

**ministry
area** 
profile 2016

Diocese of Rochester
Central Deanery

Study Area Definition:
Custom Polygon





Prepared For:
Diocese of Rochester
Central Deanery

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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

Date: 3/11/2016

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Central Deanery

Study Area Definition:
Custom Polygon

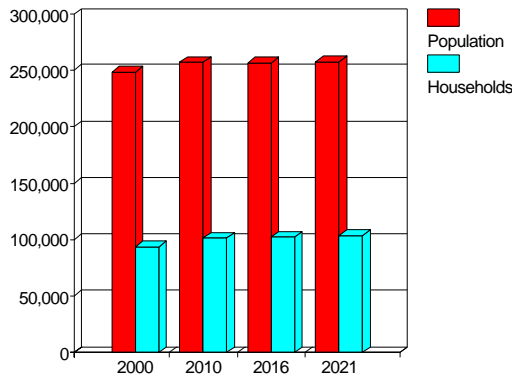
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 256,540 persons residing in the defined study area. This represents an increase of 8,029 or 3.2% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A No, between 2016 and 2021, the population is projected to remain stable. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *very high* with 40 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 32.5% 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 *somewhat high*. Among individual groups, *Anglos* represent 90.8% of the population and all other racial/ethnic groups make up just 9.2% which is well below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 4.1% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 20.1% between 2016 and 2021. (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 35 to 55) comprised of 68,855 persons or 26.8% of the total population in the area. *Builders* (age 92 and up) make up 0.5% of the population which compared to a national average of 0.4% makes them the most over-represented group in the area. (see page 4)
- 6** **Q** **Overall, how traditional are the family structures?**
A The area can be described as *somewhat 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 *somewhat low*. While 90.6% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 26.1% of those over 25 in the area versus 29.4% 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: *Adequate Food, Day-to-Day Financial Worries, Health Insurance, Dealing with Stress, Alcohol/Drug Abuse and Retirement Opportunities*. (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 *somewhat low* 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 \$70,434 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)

Date: 3/11/2016

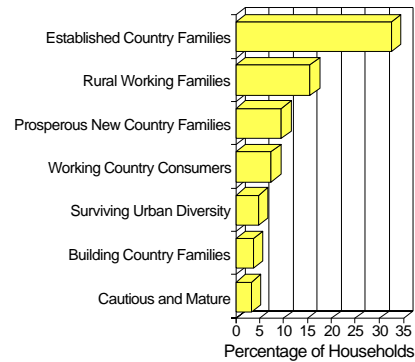
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Population and Households

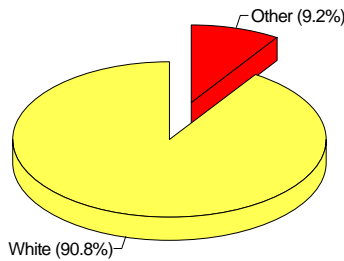


Primary U.S. Lifestyles Segments-2016

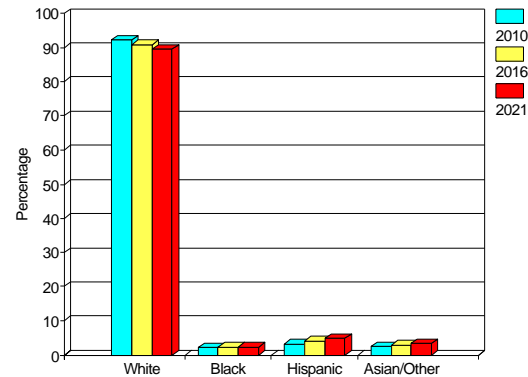


The population in the study area has decreased by 891 persons, or 0.3% since 2010 and is projected to increase by 1151 persons, or 0.4% between 2016 and 2021. The number of households has increased by 1224, or 1.2% since 2010 and is projected to increase by 1327, or 1.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

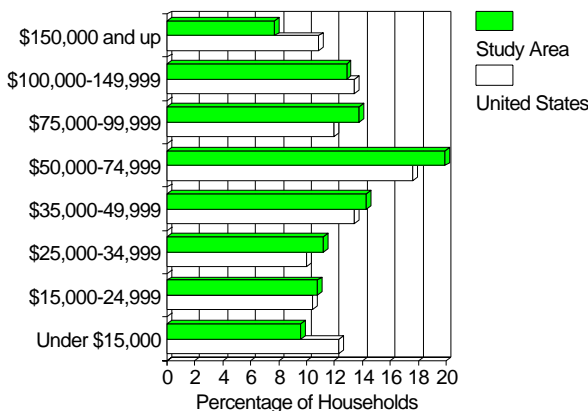


Population By Race/Ethnicity Trend

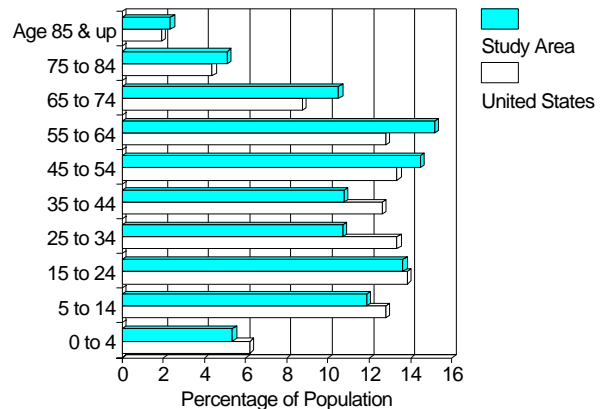


Between 2016 and 2021, the White population is projected to decrease by 2196 persons and to decrease from 90.8% to 89.5% of the total population. The Black population is projected to increase by 268 persons and to remain stable at 2.3% of the total. The Hispanic/Latino population is projected to increase by 2116 persons and to increase from 4.1% to 4.9% of the total. The Asian/Other population is projected to increase by 963 persons and to increase from 2.9% to 3.3% of the total population.

Households By Income-2016



Population by Age-2016

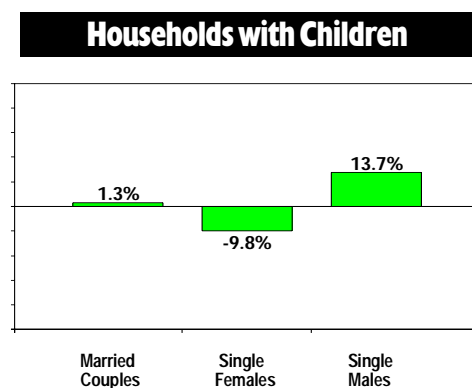
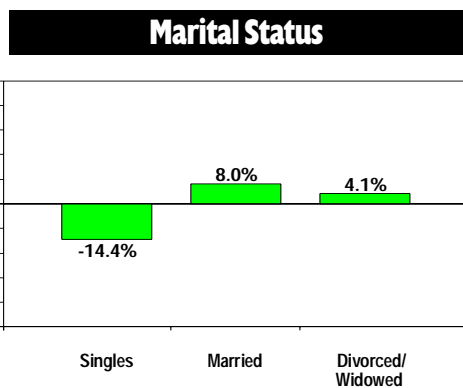
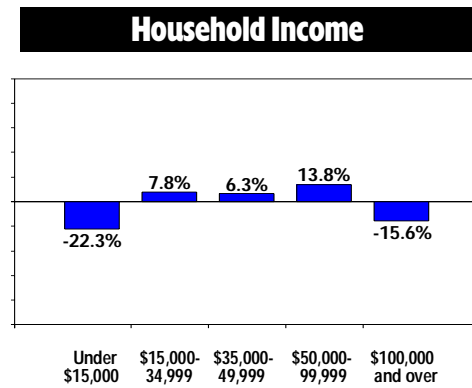
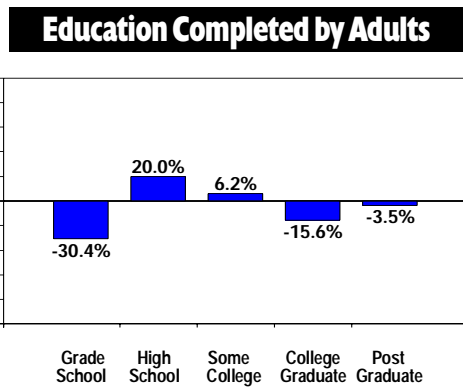
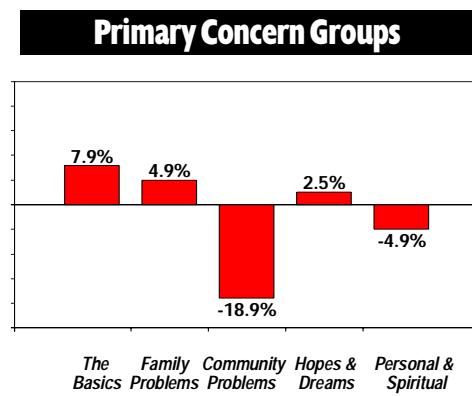
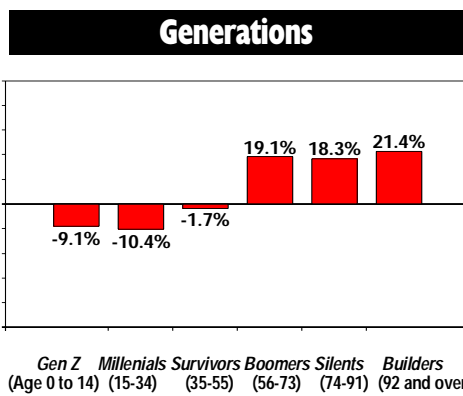
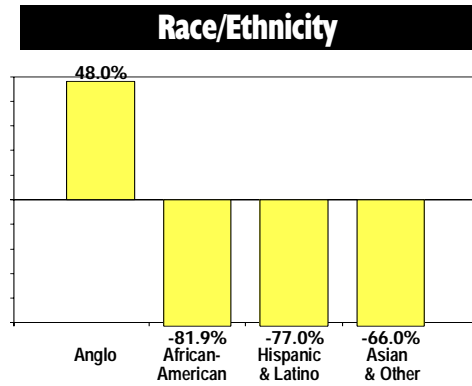
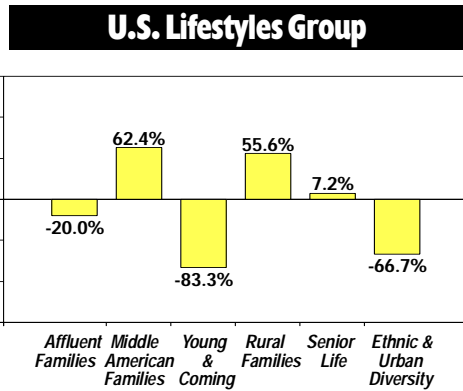


The average household income in the study area is \$70434 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.4 and is projected to increase to 42.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
Population	248,511	257,431	256,540	257,691		
Population Change		8,920	(891)	1,151		
Percentage Change		3.6%	-0.3%	0.4%		
Average Annual Growth Rate		0.4%	-0.1%	0.1%		
Density (Pop. per square mile)	120	124	124	124		
HOUSEHOLDS						
▲ Households	93,605	101,010	102,234	103,561		
Household Change		7,405	1,224	1,327		
Percentage Change		7.9%	1.2%	1.3%		
Average Annual Growth Rate		0.8%	0.2%	0.3%		
↓ Persons Per Household	2.59	2.48	2.45	2.43		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	237,306	92.2%	232,848	90.8%	230,652	89.5%
▲ African-American (Non-Hisp)	5,505	2.1%	5,734	2.2%	6,002	2.3%
▲ Hispanic/Latino	8,187	3.2%	10,489	4.1%	12,605	4.9%
▲ Asian/Other (Non-Hisp)	6,433	2.5%	7,469	2.9%	8,432	3.3%
POPULATION BY GENDER						
Female	130,943	50.9%	130,382	50.8%	131,002	50.8%
Male	126,488	49.1%	126,158	49.2%	126,689	49.2%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	27,472	10.7%	44,275	17.3%	59,539	23.1%
↓ Millennials (Born 1982 to 2001)	64,949	25.2%	62,429	24.3%	60,699	23.6%
↓ Survivors (Born 1961 to 1981)	69,361	26.9%	68,854	26.8%	68,429	26.6%
↓ Boomers (Born 1943 to 1960)	63,942	24.8%	59,531	23.2%	54,271	21.1%
↓ Silents (Born 1925 to 1942)	26,692	10.4%	20,237	7.9%	14,690	5.7%
↓ Builders (Born 1924 and earlier)	4,975	1.9%	1,215	0.5%	64	0.0%
AGE						
▲ Average Age		40.1		41.4		42.2
▲ Median Age		41.4		42.8		43.5
INCOME						
▲ Average Household Income		\$66,120		\$70,434		\$74,458
▲ Median Household Income		\$55,674		\$57,118		\$60,099
▲ Per Capita Income		\$25,944		\$28,069		\$29,923

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	5,779	5.7%	7,817	7.6%	9,352	9.0%
▲ \$100,000 to \$149,999	12,287	12.2%	13,133	12.8%	14,351	13.9%
↓ \$75,000 to \$99,999	14,095	14.0%	14,078	13.8%	14,093	13.6%
↓ \$50,000 to \$74,999	21,546	21.3%	20,396	20.0%	20,464	19.8%
↓ \$35,000 to \$49,999	14,545	14.4%	14,571	14.3%	14,351	13.9%
↓ \$25,000 to \$34,999	11,051	10.9%	11,496	11.2%	11,134	10.8%
↓ \$15,000 to \$24,999	11,110	11.0%	10,970	10.7%	10,507	10.1%
↓ Under \$15,000	10,598	10.5%	9,773	9.6%	9,309	9.0%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	14,641	5.7%	13,774	5.4%	13,887	5.4%
↓ Required Formal Schooling (5-17)	45,417	17.6%	40,922	16.0%	38,301	14.9%
▲ College Years, Career Starts (18-24)	21,970	8.5%	24,571	9.6%	25,347	9.8%
▲ Singles and Young Families (25-34)	25,695	10.0%	27,437	10.7%	29,547	11.5%
↓ Families, Empty Nesters (35-54)	75,156	29.2%	64,783	25.3%	57,631	22.4%
▲ Enrichment Years Singles/Couples (55-64)	35,547	13.8%	38,911	15.2%	40,412	15.7%
▲ Retirement Opportunities (65+)	38,966	15.1%	46,143	18.0%	52,567	20.4%
POPULATION BY AGE (DETAIL)						
Under 5 years	14,641	5.7%	13,774	5.4%	13,887	5.4%
↓ 5 to 9 years	16,039	6.2%	14,511	5.7%	13,733	5.3%
↓ 10 to 14 years	17,695	6.9%	15,990	6.2%	14,525	5.6%
↓ 15 to 17 years	11,683	4.5%	10,421	4.1%	10,043	3.9%
18 to 20 years	10,444	4.1%	10,985	4.3%	10,972	4.3%
▲ 21 to 24 years	11,526	4.5%	13,586	5.3%	14,375	5.6%
▲ 25 to 29 years	12,991	5.0%	14,118	5.5%	16,997	6.6%
30 to 34 years	12,704	4.9%	13,319	5.2%	12,550	4.9%
↓ 35 to 39 years	14,774	5.7%	13,361	5.2%	13,156	5.1%
↓ 40 to 44 years	18,106	7.0%	14,239	5.6%	13,000	5.0%
↓ 45 to 49 years	21,179	8.2%	17,280	6.7%	13,541	5.3%
↓ 50 to 54 years	21,097	8.2%	19,903	7.8%	17,934	7.0%
55 to 59 years	18,881	7.3%	20,354	7.9%	19,840	7.7%
▲ 60 to 64 years	16,666	6.5%	18,557	7.2%	20,572	8.0%
▲ 65 to 69 years	12,164	4.7%	15,569	6.1%	16,886	6.6%
▲ 70 to 74 years	8,708	3.4%	11,402	4.4%	15,343	6.0%
▲ 75 to 84 years	12,566	4.9%	13,097	5.1%	13,961	5.4%
▲ 85 or more years	5,528	2.1%	6,075	2.4%	6,377	2.5%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	212,264			
Single (Never Married)	59,797	28.2%	32.9%	86
Married	115,027	54.2%	50.2%	108
Divorced/Widowed	37,441	17.6%	16.9%	104
Marital Status Females 15 and Older (2016)	108,671			
Single (Never Married)	28,272	26.0%	29.8%	87
Married	57,449	52.9%	48.8%	108
Divorced/Widowed	22,950	21.1%	21.4%	99
Marital Status Males 15 and Older (2016)	103,593			
Single (Never Married)	31,525	30.4%	36.2%	84
Married	57,577	55.6%	51.6%	108
Divorced/Widowed	14,491	14.0%	12.3%	114
FAMILY STRUCTURE				
Households By Type (2016)	102,234			
Married Couple	53,328	52.2%	48.5%	108
Other Family - Male Head of Household	4,887	4.8%	4.9%	97
Other Family - Female Head of Household	10,848	10.6%	13.0%	82
Non Family - Male Head of Household	15,842	15.5%	15.8%	98
Non Family - Female Head of Household	17,329	17.0%	17.7%	96
Households With Children 0 to 18 (2016)	32,051			
Married Couple Family	21,178	66.1%	65.2%	101
Other Family - Male Head of Household	3,086	9.6%	8.5%	114
Other Family - Female Head of Household	7,321	22.8%	25.3%	90
▲ Non Family	465	1.5%	1.0%	150
Population By Household Type (2016)	256,540			
Group Quarters	6,496	2.5%	2.5%	101

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	6,496			
↓ Correctional Facilities	761	11.7%	30.0%	39
▲ College Dorms	2,737	42.1%	31.9%	132
↓ Military	0	0.0%	4.2%	0
Nursing Homes	1,704	26.2%	18.7%	140
▲ Other	1,294	19.9%	15.2%	131
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	256,540			
▲ White (Non-Hispanic)	232,848	90.8%	61.3%	148
↓ African-American (Non-Hisp)	5,734	2.2%	12.3%	18
↓ Hispanic/Latino	10,490	4.1%	17.8%	23
↓ Native American (Non-Hisp)	680	0.3%	0.7%	36
↓ Asian (Non-Hisp)	2,563	1.0%	5.3%	19
↓ Hawaiian & Pacific Islander (Non-Hisp)	54	0.0%	0.2%	13
↓ Other Races & Multiple Races (Non-Hisp)	4,171	1.6%	2.4%	68
Asian Population By Race (2016)	2,601			
↓ Chinese	431	16.6%	22.3%	74
↓ Japanese	75	2.9%	5.0%	57
Indian	470	18.1%	19.5%	93
Korean	231	8.9%	9.6%	92
▲ Vietnamese	656	25.2%	11.0%	229
Other Asian Races	738	28.4%	32.5%	87
Hispanic/Latino Population By Race (2016)	10,490			
White	5,761	54.9%	53.0%	104
▲ African-American	491	4.7%	2.5%	187
Native American	121	1.2%	1.4%	84
Asian	38	0.4%	0.4%	87
Other Races & Multiple Races	4,079	38.9%	42.7%	91
Hispanic/Latino Population By Origin (2016)	10,490			
↓ Mexican	2,989	28.5%	62.4%	46
▲ Puerto Rican	5,437	51.8%	9.5%	547
↓ Cuban	255	2.4%	3.5%	69
↓ Other Hispanic Origin	1,808	17.2%	24.6%	70

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	62,780			
Pre-Primary (Public)	2,227	3.5%	3.4%	103
↓ Pre-Primary (Private)	1,205	1.9%	2.6%	73
Elementary/High School (Public)	39,686	63.2%	58.9%	107
Elementary/High School (Private)	4,250	6.8%	6.6%	102
Enrolled in College	15,412	24.5%	28.4%	86
Population By Education Completed (Age 25 and over) (2016)	177,272			
↓ Elementary (Less than 9 years)	5,482	3.1%	5.8%	53
Some High School (9 to 11 years)	11,265	6.4%	7.8%	82
High School Graduate (12 years)	59,301	33.5%	27.9%	120
Some College (13 to 15 years)	32,199	18.2%	21.2%	86
▲ Associate Degree	22,714	12.8%	8.0%	160
Bachelor's Degree	27,402	15.5%	18.3%	84
Graduate Degree	18,910	10.7%	11.0%	97
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	124,228			
TOTAL WHITE COLLAR	73,553	59.2%	61.5%	96
Executive and Managerial	12,360	9.9%	9.7%	102
Professional Specialty	21,946	17.7%	16.6%	107
↓ Technical Support	8,131	6.5%	8.3%	79
Sales	13,442	10.8%	10.9%	100
Administrative Support & Clerical	17,674	14.2%	16.0%	89
TOTAL BLUE COLLAR	50,677	40.8%	38.5%	106
Service: Private Households	4,626	3.7%	3.7%	101
Service: Protective	2,481	2.0%	2.2%	90
Service: Other	9,075	7.3%	7.5%	98
▲ Farming, Forestry & Fishing	1,131	0.9%	0.7%	126
▲ Precision Production and Craft	17,456	14.1%	11.0%	128
Operators and Assemblers	4,572	3.7%	3.2%	114
Transportation and Material Moving	6,547	5.3%	6.2%	86
Laborers	4,789	3.9%	4.0%	95

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	208,840			
Employed	122,734	58.8%	58.1%	101
↓ Unemployed	8,830	4.2%	5.6%	75
Not in Labor Force	77,275	37.0%	36.3%	102
Total Female Pop. By Work Status (Age 20 to 64) (2013)	75,112			
TOTAL WORKING	53,409	71.1%	66.8%	106
With No Own Children	33,835	45.0%	42.2%	107
With Own Children Age 0 to 5 only	4,141	5.5%	5.5%	101
With Own Children Age 6 to 17 only	12,314	16.4%	14.8%	111
With Own Children Both Age 0 to 5 and 6 to 17	3,119	4.2%	4.3%	96
↓ TOTAL NOT WORKING (UNEMPLOYED)	3,278	4.4%	6.2%	70
↓ With No Own Children	2,033	2.7%	3.8%	72
↓ With Own Children Age 0 to 5 only	323	0.4%	0.7%	65
↓ With Own Children Age 6 to 17 only	619	0.8%	1.3%	66
↓ With Own Children Both Age 0 to 5 and 6 to 17	303	0.4%	0.5%	74
TOTAL NOT IN THE LABOR FORCE	18,425	24.5%	27.0%	91
With No Own Children	11,998	16.0%	17.1%	93
With Own Children Age 0 to 5 only	1,691	2.3%	2.6%	87
With Own Children Age 6 to 17 only	3,066	4.1%	4.6%	88
With Own Children Both Age 0 to 5 and 6 to 17	1,670	2.2%	2.6%	84
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	102,234			
Above Poverty Line (Households with Children)	64,085	64.8%	59.6%	109
Above Poverty Line (Households without Children)	25,827	26.1%	26.5%	98
↓ Below Poverty Line (Households with Children)	4,960	5.0%	7.9%	64
↓ Below Poverty Line (Households without Children)	4,051	4.1%	6.0%	68
Households By Presence of Retirement Income (2013)	101,010			
▲ With Retirement Income	23,323	23.1%	17.6%	131
Without Retirement Income	78,639	77.9%	81.5%	96

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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		
HOUSING				
Occupied Units By Type (2016)	102,234			
Owner Occupied	76,613	74.9%	65.0%	115
↓ Renter Occupied	25,621	25.1%	35.0%	72
↓ Median Rent (2013)	\$686		\$904	76
Structures By Number of Units (2016)	118,274			
Single Unit	86,558	73.2%	67.3%	109
3 to 4 Units	10,118	8.6%	8.1%	106
↓ 5 to 19 Units	6,570	5.6%	9.3%	60
↓ 20 to 49 Units	1,488	1.3%	3.6%	35
↓ 50 or more Units	1,796	1.5%	5.1%	30
▲ Mobile Home	11,710	9.9%	6.4%	154
↓ Other	34	0.0%	0.1%	34
▲ Single To Multiple Unit Ratio	4.33		2.57	168
Owner-Occupied Property Values (2016)	76,613			
Under \$40,000	5,589	7.3%	7.2%	101
\$40,000 to \$59,999	3,209	4.2%	3.7%	113
▲ \$60,000 to \$79,999	6,498	8.5%	5.1%	165
▲ \$80,000 to \$99,999	9,754	12.7%	6.5%	195
▲ \$100,000 to 149,999	19,038	24.8%	15.1%	165
\$150,000 to \$199,999	13,182	17.2%	14.6%	118
↓ \$200,000 to \$299,999	11,066	14.4%	18.1%	80
↓ \$300,000 to \$499,999	5,998	7.8%	16.9%	46
↓ \$500,000 to \$999,999	1,877	2.4%	9.7%	25
↓ \$1,000,000 and over	403	0.5%	3.0%	17
↓ Median Property Value	\$144,279		\$192,432	75

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	118,274			
↓ 2010 and later	3,227	2.7%	5.5%	49
↓ 2000 to 2009	10,992	9.3%	14.6%	64
1990 to 1999	14,267	12.1%	13.4%	90
1980 to 1989	14,663	12.4%	13.2%	94
1970 to 1979	14,586	12.3%	15.0%	82
↓ 1960 to 1969	9,724	8.2%	10.4%	79
↓ 1950 to 1959	8,429	7.1%	10.3%	69
▲ 1949 or earlier	42,385	35.8%	17.7%	203
Households By Number of Persons (2016)	102,234			
1 Person Household	27,665	27.1%	27.3%	99
2 Person Household	36,767	36.0%	32.3%	111
3 Person Household	16,344	16.0%	16.2%	98
4 Person Household	12,802	12.5%	13.1%	96
5 Person Household	5,532	5.4%	6.5%	84
↓ 6 Person Household	2,018	2.0%	2.8%	71
↓ 7 or more Person Household	1,106	1.1%	1.9%	57
Average Persons Per Household	2.5		2.6	96
Households By Heating Type (2013)	101,962			
▲ Utility and Other Gas	67,006	65.7%	54.0%	122
↓ Electric	12,748	12.5%	36.1%	35
▲ Oil	12,599	12.4%	6.1%	201
▲ Coal and Wood	8,466	8.3%	2.2%	373
▲ Solar/Other Fuel	896	0.9%	0.5%	178
↓ No Fuel Used	247	0.2%	0.9%	26

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TRANSPORTATION				
Households By Number of Vehicles (2016)	102,234			
↓ No Vehicles	7,254	7.1%	9.0%	79
1 Vehicle	34,462	33.7%	33.7%	100
2 Vehicle	40,232	39.4%	37.5%	105
3 or more Vehicles	20,286	19.8%	19.8%	100
Workers By Travel Time to Work (2016)	117,057			
▲ Less than 15 minutes	39,920	34.1%	27.3%	125
15 to 29 minutes	39,807	34.0%	36.5%	93
30 to 44 minutes	23,190	19.8%	20.2%	98
45 to 59 minutes	8,043	6.9%	7.7%	89
↓ 60 or more minutes	6,097	5.2%	8.3%	63
Average Travel Time to Work (minutes)	25.3		28.2	90
Workers By Type of Transportation to Work (2016)	121,223			
Drive Alone	99,645	82.2%	76.9%	107
Car Pool	10,568	8.7%	9.6%	91
↓ Public Transportation	965	0.8%	5.1%	16
▲ Walk to Work	4,404	3.6%	2.8%	129
↓ Other Means	923	0.8%	1.2%	61
Work at Home	4,718	3.9%	4.4%	89

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Central Deanery

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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)	52,175	51.0%	31.4%	162
4	Rural Families (27, 26, 29, 33, 35 and 38)	20,777	20.3%	13.1%	156
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	12,365	12.1%	15.1%	80
5	Senior Life (7, 20, 21, 22, 30 and 31)	7,569	7.4%	6.9%	107
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	6,254	6.1%	18.4%	33
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,499	2.4%	14.7%	17

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	33,233	32.5%	6.4%	507
38	Rural Working Families	15,946	15.6%	8.8%	178
6	Prosperous New Country Families	9,737	9.5%	2.1%	446
25	Working Country Consumers	7,597	7.4%	4.1%	181
40	Surviving Urban Diversity	4,851	4.7%	4.0%	117
28	Building Country Families	3,728	3.6%	2.8%	130
20	Cautious and Mature	3,349	3.3%	2.6%	124
35	Laboring Country Families	3,137	3.1%	2.7%	112
23	Established Empty-Nesters	2,979	2.9%	3.4%	86
18	Working Urban Families	2,703	2.6%	4.0%	67
22	Mature and Established	2,493	2.4%	1.8%	136
10	Suburban Mid-Life Families	1,897	1.9%	5.5%	33
39	New Beginning Urbanites	1,487	1.5%	2.8%	53
4	Educated Mid-Life Families	1,288	1.3%	3.4%	37
1	Traditional Affluent Families	1,133	1.1%	3.5%	32
29	Working Country Families	1,018	1.0%	1.0%	103
31	Mature Country Families	762	0.7%	0.5%	138
34	College and Career Starters	565	0.6%	0.6%	96
21	Mature and Stable	488	0.5%	0.6%	84
32	Working Urban Life	464	0.5%	1.7%	27

Date: 3/11/2016

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Diocese of Rochester
Central Deanery

Study Area Definition:
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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.		
47	University Life	416	0.4%	0.8%	54
50	Unclassified Households	351	0.3%	0.2%	158
48	Struggling Urban Life	339	0.3%	0.8%	41
27	Country Family Diversity	315	0.3%	0.3%	91
33	Laboring Rural Families	263	0.3%	0.1%	188
30	Urban Senior Life	243	0.2%	0.8%	29
42	Laboring Rural Diversity	240	0.2%	1.5%	15
7	Prosperous and Mature	234	0.2%	0.5%	42
49	Exception Households	234	0.2%	0.2%	92
45	Struggling Urban Diversity	130	0.1%	2.5%	5
14	Secure Mid-Life Families	117	0.1%	0.7%	17
26	Working Suburban Families	98	0.1%	0.1%	80
46	Struggling Black Households	83	0.1%	2.5%	3
43	Laboring Urban Diversity	51	0.0%	0.5%	10
24	Metro Multi-Ethnic Diversity	50	0.0%	2.7%	2
3	Mid-Life Prosperity	50	0.0%	1.5%	3
44	Laboring Urban Life	41	0.0%	0.1%	53
2	Professional Affluent Families	38	0.0%	0.8%	5
9	Educated Working Families	38	0.0%	0.1%	44
19	Educated and Promising	15	0.0%	0.1%	19
8	Rising Potential Professionals	9	0.0%	2.3%	0
15	Reliable Young Starters	7	0.0%	4.3%	0
41	Struggling Hispanic Households	5	0.0%	1.6%	0
5	Prosperous Diversity	2	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
17	Large Young Families	0	0.0%	2.2%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
TOTALS		102,224	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	30.2%	35.4%	85
▲ Somewhat Involved with Their Faith	33.3%	29.9%	111
Not Involved with Their Faith	35.7%	34.7%	103

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.7%	22.1%	94
Decreased Their Involvement with Their Faith in the Last 10 Years	24.4%	23.7%	103

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	33
↓ Baptist	7.5%	16.1%	47
▲ Catholic	36.3%	23.7%	153
▲ Congregational	4.9%	2.0%	250
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	80
▲ Episcopal	4.4%	2.9%	152
↓ Holiness	0.4%	0.8%	52
Jehovah's Witnesses	1.0%	1.1%	92
▲ Judaism	7.8%	3.2%	248
↓ Lutheran	4.2%	7.2%	58
↓ Methodist	7.3%	10.1%	72
↓ Mormon	0.5%	1.8%	29
↓ New Age	0.4%	0.6%	72
↓ Non-Denominational / Independent	3.1%	6.9%	45
▲ Orthodox	0.6%	0.3%	183
↓ Pentecostal	2.0%	2.4%	81
↓ Presbyterian / Reformed	3.0%	4.6%	65
▲ Unitarian / Universalist	1.2%	0.7%	171
↓ Interested but No Preference	2.7%	3.9%	68
Not Interested and No Preference	11.0%	11.1%	99
↓ Likely to Have Changed Their Preference in the Last 10 Years	13.5%	16.8%	80

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 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	11.3%	11.7%	97
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	80.3%	79.6%	101

Date: 3/11/2016

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Diocese of Rochester
Central Deanery

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	44.0%	43.5%	101
▲ Finding/Providing Health Insurance	32.9%	29.0%	113
▲ Day-to-Day Financial Worries	37.0%	31.6%	117
Finding Employment Opportunities	15.0%	14.4%	104
↓ Finding Affordable Housing	9.7%	11.3%	86
▲ Providing Adequate Food	10.8%	8.6%	127
Finding Child Care	6.5%	6.3%	104
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	18.2%	16.7%	109
Dealing With Teen / Child Problems	21.0%	20.7%	102
Finding/Providing Aging Parent Care	16.2%	15.5%	105
Dealing With Abusive Relationships	12.1%	11.4%	106
Dealing With Divorce	4.6%	4.5%	104
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	18.6%	27.0%	69
Finding/Providing Good Schools	23.6%	23.5%	100
Dealing with Problems in Schools	13.8%	13.6%	102
↓ Dealing With Racial / Ethnic Prejudice	9.5%	13.1%	72
↓ Dealing With Neighborhood Gangs	3.7%	8.5%	44
↓ Dealing with Social Injustice	9.5%	11.3%	84
HOPES AND DREAMS:			
Achieving Long-term Financial Security	51.3%	50.6%	101
Finding Time for Recreation / Leisure	26.4%	25.3%	104
Finding Better Quality Healthcare	25.6%	23.9%	107
Finding A Satisfying Job / Career	18.4%	19.3%	95
Finding Retirement Opportunities	20.2%	18.9%	107
Achieving A Fulfilling Marriage	22.6%	22.3%	101
Developing Parenting Skills	15.5%	14.7%	105
Achieving Educational Objectives	7.2%	7.5%	96
SPIRITUAL / PERSONAL:			
▲ Dealing With Stress	33.5%	29.8%	112
Finding Companionship	16.3%	17.3%	94
↓ Finding A Good Church	11.2%	15.2%	74
↓ Finding Spiritual Teaching	9.2%	12.9%	71
Finding Life Direction	14.7%	14.0%	105

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	86.8%	84.5%	103
“God is actively involved in the world including nations and their governments”	67.6%	63.8%	106

SOCIETY:

“It is important to preserve the traditional American family structure”	93.6%	91.5%	102
“A healthy environment has become a national crisis”	82.4%	82.8%	100
“Public education is essential to the future of American society”	93.9%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	48.6%	50.1%	97
“The role of Churches / Synagogues is to help form and support moral values”	82.6%	81.1%	102
“Churches and religious organizations should provide more human services”	59.7%	62.6%	95

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	33.4%	36.3%	92
“The changing racial / ethnic face of America is a threat to our national heritage”	37.9%	36.3%	104

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.8%	59.8%	100
More than \$500 per year	31.1%	31.2%	100
More than \$1,000 per year	17.8%	17.4%	102

TO CHARITIES:

↓ More than \$100 per year	28.8%	33.7%	85
↓ More than \$500 per year	5.0%	6.8%	74
↓ More than \$1,000 per year	1.3%	2.3%	57

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	11.3%	16.1%	70
↓ More than \$500 per year	2.7%	4.3%	63
↓ More than \$1,000 per year	1.3%	2.2%	59

Ministry Area Profile 2016
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REPORT

Diocese of Rochester
Central Deanery

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Central Deanery

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Custom Polygon

Table of Contents

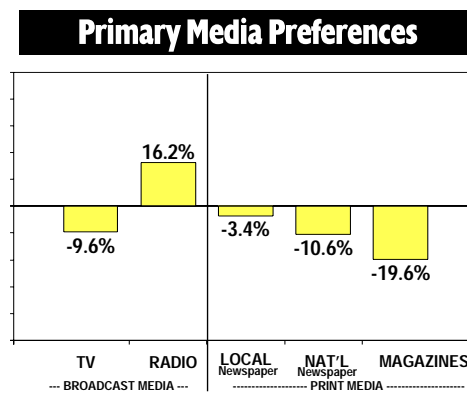
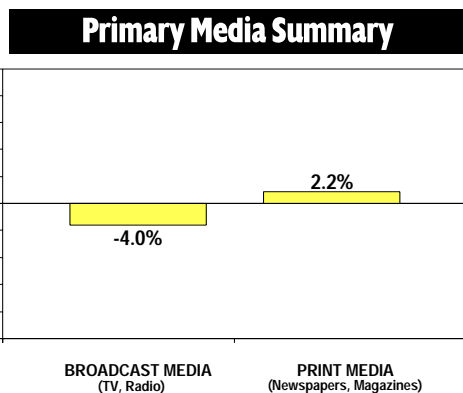
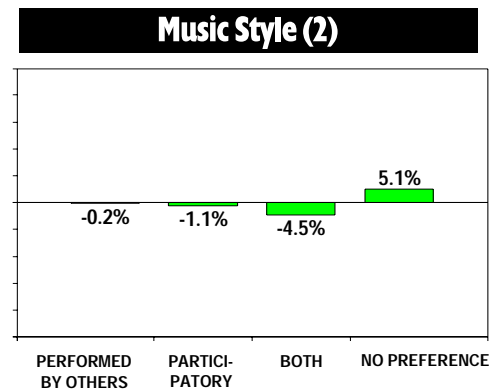
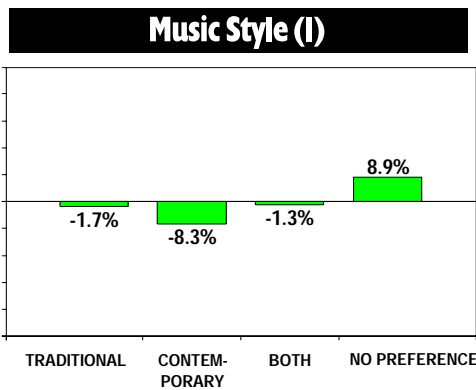
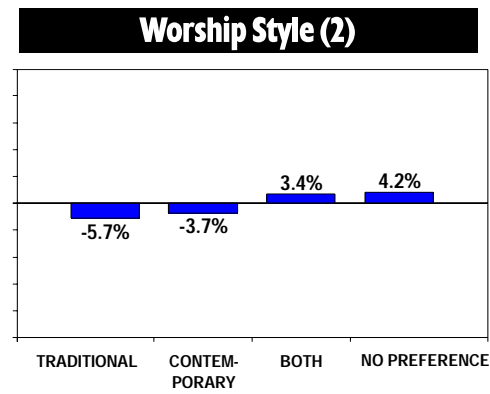
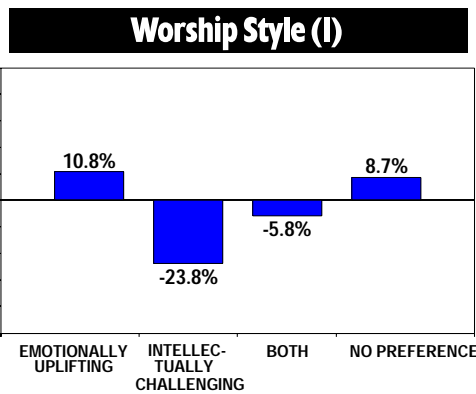
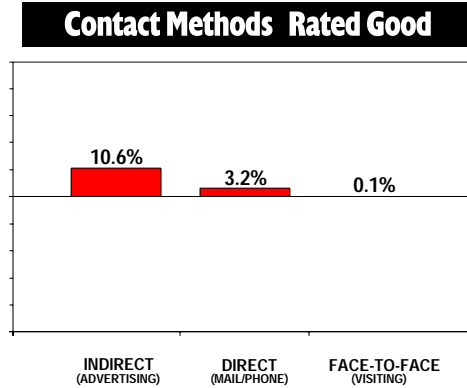
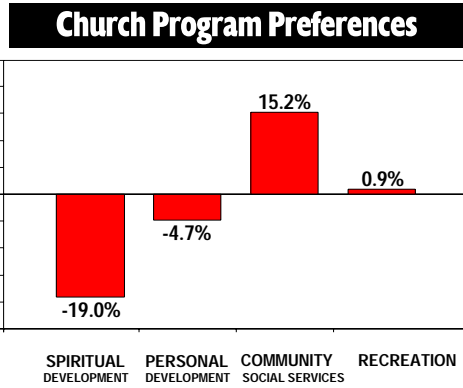
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 3/11/2016

Prepared For:
Diocese of Rochester
Central Deanery

Study Area Definition:
Custom Polygon





Date: 3/11/2016

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 Diocese of Rochester
 Central Deanery

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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	29.8%	41.1%	73
Adult Theological Discussion Groups	20.4%	22.5%	91
Spiritual Retreats	10.7%	11.6%	92

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.1%	15.2%	93
Parent Training Programs	7.3%	7.8%	93
Twelve Step Programs	3.7%	3.5%	106
Divorce Recovery	2.5%	2.4%	102

COMMUNITY/SOCIAL SERVICES:

Personal or Family Counseling	24.7%	22.5%	110
▲ Care for the Terminally Ill	18.6%	15.7%	119
▲ Food and Clothing Resources	16.2%	11.1%	145
Day Care Services	6.5%	6.1%	107
↓ Church Sponsored Day-School	4.4%	5.7%	77

RECREATION:

Youth Social Programs	31.0%	29.7%	104
Family Activities and Outings	34.4%	32.8%	105
Active Retirement Programs	28.7%	26.8%	107
↓ Cultural Programs (Music, Drama, Art)	15.9%	18.9%	84
↓ Sports or Camping	5.7%	6.3%	89

SUMMARY

↓ Spiritual Development Index	81
Personal Development Index	95
▲ Community/Social Services Index	115
Recreation Index	101



Date: 3/11/2016

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 Diocese of Rochester
 Central Deanery

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 Custom Polygon

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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

▲ A. Emotionally Uplifting	29.2%	26.4%	111
↓ B. Intellectually Challenging	8.5%	11.1%	76
C. Both A and B	36.9%	39.2%	94
D. No Preference or Not Interested	25.4%	23.4%	109

PART 2:

A. Traditional/Formal/Ceremonial	19.1%	20.2%	94
B. Contemporary/Informal	25.3%	26.3%	96
C. Both A and B	27.4%	26.5%	103
D. No Preference or Not Interested	28.1%	26.9%	104

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.0%	24.4%	98
B. Contemporary	18.1%	19.7%	92
C. Both A and B	30.7%	31.1%	99
D. No Preference or Not Interested	27.0%	24.8%	109

PART 2:

A. Performed by Others	18.7%	18.7%	100
B. Participatory	22.7%	22.9%	99
C. Both A and B	30.7%	32.2%	95
D. No Preference or Not Interested	27.5%	26.2%	105



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 Central Deanery

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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 2016 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

A. Community	23.6%	22.0%	107
↓ B. Personal Spiritual Development	11.4%	14.3%	80
C. Both A and B	36.4%	37.4%	97
D. No Preference or Not Interested	28.2%	26.3%	107

PART 2:

↓ A. Global Mission	5.0%	6.2%	82
B. Local Mission	33.5%	33.3%	100
C. Both A and B	28.7%	30.1%	95
D. No Preference or Not Interested	32.4%	30.4%	107

CHURCH ARCHITECTURE INDICATOR

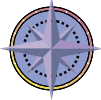
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.7%	26.6%	108
↓ B. Contemporary	13.5%	15.9%	84
C. Both A and B	30.8%	32.3%	95
D. No Preference or Not Interested	26.6%	25.1%	106

PART 2:

A. Somber/Serious	8.6%	9.4%	91
B. Light and Airy	35.3%	34.7%	102
C. Both A and B	25.9%	27.7%	93
D. No Preference or Not Interested	30.0%	28.2%	106



Date: 3/11/2016

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PRIMARY MEDIA PREFERENCE

Estimated 2016 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	42.7%	47.3%	90
▲ Radio	15.5%	13.3%	116

PRINT MEDIA:

Local Newspaper	37.5%	36.1%	104
↓ National Newspaper	3.9%	4.3%	89
Magazines	2.5%	2.4%	103

SECONDARY MEDIA PREFERENCE

Estimated 2016 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

Television	33.6%	31.9%	105
Radio	23.9%	23.8%	101

PRINT MEDIA:

Local Newspaper	31.6%	32.7%	97
National Newspaper	5.3%	5.8%	93
↓ Magazines	5.7%	7.0%	80

SUMMARY

Overall Broadcast Media Index (100 = Average)	100
Overall Print Media Index	98



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2016 Households Likely to Rate As Good the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	38.3%	36.2%	106
▲ Putting Ad in Local Newspaper	40.7%	33.8%	120
Local Cable Channels	32.2%	30.4%	106
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	55.6%	53.7%	104
Calling and Offering to Send Information By Mail	31.2%	29.5%	106
Calling and Discussing on the Phone	11.4%	12.0%	95
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	20.9%	20.1%	104
Going Door to Door	13.2%	14.0%	95

CHURCH CONTACT METHODS RATED POOR

Estimated 2016 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	20.1%	19.6%	102
↓ Putting Ad in Local Newspaper	16.5%	21.5%	76
Local Cable Channels	30.9%	30.7%	100
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.6%	13.3%	87
Calling and Offering to Send Information By Mail	32.3%	34.0%	95
Calling and Discussing on the Phone	58.5%	60.6%	96
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	47.8%	49.6%	96
Going Door to Door	63.9%	64.0%	100

SUMMARY OF METHODS RATED GOOD	
▲ Indirect Methods Index (100 = Average)	111
Direct Methods Index	103
Face-to-Face Methods Index	100

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	94
Direct Methods Index	95
Face-to-Face Methods Index	98