

ministry area profile **2021**

Rome Area Potential DMBA
ky 81 4011
owensboro, ky 42301

Study Area Definition:
3.0 Mile Radius



ID# 295110:295110

ministry area profile 2021

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Coordinates: 37:43.13 87:10.85
Date: 7/30/2021

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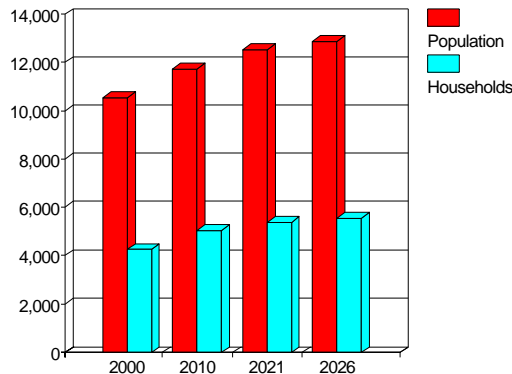
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 12,522 persons residing in the defined study area. This represents an increase of 1,969 or 18.7% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2021 and 2026, the population is projected to increase by 2.8% or 348 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 high* with 20 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Working Urban Families* representing 19.1% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 83.8% of the population and all other racial/ethnic groups make up just 16.2% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 6.0% of the total population. *Asians* are projected to be the fastest growing group increasing by 36.9% 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 *Millennials* (age 20 to 39) comprised of 3,367 persons or 26.9% of the total population in the area. *Generation Z* (age 0 to 19) make up 26.2% of the population which compared to a national average of 24.3% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *very non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 91.8% 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 21.8% 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, Neighborhood Gangs* 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 *somewhat high* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$61,326 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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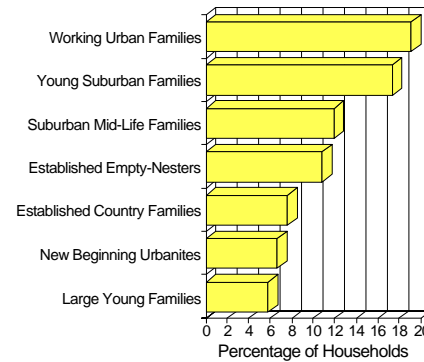
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Population and Households

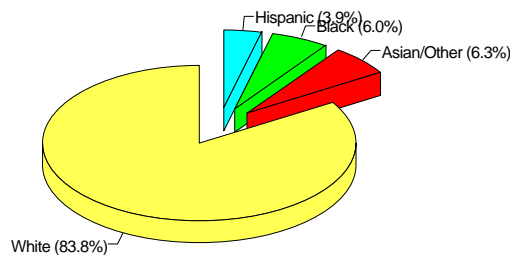


Primary U.S. Lifestyles Segments-2021

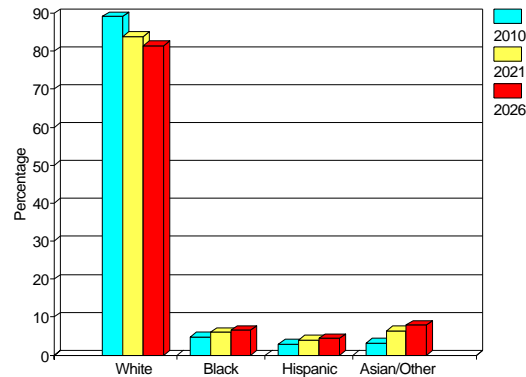


The population in the study area has increased by 794 persons, or 6.8% since 2010 and is projected to increase by 348 persons, or 2.8% between 2021 and 2026. The number of households has increased by 349, or 6.9% since 2010 and is projected to increase by 152, or 2.8% between 2021 and 2026.

Population By Race/Ethnicity-2021

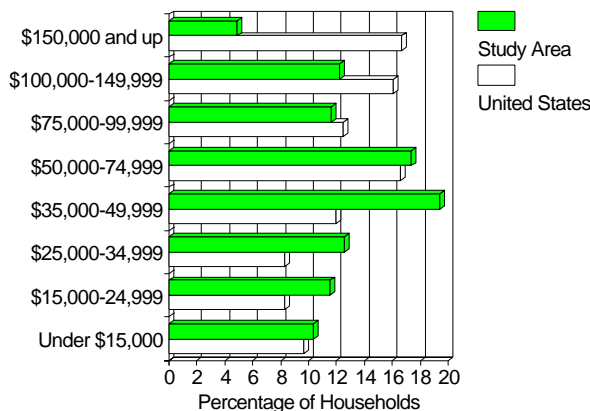


Population By Race/Ethnicity Trend

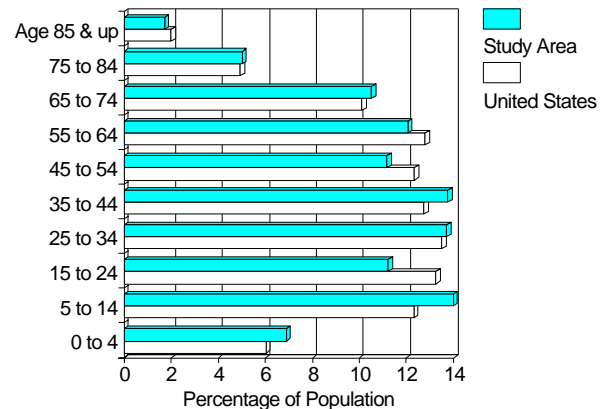


Between 2021 and 2026, the White population is projected to decrease by 18 persons and to decrease from 83.8% to 81.4% of the total population. The Black population is projected to increase by 74 persons and to increase from 6.0% to 6.4% of the total. The Hispanic/Latino population is projected to increase by 72 persons and to increase from 3.9% to 4.3% of the total. The Asian/Other population is projected to increase by 221 persons and to increase from 6.3% to 7.9% of the total population.

Households By Income-2021



Population by Age-2021

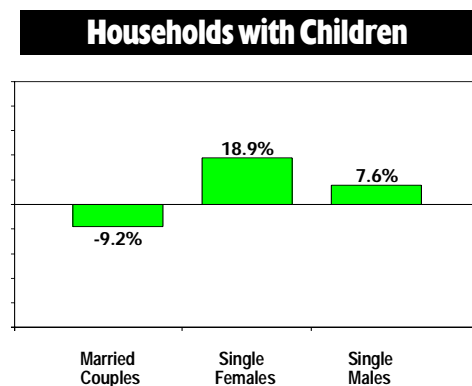
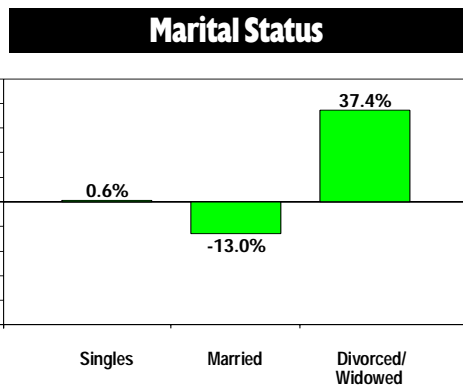
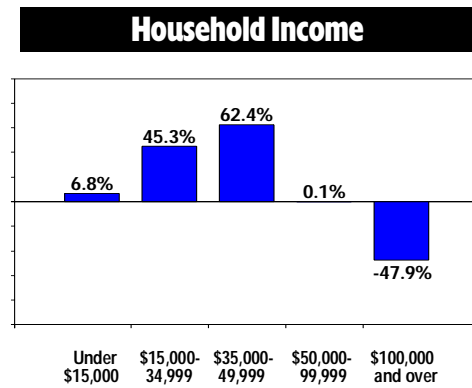
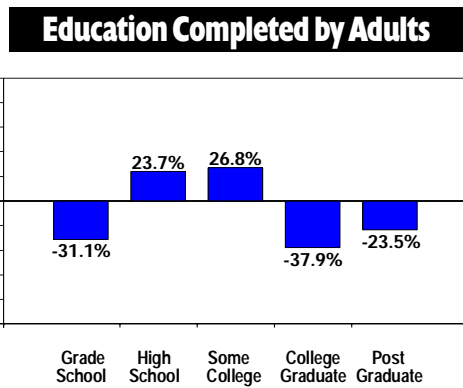
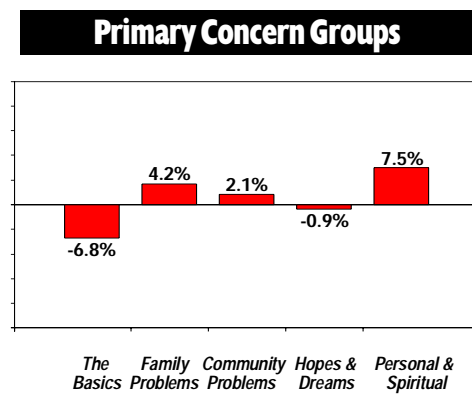
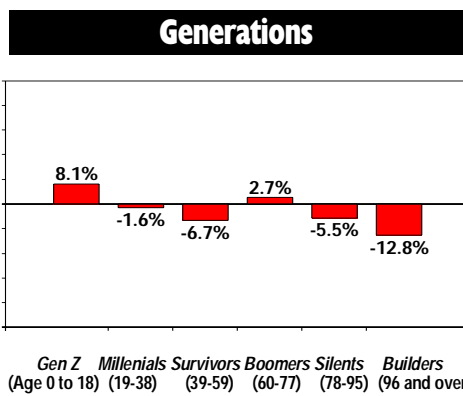
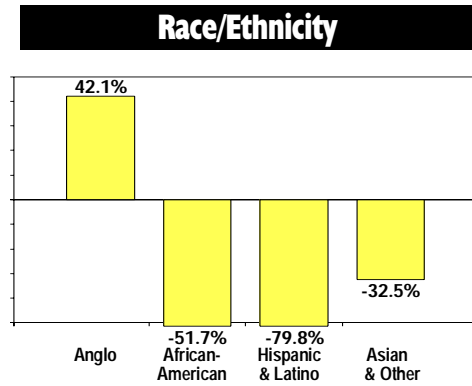
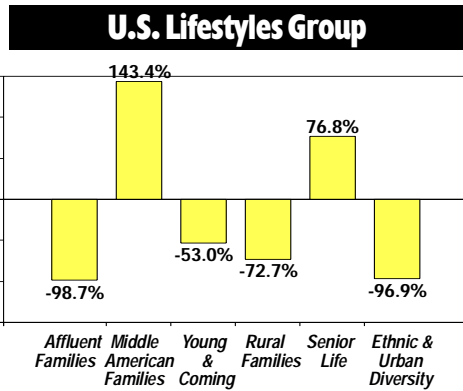


The average household income in the study area is \$61326 a year as compared to the U.S. average of \$96765. The average age in the study area is 39.1 and is projected to increase to 39.5 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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POPULATION				
	2000 Census	2010 Census	2021 Update	2026 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	10,553	11,728	12,522	12,870
Population Change		1,175	794	348
Percentage Change		11.1%	6.8%	2.8%
↓ Average Annual Growth Rate		1.1%	0.6%	0.6%
▲ Density (Pop. per square mile)	373	415	443	455
HOUSEHOLDS				
▲ Households	4,276	5,043	5,392	5,544
Household Change		767	349	152
Percentage Change		17.9%	6.9%	2.8%
↓ Average Annual Growth Rate		1.8%	0.6%	0.6%
↓ Persons Per Household	2.47	2.32	2.32	2.32

POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	10,456	89.2%	10,491	83.8%	10,473	81.4%
▲ African-American (Non-Hisp)	567	4.8%	750	6.0%	824	6.4%
▲ Hispanic/Latino	337	2.9%	487	3.9%	559	4.3%
▲ Asian/Other (Non-Hisp)	368	3.1%	793	6.3%	1,014	7.9%

POPULATION BY GENDER						
	2010 Census	2021 Update	2026 Projection			
↓ Female	6,117	52.2%	6,465	51.6%	6,627	51.5%
▲ Male	5,611	47.8%	6,057	48.4%	6,243	48.5%

POPULATION BY GENERATION						
	2010 Census	2021 Update	2026 Projection			
▲ Generation Z (Born 2002 and later)	1,427	12.2%	3,284	26.2%	4,261	33.1%
↓ Millennials (Born 1982 to 2001)	3,202	27.3%	3,367	26.9%	3,282	25.5%
↓ Survivors (Born 1961 to 1981)	3,108	26.5%	3,063	24.5%	3,015	23.4%
↓ Boomers (Born 1943 to 1960)	2,550	21.7%	2,278	18.2%	2,012	15.6%
↓ Silents (Born 1925 to 1942)	1,189	10.1%	519	4.1%	302	2.3%
↓ Builders (Born 1924 and earlier)	190	1.6%	11	0.1%	0	0.0%

AGE			
	2010 Census	2021 Update	2026 Projection
▲ Average Age	38.2	39.1	39.5
▲ Median Age	38.0	38.6	39.2

INCOME			
	2010 Census	2021 Update	2026 Projection
▲ Average Household Income	\$47,710	\$61,326	\$65,145
▲ Median Household Income	\$44,622	\$49,797	\$51,872
▲ Per Capita Income	\$20,515	\$26,407	\$28,062

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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	116	2.3%	262	4.9%	344	6.2%
▲ \$100,000 to \$149,999	415	8.2%	658	12.2%	719	13.0%
↓ \$75,000 to \$99,999	594	11.8%	628	11.6%	643	11.6%
\$50,000 to \$74,999	1,229	24.4%	938	17.4%	980	17.7%
\$35,000 to \$49,999	782	15.5%	1,047	19.4%	1,076	19.4%
\$25,000 to \$34,999	623	12.4%	679	12.6%	654	11.8%
↓ \$15,000 to \$24,999	590	11.7%	622	11.5%	576	10.4%
↓ Under \$15,000	694	13.8%	557	10.3%	552	10.0%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	849	7.2%	861	6.9%	877	6.8%
▲ Required Formal Schooling (5-17)	1,909	16.3%	2,220	17.7%	2,305	17.9%
College Years, Career Starts (18-24)	1,107	9.4%	938	7.5%	1,079	8.4%
↓ Singles and Young Families (25-34)	1,711	14.6%	1,717	13.7%	1,451	11.3%
Families, Empty Nesters (35-54)	3,030	25.8%	3,119	24.9%	3,342	26.0%
Enrichment Years Singles/Couples (55-64)	1,402	12.0%	1,509	12.1%	1,339	10.4%
▲ Retirement Opportunities (65+)	1,657	14.1%	2,158	17.2%	2,479	19.3%

POPULATION BY AGE (DETAIL)

↓ Under 5 years	849	7.2%	861	6.9%	877	6.8%
5 to 9 years	722	6.2%	865	6.9%	875	6.8%
10 to 14 years	729	6.2%	887	7.1%	872	6.8%
15 to 17 years	458	3.9%	468	3.7%	558	4.3%
18 to 20 years	425	3.6%	406	3.2%	484	3.8%
↓ 21 to 24 years	682	5.8%	532	4.2%	595	4.6%
↓ 25 to 29 years	954	8.1%	843	6.7%	714	5.5%
30 to 34 years	757	6.5%	874	7.0%	737	5.7%
35 to 39 years	719	6.1%	915	7.3%	832	6.5%
▲ 40 to 44 years	677	5.8%	807	6.4%	999	7.8%
45 to 49 years	764	6.5%	683	5.5%	831	6.5%
↓ 50 to 54 years	870	7.4%	714	5.7%	680	5.3%
↓ 55 to 59 years	787	6.7%	697	5.6%	652	5.1%
60 to 64 years	615	5.2%	812	6.5%	687	5.3%
▲ 65 to 69 years	463	3.9%	716	5.7%	823	6.4%
▲ 70 to 74 years	409	3.5%	598	4.8%	768	6.0%
▲ 75 to 84 years	574	4.9%	629	5.0%	651	5.1%
85 or more years	211	1.8%	215	1.7%	237	1.8%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2021)	9,909			
Single (Never Married)	3,363	33.9%	33.7%	101
Married	4,281	43.2%	49.6%	87
▲ Divorced/Widowed	2,265	22.9%	16.6%	137
Marital Status Females 15 and Older (2021)	5,186			
Single (Never Married)	1,491	28.8%	30.7%	94
Married	2,131	41.1%	48.5%	85
▲ Divorced/Widowed	1,564	30.2%	20.9%	144
Marital Status Males 15 and Older (2021)	4,723			
Single (Never Married)	1,872	39.6%	36.9%	107
Married	2,150	45.5%	50.9%	89
▲ Divorced/Widowed	701	14.8%	12.2%	122
FAMILY STRUCTURE				
Households By Type (2021)	5,392			
Married Couple	2,412	44.7%	48.7%	92
Other Family - Male Head of Household	238	4.4%	4.9%	90
Other Family - Female Head of Household	718	13.3%	12.9%	103
Non Family - Male Head of Household	877	16.3%	15.8%	103
▲ Non Family - Female Head of Household	1,146	21.3%	17.7%	120
Households With Children 0 to 18 (2021)	1,632			
Married Couple Family	971	59.5%	65.5%	91
Other Family - Male Head of Household	148	9.1%	8.4%	108
Other Family - Female Head of Household	487	29.8%	25.1%	119
▲ Non Family	26	1.6%	1.0%	165
Population By Household Type (2021)	12,522			
↓ Group Quarters	8	0.1%	2.5%	3

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GROUP QUARTERS				
Population In Group Quarters By Type (2021)	8			
↓ 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	12.5%	18.7%	67
▲ Other	7	87.5%	15.3%	572
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	12,522			
▲ White (Non-Hispanic)	10,491	83.8%	59.0%	142
↓ African-American (Non-Hisp)	750	6.0%	12.4%	48
↓ Hispanic/Latino	487	3.9%	19.2%	20
↓ Native American (Non-Hisp)	16	0.1%	0.7%	17
↓ Asian (Non-Hisp)	435	3.5%	5.9%	59
Hawaiian & Pacific Islander (Non-Hisp)	26	0.2%	0.2%	117
Other Races & Multiple Races (Non-Hisp)	316	2.5%	2.6%	97
Asian Population By Race (2021)	448			
↓ Chinese	42	9.4%	22.8%	41
▲ Japanese	32	7.1%	4.2%	169
▲ Indian	127	28.3%	22.4%	126
↓ Korean	4	0.9%	8.1%	11
↓ Vietnamese	3	0.7%	10.2%	7
▲ Other Asian Races	240	53.6%	32.1%	167
Hispanic/Latino Population By Race (2021)	487			
↓ White	188	38.6%	53.1%	73
↓ African-American	6	1.2%	2.5%	49
Native American	6	1.2%	1.4%	90
▲ Asian	13	2.7%	0.4%	644
▲ Other Races & Multiple Races	274	56.3%	42.6%	132
Hispanic/Latino Population By Origin (2021)	487			
Mexican	332	68.2%	61.8%	110
↓ Puerto Rican	15	3.1%	9.8%	31
↓ Cuban	8	1.6%	3.6%	45
Other Hispanic Origin	133	27.3%	24.7%	111

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	3,062			
▲ Pre-Primary (Public)	179	5.8%	3.4%	170
↓ Pre-Primary (Private)	44	1.4%	2.6%	55
Elementary/High School (Public)	1,900	62.1%	58.9%	105
Elementary/High School (Private)	228	7.4%	6.6%	112
Enrolled in College	711	23.2%	28.4%	82
Population By Education Completed (Age 25 and over) (2021)	8,504			
↓ Elementary (Less than 9 years)	235	2.8%	5.1%	55
↓ Some High School (9 to 11 years)	461	5.4%	6.8%	79
▲ High School Graduate (12 years)	2,834	33.3%	26.9%	124
▲ Some College (13 to 15 years)	2,239	26.3%	20.4%	129
▲ Associate Degree	878	10.3%	8.5%	121
↓ Bachelor's Degree	1,048	12.3%	19.8%	62
↓ Graduate Degree	809	9.5%	12.4%	77
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	6,231			
TOTAL WHITE COLLAR	3,405	54.6%	61.5%	89
Executive and Managerial	523	8.4%	10.1%	83
↓ Professional Specialty	756	12.1%	17.0%	71
↓ Technical Support	431	6.9%	9.4%	73
Sales	654	10.5%	10.3%	102
Administrative Support & Clerical	1,041	16.7%	14.7%	113
TOTAL BLUE COLLAR	2,826	45.4%	38.5%	118
↓ Service: Private Households	100	1.6%	2.8%	57
Service: Protective	132	2.1%	2.1%	100
▲ Service: Other	596	9.6%	7.5%	128
↓ Farming, Forestry & Fishing	11	0.2%	0.7%	26
Precision Production and Craft	728	11.7%	10.9%	108
↓ Operators and Assemblers	118	1.9%	3.1%	62
▲ Transportation and Material Moving	768	12.3%	7.6%	163
▲ Laborers	373	6.0%	3.9%	154

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	9,757			
Employed	6,179	63.3%	60.0%	105
↓ Unemployed	203	2.1%	3.2%	65
Not in Labor Force	3,375	34.6%	36.8%	94
Total Female Pop. By Work Status (Age 20 to 64) (2013)	3,083			
TOTAL WORKING	2,078	67.4%	66.8%	101
With No Own Children	1,323	42.9%	42.2%	102
▲ With Own Children Age 0 to 5 only	245	7.9%	5.5%	145
With Own Children Age 6 to 17 only	380	12.3%	14.8%	83
With Own Children Both Age 0 to 5 and 6 to 17	130	4.2%	4.3%	98
TOTAL NOT WORKING (UNEMPLOYED)	154	5.0%	6.2%	80
↓ With No Own Children	54	1.8%	3.8%	47
With Own Children Age 0 to 5 only	18	0.6%	0.7%	89
▲ With Own Children Age 6 to 17 only	50	1.6%	1.3%	129
▲ With Own Children Both Age 0 to 5 and 6 to 17	32	1.0%	0.5%	190
TOTAL NOT IN THE LABOR FORCE	850	27.6%	27.0%	102
With No Own Children	582	18.9%	17.1%	110
↓ With Own Children Age 0 to 5 only	53	1.7%	2.6%	66
▲ With Own Children Age 6 to 17 only	181	5.9%	4.6%	126
↓ With Own Children Both Age 0 to 5 and 6 to 17	34	1.1%	2.6%	42
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2021)	5,392			
Above Poverty Line (Households with Children)	2,845	56.4%	62.0%	91
Above Poverty Line (Households without Children)	1,211	24.0%	26.8%	89
▲ Below Poverty Line (Households with Children)	526	10.4%	6.5%	161
▲ Below Poverty Line (Households without Children)	465	9.2%	4.7%	195
Households By Presence of Retirement Income (2013)	5,043			
With Retirement Income	1,055	20.9%	17.6%	119
Without Retirement Income	3,505	69.5%	81.5%	85

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Prepared For:
Rome Area Potential DMBA
ky 81 4011
owensboro, ky 42301

Study Area Definition:
3.0 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
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HOUSING				
Occupied Units By Type (2021)	5,392			
Owner Occupied	3,153	58.5%	65.2%	90
Renter Occupied	2,239	41.5%	34.8%	119
↓ Median Rent (2013)	\$708		\$904	78
Structures By Number of Units (2021)	5,624			
Single Unit	4,063	72.2%	67.4%	107
▲ 3 to 4 Units	916	16.3%	7.9%	206
5 to 19 Units	498	8.9%	9.2%	96
↓ 20 to 49 Units	35	0.6%	3.6%	17
↓ 50 or more Units	72	1.3%	5.5%	23
↓ Mobile Home	38	0.7%	6.2%	11
↓ Other	1	0.0%	0.1%	20
Single To Multiple Unit Ratio	2.67		2.57	104
Owner-Occupied Property Values (2021)	3,153			
↓ Under \$40,000	55	1.7%	4.8%	36
↓ \$40,000 to \$59,999	18	0.6%	2.6%	22
\$60,000 to \$79,999	115	3.6%	3.6%	102
▲ \$80,000 to \$99,999	315	10.0%	4.6%	216
▲ \$100,000 to 149,999	1,084	34.4%	11.4%	302
▲ \$150,000 to \$199,999	930	29.5%	12.6%	234
↓ \$200,000 to \$299,999	353	11.2%	19.1%	59
↓ \$300,000 to \$499,999	209	6.6%	22.0%	30
↓ \$500,000 to \$999,999	63	2.0%	14.5%	14
↓ \$1,000,000 and over	10	0.3%	5.0%	6
↓ Median Property Value	\$152,892		\$254,824	60

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HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	5,624			
↓ 2010 and later	398	7.1%	9.7%	73
2000 to 2009	799	14.2%	13.9%	102
1990 to 1999	649	11.5%	13.3%	87
1980 to 1989	704	12.5%	12.7%	98
▲ 1970 to 1979	1,607	28.6%	14.3%	199
▲ 1960 to 1969	934	16.6%	10.0%	167
↓ 1950 to 1959	399	7.1%	9.7%	74
↓ 1949 or earlier	135	2.4%	16.4%	15
Households By Number of Persons (2021)	5,392			
1 Person Household	1,750	32.5%	27.3%	119
2 Person Household	1,795	33.3%	32.4%	103
3 Person Household	815	15.1%	16.3%	93
4 Person Household	616	11.4%	13.0%	88
5 Person Household	284	5.3%	6.4%	82
↓ 6 Person Household	93	1.7%	2.8%	63
↓ 7 or more Person Household	39	0.7%	1.9%	38
Average Persons Per Household	2.3		2.6	90
Households By Heating Type (2013)	4,559			
▲ Utility and Other Gas	3,201	70.2%	54.0%	130
↓ Electric	1,271	27.9%	36.1%	77
↓ Oil	32	0.7%	6.1%	11
↓ Coal and Wood	37	0.8%	2.2%	36
↓ Solar/Other Fuel	3	0.1%	0.5%	13
↓ No Fuel Used	16	0.4%	0.9%	37

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TRANSPORTATION				
Households By Number of Vehicles (2021)	5,392			
↓ No Vehicles	302	5.6%	8.4%	67
1 Vehicle	2,056	38.1%	32.4%	118
2 Vehicle	2,087	38.7%	37.3%	104
3 or more Vehicles	947	17.6%	21.9%	80
Workers By Travel Time to Work (2021)	6,049			
▲ Less than 15 minutes	3,216	53.2%	25.3%	210
15 to 29 minutes	2,035	33.6%	36.0%	93
↓ 30 to 44 minutes	260	4.3%	20.9%	21
↓ 45 to 59 minutes	183	3.0%	8.4%	36
↓ 60 or more minutes	356	5.9%	9.3%	63
↓ Average Travel Time to Work (minutes)	19.4		29.4	66
Workers By Type of Transportation to Work (2021)	6,131			
Drive Alone	5,374	87.7%	76.8%	114
↓ Car Pool	367	6.0%	9.0%	66
↓ Public Transportation	44	0.7%	4.9%	15
Walk to Work	176	2.9%	2.6%	109
Other Means	79	1.3%	1.3%	99
↓ Work at Home	91	1.5%	5.3%	28

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	4,124	76.5%	31.4%	243
5	Senior Life (7, 20, 21, 22, 30 and 31)	658	12.2%	6.9%	177
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	371	6.9%	14.7%	47
4	Rural Families (27, 26, 29, 33, 35 and 38)	192	3.6%	13.1%	27
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	31	0.6%	18.4%	3
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	11	0.2%	15.1%	1

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.		
18	Working Urban Families	1,030	19.1%	4.0%	481
11	Young Suburban Families	936	17.4%	3.0%	585
10	Suburban Mid-Life Families	644	11.9%	5.5%	215
23	Established Empty-Nesters	583	10.8%	3.4%	319
16	Established Country Families	410	7.6%	6.4%	119
39	New Beginning Urbanites	358	6.6%	2.8%	240
17	Large Young Families	310	5.7%	2.2%	267
22	Mature and Established	289	5.4%	1.8%	299
20	Cautious and Mature	260	4.8%	2.6%	183
25	Working Country Consumers	164	3.0%	4.1%	74
38	Rural Working Families	144	2.7%	8.8%	30
7	Prosperous and Mature	72	1.3%	0.5%	248
28	Building Country Families	35	0.6%	2.8%	23
30	Urban Senior Life	26	0.5%	0.8%	58
35	Laboring Country Families	25	0.5%	2.7%	17
29	Working Country Families	18	0.3%	1.0%	35
45	Struggling Urban Diversity	16	0.3%	2.5%	12
48	Struggling Urban Life	14	0.3%	0.8%	32
19	Educated and Promising	13	0.2%	0.1%	307
9	Educated Working Families	12	0.2%	0.1%	265

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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.		
4	Educated Mid-Life Families	9	0.2%	3.4%	5
31	Mature Country Families	9	0.2%	0.5%	31
26	Working Suburban Families	4	0.1%	0.1%	62
14	Secure Mid-Life Families	2	0.0%	0.7%	6
21	Mature and Stable	2	0.0%	0.6%	7
49	Exception Households	2	0.0%	0.2%	15
24	Metro Multi-Ethnic Diversity	1	0.0%	2.7%	1
33	Laboring Rural Families	1	0.0%	0.1%	14
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
5	Prosperous Diversity	0	0.0%	3.1%	0
12	Educated New Starters	0	0.0%	2.9%	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
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
27	Country Family Diversity	0	0.0%	0.3%	0
50	Unclassified Households	0	0.0%	0.2%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
	TOTALS	5,389	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2021 Households Likely to Be:

▲ Strongly Involved with Their Faith	42.1%	35.4%	119
Somewhat Involved with Their Faith	29.0%	29.9%	97
↓ Not Involved with Their Faith	27.1%	34.7%	78

Estimated 2021 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	24.9%	22.1%	113
Decreased Their Involvement with Their Faith in the Last 10 Years	22.8%	23.7%	96

RELIGIOUS PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer:

▲ Adventist	0.9%	0.5%	182
▲ Baptist	39.2%	16.1%	244
↓ Catholic	12.4%	23.7%	52
↓ Congregational	1.6%	2.0%	81
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.3%	2.9%	79
▲ Holiness	1.8%	0.8%	225
↓ Jehovah's Witnesses	0.9%	1.1%	83
↓ Judaism	0.6%	3.2%	18
↓ Lutheran	1.5%	7.2%	20
▲ Methodist	11.7%	10.1%	116
↓ Mormon	0.6%	1.8%	32
↓ New Age	0.1%	0.6%	19
Non-Denominational / Independent	7.4%	6.9%	107
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	2.8%	2.4%	115
Presbyterian / Reformed	4.6%	4.6%	102
↓ Unitarian / Universalist	0.2%	0.7%	31
Interested but No Preference	4.1%	3.9%	106
↓ Not Interested and No Preference	5.6%	11.1%	51
Likely to Have Changed Their Preference in the Last 10 Years	16.0%	16.8%	95

LEADERSHIP PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer A Leader Who:

Tells them what to do	3.6%	4.0%	90
Lets them do what they want and is supportive	11.7%	11.7%	100
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	80.2%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.5%	43.5%	93
Finding/Providing Health Insurance	30.9%	29.0%	107
Day-to-Day Financial Worries	29.5%	31.6%	93
↓ Finding Employment Opportunities	12.0%	14.4%	83
↓ Finding Affordable Housing	7.7%	11.3%	68
Providing Adequate Food	7.9%	8.6%	92
Finding Child Care	6.4%	6.3%	102
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	17.2%	16.7%	103
Dealing With Teen / Child Problems	22.0%	20.7%	106
Finding/Providing Aging Parent Care	15.8%	15.5%	102
Dealing With Abusive Relationships	10.8%	11.4%	96
▲ Dealing With Divorce	5.8%	4.5%	131
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	27.5%	27.0%	102
Finding/Providing Good Schools	24.6%	23.5%	105
▲ Dealing with Problems in Schools	16.7%	13.6%	123
↓ Dealing With Racial / Ethnic Prejudice	11.6%	13.1%	89
▲ Dealing With Neighborhood Gangs	10.0%	8.5%	117
↓ Dealing with Social Injustice	8.6%	11.3%	76
HOPES AND DREAMS:			
Achieving Long-term Financial Security	47.9%	50.6%	95
↓ Finding Time for Recreation / Leisure	22.3%	25.3%	88
Finding Better Quality Healthcare	25.3%	23.9%	106
Finding A Satisfying Job / Career	19.3%	19.3%	100
Finding Retirement Opportunities	18.9%	18.9%	100
▲ Achieving A Fulfilling Marriage	25.7%	22.3%	115
Developing Parenting Skills	15.3%	14.7%	104
↓ Achieving Educational Objectives	6.3%	7.5%	85
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.8%	29.8%	93
↓ Finding Companionship	15.4%	17.3%	89
▲ Finding A Good Church	21.5%	15.2%	141
▲ Finding Spiritual Teaching	17.0%	12.9%	132
Finding Life Direction	14.2%	14.0%	101

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KEY VALUES INDICATOR

Estimated 2021 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	85.8%	84.5%	102
“God is actively involved in the world including nations and their governments”	65.1%	63.8%	102

SOCIETY:

“It is important to preserve the traditional American family structure”	93.1%	91.5%	102
“A healthy environment has become a national crisis”	82.0%	82.8%	99
“Public education is essential to the future of American society”	94.0%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	49.8%	50.1%	99
“The role of Churches / Synagogues is to help form and support moral values”	81.3%	81.1%	100
“Churches and religious organizations should provide more human services”	61.1%	62.6%	98

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	33.9%	36.3%	93
“The changing racial / ethnic face of America is a threat to our national heritage”	37.8%	36.3%	104

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2021 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.8%	59.8%	100
More than \$500 per year	31.6%	31.2%	101
More than \$1,000 per year	17.5%	17.4%	101

TO CHARITIES:

More than \$100 per year	32.8%	33.7%	97
↓ More than \$500 per year	4.8%	6.8%	71
↓ More than \$1,000 per year	1.3%	2.3%	57

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	12.8%	16.1%	80
↓ More than \$500 per year	3.1%	4.3%	72
↓ More than \$1,000 per year	1.5%	2.2%	68

Ministry Area Profile 2021
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REPORT

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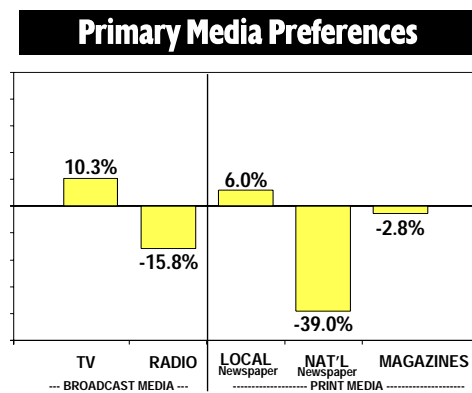
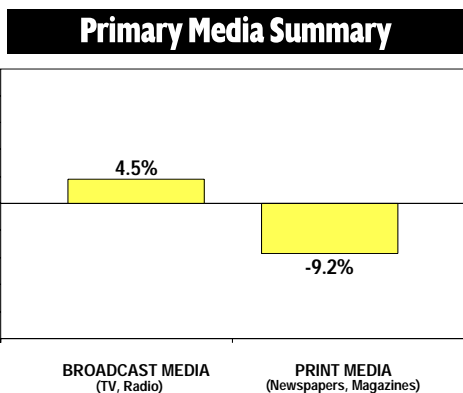
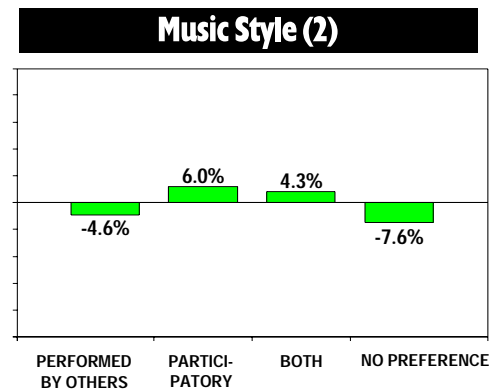
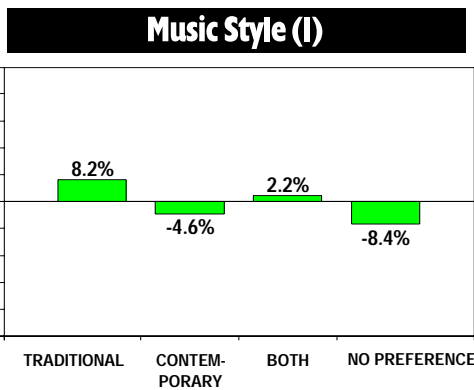
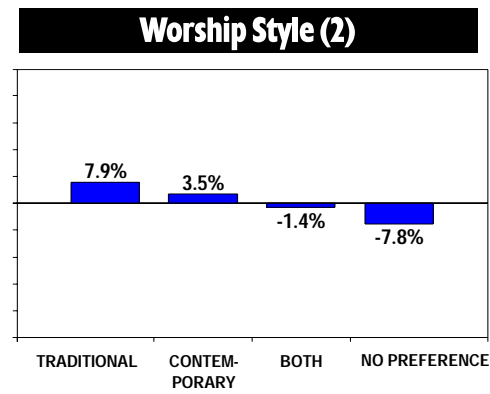
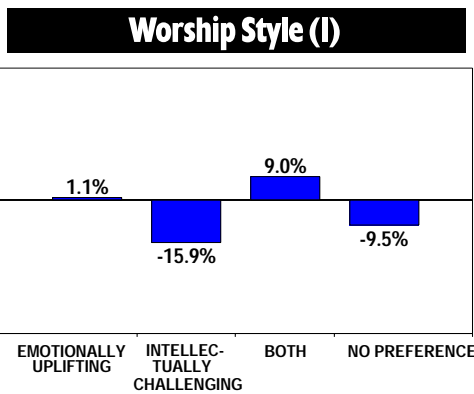
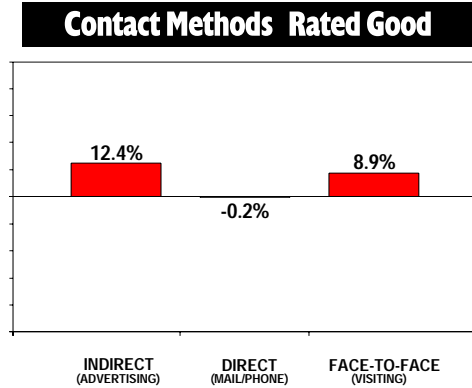
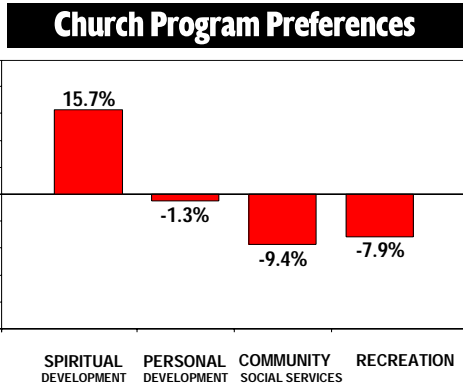
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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:

▲ Bible Study Discussion and Prayer Groups	52.8%	41.1%	128
Adult Theological Discussion Groups	23.5%	22.5%	104
Spiritual Retreats	10.8%	11.6%	93

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	15.5%	15.2%	102
Parent Training Programs	8.2%	7.8%	104
↓ Twelve Step Programs	2.3%	3.5%	66
Divorce Recovery	2.5%	2.4%	104

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	21.7%	22.5%	96
↓ Care for the Terminally Ill	13.7%	15.7%	87
↓ Food and Clothing Resources	9.4%	11.1%	85
↓ Day Care Services	5.1%	6.1%	84
Church Sponsored Day-School	5.4%	5.7%	95

RECREATION:

Youth Social Programs	30.5%	29.7%	103
Family Activities and Outings	32.3%	32.8%	98
↓ Active Retirement Programs	23.6%	26.8%	88
↓ Cultural Programs (Music, Drama, Art)	13.6%	18.9%	72
↓ Sports or Camping	5.5%	6.3%	87

SUMMARY

▲ Spiritual Development Index	116
Personal Development Index	99
Community/Social Services Index	91
Recreation Index	92



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WORSHIP STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.6%	26.4%	101
↓ B. Intellectually Challenging	9.3%	11.1%	84
C. Both A and B	42.7%	39.2%	109
D. No Preference or Not Interested	21.2%	23.4%	91

PART 2:

A. Traditional/Formal/Ceremonial	21.8%	20.2%	108
B. Contemporary/Informal	27.2%	26.3%	103
C. Both A and B	26.2%	26.5%	99
D. No Preference or Not Interested	24.8%	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	18.8%	19.7%	95
C. Both A and B	31.8%	31.1%	102
D. No Preference or Not Interested	22.7%	24.8%	92

PART 2:

A. Performed by Others	17.8%	18.7%	95
B. Participatory	24.3%	22.9%	106
C. Both A and B	33.6%	32.2%	104
D. No Preference or Not Interested	24.2%	26.2%	92



Ministry Area Profile 2021

Compass

REPORT

Style

Coordinates: 37:43.13 87:10.85
Date: 7/30/2021

Prepared For:
Rome Area Potential DMBA
ky 81 4011
owensboro, ky 42301

Study Area Definition:
3.0 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	19.7%	22.0%	90
B. Personal Spiritual Development	15.1%	14.3%	106
C. Both A and B	40.5%	37.4%	108
D. No Preference or Not Interested	24.5%	26.3%	93

PART 2:

A. Global Mission	6.2%	6.2%	100
B. Local Mission	33.6%	33.3%	101
C. Both A and B	32.8%	30.1%	109
D. No Preference or Not Interested	27.4%	30.4%	90

CHURCH ARCHITECTURE INDICATOR

Estimated 2021 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	29.0%	26.6%	109
↓ B. Contemporary	13.2%	15.9%	83
C. Both A and B	34.9%	32.3%	108
D. No Preference or Not Interested	22.5%	25.1%	90

PART 2:

A. Somber/Serious	10.4%	9.4%	110
B. Light and Airy	31.6%	34.7%	91
▲ C. Both A and B	32.3%	27.7%	116
D. No Preference or Not Interested	25.3%	28.2%	90



Ministry Area Profile 2021 Compass REPORT

Communication

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owensboro, ky 42301

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	52.1%	47.3%	110
↓ Radio	11.2%	13.3%	84

PRINT MEDIA:

Local Newspaper	34.5%	36.1%	96
↓ National Newspaper	2.6%	4.3%	61
↓ Magazines	1.8%	2.4%	74

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	32.1%	31.9%	100
Radio	24.5%	23.8%	103

PRINT MEDIA:

Local Newspaper	34.6%	32.7%	106
↓ National Newspaper	4.3%	5.8%	75
Magazines	6.8%	7.0%	97

SUMMARY

Overall Broadcast Media Index (100 = Average)	103
Overall Print Media Index	96



Ministry Area Profile 2021 Compass REPORT

Communication

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CHURCH CONTACT METHODS RATED GOOD

Estimated 2021 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	39.8%	36.2%	110
Putting Ad in Local Newspaper	37.2%	33.8%	110
▲ Local Cable Channels	35.9%	30.4%	118

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	53.6%	53.7%	100
Calling and Offering to Send Information By Mail	29.7%	29.5%	101
Calling and Discussing on the Phone	11.7%	12.0%	97

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	22.4%	20.1%	111
Going Door to Door	14.7%	14.0%	105

CHURCH CONTACT METHODS RATED POOR

Estimated 2021 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

↓ Local Radio Announcements or Advertisements	14.7%	19.6%	75
↓ Putting Ad in Local Newspaper	17.2%	21.5%	80
↓ Local Cable Channels	22.6%	30.7%	74

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.1%	13.3%	83
Calling and Offering to Send Information By Mail	31.8%	34.0%	93
Calling and Discussing on the Phone	60.5%	60.6%	100

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	46.7%	49.6%	94
Going Door to Door	59.0%	64.0%	92

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	112
Direct Methods Index	100
Face-to-Face Methods Index	109

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	76
Direct Methods Index	96
Face-to-Face Methods Index	93