

ministry area profile 2022

CCBA NW
9997 Dawson Springs Rd
Crofton , ky 42217

Study Area Definition:
Custom Polygon



ID# 296265:296265

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How many people live in the defined study area?

Currently, there are 5,978 persons residing in the defined study area. This represents an increase of 662 or 12.5% 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?

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)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very low* with only 10 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working Families* representing 58.4% 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 *somewhat high*. Among individual groups, *Anglos* represent 87.8% of the population and all other racial/ethnic groups make up just 12.2% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 6.2% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 20.7% 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 *Survivors* (age 41 to 61) comprised of 1,559 persons or 26.1% of the total population in the area. *Boomers* (age 62 to 79) make up 20.0% 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)



Overall, how traditional are the family structures?

The area can be described as *very traditional* due to the above 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 *very low*. While 82.5% 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 14.8% 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: *Finding A Good Church, Finding Spiritual Teaching, Divorce, Problems in Schools, Teen/Child Problems* and *Abusive Relationships*. (see page 16)



What is the likely faith receptivity?

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



What is the likely giving potential in the area?

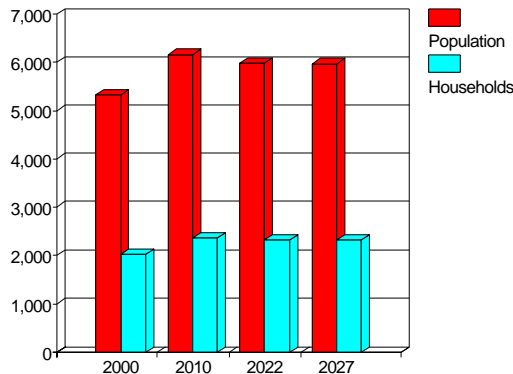
Based upon the average household income of \$76,350 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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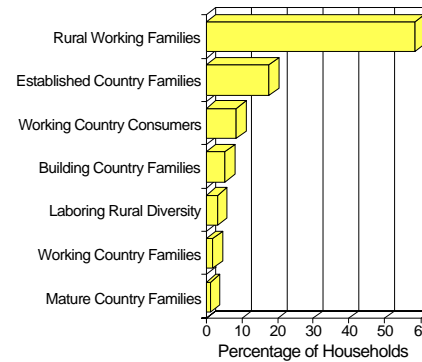
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Population and Households

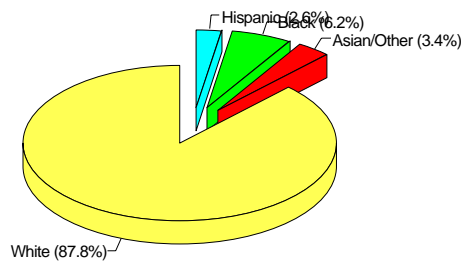


Primary U.S. Lifestyles Segments-2022

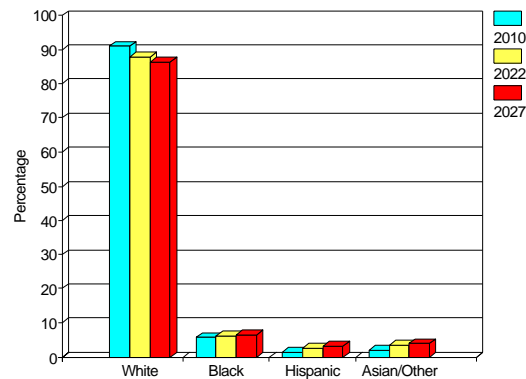


The population in the study area has decreased by 181 persons, or 2.9% since 2010 and is projected to decrease by 14 persons, or 0.2% between 2022 and 2027. The number of households has decreased by 40, or 1.7% since 2010 and is projected to remain stable through 2027.

Population By Race/Ethnicity-2022

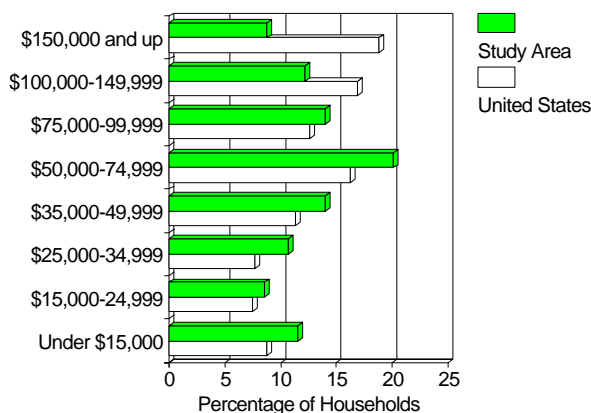


Population By Race/Ethnicity Trend

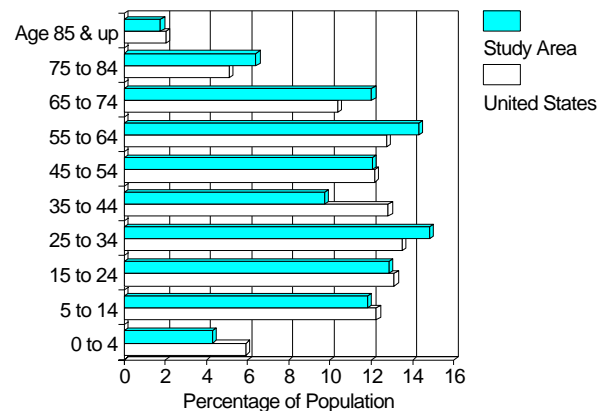


Between 2022 and 2027, the White population is projected to decrease by 95 persons and to decrease from 87.8% to 86.4% of the total population. The Black population is projected to increase by 16 persons and to increase from 6.2% to 6.5% of the total. The Hispanic/Latino population is projected to increase by 32 persons and to increase from 2.6% to 3.1% of the total. The Asian/Other population is projected to increase by 33 persons and to increase from 3.4% to 4.0% of the total population.

Households By Income-2022



Population by Age-2022

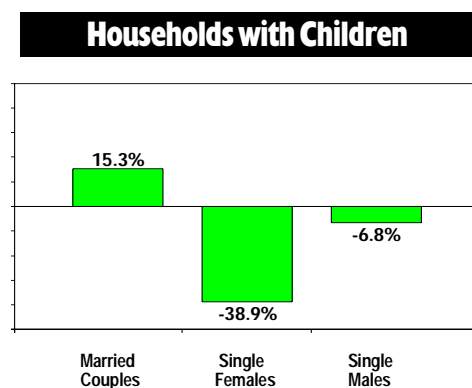
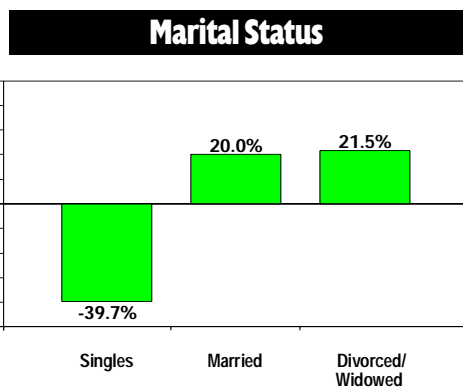
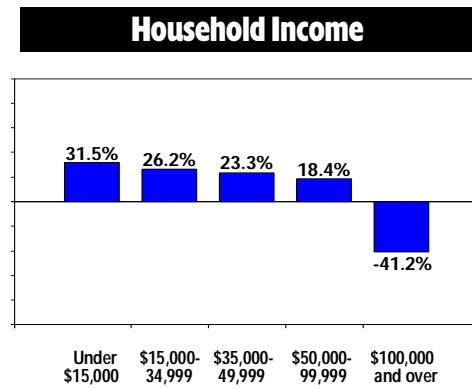
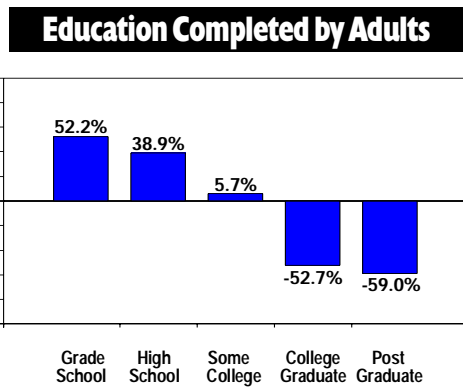
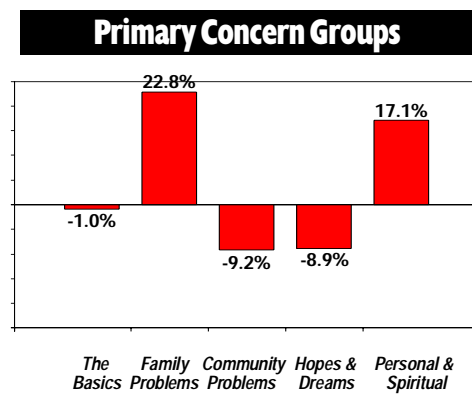
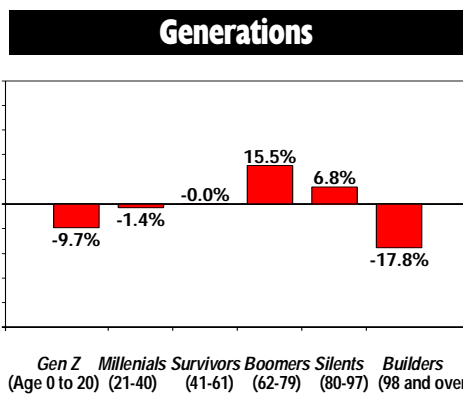
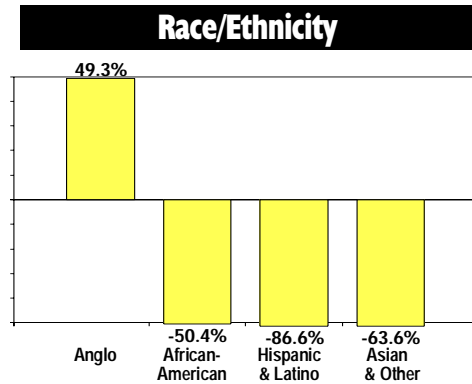
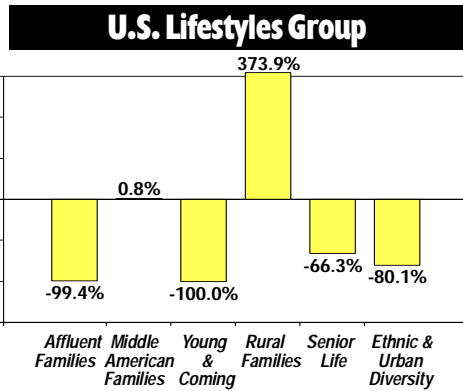


The average household income in the study area is \$76350 a year as compared to the U.S. average of \$103625. The average age in the study area is 41.8 and is projected to increase to 42.3 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

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POPULATION				
	2000 Census	2010 Census	2022 Update	2027 Projection
▲ Indicates a consistent upward trend				
↓ Indicates a consistent downward trend				
↓ Population	5,316	6,159	5,978	5,964
Population Change		843	(181)	(14)
Percentage Change		15.9%	-2.9%	-0.2%
Average Annual Growth Rate		1.6%	-0.2%	-0.0%
Density (Pop. per square mile)	25	29	28	28
HOUSEHOLDS				
Households	2,024	2,360	2,320	2,322
Household Change		336	(40)	2
Percentage Change		16.6%	-1.7%	0.1%
Average Annual Growth Rate		1.7%	-0.1%	0.0%
↓ Persons Per Household	2.60	2.58	2.55	2.54

POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	5,602	91.0%	5,249	87.8%	5,154	86.4%
▲ African-American (Non-Hisp)	349	5.7%	369	6.2%	385	6.5%
▲ Hispanic/Latino	84	1.4%	154	2.6%	186	3.1%
▲ Asian/Other (Non-Hisp)	124	2.0%	206	3.4%	239	4.0%

POPULATION BY GENDER						
Female	3,056	49.6%	2,925	48.9%	2,926	49.1%
Male	3,103	50.4%	3,053	51.1%	3,038	50.9%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	694	11.3%	1,408	23.6%	1,747	29.3%
▲ Millennials (Born 1982 to 2001)	1,468	23.8%	1,557	26.0%	1,626	27.3%
↓ Survivors (Born 1961 to 1981)	1,733	28.1%	1,559	26.1%	1,430	24.0%
↓ Boomers (Born 1943 to 1960)	1,563	25.4%	1,196	20.0%	1,038	17.4%
↓ Silents (Born 1925 to 1942)	648	10.5%	255	4.3%	122	2.0%
↓ Builders (Born 1924 and earlier)	58	0.9%	4	0.1%	1	0.0%

AGE			
▲ Average Age	39.8	41.8	42.3
Median Age	41.0	41.1	41.1

INCOME			
▲ Average Household Income	\$61,491	\$76,350	\$84,394
▲ Median Household Income	\$44,724	\$56,430	\$61,454
▲ Per Capita Income	\$23,562	\$29,631	\$32,858

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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	60	2.6%	204	8.8%	243	10.5%
\$100,000 to \$149,999	318	13.5%	284	12.2%	358	15.4%
\$75,000 to \$99,999	271	11.5%	324	14.0%	315	13.6%
▲ \$50,000 to \$74,999	440	18.7%	467	20.1%	476	20.5%
↓ \$35,000 to \$49,999	412	17.5%	325	14.0%	284	12.2%
↓ \$25,000 to \$34,999	411	17.4%	249	10.7%	220	9.5%
↓ \$15,000 to \$24,999	312	13.2%	198	8.5%	187	8.1%
Under \$15,000	135	5.7%	269	11.6%	240	10.3%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	364	5.9%	257	4.3%	275	4.6%
↓ Required Formal Schooling (5-17)	1,137	18.5%	932	15.6%	881	14.8%
College Years, Career Starts (18-24)	413	6.7%	544	9.1%	502	8.4%
▲ Singles and Young Families (25-34)	633	10.3%	886	14.8%	908	15.2%
↓ Families, Empty Nesters (35-54)	1,821	29.6%	1,300	21.7%	1,294	21.7%
↓ Enrichment Years Singles/Couples (55-64)	893	14.5%	855	14.3%	791	13.3%
▲ Retirement Opportunities (65+)	902	14.6%	1,205	20.2%	1,313	22.0%
POPULATION BY AGE (DETAIL)						
Under 5 years	364	5.9%	257	4.3%	275	4.6%
↓ 5 to 9 years	413	6.7%	342	5.7%	289	4.8%
↓ 10 to 14 years	442	7.2%	365	6.1%	364	6.1%
15 to 17 years	282	4.6%	225	3.8%	228	3.8%
18 to 20 years	198	3.2%	219	3.7%	212	3.6%
21 to 24 years	215	3.5%	325	5.4%	290	4.9%
25 to 29 years	310	5.0%	532	8.9%	444	7.4%
▲ 30 to 34 years	323	5.2%	354	5.9%	464	7.8%
35 to 39 years	405	6.6%	287	4.8%	344	5.8%
40 to 44 years	447	7.3%	294	4.9%	352	5.9%
↓ 45 to 49 years	496	8.1%	324	5.4%	278	4.7%
↓ 50 to 54 years	473	7.7%	395	6.6%	320	5.4%
↓ 55 to 59 years	455	7.4%	438	7.3%	374	6.3%
60 to 64 years	438	7.1%	417	7.0%	417	7.0%
▲ 65 to 69 years	328	5.3%	376	6.3%	381	6.4%
▲ 70 to 74 years	248	4.0%	341	5.7%	402	6.7%
▲ 75 to 84 years	262	4.3%	382	6.4%	407	6.8%
▲ 85 or more years	64	1.0%	106	1.8%	123	2.1%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2022)	5,013			
↓ Single (Never Married)	1,022	20.4%	33.8%	60
Married	2,979	59.4%	49.5%	120
▲ Divorced/Widowed	1,013	20.2%	16.6%	121
Marital Status Females 15 and Older (2022)				
↓ Single (Never Married)	442	18.0%	30.8%	59
▲ Married	1,475	60.1%	48.4%	124
Divorced/Widowed	537	21.9%	20.8%	105
Marital Status Males 15 and Older (2022)				
↓ Single (Never Married)	580	22.7%	37.0%	61
Married	1,503	58.7%	50.7%	116
▲ Divorced/Widowed	476	18.6%	12.2%	152
FAMILY STRUCTURE				
Households By Type (2022)	2,320			
▲ Married Couple	1,467	63.2%	48.8%	130
Other Family - Male Head of Household	102	4.4%	4.9%	90
↓ Other Family - Female Head of Household	196	8.4%	12.9%	66
Non Family - Male Head of Household	314	13.5%	15.8%	86
↓ Non Family - Female Head of Household	240	10.3%	17.7%	59
Households With Children 0 to 18 (2022)				
Married Couple Family	597	75.6%	65.6%	115
Other Family - Male Head of Household	62	7.8%	8.4%	93
↓ Other Family - Female Head of Household	121	15.3%	25.1%	61
Non Family	9	1.1%	1.0%	118
Population By Household Type (2022)				
↓ Group Quarters	60	1.0%	2.4%	41

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GROUP QUARTERS				
Population In Group Quarters By Type (2022)	60			
↓ Correctional Facilities	10	16.7%	29.5%	57
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.5%	0
Nursing Homes	0	0.0%	18.7%	0
▲ Other	50	83.3%	15.3%	543
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	5,978			
▲ White (Non-Hispanic)	5,249	87.8%	58.8%	149
↓ African-American (Non-Hisp)	369	6.2%	12.5%	50
↓ Hispanic/Latino	154	2.6%	19.3%	13
↓ Native American (Non-Hisp)	12	0.2%	0.7%	28
↓ Asian (Non-Hisp)	44	0.7%	5.9%	12
↓ Hawaiian & Pacific Islander (Non-Hisp)	4	0.1%	0.2%	37
Other Races & Multiple Races (Non-Hisp)	146	2.4%	2.7%	92
Asian Population By Race (2022)	44			
▲ Chinese	17	38.6%	22.7%	170
↓ Japanese	1	2.3%	4.0%	56
↓ Indian	6	13.6%	22.9%	60
▲ Korean	13	29.5%	7.9%	373
↓ Vietnamese	0	0.0%	10.1%	0
↓ Other Asian Races	7	15.9%	32.4%	49
Hispanic/Latino Population By Race (2022)	154			
White	78	50.6%	53.1%	95
↓ African-American	1	0.6%	2.5%	26
↓ Native American	1	0.6%	1.4%	47
↓ Asian	0	0.0%	0.4%	0
Other Races & Multiple Races	74	48.1%	42.6%	113
Hispanic/Latino Population By Origin (2022)	154			
Mexican	94	61.0%	61.6%	99
▲ Puerto Rican	22	14.3%	10.0%	143
↓ Cuban	0	0.0%	3.6%	0
Other Hispanic Origin	38	24.7%	24.9%	99

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	1,448			
↓ Pre-Primary (Public)	19	1.3%	3.4%	38
↓ Pre-Primary (Private)	17	1.2%	2.6%	45
Elementary/High School (Public)	847	58.5%	58.9%	99
▲ Elementary/High School (Private)	171	11.8%	6.6%	178
Enrolled in College	394	27.2%	28.4%	96
Population By Education Completed (Age 25 and over) (2022)	4,245			
▲ Elementary (Less than 9 years)	317	7.5%	4.9%	153
▲ Some High School (9 to 11 years)	428	10.1%	6.6%	152
▲ High School Graduate (12 years)	1,587	37.4%	26.9%	139
Some College (13 to 15 years)	848	20.0%	20.1%	99
▲ Associate Degree	439	10.3%	8.6%	120
↓ Bachelor's Degree	405	9.5%	20.2%	47
↓ Graduate Degree	221	5.2%	12.7%	41
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	2,574			
↓ TOTAL WHITE COLLAR	1,123	43.6%	61.7%	71
Executive and Managerial	235	9.1%	10.5%	87
↓ Professional Specialty	255	9.9%	17.3%	57
↓ Technical Support	67	2.6%	9.6%	27
↓ Sales	190	7.4%	10.0%	74
Administrative Support & Clerical	376	14.6%	14.3%	102
▲ TOTAL BLUE COLLAR	1,451	56.4%	38.3%	147
Service: Private Households	66	2.6%	2.8%	92
Service: Protective	58	2.3%	2.2%	105
↓ Service: Other	105	4.1%	7.5%	54
▲ Farming, Forestry & Fishing	68	2.6%	0.7%	406
▲ Precision Production and Craft	662	25.7%	10.8%	239
▲ Operators and Assemblers	101	3.9%	3.1%	128
▲ Transportation and Material Moving	246	9.6%	7.6%	126
▲ Laborers	145	5.6%	3.8%	150

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	4,940			
Employed	2,475	50.1%	60.5%	83
Unemployed	135	2.7%	3.0%	92
▲ Not in Labor Force	2,329	47.1%	36.5%	129
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	1,170	66.4%	66.8%	99
With No Own Children	618	35.1%	42.2%	83
▲ With Own Children Age 0 to 5 only	133	7.5%	5.5%	138
▲ With Own Children Age 6 to 17 only	380	21.6%	14.8%	146
↓ With Own Children Both Age 0 to 5 and 6 to 17	39	2.2%	4.3%	51
TOTAL NOT WORKING (UNEMPLOYED)	99	5.6%	6.2%	90
↓ With No Own Children	49	2.8%	3.8%	74
With Own Children Age 0 to 5 only	12	0.7%	0.7%	103
With Own Children Age 6 to 17 only	26	1.5%	1.3%	117
▲ With Own Children Both Age 0 to 5 and 6 to 17	12	0.7%	0.5%	124
TOTAL NOT IN THE LABOR FORCE	494	28.0%	27.0%	104
With No Own Children	298	16.9%	17.1%	99
▲ With Own Children Age 0 to 5 only	122	6.9%	2.6%	266
↓ With Own Children Age 6 to 17 only	48	2.7%	4.6%	59
↓ With Own Children Both Age 0 to 5 and 6 to 17	26	1.5%	2.6%	56
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	2,320			
Above Poverty Line (Households with Children)	1,595	63.9%	62.3%	103
Above Poverty Line (Households without Children)	638	25.6%	27.0%	95
Below Poverty Line (Households with Children)	172	6.9%	6.2%	111
↓ Below Poverty Line (Households without Children)	90	3.6%	4.6%	79
Households By Presence of Retirement Income (2013)	2,360			
▲ With Retirement Income	582	24.7%	17.6%	140
Without Retirement Income	1,703	72.2%	81.5%	89

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HOUSING				
Occupied Units By Type (2022)	2,320			
▲ Owner Occupied	1,948	84.0%	65.2%	129
↓ Renter Occupied	372	16.0%	34.8%	46
↓ Median Rent (2013)	\$556		\$904	62
Structures By Number of Units (2022)	2,703			
Single Unit	2,138	79.1%	67.4%	117
↓ 3 to 4 Units	52	1.9%	7.9%	24
↓ 5 to 19 Units	8	0.3%	9.2%	3
↓ 20 to 49 Units	3	0.1%	3.7%	3
↓ 50 or more Units	0	0.0%	5.6%	0
▲ Mobile Home	502	18.6%	6.2%	301
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	33.94		2.56	1,324
Owner-Occupied Property Values (2022)	1,948			
▲ Under \$40,000	192	9.9%	4.2%	234
▲ \$40,000 to \$59,999	94	4.8%	2.1%	229
▲ \$60,000 to \$79,999	129	6.6%	2.9%	232
▲ \$80,000 to \$99,999	166	8.5%	3.6%	234
▲ \$100,000 to 149,999	410	21.0%	9.9%	212
▲ \$150,000 to \$199,999	275	14.1%	10.6%	133
\$200,000 to \$299,999	335	17.2%	19.1%	90
↓ \$300,000 to \$499,999	184	9.4%	24.2%	39
↓ \$500,000 to \$999,999	94	4.8%	17.2%	28
↓ \$1,000,000 and over	68	3.5%	6.1%	57
↓ Median Property Value	\$149,026		\$287,035	52

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HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	2,703			
↓ 2010 and later	132	4.9%	11.0%	44
2000 to 2009	339	12.5%	13.5%	93
▲ 1990 to 1999	484	17.9%	13.2%	136
1980 to 1989	301	11.1%	12.6%	88
▲ 1970 to 1979	587	21.7%	14.2%	153
1960 to 1969	282	10.4%	9.8%	106
1950 to 1959	279	10.3%	9.5%	108
↓ 1949 or earlier	299	11.1%	16.2%	68
Households By Number of Persons (2022)	2,320			
↓ 1 Person Household	496	21.4%	27.3%	78
2 Person Household	881	38.0%	32.4%	117
3 Person Household	433	18.7%	16.3%	115
4 Person Household	318	13.7%	13.0%	105
↓ 5 Person Household	116	5.0%	6.4%	78
↓ 6 Person Household	44	1.9%	2.8%	69
↓ 7 or more Person Household	32	1.4%	1.9%	73
Average Persons Per Household	2.6		2.6	100
Households By Heating Type (2013)	2,285			
↓ Utility and Other Gas	761	33.3%	54.0%	62
▲ Electric	1,390	60.8%	36.1%	168
↓ Oil	3	0.1%	6.1%	2
▲ Coal and Wood	119	5.2%	2.2%	234
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	12	0.5%	0.9%	56

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2022)	2,320			
↓ No Vehicles	102	4.4%	8.5%	52
↓ 1 Vehicle	463	20.0%	32.2%	62
2 Vehicle	923	39.8%	37.1%	107
▲ 3 or more Vehicles	832	35.9%	22.2%	162
Workers By Travel Time to Work (2022)	2,484			
Less than 15 minutes	713	28.7%	25.0%	115
▲ 15 to 29 minutes	1,074	43.2%	35.8%	121
30 to 44 minutes	437	17.6%	21.1%	83
↓ 45 to 59 minutes	142	5.7%	8.5%	67
↓ 60 or more minutes	118	4.8%	9.7%	49
Average Travel Time to Work (minutes)	25.4		29.8	85
Workers By Type of Transportation to Work (2022)	2,548			
Drive Alone	2,190	85.9%	76.5%	112
Car Pool	243	9.5%	9.0%	106
↓ Public Transportation	3	0.1%	5.0%	2
↓ Walk to Work	12	0.5%	2.7%	18
↓ Other Means	22	0.9%	1.3%	65
↓ Work at Home	77	3.0%	5.5%	55

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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.		
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,436	61.9%	13.1%	474
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	735	31.7%	31.4%	101
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	85	3.7%	18.4%	20
5	Senior Life (7, 20, 21, 22, 30 and 31)	54	2.3%	6.9%	34
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	2	0.1%	15.1%	1
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	1,354	58.4%	8.8%	666
16	Established Country Families	409	17.6%	6.4%	275
25	Working Country Consumers	195	8.4%	4.1%	204
28	Building Country Families	126	5.4%	2.8%	194
42	Laboring Rural Diversity	78	3.4%	1.5%	221
29	Working Country Families	45	1.9%	1.0%	202
31	Mature Country Families	27	1.2%	0.5%	216
20	Cautious and Mature	25	1.1%	2.6%	41
35	Laboring Country Families	17	0.7%	2.7%	27
27	Country Family Diversity	17	0.7%	0.3%	215
49	Exception Households	8	0.3%	0.2%	138
10	Suburban Mid-Life Families	4	0.2%	5.5%	3
40	Surviving Urban Diversity	3	0.1%	4.0%	3
24	Metro Multi-Ethnic Diversity	3	0.1%	2.7%	5
33	Laboring Rural Families	3	0.1%	0.1%	95
14	Secure Mid-Life Families	2	0.1%	0.7%	13
23	Established Empty-Nesters	1	0.0%	3.4%	1
22	Mature and Established	1	0.0%	1.8%	2
21	Mature and Stable	1	0.0%	0.6%	8
43	Laboring Urban Diversity	1	0.0%	0.5%	9

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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.		
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
46	Struggling Black Households	0	0.0%	2.5%	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
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
26	Working Suburban Families	0	0.0%	0.1%	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	2,320	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	47.5%	35.4%	134
Somewhat Involved with Their Faith	30.7%	29.9%	103
↓ Not Involved with Their Faith	22.5%	34.7%	65

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	28.4%	22.1%	128
Decreased Their Involvement with Their Faith in the Last 10 Years	22.3%	23.7%	94

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	196
▲ Baptist	43.3%	16.1%	269
↓ Catholic	9.7%	23.7%	41
↓ Congregational	1.5%	2.0%	78
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.0%	2.9%	70
▲ Holiness	2.1%	0.8%	259
↓ Jehovah's Witnesses	0.9%	1.1%	86
↓ Judaism	0.3%	3.2%	9
↓ Lutheran	1.4%	7.2%	20
▲ Methodist	12.8%	10.1%	127
↓ Mormon	0.4%	1.8%	24
↓ New Age	0.1%	0.6%	18
Non-Denominational / Independent	7.4%	6.9%	107
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.3%	2.4%	137
Presbyterian / Reformed	4.5%	4.6%	98
↓ Unitarian / Universalist	0.2%	0.7%	23
▲ Interested but No Preference	4.3%	3.9%	111
↓ Not Interested and No Preference	5.2%	11.1%	47
Likely to Have Changed Their Preference in the Last 10 Years	16.4%	16.8%	97

LEADERSHIP PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer A Leader Who:

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	11.7%	11.7%	100
↓ Lets them do what they want and stays out of the way	4.0%	4.8%	83
Works with them on deciding what to do and helps them do it	80.1%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	39.0%	43.5%	90
▲ Finding/Providing Health Insurance	34.4%	29.0%	119
Day-to-Day Financial Worries	33.5%	31.6%	106
Finding Employment Opportunities	13.7%	14.4%	95
↓ Finding Affordable Housing	6.8%	11.3%	60
▲ Providing Adequate Food	9.7%	8.6%	113
Finding Child Care	6.2%	6.3%	99
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	21.0%	16.7%	125
▲ Dealing With Teen / Child Problems	26.3%	20.7%	127
Finding/Providing Aging Parent Care	15.8%	15.5%	102
▲ Dealing With Abusive Relationships	14.3%	11.4%	126
▲ Dealing With Divorce	7.2%	4.5%	160
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	19.9%	27.0%	74
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	7.0%	8.5%	82
↓ Dealing with Social Injustice	7.7%	11.3%	68
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	44.2%	50.6%	87
↓ Finding Time for Recreation / Leisure	17.8%	25.3%	71
Finding Better Quality Healthcare	24.8%	23.9%	103
↓ Finding A Satisfying Job / Career	15.8%	19.3%	82
Finding Retirement Opportunities	17.4%	18.9%	92
▲ Achieving A Fulfilling Marriage	25.5%	22.3%	114
Developing Parenting Skills	15.1%	14.7%	103
↓ Achieving Educational Objectives	5.6%	7.5%	75
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.0%	29.8%	94
↓ Finding Companionship	13.6%	17.3%	79
▲ Finding A Good Church	27.9%	15.2%	184
▲ Finding Spiritual Teaching	22.0%	12.9%	170
Finding Life Direction	12.9%	14.0%	92

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KEY VALUES INDICATOR

Estimated 2022 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	89.6%	84.5%	106
▲ “God is actively involved in the world including nations and their governments”	74.6%	63.8%	117

SOCIETY:

“It is important to preserve the traditional American family structure”	95.0%	91.5%	104
“A healthy environment has become a national crisis”	81.1%	82.8%	98
“Public education is essential to the future of American society”	94.4%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	49.7%	50.1%	99
“The role of Churches / Synagogues is to help form and support moral values”	85.1%	81.1%	105
“Churches and religious organizations should provide more human services”	61.3%	62.6%	98

RACIAL / ETHNIC CHANGE:

↓ “The United States must open its doors to all people groups”	31.4%	36.3%	87
“The changing racial / ethnic face of America is a threat to our national heritage”	39.7%	36.3%	109

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.5%	59.8%	103
More than \$500 per year	31.2%	31.2%	100
More than \$1,000 per year	17.9%	17.4%	103

TO CHARITIES:

↓ More than \$100 per year	23.2%	33.7%	69
↓ More than \$500 per year	3.0%	6.8%	44
↓ More than \$1,000 per year	0.9%	2.3%	39

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	8.4%	16.1%	52
↓ More than \$500 per year	2.3%	4.3%	53
↓ More than \$1,000 per year	1.0%	2.2%	45

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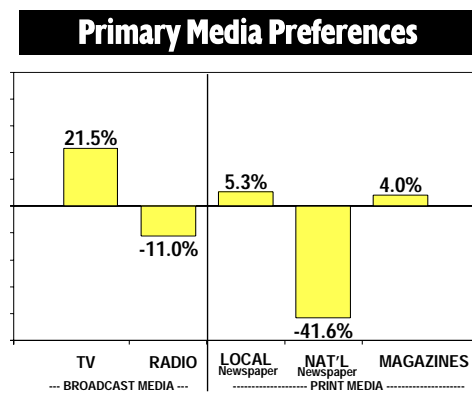
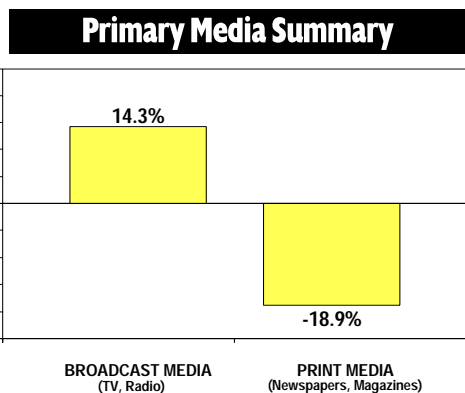
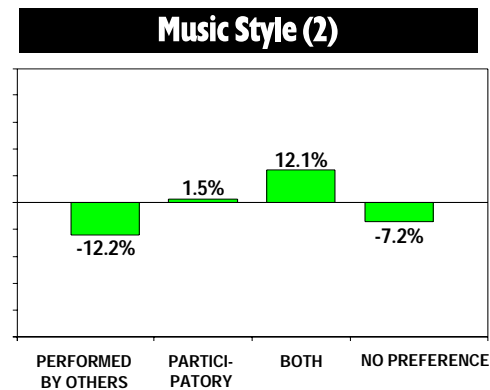
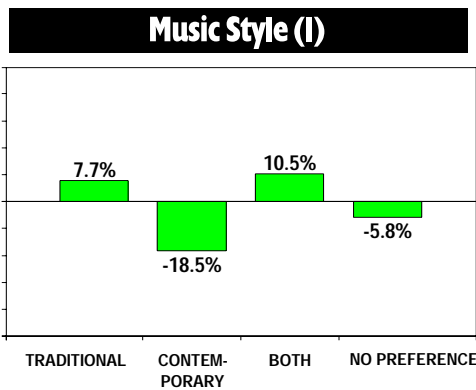
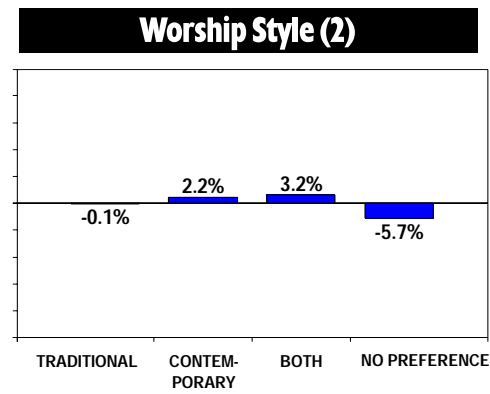
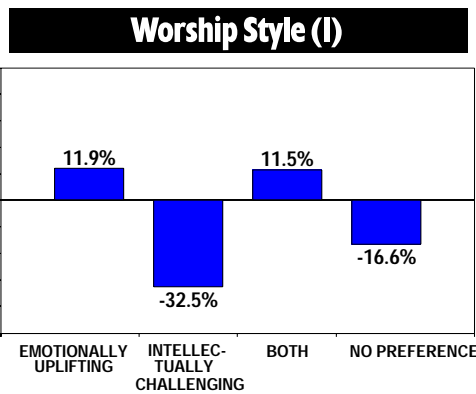
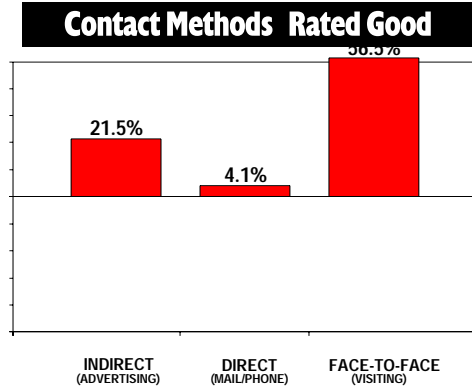
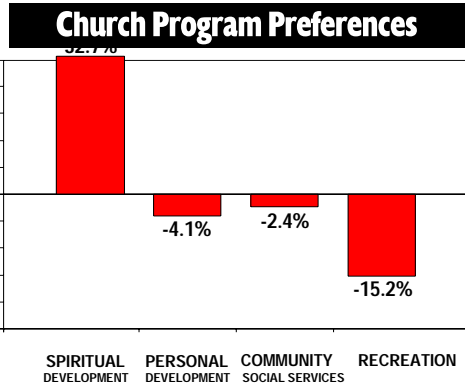
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:			
▲ Bible Study Discussion and Prayer Groups	68.3%	41.1%	166
Adult Theological Discussion Groups	20.7%	22.5%	92
Spiritual Retreats	10.8%	11.6%	93
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	14.9%	15.2%	98
Parent Training Programs	7.7%	7.8%	99
↓ Twelve Step Programs	2.6%	3.5%	75
Divorce Recovery	2.5%	2.4%	102
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	24.8%	22.5%	110
Care for the Terminally Ill	15.3%	15.7%	98
Food and Clothing Resources	10.8%	11.1%	97
↓ Day Care Services	4.5%	6.1%	73
↓ Church Sponsored Day-School	4.2%	5.7%	74
RECREATION:			
Youth Social Programs	32.7%	29.7%	110
Family Activities and Outings	31.8%	32.8%	97
↓ Active Retirement Programs	19.6%	26.8%	73
↓ Cultural Programs (Music, Drama, Art)	9.0%	18.9%	47
↓ Sports or Camping	4.0%	6.3%	64

SUMMARY

▲ Spiritual Development Index	133
Personal Development Index	96
Community/Social Services Index	98
↓ Recreation Index	85



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WORSHIP STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Worship which is:

PART 1:

▲ A. Emotionally Uplifting	29.5%	26.4%	112
↓ B. Intellectually Challenging	7.5%	11.1%	68
▲ C. Both A and B	43.7%	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	26.9%	26.3%	102
C. Both A and B	27.4%	26.5%	103
D. No Preference or Not Interested	25.4%	26.9%	94

MUSIC STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.3%	24.4%	108
↓ B. Contemporary	16.1%	19.7%	81
C. Both A and B	34.4%	31.1%	110
D. No Preference or Not Interested	23.3%	24.8%	94

PART 2:

↓ A. Performed by Others	16.4%	18.7%	88
B. Participatory	23.3%	22.9%	101
▲ C. Both A and B	36.1%	32.2%	112
D. No Preference or Not Interested	24.3%	26.2%	93



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MISSION EMPHASIS INDICATOR

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

PART 1:

↓ A. Community	19.5%	22.0%	89
B. Personal Spiritual Development	14.5%	14.3%	102
▲ C. Both A and B	41.6%	37.4%	111
D. No Preference or Not Interested	24.3%	26.3%	92

PART 2:

A. Global Mission	6.3%	6.2%	102
B. Local Mission	32.3%	33.3%	97
▲ C. Both A and B	33.5%	30.1%	111
D. No Preference or Not Interested	27.9%	30.4%	92

CHURCH ARCHITECTURE INDICATOR

Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	29.0%	26.6%	109
↓ B. Contemporary	10.6%	15.9%	66
▲ C. Both A and B	38.0%	32.3%	118
D. No Preference or Not Interested	22.9%	25.1%	91

PART 2:

A. Somber/Serious	10.2%	9.4%	109
↓ B. Light and Airy	29.8%	34.7%	86
▲ C. Both A and B	34.6%	27.7%	125
D. No Preference or Not Interested	25.5%	28.2%	90



Ministry Area Profile 2022 Compass REPORT

Communication

Date: 2/3/2022

Prepared For:
CCBA NW
9997 Dawson Springs Rd
Crofton, ky 42217

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	57.4%	47.3%	121
↓ Radio	11.9%	13.3%	89
PRINT MEDIA:			
↓ Local Newspaper	30.2%	36.1%	84
↓ National Newspaper	2.5%	4.3%	58
↓ Magazines	2.0%	2.4%	84

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
↓ Television	28.5%	31.9%	89
▲ Radio	28.1%	23.8%	118
PRINT MEDIA:			
Local Newspaper	34.4%	32.7%	105
↓ National Newspaper	4.7%	5.8%	81
Magazines	7.3%	7.0%	104

SUMMARY

Overall Broadcast Media Index (100 = Average)	108
Overall Print Media Index	92



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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	44.2%	36.2%	122
▲ Putting Ad in Local Newspaper	43.2%	33.8%	128
▲ Local Cable Channels	34.7%	30.4%	114

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	51.7%	53.7%	96
Calling and Offering to Send Information By Mail	30.9%	29.5%	105
▲ Calling and Discussing on the Phone	16.5%	12.0%	138

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	31.2%	20.1%	155
▲ Going Door to Door	22.2%	14.0%	159

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%	71
↓ Putting Ad in Local Newspaper	13.8%	21.5%	64
↓ Local Cable Channels	25.0%	30.7%	81

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.4%	13.3%	86
↓ Calling and Offering to Send Information By Mail	28.9%	34.0%	85
↓ Calling and Discussing on the Phone	51.7%	60.6%	85

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	36.1%	49.6%	73
↓ Going Door to Door	49.2%	64.0%	77

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	122
Direct Methods Index	104
▲ Face-to-Face Methods Index	156

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	73
↓ Direct Methods Index	85
↓ Face-to-Face Methods Index	75