

**ministry
area** 
profile **2016**

Diocese of Rochester
East Deanery

Study Area Definition:
Custom Polygon





Prepared For:
Diocese of Rochester
East Deanery

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Table of Contents

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

Date: 3/11/2016

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Diocese of Rochester
East Deanery

Study Area Definition:
Custom Polygon

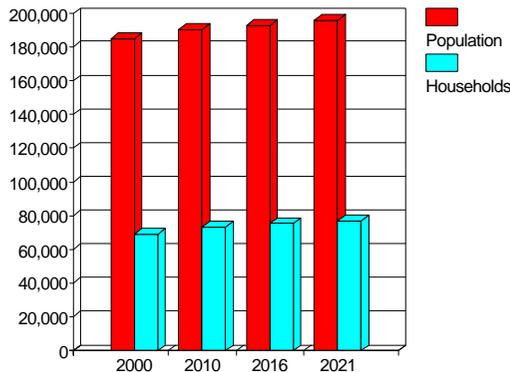
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 193,048 persons residing in the defined study area. This represents an increase of 8,005 or 4.3% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A Yes, between 2016 and 2021, the population is projected to increase by 1.4% or 2,689 additional persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *very high* with 41 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 32.2% 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 *very high*. Among individual groups, *Anglos* represent 82.4% of the population and all other racial/ethnic groups make up just 17.6% which is well below the national average of 39%. The largest of these groups, *Asians*, accounts for 6.0% of the total population. *Asians* are also projected to be the fastest growing group increasing by 18.4% 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 67,200 persons or 34.8% 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)
- 6** **Q** **Overall, how traditional are the family structures?**
A 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)
- 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 *very high*. While 90.3% 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 35.8% 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, Employment Opportunities, Achieving Educational Objectives, Health Insurance* and *Dealing with Stress*. (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 \$71,759 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *somewhat low*. (see page 4 and 17)

Date: 3/11/2016

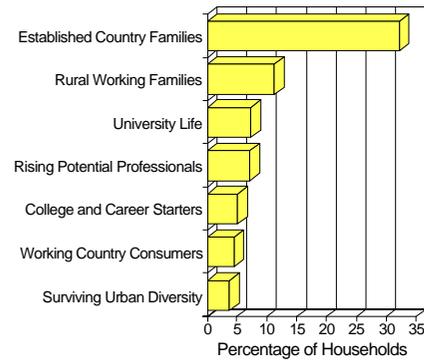
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Population and Households

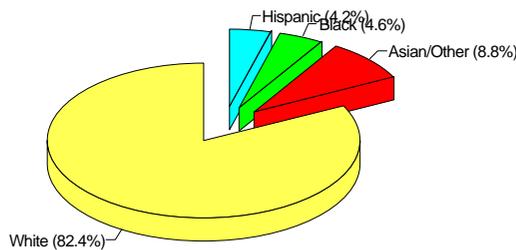


Primary U.S. Lifestyles Segments-2016

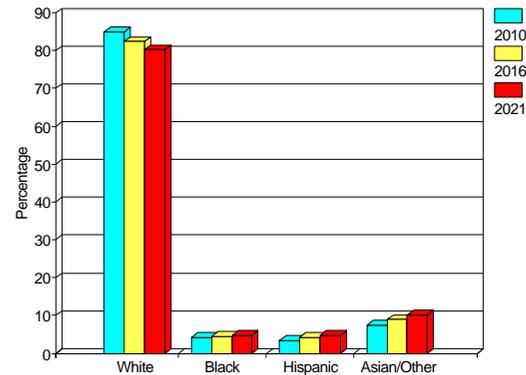


The population in the study area has increased by 2474 persons, or 1.3% since 2010 and is projected to increase by 2689 persons, or 1.4% between 2016 and 2021. The number of households has increased by 2145, or 2.9% since 2010 and is projected to increase by 1765, or 2.3% between 2016 and 2021.

Population By Race/Ethnicity-2016

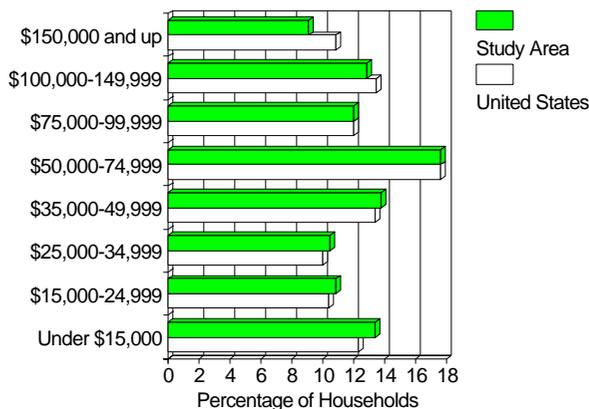


Population By Race/Ethnicity Trend

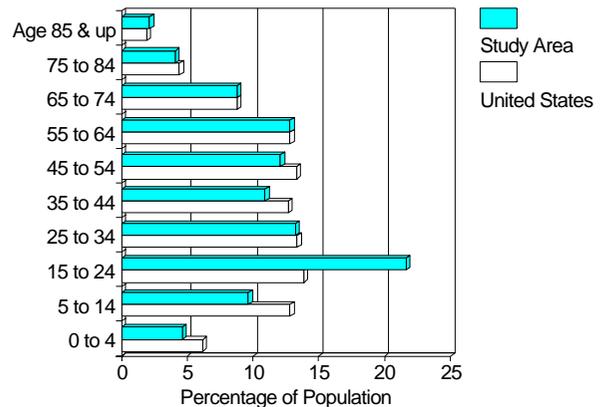


Between 2016 and 2021, the White population is projected to decrease by 1961 persons and to decrease from 82.4% to 80.3% of the total population. The Black population is projected to increase by 704 persons and to increase from 4.6% to 4.9% of the total. The Hispanic/Latino population is projected to increase by 1349 persons and to increase from 4.2% to 4.8% of the total. The Asian/Other population is projected to increase by 2597 persons and to increase from 8.8% to 10.0% of the total population.

Households By Income-2016



Population by Age-2016

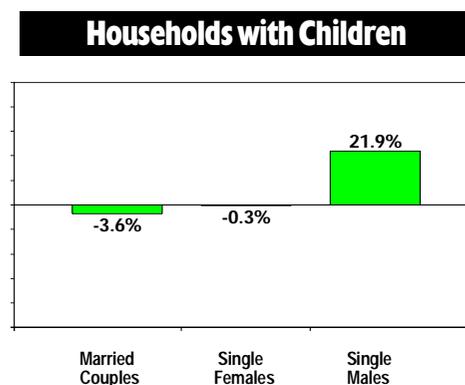
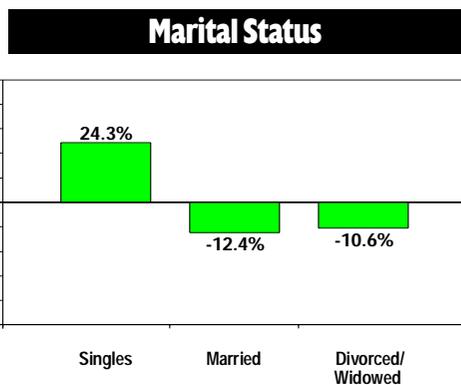
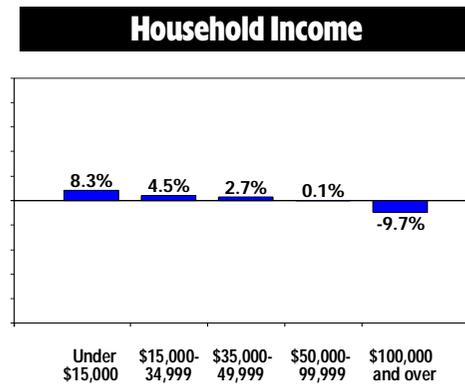
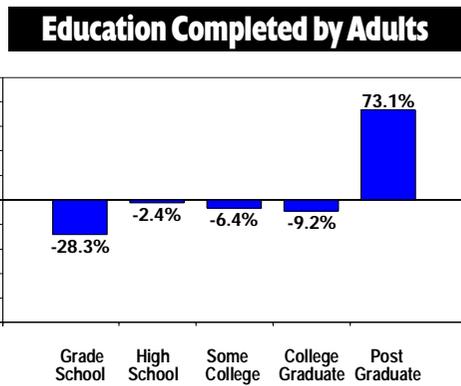
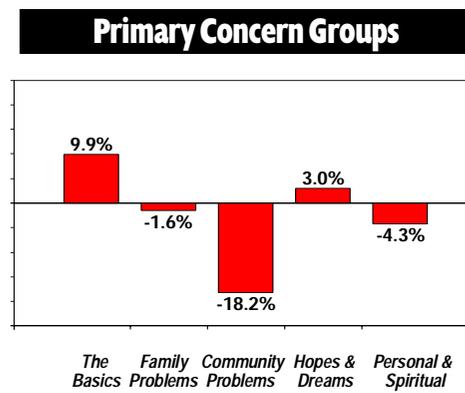
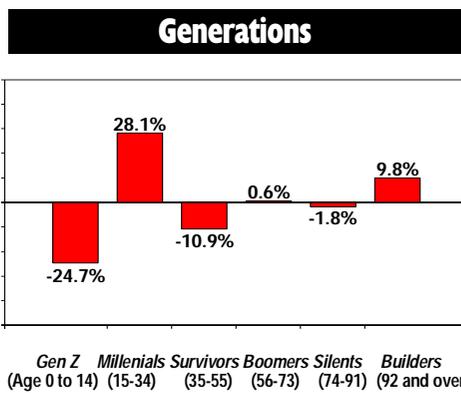
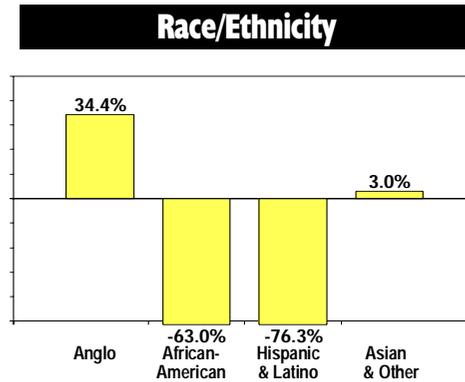
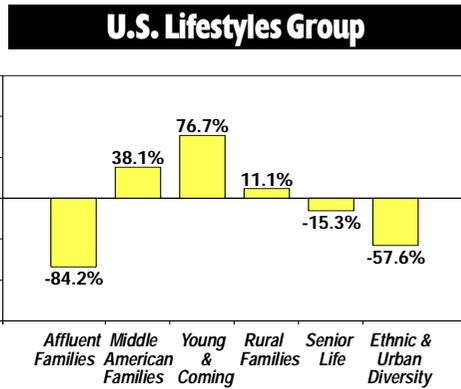


The average household income in the study area is \$71759 a year as compared to the U.S. average of \$77135. The average age in the study area is 38.9 and is projected to increase to 39.8 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
▲ Population	185,043	190,574	193,048	195,737
Population Change		5,531	2,474	2,689
Percentage Change		3.0%	1.3%	1.4%
Average Annual Growth Rate		0.3%	0.2%	0.3%
▲ Density (Pop. per square mile)	129	133	134	136
HOUSEHOLDS				
▲ Households	69,196	73,124	75,269	77,034
Household Change		3,928	2,145	1,765
Percentage Change		5.7%	2.9%	2.3%
↓ Average Annual Growth Rate		0.6%	0.5%	0.5%
↓ Persons Per Household	2.40	2.34	2.30	2.28

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	161,758	84.9%	159,070	82.4%	157,109	80.3%
▲ African-American (Non-Hisp)	8,014	4.2%	8,793	4.6%	9,497	4.9%
▲ Hispanic/Latino	6,636	3.5%	8,141	4.2%	9,490	4.8%
▲ Asian/Other (Non-Hisp)	14,166	7.4%	17,044	8.8%	19,641	10.0%

POPULATION BY GENDER						
Female	94,165	49.4%	95,351	49.4%	96,739	49.4%
Male	96,409	50.6%	97,697	50.6%	98,998	50.6%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	16,602	8.7%	27,596	14.3%	44,466	22.7%
Millennials (Born 1982 to 2001)	64,570	33.9%	67,197	34.8%	60,970	31.1%
↓ Survivors (Born 1961 to 1981)	48,429	25.4%	46,962	24.3%	46,182	23.6%
↓ Boomers (Born 1943 to 1960)	41,067	21.5%	37,817	19.6%	34,502	17.6%
↓ Silents (Born 1925 to 1942)	16,299	8.6%	12,650	6.6%	9,573	4.9%
↓ Builders (Born 1924 and earlier)	3,596	1.9%	827	0.4%	41	0.0%

AGE			
▲ Average Age	37.9	38.9	39.8
▲ Median Age	37.7	38.7	39.6

INCOME			
▲ Average Household Income	\$62,326	\$71,759	\$76,896
▲ Median Household Income	\$50,072	\$54,389	\$58,206
▲ Per Capita Income	\$23,915	\$27,979	\$30,263

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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	4,237	5.8%	6,845	9.1%	8,307	10.8%
▲ \$100,000 to \$149,999	8,624	11.8%	9,671	12.8%	10,754	14.0%
▲ \$75,000 to \$99,999	8,599	11.8%	9,048	12.0%	9,354	12.1%
↓ \$50,000 to \$74,999	14,147	19.3%	13,271	17.6%	13,166	17.1%
↓ \$35,000 to \$49,999	10,896	14.9%	10,363	13.8%	10,276	13.3%
↓ \$25,000 to \$34,999	8,332	11.4%	7,875	10.5%	7,761	10.1%
↓ \$15,000 to \$24,999	8,273	11.3%	8,163	10.8%	7,762	10.1%
↓ Under \$15,000	10,016	13.7%	10,032	13.3%	9,655	12.5%
POPULATION BY PHASE OF LIFE						
↓ Before Formal Schooling (Age 0-4)	9,081	4.8%	9,000	4.7%	8,996	4.6%
↓ Required Formal Schooling (5-17)	26,596	14.0%	25,391	13.2%	24,811	12.7%
↓ College Years, Career Starts (18-24)	34,640	18.2%	34,892	18.1%	32,797	16.8%
▲ Singles and Young Families (25-34)	24,489	12.9%	25,510	13.2%	26,541	13.6%
↓ Families, Empty Nesters (35-54)	48,238	25.3%	44,446	23.0%	43,987	22.5%
Enrichment Years Singles/Couples (55-64)	23,162	12.2%	24,741	12.8%	24,739	12.6%
▲ Retirement Opportunities (65+)	24,356	12.8%	29,069	15.1%	33,864	17.3%
POPULATION BY AGE (DETAIL)						
↓ Under 5 years	9,081	4.8%	9,000	4.7%	8,996	4.6%
↓ 5 to 9 years	9,401	4.9%	9,098	4.7%	9,060	4.6%
↓ 10 to 14 years	10,070	5.3%	9,498	4.9%	9,284	4.7%
↓ 15 to 17 years	7,125	3.7%	6,795	3.5%	6,467	3.3%
↓ 18 to 20 years	17,875	9.4%	16,448	8.5%	15,909	8.1%
↓ 21 to 24 years	16,765	8.8%	18,444	9.6%	16,888	8.6%
↓ 25 to 29 years	13,569	7.1%	13,230	6.9%	11,613	5.9%
▲ 30 to 34 years	10,920	5.7%	12,280	6.4%	14,928	7.6%
▲ 35 to 39 years	10,248	5.4%	11,331	5.9%	12,291	6.3%
40 to 44 years	11,533	6.1%	9,746	5.0%	10,568	5.4%
↓ 45 to 49 years	13,014	6.8%	11,133	5.8%	9,705	5.0%
↓ 50 to 54 years	13,443	7.1%	12,236	6.3%	11,423	5.8%
↓ 55 to 59 years	12,614	6.6%	12,579	6.5%	11,923	6.1%
▲ 60 to 64 years	10,548	5.5%	12,162	6.3%	12,816	6.5%
▲ 65 to 69 years	7,436	3.9%	10,023	5.2%	11,040	5.6%
▲ 70 to 74 years	5,155	2.7%	6,961	3.6%	9,561	4.9%
▲ 75 to 84 years	7,770	4.1%	7,949	4.1%	9,121	4.7%
85 or more years	3,995	2.1%	4,136	2.1%	4,142	2.1%

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Description ▲ Indicates the study area percentage is more than 1.2 times the U.S. average ↓ Indicates the study area percentage is less than 0.8 times the U.S. average	Study Area		U.S. Average	U.S. Comparative Index
	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	165,452			
▲ Single (Never Married)	67,650	40.9%	32.9%	124
Married	72,738	44.0%	50.2%	88
Divorced/Widowed	25,063	15.1%	16.9%	89
Marital Status Females 15 and Older (2016)	81,943			
Single (Never Married)	29,189	35.6%	29.8%	120
Married	36,526	44.6%	48.8%	91
Divorced/Widowed	16,228	19.8%	21.4%	93
Marital Status Males 15 and Older (2016)	83,509			
▲ Single (Never Married)	38,461	46.1%	36.2%	127
Married	36,213	43.4%	51.6%	84
Divorced/Widowed	8,835	10.6%	12.3%	86
FAMILY STRUCTURE				
Households By Type (2016)	75,269			
Married Couple	32,353	43.0%	48.5%	89
Other Family - Male Head of Household	3,395	4.5%	4.9%	92
↓ Other Family - Female Head of Household	7,449	9.9%	13.0%	76
▲ Non Family - Male Head of Household	15,219	20.2%	15.8%	128
▲ Non Family - Female Head of Household	16,854	22.4%	17.7%	126
Households With Children 0 to 18 (2016)	19,936			
Married Couple Family	12,540	62.9%	65.2%	96
▲ Other Family - Male Head of Household	2,057	10.3%	8.5%	122
Other Family - Female Head of Household	5,033	25.2%	25.3%	100
▲ Non Family	306	1.5%	1.0%	159
Population By Household Type (2016)	193,048			
▲ Group Quarters	19,619	10.2%	2.5%	405

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	19,619			
Correctional Facilities	5,495	28.0%	30.0%	93
▲ College Dorms	12,497	63.7%	31.9%	200
↓ Military	0	0.0%	4.2%	0
Nursing Homes	857	4.4%	18.7%	23
↓ Other	770	3.9%	15.2%	26
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	193,048			
▲ White (Non-Hispanic)	159,070	82.4%	61.3%	134
↓ African-American (Non-Hisp)	8,793	4.6%	12.3%	37
↓ Hispanic/Latino	8,140	4.2%	17.8%	24
↓ Native American (Non-Hisp)	599	0.3%	0.7%	42
Asian (Non-Hisp)	11,407	5.9%	5.3%	112
↓ Hawaiian & Pacific Islander (Non-Hisp)	80	0.0%	0.2%	25
Other Races & Multiple Races (Non-Hisp)	4,958	2.6%	2.4%	107
Asian Population By Race (2016)	11,489			
▲ Chinese	4,818	41.9%	22.3%	188
↓ Japanese	430	3.7%	5.0%	74
Indian	2,192	19.1%	19.5%	98
▲ Korean	1,821	15.8%	9.6%	164
↓ Vietnamese	148	1.3%	11.0%	12
↓ Other Asian Races	2,080	18.1%	32.5%	56
Hispanic/Latino Population By Race (2016)	8,140			
White	4,477	55.0%	53.0%	104
▲ African-American	631	7.8%	2.5%	310
▲ Native American	152	1.9%	1.4%	136
▲ Asian	82	1.0%	0.4%	241
Other Races & Multiple Races	2,798	34.4%	42.7%	80
Hispanic/Latino Population By Origin (2016)	8,140			
↓ Mexican	1,618	19.9%	62.4%	32
▲ Puerto Rican	2,711	33.3%	9.5%	352
▲ Cuban	411	5.0%	3.5%	143
▲ Other Hispanic Origin	3,401	41.8%	24.6%	170

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	61,830			
↓ Pre-Primary (Public)	1,327	2.1%	3.4%	62
↓ Pre-Primary (Private)	766	1.2%	2.6%	47
↓ Elementary/High School (Public)	23,823	38.5%	58.9%	65
↓ Elementary/High School (Private)	2,008	3.2%	6.6%	49
▲ Enrolled in College	33,906	54.8%	28.4%	193
Population By Education Completed (Age 25 and over) (2016)	123,765			
↓ Elementary (Less than 9 years)	2,642	2.1%	5.8%	37
Some High School (9 to 11 years)	9,408	7.6%	7.8%	98
High School Graduate (12 years)	33,686	27.2%	27.9%	98
↓ Some College (13 to 15 years)	20,333	16.4%	21.2%	78
▲ Associate Degree	13,436	10.9%	8.0%	136
Bachelor's Degree	20,586	16.6%	18.3%	91
▲ Graduate Degree	23,675	19.1%	11.0%	173
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	91,326			
TOTAL WHITE COLLAR	56,401	61.8%	61.5%	100
Executive and Managerial	9,525	10.4%	9.7%	107
▲ Professional Specialty	19,862	21.7%	16.6%	131
Technical Support	7,749	8.5%	8.3%	102
↓ Sales	7,011	7.7%	10.9%	71
Administrative Support & Clerical	12,254	13.4%	16.0%	84
TOTAL BLUE COLLAR	34,923	38.2%	38.5%	99
Service: Private Households	3,340	3.7%	3.7%	99
Service: Protective	2,377	2.6%	2.2%	118
Service: Other	8,031	8.8%	7.5%	118
▲ Farming, Forestry & Fishing	863	0.9%	0.7%	130
Precision Production and Craft	8,856	9.7%	11.0%	88
Operators and Assemblers	3,156	3.5%	3.2%	107
Transportation and Material Moving	4,662	5.1%	6.2%	83
Laborers	3,638	4.0%	4.0%	99

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	163,254			
Employed	90,948	55.7%	58.1%	96
↓ Unemployed	6,116	3.7%	5.6%	67
Not in Labor Force	66,190	40.5%	36.3%	112
Total Female Pop. By Work Status (Age 20 to 64) (2013)	54,100			
TOTAL WORKING	37,495	69.3%	66.8%	104
With No Own Children	25,353	46.9%	42.2%	111
With Own Children Age 0 to 5 only	2,580	4.8%	5.5%	87
With Own Children Age 6 to 17 only	7,797	14.4%	14.8%	97
↓ With Own Children Both Age 0 to 5 and 6 to 17	1,765	3.3%	4.3%	76
↓ TOTAL NOT WORKING (UNEMPLOYED)	1,929	3.6%	6.2%	57
↓ With No Own Children	1,288	2.4%	3.8%	63
↓ With Own Children Age 0 to 5 only	214	0.4%	0.7%	60
↓ With Own Children Age 6 to 17 only	348	0.6%	1.3%	51
↓ With Own Children Both Age 0 to 5 and 6 to 17	79	0.1%	0.5%	27
TOTAL NOT IN THE LABOR FORCE	14,676	27.1%	27.0%	101
With No Own Children	10,966	20.3%	17.1%	119
With Own Children Age 0 to 5 only	1,211	2.2%	2.6%	86
↓ With Own Children Age 6 to 17 only	1,635	3.0%	4.6%	65
↓ With Own Children Both Age 0 to 5 and 6 to 17	864	1.6%	2.6%	60
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	75,269			
Above Poverty Line (Households with Children)	39,616	63.8%	59.6%	107
Above Poverty Line (Households without Children)	16,001	25.8%	26.5%	97
↓ Below Poverty Line (Households with Children)	3,585	5.8%	7.9%	73
↓ Below Poverty Line (Households without Children)	2,869	4.6%	6.0%	77
Households By Presence of Retirement Income (2013)	73,124			
With Retirement Income	15,124	20.7%	17.6%	118
Without Retirement Income	56,991	77.9%	81.5%	96

Date: 3/11/2016

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Diocese of Rochester
East Deanery

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HOUSING				
Occupied Units By Type (2016)	75,269			
Owner Occupied	46,679	62.0%	65.0%	95
Renter Occupied	28,590	38.0%	35.0%	108
Median Rent (2013)	\$851		\$904	94
Structures By Number of Units (2016)	84,612			
Single Unit	52,060	61.5%	67.3%	91
▲ 3 to 4 Units	11,916	14.1%	8.1%	174
5 to 19 Units	6,720	7.9%	9.3%	85
↓ 20 to 49 Units	1,895	2.2%	3.6%	62
↓ 50 or more Units	3,245	3.8%	5.1%	75
▲ Mobile Home	8,753	10.3%	6.4%	161
↓ Other	22	0.0%	0.1%	31
Single To Multiple Unit Ratio	2.19		2.57	85
Owner-Occupied Property Values (2016)	46,679			
Under \$40,000	3,323	7.1%	7.2%	99
\$40,000 to \$59,999	1,888	4.0%	3.7%	109
▲ \$60,000 to \$79,999	3,202	6.9%	5.1%	133
▲ \$80,000 to \$99,999	5,015	10.7%	6.5%	165
▲ \$100,000 to 149,999	9,062	19.4%	15.1%	129
▲ \$150,000 to \$199,999	8,276	17.7%	14.6%	122
\$200,000 to \$299,999	8,323	17.8%	18.1%	98
↓ \$300,000 to \$499,999	5,573	11.9%	16.9%	70
↓ \$500,000 to \$999,999	1,672	3.6%	9.7%	37
↓ \$1,000,000 and over	346	0.7%	3.0%	24
Median Property Value	\$164,809		\$192,432	86

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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	84,612			
↓ 2010 and later	3,196	3.8%	5.5%	68
↓ 2000 to 2009	5,755	6.8%	14.6%	47
↓ 1990 to 1999	8,999	10.6%	13.4%	79
1980 to 1989	9,879	11.7%	13.2%	89
1970 to 1979	11,105	13.1%	15.0%	88
↓ 1960 to 1969	6,887	8.1%	10.4%	78
↓ 1950 to 1959	6,172	7.3%	10.3%	71
▲ 1949 or earlier	32,619	38.6%	17.7%	218
Households By Number of Persons (2016)	75,269			
1 Person Household	24,112	32.0%	27.3%	117
2 Person Household	26,093	34.7%	32.3%	107
3 Person Household	11,648	15.5%	16.2%	95
4 Person Household	8,332	11.1%	13.1%	85
↓ 5 Person Household	3,174	4.2%	6.5%	65
↓ 6 Person Household	1,199	1.6%	2.8%	58
↓ 7 or more Person Household	711	0.9%	1.9%	49
Average Persons Per Household	2.3		2.6	90
Households By Heating Type (2013)	72,115			
Utility and Other Gas	44,330	61.5%	54.0%	114
↓ Electric	10,062	14.0%	36.1%	39
▲ Oil	10,250	14.2%	6.1%	231
▲ Coal and Wood	6,355	8.8%	2.2%	396
▲ Solar/Other Fuel	956	1.3%	0.5%	268
↓ No Fuel Used	162	0.2%	0.9%	24

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TRANSPORTATION				
Households By Number of Vehicles (2016)	75,269			
▲ No Vehicles	8,945	11.9%	9.0%	132
1 Vehicle	27,710	36.8%	33.7%	109
2 Vehicle	27,747	36.9%	37.5%	98
↓ 3 or more Vehicles	10,868	14.4%	19.8%	73
Workers By Travel Time to Work (2016)	84,476			
▲ Less than 15 minutes	32,604	38.6%	27.3%	142
15 to 29 minutes	32,849	38.9%	36.5%	106
↓ 30 to 44 minutes	11,638	13.8%	20.2%	68
↓ 45 to 59 minutes	3,976	4.7%	7.7%	61
↓ 60 or more minutes	3,408	4.0%	8.3%	49
↓ Average Travel Time to Work (minutes)	22.2		28.2	79
Workers By Type of Transportation to Work (2016)	88,510			
Drive Alone	61,174	69.1%	76.9%	90
Car Pool	8,465	9.6%	9.6%	100
Public Transportation	3,890	4.4%	5.1%	86
▲ Walk to Work	9,585	10.8%	2.8%	385
↓ Other Means	835	0.9%	1.2%	76
Work at Home	4,560	5.2%	4.4%	117

Date: 3/11/2016

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East Deanery

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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	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	32,656	43.4%	31.4%	138
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	19,495	25.9%	14.7%	177
4	Rural Families (27, 26, 29, 33, 35 and 38)	10,922	14.5%	13.1%	111
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	5,858	7.8%	18.4%	42
5	Senior Life (7, 20, 21, 22, 30 and 31)	4,399	5.8%	6.9%	85
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	1,795	2.4%	15.1%	16

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	24,243	32.2%	6.4%	503
38	Rural Working Families	8,441	11.2%	8.8%	128
47	University Life	5,559	7.4%	0.8%	982
8	Rising Potential Professionals	5,402	7.2%	2.3%	307
34	College and Career Starters	3,854	5.1%	0.6%	890
25	Working Country Consumers	3,366	4.5%	4.1%	109
40	Surviving Urban Diversity	2,826	3.8%	4.0%	93
39	New Beginning Urbanites	1,972	2.6%	2.8%	95
28	Building Country Families	1,926	2.6%	2.8%	91
20	Cautious and Mature	1,839	2.4%	2.6%	93
15	Reliable Young Starters	1,622	2.2%	4.3%	51
32	Working Urban Life	1,509	2.0%	1.7%	121
10	Suburban Mid-Life Families	1,278	1.7%	5.5%	31
35	Laboring Country Families	1,220	1.6%	2.7%	59
18	Working Urban Families	1,076	1.4%	4.0%	36
6	Prosperous New Country Families	949	1.3%	2.1%	59
22	Mature and Established	882	1.2%	1.8%	65
23	Established Empty-Nesters	731	1.0%	3.4%	29
29	Working Country Families	662	0.9%	1.0%	91
31	Mature Country Families	652	0.9%	0.5%	161

Date: 3/11/2016

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Diocese of Rochester
East Deanery

Study Area Definition:
Custom Polygon

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.		
4	Educated Mid-Life Families	634	0.8%	3.4%	25
48	Struggling Urban Life	611	0.8%	0.8%	100
45	Struggling Urban Diversity	594	0.8%	2.5%	32
12	Educated New Starters	593	0.8%	2.9%	27
21	Mature and Stable	566	0.8%	0.6%	133
19	Educated and Promising	433	0.6%	0.1%	733
33	Laboring Rural Families	293	0.4%	0.1%	285
27	Country Family Diversity	284	0.4%	0.3%	111
30	Urban Senior Life	267	0.4%	0.8%	43
7	Prosperous and Mature	193	0.3%	0.5%	48
14	Secure Mid-Life Families	135	0.2%	0.7%	27
49	Exception Households	120	0.2%	0.2%	64
41	Struggling Hispanic Households	108	0.1%	1.6%	9
42	Laboring Rural Diversity	83	0.1%	1.5%	7
3	Mid-Life Prosperity	67	0.1%	1.5%	6
37	Rising Multi-Ethnic Urbanites	60	0.1%	0.6%	14
44	Laboring Urban Life	58	0.1%	0.1%	103
43	Laboring Urban Diversity	42	0.1%	0.5%	11
9	Educated Working Families	33	0.0%	0.1%	52
26	Working Suburban Families	22	0.0%	0.1%	24
46	Struggling Black Households	19	0.0%	2.5%	1
5	Prosperous Diversity	9	0.0%	3.1%	0
24	Metro Multi-Ethnic Diversity	7	0.0%	2.7%	0
17	Large Young Families	3	0.0%	2.2%	0
1	Traditional Affluent Families	1	0.0%	3.5%	0
36	Working Diverse Urbanites	1	0.0%	0.4%	0
11	Young Suburban Families	0	0.0%	3.0%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
TOTALS		75,245	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

↓ Strongly Involved with Their Faith	29.3%	35.4%	83
Somewhat Involved with Their Faith	32.9%	29.9%	110
Not Involved with Their Faith	37.3%	34.7%	108

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.2%	22.1%	91
Decreased Their Involvement with Their Faith in the Last 10 Years	25.8%	23.7%	109

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	37
↓ Baptist	7.2%	16.1%	45
▲ Catholic	36.3%	23.7%	153
▲ Congregational	4.7%	2.0%	243
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	91
▲ Episcopal	4.5%	2.9%	156
↓ Holiness	0.4%	0.8%	49
Jehovah's Witnesses	1.0%	1.1%	90
▲ Judaism	8.1%	3.2%	258
↓ Lutheran	4.1%	7.2%	56
↓ Methodist	7.1%	10.1%	70
↓ Mormon	0.6%	1.8%	35
↓ New Age	0.4%	0.6%	74
↓ Non-Denominational / Independent	3.0%	6.9%	43
▲ Orthodox	0.6%	0.3%	190
↓ Pentecostal	1.9%	2.4%	79
↓ Presbyterian / Reformed	3.0%	4.6%	65
▲ Unitarian / Universalist	1.3%	0.7%	186
↓ Interested but No Preference	2.7%	3.9%	70
Not Interested and No Preference	11.4%	11.1%	103
↓ Likely to Have Changed Their Preference in the Last 10 Years	13.9%	16.8%	83

LEADERSHIP PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer A Leader Who:

Tells them what to do	4.2%	4.0%	105
Lets them do what they want and is supportive	10.9%	11.7%	93
Lets them do what they want and stays out of the way	5.2%	4.8%	108
Works with them on deciding what to do and helps them do it	79.7%	79.6%	100

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	44.9%	43.5%	103
▲ Finding/Providing Health Insurance	32.2%	29.0%	111
▲ Day-to-Day Financial Worries	36.5%	31.6%	116
▲ Finding Employment Opportunities	16.6%	14.4%	115
Finding Affordable Housing	11.5%	11.3%	102
▲ Providing Adequate Food	10.9%	8.6%	127
Finding Child Care	6.3%	6.3%	101
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	16.8%	16.7%	101
Dealing With Teen / Child Problems	19.5%	20.7%	94
Finding/Providing Aging Parent Care	15.5%	15.5%	100
Dealing With Abusive Relationships	11.4%	11.4%	100
Dealing With Divorce	4.5%	4.5%	101
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	19.7%	27.0%	73
Finding/Providing Good Schools	21.9%	23.5%	93
Dealing with Problems in Schools	13.4%	13.6%	99
↓ Dealing With Racial / Ethnic Prejudice	10.2%	13.1%	78
↓ Dealing With Neighborhood Gangs	3.5%	8.5%	42
Dealing with Social Injustice	10.5%	11.3%	93
HOPES AND DREAMS:			
Achieving Long-term Financial Security	51.9%	50.6%	103
Finding Time for Recreation / Leisure	26.4%	25.3%	104
Finding Better Quality Healthcare	25.0%	23.9%	104
Finding A Satisfying Job / Career	20.6%	19.3%	107
Finding Retirement Opportunities	19.3%	18.9%	102
Achieving A Fulfilling Marriage	21.9%	22.3%	98
Developing Parenting Skills	14.7%	14.7%	100
▲ Achieving Educational Objectives	8.3%	7.5%	111
SPIRITUAL / PERSONAL:			
Dealing With Stress	32.9%	29.8%	110
Finding Companionship	18.6%	17.3%	107
↓ Finding A Good Church	10.5%	15.2%	69
↓ Finding Spiritual Teaching	8.6%	12.9%	66
Finding Life Direction	14.9%	14.0%	107

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	84.9%	84.5%	100
“God is actively involved in the world including nations and their governments”	64.2%	63.8%	101

SOCIETY:

“It is important to preserve the traditional American family structure”	90.6%	91.5%	99
“A healthy environment has become a national crisis”	82.2%	82.8%	99
“Public education is essential to the future of American society”	93.4%	94.0%	99

INSTITUTIONAL ROLES:

“Government should be the primary provider of human welfare services”	49.8%	50.1%	99
“The role of Churches / Synagogues is to help form and support moral values”	80.4%	81.1%	99
“Churches and religious organizations should provide more human services”	60.6%	62.6%	97

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	35.4%	36.3%	98
“The changing racial / ethnic face of America is a threat to our national heritage”	35.3%	36.3%	97

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	57.3%	59.8%	96
More than \$500 per year	29.2%	31.2%	94
More than \$1,000 per year	16.6%	17.4%	95

TO CHARITIES:

↓ More than \$100 per year	29.9%	33.7%	89
↓ More than \$500 per year	5.6%	6.8%	82
↓ More than \$1,000 per year	1.5%	2.3%	65

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	13.6%	16.1%	84
↓ More than \$500 per year	3.2%	4.3%	74
↓ More than \$1,000 per year	1.4%	2.2%	64

Ministry Area Profile 2016
Compass
REPORT

Diocese of Rochester
East Deanery

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Custom Polygon



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East Deanery

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Custom Polygon

Table of Contents

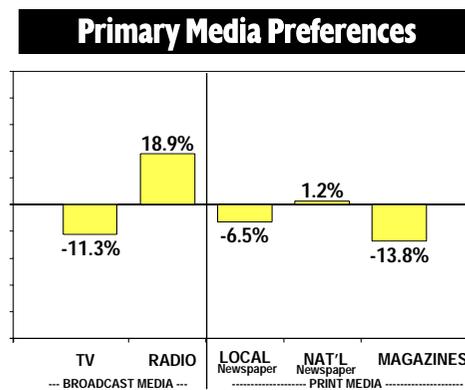
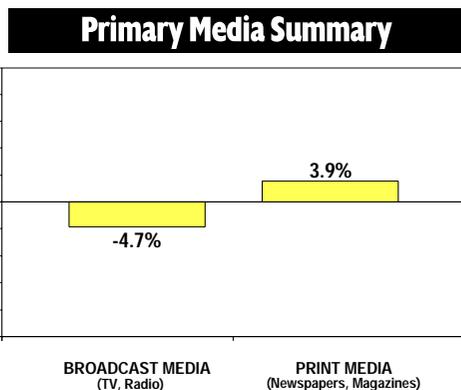
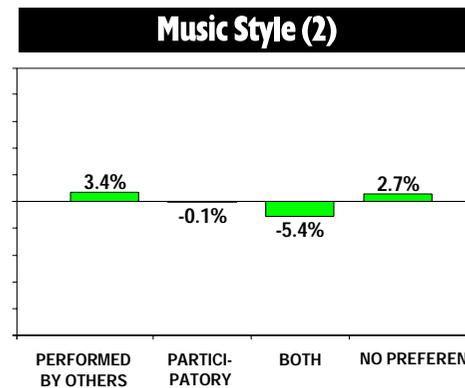
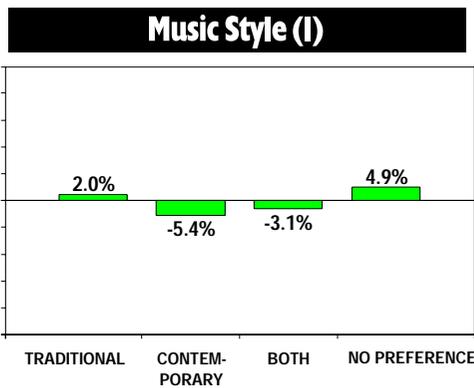
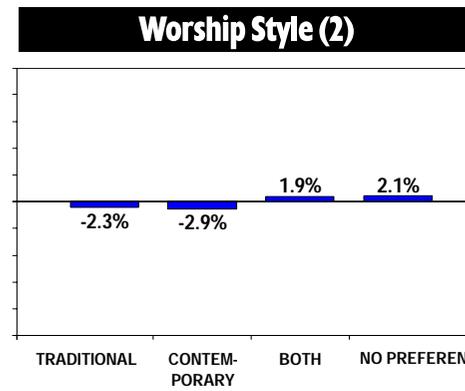
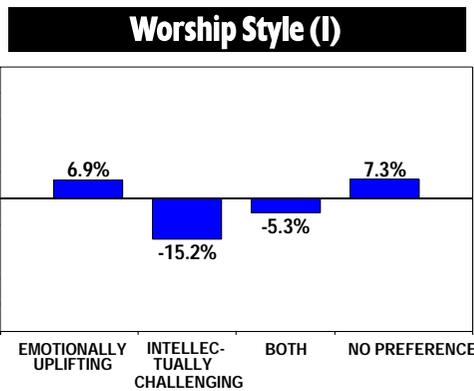
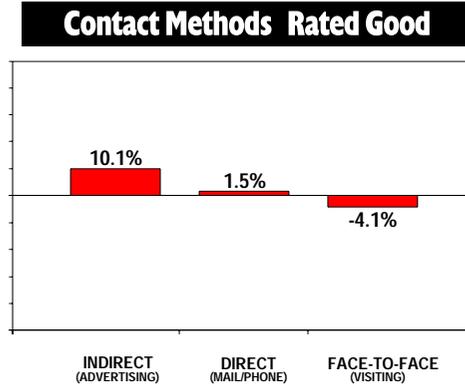
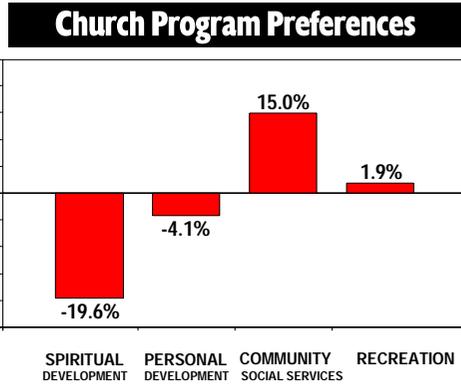
FINGERPRINT	1
PROGRAM	2
SPIRITUAL DEVELOPMENT	2
PERSONAL DEVELOPMENT	2
COMMUNITY/SOCIAL SERVICES.....	2
RECREATION.....	2
STYLE	3
WORSHIP STYLE	3
MUSIC	3
MISSION EMPHASIS	4
ARCHITECTURE.....	4
COMMUNICATION	5
PRIMARY MEDIA PREFERENCE	5
SECONDARY MEDIA PREFERENCE.....	5
CHURCH CONTACT METHODS RATED GOOD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



Date: 3/11/2016

Prepared For:
Diocese of Rochester
East Deanery

Study Area Definition:
Custom Polygon





Date: 3/11/2016

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 Diocese of Rochester
 East Deanery

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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	28.4%	41.1%	69
Adult Theological Discussion Groups	21.1%	22.5%	94
Spiritual Retreats	11.1%	11.6%	95

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.1%	15.2%	93
Parent Training Programs	7.5%	7.8%	96
Twelve Step Programs	3.5%	3.5%	103
Divorce Recovery	2.5%	2.4%	105

COMMUNITY/SOCIAL SERVICES:

▲ Personal or Family Counseling	24.9%	22.5%	111
▲ Care for the Terminally Ill	18.6%	15.7%	119
▲ Food and Clothing Resources	15.8%	11.1%	142
Day Care Services	6.7%	6.1%	109
↓ Church Sponsored Day-School	4.2%	5.7%	74

RECREATION:

Youth Social Programs	29.5%	29.7%	99
Family Activities and Outings	33.9%	32.8%	103
Active Retirement Programs	28.5%	26.8%	106
Cultural Programs (Music, Drama, Art)	18.6%	18.9%	98
Sports or Camping	6.3%	6.3%	99

SUMMARY

↓ Spiritual Development Index	80
Personal Development Index	96
▲ Community/Social Services Index	115
Recreation Index	102



Date: 3/11/2016

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 East Deanery

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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	28.2%	26.4%	107
↓ B. Intellectually Challenging	9.4%	11.1%	85
C. Both A and B	37.1%	39.2%	95
D. No Preference or Not Interested	25.1%	23.4%	107

PART 2:

A. Traditional/Formal/Ceremonial	19.8%	20.2%	98
B. Contemporary/Informal	25.6%	26.3%	97
C. Both A and B	27.0%	26.5%	102
D. No Preference or Not Interested	27.5%	26.9%	102

MUSIC STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.9%	24.4%	102
B. Contemporary	18.7%	19.7%	95
C. Both A and B	30.1%	31.1%	97
D. No Preference or Not Interested	26.0%	24.8%	105

PART 2:

A. Performed by Others	19.3%	18.7%	103
B. Participatory	22.9%	22.9%	100
C. Both A and B	30.4%	32.2%	95
D. No Preference or Not Interested	26.9%	26.2%	103



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 East Deanery

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▲ 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	11.9%	14.3%	83
C. Both A and B	36.2%	37.4%	97
D. No Preference or Not Interested	27.7%	26.3%	106

PART 2:

↓ A. Global Mission	5.1%	6.2%	82
B. Local Mission	33.8%	33.3%	102
C. Both A and B	28.5%	30.1%	95
D. No Preference or Not Interested	32.2%	30.4%	106

CHURCH ARCHITECTURE INDICATOR

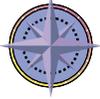
Estimated 2016 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	28.7%	26.6%	108
↓ B. Contemporary	14.0%	15.9%	87
C. Both A and B	30.8%	32.3%	95
D. No Preference or Not Interested	26.2%	25.1%	104

PART 2:

A. Somber/Serious	8.9%	9.4%	95
B. Light and Airy	35.9%	34.7%	104
C. Both A and B	25.5%	27.7%	92
D. No Preference or Not Interested	29.4%	28.2%	104



Date: 3/11/2016

Prepared For:
 Diocese of Rochester
 East Deanery

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PRIMARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

↓ Television	41.9%	47.3%	89
▲ Radio	15.9%	13.3%	119

PRINT MEDIA:

Local Newspaper	37.5%	36.1%	104
National Newspaper	4.4%	4.3%	101
▲ Magazines	2.7%	2.4%	112

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	33.1%	31.9%	104
Radio	24.5%	23.8%	103

PRINT MEDIA:

Local Newspaper	30.6%	32.7%	94
National Newspaper	5.8%	5.8%	100
↓ Magazines	6.1%	7.0%	86

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	98



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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	38.4%	36.2%	106
▲ Putting Ad in Local Newspaper	40.6%	33.8%	120
Local Cable Channels	31.6%	30.4%	104
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	55.2%	53.7%	103
Calling and Offering to Send Information By Mail	30.8%	29.5%	104
↓ Calling and Discussing on the Phone	10.7%	12.0%	89
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	20.4%	20.1%	101
↓ Going Door to Door	12.3%	14.0%	88

CHURCH CONTACT METHODS RATED POOR

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

INDIRECT METHODS (LEAST PERSONAL):			
Local Radio Announcements or Advertisements	21.0%	19.6%	107
↓ Putting Ad in Local Newspaper	17.3%	21.5%	80
Local Cable Channels	31.4%	30.7%	102
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.5%	13.3%	86
Calling and Offering to Send Information By Mail	34.1%	34.0%	100
Calling and Discussing on the Phone	59.9%	60.6%	99
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	50.5%	49.6%	102
Going Door to Door	65.2%	64.0%	102

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	110
Direct Methods Index	102
Face-to-Face Methods Index	96

SUMMARY OF METHODS RATED POOR	
Indirect Methods Index	97
Direct Methods Index	98
Face-to-Face Methods Index	102