

MISSION POINTS

Top Unreached Locations



Top Mission Points in Region 4: Triangle



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.

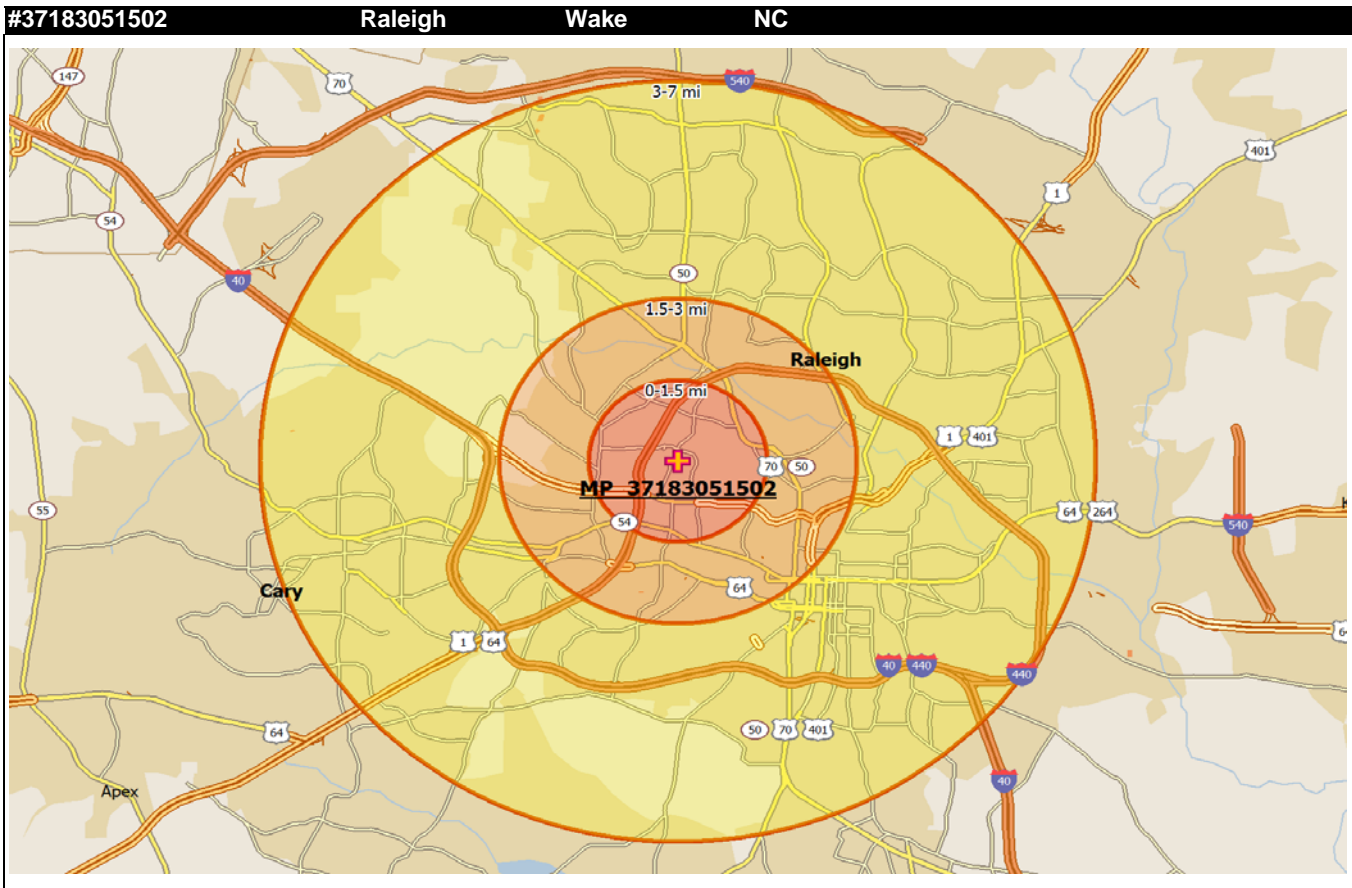
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties 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:	#37183051502	Total Households in 0-3 mi Band	34946
CT Centroid Latitude	35.81204	Active Evangelical HHLDS	3264
CT Centroid Longitude	-78.6821	Active Evangelical PERCENT	9.34%
City Location:	Raleigh	Unreached HHLDS	26318
County Location:	Wake	Unreached Percent	75%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5529
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4987
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	15829
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	45%

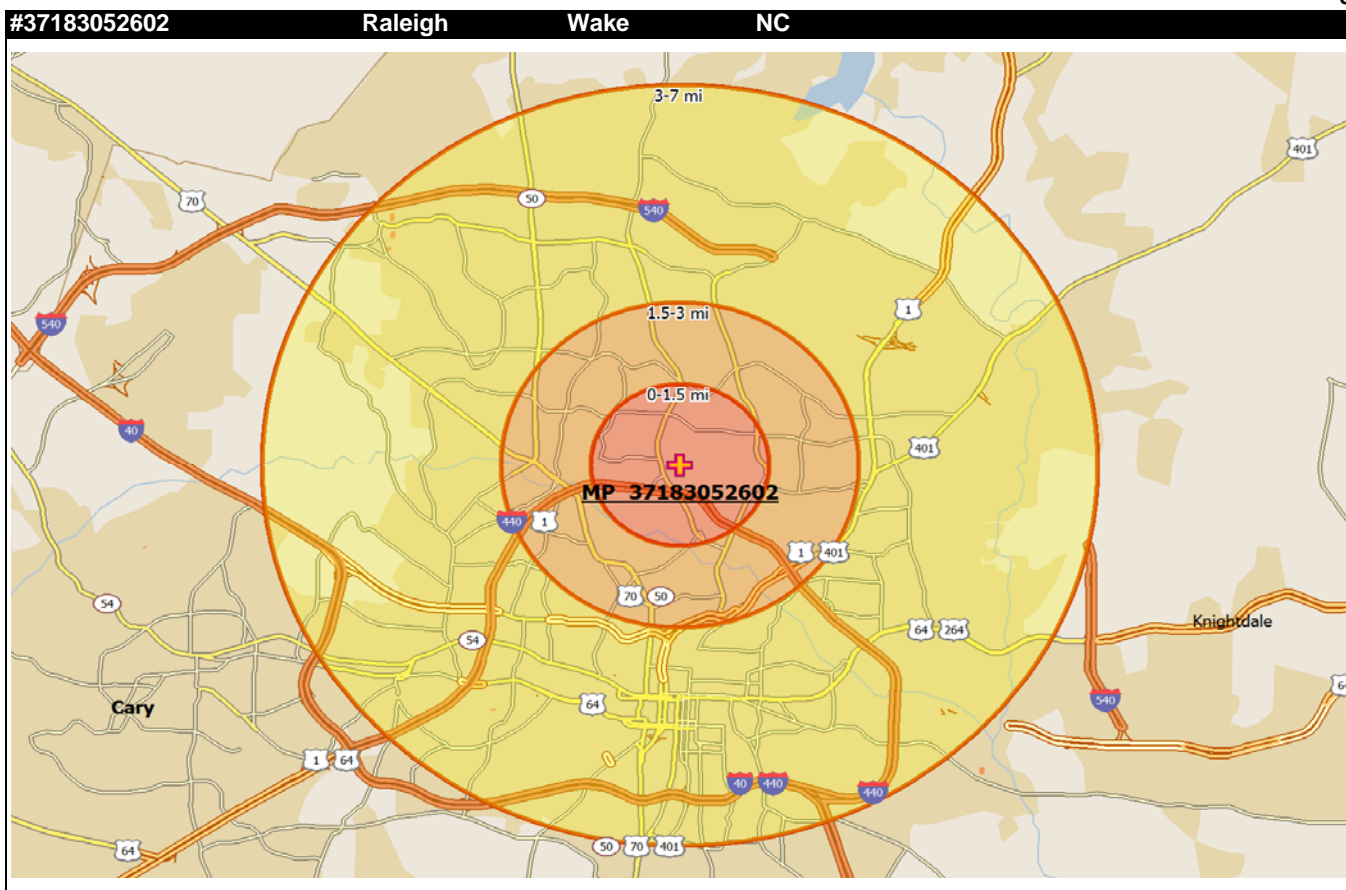
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	34.43%	Low Education County	FALSE
Mainstay Community	8.71%	Low Employment County	FALSE
Working Community	5.66%	Persistent Poverty County	FALSE
Country Community	13.82%	Population Loss County	FALSE
Aspiring Community	18.33%	Nonmetro Recreation County	FALSE
Urban Community	19.06%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	58.67	Racial Diversity Index	52.48
Ancestry Diversity Index	74.49	Diversity Composite Index	89.05
Foreign Born Diversity Index	72.72	Population Density Index	65.82

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

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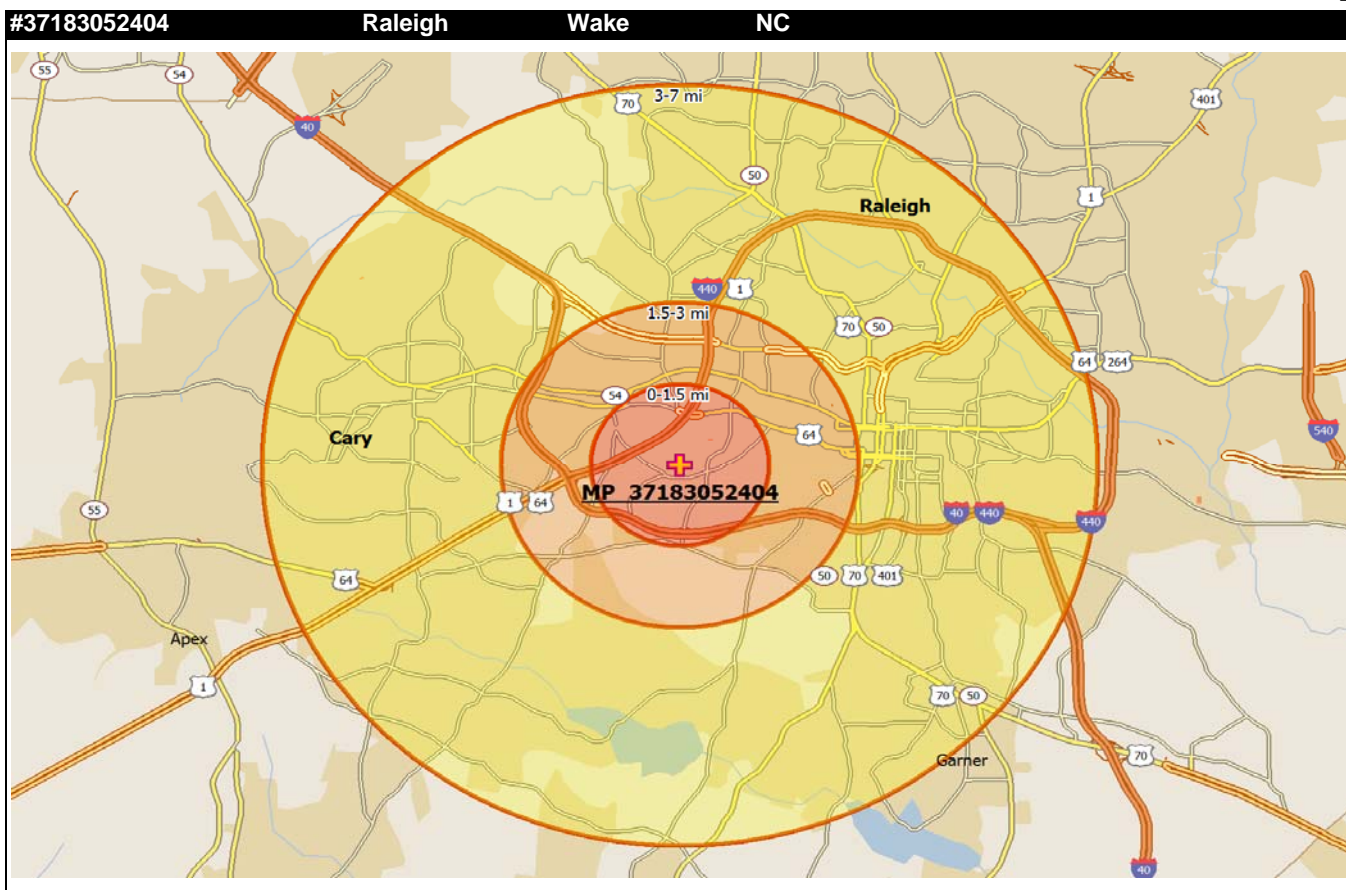
2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052602	Total Households in 0-3 mi Band	36051
CT Centroid Latitude	35.84225	Active Evangelical HHLDS	3819
CT Centroid Longitude	-78.63743	Active Evangelical PERCENT	10.59%
City Location:	Raleigh	Unreached HHLDS	25941
County Location:	Wake	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6113
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4335
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	15493
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	35.01%	Low Education County	FALSE
Mainstay Community	12.62%	Low Employment County	FALSE
Working Community	12.02%	Persistent Poverty County	FALSE
Country Community	17.74%	Population Loss County	FALSE
Aspiring Community	14.71%	Nonmetro Recreation County	FALSE
Urban Community	7.90%	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	64.84	Racial Diversity Index	61.64
Ancestry Diversity Index	63.50	Diversity Composite Index	86.60
Foreign Born Diversity Index	57.94	Population Density Index	62.34

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

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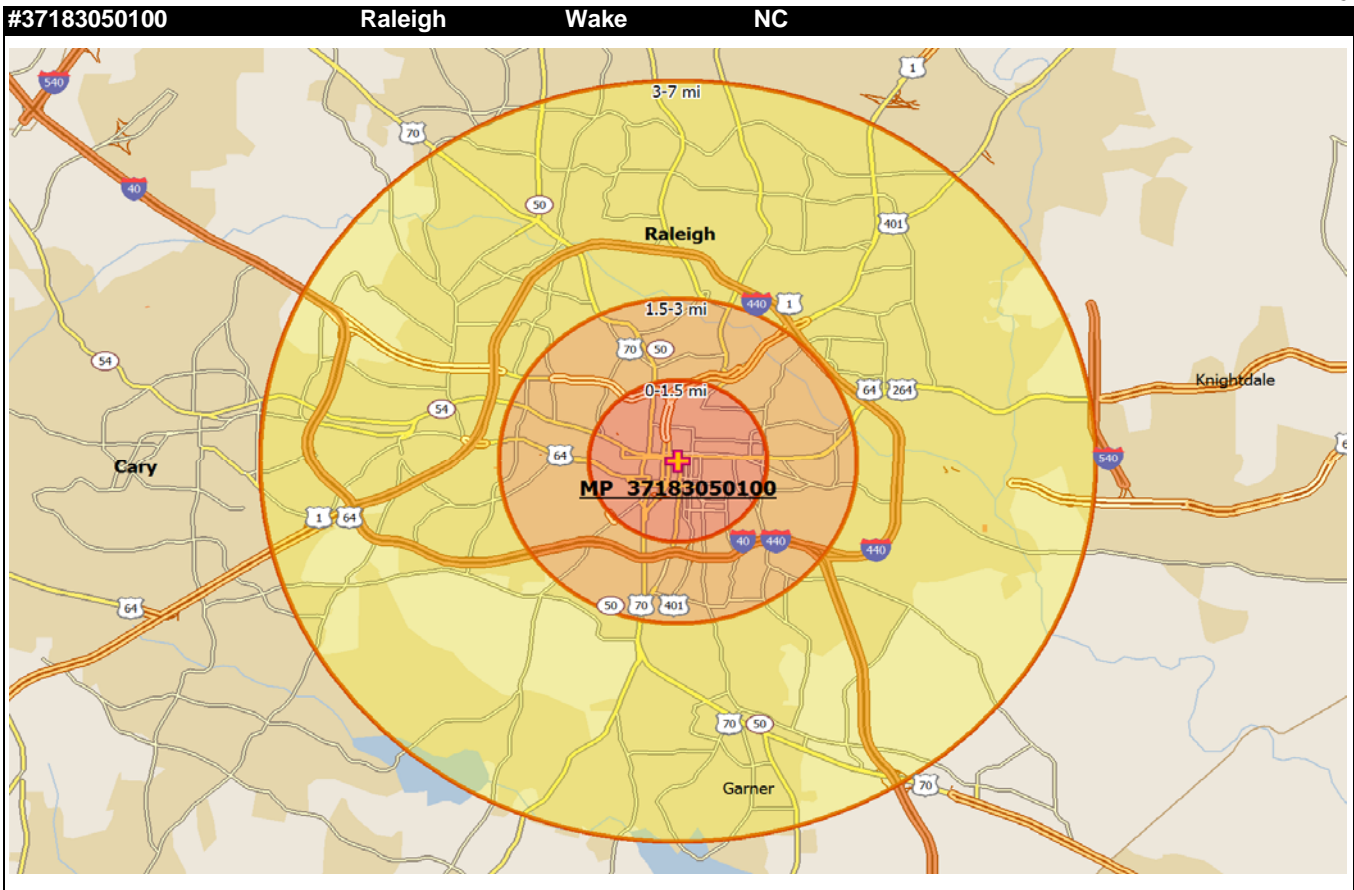
3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052404	Total Households in 0-3 mi Band	29253
CT Centroid Latitude	35.77018	Active Evangelical HHLDS	2676
CT Centroid Longitude	-78.70215	Active Evangelical PERCENT	9.15%
City Location:	Raleigh	Unreached HHLDS	22157
County Location:	Wake	Unreached Percent	76%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4619
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4576
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	16%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	12990
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	44%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	9.02%	Low Education County	FALSE
Mainstay Community	11.59%	Low Employment County	FALSE
Working Community	9.91%	Persistent Poverty County	FALSE
Country Community	17.87%	Population Loss County	FALSE
Aspiring Community	17.77%	Nonmetro Recreation County	FALSE
Urban Community	33.85%	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	68.65	Racial Diversity Index	69.64
Ancestry Diversity Index	52.69	Diversity Composite Index	91.41
Foreign Born Diversity Index	59.52	Population Density Index	58.99

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:	#37183050100	Total Households in 0-3 mi Band	35750
CT Centroid Latitude	35.77891	Active Evangelical HHLDS	3478
CT Centroid Longitude	-78.639	Active Evangelical PERCENT	9.73%
City Location:	Raleigh	Unreached HHLDS	26530
County Location:	Wake	Unreached Percent	74%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	8147
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	23%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3459
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	15085
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42%

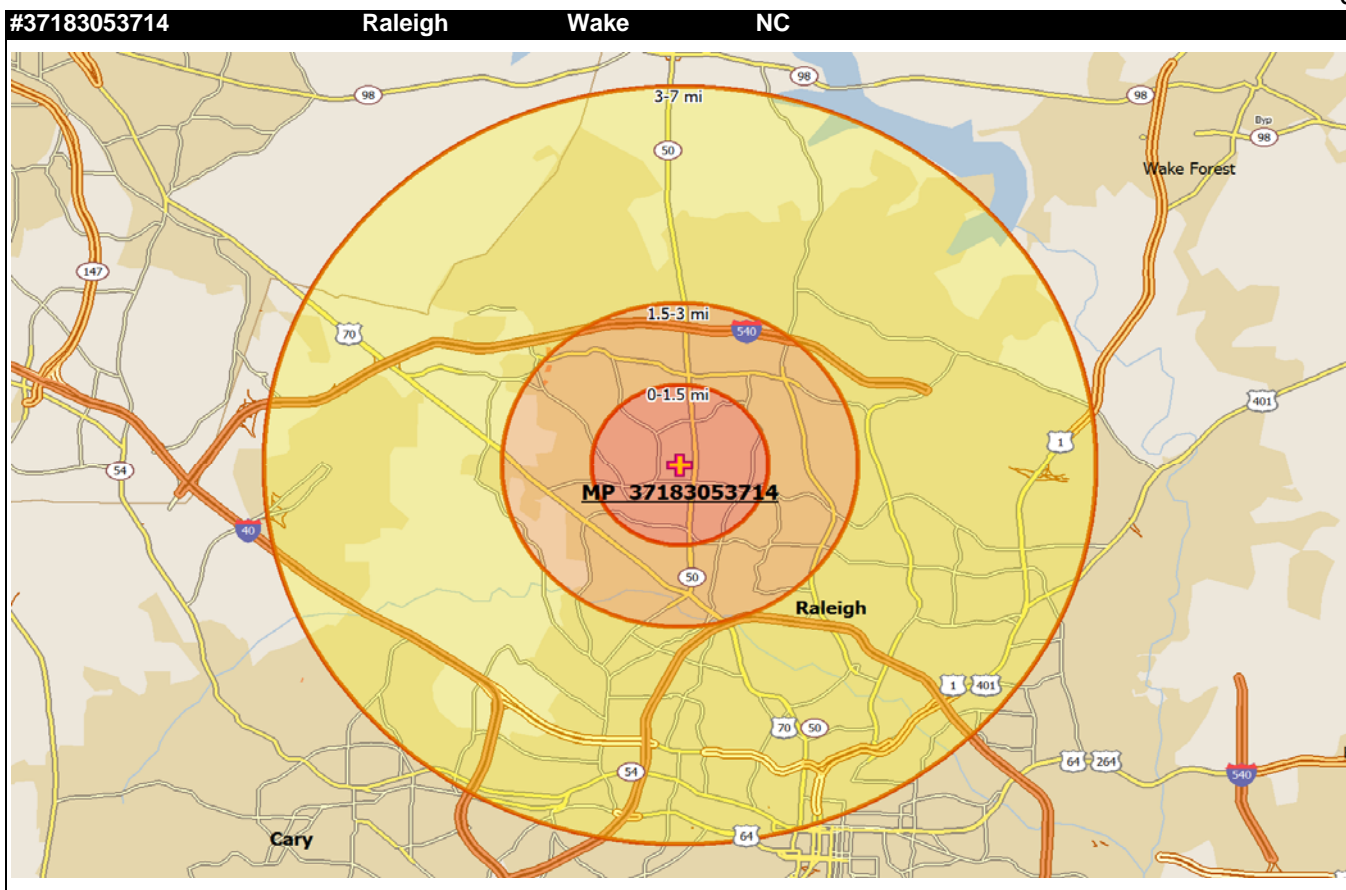
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	14.76%	Low Education County	FALSE
Mainstay Community	3.67%	Low Employment County	FALSE
Working Community	13.09%	Persistent Poverty County	FALSE
Country Community	10.10%	Population Loss County	FALSE
Aspiring Community	14.49%	Nonmetro Recreation County	FALSE
Urban Community	43.89%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	58.31	Racial Diversity Index	83.88
Ancestry Diversity Index	21.00	Diversity Composite Index	72.66
Foreign Born Diversity Index	25.08	Population Density Index	70.77

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

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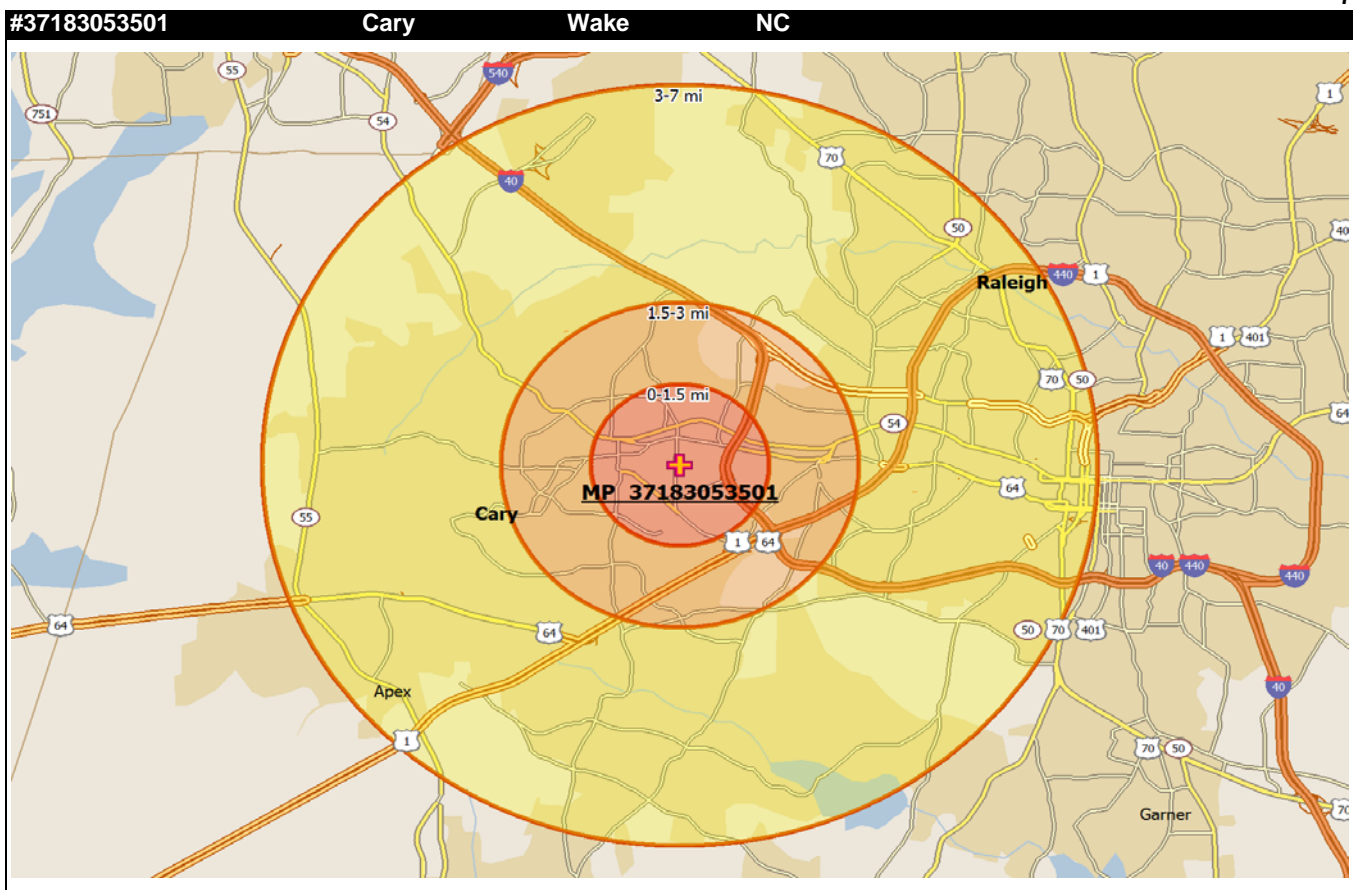
5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053714	Total Households in 0-3 mi Band	36439
CT Centroid Latitude	35.87773	Active Evangelical HHLDS	3754
CT Centroid Longitude	-78.68353	Active Evangelical PERCENT	10.30%
City Location:	Raleigh	Unreached HHLDS	26519
County Location:	Wake	Unreached Percent	73%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5622
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4953
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	15943
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	44%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	46.24%	Low Education County	FALSE
Mainstay Community	12.10%	Low Employment County	FALSE
Working Community	6.39%	Persistent Poverty County	FALSE
Country Community	14.61%	Population Loss County	FALSE
Aspiring Community	18.75%	Nonmetro Recreation County	FALSE
Urban Community	1.91%	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	55.86	Racial Diversity Index	49.93
Ancestry Diversity Index	83.90	Diversity Composite Index	89.26
Foreign Born Diversity Index	95.76	Population Density Index	63.60

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

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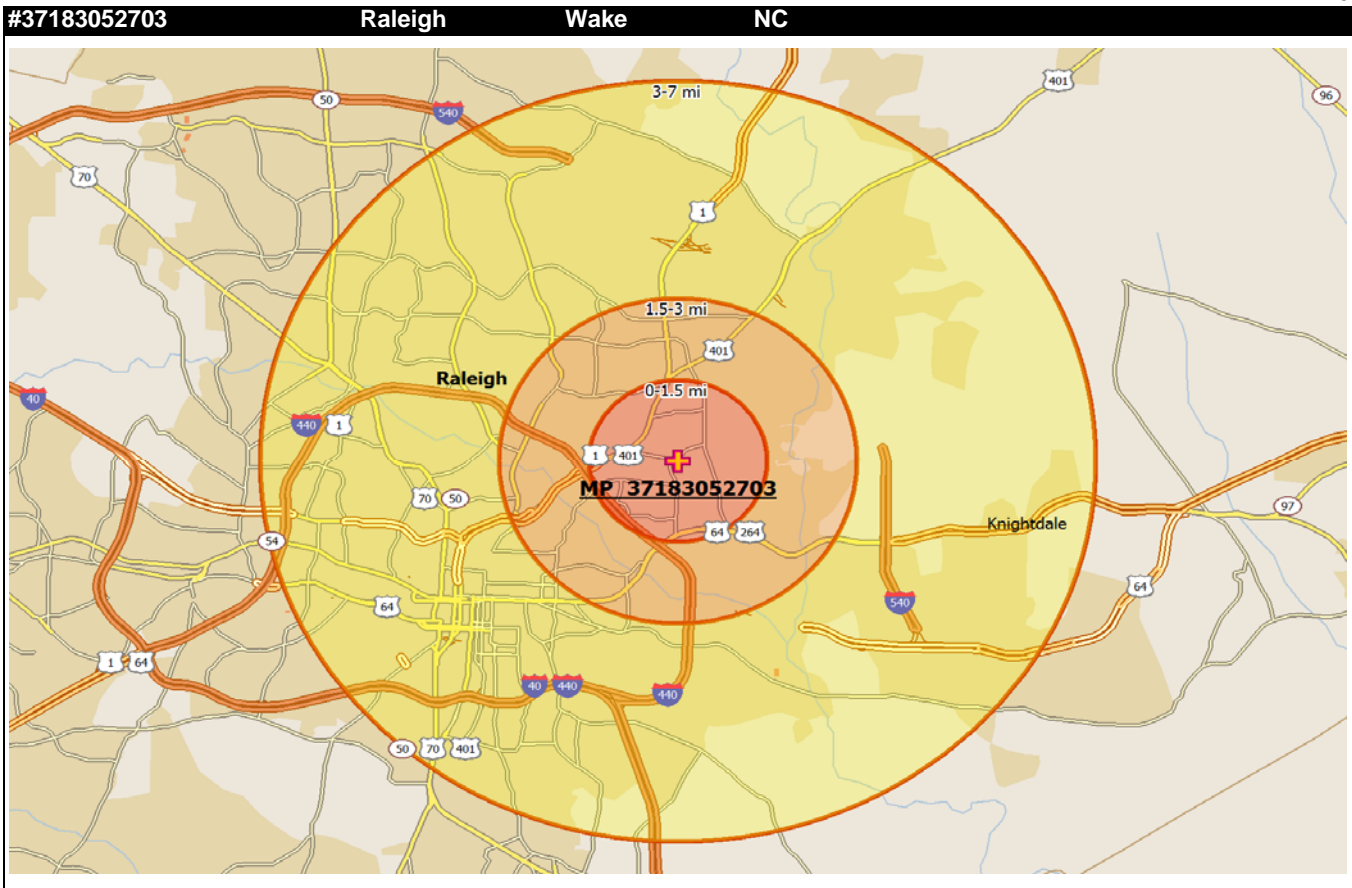
6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053501	Total Households in 0-3 mi Band	30154
CT Centroid Latitude	35.78444	Active Evangelical HHLDS	3208
CT Centroid Longitude	-78.76276	Active Evangelical PERCENT	10.64%
City Location:	Cary	Unreached HHLDS	21667
County Location:	Wake	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4578
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3976
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	13112
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	43%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	33.19%	Low Education County	FALSE
Mainstay Community	19.79%	Low Employment County	FALSE
Working Community	9.95%	Persistent Poverty County	FALSE
Country Community	15.64%	Population Loss County	FALSE
Aspiring Community	14.98%	Nonmetro Recreation County	FALSE
Urban Community	6.44%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	70.27	Racial Diversity Index	61.92
Ancestry Diversity Index	71.70	Diversity Composite Index	81.08
Foreign Born Diversity Index	64.71	Population Density Index	56.82

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

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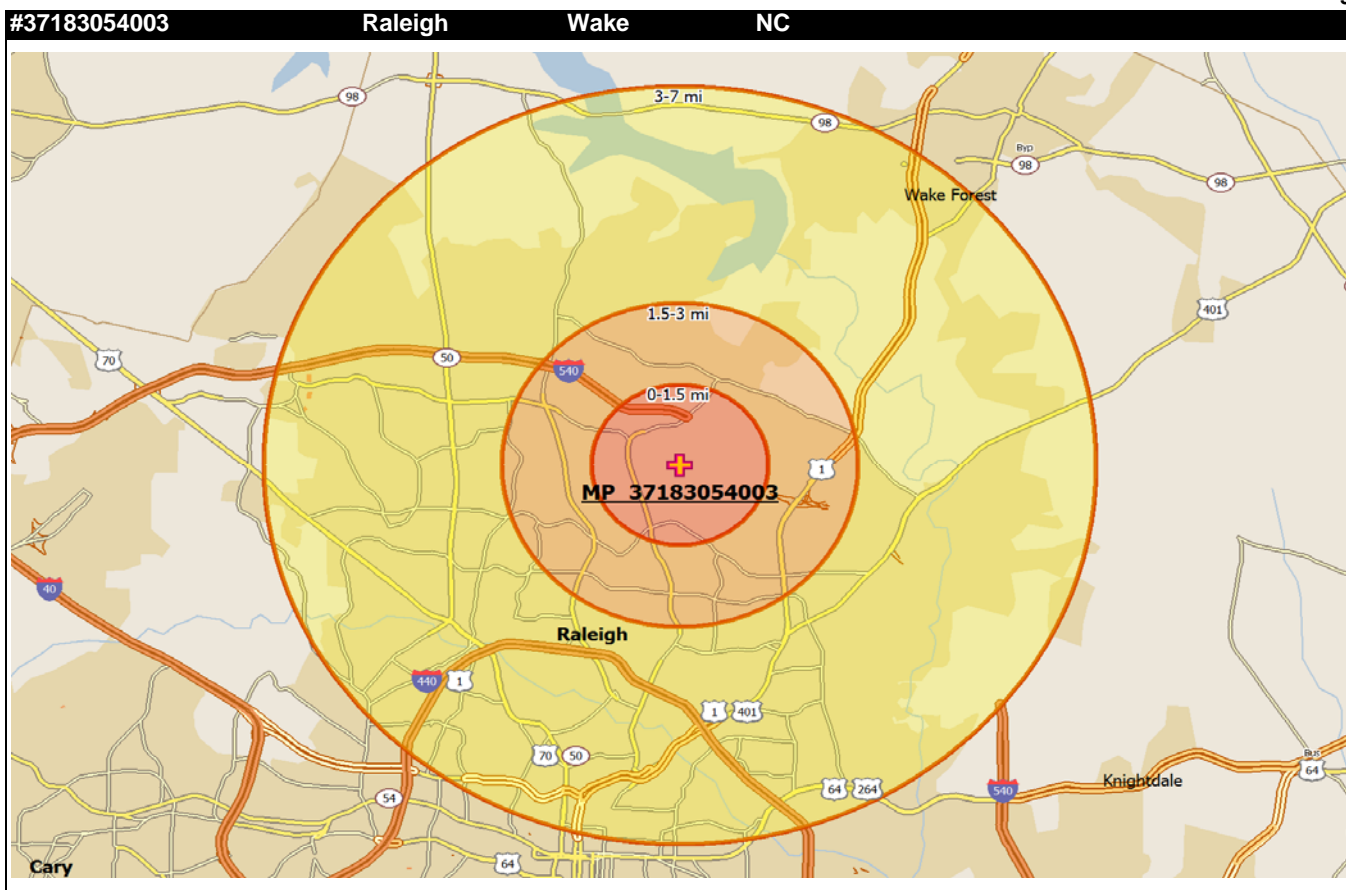
7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052703	Total Households in 0-3 mi Band	27169
CT Centroid Latitude	35.81725	Active Evangelical HHLDS	3041
CT Centroid Longitude	-78.57702	Active Evangelical PERCENT	11.19%
City Location:	Raleigh	Unreached HHLDS	19116
County Location:	Wake	Unreached Percent	70%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5919
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2416
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	10824
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	13.82%	Low Education County	FALSE
Mainstay Community	22.07%	Low Employment County	FALSE
Working Community	20.73%	Persistent Poverty County	FALSE
Country Community	9.37%	Population Loss County	FALSE
Aspiring Community	10.45%	Nonmetro Recreation County	FALSE
Urban Community	23.57%	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	68.95	Racial Diversity Index	87.93
Ancestry Diversity Index	24.81	Diversity Composite Index	68.89
Foreign Born Diversity Index	34.51	Population Density Index	58.67

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

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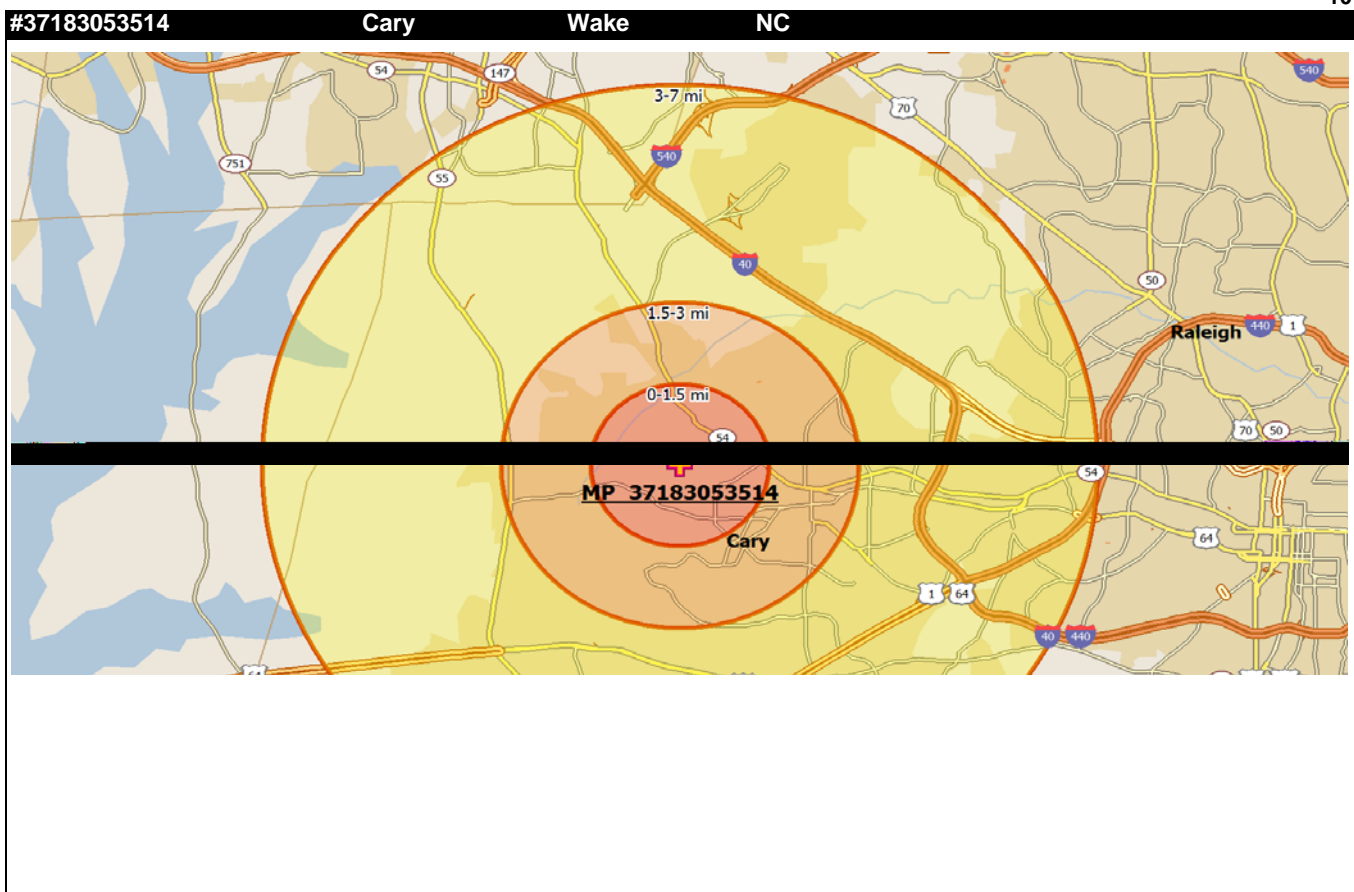
8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183054003	Total Households in 0-3 mi Band	27760
CT Centroid Latitude	35.8849	Active Evangelical HHLDS	3066
CT Centroid Longitude	-78.61185	Active Evangelical PERCENT	11.04%
City Location:	Raleigh	Unreached HHLDS	19648
County Location:	Wake	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4575
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3338
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	11734
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	38.30%	Low Education County	FALSE
Mainstay Community	17.19%	Low Employment County	FALSE
Working Community	6.09%	Persistent Poverty County	FALSE
Country Community	17.09%	Population Loss County	FALSE
Aspiring Community	16.58%	Nonmetro Recreation County	FALSE
Urban Community	4.74%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	59.31	Racial Diversity Index	57.93
Ancestry Diversity Index	72.75	Diversity Composite Index	84.44
Foreign Born Diversity Index	94.77	Population Density Index	62.07

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:	#37183053514	Total Households in 0-3 mi Band	32371
CT Centroid Latitude	35.79779	Active Evangelical HHLDS	3479
CT Centroid Longitude	-78.82031	Active Evangelical PERCENT	10.75%
City Location:	Cary	Unreached HHLDS	23180
County Location:	Wake	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5010
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4419
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	13751
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42%

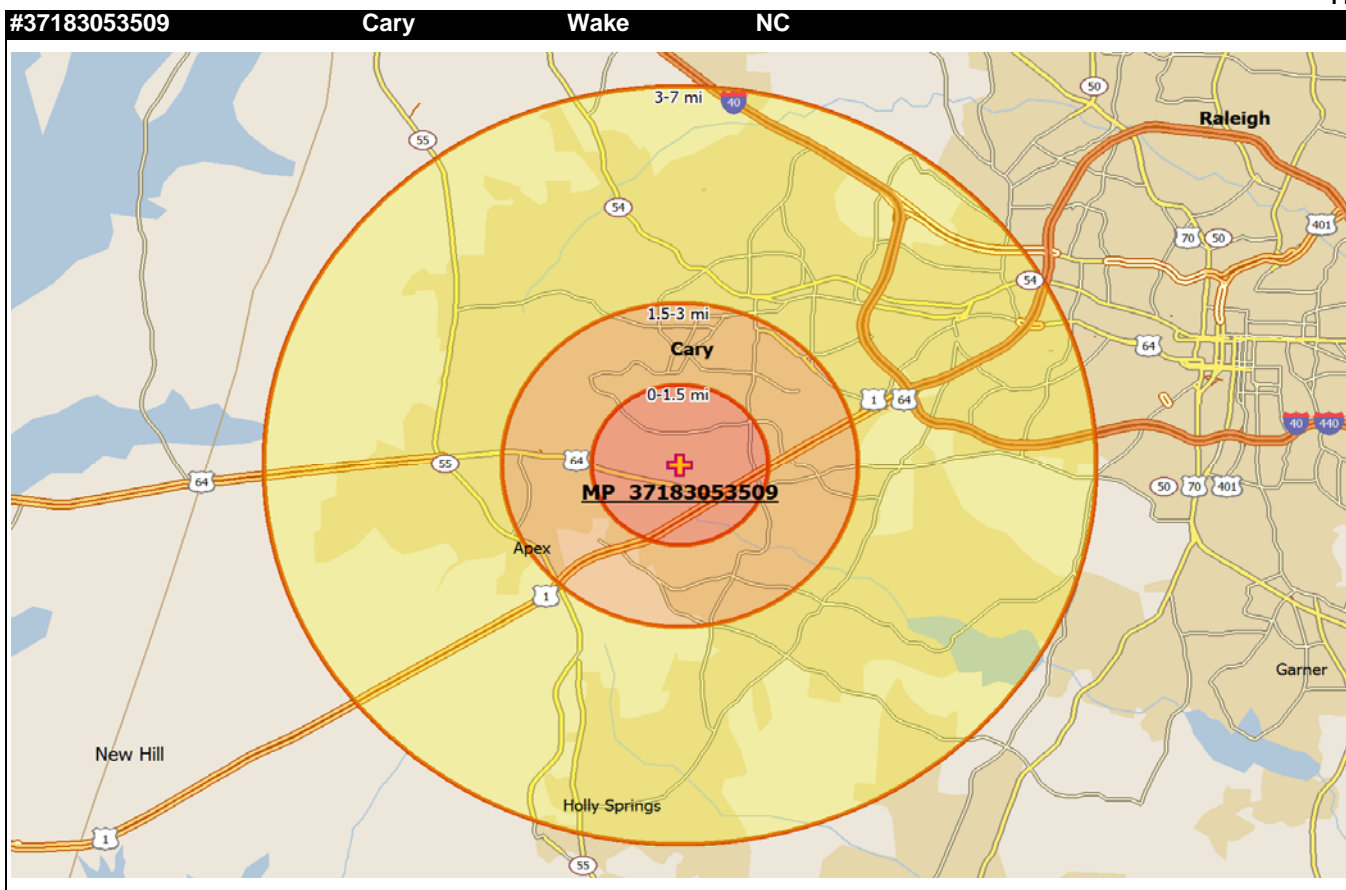
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	57.07%	Low Education County	FALSE
Mainstay Community	13.30%	Low Employment County	FALSE
Working Community	6.00%	Persistent Poverty County	FALSE
Country Community	9.51%	Population Loss County	FALSE
Aspiring Community	11.66%	Nonmetro Recreation County	FALSE
Urban Community	2.46%	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	66.54	Racial Diversity Index	53.49
Ancestry Diversity Index	83.87	Diversity Composite Index	97.27
Foreign Born Diversity Index	83.30	Population Density Index	64.74

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

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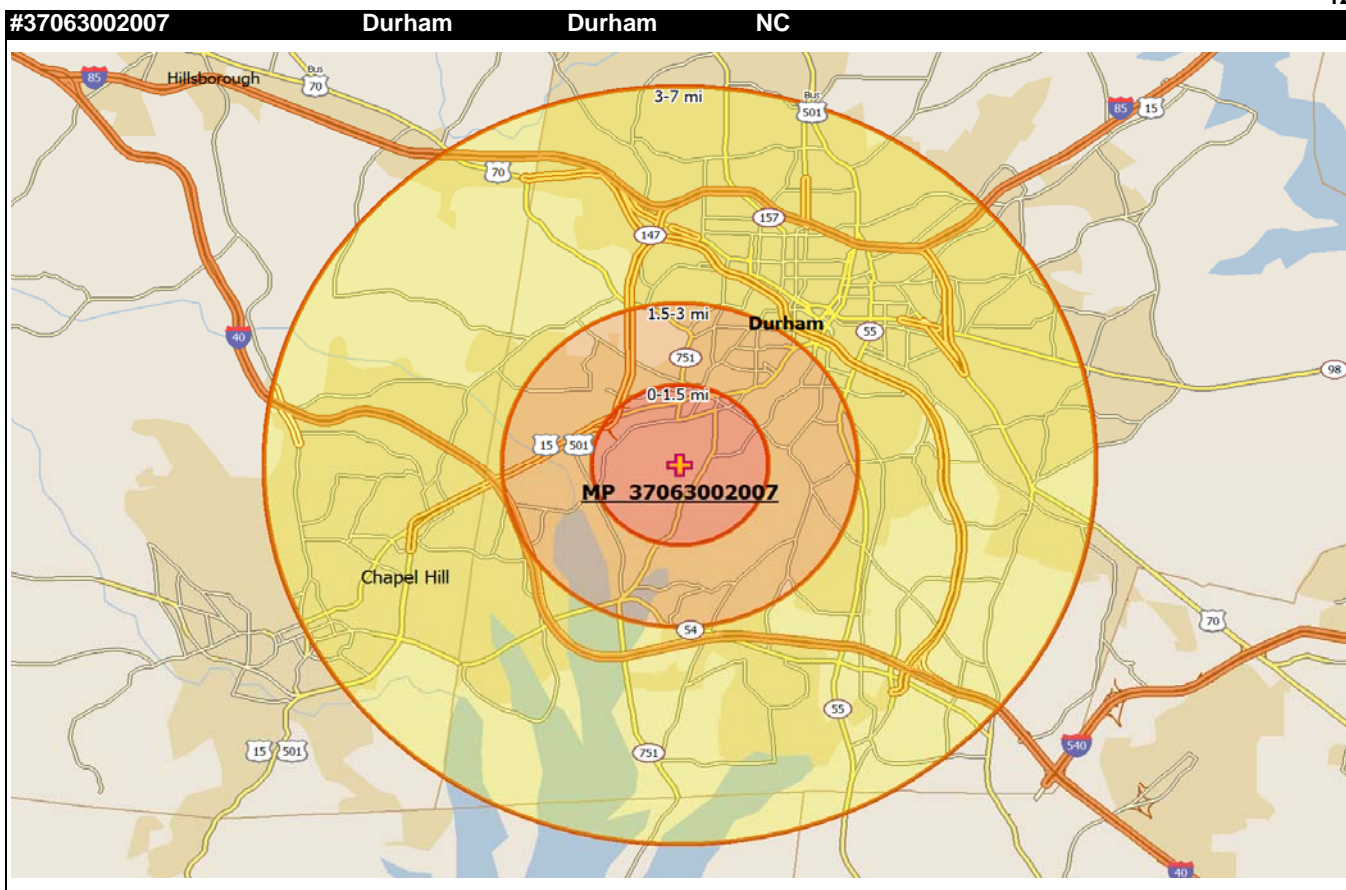
10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053509	Total Households in 0-3 mi Band	25428
CT Centroid Latitude	35.74629	Active Evangelical HHLDS	2819
CT Centroid Longitude	-78.80378	Active Evangelical PERCENT	11.09%
City Location:	Cary	Unreached HHLDS	17970
County Location:	Wake	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	3937
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3228
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	10805
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	66.01%	Low Education County	FALSE
Mainstay Community	15.85%	Low Employment County	FALSE
Working Community	4.29%	Persistent Poverty County	FALSE
Country Community	8.66%	Population Loss County	FALSE
Aspiring Community	3.60%	Nonmetro Recreation County	FALSE
Urban Community	1.59%	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	56.08	Racial Diversity Index	43.85
Ancestry Diversity Index	91.04	Diversity Composite Index	88.30
Foreign Born Diversity Index	89.59	Population Density Index	61.91

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

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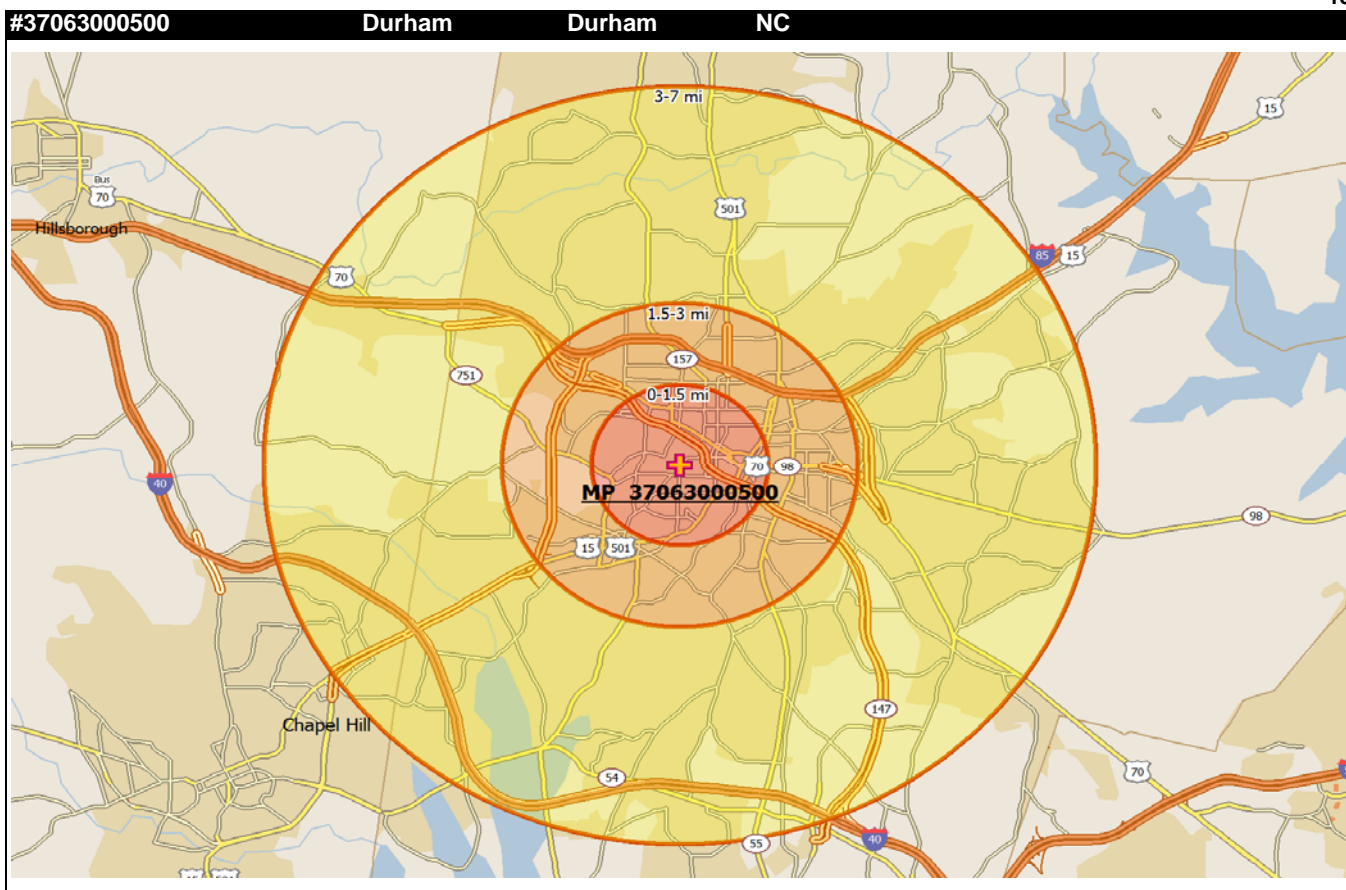
11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063002007	Total Households in 0-3 mi Band	28224
CT Centroid Latitude	35.95527	Active Evangelical HHLDS	3445
CT Centroid Longitude	-78.9431	Active Evangelical PERCENT	12.20%
City Location:	Durham	Unreached HHLDS	20400
County Location:	Durham	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5630
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3115
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	11717
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	22.66%	Low Education County	FALSE
Mainstay Community	15.52%	Low Employment County	FALSE
Working Community	13.60%	Persistent Poverty County	FALSE
Country Community	6.16%	Population Loss County	FALSE
Aspiring Community	24.45%	Nonmetro Recreation County	FALSE
Urban Community	17.60%	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	63.15	Racial Diversity Index	86.43
Ancestry Diversity Index	24.90	Diversity Composite Index	65.27
Foreign Born Diversity Index	44.40	Population Density Index	56.32

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

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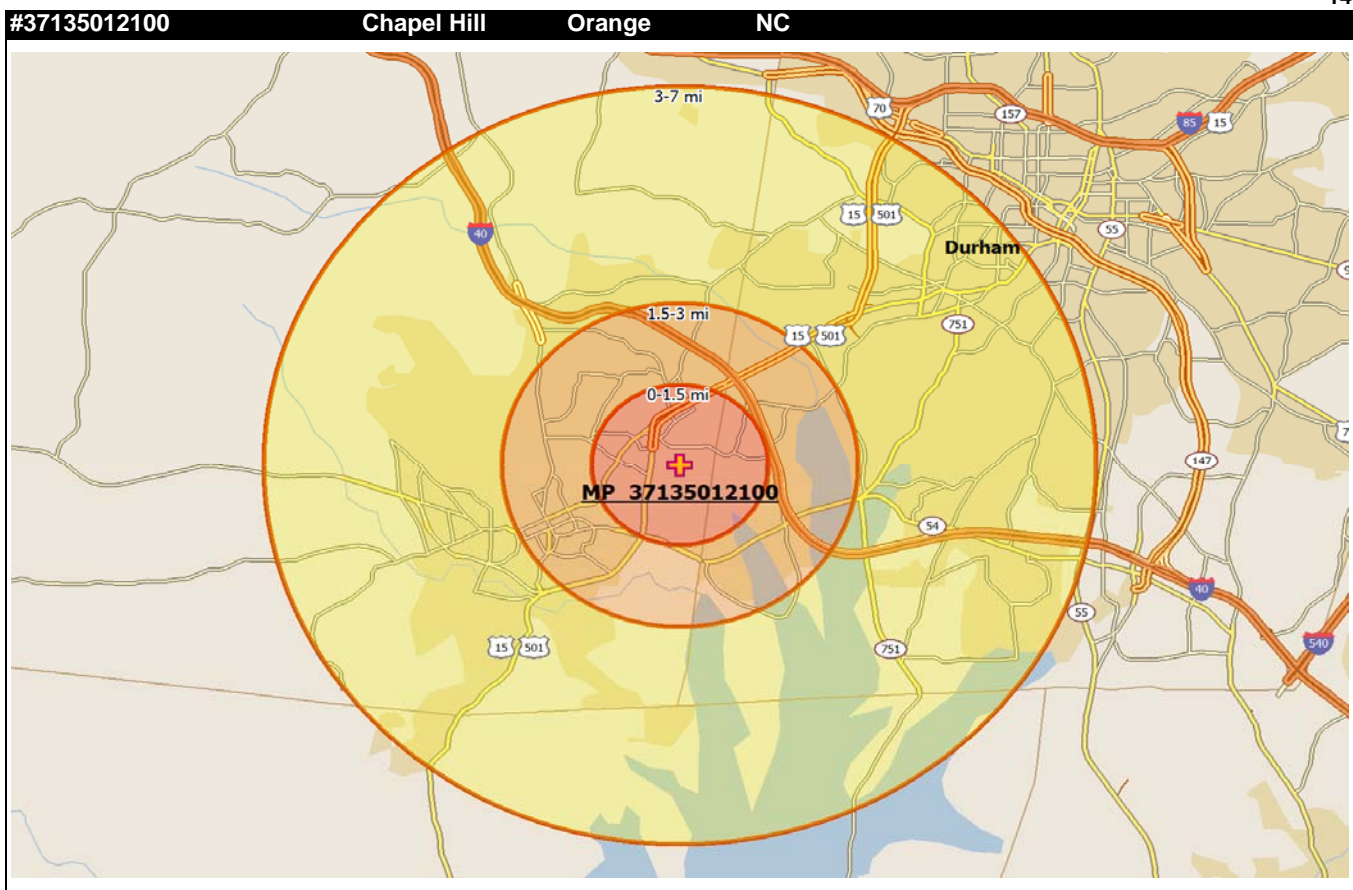
12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063000500	Total Households in 0-3 mi Band	34537
CT Centroid Latitude	35.99479	Active Evangelical HHLDS	4249
CT Centroid Longitude	-78.9196	Active Evangelical PERCENT	12.30%
City Location:	Durham	Unreached HHLDS	24872
County Location:	Durham	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	8601
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2740
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13757
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	10.03%	Low Education County	FALSE
Mainstay Community	8.10%	Low Employment County	FALSE
Working Community	16.03%	Persistent Poverty County	FALSE
Country Community	5.07%	Population Loss County	FALSE
Aspiring Community	6.04%	Nonmetro Recreation County	FALSE
Urban Community	54.73%	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	66.73	Racial Diversity Index	90.44
Ancestry Diversity Index	13.78	Diversity Composite Index	62.08
Foreign Born Diversity Index	17.95	Population Density Index	68.49

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

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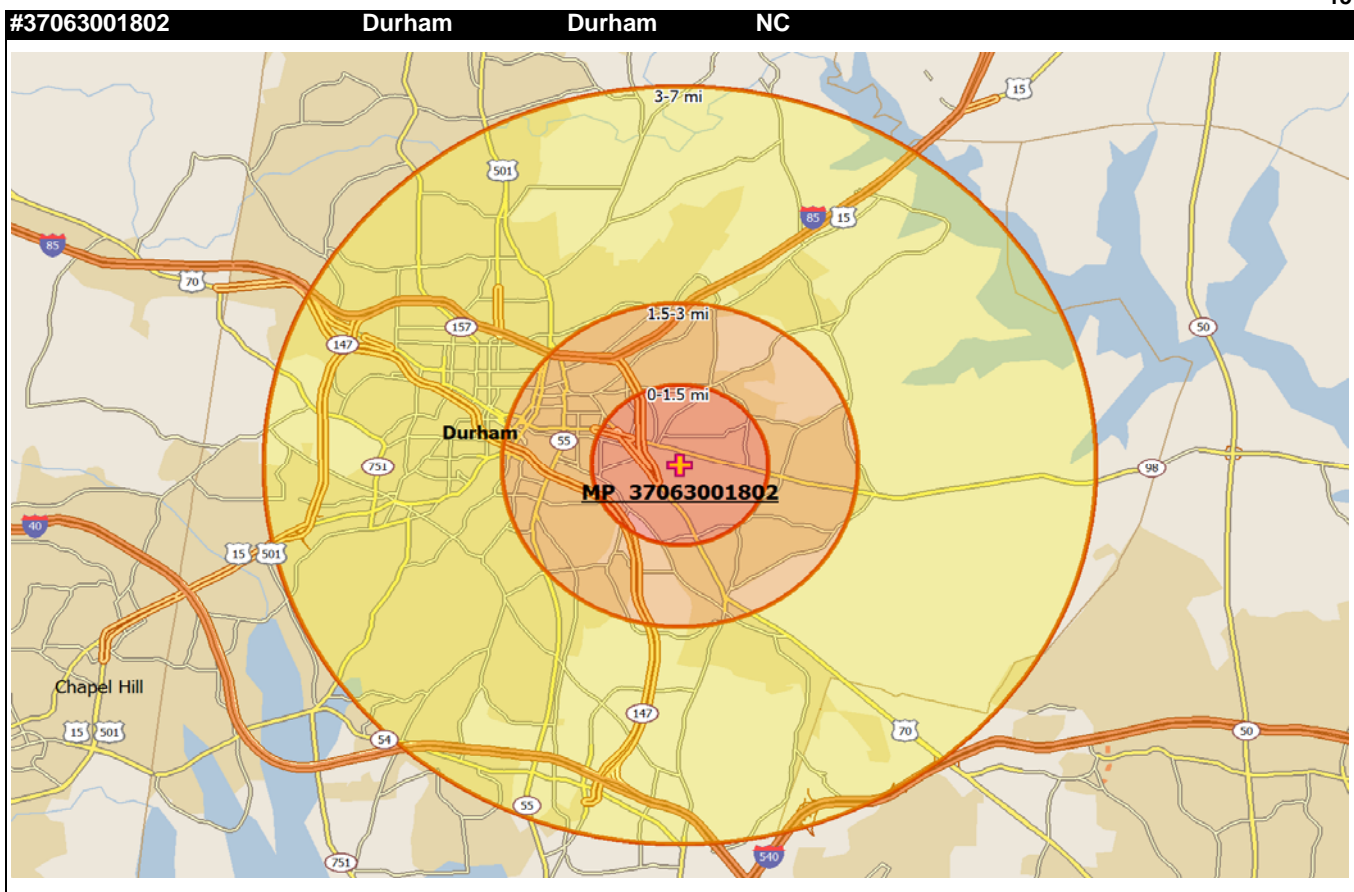


13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37135012100	Total Households in 0-3 mi Band	22277
CT Centroid Latitude	35.92767	Active Evangelical HHLDS	1091
CT Centroid Longitude	-79.01563	Active Evangelical PERCENT	4.90%
City Location:	Chapel Hill	Unreached HHLDS	16508
County Location:	Orange	Unreached Percent	74%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	3718
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3061
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	9760
Population Pattern:	#100000-250000-250000	NOT Evangelical NOT Interested PERCENT	44%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	30.96%	Low Education County	FALSE
Mainstay Community	7.71%	Low Employment County	FALSE
Working Community	6.08%	Persistent Poverty County	FALSE
Country Community	10.71%	Population Loss County	FALSE
Aspiring Community	22.97%	Nonmetro Recreation County	FALSE
Urban Community	21.57%	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	60.08	Racial Diversity Index	51.13
Ancestry Diversity Index	80.79	Diversity Composite Index	76.87
Foreign Born Diversity Index	78.29	Population Density Index	51.13

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



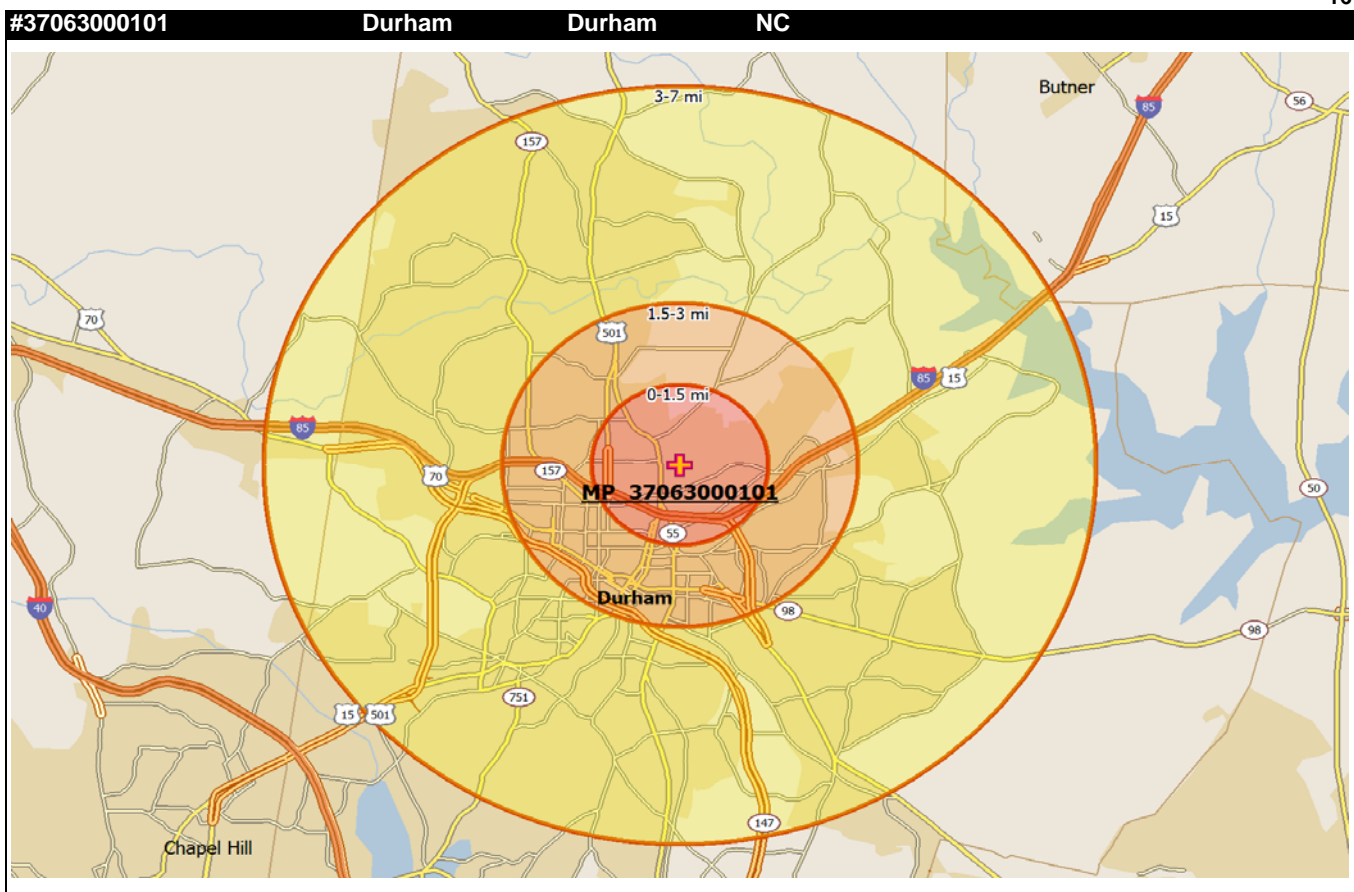
14 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063001802	Total Households in 0-3 mi Band	19853
CT Centroid Latitude	35.98464	Active Evangelical HHLDS	2454
CT Centroid Longitude	-78.85117	Active Evangelical PERCENT	12.36%
City Location:	Durham	Unreached HHLDS	14267
County Location:	Durham	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5688
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1122
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	7617
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	5.21%	Low Education County	FALSE
Mainstay Community	14.06%	Low Employment County	FALSE
Working Community	17.63%	Persistent Poverty County	FALSE
Country Community	8.74%	Population Loss County	FALSE
Aspiring Community	5.35%	Nonmetro Recreation County	FALSE
Urban Community	49.02%	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	60.30	Racial Diversity Index	85.71
Ancestry Diversity Index	5.45	Diversity Composite Index	49.72
Foreign Born Diversity Index	6.45	Population Density Index	48.99

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

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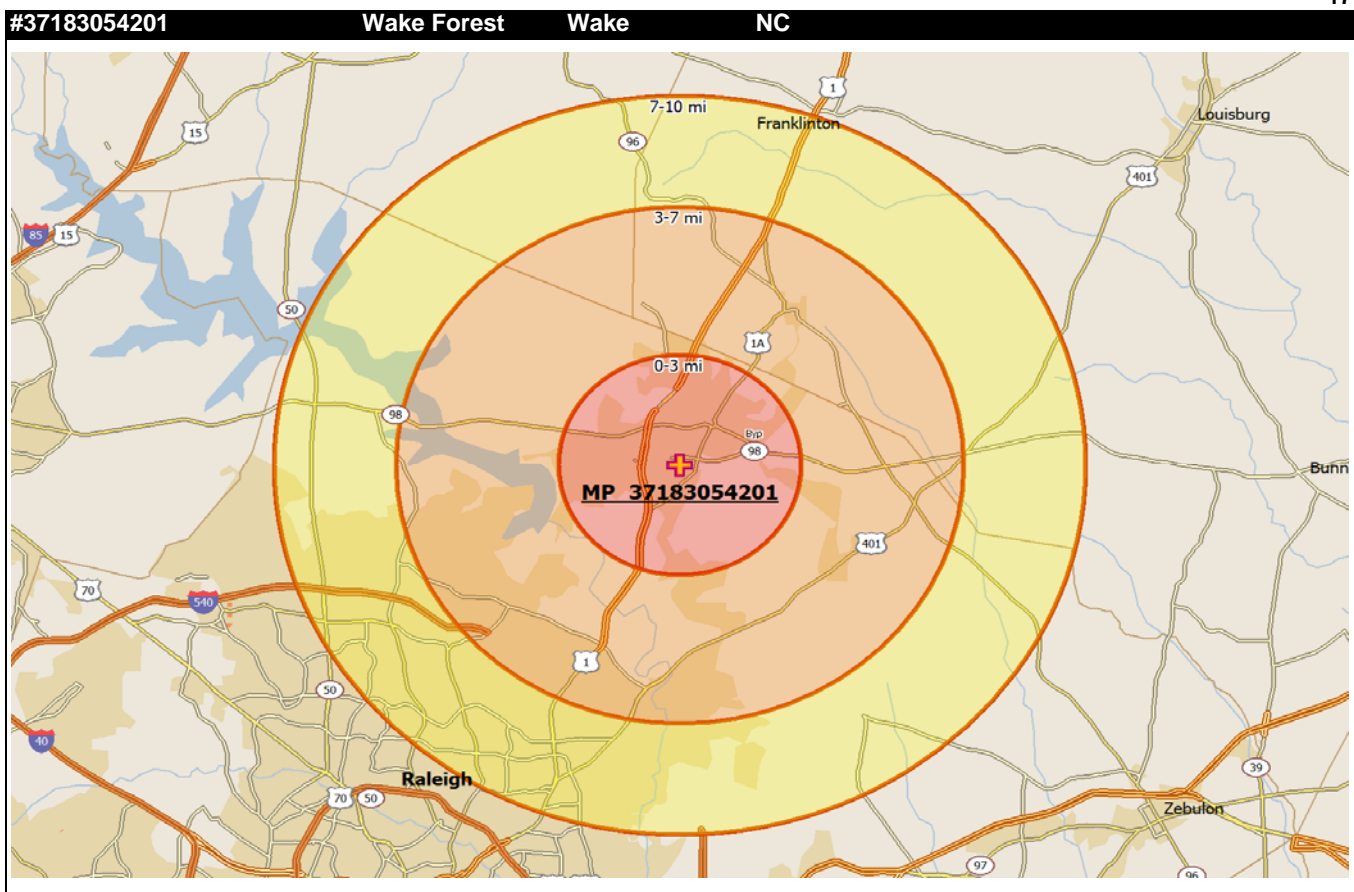
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063000101	Total Households in 0-3 mi Band	25719
CT Centroid Latitude	36.0278	Active Evangelical HHLDS	3213
CT Centroid Longitude	-78.88398	Active Evangelical PERCENT	12.49%
City Location:	Durham	Unreached HHLDS	18409
County Location:	Durham	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6598
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1837
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	10092
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.71%	Low Education County	FALSE
Mainstay Community	6.63%	Low Employment County	FALSE
Working Community	23.81%	Persistent Poverty County	FALSE
Country Community	8.81%	Population Loss County	FALSE
Aspiring Community	4.63%	Nonmetro Recreation County	FALSE
Urban Community	51.42%	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	63.02	Racial Diversity Index	88.58
Ancestry Diversity Index	11.57	Diversity Composite Index	50.00
Foreign Born Diversity Index	11.11	Population Density Index	56.95

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:	#37183054201	Total Households in 0-3 mi Band	13683
CT Centroid Latitude	35.96361	Active Evangelical HHLDS	1606
CT Centroid Longitude	-78.52526	Active Evangelical PERCENT	11.74%
City Location:	Wake Forest	Unreached HHLDS	9438
County Location:	Wake	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2151
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1734
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	5567
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

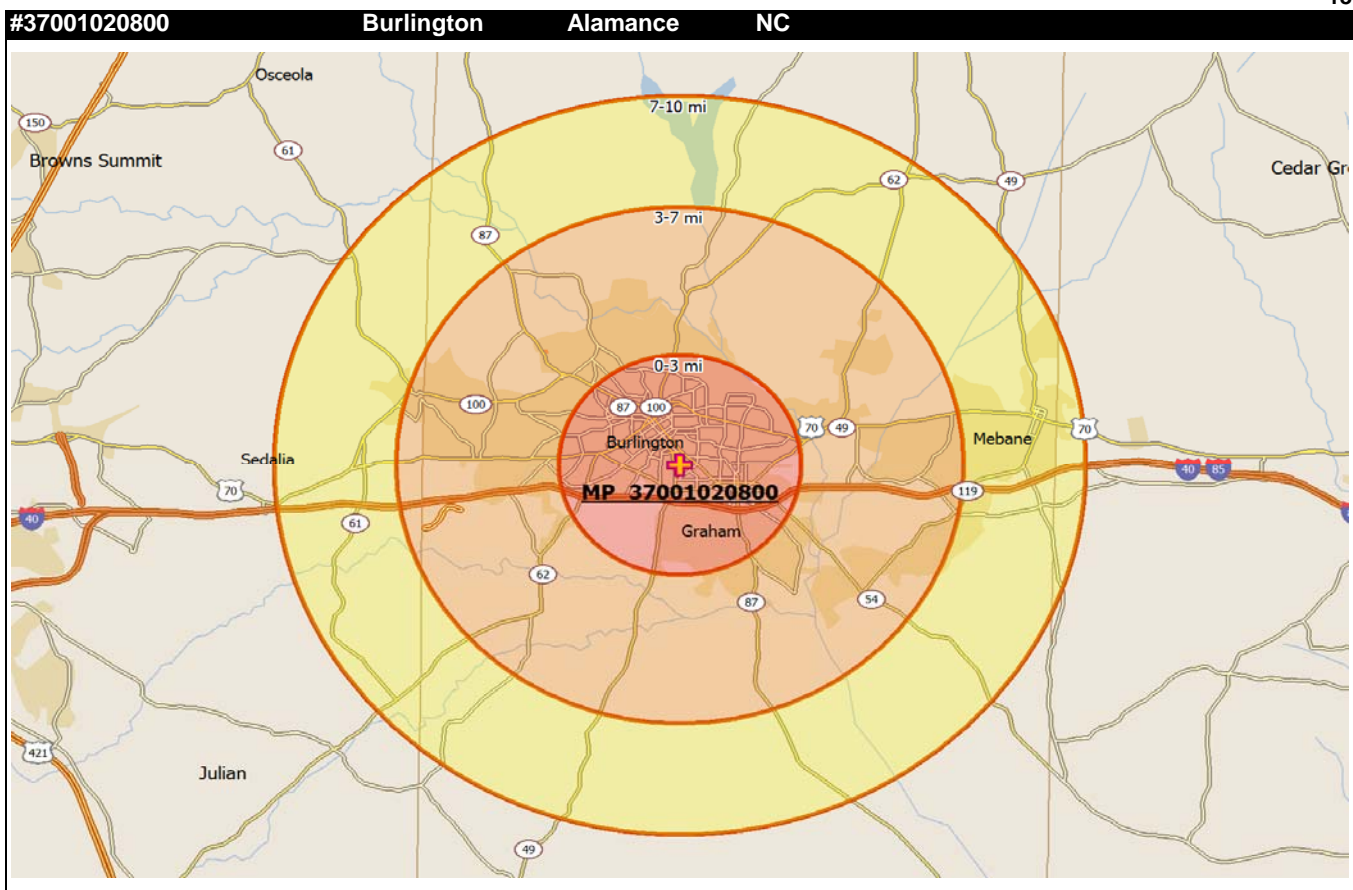
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	46.85%	Low Education County	FALSE
Mainstay Community	16.99%	Low Employment County	FALSE
Working Community	4.79%	Persistent Poverty County	FALSE
Country Community	20.44%	Population Loss County	FALSE
Aspiring Community	2.77%	Nonmetro Recreation County	FALSE
Urban Community	8.16%	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	35.53	Racial Diversity Index	42.39
Ancestry Diversity Index	82.17	Diversity Composite Index	75.20
Foreign Born Diversity Index	99.87	Population Density Index	35.08

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

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17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37001020800	Total Households in 0-3 mi Band	22884
CT Centroid Latitude	36.0778	Active Evangelical HHLDS	2453
CT Centroid Longitude	-79.42578	Active Evangelical PERCENT	10.72%
City Location:	Burlington	Unreached HHLDS	15749
County Location:	Alamance	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	4510
Sitescape Group code:	2.3	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1975
Sitescape Group:	Large Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	9425
Population Pattern:	#100000-50000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.33%	Low Education County	FALSE
Mainstay Community	12.29%	Low Employment County	FALSE
Working Community	29.39%	Persistent Poverty County	FALSE
Country Community	13.71%	Population Loss County	FALSE
Aspiring Community	1.84%	Nonmetro Recreation County	FALSE
Urban Community	32.45%	Retirement Destination County	FALSE

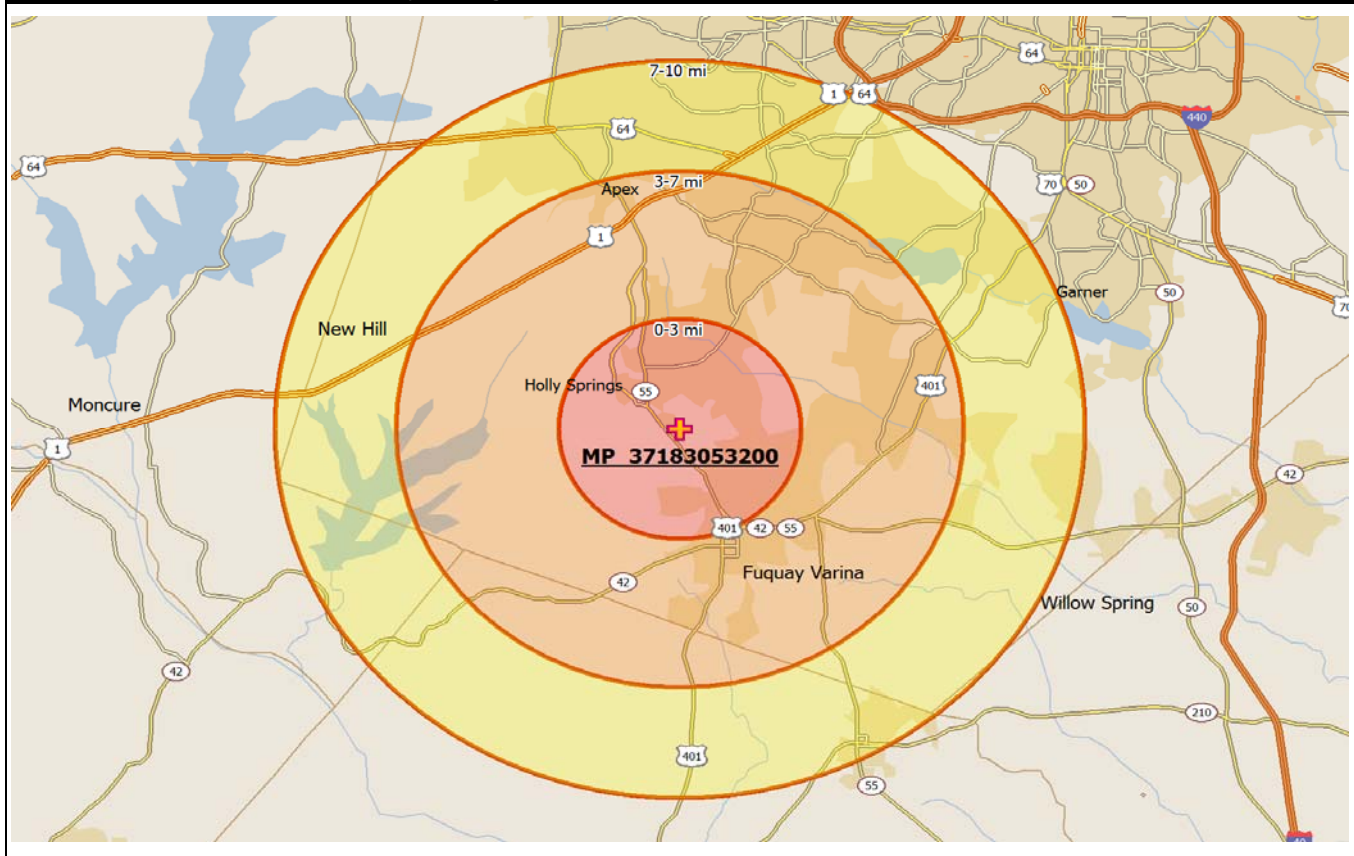
0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	57.34	Racial Diversity Index	78.61
Ancestry Diversity Index	29.30	Diversity Composite Index	26.46
Foreign Born Diversity Index	8.05	Population Density Index	53.35

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

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#37183053200 Holly Springs Wake NC



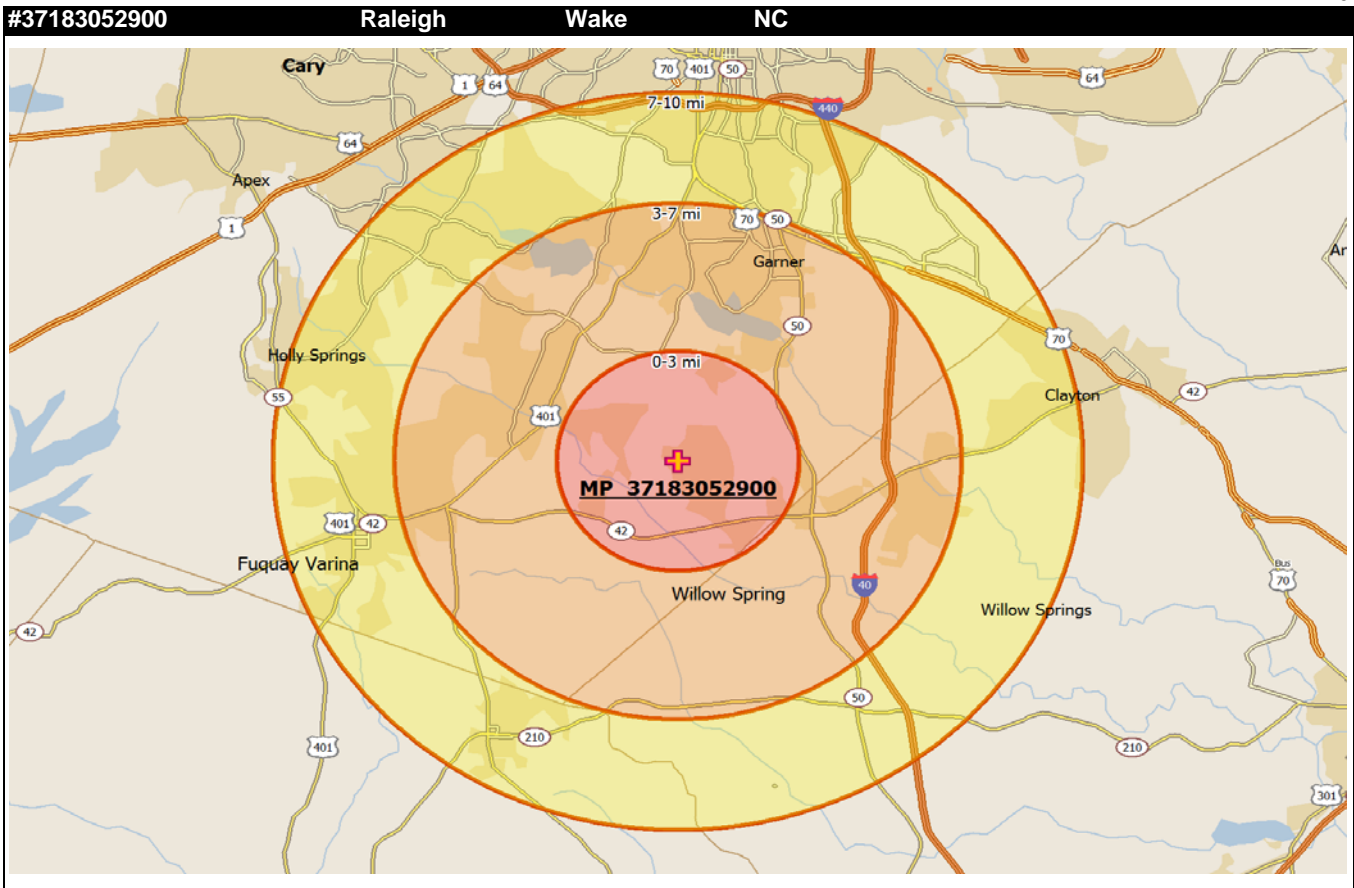
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053200	Total Households in 0-3 mi Band	10652
CT Centroid Latitude	35.63047	Active Evangelical HHLDS	1271
CT Centroid Longitude	-78.81842	Active Evangelical PERCENT	11.93%
City Location:	Holly Springs	Unreached HHLDS	7300
County Location:	Wake	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1791
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1331
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	4179
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	45.47%	Low Education County	FALSE
Mainstay Community	28.58%	Low Employment County	FALSE
Working Community	3.88%	Persistent Poverty County	FALSE
Country Community	16.26%	Population Loss County	FALSE
Aspiring Community	1.71%	Nonmetro Recreation County	FALSE
Urban Community	4.10%	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	24.81	Racial Diversity Index	46.15
Ancestry Diversity Index	73.93	Diversity Composite Index	75.01
Foreign Born Diversity Index	78.03	Population Density Index	31.43

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

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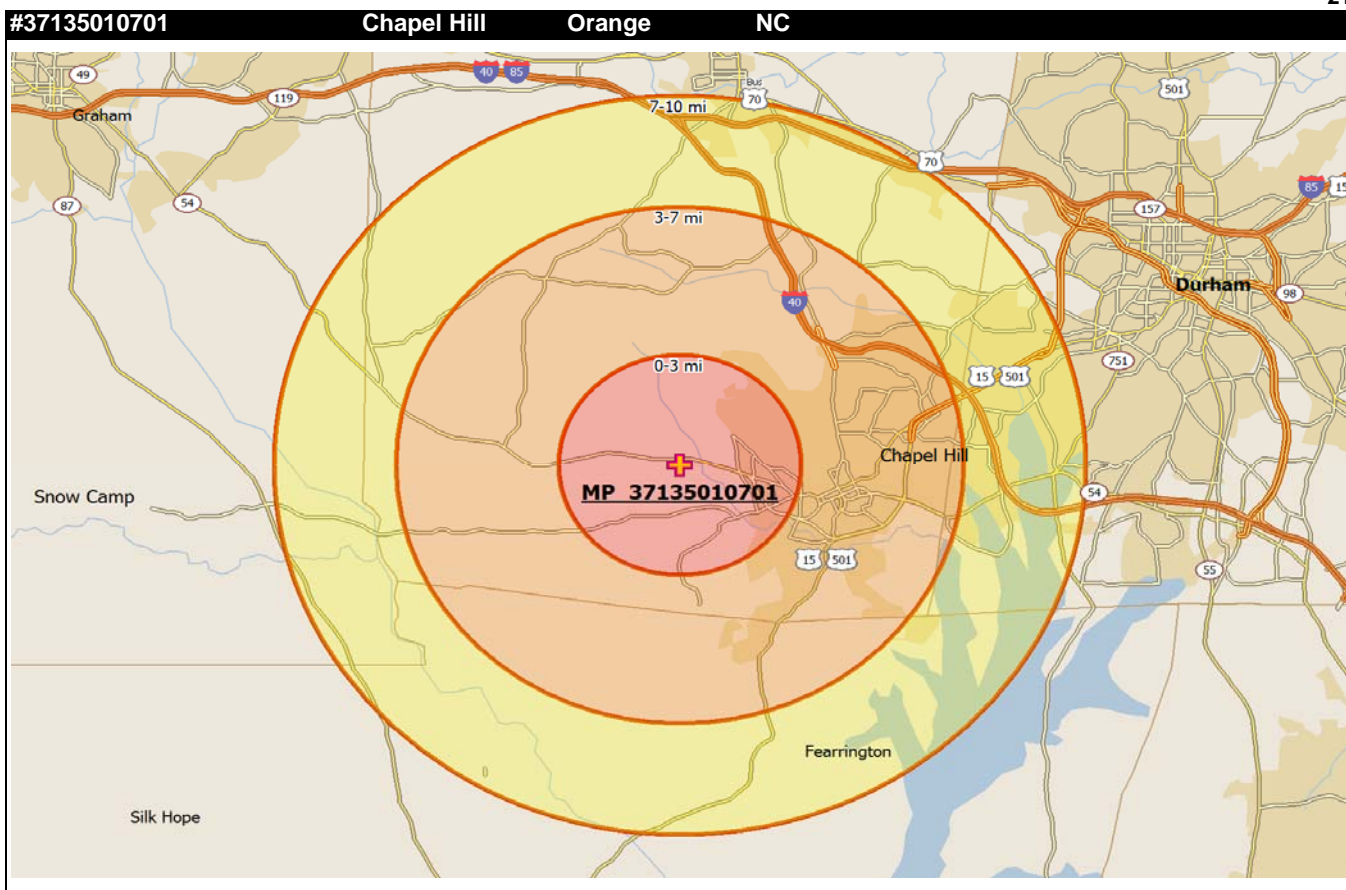
19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052900	Total Households in 0-3 mi Band	6254
CT Centroid Latitude	35.61439	Active Evangelical HHLDS	775
CT Centroid Longitude	-78.65775	Active Evangelical PERCENT	12.40%
City Location:	Raleigh	Unreached HHLDS	4199
County Location:	Wake	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	907
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	797
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	2494
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	18.12%	Low Education County	FALSE
Mainstay Community	55.65%	Low Employment County	FALSE
Working Community	3.18%	Persistent Poverty County	FALSE
Country Community	21.18%	Population Loss County	FALSE
Aspiring Community	0.15%	Nonmetro Recreation County	FALSE
Urban Community	1.71%	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	17.89	Racial Diversity Index	40.84
Ancestry Diversity Index	69.11	Diversity Composite Index	26.58
Foreign Born Diversity Index	27.68	Population Density Index	27.00

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:	#37135010701	Total Households in 0-3 mi Band	7243
CT Centroid Latitude	35.9224	Active Evangelical HHLDS	386
CT Centroid Longitude	-79.12526	Active Evangelical PERCENT	5.33%
City Location:	Chapel Hill	Unreached HHLDS	5189
County Location:	Orange	Unreached Percent	72%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1172
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	944
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	3074
Population Pattern:	#50000-100000-50000	NOT Evangelical NOT Interested PERCENT	42%

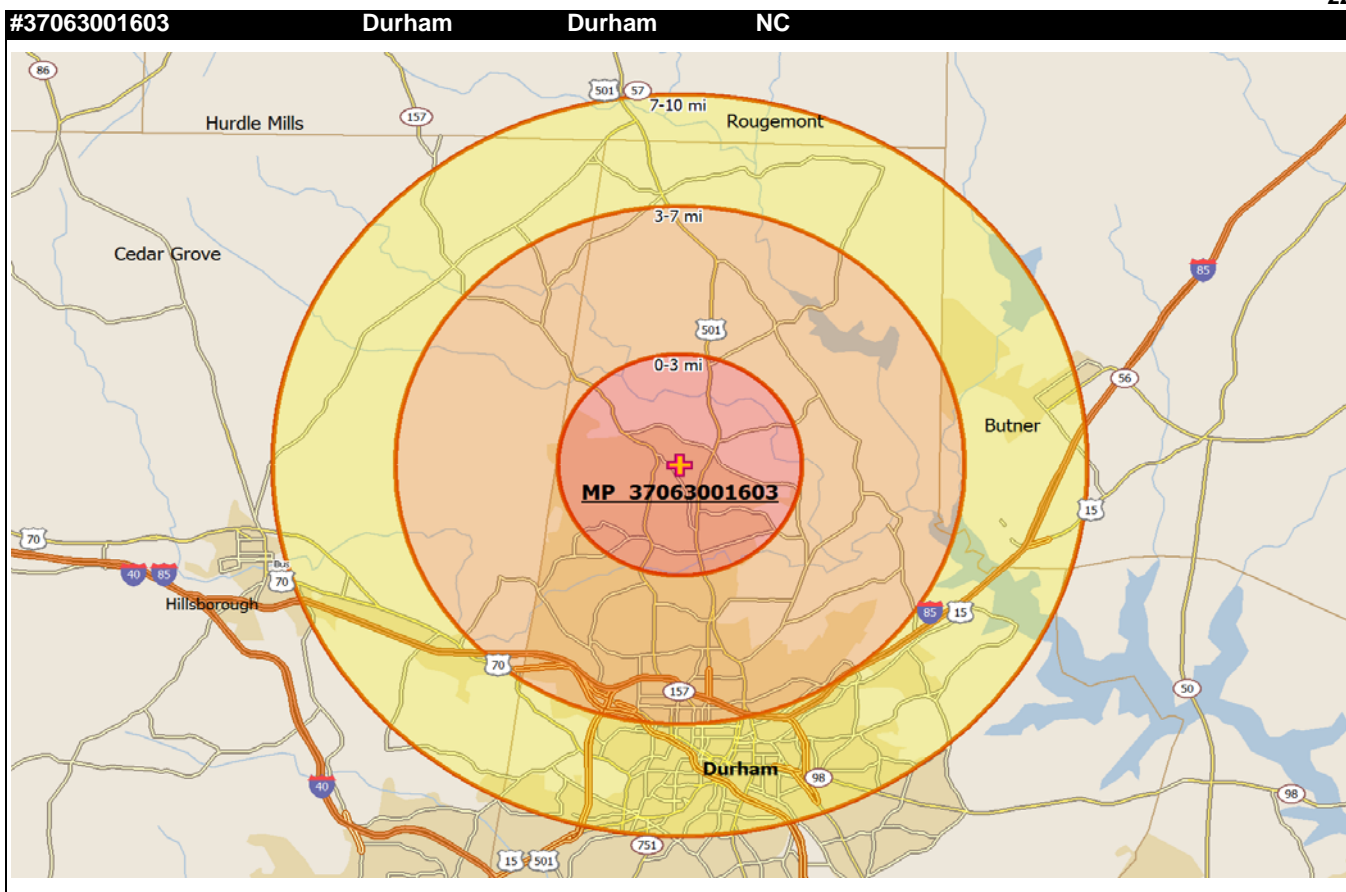
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	17.32%	Low Education County	FALSE
Mainstay Community	8.07%	Low Employment County	FALSE
Working Community	13.93%	Persistent Poverty County	FALSE
Country Community	7.08%	Population Loss County	FALSE
Aspiring Community	3.22%	Nonmetro Recreation County	FALSE
Urban Community	50.38%	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	70.73	Racial Diversity Index	71.01
Ancestry Diversity Index	59.58	Diversity Composite Index	76.81
Foreign Born Diversity Index	32.51	Population Density Index	29.56

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

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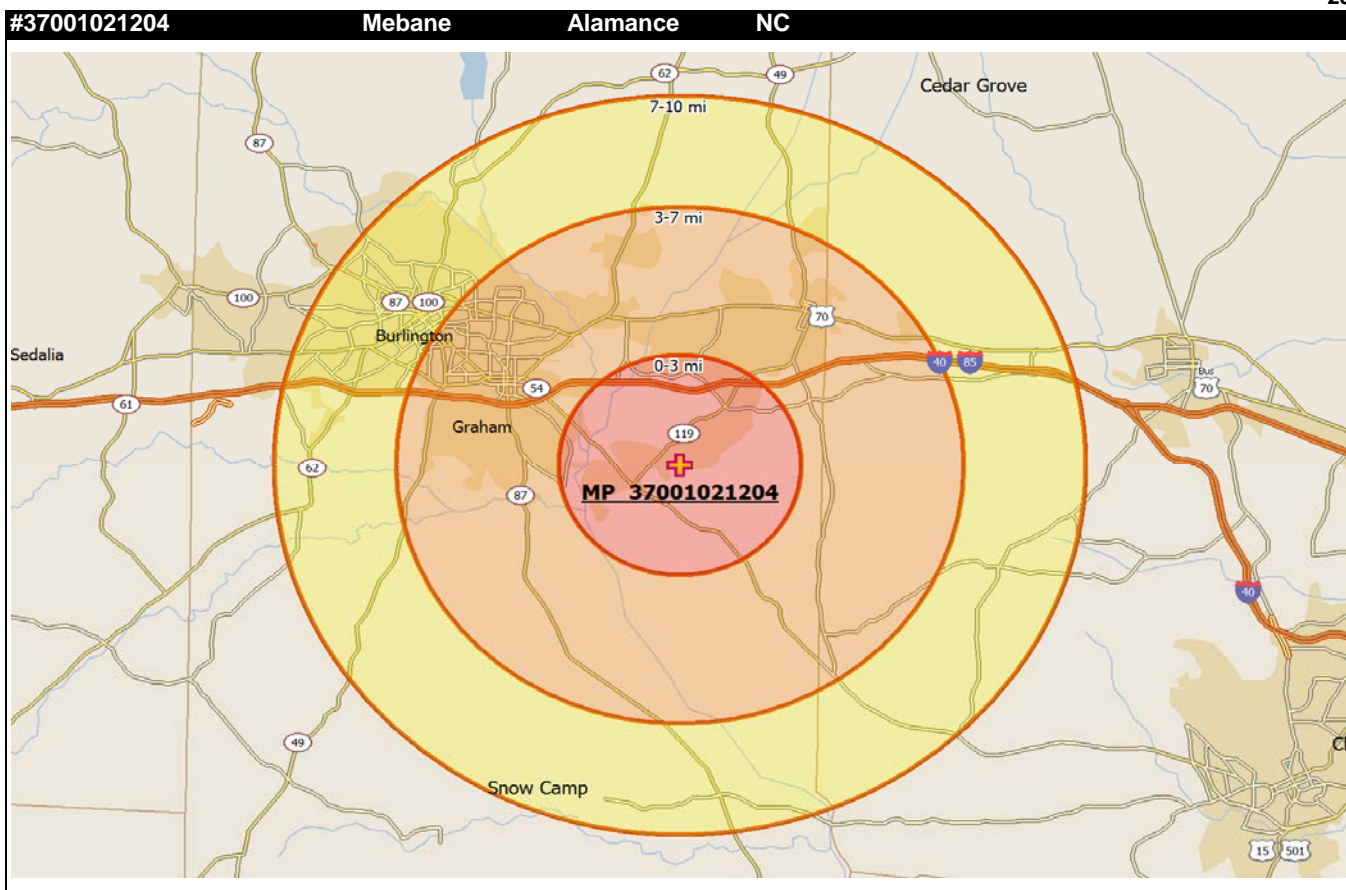
21 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063001603	Total Households in 0-3 mi Band	6128
CT Centroid Latitude	36.11191	Active Evangelical HHLDS	842
CT Centroid Longitude	-78.91803	Active Evangelical PERCENT	13.74%
City Location:	Durham	Unreached HHLDS	4216
County Location:	Durham	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1108
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	622
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	2486
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	39.26%	Low Education County	FALSE
Mainstay Community	32.65%	Low Employment County	FALSE
Working Community	2.45%	Persistent Poverty County	FALSE
Country Community	16.93%	Population Loss County	FALSE
Aspiring Community	4.96%	Nonmetro Recreation County	FALSE
Urban Community	3.74%	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	26.26	Racial Diversity Index	51.39
Ancestry Diversity Index	69.57	Diversity Composite Index	58.51
Foreign Born Diversity Index	96.66	Population Density Index	29.68

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

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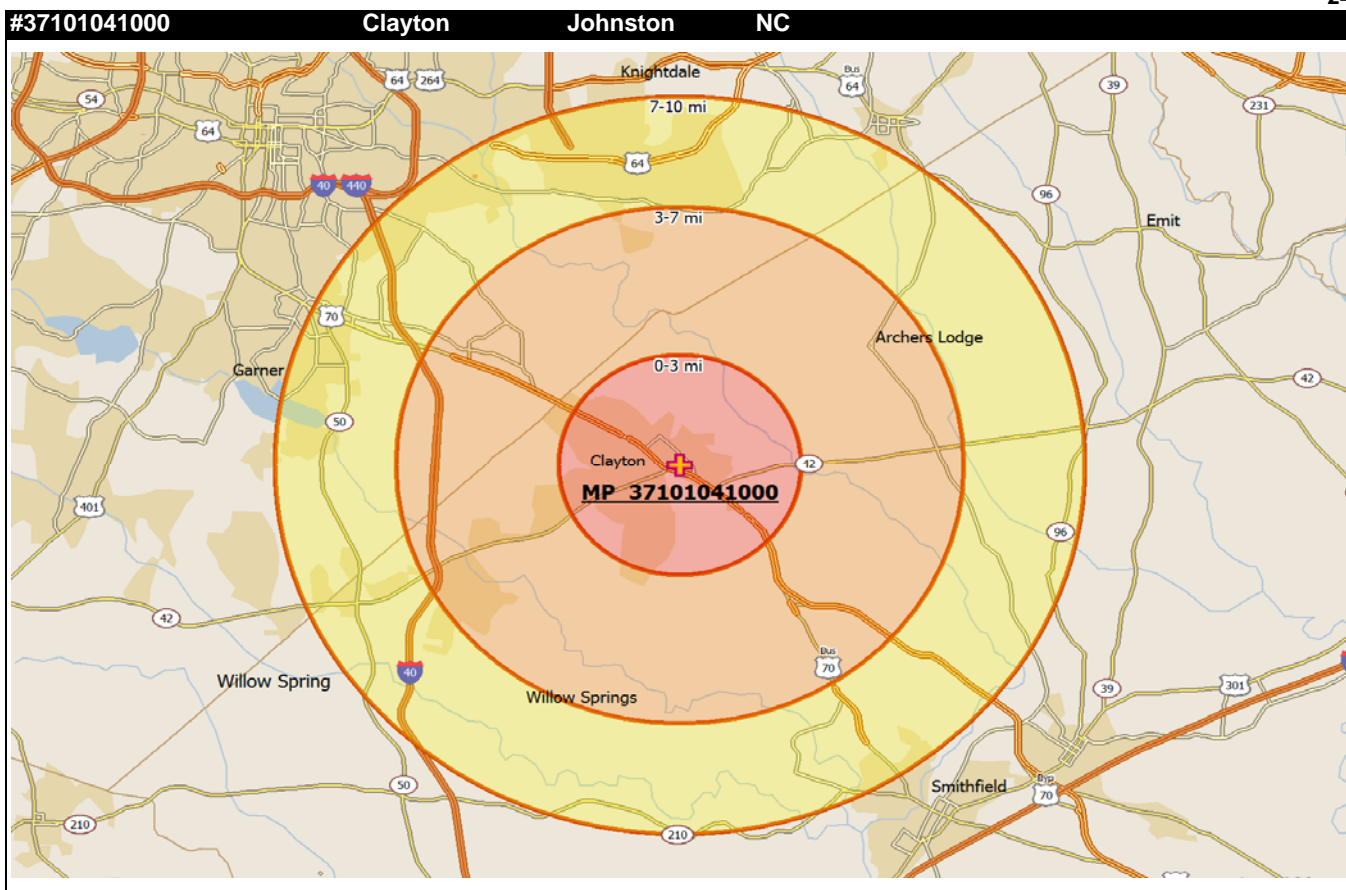
22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37001021204	Total Households in 0-3 mi Band	4322
CT Centroid Latitude	36.03607	Active Evangelical HHLDS	482
CT Centroid Longitude	-79.32448	Active Evangelical PERCENT	11.14%
City Location:	Mebane	Unreached HHLDS	2923
County Location:	Alamance	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	704
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	481
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	1756
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	16.69%	Low Education County	FALSE
Mainstay Community	8.40%	Low Employment County	FALSE
Working Community	18.00%	Persistent Poverty County	FALSE
Country Community	47.09%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	9.81%	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	17.24	Racial Diversity Index	41.27
Ancestry Diversity Index	54.00	Diversity Composite Index	22.98
Foreign Born Diversity Index	26.06	Population Density Index	23.55

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

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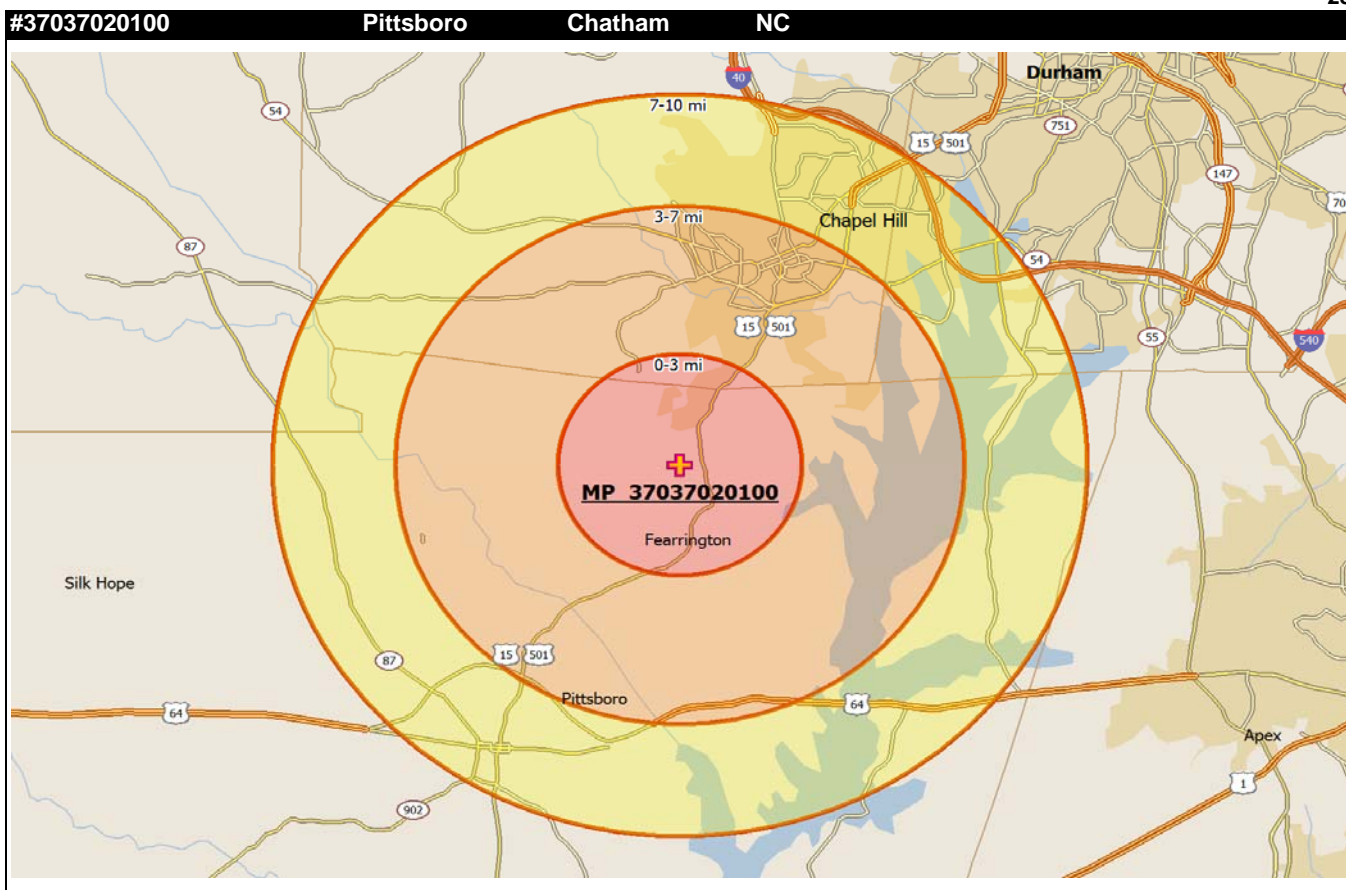
23 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37101041000	Total Households in 0-3 mi Band	7080
CT Centroid Latitude	35.64701	Active Evangelical HHLDS	1028
CT Centroid Longitude	-78.45775	Active Evangelical PERCENT	14.52%
City Location:	Clayton	Unreached HHLDS	4741
County Location:	Johnston	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1126
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	810
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2805
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	20.51%	Low Education County	FALSE
Mainstay Community	21.23%	Low Employment County	FALSE
Working Community	24.40%	Persistent Poverty County	FALSE
Country Community	21.99%	Population Loss County	FALSE
Aspiring Community	1.41%	Nonmetro Recreation County	FALSE
Urban Community	10.46%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	50.28	Racial Diversity Index	58.35
Ancestry Diversity Index	41.32	Diversity Composite Index	25.61
Foreign Born Diversity Index	9.57	Population Density Index	26.54

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:	#37037020100	Total Households in 0-3 mi Band	3147
CT Centroid Latitude	35.83086	Active Evangelical HHLDS	453
CT Centroid Longitude	-79.0987	Active Evangelical PERCENT	14.40%
City Location:	Pittsboro	Unreached HHLDS	2249
County Location:	Chatham	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	539
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	392
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	1318
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	42%

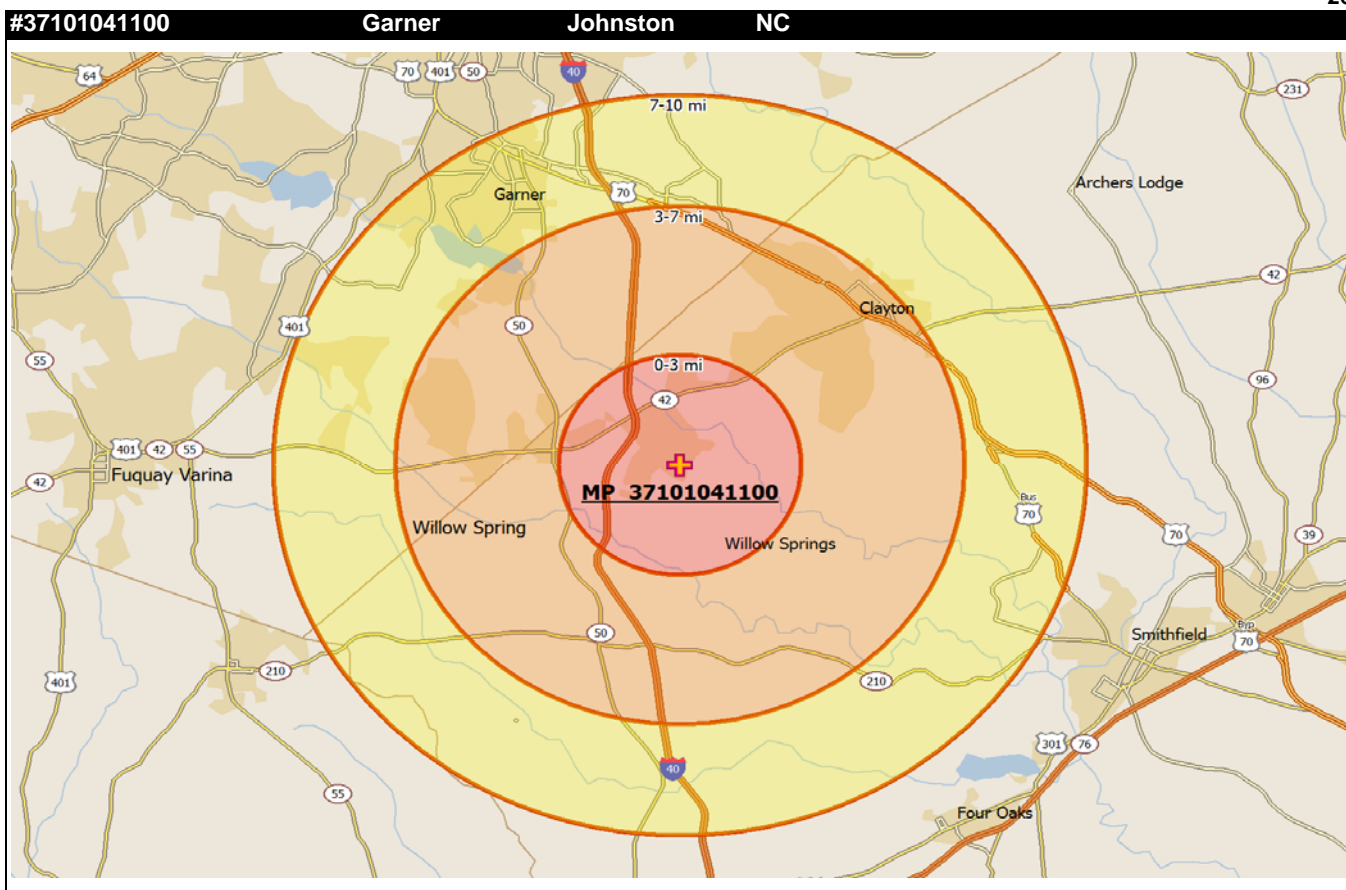
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	25.74%	Low Education County	FALSE
Mainstay Community	19.49%	Low Employment County	FALSE
Working Community	5.08%	Persistent Poverty County	FALSE
Country Community	39.73%	Population Loss County	FALSE
Aspiring Community	1.04%	Nonmetro Recreation County	FALSE
Urban Community	8.90%	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	18.87	Racial Diversity Index	31.49
Ancestry Diversity Index	91.08	Diversity Composite Index	60.77
Foreign Born Diversity Index	34.84	Population Density Index	21.75

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

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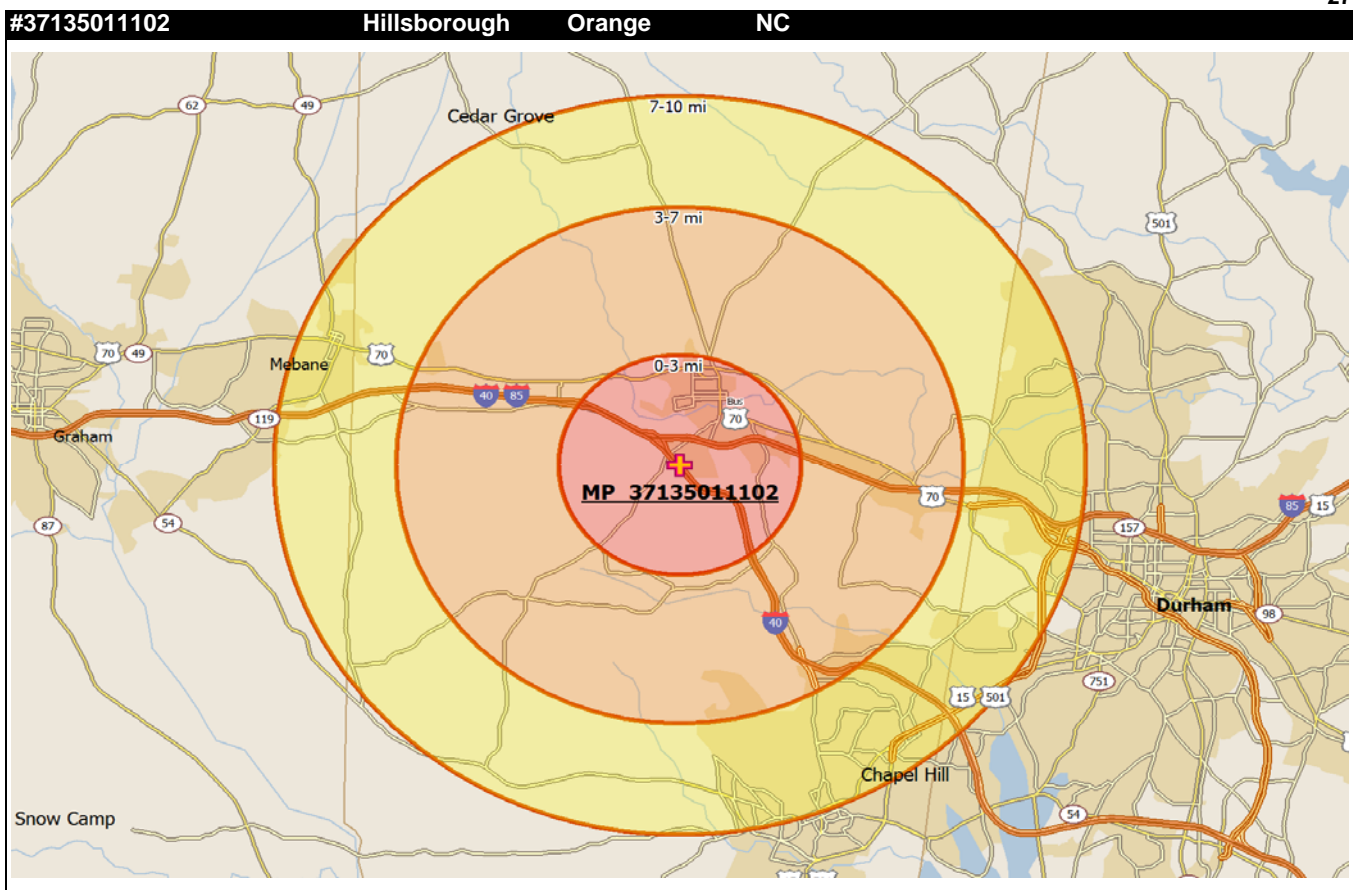
25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37101041100	Total Households in 0-3 mi Band	4967
CT Centroid Latitude	35.58672	Active Evangelical HHLDS	751
CT Centroid Longitude	-78.54421	Active Evangelical PERCENT	15.12%
City Location:	Garner	Unreached HHLDS	3264
County Location:	Johnston	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	647
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	693
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1923
Population Pattern:	#50000-50000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.33%	Low Education County	FALSE
Mainstay Community	60.76%	Low Employment County	FALSE
Working Community	3.06%	Persistent Poverty County	FALSE
Country Community	18.87%	Population Loss County	FALSE
Aspiring Community	0.38%	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	26.36	Racial Diversity Index	37.42
Ancestry Diversity Index	60.69	Diversity Composite Index	23.40
Foreign Born Diversity Index	21.79	Population Density Index	32.68

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

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26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37135011102	Total Households in 0-3 mi Band	4534
CT Centroid Latitude	36.04831	Active Evangelical HHLDS	264
CT Centroid Longitude	-79.11693	Active Evangelical PERCENT	5.82%
City Location:	Hillsborough	Unreached HHLDS	3127
County Location:	Orange	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	807
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	478
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	1856
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	41%

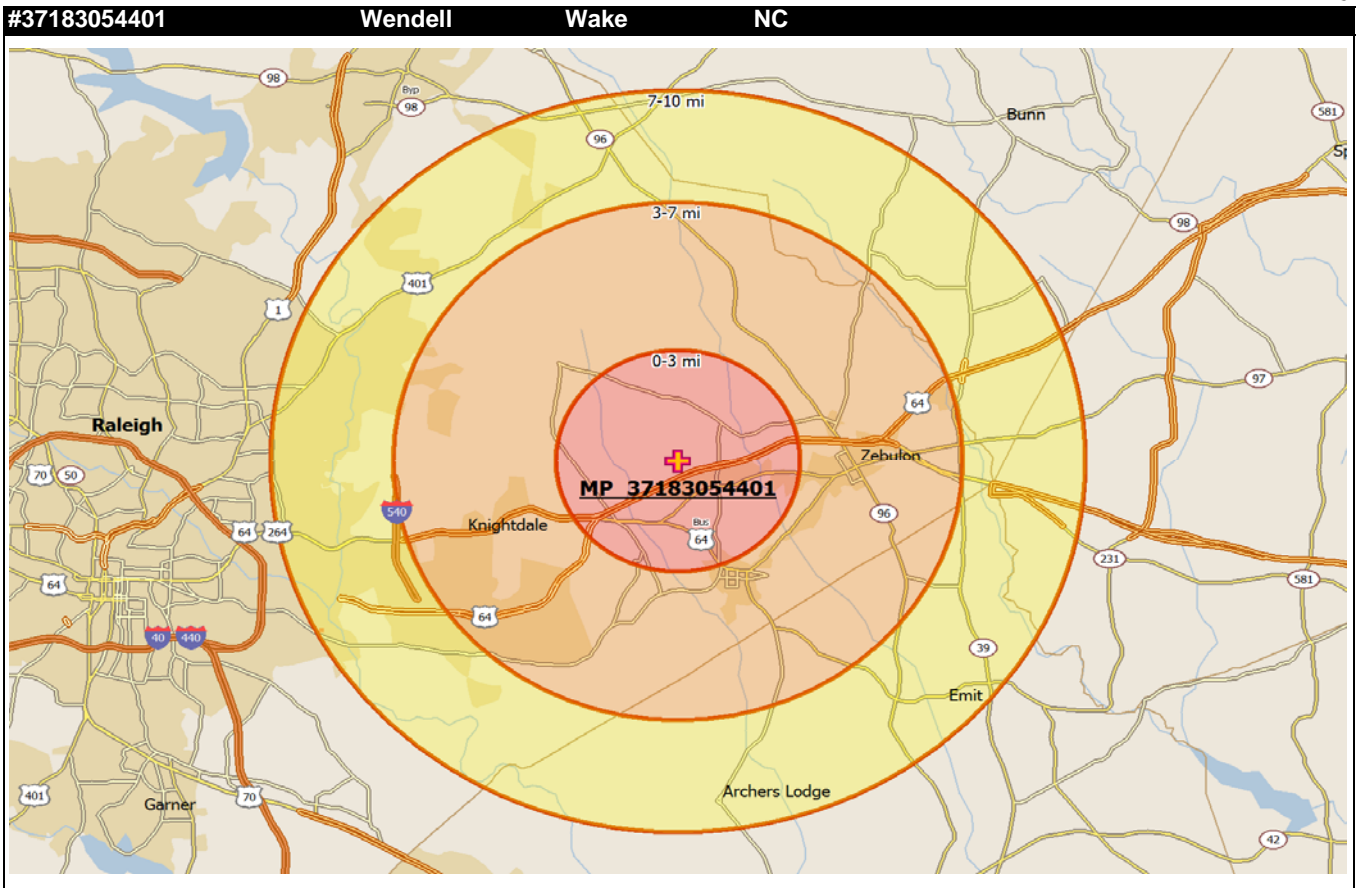
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.20%	Low Education County	FALSE
Mainstay Community	18.51%	Low Employment County	FALSE
Working Community	16.70%	Persistent Poverty County	FALSE
Country Community	27.17%	Population Loss County	FALSE
Aspiring Community	1.07%	Nonmetro Recreation County	FALSE
Urban Community	28.37%	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	47.81	Racial Diversity Index	41.42
Ancestry Diversity Index	56.96	Diversity Composite Index	39.88
Foreign Born Diversity Index	23.53	Population Density Index	11.84

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

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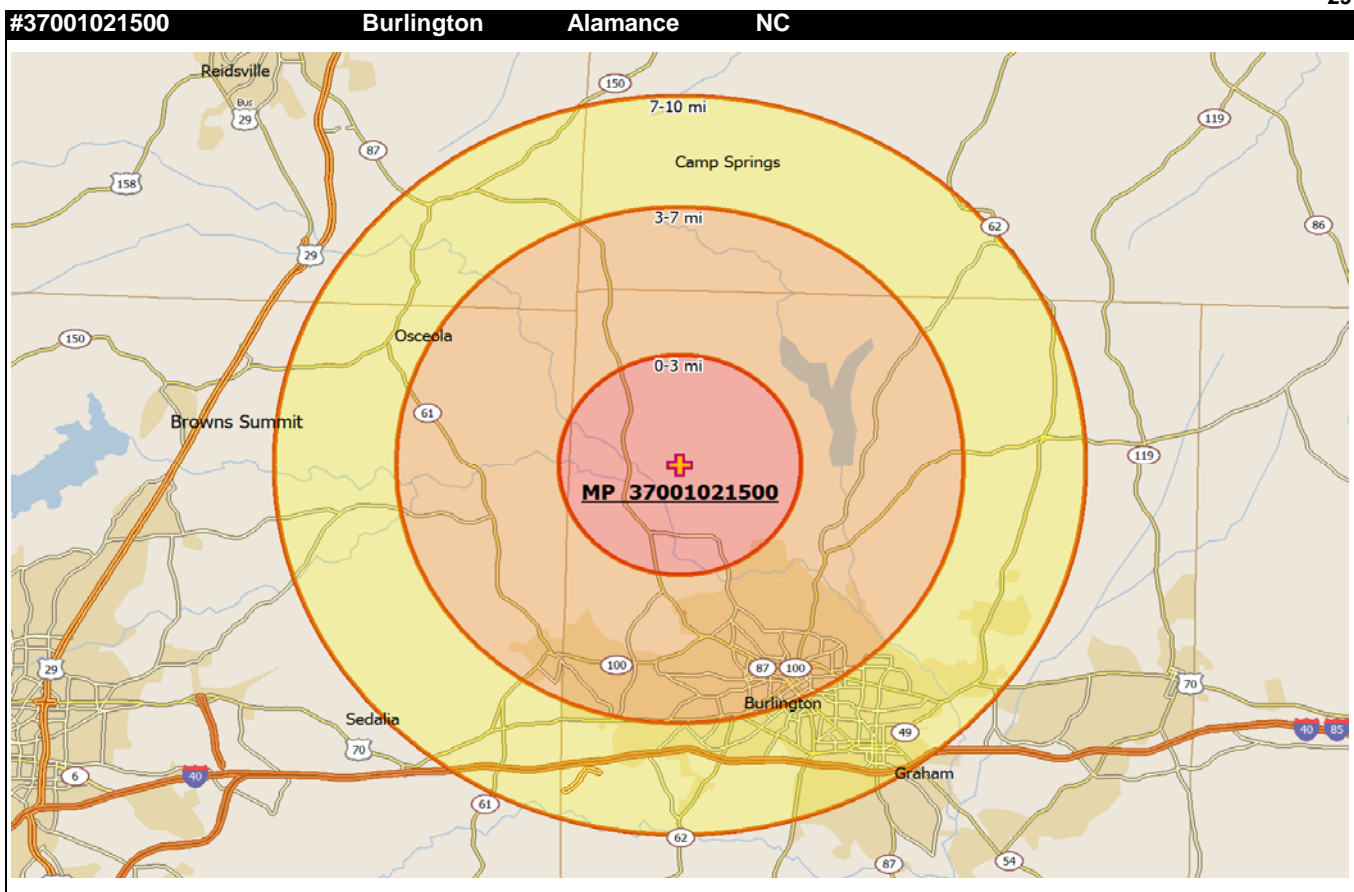
27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183054401	Total Households in 0-3 mi Band	3282
CT Centroid Latitude	35.82669	Active Evangelical HHLDS	403
CT Centroid Longitude	-78.39225	Active Evangelical PERCENT	12.27%
City Location:	Wendell	Unreached HHLDS	2207
County Location:	Wake	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	633
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	314
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	1261
Population Pattern:	#50000-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.24%	Low Education County	FALSE
Mainstay Community	17.80%	Low Employment County	FALSE
Working Community	12.97%	Persistent Poverty County	FALSE
Country Community	49.89%	Population Loss County	FALSE
Aspiring Community	2.02%	Nonmetro Recreation County	FALSE
Urban Community	12.08%	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	38.45	Racial Diversity Index	63.69
Ancestry Diversity Index	28.77	Diversity Composite Index	27.23
Foreign Born Diversity Index	14.14	Population Density Index	24.91

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:	#37001021500	Total Households in 0-3 mi Band	1941
CT Centroid Latitude	36.18053	Active Evangelical HHLDS	218
CT Centroid Longitude	-79.48672	Active Evangelical PERCENT	11.25%
City Location:	Burlington	Unreached HHLDS	1307
County Location:	Alamance	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	309
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	227
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	771
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	40%

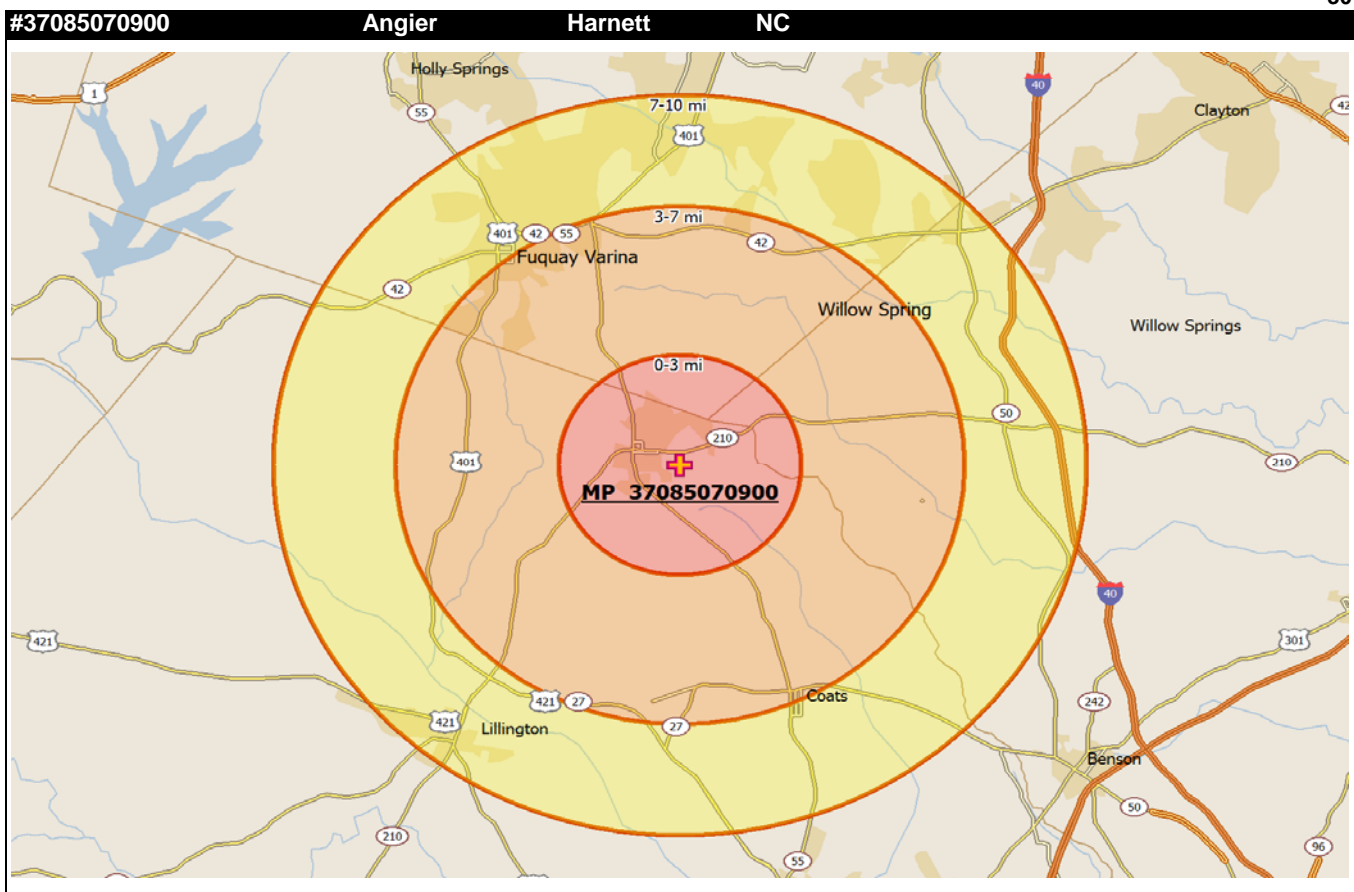
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.18%	Low Education County	FALSE
Mainstay Community	14.00%	Low Employment County	FALSE
Working Community	9.98%	Persistent Poverty County	FALSE
Country Community	63.89%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	7.95%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	4.49	Racial Diversity Index	35.04
Ancestry Diversity Index	59.49	Diversity Composite Index	15.87
Foreign Born Diversity Index	26.30	Population Density Index	17.50

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

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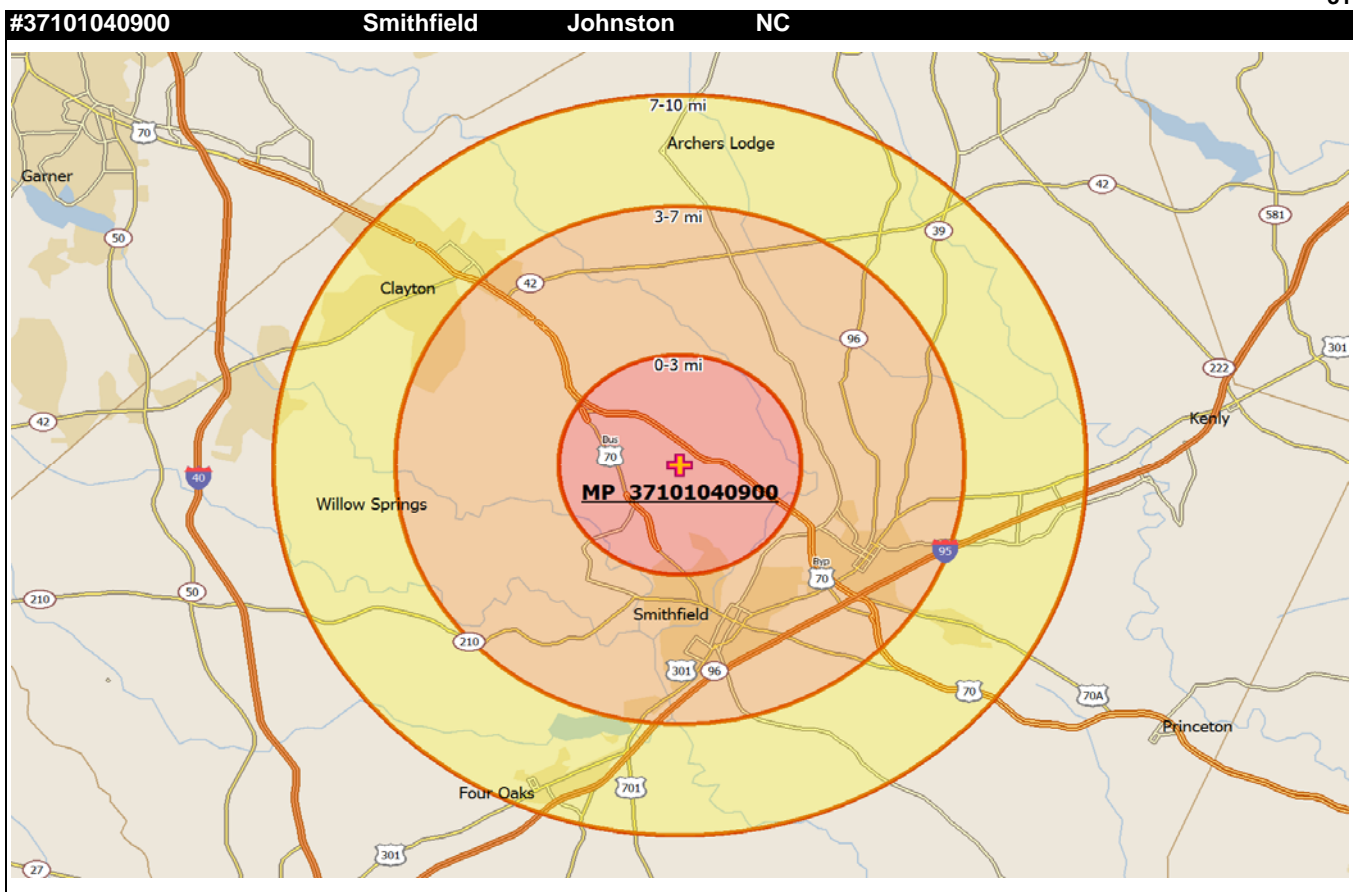
29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085070900	Total Households in 0-3 mi Band	3879
CT Centroid Latitude	35.50098	Active Evangelical HHLDS	514
CT Centroid Longitude	-78.72051	Active Evangelical PERCENT	13.24%
City Location:	Angier	Unreached HHLDS	2509
County Location:	Harnett	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	544
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	422
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1544
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	11.39%	Low Education County	FALSE
Mainstay Community	17.47%	Low Employment County	FALSE
Working Community	9.81%	Persistent Poverty County	FALSE
Country Community	34.44%	Population Loss County	FALSE
Aspiring Community	1.73%	Nonmetro Recreation County	FALSE
Urban Community	25.16%	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	57.09	Racial Diversity Index	64.38
Ancestry Diversity Index	42.18	Diversity Composite Index	26.40
Foreign Born Diversity Index	7.17	Population Density Index	23.71

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

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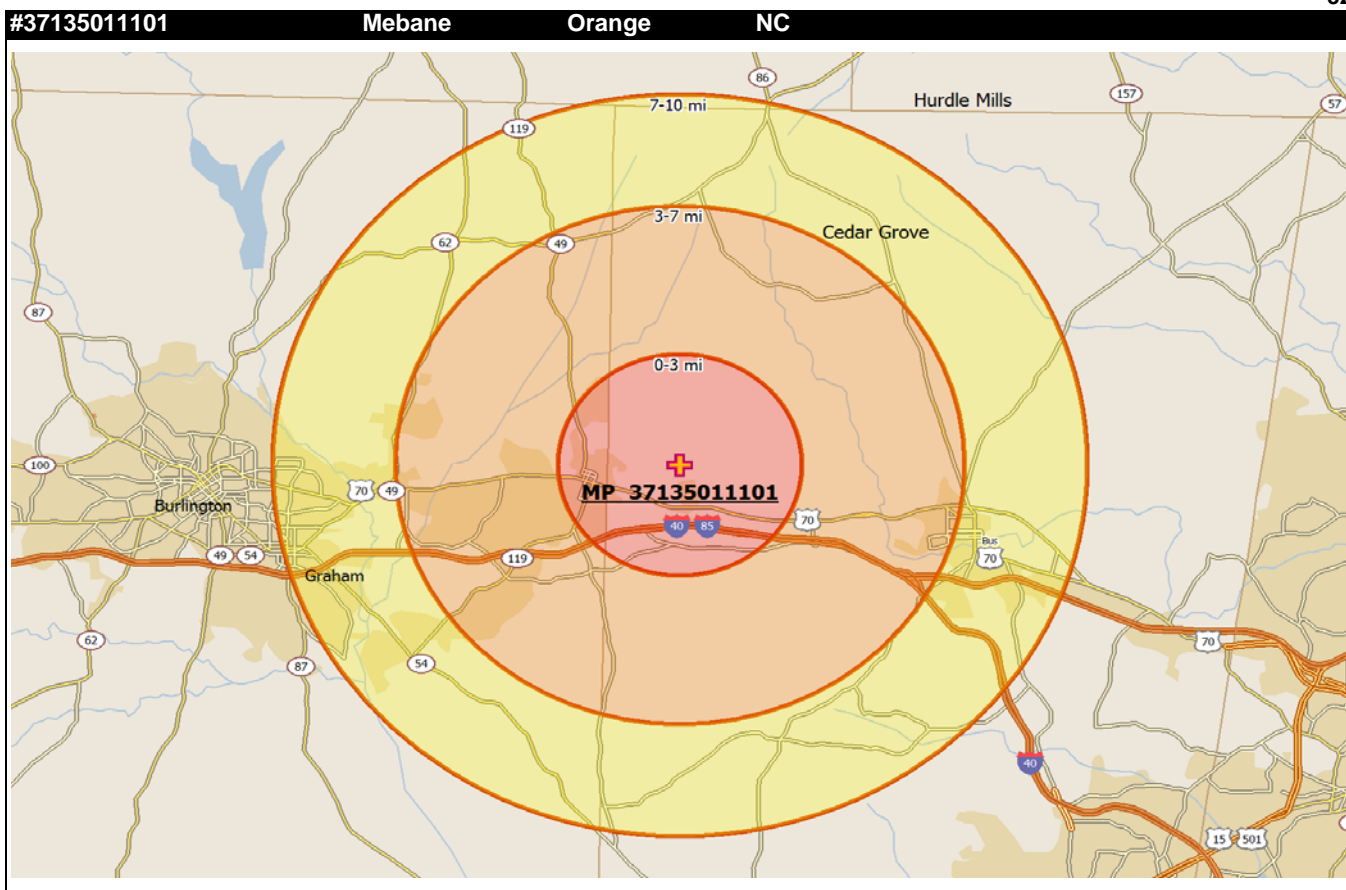
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37101040900	Total Households in 0-3 mi Band	2446
CT Centroid Latitude	35.57103	Active Evangelical HHLDS	356
CT Centroid Longitude	-78.36667	Active Evangelical PERCENT	14.56%
City Location:	Smithfield	Unreached HHLDS	1630
County Location:	Johnston	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	393
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	275
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	964
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	9.04%	Low Education County	FALSE
Mainstay Community	30.93%	Low Employment County	FALSE
Working Community	8.47%	Persistent Poverty County	FALSE
Country Community	43.24%	Population Loss County	FALSE
Aspiring Community	1.31%	Nonmetro Recreation County	FALSE
Urban Community	7.01%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.65	Racial Diversity Index	46.31
Ancestry Diversity Index	35.19	Diversity Composite Index	19.46
Foreign Born Diversity Index	11.22	Population Density Index	23.65

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

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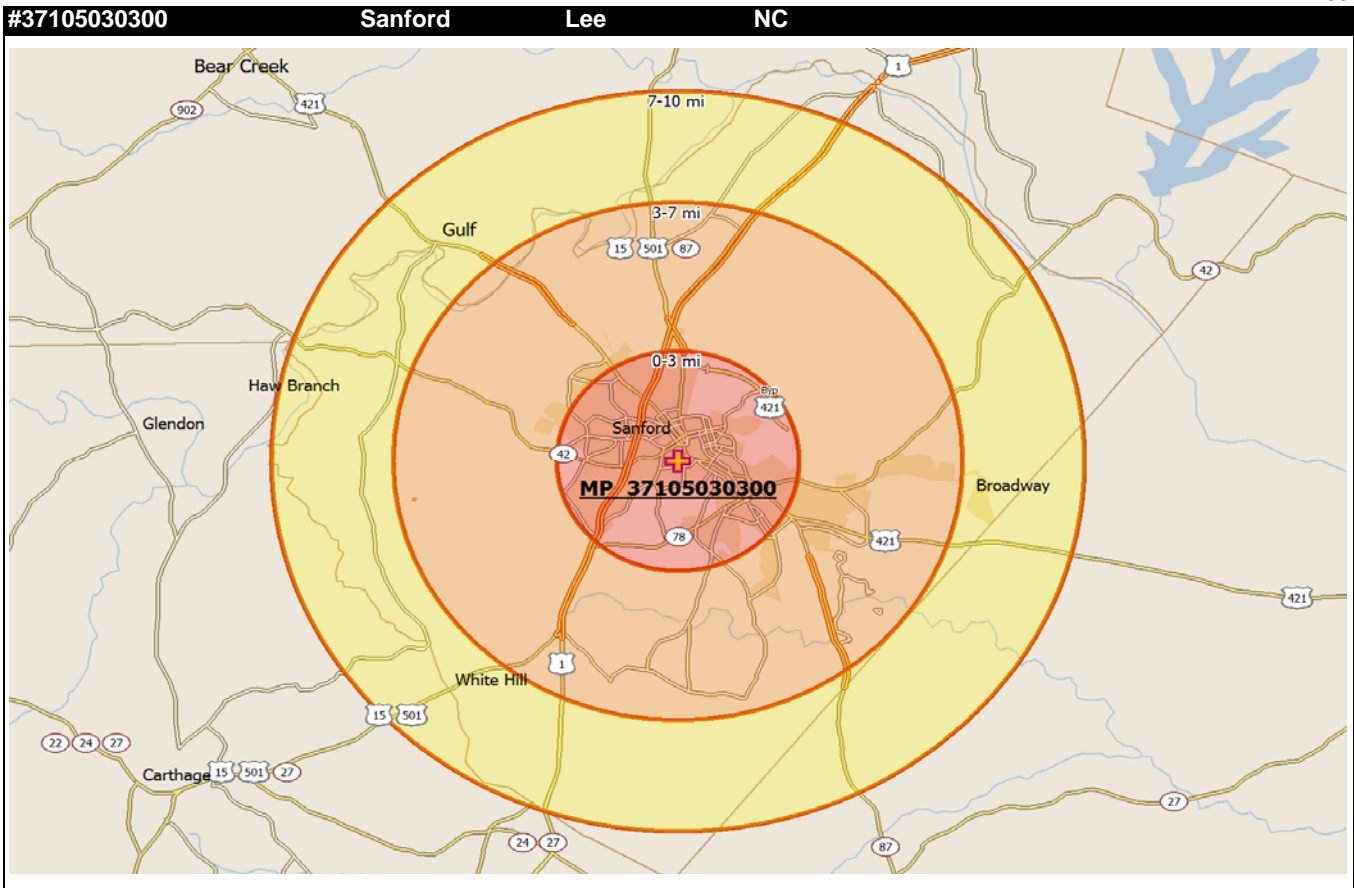
31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37135011101	Total Households in 0-3 mi Band	4305
CT Centroid Latitude	36.10306	Active Evangelical HHLDS	259
CT Centroid Longitude	-79.22839	Active Evangelical PERCENT	6.01%
City Location:	Mebane	Unreached HHLDS	2927
County Location:	Orange	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	827
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	422
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1678
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.53%	Low Education County	FALSE
Mainstay Community	10.49%	Low Employment County	FALSE
Working Community	11.40%	Persistent Poverty County	FALSE
Country Community	61.01%	Population Loss County	FALSE
Aspiring Community	0.05%	Nonmetro Recreation County	FALSE
Urban Community	15.51%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	33.52	Racial Diversity Index	56.64
Ancestry Diversity Index	30.40	Diversity Composite Index	19.33
Foreign Born Diversity Index	13.28	Population Density Index	18.91

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

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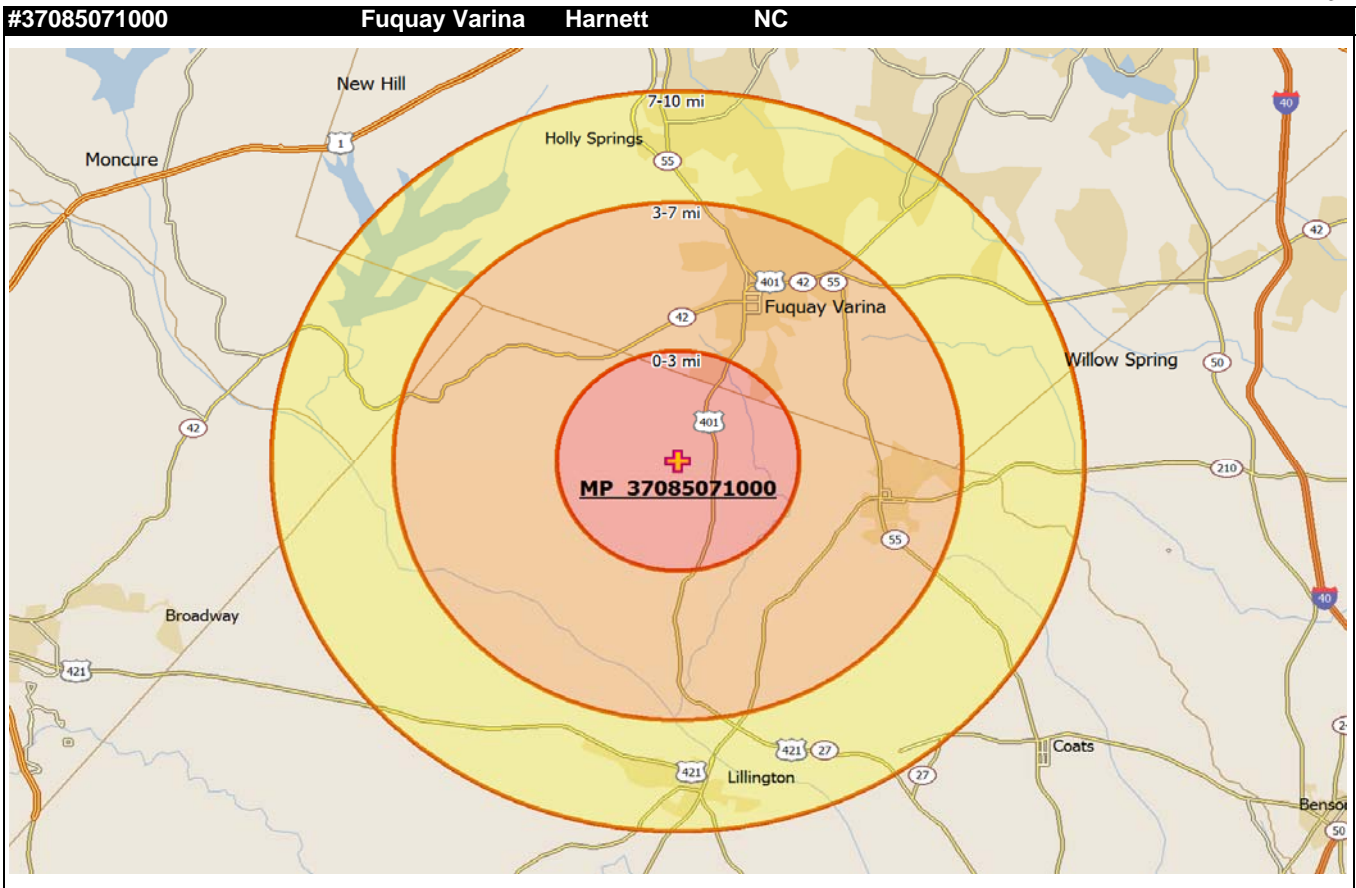
32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37105030300	Total Households in 0-3 mi Band	9062
CT Centroid Latitude	35.4709	Active Evangelical HHLDS	1269
CT Centroid Longitude	-79.18092	Active Evangelical PERCENT	14.01%
City Location:	Sanford	Unreached HHLDS	6160
County Location:	Lee	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1704
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	781
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3777
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.48%	Low Education County	FALSE
Mainstay Community	10.47%	Low Employment County	FALSE
Working Community	24.05%	Persistent Poverty County	FALSE
Country Community	11.95%	Population Loss County	FALSE
Aspiring Community	2.15%	Nonmetro Recreation County	FALSE
Urban Community	43.90%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	64.09	Racial Diversity Index	85.62
Ancestry Diversity Index	19.68	Diversity Composite Index	23.62
Foreign Born Diversity Index	2.64	Population Density Index	33.98

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

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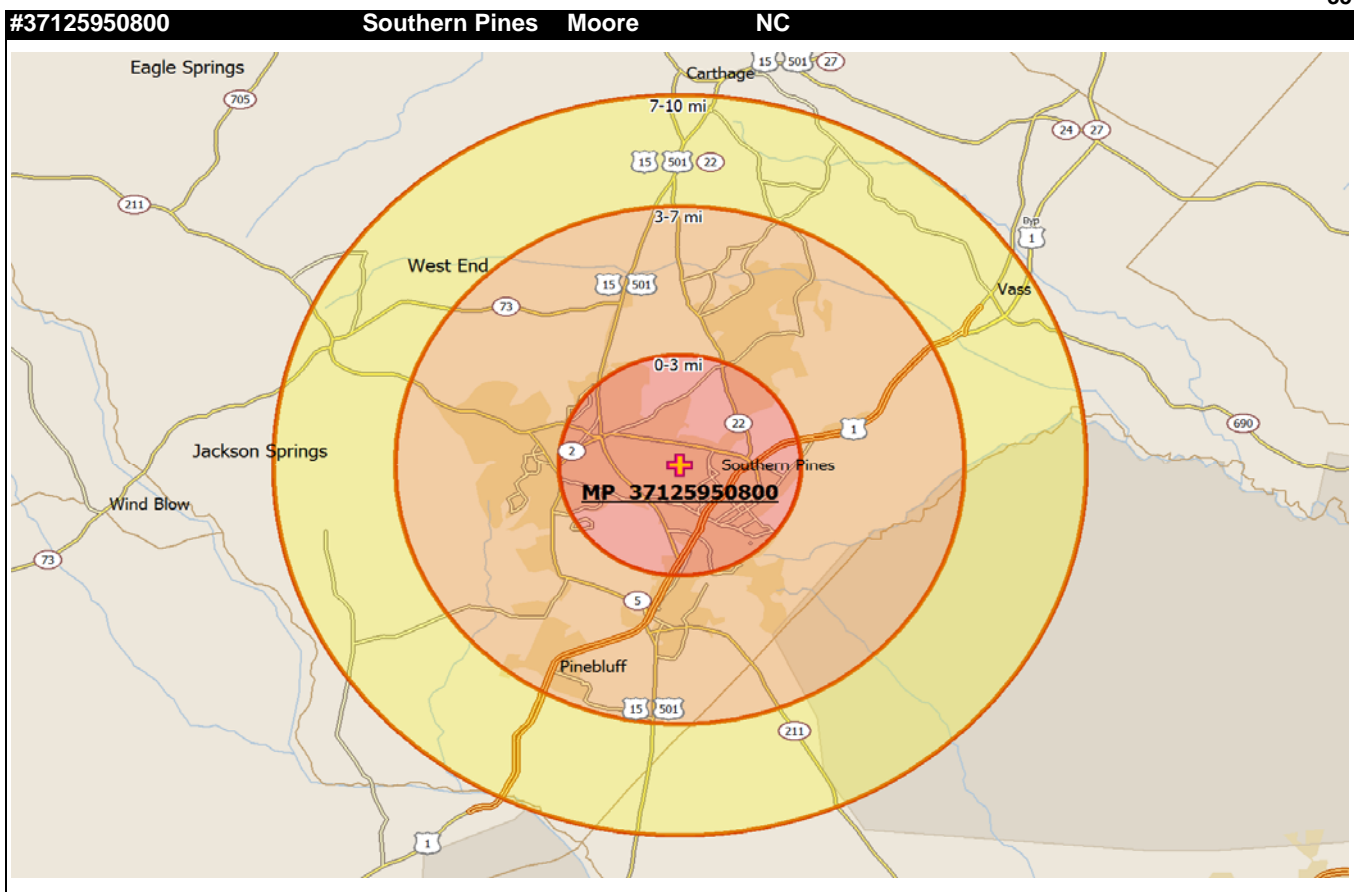
33 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085071000	Total Households in 0-3 mi Band	1846
CT Centroid Latitude	35.52188	Active Evangelical HHLDS	244
CT Centroid Longitude	-78.82878	Active Evangelical PERCENT	13.24%
City Location:	Fuquay Varina	Unreached HHLDS	1197
County Location:	Harnett	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	237
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	242
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	718
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.20%	Low Education County	FALSE
Mainstay Community	18.61%	Low Employment County	FALSE
Working Community	1.04%	Persistent Poverty County	FALSE
Country Community	64.26%	Population Loss County	FALSE
Aspiring Community	1.18%	Nonmetro Recreation County	FALSE
Urban Community	10.71%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.13	Racial Diversity Index	41.70
Ancestry Diversity Index	48.09	Diversity Composite Index	23.18
Foreign Born Diversity Index	6.92	Population Density Index	14.34

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

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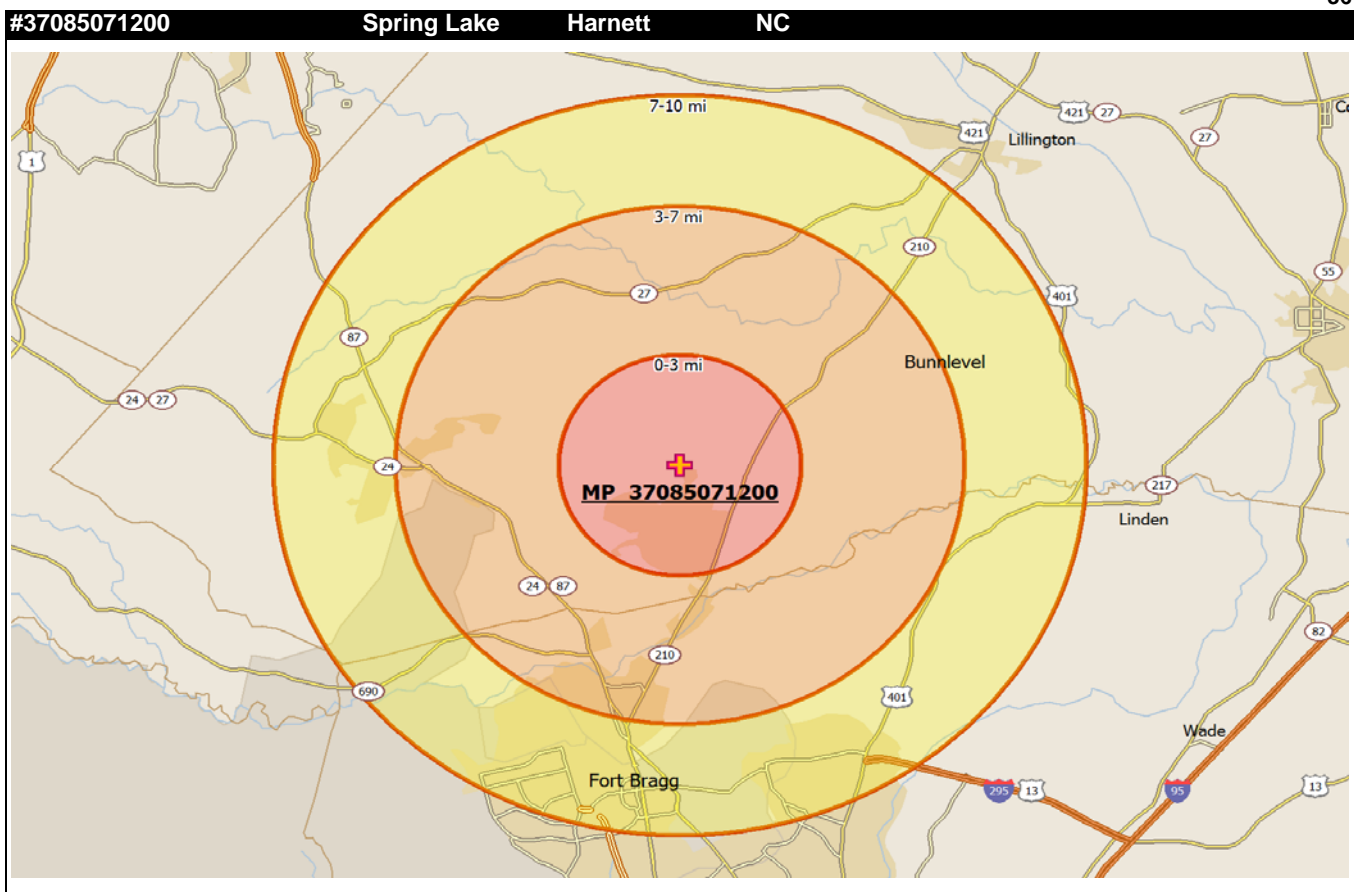


34 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37125950800	Total Households in 0-3 mi Band	7217
CT Centroid Latitude	35.19049	Active Evangelical HHLDS	605
CT Centroid Longitude	-79.41634	Active Evangelical PERCENT	8.38%
City Location:	Southern Pines	Unreached HHLDS	5080
County Location:	Moore	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1394
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	812
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	2896
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	16.52%	Low Education County	FALSE
Mainstay Community	23.82%	Low Employment County	FALSE
Working Community	10.73%	Persistent Poverty County	FALSE
Country Community	25.02%	Population Loss County	FALSE
Aspiring Community	0.31%	Nonmetro Recreation County	TRUE
Urban Community	23.60%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.93	Racial Diversity Index	47.87
Ancestry Diversity Index	62.97	Diversity Composite Index	36.33
Foreign Born Diversity Index	57.13	Population Density Index	26.48

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



35 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085071200	Total Households in 0-3 mi Band	3523
CT Centroid Latitude	35.27018	Active Evangelical HHLDS	474
CT Centroid Longitude	-78.94967	Active Evangelical PERCENT	13.46%
City Location:	Spring Lake	Unreached HHLDS	2255
County Location:	Harnett	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	595
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	321
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	1344
Population Pattern:	#50000-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

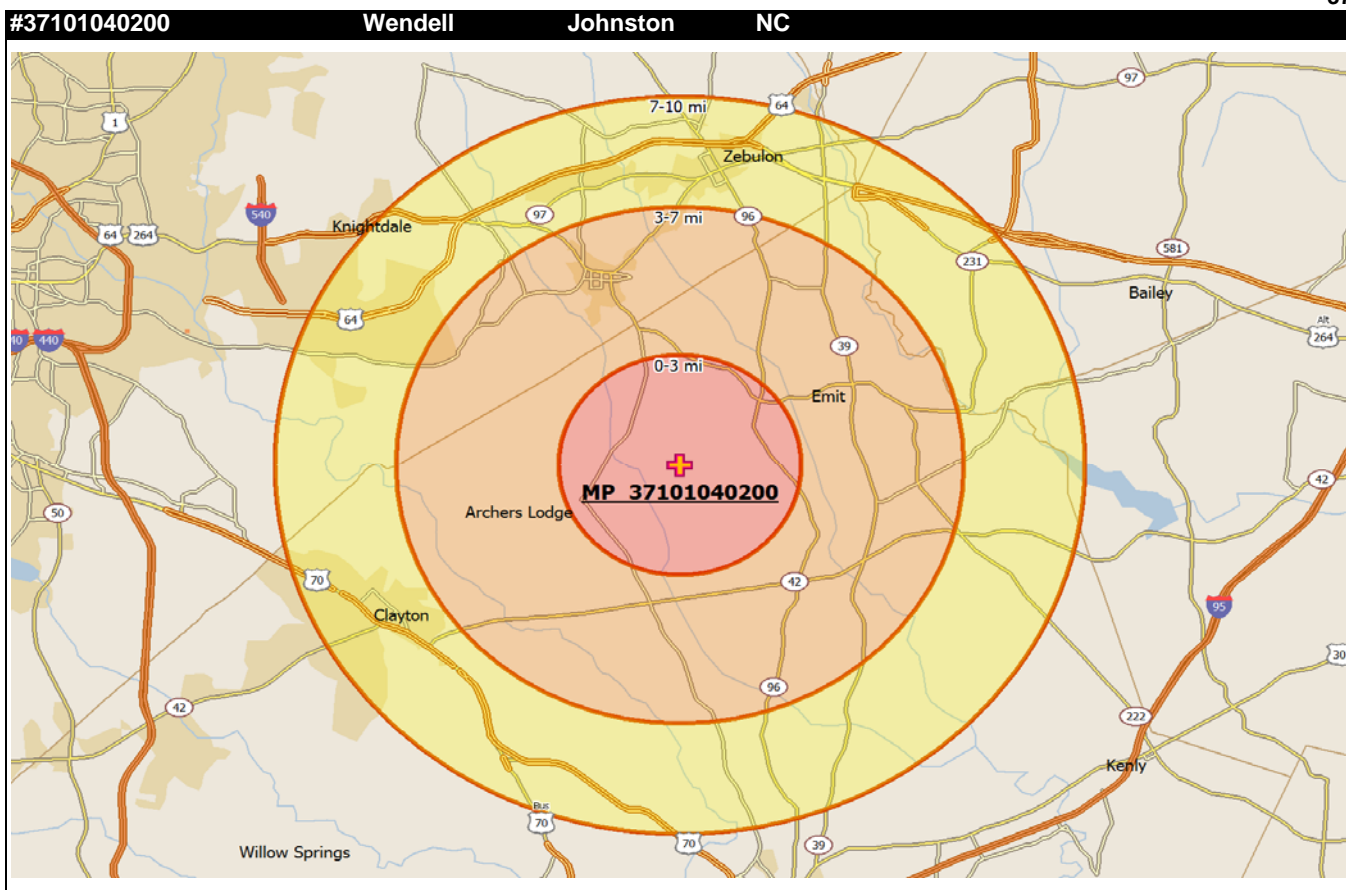
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.58%	Low Education County	FALSE
Mainstay Community	6.59%	Low Employment County	FALSE
Working Community	24.80%	Persistent Poverty County	FALSE
Country Community	23.85%	Population Loss County	FALSE
Aspiring Community	0.05%	Nonmetro Recreation County	FALSE
Urban Community	42.13%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	45.23	Racial Diversity Index	65.27
Ancestry Diversity Index	33.22	Diversity Composite Index	56.54
Foreign Born Diversity Index	55.54	Population Density Index	23.04

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

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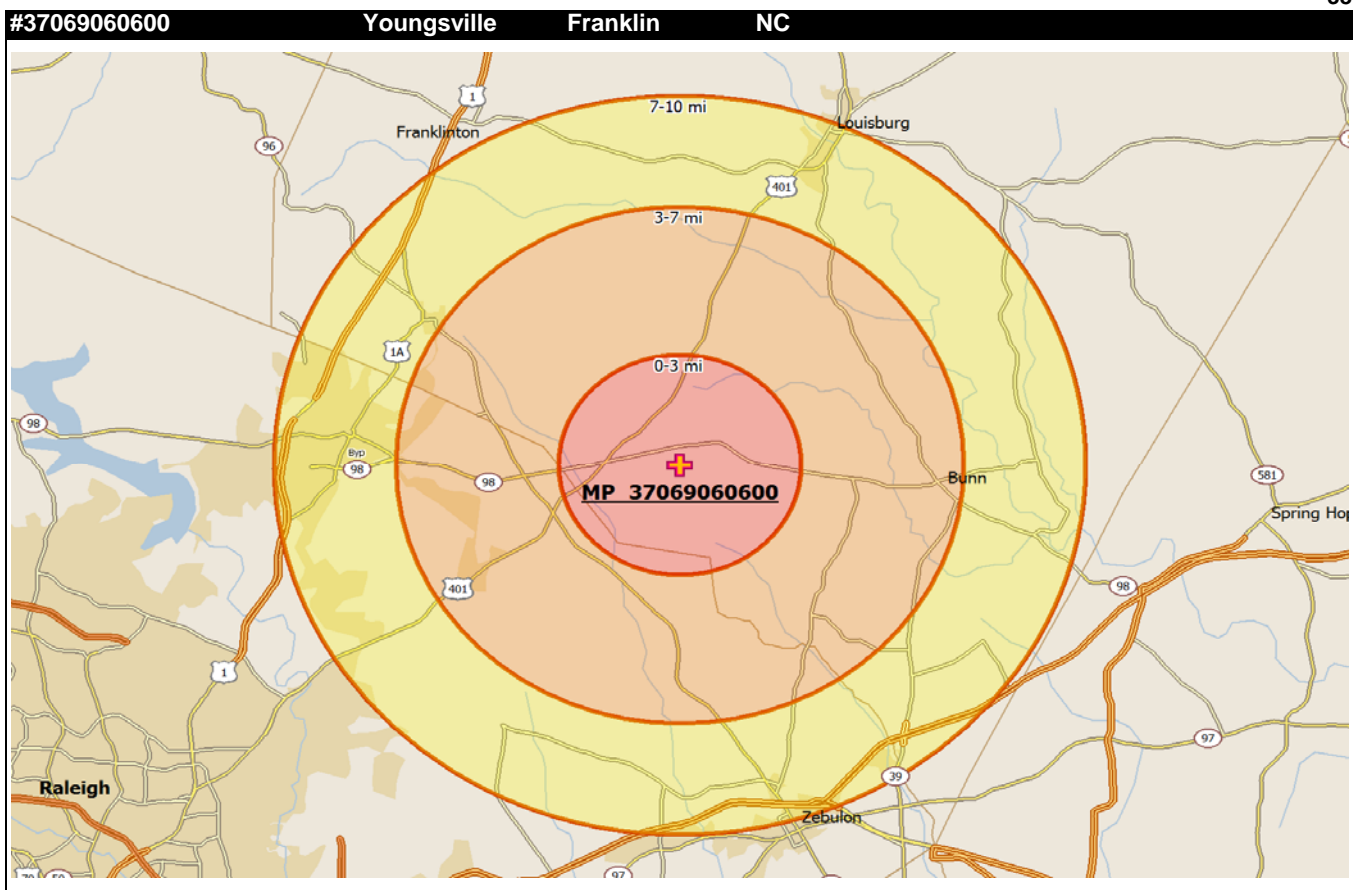
36 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37101040200	Total Households in 0-3 mi Band	2432
CT Centroid Latitude	35.70788	Active Evangelical HHLDS	369
CT Centroid Longitude	-78.33197	Active Evangelical PERCENT	15.18%
City Location:	Wendell	Unreached HHLDS	1592
County Location:	Johnston	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	325
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	13%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	308
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	960
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	2.71%	Low Education County	FALSE
Mainstay Community	18.52%	Low Employment County	FALSE
Working Community	4.46%	Persistent Poverty County	FALSE
Country Community	67.49%	Population Loss County	FALSE
Aspiring Community	0.58%	Nonmetro Recreation County	FALSE
Urban Community	6.24%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	24.74	Racial Diversity Index	35.40
Ancestry Diversity Index	40.14	Diversity Composite Index	15.94
Foreign Born Diversity Index	4.35	Population Density Index	15.39

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

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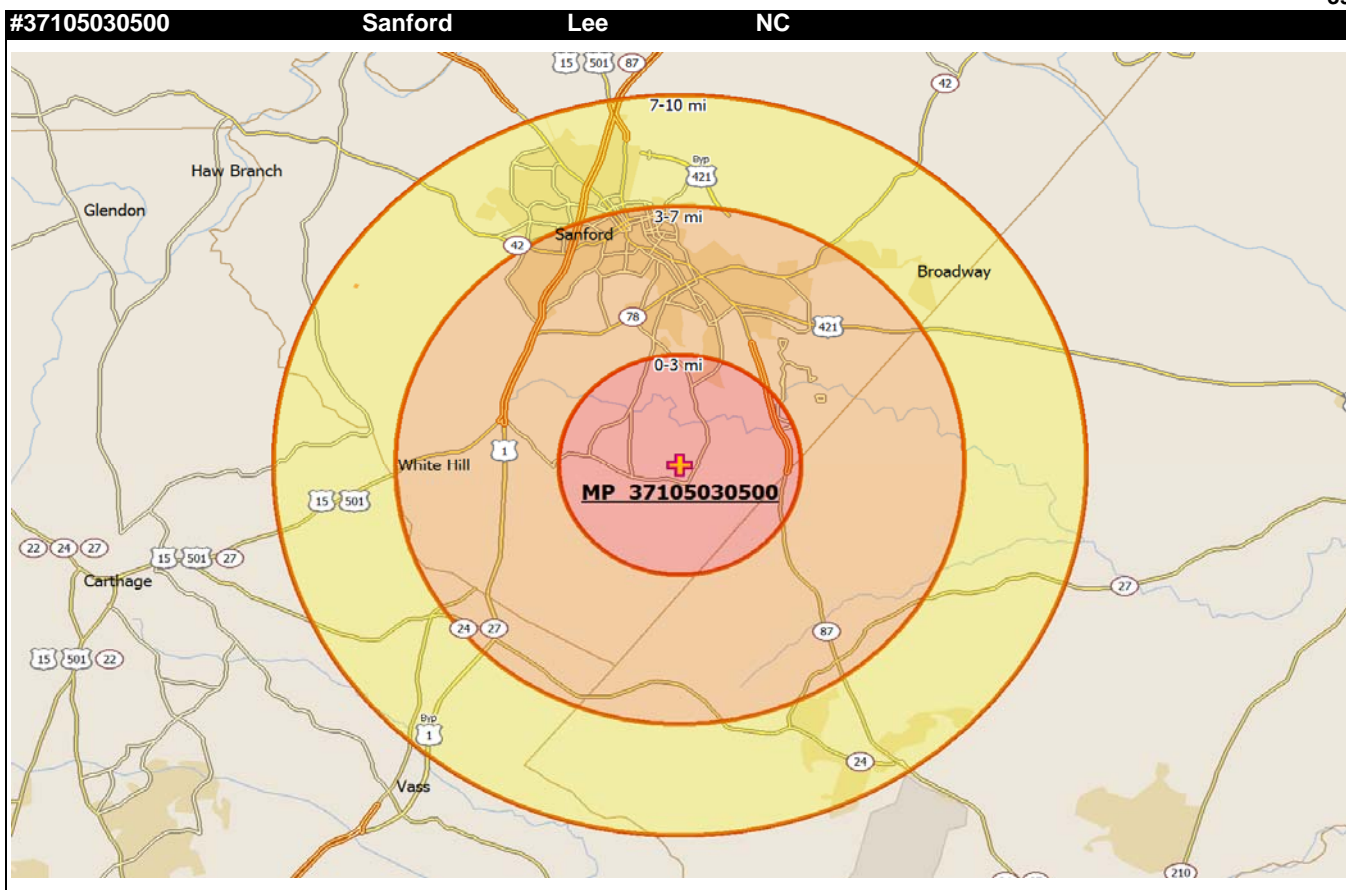
37 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37069060600	Total Households in 0-3 mi Band	1929
CT Centroid Latitude	35.96738	Active Evangelical HHLDS	273
CT Centroid Longitude	-78.36654	Active Evangelical PERCENT	14.13%
City Location:	Youngville	Unreached HHLDS	1261
County Location:	Franklin	Unreached Percent	65%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	267
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	248
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	745
Population Pattern:	#10000-50000-100000	NOT Evangelical NOT Interested PERCENT	39%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	10.28%	Low Education County	FALSE
Mainstay Community	43.20%	Low Employment County	FALSE
Working Community	4.64%	Persistent Poverty County	FALSE
Country Community	32.53%	Population Loss County	FALSE
Aspiring Community	0.60%	Nonmetro Recreation County	FALSE
Urban Community	8.75%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.70	Racial Diversity Index	43.35
Ancestry Diversity Index	52.20	Diversity Composite Index	24.00
Foreign Born Diversity Index	19.75	Population Density Index	17.54

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

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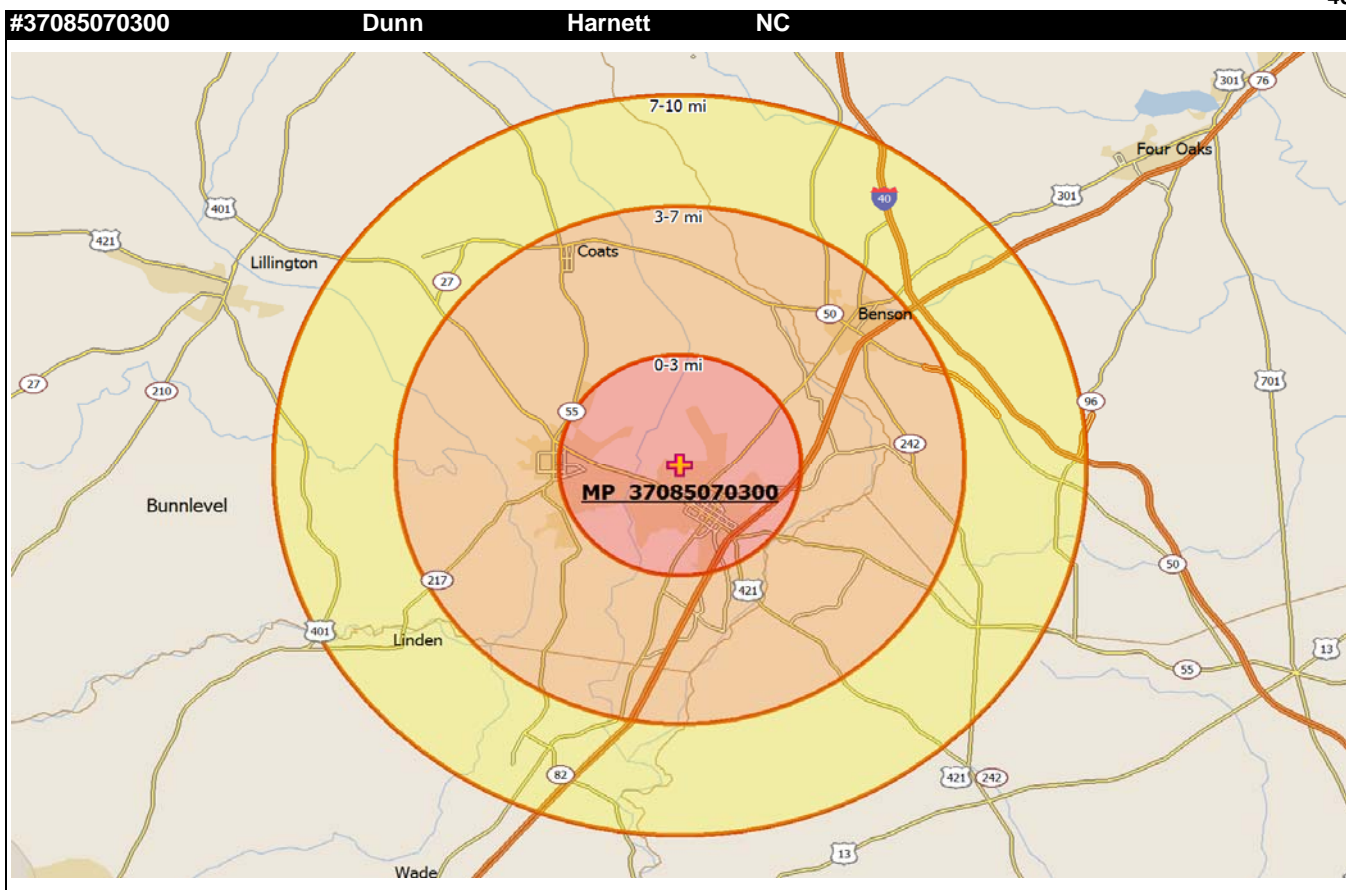
38 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37105030500	Total Households in 0-3 mi Band	1901
CT Centroid Latitude	35.38555	Active Evangelical HHLDS	283
CT Centroid Longitude	-79.15495	Active Evangelical PERCENT	14.87%
City Location:	Sanford	Unreached HHLDS	1253
County Location:	Lee	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	324
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	196
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	734
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	23.79%	Low Education County	FALSE
Mainstay Community	16.29%	Low Employment County	FALSE
Working Community	5.62%	Persistent Poverty County	FALSE
Country Community	42.04%	Population Loss County	FALSE
Aspiring Community	1.42%	Nonmetro Recreation County	FALSE
Urban Community	10.84%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	14.78	Racial Diversity Index	48.84
Ancestry Diversity Index	59.08	Diversity Composite Index	22.71
Foreign Born Diversity Index	10.32	Population Density Index	15.40

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

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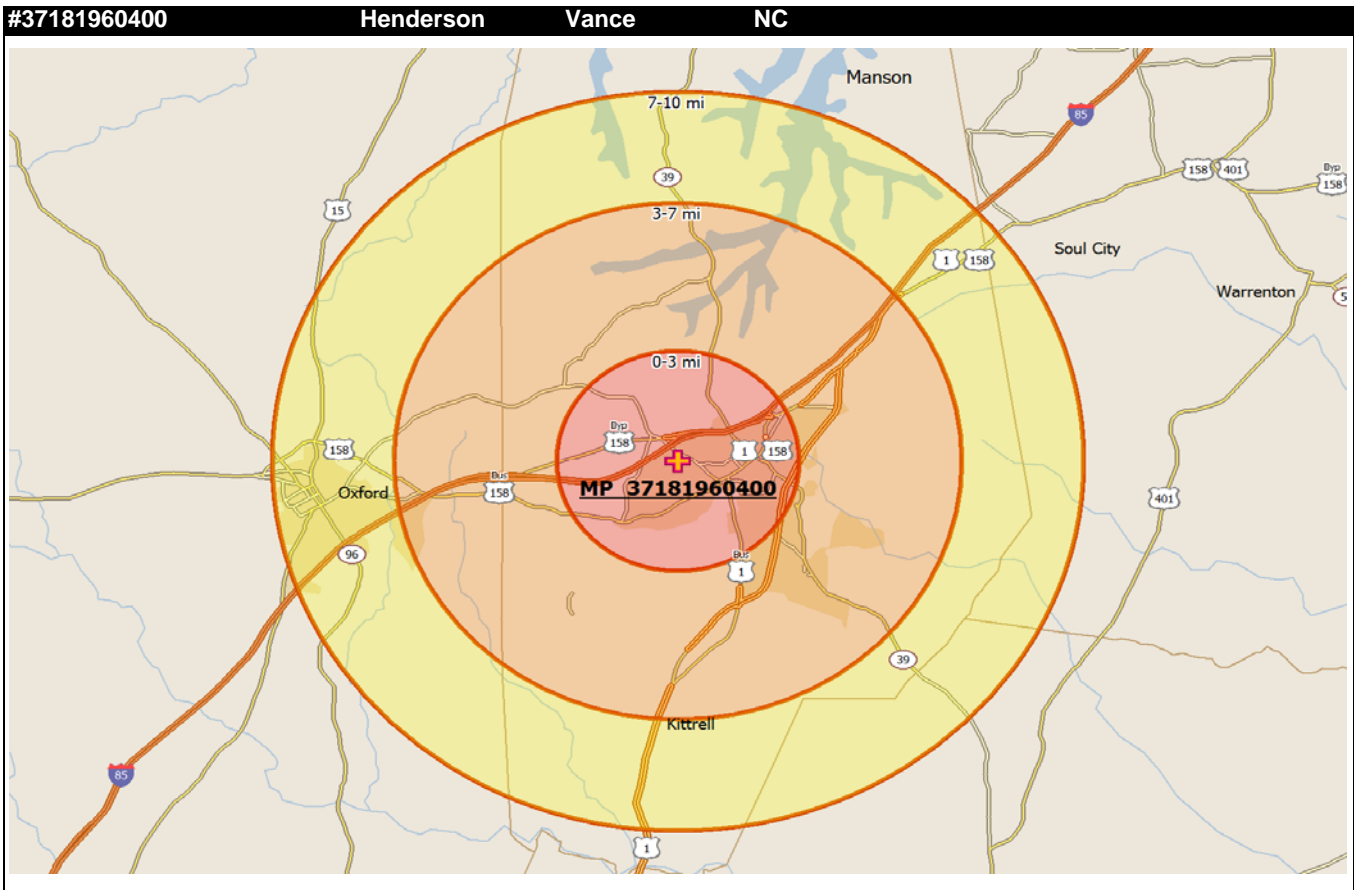
39 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085070300	Total Households in 0-3 mi Band	6217
CT Centroid Latitude	35.32669	Active Evangelical HHLDS	746
CT Centroid Longitude	-78.62109	Active Evangelical PERCENT	11.99%
City Location:	Dunn	Unreached HHLDS	4228
County Location:	Harnett	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1282
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	495
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	2504
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	9.06%	Low Education County	FALSE
Mainstay Community	6.99%	Low Employment County	FALSE
Working Community	18.29%	Persistent Poverty County	FALSE
Country Community	31.56%	Population Loss County	FALSE
Aspiring Community	2.69%	Nonmetro Recreation County	FALSE
Urban Community	31.41%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.89	Racial Diversity Index	61.99
Ancestry Diversity Index	21.83	Diversity Composite Index	15.27
Foreign Born Diversity Index	18.28	Population Density Index	26.44

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

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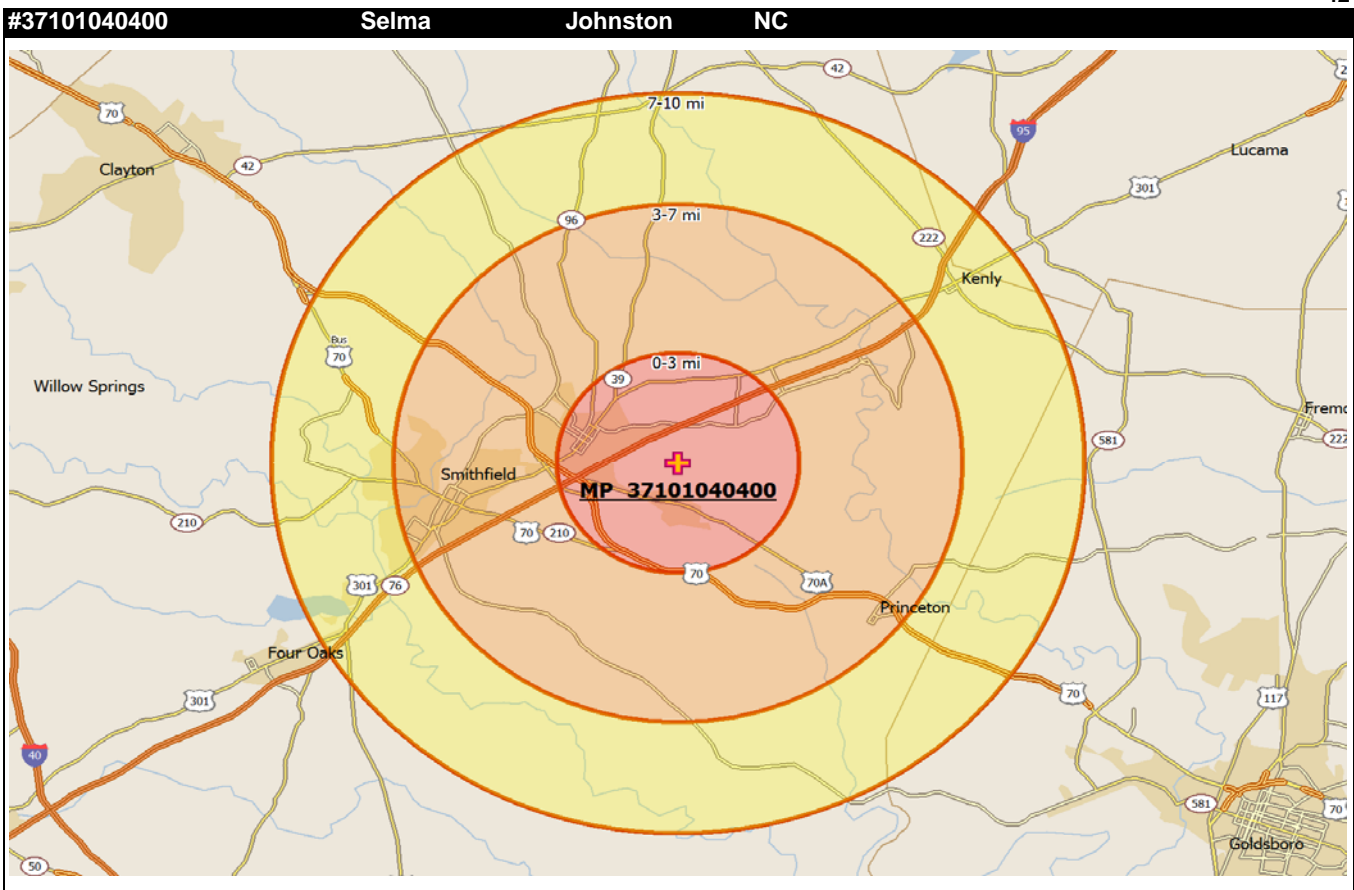
40 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37181960400	Total Households in 0-3 mi Band	7146
CT Centroid Latitude	36.32806	Active Evangelical HHLDS	1324
CT Centroid Longitude	-78.4332	Active Evangelical PERCENT	18.53%
City Location:	Henderson	Unreached HHLDS	4917
County Location:	Vance	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1833
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	286
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	4%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3012
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.91%	Low Education County	TRUE
Mainstay Community	2.56%	Low Employment County	FALSE
Working Community	14.44%	Persistent Poverty County	FALSE
Country Community	18.55%	Population Loss County	FALSE
Aspiring Community	2.19%	Nonmetro Recreation County	FALSE
Urban Community	55.34%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	31.30	Racial Diversity Index	73.24
Ancestry Diversity Index	8.08	Diversity Composite Index	13.47
Foreign Born Diversity Index	10.51	Population Density Index	29.58

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

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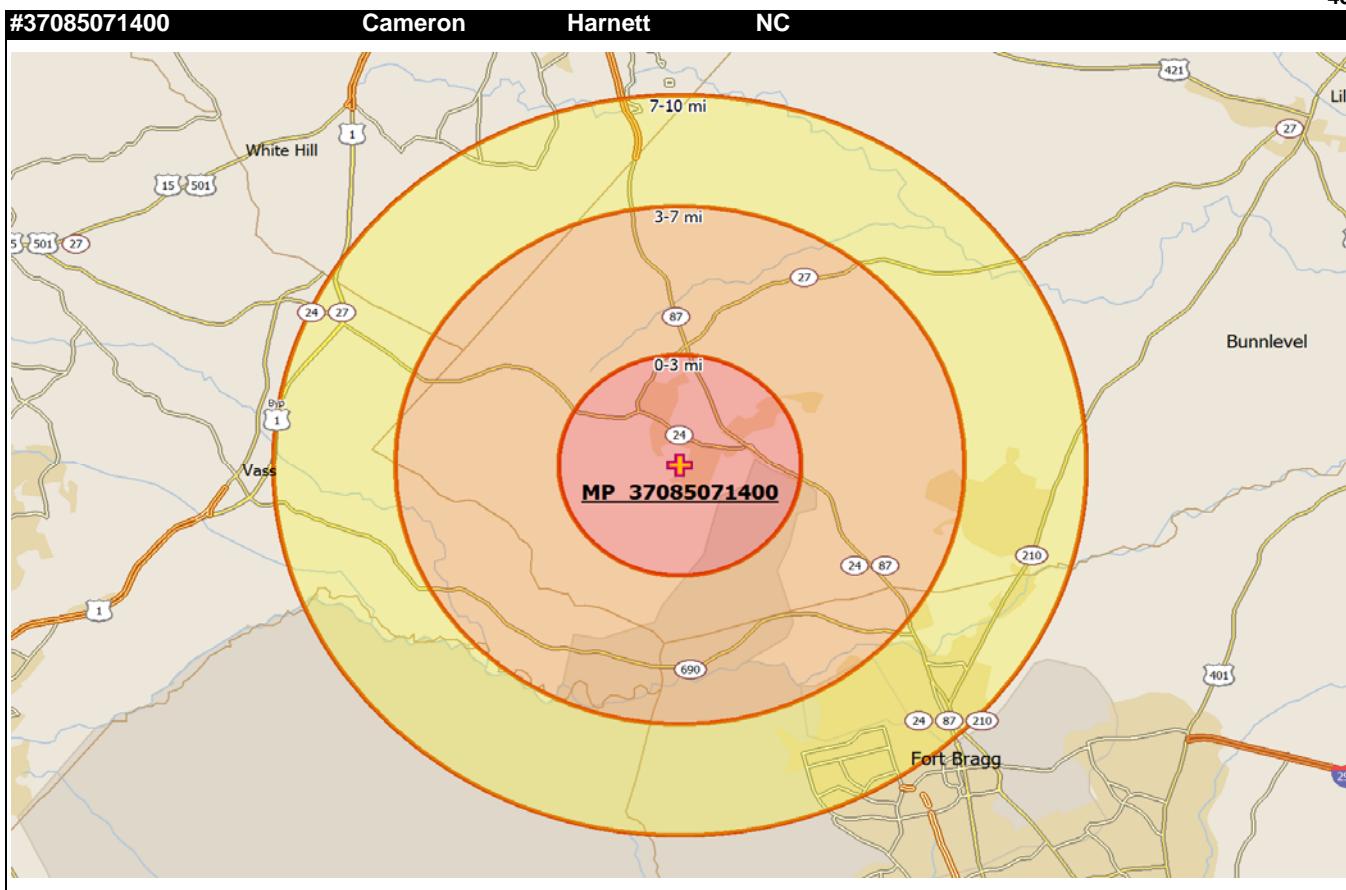
41 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37101040400	Total Households in 0-3 mi Band	4089
CT Centroid Latitude	35.52539	Active Evangelical HHLDS	605
CT Centroid Longitude	-78.24505	Active Evangelical PERCENT	14.79%
City Location:	Selma	Unreached HHLDS	2704
County Location:	Johnston	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	735
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	326
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	1688
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	6.00%	Low Education County	FALSE
Mainstay Community	3.36%	Low Employment County	FALSE
Working Community	27.63%	Persistent Poverty County	FALSE
Country Community	42.02%	Population Loss County	FALSE
Aspiring Community	0.71%	Nonmetro Recreation County	FALSE
Urban Community	20.29%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	45.50	Racial Diversity Index	55.51
Ancestry Diversity Index	26.03	Diversity Composite Index	17.96
Foreign Born Diversity Index	4.25	Population Density Index	16.40

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

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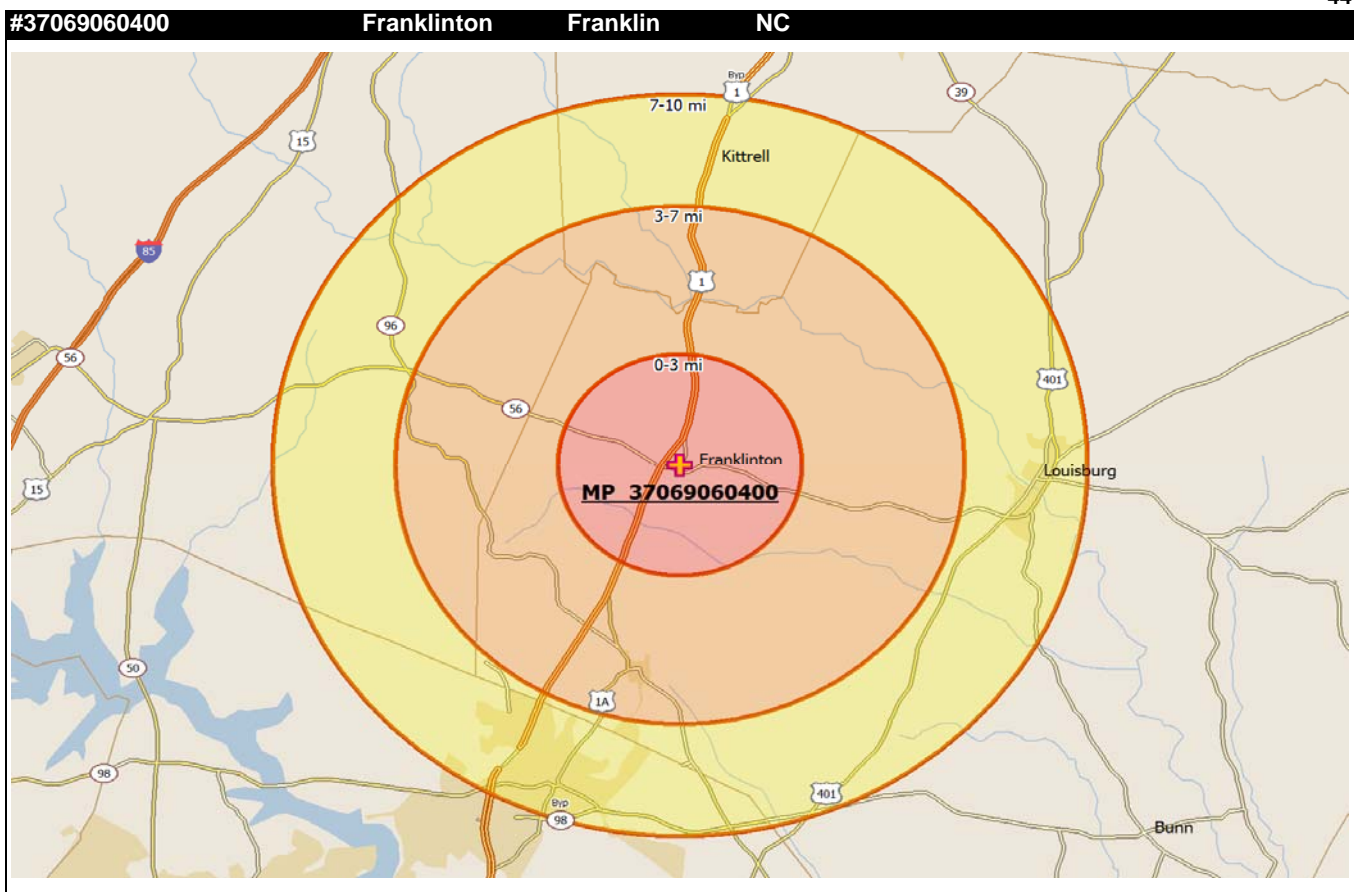
42 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085071400	Total Households in 0-3 mi Band	3304
CT Centroid Latitude	35.26185	Active Evangelical HHLDS	467
CT Centroid Longitude	-79.08932	Active Evangelical PERCENT	14.14%
City Location:	Cameron	Unreached HHLDS	2055
County Location:	Harnett	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	527
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	359
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1169
Population Pattern:	#50000-50000-50000	NOT Evangelical NOT Interested PERCENT	35%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.05%	Low Education County	FALSE
Mainstay Community	9.33%	Low Employment County	FALSE
Working Community	2.82%	Persistent Poverty County	FALSE
Country Community	57.15%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	24.66%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	46.47	Racial Diversity Index	59.90
Ancestry Diversity Index	36.38	Diversity Composite Index	31.42
Foreign Born Diversity Index	27.92	Population Density Index	26.12

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

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43 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37069060400	Total Households in 0-3 mi Band	2339
CT Centroid Latitude	36.10423	Active Evangelical HHLDS	268
CT Centroid Longitude	-78.45664	Active Evangelical PERCENT	11.46%
City Location:	Franklinton	Unreached HHLDS	1681
County Location:	Franklin	Unreached Percent	72%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	645
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	141
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	919
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

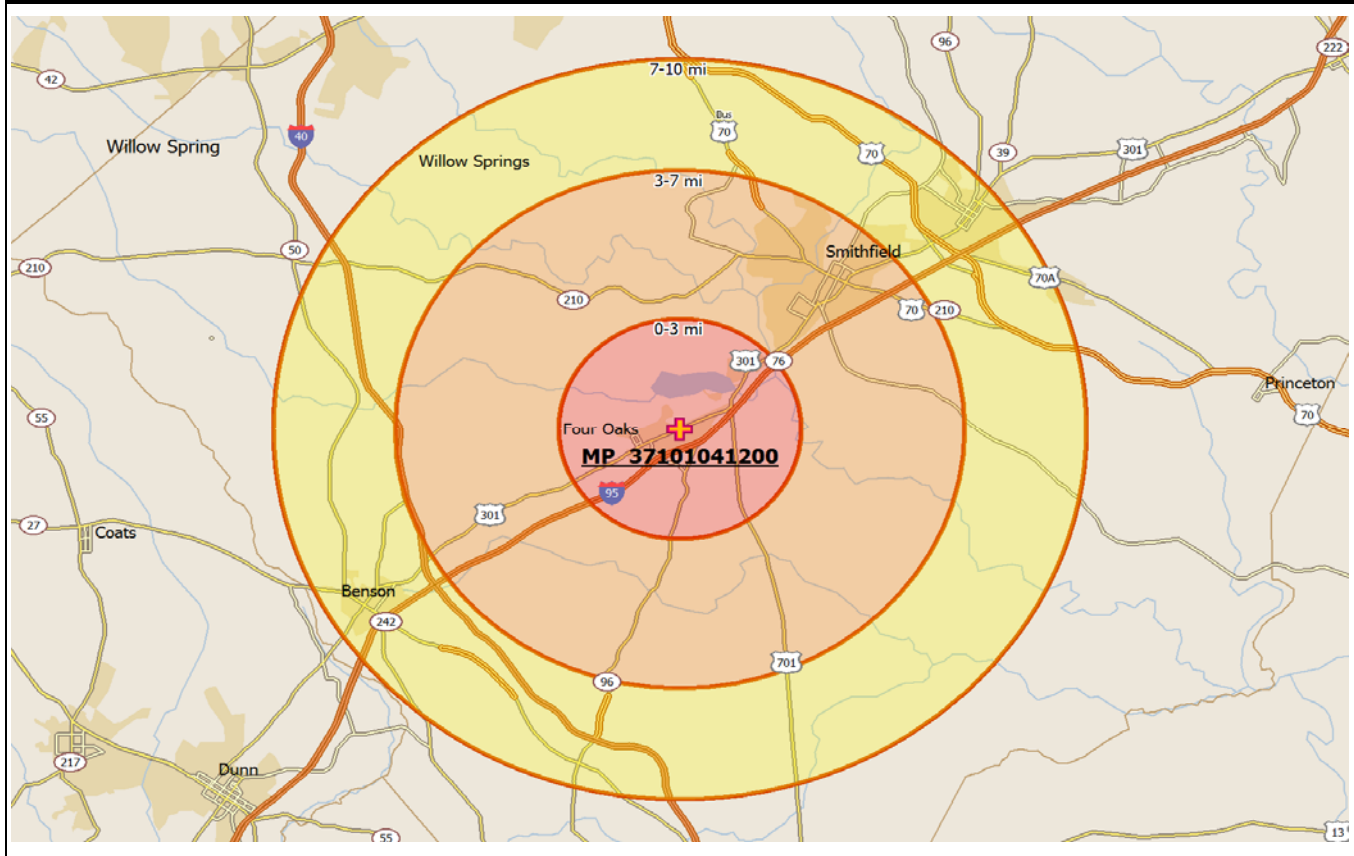
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.17%	Low Education County	FALSE
Mainstay Community	11.24%	Low Employment County	FALSE
Working Community	14.23%	Persistent Poverty County	FALSE
Country Community	53.21%	Population Loss County	FALSE
Aspiring Community	2.45%	Nonmetro Recreation County	FALSE
Urban Community	16.71%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	40.00	Racial Diversity Index	80.56
Ancestry Diversity Index	16.79	Diversity Composite Index	22.96
Foreign Born Diversity Index	4.66	Population Density Index	19.10

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

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#37101041200 Four Oaks Johnston NC



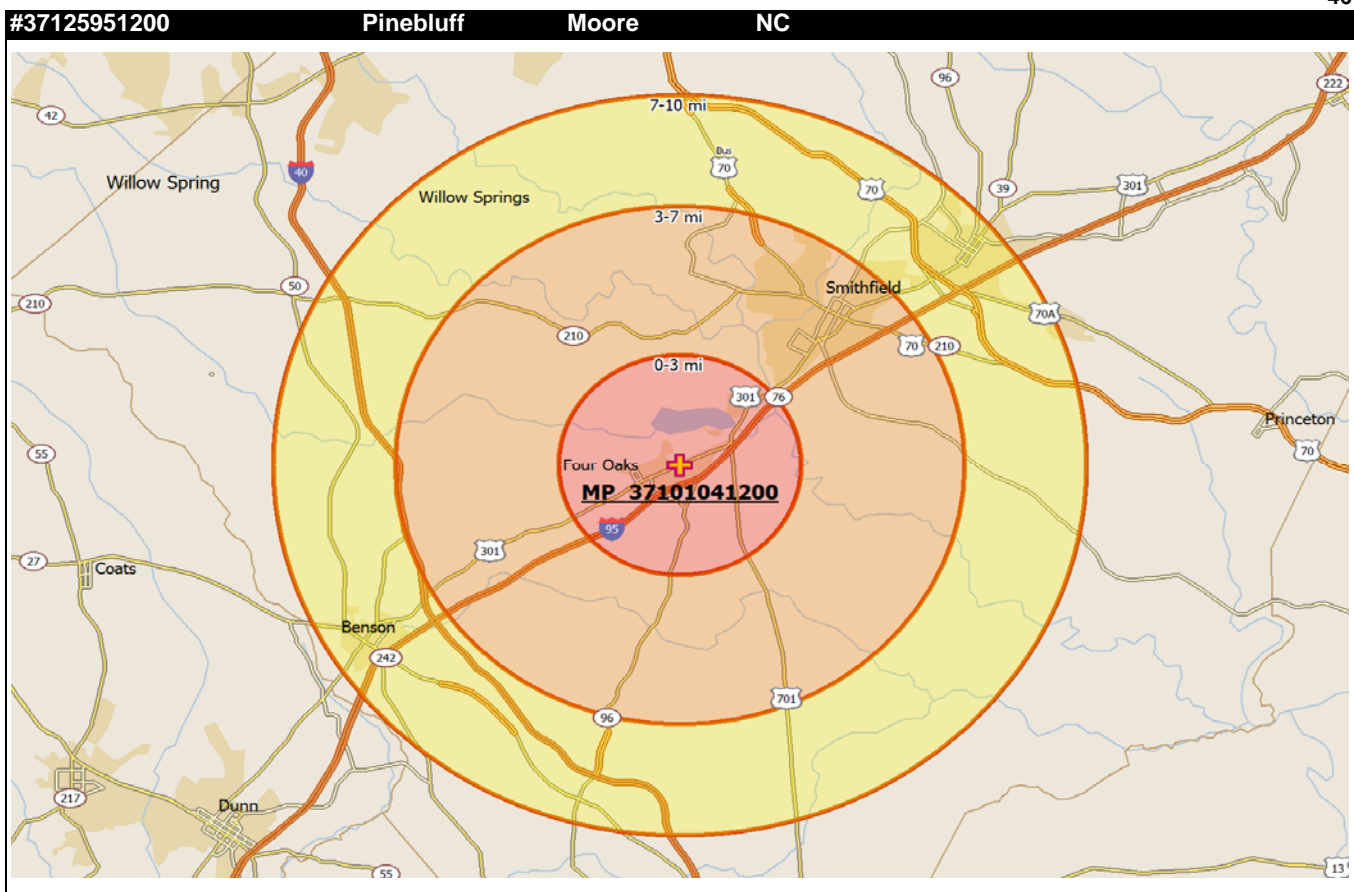
44 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37101041200	Total Households in 0-3 mi Band	2111
CT Centroid Latitude	35.45091	Active Evangelical HHLDS	313
CT Centroid Longitude	-78.41152	Active Evangelical PERCENT	14.82%
City Location:	Four Oaks	Unreached HHLDS	1397
County Location:	Johnston	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	290
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	251
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	861
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	12.12%	Low Education County	FALSE
Mainstay Community	10.21%	Low Employment County	FALSE
Working Community	29.94%	Persistent Poverty County	FALSE
Country Community	42.39%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.34%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	58.71	Racial Diversity Index	55.40
Ancestry Diversity Index	25.11	Diversity Composite Index	19.73
Foreign Born Diversity Index	3.05	Population Density Index	15.70

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

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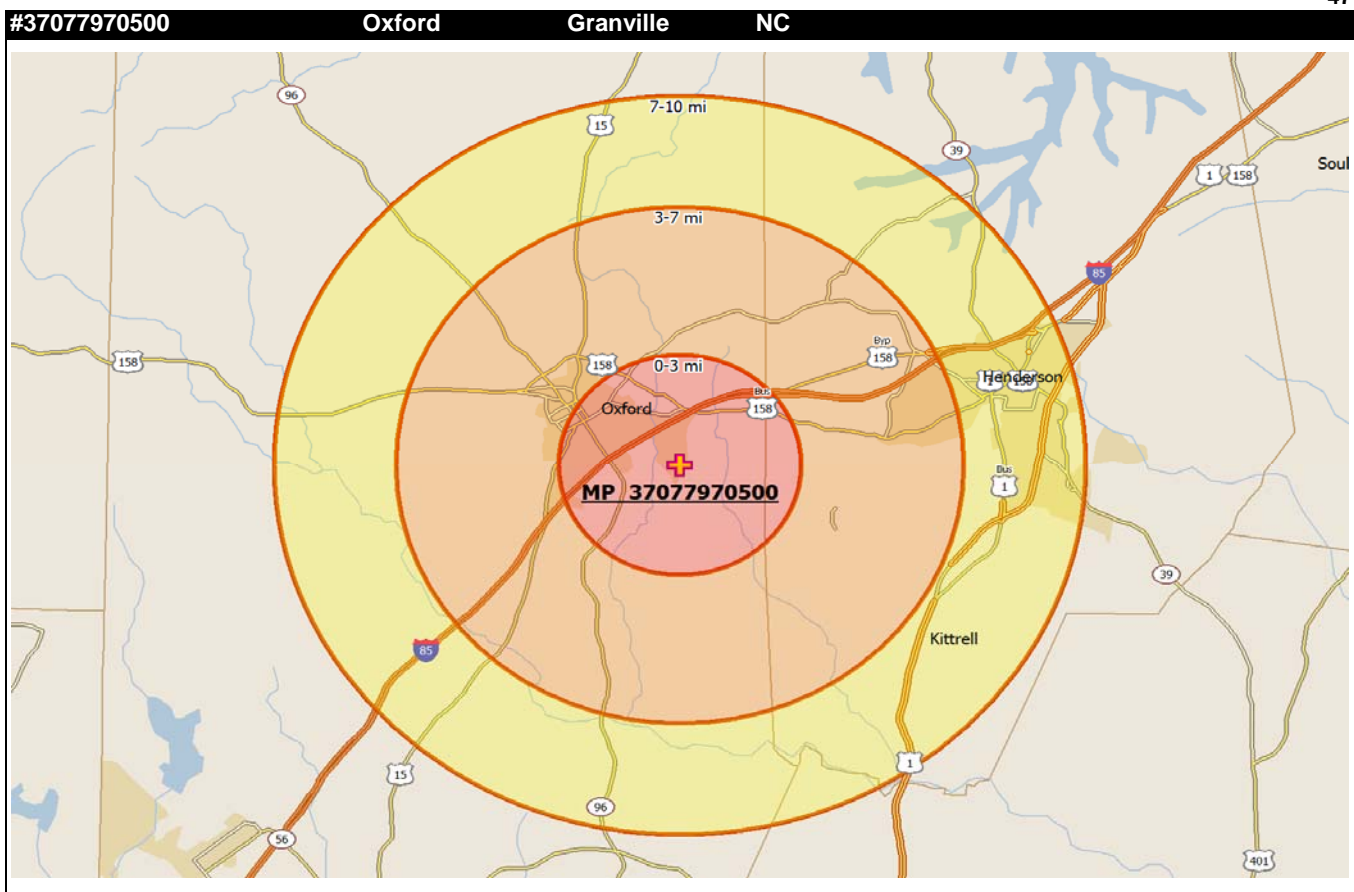
45 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37125951200	Total Households in 0-3 mi Band	2301
CT Centroid Latitude	35.11243	Active Evangelical HHLDS	215
CT Centroid Longitude	-79.46888	Active Evangelical PERCENT	9.35%
City Location:	Pinebluff	Unreached HHLDS	1533
County Location:	Moore	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	431
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	228
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	880
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	38%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.49%	Low Education County	FALSE
Mainstay Community	4.14%	Low Employment County	FALSE
Working Community	4.58%	Persistent Poverty County	FALSE
Country Community	40.24%	Population Loss County	FALSE
Aspiring Community	0.72%	Nonmetro Recreation County	TRUE
Urban Community	46.83%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	36.75	Racial Diversity Index	61.19
Ancestry Diversity Index	47.84	Diversity Composite Index	38.93
Foreign Born Diversity Index	28.79	Population Density Index	17.85

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

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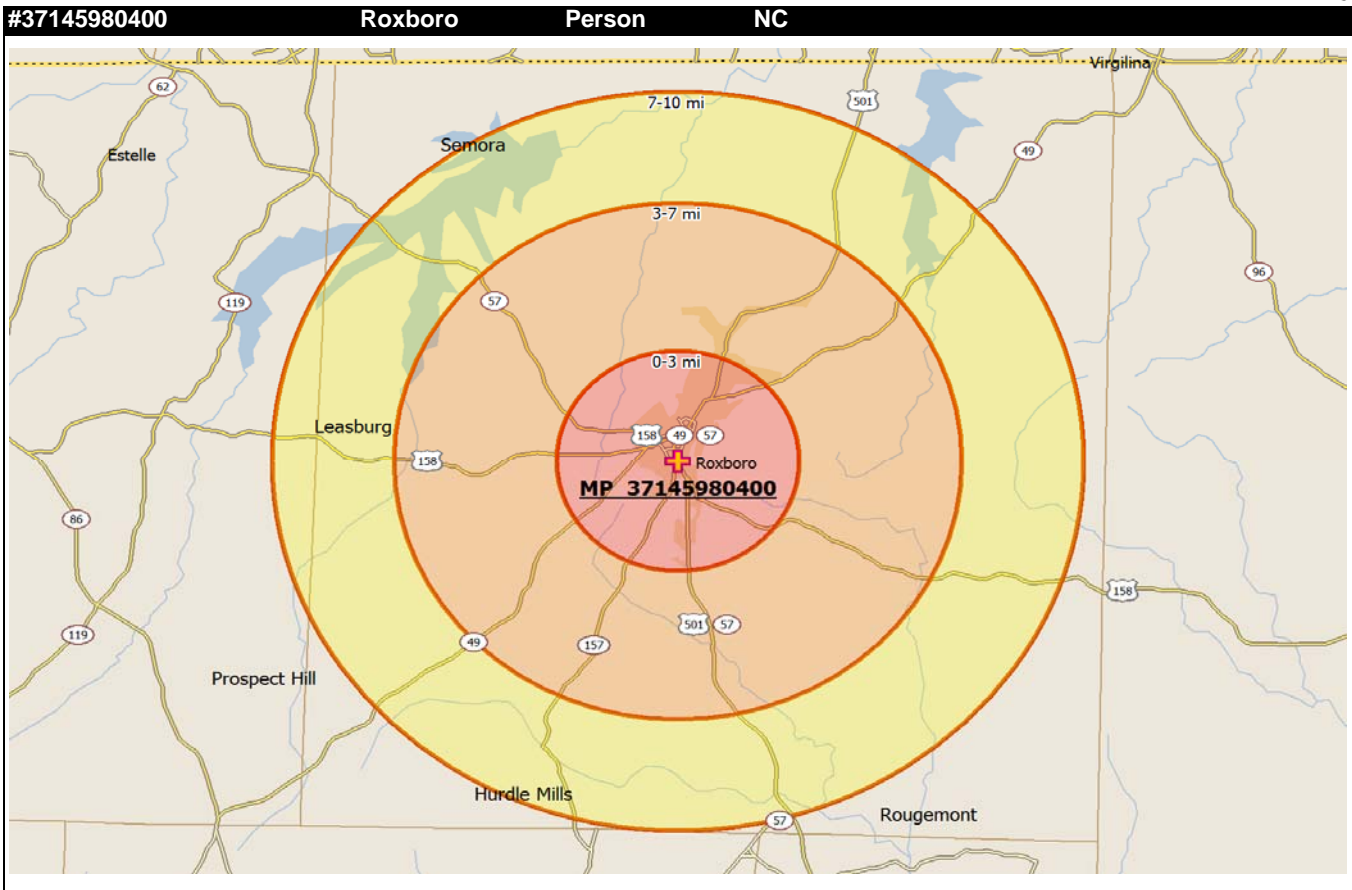


46 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37077970500	Total Households in 0-3 mi Band	3088
CT Centroid Latitude	36.29316	Active Evangelical HHLDS	420
CT Centroid Longitude	-78.54831	Active Evangelical PERCENT	13.60%
City Location:	Oxford	Unreached HHLDS	2193
County Location:	Granville	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	860
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	152
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1239
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.40%	Low Education County	FALSE
Mainstay Community	5.49%	Low Employment County	FALSE
Working Community	12.51%	Persistent Poverty County	FALSE
Country Community	26.08%	Population Loss County	FALSE
Aspiring Community	8.50%	Nonmetro Recreation County	FALSE
Urban Community	42.02%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	40.30	Racial Diversity Index	68.00
Ancestry Diversity Index	12.03	Diversity Composite Index	13.41
Foreign Born Diversity Index	6.57	Population Density Index	17.29

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



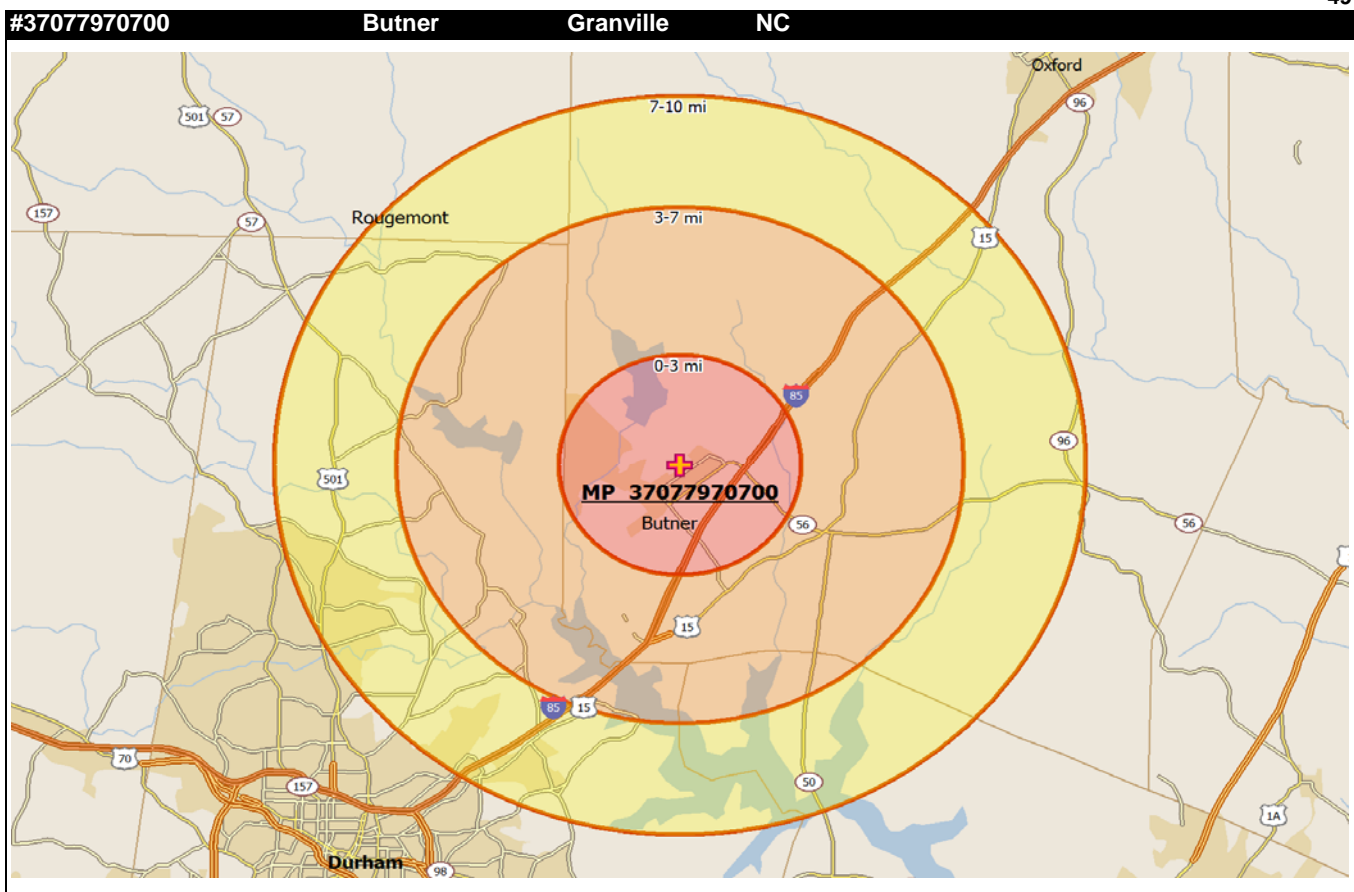
47 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37145980400	Total Households in 0-3 mi Band	4956
CT Centroid Latitude	36.38503	Active Evangelical HHLDS	722
CT Centroid Longitude	-78.98691	Active Evangelical PERCENT	14.56%
City Location:	Roxboro	Unreached HHLDS	3414
County Location:	Person	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1108
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	371
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	1997
Population Pattern:	#50000-10000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.25%	Low Education County	FALSE
Mainstay Community	6.84%	Low Employment County	FALSE
Working Community	25.03%	Persistent Poverty County	FALSE
Country Community	28.96%	Population Loss County	FALSE
Aspiring Community	5.21%	Nonmetro Recreation County	FALSE
Urban Community	29.71%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	19.78	Racial Diversity Index	67.48
Ancestry Diversity Index	19.61	Diversity Composite Index	16.44
Foreign Born Diversity Index	24.31	Population Density Index	25.65

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

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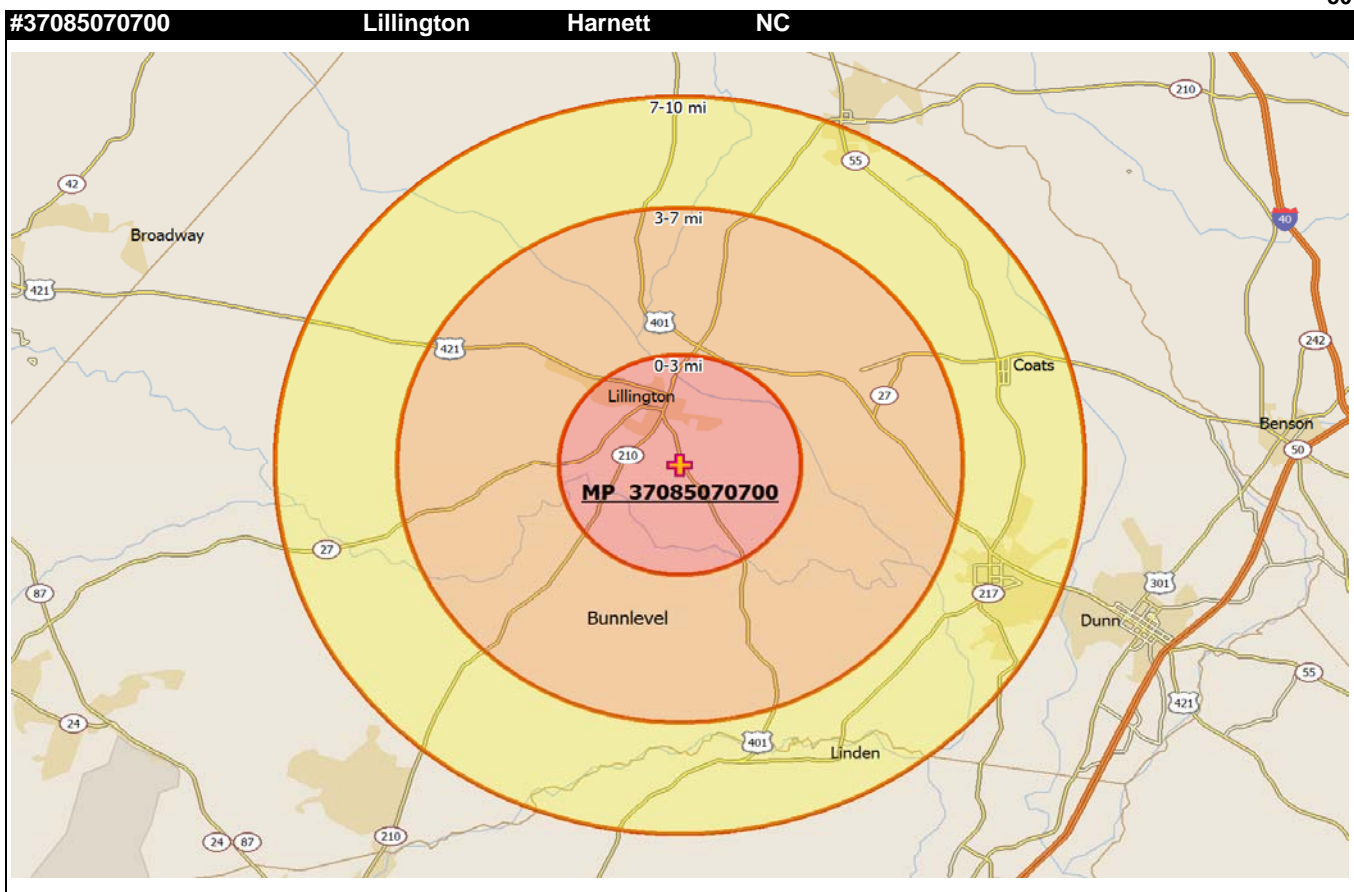
48 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37077970700	Total Households in 0-3 mi Band	2695
CT Centroid Latitude	36.14909	Active Evangelical HHLDS	423
CT Centroid Longitude	-78.75267	Active Evangelical PERCENT	15.71%
City Location:	Butner	Unreached HHLDS	1791
County Location:	Granville	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	534
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	258
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1000
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	8.64%	Low Education County	FALSE
Mainstay Community	5.40%	Low Employment County	FALSE
Working Community	31.59%	Persistent Poverty County	FALSE
Country Community	30.42%	Population Loss County	FALSE
Aspiring Community	17.28%	Nonmetro Recreation County	FALSE
Urban Community	6.67%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	54.45	Racial Diversity Index	83.10
Ancestry Diversity Index	19.66	Diversity Composite Index	45.08
Foreign Born Diversity Index	41.89	Population Density Index	20.16

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

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49 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085070700	Total Households in 0-3 mi Band	1861
CT Centroid Latitude	35.37096	Active Evangelical HHLDS	215
CT Centroid Longitude	-78.81133	Active Evangelical PERCENT	11.54%
City Location:	Lillington	Unreached HHLDS	1290
County Location:	Harnett	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	467
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	107
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	I1	NOT Evangelical NOT Interested HHLDS	733
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	39%

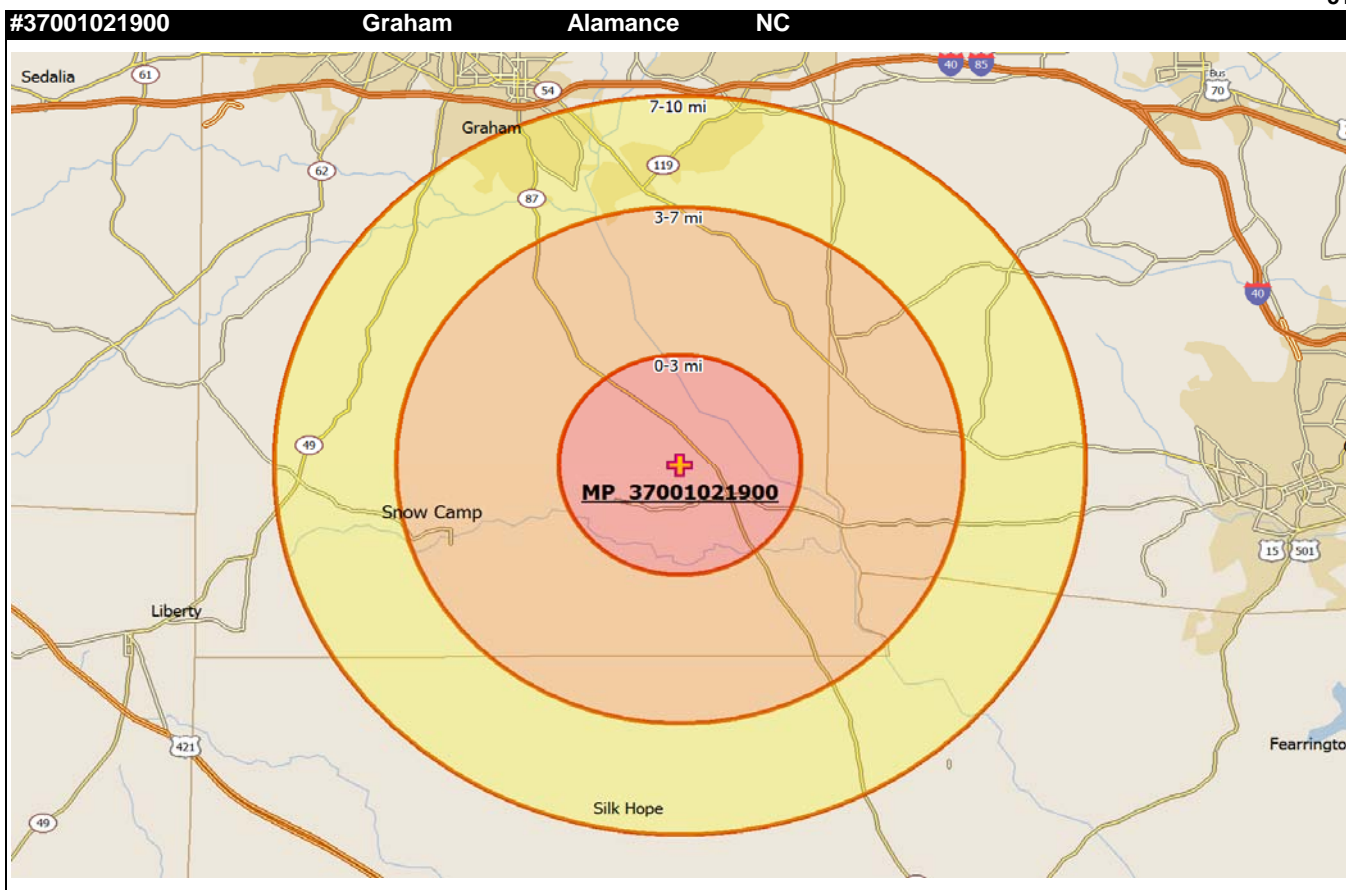
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	11.74%	Low Education County	FALSE
Mainstay Community	3.82%	Low Employment County	FALSE
Working Community	4.04%	Persistent Poverty County	FALSE
Country Community	40.25%	Population Loss County	FALSE
Aspiring Community	2.11%	Nonmetro Recreation County	FALSE
Urban Community	38.04%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.98	Racial Diversity Index	77.06
Ancestry Diversity Index	24.92	Diversity Composite Index	22.80
Foreign Born Diversity Index	20.10	Population Density Index	16.21

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

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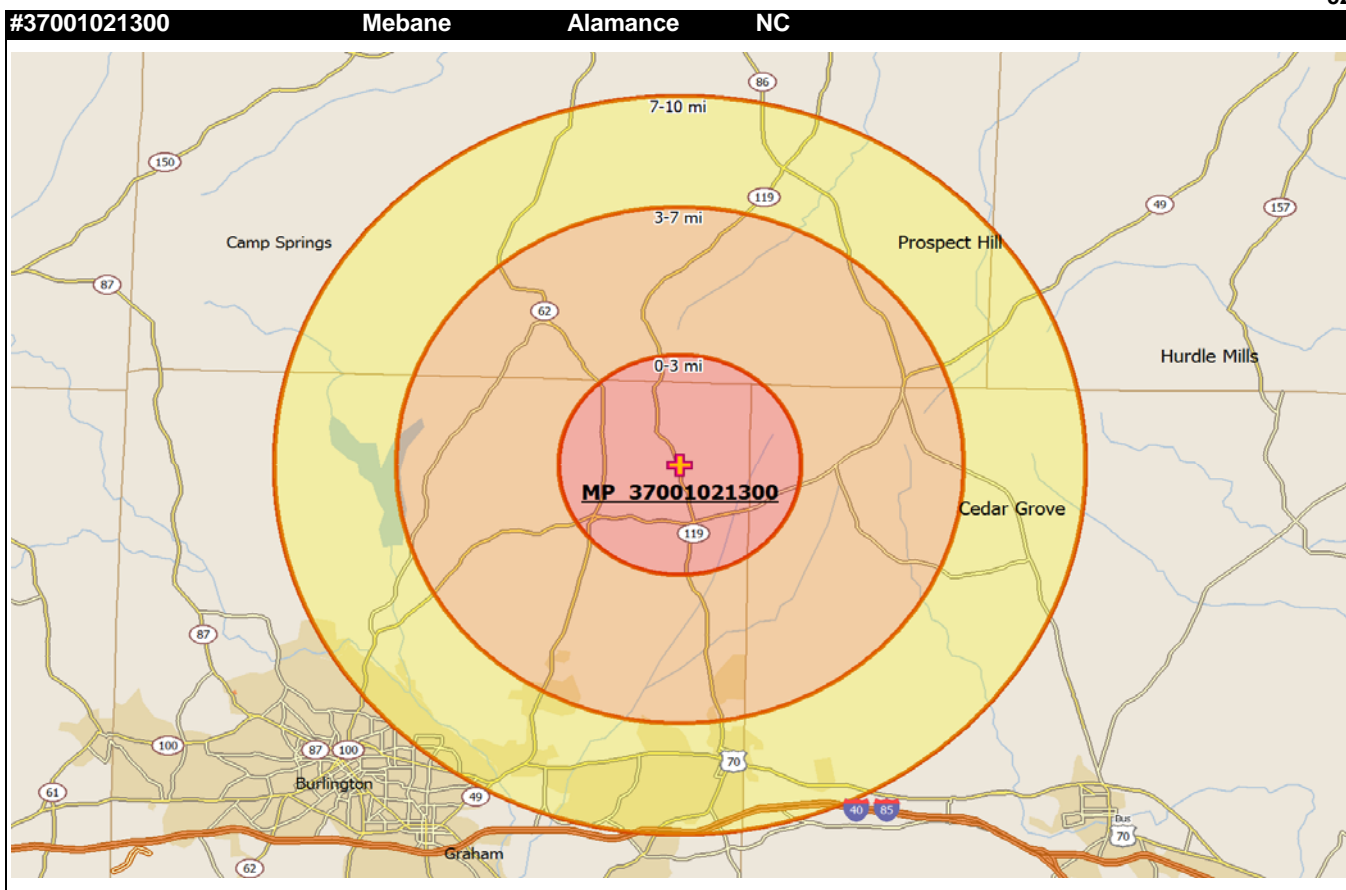
50 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37001021900	Total Households in 0-3 mi Band	1271
CT Centroid Latitude	35.91908	Active Evangelical HHLDS	148
CT Centroid Longitude	-79.3291	Active Evangelical PERCENT	11.65%
City Location:	Graham	Unreached HHLDS	842
County Location:	Alamance	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	178
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	144
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	A	NOT Evangelical NOT Interested HHLDS	520
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	3.29%	Low Education County	FALSE
Mainstay Community	5.25%	Low Employment County	FALSE
Working Community	5.64%	Persistent Poverty County	FALSE
Country Community	77.40%	Population Loss County	FALSE
Aspiring Community	0.78%	Nonmetro Recreation County	FALSE
Urban Community	7.65%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	18.11	Racial Diversity Index	38.82
Ancestry Diversity Index	56.92	Diversity Composite Index	18.48
Foreign Born Diversity Index	9.50	Population Density Index	12.70

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

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51 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37001021300	Total Households in 0-3 mi Band	1008
CT Centroid Latitude	36.21185	Active Evangelical HHLDS	94
CT Centroid Longitude	-79.28841	Active Evangelical PERCENT	9.28%
City Location:	Mebane	Unreached HHLDS	737
County Location:	Alamance	Unreached Percent	73%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	289
Sitescape Group code:	1.3	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	67
Sitescape Group:	Fringe Settlements	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	C	NOT Evangelical NOT Interested HHLDS	381
Population Pattern:	#2500-50000-100000	NOT Evangelical NOT Interested PERCENT	38%

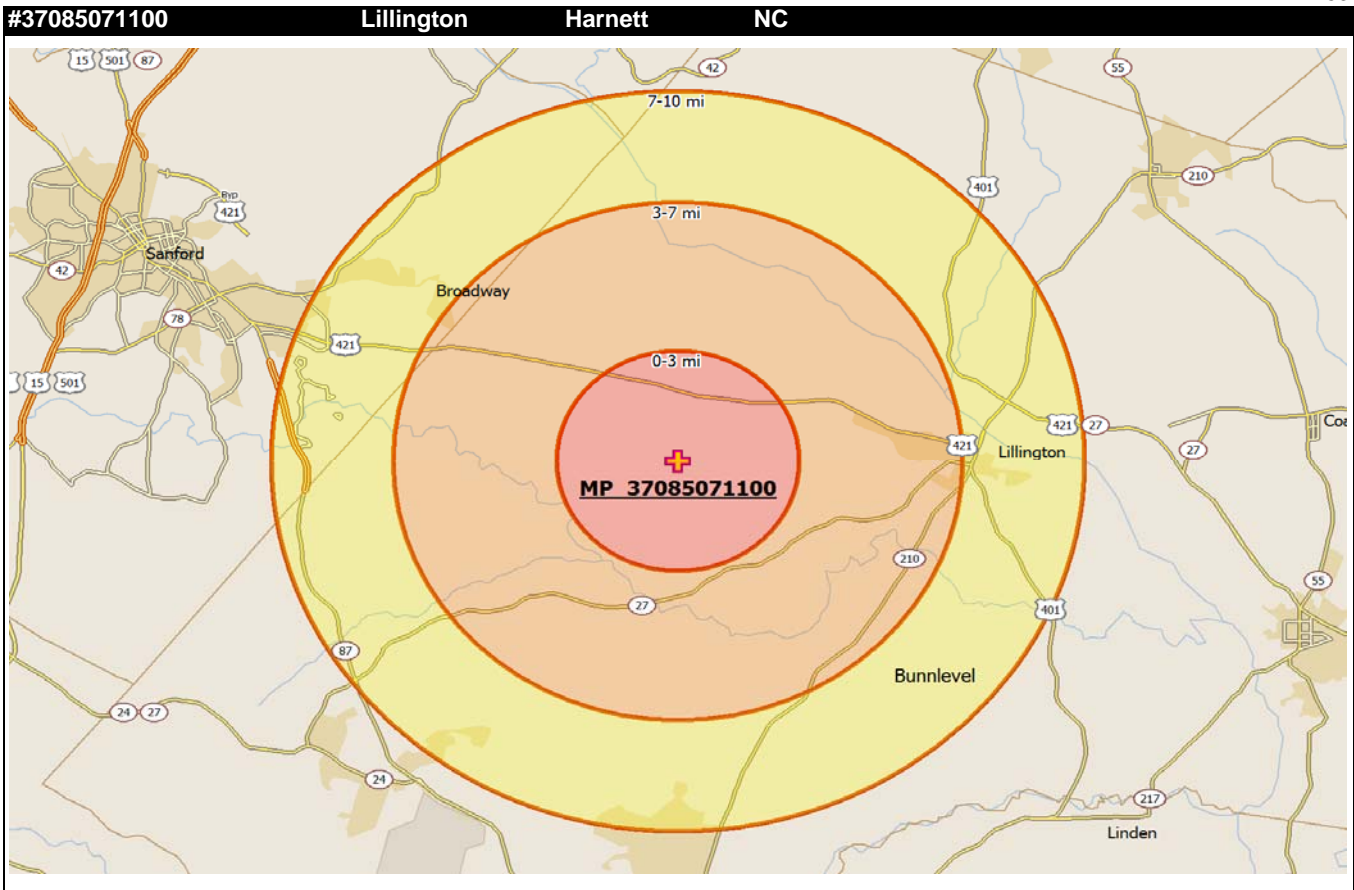
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	3.96%	Low Education County	FALSE
Mainstay Community	21.86%	Low Employment County	FALSE
Working Community	27.84%	Persistent Poverty County	FALSE
Country Community	39.36%	Population Loss County	FALSE
Aspiring Community	3.19%	Nonmetro Recreation County	FALSE
Urban Community	3.79%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	7.38	Racial Diversity Index	75.48
Ancestry Diversity Index	24.81	Diversity Composite Index	19.51
Foreign Born Diversity Index	14.81	Population Density Index	6.52

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

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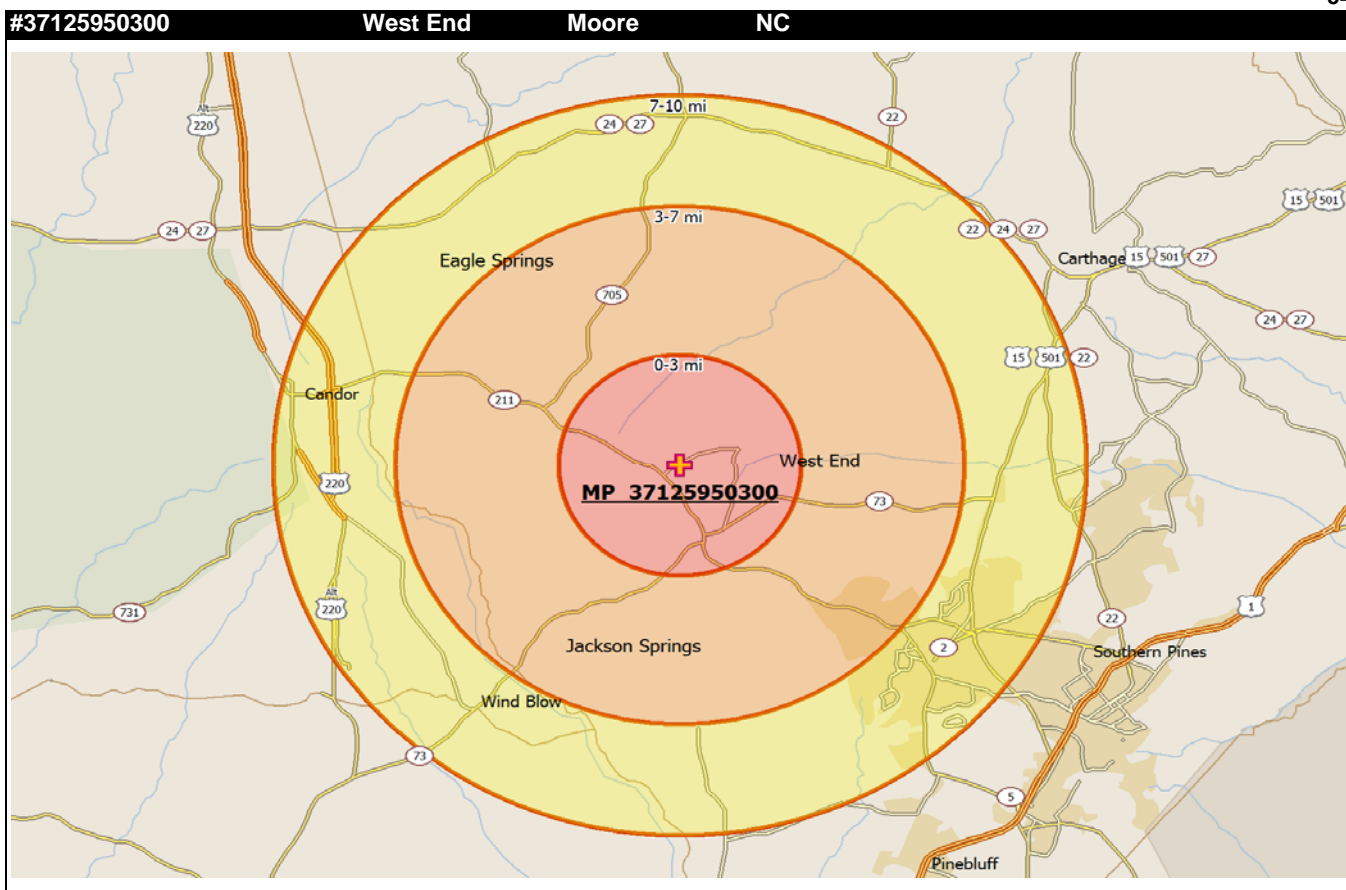
52 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37085071100	Total Households in 0-3 mi Band	1276
CT Centroid Latitude	35.39434	Active Evangelical HHLDS	181
CT Centroid Longitude	-78.94629	Active Evangelical PERCENT	14.18%
City Location:	Lillington	Unreached HHLDS	794
County Location:	Harnett	Unreached Percent	62%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	217
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	108
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	473
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	37%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.90%	Low Education County	FALSE
Mainstay Community	8.69%	Low Employment County	FALSE
Working Community	2.94%	Persistent Poverty County	FALSE
Country Community	76.40%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	10.08%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	34.51	Racial Diversity Index	53.96
Ancestry Diversity Index	26.21	Diversity Composite Index	18.68
Foreign Born Diversity Index	4.81	Population Density Index	18.43

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

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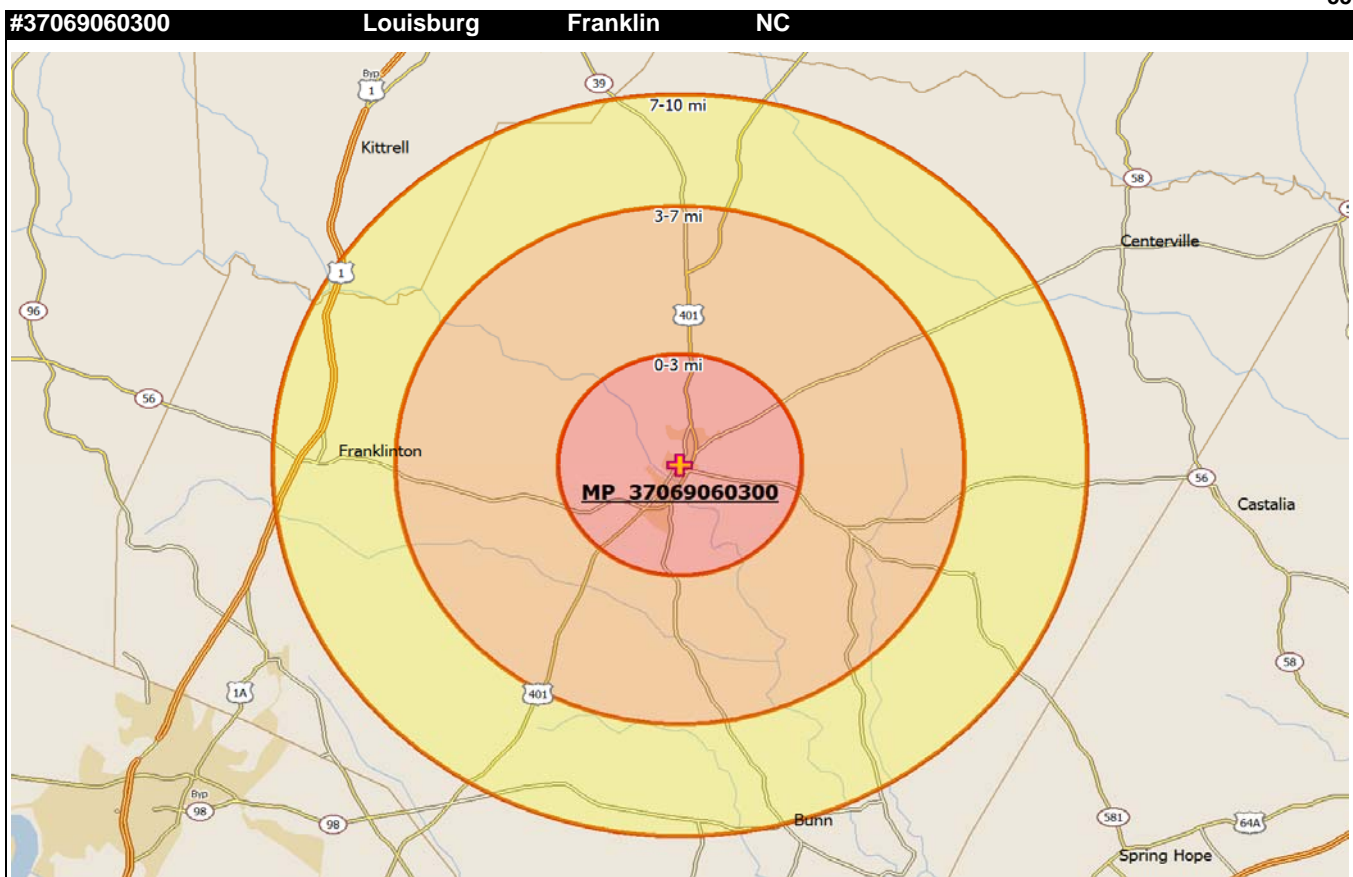
53 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37125950300	Total Households in 0-3 mi Band	2057
CT Centroid Latitude	35.26732	Active Evangelical HHLDS	167
CT Centroid Longitude	-79.57767	Active Evangelical PERCENT	8.12%
City Location:	West End	Unreached HHLDS	1468
County Location:	Moore	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	436
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	231
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	804
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	16.41%	Low Education County	FALSE
Mainstay Community	51.41%	Low Employment County	FALSE
Working Community	5.25%	Persistent Poverty County	FALSE
Country Community	15.78%	Population Loss County	FALSE
Aspiring Community	0.10%	Nonmetro Recreation County	TRUE
Urban Community	11.04%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	17.70	Racial Diversity Index	18.81
Ancestry Diversity Index	64.32	Diversity Composite Index	20.17
Foreign Born Diversity Index	19.66	Population Density Index	11.79

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

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54 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37069060300	Total Households in 0-3 mi Band	2362
CT Centroid Latitude	36.10091	Active Evangelical HHLDS	279
CT Centroid Longitude	-78.29863	Active Evangelical PERCENT	11.83%
City Location:	Louisburg	Unreached HHLDS	1675
County Location:	Franklin	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	660
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	112
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	934
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40%

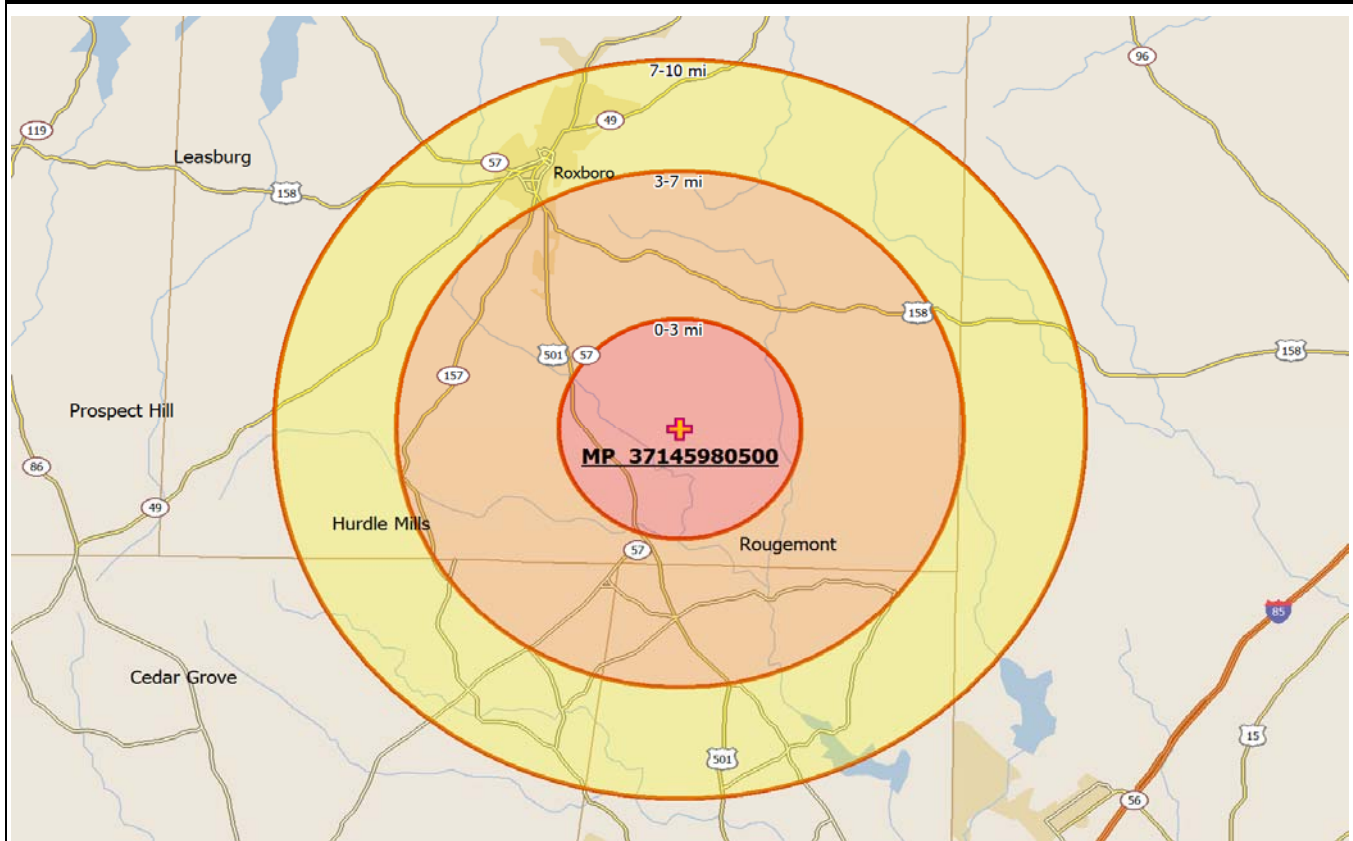
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.83%	Low Education County	FALSE
Mainstay Community	11.43%	Low Employment County	FALSE
Working Community	4.45%	Persistent Poverty County	FALSE
Country Community	42.24%	Population Loss County	FALSE
Aspiring Community	4.66%	Nonmetro Recreation County	FALSE
Urban Community	30.39%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	31.67	Racial Diversity Index	76.67
Ancestry Diversity Index	16.67	Diversity Composite Index	18.11
Foreign Born Diversity Index	10.15	Population Density Index	20.59

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

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#37145980500 Timberlake Person NC



55 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37145980500	Total Households in 0-3 mi Band	1409
CT Centroid Latitude	36.29199	Active Evangelical HHLDS	239
CT Centroid Longitude	-78.92376	Active Evangelical PERCENT	16.98%
City Location:	Timberlake	Unreached HHLDS	899
County Location:	Person	Unreached Percent	64%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	206
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	173
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	520
Population Pattern:	#10000-50000-50000	NOT Evangelical NOT Interested PERCENT	37%

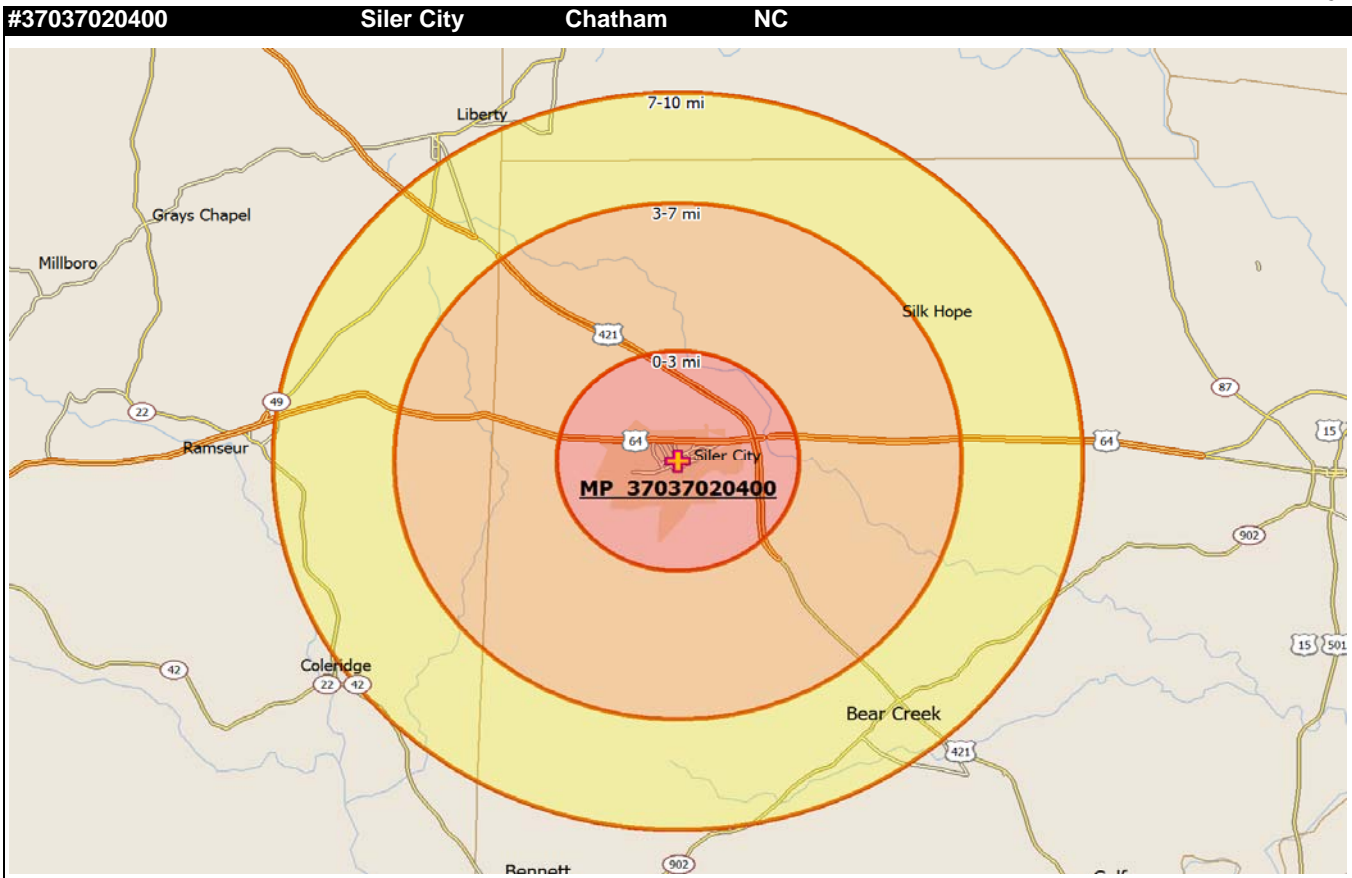
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.43%	Low Education County	FALSE
Mainstay Community	18.64%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	67.52%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.42%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	15.97	Racial Diversity Index	30.11
Ancestry Diversity Index	47.75	Diversity Composite Index	18.32
Foreign Born Diversity Index	15.94	Population Density Index	11.27

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

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56 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37037020400	Total Households in 0-3 mi Band	3788
CT Centroid Latitude	35.7252	Active Evangelical HHLDS	596
CT Centroid Longitude	-79.4651	Active Evangelical PERCENT	15.74%
City Location:	Siler City	Unreached HHLDS	2593
County Location:	Chatham	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	708
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	341
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	1567
Population Pattern:	#50000-10000-10000	NOT Evangelical NOT Interested PERCENT	41%

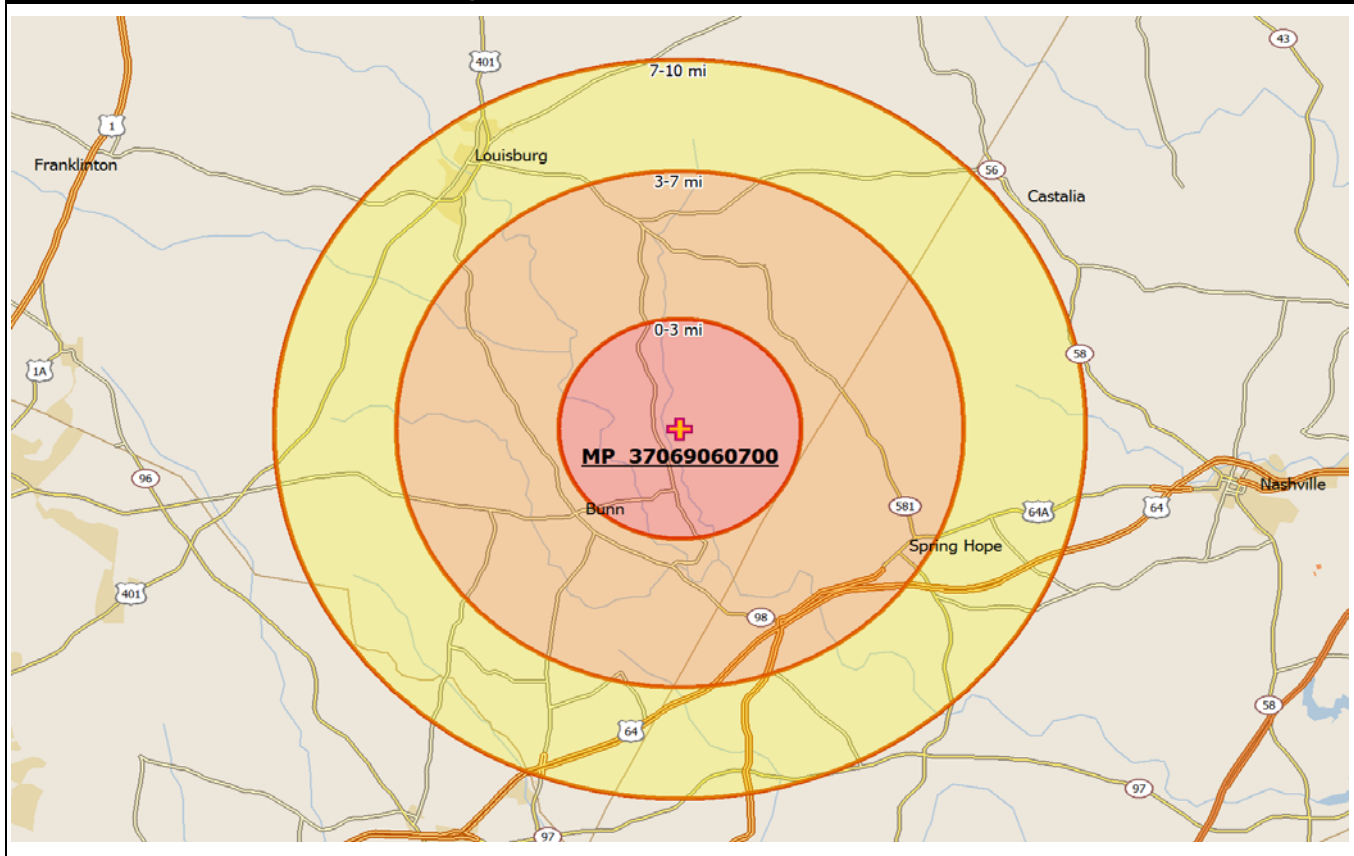
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.28%	Low Education County	FALSE
Mainstay Community	4.33%	Low Employment County	FALSE
Working Community	52.76%	Persistent Poverty County	FALSE
Country Community	16.16%	Population Loss County	FALSE
Aspiring Community	2.15%	Nonmetro Recreation County	FALSE
Urban Community	20.32%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	77.76	Racial Diversity Index	92.65
Ancestry Diversity Index	9.65	Diversity Composite Index	27.85
Foreign Born Diversity Index	1.68	Population Density Index	22.81

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

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#37069060700 Louisburg Franklin NC



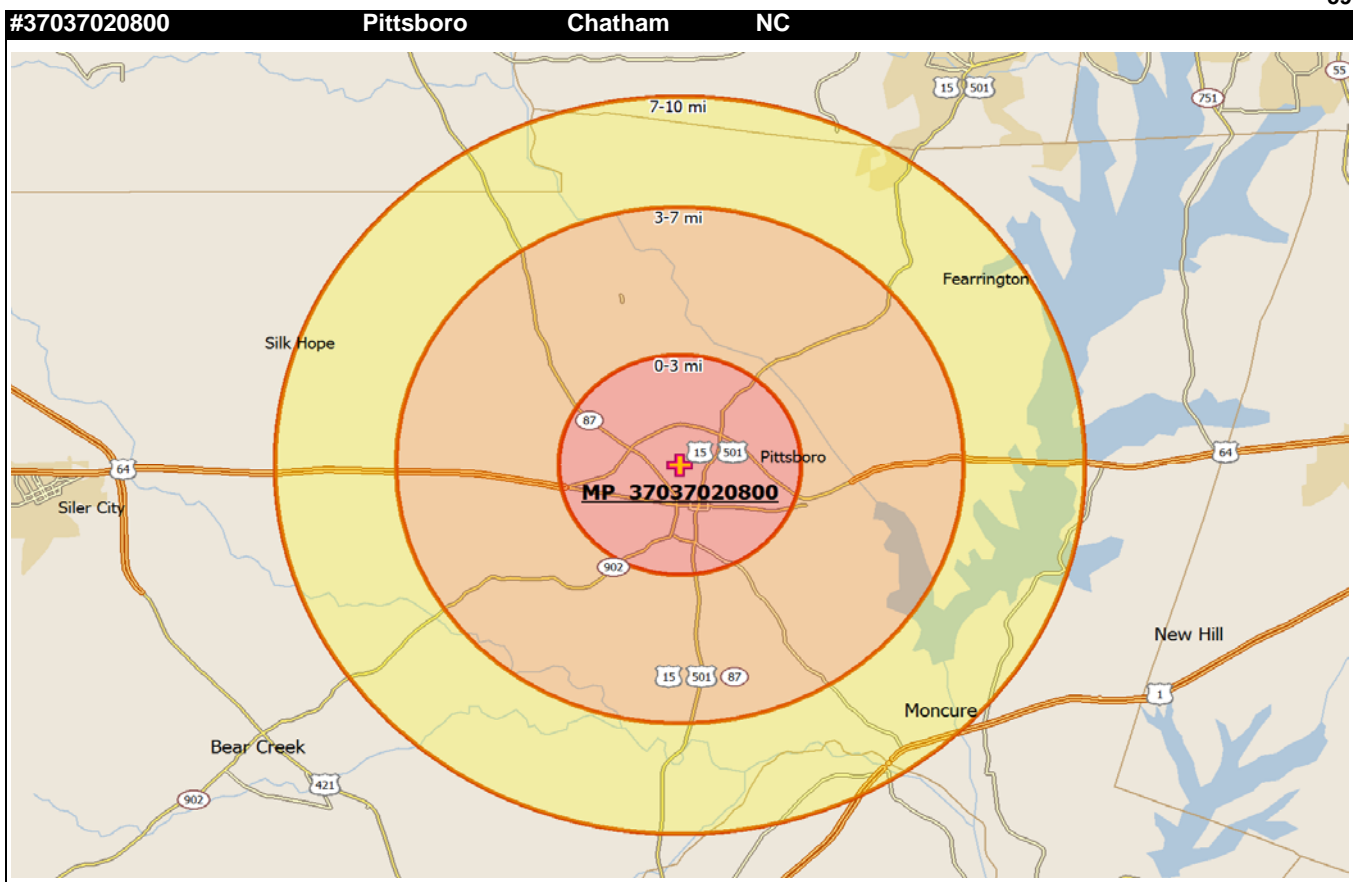
57 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37069060700	Total Households in 0-3 mi Band	1390
CT Centroid Latitude	35.99388	Active Evangelical HHLDS	192
CT Centroid Longitude	-78.20742	Active Evangelical PERCENT	13.81%
City Location:	Louisburg	Unreached HHLDS	918
County Location:	Franklin	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	266
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	177
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	475
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	34%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	4.56%	Low Education County	FALSE
Mainstay Community	59.07%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	30.95%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.41%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	21.52	Racial Diversity Index	57.34
Ancestry Diversity Index	32.50	Diversity Composite Index	14.36
Foreign Born Diversity Index	9.33	Population Density Index	12.72

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

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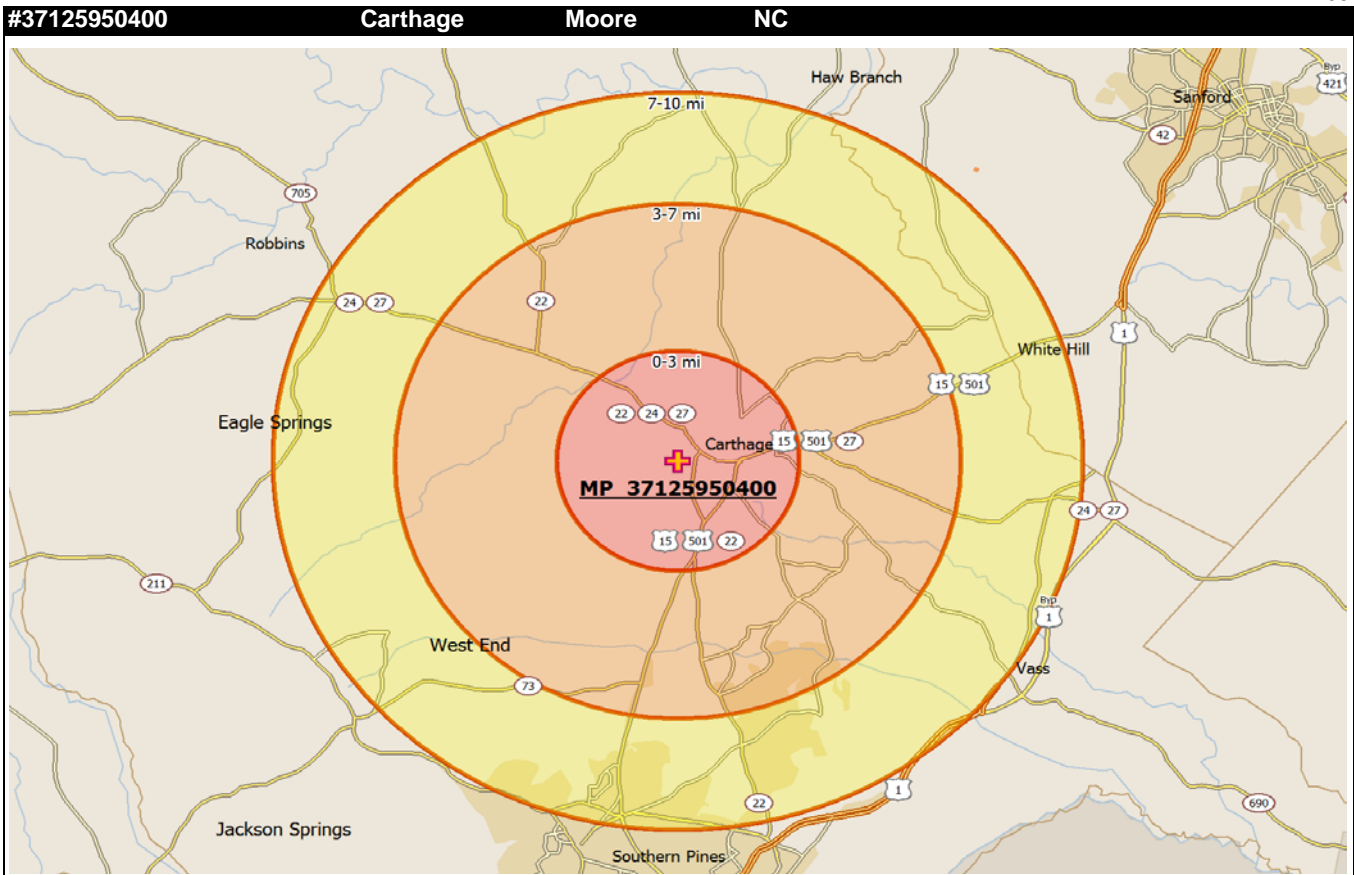
58 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37037020800	Total Households in 0-3 mi Band	1983
CT Centroid Latitude	35.73646	Active Evangelical HHLDS	300
CT Centroid Longitude	-79.18542	Active Evangelical PERCENT	15.12%
City Location:	Pittsboro	Unreached HHLDS	1384
County Location:	Chatham	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	414
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	195
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	775
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	2.35%	Low Education County	FALSE
Mainstay Community	5.76%	Low Employment County	FALSE
Working Community	6.85%	Persistent Poverty County	FALSE
Country Community	46.74%	Population Loss County	FALSE
Aspiring Community	1.28%	Nonmetro Recreation County	FALSE
Urban Community	37.02%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	22.99	Racial Diversity Index	53.49
Ancestry Diversity Index	60.44	Diversity Composite Index	29.66
Foreign Born Diversity Index	19.45	Population Density Index	19.25

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

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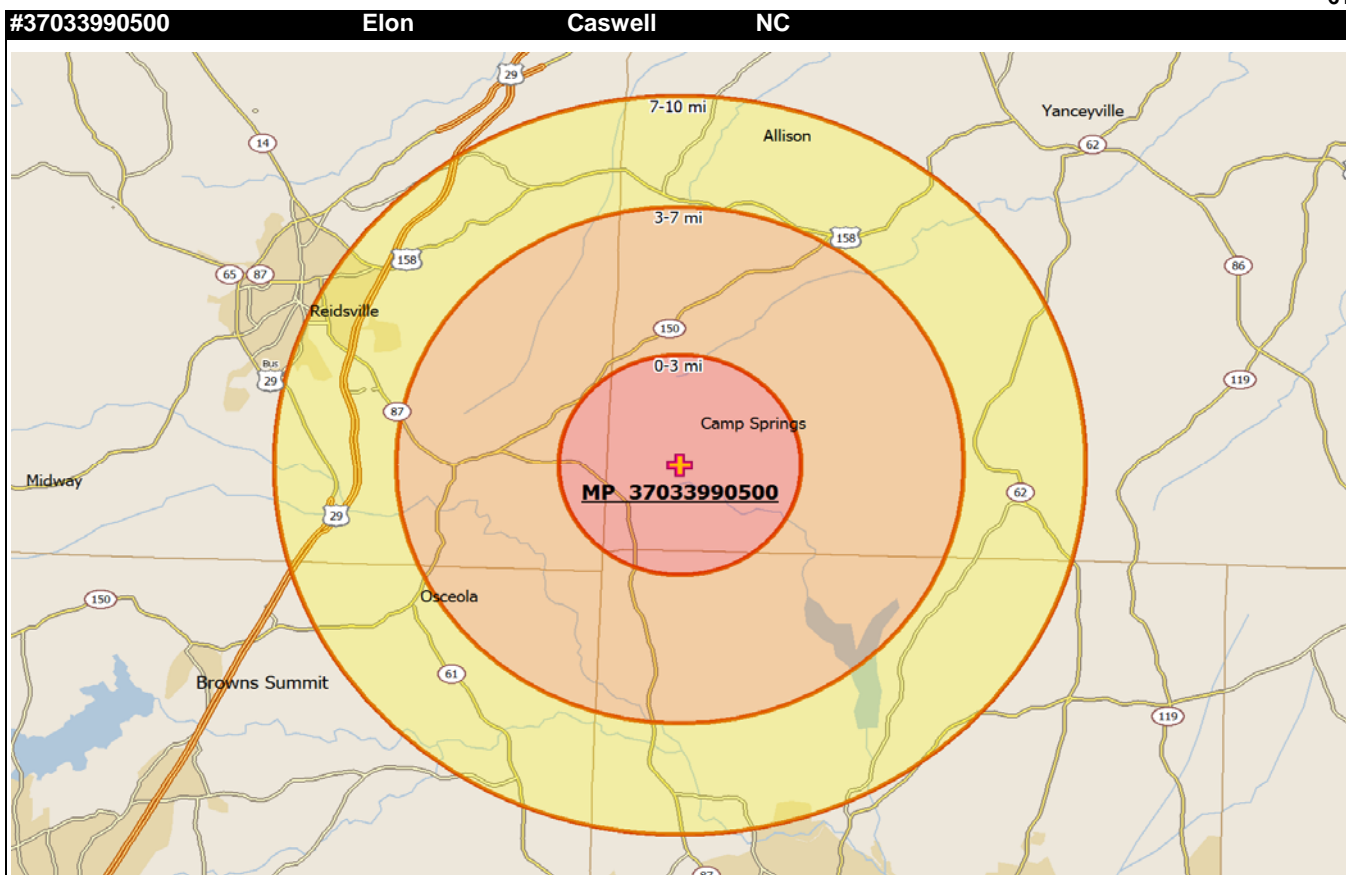
59 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37125950400	Total Households in 0-3 mi Band	1227
CT Centroid Latitude	35.34108	Active Evangelical HHLDS	118
CT Centroid Longitude	-79.42591	Active Evangelical PERCENT	9.58%
City Location:	Carthage	Unreached HHLDS	806
County Location:	Moore	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	207
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	124
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	478
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	5.87%	Low Education County	FALSE
Mainstay Community	3.57%	Low Employment County	FALSE
Working Community	6.17%	Persistent Poverty County	FALSE
Country Community	63.84%	Population Loss County	FALSE
Aspiring Community	2.53%	Nonmetro Recreation County	TRUE
Urban Community	18.02%	Retirement Destination County	TRUE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	11.89	Racial Diversity Index	45.83
Ancestry Diversity Index	69.76	Diversity Composite Index	22.80
Foreign Born Diversity Index	17.31	Population Density Index	14.35

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

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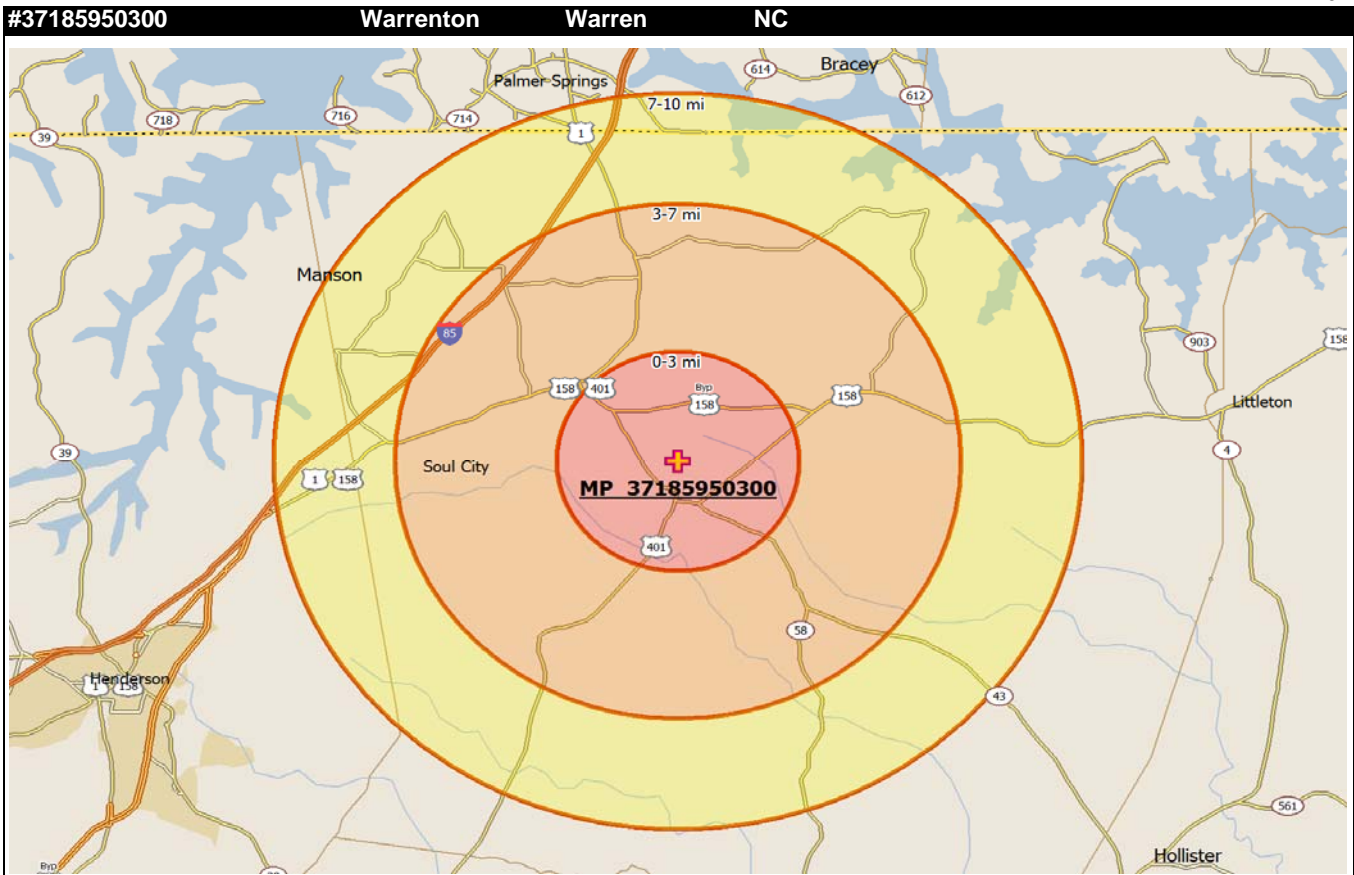
60 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37033990500	Total Households in 0-3 mi Band	1065
CT Centroid Latitude	36.28307	Active Evangelical HHLDS	126
CT Centroid Longitude	-79.49792	Active Evangelical PERCENT	11.80%
City Location:	Elon	Unreached HHLDS	699
County Location:	Caswell	Unreached Percent	66%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	158
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	120
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	421
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	0.74%	Low Education County	TRUE
Mainstay Community	1.38%	Low Employment County	FALSE
Working Community	0.00%	Persistent Poverty County	FALSE
Country Community	87.54%	Population Loss County	FALSE
Aspiring Community	1.36%	Nonmetro Recreation County	FALSE
Urban Community	8.97%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	10.85	Racial Diversity Index	59.41
Ancestry Diversity Index	15.49	Diversity Composite Index	9.33
Foreign Born Diversity Index	14.17	Population Density Index	11.99

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

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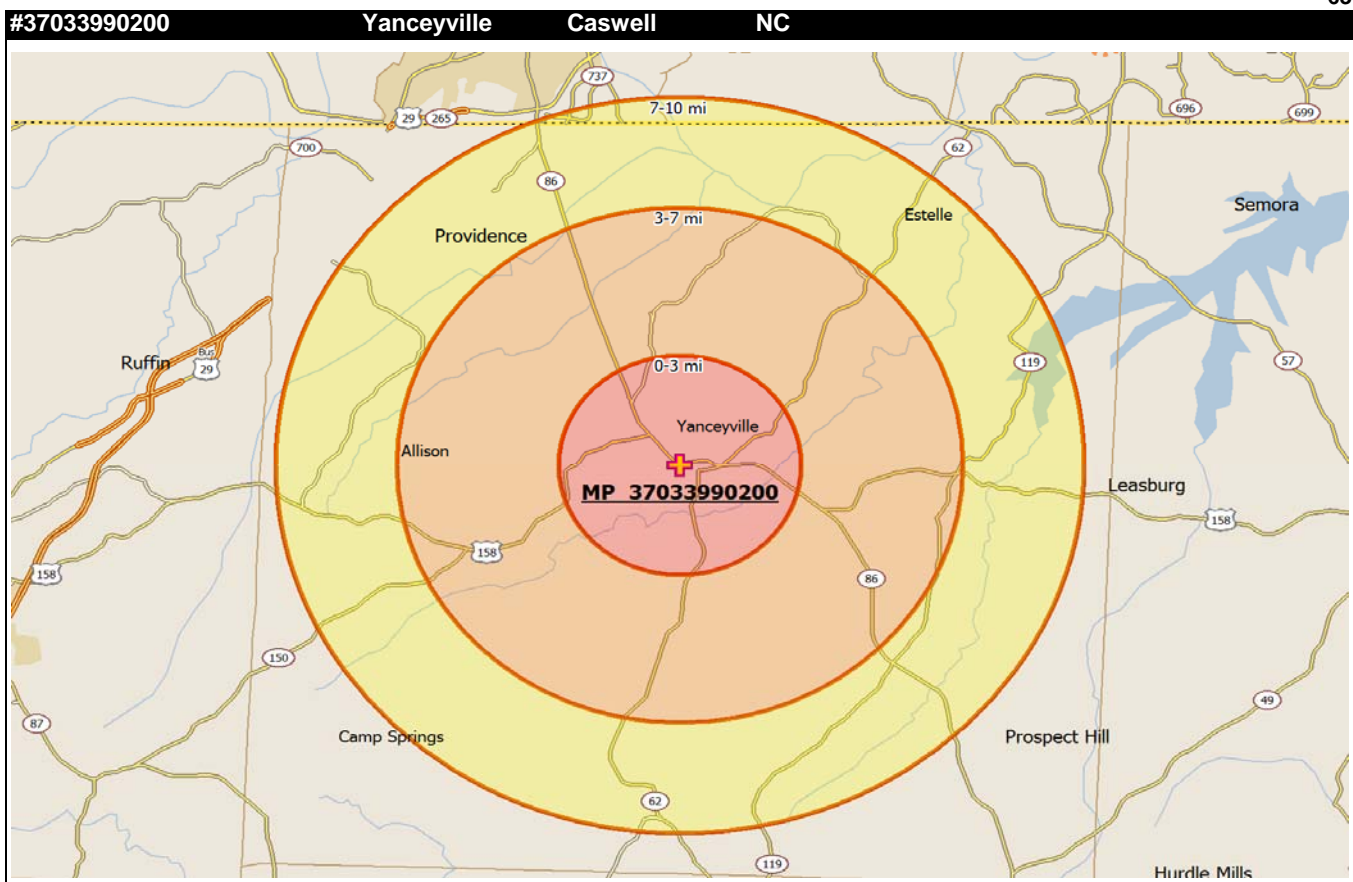
61 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37185950300	Total Households in 0-3 mi Band	1699
CT Centroid Latitude	36.41406	Active Evangelical HHLDS	239
CT Centroid Longitude	-78.15391	Active Evangelical PERCENT	14.04%
City Location:	Warrenton	Unreached HHLDS	1190
County Location:	Warren	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	489
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	46
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	3%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	712
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	0.86%	Low Education County	TRUE
Mainstay Community	3.23%	Low Employment County	TRUE
Working Community	0.24%	Persistent Poverty County	FALSE
Country Community	72.06%	Population Loss County	FALSE
Aspiring Community	4.39%	Nonmetro Recreation County	FALSE
Urban Community	19.22%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	16.65	Racial Diversity Index	56.24
Ancestry Diversity Index	5.56	Diversity Composite Index	9.60
Foreign Born Diversity Index	18.72	Population Density Index	12.03

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

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62 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37033990200	Total Households in 0-3 mi Band	950
CT Centroid Latitude	36.40658	Active Evangelical HHLDS	96
CT Centroid Longitude	-79.33724	Active Evangelical PERCENT	10.06%
City Location:	Yanceyville	Unreached HHLDS	673
County Location:	Caswell	Unreached Percent	71%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	268
Sitescape Group code:	2.1	Religious but NOT Evang PERCENT	28%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	43
Sitescape Group:	Small Towns	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	376
Population Pattern:	#10000-10000-50000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.92%	Low Education County	TRUE
Mainstay Community	6.43%	Low Employment County	FALSE
Working Community	22.34%	Persistent Poverty County	FALSE
Country Community	56.61%	Population Loss County	FALSE
Aspiring Community	4.92%	Nonmetro Recreation County	FALSE
Urban Community	6.77%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	29.34	Racial Diversity Index	68.18
Ancestry Diversity Index	11.20	Diversity Composite Index	18.06
Foreign Born Diversity Index	38.28	Population Density Index	14.61

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 of Decreasing Density patterns:

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

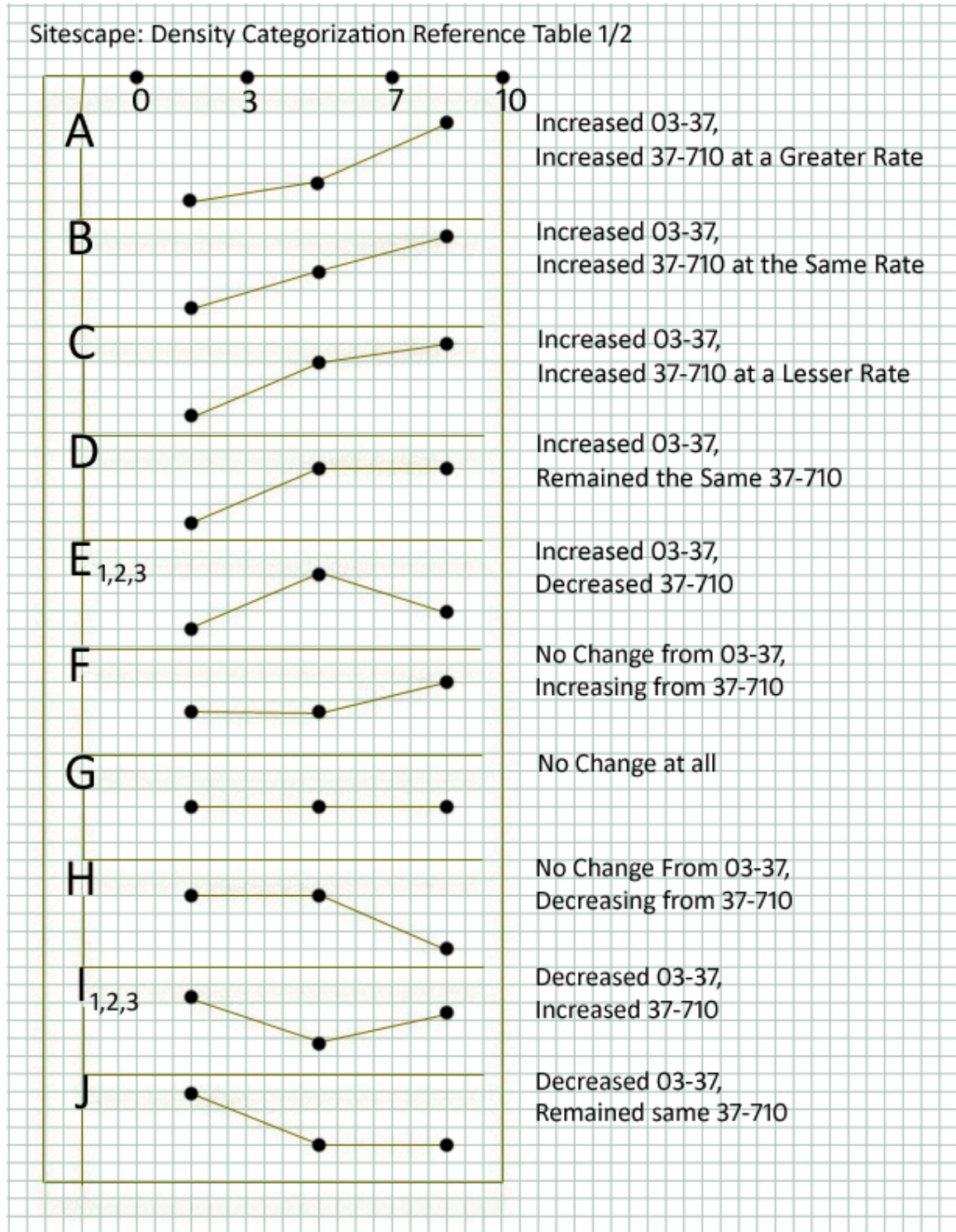
8. Population Pattern

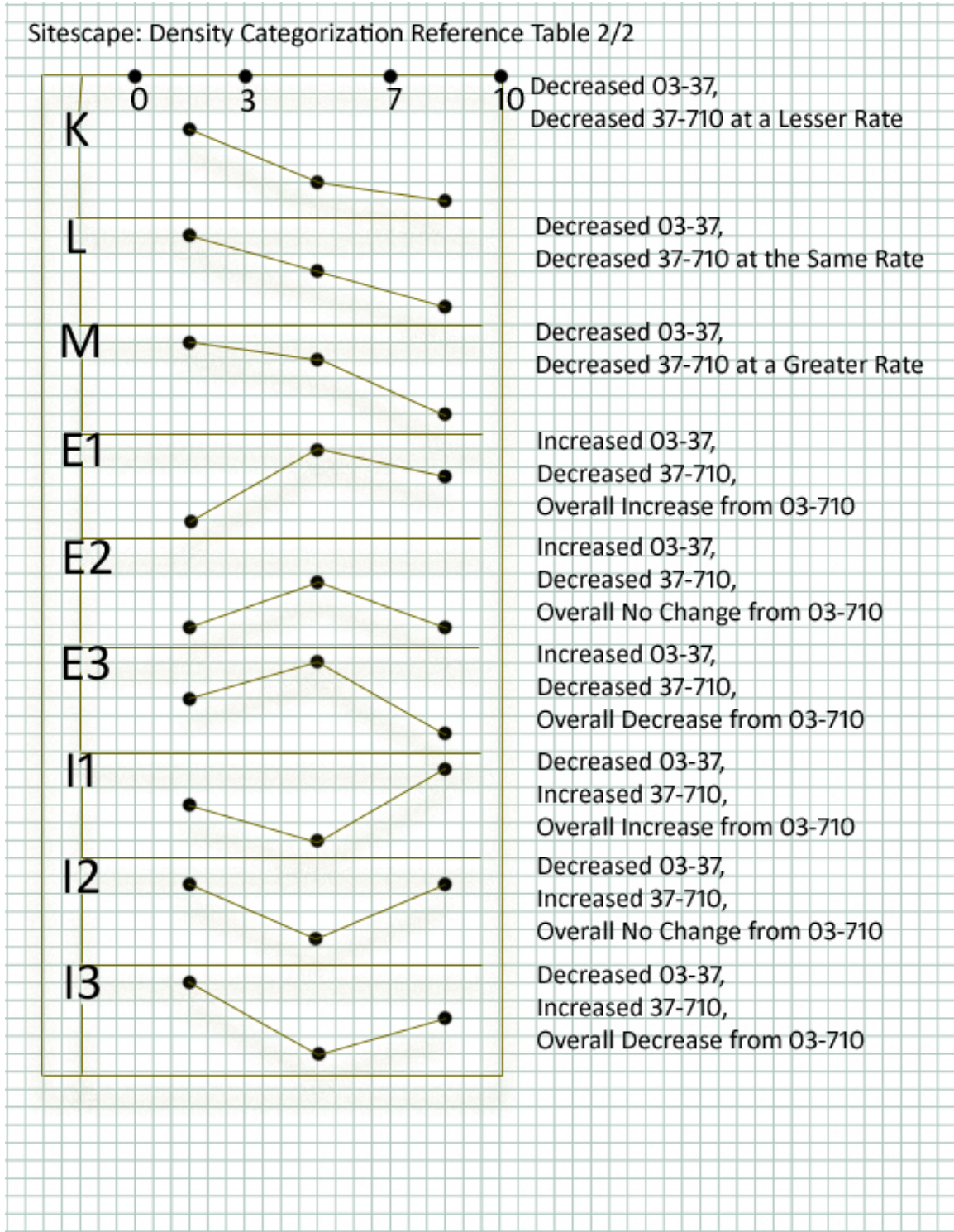
The population pattern refers to the number of households within the 0-3 mile band, the 3-7 mile band, and the 7-10 mile band. For example, in the Population Pattern #100000-250000-100000", the first number represents the 0-3 mile band; the second number represents the 3-7 mile band, and the third number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

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

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

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





9. Using Density and Population Patterns

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

Interpreting the Population Pattern in light of the Density Pattern

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

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

What Does This Mean in Practical Terms?

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

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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



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