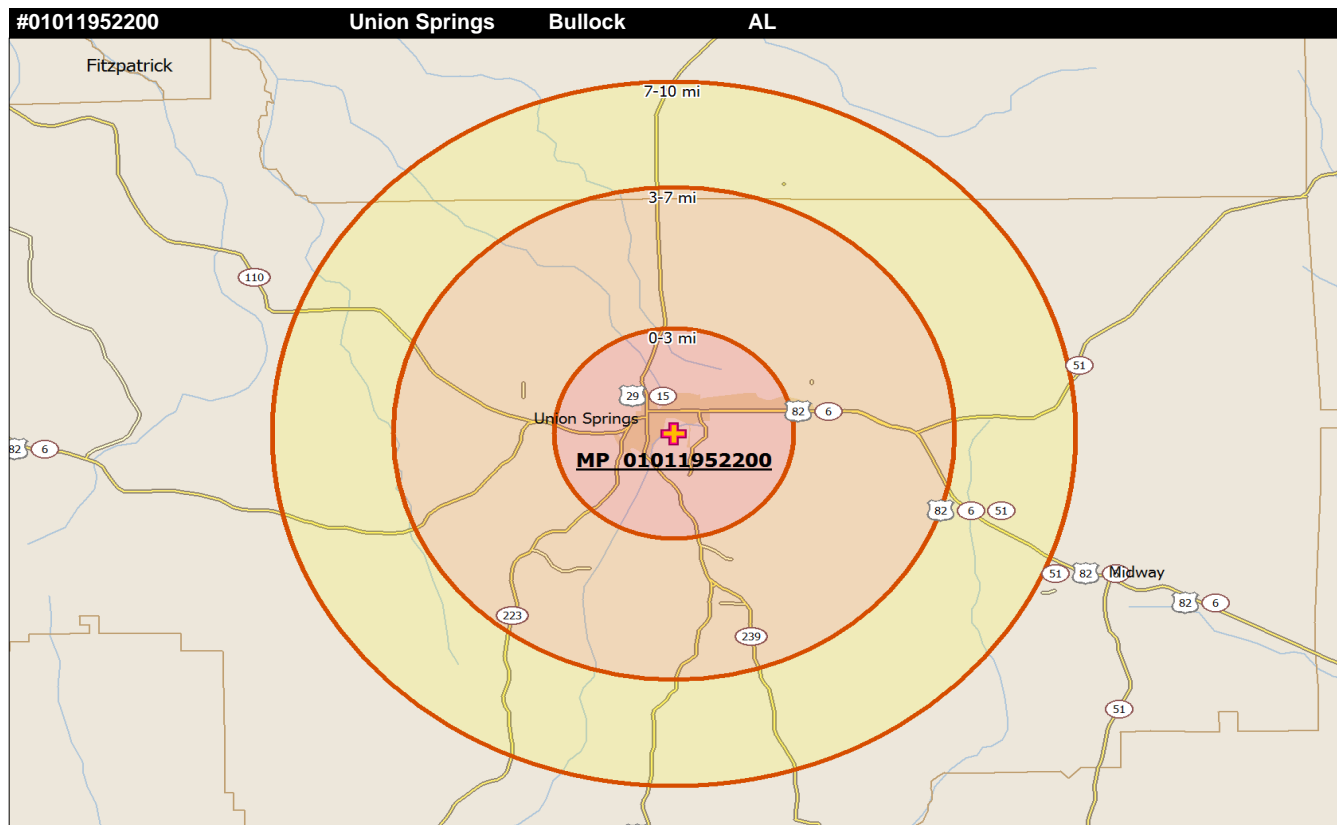
IICM
SITESCAPE
6



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01007010100	Total Households in 3 mi Ring	1,895
CT Centroid Latitude	32.93867	Active Evangelical HHLDS	463
CT Centroid Longitude	-87.18984	Active Evangelical PERCENT	24.41%
City Location	Centreville	Unreached HHLDS	1,327
County Location	Bibb	Unreached Percent	70%
Sitescape Category code	2	Religious but NOT Evang HHLDS	528
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.85%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	73
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.85%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	773
Population Pattern	10000-10000-0	NOT Evangelical NOT Interested PERCENT	40.8%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.16%	Low Education County	True
Mainstay Community	1.06%	Low Employment County	True
Working Community	0.37%	Persistent Poverty County	True
Country Community	3.8%	Population Loss County	False
Aspiring Community	44.54%	Nonmetro Recreation County	False
Urban Community	49.02%	Retirement Destination County	True

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.99	Racial Diversity Index	65.53
Ancestry Diversity Index	15.97	Diversity Composite Index	2.65
Foreign Born Diversity Index	7.37	Population Density Index	16.11



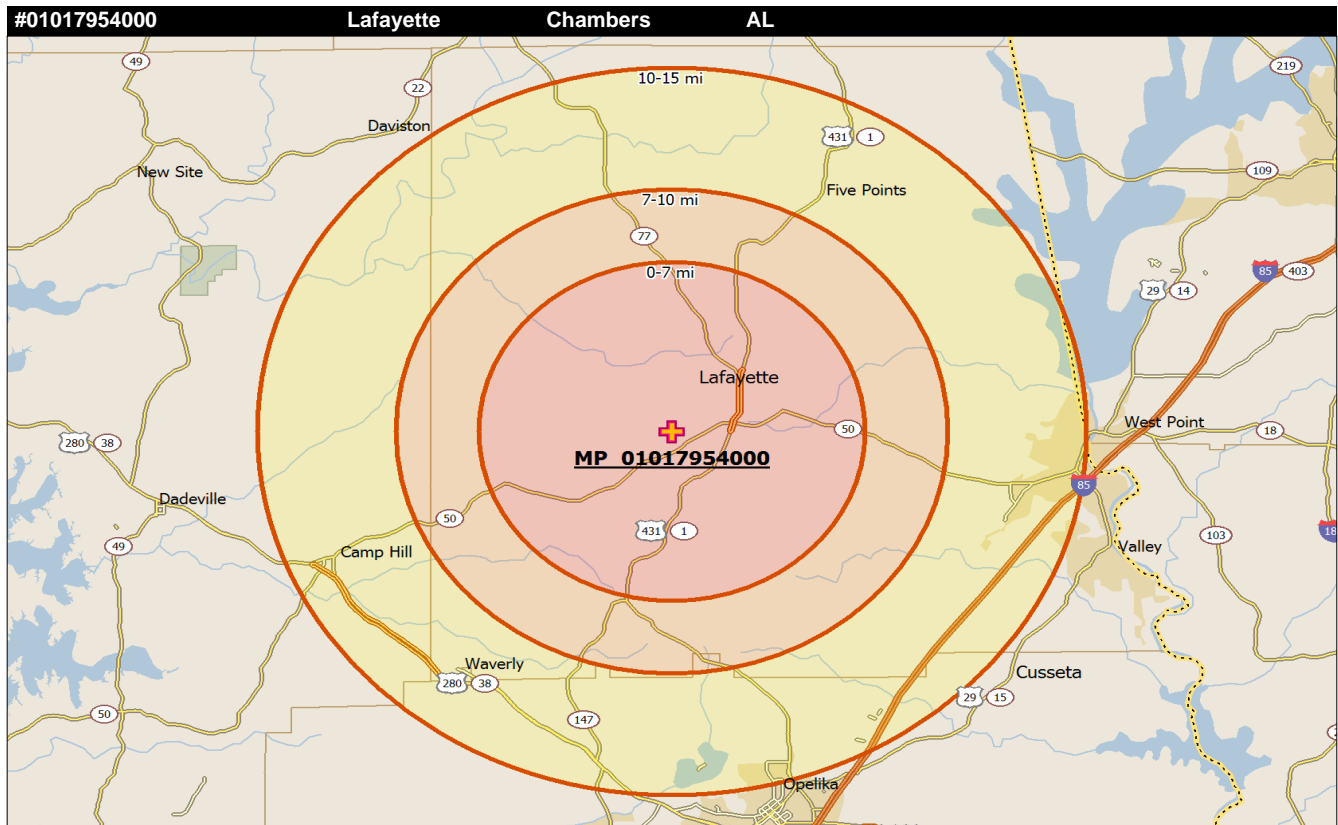
6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01011952200	Total Households in 3 mi Ring	1,684
CT Centroid Latitude	32.13685	Active Evangelical HHLDS	370
CT Centroid Longitude	-85.70208	Active Evangelical PERCENT	21.95%
City Location	Union Springs	Unreached HHLDS	1,148
County Location	Bullock	Unreached Percent	68.18%
Sitescape Category code	2	Religious but NOT Evang HHLDS	467
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.73%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	19
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.14%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	741
Population Pattern	10000-0-2500	NOT Evangelical NOT Interested PERCENT	43.99%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.12%	Low Education County	True
Mainstay Community	6%	Low Employment County	True
Working Community	2.2%	Persistent Poverty County	True
Country Community	0.53%	Population Loss County	False
Aspiring Community	5.17%	Nonmetro Recreation County	False
Urban Community	85.99%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	39.75	Racial Diversity Index	59.68
Ancestry Diversity Index	2.75	Diversity Composite Index	3.59
Foreign Born Diversity Index	9.59	Population Density Index	17.94

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

IICM
SITESCAPE
8



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01017954000	Total Households in 3 mi Ring	1,272
CT Centroid Latitude	32.87760	Active Evangelical HHLDS	223
CT Centroid Longitude	-85.44316	Active Evangelical PERCENT	17.55%
City Location	Lafayette	Unreached HHLDS	896
County Location	Chambers	Unreached Percent	70.46%
Sitescape Category code	1	Religious but NOT Evang HHLDS	368
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	28.93%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	42
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	3.33%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	523
Population Pattern	2500-10000-2500	NOT Evangelical NOT Interested PERCENT	41.13%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0.86%	Low Employment County	False
Working Community	0.31%	Persistent Poverty County	False
Country Community	1.65%	Population Loss County	True
Aspiring Community	39.31%	Nonmetro Recreation County	False
Urban Community	57.78%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.05	Racial Diversity Index	51.57
Ancestry Diversity Index	10.19	Diversity Composite Index	8.25
Foreign Born Diversity Index	70.38	Population Density Index	3.34

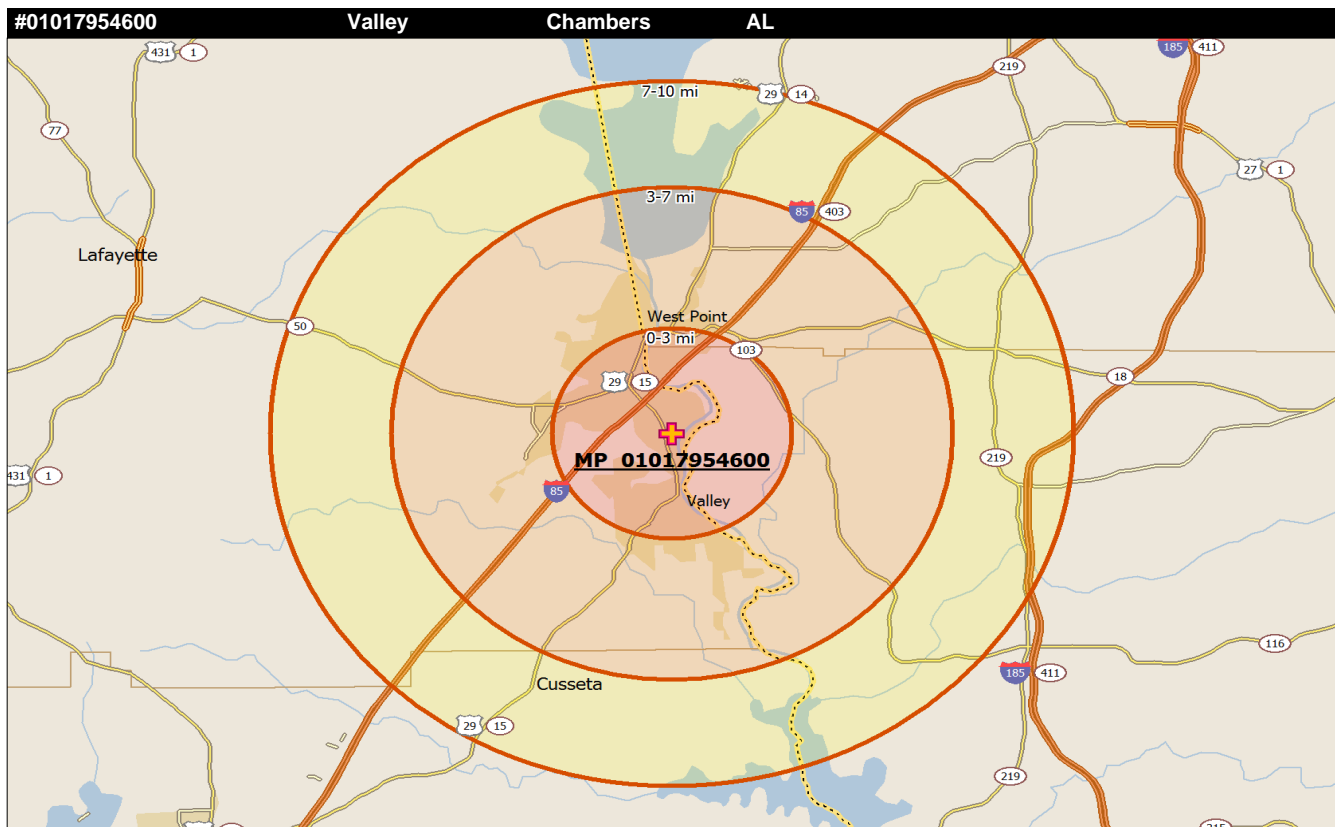
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

IICM
SITESCAPE
9



8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01017954600	Total Households in 3 mi Ring	7,143
CT Centroid Latitude	32.83483	Active Evangelical HHLDS	1,355
CT Centroid Longitude	-85.17331	Active Evangelical PERCENT	18.97%
City Location	Valley	Unreached HHLDS	4,869
County Location	Chambers	Unreached Percent	68.17%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,590
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	22.26%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	454
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	6.35%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,979
Population Pattern	50000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.71%

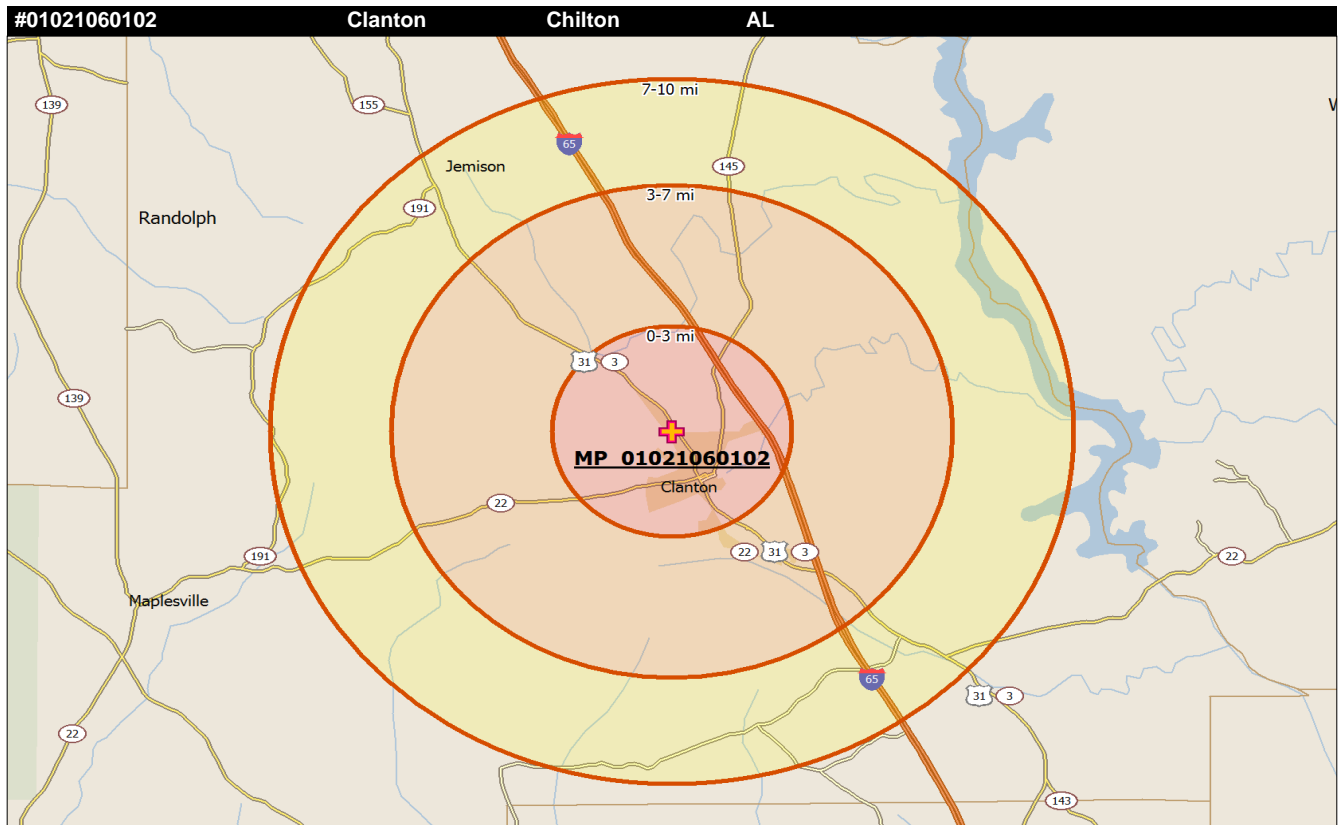
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	8.44%	Low Education County	True
Mainstay Community	3.37%	Low Employment County	False
Working Community	26.47%	Persistent Poverty County	False
Country Community	6.86%	Population Loss County	True
Aspiring Community	15.61%	Nonmetro Recreation County	False
Urban Community	39.26%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.95	Racial Diversity Index	63.30
Ancestry Diversity Index	16.52	Diversity Composite Index	14.10
Foreign Born Diversity Index	69.79	Population Density Index	27.23

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01021060102	Total Households in 3 mi Ring	3,270
CT Centroid Latitude	32.85957	Active Evangelical HHLDS	669
CT Centroid Longitude	-86.64323	Active Evangelical PERCENT	20.46%
City Location	Clanton	Unreached HHLDS	2,144
County Location	Chilton	Unreached Percent	65.55%
Sitescape Category code	2	Religious but NOT Evang HHLDS	558
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17.08%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	303
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.28%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,313
Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	40.14%

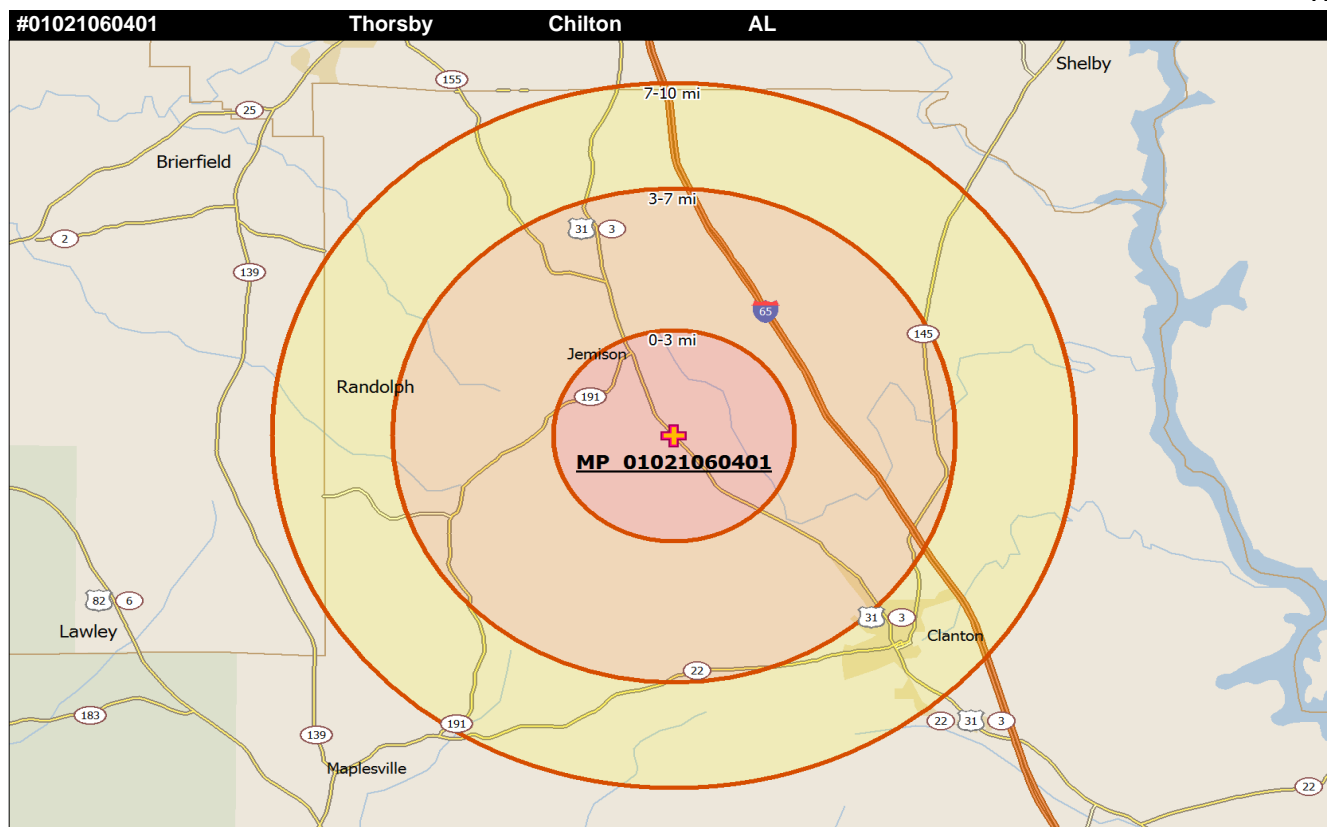
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.17%	Low Education County	True
Mainstay Community	9.14%	Low Employment County	False
Working Community	39.6%	Persistent Poverty County	False
Country Community	20.61%	Population Loss County	False
Aspiring Community	7.25%	Nonmetro Recreation County	False
Urban Community	21.13%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.14	Racial Diversity Index	45.56
Ancestry Diversity Index	39.82	Diversity Composite Index	11.43
Foreign Born Diversity Index	20.83	Population Density Index	18.71

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01021060401	Total Households in 3 mi Ring	2,107
CT Centroid Latitude	32.92689	Active Evangelical HHLDS	517
CT Centroid Longitude	-86.72637	Active Evangelical PERCENT	24.54%
City Location	Thorsby	Unreached HHLDS	1,238
County Location	Chilton	Unreached Percent	58.75%
Sitescape Category code	2	Religious but NOT Evang HHLDS	261
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	12.39%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	171
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.12%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	806
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38.28%

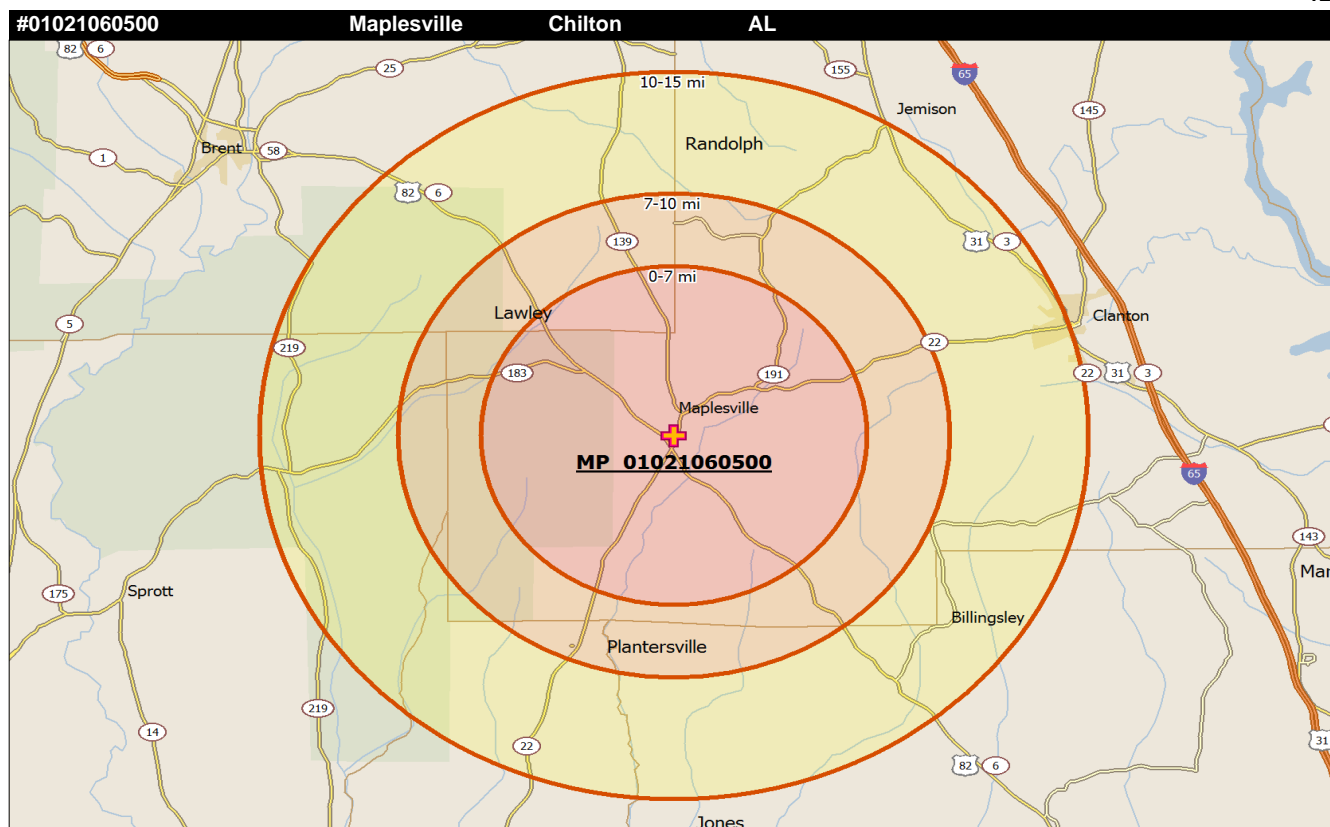
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.37%	Low Education County	True
Mainstay Community	19.89%	Low Employment County	False
Working Community	26.86%	Persistent Poverty County	False
Country Community	33.98%	Population Loss County	False
Aspiring Community	7.5%	Nonmetro Recreation County	False
Urban Community	8.35%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	29.37	Racial Diversity Index	34.00
Ancestry Diversity Index	41.79	Diversity Composite Index	9.95
Foreign Born Diversity Index	3.30	Population Density Index	15.67

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01021060500	Total Households in 3 mi Ring	507
CT Centroid Latitude	32.77467	Active Evangelical HHLDS	127
CT Centroid Longitude	-86.87682	Active Evangelical PERCENT	25.13%
City Location	Maplesville	Unreached HHLDS	291
County Location	Chilton	Unreached Percent	57.42%
Sitescape Category code	1	Religious but NOT Evang HHLDS	72
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.12%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	34
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	6.68%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	189
Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	37.25%

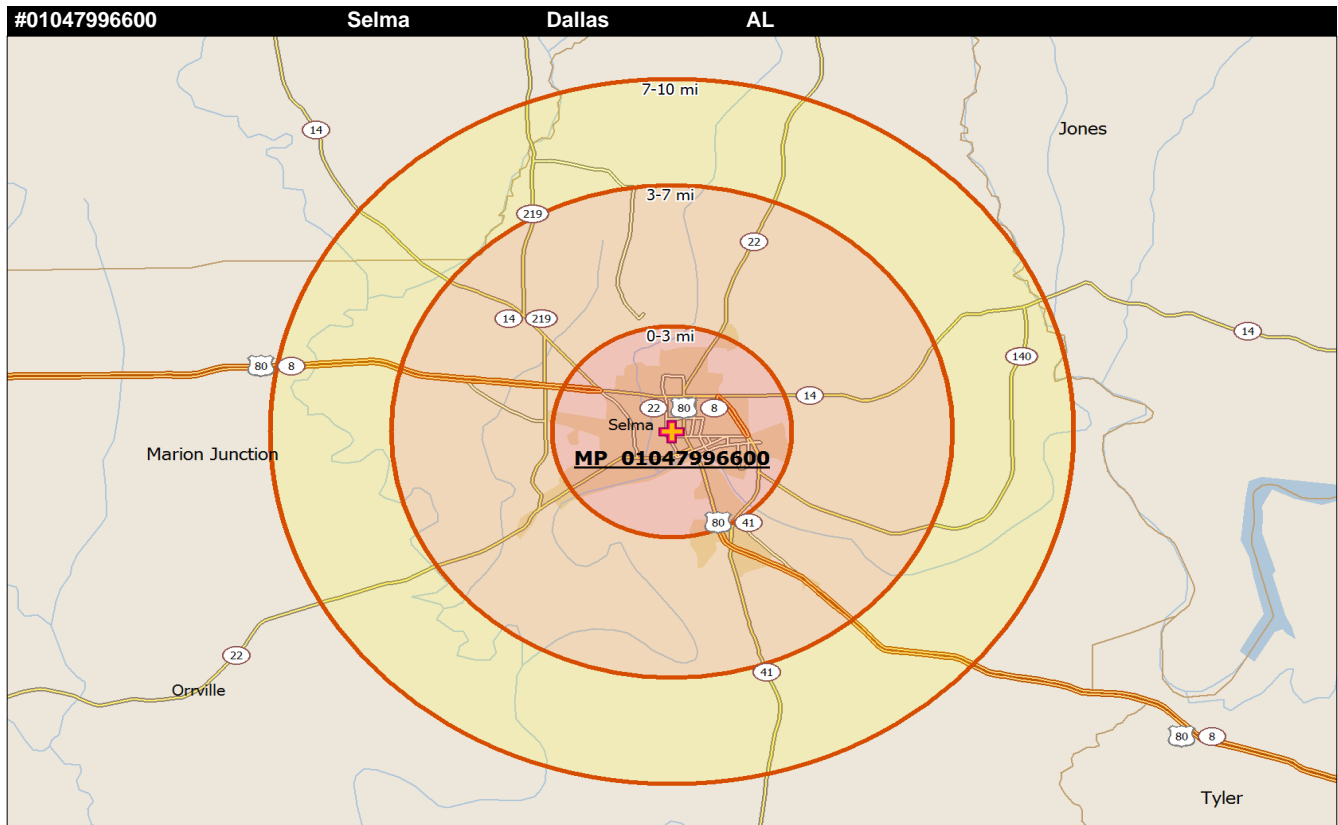
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.54%	Low Education County	True
Mainstay Community	0.79%	Low Employment County	False
Working Community	28.4%	Persistent Poverty County	False
Country Community	49.11%	Population Loss County	False
Aspiring Community	1.38%	Nonmetro Recreation County	False
Urban Community	15.38%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.61	Racial Diversity Index	44.70
Ancestry Diversity Index	30.69	Diversity Composite Index	4.72
Foreign Born Diversity Index	15.11	Population Density Index	3.62

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01047996600	Total Households in 3 mi Ring	8,339
	CT Centroid Latitude	32.41680	Active Evangelical HHLDS	2,099
	CT Centroid Longitude	-87.02936	Active Evangelical PERCENT	25.17%
	City Location	Selma	Unreached HHLDS	5,762
	County Location	Dallas	Unreached Percent	69.1%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	2,291
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	27.47%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	265
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	3.17%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,470
	Population Pattern	50000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.61%

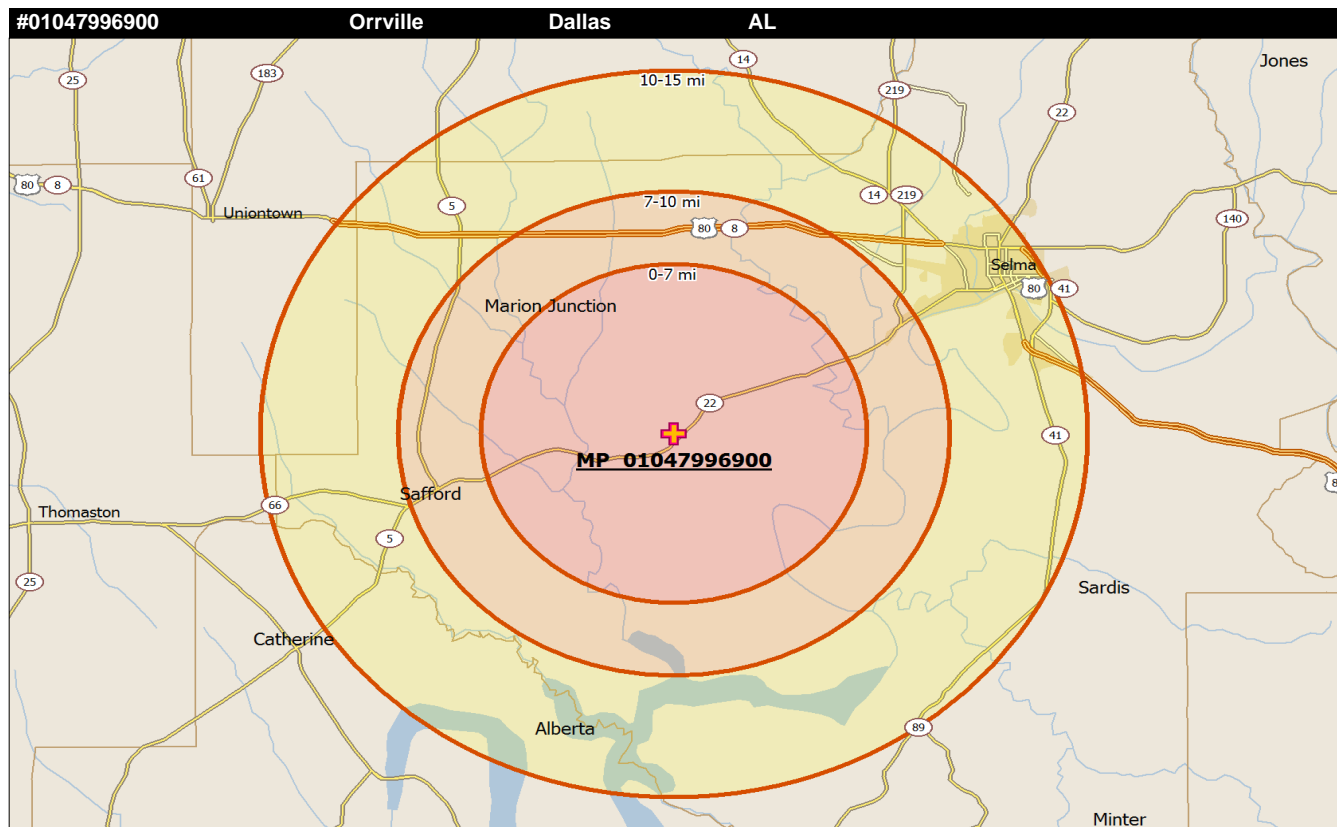
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.6%	Low Education County	False
Mainstay Community	2.77%	Low Employment County	True
Working Community	2.52%	Persistent Poverty County	True
Country Community	4.37%	Population Loss County	True
Aspiring Community	14.35%	Nonmetro Recreation County	False
Urban Community	69.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.45	Racial Diversity Index	52.21
Ancestry Diversity Index	6.77	Diversity Composite Index	10.29
Foreign Born Diversity Index	71.54	Population Density Index	30.86

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01047996900	Total Households in 3 mi Ring	472
CT Centroid Latitude	32.32025	Active Evangelical HHLDS	121
CT Centroid Longitude	-87.22585	Active Evangelical PERCENT	25.59%
City Location	Orrville	Unreached HHLDS	324
County Location	Dallas	Unreached Percent	68.61%
Sitescape Category code	1	Religious but NOT Evang HHLDS	136
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	28.76%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	5
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	1%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	206
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	43.7%

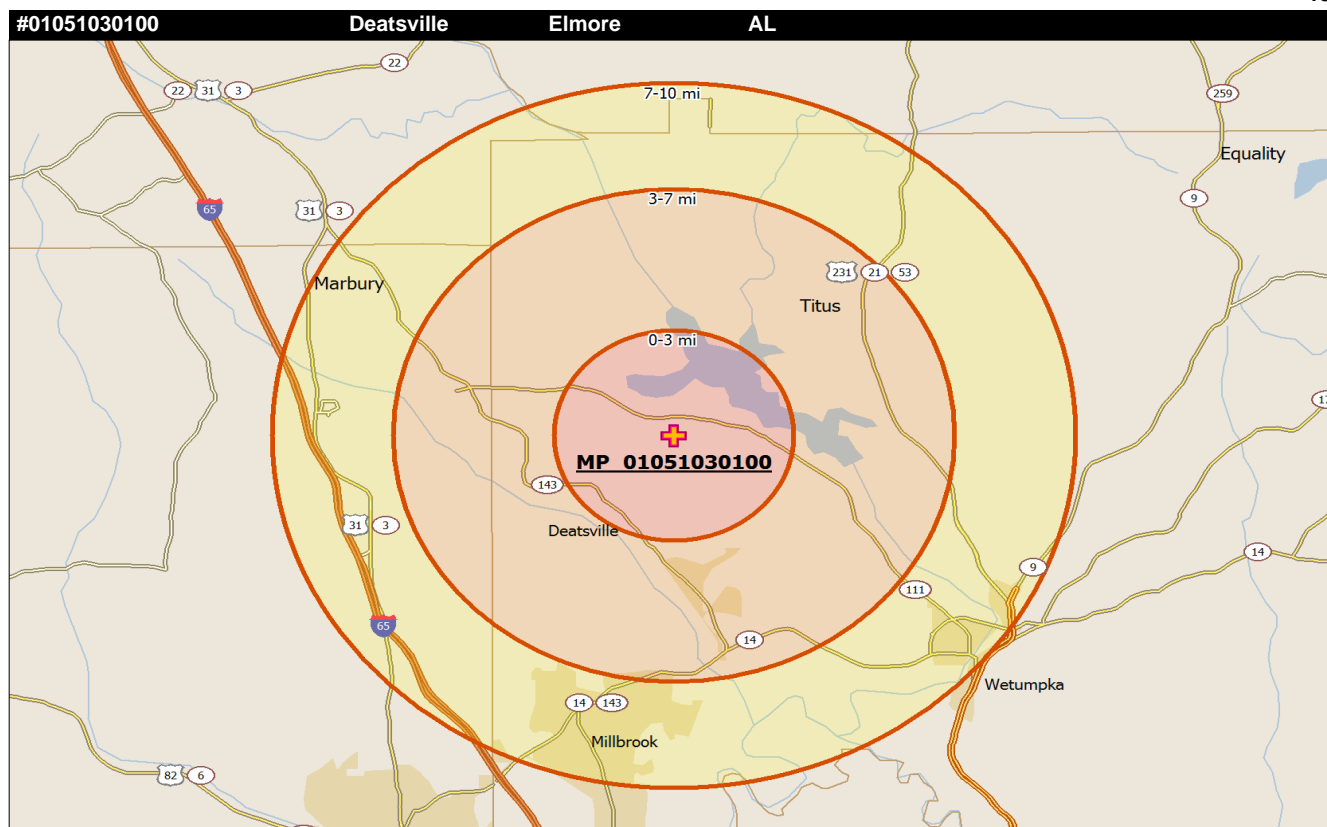
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0%	Low Employment County	True
Working Community	0.64%	Persistent Poverty County	True
Country Community	0%	Population Loss County	True
Aspiring Community	12.71%	Nonmetro Recreation County	False
Urban Community	86.65%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.50	Racial Diversity Index	40.94
Ancestry Diversity Index	5.09	Diversity Composite Index	6.13
Foreign Born Diversity Index	75.62	Population Density Index	1.23

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



14	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01051030100	Total Households in 3 mi Ring	1,517
	CT Centroid Latitude	32.62917	Active Evangelical HHLDS	310
	CT Centroid Longitude	-86.33464	Active Evangelical PERCENT	20.40%
	City Location	Deatsville	Unreached HHLDS	996
	County Location	Elmore	Unreached Percent	65.68%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	218
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.35%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	194
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.77%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	586
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38.65%

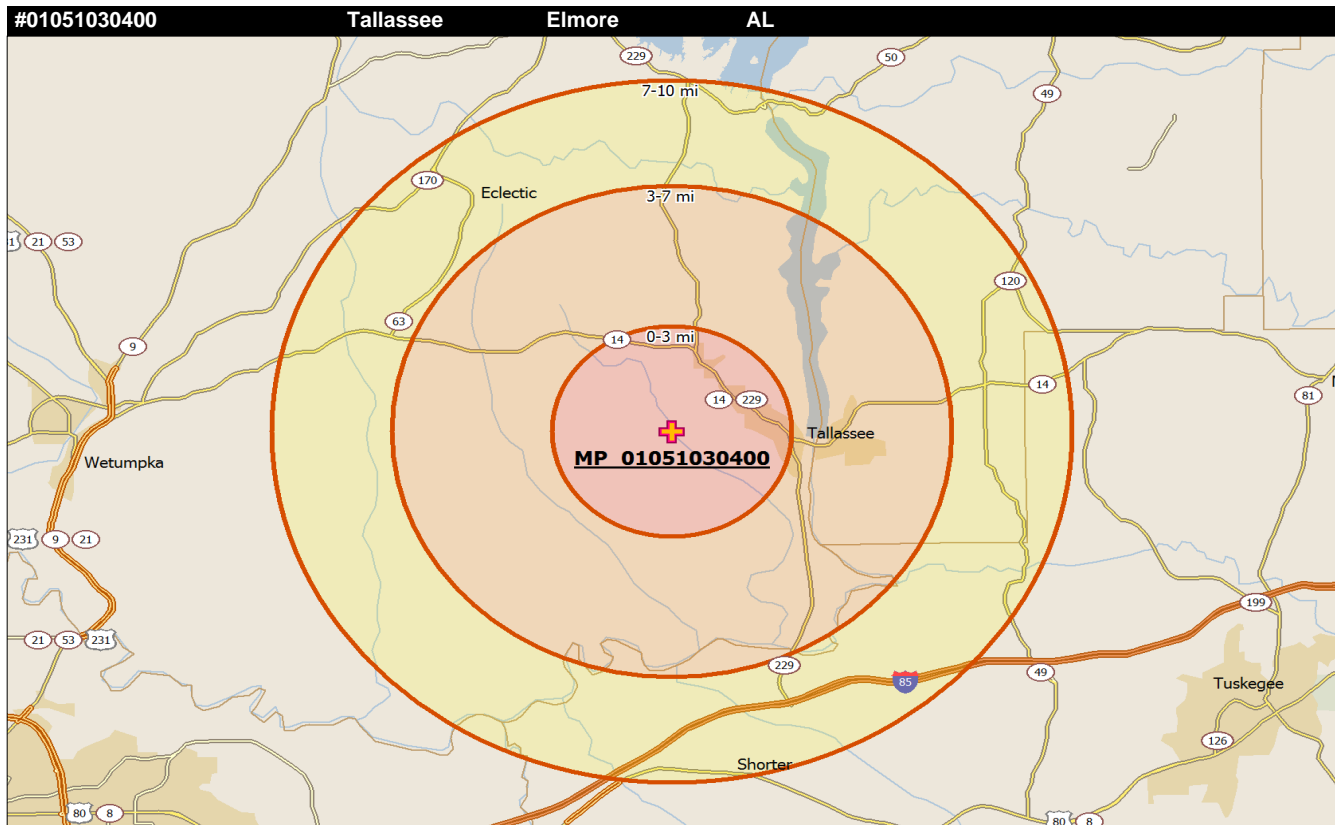
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	14.96%	Low Education County	False
Mainstay Community	35%	Low Employment County	False
Working Community	10.28%	Persistent Poverty County	False
Country Community	31.97%	Population Loss County	False
Aspiring Community	5.34%	Nonmetro Recreation County	False
Urban Community	2.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.54	Racial Diversity Index	9.54
Ancestry Diversity Index	47.00	Diversity Composite Index	10.25
Foreign Born Diversity Index	14.32	Population Density Index	8.96

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01051030400	Total Households in 3 mi Ring	1,634
CT Centroid Latitude	32.53978	Active Evangelical HHLDS	322
CT Centroid Longitude	-85.94954	Active Evangelical PERCENT	19.70%
City Location	Tallassee	Unreached HHLDS	1,094
County Location	Elmore	Unreached Percent	66.93%
Sitescape Category code	2	Religious but NOT Evang HHLDS	303
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	18.57%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	151
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.22%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	653
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.96%

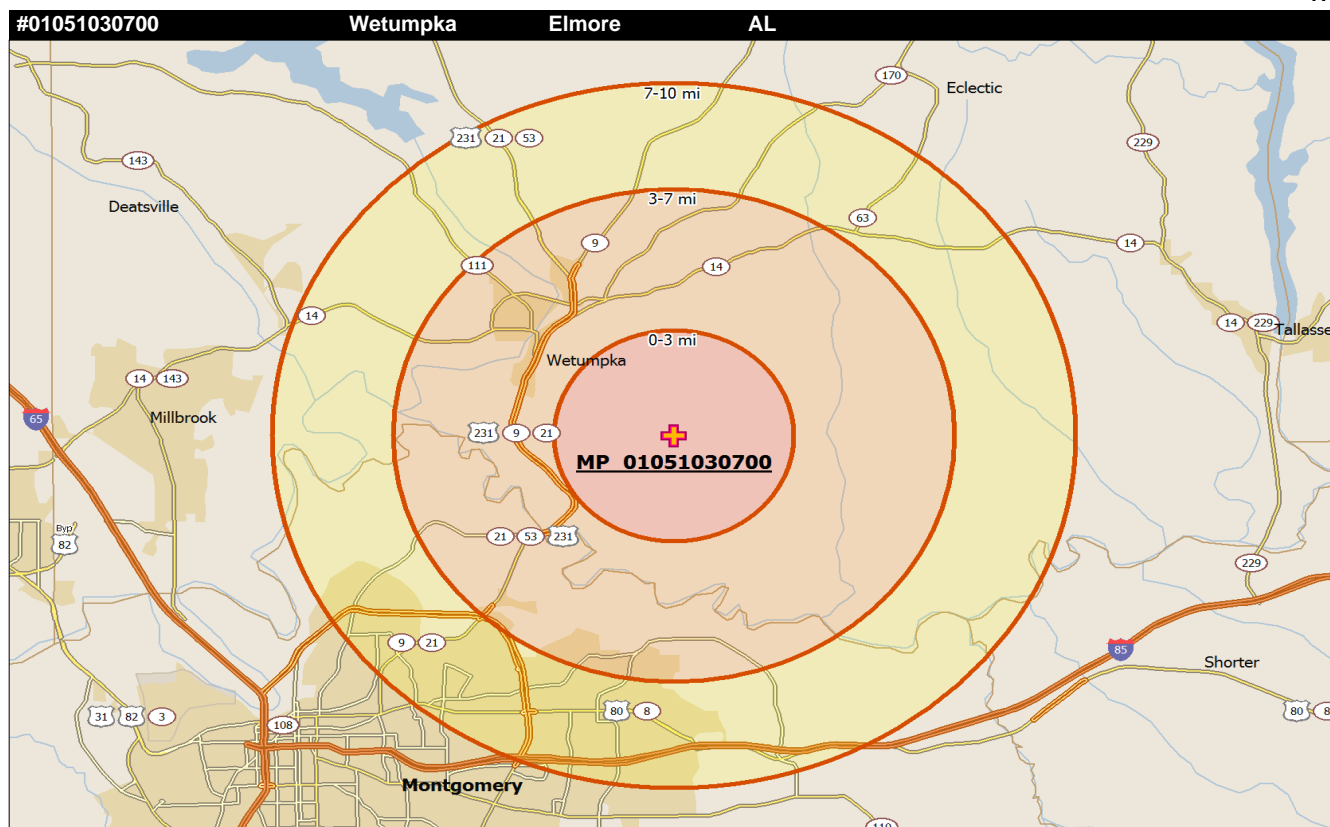
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	6.24%	Low Education County	False
Mainstay Community	4.9%	Low Employment County	False
Working Community	41.68%	Persistent Poverty County	False
Country Community	11.32%	Population Loss County	False
Aspiring Community	11.38%	Nonmetro Recreation County	False
Urban Community	24.48%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.57	Racial Diversity Index	43.03
Ancestry Diversity Index	26.86	Diversity Composite Index	10.44
Foreign Born Diversity Index	53.98	Population Density Index	13.03

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



16 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01051030700	Total Households in 3 mi Ring	1,730
CT Centroid Latitude	32.49557	Active Evangelical HHLDS	333
CT Centroid Longitude	-86.14740	Active Evangelical PERCENT	19.28%
City Location	Wetumpka	Unreached HHLDS	1,170
County Location	Elmore	Unreached Percent	67.64%
Sitescape Category code	2	Religious but NOT Evang HHLDS	273
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.79%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	183
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.57%
Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	715
Population Pattern	10000-10000-100000	NOT Evangelical NOT Interested PERCENT	41.36%

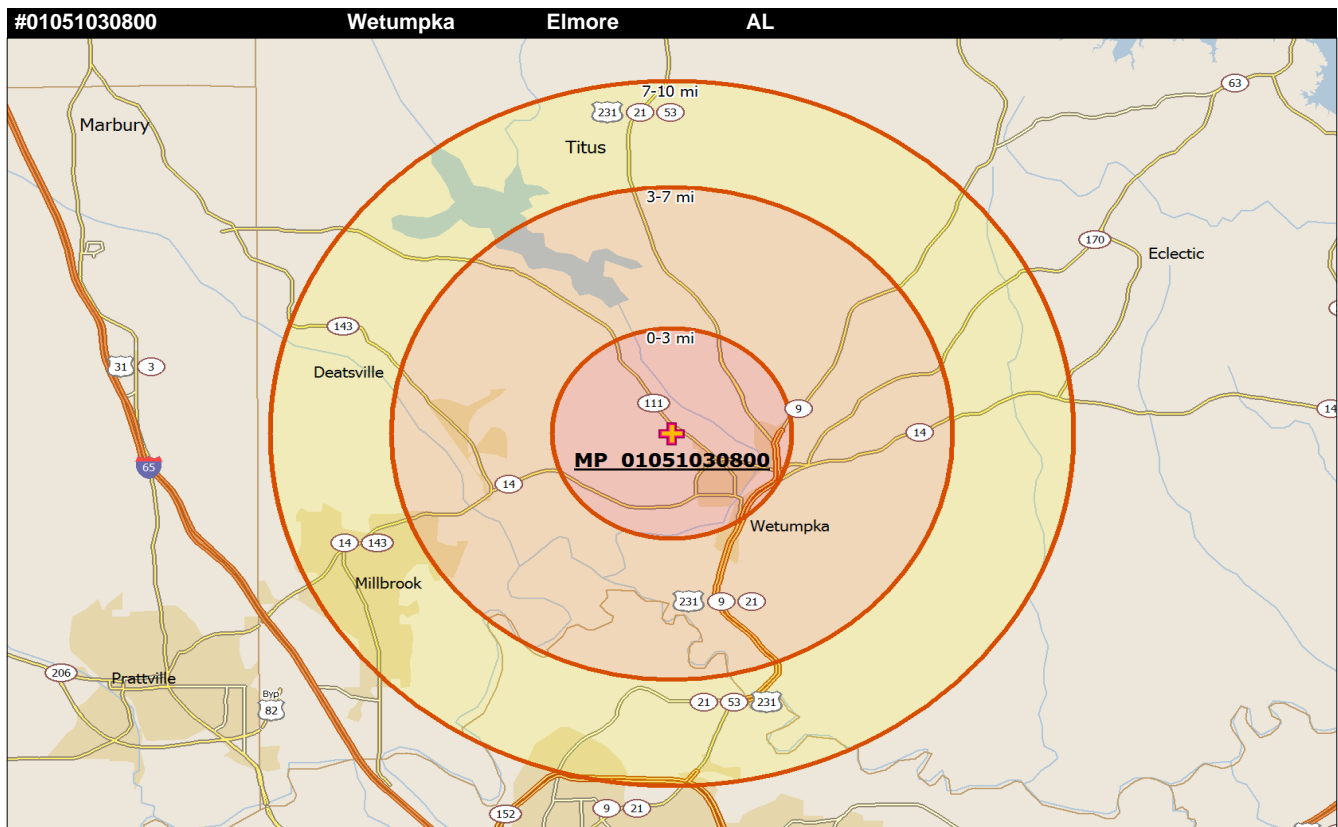
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	53.58%	Low Education County	False
Mainstay Community	30.52%	Low Employment County	False
Working Community	11.56%	Persistent Poverty County	False
Country Community	0.17%	Population Loss County	False
Aspiring Community	2.72%	Nonmetro Recreation County	False
Urban Community	1.45%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.14	Racial Diversity Index	20.96
Ancestry Diversity Index	70.28	Diversity Composite Index	25.78
Foreign Born Diversity Index	54.72	Population Density Index	21.26

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

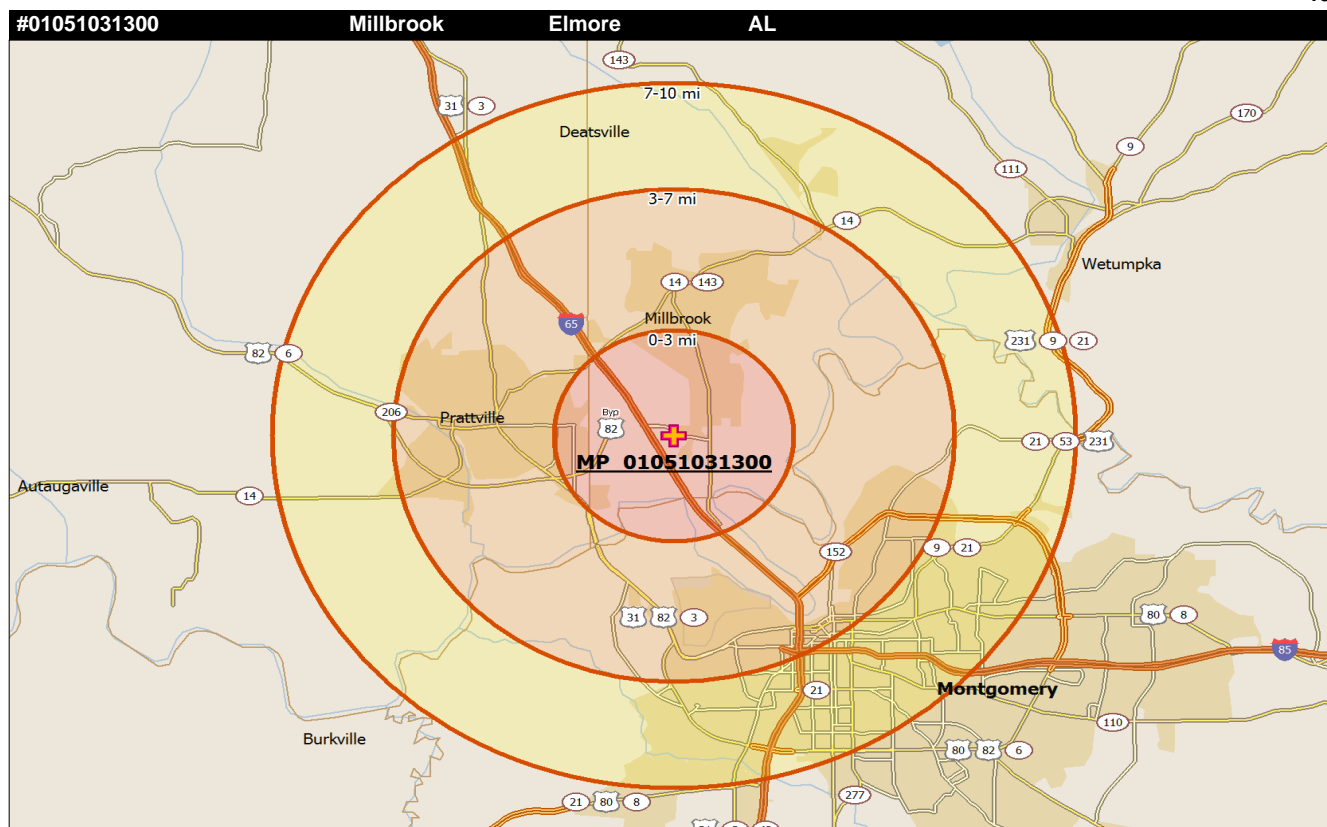
www.iicm.net



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01051030800	Total Households in 3 mi Ring	1,933
CT Centroid Latitude	32.56458	Active Evangelical HHLDS	348
CT Centroid Longitude	-86.23516	Active Evangelical PERCENT	18.02%
City Location	Wetumpka	Unreached HHLDS	1,348
County Location	Elmore	Unreached Percent	69.74%
Sitescape Category code	2	Religious but NOT Evang HHLDS	450
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	23.28%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	149
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.68%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	760
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.33%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.62%	Low Education County	False
Mainstay Community	8.95%	Low Employment County	False
Working Community	18.73%	Persistent Poverty County	False
Country Community	8.23%	Population Loss County	False
Aspiring Community	40.87%	Nonmetro Recreation County	False
Urban Community	19.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.62	Racial Diversity Index	58.63
Ancestry Diversity Index	18.24	Diversity Composite Index	11.38
Foreign Born Diversity Index	0.00	Population Density Index	17.64



18	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01051031300	Total Households in 3 mi Ring	4,467
	CT Centroid Latitude	32.45625	Active Evangelical HHLDS	853
	CT Centroid Longitude	-86.37546	Active Evangelical PERCENT	19.10%
	City Location	Millbrook	Unreached HHLDS	3,035
	County Location	Elmore	Unreached Percent	67.93%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	804
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	18%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	488
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.93%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	1,747
	Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	39.11%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	31.09%	Low Education County	False
Mainstay Community	19.61%	Low Employment County	False
Working Community	18.42%	Persistent Poverty County	False
Country Community	6.4%	Population Loss County	False
Aspiring Community	13.39%	Nonmetro Recreation County	False
Urban Community	11.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.45	Racial Diversity Index	37.40
Ancestry Diversity Index	42.40	Diversity Composite Index	21.42
Foreign Born Diversity Index	51.59	Population Density Index	26.33

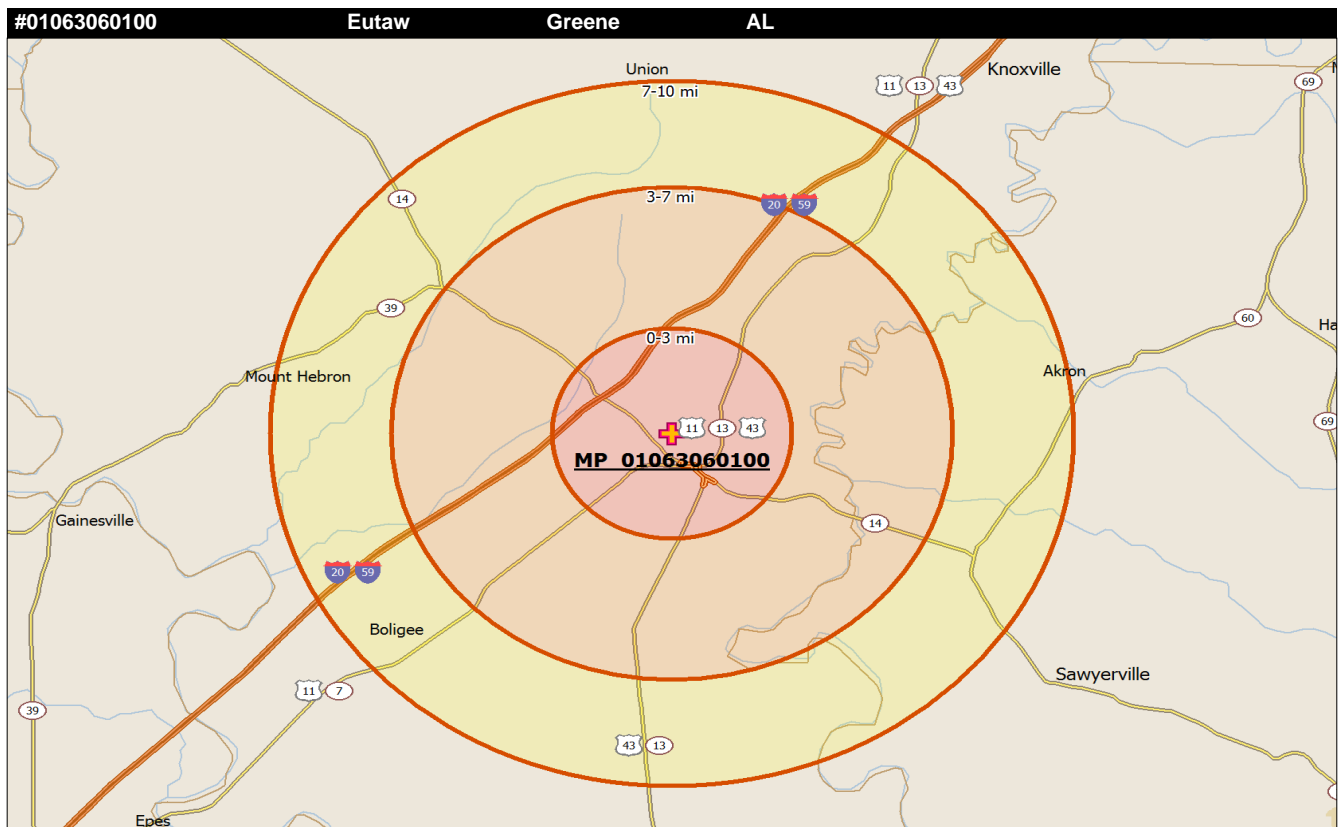
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

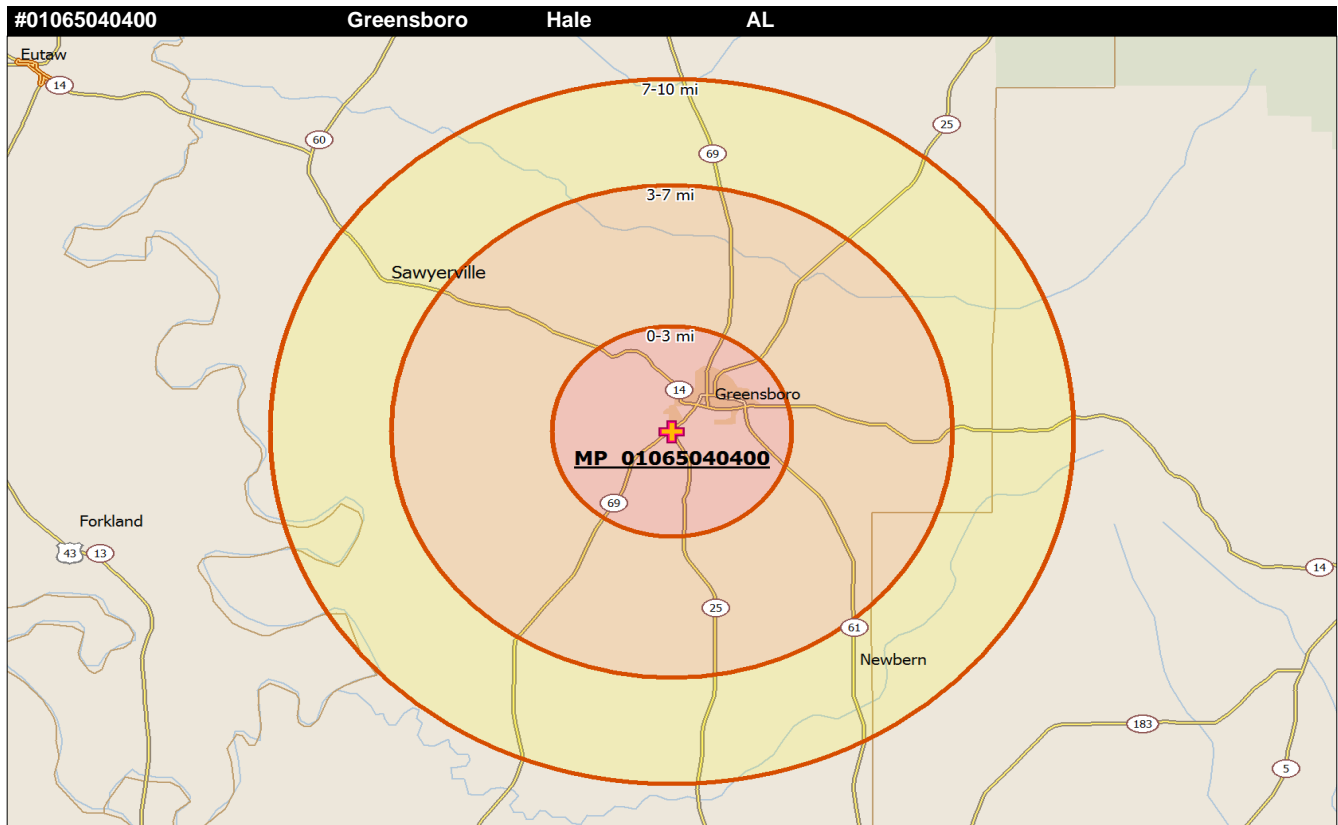
IICM
SITESCAPE
20



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01063060100	Total Households in 3 mi Ring	1,232
CT Centroid Latitude	32.85378	Active Evangelical HHLDS	264
CT Centroid Longitude	-87.89395	Active Evangelical PERCENT	21.41%
City Location	Eutaw	Unreached HHLDS	865
County Location	Greene	Unreached Percent	70.23%
Sitescape Category code	2	Religious but NOT Evang HHLDS	342
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.74%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	45
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.63%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	512
Population Pattern	10000-0-2500	NOT Evangelical NOT Interested PERCENT	41.54%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.32%	Low Education County	True
Mainstay Community	6.66%	Low Employment County	True
Working Community	1.7%	Persistent Poverty County	True
Country Community	0.89%	Population Loss County	True
Aspiring Community	40.1%	Nonmetro Recreation County	False
Urban Community	50.24%	Retirement Destination County	False

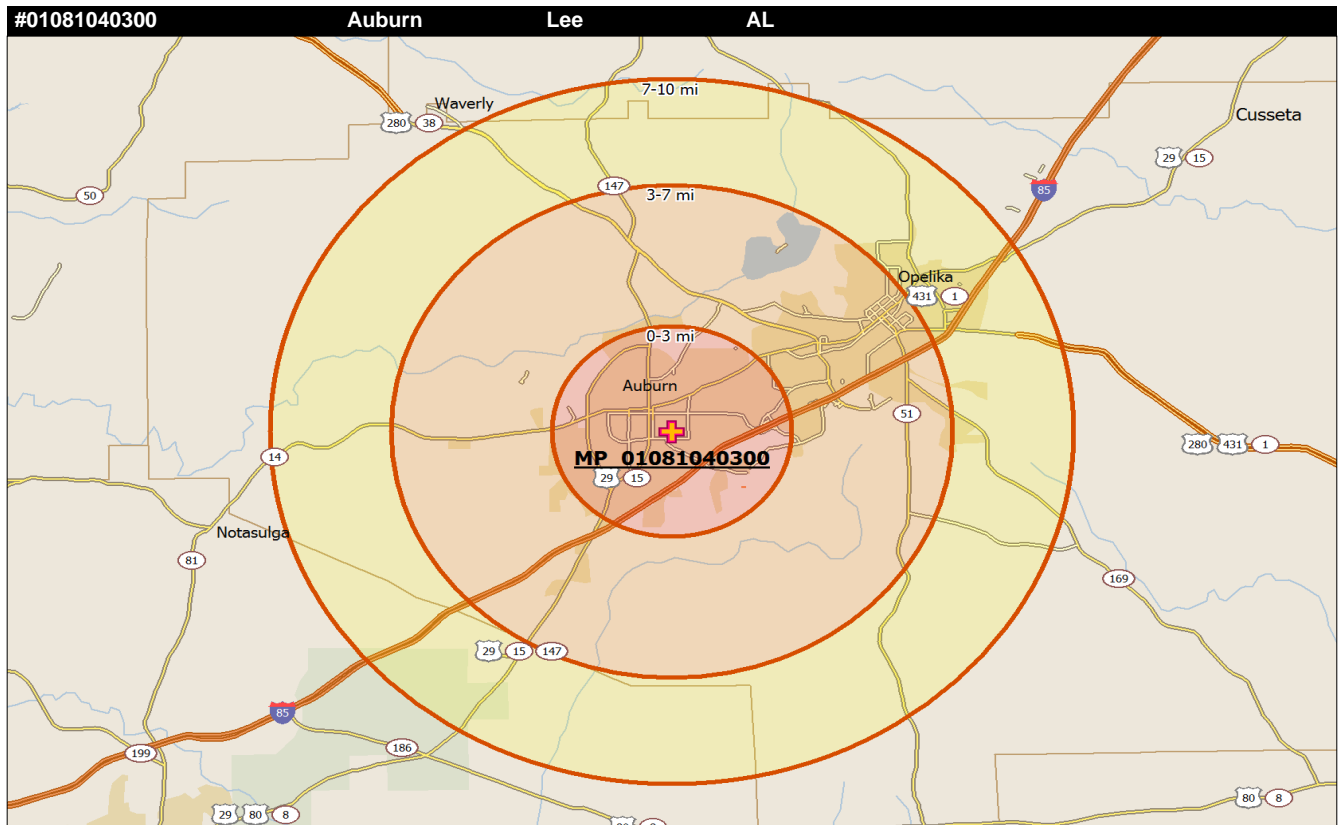
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.74	Racial Diversity Index	42.27
Ancestry Diversity Index	4.51	Diversity Composite Index	0.96
Foreign Born Diversity Index	17.82	Population Density Index	11.43



20	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01065040400	Total Households in 3 mi Ring	2,004
	CT Centroid Latitude	32.68913	Active Evangelical HHLDS	410
	CT Centroid Longitude	-87.61055	Active Evangelical PERCENT	20.44%
	City Location	Greensboro	Unreached HHLDS	1,382
	County Location	Hale	Unreached Percent	68.95%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	580
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.93%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	27
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.33%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	864
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	43.1%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.5%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0.65%	Population Loss County	False
Aspiring Community	16.97%	Nonmetro Recreation County	False
Urban Community	81.89%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.19	Racial Diversity Index	52.24
Ancestry Diversity Index	6.39	Diversity Composite Index	4.07
Foreign Born Diversity Index	13.70	Population Density Index	14.29



21	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01081040300	Total Households in 3 mi Ring	22,413
	CT Centroid Latitude	32.60156	Active Evangelical HHLDS	2,994
	CT Centroid Longitude	-85.47181	Active Evangelical PERCENT	13.36%
	City Location	Auburn	Unreached HHLDS	16,046
	County Location	Lee	Unreached Percent	71.59%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	5,722
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	25.53%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	2,357
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	10.51%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	7,994
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	35.67%

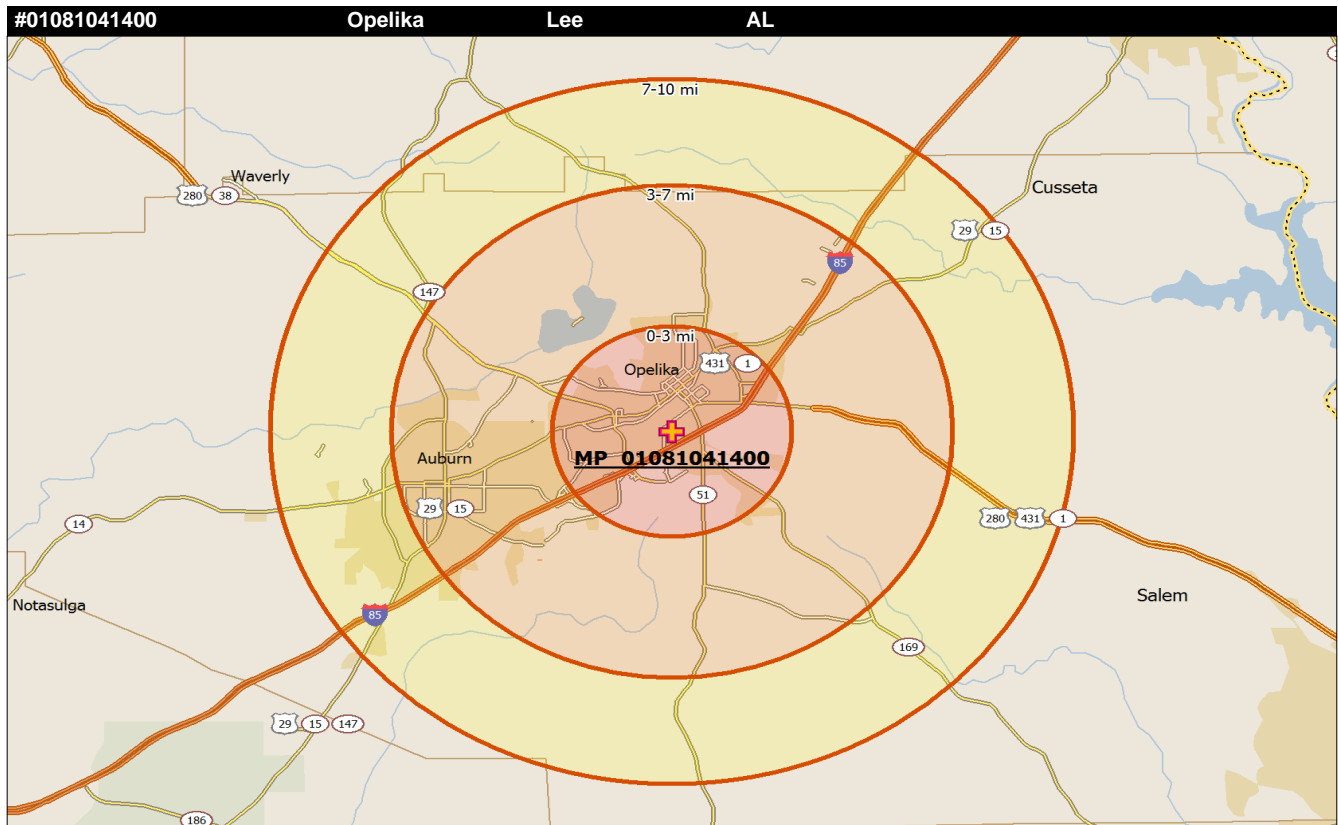
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.4%	Low Education County	False
Mainstay Community	3.33%	Low Employment County	False
Working Community	3.75%	Persistent Poverty County	True
Country Community	5.25%	Population Loss County	False
Aspiring Community	11.17%	Nonmetro Recreation County	False
Urban Community	58.11%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	41.56	Racial Diversity Index	47.15
Ancestry Diversity Index	62.75	Diversity Composite Index	45.33
Foreign Born Diversity Index	65.27	Population Density Index	41.44

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



22	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01081041400	Total Households in 3 mi Ring	8,884
	CT Centroid Latitude	32.63158	Active Evangelical HHLDS	1,278
	CT Centroid Longitude	-85.38457	Active Evangelical PERCENT	14.39%
	City Location	Opelika	Unreached HHLDS	6,162
	County Location	Lee	Unreached Percent	69.36%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	2,078
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	23.39%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	654
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	7.36%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,498
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.37%

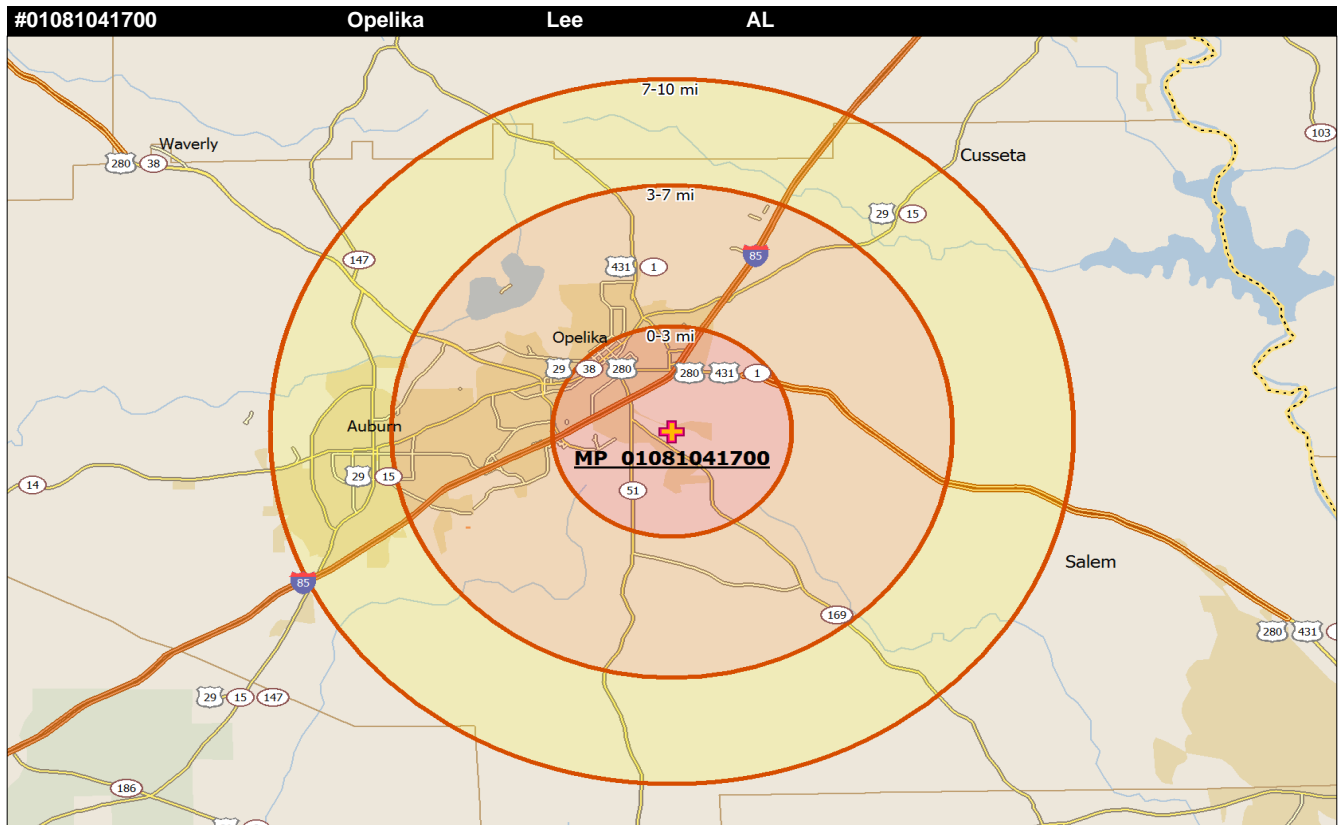
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	26.14%	Low Education County	False
Mainstay Community	4.63%	Low Employment County	False
Working Community	10.48%	Persistent Poverty County	True
Country Community	5.61%	Population Loss County	False
Aspiring Community	17.15%	Nonmetro Recreation County	False
Urban Community	35.96%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.87	Racial Diversity Index	65.85
Ancestry Diversity Index	20.49	Diversity Composite Index	22.81
Foreign Born Diversity Index	60.07	Population Density Index	30.42

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



23	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01081041700	Total Households in 3 mi Ring	2,840
	CT Centroid Latitude	32.61823	Active Evangelical HHLDS	427
	CT Centroid Longitude	-85.35397	Active Evangelical PERCENT	15.05%
	City Location	Opelika	Unreached HHLDS	1,933
	County Location	Lee	Unreached Percent	68.07%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	677
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	23.83%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	171
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	6.01%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,113
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.19%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.99%	Low Education County	False
Mainstay Community	11.9%	Low Employment County	False
Working Community	12.61%	Persistent Poverty County	True
Country Community	15.21%	Population Loss County	False
Aspiring Community	21.41%	Nonmetro Recreation County	False
Urban Community	37.96%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.74	Racial Diversity Index	65.61
Ancestry Diversity Index	10.36	Diversity Composite Index	27.50
Foreign Born Diversity Index	35.67	Population Density Index	26.32

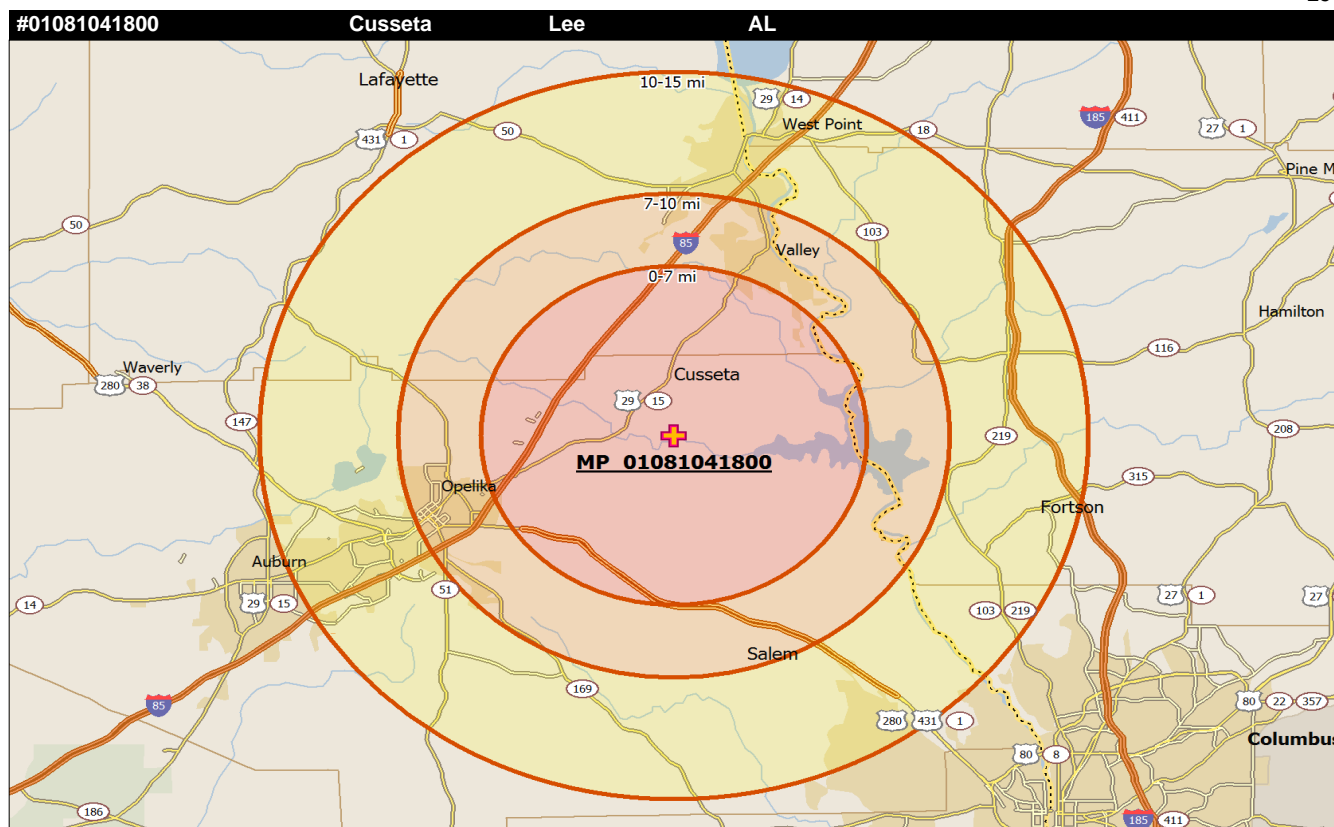
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

IICM
SITESCAPE
25



24	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01081041800	Total Households in 3 mi Ring	1,501
	CT Centroid Latitude	32.69727	Active Evangelical HHLDS	253
	CT Centroid Longitude	-85.22936	Active Evangelical PERCENT	16.83%
	City Location	Cusseta	Unreached HHLDS	963
	County Location	Lee	Unreached Percent	64.14%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	228
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.22%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	156
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	10.4%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	581
	Population Pattern	2500-10000-50000	NOT Evangelical NOT Interested PERCENT	38.69%

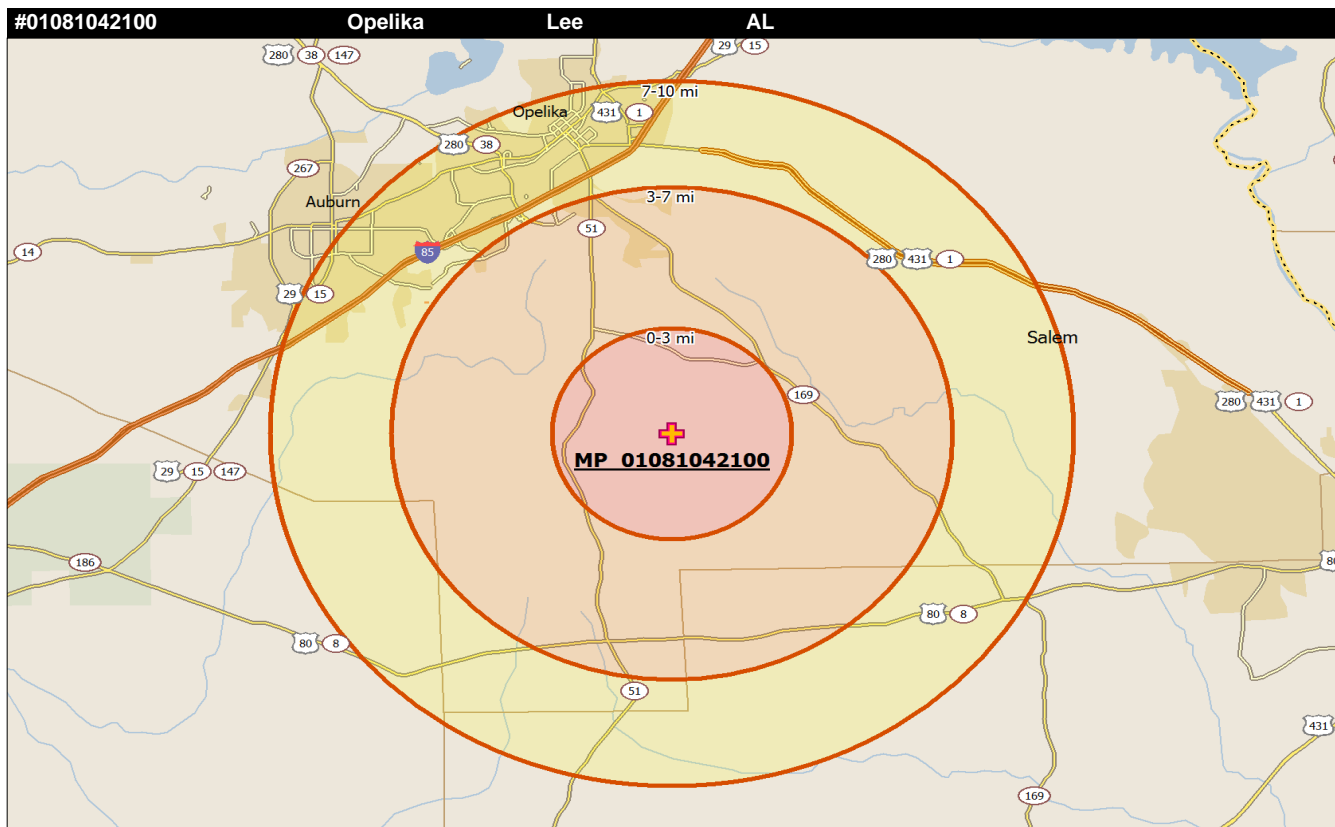
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.92%	Low Education County	False
Mainstay Community	9.13%	Low Employment County	False
Working Community	24.38%	Persistent Poverty County	True
Country Community	28.38%	Population Loss County	False
Aspiring Community	7.79%	Nonmetro Recreation County	False
Urban Community	16.32%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.88	Racial Diversity Index	44.14
Ancestry Diversity Index	39.38	Diversity Composite Index	10.86
Foreign Born Diversity Index	11.38	Population Density Index	6.98

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



25	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01081042100	Total Households in 3 mi Ring	1,514
	CT Centroid Latitude	32.52467	Active Evangelical HHLDS	251
	CT Centroid Longitude	-85.33685	Active Evangelical PERCENT	16.56%
	City Location	Opelika	Unreached HHLDS	980
	County Location	Lee	Unreached Percent	64.72%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	264
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17.42%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	148
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.79%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	571
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37.69%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.89%	Low Education County	False
Mainstay Community	24.31%	Low Employment County	False
Working Community	11.62%	Persistent Poverty County	True
Country Community	29.66%	Population Loss County	False
Aspiring Community	9.25%	Nonmetro Recreation County	False
Urban Community	20.21%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.56	Racial Diversity Index	50.45
Ancestry Diversity Index	25.38	Diversity Composite Index	24.85
Foreign Born Diversity Index	44.18	Population Density Index	13.89

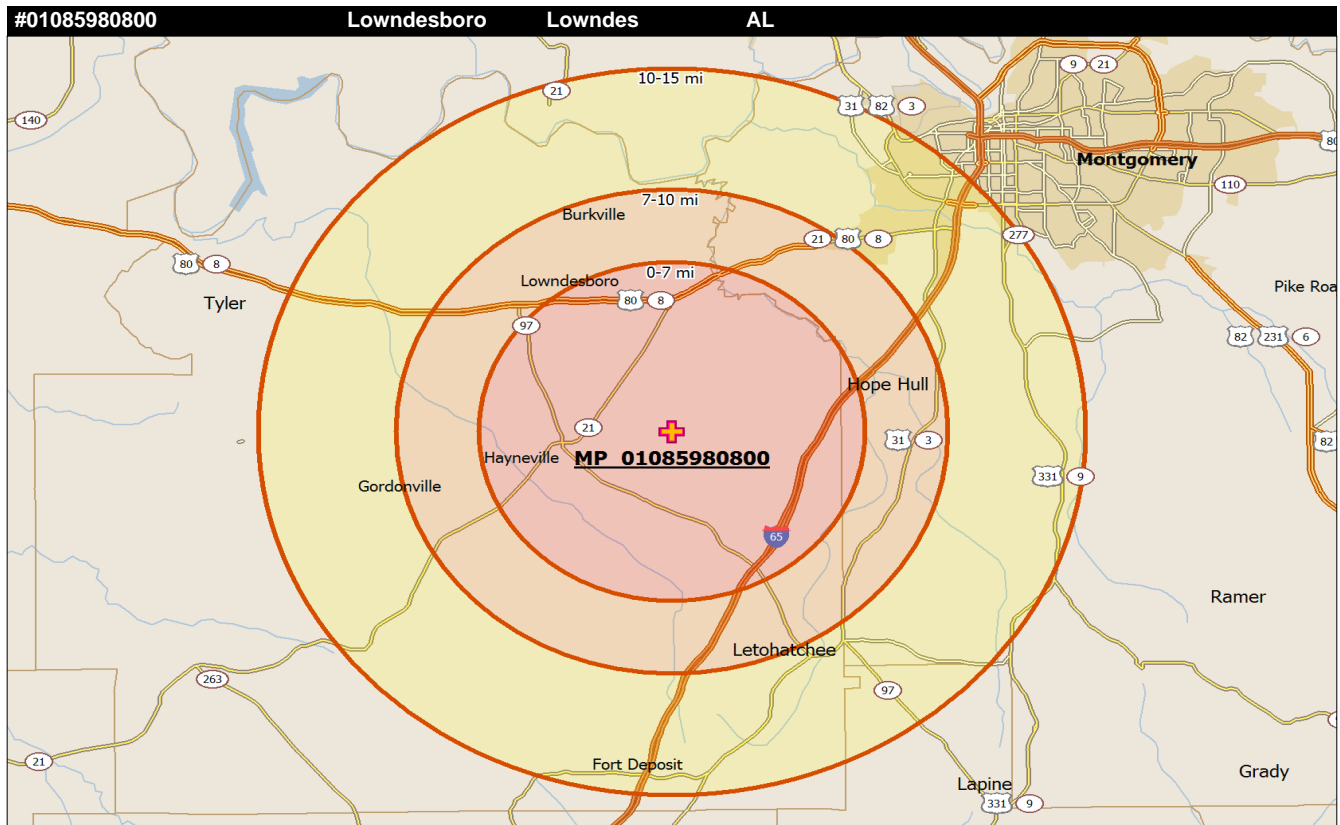
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

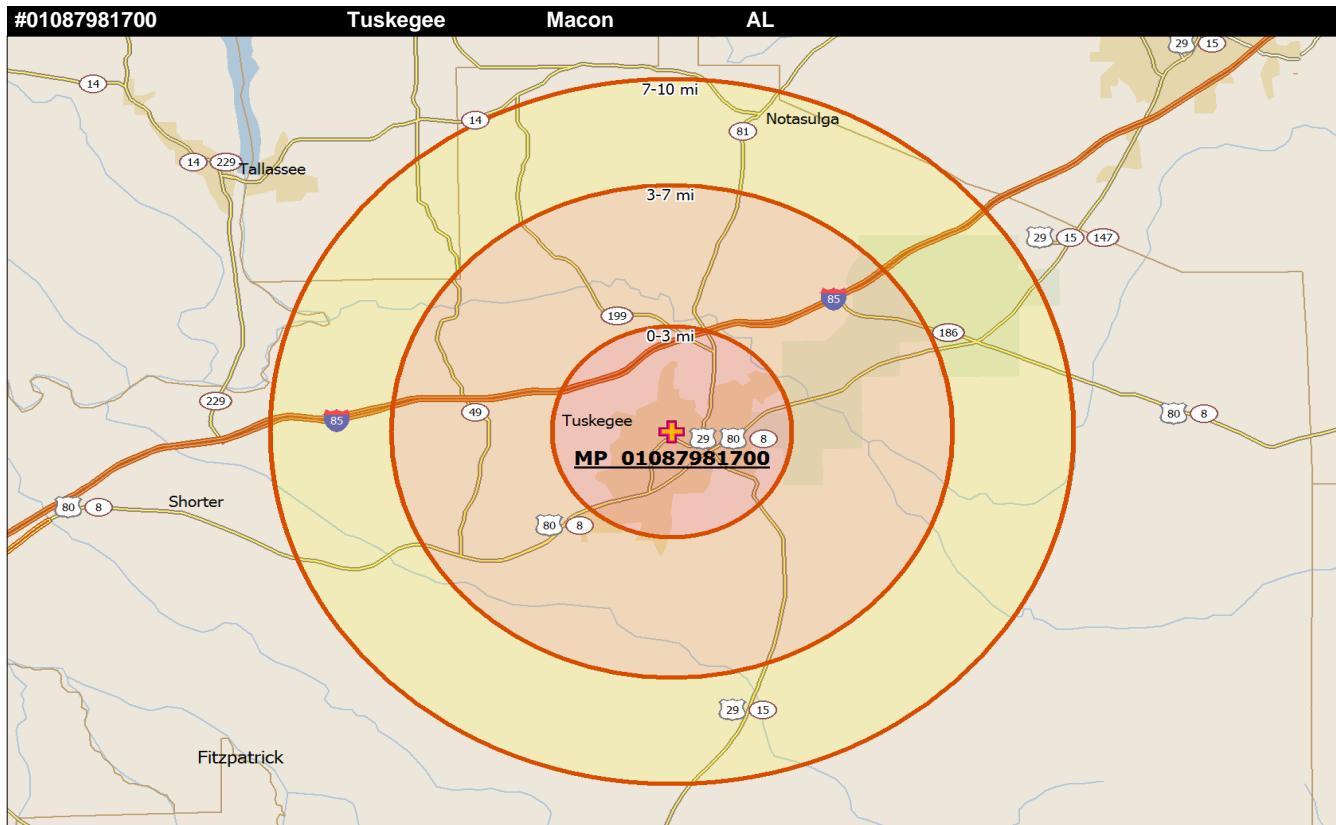
IICM
SITESCAPE
27



26	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01085980800	Total Households in 3 mi Ring	250
	CT Centroid Latitude	32.19069	Active Evangelical HHLDS	57
	CT Centroid Longitude	-86.51283	Active Evangelical PERCENT	22.99%
	City Location	Lowndesboro	Unreached HHLDS	179
	County Location	Lowndes	Unreached Percent	71.8%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	73
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	29.09%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	12
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	4.61%
	Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	99
	Population Pattern	0-10000-2500	NOT Evangelical NOT Interested PERCENT	39.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0.8%	Population Loss County	False
Aspiring Community	60.8%	Nonmetro Recreation County	False
Urban Community	38.4%	Retirement Destination County	False

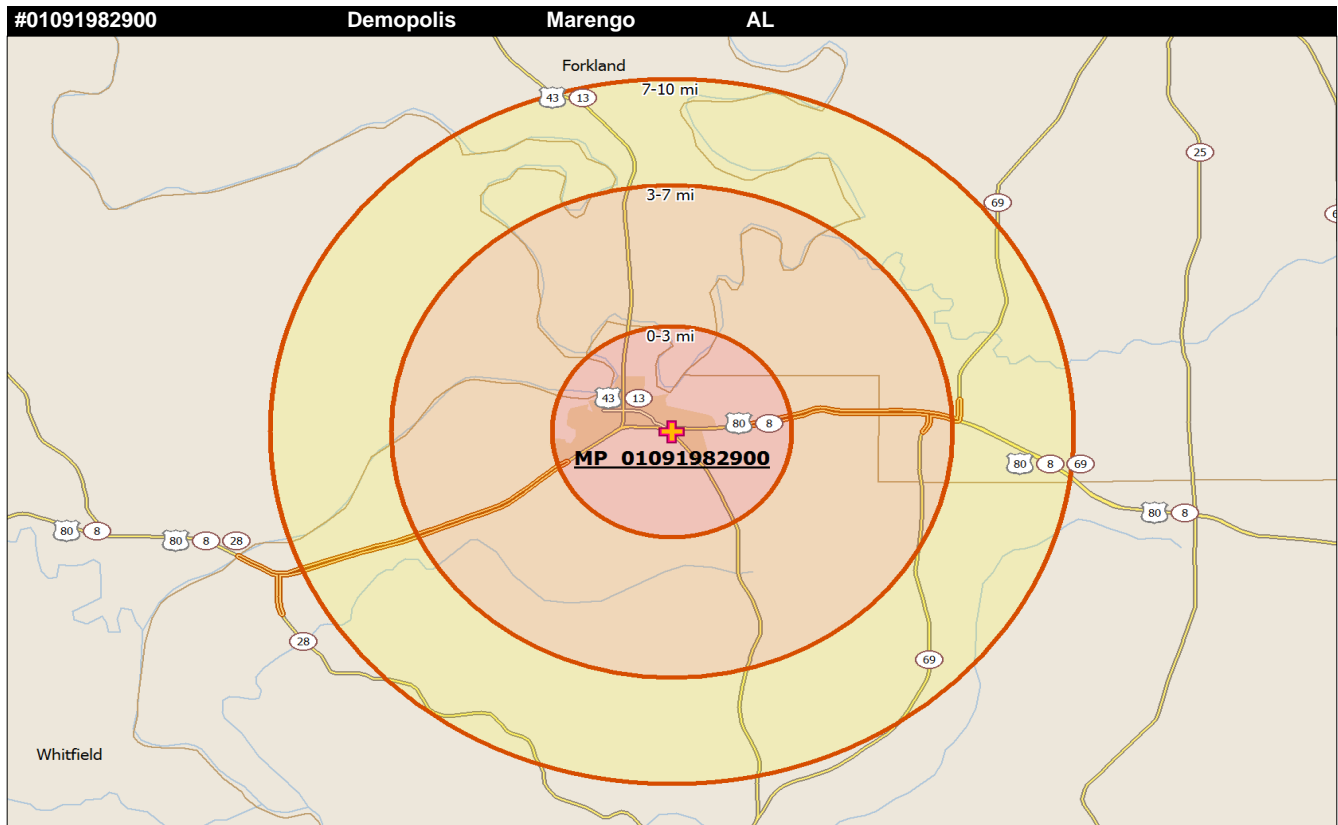
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	0.55
Foreign Born Diversity Index	0.00	Population Density Index	0.00



27	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01087981700	Total Households in 3 mi Ring	3,921
	CT Centroid Latitude	32.43132	Active Evangelical HHLDS	1,140
	CT Centroid Longitude	-85.70677	Active Evangelical PERCENT	29.09%
	City Location	Tuskegee	Unreached HHLDS	2,708
	County Location	Macon	Unreached Percent	69.07%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	1,105
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	28.19%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	72
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	1.85%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,700
	Population Pattern	50000-0-10000	NOT Evangelical NOT Interested PERCENT	43.36%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.31%	Low Employment County	True
Working Community	1.89%	Persistent Poverty County	True
Country Community	0.33%	Population Loss County	True
Aspiring Community	15.46%	Nonmetro Recreation County	False
Urban Community	82.02%	Retirement Destination County	False

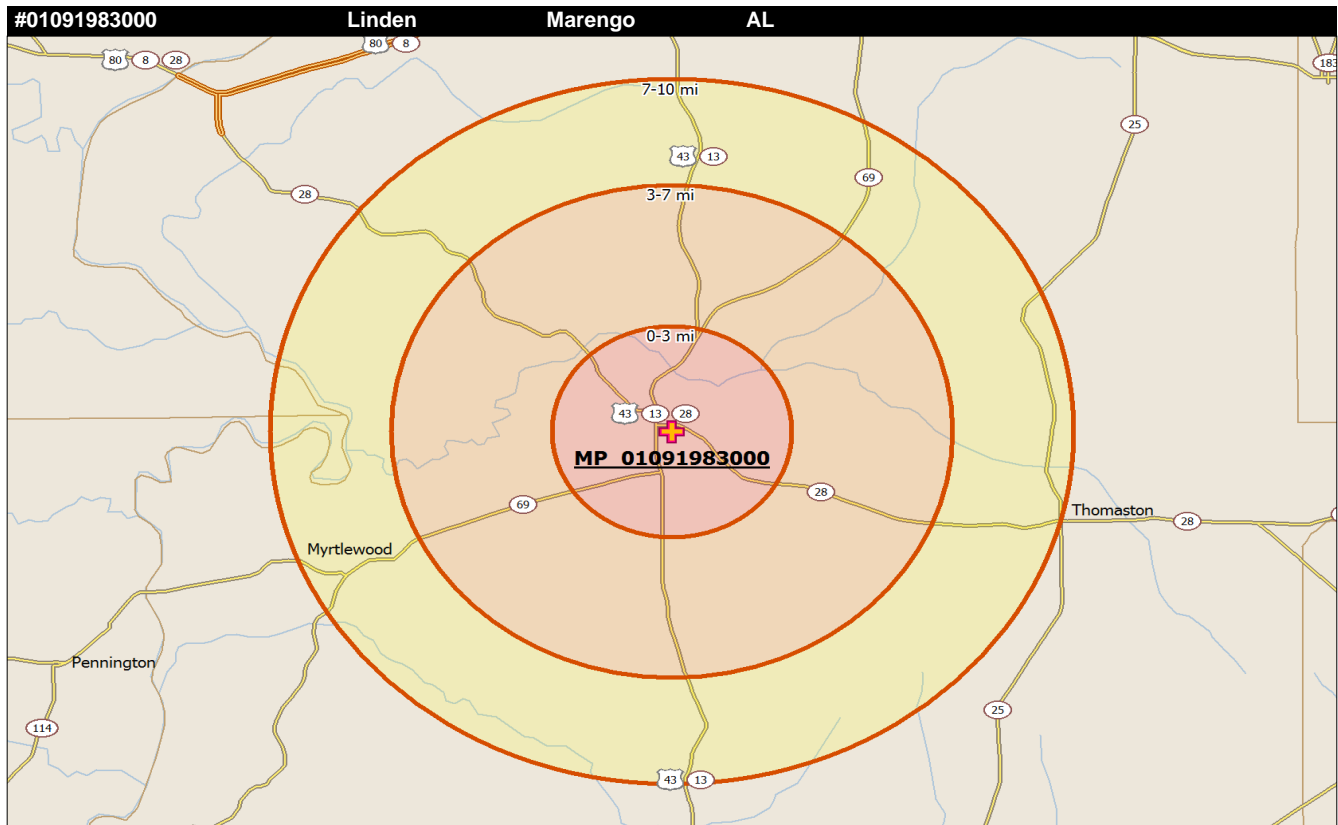
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	29.58	Racial Diversity Index	14.93
Ancestry Diversity Index	0.94	Diversity Composite Index	4.00
Foreign Born Diversity Index	52.43	Population Density Index	25.29



28	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01091982900	Total Households in 3 mi Ring	2,873
	CT Centroid Latitude	32.50156	Active Evangelical HHLDS	794
	CT Centroid Longitude	-87.81680	Active Evangelical PERCENT	27.63%
	City Location	Demopolis	Unreached HHLDS	2,001
	County Location	Marengo	Unreached Percent	69.64%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	717
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	24.95%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	171
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.96%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	1,168
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	40.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.41%	Low Education County	False
Mainstay Community	7.94%	Low Employment County	True
Working Community	2.68%	Persistent Poverty County	True
Country Community	3.27%	Population Loss County	True
Aspiring Community	15.87%	Nonmetro Recreation County	False
Urban Community	48.87%	Retirement Destination County	False

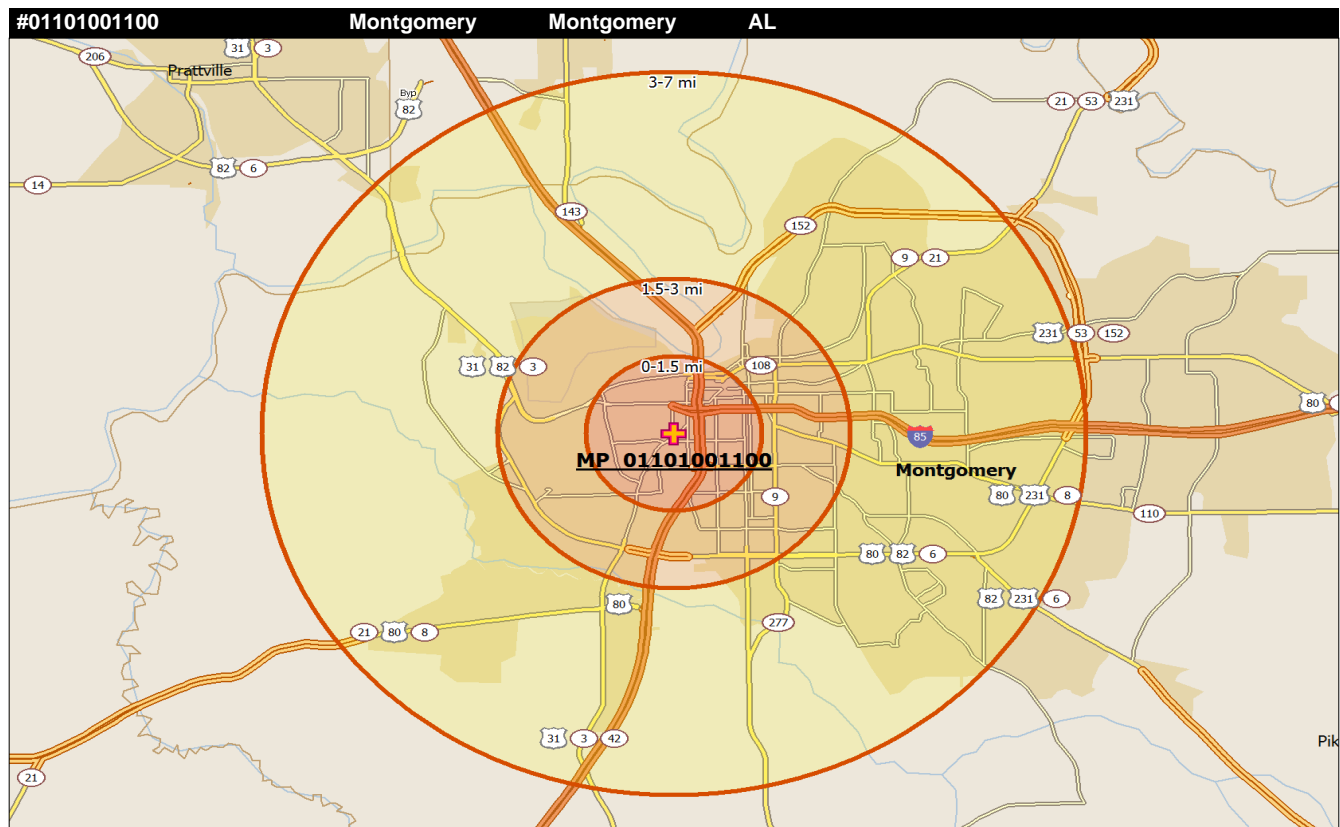
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	9.27	Racial Diversity Index	67.00
Ancestry Diversity Index	12.10	Diversity Composite Index	6.61
Foreign Born Diversity Index	11.64	Population Density Index	19.04



29	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01091983000	Total Households in 3 mi Ring	1,030
	CT Centroid Latitude	32.30358	Active Evangelical HHLDS	270
	CT Centroid Longitude	-87.79108	Active Evangelical PERCENT	26.21%
	City Location	Linden	Unreached HHLDS	733
	County Location	Marengo	Unreached Percent	71.17%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	289
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.1%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	50
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	4.81%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	414
	Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.19%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.68%	Low Education County	False
Mainstay Community	0.58%	Low Employment County	True
Working Community	7.86%	Persistent Poverty County	True
Country Community	0.68%	Population Loss County	True
Aspiring Community	48.74%	Nonmetro Recreation County	False
Urban Community	41.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	11.11	Racial Diversity Index	66.11
Ancestry Diversity Index	9.14	Diversity Composite Index	7.45
Foreign Born Diversity Index	6.82	Population Density Index	8.57



30	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01101001100	Total Households in 3 mi Ring	17,033
	CT Centroid Latitude	32.36087	Active Evangelical HHLDS	3,713
	CT Centroid Longitude	-86.32904	Active Evangelical PERCENT	21.80%
	City Location	Montgomery	Unreached HHLDS	12,098
	County Location	Montgomery	Unreached Percent	71.02%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,051
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	29.65%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	703
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	4.13%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	6,601
	Population Pattern	100000-250000-100000	NOT Evangelical NOT Interested PERCENT	38.75%

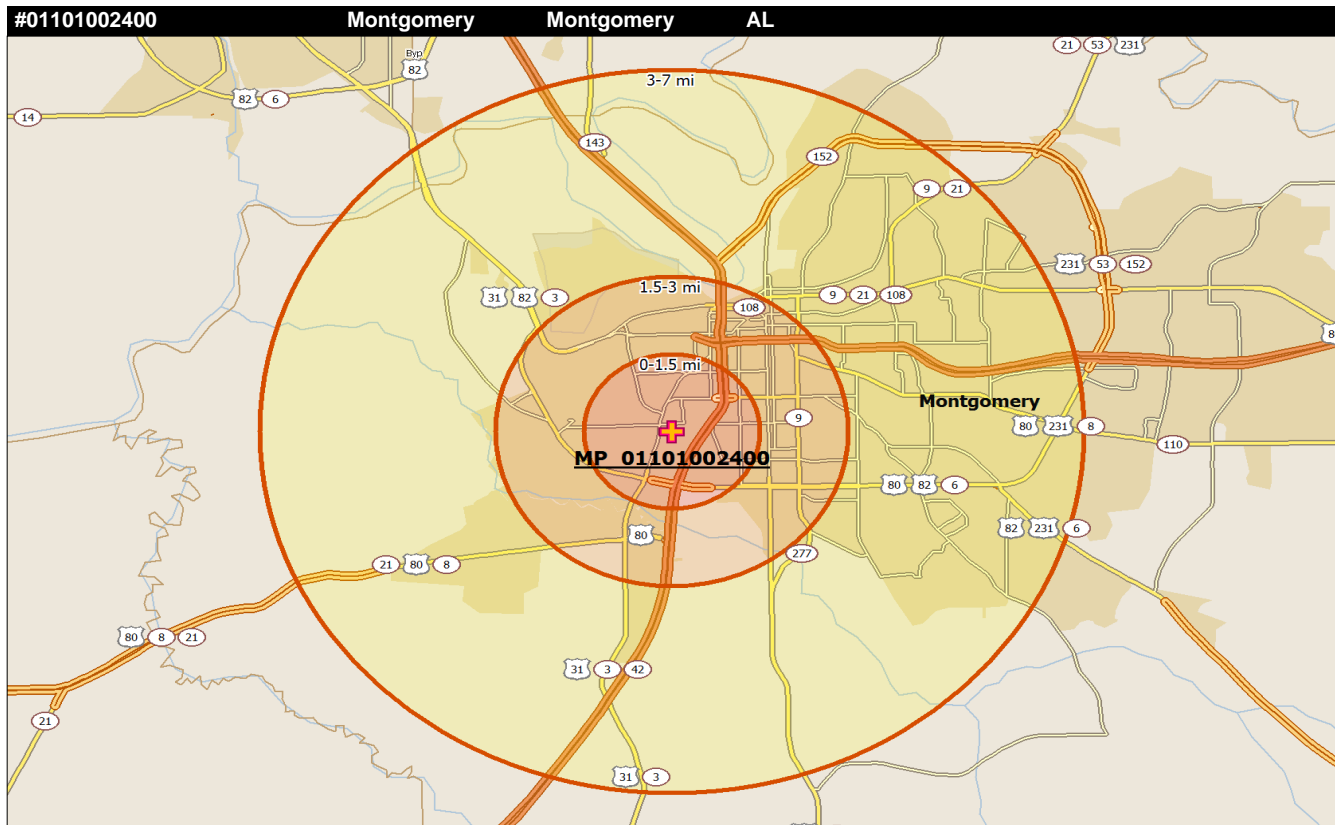
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.83%	Low Education County	False
Mainstay Community	1.74%	Low Employment County	False
Working Community	3.09%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	15.59%	Nonmetro Recreation County	False
Urban Community	75.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.25	Racial Diversity Index	42.91
Ancestry Diversity Index	6.74	Diversity Composite Index	18.07
Foreign Born Diversity Index	57.61	Population Density Index	49.72

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



31	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01101002400	Total Households in 3 mi Ring	17,459
	CT Centroid Latitude	32.34206	Active Evangelical HHLDS	3,817
	CT Centroid Longitude	-86.33620	Active Evangelical PERCENT	21.86%
	City Location	Montgomery	Unreached HHLDS	12,386
	County Location	Montgomery	Unreached Percent	70.95%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	5,279
	Sitescape Group code	3.2	Religious but NOT Evang PERCENT	30.24%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	640
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	3.67%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	6,693
	Population Pattern	50000-250000-100000	NOT Evangelical NOT Interested PERCENT	38.33%

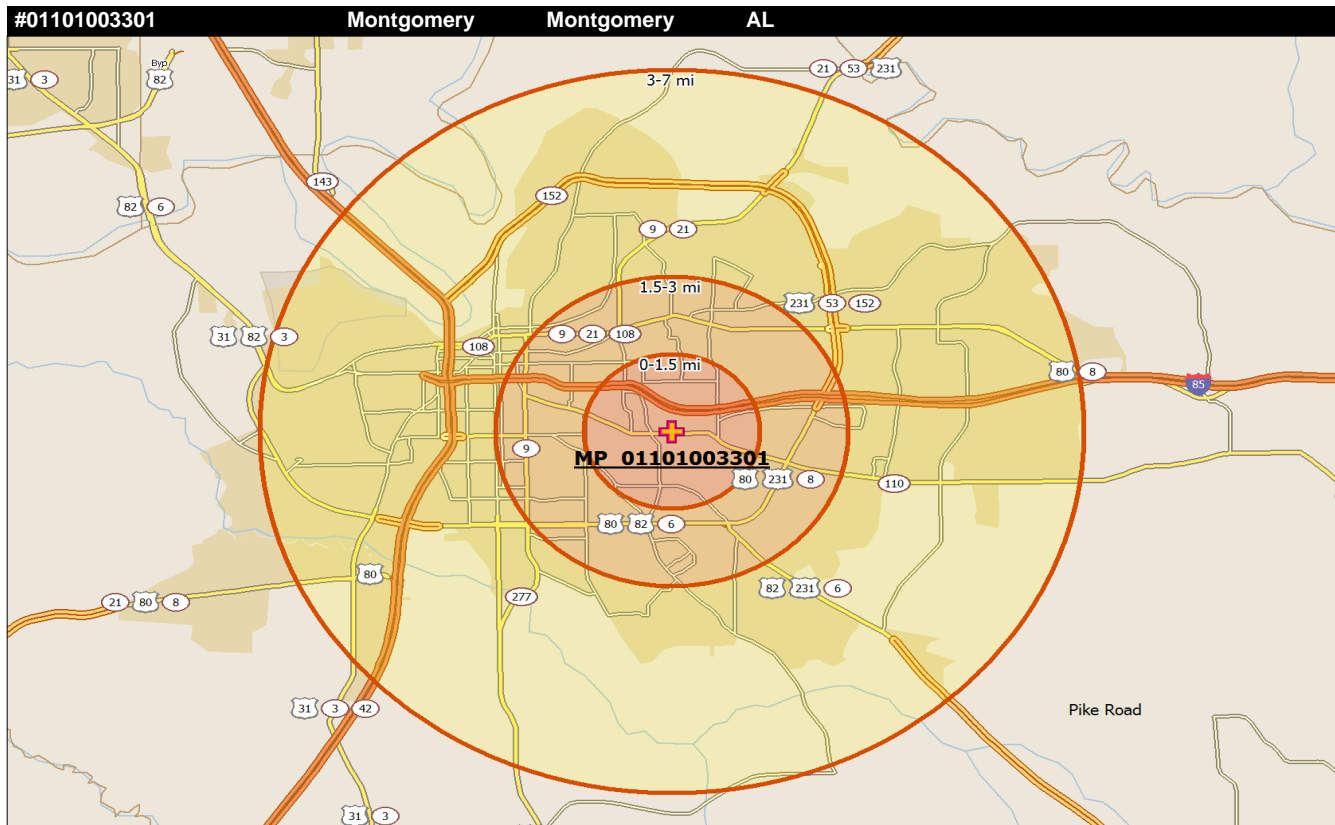
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.55%	Low Education County	False
Mainstay Community	1.26%	Low Employment County	False
Working Community	1.58%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	15.74%	Nonmetro Recreation County	False
Urban Community	77.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.40	Racial Diversity Index	30.20
Ancestry Diversity Index	3.96	Diversity Composite Index	19.75
Foreign Born Diversity Index	91.24	Population Density Index	46.50

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



32	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01101003301	Total Households in 3 mi Ring	33,004
	CT Centroid Latitude	32.35293	Active Evangelical HHLDS	7,289
	CT Centroid Longitude	-86.25723	Active Evangelical PERCENT	22.09%
	City Location	Montgomery	Unreached HHLDS	23,317
	County Location	Montgomery	Unreached Percent	70.65%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	7,596
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	23.02%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	2,685
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	8.14%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	13,139
	Population Pattern	100000-250000-50000	NOT Evangelical NOT Interested PERCENT	39.81%

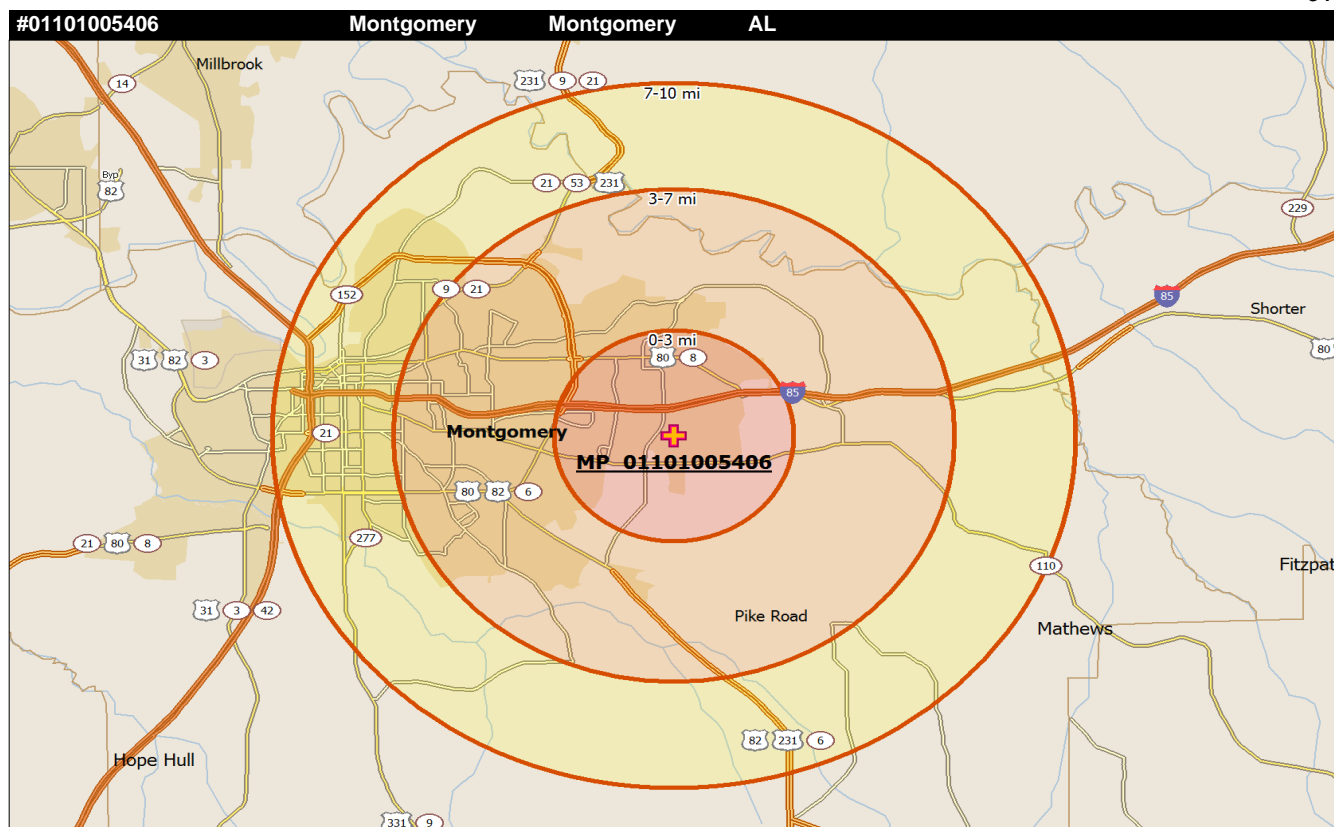
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.41%	Low Education County	False
Mainstay Community	7.12%	Low Employment County	False
Working Community	21.4%	Persistent Poverty County	False
Country Community	0.28%	Population Loss County	False
Aspiring Community	18.47%	Nonmetro Recreation County	False
Urban Community	31.32%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	17.90	Racial Diversity Index	68.67
Ancestry Diversity Index	25.11	Diversity Composite Index	36.40
Foreign Born Diversity Index	96.86	Population Density Index	63.54

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



33	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01101005406	Total Households in 3 mi Ring	15,083
	CT Centroid Latitude	32.35020	Active Evangelical HHLDS	3,173
	CT Centroid Longitude	-86.16686	Active Evangelical PERCENT	21.04%
	City Location	Montgomery	Unreached HHLDS	10,864
	County Location	Montgomery	Unreached Percent	72.03%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	2,705
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	17.94%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,803
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	11.96%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	6,355
	Population Pattern	50000-100000-100000	NOT Evangelical NOT Interested PERCENT	42.13%

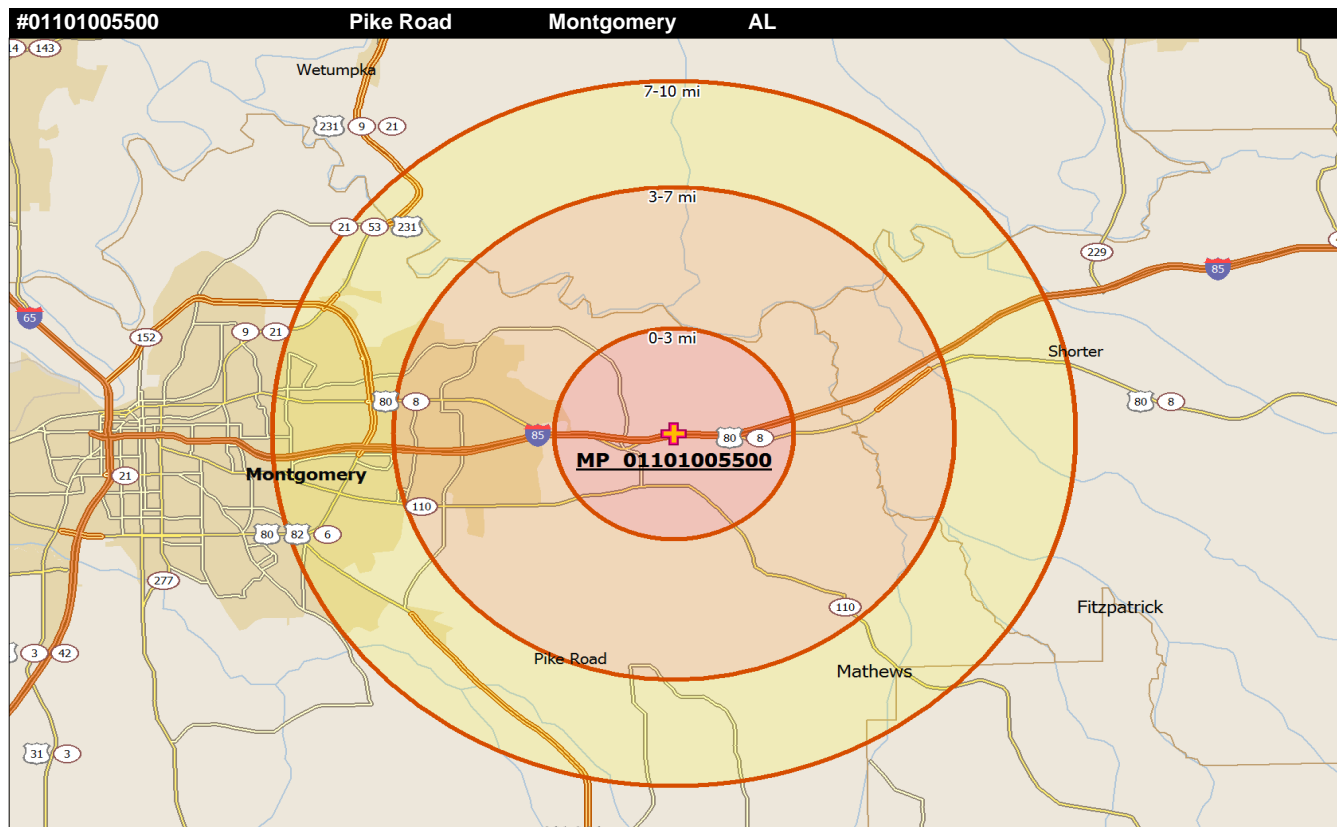
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	69.08%	Low Education County	False
Mainstay Community	2.15%	Low Employment County	False
Working Community	0.44%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	25.25%	Nonmetro Recreation County	False
Urban Community	3.06%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.73	Racial Diversity Index	59.34
Ancestry Diversity Index	43.50	Diversity Composite Index	52.70
Foreign Born Diversity Index	87.99	Population Density Index	42.35

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



34 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01101005500	Total Households in 3 mi Ring	2,051
CT Centroid Latitude	32.36855	Active Evangelical HHLDS	410
CT Centroid Longitude	-86.08112	Active Evangelical PERCENT	19.98%
City Location	Pike Road	Unreached HHLDS	1,506
County Location	Montgomery	Unreached Percent	73.45%
Sitescape Category code	2	Religious but NOT Evang HHLDS	523
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	25.48%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	170
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.29%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	814
Population Pattern	10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39.68%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	38.42%	Low Education County	False
Mainstay Community	0.63%	Low Employment County	False
Working Community	0%	Persistent Poverty County	False
Country Community	0.2%	Population Loss County	False
Aspiring Community	57%	Nonmetro Recreation County	False
Urban Community	3.75%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.90	Racial Diversity Index	60.47
Ancestry Diversity Index	8.57	Diversity Composite Index	32.60
Foreign Born Diversity Index	37.01	Population Density Index	16.08

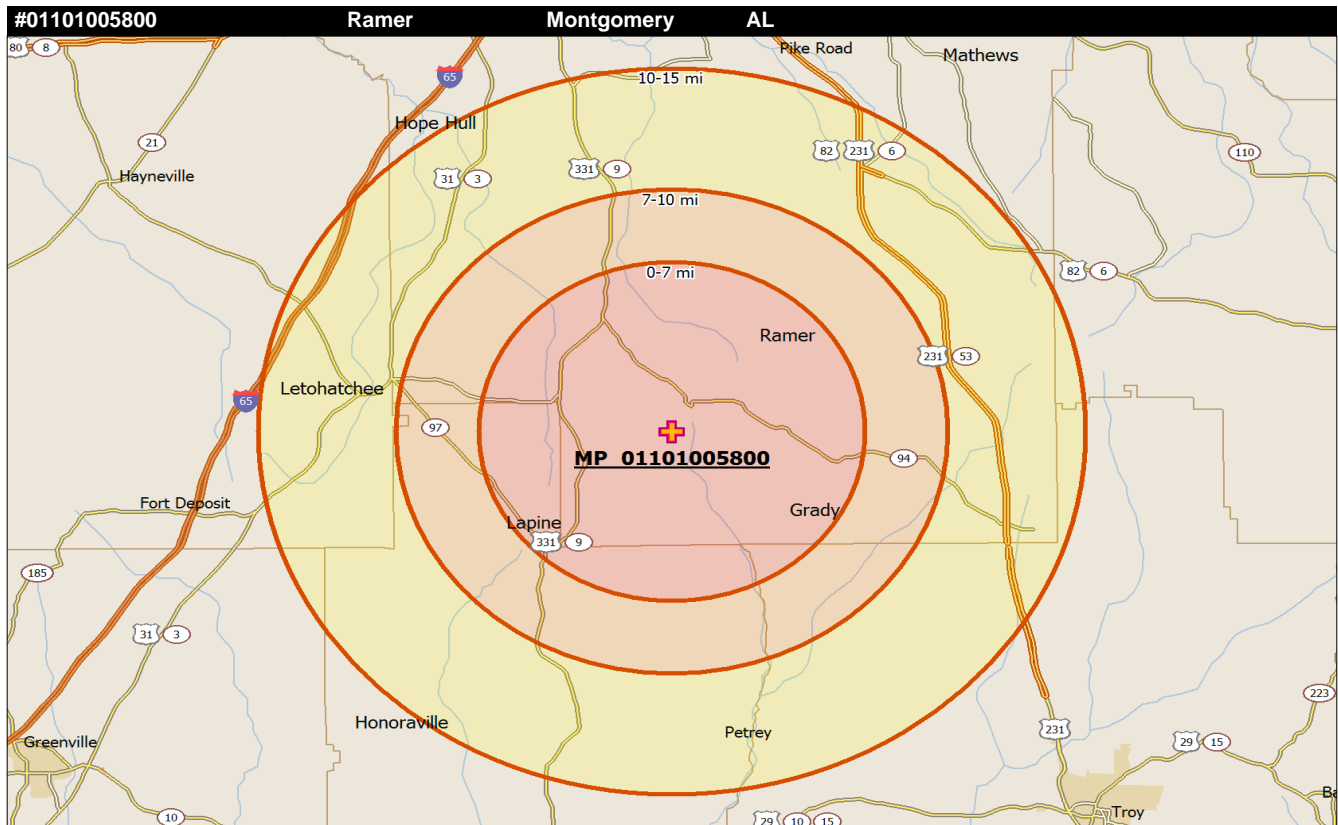
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

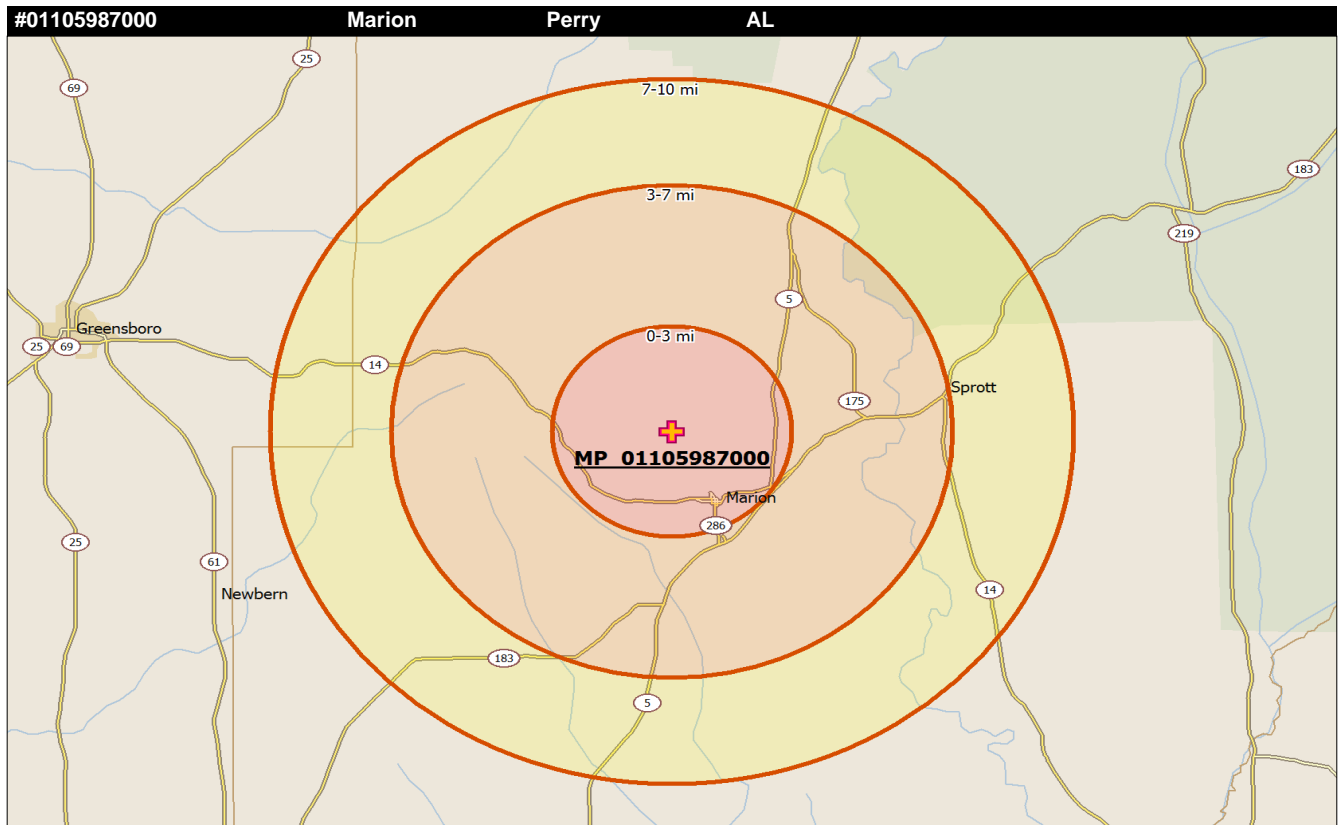
IICM
SITESCAPE
36



35 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01101005800	Total Households in 3 mi Ring	281
CT Centroid Latitude	32.03405	Active Evangelical HHLDS	69
CT Centroid Longitude	-86.23346	Active Evangelical PERCENT	24.64%
City Location	Ramer	Unreached HHLDS	190
County Location	Montgomery	Unreached Percent	67.61%
Sitescape Category code	1	Religious but NOT Evang HHLDS	58
Sitescape Group code	1.1	Religious but NOT Evang PERCENT	20.57%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	25
Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	8.99%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	107
Population Pattern	0-10000-10000	NOT Evangelical NOT Interested PERCENT	38.05%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.27%	Low Education County	False
Mainstay Community	0%	Low Employment County	False
Working Community	36.3%	Persistent Poverty County	False
Country Community	24.91%	Population Loss County	False
Aspiring Community	34.16%	Nonmetro Recreation County	False
Urban Community	0.71%	Retirement Destination County	False

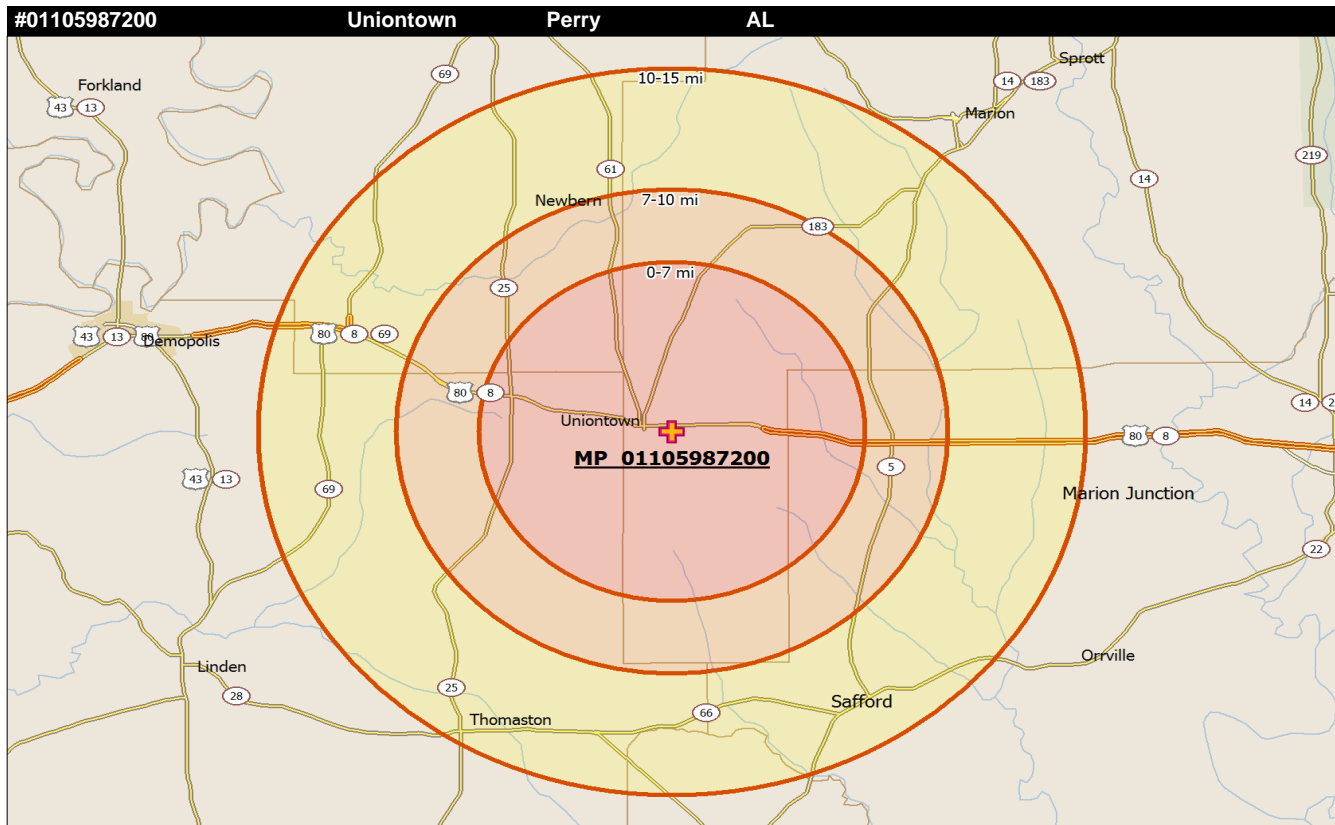
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	2.47
Foreign Born Diversity Index	0.00	Population Density Index	0.00



36	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01105987000	Total Households in 3 mi Ring	1,320
	CT Centroid Latitude	32.66204	Active Evangelical HHLDS	286
	CT Centroid Longitude	-87.33730	Active Evangelical PERCENT	21.67%
	City Location	Marion	Unreached HHLDS	924
	County Location	Perry	Unreached Percent	70.02%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	387
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	29.32%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	33
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	2.49%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	546
	Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	41.37%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.59%	Low Education County	True
Mainstay Community	0.68%	Low Employment County	True
Working Community	0.61%	Persistent Poverty County	True
Country Community	0%	Population Loss County	True
Aspiring Community	26.21%	Nonmetro Recreation County	False
Urban Community	70.98%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	16.69	Racial Diversity Index	58.14
Ancestry Diversity Index	7.49	Diversity Composite Index	5.95
Foreign Born Diversity Index	18.47	Population Density Index	10.21



37	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01105987200	Total Households in 3 mi Ring	1,144
	CT Centroid Latitude	32.44596	Active Evangelical HHLDS	222
	CT Centroid Longitude	-87.49440	Active Evangelical PERCENT	19.38%
	City Location	Uniontown	Unreached HHLDS	838
	County Location	Perry	Unreached Percent	73.21%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	401
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	35.09%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	46
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	4%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	413
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	36.14%

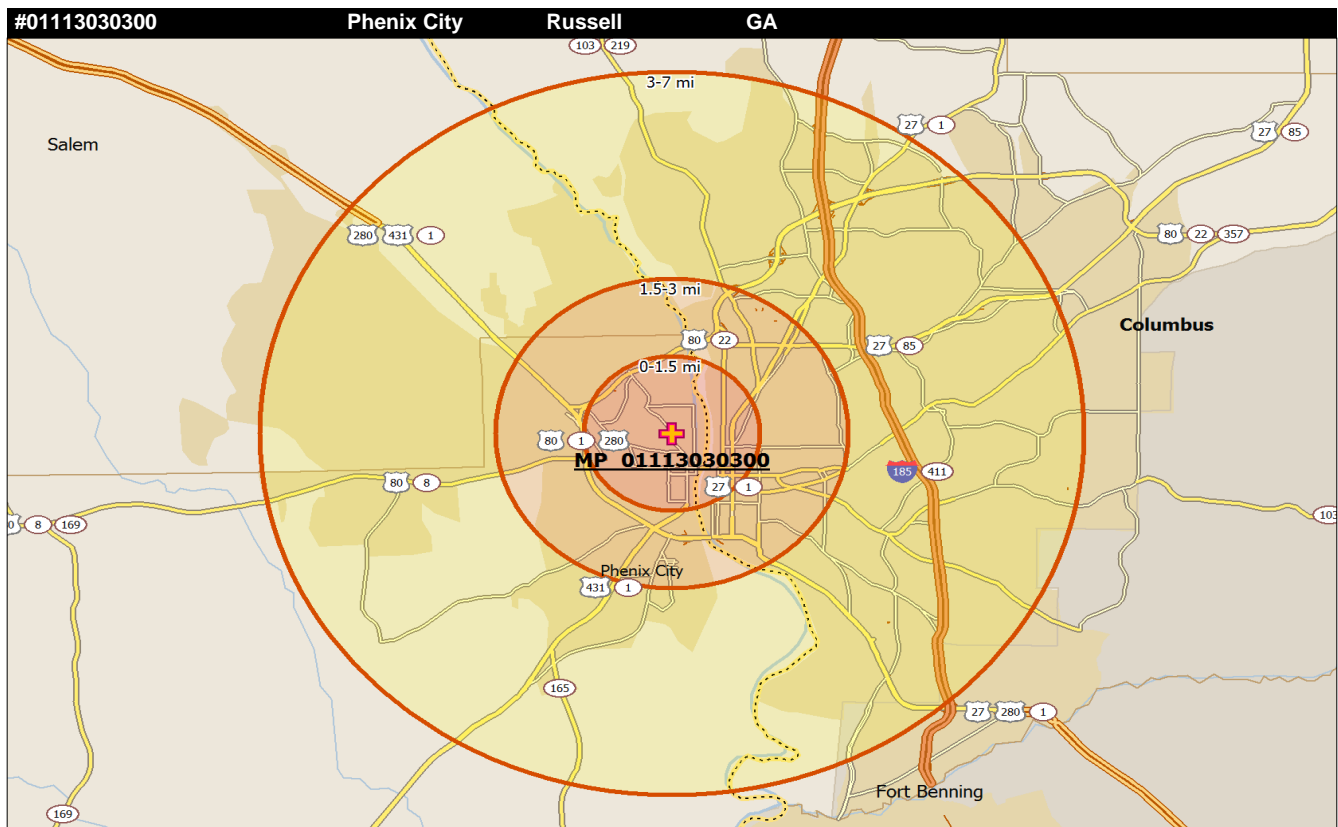
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0%	Population Loss County	True
Aspiring Community	0.17%	Nonmetro Recreation County	False
Urban Community	99.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.04	Racial Diversity Index	30.08
Ancestry Diversity Index	1.01	Diversity Composite Index	0.52
Foreign Born Diversity Index	13.41	Population Density Index	5.58

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



38 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01113030300	Total Households in 3 mi Ring	0
CT Centroid Latitude	32.48229	Active Evangelical HHLDS	0
CT Centroid Longitude	-85.00508	Active Evangelical PERCENT	0.00%
City Location	Phenix City	Unreached HHLDS	0
County Location	Russell	Unreached Percent	0%
Sitescape Category code	3	Religious but NOT Evang HHLDS	0
Sitescape Group code	3.2	Religious but NOT Evang PERCENT	0%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	0
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	0%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	0
Population Pattern	50000-250000-100000	NOT Evangelical NOT Interested PERCENT	0%

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	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.72	Racial Diversity Index	67.53
Ancestry Diversity Index	17.14	Diversity Composite Index	40.17
Foreign Born Diversity Index	54.50	Population Density Index	48.01

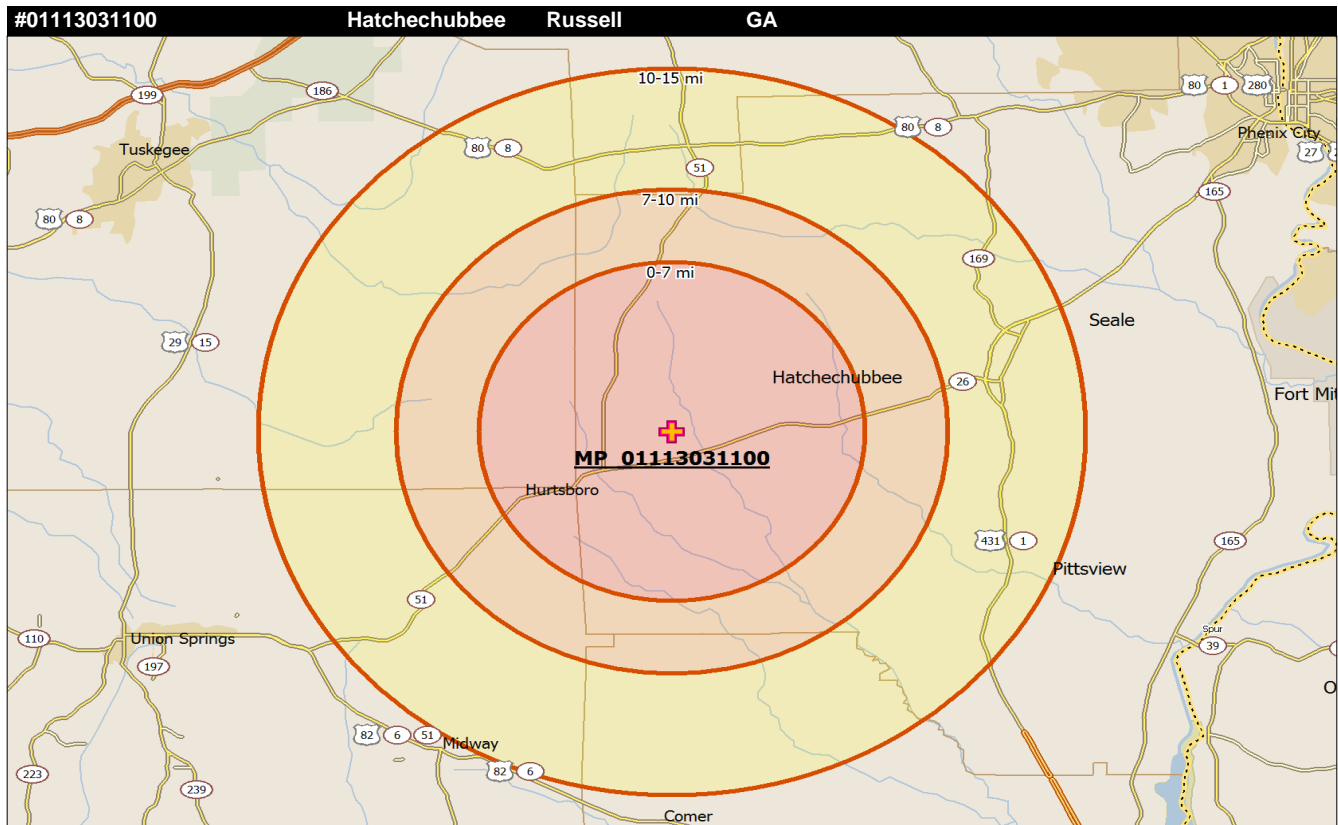
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net

MISSION POINT REPORT
TOP UNREACHED LOCATIONS IN SOUTH CENTRAL REGION

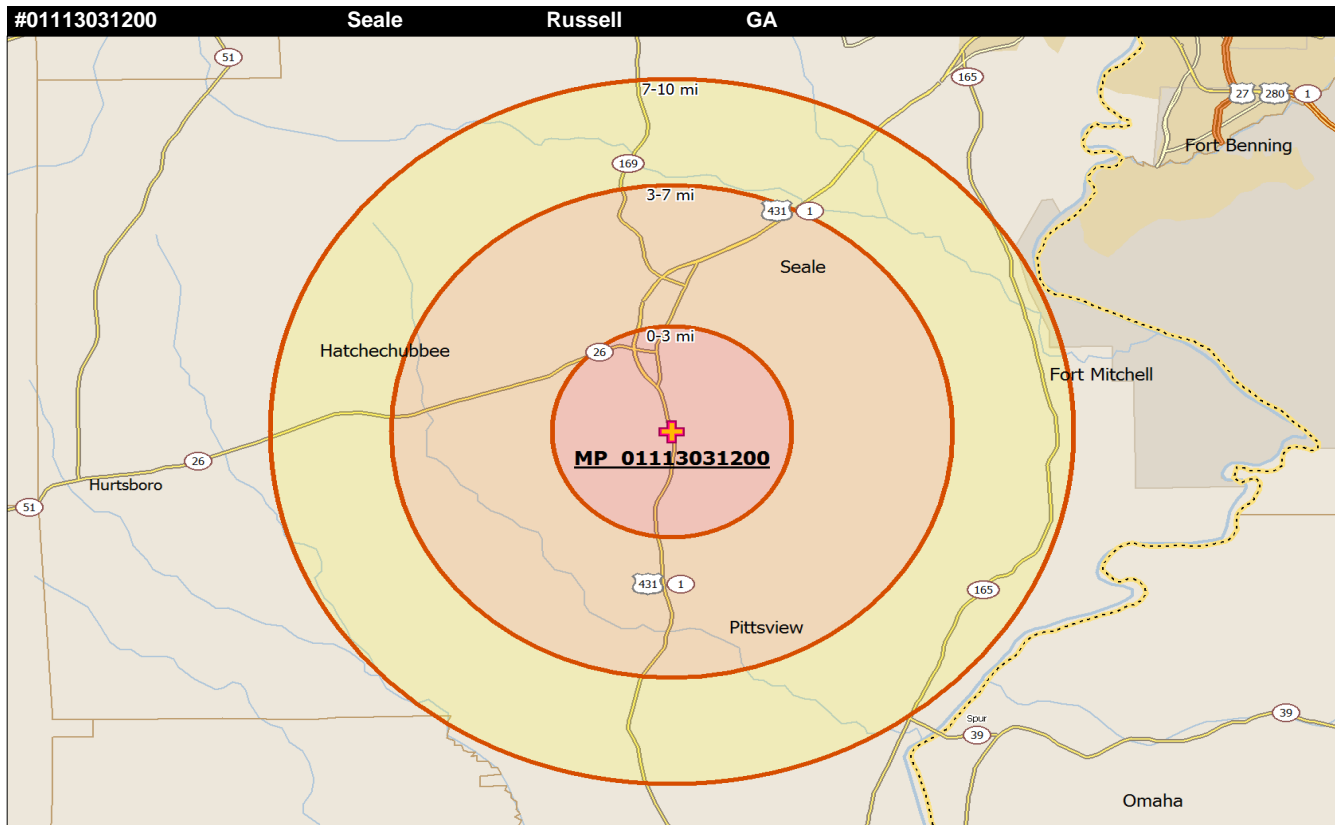
IICM
SITESCAPE
40



39	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01113031100	Total Households in 3 mi Ring	0
	CT Centroid Latitude	32.26797	Active Evangelical HHLDS	0
	CT Centroid Longitude	-85.37396	Active Evangelical PERCENT	0.00%
	City Location	Hatchechubbee	Unreached HHLDS	0
	County Location	Russell	Unreached Percent	0%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	0
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	0%
	Sitescape Category	Countryscape	Spiritual but Not Religious or Evang HHLDS	0
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	0%
	Density Assignment	E2	NOT Evangelical NOT Interested HHLDS	0
	Population Pattern	0-2500-0	NOT Evangelical NOT Interested PERCENT	0%

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	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

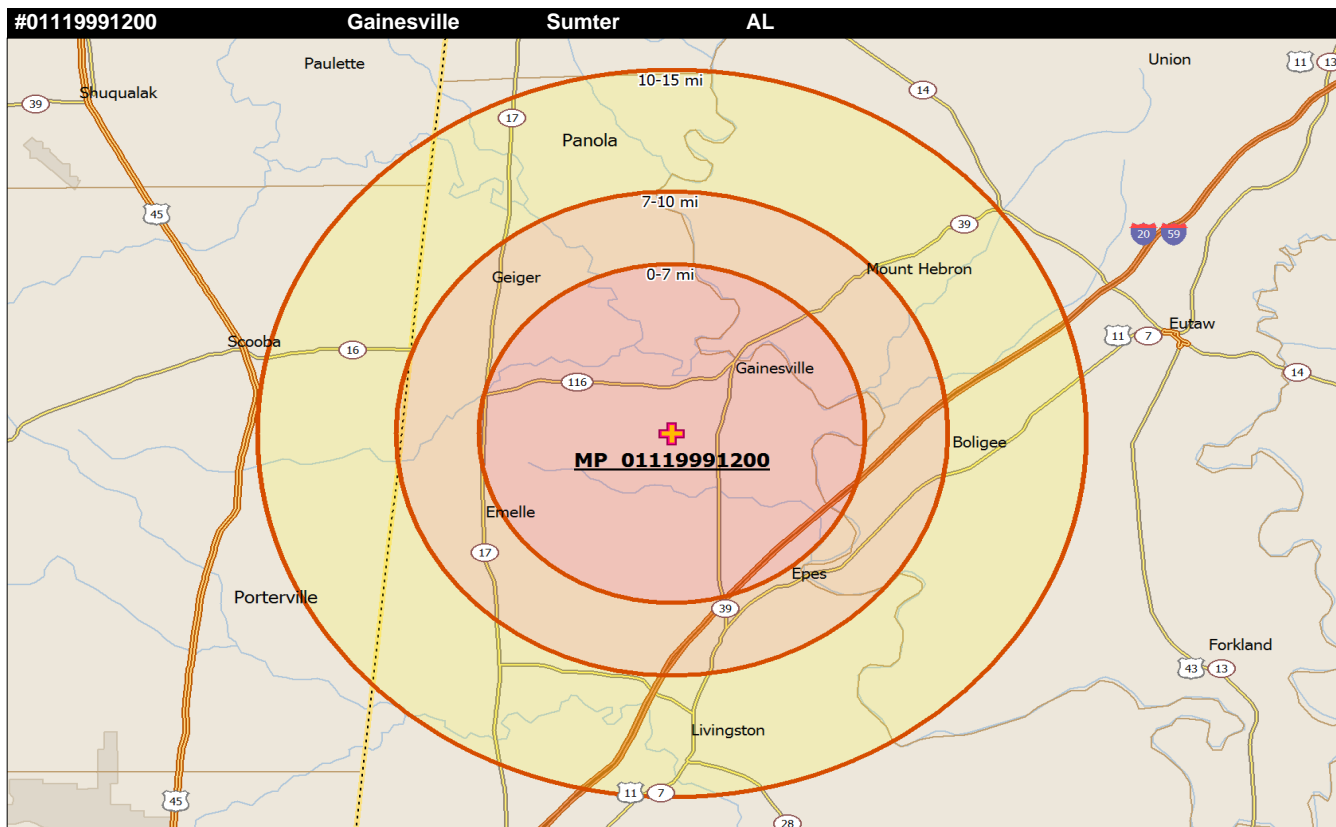
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.00	Racial Diversity Index	0.00
Ancestry Diversity Index	0.00	Diversity Composite Index	0.01
Foreign Born Diversity Index	0.00	Population Density Index	0.00



40	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01113031200	Total Households in 3 mi Ring	0
	CT Centroid Latitude	32.26510	Active Evangelical HHLDS	0
	CT Centroid Longitude	-85.16361	Active Evangelical PERCENT	0.00%
	City Location	Seale	Unreached HHLDS	0
	County Location	Russell	Unreached Percent	0%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	0
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	0%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	0
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	0%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	0
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	0%

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	False
Country Community	0%	Population Loss County	False
Aspiring Community	0%	Nonmetro Recreation County	False
Urban Community	0%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.94	Racial Diversity Index	69.66
Ancestry Diversity Index	17.07	Diversity Composite Index	23.30
Foreign Born Diversity Index	27.54	Population Density Index	12.07



41	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01119991200	Total Households in 3 mi Ring	194
	CT Centroid Latitude	32.78021	Active Evangelical HHLDS	48
	CT Centroid Longitude	-88.19635	Active Evangelical PERCENT	24.99%
	City Location	Gainesville	Unreached HHLDS	132
	County Location	Sumter	Unreached Percent	68.12%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	56
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	28.79%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	1
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	0.46%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	86
	Population Pattern	2500-0-10000	NOT Evangelical NOT Interested PERCENT	44.13%

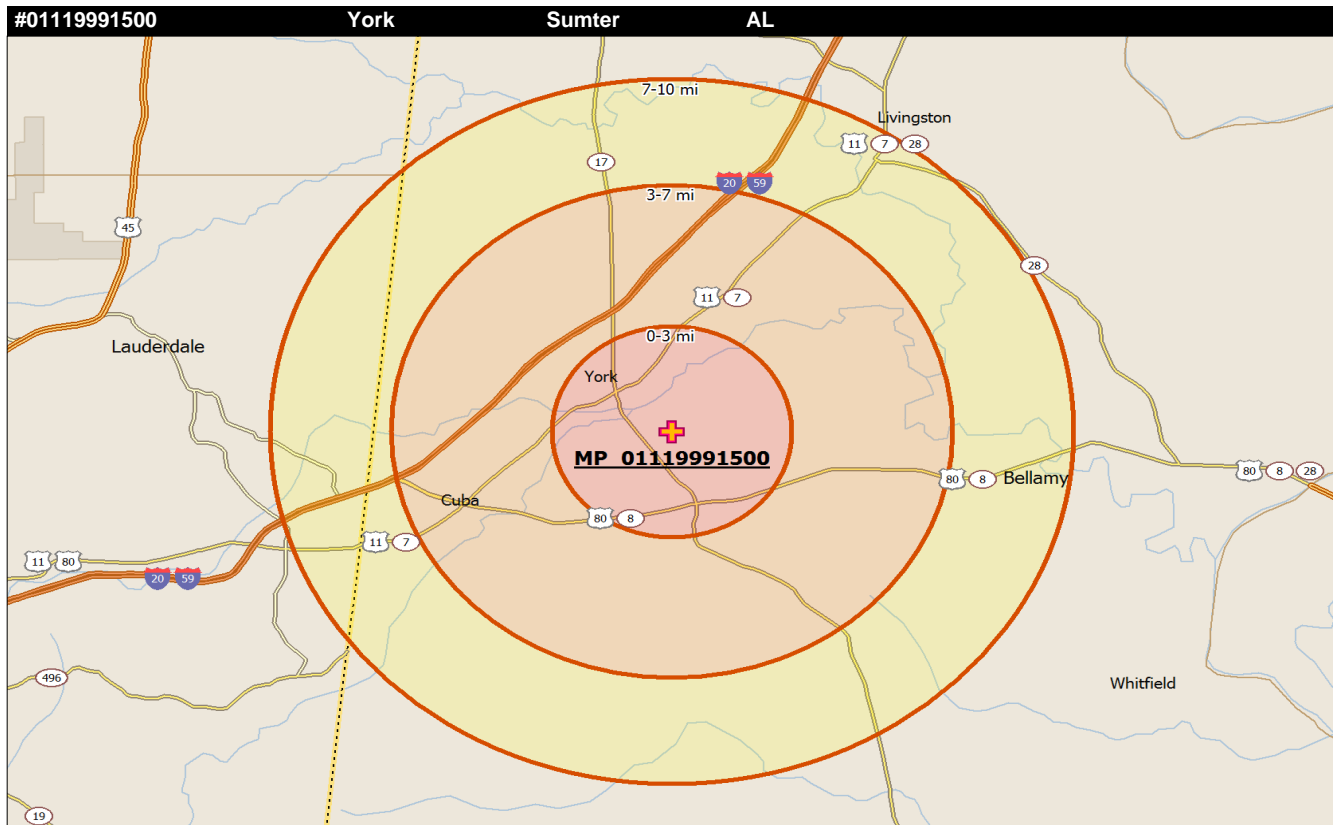
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0.52%	Population Loss County	True
Aspiring Community	5.67%	Nonmetro Recreation County	False
Urban Community	93.81%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.50	Racial Diversity Index	40.90
Ancestry Diversity Index	10.08	Diversity Composite Index	0.80
Foreign Born Diversity Index	0.00	Population Density Index	1.03

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

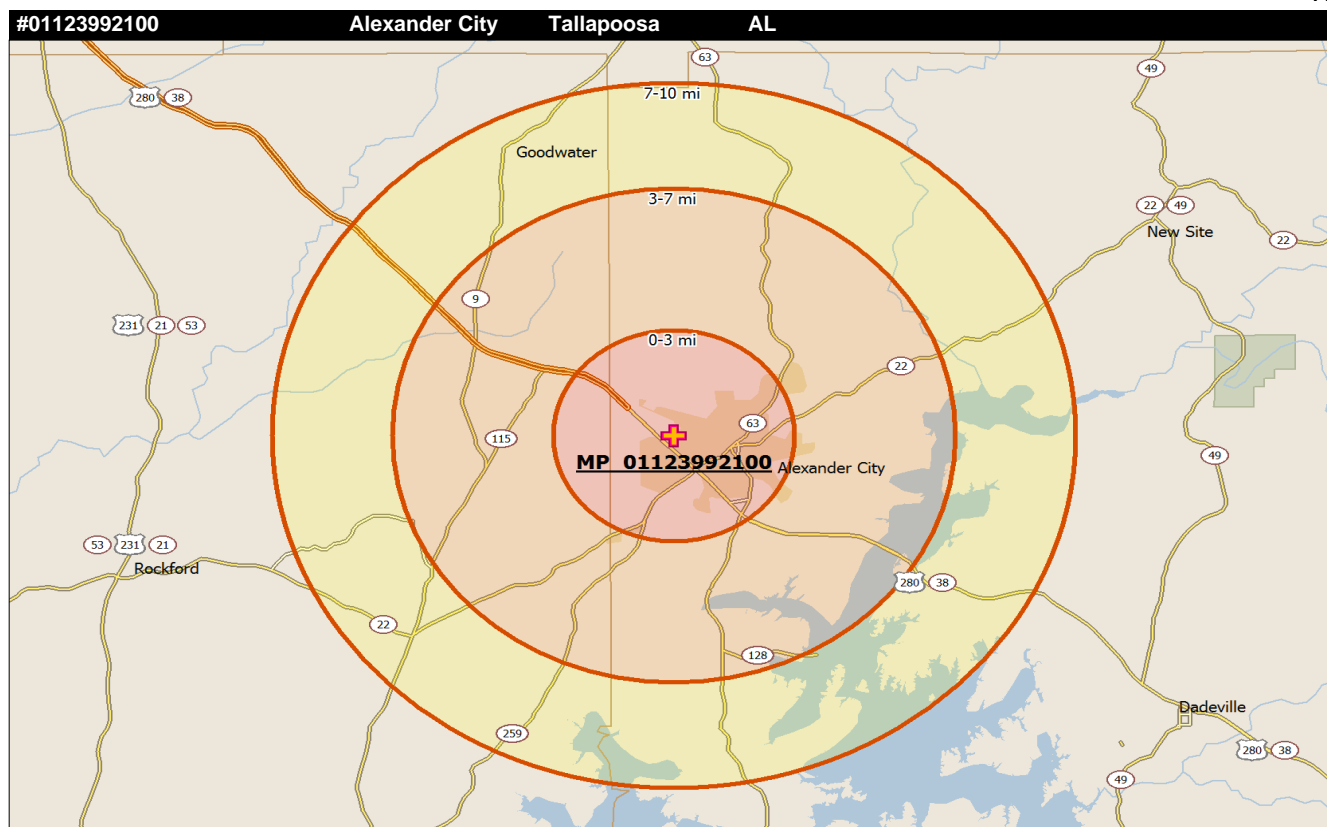
www.iicm.net



42	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01119991500	Total Households in 3 mi Ring	1,059
	CT Centroid Latitude	32.47240	Active Evangelical HHLDS	257
	CT Centroid Longitude	-88.27376	Active Evangelical PERCENT	24.30%
	City Location	York	Unreached HHLDS	731
	County Location	Sumter	Unreached Percent	68.99%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	304
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.75%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	16
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.51%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	457
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	43.19%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	0%	Population Loss County	True
Aspiring Community	19.92%	Nonmetro Recreation County	False
Urban Community	80.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.21	Racial Diversity Index	43.86
Ancestry Diversity Index	1.97	Diversity Composite Index	4.39
Foreign Born Diversity Index	30.24	Population Density Index	7.83



43	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01123992100	Total Households in 3 mi Ring	4,430
	CT Centroid Latitude	32.94746	Active Evangelical HHLDS	854
	CT Centroid Longitude	-85.98060	Active Evangelical PERCENT	19.28%
	City Location	Alexander City	Unreached HHLDS	3,065
	County Location	Tallapoosa	Unreached Percent	69.2%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	995
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	22.46%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	298
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.73%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,850
	Population Pattern	10000-50000-10000	NOT Evangelical NOT Interested PERCENT	41.76%

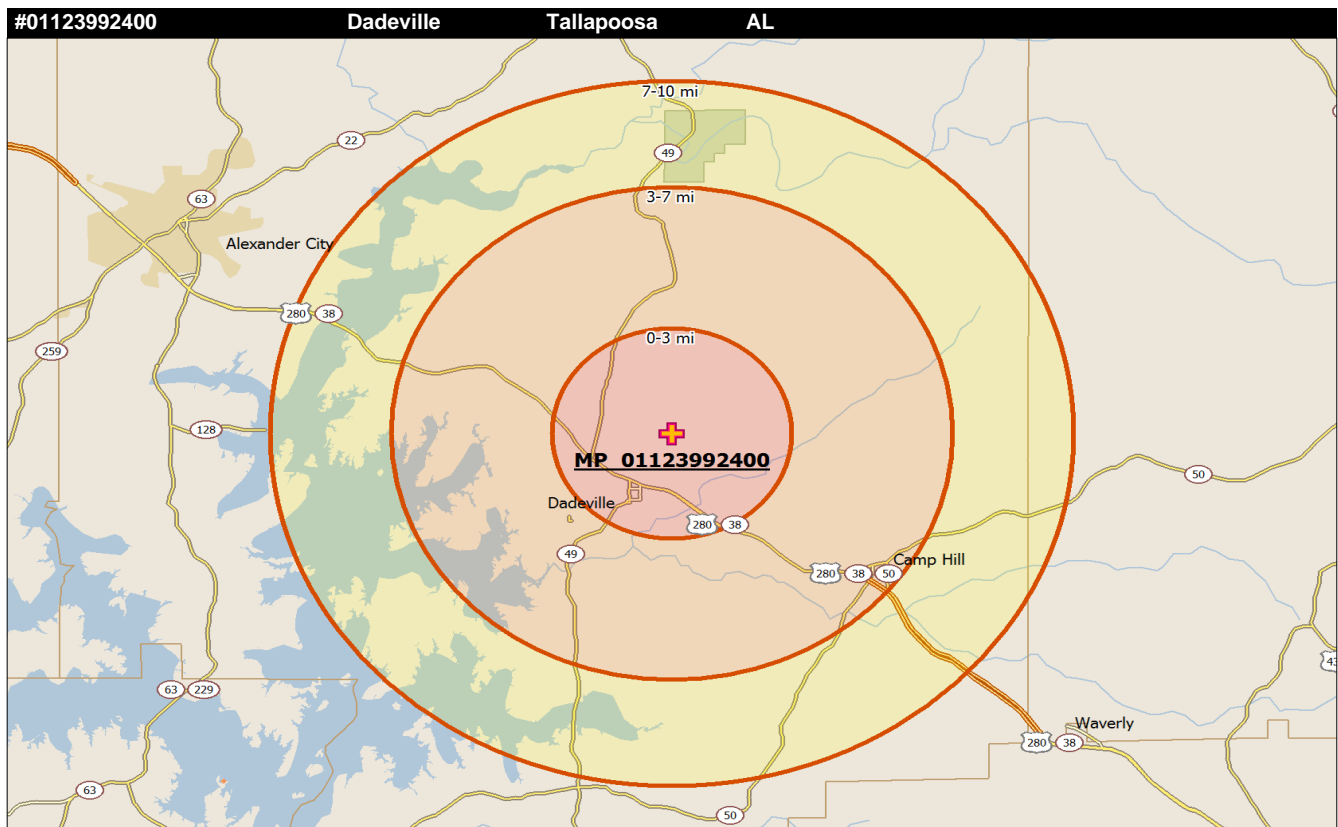
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.57%	Low Education County	False
Mainstay Community	5.55%	Low Employment County	False
Working Community	29.01%	Persistent Poverty County	False
Country Community	3.36%	Population Loss County	False
Aspiring Community	19.82%	Nonmetro Recreation County	False
Urban Community	38.65%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.78	Racial Diversity Index	63.71
Ancestry Diversity Index	16.72	Diversity Composite Index	7.20
Foreign Born Diversity Index	14.65	Population Density Index	21.59

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net



44	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01123992400	Total Households in 3 mi Ring	1,145
	CT Centroid Latitude	32.85573	Active Evangelical HHLDS	234
	CT Centroid Longitude	-85.74544	Active Evangelical PERCENT	20.42%
	City Location	Dadeville	Unreached HHLDS	773
	County Location	Tallapoosa	Unreached Percent	67.52%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	249
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	21.77%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	74
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	6.5%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	475
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	41.51%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.33%	Low Education County	False
Mainstay Community	5.15%	Low Employment County	False
Working Community	23.58%	Persistent Poverty County	False
Country Community	13.01%	Population Loss County	False
Aspiring Community	8.65%	Nonmetro Recreation County	False
Urban Community	44.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.13	Racial Diversity Index	65.42
Ancestry Diversity Index	14.91	Diversity Composite Index	9.14
Foreign Born Diversity Index	11.48	Population Density Index	10.30

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

Copyright 2013 by the Intercultural Institute for Contextual Ministry, Inc.

www.iicm.net