

ministry area profile 2021

Moseleyville Potential Area
7906 ky 81
owensboro, KY 42301

Study Area Definition:
5.0 Mile Radius



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Coordinates: 37:39.63 87:11.55
Date: 8/10/2021

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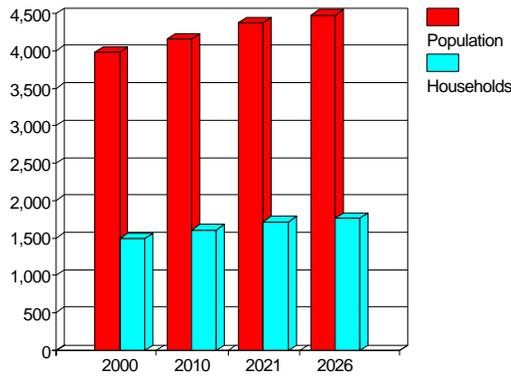
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 4,373 persons residing in the defined study area. This represents an increase of 392 or 9.8% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2021 and 2026, the population is projected to increase by 2.2% or 97 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 *very low* with only 10 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working 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 *somewhat high*. Among individual groups, *Anglos* represent 92.1% of the population and all other racial/ethnic groups make up just 7.9% which is well below the national average of 41%. The largest of these groups, *Hispanics/Latinos*, accounts for 3.4% of the total population. *Asians* are projected to be the fastest growing group increasing by 26.2% 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 1,196 persons or 27.4% of the total population in the area. *Boomers* (age 61 to 78) make up 19.4% 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 *somewhat 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 90.5% 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 19.2% 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, Divorce, Finding Spiritual Teaching, Problems in Schools, Teen/Child Problems* and *Achieving a Fulfilling Marriage*. (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 \$77,657 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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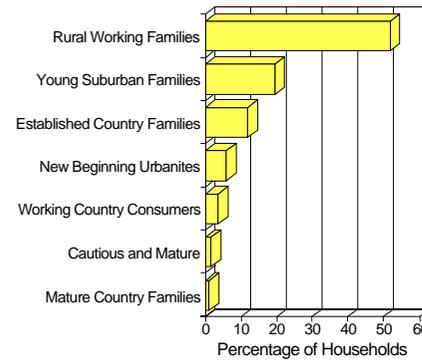
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Population and Households

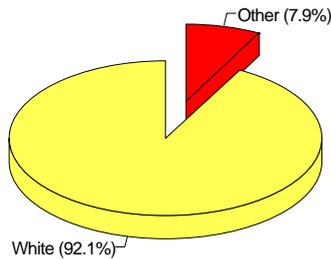


Primary U.S. Lifestyles Segments-2021

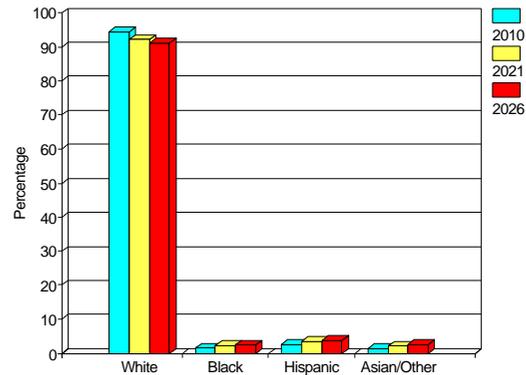


The population in the study area has increased by 211 persons, or 5.1% since 2010 and is projected to increase by 97 persons, or 2.2% between 2021 and 2026. The number of households has increased by 108, or 6.7% since 2010 and is projected to increase by 47, or 2.7% between 2021 and 2026.

Population By Race/Ethnicity-2021

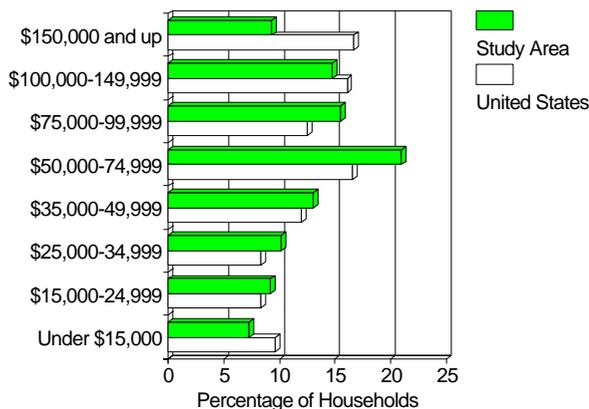


Population By Race/Ethnicity Trend

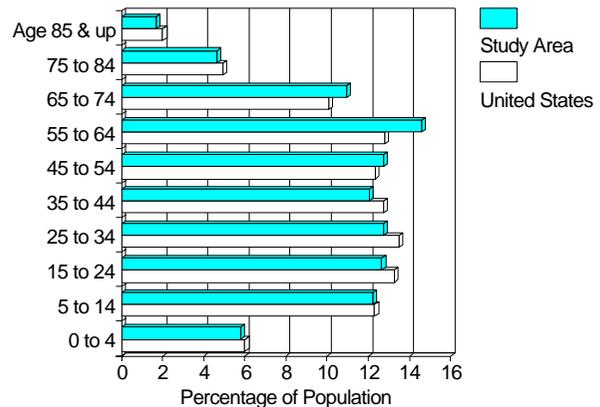


Between 2021 and 2026, the White population is projected to increase by 47 persons and to decrease from 92.1% to 91.2% of the total population. The Black population is projected to increase by 13 persons and to increase from 2.3% to 2.5% of the total. The Hispanic/Latino population is projected to increase by 20 persons and to increase from 3.4% to 3.8% of the total. The Asian/Other population is projected to increase by 18 persons and to increase from 2.2% to 2.6% of the total population.

Households By Income-2021



Population by Age-2021

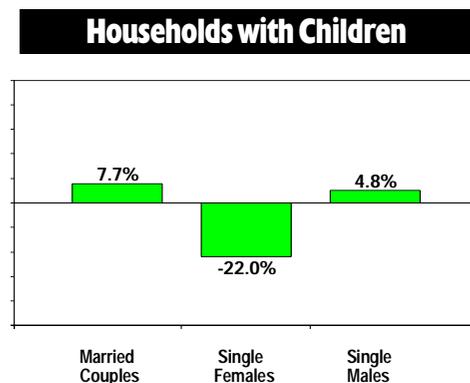
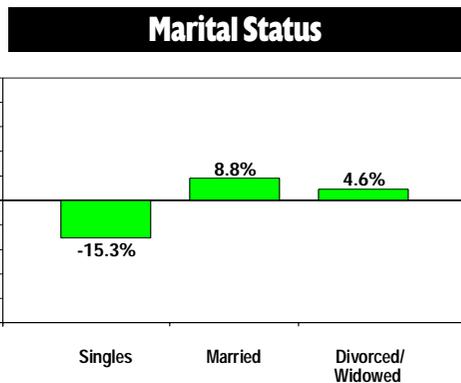
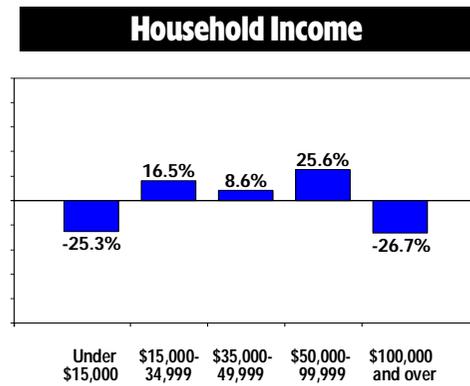
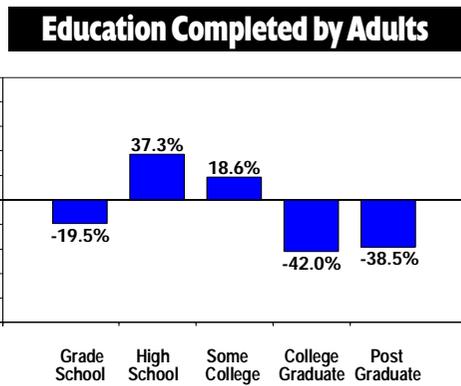
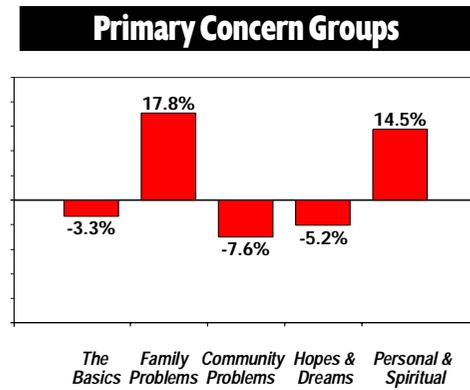
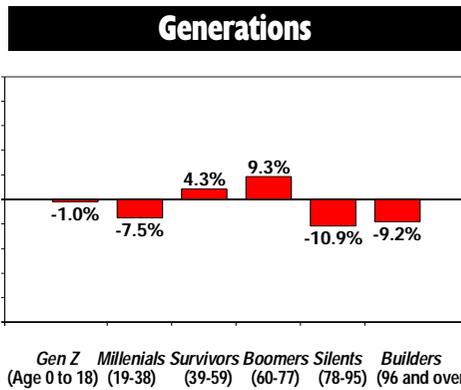
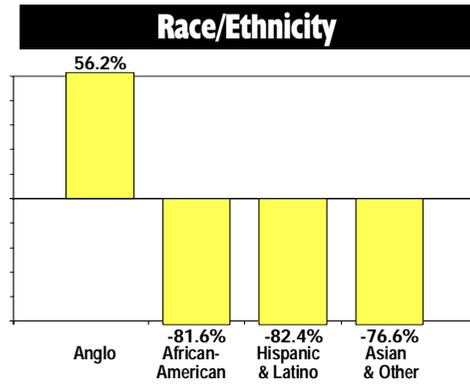
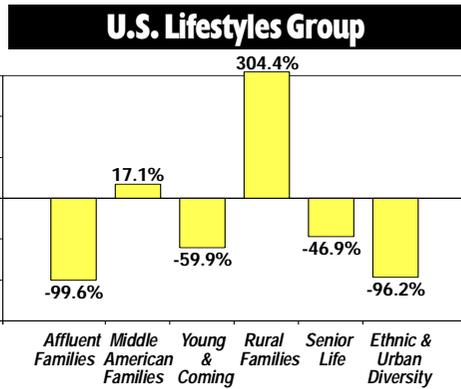


The average household income in the study area is \$77657 a year as compared to the U.S. average of \$96765. The average age in the study area is 40.4 and is projected to increase to 41.2 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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POPULATION				
	2000 Census	2010 Census	2021 Update	2026 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	3,981	4,162	4,373	4,470
Population Change		181	211	97
Percentage Change		4.5%	5.1%	2.2%
Average Annual Growth Rate		0.5%	0.5%	0.4%
▲ Density (Pop. per square mile)	51	53	56	57
HOUSEHOLDS				
▲ Households	1,495	1,609	1,717	1,764
Household Change		114	108	47
Percentage Change		7.6%	6.7%	2.7%
↓ Average Annual Growth Rate		0.8%	0.6%	0.5%
↓ Persons Per Household	2.64	2.57	2.53	2.52

POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	3,928	94.4%	4,029	92.1%	4,076	91.2%
▲ African-American (Non-Hisp)	70	1.7%	100	2.3%	113	2.5%
▲ Hispanic/Latino	106	2.5%	148	3.4%	168	3.8%
▲ Asian/Other (Non-Hisp)	57	1.4%	96	2.2%	114	2.6%

POPULATION BY GENDER						
▲ Female	2,052	49.3%	2,167	49.6%	2,221	49.7%
↓ Male	2,110	50.7%	2,206	50.4%	2,249	50.3%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	487	11.7%	1,050	24.0%	1,356	30.3%
↓ Millennials (Born 1982 to 2001)	1,069	25.7%	1,105	25.3%	1,095	24.5%
↓ Survivors (Born 1961 to 1981)	1,177	28.3%	1,196	27.3%	1,174	26.3%
↓ Boomers (Born 1943 to 1960)	970	23.3%	847	19.4%	740	16.6%
↓ Silents (Born 1925 to 1942)	372	8.9%	171	3.9%	106	2.4%
↓ Builders (Born 1924 and earlier)	50	1.2%	4	0.1%	0	0.0%

AGE			
▲ Average Age	38.1	40.4	41.2
▲ Median Age	39.0	40.8	41.3

INCOME			
▲ Average Household Income	\$51,012	\$77,657	\$83,643
▲ Median Household Income	\$45,348	\$63,317	\$67,634
▲ Per Capita Income	\$19,721	\$30,491	\$33,008

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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	40	2.5%	160	9.3%	201	11.4%
▲ \$100,000 to \$149,999	119	7.4%	252	14.7%	290	16.4%
\$75,000 to \$99,999	205	12.7%	267	15.6%	273	15.5%
↓ \$50,000 to \$74,999	410	25.5%	359	20.9%	344	19.5%
↓ \$35,000 to \$49,999	251	15.6%	223	13.0%	221	12.5%
↓ \$25,000 to \$34,999	218	13.6%	175	10.2%	168	9.5%
↓ \$15,000 to \$24,999	229	14.2%	157	9.1%	147	8.3%
↓ Under \$15,000	136	8.5%	124	7.2%	120	6.8%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	251	6.0%	254	5.8%	262	5.9%
↓ Required Formal Schooling (5-17)	763	18.3%	715	16.4%	699	15.6%
▲ College Years, Career Starts (18-24)	334	8.0%	371	8.5%	395	8.8%
Singles and Young Families (25-34)	513	12.3%	556	12.7%	544	12.2%
↓ Families, Empty Nesters (35-54)	1,217	29.2%	1,084	24.8%	1,075	24.0%
Enrichment Years Singles/Couples (55-64)	524	12.6%	637	14.6%	585	13.1%
▲ Retirement Opportunities (65+)	523	12.6%	754	17.2%	912	20.4%

POPULATION BY AGE (DETAIL)

Under 5 years	251	6.0%	254	5.8%	262	5.9%
↓ 5 to 9 years	295	7.1%	263	6.0%	262	5.9%
↓ 10 to 14 years	291	7.0%	270	6.2%	266	6.0%
↓ 15 to 17 years	177	4.3%	182	4.2%	171	3.8%
18 to 20 years	142	3.4%	161	3.7%	161	3.6%
↓ 21 to 24 years	192	4.6%	210	4.8%	234	5.2%
25 to 29 years	260	6.2%	313	7.2%	275	6.2%
30 to 34 years	253	6.1%	243	5.6%	269	6.0%
↓ 35 to 39 years	274	6.6%	258	5.9%	260	5.8%
40 to 44 years	280	6.7%	269	6.2%	291	6.5%
↓ 45 to 49 years	318	7.6%	265	6.1%	264	5.9%
↓ 50 to 54 years	345	8.3%	292	6.7%	260	5.8%
↓ 55 to 59 years	291	7.0%	303	6.9%	275	6.2%
60 to 64 years	233	5.6%	334	7.6%	310	6.9%
▲ 65 to 69 years	169	4.1%	264	6.0%	327	7.3%
▲ 70 to 74 years	139	3.3%	214	4.9%	279	6.2%
▲ 75 to 84 years	160	3.8%	203	4.6%	222	5.0%
▲ 85 or more years	55	1.3%	73	1.7%	84	1.9%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2021)	3,585			
Single (Never Married)	1,024	28.6%	33.7%	85
Married	1,937	54.0%	49.6%	109
Divorced/Widowed	624	17.4%	16.6%	105
Marital Status Females 15 and Older (2021)	1,782			
Single (Never Married)	473	26.5%	30.7%	87
Married	927	52.0%	48.5%	107
Divorced/Widowed	382	21.4%	20.9%	103
Marital Status Males 15 and Older (2021)	1,804			
Single (Never Married)	551	30.5%	36.9%	83
Married	1,011	56.0%	50.9%	110
Divorced/Widowed	242	13.4%	12.2%	110
FAMILY STRUCTURE				
Households By Type (2021)	1,717			
Married Couple	964	56.1%	48.7%	115
Other Family - Male Head of Household	92	5.4%	4.9%	109
↓ Other Family - Female Head of Household	176	10.3%	12.9%	80
Non Family - Male Head of Household	254	14.8%	15.8%	94
↓ Non Family - Female Head of Household	230	13.4%	17.7%	76
Households With Children 0 to 18 (2021)	577			
Married Couple Family	407	70.5%	65.5%	108
Other Family - Male Head of Household	51	8.8%	8.4%	105
↓ Other Family - Female Head of Household	113	19.6%	25.1%	78
Non Family	6	1.0%	1.0%	108
Population By Household Type (2021)	4,373			
↓ Group Quarters	31	0.7%	2.5%	29

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GROUP QUARTERS				
Population In Group Quarters By Type (2021)	31			
↓ Correctional Facilities	1	3.2%	29.7%	11
↓ College Dorms	0	0.0%	31.9%	0
↓ Military	0	0.0%	4.3%	0
Nursing Homes	12	38.7%	18.7%	207
▲ Other	18	58.1%	15.3%	380
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	4,373			
▲ White (Non-Hispanic)	4,029	92.1%	59.0%	156
↓ African-American (Non-Hisp)	100	2.3%	12.4%	18
↓ Hispanic/Latino	148	3.4%	19.2%	18
↓ Native American (Non-Hisp)	3	0.1%	0.7%	9
↓ Asian (Non-Hisp)	37	0.8%	5.9%	14
↓ Hawaiian & Pacific Islander (Non-Hisp)	4	0.1%	0.2%	51
↓ Other Races & Multiple Races (Non-Hisp)	50	1.1%	2.6%	44
Asian Population By Race (2021)	41			
↓ Chinese	2	4.9%	22.8%	21
↓ Japanese	0	0.0%	4.2%	0
Indian	8	19.5%	22.4%	87
↓ Korean	0	0.0%	8.1%	0
↓ Vietnamese	1	2.4%	10.2%	24
▲ Other Asian Races	30	73.2%	32.1%	228
Hispanic/Latino Population By Race (2021)	148			
↓ White	40	27.0%	53.1%	51
↓ African-American	1	0.7%	2.5%	27
↓ Native American	0	0.0%	1.4%	0
▲ Asian	4	2.7%	0.4%	652
▲ Other Races & Multiple Races	103	69.6%	42.6%	163
Hispanic/Latino Population By Origin (2021)	148			
Mexican	107	72.3%	61.8%	117
↓ Puerto Rican	6	4.1%	9.8%	41
↓ Cuban	1	0.7%	3.6%	19
Other Hispanic Origin	34	23.0%	24.7%	93

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	969			
▲ Pre-Primary (Public)	45	4.6%	3.4%	135
↓ Pre-Primary (Private)	14	1.4%	2.6%	55
▲ Elementary/High School (Public)	708	73.1%	58.9%	124
↓ Elementary/High School (Private)	43	4.4%	6.6%	67
↓ Enrolled in College	159	16.4%	28.4%	58
Population By Education Completed (Age 25 and over) (2021)	3,032			
↓ Elementary (Less than 9 years)	91	3.0%	5.1%	59
Some High School (9 to 11 years)	199	6.6%	6.8%	96
▲ High School Graduate (12 years)	1,122	37.0%	26.9%	137
Some College (13 to 15 years)	693	22.9%	20.4%	112
▲ Associate Degree	347	11.4%	8.5%	134
↓ Bachelor's Degree	349	11.5%	19.8%	58
↓ Graduate Degree	232	7.7%	12.4%	62
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	2,156			
TOTAL WHITE COLLAR	1,116	51.8%	61.5%	84
Executive and Managerial	185	8.6%	10.1%	85
Professional Specialty	309	14.3%	17.0%	84
↓ Technical Support	124	5.8%	9.4%	61
Sales	189	8.8%	10.3%	85
Administrative Support & Clerical	309	14.3%	14.7%	97
▲ TOTAL BLUE COLLAR	1,042	48.3%	38.5%	126
↓ Service: Private Households	46	2.1%	2.8%	75
▲ Service: Protective	100	4.6%	2.1%	218
Service: Other	166	7.7%	7.5%	103
▲ Farming, Forestry & Fishing	22	1.0%	0.7%	148
▲ Precision Production and Craft	350	16.2%	10.9%	150
Operators and Assemblers	64	3.0%	3.1%	97
Transportation and Material Moving	186	8.6%	7.6%	114
▲ Laborers	108	5.0%	3.9%	129

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	3,525			
Employed	2,199	62.4%	60.0%	104
Unemployed	95	2.7%	3.2%	84
Not in Labor Force	1,231	34.9%	36.8%	95
Total Female Pop. By Work Status (Age 20 to 64) (2013)	1,133			
TOTAL WORKING	714	63.0%	66.8%	94
↓ With No Own Children	342	30.2%	42.2%	72
▲ With Own Children Age 0 to 5 only	140	12.4%	5.5%	226
With Own Children Age 6 to 17 only	181	16.0%	14.8%	108
With Own Children Both Age 0 to 5 and 6 to 17	51	4.5%	4.3%	104
↓ TOTAL NOT WORKING (UNEMPLOYED)	33	2.9%	6.2%	47
↓ With No Own Children	21	1.9%	3.8%	49
↓ With Own Children Age 0 to 5 only	5	0.4%	0.7%	67
↓ With Own Children Age 6 to 17 only	0	0.0%	1.3%	0
With Own Children Both Age 0 to 5 and 6 to 17	7	0.6%	0.5%	113
▲ TOTAL NOT IN THE LABOR FORCE	385	34.0%	27.0%	126
▲ With No Own Children	268	23.7%	17.1%	138
↓ With Own Children Age 0 to 5 only	17	1.5%	2.6%	58
▲ With Own Children Age 6 to 17 only	77	6.8%	4.6%	146
↓ With Own Children Both Age 0 to 5 and 6 to 17	23	2.0%	2.6%	77
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2021)	1,717			
Above Poverty Line (Households with Children)	1,093	60.6%	62.0%	98
Above Poverty Line (Households without Children)	443	24.6%	26.8%	91
Below Poverty Line (Households with Children)	140	7.8%	6.5%	120
▲ Below Poverty Line (Households without Children)	128	7.1%	4.7%	150
Households By Presence of Retirement Income (2013)	1,609			
▲ With Retirement Income	369	22.9%	17.6%	131
Without Retirement Income	1,175	73.0%	81.5%	90

Coordinates: 37:39.63 87:11.55
Date: 8/10/2021

Prepared For:
Moseleyville Potential Area
7906 ky 81
owensboro, KY 42301

Study Area Definition:
5.0 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
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HOUSING				
Occupied Units By Type (2021)	1,717			
Owner Occupied	1,327	77.3%	65.2%	119
↓ Renter Occupied	391	22.8%	34.8%	65
↓ Median Rent (2013)	\$672		\$904	74
Structures By Number of Units (2021)	1,846			
Single Unit	1,437	77.8%	67.4%	115
↓ 3 to 4 Units	62	3.4%	7.9%	43
↓ 5 to 19 Units	76	4.1%	9.2%	45
↓ 20 to 49 Units	0	0.0%	3.6%	0
↓ 50 or more Units	20	1.1%	5.5%	20
▲ Mobile Home	240	13.0%	6.2%	208
▲ Other	11	0.6%	0.1%	655
▲ Single To Multiple Unit Ratio	9.09		2.57	354
Owner-Occupied Property Values (2021)	1,327			
Under \$40,000	62	4.7%	4.8%	97
↓ \$40,000 to \$59,999	21	1.6%	2.6%	61
\$60,000 to \$79,999	51	3.8%	3.6%	107
▲ \$80,000 to \$99,999	122	9.2%	4.6%	199
▲ \$100,000 to 149,999	289	21.8%	11.4%	191
▲ \$150,000 to \$199,999	299	22.5%	12.6%	179
\$200,000 to \$299,999	235	17.7%	19.1%	93
↓ \$300,000 to \$499,999	159	12.0%	22.0%	55
↓ \$500,000 to \$999,999	68	5.1%	14.5%	35
↓ \$1,000,000 and over	21	1.6%	5.0%	32
↓ Median Property Value	\$174,279		\$254,824	68

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HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	1,846			
2010 and later	183	9.9%	9.7%	103
2000 to 2009	237	12.8%	13.9%	92
▲ 1990 to 1999	318	17.2%	13.3%	130
1980 to 1989	277	15.0%	12.7%	118
▲ 1970 to 1979	352	19.1%	14.3%	133
1960 to 1969	196	10.6%	10.0%	107
↓ 1950 to 1959	109	5.9%	9.7%	61
↓ 1949 or earlier	173	9.4%	16.4%	57
Households By Number of Persons (2021)	1,717			
1 Person Household	413	24.1%	27.3%	88
2 Person Household	606	35.3%	32.4%	109
3 Person Household	308	17.9%	16.3%	110
4 Person Household	234	13.6%	13.0%	105
5 Person Household	106	6.2%	6.4%	96
↓ 6 Person Household	33	1.9%	2.8%	70
↓ 7 or more Person Household	17	1.0%	1.9%	52
Average Persons Per Household	2.6		2.6	99
Households By Heating Type (2013)	1,544			
Utility and Other Gas	811	52.5%	54.0%	97
Electric	665	43.1%	36.1%	119
↓ Oil	1	0.1%	6.1%	1
▲ Coal and Wood	45	2.9%	2.2%	131
▲ Solar/Other Fuel	21	1.4%	0.5%	275
↓ No Fuel Used	0	0.0%	0.9%	0

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TRANSPORTATION				
Households By Number of Vehicles (2021)	1,717			
↓ No Vehicles	51	3.0%	8.4%	35
↓ 1 Vehicle	393	22.9%	32.4%	71
▲ 2 Vehicle	786	45.8%	37.3%	123
▲ 3 or more Vehicles	487	28.4%	21.9%	129
Workers By Travel Time to Work (2021)	2,087			
▲ Less than 15 minutes	672	32.2%	25.3%	127
15 to 29 minutes	887	42.5%	36.0%	118
↓ 30 to 44 minutes	295	14.1%	20.9%	68
↓ 45 to 59 minutes	91	4.4%	8.4%	52
↓ 60 or more minutes	142	6.8%	9.3%	73
Average Travel Time to Work (minutes)	25.0		29.4	85
Workers By Type of Transportation to Work (2021)	2,123			
Drive Alone	1,853	87.3%	76.8%	114
↓ Car Pool	144	6.8%	9.0%	75
↓ Public Transportation	8	0.4%	4.9%	8
Walk to Work	64	3.0%	2.6%	115
↓ Other Means	2	0.1%	1.3%	7
↓ Work at Home	52	2.4%	5.3%	46

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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.		
4	Rural Families (27, 26, 29, 33, 35 and 38)	907	52.8%	13.1%	404
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	632	36.8%	31.4%	117
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	101	5.9%	14.7%	40
5	Senior Life (7, 20, 21, 22, 30 and 31)	63	3.7%	6.9%	53
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	12	0.7%	18.4%	4
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1	0.1%	15.1%	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.		
38	Rural Working Families	888	51.7%	8.8%	591
11	Young Suburban Families	336	19.6%	3.0%	659
16	Established Country Families	207	12.1%	6.4%	188
39	New Beginning Urbanites	101	5.9%	2.8%	213
25	Working Country Consumers	61	3.6%	4.1%	86
20	Cautious and Mature	30	1.7%	2.6%	66
31	Mature Country Families	17	1.0%	0.5%	183
28	Building Country Families	13	0.8%	2.8%	27
29	Working Country Families	13	0.8%	1.0%	79
22	Mature and Established	11	0.6%	1.8%	36
18	Working Urban Families	10	0.6%	4.0%	15
45	Struggling Urban Diversity	5	0.3%	2.5%	12
10	Suburban Mid-Life Families	4	0.2%	5.5%	4
48	Struggling Urban Life	4	0.2%	0.8%	29
27	Country Family Diversity	4	0.2%	0.3%	68
24	Metro Multi-Ethnic Diversity	3	0.2%	2.7%	6
30	Urban Senior Life	2	0.1%	0.8%	14
7	Prosperous and Mature	2	0.1%	0.5%	22
33	Laboring Rural Families	2	0.1%	0.1%	85
4	Educated Mid-Life Families	1	0.1%	3.4%	2

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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.		
17	Large Young Families	1	0.1%	2.2%	3
21	Mature and Stable	1	0.1%	0.6%	10
49	Exception Households	1	0.1%	0.2%	23
15	Reliable Young Starters	0	0.0%	4.3%	0
40	Surviving Urban Diversity	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
12	Educated New Starters	0	0.0%	2.9%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
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
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
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
TOTALS		1,717	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2021 Households Likely to Be:

▲ Strongly Involved with Their Faith	46.2%	35.4%	130
Somewhat Involved with Their Faith	30.4%	29.9%	102
↓ 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	27.3%	22.1%	124
Decreased Their Involvement with Their Faith in the Last 10 Years	22.5%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	192
▲ Baptist	41.8%	16.1%	260
↓ Catholic	10.6%	23.7%	45
↓ Congregational	1.5%	2.0%	78
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.1%	2.9%	73
▲ Holiness	2.0%	0.8%	249
↓ Jehovah's Witnesses	0.9%	1.1%	85
↓ Judaism	0.4%	3.2%	12
↓ Lutheran	1.5%	7.2%	21
▲ Methodist	12.5%	10.1%	124
↓ Mormon	0.5%	1.8%	26
↓ New Age	0.1%	0.6%	18
Non-Denominational / Independent	7.4%	6.9%	107
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.1%	2.4%	129
Presbyterian / Reformed	4.6%	4.6%	100
↓ Unitarian / Universalist	0.2%	0.7%	27
▲ Interested but No Preference	4.3%	3.9%	111
↓ Not Interested and No Preference	5.2%	11.1%	47
Likely to Have Changed Their Preference in the Last 10 Years	16.3%	16.8%	97

LEADERSHIP PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer A Leader Who:

Tells them what to do	4.1%	4.0%	102
Lets them do what they want and is supportive	12.0%	11.7%	103
↓ Lets them do what they want and stays out of the way	4.2%	4.8%	88
Works with them on deciding what to do and helps them do it	79.7%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	39.3%	43.5%	90
▲ Finding/Providing Health Insurance	33.2%	29.0%	115
Day-to-Day Financial Worries	32.1%	31.6%	101
Finding Employment Opportunities	13.1%	14.4%	91
↓ Finding Affordable Housing	6.9%	11.3%	61
Providing Adequate Food	9.0%	8.6%	105
Finding Child Care	6.3%	6.3%	101
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	19.6%	16.7%	117
▲ Dealing With Teen / Child Problems	25.1%	20.7%	121
Finding/Providing Aging Parent Care	16.0%	15.5%	103
▲ Dealing With Abusive Relationships	13.0%	11.4%	115
▲ Dealing With Divorce	7.3%	4.5%	163
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	21.5%	27.0%	80
Finding/Providing Good Schools	25.4%	23.5%	108
▲ Dealing with Problems in Schools	18.1%	13.6%	133
↓ Dealing With Racial / Ethnic Prejudice	9.3%	13.1%	71
↓ Dealing With Neighborhood Gangs	7.2%	8.5%	84
↓ Dealing with Social Injustice	8.0%	11.3%	71
HOPES AND DREAMS:			
Achieving Long-term Financial Security	45.5%	50.6%	90
↓ Finding Time for Recreation / Leisure	19.7%	25.3%	78
Finding Better Quality Healthcare	25.0%	23.9%	104
↓ Finding A Satisfying Job / Career	17.1%	19.3%	88
Finding Retirement Opportunities	17.8%	18.9%	94
▲ Achieving A Fulfilling Marriage	26.4%	22.3%	118
Developing Parenting Skills	15.8%	14.7%	107
↓ Achieving Educational Objectives	5.9%	7.5%	79
SPIRITUAL / PERSONAL:			
Dealing With Stress	28.6%	29.8%	96
↓ Finding Companionship	13.7%	17.3%	79
▲ Finding A Good Church	26.0%	15.2%	171
▲ Finding Spiritual Teaching	20.4%	12.9%	158
Finding Life Direction	13.4%	14.0%	96

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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”	71.8%	63.8%	113

SOCIETY:

“It is important to preserve the traditional American family structure”	94.4%	91.5%	103
“A healthy environment has become a national crisis”	81.4%	82.8%	98
“Public education is essential to the future of American society”	94.4%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	50.3%	50.1%	100
“The role of Churches / Synagogues is to help form and support moral values”	84.2%	81.1%	104
“Churches and religious organizations should provide more human services”	61.3%	62.6%	98

RACIAL / ETHNIC CHANGE:

↓ “The United States must open its doors to all people groups”	32.0%	36.3%	88
“The changing racial / ethnic face of America is a threat to our national heritage”	39.0%	36.3%	107

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2021 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	61.4%	59.8%	103
More than \$500 per year	31.0%	31.2%	99
More than \$1,000 per year	17.4%	17.4%	100

TO CHARITIES:

↓ More than \$100 per year	27.1%	33.7%	80
↓ More than \$500 per year	3.6%	6.8%	53
↓ More than \$1,000 per year	1.0%	2.3%	43

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	9.6%	16.1%	60
↓ More than \$500 per year	2.6%	4.3%	60
↓ More than \$1,000 per year	1.2%	2.2%	55

Ministry Area Profile 2021
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REPORT

Moseleyville Potential Area
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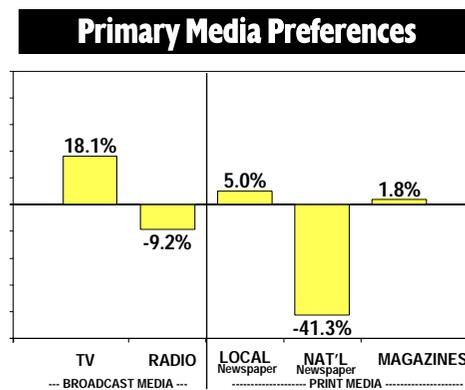
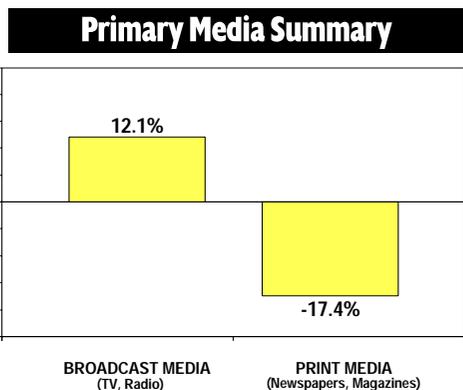
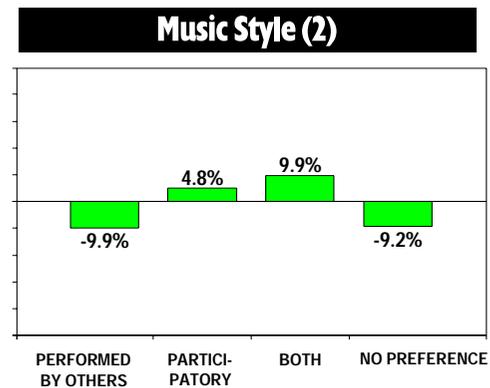
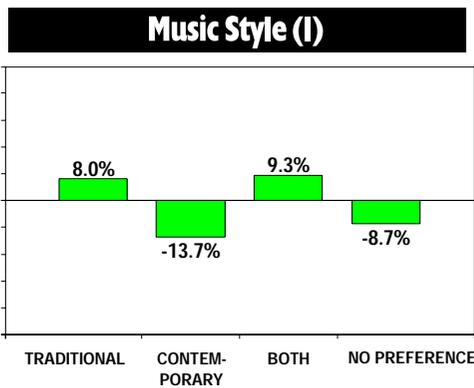
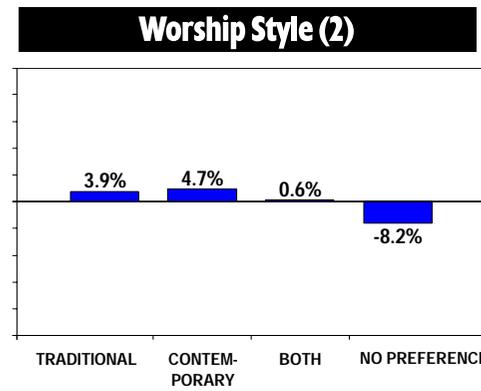
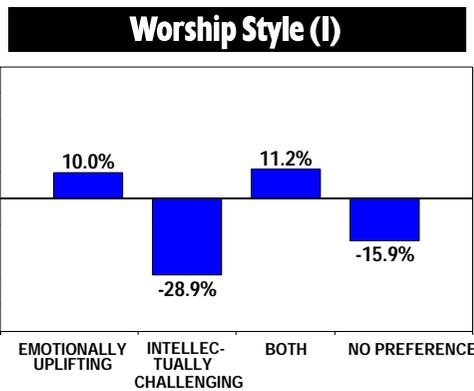
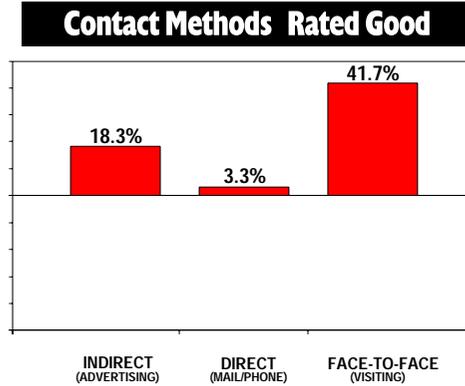
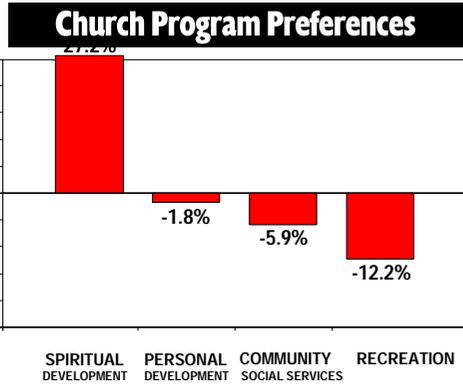
FingerPrint

Your Area Compared To The U.S.

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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	63.7%	41.1%	155
Adult Theological Discussion Groups	21.6%	22.5%	96
Spiritual Retreats	10.4%	11.6%	90

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.6%	15.2%	103
Parent Training Programs	7.9%	7.8%	101
↓ Twelve Step Programs	2.4%	3.5%	69
Divorce Recovery	2.5%	2.4%	102

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	23.7%	22.5%	105
Care for the Terminally Ill	14.7%	15.7%	94
Food and Clothing Resources	10.1%	11.1%	91
↓ Day Care Services	4.5%	6.1%	75
↓ Church Sponsored Day-School	4.4%	5.7%	77

RECREATION:

▲ Youth Social Programs	33.1%	29.7%	111
Family Activities and Outings	31.8%	32.8%	97
↓ Active Retirement Programs	20.4%	26.8%	76
↓ Cultural Programs (Music, Drama, Art)	10.7%	18.9%	57
↓ Sports or Camping	4.5%	6.3%	72

SUMMARY

▲ Spiritual Development Index	127
Personal Development Index	98
Community/Social Services Index	94
↓ Recreation Index	88



Ministry Area Profile 2021

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Style

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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	7.9%	11.1%	71
▲ C. Both A and B	43.6%	39.2%	111
↓ D. No Preference or Not Interested	19.7%	23.4%	84

PART 2:

A. Traditional/Formal/Ceremonial	21.0%	20.2%	104
B. Contemporary/Informal	27.6%	26.3%	105
C. Both A and B	26.7%	26.5%	101
D. No Preference or Not Interested	24.7%	26.9%	92

MUSIC STYLE INDICATOR

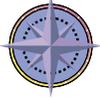
Estimated 2021 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	26.4%	24.4%	108
↓ B. Contemporary	17.0%	19.7%	86
C. Both A and B	34.0%	31.1%	109
D. No Preference or Not Interested	22.6%	24.8%	91

PART 2:

A. Performed by Others	16.9%	18.7%	90
B. Participatory	24.0%	22.9%	105
C. Both A and B	35.4%	32.2%	110
D. No Preference or Not Interested	23.8%	26.2%	91



Ministry Area Profile 2021

Compass

REPORT

Style

Coordinates: 37:39.63 87:11.55
Date: 8/10/2021

Prepared For:
Moseleyville Potential Area
7906 ky 81
owensboro, KY 42301

Study Area Definition:
5.0 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			

MISSION EMPHASIS INDICATOR

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

PART 1:

A. Community	19.9%	22.0%	90
B. Personal Spiritual Development	14.3%	14.3%	100
▲ C. Both A and B	41.9%	37.4%	112
D. No Preference or Not Interested	23.8%	26.3%	90

PART 2:

A. Global Mission	6.0%	6.2%	97
B. Local Mission	33.7%	33.3%	101
C. Both A and B	33.1%	30.1%	110
↓ D. No Preference or Not Interested	27.2%	30.4%	89

CHURCH ARCHITECTURE INDICATOR

Estimated 2021 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.8%	26.6%	108
↓ B. Contemporary	11.5%	15.9%	72
▲ C. Both A and B	37.5%	32.3%	116
↓ D. No Preference or Not Interested	22.4%	25.1%	89

PART 2:

A. Somber/Serious	10.3%	9.4%	110
↓ B. Light and Airy	30.7%	34.7%	89
▲ C. Both A and B	33.9%	27.7%	122
↓ D. No Preference or Not Interested	24.9%	28.2%	88



Ministry Area Profile 2021 Compass REPORT

Communication

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Date: 8/10/2021

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owensboro, KY 42301

Study Area Definition:
5.0 Mile Radius

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

▲ Television	55.8%	47.3%	118
Radio	12.1%	13.3%	91

PRINT MEDIA:

↓ Local Newspaper	31.0%	36.1%	86
↓ National Newspaper	2.5%	4.3%	59
↓ Magazines	1.9%	2.4%	80

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	29.4%	31.9%	92
▲ Radio	27.4%	23.8%	115

PRINT MEDIA:

Local Newspaper	34.3%	32.7%	105
↓ National Newspaper	4.5%	5.8%	78
Magazines	7.2%	7.0%	102

SUMMARY

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



Ministry Area Profile 2021 Compass REPORT

Communication

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7906 ky 81
owensboro, KY 42301

Study Area Definition:
5.0 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			

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	42.4%	36.2%	117
▲ Putting Ad in Local Newspaper	42.0%	33.8%	124
▲ Local Cable Channels	34.4%	30.4%	113

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	52.8%	53.7%	98
Calling and Offering to Send Information By Mail	30.6%	29.5%	104
▲ Calling and Discussing on the Phone	14.9%	12.0%	124

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	28.5%	20.1%	142
▲ Going Door to Door	19.8%	14.0%	142

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	14.3%	19.6%	73
↓ Putting Ad in Local Newspaper	14.8%	21.5%	68
↓ Local Cable Channels	24.5%	30.7%	80

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.4%	13.3%	85
↓ Calling and Offering to Send Information By Mail	29.8%	34.0%	88
Calling and Discussing on the Phone	54.4%	60.6%	90

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	39.4%	49.6%	79
↓ Going Door to Door	52.1%	64.0%	82

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	118
Direct Methods Index	103
▲ Face-to-Face Methods Index	142

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	75
↓ Direct Methods Index	89
↓ Face-to-Face Methods Index	81