ministry area profile 2021

Dogwood Azalea-1 Mile Radius Potential
1328 Griffirth Ave
owensboro, ky 42301

Study Area Definition:
1.0 Mile Radius

PerceptGroup

ID# 295112:295112

ministry area profile 2021

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Coordinates: 37:45.39 87:07.43
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1 Q A How many people live in the defined study area?

Currently, there are 12,445 persons residing in the defined study area. This represents a decrease of 366 or 2.9% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)

2 Q A Is the population in this area projected to grow?

No, between 2021 and 2026, the population is projected to remain stable. During the same period, the U.S. population is projected to grow by 2.9%. (see page 4)

3 Q A How much lifestyle diversity is represented?

The lifestyle diversity in the area is *very high* with 21 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Empty-Nesters* representing 22.9% of all households. (see pages 13 and 14)

4 Q A 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 83.8% of the population and all other racial/ethnic groups make up just 16.2% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 7.4% of the total population. *Asians* are projected to be the fastest growing group increasing by 28.4% between 2021 and 2026. (see pages 4 and 7)

5 Q A What are the major generational groups represented?

The largest age group in terms of numbers is *Generation Z* (age 0 to 19) comprised of 3,071 persons or 24.7% of the total population in the area. *Builders* (age 97 and up) make up 0.2% 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)

6 Q A Overall, how traditional are the family structures?

The area can be described as *very non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)

7 Q A How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 91.9% of the population aged 25 and over have graduated from high school as compared to the national average of 88.1%, college graduates account for 29.3% of those over 25 in the area versus 32.3% in the U.S. (see page 8)

8 Q A Which household concerns are unusually high in the area?

Concerns which are likely to exceed the national average include: *Finding A Good Church, Neighborhood Gangs, Finding Spiritual Teaching, Health Insurance, Problems in Schools* and *Divorce*. (see page 16)

9 Q A 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)

10 Q A What is the likely giving potential in the area?

Based upon the average household income of $64,141 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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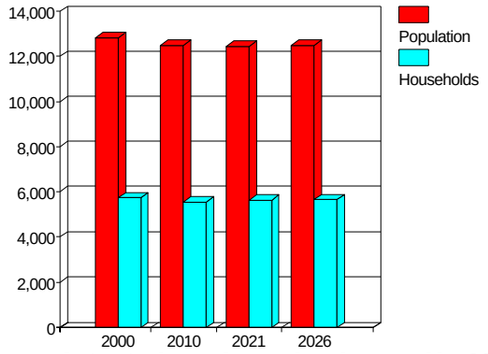
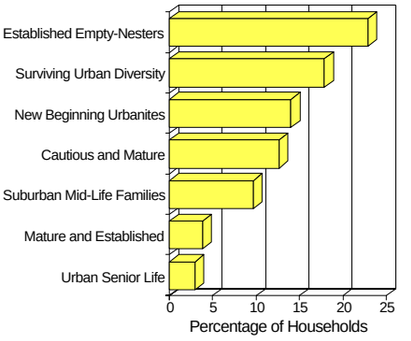
Population and Households

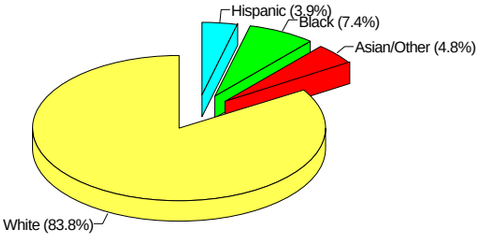


Primary U.S. Lifestyles Segments-2021

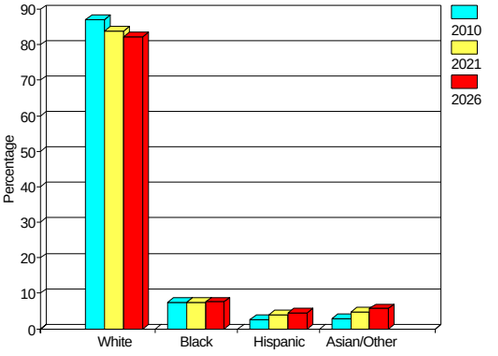


The population in the study area has decreased by 29 persons, or 0.2% since 2010 and is projected to increase by 31 persons, or 0.2% between 2021 and 2026. The number of households has increased by 71, or 1.3% since 2010 and is projected to increase by 37, or 0.7% between 2021 and 2026.

Population By Race/Ethnicity-2021

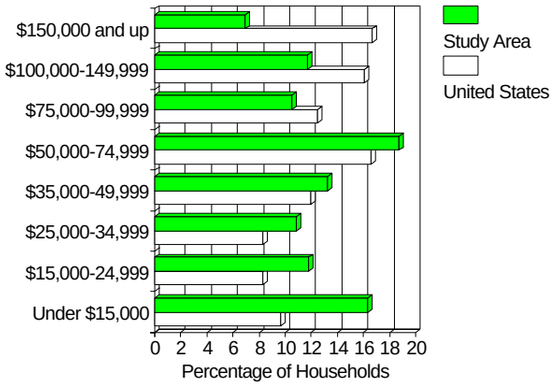


Population By Race/Ethnicity Trend

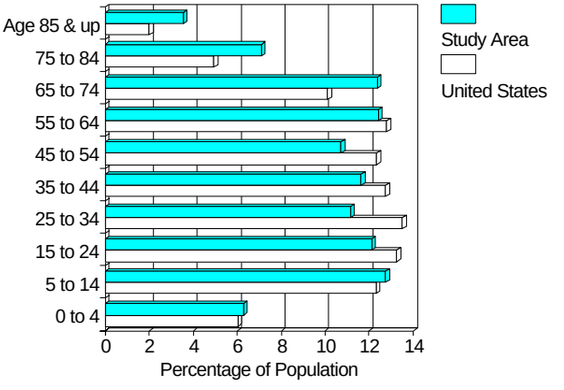


Between 2021 and 2026, the White population is projected to decrease by 165 persons and to decrease from 83.8% to 82.3% of the total population. The Black population is projected to remain stable at 7.5% of the total. The Hispanic/Latino population is projected to increase by 80 persons and to increase from 3.9% to 4.5% of the total. The Asian/Other population is projected to increase by 111 persons and to increase from 4.8% to 5.7% of the total population.

Households By Income-2021



Population by Age-2021



The average household income in the study area is $64141 a year as compared to the U.S. average of $96765. The average age in the study area is 42.1 and is projected to increase to 42.2 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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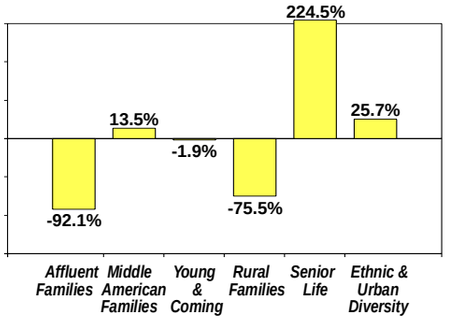
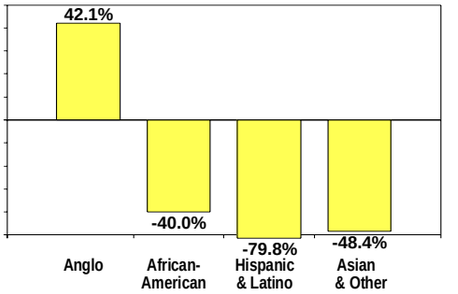
U.S. Lifestyles Group

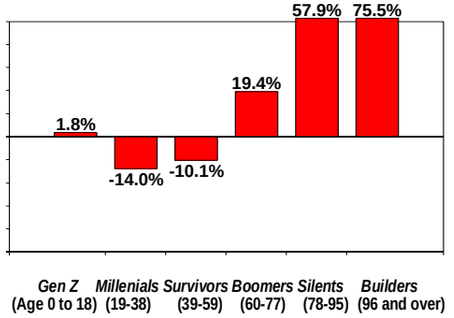


Percentage Above Average
← U.S. Average →
Percentage Below Average

Race/Ethnicity

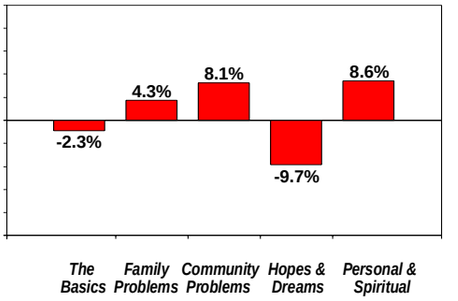


Generations

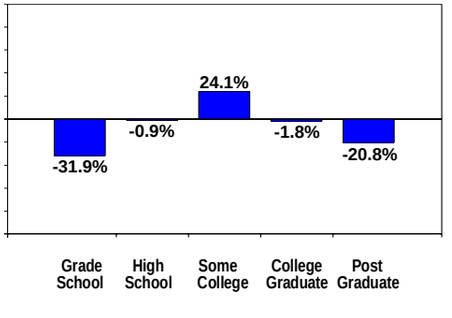


Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Concern Groups

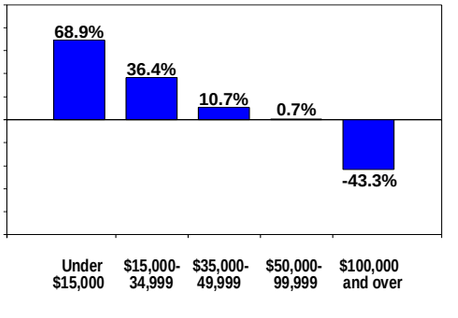


Education Completed by Adults

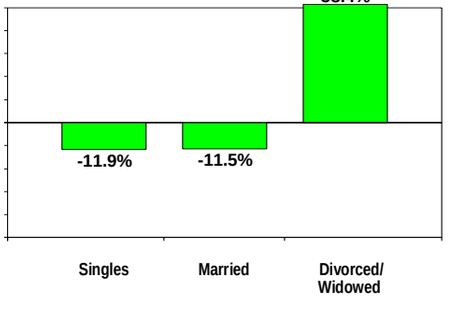


Percentage Above Average
← U.S. Average →
Percentage Below Average

Household Income

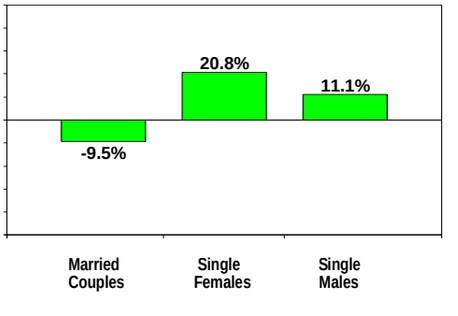


Marital Status



Percentage Above Average
← U.S. Average →
Percentage Below Average

Households with Children



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▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2021 Update	2026 Projection
POPULATION				
Population	12,811	12,474	12,445	12,476
Population Change		(337)	(29)	31
Percentage Change		-2.6%	-0.2%	0.2%
▲ **Average Annual Growth Rate**		**-0.3%**	**-0.0%**	**0.0%**
Density (Pop. per square mile)	4,078	3,971	3,961	3,971
HOUSEHOLDS				
Households	5,750	5,544	5,615	5,652
Household Change		(206)	71	37
Percentage Change		-3.6%	1.3%	0.7%
▲ **Average Annual Growth Rate**		**-0.4%**	**0.1%**	**0.1%**
Persons Per Household	2.15	2.17	2.14	2.13

	2010 Census		2021 Update		2026 Projection	
POPULATION BY RACE/ETHNICITY	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	10,871	87.1%	10,431	83.8%	10,266	82.3%
▲ **African-American (Non-Hisp)**	**915**	**7.3%**	**926**	**7.4%**	**933**	**7.5%**
▲ **Hispanic/Latino**	**331**	**2.7%**	**484**	**3.9%**	**564**	**4.5%**
▲ **Asian/Other (Non-Hisp)**	**357**	**2.9%**	**603**	**4.8%**	**714**	**5.7%**
POPULATION BY GENDER						
↓ Female	6,579	52.7%	6,477	52.0%	6,476	51.9%
▲ **Male**	**5,895**	**47.3%**	**5,968**	**48.0%**	**6,000**	**48.1%**
POPULATION BY GENERATION						
▲ **Generation Z** (Born 2002 and later)	**1,375**	**11.0%**	**3,071**	**24.7%**	**4,024**	**32.3%**
↓ Millenials (Born 1982 to 2001)	3,027	24.3%	2,925	23.5%	2,708	21.7%
↓ Survivors (Born 1961 to 1981)	3,066	24.6%	2,934	23.6%	2,805	22.5%
↓ Boomers (Born 1943 to 1960)	3,018	24.2%	2,632	21.1%	2,398	19.2%
↓ Silents (Born 1925 to 1942)	1,717	13.8%	862	6.9%	540	4.3%
↓ Builders (Born 1924 and earlier)	397	3.2%	22	0.2%	0	0.0%
AGE						
Average Age		42.2		42.1		42.2
Median Age		42.2		42.2		42.0
INCOME						
▲ **Average Household Income**		**$53,021**		**$64,141**		**$67,694**
▲ **Median Household Income**		**$36,917**		**$48,128**		**$50,621**
▲ **Per Capita Income**		**$23,565**		**$28,940**		**$30,667**

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HOUSEHOLDS BY INCOME

▲ Indicates a consistent upward trend
↓ Indicates a consistent downward trend

	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ **$150,000 or more**	**233**	**4.2%**	**387**	**6.9%**	**455**	**8.1%**
▲ **$100,000 to $149,999**	**363**	**6.6%**	**656**	**11.7%**	**694**	**12.3%**
▲ **$75,000 to $99,999**	**518**	**9.3%**	**592**	**10.5%**	**620**	**11.0%**
$50,000 to $74,999	930	16.8%	1,049	18.7%	1,047	18.5%
$35,000 to $49,999	702	12.7%	743	13.2%	719	12.7%
$25,000 to $34,999	585	10.6%	609	10.8%	609	10.8%
↓ $15,000 to $24,999	1,030	18.6%	663	11.8%	639	11.3%
↓ Under $15,000	1,183	21.3%	917	16.3%	868	15.4%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	801	6.4%	783	6.3%	789	6.3%
▲ **Required Formal Schooling (5-17)**	**1,887**	**15.1%**	**2,029**	**16.3%**	**2,053**	**16.5%**
College Years, Career Starts (18-24)	1,086	8.7%	1,063	8.5%	1,182	9.5%
↓ Singles and Young Families (25-34)	1,455	11.7%	1,386	11.1%	1,224	9.8%
↓ Families, Empty Nesters (35-54)	3,152	25.3%	2,777	22.3%	2,764	22.2%
↓ Enrichment Years Singles/Couples (55-64)	1,737	13.9%	1,544	12.4%	1,351	10.8%
▲ **Retirement Opportunities (65+)**	**2,481**	**19.9%**	**2,864**	**23.0%**	**3,113**	**25.0%**

POPULATION BY AGE (DETAIL)

Under 5 years	801	6.4%	783	6.3%	789	6.3%
5 to 9 years	717	5.7%	774	6.2%	767	6.1%
10 to 14 years	714	5.7%	810	6.5%	780	6.3%
15 to 17 years	456	3.7%	445	3.6%	506	4.1%
▲ **18 to 20 years**	**499**	**4.0%**	**518**	**4.2%**	**571**	**4.6%**
↓ 21 to 24 years	587	4.7%	545	4.4%	611	4.9%
↓ 25 to 29 years	784	6.3%	721	5.8%	584	4.7%
↓ 30 to 34 years	671	5.4%	665	5.3%	640	5.1%
35 to 39 years	671	5.4%	735	5.9%	705	5.7%
40 to 44 years	730	5.9%	711	5.7%	779	6.2%
45 to 49 years	837	6.7%	612	4.9%	685	5.5%
↓ 50 to 54 years	914	7.3%	719	5.8%	595	4.8%
↓ 55 to 59 years	906	7.3%	729	5.9%	643	5.2%
↓ 60 to 64 years	831	6.7%	815	6.5%	708	5.7%
▲ **65 to 69 years**	**612**	**4.9%**	**798**	**6.4%**	**871**	**7.0%**
▲ **70 to 74 years**	**536**	**4.3%**	**739**	**5.9%**	**906**	**7.3%**
↓ 75 to 84 years	892	7.2%	885	7.1%	884	7.1%
▲ **85 or more years**	**441**	**3.5%**	**442**	**3.6%**	**452**	**3.6%**

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2021)	10,078			
Single (Never Married)	2,993	29.7%	33.7%	88
Married	4,430	44.0%	49.6%	89
▲ **Divorced/Widowed**	**2,655**	**26.3%**	**16.6%**	**158**
Marital Status Females 15 and Older (2021)	5,342			
Single (Never Married)	1,433	26.8%	30.7%	87
Married	2,202	41.2%	48.5%	85
▲ **Divorced/Widowed**	**1,707**	**32.0%**	**20.9%**	**153**
Marital Status Males 15 and Older (2021)	4,736			
Single (Never Married)	1,560	32.9%	36.9%	89
Married	2,228	47.0%	50.9%	92
▲ **Divorced/Widowed**	**948**	**20.0%**	**12.2%**	**164**
FAMILY STRUCTURE				
Households By Type (2021)	5,615			
Married Couple	2,257	40.2%	48.7%	83
Other Family - Male Head of Household	226	4.0%	4.9%	82
Other Family - Female Head of Household	677	12.1%	12.9%	94
Non Family - Male Head of Household	1,012	18.0%	15.8%	114
▲ **Non Family - Female Head of Household**	**1,443**	**25.7%**	**17.7%**	**145**
Households With Children 0 to 18 (2021)	1,409			
Married Couple Family	835	59.3%	65.5%	90
Other Family - Male Head of Household	132	9.4%	8.4%	111
▲ **Other Family - Female Head of Household**	**427**	**30.3%**	**25.1%**	**121**
Non Family	14	1.0%	1.0%	103
Population By Household Type (2021)	12,445			
▲ **Group Quarters**	**436**	**3.5%**	**2.5%**	**142**

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	Number	Percent		
GROUP QUARTERS				
Population In Group Quarters By Type (2021)	436			
↓ Correctional Facilities	42	9.6%	29.7%	32
▲ **College Dorms**	**216**	**49.5%**	**31.9%**	**155**
↓ Military	0	0.0%	4.3%	0
Nursing Homes	111	25.5%	18.7%	136
Other	67	15.4%	15.3%	101
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	12,445			
▲ **White (Non-Hispanic)**	**10,431**	**83.8%**	**59.0%**	**142**
↓ African-American (Non-Hisp)	926	7.4%	12.4%	60
↓ Hispanic/Latino	485	3.9%	19.2%	20
↓ Native American (Non-Hisp)	19	0.2%	0.7%	21
↓ Asian (Non-Hisp)	132	1.1%	5.9%	18
↓ Hawaiian & Pacific Islander (Non-Hisp)	17	0.1%	0.2%	77
▲ **Other Races & Multiple Races (Non-Hisp)**	**435**	**3.5%**	**2.6%**	**134**
Asian Population By Race (2021)	136			
↓ Chinese	0	0.0%	22.8%	0
▲ **Japanese**	**8**	**5.9%**	**4.2%**	**139**
↓ Indian	0	0.0%	22.4%	0
↓ Korean	1	0.7%	8.1%	9
Vietnamese	12	8.8%	10.2%	86
▲ **Other Asian Races**	**115**	**84.6%**	**32.1%**	**263**
Hispanic/Latino Population By Race (2021)	485			
↓ White	198	40.8%	53.1%	77
▲ **African-American**	**16**	**3.3%**	**2.5%**	**131**
↓ Native American	3	0.6%	1.4%	45
▲ **Asian**	**4**	**0.8%**	**0.4%**	**199**
▲ **Other Races & Multiple Races**	**264**	**54.4%**	**42.6%**	**128**
Hispanic/Latino Population By Origin (2021)	485			
Mexican	359	74.0%	61.8%	120
↓ Puerto Rican	26	5.4%	9.8%	55
↓ Cuban	4	0.8%	3.6%	23
↓ Other Hispanic Origin	95	19.6%	24.7%	79

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Dogwood Azalea-1 Mile Radius Potential
1328 Griffirth Ave
owensboro, ky 42301

Study Area Definition:
1.0 Mile Radius

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		
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	2,991			
▲ **Pre-Primary (Public)**	**172**	**5.8%**	**3.4%**	**167**
▲ **Pre-Primary (Private)**	**129**	**4.3%**	**2.6%**	**164**
Elementary/High School (Public)	1,664	55.6%	58.9%	94
▲ **Elementary/High School (Private)**	**252**	**8.4%**	**6.6%**	**127**
Enrolled in College	775	25.9%	28.4%	91
Population By Education Completed (Age 25 and over) (2021)	8,571			
↓ Elementary (Less than 9 years)	183	2.1%	5.1%	42
Some High School (9 to 11 years)	510	6.0%	6.8%	87
High School Graduate (12 years)	2,288	26.7%	26.9%	99
▲ **Some College (13 to 15 years)**	**2,431**	**28.4%**	**20.4%**	**139**
Associate Degree	644	7.5%	8.5%	88
Bachelor's Degree	1,669	19.5%	19.8%	98
↓ Graduate Degree	844	9.8%	12.4%	79
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	5,632			
TOTAL WHITE COLLAR	3,474	61.7%	61.5%	100
Executive and Managerial	457	8.1%	10.1%	81
Professional Specialty	926	16.4%	17.0%	97
↓ Technical Support	409	7.3%	9.4%	77
▲ **Sales**	**712**	**12.6%**	**10.3%**	**123**
Administrative Support & Clerical	970	17.2%	14.7%	117
TOTAL BLUE COLLAR	2,156	38.3%	38.5%	99
↓ Service: Private Households	121	2.1%	2.8%	76
↓ Service: Protective	93	1.7%	2.1%	78
▲ **Service: Other**	**525**	**9.3%**	**7.5%**	**125**
↓ Farming, Forestry & Fishing	16	0.3%	0.7%	41
▲ **Precision Production and Craft**	**769**	**13.7%**	**10.9%**	**126**
↓ Operators and Assemblers	129	2.3%	3.1%	75
Transportation and Material Moving	419	7.4%	7.6%	98
↓ Laborers	84	1.5%	3.9%	38

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Coordinates: 37:45.39 87:07.43
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owensboro, ky 42301

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1.0 Mile Radius

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	9,932			
Employed	5,695	57.3%	60.0%	96
↓ Unemployed	246	2.5%	3.2%	77
Not in Labor Force	3,991	40.2%	36.8%	109
Total Female Pop. By Work Status (Age 20 to 64) (2013)	3,521			
TOTAL WORKING	2,326	66.1%	66.8%	99
With No Own Children	1,555	44.2%	42.2%	105
With Own Children Age 0 to 5 only	228	6.5%	5.5%	119
With Own Children Age 6 to 17 only	431	12.2%	14.8%	83
↓ With Own Children Both Age 0 to 5 and 6 to 17	112	3.2%	4.3%	74
TOTAL NOT WORKING (UNEMPLOYED)	203	5.8%	6.2%	93
↓ With No Own Children	60	1.7%	3.8%	45
With Own Children Age 0 to 5 only	20	0.6%	0.7%	86
▲ With Own Children Age 6 to 17 only	**95**	**2.7%**	**1.3%**	**215**
▲ With Own Children Both Age 0 to 5 and 6 to 17	**28**	**0.8%**	**0.5%**	**145**
TOTAL NOT IN THE LABOR FORCE	992	28.2%	27.0%	104
With No Own Children	670	19.0%	17.1%	111
↓ With Own Children Age 0 to 5 only	69	2.0%	2.6%	75
With Own Children Age 6 to 17 only	139	3.9%	4.6%	85
▲ With Own Children Both Age 0 to 5 and 6 to 17	**114**	**3.2%**	**2.6%**	**122**
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status ($26,500 for family of 4) (2021)	5,615			
Above Poverty Line (Households with Children)	2,724	56.5%	62.0%	91
Above Poverty Line (Households without Children)	1,302	27.0%	26.8%	101
▲ Below Poverty Line (Households with Children)	**436**	**9.0%**	**6.5%**	**140**
▲ Below Poverty Line (Households without Children)	**363**	**7.5%**	**4.7%**	**159**
Households By Presence of Retirement Income (2013)	5,544			
With Retirement Income	1,036	18.7%	17.6%	106
Without Retirement Income	4,458	80.4%	81.5%	99

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	Number	Percent		
HOUSING				
Occupied Units By Type (2021)	5,615			
Owner Occupied	3,519	62.7%	65.2%	96
Renter Occupied	2,097	37.3%	34.8%	107
↓ Median Rent (2013)	$495		$904	55
Structures By Number of Units (2021)	6,176			
Single Unit	4,905	79.4%	67.4%	118
3 to 4 Units	405	6.6%	7.9%	83
↓ 5 to 19 Units	378	6.1%	9.2%	66
↓ 20 to 49 Units	71	1.1%	3.6%	32
50 or more Units	378	6.1%	5.5%	112
↓ Mobile Home	36	0.6%	6.2%	9
↓ Other	3	0.0%	0.1%	53
▲ Single To Multiple Unit Ratio	**3.98**		**2.57**	**155**
Owner-Occupied Property Values (2021)	3,519			
↓ Under $40,000	52	1.5%	4.8%	31
▲ $40,000 to $59,999	**123**	**3.5%**	**2.6%**	**135**
▲ $60,000 to $79,999	**237**	**6.7%**	**3.6%**	**188**
▲ $80,000 to $99,999	**521**	**14.8%**	**4.6%**	**321**
▲ $100,000 to 149,999	**928**	**26.4%**	**11.4%**	**232**
▲ $150,000 to $199,999	**810**	**23.0%**	**12.6%**	**183**
↓ $200,000 to $299,999	454	12.9%	19.1%	68
↓ $300,000 to $499,999	271	7.7%	22.0%	35
↓ $500,000 to $999,999	114	3.2%	14.5%	22
↓ $1,000,000 and over	8	0.2%	5.0%	5
↓ Median Property Value	$143,795		$254,824	56

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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	6,176			
↓ 2010 and later	130	2.1%	9.7%	22
↓ 2000 to 2009	248	4.0%	13.9%	29
↓ 1990 to 1999	249	4.0%	13.3%	30
↓ 1980 to 1989	265	4.3%	12.7%	34
1970 to 1979	923	14.9%	14.3%	104
▲ 1960 to 1969	**1,223**	**19.8%**	**10.0%**	**199**
▲ 1950 to 1959	**1,470**	**23.8%**	**9.7%**	**247**
▲ 1949 or earlier	**1,668**	**27.0%**	**16.4%**	**165**
Households By Number of Persons (2021)	5,615			
▲ 1 Person Household	**2,214**	**39.4%**	**27.3%**	**145**
2 Person Household	1,823	32.5%	32.4%	100
3 Person Household	746	13.3%	16.3%	82
↓ 4 Person Household	465	8.3%	13.0%	64
↓ 5 Person Household	229	4.1%	6.4%	63
↓ 6 Person Household	92	1.6%	2.8%	59
↓ 7 or more Person Household	47	0.8%	1.9%	44
Average Persons Per Household	2.2		2.6	84
Households By Heating Type (2013)	5,494			
▲ Utility and Other Gas	**4,189**	**76.2%**	**54.0%**	**141**
↓ Electric	1,290	23.5%	36.1%	65
↓ Oil	0	0.0%	6.1%	0
↓ Coal and Wood	2	0.0%	2.2%	2
↓ Solar/Other Fuel	3	0.1%	0.5%	11
↓ No Fuel Used	10	0.2%	0.9%	19

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2021)	5,615			
▲ **No Vehicles**	**646**	**11.5%**	**8.4%**	**137**
1 Vehicle	2,032	36.2%	32.4%	112
2 Vehicle	2,114	37.6%	37.3%	101
↓ 3 or more Vehicles	823	14.7%	21.9%	67
Workers By Travel Time to Work (2021)	5,525			
▲ **Less than 15 minutes**	**3,660**	**66.2%**	**25.3%**	**262**
↓ 15 to 29 minutes	1,258	22.8%	36.0%	63
↓ 30 to 44 minutes	285	5.2%	20.9%	25
↓ 45 to 59 minutes	162	2.9%	8.4%	35
↓ 60 or more minutes	161	2.9%	9.3%	31
↓ Average Travel Time to Work (minutes)	16.1		29.4	55
Workers By Type of Transportation to Work (2021)	5,522			
Drive Alone	4,875	88.3%	76.8%	115
↓ Car Pool	374	6.8%	9.0%	75
↓ Public Transportation	30	0.5%	4.9%	11
Walk to Work	157	2.8%	2.6%	108
↓ Other Means	35	0.6%	1.3%	49
↓ Work at Home	51	0.9%	5.3%	17

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SEGMENT GROUPS

No.	Group Name Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	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)	2,003	35.7%	31.4%	114
6	**Ethnic And Urban Diversity** (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	1,297	23.1%	18.4%	126
5	**Senior Life** (7, 20, 21, 22, 30 and 31)	1,258	22.4%	6.9%	325
3	**Young And Coming** (8, 12, 13, 15, 19, 34, 37, 39 and 47)	807	14.4%	14.7%	98
4	**Rural Families** (27, 26, 29, 33, 35 and 38)	180	3.2%	13.1%	25
1	**Affluent Families** (segments 1, 2, 3, 4, 5, 6 and 14)	67	1.2%	15.1%	8

INDIVIDUAL SEGMENTS

No.	Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
23	Established Empty-Nesters	1,284	22.9%	3.4%	676
40	Surviving Urban Diversity	1,001	17.8%	4.0%	441
39	New Beginning Urbanites	787	14.0%	2.8%	507
20	Cautious and Mature	709	12.6%	2.6%	479
10	Suburban Mid-Life Families	543	9.7%	5.5%	174
22	Mature and Established	215	3.8%	1.8%	214
30	Urban Senior Life	164	2.9%	0.8%	352
35	Laboring Country Families	133	2.4%	2.7%	86
46	Struggling Black Households	130	2.3%	2.5%	92
21	Mature and Stable	120	2.1%	0.6%	377
43	Laboring Urban Diversity	97	1.7%	0.5%	341
25	Working Country Consumers	73	1.3%	4.1%	32
28	Building Country Families	64	1.1%	2.8%	41
7	Prosperous and Mature	44	0.8%	0.5%	145
48	Struggling Urban Life	42	0.7%	0.8%	92
4	Educated Mid-Life Families	32	0.6%	3.4%	17
18	Working Urban Families	30	0.5%	4.0%	13
14	Secure Mid-Life Families	30	0.5%	0.7%	82
19	Educated and Promising	19	0.3%	0.1%	431
27	Country Family Diversity	18	0.3%	0.3%	94

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No.	Individual Segment Name Segments are sorted by number of households in the study area.	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
38	Rural Working Families	14	0.2%	8.8%	3
29	Working Country Families	10	0.2%	1.0%	19
44	Laboring Urban Life	8	0.1%	0.1%	190
45	Struggling Urban Diversity	7	0.1%	2.5%	5
16	Established Country Families	6	0.1%	6.4%	2
32	Working Urban Life	6	0.1%	1.7%	6
42	Laboring Rural Diversity	6	0.1%	1.5%	7
31	Mature Country Families	6	0.1%	0.5%	20
49	Exception Households	6	0.1%	0.2%	43
6	Prosperous New Country Families	5	0.1%	2.1%	4
26	Working Suburban Families	5	0.1%	0.1%	75
9	Educated Working Families	3	0.1%	0.1%	64
8	Rising Potential Professionals	1	0.0%	2.3%	1
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
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
17	Large Young Families	0	0.0%	2.2%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	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
	TOTALS	**5,618**	**100.0%**	**100.0%**	**100**

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FAITH INVOLVEMENT INDICATOR			
Estimated 2021 Households Likely to Be:			
▲ **Strongly Involved with Their Faith**	**42.8%**	**35.4%**	**121**
Somewhat Involved with Their Faith	30.0%	29.9%	100
↓ Not Involved with Their Faith	26.0%	34.7%	75
Estimated 2021 Households Likely to Have:			
Increased Their Involvement with Their Faith in the Last 10 Years	23.6%	22.1%	107
Decreased Their Involvement with Their Faith in the Last 10 Years	22.3%	23.7%	94
RELIGIOUS PREFERENCE INDICATOR			
Estimated 2021 Households Likely to Prefer:			
▲ **Adventist**	**0.9%**	**0.5%**	**178**
▲ **Baptist**	**39.8%**	**16.1%**	**248**
↓ Catholic	11.8%	23.7%	50
↓ Congregational	1.6%	2.0%	83
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.4%	2.9%	84
▲ **Holiness**	**1.9%**	**0.8%**	**235**
↓ Jehovah's Witnesses	0.9%	1.1%	86
↓ Judaism	0.7%	3.2%	21
↓ Lutheran	1.4%	7.2%	20
▲ **Methodist**	**11.8%**	**10.1%**	**117**
↓ Mormon	0.4%	1.8%	20
↓ New Age	0.1%	0.6%	21
Non-Denominational / Independent	7.2%	6.9%	104
↓ Orthodox	0.1%	0.3%	33
▲ **Pentecostal**	**2.8%**	**2.4%**	**117**
Presbyterian / Reformed	4.8%	4.6%	105
↓ Unitarian / Universalist	0.3%	0.7%	36
Interested but No Preference	4.2%	3.9%	107
↓ Not Interested and No Preference	5.6%	11.1%	51
Likely to Have Changed Their Preference in the Last 10 Years	15.9%	16.8%	95
LEADERSHIP PREFERENCE INDICATOR			
Estimated 2021 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**	**13.1%**	**11.7%**	**112**
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	78.5%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.3%	43.5%	95
▲ **Finding/Providing Health Insurance**	**34.2%**	**29.0%**	**118**
Day-to-Day Financial Worries	29.3%	31.6%	93
↓ Finding Employment Opportunities	11.7%	14.4%	81
↓ Finding Affordable Housing	9.6%	11.3%	85
▲ **Providing Adequate Food**	**9.9%**	**8.6%**	**116**
↓ Finding Child Care	5.4%	6.3%	86
FAMILY PROBLEMS:			
▲ **Dealing With Alcohol/Drug Abuse**	**19.1%**	**16.7%**	**114**
Dealing With Teen / Child Problems	20.7%	20.7%	100
Finding/Providing Aging Parent Care	14.2%	15.5%	91
▲ **Dealing With Abusive Relationships**	**12.6%**	**11.4%**	**111**
▲ **Dealing With Divorce**	**5.2%**	**4.5%**	**116**
COMMUNITY PROBLEMS:			
▲ **Neighborhood Crime and Safety**	**30.9%**	**27.0%**	**115**
Finding/Providing Good Schools	22.6%	23.5%	96
▲ **Dealing with Problems in Schools**	**15.9%**	**13.6%**	**117**
Dealing With Racial / Ethnic Prejudice	14.4%	13.1%	110
▲ **Dealing With Neighborhood Gangs**	**11.7%**	**8.5%**	**138**
↓ Dealing with Social Injustice	9.3%	11.3%	83
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	44.3%	50.6%	88
↓ Finding Time for Recreation / Leisure	19.3%	25.3%	76
▲ **Finding Better Quality Healthcare**	**27.8%**	**23.9%**	**116**
↓ Finding A Satisfying Job / Career	16.4%	19.3%	85
Finding Retirement Opportunities	18.1%	18.9%	96
Achieving A Fulfilling Marriage	21.4%	22.3%	96
↓ Developing Parenting Skills	12.0%	14.7%	82
↓ Achieving Educational Objectives	5.5%	7.5%	74
SPIRITUAL / PERSONAL:			
↓ Dealing With Stress	25.9%	29.8%	87
Finding Companionship	17.0%	17.3%	99
▲ **Finding A Good Church**	**23.1%**	**15.2%**	**152**
▲ **Finding Spiritual Teaching**	**17.7%**	**12.9%**	**137**
Finding Life Direction	13.2%	14.0%	94

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KEY VALUES INDICATOR			
Estimated 2021 Households Likely to Agree With the Following Statements:			
GOD:			
"I believe there is a God"	85.2%	84.5%	101
"God is actively involved in the world including nations and their governments"	64.7%	63.8%	101
SOCIETY:			
"It is important to preserve the traditional American family structure"	91.6%	91.5%	100
"A healthy environment has become a national crisis"	82.9%	82.8%	100
"Public education is essential to the future of American society"	93.7%	94.0%	100
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	51.0%	50.1%	102
"The role of Churches / Synagogues is to help form and support moral values"	81.5%	81.1%	100
"Churches and religious organizations should provide more human services"	63.3%	62.6%	101
***RACIAL / ETHNIC CHANGE*:**			
"The United States must open its doors to all people groups"	35.6%	36.3%	98
"The changing racial / ethnic face of America is a threat to our national heritage"	37.6%	36.3%	104
HOUSEHOLD CONTRIBUTION INDICATOR			
Estimated 2021 Households Likely to Contribute:			
TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than $100 per year	58.2%	59.8%	97
More than $500 per year	30.7%	31.2%	98
More than $1,000 per year	16.0%	17.4%	92
TO CHARITIES:			
↓ More than $100 per year	29.8%	33.7%	88
↓ More than $500 per year	5.1%	6.8%	75
↓ More than $1,000 per year	1.5%	2.3%	65
TO COLLEGES AND UNIVERSITIES:			
↓ More than $100 per year	13.2%	16.1%	82
↓ More than $500 per year	3.8%	4.3%	88
↓ More than $1,000 per year	1.9%	2.2%	86

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Sources: Percept, Claritas, U.S. Census Bureau

Ministry Area Profile 2021

Compass REPORT

Dogwood Azalea-1 Mile Radius Potential
1328 Griffirth Ave
owensboro, ky 42301

Study Area Definition:
1.0 Mile Radius

PerceptGroup

ID# 295112:295112

Ministry Area Profile 2021

Compass REPORT

Prepared For:
Dogwood Azalea-1 Mile Radius Potential
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Coordinates: 37:45.39 87:07.43
Date: 7/30/2021

Prepared For:
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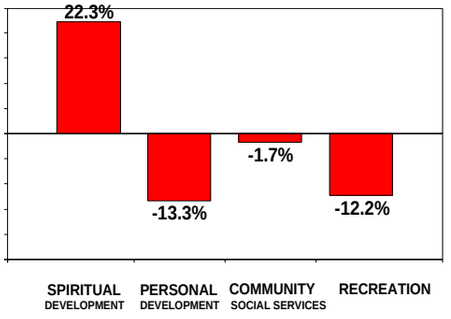
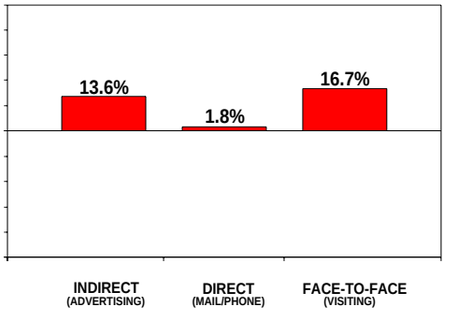
Study Area Definition:
1.0 Mile Radius

Church Program Preferences

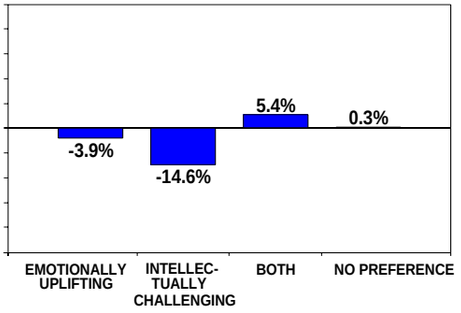


Percentage Above Average
← U.S. Average →
Percentage Below Average

Contact Methods Rated Good

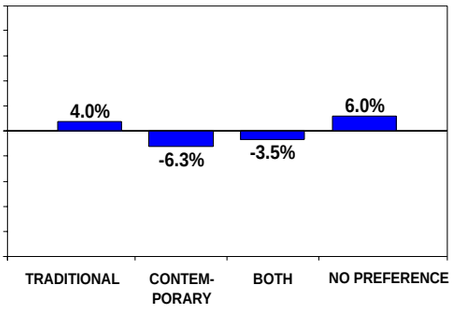


Worship Style (1)

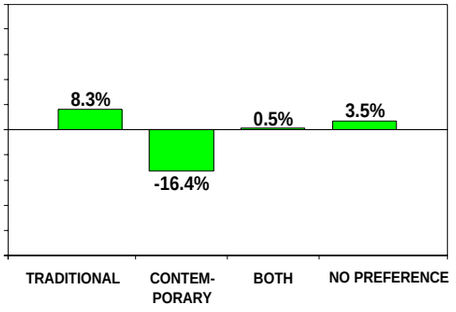


Percentage Above Average
← U.S. Average →
Percentage Below Average

Worship Style (2)

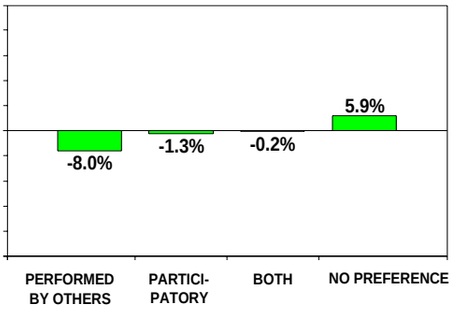


Music Style (1)

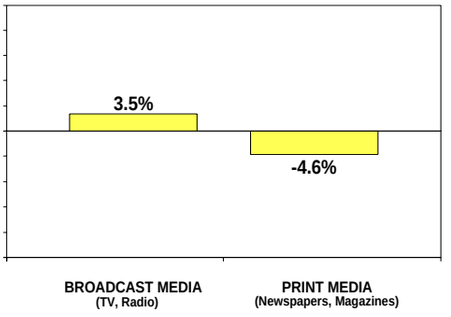


Percentage Above Average
← U.S. Average →
Percentage Below Average

Music Style (2)

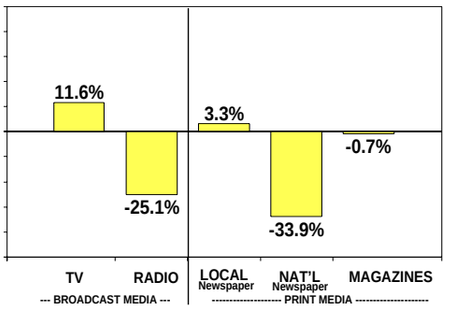


Primary Media Summary



Percentage Above Average
← U.S. Average →
Percentage Below Average

Primary Media Preferences



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ID# 295112:295112

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Date: 7/30/2021

Prepared For:
Dogwood Azalea-1 Mile Radius Potential
1328 Griffirth Ave
owensboro, ky 42301

Study Area Definition:
1.0 Mile Radius

Description ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2021 Households If Looking for a New Church Likely to Express as Most Important:			
SPIRITUAL DEVELOPMENT:			
▲ **Bible Study Discussion and Prayer Groups**	**55.4%**	**41.1%**	**135**
Adult Theological Discussion Groups	24.7%	22.5%	110
Spiritual Retreats	11.9%	11.6%	103
PERSONAL DEVELOPMENT:			
↓ Marriage Enrichment Opportunities	12.4%	15.2%	82
Parent Training Programs	7.7%	7.8%	98
↓ Twelve Step Programs	2.4%	3.5%	71
Divorce Recovery	2.5%	2.4%	103
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	22.4%	22.5%	100
Care for the Terminally Ill	17.3%	15.7%	110
Food and Clothing Resources	10.6%	11.1%	95
↓ Day Care Services	5.0%	6.1%	82
↓ Church Sponsored Day-School	4.7%	5.7%	84
RECREATION:			
↓ Youth Social Programs	26.1%	29.7%	88
↓ Family Activities and Outings	28.7%	32.8%	88
Active Retirement Programs	27.4%	26.8%	102
↓ Cultural Programs (Music, Drama, Art)	13.5%	18.9%	72
↓ Sports or Camping	4.8%	6.3%	76

SUMMARY	
▲ **Spiritual Development Index**	**122**
↓ Personal Development Index	87
Community/Social Services Index	98
↓ Recreation Index	88

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WORSHIP STYLE INDICATOR			
Estimated 2021 Households Likely to Prefer Church Worship which is:			
PART 1:			
A. Emotionally Uplifting	25.3%	26.4%	96
↓ B. Intellectually Challenging	9.5%	11.1%	85
C. Both A and B	41.3%	39.2%	105
D. No Preference or Not Interested	23.5%	23.4%	100
PART 2:			
A. Traditional/Formal/Ceremonial	21.0%	20.2%	104
B. Contemporary/Informal	24.7%	26.3%	94
C. Both A and B	25.6%	26.5%	97
D. No Preference or Not Interested	28.6%	26.9%	106
MUSIC STYLE INDICATOR			
Estimated 2021 Households Likely to Prefer Church Music which is:			
PART 1:			
A. Traditional	26.4%	24.4%	108
↓ B. Contemporary	16.5%	19.7%	84
C. Both A and B	31.3%	31.1%	100
D. No Preference or Not Interested	25.6%	24.8%	103
PART 2:			
A. Performed by Others	17.2%	18.7%	92
B. Participatory	22.6%	22.9%	99
C. Both A and B	32.1%	32.2%	100
D. No Preference or Not Interested	27.7%	26.2%	106

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MISSION EMPHASIS INDICATOR			
Estimated 2021 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:			
PART 1:			
↓ A. Community	18.8%	22.0%	85
B. Personal Spiritual Development	15.0%	14.3%	105
C. Both A and B	37.6%	37.4%	100
D. No Preference or Not Interested	28.2%	26.3%	107
PART 2:			
A. Global Mission	6.3%	6.2%	102
B. Local Mission	30.2%	33.3%	91
C. Both A and B	31.3%	30.1%	104
D. No Preference or Not Interested	31.8%	30.4%	105
CHURCH ARCHITECTURE INDICATOR			
Estimated 2021 Households Likely to Prefer Church Architecture which is:			
PART 1:			
A. Traditional	29.1%	26.6%	109
↓ B. Contemporary	12.2%	15.9%	76
C. Both A and B	32.6%	32.3%	101
D. No Preference or Not Interested	25.6%	25.1%	102
PART 2:			
▲ A. Somber/Serious	**11.0%**	**9.4%**	**118**
↓ B. Light and Airy	28.9%	34.7%	83
C. Both A and B	30.0%	27.7%	108
D. No Preference or Not Interested	29.3%	28.2%	104

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PRIMARY MEDIA PREFERENCE			
Estimated 2021 Households Likely to Describe Their Primary Media Information Source As:			
BROADCAST MEDIA:			
▲ **Television**	**52.7%**	**47.3%**	**112**
↓ Radio	10.0%	13.3%	75
PRINT MEDIA:			
Local Newspaper	35.9%	36.1%	99
↓ National Newspaper	2.9%	4.3%	66
Magazines	2.2%	2.4%	90
SECONDARY MEDIA PREFERENCE			
Estimated 2021 Households Likely to Describe Their Secondary Media Information Source As:			
BROADCAST MEDIA:			
Television	32.6%	31.9%	102
Radio	24.4%	23.8%	103
PRINT MEDIA:			
Local Newspaper	33.8%	32.7%	103
↓ National Newspaper	4.4%	5.8%	76
Magazines	7.0%	7.0%	99

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

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CHURCH CONTACT METHODS RATED GOOD			
Estimated 2021 Households Likely to Rate As Good the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
▲ **Local Radio Announcements or Advertisements**	**40.0%**	**36.2%**	**111**
▲ **Putting Ad in Local Newspaper**	**37.5%**	**33.8%**	**111**
▲ **Local Cable Channels**	**36.6%**	**30.4%**	**120**
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	53.4%	53.7%	100
Calling and Offering to Send Information By Mail	31.1%	29.5%	105
Calling and Discussing on the Phone	12.4%	12.0%	104
FACE-TO-FACE METHODS (VERY PERSONAL):			
▲ **Calling and Offering to Visit When Convenient**	**24.8%**	**20.1%**	**123**
Going Door to Door	15.0%	14.0%	108
CHURCH CONTACT METHODS RATED POOR			
Estimated 2021 Households Likely to Rate As Poor the Following Methods of Contact from a Church:			
INDIRECT METHODS (LEAST PERSONAL):			
↓ Local Radio Announcements or Advertisements	16.2%	19.6%	83
↓ Putting Ad in Local Newspaper	18.5%	21.5%	86
↓ Local Cable Channels	23.4%	30.7%	76
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.1%	13.3%	83
↓ Calling and Offering to Send Information By Mail	30.4%	34.0%	89
Calling and Discussing on the Phone	59.2%	60.6%	98
FACE-TO-FACE METHODS (VERY PERSONAL):			
↓ Calling and Offering to Visit When Convenient	44.2%	49.6%	89
Going Door to Door	58.4%	64.0%	91

SUMMARY OF METHODS RATED GOOD	
▲ **Indirect Methods Index (100 = Average)**	**114**
Direct Methods Index	102
▲ **Face-to-Face Methods Index**	**117**

SUMMARY OF METHODS RATED POOR	
↓ Indirect Methods Index	81
Direct Methods Index	93
Face-to-Face Methods Index	90

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