

ministry area profile 2022

South Portsmouth/South Shore
Greenup Ascñ

Study Area Definition:
Zip Code 41175



ID# 297801:297801

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How many people live in the defined study area?

Currently, there are 4,985 persons residing in the defined study area. This represents a decrease of 528 or 9.6% since 2000. During the same period of time, the U.S. as a whole grew by 18.8%. (see page 4)



Is the population in this area projected to grow?

No, between 2022 and 2027, the population is projected to decrease by 1.3% or 65 persons. During the same period, the U.S. population is projected to grow by 3.2%. (see page 4)



How much lifestyle diversity is represented?

The lifestyle diversity in the area is *extremely low* with just 9 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Rural Working Families* representing 55.9% of all households. (see pages 13 and 14)



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

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very low*. Among individual groups, *Anglos* represent 97.3% of the population and all other racial/ethnic groups make up just 2.7% which is well below the national average of 41%. The largest of these groups, *Native-Americans/Others*, accounts for 1.5% of the total population. *Native-Americans/Others* are also projected to be the fastest growing group increasing by 10.9% between 2022 and 2027. (see pages 4 and 7)



What are the major generational groups represented?

The largest age group in terms of numbers is *Survivors* (age 41 to 61) comprised of 1,340 persons or 26.9% of the total population in the area. *Silents* (age 80 to 97) make up 5.0% of the population which compared to a national average of 4.0% makes them the most over-represented group in the area. (see page 4)



Overall, how traditional are the family structures?

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



How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *very low*. While 85.1% of the population aged 25 and over have graduated from high school as compared to the national average of 88.5%, college graduates account for 13.0% of those over 25 in the area versus 32.9% in the U.S. (see page 8)



Which household concerns are unusually high in the area?

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



What is the likely faith receptivity?

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



What is the likely giving potential in the area?

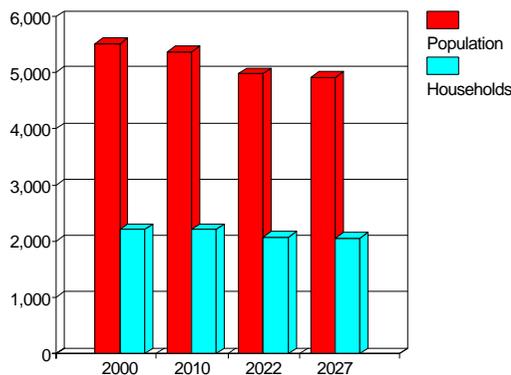
Based upon the average household income of \$69,683 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

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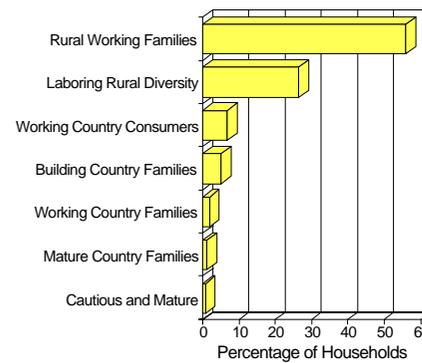
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Population and Households

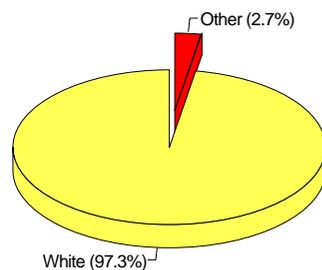


Primary U.S. Lifestyles Segments-2022

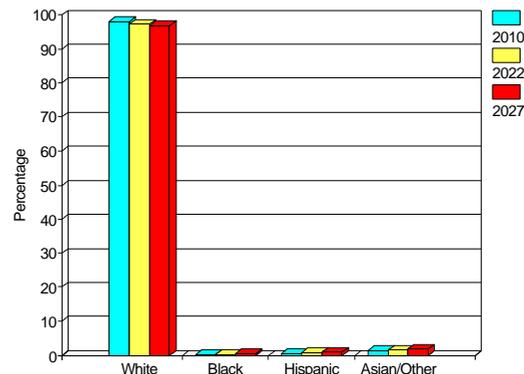


The population in the study area has decreased by 386 persons, or 7.2% since 2010 and is projected to decrease by 65 persons, or 1.3% between 2022 and 2027. The number of households has decreased by 135, or 6.1% since 2010 and is projected to decrease by 21, or 1.0% between 2022 and 2027.

Population By Race/Ethnicity-2022

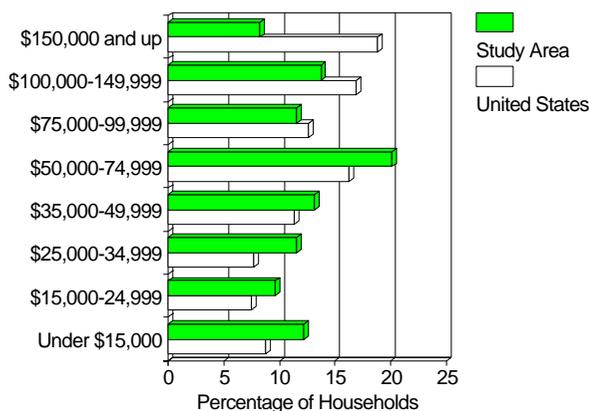


Population By Race/Ethnicity Trend

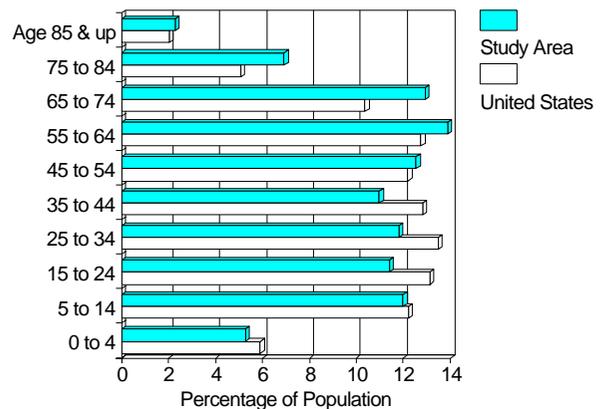


Between 2022 and 2027, the White population is projected to decrease by 80 persons and to decrease from 97.3% to 97.0% of the total population. The Black population is projected to remain stable at 0.3% of the total. The Hispanic/Latino population is projected to increase from 0.7% to 0.9% of the total. The Asian/Other population is projected to increase from 1.6% to 1.8% of the total population.

Households By Income-2022



Population by Age-2022

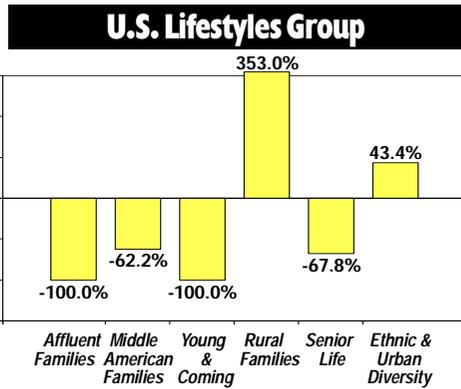


The average household income in the study area is \$69683 a year as compared to the U.S. average of \$103625. The average age in the study area is 42.7 and is projected to increase to 43.4 by 2027. The average age in the U.S. is 40.0 and is projected to increase to 40.8 by 2027.

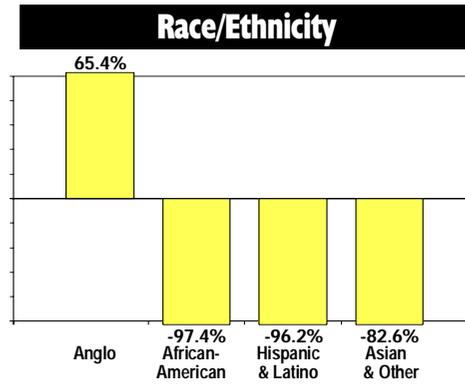
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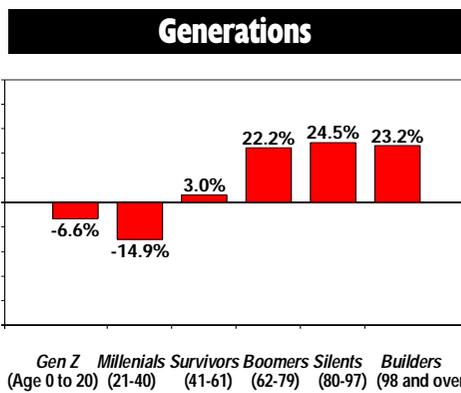
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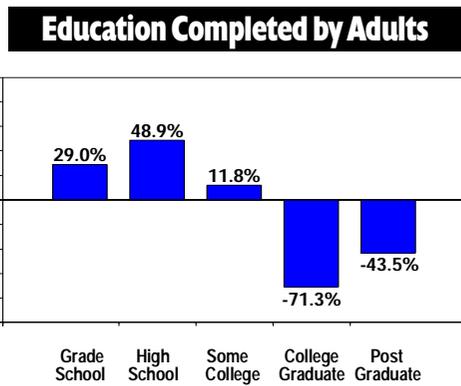
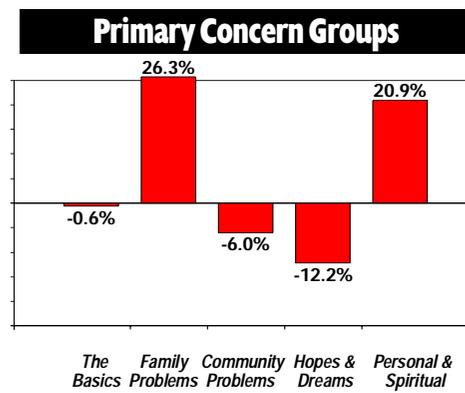
Percentage Above Average
← U.S. Average →
Percentage Below Average



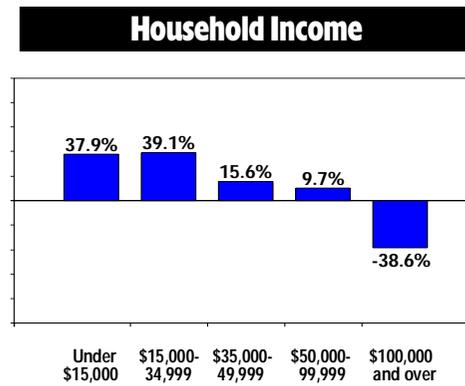
Percentage Above Average
← U.S. Average →
Percentage Below Average



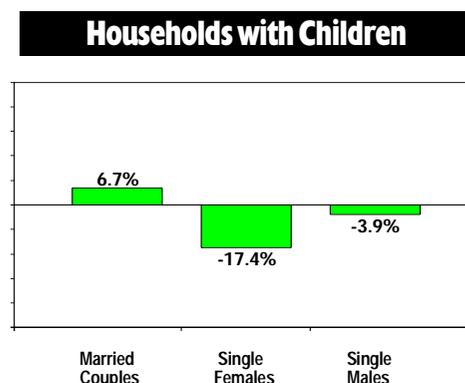
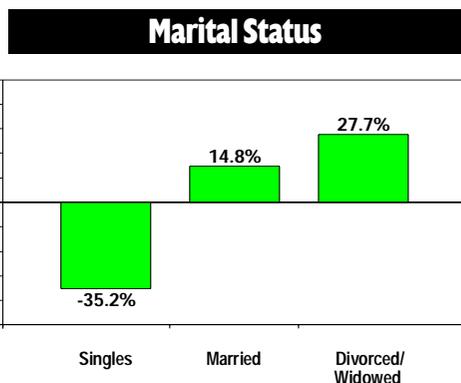
Percentage Above Average
← U.S. Average →
Percentage Below Average



Percentage Above Average
← U.S. Average →
Percentage Below Average



Percentage Above Average
← U.S. Average →
Percentage Below Average



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POPULATION						
	2000 Census		2010 Census		2022 Update	2027 Projection
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
↓ Population	5,513		5,371		4,985	4,920
Population Change			(142)		(386)	(65)
Percentage Change			-2.6%		-7.2%	-1.3%
Average Annual Growth Rate			-0.3%		-0.6%	-0.3%
↓ Density (Pop. per square mile)	70		68		63	62
HOUSEHOLDS						
↓ Households	2,211		2,207		2,072	2,051
Household Change			(4)		(135)	(21)
Percentage Change			-0.2%		-6.1%	-1.0%
Average Annual Growth Rate			-0.0%		-0.5%	-0.2%
↓ Persons Per Household	2.49		2.43		2.40	2.39
POPULATION BY RACE/ETHNICITY						
	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	5,268	98.1%	4,850	97.3%	4,770	97.0%
▲ African-American (Non-Hisp)	10	0.2%	16	0.3%	17	0.3%
▲ Hispanic/Latino	21	0.4%	36	0.7%	44	0.9%
▲ Asian/Other (Non-Hisp)	73	1.4%	82	1.6%	89	1.8%
POPULATION BY GENDER						
↓ Female	2,778	51.7%	2,561	51.4%	2,525	51.3%
▲ Male	2,594	48.3%	2,424	48.6%	2,395	48.7%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	583	10.9%	1,215	24.4%	1,460	29.7%
Millennials (Born 1982 to 2001)	1,291	24.0%	1,121	22.5%	1,146	23.3%
↓ Survivors (Born 1961 to 1981)	1,462	27.2%	1,340	26.9%	1,271	25.8%
↓ Boomers (Born 1943 to 1960)	1,243	23.1%	1,055	21.2%	917	18.6%
↓ Silents (Born 1925 to 1942)	667	12.4%	248	5.0%	124	2.5%
↓ Builders (Born 1924 and earlier)	71	1.3%	5	0.1%	1	0.0%
AGE						
▲ Average Age	39.9		42.7		43.4	
▲ Median Age	41.8		43.7		44.1	
INCOME						
▲ Average Household Income	\$42,805		\$69,683		\$79,007	
▲ Median Household Income	\$33,096		\$53,977		\$59,240	
▲ Per Capita Income	\$17,589		\$28,964		\$32,936	

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2022 Update		2027 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	8	0.3%	170	8.2%	244	11.9%
▲ \$100,000 to \$149,999	123	5.6%	285	13.8%	299	14.6%
▲ \$75,000 to \$99,999	147	6.7%	240	11.6%	263	12.8%
↓ \$50,000 to \$74,999	464	21.0%	415	20.0%	361	17.6%
↓ \$35,000 to \$49,999	337	15.3%	272	13.1%	276	13.5%
↓ \$25,000 to \$34,999	258	11.7%	240	11.6%	213	10.4%
↓ \$15,000 to \$24,999	349	15.8%	200	9.7%	171	8.3%
↓ Under \$15,000	522	23.6%	252	12.2%	224	10.9%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	321	6.0%	263	5.3%	263	5.3%
↓ Required Formal Schooling (5-17)	926	17.2%	782	15.7%	731	14.9%
▲ College Years, Career Starts (18-24)	401	7.5%	383	7.7%	411	8.4%
Singles and Young Families (25-34)	582	10.8%	588	11.8%	554	11.3%
↓ Families, Empty Nesters (35-54)	1,496	27.9%	1,171	23.5%	1,113	22.6%
Enrichment Years Singles/Couples (55-64)	681	12.7%	692	13.9%	654	13.3%
▲ Retirement Opportunities (65+)	910	16.9%	1,104	22.1%	1,193	24.2%
POPULATION BY AGE (DETAIL)						
Under 5 years	321	6.0%	263	5.3%	263	5.3%
↓ 5 to 9 years	327	6.1%	285	5.7%	258	5.2%
↓ 10 to 14 years	346	6.4%	312	6.3%	282	5.7%
15 to 17 years	253	4.7%	185	3.7%	191	3.9%
18 to 20 years	210	3.9%	170	3.4%	174	3.5%
21 to 24 years	191	3.6%	213	4.3%	237	4.8%
25 to 29 years	282	5.3%	317	6.4%	274	5.6%
30 to 34 years	300	5.6%	271	5.4%	280	5.7%
35 to 39 years	362	6.7%	263	5.3%	292	5.9%
↓ 40 to 44 years	336	6.3%	283	5.7%	251	5.1%
↓ 45 to 49 years	408	7.6%	317	6.4%	260	5.3%
50 to 54 years	390	7.3%	308	6.2%	310	6.3%
55 to 59 years	347	6.5%	353	7.1%	297	6.0%
▲ 60 to 64 years	334	6.2%	339	6.8%	357	7.3%
▲ 65 to 69 years	286	5.3%	317	6.4%	378	7.7%
▲ 70 to 74 years	238	4.4%	328	6.6%	349	7.1%
▲ 75 to 84 years	307	5.7%	344	6.9%	341	6.9%
▲ 85 or more years	79	1.5%	115	2.3%	125	2.5%

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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 (2022)	4,124			
↓ Single (Never Married)	904	21.9%	33.8%	65
Married	2,345	56.9%	49.5%	115
▲ Divorced/Widowed	876	21.2%	16.6%	128
Marital Status Females 15 and Older (2022)				
↓ Single (Never Married)	401	18.7%	30.8%	61
Married	1,177	54.9%	48.4%	114
▲ Divorced/Widowed	564	26.3%	20.8%	126
Marital Status Males 15 and Older (2022)				
↓ Single (Never Married)	503	25.4%	37.0%	69
Married	1,166	58.9%	50.7%	116
▲ Divorced/Widowed	312	15.7%	12.2%	129
FAMILY STRUCTURE				
Households By Type (2022)	2,072			
Married Couple	1,174	56.7%	48.8%	116
Other Family - Male Head of Household	84	4.1%	4.9%	83
↓ Other Family - Female Head of Household	202	9.7%	12.9%	76
Non Family - Male Head of Household	267	12.9%	15.8%	82
Non Family - Female Head of Household	346	16.7%	17.7%	95
Households With Children 0 to 18 (2022)				
Married Couple Family	450	70.0%	65.6%	107
Other Family - Male Head of Household	52	8.1%	8.4%	96
Other Family - Female Head of Household	133	20.7%	25.1%	83
▲ Non Family	8	1.2%	1.0%	129
Population By Household Type (2022)				
↓ Group Quarters	9	0.2%	2.4%	7

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GROUP QUARTERS				
Population In Group Quarters By Type (2022)	9			
↓ Correctional Facilities	0	0.0%	29.5%	0
↓ College Dorms	0	0.0%	32.0%	0
↓ Military	0	0.0%	4.5%	0
Nursing Homes	9	100.0%	18.7%	533
↓ Other	0	0.0%	15.3%	0
RACE/ETHNICITY				
Population By Race/Ethnicity (2022)	4,985			
▲ White (Non-Hispanic)	4,850	97.3%	58.8%	165
↓ African-American (Non-Hisp)	16	0.3%	12.5%	3
↓ Hispanic/Latino	37	0.7%	19.3%	4
↓ Native American (Non-Hisp)	28	0.6%	0.7%	77
↓ Asian (Non-Hisp)	5	0.1%	5.9%	2
↓ Hawaiian & Pacific Islander (Non-Hisp)	0	0.0%	0.2%	0
↓ Other Races & Multiple Races (Non-Hisp)	49	1.0%	2.7%	37
Asian Population By Race (2022)	5			
↓ Chinese	0	0.0%	22.7%	0
↓ Japanese	0	0.0%	4.0%	0
▲ Indian	4	80.0%	22.9%	349
↓ Korean	0	0.0%	7.9%	0
↓ Vietnamese	0	0.0%	10.1%	0
↓ Other Asian Races	1	20.0%	32.4%	62
Hispanic/Latino Population By Race (2022)	37			
White	20	54.1%	53.1%	102
↓ 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	17	45.9%	42.6%	108
Hispanic/Latino Population By Origin (2022)	37			
↓ Mexican	14	37.8%	61.6%	61
↓ Puerto Rican	2	5.4%	10.0%	54
↓ Cuban	1	2.7%	3.6%	75
▲ Other Hispanic Origin	19	51.4%	24.9%	207

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	1,267			
↓ Pre-Primary (Public)	31	2.4%	3.4%	71
↓ Pre-Primary (Private)	3	0.2%	2.6%	9
▲ Elementary/High School (Public)	896	70.7%	58.9%	120
↓ Elementary/High School (Private)	44	3.5%	6.6%	52
Enrolled in College	293	23.1%	28.4%	81
Population By Education Completed (Age 25 and over) (2022)	3,555			
Elementary (Less than 9 years)	190	5.3%	4.9%	109
▲ Some High School (9 to 11 years)	339	9.5%	6.6%	144
▲ High School Graduate (12 years)	1,425	40.1%	26.9%	149
Some College (13 to 15 years)	776	21.8%	20.1%	109
Associate Degree	364	10.2%	8.6%	119
↓ Bachelor's Degree	206	5.8%	20.2%	29
↓ Graduate Degree	255	7.2%	12.7%	57
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2022)	1,936			
TOTAL WHITE COLLAR	1,169	60.4%	61.7%	98
Executive and Managerial	173	8.9%	10.5%	85
▲ Professional Specialty	455	23.5%	17.3%	135
↓ Technical Support	60	3.1%	9.6%	32
Sales	166	8.6%	10.0%	86
Administrative Support & Clerical	315	16.3%	14.3%	114
TOTAL BLUE COLLAR	765	39.5%	38.3%	103
↓ Service: Private Households	20	1.0%	2.8%	37
↓ Service: Protective	26	1.3%	2.2%	62
Service: Other	120	6.2%	7.5%	83
↓ Farming, Forestry & Fishing	2	0.1%	0.7%	16
▲ Precision Production and Craft	294	15.2%	10.8%	141
Operators and Assemblers	58	3.0%	3.1%	97
Transportation and Material Moving	176	9.1%	7.6%	120
Laborers	69	3.6%	3.8%	95

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	Number	Percent		
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2022)	4,065			
↓ Employed	1,920	47.2%	60.5%	78
Unemployed	121	3.0%	3.0%	100
▲ Not in Labor Force	2,023	49.8%	36.5%	136
Total Female Pop. By Work Status (Age 20 to 64) (2013)				
↓ TOTAL WORKING	855	50.5%	66.8%	76
↓ With No Own Children	531	31.4%	42.2%	74
↓ With Own Children Age 0 to 5 only	40	2.4%	5.5%	43
↓ With Own Children Age 6 to 17 only	200	11.8%	14.8%	80
With Own Children Both Age 0 to 5 and 6 to 17	84	5.0%	4.3%	115
▲ TOTAL NOT WORKING (UNEMPLOYED)	174	10.3%	6.2%	165
▲ With No Own Children	135	8.0%	3.8%	213
▲ With Own Children Age 0 to 5 only	25	1.5%	0.7%	224
↓ With Own Children Age 6 to 17 only	13	0.8%	1.3%	61
↓ With Own Children Both Age 0 to 5 and 6 to 17	1	0.1%	0.5%	11
▲ TOTAL NOT IN THE LABOR FORCE	664	39.2%	27.0%	145
▲ With No Own Children	445	26.3%	17.1%	154
With Own Children Age 0 to 5 only	50	3.0%	2.6%	114
▲ With Own Children Age 6 to 17 only	118	7.0%	4.6%	150
With Own Children Both Age 0 to 5 and 6 to 17	51	3.0%	2.6%	114
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$26,500 for family of 4) (2022)	2,072			
Above Poverty Line (Households with Children)	1,257	61.3%	62.3%	98
↓ Above Poverty Line (Households without Children)	443	21.6%	27.0%	80
▲ Below Poverty Line (Households with Children)	201	9.8%	6.2%	158
▲ Below Poverty Line (Households without Children)	151	7.4%	4.6%	162
Households By Presence of Retirement Income (2013)				
▲ With Retirement Income	507	23.0%	17.6%	131
Without Retirement Income	1,802	81.6%	81.5%	100

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Study Area Definition:
Zip Code 41175

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		
HOUSING				
Occupied Units By Type (2022)	2,072			
▲ Owner Occupied	1,629	78.6%	65.2%	121
↓ Renter Occupied	443	21.4%	34.8%	61
↓ Median Rent (2013)	\$509		\$904	56
Structures By Number of Units (2022)	2,467			
Single Unit	1,895	76.8%	67.4%	114
↓ 3 to 4 Units	25	1.0%	7.9%	13
↓ 5 to 19 Units	68	2.8%	9.2%	30
↓ 20 to 49 Units	25	1.0%	3.7%	28
↓ 50 or more Units	7	0.3%	5.6%	5
▲ Mobile Home	447	18.1%	6.2%	294
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	15.16		2.56	591
Owner-Occupied Property Values (2022)	1,629			
▲ Under \$40,000	188	11.5%	4.2%	274
▲ \$40,000 to \$59,999	78	4.8%	2.1%	227
▲ \$60,000 to \$79,999	179	11.0%	2.9%	385
▲ \$80,000 to \$99,999	187	11.5%	3.6%	315
▲ \$100,000 to 149,999	345	21.2%	9.9%	213
▲ \$150,000 to \$199,999	289	17.7%	10.6%	167
\$200,000 to \$299,999	264	16.2%	19.1%	85
↓ \$300,000 to \$499,999	87	5.3%	24.2%	22
↓ \$500,000 to \$999,999	7	0.4%	17.2%	2
↓ \$1,000,000 and over	5	0.3%	6.1%	5
↓ Median Property Value	\$127,595		\$287,035	44

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HOUSING (CONTINUED)				
Housing Units By Year Built (2022)	2,467			
↓ 2010 and later	120	4.9%	11.0%	44
↓ 2000 to 2009	159	6.4%	13.5%	48
1990 to 1999	363	14.7%	13.2%	112
1980 to 1989	367	14.9%	12.6%	118
▲ 1970 to 1979	472	19.1%	14.2%	135
▲ 1960 to 1969	387	15.7%	9.8%	160
1950 to 1959	279	11.3%	9.5%	119
1949 or earlier	320	13.0%	16.2%	80
Households By Number of Persons (2022)	2,072			
1 Person Household	563	27.2%	27.3%	100
2 Person Household	746	36.0%	32.4%	111
3 Person Household	358	17.3%	16.3%	106
4 Person Household	252	12.2%	13.0%	93
↓ 5 Person Household	104	5.0%	6.4%	78
↓ 6 Person Household	34	1.6%	2.8%	59
↓ 7 or more Person Household	17	0.8%	1.9%	44
Average Persons Per Household	2.4		2.6	94
Households By Heating Type (2013)	2,309			
Utility and Other Gas	1,135	49.2%	54.0%	91
Electric	878	38.0%	36.1%	105
↓ Oil	67	2.9%	6.1%	47
▲ Coal and Wood	205	8.9%	2.2%	399
Solar/Other Fuel	11	0.5%	0.5%	96
↓ No Fuel Used	12	0.5%	0.9%	55

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TRANSPORTATION				
Households By Number of Vehicles (2022)	2,072			
↓ No Vehicles	39	1.9%	8.5%	22
↓ 1 Vehicle	534	25.8%	32.2%	80
2 Vehicle	738	35.6%	37.1%	96
▲ 3 or more Vehicles	762	36.8%	22.2%	166
Workers By Travel Time to Work (2022)	1,863			
Less than 15 minutes	546	29.3%	25.0%	117
15 to 29 minutes	648	34.8%	35.8%	97
30 to 44 minutes	432	23.2%	21.1%	110
↓ 45 to 59 minutes	121	6.5%	8.5%	77
↓ 60 or more minutes	114	6.1%	9.7%	63
Average Travel Time to Work (minutes)	26.7		29.8	90
Workers By Type of Transportation to Work (2022)	1,904			
Drive Alone	1,570	82.5%	76.5%	108
▲ Car Pool	257	13.5%	9.0%	150
↓ Public Transportation	2	0.1%	5.0%	2
↓ Walk to Work	29	1.5%	2.7%	57
↓ Other Means	0	0.0%	1.3%	0
↓ Work at Home	46	2.4%	5.5%	44

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SEGMENT GROUPS					
No.	Group Name <small>Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area</small>	Study Area		U.S. Average	U.S. Comparative Index
		Households	Percent.		
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,226	59.2%	13.1%	453
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	546	26.4%	18.4%	143
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	246	11.9%	31.4%	38
5	Senior Life (7, 20, 21, 22, 30 and 31)	46	2.2%	6.9%	32
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	0	0.0%	15.1%	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.		
38	Rural Working Families	1,159	55.9%	8.8%	639
42	Laboring Rural Diversity	546	26.4%	1.5%	1735
25	Working Country Consumers	140	6.8%	4.1%	164
28	Building Country Families	106	5.1%	2.8%	183
29	Working Country Families	38	1.8%	1.0%	191
31	Mature Country Families	24	1.2%	0.5%	215
20	Cautious and Mature	15	0.7%	2.6%	27
27	Country Family Diversity	14	0.7%	0.3%	199
33	Laboring Rural Families	12	0.6%	0.1%	424
49	Exception Households	10	0.5%	0.2%	193
21	Mature and Stable	6	0.3%	0.6%	51
35	Laboring Country Families	3	0.1%	2.7%	5
22	Mature and Established	1	0.0%	1.8%	3
16	Established Country Families	0	0.0%	6.4%	0
10	Suburban Mid-Life Families	0	0.0%	5.5%	0
15	Reliable Young Starters	0	0.0%	4.3%	0
40	Surviving Urban Diversity	0	0.0%	4.0%	0
18	Working Urban Families	0	0.0%	4.0%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
4	Educated Mid-Life Families	0	0.0%	3.4%	0

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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.		
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
39	New Beginning Urbanites	0	0.0%	2.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
32	Working Urban Life	0	0.0%	1.7%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	0	0.0%	1.5%	0
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
14	Secure Mid-Life Families	0	0.0%	0.7%	0
34	College and Career Starters	0	0.0%	0.6%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
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
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		2,074	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2022 Households Likely to Be:

▲ Strongly Involved with Their Faith	51.7%	35.4%	146
Somewhat Involved with Their Faith	30.9%	29.9%	103
↓ Not Involved with Their Faith	19.7%	34.7%	57

Estimated 2022 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	29.6%	22.1%	134
Decreased Their Involvement with Their Faith in the Last 10 Years	21.9%	23.7%	92

RELIGIOUS PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer:

▲ Adventist	1.1%	0.5%	210
▲ Baptist	45.5%	16.1%	283
↓ Catholic	9.4%	23.7%	40
↓ Congregational	1.4%	2.0%	69
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.1%	0.4%	23
↓ Episcopal	2.0%	2.9%	68
▲ Holiness	2.3%	0.8%	278
Jehovah's Witnesses	1.0%	1.1%	91
↓ Judaism	0.3%	3.2%	9
↓ Lutheran	1.2%	7.2%	17
▲ Methodist	12.9%	10.1%	128
↓ Mormon	0.4%	1.8%	22
↓ New Age	0.1%	0.6%	18
Non-Denominational / Independent	7.2%	6.9%	104
↓ Orthodox	0.1%	0.3%	33
▲ Pentecostal	3.4%	2.4%	139
Presbyterian / Reformed	4.5%	4.6%	98
↓ Unitarian / Universalist	0.1%	0.7%	20
Interested but No Preference	4.2%	3.9%	109
↓ Not Interested and No Preference	4.8%	11.1%	44
Likely to Have Changed Their Preference in the Last 10 Years	16.2%	16.8%	96

LEADERSHIP PREFERENCE INDICATOR

Estimated 2022 Households Likely to Prefer A Leader Who:

Tells them what to do	3.8%	4.0%	95
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	3.9%	4.8%	81
Works with them on deciding what to do and helps them do it	80.6%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2022 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
↓ Maintaining Personal Health	37.7%	43.5%	87
▲ Finding/Providing Health Insurance	35.0%	29.0%	121
Day-to-Day Financial Worries	32.8%	31.6%	104
Finding Employment Opportunities	14.7%	14.4%	102
↓ Finding Affordable Housing	7.1%	11.3%	63
Providing Adequate Food	9.3%	8.6%	109
▲ Finding Child Care	7.0%	6.3%	113
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	22.0%	16.7%	131
▲ Dealing With Teen / Child Problems	27.1%	20.7%	131
Finding/Providing Aging Parent Care	16.1%	15.5%	104
▲ Dealing With Abusive Relationships	15.0%	11.4%	132
▲ Dealing With Divorce	6.7%	4.5%	151
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	21.7%	27.0%	81
Finding/Providing Good Schools	24.4%	23.5%	104
▲ Dealing with Problems in Schools	20.4%	13.6%	150
↓ Dealing With Racial / Ethnic Prejudice	10.8%	13.1%	82
↓ Dealing With Neighborhood Gangs	6.8%	8.5%	80
↓ Dealing with Social Injustice	7.0%	11.3%	62
HOPES AND DREAMS:			
↓ Achieving Long-term Financial Security	43.0%	50.6%	85
↓ Finding Time for Recreation / Leisure	16.3%	25.3%	64
Finding Better Quality Healthcare	24.8%	23.9%	104
↓ Finding A Satisfying Job / Career	15.3%	19.3%	79
Finding Retirement Opportunities	17.9%	18.9%	95
Achieving A Fulfilling Marriage	24.3%	22.3%	109
Developing Parenting Skills	14.5%	14.7%	98
↓ Achieving Educational Objectives	4.4%	7.5%	58
SPIRITUAL / PERSONAL:			
Dealing With Stress	27.2%	29.8%	91
↓ Finding Companionship	13.0%	17.3%	75
▲ Finding A Good Church	30.1%	15.2%	198
▲ Finding Spiritual Teaching	24.3%	12.9%	188
Finding Life Direction	13.2%	14.0%	95

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KEY VALUES INDICATOR

Estimated 2022 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	91.2%	84.5%	108
▲ “God is actively involved in the world including nations and their governments”	77.2%	63.8%	121

SOCIETY:

“It is important to preserve the traditional American family structure”	94.8%	91.5%	104
“A healthy environment has become a national crisis”	80.6%	82.8%	97
“Public education is essential to the future of American society”	95.0%	94.0%	101

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”	85.4%	81.1%	105
“Churches and religious organizations should provide more human services”	63.6%	62.6%	102

RACIAL / ETHNIC CHANGE:

↓ “The United States must open its doors to all people groups”	31.3%	36.3%	86
▲ “The changing racial / ethnic face of America is a threat to our national heritage”	40.8%	36.3%	112

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2022 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	64.2%	59.8%	107
More than \$500 per year	33.2%	31.2%	106
More than \$1,000 per year	18.9%	17.4%	109

TO CHARITIES:

↓ More than \$100 per year	22.3%	33.7%	66
↓ More than \$500 per year	2.9%	6.8%	43
↓ More than \$1,000 per year	1.2%	2.3%	52

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	9.8%	16.1%	61
↓ More than \$500 per year	2.5%	4.3%	58
↓ More than \$1,000 per year	1.0%	2.2%	45

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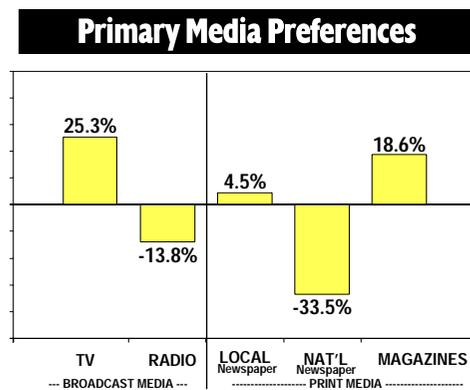
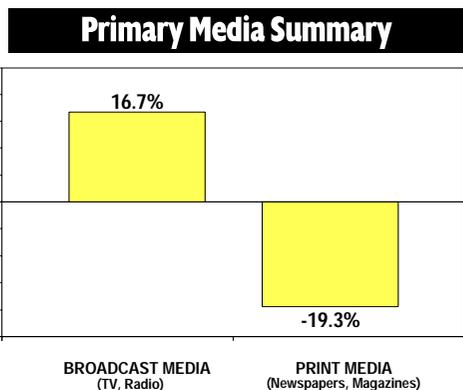
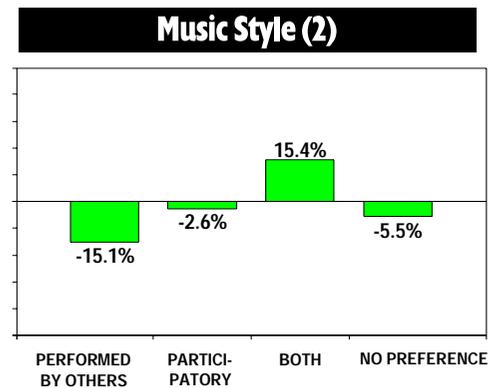
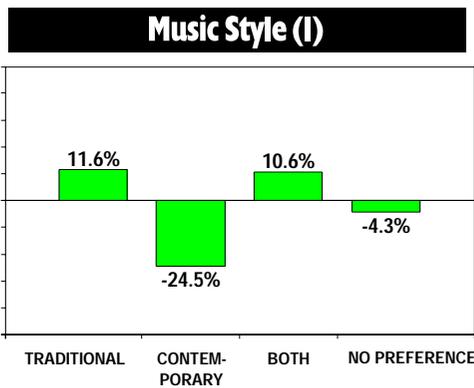
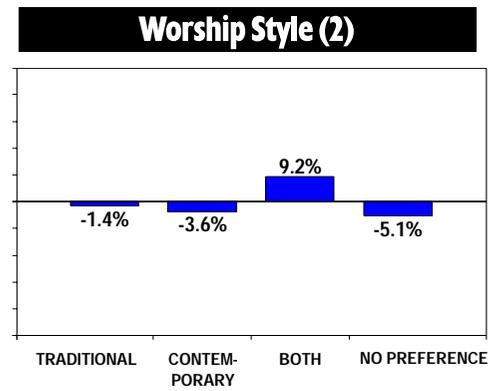
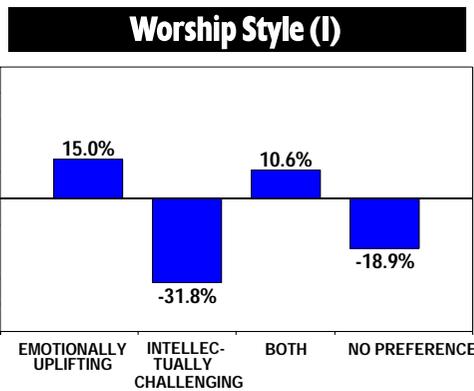
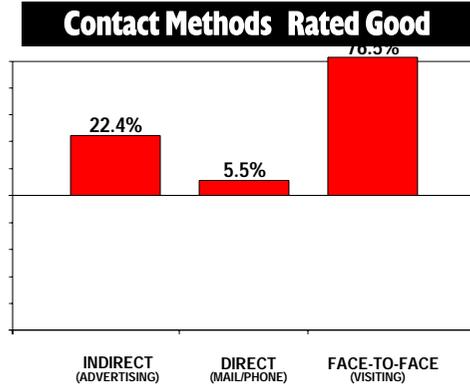
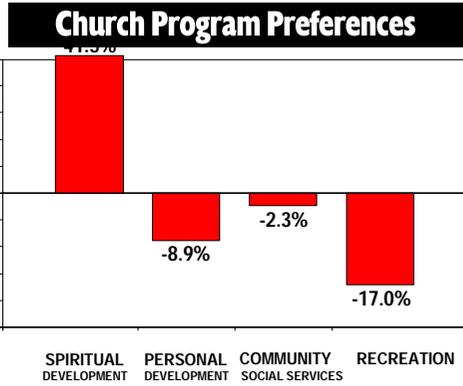
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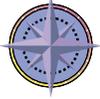


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CHURCH PROGRAM PREFERENCE INDICATOR

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

SPIRITUAL DEVELOPMENT:			
▲ Bible Study Discussion and Prayer Groups	73.1%	41.1%	178
Adult Theological Discussion Groups	20.8%	22.5%	92
Spiritual Retreats	12.6%	11.6%	109
PERSONAL DEVELOPMENT:			
Marriage Enrichment Opportunities	13.8%	15.2%	91
Parent Training Programs	7.0%	7.8%	90
↓ Twelve Step Programs	2.8%	3.5%	82
Divorce Recovery	2.7%	2.4%	110
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	24.6%	22.5%	109
Care for the Terminally Ill	15.4%	15.7%	99
Food and Clothing Resources	10.6%	11.1%	95
↓ Day Care Services	4.4%	6.1%	73
↓ Church Sponsored Day-School	4.6%	5.7%	80
RECREATION:			
Youth Social Programs	32.1%	29.7%	108
Family Activities and Outings	32.0%	32.8%	98
↓ Active Retirement Programs	18.5%	26.8%	69
↓ Cultural Programs (Music, Drama, Art)	8.9%	18.9%	47
↓ Sports or Camping	3.5%	6.3%	56

SUMMARY

▲ Spiritual Development Index	141
Personal Development Index	91
Community/Social Services Index	98
↓ Recreation Index	83



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WORSHIP STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Worship which is:

PART 1:

▲ A. Emotionally Uplifting	30.3%	26.4%	115
↓ B. Intellectually Challenging	7.6%	11.1%	68
▲ C. Both A and B	43.3%	39.2%	111
↓ D. No Preference or Not Interested	19.0%	23.4%	81

PART 2:

A. Traditional/Formal/Ceremonial	20.0%	20.2%	99
B. Contemporary/Informal	25.4%	26.3%	96
C. Both A and B	29.0%	26.5%	109
D. No Preference or Not Interested	25.6%	26.9%	95

MUSIC STYLE INDICATOR

Estimated 2022 Households Likely to Prefer Church Music which is:

PART 1:

▲ A. Traditional	27.3%	24.4%	112
↓ B. Contemporary	14.9%	19.7%	76
▲ C. Both A and B	34.4%	31.1%	111
D. No Preference or Not Interested	23.7%	24.8%	96

PART 2:

↓ A. Performed by Others	15.9%	18.7%	85
B. Participatory	22.3%	22.9%	97
▲ C. Both A and B	37.1%	32.2%	115
D. No Preference or Not Interested	24.7%	26.2%	94



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Style

Date: 8/3/2022

Prepared For:
South Portsmouth/South Shore
Greenup Asc'n

Study Area Definition:
Zip Code 41175

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

PART 1:

↓ A. Community	18.3%	22.0%	83
B. Personal Spiritual Development	14.9%	14.3%	104
▲ C. Both A and B	41.9%	37.4%	112
D. No Preference or Not Interested	24.9%	26.3%	95

PART 2:

A. Global Mission	6.4%	6.2%	104
B. Local Mission	31.7%	33.3%	95
▲ C. Both A and B	34.0%	30.1%	113
D. No Preference or Not Interested	28.0%	30.4%	92

CHURCH ARCHITECTURE INDICATOR

Estimated 2022 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	29.3%	26.6%	110
↓ B. Contemporary	9.7%	15.9%	61
▲ C. Both A and B	37.8%	32.3%	117
D. No Preference or Not Interested	23.7%	25.1%	95

PART 2:

▲ A. Somber/Serious	10.7%	9.4%	114
↓ B. Light and Airy	27.9%	34.7%	80
▲ C. Both A and B	36.2%	27.7%	130
D. No Preference or Not Interested	25.8%	28.2%	91



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
▲ Television	59.2%	47.3%	125
↓ Radio	11.5%	13.3%	86
PRINT MEDIA:			
↓ Local Newspaper	30.0%	36.1%	83
↓ National Newspaper	2.9%	4.3%	67
↓ Magazines	1.7%	2.4%	72

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
↓ Television	28.2%	31.9%	88
▲ Radio	28.1%	23.8%	118
PRINT MEDIA:			
Local Newspaper	34.2%	32.7%	104
National Newspaper	5.2%	5.8%	90
▲ Magazines	8.4%	7.0%	119

SUMMARY

Overall Broadcast Media Index (100 = Average)	109
Overall Print Media Index	93



Ministry Area Profile 2022 Compass REPORT

Communication

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CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):

▲ Local Radio Announcements or Advertisements	45.0%	36.2%	124
▲ Putting Ad in Local Newspaper	42.4%	33.8%	125
▲ Local Cable Channels	35.6%	30.4%	117

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	50.7%	53.7%	94
Calling and Offering to Send Information By Mail	31.8%	29.5%	108
▲ Calling and Discussing on the Phone	18.0%	12.0%	150

FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	35.3%	20.1%	175
▲ Going Door to Door	24.9%	14.0%	178

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):

↓ Local Radio Announcements or Advertisements	13.7%	19.6%	70
↓ Putting Ad in Local Newspaper	15.0%	21.5%	70
↓ Local Cable Channels	24.4%	30.7%	79

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	12.1%	13.3%	90
↓ Calling and Offering to Send Information By Mail	27.5%	34.0%	81
↓ Calling and Discussing on the Phone	49.3%	60.6%	81

FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	33.3%	49.6%	67
↓ Going Door to Door	46.7%	64.0%	73

SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	122
Direct Methods Index	106
▲ Face-to-Face Methods Index	177

SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	74
↓ Direct Methods Index	82
↓ Face-to-Face Methods Index	70