# MISSION POINTS Top Unreached Locations



## Top Mission Points in the Mile High Baptist Association, Colorado







## **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.

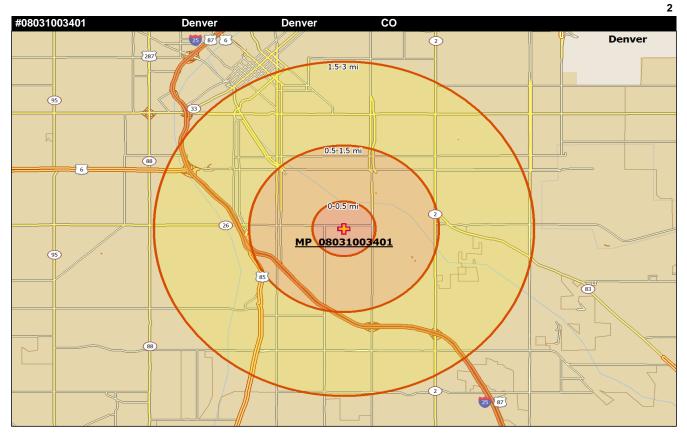
After the information pages you will find some notes to help interpret the information.

God bless your missional endeavors!

Curt Watke, Ph.D.

**Executive Director** 

#### IICM SITESCAPE



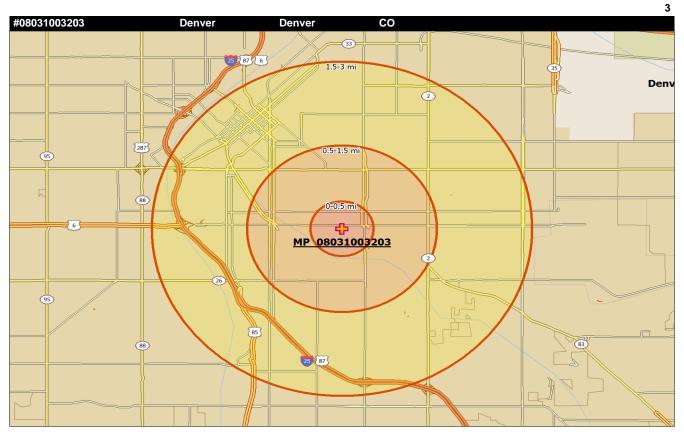
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 1 Total Households in 3 mi Ring Census Tract #08031003401 89,922 CT Centroid Latitude 39.71022 Active Evangelical HHLDS 4,993 Active Evangelical PERCENT CT Centroid Longitude -104.96764 5.55% City Location Denver Unreached HHLDS 67,170 County Location Unreached Percent 74.7% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 14,220 4 Sitescape Group code 4.1 15.81% Sitescape Group Spiritual but Not Religious or Evang HHLDS 12,681 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 14.1% Density Assignment 40,274 Κ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.79%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	28.51%	Low Education County	False
Mainstay Community	3.6%	Low Employment County	False
Working Community	11.12%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	45.05%	Nonmetro Recreation County	False
Urban Community	11.46%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)		
Language Diversity Index	70.37	Racial Diversity Index	58.45
Ancestry Diversity Index	61.62	Diversity Composite Index	67.64
Foreign Born Diversity Index	34.54	Population Density Index	87.11

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

#### IICM SITESCAPE



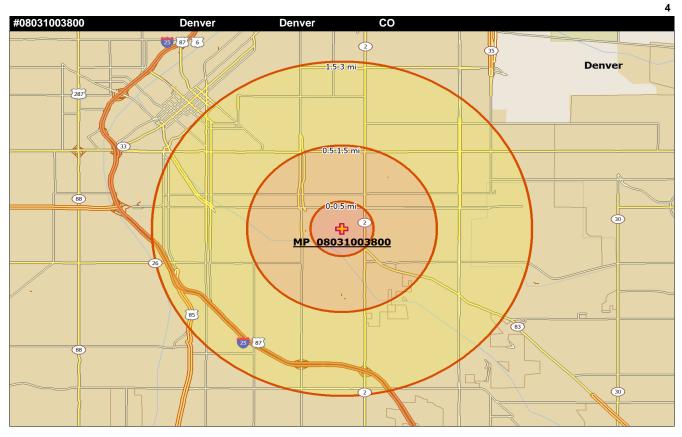
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 2 Total Households in 3 mi Ring Census Tract #08031003203 89,558 CT Centroid Latitude CT Centroid Longitude 39.72467 Active Evangelical HHLDS 4,957 Active Evangelical PERCENT 5.53% -104.96608 City Location Denver Unreached HHLDS 66,969 County Location Unreached Percent 74.78% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 14,859 4 Sitescape Group code 4.1 16.59% Sitescape Group Spiritual but Not Religious or Evang HHLDS 12,076 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 13.48% Density Assignment 40,052 Κ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.72%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	27.68%	Low Education County	False
Mainstay Community	3.19%	Low Employment County	False
Working Community	7.74%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	45.61%	Nonmetro Recreation County	False
Urban Community	15.69%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	71.02	Racial Diversity Index	67.01	
Ancestry Diversity Index	51.26	Diversity Composite Index	71.10	
Foreign Born Diversity Index	26.00	Population Density Index	87.41	

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

#### IICM SITESCAPE



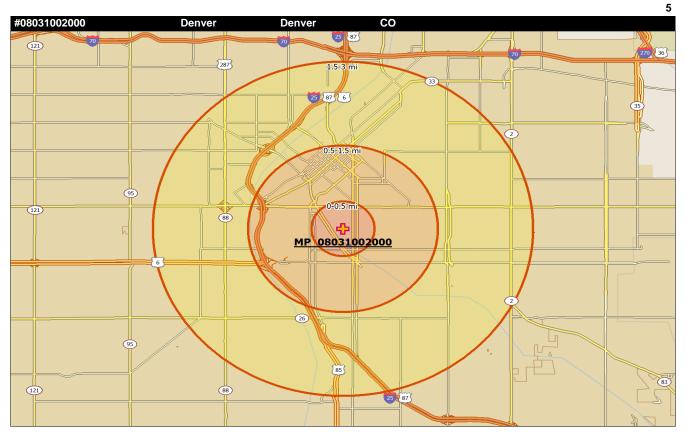
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 3 Total Households in 3 mi Ring Census Tract #08031003800 95,696 CT Centroid Latitude CT Centroid Longitude 39.72005 Active Evangelical HHLDS 5,339 Active Evangelical PERCENT 5.58% -104.94740 71,369 City Location Denver Unreached HHLDS County Location Unreached Percent 74.58% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 15,908 4 Sitescape Group code 4.1 16.62% Sitescape Group Spiritual but Not Religious or Evang HHLDS 13,160 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 13.75% Density Assignment Κ 42,314 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.22%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	31.13%	Low Education County	False
Mainstay Community	4.08%	Low Employment County	False
Working Community	6.39%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	47.52%	Nonmetro Recreation County	False
Urban Community	10.84%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	67.81	Racial Diversity Index	56.32	
Ancestry Diversity Index	66.40	Diversity Composite Index	74.09	
Foreign Born Diversity Index	48.90	Population Density Index	87.62	

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

#### IICM SITESCAPE



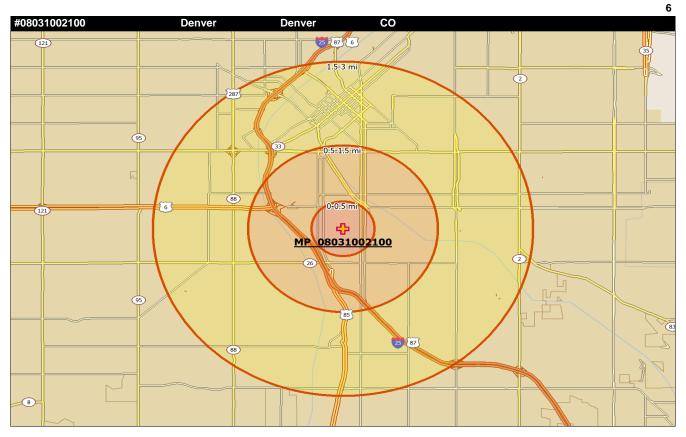
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 4 Total Households in 3 mi Ring Census Tract #08031002000 87,319 CT Centroid Latitude CT Centroid Longitude 39.73444 Active Evangelical HHLDS 4,993 Active Evangelical PERCENT 5.72% -104.99036 64,567 City Location Denver Unreached HHLDS County Location Unreached Percent 73.94% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 14,273 4 Sitescape Group code 4.1 16.35% Sitescape Group Spiritual but Not Religious or Evang HHLDS 10,772 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 12.34% Small Cities Density Assignment 39,543 Κ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 45.29%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	17.42%	Low Education County	False
Mainstay Community	4.31%	Low Employment County	False
Working Community	18.72%	Persistent Poverty County	False
Country Community	0.14%	Population Loss County	False
Aspiring Community	39.2%	Nonmetro Recreation County	False
Urban Community	20.21%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	79.79	Racial Diversity Index	81.26	
Ancestry Diversity Index	28.92	Diversity Composite Index	54.86	
Foreign Born Diversity Index	9.97	Population Density Index	88.52	

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

#### IICM SITESCAPE



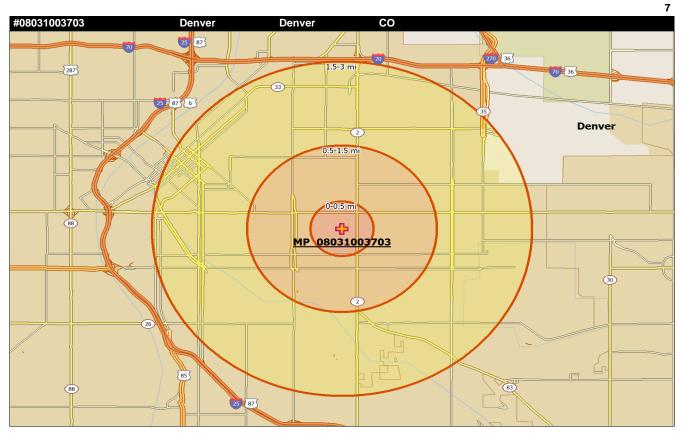
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 5 Total Households in 3 mi Ring Census Tract #08031002100 85,607 CT Centroid Latitude 39.72005 Active Evangelical HHLDS 4,888 Active Evangelical PERCENT 5.71% CT Centroid Longitude -104.99277 City Location Denver Unreached HHLDS 63,334 County Location Unreached Percent 73.98% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 13,726 4 Sitescape Group code 4.1 16.03% Sitescape Group Spiritual but Not Religious or Evang HHLDS 10,695 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 12.49% Small Cities Density Assignment 38,928 Κ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 45.47%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	20.13%	Low Education County	False
Mainstay Community	3.48%	Low Employment County	False
Working Community	20.96%	Persistent Poverty County	False
Country Community	0.11%	Population Loss County	False
Aspiring Community	36.93%	Nonmetro Recreation County	False
Urban Community	18.38%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	79.28	Racial Diversity Index	78.28	
Ancestry Diversity Index	32.03	Diversity Composite Index	52.32	
Foreign Born Diversity Index	11.71	Population Density Index	87.86	

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

#### IICM SITESCAPE



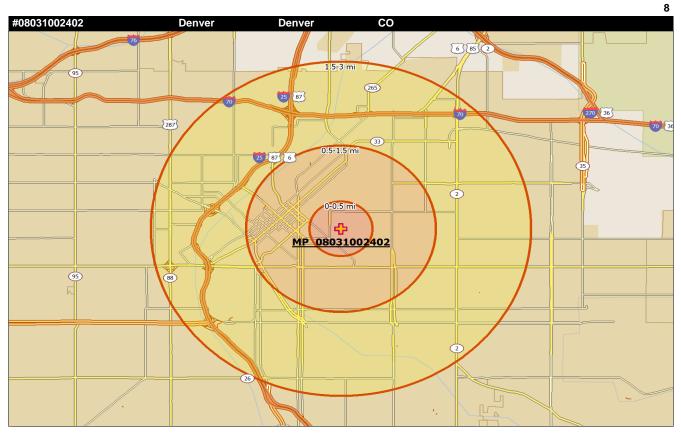
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 6 Total Households in 3 mi Ring Census Tract #08031003703 94,547 CT Centroid Latitude CT Centroid Longitude 39.73587 Active Evangelical HHLDS 5,308 Active Evangelical PERCENT -104.94512 5.61% City Location Denver Unreached HHLDS 70,356 County Location Unreached Percent 74.41% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 16,974 4 Sitescape Group code 4.1 17.95% Sitescape Group Spiritual but Not Religious or Evang HHLDS 11,950 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 12.64% Density Assignment 41,465 Κ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 43.86%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	25.98%	Low Education County	False
Mainstay Community	3.64%	Low Employment County	False
Working Community	7.36%	Persistent Poverty County	False
Country Community	0.06%	Population Loss County	False
Aspiring Community	44.69%	Nonmetro Recreation County	False
Urban Community	18.28%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	72.56	Racial Diversity Index	74.79	
Ancestry Diversity Index	43.34	Diversity Composite Index	73.38	
Foreign Born Diversity Index	24.35	Population Density Index	88.72	

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

#### IICM SITESCAPE



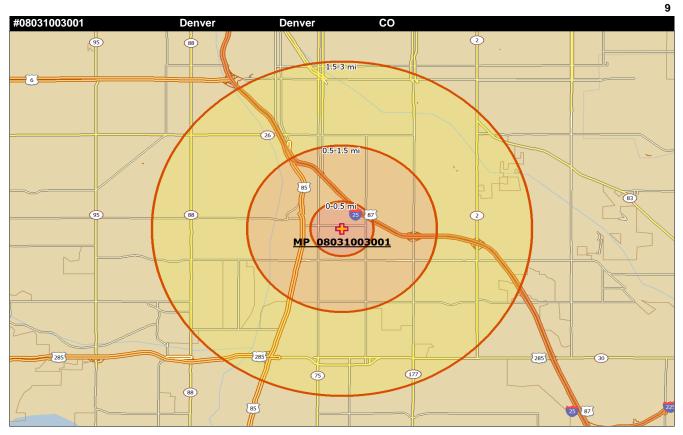
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 7 Total Households in 3 mi Ring Census Tract #08031002402 82,577 CT Centroid Latitude CT Centroid Longitude 39.75007 Active Evangelical HHLDS 4,663 Active Evangelical PERCENT -104.97480 5.65% City Location Denver Unreached HHLDS 61,326 County Location **Unreached Percent** 74.27% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 14,010 4 Sitescape Group code 4.1 16.97% Sitescape Group Spiritual but Not Religious or Evang HHLDS 10,335 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 12.52% Density Assignment Κ 37,013 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.82%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	18.58%	Low Education County	False
Mainstay Community	3.97%	Low Employment County	False
Working Community	13.23%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	43.54%	Nonmetro Recreation County	False
Urban Community	20.6%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)			
Language Diversity Index	78.31	Racial Diversity Index	82.70	
Ancestry Diversity Index	30.59	Diversity Composite Index	49.64	
Foreign Born Diversity Index	11.07	Population Density Index	87.07	

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

#### IICM SITESCAPE



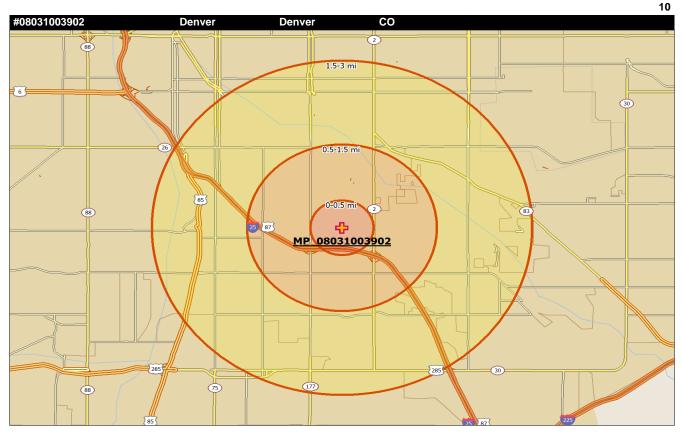
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 8 Total Households in 3 mi Ring Census Tract #08031003001 64,980 CT Centroid Latitude 39.68672 Active Evangelical HHLDS 3,860 Active Evangelical PERCENT 5.94% 47,393 CT Centroid Longitude -104.98053 City Location Denver Unreached HHLDS County Location Unreached Percent 72.93% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 10,294 4 Sitescape Group code 4.1 15.84% Sitescape Group Cityscape Spiritual but Not Religious or Evang HHLDS 8,270 Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 12.73% Small Cities Density Assignment 28,830 Μ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.37%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	28.58%	Low Education County	False
Mainstay Community	4.76%	Low Employment County	False
Working Community	24.98%	Persistent Poverty County	False
Country Community	0.46%	Population Loss County	False
Aspiring Community	31.83%	Nonmetro Recreation County	False
Urban Community	9.4%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	74.34	Racial Diversity Index	66.16	
Ancestry Diversity Index	51.89	Diversity Composite Index	72.32	
Foreign Born Diversity Index	21.30	Population Density Index	83.64	

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

#### IICM SITESCAPE



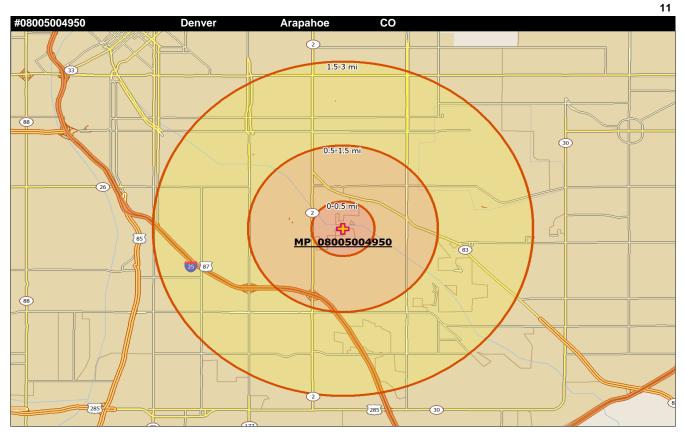
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 9 Total Households in 3 mi Ring Census Tract #08031003902 70,873 CT Centroid Latitude CT Centroid Longitude 39.69023 Active Evangelical HHLDS 4,078 Active Evangelical PERCENT -104.95007 5.75% City Location Denver Unreached HHLDS 52,291 County Location **Unreached Percent** 73.78% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 11,332 4 Sitescape Group code 4.1 15.99% Sitescape Group Spiritual but Not Religious or Evang HHLDS 9.701 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 13.69% Density Assignment 31,259 Μ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.11%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	41.9%	Low Education County	False
Mainstay Community	7.1%	Low Employment County	False
Working Community	9.49%	Persistent Poverty County	False
Country Community	0.4%	Population Loss County	False
Aspiring Community	35.3%	Nonmetro Recreation County	False
Urban Community	5.81%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	64.16	Racial Diversity Index	43.42
Ancestry Diversity Index	88.77	Diversity Composite Index	74.71
Foreign Born Diversity Index	67.81	Population Density Index	82.00

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

#### IICM SITESCAPE



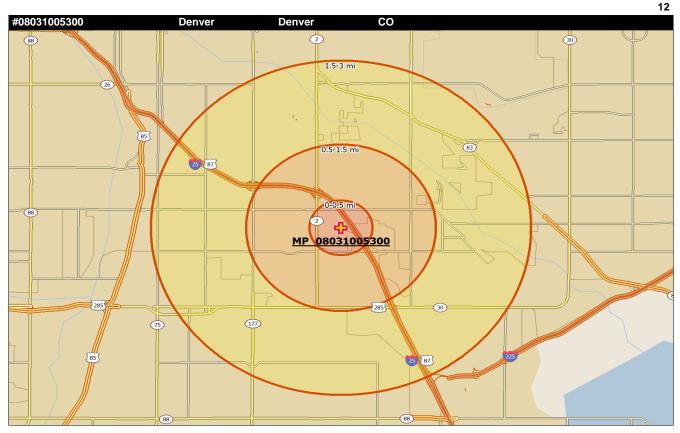
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10	LOCATION RANK IN REGION	AL SHESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005004950	Total Households in 3 mi Ring	88,510
	CT Centroid Latitude	39.70020	Active Evangelical HHLDS	7,090
	CT Centroid Longitude	-104.93164	Active Evangelical PERCENT	8.01%
	City Location	Denver	Unreached HHLDS	65,896
	County Location	Arapahoe	Unreached Percent	74.45%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	13,907
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.71%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	12,720
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	14.37%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	39,269
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.37%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	38.1%	Low Education County	False
Mainstay Community	7.77%	Low Employment County	False
Working Community	5.19%	Persistent Poverty County	False
Country Community	0.13%	Population Loss County	False
Aspiring Community	43.9%	Nonmetro Recreation County	False
Urban Community	4.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	64.54	Racial Diversity Index	45.34
Ancestry Diversity Index	87.86	Diversity Composite Index	60.50
Foreign Born Diversity Index	81.81	Population Density Index	85.79

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

## IICM SITESCAPE



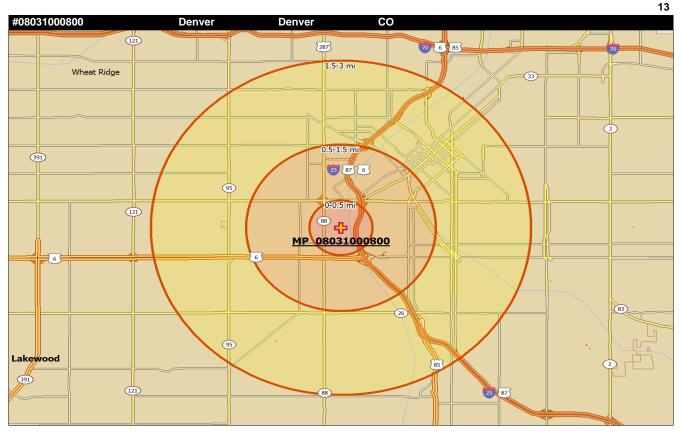
11	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031005300	Total Households in 3 mi Ring	66,173
	CT Centroid Latitude	39.67376	Active Evangelical HHLDS	3,901
	CT Centroid Longitude	-104.93346	Active Evangelical PERCENT	5.90%
	City Location	Denver	Unreached HHLDS	48,401
	County Location	Denver	Unreached Percent	73.14%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,463
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.81%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,998
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.6%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	28,941
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.73%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	40.43%	Low Education County	False
Mainstay Community	9.04%	Low Employment County	False
Working Community	8.76%	Persistent Poverty County	False
Country Community	0.43%	Population Loss County	False
Aspiring Community	36.07%	Nonmetro Recreation County	False
Urban Community	5.27%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	65.24	Racial Diversity Index	46.05	
Ancestry Diversity Index	86.49	Diversity Composite Index	64.75	
Foreign Born Diversity Index	80.81	Population Density Index	82.26	

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

#### IICM SITESCAPE



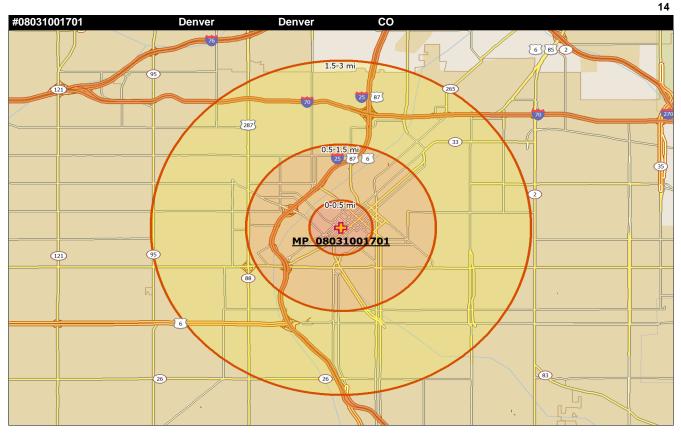
12	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031000800	Total Households in 3 mi Ring	85,502
	CT Centroid Latitude	39.73333	Active Evangelical HHLDS	5,199
	CT Centroid Longitude	-105.02012	Active Evangelical PERCENT	6.08%
	City Location	Denver	Unreached HHLDS	61,813
	County Location	Denver	Unreached Percent	72.29%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	13,307
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.56%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,723
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.37%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	38,805
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.38%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	10.38%	Low Education County	False
Mainstay Community	7.11%	Low Employment County	False
Working Community	32.59%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	28.57%	Nonmetro Recreation County	False
Urban Community	21.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)			
Language Diversity Index	82.03	Racial Diversity Index	79.04	
Ancestry Diversity Index	23.82	Diversity Composite Index	47.87	
Foreign Born Diversity Index	7.69	Population Density Index	89.08	

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

#### IICM SITESCAPE



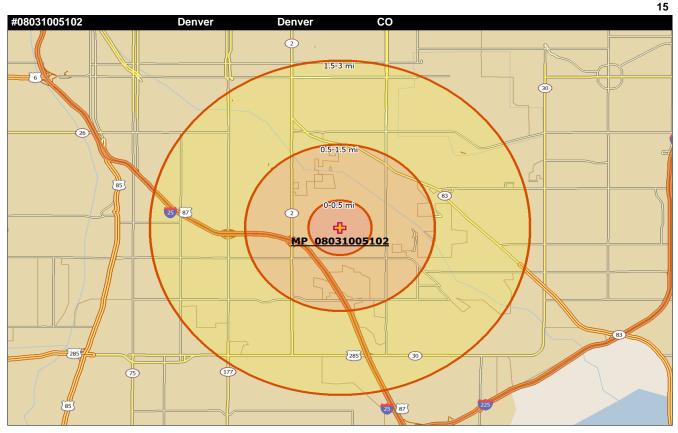
13	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031001701	Total Households in 3 mi Ring	80,560
	CT Centroid Latitude	39.75052	Active Evangelical HHLDS	4,832
	CT Centroid Longitude	-104.99785	Active Evangelical PERCENT	6.00%
	City Location	Denver	Unreached HHLDS	58,540
	County Location	Denver	Unreached Percent	72.67%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,984
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.12%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,295
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.54%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	36,283
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.04%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	10.64%	Low Education County	False
Mainstay Community	6.46%	Low Employment County	False
Working Community	25.82%	Persistent Poverty County	False
Country Community	0.26%	Population Loss County	False
Aspiring Community	33.62%	Nonmetro Recreation County	False
Urban Community	23.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)			
Language Diversity Index	80.81	Racial Diversity Index	82.82	
Ancestry Diversity Index	24.37	Diversity Composite Index	71.03	
Foreign Born Diversity Index	7.83	Population Density Index	87.67	

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

#### IICM SITESCAPE



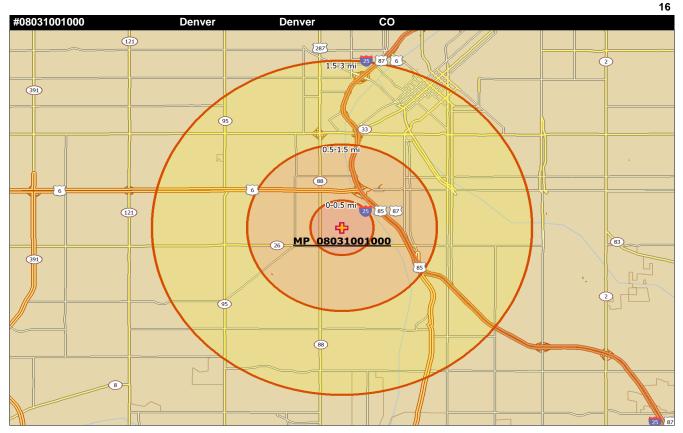
4	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08031005102	Total Households in 3 mi Ring	75,609
	CT Centroid Latitude	39.68633	Active Evangelical HHLDS	4,324
	CT Centroid Longitude	-104.92643	Active Evangelical PERCENT	5.72%
	City Location	Denver	Unreached HHLDS	55,904
	County Location	Denver	Unreached Percent	73.94%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,908
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.75%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,619
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	14.05%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	33,377
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.14%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	41.07%	Low Education County	False
Mainstay Community	11.7%	Low Employment County	False
Working Community	4.7%	Persistent Poverty County	False
Country Community	0.24%	Population Loss County	False
Aspiring Community	37.2%	Nonmetro Recreation County	False
Urban Community	5.09%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)		
Language Diversity Index	65.18	Racial Diversity Index	46.41
Ancestry Diversity Index	85.38	Diversity Composite Index	75.16
Foreign Born Diversity Index	79.92	Population Density Index	83.32

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

#### IICM SITESCAPE



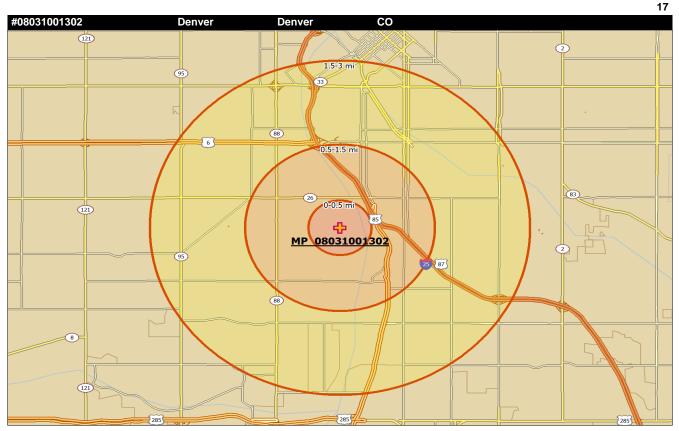
15	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08031001000	Total Households in 3 mi Ring	78,601
	CT Centroid Latitude	39.71582	Active Evangelical HHLDS	4,695
	CT Centroid Longitude	-105.01862	Active Evangelical PERCENT	5.97%
	City Location	Denver	Unreached HHLDS	57,204
	County Location	Denver	Unreached Percent	72.78%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,137
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.44%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,200
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.7%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	35,872
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.64%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	12.62%	Low Education County	False
Mainstay Community	5.34%	Low Employment County	False
Working Community	32.08%	Persistent Poverty County	False
Country Community	0.07%	Population Loss County	False
Aspiring Community	30.03%	Nonmetro Recreation County	False
Urban Community	19.85%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	81.54	Racial Diversity Index	78.51	
Ancestry Diversity Index	25.65	Diversity Composite Index	48.75	
Foreign Born Diversity Index	8.85	Population Density Index	87.98	

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

#### IICM SITESCAPE



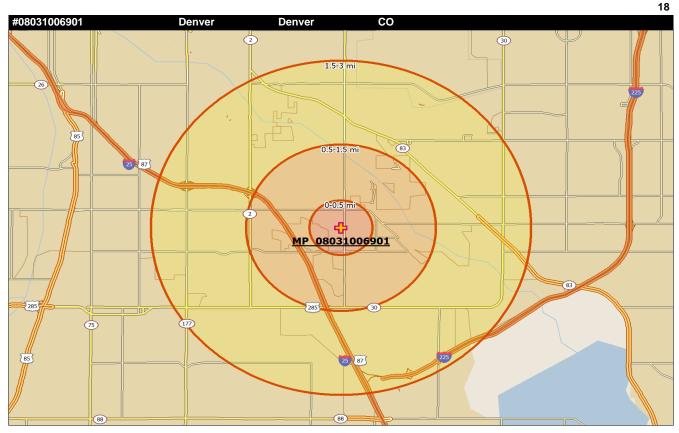
16	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031001302	Total Households in 3 mi Ring	71,654
	CT Centroid Latitude	39.70339	Active Evangelical HHLDS	4,267
	CT Centroid Longitude	-105.00632	Active Evangelical PERCENT	5.95%
	City Location	Denver	Unreached HHLDS	52,211
	County Location	Denver	Unreached Percent	72.86%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,157
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.57%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,598
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	32,456
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	45.29%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	17.21%	Low Education County	False
Mainstay Community	3.86%	Low Employment County	False
Working Community	32.56%	Persistent Poverty County	False
Country Community	0.33%	Population Loss County	False
Aspiring Community	32.42%	Nonmetro Recreation County	False
Urban Community	13.63%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	79.86	Racial Diversity Index	77.47	
Ancestry Diversity Index	28.83	Diversity Composite Index	48.46	
Foreign Born Diversity Index	9.71	Population Density Index	86.83	

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

## IICM SITESCAPE



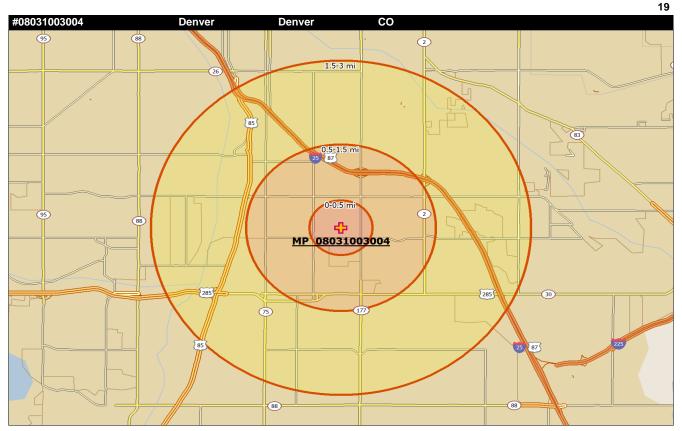
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 17 Total Households in 3 mi Ring Census Tract #08031006901 73,521 CT Centroid Latitude CT Centroid Longitude 39.67383 Active Evangelical HHLDS 4,285 Active Evangelical PERCENT -104.91387 5.83% City Location Denver Unreached HHLDS 53,993 County Location **Unreached Percent** 73.44% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 11,215 4 Sitescape Group code 4.1 15.25% Spiritual but Not Religious or Evang HHLDS Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Sitescape Group 10,407 Cityscape Small Cities 14.15% Density Assignment Μ 32,371 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.03%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	33.93%	Low Education County	False
Mainstay Community	12.62%	Low Employment County	False
Working Community	5.66%	Persistent Poverty County	False
Country Community	0.08%	Population Loss County	False
Aspiring Community	41.33%	Nonmetro Recreation County	False
Urban Community	6.38%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	67.11	Racial Diversity Index	50.38
Ancestry Diversity Index	80.19	Diversity Composite Index	64.26
Foreign Born Diversity Index	79.37	Population Density Index	82.51

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

## IICM SITESCAPE



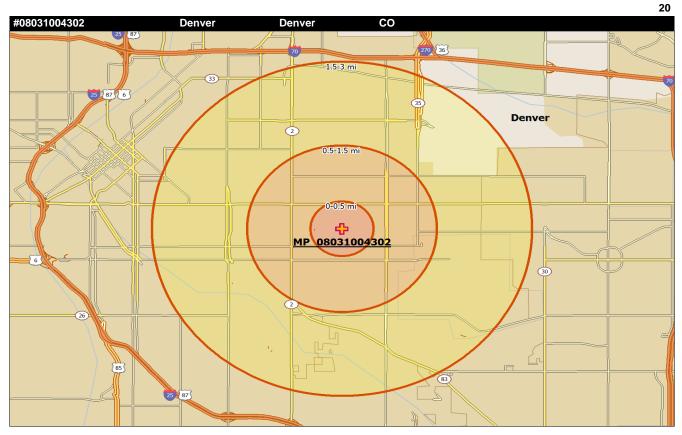
;	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08031003004	Total Households in 3 mi Ring	57,050
	CT Centroid Latitude	39.67038	Active Evangelical HHLDS	3,393
	CT Centroid Longitude	-104.96530	Active Evangelical PERCENT	5.95%
	City Location	Denver	Unreached HHLDS	41,591
	County Location	Denver	Unreached Percent	72.9%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,144
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,512
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.17%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	24,935
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.71%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	37.4%	Low Education County	False
Mainstay Community	7.3%	Low Employment County	False
Working Community	17.36%	Persistent Poverty County	False
Country Community	0.52%	Population Loss County	False
Aspiring Community	29.95%	Nonmetro Recreation County	False
Urban Community	7.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	63.70	Racial Diversity Index	49.39	
Ancestry Diversity Index	80.78	Diversity Composite Index	75.13	
Foreign Born Diversity Index	39.36	Population Density Index	77.42	

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

#### IICM SITESCAPE



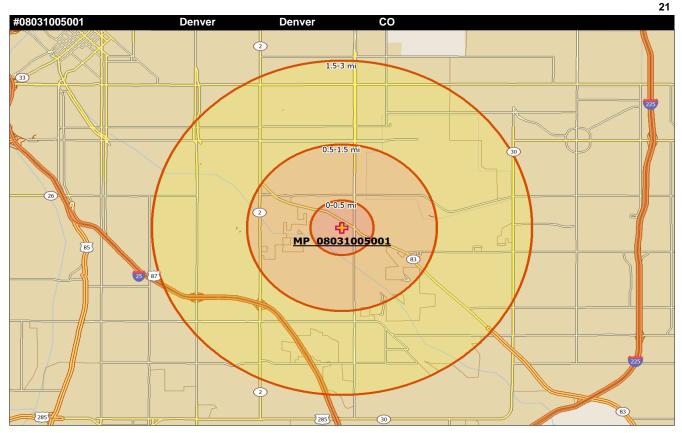
19	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031004302	Total Households in 3 mi Ring	84,857
	CT Centroid Latitude	39.73372	Active Evangelical HHLDS	4,886
	CT Centroid Longitude	-104.92578	Active Evangelical PERCENT	5.76%
	City Location	Denver	Unreached HHLDS	62,590
	County Location	Denver	Unreached Percent	73.76%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	16,064
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.93%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,248
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.08%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	36,300
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.78%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	26.89%	Low Education County	False
Mainstay Community	4.83%	Low Employment County	False
Working Community	8.81%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	41.81%	Nonmetro Recreation County	False
Urban Community	17.66%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	73.10	Racial Diversity Index	76.69	
Ancestry Diversity Index	43.43	Diversity Composite Index	70.03	
Foreign Born Diversity Index	26.91	Population Density Index	86.57	

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

#### IICM SITESCAPE



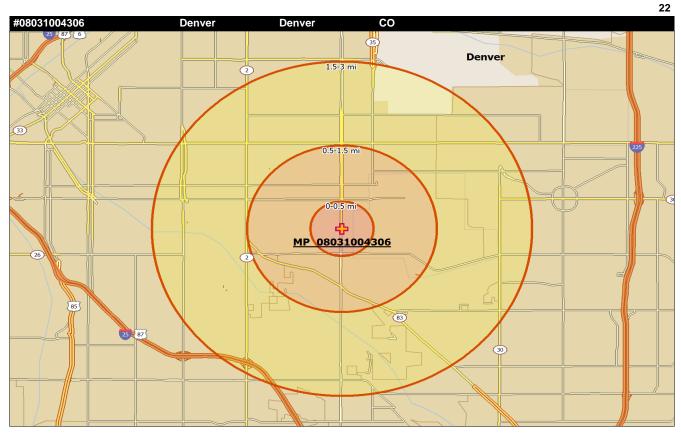
20	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031005001	Total Households in 3 mi Ring	78,162
	CT Centroid Latitude	39.70286	Active Evangelical HHLDS	4,508
	CT Centroid Longitude	-104.91647	Active Evangelical PERCENT	5.77%
	City Location	Denver	Unreached HHLDS	57,620
	County Location	Denver	Unreached Percent	73.72%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,533
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	10,549
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.5%
1	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	34,544
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.2%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	36.84%	Low Education County	False
Mainstay Community	11.54%	Low Employment County	False
Working Community	4.74%	Persistent Poverty County	False
Country Community	0.07%	Population Loss County	False
Aspiring Community	38.04%	Nonmetro Recreation County	False
Urban Community	8.77%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	71.08	Racial Diversity Index	57.47
Ancestry Diversity Index	71.69	Diversity Composite Index	69.95
Foreign Born Diversity Index	54.61	Population Density Index	84.84

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

#### IICM SITESCAPE

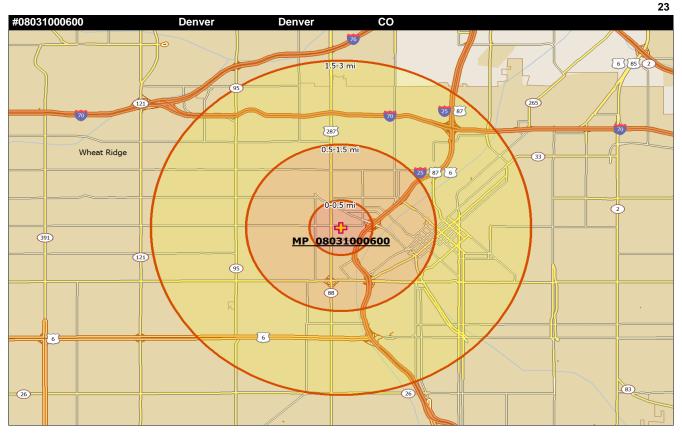


<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	31.19%	Low Education County	False
Mainstay Community	9.32%	Low Employment County	False
Working Community	9.21%	Persistent Poverty County	False
Country Community	0.01%	Population Loss County	False
Aspiring Community	37.95%	Nonmetro Recreation County	False
Urban Community	12.31%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	74.57	Racial Diversity Index	72.73	
Ancestry Diversity Index	52.07	Diversity Composite Index	74.27	
Foreign Born Diversity Index	33.18	Population Density Index	86.38	

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

#### IICM SITESCAPE



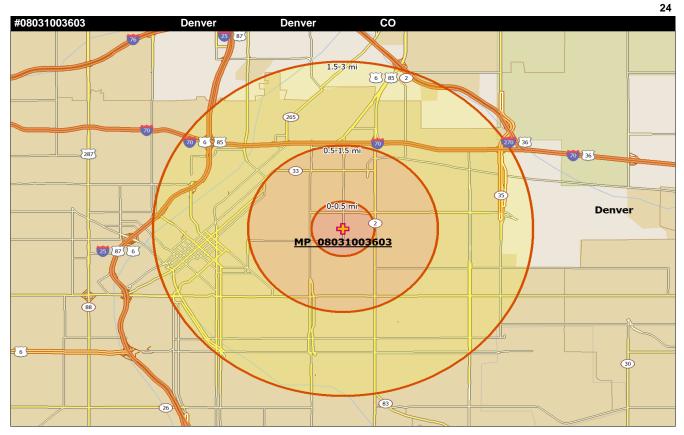
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 22 Total Households in 3 mi Ring Census Tract #08031000600 75,031 CT Centroid Latitude CT Centroid Longitude 39.75423 Active Evangelical HHLDS 4,717 Active Evangelical PERCENT -105.02227 6.29% City Location Denver Unreached HHLDS 53,538 71.35% 11,746 County Location Unreached Percent Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 4 Sitescape Group code 4.1 15.66% Sitescape Group Spiritual but Not Religious or Evang HHLDS 8,085 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 10.78% Small Cities Density Assignment Κ 33,730 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.96%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	9.15%	Low Education County	False
Mainstay Community	8.7%	Low Employment County	False
Working Community	36.51%	Persistent Poverty County	False
Country Community	0.7%	Population Loss County	False
Aspiring Community	20.95%	Nonmetro Recreation County	False
Urban Community	24%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	81.37	Racial Diversity Index	79.92	
Ancestry Diversity Index	22.90	Diversity Composite Index	45.86	
Foreign Born Diversity Index	6.19	Population Density Index	87.54	

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

#### IICM SITESCAPE



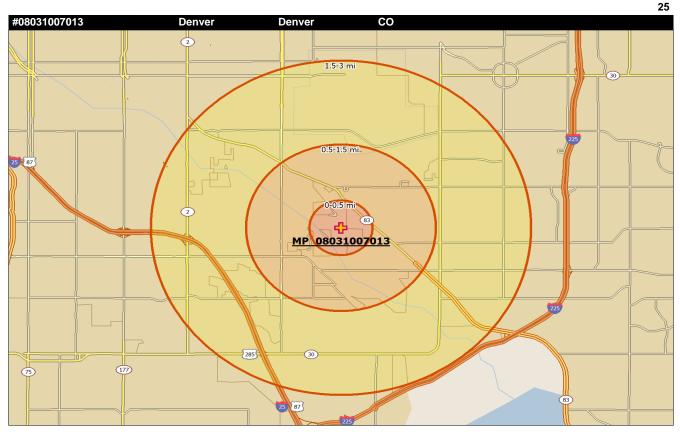
23	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031003603	Total Households in 3 mi Ring	71,363
	CT Centroid Latitude	39.75768	Active Evangelical HHLDS	4,026
	CT Centroid Longitude	-104.95007	Active Evangelical PERCENT	5.64%
	City Location	Denver	Unreached HHLDS	53,016
	County Location	Denver	Unreached Percent	74.29%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,841
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.99%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,698
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.19%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	31,508
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.15%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	20.04%	Low Education County	False
Mainstay Community	3.47%	Low Employment County	False
Working Community	9.94%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	46.11%	Nonmetro Recreation County	False
Urban Community	20.34%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)			
Language Diversity Index	72.88	Racial Diversity Index	81.20	
Ancestry Diversity Index	33.93	Diversity Composite Index	48.16	
Foreign Born Diversity Index	15.37	Population Density Index	82.35	

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

#### IICM SITESCAPE



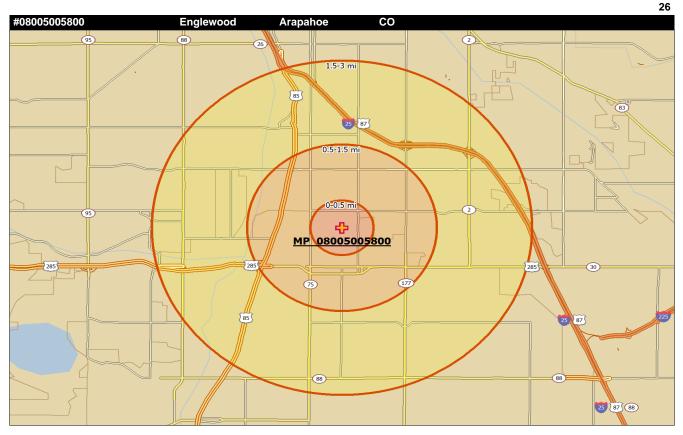
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 24 Total Households in 3 mi Ring Census Tract #08031007013 78,585 CT Centroid Latitude CT Centroid Longitude 39.68594 Active Evangelical HHLDS 4,765 Active Evangelical PERCENT -104.89525 6.06% City Location Denver Unreached HHLDS 56,873 County Location Unreached Percent 72.37% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 11,914 4 Sitescape Group code 4.1 15.16% Spiritual but Not Religious or Evang HHLDS Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Sitescape Group Cityscape 10,508 Small Cities 13.37% Density Assignment 34,455 Μ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 43.84%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	30.26%	Low Education County	False
Mainstay Community	12.76%	Low Employment County	False
Working Community	9.09%	Persistent Poverty County	False
Country Community	0.07%	Population Loss County	False
Aspiring Community	38.82%	Nonmetro Recreation County	False
Urban Community	9%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	71.36	Racial Diversity Index	63.60
Ancestry Diversity Index	64.81	Diversity Composite Index	78.88
Foreign Born Diversity Index	62.07	Population Density Index	84.71

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

## IICM SITESCAPE



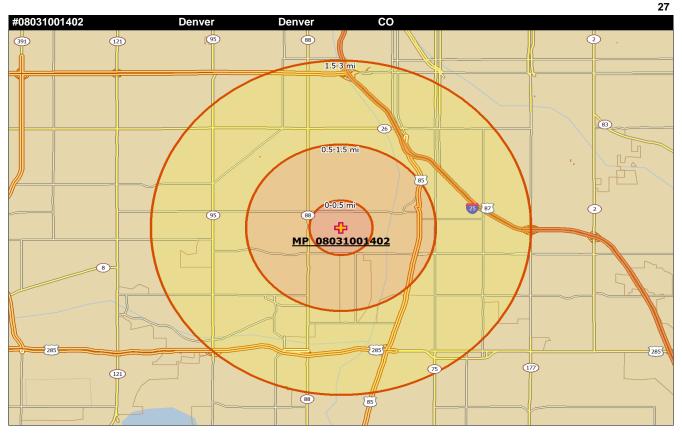
25	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005005800	Total Households in 3 mi Ring	48,446
	CT Centroid Latitude	39.66328	Active Evangelical HHLDS	4,322
	CT Centroid Longitude	-104.97826	Active Evangelical PERCENT	8.92%
	City Location	Englewood	Unreached HHLDS	34,661
	County Location	Arapahoe	Unreached Percent	71.54%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	7,771
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.04%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,818
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.01%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	21,074
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.5%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	29.67%	Low Education County	False
Mainstay Community	6.89%	Low Employment County	False
Working Community	31.17%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	21.9%	Nonmetro Recreation County	False
Urban Community	9.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	64.81	Racial Diversity Index	56.39			
Ancestry Diversity Index	70.55	Diversity Composite Index	64.22			
Foreign Born Diversity Index	27.68	Population Density Index	74.92			

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

#### IICM SITESCAPE



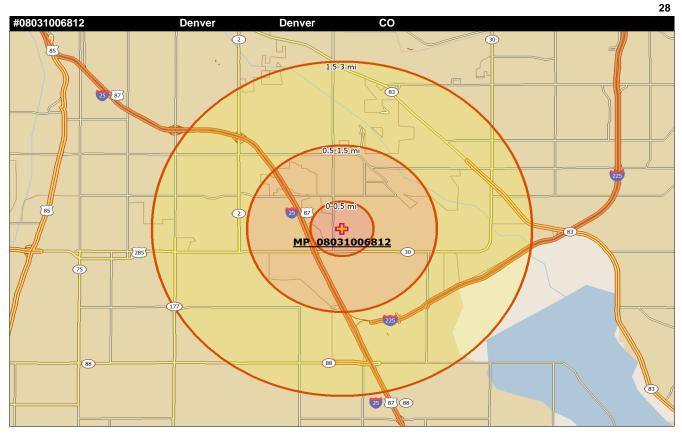
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 26 Total Households in 3 mi Ring Census Tract #08031001402 54,783 CT Centroid Latitude CT Centroid Longitude 39.68529 Active Evangelical HHLDS 3,574 Active Evangelical PERCENT 6.52% -105.01536 City Location Denver Unreached HHLDS 38,495 County Location **Unreached Percent** 70.27% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 8,624 4 Sitescape Group code 4.1 15.74% Sitescape Group Cityscape Spiritual but Not Religious or Evang HHLDS 5.611 Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 10.24% Density Assignment Μ 24,261 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.29%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	18.74%	Low Education County	False
Mainstay Community	7.63%	Low Employment County	False
Working Community	46.18%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	16.11%	Nonmetro Recreation County	False
Urban Community	10.84%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	79.08	Racial Diversity Index	77.53			
Ancestry Diversity Index	28.97	Diversity Composite Index	52.78			
Foreign Born Diversity Index	9.07	Population Density Index	82.76			

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

## IICM SITESCAPE



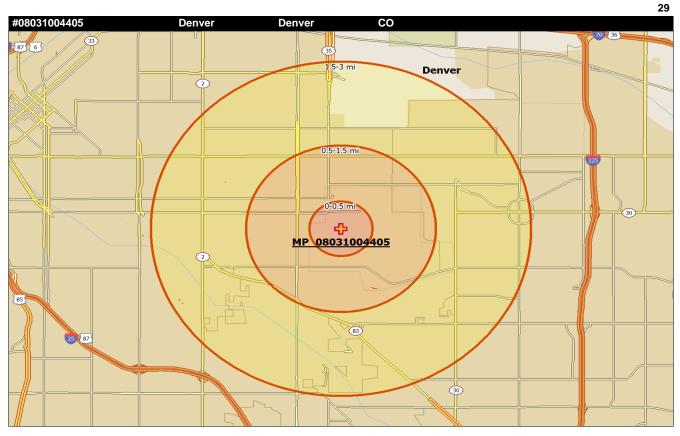
LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031006812	Total Households in 3 mi Ring	56,277
CT Centroid Latitude	39.65905	Active Evangelical HHLDS	3,345
CT Centroid Longitude	-104.91022	Active Evangelical PERCENT	5.94%
City Location	Denver	Unreached HHLDS	41,034
County Location	Denver	Unreached Percent	72.91%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,725
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.5%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,729
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.73%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	24,581
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.68%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	37.01%	Low Education County	False
Mainstay Community	10.22%	Low Employment County	False
Working Community	5.86%	Persistent Poverty County	False
Country Community	0.1%	Population Loss County	False
Aspiring Community	41.61%	Nonmetro Recreation County	False
Urban Community	5.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	66.41	Racial Diversity Index	48.75			
Ancestry Diversity Index	81.10	Diversity Composite Index	78.53			
Foreign Born Diversity Index	79.83	Population Density Index	77.48			

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

## IICM SITESCAPE



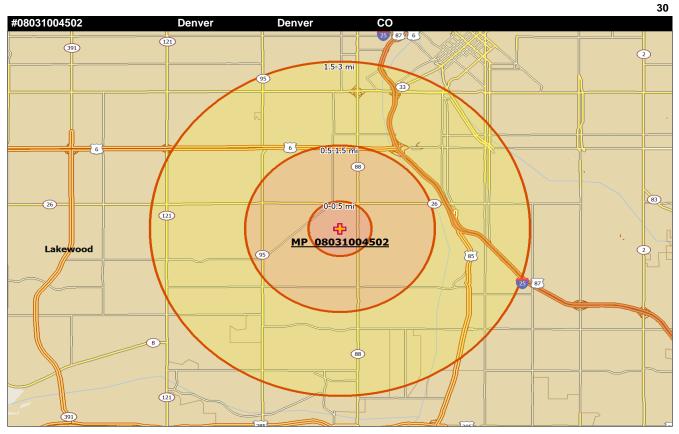
LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
Census Tract	#08031004405	Total Households in 3 mi Ring	79,664
CT Centroid Latitude	39.72129	Active Evangelical HHLDS	4,802
CT Centroid Longitude	-104.89980	Active Evangelical PERCENT	6.03%
City Location	Denver	Unreached HHLDS	57,783
County Location	Denver	Unreached Percent	72.53%
Sitescape Category code	4	Religious but NOT Evang HHLDS	14,225
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.86%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,360
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.75%
Density Assignment	К	NOT Evangelical NOT Interested HHLDS	34,208
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.94%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	24.78%	Low Education County	False
Mainstay Community	8.92%	Low Employment County	False
Working Community	13.17%	Persistent Poverty County	False
Country Community	0.03%	Population Loss County	False
Aspiring Community	34.38%	Nonmetro Recreation County	False
Urban Community	18.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	78.16	Racial Diversity Index	81.73			
Ancestry Diversity Index	40.91	Diversity Composite Index	69.11			
Foreign Born Diversity Index	24.57	Population Density Index	86.35			

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

#### IICM SITESCAPE



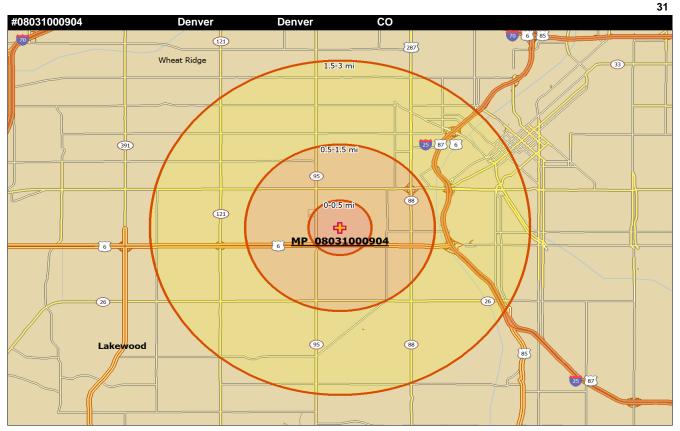
29	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031004502	Total Households in 3 mi Ring	56,266
	CT Centroid Latitude	39.70462	Active Evangelical HHLDS	3,706
	CT Centroid Longitude	-105.03034	Active Evangelical PERCENT	6.59%
	City Location	Denver	Unreached HHLDS	39,378
	County Location	Denver	Unreached Percent	69.99%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,756
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.56%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,427
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.64%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	25,203
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.79%

MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.73%	Low Education County	False
Mainstay Community	7.92%	Low Employment County	False
Working Community	47.04%	Persistent Poverty County	False
Country Community	0.31%	Population Loss County	False
Aspiring Community	14.46%	Nonmetro Recreation County	False
Urban Community	16.54%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	83.92	Racial Diversity Index	77.82	
Ancestry Diversity Index	20.41	Diversity Composite Index	49.06	
Foreign Born Diversity Index	7.42	Population Density Index	84.86	

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

#### IICM SITESCAPE



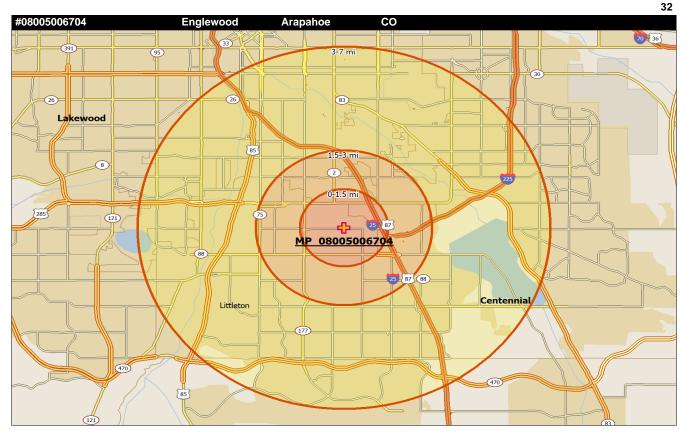
0	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08031000904	Total Households in 3 mi Ring	64,326
	CT Centroid Latitude	39.73021	Active Evangelical HHLDS	4,260
	CT Centroid Longitude	-105.04616	Active Evangelical PERCENT	6.62%
	City Location	Denver	Unreached HHLDS	44,914
	County Location	Denver	Unreached Percent	69.82%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,926
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.43%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,388
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.93%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	28,614
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.48%

3 MILE RING COMMUNITY TYPES		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	13.05%	Low Education County	False
Mainstay Community	11.7%	Low Employment County	False
Working Community	45.06%	Persistent Poverty County	False
Country Community	0.62%	Population Loss County	False
Aspiring Community	12.85%	Nonmetro Recreation County	False
Urban Community	16.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)		
Language Diversity Index	82.12	Racial Diversity Index	76.68
Ancestry Diversity Index	22.84	Diversity Composite Index	46.11
Foreign Born Diversity Index	6.71	Population Density Index	85.49

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

#### IICM SITESCAPE



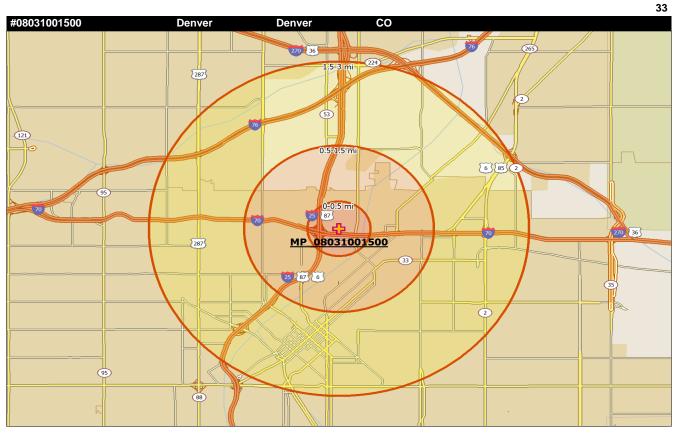
LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
Census Tract	#08005006704	Total Households in 3 mi Ring	47,966
CT Centroid Latitude	39.63919	Active Evangelical HHLDS	4,090
CT Centroid Longitude	-104.93438	Active Evangelical PERCENT	8.53%
City Location	Englewood	Unreached HHLDS	34,917
County Location	Arapahoe	Unreached Percent	72.8%
Sitescape Category code	3	Religious but NOT Evang HHLDS	7,796
Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.25%
Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	6,267
Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	13.07%
Density Assignment	E1	NOT Evangelical NOT Interested HHLDS	20,854
Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.48%

3 MILE RING COMMUNITY TYPES		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	40.58%	Low Education County	False
Mainstay Community	12.14%	Low Employment County	False
Working Community	13.77%	Persistent Poverty County	False
Country Community	0.54%	Population Loss County	False
Aspiring Community	28.26%	Nonmetro Recreation County	False
Urban Community	4.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	55.43	Racial Diversity Index	38.48
Ancestry Diversity Index	94.05	Diversity Composite Index	72.51
Foreign Born Diversity Index	92.61	Population Density Index	69.86

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

#### IICM SITESCAPE



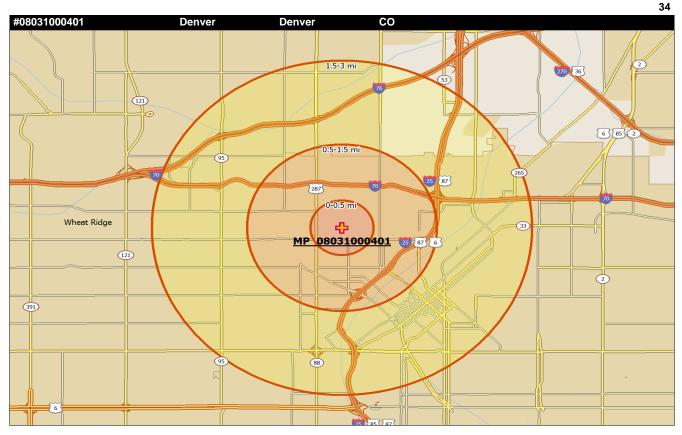
2	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031001500	Total Households in 3 mi Ring	49,913
	CT Centroid Latitude	39.78112	Active Evangelical HHLDS	3,064
	CT Centroid Longitude	-104.98379	Active Evangelical PERCENT	6.14%
	City Location	Denver	Unreached HHLDS	35,948
	County Location	Denver	Unreached Percent	72.02%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,558
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.15%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,151
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.32%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	22,267
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.61%

3 MILE RING COMMUNITY TYPES		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	9.69%	Low Education County	False
Mainstay Community	6.7%	Low Employment County	False
Working Community	29.78%	Persistent Poverty County	False
Country Community	0.43%	Population Loss County	False
Aspiring Community	24.98%	Nonmetro Recreation County	False
Urban Community	28.41%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	00)			
Language Diversity Index	83.34	Racial Diversity Index	86.60	
Ancestry Diversity Index	14.38	Diversity Composite Index	45.30	
Foreign Born Diversity Index	3.47	Population Density Index	73.27	

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

## IICM SITESCAPE



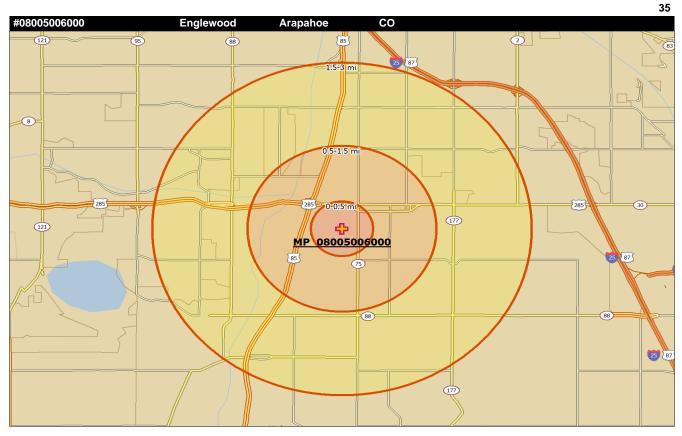
LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031000401	Total Households in 3 mi Ring	54,418
CT Centroid Latitude	39.77240	Active Evangelical HHLDS	3,473
CT Centroid Longitude	-105.01764	Active Evangelical PERCENT	6.38%
City Location	Denver	Unreached HHLDS	38,591
County Location	Denver	Unreached Percent	70.92%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,824
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.21%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,503
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.11%
Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	24,287
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.63%
	Census Tract CT Centroid Latitude CT Centroid Longitude City Location County Location Sitescape Category code Sitescape Group code Sitescape Category Sitescape Group Density Assignment	CT Centroid Latitude39.77240CT Centroid Longitude-105.01764City LocationDenverCounty LocationDenverSitescape Category code4Sitescape Group code4.1Sitescape CategoryCityscapeSitescape GroupSmall CitiesDensity AssignmentM	Census Tract#08031000401Total Households in 3 mi RingCT Centroid Latitude39.77240Active Evangelical HHLDSCT Centroid Longitude-105.01764Active Evangelical PERCENTCity LocationDenverUnreached HHLDSCounty LocationDenverUnreached PercentSitescape Category code4Religious but NOT Evang PERCENTSitescape Group code4.1Religious but NOT Evang PERCENTSitescape CategoryCityscapeSpiritual but Not Religious or Evang HHLDSSitescape GroupSmall CitiesSpiritual but Not Religious PERCENTDensity AssignmentMNOT Evangelical NOT Interested HHLDS

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES		
Upscale Community	11.07%	Low Education County	False	
Mainstay Community	10.72%	Low Employment County	False	
Working Community	35.37%	Persistent Poverty County	False	
Country Community	0.89%	Population Loss County	False	
Aspiring Community	13.74%	Nonmetro Recreation County	False	
Urban Community	28.2%	Retirement Destination County	False	

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	81.88	Racial Diversity Index	80.46		
Ancestry Diversity Index	20.58	Diversity Composite Index	48.15		
Foreign Born Diversity Index	5.54	Population Density Index	80.21		

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

## IICM SITESCAPE



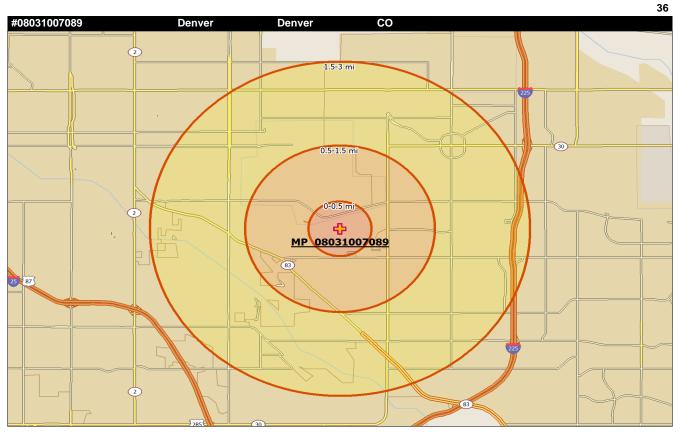
4	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005006000	Total Households in 3 mi Ring	44,854
	CT Centroid Latitude	39.64674	Active Evangelical HHLDS	4,057
	CT Centroid Longitude	-104.99258	Active Evangelical PERCENT	9.05%
	City Location	Englewood	Unreached HHLDS	31,911
	County Location	Arapahoe	Unreached Percent	71.14%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	7,140
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.92%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,337
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.9%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,435
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.33%

3 MILE RING COMMUNITY TYPES			
Upscale Community	25.87%	Low Education County	False
Mainstay Community	8.18%	Low Employment County	False
Working Community	33.48%	Persistent Poverty County	False
Country Community	0.9%	Population Loss County	False
Aspiring Community	21.47%	Nonmetro Recreation County	False
Urban Community	10.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	61.75	Racial Diversity Index	56.58		
Ancestry Diversity Index	70.88	Diversity Composite Index	61.11		
Foreign Born Diversity Index	30.92	Population Density Index	73.71		

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

# IICM SITESCAPE



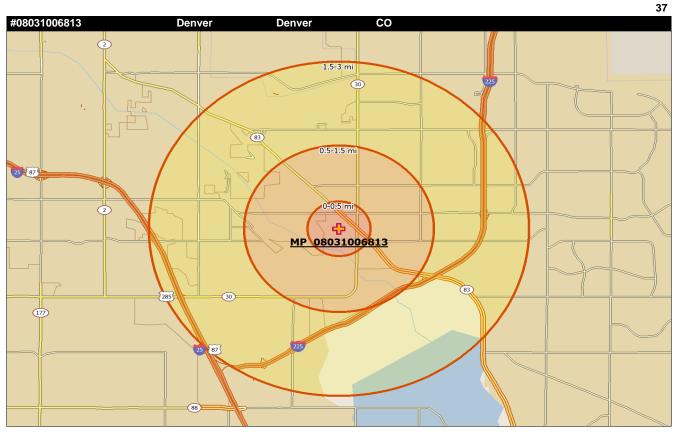
35	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031007089	Total Households in 3 mi Ring	77,479
	CT Centroid Latitude	39.70404	Active Evangelical HHLDS	4,805
	CT Centroid Longitude	-104.88001	Active Evangelical PERCENT	6.20%
	City Location	Denver	Unreached HHLDS	55,584
	County Location	Denver	Unreached Percent	71.74%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,435
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.05%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,332
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.04%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	33,825
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.66%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	24.64%	Low Education County	False
Mainstay Community	10.28%	Low Employment County	False
Working Community	17.49%	Persistent Poverty County	False
Country Community	0%	Population Loss County	False
Aspiring Community	32.95%	Nonmetro Recreation County	False
Urban Community	14.63%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	79.12	Racial Diversity Index	83.99
Ancestry Diversity Index	41.84	Diversity Composite Index	72.23
Foreign Born Diversity Index	29.80	Population Density Index	86.55

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

# IICM SITESCAPE



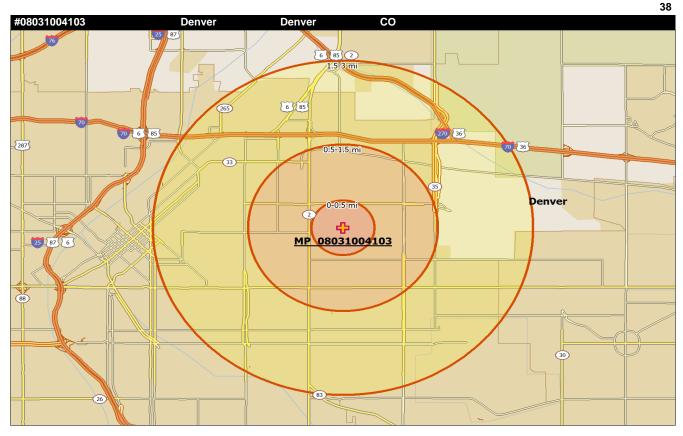
36	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031006813	Total Households in 3 mi Ring	70,037
	CT Centroid Latitude	39.67077	Active Evangelical HHLDS	4,212
	CT Centroid Longitude	-104.87142	Active Evangelical PERCENT	6.01%
	City Location	Denver	Unreached HHLDS	50,842
	County Location	Denver	Unreached Percent	72.59%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,584
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.11%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,483
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.54%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	30,778
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.95%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	27.71%	Low Education County	False
Mainstay Community	15.09%	Low Employment County	False
Working Community	9.15%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	40.68%	Nonmetro Recreation County	False
Urban Community	6.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)		
Language Diversity Index	69.26	Racial Diversity Index	62.33
Ancestry Diversity Index	68.57	Diversity Composite Index	79.94
Foreign Born Diversity Index	75.58	Population Density Index	82.34

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

## IICM SITESCAPE



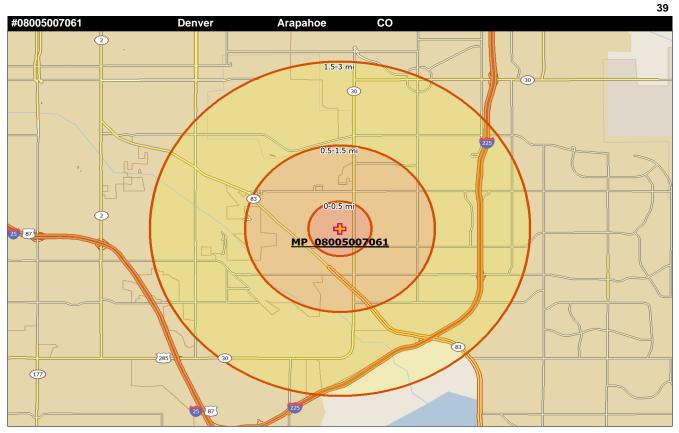
37	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031004103	Total Households in 3 mi Ring	58,648
	CT Centroid Latitude	39.75573	Active Evangelical HHLDS	3,485
	CT Centroid Longitude	-104.93060	Active Evangelical PERCENT	5.94%
	City Location	Denver	Unreached HHLDS	42,764
	County Location	Denver	Unreached Percent	72.92%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,073
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.59%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,180
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.54%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	24,547
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.85%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	21.53%	Low Education County	False
Mainstay Community	3.4%	Low Employment County	False
Working Community	11.7%	Persistent Poverty County	False
Country Community	0.18%	Population Loss County	False
Aspiring Community	38.26%	Nonmetro Recreation County	False
Urban Community	24.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)		
Language Diversity Index	75.72	Racial Diversity Index	85.00
Ancestry Diversity Index	30.51	Diversity Composite Index	53.63
Foreign Born Diversity Index	13.37	Population Density Index	82.49

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

# IICM SITESCAPE



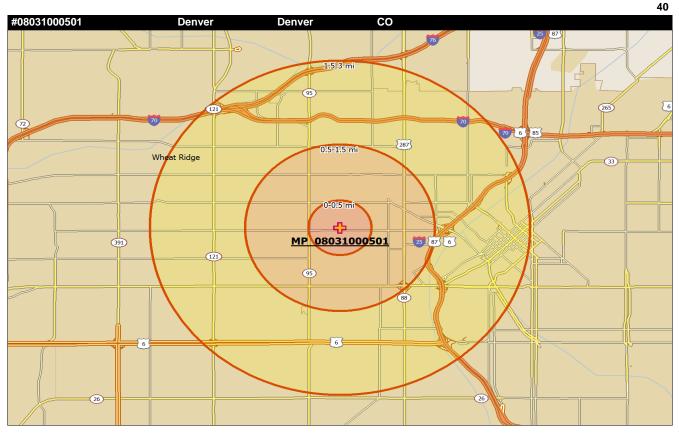
38	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005007061	Total Households in 3 mi Ring	75,689
	CT Centroid Latitude	39.68678	Active Evangelical HHLDS	6,603
	CT Centroid Longitude	-104.87012	Active Evangelical PERCENT	8.72%
	City Location	Denver	Unreached HHLDS	54,628
	County Location	Arapahoe	Unreached Percent	72.17%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,543
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.25%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,854
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.02%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	33,234
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.91%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	25.76%	Low Education County	False
Mainstay Community	14.37%	Low Employment County	False
Working Community	11.95%	Persistent Poverty County	False
Country Community	0.59%	Population Loss County	False
Aspiring Community	38.79%	Nonmetro Recreation County	False
Urban Community	8.53%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	71.17	Racial Diversity Index	72.68	
Ancestry Diversity Index	58.10	Diversity Composite Index	78.57	
Foreign Born Diversity Index	63.51	Population Density Index	84.10	

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

# IICM SITESCAPE



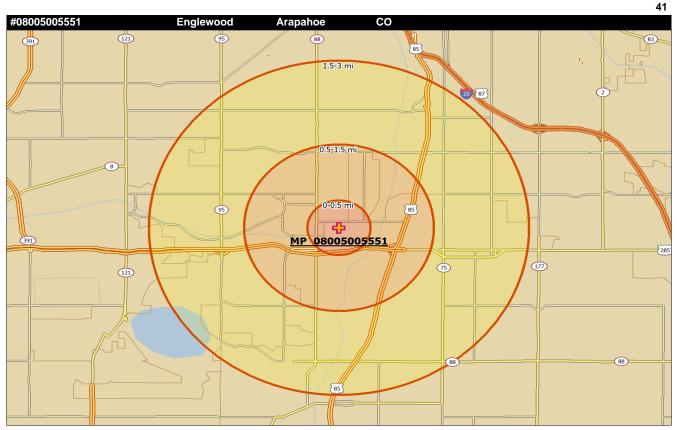
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 39 Total Households in 3 mi Ring Census Tract #08031000501 59,156 CT Centroid Latitude CT Centroid Longitude 39.75553 Active Evangelical HHLDS 3,926 Active Evangelical PERCENT -105.04414 6.64% City Location Denver Unreached HHLDS 41,263 County Location Unreached Percent 69.75% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 9,260 4 Sitescape Group code 4.1 15.65% Sitescape Group Spiritual but Not Religious or Evang HHLDS 5.899 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 9.97% Density Assignment Κ 26,116 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.15%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	12.86%	Low Education County	False
Mainstay Community	13.57%	Low Employment County	False
Working Community	45.24%	Persistent Poverty County	False
Country Community	1.6%	Population Loss County	False
Aspiring Community	9%	Nonmetro Recreation County	False
Urban Community	17.72%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	79.44	Racial Diversity Index	76.19
Ancestry Diversity Index	25.64	Diversity Composite Index	56.97
Foreign Born Diversity Index	6.50	Population Density Index	83.76

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

# IICM SITESCAPE



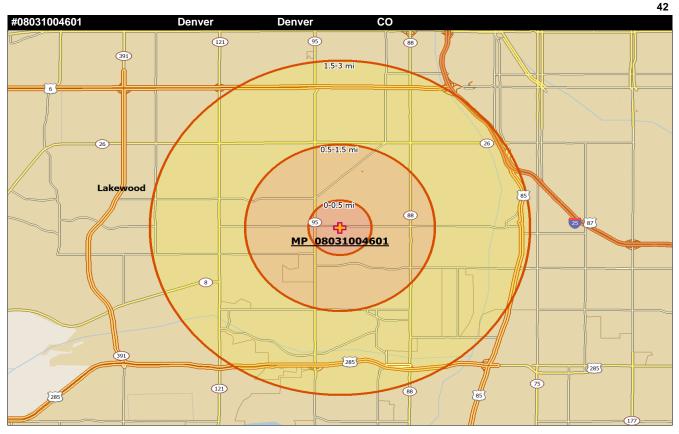
40	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005005551	Total Households in 3 mi Ring	48,637
	CT Centroid Latitude	39.65892	Active Evangelical HHLDS	4,586
	CT Centroid Longitude	-105.01849	Active Evangelical PERCENT	9.43%
	City Location	Englewood	Unreached HHLDS	34,011
	County Location	Arapahoe	Unreached Percent	69.93%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	7,796
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.03%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,200
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.69%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	21,019
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.22%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	23.54%	Low Education County	False
Mainstay Community	8.48%	Low Employment County	False
Working Community	42.85%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	15.79%	Nonmetro Recreation County	False
Urban Community	8.86%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	71.39	Racial Diversity Index	72.70	
Ancestry Diversity Index	42.26	Diversity Composite Index	56.91	
Foreign Born Diversity Index	14.92	Population Density Index	78.85	

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

## IICM SITESCAPE



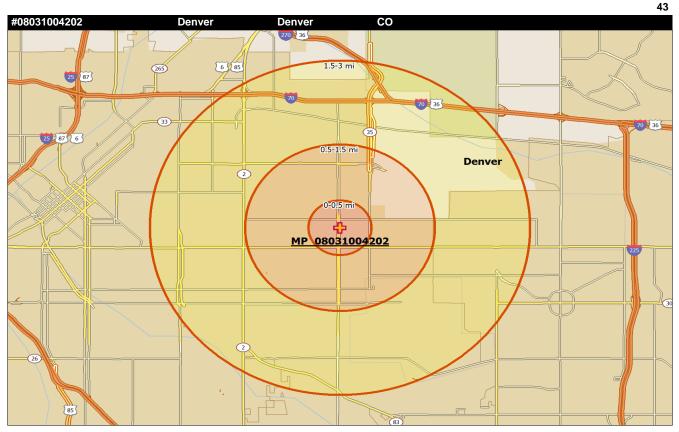
LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004601	Total Households in 3 mi Ring	55,255
CT Centroid Latitude	39.68906	Active Evangelical HHLDS	3,723
CT Centroid Longitude	-105.04583	Active Evangelical PERCENT	6.74%
City Location	Denver	Unreached HHLDS	38,291
County Location	Denver	Unreached Percent	69.3%
Sitescape Category code	4	Religious but NOT Evang HHLDS	8,757
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.85%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,293
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.58%
Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	24,252
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.89%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	23.86%	Low Education County	False
Mainstay Community	10.26%	Low Employment County	False
Working Community	46.55%	Persistent Poverty County	False
Country Community	0.21%	Population Loss County	False
Aspiring Community	8.88%	Nonmetro Recreation County	False
Urban Community	10.24%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	80.36	Racial Diversity Index	78.09	
Ancestry Diversity Index	25.05	Diversity Composite Index	51.30	
Foreign Born Diversity Index	8.01	Population Density Index	83.24	

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

## IICM SITESCAPE



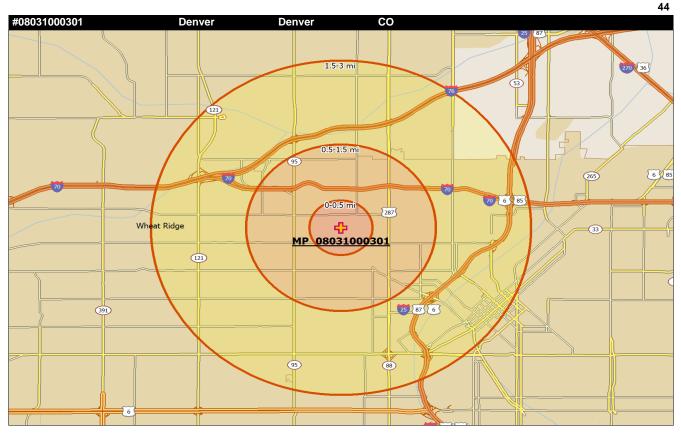
42	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031004202	Total Households in 3 mi Ring	59,327
	CT Centroid Latitude	39.74525	Active Evangelical HHLDS	3,596
	CT Centroid Longitude	-104.91217	Active Evangelical PERCENT	6.06%
	City Location	Denver	Unreached HHLDS	42,941
	County Location	Denver	Unreached Percent	72.38%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,925
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.1%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,208
1	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.46%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	24,826
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.85%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	24.51%	Low Education County	False
Mainstay Community	5.38%	Low Employment County	False
Working Community	14.37%	Persistent Poverty County	False
Country Community	0.05%	Population Loss County	False
Aspiring Community	32.82%	Nonmetro Recreation County	False
Urban Community	22.87%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)			
Language Diversity Index	76.36	Racial Diversity Index	86.07	
Ancestry Diversity Index	30.87	Diversity Composite Index	70.34	
Foreign Born Diversity Index	16.11	Population Density Index	80.96	

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

# IICM SITESCAPE



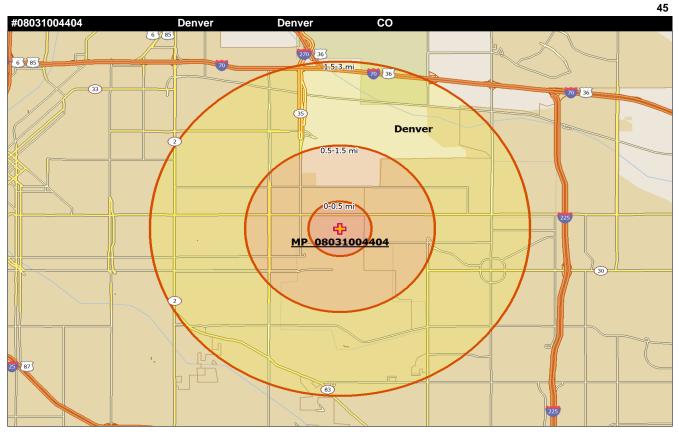
**3 MILE RING SPIRITUALITY STATUS** LOCATION RANK IN REGIONAL SITESCAPE 43 Total Households in 3 mi Ring Census Tract #08031000301 53,527 CT Centroid Latitude CT Centroid Longitude 39.77324 Active Evangelical HHLDS 3,545 Active Evangelical PERCENT -105.03932 6.62% City Location Denver Unreached HHLDS 37,371 County Location Unreached Percent 69.82% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 8,442 4 Sitescape Group code 4.1 15.77% Sitescape Group Spiritual but Not Religious or Evang HHLDS 5,306 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 9.91% Density Assignment 23,630 Μ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 44.15%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	14.73%	Low Education County	False
Mainstay Community	13.25%	Low Employment County	False
Working Community	45.13%	Persistent Poverty County	False
Country Community	1.7%	Population Loss County	False
Aspiring Community	7.46%	Nonmetro Recreation County	False
Urban Community	17.73%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	78.20	Racial Diversity Index	76.17			
Ancestry Diversity Index	27.52	Diversity Composite Index	56.23			
Foreign Born Diversity Index	6.97	Population Density Index	80.06			

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

## IICM SITESCAPE



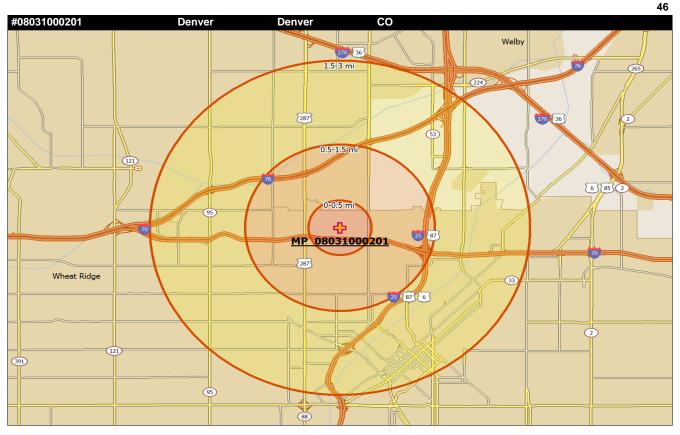
44	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031004404	Total Households in 3 mi Ring	63,676
	CT Centroid Latitude	39.73652	Active Evangelical HHLDS	3,916
	CT Centroid Longitude	-104.89180	Active Evangelical PERCENT	6.15%
	City Location	Denver	Unreached HHLDS	45,832
	County Location	Denver	Unreached Percent	71.98%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,118
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	19.03%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,833
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.73%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	26,893
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.23%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	20.25%	Low Education County	False
Mainstay Community	10.34%	Low Employment County	False
Working Community	17.01%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	28.86%	Nonmetro Recreation County	False
Urban Community	23.51%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)		
Language Diversity Index	78.53	Racial Diversity Index	88.20
Ancestry Diversity Index	30.04	Diversity Composite Index	63.01
Foreign Born Diversity Index	17.54	Population Density Index	83.91

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

## IICM SITESCAPE



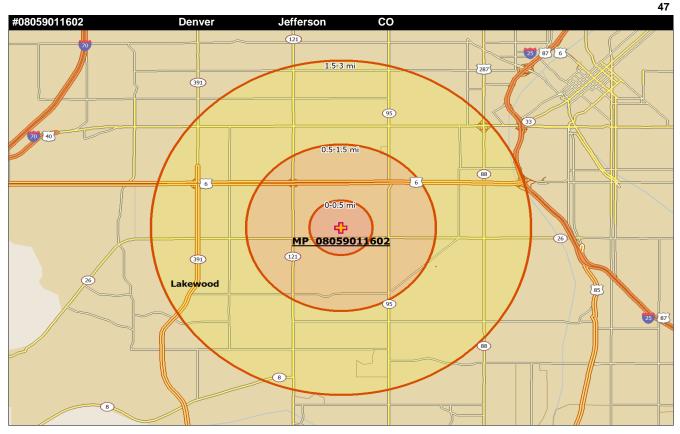
45	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031000201	Total Households in 3 mi Ring	43,435
	CT Centroid Latitude	39.78652	Active Evangelical HHLDS	2,869
	CT Centroid Longitude	-105.01478	Active Evangelical PERCENT	6.60%
	City Location	Denver	Unreached HHLDS	30,366
	County Location	Denver	Unreached Percent	69.91%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	6,856
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.78%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,366
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.05%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	19,150
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	44.09%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	17.02%	Low Education County	False
Mainstay Community	13.66%	Low Employment County	False
Working Community	44.15%	Persistent Poverty County	False
Country Community	0.98%	Population Loss County	False
Aspiring Community	8.25%	Nonmetro Recreation County	False
Urban Community	15.95%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	81.80	Racial Diversity Index	77.20
Ancestry Diversity Index	21.93	Diversity Composite Index	46.10
Foreign Born Diversity Index	5.39	Population Density Index	74.52

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

# IICM SITESCAPE



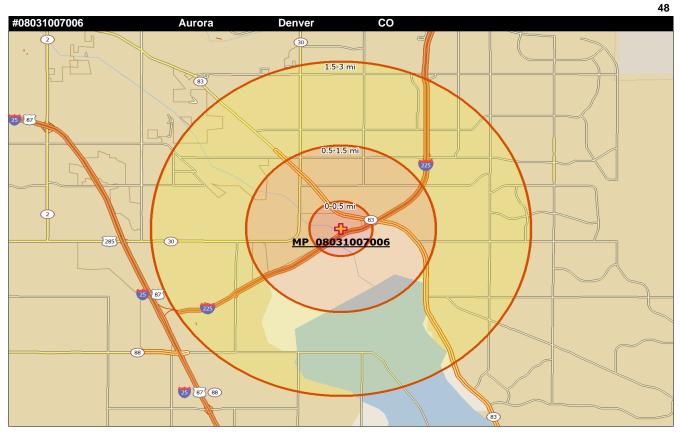
46	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059011602	Total Households in 3 mi Ring	56,473
	CT Centroid Latitude	39.71387	Active Evangelical HHLDS	4,373
	CT Centroid Longitude	-105.06732	Active Evangelical PERCENT	7.74%
	City Location	Denver	Unreached HHLDS	39,036
	County Location	Jefferson	Unreached Percent	69.12%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,904
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,338
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.45%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	24,802
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.92%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	21.36%	Low Education County	False
Mainstay Community	10.13%	Low Employment County	False
Working Community	47.06%	Persistent Poverty County	False
Country Community	0.32%	Population Loss County	False
Aspiring Community	7.32%	Nonmetro Recreation County	False
Urban Community	13.82%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	79.28	Racial Diversity Index	77.16	
Ancestry Diversity Index	28.19	Diversity Composite Index	54.68	
Foreign Born Diversity Index	8.61	Population Density Index	83.69	

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

## IICM SITESCAPE



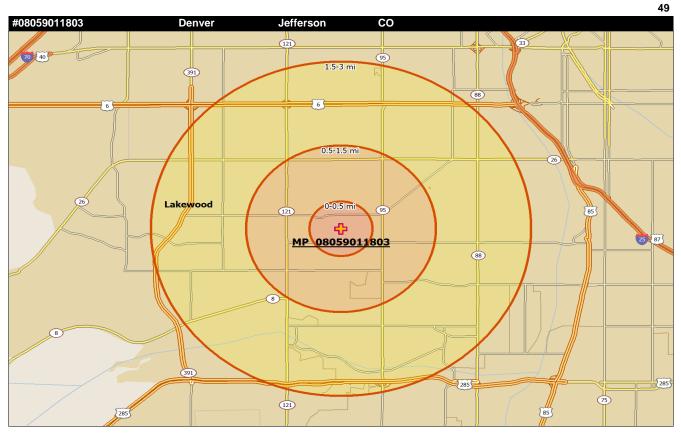
47	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08031007006	Total Households in 3 mi Ring	61,148
	CT Centroid Latitude	39.65632	Active Evangelical HHLDS	3,681
	CT Centroid Longitude	-104.85397	Active Evangelical PERCENT	6.02%
	City Location	Aurora	Unreached HHLDS	44,378
	County Location	Denver	Unreached Percent	72.58%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,304
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.22%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,267
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	13.52%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	26,809
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.84%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	31.63%	Low Education County	False
Mainstay Community	12.06%	Low Employment County	False
Working Community	8.32%	Persistent Poverty County	False
Country Community	0.73%	Population Loss County	False
Aspiring Community	41.32%	Nonmetro Recreation County	False
Urban Community	5.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	64.58	Racial Diversity Index	57.76	
Ancestry Diversity Index	75.90	Diversity Composite Index	75.10	
Foreign Born Diversity Index	91.85	Population Density Index	77.50	

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

# IICM SITESCAPE



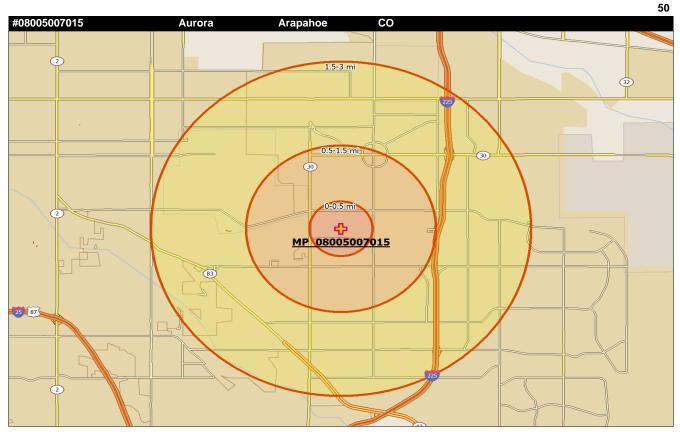
	2 MILE DINC CDIDITUALITY STATUS	
#08059011803	Total Households in 3 mi Ring	56,564
39.69310	Active Evangelical HHLDS	4,363
-105.06543	Active Evangelical PERCENT	7.71%
Denver	Unreached HHLDS	39,166
Jefferson	Unreached Percent	69.24%
4	Religious but NOT Evang HHLDS	8,937
4.1	Religious but NOT Evang PERCENT	15.8%
Cityscape	Spiritual but Not Religious or Evang HHLDS	5,514
Small Cities	Spiritual but Not Religious PERCENT	9.75%
К	NOT Evangelical NOT Interested HHLDS	24,726
250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.71%
	-105.06543 Denver Jefferson 4 4.1 Cityscape Small Cities K	#08059011803Total Households in 3 mi Ring39.69310Active Evangelical HHLDS-105.06543Active Evangelical PERCENTDenverUnreached HHLDSJeffersonUnreached Percent4Religious but NOT Evang HHLDS4.1Religious but NOT Evang PERCENTCityscapeSpiritual but Not Religious or Evang HHLDSSmall CitiesSpiritual but NOT Interested HHLDS

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	29.14%	Low Education County	False
Mainstay Community	9.8%	Low Employment County	False
Working Community	41.96%	Persistent Poverty County	False
Country Community	0.32%	Population Loss County	False
Aspiring Community	10.59%	Nonmetro Recreation County	False
Urban Community	8.2%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	76.55	Racial Diversity Index	76.12			
Ancestry Diversity Index	31.78	Diversity Composite Index	64.19			
Foreign Born Diversity Index	9.83	Population Density Index	83.68			

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

# IICM SITESCAPE



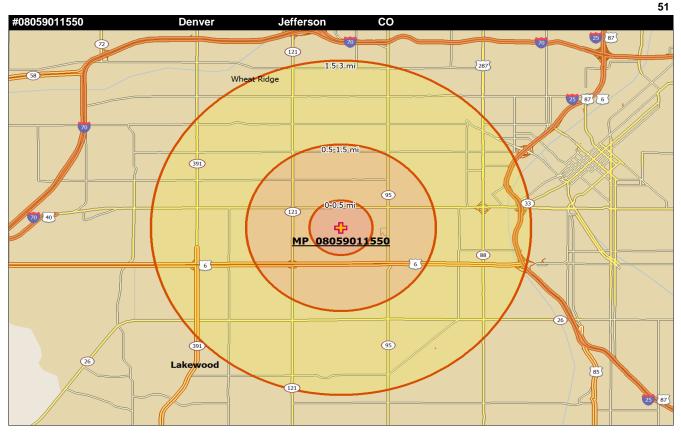
)	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08005007015	Total Households in 3 mi Ring	76,176
	CT Centroid Latitude	39.70638	Active Evangelical HHLDS	6,836
	CT Centroid Longitude	-104.85677	Active Evangelical PERCENT	8.97%
	City Location	Aurora	Unreached HHLDS	54,370
	County Location	Arapahoe	Unreached Percent	71.37%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,220
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.04%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,863
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.64%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	33,302
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.72%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	19.07%	Low Education County	False
Mainstay Community	9.36%	Low Employment County	False
Working Community	19.82%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	False
Aspiring Community	34.42%	Nonmetro Recreation County	False
Urban Community	16.82%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	79.27	Racial Diversity Index	89.25			
Ancestry Diversity Index	36.68	Diversity Composite Index	73.88			
Foreign Born Diversity Index	27.87	Population Density Index	86.55			

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

# IICM SITESCAPE



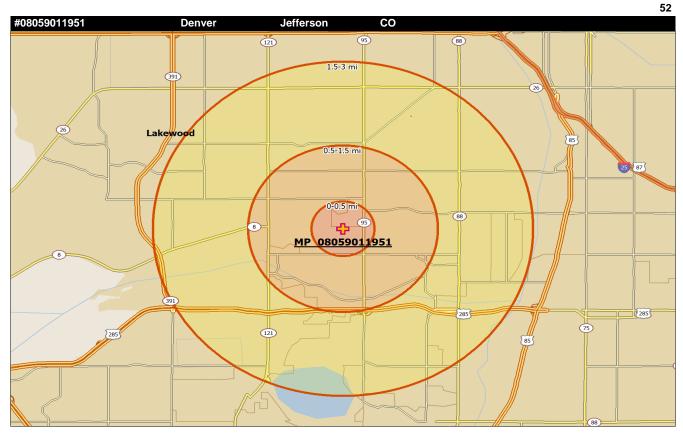
50	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059011550	Total Households in 3 mi Ring	57,065
	CT Centroid Latitude	39.73509	Active Evangelical HHLDS	4,404
	CT Centroid Longitude	-105.06712	Active Evangelical PERCENT	7.72%
	City Location	Denver	Unreached HHLDS	39,505
	County Location	Jefferson	Unreached Percent	69.23%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,966
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.71%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,629
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.86%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	24,924
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.68%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	15.17%	Low Education County	False
Mainstay Community	15.1%	Low Employment County	False
Working Community	44.2%	Persistent Poverty County	False
Country Community	1.68%	Population Loss County	False
Aspiring Community	9.38%	Nonmetro Recreation County	False
Urban Community	14.47%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)						
Language Diversity Index	77.25	Racial Diversity Index	75.53			
Ancestry Diversity Index	30.65	Diversity Composite Index	52.73			
Foreign Born Diversity Index	8.06	Population Density Index	82.59			

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

# IICM SITESCAPE



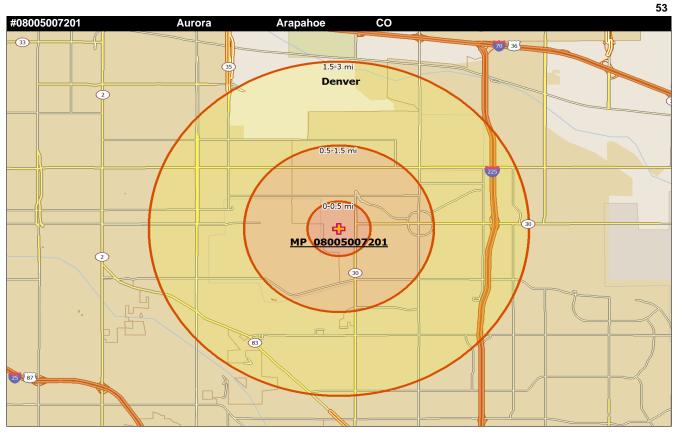
51	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08059011951	Total Households in 3 mi Ring	53,189
	CT Centroid Latitude	39.67441	Active Evangelical HHLDS	4,051
	CT Centroid Longitude	-105.05938	Active Evangelical PERCENT	7.62%
	City Location	Denver	Unreached HHLDS	37,034
	County Location	Jefferson	Unreached Percent	69.63%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	8,403
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.8%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,525
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.39%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	23,115
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.46%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	29.35%	Low Education County	False
Mainstay Community	10.52%	Low Employment County	False
Working Community	38.74%	Persistent Poverty County	False
Country Community	0.36%	Population Loss County	False
Aspiring Community	13.72%	Nonmetro Recreation County	False
Urban Community	7.32%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	00)			
Language Diversity Index	75.02	Racial Diversity Index	76.16	
Ancestry Diversity Index	35.27	Diversity Composite Index	65.69	
Foreign Born Diversity Index	12.82	Population Density Index	81.00	

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

# IICM SITESCAPE



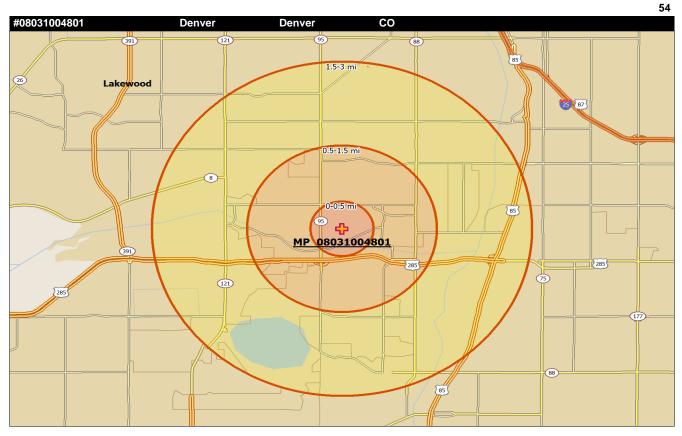
52	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005007201	Total Households in 3 mi Ring	69,957
	CT Centroid Latitude	39.72428	Active Evangelical HHLDS	6,306
	CT Centroid Longitude	-104.87077	Active Evangelical PERCENT	9.01%
	City Location	Aurora	Unreached HHLDS	49,843
	County Location	Arapahoe	Unreached Percent	71.25%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	12,461
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	17.81%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,592
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.85%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	29,820
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.63%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	18.2%	Low Education County	False
Mainstay Community	10.05%	Low Employment County	False
Working Community	21.63%	Persistent Poverty County	False
Country Community	0.04%	Population Loss County	False
Aspiring Community	26.58%	Nonmetro Recreation County	False
Urban Community	23.51%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)		
Language Diversity Index	80.92	Racial Diversity Index	90.14
Ancestry Diversity Index	31.23	Diversity Composite Index	54.88
Foreign Born Diversity Index	19.13	Population Density Index	85.40

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

## IICM SITESCAPE



LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08031004801	Total Households in 3 mi Ring	44,628
CT Centroid Latitude	39.66152	Active Evangelical HHLDS	2,946
CT Centroid Longitude	-105.04694	Active Evangelical PERCENT	6.60%
City Location	Denver	Unreached HHLDS	31,201
County Location	Denver	Unreached Percent	69.91%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,110
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.93%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,777
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.7%
Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	19,321
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.29%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	30.28%	Low Education County	False
Mainstay Community	9.78%	Low Employment County	False
Working Community	37.71%	Persistent Poverty County	False
Country Community	0.09%	Population Loss County	False
Aspiring Community	14.42%	Nonmetro Recreation County	False
Urban Community	7.71%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	73.36	Racial Diversity Index	75.66
Ancestry Diversity Index	37.63	Diversity Composite Index	51.33
Foreign Born Diversity Index	14.90	Population Density Index	76.33

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

# IICM SITESCAPE



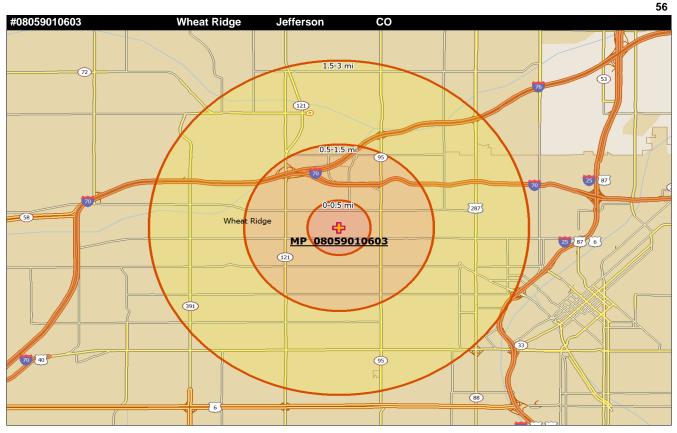
54	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08005007021	Total Households in 3 mi Ring	70,482
	CT Centroid Latitude	39.67572	Active Evangelical HHLDS	6,163
	CT Centroid Longitude	-104.85339	Active Evangelical PERCENT	8.74%
	City Location	Aurora	Unreached HHLDS	50,824
	County Location	Arapahoe	Unreached Percent	72.11%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,839
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.38%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	9,136
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.96%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	30,851
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.77%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	27.21%	Low Education County	False
Mainstay Community	12.18%	Low Employment County	False
Working Community	12.15%	Persistent Poverty County	False
Country Community	0.64%	Population Loss County	False
Aspiring Community	39.8%	Nonmetro Recreation County	False
Urban Community	8.02%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	69.59	Racial Diversity Index	74.51	
Ancestry Diversity Index	58.35	Diversity Composite Index	83.89	
Foreign Born Diversity Index	71.48	Population Density Index	82.40	

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

# IICM SITESCAPE



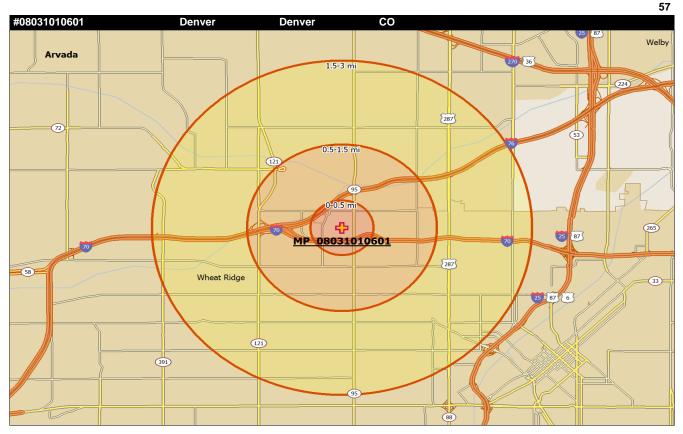
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 55 Total Households in 3 mi Ring Census Tract #08059010603 57,854 CT Centroid Latitude CT Centroid Longitude 4,476 7.74% 39.77214 Active Evangelical HHLDS Active Evangelical PERCENT -105.06563 City Location Wheat Ridge Unreached HHLDS 40,010 County Location **Unreached Percent** 69.16% Jefferson Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 9,286 4 Sitescape Group code 4.1 16.05% Sitescape Group Cityscape Spiritual but Not Religious or Evang HHLDS 5.864 Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 10.14% Density Assignment Μ 24,872 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.99%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	15.96%	Low Education County	False
Mainstay Community	16.16%	Low Employment County	False
Working Community	46.73%	Persistent Poverty County	False
Country Community	2%	Population Loss County	False
Aspiring Community	7.6%	Nonmetro Recreation County	False
Urban Community	11.56%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)		
Language Diversity Index	71.17	Racial Diversity Index	70.19
Ancestry Diversity Index	42.36	Diversity Composite Index	58.41
Foreign Born Diversity Index	11.57	Population Density Index	80.34

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

## IICM SITESCAPE



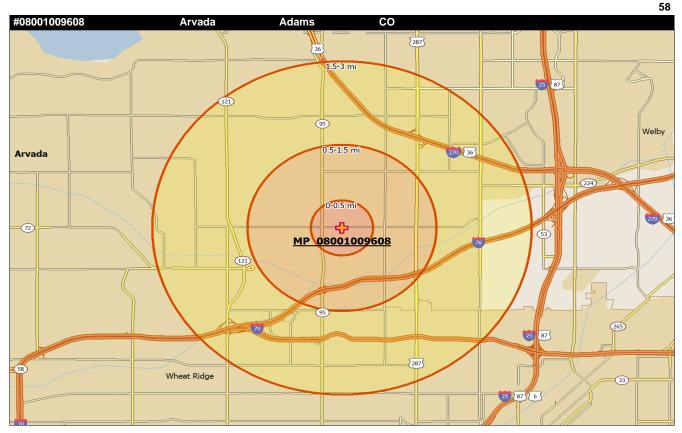
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 56 55,134 3,728 Total Households in 3 mi Ring Census Tract #08031010601 CT Centroid Latitude 39.78672 Active Evangelical HHLDS Active Evangelical PERCENT CT Centroid Longitude -105.05677 6.76% City Location Denver Unreached HHLDS 38,146 County Location **Unreached Percent** 69.19% Denver Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 8,917 4 Sitescape Group code 4.1 16.17% Sitescape Group Spiritual but Not Religious or Evang HHLDS 5.547 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 10.06% Density Assignment Μ 23,693 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.97%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	20.54%	Low Education County	False
Mainstay Community	16.07%	Low Employment County	False
Working Community	45.87%	Persistent Poverty County	False
Country Community	2.23%	Population Loss County	False
Aspiring Community	6.67%	Nonmetro Recreation County	False
Urban Community	8.61%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	71.02	Racial Diversity Index	70.16	
Ancestry Diversity Index	43.70	Diversity Composite Index	54.80	
Foreign Born Diversity Index	14.74	Population Density Index	79.91	

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

## IICM SITESCAPE



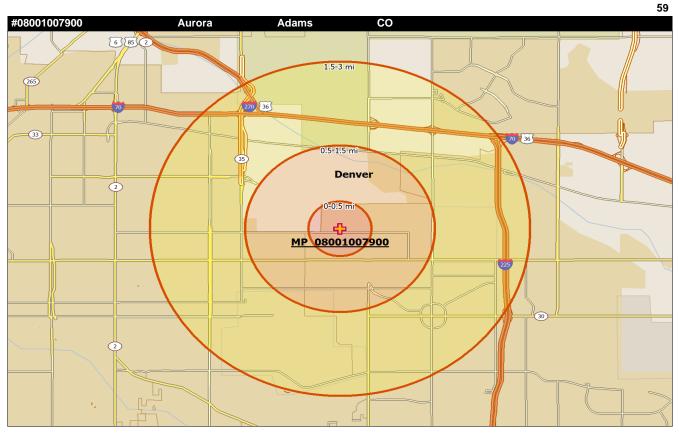
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 57 Total Households in 3 mi Ring Census Tract #08001009608 48,500 CT Centroid Latitude CT Centroid Longitude 39.81257 Active Evangelical HHLDS 2,353 Active Evangelical PERCENT -105.04733 4.85% City Location Arvada Unreached HHLDS 33,489 County Location **Unreached Percent** 69.05% Adams Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 7,818 4 Sitescape Group code 4.1 16.12% Sitescape Group Spiritual but Not Religious or Evang HHLDS 4.944 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 10.19% Density Assignment Μ 20,728 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.74%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	24.06%	Low Education County	False
Mainstay Community	12.73%	Low Employment County	False
Working Community	45.16%	Persistent Poverty County	False
Country Community	1.21%	Population Loss County	False
Aspiring Community	6.77%	Nonmetro Recreation County	False
Urban Community	10.07%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	68.50	Racial Diversity Index	69.04	
Ancestry Diversity Index	48.35	Diversity Composite Index	55.61	
Foreign Born Diversity Index	22.07	Population Density Index	78.56	

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

# IICM SITESCAPE



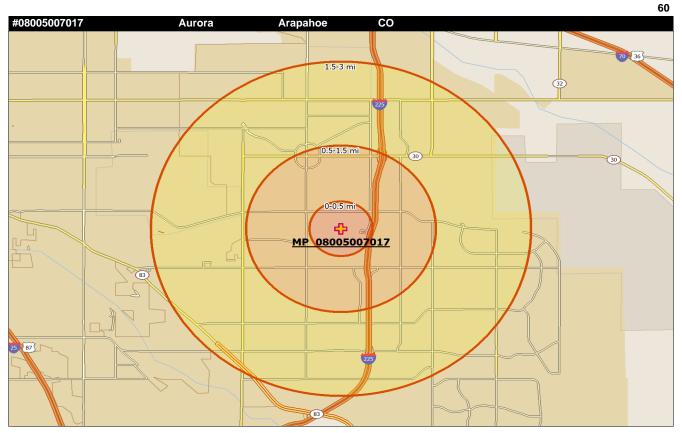
58	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08001007900	Total Households in 3 mi Ring	47,466
	CT Centroid Latitude	39.74837	Active Evangelical HHLDS	2,193
	CT Centroid Longitude	-104.87428	Active Evangelical PERCENT	4.62%
	City Location	Aurora	Unreached HHLDS	33,479
	County Location	Adams	Unreached Percent	70.53%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,609
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	20.24%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,285
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.03%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	19,626
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	41.35%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.27%	Low Education County	False
Mainstay Community	7.23%	Low Employment County	False
Working Community	24.76%	Persistent Poverty County	False
Country Community	0.22%	Population Loss County	False
Aspiring Community	20.73%	Nonmetro Recreation County	False
Urban Community	33.79%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	00)			
Language Diversity Index	80.84	Racial Diversity Index	93.50	
Ancestry Diversity Index	20.83	Diversity Composite Index	50.94	
Foreign Born Diversity Index	8.97	Population Density Index	76.62	

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

## IICM SITESCAPE



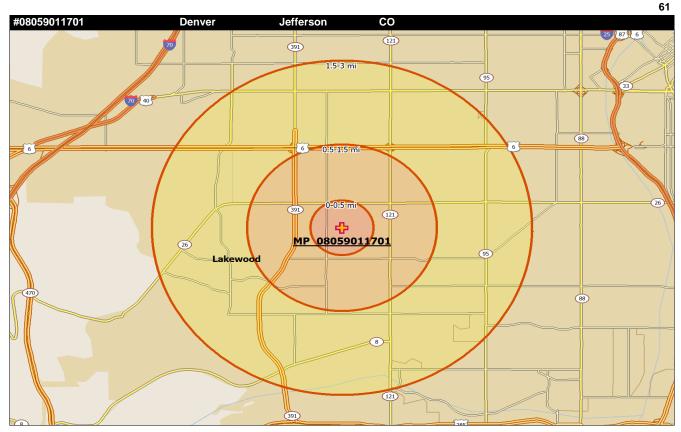
59	LOCATION RANK IN REGION		3 MILE RING SPIRITUALITY STATUS	
55	Census Tract	#08005007017	Total Households in 3 mi Ring	71,963
	CT Centroid Latitude	39.70671	Active Evangelical HHLDS	6.471
	CT Centroid Longitude	-104.83691	Active Evangelical PERCENT	8.99%
	City Location	Aurora	Unreached HHLDS	51,318
	County Location	Arapahoe	Unreached Percent	71.31%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	11,517
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	8,294
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.53%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	31,532
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.82%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	21.61%	Low Education County	False
Mainstay Community	11.38%	Low Employment County	False
Working Community	20.4%	Persistent Poverty County	False
Country Community	0.67%	Population Loss County	False
Aspiring Community	30.89%	Nonmetro Recreation County	False
Urban Community	15.05%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	75.61	Racial Diversity Index	89.65	
Ancestry Diversity Index	37.11	Diversity Composite Index	76.94	
Foreign Born Diversity Index	26.08	Population Density Index	85.38	

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

# IICM SITESCAPE



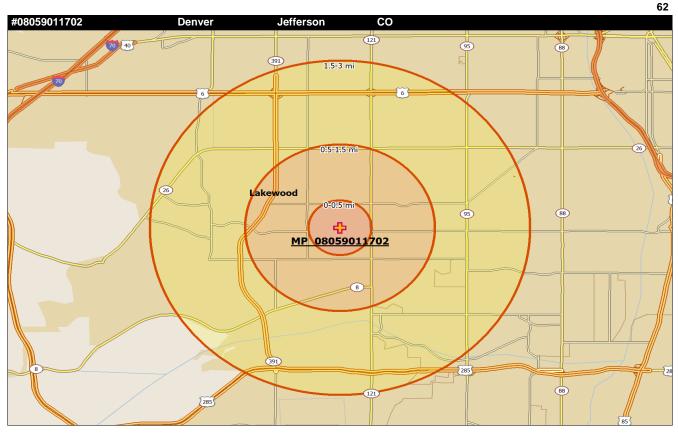
60	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059011701	Total Households in 3 mi Ring	51.267
	CT Centroid Latitude	39.70462	Active Evangelical HHLDS	3,965
	CT Centroid Longitude	-105.09570	Active Evangelical PERCENT	7.73%
	City Location	Denver	Unreached HHLDS	35,459
	County Location	Jefferson	Unreached Percent	69.17%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	7,989
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.58%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,518
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.76%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	21,963
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.84%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	34.15%	Low Education County	False
Mainstay Community	10.65%	Low Employment County	False
Working Community	32.08%	Persistent Poverty County	False
Country Community	0.37%	Population Loss County	False
Aspiring Community	15.81%	Nonmetro Recreation County	False
Urban Community	6.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	65.24	Racial Diversity Index	58.44	
Ancestry Diversity Index	62.05	Diversity Composite Index	63.90	
Foreign Born Diversity Index	22.99	Population Density Index	77.69	

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

# IICM SITESCAPE



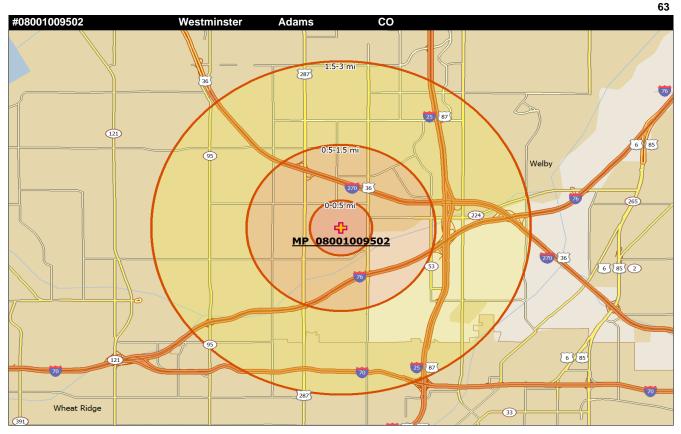
LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
Census Tract	#08059011702	Total Households in 3 mi Ring	49,866
CT Centroid Latitude	39.69036	Active Evangelical HHLDS	3,813
CT Centroid Longitude	-105.09069	Active Evangelical PERCENT	7.65%
City Location	Denver	Unreached HHLDS	34,661
County Location	Jefferson	Unreached Percent	69.51%
Sitescape Category code	4	Religious but NOT Evang HHLDS	7,866
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.77%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,402
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.83%
Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	21,405
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.93%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	39.72%	Low Education County	False
Mainstay Community	9.57%	Low Employment County	False
Working Community	30.27%	Persistent Poverty County	False
Country Community	0.42%	Population Loss County	False
Aspiring Community	15.77%	Nonmetro Recreation County	False
Urban Community	4.26%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	64.24	Racial Diversity Index	58.82	
Ancestry Diversity Index	60.13	Diversity Composite Index	63.89	
Foreign Born Diversity Index	24.47	Population Density Index	76.15	

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

## IICM SITESCAPE



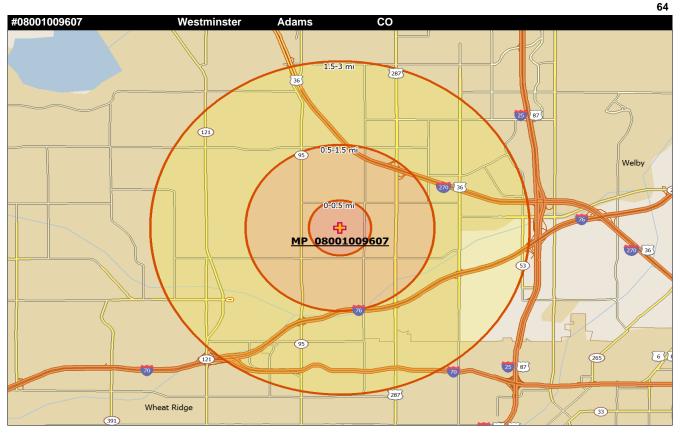
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 62 Total Households in 3 mi Ring Census Tract #08001009502 41,143 CT Centroid Latitude CT Centroid Longitude 39.82096 Active Evangelical HHLDS 1,978 Active Evangelical PERCENT -105.01419 4.81% City Location Westminster Unreached HHLDS 28,522 County Location **Unreached Percent** 69.32% Adams Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 6,629 4 Sitescape Group code 4.1 16.11% Sitescape Group Spiritual but Not Religious or Evang HHLDS 4,206 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 10.22% Small Cities Density Assignment 17,689 E3 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.99%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	21.07%	Low Education County	False
Mainstay Community	10.49%	Low Employment County	False
Working Community	44.47%	Persistent Poverty County	False
Country Community	0.29%	Population Loss County	False
Aspiring Community	6.55%	Nonmetro Recreation County	False
Urban Community	17.12%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)		
Language Diversity Index	74.89	Racial Diversity Index	78.33
Ancestry Diversity Index	34.59	Diversity Composite Index	50.41
Foreign Born Diversity Index	16.53	Population Density Index	74.12

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

## IICM SITESCAPE



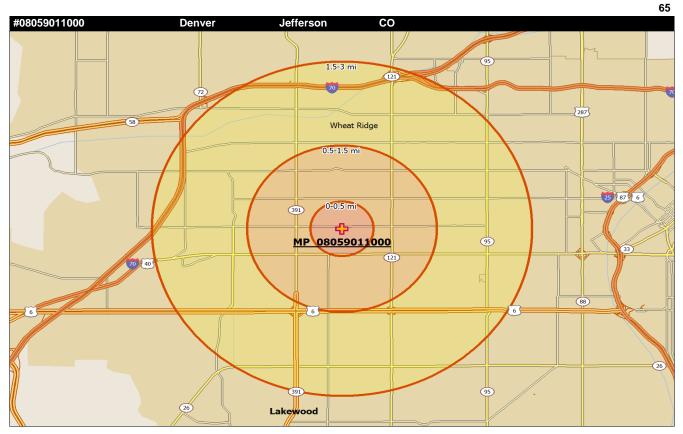
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 63 Total Households in 3 mi Ring Census Tract #08001009607 45,537 CT Centroid Latitude CT Centroid Longitude 39.82077 Active Evangelical HHLDS 2,192 Active Evangelical PERCENT -105.04173 4.81% City Location Westminster Unreached HHLDS 31,554 County Location **Unreached Percent** 69.29% Adams Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 7,322 4 Sitescape Group code 4.1 16.08% Sitescape Group Spiritual but Not Religious or Evang HHLDS 4,721 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 10.37% Small Cities Density Assignment Μ 19,511 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.85%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	26.55%	Low Education County	False
Mainstay Community	11.14%	Low Employment County	False
Working Community	41.17%	Persistent Poverty County	False
Country Community	0.35%	Population Loss County	False
Aspiring Community	8.53%	Nonmetro Recreation County	False
Urban Community	12.26%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	69.92	Racial Diversity Index	71.63	
Ancestry Diversity Index	46.88	Diversity Composite Index	53.48	
Foreign Born Diversity Index	21.17	Population Density Index	77.82	

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

## IICM SITESCAPE



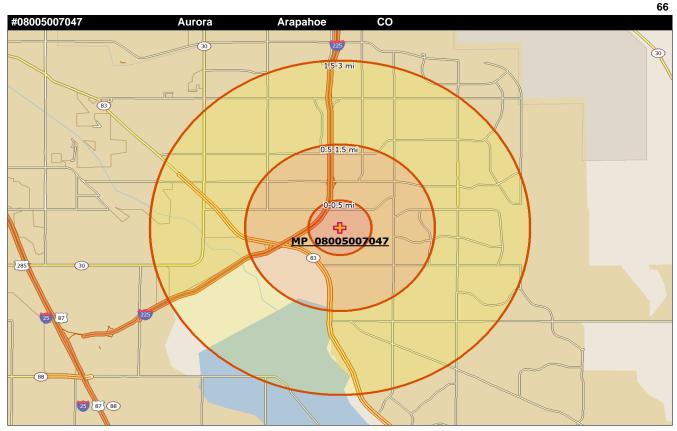
4	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059011000	Total Households in 3 mi Ring	47,899
	CT Centroid Latitude	39.74688	Active Evangelical HHLDS	3,722
	CT Centroid Longitude	-105.09609	Active Evangelical PERCENT	7.77%
	City Location	Denver	Unreached HHLDS	33,056
	County Location	Jefferson	Unreached Percent	69.01%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	7,645
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.96%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,092
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.63%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	20,330
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.44%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	21.86%	Low Education County	False
Mainstay Community	17.98%	Low Employment County	False
Working Community	38.7%	Persistent Poverty County	False
Country Community	2.08%	Population Loss County	False
Aspiring Community	10.28%	Nonmetro Recreation County	False
Urban Community	9.1%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	61.16	Racial Diversity Index	56.49	
Ancestry Diversity Index	65.68	Diversity Composite Index	64.69	
Foreign Born Diversity Index	19.50	Population Density Index	73.80	

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

# IICM SITESCAPE



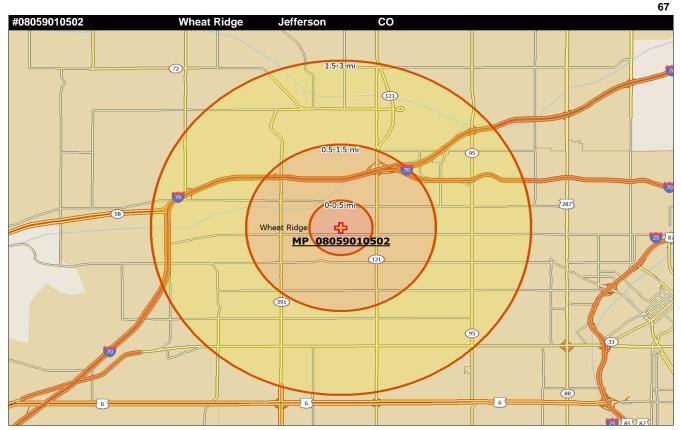
65	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005007047	Total Households in 3 mi Ring	60,463
	CT Centroid Latitude	39.66283	Active Evangelical HHLDS	5,434
	CT Centroid Longitude	-104.82585	Active Evangelical PERCENT	8.99%
	City Location	Aurora	Unreached HHLDS	43,130
	County Location	Arapahoe	Unreached Percent	71.33%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,302
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.38%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	7,401
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	12.24%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	26,428
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.71%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	45.29%	Low Education County	False
Mainstay Community	9.37%	Low Employment County	False
Working Community	10.47%	Persistent Poverty County	False
Country Community	0.74%	Population Loss County	False
Aspiring Community	28.97%	Nonmetro Recreation County	False
Urban Community	5.17%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	65.68	Racial Diversity Index	72.00	
Ancestry Diversity Index	64.99	Diversity Composite Index	73.70	
Foreign Born Diversity Index	82.19	Population Density Index	81.63	

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

## IICM SITESCAPE



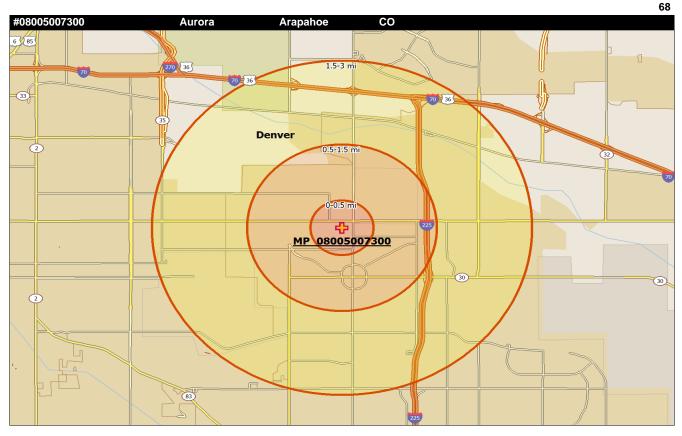
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 66 Total Households in 3 mi Ring Census Tract #08059010502 49,262 CT Centroid Latitude CT Centroid Longitude 39.77109 Active Evangelical HHLDS 3,833 Active Evangelical PERCENT 7.78% -105.09193 City Location Wheat Ridge Unreached HHLDS 33,979 County Location **Unreached Percent** 68.98% Jefferson Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 7,914 4 Sitescape Group code 4.1 16.06% Sitescape Group Cityscape Spiritual but Not Religious or Evang HHLDS 5,203 Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 10.56% Small Cities Density Assignment 20,879 Μ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.38%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	19.97%	Low Education County	False
Mainstay Community	19.38%	Low Employment County	False
Working Community	43.78%	Persistent Poverty County	False
Country Community	2.48%	Population Loss County	False
Aspiring Community	6.99%	Nonmetro Recreation County	False
Urban Community	7.4%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	55.33	Racial Diversity Index	51.45	
Ancestry Diversity Index	72.14	Diversity Composite Index	64.29	
Foreign Born Diversity Index	35.51	Population Density Index	74.10	

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

## IICM SITESCAPE



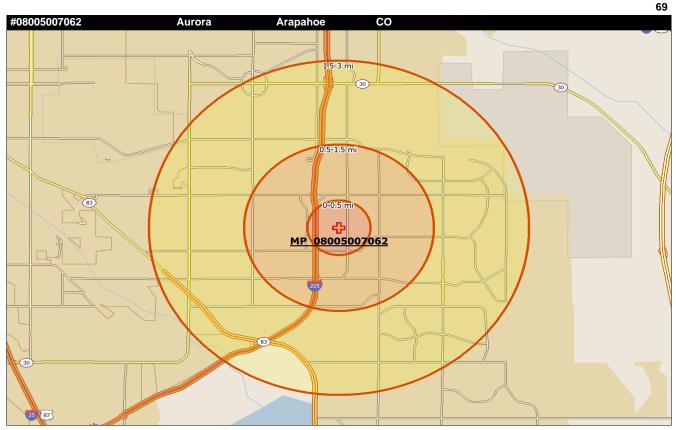
67	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005007300	Total Households in 3 mi Ring	54,726
	CT Centroid Latitude	39.73848	Active Evangelical HHLDS	5,059
	CT Centroid Longitude	-104.85033	Active Evangelical PERCENT	9.24%
	City Location	Aurora	Unreached HHLDS	38,588
	County Location	Arapahoe	Unreached Percent	70.51%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,344
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.9%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,242
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.58%
	Density Assignment	M	NOT Evangelical NOT Interested HHLDS	23,044
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.11%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	23,044

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	10.31%	Low Education County	False
Mainstay Community	11.03%	Low Employment County	False
Working Community	27.95%	Persistent Poverty County	False
Country Community	0.32%	Population Loss County	False
Aspiring Community	17.18%	Nonmetro Recreation County	False
Urban Community	33.21%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 7	100)			
Language Diversity Index	83.39	Racial Diversity Index	94.20	
Ancestry Diversity Index	21.82	Diversity Composite Index	56.74	
Foreign Born Diversity Index	10.69	Population Density Index	79.46	

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

# IICM SITESCAPE



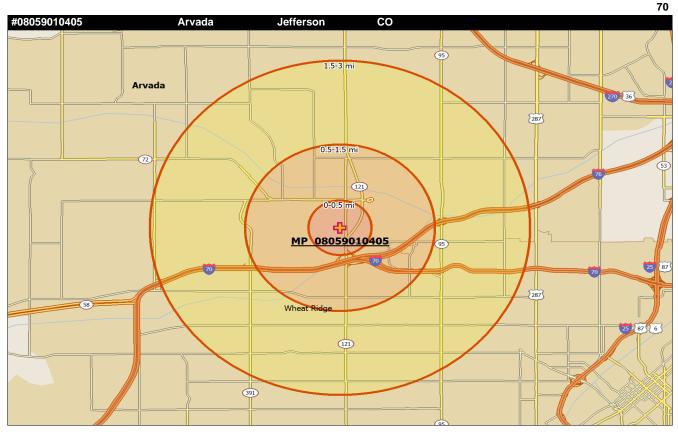
#### LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 68 Total Households in 3 mi Ring Census Tract #08005007062 67,179 CT Centroid Latitude CT Centroid Longitude 39.68809 Active Evangelical HHLDS 6,091 Active Evangelical PERCENT -104.82174 9.07% 47,751 City Location Aurora Unreached HHLDS County Location Arapahoe **Unreached Percent** 71.08% Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 10,485 4 Sitescape Group code 4.1 15.61% Sitescape Group Spiritual but Not Religious or Evang HHLDS 7,929 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS Small Cities 11.8% Density Assignment Κ 29,372 Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 43.72%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	36.32%	Low Education County	False
Mainstay Community	8.49%	Low Employment County	False
Working Community	11.74%	Persistent Poverty County	False
Country Community	0.67%	Population Loss County	False
Aspiring Community	33.42%	Nonmetro Recreation County	False
Urban Community	9.37%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	68.93	Racial Diversity Index	81.25	
Ancestry Diversity Index	51.87	Diversity Composite Index	76.15	
Foreign Born Diversity Index	62.03	Population Density Index	84.26	

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

# IICM SITESCAPE



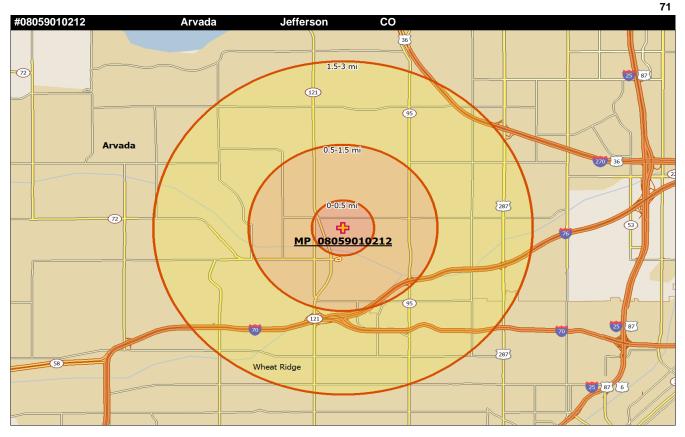
LOCATION RANK IN REGIONAL SITESCAPE **3 MILE RING SPIRITUALITY STATUS** 69 Total Households in 3 mi Ring Census Tract #08059010405 47,166 CT Centroid Latitude CT Centroid Longitude 39.79473 Active Evangelical HHLDS 3,687 Active Evangelical PERCENT 7.82% -105.08314 City Location Arvada Unreached HHLDS 32,466 County Location **Unreached Percent** 68.83% Jefferson Religious but NOT Evang HHLDS Religious but NOT Evang PERCENT Sitescape Category code 7,562 4 Sitescape Group code 4.1 16.03% Sitescape Group Spiritual but Not Religious or Evang HHLDS 4.980 Cityscape Spiritual but Not Religious PERCENT NOT Evangelical NOT Interested HHLDS 10.56% Small Cities Density Assignment 19,932 Μ Population Pattern 250000-1000000-1000000 NOT Evangelical NOT Interested PERCENT 42.26%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	33.56%	Low Education County	False
Mainstay Community	17.23%	Low Employment County	False
Working Community	34.93%	Persistent Poverty County	False
Country Community	2.78%	Population Loss County	False
Aspiring Community	6.59%	Nonmetro Recreation County	False
Urban Community	4.91%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)		
Language Diversity Index	53.98	Racial Diversity Index	48.07
Ancestry Diversity Index	74.99	Diversity Composite Index	50.81
Foreign Born Diversity Index	47.80	Population Density Index	74.61

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

## IICM SITESCAPE



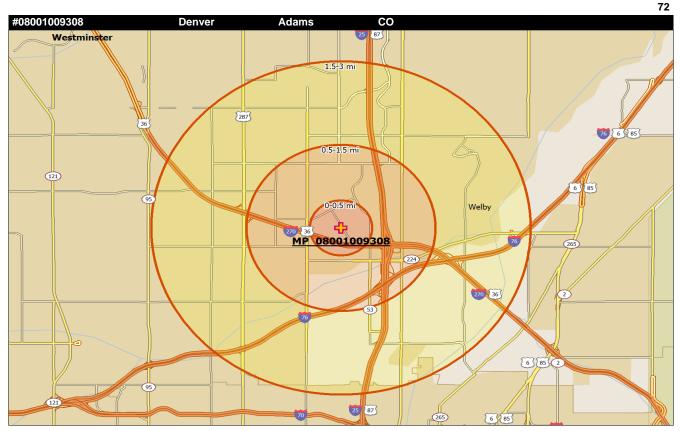
70	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059010212	Total Households in 3 mi Ring	49,580
	CT Centroid Latitude	39.81022	Active Evangelical HHLDS	3,859
	CT Centroid Longitude	-105.07292	Active Evangelical PERCENT	7.78%
	City Location	Arvada	Unreached HHLDS	34,193
	County Location	Jefferson	Unreached Percent	68.96%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	7,824
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.78%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,293
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.68%
	Density Assignment	K	NOT Evangelical NOT Interested HHLDS	21,082
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.52%

<b>3 MILE RING COMMUNITY TYPES</b>	3 MILE RING COUNTY TYPES		
Upscale Community	36.2%	Low Education County	False
Mainstay Community	13.78%	Low Employment County	False
Working Community	31.02%	Persistent Poverty County	False
Country Community	2.07%	Population Loss County	False
Aspiring Community	8.99%	Nonmetro Recreation County	False
Urban Community	7.94%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	58.57	Racial Diversity Index	51.82		
Ancestry Diversity Index	70.44	Diversity Composite Index	61.79		
Foreign Born Diversity Index	43.02	Population Density Index	77.17		

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

#### IICM SITESCAPE



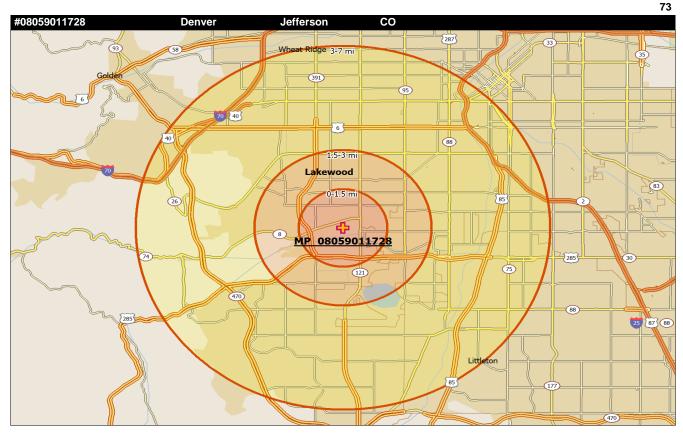
71	LOCATION RANK IN REGION		<b>3 MILE RING SPIRITUALITY STATUS</b>	
<u> </u>	LUCATION KANK IN REGION			
	Census Tract	#08001009308	Total Households in 3 mi Ring	38,250
	CT Centroid Latitude	39.83216	Active Evangelical HHLDS	1,836
	CT Centroid Longitude	-104.99603	Active Evangelical PERCENT	4.80%
	City Location	Denver	Unreached HHLDS	26,538
	County Location	Adams	Unreached Percent	69.38%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	6,166
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.12%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,913
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.23%
	Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	16,461
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.03%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	13.37%	Low Education County	False
Mainstay Community	10.73%	Low Employment County	False
Working Community	49.06%	Persistent Poverty County	False
Country Community	0.48%	Population Loss County	False
Aspiring Community	8.28%	Nonmetro Recreation County	False
Urban Community	18.08%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 1	100)			
Language Diversity Index	74.28	Racial Diversity Index	78.59	
Ancestry Diversity Index	34.28	Diversity Composite Index	48.48	
Foreign Born Diversity Index	15.53	Population Density Index	73.53	

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

#### IICM SITESCAPE



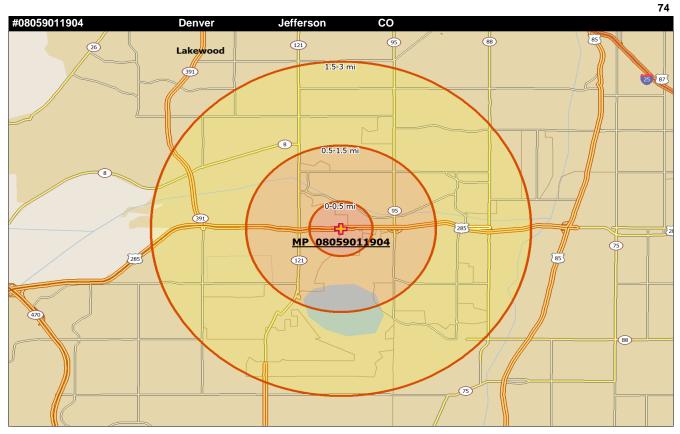
72	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059011728	Total Households in 3 mi Ring	44,984
	CT Centroid Latitude	39.66960	Active Evangelical HHLDS	3,387
	CT Centroid Longitude	-105.09238	Active Evangelical PERCENT	7.53%
	City Location	Denver	Unreached HHLDS	31,481
	County Location	Jefferson	Unreached Percent	69.98%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	7,062
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	15.7%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	5,182
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	11.52%
	Density Assignment	Μ	NOT Evangelical NOT Interested HHLDS	19,245
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.78%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	46.65%	Low Education County	False
Mainstay Community	8.89%	Low Employment County	False
Working Community	22.49%	Persistent Poverty County	False
Country Community	0.41%	Population Loss County	False
Aspiring Community	20.21%	Nonmetro Recreation County	False
Urban Community	1.35%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	56.76	Racial Diversity Index	51.14		
Ancestry Diversity Index	72.34	Diversity Composite Index	60.40		
Foreign Born Diversity Index	49.75	Population Density Index	71.27		

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

#### IICM SITESCAPE



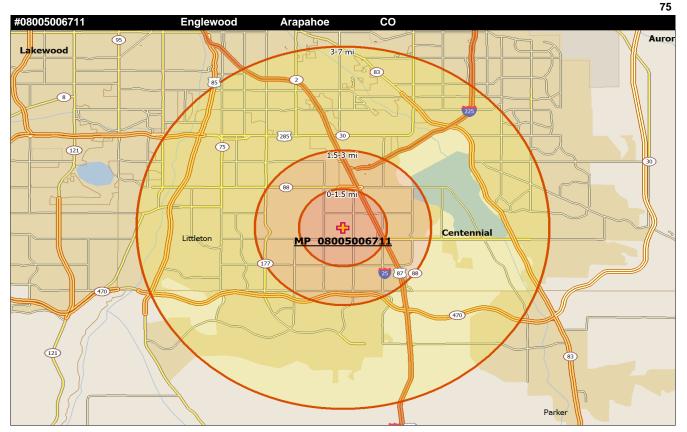
73	LOCATION RANK IN REGION	AL SITESCAPE	3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08059011904	Total Households in 3 mi Ring	43,786
	CT Centroid Latitude	39.65293	Active Evangelical HHLDS	3,244
	CT Centroid Longitude	-105.06895	Active Evangelical PERCENT	7.41%
	City Location	Denver	Unreached HHLDS	30,849
	County Location	Jefferson	Unreached Percent	70.45%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	6,888
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	15.73%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	5,180
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.83%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	18,787
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	42.91%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES	
Upscale Community	48.57%	Low Education County	False
Mainstay Community	10.25%	Low Employment County	False
Working Community	20.19%	Persistent Poverty County	False
Country Community	0.24%	Population Loss County	False
Aspiring Community	17.82%	Nonmetro Recreation County	False
Urban Community	2.93%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most	100)			
Language Diversity Index	62.67	Racial Diversity Index	59.85	
Ancestry Diversity Index	58.40	Diversity Composite Index	66.65	
Foreign Born Diversity Index	29.26	Population Density Index	75.64	

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

#### IICM SITESCAPE



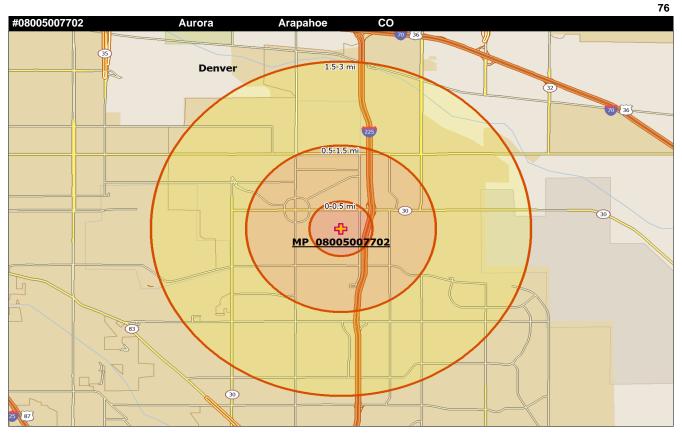
4	LOCATION RANK IN REGION	AL SITESCAPE	<b>3 MILE RING SPIRITUALITY STATUS</b>	
	Census Tract	#08005006711	Total Households in 3 mi Ring	35,659
	CT Centroid Latitude	39.60143	Active Evangelical HHLDS	2,919
	CT Centroid Longitude	-104.91074	Active Evangelical PERCENT	8.19%
	City Location	Englewood	Unreached HHLDS	26,347
	County Location	Arapahoe	Unreached Percent	73.89%
	Sitescape Category code	3	Religious but NOT Evang HHLDS	6,041
	Sitescape Group code	3.3	Religious but NOT Evang PERCENT	16.94%
	Sitescape Category	Suburbscape	Spiritual but Not Religious or Evang HHLDS	4,630
	Sitescape Group	Medium Suburbs	Spiritual but Not Religious PERCENT	12.98%
	Density Assignment	A	NOT Evangelical NOT Interested HHLDS	15,679
	Population Pattern	100000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.97%

<b>3 MILE RING COMMUNITY TYPES</b>		3 MILE RING COUNTY TYPES		
Upscale Community	72.01%	Low Education County	False	
Mainstay Community	8.31%	Low Employment County	False	
Working Community	0%	Persistent Poverty County	False	
Country Community	0%	Population Loss County	False	
Aspiring Community	19.67%	Nonmetro Recreation County	False	
Urban Community	0%	Retirement Destination County	False	

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	48.25	Racial Diversity Index	31.78		
Ancestry Diversity Index	96.02	Diversity Composite Index	87.97		
Foreign Born Diversity Index	99.44	Population Density Index	66.15		

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

## IICM SITESCAPE



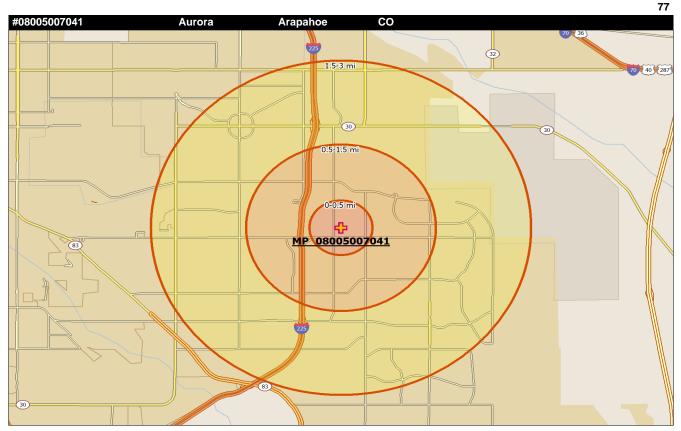
75	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS		
	Census Tract	#08005007702	Total Households in 3 mi Ring	60,440	
	CT Centroid Latitude	39.72077	Active Evangelical HHLDS	5,546	
	CT Centroid Longitude	-104.83372	Active Evangelical PERCENT	9.18%	
	City Location	Aurora	Unreached HHLDS	42,744	
	County Location	Arapahoe	Unreached Percent	70.72%	
	Sitescape Category code	4	Religious but NOT Evang HHLDS	10,074	
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.67%	
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,405	
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	10.6%	
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	26,303	
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.52%	

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	14.6%	Low Education County	False
Mainstay Community	10.5%	Low Employment County	False
Working Community	27.8%	Persistent Poverty County	False
Country Community	0.5%	Population Loss County	False
Aspiring Community	24.71%	Nonmetro Recreation County	False
Urban Community	21.88%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	79.78	Racial Diversity Index	93.47		
Ancestry Diversity Index	27.42	Diversity Composite Index	68.50		
Foreign Born Diversity Index	15.82	Population Density Index	82.72		

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

IICM SITESCAPE



76	LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
	Census Tract	#08005007041	Total Households in 3 mi Ring	61,360
	CT Centroid Latitude	39.69915	Active Evangelical HHLDS	5,638
	CT Centroid Longitude	-104.81719	Active Evangelical PERCENT	9.19%
	City Location	Aurora	Unreached HHLDS	43,376
	County Location	Arapahoe	Unreached Percent	70.69%
	Sitescape Category code	4	Religious but NOT Evang HHLDS	9,862
	Sitescape Group code	4.1	Religious but NOT Evang PERCENT	16.07%
	Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	6,823
	Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	11.12%
	Density Assignment	К	NOT Evangelical NOT Interested HHLDS	26,738
	Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	43.58%

<b>3 MILE RING COMMUNITY TYPES</b>		<b>3 MILE RING COUNTY TYPES</b>	
Upscale Community	34.25%	Low Education County	False
Mainstay Community	8.27%	Low Employment County	False
Working Community	18.09%	Persistent Poverty County	False
Country Community	0.87%	Population Loss County	False
Aspiring Community	27.46%	Nonmetro Recreation County	False
Urban Community	11.06%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)					
Language Diversity Index	71.12	Racial Diversity Index	86.00		
Ancestry Diversity Index	45.75	Diversity Composite Index	74.02		
Foreign Born Diversity Index	45.48	Population Density Index	83.60		

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

# **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 that 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:

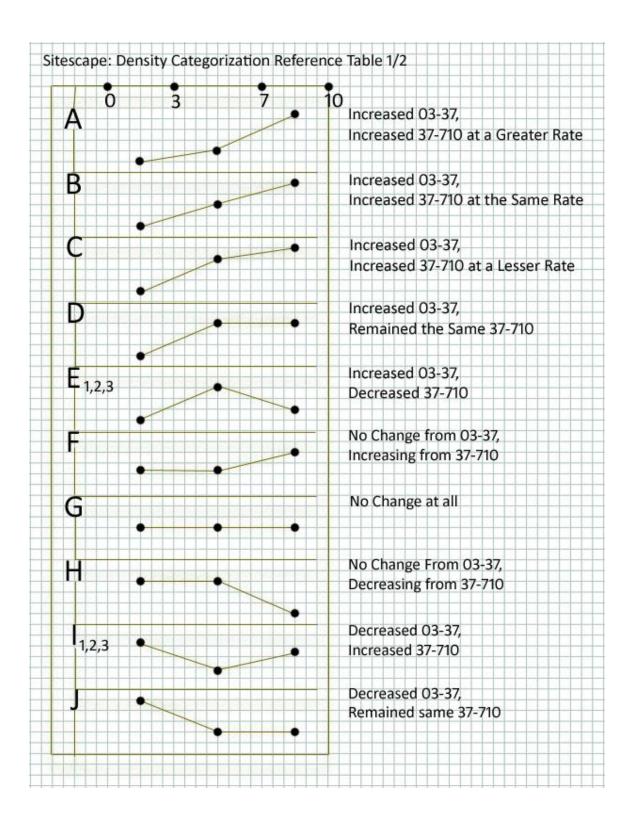
- I Decreased Density followed by Density Increase
- J Decreased Density followed by Density Leveling Off
- K Decreasing Density at a Lesser Rate
- L Decreasing Density at a Similar Rate
- M Decreasing Density at a Greater Rate

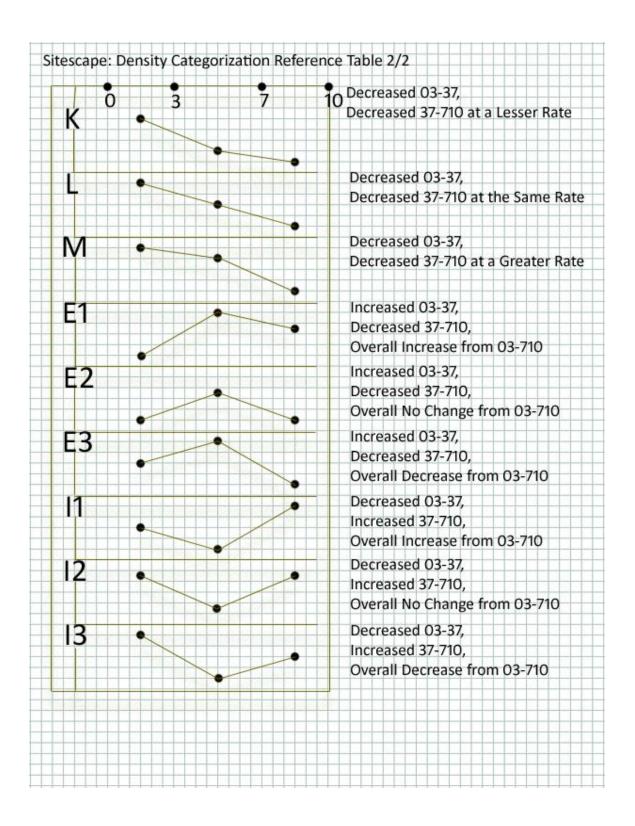
## 8. Population Pattern

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 that the 3-7 mile band, it's density continues to decrease compared to either of the first to 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 conclaves -- 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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