

ministry area profile **2021**

Sorgo and Bushy Fork Potential
9321, 9661 Ky 56
owensboro, ky 42301

Study Area Definition:
3.0 Mile Radius



ID# 295111:295111

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Table of Contents

INTERVIEW	1
SNAPSHOT	2
FINGERPRINT	3
TRENDS	4
POPULATION	4
HOUSEHOLDS	4
POPULATION BY RACE/ETHNICITY	4
POPULATION BY GENDER	4
AGE	4
INCOME	4
POPULATION BY PHASE OF LIFE	5
POPULATION BY AGE (DETAIL)	5
CENSUS	6
MARITAL STATUS	6
FAMILY STRUCTURE	6
GROUP QUARTERS	7
RACE/ETHNICITY	7
EDUCATION	8
OCCUPATION	8
EMPLOYMENT	9
POVERTY AND RETIREMENT INCOME	9
HOUSING	10
TRANSPORTATION	12
U.S. LIFESTYLES	13
ETHOS	15
FAITH INVOLVEMENT	15
RELIGIOUS PREFERENCE	15
LEADERSHIP PREFERENCE	15
PRIMARY CONCERNS	16
KEY VALUES	17
HOUSEHOLD CONTRIBUTIONS	17

Coordinates: 37:42.07 87:17.32
Date: 7/30/2021

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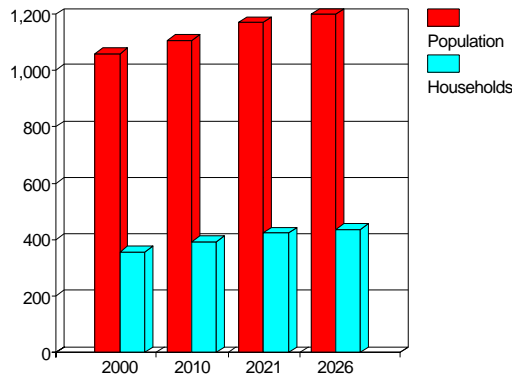
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 1,170 persons residing in the defined study area. This represents an increase of 111 or 10.5% since 2000. During the same period of time, the U.S. as a whole grew by 17.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2021 and 2026, the population is projected to increase by 2.5% or 29 additional persons. During the same period, the U.S. population is projected to grow by 2.9%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely low* with just 3 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 71.7% of all households. (see pages 13 and 14)
- 4** **Q** **How do racial or ethnic groups contribute to diversity in this area?**
A Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very low*. Among individual groups, *Anglos* represent 96.8% of the population and all other racial/ethnic groups make up just 3.3% which is well below the national average of 41%. The largest of these groups, *Hispanics/Latinos*, accounts for 2.0% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 8.7% 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 *Survivors* (age 40 to 60) comprised of 320 persons or 27.4% of the total population in the area. *Builders* (age 97 and up) make up 0.1% 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 *extremely traditional* due to the above average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 88.8% 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 24.8% 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, Achieving a Fulfilling Marriage* and *Teen/Child Problems*. (see page 16)
- 9** **Q** **What is the likely faith receptivity?**
A Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *very high* when compared to national averages. (see page 15)
- 10** **Q** **What is the likely giving potential in the area?**
A Based upon the average household income of \$103,192 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

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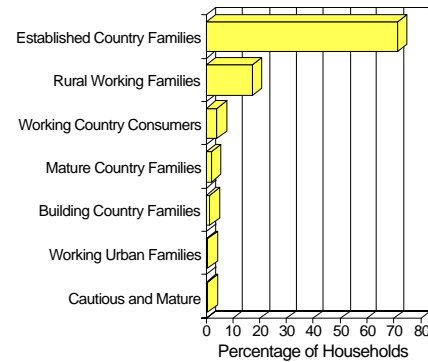
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Population and Households

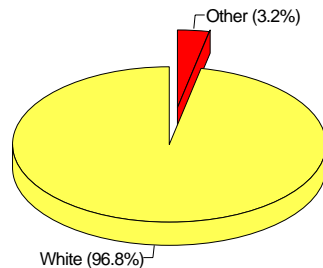


Primary U.S. Lifestyles Segments-2021

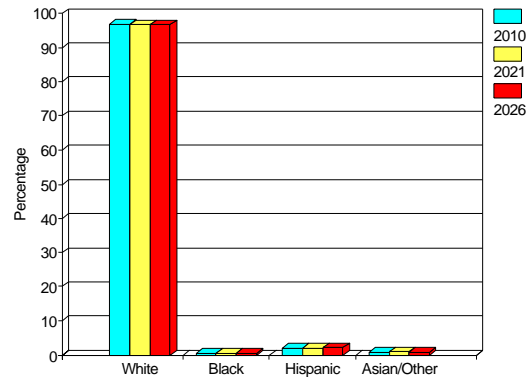


The population in the study area has increased by 63 persons, or 5.7% since 2010 and is projected to increase by 29 persons, or 2.5% between 2021 and 2026. The number of households has increased by 30, or 7.6% since 2010 and is projected to increase by 13, or 3.1% between 2021 and 2026.

Population By Race/Ethnicity-2021

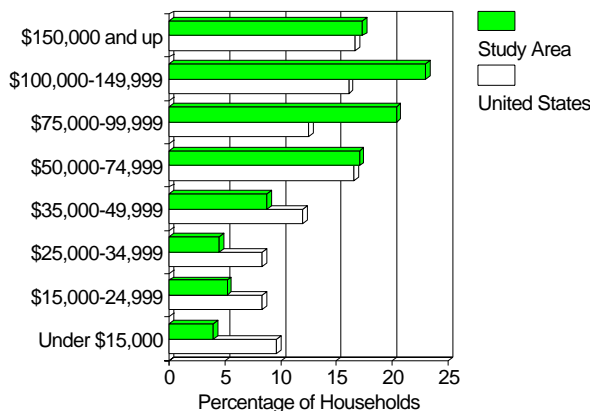


Population By Race/Ethnicity Trend

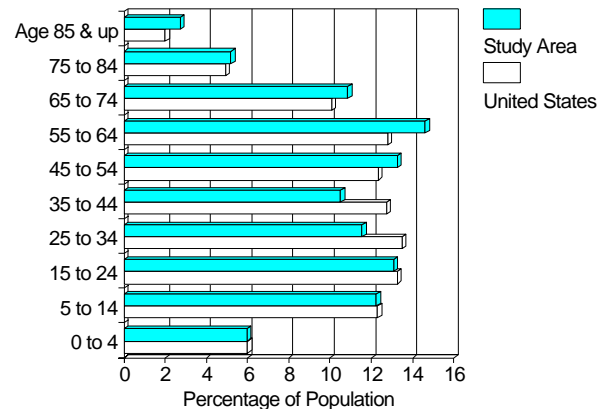


Between 2021 and 2026, the White population is projected to increase by 27 persons and to remain stable at 96.7% of the total population. The Black population is projected to remain stable at 0.4% of the total. The Hispanic/Latino population is projected to increase from 2.0% to 2.1% of the total. The Asian/Other population is projected to remain stable at 0.8% of the total population.

Households By Income-2021



Population by Age-2021

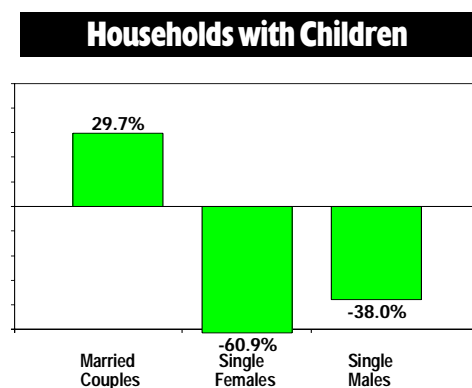
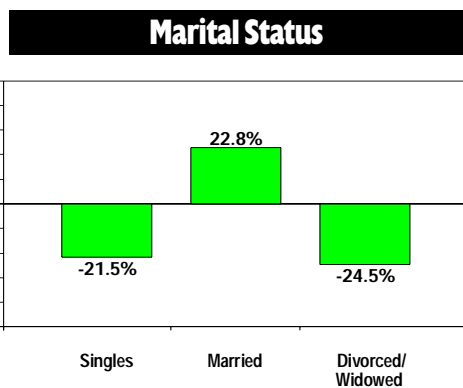
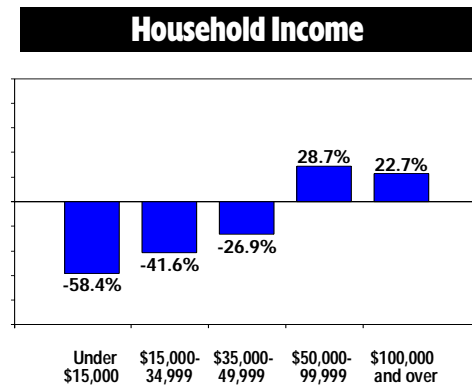
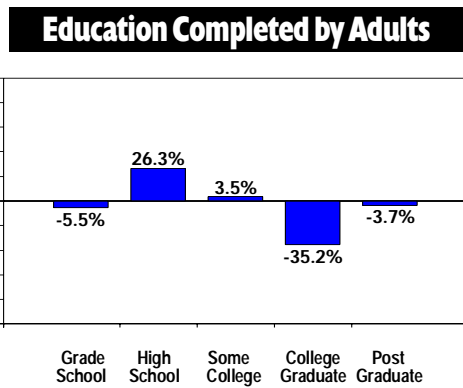
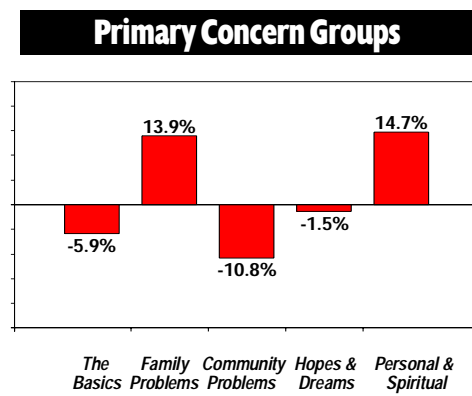
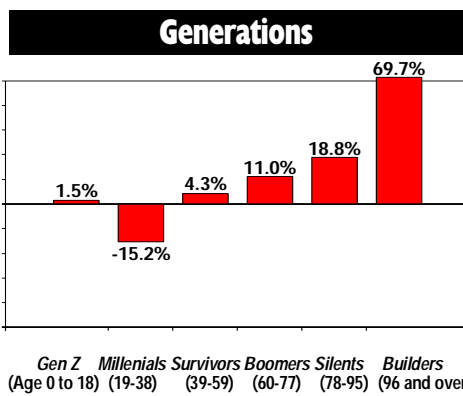
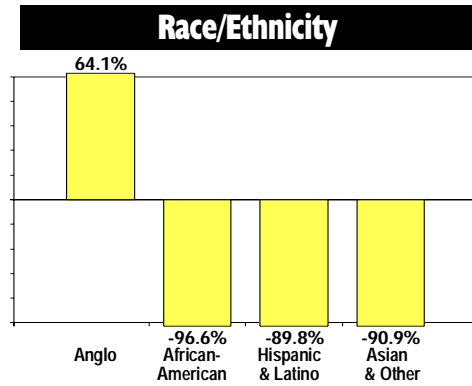
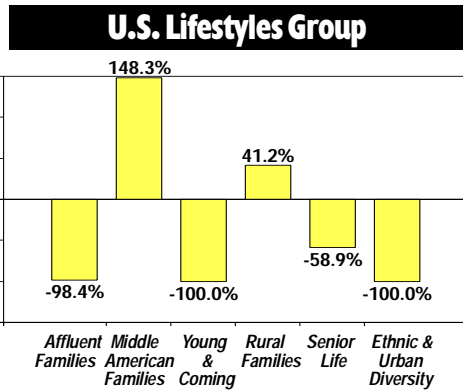


The average household income in the study area is \$103192 a year as compared to the U.S. average of \$96765. The average age in the study area is 41.1 and is projected to increase to 41.7 by 2026. The average age in the U.S. is 39.8 and is projected to increase to 40.6 by 2026.

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POPULATION				
	2000 Census	2010 Census	2021 Update	2026 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	1,059	1,107	1,170	1,199
Population Change		48	63	29
Percentage Change		4.5%	5.7%	2.5%
Average Annual Growth Rate		0.5%	0.5%	0.5%
▲ Density (Pop. per square mile)	37	39	41	42
HOUSEHOLDS				
▲ Households	356	393	423	436
Household Change		37	30	13
Percentage Change		10.4%	7.6%	3.1%
↓ Average Annual Growth Rate		1.0%	0.7%	0.6%
↓ Persons Per Household	2.87	2.72	2.67	2.66

POPULATION BY RACE/ETHNICITY						
	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	1,073	96.9%	1,132	96.8%	1,159	96.7%
↓ African-American (Non-Hisp)	5	0.5%	5	0.4%	5	0.4%
▲ Hispanic/Latino	21	1.9%	23	2.0%	25	2.1%
Asian/Other (Non-Hisp)	8	0.7%	10	0.9%	10	0.8%

POPULATION BY GENDER						
▲ Female	562	50.8%	598	51.1%	615	51.3%
↓ Male	545	49.2%	572	48.9%	584	48.7%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	135	12.2%	288	24.6%	376	31.4%
↓ Millennials (Born 1982 to 2001)	261	23.6%	271	23.2%	267	22.3%
↓ Survivors (Born 1961 to 1981)	315	28.5%	320	27.4%	313	26.1%
↓ Boomers (Born 1943 to 1960)	271	24.5%	230	19.7%	203	16.9%
↓ Silents (Born 1925 to 1942)	103	9.3%	61	5.2%	41	3.4%
↓ Builders (Born 1924 and earlier)	19	1.7%	2	0.2%	0	0.0%

AGE			
▲ Average Age	38.7	41.1	41.7
Median Age	40.3	41.7	41.5

INCOME			
▲ Average Household Income	\$56,160	\$103,192	\$112,528
▲ Median Household Income	\$47,941	\$87,892	\$94,497
▲ Per Capita Income	\$19,938	\$37,308	\$40,919

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HOUSEHOLDS BY INCOME

	2010 Census		2021 Update		2026 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend						
▲ \$150,000 or more	8	2.1%	73	17.3%	90	20.6%
▲ \$100,000 to \$149,999	41	10.4%	97	22.9%	110	25.2%
\$75,000 to \$99,999	57	14.4%	86	20.3%	78	17.9%
\$50,000 to \$74,999	86	21.9%	72	17.0%	76	17.4%
↓ \$35,000 to \$49,999	86	21.9%	37	8.7%	26	6.0%
↓ \$25,000 to \$34,999	51	13.1%	19	4.5%	18	4.1%
\$15,000 to \$24,999	49	12.6%	22	5.2%	23	5.3%
Under \$15,000	14	3.5%	17	4.0%	15	3.4%

POPULATION BY PHASE OF LIFE

Before Formal Schooling (Age 0-4)	67	6.1%	70	6.0%	73	6.1%
↓ Required Formal Schooling (5-17)	215	19.4%	195	16.7%	191	15.9%
▲ College Years, Career Starts (18-24)	70	6.3%	101	8.6%	112	9.3%
▲ Singles and Young Families (25-34)	119	10.7%	135	11.5%	148	12.3%
↓ Families, Empty Nesters (35-54)	337	30.4%	278	23.8%	252	21.0%
Enrichment Years Singles/Couples (55-64)	146	13.2%	171	14.6%	163	13.6%
▲ Retirement Opportunities (65+)	150	13.6%	220	18.8%	261	21.8%

POPULATION BY AGE (DETAIL)

Under 5 years	67	6.1%	70	6.0%	73	6.1%
5 to 9 years	85	7.7%	71	6.1%	73	6.1%
↓ 10 to 14 years	78	7.0%	72	6.2%	72	6.0%
↓ 15 to 17 years	52	4.7%	52	4.4%	46	3.8%
18 to 20 years	36	3.3%	45	3.8%	45	3.8%
21 to 24 years	34	3.1%	56	4.8%	67	5.6%
25 to 29 years	55	5.0%	82	7.0%	75	6.3%
30 to 34 years	64	5.8%	53	4.5%	73	6.1%
↓ 35 to 39 years	74	6.7%	57	4.9%	58	4.8%
↓ 40 to 44 years	77	7.0%	66	5.6%	61	5.1%
↓ 45 to 49 years	89	8.0%	73	6.2%	64	5.3%
↓ 50 to 54 years	97	8.8%	82	7.0%	69	5.8%
↓ 55 to 59 years	81	7.3%	81	6.9%	76	6.3%
60 to 64 years	65	5.9%	90	7.7%	87	7.3%
▲ 65 to 69 years	47	4.2%	70	6.0%	86	7.2%
▲ 70 to 74 years	38	3.4%	57	4.9%	72	6.0%
▲ 75 to 84 years	44	4.0%	61	5.2%	69	5.8%
▲ 85 or more years	21	1.9%	32	2.7%	34	2.8%

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	Number	Percent		
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MARITAL STATUS				
Marital Status All Persons 15 and Older (2021)	956			
↓ Single (Never Married)	253	26.5%	33.7%	78
▲ Married	583	61.0%	49.6%	123
↓ Divorced/Widowed	120	12.6%	16.6%	75
Marital Status Females 15 and Older (2021)	492			
Single (Never Married)	143	29.1%	30.7%	95
Married	276	56.1%	48.5%	116
↓ Divorced/Widowed	73	14.8%	20.9%	71
Marital Status Males 15 and Older (2021)	464			
↓ Single (Never Married)	110	23.7%	36.9%	64
▲ Married	307	66.2%	50.9%	130
Divorced/Widowed	47	10.1%	12.2%	83
FAMILY STRUCTURE				
Households By Type (2021)	423			
▲ Married Couple	290	68.6%	48.7%	141
↓ Other Family - Male Head of Household	16	3.8%	4.9%	77
↓ Other Family - Female Head of Household	24	5.7%	12.9%	44
↓ Non Family - Male Head of Household	52	12.3%	15.8%	78
↓ Non Family - Female Head of Household	42	9.9%	17.7%	56
Households With Children 0 to 18 (2021)	153			
▲ Married Couple Family	130	85.0%	65.5%	130
↓ Other Family - Male Head of Household	8	5.2%	8.4%	62
↓ Other Family - Female Head of Household	15	9.8%	25.1%	39
↓ Non Family	0	0.0%	1.0%	0
Population By Household Type (2021)	1,170			
▲ Group Quarters	38	3.2%	2.5%	132

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GROUP QUARTERS				
Population In Group Quarters By Type (2021)	38			
↓ 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	0	0.0%	18.7%	0
▲ Other	38	100.0%	15.3%	654
RACE/ETHNICITY				
Population By Race/Ethnicity (2021)	1,170			
▲ White (Non-Hispanic)	1,132	96.8%	59.0%	164
↓ African-American (Non-Hisp)	5	0.4%	12.4%	3
↓ Hispanic/Latino	23	2.0%	19.2%	10
↓ Native American (Non-Hisp)	0	0.0%	0.7%	0
↓ Asian (Non-Hisp)	3	0.3%	5.9%	4
↓ Hawaiian & Pacific Islander (Non-Hisp)	1	0.1%	0.2%	48
↓ Other Races & Multiple Races (Non-Hisp)	6	0.5%	2.6%	20
Asian Population By Race (2021)	3			
↓ Chinese	0	0.0%	22.8%	0
↓ Japanese	0	0.0%	4.2%	0
↓ Indian	0	0.0%	22.4%	0
↓ Korean	0	0.0%	8.1%	0
↓ Vietnamese	0	0.0%	10.2%	0
▲ Other Asian Races	3	100.0%	32.1%	311
Hispanic/Latino Population By Race (2021)	23			
↓ White	5	21.7%	53.1%	41
↓ African-American	0	0.0%	2.5%	0
↓ Native American	0	0.0%	1.4%	0
↓ Asian	0	0.0%	0.4%	0
▲ Other Races & Multiple Races	18	78.3%	42.6%	184
Hispanic/Latino Population By Origin (2021)	23			
▲ Mexican	18	78.3%	61.8%	127
↓ Puerto Rican	1	4.3%	9.8%	44
↓ Cuban	0	0.0%	3.6%	0
↓ Other Hispanic Origin	4	17.4%	24.7%	70

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	235			
▲ Pre-Primary (Public)	11	4.7%	3.4%	136
▲ Pre-Primary (Private)	9	3.8%	2.6%	146
▲ Elementary/High School (Public)	173	73.6%	58.9%	125
▲ Elementary/High School (Private)	23	9.8%	6.6%	148
↓ Enrolled in College	19	8.1%	28.4%	28
Population By Education Completed (Age 25 and over) (2021)	802			
↓ Elementary (Less than 9 years)	28	3.5%	5.1%	69
Some High School (9 to 11 years)	62	7.7%	6.8%	113
▲ High School Graduate (12 years)	273	34.0%	26.9%	126
Some College (13 to 15 years)	152	19.0%	20.4%	93
▲ Associate Degree	88	11.0%	8.5%	129
↓ Bachelor's Degree	103	12.8%	19.8%	65
Graduate Degree	96	12.0%	12.4%	96
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2021)	540			
TOTAL WHITE COLLAR	294	54.4%	61.5%	89
Executive and Managerial	51	9.4%	10.1%	94
Professional Specialty	87	16.1%	17.0%	95
Technical Support	45	8.3%	9.4%	88
↓ Sales	29	5.4%	10.3%	52
Administrative Support & Clerical	82	15.2%	14.7%	103
TOTAL BLUE COLLAR	245	45.4%	38.5%	118
Service: Private Households	17	3.1%	2.8%	111
▲ Service: Protective	35	6.5%	2.1%	305
↓ Service: Other	23	4.3%	7.5%	57
▲ Farming, Forestry & Fishing	6	1.1%	0.7%	161
▲ Precision Production and Craft	99	18.3%	10.9%	169
▲ Operators and Assemblers	20	3.7%	3.1%	121
↓ Transportation and Material Moving	30	5.6%	7.6%	73
↓ Laborers	15	2.8%	3.9%	72

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2021)	939			
Employed	569	60.6%	60.0%	101
Unemployed	26	2.8%	3.2%	86
Not in Labor Force	344	36.6%	36.8%	100
Total Female Pop. By Work Status (Age 20 to 64) (2013)	305			
TOTAL WORKING	209	68.5%	66.8%	103
With No Own Children	115	37.7%	42.2%	89
▲ With Own Children Age 0 to 5 only	26	8.5%	5.5%	156
With Own Children Age 6 to 17 only	50	16.4%	14.8%	111
▲ With Own Children Both Age 0 to 5 and 6 to 17	18	5.9%	4.3%	137
↓ TOTAL NOT WORKING (UNEMPLOYED)	7	2.3%	6.2%	37
↓ With No Own Children	7	2.3%	3.8%	61
↓ With Own Children Age 0 to 5 only	0	0.0%	0.7%	0
↓ With Own Children Age 6 to 17 only	0	0.0%	1.3%	0
↓ With Own Children Both Age 0 to 5 and 6 to 17	0	0.0%	0.5%	0
TOTAL NOT IN THE LABOR FORCE	90	29.5%	27.0%	109
With No Own Children	58	19.0%	17.1%	111
▲ With Own Children Age 0 to 5 only	10	3.3%	2.6%	126
↓ With Own Children Age 6 to 17 only	3	1.0%	4.6%	21
▲ With Own Children Both Age 0 to 5 and 6 to 17	19	6.2%	2.6%	235
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2021)	423			
Above Poverty Line (Households with Children)	316	66.1%	62.0%	107
Above Poverty Line (Households without Children)	137	28.7%	26.8%	107
↓ Below Poverty Line (Households with Children)	14	2.9%	6.5%	45
↓ Below Poverty Line (Households without Children)	11	2.3%	4.7%	49
Households By Presence of Retirement Income (2013)	393			
With Retirement Income	64	16.3%	17.6%	93
Without Retirement Income	288	73.3%	81.5%	90

Coordinates: 37:42.07 87:17.32
Date: 7/30/2021

Prepared For:
Sorgo and Bushy Fork Potential
9321, 9661 Ky 56
owensboro, ky 42301

Study Area Definition:
3.0 Mile Radius

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				
HOUSING				
Occupied Units By Type (2021)	423			
▲ Owner Occupied	376	88.9%	65.2%	136
↓ Renter Occupied	47	11.1%	34.8%	32
↓ Median Rent (2013)	\$121		\$904	13
Structures By Number of Units (2021)	455			
▲ Single Unit	420	92.3%	67.4%	137
↓ 3 to 4 Units	0	0.0%	7.9%	0
↓ 5 to 19 Units	0	0.0%	9.2%	0
↓ 20 to 49 Units	0	0.0%	3.6%	0
↓ 50 or more Units	0	0.0%	5.5%	0
Mobile Home	33	7.3%	6.2%	116
▲ Other	1	0.2%	0.1%	242
▲ ERR				
▲ Single To Multiple Unit Ratio	ERR		2.57	ERR
Owner-Occupied Property Values (2021)	376			
↓ Under \$40,000	11	2.9%	4.8%	61
↓ \$40,000 to \$59,999	4	1.1%	2.6%	41
↓ \$60,000 to \$79,999	7	1.9%	3.6%	52
▲ \$80,000 to \$99,999	22	5.9%	4.6%	127
▲ \$100,000 to 149,999	65	17.3%	11.4%	152
▲ \$150,000 to \$199,999	61	16.2%	12.6%	129
▲ \$200,000 to \$299,999	113	30.1%	19.1%	158
\$300,000 to \$499,999	68	18.1%	22.0%	82
↓ \$500,000 to \$999,999	21	5.6%	14.5%	39
↓ \$1,000,000 and over	5	1.3%	5.0%	27

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Median Property Value	\$215,975		\$254,824	85
HOUSING (CONTINUED)				
Housing Units By Year Built (2021)	455			
▲ 2010 and later	59	13.0%	9.7%	134
▲ 2000 to 2009	79	17.4%	13.9%	125
▲ 1990 to 1999	73	16.0%	13.3%	121
↓ 1980 to 1989	41	9.0%	12.7%	71
1970 to 1979	63	13.8%	14.3%	97
▲ 1960 to 1969	73	16.0%	10.0%	161
↓ 1950 to 1959	24	5.3%	9.7%	55
↓ 1949 or earlier	43	9.5%	16.4%	58
Households By Number of Persons (2021)	423			
↓ 1 Person Household	83	19.6%	27.3%	72
2 Person Household	153	36.2%	32.4%	112
3 Person Household	73	17.3%	16.3%	106
▲ 4 Person Household	67	15.8%	13.0%	122
▲ 5 Person Household	33	7.8%	6.4%	121
↓ 6 Person Household	9	2.1%	2.8%	77
↓ 7 or more Person Household	5	1.2%	1.9%	63
Average Persons Per Household	2.7		2.6	105
Households By Heating Type (2013)	353			
Utility and Other Gas	174	49.3%	54.0%	91
▲ Electric	169	47.9%	36.1%	132
↓ Oil	0	0.0%	6.1%	0
Coal and Wood	9	2.5%	2.2%	115
Solar/Other Fuel	2	0.6%	0.5%	115
↓ No Fuel Used	0	0.0%	0.9%	0

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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles (2021)	423			
↓ No Vehicles	10	2.4%	8.4%	28
↓ 1 Vehicle	42	9.9%	32.4%	31
▲ 2 Vehicle	226	53.4%	37.3%	143
▲ 3 or more Vehicles	146	34.5%	21.9%	157
Workers By Travel Time to Work (2021)	516			
Less than 15 minutes	132	25.6%	25.3%	101
▲ 15 to 29 minutes	257	49.8%	36.0%	138
↓ 30 to 44 minutes	84	16.3%	20.9%	78
↓ 45 to 59 minutes	16	3.1%	8.4%	37
↓ 60 or more minutes	27	5.2%	9.3%	56
Average Travel Time to Work (minutes)	24.5		29.4	83
Workers By Type of Transportation to Work (2021)	531			
Drive Alone	480	90.4%	76.8%	118
↓ Car Pool	17	3.2%	9.0%	35
↓ Public Transportation	0	0.0%	4.9%	0
▲ Walk to Work	19	3.6%	2.6%	136
↓ Other Means	0	0.0%	1.3%	0
↓ Work at Home	14	2.6%	5.3%	50

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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)	330	78.0%	31.4%	248
4	Rural Families (27, 26, 29, 33, 35 and 38)	78	18.4%	13.1%	141
5	Senior Life (7, 20, 21, 22, 30 and 31)	12	2.8%	6.9%	41
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1	0.2%	15.1%	2
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	0	0.0%	18.4%	0
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	0	0.0%	14.7%	0

INDIVIDUAL SEGMENTS					
No.	Segment Name <small>Segments are sorted by number of households in the study area.</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
16	Established Country Families	302	71.4%	6.4%	1114
38	Rural Working Families	73	17.3%	8.8%	197
25	Working Country Consumers	18	4.3%	4.1%	103
31	Mature Country Families	9	2.1%	0.5%	394
28	Building Country Families	6	1.4%	2.8%	51
18	Working Urban Families	3	0.7%	4.0%	18
20	Cautious and Mature	3	0.7%	2.6%	27
33	Laboring Rural Families	3	0.7%	0.1%	519
10	Suburban Mid-Life Families	1	0.2%	5.5%	4
29	Working Country Families	1	0.2%	1.0%	25
14	Secure Mid-Life Families	1	0.2%	0.7%	36
27	Country Family Diversity	1	0.2%	0.3%	69
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
4	Educated Mid-Life Families	0	0.0%	3.4%	0
23	Established Empty-Nesters	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

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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.		
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
22	Mature and Established	0	0.0%	1.8%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
30	Urban Senior Life	0	0.0%	0.8%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
34	College and Career Starters	0	0.0%	0.6%	0
21	Mature and Stable	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
7	Prosperous and Mature	0	0.0%	0.5%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
49	Exception Households	0	0.0%	0.2%	0
50	Unclassified Households	0	0.0%	0.2%	0
26	Working Suburban Families	0	0.0%	0.1%	0
9	Educated Working Families	0	0.0%	0.1%	0
19	Educated and Promising	0	0.0%	0.1%	0
44	Laboring Urban Life	0	0.0%	0.1%	0
TOTALS		421	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2021 Households Likely to Be:

▲ Strongly Involved with Their Faith	45.9%	35.4%	130
Somewhat Involved with Their Faith	29.1%	29.9%	98
↓ Not Involved with Their Faith	24.7%	34.7%	71

Estimated 2021 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	27.6%	22.1%	125
Decreased Their Involvement with Their Faith in the Last 10 Years	22.6%	23.7%	95

RELIGIOUS PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer:

▲ Adventist	1.0%	0.5%	202
▲ Baptist	41.1%	16.1%	256
↓ Catholic	10.3%	23.7%	43
↓ Congregational	1.7%	2.0%	85
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.2%	2.9%	75
▲ Holiness	1.9%	0.8%	230
↓ Jehovah's Witnesses	0.9%	1.1%	81
↓ Judaism	0.3%	3.2%	10
↓ Lutheran	1.6%	7.2%	22
▲ Methodist	13.0%	10.1%	129
↓ Mormon	0.4%	1.8%	24
↓ New Age	0.1%	0.6%	19
Non-Denominational / Independent	7.4%	6.9%	107
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.1%	2.4%	129
Presbyterian / Reformed	4.5%	4.6%	100
↓ Unitarian / Universalist	0.2%	0.7%	27
Interested but No Preference	4.2%	3.9%	110
↓ Not Interested and No Preference	5.5%	11.1%	50
Likely to Have Changed Their Preference in the Last 10 Years	16.5%	16.8%	98

LEADERSHIP PREFERENCE INDICATOR

Estimated 2021 Households Likely to Prefer A Leader Who:

Tells them what to do	4.0%	4.0%	100
Lets them do what they want and is supportive	10.9%	11.7%	93
Lets them do what they want and stays out of the way	4.7%	4.8%	98
Works with them on deciding what to do and helps them do it	80.4%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2021 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	40.3%	43.5%	93
▲ Finding/Providing Health Insurance	32.5%	29.0%	112
Day-to-Day Financial Worries	30.5%	31.6%	97
↓ Finding Employment Opportunities	12.3%	14.4%	85
↓ Finding Affordable Housing	6.2%	11.3%	55
Providing Adequate Food	8.7%	8.6%	101
Finding Child Care	5.6%	6.3%	90
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	18.8%	16.7%	112
▲ Dealing With Teen / Child Problems	24.5%	20.7%	118
Finding/Providing Aging Parent Care	16.4%	15.5%	106
Dealing With Abusive Relationships	11.9%	11.4%	104
▲ Dealing With Divorce	6.9%	4.5%	154
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	19.0%	27.0%	70
Finding/Providing Good Schools	25.1%	23.5%	107
▲ Dealing with Problems in Schools	19.4%	13.6%	143
↓ Dealing With Racial / Ethnic Prejudice	8.7%	13.1%	67
↓ Dealing With Neighborhood Gangs	6.7%	8.5%	79
↓ Dealing with Social Injustice	7.5%	11.3%	66
HOPES AND DREAMS:			
Achieving Long-term Financial Security	48.0%	50.6%	95
↓ Finding Time for Recreation / Leisure	21.1%	25.3%	84
Finding Better Quality Healthcare	24.3%	23.9%	101
↓ Finding A Satisfying Job / Career	17.3%	19.3%	89
Finding Retirement Opportunities	18.4%	18.9%	97
▲ Achieving A Fulfilling Marriage	28.4%	22.3%	127
Developing Parenting Skills	16.1%	14.7%	109
↓ Achieving Educational Objectives	6.4%	7.5%	86
SPIRITUAL / PERSONAL:			
Dealing With Stress	29.0%	29.8%	97
↓ Finding Companionship	14.1%	17.3%	82
▲ Finding A Good Church	26.1%	15.2%	172
▲ Finding Spiritual Teaching	20.1%	12.9%	155
Finding Life Direction	13.0%	14.0%	93

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KEY VALUES INDICATOR

Estimated 2021 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	87.7%	84.5%	104
“God is actively involved in the world including nations and their governments”	68.6%	63.8%	108

SOCIETY:

“It is important to preserve the traditional American family structure”	94.1%	91.5%	103
“A healthy environment has become a national crisis”	81.8%	82.8%	99
“Public education is essential to the future of American society”	93.4%	94.0%	99

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	47.7%	50.1%	95
“The role of Churches / Synagogues is to help form and support moral values”	83.0%	81.1%	102
“Churches and religious organizations should provide more human services”	58.8%	62.6%	94

RACIAL / ETHNIC CHANGE:

↓ “The United States must open its doors to all people groups”	32.0%	36.3%	88
“The changing racial / ethnic face of America is a threat to our national heritage”	37.6%	36.3%	104

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2021 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	60.6%	59.8%	101
More than \$500 per year	32.0%	31.2%	103
More than \$1,000 per year	18.9%	17.4%	109

TO CHARITIES:

↓ More than \$100 per year	26.5%	33.7%	79
↓ More than \$500 per year	4.1%	6.8%	60
↓ More than \$1,000 per year	0.8%	2.3%	35

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	9.6%	16.1%	60
↓ More than \$500 per year	2.2%	4.3%	51
↓ More than \$1,000 per year	1.0%	2.2%	45

Ministry Area Profile 2021
Compass
REPORT

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Table of Contents

FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD	6
CHURCH CONTACT METHODS RATED POOR	6



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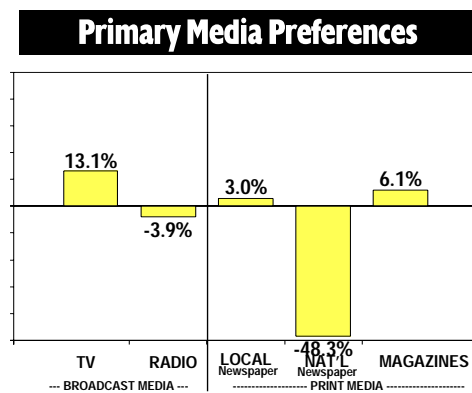
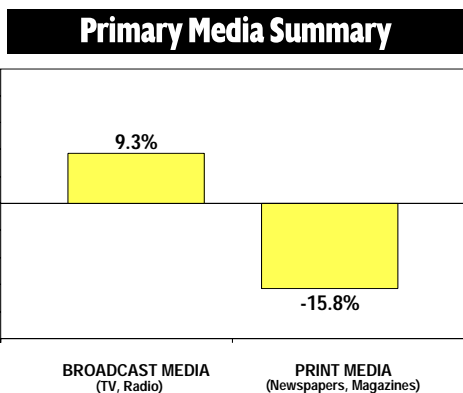
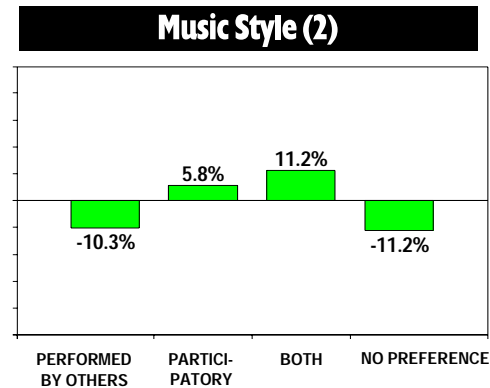
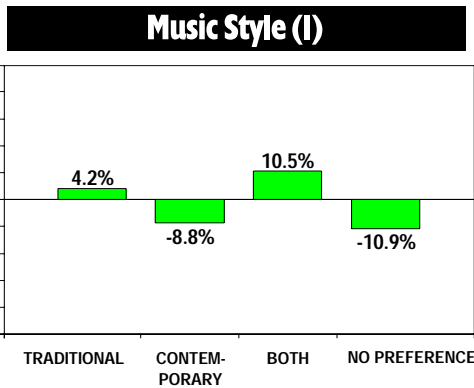
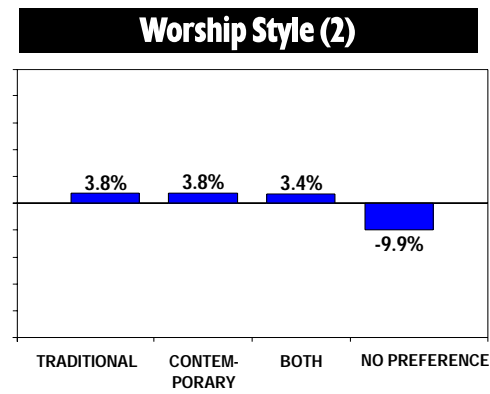
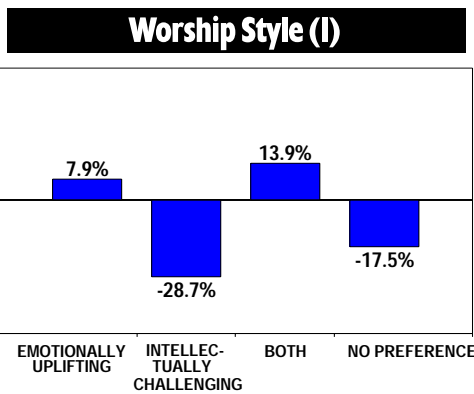
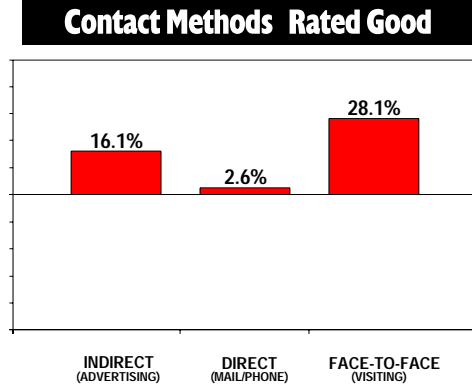
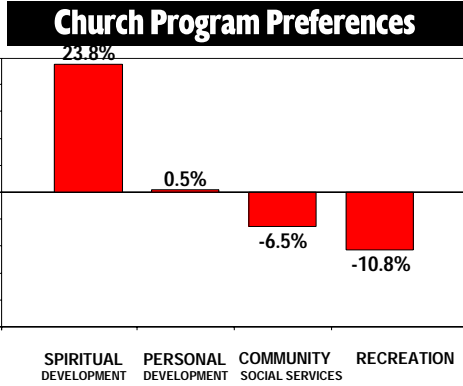
FingerPrint

Your Area Compared To The U.S.

Coordinates: 37:42.07 87:17.32
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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	62.5%	41.1%	152
Adult Theological Discussion Groups	21.3%	22.5%	95
↓ Spiritual Retreats	9.4%	11.6%	80

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	16.4%	15.2%	108
Parent Training Programs	8.4%	7.8%	108
↓ Twelve Step Programs	2.1%	3.5%	61
↓ Divorce Recovery	2.1%	2.4%	86

COMMUNITY/SOCIAL SERVICES:

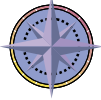
Personal or Family Counseling	23.7%	22.5%	105
↓ Care for the Terminally Ill	13.8%	15.7%	88
Food and Clothing Resources	10.2%	11.1%	92
↓ Day Care Services	4.8%	6.1%	79
↓ Church Sponsored Day-School	4.6%	5.7%	81

RECREATION:

Youth Social Programs	32.4%	29.7%	109
Family Activities and Outings	33.4%	32.8%	102
↓ Active Retirement Programs	21.3%	26.8%	80
↓ Cultural Programs (Music, Drama, Art)	10.3%	18.9%	54
↓ Sports or Camping	4.8%	6.3%	76

SUMMARY

▲ Spiritual Development Index	124
Personal Development Index	101
Community/Social Services Index	94
↓ Recreation Index	89



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Style

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WORSHIP STYLE INDICATOR

Estimated 2021 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	28.4%	26.4%	108
↓ B. Intellectually Challenging	7.9%	11.1%	71
▲ C. Both A and B	44.6%	39.2%	114
↓ D. No Preference or Not Interested	19.3%	23.4%	83

PART 2:

A. Traditional/Formal/Ceremonial	21.0%	20.2%	104
B. Contemporary/Informal	27.3%	26.3%	104
C. Both A and B	27.4%	26.5%	103
D. No Preference or Not Interested	24.3%	26.9%	90

MUSIC STYLE INDICATOR

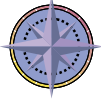
Estimated 2021 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	25.4%	24.4%	104
B. Contemporary	18.0%	19.7%	91
C. Both A and B	34.4%	31.1%	110
↓ D. No Preference or Not Interested	22.1%	24.8%	89

PART 2:

A. Performed by Others	16.8%	18.7%	90
B. Participatory	24.3%	22.9%	106
▲ C. Both A and B	35.8%	32.2%	111
↓ D. No Preference or Not Interested	23.3%	26.2%	89



Ministry Area Profile 2021 Compass REPORT

Style

Coordinates: 37:42.07 87:17.32
Date: 7/30/2021

Prepared For:
Sorgo and Bushy Fork Potential
9321, 9661 Ky 56
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

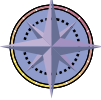
Estimated 2021 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:			
↓ A. Community	19.0%	22.0%	86
B. Personal Spiritual Development	14.7%	14.3%	103
▲ C. Both A and B	42.9%	37.4%	115
↓ D. No Preference or Not Interested	23.5%	26.3%	89
PART 2:			
↓ A. Global Mission	5.4%	6.2%	87
B. Local Mission	34.0%	33.3%	102
▲ C. Both A and B	34.3%	30.1%	114
↓ D. No Preference or Not Interested	26.4%	30.4%	87

CHURCH ARCHITECTURE INDICATOR

Estimated 2021 Households Likely to Prefer Church Architecture which is:

PART 1:			
A. Traditional	29.3%	26.6%	110
↓ B. Contemporary	11.4%	15.9%	71
▲ C. Both A and B	38.5%	32.3%	119
↓ D. No Preference or Not Interested	21.3%	25.1%	85
PART 2:			
▲ A. Somber/Serious	10.4%	9.4%	111
B. Light and Airy	32.0%	34.7%	92
▲ C. Both A and B	33.6%	27.7%	121
↓ D. No Preference or Not Interested	23.9%	28.2%	85



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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	53.4%	47.3%	113
Radio	12.8%	13.3%	96
PRINT MEDIA:			
↓ Local Newspaper	31.7%	36.1%	88
↓ National Newspaper	2.2%	4.3%	52
Magazines	2.2%	2.4%	92

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	30.3%	31.9%	95
▲ Radio	26.7%	23.8%	112
PRINT MEDIA:			
Local Newspaper	33.7%	32.7%	103
↓ National Newspaper	4.2%	5.8%	73
Magazines	7.5%	7.0%	106

SUMMARY

Overall Broadcast Media Index (100 = Average)	106
Overall Print Media Index	92



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	42.6%	36.2%	117
▲ Putting Ad in Local Newspaper	40.5%	33.8%	120
▲ Local Cable Channels	33.6%	30.4%	111

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	53.4%	53.7%	99
Calling and Offering to Send Information By Mail	30.5%	29.5%	103
▲ Calling and Discussing on the Phone	13.8%	12.0%	115

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	25.4%	20.1%	126
▲ Going Door to Door	18.2%	14.0%	130

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	14.4%	19.6%	73
↓ Putting Ad in Local Newspaper	14.3%	21.5%	66
↓ Local Cable Channels	25.1%	30.7%	82

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	10.5%	13.3%	78
↓ Calling and Offering to Send Information By Mail	30.0%	34.0%	88
Calling and Discussing on the Phone	55.1%	60.6%	91

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	42.0%	49.6%	85
↓ Going Door to Door	52.8%	64.0%	83

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	116
Direct Methods Index	103
▲ Face-to-Face Methods Index	128

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	75
↓ Direct Methods Index	88
↓ Face-to-Face Methods Index	83