

# ministry area profile 2016

Diocese of Rochester  
Monroe East Deanery

## Study Area Definition: Custom Polygon





Prepared For:  
Diocese of Rochester  
Monroe East Deanery

**Study Area Definition:**  
Custom Polygon

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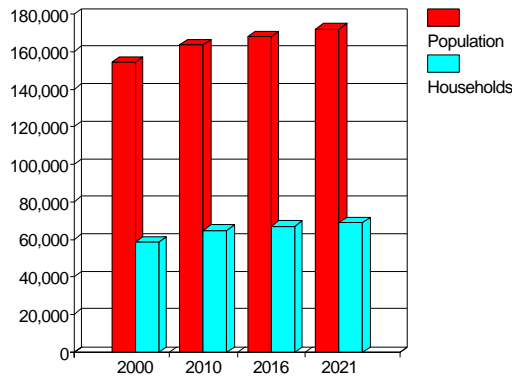
- 1** **Q** **How many people live in the defined study area?**  
**A** Currently, there are 167,950 persons residing in the defined study area. This represents an increase of 13,513 or 8.7% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**  
**A** Yes, between 2016 and 2021, the population is projected to increase by 2.4% or 3,975 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 30 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Mid-Life Prosperity* representing 18.3% 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 89.5% of the population and all other racial/ethnic groups make up just 10.5% which is well below the national average of 39%. The largest of these groups, *Asians*, accounts for 3.6% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 19.9% 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 45,615 persons or 27.2% of the total population in the area. *Builders* (age 92 and up) make up 0.6% 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 *very 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 high*. While 96.0% 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 51.7% 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: *Time for Recreation/Leisure*, *Finding Life Direction*, *Retirement Opportunities*, *Aging Parent Care*, *Satisfying Job/Career* and *Long-term Financial Security*. (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 \$103,081 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *extremely high*. (see page 4 and 17)

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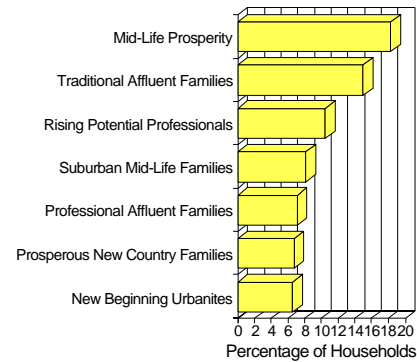
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### Population and Households

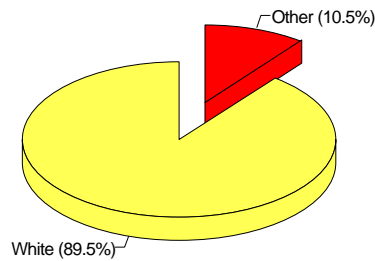


### Primary U.S. Lifestyles Segments-2016

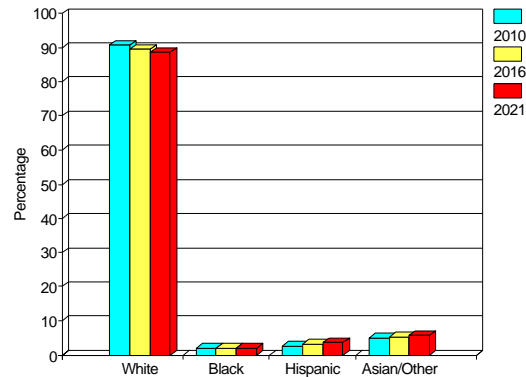


The population in the study area has increased by 4341 persons, or 2.7% since 2010 and is projected to increase by 3975 persons, or 2.4% between 2016 and 2021. The number of households has increased by 2339, or 3.6% since 2010 and is projected to increase by 1944, or 2.9% between 2016 and 2021.

### Population By Race/Ethnicity-2016

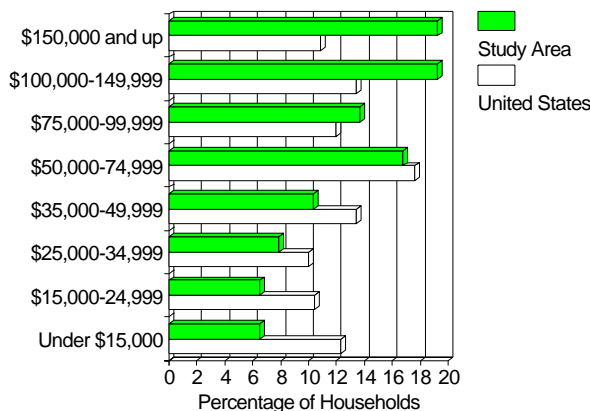


### Population By Race/Ethnicity Trend

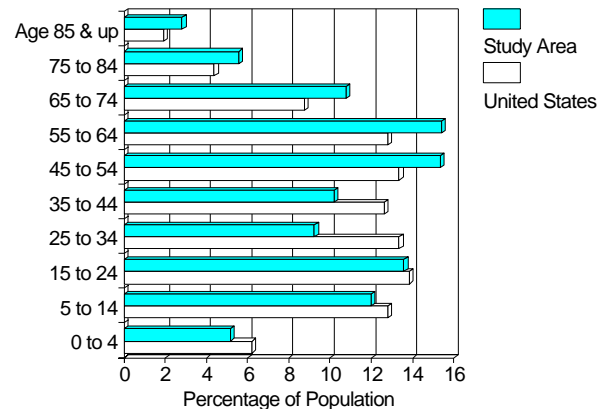


Between 2016 and 2021, the White population is projected to increase by 1980 persons and to decrease from 89.5% to 88.6% of the total population. The Black population is projected to increase by 158 persons and to remain stable at 2.0% of the total. The Hispanic/Latino population is projected to increase by 1047 persons and to increase from 3.2% to 3.7% of the total. The Asian/Other population is projected to increase by 791 persons and to increase from 5.4% to 5.7% of the total population.

### Households By Income-2016



### Population by Age-2016

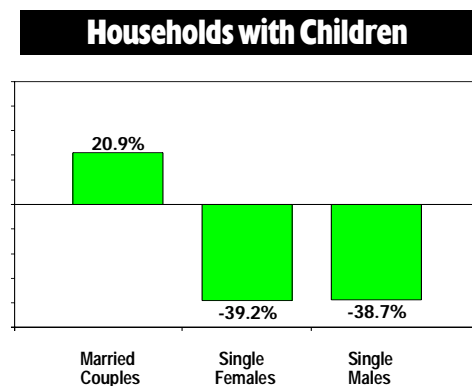
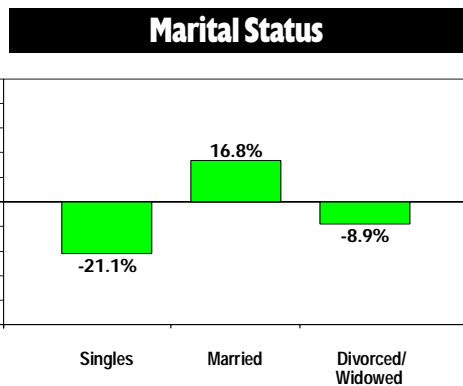
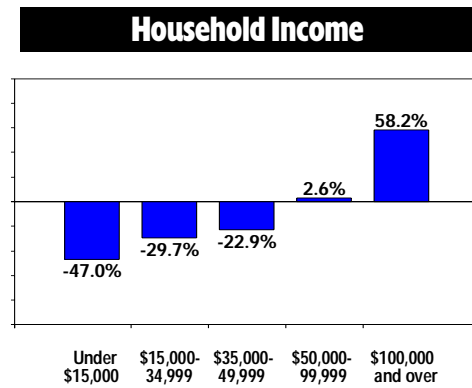
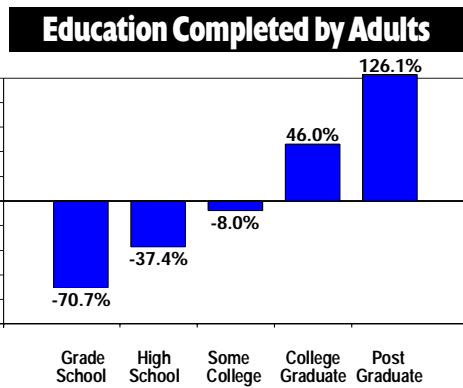
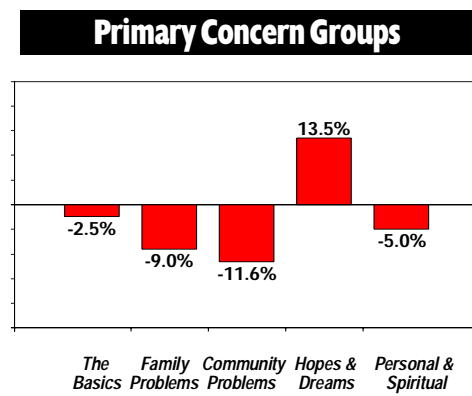
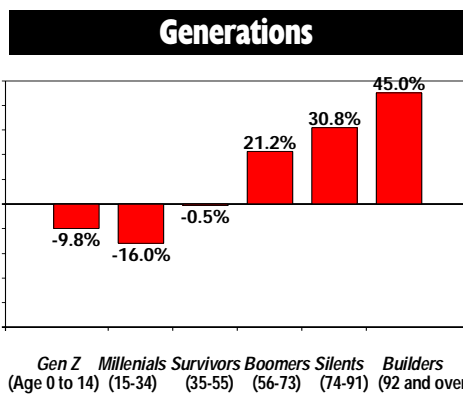
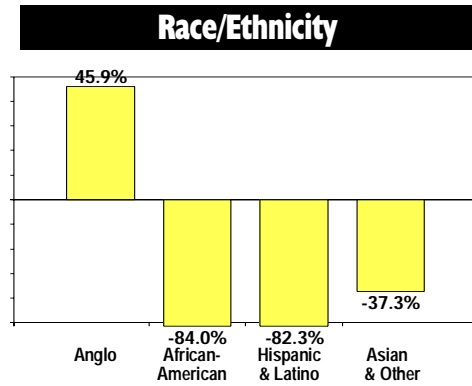
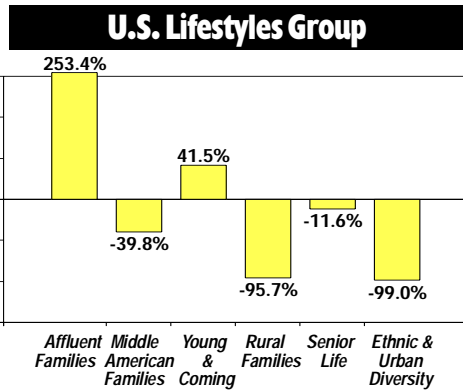


The average household income in the study area is \$103081 a year as compared to the U.S. average of \$77135. The average age in the study area is 42.3 and is projected to increase to 43.0 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ <b>Population</b>	<b>154,437</b>	<b>163,609</b>	<b>167,950</b>	<b>171,925</b>
Population Change		9,172	4,341	3,975
Percentage Change		5.9%	2.7%	2.4%
Average Annual Growth Rate		0.6%	0.4%	0.5%
▲ <b>Density (Pop. per square mile)</b>	<b>969</b>	<b>1,027</b>	<b>1,054</b>	<b>1,079</b>
HOUSEHOLDS				
▲ <b>Households</b>	<b>58,495</b>	<b>64,782</b>	<b>67,121</b>	<b>69,065</b>
Household Change		6,287	2,339	1,944
Percentage Change		10.7%	3.6%	2.9%
↓ Average Annual Growth Rate		1.1%	0.6%	0.6%
↓ Persons Per Household	2.58	2.47	2.45	2.44

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	148,133	90.5%	150,318	89.5%	152,298	88.6%
▲ African-American (Non-Hisp)	3,123	1.9%	3,307	2.0%	3,465	2.0%
▲ Hispanic/Latino	4,166	2.5%	5,293	3.2%	6,340	3.7%
▲ Asian/Other (Non-Hisp)	8,187	5.0%	9,031	5.4%	9,822	5.7%

POPULATION BY GENDER						
Female	84,960	51.9%	87,186	51.9%	89,301	51.9%
Male	78,649	48.1%	80,764	48.1%	82,624	48.1%

POPULATION BY GENERATION						
▲ <b>Generation Z</b> (Born 2002 and later)	<b>17,010</b>	<b>10.4%</b>	<b>28,759</b>	<b>17.1%</b>	<b>39,560</b>	<b>23.0%</b>
↓ Millennials (Born 1982 to 2001)	38,476	23.5%	38,318	22.8%	37,928	22.1%
Survivors (Born 1961 to 1981)	44,031	26.9%	45,622	27.2%	46,071	26.8%
↓ Boomers (Born 1943 to 1960)	41,689	25.5%	39,647	23.6%	37,284	21.7%
↓ Silents (Born 1925 to 1942)	18,431	11.3%	14,655	8.7%	11,032	6.4%
↓ Builders (Born 1924 and earlier)	3,848	2.4%	950	0.6%	49	0.0%

AGE			
▲ <b>Average Age</b>		<b>41.2</b>	<b>42.3</b>
▲ <b>Median Age</b>		<b>43.4</b>	<b>44.6</b>

INCOME			
▲ <b>Average Household Income</b>		<b>\$92,800</b>	<b>\$103,081</b>
▲ <b>Median Household Income</b>		<b>\$78,750</b>	<b>\$82,824</b>
▲ <b>Per Capita Income</b>		<b>\$36,745</b>	<b>\$41,196</b>

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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	9,784	15.1%	12,890	19.2%	15,652	22.7%
\$100,000 to \$149,999	12,787	19.7%	12,900	19.2%	13,551	19.6%
↓ \$75,000 to \$99,999	9,474	14.6%	9,172	13.7%	9,053	13.1%
↓ \$50,000 to \$74,999	11,613	17.9%	11,225	16.7%	10,949	15.9%
↓ \$35,000 to \$49,999	7,165	11.1%	6,937	10.3%	6,753	9.8%
↓ \$25,000 to \$34,999	5,757	8.9%	5,265	7.8%	4,987	7.2%
↓ \$15,000 to \$24,999	4,454	6.9%	4,357	6.5%	4,045	5.9%
Under \$15,000	3,749	5.8%	4,376	6.5%	4,075	5.9%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	8,477	5.2%	8,671	5.2%	9,072	5.3%
↓ Required Formal Schooling (5-17)	30,489	18.6%	27,165	16.2%	25,447	14.8%
▲ College Years, Career Starts (18-24)	11,338	6.9%	15,724	9.4%	16,698	9.7%
▲ Singles and Young Families (25-34)	13,549	8.3%	15,517	9.2%	18,754	10.9%
↓ Families, Empty Nesters (35-54)	49,540	30.3%	42,877	25.5%	37,375	21.7%
▲ Enrichment Years Singles/Couples (55-64)	22,980	14.0%	25,836	15.4%	27,277	15.9%
▲ Retirement Opportunities (65+)	27,111	16.6%	32,161	19.1%	37,301	21.7%
POPULATION BY AGE (DETAIL)						
Under 5 years	8,477	5.2%	8,671	5.2%	9,072	5.3%
↓ 5 to 9 years	10,666	6.5%	8,958	5.3%	9,044	5.3%
↓ 10 to 14 years	12,072	7.4%	11,130	6.6%	9,433	5.5%
↓ 15 to 17 years	7,751	4.7%	7,077	4.2%	6,970	4.1%
18 to 20 years	5,638	3.4%	7,361	4.4%	7,524	4.4%
▲ 21 to 24 years	5,700	3.5%	8,363	5.0%	9,174	5.3%
▲ 25 to 29 years	6,477	4.0%	7,803	4.6%	12,200	7.1%
30 to 34 years	7,072	4.3%	7,714	4.6%	6,554	3.8%
↓ 35 to 39 years	9,238	5.6%	7,696	4.6%	7,517	4.4%
↓ 40 to 44 years	12,125	7.4%	9,409	5.6%	8,101	4.7%
↓ 45 to 49 years	14,301	8.7%	11,861	7.1%	9,027	5.3%
↓ 50 to 54 years	13,876	8.5%	13,911	8.3%	12,730	7.4%
55 to 59 years	12,238	7.5%	13,727	8.2%	13,447	7.8%
▲ 60 to 64 years	10,742	6.6%	12,109	7.2%	13,830	8.0%
▲ 65 to 69 years	8,055	4.9%	10,347	6.2%	11,568	6.7%
▲ 70 to 74 years	5,898	3.6%	7,762	4.6%	10,518	6.1%
▲ 75 to 84 years	8,883	5.4%	9,304	5.5%	10,336	6.0%
▲ 85 or more years	4,275	2.6%	4,748	2.8%	4,879	2.8%

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	Number	Percent		
<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	139,191			
↓ Single (Never Married)	36,141	26.0%	32.9%	79
Married	81,580	58.6%	50.2%	117
Divorced/Widowed	21,470	15.4%	16.9%	91
<b>Marital Status Females 15 and Older (2016)</b>	73,143			
Single (Never Married)	17,733	24.2%	29.8%	81
Married	41,012	56.1%	48.8%	115
Divorced/Widowed	14,398	19.7%	21.4%	92
<b>Marital Status Males 15 and Older (2016)</b>	66,049			
↓ Single (Never Married)	18,408	27.9%	36.2%	77
Married	40,569	61.4%	51.6%	119
Divorced/Widowed	7,072	10.7%	12.3%	87
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	67,121			
▲ Married Couple	39,438	58.8%	48.5%	121
↓ Other Family - Male Head of Household	2,013	3.0%	4.9%	61
↓ Other Family - Female Head of Household	5,459	8.1%	13.0%	63
↓ Non Family - Male Head of Household	8,172	12.2%	15.8%	77
Non Family - Female Head of Household	12,038	17.9%	17.7%	101
<b>Households With Children 0 to 18 (2016)</b>	21,991			
▲ Married Couple Family	17,338	78.8%	65.2%	121
↓ Other Family - Male Head of Household	1,142	5.2%	8.5%	61
↓ Other Family - Female Head of Household	3,389	15.4%	25.3%	61
↓ Non Family	122	0.6%	1.0%	57
<b>Population By Household Type (2016)</b>	167,950			
Group Quarters	3,427	2.0%	2.5%	81



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	3,427			
↓ Correctional Facilities	51	1.5%	30.0%	5
▲ College Dorms	<b>1,780</b>	<b>51.9%</b>	<b>31.9%</b>	<b>163</b>
↓ Military	0	0.0%	4.2%	0
Nursing Homes	925	27.0%	18.7%	144
▲ Other	<b>671</b>	<b>19.6%</b>	<b>15.2%</b>	<b>129</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	167,950			
▲ White (Non-Hispanic)	<b>150,318</b>	<b>89.5%</b>	<b>61.3%</b>	<b>146</b>
↓ African-American (Non-Hisp)	3,307	2.0%	12.3%	16
↓ Hispanic/Latino	5,293	3.2%	17.8%	18
↓ Native American (Non-Hisp)	206	0.1%	0.7%	17
↓ Asian (Non-Hisp)	6,080	3.6%	5.3%	69
↓ Hawaiian & Pacific Islander (Non-Hisp)	33	0.0%	0.2%	12
↓ Other Races & Multiple Races (Non-Hisp)	2,714	1.6%	2.4%	68
<b>Asian Population By Race (2016)</b>	6,115			
Chinese	1,545	25.3%	22.3%	113
↓ Japanese	93	1.5%	5.0%	30
▲ Indian	<b>2,174</b>	<b>35.6%</b>	<b>19.5%</b>	<b>182</b>
▲ Korean	<b>742</b>	<b>12.1%</b>	<b>9.6%</b>	<b>126</b>
Vietnamese	543	8.9%	11.0%	81
↓ Other Asian Races	1,018	16.6%	32.5%	51
<b>Hispanic/Latino Population By Race (2016)</b>	5,293			
▲ White	<b>3,483</b>	<b>65.8%</b>	<b>53.0%</b>	<b>124</b>
▲ African-American	<b>220</b>	<b>4.2%</b>	<b>2.5%</b>	<b>166</b>
Native American	58	1.1%	1.4%	80
▲ Asian	<b>35</b>	<b>0.7%</b>	<b>0.4%</b>	<b>158</b>
↓ Other Races & Multiple Races	1,497	28.3%	42.7%	66
<b>Hispanic/Latino Population By Origin (2016)</b>	5,293			
↓ Mexican	785	14.8%	62.4%	24
▲ Puerto Rican	<b>2,330</b>	<b>44.0%</b>	<b>9.5%</b>	<b>465</b>
▲ Cuban	<b>358</b>	<b>6.8%</b>	<b>3.5%</b>	<b>191</b>
▲ Other Hispanic Origin	<b>1,821</b>	<b>34.4%</b>	<b>24.6%</b>	<b>140</b>

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	43,753			
↓ Pre-Primary (Public)	864	2.0%	3.4%	57
▲ Pre-Primary (Private)	<b>1,789</b>	<b>4.1%</b>	<b>2.6%</b>	<b>156</b>
Elementary/High School (Public)	27,116	62.0%	58.9%	105
Elementary/High School (Private)	3,301	7.5%	6.6%	114
Enrolled in College	10,683	24.4%	28.4%	86
<b>Population By Education Completed (Age 25 and over) (2016)</b>	116,391			
↓ Elementary (Less than 9 years)	1,552	1.3%	5.8%	23
↓ Some High School (9 to 11 years)	3,083	2.6%	7.8%	34
↓ High School Graduate (12 years)	20,318	17.5%	27.9%	63
↓ Some College (13 to 15 years)	17,680	15.2%	21.2%	72
▲ Associate Degree	<b>13,541</b>	<b>11.6%</b>	<b>8.0%</b>	<b>145</b>
▲ Bachelor's Degree	<b>31,136</b>	<b>26.8%</b>	<b>18.3%</b>	<b>146</b>
▲ Graduate Degree	<b>29,080</b>	<b>25.0%</b>	<b>11.0%</b>	<b>226</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	85,250			
▲ TOTAL WHITE COLLAR	<b>64,982</b>	<b>76.2%</b>	<b>61.5%</b>	<b>124</b>
▲ Executive and Managerial	<b>12,446</b>	<b>14.6%</b>	<b>9.7%</b>	<b>150</b>
▲ Professional Specialty	<b>21,417</b>	<b>25.1%</b>	<b>16.6%</b>	<b>152</b>
▲ Technical Support	<b>9,847</b>	<b>11.6%</b>	<b>8.3%</b>	<b>140</b>
Sales	9,434	11.1%	10.9%	102
Administrative Support & Clerical	11,838	13.9%	16.0%	87
↓ TOTAL BLUE COLLAR	20,270	23.8%	38.5%	62
↓ Service: Private Households	2,423	2.8%	3.7%	77
↓ Service: Protective	1,502	1.8%	2.2%	80
↓ Service: Other	4,976	5.8%	7.5%	78
↓ Farming, Forestry & Fishing	68	0.1%	0.7%	11
↓ Precision Production and Craft	5,384	6.3%	11.0%	58
↓ Operators and Assemblers	1,560	1.8%	3.2%	56
↓ Transportation and Material Moving	2,426	2.8%	6.2%	46
↓ Laborers	1,931	2.3%	4.0%	56

Date: 3/11/2016

Prepared For:  
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Monroe East Deanery

Study Area Definition:  
Custom Polygon

Description	Study Area		U.S. Average	U.S. Comparative Index
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<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	136,871			
Employed	85,268	62.3%	58.1%	107
↓ Unemployed	5,332	3.9%	5.6%	69
Not in Labor Force	46,271	33.8%	36.3%	93
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	48,056			
TOTAL WORKING	34,708	72.2%	66.8%	108
With No Own Children	20,904	43.5%	42.2%	103
With Own Children Age 0 to 5 only	2,465	5.1%	5.5%	94
▲ With Own Children Age 6 to 17 only	<b>9,291</b>	<b>19.3%</b>	<b>14.8%</b>	<b>131</b>
With Own Children Both Age 0 to 5 and 6 to 17	2,048	4.3%	4.3%	99
↓ TOTAL NOT WORKING (UNEMPLOYED)	1,884	3.9%	6.2%	63
↓ With No Own Children	1,167	2.4%	3.8%	65
↓ With Own Children Age 0 to 5 only	116	0.2%	0.7%	37
With Own Children Age 6 to 17 only	531	1.1%	1.3%	88
↓ With Own Children Both Age 0 to 5 and 6 to 17	70	0.1%	0.5%	27
TOTAL NOT IN THE LABOR FORCE	11,463	23.9%	27.0%	88
With No Own Children	6,814	14.2%	17.1%	83
With Own Children Age 0 to 5 only	1,269	2.6%	2.6%	102
With Own Children Age 6 to 17 only	2,320	4.8%	4.6%	104
With Own Children Both Age 0 to 5 and 6 to 17	1,060	2.2%	2.6%	83
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	67,121			
Above Poverty Line (Households with Children)	44,842	66.4%	59.6%	112
Above Poverty Line (Households without Children)	19,012	28.2%	26.5%	106
↓ Below Poverty Line (Households with Children)	2,062	3.1%	7.9%	39
↓ Below Poverty Line (Households without Children)	1,575	2.3%	6.0%	39
<b>Households By Presence of Retirement Income (2013)</b>	64,782			
▲ With Retirement Income	<b>14,007</b>	<b>21.6%</b>	<b>17.6%</b>	<b>123</b>
Without Retirement Income	50,115	77.4%	81.5%	95

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	67,121			
▲ Owner Occupied	<b>53,606</b>	<b>79.9%</b>	<b>65.0%</b>	<b>123</b>
↓ Renter Occupied	13,515	20.1%	35.0%	57
Median Rent (2013)	\$835		\$904	92
<b>Structures By Number of Units (2016)</b>	70,151			
▲ Single Unit	<b>56,948</b>	<b>81.2%</b>	<b>67.3%</b>	<b>121</b>
3 to 4 Units	4,937	7.0%	8.1%	87
5 to 19 Units	5,468	7.8%	9.3%	83
↓ 20 to 49 Units	534	0.8%	3.6%	21
↓ 50 or more Units	1,402	2.0%	5.1%	39
↓ Mobile Home	862	1.2%	6.4%	19
↓ Other	0	0.0%	0.1%	0
▲ Single To Multiple Unit Ratio	<b>4.61</b>		<b>2.57</b>	<b>179</b>
<b>Owner-Occupied Property Values (2016)</b>	53,606			
↓ Under \$40,000	1,322	2.5%	7.2%	34
↓ \$40,000 to \$59,999	158	0.3%	3.7%	8
↓ \$60,000 to \$79,999	707	1.3%	5.1%	26
↓ \$80,000 to \$99,999	1,657	3.1%	6.5%	47
\$100,000 to 149,999	8,487	15.8%	15.1%	105
▲ \$150,000 to \$199,999	<b>14,435</b>	<b>26.9%</b>	<b>14.6%</b>	<b>185</b>
▲ \$200,000 to \$299,999	<b>15,939</b>	<b>29.7%</b>	<b>18.1%</b>	<b>164</b>
\$300,000 to \$499,999	8,644	16.1%	16.9%	95
↓ \$500,000 to \$999,999	1,926	3.6%	9.7%	37
↓ \$1,000,000 and over	330	0.6%	3.0%	20
Median Property Value	\$211,755		\$192,432	110

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	70,151			
↓ 2010 and later	2,876	4.1%	5.5%	74
2000 to 2009	8,233	11.7%	14.6%	80
1990 to 1999	10,100	14.4%	13.4%	108
1980 to 1989	9,971	14.2%	13.2%	108
1970 to 1979	11,322	16.1%	15.0%	108
▲ <b>1960 to 1969</b>	<b>11,576</b>	<b>16.5%</b>	<b>10.4%</b>	<b>159</b>
1950 to 1959	7,665	10.9%	10.3%	106
↓ 1949 or earlier	8,409	12.0%	17.7%	68
<b>Households By Number of Persons (2016)</b>	67,121			
1 Person Household	17,581	26.2%	27.3%	96
2 Person Household	23,850	35.5%	32.3%	110
3 Person Household	10,805	16.1%	16.2%	99
4 Person Household	9,610	14.3%	13.1%	110
5 Person Household	3,839	5.7%	6.5%	88
↓ 6 Person Household	1,095	1.6%	2.8%	59
↓ 7 or more Person Household	342	0.5%	1.9%	27
Average Persons Per Household	2.5		2.6	95
<b>Households By Heating Type (2013)</b>	64,122			
▲ <b>Utility and Other Gas</b>	<b>50,818</b>	<b>79.3%</b>	<b>54.0%</b>	<b>147</b>
↓ Electric	10,465	16.3%	36.1%	45
↓ Oil	1,806	2.8%	6.1%	46
↓ Coal and Wood	528	0.8%	2.2%	37
Solar/Other Fuel	272	0.4%	0.5%	86
↓ No Fuel Used	233	0.4%	0.9%	38

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	67,121			
↓ No Vehicles	3,451	5.1%	9.0%	57
1 Vehicle	20,926	31.2%	33.7%	92
▲ 2 Vehicle	<b>30,408</b>	<b>45.3%</b>	<b>37.5%</b>	<b>121</b>
3 or more Vehicles	12,336	18.4%	19.8%	93
<b>Workers By Travel Time to Work (2016)</b>	79,524			
Less than 15 minutes	23,549	29.6%	27.3%	109
▲ 15 to 29 minutes	<b>41,079</b>	<b>51.7%</b>	<b>36.5%</b>	<b>141</b>
↓ 30 to 44 minutes	12,105	15.2%	20.2%	75
↓ 45 to 59 minutes	1,280	1.6%	7.7%	21
↓ 60 or more minutes	1,512	1.9%	8.3%	23
↓ Average Travel Time to Work (minutes)	21.7		28.2	77
<b>Workers By Type of Transportation to Work (2016)</b>	83,453			
Drive Alone	72,185	86.5%	76.9%	113
↓ Car Pool	4,696	5.6%	9.6%	59
↓ Public Transportation	419	0.5%	5.1%	10
↓ Walk to Work	1,695	2.0%	2.8%	72
↓ Other Means	568	0.7%	1.2%	55
Work at Home	3,889	4.7%	4.4%	106

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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.		
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	35,845	53.4%	15.1%	353
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	13,918	20.7%	14.7%	141
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	12,704	18.9%	31.4%	60
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	4,098	6.1%	6.9%	88
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	375	0.6%	13.1%	4
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	124	0.2%	18.4%	1

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.		
3	Mid-Life Prosperity	12,260	18.3%	1.5%	1199
1	Traditional Affluent Families	10,101	15.0%	3.5%	432
8	Rising Potential Professionals	7,049	10.5%	2.3%	449
10	Suburban Mid-Life Families	5,463	8.1%	5.5%	147
2	Professional Affluent Families	4,763	7.1%	0.8%	880
6	Prosperous New Country Families	4,539	6.8%	2.1%	317
39	New Beginning Urbanites	4,385	6.5%	2.8%	236
23	Established Empty-Nesters	2,673	4.0%	3.4%	118
4	Educated Mid-Life Families	2,632	3.9%	3.4%	115
18	Working Urban Families	2,517	3.7%	4.0%	94
15	Reliable Young Starters	1,843	2.7%	4.3%	65
20	Cautious and Mature	1,706	2.5%	2.6%	96
5	Prosperous Diversity	1,408	2.1%	3.1%	68
7	Prosperous and Mature	1,119	1.7%	0.5%	309
25	Working Country Consumers	902	1.3%	4.1%	33
12	Educated New Starters	620	0.9%	2.9%	31
11	Young Suburban Families	608	0.9%	3.0%	31
22	Mature and Established	576	0.9%	1.8%	48
28	Building Country Families	474	0.7%	2.8%	25
30	Urban Senior Life	349	0.5%	0.8%	63

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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.		
21	Mature and Stable	347	0.5%	0.6%	91
35	Laboring Country Families	232	0.3%	2.7%	13
14	Secure Mid-Life Families	142	0.2%	0.7%	32
40	Surviving Urban Diversity	116	0.2%	4.0%	4
29	Working Country Families	103	0.2%	1.0%	16
9	Educated Working Families	40	0.1%	0.1%	71
27	Country Family Diversity	30	0.0%	0.3%	13
16	Established Country Families	27	0.0%	6.4%	1
19	Educated and Promising	20	0.0%	0.1%	38
49	Exception Households	13	0.0%	0.2%	8
26	Working Suburban Families	10	0.0%	0.1%	12
32	Working Urban Life	8	0.0%	1.7%	1
34	College and Career Starters	1	0.0%	0.6%	0
31	Mature Country Families	1	0.0%	0.5%	0
38	Rural Working Families	0	0.0%	8.8%	0
24	Metro Multi-Ethnic Diversity	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
42	Laboring Rural Diversity	0	0.0%	1.5%	0
48	Struggling Urban Life	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
43	Laboring Urban Diversity	0	0.0%	0.5%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	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
44	Laboring Urban Life	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>67,077</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>



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**FAITH INVOLVEMENT INDICATOR**

**Estimated 2016 Households Likely to Be:**

↓ Strongly Involved with Their Faith	28.5%	35.4%	81
Somewhat Involved with Their Faith	32.3%	29.9%	108
<b>▲ Not Involved with Their Faith</b>	<b>38.9%</b>	<b>34.7%</b>	<b>112</b>

**Estimated 2016 Households Likely to Have:**

↓ Increased Their Involvement with Their Faith in the Last 10 Years	18.3%	22.1%	83
Decreased Their Involvement with Their Faith in the Last 10 Years	24.0%	23.7%	101

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

↓ Adventist	0.1%	0.5%	20
↓ Baptist	5.3%	16.1%	33
<b>▲ Catholic</b>	<b>38.8%</b>	<b>23.7%</b>	<b>164</b>
<b>▲ Congregational</b>	<b>4.7%</b>	<b>2.0%</b>	<b>243</b>
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	102
<b>▲ Episcopal</b>	<b>4.9%</b>	<b>2.9%</b>	<b>169</b>
↓ Holiness	0.3%	0.8%	37
↓ Jehovah's Witnesses	0.8%	1.1%	79
<b>▲ Judaism</b>	<b>9.7%</b>	<b>3.2%</b>	<b>307</b>
↓ Lutheran	4.1%	7.2%	57
↓ Methodist	6.6%	10.1%	65
↓ Mormon	0.6%	1.8%	32
↓ New Age	0.4%	0.6%	70
↓ Non-Denominational / Independent	2.9%	6.9%	41
<b>▲ Orthodox</b>	<b>0.6%</b>	<b>0.3%</b>	<b>197</b>
↓ Pentecostal	1.4%	2.4%	57
↓ Presbyterian / Reformed	3.5%	4.6%	77
<b>▲ Unitarian / Universalist</b>	<b>1.4%</b>	<b>0.7%</b>	<b>204</b>
↓ Interested but No Preference	2.4%	3.9%	61
Not Interested and No Preference	11.2%	11.1%	101
↓ Likely to Have Changed Their Preference in the Last 10 Years	12.8%	16.8%	76

**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	12.3%	11.7%	105
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	78.9%	79.6%	99

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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2016 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	47.6%	43.5%	110
Finding/Providing Health Insurance	29.5%	29.0%	102
Day-to-Day Financial Worries	28.4%	31.6%	90
Finding Employment Opportunities	13.4%	14.4%	93
↓ Finding Affordable Housing	9.0%	11.3%	79
↓ Providing Adequate Food	6.8%	8.6%	79
Finding Child Care	6.4%	6.3%	102
<b>FAMILY PROBLEMS:</b>			
↓ Dealing With Alcohol/Drug Abuse	14.9%	16.7%	89
↓ Dealing With Teen / Child Problems	16.5%	20.7%	80
▲ Finding/Providing Aging Parent Care	<b>18.7%</b>	<b>15.5%</b>	<b>120</b>
↓ Dealing With Abusive Relationships	9.1%	11.4%	80
↓ Dealing With Divorce	3.4%	4.5%	76
<b>COMMUNITY PROBLEMS:</b>			
↓ Neighborhood Crime and Safety	21.2%	27.0%	79
Finding/Providing Good Schools	23.5%	23.5%	100
Dealing with Problems in Schools	12.6%	13.6%	93
Dealing With Racial / Ethnic Prejudice	12.9%	13.1%	98
↓ Dealing With Neighborhood Gangs	3.4%	8.5%	40
Dealing with Social Injustice	12.2%	11.3%	108
<b>HOPES AND DREAMS:</b>			
▲ Achieving Long-term Financial Security	<b>57.1%</b>	<b>50.6%</b>	<b>113</b>
▲ Finding Time for Recreation / Leisure	<b>32.4%</b>	<b>25.3%</b>	<b>128</b>
Finding Better Quality Healthcare	25.7%	23.9%	107
▲ Finding A Satisfying Job / Career	<b>22.7%</b>	<b>19.3%</b>	<b>118</b>
▲ Finding Retirement Opportunities	<b>23.1%</b>	<b>18.9%</b>	<b>122</b>
Achieving A Fulfilling Marriage	24.0%	22.3%	108
Developing Parenting Skills	15.2%	14.7%	103
Achieving Educational Objectives	7.1%	7.5%	94
<b>SPIRITUAL / PERSONAL:</b>			
▲ Dealing With Stress	<b>33.1%</b>	<b>29.8%</b>	<b>111</b>
Finding Companionship	18.7%	17.3%	108
↓ Finding A Good Church	8.5%	15.2%	56
↓ Finding Spiritual Teaching	7.0%	12.9%	54
▲ Finding Life Direction	<b>17.3%</b>	<b>14.0%</b>	<b>124</b>

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#### KEY VALUES INDICATOR

##### Estimated 2016 Households Likely to Agree With the Following Statements:

###### **GOD:**

“I believe there is a God”	80.8%	84.5%	96
↓ “God is actively involved in the world including nations and their governments”	56.9%	63.8%	89

###### **SOCIETY:**

“It is important to preserve the traditional American family structure”	91.4%	91.5%	100
“A healthy environment has become a national crisis”	82.4%	82.8%	100
“Public education is essential to the future of American society”	94.9%	94.0%	101

###### **INSTITUTIONAL ROLES:**

“Government should be the primary provider of human welfare services”	46.1%	50.1%	92
“The role of Churches / Synagogues is to help form and support moral values”	80.1%	81.1%	99
“Churches and religious organizations should provide more human services”	60.7%	62.6%	97

###### **RACIAL / ETHNIC CHANGE:**

“The United States must open its doors to all people groups”	37.5%	36.3%	103
“The changing racial / ethnic face of America is a threat to our national heritage”	35.4%	36.3%	98

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2016 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	62.9%	59.8%	105
▲ More than \$500 per year	35.7%	31.2%	114
▲ More than \$1,000 per year	22.0%	17.4%	126

###### **TO CHARITIES:**

▲ More than \$100 per year	45.8%	33.7%	136
▲ More than \$500 per year	11.5%	6.8%	169
▲ More than \$1,000 per year	4.4%	2.3%	191

###### **TO COLLEGES AND UNIVERSITIES:**

▲ More than \$100 per year	24.9%	16.1%	155
▲ More than \$500 per year	6.7%	4.3%	156
▲ More than \$1,000 per year	3.2%	2.2%	145

*Ministry Area Profile 2016*  
**Compass**  
REPORT

Diocese of Rochester  
Monroe East Deanery

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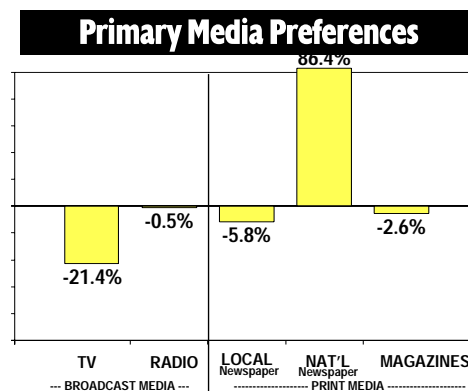
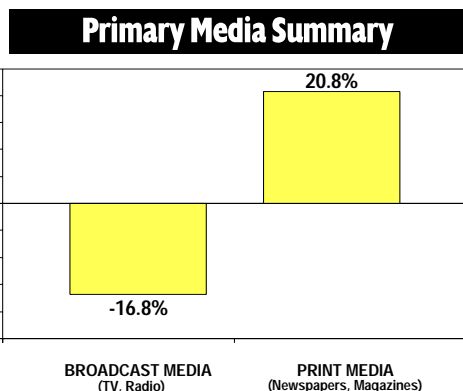
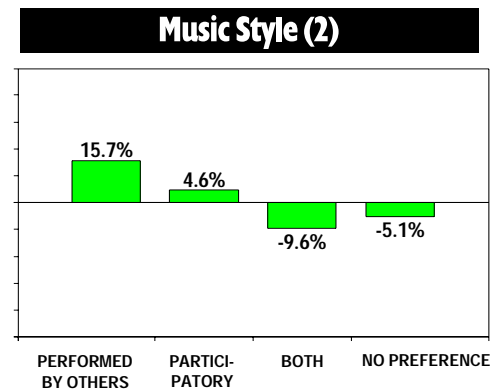
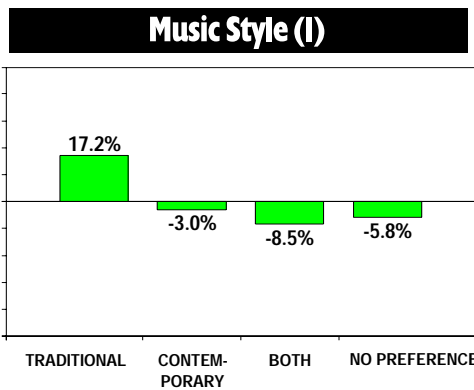
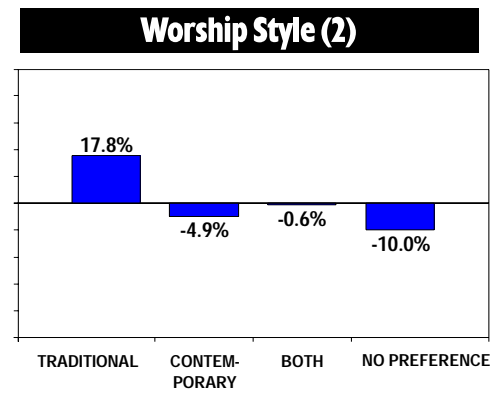
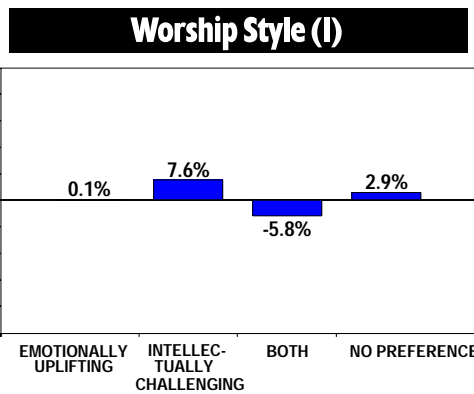
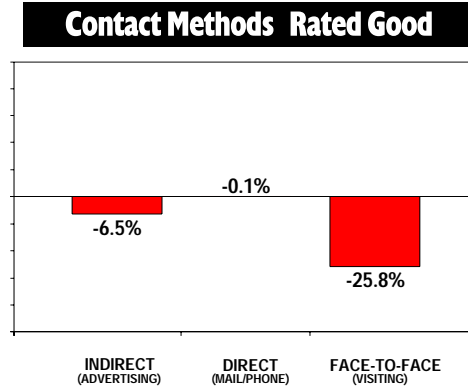
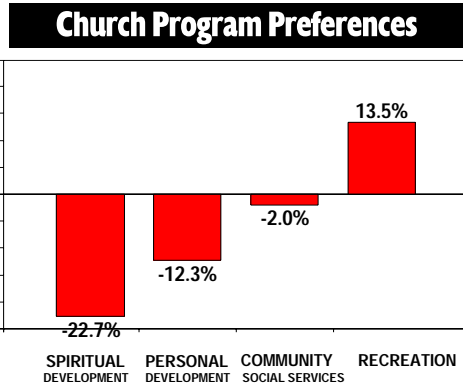
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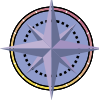


Date: 3/11/2016

Prepared For:  
 Diocese of Rochester  
 Monroe East Deanery

Study Area Definition:  
 Custom Polygon





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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	22.8%	41.1%	55
Adult Theological Discussion Groups	24.7%	22.5%	110
Spiritual Retreats	10.7%	11.6%	92

##### **PERSONAL DEVELOPMENT:**

Marriage Enrichment Opportunities	14.4%	15.2%	95
↓ Parent Training Programs	6.0%	7.8%	77
↓ Twelve Step Programs	2.8%	3.5%	81
↓ Divorce Recovery	2.1%	2.4%	85

##### **COMMUNITY/SOCIAL SERVICES:**

↓ Personal or Family Counseling	20.0%	22.5%	89
Care for the Terminally Ill	16.0%	15.7%	102
Food and Clothing Resources	12.1%	11.1%	109
Day Care Services	6.5%	6.1%	106
Church Sponsored Day-School	5.2%	5.7%	91

##### **RECREATION:**

Youth Social Programs	28.6%	29.7%	96
Family Activities and Outings	33.9%	32.8%	103
▲ Active Retirement Programs	<b>33.9%</b>	<b>26.8%</b>	<b>127</b>
▲ Cultural Programs (Music, Drama, Art)	<b>26.8%</b>	<b>18.9%</b>	<b>141</b>
Sports or Camping	6.7%	6.3%	106

#### SUMMARY

↓ Spiritual Development Index	77
↓ Personal Development Index	88
Community/Social Services Index	98
▲ Recreation Index	<b>113</b>



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**WORSHIP STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Worship which is:**

**PART 1:**

A. Emotionally Uplifting	26.4%	26.4%	100
B. Intellectually Challenging	12.0%	11.1%	108
C. Both A and B	36.9%	39.2%	94
D. No Preference or Not Interested	24.1%	23.4%	103

**PART 2:**

▲ A. Traditional/Formal/Ceremonial	<b>23.9%</b>	<b>20.2%</b>	<b>118</b>
B. Contemporary/Informal	25.0%	26.3%	95
C. Both A and B	26.4%	26.5%	99
D. No Preference or Not Interested	24.3%	26.9%	90

**MUSIC STYLE INDICATOR**

**Estimated 2016 Households Likely to Prefer Church Music which is:**

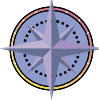
**PART 1:**

▲ A. Traditional	<b>28.6%</b>	<b>24.4%</b>	<b>117</b>
B. Contemporary	19.1%	19.7%	97
C. Both A and B	28.5%	31.1%	92
D. No Preference or Not Interested	23.3%	24.8%	94

**PART 2:**

▲ A. Performed by Others	<b>21.6%</b>	<b>18.7%</b>	<b>116</b>
B. Participatory	24.0%	22.9%	105
C. Both A and B	29.1%	32.2%	90
D. No Preference or Not Interested	24.9%	26.2%	95





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

▲ A. Community	26.6%	22.0%	121
↓ B. Personal Spiritual Development	12.4%	14.3%	87
C. Both A and B	34.6%	37.4%	92
D. No Preference or Not Interested	26.1%	26.3%	99

**PART 2:**

↓ A. Global Mission	5.1%	6.2%	83
B. Local Mission	36.7%	33.3%	110
C. Both A and B	27.9%	30.1%	93
D. No Preference or Not Interested	29.7%	30.4%	98

**CHURCH ARCHITECTURE INDICATOR**

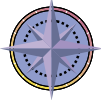
**Estimated 2016 Households Likely to Prefer Church Architecture which is:**

**PART 1:**

▲ A. Traditional	31.4%	26.6%	118
B. Contemporary	16.1%	15.9%	101
↓ C. Both A and B	27.7%	32.3%	86
D. No Preference or Not Interested	24.6%	25.1%	98

**PART 2:**

A. Somber/Serious	9.0%	9.4%	96
B. Light and Airy	37.0%	34.7%	107
C. Both A and B	26.0%	27.7%	94
D. No Preference or Not Interested	27.6%	28.2%	98



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### PRIMARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

↓ Television	37.2%	47.3%	79
Radio	13.3%	13.3%	99

#### PRINT MEDIA:

▲ Local Newspaper	41.2%	36.1%	114
▲ National Newspaper	8.1%	4.3%	186
Magazines	2.5%	2.4%	105

### SECONDARY MEDIA PREFERENCE

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

#### BROADCAST MEDIA:

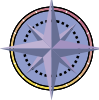
Television	34.3%	31.9%	107
Radio	21.8%	23.8%	92

#### PRINT MEDIA:

Local Newspaper	30.8%	32.7%	94
▲ National Newspaper	6.8%	5.8%	118
Magazines	6.9%	7.0%	97

### SUMMARY

Overall Broadcast Media Index (100 = Average)	92
Overall Print Media Index	109



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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	31.7%	36.2%	88
Putting Ad in Local Newspaper	34.3%	33.8%	101
Local Cable Channels	28.0%	30.4%	92

#### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	55.3%	53.7%	103
Calling and Offering to Send Information By Mail	30.6%	29.5%	104
↓ Calling and Discussing on the Phone	9.2%	12.0%	77

#### FACE-TO-FACE METHODS (VERY PERSONAL):

↓ Calling and Offering to Visit When Convenient	16.5%	20.1%	82
↓ Going Door to Door	8.8%	14.0%	63

### 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	23.6%	19.6%	120
Putting Ad in Local Newspaper	22.1%	21.5%	103
Local Cable Channels	32.9%	30.7%	107

#### DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.9%	13.3%	89
Calling and Offering to Send Information By Mail	34.7%	34.0%	102
Calling and Discussing on the Phone	63.6%	60.6%	105

#### FACE-TO-FACE METHODS (VERY PERSONAL):

▲ Calling and Offering to Visit When Convenient	56.0%	49.6%	113
▲ Going Door to Door	73.8%	64.0%	115

#### SUMMARY OF METHODS RATED GOOD

Indirect Methods Index (100 = Average)	94
Direct Methods Index	100
↓ Face-to-Face Methods Index	74

#### SUMMARY OF METHODS RATED POOR

Indirect Methods Index	109
Direct Methods Index	102
▲ Face-to-Face Methods Index	114