

# ministry area profile 2016

Diocese of Rochester  
Monroe West Deanery

## Study Area Definition: Custom Polygon





Prepared For:  
Diocese of Rochester  
Monroe West Deanery

**Study Area Definition:**  
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## Table of Contents

<b>INTERVIEW</b>	<b>1</b>
<b>SNAPSHOT</b>	<b>2</b>
<b>FINGERPRINT</b>	<b>3</b>
<b>TRENDS</b>	<b>4</b>
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
<b>CENSUS</b>	<b>6</b>
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
<b>U.S. LIFESTYLES</b>	<b>13</b>
<b>ETHOS</b>	<b>15</b>
FAITH INVOLVEMENT .....	15
RELIGIOUS PREFERENCE .....	15
LEADERSHIP PREFERENCE .....	15
PRIMARY CONCERNS .....	16
KEY VALUES .....	17
HOUSEHOLD CONTRIBUTIONS .....	17

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Study Area Definition:  
Custom Polygon



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

Currently, there are 154,890 persons residing in the defined study area. This represents an increase of 10,043 or 6.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)



**Is the population in this area projected to grow?**

Yes, between 2016 and 2021, the population is projected to increase by 2.2% or 3,402 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



**How much lifestyle diversity is represented?**

The lifestyle diversity in the area is *extremely high* with a considerable 33 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Suburban Mid-Life Families* representing 20.8% of all households. (see pages 13 and 14)



**How do racial or ethnic groups contribute to diversity in this area?**

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *very high*. Among individual groups, *Anglos* represent 86.7% of the population and all other racial/ethnic groups make up just 13.3% which is well below the national average of 39%. The largest of these groups, *African-Americans*, accounts for 4.4% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 17.8% between 2016 and 2021. (see pages 4 and 7)



**What are the major generational groups represented?**

The largest age group in terms of numbers is *Millennials* (age 15 to 34) comprised of 48,155 persons or 31.1% of the total population in the area. Compared to a national average of 27.2%, *Millennials* are also the most over-represented group in the area. (see page 4)



**Overall, how traditional are the family structures?**

The area can be described as *somewhat traditional* due to the above average presence of married persons and two-parent families. (see page 6)



**How educated are the adults?**

Based upon the number of years completed and college enrollment, the overall education level in the area is *very high*. While 93.9% 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 33.1% of those over 25 in the area versus 29.4% in the U.S. (see page 8)



**Which household concerns are unusually high in the area?**

Concerns which are likely to exceed the national average include: *Time for Recreation/Leisure, Parenting Skills, Finding Life Direction, Retirement Opportunities, Dealing with Stress* and *Satisfying Job/Career*. (see page 16)



**What is the likely faith receptivity?**

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *somewhat low* when compared to national averages. (see page 15)



**What is the likely giving potential in the area?**

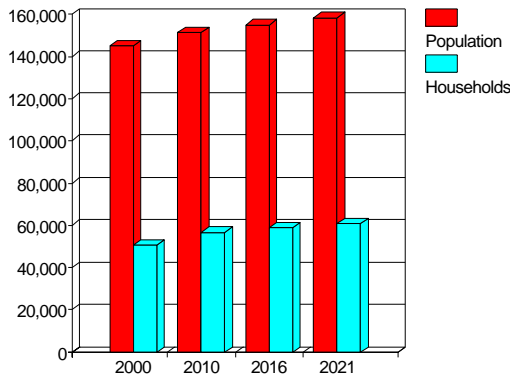
Based upon the average household income of \$78,184 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat high*. (see page 4 and 17)

Date: 3/11/2016

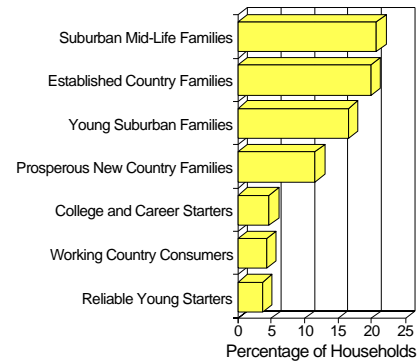
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### Population and Households

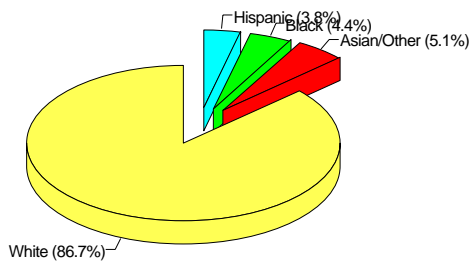


### Primary U.S. Lifestyles Segments-2016

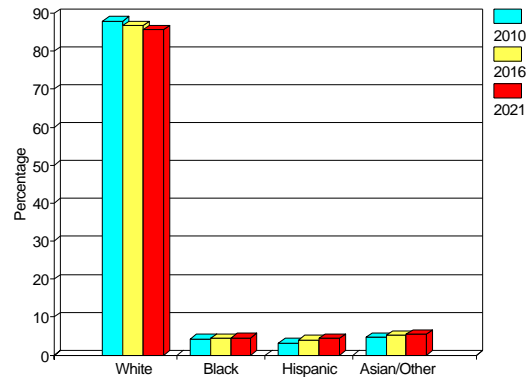


The population in the study area has increased by 3841 persons, or 2.5% since 2010 and is projected to increase by 3402 persons, or 2.2% between 2016 and 2021. The number of households has increased by 2288, or 4.0% since 2010 and is projected to increase by 1777, or 3.0% between 2016 and 2021.

### Population By Race/Ethnicity-2016

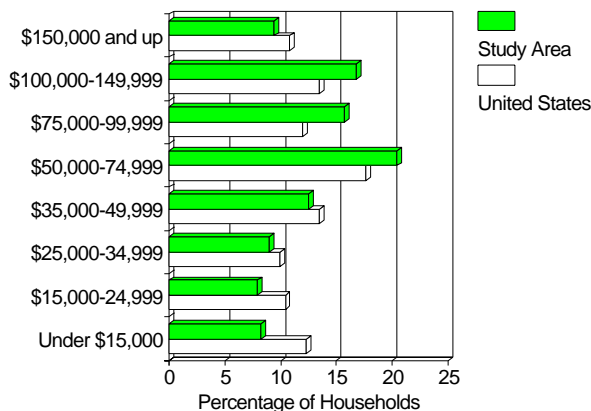


### Population By Race/Ethnicity Trend

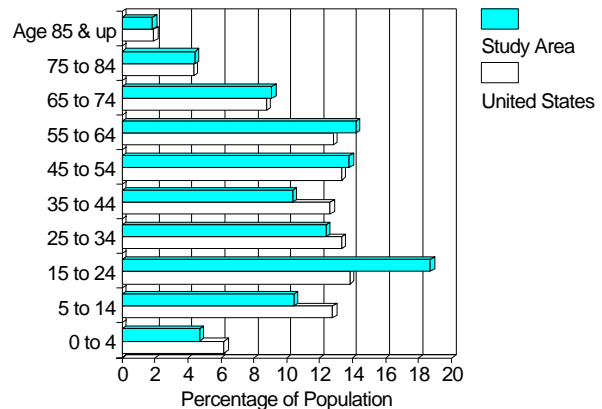


Between 2016 and 2021, the White population is projected to increase by 1263 persons and to decrease from 86.7% to 85.7% of the total population. The Black population is projected to increase by 421 persons and to increase from 4.4% to 4.5% of the total. The Hispanic/Latino population is projected to increase by 1035 persons and to increase from 3.8% to 4.4% of the total. The Asian/Other population is projected to increase by 682 persons and to increase from 5.1% to 5.4% of the total population.

### Households By Income-2016



### Population by Age-2016



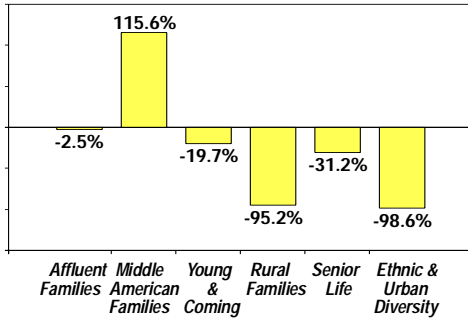
The average household income in the study area is \$78184 a year as compared to the U.S. average of \$77135. The average age in the study area is 39.7 and is projected to increase to 40.7 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

Date: 3/11/2016

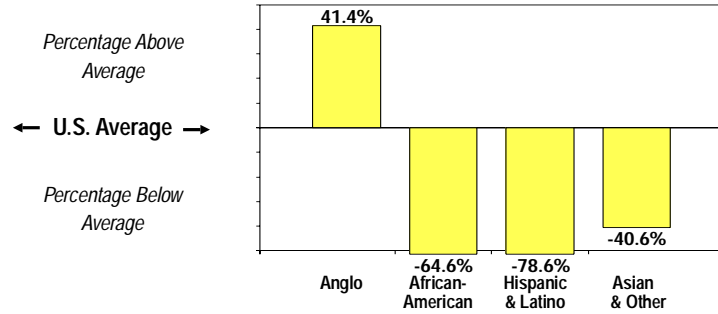
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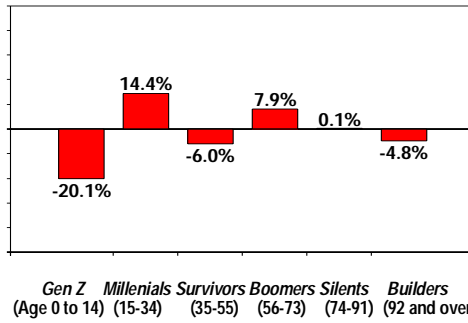
**U.S. Lifestyles Group**



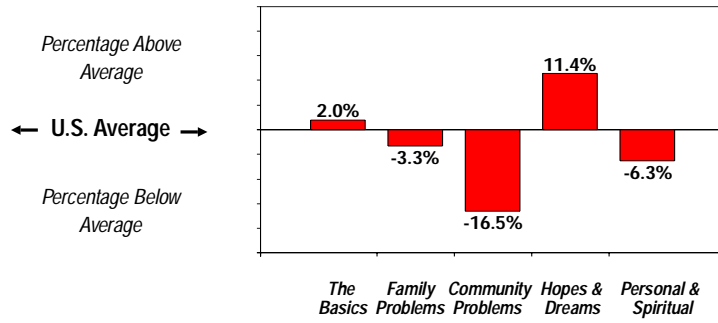
**Race/Ethnicity**



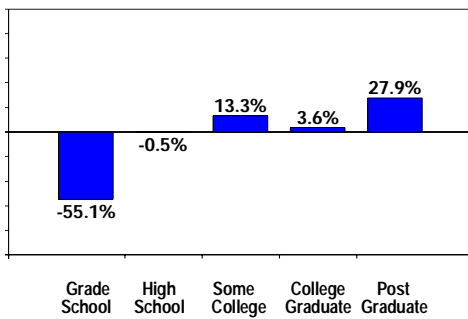
**Generations**



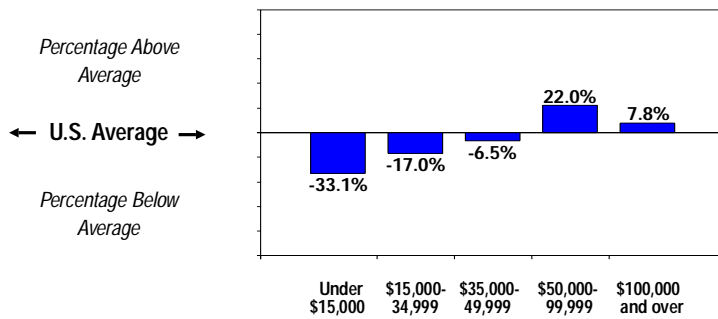
**Primary Concern Groups**



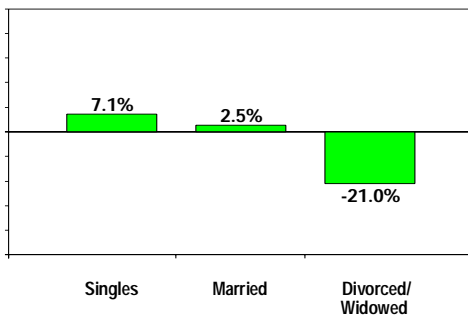
**Education Completed by Adults**



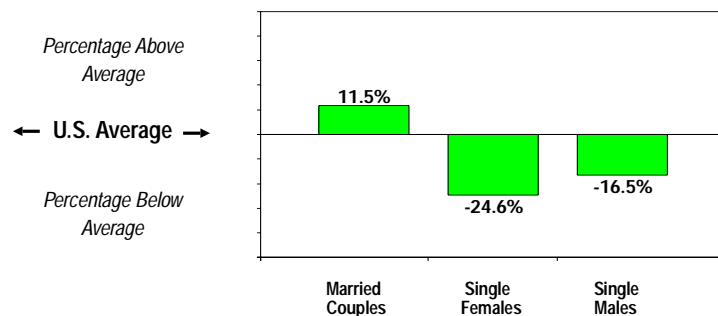
**Household Income**



**Marital Status**



**Households with Children**



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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census	2010 Census	2016 Update	2021 Projection
▲ <b>Population</b>	144,847	151,049	154,890	158,292
Population Change		6,202	3,841	3,402
Percentage Change		4.3%	2.5%	2.2%
Average Annual Growth Rate		0.4%	0.4%	0.4%
▲ <b>Density (Pop. per square mile)</b>	332	346	355	363
HOUSEHOLDS				
▲ <b>Households</b>	50,526	56,579	58,867	60,644
Household Change		6,053	2,288	1,777
Percentage Change		12.0%	4.0%	3.0%
↓ Average Annual Growth Rate		1.2%	0.7%	0.6%
↓ Persons Per Household	2.73	2.54	2.50	2.48

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	132,903	88.0%	134,353	86.7%	135,616	85.7%
▲ African-American (Non-Hisp)	6,267	4.1%	6,760	4.4%	7,181	4.5%
▲ Hispanic/Latino	4,766	3.2%	5,892	3.8%	6,927	4.4%
▲ Asian/Other (Non-Hisp)	7,114	4.7%	7,885	5.1%	8,567	5.4%

POPULATION BY GENDER						
▲ <b>Female</b>	75,638	50.1%	77,588	50.1%	79,361	50.1%
↓ Male	75,411	49.9%	77,302	49.9%	78,930	49.9%

POPULATION BY GENERATION						
▲ <b>Generation Z (Born 2002 and later)</b>	13,983	9.3%	23,487	15.2%	36,114	22.8%
↓ Millennials (Born 1982 to 2001)	47,306	31.3%	48,154	31.1%	44,433	28.1%
Survivors (Born 1961 to 1981)	38,609	25.6%	39,775	25.7%	39,891	25.2%
↓ Boomers (Born 1943 to 1960)	35,073	23.2%	32,559	21.0%	30,146	19.0%
↓ Silents (Born 1925 to 1942)	13,685	9.1%	10,340	6.7%	7,676	4.8%
↓ Builders (Born 1924 and earlier)	2,269	1.5%	575	0.4%	30	0.0%

AGE			
▲ <b>Average Age</b>	38.4	39.7	40.7
▲ <b>Median Age</b>	39.4	40.5	41.3

INCOME			
▲ <b>Average Household Income</b>	\$68,159	\$78,184	\$84,272
▲ <b>Median Household Income</b>	\$63,149	\$66,048	\$70,625
▲ <b>Per Capita Income</b>	\$25,530	\$29,714	\$32,286

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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	3,853	6.8%	5,538	9.4%	7,074	11.7%
▲ \$100,000 to \$149,999	9,086	16.1%	9,880	16.8%	11,109	18.3%
↓ \$75,000 to \$99,999	8,900	15.7%	9,250	15.7%	9,327	15.4%
↓ \$50,000 to \$74,999	13,377	23.6%	12,018	20.4%	11,909	19.6%
↓ \$35,000 to \$49,999	7,242	12.8%	7,381	12.5%	7,160	11.8%
↓ \$25,000 to \$34,999	5,125	9.1%	5,289	9.0%	5,126	8.5%
↓ \$15,000 to \$24,999	4,258	7.5%	4,666	7.9%	4,398	7.3%
↓ Under \$15,000	4,738	8.4%	4,844	8.2%	4,541	7.5%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	7,257	4.8%	7,295	4.7%	7,457	4.7%
↓ Required Formal Schooling (5-17)	24,274	16.1%	22,660	14.6%	21,613	13.7%
↓ College Years, Career Starts (18-24)	23,477	15.5%	22,528	14.5%	21,563	13.6%
▲ Singles and Young Families (25-34)	14,940	9.9%	19,158	12.4%	20,604	13.0%
↓ Families, Empty Nesters (35-54)	42,223	28.0%	37,421	24.2%	35,915	22.7%
▲ Enrichment Years Singles/Couples (55-64)	18,996	12.6%	21,991	14.2%	22,756	14.4%
▲ Retirement Opportunities (65+)	19,758	13.1%	23,837	15.4%	28,382	17.9%
POPULATION BY AGE (DETAIL)						
Under 5 years	7,257	4.8%	7,295	4.7%	7,457	4.7%
↓ 5 to 9 years	8,408	5.6%	7,576	4.9%	7,582	4.8%
↓ 10 to 14 years	9,443	6.3%	8,616	5.6%	7,837	5.0%
↓ 15 to 17 years	6,423	4.3%	6,468	4.2%	6,194	3.9%
↓ 18 to 20 years	12,298	8.1%	10,858	7.0%	10,514	6.6%
21 to 24 years	11,179	7.4%	11,670	7.5%	11,049	7.0%
25 to 29 years	7,852	5.2%	11,291	7.3%	9,920	6.3%
▲ 30 to 34 years	7,088	4.7%	7,867	5.1%	10,684	6.7%
35 to 39 years	8,098	5.4%	7,883	5.1%	9,310	5.9%
↓ 40 to 44 years	9,970	6.6%	8,202	5.3%	8,300	5.2%
↓ 45 to 49 years	11,883	7.9%	9,819	6.3%	7,933	5.0%
↓ 50 to 54 years	12,272	8.1%	11,517	7.4%	10,372	6.6%
55 to 59 years	10,509	7.0%	11,770	7.6%	10,919	6.9%
▲ 60 to 64 years	8,487	5.6%	10,221	6.6%	11,837	7.5%
▲ 65 to 69 years	6,341	4.2%	8,171	5.3%	9,516	6.0%
▲ 70 to 74 years	4,510	3.0%	5,939	3.8%	8,004	5.1%
▲ 75 to 84 years	6,386	4.2%	6,853	4.4%	7,891	5.0%
▲ 85 or more years	2,521	1.7%	2,874	1.9%	2,971	1.9%

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	Number	Percent		
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<b>MARITAL STATUS</b>				
<b>Marital Status All Persons 15 and Older (2016)</b>	131,403			
Single (Never Married)	46,282	35.2%	32.9%	107
Married	67,548	51.4%	50.2%	102
↓ Divorced/Widowed	17,574	13.4%	16.9%	79
<b>Marital Status Females 15 and Older (2016)</b>	66,066			
Single (Never Married)	20,686	31.3%	29.8%	105
Married	33,986	51.4%	48.8%	105
Divorced/Widowed	11,394	17.2%	21.4%	81
<b>Marital Status Males 15 and Older (2016)</b>	65,337			
Single (Never Married)	25,596	39.2%	36.2%	108
Married	33,561	51.4%	51.6%	100
↓ Divorced/Widowed	6,180	9.5%	12.3%	77
<b>FAMILY STRUCTURE</b>				
<b>Households By Type (2016)</b>	58,867			
Married Couple	31,615	53.7%	48.5%	111
↓ Other Family - Male Head of Household	2,288	3.9%	4.9%	79
↓ Other Family - Female Head of Household	5,400	9.2%	13.0%	71
Non Family - Male Head of Household	9,453	16.1%	15.8%	101
Non Family - Female Head of Household	10,111	17.2%	17.7%	97
<b>Households With Children 0 to 18 (2016)</b>	17,810			
Married Couple Family	12,960	72.8%	65.2%	112
Other Family - Male Head of Household	1,259	7.1%	8.5%	83
↓ Other Family - Female Head of Household	3,404	19.1%	25.3%	75
Non Family	187	1.0%	1.0%	109
<b>Population By Household Type (2016)</b>	154,890			
▲ Group Quarters	7,300	4.7%	2.5%	188



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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type (2016)</b>	7,300			
↓ Correctional Facilities	170	2.3%	30.0%	8
▲ College Dorms	<b>6,208</b>	<b>85.0%</b>	<b>31.9%</b>	<b>267</b>
↓ Military	0	0.0%	4.2%	0
Nursing Homes	214	2.9%	18.7%	16
↓ Other	709	9.7%	15.2%	64
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity (2016)</b>	154,890			
▲ White (Non-Hispanic)	<b>134,353</b>	<b>86.7%</b>	<b>61.3%</b>	<b>141</b>
↓ African-American (Non-Hisp)	6,760	4.4%	12.3%	35
↓ Hispanic/Latino	5,892	3.8%	17.8%	21
↓ Native American (Non-Hisp)	322	0.2%	0.7%	28
↓ Asian (Non-Hisp)	4,708	3.0%	5.3%	58
↓ Hawaiian & Pacific Islander (Non-Hisp)	30	0.0%	0.2%	12
↓ Other Races & Multiple Races (Non-Hisp)	2,824	1.8%	2.4%	76
<b>Asian Population By Race (2016)</b>	4,745			
▲ Chinese	<b>1,402</b>	<b>29.5%</b>	<b>22.3%</b>	<b>132</b>
↓ Japanese	108	2.3%	5.0%	45
Indian	773	16.3%	19.5%	84
Korean	386	8.1%	9.6%	84
▲ Vietnamese	<b>771</b>	<b>16.2%</b>	<b>11.0%</b>	<b>148</b>
Other Asian Races	1,305	27.5%	32.5%	85
<b>Hispanic/Latino Population By Race (2016)</b>	5,892			
White	3,438	58.4%	53.0%	110
▲ African-American	<b>289</b>	<b>4.9%</b>	<b>2.5%</b>	<b>196</b>
↓ Native American	63	1.1%	1.4%	78
▲ Asian	<b>37</b>	<b>0.6%</b>	<b>0.4%</b>	<b>150</b>
Other Races & Multiple Races	2,065	35.0%	42.7%	82
<b>Hispanic/Latino Population By Origin (2016)</b>	5,892			
↓ Mexican	1,014	17.2%	62.4%	28
▲ Puerto Rican	<b>2,856</b>	<b>48.5%</b>	<b>9.5%</b>	<b>512</b>
▲ Cuban	<b>425</b>	<b>7.2%</b>	<b>3.5%</b>	<b>204</b>
Other Hispanic Origin	1,597	27.1%	24.6%	110

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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 &amp; over) (2013)</b>	45,976			
↓ Pre-Primary (Public)	1,079	2.3%	3.4%	68
↓ Pre-Primary (Private)	909	2.0%	2.6%	75
↓ Elementary/High School (Public)	21,368	46.5%	58.9%	79
↓ Elementary/High School (Private)	2,003	4.4%	6.6%	66
<b>▲ Enrolled in College</b>	<b>20,617</b>	<b>44.8%</b>	<b>28.4%</b>	<b>158</b>
<b>Population By Education Completed (Age 25 and over) (2016)</b>	102,407			
↓ Elementary (Less than 9 years)	1,811	1.8%	5.8%	30
↓ Some High School (9 to 11 years)	4,437	4.3%	7.8%	56
High School Graduate (12 years)	28,415	27.7%	27.9%	100
Some College (13 to 15 years)	18,887	18.4%	21.2%	87
<b>▲ Associate Degree</b>	<b>14,942</b>	<b>14.6%</b>	<b>8.0%</b>	<b>182</b>
Bachelor's Degree	19,438	19.0%	18.3%	104
<b>▲ Graduate Degree</b>	<b>14,477</b>	<b>14.1%</b>	<b>11.0%</b>	<b>128</b>
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over) (2016)</b>	79,534			
<b>TOTAL WHITE COLLAR</b>	52,418	65.9%	61.5%	107
Executive and Managerial	7,693	9.7%	9.7%	99
Professional Specialty	15,709	19.8%	16.6%	119
Technical Support	6,904	8.7%	8.3%	105
Sales	7,810	9.8%	10.9%	90
Administrative Support & Clerical	14,302	18.0%	16.0%	112
<b>TOTAL BLUE COLLAR</b>	27,116	34.1%	38.5%	89
Service: Private Households	2,935	3.7%	3.7%	100
Service: Protective	1,761	2.2%	2.2%	100
Service: Other	5,657	7.1%	7.5%	95
↓ Farming, Forestry & Fishing	193	0.2%	0.7%	34
Precision Production and Craft	7,449	9.4%	11.0%	85
Operators and Assemblers	2,980	3.7%	3.2%	116
Transportation and Material Moving	4,040	5.1%	6.2%	82
↓ Laborers	2,101	2.6%	4.0%	65

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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		
<b>EMPLOYMENT</b>				
<b>Population By Employment Status (Age 15 and over) (2016)</b>	129,292			
Employed	79,505	61.5%	58.1%	106
Unemployed	6,129	4.7%	5.6%	84
Not in Labor Force	43,658	33.8%	36.3%	93
<b>Total Female Pop. By Work Status (Age 20 to 64) (2013)</b>	43,742			
TOTAL WORKING	32,652	74.6%	66.8%	112
With No Own Children	20,363	46.6%	42.2%	110
With Own Children Age 0 to 5 only	2,575	5.9%	5.5%	108
With Own Children Age 6 to 17 only	7,710	17.6%	14.8%	119
With Own Children Both Age 0 to 5 and 6 to 17	2,004	4.6%	4.3%	106
↓ TOTAL NOT WORKING (UNEMPLOYED)	1,842	4.2%	6.2%	68
↓ With No Own Children	1,151	2.6%	3.8%	70
↓ With Own Children Age 0 to 5 only	196	0.4%	0.7%	68
With Own Children Age 6 to 17 only	449	1.0%	1.3%	82
↓ With Own Children Both Age 0 to 5 and 6 to 17	46	0.1%	0.5%	19
↓ TOTAL NOT IN THE LABOR FORCE	9,248	21.1%	27.0%	78
With No Own Children	6,631	15.2%	17.1%	89
↓ With Own Children Age 0 to 5 only	522	1.2%	2.6%	46
↓ With Own Children Age 6 to 17 only	1,477	3.4%	4.6%	73
↓ With Own Children Both Age 0 to 5 and 6 to 17	618	1.4%	2.6%	53
<b>POVERTY AND RETIREMENT INCOME</b>				
<b>Households By Poverty Status (\$24,250 for family of 4) (2016)</b>	58,867			
Above Poverty Line (Households with Children)	37,219	66.3%	59.6%	111
Above Poverty Line (Households without Children)	15,257	27.2%	26.5%	103
↓ Below Poverty Line (Households with Children)	2,084	3.7%	7.9%	47
↓ Below Poverty Line (Households without Children)	1,593	2.8%	6.0%	47
<b>Households By Presence of Retirement Income (2013)</b>	56,579			
▲ With Retirement Income	13,782	24.4%	17.6%	139
Without Retirement Income	41,936	74.1%	81.5%	91

Date: 3/11/2016

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Diocese of Rochester  
Monroe West Deanery

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Custom Polygon

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<b>HOUSING</b>				
<b>Occupied Units By Type (2016)</b>	58,867			
Owner Occupied	43,892	74.6%	65.0%	115
↓ Renter Occupied	14,975	25.4%	35.0%	73
Median Rent (2013)	\$812		\$904	90
<b>Structures By Number of Units (2016)</b>	61,625			
Single Unit	47,367	76.9%	67.3%	114
3 to 4 Units	5,116	8.3%	8.1%	102
5 to 19 Units	5,665	9.2%	9.3%	98
↓ 20 to 49 Units	1,047	1.7%	3.6%	47
↓ 50 or more Units	1,357	2.2%	5.1%	43
↓ Mobile Home	1,071	1.7%	6.4%	27
↓ Other	0	0.0%	0.1%	0
<b>▲ Single To Multiple Unit Ratio</b>	<b>3.59</b>		<b>2.57</b>	<b>140</b>
<b>Owner-Occupied Property Values (2016)</b>	43,892			
↓ Under \$40,000	1,785	4.1%	7.2%	56
↓ \$40,000 to \$59,999	274	0.6%	3.7%	17
↓ \$60,000 to \$79,999	846	1.9%	5.1%	37
\$80,000 to \$99,999	3,372	7.7%	6.5%	118
<b>▲ \$100,000 to \$149,999</b>	<b>15,446</b>	<b>35.2%</b>	<b>15.1%</b>	<b>234</b>
<b>▲ \$150,000 to \$199,999</b>	<b>11,355</b>	<b>25.9%</b>	<b>14.6%</b>	<b>178</b>
\$200,000 to \$299,999	7,537	17.2%	18.1%	95
↓ \$300,000 to \$499,999	2,574	5.9%	16.9%	35
↓ \$500,000 to \$999,999	532	1.2%	9.7%	12
↓ \$1,000,000 and over	172	0.4%	3.0%	13
Median Property Value	\$156,586		\$192,432	81

Date: 3/11/2016

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Monroe West Deanery

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<b>HOUSING (CONTINUED)</b>				
<b>Housing Units By Year Built (2016)</b>	61,625			
2010 and later	3,057	5.0%	5.5%	90
2000 to 2009	7,862	12.8%	14.6%	87
1990 to 1999	7,068	11.5%	13.4%	86
1980 to 1989	8,910	14.5%	13.2%	110
1970 to 1979	9,587	15.6%	15.0%	104
▲ <b>1960 to 1969</b>	<b>9,473</b>	<b>15.4%</b>	<b>10.4%</b>	<b>148</b>
1950 to 1959	6,156	10.0%	10.3%	97
1949 or earlier	9,511	15.4%	17.7%	87
<b>Households By Number of Persons (2016)</b>	58,867			
1 Person Household	14,595	24.8%	27.3%	91
2 Person Household	20,572	34.9%	32.3%	108
3 Person Household	10,051	17.1%	16.2%	105
4 Person Household	8,769	14.9%	13.1%	114
5 Person Household	3,416	5.8%	6.5%	90
↓ 6 Person Household	1,041	1.8%	2.8%	64
↓ 7 or more Person Household	423	0.7%	1.9%	38
Average Persons Per Household	2.5		2.6	98
<b>Households By Heating Type (2013)</b>	55,718			
▲ <b>Utility and Other Gas</b>	<b>44,385</b>	<b>79.7%</b>	<b>54.0%</b>	<b>147</b>
↓ Electric	7,370	13.2%	36.1%	37
↓ Oil	2,471	4.4%	6.1%	72
Coal and Wood	1,054	1.9%	2.2%	85
▲ <b>Solar/Other Fuel</b>	<b>340</b>	<b>0.6%</b>	<b>0.5%</b>	<b>123</b>
↓ No Fuel Used	98	0.2%	0.9%	19

Date: 3/11/2016

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Monroe West Deanery

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<b>TRANSPORTATION</b>				
<b>Households By Number of Vehicles (2016)</b>	58,867			
↓ No Vehicles	3,101	5.3%	9.0%	59
1 Vehicle	18,072	30.7%	33.7%	91
2 Vehicle	25,360	43.1%	37.5%	115
3 or more Vehicles	12,335	21.0%	19.8%	106
<b>Workers By Travel Time to Work (2016)</b>	75,908			
Less than 15 minutes	22,363	29.5%	27.3%	108
▲ 15 to 29 minutes	<b>34,159</b>	<b>45.0%</b>	<b>36.5%</b>	<b>123</b>
30 to 44 minutes	15,143	19.9%	20.2%	99
↓ 45 to 59 minutes	2,260	3.0%	7.7%	38
↓ 60 or more minutes	1,984	2.6%	8.3%	32
Average Travel Time to Work (minutes)	23.1		28.2	82
<b>Workers By Type of Transportation to Work (2016)</b>	77,847			
Drive Alone	65,122	83.7%	76.9%	109
↓ Car Pool	5,722	7.4%	9.6%	77
↓ Public Transportation	410	0.5%	5.1%	10
▲ Walk to Work	<b>3,503</b>	<b>4.5%</b>	<b>2.8%</b>	<b>160</b>
↓ Other Means	755	1.0%	1.2%	78
↓ Work at Home	2,334	3.0%	4.4%	68

Date: 3/11/2016

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Diocese of Rochester  
Monroe West Deanery

Study Area Definition:  
Custom Polygon

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	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	39,882	67.7%	31.4%	216
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	8,671	14.7%	15.1%	97
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	6,924	11.8%	14.7%	80
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	2,795	4.7%	6.9%	69
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	372	0.6%	13.1%	5
6	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	153	0.3%	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.		
10	Suburban Mid-Life Families	12,233	20.8%	5.5%	375
16	Established Country Families	11,694	19.9%	6.4%	310
11	Young Suburban Families	9,715	16.5%	3.0%	556
6	Prosperous New Country Families	6,802	11.6%	2.1%	541
34	College and Career Starters	2,760	4.7%	0.6%	815
25	Working Country Consumers	2,550	4.3%	4.1%	105
15	Reliable Young Starters	2,193	3.7%	4.3%	88
18	Working Urban Families	2,076	3.5%	4.0%	89
47	University Life	1,314	2.2%	0.8%	297
28	Building Country Families	1,225	2.1%	2.8%	74
20	Cautious and Mature	1,108	1.9%	2.6%	71
5	Prosperous Diversity	946	1.6%	3.1%	52
7	Prosperous and Mature	754	1.3%	0.5%	238
22	Mature and Established	521	0.9%	1.8%	49
1	Traditional Affluent Families	482	0.8%	3.5%	24
4	Educated Mid-Life Families	397	0.7%	3.4%	20
21	Mature and Stable	291	0.5%	0.6%	87
8	Rising Potential Professionals	285	0.5%	2.3%	21
29	Working Country Families	264	0.4%	1.0%	47
39	New Beginning Urbanites	222	0.4%	2.8%	14

Date: 3/11/2016

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Monroe West Deanery

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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.		
9	Educated Working Families	202	0.3%	0.1%	408
23	Established Empty-Nesters	187	0.3%	3.4%	9
19	Educated and Promising	150	0.3%	0.1%	325
40	Surviving Urban Diversity	113	0.2%	4.0%	5
30	Urban Senior Life	79	0.1%	0.8%	16
27	Country Family Diversity	65	0.1%	0.3%	32
14	Secure Mid-Life Families	42	0.1%	0.7%	11
31	Mature Country Families	42	0.1%	0.5%	13
49	Exception Households	41	0.1%	0.2%	28
45	Struggling Urban Diversity	24	0.0%	2.5%	2
26	Working Suburban Families	24	0.0%	0.1%	34
44	Laboring Urban Life	13	0.0%	0.1%	29
38	Rural Working Families	12	0.0%	8.8%	0
33	Laboring Rural Families	7	0.0%	0.1%	9
3	Mid-Life Prosperity	2	0.0%	1.5%	0
43	Laboring Urban Diversity	2	0.0%	0.5%	1
24	Metro Multi-Ethnic Diversity	1	0.0%	2.7%	0
12	Educated New Starters	0	0.0%	2.9%	0
35	Laboring Country Families	0	0.0%	2.7%	0
46	Struggling Black Households	0	0.0%	2.5%	0
17	Large Young Families	0	0.0%	2.2%	0
32	Working Urban Life	0	0.0%	1.7%	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
2	Professional Affluent Families	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
	<b>TOTALS</b>	<b>58,838</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	28.4%	35.4%	80
Somewhat Involved with Their Faith	32.5%	29.9%	109
<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	19.9%	22.1%	90
Decreased Their Involvement with Their Faith in the Last 10 Years	25.5%	23.7%	107

**RELIGIOUS PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer:**

↓ Adventist	0.2%	0.5%	31
↓ Baptist	6.4%	16.1%	40
<b>▲ Catholic</b>	<b>38.2%</b>	<b>23.7%</b>	<b>162</b>
<b>▲ Congregational</b>	<b>4.9%</b>	<b>2.0%</b>	<b>249</b>
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	86
<b>▲ Episcopal</b>	<b>4.6%</b>	<b>2.9%</b>	<b>159</b>
↓ Holiness	0.3%	0.8%	40
↓ Jehovah's Witnesses	0.9%	1.1%	86
<b>▲ Judaism</b>	<b>8.3%</b>	<b>3.2%</b>	<b>263</b>
↓ Lutheran	4.2%	7.2%	57
↓ Methodist	6.7%	10.1%	67
↓ Mormon	0.6%	1.8%	34
↓ New Age	0.4%	0.6%	74
↓ Non-Denominational / Independent	3.0%	6.9%	44
<b>▲ Orthodox</b>	<b>0.6%</b>	<b>0.3%</b>	<b>197</b>
↓ Pentecostal	1.7%	2.4%	69
↓ Presbyterian / Reformed	3.1%	4.6%	68
<b>▲ Unitarian / Universalist</b>	<b>1.3%</b>	<b>0.7%</b>	<b>180</b>
↓ Interested but No Preference	2.6%	3.9%	67
Not Interested and No Preference	11.2%	11.1%	101

↓ Likely to Have Changed Their Preference in the Last 10 Years	13.5%	16.8%	80
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**LEADERSHIP PREFERENCE INDICATOR**

**Estimated 2016 Households Likely to Prefer A Leader Who:**

↓ Tells them what to do	3.5%	4.0%	88
Lets them do what they want and is supportive	10.7%	11.7%	91
Lets them do what they want and stays out of the way	5.0%	4.8%	104
Works with them on deciding what to do and helps them do it	80.8%	79.6%	102

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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	44.5%	43.5%	102
Finding/Providing Health Insurance	29.9%	29.0%	103
Day-to-Day Financial Worries	33.6%	31.6%	106
Finding Employment Opportunities	14.7%	14.4%	102
↓ Finding Affordable Housing	9.6%	11.3%	85
Providing Adequate Food	8.6%	8.6%	100
Finding Child Care	6.7%	6.3%	107
<b>FAMILY PROBLEMS:</b>			
Dealing With Alcohol/Drug Abuse	15.7%	16.7%	94
Dealing With Teen / Child Problems	19.4%	20.7%	93
▲ Finding/Providing Aging Parent Care	<b>17.2%</b>	<b>15.5%</b>	<b>111</b>
↓ Dealing With Abusive Relationships	9.9%	11.4%	87
Dealing With Divorce	4.3%	4.5%	97
<b>COMMUNITY PROBLEMS:</b>			
↓ Neighborhood Crime and Safety	20.3%	27.0%	75
Finding/Providing Good Schools	24.4%	23.5%	104
Dealing with Problems in Schools	12.8%	13.6%	94
↓ Dealing With Racial / Ethnic Prejudice	10.0%	13.1%	76
↓ Dealing With Neighborhood Gangs	3.5%	8.5%	42
↓ Dealing with Social Injustice	9.9%	11.3%	87
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	55.6%	50.6%	110
▲ Finding Time for Recreation / Leisure	<b>30.6%</b>	<b>25.3%</b>	<b>121</b>
Finding Better Quality Healthcare	24.4%	23.9%	102
▲ Finding A Satisfying Job / Career	<b>21.8%</b>	<b>19.3%</b>	<b>112</b>
▲ Finding Retirement Opportunities	<b>21.5%</b>	<b>18.9%</b>	<b>114</b>
Achieving A Fulfilling Marriage	24.6%	22.3%	110
▲ Developing Parenting Skills	<b>17.0%</b>	<b>14.7%</b>	<b>115</b>
Achieving Educational Objectives	8.0%	7.5%	107
<b>SPIRITUAL / PERSONAL:</b>			
▲ Dealing With Stress	<b>33.9%</b>	<b>29.8%</b>	<b>114</b>
Finding Companionship	16.7%	17.3%	96
↓ Finding A Good Church	9.3%	15.2%	61
↓ Finding Spiritual Teaching	7.8%	12.9%	60
▲ Finding Life Direction	<b>16.0%</b>	<b>14.0%</b>	<b>115</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"	85.0%	84.5%	101
"God is actively involved in the world including nations and their governments"	62.6%	63.8%	98

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

"It is important to preserve the traditional American family structure"	92.5%	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"	48.3%	50.1%	96
"The role of Churches / Synagogues is to help form and support moral values"	80.6%	81.1%	99
"Churches and religious organizations should provide more human services"	58.8%	62.6%	94

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

"The United States must open its doors to all people groups"	34.2%	36.3%	94
"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	59.8%	59.8%	100
More than \$500 per year	31.4%	31.2%	101
More than \$1,000 per year	17.7%	17.4%	102

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

More than \$100 per year	35.7%	33.7%	106
More than \$500 per year	6.2%	6.8%	91
↓ More than \$1,000 per year	1.7%	2.3%	74

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

More than \$100 per year	14.7%	16.1%	91
↓ More than \$500 per year	3.0%	4.3%	70
↓ More than \$1,000 per year	1.4%	2.2%	64

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

Diocese of Rochester  
Monroe West Deanery

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Custom Polygon



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## Table of Contents

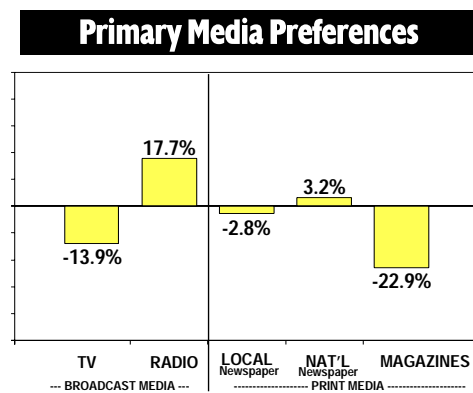
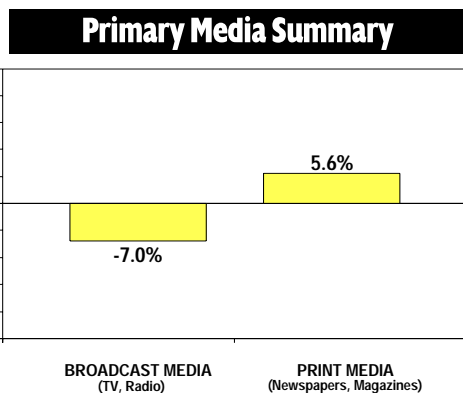
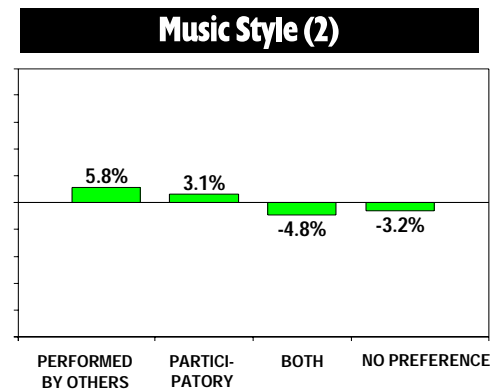
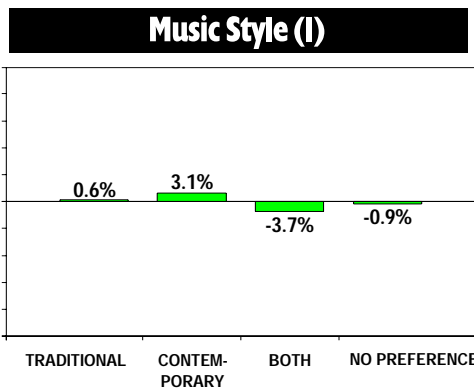
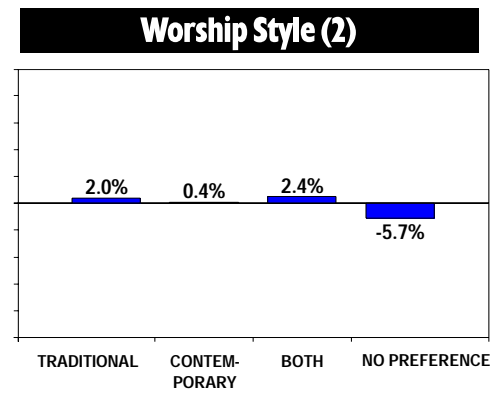
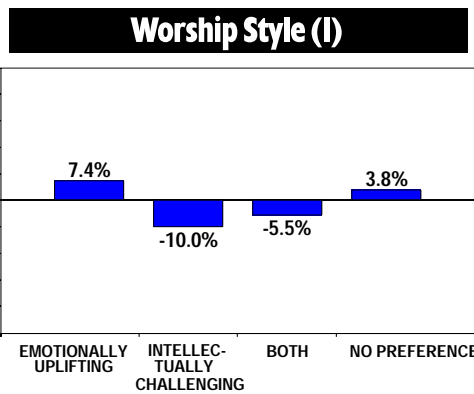
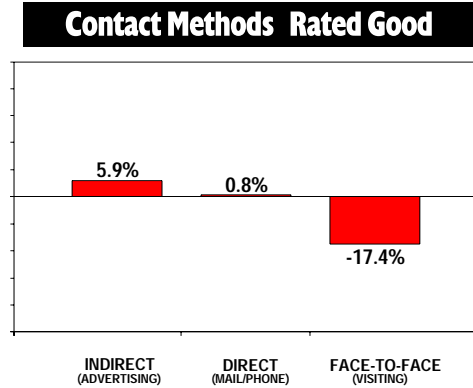
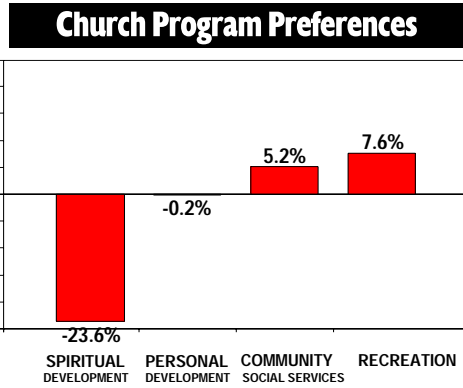
<b>FINGERPRINT</b>	<b>1</b>
<b>PROGRAM</b>	<b>2</b>
SPIRITUAL DEVELOPMENT .....	2
PERSONAL DEVELOPMENT .....	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
<b>STYLE</b>	<b>3</b>
WORSHIP STYLE .....	3
MUSIC .....	3
MISSION EMPHASIS .....	4
ARCHITECTURE.....	4
<b>COMMUNICATION</b>	<b>5</b>
PRIMARY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



Date: 3/11/2016

Prepared For:  
Diocese of Rochester  
Monroe West 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	25.5%	41.1%	62
Adult Theological Discussion Groups	21.7%	22.5%	97
↓ Spiritual Retreats	10.2%	11.6%	88

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

Marriage Enrichment Opportunities	15.4%	15.2%	101
Parent Training Programs	7.9%	7.8%	102
Twelve Step Programs	3.2%	3.5%	92
Divorce Recovery	2.3%	2.4%	97

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

Personal or Family Counseling	22.6%	22.5%	101
Care for the Terminally Ill	16.5%	15.7%	106
▲ Food and Clothing Resources	13.7%	11.1%	123
Day Care Services	6.5%	6.1%	106
↓ Church Sponsored Day-School	4.9%	5.7%	86

##### **RECREATION:**

Youth Social Programs	31.5%	29.7%	106
Family Activities and Outings	35.7%	32.8%	109
Active Retirement Programs	29.0%	26.8%	108
Cultural Programs (Music, Drama, Art)	20.3%	18.9%	107
Sports or Camping	6.7%	6.3%	106

#### SUMMARY

↓ Spiritual Development Index	76
Personal Development Index	100
Community/Social Services Index	105
Recreation Index	108



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**WORSHIP STYLE INDICATOR**

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

**PART 1:**

A. Emotionally Uplifting	28.3%	26.4%	107
B. Intellectually Challenging	10.0%	11.1%	90
C. Both A and B	37.0%	39.2%	95
D. No Preference or Not Interested	24.3%	23.4%	104

**PART 2:**

A. Traditional/Formal/Ceremonial	20.6%	20.2%	102
B. Contemporary/Informal	26.4%	26.3%	100
C. Both A and B	27.2%	26.5%	102
D. No Preference or Not Interested	25.4%	26.9%	94

**MUSIC STYLE INDICATOR**

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

**PART 1:**

A. Traditional	24.6%	24.4%	101
B. Contemporary	20.3%	19.7%	103
C. Both A and B	30.0%	31.1%	96
D. No Preference or Not Interested	24.5%	24.8%	99

**PART 2:**

A. Performed by Others	19.8%	18.7%	106
B. Participatory	23.6%	22.9%	103
C. Both A and B	30.6%	32.2%	95
D. No Preference or Not Interested	25.4%	26.2%	97





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**MISSION EMPHASIS INDICATOR**

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

**PART 1:**

▲ A. Community	24.7%	22.0%	112
↓ B. Personal Spiritual Development	11.6%	14.3%	81
C. Both A and B	37.2%	37.4%	99
D. No Preference or Not Interested	25.9%	26.3%	99

**PART 2:**

↓ A. Global Mission	5.0%	6.2%	82
B. Local Mission	35.5%	33.3%	106
C. Both A and B	29.3%	30.1%	97
D. No Preference or Not Interested	29.5%	30.4%	97

**CHURCH ARCHITECTURE INDICATOR**

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

**PART 1:**

A. Traditional	28.4%	26.6%	107
B. Contemporary	15.6%	15.9%	98
C. Both A and B	30.8%	32.3%	95
D. No Preference or Not Interested	24.4%	25.1%	97

**PART 2:**

↓ A. Somber/Serious	8.4%	9.4%	89
B. Light and Airy	38.2%	34.7%	110
C. Both A and B	25.8%	27.7%	93
D. No Preference or Not Interested	27.3%	28.2%	97



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### PRIMARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

↓ Television	40.7%	47.3%	86
▲ Radio	15.7%	13.3%	118

**PRINT MEDIA:**

Local Newspaper	38.4%	36.1%	106
National Newspaper	4.5%	4.3%	103
Magazines	2.5%	2.4%	102

### SECONDARY MEDIA PREFERENCE

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

**BROADCAST MEDIA:**

Television	34.1%	31.9%	107
Radio	23.5%	23.8%	99

**PRINT MEDIA:**

Local Newspaper	31.8%	32.7%	97
National Newspaper	5.5%	5.8%	96
↓ Magazines	5.4%	7.0%	77

### SUMMARY

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



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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:**

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	36.1%	36.2%	100
▲ Putting Ad in Local Newspaper	<b>38.6%</b>	<b>33.8%</b>	<b>114</b>
Local Cable Channels	31.6%	30.4%	104
<b>DIRECT METHODS (MORE PERSONAL):</b>			
Sending Information By Mail	56.4%	53.7%	105
Calling and Offering to Send Information By Mail	30.3%	29.5%	103
↓ Calling and Discussing on the Phone	9.2%	12.0%	77
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
↓ Calling and Offering to Visit When Convenient	17.8%	20.1%	88
↓ Going Door to Door	10.4%	14.0%	74

**CHURCH CONTACT METHODS RATED POOR**

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

<b>INDIRECT METHODS (LEAST PERSONAL):</b>			
Local Radio Announcements or Advertisements	21.0%	19.6%	107
↓ Putting Ad in Local Newspaper	18.5%	21.5%	86
Local Cable Channels	29.9%	30.7%	97
<b>DIRECT METHODS (MORE PERSONAL):</b>			
↓ Sending Information By Mail	11.9%	13.3%	89
Calling and Offering to Send Information By Mail	35.0%	34.0%	103
Calling and Discussing on the Phone	63.0%	60.6%	104
<b>FACE-TO-FACE METHODS (VERY PERSONAL):</b>			
Calling and Offering to Visit When Convenient	54.1%	49.6%	109
Going Door to Door	69.3%	64.0%	108

<b>SUMMARY OF METHODS RATED GOOD</b>	
Indirect Methods Index (100 = Average)	106
Direct Methods Index	101
↓ Face-to-Face Methods Index	83

<b>SUMMARY OF METHODS RATED POOR</b>	
Indirect Methods Index	97
Direct Methods Index	102
Face-to-Face Methods Index	109