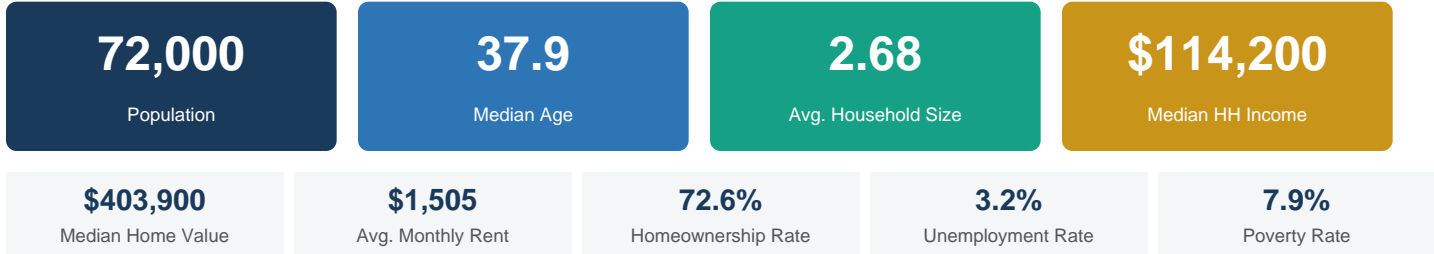


LEONARDTOWN BAPTIST CHURCH

23520 Hollywood Rd · Leonardtown, MD 20650

8-MILE RADIUS | U.S. CENSUS ACS 2019–2023 | April 09, 2026

KEY COMMUNITY FACTS



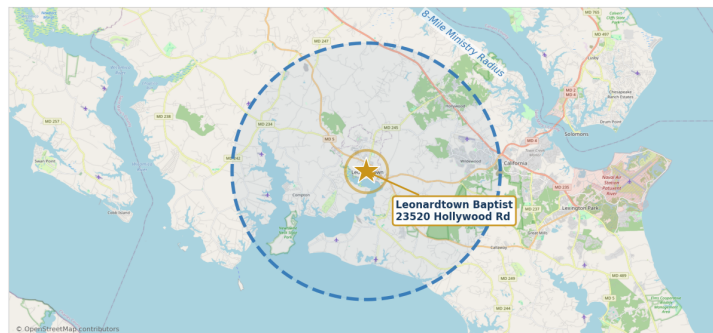
ABOUT THIS REPORT

God placed your church at this location to reach the people around you. This report uses public data — 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. What follows is an 8-page summary designed to help you pray specifically and plan strategically for the community God has placed you in. Page 2 — Ministry Insights: Six research-backed outreach opportunities drawn directly from your neighborhood's demographics, connecting census data with national church research on who is being reached and who is not. Page 3 — Demographics: Generational breakdown (Boomers through Gen Alpha), racial and ethnic composition, and marital status of adults in your community. Page 4 — Economics: Household income distribution, educational attainment levels, and employment status including labor force participation. Page 5 — Housing & Transportation: Housing tenure, cost burden, commute patterns, and at-risk population indicators including poverty, disability, and vehicle access. Page 6 — Health Profile: CDC PLACES data on chronic disease prevalence, mental health diagnoses, and preventive care utilization rates in your area. Page 7 — Language & Mobility: Languages spoken at home, English proficiency rates, and residential mobility showing how long residents have lived in the community. Page 8 — Population Growth: Demographic change by race and ethnicity from 2020 to 2023, revealing which populations are growing fastest in your ministry area. Page 9 — Family Structure & Children: Household composition, single-parent rates, children by age group, and grandparent-led households. Page 10 — Civic & Political Profile: Voter registration, presidential election results, and ministry implications of your community's political landscape.

HOW THIS GEOGRAPHY WAS DEFINED

An 8-mile straight-line radius was drawn from 23520 Hollywood Rd, Leonardtown, MD (38.292 N, 76.637 W). The area covers approx. 201 sq. miles encompassing Leonardtown, Hollywood (5.4 mi), California (7.4 mi), Bushwood (7.5 mi), and surrounding rural St. Mary's 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; Lexington Park (10.3 mi) and St. Mary's City (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.

8-MILE MINISTRY RADIUS — LEONARDTOWN, MD



MINISTRY STRATEGY — Your Community at a Glance

Six data-driven insights for local church outreach



Leonardtown 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

Half Your Neighbors Are Catholic — But Many Are Leaving

DATA: 49.9% of religious adherents in St. Mary's County identify as Catholic — the highest concentration of any denomination in the region, rooted in Maryland's founding as a Catholic refuge in 1634. Yet attendance is in sharp national decline.

TREND: Pew Research (2024): 1 in 3 Americans raised Catholic have left the Church. Among those who leave, 48% attend no church at all. Lapsed Catholics are theologically familiar but spiritually disconnected — and they are your largest single unreached population.

ACTION: Welcome the alumni, not just the converts. Design a liturgically warm entry point — confessional prayer, Scripture-centered preaching, genuine community. Host a 'Questioning Faith' series for people who've left religion without leaving God.

2

Military Families Need a Church That Gets Their World

DATA: NAS Patuxent River is St. Mary's County's largest single employer. Military and defense workers represent ~20.5% of the local workforce. Military families relocate every 2–3 years — a continuous stream of newcomers actively seeking community.

TREND: LifeWay Research (2022): Military families have the highest rates of church-shopping after relocation — and the lowest long-term retention. Deployment cycles, PTSD, and reintegration stress are among the least-addressed needs in evangelical ministry.

ACTION: Designate a military family team — veterans and spouses who've lived it. Build a rapid welcome system: a call within 48 hours, a welcome dinner, a same-stage small group. Military families give fierce loyalty to the first community that genuinely sees them.

3

High Income Doesn't Eliminate Spiritual Need — It Hides It

DATA: Median household income is \$114,200 — nearly double the national median. 72.6% own their homes. This looks like a community that has everything. Yet depression (19.5%), excessive drinking (20.2%), and 30+ minute commutes signal a hidden crisis of meaning.

TREND: Barna Research (2023): Affluent adults are statistically less likely to report belonging to a caring community than lower-income adults. High income correlates with higher isolation. Long government commutes accelerate loneliness and burnout.

ACTION: Preach to the exhausted high-achiever. Name the lie that success equals fulfillment. Host a Sabbath or 'Margin' series for people who are financially stable but spiritually hollow. Honest small groups — not performance-based ones — are your most powerful tool here.

4

DC Commuter Fatigue Is a Ministry Issue

DATA: 30.4% of your neighbors commute 45+ minutes each way to DC, the Pentagon, or Joint Base Andrews. Over 10% commute 60+ minutes — that's 2+ hours daily, five days a week, before they ever open their front door.

TREND: Harvard Study of Adult Development (2023): Commutes over 45 minutes are among the strongest predictors of social isolation. Long commuters are 33% less likely to participate in community organizations — including churches — than those who live near work.

ACTION: Make Sunday worth the drive: start and end on time, honor visitors, deliver substance. Then add a Tuesday or Thursday evening option — short, local, meaningful. The commuter won't build community in DC. Your church is where they finally stop long enough to belong.

5

A Young, Growing Community Is Searching for Roots

DATA: Median age is 37.9 — younger than Maryland's state median. Millennials (25.2%) and Gen X (20.5%) are nearly half the community. The Hispanic population grew 12.3% from 2020–2023. About 9,500 new residents arrived in the past year alone.

TREND: Pew Research (2023): Adults 30–45 are the fastest-growing cohort of religiously unaffiliated Americans — yet they report the highest spiritual interest outside organized religion. They're asking deep questions about meaning, family, and community.

ACTION: Plant your next ten years in Millennials. Launch a young adult group that starts in a home before it moves to the building. Invest in children's ministry — most young parents choose a church based on whether their kids love it. Reach the children; reach the family.

6

Religious Freedom Was Born Here — Own That Story

DATA: Maryland's founding in 1634 was built on religious tolerance. The Maryland Toleration Act of 1649 — signed just miles from your church — was the first legal protection of religious freedom in American colonial history. This is your geography.

TREND: Barna Research (2024): 58% of unchurched adults say feeling judged or unwelcome is their primary barrier to visiting a church. In diverse communities — Catholic, Protestant, military, secular — hospitality outperforms doctrinal correctness every time.

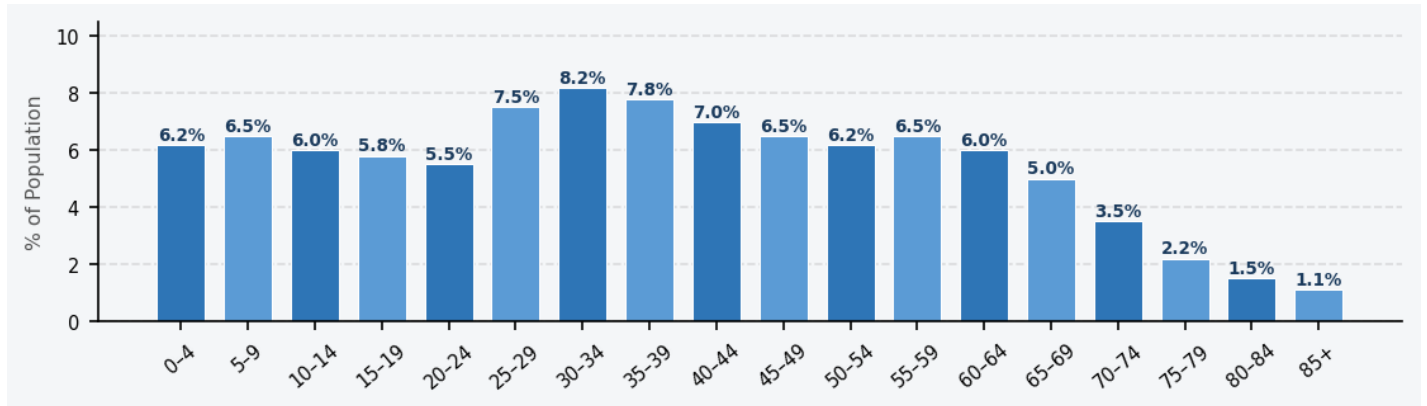
ACTION: Own your heritage. Use it as an invitation: 'This community was founded on the idea that all people deserve a place to belong. So does this church.' In Leonardtown, hospitality is not a ministry strategy — it is a 390-year-old birthright.

PEOPLE — Age, Generations & Household Structure

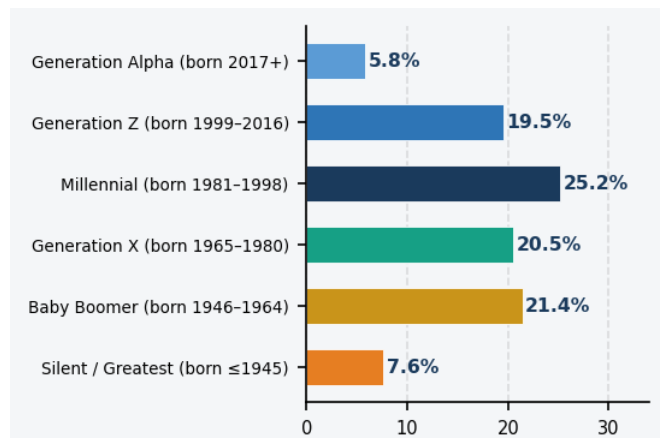
Who lives in your community?

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

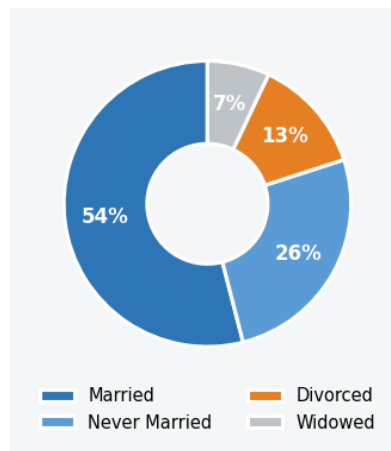
AGE PROFILE (5-YEAR COHORTS)



GENERATIONS



MARITAL STATUS (ADULTS 15+)



1 Half Your Neighbors Are Catholic — But Many Are Leaving

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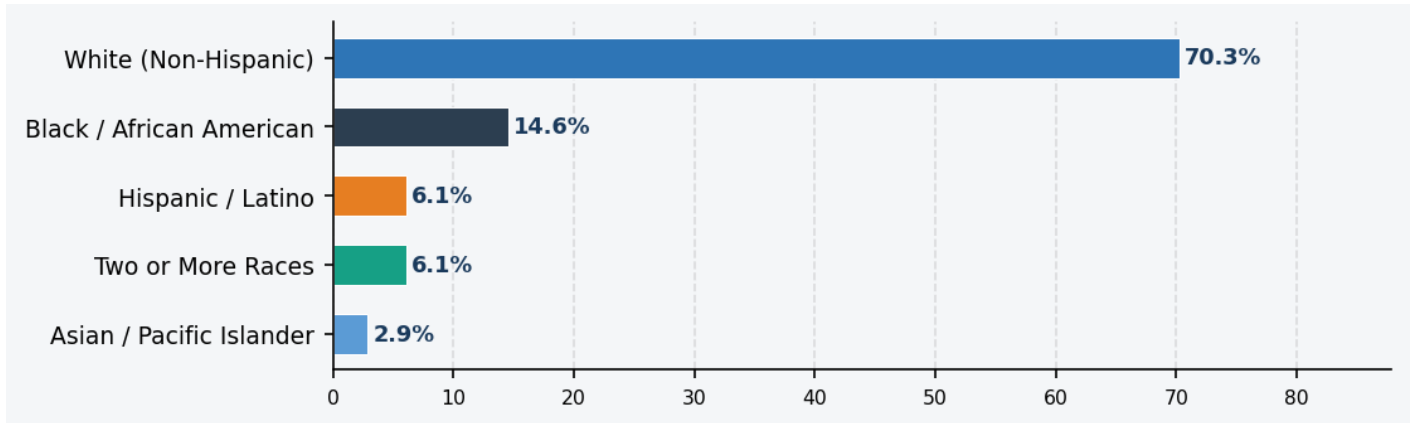
ACTION: Welcome the alumni, not just the converts. Design a liturgically warm entry point — confessional prayer, Scripture-centered preaching, genuine community. Host a 'Questioning Faith' series for people who've left religion without leaving God.

DIVERSITY & ECONOMIC PROFILE — Race, Ethnicity & Income

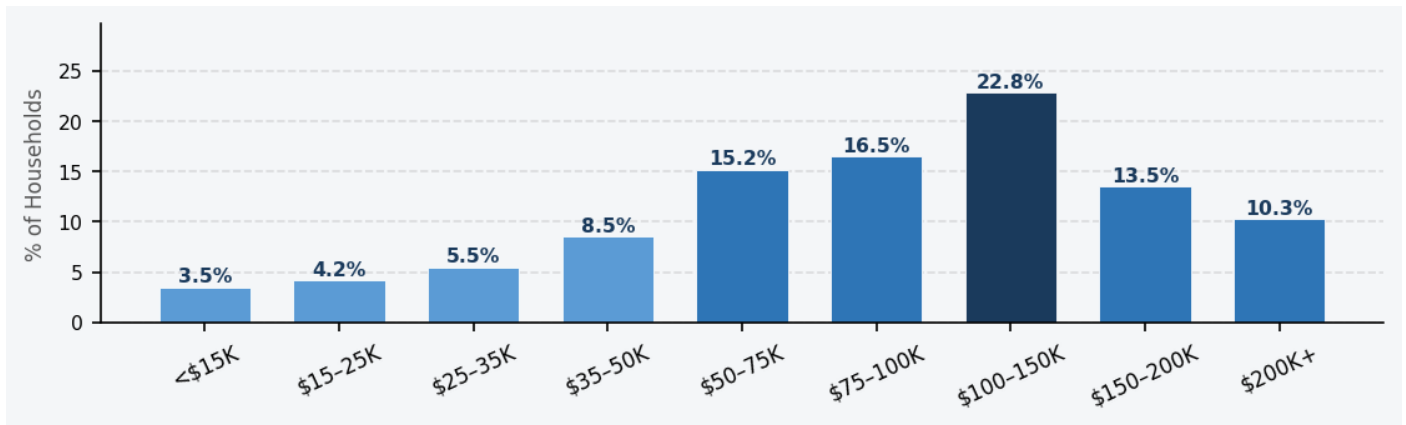
Who are your neighbors and what is their economic reality?

Leonardtown 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

3 High Income Doesn't Eliminate Spiritual Need — It Hides It

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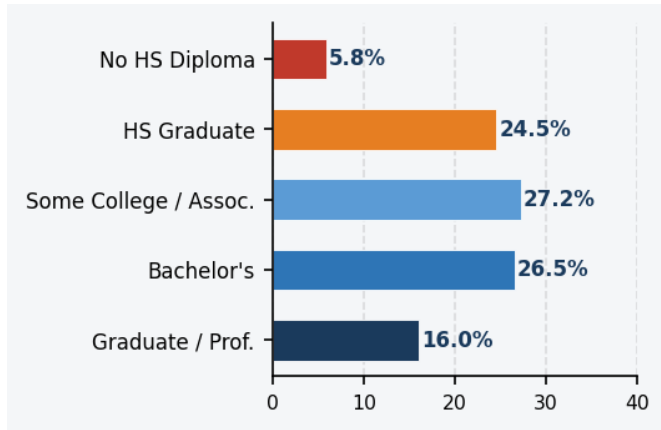
EDUCATION & EMPLOYMENT

What do your neighbors know and how do they spend their working hours?

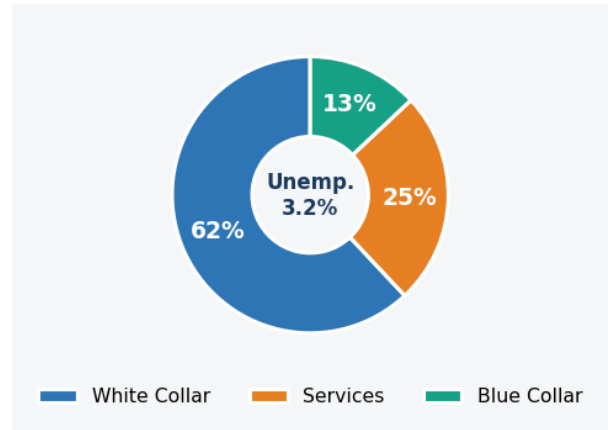


Leonardtown Baptist Church | 8-Mile Radius | ACS 2019–2023

EDUCATIONAL ATTAINMENT (ADULTS 25+)



EMPLOYMENT TYPE



42.5% Bachelor's Degree+	94.2% HS Diploma+	62% White Collar	3.2% Unemployment	96.8% Employment Rate
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TOP EMPLOYMENT INDUSTRIES (ST. MARY'S COUNTY AREA)

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

DC Commuter Fatigue Is a Ministry Issue

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4

HOUSING & COMMUTE TO WORK

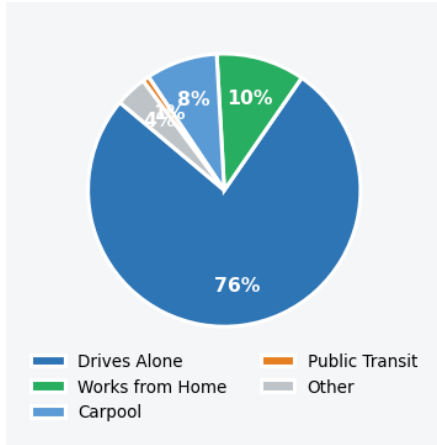
How do your neighbors live and move through their week?

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

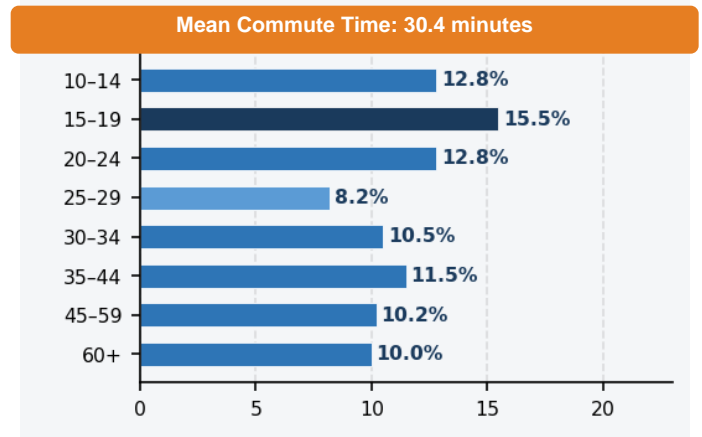
HOUSING PROFILE

\$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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5 A Young, Growing Community Is Searching for Roots

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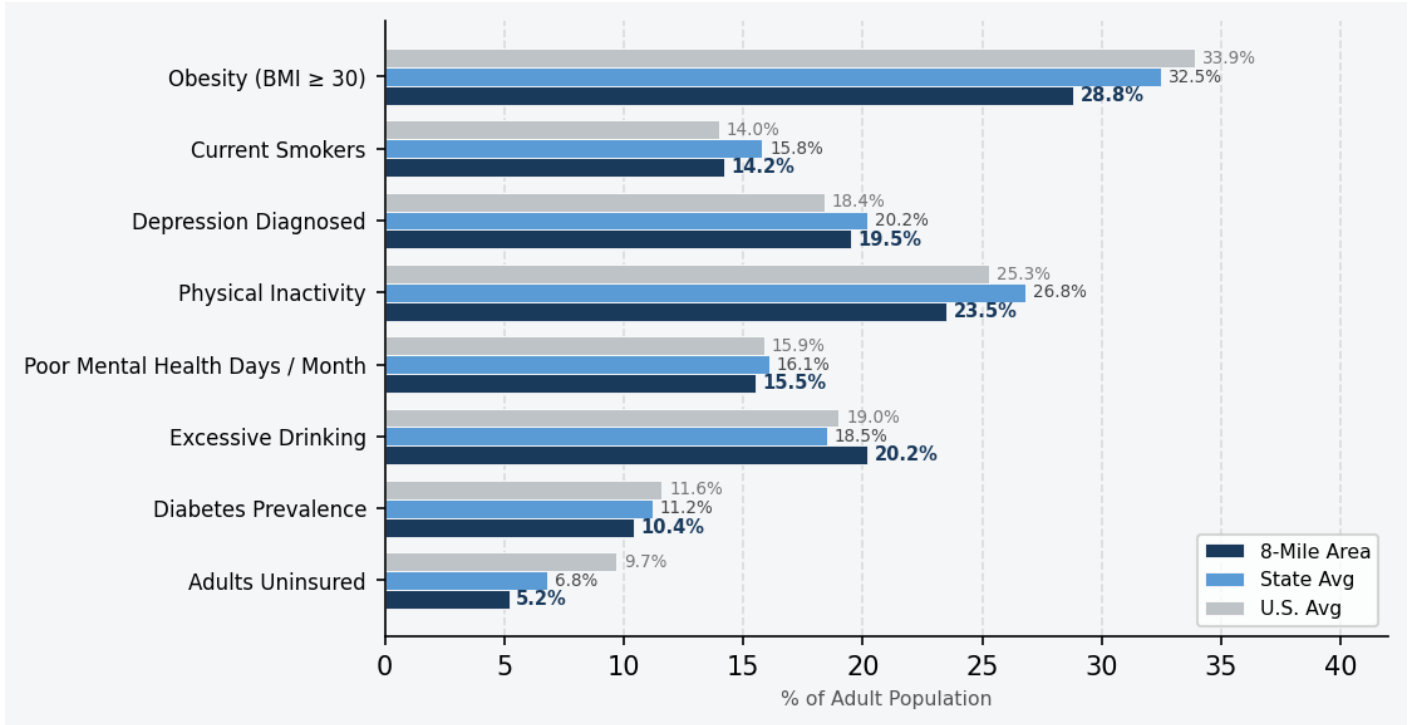
COMMUNITY HEALTH PROFILE

What physical and mental health burdens do your neighbors carry?

Leonardtown 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 St. Mary's County estimates compared to Maryland and U.S. averages. St. Mary's County ranks among Maryland's five healthiest counties on most indicators — yet depression, drinking, and mental health needs remain significant, shaped in part by the stress of military life in the Maryland peninsula.

HEALTH OUTCOMES VS. STATE & NATIONAL AVERAGES (% OF ADULTS)



<p>1 in 5 Adults with depression</p>	<p>20.2% Excessive drinking (above MD avg)</p>	<p>19.5% Depression diagnosed</p>	<p>5.2% Uninsured adults</p>	<p>23.5% Physically inactive</p>
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Source: CDC PLACES Local Data for Better Health 2024 release; County Health Rankings & Roadmaps 2024 (Maryland).

7

Strong County Health Rankings — But Hidden Struggles Remain

DATA: St. Mary's County ranks among Maryland's 5 healthiest counties — yet 19.5% of adults report diagnosed depression, 20.2% engage in excessive drinking, and the county is designated a mental health shortage area. Good rankings can mask real suffering.

TREND: SAMHSA (2024): Rural and exurban communities with above-average incomes often under-report mental health struggles due to stigma and provider scarcity. Military communities show 2x the rate of PTSD and traumatic loss compared to civilian populations. A church is often the only mental health resource available within a 20-minute drive.

ACTION: Become the community's emotional safe space. Train small group leaders in mental health first aid (free 8-hour certification). Partner with a licensed Christian counselor for low-cost sessions. Every time a pastor speaks openly about anxiety, grief, or depression — someone in the room realizes, for the first time, they are not alone.

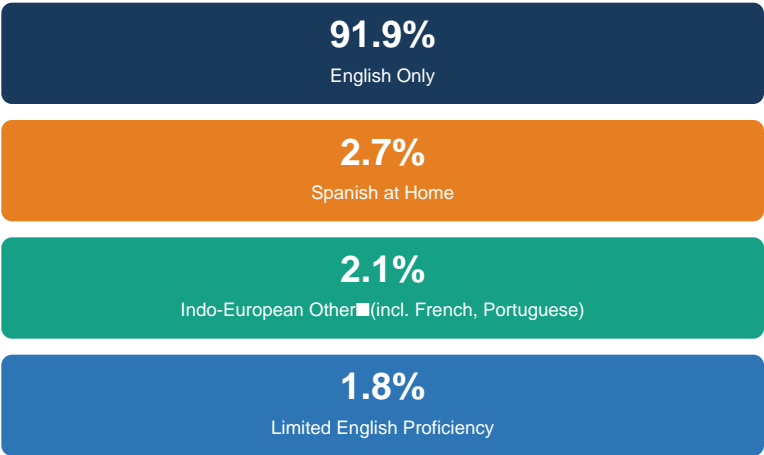
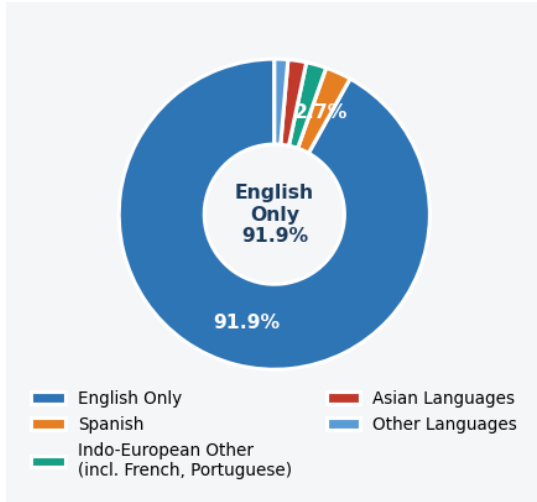
LANGUAGE, CULTURE & COMMUNITY GROWTH

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



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

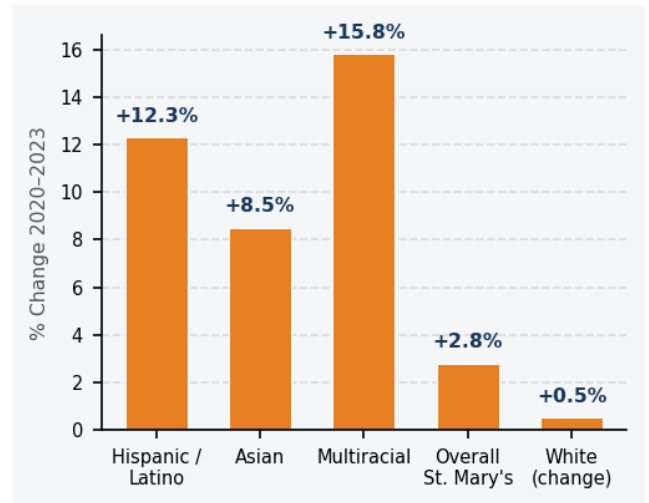
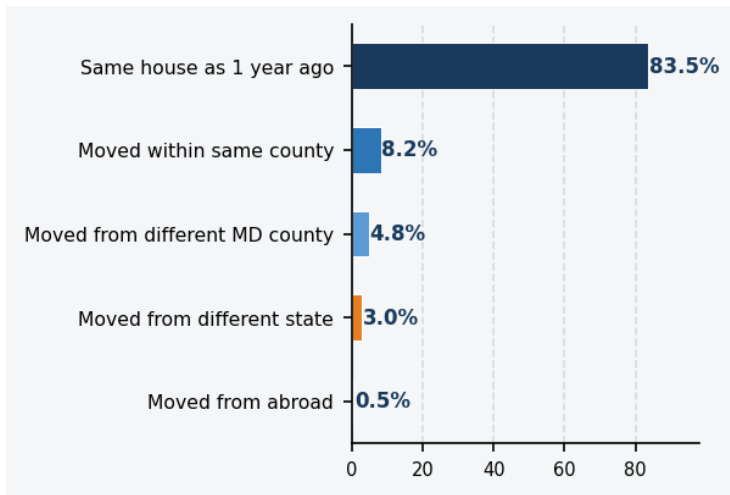
LANGUAGE SPOKEN AT HOME (8-MILE AREA ESTIMATE)



LIMITED ENGLISH PROFICIENCY — MINISTRY IMPLICATION

Of the 2.7% of residents who speak Spanish at home, approximately 22% speak English less than 'very well.' NAS Patuxent River draws service members and contractors from across the world, creating a quietly diverse community beneath St. Mary's 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



+2.8% Pop. Growth 2020–2023	~6,000 New Residents Past Year	+12.3% Hispanic Pop. Growth 2020–23	+8.5% Asian Pop. Growth 2020–23	#4 in MD Fastest Growing County in State
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Sources: U.S. Census Bureau ACS 2019–2023; Census Population Estimates 2023; Census Bureau Population Estimates Program (St. Mary's County, MD).

A Quietly Diverse Community Seeks a Place to Belong

DATA: 8.1% of your neighbors speak a language other than English at home — including Spanish (2.7%), European languages (2.1%), and Asian languages (1.9%). NAS Patuxent River draws international contractors, engineers, and military liaisons from across the world.

TREND: Pew Research (2023): Immigrants and international residents cite 'not feeling welcome' as the #1 barrier to church participation — above theology, scheduling, or tradition. A personal welcome in someone's heart language creates belonging before a single word of a sermon is preached.

ACTION: Survey your congregation: who already speaks Spanish, Tagalog, Korean, or another language? These members are your most powerful cross-cultural missionaries — and they already sit in your pews. A trained bilingual greeter and a welcome card in Spanish is a zero-cost, high-impact starting point for the 350+ Spanish speakers in your radius.

8

FAMILY STRUCTURE & CHILDREN AT HOME

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

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

CHILDREN & YOUTH IN YOUR COMMUNITY

~15,600

Children Under 18

36%

HH with Children

30%

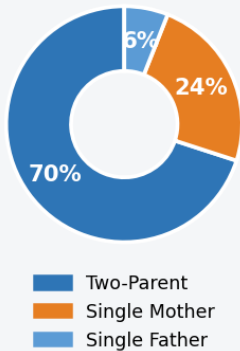
Single-Parent HH

~700

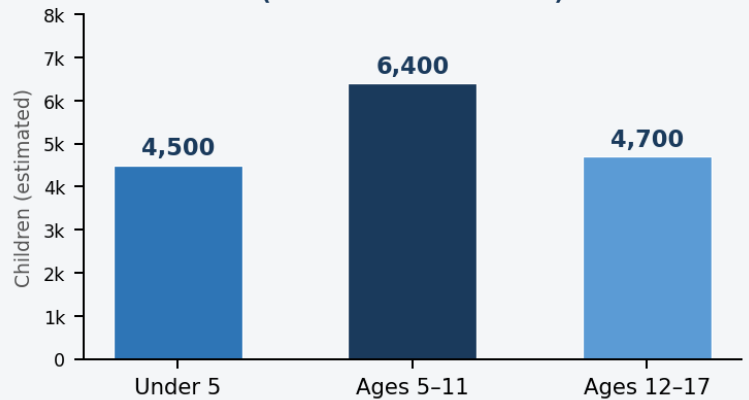
Grandparent-Led HH

HOUSEHOLD COMPOSITION & AGE BREAKDOWN

Households with Children by Family Type



Children by Age Group (8-Mile Radius Estimate)



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.

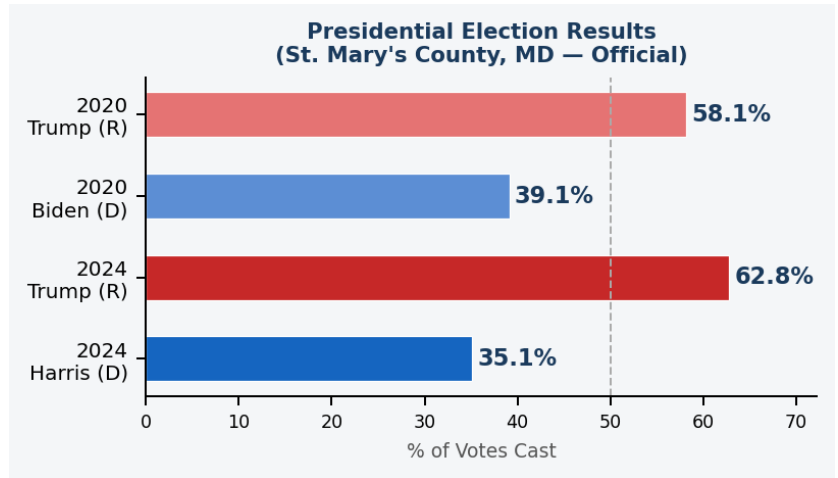
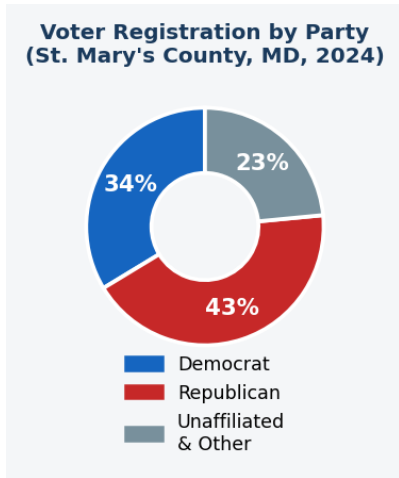
CIVIC & POLITICAL PROFILE

DATA NOTE: Voter registration and election data are reported at the county level (St. Mary's County, MD). Radius-level voter estimates are proportionally derived from

REGISTERED VOTERS — OVERVIEW



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

St. Mary's 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, NAS Patuxent River family services, and county civic organizations positions your church as a community anchor that Sunday morning invitations alone cannot build.