

ministry area profile 2021

Hispanic Burmese Potential Area
4641 Frederica St
owensboro, ku 42301

Study Area Definition:
2.0 Mile Radius



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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

Coordinates: 37:43.49 87:07.38
Date: 8/10/2021

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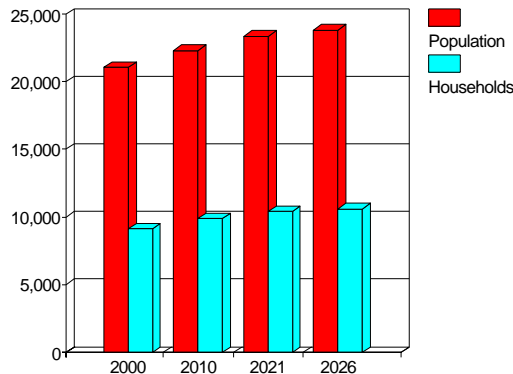
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 23,341 persons residing in the defined study area. This represents an increase of 2,302 or 10.9% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2021 and 2026, the population is projected to increase by 2.0% or 471 additional persons. During the same period, the U.S. population is projected to grow by 2.9%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 26 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Empty-Nesters* representing 15.8% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 84.2% of the population and all other racial/ethnic groups make up just 15.9% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 5.2% of the total population. *Asians* are projected to be the fastest growing group increasing by 31.6% between 2021 and 2026. (see pages 4 and 7)
- 5** **Q** **What are the major generational groups represented?**
A The largest age group in terms of numbers is *Millenials* (age 20 to 39) comprised of 6,099 persons or 26.1% 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** **Overall, how traditional are the family structures?**
A 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** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 92.4% 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 24.6% of those over 25 in the area versus 32.3% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Finding A Good Church, Finding Spiritual Teaching, Neighborhood Gangs, Divorce, Problems in Schools* and *Better Quality Healthcare*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *somewhat high* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$62,677 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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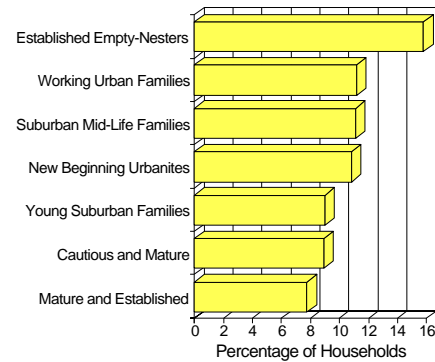
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Population and Households

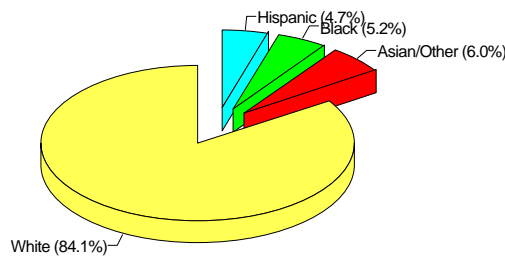


Primary U.S. Lifestyles Segments-2021

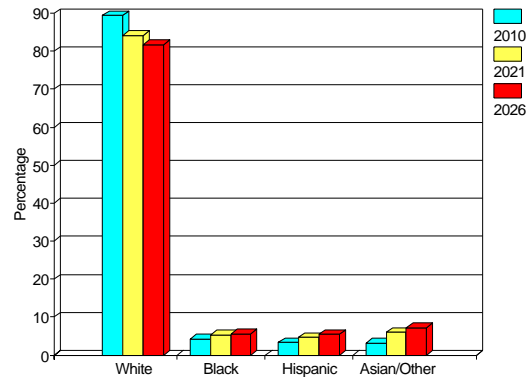


The population in the study area has increased by 1032 persons, or 4.6% since 2010 and is projected to increase by 471 persons, or 2.0% between 2021 and 2026. The number of households has increased by 513, or 5.2% since 2010 and is projected to increase by 223, or 2.1% between 2021 and 2026.

Population By Race/Ethnicity-2021

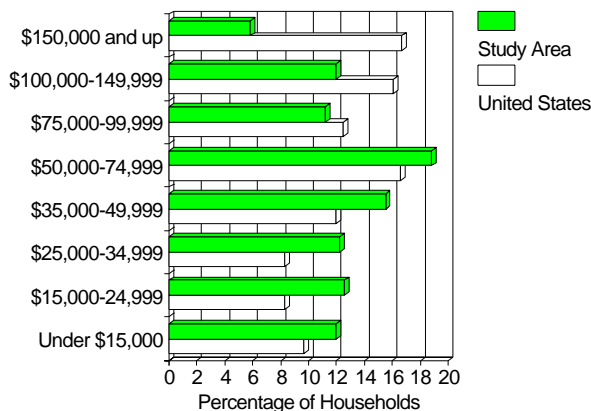


Population By Race/Ethnicity Trend

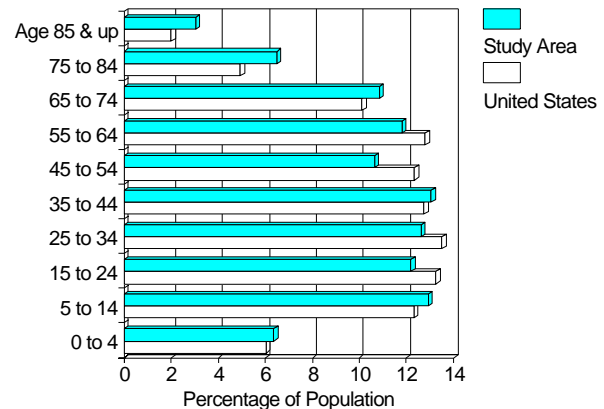


Between 2021 and 2026, the White population is projected to decrease by 172 persons and to decrease from 84.1% to 81.8% of the total population. The Black population is projected to increase by 114 persons and to increase from 5.2% to 5.6% of the total. The Hispanic/Latino population is projected to increase by 187 persons and to increase from 4.7% to 5.4% of the total. The Asian/Other population is projected to increase by 341 persons and to increase from 6.0% to 7.3% of the total population.

Households By Income-2021



Population by Age-2021

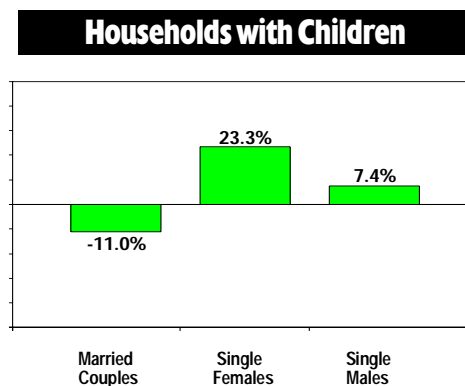
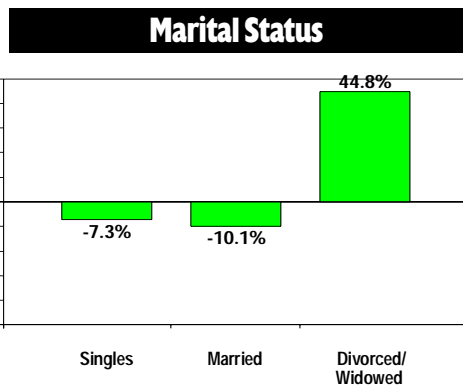
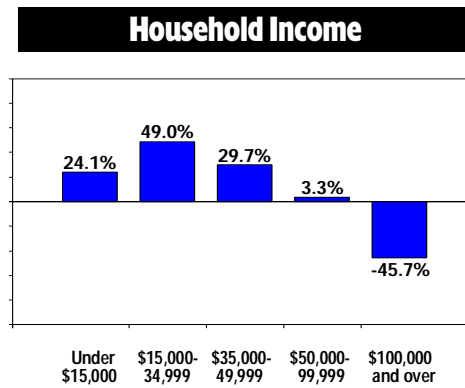
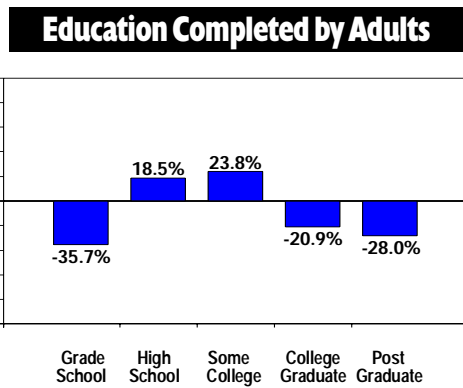
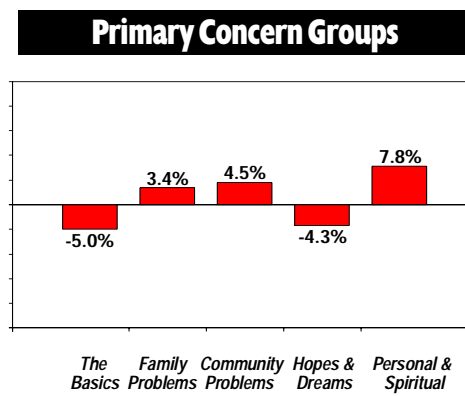
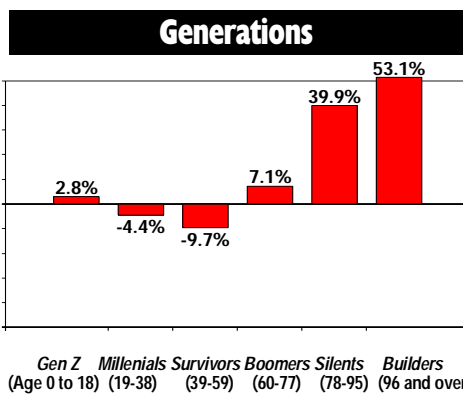
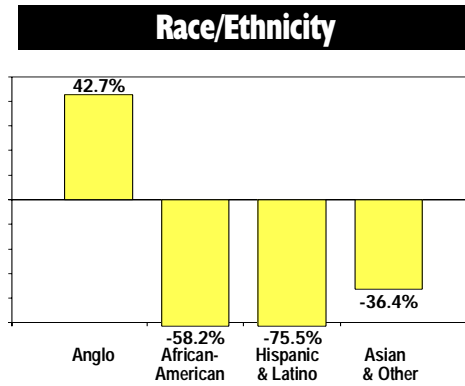
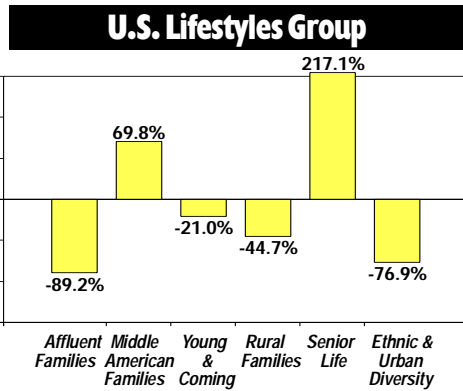


The average household income in the study area is \$62677 a year as compared to the U.S. average of \$96765. The average age in the study area is 40.8 and is projected to increase to 40.9 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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POPULATION				
	2000 Census	2010 Census	2021 Update	2026 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	21,039	22,309	23,341	23,812
Population Change		1,270	1,032	471
Percentage Change		6.0%	4.6%	2.0%
↓ Average Annual Growth Rate		0.6%	0.4%	0.4%
▲ Density (Pop. per square mile)	1,674	1,775	1,857	1,895
HOUSEHOLDS				
▲ Households	9,110	9,866	10,379	10,602
Household Change		756	513	223
Percentage Change		8.3%	5.2%	2.1%
↓ Average Annual Growth Rate		0.8%	0.5%	0.4%
↓ Persons Per Household	2.25	2.20	2.19	2.18

POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	19,962	89.5%	19,641	84.1%	19,469	81.8%
▲ African-American (Non-Hisp)	928	4.2%	1,210	5.2%	1,324	5.6%
▲ Hispanic/Latino	727	3.3%	1,098	4.7%	1,285	5.4%
▲ Asian/Other (Non-Hisp)	692	3.1%	1,392	6.0%	1,733	7.3%

POPULATION BY GENDER						
	2010 Census	2021 Update	2026 Projection			
↓ Female	11,851	53.1%	12,238	52.4%	12,438	52.2%
▲ Male	10,458	46.9%	11,103	47.6%	11,373	47.8%

POPULATION BY GENERATION						
	2010 Census	2021 Update	2026 Projection			
▲ Generation Z (Born 2002 and later)	2,481	11.1%	5,819	24.9%	7,777	32.7%
↓ Millennials (Born 1982 to 2001)	5,871	26.3%	6,098	26.1%	5,737	24.1%
↓ Survivors (Born 1961 to 1981)	5,685	25.5%	5,528	23.7%	5,411	22.7%
↓ Boomers (Born 1943 to 1960)	4,787	21.5%	4,428	19.0%	3,987	16.7%
↓ Silents (Born 1925 to 1942)	2,722	12.2%	1,433	6.1%	900	3.8%
↓ Builders (Born 1924 and earlier)	614	2.8%	36	0.2%	1	0.0%

AGE			
	2010 Census	2021 Update	2026 Projection
▲ Average Age	39.9	40.8	40.9
▲ Median Age	39.9	40.2	40.3

INCOME			
	2010 Census	2021 Update	2026 Projection
▲ Average Household Income	\$51,439	\$62,677	\$66,586
▲ Median Household Income	\$41,940	\$49,034	\$51,577
▲ Per Capita Income	\$22,748	\$27,871	\$29,647

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HOUSEHOLDS BY INCOME						
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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	336	3.4%	599	5.8%	749	7.1%
▲ \$100,000 to \$149,999	593	6.0%	1,245	12.0%	1,352	12.8%
▲ \$75,000 to \$99,999	1,032	10.5%	1,163	11.2%	1,210	11.4%
↓ \$50,000 to \$74,999	2,032	20.6%	1,948	18.8%	2,016	19.0%
↓ \$35,000 to \$49,999	1,668	16.9%	1,610	15.5%	1,593	15.0%
↓ \$25,000 to \$34,999	1,059	10.7%	1,269	12.2%	1,284	12.1%
↓ \$15,000 to \$24,999	1,586	16.1%	1,298	12.5%	1,190	11.2%
↓ Under \$15,000	1,560	15.8%	1,246	12.0%	1,209	11.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	1,442	6.5%	1,488	6.4%	1,507	6.3%
▲ Required Formal Schooling (5-17)	3,358	15.1%	3,848	16.5%	3,984	16.7%
College Years, Career Starts (18-24)	2,217	9.9%	2,016	8.6%	2,286	9.6%
↓ Singles and Young Families (25-34)	3,019	13.5%	2,948	12.6%	2,525	10.6%
Families, Empty Nesters (35-54)	5,523	24.8%	5,532	23.7%	5,828	24.5%
↓ Enrichment Years Singles/Couples (55-64)	2,672	12.0%	2,749	11.8%	2,495	10.5%
▲ Retirement Opportunities (65+)	3,929	17.6%	4,760	20.4%	5,187	21.8%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	1,442	6.5%	1,488	6.4%	1,507	6.3%
5 to 9 years	1,299	5.8%	1,496	6.4%	1,518	6.4%
10 to 14 years	1,268	5.7%	1,522	6.5%	1,505	6.3%
▲ 15 to 17 years	791	3.5%	830	3.6%	961	4.0%
18 to 20 years	973	4.4%	966	4.1%	1,094	4.6%
↓ 21 to 24 years	1,244	5.6%	1,050	4.5%	1,192	5.0%
↓ 25 to 29 years	1,669	7.5%	1,402	6.0%	1,201	5.0%
30 to 34 years	1,350	6.1%	1,546	6.6%	1,324	5.6%
35 to 39 years	1,285	5.8%	1,617	6.9%	1,540	6.5%
▲ 40 to 44 years	1,239	5.6%	1,429	6.1%	1,672	7.0%
45 to 49 years	1,477	6.6%	1,196	5.1%	1,434	6.0%
↓ 50 to 54 years	1,522	6.8%	1,290	5.5%	1,182	5.0%
↓ 55 to 59 years	1,409	6.3%	1,329	5.7%	1,194	5.0%
60 to 64 years	1,263	5.7%	1,420	6.1%	1,301	5.5%
▲ 65 to 69 years	989	4.4%	1,325	5.7%	1,499	6.3%
▲ 70 to 74 years	906	4.1%	1,210	5.2%	1,460	6.1%
75 to 84 years	1,352	6.1%	1,513	6.5%	1,475	6.2%
85 or more years	682	3.1%	712	3.1%	753	3.2%

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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 (2021)	18,835			
Single (Never Married)	5,889	31.3%	33.7%	93
Married	8,410	44.7%	49.6%	90
▲ Divorced/Widowed	4,536	24.1%	16.6%	145
Marital Status Females 15 and Older (2021)	10,057			
Single (Never Married)	2,722	27.1%	30.7%	88
Married	4,176	41.5%	48.5%	86
▲ Divorced/Widowed	3,159	31.4%	20.9%	150
Marital Status Males 15 and Older (2021)	8,778			
Single (Never Married)	3,167	36.1%	36.9%	98
Married	4,234	48.2%	50.9%	95
▲ Divorced/Widowed	1,377	15.7%	12.2%	129
FAMILY STRUCTURE				
Households By Type (2021)	10,379			
Married Couple	4,339	41.8%	48.7%	86
Other Family - Male Head of Household	423	4.1%	4.9%	83
Other Family - Female Head of Household	1,314	12.7%	12.9%	98
Non Family - Male Head of Household	1,753	16.9%	15.8%	107
▲ Non Family - Female Head of Household	2,550	24.6%	17.7%	139
Households With Children 0 to 18 (2021)	2,805			
Married Couple Family	1,635	58.3%	65.5%	89
Other Family - Male Head of Household	254	9.1%	8.4%	107
▲ Other Family - Female Head of Household	868	30.9%	25.1%	123
▲ Non Family	49	1.7%	1.0%	181
Population By Household Type (2021)	23,341			
Group Quarters	608	2.6%	2.5%	106

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GROUP QUARTERS				
Population In Group Quarters By Type (2021)	608			
↓ Correctional Facilities	112	18.4%	29.7%	62
▲ College Dorms	384	63.2%	31.9%	198
↓ Military	0	0.0%	4.3%	0
Nursing Homes	106	17.4%	18.7%	93
↓ Other	6	1.0%	15.3%	6
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	23,341			
▲ White (Non-Hispanic)	19,641	84.1%	59.0%	143
↓ African-American (Non-Hisp)	1,210	5.2%	12.4%	42
↓ Hispanic/Latino	1,099	4.7%	19.2%	24
↓ Native American (Non-Hisp)	36	0.2%	0.7%	21
↓ Asian (Non-Hisp)	676	2.9%	5.9%	49
▲ Hawaiian & Pacific Islander (Non-Hisp)	61	0.3%	0.2%	147
Other Races & Multiple Races (Non-Hisp)	617	2.6%	2.6%	102
Asian Population By Race (2021)	687			
↓ Chinese	86	12.5%	22.8%	55
Japanese	29	4.2%	4.2%	100
Indian	152	22.1%	22.4%	99
Korean	50	7.3%	8.1%	89
↓ Vietnamese	10	1.5%	10.2%	14
▲ Other Asian Races	360	52.4%	32.1%	163
Hispanic/Latino Population By Race (2021)	1,099			
White	548	49.9%	53.1%	94
↓ African-American	11	1.0%	2.5%	40
↓ Native American	8	0.7%	1.4%	53
▲ Asian	11	1.0%	0.4%	242
Other Races & Multiple Races	521	47.4%	42.6%	111
Hispanic/Latino Population By Origin (2021)	1,099			
Mexican	779	70.9%	61.8%	115
↓ Puerto Rican	73	6.6%	9.8%	68
↓ Cuban	16	1.5%	3.6%	40
Other Hispanic Origin	230	20.9%	24.7%	85

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	6,197			
▲ Pre-Primary (Public)	435	7.0%	3.4%	204
↓ Pre-Primary (Private)	123	2.0%	2.6%	76
Elementary/High School (Public)	3,329	53.7%	58.9%	91
Elementary/High School (Private)	477	7.7%	6.6%	116
Enrolled in College	1,833	29.6%	28.4%	104
Population By Education Completed (Age 25 and over) (2021)	15,989			
↓ Elementary (Less than 9 years)	422	2.6%	5.1%	52
↓ Some High School (9 to 11 years)	799	5.0%	6.8%	73
High School Graduate (12 years)	5,105	31.9%	26.9%	118
▲ Some College (13 to 15 years)	4,235	26.5%	20.4%	130
Associate Degree	1,489	9.3%	8.5%	109
↓ Bachelor's Degree	2,508	15.7%	19.8%	79
↓ Graduate Degree	1,431	8.9%	12.4%	72
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	10,907			
TOTAL WHITE COLLAR	6,250	57.3%	61.5%	93
↓ Executive and Managerial	811	7.4%	10.1%	74
Professional Specialty	1,518	13.9%	17.0%	82
↓ Technical Support	719	6.6%	9.4%	70
Sales	1,322	12.1%	10.3%	118
Administrative Support & Clerical	1,880	17.2%	14.7%	117
TOTAL BLUE COLLAR	4,656	42.7%	38.5%	111
Service: Private Households	266	2.4%	2.8%	86
Service: Protective	201	1.8%	2.1%	87
▲ Service: Other	1,103	10.1%	7.5%	135
↓ Farming, Forestry & Fishing	24	0.2%	0.7%	32
Precision Production and Craft	1,361	12.5%	10.9%	115
↓ Operators and Assemblers	263	2.4%	3.1%	79
Transportation and Material Moving	975	8.9%	7.6%	118
Laborers	463	4.2%	3.9%	109

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	18,566			
Employed	11,316	61.0%	60.0%	102
↓ Unemployed	361	1.9%	3.2%	60
Not in Labor Force	6,889	37.1%	36.8%	101
Total Female Pop. By Work Status (Age 20 to 64) (2013)	6,273			
TOTAL WORKING	4,131	65.9%	66.8%	99
With No Own Children	2,590	41.3%	42.2%	98
▲ With Own Children Age 0 to 5 only	449	7.2%	5.5%	131
With Own Children Age 6 to 17 only	835	13.3%	14.8%	90
With Own Children Both Age 0 to 5 and 6 to 17	257	4.1%	4.3%	95
TOTAL NOT WORKING (UNEMPLOYED)	348	5.5%	6.2%	89
↓ With No Own Children	154	2.5%	3.8%	65
With Own Children Age 0 to 5 only	34	0.5%	0.7%	82
▲ With Own Children Age 6 to 17 only	96	1.5%	1.3%	122
▲ With Own Children Both Age 0 to 5 and 6 to 17	64	1.0%	0.5%	186
TOTAL NOT IN THE LABOR FORCE	1,794	28.6%	27.0%	106
With No Own Children	1,187	18.9%	17.1%	111
With Own Children Age 0 to 5 only	148	2.4%	2.6%	91
With Own Children Age 6 to 17 only	341	5.4%	4.6%	117
↓ With Own Children Both Age 0 to 5 and 6 to 17	118	1.9%	2.6%	71
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2021)	10,379			
Above Poverty Line (Households with Children)	5,275	58.7%	62.0%	95
Above Poverty Line (Households without Children)	2,237	24.9%	26.8%	93
▲ Below Poverty Line (Households with Children)	802	8.9%	6.5%	138
▲ Below Poverty Line (Households without Children)	668	7.4%	4.7%	157
Households By Presence of Retirement Income (2013)	9,866			
▲ With Retirement Income	2,096	21.2%	17.6%	121
Without Retirement Income	7,320	74.2%	81.5%	91

Coordinates: 37:43.49 87:07.38
Date: 8/10/2021

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Hispanic Burmese Potential Area
4641 Frederica St
owensboro, ku 42301

Study Area Definition:
2.0 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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HOUSING				
Occupied Units By Type (2021)	10,379			
Owner Occupied	6,213	59.9%	65.2%	92
Renter Occupied	4,167	40.1%	34.8%	115
↓ Median Rent (2013)	\$642		\$904	71
Structures By Number of Units (2021)	11,016			
Single Unit	7,757	70.4%	67.4%	104
▲ 3 to 4 Units	1,495	13.6%	7.9%	172
5 to 19 Units	1,120	10.2%	9.2%	110
↓ 20 to 49 Units	188	1.7%	3.6%	47
↓ 50 or more Units	446	4.0%	5.5%	74
↓ Mobile Home	9	0.1%	6.2%	1
↓ Other	0	0.0%	0.1%	0
Single To Multiple Unit Ratio	2.39		2.57	93
Owner-Occupied Property Values (2021)	6,213			
↓ Under \$40,000	58	0.9%	4.8%	19
↓ \$40,000 to \$59,999	92	1.5%	2.6%	57
▲ \$60,000 to \$79,999	346	5.6%	3.6%	155
▲ \$80,000 to \$99,999	974	15.7%	4.6%	339
▲ \$100,000 to 149,999	1,963	31.6%	11.4%	278
▲ \$150,000 to \$199,999	1,522	24.5%	12.6%	195
↓ \$200,000 to \$299,999	761	12.2%	19.1%	64
↓ \$300,000 to \$499,999	358	5.8%	22.0%	26
↓ \$500,000 to \$999,999	118	1.9%	14.5%	13
↓ \$1,000,000 and over	19	0.3%	5.0%	6
↓ Median Property Value	\$144,359		\$254,824	57

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HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	11,016			
↓ 2010 and later	598	5.4%	9.7%	56
↓ 2000 to 2009	867	7.9%	13.9%	56
↓ 1990 to 1999	1,082	9.8%	13.3%	74
1980 to 1989	1,284	11.7%	12.7%	91
▲ 1970 to 1979	2,378	21.6%	14.3%	151
▲ 1960 to 1969	2,264	20.6%	10.0%	206
▲ 1950 to 1959	1,861	16.9%	9.7%	175
↓ 1949 or earlier	682	6.2%	16.4%	38
Households By Number of Persons (2021)	10,379			
▲ 1 Person Household	3,835	36.9%	27.3%	136
2 Person Household	3,419	32.9%	32.4%	102
3 Person Household	1,432	13.8%	16.3%	85
↓ 4 Person Household	1,026	9.9%	13.0%	76
↓ 5 Person Household	447	4.3%	6.4%	67
↓ 6 Person Household	154	1.5%	2.8%	54
↓ 7 or more Person Household	65	0.6%	1.9%	33
Average Persons Per Household	2.2		2.6	85
Households By Heating Type (2013)	9,416			
▲ Utility and Other Gas	6,972	74.0%	54.0%	137
↓ Electric	2,351	25.0%	36.1%	69
↓ Oil	37	0.4%	6.1%	6
↓ Coal and Wood	20	0.2%	2.2%	10
↓ Solar/Other Fuel	15	0.2%	0.5%	32
↓ No Fuel Used	22	0.2%	0.9%	25

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2021)	10,379			
No Vehicles	735	7.1%	8.4%	85
1 Vehicle	3,971	38.3%	32.4%	118
2 Vehicle	3,925	37.8%	37.3%	101
↓ 3 or more Vehicles	1,749	16.9%	21.9%	77
Workers By Travel Time to Work (2021)	10,607			
▲ Less than 15 minutes	6,422	60.5%	25.3%	239
↓ 15 to 29 minutes	2,978	28.1%	36.0%	78
↓ 30 to 44 minutes	415	3.9%	20.9%	19
↓ 45 to 59 minutes	350	3.3%	8.4%	39
↓ 60 or more minutes	442	4.2%	9.3%	45
↓ Average Travel Time to Work (minutes)	17.4		29.4	59
Workers By Type of Transportation to Work (2021)	10,747			
Drive Alone	9,481	88.2%	76.8%	115
↓ Car Pool	713	6.6%	9.0%	73
↓ Public Transportation	37	0.3%	4.9%	7
Walk to Work	276	2.6%	2.6%	98
↓ Other Means	68	0.6%	1.3%	48
↓ Work at Home	172	1.6%	5.3%	30

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Date: 8/10/2021

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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)	5,537	53.3%	31.4%	170
5	Senior Life (7, 20, 21, 22, 30 and 31)	2,272	21.9%	6.9%	317
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,201	11.6%	14.7%	79
4	Rural Families (27, 26, 29, 33, 35 and 38)	750	7.2%	13.1%	55
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	441	4.2%	18.4%	23
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	170	1.6%	15.1%	11

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.		
23	Established Empty-Nesters	1,636	15.8%	3.4%	466
18	Working Urban Families	1,162	11.2%	4.0%	282
10	Suburban Mid-Life Families	1,150	11.1%	5.5%	200
39	New Beginning Urbanites	1,121	10.8%	2.8%	390
11	Young Suburban Families	934	9.0%	3.0%	303
20	Cautious and Mature	924	8.9%	2.6%	337
22	Mature and Established	804	7.7%	1.8%	433
35	Laboring Country Families	678	6.5%	2.7%	238
40	Surviving Urban Diversity	390	3.8%	4.0%	93
17	Large Young Families	307	3.0%	2.2%	138
25	Working Country Consumers	237	2.3%	4.1%	56
30	Urban Senior Life	234	2.3%	0.8%	272
7	Prosperous and Mature	150	1.4%	0.5%	268
21	Mature and Stable	146	1.4%	0.6%	248
4	Educated Mid-Life Families	95	0.9%	3.4%	27
28	Building Country Families	71	0.7%	2.8%	24
19	Educated and Promising	66	0.6%	0.1%	811
48	Struggling Urban Life	42	0.4%	0.8%	50
14	Secure Mid-Life Families	40	0.4%	0.7%	59
38	Rural Working Families	29	0.3%	8.8%	3

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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.		
16	Established Country Families	25	0.2%	6.4%	4
3	Mid-Life Prosperity	21	0.2%	1.5%	13
29	Working Country Families	18	0.2%	1.0%	18
26	Working Suburban Families	17	0.2%	0.1%	137
9	Educated Working Families	15	0.1%	0.1%	172
31	Mature Country Families	14	0.1%	0.5%	25
45	Struggling Urban Diversity	9	0.1%	2.5%	4
8	Rising Potential Professionals	9	0.1%	2.3%	4
6	Prosperous New Country Families	8	0.1%	2.1%	4
27	Country Family Diversity	8	0.1%	0.3%	23
5	Prosperous Diversity	6	0.1%	3.1%	2
15	Reliable Young Starters	5	0.0%	4.3%	1
49	Exception Households	3	0.0%	0.2%	12
1	Traditional Affluent Families	0	0.0%	3.5%	0
12	Educated New Starters	0	0.0%	2.9%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	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
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		10,374	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2021 Households Likely to Be:

▲ Strongly Involved with Their Faith	42.0%	35.4%	118
Somewhat Involved with Their Faith	29.7%	29.9%	100
↓ Not Involved with Their Faith	26.7%	34.7%	77

Estimated 2021 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	24.1%	22.1%	109
Decreased Their Involvement with Their Faith in the Last 10 Years	22.6%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	180
▲ Baptist	39.1%	16.1%	243
↓ Catholic	12.3%	23.7%	52
↓ Congregational	1.6%	2.0%	82
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.4%	2.9%	82
▲ Holiness	1.8%	0.8%	227
↓ Jehovah's Witnesses	0.9%	1.1%	84
↓ Judaism	0.6%	3.2%	20
↓ Lutheran	1.5%	7.2%	20
▲ Methodist	11.8%	10.1%	117
↓ Mormon	0.5%	1.8%	27
↓ New Age	0.1%	0.6%	19
Non-Denominational / Independent	7.3%	6.9%	105
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	2.8%	2.4%	115
Presbyterian / Reformed	4.8%	4.6%	105
↓ Unitarian / Universalist	0.2%	0.7%	33
Interested but No Preference	4.1%	3.9%	106
↓ Not Interested and No Preference	5.6%	11.1%	50
Likely to Have Changed Their Preference in the Last 10 Years	15.9%	16.8%	94

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	12.4%	11.7%	106
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	79.2%	79.6%	99

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PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	41.2%	43.5%	95
▲ Finding/Providing Health Insurance	32.8%	29.0%	113
Day-to-Day Financial Worries	29.1%	31.6%	92
↓ Finding Employment Opportunities	11.4%	14.4%	79
↓ Finding Affordable Housing	8.3%	11.3%	74
Providing Adequate Food	8.6%	8.6%	101
Finding Child Care	5.9%	6.3%	94
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	18.0%	16.7%	107
Dealing With Teen / Child Problems	21.1%	20.7%	102
Finding/Providing Aging Parent Care	15.1%	15.5%	97
Dealing With Abusive Relationships	11.5%	11.4%	101
▲ Dealing With Divorce	5.5%	4.5%	124
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	28.8%	27.0%	107
Finding/Providing Good Schools	23.5%	23.5%	100
▲ Dealing with Problems in Schools	16.4%	13.6%	121
Dealing With Racial / Ethnic Prejudice	12.8%	13.1%	98
▲ Dealing With Neighborhood Gangs	10.8%	8.5%	127
↓ Dealing with Social Injustice	9.0%	11.3%	80
HOPES AND DREAMS:			
Achieving Long-term Financial Security	46.4%	50.6%	92
↓ Finding Time for Recreation / Leisure	21.2%	25.3%	84
▲ Finding Better Quality Healthcare	27.2%	23.9%	114
Finding A Satisfying Job / Career	17.9%	19.3%	93
Finding Retirement Opportunities	18.8%	18.9%	100
Achieving A Fulfilling Marriage	23.5%	22.3%	105
Developing Parenting Skills	13.9%	14.7%	94
↓ Achieving Educational Objectives	5.9%	7.5%	79
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.0%	29.8%	90
Finding Companionship	16.1%	17.3%	93
▲ Finding A Good Church	22.3%	15.2%	147
▲ Finding Spiritual Teaching	17.1%	12.9%	132
Finding Life Direction	13.7%	14.0%	98

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KEY VALUES INDICATOR

Estimated 2021 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	85.3%	84.5%	101
“God is actively involved in the world including nations and their governments”	65.0%	63.8%	102

SOCIETY:

“It is important to preserve the traditional American family structure”	92.6%	91.5%	101
“A healthy environment has become a national crisis”	82.3%	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”	50.2%	50.1%	100
“The role of Churches / Synagogues is to help form and support moral values”	81.3%	81.1%	100
“Churches and religious organizations should provide more human services”	61.9%	62.6%	99

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	34.6%	36.3%	95
“The changing racial / ethnic face of America is a threat to our national heritage”	38.2%	36.3%	105

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2021 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.3%	59.8%	99
More than \$500 per year	31.7%	31.2%	102
More than \$1,000 per year	17.1%	17.4%	98

TO CHARITIES:

More than \$100 per year	31.9%	33.7%	95
↓ More than \$500 per year	5.0%	6.8%	74
↓ More than \$1,000 per year	1.4%	2.3%	61

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	13.1%	16.1%	81
↓ More than \$500 per year	3.4%	4.3%	79
↓ More than \$1,000 per year	1.6%	2.2%	73

Ministry Area Profile 2021
Compass
REPORT

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Study Area Definition:
2.0 Mile Radius



Ministry Area Profile 2021
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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



Ministry Area Profile 2021

Compass

REPORT

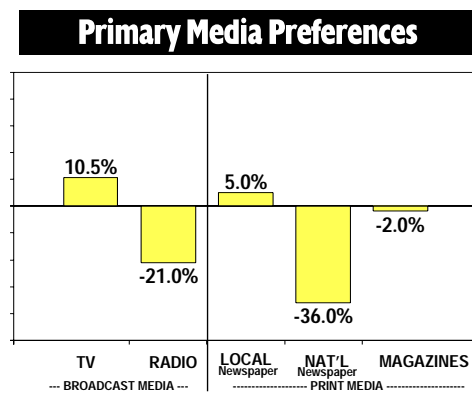
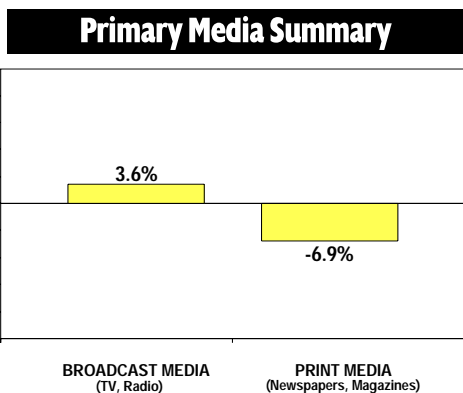
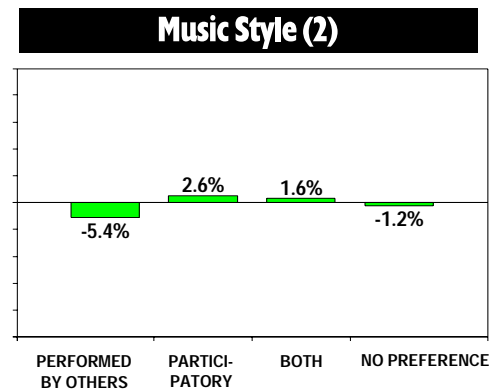
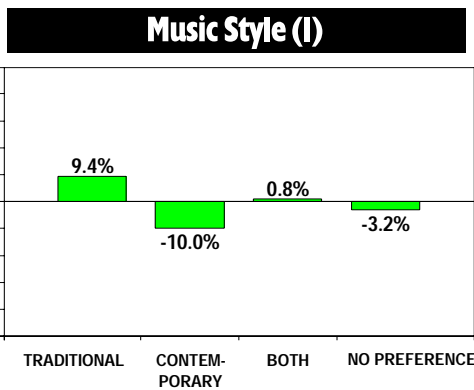
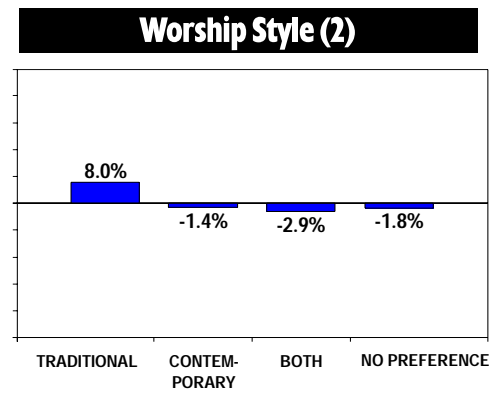
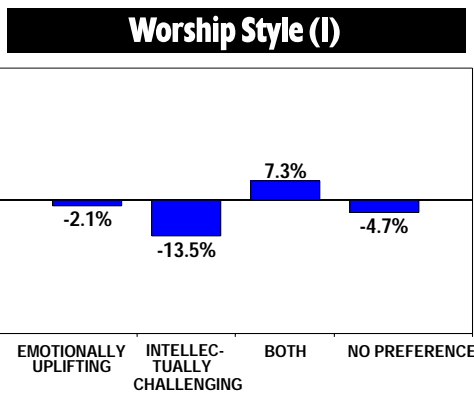
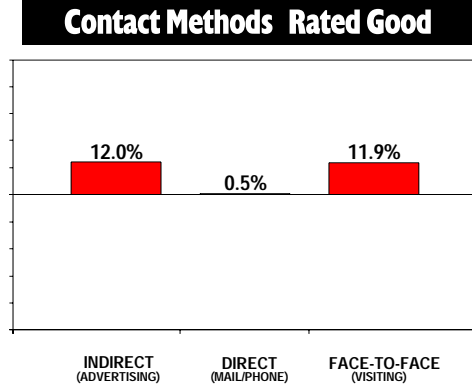
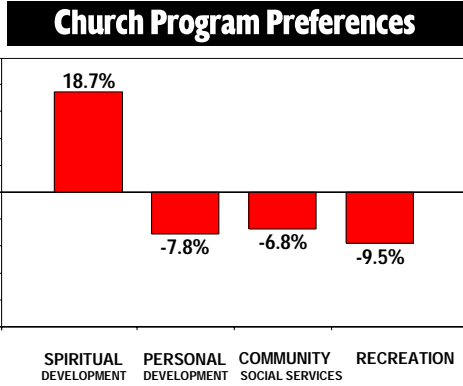
FingerPrint

Your Area Compared To The U.S.

Coordinates: 37:43.49 87:07.38
Date: 8/10/2021

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Ministry Area Profile 2021 Compass REPORT

Program

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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	53.6%	41.1%	130
Adult Theological Discussion Groups	24.3%	22.5%	108
Spiritual Retreats	11.4%	11.6%	98

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.0%	15.2%	92
Parent Training Programs	7.7%	7.8%	99
↓ Twelve Step Programs	2.3%	3.5%	67
Divorce Recovery	2.5%	2.4%	105

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.8%	22.5%	97
Care for the Terminally Ill	15.2%	15.7%	97
↓ Food and Clothing Resources	9.8%	11.1%	88
↓ Day Care Services	4.9%	6.1%	81
Church Sponsored Day-School	5.1%	5.7%	90

RECREATION:

Youth Social Programs	28.2%	29.7%	95
Family Activities and Outings	30.3%	32.8%	92
Active Retirement Programs	26.1%	26.8%	97
↓ Cultural Programs (Music, Drama, Art)	13.9%	18.9%	74
↓ Sports or Camping	5.1%	6.3%	81

SUMMARY

▲ Spiritual Development Index	119
Personal Development Index	92
Community/Social Services Index	93
Recreation Index	90



Ministry Area Profile 2021 Compass REPORT

Style

Coordinates: 37:43.49 87:07.38
Date: 8/10/2021

Prepared For:
Hispanic Burmese Potential Area
4641 Frederica St
owensboro, ku 42301

Study Area Definition:
2.0 Mile Radius

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			

WORSHIP STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	25.8%	26.4%	98
↓ B. Intellectually Challenging	9.6%	11.1%	86
C. Both A and B	42.0%	39.2%	107
D. No Preference or Not Interested	22.3%	23.4%	95

PART 2:

A. Traditional/Formal/Ceremonial	21.9%	20.2%	108
B. Contemporary/Informal	26.0%	26.3%	99
C. Both A and B	25.7%	26.5%	97
D. No Preference or Not Interested	26.5%	26.9%	98

MUSIC STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.7%	24.4%	109
B. Contemporary	17.8%	19.7%	90
C. Both A and B	31.4%	31.1%	101
D. No Preference or Not Interested	24.0%	24.8%	97

PART 2:

A. Performed by Others	17.7%	18.7%	95
B. Participatory	23.5%	22.9%	103
C. Both A and B	32.7%	32.2%	102
D. No Preference or Not Interested	25.9%	26.2%	99



Ministry Area Profile 2021

Compass

REPORT

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MISSION EMPHASIS INDICATOR

Estimated 2021 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

↓ A. Community	19.6%	22.0%	89
B. Personal Spiritual Development	15.1%	14.3%	105
C. Both A and B	38.8%	37.4%	104
D. No Preference or Not Interested	26.3%	26.3%	100

PART 2:

A. Global Mission	6.3%	6.2%	102
B. Local Mission	32.1%	33.3%	96
C. Both A and B	31.9%	30.1%	106
D. No Preference or Not Interested	29.4%	30.4%	97

CHURCH ARCHITECTURE INDICATOR

Estimated 2021 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	29.2%	26.6%	110
↓ B. Contemporary	12.8%	15.9%	80
C. Both A and B	33.6%	32.3%	104
D. No Preference or Not Interested	23.9%	25.1%	95

PART 2:

▲ A. Somber/Serious	10.6%	9.4%	113
↓ B. Light and Airy	30.5%	34.7%	88
▲ C. Both A and B	31.2%	27.7%	112
D. No Preference or Not Interested	27.1%	28.2%	96



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PRIMARY MEDIA PREFERENCE

Estimated 2021 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:			
▲ Television	52.2%	47.3%	111
↓ Radio	10.5%	13.3%	79
PRINT MEDIA:			
Local Newspaper	35.3%	36.1%	98
↓ National Newspaper	2.8%	4.3%	64
↓ Magazines	1.9%	2.4%	80

SECONDARY MEDIA PREFERENCE

Estimated 2021 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:			
Television	32.5%	31.9%	102
Radio	24.3%	23.8%	102
PRINT MEDIA:			
Local Newspaper	34.3%	32.7%	105
↓ National Newspaper	4.4%	5.8%	76
Magazines	6.9%	7.0%	98

SUMMARY

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



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Communication

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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	39.4%	36.2%	109
Putting Ad in Local Newspaper	37.2%	33.8%	110
▲ Local Cable Channels	36.0%	30.4%	118

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	53.5%	53.7%	100
Calling and Offering to Send Information By Mail	30.1%	29.5%	102
Calling and Discussing on the Phone	12.1%	12.0%	101

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	23.5%	20.1%	117
Going Door to Door	14.6%	14.0%	105

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	15.6%	19.6%	80
↓ Putting Ad in Local Newspaper	17.8%	21.5%	83
↓ Local Cable Channels	23.0%	30.7%	75

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.1%	13.3%	83
Calling and Offering to Send Information By Mail	31.3%	34.0%	92
Calling and Discussing on the Phone	60.1%	60.6%	99

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	45.9%	49.6%	92
Going Door to Door	59.3%	64.0%	93

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	112
Direct Methods Index	101
▲ Face-to-Face Methods Index	112

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	78
Direct Methods Index	95
Face-to-Face Methods Index	93