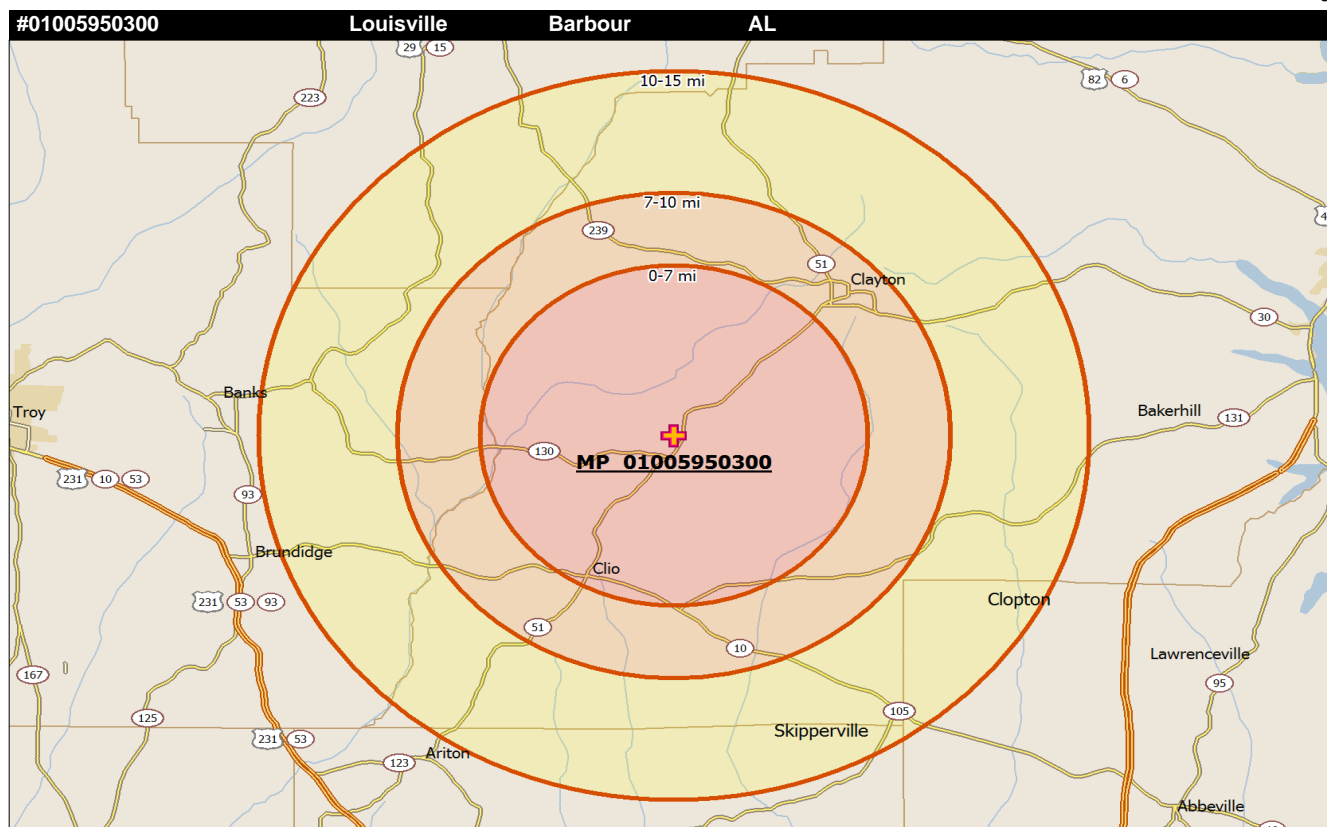


1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01005950200	Total Households in 3 mi Ring	606
CT Centroid Latitude	31.88646	Active Evangelical HHLDS	130
CT Centroid Longitude	-85.46276	Active Evangelical PERCENT	21.38%
City Location	Clayton	Unreached HHLDS	409
County Location	Barbour	Unreached Percent	67.53%
Sitescape Category code	2	Religious but NOT Evang HHLDS	166
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.32%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	11
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.89%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	259
Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	42.75%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.16%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0.17%	Persistent Poverty County	True
Country Community	13.04%	Population Loss County	False
Aspiring Community	3.96%	Nonmetro Recreation County	False
Urban Community	81.68%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	19.36	Racial Diversity Index	61.06
Ancestry Diversity Index	7.11	Diversity Composite Index	5.01
Foreign Born Diversity Index	3.19	Population Density Index	10.89



2 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01005950300	Total Households in 3 mi Ring	481
CT Centroid Latitude	31.79245	Active Evangelical HHLDS	101
CT Centroid Longitude	-85.55658	Active Evangelical PERCENT	20.91%
City Location	Louisville	Unreached HHLDS	328
County Location	Barbour	Unreached Percent	68.25%
Sitescape Category code	1	Religious but NOT Evang HHLDS	133
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	27.57%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	12
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	2.54%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	198
Population Pattern	2500-0-10000	NOT Evangelical NOT Interested PERCENT	41.24%

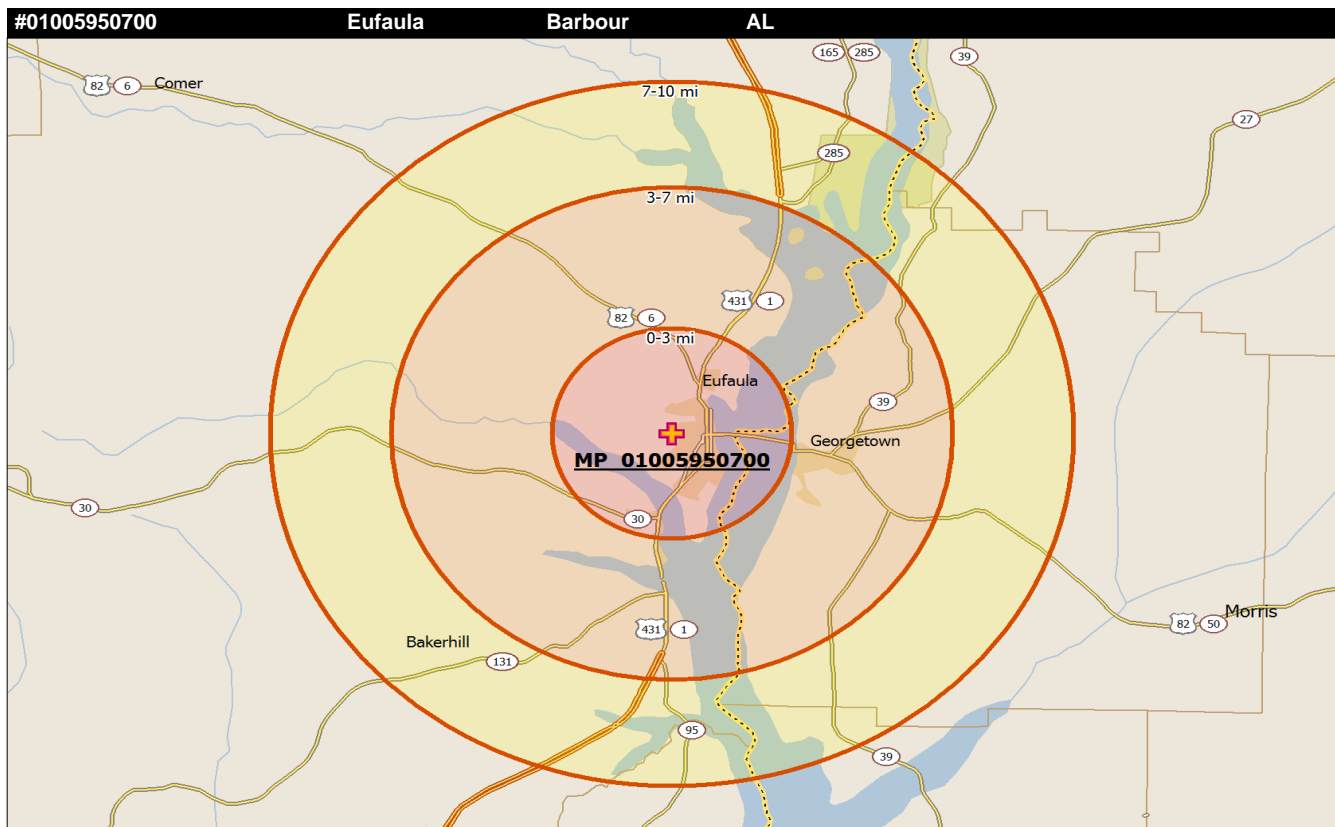
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	6.44%	Population Loss County	False
Aspiring Community	32.85%	Nonmetro Recreation County	False
Urban Community	60.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.85	Racial Diversity Index	71.37
Ancestry Diversity Index	5.04	Diversity Composite Index	2.89
Foreign Born Diversity Index	2.03	Population Density Index	6.18

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

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3 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01005950700	Total Households in 3 mi Ring	4,145
CT Centroid Latitude	31.89186	Active Evangelical HHLDS	792
CT Centroid Longitude	-85.16055	Active Evangelical PERCENT	19.10%
City Location	Eufaula	Unreached HHLDS	2,942
County Location	Barbour	Unreached Percent	70.99%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,113
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	26.86%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	233
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	5.61%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,666
Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.19%

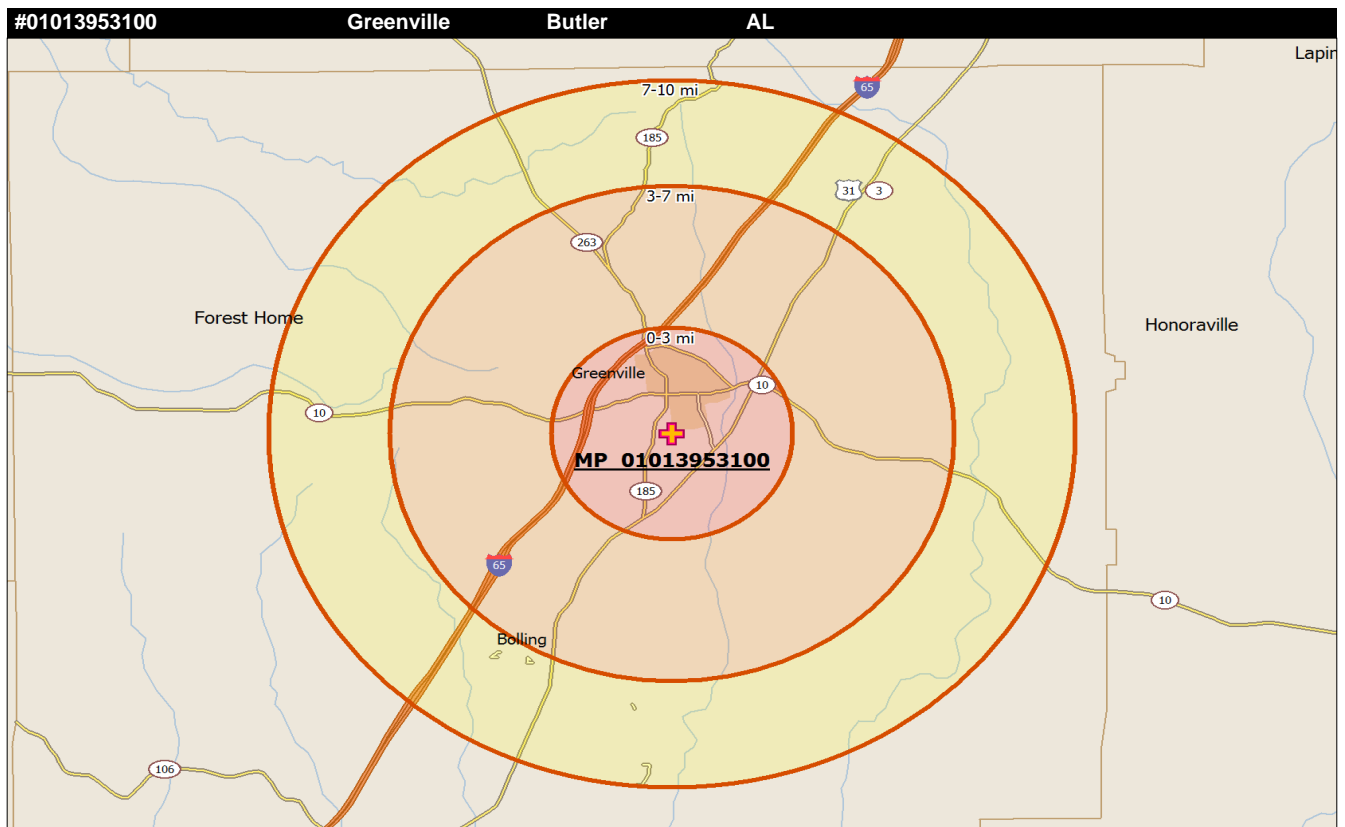
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.43%	Low Education County	True
Mainstay Community	5.74%	Low Employment County	True
Working Community	1.88%	Persistent Poverty County	True
Country Community	2.05%	Population Loss County	False
Aspiring Community	49.75%	Nonmetro Recreation County	False
Urban Community	35.15%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.60	Racial Diversity Index	71.22
Ancestry Diversity Index	11.86	Diversity Composite Index	5.73
Foreign Born Diversity Index	17.09	Population Density Index	22.50

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

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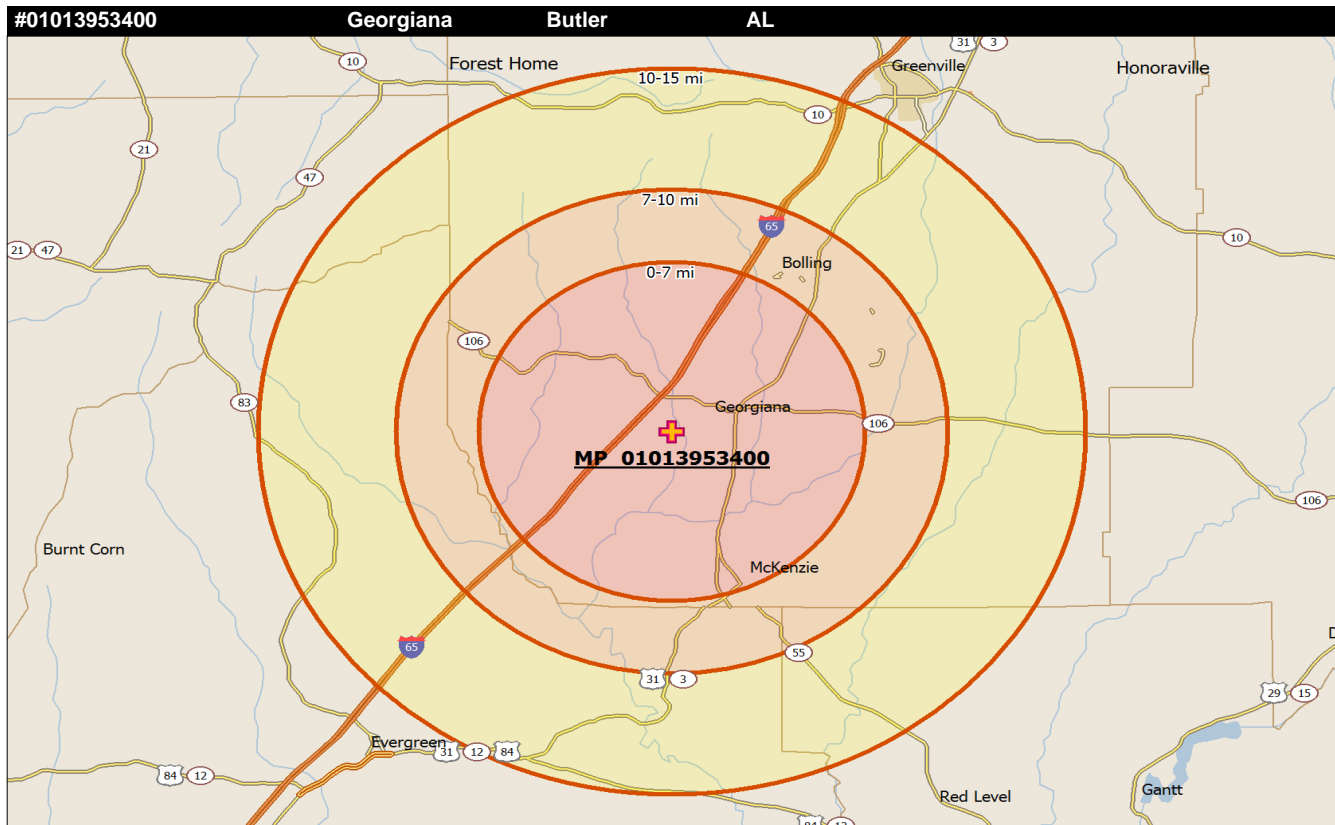
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4 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01013953100	Total Households in 3 mi Ring	2,890
CT Centroid Latitude	31.81328	Active Evangelical HHLDS	734
CT Centroid Longitude	-86.62917	Active Evangelical PERCENT	25.39%
City Location	Greenville	Unreached HHLDS	1,990
County Location	Butler	Unreached Percent	68.85%
Sitescape Category code	2	Religious but NOT Evang HHLDS	752
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	26.02%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	113
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	3.91%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,218
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	42.14%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.02%	Low Education County	False
Mainstay Community	4.15%	Low Employment County	True
Working Community	2.28%	Persistent Poverty County	True
Country Community	5.43%	Population Loss County	False
Aspiring Community	23.74%	Nonmetro Recreation County	False
Urban Community	59.38%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.24	Racial Diversity Index	65.32
Ancestry Diversity Index	9.71	Diversity Composite Index	7.16
Foreign Born Diversity Index	56.68	Population Density Index	17.13



5 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01013953400	Total Households in 3 mi Ring	849
CT Centroid Latitude	31.62897	Active Evangelical HHLDS	222
CT Centroid Longitude	-86.76862	Active Evangelical PERCENT	26.16%
City Location	Georgia	Unreached HHLDS	575
County Location	Butler	Unreached Percent	67.67%
Sitescape Category code	1	Religious but NOT Evang HHLDS	234
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	27.57%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	14
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	1.71%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	364
Population Pattern	2500-10000-2500	NOT Evangelical NOT Interested PERCENT	42.86%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	0.12%	Low Employment County	True
Working Community	1.88%	Persistent Poverty County	True
Country Community	5.77%	Population Loss County	False
Aspiring Community	9.07%	Nonmetro Recreation County	False
Urban Community	82.92%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.54	Racial Diversity Index	59.98
Ancestry Diversity Index	8.10	Diversity Composite Index	7.59
Foreign Born Diversity Index	30.71	Population Density Index	5.56

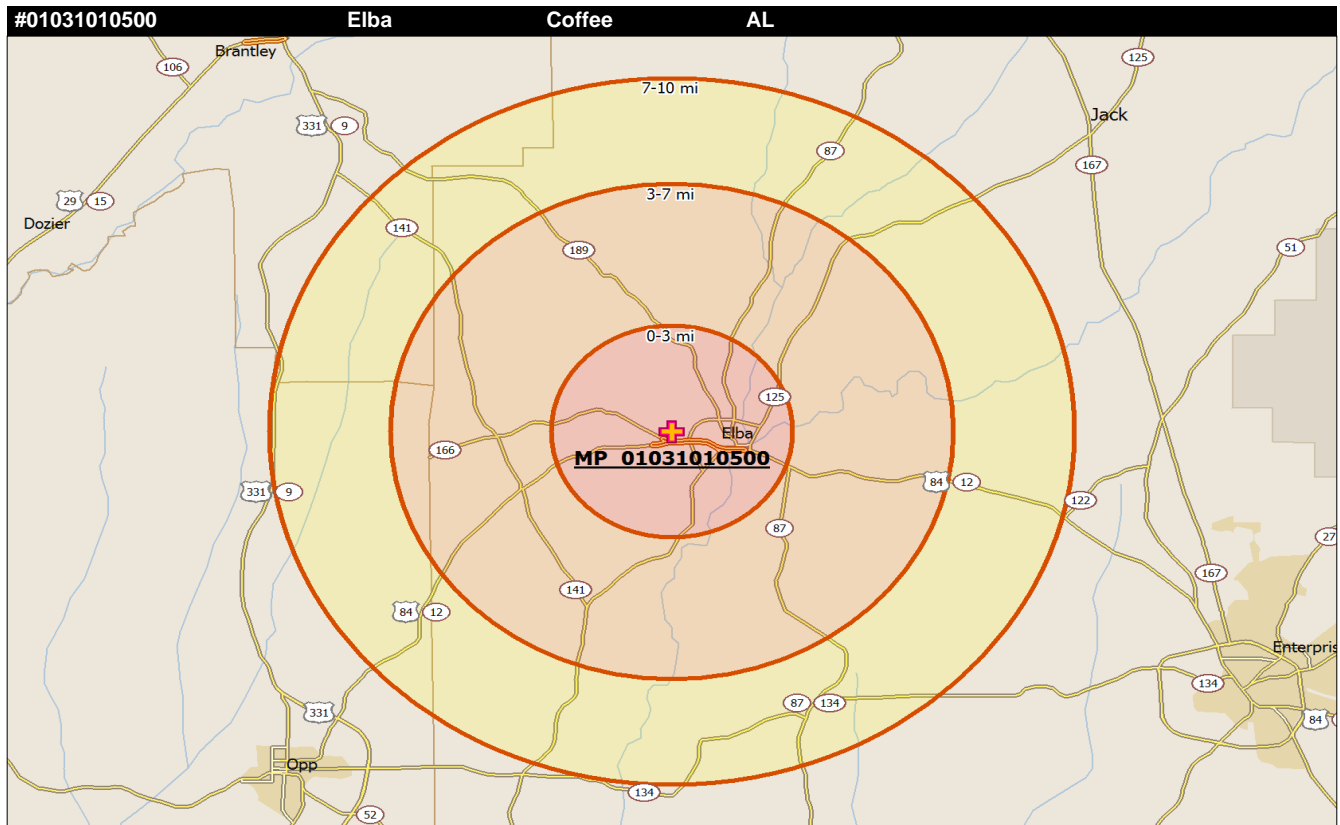
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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**MISSION POINT REPORT**  
**TOP UNREACHED LOCATIONS IN SOUTHEASTERN REGION**

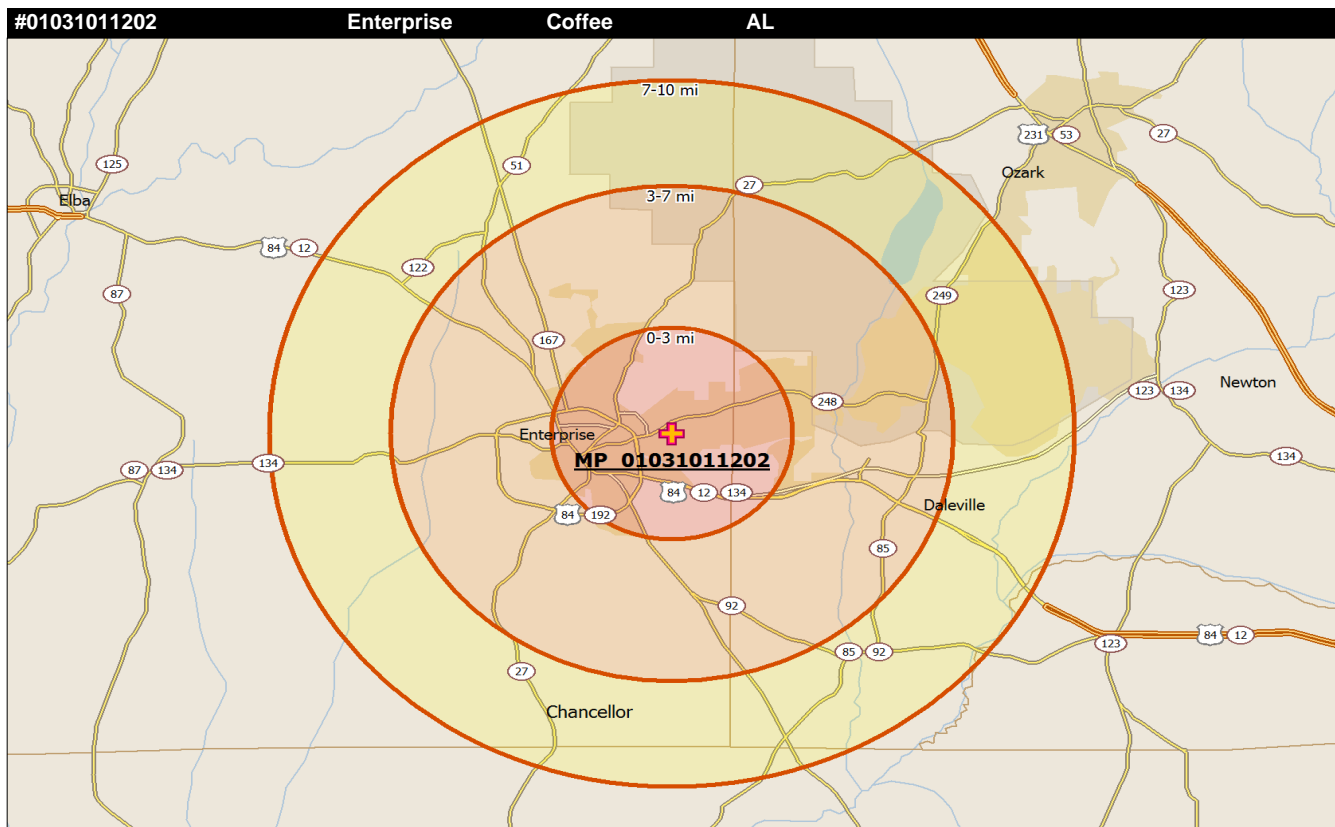
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**SITESCAPE**  
**7**



6 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01031010500	Total Households in 3 mi Ring	1,437
CT Centroid Latitude	31.42109	Active Evangelical HHLDS	369
CT Centroid Longitude	-86.09401	Active Evangelical PERCENT	25.66%
City Location	Elba	Unreached HHLDS	926
County Location	Coffee	Unreached Percent	64.41%
Sitescape Category code	2	Religious but NOT Evang HHLDS	245
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	17.05%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	136
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.45%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	558
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	38.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	11.13%	Low Education County	False
Mainstay Community	2.02%	Low Employment County	False
Working Community	23.03%	Persistent Poverty County	False
Country Community	21.92%	Population Loss County	False
Aspiring Community	5.78%	Nonmetro Recreation County	False
Urban Community	36.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	4.89	Racial Diversity Index	57.45
Ancestry Diversity Index	17.78	Diversity Composite Index	7.92
Foreign Born Diversity Index	13.42	Population Density Index	12.17



7 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01031011202	Total Households in 3 mi Ring	8,444
CT Centroid Latitude	31.32467	Active Evangelical HHLDS	1,920
CT Centroid Longitude	-85.81589	Active Evangelical PERCENT	22.74%
City Location	Enterprise	Unreached HHLDS	5,778
County Location	Coffee	Unreached Percent	68.43%
Sitescape Category code	2	Religious but NOT Evang HHLDS	1,645
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	19.48%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	769
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	9.11%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	3,406
Population Pattern	50000-50000-10000	NOT Evangelical NOT Interested PERCENT	40.34%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.54%	Low Education County	False
Mainstay Community	12.43%	Low Employment County	False
Working Community	29.81%	Persistent Poverty County	False
Country Community	5.59%	Population Loss County	False
Aspiring Community	14.68%	Nonmetro Recreation County	False
Urban Community	17.91%	Retirement Destination County	False

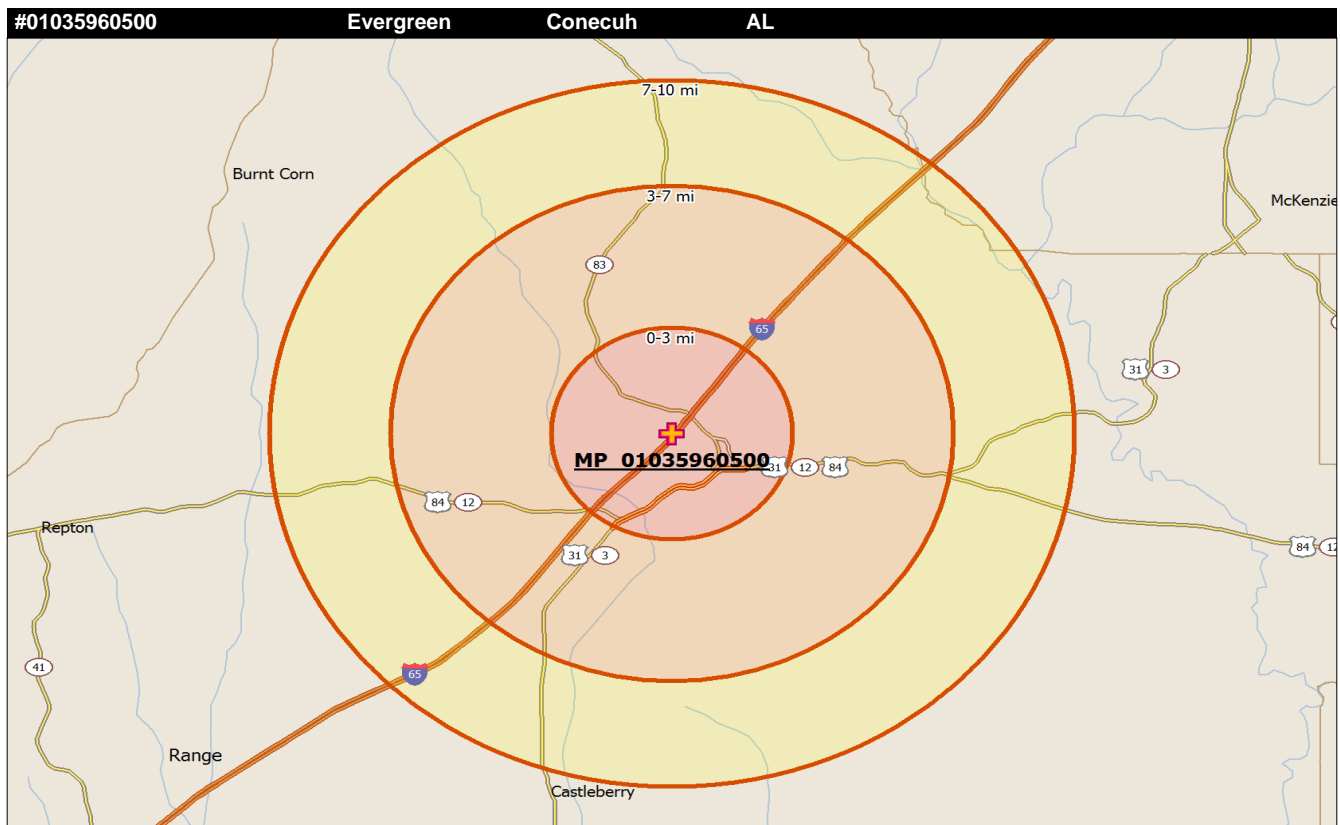
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	43.06	Racial Diversity Index	55.30
Ancestry Diversity Index	40.37	Diversity Composite Index	41.84
Foreign Born Diversity Index	60.51	Population Density Index	32.21

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

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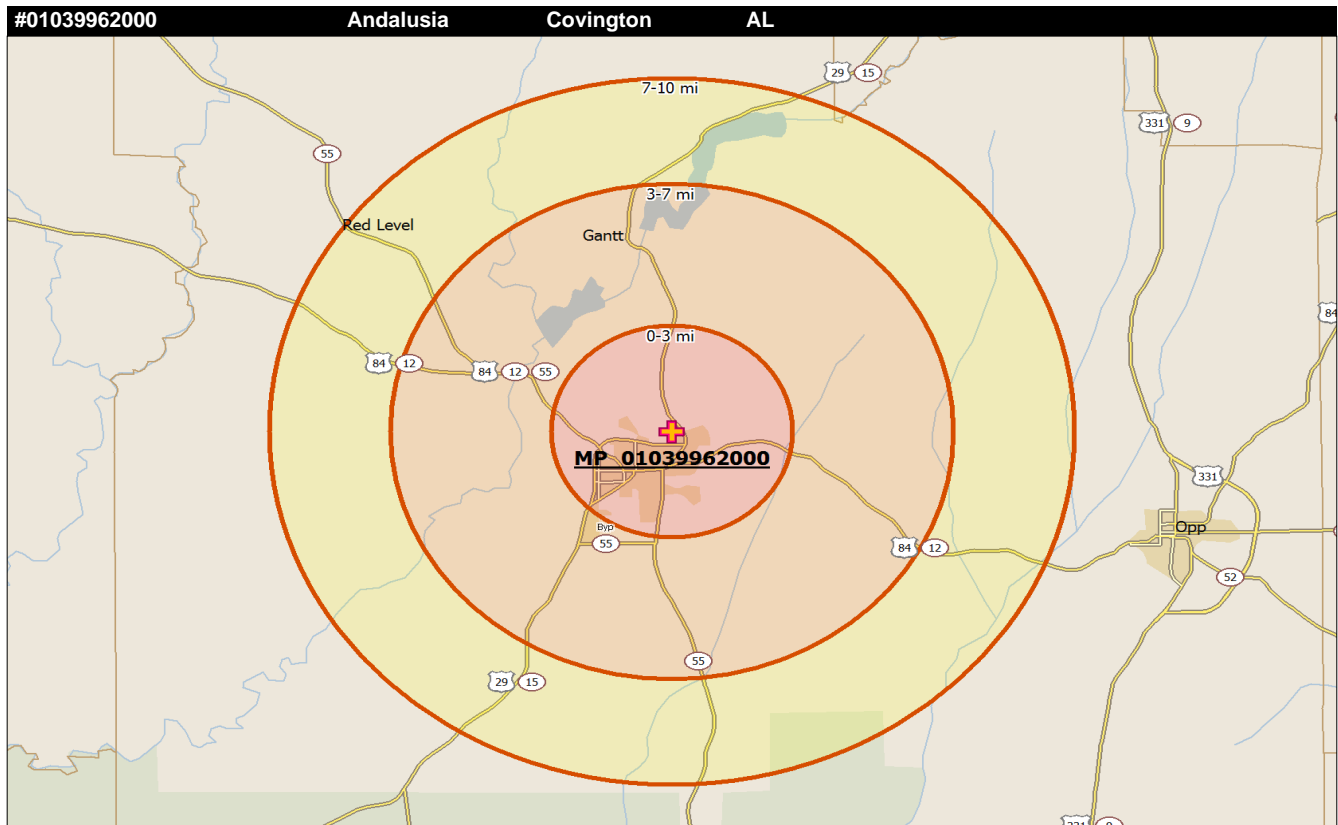


8 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01035960500	Total Households in 3 mi Ring	2,056
CT Centroid Latitude	31.45013	Active Evangelical HHLDS	617
CT Centroid Longitude	-86.97292	Active Evangelical PERCENT	29.99%
City Location	Evergreen	Unreached HHLDS	1,400
County Location	Conecuh	Unreached Percent	68.11%
Sitescape Category code	2	Religious but NOT Evang HHLDS	488
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	23.75%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	147
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.16%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	798
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	38.8%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	1.85%	Low Employment County	True
Working Community	5.16%	Persistent Poverty County	True
Country Community	28.02%	Population Loss County	False
Aspiring Community	33.9%	Nonmetro Recreation County	False
Urban Community	31.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.72	Racial Diversity Index	65.30
Ancestry Diversity Index	10.77	Diversity Composite Index	5.07
Foreign Born Diversity Index	0.00	Population Density Index	9.43





9 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01039962000	Total Households in 3 mi Ring	3,649
CT Centroid Latitude	31.32402	Active Evangelical HHLDS	912
CT Centroid Longitude	-86.46686	Active Evangelical PERCENT	25.00%
City Location	Andalusia	Unreached HHLDS	2,385
County Location	Covington	Unreached Percent	65.35%
Sitescape Category code	2	Religious but NOT Evang HHLDS	604
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.56%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	369
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.12%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,441
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.34%	Low Education County	False
Mainstay Community	3.86%	Low Employment County	False
Working Community	33.35%	Persistent Poverty County	False
Country Community	14.61%	Population Loss County	False
Aspiring Community	13.62%	Nonmetro Recreation County	False
Urban Community	31.24%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	5.95	Racial Diversity Index	43.71
Ancestry Diversity Index	37.98	Diversity Composite Index	9.65
Foreign Born Diversity Index	20.51	Population Density Index	20.07

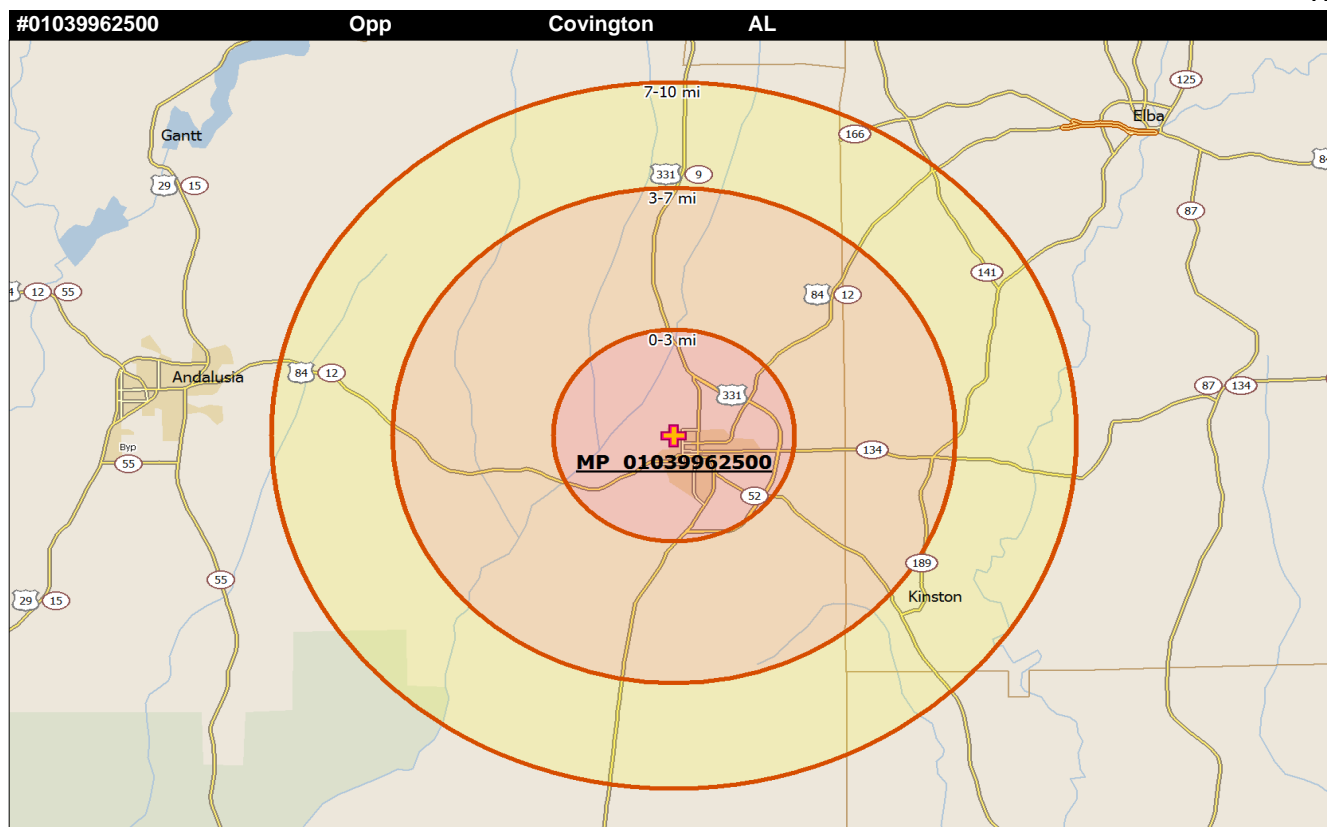
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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**MISSION POINT REPORT**  
**TOP UNREACHED LOCATIONS IN SOUTHEASTERN REGION**

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10 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01039962500	Total Households in 3 mi Ring	2,421
CT Centroid Latitude	31.28919	Active Evangelical HHLDS	608
CT Centroid Longitude	-86.26569	Active Evangelical PERCENT	25.10%
City Location	Opp	Unreached HHLDS	1,578
County Location	Covington	Unreached Percent	65.18%
Sitescape Category code	2	Religious but NOT Evang HHLDS	391
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	16.14%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	234
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.66%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	982
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.57%

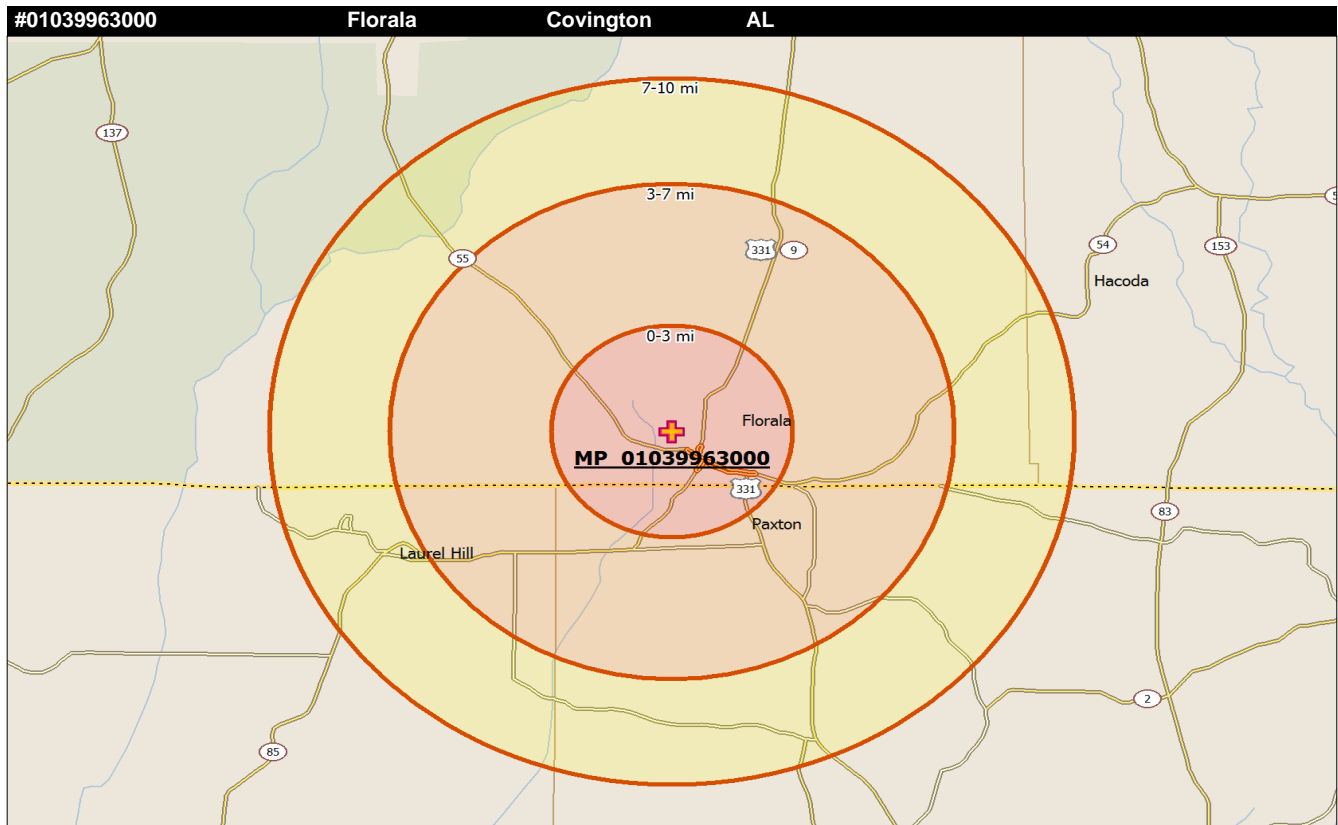
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	5.12%	Low Education County	False
Mainstay Community	4.5%	Low Employment County	False
Working Community	38.95%	Persistent Poverty County	False
Country Community	16.44%	Population Loss County	False
Aspiring Community	4.42%	Nonmetro Recreation County	False
Urban Community	30.57%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.49	Racial Diversity Index	35.37
Ancestry Diversity Index	33.77	Diversity Composite Index	6.37
Foreign Born Diversity Index	24.49	Population Density Index	16.35

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

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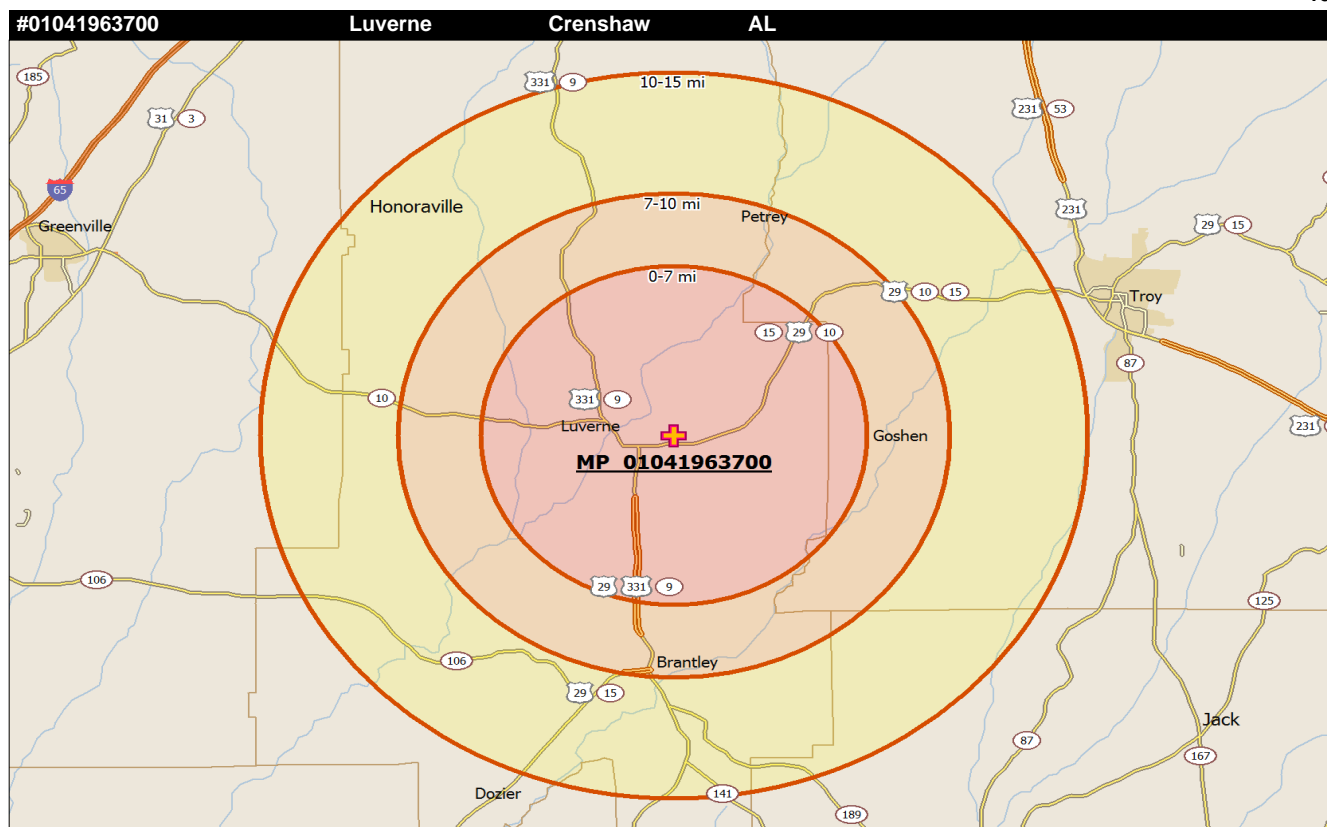
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11 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01039963000	Total Households in 3 mi Ring	1,280
CT Centroid Latitude	31.01621	Active Evangelical HHLDS	336
CT Centroid Longitude	-86.33997	Active Evangelical PERCENT	26.27%
City Location	Florala	Unreached HHLDS	815
County Location	Covington	Unreached Percent	63.64%
Sitescape Category code	2	Religious but NOT Evang HHLDS	169
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	13.19%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	156
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	12.22%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	490
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	38.28%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	False
Mainstay Community	3.98%	Low Employment County	False
Working Community	42.34%	Persistent Poverty County	False
Country Community	40.94%	Population Loss County	False
Aspiring Community	0.39%	Nonmetro Recreation County	False
Urban Community	12.42%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.02	Racial Diversity Index	34.27
Ancestry Diversity Index	46.92	Diversity Composite Index	12.29
Foreign Born Diversity Index	12.70	Population Density Index	7.64



12	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01041963700	Total Households in 3 mi Ring	1,116
	CT Centroid Latitude	31.72272	Active Evangelical HHLDS	387
	CT Centroid Longitude	-86.24199	Active Evangelical PERCENT	34.68%
	City Location	Luverne	Unreached HHLDS	732
	County Location	Crenshaw	Unreached Percent	65.61%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	197
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	17.67%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	105
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	9.43%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	438
	Population Pattern	2500-2500-10000	NOT Evangelical NOT Interested PERCENT	39.27%

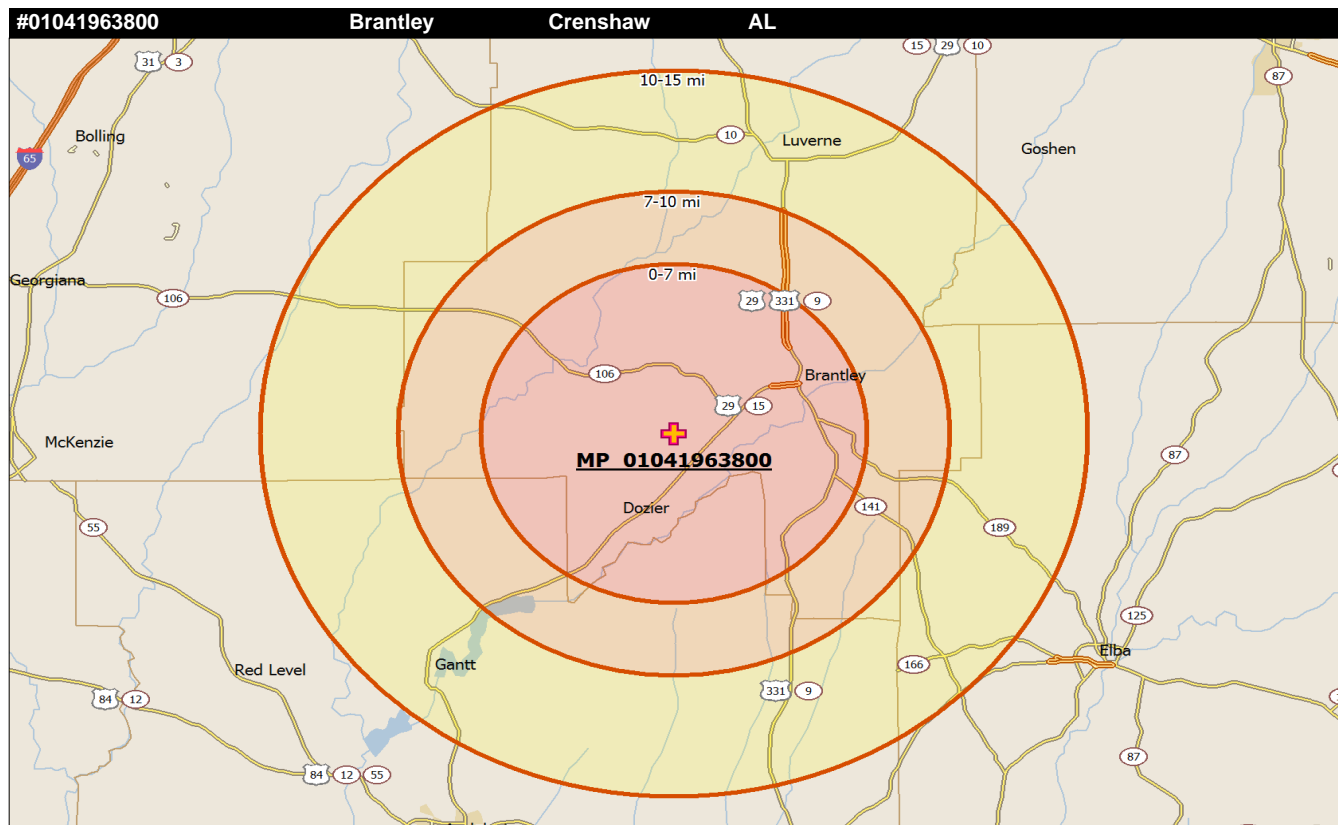
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.79%	Low Education County	True
Mainstay Community	4.21%	Low Employment County	False
Working Community	12.81%	Persistent Poverty County	True
Country Community	22.67%	Population Loss County	False
Aspiring Community	19.71%	Nonmetro Recreation County	False
Urban Community	38.98%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.47	Racial Diversity Index	43.38
Ancestry Diversity Index	34.49	Diversity Composite Index	3.97
Foreign Born Diversity Index	11.87	Population Density Index	7.24

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

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13 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01041963800	Total Households in 3 mi Ring	123
CT Centroid Latitude	31.55228	Active Evangelical HHLDS	51
CT Centroid Longitude	-86.33320	Active Evangelical PERCENT	41.29%
City Location	Brantley	Unreached HHLDS	72
County Location	Crenshaw	Unreached Percent	58.84%
Sitescape Category code	1	Religious but NOT Evang HHLDS	18
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	14.7%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	10
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	7.88%
Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	45
Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	36.86%

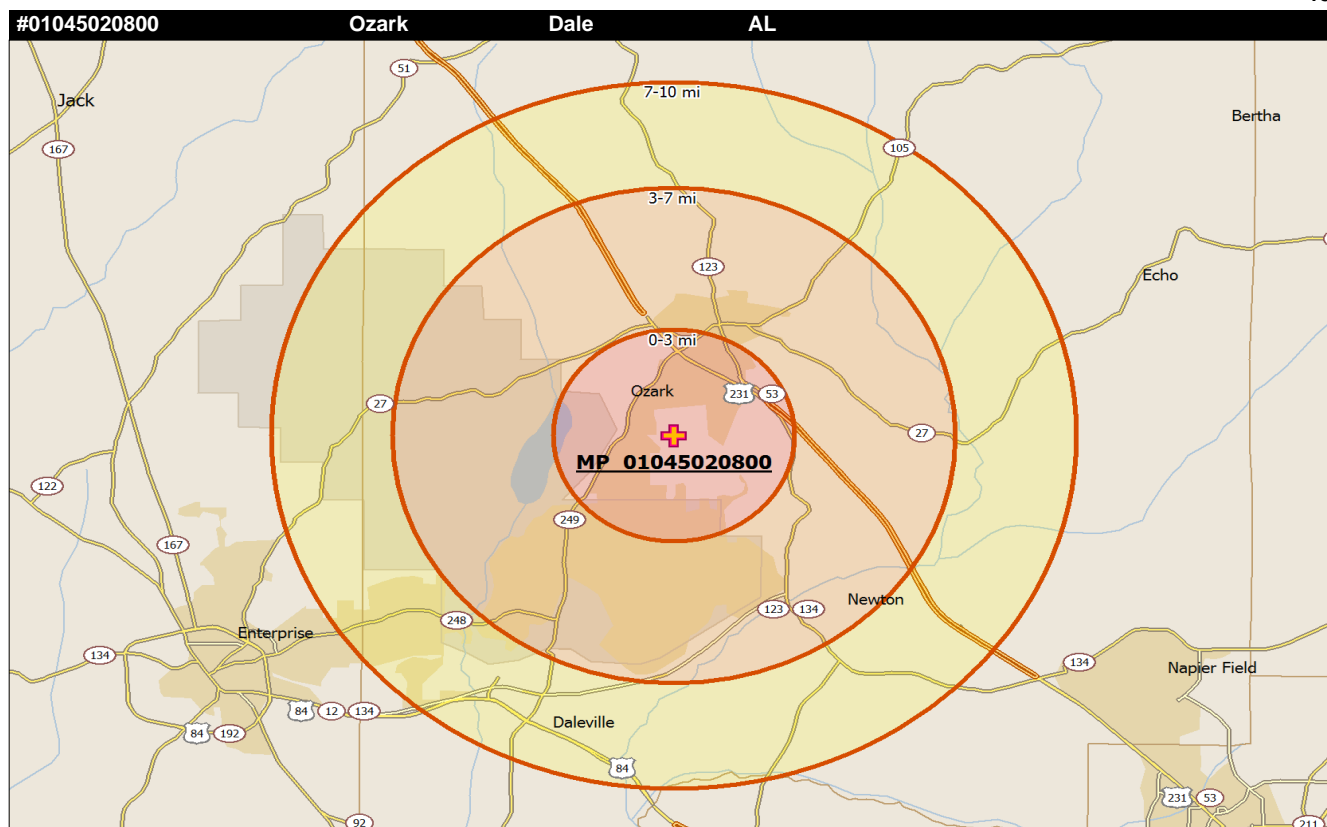
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	7.32%	Low Education County	True
Mainstay Community	2.44%	Low Employment County	False
Working Community	5.69%	Persistent Poverty County	True
Country Community	58.54%	Population Loss County	False
Aspiring Community	8.13%	Nonmetro Recreation County	False
Urban Community	17.89%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	0.74	Racial Diversity Index	50.10
Ancestry Diversity Index	16.81	Diversity Composite Index	2.01
Foreign Born Diversity Index	0.00	Population Density Index	4.59

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14	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01045020800	Total Households in 3 mi Ring	4,669
	CT Centroid Latitude	31.41341	Active Evangelical HHLDS	876
	CT Centroid Longitude	-85.65924	Active Evangelical PERCENT	18.76%
	City Location	Ozark	Unreached HHLDS	3,117
	County Location	Dale	Unreached Percent	66.76%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	956
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	20.48%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	363
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.78%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,861
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.86%

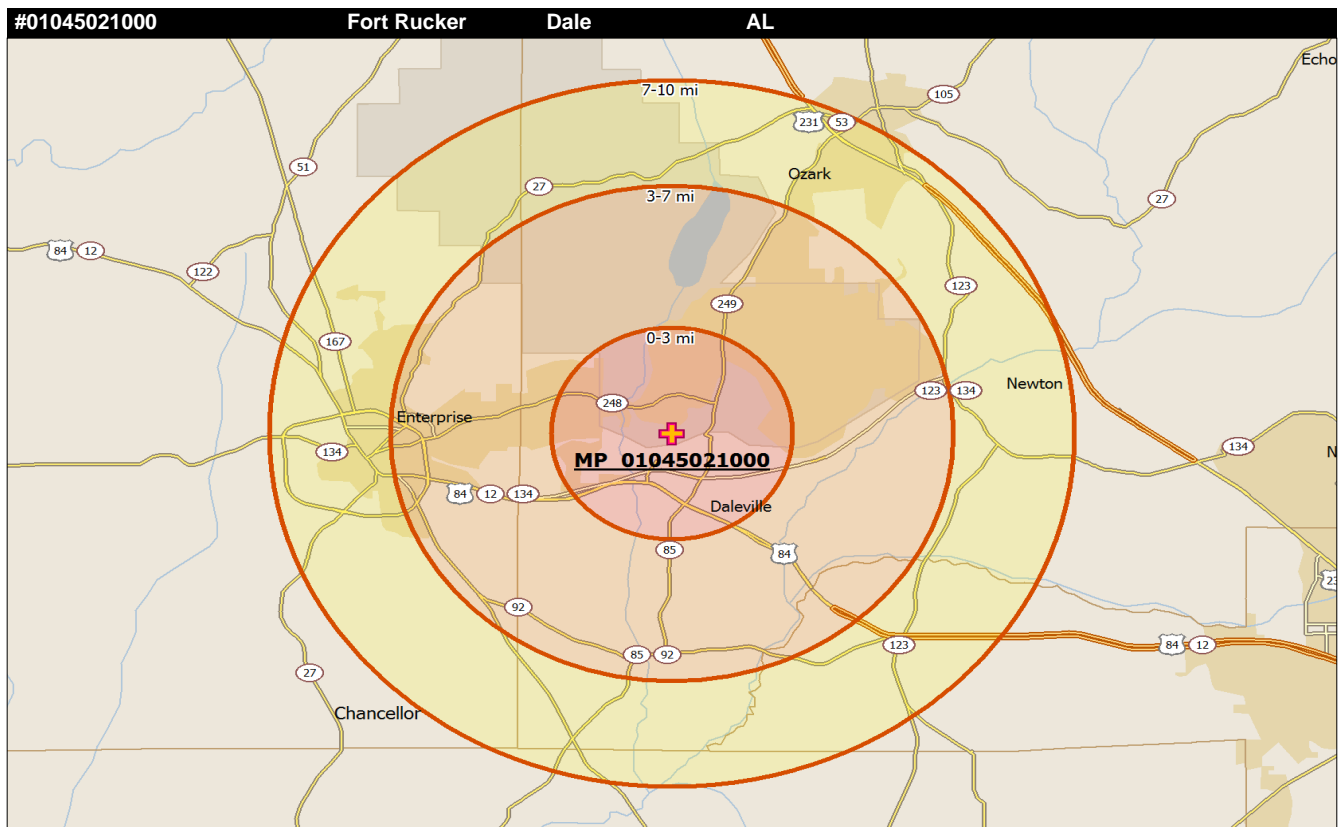
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	3.62%	Low Education County	False
Mainstay Community	4.56%	Low Employment County	False
Working Community	30.48%	Persistent Poverty County	False
Country Community	20.9%	Population Loss County	False
Aspiring Community	8.33%	Nonmetro Recreation County	False
Urban Community	32.11%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	21.06	Racial Diversity Index	53.95
Ancestry Diversity Index	29.02	Diversity Composite Index	28.21
Foreign Born Diversity Index	34.38	Population Density Index	21.52

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

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15 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01045021000	Total Households in 3 mi Ring	3,028
CT Centroid Latitude	31.32539	Active Evangelical HHLDS	627
CT Centroid Longitude	-85.72656	Active Evangelical PERCENT	20.72%
City Location	Fort Rucker	Unreached HHLDS	1,917
County Location	Dale	Unreached Percent	63.31%
Sitescape Category code	2	Religious but NOT Evang HHLDS	434
Sitescape Group code	2.2	Religious but NOT Evang PERCENT	14.35%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	114
Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	3.77%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,530
Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	50.53%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.81%	Low Education County	False
Mainstay Community	1.75%	Low Employment County	False
Working Community	12.62%	Persistent Poverty County	False
Country Community	3.8%	Population Loss County	False
Aspiring Community	53.53%	Nonmetro Recreation County	False
Urban Community	25.53%	Retirement Destination County	False

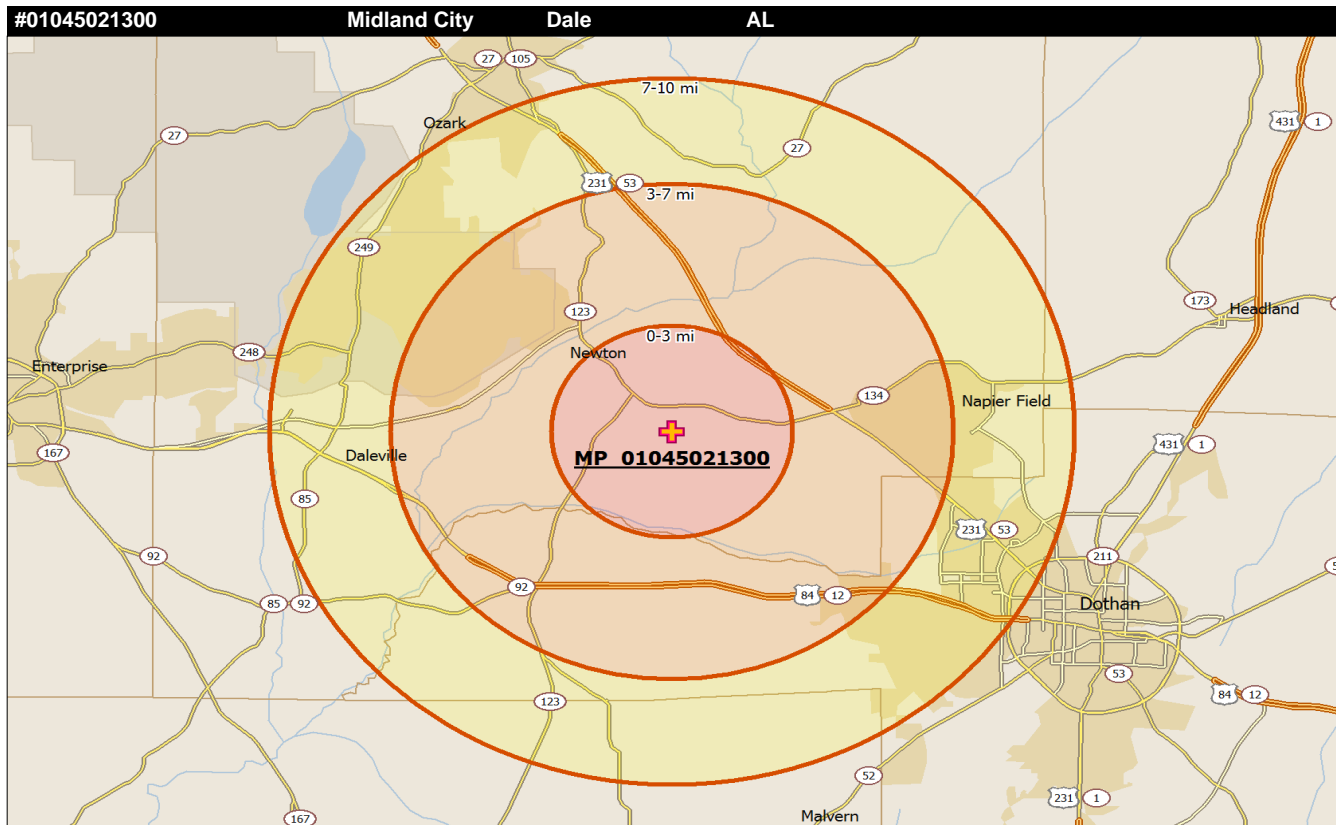
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	57.29	Racial Diversity Index	59.03
Ancestry Diversity Index	34.27	Diversity Composite Index	42.67
Foreign Born Diversity Index	56.00	Population Density Index	25.58

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

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16	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01045021300	Total Households in 3 mi Ring	1,105
	CT Centroid Latitude	31.30534	Active Evangelical HHLDS	255
	CT Centroid Longitude	-85.57337	Active Evangelical PERCENT	23.04%
	City Location	Midland City	Unreached HHLDS	656
	County Location	Dale	Unreached Percent	59.35%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	125
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	11.3%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	102
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.22%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	430
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38.88%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.9%	Low Education County	False
Mainstay Community	7.06%	Low Employment County	False
Working Community	34.03%	Persistent Poverty County	False
Country Community	42.44%	Population Loss County	False
Aspiring Community	0.81%	Nonmetro Recreation County	False
Urban Community	12.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.52	Racial Diversity Index	31.37
Ancestry Diversity Index	43.75	Diversity Composite Index	17.52
Foreign Born Diversity Index	18.00	Population Density Index	9.06

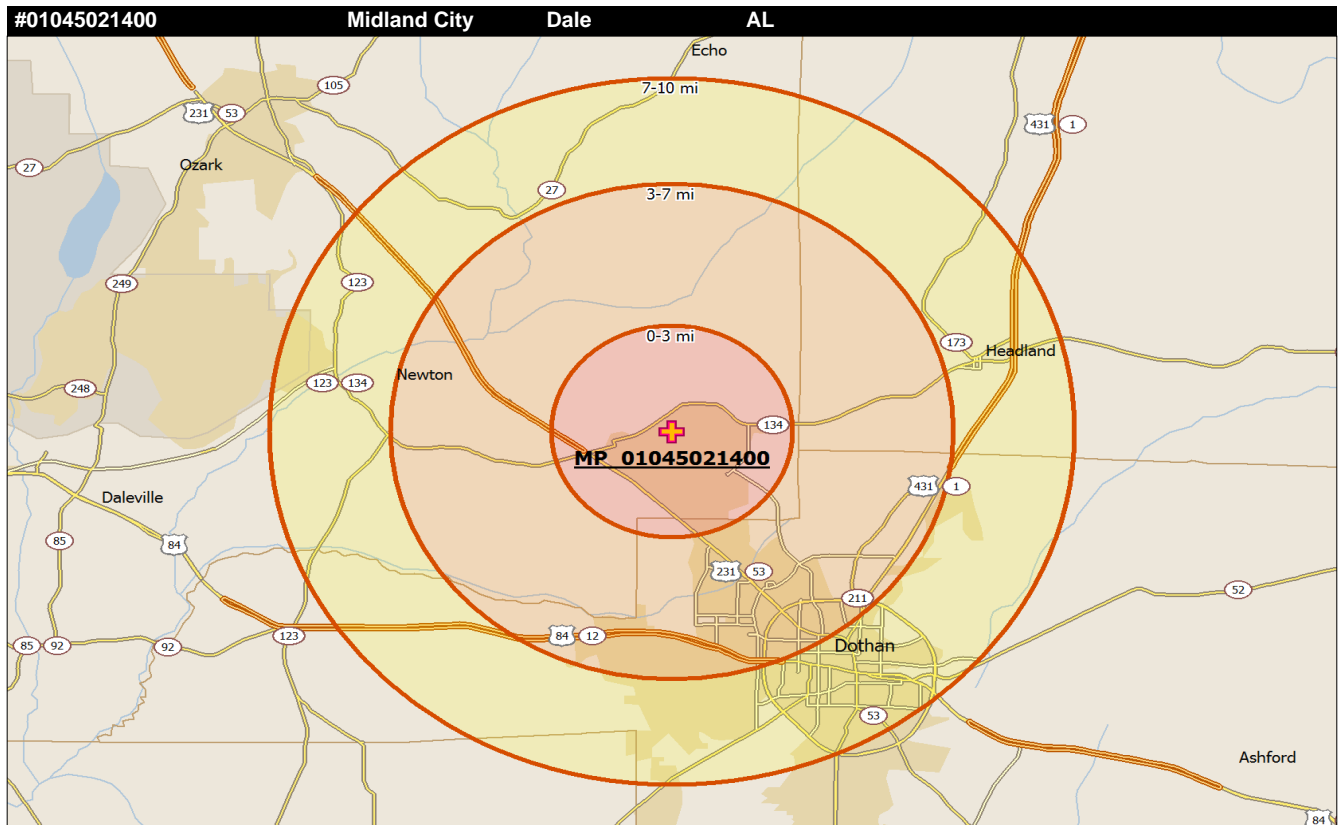
Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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**MISSION POINT REPORT**  
**TOP UNREACHED LOCATIONS IN SOUTHEASTERN REGION**

**IICM**  
**SITESCAPE**  
**18**



17 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01045021400	Total Households in 3 mi Ring	1,763
CT Centroid Latitude	31.32253	Active Evangelical HHLDS	355
CT Centroid Longitude	-85.47064	Active Evangelical PERCENT	20.15%
City Location	Midland City	Unreached HHLDS	1,131
County Location	Dale	Unreached Percent	64.17%
Sitescape Category code	2	Religious but NOT Evang HHLDS	252
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	14.31%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	181
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	10.27%
Density Assignment	A	NOT Evangelical NOT Interested HHLDS	702
Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39.84%

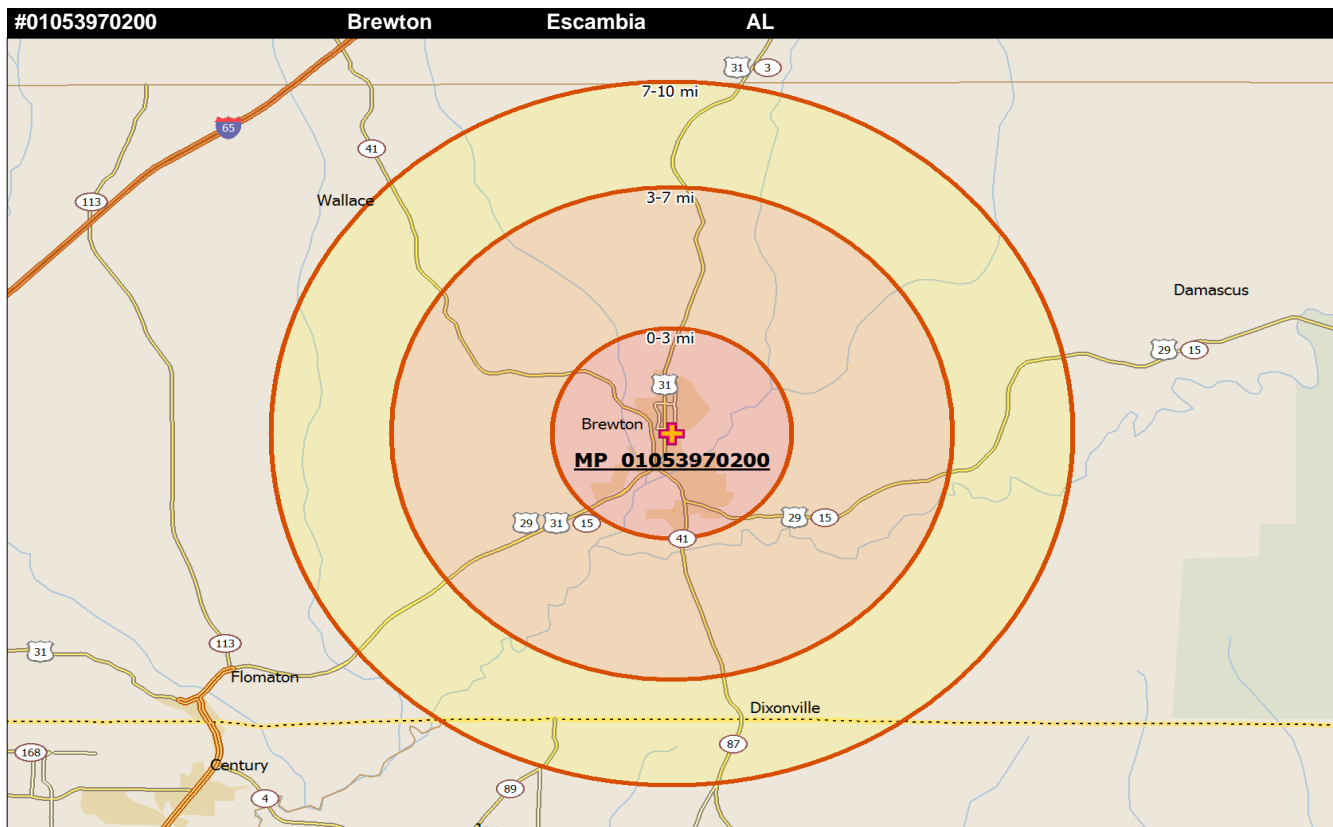
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.67%	Low Education County	False
Mainstay Community	10.89%	Low Employment County	False
Working Community	33.41%	Persistent Poverty County	False
Country Community	22.46%	Population Loss County	False
Aspiring Community	4.42%	Nonmetro Recreation County	False
Urban Community	26.04%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	10.40	Racial Diversity Index	43.01
Ancestry Diversity Index	32.96	Diversity Composite Index	28.32
Foreign Born Diversity Index	62.54	Population Density Index	14.63

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

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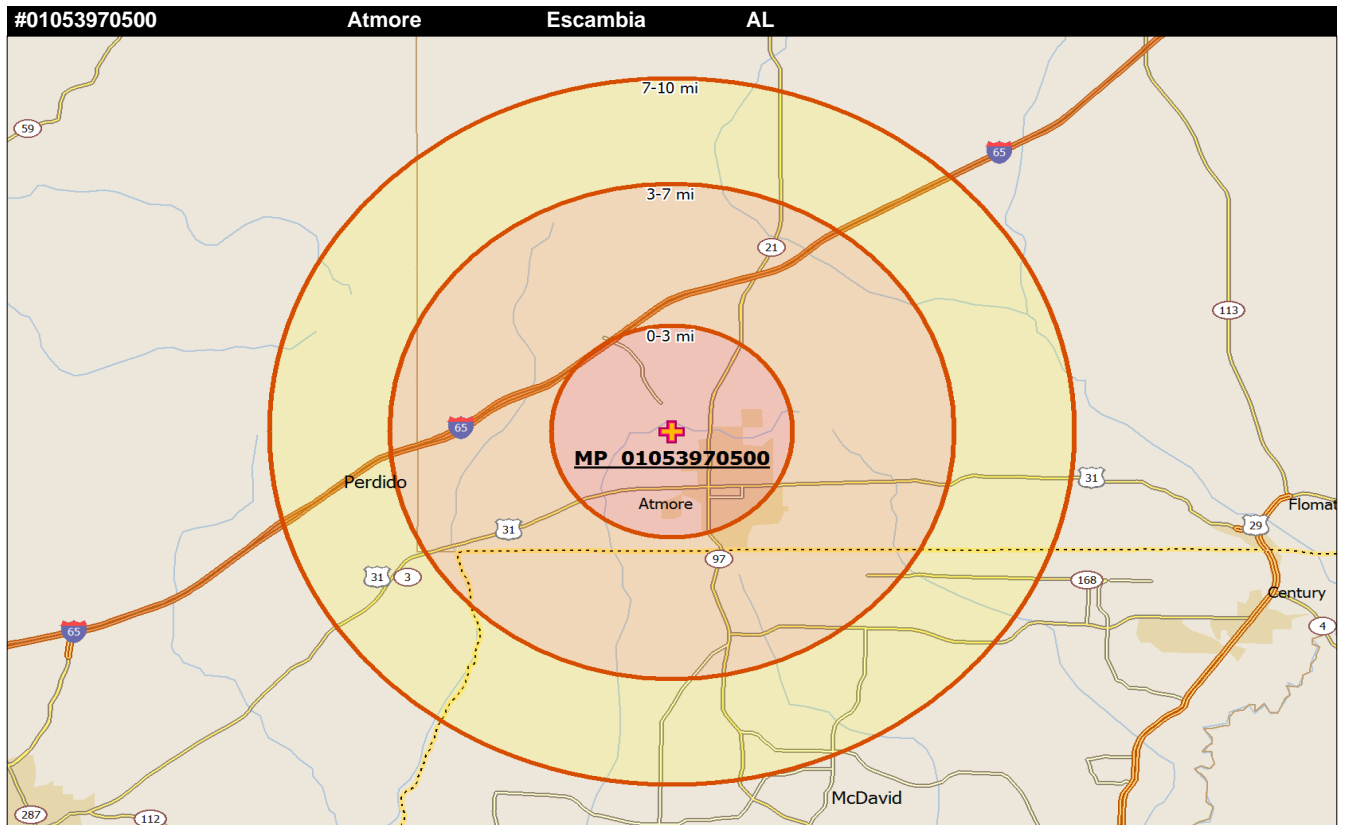
18 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01053970200	Total Households in 3 mi Ring	3,592
CT Centroid Latitude	31.11693	Active Evangelical HHLDS	818
CT Centroid Longitude	-87.06563	Active Evangelical PERCENT	22.78%
City Location	Brewton	Unreached HHLDS	2,459
County Location	Escambia	Unreached Percent	68.46%
Sitescape Category code	2	Religious but NOT Evang HHLDS	776
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	21.6%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	265
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.37%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,467
Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	40.85%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.12%	Low Education County	True
Mainstay Community	1.09%	Low Employment County	True
Working Community	24.86%	Persistent Poverty County	True
Country Community	8.69%	Population Loss County	False
Aspiring Community	21.99%	Nonmetro Recreation County	False
Urban Community	26.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.67	Racial Diversity Index	58.89
Ancestry Diversity Index	22.81	Diversity Composite Index	4.61
Foreign Born Diversity Index	52.13	Population Density Index	21.87

**MISSION POINT REPORT**  
**TOP UNREACHED LOCATIONS IN SOUTHEASTERN REGION**

**IICM**  
**SITESCAPE**  
**20**



19 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01053970500	Total Households in 3 mi Ring	3,696
CT Centroid Latitude	31.04661	Active Evangelical HHLDS	872
CT Centroid Longitude	-87.50905	Active Evangelical PERCENT	23.61%
City Location	Atmore	Unreached HHLDS	2,488
County Location	Escambia	Unreached Percent	67.32%
Sitescape Category code	2	Religious but NOT Evang HHLDS	791
Sitescape Group code	2.1	Religious but NOT Evang PERCENT	21.4%
Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	268
Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	7.24%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,506
Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.74%

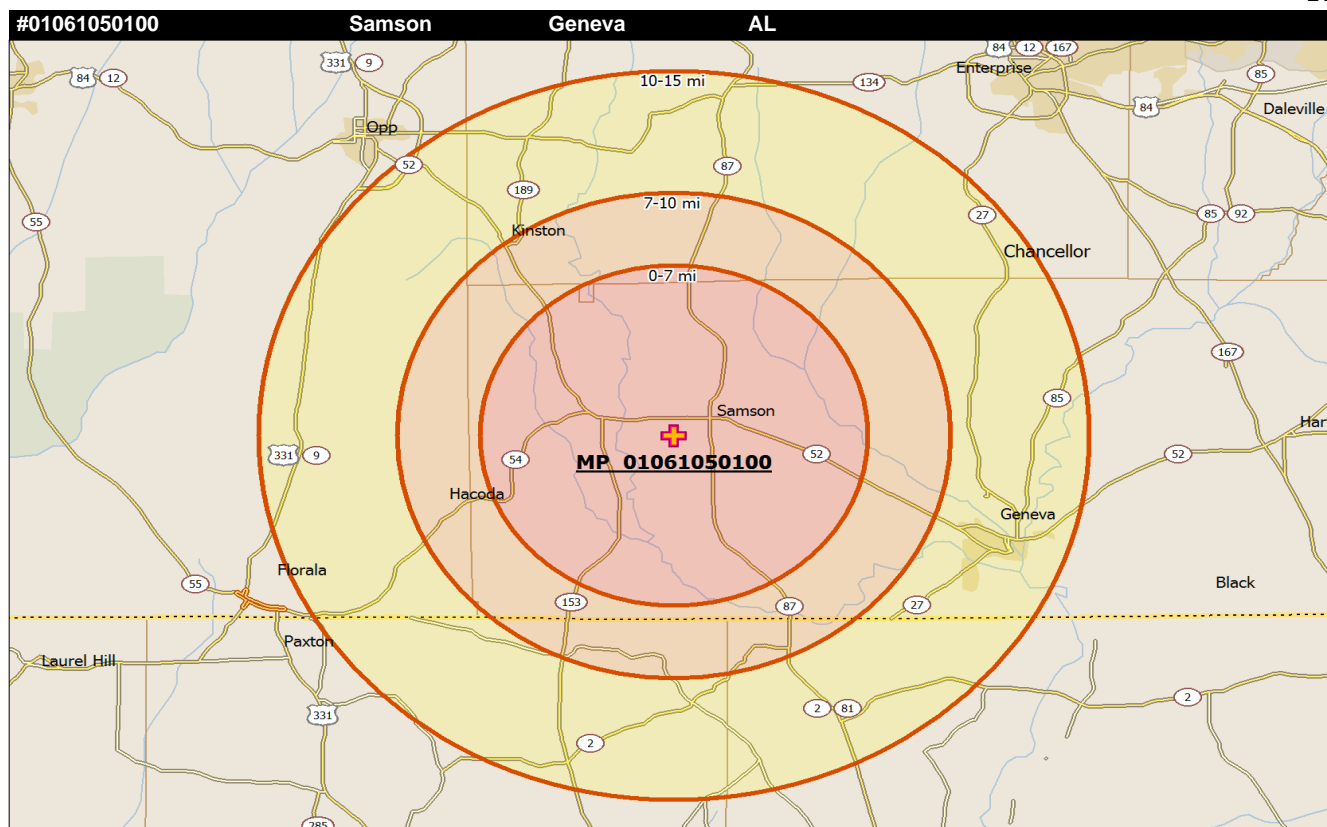
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.95%	Low Education County	True
Mainstay Community	3.38%	Low Employment County	True
Working Community	30.28%	Persistent Poverty County	True
Country Community	10.63%	Population Loss County	False
Aspiring Community	9.96%	Nonmetro Recreation County	False
Urban Community	40.85%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.02	Racial Diversity Index	71.08
Ancestry Diversity Index	13.04	Diversity Composite Index	17.84
Foreign Born Diversity Index	47.07	Population Density Index	21.77

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

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20 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01061050100	Total Households in 3 mi Ring	1,077
CT Centroid Latitude	31.10241	Active Evangelical HHLDS	307
CT Centroid Longitude	-86.06771	Active Evangelical PERCENT	28.54%
City Location	Samson	Unreached HHLDS	665
County Location	Geneva	Unreached Percent	61.79%
Sitescape Category code	1	Religious but NOT Evang HHLDS	167
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	15.49%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	86
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	8.01%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	425
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	39.46%

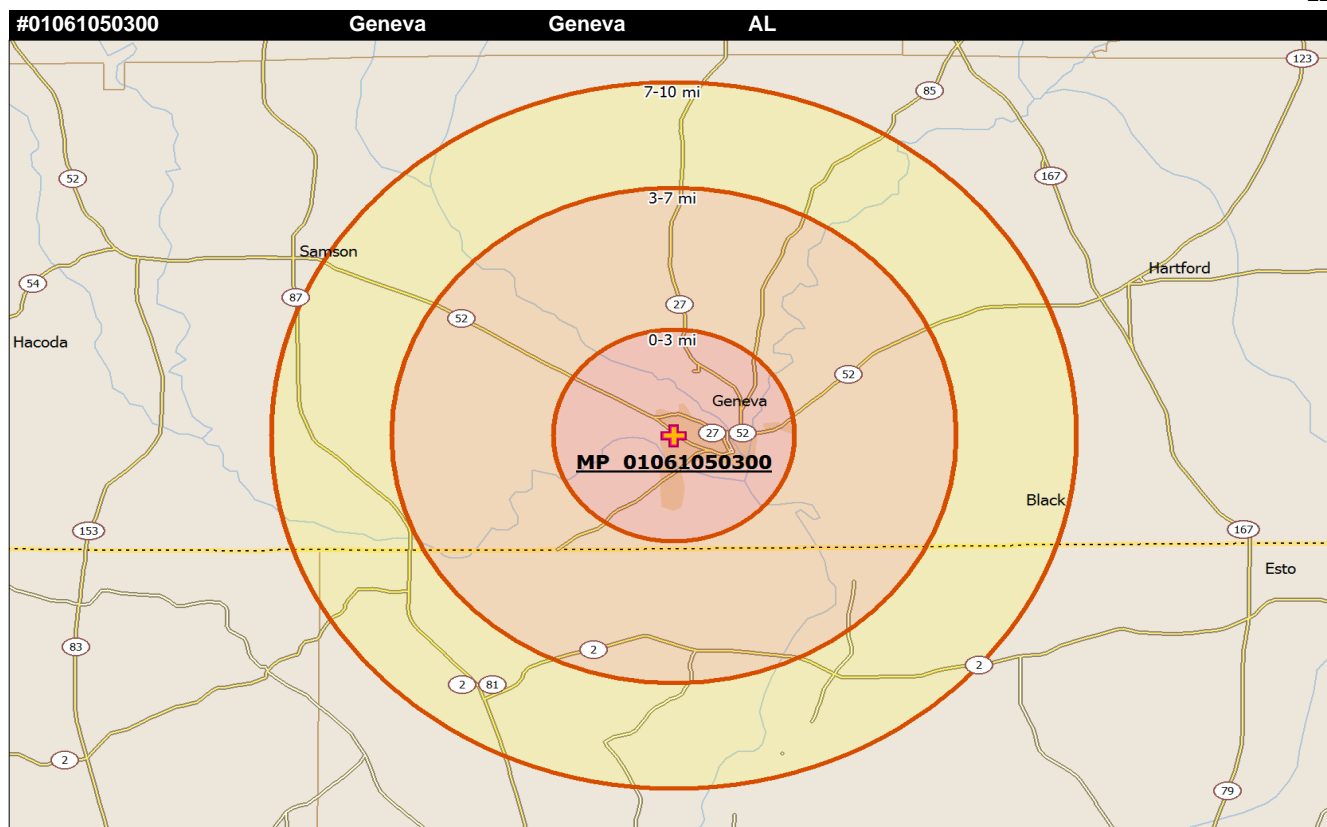
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.93%	Low Education County	True
Mainstay Community	4.09%	Low Employment County	False
Working Community	27.95%	Persistent Poverty County	False
Country Community	32.4%	Population Loss County	False
Aspiring Community	0.37%	Nonmetro Recreation County	False
Urban Community	33.98%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.57	Racial Diversity Index	45.59
Ancestry Diversity Index	34.91	Diversity Composite Index	6.18
Foreign Born Diversity Index	20.58	Population Density Index	5.61

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

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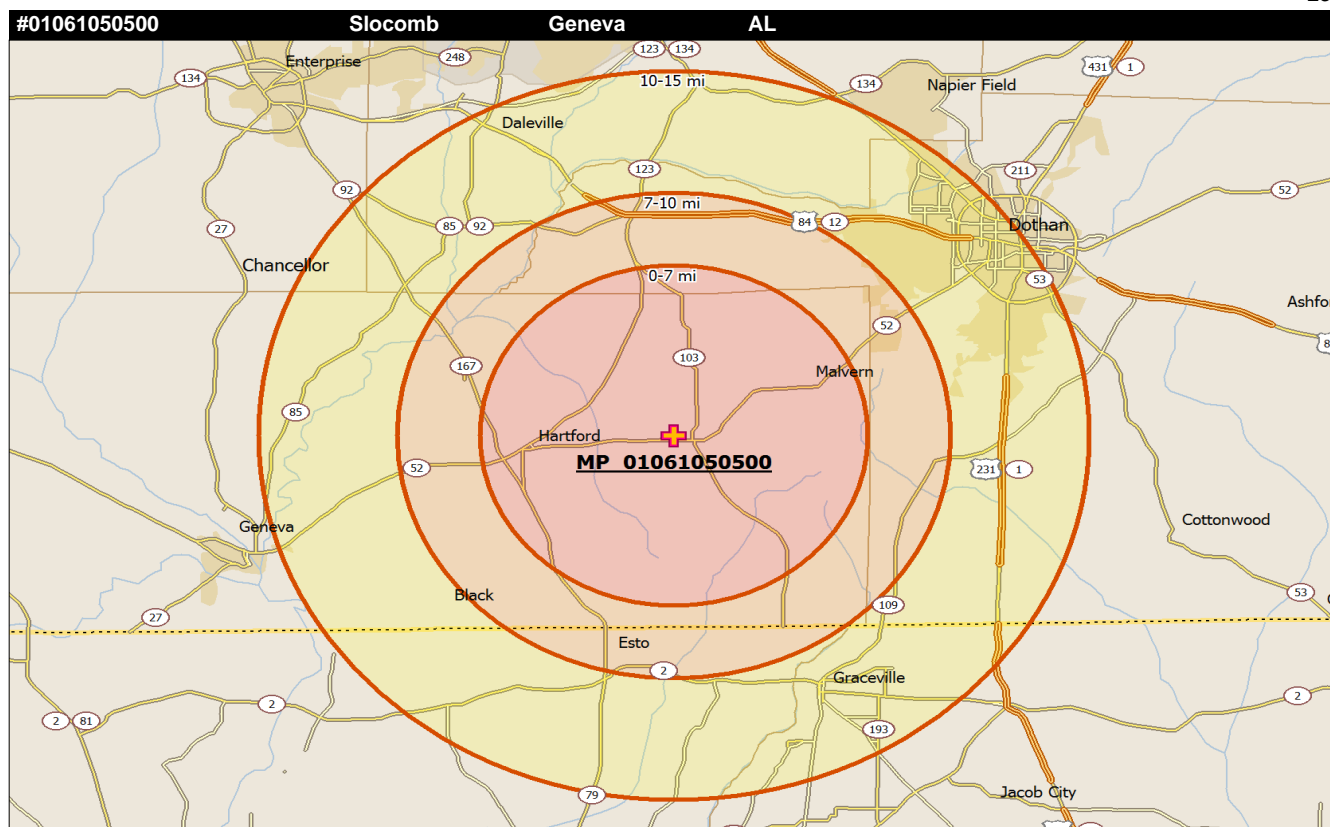


21	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01061050300	Total Households in 3 mi Ring	1,827
	CT Centroid Latitude	31.04004	Active Evangelical HHLDS	500
	CT Centroid Longitude	-85.88685	Active Evangelical PERCENT	27.39%
	City Location	Geneva	Unreached HHLDS	1,161
	County Location	Geneva	Unreached Percent	63.54%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	280
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.33%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	166
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.08%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	729
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	39.91%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.31%	Low Education County	True
Mainstay Community	0.44%	Low Employment County	False
Working Community	39.46%	Persistent Poverty County	False
Country Community	25.83%	Population Loss County	False
Aspiring Community	1.64%	Nonmetro Recreation County	False
Urban Community	31.25%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	3.83	Racial Diversity Index	31.15
Ancestry Diversity Index	41.40	Diversity Composite Index	8.74
Foreign Born Diversity Index	48.74	Population Density Index	14.44



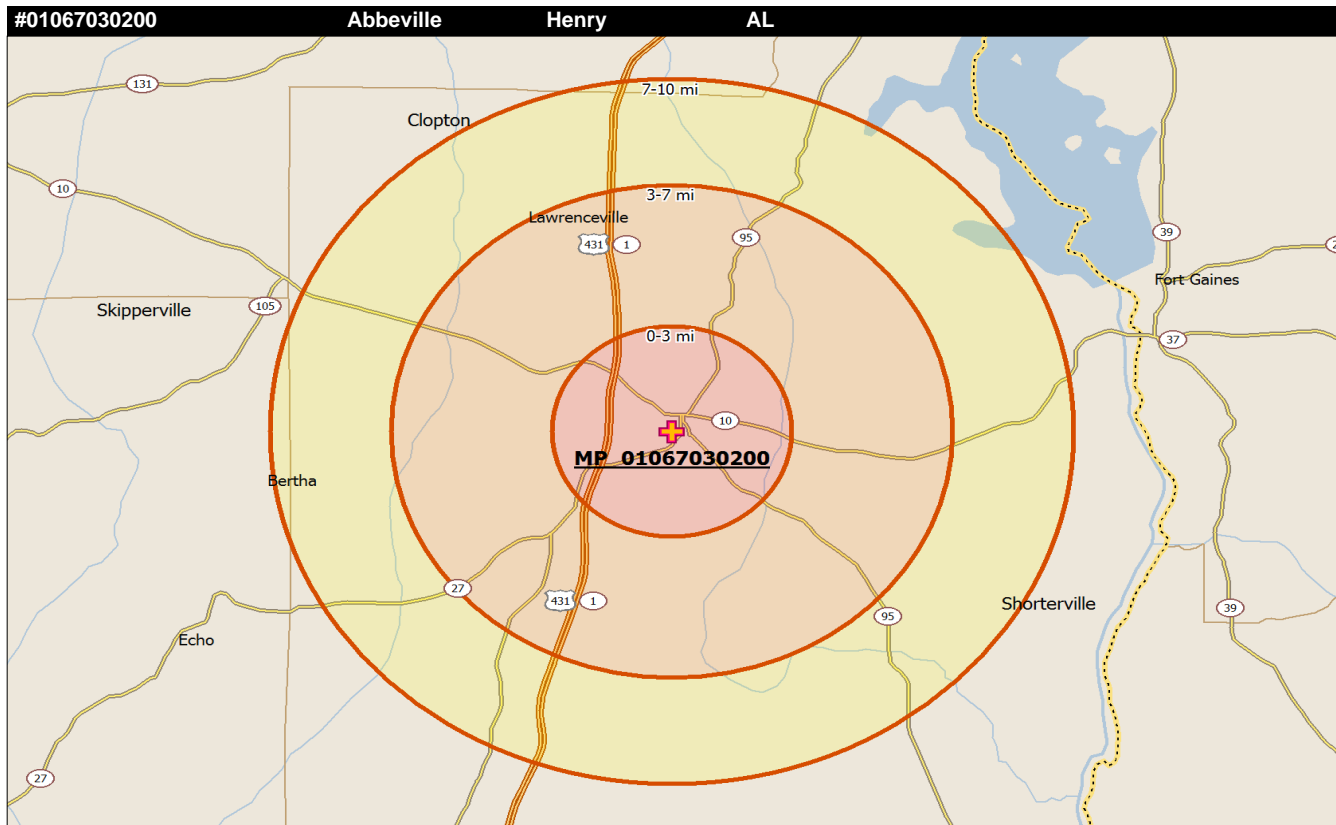


22 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#01061050500	Total Households in 3 mi Ring	1,041
CT Centroid Latitude	31.11042	Active Evangelical HHLDS	348
CT Centroid Longitude	-85.60462	Active Evangelical PERCENT	33.45%
City Location	Slocomb	Unreached HHLDS	577
County Location	Geneva	Unreached Percent	55.45%
Sitescape Category code	1	Religious but NOT Evang HHLDS	107
Sitescape Group code	1.2	Religious but NOT Evang PERCENT	10.32%
Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	88
Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	8.45%
Density Assignment	M	NOT Evangelical NOT Interested HHLDS	383
Population Pattern	2500-10000-10000	NOT Evangelical NOT Interested PERCENT	36.82%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.23%	Low Education County	True
Mainstay Community	4.71%	Low Employment County	False
Working Community	11.43%	Persistent Poverty County	False
Country Community	58.21%	Population Loss County	False
Aspiring Community	2.02%	Nonmetro Recreation County	False
Urban Community	19.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	7.90	Racial Diversity Index	29.79
Ancestry Diversity Index	36.21	Diversity Composite Index	5.35
Foreign Born Diversity Index	6.63	Population Density Index	5.95

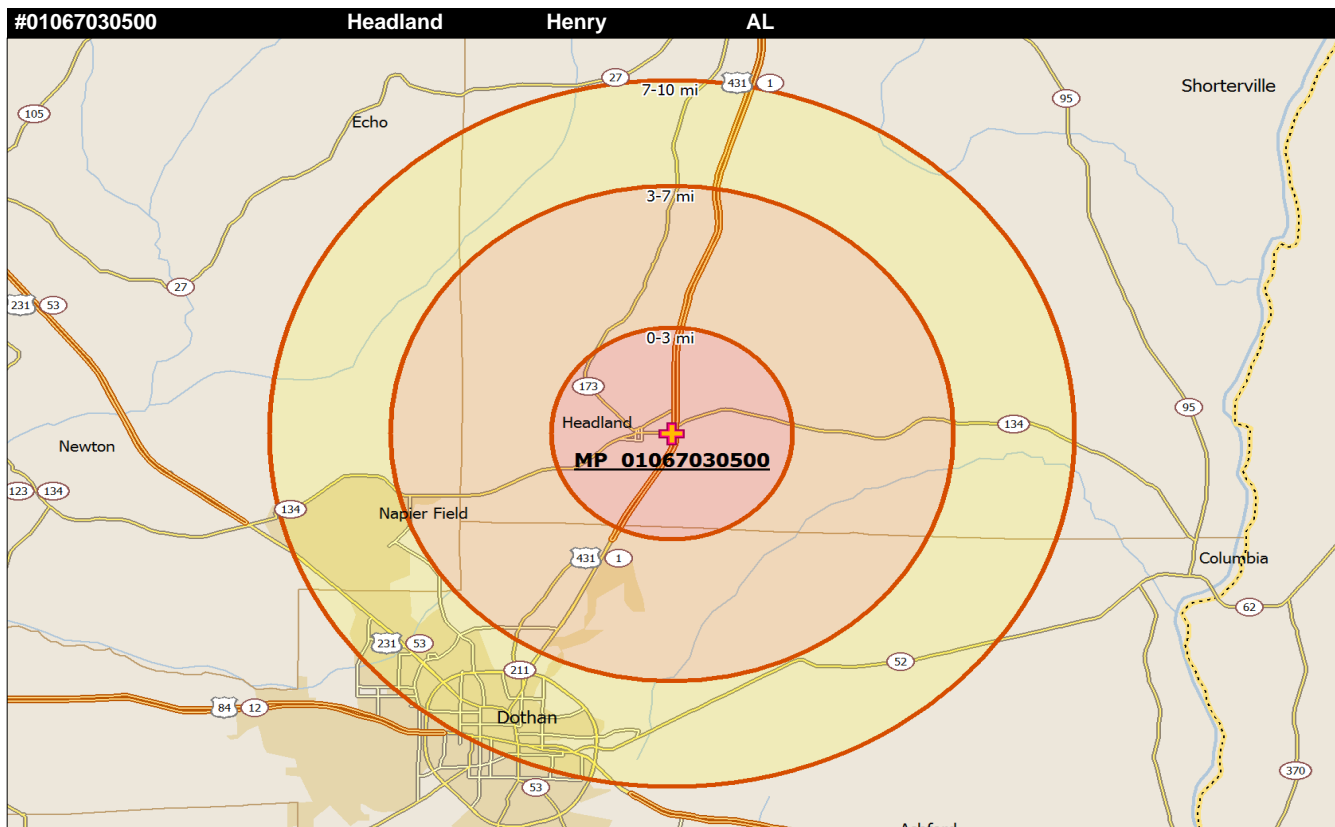




23	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01067030200	Total Households in 3 mi Ring	1,179
	CT Centroid Latitude	31.56465	Active Evangelical HHLDS	245
	CT Centroid Longitude	-85.25404	Active Evangelical PERCENT	20.80%
	City Location	Abbeville	Unreached HHLDS	840
	County Location	Henry	Unreached Percent	71.23%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	323
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.36%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	69
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.82%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	468
	Population Pattern	10000-10000-2500	NOT Evangelical NOT Interested PERCENT	39.69%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	0.17%	Low Employment County	False
Working Community	6.28%	Persistent Poverty County	False
Country Community	3.65%	Population Loss County	False
Aspiring Community	57.42%	Nonmetro Recreation County	False
Urban Community	32.57%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	22.16	Racial Diversity Index	71.80
Ancestry Diversity Index	13.16	Diversity Composite Index	7.20
Foreign Born Diversity Index	7.88	Population Density Index	10.01



24	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01067030500	Total Households in 3 mi Ring	1,690
	CT Centroid Latitude	31.35111	Active Evangelical HHLDS	382
	CT Centroid Longitude	-85.32858	Active Evangelical PERCENT	22.60%
	City Location	Headland	Unreached HHLDS	1,163
	County Location	Henry	Unreached Percent	68.83%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	342
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	20.22%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	162
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	9.61%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	664
	Population Pattern	10000-10000-50000	NOT Evangelical NOT Interested PERCENT	39.27%

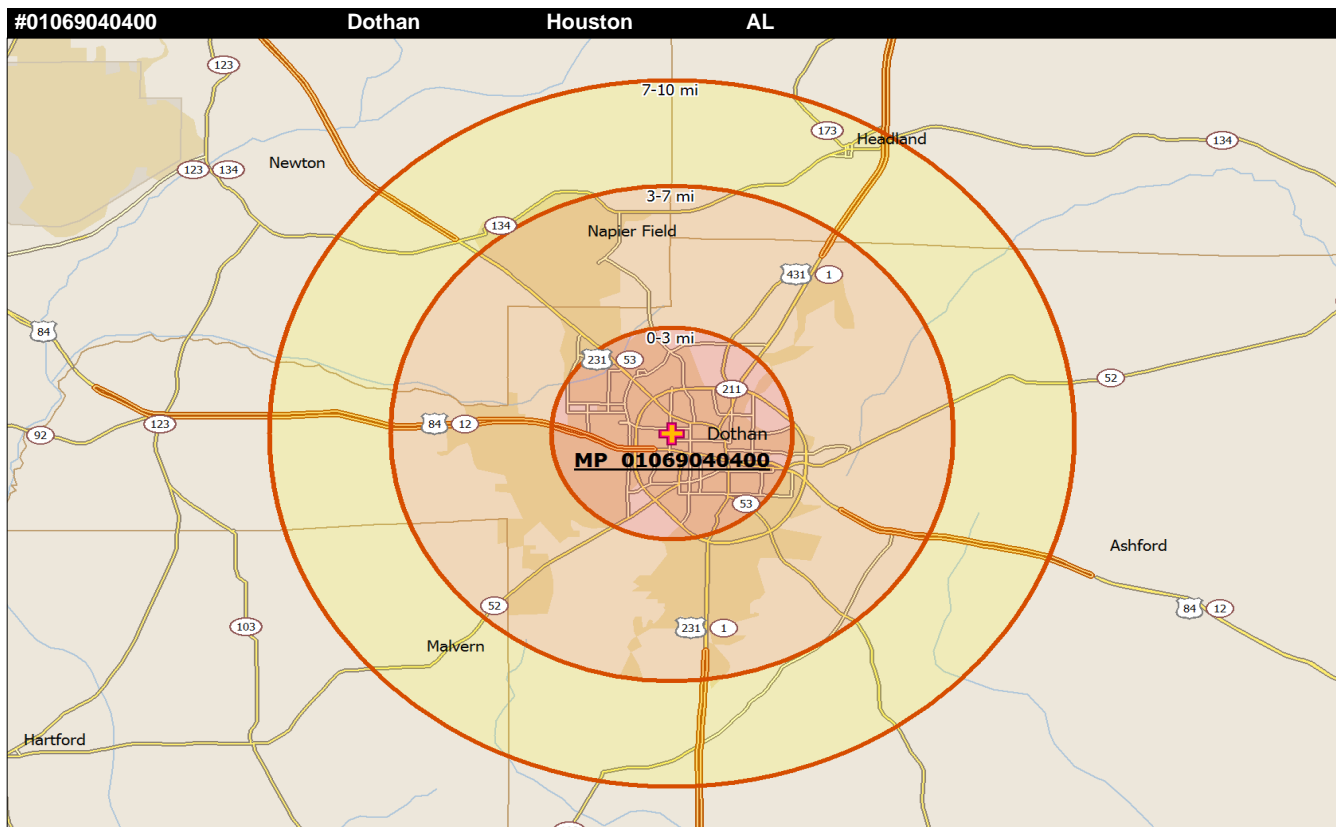
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	18.93%	Low Education County	True
Mainstay Community	18.76%	Low Employment County	False
Working Community	16.51%	Persistent Poverty County	False
Country Community	11.36%	Population Loss County	False
Aspiring Community	24.38%	Nonmetro Recreation County	False
Urban Community	10.24%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.63	Racial Diversity Index	48.13
Ancestry Diversity Index	36.41	Diversity Composite Index	11.65
Foreign Born Diversity Index	12.31	Population Density Index	12.09

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	#01069040400	Total Households in 3 mi Ring	15,202
	CT Centroid Latitude	31.23477	Active Evangelical HHLDS	3,365
	CT Centroid Longitude	-85.41667	Active Evangelical PERCENT	22.13%
	City Location	Dothan	Unreached HHLDS	10,730
	County Location	Houston	Unreached Percent	70.58%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	3,341
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	21.98%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	1,312
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	8.63%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	6,207
	Population Pattern	50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40.83%

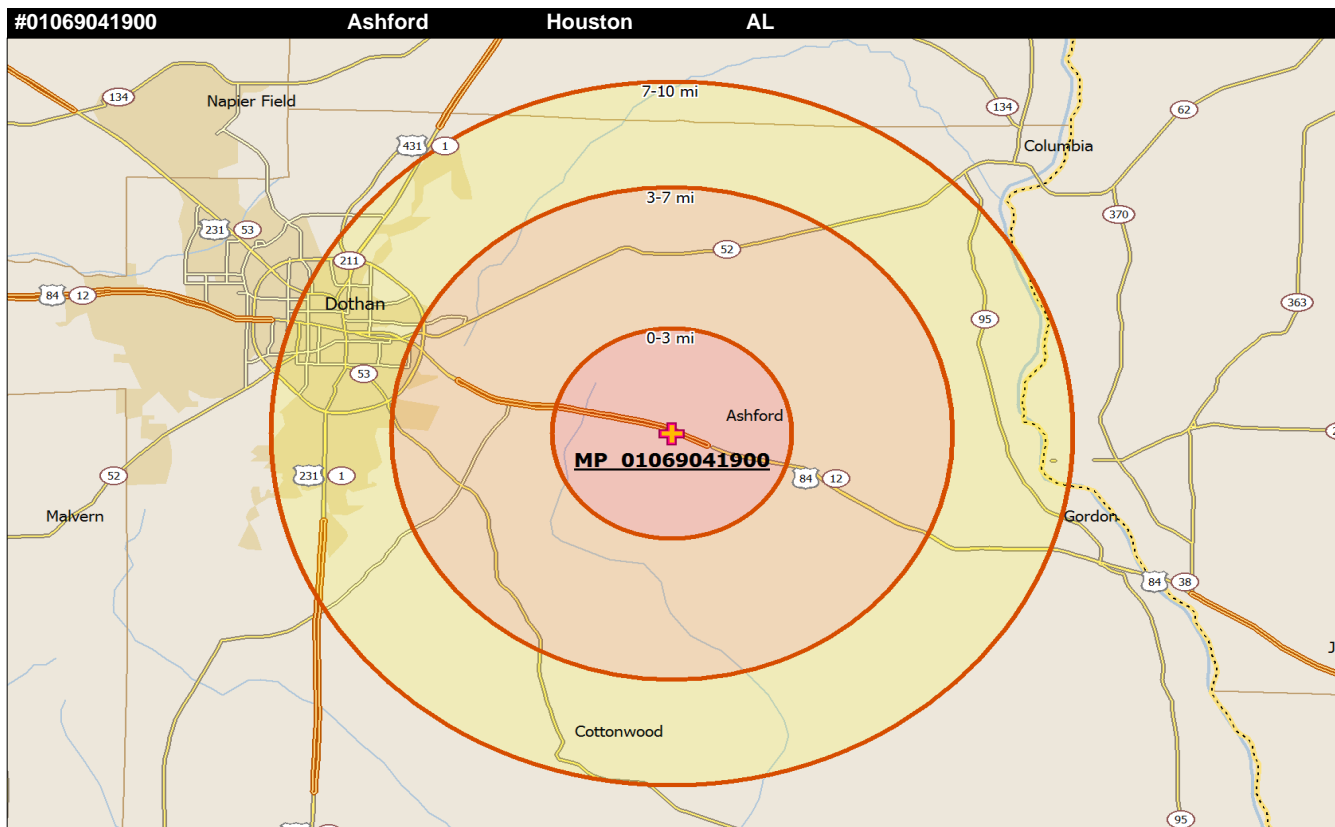
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.94%	Low Education County	False
Mainstay Community	12.76%	Low Employment County	False
Working Community	18.35%	Persistent Poverty County	False
Country Community	1.18%	Population Loss County	False
Aspiring Community	14.98%	Nonmetro Recreation County	False
Urban Community	30.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.48	Racial Diversity Index	61.67
Ancestry Diversity Index	29.84	Diversity Composite Index	21.45
Foreign Born Diversity Index	76.51	Population Density Index	42.82

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

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26	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01069041900	Total Households in 3 mi Ring	1,608
	CT Centroid Latitude	31.18145	Active Evangelical HHLDS	464
	CT Centroid Longitude	-85.25566	Active Evangelical PERCENT	28.88%
	City Location	Ashford	Unreached HHLDS	993
	County Location	Houston	Unreached Percent	61.74%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	256
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	15.92%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	140
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	8.7%
	Density Assignment	I1	NOT Evangelical NOT Interested HHLDS	599
	Population Pattern	10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37.23%

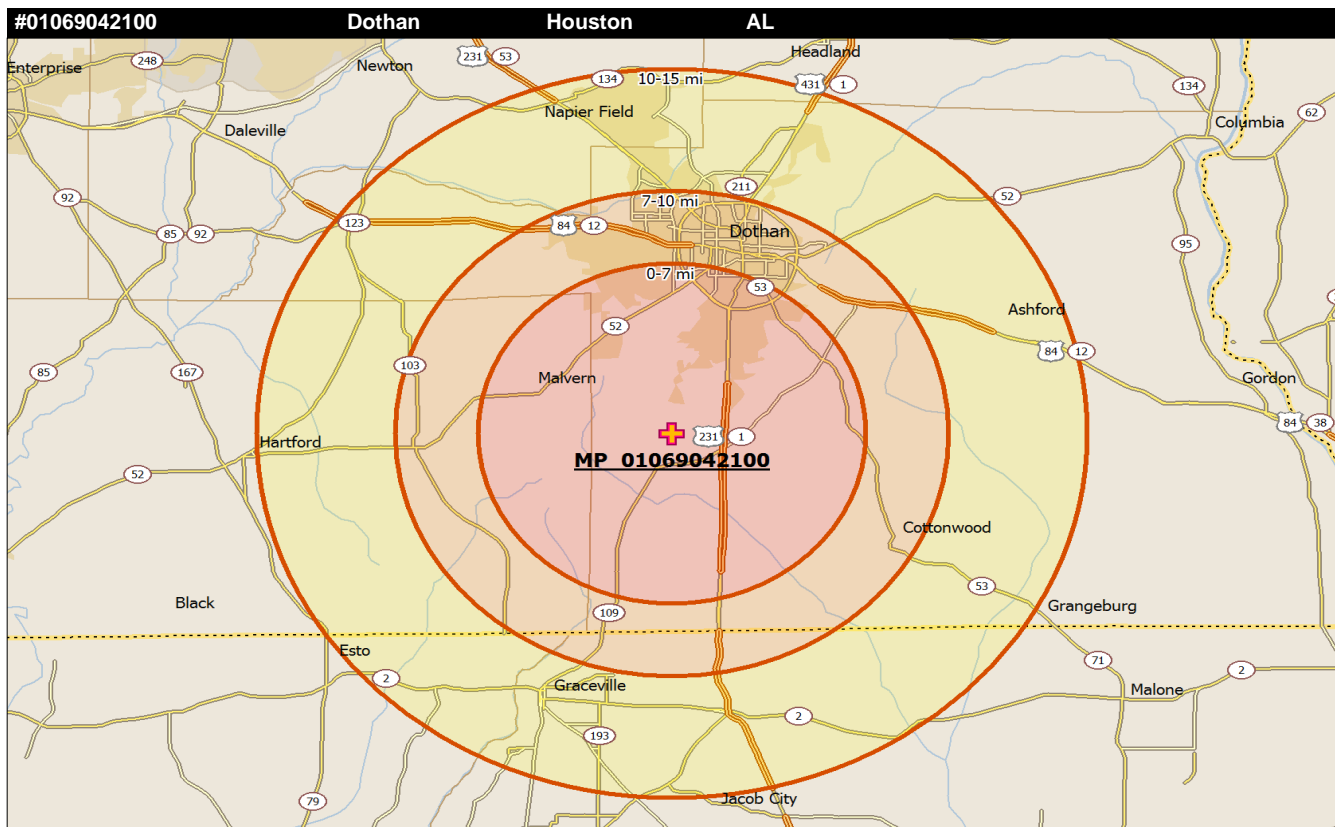
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.92%	Low Education County	False
Mainstay Community	8.52%	Low Employment County	False
Working Community	24.13%	Persistent Poverty County	False
Country Community	41.23%	Population Loss County	False
Aspiring Community	18.28%	Nonmetro Recreation County	False
Urban Community	5.04%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.20	Racial Diversity Index	41.98
Ancestry Diversity Index	33.17	Diversity Composite Index	11.23
Foreign Born Diversity Index	12.80	Population Density Index	14.54

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

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27	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01069042100	Total Households in 3 mi Ring	1,157
	CT Centroid Latitude	31.11582	Active Evangelical HHLDS	302
	CT Centroid Longitude	-85.43620	Active Evangelical PERCENT	26.07%
	City Location	Dothan	Unreached HHLDS	753
	County Location	Houston	Unreached Percent	65.09%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	141
	Sitescape Group code	1.3	Religious but NOT Evang PERCENT	12.2%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	156
	Sitescape Group	Fringe Settlements	Spiritual but Not Religious PERCENT	13.46%
	Density Assignment	C	NOT Evangelical NOT Interested HHLDS	457
	Population Pattern	2500-50000-50000	NOT Evangelical NOT Interested PERCENT	39.48%

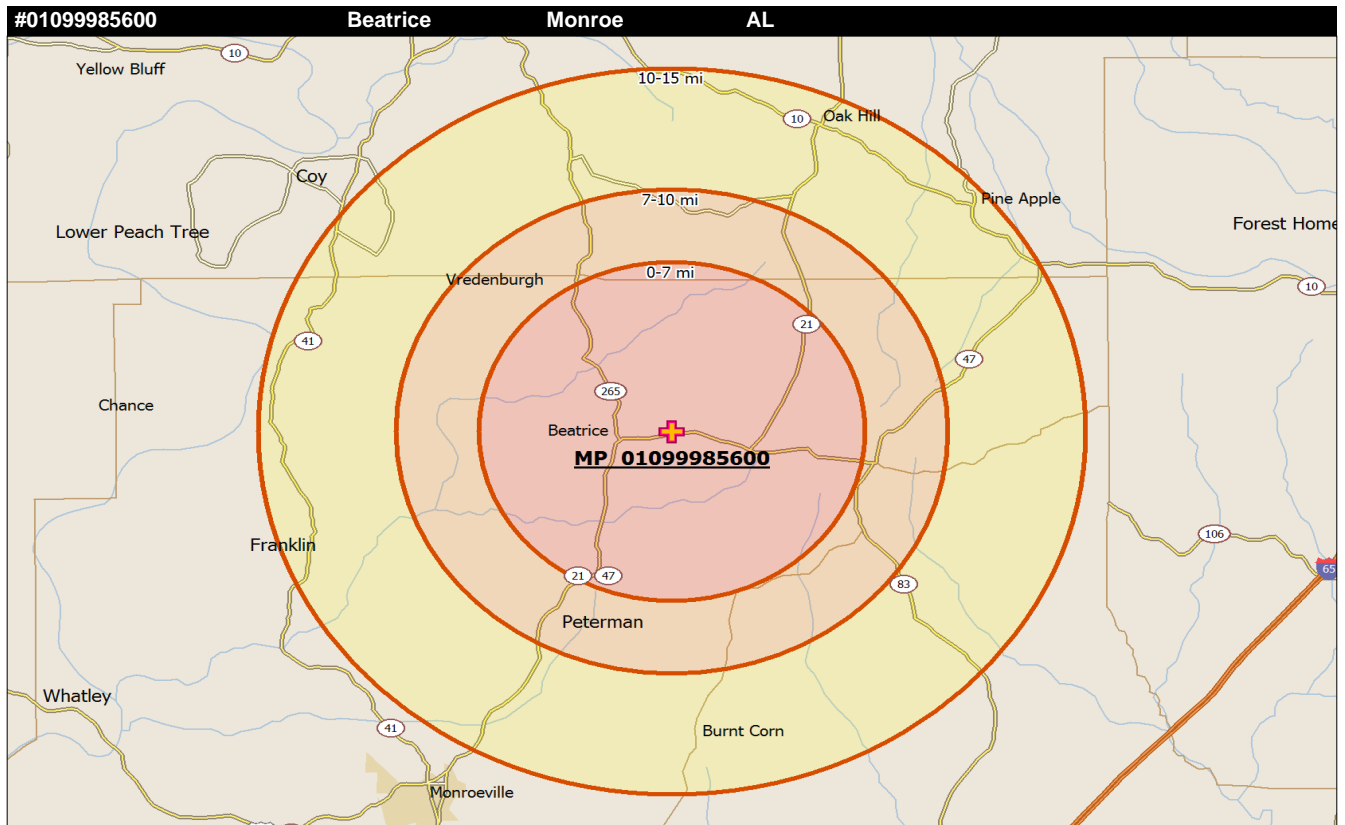
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	9.77%	Low Education County	False
Mainstay Community	48.57%	Low Employment County	False
Working Community	16.16%	Persistent Poverty County	False
Country Community	22.82%	Population Loss County	False
Aspiring Community	0.69%	Nonmetro Recreation County	False
Urban Community	1.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	8.59	Racial Diversity Index	14.85
Ancestry Diversity Index	56.20	Diversity Composite Index	17.33
Foreign Born Diversity Index	0.00	Population Density Index	3.81

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

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28	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01099985600	Total Households in 3 mi Ring	382
	CT Centroid Latitude	31.73770	Active Evangelical HHLDS	97
	CT Centroid Longitude	-87.17435	Active Evangelical PERCENT	25.35%
	City Location	Beatrice	Unreached HHLDS	264
	County Location	Monroe	Unreached Percent	69.17%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	108
	Sitescape Group code	1.2	Religious but NOT Evang PERCENT	28.28%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	7
	Sitescape Group	Distant Settlements	Spiritual but Not Religious PERCENT	1.78%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	165
	Population Pattern	2500-2500-2500	NOT Evangelical NOT Interested PERCENT	43.24%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	3.4%	Low Employment County	True
Working Community	0%	Persistent Poverty County	True
Country Community	1.05%	Population Loss County	False
Aspiring Community	21.99%	Nonmetro Recreation County	False
Urban Community	73.82%	Retirement Destination County	False

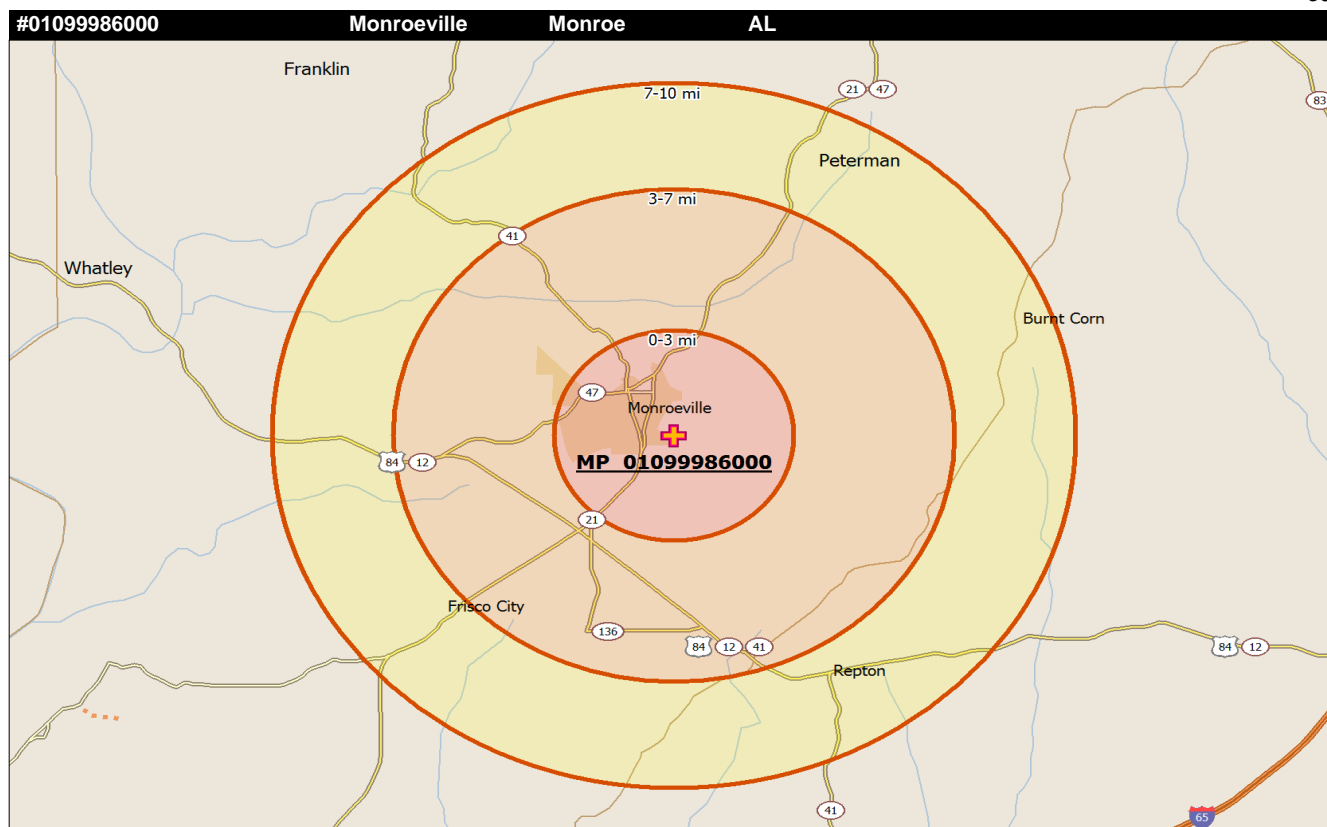
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	2.42	Racial Diversity Index	39.62
Ancestry Diversity Index	2.69	Diversity Composite Index	6.79
Foreign Born Diversity Index	0.00	Population Density Index	2.51

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

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29	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01099986000	Total Households in 3 mi Ring	2,911
	CT Centroid Latitude	31.50866	Active Evangelical HHLDS	681
	CT Centroid Longitude	-87.30469	Active Evangelical PERCENT	23.39%
	City Location	Monroeville	Unreached HHLDS	2,076
	County Location	Monroe	Unreached Percent	71.3%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	803
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	27.6%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	163
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	5.59%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	1,149
	Population Pattern	10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39.48%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	2.47%	Low Education County	True
Mainstay Community	2.37%	Low Employment County	True
Working Community	1.06%	Persistent Poverty County	True
Country Community	5.32%	Population Loss County	False
Aspiring Community	60.39%	Nonmetro Recreation County	False
Urban Community	28.38%	Retirement Destination County	False

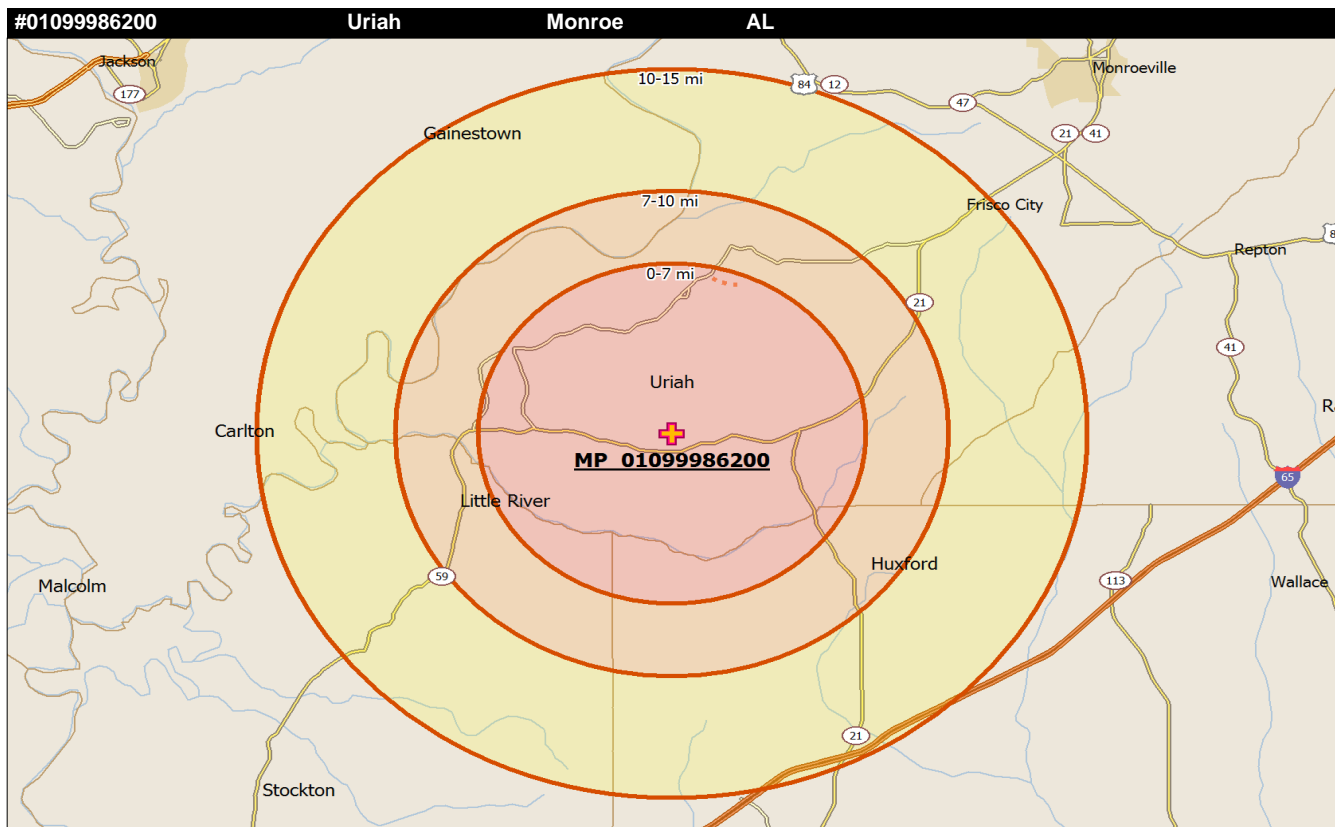
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	6.13	Racial Diversity Index	62.51
Ancestry Diversity Index	17.64	Diversity Composite Index	11.18
Foreign Born Diversity Index	37.97	Population Density Index	18.50

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

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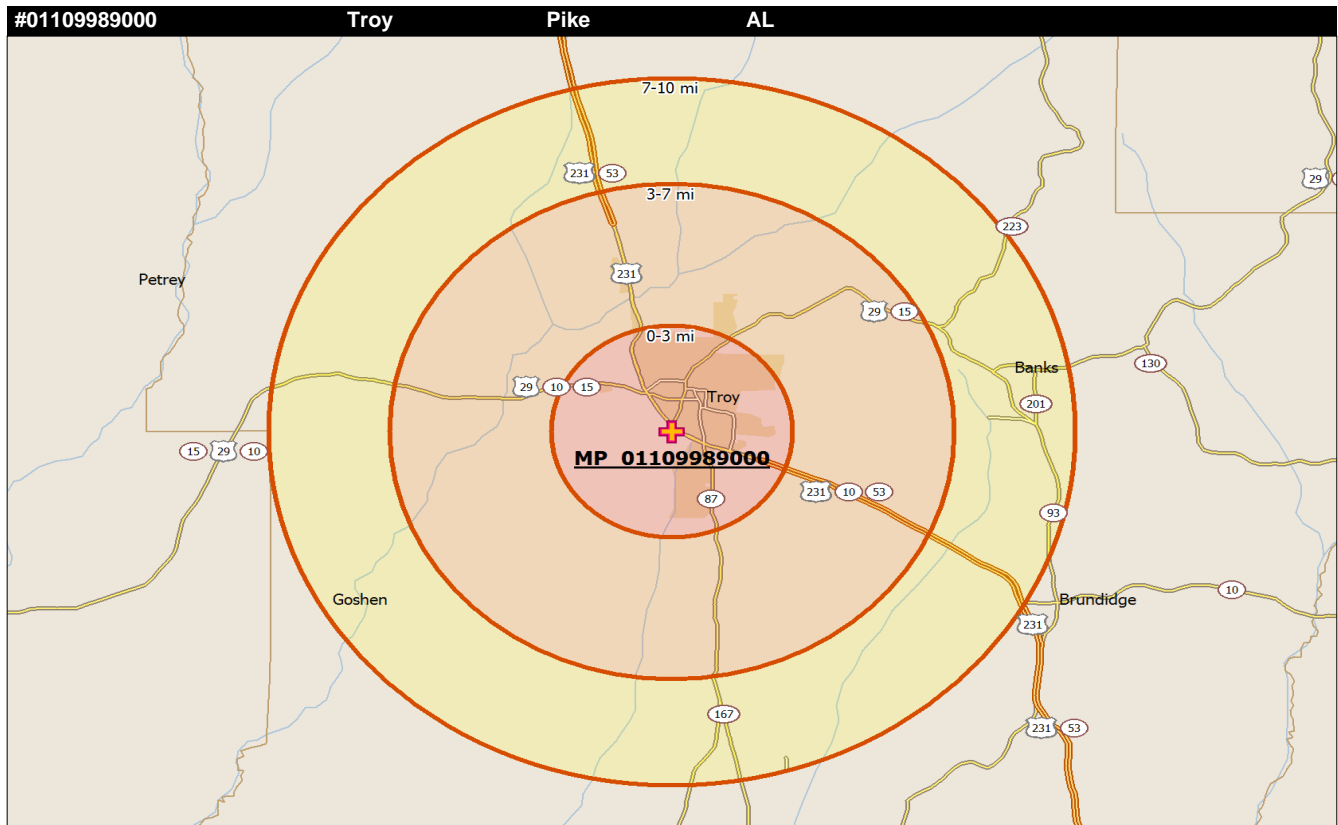




30	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01099986200	Total Households in 3 mi Ring	130
	CT Centroid Latitude	31.30313	Active Evangelical HHLDS	41
	CT Centroid Longitude	-87.57949	Active Evangelical PERCENT	31.55%
	City Location	Uriah	Unreached HHLDS	79
	County Location	Monroe	Unreached Percent	60.52%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	19
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	14.83%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	14
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	10.9%
	Density Assignment	E2	NOT Evangelical NOT Interested HHLDS	46
	Population Pattern	0-2500-0	NOT Evangelical NOT Interested PERCENT	35.57%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0%	Low Education County	True
Mainstay Community	1.54%	Low Employment County	True
Working Community	1.54%	Persistent Poverty County	True
Country Community	51.54%	Population Loss County	False
Aspiring Community	6.92%	Nonmetro Recreation County	False
Urban Community	37.69%	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	0.04
Foreign Born Diversity Index	0.00	Population Density Index	0.00



31	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01109989000	Total Households in 3 mi Ring	4,908
	CT Centroid Latitude	31.79043	Active Evangelical HHLDS	1,139
	CT Centroid Longitude	-85.97786	Active Evangelical PERCENT	23.21%
	City Location	Troy	Unreached HHLDS	3,329
	County Location	Pike	Unreached Percent	67.83%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	932
	Sitescape Group code	2.2	Religious but NOT Evang PERCENT	18.99%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	454
	Sitescape Group	Medium Towns	Spiritual but Not Religious PERCENT	9.24%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	2,010
	Population Pattern	50000-10000-10000	NOT Evangelical NOT Interested PERCENT	40.96%

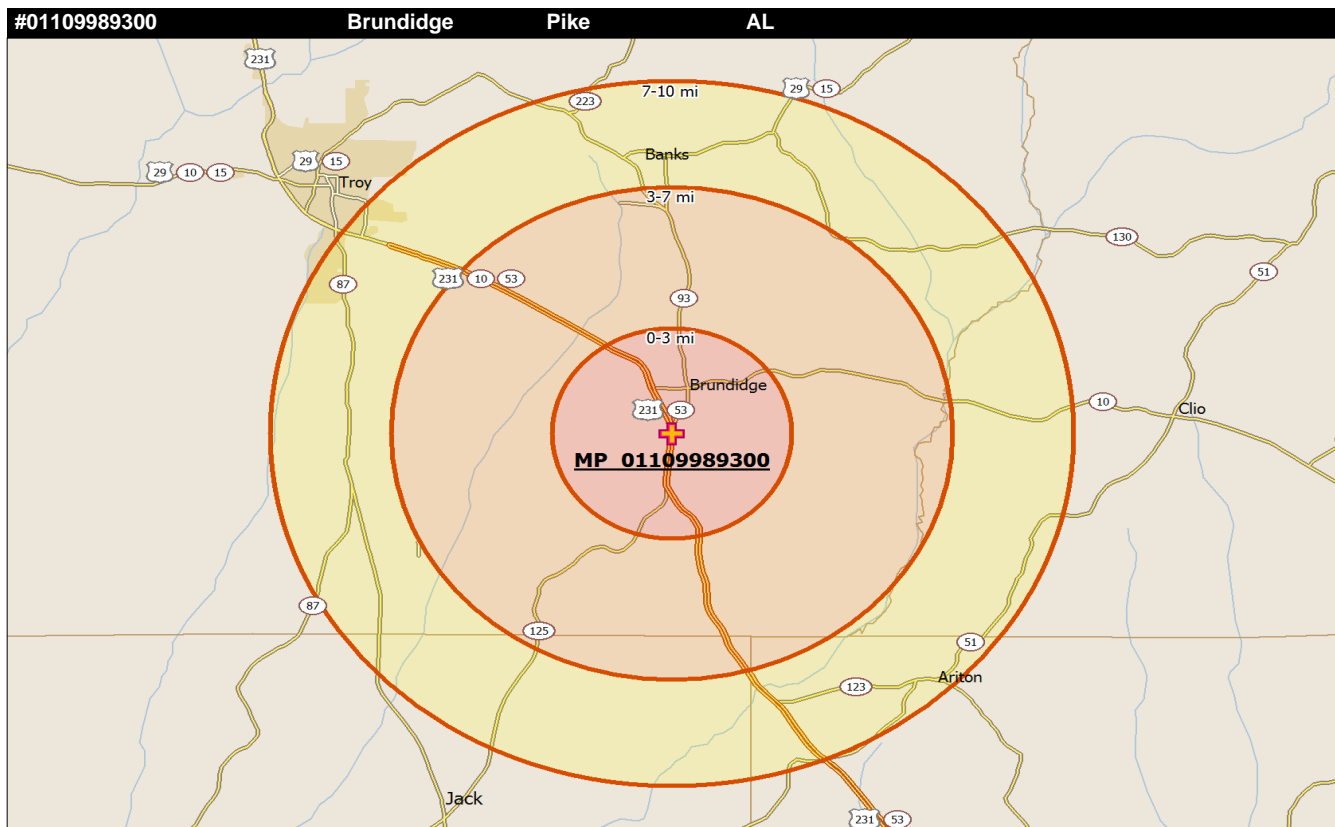
3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	4.44%	Low Education County	True
Mainstay Community	10.66%	Low Employment County	False
Working Community	8.64%	Persistent Poverty County	True
Country Community	24.76%	Population Loss County	False
Aspiring Community	9.58%	Nonmetro Recreation County	False
Urban Community	41.95%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	33.02	Racial Diversity Index	63.18
Ancestry Diversity Index	23.34	Diversity Composite Index	22.06
Foreign Born Diversity Index	69.71	Population Density Index	23.08

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

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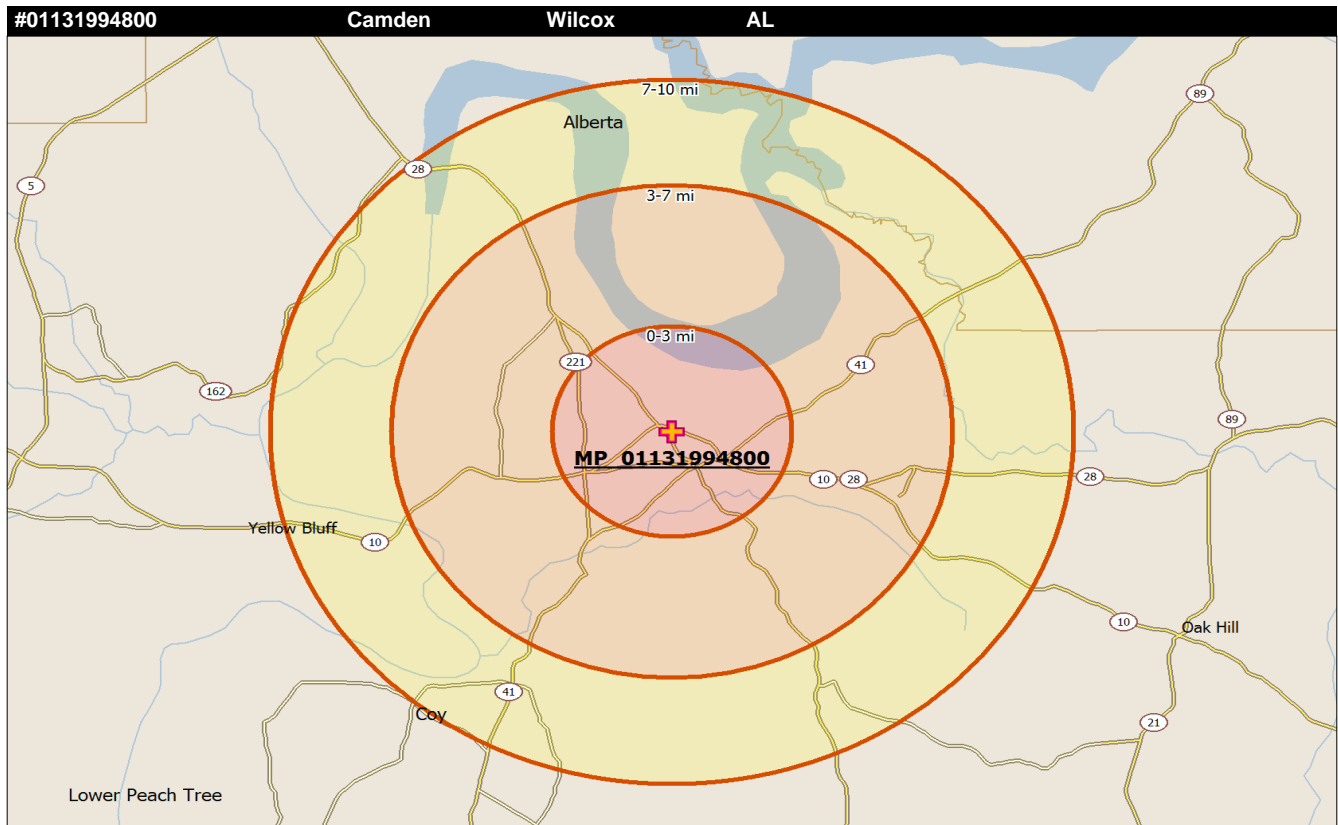
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32	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01109989300	Total Households in 3 mi Ring	1,329
	CT Centroid Latitude	31.70150	Active Evangelical HHLDS	299
	CT Centroid Longitude	-85.82233	Active Evangelical PERCENT	22.51%
	City Location	Brundidge	Unreached HHLDS	914
	County Location	Pike	Unreached Percent	68.78%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	378
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.48%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	19
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	1.44%
	Density Assignment	I3	NOT Evangelical NOT Interested HHLDS	578
	Population Pattern	10000-2500-10000	NOT Evangelical NOT Interested PERCENT	43.47%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.53%	Low Education County	True
Mainstay Community	0.15%	Low Employment County	False
Working Community	1.35%	Persistent Poverty County	True
Country Community	0.08%	Population Loss County	False
Aspiring Community	15.58%	Nonmetro Recreation County	False
Urban Community	82.32%	Retirement Destination County	False

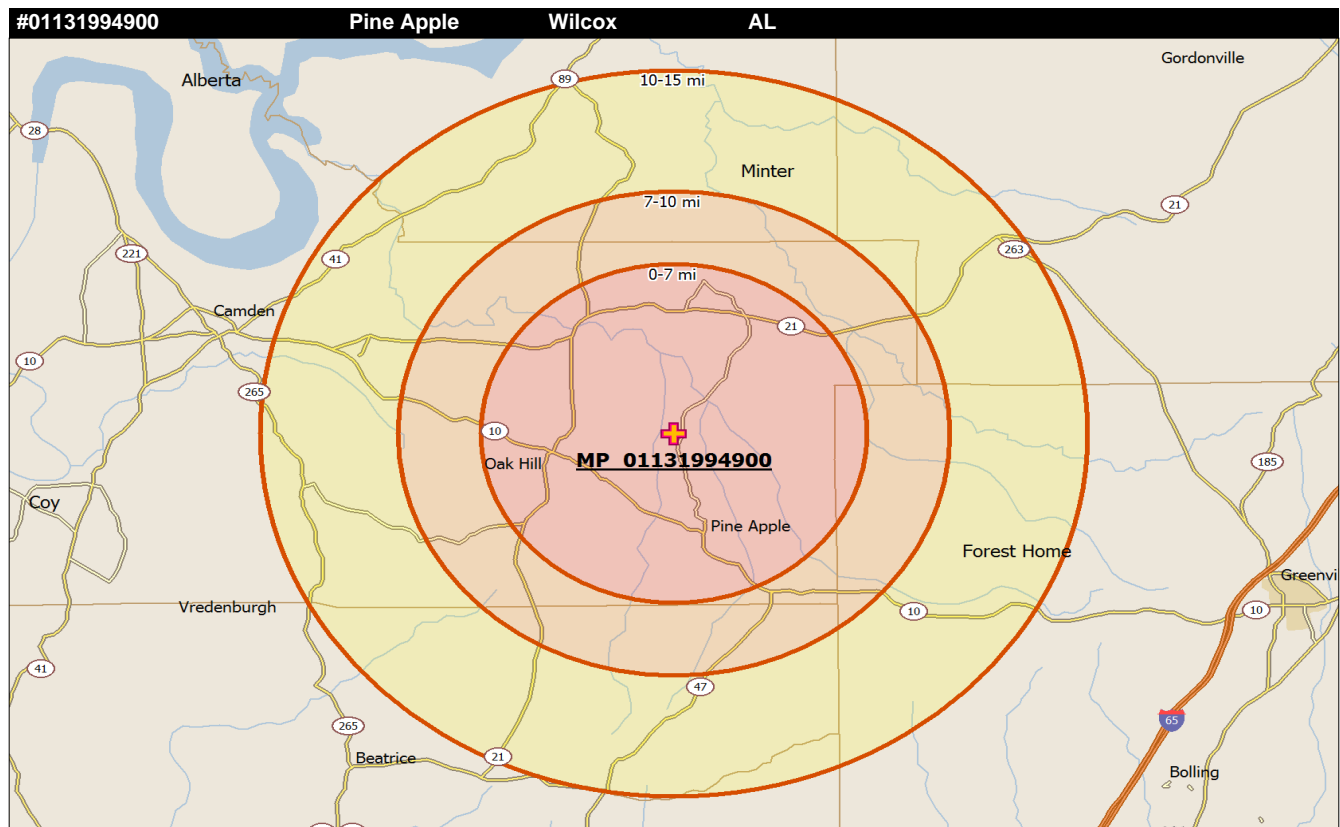
3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	1.36	Racial Diversity Index	64.03
Ancestry Diversity Index	9.90	Diversity Composite Index	8.51
Foreign Born Diversity Index	15.25	Population Density Index	9.84



33	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01131994800	Total Households in 3 mi Ring	1,143
	CT Centroid Latitude	32.00560	Active Evangelical HHLDS	270
	CT Centroid Longitude	-87.29876	Active Evangelical PERCENT	23.60%
	City Location	Camden	Unreached HHLDS	812
	County Location	Wilcox	Unreached Percent	71.05%
	Sitescape Category code	2	Religious but NOT Evang HHLDS	328
	Sitescape Group code	2.1	Religious but NOT Evang PERCENT	28.73%
	Sitescape Category	Townscape	Spiritual but Not Religious or Evang HHLDS	47
	Sitescape Group	Small Towns	Spiritual but Not Religious PERCENT	4.12%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	465
	Population Pattern	10000-2500-2500	NOT Evangelical NOT Interested PERCENT	40.65%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	0.44%	Low Education County	True
Mainstay Community	2.01%	Low Employment County	True
Working Community	0.61%	Persistent Poverty County	True
Country Community	0.35%	Population Loss County	True
Aspiring Community	46.72%	Nonmetro Recreation County	False
Urban Community	49.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	13.61	Racial Diversity Index	59.53
Ancestry Diversity Index	10.07	Diversity Composite Index	5.98
Foreign Born Diversity Index	16.60	Population Density Index	12.18



34	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#01131994900	Total Households in 3 mi Ring	117
	CT Centroid Latitude	31.93262	Active Evangelical HHLDS	29
	CT Centroid Longitude	-87.00762	Active Evangelical PERCENT	24.69%
	City Location	Pine Apple	Unreached HHLDS	82
	County Location	Wilcox	Unreached Percent	69.71%
	Sitescape Category code	1	Religious but NOT Evang HHLDS	32
	Sitescape Group code	1.1	Religious but NOT Evang PERCENT	27.72%
	Sitescape Category	Countryside	Spiritual but Not Religious or Evang HHLDS	4
	Sitescape Group	Remote Areas	Spiritual but Not Religious PERCENT	3.53%
	Density Assignment	E2	NOT Evangelical NOT Interested HHLDS	49
	Population Pattern	0-2500-0	NOT Evangelical NOT Interested PERCENT	41.96%

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	6.84%	Persistent Poverty County	True
Country Community	0%	Population Loss County	True
Aspiring Community	30.77%	Nonmetro Recreation County	False
Urban Community	62.39%	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	0.08
Foreign Born Diversity Index	0.00	Population Density Index	0.00