

ministry area profile 2022

CCBA SW
217 e 9th st
Hopkinsville, KY 42240

Study Area Definition:
Custom Polygon



ID# 296267:296267

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How many people live in the defined study area?

Currently, there are 16,956 persons residing in the defined study area. This represents an increase of 1,640 or 10.7% since 2000. During the same period of time, the U.S. as a whole grew by 18.8%. (see page 4)



Is the population in this area projected to grow?

Yes, between 2022 and 2027, the population is projected to increase by 0.7% or 115 additional persons. During the same period, the U.S. population is projected to grow by 3.2%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very high* with 22 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Suburban Mid-Life Families* representing 22.1% 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 *very high*. Among individual groups, *Anglos* represent 76.5% of the population and all other racial/ethnic groups make up just 23.5% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 14.4% of the total population. *Asians* are projected to be the fastest growing group increasing by 14.3% 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 *Millennials* (age 21 to 40) comprised of 5,114 persons or 30.2% of the total population in the area. Compared to a national average of 26.4%, *Millennials* 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 *somewhat 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 89.4% 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 25.9% 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*, *Problems in Schools*, *Divorce*, *Alcohol/Drug Abuse* and *Health Insurance*. (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?

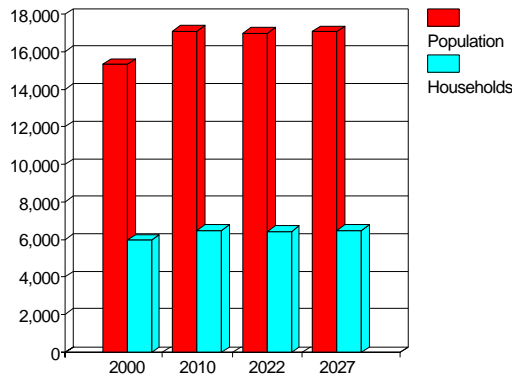
Based upon the average household income of \$85,987 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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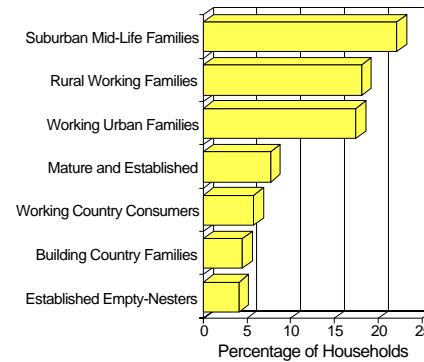
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Population and Households

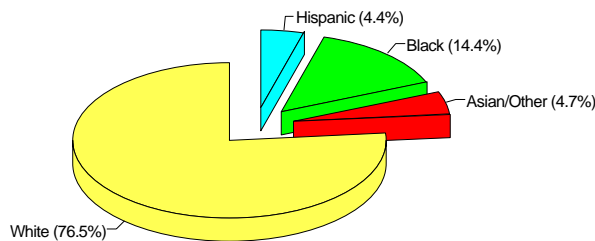


Primary U.S. Lifestyles Segments-2022

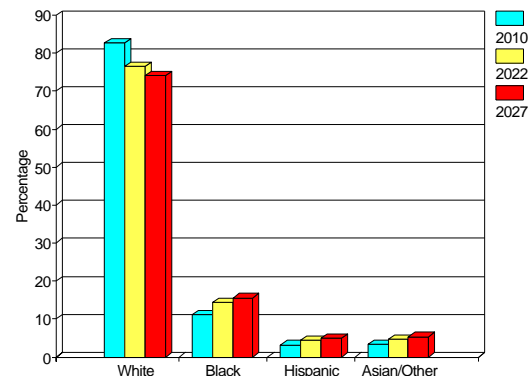


The population in the study area has decreased by 146 persons, or 0.9% since 2010 and is projected to increase by 115 persons, or 0.7% between 2022 and 2027. The number of households has decreased by 46, or 0.7% since 2010 and is projected to increase by 33, or 0.5% between 2022 and 2027.

Population By Race/Ethnicity-2022

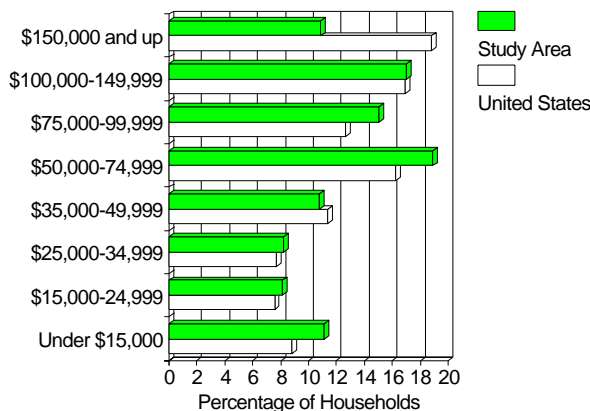


Population By Race/Ethnicity Trend

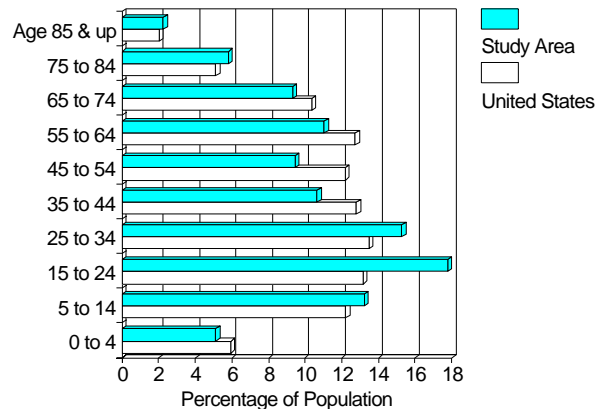


Between 2022 and 2027, the White population is projected to decrease by 322 persons and to decrease from 76.5% to 74.1% of the total population. The Black population is projected to increase by 233 persons and to increase from 14.4% to 15.7% of the total. The Hispanic/Latino population is projected to increase by 101 persons and to increase from 4.4% to 5.0% of the total. The Asian/Other population is projected to increase by 104 persons and to increase from 4.7% to 5.3% of the total population.

Households By Income-2022



Population by Age-2022



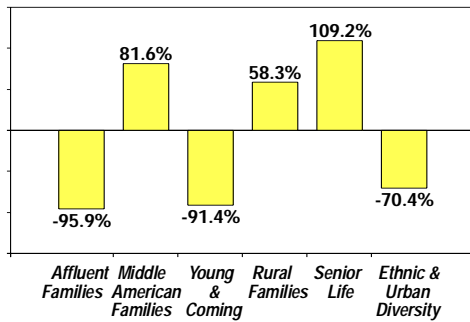
The average household income in the study area is \$85987 a year as compared to the U.S. average of \$103625. The average age in the study area is 38.4 and is projected to remain stable through 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

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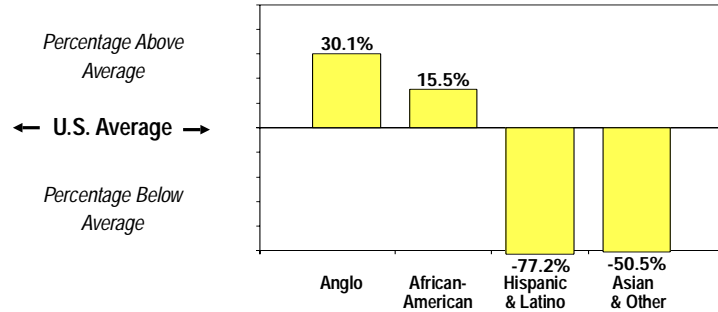
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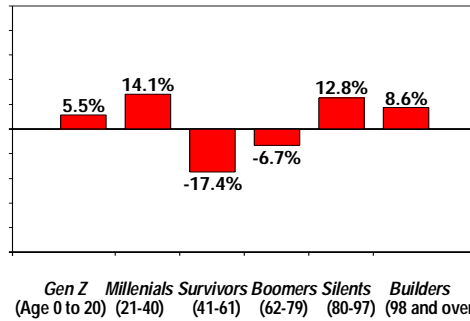
U.S. Lifestyles Group



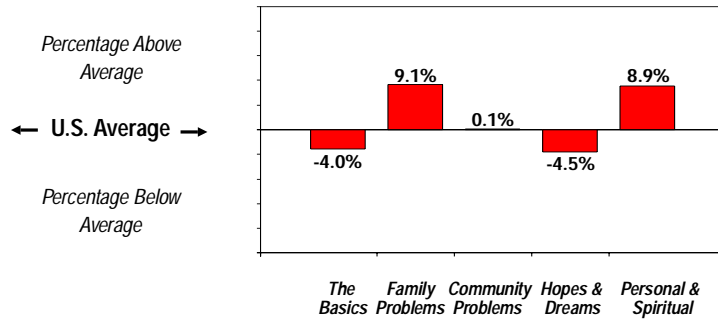
Race/Ethnicity



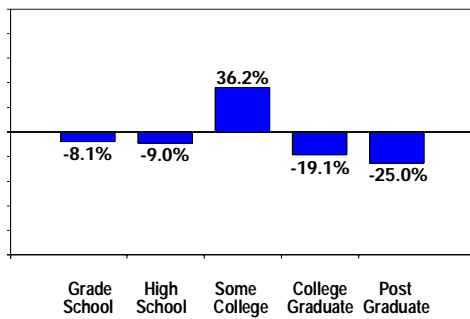
Generations



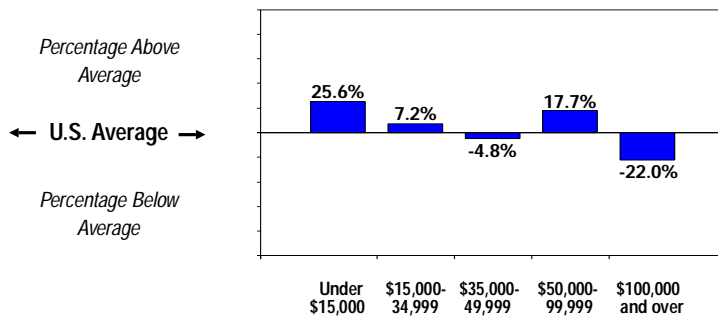
Primary Concern Groups



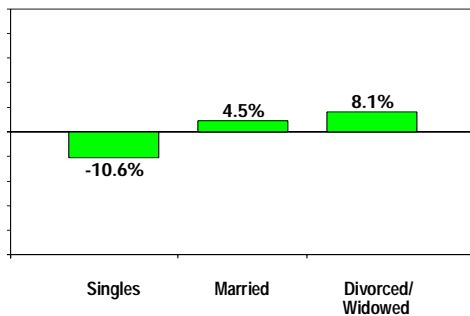
Education Completed by Adults



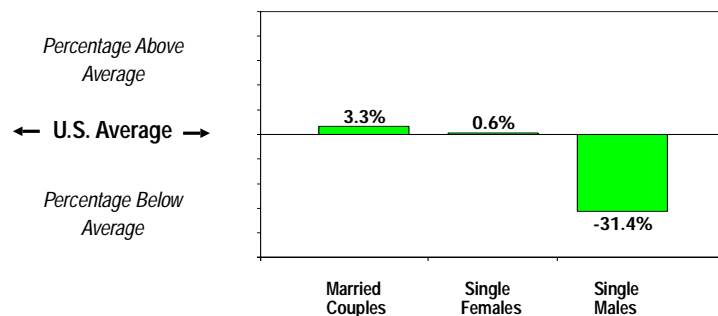
Household Income



Marital Status



Households with Children



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POPULATION				
	2000 Census	2010 Census	2022 Update	2027 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
Population	15,316	17,102	16,956	17,071
Population Change		1,786	(146)	115
Percentage Change		11.7%	-0.9%	0.7%
Average Annual Growth Rate		1.2%	-0.1%	0.1%
Density (Pop. per square mile)	58	65	65	65
HOUSEHOLDS				
Households	5,970	6,484	6,438	6,471
Household Change		514	(46)	33
Percentage Change		8.6%	-0.7%	0.5%
Average Annual Growth Rate		0.9%	-0.1%	0.1%
Persons Per Household	2.37	2.43	2.43	2.43

POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	14,120	82.6%	12,975	76.5%	12,653	74.1%
▲ African-American (Non-Hisp)	1,886	11.0%	2,439	14.4%	2,672	15.7%
▲ Hispanic/Latino	524	3.1%	746	4.4%	847	5.0%
▲ Asian/Other (Non-Hisp)	571	3.3%	795	4.7%	899	5.3%

POPULATION BY GENDER						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
↓ Female	8,489	8,045	8,063	49.6%	47.4%	47.2%
▲ Male	8,613	8,911	9,008	50.4%	52.6%	52.8%

POPULATION BY GENERATION						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
▲ Generation Z (Born 2002 and later)	2,103	4,668	6,417	12.3%	27.5%	37.6%
Millennials (Born 1982 to 2001)	4,969	5,115	4,658	29.1%	30.2%	27.3%
↓ Survivors (Born 1961 to 1981)	4,420	3,653	3,260	25.8%	21.5%	19.1%
↓ Boomers (Born 1943 to 1960)	3,547	2,739	2,337	20.7%	16.2%	13.7%
↓ Silents (Born 1925 to 1942)	1,863	764	396	10.9%	4.5%	2.3%
↓ Builders (Born 1924 and earlier)	281	15	4	1.6%	0.1%	0.0%

AGE			
	2010 Census	2022 Update	2027 Projection
Average Age	38.5	38.4	38.4
Median Age	37.5	36.1	36.2

INCOME			
	2010 Census	2022 Update	2027 Projection
▲ Average Household Income	\$53,714	\$85,987	\$95,538
▲ Median Household Income	\$46,398	\$66,311	\$72,593
▲ Per Capita Income	\$20,365	\$32,648	\$36,215

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	243	3.7%	701	10.9%	898	13.9%
▲ \$100,000 to \$149,999	605	9.3%	1,094	17.0%	1,257	19.4%
\$75,000 to \$99,999	659	10.2%	968	15.0%	917	14.2%
↓ \$50,000 to \$74,999	1,451	22.4%	1,214	18.9%	1,161	17.9%
↓ \$35,000 to \$49,999	1,237	19.1%	696	10.8%	626	9.7%
↓ \$25,000 to \$34,999	844	13.0%	527	8.2%	500	7.7%
↓ \$15,000 to \$24,999	653	10.1%	526	8.2%	471	7.3%
↓ Under \$15,000	793	12.2%	713	11.1%	642	9.9%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	1,173	6.9%	870	5.1%	919	5.4%
↓ Required Formal Schooling (5-17)	2,908	17.0%	2,875	17.0%	2,811	16.5%
▲ College Years, Career Starts (18-24)	2,051	12.0%	2,382	14.0%	2,461	14.4%
Singles and Young Families (25-34)	2,172	12.7%	2,590	15.3%	2,537	14.9%
Families, Empty Nesters (35-54)	4,270	25.0%	3,411	20.1%	3,602	21.1%
↓ Enrichment Years Singles/Couples (55-64)	2,012	11.8%	1,872	11.0%	1,681	9.8%
▲ Retirement Opportunities (65+)	2,597	15.2%	2,955	17.4%	3,061	17.9%
POPULATION BY AGE (DETAIL)						
Under 5 years	1,173	6.9%	870	5.1%	919	5.4%
↓ 5 to 9 years	1,162	6.8%	1,098	6.5%	961	5.6%
▲ 10 to 14 years	1,085	6.3%	1,140	6.7%	1,150	6.7%
15 to 17 years	661	3.9%	637	3.8%	700	4.1%
▲ 18 to 20 years	811	4.7%	923	5.4%	972	5.7%
21 to 24 years	1,240	7.3%	1,459	8.6%	1,489	8.7%
25 to 29 years	1,175	6.9%	1,284	7.6%	1,128	6.6%
▲ 30 to 34 years	997	5.8%	1,306	7.7%	1,409	8.3%
35 to 39 years	987	5.8%	880	5.2%	990	5.8%
40 to 44 years	1,034	6.0%	928	5.5%	1,035	6.1%
45 to 49 years	1,167	6.8%	775	4.6%	804	4.7%
↓ 50 to 54 years	1,082	6.3%	828	4.9%	773	4.5%
↓ 55 to 59 years	1,081	6.3%	932	5.5%	797	4.7%
60 to 64 years	931	5.4%	940	5.5%	884	5.2%
65 to 69 years	755	4.4%	845	5.0%	810	4.7%
▲ 70 to 74 years	624	3.6%	738	4.4%	794	4.7%
▲ 75 to 84 years	906	5.3%	987	5.8%	1,057	6.2%
▲ 85 or more years	312	1.8%	385	2.3%	400	2.3%

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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)	13,848			
Single (Never Married)	4,188	30.2%	33.8%	89
Married	7,170	51.8%	49.5%	105
Divorced/Widowed	2,490	18.0%	16.6%	108
Marital Status Females 15 and Older (2022)	6,564			
↓ Single (Never Married)	1,539	23.4%	30.8%	76
Married	3,476	53.0%	48.4%	109
Divorced/Widowed	1,549	23.6%	20.8%	113
Marital Status Males 15 and Older (2022)	7,284			
Single (Never Married)	2,649	36.4%	37.0%	98
Married	3,694	50.7%	50.7%	100
Divorced/Widowed	941	12.9%	12.2%	106
FAMILY STRUCTURE				
Households By Type (2022)	6,438			
Married Couple	3,542	55.0%	48.8%	113
↓ Other Family - Male Head of Household	242	3.8%	4.9%	77
Other Family - Female Head of Household	760	11.8%	12.9%	92
↓ Non Family - Male Head of Household	771	12.0%	15.8%	76
Non Family - Female Head of Household	1,123	17.4%	17.7%	99
Households With Children 0 to 18 (2022)	2,182			
Married Couple Family	1,478	67.7%	65.6%	103
↓ Other Family - Male Head of Household	126	5.8%	8.4%	69
Other Family - Female Head of Household	550	25.2%	25.1%	101
▲ Non Family	29	1.3%	1.0%	138
Population By Household Type (2022)	16,956			
▲ Group Quarters	1,330	7.8%	2.4%	324

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GROUP QUARTERS				
Population In Group Quarters By Type (2022)	1,330			
↓ Correctional Facilities	1	0.1%	29.5%	0
↓ College Dorms	0	0.0%	32.0%	0
▲ Military	1,231	92.6%	4.5%	2,072
Nursing Homes	96	7.2%	18.7%	38
↓ Other	1	0.1%	15.3%	0
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	16,956			
▲ White (Non-Hispanic)	12,975	76.5%	58.8%	130
African-American (Non-Hisp)	2,439	14.4%	12.5%	116
↓ Hispanic/Latino	746	4.4%	19.3%	23
↓ Native American (Non-Hisp)	90	0.5%	0.7%	73
↓ Asian (Non-Hisp)	313	1.8%	5.9%	31
↓ Hawaiian & Pacific Islander (Non-Hisp)	13	0.1%	0.2%	42
Other Races & Multiple Races (Non-Hisp)	380	2.2%	2.7%	85
Asian Population By Race (2022)	323			
↓ Chinese	17	5.3%	22.7%	23
▲ Japanese	90	27.9%	4.0%	691
▲ Indian	121	37.5%	22.9%	164
▲ Korean	54	16.7%	7.9%	211
↓ Vietnamese	17	5.3%	10.1%	52
↓ Other Asian Races	24	7.4%	32.4%	23
Hispanic/Latino Population By Race (2022)	746			
White	358	48.0%	53.1%	90
▲ African-American	32	4.3%	2.5%	169
▲ Native American	14	1.9%	1.4%	137
▲ Asian	10	1.3%	0.4%	323
Other Races & Multiple Races	332	44.5%	42.6%	104
Hispanic/Latino Population By Origin (2022)	746			
Mexican	416	55.8%	61.6%	91
▲ Puerto Rican	159	21.3%	10.0%	214
↓ Cuban	16	2.1%	3.6%	59
Other Hispanic Origin	155	20.8%	24.9%	84

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	4,197			
Pre-Primary (Public)	163	3.9%	3.4%	113
Pre-Primary (Private)	95	2.3%	2.6%	86
Elementary/High School (Public)	2,408	57.4%	58.9%	97
▲ Elementary/High School (Private)	583	13.9%	6.6%	209
↓ Enrolled in College	949	22.6%	28.4%	80
Population By Education Completed (Age 25 and over) (2022)	10,829			
Elementary (Less than 9 years)	475	4.4%	4.9%	90
Some High School (9 to 11 years)	673	6.2%	6.6%	94
High School Graduate (12 years)	2,654	24.5%	26.9%	91
▲ Some College (13 to 15 years)	2,660	24.6%	20.1%	122
▲ Associate Degree	1,568	14.5%	8.6%	169
Bachelor's Degree	1,769	16.3%	20.2%	81
↓ Graduate Degree	1,030	9.5%	12.7%	75
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	7,579			
TOTAL WHITE COLLAR	4,379	57.8%	61.7%	94
Executive and Managerial	834	11.0%	10.5%	105
Professional Specialty	1,204	15.9%	17.3%	92
↓ Technical Support	366	4.8%	9.6%	50
Sales	720	9.5%	10.0%	95
Administrative Support & Clerical	1,255	16.6%	14.3%	116
TOTAL BLUE COLLAR	3,199	42.2%	38.3%	110
Service: Private Households	219	2.9%	2.8%	104
▲ Service: Protective	298	3.9%	2.2%	183
↓ Service: Other	431	5.7%	7.5%	76
↓ Farming, Forestry & Fishing	31	0.4%	0.7%	63
▲ Precision Production and Craft	1,167	15.4%	10.8%	143
▲ Operators and Assemblers	356	4.7%	3.1%	153
Transportation and Material Moving	523	6.9%	7.6%	91
↓ Laborers	174	2.3%	3.8%	61

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	13,641			
Employed	7,692	56.4%	60.5%	93
Unemployed	408	3.0%	3.0%	101
Not in Labor Force	5,540	40.6%	36.5%	111
Total Female Pop. By Work Status (Age 20 to 64) (2013)	4,270			
TOTAL WORKING	2,766	64.8%	66.8%	97
With No Own Children	1,617	37.9%	42.2%	90
With Own Children Age 0 to 5 only	229	5.4%	5.5%	98
With Own Children Age 6 to 17 only	690	16.2%	14.8%	109
▲ With Own Children Both Age 0 to 5 and 6 to 17	230	5.4%	4.3%	125
▲ TOTAL NOT WORKING (UNEMPLOYED)	343	8.0%	6.2%	129
▲ With No Own Children	233	5.5%	3.8%	145
↓ With Own Children Age 0 to 5 only	4	0.1%	0.7%	14
▲ With Own Children Age 6 to 17 only	69	1.6%	1.3%	128
▲ With Own Children Both Age 0 to 5 and 6 to 17	37	0.9%	0.5%	158
TOTAL NOT IN THE LABOR FORCE	1,161	27.2%	27.0%	101
With No Own Children	683	16.0%	17.1%	94
↓ With Own Children Age 0 to 5 only	81	1.9%	2.6%	73
With Own Children Age 6 to 17 only	209	4.9%	4.6%	105
▲ With Own Children Both Age 0 to 5 and 6 to 17	188	4.4%	2.6%	166
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	6,438			
Above Poverty Line (Households with Children)	4,041	59.9%	62.3%	96
Above Poverty Line (Households without Children)	1,831	27.2%	27.0%	101
▲ Below Poverty Line (Households with Children)	504	7.5%	6.2%	120
Below Poverty Line (Households without Children)	368	5.5%	4.6%	120
Households By Presence of Retirement Income (2013)	6,484			
▲ With Retirement Income	1,716	26.5%	17.6%	151
Without Retirement Income	4,349	67.1%	81.5%	82

Date: 2/3/2022

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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)	6,438			
Owner Occupied	4,565	70.9%	65.2%	109
Renter Occupied	1,874	29.1%	34.8%	84
↓ Median Rent (2013)	\$620		\$904	69
Structures By Number of Units (2022)	7,108			
Single Unit	5,688	80.0%	67.4%	119
↓ 3 to 4 Units	432	6.1%	7.9%	77
5 to 19 Units	540	7.6%	9.2%	83
↓ 20 to 49 Units	61	0.9%	3.7%	23
↓ 50 or more Units	84	1.2%	5.6%	21
↓ Mobile Home	302	4.2%	6.2%	69
↓ Other	1	0.0%	0.1%	15
▲ Single To Multiple Unit Ratio	5.09		2.56	199
Owner-Occupied Property Values (2022)	4,565			
↓ Under \$40,000	122	2.7%	4.2%	63
↓ \$40,000 to \$59,999	56	1.2%	2.1%	58
\$60,000 to \$79,999	153	3.4%	2.9%	118
▲ \$80,000 to \$99,999	302	6.6%	3.6%	182
▲ \$100,000 to 149,999	1,135	24.9%	9.9%	250
▲ \$150,000 to \$199,999	797	17.5%	10.6%	165
\$200,000 to \$299,999	802	17.6%	19.1%	92
\$300,000 to \$499,999	973	21.3%	24.2%	88
↓ \$500,000 to \$999,999	201	4.4%	17.2%	26
↓ \$1,000,000 and over	24	0.5%	6.1%	9
↓ Median Property Value	\$188,429		\$287,035	66

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	7,108			
↓ 2010 and later	514	7.2%	11.0%	66
2000 to 2009	1,059	14.9%	13.5%	110
▲ 1990 to 1999	1,399	19.7%	13.2%	150
↓ 1980 to 1989	604	8.5%	12.6%	67
▲ 1970 to 1979	1,517	21.3%	14.2%	151
▲ 1960 to 1969	1,199	16.9%	9.8%	172
↓ 1950 to 1959	490	6.9%	9.5%	72
↓ 1949 or earlier	325	4.6%	16.2%	28
Households By Number of Persons (2022)	6,438			
1 Person Household	1,764	27.4%	27.3%	100
2 Person Household	2,295	35.6%	32.4%	110
3 Person Household	1,096	17.0%	16.3%	105
4 Person Household	784	12.2%	13.0%	94
↓ 5 Person Household	308	4.8%	6.4%	74
↓ 6 Person Household	120	1.9%	2.8%	68
↓ 7 or more Person Household	72	1.1%	1.9%	59
Average Persons Per Household	2.4		2.6	94
Households By Heating Type (2013)	6,065			
Utility and Other Gas	3,479	57.4%	54.0%	106
Electric	2,406	39.7%	36.1%	110
↓ Oil	19	0.3%	6.1%	5
Coal and Wood	119	2.0%	2.2%	88
↓ Solar/Other Fuel	14	0.2%	0.5%	47
↓ No Fuel Used	28	0.5%	0.9%	49

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2022)	6,438			
↓ No Vehicles	353	5.5%	8.5%	65
1 Vehicle	1,969	30.6%	32.2%	95
2 Vehicle	2,510	39.0%	37.1%	105
3 or more Vehicles	1,606	24.9%	22.2%	113
Workers By Travel Time to Work (2022)	7,985			
▲ Less than 15 minutes	4,468	56.0%	25.0%	224
15 to 29 minutes	2,307	28.9%	35.8%	81
↓ 30 to 44 minutes	906	11.3%	21.1%	54
↓ 45 to 59 minutes	144	1.8%	8.5%	21
↓ 60 or more minutes	160	2.0%	9.7%	21
↓ Average Travel Time to Work (minutes)	17.3		29.8	58
Workers By Type of Transportation to Work (2022)	8,141			
Drive Alone	6,494	79.8%	76.5%	104
Car Pool	594	7.3%	9.0%	81
↓ Public Transportation	20	0.2%	5.0%	5
▲ Walk to Work	842	10.3%	2.7%	387
↓ Other Means	38	0.5%	1.3%	35
↓ Work at Home	152	1.9%	5.5%	34

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	3,674	57.1%	31.4%	182
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,331	20.7%	13.1%	158
5	Senior Life (7, 20, 21, 22, 30 and 31)	930	14.4%	6.9%	209
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	350	5.4%	18.4%	30
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	81	1.3%	14.7%	9
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	40	0.6%	15.1%	4

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.		
10	Suburban Mid-Life Families	1,423	22.1%	5.5%	398
38	Rural Working Families	1,166	18.1%	8.8%	207
18	Working Urban Families	1,123	17.4%	4.0%	439
22	Mature and Established	493	7.7%	1.8%	428
25	Working Country Consumers	372	5.8%	4.1%	141
28	Building Country Families	288	4.5%	2.8%	160
23	Established Empty-Nesters	260	4.0%	3.4%	119
20	Cautious and Mature	251	3.9%	2.6%	148
40	Surviving Urban Diversity	230	3.6%	4.0%	88
16	Established Country Families	201	3.1%	6.4%	49
42	Laboring Rural Diversity	97	1.5%	1.5%	99
35	Laboring Country Families	82	1.3%	2.7%	46
39	New Beginning Urbanites	80	1.2%	2.8%	45
29	Working Country Families	52	0.8%	1.0%	84
31	Mature Country Families	52	0.8%	0.5%	150
7	Prosperous and Mature	51	0.8%	0.5%	147
21	Mature and Stable	47	0.7%	0.6%	129
30	Urban Senior Life	36	0.6%	0.8%	67
4	Educated Mid-Life Families	33	0.5%	3.4%	15
49	Exception Households	21	0.3%	0.2%	131

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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.		
27	Country Family Diversity	19	0.3%	0.3%	87
24	Metro Multi-Ethnic Diversity	15	0.2%	2.7%	8
14	Secure Mid-Life Families	7	0.1%	0.7%	17
33	Laboring Rural Families	7	0.1%	0.1%	80
9	Educated Working Families	7	0.1%	0.1%	129
46	Struggling Black Households	6	0.1%	2.5%	4
26	Working Suburban Families	5	0.1%	0.1%	65
43	Laboring Urban Diversity	2	0.0%	0.5%	6
19	Educated and Promising	1	0.0%	0.1%	20
15	Reliable Young Starters	0	0.0%	4.3%	0
1	Traditional Affluent Families	0	0.0%	3.5%	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
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
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
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
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		6,427	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	43.3%	35.4%	122
Somewhat Involved with Their Faith	29.9%	29.9%	100
↓ Not Involved with Their Faith	25.7%	34.7%	74

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	25.9%	22.1%	117
Decreased Their Involvement with Their Faith in the Last 10 Years	22.8%	23.7%	96

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	182
▲ Baptist	40.6%	16.1%	253
↓ Catholic	11.7%	23.7%	50
↓ Congregational	1.6%	2.0%	83
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.3%	2.9%	78
▲ Holiness	1.9%	0.8%	236
↓ Jehovah's Witnesses	0.9%	1.1%	83
↓ Judaism	0.6%	3.2%	17
↓ Lutheran	1.4%	7.2%	20
▲ Methodist	12.0%	10.1%	119
↓ Mormon	0.4%	1.8%	24
↓ New Age	0.1%	0.6%	18
Non-Denominational / Independent	7.2%	6.9%	104
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	2.9%	2.4%	121
Presbyterian / Reformed	4.7%	4.6%	102
↓ Unitarian / Universalist	0.2%	0.7%	29
Interested but No Preference	4.1%	3.9%	106
↓ Not Interested and No Preference	5.5%	11.1%	50
Likely to Have Changed Their Preference in the Last 10 Years	16.0%	16.8%	95

LEADERSHIP PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer A Leader Who:

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	11.8%	11.7%	101
↓ Lets them do what they want and stays out of the way	4.3%	4.8%	90
Works with them on deciding what to do and helps them do it	80.2%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.1%	43.5%	95
▲ Finding/Providing Health Insurance	32.7%	29.0%	113
Day-to-Day Financial Worries	30.7%	31.6%	97
↓ Finding Employment Opportunities	12.1%	14.4%	84
↓ Finding Affordable Housing	7.5%	11.3%	66
Providing Adequate Food	8.7%	8.6%	101
Finding Child Care	6.2%	6.3%	99
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	18.9%	16.7%	113
Dealing With Teen / Child Problems	22.7%	20.7%	110
Finding/Providing Aging Parent Care	15.6%	15.5%	100
Dealing With Abusive Relationships	12.1%	11.4%	106
▲ Dealing With Divorce	5.8%	4.5%	130
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.0%	27.0%	96
Finding/Providing Good Schools	23.9%	23.5%	102
▲ Dealing with Problems in Schools	17.8%	13.6%	131
↓ Dealing With Racial / Ethnic Prejudice	11.4%	13.1%	87
Dealing With Neighborhood Gangs	9.3%	8.5%	110
↓ Dealing with Social Injustice	8.6%	11.3%	76
HOPES AND DREAMS:			
Achieving Long-term Financial Security	46.4%	50.6%	92
↓ Finding Time for Recreation / Leisure	20.6%	25.3%	82
Finding Better Quality Healthcare	25.9%	23.9%	108
Finding A Satisfying Job / Career	17.9%	19.3%	92
Finding Retirement Opportunities	18.9%	18.9%	100
▲ Achieving A Fulfilling Marriage	24.7%	22.3%	111
Developing Parenting Skills	14.3%	14.7%	97
↓ Achieving Educational Objectives	5.8%	7.5%	77
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.1%	29.8%	91
↓ Finding Companionship	15.1%	17.3%	88
▲ Finding A Good Church	23.0%	15.2%	152
▲ Finding Spiritual Teaching	18.1%	12.9%	140
Finding Life Direction	13.8%	14.0%	99

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KEY VALUES INDICATOR

Estimated 2022 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	87.0%	84.5%	103
“God is actively involved in the world including nations and their governments”	68.2%	63.8%	107

SOCIETY:

“It is important to preserve the traditional American family structure”	93.8%	91.5%	103
“A healthy environment has become a national crisis”	81.4%	82.8%	98
“Public education is essential to the future of American society”	94.0%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	49.4%	50.1%	99
“The role of Churches / Synagogues is to help form and support moral values”	82.7%	81.1%	102
“Churches and religious organizations should provide more human services”	61.2%	62.6%	98

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	32.9%	36.3%	91
“The changing racial / ethnic face of America is a threat to our national heritage”	39.0%	36.3%	107

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.7%	59.8%	102
More than \$500 per year	32.0%	31.2%	103
More than \$1,000 per year	17.5%	17.4%	101

TO CHARITIES:

↓ More than \$100 per year	29.7%	33.7%	88
↓ More than \$500 per year	4.3%	6.8%	63
↓ More than \$1,000 per year	1.3%	2.3%	57

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	11.6%	16.1%	72
↓ More than \$500 per year	2.7%	4.3%	63
↓ More than \$1,000 per year	1.2%	2.2%	55

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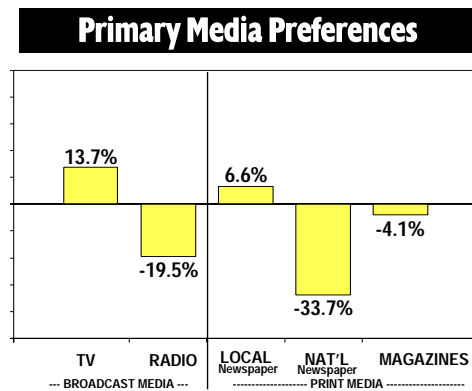
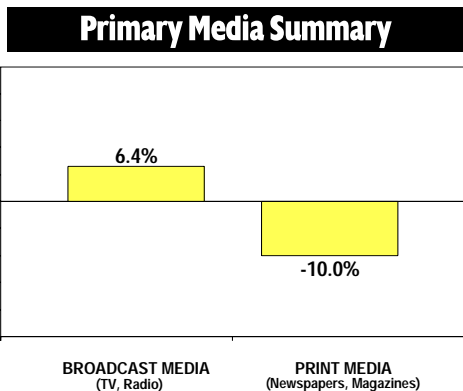
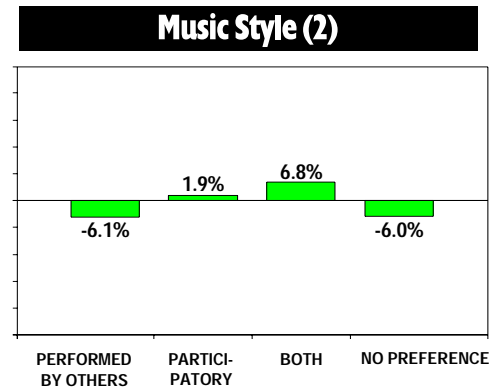
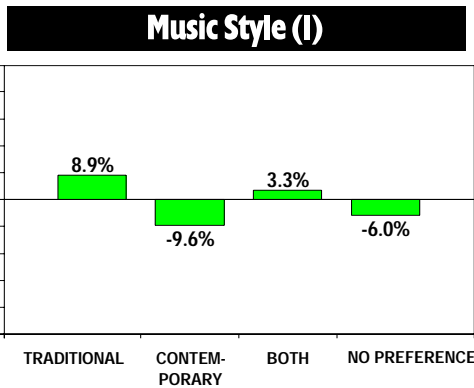
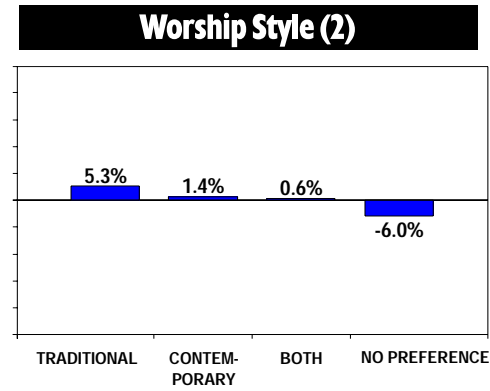
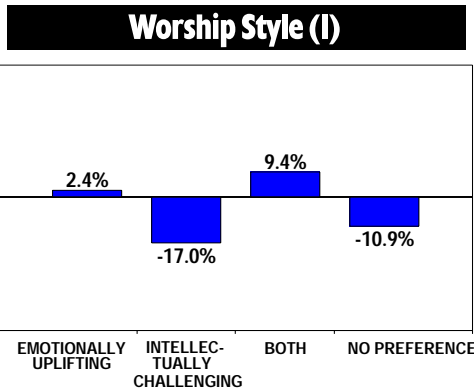
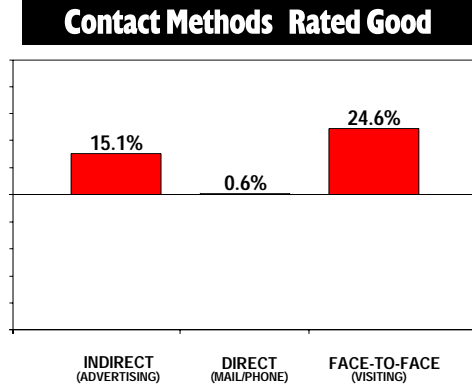
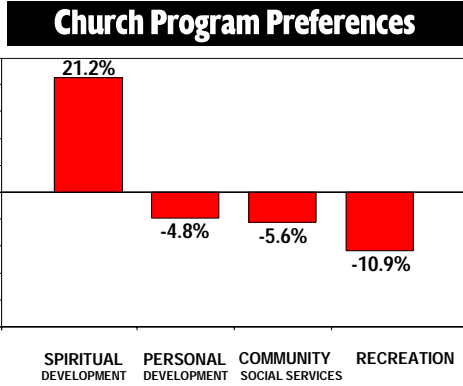
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Ministry Area Profile 2022

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Program

Date: 2/3/2022

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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	57.2%	41.1%	139
Adult Theological Discussion Groups	23.0%	22.5%	102
Spiritual Retreats	11.0%	11.6%	95
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	14.7%	15.2%	97
Parent Training Programs	8.0%	7.8%	103
↓ Twelve Step Programs	2.3%	3.5%	67
Divorce Recovery	2.5%	2.4%	102
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	22.6%	22.5%	100
Care for the Terminally Ill	14.9%	15.7%	95
Food and Clothing Resources	10.2%	11.1%	91
↓ Day Care Services	4.8%	6.1%	79
Church Sponsored Day-School	5.1%	5.7%	90
RECREATION:			
Youth Social Programs	29.7%	29.7%	100
Family Activities and Outings	31.4%	32.8%	96
↓ Active Retirement Programs	23.8%	26.8%	89
↓ Cultural Programs (Music, Drama, Art)	12.2%	18.9%	65
↓ Sports or Camping	5.0%	6.3%	79

SUMMARY

▲ Spiritual Development Index	121
Personal Development Index	95
Community/Social Services Index	94
↓ Recreation Index	89



Ministry Area Profile 2022

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Style

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WORSHIP STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	27.0%	26.4%	102
↓ B. Intellectually Challenging	9.2%	11.1%	83
C. Both A and B	42.9%	39.2%	109
↓ D. No Preference or Not Interested	20.8%	23.4%	89

PART 2:

A. Traditional/Formal/Ceremonial	21.3%	20.2%	105
B. Contemporary/Informal	26.7%	26.3%	101
C. Both A and B	26.7%	26.5%	101
D. No Preference or Not Interested	25.3%	26.9%	94

MUSIC STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.6%	24.4%	109
B. Contemporary	17.8%	19.7%	90
C. Both A and B	32.1%	31.1%	103
D. No Preference or Not Interested	23.3%	24.8%	94

PART 2:

A. Performed by Others	17.6%	18.7%	94
B. Participatory	23.4%	22.9%	102
C. Both A and B	34.4%	32.2%	107
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 SW
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	19.9%	22.0%	90
B. Personal Spiritual Development	14.9%	14.3%	104
C. Both A and B	40.3%	37.4%	108
D. No Preference or Not Interested	24.7%	26.3%	94

PART 2:

A. Global Mission	6.3%	6.2%	103
B. Local Mission	32.6%	33.3%	98
C. Both A and B	33.0%	30.1%	109
D. No Preference or Not Interested	28.1%	30.4%	92

CHURCH ARCHITECTURE INDICATOR

Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	29.1%	26.6%	109
↓ B. Contemporary	12.5%	15.9%	78
C. Both A and B	35.2%	32.3%	109
D. No Preference or Not Interested	22.9%	25.1%	91

PART 2:

A. Somber/Serious	10.1%	9.4%	108
↓ B. Light and Airy	30.8%	34.7%	89
▲ C. Both A and B	32.9%	27.7%	119
D. No Preference or Not Interested	25.8%	28.2%	91



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
▲ Television	53.8%	47.3%	114
↓ Radio	10.7%	13.3%	80
PRINT MEDIA:			
Local Newspaper	33.8%	36.1%	94
↓ National Newspaper	2.9%	4.3%	66
↓ Magazines	1.9%	2.4%	80

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	31.1%	31.9%	97
Radio	25.5%	23.8%	107
PRINT MEDIA:			
Local Newspaper	34.9%	32.7%	107
↓ National Newspaper	4.6%	5.8%	79
Magazines	6.8%	7.0%	96

SUMMARY

Overall Broadcast Media Index (100 = Average)	104
Overall Print Media Index	96



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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:

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
▲ Local Radio Announcements or Advertisements	40.9%	36.2%	113
▲ Putting Ad in Local Newspaper	39.1%	33.8%	116
▲ Local Cable Channels	35.6%	30.4%	117
<i>DIRECT METHODS (MORE PERSONAL):</i>			
Sending Information By Mail	52.6%	53.7%	98
Calling and Offering to Send Information By Mail	30.0%	29.5%	102
Calling and Discussing on the Phone	13.2%	12.0%	110
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
▲ Calling and Offering to Visit When Convenient	25.7%	20.1%	128
▲ Going Door to Door	16.8%	14.0%	120

CHURCH CONTACT METHODS RATED POOR

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

<i>INDIRECT METHODS (LEAST PERSONAL):</i>			
↓ Local Radio Announcements or Advertisements	14.5%	19.6%	74
↓ Putting Ad in Local Newspaper	16.1%	21.5%	75
↓ Local Cable Channels	23.5%	30.7%	76
<i>DIRECT METHODS (MORE PERSONAL):</i>			
↓ Sending Information By Mail	11.1%	13.3%	84
Calling and Offering to Send Information By Mail	30.9%	34.0%	91
Calling and Discussing on the Phone	58.0%	60.6%	96
<i>FACE-TO-FACE METHODS (VERY PERSONAL):</i>			
↓ Calling and Offering to Visit When Convenient	42.9%	49.6%	86
↓ Going Door to Door	56.3%	64.0%	88

SUMMARY OF METHODS RATED GOOD	
▲ Indirect Methods Index (100 = Average)	115
Direct Methods Index	101
▲ Face-to-Face Methods Index	125

SUMMARY OF METHODS RATED POOR	
↓ Indirect Methods Index	75
Direct Methods Index	93
↓ Face-to-Face Methods Index	87