

ministry area profile 2016

Diocese of Rochester
Monroe Central Deanery

Study Area Definition: Custom Polygon





Prepared For:
Diocese of Rochester
Monroe Central Deanery

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- 1**

Q **How many people live in the defined study area?**

A Currently, there are 413,513 persons residing in the defined study area. This represents a decrease of 10,262 or 2.4% 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 *extremely high* with a considerable 45 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Suburban Mid-Life Families* representing 10.9% 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 *extremely high*. Among individual groups, *Anglos* represent 57.0% of the population and all other racial/ethnic groups make up 43.0% which is slightly above the national average of 39%. The largest of these groups, *African-Americans*, accounts for 23.7% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 13.0% 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 *Millennials* (age 15 to 34) comprised of 121,118 persons or 29.3% 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 *extremely 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 86.5% 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 30.4% 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, Affordable Housing, Racial/Ethnic Prejudice, Finding Companionship, Employment Opportunities* and *Day-to-Day Financial Worries*. (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?**

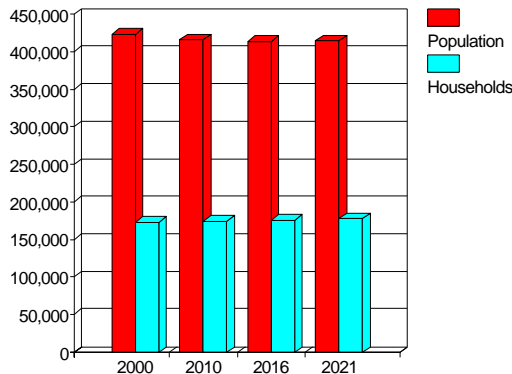
A Based upon the average household income of \$59,652 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

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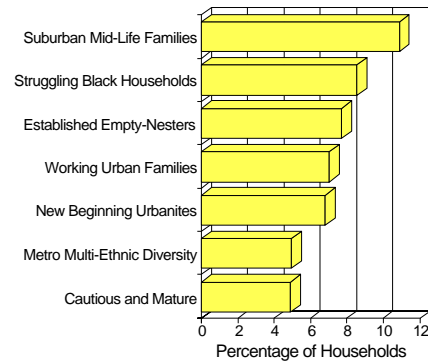
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Population and Households

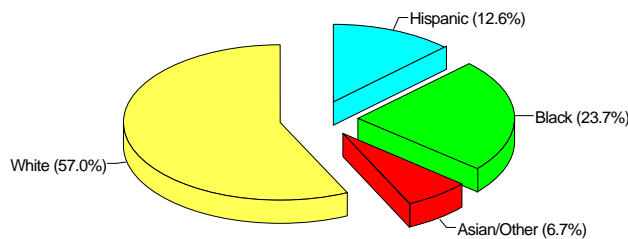


Primary U.S. Lifestyles Segments-2016

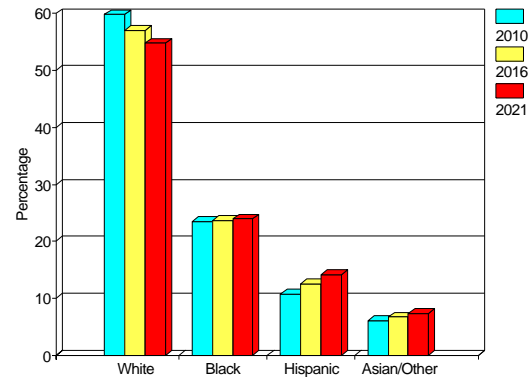


The population in the study area has decreased by 2508 persons, or 0.6% since 2010 and is projected to increase by 951 persons, or 0.2% between 2016 and 2021. The number of households has increased by 1919, or 1.1% since 2010 and is projected to increase by 2041, or 1.2% between 2016 and 2021.

Population By Race/Ethnicity-2016

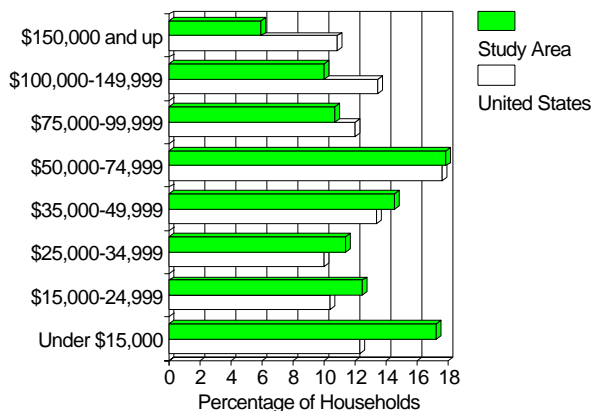


Population By Race/Ethnicity Trend

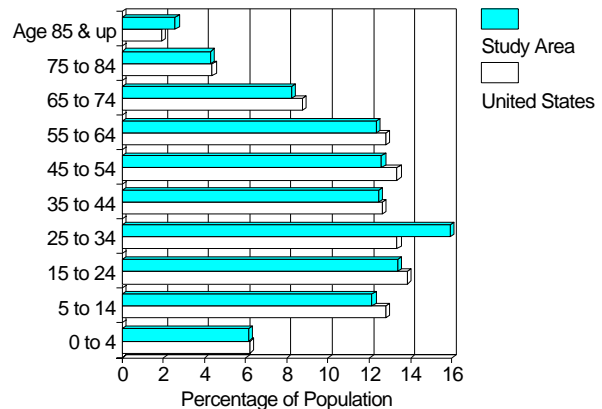


Between 2016 and 2021, the White population is projected to decrease by 9017 persons and to decrease from 57.0% to 54.7% of the total population. The Black population is projected to increase by 943 persons and to increase from 23.7% to 23.9% of the total. The Hispanic/Latino population is projected to increase by 6711 persons and to increase from 12.6% to 14.1% of the total. The Asian/Other population is projected to increase by 2313 persons and to increase from 6.7% to 7.2% of the total population.

Households By Income-2016



Population by Age-2016

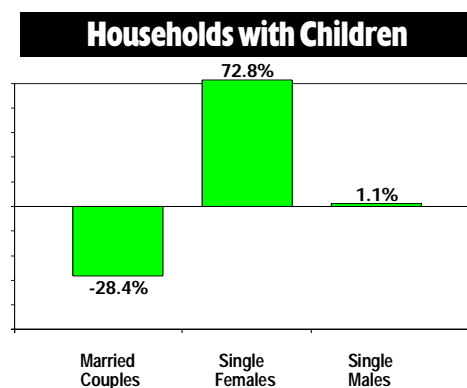
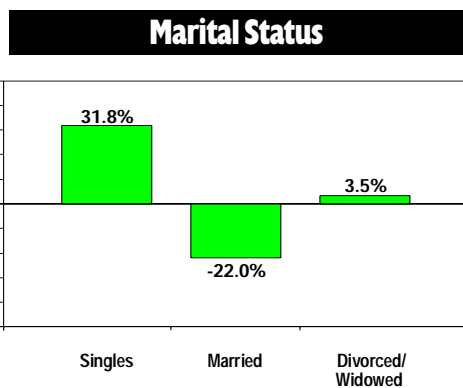
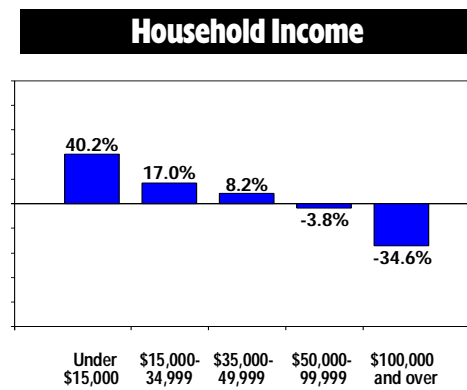
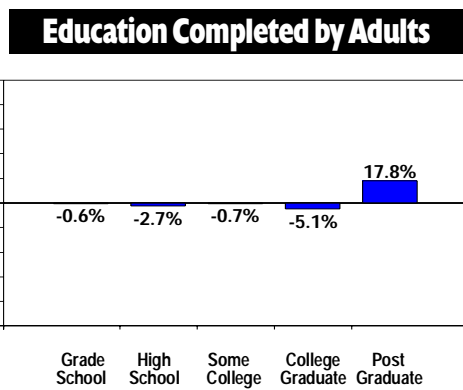
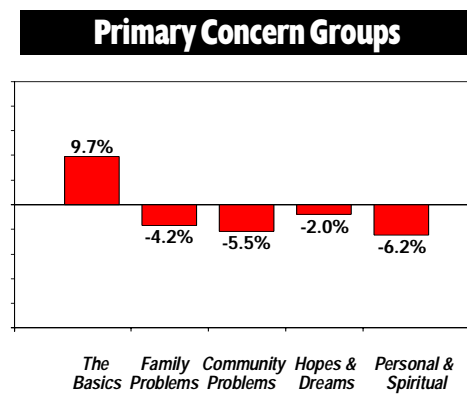
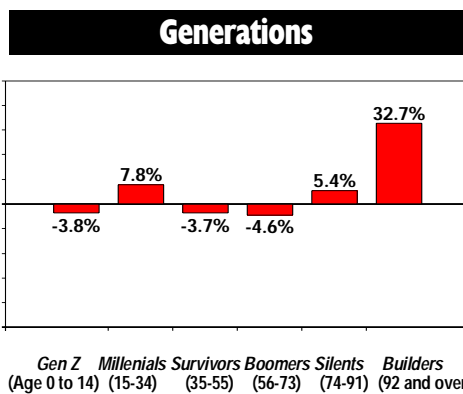
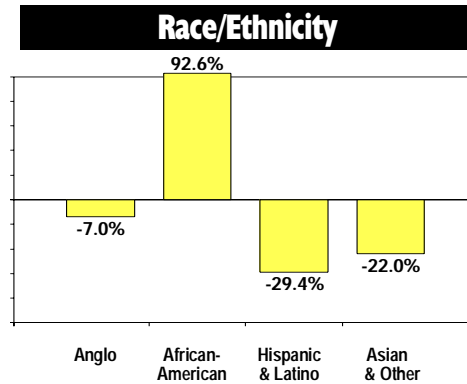
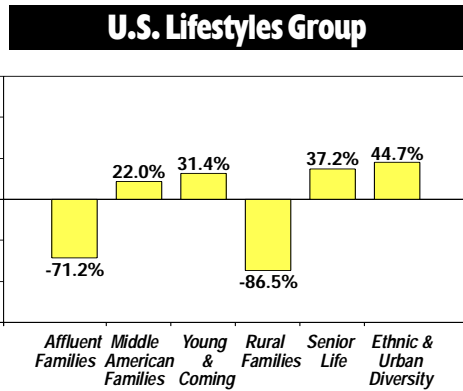


The average household income in the study area is \$59652 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.9 and is projected to increase to 39.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
Population	423,775	416,021	413,513	414,464		
Population Change		(7,754)	(2,508)	951		
Percentage Change		-1.8%	-0.6%	0.2%		
▲ Average Annual Growth Rate		-0.2%	-0.1%	0.0%		
Density (Pop. per square mile)	2,939	2,886	2,868	2,875		
HOUSEHOLDS						
▲ Households	172,890	173,861	175,780	177,821		
Household Change		971	1,919	2,041		
Percentage Change		0.6%	1.1%	1.2%		
▲ Average Annual Growth Rate		0.1%	0.2%	0.2%		
↓ Persons Per Household	2.36	2.31	2.27	2.25		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	248,700	59.8%	235,887	57.0%	226,870	54.7%
▲ African-American (Non-Hisp)	97,556	23.4%	98,065	23.7%	99,008	23.9%
▲ Hispanic/Latino	44,561	10.7%	51,916	12.6%	58,627	14.1%
▲ Asian/Other (Non-Hisp)	25,204	6.1%	27,645	6.7%	29,958	7.2%
POPULATION BY GENDER						
↓ Female	217,440	52.3%	215,440	52.1%	215,451	52.0%
▲ Male	198,582	47.7%	198,073	47.9%	199,012	48.0%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	46,941	11.3%	75,572	18.3%	101,034	24.4%
↓ Millennials (Born 1982 to 2001)	122,507	29.4%	121,136	29.3%	116,969	28.2%
↓ Survivors (Born 1961 to 1981)	114,645	27.6%	108,768	26.3%	105,216	25.4%
↓ Boomers (Born 1943 to 1960)	86,345	20.8%	76,838	18.6%	69,038	16.7%
↓ Silents (Born 1925 to 1942)	36,342	8.7%	29,062	7.0%	22,101	5.3%
↓ Builders (Born 1924 and earlier)	9,305	2.2%	2,140	0.5%	105	0.0%
AGE						
▲ Average Age		37.8		38.9		39.8
▲ Median Age		36.9		38.1		39.2
INCOME						
▲ Average Household Income		\$53,212		\$59,652		\$65,125
▲ Median Household Income		\$43,729		\$47,195		\$51,161
▲ Per Capita Income		\$22,238		\$25,357		\$27,941

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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	6,834	3.9%	10,417	5.9%	13,388	7.5%
▲ \$100,000 to \$149,999	14,871	8.6%	17,518	10.0%	20,433	11.5%
\$75,000 to \$99,999	18,740	10.8%	18,828	10.7%	19,506	11.0%
↓ \$50,000 to \$74,999	31,790	18.3%	31,265	17.8%	31,113	17.5%
↓ \$35,000 to \$49,999	26,348	15.2%	25,509	14.5%	25,027	14.1%
↓ \$25,000 to \$34,999	21,459	12.3%	19,942	11.3%	19,289	10.8%
↓ \$15,000 to \$24,999	22,842	13.1%	21,978	12.5%	20,699	11.6%
↓ Under \$15,000	30,977	17.8%	30,324	17.3%	28,367	16.0%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	26,844	6.5%	25,434	6.2%	24,816	6.0%
↓ Required Formal Schooling (5-17)	68,122	16.4%	65,615	15.9%	64,961	15.7%
↓ College Years, Career Starts (18-24)	47,605	11.4%	39,821	9.6%	37,152	9.0%
Singles and Young Families (25-34)	61,007	14.7%	65,838	15.9%	60,578	14.6%
Families, Empty Nesters (35-54)	109,628	26.4%	103,467	25.0%	105,561	25.5%
Enrichment Years Singles/Couples (55-64)	48,093	11.6%	50,990	12.3%	50,692	12.2%
▲ Retirement Opportunities (65+)	54,786	13.2%	62,351	15.1%	70,704	17.1%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	26,844	6.5%	25,434	6.2%	24,816	6.0%
5 to 9 years	25,121	6.0%	25,671	6.2%	24,714	6.0%
10 to 14 years	25,770	6.2%	24,467	5.9%	25,119	6.1%
↓ 15 to 17 years	17,231	4.1%	15,477	3.7%	15,128	3.7%
↓ 18 to 20 years	20,035	4.8%	17,488	4.2%	16,801	4.1%
↓ 21 to 24 years	27,570	6.6%	22,333	5.4%	20,351	4.9%
↓ 25 to 29 years	33,596	8.1%	31,426	7.6%	26,892	6.5%
30 to 34 years	27,411	6.6%	34,412	8.3%	33,686	8.1%
▲ 35 to 39 years	24,682	5.9%	27,731	6.7%	30,496	7.4%
40 to 44 years	26,812	6.4%	23,720	5.7%	26,842	6.5%
↓ 45 to 49 years	29,021	7.0%	25,117	6.1%	22,850	5.5%
↓ 50 to 54 years	29,113	7.0%	26,899	6.5%	25,373	6.1%
55 to 59 years	26,036	6.3%	26,507	6.4%	25,016	6.0%
▲ 60 to 64 years	22,057	5.3%	24,483	5.9%	25,676	6.2%
▲ 65 to 69 years	15,232	3.7%	19,907	4.8%	21,759	5.2%
▲ 70 to 74 years	11,063	2.7%	14,053	3.4%	18,956	4.6%
75 to 84 years	18,152	4.4%	17,691	4.3%	19,456	4.7%
85 or more years	10,339	2.5%	10,700	2.6%	10,533	2.5%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	337,941			
▲ Single (Never Married)	146,488	43.3%	32.9%	132
↓ Married	132,227	39.1%	50.2%	78
Divorced/Widowed	59,226	17.5%	16.9%	103
Marital Status Females 15 and Older (2016)	178,453			
▲ Single (Never Married)	72,729	40.8%	29.8%	137
↓ Married	66,951	37.5%	48.8%	77
Divorced/Widowed	38,773	21.7%	21.4%	102
Marital Status Males 15 and Older (2016)	159,488			
▲ Single (Never Married)	73,759	46.2%	36.2%	128
↓ Married	65,276	40.9%	51.6%	79
Divorced/Widowed	20,453	12.8%	12.3%	105
FAMILY STRUCTURE				
Households By Type (2016)	175,780			
↓ Married Couple	58,782	33.4%	48.5%	69
Other Family - Male Head of Household	8,038	4.6%	4.9%	93
▲ Other Family - Female Head of Household	31,513	17.9%	13.0%	138
▲ Non Family - Male Head of Household	36,498	20.8%	15.8%	131
▲ Non Family - Female Head of Household	40,949	23.3%	17.7%	131
Households With Children 0 to 18 (2016)	51,134			
↓ Married Couple Family	23,893	46.7%	65.2%	72
Other Family - Male Head of Household	4,376	8.6%	8.5%	101
▲ Other Family - Female Head of Household	22,385	43.8%	25.3%	173
Non Family	479	0.9%	1.0%	97
Population By Household Type (2016)	413,513			
▲ Group Quarters	15,106	3.7%	2.5%	145

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	15,106			
↓ Correctional Facilities	1,702	11.3%	30.0%	38
▲ College Dorms	5,900	39.1%	31.9%	123
↓ Military	0	0.0%	4.2%	0
Nursing Homes	3,763	24.9%	18.7%	133
▲ Other	3,741	24.8%	15.2%	163
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	413,513			
White (Non-Hispanic)	235,887	57.0%	61.3%	93
▲ African-American (Non-Hisp)	98,065	23.7%	12.3%	193
↓ Hispanic/Latino	51,915	12.6%	17.8%	71
↓ Native American (Non-Hisp)	1,052	0.3%	0.7%	35
↓ Asian (Non-Hisp)	15,185	3.7%	5.3%	70
↓ Hawaiian & Pacific Islander (Non-Hisp)	153	0.0%	0.2%	22
Other Races & Multiple Races (Non-Hisp)	11,255	2.7%	2.4%	114
Asian Population By Race (2016)	15,416			
Chinese	3,240	21.0%	22.3%	94
↓ Japanese	379	2.5%	5.0%	49
Indian	2,670	17.3%	19.5%	89
Korean	1,658	10.8%	9.6%	112
▲ Vietnamese	2,044	13.3%	11.0%	121
Other Asian Races	5,425	35.2%	32.5%	108
Hispanic/Latino Population By Race (2016)	51,915			
↓ White	21,629	41.7%	53.0%	79
▲ African-American	6,207	12.0%	2.5%	478
↓ Native American	513	1.0%	1.4%	72
Asian	231	0.4%	0.4%	106
Other Races & Multiple Races	23,335	44.9%	42.7%	105
Hispanic/Latino Population By Origin (2016)	51,915			
↓ Mexican	2,274	4.4%	62.4%	7
▲ Puerto Rican	39,920	76.9%	9.5%	812
▲ Cuban	2,630	5.1%	3.5%	143
↓ Other Hispanic Origin	7,092	13.7%	24.6%	56

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	110,972			
Pre-Primary (Public)	3,674	3.3%	3.4%	96
Pre-Primary (Private)	2,380	2.1%	2.6%	82
Elementary/High School (Public)	62,314	56.2%	58.9%	95
Elementary/High School (Private)	6,114	5.5%	6.6%	83
Enrolled in College	36,489	32.9%	28.4%	116
Population By Education Completed (Age 25 and over) (2016)	282,644			
↓ Elementary (Less than 9 years)	13,092	4.6%	5.8%	80
Some High School (9 to 11 years)	25,058	8.9%	7.8%	114
High School Graduate (12 years)	76,698	27.1%	27.9%	97
Some College (13 to 15 years)	50,286	17.8%	21.2%	84
▲ Associate Degree	31,579	11.2%	8.0%	140
Bachelor's Degree	49,140	17.4%	18.3%	95
Graduate Degree	36,791	13.0%	11.0%	118
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	187,490			
TOTAL WHITE COLLAR	120,668	64.4%	61.5%	105
Executive and Managerial	15,374	8.2%	9.7%	84
Professional Specialty	35,880	19.1%	16.6%	115
Technical Support	16,262	8.7%	8.3%	105
Sales	18,169	9.7%	10.9%	89
Administrative Support & Clerical	34,983	18.7%	16.0%	116
TOTAL BLUE COLLAR	66,823	35.6%	38.5%	93
Service: Private Households	7,351	3.9%	3.7%	106
Service: Protective	3,543	1.9%	2.2%	85
▲ Service: Other	17,336	9.2%	7.5%	124
↓ Farming, Forestry & Fishing	101	0.1%	0.7%	7
Precision Production and Craft	17,496	9.3%	11.0%	85
↓ Operators and Assemblers	4,357	2.3%	3.2%	72
Transportation and Material Moving	9,604	5.1%	6.2%	83
Laborers	7,035	3.8%	4.0%	93

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	332,876			
Employed	187,456	56.3%	58.1%	97
Unemployed	22,035	6.6%	5.6%	118
Not in Labor Force	123,385	37.1%	36.3%	102
Total Female Pop. By Work Status (Age 20 to 64) (2013)	130,030			
TOTAL WORKING	87,968	67.7%	66.8%	101
With No Own Children	58,752	45.2%	42.2%	107
With Own Children Age 0 to 5 only	7,102	5.5%	5.5%	100
With Own Children Age 6 to 17 only	16,660	12.8%	14.8%	87
With Own Children Both Age 0 to 5 and 6 to 17	5,454	4.2%	4.3%	97
TOTAL NOT WORKING (UNEMPLOYED)	8,226	6.3%	6.2%	102
With No Own Children	4,491	3.5%	3.8%	92
▲ With Own Children Age 0 to 5 only	1,214	0.9%	0.7%	142
With Own Children Age 6 to 17 only	1,721	1.3%	1.3%	105
With Own Children Both Age 0 to 5 and 6 to 17	800	0.6%	0.5%	112
TOTAL NOT IN THE LABOR FORCE	33,836	26.0%	27.0%	96
With No Own Children	22,639	17.4%	17.1%	102
With Own Children Age 0 to 5 only	2,941	2.3%	2.6%	87
With Own Children Age 6 to 17 only	5,356	4.1%	4.6%	89
With Own Children Both Age 0 to 5 and 6 to 17	2,900	2.2%	2.6%	84
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	175,780			
Above Poverty Line (Households with Children)	81,153	55.7%	59.6%	94
Above Poverty Line (Households without Children)	33,293	22.9%	26.5%	86
▲ Below Poverty Line (Households with Children)	17,189	11.8%	7.9%	150
▲ Below Poverty Line (Households without Children)	14,004	9.6%	6.0%	159
Households By Presence of Retirement Income (2013)	173,861			
With Retirement Income	31,617	18.2%	17.6%	104
Without Retirement Income	140,690	80.9%	81.5%	99

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HOUSING				
Occupied Units By Type (2016)	175,780			
Owner Occupied	95,883	54.5%	65.0%	84
▲ Renter Occupied	79,898	45.5%	35.0%	130
Median Rent (2013)	\$762		\$904	84
Structures By Number of Units (2016)	191,517			
Single Unit	118,222	61.7%	67.3%	92
▲ 3 to 4 Units	33,567	17.5%	8.1%	216
▲ 5 to 19 Units	22,076	11.5%	9.3%	123
20 to 49 Units	5,605	2.9%	3.6%	81
50 or more Units	11,459	6.0%	5.1%	117
↓ Mobile Home	552	0.3%	6.4%	4
↓ Other	34	0.0%	0.1%	21
↓ Single To Multiple Unit Ratio	1.63		2.57	63
Owner-Occupied Property Values (2016)	95,883			
↓ Under \$40,000	5,066	5.3%	7.2%	73
▲ \$40,000 to \$59,999	5,327	5.6%	3.7%	150
▲ \$60,000 to \$79,999	11,421	11.9%	5.1%	231
▲ \$80,000 to \$99,999	13,957	14.6%	6.5%	223
▲ \$100,000 to 149,999	30,879	32.2%	15.1%	214
\$150,000 to \$199,999	15,381	16.0%	14.6%	110
↓ \$200,000 to \$299,999	8,336	8.7%	18.1%	48
↓ \$300,000 to \$499,999	3,628	3.8%	16.9%	22
↓ \$500,000 to \$999,999	1,590	1.7%	9.7%	17
↓ \$1,000,000 and over	297	0.3%	3.0%	10
↓ Median Property Value	\$121,822		\$192,432	63

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	191,517			
↓ 2010 and later	4,220	2.2%	5.5%	40
↓ 2000 to 2009	6,163	3.2%	14.6%	22
↓ 1990 to 1999	10,062	5.3%	13.4%	39
↓ 1980 to 1989	12,062	6.3%	13.2%	48
↓ 1970 to 1979	21,641	11.3%	15.0%	75
1960 to 1969	23,590	12.3%	10.4%	119
▲ 1950 to 1959	27,021	14.1%	10.3%	137
▲ 1949 or earlier	86,757	45.3%	17.7%	256
Households By Number of Persons (2016)	175,780			
▲ 1 Person Household	63,417	36.1%	27.3%	132
2 Person Household	54,516	31.0%	32.3%	96
3 Person Household	26,411	15.0%	16.2%	92
4 Person Household	18,497	10.5%	13.1%	81
↓ 5 Person Household	8,043	4.6%	6.5%	71
↓ 6 Person Household	3,103	1.8%	2.8%	64
↓ 7 or more Person Household	1,793	1.0%	1.9%	53
Average Persons Per Household	2.3		2.6	89
Households By Heating Type (2013)	172,308			
▲ Utility and Other Gas	143,709	83.4%	54.0%	154
↓ Electric	21,921	12.7%	36.1%	35
↓ Oil	4,271	2.5%	6.1%	40
↓ Coal and Wood	619	0.4%	2.2%	16
▲ Solar/Other Fuel	1,080	0.6%	0.5%	127
↓ No Fuel Used	707	0.4%	0.9%	43

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TRANSPORTATION				
Households By Number of Vehicles (2016)	175,780			
▲ No Vehicles	29,099	16.6%	9.0%	184
▲ 1 Vehicle	73,762	42.0%	33.7%	124
2 Vehicle	56,349	32.1%	37.5%	85
↓ 3 or more Vehicles	16,570	9.4%	19.8%	48
Workers By Travel Time to Work (2016)	177,224			
▲ Less than 15 minutes	60,385	34.1%	27.3%	125
▲ 15 to 29 minutes	89,090	50.3%	36.5%	138
↓ 30 to 44 minutes	18,131	10.2%	20.2%	51
↓ 45 to 59 minutes	3,640	2.1%	7.7%	27
↓ 60 or more minutes	5,979	3.4%	8.3%	41
↓ Average Travel Time to Work (minutes)	21.1		28.2	75
Workers By Type of Transportation to Work (2016)	181,753			
Drive Alone	141,376	77.8%	76.9%	101
Car Pool	16,316	9.0%	9.6%	94
Public Transportation	9,535	5.2%	5.1%	103
▲ Walk to Work	7,462	4.1%	2.8%	146
↓ Other Means	1,744	1.0%	1.2%	77
↓ Work at Home	5,321	2.9%	4.4%	67

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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)	67,384	38.3%	31.4%	122
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	46,732	26.6%	18.4%	145
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	33,849	19.3%	14.7%	131
5	Senior Life (7, 20, 21, 22, 30 and 31)	16,650	9.5%	6.9%	137
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	7,639	4.3%	15.1%	29
4	Rural Families (27, 26, 29, 33, 35 and 38)	3,109	1.8%	13.1%	14

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.		
10	Suburban Mid-Life Families	19,145	10.9%	5.5%	196
46	Struggling Black Households	15,009	8.5%	2.5%	340
23	Established Empty-Nesters	13,559	7.7%	3.4%	228
18	Working Urban Families	12,353	7.0%	4.0%	177
39	New Beginning Urbanites	11,954	6.8%	2.8%	246
24	Metro Multi-Ethnic Diversity	8,686	4.9%	2.7%	180
20	Cautious and Mature	8,623	4.9%	2.6%	186
40	Surviving Urban Diversity	8,584	4.9%	4.0%	121
12	Educated New Starters	8,381	4.8%	2.9%	162
11	Young Suburban Families	7,878	4.5%	3.0%	151
48	Struggling Urban Life	7,039	4.0%	0.8%	493
25	Working Country Consumers	6,972	4.0%	4.1%	96
8	Rising Potential Professionals	6,535	3.7%	2.3%	159
28	Building Country Families	5,952	3.4%	2.8%	121
45	Struggling Urban Diversity	4,569	2.6%	2.5%	106
22	Mature and Established	4,346	2.5%	1.8%	138
15	Reliable Young Starters	3,636	2.1%	4.3%	49
3	Mid-Life Prosperity	2,946	1.7%	1.5%	110
47	University Life	2,196	1.2%	0.8%	166
1	Traditional Affluent Families	2,157	1.2%	3.5%	35

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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.		
29	Working Country Families	1,710	1.0%	1.0%	101
43	Laboring Urban Diversity	1,610	0.9%	0.5%	181
21	Mature and Stable	1,415	0.8%	0.6%	142
7	Prosperous and Mature	1,265	0.7%	0.5%	133
5	Prosperous Diversity	1,185	0.7%	3.1%	22
4	Educated Mid-Life Families	1,048	0.6%	3.4%	17
35	Laboring Country Families	1,043	0.6%	2.7%	22
30	Urban Senior Life	974	0.6%	0.8%	67
16	Established Country Families	714	0.4%	6.4%	6
32	Working Urban Life	666	0.4%	1.7%	23
17	Large Young Families	657	0.4%	2.2%	17
37	Rising Multi-Ethnic Urbanites	539	0.3%	0.6%	55
34	College and Career Starters	465	0.3%	0.6%	46
42	Laboring Rural Diversity	432	0.2%	1.5%	16
49	Exception Households	355	0.2%	0.2%	81
27	Country Family Diversity	269	0.2%	0.3%	45
14	Secure Mid-Life Families	233	0.1%	0.7%	20
9	Educated Working Families	154	0.1%	0.1%	104
19	Educated and Promising	143	0.1%	0.1%	104
44	Laboring Urban Life	91	0.1%	0.1%	69
26	Working Suburban Families	87	0.0%	0.1%	41
6	Prosperous New Country Families	69	0.0%	2.1%	2
41	Struggling Hispanic Households	35	0.0%	1.6%	1
31	Mature Country Families	27	0.0%	0.5%	3
36	Working Diverse Urbanites	11	0.0%	0.4%	1
2	Professional Affluent Families	1	0.0%	0.8%	0
38	Rural Working Families	0	0.0%	8.8%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
33	Laboring Rural Families	0	0.0%	0.1%	0
TOTALS		175,718	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.7%	35.4%	84
Somewhat Involved with Their Faith	32.7%	29.9%	109
Not Involved with Their Faith	37.0%	34.7%	107

Estimated 2016 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	19.0%	22.1%	86
Decreased Their Involvement with Their Faith in the Last 10 Years	25.0%	23.7%	105

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	31
↓ Baptist	7.3%	16.1%	45
▲ Catholic	37.6%	23.7%	159
▲ Congregational	4.6%	2.0%	236
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	98
▲ Episcopal	4.6%	2.9%	160
↓ Holiness	0.5%	0.8%	58
Jehovah's Witnesses	1.1%	1.1%	100
▲ Judaism	8.4%	3.2%	267
↓ Lutheran	3.8%	7.2%	52
↓ Methodist	6.5%	10.1%	65
↓ Mormon	0.5%	1.8%	28
↓ New Age	0.4%	0.6%	74
↓ Non-Denominational / Independent	3.0%	6.9%	43
▲ Orthodox	0.6%	0.3%	193
↓ Pentecostal	1.8%	2.4%	74
↓ Presbyterian / Reformed	3.0%	4.6%	65
▲ Unitarian / Universalist	1.3%	0.7%	190
↓ Interested but No Preference	2.5%	3.9%	65
Not Interested and No Preference	11.2%	11.1%	101
↓ Likely to Have Changed Their Preference in the Last 10 Years	13.4%	16.8%	80

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.7%	4.0%	93
Lets them do what they want and is supportive	11.6%	11.7%	99
Lets them do what they want and stays out of the way	5.1%	4.8%	106
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	45.4%	43.5%	104
Finding/Providing Health Insurance	31.7%	29.0%	109
Day-to-Day Financial Worries	34.7%	31.6%	110
Finding Employment Opportunities	15.9%	14.4%	110
▲ Finding Affordable Housing	14.0%	11.3%	124
▲ Providing Adequate Food	10.7%	8.6%	125
Finding Child Care	6.3%	6.3%	101
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	17.2%	16.7%	103
↓ Dealing With Teen / Child Problems	18.3%	20.7%	88
Finding/Providing Aging Parent Care	14.9%	15.5%	96
Dealing With Abusive Relationships	11.8%	11.4%	104
↓ Dealing With Divorce	3.7%	4.5%	83
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	26.7%	27.0%	99
Finding/Providing Good Schools	21.3%	23.5%	91
↓ Dealing with Problems in Schools	11.8%	13.6%	87
▲ Dealing With Racial / Ethnic Prejudice	14.8%	13.1%	113
↓ Dealing With Neighborhood Gangs	5.1%	8.5%	59
Dealing with Social Injustice	12.0%	11.3%	106
HOPES AND DREAMS:			
Achieving Long-term Financial Security	49.8%	50.6%	98
Finding Time for Recreation / Leisure	25.5%	25.3%	101
Finding Better Quality Healthcare	26.2%	23.9%	109
Finding A Satisfying Job / Career	19.7%	19.3%	102
Finding Retirement Opportunities	19.5%	18.9%	103
↓ Achieving A Fulfilling Marriage	18.7%	22.3%	84
↓ Developing Parenting Skills	12.3%	14.7%	83
Achieving Educational Objectives	7.4%	7.5%	99
SPIRITUAL / PERSONAL:			
Dealing With Stress	31.1%	29.8%	104
▲ Finding Companionship	19.5%	17.3%	113
↓ Finding A Good Church	9.5%	15.2%	62
↓ Finding Spiritual Teaching	8.6%	12.9%	66
Finding Life Direction	15.0%	14.0%	107

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	84.0%	84.5%	99
“God is actively involved in the world including nations and their governments”	63.3%	63.8%	99

SOCIETY:

“It is important to preserve the traditional American family structure”	90.7%	91.5%	99
“A healthy environment has become a national crisis”	83.2%	82.8%	100
“Public education is essential to the future of American society”	93.7%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	51.4%	50.1%	103
“The role of Churches / Synagogues is to help form and support moral values”	80.5%	81.1%	99
“Churches and religious organizations should provide more human services”	64.4%	62.6%	103

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	37.2%	36.3%	102
“The changing racial / ethnic face of America is a threat to our national heritage”	35.9%	36.3%	99

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	58.7%	59.8%	98
More than \$500 per year	30.6%	31.2%	98
More than \$1,000 per year	16.3%	17.4%	94

TO CHARITIES:

More than \$100 per year	34.0%	33.7%	101
More than \$500 per year	6.3%	6.8%	93
More than \$1,000 per year	2.1%	2.3%	91

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	16.4%	16.1%	102
More than \$500 per year	4.5%	4.3%	105
More than \$1,000 per year	2.1%	2.2%	95

Ministry Area Profile 2016
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Diocese of Rochester
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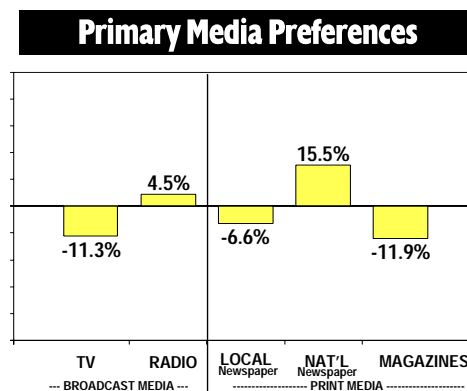
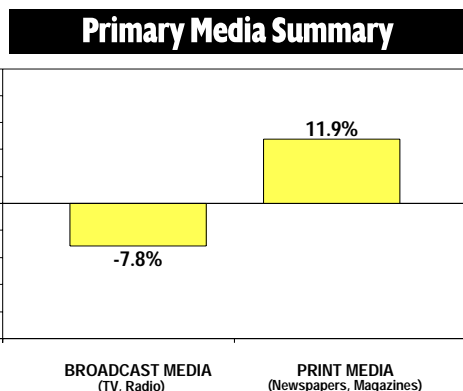
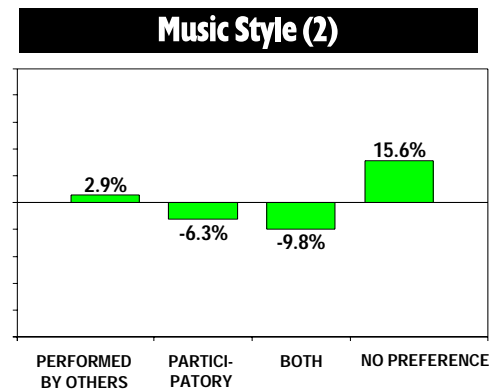
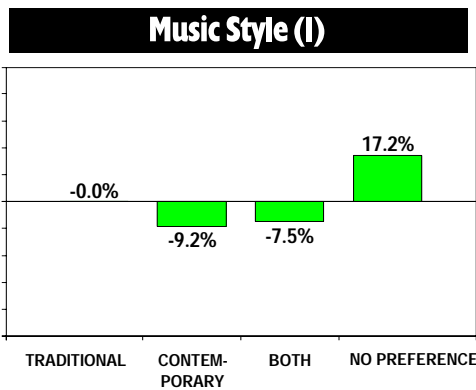
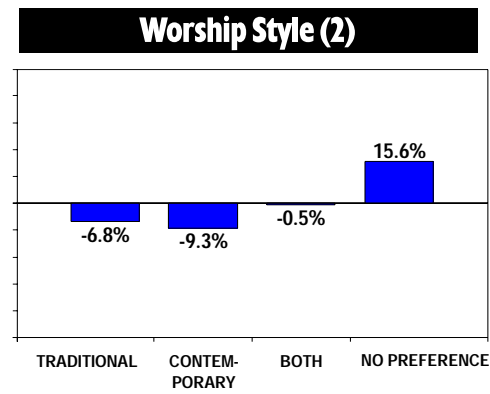
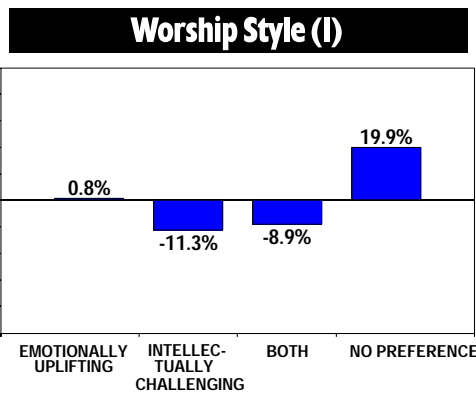
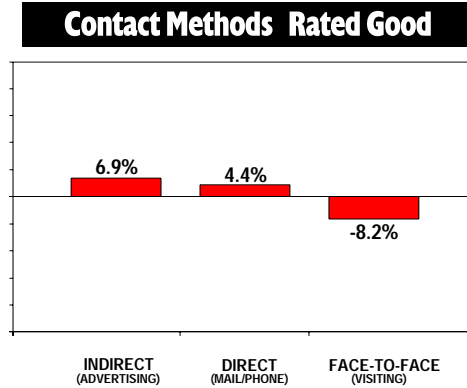
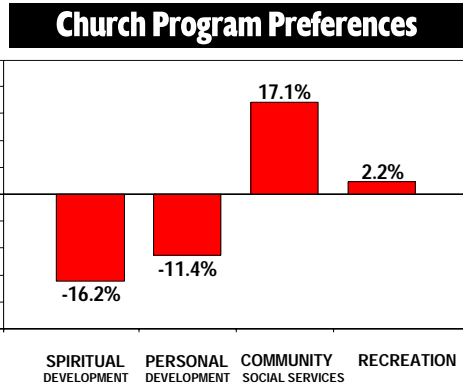
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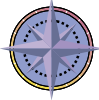
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CHURCH PROGRAM PREFERENCE INDICATOR			
Estimated 2016 Households If Looking for a New Church Likely to Express as Most Important:			
<i>SPIRITUAL DEVELOPMENT:</i>			
↓ Bible Study Discussion and Prayer Groups	27.7%	41.1%	67
Adult Theological Discussion Groups	22.5%	22.5%	100
▲ Spiritual Retreats	12.9%	11.6%	111
<i>PERSONAL DEVELOPMENT:</i>			
↓ Marriage Enrichment Opportunities	12.1%	15.2%	79
↓ Parent Training Programs	6.8%	7.8%	88
▲ Twelve Step Programs	4.1%	3.5%	119
Divorce Recovery	2.6%	2.4%	106
<i>COMMUNITY/SOCIAL SERVICES:</i>			
Personal or Family Counseling	23.5%	22.5%	104
▲ Care for the Terminally Ill	20.4%	15.7%	130
▲ Food and Clothing Resources	16.2%	11.1%	146
Day Care Services	6.7%	6.1%	110
↓ Church Sponsored Day-School	4.7%	5.7%	83
<i>RECREATION:</i>			
Youth Social Programs	27.3%	29.7%	92
Family Activities and Outings	31.0%	32.8%	95
▲ Active Retirement Programs	31.7%	26.8%	118
▲ Cultural Programs (Music, Drama, Art)	21.0%	18.9%	111
Sports or Camping	6.1%	6.3%	97

SUMMARY	
↓ Spiritual Development Index	84
↓ Personal Development Index	89
▲ Community/Social Services Index	117
Recreation Index	102



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	26.6%	26.4%	101
↓ B. Intellectually Challenging	9.9%	11.1%	89
C. Both A and B	35.7%	39.2%	91
▲ D. No Preference or Not Interested	28.0%	23.4%	120

PART 2:

A. Traditional/Formal/Ceremonial	18.9%	20.2%	93
B. Contemporary/Informal	23.9%	26.3%	91
C. Both A and B	26.4%	26.5%	100
▲ D. No Preference or Not Interested	31.1%	26.9%	116

MUSIC STYLE INDICATOR

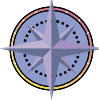
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.4%	24.4%	100
B. Contemporary	17.9%	19.7%	91
C. Both A and B	28.8%	31.1%	92
▲ D. No Preference or Not Interested	29.0%	24.8%	117

PART 2:

A. Performed by Others	19.2%	18.7%	103
B. Participatory	21.5%	22.9%	94
C. Both A and B	29.0%	32.2%	90
▲ D. No Preference or Not Interested	30.3%	26.2%	116



Date: 3/11/2016

Prepared For:
 Diocese of Rochester
 Monroe Central Deanery

Study Area Definition:
 Custom Polygon

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	23.5%	22.0%	107
↓ B. Personal Spiritual Development	12.0%	14.3%	84
C. Both A and B	33.6%	37.4%	90
▲ D. No Preference or Not Interested	30.8%	26.3%	117

PART 2:

↓ A. Global Mission	5.2%	6.2%	85
B. Local Mission	31.9%	33.3%	96
C. Both A and B	27.1%	30.1%	90
▲ D. No Preference or Not Interested	36.0%	30.4%	118

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.3%	26.6%	106
B. Contemporary	14.8%	15.9%	93
↓ C. Both A and B	27.8%	32.3%	86
▲ D. No Preference or Not Interested	29.2%	25.1%	116

PART 2:

A. Somber/Serious	9.4%	9.4%	100
B. Light and Airy	33.1%	34.7%	95
↓ C. Both A and B	24.4%	27.7%	88
▲ D. No Preference or Not Interested	33.3%	28.2%	118



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	41.9%	47.3%	89
Radio	13.9%	13.3%	105

PRINT MEDIA:

▲ Local Newspaper	40.5%	36.1%	112
▲ National Newspaper	5.0%	4.3%	115
Magazines	2.5%	2.4%	105

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

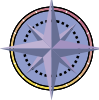
Television	34.7%	31.9%	109
Radio	22.9%	23.8%	96

PRINT MEDIA:

Local Newspaper	30.5%	32.7%	93
National Newspaper	6.2%	5.8%	107
↓ Magazines	6.2%	7.0%	88

SUMMARY

Overall Broadcast Media Index (100 = Average)	98
Overall Print Media Index	103



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↓ 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	36.7%	36.2%	101
▲ Putting Ad in Local Newspaper	37.7%	33.8%	111
Local Cable Channels	33.0%	30.4%	109
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	56.3%	53.7%	105
Calling and Offering to Send Information By Mail	32.2%	29.5%	109
Calling and Discussing on the Phone	11.0%	12.0%	91
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	19.1%	20.1%	95
↓ Going Door to Door	12.2%	14.0%	88

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	20.4%	19.6%	104
↓ Putting Ad in Local Newspaper	19.2%	21.5%	89
Local Cable Channels	29.4%	30.7%	96
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.9%	13.3%	89
Calling and Offering to Send Information By Mail	33.0%	34.0%	97
Calling and Discussing on the Phone	60.7%	60.6%	100
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	51.0%	49.6%	103
Going Door to Door	66.4%	64.0%	104

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	107
Direct Methods Index	104
Face-to-Face Methods Index	92

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	96
Direct Methods Index	98
Face-to-Face Methods Index	103