

# ministry area profile **2021**

Knottsville Potential Area  
9545 ky 144  
philpot, KY 42366

**Study Area Definition:**  
5.0 Mile Radius



ID# 295217:295217

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Coordinates: 37:46.38 86:54.21  
Date: 8/10/2021

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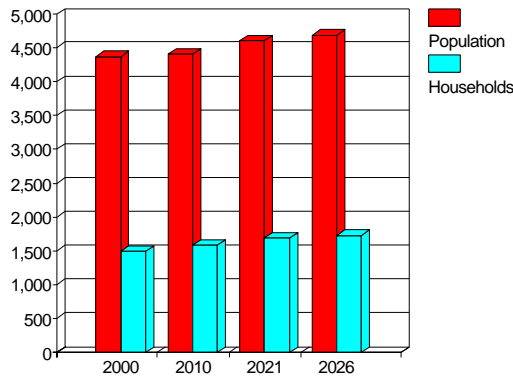
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 4,599 persons residing in the defined study area. This represents an increase of 231 or 5.3% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2021 and 2026, the population is projected to increase by 1.9% or 89 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 low* with just 6 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 51.7% 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 low*. Among individual groups, *Anglos* represent 97.2% of the population and all other racial/ethnic groups make up just 2.8% which is well below the national average of 41%. The largest of these groups, *Native-Americans/Others*, accounts for 1.1% of the total population. *Native-Americans/Others* are also projected to be the fastest growing group increasing by 16.2% 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 *Survivors* (age 40 to 60) comprised of 1,290 persons or 28.1% of the total population in the area. *Boomers* (age 61 to 78) make up 19.1% of the population which compared to a national average of 17.7% 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 *extremely traditional* due to the above 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 *very low*. While 93.1% 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 20.1% 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, Divorce, Problems in Schools, Achieving a Fulfilling Marriage* and *Teen/Child Problems*. (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 *very 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 \$82,635 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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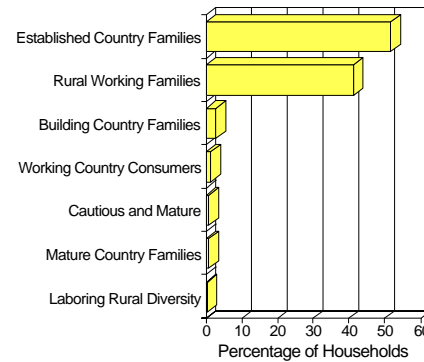
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**Population and Households**

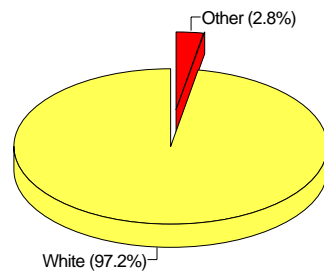


**Primary U.S. Lifestyles Segments-2021**

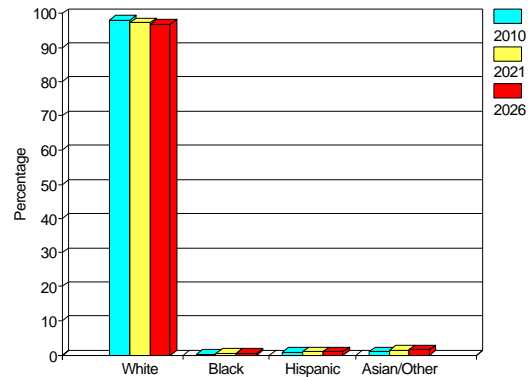


The population in the study area has increased by 191 persons, or 4.3% since 2010 and is projected to increase by 89 persons, or 1.9% between 2021 and 2026. The number of households has increased by 102, or 6.4% since 2010 and is projected to increase by 42, or 2.5% between 2021 and 2026.

**Population By Race/Ethnicity-2021**

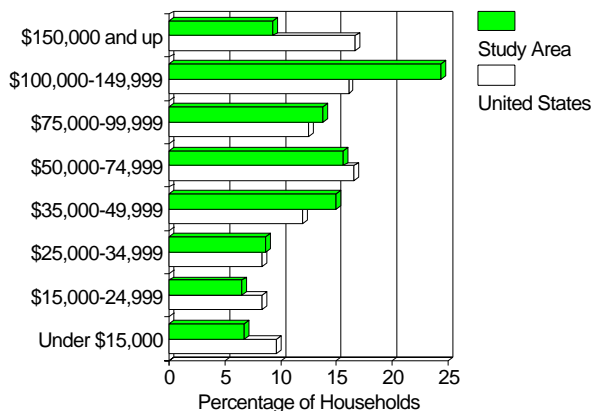


**Population By Race/Ethnicity Trend**

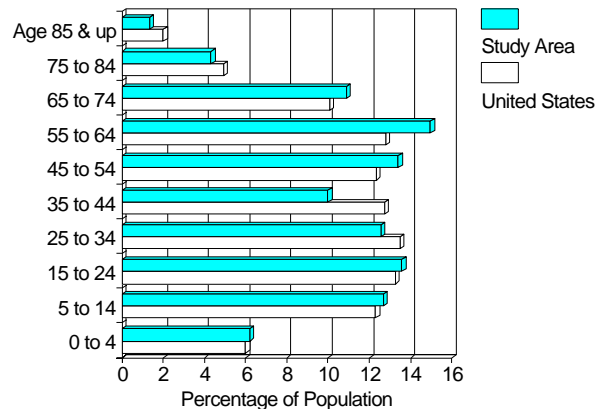


Between 2021 and 2026, the White population is projected to increase by 69 persons and to decrease from 97.2% to 96.8% of the total population. The Black population is projected to remain stable at 0.5% of the total. The Hispanic/Latino population is projected to remain stable at 1.0% of the total. The Asian/Other population is projected to increase by 11 persons and to increase from 1.5% to 1.7% of the total population.

**Households By Income-2021**



**Population by Age-2021**

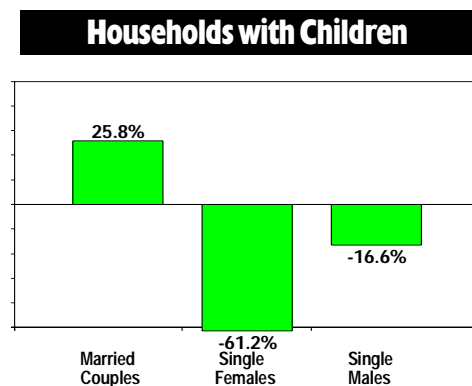
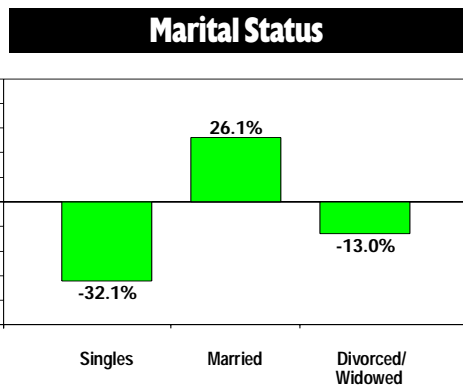
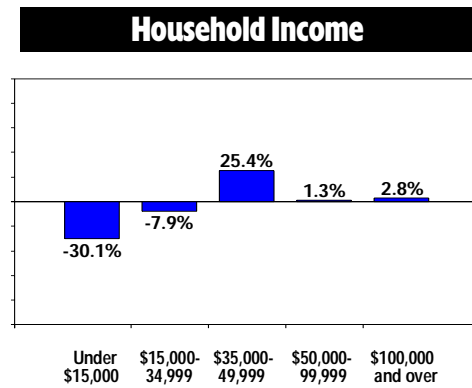
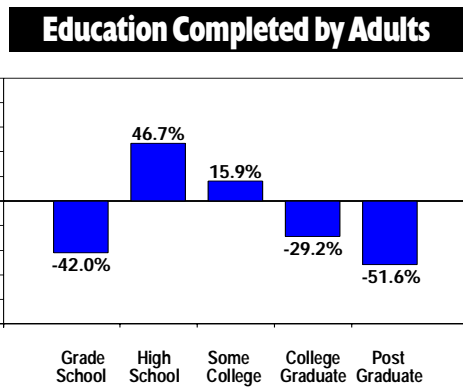
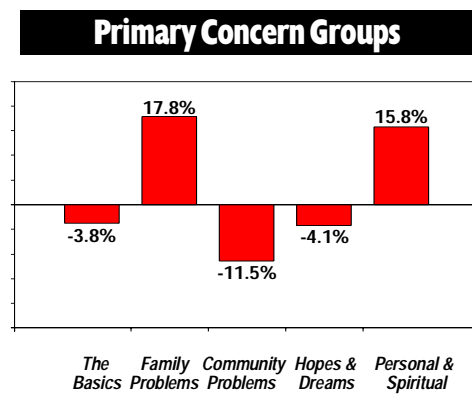
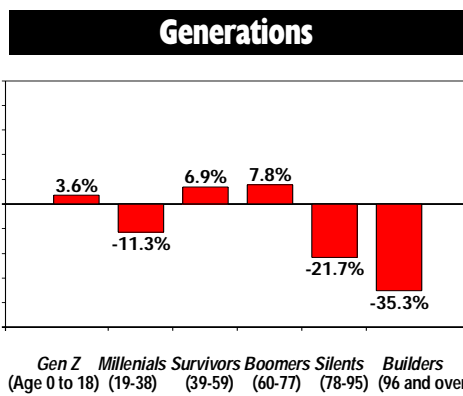
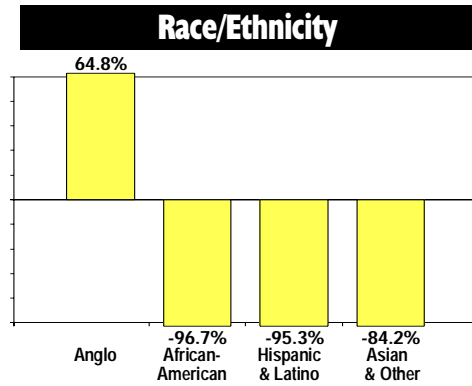
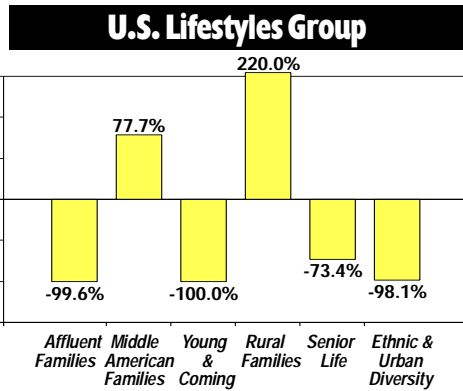


The average household income in the study area is \$82635 a year as compared to the U.S. average of \$96765. The average age in the study area is 39.8 and is projected to increase to 40.5 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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POPULATION				
	2000 Census	2010 Census	2021 Update	2026 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	4,368	4,408	4,599	4,688
Population Change		40	191	89
Percentage Change		0.9%	4.3%	1.9%
Average Annual Growth Rate		0.1%	0.4%	0.4%
▲ <b>Density (Pop. per square mile)</b>	56	56	59	60
HOUSEHOLDS				
▲ <b>Households</b>	1,487	1,585	1,687	1,729
Household Change		98	102	42
Percentage Change		6.6%	6.4%	2.5%
↓ Average Annual Growth Rate		0.7%	0.6%	0.5%
↓ Persons Per Household	2.94	2.78	2.72	2.71

POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	4,322	98.0%	4,470	97.2%	4,539	96.8%
▲ African-American (Non-Hisp)	11	0.2%	19	0.4%	22	0.5%
▲ Hispanic/Latino	34	0.8%	42	0.9%	47	1.0%
▲ Asian/Other (Non-Hisp)	42	1.0%	68	1.5%	79	1.7%

POPULATION BY GENDER						
	2010 Census	2021 Update	2026 Projection			
▲ <b>Female</b>	2,142	48.6%	2,244	48.8%	2,297	49.0%
↓ Male	2,266	51.4%	2,355	51.2%	2,391	51.0%

POPULATION BY GENERATION						
	2010 Census	2021 Update	2026 Projection			
▲ <b>Generation Z (Born 2002 and later)</b>	536	12.2%	1,155	25.1%	1,486	31.7%
↓ Millennials (Born 1982 to 2001)	1,117	25.3%	1,114	24.2%	1,096	23.4%
↓ Survivors (Born 1961 to 1981)	1,282	29.1%	1,290	28.0%	1,248	26.6%
↓ Boomers (Born 1943 to 1960)	1,052	23.9%	878	19.1%	762	16.3%
↓ Silents (Born 1925 to 1942)	373	8.5%	158	3.4%	95	2.0%
↓ Builders (Born 1924 and earlier)	40	0.9%	3	0.1%	0	0.0%

AGE			
	2010 Census	2021 Update	2026 Projection
▲ <b>Average Age</b>	37.8	39.8	40.5
Median Age	39.3	40.0	40.0

INCOME			
	2010 Census	2021 Update	2026 Projection
▲ <b>Average Household Income</b>	\$62,921	\$82,635	\$88,921
▲ <b>Median Household Income</b>	\$57,738	\$72,016	\$75,565
▲ <b>Per Capita Income</b>	\$22,625	\$30,312	\$32,795

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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	64	4.1%	157	9.3%	230	13.3%
\$100,000 to \$149,999	199	12.5%	411	24.4%	402	23.3%
↓ \$75,000 to \$99,999	276	17.4%	233	13.8%	221	12.8%
\$50,000 to \$74,999	374	23.6%	263	15.6%	272	15.7%
\$35,000 to \$49,999	233	14.7%	253	15.0%	246	14.2%
↓ \$25,000 to \$34,999	177	11.2%	147	8.7%	144	8.3%
↓ \$15,000 to \$24,999	130	8.2%	111	6.6%	106	6.1%
↓ Under \$15,000	132	8.3%	114	6.8%	108	6.2%
POPULATION BY PHASE OF LIFE						
▲ Before Formal Schooling (Age 0-4)	273	6.2%	285	6.2%	293	6.3%
↓ Required Formal Schooling (5-17)	907	20.6%	779	16.9%	767	16.4%
College Years, Career Starts (18-24)	308	7.0%	428	9.3%	426	9.1%
▲ Singles and Young Families (25-34)	449	10.2%	578	12.6%	631	13.5%
↓ Families, Empty Nesters (35-54)	1,368	31.0%	1,076	23.4%	999	21.3%
Enrichment Years Singles/Couples (55-64)	578	13.1%	689	15.0%	647	13.8%
▲ Retirement Opportunities (65+)	516	11.7%	763	16.6%	925	19.7%
POPULATION BY AGE (DETAIL)						
▲ Under 5 years	273	6.2%	285	6.2%	293	6.3%
↓ 5 to 9 years	329	7.5%	290	6.3%	291	6.2%
↓ 10 to 14 years	356	8.1%	293	6.4%	292	6.2%
↓ 15 to 17 years	222	5.0%	196	4.3%	184	3.9%
18 to 20 years	155	3.5%	181	3.9%	173	3.7%
21 to 24 years	153	3.5%	247	5.4%	253	5.4%
25 to 29 years	206	4.7%	358	7.8%	320	6.8%
30 to 34 years	243	5.5%	220	4.8%	311	6.6%
35 to 39 years	297	6.7%	198	4.3%	251	5.4%
↓ 40 to 44 years	321	7.3%	262	5.7%	214	4.6%
↓ 45 to 49 years	380	8.6%	285	6.2%	254	5.4%
↓ 50 to 54 years	370	8.4%	331	7.2%	280	6.0%
55 to 59 years	316	7.2%	343	7.5%	297	6.3%
60 to 64 years	262	5.9%	346	7.5%	350	7.5%
▲ 65 to 69 years	173	3.9%	271	5.9%	336	7.2%
▲ 70 to 74 years	143	3.2%	231	5.0%	292	6.2%
▲ 75 to 84 years	156	3.5%	199	4.3%	224	4.8%
▲ 85 or more years	44	1.0%	62	1.3%	73	1.6%

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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		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2021)</b>	3,731			
↓ Single (Never Married)	854	22.9%	33.7%	68
▲ <b>Married</b>	<b>2,336</b>	<b>62.6%</b>	<b>49.6%</b>	<b>126</b>
Divorced/Widowed	540	14.5%	16.6%	87
<b>MARITAL STATUS FEMALES 15 AND OLDER (2021)</b>				
<b>Marital Status Females 15 and Older (2021)</b>	1,828			
↓ Single (Never Married)	392	21.4%	30.7%	70
▲ <b>Married</b>	<b>1,176</b>	<b>64.3%</b>	<b>48.5%</b>	<b>133</b>
↓ Divorced/Widowed	260	14.2%	20.9%	68
<b>MARITAL STATUS MALES 15 AND OLDER (2021)</b>				
<b>Marital Status Males 15 and Older (2021)</b>	1,903			
↓ Single (Never Married)	462	24.3%	36.9%	66
Married	1,161	61.0%	50.9%	120
▲ <b>Divorced/Widowed</b>	<b>280</b>	<b>14.7%</b>	<b>12.2%</b>	<b>121</b>
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2021)</b>	1,687			
▲ <b>Married Couple</b>	<b>1,151</b>	<b>68.2%</b>	<b>48.7%</b>	<b>140</b>
Other Family - Male Head of Household	72	4.3%	4.9%	87
↓ Other Family - Female Head of Household	105	6.2%	12.9%	48
↓ Non Family - Male Head of Household	207	12.3%	15.8%	78
↓ Non Family - Female Head of Household	152	9.0%	17.7%	51
<b>HOUSEHOLDS WITH CHILDREN 0 TO 18 (2021)</b>				
<b>Households With Children 0 to 18 (2021)</b>	626			
▲ <b>Married Couple Family</b>	<b>516</b>	<b>82.4%</b>	<b>65.5%</b>	<b>126</b>
Other Family - Male Head of Household	44	7.0%	8.4%	83
↓ Other Family - Female Head of Household	61	9.7%	25.1%	39
Non Family	5	0.8%	1.0%	83
<b>POPULATION BY HOUSEHOLD TYPE (2021)</b>				
<b>Population By Household Type (2021)</b>	4,599			
↓ Group Quarters	3	0.1%	2.5%	3



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2021)</b>	3			
↓ Correctional Facilities	0	0.0%	29.7%	0
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.3%	0
Nursing Homes	1	33.3%	18.7%	178
<b>▲ Other</b>	<b>2</b>	<b>66.7%</b>	<b>15.3%</b>	<b>436</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2021)</b>	4,599			
<b>▲ White (Non-Hispanic)</b>	<b>4,470</b>	<b>97.2%</b>	<b>59.0%</b>	<b>165</b>
↓ African-American (Non-Hisp)	19	0.4%	12.4%	3
↓ Hispanic/Latino	42	0.9%	19.2%	5
↓ Native American (Non-Hisp)	4	0.1%	0.7%	12
↓ Asian (Non-Hisp)	16	0.3%	5.9%	6
↓ Hawaiian & Pacific Islander (Non-Hisp)	3	0.1%	0.2%	37
↓ Other Races & Multiple Races (Non-Hisp)	45	1.0%	2.6%	38
<b>Asian Population By Race (2021)</b>	16			
↓ Chinese	0	0.0%	22.8%	0
↓ Japanese	0	0.0%	4.2%	0
↓ Indian	1	6.3%	22.4%	28
↓ Korean	0	0.0%	8.1%	0
↓ Vietnamese	0	0.0%	10.2%	0
<b>▲ Other Asian Races</b>	<b>15</b>	<b>93.8%</b>	<b>32.1%</b>	<b>292</b>
<b>Hispanic/Latino Population By Race (2021)</b>	42			
White	23	54.8%	53.1%	103
↓ African-American	0	0.0%	2.5%	0
↓ Native American	0	0.0%	1.4%	0
↓ Asian	0	0.0%	0.4%	0
Other Races & Multiple Races	19	45.2%	42.6%	106
<b>Hispanic/Latino Population By Origin (2021)</b>	42			
Mexican	25	59.5%	61.8%	96
↓ Puerto Rican	2	4.8%	9.8%	48
↓ Cuban	0	0.0%	3.6%	0
<b>▲ Other Hispanic Origin</b>	<b>15</b>	<b>35.7%</b>	<b>24.7%</b>	<b>145</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	1,419			
▲ Pre-Primary (Public)	59	4.2%	3.4%	121
↓ Pre-Primary (Private)	13	0.9%	2.6%	35
Elementary/High School (Public)	785	55.3%	58.9%	94
▲ Elementary/High School (Private)	324	22.8%	6.6%	344
↓ Enrolled in College	238	16.8%	28.4%	59
<b>Population By Education Completed (Age 25 and over) (2021)</b>	3,106			
↓ Elementary (Less than 9 years)	49	1.6%	5.1%	31
↓ Some High School (9 to 11 years)	165	5.3%	6.8%	78
▲ High School Graduate (12 years)	1,228	39.5%	26.9%	147
Some College (13 to 15 years)	604	19.4%	20.4%	95
▲ Associate Degree	437	14.1%	8.5%	165
↓ Bachelor's Degree	436	14.0%	19.8%	71
↓ Graduate Degree	187	6.0%	12.4%	48
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2021)</b>	2,218			
TOTAL WHITE COLLAR	1,198	54.0%	61.5%	88
Executive and Managerial	217	9.8%	10.1%	97
Professional Specialty	371	16.7%	17.0%	98
↓ Technical Support	125	5.6%	9.4%	60
Sales	195	8.8%	10.3%	86
Administrative Support & Clerical	290	13.1%	14.7%	89
TOTAL BLUE COLLAR	1,018	45.9%	38.5%	119
↓ Service: Private Households	39	1.8%	2.8%	62
Service: Protective	45	2.0%	2.1%	95
↓ Service: Other	96	4.3%	7.5%	58
↓ Farming, Forestry & Fishing	3	0.1%	0.7%	20
▲ Precision Production and Craft	404	18.2%	10.9%	168
▲ Operators and Assemblers	136	6.1%	3.1%	201
▲ Transportation and Material Moving	203	9.2%	7.6%	121
Laborers	92	4.1%	3.9%	107

Coordinates: 37:46.38 86:54.21  
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Prepared For:  
Knottsville Potential Area  
9545 ky 144  
philpot, KY 42366

Study Area Definition:  
5.0 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		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2021)</b>	3,667			
Employed	2,236	61.0%	60.0%	102
↓ Unemployed	90	2.5%	3.2%	76
Not in Labor Force	1,341	36.6%	36.8%	99
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	1,444			
TOTAL WORKING	983	68.1%	66.8%	102
↓ With No Own Children	486	33.7%	42.2%	80
↓ With Own Children Age 0 to 5 only	47	3.3%	5.5%	60
▲ With Own Children Age 6 to 17 only	<b>364</b>	<b>25.2%</b>	<b>14.8%</b>	<b>170</b>
▲ With Own Children Both Age 0 to 5 and 6 to 17	<b>86</b>	<b>6.0%</b>	<b>4.3%</b>	<b>138</b>
↓ TOTAL NOT WORKING (UNEMPLOYED)	37	2.6%	6.2%	41
↓ With No Own Children	24	1.7%	3.8%	44
↓ With Own Children Age 0 to 5 only	4	0.3%	0.7%	42
↓ With Own Children Age 6 to 17 only	5	0.3%	1.3%	28
↓ With Own Children Both Age 0 to 5 and 6 to 17	4	0.3%	0.5%	51
TOTAL NOT IN THE LABOR FORCE	424	29.4%	27.0%	109
▲ With No Own Children	<b>344</b>	<b>23.8%</b>	<b>17.1%</b>	<b>139</b>
↓ With Own Children Age 0 to 5 only	6	0.4%	2.6%	16
↓ With Own Children Age 6 to 17 only	35	2.4%	4.6%	52
With Own Children Both Age 0 to 5 and 6 to 17	39	2.7%	2.6%	102
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$26,500 for family of 4) (2021)</b>	1,687			
Above Poverty Line (Households with Children)	1,257	66.7%	62.0%	108
Above Poverty Line (Households without Children)	495	26.3%	26.8%	98
↓ Below Poverty Line (Households with Children)	71	3.8%	6.5%	58
↓ Below Poverty Line (Households without Children)	62	3.3%	4.7%	70
<b>Households By Presence of Retirement Income (2013)</b>	1,585			
With Retirement Income	307	19.4%	17.6%	110
Without Retirement Income	1,326	83.7%	81.5%	103

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5.0 Mile Radius

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<b>HOUSING</b>				
<b>Occupied Units By Type (2021)</b>	1,687			
▲ Owner Occupied	<b>1,501</b>	<b>89.0%</b>	<b>65.2%</b>	<b>137</b>
↓ Renter Occupied	186	11.0%	34.8%	32
↓ Median Rent (2013)	\$393		\$904	44
<b>Structures By Number of Units (2021)</b>	1,797			
▲ Single Unit	<b>1,454</b>	<b>80.9%</b>	<b>67.4%</b>	<b>120</b>
↓ 3 to 4 Units	2	0.1%	7.9%	1
↓ 5 to 19 Units	3	0.2%	9.2%	2
↓ 20 to 49 Units	21	1.2%	3.6%	32
↓ 50 or more Units	0	0.0%	5.5%	0
▲ Mobile Home	<b>312</b>	<b>17.4%</b>	<b>6.2%</b>	<b>278</b>
▲ Other	<b>4</b>	<b>0.2%</b>	<b>0.1%</b>	<b>245</b>
▲ Single To Multiple Unit Ratio	<b>55.92</b>		<b>2.57</b>	<b>2,179</b>
<b>Owner-Occupied Property Values (2021)</b>	1,501			
Under \$40,000	76	5.1%	4.8%	106
\$40,000 to \$59,999	35	2.3%	2.6%	90
▲ \$60,000 to \$79,999	<b>65</b>	<b>4.3%</b>	<b>3.6%</b>	<b>121</b>
▲ \$80,000 to \$99,999	<b>110</b>	<b>7.3%</b>	<b>4.6%</b>	<b>159</b>
▲ \$100,000 to 149,999	<b>238</b>	<b>15.9%</b>	<b>11.4%</b>	<b>139</b>
▲ \$150,000 to \$199,999	<b>300</b>	<b>20.0%</b>	<b>12.6%</b>	<b>159</b>
▲ \$200,000 to \$299,999	<b>381</b>	<b>25.4%</b>	<b>19.1%</b>	<b>133</b>
↓ \$300,000 to \$499,999	211	14.1%	22.0%	64
↓ \$500,000 to \$999,999	70	4.7%	14.5%	32
↓ \$1,000,000 and over	17	1.1%	5.0%	23
↓ Median Property Value	\$189,355		\$254,824	74

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2021)</b>	1,797			
▲ <b>2010 and later</b>	<b>219</b>	<b>12.2%</b>	<b>9.7%</b>	<b>126</b>
2000 to 2009	252	14.0%	13.9%	101
▲ <b>1990 to 1999</b>	<b>334</b>	<b>18.6%</b>	<b>13.3%</b>	<b>140</b>
▲ <b>1980 to 1989</b>	<b>294</b>	<b>16.4%</b>	<b>12.7%</b>	<b>128</b>
1970 to 1979	280	15.6%	14.3%	109
1960 to 1969	166	9.2%	10.0%	93
1950 to 1959	148	8.2%	9.7%	85
↓ 1949 or earlier	104	5.8%	16.4%	35
<b>Households By Number of Persons (2021)</b>	1,687			
↓ 1 Person Household	311	18.4%	27.3%	68
2 Person Household	608	36.0%	32.4%	111
3 Person Household	290	17.2%	16.3%	106
▲ <b>4 Person Household</b>	<b>281</b>	<b>16.7%</b>	<b>13.0%</b>	<b>128</b>
▲ <b>5 Person Household</b>	<b>132</b>	<b>7.8%</b>	<b>6.4%</b>	<b>121</b>
6 Person Household	45	2.7%	2.8%	97
↓ 7 or more Person Household	20	1.2%	1.9%	63
Average Persons Per Household	2.8		2.6	107
<b>Households By Heating Type (2013)</b>	1,633			
Utility and Other Gas	872	53.4%	54.0%	99
Electric	649	39.7%	36.1%	110
↓ Oil	0	0.0%	6.1%	0
▲ <b>Coal and Wood</b>	<b>99</b>	<b>6.1%</b>	<b>2.2%</b>	<b>272</b>
▲ <b>Solar/Other Fuel</b>	<b>12</b>	<b>0.7%</b>	<b>0.5%</b>	<b>149</b>
↓ No Fuel Used	1	0.1%	0.9%	6

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2021)</b>	1,687			
↓ No Vehicles	46	2.7%	8.4%	33
↓ 1 Vehicle	298	17.7%	32.4%	55
2 Vehicle	558	33.1%	37.3%	89
<b>▲ 3 or more Vehicles</b>	<b>785</b>	<b>46.5%</b>	<b>21.9%</b>	<b>212</b>
<b>Workers By Travel Time to Work (2021)</b>	2,089			
↓ Less than 15 minutes	320	15.3%	25.3%	60
<b>▲ 15 to 29 minutes</b>	<b>1,115</b>	<b>53.4%</b>	<b>36.0%</b>	<b>148</b>
30 to 44 minutes	414	19.8%	20.9%	95
45 to 59 minutes	147	7.0%	8.4%	84
↓ 60 or more minutes	94	4.5%	9.3%	48
Average Travel Time to Work (minutes)	27.7		29.4	94
<b>Workers By Type of Transportation to Work (2021)</b>	2,131			
Drive Alone	1,894	88.9%	76.8%	116
Car Pool	173	8.1%	9.0%	90
↓ Public Transportation	1	0.0%	4.9%	1
↓ Walk to Work	6	0.3%	2.6%	11
↓ Other Means	10	0.5%	1.3%	36
↓ Work at Home	46	2.2%	5.3%	41

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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	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	942	55.8%	31.4%	178
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	705	41.8%	13.1%	320
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	31	1.8%	6.9%	27
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	6	0.4%	18.4%	2
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	1	0.1%	15.1%	0
3	<b>Young And Coming</b> (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.		
16	Established Country Families	871	51.6%	6.4%	806
38	Rural Working Families	695	41.2%	8.8%	470
28	Building Country Families	47	2.8%	2.8%	100
25	Working Country Consumers	24	1.4%	4.1%	35
20	Cautious and Mature	14	0.8%	2.6%	31
31	Mature Country Families	14	0.8%	0.5%	154
42	Laboring Rural Diversity	6	0.4%	1.5%	23
33	Laboring Rural Families	4	0.2%	0.1%	173
29	Working Country Families	3	0.2%	1.0%	18
27	Country Family Diversity	3	0.2%	0.3%	52
21	Mature and Stable	2	0.1%	0.6%	21
4	Educated Mid-Life Families	1	0.1%	3.4%	2
7	Prosperous and Mature	1	0.1%	0.5%	11
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
23	Established Empty-Nesters	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0

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philpot, KY 42366

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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.		
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	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
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	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
14	Secure Mid-Life Families	0	0.0%	0.7%	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
49	Exception Households	0	0.0%	0.2%	0
50	Unclassified Households	0	0.0%	0.2%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>1,685</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2021 Households Likely to Be:**

▲ <b>Strongly Involved with Their Faith</b>	<b>46.8%</b>	<b>35.4%</b>	<b>132</b>
Somewhat Involved with Their Faith	29.9%	29.9%	100
↓ Not Involved with Their Faith	23.5%	34.7%	68

**Estimated 2021 Households Likely to Have:**

Increased Their Involvement with Their Faith in the Last 10 Years	28.1%	22.1%	127
Decreased Their Involvement with Their Faith in the Last 10 Years	22.4%	23.7%	95

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2021 Households Likely to Prefer:**

▲ <b>Adventist</b>	<b>1.0%</b>	<b>0.5%</b>	<b>200</b>
▲ <b>Baptist</b>	<b>41.9%</b>	<b>16.1%</b>	<b>261</b>
↓ Catholic	10.0%	23.7%	42
↓ Congregational	1.6%	2.0%	83
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.1%	2.9%	73
▲ <b>Holiness</b>	<b>2.0%</b>	<b>0.8%</b>	<b>244</b>
↓ Jehovah's Witnesses	0.9%	1.1%	83
↓ Judaism	0.3%	3.2%	9
↓ Lutheran	1.6%	7.2%	22
▲ <b>Methodist</b>	<b>13.0%</b>	<b>10.1%</b>	<b>129</b>
↓ Mormon	0.4%	1.8%	24
↓ New Age	0.1%	0.6%	19
Non-Denominational / Independent	7.4%	6.9%	107
↓ Orthodox	0.1%	0.3%	33
▲ <b>Pentecostal</b>	<b>3.2%</b>	<b>2.4%</b>	<b>132</b>
Presbyterian / Reformed	4.6%	4.6%	100
↓ Unitarian / Universalist	0.2%	0.7%	24
▲ <b>Interested but No Preference</b>	<b>4.3%</b>	<b>3.9%</b>	<b>111</b>
↓ Not Interested and No Preference	5.4%	11.1%	49
Likely to Have Changed Their Preference in the Last 10 Years	16.4%	16.8%	98

**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2021 Households Likely to Prefer A Leader Who:**

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	11.4%	11.7%	97
Lets them do what they want and stays out of the way	4.5%	4.8%	94
Works with them on deciding what to do and helps them do it	80.0%	79.6%	101

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2021 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	39.9%	43.5%	92
▲ Finding/Providing Health Insurance	<b>33.4%</b>	<b>29.0%</b>	<b>115</b>
Day-to-Day Financial Worries	31.9%	31.6%	101
↓ Finding Employment Opportunities	12.7%	14.4%	88
↓ Finding Affordable Housing	6.3%	11.3%	56
Providing Adequate Food	9.1%	8.6%	106
Finding Child Care	5.9%	6.3%	94
<b>FAMILY PROBLEMS:</b>			
▲ Dealing With Alcohol/Drug Abuse	<b>19.7%</b>	<b>16.7%</b>	<b>118</b>
▲ Dealing With Teen / Child Problems	<b>25.1%</b>	<b>20.7%</b>	<b>121</b>
Finding/Providing Aging Parent Care	16.3%	15.5%	105
▲ Dealing With Abusive Relationships	<b>12.8%</b>	<b>11.4%</b>	<b>113</b>
▲ Dealing With Divorce	<b>7.2%</b>	<b>4.5%</b>	<b>161</b>
<b>COMMUNITY PROBLEMS:</b>			
↓ Neighborhood Crime and Safety	18.7%	27.0%	69
Finding/Providing Good Schools	25.1%	23.5%	107
▲ Dealing with Problems in Schools	<b>19.5%</b>	<b>13.6%</b>	<b>143</b>
↓ Dealing With Racial / Ethnic Prejudice	8.6%	13.1%	66
↓ Dealing With Neighborhood Gangs	6.5%	8.5%	76
↓ Dealing with Social Injustice	7.5%	11.3%	67
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	46.5%	50.6%	92
↓ Finding Time for Recreation / Leisure	19.9%	25.3%	79
Finding Better Quality Healthcare	24.3%	23.9%	101
↓ Finding A Satisfying Job / Career	16.6%	19.3%	86
Finding Retirement Opportunities	18.1%	18.9%	96
▲ Achieving A Fulfilling Marriage	<b>27.9%</b>	<b>22.3%</b>	<b>125</b>
Developing Parenting Skills	15.9%	14.7%	108
↓ Achieving Educational Objectives	6.0%	7.5%	81
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	28.7%	29.8%	96
↓ Finding Companionship	13.7%	17.3%	80
▲ Finding A Good Church	<b>26.9%</b>	<b>15.2%</b>	<b>177</b>
▲ Finding Spiritual Teaching	<b>21.0%</b>	<b>12.9%</b>	<b>162</b>
Finding Life Direction	13.0%	14.0%	93

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#### KEY VALUES INDICATOR

##### Estimated 2021 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	88.6%	84.5%	105
▲ “God is actively involved in the world including nations and their governments”	71.2%	63.8%	112

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	94.6%	91.5%	103
“A healthy environment has become a national crisis”	81.6%	82.8%	99
“Public education is essential to the future of American society”	93.8%	94.0%	100

###### **INSTITUTIONAL ROLES:**

“Government should be the primary provider of human welfare services”	48.4%	50.1%	97
“The role of Churches / Synagogues is to help form and support moral values”	84.0%	81.1%	104
“Churches and religious organizations should provide more human services”	59.6%	62.6%	95

###### **RACIAL / ETHNIC CHANGE:**

↓ “The United States must open its doors to all people groups”	31.7%	36.3%	87
“The changing racial / ethnic face of America is a threat to our national heritage”	38.6%	36.3%	106

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2021 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	61.2%	59.8%	102
More than \$500 per year	31.6%	31.2%	101
More than \$1,000 per year	18.8%	17.4%	108

###### **TO CHARITIES:**

↓ More than \$100 per year	25.1%	33.7%	74
↓ More than \$500 per year	3.7%	6.8%	54
↓ More than \$1,000 per year	0.8%	2.3%	35

###### **TO COLLEGES AND UNIVERSITIES:**

↓ More than \$100 per year	8.9%	16.1%	55
↓ More than \$500 per year	2.2%	4.3%	51
↓ More than \$1,000 per year	1.0%	2.2%	45

*Ministry Area Profile 2021*  
**Compass**  
REPORT

Knottsville Potential Area  
9545 ky 144  
philpot, KY 42366

**Study Area Definition:**  
5.0 Mile Radius



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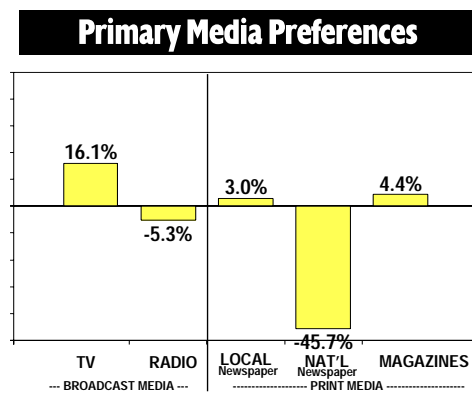
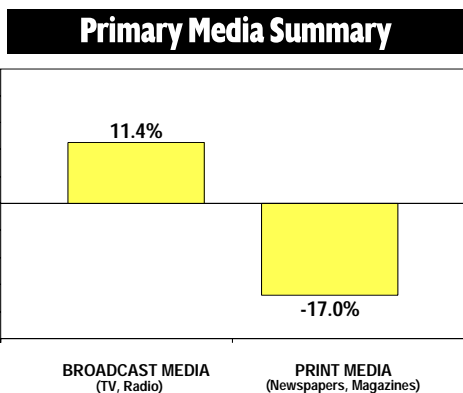
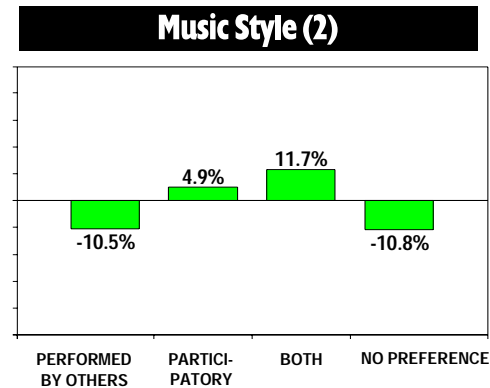
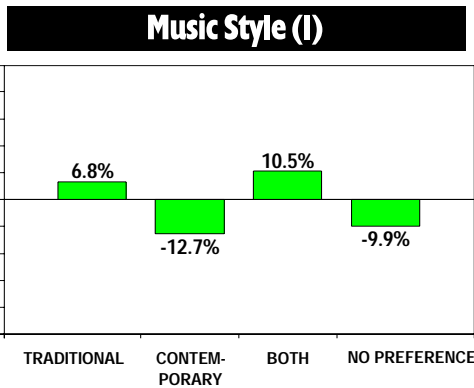
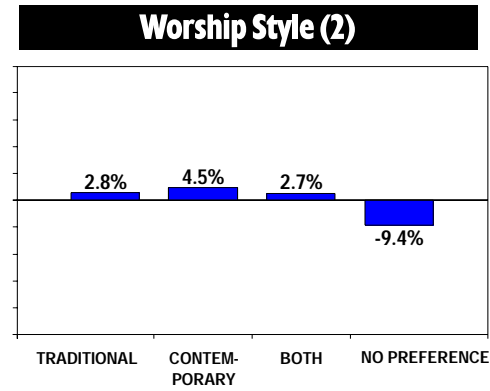
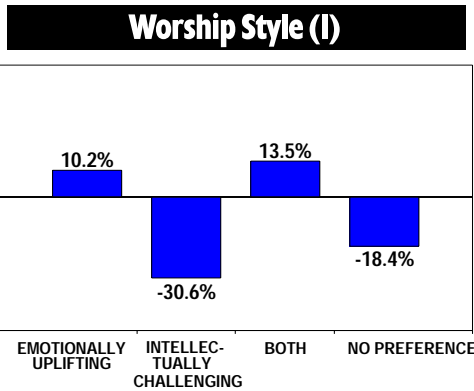
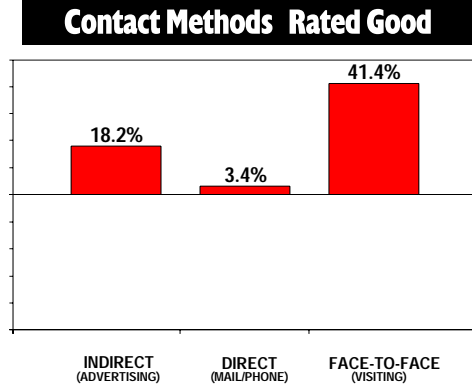
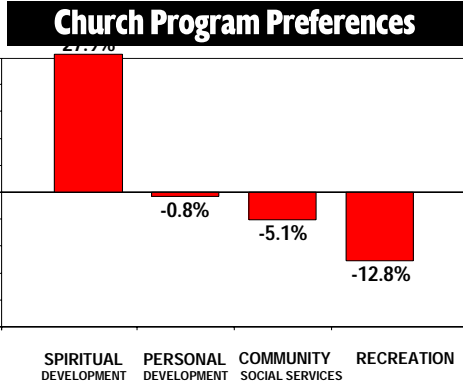
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## CHURCH PROGRAM PREFERENCE INDICATOR

### Estimated 2021 Households If Looking for a New Church Likely to Express as Most Important:

#### **SPIRITUAL DEVELOPMENT:**

▲ <b>Bible Study Discussion and Prayer Groups</b>	<b>65.3%</b>	<b>41.1%</b>	<b>159</b>
Adult Theological Discussion Groups	21.1%	22.5%	94
↓ Spiritual Retreats	9.9%	11.6%	85

#### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	16.1%	15.2%	106
Parent Training Programs	8.1%	7.8%	104
↓ Twelve Step Programs	2.2%	3.5%	65
Divorce Recovery	2.2%	2.4%	91

#### **COMMUNITY/SOCIAL SERVICES:**

Personal or Family Counseling	24.2%	22.5%	108
Care for the Terminally Ill	14.4%	15.7%	92
Food and Clothing Resources	10.4%	11.1%	94
↓ Day Care Services	4.6%	6.1%	75
↓ Church Sponsored Day-School	4.3%	5.7%	76

#### **RECREATION:**

Youth Social Programs	32.6%	29.7%	110
Family Activities and Outings	32.7%	32.8%	100
↓ Active Retirement Programs	20.6%	26.8%	77
↓ Cultural Programs (Music, Drama, Art)	9.6%	18.9%	51
↓ Sports or Camping	4.5%	6.3%	70

### SUMMARY

▲ <b>Spiritual Development Index</b>	<b>128</b>
Personal Development Index	99
Community/Social Services Index	95
↓ Recreation Index	87



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## WORSHIP STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Worship which is:

### PART 1:

A. Emotionally Uplifting	29.0%	26.4%	110
↓ B. Intellectually Challenging	7.7%	11.1%	69
▲ C. Both A and B	<b>44.4%</b>	<b>39.2%</b>	<b>113</b>
↓ D. No Preference or Not Interested	19.1%	23.4%	82

### PART 2:

A. Traditional/Formal/Ceremonial	20.8%	20.2%	103
B. Contemporary/Informal	27.5%	26.3%	105
C. Both A and B	27.2%	26.5%	103
D. No Preference or Not Interested	24.4%	26.9%	91

## MUSIC STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Music which is:

### PART 1:

A. Traditional	26.1%	24.4%	107
↓ B. Contemporary	17.2%	19.7%	87
▲ C. Both A and B	<b>34.4%</b>	<b>31.1%</b>	<b>111</b>
D. No Preference or Not Interested	22.3%	24.8%	90

### PART 2:

↓ A. Performed by Others	16.7%	18.7%	89
B. Participatory	24.1%	22.9%	105
▲ C. Both A and B	<b>35.9%</b>	<b>32.2%</b>	<b>112</b>
↓ D. No Preference or Not Interested	23.4%	26.2%	89





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## MISSION EMPHASIS INDICATOR

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

#### PART 1:

↓ A. Community	19.3%	22.0%	88
B. Personal Spiritual Development	14.7%	14.3%	102
▲ C. Both A and B	<b>42.6%</b>	<b>37.4%</b>	<b>114</b>
↓ D. No Preference or Not Interested	23.4%	26.3%	89

#### PART 2:

A. Global Mission	5.8%	6.2%	93
B. Local Mission	33.8%	33.3%	101
▲ C. Both A and B	<b>33.9%</b>	<b>30.1%</b>	<b>112</b>
↓ D. No Preference or Not Interested	26.7%	30.4%	88

## CHURCH ARCHITECTURE INDICATOR

### Estimated 2021 Households Likely to Prefer Church Architecture which is:

#### PART 1:

A. Traditional	29.3%	26.6%	110
↓ B. Contemporary	11.1%	15.9%	69
▲ C. Both A and B	<b>38.5%</b>	<b>32.3%</b>	<b>119</b>
↓ D. No Preference or Not Interested	21.6%	25.1%	86

#### PART 2:

A. Somber/Serious	10.3%	9.4%	110
B. Light and Airy	31.3%	34.7%	90
▲ C. Both A and B	<b>34.2%</b>	<b>27.7%</b>	<b>123</b>
↓ D. No Preference or Not Interested	24.1%	28.2%	86



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## PRIMARY MEDIA PREFERENCE

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

### BROADCAST MEDIA:

▲ Television	54.9%	47.3%	116
Radio	12.6%	13.3%	95

### PRINT MEDIA:

↓ Local Newspaper	31.1%	36.1%	86
↓ National Newspaper	2.4%	4.3%	54
Magazines	2.2%	2.4%	90

## SECONDARY MEDIA PREFERENCE

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

### BROADCAST MEDIA:

Television	29.7%	31.9%	93
▲ Radio	27.5%	23.8%	116

### PRINT MEDIA:

Local Newspaper	33.7%	32.7%	103
↓ National Newspaper	4.3%	5.8%	75
Magazines	7.4%	7.0%	104

## SUMMARY

Overall Broadcast Media Index (100 = Average)	107
Overall Print Media Index	92



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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	43.3%	36.2%	120
▲ Putting Ad in Local Newspaper	41.8%	33.8%	124
▲ Local Cable Channels	33.6%	30.4%	111

### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	52.6%	53.7%	98
Calling and Offering to Send Information By Mail	30.7%	29.5%	104
▲ Calling and Discussing on the Phone	15.1%	12.0%	126

### FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	28.1%	20.1%	140
▲ Going Door to Door	20.1%	14.0%	144

## 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	14.1%	19.6%	72
↓ Putting Ad in Local Newspaper	13.9%	21.5%	65
↓ Local Cable Channels	25.4%	30.7%	83

### DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.0%	13.3%	82
↓ Calling and Offering to Send Information By Mail	29.5%	34.0%	87
↓ Calling and Discussing on the Phone	53.1%	60.6%	88

### FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	39.2%	49.6%	79
↓ Going Door to Door	51.0%	64.0%	80

### SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	118
Direct Methods Index	103
▲ Face-to-Face Methods Index	141

### SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	74
↓ Direct Methods Index	87
↓ Face-to-Face Methods Index	79