

# ministry area profile 2022

Carter County  
3333 US-60  
Grayson, KY 41143

**Study Area Definition:**  
10.0 Mile Radius



ID# 297799:297799

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**How many people live in the defined study area?**

Currently, there are 20,864 persons residing in the defined study area. This represents a decrease of 234 or 1.1% since 2000. During the same period of time, the U.S. as a whole grew by 18.8%. (see page 4)



**Is the population in this area projected to grow?**

No, between 2022 and 2027, the population is projected to decrease by 0.8% or 165 persons. During the same period, the U.S. population is projected to grow by 3.2%. (see page 4)



**How much lifestyle diversity is represented?**

The lifestyle diversity in the area is *very low* with only 17 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working Families* representing 58.5% of all households. (see pages 13 and 14)



**How do racial or ethnic groups contribute to diversity in this area?**

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *somewhat low*. Among individual groups, *Anglos* represent 95.7% of the population and all other racial/ethnic groups make up just 4.3% which is well below the national average of 41%. The largest of these groups, *Hispanics/Latinos*, accounts for 1.8% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 12.2% between 2022 and 2027. (see pages 4 and 7)



**What are the major generational groups represented?**

The largest age group in terms of numbers is *Survivors* (age 41 to 61) comprised of 5,477 persons or 26.3% of the total population in the area. *Boomers* (age 62 to 79) make up 20.5% of the population which compared to a national average of 17.3% makes them the most over-represented group in the area. (see page 4)



**Overall, how traditional are the family structures?**

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



**How educated are the adults?**

Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 82.8% of the population aged 25 and over have graduated from high school as compared to the national average of 88.5%, college graduates account for 13.2% of those over 25 in the area versus 32.9% in the U.S. (see page 8)



**Which household concerns are unusually high in the area?**

Concerns which are likely to exceed the national average include: *Finding A Good Church*, *Finding Spiritual Teaching*, *Divorce*, *Problems in Schools*, *Abusive Relationships* and *Teen/Child Problems*. (see page 16)



**What is the likely faith receptivity?**

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very high* when compared to national averages. (see page 15)



**What is the likely giving potential in the area?**

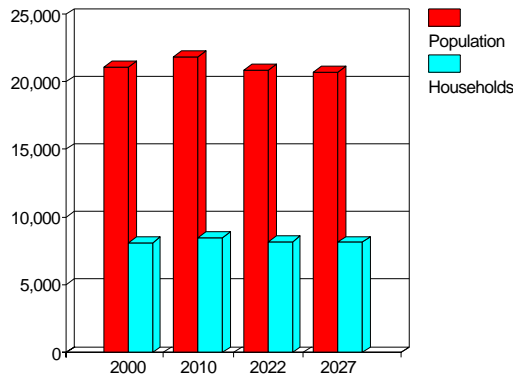
Based upon the average household income of \$55,804 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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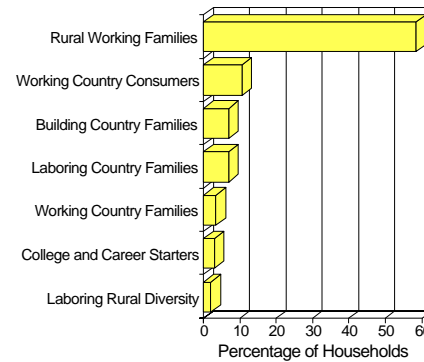
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**Population and Households**

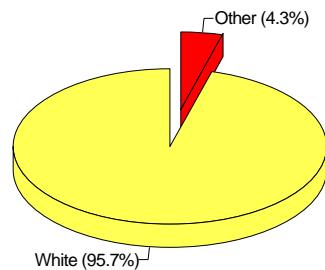


**Primary U.S. Lifestyles Segments-2022**

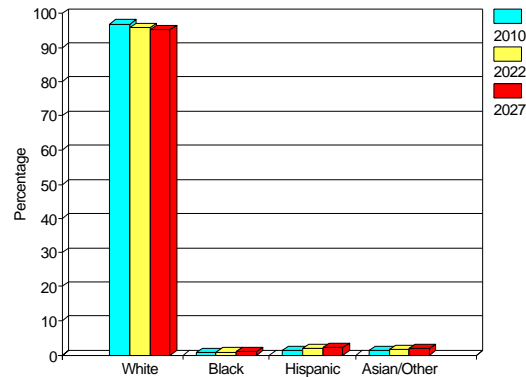


The population in the study area has decreased by 950 persons, or 4.4% since 2010 and is projected to decrease by 165 persons, or 0.8% between 2022 and 2027. The number of households has decreased by 312, or 3.7% since 2010 and is projected to decrease by 45, or 0.6% between 2022 and 2027.

**Population By Race/Ethnicity-2022**

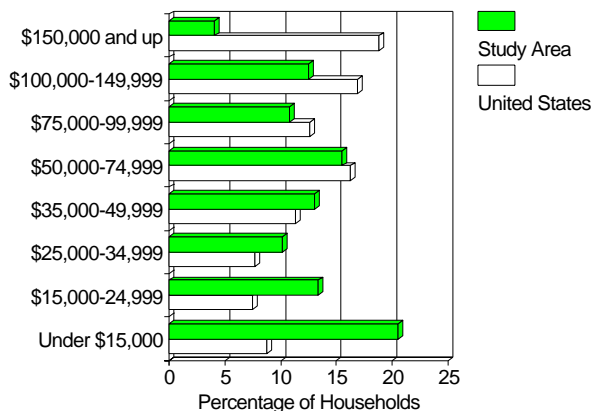


**Population By Race/Ethnicity Trend**

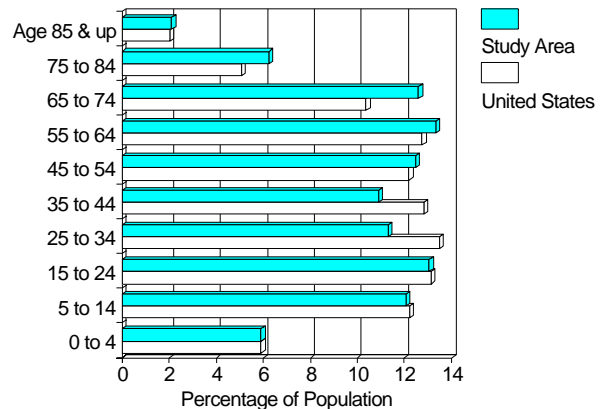


Between 2022 and 2027, the White population is projected to decrease by 265 persons and to decrease from 95.7% to 95.2% of the total population. The Black population is projected to increase by 18 persons and to remain stable at 0.9% of the total. The Hispanic/Latino population is projected to increase by 47 persons and to increase from 1.8% to 2.1% of the total. The Asian/Other population is projected to increase by 34 persons and to increase from 1.6% to 1.8% of the total population.

**Households By Income-2022**



**Population by Age-2022**

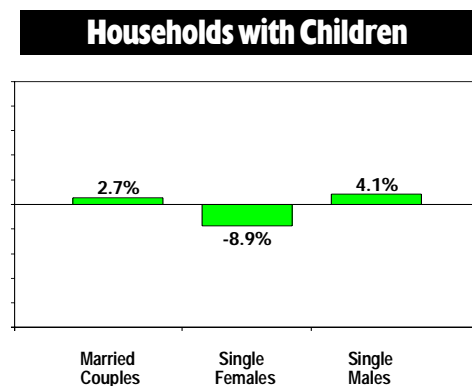
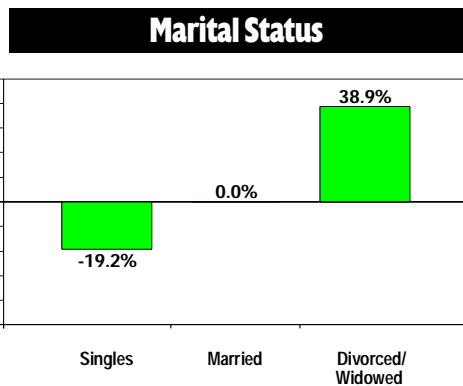
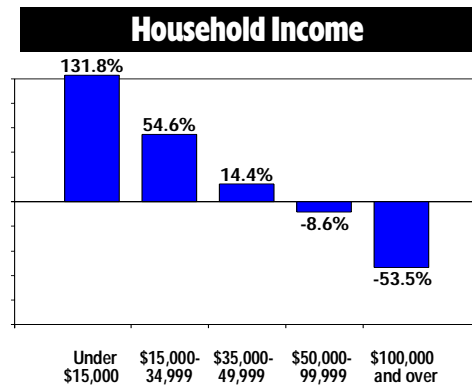
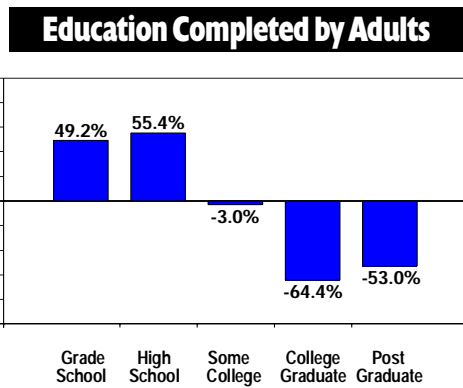
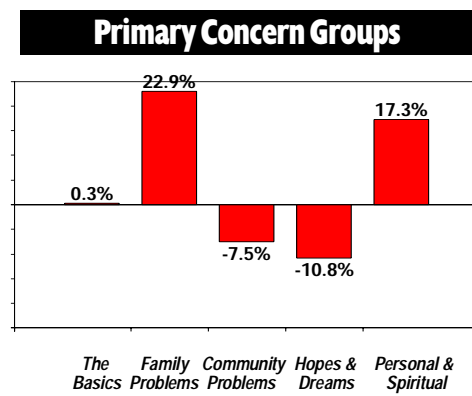
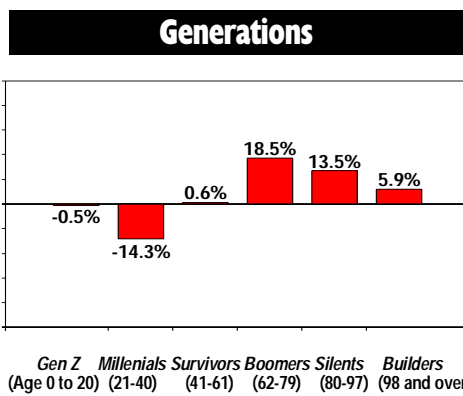
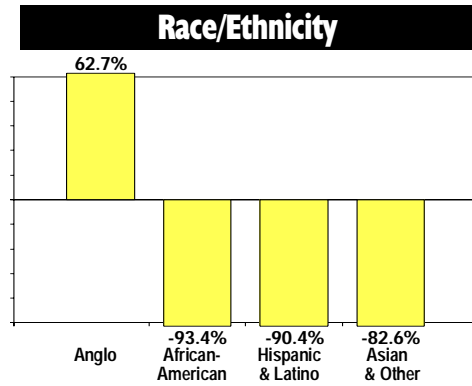
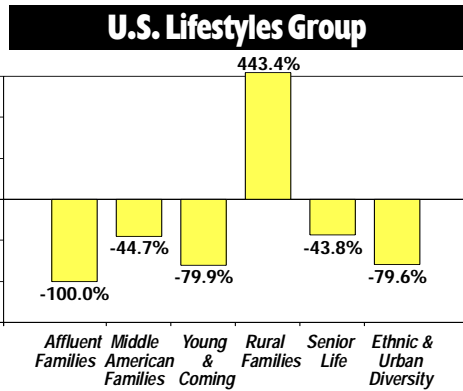


The average household income in the study area is \$55804 a year as compared to the U.S. average of \$103625. The average age in the study area is 41.6 and is projected to increase to 42.1 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

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POPULATION						
	2000 Census	2010 Census	2022 Update	2027 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
↓ Population	21,098	21,814	20,864	20,699		
Population Change		716	(950)	(165)		
Percentage Change		3.4%	-4.4%	-0.8%		
Average Annual Growth Rate		0.3%	-0.4%	-0.2%		
Density (Pop. per square mile)	67	69	66	66		
HOUSEHOLDS						
Households	8,080	8,478	8,166	8,121		
Household Change		398	(312)	(45)		
Percentage Change		4.9%	-3.7%	-0.6%		
Average Annual Growth Rate		0.5%	-0.3%	-0.1%		
↓ Persons Per Household	2.54	2.50	2.49	2.48		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	21,140	96.9%	19,966	95.7%	19,701	95.2%
▲ African-American (Non-Hisp)	136	0.6%	171	0.8%	189	0.9%
▲ Hispanic/Latino	277	1.3%	384	1.8%	431	2.1%
▲ Asian/Other (Non-Hisp)	260	1.2%	344	1.6%	378	1.8%
POPULATION BY GENDER						
Female	11,005	50.4%	10,619	50.9%	10,527	50.9%
Male	10,809	49.6%	10,245	49.1%	10,172	49.1%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	2,404	11.0%	5,413	25.9%	6,673	32.2%
Millennials (Born 1982 to 2001)	5,738	26.3%	4,725	22.6%	4,736	22.9%
↓ Survivors (Born 1961 to 1981)	5,937	27.2%	5,477	26.3%	5,121	24.7%
↓ Boomers (Born 1943 to 1960)	5,127	23.5%	4,284	20.5%	3,689	17.8%
↓ Silents (Born 1925 to 1942)	2,341	10.7%	946	4.5%	475	2.3%
↓ Builders (Born 1924 and earlier)	294	1.3%	18	0.1%	5	0.0%
AGE						
▲ Average Age		39.3		41.6		42.1
▲ Median Age		39.2		42.0		42.4
INCOME						
▲ Average Household Income		\$45,186		\$55,804		\$60,087
▲ Median Household Income		\$32,548		\$42,149		\$44,708
▲ Per Capita Income		\$17,562		\$21,841		\$23,574

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**HOUSEHOLDS BY INCOME**

▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	209	2.5%	336	4.1%	470	5.8%
▲ \$100,000 to \$149,999	520	6.1%	1,022	12.5%	1,088	13.4%
\$75,000 to \$99,999	811	9.6%	882	10.8%	873	10.7%
↓ \$50,000 to \$74,999	1,350	15.9%	1,269	15.5%	1,229	15.1%
\$35,000 to \$49,999	1,097	12.9%	1,061	13.0%	1,054	13.0%
↓ \$25,000 to \$34,999	1,115	13.1%	833	10.2%	822	10.1%
↓ \$15,000 to \$24,999	1,286	15.2%	1,094	13.4%	1,007	12.4%
↓ Under \$15,000	2,091	24.7%	1,669	20.4%	1,578	19.4%

**POPULATION BY PHASE OF LIFE**

↓ Before Formal Schooling (Age 0-4)	1,350	6.2%	1,235	5.9%	1,223	5.9%
↓ Required Formal Schooling (5-17)	3,698	17.0%	3,312	15.9%	3,221	15.6%
College Years, Career Starts (18-24)	2,064	9.5%	1,923	9.2%	2,005	9.7%
↓ Singles and Young Families (25-34)	2,605	11.9%	2,360	11.3%	2,298	11.1%
↓ Families, Empty Nesters (35-54)	5,944	27.2%	4,881	23.4%	4,549	22.0%
Enrichment Years Singles/Couples (55-64)	2,884	13.2%	2,782	13.3%	2,614	12.6%
▲ Retirement Opportunities (65+)	3,296	15.1%	4,370	20.9%	4,789	23.1%

**POPULATION BY AGE (DETAIL)**

↓ Under 5 years	1,350	6.2%	1,235	5.9%	1,223	5.9%
↓ 5 to 9 years	1,318	6.0%	1,241	5.9%	1,207	5.8%
↓ 10 to 14 years	1,453	6.7%	1,275	6.1%	1,216	5.9%
15 to 17 years	927	4.2%	796	3.8%	798	3.9%
18 to 20 years	1,036	4.7%	866	4.2%	879	4.2%
↓ 21 to 24 years	1,028	4.7%	1,057	5.1%	1,126	5.4%
↓ 25 to 29 years	1,288	5.9%	1,183	5.7%	1,119	5.4%
30 to 34 years	1,317	6.0%	1,177	5.6%	1,179	5.7%
35 to 39 years	1,397	6.4%	1,066	5.1%	1,228	5.9%
↓ 40 to 44 years	1,406	6.4%	1,211	5.8%	962	4.6%
↓ 45 to 49 years	1,559	7.1%	1,240	5.9%	1,180	5.7%
↓ 50 to 54 years	1,582	7.3%	1,364	6.5%	1,179	5.7%
55 to 59 years	1,438	6.6%	1,319	6.3%	1,309	6.3%
60 to 64 years	1,446	6.6%	1,463	7.0%	1,305	6.3%
▲ 65 to 69 years	1,101	5.0%	1,328	6.4%	1,551	7.5%
▲ 70 to 74 years	855	3.9%	1,298	6.2%	1,448	7.0%
▲ 75 to 84 years	1,013	4.6%	1,301	6.2%	1,310	6.3%
▲ 85 or more years	327	1.5%	443	2.1%	480	2.3%

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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 (2022)</b>	17,113			
Single (Never Married)	4,681	27.4%	33.8%	81
Married	8,478	49.5%	49.5%	100
▲ Divorced/Widowed	<b>3,954</b>	<b>23.1%</b>	<b>16.6%</b>	<b>139</b>
<b>Marital Status Females 15 and Older (2022)</b>	8,799			
↓ Single (Never Married)	2,044	23.2%	30.8%	75
Married	4,303	48.9%	48.4%	101
▲ Divorced/Widowed	<b>2,452</b>	<b>27.9%</b>	<b>20.8%</b>	<b>134</b>
<b>Marital Status Males 15 and Older (2022)</b>	8,314			
Single (Never Married)	2,637	31.7%	37.0%	86
Married	4,175	50.2%	50.7%	99
▲ Divorced/Widowed	<b>1,502</b>	<b>18.1%</b>	<b>12.2%</b>	<b>148</b>
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2022)</b>	8,166			
Married Couple	4,461	54.6%	48.8%	112
Other Family - Male Head of Household	409	5.0%	4.9%	102
Other Family - Female Head of Household	952	11.7%	12.9%	91
Non Family - Male Head of Household	1,113	13.6%	15.8%	86
Non Family - Female Head of Household	1,231	15.1%	17.7%	85
<b>Households With Children 0 to 18 (2022)</b>	2,659			
Married Couple Family	1,790	67.3%	65.6%	103
Other Family - Male Head of Household	233	8.8%	8.4%	104
Other Family - Female Head of Household	607	22.8%	25.1%	91
Non Family	30	1.1%	1.0%	117
<b>Population By Household Type (2022)</b>	20,864			
Group Quarters	593	2.8%	2.4%	117



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2022)</b>	593			
Correctional Facilities	151	25.5%	29.5%	86
▲ College Dorms	<b>338</b>	<b>57.0%</b>	<b>32.0%</b>	<b>178</b>
↓ Military	0	0.0%	4.5%	0
Nursing Homes	103	17.4%	18.7%	93
↓ Other	1	0.2%	15.3%	1
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2022)</b>	20,864			
▲ White (Non-Hispanic)	<b>19,966</b>	<b>95.7%</b>	<b>58.8%</b>	<b>163</b>
↓ African-American (Non-Hisp)	171	0.8%	12.5%	7
↓ Hispanic/Latino	383	1.8%	19.3%	10
↓ Native American (Non-Hisp)	41	0.2%	0.7%	27
↓ Asian (Non-Hisp)	58	0.3%	5.9%	5
↓ Hawaiian & Pacific Islander (Non-Hisp)	4	0.0%	0.2%	11
↓ Other Races & Multiple Races (Non-Hisp)	240	1.2%	2.7%	43
<b>Asian Population By Race (2022)</b>	64			
↓ Chinese	0	0.0%	22.7%	0
↓ Japanese	0	0.0%	4.0%	0
▲ Indian	<b>64</b>	<b>100.0%</b>	<b>22.9%</b>	<b>437</b>
↓ Korean	0	0.0%	7.9%	0
↓ Vietnamese	0	0.0%	10.1%	0
↓ Other Asian Races	0	0.0%	32.4%	0
<b>Hispanic/Latino Population By Race (2022)</b>	383			
White	205	53.5%	53.1%	101
↓ African-American	3	0.8%	2.5%	31
↓ Native American	2	0.5%	1.4%	38
▲ Asian	<b>6</b>	<b>1.6%</b>	<b>0.4%</b>	<b>378</b>
Other Races & Multiple Races	167	43.6%	42.6%	102
<b>Hispanic/Latino Population By Origin (2022)</b>	383			
Mexican	263	68.7%	61.6%	112
Puerto Rican	36	9.4%	10.0%	94
Cuban	13	3.4%	3.6%	94
↓ Other Hispanic Origin	72	18.8%	24.9%	76

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	5,069			
▲ Pre-Primary (Public)	258	5.1%	3.4%	148
↓ Pre-Primary (Private)	36	0.7%	2.6%	27
Elementary/High School (Public)	3,212	63.4%	58.9%	108
↓ Elementary/High School (Private)	147	2.9%	6.6%	44
Enrolled in College	1,416	27.9%	28.4%	98
<b>Population By Education Completed (Age 25 and over) (2022)</b>	14,394			
▲ Elementary (Less than 9 years)	1,152	8.0%	4.9%	163
▲ Some High School (9 to 11 years)	1,325	9.2%	6.6%	139
▲ High School Graduate (12 years)	6,022	41.8%	26.9%	155
Some College (13 to 15 years)	2,999	20.8%	20.1%	104
Associate Degree	1,004	7.0%	8.6%	81
↓ Bachelor's Degree	1,035	7.2%	20.2%	36
↓ Graduate Degree	858	6.0%	12.7%	47
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2022)</b>	6,913			
TOTAL WHITE COLLAR	3,613	52.3%	61.7%	85
↓ Executive and Managerial	361	5.2%	10.5%	50
Professional Specialty	1,229	17.8%	17.3%	102
↓ Technical Support	259	3.7%	9.6%	39
Sales	646	9.3%	10.0%	93
Administrative Support & Clerical	1,118	16.2%	14.3%	113
▲ TOTAL BLUE COLLAR	3,301	47.8%	38.3%	125
Service: Private Households	181	2.6%	2.8%	94
▲ Service: Protective	216	3.1%	2.2%	145
Service: Other	545	7.9%	7.5%	105
▲ Farming, Forestry & Fishing	79	1.1%	0.7%	176
Precision Production and Craft	853	12.3%	10.8%	114
▲ Operators and Assemblers	311	4.5%	3.1%	146
▲ Transportation and Material Moving	842	12.2%	7.6%	161
Laborers	274	4.0%	3.8%	106

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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2022)</b>	16,851			
↓ Employed	6,798	40.3%	60.5%	67
Unemployed	407	2.4%	3.0%	81
<b>▲ Not in Labor Force</b>	<b>9,646</b>	<b>57.2%</b>	<b>36.5%</b>	<b>157</b>
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>				
TOTAL WORKING	3,504	55.3%	66.8%	83
With No Own Children	2,365	37.3%	42.2%	88
With Own Children Age 0 to 5 only	278	4.4%	5.5%	80
↓ With Own Children Age 6 to 17 only	675	10.7%	14.8%	72
↓ With Own Children Both Age 0 to 5 and 6 to 17	186	2.9%	4.3%	68
↓ TOTAL NOT WORKING (UNEMPLOYED)	298	4.7%	6.2%	76
↓ With No Own Children	141	2.2%	3.8%	59
<b>▲ With Own Children Age 0 to 5 only</b>	<b>65</b>	<b>1.0%</b>	<b>0.7%</b>	<b>156</b>
↓ With Own Children Age 6 to 17 only	51	0.8%	1.3%	64
With Own Children Both Age 0 to 5 and 6 to 17	41	0.6%	0.5%	118
<b>▲ TOTAL NOT IN THE LABOR FORCE</b>	<b>2,531</b>	<b>40.0%</b>	<b>27.0%</b>	<b>148</b>
<b>▲ With No Own Children</b>	<b>1,834</b>	<b>29.0%</b>	<b>17.1%</b>	<b>169</b>
With Own Children Age 0 to 5 only	187	3.0%	2.6%	114
<b>▲ With Own Children Age 6 to 17 only</b>	<b>384</b>	<b>6.1%</b>	<b>4.6%</b>	<b>130</b>
↓ With Own Children Both Age 0 to 5 and 6 to 17	126	2.0%	2.6%	75
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$26,500 for family of 4) (2022)</b>	8,166			
Above Poverty Line (Households with Children)	4,728	56.8%	62.3%	91
↓ Above Poverty Line (Households without Children)	1,704	20.5%	27.0%	76
<b>▲ Below Poverty Line (Households with Children)</b>	<b>1,096</b>	<b>13.2%</b>	<b>6.2%</b>	<b>212</b>
<b>▲ Below Poverty Line (Households without Children)</b>	<b>801</b>	<b>9.6%</b>	<b>4.6%</b>	<b>211</b>
<b>Households By Presence of Retirement Income (2013)</b>				
<b>▲ With Retirement Income</b>	<b>1,952</b>	<b>23.0%</b>	<b>17.6%</b>	<b>131</b>
Without Retirement Income	6,231	73.5%	81.5%	90

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3333 US-60  
Grayson, KY 41143

Study Area Definition:  
10.0 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
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<b>HOUSING</b>				
<b>Occupied Units By Type (2022)</b>	8,166			
Owner Occupied	6,271	76.8%	65.2%	118
↓ Renter Occupied	1,895	23.2%	34.8%	67
↓ Median Rent (2013)	\$442		\$904	49
<b>Structures By Number of Units (2022)</b>	9,560			
Single Unit	6,129	64.1%	67.4%	95
↓ 3 to 4 Units	328	3.4%	7.9%	44
↓ 5 to 19 Units	133	1.4%	9.2%	15
↓ 20 to 49 Units	91	1.0%	3.7%	26
↓ 50 or more Units	59	0.6%	5.6%	11
▲ Mobile Home	<b>2,814</b>	<b>29.4%</b>	<b>6.2%</b>	<b>477</b>
↓ Other	5	0.1%	0.1%	55
▲ Single To Multiple Unit Ratio	<b>10.03</b>		<b>2.56</b>	<b>391</b>
<b>Owner-Occupied Property Values (2022)</b>	6,271			
▲ Under \$40,000	<b>770</b>	<b>12.3%</b>	<b>4.2%</b>	<b>291</b>
▲ \$40,000 to \$59,999	<b>456</b>	<b>7.3%</b>	<b>2.1%</b>	<b>345</b>
▲ \$60,000 to \$79,999	<b>507</b>	<b>8.1%</b>	<b>2.9%</b>	<b>283</b>
▲ \$80,000 to \$99,999	<b>628</b>	<b>10.0%</b>	<b>3.6%</b>	<b>275</b>
▲ \$100,000 to 149,999	<b>1,211</b>	<b>19.3%</b>	<b>9.9%</b>	<b>195</b>
▲ \$150,000 to \$199,999	<b>879</b>	<b>14.0%</b>	<b>10.6%</b>	<b>132</b>
\$200,000 to \$299,999	1,316	21.0%	19.1%	110
↓ \$300,000 to \$499,999	396	6.3%	24.2%	26
↓ \$500,000 to \$999,999	78	1.2%	17.2%	7
↓ \$1,000,000 and over	30	0.5%	6.1%	8
↓ Median Property Value	\$134,304		\$287,035	47

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2022)</b>	9,560			
↓ 2010 and later	411	4.3%	11.0%	39
▲ <b>2000 to 2009</b>	<b>1,587</b>	<b>16.6%</b>	<b>13.5%</b>	<b>123</b>
▲ <b>1990 to 1999</b>	<b>1,653</b>	<b>17.3%</b>	<b>13.2%</b>	<b>131</b>
1980 to 1989	1,409	14.7%	12.6%	117
▲ <b>1970 to 1979</b>	<b>1,799</b>	<b>18.8%</b>	<b>14.2%</b>	<b>133</b>
1960 to 1969	1,072	11.2%	9.8%	114
1950 to 1959	818	8.6%	9.5%	90
↓ 1949 or earlier	811	8.5%	16.2%	52
<b>Households By Number of Persons (2022)</b>	8,166			
1 Person Household	2,092	25.6%	27.3%	94
2 Person Household	2,871	35.2%	32.4%	109
3 Person Household	1,461	17.9%	16.3%	110
4 Person Household	1,030	12.6%	13.0%	97
5 Person Household	459	5.6%	6.4%	87
↓ 6 Person Household	170	2.1%	2.8%	75
↓ 7 or more Person Household	83	1.0%	1.9%	54
Average Persons Per Household	2.5		2.6	97
<b>Households By Heating Type (2013)</b>	8,183			
↓ Utility and Other Gas	2,049	25.0%	54.0%	46
▲ <b>Electric</b>	<b>5,200</b>	<b>63.5%</b>	<b>36.1%</b>	<b>176</b>
↓ Oil	99	1.2%	6.1%	20
▲ <b>Coal and Wood</b>	<b>798</b>	<b>9.8%</b>	<b>2.2%</b>	<b>438</b>
Solar/Other Fuel	36	0.4%	0.5%	89
↓ No Fuel Used	0	0.0%	0.9%	0

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2022)</b>	8,166			
↓ No Vehicles	531	6.5%	8.5%	77
1 Vehicle	2,470	30.2%	32.2%	94
2 Vehicle	2,527	30.9%	37.1%	83
▲ <b>3 or more Vehicles</b>	<b>2,637</b>	<b>32.3%</b>	<b>22.2%</b>	<b>146</b>
<b>Workers By Travel Time to Work (2022)</b>	6,571			
Less than 15 minutes	1,684	25.6%	25.0%	103
↓ 15 to 29 minutes	1,681	25.6%	35.8%	72
▲ <b>30 to 44 minutes</b>	<b>1,803</b>	<b>27.4%</b>	<b>21.1%</b>	<b>130</b>
▲ <b>45 to 59 minutes</b>	<b>767</b>	<b>11.7%</b>	<b>8.5%</b>	<b>138</b>
60 or more minutes	635	9.7%	9.7%	100
Average Travel Time to Work (minutes)	31.6		29.8	106
<b>Workers By Type of Transportation to Work (2022)</b>	6,756			
Drive Alone	5,562	82.3%	76.5%	108
Car Pool	685	10.1%	9.0%	113
↓ Public Transportation	12	0.2%	5.0%	4
▲ <b>Walk to Work</b>	<b>251</b>	<b>3.7%</b>	<b>2.7%</b>	<b>139</b>
↓ Other Means	65	1.0%	1.3%	72
↓ Work at Home	181	2.7%	5.5%	49

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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	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	5,796	71.0%	13.1%	543
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	1,420	17.4%	31.4%	55
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	317	3.9%	6.9%	56
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	306	3.7%	18.4%	20
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	240	2.9%	14.7%	20
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	0	0.0%	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	4,779	58.5%	8.8%	668
25	Working Country Consumers	859	10.5%	4.1%	256
28	Building Country Families	558	6.8%	2.8%	244
35	Laboring Country Families	557	6.8%	2.7%	248
29	Working Country Families	276	3.4%	1.0%	351
34	College and Career Starters	239	2.9%	0.6%	509
42	Laboring Rural Diversity	164	2.0%	1.5%	132
40	Surviving Urban Diversity	139	1.7%	4.0%	42
27	Country Family Diversity	114	1.4%	0.3%	410
20	Cautious and Mature	110	1.3%	2.6%	51
31	Mature Country Families	108	1.3%	0.5%	245
49	Exception Households	93	1.1%	0.2%	456
33	Laboring Rural Families	53	0.6%	0.1%	475
22	Mature and Established	45	0.6%	1.8%	31
21	Mature and Stable	29	0.4%	0.6%	63
30	Urban Senior Life	25	0.3%	0.8%	37
26	Working Suburban Families	17	0.2%	0.1%	174
43	Laboring Urban Diversity	3	0.0%	0.5%	7
16	Established Country Families	2	0.0%	6.4%	0
23	Established Empty-Nesters	1	0.0%	3.4%	0

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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.		
19	Educated and Promising	1	0.0%	0.1%	16
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
4	Educated Mid-Life Families	0	0.0%	3.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
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
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
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
7	Prosperous and Mature	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
9	Educated Working Families	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>8,172</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2022 Households Likely to Be:**

▲ <b>Strongly Involved with Their Faith</b>	<b>47.1%</b>	<b>35.4%</b>	<b>133</b>
Somewhat Involved with Their Faith	31.1%	29.9%	104
↓ Not Involved with Their Faith	22.4%	34.7%	65

**Estimated 2022 Households Likely to Have:**

Increased Their Involvement with Their Faith in the Last 10 Years	28.4%	22.1%	128
Decreased Their Involvement with Their Faith in the Last 10 Years	22.3%	23.7%	94

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2022 Households Likely to Prefer:**

▲ <b>Adventist</b>	<b>1.0%</b>	<b>0.5%</b>	<b>192</b>
▲ <b>Baptist</b>	<b>43.5%</b>	<b>16.1%</b>	<b>271</b>
↓ Catholic	9.7%	23.7%	41
↓ Congregational	1.5%	2.0%	77
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.0%	2.9%	71
▲ <b>Holiness</b>	<b>2.1%</b>	<b>0.8%</b>	<b>263</b>
↓ Jehovah's Witnesses	0.9%	1.1%	88
↓ Judaism	0.3%	3.2%	10
↓ Lutheran	1.4%	7.2%	19
▲ <b>Methodist</b>	<b>12.7%</b>	<b>10.1%</b>	<b>126</b>
↓ 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
▲ <b>Pentecostal</b>	<b>3.4%</b>	<b>2.4%</b>	<b>139</b>
Presbyterian / Reformed	4.5%	4.6%	98
↓ Unitarian / Universalist	0.2%	0.7%	23
▲ <b>Interested but No Preference</b>	<b>4.3%</b>	<b>3.9%</b>	<b>111</b>
↓ 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 2022 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	3.8%	4.8%	79
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 2022 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
↓ Maintaining Personal Health	38.6%	43.5%	89
▲ Finding/Providing Health Insurance	<b>34.7%</b>	<b>29.0%</b>	<b>120</b>
Day-to-Day Financial Worries	34.1%	31.6%	108
Finding Employment Opportunities	14.1%	14.4%	98
↓ Finding Affordable Housing	7.4%	11.3%	66
▲ Providing Adequate Food	<b>10.0%</b>	<b>8.6%</b>	<b>116</b>
Finding Child Care	6.2%	6.3%	100
<b>FAMILY PROBLEMS:</b>			
▲ Dealing With Alcohol/Drug Abuse	<b>21.1%</b>	<b>16.7%</b>	<b>126</b>
▲ Dealing With Teen / Child Problems	<b>26.4%</b>	<b>20.7%</b>	<b>127</b>
Finding/Providing Aging Parent Care	15.2%	15.5%	98
▲ Dealing With Abusive Relationships	<b>14.8%</b>	<b>11.4%</b>	<b>130</b>
▲ Dealing With Divorce	<b>7.1%</b>	<b>4.5%</b>	<b>159</b>
<b>COMMUNITY PROBLEMS:</b>			
↓ Neighborhood Crime and Safety	21.0%	27.0%	78
Finding/Providing Good Schools	24.3%	23.5%	104
▲ Dealing with Problems in Schools	<b>19.4%</b>	<b>13.6%</b>	<b>143</b>
↓ Dealing With Racial / Ethnic Prejudice	9.2%	13.1%	70
Dealing With Neighborhood Gangs	7.8%	8.5%	92
↓ Dealing with Social Injustice	7.9%	11.3%	70
<b>HOPES AND DREAMS:</b>			
↓ Achieving Long-term Financial Security	43.1%	50.6%	85
↓ Finding Time for Recreation / Leisure	17.2%	25.3%	68
Finding Better Quality Healthcare	24.9%	23.9%	104
↓ Finding A Satisfying Job / Career	15.9%	19.3%	82
Finding Retirement Opportunities	17.0%	18.9%	90
Achieving A Fulfilling Marriage	24.1%	22.3%	108
Developing Parenting Skills	15.0%	14.7%	102
↓ Achieving Educational Objectives	5.6%	7.5%	75
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	27.5%	29.8%	92
↓ Finding Companionship	14.0%	17.3%	81
▲ Finding A Good Church	<b>28.1%</b>	<b>15.2%</b>	<b>185</b>
▲ Finding Spiritual Teaching	<b>22.1%</b>	<b>12.9%</b>	<b>171</b>
Finding Life Direction	12.9%	14.0%	93

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**KEY VALUES INDICATOR**

**Estimated 2022 Households Likely to Agree With the Following Statements:**

**GOD:**

“I believe there is a God”	89.9%	84.5%	106
▲ “God is actively involved in the world including nations and their governments”	75.2%	63.8%	118

**SOCIETY:**

“It is important to preserve the traditional American family structure”	94.9%	91.5%	104
“A healthy environment has become a national crisis”	80.9%	82.8%	98
“Public education is essential to the future of American society”	94.7%	94.0%	101

**INSTITUTIONAL ROLES:**

“Government should be the primary provider of human welfare services”	50.5%	50.1%	101
“The role of Churches / Synagogues is to help form and support moral values”	85.1%	81.1%	105
“Churches and religious organizations should provide more human services”	62.0%	62.6%	99

**RACIAL / ETHNIC CHANGE:**

↓ “The United States must open its doors to all people groups”	31.9%	36.3%	88
“The changing racial / ethnic face of America is a threat to our national heritage”	39.8%	36.3%	110

**HOUSEHOLD CONTRIBUTION INDICATOR**

**Estimated 2022 Households Likely to Contribute:**

**TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	60.9%	59.8%	102
More than \$500 per year	30.5%	31.2%	98
More than \$1,000 per year	17.0%	17.4%	98

**TO CHARITIES:**

↓ More than \$100 per year	23.0%	33.7%	68
↓ More than \$500 per year	2.8%	6.8%	41
↓ More than \$1,000 per year	0.9%	2.3%	39

**TO COLLEGES AND UNIVERSITIES:**

↓ More than \$100 per year	8.6%	16.1%	53
↓ More than \$500 per year	2.5%	4.3%	58
↓ More than \$1,000 per year	1.1%	2.2%	50

*Ministry Area Profile 2022*  
**Compass**  
REPORT

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REPORT

Prepared For:  
Carter County  
3333 US-60  
Grayson, KY 41143

**Study Area Definition:**  
10.0 Mile Radius

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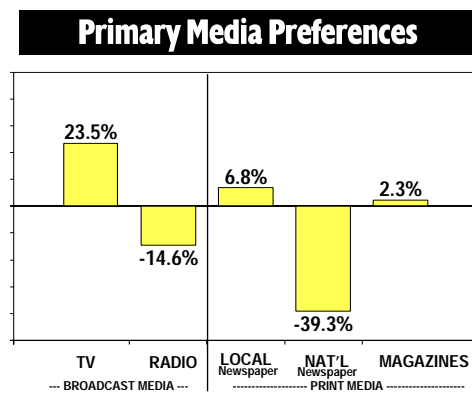
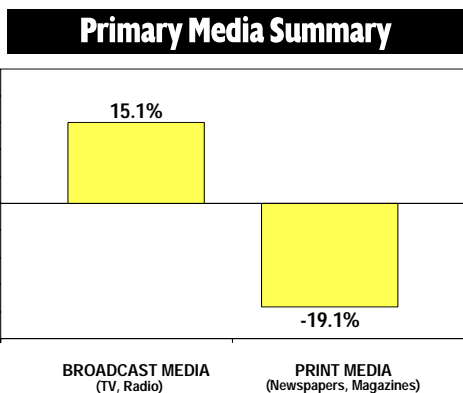
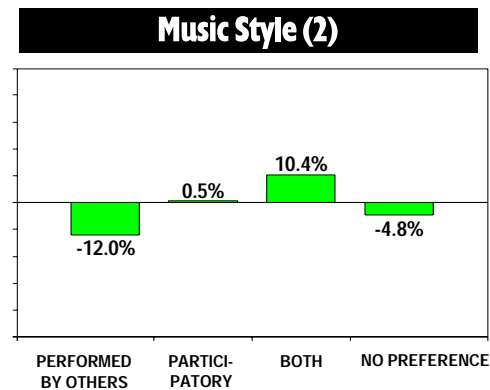
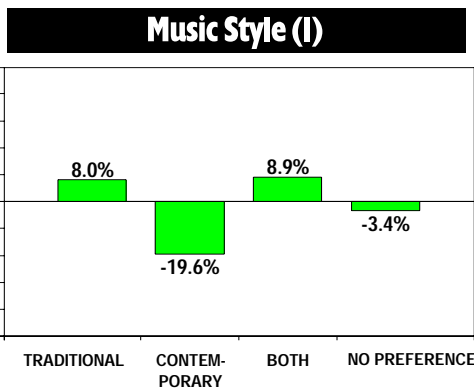
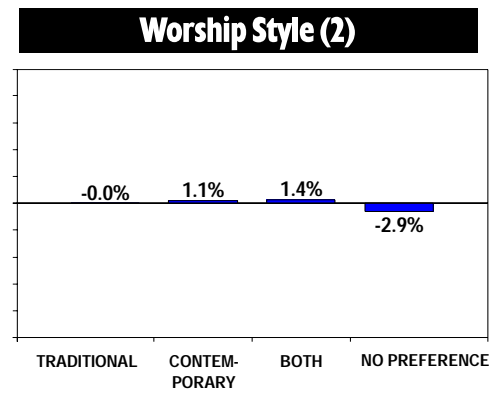
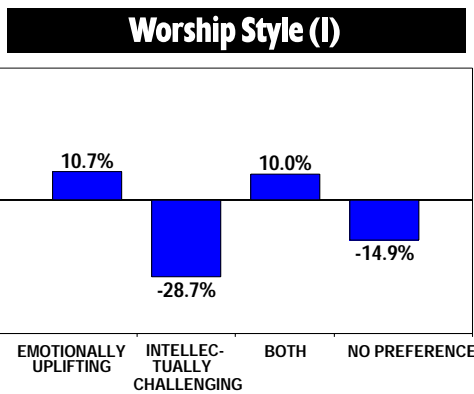
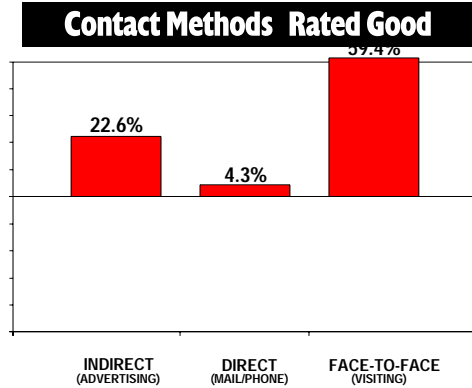
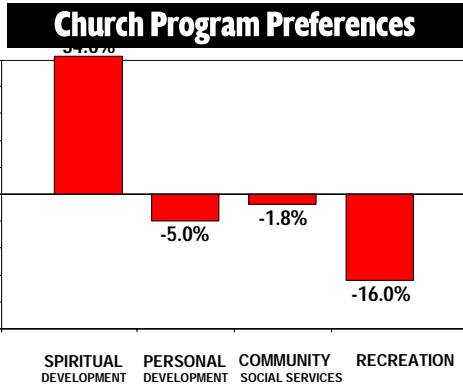
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# Ministry Area Profile 2022

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# Program

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## CHURCH PROGRAM PREFERENCE INDICATOR

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

#### SPIRITUAL DEVELOPMENT:

▲ <b>Bible Study Discussion and Prayer Groups</b>	<b>68.7%</b>	<b>41.1%</b>	<b>167</b>
Adult Theological Discussion Groups	20.9%	22.5%	93
Spiritual Retreats	11.2%	11.6%	97

#### PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.2%	15.2%	93
Parent Training Programs	8.0%	7.8%	102
↓ Twelve Step Programs	2.6%	3.5%	76
Divorce Recovery	2.6%	2.4%	109

#### COMMUNITY/SOCIAL SERVICES:

▲ <b>Personal or Family Counseling</b>	<b>25.0%</b>	<b>22.5%</b>	<b>111</b>
Care for the Terminally Ill	15.4%	15.7%	98
Food and Clothing Resources	11.0%	11.1%	99
↓ Day Care Services	4.5%	6.1%	73
↓ Church Sponsored Day-School	4.1%	5.7%	73

#### RECREATION:

Youth Social Programs	32.4%	29.7%	109
Family Activities and Outings	31.3%	32.8%	95
↓ Active Retirement Programs	19.4%	26.8%	73
↓ Cultural Programs (Music, Drama, Art)	9.1%	18.9%	48
↓ Sports or Camping	4.0%	6.3%	64

### SUMMARY

▲ <b>Spiritual Development Index</b>	<b>134</b>
Personal Development Index	95
Community/Social Services Index	98
↓ Recreation Index	84



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## WORSHIP STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Worship which is:

### PART 1:

▲ A. Emotionally Uplifting	29.2%	26.4%	111
↓ B. Intellectually Challenging	7.9%	11.1%	71
C. Both A and B	43.1%	39.2%	110
↓ D. No Preference or Not Interested	19.9%	23.4%	85

### PART 2:

A. Traditional/Formal/Ceremonial	20.2%	20.2%	100
B. Contemporary/Informal	26.6%	26.3%	101
C. Both A and B	26.9%	26.5%	101
D. No Preference or Not Interested	26.2%	26.9%	97

## MUSIC STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Music which is:

### PART 1:

A. Traditional	26.4%	24.4%	108
↓ B. Contemporary	15.9%	19.7%	80
C. Both A and B	33.9%	31.1%	109
D. No Preference or Not Interested	23.9%	24.8%	97

### PART 2:

↓ A. Performed by Others	16.5%	18.7%	88
B. Participatory	23.1%	22.9%	101
C. Both A and B	35.5%	32.2%	110
D. No Preference or Not Interested	24.9%	26.2%	95





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## MISSION EMPHASIS INDICATOR

### Estimated 2022 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

#### PART 1:

A. Community	19.8%	22.0%	90
B. Personal Spiritual Development	14.6%	14.3%	102
C. Both A and B	40.6%	37.4%	109
D. No Preference or Not Interested	24.8%	26.3%	94

#### PART 2:

A. Global Mission	6.7%	6.2%	108
B. Local Mission	31.4%	33.3%	94
C. Both A and B	33.3%	30.1%	110
D. No Preference or Not Interested	28.6%	30.4%	94

## CHURCH ARCHITECTURE INDICATOR

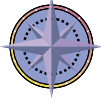
### Estimated 2022 Households Likely to Prefer Church Architecture which is:

#### PART 1:

A. Traditional	28.5%	26.6%	107
↓ B. Contemporary	10.6%	15.9%	66
▲ C. Both A and B	37.6%	32.3%	116
D. No Preference or Not Interested	23.6%	25.1%	94

#### PART 2:

A. Somber/Serious	10.1%	9.4%	108
↓ B. Light and Airy	29.4%	34.7%	85
▲ C. Both A and B	34.3%	27.7%	124
D. No Preference or Not Interested	26.2%	28.2%	93



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## PRIMARY MEDIA PREFERENCE

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

<b>BROADCAST MEDIA:</b>			
▲ Television	58.4%	47.3%	124
↓ Radio	11.4%	13.3%	85
<b>PRINT MEDIA:</b>			
↓ Local Newspaper	30.1%	36.1%	83
↓ National Newspaper	2.6%	4.3%	61
↓ Magazines	2.0%	2.4%	83

## SECONDARY MEDIA PREFERENCE

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

<b>BROADCAST MEDIA:</b>			
↓ Television	27.7%	31.9%	87
▲ Radio	28.4%	23.8%	120
<b>PRINT MEDIA:</b>			
Local Newspaper	34.9%	32.7%	107
↓ National Newspaper	4.9%	5.8%	84
Magazines	7.2%	7.0%	102

## SUMMARY

Overall Broadcast Media Index (100 = Average)	108
Overall Print Media Index	92



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## CHURCH CONTACT METHODS RATED GOOD

Estimated 2022 Households Likely to Rate As Good the Following Methods of Contact from a Church:

### INDIRECT METHODS (LEAST PERSONAL):

▲ Local Radio Announcements or Advertisements	44.1%	36.2%	122
▲ Putting Ad in Local Newspaper	43.5%	33.8%	129
▲ Local Cable Channels	35.5%	30.4%	117

### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	51.3%	53.7%	96
Calling and Offering to Send Information By Mail	31.0%	29.5%	105
▲ Calling and Discussing on the Phone	17.0%	12.0%	141

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

▲ Calling and Offering to Visit When Convenient	32.0%	20.1%	159
▲ Going Door to Door	22.4%	14.0%	160

## CHURCH CONTACT METHODS RATED POOR

Estimated 2022 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

### INDIRECT METHODS (LEAST PERSONAL):

↓ Local Radio Announcements or Advertisements	13.9%	19.6%	71
↓ Putting Ad in Local Newspaper	14.2%	21.5%	66
↓ Local Cable Channels	24.4%	30.7%	80

### DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.6%	13.3%	87
↓ Calling and Offering to Send Information By Mail	29.2%	34.0%	86
↓ Calling and Discussing on the Phone	51.7%	60.6%	85

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

↓ Calling and Offering to Visit When Convenient	35.9%	49.6%	72
↓ Going Door to Door	49.1%	64.0%	77

### SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	123
Direct Methods Index	104
▲ Face-to-Face Methods Index	159

### SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	73
↓ Direct Methods Index	86
↓ Face-to-Face Methods Index	75