

ministry area profile 2016

Diocese of Rochester
West Deanery

Study Area Definition: Custom Polygon



ID# 272101:272101



Prepared For:
Diocese of Rochester
West Deanery

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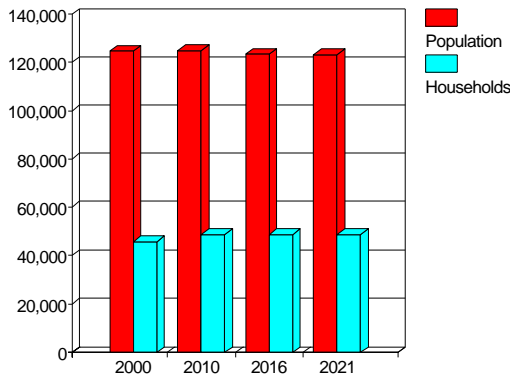
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 123,377 persons residing in the defined study area. This represents a decrease of 1,181 or 0.9% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A No, between 2016 and 2021, the population is projected to remain stable. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *very high* with 32 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 29.3% 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 92.8% of the population and all other racial/ethnic groups make up just 7.2% which is well below the national average of 39%. The largest of these groups, *Hispanics/Latinos*, accounts for 2.7% of the total population. *Hispanics/Latinos* are also projected to be the fastest growing group increasing by 20.7% 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 32,966 persons or 26.7% 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 *mixed* due to the about average presence of married persons and two-parent families. (see page 6)
- 7** **Q** **How educated are the adults?**
A Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat low*. While 89.3% 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 21.6% of those over 25 in the area versus 29.4% in the U.S. (see page 8)
- 8** **Q** **Which household concerns are unusually high in the area?**
A Concerns which are likely to exceed the national average include: *Adequate Food, Day-to-Day Financial Worries, Health Insurance, Alcohol/Drug Abuse, Divorce and Abusive Relationships*. (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 \$63,745 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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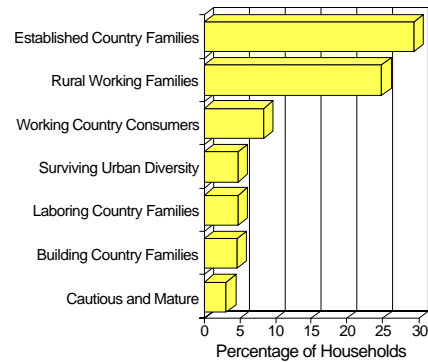
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Population and Households

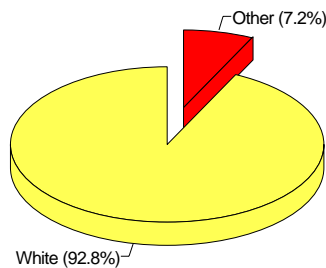


Primary U.S. Lifestyles Segments-2016

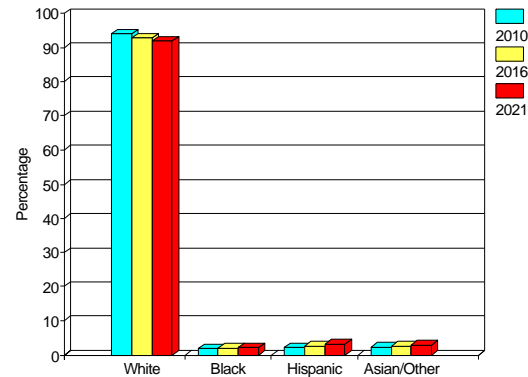


The population in the study area has decreased by 1527 persons, or 1.2% since 2010 and is projected to decrease by 112 persons, or 0.1% between 2016 and 2021. The number of households has remained stable since 2010 and is projected to increase by 219, or 0.4% between 2016 and 2021.

Population By Race/Ethnicity-2016

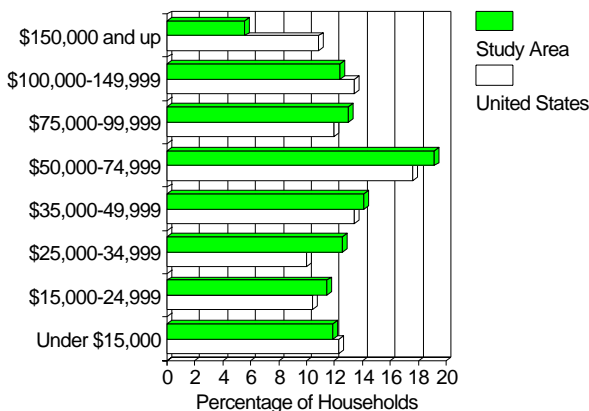


Population By Race/Ethnicity Trend

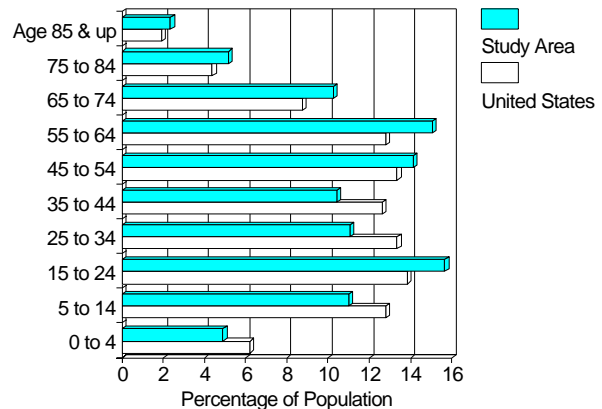


Between 2016 and 2021, the White population is projected to decrease by 1399 persons and to decrease from 92.8% to 91.8% of the total population. The Black population is projected to increase by 188 persons and to increase from 1.9% to 2.0% of the total. The Hispanic/Latino population is projected to increase by 672 persons and to increase from 2.7% to 3.2% of the total. The Asian/Other population is projected to increase by 428 persons and to increase from 2.7% to 3.0% of the total population.

Households By Income-2016



Population by Age-2016

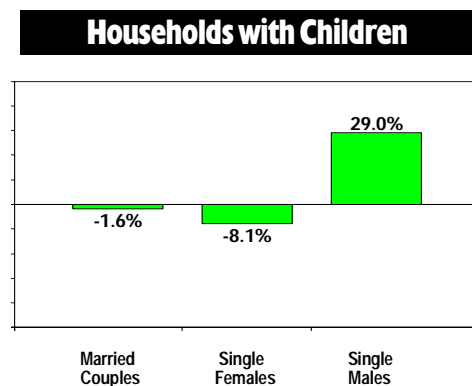
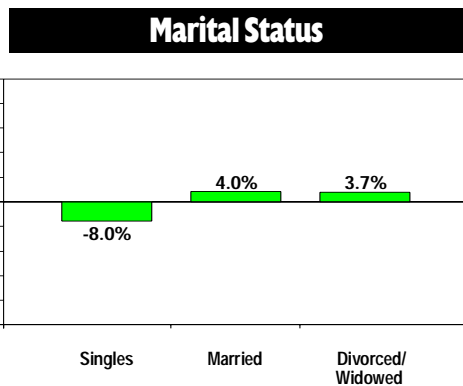
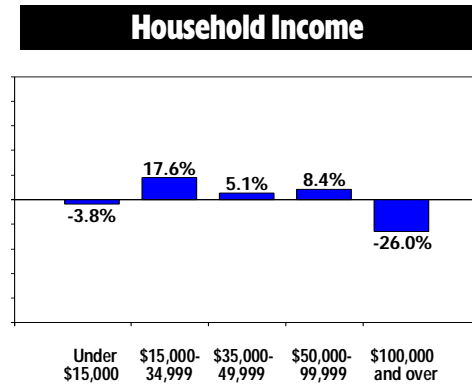
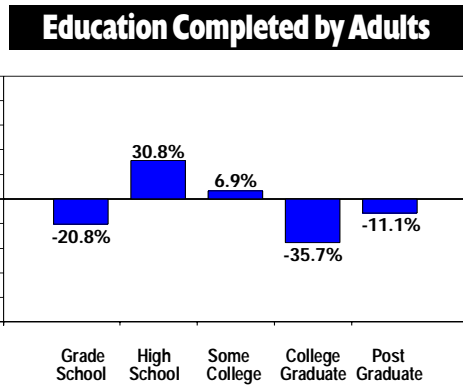
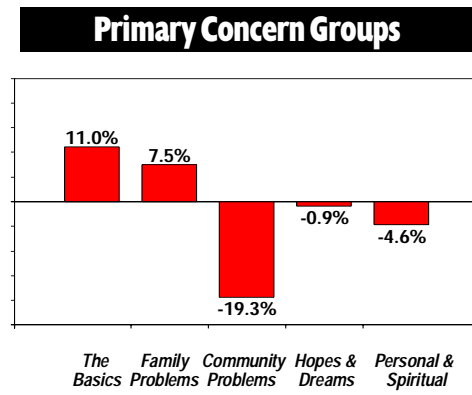
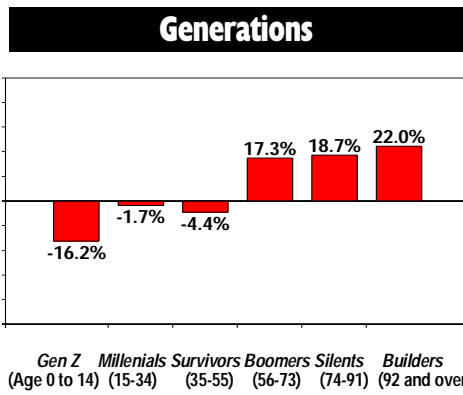
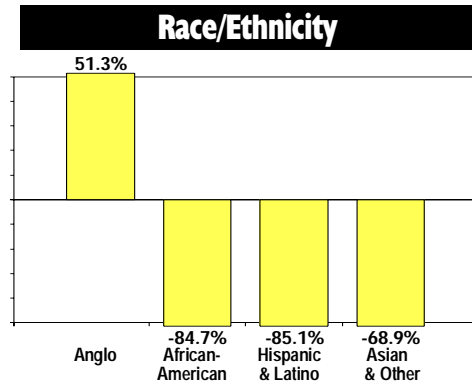
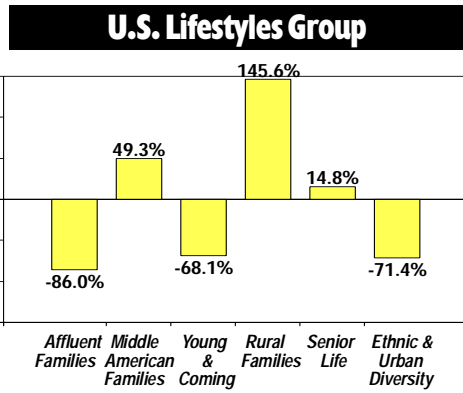


The average household income in the study area is \$63745 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.3 and is projected to increase to 42.2 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION						
	2000 Census	2010 Census	2016 Update	2021 Projection		
▲ Indicates a consistent upward trend						
↓ Indicates a consistent downward trend						
↓ Population	124,558	124,904	123,377	123,265		
Population Change		346	(1,527)	(112)		
Percentage Change		0.3%	-1.2%	-0.1%		
Average Annual Growth Rate		0.0%	-0.2%	-0.0%		
Density (Pop. per square mile)	75	75	74	74		
HOUSEHOLDS						
▲ Households	45,791	48,669	48,673	48,892		
Household Change		2,878	4	219		
Percentage Change		6.3%	0.0%	0.4%		
Average Annual Growth Rate		0.6%	0.0%	0.1%		
↓ Persons Per Household	2.56	2.41	2.38	2.37		
POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	117,410	94.0%	114,497	92.8%	113,098	91.8%
▲ African-American (Non-Hisp)	2,122	1.7%	2,323	1.9%	2,511	2.0%
▲ Hispanic/Latino	2,549	2.0%	3,273	2.7%	3,945	3.2%
▲ Asian/Other (Non-Hisp)	2,822	2.3%	3,284	2.7%	3,712	3.0%
POPULATION BY GENDER						
↓ Female	62,423	50.0%	61,598	49.9%	61,469	49.9%
▲ Male	62,481	50.0%	61,780	50.1%	61,795	50.1%
POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	12,274	9.8%	19,643	15.9%	27,562	22.4%
↓ Millennials (Born 1982 to 2001)	33,786	27.0%	32,964	26.7%	31,331	25.4%
Survivors (Born 1961 to 1981)	32,533	26.0%	32,226	26.1%	31,539	25.6%
↓ Boomers (Born 1943 to 1960)	30,839	24.7%	28,188	22.8%	25,689	20.8%
↓ Silents (Born 1925 to 1942)	13,025	10.4%	9,770	7.9%	7,112	5.8%
↓ Builders (Born 1924 and earlier)	2,324	1.9%	587	0.5%	31	0.0%
AGE						
▲ Average Age		40.0		41.3		42.2
▲ Median Age		41.4		42.7		43.4
INCOME						
▲ Average Household Income		\$58,424		\$63,745		\$67,361
▲ Median Household Income		\$49,704		\$51,996		\$54,692
▲ Per Capita Income		\$22,765		\$25,148		\$26,718

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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	1,897	3.9%	2,711	5.6%	3,295	6.7%
▲ \$100,000 to \$149,999	5,283	10.9%	6,043	12.4%	6,577	13.5%
\$75,000 to \$99,999	6,146	12.6%	6,303	12.9%	6,316	12.9%
↓ \$50,000 to \$74,999	9,752	20.0%	9,330	19.2%	9,209	18.8%
↓ \$35,000 to \$49,999	7,993	16.4%	6,859	14.1%	6,828	14.0%
\$25,000 to \$34,999	5,523	11.3%	6,100	12.5%	5,827	11.9%
↓ \$15,000 to \$24,999	6,585	13.5%	5,570	11.4%	5,371	11.0%
Under \$15,000	5,490	11.3%	5,758	11.8%	5,470	11.2%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	6,548	5.2%	6,063	4.9%	6,069	4.9%
↓ Required Formal Schooling (5-17)	20,416	16.3%	18,275	14.8%	16,954	13.8%
College Years, Career Starts (18-24)	13,956	11.2%	14,613	11.8%	13,917	11.3%
▲ Singles and Young Families (25-34)	12,527	10.0%	13,656	11.1%	15,647	12.7%
↓ Families, Empty Nesters (35-54)	35,443	28.4%	30,278	24.5%	26,771	21.7%
▲ Enrichment Years Singles/Couples (55-64)	17,132	13.7%	18,536	15.0%	18,969	15.4%
▲ Retirement Opportunities (65+)	18,758	15.0%	21,956	17.8%	24,937	20.2%
POPULATION BY AGE (DETAIL)						
Under 5 years	6,548	5.2%	6,063	4.9%	6,069	4.9%
↓ 5 to 9 years	7,157	5.7%	6,453	5.2%	6,019	4.9%
↓ 10 to 14 years	7,924	6.3%	7,127	5.8%	6,423	5.2%
↓ 15 to 17 years	5,335	4.3%	4,695	3.8%	4,512	3.7%
↓ 18 to 20 years	7,109	5.7%	6,932	5.6%	6,774	5.5%
▲ 21 to 24 years	6,847	5.5%	7,681	6.2%	7,143	5.8%
▲ 25 to 29 years	6,424	5.1%	7,172	5.8%	8,213	6.7%
▲ 30 to 34 years	6,103	4.9%	6,484	5.3%	7,434	6.0%
35 to 39 years	6,725	5.4%	6,295	5.1%	6,306	5.1%
↓ 40 to 44 years	8,376	6.7%	6,554	5.3%	5,951	4.8%
↓ 45 to 49 years	10,044	8.0%	7,967	6.5%	6,297	5.1%
↓ 50 to 54 years	10,298	8.2%	9,462	7.7%	8,217	6.7%
55 to 59 years	9,279	7.4%	9,738	7.9%	9,100	7.4%
▲ 60 to 64 years	7,853	6.3%	8,798	7.1%	9,869	8.0%
▲ 65 to 69 years	5,682	4.5%	7,426	6.0%	7,968	6.5%
▲ 70 to 74 years	4,225	3.4%	5,217	4.2%	7,133	5.8%
▲ 75 to 84 years	6,269	5.0%	6,380	5.2%	6,733	5.5%
▲ 85 or more years	2,582	2.1%	2,933	2.4%	3,103	2.5%

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MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	103,736			
Single (Never Married)	31,395	30.3%	32.9%	92
Married	54,121	52.2%	50.2%	104
Divorced/Widowed	18,219	17.6%	16.9%	104
Marital Status Females 15 and Older (2016)	51,962			
Single (Never Married)	15,009	28.9%	29.8%	97
Married	25,966	50.0%	48.8%	102
Divorced/Widowed	10,987	21.1%	21.4%	99
Marital Status Males 15 and Older (2016)	51,774			
Single (Never Married)	16,386	31.6%	36.2%	88
Married	28,156	54.4%	51.6%	105
Divorced/Widowed	7,232	14.0%	12.3%	114
FAMILY STRUCTURE				
Households By Type (2016)	48,673			
Married Couple	24,031	49.4%	48.5%	102
Other Family - Male Head of Household	2,454	5.0%	4.9%	102
Other Family - Female Head of Household	5,097	10.5%	13.0%	81
Non Family - Male Head of Household	8,234	16.9%	15.8%	107
Non Family - Female Head of Household	8,858	18.2%	17.7%	103
Households With Children 0 to 18 (2016)	14,366			
Married Couple Family	9,218	64.2%	65.2%	98
▲ Other Family - Male Head of Household	1,569	10.9%	8.5%	129
Other Family - Female Head of Household	3,346	23.3%	25.3%	92
▲ Non Family	233	1.6%	1.0%	168
Population By Household Type (2016)	123,377			
▲ Group Quarters	7,482	6.1%	2.5%	242

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	7,482			
Correctional Facilities	2,219	29.7%	30.0%	99
▲ College Dorms	3,443	46.0%	31.9%	144
↓ Military	0	0.0%	4.2%	0
Nursing Homes	1,008	13.5%	18.7%	72
↓ Other	813	10.9%	15.2%	71
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	123,377			
▲ White (Non-Hispanic)	114,497	92.8%	61.3%	151
↓ African-American (Non-Hisp)	2,323	1.9%	12.3%	15
↓ Hispanic/Latino	3,274	2.7%	17.8%	15
↓ Native American (Non-Hisp)	285	0.2%	0.7%	32
↓ Asian (Non-Hisp)	1,162	0.9%	5.3%	18
↓ Hawaiian & Pacific Islander (Non-Hisp)	25	0.0%	0.2%	12
↓ Other Races & Multiple Races (Non-Hisp)	1,811	1.5%	2.4%	61
Asian Population By Race (2016)	1,171			
▲ Chinese	401	34.2%	22.3%	153
▲ Japanese	91	7.8%	5.0%	155
↓ Indian	162	13.8%	19.5%	71
▲ Korean	178	15.2%	9.6%	158
↓ Vietnamese	49	4.2%	11.0%	38
↓ Other Asian Races	290	24.8%	32.5%	76
Hispanic/Latino Population By Race (2016)	3,274			
White	1,976	60.4%	53.0%	114
▲ African-American	165	5.0%	2.5%	202
▲ Native American	58	1.8%	1.4%	129
↓ Asian	9	0.3%	0.4%	66
↓ Other Races & Multiple Races	1,066	32.6%	42.7%	76
Hispanic/Latino Population By Origin (2016)	3,274			
↓ Mexican	726	22.2%	62.4%	36
▲ Puerto Rican	1,625	49.6%	9.5%	524
Cuban	136	4.2%	3.5%	117
Other Hispanic Origin	787	24.0%	24.6%	98

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	31,923			
Pre-Primary (Public)	935	2.9%	3.4%	85
↓ Pre-Primary (Private)	593	1.9%	2.6%	71
Elementary/High School (Public)	19,148	60.0%	58.9%	102
↓ Elementary/High School (Private)	1,274	4.0%	6.6%	60
Enrolled in College	9,972	31.2%	28.4%	110
Population By Education Completed (Age 25 and over) (2016)	84,427			
↓ Elementary (Less than 9 years)	2,567	3.0%	5.8%	52
Some High School (9 to 11 years)	6,514	7.7%	7.8%	99
▲ High School Graduate (12 years)	30,789	36.5%	27.9%	131
Some College (13 to 15 years)	14,939	17.7%	21.2%	84
▲ Associate Degree	11,382	13.5%	8.0%	169
↓ Bachelor's Degree	9,940	11.8%	18.3%	64
Graduate Degree	8,295	9.8%	11.0%	89
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	56,385			
TOTAL WHITE COLLAR	31,480	55.8%	61.5%	91
Executive and Managerial	5,674	10.1%	9.7%	103
Professional Specialty	9,774	17.3%	16.6%	105
↓ Technical Support	2,920	5.2%	8.3%	63
Sales	4,938	8.8%	10.9%	81
Administrative Support & Clerical	8,174	14.5%	16.0%	91
TOTAL BLUE COLLAR	24,906	44.2%	38.5%	115
Service: Private Households	2,004	3.6%	3.7%	96
▲ Service: Protective	1,788	3.2%	2.2%	143
Service: Other	4,267	7.6%	7.5%	101
▲ Farming, Forestry & Fishing	1,104	2.0%	0.7%	270
▲ Precision Production and Craft	8,079	14.3%	11.0%	131
▲ Operators and Assemblers	2,335	4.1%	3.2%	128
Transportation and Material Moving	3,147	5.6%	6.2%	91
Laborers	2,182	3.9%	4.0%	96

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	102,210			
Employed	56,232	55.0%	58.1%	95
↓ Unemployed	4,215	4.1%	5.6%	73
Not in Labor Force	41,764	40.9%	36.3%	113
Total Female Pop. By Work Status (Age 20 to 64) (2013)	34,941			
TOTAL WORKING	24,200	69.3%	66.8%	104
With No Own Children	15,394	44.1%	42.2%	104
With Own Children Age 0 to 5 only	1,821	5.2%	5.5%	95
With Own Children Age 6 to 17 only	5,619	16.1%	14.8%	109
With Own Children Both Age 0 to 5 and 6 to 17	1,366	3.9%	4.3%	91
↓ TOTAL NOT WORKING (UNEMPLOYED)	1,613	4.6%	6.2%	74
↓ With No Own Children	898	2.6%	3.8%	69
With Own Children Age 0 to 5 only	207	0.6%	0.7%	90
With Own Children Age 6 to 17 only	433	1.2%	1.3%	99
↓ With Own Children Both Age 0 to 5 and 6 to 17	75	0.2%	0.5%	39
TOTAL NOT IN THE LABOR FORCE	9,129	26.1%	27.0%	97
With No Own Children	6,352	18.2%	17.1%	106
↓ With Own Children Age 0 to 5 only	636	1.8%	2.6%	70
With Own Children Age 6 to 17 only	1,545	4.4%	4.6%	95
↓ With Own Children Both Age 0 to 5 and 6 to 17	596	1.7%	2.6%	64
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	48,673			
Above Poverty Line (Households with Children)	28,448	62.3%	59.6%	104
Above Poverty Line (Households without Children)	11,530	25.2%	26.5%	95
Below Poverty Line (Households with Children)	3,136	6.9%	7.9%	87
Below Poverty Line (Households without Children)	2,579	5.6%	6.0%	94
Households By Presence of Retirement Income (2013)	48,669			
▲ With Retirement Income	11,606	23.8%	17.6%	136
Without Retirement Income	37,168	76.4%	81.5%	94

Date: 3/11/2016

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Diocese of Rochester
West Deanery

Study Area Definition:
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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
HOUSING				
Occupied Units By Type (2016)	48,673			
Owner Occupied	35,769	73.5%	65.0%	113
↓ Renter Occupied	12,904	26.5%	35.0%	76
↓ Median Rent (2013)	\$634		\$904	70
Structures By Number of Units (2016)	58,609			
Single Unit	42,243	72.1%	67.3%	107
▲ 3 to 4 Units	5,922	10.1%	8.1%	125
↓ 5 to 19 Units	2,184	3.7%	9.3%	40
↓ 20 to 49 Units	609	1.0%	3.6%	29
↓ 50 or more Units	492	0.8%	5.1%	16
▲ Mobile Home	7,126	12.2%	6.4%	189
↓ Other	33	0.1%	0.1%	66
▲ Single To Multiple Unit Ratio	4.59		2.57	178
Owner-Occupied Property Values (2016)	35,769			
▲ Under \$40,000	3,738	10.5%	7.2%	145
▲ \$40,000 to \$59,999	2,842	7.9%	3.7%	215
▲ \$60,000 to \$79,999	3,994	11.2%	5.1%	217
▲ \$80,000 to \$99,999	4,324	12.1%	6.5%	185
▲ \$100,000 to 149,999	8,026	22.4%	15.1%	149
\$150,000 to \$199,999	5,740	16.0%	14.6%	110
↓ \$200,000 to \$299,999	4,407	12.3%	18.1%	68
↓ \$300,000 to \$499,999	2,090	5.8%	16.9%	34
↓ \$500,000 to \$999,999	487	1.4%	9.7%	14
↓ \$1,000,000 and over	121	0.3%	3.0%	11
↓ Median Property Value	\$122,632		\$192,432	64

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	58,609			
↓ 2010 and later	802	1.4%	5.5%	25
↓ 2000 to 2009	4,712	8.0%	14.6%	55
↓ 1990 to 1999	5,810	9.9%	13.4%	74
1980 to 1989	6,989	11.9%	13.2%	90
1970 to 1979	7,271	12.4%	15.0%	83
1960 to 1969	4,910	8.4%	10.4%	81
↓ 1950 to 1959	4,220	7.2%	10.3%	70
▲ 1949 or earlier	23,894	40.8%	17.7%	231
Households By Number of Persons (2016)	48,673			
1 Person Household	14,090	28.9%	27.3%	106
2 Person Household	17,461	35.9%	32.3%	111
3 Person Household	7,550	15.5%	16.2%	95
4 Person Household	5,856	12.0%	13.1%	92
↓ 5 Person Household	2,399	4.9%	6.5%	76
↓ 6 Person Household	867	1.8%	2.8%	64
↓ 7 or more Person Household	451	0.9%	1.9%	49
Average Persons Per Household	2.4		2.6	93
Households By Heating Type (2013)	48,774			
Utility and Other Gas	29,374	60.2%	54.0%	111
↓ Electric	6,901	14.1%	36.1%	39
▲ Oil	5,409	11.1%	6.1%	180
▲ Coal and Wood	6,210	12.7%	2.2%	572
▲ Solar/Other Fuel	792	1.6%	0.5%	328
↓ No Fuel Used	88	0.2%	0.9%	19

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TRANSPORTATION				
Households By Number of Vehicles (2016)	48,673			
No Vehicles	3,627	7.5%	9.0%	83
1 Vehicle	17,023	35.0%	33.7%	104
2 Vehicle	18,865	38.8%	37.5%	103
3 or more Vehicles	9,159	18.8%	19.8%	95
Workers By Travel Time to Work (2016)	53,282			
▲ Less than 15 minutes	18,766	35.2%	27.3%	129
15 to 29 minutes	15,608	29.3%	36.5%	80
30 to 44 minutes	10,202	19.1%	20.2%	95
45 to 59 minutes	4,800	9.0%	7.7%	116
60 or more minutes	3,907	7.3%	8.3%	88
Average Travel Time to Work (minutes)	26.7		28.2	95
Workers By Type of Transportation to Work (2016)	55,106			
Drive Alone	44,382	80.5%	76.9%	105
Car Pool	4,462	8.1%	9.6%	85
↓ Public Transportation	398	0.7%	5.1%	14
▲ Walk to Work	3,057	5.5%	2.8%	197
▲ Other Means	896	1.6%	1.2%	131
↓ Work at Home	1,910	3.5%	4.4%	79

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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)	22,830	46.9%	31.4%	149
4	Rural Families (27, 26, 29, 33, 35 and 38)	15,616	32.1%	13.1%	246
5	Senior Life (7, 20, 21, 22, 30 and 31)	3,859	7.9%	6.9%	115
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	2,555	5.2%	18.4%	29
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,275	4.7%	14.7%	32
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,028	2.1%	15.1%	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.		
16	Established Country Families	14,278	29.3%	6.4%	458
38	Rural Working Families	12,063	24.8%	8.8%	283
25	Working Country Consumers	4,051	8.3%	4.1%	202
40	Surviving Urban Diversity	2,339	4.8%	4.0%	119
35	Laboring Country Families	2,330	4.8%	2.7%	174
28	Building Country Families	2,267	4.7%	2.8%	166
20	Cautious and Mature	1,505	3.1%	2.6%	117
22	Mature and Established	1,319	2.7%	1.8%	151
34	College and Career Starters	1,244	2.6%	0.6%	444
39	New Beginning Urbanites	976	2.0%	2.8%	72
18	Working Urban Families	938	1.9%	4.0%	49
23	Established Empty-Nesters	842	1.7%	3.4%	51
29	Working Country Families	752	1.5%	1.0%	161
6	Prosperous New Country Families	628	1.3%	2.1%	60
31	Mature Country Families	571	1.2%	0.5%	217
10	Suburban Mid-Life Families	430	0.9%	5.5%	16
50	Unclassified Households	324	0.7%	0.2%	306
30	Urban Senior Life	234	0.5%	0.8%	58
1	Traditional Affluent Families	213	0.4%	3.5%	13
33	Laboring Rural Families	212	0.4%	0.1%	319

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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	198	0.4%	0.6%	72
27	Country Family Diversity	179	0.4%	0.3%	108
42	Laboring Rural Diversity	169	0.3%	1.5%	23
49	Exception Households	167	0.3%	0.2%	137
4	Educated Mid-Life Families	158	0.3%	3.4%	10
26	Working Suburban Families	80	0.2%	0.1%	138
19	Educated and Promising	38	0.1%	0.1%	100
7	Prosperous and Mature	32	0.1%	0.5%	12
24	Metro Multi-Ethnic Diversity	30	0.1%	2.7%	2
14	Secure Mid-Life Families	29	0.1%	0.7%	9
9	Educated Working Families	24	0.0%	0.1%	59
15	Reliable Young Starters	17	0.0%	4.3%	1
43	Laboring Urban Diversity	8	0.0%	0.5%	3
44	Laboring Urban Life	5	0.0%	0.1%	14
32	Working Urban Life	4	0.0%	1.7%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
12	Educated New Starters	0	0.0%	2.9%	0
46	Struggling Black Households	0	0.0%	2.5%	0
45	Struggling Urban Diversity	0	0.0%	2.5%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
17	Large Young Families	0	0.0%	2.2%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
3	Mid-Life Prosperity	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
47	University Life	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
TOTALS		48,654	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	30.8%	35.4%	87
▲ Somewhat Involved with Their Faith	33.7%	29.9%	113
Not Involved with Their Faith	34.5%	34.7%	100

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	21.0%	22.1%	95
Decreased Their Involvement with Their Faith in the Last 10 Years	24.5%	23.7%	103

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	35
↓ Baptist	8.0%	16.1%	50
▲ Catholic	35.8%	23.7%	151
▲ Congregational	4.8%	2.0%	244
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.3%	0.4%	77
▲ Episcopal	4.3%	2.9%	149
↓ Holiness	0.5%	0.8%	57
Jehovah's Witnesses	1.0%	1.1%	95
▲ Judaism	7.7%	3.2%	244
↓ Lutheran	4.2%	7.2%	58
↓ Methodist	7.4%	10.1%	74
↓ Mormon	0.6%	1.8%	31
↓ New Age	0.4%	0.6%	68
↓ Non-Denominational / Independent	3.1%	6.9%	44
▲ Orthodox	0.5%	0.3%	180
↓ Pentecostal	2.0%	2.4%	84
↓ Presbyterian / Reformed	2.9%	4.6%	64
▲ Unitarian / Universalist	1.2%	0.7%	169
↓ Interested but No Preference	2.7%	3.9%	69
Not Interested and No Preference	10.9%	11.1%	98
↓ Likely to Have Changed Their Preference in the Last 10 Years	13.6%	16.8%	81

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	3.9%	4.0%	98
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	4.4%	4.8%	92
Works with them on deciding what to do and helps them do it	80.1%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	43.7%	43.5%	101
▲ Finding/Providing Health Insurance	34.3%	29.0%	118
▲ Day-to-Day Financial Worries	38.7%	31.6%	122
Finding Employment Opportunities	15.5%	14.4%	108
Finding Affordable Housing	10.2%	11.3%	90
▲ Providing Adequate Food	11.6%	8.6%	136
Finding Child Care	6.5%	6.3%	104
FAMILY PROBLEMS:			
▲ Dealing With Alcohol/Drug Abuse	19.0%	16.7%	114
Dealing With Teen / Child Problems	21.6%	20.7%	104
Finding/Providing Aging Parent Care	15.6%	15.5%	101
▲ Dealing With Abusive Relationships	12.7%	11.4%	112
▲ Dealing With Divorce	5.0%	4.5%	112
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	18.5%	27.0%	68
Finding/Providing Good Schools	23.1%	23.5%	99
Dealing with Problems in Schools	14.4%	13.6%	106
↓ Dealing With Racial / Ethnic Prejudice	9.0%	13.1%	69
↓ Dealing With Neighborhood Gangs	3.8%	8.5%	45
↓ Dealing with Social Injustice	9.4%	11.3%	83
HOPES AND DREAMS:			
Achieving Long-term Financial Security	49.7%	50.6%	98
Finding Time for Recreation / Leisure	24.7%	25.3%	98
Finding Better Quality Healthcare	26.2%	23.9%	109
Finding A Satisfying Job / Career	17.5%	19.3%	90
Finding Retirement Opportunities	19.6%	18.9%	104
Achieving A Fulfilling Marriage	21.4%	22.3%	96
Developing Parenting Skills	14.9%	14.7%	101
Achieving Educational Objectives	7.0%	7.5%	93
SPIRITUAL / PERSONAL:			
▲ Dealing With Stress	33.1%	29.8%	111
Finding Companionship	16.7%	17.3%	97
↓ Finding A Good Church	11.7%	15.2%	77
↓ Finding Spiritual Teaching	9.5%	12.9%	74
Finding Life Direction	14.0%	14.0%	100

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	88.0%	84.5%	104
“God is actively involved in the world including nations and their governments”	70.0%	63.8%	110

SOCIETY:

“It is important to preserve the traditional American family structure”	93.9%	91.5%	103
“A healthy environment has become a national crisis”	81.7%	82.8%	99
“Public education is essential to the future of American society”	93.9%	94.0%	100

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	49.3%	50.1%	98
“The role of Churches / Synagogues is to help form and support moral values”	83.4%	81.1%	103
“Churches and religious organizations should provide more human services”	60.5%	62.6%	97

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	32.9%	36.3%	91
“The changing racial / ethnic face of America is a threat to our national heritage”	38.4%	36.3%	106

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.9%	59.8%	100
More than \$500 per year	31.1%	31.2%	100
More than \$1,000 per year	17.5%	17.4%	101

TO CHARITIES:

↓ More than \$100 per year	26.3%	33.7%	78
↓ More than \$500 per year	4.0%	6.8%	59
↓ More than \$1,000 per year	1.0%	2.3%	43

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	10.1%	16.1%	63
↓ More than \$500 per year	2.7%	4.3%	63
↓ More than \$1,000 per year	1.2%	2.2%	55

Ministry Area Profile 2016
Compass
REPORT

Diocese of Rochester
West Deanery

Study Area Definition:
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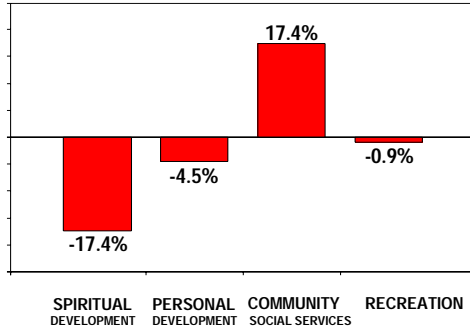


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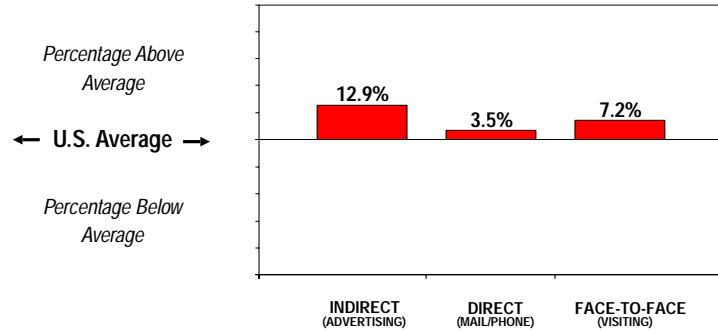
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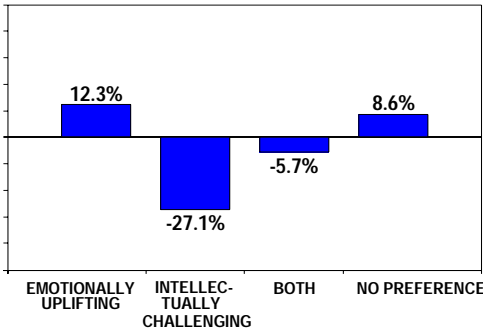
Church Program Preferences



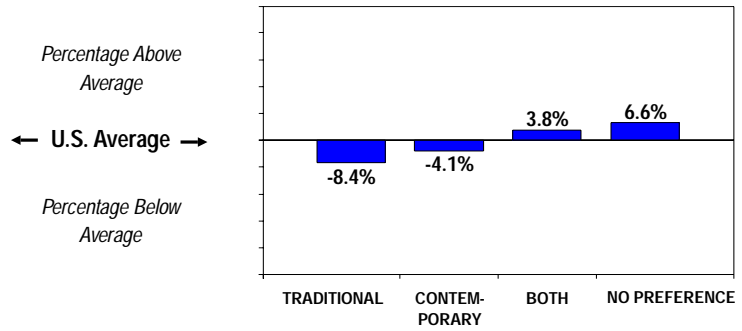
Contact Methods Rated Good



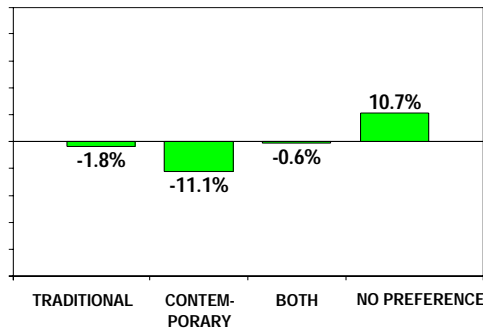
Worship Style (1)



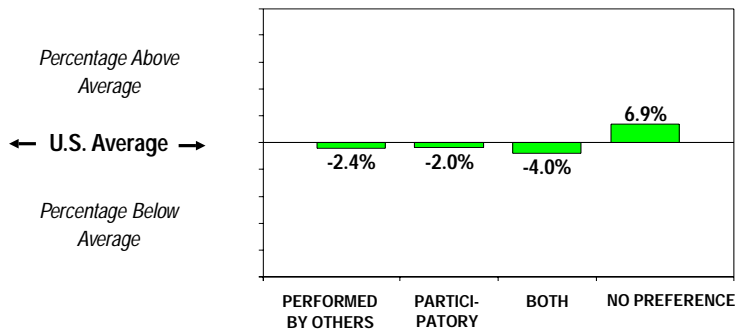
Worship Style (2)



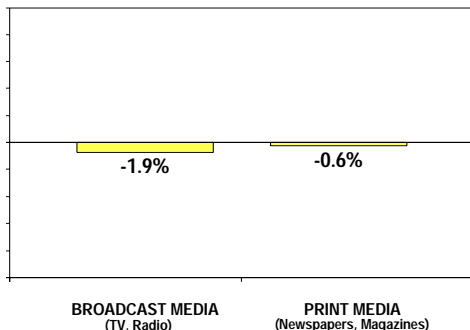
Music Style (1)



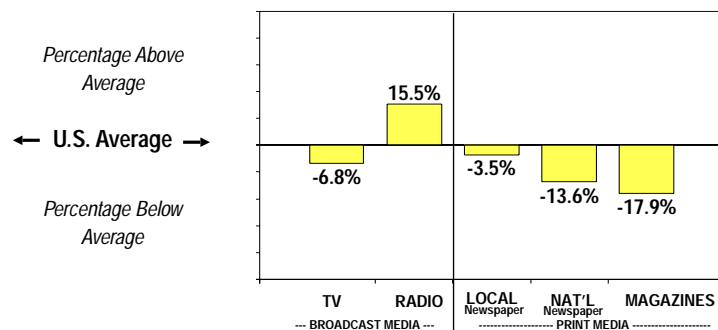
Music Style (2)



Primary Media Summary



Primary Media Preferences





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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	31.3%	41.1%	76
↓ Adult Theological Discussion Groups	20.0%	22.5%	89
Spiritual Retreats	10.9%	11.6%	93

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	13.8%	15.2%	91
Parent Training Programs	7.2%	7.8%	93
Twelve Step Programs	3.8%	3.5%	110
▲ Divorce Recovery	2.7%	2.4%	112

COMMUNITY/SOCIAL SERVICES:

▲ Personal or Family Counseling	25.3%	22.5%	112
▲ Care for the Terminally Ill	19.2%	15.7%	123
▲ Food and Clothing Resources	16.8%	11.1%	151
Day Care Services	6.3%	6.1%	103
↓ Church Sponsored Day-School	4.1%	5.7%	72

RECREATION:

Youth Social Programs	31.0%	29.7%	105
Family Activities and Outings	34.3%	32.8%	105
Active Retirement Programs	28.1%	26.8%	105
↓ Cultural Programs (Music, Drama, Art)	14.6%	18.9%	77
↓ Sports or Camping	5.4%	6.3%	86

SUMMARY

↓ Spiritual Development Index	83
Personal Development Index	95
▲ Community/Social Services Index	117
Recreation Index	99



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

▲ A. Emotionally Uplifting	29.6%	26.4%	112
↓ B. Intellectually Challenging	8.1%	11.1%	73
C. Both A and B	36.9%	39.2%	94
D. No Preference or Not Interested	25.4%	23.4%	109

PART 2:

A. Traditional/Formal/Ceremonial	18.5%	20.2%	92
B. Contemporary/Informal	25.2%	26.3%	96
C. Both A and B	27.5%	26.5%	104
D. No Preference or Not Interested	28.7%	26.9%	107

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.0%	24.4%	98
↓ B. Contemporary	17.5%	19.7%	89
C. Both A and B	30.9%	31.1%	99
▲ D. No Preference or Not Interested	27.4%	24.8%	111

PART 2:

A. Performed by Others	18.3%	18.7%	98
B. Participatory	22.5%	22.9%	98
C. Both A and B	30.9%	32.2%	96
D. No Preference or Not Interested	28.0%	26.2%	107



Date: 3/11/2016

Prepared For:
 Diocese of Rochester
 West 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	23.6%	22.0%	107
↓ B. Personal Spiritual Development	11.2%	14.3%	78
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	28.7%	26.3%	109

PART 2:

↓ A. Global Mission	5.2%	6.2%	84
B. Local Mission	32.7%	33.3%	98
C. Both A and B	28.6%	30.1%	95
D. No Preference or Not Interested	33.2%	30.4%	109

CHURCH ARCHITECTURE INDICATOR

Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.5%	26.6%	107
↓ B. Contemporary	12.9%	15.9%	81
C. Both A and B	31.1%	32.3%	96
D. No Preference or Not Interested	27.2%	25.1%	108

PART 2:

A. Somber/Serious	8.4%	9.4%	90
B. Light and Airy	34.6%	34.7%	100
C. Both A and B	26.2%	27.7%	94
D. No Preference or Not Interested	30.7%	28.2%	109



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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	44.1%	47.3%	93
▲ Radio	15.4%	13.3%	116

PRINT MEDIA:

Local Newspaper	36.5%	36.1%	101
↓ National Newspaper	3.7%	4.3%	86
Magazines	2.4%	2.4%	99

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	32.5%	31.9%	102
Radio	25.0%	23.8%	105

PRINT MEDIA:

Local Newspaper	31.6%	32.7%	97
National Newspaper	5.3%	5.8%	93
↓ Magazines	5.8%	7.0%	82

SUMMARY

Overall Broadcast Media Index (100 = Average)	101
Overall Print Media Index	97



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CHURCH CONTACT METHODS RATED GOOD

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	38.9%	36.2%	107
▲ Putting Ad in Local Newspaper	42.0%	33.8%	124
Local Cable Channels	32.5%	30.4%	107
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	55.4%	53.7%	103
Calling and Offering to Send Information By Mail	31.1%	29.5%	105
Calling and Discussing on the Phone	12.1%	12.0%	101
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	22.2%	20.1%	110
Going Door to Door	14.3%	14.0%	103

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	19.8%	19.6%	101
↓ Putting Ad in Local Newspaper	15.8%	21.5%	73
Local Cable Channels	31.0%	30.7%	101
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.7%	13.3%	88
Calling and Offering to Send Information By Mail	32.4%	34.0%	95
Calling and Discussing on the Phone	57.5%	60.6%	95
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	46.3%	49.6%	93
Going Door to Door	61.7%	64.0%	96

SUMMARY OF METHODS RATED GOOD	
▲ Indirect Methods Index (100 = Average)	113
Direct Methods Index	104
Face-to-Face Methods Index	107

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	93
Direct Methods Index	94
Face-to-Face Methods Index	95