



HERITAGE BAPTIST CHURCH

1200 Bayshore Rd · Bayport, VA 22000

8-MILE RADIUS | U.S. CENSUS ACS 2019–2023 | June 04, 2026

KEY COMMUNITY FACTS

72,000

Population

37.9

Median Age

2.68

Avg. Household Size

\$114,200

Median HH Income

\$403,900

Median Home Value

\$1,505

Avg. Monthly Rent

72.6%

Homeownership Rate

3.2%

Unemployment Rate

7.9%

Poverty Rate

ABOUT THIS REPORT

God placed your church at this location to reach the people around you. This report uses public data — the U.S. Census American Community Survey (ACS) 2019–2023 and CDC PLACES — to describe approximately 72,000 people living within 8 miles of your address. Because Heritage Baptist sits in a coastal county with a large military presence, your radius captures a distinctive community: suburban neighborhoods like Riverside and Harbor Glen, the rural stretches of Cedar Point and Oak Ridge, and a steady rotation of military families stationed at the nearby installation. What follows is a 10-page summary designed to help you pray specifically and plan strategically for the community God has placed you in.

The first half of the report moves from strategy to detail. Page 2 (Ministry Insights) lays out six research-backed outreach opportunities drawn from your neighborhood's demographics. Page 3 (Demographics) covers the generational breakdown, racial and ethnic composition, and marital status of the adults around you. Page 4 (Economics) presents household income, educational attainment, and employment. Page 5 (Housing & Transportation) examines housing tenure, cost burden, commute patterns, and at-risk indicators such as poverty, disability, and vehicle access.

The second half turns to people and place. Page 6 (Health Profile) reports CDC PLACES data on chronic disease, mental health, and preventive care. Page 7 (Language & Mobility) covers the languages spoken at home, English proficiency, and how long residents have lived in the community. Page 8 (Population Growth) shows demographic change by race and ethnicity. Page 9 (Family Structure & Children) details household composition, single-parent rates, and children by age group. Page 10 (Civic & Political Profile) reviews voter registration, recent election results, and what they mean for your ministry.

HOW THIS GEOGRAPHY WAS DEFINED

An 8-mile straight-line radius was drawn from 1200 Bayshore Rd, Bayport, VA (37.45 N, 76.35 W). The area covers approx. 201 sq. miles encompassing Bayport, Riverside (5.4 mi), Harbor Glen (7.4 mi), Cedar Point (7.5 mi), and surrounding rural Coastal County. Population density: ~358 persons/sq. mile. This radius is a ministry planning tool, not a hard boundary — demographic data is drawn from U.S. Census tracts that approximate the circle. Communities near the edge may be partially included; Millbrook (10.3 mi) and College Park (13.4 mi) fall outside it. Think of the line as a soft guide: it shows where your primary ministry neighborhood begins to thin out, not where it stops entirely.

MINISTRY STRATEGY — Your Community at a Glance

Six data-driven insights for local church outreach



Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

The data on the following pages is only useful if it shapes action. Below are six specific, research-backed ministry opportunities revealed by your community's demographics — connecting local census data with national church research.

1

Your Neighborhood Matches the Profile of Lapsed Catholics — Exactly

DATA: 42.5% of your neighbors hold a bachelor's degree or higher. Median age is 37.9 — peak Millennial and Gen X. Median household income is \$114,200. This is the precise demographic fingerprint of adults who left organized religion between 2010 and 2020, and this county's Catholic heritage means many of them grew up in the Church.

TREND: Pew Research (2024): 1 in 3 Americans raised Catholic have left — and the exit is concentrated among college-educated adults aged 30–45 with higher incomes. They didn't leave because of theology. They left because no one noticed when they stopped showing up. They remain the most theologically fluent, spiritually curious, and relationally reachable unchurched population in America.

ACTION: Design your entry points for people who already know the words but lost the connection. A 'Questioning Faith' conversation series, small groups that skip the Sunday-school script, and a culture where doubt is welcomed before belief is assumed — these are the specific conditions that bring educated, formerly churchd adults back through a door they thought they'd closed for good.

2

One in Five of Your Neighbors Works on a Military Installation — and Moves Every Few Years

DATA: Defense and government workers are your single largest employment sector at 20.5%. Your mobility data shows 3% of residents moved from out of state last year — driven by military orders. Cross-reference that with 19.5% depression rates and a mental health provider shortage, and you have a population that cycles through your community under significant stress, with thin local roots and almost no therapeutic safety net.

TREND: LifeWay Research (2022): Military families are the most church-receptive population in America during the first 90 days after a move — and the least retained after 12 months. The reason is almost always the same: they were welcomed on Sunday but never connected during the week.

ACTION: Build a military family team made up of veterans and military spouses already in your congregation — people who've lived the deployment cycle and know what reintegration actually costs. Create a 48-hour contact system for new arrivals. The window is short. A family that finds genuine community in the first three months stays for their entire tour.

3

The Numbers Say Thriving. The Health Data Says Otherwise.

DATA: Median household income is \$114,200. 47% of households earn over \$100K. 72.6% own their homes. By every economic measure, this community is doing well. Then look at the health data: 19.5% diagnosed with depression, 20.2% excessive drinking, 23.5% physically inactive — all in a county designated a mental health provider shortage area. These are not the numbers of a community at peace.

TREND: Barna Research (2023): Affluent adults report lower rates of meaningful community belonging than any other income group. Financial security removes practical reasons to need people — which quietly accelerates isolation. Add a 30-minute mean commute, a military deployment culture, and a peninsula geography that limits after-work social options, and the conditions for loneliness are built into the landscape.

ACTION: Preach honestly to the exhausted high-achiever — the person who looks fine from the outside and is running on empty. A 'Margin' or 'Enough' series that names the gap between financial success and genuine fulfillment will land hard in this zip code. Then back it up with small groups built on honesty, not performance. That combination — honest preaching plus real community — is the specific antidote this neighborhood needs.

4

10% of Your Neighbors Spend 2+ Hours a Day in a Car

DATA: The mean commute in your radius is 30.4 minutes — but that average hides the real story. 10% of residents commute 60 minutes or more each way to the nearest metro area or military installations. Another 10.2% commute 45–59 minutes. That's roughly 14,400 people spending 90 minutes to 2+ hours in a car every workday. 76.5% drive alone. Only 0.8% use public transit. This community is physically isolated from where it works — and that has consequences for where it connects.

TREND: Harvard Study of Adult Development (2023): Commutes over 45 minutes are among the strongest independent predictors of social isolation — reducing participation in community organizations, including churches, by roughly one third compared to people who live near work.

ACTION: Make Sunday morning worth the only drive your neighbors are choosing to take for themselves. Start on time, end on time, deliver something they couldn't get from a podcast. Then add a mid-week option — 60 minutes, local, no childcare needed — for the person who has nothing left by Friday. The commuter isn't going to build community in the metro area. Your building is 10 minutes from their front door.

5

15,600 Children — and the Parents Raising Them Are Watching You

DATA: There are 15,600 children under 18 in your 8-mile radius — 21.7% of the total population. 9,700 households are actively raising children right now. Millennials are 25.2% of your community and Gen X another 20.5% — together, they are the parents of almost every one of those kids. This is not a future demographic opportunity. This is your primary ministry audience today.

TREND: Pew Research (2023): Young parents with children are the single most church-receptive adult demographic — and the most likely to return to faith after years away. The primary driver of that return is almost always the same: they want their children to have what they had, or what they wish they'd had.

ACTION: Invest disproportionately in children's ministry — not as a draw, but as a genuine act of love for 15,600 kids who live within 8 miles of your front door. Parents in this age range choose a church based on whether their children want to go back. Reach the child on Sunday; you have a conversation with the parent by Wednesday. The 9,700 families raising kids in your radius are your most direct path to the next generation of the church.

6

Behind the Median Income: 1,400 Children in Poverty and 700 Grandparents Raising Kids

DATA: Your community's \$114,200 median income is real — but it is not evenly distributed. 1,400 children in your radius live below the poverty line. 24% of families with children are headed by a single mother — roughly 2,300 households. 6% are single-father households. And 700 households are grandparents who have stepped back in to raise their grandchildren, often due to parental absence, addiction, or incarceration.

TREND: These numbers don't come from a national study. They come from your specific neighborhood's Census data. In a community this affluent, these families are statistically invisible — they don't shape the averages, they don't live in the new subdivisions, and they are the least likely to walk into a church on their own.

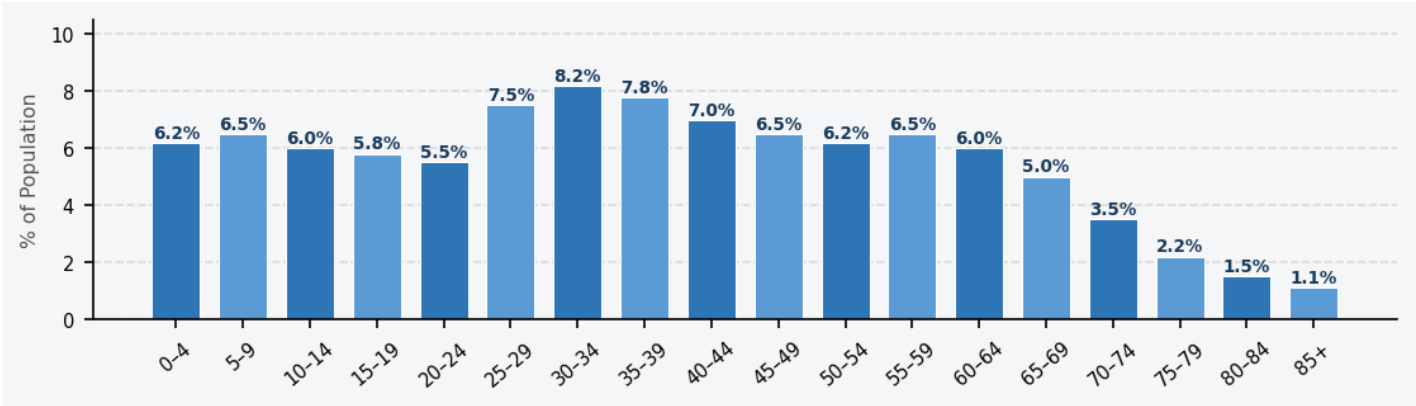
ACTION: Launch a tangible family support ministry: a weekly food pantry, a school-supply drive in August, a grandparents support group, or a single-parent night out with free childcare. These are not charity programs — they are the front door of your church for the 4,000+ people in your radius who are raising children under significant financial and relational stress. In a wealthy county, this ministry makes your church unmistakably different.

PEOPLE — Age, Generations & Household Structure

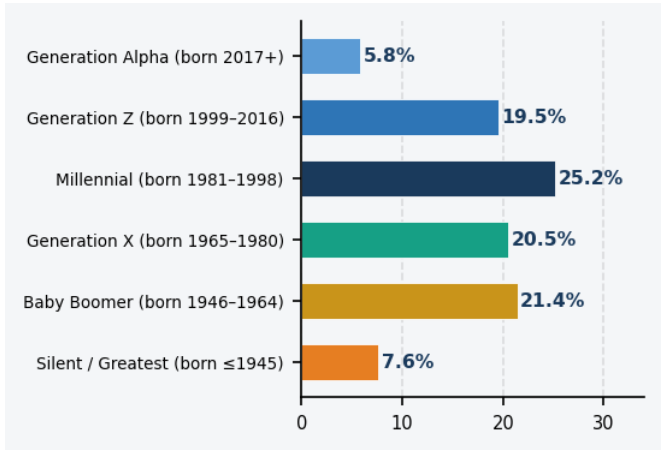
Who lives in your community?

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

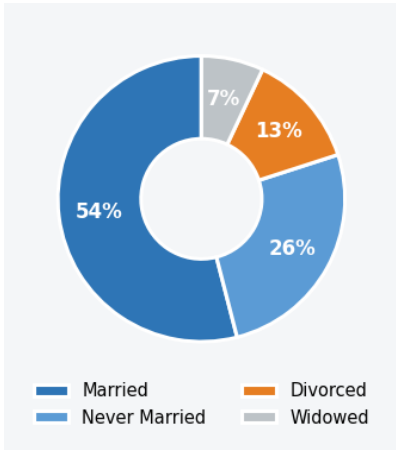
AGE PROFILE (5-YEAR COHORTS)



GENERATIONS



MARITAL STATUS (ADULTS 15+)



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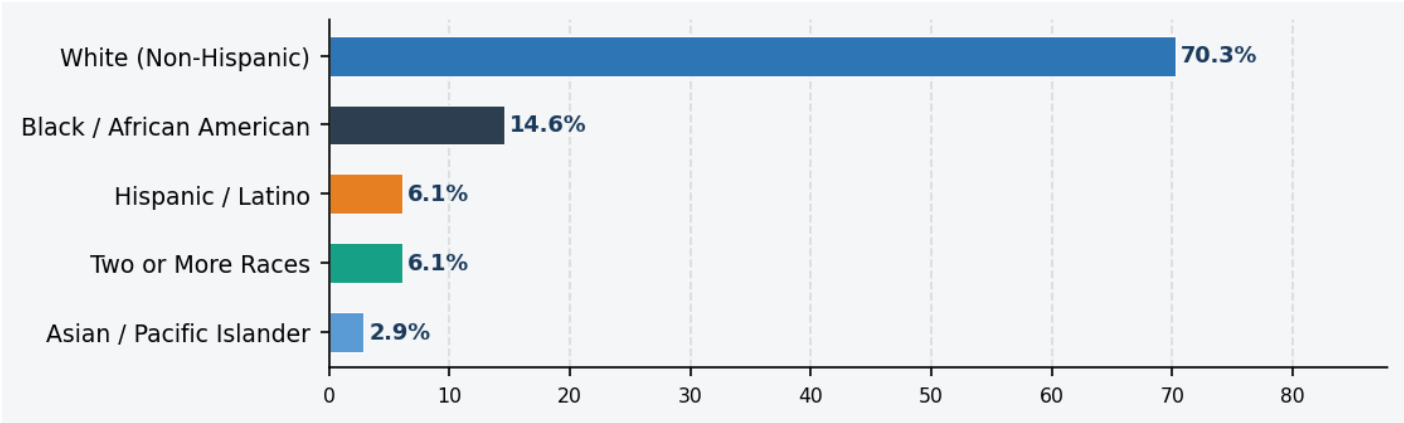
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DIVERSITY & ECONOMIC PROFILE — Race, Ethnicity & Income

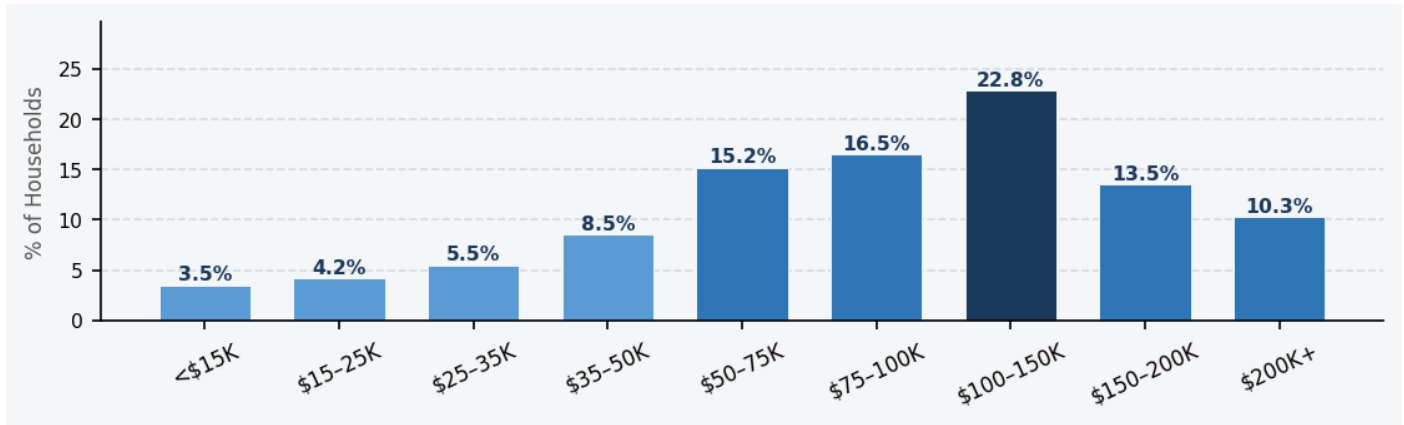
Who are your neighbors and what is their economic reality?

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

POPULATION BY RACE / ETHNICITY (% OF TOTAL)



HOUSEHOLDS BY INCOME BRACKET



\$114,200

Median HH Income

\$138,600

Avg. HH Income (est.)

\$51,700

Per Capita Income (est.)

47%

Households Over \$100K

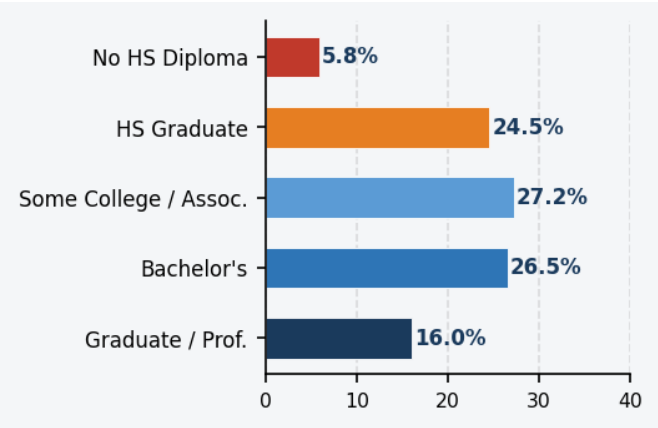
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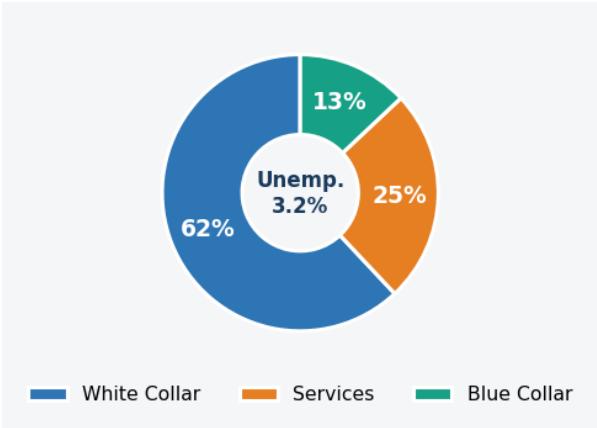
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EDUCATIONAL ATTAINMENT (ADULTS 25+)



EMPLOYMENT TYPE



42.5%	94.2%	62%	3.2%	96.8%
Bachelor's Degree+	HS Diploma+	White Collar	Unemployment	Employment Rate

TOP EMPLOYMENT INDUSTRIES (COASTAL COUNTY AREA)

Defense / Government	20.5%
Professional & Technical Svcs	14.3%
Health Care & Social Assistance	10.7%
Retail Trade	9.8%
Construction	7.9%

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HOUSING & COMMUTE TO WORK

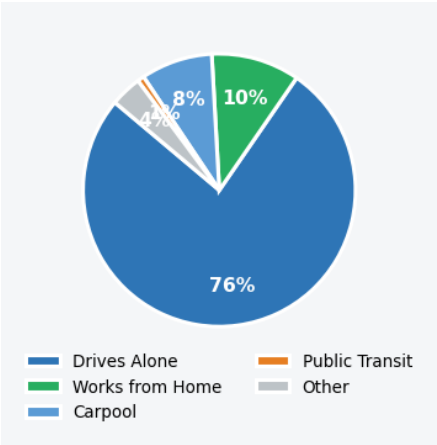
How do your neighbors live and move through their week?

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

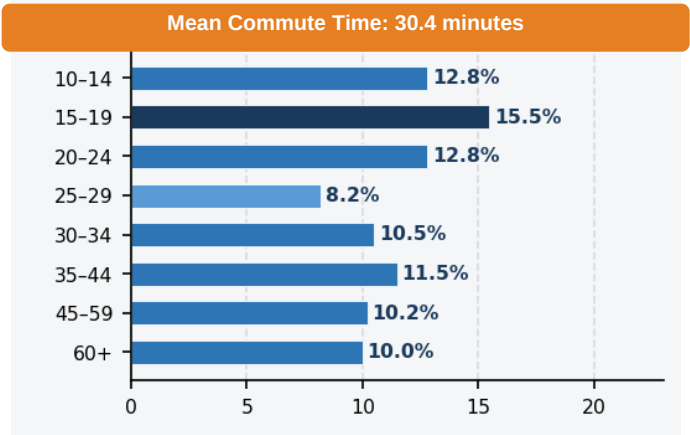
HOUSING PROFILE

\$403,900 Median Home Value	\$1,505 Avg. Monthly Rent	72.6% Owner-Occupied	27.4% Renter-Occupied	2.68 Avg. HH Size
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HOW WORKERS COMMUTE (MODE)



TRAVEL TIME TO WORK



AT-RISK & SPECIAL POPULATIONS

~2,130 HH Below Poverty Line	15% HH with a Disability	7.9% Poverty Rate	4.2% Foreign-Born Residents	~810 HH Without a Vehicle
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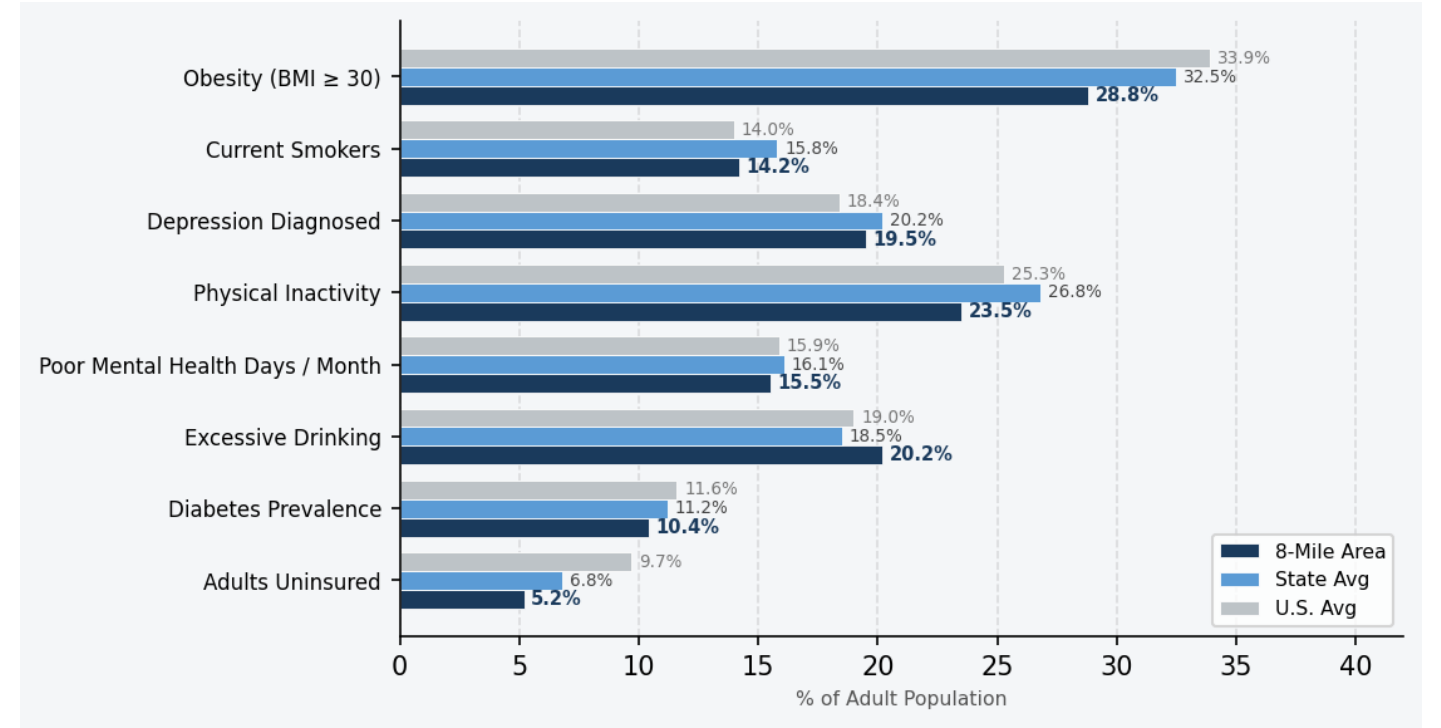
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COMMUNITY HEALTH PROFILE

What physical and mental health burdens do your neighbors carry?

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

The CDC PLACES project publishes county-level health outcome estimates using Behavioral Risk Factor Surveillance System (BRFSS) data. The figures below represent Coastal County estimates compared to Virginia and U.S. averages. Coastal County ranks among the state's healthiest counties on most indicators — yet depression, drinking, and mental health needs remain significant, shaped in part by the stress of low income, military deployment, and low mental health literacy in the armed community.



1 in 5

Adults with depression

20.2%

Excessive drinking (above state avg)

19.5%

Depression diagnosed

5.2%

Uninsured adults

23.5%

Physically inactive

Source: CDC PLACES Local Data for Better Health 2024 release; County Health Rankings & Roadmaps 2024.

Ranked One of the State's Healthiest Counties — Yet a Mental Health Desert

DATA: This county ranks in the top 5 healthiest counties in the state. That ranking is real — and it obscures something important. 19.5% of adults carry a diagnosed depression. 20.2% engage in excessive drinking — above the state average. 23.5% are physically inactive. The county holds a federal Mental Health Provider Shortage Area designation, meaning there are not enough licensed providers to meet clinical need. Your neighbors are struggling, and there is almost nowhere local to turn.

7 **TREND:** These three conditions — above-average income, below-average mental health access, and a large military population — create a specific and predictable pattern: high stigma, low help-seeking, and acute need. Military communities experience PTSD, traumatic loss, and reintegration stress at rates civilian communities do not, and those struggles rarely surface until a crisis forces them to.

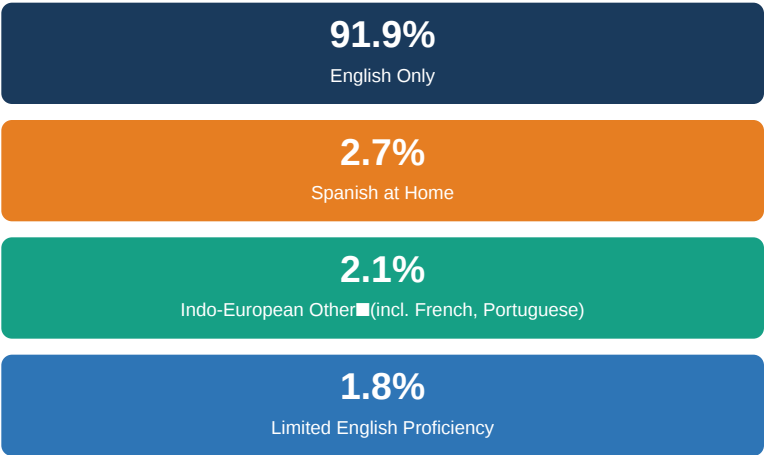
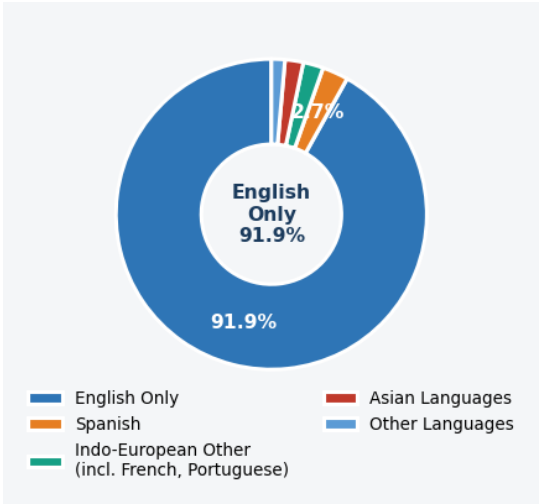
ACTION: Train your small group leaders in Mental Health First Aid — an 8-hour free certification that teaches people to recognize and respond to mental health crises without being therapists. Speak openly from the pulpit about anxiety, depression, and grief. Partner with one licensed Christian counselor for reduced-rate sessions. In a county with a provider shortage, a church that takes mental health seriously doesn't just fill a ministry gap — it fills a community gap that nobody else is filling.

LANGUAGE, CULTURE & COMMUNITY GROWTH

Who is arriving, where are they from, and what languages do they speak?

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

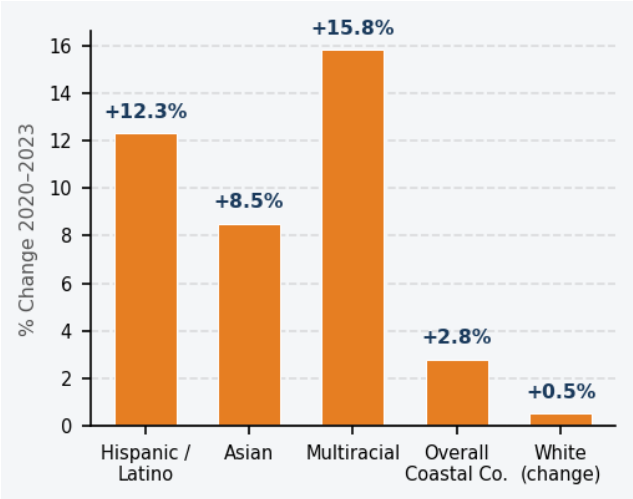
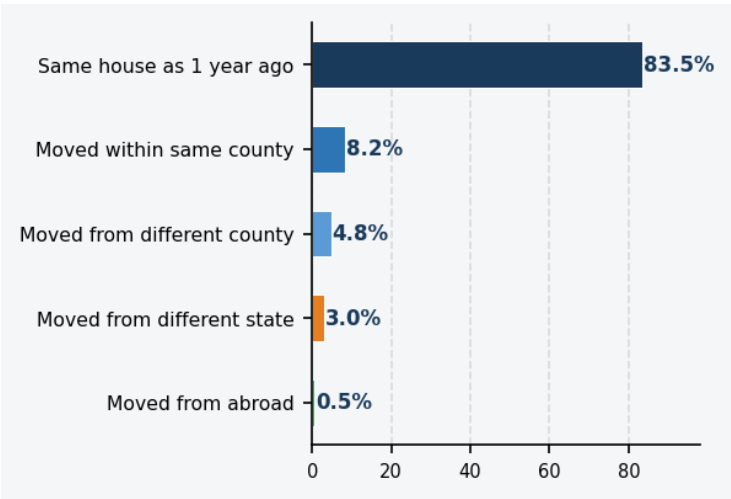
LANGUAGE SPOKEN AT HOME (8-MILE AREA ESTIMATE)



LIMITED ENGLISH PROFICIENCY — MINISTRY IMPLICATION

Of the 2.7% of residents who speak Spanish at home, approximately 22% speak English less than 'very well.' The nearby military installation draws service members and contractors from across the world, creating a quietly diverse community beneath the county's rural exterior. This means roughly 350 Spanish-speaking adults in your 8-mile community face a language barrier. A bilingual welcome — even just a greeter and a welcome card in Spanish — signals belonging before theology is ever discussed.

RESIDENTIAL MOBILITY & POPULATION GROWTH



Sources: U.S. Census Bureau ACS 2019–2023; Census Population Estimates 2023; Census Bureau Population Estimates Program.

FAMILY STRUCTURE & CHILDREN AT HOME

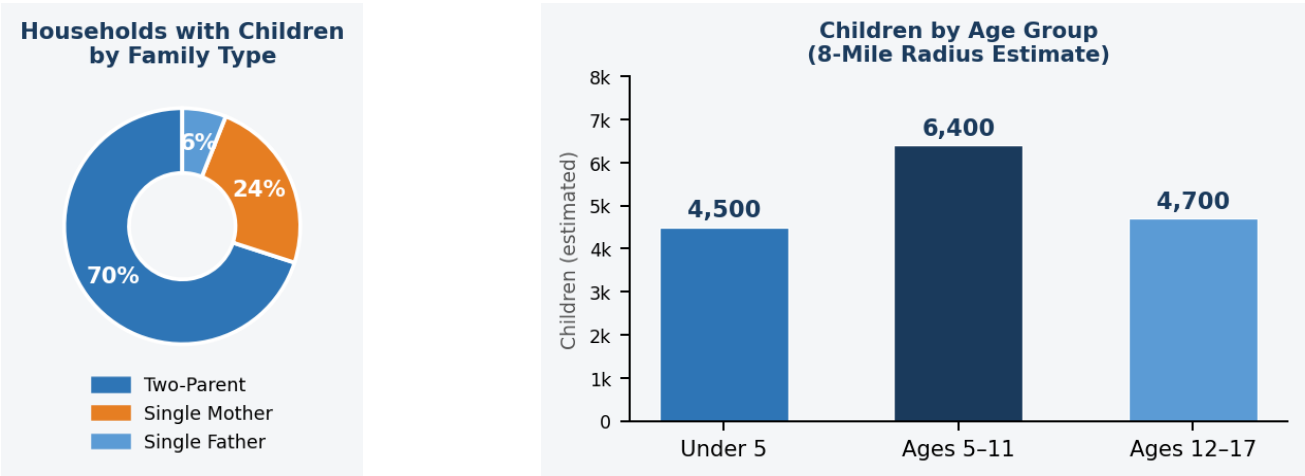
U.S. Census ACS 2019–2023 · 8-Mile Radius Estimates

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

CHILDREN & YOUTH IN YOUR COMMUNITY



HOUSEHOLD COMPOSITION & AGE BREAKDOWN



MINISTRY IMPLICATIONS

CHILDREN'S MINISTRY SCALE

Approximately 15,600 children under 18 live within 8 miles. Most U.S. churches reach fewer than 5% of local children. If your children's program serves 50 kids, you are touching less than 0.3% of those available.

SINGLE-PARENT HOUSEHOLDS

30% of households with children are single-parent — roughly 2,910 families. Single parents face time poverty, financial stress, and social isolation at rates far above the general population. Practical support (childcare co-ops, meal trains, back-to-school drives) is one of the highest-trust on-ramps to church community.

GRANDPARENTS RAISING GRANDCHILDREN

An estimated 700 households in the area are grandparent-led — often due to parental addiction, incarceration, or death. These caregivers are frequently isolated, exhausted, and without peer community. A monthly grandparent caregiver gathering with childcare provided fills a gap almost no church currently addresses.

CIVIC & POLITICAL PROFILE

Virginia Department of Elections · Coastal County Official Results

Heritage Baptist Church | 8-Mile Radius | ACS 2019–2023

DATA NOTE: Voter registration and election data are reported at the county level (Coastal County, VA). Radius-level voter estimates are proportionally derived from Coastal County registration totals.

REGISTERED VOTERS — OVERVIEW

~42k

Est. Registered
Voters in Radius

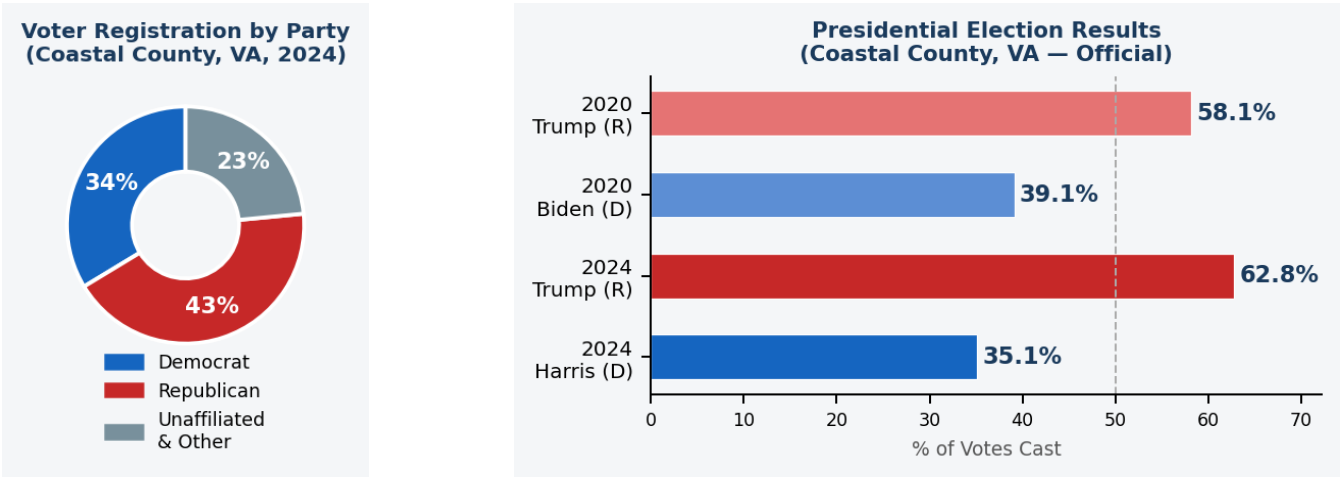
35% / 63%

D / R Split
2024 Presidential

23%

Unaffiliated
Registered Voters

VOTER REGISTRATION & PRESIDENTIAL RESULTS



MINISTRY IMPLICATIONS

23% UNAFFILIATED — AND GROWING

Nearly one in four of your registered neighbors claim no political party — and that share is growing faster than either major party. Pew Research (2024) finds that 65% of the religiously unaffiliated say they are open to spirituality but distrust organized religion. This is your largest unreached segment — they live next door and they are not ideologically opposed to faith, they are relationally disconnected from it.

POLITICAL DIVERSITY DEMANDS A NON-PARTISAN GOSPEL POSTURE

Your community is 42% Republican, 33% Democrat, and 23% unaffiliated. In 2024, Trump carried 62.8% of the presidential vote — but registered Democrats and Independents represent a significant minority of your neighbors. A church that signals tribal political identity pre-screens out neighbors before they ever visit. Lead with shared human needs: family stability, grief, purpose, community.

CIVIC ENGAGEMENT AS A MINISTRY ON-RAMP

This county consistently posts high voter turnout — a sign of a civically engaged community that cares about where it lives. Your neighbors are joiners. Partnering with local schools, food banks, military family services, and county civic organizations positions your church as a community anchor that Sunday morning invitations alone cannot build.