

ministry area profile 2016

Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition: Diocesan Boundary



ID# 39645:58032



Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

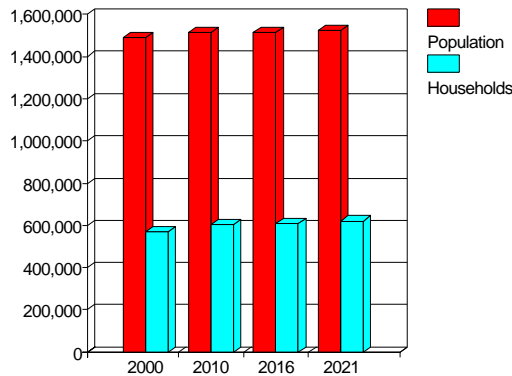
- 1 **Q** **How many people live in the defined study area?**
A Currently, there are 1,513,333 persons residing in the defined study area. This represents an increase of 22,832 or 1.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2 **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 0.7% or 11,034 additional persons. 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 *extremely high* with a considerable 49 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 16.5% 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 *very high*. Among individual groups, *Anglos* represent 80.0% of the population and all other racial/ethnic groups make up just 20.0% which is well below the national average of 39%. The largest of these groups, *African-Americans*, accounts for 8.8% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 15.6% 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 *Millenials* (age 15 to 34) comprised of 420,404 persons or 27.8% 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 non-traditional* due to the below 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 high*. While 90.1% 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 31.2% 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, Finding Life Direction* and *Better Quality Healthcare*. (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 \$70,615 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

Date: 2/4/2016

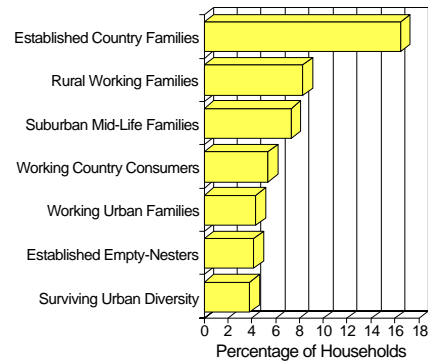
Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Population and Households

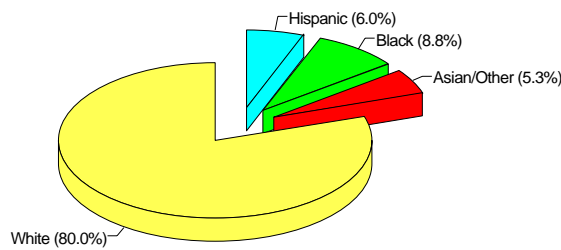


Primary U.S. Lifestyles Segments-2016

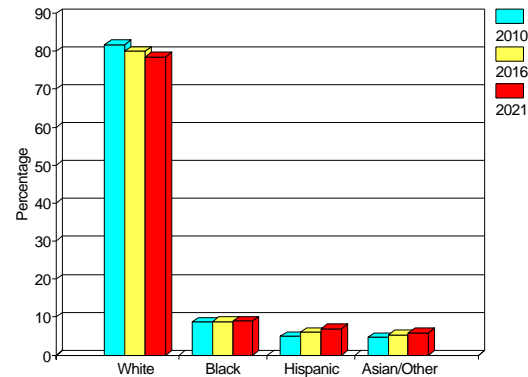


The population in the study area has increased by 2575 persons, or 0.2% since 2010 and is projected to increase by 11034 persons, or 0.7% between 2016 and 2021. The number of households has increased by 9723, or 1.6% since 2010 and is projected to increase by 9251, or 1.5% between 2016 and 2021.

Population By Race/Ethnicity-2016

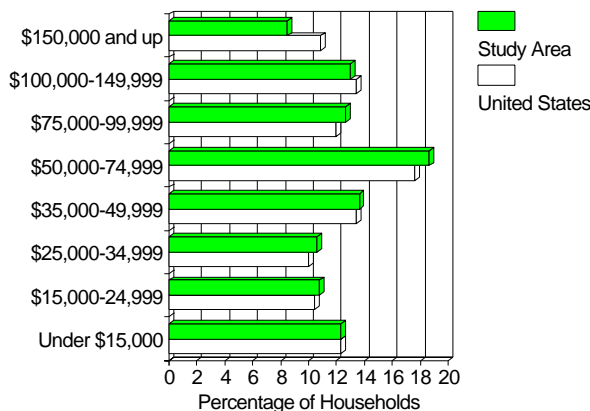


Population By Race/Ethnicity Trend

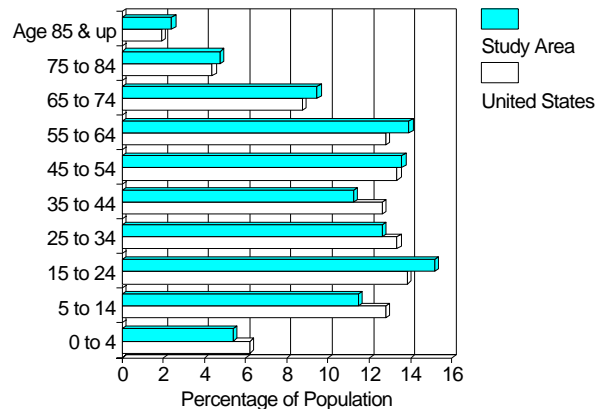


Between 2016 and 2021, the White population is projected to decrease by 14644 persons and to decrease from 80.0% to 78.5% of the total population. The Black population is projected to increase by 2872 persons and to increase from 8.8% to 8.9% of the total. The Hispanic/Latino population is projected to increase by 14008 persons and to increase from 6.0% to 6.8% of the total. The Asian/Other population is projected to increase by 8799 persons and to increase from 5.3% to 5.8% of the total population.

Households By Income-2016



Population by Age-2016



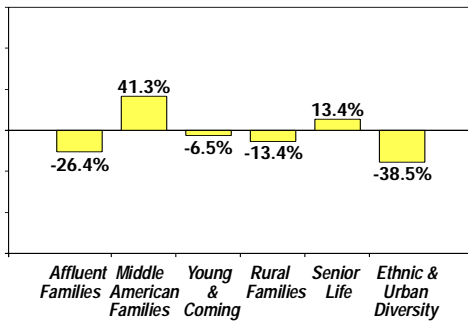
The average household income in the study area is \$70615 a year as compared to the U.S. average of \$77135. The average age in the study area is 40.3 and is projected to increase to 41.1 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Date: 2/4/2016

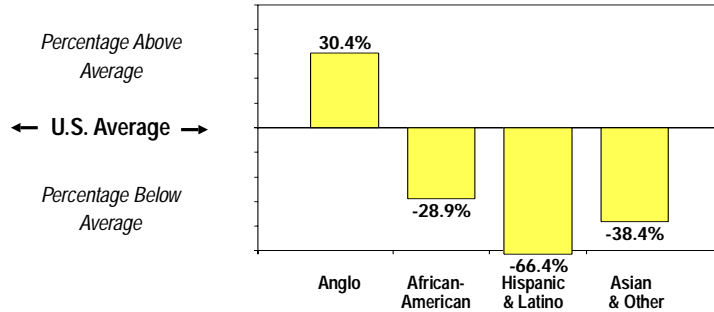
Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

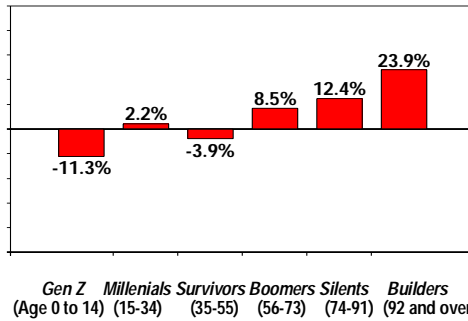
U.S. Lifestyles Group



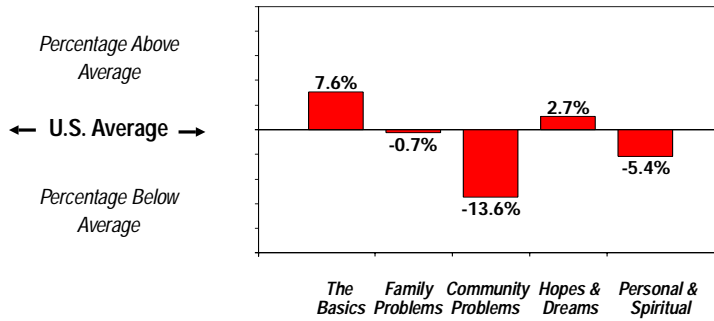
Race/Ethnicity



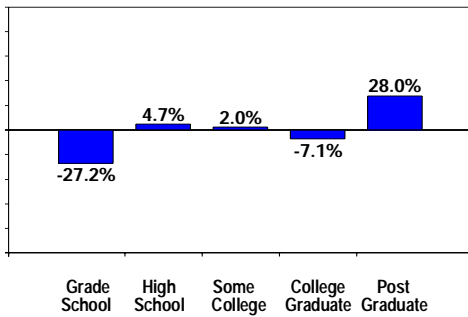
Generations



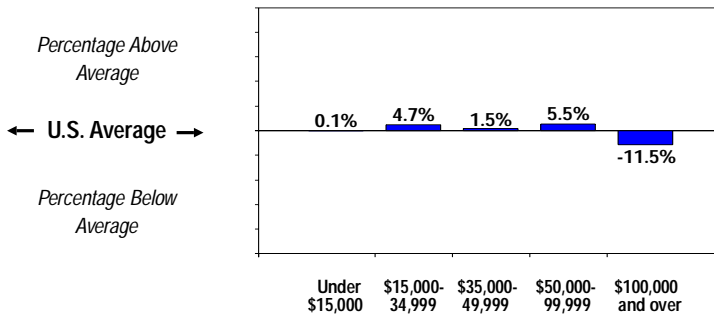
Primary Concern Groups



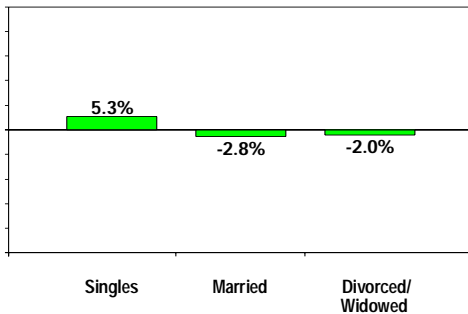
Education Completed by Adults



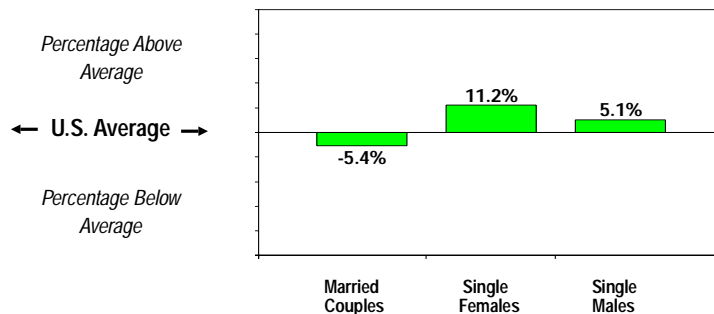
Household Income



Marital Status



Households with Children



Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
▲ Population	1,490,501	1,510,758	1,513,333	1,524,367		
Population Change		20,257	2,575	11,034		
Percentage Change		1.4%	0.2%	0.7%		
Average Annual Growth Rate		0.1%	0.0%	0.1%		
▲ Density (Pop. per square mile)	192	194	195	196		
HOUSEHOLDS						
▲ Households	571,632	601,373	611,096	620,347		
Household Change		29,741	9,723	9,251		
Percentage Change		5.2%	1.6%	1.5%		
Average Annual Growth Rate		0.5%	0.3%	0.3%		
↓ Persons Per Household	2.49	2.40	2.37	2.35		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	1,235,445	81.8%	1,210,534	80.0%	1,195,890	78.5%
▲ African-American (Non-Hisp)	129,904	8.6%	132,462	8.8%	135,334	8.9%
▲ Hispanic/Latino	75,032	5.0%	90,404	6.0%	104,412	6.8%
▲ Asian/Other (Non-Hisp)	70,377	4.7%	79,932	5.3%	88,731	5.8%
POPULATION BY GENDER						
↓ Female	770,288	51.0%	770,458	50.9%	775,657	50.9%
▲ Male	740,470	49.0%	742,875	49.1%	748,710	49.1%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	156,628	10.4%	255,034	16.9%	355,620	23.3%
↓ Millennials (Born 1982 to 2001)	423,286	28.0%	420,354	27.8%	401,086	26.3%
↓ Survivors (Born 1961 to 1981)	404,220	26.8%	397,358	26.3%	391,062	25.7%
↓ Boomers (Born 1943 to 1960)	348,987	23.1%	319,776	21.1%	291,944	19.2%
↓ Silents (Born 1925 to 1942)	147,027	9.7%	113,496	7.5%	84,280	5.5%
↓ Builders (Born 1924 and earlier)	30,605	2.0%	7,314	0.5%	374	0.0%
AGE						
▲ Average Age		39.2		40.3		41.1
▲ Median Age		39.7		40.9		41.7
INCOME						
▲ Average Household Income		\$63,170		\$70,615		\$76,102
▲ Median Household Income		\$53,126		\$56,596		\$60,693
▲ Per Capita Income		\$25,145		\$28,515		\$30,970

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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	35,711	5.9%	51,896	8.5%	64,071	10.3%
▲ \$100,000 to \$149,999	70,912	11.8%	79,456	13.0%	88,224	14.2%
▲ \$75,000 to \$99,999	75,475	12.6%	77,159	12.6%	78,409	12.6%
↓ \$50,000 to \$74,999	119,856	19.9%	113,722	18.6%	112,550	18.1%
↓ \$35,000 to \$49,999	87,308	14.5%	83,183	13.6%	81,549	13.1%
↓ \$25,000 to \$34,999	67,406	11.2%	64,737	10.6%	62,695	10.1%
↓ \$15,000 to \$24,999	68,361	11.4%	65,722	10.8%	62,179	10.0%
↓ Under \$15,000	76,345	12.7%	75,223	12.3%	70,669	11.4%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	84,846	5.6%	81,574	5.4%	81,553	5.3%
↓ Required Formal Schooling (5-17)	250,266	16.6%	232,308	15.4%	222,718	14.6%
↓ College Years, Career Starts (18-24)	170,422	11.3%	170,533	11.3%	166,440	10.9%
▲ Singles and Young Families (25-34)	176,054	11.7%	190,973	12.6%	195,349	12.8%
↓ Families, Empty Nesters (35-54)	419,566	27.8%	375,320	24.8%	354,963	23.3%
▲ Enrichment Years Singles/Couples (55-64)	193,411	12.8%	210,639	13.9%	214,783	14.1%
▲ Retirement Opportunities (65+)	216,189	14.3%	251,985	16.7%	288,560	18.9%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	84,846	5.6%	81,574	5.4%	81,553	5.3%
↓ 5 to 9 years	89,728	5.9%	84,020	5.6%	81,335	5.3%
↓ 10 to 14 years	96,368	6.4%	89,440	5.9%	84,226	5.5%
↓ 15 to 17 years	64,170	4.2%	58,848	3.9%	57,157	3.7%
↓ 18 to 20 years	81,435	5.4%	78,143	5.2%	76,641	5.0%
↓ 21 to 24 years	88,987	5.9%	92,390	6.1%	89,799	5.9%
▲ 25 to 29 years	92,976	6.2%	96,807	6.4%	98,698	6.5%
▲ 30 to 34 years	83,078	5.5%	94,166	6.2%	96,651	6.3%
▲ 35 to 39 years	85,935	5.7%	86,428	5.7%	90,646	5.9%
40 to 44 years	100,799	6.7%	83,586	5.5%	84,494	5.5%
↓ 45 to 49 years	115,813	7.7%	96,204	6.4%	80,528	5.3%
↓ 50 to 54 years	117,019	7.7%	109,102	7.2%	99,295	6.5%
55 to 59 years	104,429	6.9%	110,191	7.3%	104,736	6.9%
▲ 60 to 64 years	88,982	5.9%	100,448	6.6%	110,047	7.2%
▲ 65 to 69 years	64,261	4.3%	83,314	5.5%	91,556	6.0%
▲ 70 to 74 years	46,900	3.1%	59,826	4.0%	80,824	5.3%
▲ 75 to 84 years	71,022	4.7%	72,273	4.8%	78,817	5.2%
▲ 85 or more years	34,006	2.3%	36,572	2.4%	37,363	2.5%

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	1,258,299			
Single (Never Married)	436,015	34.7%	32.9%	105
Married	613,363	48.7%	50.2%	97
Divorced/Widowed	208,922	16.6%	16.9%	98
Marital Status Females 15 and Older (2016)	645,748			
Single (Never Married)	205,435	31.8%	29.8%	107
Married	306,252	47.4%	48.8%	97
Divorced/Widowed	134,061	20.8%	21.4%	97
Marital Status Males 15 and Older (2016)	612,551			
Single (Never Married)	230,580	37.6%	36.2%	104
Married	307,110	50.1%	51.6%	97
Divorced/Widowed	74,861	12.2%	12.3%	100
FAMILY STRUCTURE				
Households By Type (2016)	611,096			
Married Couple	279,923	45.8%	48.5%	94
Other Family - Male Head of Household	27,342	4.5%	4.9%	91
Other Family - Female Head of Household	75,404	12.3%	13.0%	95
Non Family - Male Head of Household	106,952	17.5%	15.8%	111
Non Family - Female Head of Household	121,475	19.9%	17.7%	112
Households With Children 0 to 18 (2016)	182,589			
Married Couple Family	112,721	61.7%	65.2%	95
Other Family - Male Head of Household	16,241	8.9%	8.5%	105
Other Family - Female Head of Household	51,434	28.2%	25.3%	111
▲ Non Family	2,193	1.2%	1.0%	124
Population By Household Type (2016)	1,513,333			
▲ Group Quarters	66,096	4.4%	2.5%	174

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
GROUP QUARTERS				
Population In Group Quarters By Type (2016)	66,096			
↓ Correctional Facilities	13,508	20.4%	30.0%	68
▲ College Dorms	34,020	51.5%	31.9%	162
↓ Military	0	0.0%	4.2%	0
Nursing Homes	9,775	14.8%	18.7%	79
Other	8,793	13.3%	15.2%	88
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	1,513,333			
▲ White (Non-Hispanic)	1,210,534	80.0%	61.3%	130
↓ African-American (Non-Hisp)	132,462	8.8%	12.3%	71
↓ Hispanic/Latino	90,405	6.0%	17.8%	34
↓ Native American (Non-Hisp)	3,650	0.2%	0.7%	33
↓ Asian (Non-Hisp)	43,818	2.9%	5.3%	55
↓ Hawaiian & Pacific Islander (Non-Hisp)	432	0.0%	0.2%	17
Other Races & Multiple Races (Non-Hisp)	32,032	2.1%	2.4%	88
Asian Population By Race (2016)	44,278			
▲ Chinese	12,502	28.2%	22.3%	126
↓ Japanese	1,320	3.0%	5.0%	59
Indian	9,290	21.0%	19.5%	108
Korean	5,108	11.5%	9.6%	120
Vietnamese	4,328	9.8%	11.0%	89
Other Asian Races	11,730	26.5%	32.5%	82
Hispanic/Latino Population By Race (2016)	90,405			
White	43,789	48.4%	53.0%	91
▲ African-American	8,508	9.4%	2.5%	376
Native American	1,057	1.2%	1.4%	85
▲ Asian	460	0.5%	0.4%	122
Other Races & Multiple Races	36,591	40.5%	42.7%	95
Hispanic/Latino Population By Origin (2016)	90,405			
↓ Mexican	10,516	11.6%	62.4%	19
▲ Puerto Rican	57,492	63.6%	9.5%	671
▲ Cuban	4,414	4.9%	3.5%	138
Other Hispanic Origin	17,983	19.9%	24.6%	81

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	404,767			
Pre-Primary (Public)	11,781	2.9%	3.4%	85
↓ Pre-Primary (Private)	8,416	2.1%	2.6%	79
Elementary/High School (Public)	225,039	55.6%	58.9%	94
↓ Elementary/High School (Private)	21,339	5.3%	6.6%	79
▲ Enrolled in College	138,192	34.1%	28.4%	120
Population By Education Completed (Age 25 and over) (2016)	1,028,918			
↓ Elementary (Less than 9 years)	30,467	3.0%	5.8%	51
Some High School (9 to 11 years)	71,315	6.9%	7.8%	89
High School Graduate (12 years)	300,455	29.2%	27.9%	105
Some College (13 to 15 years)	179,672	17.5%	21.2%	82
▲ Associate Degree	126,311	12.3%	8.0%	154
Bachelor's Degree	175,158	17.0%	18.3%	93
▲ Graduate Degree	145,539	14.1%	11.0%	128
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	719,525			
TOTAL WHITE COLLAR	455,061	63.2%	61.5%	103
Executive and Managerial	71,677	10.0%	9.7%	102
Professional Specialty	141,873	19.7%	16.6%	119
Technical Support	57,274	8.0%	8.3%	96
Sales	69,931	9.7%	10.9%	90
Administrative Support & Clerical	114,306	15.9%	16.0%	99
TOTAL BLUE COLLAR	264,465	36.8%	38.5%	95
Service: Private Households	25,823	3.6%	3.7%	97
Service: Protective	16,207	2.3%	2.2%	102
Service: Other	57,358	8.0%	7.5%	107
↓ Farming, Forestry & Fishing	3,776	0.5%	0.7%	72
Precision Production and Craft	77,354	10.8%	11.0%	98
Operators and Assemblers	22,426	3.1%	3.2%	96
Transportation and Material Moving	36,392	5.1%	6.2%	82
Laborers	25,129	3.5%	4.0%	86

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	1,239,074			
Employed	715,254	57.7%	58.1%	99
Unemployed	60,042	4.8%	5.6%	86
Not in Labor Force	463,778	37.4%	36.3%	103
Total Female Pop. By Work Status (Age 20 to 64) (2013)	446,248			
TOTAL WORKING	313,147	70.2%	66.8%	105
With No Own Children	201,449	45.1%	42.2%	107
With Own Children Age 0 to 5 only	24,162	5.4%	5.5%	99
With Own Children Age 6 to 17 only	69,217	15.5%	14.8%	105
With Own Children Both Age 0 to 5 and 6 to 17	18,319	4.1%	4.3%	95
↓ TOTAL NOT WORKING (UNEMPLOYED)	21,809	4.9%	6.2%	79
↓ With No Own Children	13,001	2.9%	3.8%	78
With Own Children Age 0 to 5 only	2,562	0.6%	0.7%	87
With Own Children Age 6 to 17 only	4,707	1.1%	1.3%	84
↓ With Own Children Both Age 0 to 5 and 6 to 17	1,539	0.3%	0.5%	63
TOTAL NOT IN THE LABOR FORCE	111,291	24.9%	27.0%	92
With No Own Children	75,537	16.9%	17.1%	99
With Own Children Age 0 to 5 only	9,424	2.1%	2.6%	81
With Own Children Age 6 to 17 only	17,727	4.0%	4.6%	85
↓ With Own Children Both Age 0 to 5 and 6 to 17	8,603	1.9%	2.6%	73
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	611,096			
Above Poverty Line (Households with Children)	344,567	62.3%	59.6%	105
Above Poverty Line (Households without Children)	140,035	25.3%	26.5%	95
Below Poverty Line (Households with Children)	38,098	6.9%	7.9%	87
Below Poverty Line (Households without Children)	30,727	5.6%	6.0%	92
Households By Presence of Retirement Income (2013)	601,373			
▲ With Retirement Income	130,692	21.7%	17.6%	124
Without Retirement Income	468,327	77.9%	81.5%	96

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
HOUSING				
Occupied Units By Type (2016)	611,096			
Owner Occupied	411,832	67.4%	65.0%	104
Renter Occupied	199,264	32.6%	35.0%	93
Median Rent (2013)	\$752		\$904	83
Structures By Number of Units (2016)	677,280			
Single Unit	466,731	68.9%	67.3%	102
▲ 3 to 4 Units	83,175	12.3%	8.1%	151
5 to 19 Units	53,496	7.9%	9.3%	85
↓ 20 to 49 Units	11,992	1.8%	3.6%	49
↓ 50 or more Units	21,633	3.2%	5.1%	62
Mobile Home	40,060	5.9%	6.4%	92
↓ Other	193	0.0%	0.1%	33
Single To Multiple Unit Ratio	2.74		2.57	107
Owner-Occupied Property Values (2016)	411,832			
Under \$40,000	26,115	6.3%	7.2%	88
\$40,000 to \$59,999	18,171	4.4%	3.7%	119
▲ \$60,000 to \$79,999	34,413	8.4%	5.1%	162
▲ \$80,000 to \$99,999	47,162	11.5%	6.5%	176
▲ \$100,000 to 149,999	106,007	25.7%	15.1%	171
▲ \$150,000 to \$199,999	77,395	18.8%	14.6%	129
\$200,000 to \$299,999	61,200	14.9%	18.1%	82
↓ \$300,000 to \$499,999	30,927	7.5%	16.9%	44
↓ \$500,000 to \$999,999	8,609	2.1%	9.7%	22
↓ \$1,000,000 and over	1,833	0.4%	3.0%	15
↓ Median Property Value	\$144,536		\$192,432	75

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	677,280			
↓ 2010 and later	18,981	2.8%	5.5%	51
↓ 2000 to 2009	49,285	7.3%	14.6%	50
↓ 1990 to 1999	63,708	9.4%	13.4%	70
↓ 1980 to 1989	70,799	10.5%	13.2%	79
1970 to 1979	88,311	13.0%	15.0%	87
1960 to 1969	75,263	11.1%	10.4%	107
1950 to 1959	70,866	10.5%	10.3%	102
▲ 1949 or earlier	240,067	35.4%	17.7%	200
Households By Number of Persons (2016)	611,096			
1 Person Household	185,895	30.4%	27.3%	112
2 Person Household	208,590	34.1%	32.3%	106
3 Person Household	95,958	15.7%	16.2%	97
4 Person Household	73,776	12.1%	13.1%	92
↓ 5 Person Household	30,481	5.0%	6.5%	77
↓ 6 Person Household	10,796	1.8%	2.8%	64
↓ 7 or more Person Household	5,600	0.9%	1.9%	48
Average Persons Per Household	2.4		2.6	93
Households By Heating Type (2013)	599,018			
▲ Utility and Other Gas	434,537	72.5%	54.0%	134
↓ Electric	77,319	12.9%	36.1%	36
▲ Oil	47,911	8.0%	6.1%	130
▲ Coal and Wood	32,310	5.4%	2.2%	242
▲ Solar/Other Fuel	5,225	0.9%	0.5%	176
↓ No Fuel Used	1,715	0.3%	0.9%	30

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Description	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
▲ Indicates the study area percentage is more than 1.2 times the U.S. average				
↓ Indicates the study area percentage is less than 0.8 times the U.S. average				
TRANSPORTATION				
Households By Number of Vehicles (2016)	611,096			
No Vehicles	63,288	10.4%	9.0%	115
1 Vehicle	219,558	35.9%	33.7%	106
2 Vehicle	230,679	37.7%	37.5%	101
3 or more Vehicles	97,572	16.0%	19.8%	81
Workers By Travel Time to Work (2016)	678,565			
▲ Less than 15 minutes	230,977	34.0%	27.3%	125
15 to 29 minutes	288,172	42.5%	36.5%	116
↓ 30 to 44 minutes	104,502	15.4%	20.2%	76
↓ 45 to 59 minutes	28,431	4.2%	7.7%	54
↓ 60 or more minutes	26,482	3.9%	8.3%	47
Average Travel Time to Work (minutes)	22.9		28.2	81
Workers By Type of Transportation to Work (2016)	701,035			
Drive Alone	561,760	80.1%	76.9%	104
Car Pool	58,404	8.3%	9.6%	87
↓ Public Transportation	16,711	2.4%	5.1%	47
▲ Walk to Work	32,451	4.6%	2.8%	165
↓ Other Means	6,535	0.9%	1.2%	75
Work at Home	25,175	3.6%	4.4%	82

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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)	271,399	44.4%	31.4%	141
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	83,689	13.7%	14.7%	93
4	Rural Families (27, 26, 29, 33, 35 and 38)	69,154	11.3%	13.1%	87
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	69,041	11.3%	18.4%	61
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	67,991	11.1%	15.1%	74
5	Senior Life (7, 20, 21, 22, 30 and 31)	47,856	7.8%	6.9%	113

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	100,758	16.5%	6.4%	257
38	Rural Working Families	50,520	8.3%	8.8%	94
10	Suburban Mid-Life Families	44,692	7.3%	5.5%	132
25	Working Country Consumers	32,750	5.4%	4.1%	130
18	Working Urban Families	26,595	4.4%	4.0%	110
23	Established Empty-Nesters	25,419	4.2%	3.4%	123
40	Surviving Urban Diversity	23,385	3.8%	4.0%	95
6	Prosperous New Country Families	23,346	3.8%	2.1%	179
39	New Beginning Urbanites	22,796	3.7%	2.8%	135
20	Cautious and Mature	21,720	3.6%	2.6%	135
8	Rising Potential Professionals	21,621	3.5%	2.3%	151
11	Young Suburban Families	20,531	3.4%	3.0%	113
28	Building Country Families	19,389	3.2%	2.8%	113
3	Mid-Life Prosperity	16,618	2.7%	1.5%	178
46	Struggling Black Households	15,548	2.5%	2.5%	101
22	Mature and Established	12,849	2.1%	1.8%	117
1	Traditional Affluent Families	12,598	2.1%	3.5%	59
35	Laboring Country Families	9,934	1.6%	2.7%	59
15	Reliable Young Starters	9,860	1.6%	4.3%	38
12	Educated New Starters	9,594	1.6%	2.9%	53

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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	9,487	1.6%	0.8%	206
34	College and Career Starters	8,885	1.5%	0.6%	253
24	Metro Multi-Ethnic Diversity	8,792	1.4%	2.7%	52
48	Struggling Urban Life	8,681	1.4%	0.8%	175
4	Educated Mid-Life Families	6,273	1.0%	3.4%	30
29	Working Country Families	5,773	0.9%	1.0%	98
45	Struggling Urban Diversity	5,374	0.9%	2.5%	36
2	Professional Affluent Families	4,764	0.8%	0.8%	97
7	Prosperous and Mature	4,212	0.7%	0.5%	128
21	Mature and Stable	3,804	0.6%	0.6%	110
5	Prosperous Diversity	3,638	0.6%	3.1%	19
32	Working Urban Life	3,568	0.6%	1.7%	35
31	Mature Country Families	2,813	0.5%	0.5%	85
30	Urban Senior Life	2,458	0.4%	0.8%	49
43	Laboring Urban Diversity	1,803	0.3%	0.5%	58
27	Country Family Diversity	1,441	0.2%	0.3%	69
42	Laboring Rural Diversity	1,231	0.2%	1.5%	13
49	Exception Households	1,137	0.2%	0.2%	75
33	Laboring Rural Families	1,044	0.2%	0.1%	125
19	Educated and Promising	847	0.1%	0.1%	177
14	Secure Mid-Life Families	754	0.1%	0.7%	19
50	Unclassified Households	675	0.1%	0.2%	51
17	Large Young Families	660	0.1%	2.2%	5
9	Educated Working Families	605	0.1%	0.1%	118
37	Rising Multi-Ethnic Urbanites	599	0.1%	0.6%	17
44	Laboring Urban Life	499	0.1%	0.1%	109
26	Working Suburban Families	442	0.1%	0.1%	61
41	Struggling Hispanic Households	148	0.0%	1.6%	1
36	Working Diverse Urbanites	12	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
	TOTALS	610,942	100.0%	100.0%	100

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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			

FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.6%	35.4%	84
Somewhat Involved with Their Faith	32.9%	29.9%	110
Not Involved with Their Faith	36.8%	34.7%	106

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	19.8%	22.1%	90
Decreased Their Involvement with Their Faith in the Last 10 Years	24.8%	23.7%	105

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	31
↓ Baptist	7.1%	16.1%	44
▲ Catholic	37.2%	23.7%	157
▲ Congregational	4.7%	2.0%	243
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	89
▲ Episcopal	4.5%	2.9%	157
↓ Holiness	0.4%	0.8%	51
Jehovah's Witnesses	1.0%	1.1%	92
▲ Judaism	8.3%	3.2%	262
↓ Lutheran	4.0%	7.2%	56
↓ Methodist	6.9%	10.1%	68
↓ Mormon	0.5%	1.8%	31
↓ New Age	0.4%	0.6%	72
↓ Non-Denominational / Independent	3.0%	6.9%	43
▲ Orthodox	0.6%	0.3%	190
↓ Pentecostal	1.8%	2.4%	75
↓ Presbyterian / Reformed	3.0%	4.6%	66
▲ Unitarian / Universalist	1.3%	0.7%	183
↓ Interested but No Preference	2.6%	3.9%	67
Not Interested and No Preference	11.1%	11.1%	100
↓ 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	11.4%	11.7%	97
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	79.9%	79.6%	100

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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			
PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	45.0%	43.5%	104
Finding/Providing Health Insurance	32.0%	29.0%	110
▲ Day-to-Day Financial Worries	35.3%	31.6%	112
Finding Employment Opportunities	15.3%	14.4%	106
Finding Affordable Housing	11.3%	11.3%	100
▲ Providing Adequate Food	10.3%	8.6%	120
Finding Child Care	6.4%	6.3%	103
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	17.3%	16.7%	103
Dealing With Teen / Child Problems	19.4%	20.7%	94
Finding/Providing Aging Parent Care	16.0%	15.5%	103
Dealing With Abusive Relationships	11.4%	11.4%	101
Dealing With Divorce	4.2%	4.5%	95
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	21.8%	27.0%	81
Finding/Providing Good Schools	22.6%	23.5%	96
Dealing with Problems in Schools	13.0%	13.6%	96
↓ Dealing With Racial / Ethnic Prejudice	11.5%	13.1%	88
↓ Dealing With Neighborhood Gangs	4.1%	8.5%	48
Dealing with Social Injustice	10.7%	11.3%	94
HOPES AND DREAMS:			
Achieving Long-term Financial Security	51.7%	50.6%	102
Finding Time for Recreation / Leisure	26.9%	25.3%	106
Finding Better Quality Healthcare	25.8%	23.9%	108
Finding A Satisfying Job / Career	19.7%	19.3%	102
Finding Retirement Opportunities	20.3%	18.9%	107
Achieving A Fulfilling Marriage	21.4%	22.3%	96
Developing Parenting Skills	14.4%	14.7%	97
Achieving Educational Objectives	7.4%	7.5%	99
SPIRITUAL / PERSONAL:			
Dealing With Stress	32.6%	29.8%	109
Finding Companionship	18.0%	17.3%	104
↓ Finding A Good Church	10.2%	15.2%	67
↓ Finding Spiritual Teaching	8.6%	12.9%	66
Finding Life Direction	15.1%	14.0%	108

Date: 2/4/2016

Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

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			

KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	85.1%	84.5%	101
"God is actively involved in the world including nations and their governments"	64.6%	63.8%	101

SOCIETY:

"It is important to preserve the traditional American family structure"	92.0%	91.5%	101
"A healthy environment has become a national crisis"	82.5%	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"	49.4%	50.1%	99
"The role of Churches / Synagogues is to help form and support moral values"	81.3%	81.1%	100
"Churches and religious organizations should provide more human services"	61.5%	62.6%	98

RACIAL / ETHNIC CHANGE:

"The United States must open its doors to all people groups"	35.2%	36.3%	97
"The changing racial / ethnic face of America is a threat to our national heritage"	36.6%	36.3%	101

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.5%	59.8%	99
More than \$500 per year	31.2%	31.2%	100
More than \$1,000 per year	17.6%	17.4%	101

TO CHARITIES:

More than \$100 per year	32.6%	33.7%	97
↓ More than \$500 per year	6.1%	6.8%	90
↓ More than \$1,000 per year	1.9%	2.3%	83

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	14.7%	16.1%	91
↓ More than \$500 per year	3.7%	4.3%	86
↓ More than \$1,000 per year	1.7%	2.2%	77

Ministry Area Profile 2016
Compass
REPORT

Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary



Prepared For:
Diocese Of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Diocesan Boundary

Table of Contents

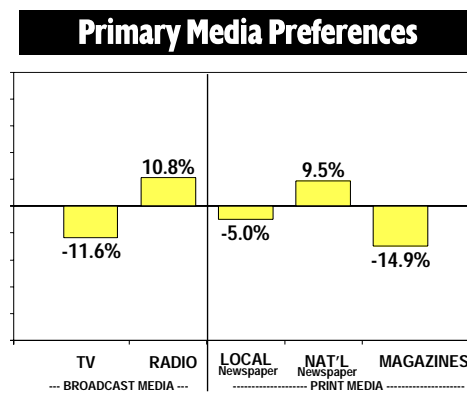
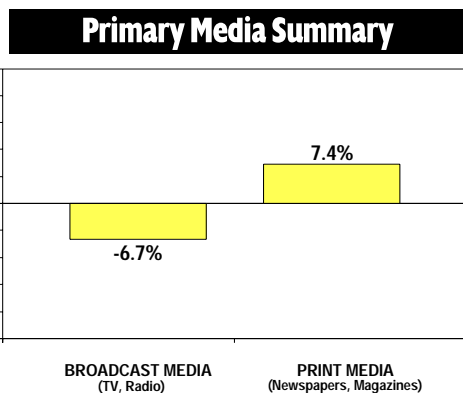
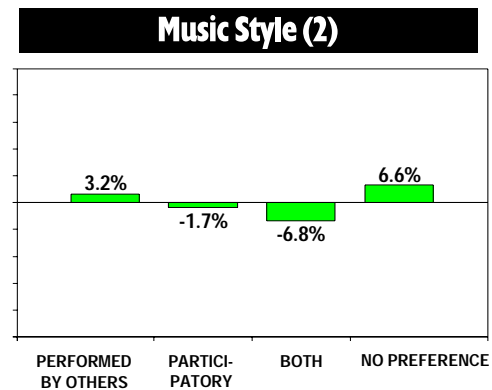
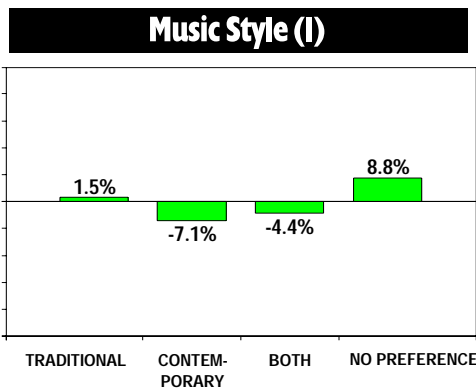
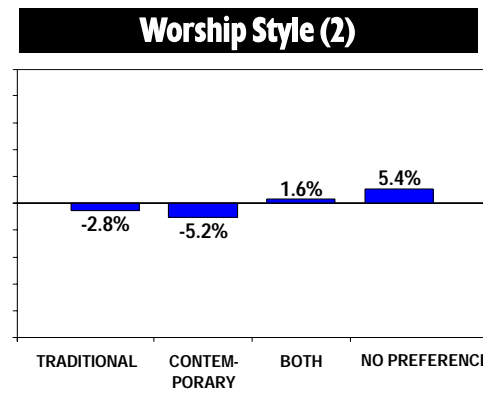
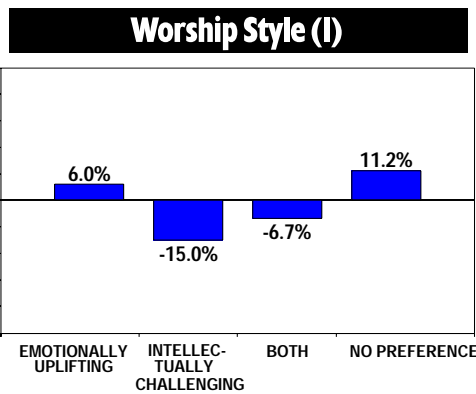
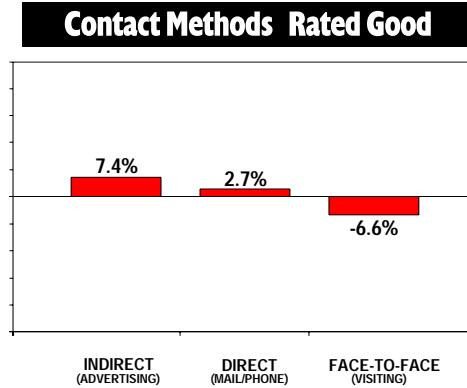
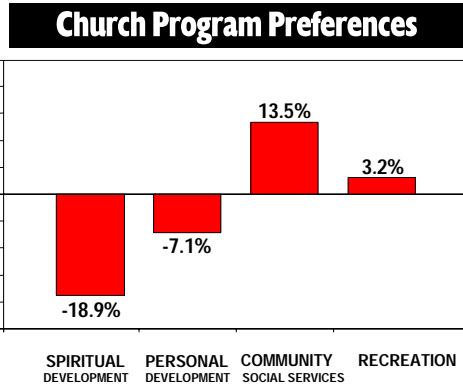
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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

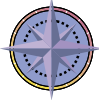


Date: 2/4/2016

Prepared For:
 Diocese Of Rochester
 1150 Buffalo Road
 Rochester, NY 14624

Study Area Definition:
 Diocesan Boundary





Date: 2/4/2016

Prepared For:
 Diocese Of Rochester
 1150 Buffalo Road
 Rochester, NY 14624

Study Area Definition:
 Diocesan Boundary

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			

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	28.0%	41.1%	68
Adult Theological Discussion Groups	21.6%	22.5%	96
Spiritual Retreats	11.4%	11.6%	98

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	13.6%	15.2%	89
Parent Training Programs	7.1%	7.8%	91
Twelve Step Programs	3.7%	3.5%	106
Divorce Recovery	2.5%	2.4%	104

COMMUNITY/SOCIAL SERVICES:

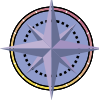
Personal or Family Counseling	23.8%	22.5%	106
▲ Care for the Terminally Ill	18.9%	15.7%	120
▲ Food and Clothing Resources	15.5%	11.1%	140
Day Care Services	6.6%	6.1%	108
↓ Church Sponsored Day-School	4.6%	5.7%	80

RECREATION:

Youth Social Programs	29.4%	29.7%	99
Family Activities and Outings	33.3%	32.8%	102
▲ Active Retirement Programs	30.2%	26.8%	113
Cultural Programs (Music, Drama, Art)	19.2%	18.9%	102
Sports or Camping	6.0%	6.3%	95

SUMMARY

↓ Spiritual Development Index	81
Personal Development Index	93
▲ Community/Social Services Index	113
Recreation Index	103



Date: 2/4/2016

Prepared For:
 Diocese Of Rochester
 1150 Buffalo Road
 Rochester, NY 14624

Study Area Definition:
 Diocesan Boundary

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			

WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	27.9%	26.4%	106
↓ B. Intellectually Challenging	9.4%	11.1%	85
C. Both A and B	36.5%	39.2%	93
▲ D. No Preference or Not Interested	26.0%	23.4%	111

PART 2:

A. Traditional/Formal/Ceremonial	19.7%	20.2%	97
B. Contemporary/Informal	24.9%	26.3%	95
C. Both A and B	27.0%	26.5%	102
D. No Preference or Not Interested	28.4%	26.9%	105

MUSIC STYLE INDICATOR

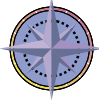
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.8%	24.4%	102
B. Contemporary	18.3%	19.7%	93
C. Both A and B	29.7%	31.1%	96
D. No Preference or Not Interested	27.0%	24.8%	109

PART 2:

A. Performed by Others	19.3%	18.7%	103
B. Participatory	22.5%	22.9%	98
C. Both A and B	30.0%	32.2%	93
D. No Preference or Not Interested	27.9%	26.2%	107



Date: 2/4/2016

Prepared For:
 Diocese Of Rochester
 1150 Buffalo Road
 Rochester, NY 14624

Study Area Definition:
 Diocesan Boundary

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	24.0%	22.0%	109
↓ B. Personal Spiritual Development	11.7%	14.3%	82
C. Both A and B	35.3%	37.4%	94
D. No Preference or Not Interested	28.6%	26.3%	109

PART 2:

↓ A. Global Mission	5.2%	6.2%	83
B. Local Mission	33.4%	33.3%	100
C. Both A and B	28.1%	30.1%	93
D. No Preference or Not Interested	33.1%	30.4%	109

CHURCH ARCHITECTURE INDICATOR

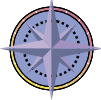
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.8%	26.6%	108
B. Contemporary	14.4%	15.9%	90
C. Both A and B	29.5%	32.3%	91
D. No Preference or Not Interested	27.1%	25.1%	108

PART 2:

A. Somber/Serious	8.9%	9.4%	94
B. Light and Airy	35.0%	34.7%	101
C. Both A and B	25.5%	27.7%	92
D. No Preference or Not Interested	30.6%	28.2%	108



Date: 2/4/2016

Prepared For:
 Diocese Of Rochester
 1150 Buffalo Road
 Rochester, NY 14624

Study Area Definition:
 Diocesan Boundary

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			

PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	41.8%	47.3%	88
▲ Radio	14.8%	13.3%	111

PRINT MEDIA:

Local Newspaper	38.8%	36.1%	107
National Newspaper	4.7%	4.3%	109
Magazines	2.5%	2.4%	103

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	33.9%	31.9%	106
Radio	23.5%	23.8%	99

PRINT MEDIA:

Local Newspaper	31.1%	32.7%	95
National Newspaper	5.8%	5.8%	101
↓ Magazines	6.0%	7.0%	85

SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	101



Date: 2/4/2016

Prepared For:
 Diocese Of Rochester
 1150 Buffalo Road
 Rochester, NY 14624

Study Area Definition:
 Diocesan Boundary

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			

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	37.0%	36.2%	102
▲ Putting Ad in Local Newspaper	39.0%	33.8%	115
Local Cable Channels	31.9%	30.4%	105
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	55.8%	53.7%	104
Calling and Offering to Send Information By Mail	31.2%	29.5%	106
Calling and Discussing on the Phone	10.8%	12.0%	90
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	19.6%	20.1%	98
↓ Going Door to Door	12.2%	14.0%	87

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	20.7%	19.6%	106
↓ Putting Ad in Local Newspaper	18.1%	21.5%	84
Local Cable Channels	30.6%	30.7%	100
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.8%	13.3%	88
Calling and Offering to Send Information By Mail	33.3%	34.0%	98
Calling and Discussing on the Phone	60.3%	60.6%	100
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	50.5%	49.6%	102
Going Door to Door	66.2%	64.0%	104

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	107
Direct Methods Index	103
Face-to-Face Methods Index	93

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	97
Direct Methods Index	98
Face-to-Face Methods Index	103