

Diocese Of Rochester 1150 Buffalo Road Rochester, NY 14624

**Study Area Definition:** Diocesan Boundary



ID# 39645:58032



Study Area Definition: Diocesan Boundary

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# How many people live in the defined study area?

Currently, there are 1,513,333 persons residing in the defined study area. This represents an increase of 22,832 or 1.5% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)

# Is the population in this area projected to grow?

Yes, between 2016 and 2021, the population is projected to increase by 0.7% or 11,034 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)



## How much lifestyle diversity is represented?

The lifestyle diversity in the area is *extremely high* with a considerable 49 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 16.5% of all households. (see pages 13 and 14)

### 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 80.0% of the population and all other racial/ethnic groups make up just 20.0% which is well below the national average of 39%. The largest of these groups, *African-Americans*, accounts for 8.8% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 15.6% between 2016 and 2021. (see pages 4 and 7)



## What are the major generational groups represented?

The largest age group in terms of numbers is *Millenials* (age 15 to 34) comprised of 420,404 persons or 27.8% of the total population in the area. *Builders* (age 92 and up) make up 0.5% of the population which compared to a national average of 0.4% makes them the most over-represented group in the area. (see page 4)



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

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



## How educated are the adults?

Based upon the number of years completed and college enrollment, the overall education level in the area is *somewhat high*. While 90.1% of the population aged 25 and over have graduated from high school as compared to the national average of 86.4%, college graduates account for 31.2% of those over 25 in the area versus 29.4% in the U.S. (see page 8)

<sup>8</sup>Q

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

Concerns which are likely to exceed the national average include: *Adequate Food, Day-to-Day Financial Worries, Health Insurance, Dealing with Stress, Finding Life Direction* and *Better Quality Healthcare.* (see page 16)



## 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)



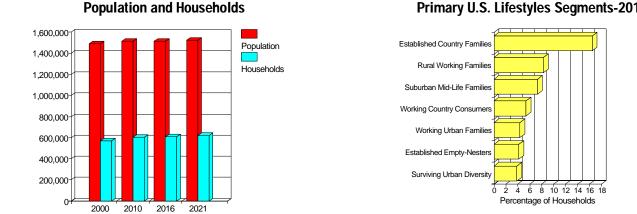
### What is the likely giving potential in the area?

Based upon the average household income of \$70,615 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *about average*. (see page 4 and 17)

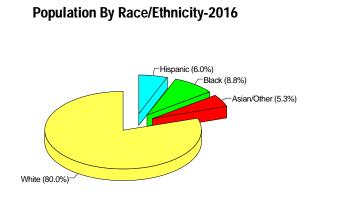




Prepared For: Diocese Of Rochester 1150 Buffalo Road Rochester, NY 14624 Primary U.S. Lifestyles Segments-2016

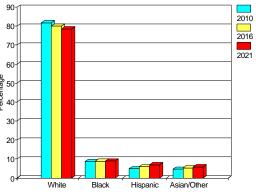


The population in the study area has increased by 2575 persons, or 0.2% since 2010 and is projected to increase by 11034 persons, or 0.7% between 2016 and 2021. The number of households has increased by 9723, or 1.6% since 2010 and is projected to increase by 9251, or 1.5% between 2016 and 2021.

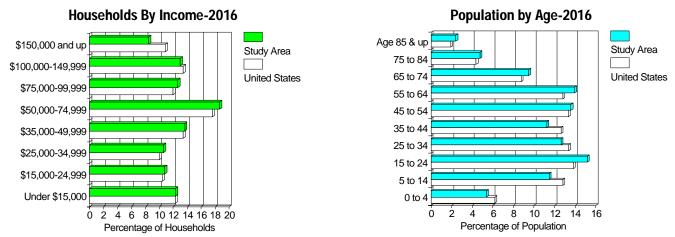


Date: 2/4/2016

### Population By Race/Ethnicity Trend



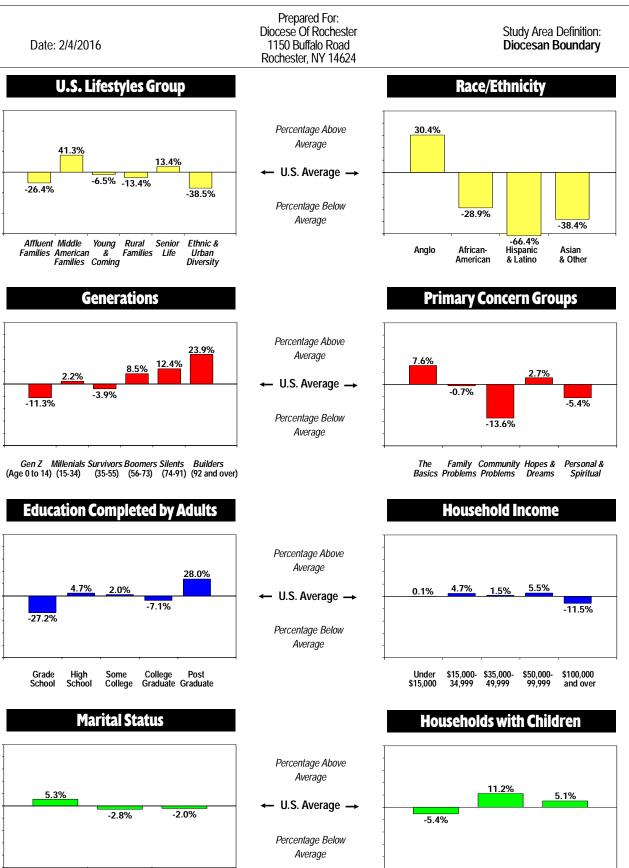
Between 2016 and 2021, the White population is projected to decrease by 14644 persons and to decrease from 80.0% to 78.5% of the total population. The Black population is projected to increase by 2872 persons and to increase from 8.8% to 8.9% of the total. The Hispanic/Latino population is projected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



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







Singles

Married

Divorced/ Widowed Single Females Single Males

Married Couples





2021 Projection

Percent

78.5%

8.9%

6.8%

5.8%

Date: 2/4/2016	Prepared For: Diocese Of Rochester 1150 Buffalo Road Rochester, NY 14624		Study Area Definition: Diocesan Boundary		
	POPUL	TION			
<ul> <li>Indicates a consistent upward trend</li> <li>Indicates a consistent downward trend</li> </ul>	2000 Census	2010 Census	2016 Update	2021 Projection	
▲ Population	1,490,501	1,510,758	1,513,333	1,524,367	
Population Change		20,257	2,575	11,034	
Percentage Change		1.4%	0.2%	0.7%	
Average Annual Growth Rate		0.1%	0.0%	0.1%	
▲ Density (Pop. per square mile)	192	194	195	196	
	HOUSEH	IOLDS			
▲ Households	571,632	601,373	611,096	620,347	
Household Change		29,741	9,723	9,251	
Percentage Change		5.2%	1.6%	1.5%	
Average Annual Growth Rate		0.5%	0.3%	0.3%	
↓ Persons Per Household	2.49	2.40	2.37	2.35	

	2010 Census		201 Upda	20 Proje	
	Number	Percent	Number	Percent	Number
↓ White (Non-Hispanic)	1,235,445	81.8%	1,210,534	80.0%	1,195,890
▲ African-American (Non-Hisp)	129,904	8.6%	132,462	8.8%	135,334
▲ Hispanic/Latino	75,032	5.0%	90,404	6.0%	104,412
▲ Asian/Other (Non-Hisp)	70,377	4.7%	79,932	5.3%	88,731
		POPULATION B	Y GENDER		

**POPULATION BY RACE/ETHNICITY** 

↓ Female	770,288	51.0%	770,458	50.9%	775,657	50.9%			
▲ Male	740,470	49.0%	742,875	49.1%	748,710	49.1%			
POPULATION BY GENERATION									
▲ Generation Z (Born 2002 and later)	156,628	10.4%	255,034	16.9%	355,620	23.3%			
↓ Millenials (Born 1982 to 2001)	423,286	28.0%	420,354	27.8%	401,086	26.3%			
↓ Survivors (Born 1961 to 1981)	404,220	26.8%	397,358	26.3%	391,062	25.7%			
↓ Boomers (Born 1943 to 1960)	348,987	23.1%	319,776	21.1%	291,944	19.2%			
↓ Silents (Born 1925 to 1942)	147,027	9.7%	113,496	7.5%	84,280	5.5%			
↓ Builders (Born 1924 and earlier)	30,605	2.0%	7,314	0.5%	374	0.0%			
		AGE							
▲ Average Age		39.2		40.3		41.1			
▲ Median Age		39.7		40.9		41.7			
INCOME									
▲ Average Household Income		\$63,170	\$70,615			\$76,102			
▲ Median Household Income		\$53,126	\$56,596			\$60,693			
▲ Per Capita Income		\$25,145	\$28,515			\$30,970			





Date: 2/4/2016

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	HOUSEH	OLDS BY INCO	ME			
▲ Indicates a consistent upward trend		2010 Census		16 ate	2021 Projection	
$\downarrow~$ Indicates a consistent downward trend	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	35,711	5.9%	51,896	8.5%	64,071	10.3%
▲ \$100,000 to \$149,999	70,912	11.8%	79,456	13.0%	88,224	14.2%
▲ \$75,000 to \$99,999	75,475	12.6%	77,159	12.6%	78,409	12.6%
↓ \$50,000 to \$74,999	119,856	19.9%	113,722	18.6%	112,550	18.1%
↓ \$35,000 to \$49,999	87,308	14.5%	83,183	13.6%	81,549	13.1%
↓ \$25,000 to \$34,999	67,406	11.2%	64,737	10.6%	62,695	10.1%
↓ \$15,000 to \$24,999	68,361	11.4%	65,722	10.8%	62,179	10.0%
↓ Under \$15,000	76,345	12.7%	75,223	12.3%	70,669	11.4%
	POPULATIO	N BY PHASE O	F LIFE			
↓ Before Formal Schooling (Age 0-4)	84,846	5.6%	81,574	5.4%	81,553	5.3%
↓ Required Formal Schooling (5-17)	250,266	16.6%	232,308	15.4%	222,718	14.6%
↓ College Years, Career Starts (18-24)	170,422	11.3%	170,533	11.3%	166,440	10.9%
▲ Singles and Young Families (25-34)	176,054	11.7%	190,973	12.6%	195,349	12.8%
↓ Families, Empty Nesters (35-54)	419,566	27.8%	375,320	24.8%	354,963	23.3%
▲ Enrichment Years Singles/Couples (55-64)	193,411	12.8%	210,639	13.9%	214,783	14.1%
▲ Retirement Opportunities (65+)	216,189	14.3%	251,985	16.7%	288,560	18.9%
	POPULATIO	)N BY AGE (DE	TAIL)			
↓ Under 5 years	84,846	5.6%	81,574	5.4%	81,553	5.3%
$\downarrow$ 5 to 9 years	89,728	5.9%	84,020	5.6%	81,335	5.3%
$\downarrow$ 10 to 14 years	96,368	6.4%	89,440	5.9%	84,226	5.5%
$\downarrow$ 15 to 17 years	64,170	4.2%	58,848	3.9%	57,157	3.7%
$\downarrow$ 18 to 20 years	81,435	5.4%	78,143	5.2%	76,641	5.0%
$\downarrow$ 21 to 24 years	88,987	5.9%	92,390	6.1%	89,799	5.9%
▲ 25 to 29 years	92,976	6.2%	96,807	6.4%	98,698	6.5%
▲ 30 to 34 years	83,078	5.5%	94,166	6.2%	96,651	6.3%
▲ 35 to 39 years	85,935	5.7%	86,428	5.7%	90,646	5.9%
40 to 44 years	100,799	6.7%	83,586	5.5%	84,494	5.5%
$\downarrow$ 45 to 49 years	115,813	7.7%	96,204	6.4%	80,528	5.3%
$\downarrow$ 50 to 54 years	117,019	7.7%	109,102	7.2%	99,295	6.5%
55 to 59 years	104,429	6.9%	110,191	7.3%	104,736	6.9%
▲ 60 to 64 years	88,982	5.9%	100,448	6.6%	110,047	7.2%
▲ 65 to 69 years	64,261	4.3%	83,314	5.5%	91,556	6.0%
▲ 70 to 74 years	46,900	3.1%	59,826	4.0%	80,824	5.3%
▲ 75 to 84 years	71,022	4.7%	72,273	4.8%	78,817	5.2%
▲ 85 or more years	34,006	2.3%	36,572	2.4%	37,363	2.5%





Date: 2/4/2016	Prepared For: ocese Of Rocheste 1150 Buffalo Road ochester, NY 14624		tion: I <b>ary</b>		
Description		Study A	rea		U.S.
<ul> <li>▲ Indicates the study area percentage is more than 1.2 times the U</li> <li>↓ Indicates the study area percentage is less than 0.8 times the U</li> </ul>	-	Number	Percent	U.S. Average	Comparative Index
Μ	IARITAL STATUS				
Marital Status All Persons 15 and Older (2016)		1,258,299			
Single (Never Married)		436,015	34.7%	32.9%	105
Married		613,363	48.7%	50.2%	97
Divorced/Widowed		208,922	16.6%	16.9%	98
Marital Status Females 15 and Older (2016)		645,748			
Single (Never Married)		205,435	31.8%	29.8%	107
Married		306,252	47.4%	48.8%	97
Divorced/Widowed		134,061	20.8%	21.4%	97
Marital Status Males 15 and Older (2016)		612,551			
Single (Never Married)		230,580	37.6%	36.2%	104
Married		307,110	50.1%	51.6%	97
Divorced/Widowed		74,861	12.2%	12.3%	100
FAI	MILY STRUCTUR	E			
Households By Type (2016)		611,096			
Married Couple		279,923	45.8%	48.5%	94
Other Family - Male Head of Household		27,342	4.5%	4.9%	91
Other Family - Female Head of Household		75,404	12.3%	13.0%	95
Non Family - Male Head of Household		106,952	17.5%	15.8%	111
Non Family - Female Head of Household		121,475	19.9%	17.7%	112
Households With Children 0 to 18 (2016)		182,589			
Married Couple Family		112,721	61.7%	65.2%	95
Other Family - Male Head of Household		16,241	8.9%	8.5%	105
Other Family - Female Head of Household		51,434	28.2%	25.3%	111
▲ Non Family		2,193	1.2%	1.0%	124
Population By Household Type (2016)		1,513,333			
▲ Group Quarters		66,096	4.4%	2.5%	174





Prepared I Diocese Of Ro Date: 2/4/2016 1150 Buffalo Rochester, NY	nchester Road	Diocesan Boundary				
Description	Study A	Study Area		U.S.		
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GROUP QUAI	RTERS					
Population In Group Quarters By Type (2016)	66,096					
↓ Correctional Facilities	13,508	20.4%	30.0%	68		
▲ College Dorms	34,020	51.5%	31.9%	162		
↓ Military	0	0.0%	4.2%	(		
Nursing Homes	9,775	14.8%	18.7%	79		
Other	8,793	13.3%	15.2%	88		
RACE/ETHN	ΙΟΙΤΥ	1				
Population By Race/Ethnicity (2016)	1,513,333					
▲ White (Non-Hispanic)	1,210,534	80.0%	61.3%	130		
↓ African-American (Non-Hisp)	132,462	8.8%	12.3%	71		
↓ Hispanic/Latino	90,405	6.0%	17.8%	34		
↓ Native American (Non-Hisp)	3,650	0.2%	0.7%	33		
↓ Asian (Non-Hisp)	43,818	2.9%	5.3%	55		
↓ Hawaiian & Pacific Islander (Non-Hisp)	432	0.0%	0.2%	17		
Other Races & Multiple Races (Non-Hisp)	32,032	2.1%	2.4%	88		
Asian Population By Race (2016)	44,278					
▲ Chinese	12,502	28.2%	22.3%	126		
↓ Japanese	1,320	3.0%	5.0%	59		
Indian	9,290	21.0%	19.5%	108		
Korean	5,108	11.5%	9.6%	120		
Vietnamese	4,328	9.8%	11.0%	89		
Other Asian Races	11,730	26.5%	32.5%	82		
Hispanic/Latino Population By Race (2016)	90,405					
White	43,789	48.4%	53.0%	91		
▲ African-American	8,508	9.4%	2.5%	376		
Native American	1,057	1.2%	1.4%	85		
▲ Asian	460	0.5%	0.4%	122		
Other Races & Multiple Races	36,591	40.5%	42.7%	95		
Hispanic/Latino Population By Origin (2016)	90,405					
↓ Mexican	10,516	11.6%	62.4%	19		
▲ Puerto Rican	57,492	63.6%	9.5%	671		
▲ Cuban	4,414	4.9%	3.5%	138		
Other Hispanic Origin	17,983	19.9%	24.6%	81		





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	EDUCATION				
Population By School Enrollment (Age 3 & over) (20	13)	404,767			
Pre-Primary (Public)	-	11,781	2.9%	3.4%	8
↓ Pre-Primary (Private)		8,416	2.1%	2.6%	7
Elementary/High School (Public)		225,039	55.6%	58.9%	9.
↓ Elementary/High School (Private)		21,339	5.3%	6.6%	7
▲ Enrolled in College		138,192	34.1%	28.4%	12
Population By Education Completed (Age 25 and over	er) (2016)	1,028,918			
↓ Elementary (Less than 9 years)	- , \	30,467	3.0%	5.8%	5
Some High School (9 to 11 years)		71,315	6.9%	7.8%	8
High School Graduate (12 years)		300,455	29.2%	27.9%	10
Some College (13 to 15 years)		179,672	17.5%	21.2%	8
▲ Associate Degree		126,311	12.3%	8.0%	15
Bachelor's Degree		175,158	17.0%	18.3%	9
▲ Graduate Degree		145,539	14.1%	11.0%	12
		,			
	OCCUPATION				
Population By Occupation Type (Age 15 and over) (2	016)	719,525			
TOTAL WHITE COLLAR		455,061	63.2%	61.5%	10
Executive and Managerial		71,677	10.0%	9.7%	10
Professional Specialty		141,873	19.7%	16.6%	11
Technical Support		57,274	8.0%	8.3%	9
Sales		69,931	9.7%	10.9%	9
Administrative Support & Clerical		114,306	15.9%	16.0%	9
TOTAL BLUE COLLAR		264,465	36.8%	38.5%	9
Service: Private Households		25,823	3.6%	3.7%	9
Service: Protective		16,207	2.3%	2.2%	10
Service: Other		57,358	8.0%	7.5%	10
↓ Farming, Forestry & Fishing		3,776	0.5%	0.7%	7
Precision Production and Craft		77,354	10.8%	11.0%	9
Operators and Assemblers		22,426	3.1%	3.2%	9
Transportation and Material Moving		36,392	5.1%	6.2%	8
Laborers		25,129	3.5%	4.0%	8





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F	MPLOYMENT		, in the second s		
Population By Employment Status (Age 15 and over)	) <b>(2016)</b> 1	,239,074			
Employed		715,254	57.7%	58.1%	99
Unemployed		60,042	4.8%	5.6%	86
Not in Labor Force		463,778	37.4%	36.3%	103
Total Female Pop. By Work Status (Age 20 to 64) (201	13)	446,248			
TOTAL WORKING		313,147	70.2%	66.8%	105
With No Own Children		201,449	45.1%	42.2%	107
With Own Children Age 0 to 5 only		24,162	5.4%	5.5%	99
With Own Children Age 6 to 17 only		69,217	15.5%	14.8%	105
With Own Children Both Age 0 to 5 and 6 to 17		18,319	4.1%	4.3%	95
↓ TOTAL NOT WORKING (UNEMPLOYED)		21,809	4.9%	6.2%	79
↓ With No Own Children		13,001	2.9%	3.8%	78
With Own Children Age 0 to 5 only		2,562	0.6%	0.7%	87
With Own Children Age 6 to 17 only		4,707	1.1%	1.3%	84
↓ With Own Children Both Age 0 to 5 and 6 to 17		1,539	0.3%	0.5%	63
TOTAL NOT IN THE LABOR FORCE		111,291	24.9%	27.0%	92
With No Own Children		75,537	16.9%	17.1%	99
With Own Children Age 0 to 5 only		9,424	2.1%	2.6%	81
With Own Children Age 6 to 17 only		17,727	4.0%	4.6%	85
↓ With Own Children Both Age 0 to 5 and 6 to 17		8,603	1.9%	2.6%	73
POVERTY AN	ND RETIREMENT INC	OME			
Households By Poverty Status (\$24,250 for family of	4) (2016)	611,096			
Above Poverty Line (Households with Children)		344,567	62.3%	59.6%	105
Above Poverty Line (Households without Children)		140,035	25.3%	26.5%	95
Below Poverty Line (Households with Children)		38,098	6.9%	7.9%	87
Below Poverty Line (Households without Children)		30,727	5.6%	6.0%	92
Households By Presence of Retirement Income (201	3)	601,373			
▲ With Retirement Income		130,692	21.7%	17.6%	124
Without Retirement Income		468,327	77.9%	81.5%	96





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





Date: 2/4/2016	Prepared For: Diocese Of Roches 1150 Buffalo Road Rochester, NY 146	ł	Study Area Defin Diocesan Bound			
Description		Study A	rea		U.S.	
<ul> <li>Indicates the study area percentage is more than 1.2</li> <li>Indicates the study area percentage is less than 0.8 ti</li> </ul>	-	Number	Percent	U.S. Average	Comparative Index	
	HOUSING (CONTINU	JED)				
Housing Units By Year Built (2016)		677,280				
↓ 2010 and later		18,981	2.8%	5.5%	5	
↓ 2000 to 2009		49,285	7.3%	14.6%	5	
↓ 1990 to 1999		63,708	9.4%	13.4%	70	
↓ 1980 to 1989		70,799	10.5%	13.2%	7	
1970 to 1979		88,311	13.0%	15.0%	8	
1960 to 1969		75,263	11.1%	10.4%	10'	
1950 to 1959		70,866	10.5%	10.3%	102	
▲ 1949 or earlier		240,067	35.4%	17.7%	20	
Households By Number of Persons (201	6)	611,096				
1 Person Household		185,895	30.4%	27.3%	112	
2 Person Household		208,590	34.1%	32.3%	10	
3 Person Household		95,958	15.7%	16.2%	9	
4 Person Household		73,776	12.1%	13.1%	9	
↓ 5 Person Household		30,481	5.0%	6.5%	7	
↓ 6 Person Household		10,796	1.8%	2.8%	6	
$\downarrow$ 7 or more Person Household		5,600	0.9%	1.9%	4	
Average Persons Per Household		2.4		2.6	9	
Households By Heating Type (2013)		599,018				
▲ Utility and Other Gas		434,537	72.5%	54.0%	134	
↓ Electric		77,319	12.9%	36.1%	3	
▲ Oil		47,911	8.0%	6.1%	13	
▲ Coal and Wood		32,310	5.4%	2.2%	24	
▲ Solar/Other Fuel		5,225	0.9%	0.5%	17	
↓ No Fuel Used		1,715	0.3%	0.9%	3	





Date: 2/4/2016	Prepared For: iocese Of Rochester 1150 Buffalo Road ochester, NY 14624			Study Area Definition Diocesan Boundary		
Description		Study A	rea		U.S.	
<ul> <li>▲ Indicates the study area percentage is more than 1.2 times the</li> <li>↓ Indicates the study area percentage is less than 0.8 times the U</li> </ul>	- ואטח		Percent	U.S. Average	Comparative Index	
AL	ANSPORTATION					
Households By Number of Vehicles (2016)	(	511,096				
No Vehicles		63,288	10.4%	9.0%	11:	
1 Vehicle		219,558	35.9%	33.7%	10	
2 Vehicle		230,679	37.7%	37.5%	10	
3 or more Vehicles		97,572	16.0%	19.8%	8	
Workers By Travel Time to Work (2016)	(	678,565				
▲ Less than 15 minutes		230,977	34.0%	27.3%	12:	
15 to 29 minutes		288,172	42.5%	36.5%	110	
$\downarrow$ 30 to 44 minutes		104,502	15.4%	20.2%	7	
$\downarrow$ 45 to 59 minutes		28,431	4.2%	7.7%	54	
$\downarrow$ 60 or more minutes		26,482	3.9%	8.3%	4	
Average Travel Time to Work (minutes)		22.9		28.2	8	
Workers By Type of Transportation to Work (2016)	,	701,035				
Drive Alone		561,760	80.1%	76.9%	104	
Car Pool		58,404	8.3%	9.6%	8′	
Public Transportation		16,711	2.4%	5.1%	4'	
▲ Walk to Work		32,451	4.6%	2.8%	16	
↓ Other Means		6,535	0.9%	1.2%	7:	
Work at Home		25,175	3.6%	4.4%	82	



# U.S. Lifestyles™

Date: 2/4/2016

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

Study Area Definition: Diocesan Boundary

	SEGMENT GROUPS				
	Group Name	Study A	rea	a	
No.	Please see accompanying guide for a complete description of each segment Groups are sorted by number of households in study area	Households	Percent.	U.S. Average	Comparative Index
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	271,399	44.4%	31.4%	141
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	83,689	13.7%	14.7%	93
4	Rural Families (27, 26, 29, 33, 35 and 38)	69,154	11.3%	13.1%	87
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	69,041	11.3%	18.4%	61
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	67,991	11.1%	15.1%	74
5	Senior Life (7, 20, 21, 22, 30 and 31)	47,856	7.8%	6.9%	113

	INDIVIDUAL SEGMENTS	;			
		Study A	rea		U.S.
No.	Segment Name Segments are sorted by number of households in the study area.	Households	Percent.	U.S. Average	Comparative Index
16	Established Country Families	100,758	16.5%	6.4%	257
38	Rural Working Families	50,520	8.3%	8.8%	94
10	Suburban Mid-Life Families	44,692	7.3%	5.5%	132
25	Working Country Consumers	32,750	5.4%	4.1%	130
18	Working Urban Families	26,595	4.4%	4.0%	110
23	Established Empty-Nesters	25,419	4.2%	3.4%	123
40	Surviving Urban Diversity	23,385	3.8%	4.0%	95
6	Prosperous New Country Families	23,346	3.8%	2.1%	179
39	New Beginning Urbanites	22,796	3.7%	2.8%	135
20	Cautious and Mature	21,720	3.6%	2.6%	135
8	Rising Potential Professionals	21,621	3.5%	2.3%	151
11	Young Suburban Families	20,531	3.4%	3.0%	113
28	Building Country Families	19,389	3.2%	2.8%	113
3	Mid-Life Prosperity	16,618	2.7%	1.5%	178
46	Struggling Black Households	15,548	2.5%	2.5%	101
22	Mature and Established	12,849	2.1%	1.8%	117
1	Traditional Affluent Families	12,598	2.1%	3.5%	59
35	Laboring Country Families	9,934	1.6%	2.7%	59
15	Reliable Young Starters	9,860	1.6%	4.3%	38
12	Educated New Starters	9,594	1.6%	2.9%	53





Study Area Definition: Diocesan Boundary

		Study A	rea		U.S.
No.	Individual Segment Name Segments are sorted by number of households in the study area.	Households	Percent.	U.S. Average	Comparative Index
47	University Life	9,487	1.6%	0.8%	206
34	College and Career Starters	8,885	1.5%	0.6%	253
24	Metro Multi-Ethnic Diversity	8,792	1.4%	2.7%	52
48	Struggling Urban Life	8,681	1.4%	0.8%	175
4	Educated Mid-Life Families	6,273	1.0%	3.4%	30
29	Working Country Families	5,773	0.9%	1.0%	98
45	Struggling Urban Diversity	5,374	0.9%	2.5%	36
2	Professional Affluent Families	4,764	0.8%	0.8%	97
7	Prosperous and Mature	4,212	0.7%	0.5%	128
21	Mature and Stable	3,804	0.6%	0.6%	110
5	Prosperous Diversity	3,638	0.6%	3.1%	19
32	Working Urban Life	3,568	0.6%	1.7%	35
31	Mature Country Families	2,813	0.5%	0.5%	85
30	Urban Senior Life	2,458	0.4%	0.8%	49
43	Laboring Urban Diversity	1,803	0.3%	0.5%	58
27	Country Family Diversity	1,441	0.2%	0.3%	69
42	Laboring Rural Diversity	1,231	0.2%	1.5%	13
49	Exception Households	1,137	0.2%	0.2%	75
33	Laboring Rural Families	1,044	0.2%	0.1%	125
19	Educated and Promising	847	0.1%	0.1%	177
14	Secure Mid-Life Families	754	0.1%	0.7%	19
50	Unclassified Households	675	0.1%	0.2%	51
17	Large Young Families	660	0.1%	2.2%	5
9	Educated Working Families	605	0.1%	0.1%	118
37	Rising Multi-Ethnic Urbanites	599	0.1%	0.6%	17
44	Laboring Urban Life	499	0.1%	0.1%	109
26	Working Suburban Families	442	0.1%	0.1%	61
41	Struggling Hispanic Households	148	0.0%	1.6%	1
36	Working Diverse Urbanites	12	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
	TOTALS	610,942	100.0%	100.0%	100

Date: 2/4/2016





Date: 2/4/2016	Prepared For: Diocese Of Rochester 1150 Buffalo Road Rochester, NY 14624	Study Area Definition: Diocesan Boundary		
Description           ▲ Indicates the study area percentage is more than           ↓ Indicates the study area percentage is less than	0.9 times the U.S. average	Study Area	U.S. Average	U.S. Comparative Index
	AITH INVOLVEMENT INDICATO	R		
Estimated 2016 Households Likely to Be:				
↓ Strongly Involved with Their Faith		29.6%	35.4%	84
Somewhat Involved with Their Faith		32.9%	29.9%	110
Not Involved with Their Faith		36.8%	34.7%	106
Estimated 2016 Households Likely to Have:				
Increased Their Involvement with Their Faith in th	ne Last 10 Years	19.8%	22.1%	90
Decreased Their Involvement with Their Faith in	the Last 10 Years	24.8%	23.7%	105
Dr				
Estimated 2016 Households Likely to Prefer:	LIGIOUS PREFERENCE INDICAT	IUR		
↓ Adventist		0.2%	0.5%	31
↓ Baptist		7.1%	16.1%	44
▲ Catholic		37.2%	23.7%	157
▲ Congregational		4.7%	2.0%	243
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)		0.4%	0.4%	89
▲ Episcopal		4.5%	2.9%	157
↓ Holiness		0.4%	0.8%	51
Jehovah's Witnesses		1.0%	1.1%	92
▲ Judaism		8.3%	3.2%	262
↓ Lutheran		4.0%	7.2%	56
↓ Methodist		6.9%	10.1%	68
↓ Mormon		0.5%	1.8%	31
↓ New Age		0.4%	0.6%	72
Non-Denominational / Independent		3.0%	6.9%	43
▲ Orthodox		0.6%	0.3%	190
↓ Pentecostal		1.8%	2.4%	75
↓ Presbyterian / Reformed		3.0%	4.6%	66
▲ Unitarian / Universalist		1.3%	0.7%	183
↓ Interested but No Preference		2.6%	3.9%	67
Not Interested and No Preference		11.1%	11.1%	100
↓ Likely to Have Changed Their Preference in the L	ast 10 Years	13.5%	16.8%	80

### LEADERSHIP PREFERENCE INDICATOR

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

Tells them what to do	3.8%	4.0%	95
Lets them do what they want and is supportive	11.4%	11.7%	97
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	79.9%	79.6%	100





Date: 2/4/2016	Prepared For: Diocese Of Rochester 1150 Buffalo Road Rochester, NY 14624		Study Area Defir Diocesan Bour	nition: Idary
Description           ▲ Indicates the study area percentage is more than 1.1           ↓ Indicates the study area percentage is less than 0.9 ti	<b>u</b>	Study Area	U.S. Average	U.S. Comparative Index
PRIM	IARY CONCERN INDICATO	R		
Estimated 2016 Households Likely to Be Primari	ly Concerned With:			
THE BASICS:				
Maintaining Personal Health		45.0%	43.5%	104
Finding/Providing Health Insurance		32.0%	29.0%	110
▲ Day-to-Day Financial Worries		35.3%	31.6%	110
Finding Employment Opportunities		15.3%	14.4%	106
Finding Affordable Housing		11.3%	11.3%	100
▲ Providing Adequate Food		10.3%	8.6%	100
Finding Child Care		6.4%	6.3%	103
		0.470	0.570	105
FAMILY PROBLEMS:				
Dealing With Alcohol/Drug Abuse		17.3%	16.7%	103
Dealing With Teen / Child Problems		19.4%	20.7%	94
Finding/Providing Aging Parent Care		16.0%	15.5%	103
Dealing With Abusive Relationships		11.4%	11.4%	101
Dealing With Divorce		4.2%	4.5%	95
COMMUNITY PROBLEMS:				
↓ Neighborhood Crime and Safety		21.8%	27.0%	81
Finding/Providing Good Schools		22.6%	23.5%	96
Dealing with Problems in Schools		13.0%	13.6%	96
↓ Dealing With Racial / Ethnic Prejudice		11.5%	13.1%	88
Dealing With Neighborhood Gangs		4.1%	8.5%	48
Dealing with Social Injustice		10.7%	11.3%	94
Dealing with Social injustice		10.770	11.570	
HOPES AND DREAMS:				
Achieving Long-term Financial Security		51.7%	50.6%	102
Finding Time for Recreation / Leisure		26.9%	25.3%	106
Finding Better Quality Healthcare		25.8%	23.9%	108
Finding A Satisfying Job / Career		19.7%	19.3%	102
Finding Retirement Opportunities		20.3%	18.9%	107
Achieving A Fulfilling Marriage		21.4%	22.3%	96
Developing Parenting Skills		14.4%	14.7%	97
Achieving Educational Objectives		7.4%	7.5%	99
SPIRITUAL / PERSONAL:				
Dealing With Stress		32.6%	29.8%	109
Finding Companionship		18.0%	17.3%	105
↓ Finding A Good Church		10.2%	15.2%	67
↓ Finding Spiritual Teaching		8.6%	12.9%	66
Finding Life Direction		15.1%	14.0%	108





 Prepared For: Diocese Of Rochester
 Study Area Definition: Diocesan Boundary

 Date: 2/4/2016
 1150 Buffalo Road Rochester, NY 14624
 Diocesan Boundary

 ●
 Indicates the study area percentage is more than 1.1 times the U.S. average
 Study Area
 U.S. Average

 ↓
 Indicates the study area percentage is less than 0.9 times the U.S. average
 KEY VALUES INDICATOR
 V.S. Average

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

"I believe there is a God"	85.1%	84.5%	101
"God is actively involved in the world including nations and their governments"	64.6%	63.8%	101
SOCIETY:			
"It is important to preserve the traditional American family structure"	92.0%	91.5%	101
"A healthy environment has become a national crisis"	82.5%	82.8%	100
"Public education is essential to the future of American society"	93.9%	94.0%	100
INSTITUTIONAL ROLES:			
"Government should be the primary provider of human welfare services"	49.4%	50.1%	99
"Government should be the primary provider of human welfare services" "The role of Churches / Synagogues is to help form and support moral values"	49.4% 81.3%	50.1% 81.1%	
1 <b>1</b>			100
"The role of Churches / Synagogues is to help form and support moral values"	81.3%	81.1%	99 100 98
"The role of Churches / Synagogues is to help form and support moral values" "Churches and religious organizations should provide more human services"	81.3%	81.1%	100

### HOUSEHOLD CONTRIBUTION INDICATOR

### Estimated 2016 Households Likely to Contribute:

### TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:			
More than \$100 per year	59.5%	59.8%	99
More than \$500 per year	31.2%	31.2%	100
More than \$1,000 per year	17.6%	17.4%	101
TO CHARITIES:			
More than \$100 per year	32.6%	33.7%	97
More than \$500 per year	6.1%	6.8%	90
↓ More than \$1,000 per year	1.9%	2.3%	83
TO COLLEGES AND UNIVERSITIES:			
N 1 0100	14.70/	1 < 10/	0.1

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



Diocese Of Rochester 1150 Buffalo Road Rochester, NY 14624

**Study Area Definition:** Diocesan Boundary



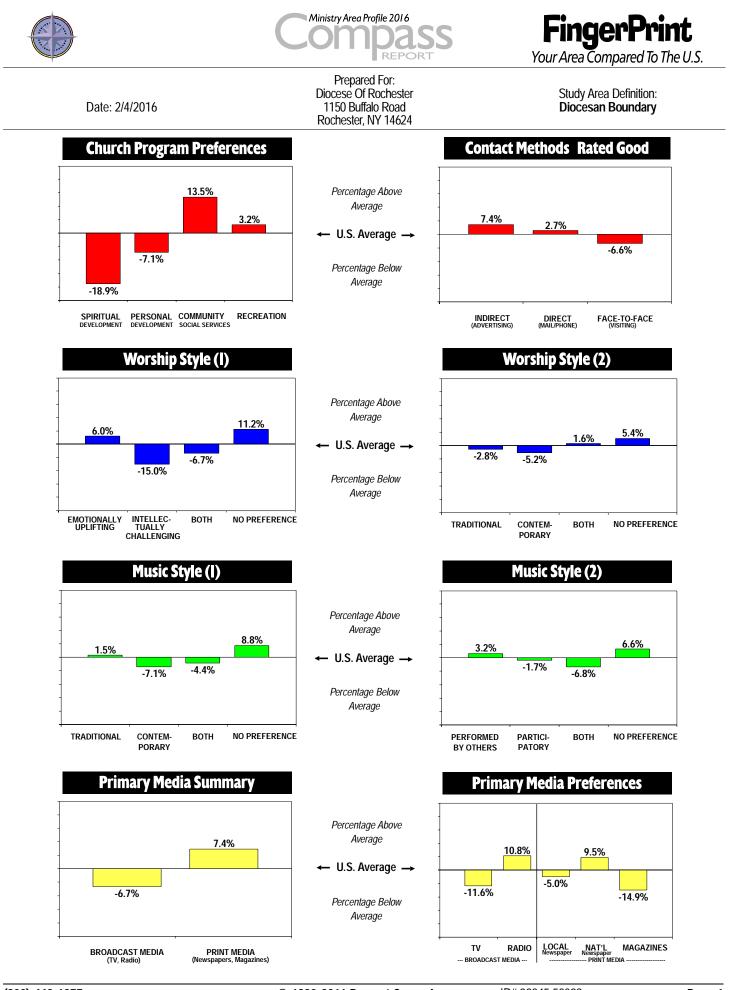
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Study Area Definition: Diocesan Boundary

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

Study Area Definition: Diocesan Boundary

Description			U.S.
▲ Indicates the study area percentage is more than 1.1 times the U.S. average	Study Area	U.S. Average	Comparative
$\downarrow~$ Indicates the study area percentage is less than 0.9 times the U.S. average			Index
CHURCH PROGRAM PREFERENCE I			
Estimated 2016 Households If Looking for a New Church Likely to Ex	press as Most Im	portant:	
SPIRITUAL DEVELOPMENT:			
J Bible Study Discussion and Prayer Groups	28.0%	41.1%	68
Adult Theological Discussion Groups	21.6%	22.5%	96
Spiritual Retreats	11.4%	11.6%	98
PERSONAL DEVELOPMENT:			
<ul> <li>Marriage Enrichment Opportunities</li> </ul>	13.6%	15.2%	89
Parent Training Programs	7.1%	7.8%	91
Twelve Step Programs	3.7%	3.5%	106
Divorce Recovery	2.5%	2.4%	104
COMMUNITY/SOCIAL SERVICES:			
Personal or Family Counseling	23.8%	22.5%	106
▲ Care for the Terminally III	18.9%	15.7%	120
▲ Food and Clothing Resources	15.5%	11.1%	140
Day Care Services	6.6%	6.1%	108
Church Sponsored Day-School	4.6%	5.7%	80
RECREATION:			
Youth Social Programs	29.4%	29.7%	99
Family Activities and Outings	33.3%	32.8%	102
▲ Active Retirement Programs	30.2%	26.8%	113
Cultural Programs (Music, Drama, Art)	19.2%	18.9%	102
Sports or Camping	6.0%	6.3%	95

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







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

Study Area Definition: Diocesan Boundary

Description           ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
WORSHIP STYLE INDICATOR			
Estimated 2016 Households Likely to Prefer Church Worship which is:			

#### PART 1:

A. Emotionally Uplifting	27.9%	26.4%	106
↓ B. Intellectually Challenging	9.4%	11.1%	85
C. Both A and B	36.5%	39.2%	93
▲ D. No Preference or Not Interested	26.0%	23.4%	111
PART 2:	20.070	23.770	111
	20.070	23.470	111
	19.7%	20.2%	97
PART 2: A. Traditional/Formal/Ceremonial			
PART 2:	19.7%	20.2%	97

### MUSIC STYLE INDICATOR

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

PART 1:			
A. Traditional	24.8%	24.4%	102
B. Contemporary	18.3%	19.7%	93
C. Both A and B	29.7%	31.1%	96
D. No Preference or Not Interested	27.0%	24.8%	109
PART 2:			
PART 2: A. Performed by Others	19.3%	18.7%	103
	19.3% 22.5%	18.7% 22.9%	
			103 98 93







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

Study Area Definition: Diocesan Boundary

Description           ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
MISSION EMPHASIS INDICATOR			

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

PART 1:			
A. Community	24.0%	22.0%	109
<ul> <li>B. Personal Spiritual Development</li> </ul>	11.7%	14.3%	82
C. Both A and B	35.3%	37.4%	94
D. No Preference or Not Interested	28.6%	26.3%	109
	5.2%	6.2%	83
	5.2% 33.4%	6.2% 33.3%	83
<ul> <li>PART 2:</li> <li>↓ A. Global Mission</li> <li>B. Local Mission</li> <li>C. Both A and B</li> </ul>			

### CHURCH ARCHITECTURE INDICATOR

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

A. Traditional	28.8%	26.6%	108
A. Hauluollai	20.070	20.070	100
B. Contemporary	14.4%	15.9%	90
C. Both A and B	29.5%	32.3%	91
D. No Preference or Not Interested	27.1%	25.1%	108
		25.170	10
PART 2: A. Somber/Serious	8.9%	9.4%	
			92 101
A. Somber/Serious	8.9%	9.4%	94





# **Communication**

Date: 2/4/2016

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

### Study Area Definition: Diocesan Boundary

Description ▲ Indicates the study area percentage is more than 1.1 times the U.S. average	Study Area	U.S. Average	U.S. Comparative
$\downarrow$ Indicates the study area percentage is less than 0.9 times the U.S. average			Index
PRIMARY MEDIA PREFERENCE			

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

# BROADCAST MEDIA:

↓ Television	41.8%	47.3%	88
▲ Radio	14.8%	13.3%	111
PRINT MEDIA:			
Local Newspaper	38.8%	36.1%	107
National Newspaper	4.7%	4.3%	109
Magazines	2.5%	2.4%	103

### SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:			
Television	33.9%	31.9%	106
Radio	23.5%	23.8%	99
PRINT MEDIA: Local Newspaper	31.1%	32.7%	95
National Newspaper	5.8%	5.8%	101
↓ Magazines	6.0%	7.0%	85

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





# **Communication**

Date: 2/4/2016

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



Description           ▲ 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	Study Area	U.S. Average	U.S. Comparative Index
CHURCH CONTACT METHODS RATED	) GOOD		
Estimated 2016 Households Likely to Rate As Good the Following Met	hods of Contact	from a Church:	
INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	37.0%	36.2%	102
▲ Putting Ad in Local Newspaper	39.0%	33.8%	115
Local Cable Channels	31.9%	30.4%	105
DIRECT METHODS (MORE PERSONAL):			
DIRECT METHODS (MORE PERSONAL): Sending Information By Mail	55.8%	53.7%	104
	55.8% 31.2%	53.7% 29.5%	104 106

FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	19.6%	20.1%	98
↓ Going Door to Door	12.2%	14.0%	87

### CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):
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20.7%	19.6%	106
18.1%	21.5%	84
30.6%	30.7%	100
11.8%	13.3%	88
33.3%	34.0%	98
60.3%	60.6%	100
50.5%	49.6%	102
66.2%	64.0%	104
	18.1%         30.6%         11.8%         33.3%         60.3%         50.5%	18.1%         21.5%           30.6%         30.7%           11.8%         13.3%           33.3%         34.0%           60.3%         60.6%           50.5%         49.6%

107
103
93

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