

ministry area profile 2022

Raceland/Argillite
10701 Shelbyville Rd.
Louisville, KY 40243-0433

Study Area Definition:
Zip Code 41169



ID# 297798:297798

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Table of Contents

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

Date: 8/3/2022

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How many people live in the defined study area?

Currently, there are 5,309 persons residing in the defined study area. This represents a decrease of 157 or 2.9% 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 decrease by 1.0% or 54 persons. During the same period, the U.S. population is projected to grow by 3.2%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *somewhat high* with 13 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 *somewhat high*. Among individual groups, *Anglos* represent 95.2% of the population and all other racial/ethnic groups make up just 4.8% which is well below the national average of 41%. The largest of these groups, *Native-Americans/Others*, accounts for 1.6% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 20.3% 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 *Survivors* (age 41 to 61) comprised of 1,463 persons or 27.6% of the total population in the area. *Builders* (age 98 and up) make up 0.1% of the population which compared to a national average of 0.1% 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 *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 92.1% of the population aged 25 and over have graduated from high school as compared to the national average of 88.5%, college graduates account for 21.5% 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*, *Neighborhood Gangs* and *Alcohol/Drug Abuse*. (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?

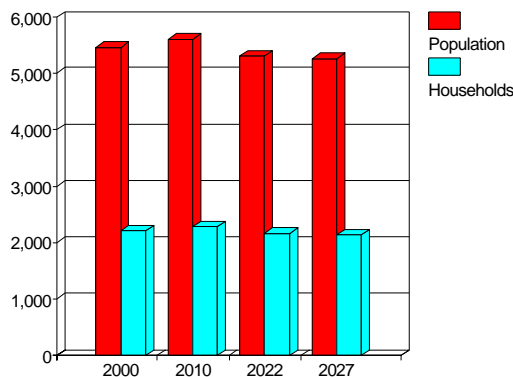
Based upon the average household income of \$83,496 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

Date: 8/3/2022

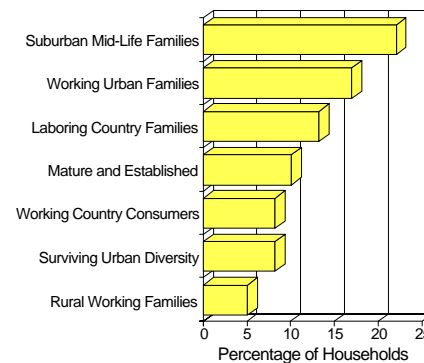
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Population and Households

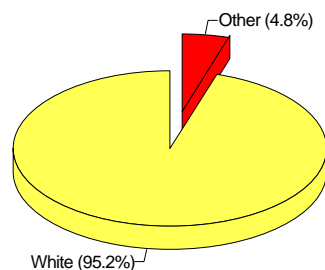


Primary U.S. Lifestyles Segments-2022

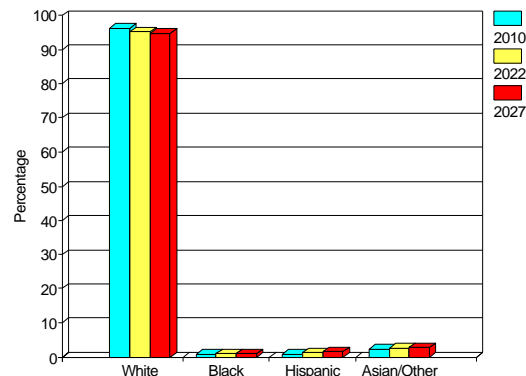


The population in the study area has decreased by 297 persons, or 5.3% since 2010 and is projected to decrease by 54 persons, or 1.0% between 2022 and 2027. The number of households has decreased by 121, or 5.3% since 2010 and is projected to decrease by 20, or 0.9% between 2022 and 2027.

Population By Race/Ethnicity-2022

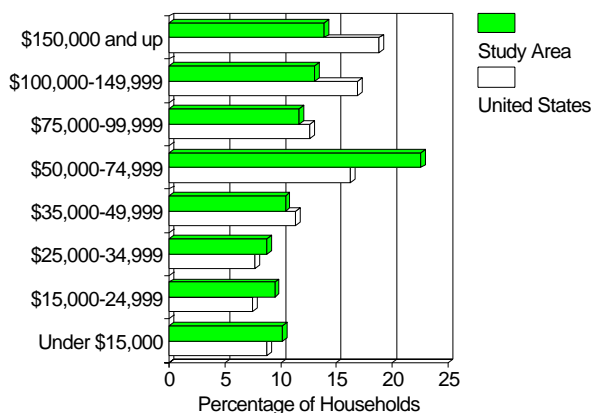


Population By Race/Ethnicity Trend

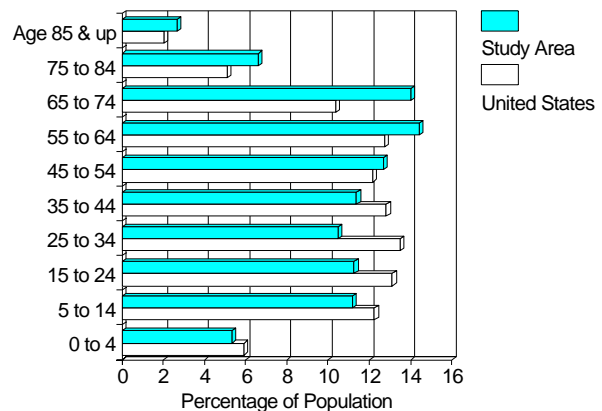


Between 2022 and 2027, the White population is projected to decrease by 78 persons and to decrease from 95.2% to 94.7% of the total population. The Black population is projected to remain stable at 0.9% of the total. The Hispanic/Latino population is projected to increase by 14 persons and to increase from 1.3% to 1.6% of the total. The Asian/Other population is projected to increase from 2.7% to 2.9% of the total population.

Households By Income-2022



Population by Age-2022

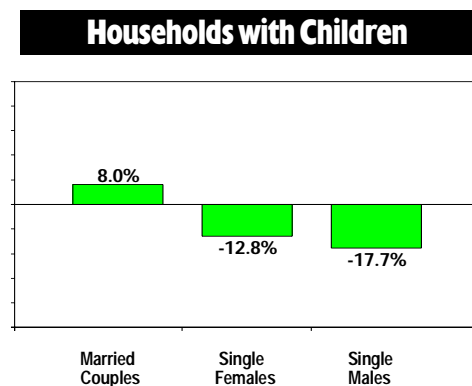
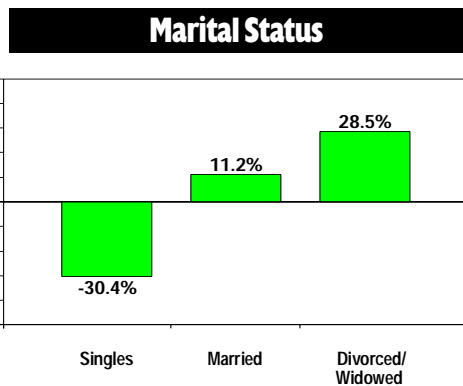
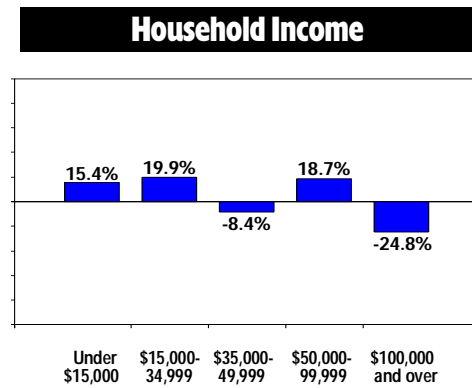
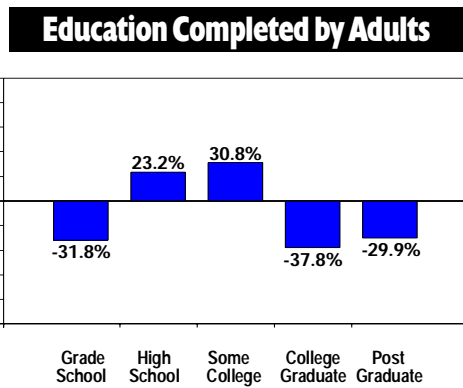
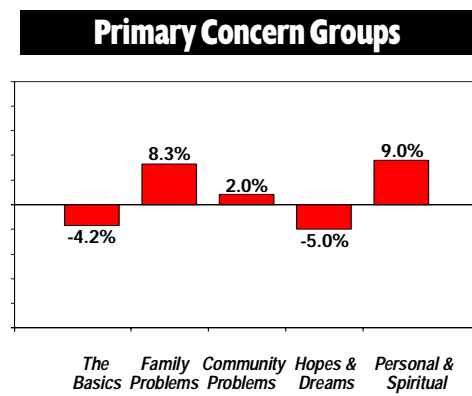
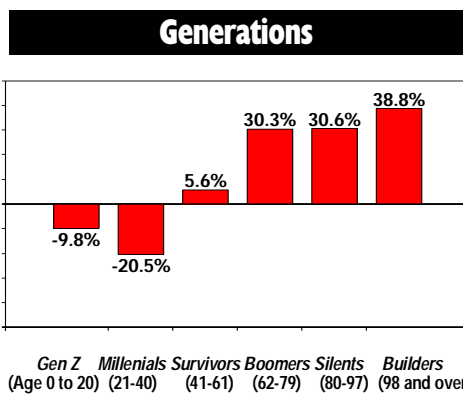
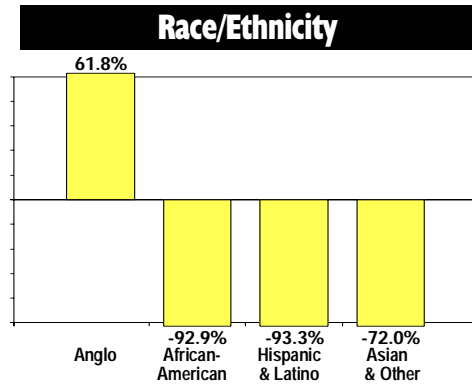
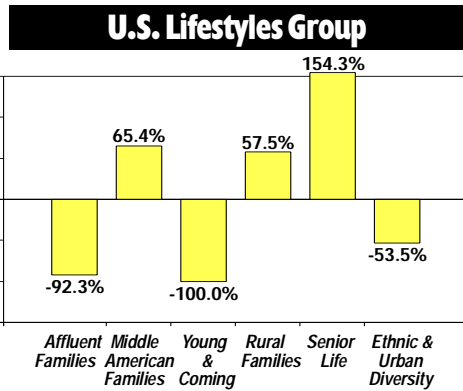


The average household income in the study area is \$83496 a year as compared to the U.S. average of \$103625. The average age in the study area is 43.6 and is projected to increase to 44.3 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

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POPULATION				
	2000 Census	2010 Census	2022 Update	2027 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
↓ Population	5,466	5,606	5,309	5,255
Population Change		140	(297)	(54)
Percentage Change		2.6%	-5.3%	-1.0%
Average Annual Growth Rate		0.3%	-0.4%	-0.2%
Density (Pop. per square mile)	683	701	664	657
HOUSEHOLDS				
Households	2,206	2,274	2,153	2,133
Household Change		68	(121)	(20)
Percentage Change		3.1%	-5.3%	-0.9%
Average Annual Growth Rate		0.3%	-0.4%	-0.2%
Persons Per Household	2.46	2.45	2.45	2.45

POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	5,397	96.3%	5,053	95.2%	4,975	94.7%
▲ African-American (Non-Hisp)	45	0.8%	47	0.9%	47	0.9%
▲ Hispanic/Latino	40	0.7%	69	1.3%	83	1.6%
▲ Asian/Other (Non-Hisp)	124	2.2%	141	2.7%	150	2.9%

POPULATION BY GENDER						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
↓ Female	2,930	52.3%	2,751	51.8%	2,719	51.7%
▲ Male	2,676	47.7%	2,558	48.2%	2,536	48.3%

POPULATION BY GENERATION						
	2010 Census	2022 Update	2027 Projection		2010 Census	2022 Update
▲ Generation Z (Born 2002 and later)	587	10.5%	1,249	23.5%	1,505	28.6%
Millennials (Born 1982 to 2001)	1,220	21.8%	1,115	21.0%	1,168	22.2%
Survivors (Born 1961 to 1981)	1,523	27.2%	1,463	27.6%	1,392	26.5%
↓ Boomers (Born 1943 to 1960)	1,481	26.4%	1,198	22.6%	1,044	19.9%
↓ Silents (Born 1925 to 1942)	689	12.3%	277	5.2%	144	2.7%
↓ Builders (Born 1924 and earlier)	108	1.9%	6	0.1%	1	0.0%

AGE			
	2010 Census	2022 Update	2027 Projection
▲ Average Age	41.7	43.6	44.3
▲ Median Age	43.1	45.4	46.3

INCOME			
	2010 Census	2022 Update	2027 Projection
▲ Average Household Income	\$55,293	\$83,496	\$93,266
▲ Median Household Income	\$46,100	\$63,041	\$69,402
▲ Per Capita Income	\$22,429	\$33,861	\$37,857

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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	126	5.5%	298	13.8%	359	16.8%
▲ \$100,000 to \$149,999	188	8.3%	281	13.1%	304	14.3%
▲ \$75,000 to \$99,999	238	10.5%	250	11.6%	283	13.3%
\$50,000 to \$74,999	443	19.5%	486	22.6%	410	19.2%
\$35,000 to \$49,999	341	15.0%	224	10.4%	225	10.5%
↓ \$25,000 to \$34,999	236	10.4%	190	8.8%	175	8.2%
↓ \$15,000 to \$24,999	366	16.1%	204	9.5%	183	8.6%
↓ Under \$15,000	336	14.8%	219	10.2%	193	9.0%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	305	5.4%	283	5.3%	270	5.1%
↓ Required Formal Schooling (5-17)	911	16.3%	792	14.9%	754	14.3%
▲ College Years, Career Starts (18-24)	378	6.7%	398	7.5%	428	8.1%
↓ Singles and Young Families (25-34)	609	10.9%	556	10.5%	548	10.4%
↓ Families, Empty Nesters (35-54)	1,607	28.7%	1,279	24.1%	1,195	22.7%
↓ Enrichment Years Singles/Couples (55-64)	823	14.7%	765	14.4%	700	13.3%
▲ Retirement Opportunities (65+)	976	17.4%	1,236	23.3%	1,359	25.9%

POPULATION BY AGE (DETAIL)

↓ Under 5 years	305	5.4%	283	5.3%	270	5.1%
↓ 5 to 9 years	353	6.3%	286	5.4%	280	5.3%
↓ 10 to 14 years	342	6.1%	307	5.8%	284	5.4%
↓ 15 to 17 years	216	3.9%	199	3.7%	190	3.6%
▲ 18 to 20 years	172	3.1%	174	3.3%	178	3.4%
21 to 24 years	206	3.7%	224	4.2%	250	4.8%
25 to 29 years	267	4.8%	324	6.1%	265	5.0%
30 to 34 years	342	6.1%	232	4.4%	283	5.4%
35 to 39 years	343	6.1%	268	5.0%	279	5.3%
↓ 40 to 44 years	362	6.5%	337	6.3%	269	5.1%
↓ 45 to 49 years	423	7.5%	319	6.0%	312	5.9%
↓ 50 to 54 years	479	8.5%	355	6.7%	335	6.4%
↓ 55 to 59 years	415	7.4%	356	6.7%	344	6.5%
60 to 64 years	408	7.3%	409	7.7%	356	6.8%
▲ 65 to 69 years	299	5.3%	381	7.2%	425	8.1%
▲ 70 to 74 years	227	4.0%	362	6.8%	429	8.2%
▲ 75 to 84 years	330	5.9%	350	6.6%	360	6.9%
▲ 85 or more years	120	2.1%	143	2.7%	145	2.8%

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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)	4,434			
↓ Single (Never Married)	1,044	23.5%	33.8%	70
Married	2,442	55.1%	49.5%	111
▲ Divorced/Widowed	948	21.4%	16.6%	129
Marital Status Females 15 and Older (2022)	2,333			
↓ Single (Never Married)	478	20.5%	30.8%	67
Married	1,223	52.4%	48.4%	108
▲ Divorced/Widowed	632	27.1%	20.8%	130
Marital Status Males 15 and Older (2022)	2,102			
↓ Single (Never Married)	566	26.9%	37.0%	73
Married	1,220	58.0%	50.7%	114
▲ Divorced/Widowed	316	15.0%	12.2%	123
FAMILY STRUCTURE				
Households By Type (2022)	2,153			
Married Couple	1,197	55.6%	48.8%	114
Other Family - Male Head of Household	89	4.1%	4.9%	84
Other Family - Female Head of Household	238	11.1%	12.9%	86
↓ Non Family - Male Head of Household	255	11.8%	15.8%	75
Non Family - Female Head of Household	375	17.4%	17.7%	99
Households With Children 0 to 18 (2022)	664			
Married Couple Family	470	70.8%	65.6%	108
Other Family - Male Head of Household	46	6.9%	8.4%	82
Other Family - Female Head of Household	145	21.8%	25.1%	87
↓ Non Family	3	0.5%	1.0%	47
Population By Household Type (2022)	5,309			
↓ Group Quarters	39	0.7%	2.4%	30

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GROUP QUARTERS				
Population In Group Quarters By Type (2022)	39			
↓ Correctional Facilities	0	0.0%	29.5%	0
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.5%	0
Nursing Homes	11	28.2%	18.7%	150
▲ Other	27	69.2%	15.3%	451
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	5,309			
▲ White (Non-Hispanic)	5,053	95.2%	58.8%	162
↓ African-American (Non-Hisp)	47	0.9%	12.5%	7
↓ Hispanic/Latino	69	1.3%	19.3%	7
↓ Native American (Non-Hisp)	17	0.3%	0.7%	44
↓ Asian (Non-Hisp)	57	1.1%	5.9%	18
↓ Hawaiian & Pacific Islander (Non-Hisp)	0	0.0%	0.2%	0
↓ Other Races & Multiple Races (Non-Hisp)	66	1.2%	2.7%	47
Asian Population By Race (2022)	60			
↓ Chinese	1	1.7%	22.7%	7
↓ Japanese	0	0.0%	4.0%	0
▲ Indian	31	51.7%	22.9%	226
↓ Korean	1	1.7%	7.9%	21
↓ Vietnamese	0	0.0%	10.1%	0
▲ Other Asian Races	27	45.0%	32.4%	139
Hispanic/Latino Population By Race (2022)	69			
▲ White	48	69.6%	53.1%	131
↓ African-American	1	1.4%	2.5%	57
▲ Native American	2	2.9%	1.4%	211
▲ Asian	3	4.3%	0.4%	1,049
↓ Other Races & Multiple Races	15	21.7%	42.6%	51
Hispanic/Latino Population By Origin (2022)	69			
↓ Mexican	22	31.9%	61.6%	52
▲ Puerto Rican	13	18.8%	10.0%	189
▲ Cuban	7	10.1%	3.6%	281
▲ Other Hispanic Origin	26	37.7%	24.9%	152

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	1,204			
↓ Pre-Primary (Public)	24	2.0%	3.4%	58
Pre-Primary (Private)	31	2.6%	2.6%	98
Elementary/High School (Public)	851	70.7%	58.9%	120
↓ Elementary/High School (Private)	34	2.8%	6.6%	43
↓ Enrolled in College	265	22.0%	28.4%	78
Population By Education Completed (Age 25 and over) (2022)	3,837			
↓ Elementary (Less than 9 years)	77	2.0%	4.9%	41
Some High School (9 to 11 years)	225	5.9%	6.6%	88
▲ High School Graduate (12 years)	1,273	33.2%	26.9%	123
▲ Some College (13 to 15 years)	953	24.8%	20.1%	124
▲ Associate Degree	486	12.7%	8.6%	147
↓ Bachelor's Degree	482	12.6%	20.2%	62
↓ Graduate Degree	341	8.9%	12.7%	70
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	2,267			
TOTAL WHITE COLLAR	1,424	62.8%	61.7%	102
Executive and Managerial	221	9.7%	10.5%	93
▲ Professional Specialty	510	22.5%	17.3%	130
↓ Technical Support	92	4.1%	9.6%	42
▲ Sales	295	13.0%	10.0%	130
Administrative Support & Clerical	306	13.5%	14.3%	94
TOTAL BLUE COLLAR	844	37.2%	38.3%	97
↓ Service: Private Households	40	1.8%	2.8%	63
Service: Protective	47	2.1%	2.2%	96
▲ Service: Other	214	9.4%	7.5%	126
↓ Farming, Forestry & Fishing	3	0.1%	0.7%	20
Precision Production and Craft	222	9.8%	10.8%	91
▲ Operators and Assemblers	96	4.2%	3.1%	138
Transportation and Material Moving	155	6.8%	7.6%	90
↓ Laborers	67	3.0%	3.8%	79

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	4,369			
Employed	2,225	50.9%	60.5%	84
Unemployed	115	2.6%	3.0%	89
▲ Not in Labor Force	2,030	46.5%	36.5%	127
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
TOTAL WORKING	1,006	63.6%	66.8%	95
With No Own Children	609	38.5%	42.2%	91
With Own Children Age 0 to 5 only	94	5.9%	5.5%	109
With Own Children Age 6 to 17 only	220	13.9%	14.8%	94
▲ With Own Children Both Age 0 to 5 and 6 to 17	83	5.2%	4.3%	122
↓ TOTAL NOT WORKING (UNEMPLOYED)	67	4.2%	6.2%	68
↓ With No Own Children	40	2.5%	3.8%	67
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
With Own Children Age 6 to 17 only	22	1.4%	1.3%	111
↓ With Own Children Both Age 0 to 5 and 6 to 17	5	0.3%	0.5%	58
TOTAL NOT IN THE LABOR FORCE	510	32.2%	27.0%	119
▲ With No Own Children	369	23.3%	17.1%	136
With Own Children Age 0 to 5 only	33	2.1%	2.6%	80
With Own Children Age 6 to 17 only	79	5.0%	4.6%	107
↓ With Own Children Both Age 0 to 5 and 6 to 17	29	1.8%	2.6%	69
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	2,153			
Above Poverty Line (Households with Children)	1,356	62.7%	62.3%	101
Above Poverty Line (Households without Children)	520	24.0%	27.0%	89
▲ Below Poverty Line (Households with Children)	168	7.8%	6.2%	125
▲ Below Poverty Line (Households without Children)	119	5.5%	4.6%	121
Households By Presence of Retirement Income (2013)				
▲ With Retirement Income	656	28.8%	17.6%	164
Without Retirement Income	1,574	69.2%	81.5%	85

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Zip Code 41169

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
HOUSING				
Occupied Units By Type (2022)	2,153			
Owner Occupied	1,635	75.9%	65.2%	116
↓ Renter Occupied	519	24.1%	34.8%	69
↓ Median Rent (2013)	\$523		\$904	58
Structures By Number of Units (2022)	2,450			
▲ Single Unit	1,994	81.4%	67.4%	121
↓ 3 to 4 Units	136	5.6%	7.9%	71
↓ 5 to 19 Units	78	3.2%	9.2%	35
↓ 20 to 49 Units	29	1.2%	3.7%	32
↓ 50 or more Units	51	2.1%	5.6%	37
Mobile Home	164	6.7%	6.2%	109
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	6.78		2.56	265
Owner-Occupied Property Values (2022)	1,635			
▲ Under \$40,000	90	5.5%	4.2%	131
▲ \$40,000 to \$59,999	48	2.9%	2.1%	139
▲ \$60,000 to \$79,999	122	7.5%	2.9%	262
▲ \$80,000 to \$99,999	143	8.7%	3.6%	240
▲ \$100,000 to 149,999	346	21.2%	9.9%	213
▲ \$150,000 to \$199,999	368	22.5%	10.6%	212
\$200,000 to \$299,999	347	21.2%	19.1%	111
↓ \$300,000 to \$499,999	130	8.0%	24.2%	33
↓ \$500,000 to \$999,999	25	1.5%	17.2%	9
↓ \$1,000,000 and over	16	1.0%	6.1%	16
↓ Median Property Value	\$161,944		\$287,035	56

Date: 8/3/2022

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HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	2,450			
↓ 2010 and later	57	2.3%	11.0%	21
↓ 2000 to 2009	112	4.6%	13.5%	34
1990 to 1999	267	10.9%	13.2%	83
▲ 1980 to 1989	425	17.3%	12.6%	138
▲ 1970 to 1979	527	21.5%	14.2%	152
▲ 1960 to 1969	448	18.3%	9.8%	186
1950 to 1959	245	10.0%	9.5%	105
1949 or earlier	368	15.0%	16.2%	93
Households By Number of Persons (2022)	2,153			
1 Person Household	549	25.5%	27.3%	94
2 Person Household	792	36.8%	32.4%	114
3 Person Household	378	17.6%	16.3%	108
4 Person Household	253	11.8%	13.0%	90
5 Person Household	126	5.9%	6.4%	91
↓ 6 Person Household	37	1.7%	2.8%	62
↓ 7 or more Person Household	19	0.9%	1.9%	47
Average Persons Per Household	2.4		2.6	95
Households By Heating Type (2013)	2,229			
Utility and Other Gas	1,243	55.8%	54.0%	103
Electric	936	42.0%	36.1%	116
↓ Oil	3	0.1%	6.1%	2
Coal and Wood	47	2.1%	2.2%	95
↓ Solar/Other Fuel	0	0.0%	0.5%	0
↓ No Fuel Used	0	0.0%	0.9%	0

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2022)	2,153			
↓ No Vehicles	144	6.7%	8.5%	79
1 Vehicle	600	27.9%	32.2%	86
2 Vehicle	833	38.7%	37.1%	104
▲ 3 or more Vehicles	577	26.8%	22.2%	121
Workers By Travel Time to Work (2022)	2,190			
▲ Less than 15 minutes	794	36.3%	25.0%	145
15 to 29 minutes	877	40.0%	35.8%	112
↓ 30 to 44 minutes	323	14.7%	21.1%	70
↓ 45 to 59 minutes	104	4.7%	8.5%	56
↓ 60 or more minutes	92	4.2%	9.7%	43
↓ Average Travel Time to Work (minutes)	23.0		29.8	77
Workers By Type of Transportation to Work (2022)	2,221			
Drive Alone	1,969	88.7%	76.5%	116
Car Pool	191	8.6%	9.0%	96
↓ Public Transportation	6	0.3%	5.0%	5
↓ Walk to Work	8	0.4%	2.7%	13
↓ Other Means	5	0.2%	1.3%	17
↓ Work at Home	43	1.9%	5.5%	35

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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)	1,119	52.0%	31.4%	165
4	Rural Families (27, 26, 29, 33, 35 and 38)	443	20.6%	13.1%	158
5	Senior Life (7, 20, 21, 22, 30 and 31)	378	17.6%	6.9%	254
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	184	8.5%	18.4%	47
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	25	1.2%	15.1%	8
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.		
10	Suburban Mid-Life Families	475	22.1%	5.5%	398
18	Working Urban Families	366	17.0%	4.0%	428
35	Laboring Country Families	285	13.2%	2.7%	482
22	Mature and Established	216	10.0%	1.8%	560
25	Working Country Consumers	177	8.2%	4.1%	200
40	Surviving Urban Diversity	177	8.2%	4.0%	203
38	Rural Working Families	109	5.1%	8.8%	58
20	Cautious and Mature	105	4.9%	2.6%	185
28	Building Country Families	91	4.2%	2.8%	151
7	Prosperous and Mature	45	2.1%	0.5%	388
29	Working Country Families	28	1.3%	1.0%	135
6	Prosperous New Country Families	15	0.7%	2.1%	33
26	Working Suburban Families	15	0.7%	0.1%	584
4	Educated Mid-Life Families	8	0.4%	3.4%	11
31	Mature Country Families	7	0.3%	0.5%	60
27	Country Family Diversity	6	0.3%	0.3%	82
21	Mature and Stable	5	0.2%	0.6%	41
49	Exception Households	5	0.2%	0.2%	93
9	Educated Working Families	5	0.2%	0.1%	276
11	Young Suburban Families	3	0.1%	3.0%	5

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Louisville, KY 40243-0433

Study Area Definition:
Zip Code 41169

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.		
42	Laboring Rural Diversity	3	0.1%	1.5%	9
23	Established Empty-Nesters	2	0.1%	3.4%	3
43	Laboring Urban Diversity	2	0.1%	0.5%	18
44	Laboring Urban Life	2	0.1%	0.1%	124
5	Prosperous Diversity	1	0.0%	3.1%	1
14	Secure Mid-Life Families	1	0.0%	0.7%	7
16	Established Country Families	0	0.0%	6.4%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	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
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
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
33	Laboring Rural Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
	TOTALS	2,154	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	42.5%	35.4%	120
Somewhat Involved with Their Faith	30.1%	29.9%	101
↓ Not Involved with Their Faith	26.1%	34.7%	75

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	25.6%	22.1%	116
Decreased Their Involvement with Their Faith in the Last 10 Years	22.9%	23.7%	97

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	184
▲ Baptist	40.5%	16.1%	252
↓ Catholic	11.9%	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%	79
▲ Holiness	1.9%	0.8%	232
↓ Jehovah's Witnesses	0.9%	1.1%	85
↓ Judaism	0.6%	3.2%	18
↓ Lutheran	1.4%	7.2%	19
▲ Methodist	11.9%	10.1%	118
↓ Mormon	0.4%	1.8%	23
↓ New Age	0.1%	0.6%	18
Non-Denominational / Independent	7.2%	6.9%	104
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.0%	2.4%	123
Presbyterian / Reformed	4.6%	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	3.6%	4.0%	90
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	4.1%	4.8%	85
Works with them on deciding what to do and helps them do it	80.5%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.8%	43.5%	94
▲ Finding/Providing Health Insurance	32.1%	29.0%	111
Day-to-Day Financial Worries	30.7%	31.6%	97
↓ Finding Employment Opportunities	12.1%	14.4%	84
↓ Finding Affordable Housing	7.8%	11.3%	69
Providing Adequate Food	8.7%	8.6%	101
Finding Child Care	6.3%	6.3%	100
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	18.8%	16.7%	112
▲ Dealing With Teen / Child Problems	23.1%	20.7%	111
Finding/Providing Aging Parent Care	15.4%	15.5%	99
Dealing With Abusive Relationships	11.8%	11.4%	104
▲ Dealing With Divorce	5.5%	4.5%	124
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.9%	27.0%	100
Finding/Providing Good Schools	23.9%	23.5%	102
▲ Dealing with Problems in Schools	17.7%	13.6%	130
↓ Dealing With Racial / Ethnic Prejudice	11.3%	13.1%	86
▲ Dealing With Neighborhood Gangs	10.4%	8.5%	123
↓ Dealing with Social Injustice	8.6%	11.3%	76
HOPES AND DREAMS:			
Achieving Long-term Financial Security	46.2%	50.6%	91
↓ Finding Time for Recreation / Leisure	20.5%	25.3%	81
Finding Better Quality Healthcare	25.7%	23.9%	107
Finding A Satisfying Job / Career	18.2%	19.3%	94
Finding Retirement Opportunities	18.8%	18.9%	100
Achieving A Fulfilling Marriage	24.0%	22.3%	107
Developing Parenting Skills	14.3%	14.7%	97
↓ Achieving Educational Objectives	5.9%	7.5%	79
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.2%	29.8%	91
↓ Finding Companionship	15.2%	17.3%	88
▲ Finding A Good Church	23.0%	15.2%	151
▲ Finding Spiritual Teaching	18.2%	12.9%	141
Finding Life Direction	13.7%	14.0%	98

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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”	68.1%	63.8%	107

SOCIETY:

“It is important to preserve the traditional American family structure”	93.7%	91.5%	102
“A healthy environment has become a national crisis”	81.6%	82.8%	99
“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”	49.9%	50.1%	100
“The role of Churches / Synagogues is to help form and support moral values”	82.6%	81.1%	102
“Churches and religious organizations should provide more human services”	61.5%	62.6%	98

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	33.5%	36.3%	92
“The changing racial / ethnic face of America is a threat to our national heritage”	39.2%	36.3%	108

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.3%	59.8%	101
More than \$500 per year	31.9%	31.2%	102
More than \$1,000 per year	17.0%	17.4%	98

TO CHARITIES:

↓ More than \$100 per year	29.8%	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	11.9%	16.1%	74
↓ More than \$500 per year	2.9%	4.3%	67
↓ More than \$1,000 per year	1.3%	2.2%	59

Ministry Area Profile 2022
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Table of Contents

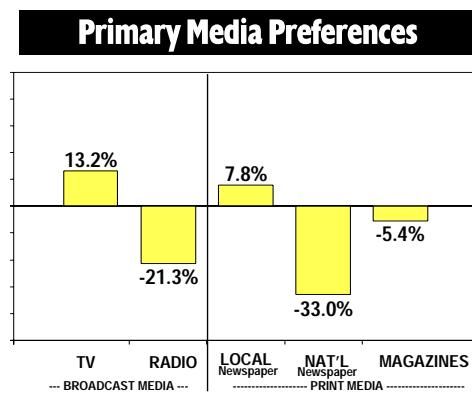
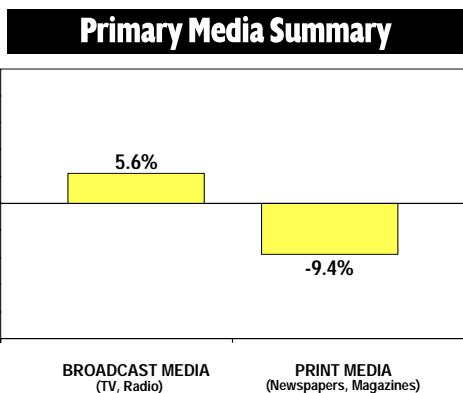
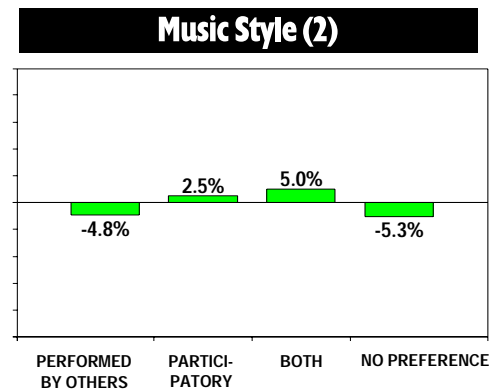
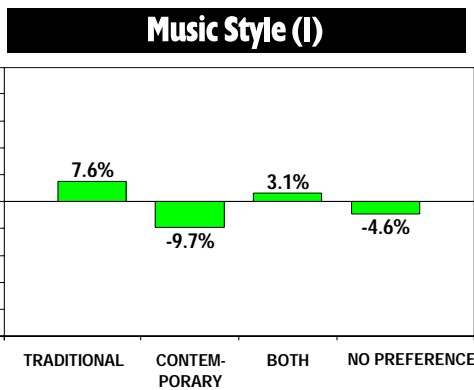
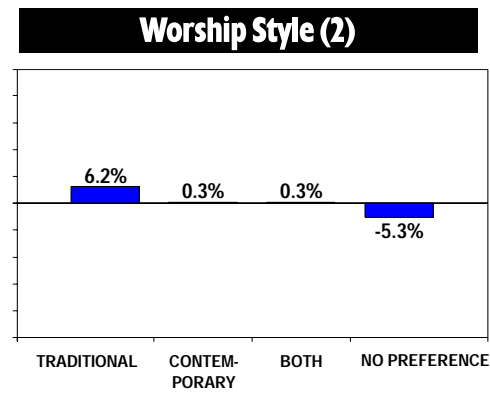
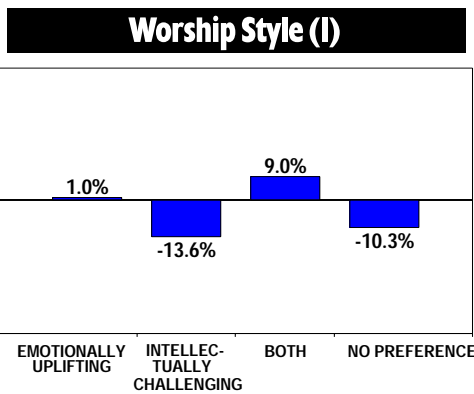
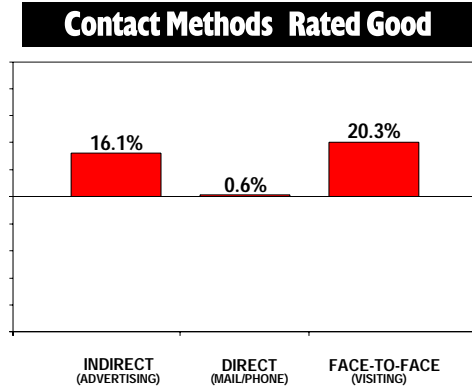
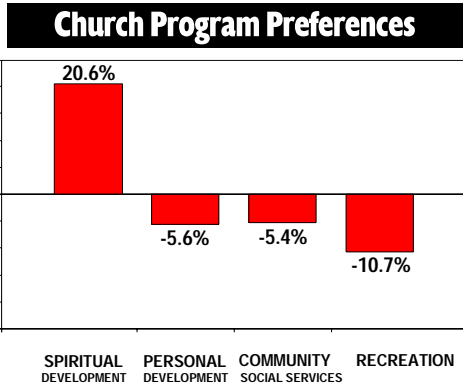
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 8/3/2022

Prepared For:
 Raceland/Argillite
 10701 Shelbyville Rd.
 Louisville, KY 40243-0433

Study Area Definition:
 Zip Code 41169





Ministry Area Profile 2022

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 Louisville, KY 40243-0433

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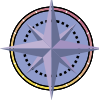
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:			
▲ Bible Study Discussion and Prayer Groups	56.3%	41.1%	137
Adult Theological Discussion Groups	23.1%	22.5%	103
Spiritual Retreats	11.3%	11.6%	97
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	14.2%	15.2%	94
Parent Training Programs	8.3%	7.8%	106
↓ Twelve Step Programs	2.3%	3.5%	67
Divorce Recovery	2.5%	2.4%	102
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	22.5%	22.5%	100
Care for the Terminally Ill	14.6%	15.7%	93
Food and Clothing Resources	10.6%	11.1%	96
↓ Day Care Services	4.8%	6.1%	80
Church Sponsored Day-School	5.2%	5.7%	91
RECREATION:			
Youth Social Programs	29.5%	29.7%	99
Family Activities and Outings	31.3%	32.8%	95
↓ Active Retirement Programs	23.9%	26.8%	89
↓ Cultural Programs (Music, Drama, Art)	12.4%	18.9%	66
↓ Sports or Camping	5.1%	6.3%	80

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



Ministry Area Profile 2022

Compass

REPORT

Style

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WORSHIP STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.6%	26.4%	101
↓ B. Intellectually Challenging	9.6%	11.1%	86
C. Both A and B	42.7%	39.2%	109
D. No Preference or Not Interested	21.0%	23.4%	90

PART 2:

A. Traditional/Formal/Ceremonial	21.5%	20.2%	106
B. Contemporary/Informal	26.4%	26.3%	100
C. Both A and B	26.6%	26.5%	100
D. No Preference or Not Interested	25.5%	26.9%	95

MUSIC STYLE INDICATOR

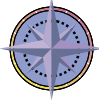
Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.3%	24.4%	108
B. Contemporary	17.8%	19.7%	90
C. Both A and B	32.1%	31.1%	103
D. No Preference or Not Interested	23.6%	24.8%	95

PART 2:

A. Performed by Others	17.8%	18.7%	95
B. Participatory	23.5%	22.9%	102
C. Both A and B	33.8%	32.2%	105
D. No Preference or Not Interested	24.8%	26.2%	95



Ministry Area Profile 2022

Compass

REPORT

Style

Date: 8/3/2022

Prepared For:
 Raceland/Argillite
 10701 Shelbyville Rd.
 Louisville, KY 40243-0433

Study Area Definition:
 Zip Code 41169

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	19.8%	22.0%	90
B. Personal Spiritual Development	15.2%	14.3%	106
C. Both A and B	39.8%	37.4%	106
D. No Preference or Not Interested	25.0%	26.3%	95

PART 2:

A. Global Mission	6.4%	6.2%	103
B. Local Mission	32.3%	33.3%	97
C. Both A and B	33.3%	30.1%	110
D. No Preference or Not Interested	28.1%	30.4%	92

CHURCH ARCHITECTURE INDICATOR

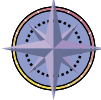
Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	29.0%	26.6%	109
↓ B. Contemporary	12.6%	15.9%	79
C. Both A and B	35.0%	32.3%	108
D. No Preference or Not Interested	23.1%	25.1%	92

PART 2:

A. Somber/Serious	10.3%	9.4%	109
↓ B. Light and Airy	30.9%	34.7%	89
▲ C. Both A and B	32.5%	27.7%	117
D. No Preference or Not Interested	26.0%	28.2%	92



Ministry Area Profile 2022 Compass REPORT

Communication

Date: 8/3/2022

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

▲ Television	53.5%	47.3%	113
↓ Radio	10.5%	13.3%	79

PRINT MEDIA:

Local Newspaper	34.1%	36.1%	94
↓ National Newspaper	2.9%	4.3%	67
↓ Magazines	1.9%	2.4%	79

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	31.1%	31.9%	97
Radio	25.2%	23.8%	106

PRINT MEDIA:

Local Newspaper	35.2%	32.7%	108
↓ National Newspaper	4.5%	5.8%	78
Magazines	6.7%	7.0%	95

SUMMARY

Overall Broadcast Media Index (100 = Average)	103
Overall Print Media Index	97



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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	40.8%	36.2%	113
▲ Putting Ad in Local Newspaper	39.0%	33.8%	115
▲ Local Cable Channels	36.9%	30.4%	121

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	53.0%	53.7%	99
Calling and Offering to Send Information By Mail	29.9%	29.5%	101
Calling and Discussing on the Phone	13.0%	12.0%	108

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	24.9%	20.1%	124
▲ Going Door to Door	16.1%	14.0%	115

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	14.5%	19.6%	74
↓ Putting Ad in Local Newspaper	15.9%	21.5%	74
↓ Local Cable Channels	22.7%	30.7%	74

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	10.8%	13.3%	81
Calling and Offering to Send Information By Mail	31.3%	34.0%	92
Calling and Discussing on the Phone	58.9%	60.6%	97

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	44.0%	49.6%	89
Going Door to Door	57.3%	64.0%	90

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	116
Direct Methods Index	101
▲ Face-to-Face Methods Index	120

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	74
Direct Methods Index	93
↓ Face-to-Face Methods Index	89