

ministry area profile **2021**

231 Corridor/Madisonville Potential
5061 New Hartford Rd
owensboro, ky 42303

Study Area Definition:
5.0 Mile Radius



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Coordinates: 37:42.84 87:04.52
Date: 7/30/2021

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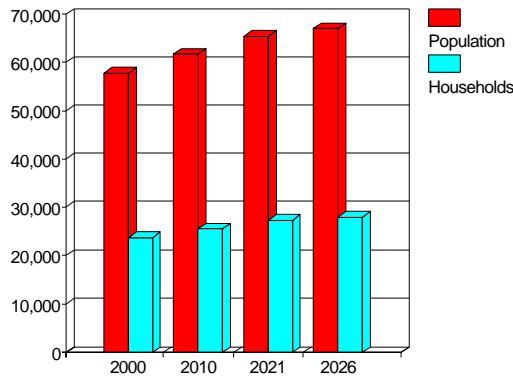
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 65,456 persons residing in the defined study area. This represents an increase of 7,678 or 13.3% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2021 and 2026, the population is projected to increase by 2.3% or 1,503 additional persons. During the same period, the U.S. population is projected to grow by 2.9%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 38 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 15.8% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 84.9% of the population and all other racial/ethnic groups make up just 15.1% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 5.5% of the total population. *Asians* are projected to be the fastest growing group increasing by 33.4% between 2021 and 2026. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Generation Z* (age 0 to 19) comprised of 17,077 persons or 26.1% of the total population in the area. *Builders* (age 97 and up) make up 0.1% of the population which compared to a national average of 0.1% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 91.9% of the population aged 25 and over have graduated from high school as compared to the national average of 88.1%, college graduates account for 25.5% of those over 25 in the area versus 32.3% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Finding A Good Church, Finding Spiritual Teaching, Neighborhood Gangs, Divorce, Problems in Schools* and *Achieving a Fulfilling Marriage*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very high* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$68,095 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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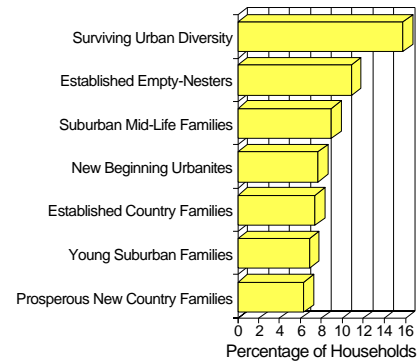
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Population and Households

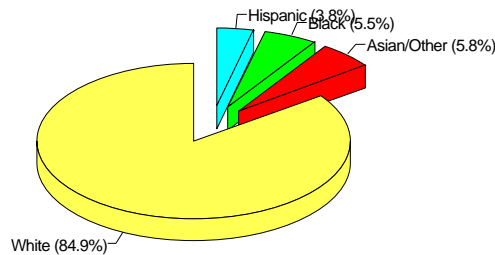


Primary U.S. Lifestyles Segments-2021

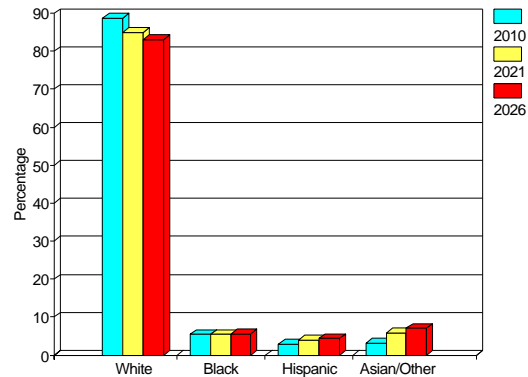


The population in the study area has increased by 3766 persons, or 6.1% since 2010 and is projected to increase by 1503 persons, or 2.3% between 2021 and 2026. The number of households has increased by 1730, or 6.8% since 2010 and is projected to increase by 669, or 2.5% between 2021 and 2026.

Population By Race/Ethnicity-2021

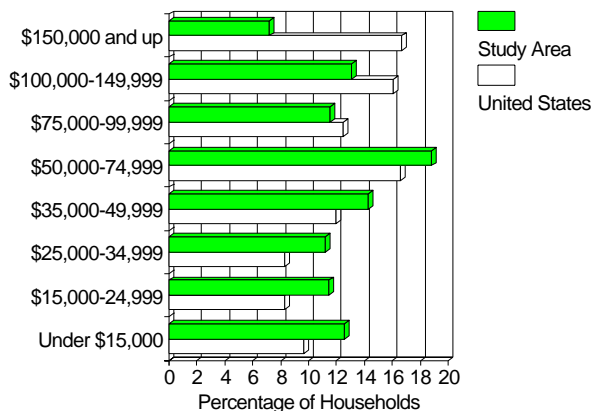


Population By Race/Ethnicity Trend

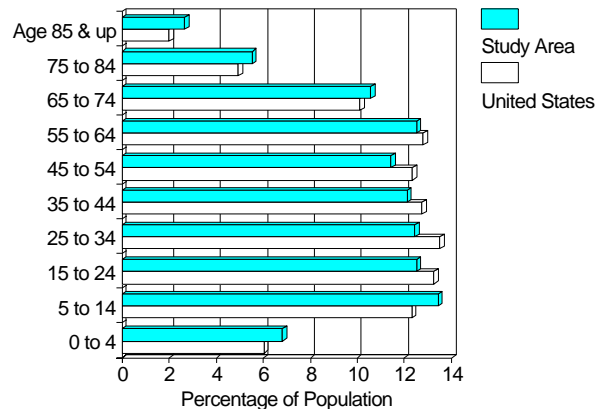


Between 2021 and 2026, the White population is projected to increase by 75 persons and to decrease from 84.9% to 83.1% of the total population. The Black population is projected to increase by 122 persons and to remain stable at 5.5% of the total. The Hispanic/Latino population is projected to increase by 386 persons and to increase from 3.8% to 4.3% of the total. The Asian/Other population is projected to increase by 921 persons and to increase from 5.8% to 7.0% of the total population.

Households By Income-2021



Population by Age-2021



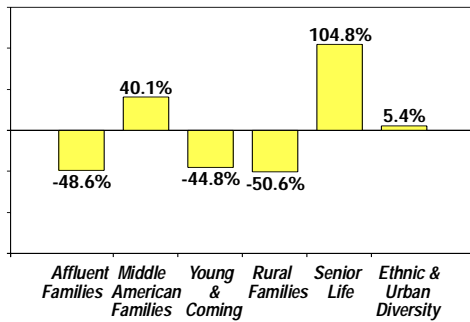
The average household income in the study area is \$68095 a year as compared to the U.S. average of \$96765. The average age in the study area is 39.9 and is projected to increase to 40.2 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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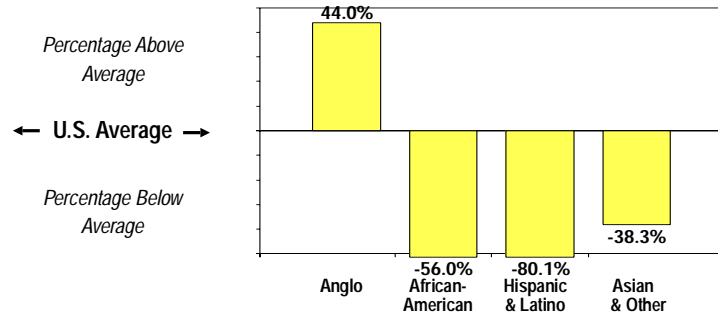
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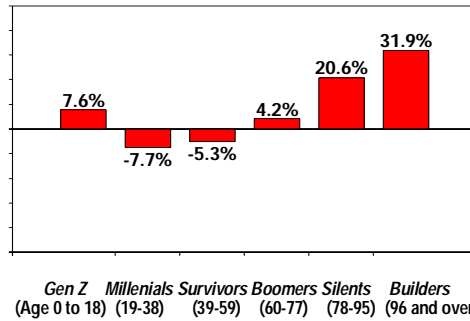
U.S. Lifestyles Group



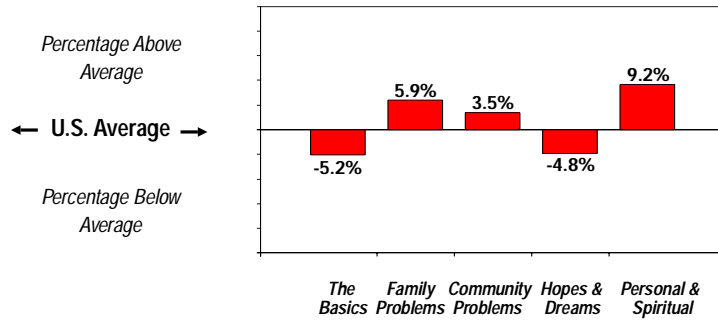
Race/Ethnicity



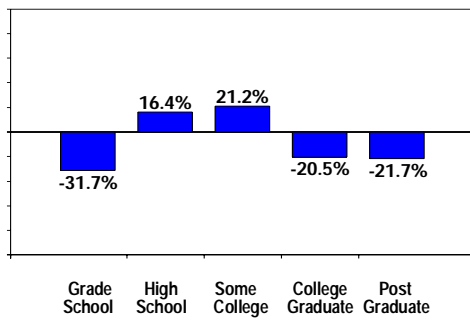
Generations



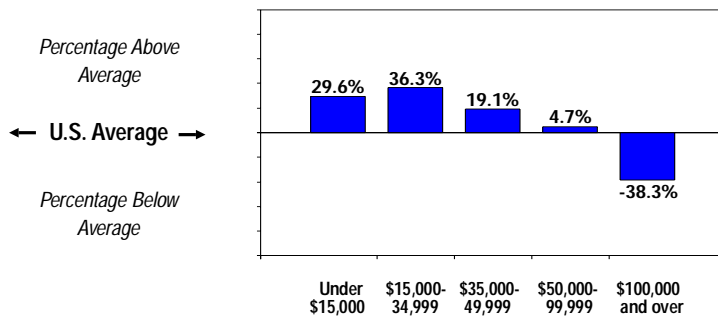
Primary Concern Groups



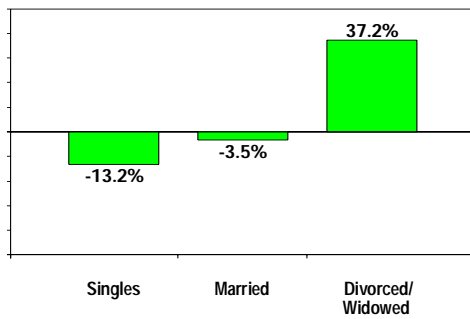
Education Completed by Adults



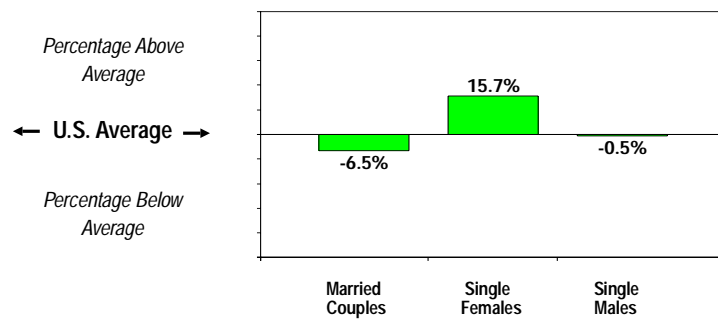
Household Income



Marital Status



Households with Children



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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2021 Update	2026 Projection
▲ Population	57,778	61,690	65,456	66,959
Population Change		3,912	3,766	1,503
Percentage Change		6.8%	6.1%	2.3%
↓ Average Annual Growth Rate		0.7%	0.6%	0.5%
▲ Density (Pop. per square mile)	736	785	833	853
HOUSEHOLDS				
▲ Households	23,759	25,525	27,255	27,924
Household Change		1,766	1,730	669
Percentage Change		7.4%	6.8%	2.5%
↓ Average Annual Growth Rate		0.7%	0.6%	0.5%
↓ Persons Per Household	2.34	2.32	2.31	2.31

POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	54,768	88.8%	55,586	84.9%	55,661	83.1%
▲ African-American (Non-Hisp)	3,289	5.3%	3,573	5.5%	3,695	5.5%
▲ Hispanic/Latino	1,724	2.8%	2,509	3.8%	2,895	4.3%
▲ Asian/Other (Non-Hisp)	1,909	3.1%	3,787	5.8%	4,708	7.0%

POPULATION BY GENDER						
	2010 Census	2021 Update	2026 Projection		2010 Census	2021 Update
	Number	Percent	Number	Percent	Number	Percent
↓ Female	32,184	52.2%	33,787	51.6%	34,476	51.5%
▲ Male	29,506	47.8%	31,669	48.4%	32,483	48.5%

POPULATION BY GENERATION						
	2010 Census	2021 Update	2026 Projection		2010 Census	2021 Update
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	7,457	12.1%	17,075	26.1%	22,456	33.5%
↓ Millennials (Born 1982 to 2001)	15,899	25.8%	16,501	25.2%	15,780	23.6%
↓ Survivors (Born 1961 to 1981)	16,522	26.8%	16,253	24.8%	15,813	23.6%
↓ Boomers (Born 1943 to 1960)	13,596	22.0%	12,078	18.5%	10,699	16.0%
↓ Silents (Born 1925 to 1942)	6,884	11.2%	3,464	5.3%	2,209	3.3%
↓ Builders (Born 1924 and earlier)	1,375	2.2%	87	0.1%	2	0.0%

AGE			
	2010 Census	2021 Update	2026 Projection
▲ Average Age	39.4	39.9	40.2
Median Age	39.1	39.5	39.3

INCOME			
	2010 Census	2021 Update	2026 Projection
▲ Average Household Income	\$52,629	\$68,095	\$72,200
▲ Median Household Income	\$42,856	\$53,191	\$56,098
▲ Per Capita Income	\$21,776	\$28,354	\$30,110

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HOUSEHOLDS BY INCOME

▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	961	3.8%	1,954	7.2%	2,418	8.7%
▲ \$100,000 to \$149,999	1,973	7.7%	3,552	13.0%	3,826	13.7%
▲ \$75,000 to \$99,999	2,562	10.0%	3,148	11.6%	3,330	11.9%
↓ \$50,000 to \$74,999	4,682	18.3%	5,136	18.8%	5,202	18.6%
↓ \$35,000 to \$49,999	4,278	16.8%	3,880	14.2%	3,867	13.8%
↓ \$25,000 to \$34,999	2,749	10.8%	3,054	11.2%	3,020	10.8%
↓ \$15,000 to \$24,999	3,701	14.5%	3,114	11.4%	2,972	10.6%
↓ Under \$15,000	4,619	18.1%	3,417	12.5%	3,288	11.8%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	4,285	6.9%	4,469	6.8%	4,551	6.8%
▲ Required Formal Schooling (5-17)	10,173	16.5%	11,326	17.3%	11,605	17.3%
College Years, Career Starts (18-24)	5,583	9.1%	5,651	8.6%	6,300	9.4%
↓ Singles and Young Families (25-34)	7,924	12.8%	8,146	12.4%	7,586	11.3%
↓ Families, Empty Nesters (35-54)	16,342	26.5%	15,401	23.5%	15,595	23.3%
Enrichment Years Singles/Couples (55-64)	7,588	12.3%	8,191	12.5%	7,563	11.3%
▲ Retirement Opportunities (65+)	9,838	15.9%	12,273	18.8%	13,759	20.5%

POPULATION BY AGE (DETAIL)

↓ Under 5 years	4,285	6.9%	4,469	6.8%	4,551	6.8%
5 to 9 years	3,965	6.4%	4,356	6.7%	4,425	6.6%
10 to 14 years	3,898	6.3%	4,429	6.8%	4,380	6.5%
▲ 15 to 17 years	2,310	3.7%	2,541	3.9%	2,800	4.2%
18 to 20 years	2,424	3.9%	2,559	3.9%	2,830	4.2%
↓ 21 to 24 years	3,159	5.1%	3,092	4.7%	3,470	5.2%
↓ 25 to 29 years	4,144	6.7%	4,171	6.4%	3,724	5.6%
↓ 30 to 34 years	3,780	6.1%	3,975	6.1%	3,862	5.8%
35 to 39 years	3,743	6.1%	3,983	6.1%	3,966	5.9%
▲ 40 to 44 years	3,718	6.0%	3,949	6.0%	4,228	6.3%
45 to 49 years	4,452	7.2%	3,586	5.5%	3,908	5.8%
↓ 50 to 54 years	4,429	7.2%	3,883	5.9%	3,493	5.2%
↓ 55 to 59 years	4,019	6.5%	3,996	6.1%	3,571	5.3%
60 to 64 years	3,569	5.8%	4,195	6.4%	3,992	6.0%
▲ 65 to 69 years	2,632	4.3%	3,636	5.6%	4,247	6.3%
▲ 70 to 74 years	2,271	3.7%	3,283	5.0%	3,952	5.9%
75 to 84 years	3,407	5.5%	3,606	5.5%	3,721	5.6%
▲ 85 or more years	1,528	2.5%	1,748	2.7%	1,839	2.7%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2021)	52,203			
Single (Never Married)	15,279	29.3%	33.7%	87
Married	25,015	47.9%	49.6%	97
▲ Divorced/Widowed	11,909	22.8%	16.6%	137
Marital Status Females 15 and Older (2021)	27,381			
Single (Never Married)	7,283	26.6%	30.7%	87
Married	12,392	45.3%	48.5%	93
▲ Divorced/Widowed	7,706	28.1%	20.9%	135
Marital Status Males 15 and Older (2021)	24,822			
Single (Never Married)	7,996	32.2%	36.9%	87
Married	12,623	50.9%	50.9%	100
▲ Divorced/Widowed	4,203	16.9%	12.2%	139
FAMILY STRUCTURE				
Households By Type (2021)	27,255			
Married Couple	12,537	46.0%	48.7%	94
Other Family - Male Head of Household	1,171	4.3%	4.9%	88
Other Family - Female Head of Household	3,576	13.1%	12.9%	102
Non Family - Male Head of Household	4,296	15.8%	15.8%	100
Non Family - Female Head of Household	5,674	20.8%	17.7%	118
Households With Children 0 to 18 (2021)	8,342			
Married Couple Family	5,107	61.2%	65.5%	93
Other Family - Male Head of Household	700	8.4%	8.4%	100
Other Family - Female Head of Household	2,422	29.0%	25.1%	116
▲ Non Family	113	1.4%	1.0%	140
Population By Household Type (2021)	65,456			
▲ Group Quarters	2,371	3.6%	2.5%	147

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GROUP QUARTERS				
Population In Group Quarters By Type (2021)	2,371			
Correctional Facilities	770	32.5%	29.7%	109
↓ College Dorms	540	22.8%	31.9%	71
↓ Military	0	0.0%	4.3%	0
Nursing Homes	737	31.1%	18.7%	166
Other	325	13.7%	15.3%	90
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	65,456			
▲ White (Non-Hispanic)	55,586	84.9%	59.0%	144
↓ African-American (Non-Hisp)	3,573	5.5%	12.4%	44
↓ Hispanic/Latino	2,510	3.8%	19.2%	20
↓ Native American (Non-Hisp)	76	0.1%	0.7%	16
↓ Asian (Non-Hisp)	1,838	2.8%	5.9%	48
↓ Hawaiian & Pacific Islander (Non-Hisp)	79	0.1%	0.2%	68
Other Races & Multiple Races (Non-Hisp)	1,795	2.7%	2.6%	105
Asian Population By Race (2021)	1,856			
↓ Chinese	250	13.5%	22.8%	59
↓ Japanese	51	2.7%	4.2%	65
▲ Indian	616	33.2%	22.4%	148
Korean	157	8.5%	8.1%	104
↓ Vietnamese	62	3.3%	10.2%	33
▲ Other Asian Races	720	38.8%	32.1%	121
Hispanic/Latino Population By Race (2021)	2,510			
White	1,157	46.1%	53.1%	87
↓ African-American	34	1.4%	2.5%	54
↓ Native American	18	0.7%	1.4%	52
▲ Asian	18	0.7%	0.4%	173
▲ Other Races & Multiple Races	1,283	51.1%	42.6%	120
Hispanic/Latino Population By Origin (2021)	2,510			
Mexican	1,760	70.1%	61.8%	113
↓ Puerto Rican	191	7.6%	9.8%	77
↓ Cuban	43	1.7%	3.6%	47
Other Hispanic Origin	515	20.5%	24.7%	83

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	15,989			
▲ Pre-Primary (Public)	960	6.0%	3.4%	175
Pre-Primary (Private)	421	2.6%	2.6%	100
Elementary/High School (Public)	8,987	56.2%	58.9%	95
▲ Elementary/High School (Private)	1,491	9.3%	6.6%	141
Enrolled in College	4,131	25.8%	28.4%	91
Population By Education Completed (Age 25 and over) (2021)	44,011			
↓ Elementary (Less than 9 years)	1,052	2.4%	5.1%	47
Some High School (9 to 11 years)	2,516	5.7%	6.8%	84
High School Graduate (12 years)	13,803	31.4%	26.9%	116
▲ Some College (13 to 15 years)	10,921	24.8%	20.4%	122
Associate Degree	4,498	10.2%	8.5%	120
↓ Bachelor's Degree	6,939	15.8%	19.8%	80
↓ Graduate Degree	4,283	9.7%	12.4%	78
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	29,765			
TOTAL WHITE COLLAR	17,557	59.0%	61.5%	96
Executive and Managerial	2,651	8.9%	10.1%	88
Professional Specialty	4,567	15.3%	17.0%	90
↓ Technical Support	2,104	7.1%	9.4%	75
Sales	3,272	11.0%	10.3%	107
Administrative Support & Clerical	4,963	16.7%	14.7%	113
TOTAL BLUE COLLAR	12,208	41.0%	38.5%	107
Service: Private Households	715	2.4%	2.8%	85
Service: Protective	563	1.9%	2.1%	89
▲ Service: Other	2,894	9.7%	7.5%	130
↓ Farming, Forestry & Fishing	97	0.3%	0.7%	47
▲ Precision Production and Craft	3,924	13.2%	10.9%	121
↓ Operators and Assemblers	611	2.1%	3.1%	67
Transportation and Material Moving	2,232	7.5%	7.6%	99
Laborers	1,172	3.9%	3.9%	102

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	51,367			
Employed	29,858	58.1%	60.0%	97
↓ Unemployed	1,135	2.2%	3.2%	69
Not in Labor Force	20,374	39.7%	36.8%	108
Total Female Pop. By Work Status (Age 20 to 64) (2013)	17,662			
TOTAL WORKING	11,541	65.3%	66.8%	98
With No Own Children	7,233	41.0%	42.2%	97
With Own Children Age 0 to 5 only	1,125	6.4%	5.5%	117
With Own Children Age 6 to 17 only	2,388	13.5%	14.8%	91
With Own Children Both Age 0 to 5 and 6 to 17	795	4.5%	4.3%	104
↓ TOTAL NOT WORKING (UNEMPLOYED)	849	4.8%	6.2%	77
↓ With No Own Children	436	2.5%	3.8%	66
↓ With Own Children Age 0 to 5 only	64	0.4%	0.7%	55
With Own Children Age 6 to 17 only	263	1.5%	1.3%	118
With Own Children Both Age 0 to 5 and 6 to 17	86	0.5%	0.5%	89
TOTAL NOT IN THE LABOR FORCE	5,271	29.8%	27.0%	111
With No Own Children	3,475	19.7%	17.1%	115
With Own Children Age 0 to 5 only	445	2.5%	2.6%	97
With Own Children Age 6 to 17 only	912	5.2%	4.6%	111
With Own Children Both Age 0 to 5 and 6 to 17	439	2.5%	2.6%	94
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2021)	27,255			
Above Poverty Line (Households with Children)	14,911	57.4%	62.0%	93
Above Poverty Line (Households without Children)	6,730	25.9%	26.8%	97
▲ Below Poverty Line (Households with Children)	2,377	9.2%	6.5%	141
▲ Below Poverty Line (Households without Children)	1,952	7.5%	4.7%	159
Households By Presence of Retirement Income (2013)	25,525			
With Retirement Income	5,052	19.8%	17.6%	113
Without Retirement Income	19,587	76.7%	81.5%	94

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Study Area Definition:
5.0 Mile Radius

Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2021)	27,255			
Owner Occupied	17,691	64.9%	65.2%	100
Renter Occupied	9,564	35.1%	34.8%	101
↓ Median Rent (2013)	\$581		\$904	64
Structures By Number of Units (2021)	29,202			
Single Unit	22,092	75.7%	67.4%	112
▲ 3 to 4 Units	3,060	10.5%	7.9%	133
5 to 19 Units	2,584	8.8%	9.2%	96
↓ 20 to 49 Units	393	1.3%	3.6%	37
↓ 50 or more Units	649	2.2%	5.5%	41
↓ Mobile Home	418	1.4%	6.2%	23
↓ Other	7	0.0%	0.1%	26
▲ Single To Multiple Unit Ratio	3.30		2.57	129
Owner-Occupied Property Values (2021)	17,691			
↓ Under \$40,000	438	2.5%	4.8%	52
\$40,000 to \$59,999	470	2.7%	2.6%	103
▲ \$60,000 to \$79,999	1,027	5.8%	3.6%	162
▲ \$80,000 to \$99,999	2,132	12.1%	4.6%	261
▲ \$100,000 to 149,999	4,269	24.1%	11.4%	212
▲ \$150,000 to \$199,999	4,095	23.1%	12.6%	184
\$200,000 to \$299,999	2,824	16.0%	19.1%	84
↓ \$300,000 to \$499,999	1,757	9.9%	22.0%	45
↓ \$500,000 to \$999,999	608	3.4%	14.5%	24
↓ \$1,000,000 and over	70	0.4%	5.0%	8
↓ Median Property Value	\$163,285		\$254,824	64

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HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	29,202			
2010 and later	2,293	7.9%	9.7%	81
↓ 2000 to 2009	3,187	10.9%	13.9%	78
1990 to 1999	3,288	11.3%	13.3%	85
1980 to 1989	3,083	10.6%	12.7%	83
▲ 1970 to 1979	5,035	17.2%	14.3%	120
▲ 1960 to 1969	4,402	15.1%	10.0%	151
▲ 1950 to 1959	4,437	15.2%	9.7%	157
↓ 1949 or earlier	3,475	11.9%	16.4%	72
Households By Number of Persons (2021)	27,255			
1 Person Household	8,780	32.2%	27.3%	118
2 Person Household	9,254	34.0%	32.4%	105
3 Person Household	4,148	15.2%	16.3%	94
4 Person Household	3,029	11.1%	13.0%	85
↓ 5 Person Household	1,365	5.0%	6.4%	78
↓ 6 Person Household	468	1.7%	2.8%	62
↓ 7 or more Person Household	211	0.8%	1.9%	41
Average Persons Per Household	2.3		2.6	90
Households By Heating Type (2013)	24,639			
▲ Utility and Other Gas	18,795	76.3%	54.0%	141
↓ Electric	5,660	23.0%	36.1%	64
↓ Oil	54	0.2%	6.1%	4
↓ Coal and Wood	74	0.3%	2.2%	13
↓ Solar/Other Fuel	21	0.1%	0.5%	17
↓ No Fuel Used	33	0.1%	0.9%	14

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TRANSPORTATION				
Households By Number of Vehicles (2021)	27,255			
No Vehicles	1,918	7.0%	8.4%	84
1 Vehicle	9,287	34.1%	32.4%	105
2 Vehicle	10,790	39.6%	37.3%	106
3 or more Vehicles	5,260	19.3%	21.9%	88
Workers By Travel Time to Work (2021)	28,518			
▲ Less than 15 minutes	16,353	57.3%	25.3%	226
15 to 29 minutes	8,289	29.1%	36.0%	81
↓ 30 to 44 minutes	1,740	6.1%	20.9%	29
↓ 45 to 59 minutes	1,097	3.8%	8.4%	46
↓ 60 or more minutes	1,039	3.6%	9.3%	39
↓ Average Travel Time to Work (minutes)	18.3		29.4	62
Workers By Type of Transportation to Work (2021)	29,027			
Drive Alone	25,344	87.3%	76.8%	114
Car Pool	2,237	7.7%	9.0%	85
↓ Public Transportation	116	0.4%	4.9%	8
↓ Walk to Work	527	1.8%	2.6%	69
↓ Other Means	185	0.6%	1.3%	49
↓ Work at Home	618	2.1%	5.3%	40

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	12,002	44.0%	31.4%	140
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	5,281	19.4%	18.4%	105
5	Senior Life (7, 20, 21, 22, 30 and 31)	3,854	14.1%	6.9%	205
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,205	8.1%	14.7%	55
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	2,119	7.8%	15.1%	51
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,760	6.5%	13.1%	49

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
40	Surviving Urban Diversity	4,312	15.8%	4.0%	391
23	Established Empty-Nesters	2,965	10.9%	3.4%	321
10	Suburban Mid-Life Families	2,430	8.9%	5.5%	161
39	New Beginning Urbanites	2,089	7.7%	2.8%	277
16	Established Country Families	2,011	7.4%	6.4%	115
11	Young Suburban Families	1,860	6.8%	3.0%	230
6	Prosperous New Country Families	1,737	6.4%	2.1%	299
20	Cautious and Mature	1,648	6.0%	2.6%	229
18	Working Urban Families	1,550	5.7%	4.0%	143
35	Laboring Country Families	1,455	5.3%	2.7%	194
22	Mature and Established	1,208	4.4%	1.8%	247
25	Working Country Consumers	518	1.9%	4.1%	46
30	Urban Senior Life	383	1.4%	0.8%	170
7	Prosperous and Mature	366	1.3%	0.5%	249
46	Struggling Black Households	340	1.2%	2.5%	50
28	Building Country Families	332	1.2%	2.8%	44
17	Large Young Families	307	1.1%	2.2%	52
4	Educated Mid-Life Families	261	1.0%	3.4%	28
43	Laboring Urban Diversity	250	0.9%	0.5%	181
21	Mature and Stable	210	0.8%	0.6%	136

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No.	Individual Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
38	Rural Working Families	158	0.6%	8.8%	7
32	Working Urban Life	86	0.3%	1.7%	19
19	Educated and Promising	83	0.3%	0.1%	388
42	Laboring Rural Diversity	78	0.3%	1.5%	19
14	Secure Mid-Life Families	78	0.3%	0.7%	44
45	Struggling Urban Diversity	73	0.3%	2.5%	11
29	Working Country Families	72	0.3%	1.0%	27
48	Struggling Urban Life	72	0.3%	0.8%	33
44	Laboring Urban Life	48	0.2%	0.1%	235
27	Country Family Diversity	42	0.2%	0.3%	45
31	Mature Country Families	39	0.1%	0.5%	27
49	Exception Households	35	0.1%	0.2%	51
3	Mid-Life Prosperity	33	0.1%	1.5%	8
26	Working Suburban Families	31	0.1%	0.1%	95
9	Educated Working Families	29	0.1%	0.1%	127
41	Struggling Hispanic Households	17	0.1%	1.6%	4
15	Reliable Young Starters	15	0.1%	4.3%	1
8	Rising Potential Professionals	15	0.1%	2.3%	2
5	Prosperous Diversity	10	0.0%	3.1%	1
24	Metro Multi-Ethnic Diversity	5	0.0%	2.7%	1
12	Educated New Starters	2	0.0%	2.9%	0
33	Laboring Rural Families	2	0.0%	0.1%	5
47	University Life	1	0.0%	0.8%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
TOTALS		27,256	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2021 Households Likely to Be:

▲ Strongly Involved with Their Faith	42.7%	35.4%	121
Somewhat Involved with Their Faith	29.7%	29.9%	99
↓ Not Involved with Their Faith	26.3%	34.7%	76

Estimated 2021 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	24.9%	22.1%	112
Decreased Their Involvement with Their Faith in the Last 10 Years	22.5%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	184
▲ Baptist	40.0%	16.1%	249
↓ Catholic	11.8%	23.7%	50
↓ Congregational	1.7%	2.0%	85
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.4%	2.9%	82
▲ Holiness	1.9%	0.8%	231
↓ Jehovah's Witnesses	0.9%	1.1%	85
↓ Judaism	0.6%	3.2%	18
↓ Lutheran	1.4%	7.2%	20
▲ Methodist	11.8%	10.1%	117
↓ Mormon	0.4%	1.8%	23
↓ New Age	0.1%	0.6%	21
Non-Denominational / Independent	7.3%	6.9%	106
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	2.9%	2.4%	119
Presbyterian / Reformed	4.7%	4.6%	102
↓ Unitarian / Universalist	0.2%	0.7%	33
Interested but No Preference	4.2%	3.9%	108
↓ Not Interested and No Preference	5.6%	11.1%	51
Likely to Have Changed Their Preference in the Last 10 Years	16.1%	16.8%	96

LEADERSHIP PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer A Leader Who:

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	12.3%	11.7%	105
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	79.5%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.3%	43.5%	93
Finding/Providing Health Insurance	31.6%	29.0%	109
Day-to-Day Financial Worries	29.5%	31.6%	93
↓ Finding Employment Opportunities	12.2%	14.4%	85
↓ Finding Affordable Housing	8.6%	11.3%	76
Providing Adequate Food	8.9%	8.6%	104
Finding Child Care	6.0%	6.3%	96
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	18.3%	16.7%	109
Dealing With Teen / Child Problems	22.1%	20.7%	106
Finding/Providing Aging Parent Care	15.2%	15.5%	98
Dealing With Abusive Relationships	11.9%	11.4%	104
▲ Dealing With Divorce	5.5%	4.5%	122
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.1%	27.0%	104
Finding/Providing Good Schools	24.0%	23.5%	102
▲ Dealing with Problems in Schools	16.3%	13.6%	120
Dealing With Racial / Ethnic Prejudice	12.6%	13.1%	96
▲ Dealing With Neighborhood Gangs	10.6%	8.5%	124
↓ Dealing with Social Injustice	8.7%	11.3%	77
HOPES AND DREAMS:			
Achieving Long-term Financial Security	46.3%	50.6%	91
↓ Finding Time for Recreation / Leisure	20.8%	25.3%	82
Finding Better Quality Healthcare	25.4%	23.9%	106
Finding A Satisfying Job / Career	18.2%	19.3%	94
Finding Retirement Opportunities	18.3%	18.9%	97
Achieving A Fulfilling Marriage	24.5%	22.3%	110
Developing Parenting Skills	14.3%	14.7%	97
↓ Achieving Educational Objectives	6.0%	7.5%	80
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.1%	29.8%	91
Finding Companionship	15.6%	17.3%	91
▲ Finding A Good Church	22.8%	15.2%	150
▲ Finding Spiritual Teaching	18.0%	12.9%	139
Finding Life Direction	13.8%	14.0%	99

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KEY VALUES INDICATOR

Estimated 2021 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	85.9%	84.5%	102
“God is actively involved in the world including nations and their governments”	65.2%	63.8%	102

SOCIETY:

“It is important to preserve the traditional American family structure”	92.4%	91.5%	101
“A healthy environment has become a national crisis”	82.8%	82.8%	100
“Public education is essential to the future of American society”	93.8%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	50.1%	50.1%	100
“The role of Churches / Synagogues is to help form and support moral values”	81.6%	81.1%	101
“Churches and religious organizations should provide more human services”	61.8%	62.6%	99

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	35.0%	36.3%	96
“The changing racial / ethnic face of America is a threat to our national heritage”	37.6%	36.3%	104

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2021 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.0%	59.8%	99
More than \$500 per year	30.7%	31.2%	98
More than \$1,000 per year	16.5%	17.4%	95

TO CHARITIES:

More than \$100 per year	31.2%	33.7%	93
↓ More than \$500 per year	5.3%	6.8%	78
↓ More than \$1,000 per year	1.5%	2.3%	65

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	13.0%	16.1%	81
↓ More than \$500 per year	3.3%	4.3%	77
↓ More than \$1,000 per year	1.6%	2.2%	73

Ministry Area Profile 2021
Compass
REPORT

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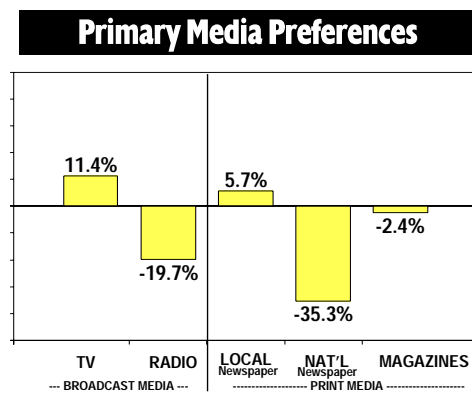
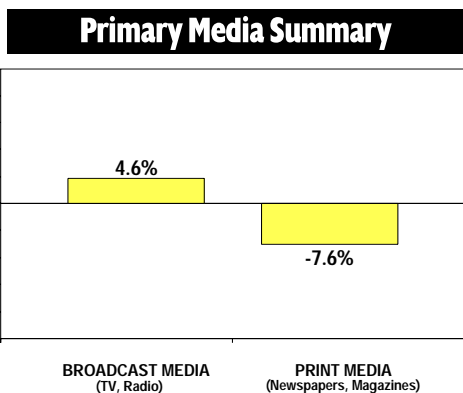
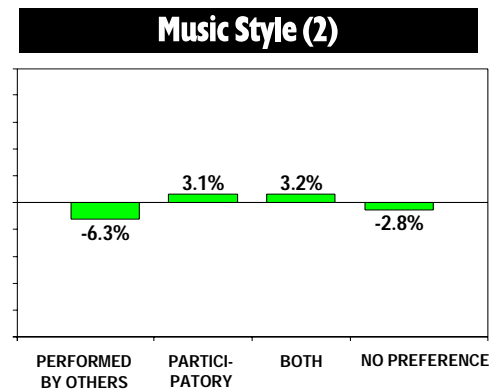
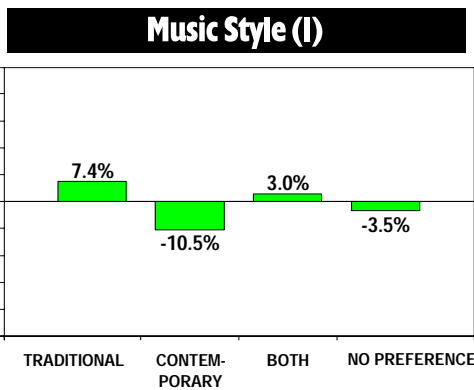
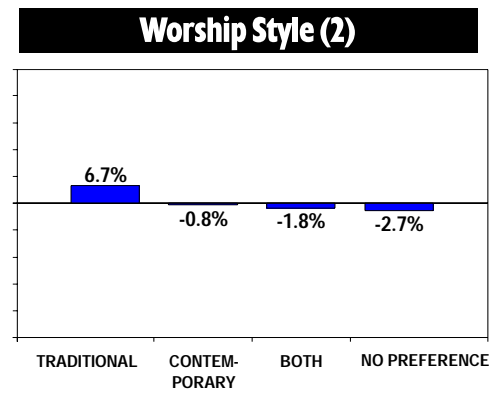
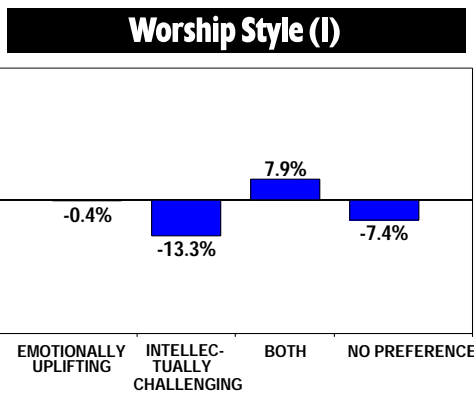
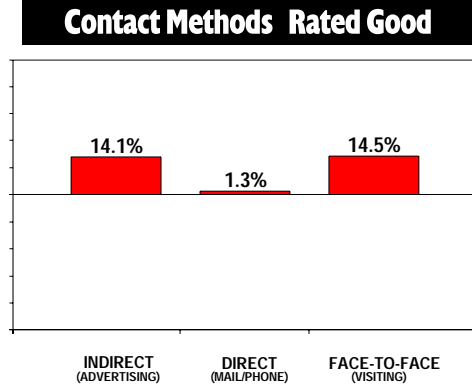
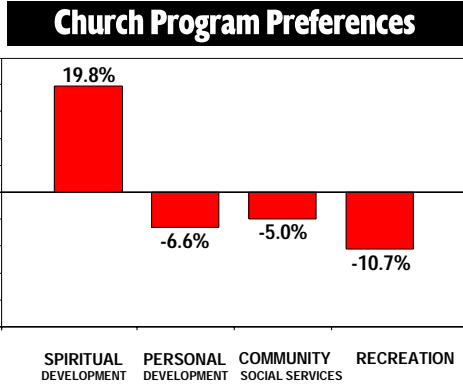
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Ministry Area Profile 2021

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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2021 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	55.1%	41.1%	134
Adult Theological Discussion Groups	23.7%	22.5%	105
Spiritual Retreats	11.4%	11.6%	98

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.0%	15.2%	92
Parent Training Programs	8.2%	7.8%	105
↓ Twelve Step Programs	2.3%	3.5%	67
Divorce Recovery	2.4%	2.4%	99

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	22.4%	22.5%	100
Care for the Terminally Ill	15.1%	15.7%	97
Food and Clothing Resources	10.3%	11.1%	93
↓ Day Care Services	5.1%	6.1%	84
↓ Church Sponsored Day-School	5.1%	5.7%	89

RECREATION:

Youth Social Programs	28.9%	29.7%	97
Family Activities and Outings	30.8%	32.8%	94
Active Retirement Programs	24.3%	26.8%	91
↓ Cultural Programs (Music, Drama, Art)	13.2%	18.9%	70
↓ Sports or Camping	5.1%	6.3%	80

SUMMARY

▲ Spiritual Development Index	120
Personal Development Index	93
Community/Social Services Index	95
↓ Recreation Index	89



Ministry Area Profile 2021

Compass

REPORT

Style

Coordinates: 37:42.84 87:04.52
Date: 7/30/2021

Prepared For:
231 Corridor/Madisonville Potential
5061 New Hartford Rd
owensboro, ky 42303

Study Area Definition:
5.0 Mile Radius

Description	Study Area	U.S. Average	U.S. Comparative Index
▲ Indicates the study area percentage is more than 1.1 times the U.S. average			
↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

WORSHIP STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.2%	26.4%	100
↓ B. Intellectually Challenging	9.6%	11.1%	87
C. Both A and B	42.2%	39.2%	108
D. No Preference or Not Interested	21.6%	23.4%	93

PART 2:

A. Traditional/Formal/Ceremonial	21.6%	20.2%	107
B. Contemporary/Informal	26.1%	26.3%	99
C. Both A and B	26.0%	26.5%	98
D. No Preference or Not Interested	26.2%	26.9%	97

MUSIC STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.2%	24.4%	107
↓ B. Contemporary	17.6%	19.7%	89
C. Both A and B	32.0%	31.1%	103
D. No Preference or Not Interested	23.9%	24.8%	96

PART 2:

A. Performed by Others	17.5%	18.7%	94
B. Participatory	23.6%	22.9%	103
C. Both A and B	33.2%	32.2%	103
D. No Preference or Not Interested	25.5%	26.2%	97



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MISSION EMPHASIS INDICATOR

Estimated 2021 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

↓ A. Community	19.2%	22.0%	87
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	39.8%	37.4%	106
D. No Preference or Not Interested	25.7%	26.3%	98

PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	32.2%	33.3%	97
C. Both A and B	32.7%	30.1%	109
D. No Preference or Not Interested	28.8%	30.4%	95

CHURCH ARCHITECTURE INDICATOR

Estimated 2021 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.9%	26.6%	109
↓ B. Contemporary	12.7%	15.9%	79
C. Both A and B	34.4%	32.3%	106
D. No Preference or Not Interested	23.6%	25.1%	94

PART 2:

▲ A. Somber/Serious	10.9%	9.4%	116
↓ B. Light and Airy	30.5%	34.7%	88
▲ C. Both A and B	31.5%	27.7%	113
D. No Preference or Not Interested	26.6%	28.2%	94



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PRIMARY MEDIA PREFERENCE

Estimated 2021 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:			
▲ Television	52.7%	47.3%	111
↓ Radio	10.7%	13.3%	80
PRINT MEDIA:			
Local Newspaper	34.8%	36.1%	96
↓ National Newspaper	2.8%	4.3%	65
↓ Magazines	2.1%	2.4%	86

SECONDARY MEDIA PREFERENCE

Estimated 2021 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:			
Television	31.9%	31.9%	100
Radio	24.6%	23.8%	104
PRINT MEDIA:			
Local Newspaper	34.6%	32.7%	106
↓ National Newspaper	4.3%	5.8%	75
Magazines	6.9%	7.0%	98

SUMMARY

Overall Broadcast Media Index (100 = Average)	103
Overall Print Media Index	97



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2021 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

▲ Local Radio Announcements or Advertisements	40.4%	36.2%	111
▲ Putting Ad in Local Newspaper	37.8%	33.8%	112
▲ Local Cable Channels	36.5%	30.4%	120

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	53.6%	53.7%	100
Calling and Offering to Send Information By Mail	30.6%	29.5%	104
Calling and Discussing on the Phone	12.3%	12.0%	102

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	24.0%	20.1%	119
Going Door to Door	15.0%	14.0%	108

CHURCH CONTACT METHODS RATED POOR

Estimated 2021 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

↓ Local Radio Announcements or Advertisements	15.4%	19.6%	79
↓ Putting Ad in Local Newspaper	17.6%	21.5%	81
↓ Local Cable Channels	22.9%	30.7%	74

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.0%	13.3%	83
Calling and Offering to Send Information By Mail	30.7%	34.0%	90
Calling and Discussing on the Phone	59.2%	60.6%	98

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	44.8%	49.6%	90
Going Door to Door	58.3%	64.0%	91

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	114
Direct Methods Index	101
▲ Face-to-Face Methods Index	115

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	78
Direct Methods Index	93
Face-to-Face Methods Index	91