

MISSION POINTS

Top Unreached Locations



Top Mission Points in Region 3: Southeast Coast



Understanding Your Mission Point Report

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

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

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

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

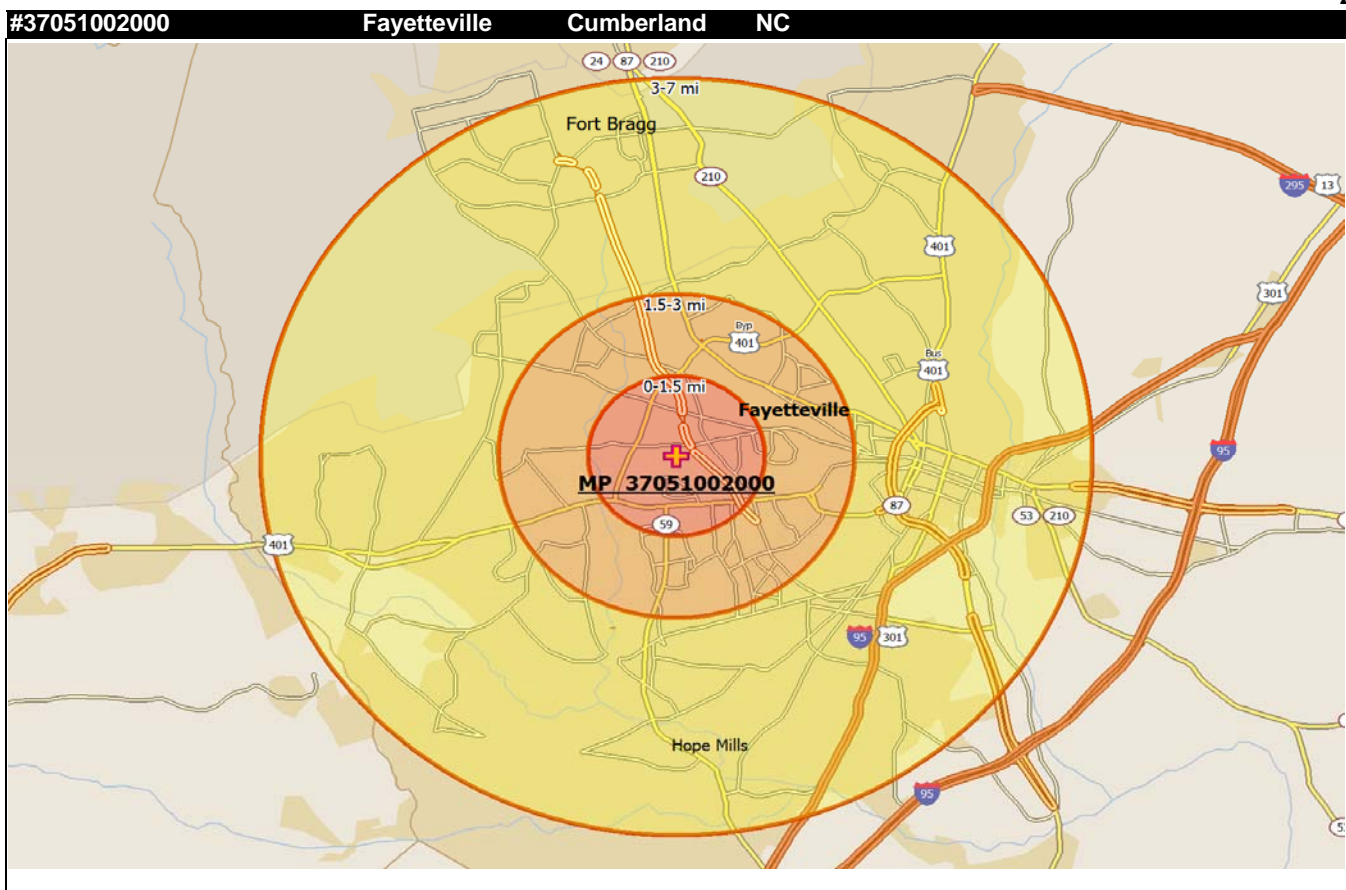
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties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

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

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

God bless your missional endeavors!

Dr. Curt Watke



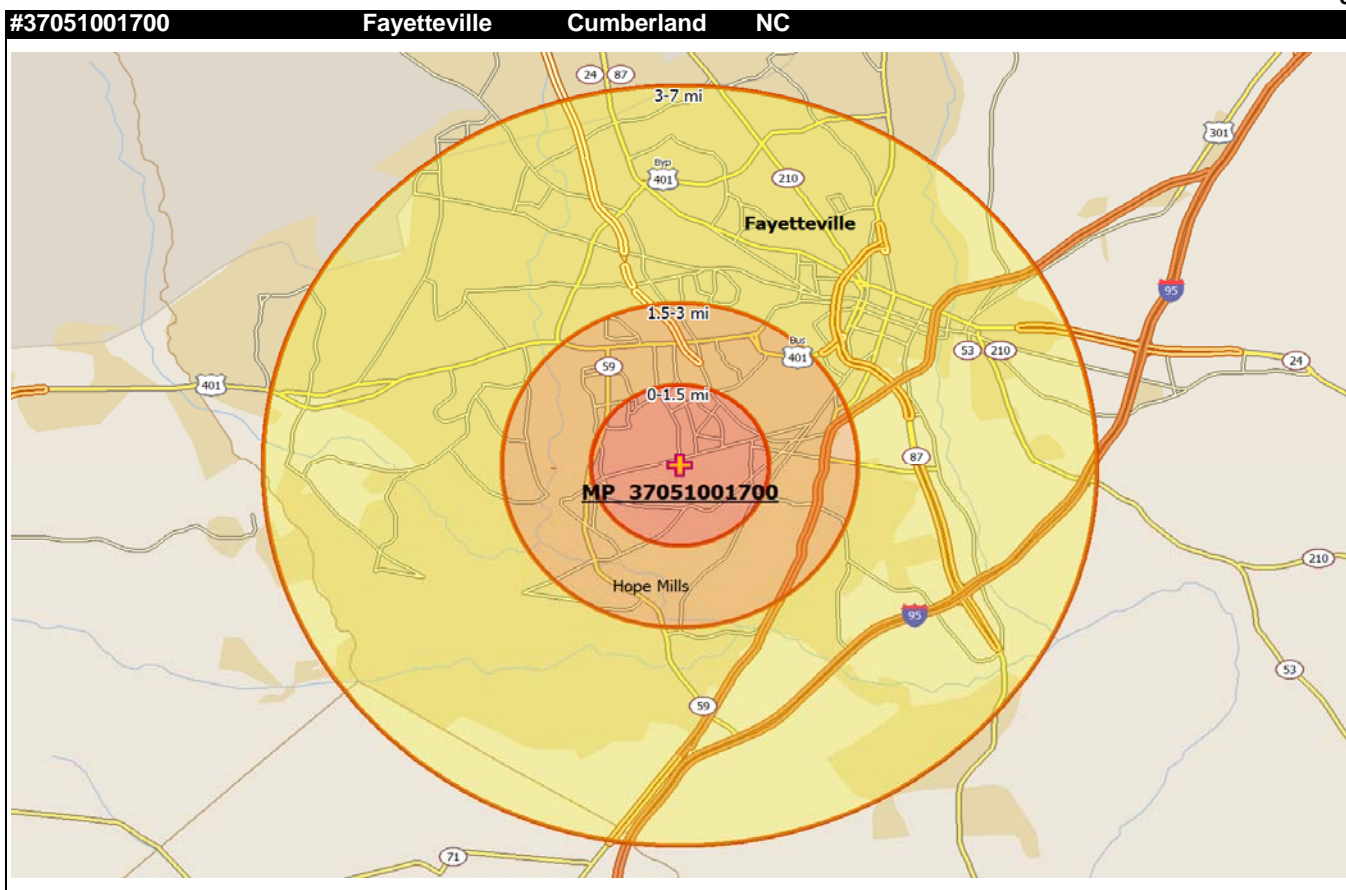
1 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051002000	Total Households in 0-3 mi Band	32635
CT Centroid Latitude	35.05638	Active Evangelical HHLDS	4487
CT Centroid Longitude	-78.95788	Active Evangelical PERCENT	13.75%
City Location:	Fayetteville	Unreached HHLDS	23087
County Location:	Cumberland	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7481
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	23%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2647
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13036
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.29%	Low Education County	FALSE
Mainstay Community	17.85%	Low Employment County	FALSE
Working Community	29.50%	Persistent Poverty County	FALSE
Country Community	12.51%	Population Loss County	FALSE
Aspiring Community	3.09%	Nonmetro Recreation County	FALSE
Urban Community	21.76%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	55.79	Racial Diversity Index	77.84
Ancestry Diversity Index	26.27	Diversity Composite Index	61.57
Foreign Born Diversity Index	77.54	Population Density Index	57.88

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

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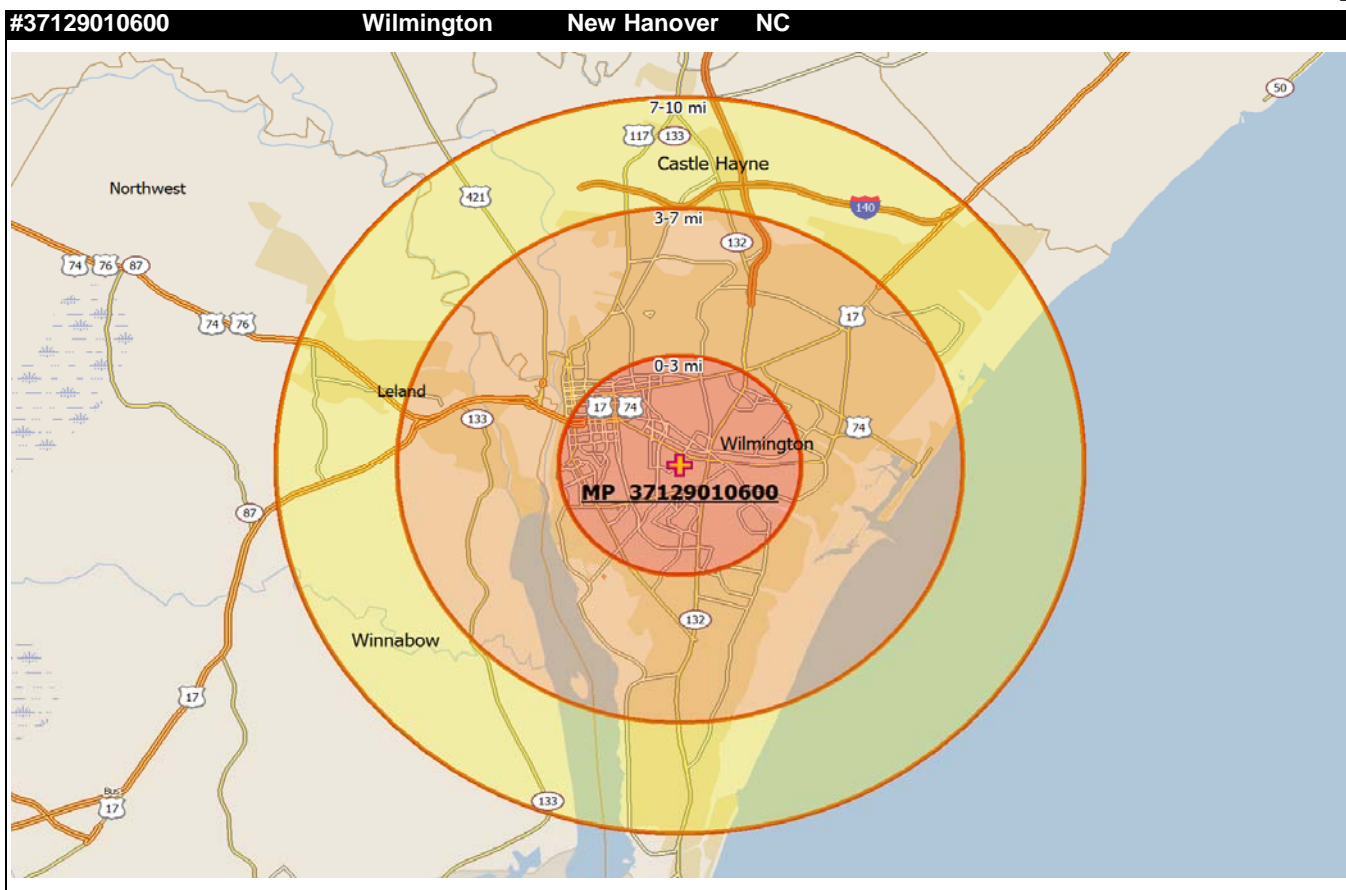
2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051001700	Total Households in 0-3 mi Band	23584
CT Centroid Latitude	35.01126	Active Evangelical HHLDS	3486
CT Centroid Longitude	-78.93971	Active Evangelical PERCENT	14.78%
City Location:	Fayetteville	Unreached HHLDS	16135
County Location:	Cumberland	Unreached Percent	68%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4703
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2163
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	9333
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.13%	Low Education County	FALSE
Mainstay Community	16.03%	Low Employment County	FALSE
Working Community	25.68%	Persistent Poverty County	FALSE
Country Community	21.72%	Population Loss County	FALSE
Aspiring Community	2.32%	Nonmetro Recreation County	FALSE
Urban Community	21.12%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.03	Racial Diversity Index	72.62
Ancestry Diversity Index	32.05	Diversity Composite Index	61.30
Foreign Born Diversity Index	77.16	Population Density Index	52.78

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

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3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37129010600	Total Households in 0-3 mi Band	32878
CT Centroid Latitude	34.2082	Active Evangelical HHLDS	3452
CT Centroid Longitude	-77.89896	Active Evangelical PERCENT	10.50%
City Location:	Wilmington	Unreached HHLDS	23712
County Location:	New Hanover	Unreached Percent	72%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	6313
Sitescape Group code:	4.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	3961
Sitescape Group:	Small Cities	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13607
Population Pattern:	#100000-100000-50000	NOT Evangelical NOT Interested PERCENT	41%

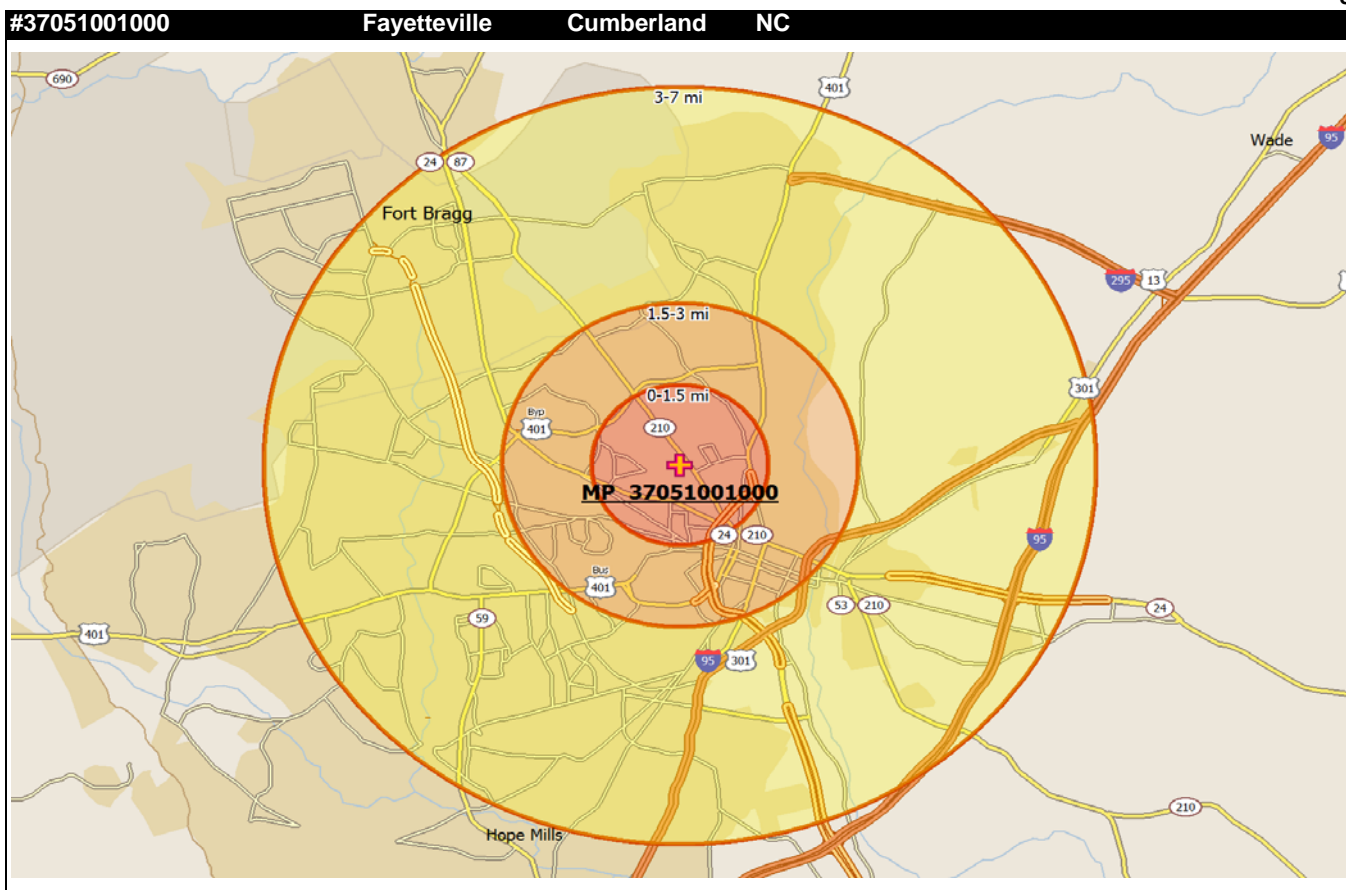
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.17%	Low Education County	FALSE
Mainstay Community	8.13%	Low Employment County	FALSE
Working Community	9.05%	Persistent Poverty County	FALSE
Country Community	17.36%	Population Loss County	FALSE
Aspiring Community	3.95%	Nonmetro Recreation County	FALSE
Urban Community	50.35%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	28.95	Racial Diversity Index	52.75
Ancestry Diversity Index	54.42	Diversity Composite Index	43.31
Foreign Born Diversity Index	72.00	Population Density Index	56.77

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

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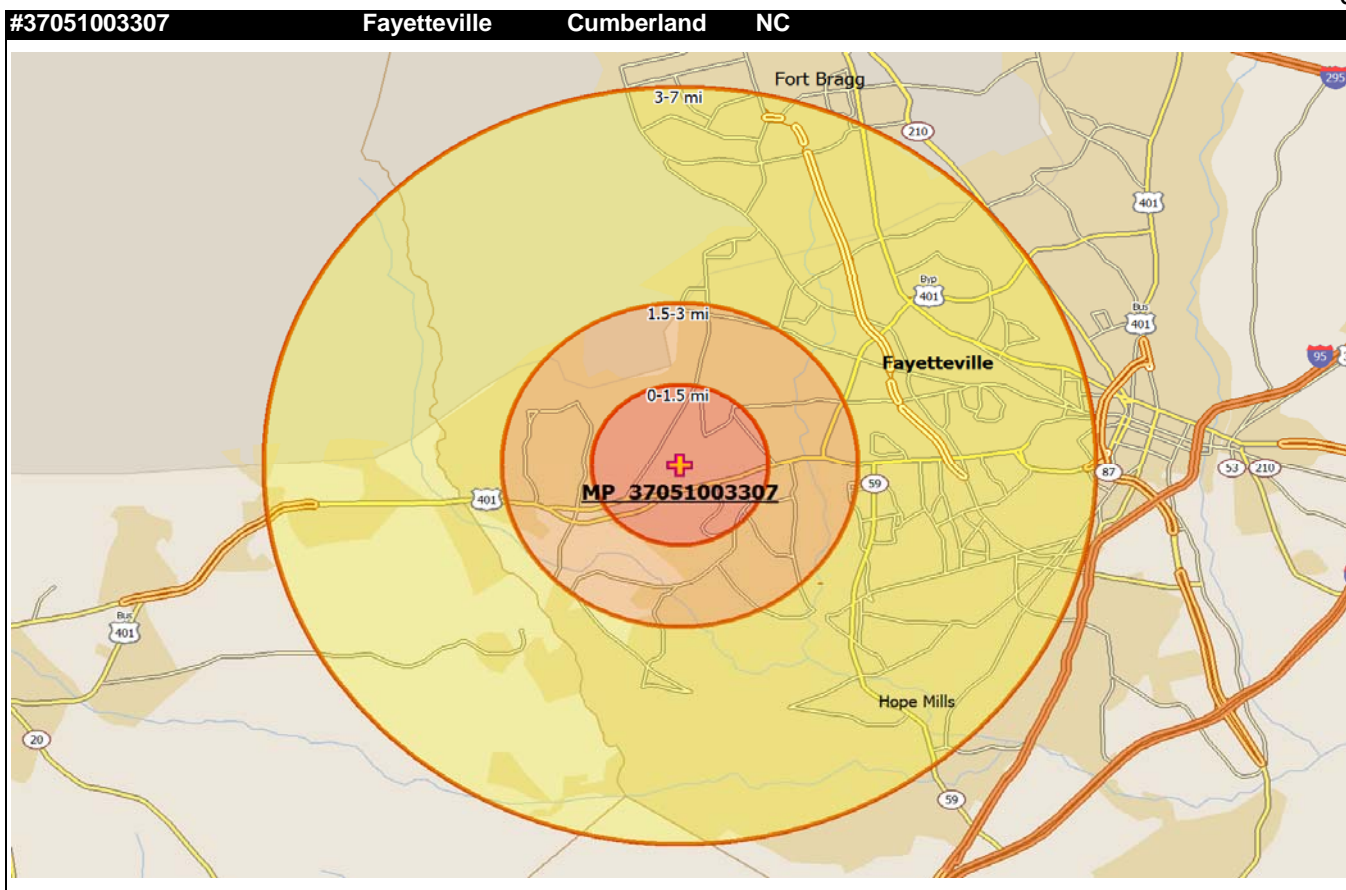
4 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051001000	Total Households in 0-3 mi Band	22468
CT Centroid Latitude	35.07793	Active Evangelical HHLDS	3045
CT Centroid Longitude	-78.90202	Active Evangelical PERCENT	13.55%
City Location:	Fayetteville	Unreached HHLDS	15993
County Location:	Cumberland	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5630
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1616
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	8940
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	16.95%	Low Education County	FALSE
Mainstay Community	9.33%	Low Employment County	FALSE
Working Community	21.48%	Persistent Poverty County	FALSE
Country Community	7.25%	Population Loss County	FALSE
Aspiring Community	4.52%	Nonmetro Recreation County	FALSE
Urban Community	40.47%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	41.74	Racial Diversity Index	73.66
Ancestry Diversity Index	20.85	Diversity Composite Index	45.32
Foreign Born Diversity Index	93.67	Population Density Index	50.39

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

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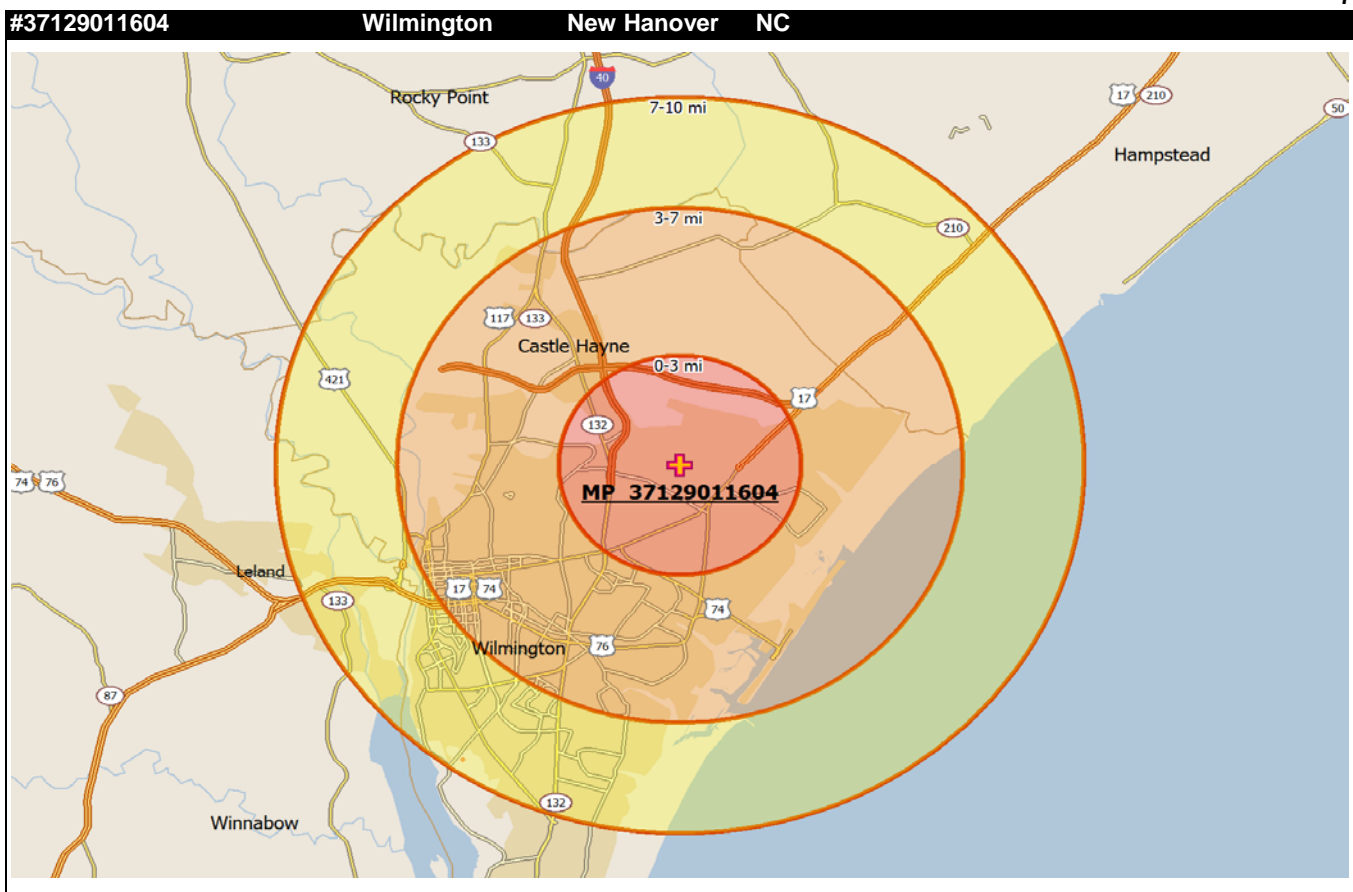
5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051003307	Total Households in 0-3 mi Band	24291
CT Centroid Latitude	35.04219	Active Evangelical HHLDS	3215
CT Centroid Longitude	-79.01849	Active Evangelical PERCENT	13.24%
City Location:	Fayetteville	Unreached HHLDS	17463
County Location:	Cumberland	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6653
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	27%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1534
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	9299
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.82%	Low Education County	FALSE
Mainstay Community	30.23%	Low Employment County	FALSE
Working Community	28.48%	Persistent Poverty County	FALSE
Country Community	10.03%	Population Loss County	FALSE
Aspiring Community	2.63%	Nonmetro Recreation County	FALSE
Urban Community	21.81%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	57.81	Racial Diversity Index	80.24
Ancestry Diversity Index	19.96	Diversity Composite Index	58.28
Foreign Born Diversity Index	68.57	Population Density Index	53.75

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

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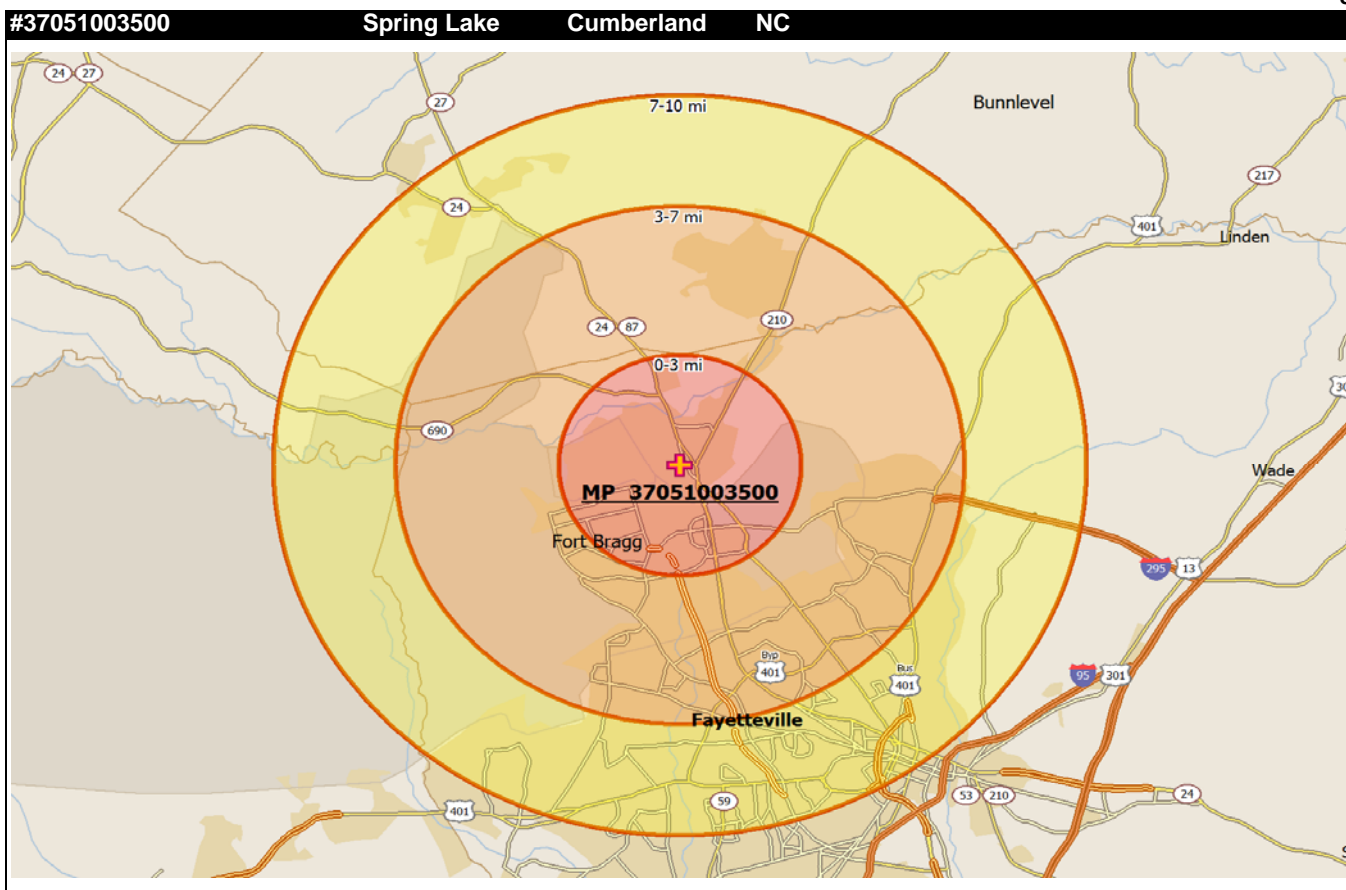


6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37129011604	Total Households in 0-3 mi Band	15806
CT Centroid Latitude	34.28001	Active Evangelical HHLDS	1854
CT Centroid Longitude	-77.83841	Active Evangelical PERCENT	11.73%
City Location:	Wilmington	Unreached HHLDS	10890
County Location:	New Hanover	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2419
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1964
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	6506
Population Pattern:	#50000-100000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.48%	Low Education County	FALSE
Mainstay Community	16.91%	Low Employment County	FALSE
Working Community	13.16%	Persistent Poverty County	FALSE
Country Community	50.76%	Population Loss County	FALSE
Aspiring Community	0.19%	Nonmetro Recreation County	FALSE
Urban Community	7.50%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.63	Racial Diversity Index	33.66
Ancestry Diversity Index	83.58	Diversity Composite Index	60.89
Foreign Born Diversity Index	87.96	Population Density Index	39.52

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



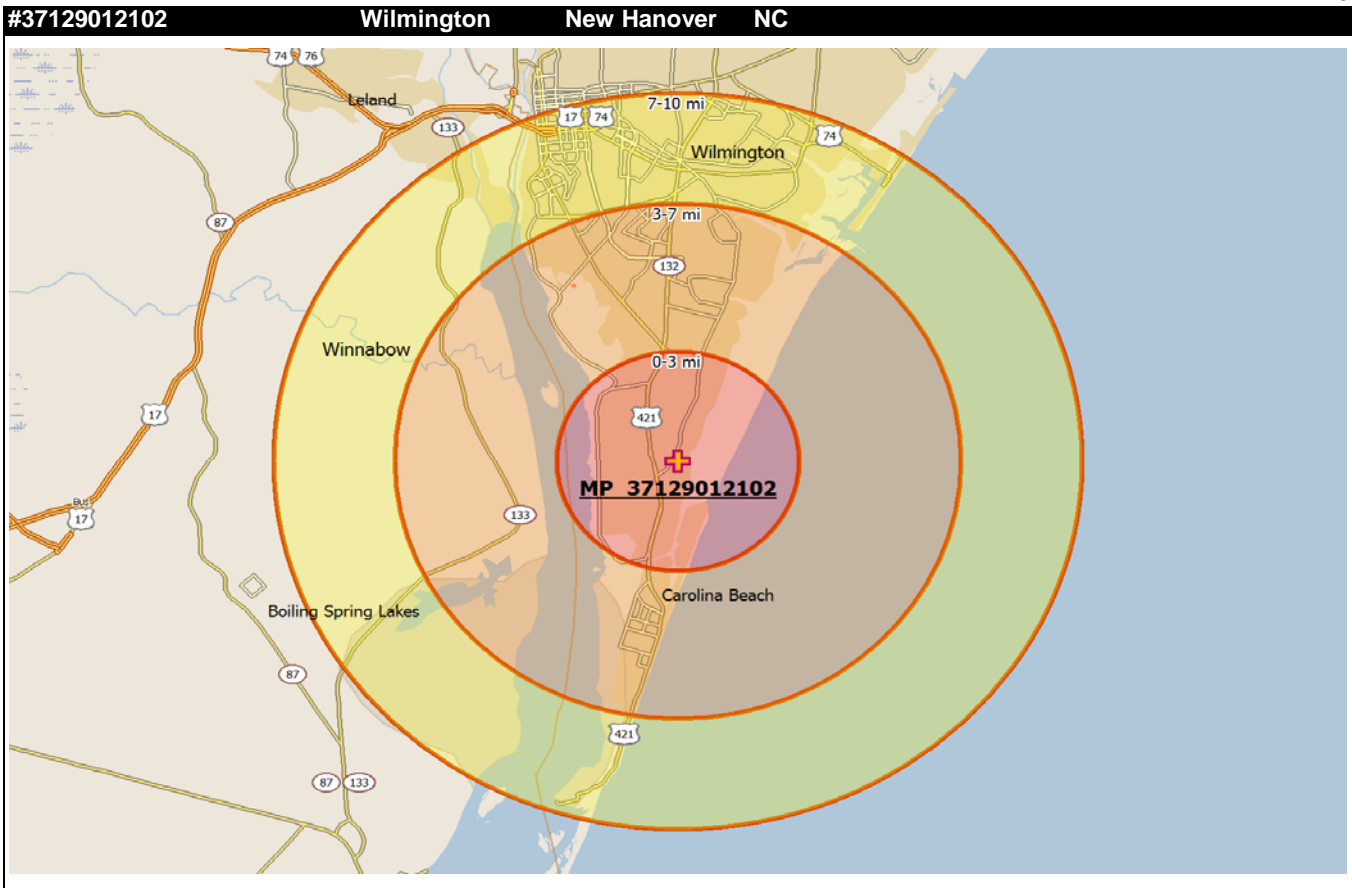
7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051003500	Total Households in 0-3 mi Band	8287
CT Centroid Latitude	35.16823	Active Evangelical HHLDS	1380
CT Centroid Longitude	-78.97956	Active Evangelical PERCENT	16.65%
City Location:	Spring Lake	Unreached HHLDS	5368
County Location:	Cumberland	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1518
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	187
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	2%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	4123
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	50%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.20%	Low Education County	FALSE
Mainstay Community	1.53%	Low Employment County	FALSE
Working Community	11.89%	Persistent Poverty County	FALSE
Country Community	4.31%	Population Loss County	FALSE
Aspiring Community	42.38%	Nonmetro Recreation County	FALSE
Urban Community	39.69%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	65.61	Racial Diversity Index	83.10
Ancestry Diversity Index	27.15	Diversity Composite Index	64.38
Foreign Born Diversity Index	66.83	Population Density Index	44.81

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

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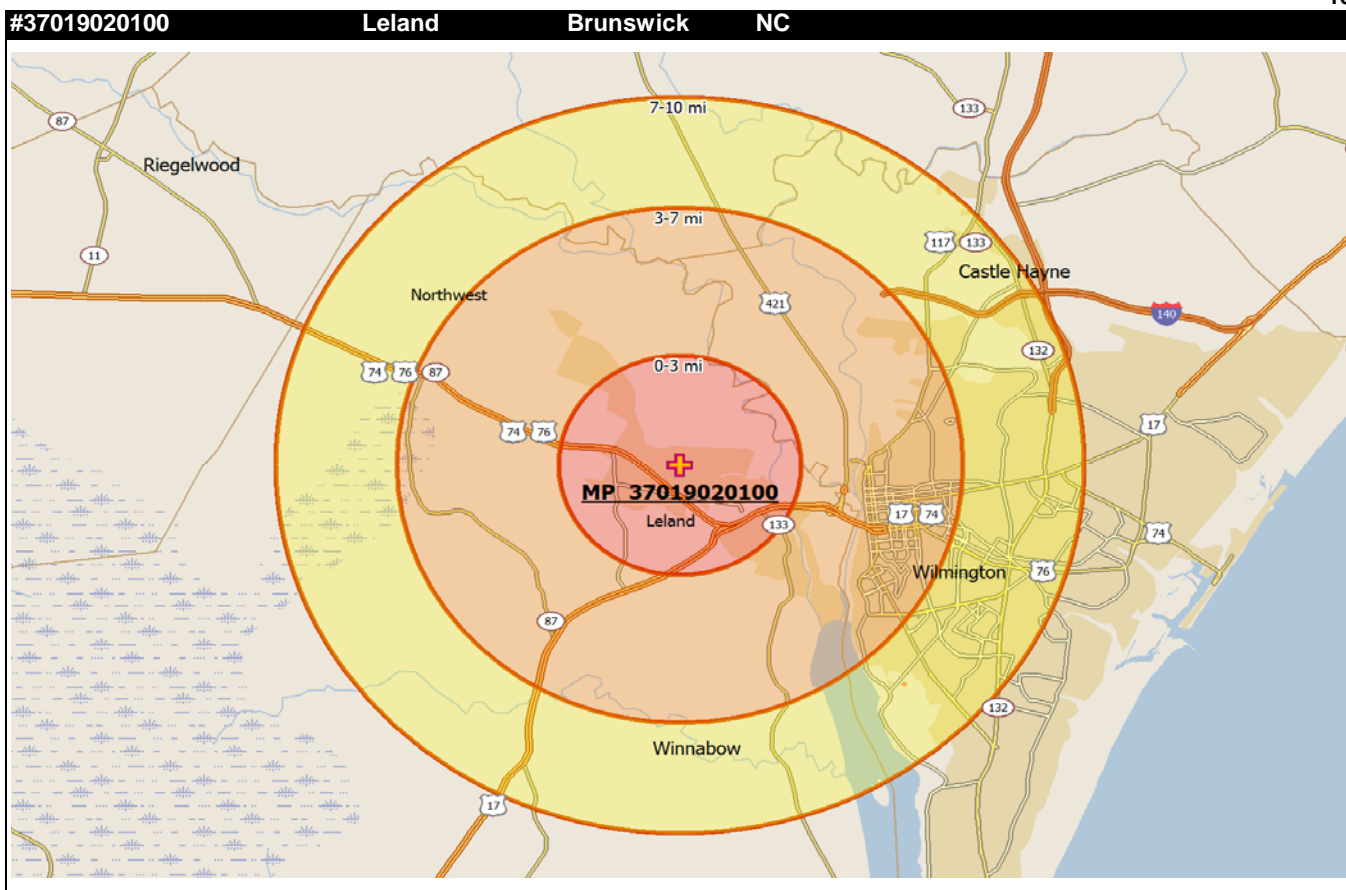
8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37129012102	Total Households in 0-3 mi Band	7428
CT Centroid Latitude	34.09512	Active Evangelical HHLDS	920
CT Centroid Longitude	-77.88704	Active Evangelical PERCENT	12.38%
City Location:	Wilmington	Unreached HHLDS	4989
County Location:	New Hanover	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1155
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	884
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2988
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.18%	Low Education County	FALSE
Mainstay Community	14.67%	Low Employment County	FALSE
Working Community	10.22%	Persistent Poverty County	FALSE
Country Community	60.49%	Population Loss County	FALSE
Aspiring Community	2.05%	Nonmetro Recreation County	FALSE
Urban Community	3.39%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	27.21	Racial Diversity Index	25.41
Ancestry Diversity Index	88.57	Diversity Composite Index	57.55
Foreign Born Diversity Index	57.40	Population Density Index	33.07

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

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9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37019020100	Total Households in 0-3 mi Band	6062
CT Centroid Latitude	34.25052	Active Evangelical HHLDS	670
CT Centroid Longitude	-78.02858	Active Evangelical PERCENT	11.05%
City Location:	Leland	Unreached HHLDS	3915
County Location:	Brunswick	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	814
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	733
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2374
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

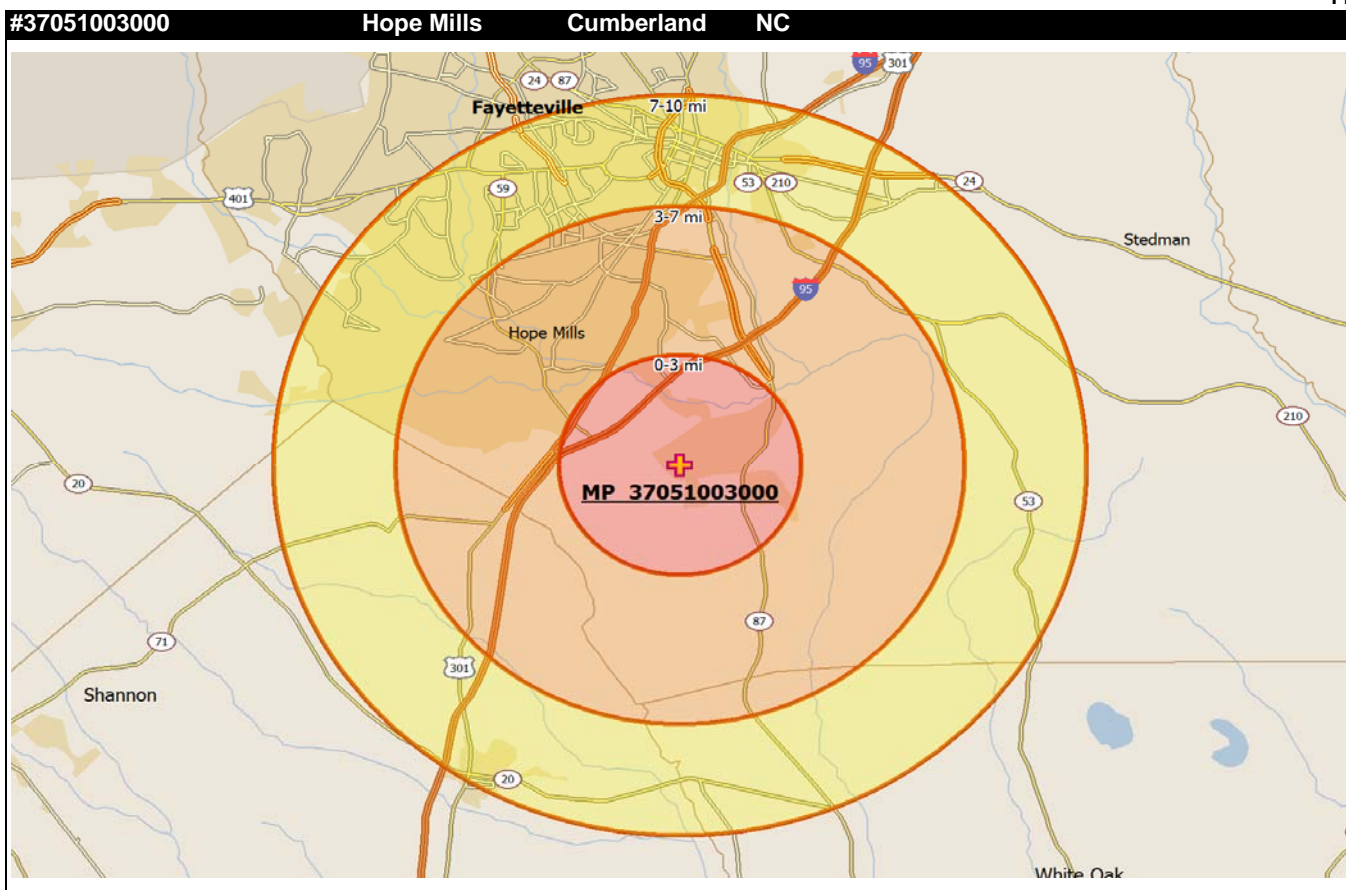
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.51%	Low Education County	FALSE
Mainstay Community	0.71%	Low Employment County	FALSE
Working Community	4.37%	Persistent Poverty County	FALSE
Country Community	45.68%	Population Loss County	FALSE
Aspiring Community	0.75%	Nonmetro Recreation County	FALSE
Urban Community	40.97%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	47.06	Racial Diversity Index	48.85
Ancestry Diversity Index	23.60	Diversity Composite Index	20.92
Foreign Born Diversity Index	7.43	Population Density Index	24.44

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

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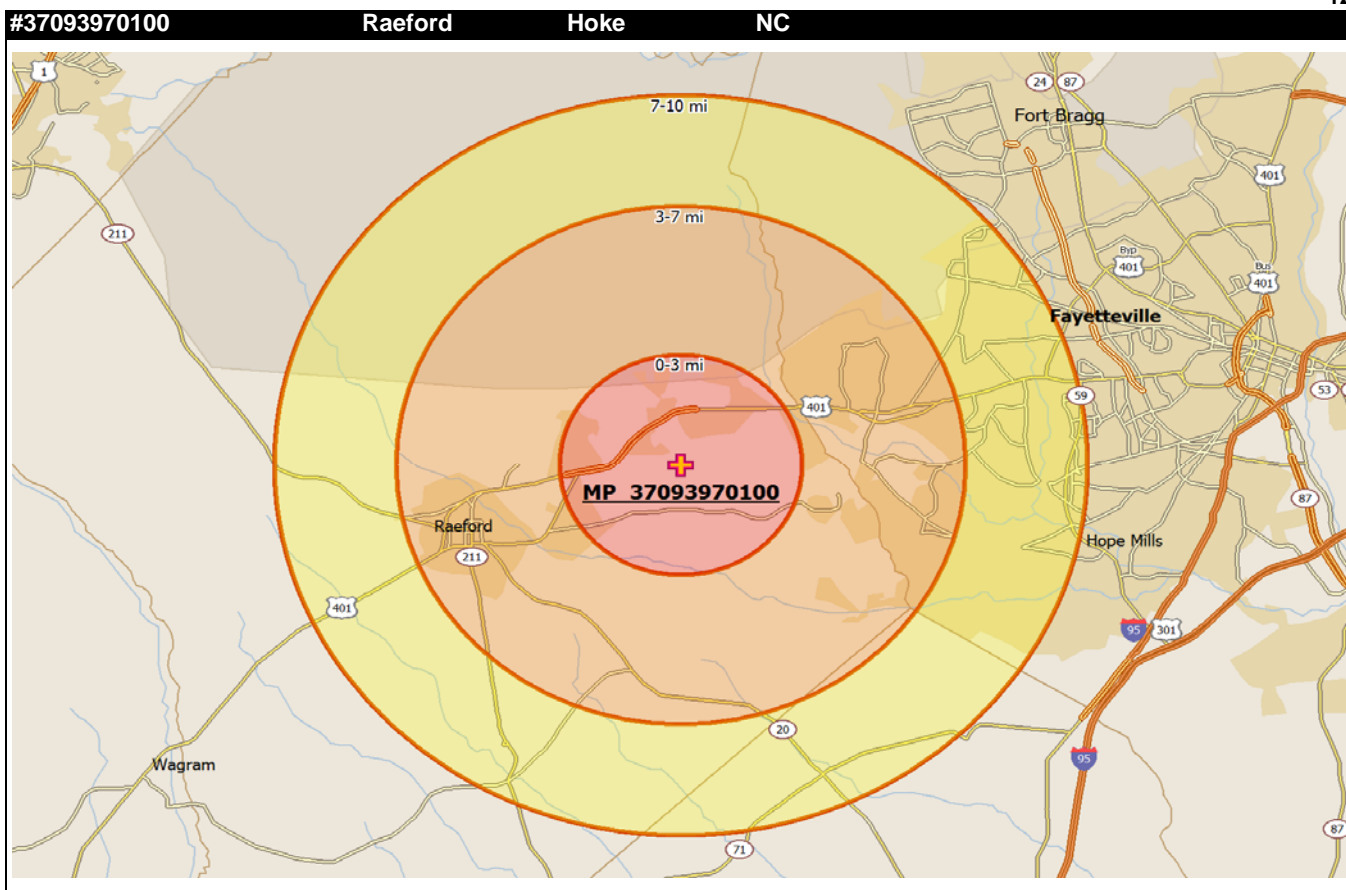
10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051003000	Total Households in 0-3 mi Band	3255
CT Centroid Latitude	34.92819	Active Evangelical HHLDS	517
CT Centroid Longitude	-78.88457	Active Evangelical PERCENT	15.88%
City Location:	Hope Mills	Unreached HHLDS	2153
County Location:	Cumberland	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	561
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	363
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	1229
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.64%	Low Education County	FALSE
Mainstay Community	11.06%	Low Employment County	FALSE
Working Community	8.25%	Persistent Poverty County	FALSE
Country Community	54.46%	Population Loss County	FALSE
Aspiring Community	0.19%	Nonmetro Recreation County	FALSE
Urban Community	14.40%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	23.12	Racial Diversity Index	58.34
Ancestry Diversity Index	36.06	Diversity Composite Index	39.86
Foreign Born Diversity Index	49.60	Population Density Index	20.75

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

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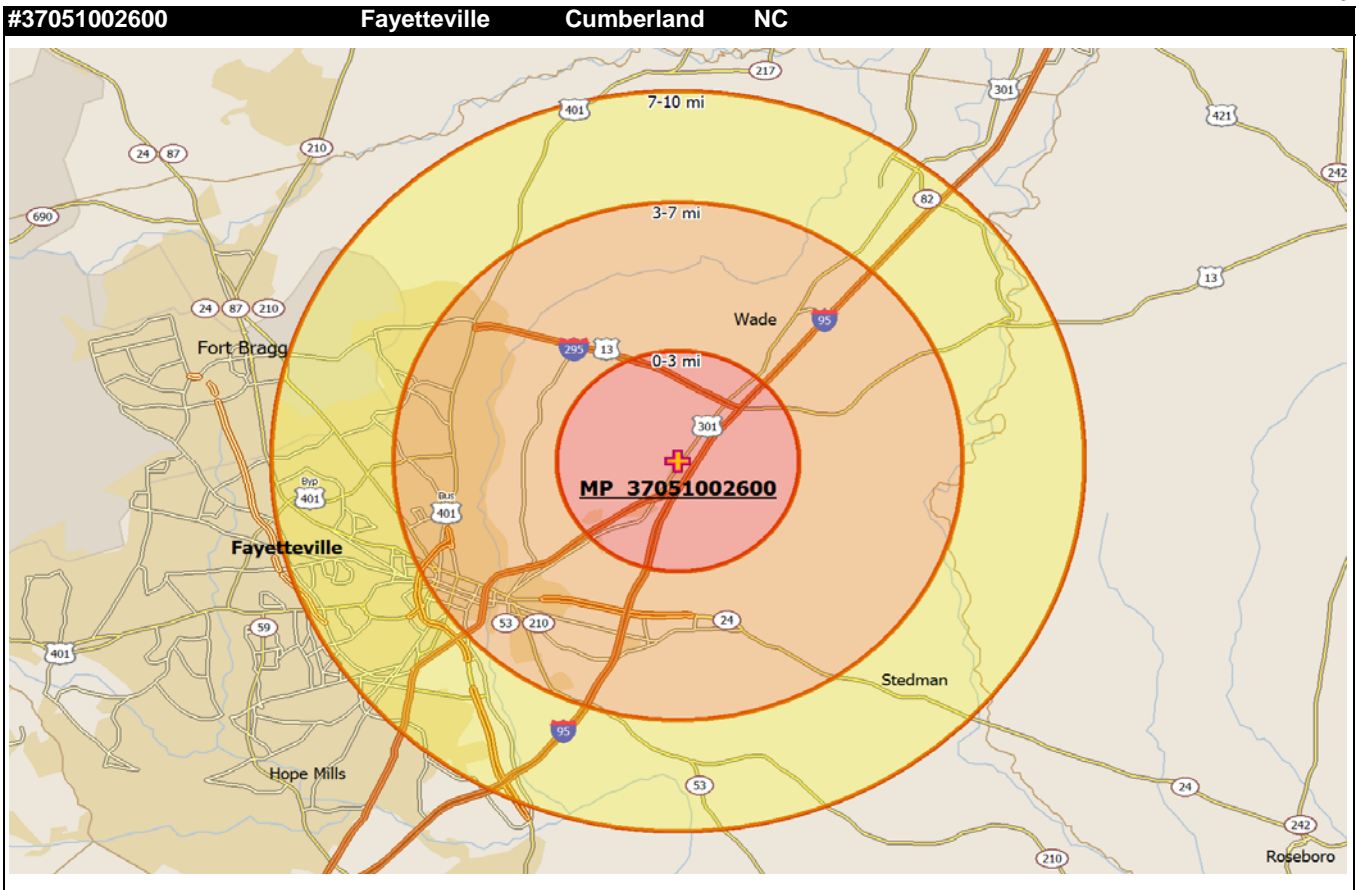
11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37093970100	Total Households in 0-3 mi Band	4581
CT Centroid Latitude	35.00957	Active Evangelical HHLDS	468
CT Centroid Longitude	-79.13359	Active Evangelical PERCENT	10.22%
City Location:	Raeford	Unreached HHLDS	3080
County Location:	Hoke	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	913
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	364
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	1815
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.64%	Low Education County	FALSE
Mainstay Community	18.54%	Low Employment County	FALSE
Working Community	27.73%	Persistent Poverty County	FALSE
Country Community	20.41%	Population Loss County	FALSE
Aspiring Community	1.64%	Nonmetro Recreation County	FALSE
Urban Community	23.04%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	55.80	Racial Diversity Index	79.68
Ancestry Diversity Index	22.95	Diversity Composite Index	46.02
Foreign Born Diversity Index	21.48	Population Density Index	22.18

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

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12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051002600	Total Households in 0-3 mi Band	2180
CT Centroid Latitude	35.10221	Active Evangelical HHLDS	334
CT Centroid Longitude	-78.78112	Active Evangelical PERCENT	15.32%
City Location:	Fayetteville	Unreached HHLDS	1470
County Location:	Cumberland	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	363
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	261
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	847
Population Pattern:	#2500-50000-100000	NOT Evangelical NOT Interested PERCENT	39%

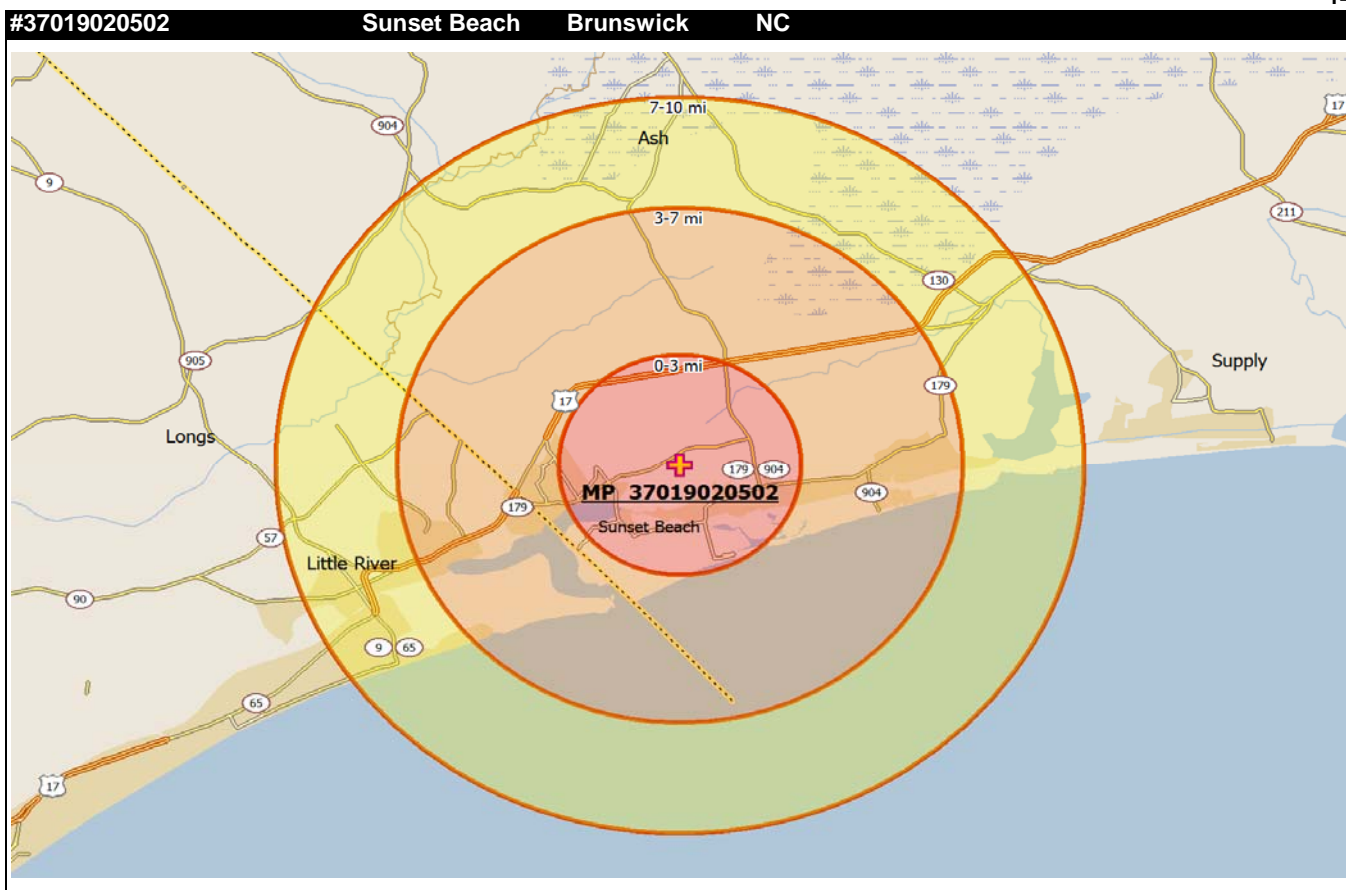
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.78%	Low Education County	FALSE
Mainstay Community	9.52%	Low Employment County	FALSE
Working Community	0.80%	Persistent Poverty County	FALSE
Country Community	69.09%	Population Loss County	FALSE
Aspiring Community	0.83%	Nonmetro Recreation County	FALSE
Urban Community	12.98%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.98	Racial Diversity Index	43.32
Ancestry Diversity Index	34.22	Diversity Composite Index	25.34
Foreign Born Diversity Index	6.92	Population Density Index	2.81

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

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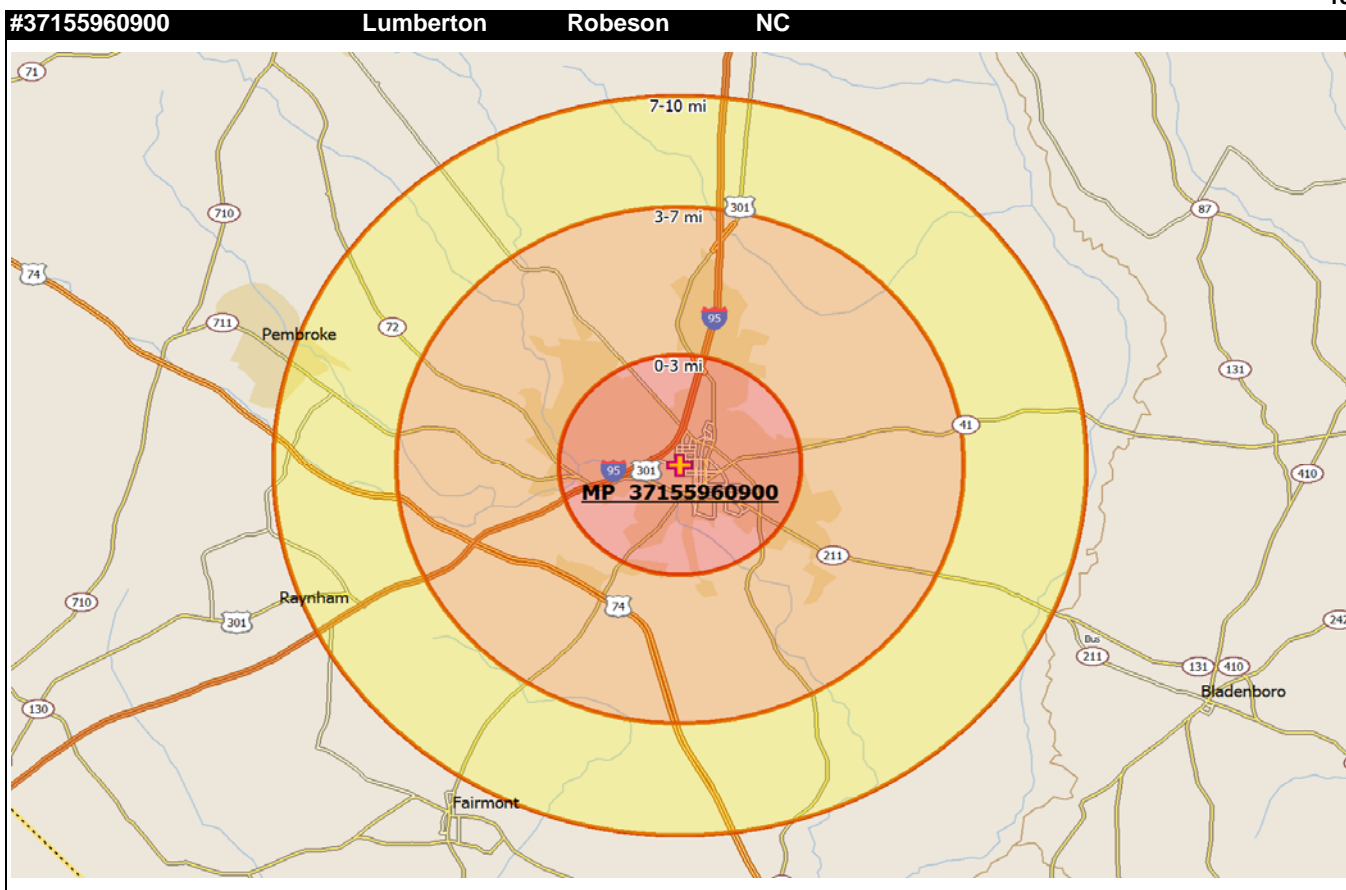
13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37019020502	Total Households in 0-3 mi Band	4294
CT Centroid Latitude	33.90586	Active Evangelical HHLDS	402
CT Centroid Longitude	-78.52174	Active Evangelical PERCENT	9.36%
City Location:	Sunset Beach	Unreached HHLDS	3018
County Location:	Brunswick	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	799
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	559
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	1660
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.45%	Low Education County	FALSE
Mainstay Community	16.45%	Low Employment County	FALSE
Working Community	9.34%	Persistent Poverty County	FALSE
Country Community	46.45%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	21.31%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	33.07	Racial Diversity Index	20.11
Ancestry Diversity Index	89.79	Diversity Composite Index	46.77
Foreign Born Diversity Index	45.64	Population Density Index	19.78

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

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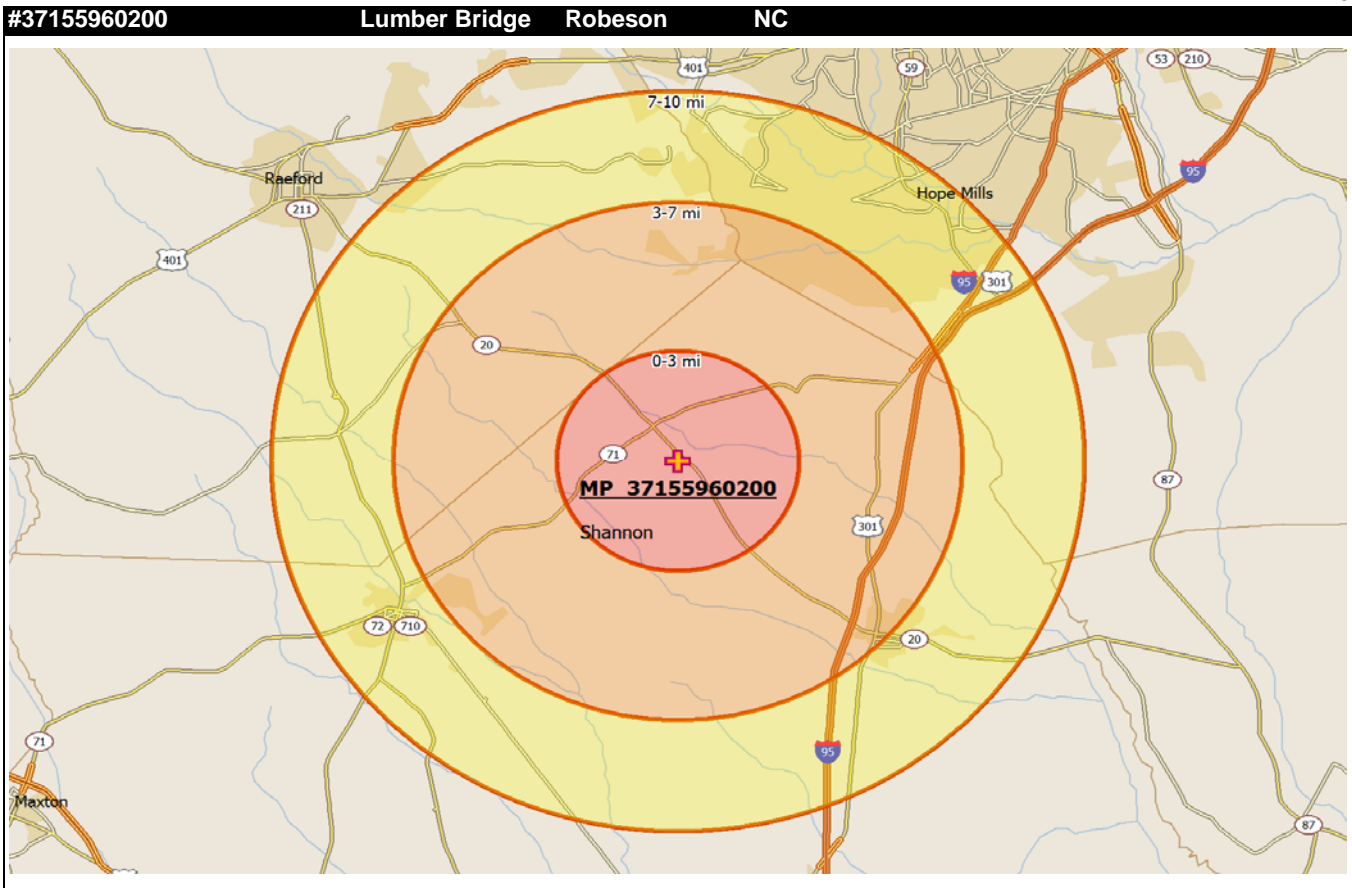
14 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155960900	Total Households in 0-3 mi Band	7636
CT Centroid Latitude	34.63158	Active Evangelical HHLDS	1321
CT Centroid Longitude	-79.01471	Active Evangelical PERCENT	17.30%
City Location:	Lumberton	Unreached HHLDS	5149
County Location:	Robeson	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1520
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	623
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3084
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.15%	Low Education County	TRUE
Mainstay Community	7.43%	Low Employment County	TRUE
Working Community	27.52%	Persistent Poverty County	TRUE
Country Community	15.22%	Population Loss County	FALSE
Aspiring Community	7.00%	Nonmetro Recreation County	FALSE
Urban Community	34.68%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	22.89	Racial Diversity Index	89.29
Ancestry Diversity Index	13.61	Diversity Composite Index	26.07
Foreign Born Diversity Index	15.89	Population Density Index	33.08

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

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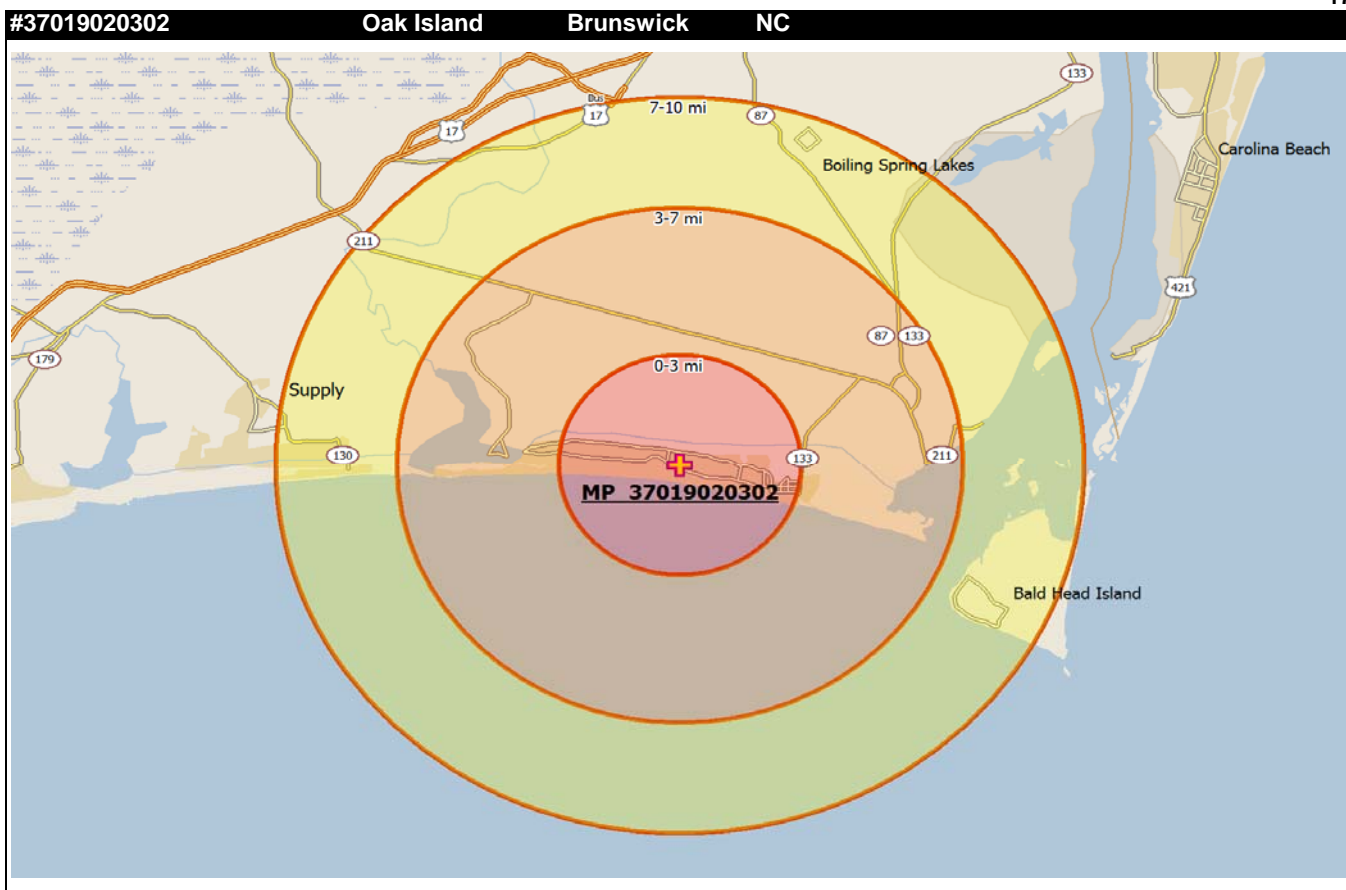
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155960200	Total Households in 0-3 mi Band	1108
CT Centroid Latitude	34.87474	Active Evangelical HHLDS	232
CT Centroid Longitude	-79.06159	Active Evangelical PERCENT	20.91%
City Location:	Lumber Bridge	Unreached HHLDS	670
County Location:	Robeson	Unreached Percent	60%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	165
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	84
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	427
Population Pattern:	#2500-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.18%	Low Education County	TRUE
Mainstay Community	0.35%	Low Employment County	TRUE
Working Community	8.80%	Persistent Poverty County	TRUE
Country Community	46.35%	Population Loss County	FALSE
Aspiring Community	1.09%	Nonmetro Recreation County	FALSE
Urban Community	41.24%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	42.64	Racial Diversity Index	92.61
Ancestry Diversity Index	7.54	Diversity Composite Index	27.17
Foreign Born Diversity Index	5.20	Population Density Index	6.29

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

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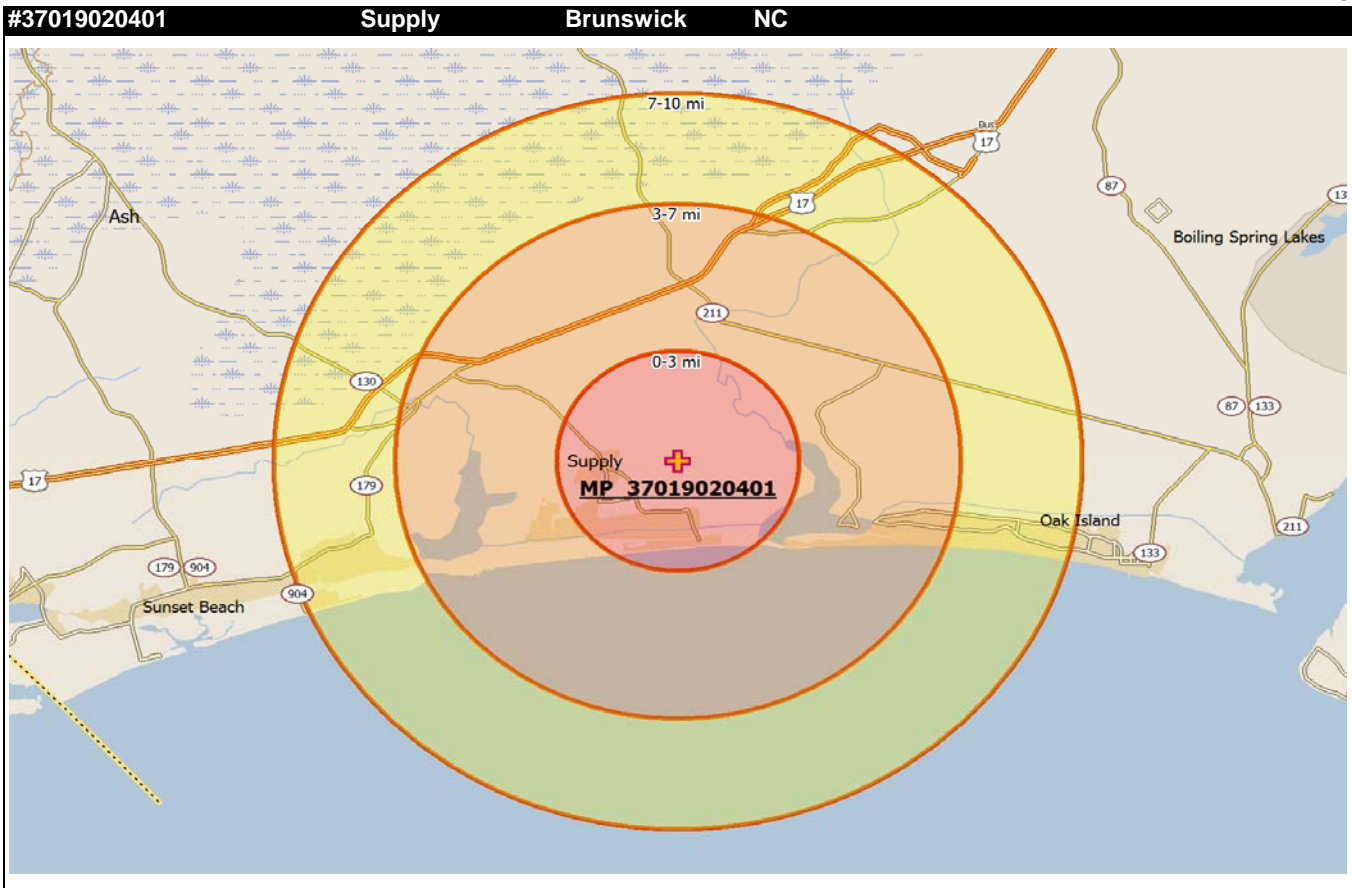


16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37019020302	Total Households in 0-3 mi Band	5055
CT Centroid Latitude	33.91751	Active Evangelical HHLDS	521
CT Centroid Longitude	-78.12513	Active Evangelical PERCENT	10.30%
City Location:	Oak Island	Unreached HHLDS	3399
County Location:	Brunswick	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	797
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	780
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	15%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1822
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	36%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	17.76%	Low Education County	FALSE
Mainstay Community	7.83%	Low Employment County	FALSE
Working Community	6.19%	Persistent Poverty County	FALSE
Country Community	58.28%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	9.94%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	6.04	Racial Diversity Index	11.71
Ancestry Diversity Index	80.09	Diversity Composite Index	20.05
Foreign Born Diversity Index	30.89	Population Density Index	18.86

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



17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37019020401	Total Households in 0-3 mi Band	3844
CT Centroid Latitude	33.94714	Active Evangelical HHLDS	403
CT Centroid Longitude	-78.2763	Active Evangelical PERCENT	10.48%
City Location:	Supply	Unreached HHLDS	2559
County Location:	Brunswick	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	577
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	554
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1429
Population Pattern:	#50000-10000-50000	NOT Evangelical NOT Interested PERCENT	37%

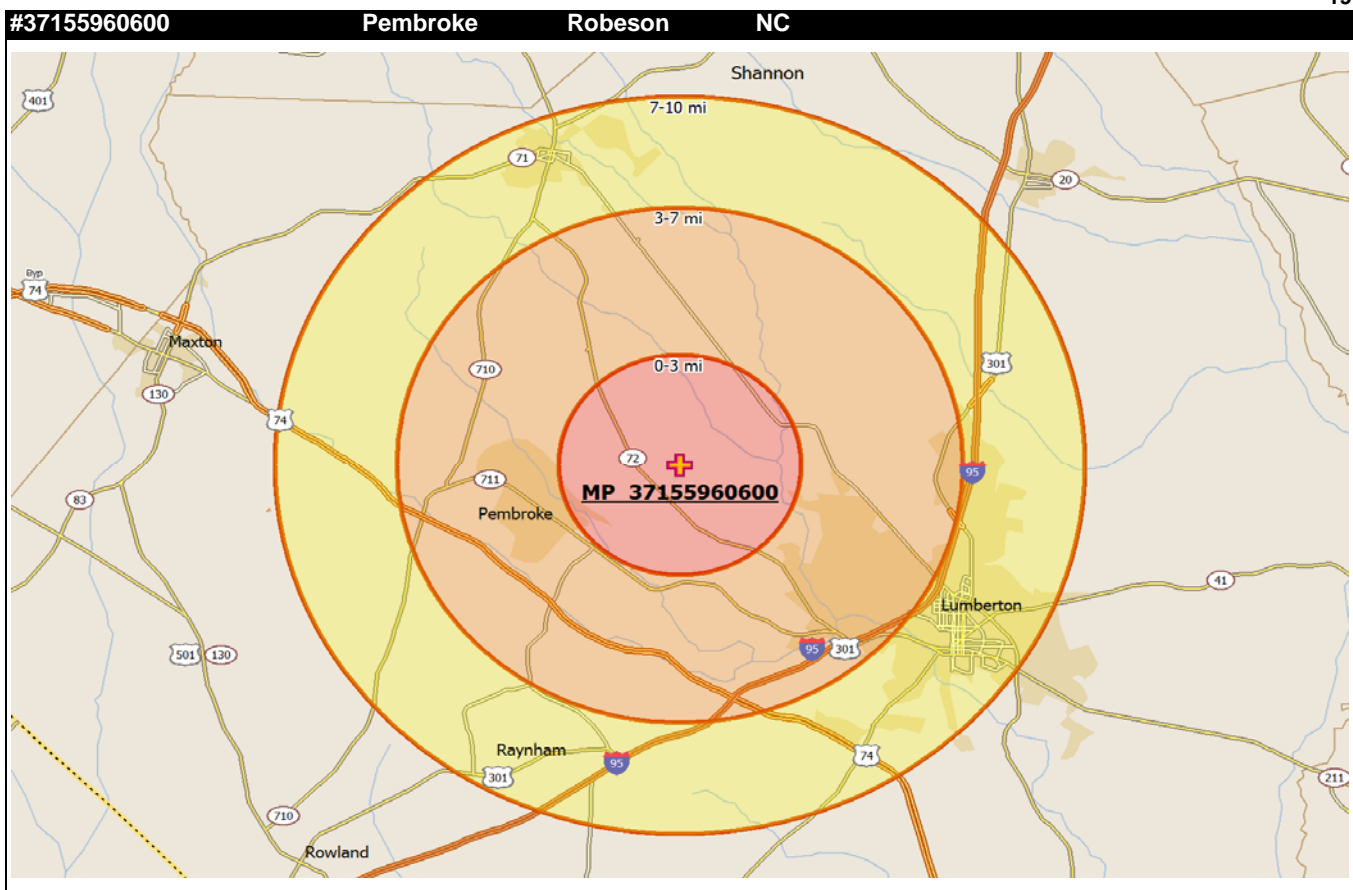
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.63%	Low Education County	FALSE
Mainstay Community	1.04%	Low Employment County	FALSE
Working Community	3.52%	Persistent Poverty County	FALSE
Country Community	68.60%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	25.21%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.87	Racial Diversity Index	24.62
Ancestry Diversity Index	63.72	Diversity Composite Index	19.63
Foreign Born Diversity Index	43.60	Population Density Index	24.12

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

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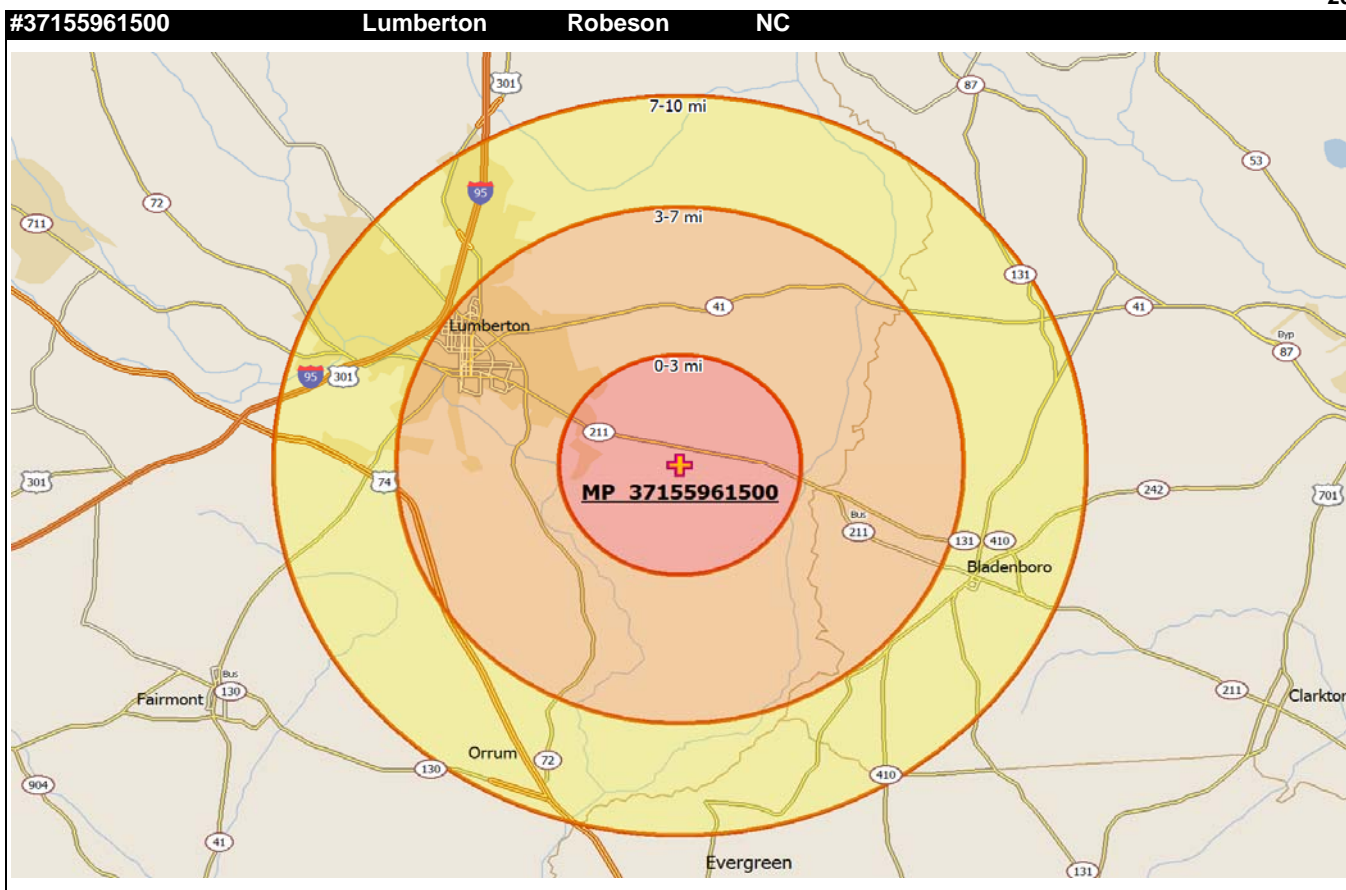


18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155960600	Total Households in 0-3 mi Band	1976
CT Centroid Latitude	34.69258	Active Evangelical HHLDS	488
CT Centroid Longitude	-79.1265	Active Evangelical PERCENT	24.68%
City Location:	Pembroke	Unreached HHLDS	1055
County Location:	Robeson	Unreached Percent	53%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	113
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	6%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	127
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	818
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.07%	Low Education County	TRUE
Mainstay Community	3.72%	Low Employment County	TRUE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	89.34%	Population Loss County	FALSE
Aspiring Community	0.02%	Nonmetro Recreation County	FALSE
Urban Community	6.84%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	34.84	Racial Diversity Index	68.12
Ancestry Diversity Index	1.15	Diversity Composite Index	14.48
Foreign Born Diversity Index	0.00	Population Density Index	16.79

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



19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155961500	Total Households in 0-3 mi Band	1244
CT Centroid Latitude	34.58288	Active Evangelical HHLDS	288
CT Centroid Longitude	-78.91393	Active Evangelical PERCENT	23.17%
City Location:	Lumberton	Unreached HHLDS	703
County Location:	Robeson	Unreached Percent	57%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	111
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	9%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	113
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	480
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

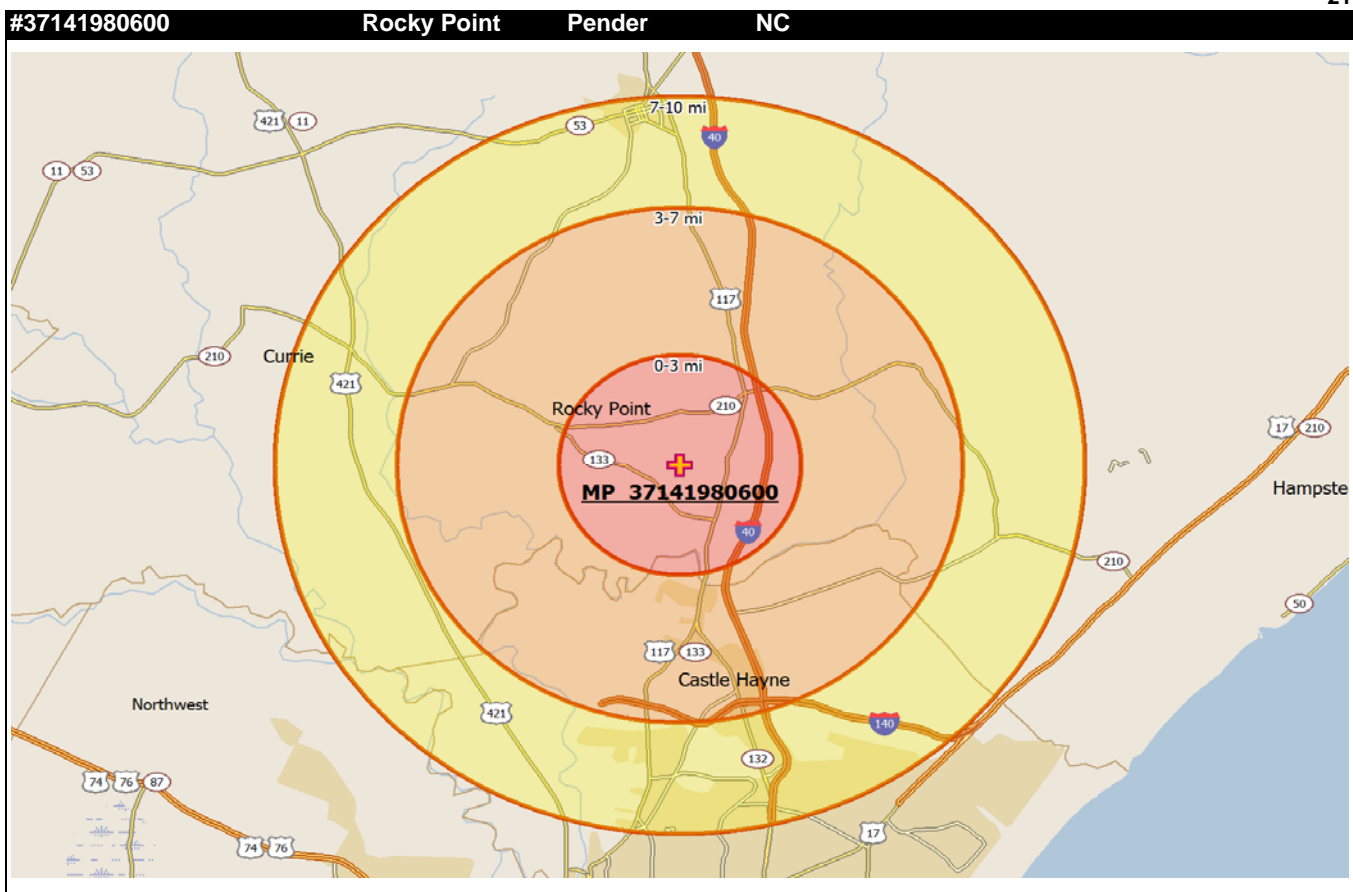
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.00%	Low Education County	TRUE
Mainstay Community	1.50%	Low Employment County	TRUE
Working Community	5.96%	Persistent Poverty County	TRUE
Country Community	61.16%	Population Loss County	FALSE
Aspiring Community	0.39%	Nonmetro Recreation County	FALSE
Urban Community	30.98%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	16.84	Racial Diversity Index	77.97
Ancestry Diversity Index	15.26	Diversity Composite Index	14.20
Foreign Born Diversity Index	2.31	Population Density Index	15.66

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

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20 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37141980600	Total Households in 0-3 mi Band	1887
CT Centroid Latitude	34.41152	Active Evangelical HHLDS	214
CT Centroid Longitude	-77.90781	Active Evangelical PERCENT	11.35%
City Location:	Rocky Point	Unreached HHLDS	1196
County Location:	Pender	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	280
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	208
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	708
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38%

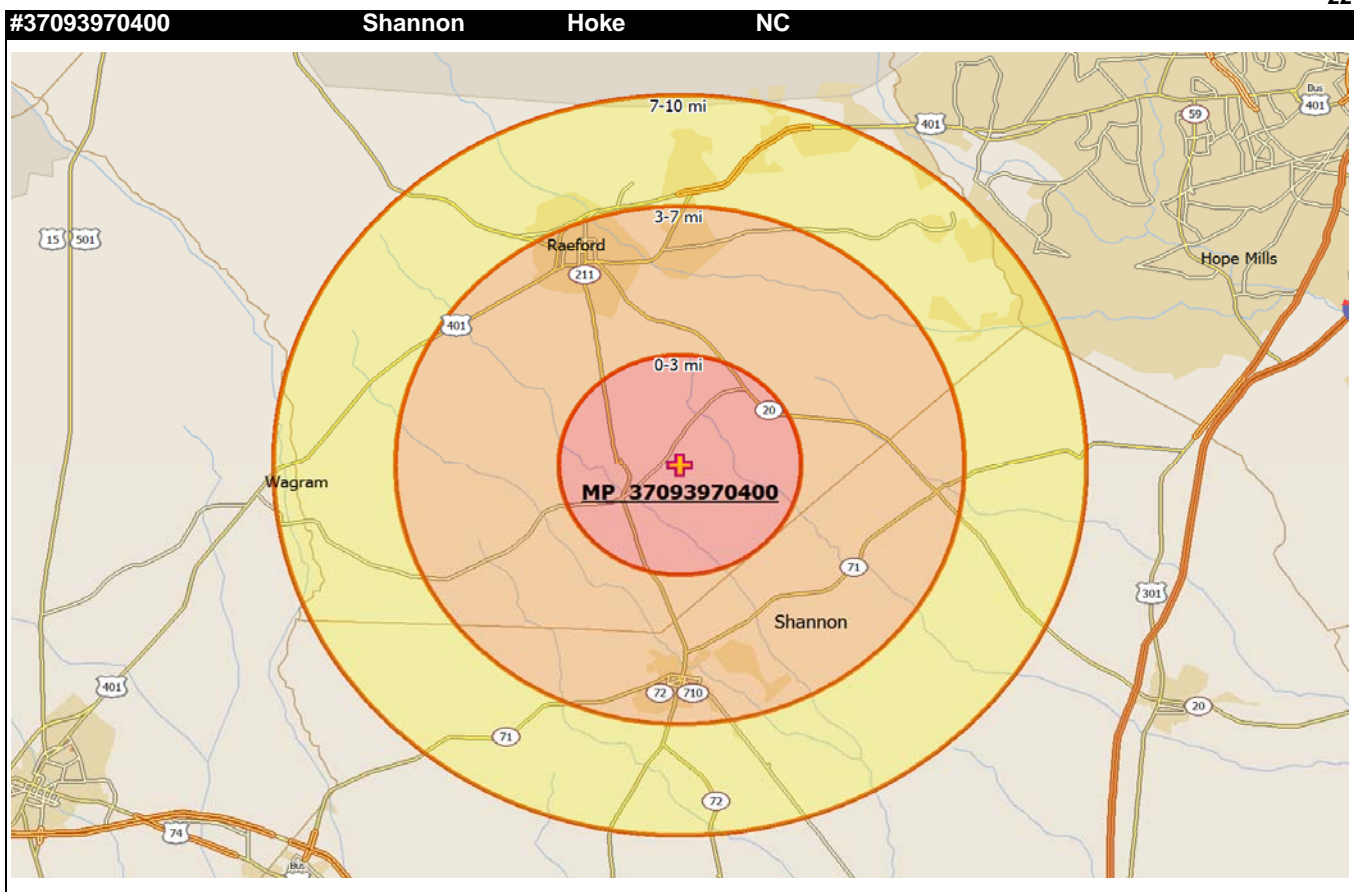
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.41%	Low Education County	FALSE
Mainstay Community	1.09%	Low Employment County	FALSE
Working Community	0.68%	Persistent Poverty County	FALSE
Country Community	68.84%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	28.99%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.79	Racial Diversity Index	59.15
Ancestry Diversity Index	29.65	Diversity Composite Index	20.47
Foreign Born Diversity Index	10.24	Population Density Index	18.02

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

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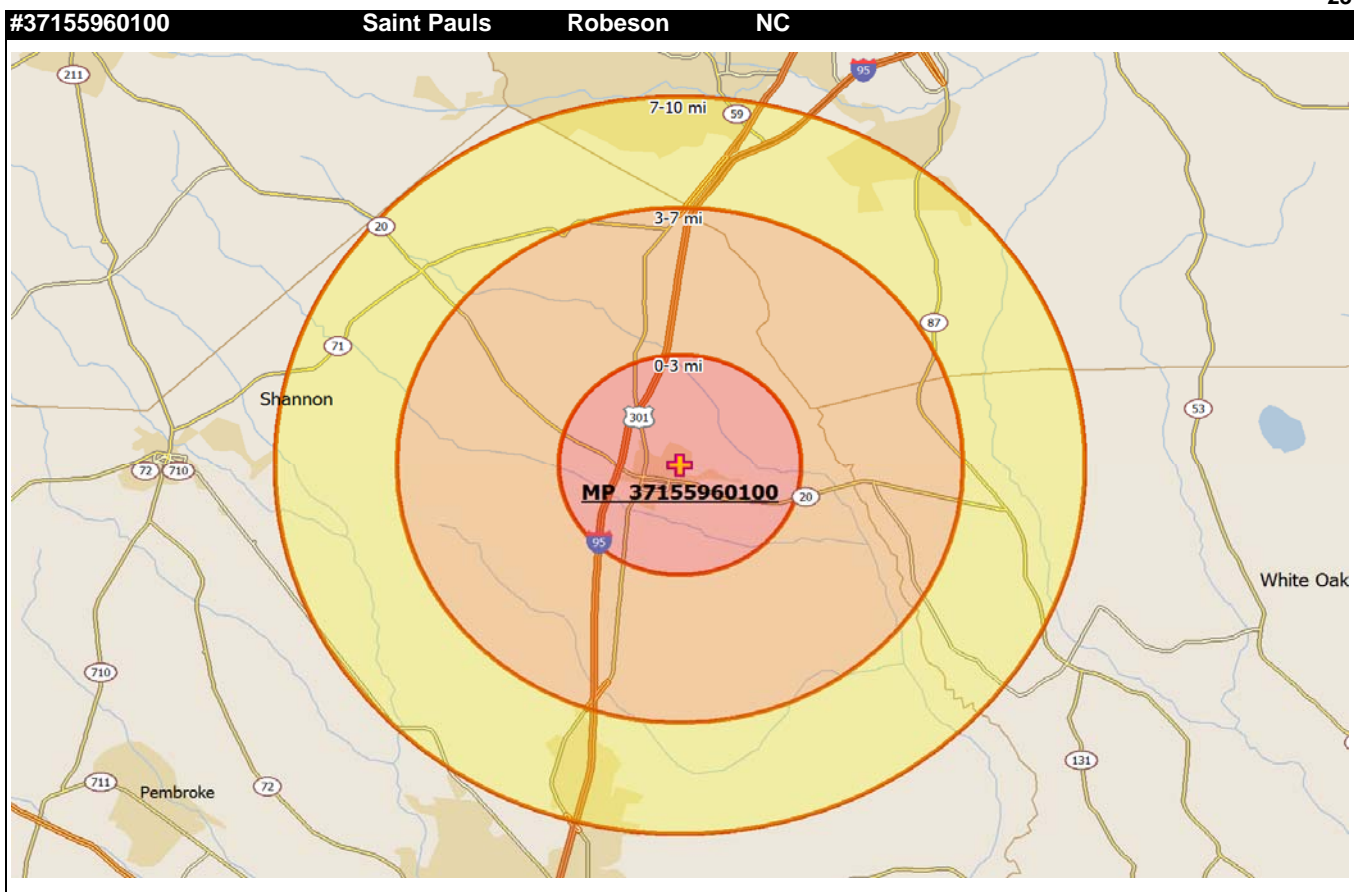


21 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37093970400	Total Households in 0-3 mi Band	873
CT Centroid Latitude	34.89915	Active Evangelical HHLDS	120
CT Centroid Longitude	-79.18314	Active Evangelical PERCENT	13.72%
City Location:	Shannon	Unreached HHLDS	488
County Location:	Hoke	Unreached Percent	56%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	79
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	9%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	56
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	361
Population Pattern:	#2500-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.17%	Low Education County	FALSE
Mainstay Community	6.07%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	89.65%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	2.11%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	39.62	Racial Diversity Index	81.47
Ancestry Diversity Index	4.12	Diversity Composite Index	26.57
Foreign Born Diversity Index	20.10	Population Density Index	7.58

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



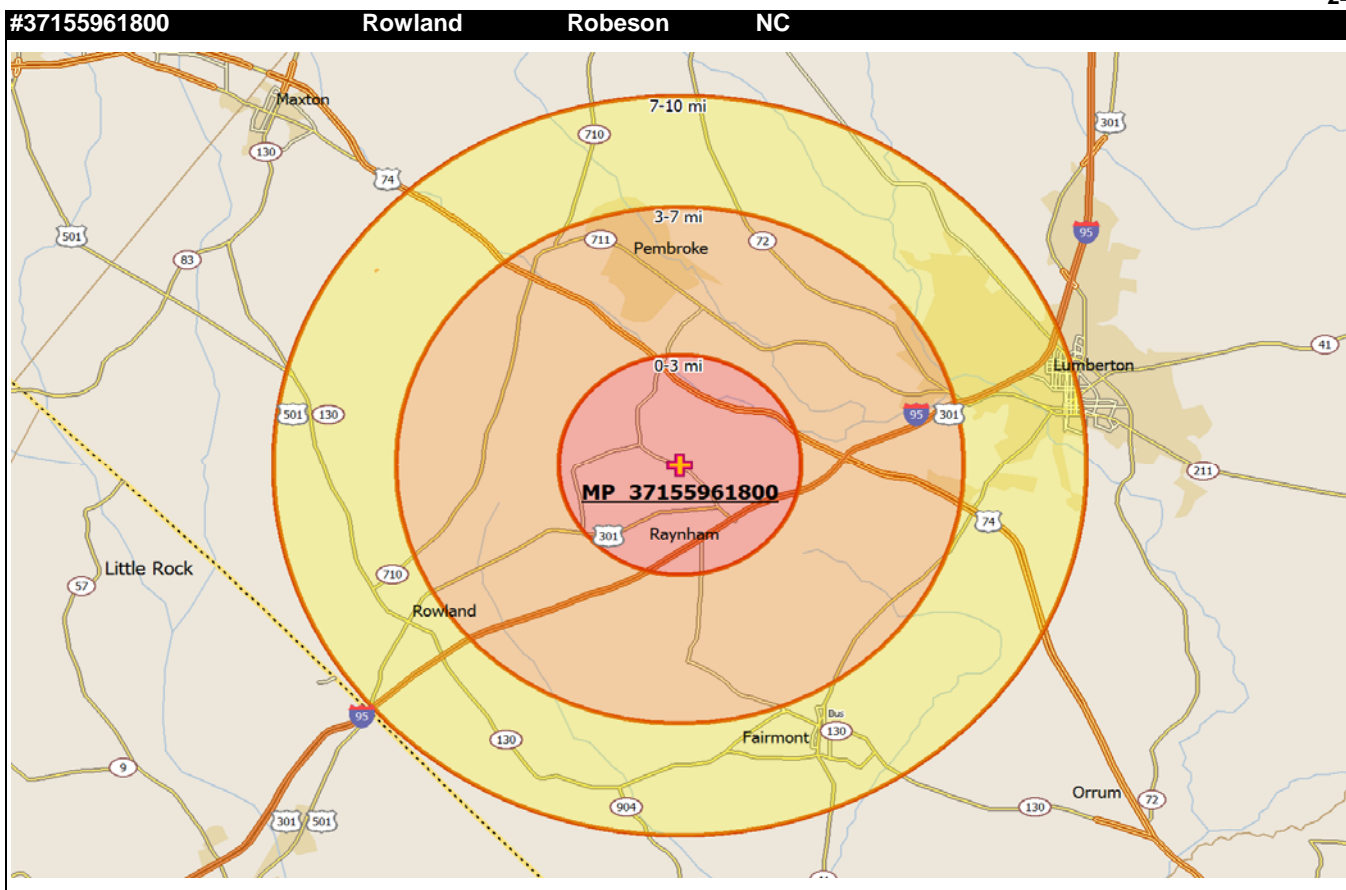
22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155960100	Total Households in 0-3 mi Band	2176
CT Centroid Latitude	34.81191	Active Evangelical HHLDS	396
CT Centroid Longitude	-78.96009	Active Evangelical PERCENT	18.18%
City Location:	Saint Pauls	Unreached HHLDS	1431
County Location:	Robeson	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	395
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	169
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	899
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.37%	Low Education County	TRUE
Mainstay Community	4.53%	Low Employment County	TRUE
Working Community	31.84%	Persistent Poverty County	TRUE
Country Community	14.02%	Population Loss County	FALSE
Aspiring Community	0.84%	Nonmetro Recreation County	FALSE
Urban Community	47.40%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	55.84	Racial Diversity Index	91.34
Ancestry Diversity Index	12.23	Diversity Composite Index	26.88
Foreign Born Diversity Index	2.26	Population Density Index	20.69

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

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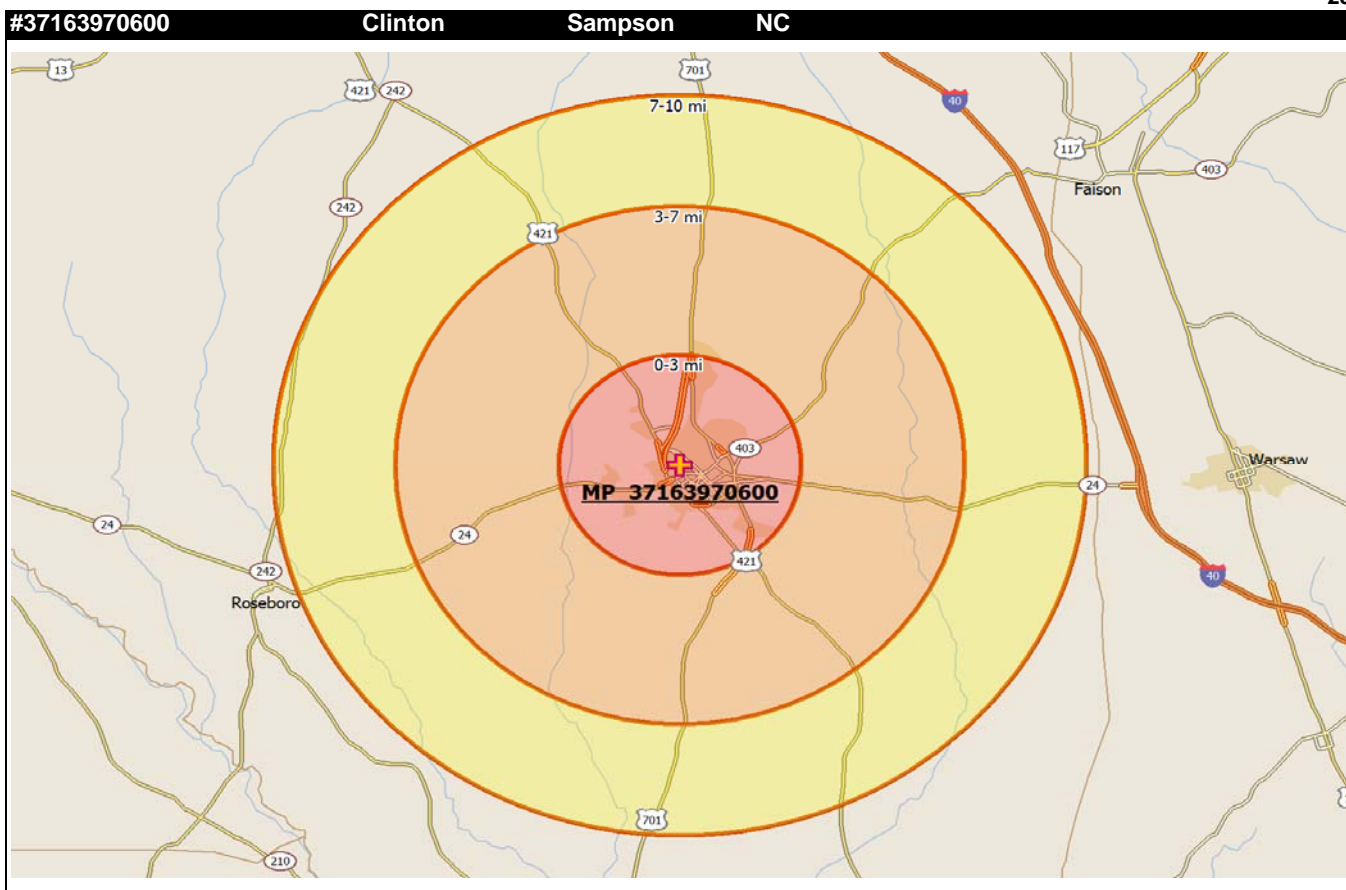
23 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155961800	Total Households in 0-3 mi Band	859
CT Centroid Latitude	34.59798	Active Evangelical HHLDS	210
CT Centroid Longitude	-79.17428	Active Evangelical PERCENT	24.49%
City Location:	Rowland	Unreached HHLDS	461
County Location:	Robeson	Unreached Percent	54%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	53
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	6%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	55
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	357
Population Pattern:	#2500-50000-50000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.46%	Low Education County	TRUE
Mainstay Community	0.22%	Low Employment County	TRUE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	96.39%	Population Loss County	FALSE
Aspiring Community	1.33%	Nonmetro Recreation County	FALSE
Urban Community	1.60%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	52.89	Racial Diversity Index	52.87
Ancestry Diversity Index	0.65	Diversity Composite Index	12.49
Foreign Born Diversity Index	15.70	Population Density Index	6.80

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

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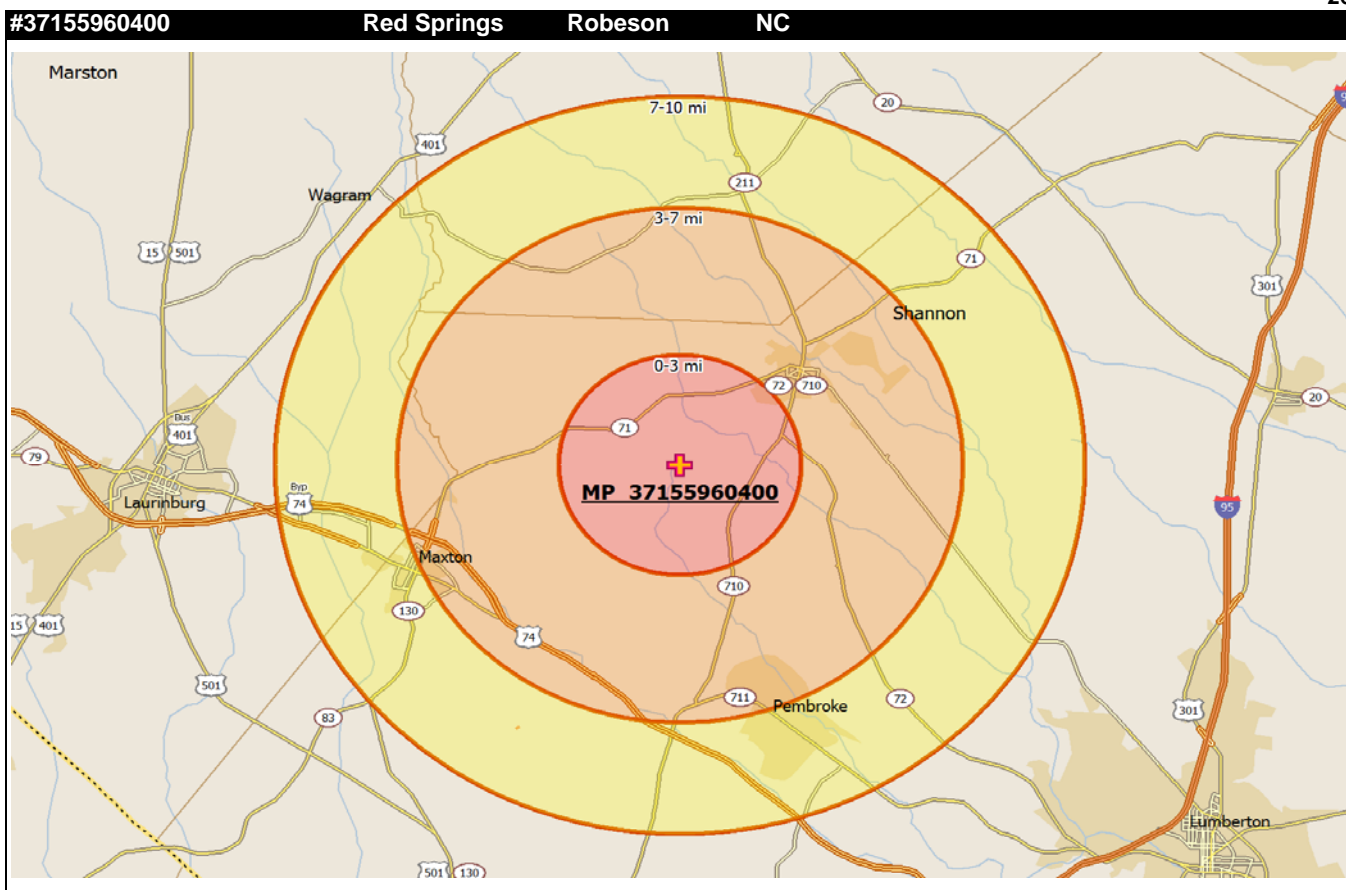
24 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37163970600	Total Households in 0-3 mi Band	4354
CT Centroid Latitude	35.00169	Active Evangelical HHLDS	718
CT Centroid Longitude	-78.33255	Active Evangelical PERCENT	16.49%
City Location:	Clinton	Unreached HHLDS	3006
County Location:	Sampson	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	996
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	23%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	300
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1759
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.36%	Low Education County	TRUE
Mainstay Community	3.71%	Low Employment County	FALSE
Working Community	22.46%	Persistent Poverty County	FALSE
Country Community	20.67%	Population Loss County	FALSE
Aspiring Community	5.04%	Nonmetro Recreation County	FALSE
Urban Community	35.77%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	34.91	Racial Diversity Index	82.01
Ancestry Diversity Index	17.68	Diversity Composite Index	22.27
Foreign Born Diversity Index	8.85	Population Density Index	23.88

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

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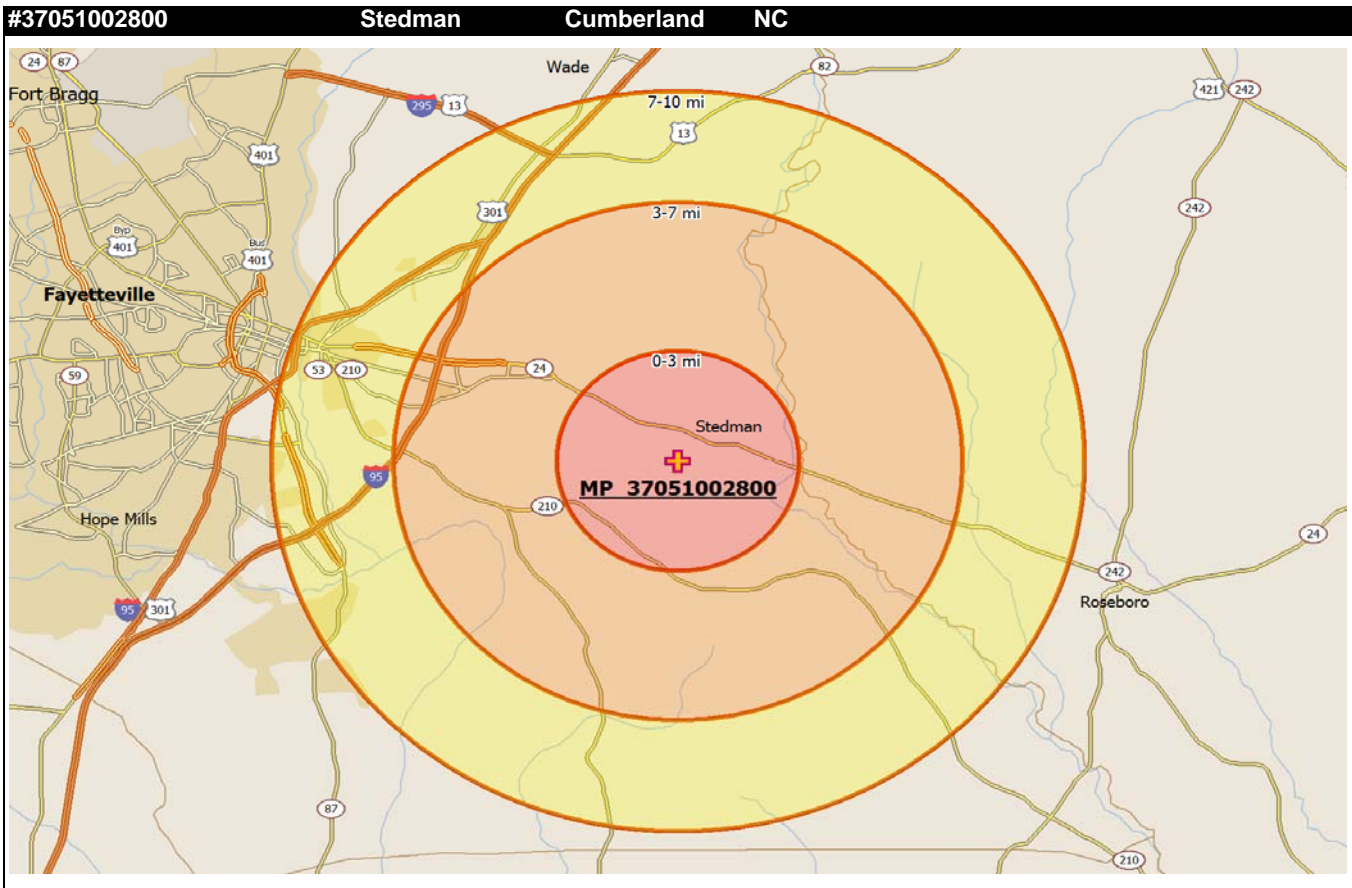


25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155960400	Total Households in 0-3 mi Band	979
CT Centroid Latitude	34.77786	Active Evangelical HHLDS	230
CT Centroid Longitude	-79.23464	Active Evangelical PERCENT	23.53%
City Location:	Red Springs	Unreached HHLDS	545
County Location:	Robeson	Unreached Percent	56%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	97
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	10%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	50
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	414
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.26%	Low Education County	TRUE
Mainstay Community	8.98%	Low Employment County	TRUE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	83.71%	Population Loss County	FALSE
Aspiring Community	0.34%	Nonmetro Recreation County	FALSE
Urban Community	2.71%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	34.96	Racial Diversity Index	23.88
Ancestry Diversity Index	0.89	Diversity Composite Index	12.42
Foreign Born Diversity Index	33.81	Population Density Index	10.44

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



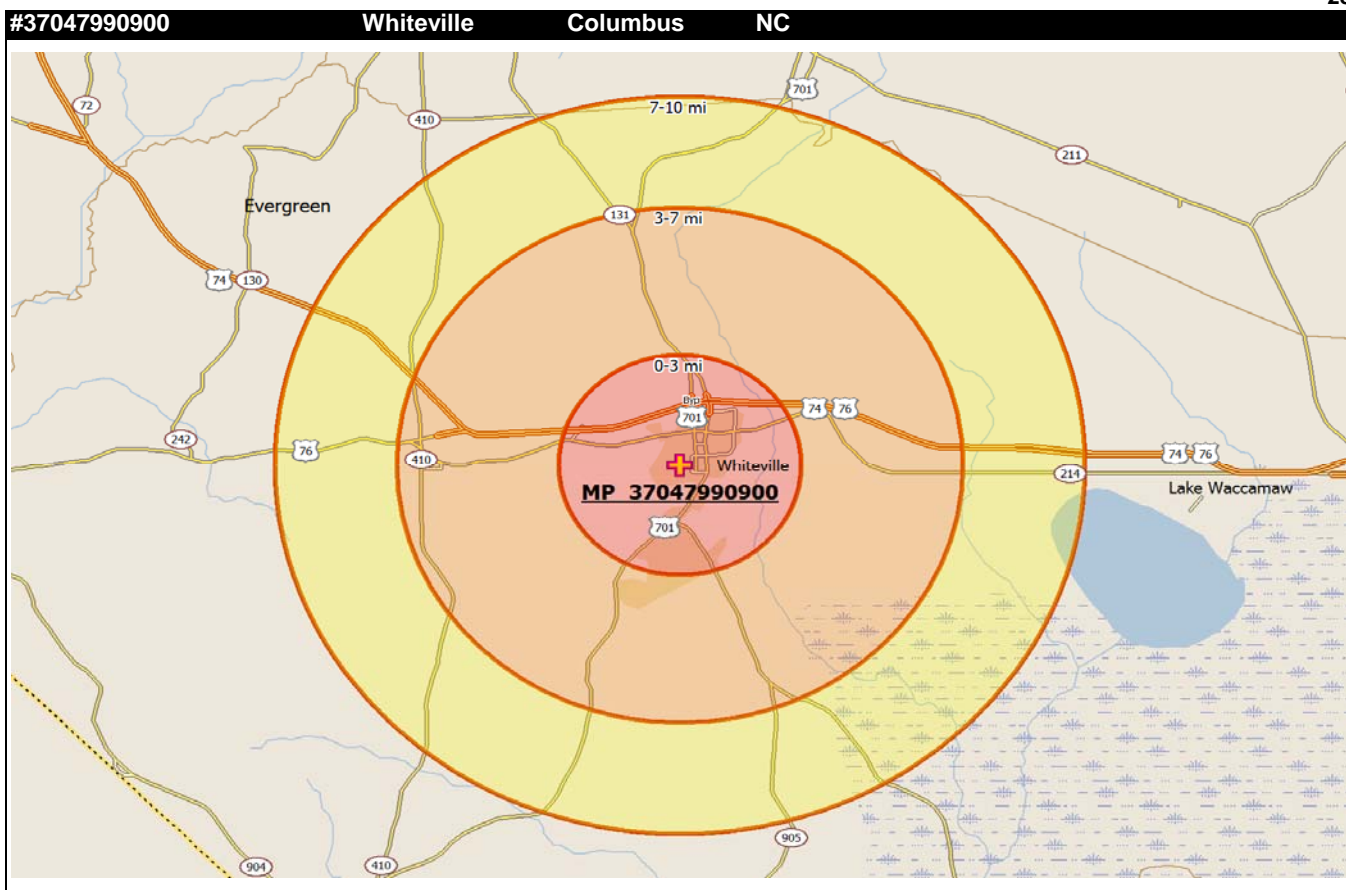
26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051002800	Total Households in 0-3 mi Band	1367
CT Centroid Latitude	35.00313	Active Evangelical HHLDS	239
CT Centroid Longitude	-78.70033	Active Evangelical PERCENT	17.45%
City Location:	Stedman	Unreached HHLDS	855
County Location:	Cumberland	Unreached Percent	63%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	195
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	148
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	512
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.75%	Low Education County	FALSE
Mainstay Community	15.16%	Low Employment County	FALSE
Working Community	0.05%	Persistent Poverty County	FALSE
Country Community	63.64%	Population Loss County	FALSE
Aspiring Community	0.10%	Nonmetro Recreation County	FALSE
Urban Community	7.30%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.51	Racial Diversity Index	40.05
Ancestry Diversity Index	45.32	Diversity Composite Index	22.11
Foreign Born Diversity Index	43.63	Population Density Index	13.25

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

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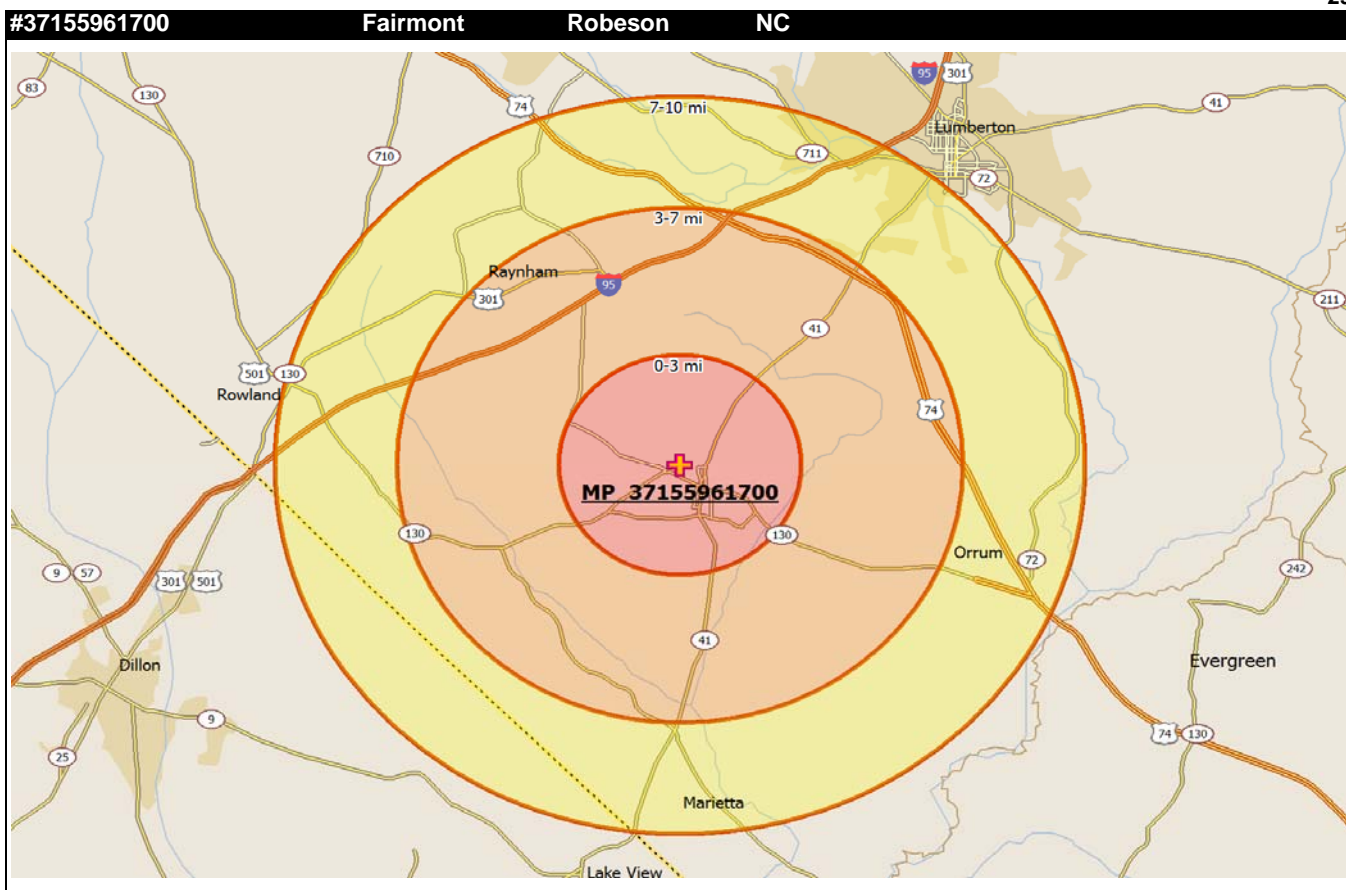
27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37047990900	Total Households in 0-3 mi Band	3266
CT Centroid Latitude	34.32546	Active Evangelical HHLDS	658
CT Centroid Longitude	-78.71465	Active Evangelical PERCENT	20.13%
City Location:	Whiteville	Unreached HHLDS	2264
County Location:	Columbus	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	825
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	187
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1304
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.00%	Low Education County	TRUE
Mainstay Community	5.96%	Low Employment County	TRUE
Working Community	10.83%	Persistent Poverty County	TRUE
Country Community	40.85%	Population Loss County	FALSE
Aspiring Community	1.29%	Nonmetro Recreation County	FALSE
Urban Community	33.07%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	13.69	Racial Diversity Index	60.49
Ancestry Diversity Index	19.37	Diversity Composite Index	16.28
Foreign Born Diversity Index	70.01	Population Density Index	21.97

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

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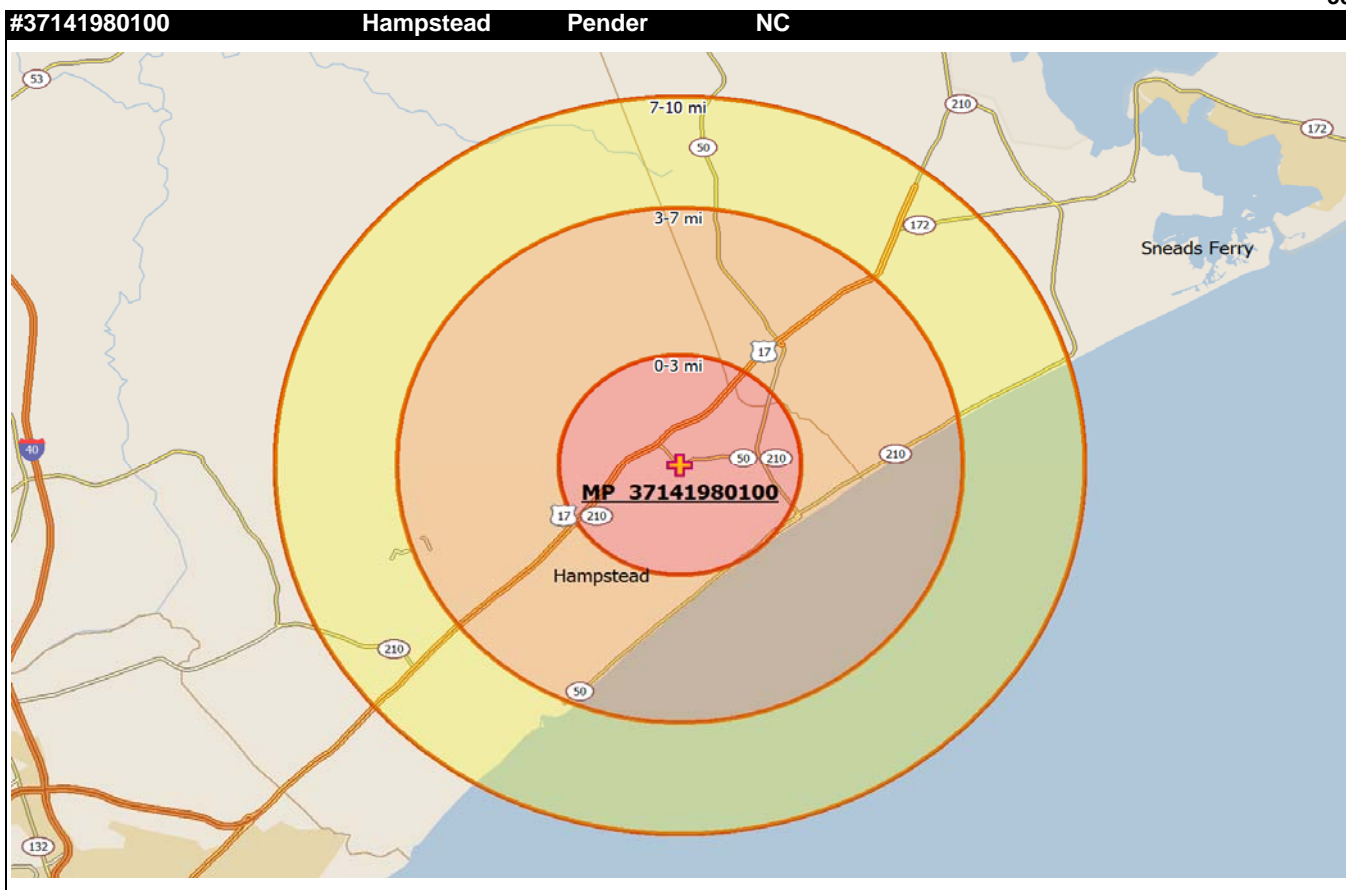


28 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37155961700	Total Households in 0-3 mi Band	2079
CT Centroid Latitude	34.50436	Active Evangelical HHLDS	347
CT Centroid Longitude	-79.12318	Active Evangelical PERCENT	16.70%
City Location:	Fairmont	Unreached HHLDS	1426
County Location:	Robeson	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	546
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	73
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	3%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	862
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.35%	Low Education County	TRUE
Mainstay Community	1.47%	Low Employment County	TRUE
Working Community	0.00%	Persistent Poverty County	TRUE
Country Community	70.22%	Population Loss County	FALSE
Aspiring Community	0.55%	Nonmetro Recreation County	FALSE
Urban Community	26.40%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	1.02	Racial Diversity Index	88.75
Ancestry Diversity Index	4.46	Diversity Composite Index	19.54
Foreign Born Diversity Index	31.22	Population Density Index	16.73

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



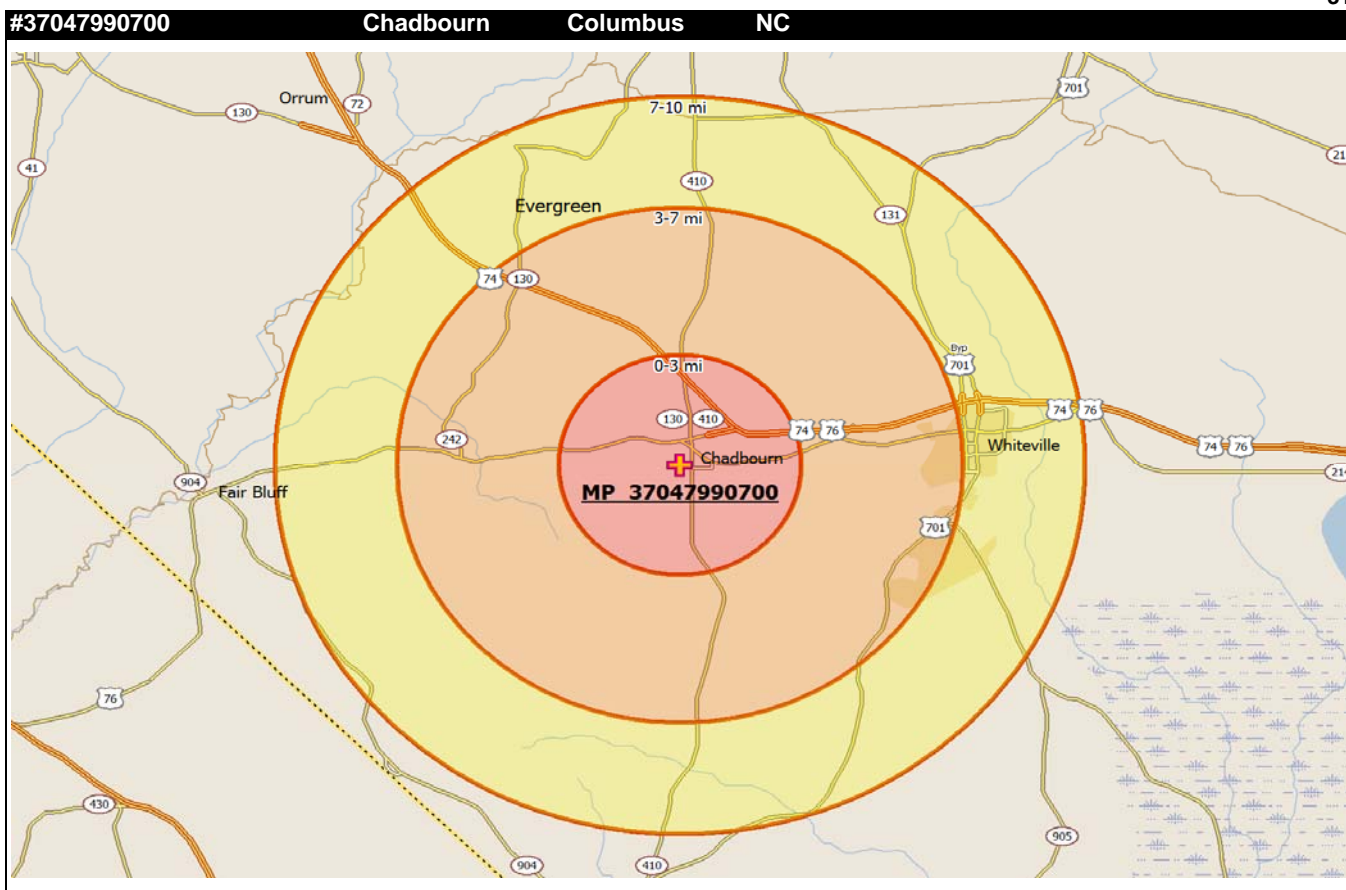
29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37141980100	Total Households in 0-3 mi Band	2136
CT Centroid Latitude	34.44622	Active Evangelical HHLDS	239
CT Centroid Longitude	-77.59707	Active Evangelical PERCENT	11.18%
City Location:	Hampstead	Unreached HHLDS	1370
County Location:	Pender	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	298
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	321
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	15%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	751
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	35%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.86%	Low Education County	FALSE
Mainstay Community	15.12%	Low Employment County	FALSE
Working Community	14.41%	Persistent Poverty County	FALSE
Country Community	48.85%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	7.76%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.18	Racial Diversity Index	20.72
Ancestry Diversity Index	81.16	Diversity Composite Index	52.04
Foreign Born Diversity Index	67.48	Population Density Index	13.95

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

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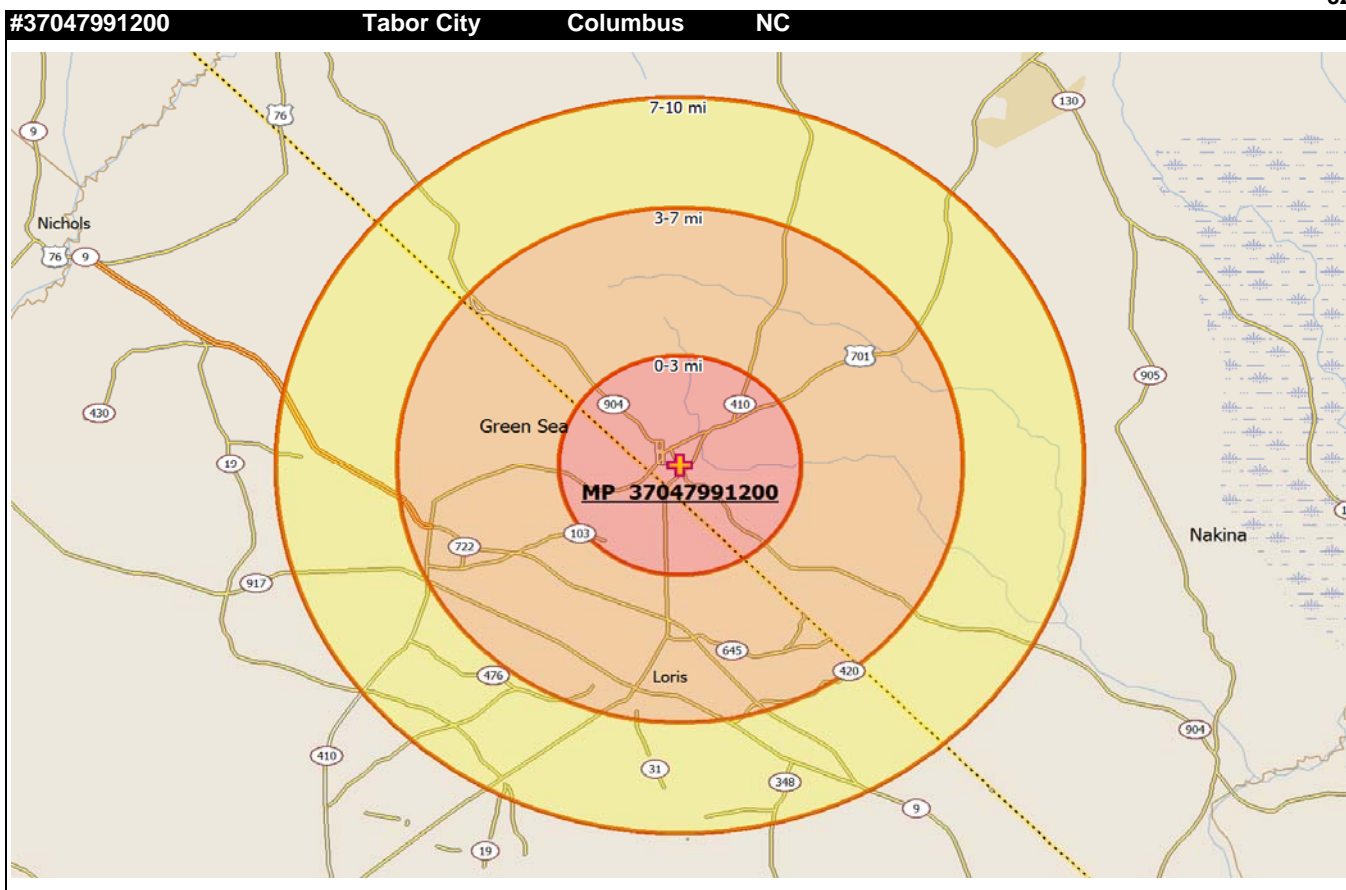
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37047990700	Total Households in 0-3 mi Band	1689
CT Centroid Latitude	34.32513	Active Evangelical HHLDS	333
CT Centroid Longitude	-78.83164	Active Evangelical PERCENT	19.73%
City Location:	Chadbourn	Unreached HHLDS	1182
County Location:	Columbus	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	479
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	55
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	3%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	698
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.28%	Low Education County	TRUE
Mainstay Community	0.17%	Low Employment County	TRUE
Working Community	5.05%	Persistent Poverty County	TRUE
Country Community	46.84%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	47.66%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	9.86	Racial Diversity Index	67.82
Ancestry Diversity Index	7.77	Diversity Composite Index	10.22
Foreign Born Diversity Index	2.94	Population Density Index	15.36

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

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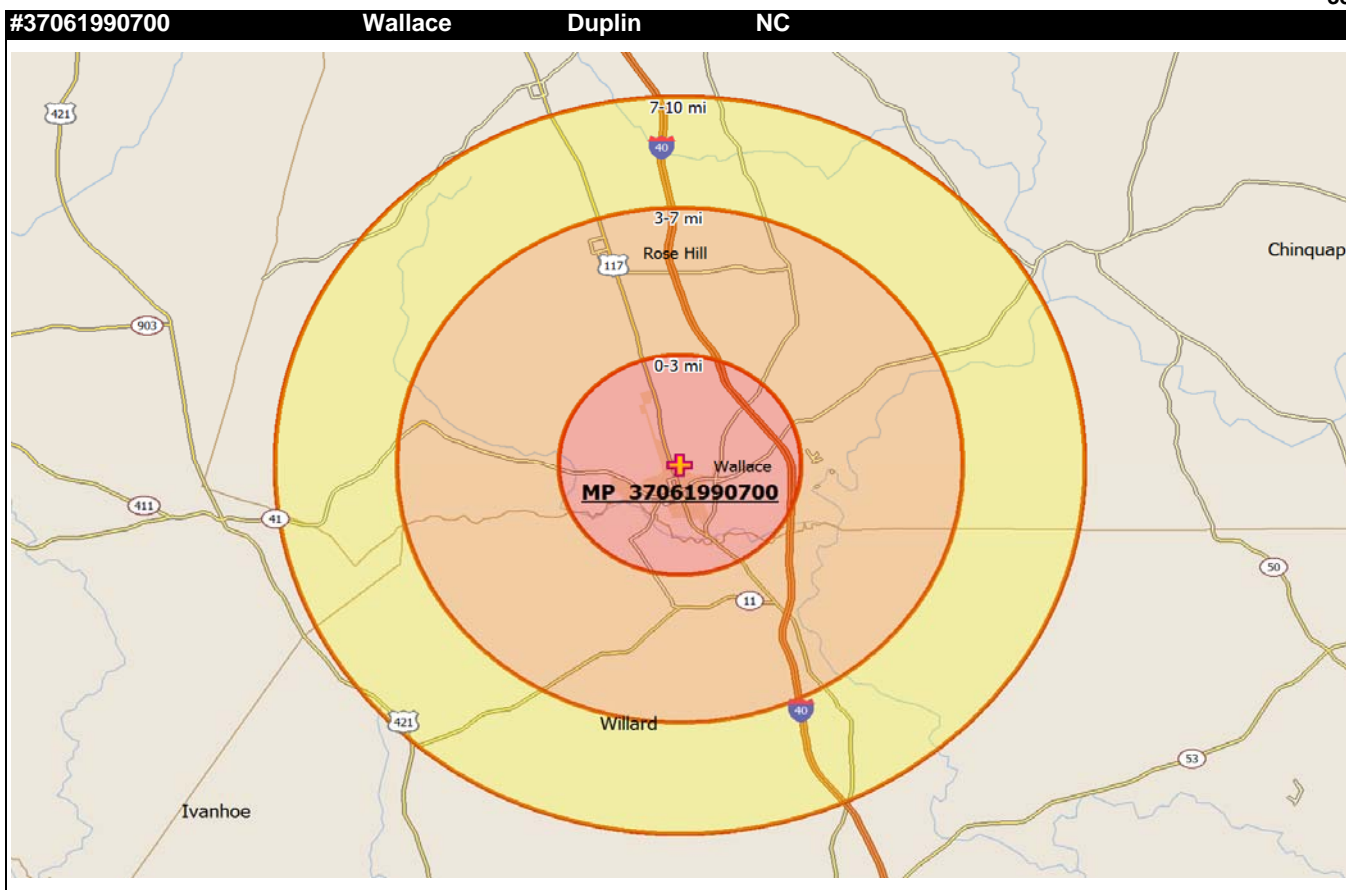
31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37047991200	Total Households in 0-3 mi Band	1614
CT Centroid Latitude	34.14349	Active Evangelical HHLDS	383
CT Centroid Longitude	-78.86927	Active Evangelical PERCENT	23.73%
City Location:	Tabor City	Unreached HHLDS	1031
County Location:	Columbus	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	297
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	116
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	641
Population Pattern:	#10000-50000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.29%	Low Education County	TRUE
Mainstay Community	6.27%	Low Employment County	TRUE
Working Community	3.75%	Persistent Poverty County	TRUE
Country Community	58.22%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	28.47%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	7.32	Racial Diversity Index	56.18
Ancestry Diversity Index	15.06	Diversity Composite Index	7.53
Foreign Born Diversity Index	21.18	Population Density Index	14.65

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

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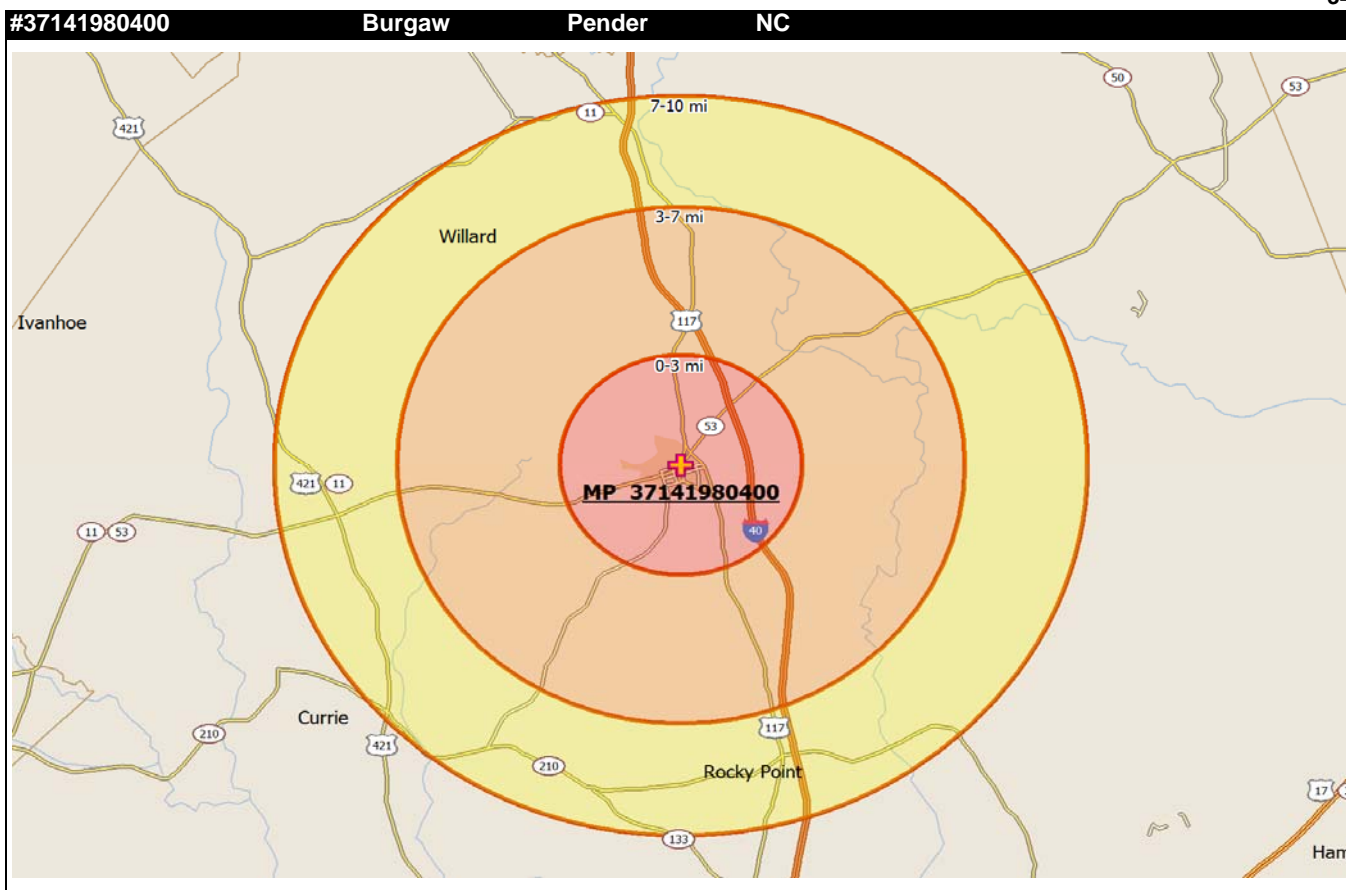
32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37061990700	Total Households in 0-3 mi Band	2166
CT Centroid Latitude	34.74583	Active Evangelical HHLDS	308
CT Centroid Longitude	-77.9929	Active Evangelical PERCENT	14.24%
City Location:	Wallace	Unreached HHLDS	1461
County Location:	Duplin	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	410
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	207
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	860
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.21%	Low Education County	TRUE
Mainstay Community	4.42%	Low Employment County	FALSE
Working Community	20.38%	Persistent Poverty County	FALSE
Country Community	39.46%	Population Loss County	FALSE
Aspiring Community	2.66%	Nonmetro Recreation County	FALSE
Urban Community	27.88%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	60.62	Racial Diversity Index	84.25
Ancestry Diversity Index	13.93	Diversity Composite Index	22.59
Foreign Born Diversity Index	5.75	Population Density Index	18.84

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

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33 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37141980400	Total Households in 0-3 mi Band	1654
CT Centroid Latitude	34.55397	Active Evangelical HHLDS	162
CT Centroid Longitude	-77.92344	Active Evangelical PERCENT	9.77%
City Location:	Burgaw	Unreached HHLDS	1137
County Location:	Pender	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	342
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	149
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	650
Population Pattern:	#10000-2500-50000	NOT Evangelical NOT Interested PERCENT	39%

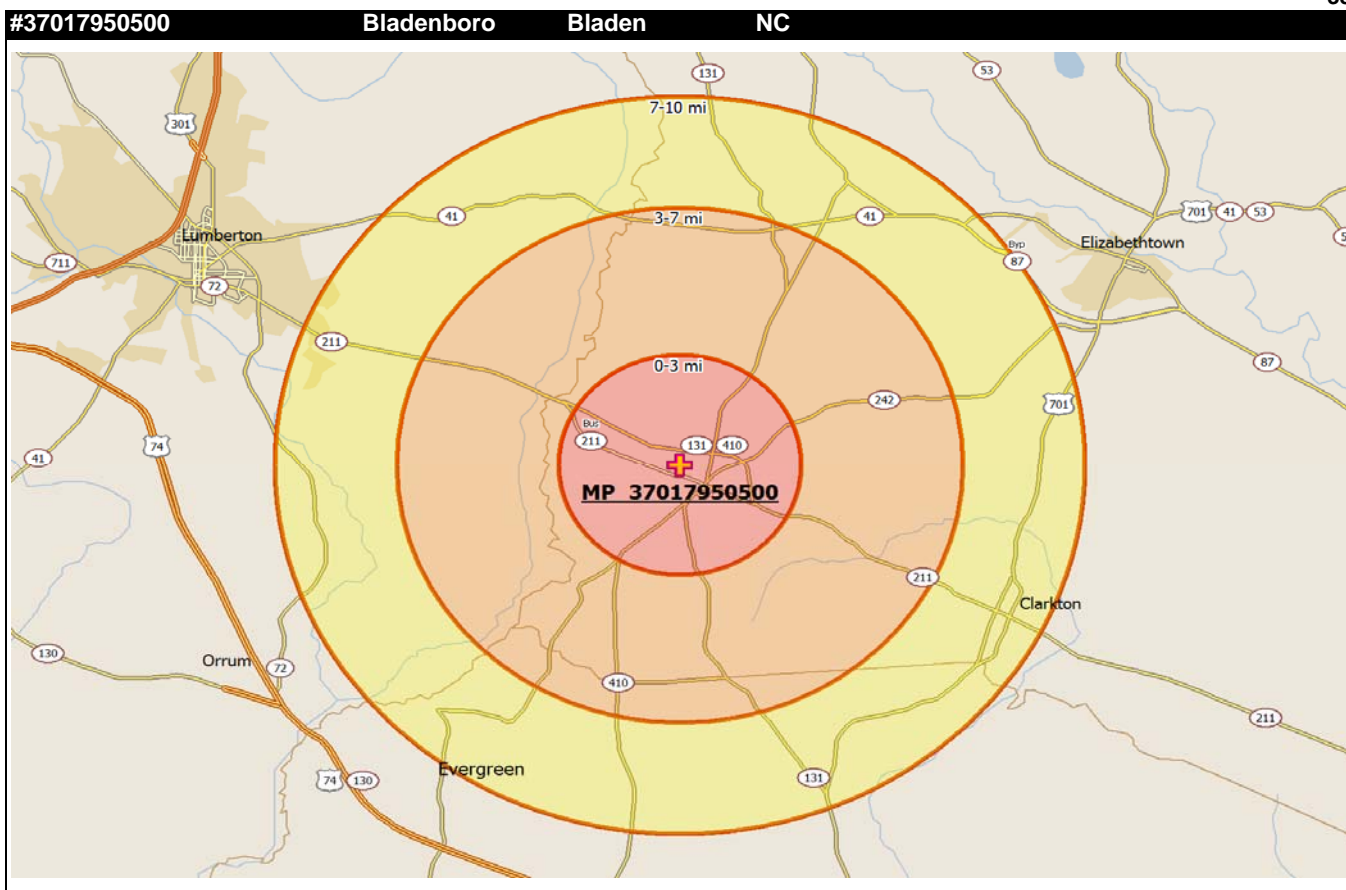
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.98%	Low Education County	FALSE
Mainstay Community	3.79%	Low Employment County	FALSE
Working Community	12.75%	Persistent Poverty County	FALSE
Country Community	43.52%	Population Loss County	FALSE
Aspiring Community	3.92%	Nonmetro Recreation County	FALSE
Urban Community	32.05%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	24.17	Racial Diversity Index	66.43
Ancestry Diversity Index	29.26	Diversity Composite Index	22.95
Foreign Born Diversity Index	27.49	Population Density Index	18.01

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

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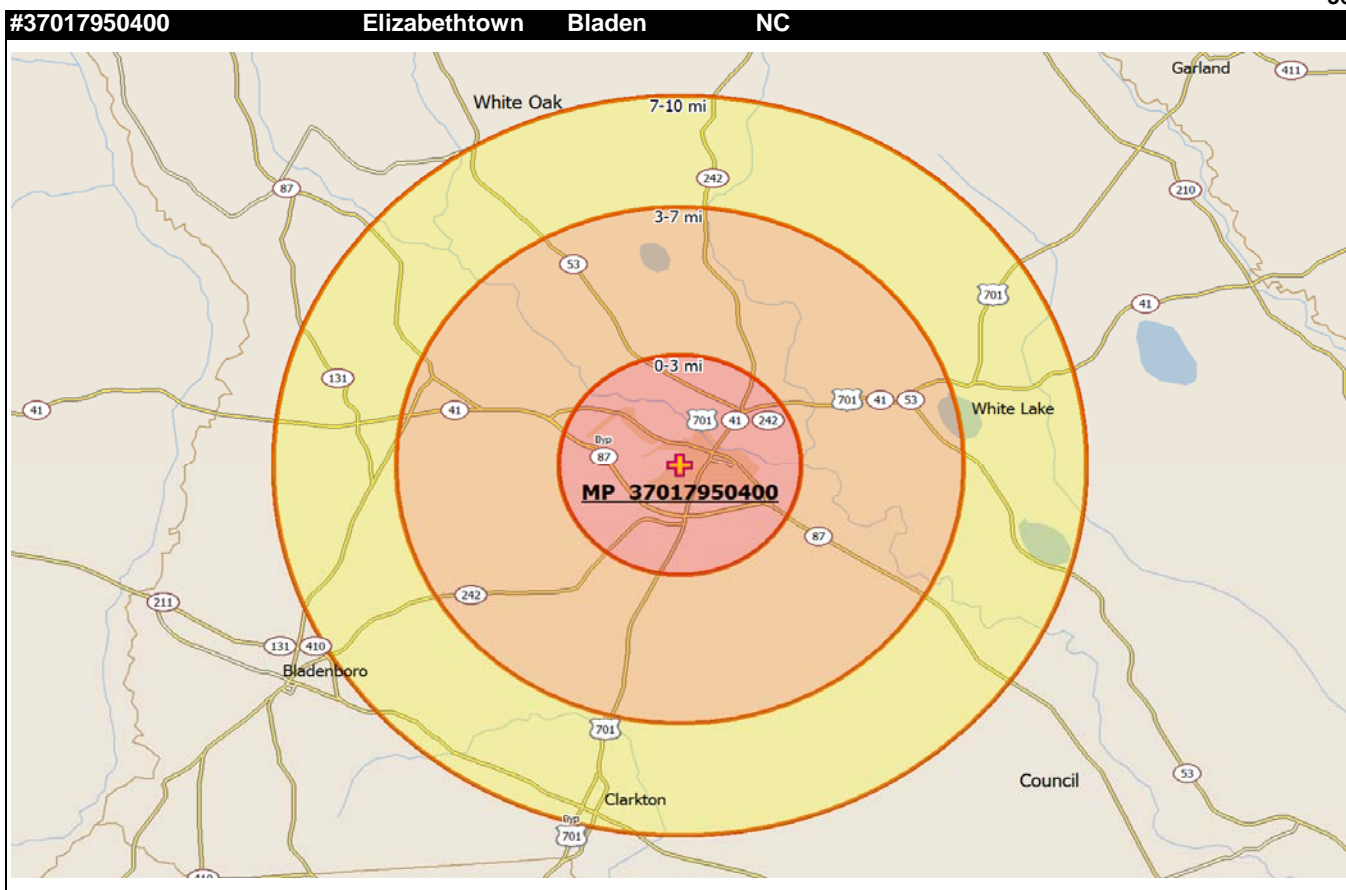
34 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37017950500	Total Households in 0-3 mi Band	1667
CT Centroid Latitude	34.54714	Active Evangelical HHLDS	445
CT Centroid Longitude	-78.79824	Active Evangelical PERCENT	26.71%
City Location:	Bladenboro	Unreached HHLDS	1021
County Location:	Bladen	Unreached Percent	61%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	256
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	134
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	635
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.68%	Low Education County	FALSE
Mainstay Community	1.67%	Low Employment County	FALSE
Working Community	1.62%	Persistent Poverty County	TRUE
Country Community	66.19%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	28.85%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	4.76	Racial Diversity Index	45.09
Ancestry Diversity Index	22.69	Diversity Composite Index	7.67
Foreign Born Diversity Index	27.12	Population Density Index	13.54

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

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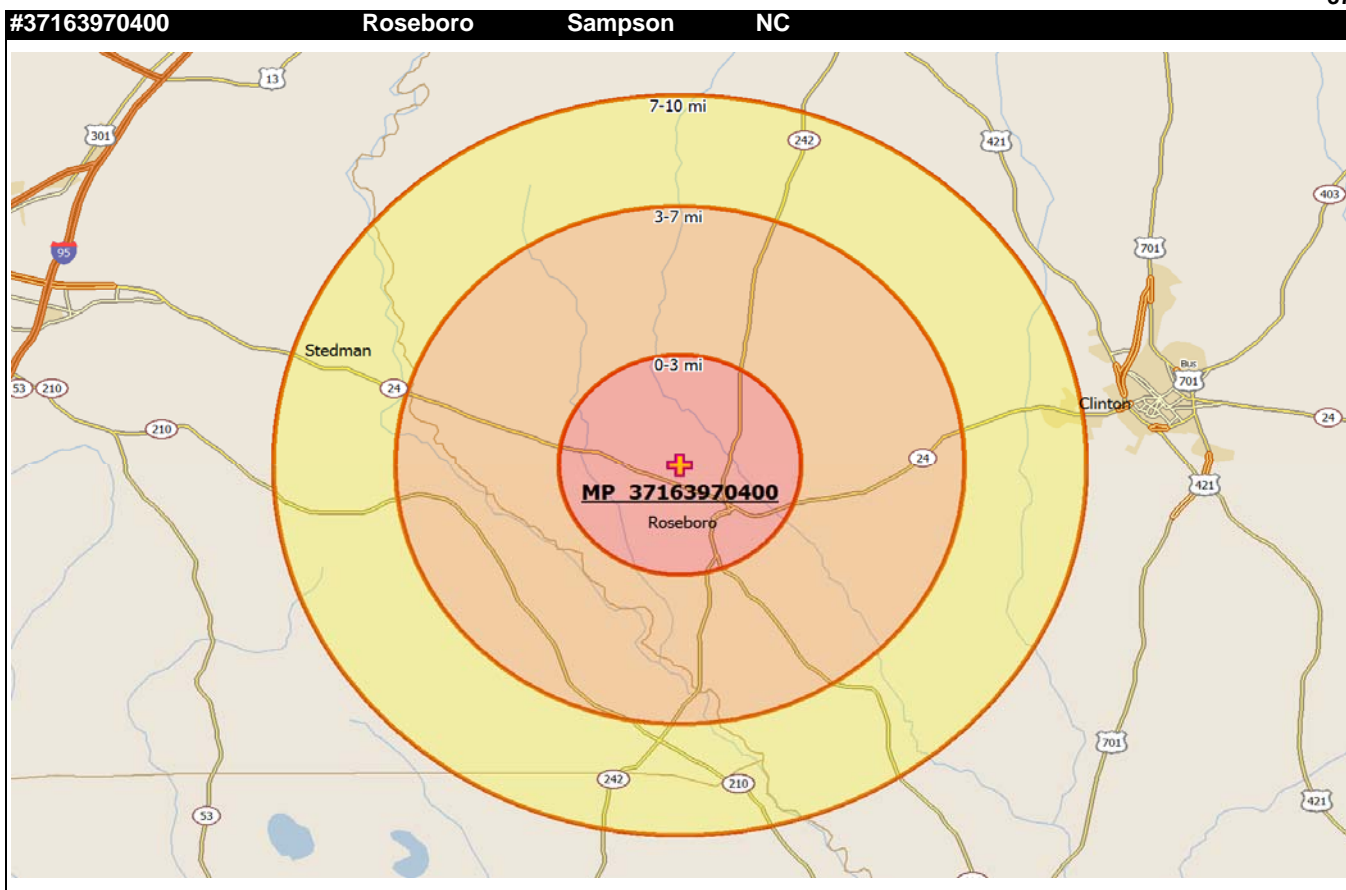
35 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37017950400	Total Households in 0-3 mi Band	1977
CT Centroid Latitude	34.62363	Active Evangelical HHLDS	397
CT Centroid Longitude	-78.61947	Active Evangelical PERCENT	20.09%
City Location:	Elizabethtown	Unreached HHLDS	1401
County Location:	Bladen	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	559
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	91
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	789
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.21%	Low Education County	FALSE
Mainstay Community	3.83%	Low Employment County	FALSE
Working Community	1.49%	Persistent Poverty County	TRUE
Country Community	29.32%	Population Loss County	FALSE
Aspiring Community	7.19%	Nonmetro Recreation County	FALSE
Urban Community	46.96%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	6.54	Racial Diversity Index	69.34
Ancestry Diversity Index	21.34	Diversity Composite Index	12.65
Foreign Born Diversity Index	23.86	Population Density Index	16.54

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

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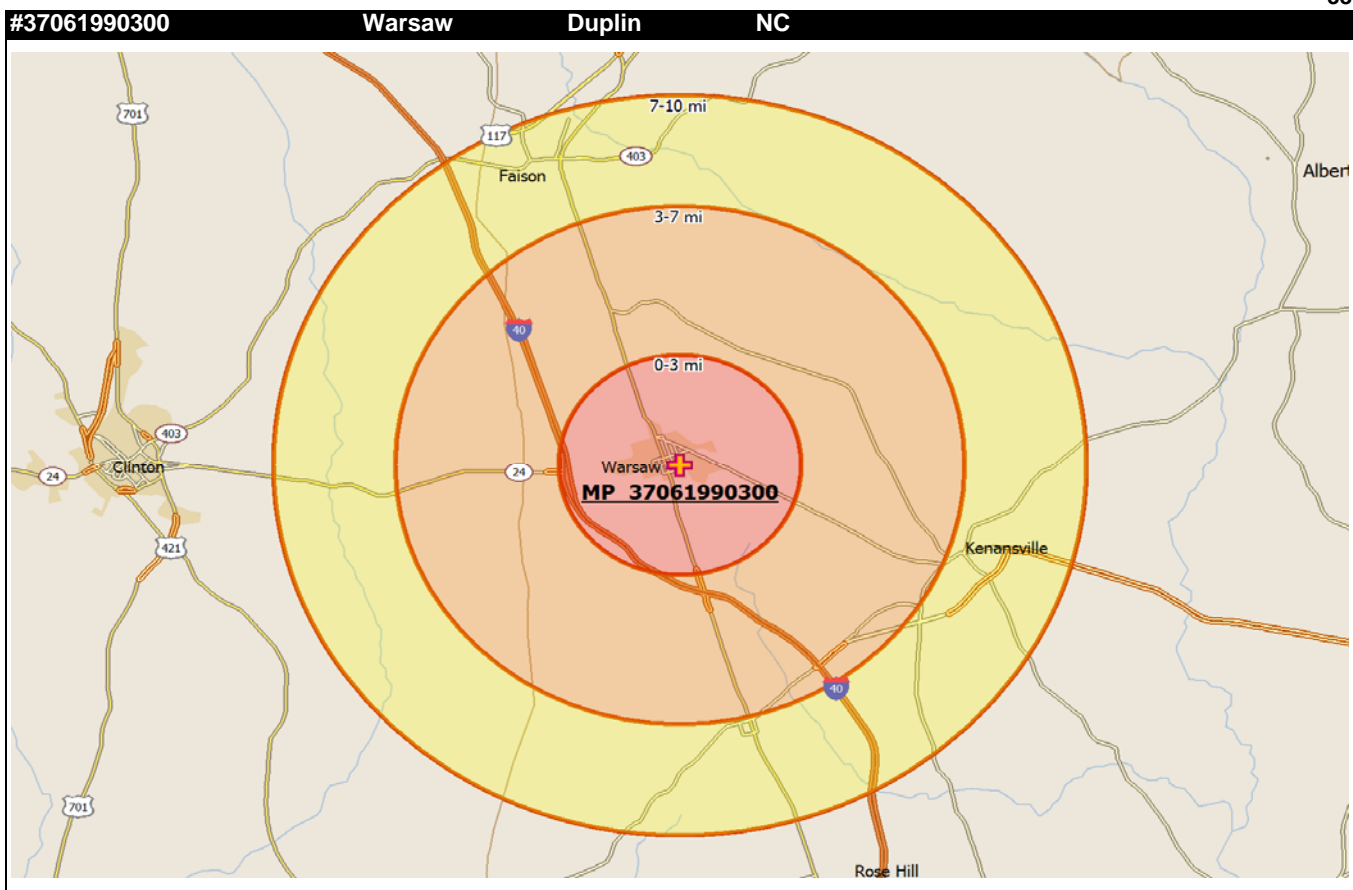
36 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37163970400	Total Households in 0-3 mi Band	1284
CT Centroid Latitude	34.97161	Active Evangelical HHLDS	233
CT Centroid Longitude	-78.5306	Active Evangelical PERCENT	18.17%
City Location:	Roseboro	Unreached HHLDS	845
County Location:	Sampson	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	271
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	87
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	503
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.70%	Low Education County	TRUE
Mainstay Community	2.74%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	83.11%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	12.45%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	13.85	Racial Diversity Index	46.23
Ancestry Diversity Index	12.30	Diversity Composite Index	6.96
Foreign Born Diversity Index	6.40	Population Density Index	13.37

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

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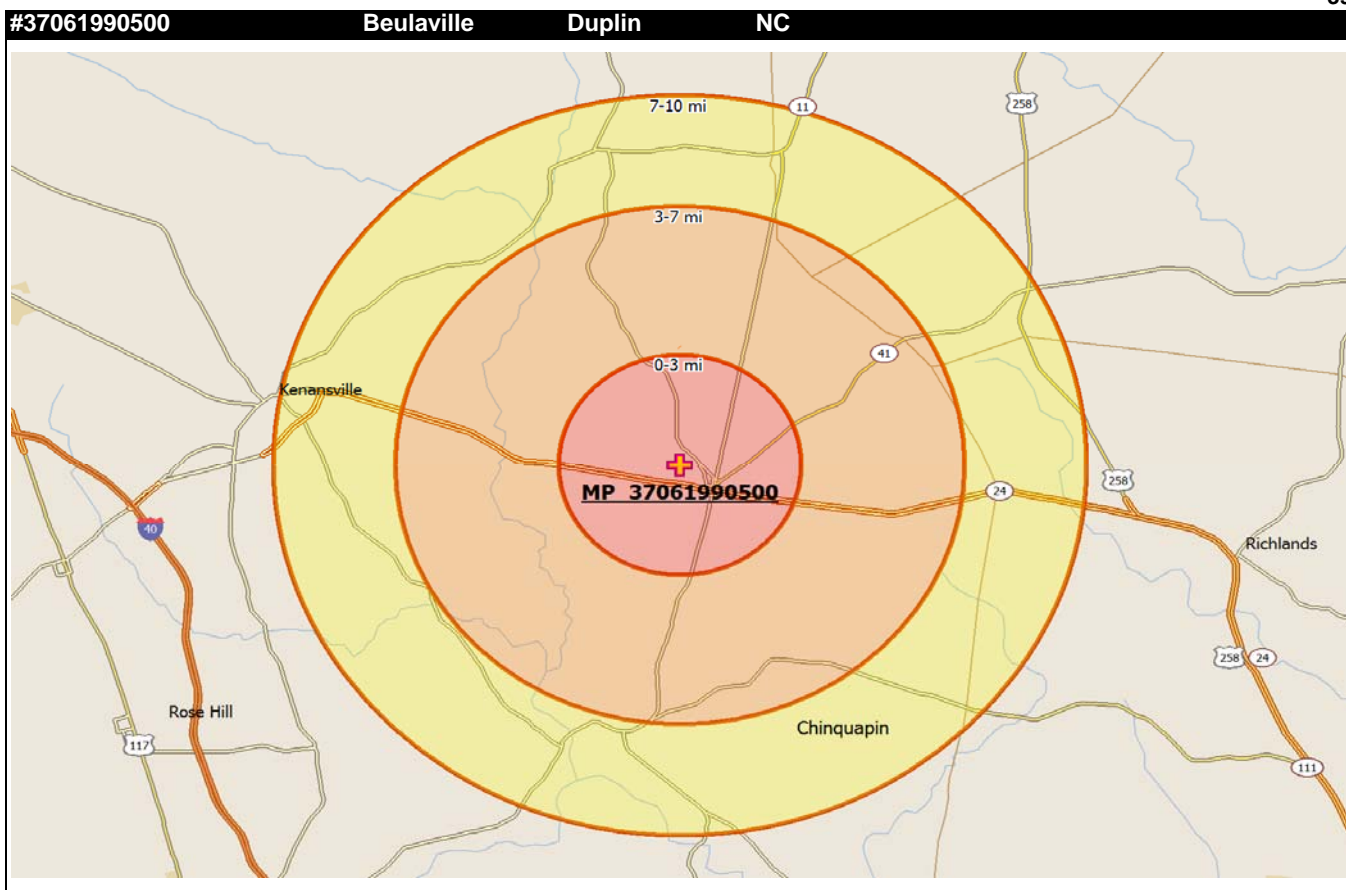
37 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37061990300	Total Households in 0-3 mi Band	1644
CT Centroid Latitude	34.99635	Active Evangelical HHLDS	216
CT Centroid Longitude	-78.08418	Active Evangelical PERCENT	13.16%
City Location:	Warsaw	Unreached HHLDS	1149
County Location:	Duplin	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	449
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	27%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	57
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	3%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	687
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.15%	Low Education County	TRUE
Mainstay Community	1.68%	Low Employment County	FALSE
Working Community	17.54%	Persistent Poverty County	FALSE
Country Community	24.73%	Population Loss County	FALSE
Aspiring Community	7.38%	Nonmetro Recreation County	FALSE
Urban Community	46.53%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	54.87	Racial Diversity Index	85.10
Ancestry Diversity Index	7.35	Diversity Composite Index	22.67
Foreign Born Diversity Index	2.42	Population Density Index	15.62

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

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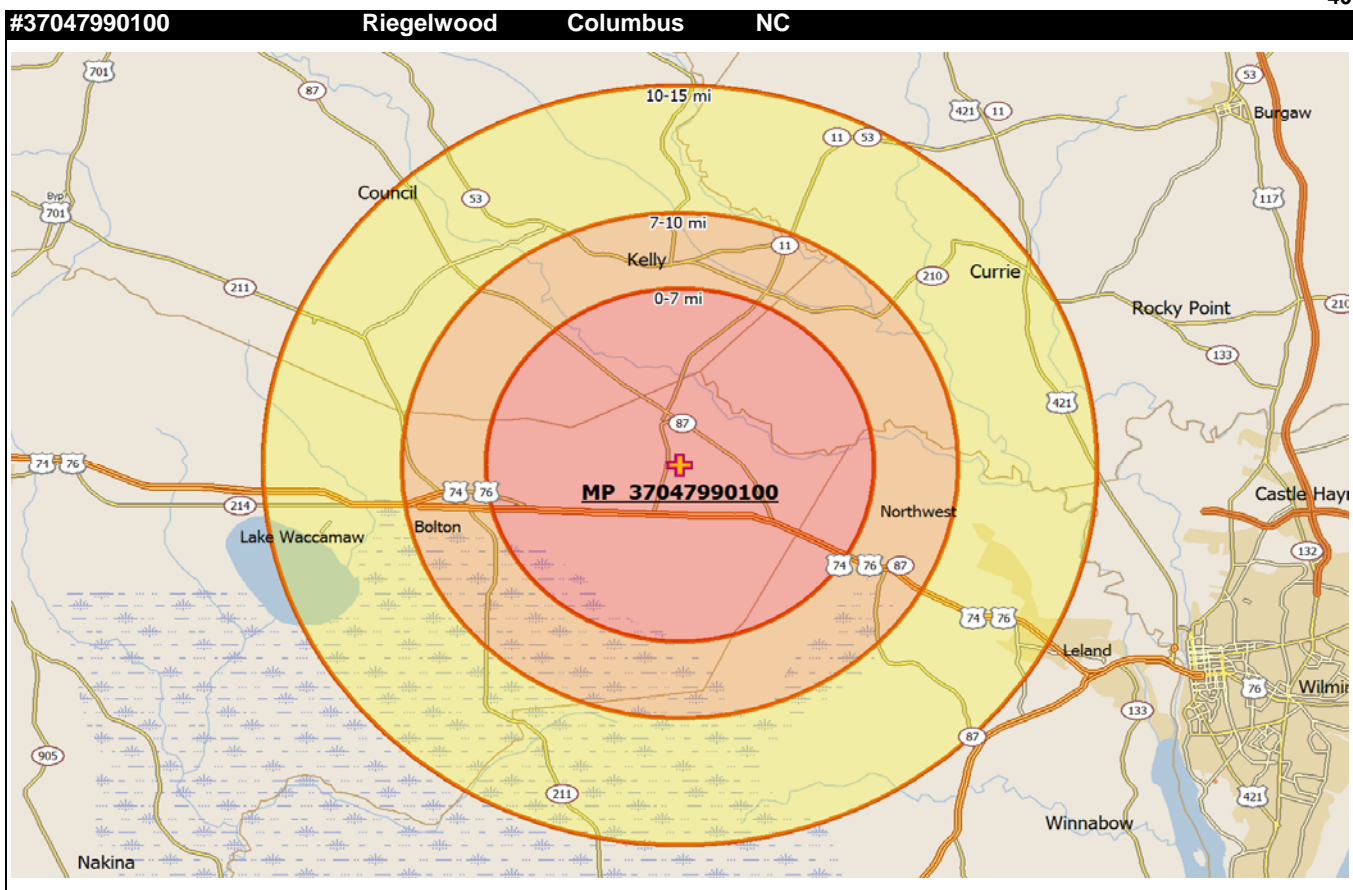
38 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37061990500	Total Households in 0-3 mi Band	1283
CT Centroid Latitude	34.93398	Active Evangelical HHLDS	196
CT Centroid Longitude	-77.78783	Active Evangelical PERCENT	15.29%
City Location:	Beulaville	Unreached HHLDS	836
County Location:	Duplin	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	222
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	123
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	498
Population Pattern:	#10000-10000-10000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.74%	Low Education County	TRUE
Mainstay Community	13.07%	Low Employment County	FALSE
Working Community	10.13%	Persistent Poverty County	FALSE
Country Community	66.05%	Population Loss County	FALSE
Aspiring Community	0.69%	Nonmetro Recreation County	FALSE
Urban Community	3.32%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.60	Racial Diversity Index	50.38
Ancestry Diversity Index	19.83	Diversity Composite Index	10.35
Foreign Born Diversity Index	4.64	Population Density Index	9.13

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

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39 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37047990100	Total Households in 0-3 mi Band	850
CT Centroid Latitude	34.34551	Active Evangelical HHLDS	163
CT Centroid Longitude	-78.26875	Active Evangelical PERCENT	19.12%
City Location:	Riegelwood	Unreached HHLDS	603
County Location:	Columbus	Unreached Percent	71%
Sitescape Category code:	1.0	Religious but NOT Evang HHLDS	227
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	27%
Sitescape Category:	Countryscape	Spiritual but NOT Religious HHLDS	53
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	324
Population Pattern:	#10000-0-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.69%	Low Education County	TRUE
Mainstay Community	1.79%	Low Employment County	TRUE
Working Community	0.96%	Persistent Poverty County	TRUE
Country Community	73.00%	Population Loss County	FALSE
Aspiring Community	4.84%	Nonmetro Recreation County	FALSE
Urban Community	17.73%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	32.99	Racial Diversity Index	73.25
Ancestry Diversity Index	11.82	Diversity Composite Index	5.16
Foreign Born Diversity Index	0.00	Population Density Index	11.85

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

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Interpreting Your Mission Point Report

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

1. Census Tract

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

2. Latitude and Longitude

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

3. City Location

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

4. County Location

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

5. SITESCAPE Category and SITESCAPE Category Code

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

6. SITESCAPE Group and SITESCAPE Group Code

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

7. Density Pattern

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

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

Increasing Density Patterns

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

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

Constant Density Patterns

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

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

Decreasing Density Patterns

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

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

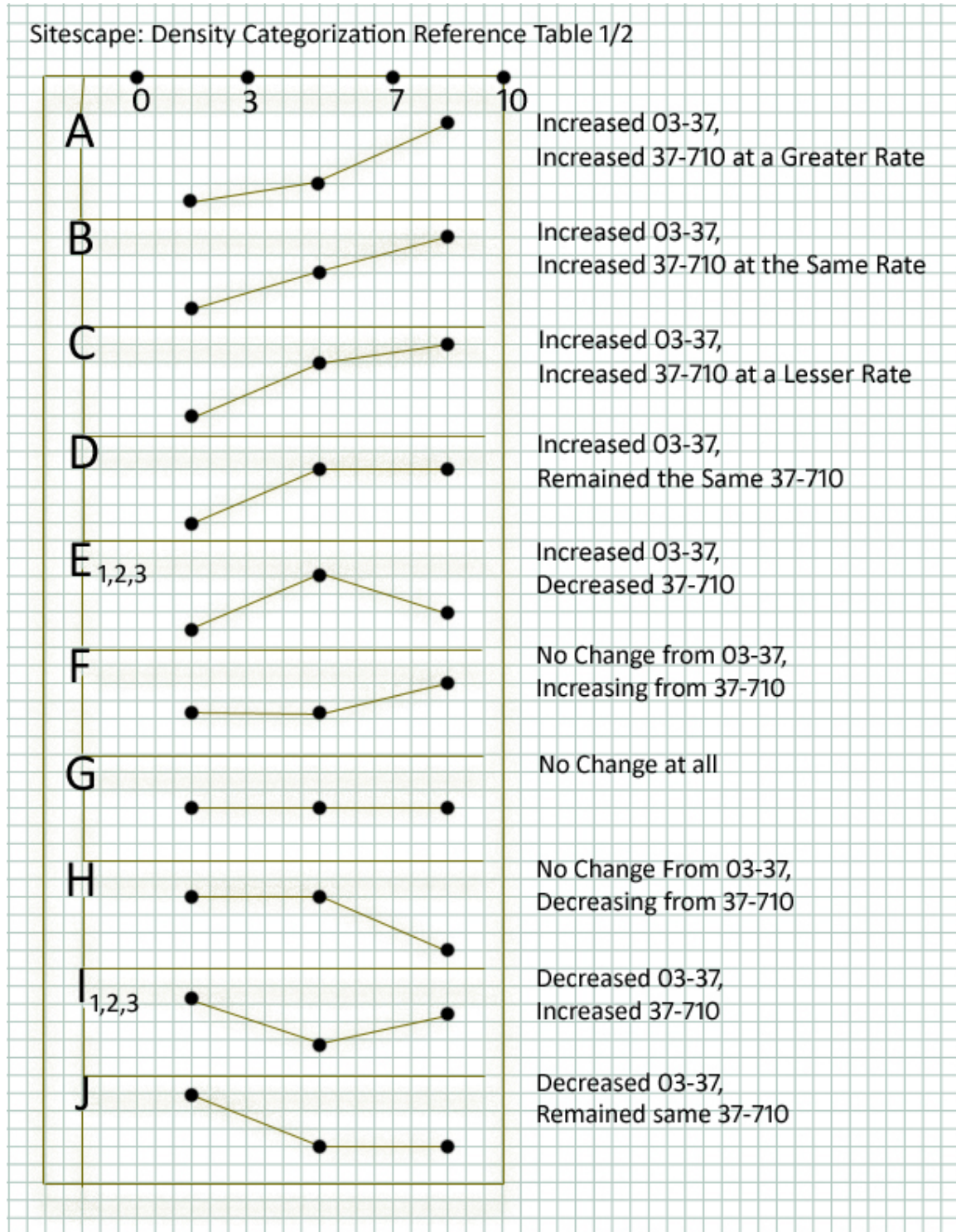
8. Population Pattern

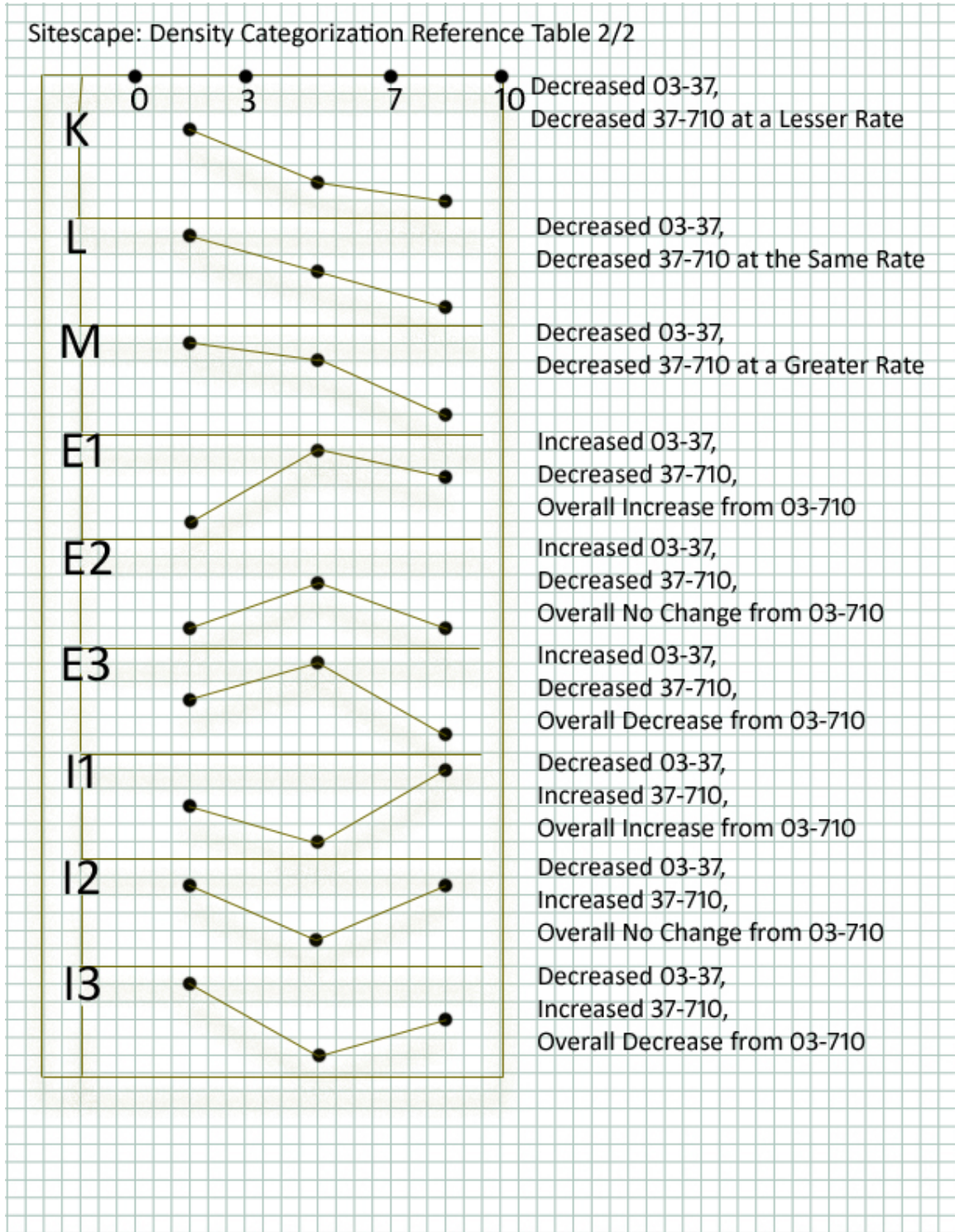
The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number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

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

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

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





9. Using Density and Population Patterns

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

Interpreting the Population Pattern in light of the Density Pattern

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

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

What Does This Mean in Practical Terms?

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

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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



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