

ministry area profile 2022

Ft Campbell
2606 Indiana Ave
Fort Campbell, TN 42223

Study Area Definition:
7.0 Mile Radius



ID# 296269:296269

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How many people live in the defined study area?

Currently, there are 76,317 persons residing in the defined study area. This represents an increase of 28,029 or 58.0% since 2000. During the same period of time, the U.S. as a whole grew by 18.8%. (see page 4)



Is the population in this area projected to grow?

Yes, between 2022 and 2027, the population is projected to increase by 5.9% or 4,470 additional persons. During the same period, the U.S. population is projected to grow by 3.2%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *somewhat high* with 26 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Large Young Families* representing 31.3% of all households. (see pages 13 and 14)



How do racial or ethnic groups contribute to diversity in this area?

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 52.2% of the population and all other racial/ethnic groups make up 47.8% which is somewhat above the national average of 41%. The largest of these groups, *African-Americans*, accounts for 22.5% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 15.5% between 2022 and 2027. (see pages 4 and 7)



What are the major generational groups represented?

The largest age group in terms of numbers is *Generation Z* (age 0 to 20) comprised of 29,893 persons or 39.2% of the total population in the area. Compared to a national average of 26.1%, *Generation Z* are also the most over-represented group in the area. (see page 4)



Overall, how traditional are the family structures?

The area can be described as *mixed* due to the about average presence of married persons and two-parent families. (see page 6)



How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 94.1% of the population aged 25 and over have graduated from high school as compared to the national average of 88.5%, college graduates account for 24.3% of those over 25 in the area versus 32.9% in the U.S. (see page 8)



Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Neighborhood Gangs, Finding A Good Church, Finding Spiritual Teaching, Problems in Schools, Divorce and Teen/Child Problems*. (see page 16)



What is the likely faith receptivity?

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *somewhat high* when compared to national averages. (see page 15)



What is the likely giving potential in the area?

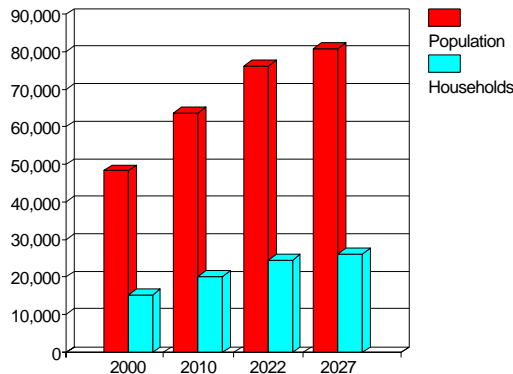
Based upon the average household income of \$65,013 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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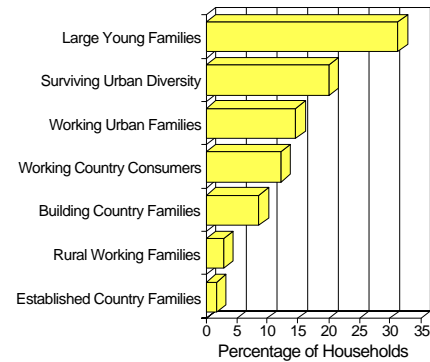
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Population and Households

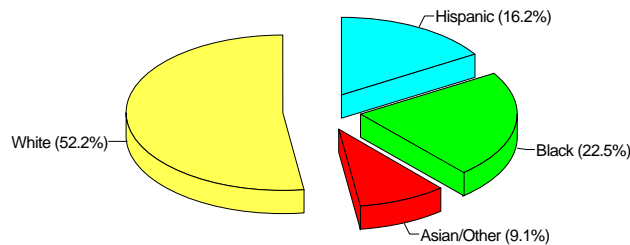


Primary U.S. Lifestyles Segments-2022

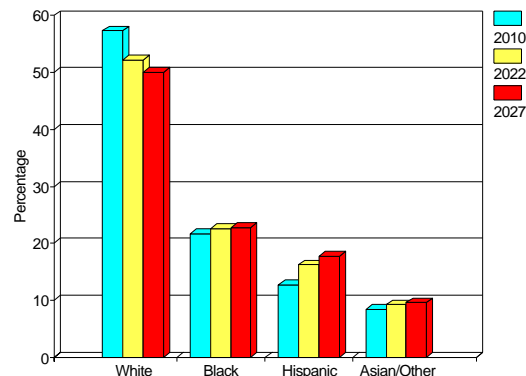


The population in the study area has increased by 12647 persons, or 19.9% since 2010 and is projected to increase by 4470 persons, or 5.9% between 2022 and 2027. The number of households has increased by 4381, or 21.8% since 2010 and is projected to increase by 1607, or 6.6% between 2022 and 2027.

Population By Race/Ethnicity-2022

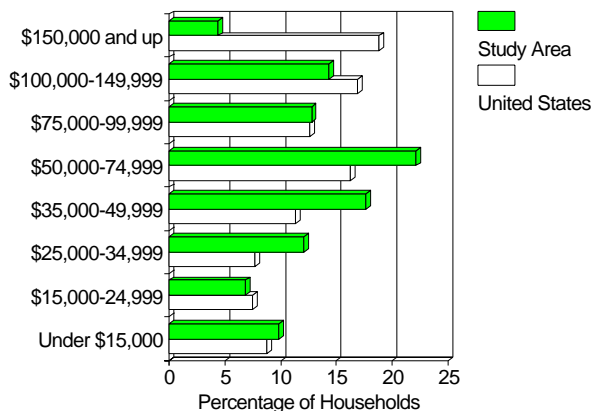


Population By Race/Ethnicity Trend

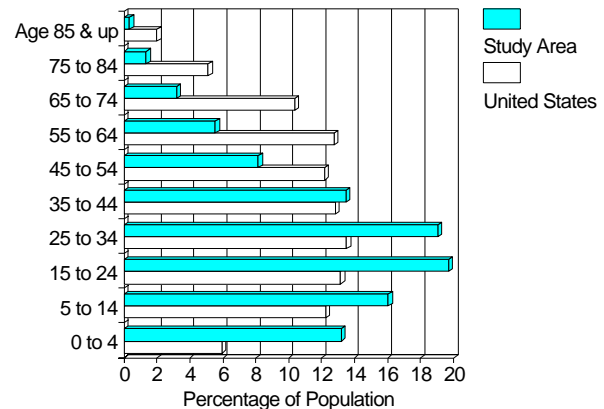


Between 2022 and 2027, the White population is projected to increase by 594 persons and to decrease from 52.2% to 50.0% of the total population. The Black population is projected to increase by 1226 persons and to increase from 22.5% to 22.8% of the total. The Hispanic/Latino population is projected to increase by 1920 persons and to increase from 16.2% to 17.7% of the total. The Asian/Other population is projected to increase by 729 persons and to increase from 9.1% to 9.5% of the total population.

Households By Income-2022



Population by Age-2022

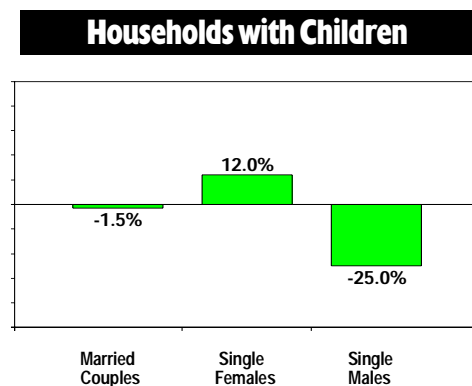
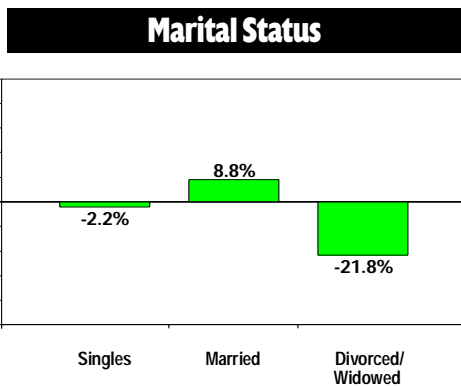
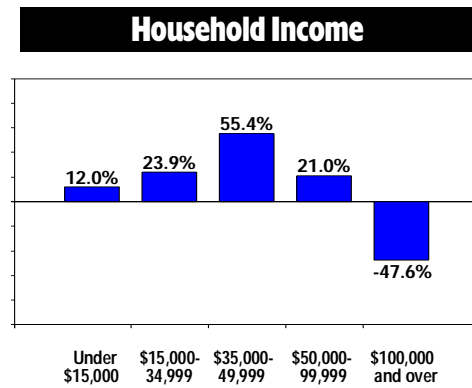
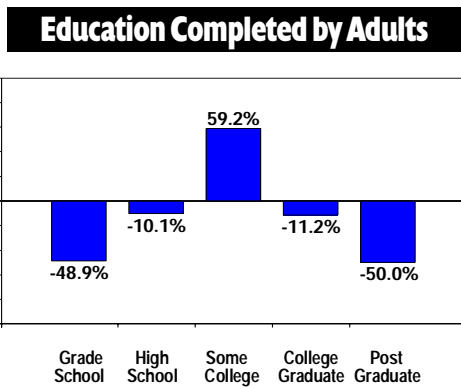
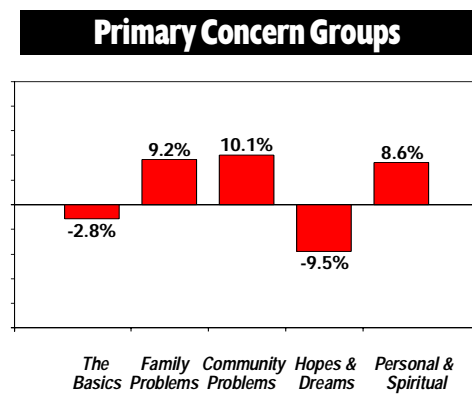
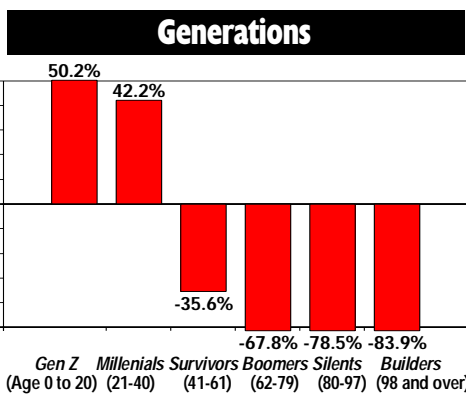
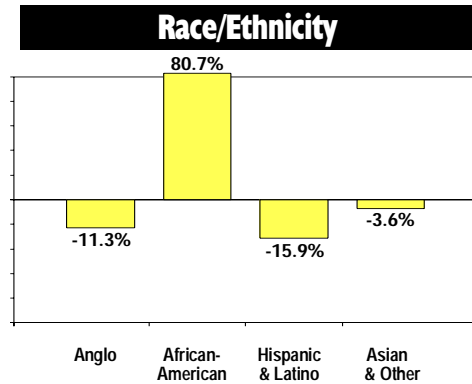
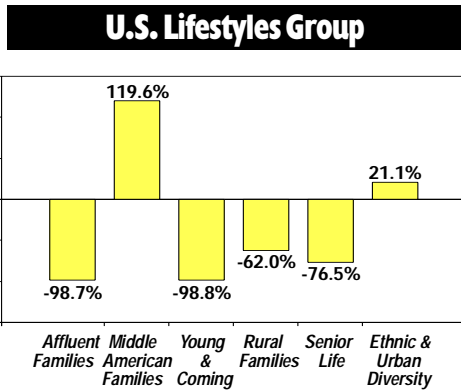


The average household income in the study area is \$65013 a year as compared to the U.S. average of \$103625. The average age in the study area is 27.9 and is projected to increase to 28.9 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

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POPULATION				
	2000 Census	2010 Census	2022 Update	2027 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	48,288	63,670	76,317	80,787
Population Change		15,382	12,647	4,470
Percentage Change		31.9%	19.9%	5.9%
↓ Average Annual Growth Rate		3.2%	1.7%	1.2%
▲ Density (Pop. per square mile)	314	414	496	525
HOUSEHOLDS				
▲ Households	15,216	20,140	24,521	26,128
Household Change		4,924	4,381	1,607
Percentage Change		32.4%	21.8%	6.6%
↓ Average Annual Growth Rate		3.2%	1.8%	1.3%
↓ Persons Per Household	2.87	2.86	2.82	2.80

POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	36,489	57.3%	39,808	52.2%	40,402	50.0%
▲ African-American (Non-Hisp)	13,753	21.6%	17,173	22.5%	18,399	22.8%
▲ Hispanic/Latino	8,114	12.7%	12,366	16.2%	14,286	17.7%
▲ Asian/Other (Non-Hisp)	5,315	8.3%	6,970	9.1%	7,699	9.5%

POPULATION BY GENDER						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
↓ Female	30,364	35,446	37,484		47.7%	46.4%
▲ Male	33,306	40,871	43,303		52.3%	53.6%

POPULATION BY GENERATION						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
▲ Generation Z (Born 2002 and later)	12,844	29,896	40,203		20.2%	39.2%
↓ Millennials (Born 1982 to 2001)	27,092	28,673	25,261		42.6%	37.6%
↓ Survivors (Born 1961 to 1981)	16,640	12,825	11,337		26.1%	16.8%
↓ Boomers (Born 1943 to 1960)	5,412	4,254	3,658		8.5%	5.6%
↓ Silents (Born 1925 to 1942)	1,687	657	324		2.6%	0.9%
↓ Builders (Born 1924 and earlier)	94	10	3		0.1%	0.0%

AGE			
	2010 Census	2022 Update	2027 Projection
▲ Average Age	26.3	27.9	28.9
▲ Median Age	24.8	26.2	27.0

INCOME			
	2010 Census	2022 Update	2027 Projection
▲ Average Household Income	\$45,285	\$65,013	\$72,275
▲ Median Household Income	\$42,526	\$55,774	\$61,213
▲ Per Capita Income	\$14,325	\$20,889	\$23,375

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HOUSEHOLDS BY INCOME

	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend						
▲ \$150,000 or more	280	1.4%	1,081	4.4%	1,812	6.9%
▲ \$100,000 to \$149,999	1,011	5.0%	3,510	14.3%	4,245	16.2%
▲ \$75,000 to \$99,999	2,081	10.3%	3,135	12.8%	3,531	13.5%
↓ \$50,000 to \$74,999	4,275	21.2%	5,410	22.1%	5,681	21.7%
↓ \$35,000 to \$49,999	3,963	19.7%	4,327	17.6%	4,332	16.6%
↓ \$25,000 to \$34,999	3,699	18.4%	2,970	12.1%	2,562	9.8%
↓ \$15,000 to \$24,999	2,269	11.3%	1,667	6.8%	1,616	6.2%
↓ Under \$15,000	2,562	12.7%	2,421	9.9%	2,350	9.0%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	8,086	12.7%	10,050	13.2%	9,931	12.3%
▲ Required Formal Schooling (5-17)	12,634	19.8%	15,259	20.0%	16,996	21.0%
↓ College Years, Career Starts (18-24)	12,251	19.2%	11,985	15.7%	11,839	14.7%
↓ Singles and Young Families (25-34)	14,207	22.3%	14,546	19.1%	14,060	17.4%
▲ Families, Empty Nesters (35-54)	11,556	18.1%	16,519	21.6%	18,603	23.0%
▲ Enrichment Years Singles/Couples (55-64)	2,738	4.3%	4,233	5.5%	4,692	5.8%
▲ Retirement Opportunities (65+)	2,298	3.6%	3,724	4.9%	4,665	5.8%

POPULATION BY AGE (DETAIL)

Under 5 years	8,086	12.7%	10,050	13.2%	9,931	12.3%
5 to 9 years	5,948	9.3%	6,567	8.6%	7,394	9.2%
▲ 10 to 14 years	4,479	7.0%	5,651	7.4%	6,088	7.5%
▲ 15 to 17 years	2,207	3.5%	3,041	4.0%	3,514	4.3%
↓ 18 to 20 years	4,078	6.4%	4,587	6.0%	4,838	6.0%
21 to 24 years	8,173	12.8%	7,398	9.7%	7,001	8.7%
25 to 29 years	8,707	13.7%	5,774	7.6%	7,187	8.9%
30 to 34 years	5,500	8.6%	8,772	11.5%	6,873	8.5%
35 to 39 years	3,881	6.1%	5,840	7.7%	4,263	5.3%
▲ 40 to 44 years	2,962	4.7%	4,447	5.8%	6,473	8.0%
▲ 45 to 49 years	2,556	4.0%	3,439	4.5%	4,756	5.9%
▲ 50 to 54 years	2,157	3.4%	2,793	3.7%	3,111	3.9%
▲ 55 to 59 years	1,559	2.4%	2,237	2.9%	2,526	3.1%
▲ 60 to 64 years	1,179	1.9%	1,996	2.6%	2,166	2.7%
▲ 65 to 69 years	862	1.4%	1,423	1.9%	1,701	2.1%
▲ 70 to 74 years	671	1.1%	1,018	1.3%	1,318	1.6%
▲ 75 to 84 years	661	1.0%	1,026	1.3%	1,319	1.6%
▲ 85 or more years	104	0.2%	257	0.3%	327	0.4%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2022)	54,049			
Single (Never Married)	17,884	33.1%	33.8%	98
Married	29,134	53.9%	49.5%	109
↓ Divorced/Widowed	7,030	13.0%	16.6%	78
Marital Status Females 15 and Older (2022)	24,689			
Single (Never Married)	6,551	26.5%	30.8%	86
Married	13,905	56.3%	48.4%	116
Divorced/Widowed	4,233	17.1%	20.8%	82
Marital Status Males 15 and Older (2022)	29,360			
Single (Never Married)	11,333	38.6%	37.0%	104
Married	15,230	51.9%	50.7%	102
↓ Divorced/Widowed	2,797	9.5%	12.2%	78
FAMILY STRUCTURE				
Households By Type (2022)	24,521			
Married Couple	13,197	53.8%	48.8%	110
Other Family - Male Head of Household	1,116	4.6%	4.9%	93
▲ Other Family - Female Head of Household	4,254	17.3%	12.9%	135
Non Family - Male Head of Household	3,317	13.5%	15.8%	86
↓ Non Family - Female Head of Household	2,636	10.7%	17.7%	61
Households With Children 0 to 18 (2022)	12,657			
Married Couple Family	8,172	64.6%	65.6%	98
↓ Other Family - Male Head of Household	799	6.3%	8.4%	75
Other Family - Female Head of Household	3,552	28.1%	25.1%	112
Non Family	134	1.1%	1.0%	110
Population By Household Type (2022)	76,317			
▲ Group Quarters	6,016	7.9%	2.4%	325

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GROUP QUARTERS				
Population In Group Quarters By Type (2022)	6,016			
↓ Correctional Facilities	0	0.0%	29.5%	0
↓ College Dorms	0	0.0%	32.0%	0
▲ Military	6,016	100.0%	4.5%	2,239
Nursing Homes	0	0.0%	18.7%	0
↓ Other	0	0.0%	15.3%	0
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	76,317			
White (Non-Hispanic)	39,808	52.2%	58.8%	89
▲ African-American (Non-Hisp)	17,173	22.5%	12.5%	181
Hispanic/Latino	12,365	16.2%	19.3%	84
Native American (Non-Hisp)	516	0.7%	0.7%	93
↓ Asian (Non-Hisp)	1,664	2.2%	5.9%	37
▲ Hawaiian & Pacific Islander (Non-Hisp)	505	0.7%	0.2%	366
▲ Other Races & Multiple Races (Non-Hisp)	4,285	5.6%	2.7%	212
Asian Population By Race (2022)	1,763			
↓ Chinese	121	6.9%	22.7%	30
↓ Japanese	10	0.6%	4.0%	14
Indian	331	18.8%	22.9%	82
▲ Korean	291	16.5%	7.9%	208
↓ Vietnamese	37	2.1%	10.1%	21
▲ Other Asian Races	973	55.2%	32.4%	170
Hispanic/Latino Population By Race (2022)	12,365			
White	6,404	51.8%	53.1%	98
▲ African-American	1,036	8.4%	2.5%	330
▲ Native American	255	2.1%	1.4%	150
▲ Asian	99	0.8%	0.4%	193
Other Races & Multiple Races	4,571	37.0%	42.6%	87
Hispanic/Latino Population By Origin (2022)	12,365			
↓ Mexican	5,466	44.2%	61.6%	72
▲ Puerto Rican	3,960	32.0%	10.0%	321
↓ Cuban	255	2.1%	3.6%	57
Other Hispanic Origin	2,686	21.7%	24.9%	87

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	20,324			
▲ Pre-Primary (Public)	1,168	5.7%	3.4%	167
↓ Pre-Primary (Private)	245	1.2%	2.6%	46
Elementary/High School (Public)	12,466	61.3%	58.9%	104
↓ Elementary/High School (Private)	733	3.6%	6.6%	54
Enrolled in College	5,712	28.1%	28.4%	99
Population By Education Completed (Age 25 and over) (2022)	39,022			
↓ Elementary (Less than 9 years)	801	2.1%	4.9%	42
↓ Some High School (9 to 11 years)	1,500	3.8%	6.6%	58
High School Graduate (12 years)	9,443	24.2%	26.9%	90
▲ Some College (13 to 15 years)	12,105	31.0%	20.1%	154
▲ Associate Degree	5,704	14.6%	8.6%	170
Bachelor's Degree	6,992	17.9%	20.2%	89
↓ Graduate Degree	2,476	6.3%	12.7%	50
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	23,184			
↓ TOTAL WHITE COLLAR	11,366	49.0%	61.7%	79
↓ Executive and Managerial	1,436	6.2%	10.5%	59
↓ Professional Specialty	2,890	12.5%	17.3%	72
↓ Technical Support	1,264	5.5%	9.6%	57
Sales	2,019	8.7%	10.0%	87
Administrative Support & Clerical	3,757	16.2%	14.3%	113
▲ TOTAL BLUE COLLAR	11,819	51.0%	38.3%	133
▲ Service: Private Households	987	4.3%	2.8%	153
▲ Service: Protective	1,058	4.6%	2.2%	212
▲ Service: Other	2,415	10.4%	7.5%	139
↓ Farming, Forestry & Fishing	86	0.4%	0.7%	57
▲ Precision Production and Craft	3,522	15.2%	10.8%	141
▲ Operators and Assemblers	1,096	4.7%	3.1%	154
Transportation and Material Moving	1,863	8.0%	7.6%	106
Laborers	792	3.4%	3.8%	91

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	53,058			
Employed	35,954	67.8%	60.5%	112
▲ Unemployed	2,412	4.5%	3.0%	153
↓ Not in Labor Force	14,693	27.7%	36.5%	76
Total Female Pop. By Work Status (Age 20 to 64) (2013)	18,431			
↓ TOTAL WORKING	9,508	51.6%	66.8%	77
↓ With No Own Children	5,017	27.2%	42.2%	64
With Own Children Age 0 to 5 only	1,169	6.3%	5.5%	116
With Own Children Age 6 to 17 only	2,269	12.3%	14.8%	83
▲ With Own Children Both Age 0 to 5 and 6 to 17	1,053	5.7%	4.3%	132
TOTAL NOT WORKING (UNEMPLOYED)	1,368	7.4%	6.2%	119
↓ With No Own Children	528	2.9%	3.8%	76
▲ With Own Children Age 0 to 5 only	428	2.3%	0.7%	353
↓ With Own Children Age 6 to 17 only	184	1.0%	1.3%	79
▲ With Own Children Both Age 0 to 5 and 6 to 17	228	1.2%	0.5%	226
▲ TOTAL NOT IN THE LABOR FORCE	7,555	41.0%	27.0%	152
↓ With No Own Children	2,472	13.4%	17.1%	78
▲ With Own Children Age 0 to 5 only	2,143	11.6%	2.6%	447
▲ With Own Children Age 6 to 17 only	1,274	6.9%	4.6%	149
▲ With Own Children Both Age 0 to 5 and 6 to 17	1,666	9.0%	2.6%	341
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	24,521			
Above Poverty Line (Households with Children)	16,266	53.4%	62.3%	86
▲ Above Poverty Line (Households without Children)	9,874	32.4%	27.0%	120
▲ Below Poverty Line (Households with Children)	2,301	7.6%	6.2%	122
▲ Below Poverty Line (Households without Children)	2,026	6.6%	4.6%	146
Households By Presence of Retirement Income (2013)	20,140			
With Retirement Income	2,887	14.3%	17.6%	82
Without Retirement Income	17,454	86.7%	81.5%	106

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Fort Campbell, TN 42223

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Description	Study Area		U.S. Average	U.S. Comparative Index
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HOUSING				
Occupied Units By Type (2022)	24,521			
↓ Owner Occupied	11,284	46.0%	65.2%	71
▲ Renter Occupied	13,237	54.0%	34.8%	155
Median Rent (2013)	\$897		\$904	99
Structures By Number of Units (2022)	27,233			
Single Unit	17,541	64.4%	67.4%	96
▲ 3 to 4 Units	4,273	15.7%	7.9%	200
▲ 5 to 19 Units	3,012	11.1%	9.2%	120
↓ 20 to 49 Units	367	1.3%	3.7%	37
↓ 50 or more Units	208	0.8%	5.6%	14
Mobile Home	1,806	6.6%	6.2%	108
Other	27	0.1%	0.1%	105
Single To Multiple Unit Ratio	2.23		2.56	87
Owner-Occupied Property Values (2022)	11,284			
↓ Under \$40,000	304	2.7%	4.2%	64
↓ \$40,000 to \$59,999	72	0.6%	2.1%	30
↓ \$60,000 to \$79,999	238	2.1%	2.9%	74
▲ \$80,000 to \$99,999	535	4.7%	3.6%	130
▲ \$100,000 to 149,999	3,011	26.7%	9.9%	269
▲ \$150,000 to \$199,999	3,088	27.4%	10.6%	258
▲ \$200,000 to \$299,999	2,957	26.2%	19.1%	137
↓ \$300,000 to \$499,999	684	6.1%	24.2%	25
↓ \$500,000 to \$999,999	148	1.3%	17.2%	8
↓ \$1,000,000 and over	247	2.2%	6.1%	36
↓ Median Property Value	\$178,777		\$287,035	62

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HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	27,233			
▲ 2010 and later	5,655	20.8%	11.0%	188
▲ 2000 to 2009	5,299	19.5%	13.5%	144
▲ 1990 to 1999	5,726	21.0%	13.2%	160
1980 to 1989	3,639	13.4%	12.6%	106
1970 to 1979	3,811	14.0%	14.2%	99
↓ 1960 to 1969	1,738	6.4%	9.8%	65
↓ 1950 to 1959	829	3.0%	9.5%	32
↓ 1949 or earlier	536	2.0%	16.2%	12
Households By Number of Persons (2022)	24,521			
↓ 1 Person Household	4,998	20.4%	27.3%	75
2 Person Household	6,729	27.4%	32.4%	85
▲ 3 Person Household	5,114	20.9%	16.3%	128
▲ 4 Person Household	4,049	16.5%	13.0%	127
▲ 5 Person Household	2,240	9.1%	6.4%	142
▲ 6 Person Household	950	3.9%	2.8%	140
7 or more Person Household	441	1.8%	1.9%	96
Average Persons Per Household	2.9		2.6	111
Households By Heating Type (2013)	20,341			
↓ Utility and Other Gas	3,490	17.2%	54.0%	32
▲ Electric	16,681	82.0%	36.1%	227
↓ Oil	15	0.1%	6.1%	1
↓ Coal and Wood	92	0.5%	2.2%	20
↓ Solar/Other Fuel	8	0.0%	0.5%	8
↓ No Fuel Used	54	0.3%	0.9%	28

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TRANSPORTATION				
Households By Number of Vehicles (2022)	24,521			
↓ No Vehicles	927	3.8%	8.5%	45
1 Vehicle	6,800	27.7%	32.2%	86
▲ 2 Vehicle	11,686	47.7%	37.1%	128
3 or more Vehicles	5,107	20.8%	22.2%	94
Workers By Travel Time to Work (2022)	35,095			
▲ Less than 15 minutes	14,610	41.6%	25.0%	167
15 to 29 minutes	13,276	37.8%	35.8%	106
↓ 30 to 44 minutes	3,285	9.4%	21.1%	44
↓ 45 to 59 minutes	1,084	3.1%	8.5%	36
60 or more minutes	2,840	8.1%	9.7%	84
↓ Average Travel Time to Work (minutes)	22.6		29.8	76
Workers By Type of Transportation to Work (2022)	35,747			
Drive Alone	28,119	78.7%	76.5%	103
Car Pool	2,808	7.9%	9.0%	87
↓ Public Transportation	319	0.9%	5.0%	18
▲ Walk to Work	3,115	8.7%	2.7%	326
▲ Other Means	633	1.8%	1.3%	133
↓ Work at Home	753	2.1%	5.5%	38

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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)	16,918	69.0%	31.4%	220
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	5,455	22.2%	18.4%	121
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,218	5.0%	13.1%	38
5	Senior Life (7, 20, 21, 22, 30 and 31)	398	1.6%	6.9%	24
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	50	0.2%	15.1%	1
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	42	0.2%	14.7%	1

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.		
17	Large Young Families	7,677	31.3%	2.2%	1456
40	Surviving Urban Diversity	4,908	20.0%	4.0%	495
18	Working Urban Families	3,581	14.6%	4.0%	368
25	Working Country Consumers	3,003	12.2%	4.1%	298
28	Building Country Families	2,104	8.6%	2.8%	307
38	Rural Working Families	708	2.9%	8.8%	33
16	Established Country Families	424	1.7%	6.4%	27
29	Working Country Families	401	1.6%	1.0%	170
50	Unclassified Households	358	1.5%	0.2%	672
22	Mature and Established	287	1.2%	1.8%	65
24	Metro Multi-Ethnic Diversity	219	0.9%	2.7%	33
42	Laboring Rural Diversity	187	0.8%	1.5%	50
11	Young Suburban Families	129	0.5%	3.0%	18
43	Laboring Urban Diversity	83	0.3%	0.5%	67
49	Exception Households	81	0.3%	0.2%	132
20	Cautious and Mature	79	0.3%	2.6%	12
27	Country Family Diversity	51	0.2%	0.3%	61
26	Working Suburban Families	49	0.2%	0.1%	167
34	College and Career Starters	32	0.1%	0.6%	23
31	Mature Country Families	25	0.1%	0.5%	19

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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.		
44	Laboring Urban Life	25	0.1%	0.1%	136
45	Struggling Urban Diversity	19	0.1%	2.5%	3
4	Educated Mid-Life Families	17	0.1%	3.4%	2
14	Secure Mid-Life Families	17	0.1%	0.7%	11
5	Prosperous Diversity	16	0.1%	3.1%	2
41	Struggling Hispanic Households	13	0.1%	1.6%	3
15	Reliable Young Starters	9	0.0%	4.3%	1
35	Laboring Country Families	6	0.0%	2.7%	1
30	Urban Senior Life	4	0.0%	0.8%	2
33	Laboring Rural Families	3	0.0%	0.1%	9
21	Mature and Stable	2	0.0%	0.6%	1
39	New Beginning Urbanites	1	0.0%	2.8%	0
46	Struggling Black Households	1	0.0%	2.5%	0
7	Prosperous and Mature	1	0.0%	0.5%	1
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
12	Educated New Starters	0	0.0%	2.9%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	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
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
TOTALS		24,520	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	41.5%	35.4%	117
Somewhat Involved with Their Faith	27.9%	29.9%	93
↓ Not Involved with Their Faith	28.4%	34.7%	82

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	24.6%	22.1%	111
Decreased Their Involvement with Their Faith in the Last 10 Years	22.7%	23.7%	96

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	192
▲ Baptist	41.4%	16.1%	257
↓ Catholic	10.9%	23.7%	46
↓ Congregational	1.5%	2.0%	77
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.1%	2.9%	74
▲ Holiness	1.9%	0.8%	232
Jehovah's Witnesses	0.9%	1.1%	90
↓ Judaism	0.4%	3.2%	12
↓ Lutheran	1.2%	7.2%	16
▲ Methodist	11.2%	10.1%	111
↓ Mormon	1.2%	1.8%	67
↓ New Age	0.2%	0.6%	26
▲ Non-Denominational / Independent	7.8%	6.9%	113
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.1%	2.4%	126
↓ Presbyterian / Reformed	4.1%	4.6%	89
↓ Unitarian / Universalist	0.2%	0.7%	26
Interested but No Preference	4.3%	3.9%	110
↓ Not Interested and No Preference	5.9%	11.1%	53
Likely to Have Changed Their Preference in the Last 10 Years	16.4%	16.8%	98

LEADERSHIP PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer A Leader Who:

Tells them what to do	3.9%	4.0%	98
Lets them do what they want and is supportive	12.1%	11.7%	103
↓ Lets them do what they want and stays out of the way	3.7%	4.8%	77
Works with them on deciding what to do and helps them do it	80.4%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	37.5%	43.5%	86
Finding/Providing Health Insurance	28.8%	29.0%	99
Day-to-Day Financial Worries	33.2%	31.6%	105
Finding Employment Opportunities	14.8%	14.4%	103
↓ Finding Affordable Housing	9.7%	11.3%	86
Providing Adequate Food	9.2%	8.6%	107
▲ Finding Child Care	7.3%	6.3%	117
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	17.8%	16.7%	106
▲ Dealing With Teen / Child Problems	25.0%	20.7%	120
Finding/Providing Aging Parent Care	14.1%	15.5%	91
▲ Dealing With Abusive Relationships	12.7%	11.4%	112
▲ Dealing With Divorce	5.6%	4.5%	126
COMMUNITY PROBLEMS:			
▲ Neighborhood Crime and Safety	30.7%	27.0%	114
Finding/Providing Good Schools	24.4%	23.5%	104
▲ Dealing with Problems in Schools	17.5%	13.6%	129
Dealing With Racial / Ethnic Prejudice	11.9%	13.1%	91
▲ Dealing With Neighborhood Gangs	14.2%	8.5%	167
↓ Dealing with Social Injustice	8.1%	11.3%	71
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	44.8%	50.6%	89
↓ Finding Time for Recreation / Leisure	18.1%	25.3%	72
Finding Better Quality Healthcare	22.0%	23.9%	92
Finding A Satisfying Job / Career	18.5%	19.3%	96
↓ Finding Retirement Opportunities	16.3%	18.9%	86
Achieving A Fulfilling Marriage	23.5%	22.3%	105
Developing Parenting Skills	15.0%	14.7%	102
Achieving Educational Objectives	7.0%	7.5%	94
SPIRITUAL / PERSONAL:			
Dealing With Stress	26.7%	29.8%	90
Finding Companionship	16.2%	17.3%	94
▲ Finding A Good Church	23.1%	15.2%	152
▲ Finding Spiritual Teaching	18.3%	12.9%	142
Finding Life Direction	12.5%	14.0%	90

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KEY VALUES INDICATOR

Estimated 2022 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	87.0%	84.5%	103
“God is actively involved in the world including nations and their governments”	68.3%	63.8%	107

SOCIETY:

“It is important to preserve the traditional American family structure”	93.2%	91.5%	102
“A healthy environment has become a national crisis”	82.5%	82.8%	100
“Public education is essential to the future of American society”	94.7%	94.0%	101

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	51.1%	50.1%	102
“The role of Churches / Synagogues is to help form and support moral values”	81.2%	81.1%	100
“Churches and religious organizations should provide more human services”	62.2%	62.6%	99

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	36.1%	36.3%	99
“The changing racial / ethnic face of America is a threat to our national heritage”	37.3%	36.3%	103

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	56.6%	59.8%	95
More than \$500 per year	28.8%	31.2%	92
More than \$1,000 per year	16.5%	17.4%	95

TO CHARITIES:

↓ More than \$100 per year	26.1%	33.7%	77
↓ More than \$500 per year	3.3%	6.8%	49
↓ More than \$1,000 per year	1.0%	2.3%	43

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	11.6%	16.1%	72
↓ More than \$500 per year	3.7%	4.3%	86
More than \$1,000 per year	2.0%	2.2%	91

Ministry Area Profile 2022
Compass
REPORT

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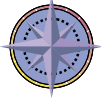
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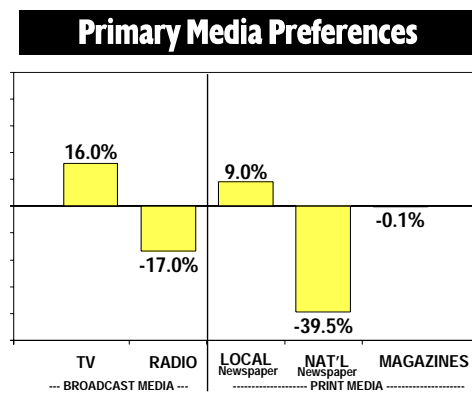
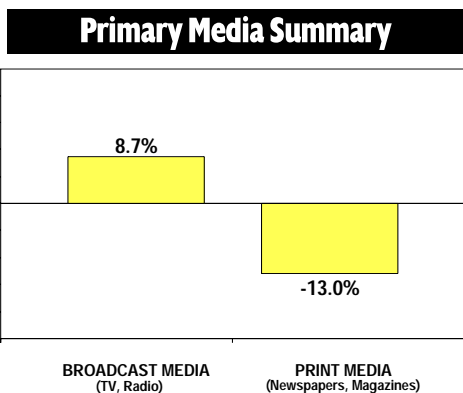
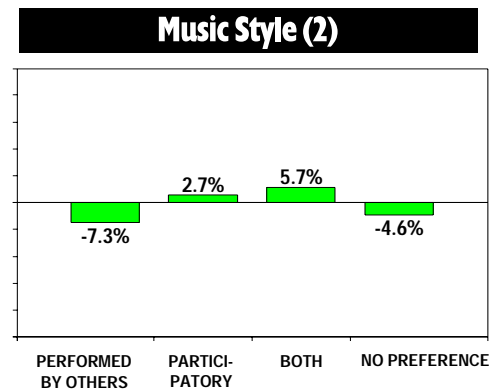
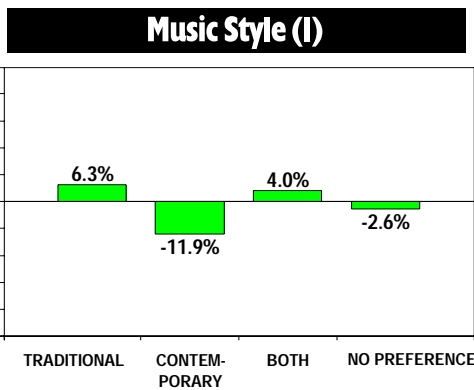
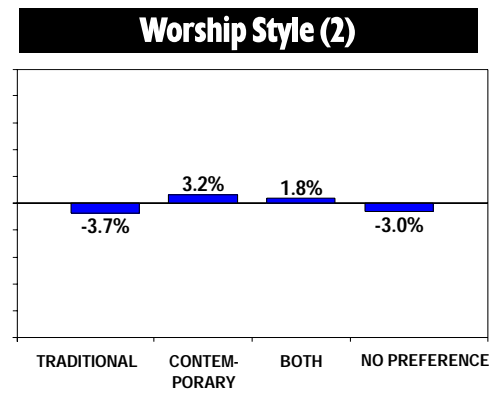
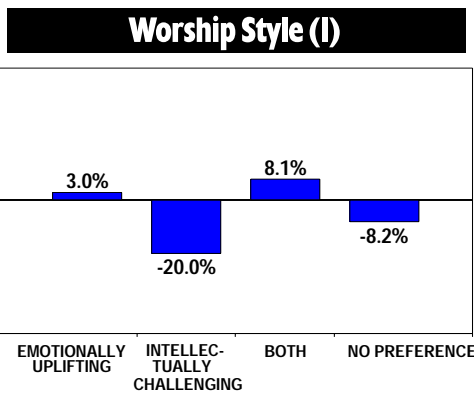
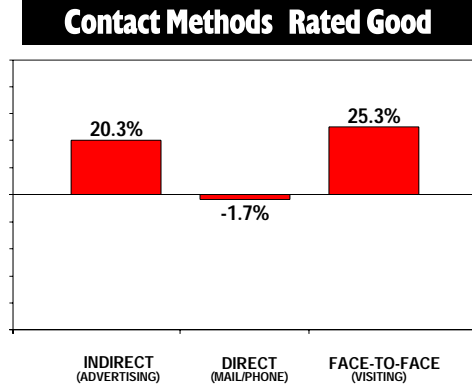
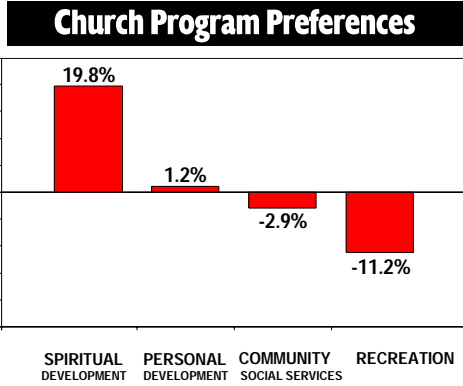
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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2022 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	56.5%	41.1%	137
Adult Theological Discussion Groups	21.8%	22.5%	97
Spiritual Retreats	11.8%	11.6%	102

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.7%	15.2%	97
▲ Parent Training Programs	8.9%	7.8%	114
↓ Twelve Step Programs	2.9%	3.5%	83
▲ Divorce Recovery	2.8%	2.4%	115

COMMUNITY/SOCIAL SERVICES:

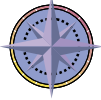
Personal or Family Counseling	23.3%	22.5%	104
↓ Care for the Terminally Ill	13.6%	15.7%	87
Food and Clothing Resources	10.9%	11.1%	98
Day Care Services	6.2%	6.1%	102
Church Sponsored Day-School	5.3%	5.7%	93

RECREATION:

Youth Social Programs	32.2%	29.7%	109
Family Activities and Outings	34.4%	32.8%	105
↓ Active Retirement Programs	18.8%	26.8%	70
↓ Cultural Programs (Music, Drama, Art)	11.2%	18.9%	59
↓ Sports or Camping	5.1%	6.3%	80

SUMMARY

▲ Spiritual Development Index	120
Personal Development Index	101
Community/Social Services Index	97
↓ Recreation Index	89



Ministry Area Profile 2022

Compass

REPORT

Style

Coordinates: 36:38.17 87:30.07
Date: 2/3/2022

Prepared For:
Ft Campbell
2606 Indiana Ave
Fort Campbell, TN 42223

Study Area Definition:
7.0 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 2022 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	27.1%	26.4%	103
↓ B. Intellectually Challenging	8.9%	11.1%	80
C. Both A and B	42.3%	39.2%	108
D. No Preference or Not Interested	21.5%	23.4%	92

PART 2:

A. Traditional/Formal/Ceremonial	19.5%	20.2%	96
B. Contemporary/Informal	27.2%	26.3%	103
C. Both A and B	27.0%	26.5%	102
D. No Preference or Not Interested	26.1%	26.9%	97

MUSIC STYLE INDICATOR

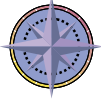
Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.9%	24.4%	106
↓ B. Contemporary	17.4%	19.7%	88
C. Both A and B	32.3%	31.1%	104
D. No Preference or Not Interested	24.1%	24.8%	97

PART 2:

A. Performed by Others	17.3%	18.7%	93
B. Participatory	23.6%	22.9%	103
C. Both A and B	34.0%	32.2%	106
D. No Preference or Not Interested	25.0%	26.2%	95



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MISSION EMPHASIS INDICATOR

Estimated 2022 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

↓ A. Community	18.5%	22.0%	84
▲ B. Personal Spiritual Development	16.4%	14.3%	115
C. Both A and B	39.9%	37.4%	107
D. No Preference or Not Interested	25.3%	26.3%	96

PART 2:

▲ A. Global Mission	7.5%	6.2%	121
B. Local Mission	30.4%	33.3%	91
C. Both A and B	33.2%	30.1%	110
D. No Preference or Not Interested	28.9%	30.4%	95

CHURCH ARCHITECTURE INDICATOR

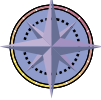
Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.5%	26.6%	103
↓ B. Contemporary	12.4%	15.9%	78
▲ C. Both A and B	35.8%	32.3%	111
D. No Preference or Not Interested	23.9%	25.1%	95

PART 2:

A. Somber/Serious	10.2%	9.4%	109
↓ B. Light and Airy	30.0%	34.7%	86
▲ C. Both A and B	33.0%	27.7%	119
D. No Preference or Not Interested	26.6%	28.2%	94



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PRIMARY MEDIA PREFERENCE

Estimated 2022 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:			
▲ Television	54.8%	47.3%	116
↓ Radio	11.1%	13.3%	83
PRINT MEDIA:			
Local Newspaper	32.8%	36.1%	91
↓ National Newspaper	2.6%	4.3%	61
↓ Magazines	1.9%	2.4%	77

SECONDARY MEDIA PREFERENCE

Estimated 2022 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:			
Television	30.4%	31.9%	95
Radio	25.7%	23.8%	108
PRINT MEDIA:			
Local Newspaper	35.6%	32.7%	109
↓ National Newspaper	4.0%	5.8%	69
Magazines	7.0%	7.0%	100

SUMMARY

Overall Broadcast Media Index (100 = Average)	105
Overall Print Media Index	95



Ministry Area Profile 2022 Compass REPORT

Communication

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CHURCH CONTACT METHODS RATED GOOD

Estimated 2022 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

▲ Local Radio Announcements or Advertisements	43.7%	36.2%	121
▲ Putting Ad in Local Newspaper	37.5%	33.8%	111
▲ Local Cable Channels	39.6%	30.4%	130

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	51.8%	53.7%	96
Calling and Offering to Send Information By Mail	28.7%	29.5%	97
Calling and Discussing on the Phone	13.1%	12.0%	109

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	24.5%	20.1%	122
▲ Going Door to Door	18.2%	14.0%	131

CHURCH CONTACT METHODS RATED POOR

Estimated 2022 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

↓ Local Radio Announcements or Advertisements	13.5%	19.6%	69
↓ Putting Ad in Local Newspaper	17.3%	21.5%	80
↓ Local Cable Channels	21.6%	30.7%	70

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.8%	13.3%	89
Calling and Offering to Send Information By Mail	30.8%	34.0%	91
Calling and Discussing on the Phone	58.3%	60.6%	96

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	43.6%	49.6%	88
↓ Going Door to Door	55.6%	64.0%	87

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	120
Direct Methods Index	98
▲ Face-to-Face Methods Index	125

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	73
Direct Methods Index	93
↓ Face-to-Face Methods Index	87