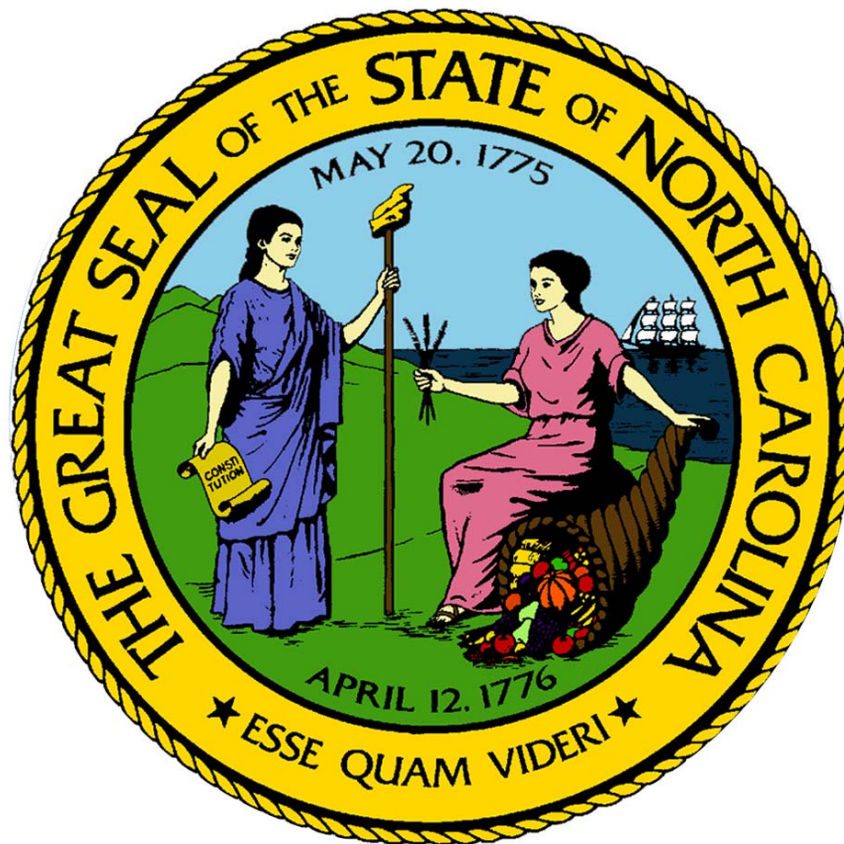


MISSION POINTS

Top Unreached Locations



Top 50 Mission Points in North Carolina



Understanding Your Mission Point Report

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

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

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

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

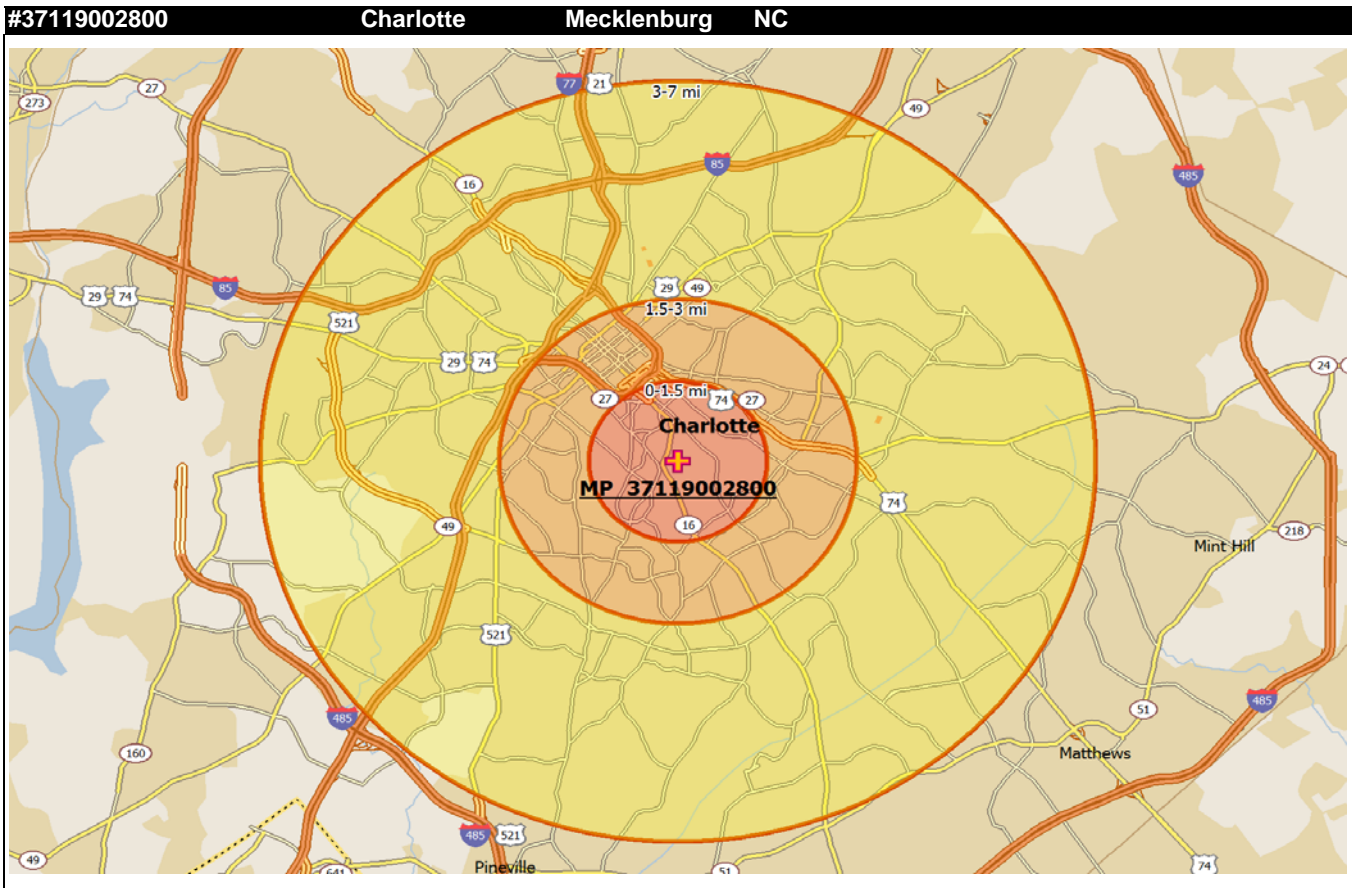
The community type and county type section provides an overview of the social environment of the location. Six types of communities are identified with the percentage given for the site location. These communities may provide the basis for developing missional learning clusters. Six types of counties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

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

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

God bless your missional endeavors!

Dr. Curt Watke



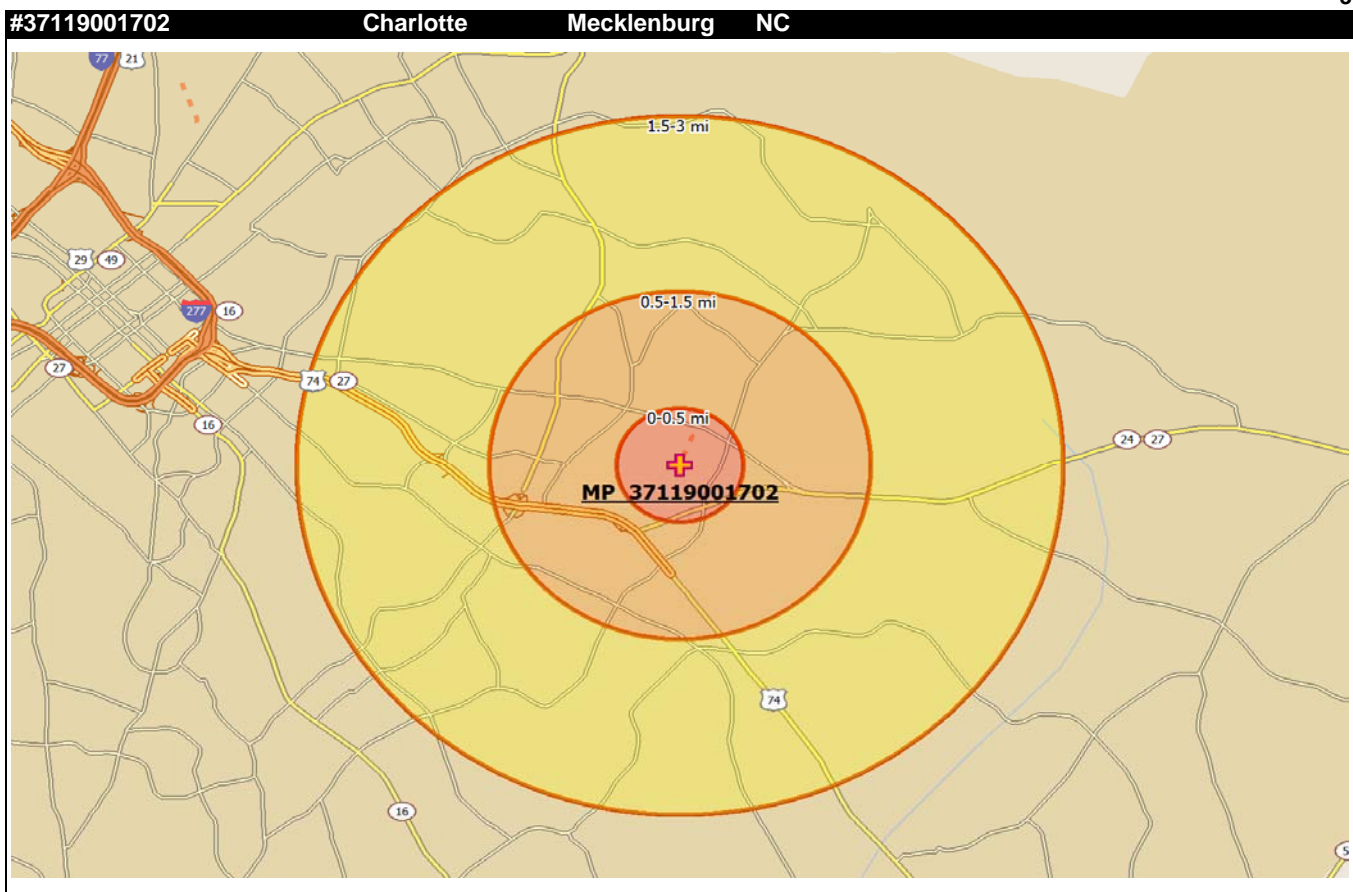
1 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119002800	Total Households in 0-3 mi Band	48672
CT Centroid Latitude	35.19753	Active Evangelical HHLDS	5625
CT Centroid Longitude	-80.82227	Active Evangelical PERCENT	11.56%
City Location:	Charlotte	Unreached HHLDS	35893
County Location:	Mecklenburg	Unreached Percent	74%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	10276
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	5251
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	20455
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	33.99%	Low Education County	FALSE
Mainstay Community	7.08%	Low Employment County	FALSE
Working Community	13.98%	Persistent Poverty County	FALSE
Country Community	10.86%	Population Loss County	FALSE
Aspiring Community	9.31%	Nonmetro Recreation County	FALSE
Urban Community	24.79%	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	53.58	Racial Diversity Index	65.07
Ancestry Diversity Index	62.87	Diversity Composite Index	64.50
Foreign Born Diversity Index	74.07	Population Density Index	69.25

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

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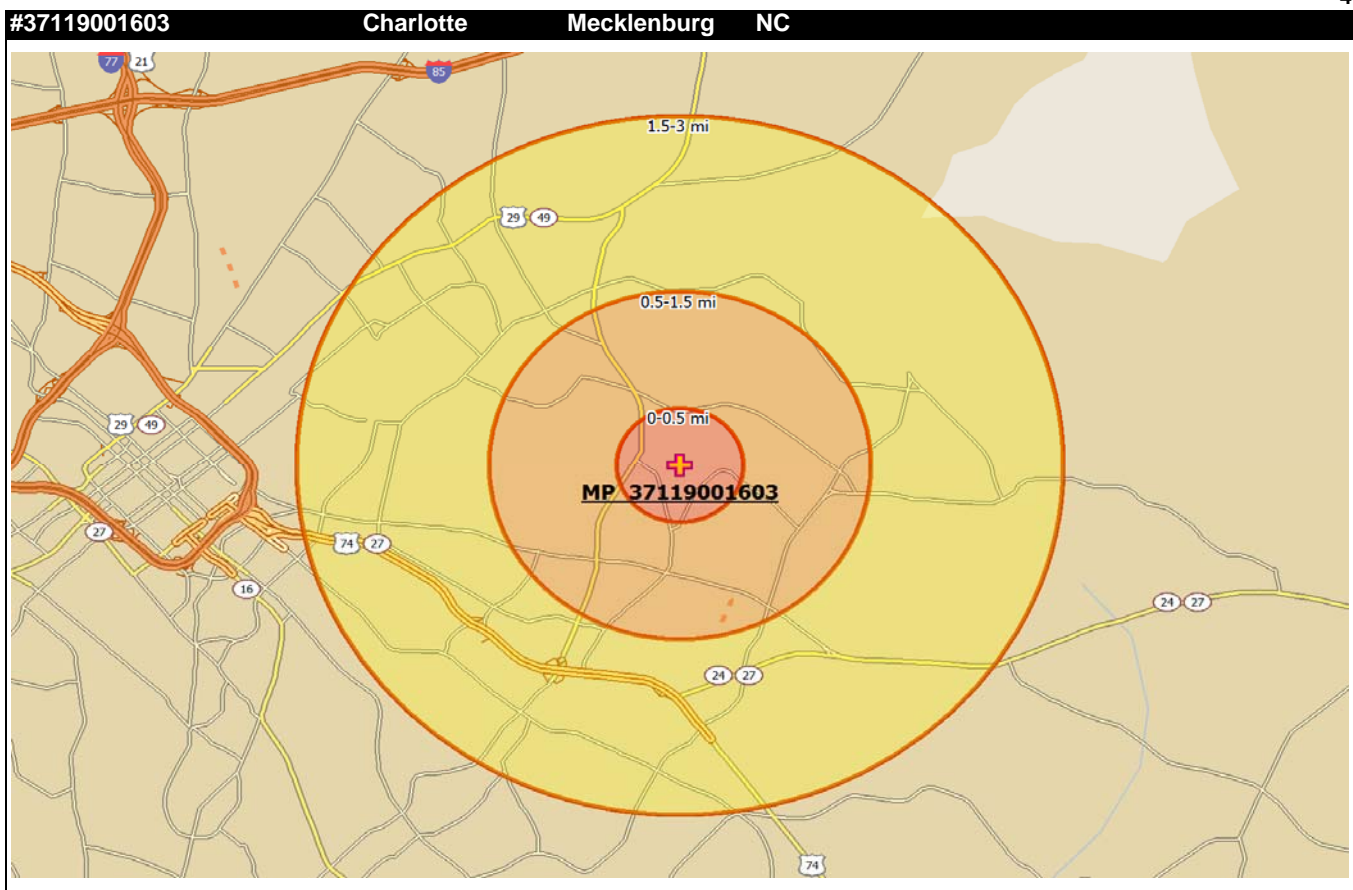


2 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119001702	Total Households in 0-3 mi Band	48934
CT Centroid Latitude	35.2069	Active Evangelical HHLDS	6111
CT Centroid Longitude	-80.7638	Active Evangelical PERCENT	12.49%
City Location:	Charlotte	Unreached HHLDS	35020
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	4.0	Religious but NOT Evang HHLDS	11798
Sitescape Group code:	4.1	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Cityscape	Spiritual but NOT Religious HHLDS	3715
Sitescape Group:	Small Cities	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	19553
Population Pattern:	#250000-1000000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	6.72%	Low Education County	FALSE
Mainstay Community	9.35%	Low Employment County	FALSE
Working Community	32.69%	Persistent Poverty County	FALSE
Country Community	12.80%	Population Loss County	FALSE
Aspiring Community	3.79%	Nonmetro Recreation County	FALSE
Urban Community	34.65%	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	71.84	Racial Diversity Index	90.03
Ancestry Diversity Index	23.18	Diversity Composite Index	68.50
Foreign Born Diversity Index	35.65	Population Density Index	74.22

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



3 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119001603	Total Households in 0-3 mi Band	46585
CT Centroid Latitude	35.22741	Active Evangelical HHLDS	5852
CT Centroid Longitude	-80.76927	Active Evangelical PERCENT	12.56%
City Location:	Charlotte	Unreached HHLDS	33252
County Location:	Mecklenburg	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	11798
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3032
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	18577
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	40%

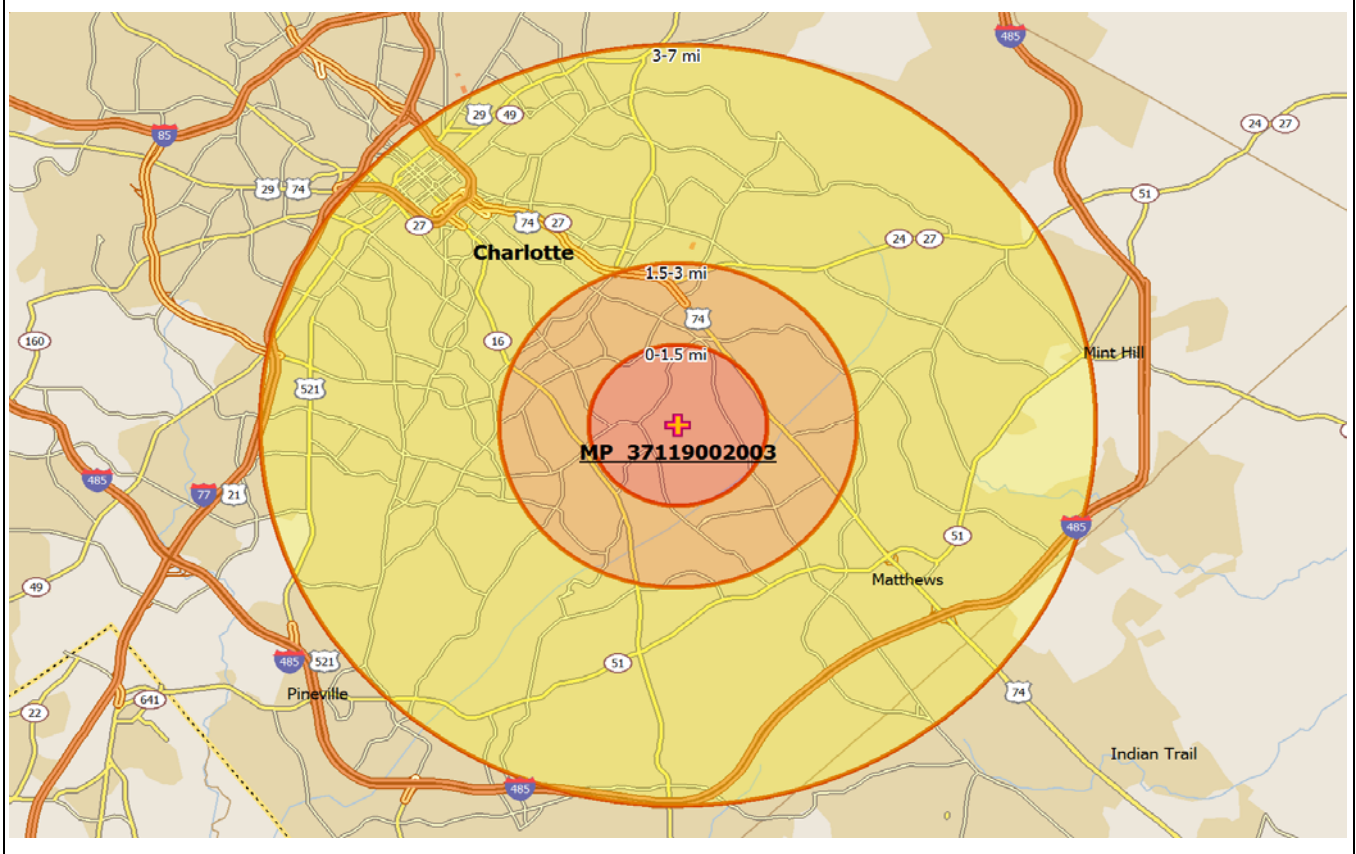
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	1.71%	Low Education County	FALSE
Mainstay Community	8.67%	Low Employment County	FALSE
Working Community	31.02%	Persistent Poverty County	FALSE
Country Community	11.19%	Population Loss County	FALSE
Aspiring Community	3.05%	Nonmetro Recreation County	FALSE
Urban Community	44.36%	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	73.44	Racial Diversity Index	91.83
Ancestry Diversity Index	16.94	Diversity Composite Index	62.82
Foreign Born Diversity Index	31.89	Population Density Index	71.28

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

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#37119002003 Charlotte Mecklenburg NC



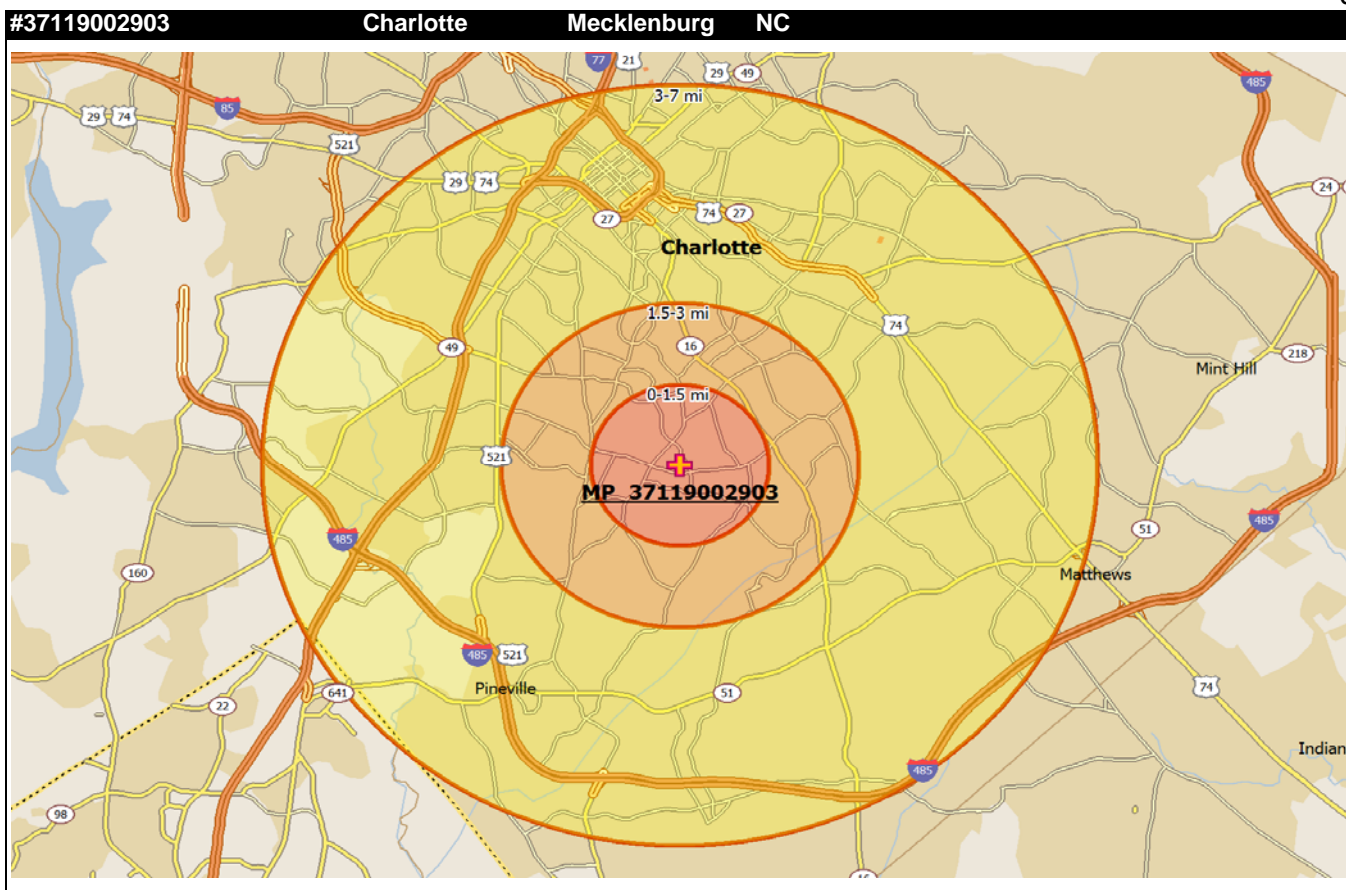
4 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119002003	Total Households in 0-3 mi Band	37724
CT Centroid Latitude	35.16081	Active Evangelical HHLDS	4721
CT Centroid Longitude	-80.76725	Active Evangelical PERCENT	12.52%
City Location:	Charlotte	Unreached HHLDS	27001
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7477
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3950
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	15576
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	31.29%	Low Education County	FALSE
Mainstay Community	13.01%	Low Employment County	FALSE
Working Community	18.38%	Persistent Poverty County	FALSE
Country Community	14.32%	Population Loss County	FALSE
Aspiring Community	5.22%	Nonmetro Recreation County	FALSE
Urban Community	17.78%	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	61.20	Racial Diversity Index	65.06
Ancestry Diversity Index	65.59	Diversity Composite Index	76.45
Foreign Born Diversity Index	81.65	Population Density Index	62.92

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

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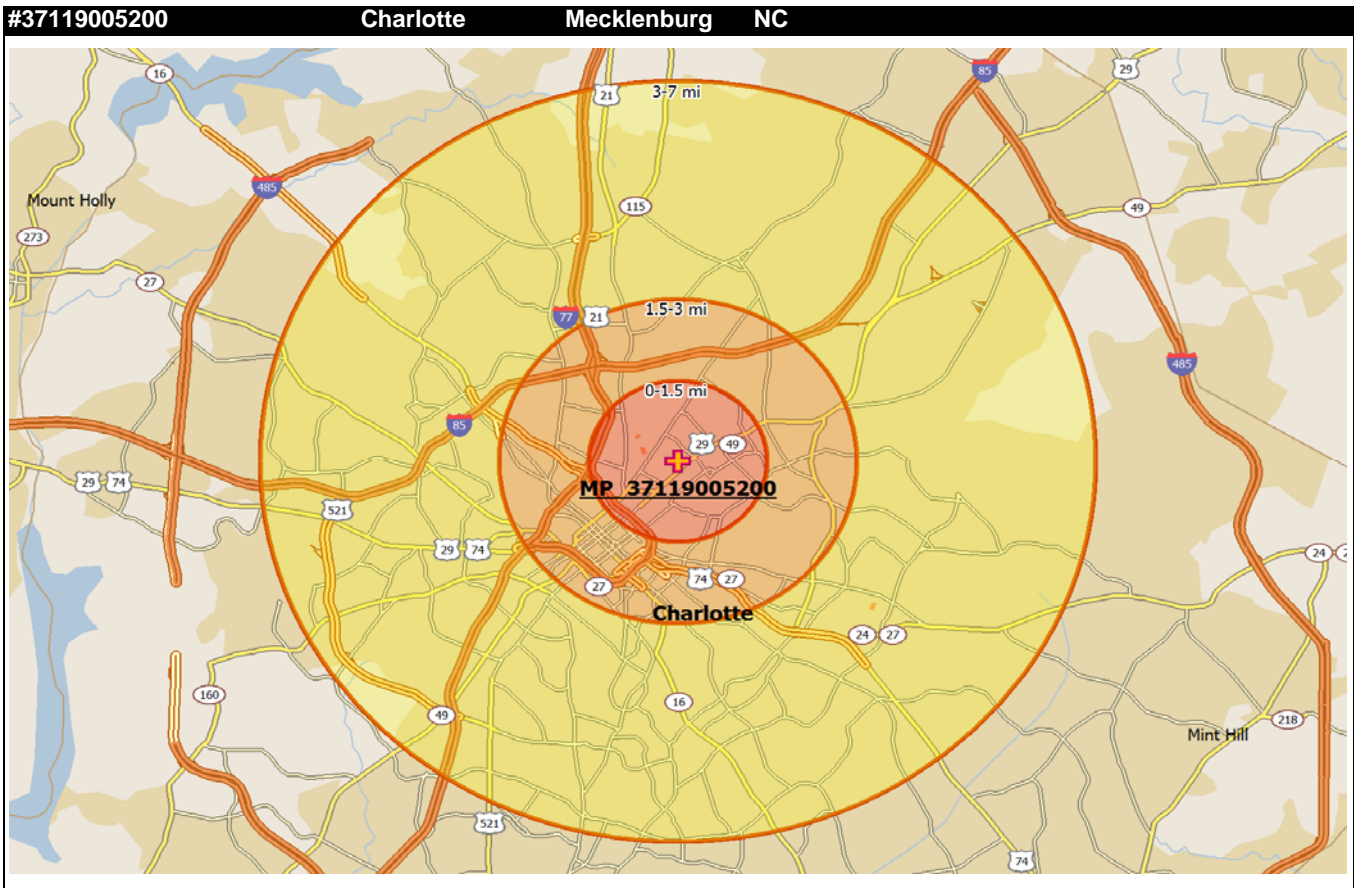
5 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119002903	Total Households in 0-3 mi Band	36032
CT Centroid Latitude	35.14857	Active Evangelical HHLDS	4175
CT Centroid Longitude	-80.8222	Active Evangelical PERCENT	11.59%
City Location:	Charlotte	Unreached HHLDS	26553
County Location:	Mecklenburg	Unreached Percent	74%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6710
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4400
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	15443
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	61.62%	Low Education County	FALSE
Mainstay Community	8.03%	Low Employment County	FALSE
Working Community	8.34%	Persistent Poverty County	FALSE
Country Community	7.57%	Population Loss County	FALSE
Aspiring Community	6.47%	Nonmetro Recreation County	FALSE
Urban Community	7.96%	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	45.88	Racial Diversity Index	40.93
Ancestry Diversity Index	92.87	Diversity Composite Index	73.67
Foreign Born Diversity Index	96.34	Population Density Index	60.09

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

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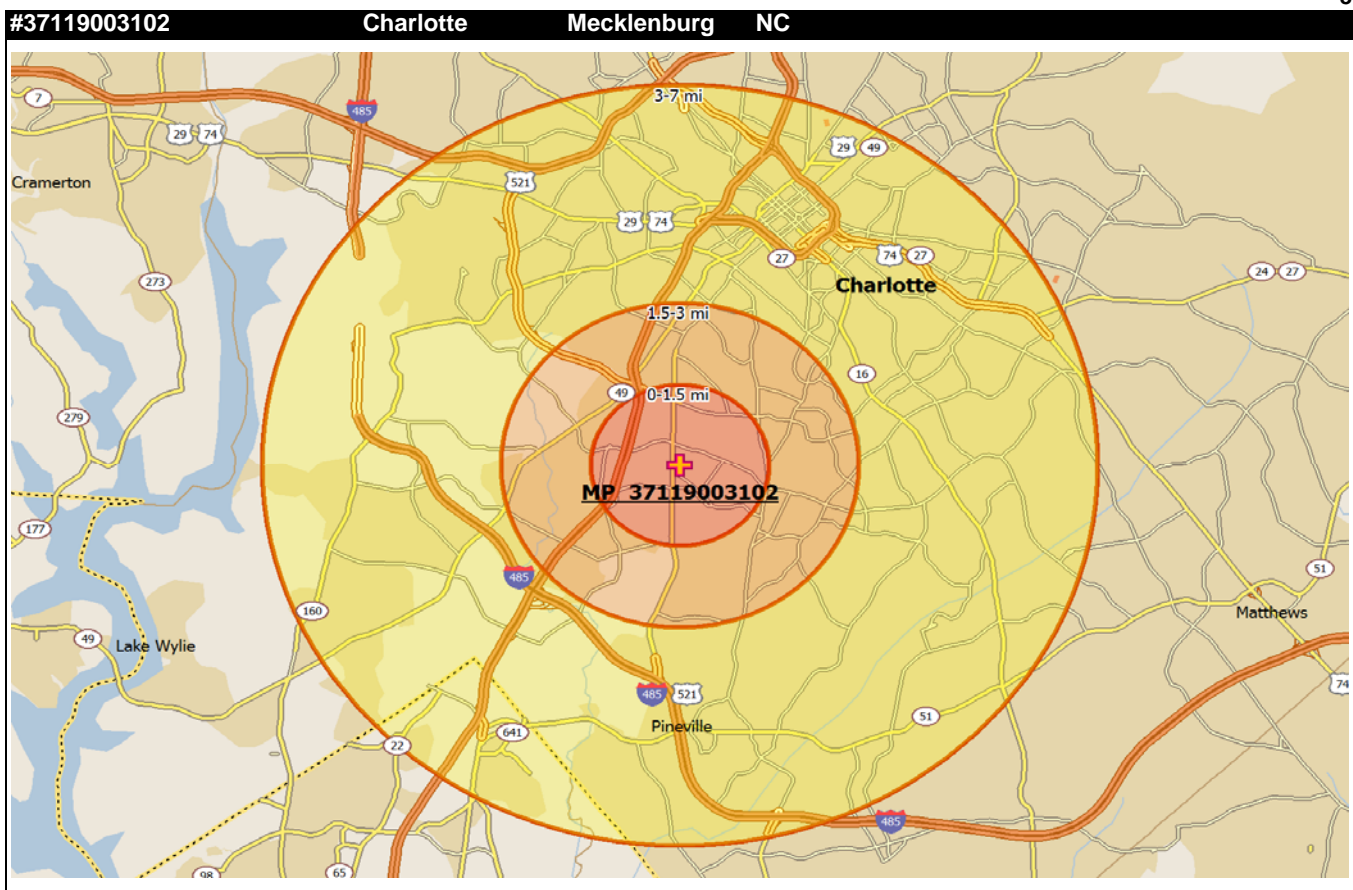
6 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119005200	Total Households in 0-3 mi Band	37585
CT Centroid Latitude	35.24759	Active Evangelical HHLDS	4644
CT Centroid Longitude	-80.82044	Active Evangelical PERCENT	12.36%
City Location:	Charlotte	Unreached HHLDS	27008
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	9738
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2379
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	6%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	15282
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	8.09%	Low Education County	FALSE
Mainstay Community	5.22%	Low Employment County	FALSE
Working Community	8.13%	Persistent Poverty County	FALSE
Country Community	6.08%	Population Loss County	FALSE
Aspiring Community	6.66%	Nonmetro Recreation County	FALSE
Urban Community	65.83%	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	59.08	Racial Diversity Index	74.65
Ancestry Diversity Index	10.22	Diversity Composite Index	45.42
Foreign Born Diversity Index	31.23	Population Density Index	62.51

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

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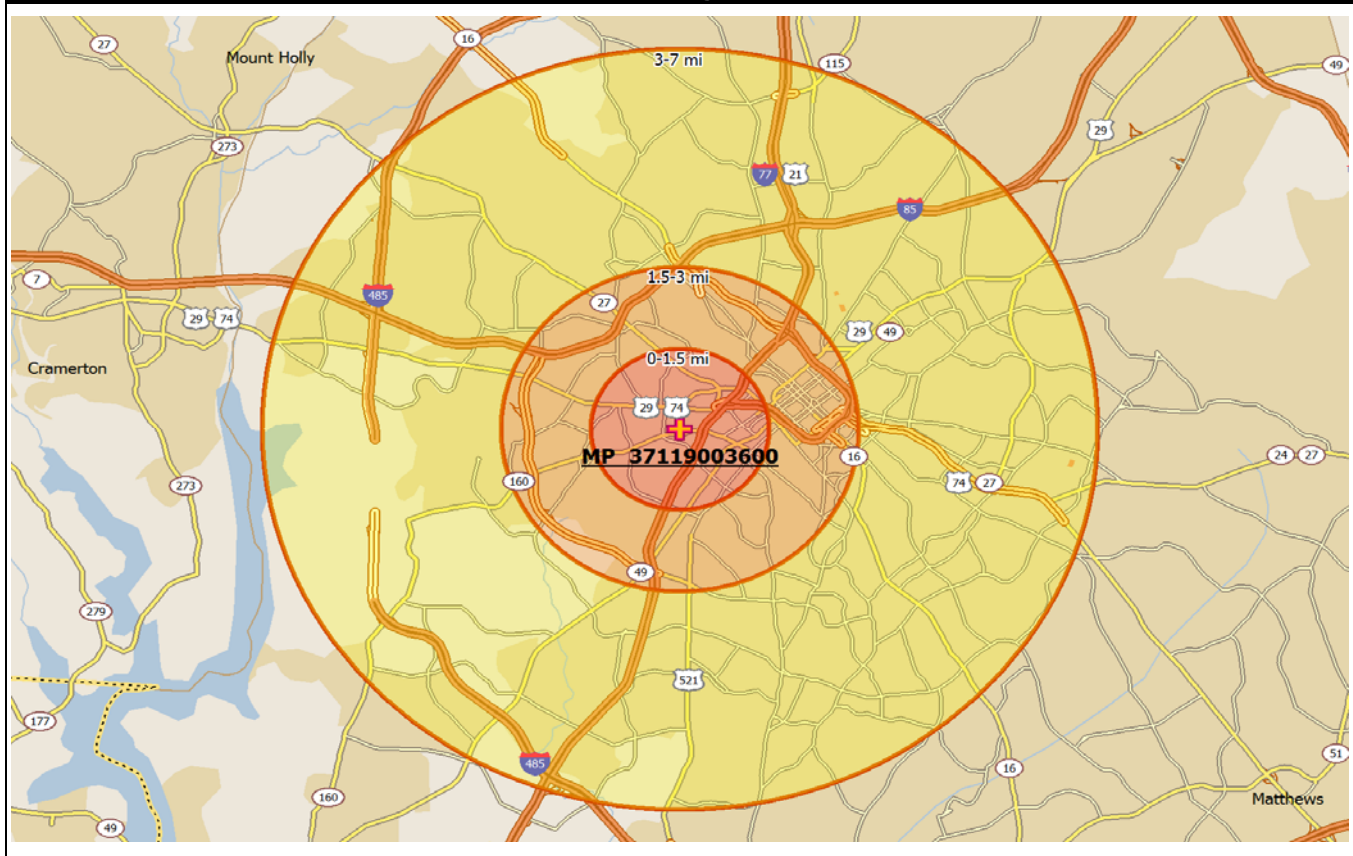
7 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119003102	Total Households in 0-3 mi Band	38013
CT Centroid Latitude	35.15892	Active Evangelical HHLDS	4688
CT Centroid Longitude	-80.87402	Active Evangelical PERCENT	12.33%
City Location:	Charlotte	Unreached HHLDS	27352
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6871
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	18%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	4369
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	16119
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	32.37%	Low Education County	FALSE
Mainstay Community	6.71%	Low Employment County	FALSE
Working Community	27.68%	Persistent Poverty County	FALSE
Country Community	11.81%	Population Loss County	FALSE
Aspiring Community	6.20%	Nonmetro Recreation County	FALSE
Urban Community	15.23%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	65.53	Racial Diversity Index	81.58
Ancestry Diversity Index	48.50	Diversity Composite Index	68.47
Foreign Born Diversity Index	40.18	Population Density Index	64.39

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

#37119003600 Charlotte Mecklenburg NC



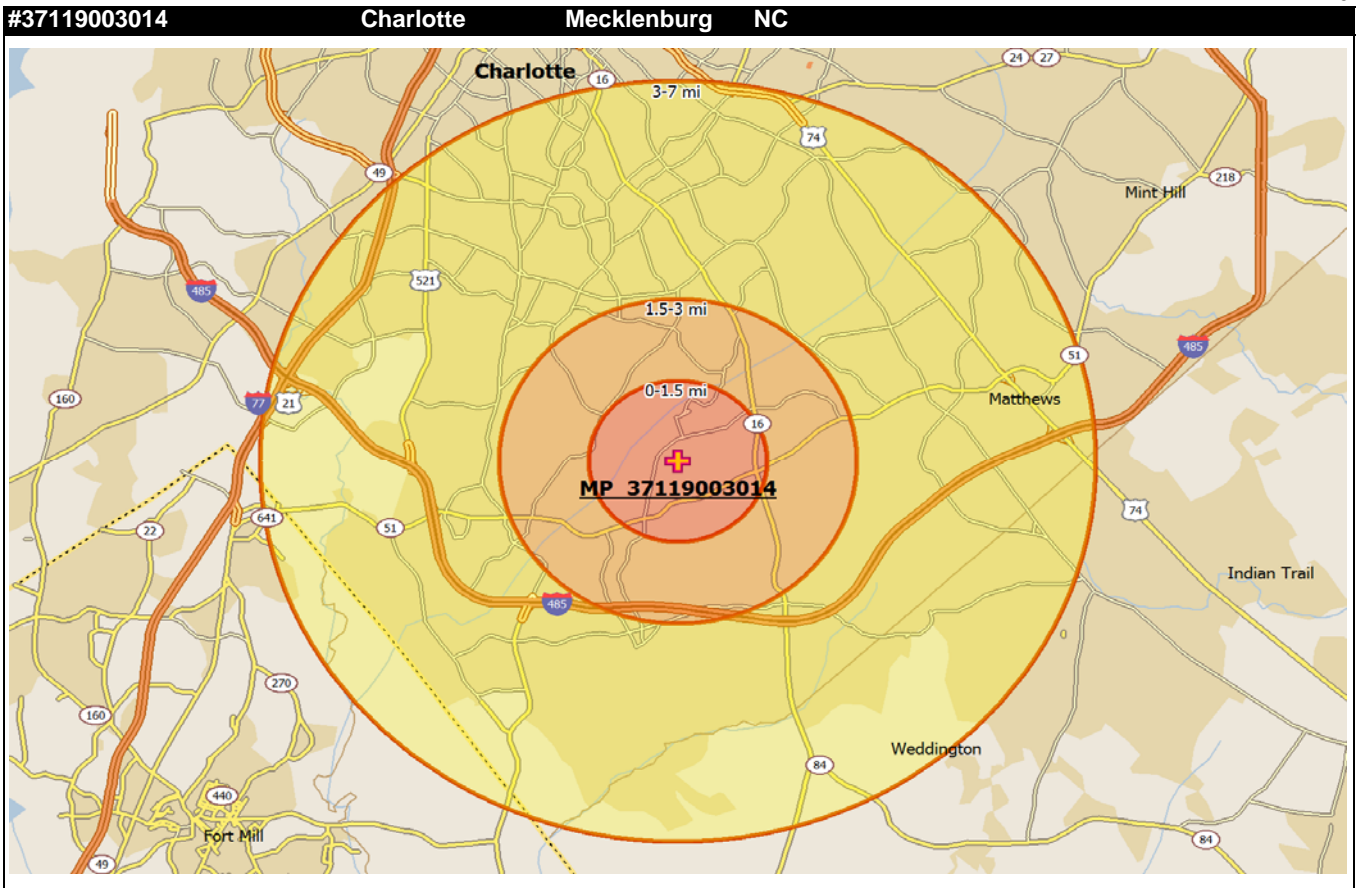
8 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119003600	Total Households in 0-3 mi Band	33609
CT Centroid Latitude	35.21797	Active Evangelical HHLDS	4075
CT Centroid Longitude	-80.87865	Active Evangelical PERCENT	12.12%
City Location:	Charlotte	Unreached HHLDS	24338
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	8500
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	25%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2418
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13733
Population Pattern:	#100000-250000-1000000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.70%	Low Education County	FALSE
Mainstay Community	5.51%	Low Employment County	FALSE
Working Community	7.00%	Persistent Poverty County	FALSE
Country Community	6.75%	Population Loss County	FALSE
Aspiring Community	8.99%	Nonmetro Recreation County	FALSE
Urban Community	56.04%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.71	Racial Diversity Index	73.82
Ancestry Diversity Index	15.69	Diversity Composite Index	48.27
Foreign Born Diversity Index	46.56	Population Density Index	61.63

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

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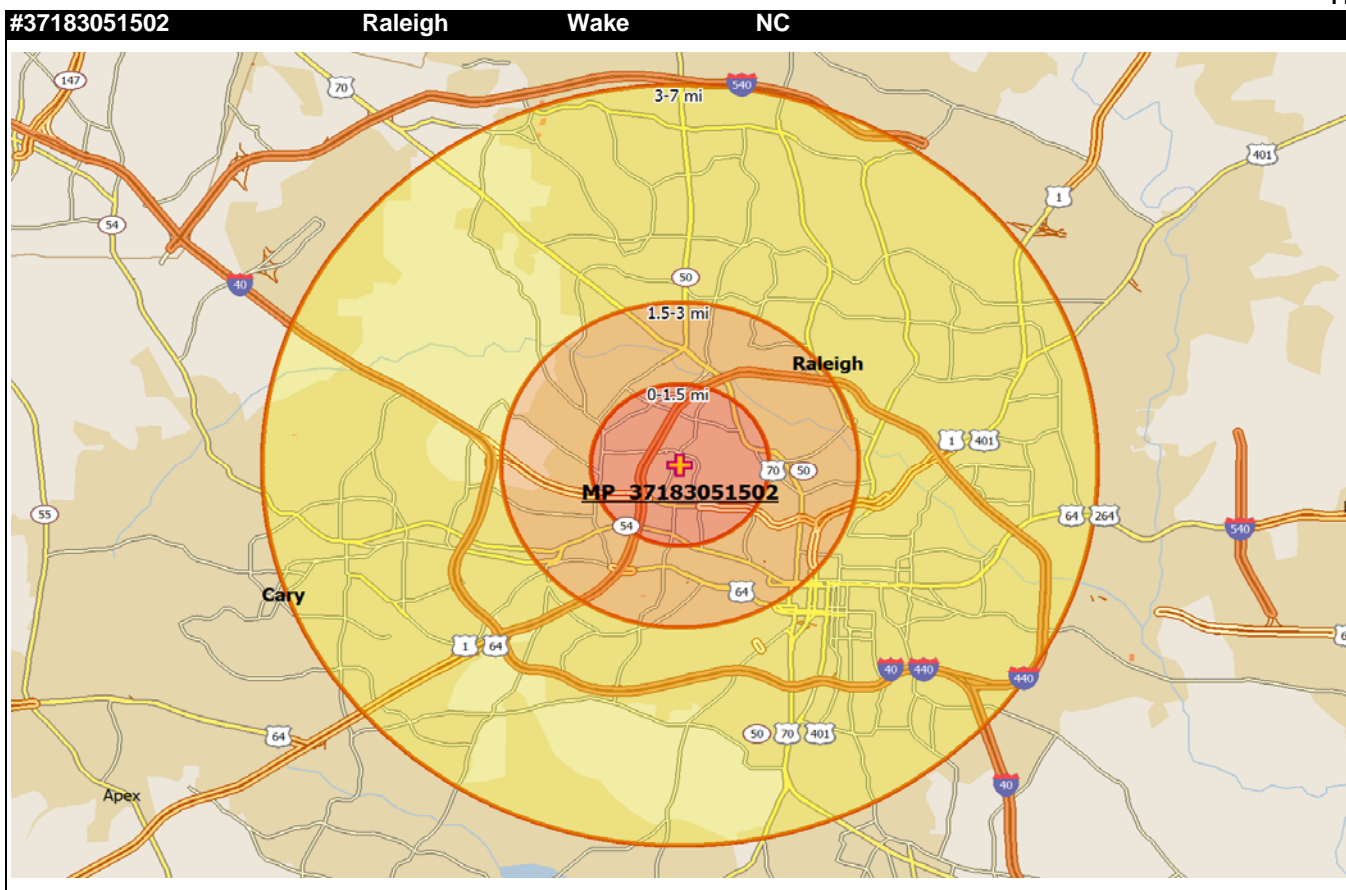
9 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119003014	Total Households in 0-3 mi Band	29252
CT Centroid Latitude	35.10286	Active Evangelical HHLDS	3436
CT Centroid Longitude	-80.80176	Active Evangelical PERCENT	11.75%
City Location:	Charlotte	Unreached HHLDS	21432
County Location:	Mecklenburg	Unreached Percent	73%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4937
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3722
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	E3	NOT Evangelical NOT Interested HHLDS	12772
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	75.81%	Low Education County	FALSE
Mainstay Community	6.62%	Low Employment County	FALSE
Working Community	1.72%	Persistent Poverty County	FALSE
Country Community	7.99%	Population Loss County	FALSE
Aspiring Community	5.39%	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	50.81	Racial Diversity Index	38.49
Ancestry Diversity Index	98.20	Diversity Composite Index	84.59
Foreign Born Diversity Index	99.39	Population Density Index	52.19

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

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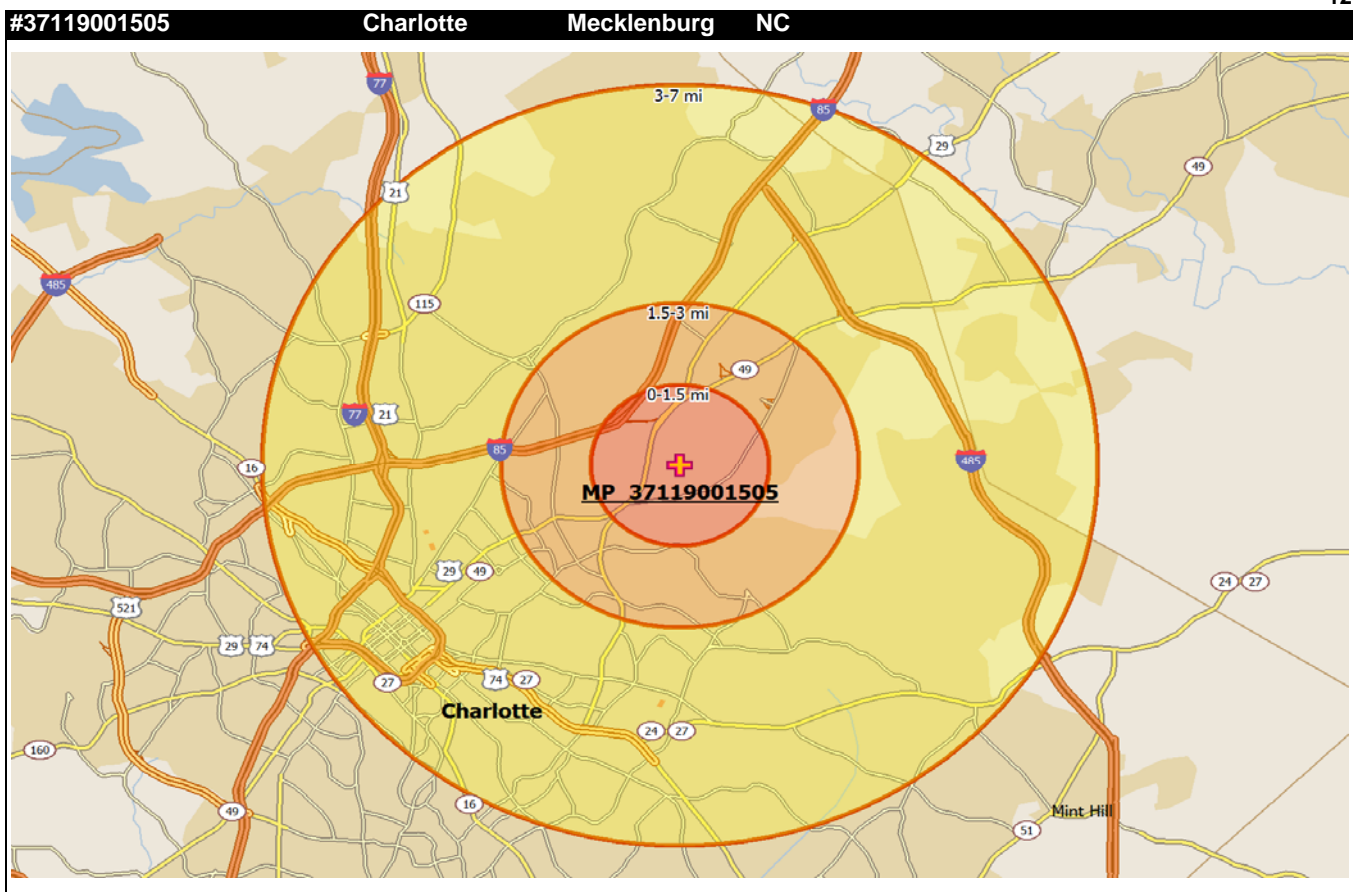
10 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183051502	Total Households in 0-3 mi Band	34946
CT Centroid Latitude	35.81204	Active Evangelical HHLDS	3264
CT Centroid Longitude	-78.6821	Active Evangelical PERCENT	9.34%
City Location:	Raleigh	Unreached HHLDS	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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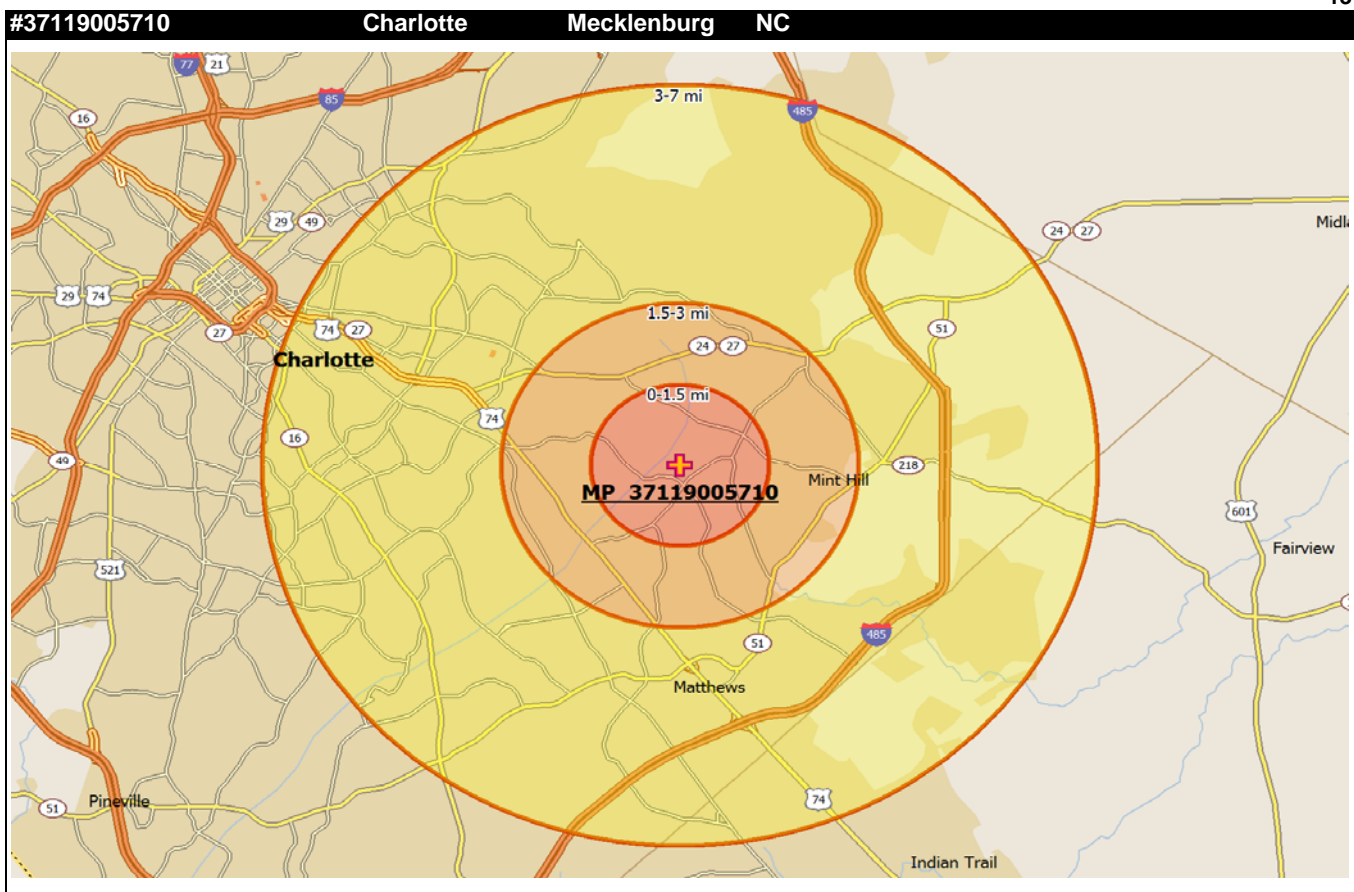
11 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119001505	Total Households in 0-3 mi Band	28156
CT Centroid Latitude	35.27246	Active Evangelical HHLDS	3503
CT Centroid Longitude	-80.75742	Active Evangelical PERCENT	12.44%
City Location:	Charlotte	Unreached HHLDS	20174
County Location:	Mecklenburg	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6806
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2236
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	11224
Population Pattern:	#100000-1000000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	2.11%	Low Education County	FALSE
Mainstay Community	19.25%	Low Employment County	FALSE
Working Community	17.84%	Persistent Poverty County	FALSE
Country Community	9.60%	Population Loss County	FALSE
Aspiring Community	4.50%	Nonmetro Recreation County	FALSE
Urban Community	46.69%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	69.93	Racial Diversity Index	90.93
Ancestry Diversity Index	11.94	Diversity Composite Index	59.36
Foreign Born Diversity Index	22.68	Population Density Index	58.64

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

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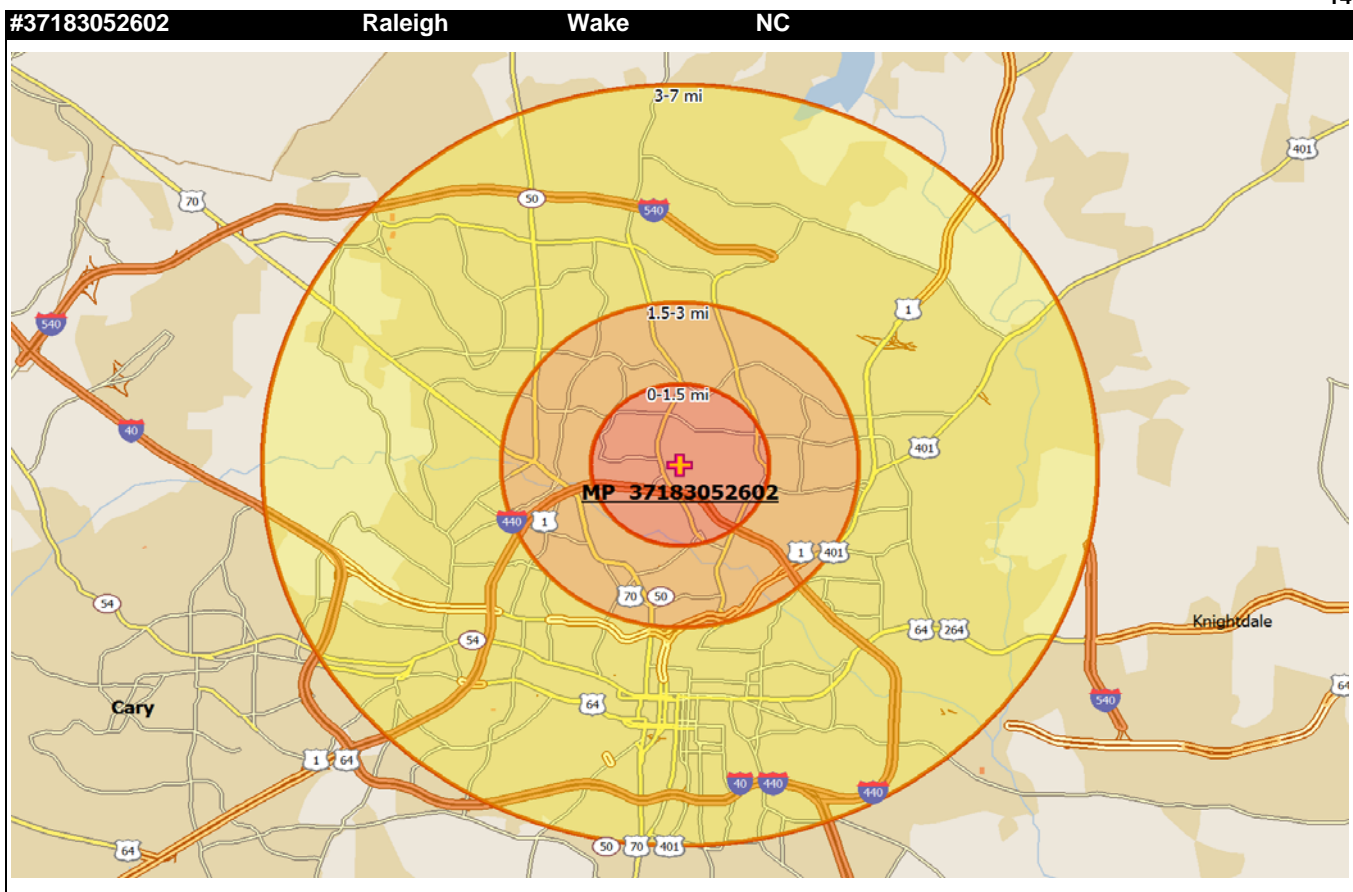
12 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119005710	Total Households in 0-3 mi Band	32421
CT Centroid Latitude	35.17884	Active Evangelical HHLDS	4245
CT Centroid Longitude	-80.70768	Active Evangelical PERCENT	13.09%
City Location:	Charlotte	Unreached HHLDS	22763
County Location:	Mecklenburg	Unreached Percent	70%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7159
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2687
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	12916
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	4.55%	Low Education County	FALSE
Mainstay Community	16.19%	Low Employment County	FALSE
Working Community	26.04%	Persistent Poverty County	FALSE
Country Community	24.22%	Population Loss County	FALSE
Aspiring Community	1.73%	Nonmetro Recreation County	FALSE
Urban Community	27.27%	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	66.95	Racial Diversity Index	83.43
Ancestry Diversity Index	32.73	Diversity Composite Index	69.60
Foreign Born Diversity Index	63.01	Population Density Index	57.77

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

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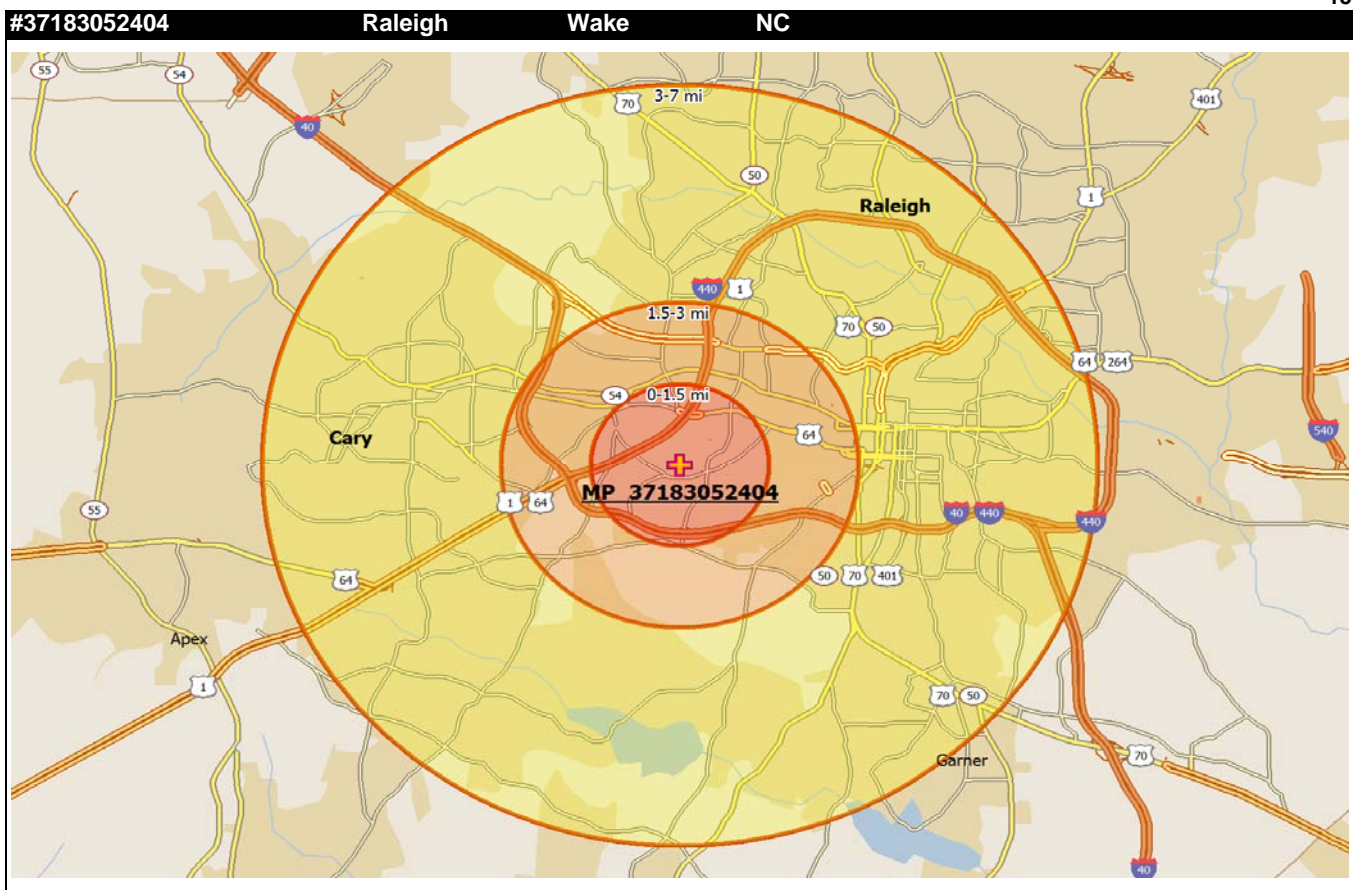


13 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052602	Total Households in 0-3 mi Band	36051
CT Centroid Latitude	35.84225	Active Evangelical HHLDS	3819
CT Centroid Longitude	-78.63743	Active Evangelical PERCENT	10.59%
City Location:	Raleigh	Unreached HHLDS	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



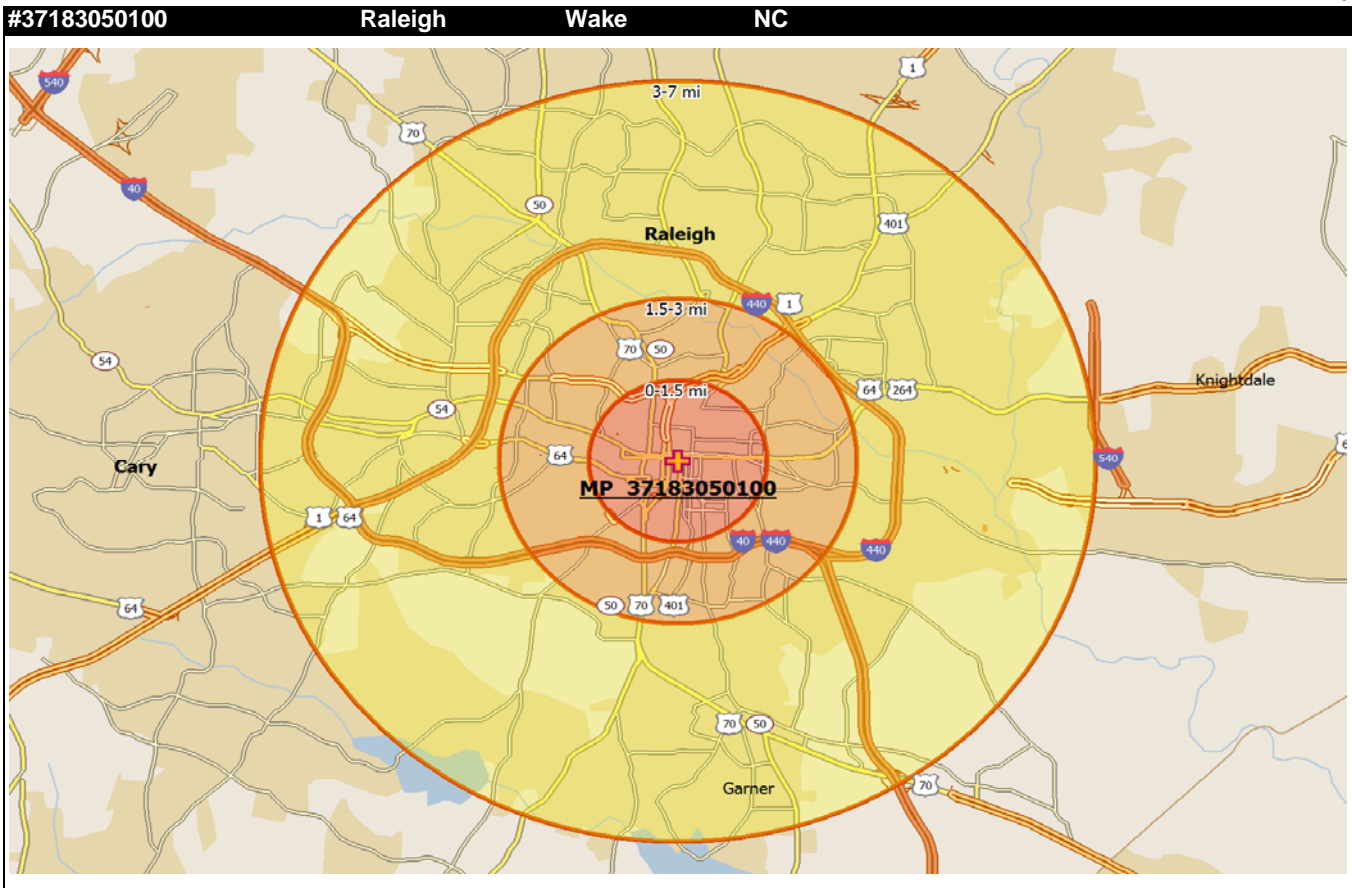
14 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052404	Total Households in 0-3 mi Band	29253
CT Centroid Latitude	35.77018	Active Evangelical HHLDS	2676
CT Centroid Longitude	-78.70215	Active Evangelical PERCENT	9.15%
City Location:	Raleigh	Unreached HHLDS	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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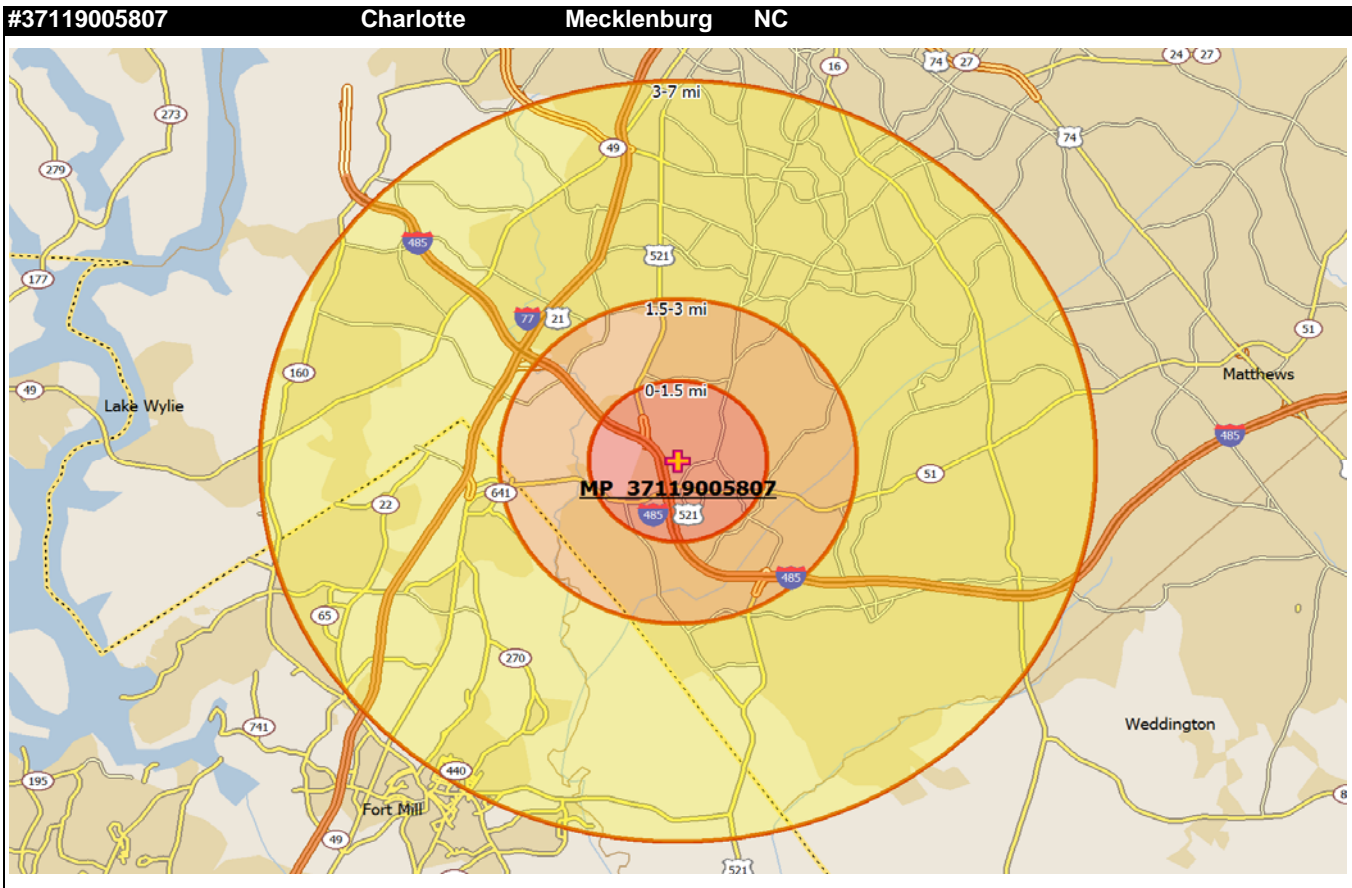
15 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183050100	Total Households in 0-3 mi Band	35750
CT Centroid Latitude	35.77891	Active Evangelical HHLDS	3478
CT Centroid Longitude	-78.639	Active Evangelical PERCENT	9.73%
City Location:	Raleigh	Unreached HHLDS	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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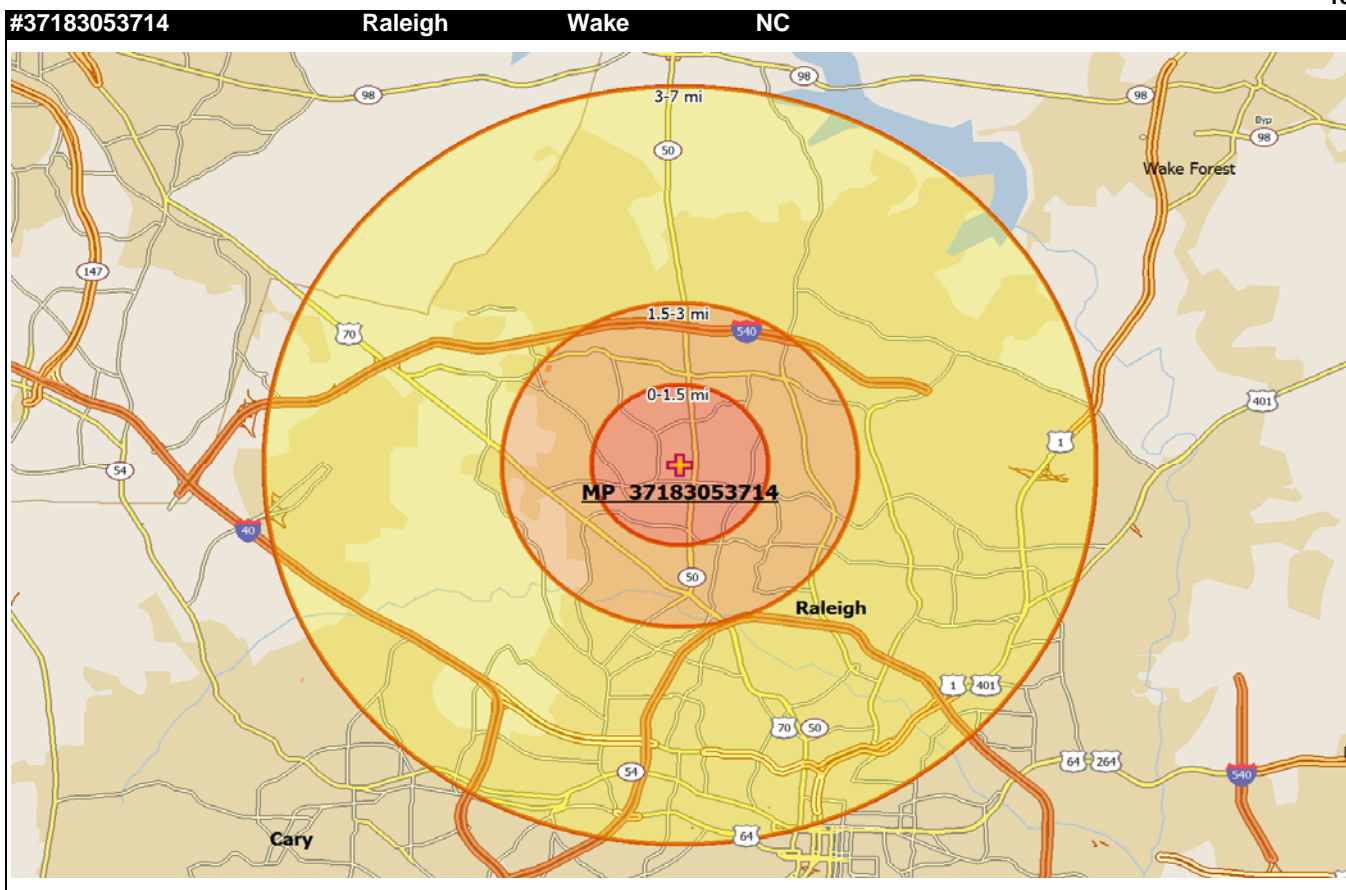
16 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119005807	Total Households in 0-3 mi Band	27461
CT Centroid Latitude	35.09603	Active Evangelical HHLDS	3280
CT Centroid Longitude	-80.87096	Active Evangelical PERCENT	11.94%
City Location:	Charlotte	Unreached HHLDS	20017
County Location:	Mecklenburg	Unreached Percent	73%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4254
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3718
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	12045
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	39.53%	Low Education County	FALSE
Mainstay Community	9.02%	Low Employment County	FALSE
Working Community	17.03%	Persistent Poverty County	FALSE
Country Community	15.94%	Population Loss County	FALSE
Aspiring Community	7.19%	Nonmetro Recreation County	FALSE
Urban Community	11.28%	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	66.53	Racial Diversity Index	79.15
Ancestry Diversity Index	54.67	Diversity Composite Index	85.16
Foreign Born Diversity Index	43.74	Population Density Index	57.09

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

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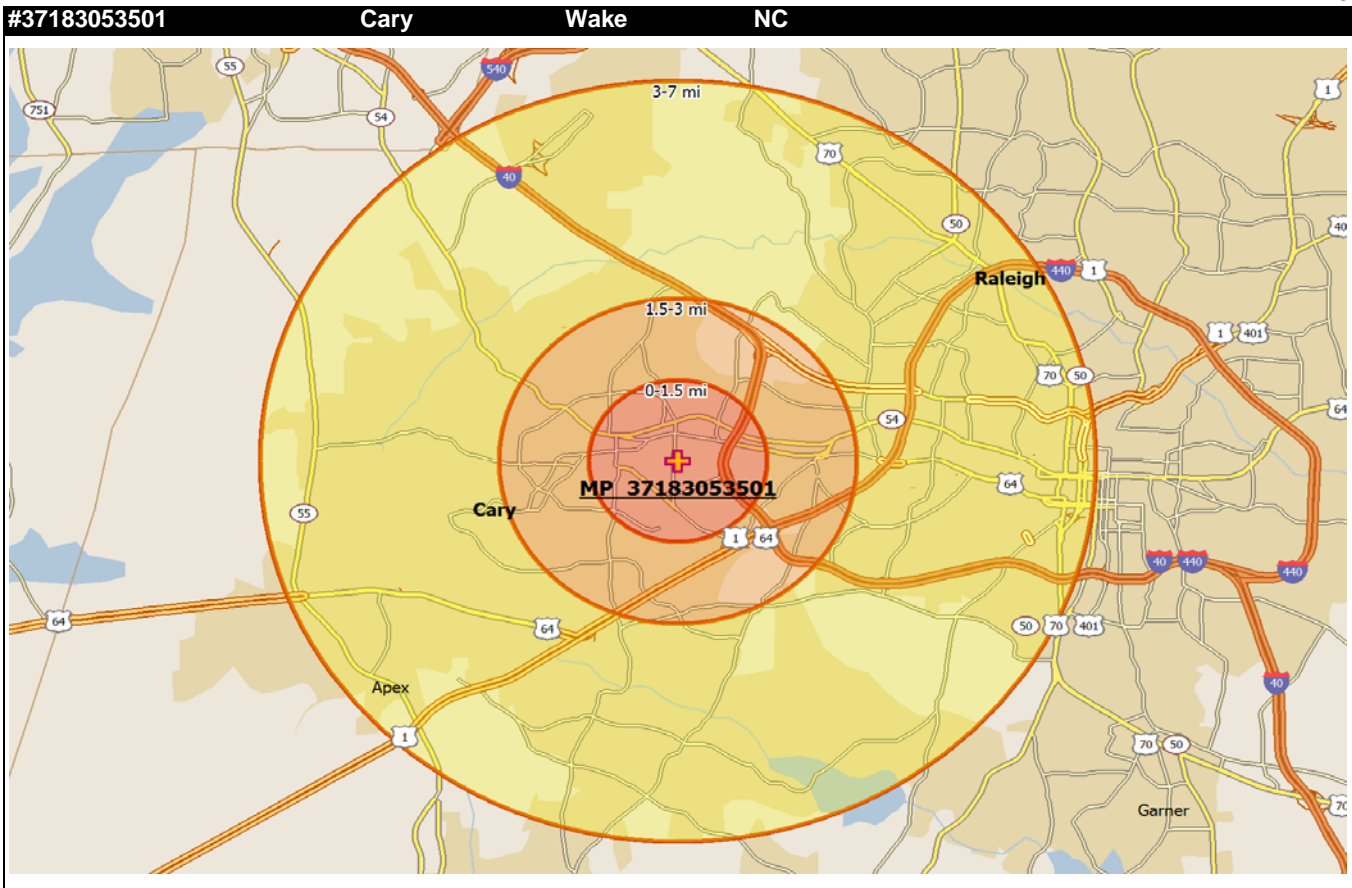
17 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053714	Total Households in 0-3 mi Band	36439
CT Centroid Latitude	35.87773	Active Evangelical HHLDS	3754
CT Centroid Longitude	-78.68353	Active Evangelical PERCENT	10.30%
City Location:	Raleigh	Unreached HHLDS	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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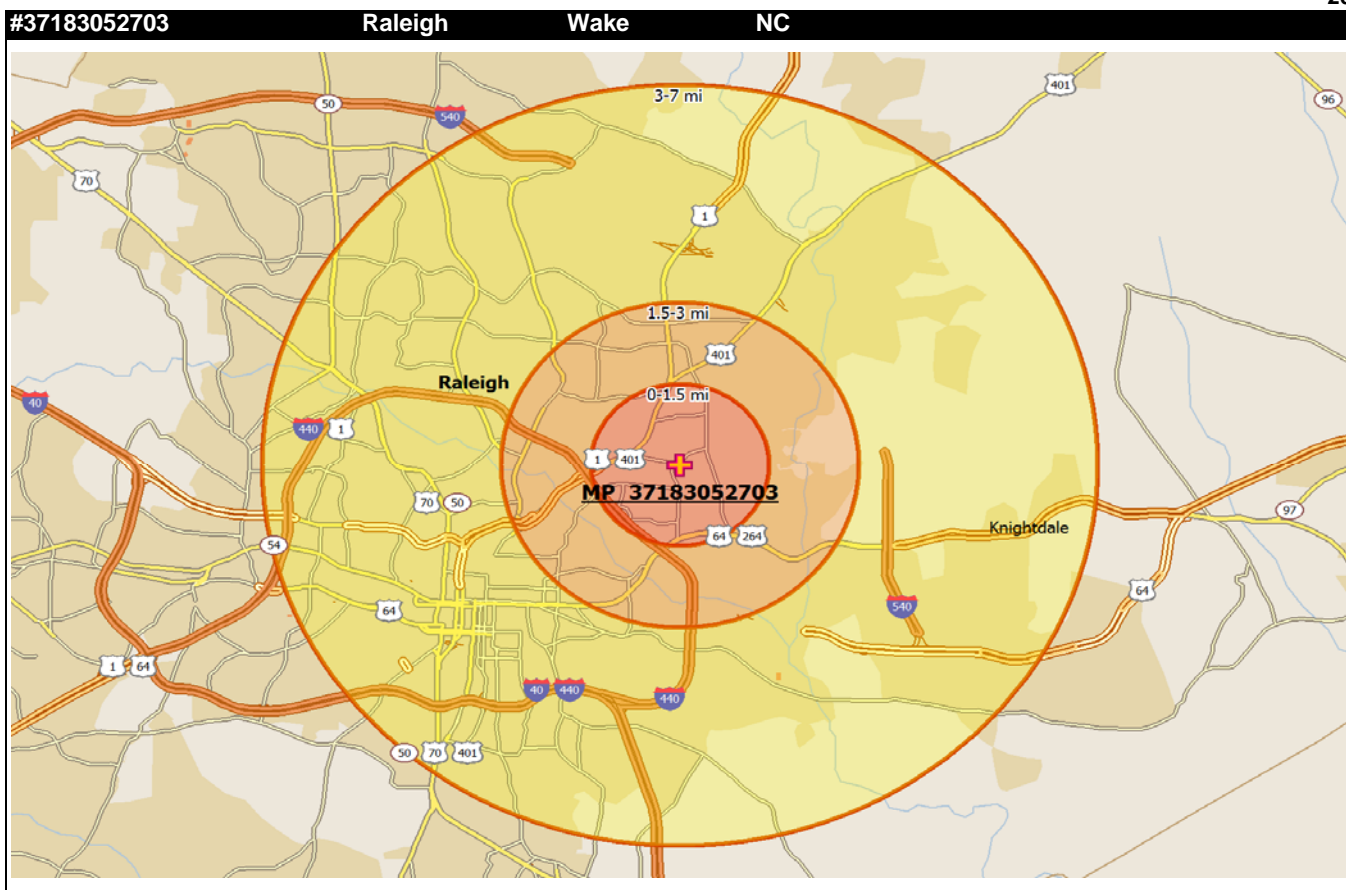
18 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053501	Total Households in 0-3 mi Band	30154
CT Centroid Latitude	35.78444	Active Evangelical HHLDS	3208
CT Centroid Longitude	-78.76276	Active Evangelical PERCENT	10.64%
City Location:	Cary	Unreached HHLDS	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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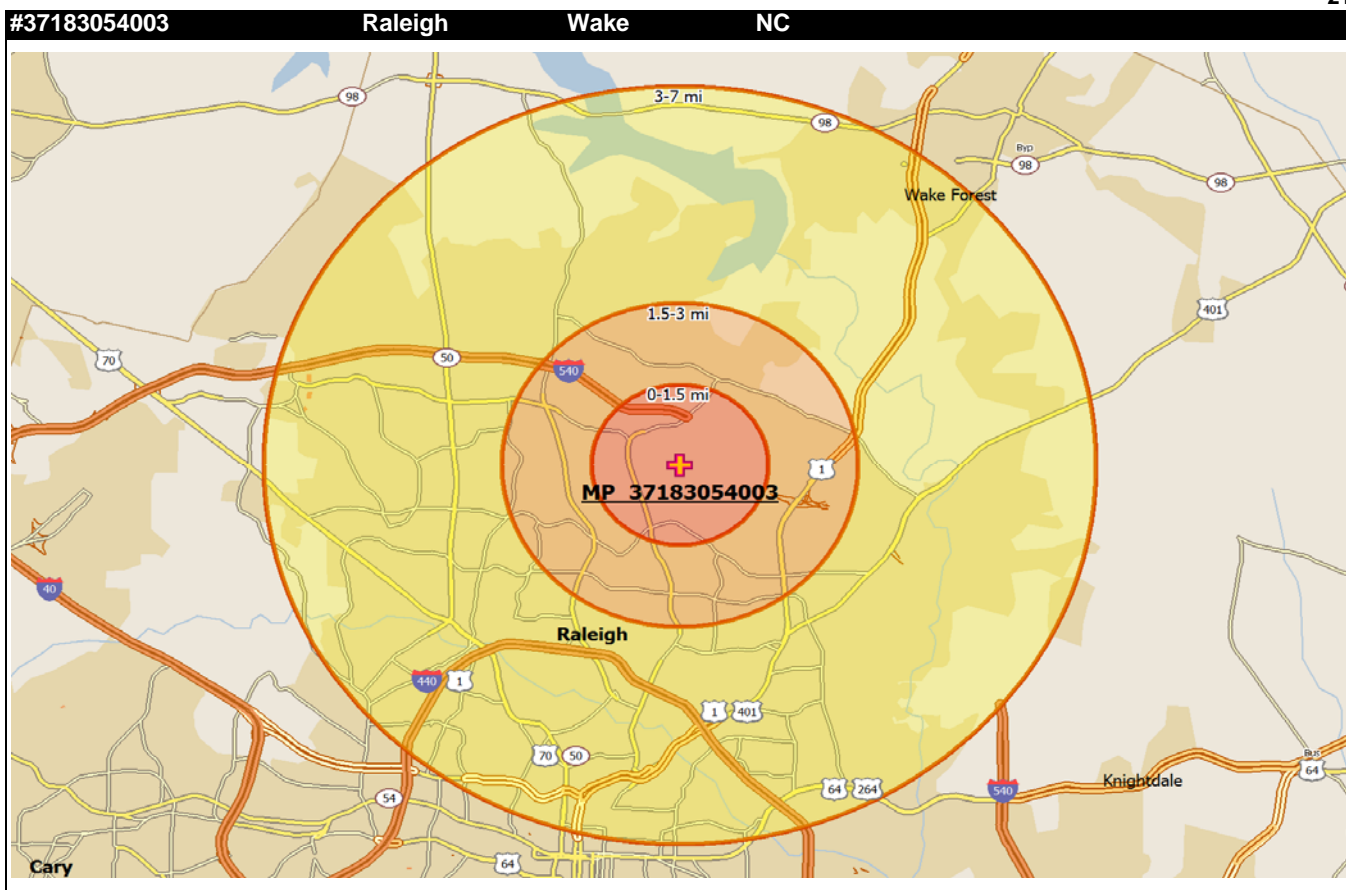
19 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183052703	Total Households in 0-3 mi Band	27169
CT Centroid Latitude	35.81725	Active Evangelical HHLDS	3041
CT Centroid Longitude	-78.57702	Active Evangelical PERCENT	11.19%
City Location:	Raleigh	Unreached HHLDS	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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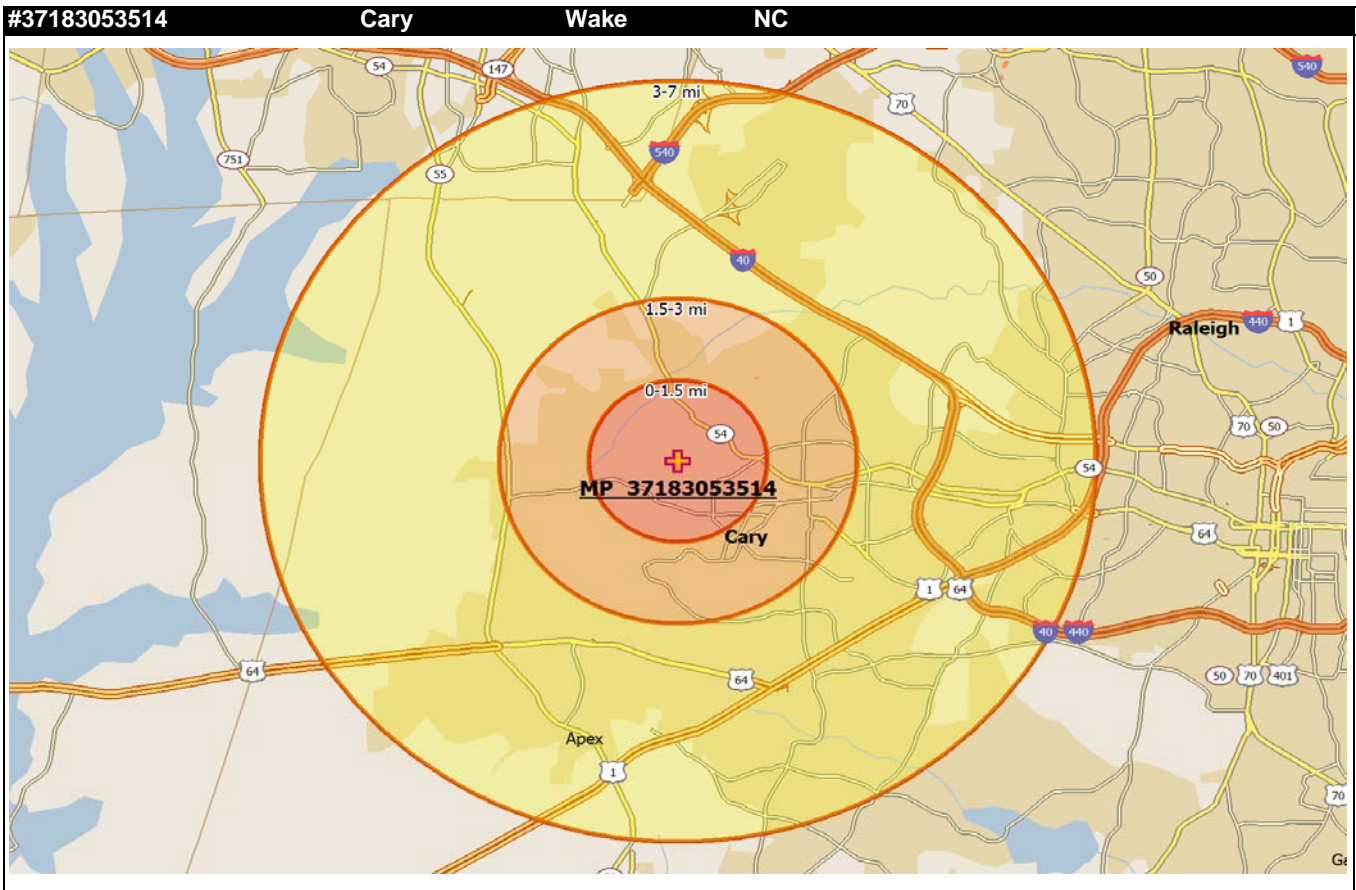
20 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183054003	Total Households in 0-3 mi Band	27760
CT Centroid Latitude	35.8849	Active Evangelical HHLDS	3066
CT Centroid Longitude	-78.61185	Active Evangelical PERCENT	11.04%
City Location:	Raleigh	Unreached HHLDS	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 SITSCAPE; Simmons Market Research Bureau, ScanUS

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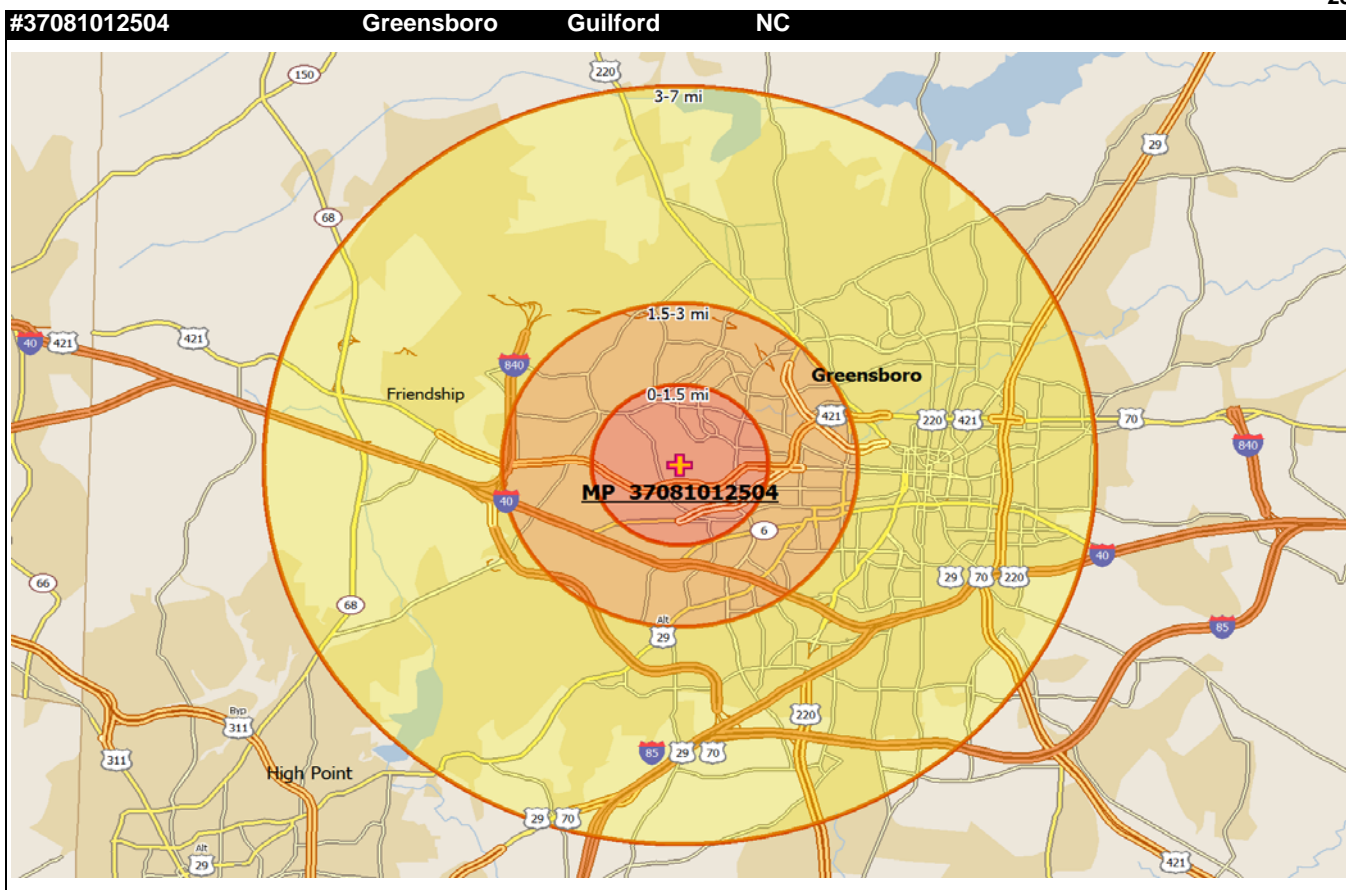
21 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053514	Total Households in 0-3 mi Band	32371
CT Centroid Latitude	35.79779	Active Evangelical HHLDS	3479
CT Centroid Longitude	-78.82031	Active Evangelical PERCENT	10.75%
City Location:	Cary	Unreached HHLDS	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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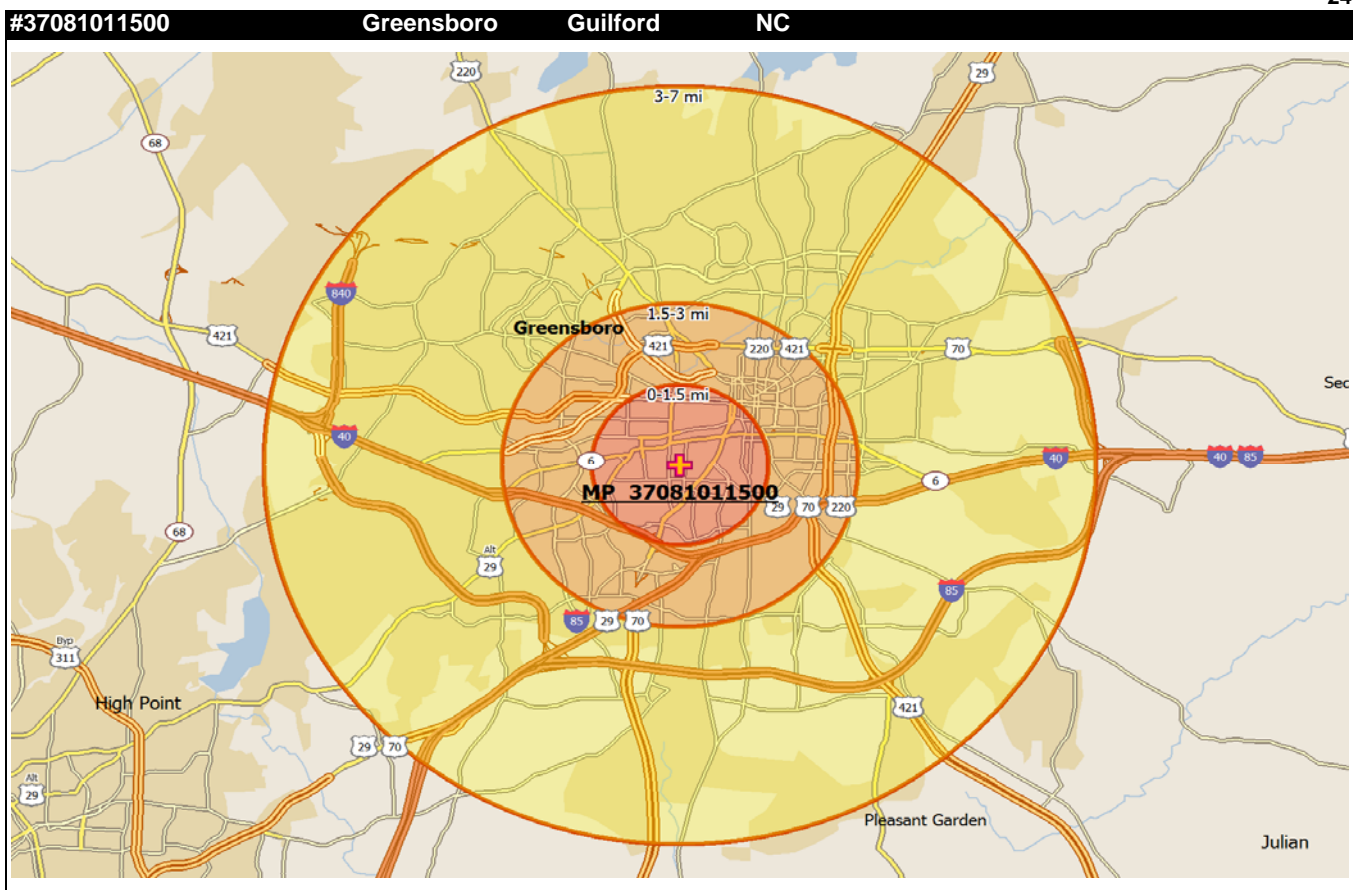
22 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081012504	Total Households in 0-3 mi Band	32941
CT Centroid Latitude	36.07526	Active Evangelical HHLDS	4193
CT Centroid Longitude	-79.86413	Active Evangelical PERCENT	12.73%
City Location:	Greensboro	Unreached HHLDS	23406
County Location:	Guilford	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6247
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3619
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13580
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	20.76%	Low Education County	FALSE
Mainstay Community	8.89%	Low Employment County	FALSE
Working Community	18.02%	Persistent Poverty County	FALSE
Country Community	19.46%	Population Loss County	FALSE
Aspiring Community	6.96%	Nonmetro Recreation County	FALSE
Urban Community	25.90%	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	61.08	Racial Diversity Index	63.84
Ancestry Diversity Index	64.66	Diversity Composite Index	72.68
Foreign Born Diversity Index	82.06	Population Density Index	58.47

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

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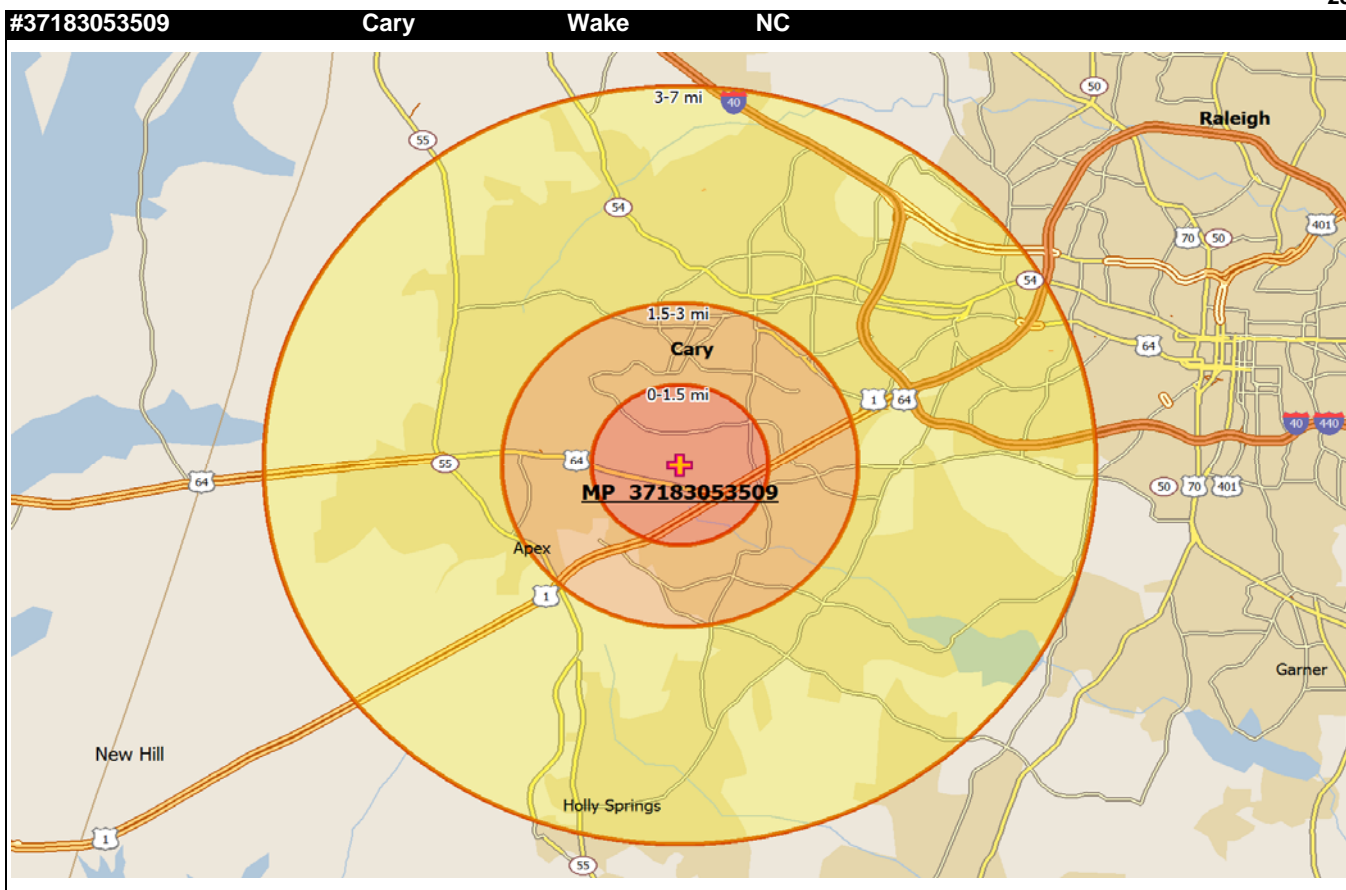
23 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081011500	Total Households in 0-3 mi Band	34202
CT Centroid Latitude	36.05638	Active Evangelical HHLDS	4205
CT Centroid Longitude	-79.81237	Active Evangelical PERCENT	12.29%
City Location:	Greensboro	Unreached HHLDS	24622
County Location:	Guilford	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	8226
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2884
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	13722
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	9.31%	Low Education County	FALSE
Mainstay Community	4.35%	Low Employment County	FALSE
Working Community	18.83%	Persistent Poverty County	FALSE
Country Community	7.79%	Population Loss County	FALSE
Aspiring Community	8.11%	Nonmetro Recreation County	FALSE
Urban Community	51.62%	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	53.08	Racial Diversity Index	80.51
Ancestry Diversity Index	18.65	Diversity Composite Index	54.87
Foreign Born Diversity Index	51.16	Population Density Index	65.98

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

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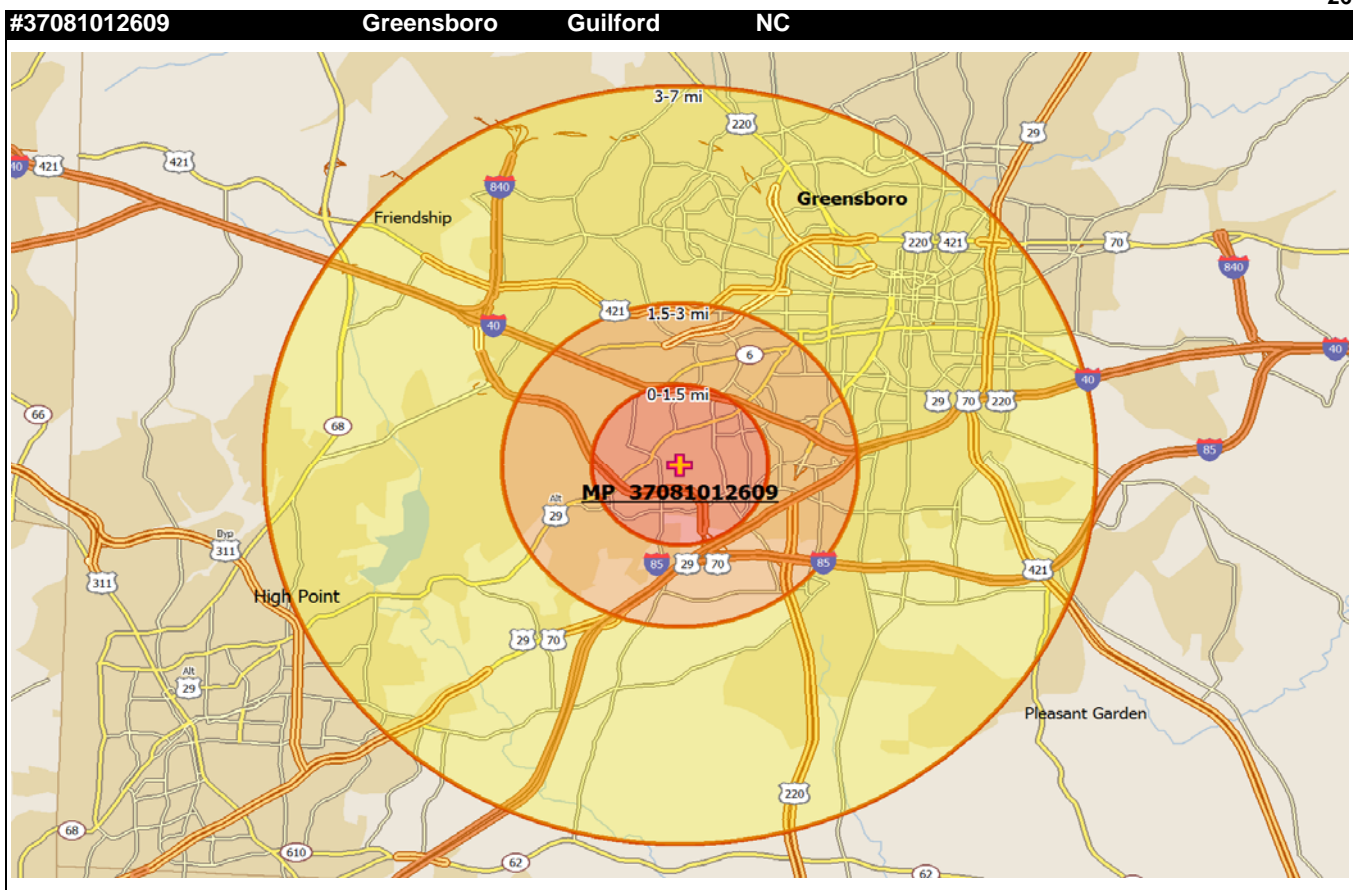
24 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37183053509	Total Households in 0-3 mi Band	25428
CT Centroid Latitude	35.74629	Active Evangelical HHLDS	2819
CT Centroid Longitude	-78.80378	Active Evangelical PERCENT	11.09%
City Location:	Cary	Unreached HHLDS	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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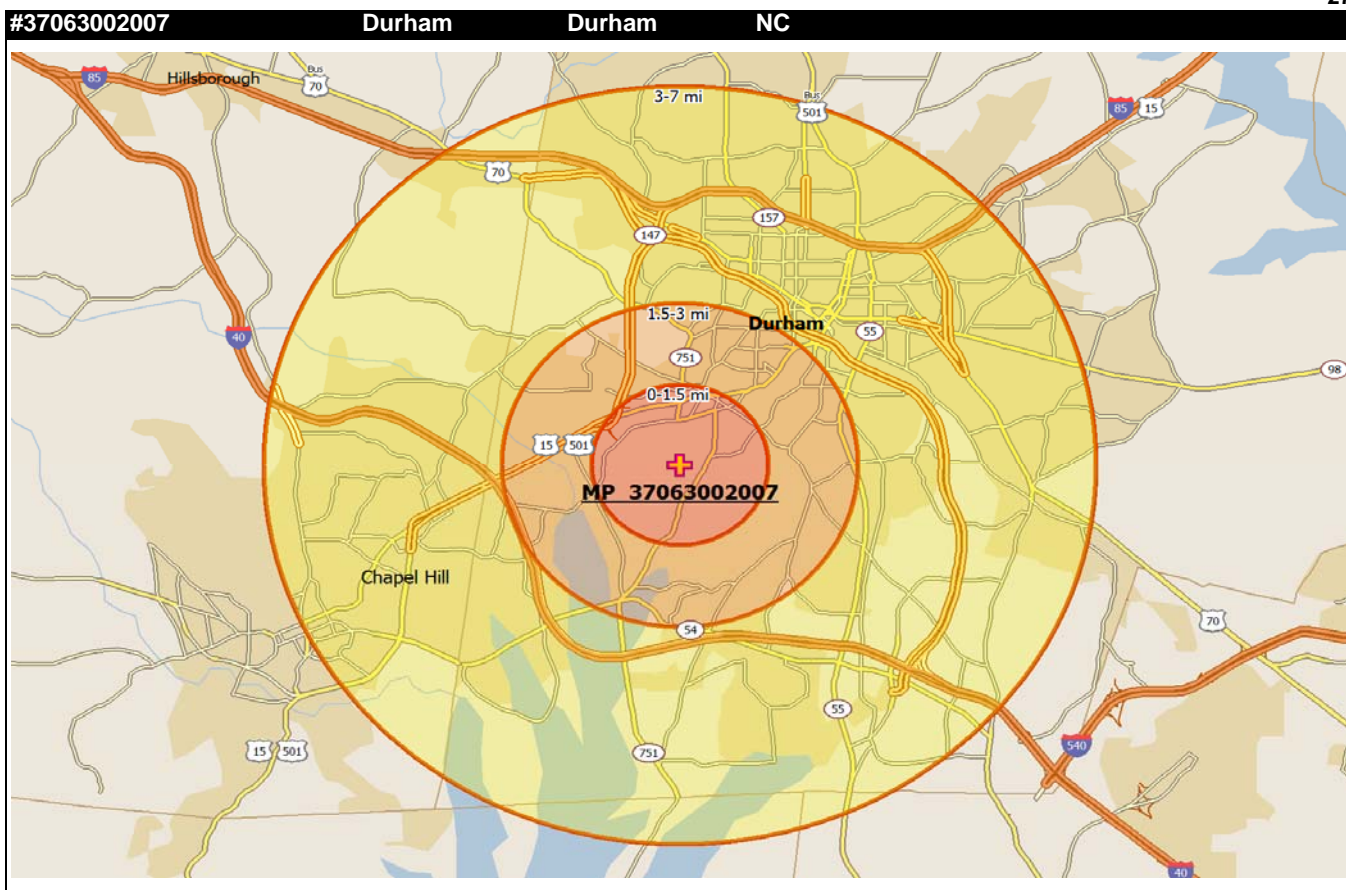
25 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081012609	Total Households in 0-3 mi Band	24478
CT Centroid Latitude	36.02786	Active Evangelical HHLDS	3153
CT Centroid Longitude	-79.86003	Active Evangelical PERCENT	12.88%
City Location:	Greensboro	Unreached HHLDS	17305
County Location:	Guilford	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5389
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2158
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	9%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	9812
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	13.99%	Low Education County	FALSE
Mainstay Community	8.80%	Low Employment County	FALSE
Working Community	26.14%	Persistent Poverty County	FALSE
Country Community	14.24%	Population Loss County	FALSE
Aspiring Community	3.82%	Nonmetro Recreation County	FALSE
Urban Community	33.00%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	65.18	Racial Diversity Index	84.29
Ancestry Diversity Index	27.74	Diversity Composite Index	62.86
Foreign Born Diversity Index	57.99	Population Density Index	55.20

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

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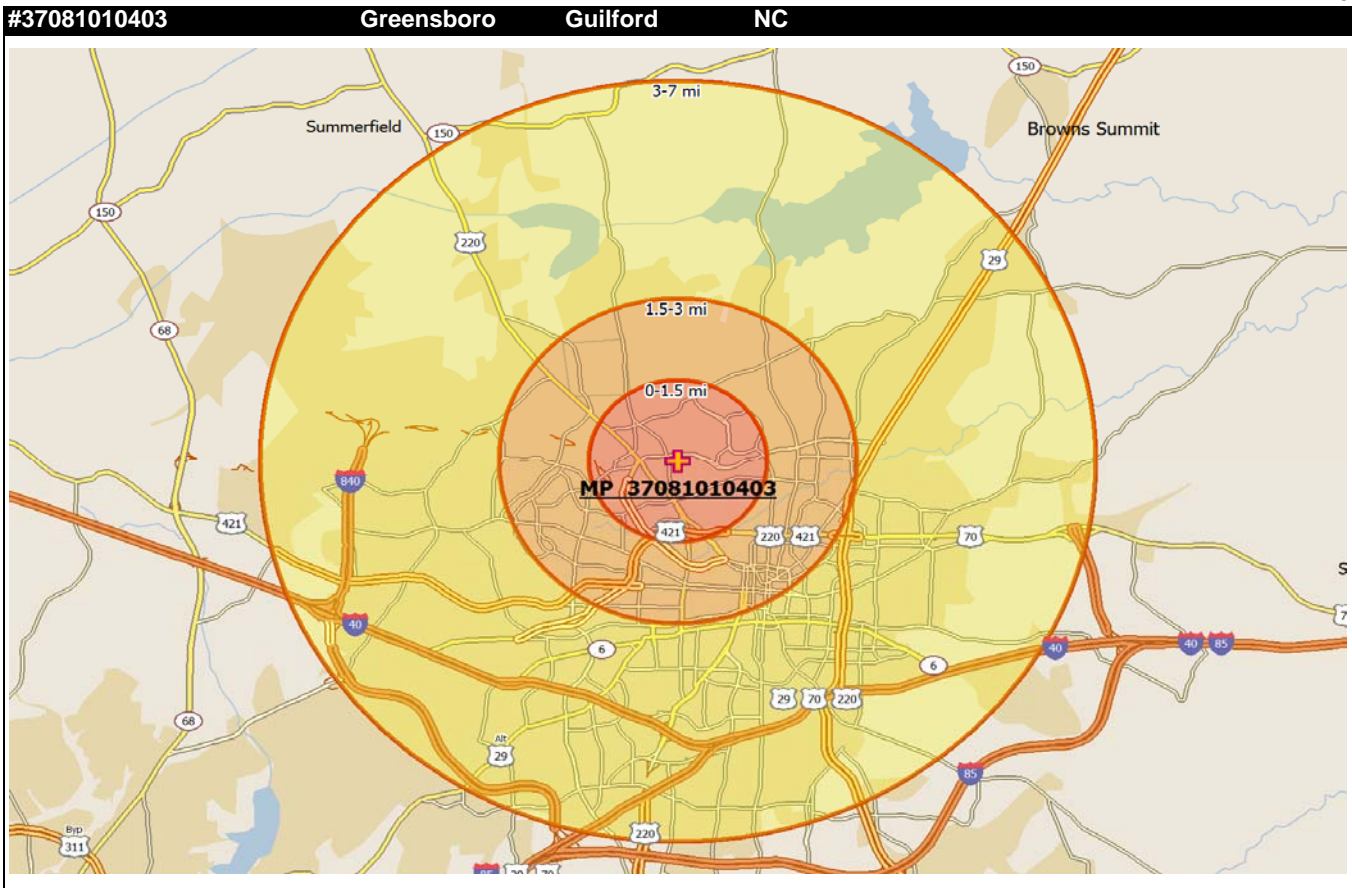
26 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063002007	Total Households in 0-3 mi Band	28224
CT Centroid Latitude	35.95527	Active Evangelical HHLDS	3445
CT Centroid Longitude	-78.9431	Active Evangelical PERCENT	12.20%
City Location:	Durham	Unreached HHLDS	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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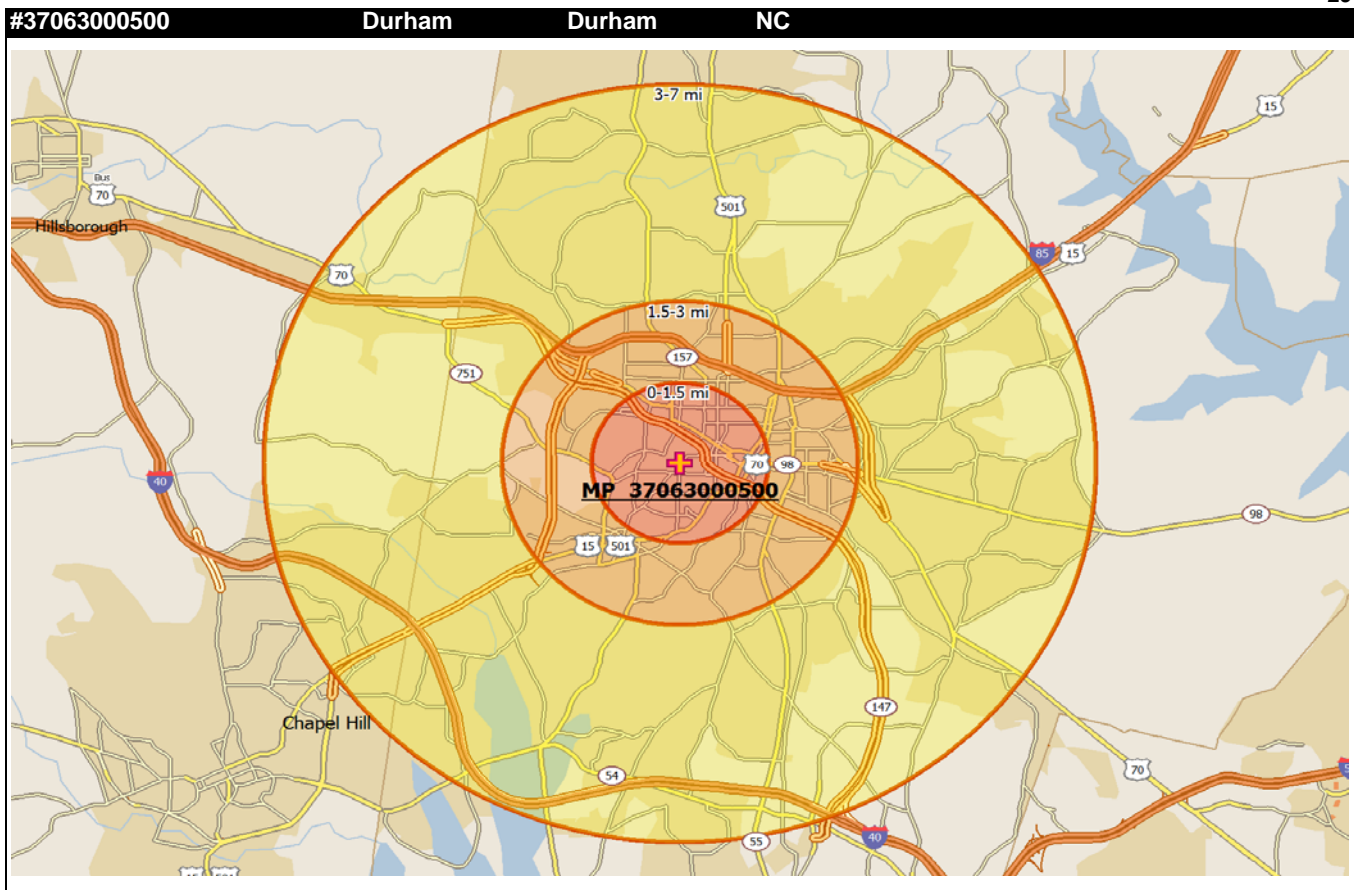
27 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081010403	Total Households in 0-3 mi Band	33418
CT Centroid Latitude	36.10768	Active Evangelical HHLDS	4178
CT Centroid Longitude	-79.81641	Active Evangelical PERCENT	12.50%
City Location:	Greensboro	Unreached HHLDS	23907
County Location:	Guilford	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6353
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	19%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3830
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	13750
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	30.34%	Low Education County	FALSE
Mainstay Community	8.67%	Low Employment County	FALSE
Working Community	10.57%	Persistent Poverty County	FALSE
Country Community	16.43%	Population Loss County	FALSE
Aspiring Community	7.78%	Nonmetro Recreation County	FALSE
Urban Community	26.21%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.49	Racial Diversity Index	55.33
Ancestry Diversity Index	70.79	Diversity Composite Index	63.02
Foreign Born Diversity Index	80.77	Population Density Index	58.03

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

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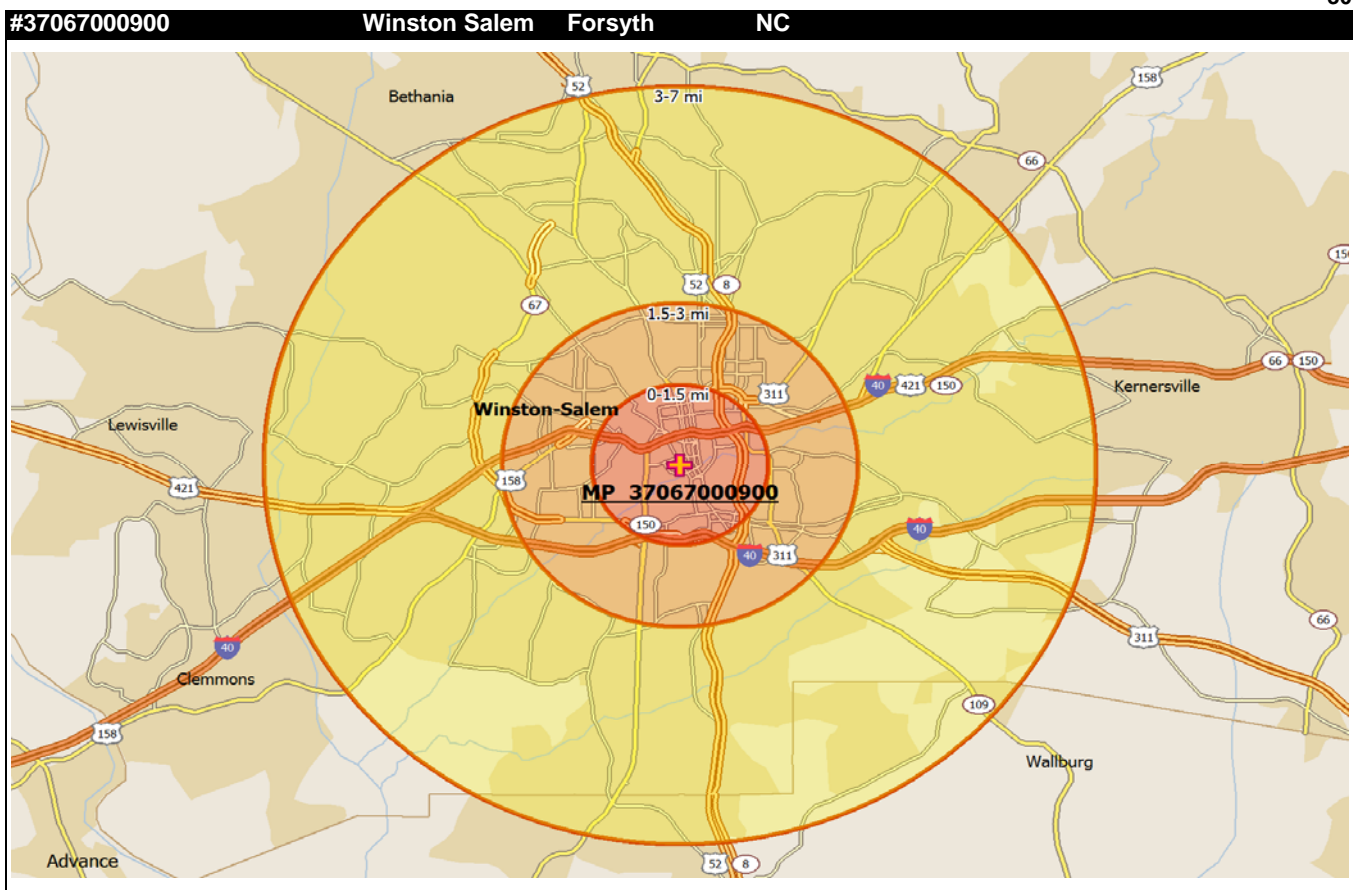
28 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063000500	Total Households in 0-3 mi Band	34537
CT Centroid Latitude	35.99479	Active Evangelical HHLDS	4249
CT Centroid Longitude	-78.9196	Active Evangelical PERCENT	12.30%
City Location:	Durham	Unreached HHLDS	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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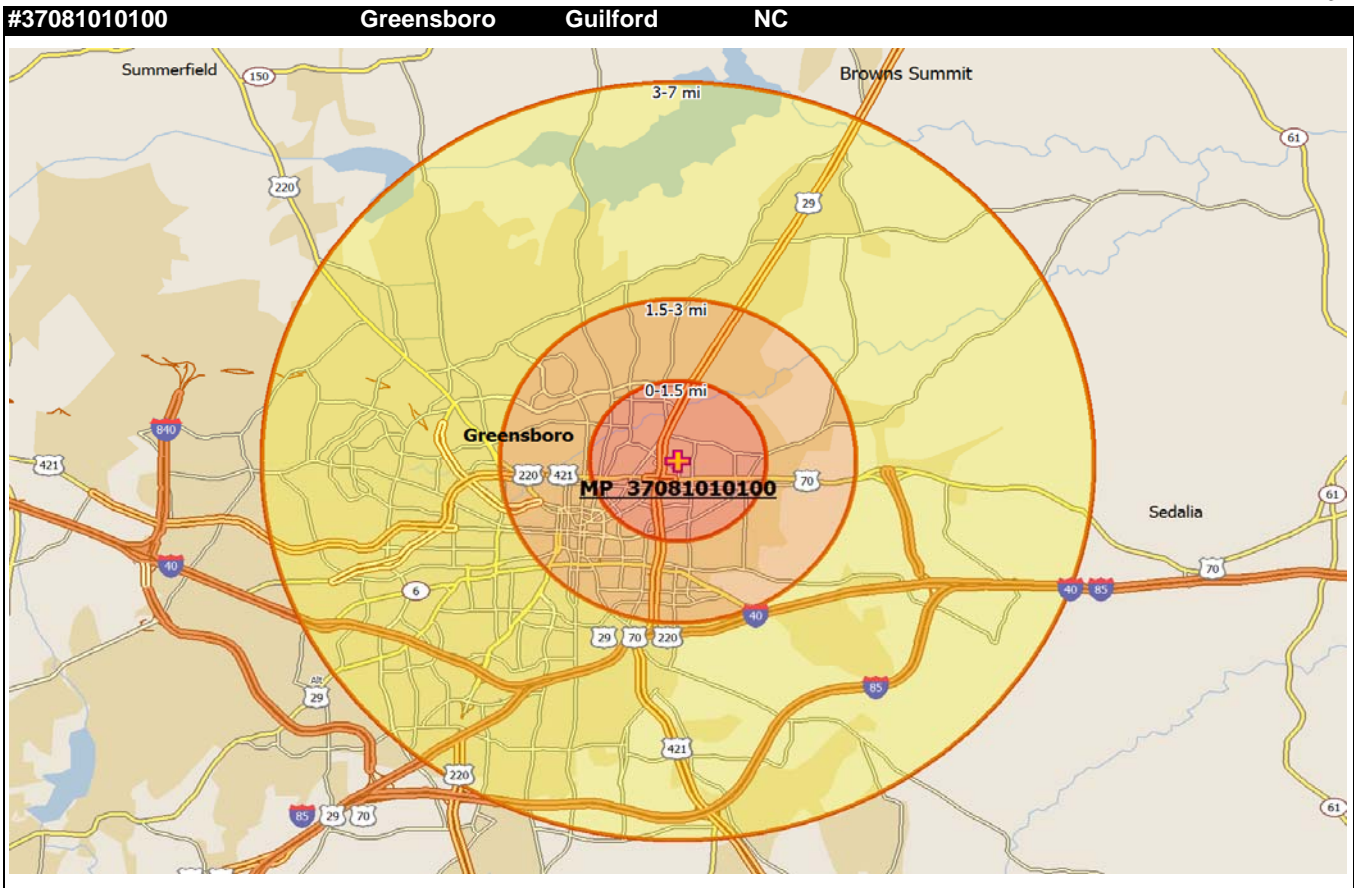
29 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067000900	Total Households in 0-3 mi Band	30211
CT Centroid Latitude	36.08477	Active Evangelical HHLDS	4663
CT Centroid Longitude	-80.24766	Active Evangelical PERCENT	15.44%
City Location:	Winston Salem	Unreached HHLDS	21450
County Location:	Forsyth	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	7377
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	24%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2124
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	12261
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.46%	Low Education County	FALSE
Mainstay Community	5.86%	Low Employment County	FALSE
Working Community	10.37%	Persistent Poverty County	FALSE
Country Community	10.90%	Population Loss County	FALSE
Aspiring Community	7.97%	Nonmetro Recreation County	FALSE
Urban Community	52.45%	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	53.70	Racial Diversity Index	85.18
Ancestry Diversity Index	17.62	Diversity Composite Index	35.02
Foreign Born Diversity Index	11.24	Population Density Index	58.90

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

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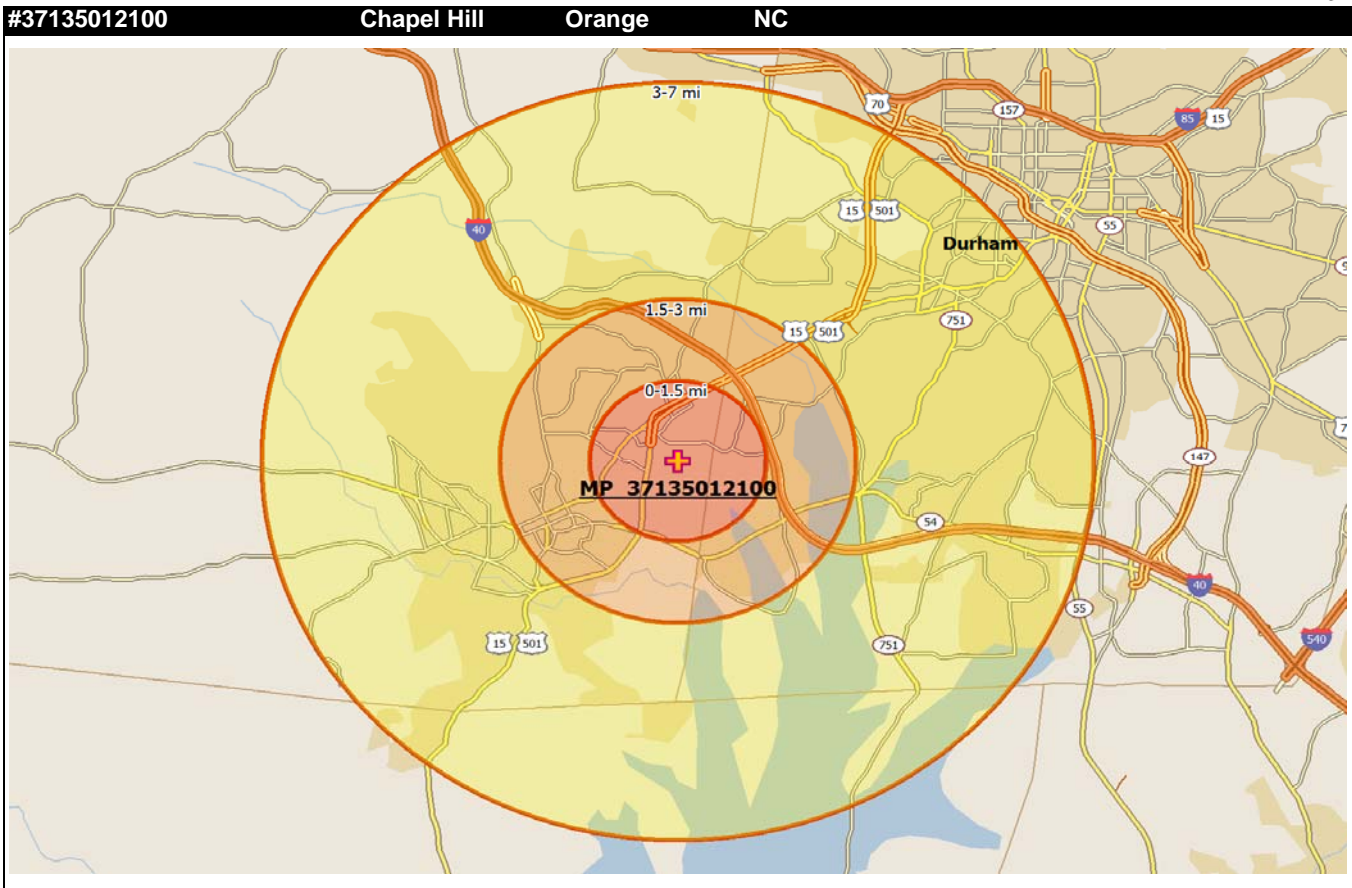
30 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081010100	Total Households in 0-3 mi Band	26694
CT Centroid Latitude	36.09238	Active Evangelical HHLDS	3266
CT Centroid Longitude	-79.76087	Active Evangelical PERCENT	12.23%
City Location:	Greensboro	Unreached HHLDS	19252
County Location:	Guilford	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	6953
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	26%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1873
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	7%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	10680
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	9.59%	Low Education County	FALSE
Mainstay Community	2.50%	Low Employment County	FALSE
Working Community	11.54%	Persistent Poverty County	FALSE
Country Community	7.81%	Population Loss County	FALSE
Aspiring Community	8.62%	Nonmetro Recreation County	FALSE
Urban Community	59.95%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	48.05	Racial Diversity Index	75.19
Ancestry Diversity Index	12.68	Diversity Composite Index	46.50
Foreign Born Diversity Index	33.76	Population Density Index	57.26

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

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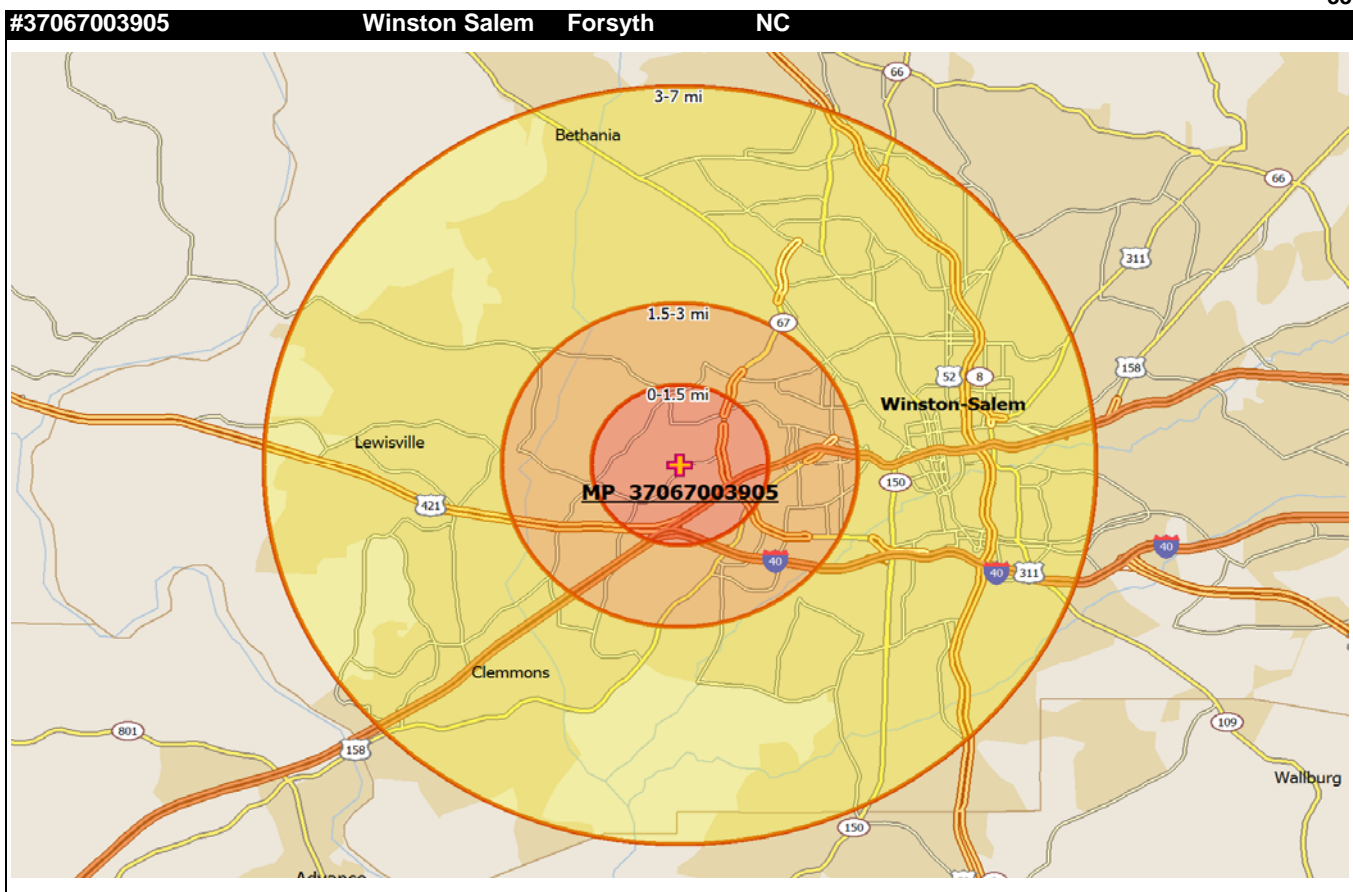
31 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37135012100	Total Households in 0-3 mi Band	22277
CT Centroid Latitude	35.92767	Active Evangelical HHLDS	1091
CT Centroid Longitude	-79.01563	Active Evangelical PERCENT	4.90%
City Location:	Chapel Hill	Unreached 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		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

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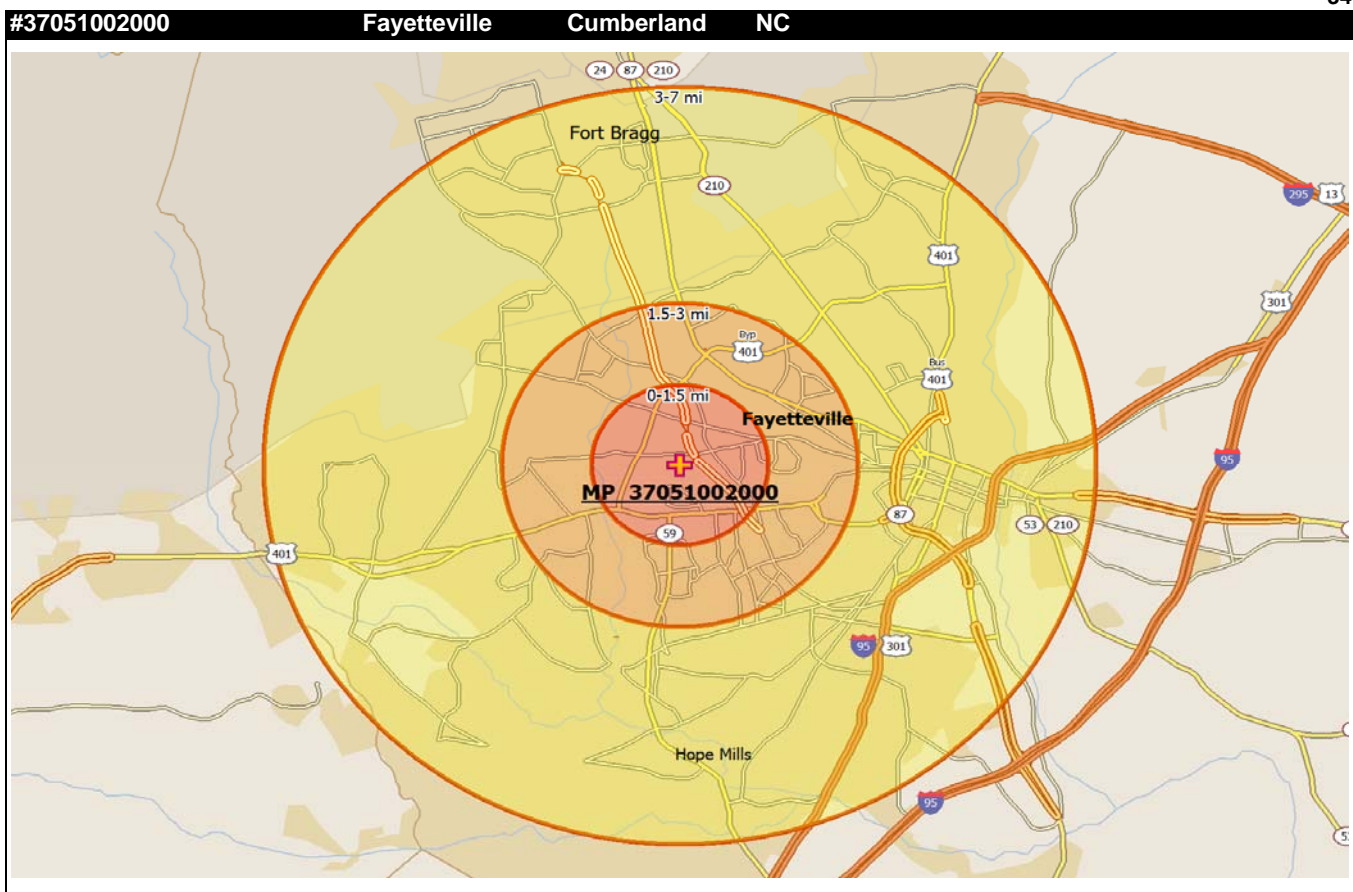
32 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067003905	Total Households in 0-3 mi Band	25855
CT Centroid Latitude	36.08939	Active Evangelical HHLDS	3969
CT Centroid Longitude	-80.32181	Active Evangelical PERCENT	15.35%
City Location:	Winston Salem	Unreached HHLDS	18427
County Location:	Forsyth	Unreached Percent	71%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4355
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	17%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	3164
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	10912
Population Pattern:	#50000-250000-100000	NOT Evangelical NOT Interested PERCENT	42%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	31.48%	Low Education County	FALSE
Mainstay Community	11.28%	Low Employment County	FALSE
Working Community	9.56%	Persistent Poverty County	FALSE
Country Community	23.27%	Population Loss County	FALSE
Aspiring Community	8.40%	Nonmetro Recreation County	FALSE
Urban Community	16.00%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	35.87	Racial Diversity Index	42.86
Ancestry Diversity Index	77.54	Diversity Composite Index	46.92
Foreign Born Diversity Index	96.64	Population Density Index	48.76

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

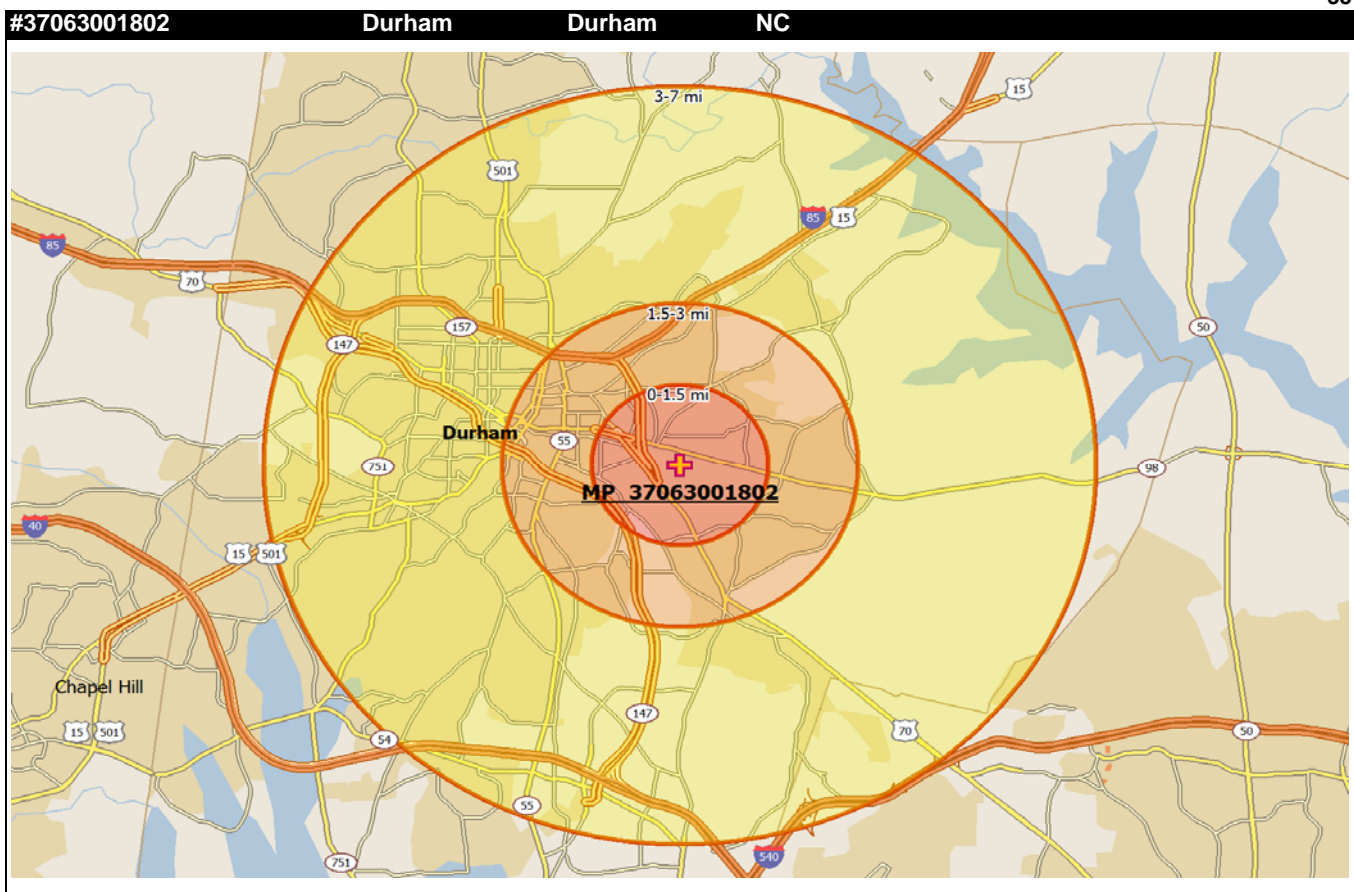
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	15.29%	Low Education County	FALSE
Mainstay Community	17.85%	Low Employment County	FALSE
Working Community	29.50%	Persistent Poverty County	FALSE
Country Community	12.51%	Population Loss County	FALSE
Aspiring Community	3.09%	Nonmetro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

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

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

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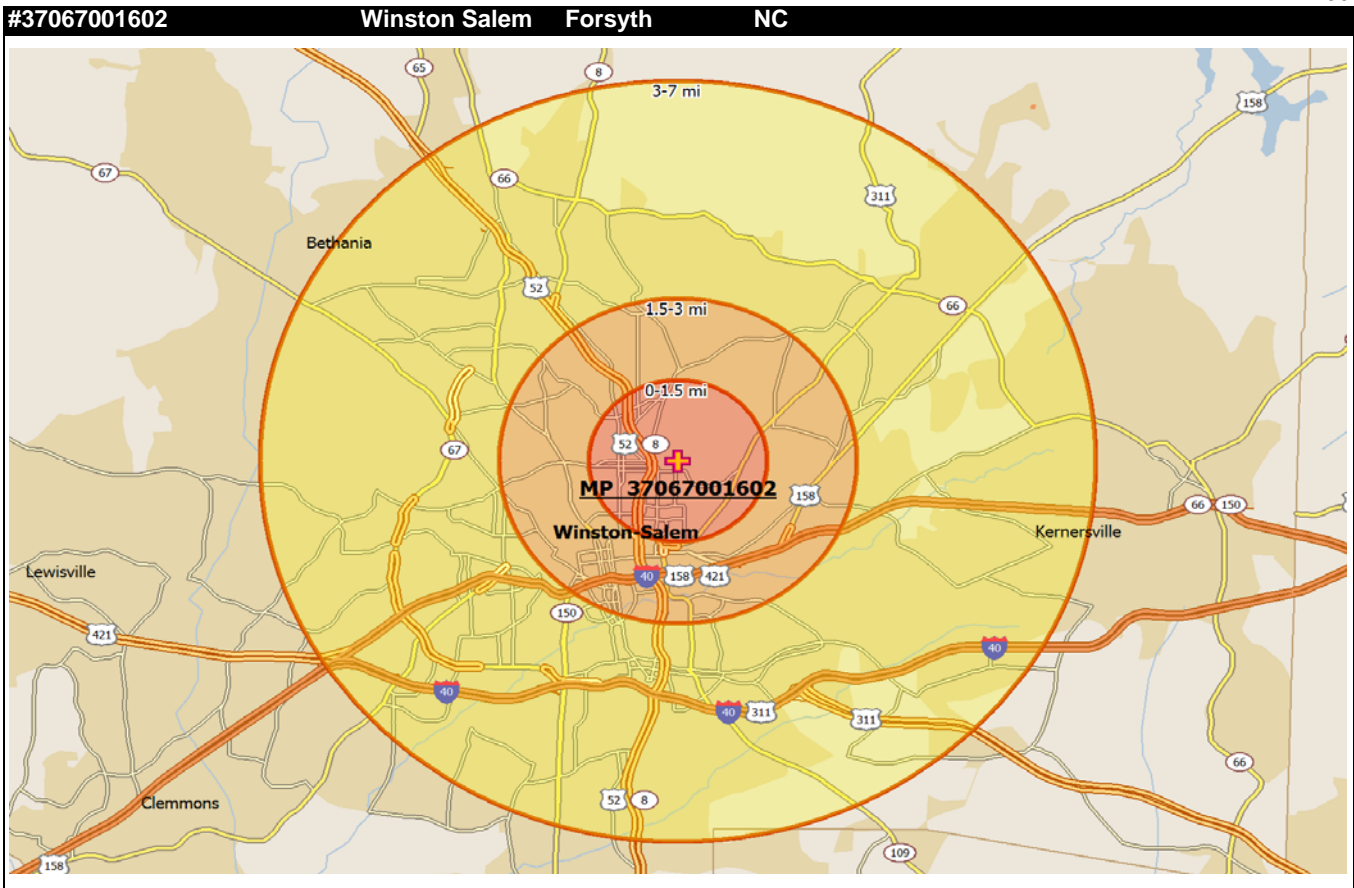
34 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063001802	Total Households in 0-3 mi Band	19853
CT Centroid Latitude	35.98464	Active Evangelical HHLDS	2454
CT Centroid Longitude	-78.85117	Active Evangelical PERCENT	12.36%
City Location:	Durham	Unreached HHLDS	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		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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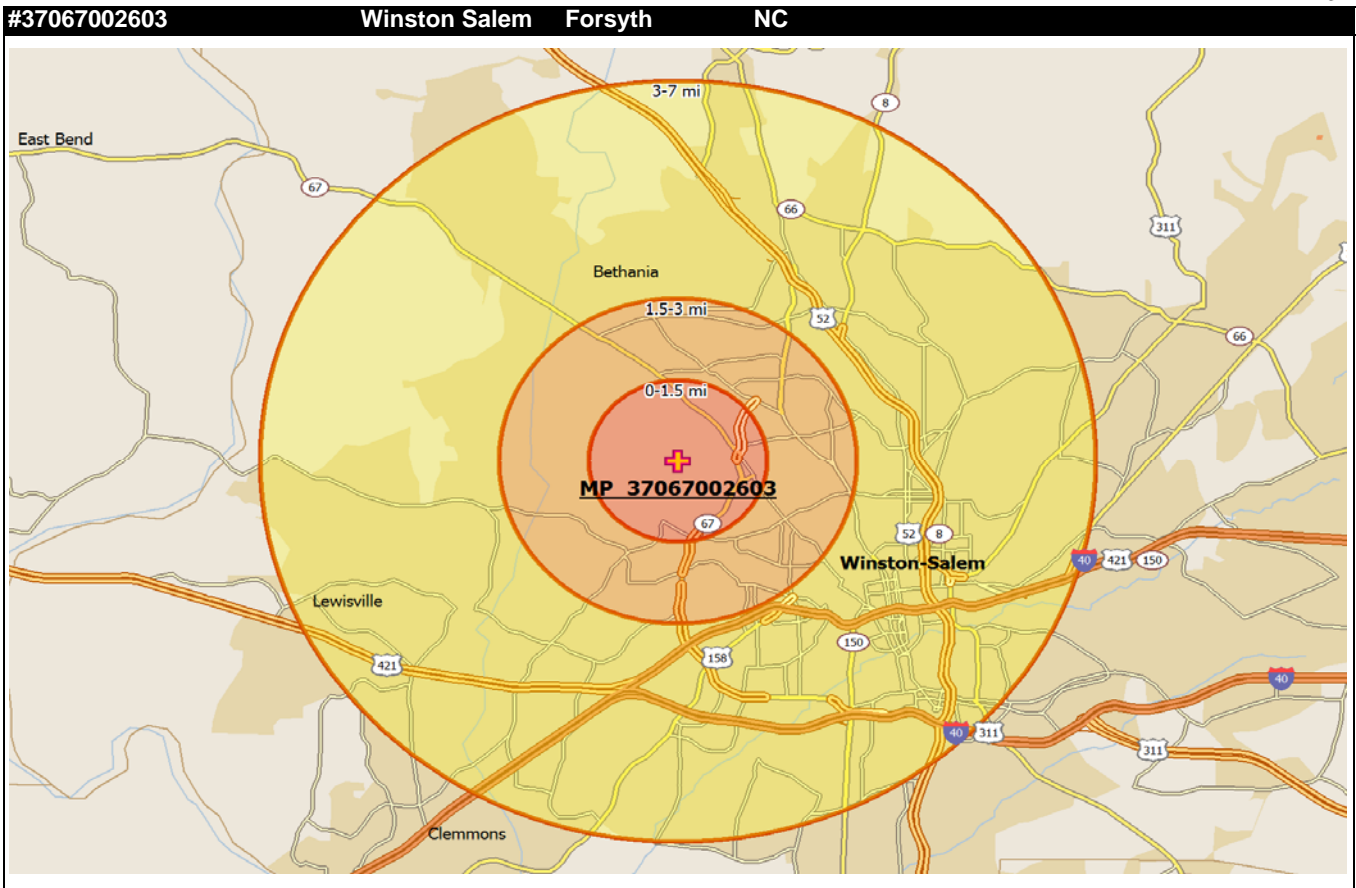
35 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37067001602	Total Households in 0-3 mi Band	19191
CT Centroid Latitude	36.12487	Active Evangelical HHLDS	2908
CT Centroid Longitude	-80.22435	Active Evangelical PERCENT	15.15%
City Location:	Winston Salem	Unreached HHLDS	13729
County Location:	Forsyth	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5632
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	29%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	874
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	5%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	7492
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	4.25%	Low Education County	FALSE
Mainstay Community	3.97%	Low Employment County	FALSE
Working Community	4.66%	Persistent Poverty County	FALSE
Country Community	5.47%	Population Loss County	FALSE
Aspiring Community	8.48%	Nonmetro Recreation County	FALSE
Urban Community	73.18%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	52.62	Racial Diversity Index	75.45
Ancestry Diversity Index	5.13	Diversity Composite Index	21.46
Foreign Born Diversity Index	3.40	Population Density Index	50.63

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:	#37067002603	Total Households in 0-3 mi Band	22372
CT Centroid Latitude	36.13301	Active Evangelical HHLDS	3340
CT Centroid Longitude	-80.30983	Active Evangelical PERCENT	14.93%
City Location:	Winston Salem	Unreached HHLDS	16114
County Location:	Forsyth	Unreached Percent	72%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	4777
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	2160
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	M	NOT Evangelical NOT Interested HHLDS	9273
Population Pattern:	#100000-250000-100000	NOT Evangelical NOT Interested PERCENT	41%

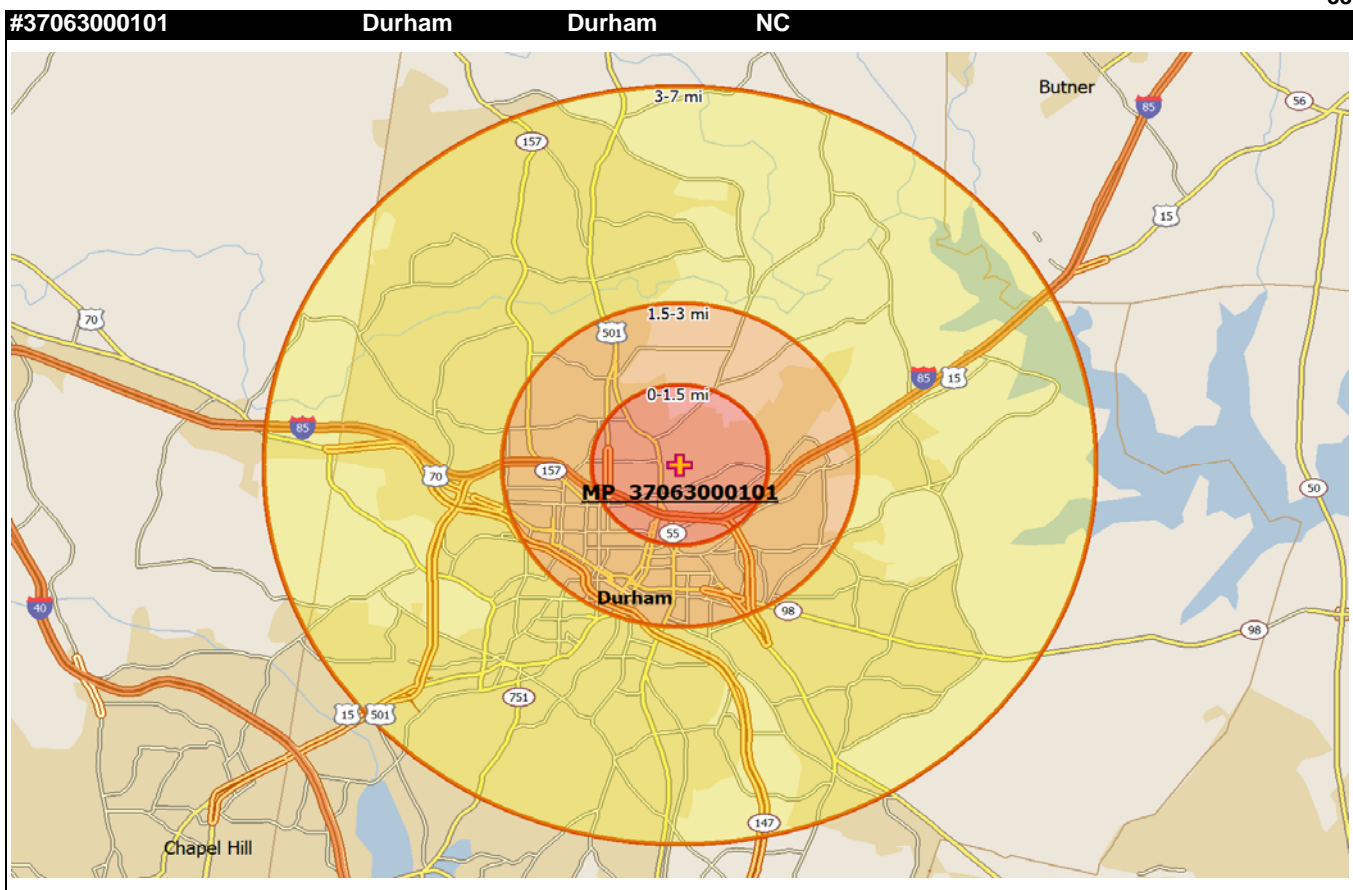
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	41.66%	Low Education County	FALSE
Mainstay Community	7.84%	Low Employment County	FALSE
Working Community	11.79%	Persistent Poverty County	FALSE
Country Community	11.08%	Population Loss County	FALSE
Aspiring Community	4.66%	Nonmetro Recreation County	FALSE
Urban Community	22.98%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	44.72	Racial Diversity Index	58.28
Ancestry Diversity Index	58.05	Diversity Composite Index	39.97
Foreign Born Diversity Index	31.72	Population Density Index	50.28

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

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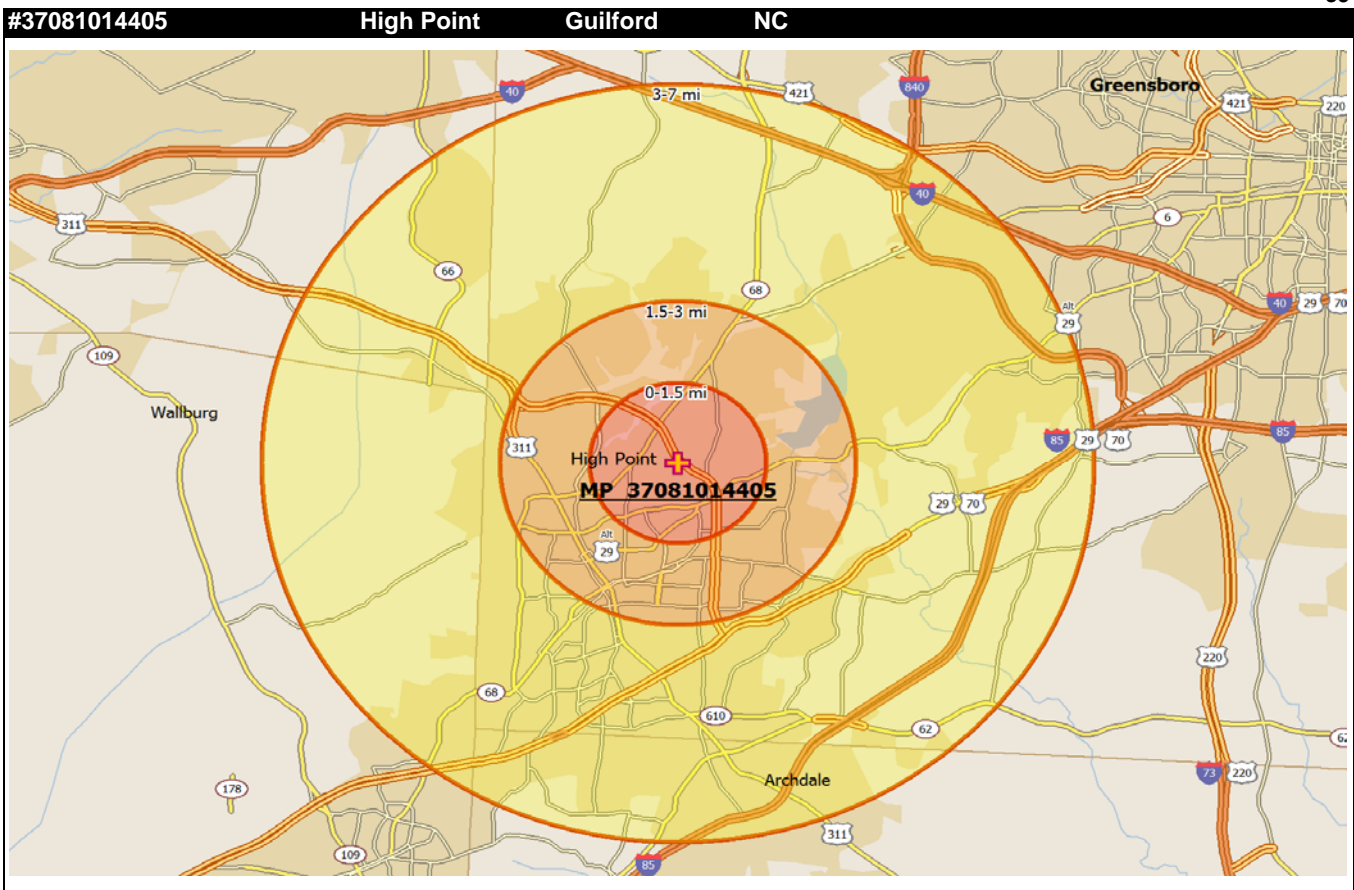


37 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37063000101	Total Households in 0-3 mi Band	25719
CT Centroid Latitude	36.0278	Active Evangelical HHLDS	3213
CT Centroid Longitude	-78.88398	Active Evangelical PERCENT	12.49%
City Location:	Durham	Unreached HHLDS	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		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



38 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37081014405	Total Households in 0-3 mi Band	23489
CT Centroid Latitude	35.9918	Active Evangelical HHLDS	3089
CT Centroid Longitude	-79.98587	Active Evangelical PERCENT	13.15%
City Location:	High Point	Unreached HHLDS	16449
County Location:	Guilford	Unreached Percent	70%
Sitescape Category code:	3.0	Religious but NOT Evang HHLDS	5232
Sitescape Group code:	3.3	Religious but NOT Evang PERCENT	22%
Sitescape Category:	Suburbscape	Spiritual but NOT Religious HHLDS	1834
Sitescape Group:	Large Suburbs	Spiritual but NOT Religious PERCENT	8%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	9488
Population Pattern:	#100000-100000-250000	NOT Evangelical NOT Interested PERCENT	40%

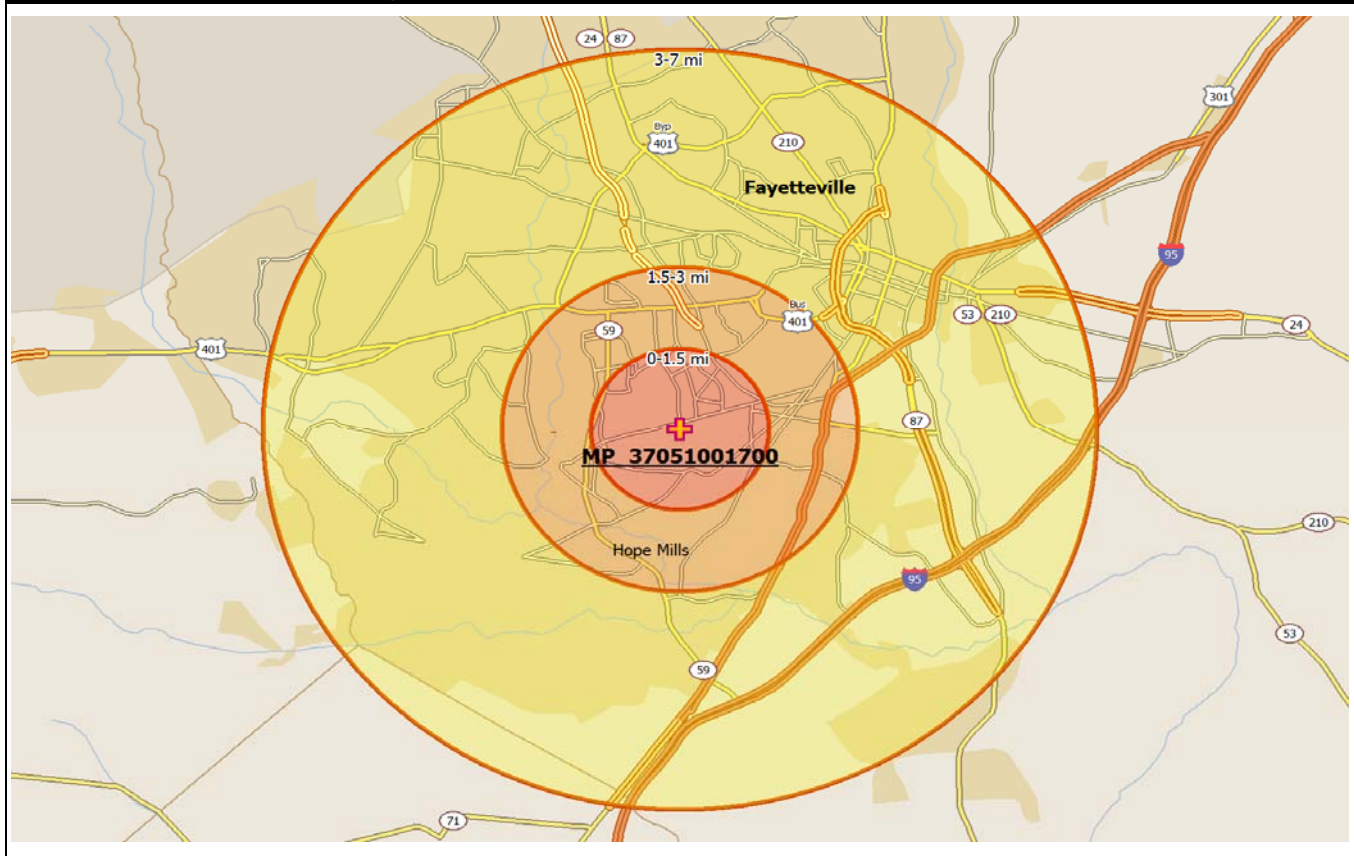
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	12.83%	Low Education County	FALSE
Mainstay Community	10.44%	Low Employment County	FALSE
Working Community	20.88%	Persistent Poverty County	FALSE
Country Community	13.87%	Population Loss County	FALSE
Aspiring Community	5.15%	Nonmetro Recreation County	FALSE
Urban Community	36.83%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	41.78	Racial Diversity Index	77.83
Ancestry Diversity Index	24.16	Diversity Composite Index	48.00
Foreign Born Diversity Index	41.30	Population Density Index	53.44

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

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#37051001700 Fayetteville Cumberland NC



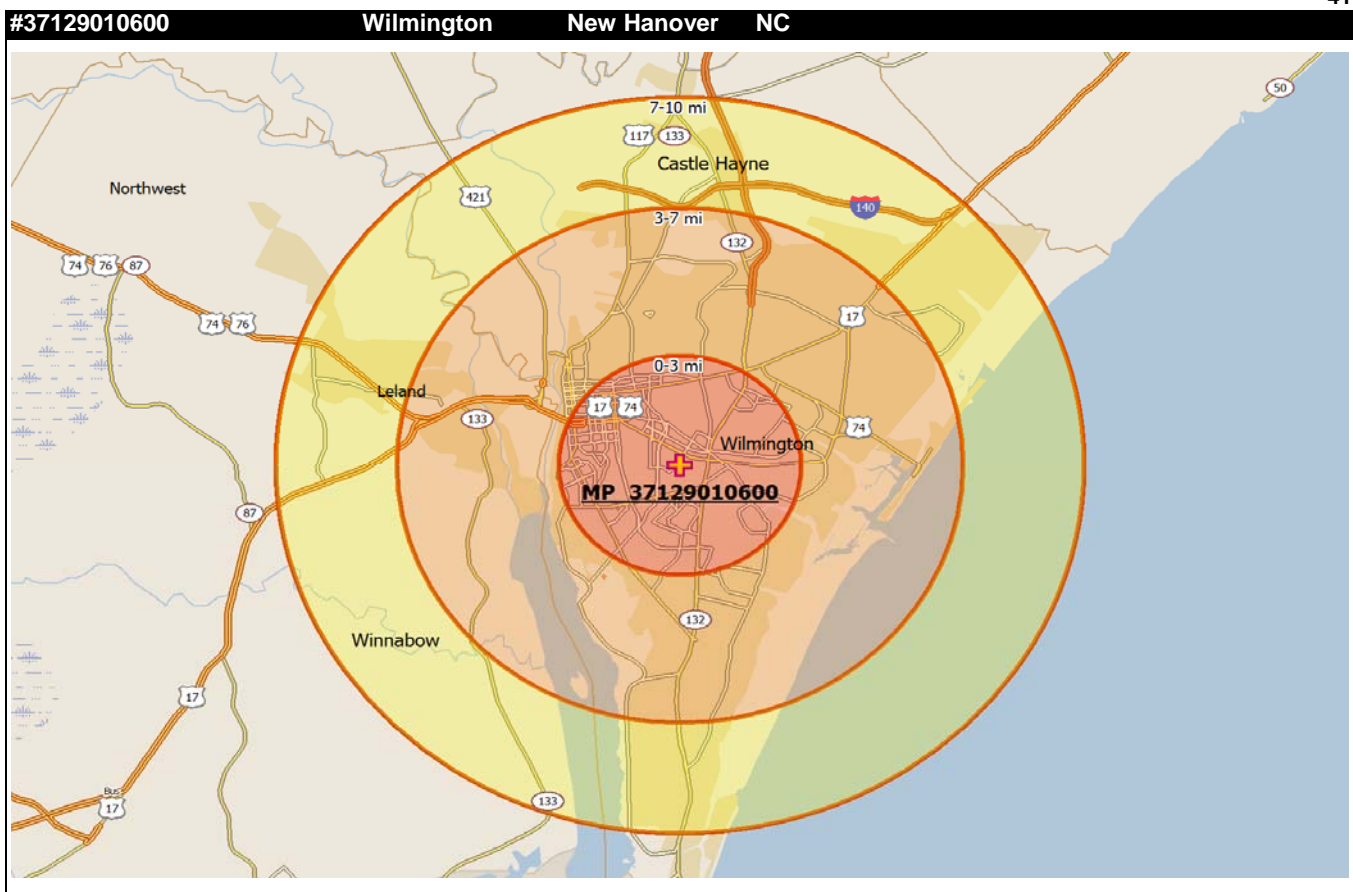
39 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051001700	Total Households in 0-3 mi Band	23584
CT Centroid Latitude	35.01126	Active Evangelical HHLDS	3486
CT Centroid Longitude	-78.93971	Active Evangelical PERCENT	14.78%
City Location:	Fayetteville	Unreached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

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

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

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

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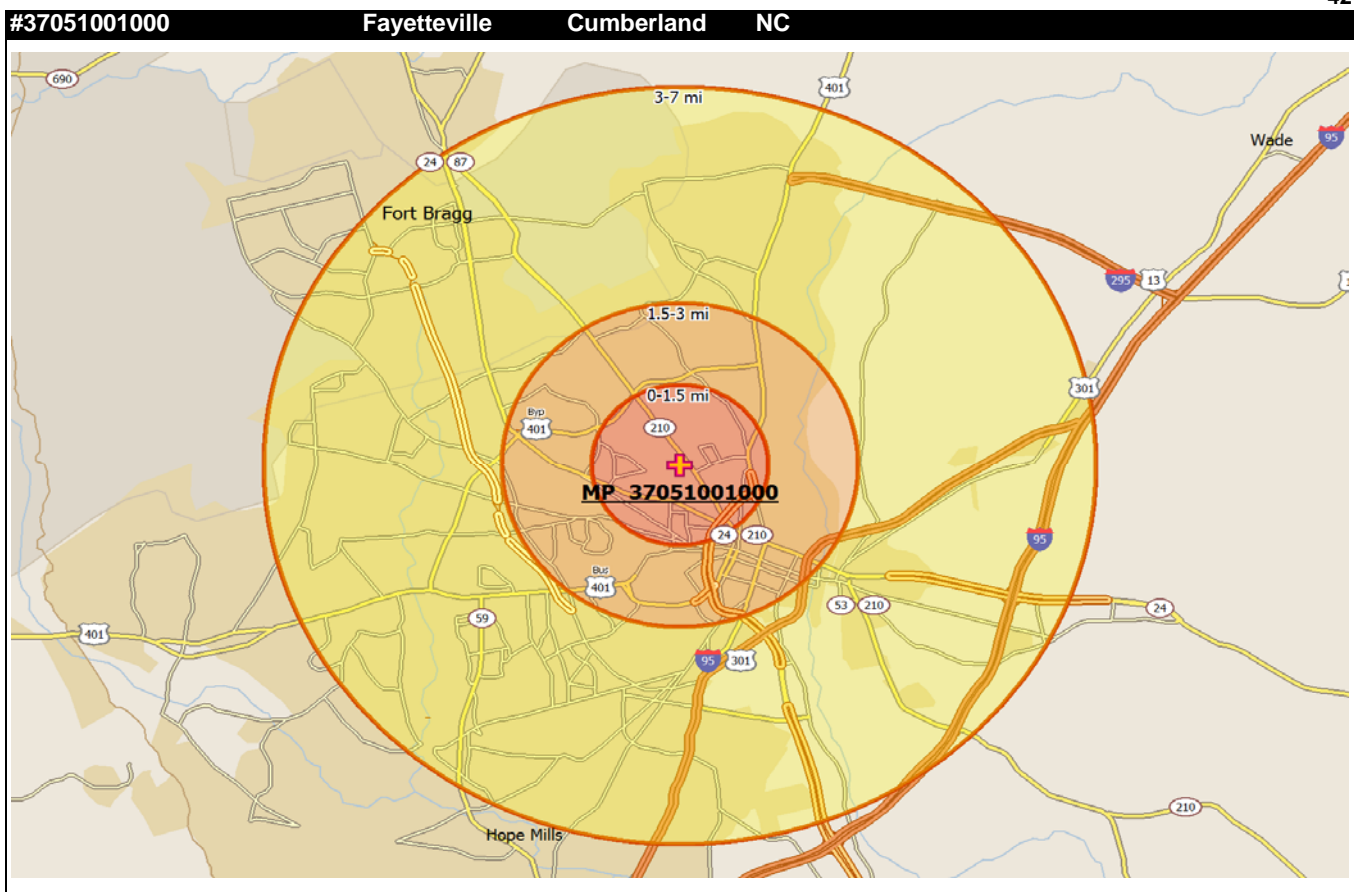


40 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37129010600	Total Households in 0-3 mi Band	32878
CT Centroid Latitude	34.2082	Active Evangelical HHLDS	3452
CT Centroid Longitude	-77.89896	Active Evangelical PERCENT	10.50%
City Location:	Wilmington	Unreached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

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

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

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



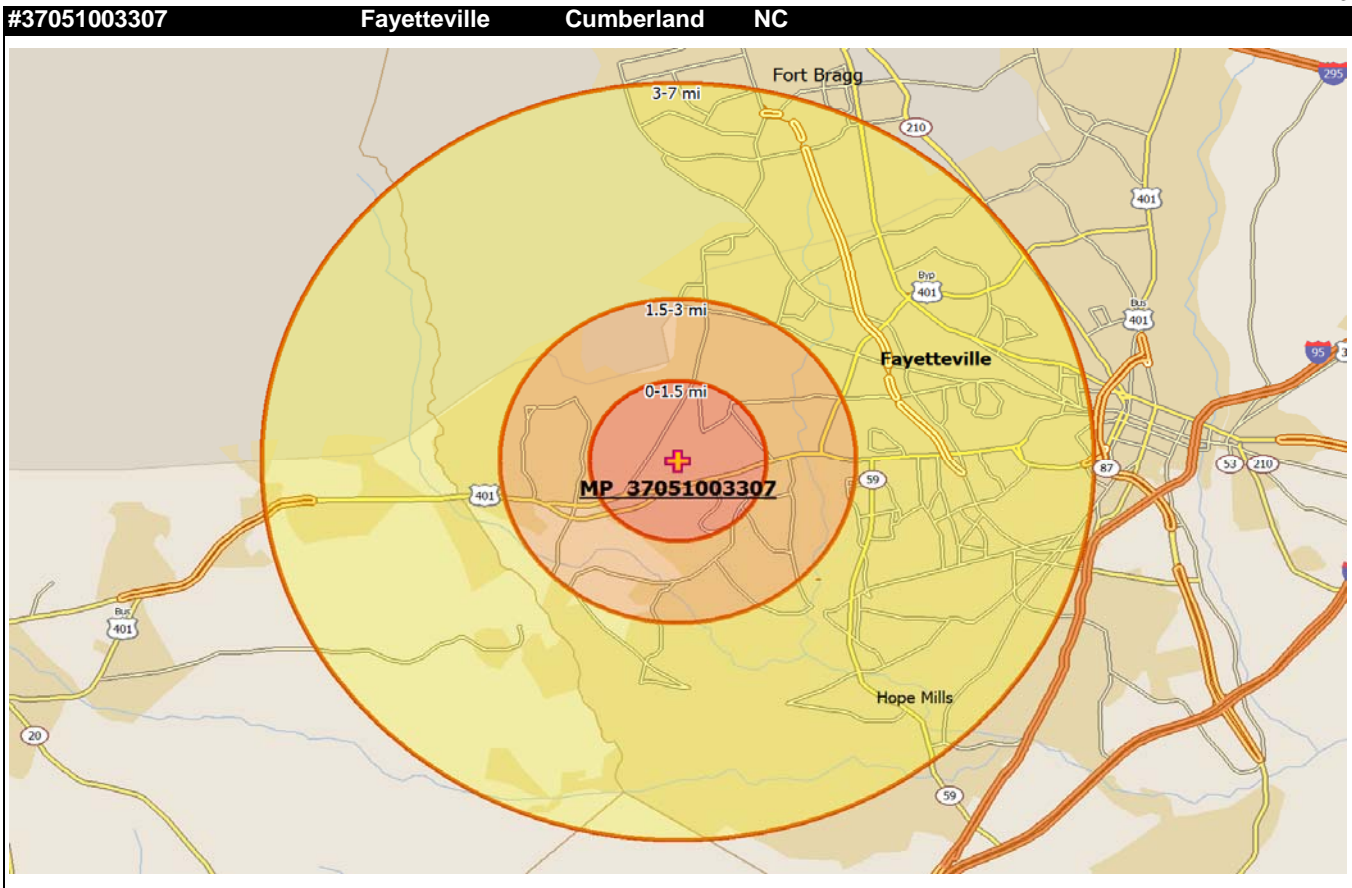
41 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051001000	Total Households in 0-3 mi Band	22468
CT Centroid Latitude	35.07793	Active Evangelical HHLDS	3045
CT Centroid Longitude	-78.90202	Active Evangelical PERCENT	13.55%
City Location:	Fayetteville	Unreached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

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

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

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

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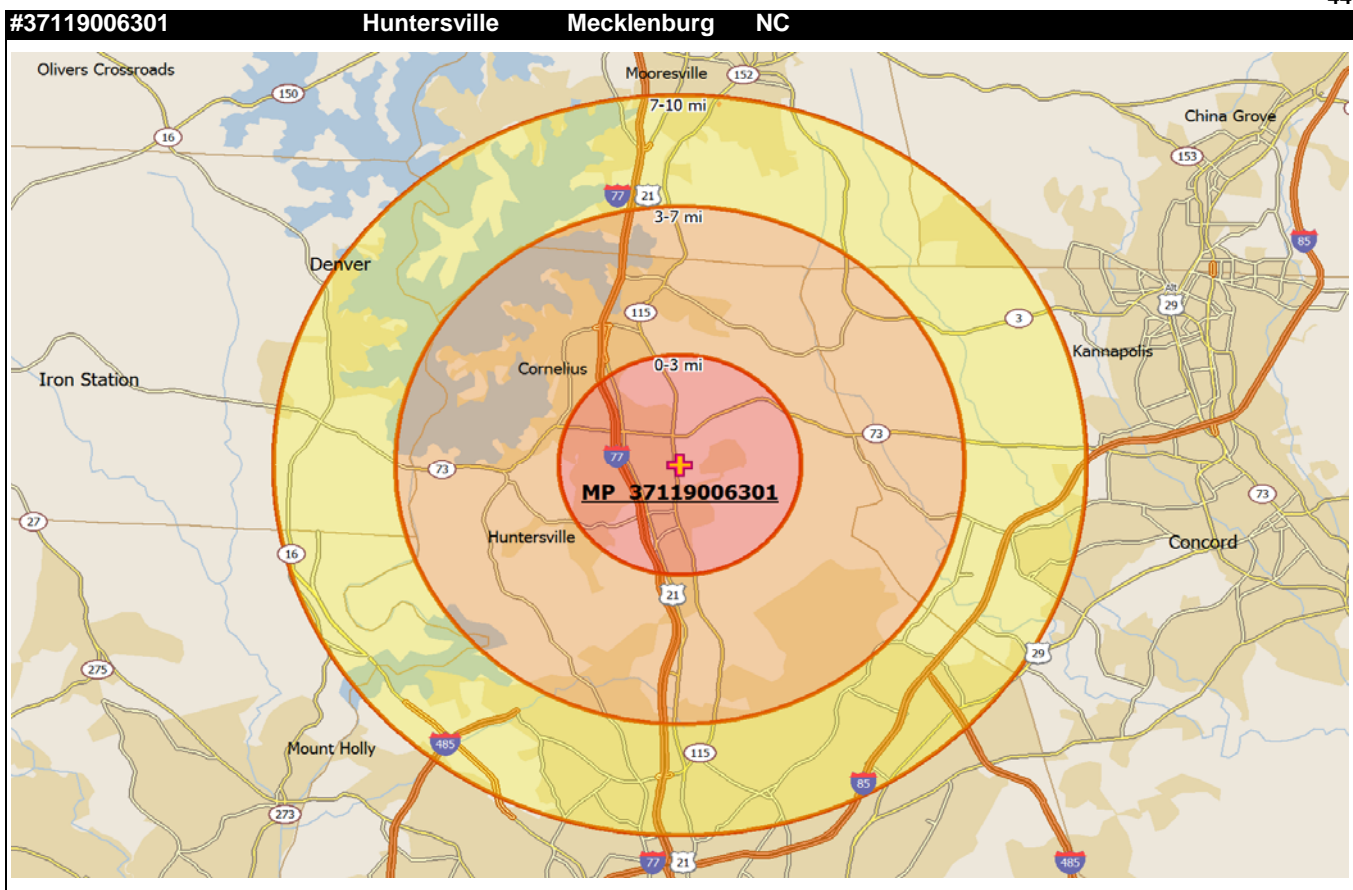
42 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37051003307	Total Households in 0-3 mi Band	24291
CT Centroid Latitude	35.04219	Active Evangelical HHLDS	3215
CT Centroid Longitude	-79.01849	Active Evangelical PERCENT	13.24%
City Location:	Fayetteville	Unreached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

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

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

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

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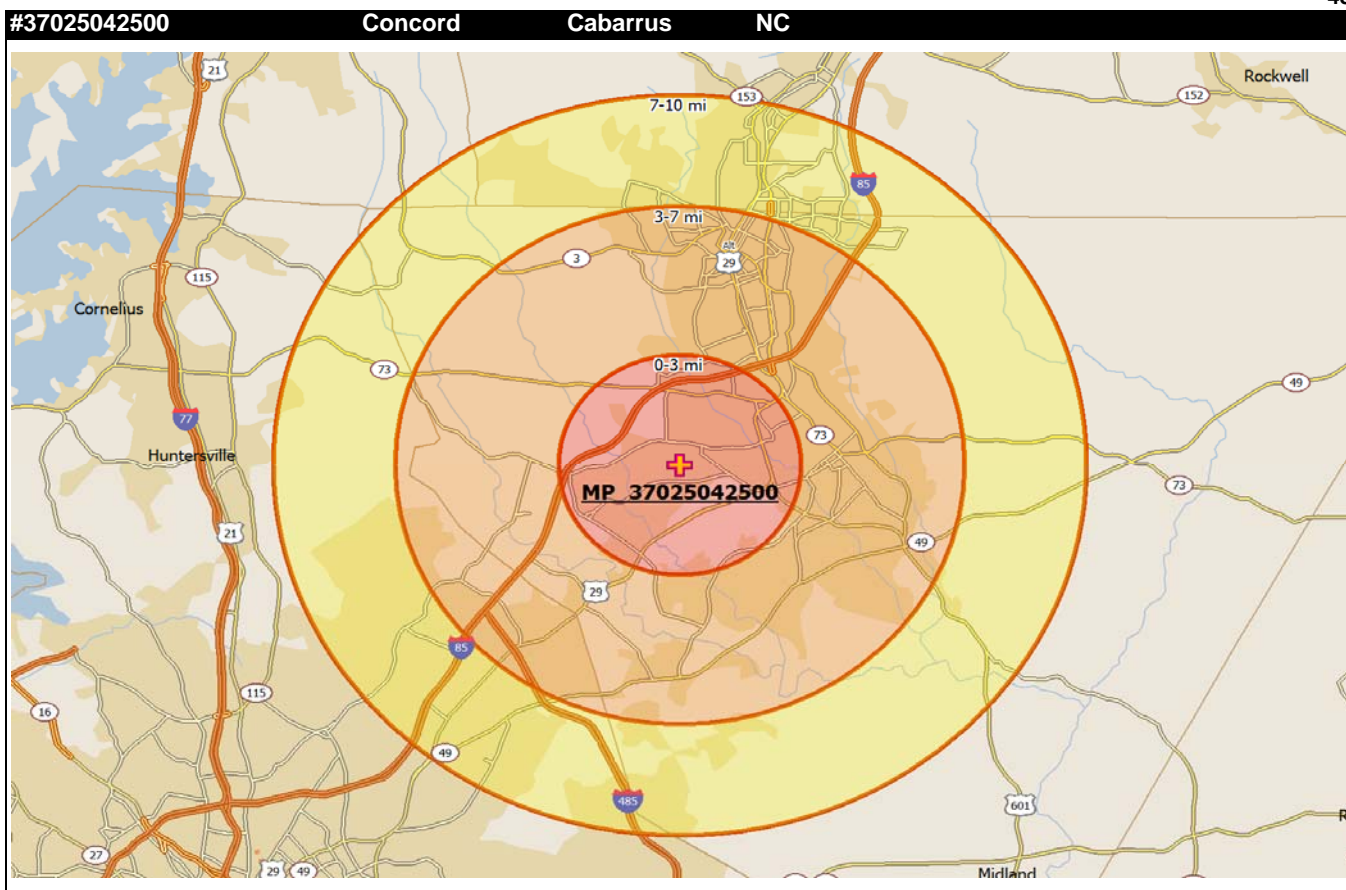
43 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37119006301	Total Households in 0-3 mi Band	14751
CT Centroid Latitude	35.42904	Active Evangelical HHLDS	2023
CT Centroid Longitude	-80.84082	Active Evangelical PERCENT	13.71%
City Location:	Huntersville	Unreached HHLDS	10193
County Location:	Mecklenburg	Unreached Percent	69%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	2170
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	15%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	2167
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	15%
Density Assignment:	I3	NOT Evangelical NOT Interested HHLDS	5856
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	40%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	55.12%	Low Education County	FALSE
Mainstay Community	5.09%	Low Employment County	FALSE
Working Community	2.39%	Persistent Poverty County	FALSE
Country Community	27.55%	Population Loss County	FALSE
Aspiring Community	7.53%	Nonmetro Recreation County	FALSE
Urban Community	2.31%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	37.29	Racial Diversity Index	43.35
Ancestry Diversity Index	88.76	Diversity Composite Index	73.03
Foreign Born Diversity Index	52.92	Population Density Index	39.60

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

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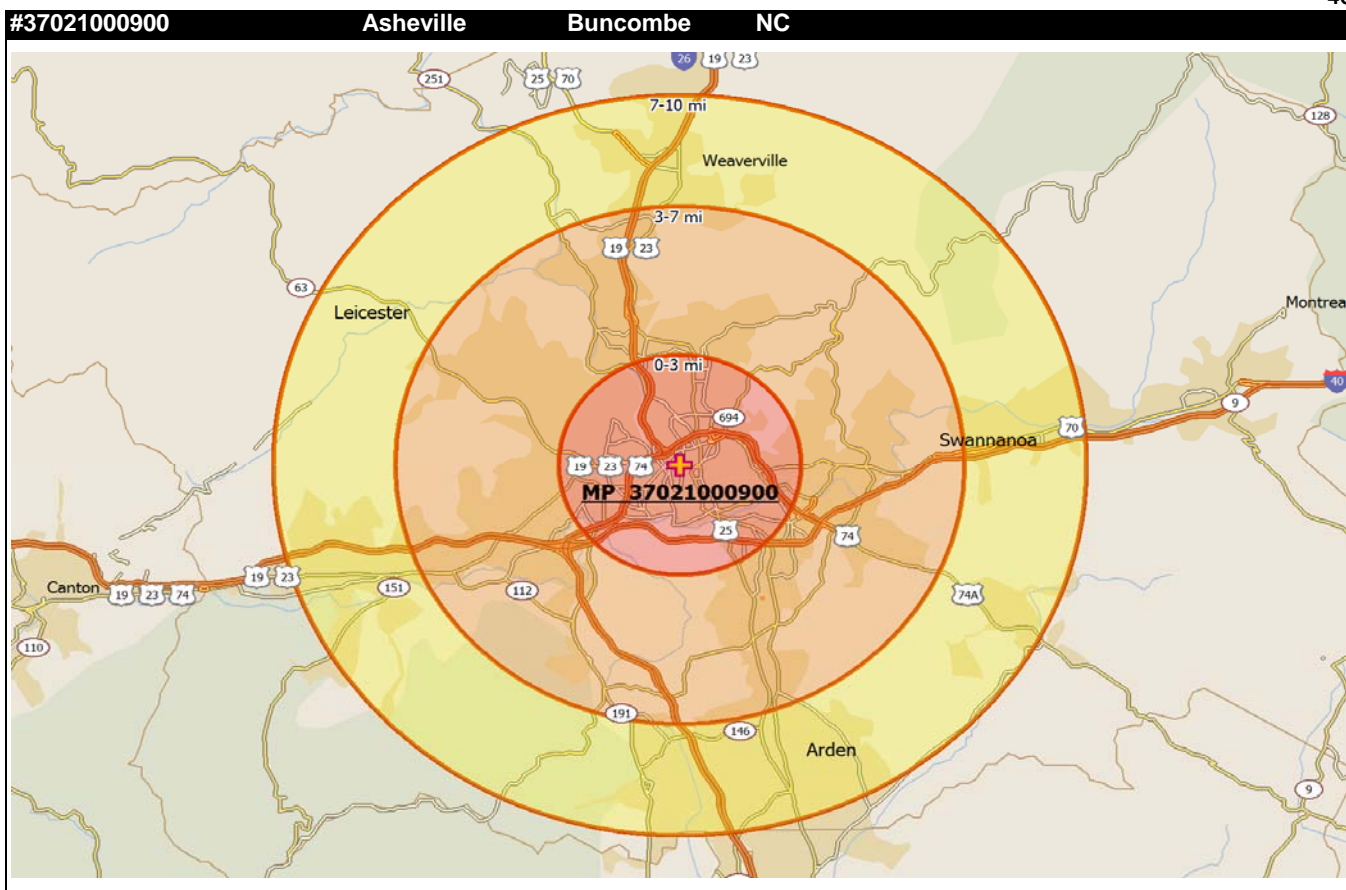
44 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37025042500	Total Households in 0-3 mi Band	12008
CT Centroid Latitude	35.40521	Active Evangelical HHLDS	2161
CT Centroid Longitude	-80.64844	Active Evangelical PERCENT	18.00%
City Location:	Concord	Unreached HHLDS	8188
County Location:	Cabarrus	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1932
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1401
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	12%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	4865
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	23.44%	Low Education County	FALSE
Mainstay Community	11.47%	Low Employment County	FALSE
Working Community	26.73%	Persistent Poverty County	FALSE
Country Community	21.59%	Population Loss County	FALSE
Aspiring Community	2.29%	Nonmetro Recreation County	FALSE
Urban Community	14.48%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	49.91	Racial Diversity Index	55.61
Ancestry Diversity Index	58.62	Diversity Composite Index	49.02
Foreign Born Diversity Index	18.37	Population Density Index	39.90

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:	#37021000900	Total Households in 0-3 mi Band	21562
CT Centroid Latitude	35.58743	Active Evangelical HHLDS	2795
CT Centroid Longitude	-82.56029	Active Evangelical PERCENT	12.96%
City Location:	Asheville	Unreached HHLDS	15180
County Location:	Buncombe	Unreached Percent	70%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	4317
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	20%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	2144
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	10%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	8793
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

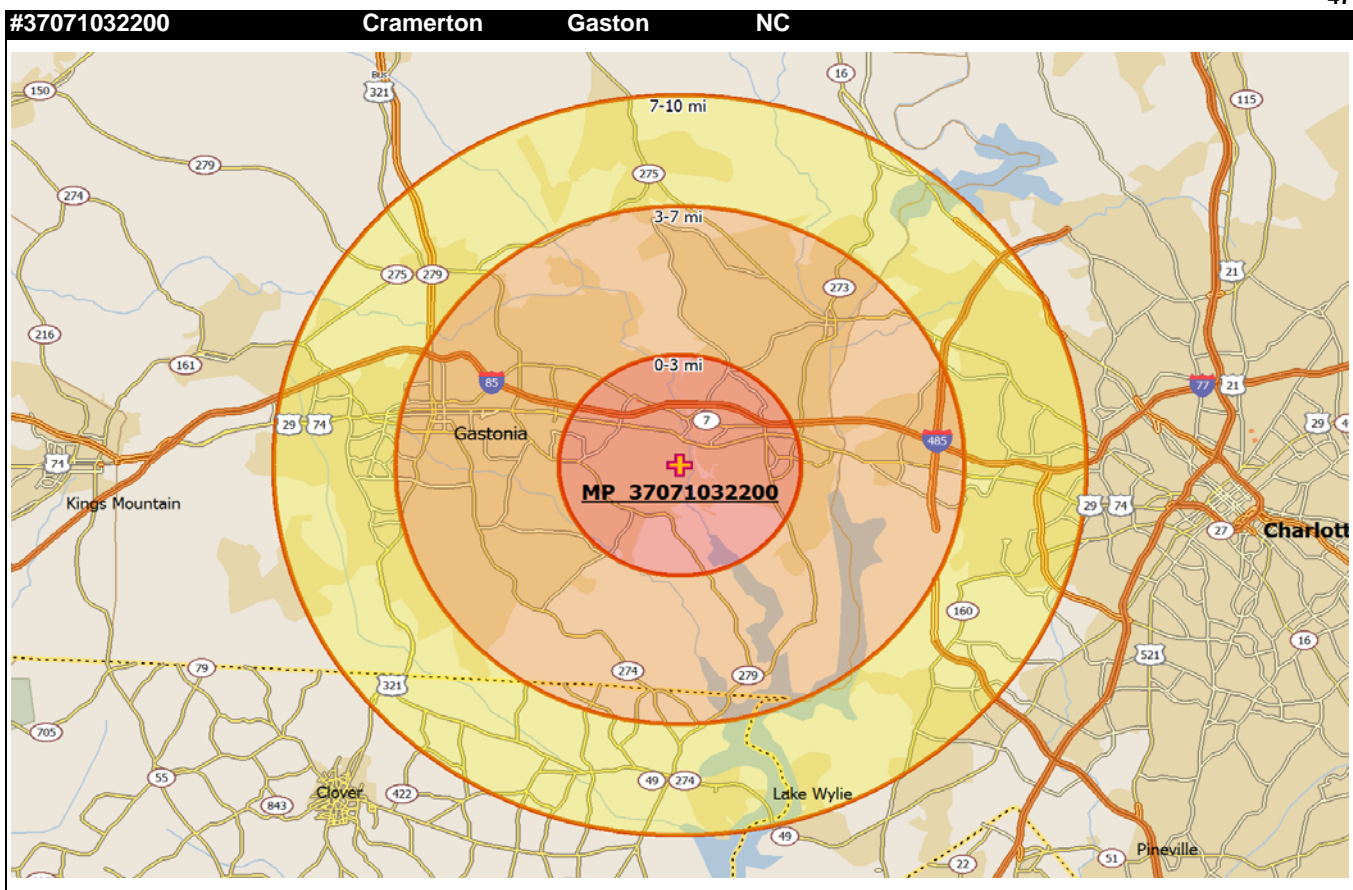
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	5.02%	Low Education County	FALSE
Mainstay Community	7.27%	Low Employment County	FALSE
Working Community	20.48%	Persistent Poverty County	FALSE
Country Community	13.75%	Population Loss County	FALSE
Aspiring Community	6.53%	Nonmetro Recreation County	FALSE
Urban Community	46.95%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	40.38	Racial Diversity Index	51.23
Ancestry Diversity Index	57.73	Diversity Composite Index	36.72
Foreign Born Diversity Index	46.63	Population Density Index	45.83

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:	#37071032200	Total Households in 0-3 mi Band	12336
CT Centroid Latitude	35.24043	Active Evangelical HHLDS	2109
CT Centroid Longitude	-81.07969	Active Evangelical PERCENT	17.10%
City Location:	Cramerton	Unreached HHLDS	8366
County Location:	Gaston	Unreached Percent	68%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1934
Sitescape Group code:	2.2	Religious but NOT Evang PERCENT	16%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1391
Sitescape Group:	Medium Towns	Spiritual but NOT Religious PERCENT	11%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	5044
Population Pattern:	#50000-100000-100000	NOT Evangelical NOT Interested PERCENT	41%

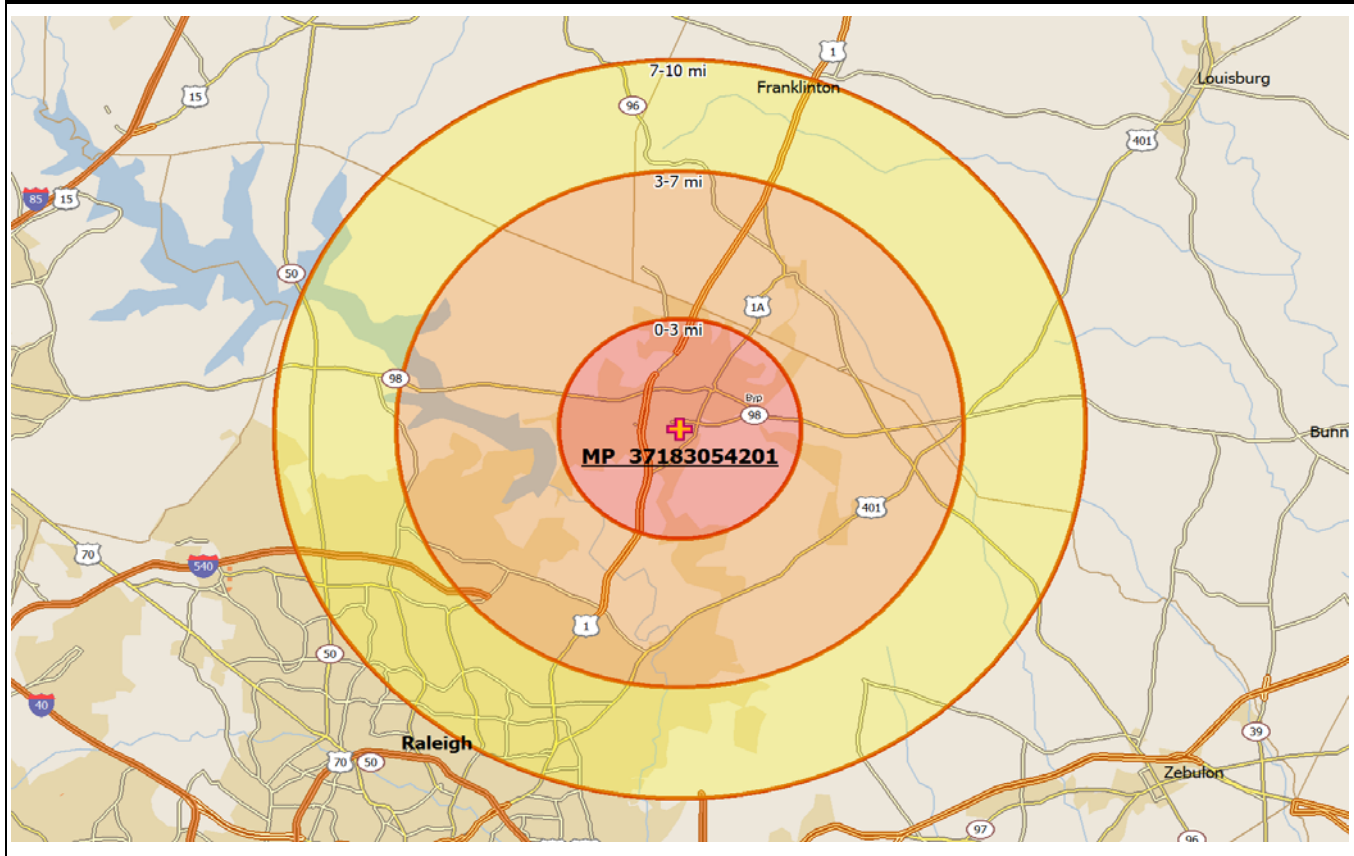
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	18.18%	Low Education County	FALSE
Mainstay Community	11.68%	Low Employment County	FALSE
Working Community	31.79%	Persistent Poverty County	FALSE
Country Community	23.34%	Population Loss County	FALSE
Aspiring Community	3.71%	Nonmetro Recreation County	FALSE
Urban Community	11.29%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	33.38	Racial Diversity Index	41.86
Ancestry Diversity Index	68.16	Diversity Composite Index	29.48
Foreign Born Diversity Index	35.57	Population Density Index	37.10

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

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#37183054201 Wake Forest Wake NC



47 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%

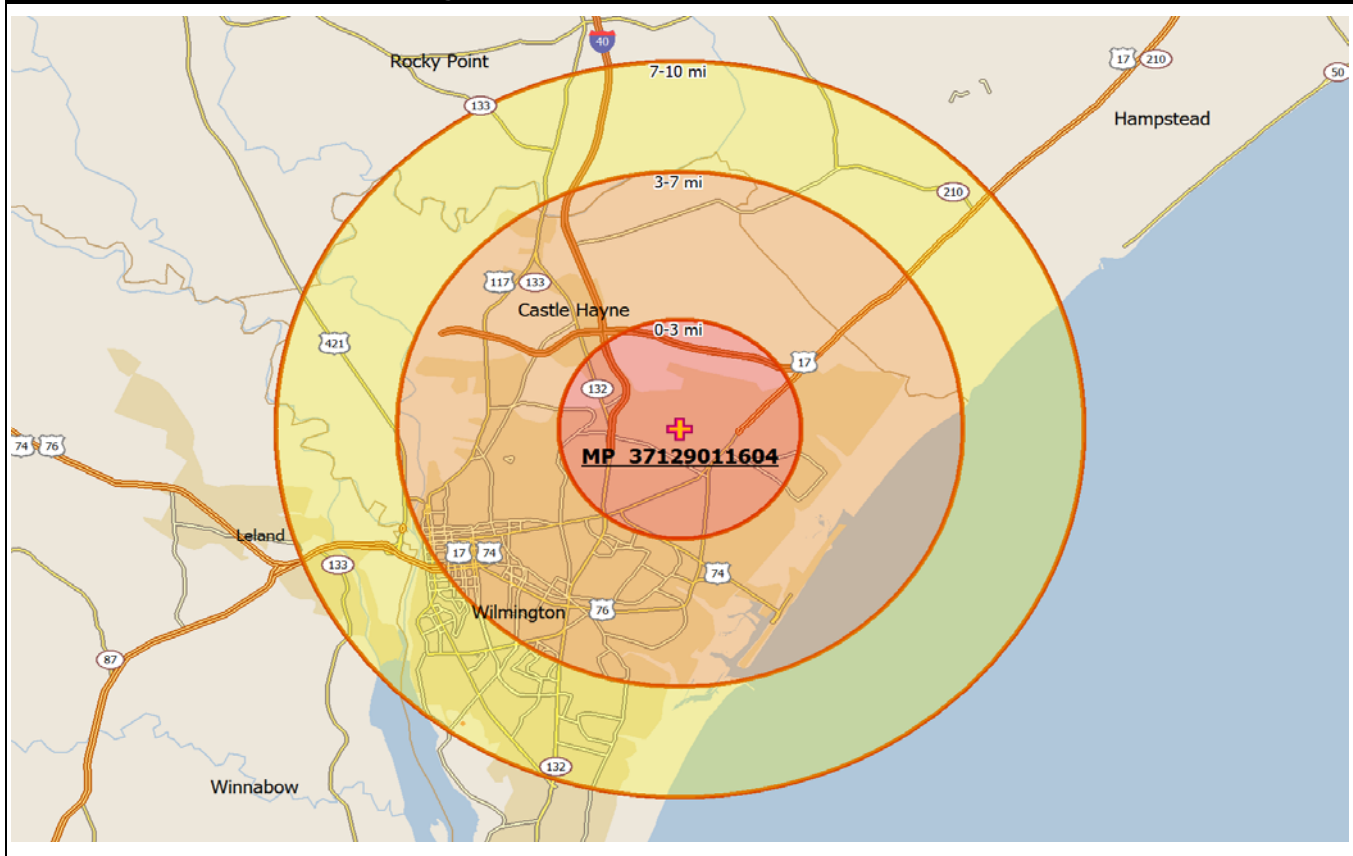
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	46.85%	Low Education County	FALSE
Mainstay Community	16.99%	Low Employment County	FALSE
Working Community	4.79%	Persistent Poverty County	FALSE
Country Community	20.44%	Population Loss County	FALSE
Aspiring Community	2.77%	Nonmetro Recreation County	FALSE
Urban Community	8.16%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		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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#37129011604 Wilmington New Hanover NC

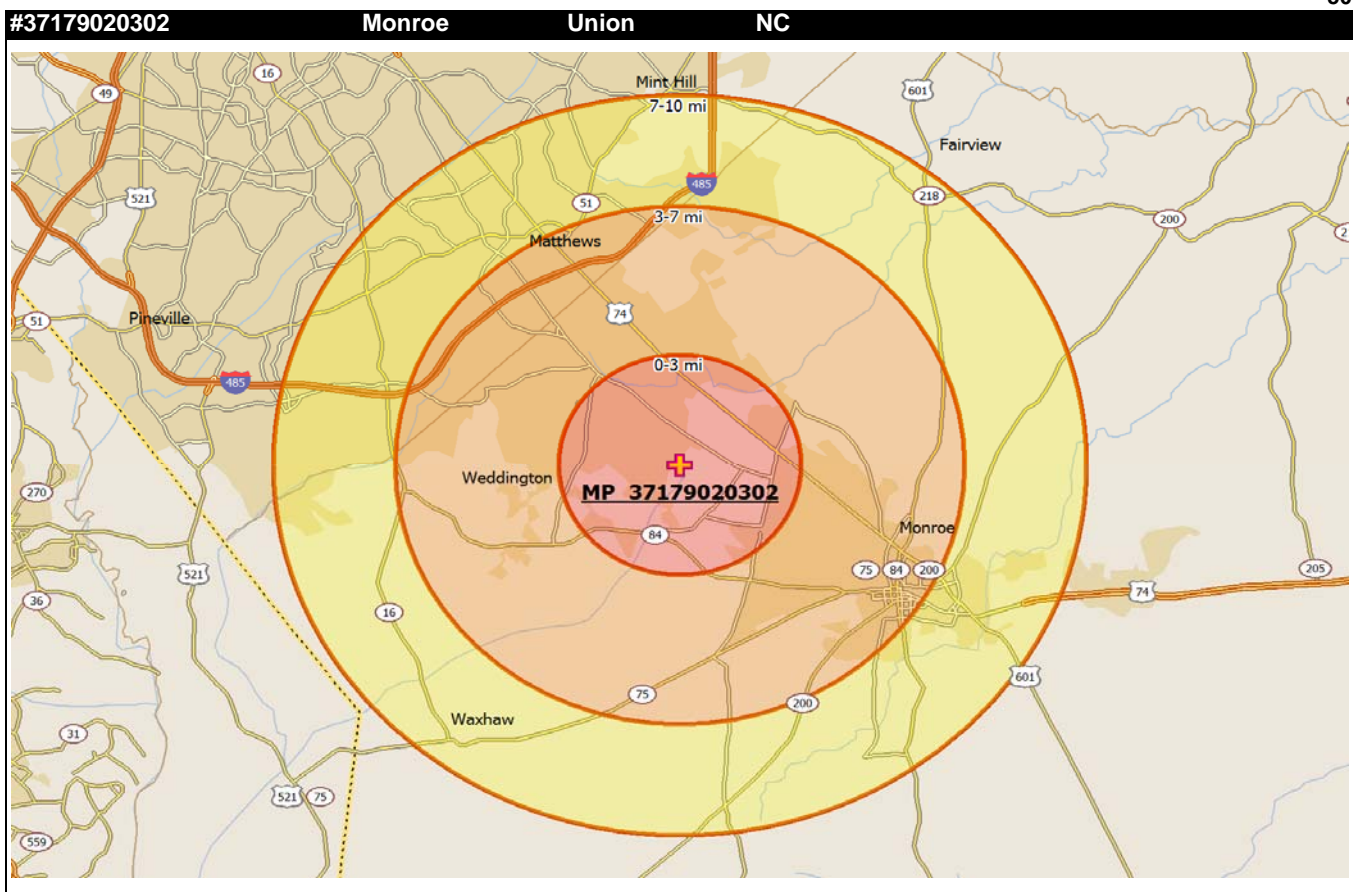


48 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37129011604	Total Households in 0-3 mi Band	15806
CT Centroid Latitude	34.28001	Active Evangelical HHLDS	1854
CT Centroid Longitude	-77.83841	Active Evangelical PERCENT	11.73%
City Location:	Wilmington	Unreached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

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

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

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



49 LOCATION RANK IN REGIONAL SITSCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37179020302	Total Households in 0-3 mi Band	9742
CT Centroid Latitude	35.03236	Active Evangelical HHLDS	1627
CT Centroid Longitude	-80.64342	Active Evangelical PERCENT	16.71%
City Location:	Monroe	Unreached HHLDS	6516
County Location:	Union	Unreached Percent	67%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	1330
Sitescape Group code:	3.2	Religious but NOT Evang PERCENT	14%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	1344
Sitescape Group:	Medium Suburbs	Spiritual but NOT Religious PERCENT	14%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	3841
Population Pattern:	#50000-100000-250000	NOT Evangelical NOT Interested PERCENT	39%

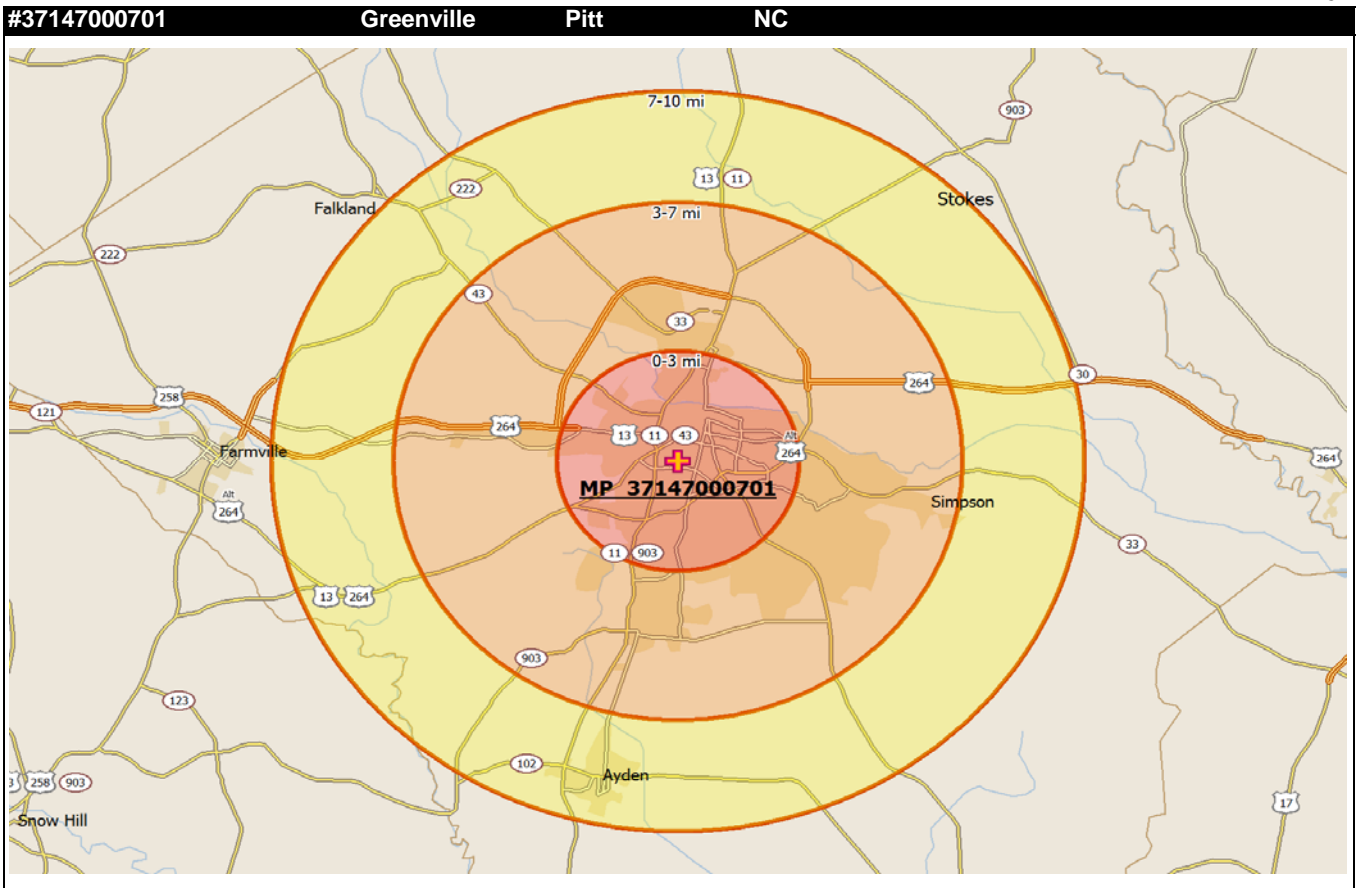
0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	28.01%	Low Education County	FALSE
Mainstay Community	41.18%	Low Employment County	FALSE
Working Community	6.34%	Persistent Poverty County	FALSE
Country Community	18.58%	Population Loss County	FALSE
Aspiring Community	0.00%	Nonmetro Recreation County	FALSE
Urban Community	5.88%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	35.80	Racial Diversity Index	27.97
Ancestry Diversity Index	85.41	Diversity Composite Index	65.42
Foreign Born Diversity Index	96.69	Population Density Index	33.39

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

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50 LOCATION RANK IN REGIONAL SITESCAPE		0-3 MILE BAND SPIRITUALITY STATUS	
Census Tract:	#37147000701	Total Households in 0-3 mi Band	29103
CT Centroid Latitude	35.59466	Active Evangelical HHLDS	3268
CT Centroid Longitude	-77.38568	Active Evangelical PERCENT	11.23%
City Location:	Greenville	Unreached HHLDS	21684
County Location:	Pitt	Unreached Percent	75%
Sitescape Category code:	2.0	Religious but NOT Evang HHLDS	6125
Sitescape Group code:	4.1	Religious but NOT Evang PERCENT	21%
Sitescape Category:	Townscape	Spiritual but NOT Religious HHLDS	3676
Sitescape Group:	Small Cities	Spiritual but NOT Religious PERCENT	13%
Density Assignment:	K	NOT Evangelical NOT Interested HHLDS	11958
Population Pattern:	#100000-100000-50000	NOT Evangelical NOT Interested PERCENT	41%

0-3 MILE BAND COMMUNITY TYPE		0-3 MILE BAND COUNTY TYPE	
Upscale Community	7.12%	Low Education County	FALSE
Mainstay Community	4.15%	Low Employment County	FALSE
Working Community	7.37%	Persistent Poverty County	TRUE
Country Community	13.81%	Population Loss County	FALSE
Aspiring Community	8.55%	Nonmetro Recreation County	FALSE
Urban Community	59.01%	Retirement Destination County	FALSE

0-3 MILE BAND DIVERSITY INDEX		0-3 MILE BAND DIVERSITY INDEX (Least 0 - Most 100)	
Language Diversity Index	36.36	Racial Diversity Index	63.88
Ancestry Diversity Index	33.64	Diversity Composite Index	21.62
Foreign Born Diversity Index	97.51	Population Density Index	51.16

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

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Interpreting Your Mission Point Report

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

1. Census Tract

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

2. Latitude and Longitude

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

3. City Location

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

4. County Location

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

5. SITESCAPE Category and SITESCAPE Category Code

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

6. SITESCAPE Group and SITESCAPE Group Code

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

7. Density Pattern

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

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

Increasing Density Patterns

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

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

Constant Density Patterns

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

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

Decreasing Density Patterns

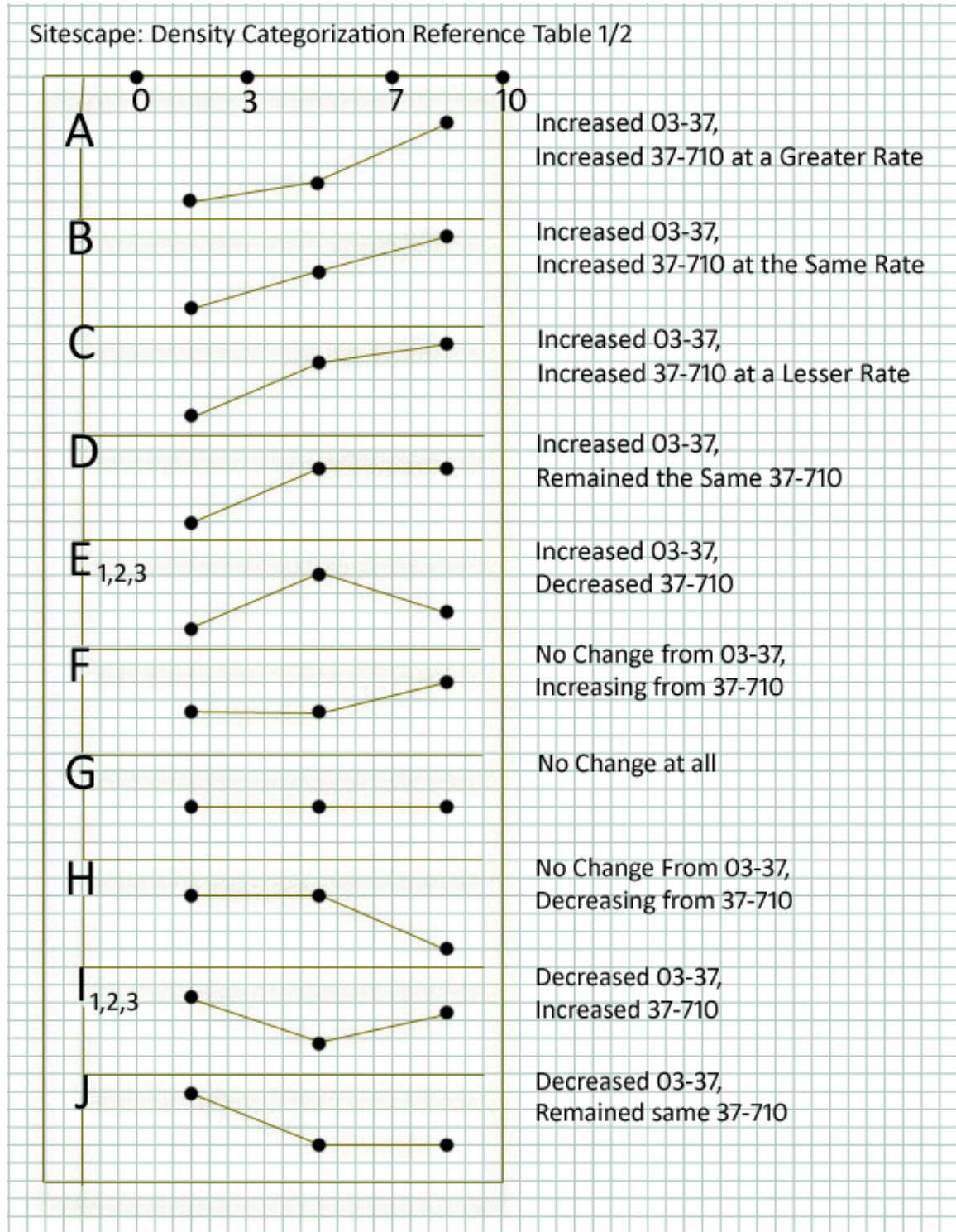
Locations with decreasing patterns are typically more urbanized than those areas nearby. This may mean that commuting may tend to flow inward to this type of location. There are 5 types Decreasing Density patterns:

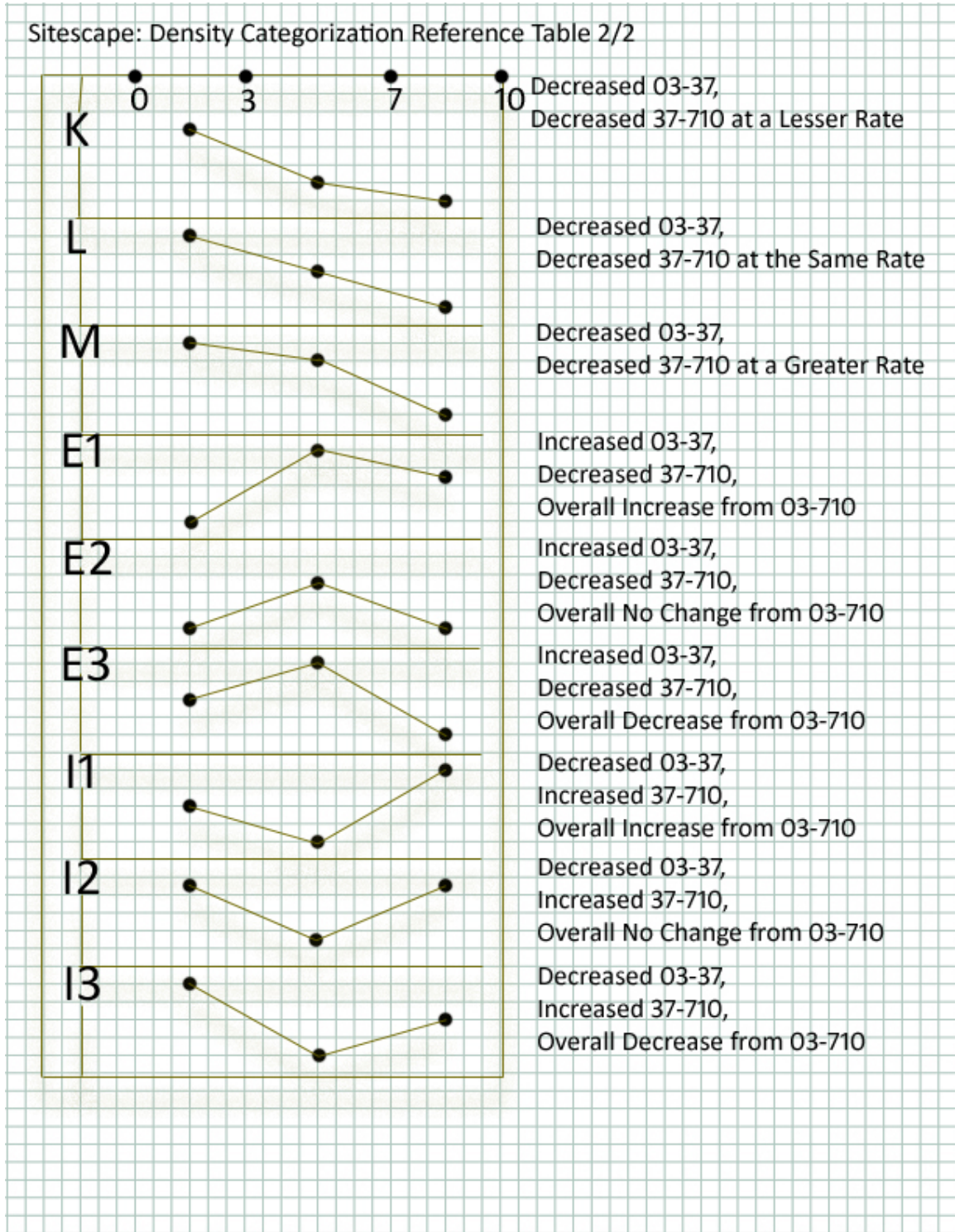
- I - Decreased Density followed by Density Increase
- J - Decreased Density followed by Density Leveling Off
- K - Decreasing Density at a Lesser Rate
- L - Decreasing Density at a Similar Rate
- M - Decreasing Density at a Greater Rate

8. Population Pattern

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

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





9. Using Density and Population Patterns

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

Interpreting the Population Pattern in light of the Density Pattern

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

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

What Does This Mean in Practical Terms?

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

10. Total Households in 0-3mi Band

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

11. Active Evangelical HHLDS and PERCENT

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

12. Unreached HHLDS and PERCENT

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

13. Religious But Not Evangelical HHLDS and PERCENT

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

14. Spiritual But Not Religious HHLDS and PERCENT

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

15. Not Evangelical Not Interested HHLDS and PERCENT

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

16. Upscale Community PERCENT

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

17. Mainstay Community PERCENT

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

18. Working Community PERCENT

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

19. Country Community PERCENT

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

20. Aspiring Community PERCENT

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

21. Urban Community PERCENT

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

22. Low Education County TYPE

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

23. Low Employment County TYPE

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

24. Persistent Poverty County TYPE

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

25. Population Loss County TYPE

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

26. Nonmetro Recreation County TYPE

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

27. Retirement Destination County TYPE

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

28. Language Diversity INDEX

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

29. Ancestry Diversity INDEX

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

30. Foreign Born Diversity INDEX

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

31. Racial Diversity INDEX

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

32. Diversity Composite INDEX

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

33. Population Density INDEX

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



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