

ministry area profile 2022

CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon



ID# 296266:296266

ministry area profile 2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition: Custom Polygon

Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

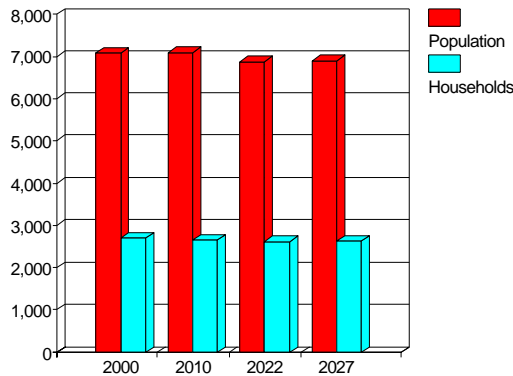
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 6,877 persons residing in the defined study area. This represents a decrease of 207 or 2.9% since 2000. During the same period of time, the U.S. as a whole grew by 18.8%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A No, between 2022 and 2027, the population is projected to remain stable. During the same period, the U.S. population is projected to grow by 3.2%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *very low* with only 11 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working Families* representing 73.0% 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 *somewhat high*. Among individual groups, *Anglos* represent 93.7% of the population and all other racial/ethnic groups make up just 6.3% which is well below the national average of 41%. The largest of these groups, *Native-Americans/Others*, accounts for 2.3% of the total population. *Native-Americans/Others* are also projected to be the fastest growing group increasing by 15.2% between 2022 and 2027. (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 20) comprised of 1,822 persons or 26.5% of the total population in the area. *Boomers* (age 62 to 79) make up 18.6% of the population which compared to a national average of 17.3% 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 traditional* due to the above 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 *extremely low*. While 79.9% 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 13.0% of those over 25 in the area versus 32.9% 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, Divorce, Problems in Schools, Abusive Relationships* and *Alcohol/Drug Abuse*. (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 \$64,804 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)

Date: 2/3/2022

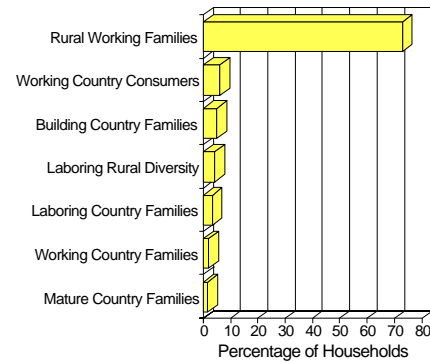
Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

Population and Households

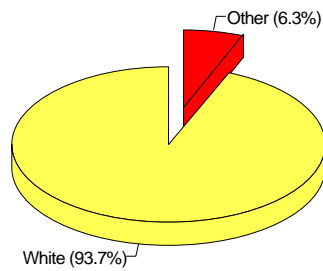


Primary U.S. Lifestyles Segments-2022

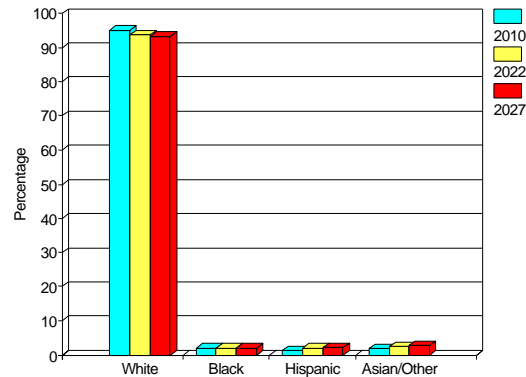


The population in the study area has decreased by 219 persons, or 3.1% since 2010 and is projected to remain stable through 2027. The number of households has decreased by 35, or 1.3% since 2010 and is projected to increase by 14, or 0.5% between 2022 and 2027.

Population By Race/Ethnicity-2022

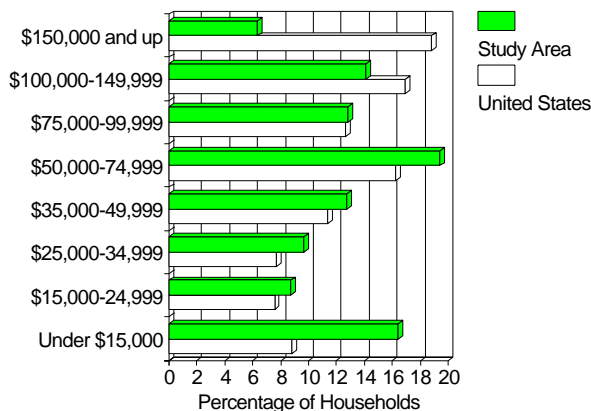


Population By Race/Ethnicity Trend

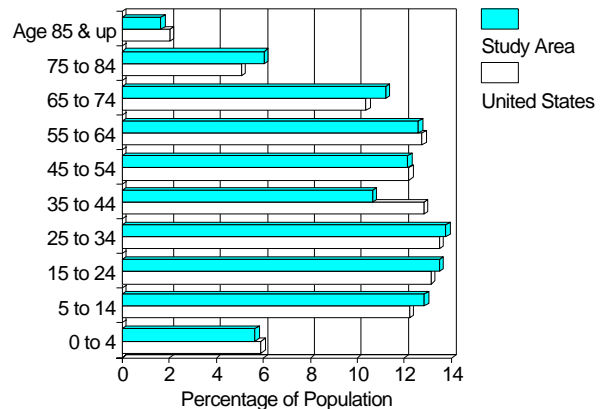


Between 2022 and 2027, the White population is projected to decrease by 33 persons and to decrease from 93.7% to 93.2% of the total population. The Black population is projected to remain stable at 2.0% of the total. The Hispanic/Latino population is projected to increase by 15 persons and to increase from 1.9% to 2.2% of the total. The Asian/Other population is projected to increase by 24 persons and to increase from 2.4% to 2.7% of the total population.

Households By Income-2022



Population by Age-2022

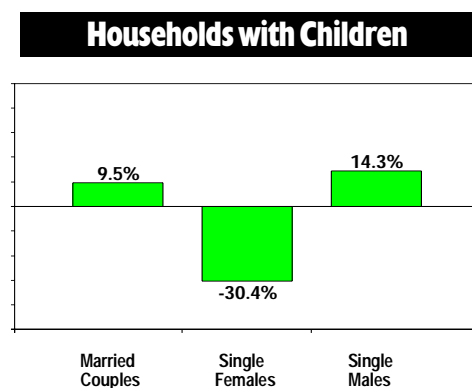
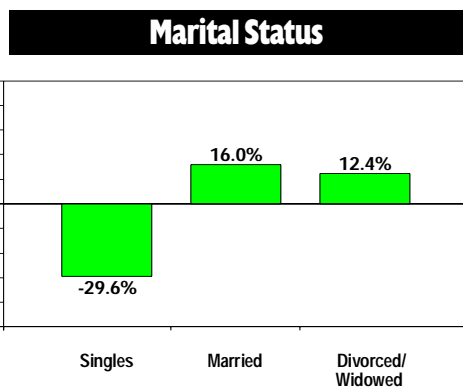
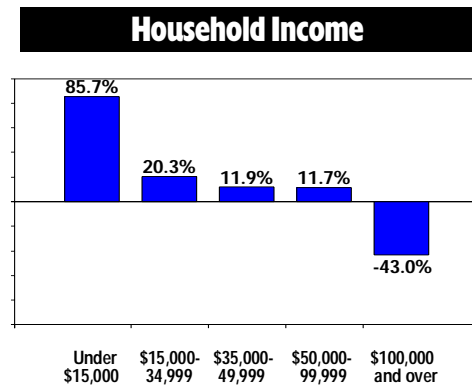
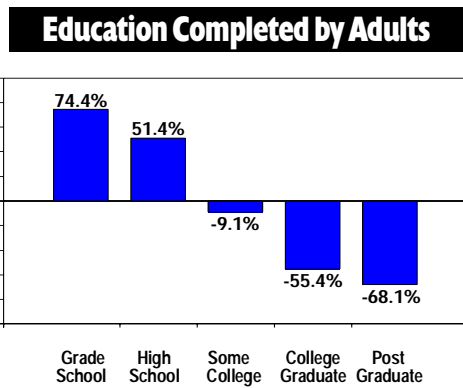
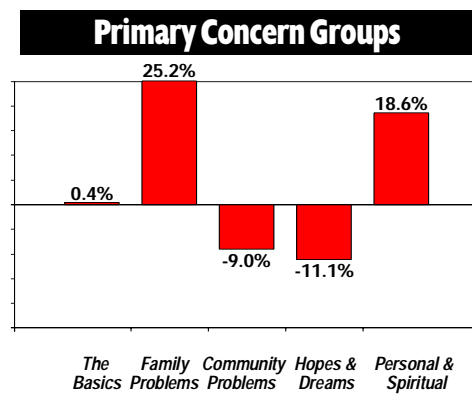
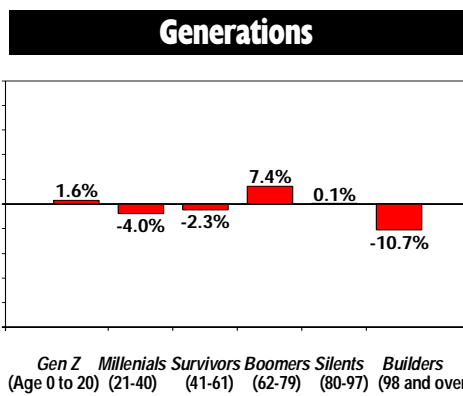
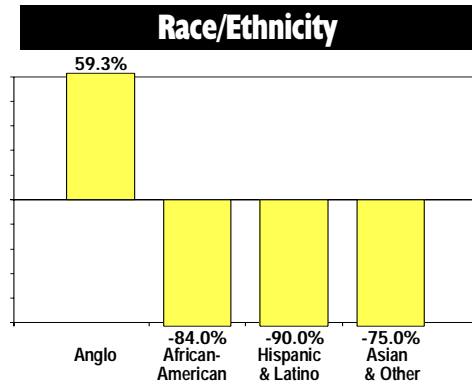
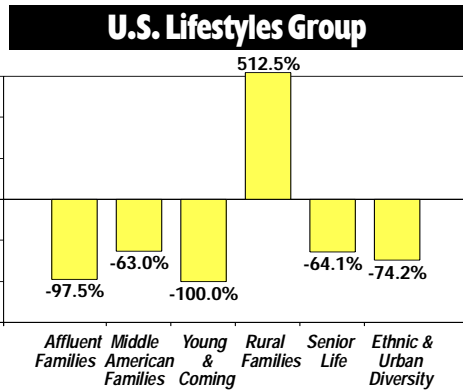


The average household income in the study area is \$64804 a year as compared to the U.S. average of \$103625. The average age in the study area is 40.2 and is projected to increase to 40.6 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon



Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

POPULATION				
	2000 Census	2010 Census	2022 Update	2027 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	7,084	7,096	6,877	6,881
Population Change		12	(219)	4
Percentage Change		0.2%	-3.1%	0.1%
Average Annual Growth Rate		0.0%	-0.3%	0.0%
Density (Pop. per square mile)	22	22	22	22
HOUSEHOLDS				
Households	2,702	2,655	2,620	2,634
Household Change		(47)	(35)	14
Percentage Change		-1.7%	-1.3%	0.5%
▲ Average Annual Growth Rate		-0.2%	-0.1%	0.1%
Persons Per Household	2.62	2.67	2.62	2.61

POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	6,738	95.0%	6,444	93.7%	6,411	93.2%
↓ African-American (Non-Hisp)	143	2.0%	137	2.0%	135	2.0%
▲ Hispanic/Latino	93	1.3%	133	1.9%	148	2.2%
▲ Asian/Other (Non-Hisp)	122	1.7%	163	2.4%	187	2.7%

POPULATION BY GENDER						
Female	3,544	49.9%	3,398	49.4%	3,401	49.4%
Male	3,552	50.1%	3,480	50.6%	3,481	50.6%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	901	12.7%	1,822	26.5%	2,254	32.8%
▲ Millennials (Born 1982 to 2001)	1,767	24.9%	1,745	25.4%	1,796	26.1%
↓ Survivors (Born 1961 to 1981)	2,000	28.2%	1,752	25.5%	1,604	23.3%
↓ Boomers (Born 1943 to 1960)	1,644	23.2%	1,279	18.6%	1,098	16.0%
↓ Silents (Born 1925 to 1942)	711	10.0%	275	4.0%	130	1.9%
↓ Builders (Born 1924 and earlier)	72	1.0%	5	0.1%	1	0.0%

AGE			
▲ Average Age	38.4	40.2	40.6
▲ Median Age	38.6	39.3	39.4

INCOME			
▲ Average Household Income	\$47,262	\$64,804	\$71,830
▲ Median Household Income	\$37,930	\$53,669	\$58,718
▲ Per Capita Income	\$17,683	\$24,689	\$27,496

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	79	3.0%	166	6.3%	228	8.7%
▲ \$100,000 to \$149,999	120	4.5%	368	14.0%	415	15.8%
▲ \$75,000 to \$99,999	256	9.6%	336	12.8%	342	13.0%
↓ \$50,000 to \$74,999	518	19.5%	507	19.4%	493	18.7%
↓ \$35,000 to \$49,999	405	15.2%	333	12.7%	301	11.4%
↓ \$25,000 to \$34,999	540	20.3%	253	9.7%	231	8.8%
\$15,000 to \$24,999	366	13.8%	228	8.7%	233	8.8%
Under \$15,000	370	13.9%	429	16.4%	391	14.8%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	471	6.6%	390	5.7%	399	5.8%
↓ Required Formal Schooling (5-17)	1,373	19.3%	1,167	17.0%	1,132	16.5%
College Years, Career Starts (18-24)	514	7.2%	643	9.4%	623	9.1%
▲ Singles and Young Families (25-34)	829	11.7%	947	13.8%	983	14.3%
↓ Families, Empty Nesters (35-54)	1,993	28.1%	1,567	22.8%	1,525	22.2%
↓ Enrichment Years Singles/Couples (55-64)	905	12.8%	866	12.6%	824	12.0%
▲ Retirement Opportunities (65+)	1,010	14.2%	1,298	18.9%	1,397	20.3%
POPULATION BY AGE (DETAIL)						
Under 5 years	471	6.6%	390	5.7%	399	5.8%
↓ 5 to 9 years	537	7.6%	434	6.3%	412	6.0%
↓ 10 to 14 years	529	7.5%	449	6.5%	445	6.5%
↓ 15 to 17 years	307	4.3%	284	4.1%	275	4.0%
18 to 20 years	251	3.5%	265	3.9%	255	3.7%
21 to 24 years	263	3.7%	378	5.5%	368	5.3%
25 to 29 years	387	5.5%	533	7.8%	498	7.2%
30 to 34 years	442	6.2%	414	6.0%	485	7.0%
35 to 39 years	476	6.7%	342	5.0%	390	5.7%
↓ 40 to 44 years	505	7.1%	390	5.7%	374	5.4%
↓ 45 to 49 years	500	7.0%	392	5.7%	372	5.4%
↓ 50 to 54 years	512	7.2%	443	6.4%	389	5.7%
↓ 55 to 59 years	458	6.5%	431	6.3%	411	6.0%
60 to 64 years	447	6.3%	435	6.3%	413	6.0%
▲ 65 to 69 years	378	5.3%	405	5.9%	419	6.1%
▲ 70 to 74 years	261	3.7%	365	5.3%	405	5.9%
▲ 75 to 84 years	291	4.1%	414	6.0%	442	6.4%
▲ 85 or more years	80	1.1%	114	1.7%	131	1.9%

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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 (2022)	5,605			
↓ Single (Never Married)	1,336	23.8%	33.8%	70
Married	3,221	57.5%	49.5%	116
Divorced/Widowed	1,048	18.7%	16.6%	112
Marital Status Females 15 and Older (2022)	2,783			
↓ Single (Never Married)	566	20.3%	30.8%	66
Married	1,590	57.1%	48.4%	118
Divorced/Widowed	627	22.5%	20.8%	108
Marital Status Males 15 and Older (2022)	2,822			
↓ Single (Never Married)	770	27.3%	37.0%	74
Married	1,631	57.8%	50.7%	114
▲ Divorced/Widowed	421	14.9%	12.2%	122
FAMILY STRUCTURE				
Households By Type (2022)	2,620			
▲ Married Couple	1,598	61.0%	48.8%	125
Other Family - Male Head of Household	137	5.2%	4.9%	107
↓ Other Family - Female Head of Household	260	9.9%	12.9%	77
↓ Non Family - Male Head of Household	329	12.6%	15.8%	79
↓ Non Family - Female Head of Household	296	11.3%	17.7%	64
Households With Children 0 to 18 (2022)	946			
Married Couple Family	679	71.8%	65.6%	109
Other Family - Male Head of Household	91	9.6%	8.4%	114
↓ Other Family - Female Head of Household	165	17.4%	25.1%	70
Non Family	10	1.1%	1.0%	109
Population By Household Type (2022)	6,877			
↓ Group Quarters	10	0.1%	2.4%	6

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
GROUP QUARTERS				
Population In Group Quarters By Type (2022)	10			
↓ Correctional Facilities	0	0.0%	29.5%	0
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.5%	0
Nursing Homes	6	60.0%	18.7%	320
▲ Other	5	50.0%	15.3%	326
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	6,877			
▲ White (Non-Hispanic)	6,444	93.7%	58.8%	159
↓ African-American (Non-Hisp)	137	2.0%	12.5%	16
↓ Hispanic/Latino	132	1.9%	19.3%	10
↓ Native American (Non-Hisp)	24	0.3%	0.7%	48
↓ Asian (Non-Hisp)	7	0.1%	5.9%	2
↓ Hawaiian & Pacific Islander (Non-Hisp)	1	0.0%	0.2%	8
↓ Other Races & Multiple Races (Non-Hisp)	131	1.9%	2.7%	72
Asian Population By Race (2022)	9			
▲ Chinese	4	44.4%	22.7%	196
↓ Japanese	0	0.0%	4.0%	0
Indian	2	22.2%	22.9%	97
▲ Korean	1	11.1%	7.9%	140
↓ Vietnamese	0	0.0%	10.1%	0
↓ Other Asian Races	2	22.2%	32.4%	69
Hispanic/Latino Population By Race (2022)	132			
↓ White	55	41.7%	53.1%	79
▲ African-American	10	7.6%	2.5%	298
↓ Native American	0	0.0%	1.4%	0
▲ Asian	2	1.5%	0.4%	365
Other Races & Multiple Races	65	49.2%	42.6%	116
Hispanic/Latino Population By Origin (2022)	132			
Mexican	75	56.8%	61.6%	92
Puerto Rican	12	9.1%	10.0%	91
↓ Cuban	1	0.8%	3.6%	21
▲ Other Hispanic Origin	45	34.1%	24.9%	137

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	1,803			
Pre-Primary (Public)	64	3.5%	3.4%	103
↓ Pre-Primary (Private)	15	0.8%	2.6%	32
Elementary/High School (Public)	1,158	64.2%	58.9%	109
▲ Elementary/High School (Private)	312	17.3%	6.6%	261
↓ Enrolled in College	254	14.1%	28.4%	50
Population By Education Completed (Age 25 and over) (2022)	4,678			
▲ Elementary (Less than 9 years)	502	10.7%	4.9%	219
▲ Some High School (9 to 11 years)	439	9.4%	6.6%	141
▲ High School Graduate (12 years)	1,907	40.8%	26.9%	151
Some College (13 to 15 years)	794	17.0%	20.1%	85
Associate Degree	426	9.1%	8.6%	106
↓ Bachelor's Degree	421	9.0%	20.2%	45
↓ Graduate Degree	189	4.0%	12.7%	32
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	2,802			
↓ TOTAL WHITE COLLAR	1,335	47.6%	61.7%	77
↓ Executive and Managerial	193	6.9%	10.5%	66
↓ Professional Specialty	387	13.8%	17.3%	80
↓ Technical Support	132	4.7%	9.6%	49
Sales	249	8.9%	10.0%	89
Administrative Support & Clerical	374	13.3%	14.3%	93
▲ TOTAL BLUE COLLAR	1,468	52.4%	38.3%	137
↓ Service: Private Households	48	1.7%	2.8%	61
▲ Service: Protective	77	2.7%	2.2%	128
↓ Service: Other	149	5.3%	7.5%	71
▲ Farming, Forestry & Fishing	57	2.0%	0.7%	313
▲ Precision Production and Craft	554	19.8%	10.8%	183
▲ Operators and Assemblers	127	4.5%	3.1%	147
▲ Transportation and Material Moving	321	11.5%	7.6%	151
▲ Laborers	135	4.8%	3.8%	128

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	5,511			
Employed	2,756	50.0%	60.5%	83
Unemployed	145	2.6%	3.0%	89
▲ Not in Labor Force	2,611	47.4%	36.5%	130
Total Female Pop. By Work Status (Age 20 to 64) (2013)	2,029			
TOTAL WORKING	1,194	58.8%	66.8%	88
↓ With No Own Children	665	32.8%	42.2%	78
With Own Children Age 0 to 5 only	109	5.4%	5.5%	98
With Own Children Age 6 to 17 only	306	15.1%	14.8%	102
▲ With Own Children Both Age 0 to 5 and 6 to 17	114	5.6%	4.3%	130
TOTAL NOT WORKING (UNEMPLOYED)	137	6.8%	6.2%	109
With No Own Children	70	3.4%	3.8%	92
▲ With Own Children Age 0 to 5 only	31	1.5%	0.7%	232
↓ With Own Children Age 6 to 17 only	19	0.9%	1.3%	74
▲ With Own Children Both Age 0 to 5 and 6 to 17	17	0.8%	0.5%	153
▲ TOTAL NOT IN THE LABOR FORCE	698	34.4%	27.0%	127
With No Own Children	400	19.7%	17.1%	115
↓ With Own Children Age 0 to 5 only	36	1.8%	2.6%	68
▲ With Own Children Age 6 to 17 only	126	6.2%	4.6%	134
▲ With Own Children Both Age 0 to 5 and 6 to 17	136	6.7%	2.6%	253
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	2,620			
Above Poverty Line (Households with Children)	1,795	62.6%	62.3%	101
Above Poverty Line (Households without Children)	777	27.1%	27.0%	100
Below Poverty Line (Households with Children)	198	6.9%	6.2%	111
↓ Below Poverty Line (Households without Children)	96	3.3%	4.6%	74
Households By Presence of Retirement Income (2013)	2,655			
With Retirement Income	503	18.9%	17.6%	108
Without Retirement Income	2,126	80.1%	81.5%	98

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING				
Occupied Units By Type (2022)	2,620			
▲ Owner Occupied	2,193	83.7%	65.2%	128
↓ Renter Occupied	428	16.3%	34.8%	47
↓ Median Rent (2013)	\$476		\$904	53
Structures By Number of Units (2022)	3,062			
Single Unit	2,088	68.2%	67.4%	101
↓ 3 to 4 Units	75	2.4%	7.9%	31
↓ 5 to 19 Units	22	0.7%	9.2%	8
↓ 20 to 49 Units	0	0.0%	3.7%	0
↓ 50 or more Units	0	0.0%	5.6%	0
▲ Mobile Home	877	28.6%	6.2%	464
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	21.53		2.56	840
Owner-Occupied Property Values (2022)	2,193			
▲ Under \$40,000	254	11.6%	4.2%	275
▲ \$40,000 to \$59,999	131	6.0%	2.1%	283
▲ \$60,000 to \$79,999	150	6.8%	2.9%	240
▲ \$80,000 to \$99,999	196	8.9%	3.6%	245
▲ \$100,000 to 149,999	451	20.6%	9.9%	207
▲ \$150,000 to \$199,999	322	14.7%	10.6%	138
\$200,000 to \$299,999	384	17.5%	19.1%	92
↓ \$300,000 to \$499,999	195	8.9%	24.2%	37
↓ \$500,000 to \$999,999	78	3.6%	17.2%	21
↓ \$1,000,000 and over	30	1.4%	6.1%	22
↓ Median Property Value	\$142,644		\$287,035	50

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	3,062			
↓ 2010 and later	168	5.5%	11.0%	50
▲ 2000 to 2009	500	16.3%	13.5%	121
▲ 1990 to 1999	611	20.0%	13.2%	152
1980 to 1989	437	14.3%	12.6%	113
▲ 1970 to 1979	557	18.2%	14.2%	128
1960 to 1969	334	10.9%	9.8%	111
↓ 1950 to 1959	190	6.2%	9.5%	65
↓ 1949 or earlier	266	8.7%	16.2%	54
Households By Number of Persons (2022)	2,620			
↓ 1 Person Household	566	21.6%	27.3%	79
2 Person Household	966	36.9%	32.4%	114
3 Person Household	478	18.2%	16.3%	112
4 Person Household	346	13.2%	13.0%	101
5 Person Household	146	5.6%	6.4%	86
6 Person Household	65	2.5%	2.8%	90
7 or more Person Household	53	2.0%	1.9%	107
Average Persons Per Household	2.7		2.6	103
Households By Heating Type (2013)	2,629			
↓ Utility and Other Gas	953	36.2%	54.0%	67
▲ Electric	1,436	54.6%	36.1%	151
↓ Oil	8	0.3%	6.1%	5
▲ Coal and Wood	218	8.3%	2.2%	373
Solar/Other Fuel	13	0.5%	0.5%	100
↓ No Fuel Used	1	0.0%	0.9%	4

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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		
TRANSPORTATION				
Households By Number of Vehicles (2022)	2,620			
No Vehicles	185	7.1%	8.5%	84
↓ 1 Vehicle	576	22.0%	32.2%	68
2 Vehicle	978	37.3%	37.1%	100
▲ 3 or more Vehicles	882	33.7%	22.2%	152
Workers By Travel Time to Work (2022)	2,660			
Less than 15 minutes	591	22.2%	25.0%	89
▲ 15 to 29 minutes	1,150	43.2%	35.8%	121
30 to 44 minutes	589	22.1%	21.1%	105
↓ 45 to 59 minutes	170	6.4%	8.5%	75
↓ 60 or more minutes	160	6.0%	9.7%	62
Average Travel Time to Work (minutes)	28.1		29.8	94
Workers By Type of Transportation to Work (2022)	2,740			
Drive Alone	2,345	85.6%	76.5%	112
Car Pool	228	8.3%	9.0%	93
↓ Public Transportation	18	0.7%	5.0%	13
↓ Walk to Work	32	1.2%	2.7%	44
↓ Other Means	18	0.7%	1.3%	49
↓ Work at Home	99	3.6%	5.5%	66

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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.		
4	Rural Families (27, 26, 29, 33, 35 and 38)	2,096	80.0%	13.1%	613
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	305	11.6%	31.4%	37
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	124	4.7%	18.4%	26
5	Senior Life (7, 20, 21, 22, 30 and 31)	65	2.5%	6.9%	36
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	10	0.4%	15.1%	3
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	0	0.0%	14.7%	0

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.		
38	Rural Working Families	1,908	72.8%	8.8%	832
25	Working Country Consumers	158	6.0%	4.1%	147
28	Building Country Families	132	5.0%	2.8%	180
42	Laboring Rural Diversity	108	4.1%	1.5%	271
35	Laboring Country Families	87	3.3%	2.7%	121
29	Working Country Families	51	1.9%	1.0%	202
31	Mature Country Families	40	1.5%	0.5%	283
27	Country Family Diversity	28	1.1%	0.3%	314
20	Cautious and Mature	19	0.7%	2.6%	27
33	Laboring Rural Families	17	0.6%	0.1%	475
49	Exception Households	15	0.6%	0.2%	229
14	Secure Mid-Life Families	10	0.4%	0.7%	58
40	Surviving Urban Diversity	9	0.3%	4.0%	8
16	Established Country Families	7	0.3%	6.4%	4
21	Mature and Stable	6	0.2%	0.6%	40
10	Suburban Mid-Life Families	5	0.2%	5.5%	3
26	Working Suburban Families	5	0.2%	0.1%	160
24	Metro Multi-Ethnic Diversity	4	0.2%	2.7%	6
23	Established Empty-Nesters	3	0.1%	3.4%	3
43	Laboring Urban Diversity	2	0.1%	0.5%	15

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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.		
46	Struggling Black Households	1	0.0%	2.5%	2
15	Reliable Young Starters	0	0.0%	4.3%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
4	Educated Mid-Life Families	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	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
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
7	Prosperous and Mature	0	0.0%	0.5%	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
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		2,615	100.0%	100.0%	100

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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			

FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	48.6%	35.4%	137
Somewhat Involved with Their Faith	31.2%	29.9%	104
↓ Not Involved with Their Faith	21.4%	34.7%	62

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	28.7%	22.1%	130
Decreased Their Involvement with Their Faith in the Last 10 Years	22.1%	23.7%	93

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	194
▲ Baptist	43.9%	16.1%	273
↓ Catholic	9.5%	23.7%	40
↓ Congregational	1.5%	2.0%	76
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.0%	2.9%	69
▲ Holiness	2.2%	0.8%	269
↓ Jehovah's Witnesses	0.9%	1.1%	87
↓ Judaism	0.3%	3.2%	9
↓ Lutheran	1.4%	7.2%	19
▲ Methodist	12.9%	10.1%	128
↓ Mormon	0.4%	1.8%	25
↓ New Age	0.1%	0.6%	18
Non-Denominational / Independent	7.4%	6.9%	106
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.4%	2.4%	139
Presbyterian / Reformed	4.5%	4.6%	99
↓ Unitarian / Universalist	0.2%	0.7%	21
▲ Interested but No Preference	4.3%	3.9%	112
↓ Not Interested and No Preference	5.0%	11.1%	45
Likely to Have Changed Their Preference in the Last 10 Years	16.2%	16.8%	97

LEADERSHIP PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer A Leader Who:

Tells them what to do	4.3%	4.0%	108
Lets them do what they want and is supportive	12.2%	11.7%	104
↓ Lets them do what they want and stays out of the way	3.9%	4.8%	81
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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			
PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	38.8%	43.5%	89
▲ Finding/Providing Health Insurance	35.1%	29.0%	121
Day-to-Day Financial Worries	34.2%	31.6%	108
Finding Employment Opportunities	13.9%	14.4%	96
↓ Finding Affordable Housing	6.9%	11.3%	61
▲ Providing Adequate Food	9.9%	8.6%	115
Finding Child Care	6.4%	6.3%	102
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	21.5%	16.7%	129
▲ Dealing With Teen / Child Problems	26.6%	20.7%	129
Finding/Providing Aging Parent Care	15.6%	15.5%	100
▲ Dealing With Abusive Relationships	15.0%	11.4%	132
▲ Dealing With Divorce	7.4%	4.5%	166
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	20.1%	27.0%	75
Finding/Providing Good Schools	24.7%	23.5%	105
▲ Dealing with Problems in Schools	19.6%	13.6%	144
↓ Dealing With Racial / Ethnic Prejudice	9.1%	13.1%	69
↓ Dealing With Neighborhood Gangs	6.9%	8.5%	81
↓ Dealing with Social Injustice	7.8%	11.3%	69
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	42.9%	50.6%	85
↓ Finding Time for Recreation / Leisure	16.9%	25.3%	67
Finding Better Quality Healthcare	25.2%	23.9%	105
↓ Finding A Satisfying Job / Career	15.3%	19.3%	79
Finding Retirement Opportunities	17.2%	18.9%	91
▲ Achieving A Fulfilling Marriage	24.9%	22.3%	111
Developing Parenting Skills	14.8%	14.7%	100
↓ Achieving Educational Objectives	5.3%	7.5%	70
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.8%	29.8%	93
↓ Finding Companionship	13.4%	17.3%	77
▲ Finding A Good Church	28.9%	15.2%	191
▲ Finding Spiritual Teaching	22.8%	12.9%	176
Finding Life Direction	12.9%	14.0%	92

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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			

KEY VALUES INDICATOR

Estimated 2022 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	90.2%	84.5%	107
▲ “God is actively involved in the world including nations and their governments”	76.5%	63.8%	120

SOCIETY:

“It is important to preserve the traditional American family structure”	95.3%	91.5%	104
“A healthy environment has become a national crisis”	80.9%	82.8%	98
“Public education is essential to the future of American society”	94.8%	94.0%	101

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	50.3%	50.1%	100
“The role of Churches / Synagogues is to help form and support moral values”	85.8%	81.1%	106
“Churches and religious organizations should provide more human services”	62.1%	62.6%	99

RACIAL / ETHNIC CHANGE:

↓ “The United States must open its doors to all people groups”	31.2%	36.3%	86
▲ “The changing racial / ethnic face of America is a threat to our national heritage”	40.4%	36.3%	111

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	62.1%	59.8%	104
More than \$500 per year	31.1%	31.2%	100
More than \$1,000 per year	17.8%	17.4%	102

TO CHARITIES:

↓ More than \$100 per year	22.2%	33.7%	66
↓ More than \$500 per year	2.6%	6.8%	38
↓ More than \$1,000 per year	0.9%	2.3%	39

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	8.0%	16.1%	50
↓ More than \$500 per year	2.3%	4.3%	53
↓ More than \$1,000 per year	1.0%	2.2%	45

Ministry Area Profile 2022
Compass
REPORT

CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon



Ministry Area Profile 2022
Compass
REPORT

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

Table of Contents

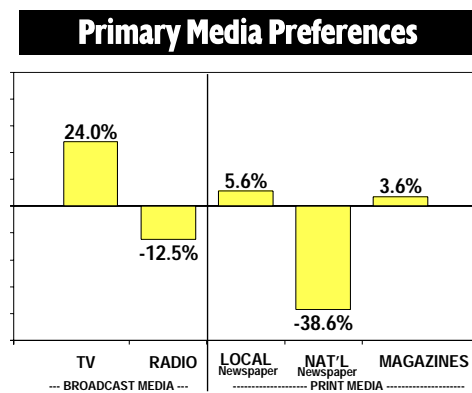
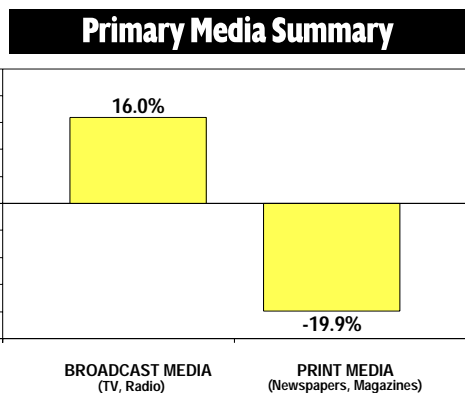
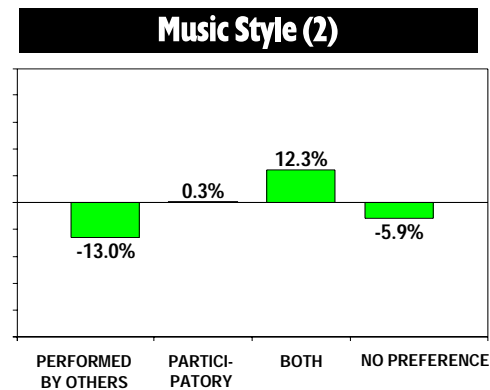
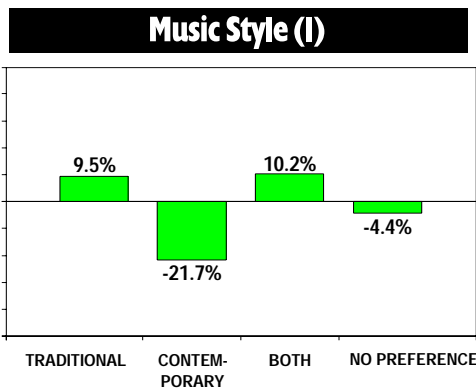
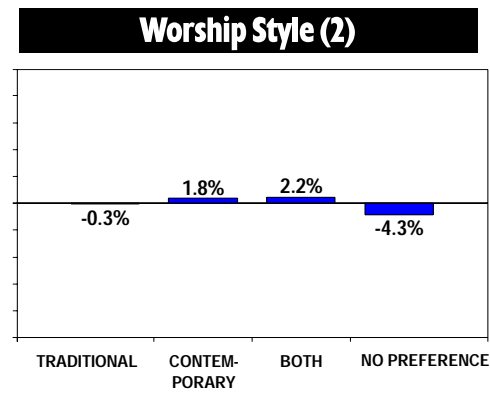
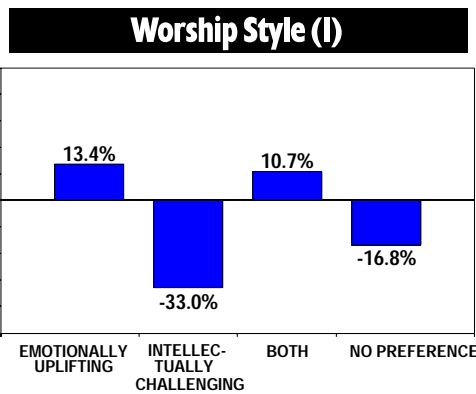
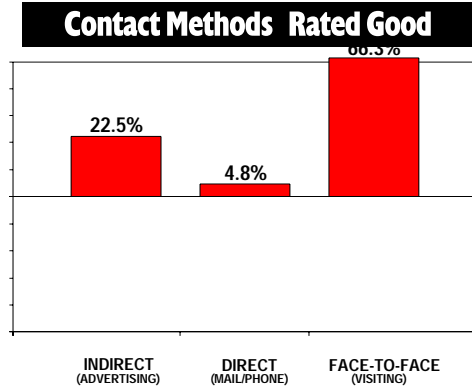
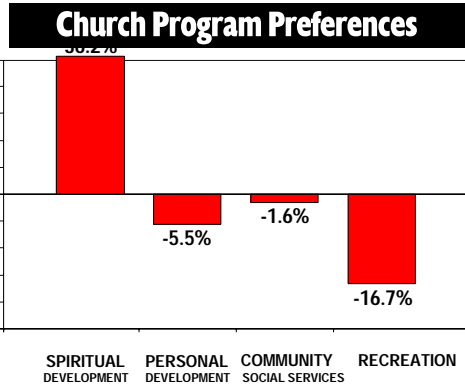
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon





Ministry Area Profile 2022

Compass

REPORT

Program

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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			

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	70.7%	41.1%	172
Adult Theological Discussion Groups	20.6%	22.5%	92
Spiritual Retreats	11.2%	11.6%	96
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	14.5%	15.2%	95
Parent Training Programs	7.6%	7.8%	97
↓ Twelve Step Programs	2.6%	3.5%	74
Divorce Recovery	2.6%	2.4%	108
COMMUNITY/SOCIAL SERVICES:			
▲ Personal or Family Counseling	25.2%	22.5%	112
Care for the Terminally Ill	15.7%	15.7%	100
Food and Clothing Resources	10.9%	11.1%	98
↓ Day Care Services	4.3%	6.1%	70
↓ Church Sponsored Day-School	4.0%	5.7%	71
RECREATION:			
Youth Social Programs	32.7%	29.7%	110
Family Activities and Outings	31.2%	32.8%	95
↓ Active Retirement Programs	19.2%	26.8%	72
↓ Cultural Programs (Music, Drama, Art)	8.6%	18.9%	45
↓ Sports or Camping	3.7%	6.3%	59

SUMMARY

▲ Spiritual Development Index	136
Personal Development Index	94
Community/Social Services Index	98
↓ Recreation Index	83



Ministry Area Profile 2022

Compass

REPORT

Style

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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	29.9%	26.4%	113
↓ B. Intellectually Challenging	7.4%	11.1%	67
▲ C. Both A and B	43.4%	39.2%	111
↓ D. No Preference or Not Interested	19.5%	23.4%	83

PART 2:

A. Traditional/Formal/Ceremonial	20.2%	20.2%	100
B. Contemporary/Informal	26.8%	26.3%	102
C. Both A and B	27.1%	26.5%	102
D. No Preference or Not Interested	25.8%	26.9%	96

MUSIC STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.7%	24.4%	110
↓ B. Contemporary	15.5%	19.7%	78
C. Both A and B	34.3%	31.1%	110
D. No Preference or Not Interested	23.7%	24.8%	96

PART 2:

↓ A. Performed by Others	16.3%	18.7%	87
B. Participatory	23.0%	22.9%	100
▲ C. Both A and B	36.1%	32.2%	112
D. No Preference or Not Interested	24.6%	26.2%	94



Ministry Area Profile 2022

Compass

REPORT

Style

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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			

MISSION EMPHASIS INDICATOR

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

PART 1:			
↓ A. Community	19.7%	22.0%	89
B. Personal Spiritual Development	14.5%	14.3%	101
C. Both A and B	41.3%	37.4%	110
D. No Preference or Not Interested	24.4%	26.3%	93
PART 2:			
A. Global Mission	6.5%	6.2%	106
B. Local Mission	32.1%	33.3%	96
C. Both A and B	33.0%	30.1%	110
D. No Preference or Not Interested	28.3%	30.4%	93

CHURCH ARCHITECTURE INDICATOR

Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:			
A. Traditional	29.0%	26.6%	109
↓ B. Contemporary	10.3%	15.9%	64
▲ C. Both A and B	37.8%	32.3%	117
D. No Preference or Not Interested	23.4%	25.1%	93
PART 2:			
A. Somber/Serious	10.3%	9.4%	110
↓ B. Light and Airy	29.1%	34.7%	84
▲ C. Both A and B	34.8%	27.7%	126
D. No Preference or Not Interested	25.9%	28.2%	92



Date: 2/3/2022

Prepared For:
 CCBA NE
 217 e 9th st
 Hopkinsville, ky 42240

Study Area Definition:
 Custom Polygon

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			

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
▲ Television	58.6%	47.3%	124
↓ Radio	11.7%	13.3%	88
PRINT MEDIA:			
↓ Local Newspaper	29.8%	36.1%	82
↓ National Newspaper	2.7%	4.3%	61
↓ Magazines	1.9%	2.4%	80

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
↓ Television	27.9%	31.9%	87
▲ Radio	28.5%	23.8%	120
PRINT MEDIA:			
Local Newspaper	34.5%	32.7%	106
↓ National Newspaper	4.9%	5.8%	85
Magazines	7.3%	7.0%	104

SUMMARY

Overall Broadcast Media Index (100 = Average)	109
Overall Print Media Index	92



Ministry Area Profile 2022 Compass REPORT

Communication

Date: 2/3/2022

Prepared For:
CCBA NE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon

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			

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	44.5%	36.2%	123
▲ Putting Ad in Local Newspaper	43.9%	33.8%	130
▲ Local Cable Channels	34.7%	30.4%	114

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	51.0%	53.7%	95
Calling and Offering to Send Information By Mail	31.2%	29.5%	106
▲ Calling and Discussing on the Phone	17.6%	12.0%	147

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	33.2%	20.1%	165
▲ Going Door to Door	23.5%	14.0%	168

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	13.8%	19.6%	70
↓ Putting Ad in Local Newspaper	13.7%	21.5%	64
↓ Local Cable Channels	25.0%	30.7%	81

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.8%	13.3%	88
↓ Calling and Offering to Send Information By Mail	28.4%	34.0%	83
↓ Calling and Discussing on the Phone	50.4%	60.6%	83

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	34.0%	49.6%	69
↓ Going Door to Door	48.1%	64.0%	75

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	122
Direct Methods Index	105
▲ Face-to-Face Methods Index	166

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	73
↓ Direct Methods Index	84
↓ Face-to-Face Methods Index	72