

ministry area profile 2022

CCBA SE
217 e 9th st
Hopkinsville, ky 42240

Study Area Definition:
Custom Polygon



ID# 296268:296268

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How many people live in the defined study area?

Currently, there are 12,946 persons residing in the defined study area. This represents a decrease of 114 or 0.9% 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 *somewhat low* with 19 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 42.4% 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 *extremely high*. Among individual groups, *Anglos* represent 62.2% of the population and all other racial/ethnic groups make up 37.8% which is slightly below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 19.0% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 14.0% 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 4,879 persons or 37.7% 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 *very low*. While 86.8% 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 20.8% 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*, *Neighborhood Gangs*, *Divorce*, *Problems in Schools* and *Adequate Food*. (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?

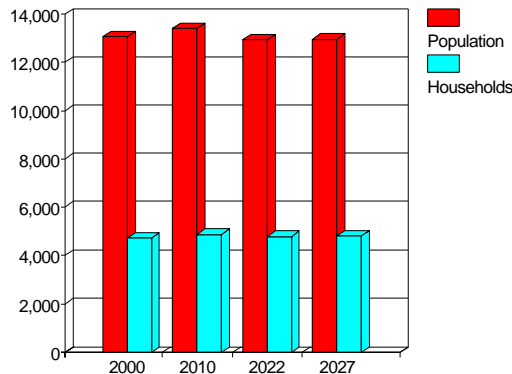
Based upon the average household income of \$70,006 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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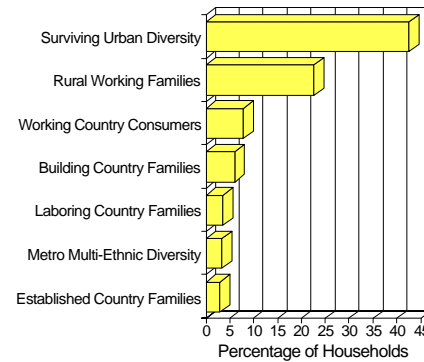
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Population and Households

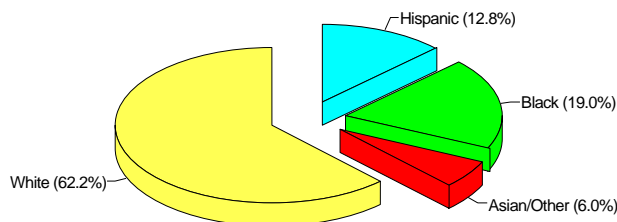


Primary U.S. Lifestyles Segments-2022

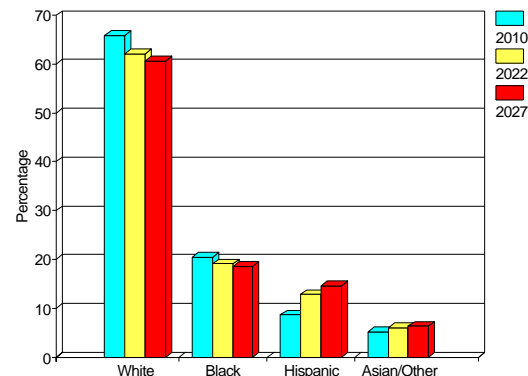


The population in the study area has decreased by 446 persons, or 3.3% since 2010 and is projected to remain stable through 2027. The number of households has decreased by 90, or 1.8% since 2010 and is projected to increase by 21, or 0.4% between 2022 and 2027.

Population By Race/Ethnicity-2022

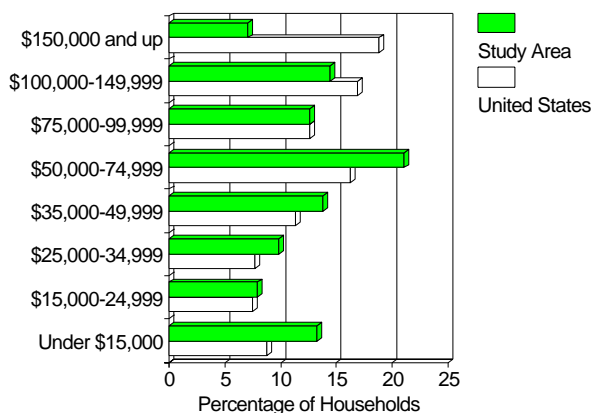


Population By Race/Ethnicity Trend

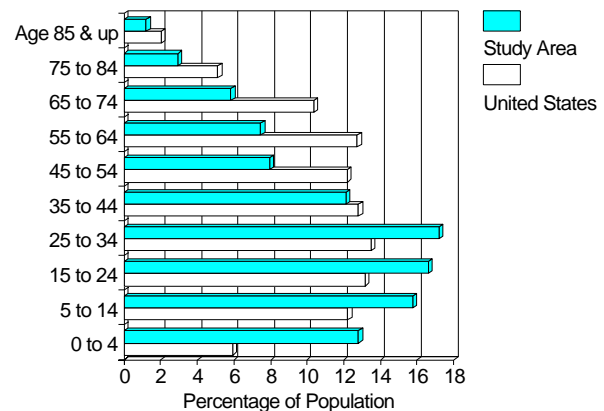


Between 2022 and 2027, the White population is projected to decrease by 197 persons and to decrease from 62.2% to 60.6% of the total population. The Black population is projected to decrease by 74 persons and to decrease from 19.0% to 18.5% of the total. The Hispanic/Latino population is projected to increase by 234 persons and to increase from 12.8% to 14.6% of the total. The Asian/Other population is projected to increase by 46 persons and to increase from 6.0% to 6.3% of the total population.

Households By Income-2022



Population by Age-2022

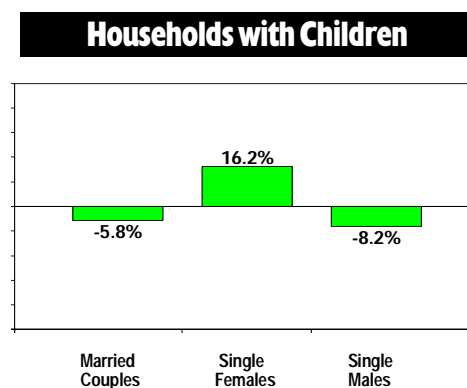
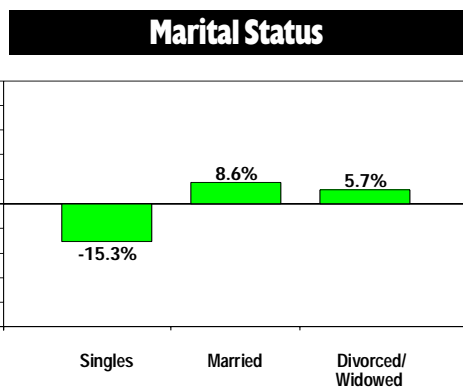
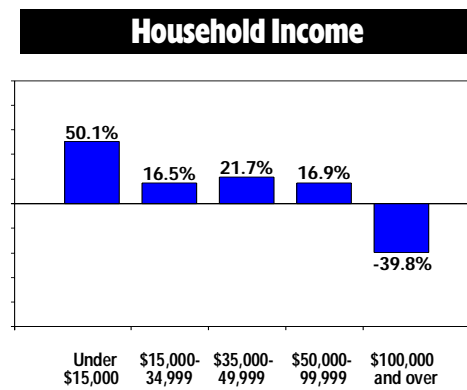
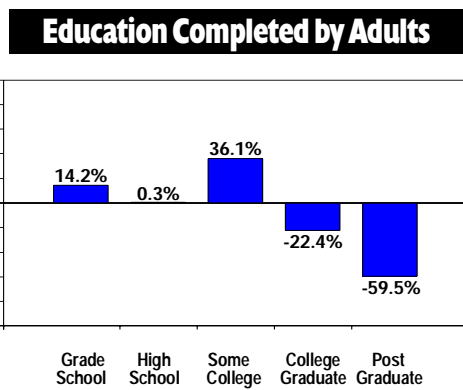
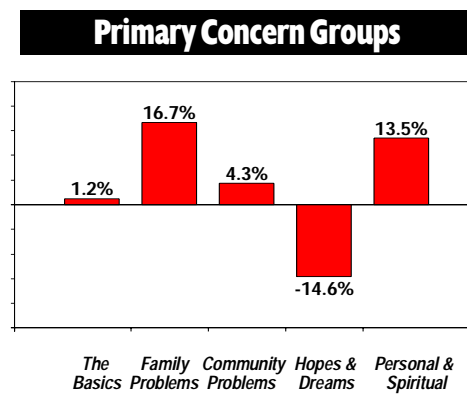
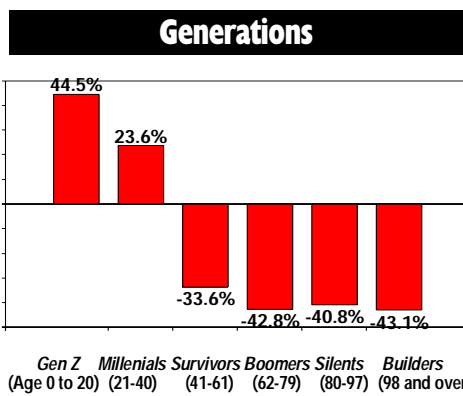
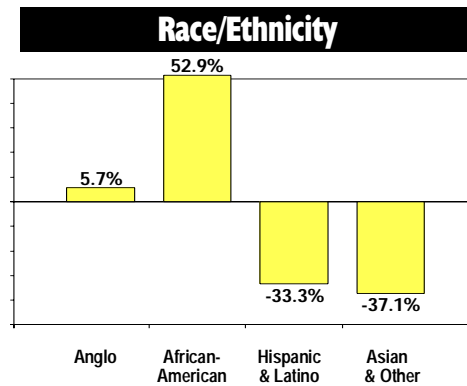
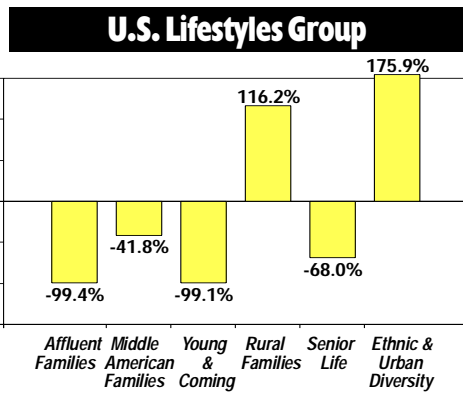


The average household income in the study area is \$70006 a year as compared to the U.S. average of \$103625. The average age in the study area is 31.1 and is projected to increase to 31.4 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

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POPULATION				
	2000 Census	2010 Census	2022 Update	2027 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	13,060	13,392	12,946	12,955
Population Change		332	(446)	9
Percentage Change		2.5%	-3.3%	0.1%
Average Annual Growth Rate		0.3%	-0.3%	0.0%
Density (Pop. per square mile)	65	67	65	65
HOUSEHOLDS				
Households	4,714	4,888	4,798	4,819
Household Change		174	(90)	21
Percentage Change		3.7%	-1.8%	0.4%
Average Annual Growth Rate		0.4%	-0.2%	0.1%
↓ Persons Per Household	2.71	2.68	2.64	2.63

POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	8,821	65.9%	8,047	62.2%	7,850	60.6%
↓ African-American (Non-Hisp)	2,724	20.3%	2,465	19.0%	2,391	18.5%
▲ Hispanic/Latino	1,155	8.6%	1,663	12.8%	1,897	14.6%
▲ Asian/Other (Non-Hisp)	691	5.2%	771	6.0%	817	6.3%

POPULATION BY GENDER						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
Female	6,800	6,316	6,328	50.8%	48.8%	48.8%
Male	6,592	6,630	6,627	49.2%	51.2%	51.2%

POPULATION BY GENERATION						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
▲ Generation Z (Born 2002 and later)	2,582	4,879	5,986	19.3%	37.7%	46.2%
↓ Millennials (Born 1982 to 2001)	4,759	4,230	3,863	35.5%	32.7%	29.8%
↓ Survivors (Born 1961 to 1981)	3,336	2,243	1,899	24.9%	17.3%	14.7%
↓ Boomers (Born 1943 to 1960)	1,847	1,282	1,045	13.8%	9.9%	8.1%
↓ Silents (Born 1925 to 1942)	744	306	160	5.6%	2.4%	1.2%
↓ Builders (Born 1924 and earlier)	117	6	2	0.9%	0.0%	0.0%

AGE			
	2010 Census	2022 Update	2027 Projection
▲ Average Age	30.4	31.1	31.4
Median Age	29.6	28.8	29.1

INCOME			
	2010 Census	2022 Update	2027 Projection
▲ Average Household Income	\$48,604	\$70,006	\$78,028
▲ Median Household Income	\$37,875	\$57,074	\$62,547
▲ Per Capita Income	\$17,740	\$25,945	\$29,025

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	118	2.4%	340	7.1%	473	9.8%
▲ \$100,000 to \$149,999	261	5.3%	692	14.4%	788	16.4%
▲ \$75,000 to \$99,999	396	8.1%	605	12.6%	673	14.0%
\$50,000 to \$74,999	999	20.4%	1,010	21.1%	893	18.5%
↓ \$35,000 to \$49,999	813	16.6%	663	13.8%	661	13.7%
↓ \$25,000 to \$34,999	1,069	21.9%	470	9.8%	402	8.3%
↓ \$15,000 to \$24,999	623	12.8%	383	8.0%	350	7.3%
Under \$15,000	608	12.4%	635	13.2%	578	12.0%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	1,673	12.5%	1,657	12.8%	1,626	12.6%
▲ Required Formal Schooling (5-17)	2,481	18.5%	2,627	20.3%	2,765	21.3%
↓ College Years, Career Starts (18-24)	1,953	14.6%	1,562	12.1%	1,353	10.4%
↓ Singles and Young Families (25-34)	2,546	19.0%	2,229	17.2%	2,159	16.7%
▲ Families, Empty Nesters (35-54)	2,678	20.0%	2,604	20.1%	2,805	21.7%
↓ Enrichment Years Singles/Couples (55-64)	1,002	7.5%	966	7.5%	882	6.8%
▲ Retirement Opportunities (65+)	1,052	7.9%	1,301	10.0%	1,365	10.5%
POPULATION BY AGE (DETAIL)						
Under 5 years	1,673	12.5%	1,657	12.8%	1,626	12.6%
5 to 9 years	1,136	8.5%	1,041	8.0%	1,126	8.7%
▲ 10 to 14 years	898	6.7%	1,002	7.7%	1,007	7.8%
▲ 15 to 17 years	447	3.3%	584	4.5%	632	4.9%
↓ 18 to 20 years	627	4.7%	595	4.6%	573	4.4%
21 to 24 years	1,326	9.9%	967	7.5%	780	6.0%
25 to 29 years	1,542	11.5%	855	6.6%	1,210	9.3%
30 to 34 years	1,004	7.5%	1,374	10.6%	949	7.3%
35 to 39 years	697	5.2%	900	7.0%	724	5.6%
▲ 40 to 44 years	677	5.1%	670	5.2%	947	7.3%
45 to 49 years	650	4.9%	529	4.1%	687	5.3%
↓ 50 to 54 years	654	4.9%	505	3.9%	447	3.5%
↓ 55 to 59 years	588	4.4%	477	3.7%	462	3.6%
60 to 64 years	414	3.1%	489	3.8%	420	3.2%
65 to 69 years	318	2.4%	430	3.3%	395	3.0%
▲ 70 to 74 years	248	1.9%	329	2.5%	384	3.0%
▲ 75 to 84 years	356	2.7%	383	3.0%	424	3.3%
▲ 85 or more years	130	1.0%	159	1.2%	162	1.3%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2022)	9,246			
Single (Never Married)	2,649	28.7%	33.8%	85
Married	4,973	53.8%	49.5%	109
Divorced/Widowed	1,625	17.6%	16.6%	106
Marital Status Females 15 and Older (2022)	4,545			
Single (Never Married)	1,234	27.2%	30.8%	88
Married	2,426	53.4%	48.4%	110
Divorced/Widowed	885	19.5%	20.8%	93
Marital Status Males 15 and Older (2022)	4,701			
Single (Never Married)	1,415	30.1%	37.0%	81
Married	2,546	54.2%	50.7%	107
▲ Divorced/Widowed	740	15.7%	12.2%	129
FAMILY STRUCTURE				
Households By Type (2022)	4,798			
Married Couple	2,375	49.5%	48.8%	102
Other Family - Male Head of Household	228	4.8%	4.9%	97
Other Family - Female Head of Household	740	15.4%	12.9%	120
Non Family - Male Head of Household	811	16.9%	15.8%	107
↓ Non Family - Female Head of Household	644	13.4%	17.7%	76
Households With Children 0 to 18 (2022)	2,058			
Married Couple Family	1,271	61.8%	65.6%	94
Other Family - Male Head of Household	159	7.7%	8.4%	92
Other Family - Female Head of Household	599	29.1%	25.1%	116
▲ Non Family	29	1.4%	1.0%	146
Population By Household Type (2022)	12,946			
Group Quarters	295	2.3%	2.4%	94

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GROUP QUARTERS				
Population In Group Quarters By Type (2022)	295			
↓ Correctional Facilities	7	2.4%	29.5%	8
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.5%	0
Nursing Homes	104	35.3%	18.7%	188
▲ Other	185	62.7%	15.3%	409
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	12,946			
White (Non-Hispanic)	8,047	62.2%	58.8%	106
▲ African-American (Non-Hisp)	2,465	19.0%	12.5%	153
↓ Hispanic/Latino	1,664	12.9%	19.3%	67
↓ Native American (Non-Hisp)	68	0.5%	0.7%	72
↓ Asian (Non-Hisp)	138	1.1%	5.9%	18
▲ Hawaiian & Pacific Islander (Non-Hisp)	39	0.3%	0.2%	167
▲ Other Races & Multiple Races (Non-Hisp)	525	4.1%	2.7%	153
Asian Population By Race (2022)	146			
↓ Chinese	3	2.1%	22.7%	9
▲ Japanese	8	5.5%	4.0%	136
↓ Indian	13	8.9%	22.9%	39
▲ Korean	15	10.3%	7.9%	130
↓ Vietnamese	0	0.0%	10.1%	0
▲ Other Asian Races	107	73.3%	32.4%	226
Hispanic/Latino Population By Race (2022)	1,664			
White	766	46.0%	53.1%	87
▲ African-American	113	6.8%	2.5%	267
Native American	27	1.6%	1.4%	118
Asian	8	0.5%	0.4%	116
Other Races & Multiple Races	750	45.1%	42.6%	106
Hispanic/Latino Population By Origin (2022)	1,664			
Mexican	852	51.2%	61.6%	83
▲ Puerto Rican	422	25.4%	10.0%	254
↓ Cuban	45	2.7%	3.6%	75
Other Hispanic Origin	344	20.7%	24.9%	83

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	Number	Percent		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	3,709			
▲ Pre-Primary (Public)	199	5.4%	3.4%	156
↓ Pre-Primary (Private)	28	0.8%	2.6%	29
Elementary/High School (Public)	2,394	64.5%	58.9%	110
↓ Elementary/High School (Private)	174	4.7%	6.6%	71
Enrolled in College	915	24.7%	28.4%	87
Population By Education Completed (Age 25 and over) (2022)	7,100			
▲ Elementary (Less than 9 years)	473	6.7%	4.9%	136
Some High School (9 to 11 years)	462	6.5%	6.6%	98
High School Graduate (12 years)	1,918	27.0%	26.9%	100
▲ Some College (13 to 15 years)	2,093	29.5%	20.1%	147
Associate Degree	677	9.5%	8.6%	111
↓ Bachelor's Degree	1,112	15.7%	20.2%	78
↓ Graduate Degree	365	5.1%	12.7%	41
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	4,557			
↓ TOTAL WHITE COLLAR	2,135	46.9%	61.7%	76
↓ Executive and Managerial	273	6.0%	10.5%	57
↓ Professional Specialty	597	13.1%	17.3%	76
↓ Technical Support	208	4.6%	9.6%	48
Sales	429	9.4%	10.0%	94
Administrative Support & Clerical	628	13.8%	14.3%	96
▲ TOTAL BLUE COLLAR	2,420	53.1%	38.3%	139
Service: Private Households	123	2.7%	2.8%	97
▲ Service: Protective	226	5.0%	2.2%	230
▲ Service: Other	432	9.5%	7.5%	127
▲ Farming, Forestry & Fishing	78	1.7%	0.7%	263
▲ Precision Production and Craft	710	15.6%	10.8%	145
Operators and Assemblers	136	3.0%	3.1%	97
▲ Transportation and Material Moving	582	12.8%	7.6%	169
↓ Laborers	133	2.9%	3.8%	78

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	9,053			
Employed	5,103	56.4%	60.5%	93
▲ Unemployed	596	6.6%	3.0%	222
Not in Labor Force	3,354	37.0%	36.5%	101
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	2,255	56.9%	66.8%	85
↓ With No Own Children	1,191	30.1%	42.2%	71
▲ With Own Children Age 0 to 5 only	280	7.1%	5.5%	129
With Own Children Age 6 to 17 only	531	13.4%	14.8%	90
▲ With Own Children Both Age 0 to 5 and 6 to 17	253	6.4%	4.3%	148
TOTAL NOT WORKING (UNEMPLOYED)	265	6.7%	6.2%	108
↓ With No Own Children	93	2.3%	3.8%	63
▲ With Own Children Age 0 to 5 only	107	2.7%	0.7%	410
↓ With Own Children Age 6 to 17 only	27	0.7%	1.3%	54
▲ With Own Children Both Age 0 to 5 and 6 to 17	38	1.0%	0.5%	175
▲ TOTAL NOT IN THE LABOR FORCE	1,444	36.4%	27.0%	135
With No Own Children	643	16.2%	17.1%	95
▲ With Own Children Age 0 to 5 only	293	7.4%	2.6%	285
▲ With Own Children Age 6 to 17 only	329	8.3%	4.6%	179
▲ With Own Children Both Age 0 to 5 and 6 to 17	179	4.5%	2.6%	171
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	4,798			
Above Poverty Line (Households with Children)	2,903	55.3%	62.3%	89
Above Poverty Line (Households without Children)	1,536	29.3%	27.0%	108
▲ Below Poverty Line (Households with Children)	442	8.4%	6.2%	136
▲ Below Poverty Line (Households without Children)	366	7.0%	4.6%	153
Households By Presence of Retirement Income (2013)				
↓ With Retirement Income	640	13.1%	17.6%	75
Without Retirement Income	4,340	88.8%	81.5%	109

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HOUSING				
Occupied Units By Type (2022)	4,798			
↓ Owner Occupied	2,497	52.0%	65.2%	80
▲ Renter Occupied	2,301	48.0%	34.8%	138
Median Rent (2013)	\$771		\$904	85
Structures By Number of Units (2022)	5,816			
Single Unit	3,912	67.3%	67.4%	100
3 to 4 Units	381	6.6%	7.9%	83
5 to 19 Units	513	8.8%	9.2%	96
↓ 20 to 49 Units	22	0.4%	3.7%	10
↓ 50 or more Units	16	0.3%	5.6%	5
▲ Mobile Home	972	16.7%	6.2%	271
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	4.20		2.56	164
Owner-Occupied Property Values (2022)	2,497			
▲ Under \$40,000	134	5.4%	4.2%	127
\$40,000 to \$59,999	51	2.0%	2.1%	97
▲ \$60,000 to \$79,999	121	4.8%	2.9%	170
▲ \$80,000 to \$99,999	205	8.2%	3.6%	225
▲ \$100,000 to 149,999	644	25.8%	9.9%	260
▲ \$150,000 to \$199,999	557	22.3%	10.6%	210
\$200,000 to \$299,999	529	21.2%	19.1%	111
↓ \$300,000 to \$499,999	104	4.2%	24.2%	17
↓ \$500,000 to \$999,999	51	2.0%	17.2%	12
↓ \$1,000,000 and over	100	4.0%	6.1%	65
↓ Median Property Value	\$161,945		\$287,035	56

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HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	5,816			
↓ 2010 and later	482	8.3%	11.0%	75
▲ 2000 to 2009	1,273	21.9%	13.5%	162
▲ 1990 to 1999	1,457	25.1%	13.2%	190
1980 to 1989	613	10.5%	12.6%	84
↓ 1970 to 1979	608	10.5%	14.2%	74
1960 to 1969	551	9.5%	9.8%	96
1950 to 1959	447	7.7%	9.5%	81
↓ 1949 or earlier	385	6.6%	16.2%	41
Households By Number of Persons (2022)	4,798			
1 Person Household	1,247	26.0%	27.3%	95
2 Person Household	1,422	29.6%	32.4%	92
▲ 3 Person Household	942	19.6%	16.3%	121
4 Person Household	660	13.8%	13.0%	106
5 Person Household	289	6.0%	6.4%	93
6 Person Household	132	2.8%	2.8%	100
7 or more Person Household	107	2.2%	1.9%	118
Average Persons Per Household	2.7		2.6	103
Households By Heating Type (2013)	4,980			
↓ Utility and Other Gas	988	19.8%	54.0%	37
▲ Electric	3,835	77.0%	36.1%	213
↓ Oil	11	0.2%	6.1%	4
Coal and Wood	108	2.2%	2.2%	97
Solar/Other Fuel	28	0.6%	0.5%	114
↓ No Fuel Used	10	0.2%	0.9%	21

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2022)	4,798			
↓ No Vehicles	323	6.7%	8.5%	80
1 Vehicle	1,331	27.7%	32.2%	86
2 Vehicle	2,103	43.8%	37.1%	118
3 or more Vehicles	1,041	21.7%	22.2%	98
Workers By Travel Time to Work (2022)	5,019			
▲ Less than 15 minutes	1,844	36.7%	25.0%	147
15 to 29 minutes	2,018	40.2%	35.8%	112
↓ 30 to 44 minutes	639	12.7%	21.1%	60
↓ 45 to 59 minutes	76	1.5%	8.5%	18
60 or more minutes	441	8.8%	9.7%	91
Average Travel Time to Work (minutes)	24.1		29.8	81
Workers By Type of Transportation to Work (2022)	5,185			
Drive Alone	4,449	85.8%	76.5%	112
Car Pool	422	8.1%	9.0%	91
↓ Public Transportation	10	0.2%	5.0%	4
↓ Walk to Work	29	0.6%	2.7%	21
▲ Other Means	131	2.5%	1.3%	189
↓ Work at Home	145	2.8%	5.5%	51

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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,433	50.7%	18.4%	276
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,355	28.2%	13.1%	216
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	877	18.3%	31.4%	58
5	Senior Life (7, 20, 21, 22, 30 and 31)	106	2.2%	6.9%	32
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	6	0.1%	14.7%	1
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	4	0.1%	15.1%	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.		
40	Surviving Urban Diversity	2,039	42.5%	4.0%	1051
38	Rural Working Families	1,084	22.6%	8.8%	258
25	Working Country Consumers	380	7.9%	4.1%	193
28	Building Country Families	290	6.0%	2.8%	216
35	Laboring Country Families	170	3.5%	2.7%	129
24	Metro Multi-Ethnic Diversity	166	3.5%	2.7%	126
16	Established Country Families	140	2.9%	6.4%	46
42	Laboring Rural Diversity	113	2.4%	1.5%	155
17	Large Young Families	59	1.2%	2.2%	57
46	Struggling Black Households	50	1.0%	2.5%	41
29	Working Country Families	50	1.0%	1.0%	108
43	Laboring Urban Diversity	46	1.0%	0.5%	189
22	Mature and Established	35	0.7%	1.8%	41
31	Mature Country Families	33	0.7%	0.5%	127
20	Cautious and Mature	30	0.6%	2.6%	24
49	Exception Households	25	0.5%	0.2%	209
26	Working Suburban Families	23	0.5%	0.1%	402
27	Country Family Diversity	18	0.4%	0.3%	110
44	Laboring Urban Life	18	0.4%	0.1%	500
33	Laboring Rural Families	10	0.2%	0.1%	152

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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.		
34	College and Career Starters	6	0.1%	0.6%	22
21	Mature and Stable	6	0.1%	0.6%	22
10	Suburban Mid-Life Families	4	0.1%	5.5%	2
14	Secure Mid-Life Families	4	0.1%	0.7%	13
18	Working Urban Families	3	0.1%	4.0%	2
30	Urban Senior Life	2	0.0%	0.8%	5
23	Established Empty-Nesters	1	0.0%	3.4%	1
45	Struggling Urban Diversity	1	0.0%	2.5%	1
15	Reliable Young Starters	0	0.0%	4.3%	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
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
41	Struggling Hispanic Households	0	0.0%	1.6%	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
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
	TOTALS	4,806	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	45.2%	35.4%	128
Somewhat Involved with Their Faith	30.2%	29.9%	101
↓ Not Involved with Their Faith	24.3%	34.7%	70

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	26.5%	22.1%	120
Decreased Their Involvement with Their Faith in the Last 10 Years	22.5%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	192
▲ Baptist	43.4%	16.1%	270
↓ Catholic	10.1%	23.7%	43
↓ Congregational	1.6%	2.0%	80
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.2%	2.9%	76
▲ Holiness	2.1%	0.8%	254
Jehovah's Witnesses	1.0%	1.1%	91
↓ Judaism	0.3%	3.2%	11
↓ Lutheran	1.2%	7.2%	17
▲ Methodist	12.0%	10.1%	119
↓ Mormon	0.4%	1.8%	24
↓ New Age	0.1%	0.6%	21
Non-Denominational / Independent	7.3%	6.9%	106
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.3%	2.4%	136
Presbyterian / Reformed	4.3%	4.6%	93
↓ Unitarian / Universalist	0.2%	0.7%	29
▲ Interested but No Preference	4.4%	3.9%	114
↓ Not Interested and No Preference	5.5%	11.1%	50
Likely to Have Changed Their Preference in the Last 10 Years	16.5%	16.8%	98

LEADERSHIP PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer A Leader Who:

Tells them what to do	3.8%	4.0%	95
▲ Lets them do what they want and is supportive	13.0%	11.7%	111
↓ Lets them do what they want and stays out of the way	3.4%	4.8%	71
Works with them on deciding what to do and helps them do it	79.8%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	38.0%	43.5%	87
▲ Finding/Providing Health Insurance	32.7%	29.0%	113
Day-to-Day Financial Worries	33.6%	31.6%	106
Finding Employment Opportunities	14.9%	14.4%	104
↓ Finding Affordable Housing	9.9%	11.3%	87
▲ Providing Adequate Food	10.8%	8.6%	127
Finding Child Care	6.4%	6.3%	103
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	20.8%	16.7%	124
▲ Dealing With Teen / Child Problems	25.4%	20.7%	122
↓ Finding/Providing Aging Parent Care	13.8%	15.5%	89
▲ Dealing With Abusive Relationships	14.3%	11.4%	126
▲ Dealing With Divorce	6.0%	4.5%	135
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.9%	27.0%	103
Finding/Providing Good Schools	23.8%	23.5%	101
▲ Dealing with Problems in Schools	17.8%	13.6%	131
Dealing With Racial / Ethnic Prejudice	11.9%	13.1%	91
▲ Dealing With Neighborhood Gangs	11.4%	8.5%	135
↓ Dealing with Social Injustice	8.2%	11.3%	73
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	42.2%	50.6%	83
↓ Finding Time for Recreation / Leisure	16.5%	25.3%	65
Finding Better Quality Healthcare	23.7%	23.9%	99
↓ Finding A Satisfying Job / Career	16.7%	19.3%	86
↓ Finding Retirement Opportunities	16.0%	18.9%	85
Achieving A Fulfilling Marriage	22.3%	22.3%	100
↓ Developing Parenting Skills	13.1%	14.7%	89
↓ Achieving Educational Objectives	5.6%	7.5%	74
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	26.4%	29.8%	89
Finding Companionship	15.6%	17.3%	90
▲ Finding A Good Church	26.2%	15.2%	172
▲ Finding Spiritual Teaching	20.5%	12.9%	158
Finding Life Direction	12.6%	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”	89.4%	84.5%	106
▲ “God is actively involved in the world including nations and their governments”	71.6%	63.8%	112

SOCIETY:

“It is important to preserve the traditional American family structure”	92.9%	91.5%	102
“A healthy environment has become a national crisis”	82.0%	82.8%	99
“Public education is essential to the future of American society”	93.6%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	51.7%	50.1%	103
“The role of Churches / Synagogues is to help form and support moral values”	83.9%	81.1%	103
“Churches and religious organizations should provide more human services”	64.1%	62.6%	102

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	35.1%	36.3%	97
“The changing racial / ethnic face of America is a threat to our national heritage”	38.1%	36.3%	105

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.8%	59.8%	98
More than \$500 per year	28.6%	31.2%	92
↓ More than \$1,000 per year	14.8%	17.4%	85

TO CHARITIES:

↓ More than \$100 per year	23.6%	33.7%	70
↓ More than \$500 per year	3.6%	6.8%	53
↓ More than \$1,000 per year	1.2%	2.3%	52

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	10.0%	16.1%	62
↓ More than \$500 per year	3.3%	4.3%	77
↓ More than \$1,000 per year	1.7%	2.2%	77

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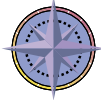
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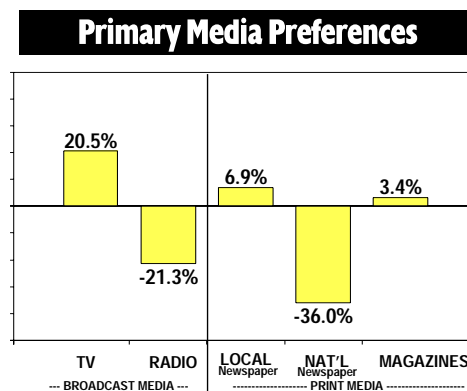
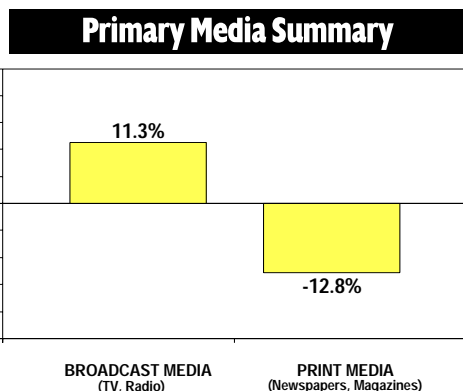
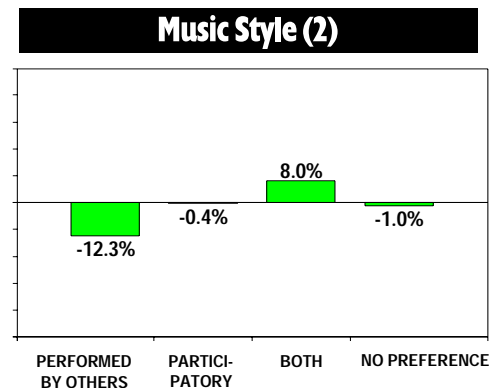
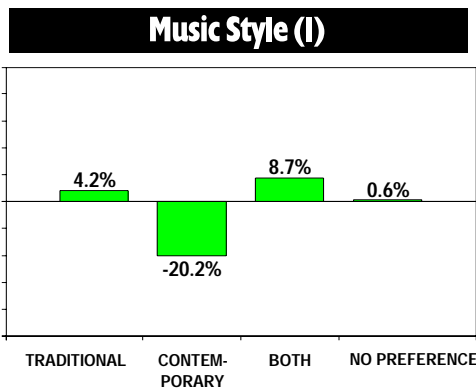
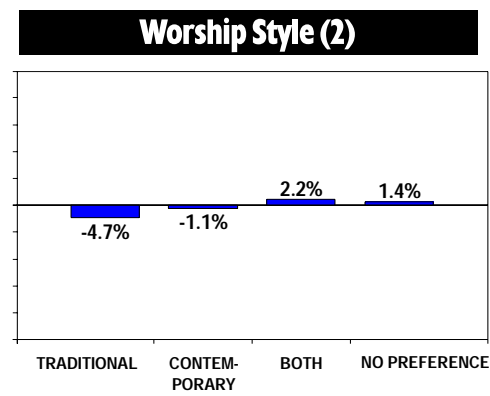
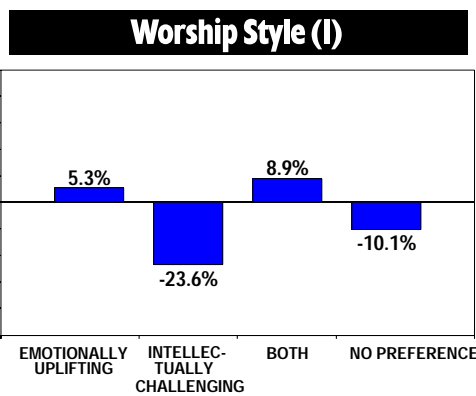
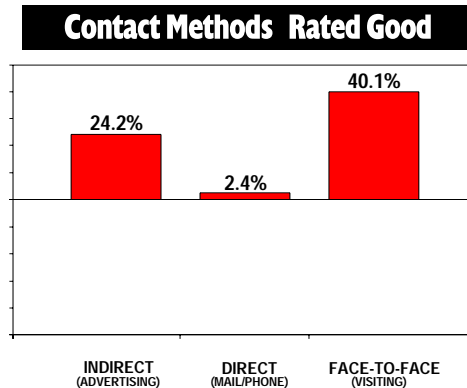
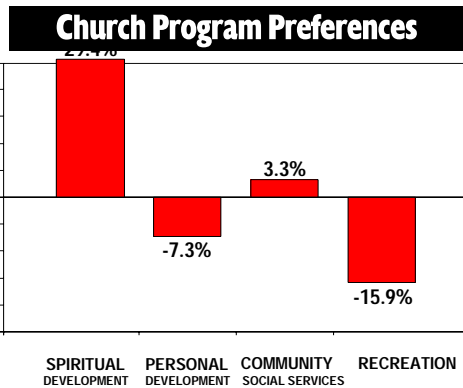
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	64.1%	41.1%	156
Adult Theological Discussion Groups	21.1%	22.5%	94
Spiritual Retreats	12.1%	11.6%	104

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	12.8%	15.2%	84
Parent Training Programs	8.5%	7.8%	109
↓ Twelve Step Programs	2.8%	3.5%	80
▲ Divorce Recovery	2.7%	2.4%	113

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	24.7%	22.5%	110
Care for the Terminally Ill	16.4%	15.7%	105
Food and Clothing Resources	12.2%	11.1%	110
↓ Day Care Services	5.1%	6.1%	84
↓ Church Sponsored Day-School	4.6%	5.7%	81

RECREATION:

Youth Social Programs	30.3%	29.7%	102
Family Activities and Outings	31.4%	32.8%	96
↓ Active Retirement Programs	20.3%	26.8%	76
↓ Cultural Programs (Music, Drama, Art)	10.0%	18.9%	53
↓ Sports or Camping	4.4%	6.3%	70

SUMMARY

▲ Spiritual Development Index	129
Personal Development Index	93
Community/Social Services Index	103
↓ Recreation Index	84



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WORSHIP STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	27.7%	26.4%	105
↓ B. Intellectually Challenging	8.5%	11.1%	76
C. Both A and B	42.6%	39.2%	109
D. No Preference or Not Interested	21.0%	23.4%	90

PART 2:

A. Traditional/Formal/Ceremonial	19.3%	20.2%	95
B. Contemporary/Informal	26.0%	26.3%	99
C. Both A and B	27.1%	26.5%	102
D. No Preference or Not Interested	27.3%	26.9%	101

MUSIC STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.4%	24.4%	104
↓ B. Contemporary	15.7%	19.7%	80
C. Both A and B	33.8%	31.1%	109
D. No Preference or Not Interested	24.9%	24.8%	101

PART 2:

↓ A. Performed by Others	16.4%	18.7%	88
B. Participatory	22.8%	22.9%	100
C. Both A and B	34.8%	32.2%	108
D. No Preference or Not Interested	25.9%	26.2%	99



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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	18.1%	22.0%	82
B. Personal Spiritual Development	15.1%	14.3%	106
C. Both A and B	40.6%	37.4%	109
D. No Preference or Not Interested	26.1%	26.3%	99

PART 2:

A. Global Mission	6.2%	6.2%	101
B. Local Mission	30.0%	33.3%	90
▲ C. Both A and B	33.9%	30.1%	112
D. No Preference or Not Interested	29.8%	30.4%	98

CHURCH ARCHITECTURE INDICATOR

Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.7%	26.6%	104
↓ B. Contemporary	11.3%	15.9%	71
▲ C. Both A and B	36.1%	32.3%	112
D. No Preference or Not Interested	24.7%	25.1%	99

PART 2:

▲ A. Somber/Serious	11.1%	9.4%	118
↓ B. Light and Airy	28.2%	34.7%	81
▲ C. Both A and B	33.2%	27.7%	120
D. No Preference or Not Interested	27.6%	28.2%	98



Date: 2/3/2022

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

▲ Television	57.0%	47.3%	121
↓ Radio	10.5%	13.3%	79

PRINT MEDIA:

Local Newspaper	32.5%	36.1%	90
↓ National Newspaper	2.8%	4.3%	64
↓ Magazines	2.1%	2.4%	88

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.1%	31.9%	91
▲ Radio	27.4%	23.8%	116

PRINT MEDIA:

Local Newspaper	34.9%	32.7%	107
↓ National Newspaper	4.2%	5.8%	73
Magazines	7.3%	7.0%	103

SUMMARY

Overall Broadcast Media Index (100 = Average)	107
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	44.2%	36.2%	122
▲ Putting Ad in Local Newspaper	41.6%	33.8%	123
▲ Local Cable Channels	39.0%	30.4%	128

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	52.6%	53.7%	98
Calling and Offering to Send Information By Mail	30.7%	29.5%	104
▲ Calling and Discussing on the Phone	14.3%	12.0%	119

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	28.4%	20.1%	141
▲ Going Door to Door	19.3%	14.0%	138

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	14.3%	19.6%	73
↓ Putting Ad in Local Newspaper	15.6%	21.5%	72
↓ Local Cable Channels	22.8%	30.7%	74

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.3%	13.3%	84
↓ Calling and Offering to Send Information By Mail	29.3%	34.0%	86
Calling and Discussing on the Phone	55.8%	60.6%	92

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	39.8%	49.6%	80
↓ Going Door to Door	52.8%	64.0%	83

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	124
Direct Methods Index	102
▲ Face-to-Face Methods Index	140

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	73
↓ Direct Methods Index	89
↓ Face-to-Face Methods Index	82