

# ministry area profile **2021**

Seven Hills 2.5 mile Radius Potential  
2518 Highpointe Cove  
owensboro, ky 42303

**Study Area Definition:**  
2.5 Mile Radius



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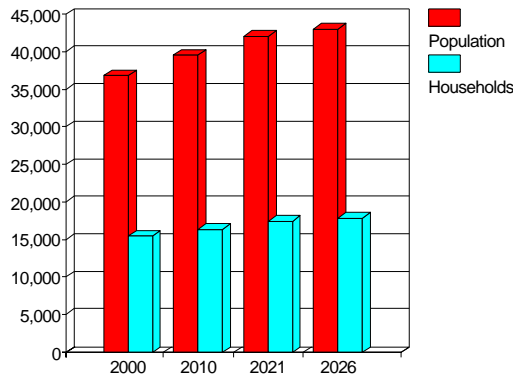
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 42,012 persons residing in the defined study area. This represents an increase of 5,214 or 14.2% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2021 and 2026, the population is projected to increase by 2.3% or 970 additional persons. During the same period, the U.S. population is projected to grow by 2.9%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**  
**A** The lifestyle diversity in the area is *extremely high* with a considerable 36 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Surviving Urban Diversity* representing 21.3% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**  
**A** Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 84.0% of the population and all other racial/ethnic groups make up just 16.0% which is well below the national average of 41%. The largest of these groups, *African-Americans*, accounts for 5.8% of the total population. *Asians* are projected to be the fastest growing group increasing by 32.7% 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 *Generation Z* (age 0 to 19) comprised of 11,032 persons or 26.3% of the total population in the area. *Builders* (age 97 and up) make up 0.2% of the population which compared to a national average of 0.1% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**  
**A** The area can be described as *somewhat non-traditional* due to the below average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**  
**A** Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 91.6% 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 26.2% 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, Finding Spiritual Teaching, Neighborhood Gangs, Divorce, Problems in Schools* and *Alcohol/Drug Abuse*. (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 \$67,453 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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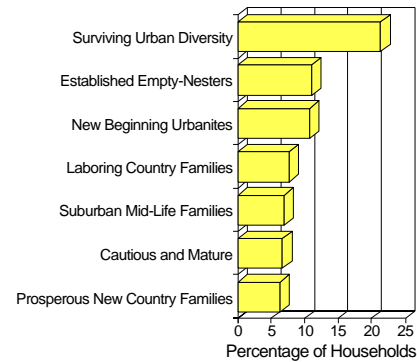
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**Population and Households**

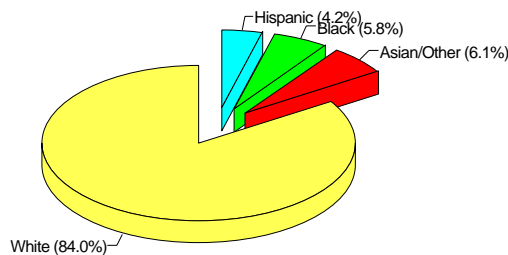


**Primary U.S. Lifestyles Segments-2021**

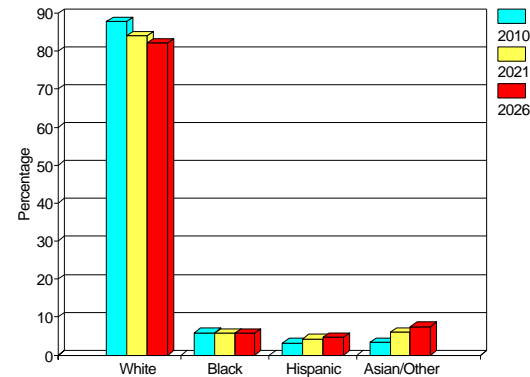


The population in the study area has increased by 2530 persons, or 6.4% since 2010 and is projected to increase by 970 persons, or 2.3% between 2021 and 2026. The number of households has increased by 1124, or 6.9% since 2010 and is projected to increase by 417, or 2.4% between 2021 and 2026.

**Population By Race/Ethnicity-2021**

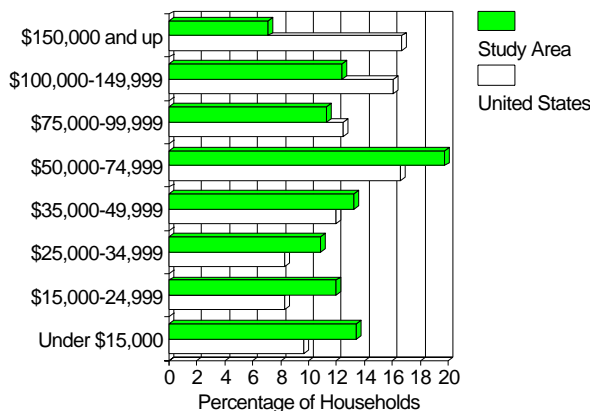


**Population By Race/Ethnicity Trend**

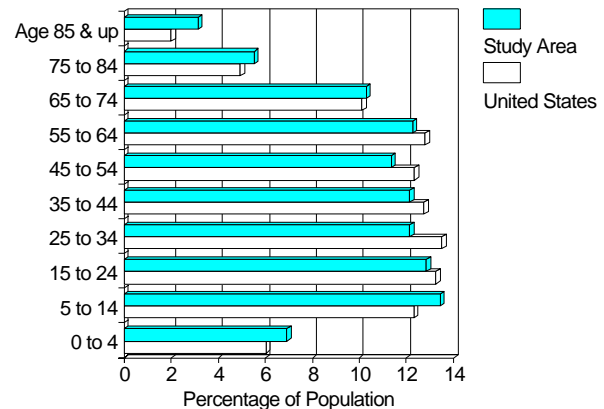


Between 2021 and 2026, the White population is projected to increase by 41 persons and to decrease from 84.0% to 82.2% of the total population. The Black population is projected to increase by 54 persons and to remain stable at 5.8% of the total. The Hispanic/Latino population is projected to increase by 275 persons and to increase from 4.2% to 4.7% of the total. The Asian/Other population is projected to increase by 600 persons and to increase from 6.1% to 7.3% of the total population.

**Households By Income-2021**



**Population by Age-2021**



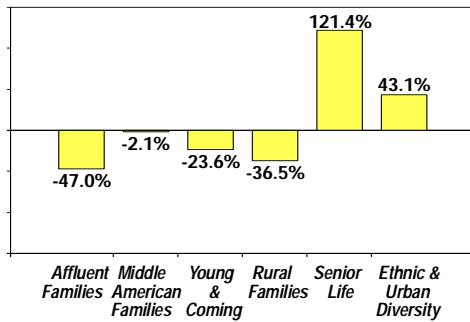
The average household income in the study area is \$67453 a year as compared to the U.S. average of \$96765. The average age in the study area is 40.0 and is projected to increase to 40.2 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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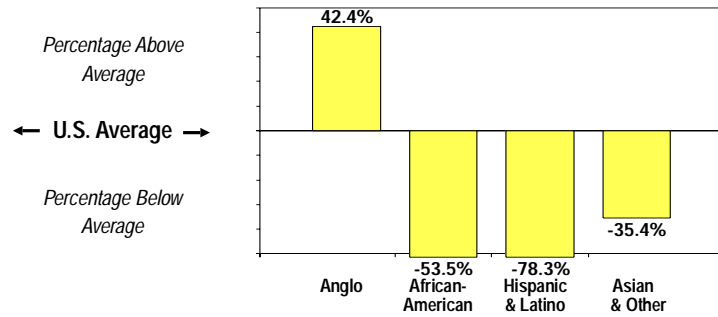
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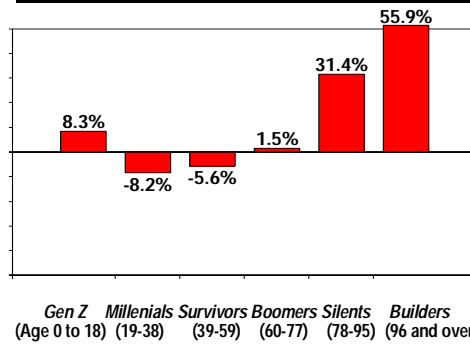
## U.S. Lifestyles Group



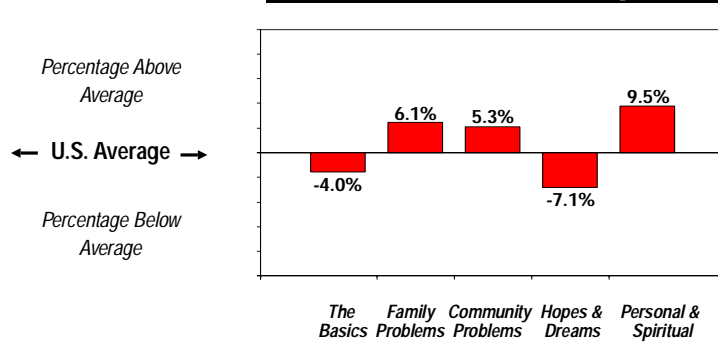
## Race/Ethnicity



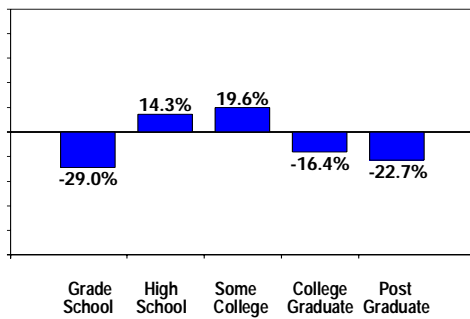
## Generations



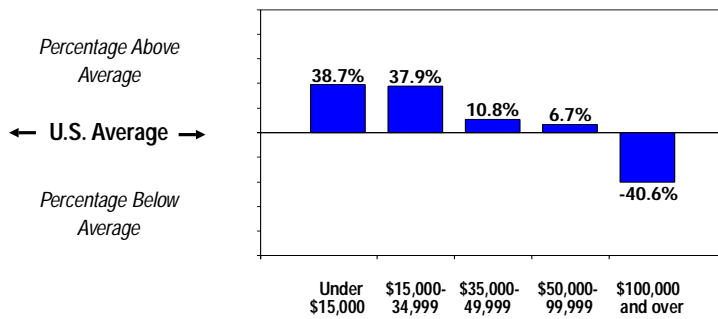
## Primary Concern Groups



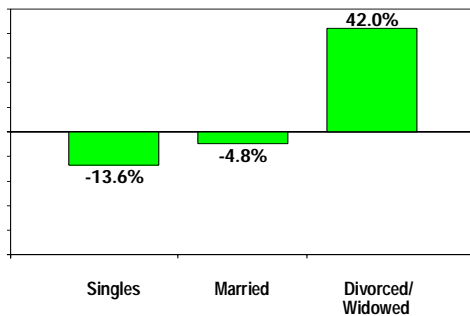
## Education Completed by Adults



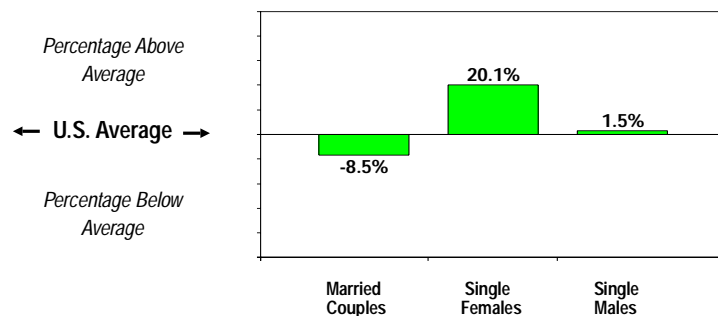
## Household Income



## Marital Status



## Households with Children



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POPULATION						
	2000 Census		2010 Census		2021 Update	2026 Projection
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
▲ <b>Population</b>	36,798		39,482		42,012	42,982
Population Change			2,684		2,530	970
Percentage Change			7.3%		6.4%	2.3%
↓ Average Annual Growth Rate			0.7%		0.6%	0.5%
▲ <b>Density (Pop. per square mile)</b>	1,874		2,011		2,140	2,189
HOUSEHOLDS						
▲ <b>Households</b>	15,453		16,282		17,406	17,823
Household Change			829		1,124	417
Percentage Change			5.4%		6.9%	2.4%
Average Annual Growth Rate			0.5%		0.6%	0.5%
Persons Per Household	2.24		2.28		2.27	2.27
POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	34,670	87.8%	35,293	84.0%	35,334	82.2%
↓ African-American (Non-Hisp)	2,311	5.9%	2,423	5.8%	2,477	5.8%
▲ <b>Hispanic/Latino</b>	<b>1,201</b>	<b>3.0%</b>	<b>1,750</b>	<b>4.2%</b>	<b>2,025</b>	<b>4.7%</b>
▲ <b>Asian/Other (Non-Hisp)</b>	<b>1,301</b>	<b>3.3%</b>	<b>2,546</b>	<b>6.1%</b>	<b>3,146</b>	<b>7.3%</b>
POPULATION BY GENDER						
↓ Female	20,588	52.1%	21,651	51.5%	22,088	51.4%
▲ <b>Male</b>	<b>18,894</b>	<b>47.9%</b>	<b>20,361</b>	<b>48.5%</b>	<b>20,894</b>	<b>48.6%</b>
POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	<b>4,771</b>	<b>12.1%</b>	<b>11,034</b>	<b>26.3%</b>	<b>14,615</b>	<b>34.0%</b>
↓ Millennials (Born 1982 to 2001)	10,127	25.6%	10,530	25.1%	9,960	23.2%
↓ Survivors (Born 1961 to 1981)	10,644	27.0%	10,404	24.8%	10,088	23.5%
↓ Boomers (Born 1943 to 1960)	8,517	21.6%	7,557	18.0%	6,702	15.6%
↓ Silents (Born 1925 to 1942)	4,517	11.4%	2,421	5.8%	1,614	3.8%
↓ Builders (Born 1924 and earlier)	1,040	2.6%	66	0.2%	1	0.0%
AGE						
▲ <b>Average Age</b>			39.7		40.0	40.2
Median Age			39.0		39.4	39.0
INCOME						
▲ <b>Average Household Income</b>			\$50,177		\$67,453	\$71,663
▲ <b>Median Household Income</b>			\$40,030		\$52,129	\$55,403
▲ <b>Per Capita Income</b>			\$20,693		\$27,946	\$29,716

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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	563	3.5%	1,232	7.1%	1,526	8.6%
▲ \$100,000 to \$149,999	1,068	6.6%	2,156	12.4%	2,344	13.2%
▲ \$75,000 to \$99,999	1,429	8.8%	1,961	11.3%	2,109	11.8%
↓ \$50,000 to \$74,999	2,754	16.9%	3,431	19.7%	3,474	19.5%
↓ \$35,000 to \$49,999	2,787	17.1%	2,306	13.2%	2,235	12.5%
↓ \$25,000 to \$34,999	1,810	11.1%	1,894	10.9%	1,904	10.7%
↓ \$15,000 to \$24,999	2,572	15.8%	2,092	12.0%	2,001	11.2%
↓ Under \$15,000	3,297	20.3%	2,334	13.4%	2,230	12.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	2,753	7.0%	2,903	6.9%	2,944	6.8%
▲ Required Formal Schooling (5-17)	6,367	16.1%	7,269	17.3%	7,461	17.4%
College Years, Career Starts (18-24)	3,663	9.3%	3,762	9.0%	4,210	9.8%
↓ Singles and Young Families (25-34)	5,119	13.0%	5,094	12.1%	4,800	11.2%
↓ Families, Empty Nesters (35-54)	10,391	26.3%	9,864	23.5%	9,928	23.1%
Enrichment Years Singles/Couples (55-64)	4,759	12.1%	5,150	12.3%	4,795	11.2%
▲ Retirement Opportunities (65+)	6,562	16.6%	7,970	19.0%	8,842	20.6%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	2,753	7.0%	2,903	6.9%	2,944	6.8%
5 to 9 years	2,522	6.4%	2,800	6.7%	2,845	6.6%
10 to 14 years	2,443	6.2%	2,833	6.7%	2,817	6.6%
▲ 15 to 17 years	1,402	3.6%	1,636	3.9%	1,799	4.2%
▲ 18 to 20 years	1,604	4.1%	1,724	4.1%	1,906	4.4%
↓ 21 to 24 years	2,059	5.2%	2,038	4.9%	2,304	5.4%
↓ 25 to 29 years	2,643	6.7%	2,571	6.1%	2,373	5.5%
↓ 30 to 34 years	2,476	6.3%	2,523	6.0%	2,427	5.6%
35 to 39 years	2,381	6.0%	2,536	6.0%	2,499	5.8%
▲ 40 to 44 years	2,360	6.0%	2,559	6.1%	2,661	6.2%
45 to 49 years	2,898	7.3%	2,304	5.5%	2,524	5.9%
↓ 50 to 54 years	2,752	7.0%	2,465	5.9%	2,244	5.2%
↓ 55 to 59 years	2,475	6.3%	2,558	6.1%	2,245	5.2%
60 to 64 years	2,284	5.8%	2,592	6.2%	2,550	5.9%
▲ 65 to 69 years	1,676	4.2%	2,256	5.4%	2,624	6.1%
▲ 70 to 74 years	1,463	3.7%	2,060	4.9%	2,439	5.7%
75 to 84 years	2,268	5.7%	2,334	5.6%	2,404	5.6%
▲ 85 or more years	1,155	2.9%	1,320	3.1%	1,375	3.2%

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Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ 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				
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2021)</b>	33,476			
Single (Never Married)	9,750	29.1%	33.7%	86
Married	15,819	47.3%	49.6%	95
▲ Divorced/Widowed	<b>7,907</b>	<b>23.6%</b>	<b>16.6%</b>	<b>142</b>
<b>Marital Status Females 15 and Older (2021)</b>	17,542			
Single (Never Married)	4,784	27.3%	30.7%	89
Married	7,758	44.2%	48.5%	91
▲ Divorced/Widowed	<b>5,000</b>	<b>28.5%</b>	<b>20.9%</b>	<b>137</b>
<b>Marital Status Males 15 and Older (2021)</b>	15,934			
Single (Never Married)	4,966	31.2%	36.9%	84
Married	8,061	50.6%	50.9%	99
▲ Divorced/Widowed	<b>2,907</b>	<b>18.2%</b>	<b>12.2%</b>	<b>150</b>
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2021)</b>	17,406			
Married Couple	7,628	43.8%	48.7%	90
Other Family - Male Head of Household	756	4.3%	4.9%	88
Other Family - Female Head of Household	2,345	13.5%	12.9%	105
Non Family - Male Head of Household	2,873	16.5%	15.8%	104
▲ Non Family - Female Head of Household	<b>3,803</b>	<b>21.8%</b>	<b>17.7%</b>	<b>124</b>
<b>Households With Children 0 to 18 (2021)</b>	5,234			
Married Couple Family	3,137	59.9%	65.5%	91
Other Family - Male Head of Household	448	8.6%	8.4%	102
▲ Other Family - Female Head of Household	<b>1,578</b>	<b>30.1%</b>	<b>25.1%</b>	<b>120</b>
▲ Non Family	<b>72</b>	<b>1.4%</b>	<b>1.0%</b>	<b>142</b>
<b>Population By Household Type (2021)</b>	42,012			
▲ Group Quarters	<b>2,295</b>	<b>5.5%</b>	<b>2.5%</b>	<b>222</b>



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2021)</b>	2,295			
Correctional Facilities	775	33.8%	29.7%	114
↓ College Dorms	484	21.1%	31.9%	66
↓ Military	0	0.0%	4.3%	0
Nursing Homes	717	31.2%	18.7%	167
Other	319	13.9%	15.3%	91
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2021)</b>	42,012			
▲ White (Non-Hispanic)	<b>35,293</b>	<b>84.0%</b>	<b>59.0%</b>	<b>142</b>
↓ African-American (Non-Hisp)	2,423	5.8%	12.4%	46
↓ Hispanic/Latino	1,751	4.2%	19.2%	22
↓ Native American (Non-Hisp)	48	0.1%	0.7%	16
↓ Asian (Non-Hisp)	1,221	2.9%	5.9%	50
↓ Hawaiian & Pacific Islander (Non-Hisp)	53	0.1%	0.2%	71
Other Races & Multiple Races (Non-Hisp)	1,224	2.9%	2.6%	112
<b>Asian Population By Race (2021)</b>	1,227			
↓ Chinese	206	16.8%	22.8%	74
↓ Japanese	9	0.7%	4.2%	17
▲ Indian	<b>391</b>	<b>31.9%</b>	<b>22.4%</b>	<b>142</b>
▲ Korean	<b>134</b>	<b>10.9%</b>	<b>8.1%</b>	<b>134</b>
↓ Vietnamese	43	3.5%	10.2%	34
Other Asian Races	444	36.2%	32.1%	113
<b>Hispanic/Latino Population By Race (2021)</b>	1,751			
White	880	50.3%	53.1%	95
↓ African-American	28	1.6%	2.5%	64
↓ Native American	10	0.6%	1.4%	42
Asian	6	0.3%	0.4%	83
Other Races & Multiple Races	827	47.2%	42.6%	111
<b>Hispanic/Latino Population By Origin (2021)</b>	1,751			
Mexican	1,225	70.0%	61.8%	113
Puerto Rican	162	9.3%	9.8%	94
↓ Cuban	33	1.9%	3.6%	52
↓ Other Hispanic Origin	331	18.9%	24.7%	77

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	10,135			
▲ <b>Pre-Primary (Public)</b>	<b>645</b>	<b>6.4%</b>	<b>3.4%</b>	<b>185</b>
Pre-Primary (Private)	301	3.0%	2.6%	113
Elementary/High School (Public)	5,469	54.0%	58.9%	92
▲ <b>Elementary/High School (Private)</b>	<b>896</b>	<b>8.8%</b>	<b>6.6%</b>	<b>133</b>
Enrolled in College	2,824	27.9%	28.4%	98
<b>Population By Education Completed (Age 25 and over) (2021)</b>	28,078			
↓ Elementary (Less than 9 years)	706	2.5%	5.1%	50
Some High School (9 to 11 years)	1,662	5.9%	6.8%	87
High School Graduate (12 years)	8,650	30.8%	26.9%	114
▲ <b>Some College (13 to 15 years)</b>	<b>6,902</b>	<b>24.6%</b>	<b>20.4%</b>	<b>121</b>
Associate Degree	2,803	10.0%	8.5%	117
Bachelor's Degree	4,655	16.6%	19.8%	84
↓ Graduate Degree	2,699	9.6%	12.4%	77
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2021)</b>	18,121			
TOTAL WHITE COLLAR	10,716	59.1%	61.5%	96
Executive and Managerial	1,611	8.9%	10.1%	88
Professional Specialty	2,808	15.5%	17.0%	91
↓ Technical Support	1,320	7.3%	9.4%	77
Sales	2,036	11.2%	10.3%	110
Administrative Support & Clerical	2,941	16.2%	14.7%	110
TOTAL BLUE COLLAR	7,404	40.9%	38.5%	106
Service: Private Households	479	2.6%	2.8%	93
Service: Protective	367	2.0%	2.1%	95
▲ <b>Service: Other</b>	<b>1,940</b>	<b>10.7%</b>	<b>7.5%</b>	<b>143</b>
↓ Farming, Forestry & Fishing	58	0.3%	0.7%	46
▲ <b>Precision Production and Craft</b>	<b>2,465</b>	<b>13.6%</b>	<b>10.9%</b>	<b>125</b>
↓ Operators and Assemblers	340	1.9%	3.1%	62
↓ Transportation and Material Moving	1,077	5.9%	7.6%	78
Laborers	678	3.7%	3.9%	96

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Study Area Definition:  
2.5 Mile Radius

Description	Study Area		U.S. Average	U.S. Comparative Index
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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2021)</b>	32,936			
Employed	18,330	55.7%	60.0%	93
↓ Unemployed	774	2.4%	3.2%	73
Not in Labor Force	13,833	42.0%	36.8%	114
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	11,279			
TOTAL WORKING	7,385	65.5%	66.8%	98
With No Own Children	4,581	40.6%	42.2%	96
▲ With Own Children Age 0 to 5 only	<b>753</b>	<b>6.7%</b>	<b>5.5%</b>	<b>122</b>
With Own Children Age 6 to 17 only	1,545	13.7%	14.8%	92
With Own Children Both Age 0 to 5 and 6 to 17	506	4.5%	4.3%	104
↓ TOTAL NOT WORKING (UNEMPLOYED)	466	4.1%	6.2%	66
↓ With No Own Children	284	2.5%	3.8%	67
↓ With Own Children Age 0 to 5 only	28	0.2%	0.7%	38
With Own Children Age 6 to 17 only	145	1.3%	1.3%	102
↓ With Own Children Both Age 0 to 5 and 6 to 17	9	0.1%	0.5%	15
TOTAL NOT IN THE LABOR FORCE	3,428	30.4%	27.0%	113
With No Own Children	2,190	19.4%	17.1%	114
With Own Children Age 0 to 5 only	304	2.7%	2.6%	104
▲ With Own Children Age 6 to 17 only	<b>648</b>	<b>5.7%</b>	<b>4.6%</b>	<b>124</b>
With Own Children Both Age 0 to 5 and 6 to 17	286	2.5%	2.6%	96
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$26,500 for family of 4) (2021)</b>	17,406			
Above Poverty Line (Households with Children)	9,296	57.3%	62.0%	92
Above Poverty Line (Households without Children)	4,334	26.7%	26.8%	99
▲ Below Poverty Line (Households with Children)	<b>1,436</b>	<b>8.8%</b>	<b>6.5%</b>	<b>137</b>
▲ Below Poverty Line (Households without Children)	<b>1,160</b>	<b>7.1%</b>	<b>4.7%</b>	<b>151</b>
<b>Households By Presence of Retirement Income (2013)</b>	16,282			
With Retirement Income	3,177	19.5%	17.6%	111
Without Retirement Income	12,747	78.3%	81.5%	96

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<b>HOUSING</b>				
<b>Occupied Units By Type (2021)</b>	17,406			
Owner Occupied	11,089	63.7%	65.2%	98
Renter Occupied	6,317	36.3%	34.8%	104
↓ Median Rent (2013)	\$544		\$904	60
<b>Structures By Number of Units (2021)</b>	18,884			
Single Unit	13,958	73.9%	67.4%	110
▲ 3 to 4 Units	<b>1,892</b>	<b>10.0%</b>	<b>7.9%</b>	<b>127</b>
5 to 19 Units	1,949	10.3%	9.2%	112
↓ 20 to 49 Units	344	1.8%	3.6%	50
↓ 50 or more Units	566	3.0%	5.5%	55
↓ Mobile Home	172	0.9%	6.2%	15
↓ Other	3	0.0%	0.1%	17
Single To Multiple Unit Ratio	2.94		2.57	114
<b>Owner-Occupied Property Values (2021)</b>	11,089			
↓ Under \$40,000	312	2.8%	4.8%	59
▲ \$40,000 to \$59,999	<b>383</b>	<b>3.5%</b>	<b>2.6%</b>	<b>134</b>
▲ \$60,000 to \$79,999	<b>760</b>	<b>6.9%</b>	<b>3.6%</b>	<b>191</b>
▲ \$80,000 to \$99,999	<b>1,546</b>	<b>13.9%</b>	<b>4.6%</b>	<b>302</b>
▲ \$100,000 to 149,999	<b>2,450</b>	<b>22.1%</b>	<b>11.4%</b>	<b>194</b>
▲ \$150,000 to \$199,999	<b>2,353</b>	<b>21.2%</b>	<b>12.6%</b>	<b>169</b>
\$200,000 to \$299,999	1,768	15.9%	19.1%	84
↓ \$300,000 to \$499,999	1,091	9.8%	22.0%	45
↓ \$500,000 to \$999,999	389	3.5%	14.5%	24
↓ \$1,000,000 and over	36	0.3%	5.0%	7
↓ Median Property Value	\$160,365		\$254,824	63

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2021)</b>	18,884			
2010 and later	1,573	8.3%	9.7%	86
↓ 2000 to 2009	2,031	10.8%	13.9%	77
1990 to 1999	2,061	10.9%	13.3%	82
↓ 1980 to 1989	1,776	9.4%	12.7%	74
1970 to 1979	2,531	13.4%	14.3%	93
▲ 1960 to 1969	<b>2,530</b>	<b>13.4%</b>	<b>10.0%</b>	<b>134</b>
▲ 1950 to 1959	<b>3,385</b>	<b>17.9%</b>	<b>9.7%</b>	<b>186</b>
1949 or earlier	2,996	15.9%	16.4%	97
<b>Households By Number of Persons (2021)</b>	17,406			
▲ 1 Person Household	<b>5,888</b>	<b>33.8%</b>	<b>27.3%</b>	<b>124</b>
2 Person Household	5,803	33.3%	32.4%	103
3 Person Household	2,572	14.8%	16.3%	91
4 Person Household	1,856	10.7%	13.0%	82
↓ 5 Person Household	853	4.9%	6.4%	76
↓ 6 Person Household	301	1.7%	2.8%	63
↓ 7 or more Person Household	132	0.8%	1.9%	40
Average Persons Per Household	2.3		2.6	88
<b>Households By Heating Type (2013)</b>	15,924			
▲ Utility and Other Gas	<b>12,064</b>	<b>75.8%</b>	<b>54.0%</b>	<b>140</b>
↓ Electric	3,783	23.8%	36.1%	66
↓ Oil	17	0.1%	6.1%	2
↓ Coal and Wood	33	0.2%	2.2%	9
↓ Solar/Other Fuel	19	0.1%	0.5%	24
↓ No Fuel Used	9	0.1%	0.9%	6

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2021)</b>	17,406			
No Vehicles	1,393	8.0%	8.4%	96
1 Vehicle	5,957	34.2%	32.4%	106
2 Vehicle	7,029	40.4%	37.3%	108
↓ 3 or more Vehicles	3,027	17.4%	21.9%	79
<b>Workers By Travel Time to Work (2021)</b>	17,372			
▲ Less than 15 minutes	<b>10,646</b>	<b>61.3%</b>	<b>25.3%</b>	<b>242</b>
↓ 15 to 29 minutes	4,421	25.4%	36.0%	71
↓ 30 to 44 minutes	1,057	6.1%	20.9%	29
↓ 45 to 59 minutes	733	4.2%	8.4%	50
↓ 60 or more minutes	515	3.0%	9.3%	32
↓ Average Travel Time to Work (minutes)	17.5		29.4	60
<b>Workers By Type of Transportation to Work (2021)</b>	17,658			
Drive Alone	15,486	87.7%	76.8%	114
Car Pool	1,388	7.9%	9.0%	87
↓ Public Transportation	56	0.3%	4.9%	6
↓ Walk to Work	313	1.8%	2.6%	67
↓ Other Means	40	0.2%	1.3%	17
↓ Work at Home	375	2.1%	5.3%	40

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	5,355	30.8%	31.4%	98
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	4,577	26.3%	18.4%	143
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	2,661	15.3%	6.9%	221
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	1,949	11.2%	14.7%	76
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	1,444	8.3%	13.1%	64
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	1,395	8.0%	15.1%	53

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.		
40	Surviving Urban Diversity	3,716	21.3%	4.0%	528
23	Established Empty-Nesters	1,922	11.0%	3.4%	326
39	New Beginning Urbanites	1,855	10.7%	2.8%	385
35	Laboring Country Families	1,337	7.7%	2.7%	280
10	Suburban Mid-Life Families	1,199	6.9%	5.5%	124
20	Cautious and Mature	1,156	6.6%	2.6%	252
6	Prosperous New Country Families	1,101	6.3%	2.1%	296
11	Young Suburban Families	929	5.3%	3.0%	180
22	Mature and Established	746	4.3%	1.8%	239
18	Working Urban Families	478	2.7%	4.0%	69
30	Urban Senior Life	325	1.9%	0.8%	225
46	Struggling Black Households	306	1.8%	2.5%	70
25	Working Country Consumers	299	1.7%	4.1%	42
16	Established Country Families	266	1.5%	6.4%	24
28	Building Country Families	253	1.5%	2.8%	52
7	Prosperous and Mature	223	1.3%	0.5%	238
43	Laboring Urban Diversity	211	1.2%	0.5%	239
21	Mature and Stable	196	1.1%	0.6%	199
4	Educated Mid-Life Families	192	1.1%	3.4%	32
32	Working Urban Life	86	0.5%	1.7%	30

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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.		
14	Secure Mid-Life Families	70	0.4%	0.7%	61
42	Laboring Rural Diversity	64	0.4%	1.5%	24
19	Educated and Promising	64	0.4%	0.1%	469
45	Struggling Urban Diversity	63	0.4%	2.5%	15
48	Struggling Urban Life	63	0.4%	0.8%	45
44	Laboring Urban Life	46	0.3%	0.1%	352
29	Working Country Families	37	0.2%	1.0%	22
27	Country Family Diversity	31	0.2%	0.3%	52
49	Exception Households	28	0.2%	0.2%	64
26	Working Suburban Families	26	0.1%	0.1%	125
3	Mid-Life Prosperity	24	0.1%	1.5%	9
41	Struggling Hispanic Households	17	0.1%	1.6%	6
15	Reliable Young Starters	15	0.1%	4.3%	2
31	Mature Country Families	15	0.1%	0.5%	16
38	Rural Working Families	13	0.1%	8.8%	1
8	Rising Potential Professionals	12	0.1%	2.3%	3
9	Educated Working Families	9	0.1%	0.1%	62
5	Prosperous Diversity	8	0.0%	3.1%	1
24	Metro Multi-Ethnic Diversity	5	0.0%	2.7%	1
12	Educated New Starters	2	0.0%	2.9%	0
47	University Life	1	0.0%	0.8%	1
1	Traditional Affluent Families	0	0.0%	3.5%	0
17	Large Young Families	0	0.0%	2.2%	0
2	Professional Affluent Families	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
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>17,409</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2021 Households Likely to Be:**

▲ <b>Strongly Involved with Their Faith</b>	<b>42.7%</b>	<b>35.4%</b>	<b>120</b>
Somewhat Involved with Their Faith	29.9%	29.9%	100
↓ Not Involved with Their Faith	26.1%	34.7%	75

**Estimated 2021 Households Likely to Have:**

Increased Their Involvement with Their Faith in the Last 10 Years	24.6%	22.1%	111
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:**

▲ <b>Adventist</b>	<b>0.9%</b>	<b>0.5%</b>	<b>184</b>
▲ <b>Baptist</b>	<b>40.2%</b>	<b>16.1%</b>	<b>250</b>
↓ Catholic	11.7%	23.7%	49
↓ Congregational	1.7%	2.0%	85
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.4%	2.9%	83
▲ <b>Holiness</b>	<b>1.9%</b>	<b>0.8%</b>	<b>233</b>
↓ Jehovah's Witnesses	0.9%	1.1%	87
↓ Judaism	0.6%	3.2%	19
↓ Lutheran	1.4%	7.2%	19
▲ <b>Methodist</b>	<b>11.8%</b>	<b>10.1%</b>	<b>117</b>
↓ Mormon	0.4%	1.8%	21
↓ New Age	0.1%	0.6%	23
Non-Denominational / Independent	7.3%	6.9%	105
↓ Orthodox	0.1%	0.3%	33
▲ <b>Pentecostal</b>	<b>2.9%</b>	<b>2.4%</b>	<b>121</b>
Presbyterian / Reformed	4.7%	4.6%	102
↓ Unitarian / Universalist	0.2%	0.7%	34
Interested but No Preference	4.2%	3.9%	109
↓ Not Interested and No Preference	5.6%	11.1%	51
Likely to Have Changed Their Preference in the Last 10 Years	16.1%	16.8%	96

**LEADERSHIP PREFERENCE INDICATOR**

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

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	12.7%	11.7%	109
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	79.1%	79.6%	99

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2021 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	40.1%	43.5%	92
Finding/Providing Health Insurance	32.0%	29.0%	110
Day-to-Day Financial Worries	29.7%	31.6%	94
↓ Finding Employment Opportunities	12.4%	14.4%	86
↓ Finding Affordable Housing	9.3%	11.3%	82
Providing Adequate Food	9.4%	8.6%	109
Finding Child Care	6.0%	6.3%	96
<b>FAMILY PROBLEMS:</b>			
▲ Dealing With Alcohol/Drug Abuse	18.7%	16.7%	112
Dealing With Teen / Child Problems	21.9%	20.7%	106
Finding/Providing Aging Parent Care	14.7%	15.5%	95
Dealing With Abusive Relationships	12.3%	11.4%	108
▲ Dealing With Divorce	5.3%	4.5%	120
<b>COMMUNITY PROBLEMS:</b>			
Neighborhood Crime and Safety	29.1%	27.0%	108
Finding/Providing Good Schools	23.6%	23.5%	101
▲ Dealing with Problems in Schools	16.0%	13.6%	118
Dealing With Racial / Ethnic Prejudice	13.2%	13.1%	101
▲ Dealing With Neighborhood Gangs	11.2%	8.5%	132
↓ Dealing with Social Injustice	8.9%	11.3%	79
<b>HOPES AND DREAMS:</b>			
↓ Achieving Long-term Financial Security	45.2%	50.6%	89
↓ Finding Time for Recreation / Leisure	20.0%	25.3%	79
Finding Better Quality Healthcare	25.7%	23.9%	107
Finding A Satisfying Job / Career	17.9%	19.3%	92
Finding Retirement Opportunities	17.9%	18.9%	95
Achieving A Fulfilling Marriage	23.4%	22.3%	105
Developing Parenting Skills	13.7%	14.7%	93
↓ Achieving Educational Objectives	5.8%	7.5%	78
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	26.8%	29.8%	90
Finding Companionship	16.0%	17.3%	93
▲ Finding A Good Church	23.1%	15.2%	152
▲ Finding Spiritual Teaching	18.2%	12.9%	140
Finding Life Direction	13.6%	14.0%	97

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#### KEY VALUES INDICATOR

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

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

“I believe there is a God”	85.9%	84.5%	102
“God is actively involved in the world including nations and their governments”	65.5%	63.8%	103

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

“It is important to preserve the traditional American family structure”	92.0%	91.5%	101
“A healthy environment has become a national crisis”	83.0%	82.8%	100
“Public education is essential to the future of American society”	93.7%	94.0%	100

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

“Government should be the primary provider of human welfare services”	50.7%	50.1%	101
“The role of Churches / Synagogues is to help form and support moral values”	81.6%	81.1%	101
“Churches and religious organizations should provide more human services”	62.5%	62.6%	100

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

“The United States must open its doors to all people groups”	35.6%	36.3%	98
“The changing racial / ethnic face of America is a threat to our national heritage”	37.6%	36.3%	104

#### HOUSEHOLD CONTRIBUTION INDICATOR

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

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

More than \$100 per year	58.5%	59.8%	98
More than \$500 per year	30.2%	31.2%	97
More than \$1,000 per year	15.8%	17.4%	91

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

More than \$100 per year	30.5%	33.7%	91
↓ More than \$500 per year	5.3%	6.8%	78
↓ More than \$1,000 per year	1.5%	2.3%	65

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

↓ More than \$100 per year	13.0%	16.1%	81
↓ More than \$500 per year	3.5%	4.3%	81
↓ More than \$1,000 per year	1.8%	2.2%	82

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

Seven Hills 2.5 mile Radius Potential  
2518 Highpointe Cove  
owensboro, ky 42303

**Study Area Definition:**  
2.5 Mile Radius



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# Ministry Area Profile 2021

# Compass

REPORT

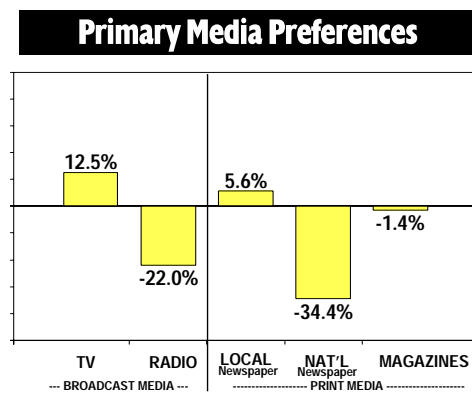
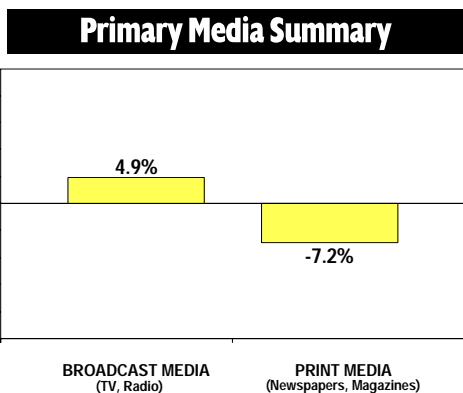
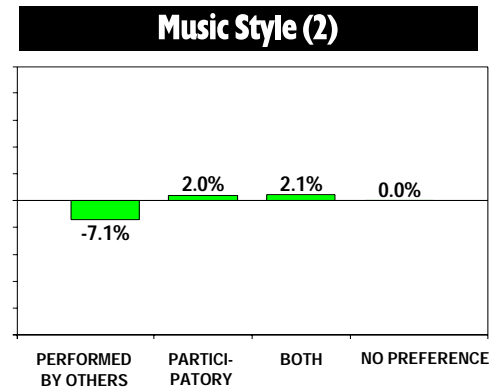
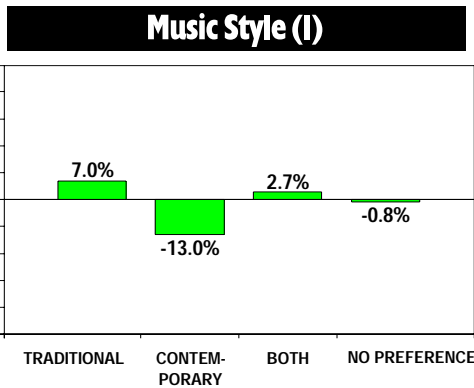
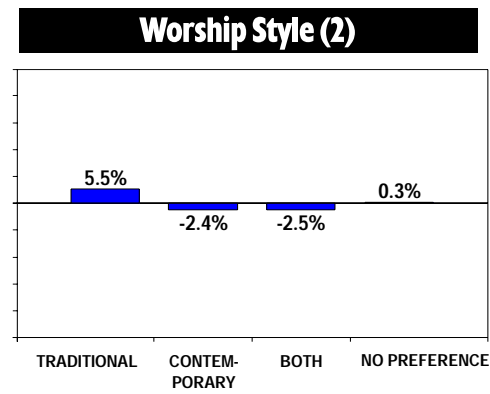
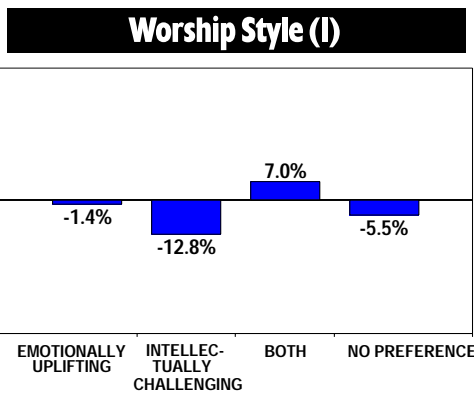
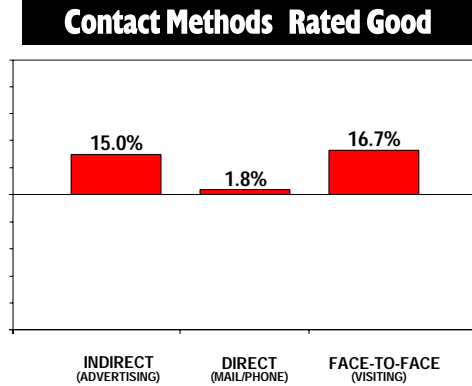
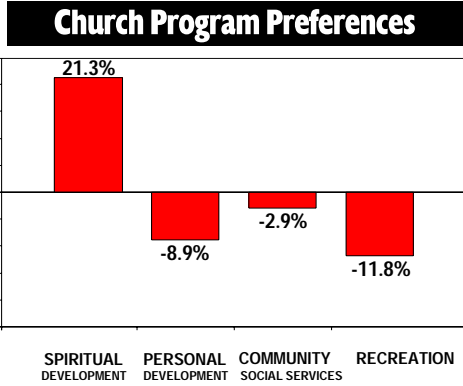
## FingerPrint

Your Area Compared To The U.S.

Coordinates: 37:45.33 87:05.13  
Date: 7/30/2021

Prepared For:  
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Study Area Definition:  
2.5 Mile Radius





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# Program

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Description	Study Area	U.S. Average	U.S. Comparative Index
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## CHURCH PROGRAM PREFERENCE INDICATOR

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

#### **SPIRITUAL DEVELOPMENT:**

▲ <b>Bible Study Discussion and Prayer Groups</b>	<b>55.8%</b>	<b>41.1%</b>	<b>136</b>
Adult Theological Discussion Groups	23.7%	22.5%	105
Spiritual Retreats	11.8%	11.6%	101

#### **PERSONAL DEVELOPMENT:**

↓ Marriage Enrichment Opportunities	13.3%	15.2%	88
Parent Training Programs	8.1%	7.8%	104
↓ Twelve Step Programs	2.4%	3.5%	70
Divorce Recovery	2.5%	2.4%	102

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

Personal or Family Counseling	22.7%	22.5%	101
Care for the Terminally Ill	15.8%	15.7%	101
Food and Clothing Resources	10.7%	11.1%	97
↓ Day Care Services	5.2%	6.1%	85
↓ Church Sponsored Day-School	4.9%	5.7%	86

#### **RECREATION:**

Youth Social Programs	28.2%	29.7%	95
Family Activities and Outings	30.1%	32.8%	92
Active Retirement Programs	24.6%	26.8%	92
↓ Cultural Programs (Music, Drama, Art)	13.3%	18.9%	70
↓ Sports or Camping	5.0%	6.3%	78

### SUMMARY

▲ <b>Spiritual Development Index</b>	<b>121</b>
Personal Development Index	91
Community/Social Services Index	97
↓ Recreation Index	88



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## WORSHIP STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Worship which is:

### PART 1:

A. Emotionally Uplifting	26.0%	26.4%	99
↓ B. Intellectually Challenging	9.7%	11.1%	87
C. Both A and B	41.9%	39.2%	107
D. No Preference or Not Interested	22.1%	23.4%	95

### PART 2:

A. Traditional/Formal/Ceremonial	21.4%	20.2%	105
B. Contemporary/Informal	25.7%	26.3%	98
C. Both A and B	25.9%	26.5%	98
D. No Preference or Not Interested	27.0%	26.9%	100

## MUSIC STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Music which is:

### PART 1:

A. Traditional	26.1%	24.4%	107
↓ B. Contemporary	17.2%	19.7%	87
C. Both A and B	32.0%	31.1%	103
D. No Preference or Not Interested	24.6%	24.8%	99

### PART 2:

A. Performed by Others	17.4%	18.7%	93
B. Participatory	23.4%	22.9%	102
C. Both A and B	32.8%	32.2%	102
D. No Preference or Not Interested	26.2%	26.2%	100





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## MISSION EMPHASIS INDICATOR

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

### PART 1:

↓ A. Community	18.9%	22.0%	86
B. Personal Spiritual Development	15.2%	14.3%	107
C. Both A and B	39.2%	37.4%	105
D. No Preference or Not Interested	26.5%	26.3%	101

### PART 2:

A. Global Mission	6.1%	6.2%	99
B. Local Mission	31.5%	33.3%	95
C. Both A and B	32.5%	30.1%	108
D. No Preference or Not Interested	29.7%	30.4%	98

## CHURCH ARCHITECTURE INDICATOR

Estimated 2021 Households Likely to Prefer Church Architecture which is:

### PART 1:

A. Traditional	28.8%	26.6%	108
↓ B. Contemporary	12.5%	15.9%	78
C. Both A and B	34.0%	32.3%	105
D. No Preference or Not Interested	24.3%	25.1%	97

### PART 2:

▲ A. Somber/Serious	11.1%	9.4%	118
↓ B. Light and Airy	29.9%	34.7%	86
▲ C. Both A and B	31.1%	27.7%	112
D. No Preference or Not Interested	27.5%	28.2%	97



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# Communication

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## PRIMARY MEDIA PREFERENCE

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

### BROADCAST MEDIA:

▲ Television	53.2%	47.3%	113
↓ Radio	10.4%	13.3%	78

### PRINT MEDIA:

Local Newspaper	34.8%	36.1%	96
↓ National Newspaper	2.8%	4.3%	66
↓ Magazines	2.1%	2.4%	88

## SECONDARY MEDIA PREFERENCE

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

### BROADCAST MEDIA:

Television	31.8%	31.9%	99
Radio	24.7%	23.8%	104

### PRINT MEDIA:

Local Newspaper	34.5%	32.7%	106
↓ National Newspaper	4.4%	5.8%	76
Magazines	6.9%	7.0%	99

## SUMMARY

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



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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	40.6%	36.2%	112
▲ Putting Ad in Local Newspaper	38.0%	33.8%	112
▲ Local Cable Channels	37.0%	30.4%	122

### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	53.6%	53.7%	100
Calling and Offering to Send Information By Mail	30.9%	29.5%	105
Calling and Discussing on the Phone	12.5%	12.0%	104

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

▲ Calling and Offering to Visit When Convenient	24.6%	20.1%	122
Going Door to Door	15.2%	14.0%	109

## CHURCH CONTACT METHODS RATED POOR

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

### INDIRECT METHODS (LEAST PERSONAL):

↓ Local Radio Announcements or Advertisements	15.7%	19.6%	80
↓ Putting Ad in Local Newspaper	17.8%	21.5%	83
↓ Local Cable Channels	22.7%	30.7%	74

### DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.0%	13.3%	83
↓ Calling and Offering to Send Information By Mail	30.4%	34.0%	89
Calling and Discussing on the Phone	59.0%	60.6%	97

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

↓ Calling and Offering to Visit When Convenient	44.3%	49.6%	89
Going Door to Door	58.2%	64.0%	91

### SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	115
Direct Methods Index	102
▲ Face-to-Face Methods Index	117

### SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	78
Direct Methods Index	93
Face-to-Face Methods Index	90