

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

Diocese of Rochester
South Deanery

Study Area Definition:
Custom Polygon





Prepared For:
Diocese of Rochester
South Deanery

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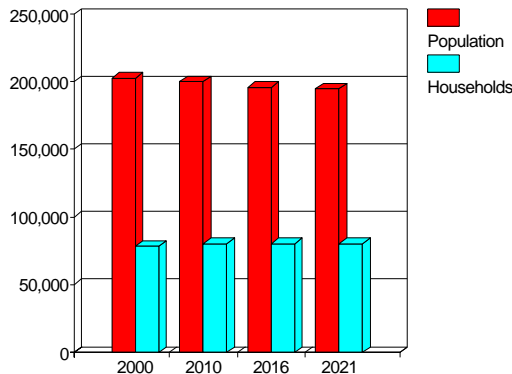
- 1** **Q** **How many people live in the defined study area?**
A Currently, there are 196,173 persons residing in the defined study area. This represents a decrease of 6,130 or 3.0% since 2000. During the same period of time, the U.S. as a whole grew by 14.6%. (see page 4)
- 2** **Q** **Is the population in this area projected to grow?**
A No, between 2016 and 2021, the population is projected to decrease by 0.7% or 1,413 persons. During the same period, the U.S. population is projected to grow by 3.7%. (see page 4)
- 3** **Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 38 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Established Country Families* representing 20.0% 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 90.3% of the population and all other racial/ethnic groups make up just 9.8% which is well below the national average of 39%. The largest of these groups, *African-Americans*, accounts for 3.5% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 19.4% 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 *Survivors* (age 35 to 55) comprised of 53,026 persons or 27.0% 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 *very low*. While 89.5% 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 22.9% 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, Better Quality Healthcare, Abusive Relationships* and *Alcohol/Drug Abuse*. (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 *about average* 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 \$67,076 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)

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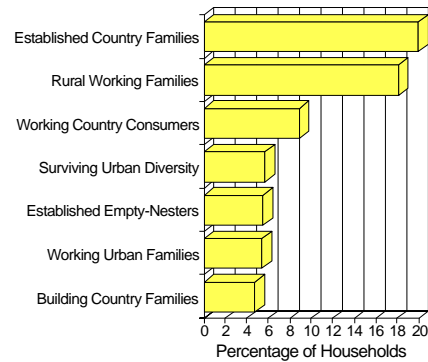
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Population and Households

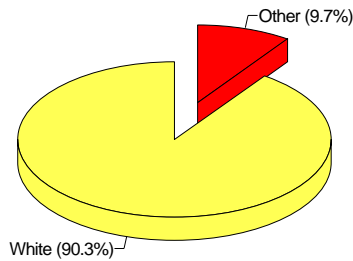


Primary U.S. Lifestyles Segments-2016

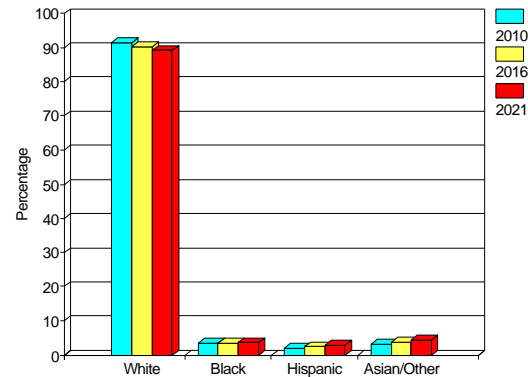


The population in the study area has decreased by 3663 persons, or 1.8% since 2010 and is projected to decrease by 1413 persons, or 0.7% between 2016 and 2021. The number of households has decreased by 456, or 0.6% since 2010 and is projected to decrease by 20, or 0.0% between 2016 and 2021.

Population By Race/Ethnicity-2016

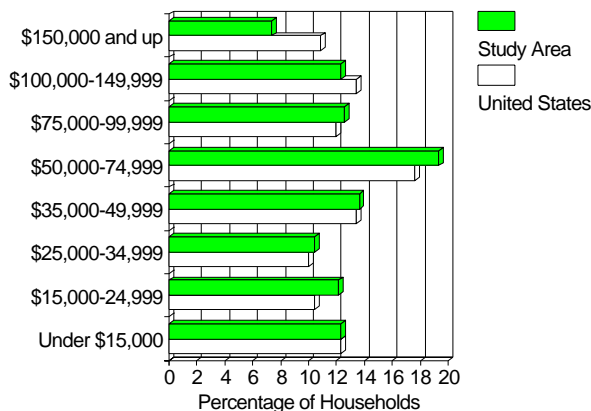


Population By Race/Ethnicity Trend

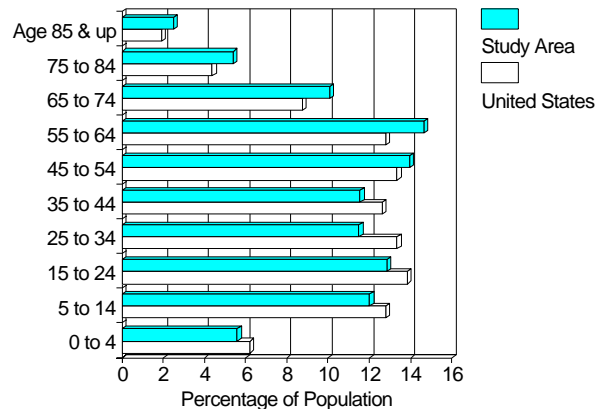


Between 2016 and 2021, the White population is projected to decrease by 3445 persons and to decrease from 90.3% to 89.1% of the total population. The Black population is projected to increase by 94 persons and to remain stable at 3.6% of the total. The Hispanic/Latino population is projected to increase by 932 persons and to increase from 2.5% to 3.0% of the total. The Asian/Other population is projected to increase by 1005 persons and to increase from 3.8% to 4.3% of the total population.

Households By Income-2016



Population by Age-2016



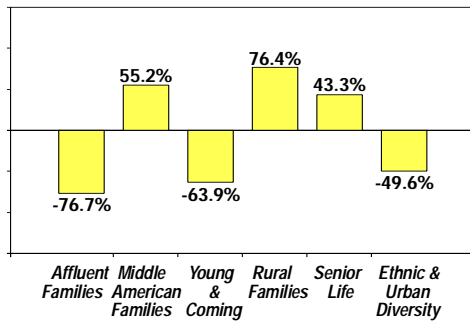
The average household income in the study area is \$67076 a year as compared to the U.S. average of \$77135. The average age in the study area is 41.3 and is projected to increase to 42.0 by 2021. The average age in the U.S. is 38.9 and is projected to increase to 39.8 by 2021.

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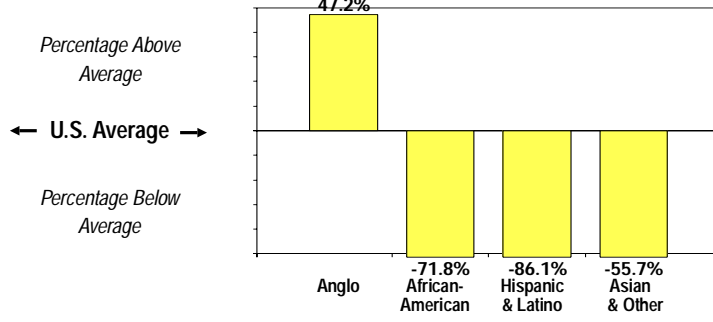
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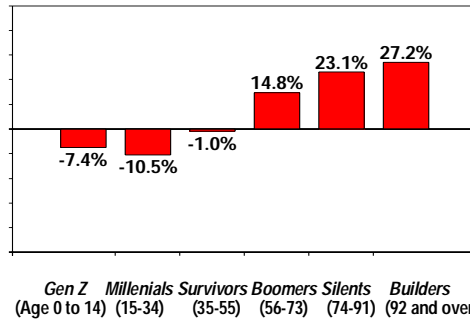
U.S. Lifestyles Group



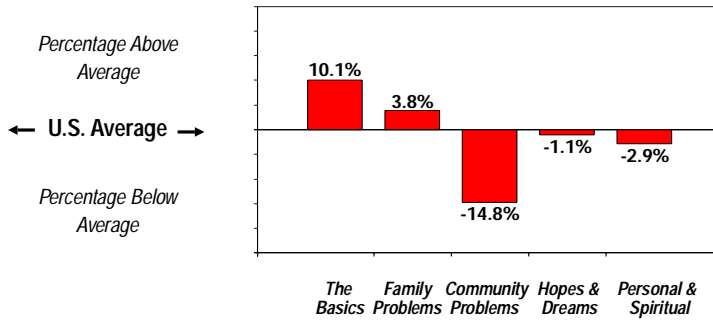
Race/Ethnicity



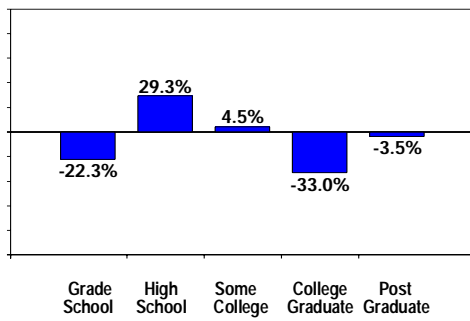
Generations



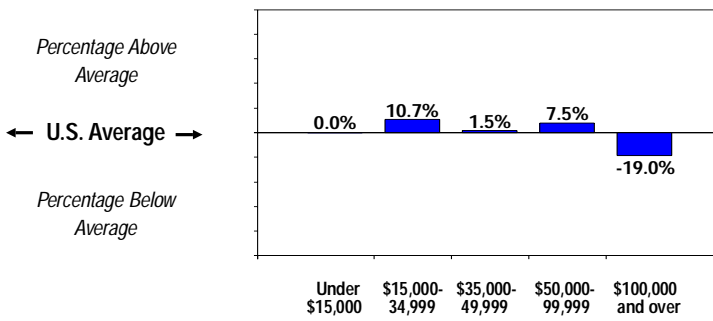
Primary Concern Groups



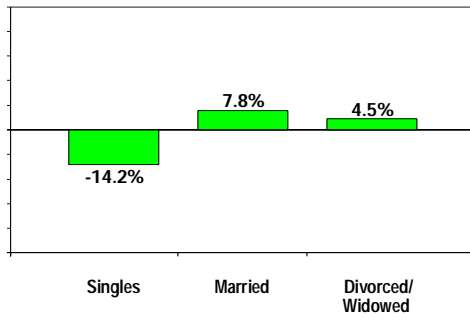
Education Completed by Adults



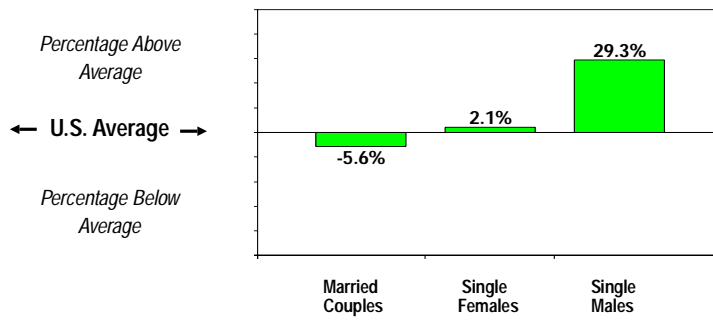
Household Income



Marital Status



Households with Children



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POPULATION				
	2000 Census	2010 Census	2016 Update	2021 Projection
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend				
↓ Population	202,303	199,836	196,173	194,760
Population Change		(2,467)	(3,663)	(1,413)
Percentage Change		-1.2%	-1.8%	-0.7%
Average Annual Growth Rate		-0.1%	-0.3%	-0.1%
↓ Density (Pop. per square mile)	114	113	111	110
HOUSEHOLDS				
Households	78,432	80,366	79,910	79,890
Household Change		1,934	(456)	(20)
Percentage Change		2.5%	-0.6%	-0.0%
Average Annual Growth Rate		0.2%	-0.1%	-0.0%
↓ Persons Per Household	2.50	2.41	2.38	2.36

POPULATION BY RACE/ETHNICITY						
	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	182,938	91.5%	177,054	90.3%	173,609	89.1%
▲ African-American (Non-Hisp)	6,774	3.4%	6,821	3.5%	6,915	3.6%
▲ Hispanic/Latino	3,771	1.9%	4,844	2.5%	5,776	3.0%
▲ Asian/Other (Non-Hisp)	6,353	3.2%	7,455	3.8%	8,460	4.3%

POPULATION BY GENDER						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
↓ Female	100,734	50.4%	98,677	50.3%	97,905	50.3%
▲ Male	99,103	49.6%	97,497	49.7%	96,855	49.7%

POPULATION BY GENERATION						
	2010 Census	2016 Update	2016 Update	2016 Update	2021 Projection	2021 Projection
	Number	Percent	Number	Percent	Number	Percent
▲ Generation Z (Born 2002 and later)	21,646	10.8%	34,498	17.6%	45,537	23.4%
↓ Millennials (Born 1982 to 2001)	49,441	24.7%	47,705	24.3%	46,373	23.8%
↓ Survivors (Born 1961 to 1981)	54,413	27.2%	53,021	27.0%	51,483	26.4%
↓ Boomers (Born 1943 to 1960)	48,592	24.3%	43,866	22.4%	39,734	20.4%
↓ Silents (Born 1925 to 1942)	21,770	10.9%	16,107	8.2%	11,583	5.9%
↓ Builders (Born 1924 and earlier)	4,100	2.1%	973	0.5%	51	0.0%

AGE			
	2010 Census	2016 Update	2021 Projection
▲ Average Age	40.3	41.3	42.0
▲ Median Age	41.4	42.4	43.1

INCOME			
	2010 Census	2016 Update	2021 Projection
▲ Average Household Income	\$59,197	\$67,076	\$72,040
▲ Median Household Income	\$48,446	\$53,572	\$57,162
▲ Per Capita Income	\$23,807	\$27,323	\$29,551

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HOUSEHOLDS BY INCOME						
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2010 Census		2016 Update		2021 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	3,770	4.7%	5,858	7.3%	7,131	8.9%
▲ \$100,000 to \$149,999	7,891	9.8%	9,868	12.3%	10,918	13.7%
▲ \$75,000 to \$99,999	9,104	11.3%	10,013	12.5%	10,253	12.8%
↓ \$50,000 to \$74,999	16,768	20.9%	15,435	19.3%	14,916	18.7%
↓ \$35,000 to \$49,999	12,305	15.3%	10,877	13.6%	10,459	13.1%
↓ \$25,000 to \$34,999	9,756	12.1%	8,320	10.4%	8,149	10.2%
↓ \$15,000 to \$24,999	10,304	12.8%	9,707	12.1%	9,079	11.4%
↓ Under \$15,000	10,467	13.0%	9,831	12.3%	8,984	11.2%
POPULATION BY PHASE OF LIFE						
Before Formal Schooling (Age 0-4)	11,599	5.8%	10,937	5.6%	10,876	5.6%
↓ Required Formal Schooling (5-17)	34,077	17.1%	31,273	15.9%	29,509	15.2%
▲ College Years, Career Starts (18-24)	16,313	8.2%	17,491	8.9%	18,106	9.3%
▲ Singles and Young Families (25-34)	22,555	11.3%	22,502	11.5%	22,617	11.6%
↓ Families, Empty Nesters (35-54)	57,394	28.7%	50,002	25.5%	45,227	23.2%
▲ Enrichment Years Singles/Couples (55-64)	26,695	13.4%	28,765	14.7%	29,061	14.9%
▲ Retirement Opportunities (65+)	31,330	15.7%	35,201	17.9%	39,365	20.2%
POPULATION BY AGE (DETAIL)						
Under 5 years	11,599	5.8%	10,937	5.6%	10,876	5.6%
↓ 5 to 9 years	12,559	6.3%	11,324	5.8%	10,743	5.5%
↓ 10 to 14 years	13,097	6.6%	12,237	6.2%	11,173	5.7%
↓ 15 to 17 years	8,421	4.2%	7,712	3.9%	7,593	3.9%
▲ 18 to 20 years	7,491	3.7%	7,634	3.9%	7,689	3.9%
21 to 24 years	8,822	4.4%	9,857	5.0%	10,417	5.3%
25 to 29 years	11,373	5.7%	11,117	5.7%	12,444	6.4%
30 to 34 years	11,182	5.6%	11,385	5.8%	10,173	5.2%
35 to 39 years	11,604	5.8%	11,451	5.8%	10,802	5.5%
↓ 40 to 44 years	13,440	6.7%	11,182	5.7%	11,008	5.7%
↓ 45 to 49 years	15,912	8.0%	12,589	6.4%	10,640	5.5%
↓ 50 to 54 years	16,438	8.2%	14,780	7.5%	12,777	6.6%
55 to 59 years	14,413	7.2%	15,095	7.7%	14,057	7.2%
▲ 60 to 64 years	12,282	6.1%	13,670	7.0%	15,004	7.7%
▲ 65 to 69 years	9,099	4.6%	11,526	5.9%	12,409	6.4%
▲ 70 to 74 years	7,120	3.6%	8,243	4.2%	10,987	5.6%
▲ 75 to 84 years	10,555	5.3%	10,566	5.4%	10,836	5.6%
▲ 85 or more years	4,556	2.3%	4,866	2.5%	5,133	2.6%

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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older (2016)	161,674			
Single (Never Married)	45,622	28.2%	32.9%	86
Married	87,443	54.1%	50.2%	108
Divorced/Widowed	28,610	17.7%	16.9%	104
Marital Status Females 15 and Older (2016)	81,810			
Single (Never Married)	20,598	25.2%	29.8%	85
Married	42,938	52.5%	48.8%	108
Divorced/Widowed	18,274	22.3%	21.4%	104
Marital Status Males 15 and Older (2016)	79,864			
Single (Never Married)	25,024	31.3%	36.2%	87
Married	44,504	55.7%	51.6%	108
Divorced/Widowed	10,336	12.9%	12.3%	105
FAMILY STRUCTURE				
Households By Type (2016)	79,910			
Married Couple	38,885	48.7%	48.5%	100
Other Family - Male Head of Household	4,147	5.2%	4.9%	105
Other Family - Female Head of Household	9,245	11.6%	13.0%	89
Non Family - Male Head of Household	13,052	16.3%	15.8%	103
Non Family - Female Head of Household	14,581	18.2%	17.7%	103
Households With Children 0 to 18 (2016)	24,446			
Married Couple Family	15,049	61.6%	65.2%	94
▲ Other Family - Male Head of Household	2,676	10.9%	8.5%	129
Other Family - Female Head of Household	6,322	25.9%	25.3%	102
▲ Non Family	399	1.6%	1.0%	169
Population By Household Type (2016)	196,173			
▲ Group Quarters	6,168	3.1%	2.5%	125

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GROUP QUARTERS				
Population In Group Quarters By Type (2016)	6,168			
▲ Correctional Facilities	3,101	50.3%	30.0%	168
↓ College Dorms	998	16.2%	31.9%	51
↓ Military	0	0.0%	4.2%	0
Nursing Homes	1,300	21.1%	18.7%	112
Other	769	12.5%	15.2%	82
RACE/ETHNICITY				
Population By Race/Ethnicity (2016)	196,173			
▲ White (Non-Hispanic)	177,054	90.3%	61.3%	147
↓ African-American (Non-Hisp)	6,821	3.5%	12.3%	28
↓ Hispanic/Latino	4,843	2.5%	17.8%	14
↓ Native American (Non-Hisp)	483	0.2%	0.7%	34
↓ Asian (Non-Hisp)	2,831	1.4%	5.3%	27
↓ Hawaiian & Pacific Islander (Non-Hisp)	53	0.0%	0.2%	16
Other Races & Multiple Races (Non-Hisp)	4,088	2.1%	2.4%	87
Asian Population By Race (2016)	2,864			
Chinese	693	24.2%	22.3%	108
Japanese	149	5.2%	5.0%	104
▲ Indian	950	33.2%	19.5%	170
↓ Korean	152	5.3%	9.6%	55
↓ Vietnamese	113	3.9%	11.0%	36
Other Asian Races	807	28.2%	32.5%	87
Hispanic/Latino Population By Race (2016)	4,843			
White	2,718	56.1%	53.0%	106
▲ African-American	465	9.6%	2.5%	384
▲ Native American	88	1.8%	1.4%	133
▲ Asian	33	0.7%	0.4%	163
↓ Other Races & Multiple Races	1,539	31.8%	42.7%	74
Hispanic/Latino Population By Origin (2016)	4,843			
↓ Mexican	1,086	22.4%	62.4%	36
▲ Puerto Rican	2,197	45.4%	9.5%	479
Cuban	157	3.2%	3.5%	92
Other Hispanic Origin	1,404	29.0%	24.6%	118

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EDUCATION				
Population By School Enrollment (Age 3 & over) (2013)	45,716			
Pre-Primary (Public)	1,652	3.6%	3.4%	105
↓ Pre-Primary (Private)	766	1.7%	2.6%	64
Elementary/High School (Public)	30,873	67.5%	58.9%	115
↓ Elementary/High School (Private)	2,422	5.3%	6.6%	80
↓ Enrolled in College	10,003	21.9%	28.4%	77
Population By Education Completed (Age 25 and over) (2016)	136,471			
↓ Elementary (Less than 9 years)	3,251	2.4%	5.8%	41
Some High School (9 to 11 years)	11,149	8.2%	7.8%	105
▲ High School Graduate (12 years)	49,191	36.0%	27.9%	129
Some College (13 to 15 years)	23,924	17.5%	21.2%	83
▲ Associate Degree	17,658	12.9%	8.0%	162
↓ Bachelor's Degree	16,740	12.3%	18.3%	67
Graduate Degree	14,556	10.7%	11.0%	97
OCCUPATION				
Population By Occupation Type (Age 15 and over) (2016)	91,111			
TOTAL WHITE COLLAR	53,137	58.3%	61.5%	95
Executive and Managerial	8,358	9.2%	9.7%	94
Professional Specialty	16,809	18.4%	16.6%	111
↓ Technical Support	5,091	5.6%	8.3%	67
Sales	8,858	9.7%	10.9%	90
Administrative Support & Clerical	14,021	15.4%	16.0%	96
TOTAL BLUE COLLAR	37,973	41.7%	38.5%	108
Service: Private Households	2,933	3.2%	3.7%	87
▲ Service: Protective	2,622	2.9%	2.2%	130
Service: Other	7,698	8.4%	7.5%	113
↓ Farming, Forestry & Fishing	327	0.4%	0.7%	50
▲ Precision Production and Craft	12,108	13.3%	11.0%	121
Operators and Assemblers	3,213	3.5%	3.2%	109
Transportation and Material Moving	5,683	6.2%	6.2%	101
Laborers	3,389	3.7%	4.0%	92

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EMPLOYMENT				
Population By Employment Status (Age 15 and over) (2016)	159,159			
Employed	88,915	55.9%	58.1%	96
↓ Unemployed	6,939	4.4%	5.6%	77
Not in Labor Force	63,305	39.8%	36.3%	110
Total Female Pop. By Work Status (Age 20 to 64) (2013)	58,095			
TOTAL WORKING	40,864	70.3%	66.8%	105
With No Own Children	25,542	44.0%	42.2%	104
With Own Children Age 0 to 5 only	3,258	5.6%	5.5%	103
With Own Children Age 6 to 17 only	9,577	16.5%	14.8%	111
With Own Children Both Age 0 to 5 and 6 to 17	2,487	4.3%	4.3%	99
↓ TOTAL NOT WORKING (UNEMPLOYED)	2,842	4.9%	6.2%	79
With No Own Children	1,803	3.1%	3.8%	83
↓ With Own Children Age 0 to 5 only	276	0.5%	0.7%	72
With Own Children Age 6 to 17 only	598	1.0%	1.3%	82
↓ With Own Children Both Age 0 to 5 and 6 to 17	165	0.3%	0.5%	52
TOTAL NOT IN THE LABOR FORCE	14,390	24.8%	27.0%	92
With No Own Children	10,004	17.2%	17.1%	101
With Own Children Age 0 to 5 only	1,212	2.1%	2.6%	80
With Own Children Age 6 to 17 only	2,265	3.9%	4.6%	84
↓ With Own Children Both Age 0 to 5 and 6 to 17	909	1.6%	2.6%	59
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$24,250 for family of 4) (2016)	79,910			
Above Poverty Line (Households with Children)	47,248	63.3%	59.6%	106
Above Poverty Line (Households without Children)	18,407	24.6%	26.5%	93
Below Poverty Line (Households with Children)	5,034	6.7%	7.9%	86
Below Poverty Line (Households without Children)	4,011	5.4%	6.0%	89
Households By Presence of Retirement Income (2013)	80,366			
▲ With Retirement Income	20,538	25.6%	17.6%	145
Without Retirement Income	60,675	75.5%	81.5%	93

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Diocese of Rochester
South 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)	79,910			
Owner Occupied	57,197	71.6%	65.0%	110
Renter Occupied	22,713	28.4%	35.0%	81
↓ Median Rent (2013)	\$642		\$904	71
Structures By Number of Units (2016)	89,269			
Single Unit	61,059	68.4%	67.3%	102
▲ 3 to 4 Units	11,399	12.8%	8.1%	158
↓ 5 to 19 Units	4,103	4.6%	9.3%	49
↓ 20 to 49 Units	798	0.9%	3.6%	25
↓ 50 or more Units	1,725	1.9%	5.1%	38
▲ Mobile Home	10,117	11.3%	6.4%	176
Other	70	0.1%	0.1%	92
▲ Single To Multiple Unit Ratio	3.39		2.57	132
Owner-Occupied Property Values (2016)	57,197			
▲ Under \$40,000	5,254	9.2%	7.2%	127
▲ \$40,000 to \$59,999	4,540	7.9%	3.7%	215
▲ \$60,000 to \$79,999	7,745	13.5%	5.1%	263
▲ \$80,000 to \$99,999	8,926	15.6%	6.5%	239
▲ \$100,000 to 149,999	13,415	23.5%	15.1%	156
\$150,000 to \$199,999	7,899	13.8%	14.6%	95
↓ \$200,000 to \$299,999	5,551	9.7%	18.1%	54
↓ \$300,000 to \$499,999	2,905	5.1%	16.9%	30
↓ \$500,000 to \$999,999	774	1.4%	9.7%	14
↓ \$1,000,000 and over	189	0.3%	3.0%	11
↓ Median Property Value	\$112,167		\$192,432	58

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	Number	Percent		
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HOUSING (CONTINUED)				
Housing Units By Year Built (2016)	89,269			
↓ 2010 and later	1,353	1.5%	5.5%	27
↓ 2000 to 2009	5,177	5.8%	14.6%	40
↓ 1990 to 1999	7,155	8.0%	13.4%	60
↓ 1980 to 1989	7,566	8.5%	13.2%	64
1970 to 1979	11,977	13.4%	15.0%	90
1960 to 1969	8,380	9.4%	10.4%	90
1950 to 1959	10,648	11.9%	10.3%	116
▲ 1949 or earlier	37,012	41.5%	17.7%	234
Households By Number of Persons (2016)	79,910			
1 Person Household	23,351	29.2%	27.3%	107
2 Person Household	28,287	35.4%	32.3%	110
3 Person Household	12,615	15.8%	16.2%	97
4 Person Household	9,509	11.9%	13.1%	91
↓ 5 Person Household	3,953	4.9%	6.5%	76
↓ 6 Person Household	1,445	1.8%	2.8%	65
↓ 7 or more Person Household	750	0.9%	1.9%	49
Average Persons Per Household	2.4		2.6	93
Households By Heating Type (2013)	81,214			
Utility and Other Gas	52,155	64.2%	54.0%	119
↓ Electric	7,485	9.2%	36.1%	25
▲ Oil	11,231	13.8%	6.1%	225
▲ Coal and Wood	9,250	11.4%	2.2%	512
▲ Solar/Other Fuel	893	1.1%	0.5%	222
↓ No Fuel Used	201	0.2%	0.9%	26

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TRANSPORTATION				
Households By Number of Vehicles (2016)	79,910			
No Vehicles	7,571	9.5%	9.0%	105
1 Vehicle	26,250	32.8%	33.7%	97
2 Vehicle	30,587	38.3%	37.5%	102
3 or more Vehicles	15,502	19.4%	19.8%	98
Workers By Travel Time to Work (2016)	86,935			
▲ Less than 15 minutes	32,372	37.2%	27.3%	137
15 to 29 minutes	32,877	37.8%	36.5%	104
↓ 30 to 44 minutes	13,736	15.8%	20.2%	78
↓ 45 to 59 minutes	4,367	5.0%	7.7%	65
↓ 60 or more minutes	3,583	4.1%	8.3%	50
Average Travel Time to Work (minutes)	23.1		28.2	82
Workers By Type of Transportation to Work (2016)	89,073			
Drive Alone	74,387	83.5%	76.9%	109
Car Pool	7,807	8.8%	9.6%	92
↓ Public Transportation	1,083	1.2%	5.1%	24
Walk to Work	2,653	3.0%	2.8%	106
↓ Other Means	748	0.8%	1.2%	68
↓ Work at Home	2,395	2.7%	4.4%	61

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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)	38,982	48.8%	31.4%	155
4	Rural Families (27, 26, 29, 33, 35 and 38)	18,409	23.0%	13.1%	176
5	Senior Life (7, 20, 21, 22, 30 and 31)	7,906	9.9%	6.9%	143
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	7,395	9.3%	18.4%	50
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	4,227	5.3%	14.7%	36
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	2,819	3.5%	15.1%	23

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	15,972	20.0%	6.4%	312
38	Rural Working Families	14,460	18.1%	8.8%	207
25	Working Country Consumers	7,107	8.9%	4.1%	216
40	Surviving Urban Diversity	4,578	5.7%	4.0%	142
23	Established Empty-Nesters	4,403	5.5%	3.4%	163
18	Working Urban Families	4,294	5.4%	4.0%	135
28	Building Country Families	3,791	4.7%	2.8%	170
20	Cautious and Mature	3,291	4.1%	2.6%	156
10	Suburban Mid-Life Families	2,899	3.6%	5.5%	65
22	Mature and Established	2,593	3.2%	1.8%	181
8	Rising Potential Professionals	2,367	3.0%	2.3%	127
35	Laboring Country Families	1,977	2.5%	2.7%	90
39	New Beginning Urbanites	1,804	2.3%	2.8%	82
29	Working Country Families	1,268	1.6%	1.0%	165
3	Mid-Life Prosperity	1,253	1.6%	1.5%	103
6	Prosperous New Country Families	1,198	1.5%	2.1%	70
32	Working Urban Life	917	1.1%	1.7%	69
31	Mature Country Families	775	1.0%	0.5%	180
48	Struggling Urban Life	691	0.9%	0.8%	107
7	Prosperous and Mature	510	0.6%	0.5%	118

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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.		
11	Young Suburban Families	438	0.5%	3.0%	18
46	Struggling Black Households	437	0.5%	2.5%	22
21	Mature and Stable	429	0.5%	0.6%	95
42	Laboring Rural Diversity	316	0.4%	1.5%	26
30	Urban Senior Life	308	0.4%	0.8%	47
27	Country Family Diversity	305	0.4%	0.3%	112
44	Laboring Urban Life	291	0.4%	0.1%	485
33	Laboring Rural Families	277	0.3%	0.1%	254
4	Educated Mid-Life Families	247	0.3%	3.4%	9
49	Exception Households	214	0.3%	0.2%	107
26	Working Suburban Families	122	0.2%	0.1%	128
43	Laboring Urban Diversity	90	0.1%	0.5%	22
14	Secure Mid-Life Families	78	0.1%	0.7%	15
9	Educated Working Families	78	0.1%	0.1%	116
45	Struggling Urban Diversity	56	0.1%	2.5%	3
19	Educated and Promising	48	0.1%	0.1%	77
5	Prosperous Diversity	43	0.1%	3.1%	2
24	Metro Multi-Ethnic Diversity	19	0.0%	2.7%	1
15	Reliable Young Starters	5	0.0%	4.3%	0
34	College and Career Starters	2	0.0%	0.6%	0
47	University Life	1	0.0%	0.8%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
12	Educated New Starters	0	0.0%	2.9%	0
17	Large Young Families	0	0.0%	2.2%	0
41	Struggling Hispanic Households	0	0.0%	1.6%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
37	Rising Multi-Ethnic Urbanites	0	0.0%	0.6%	0
36	Working Diverse Urbanites	0	0.0%	0.4%	0
13	Affluent Educated Urbanites	0	0.0%	0.4%	0
50	Unclassified Households	0	0.0%	0.2%	0
TOTALS		79,952	100.0%	100.0%	100

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FAITH INVOLVEMENT INDICATOR

Estimated 2016 Households Likely to Be:

Strongly Involved with Their Faith	33.9%	35.4%	96
Somewhat Involved with Their Faith	32.6%	29.9%	109
Not Involved with Their Faith	33.3%	34.7%	96

Estimated 2016 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	21.6%	22.1%	97
Decreased Their Involvement with Their Faith in the Last 10 Years	24.2%	23.7%	102

RELIGIOUS PREFERENCE INDICATOR

Estimated 2016 Households Likely to Prefer:

↓ Adventist	0.3%	0.5%	59
↓ Baptist	9.1%	16.1%	56
▲ Catholic	33.9%	23.7%	143
▲ Congregational	2.9%	2.0%	150
↓ Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	80
▲ Episcopal	3.8%	2.9%	132
↓ Holiness	0.4%	0.8%	53
Jehovah's Witnesses	1.1%	1.1%	108
▲ Judaism	5.7%	3.2%	182
↓ Lutheran	5.8%	7.2%	80
Methodist	9.7%	10.1%	96
↓ Mormon	0.4%	1.8%	25
↓ New Age	0.4%	0.6%	63
↓ Non-Denominational / Independent	3.6%	6.9%	52
▲ Orthodox	0.6%	0.3%	213
↓ Pentecostal	2.1%	2.4%	85
Presbyterian / Reformed	4.8%	4.6%	105
▲ Unitarian / Universalist	0.9%	0.7%	121
↓ Interested but No Preference	3.2%	3.9%	83
↓ Not Interested and No Preference	9.7%	11.1%	88
↓ 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	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	4.3%	4.8%	90
Works with them on deciding what to do and helps them do it	80.2%	79.6%	101

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PRIMARY CONCERN INDICATOR			
Estimated 2016 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	45.1%	43.5%	104
▲ Finding/Providing Health Insurance	33.8%	29.0%	116
▲ Day-to-Day Financial Worries	37.4%	31.6%	118
Finding Employment Opportunities	15.1%	14.4%	105
Finding Affordable Housing	10.7%	11.3%	95
▲ Providing Adequate Food	10.7%	8.6%	125
Finding Child Care	6.4%	6.3%	102
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	18.1%	16.7%	108
Dealing With Teen / Child Problems	21.3%	20.7%	103
Finding/Providing Aging Parent Care	15.4%	15.5%	99
Dealing With Abusive Relationships	12.3%	11.4%	108
Dealing With Divorce	4.3%	4.5%	96
COMMUNITY PROBLEMS:			
↓ Neighborhood Crime and Safety	21.4%	27.0%	79
Finding/Providing Good Schools	23.2%	23.5%	99
Dealing with Problems in Schools	14.0%	13.6%	103
↓ Dealing With Racial / Ethnic Prejudice	10.2%	13.1%	78
↓ Dealing With Neighborhood Gangs	3.8%	8.5%	45
↓ Dealing with Social Injustice	10.0%	11.3%	89
HOPES AND DREAMS:			
Achieving Long-term Financial Security	49.4%	50.6%	98
Finding Time for Recreation / Leisure	24.6%	25.3%	98
▲ Finding Better Quality Healthcare	27.6%	23.9%	115
Finding A Satisfying Job / Career	17.6%	19.3%	91
Finding Retirement Opportunities	19.0%	18.9%	101
Achieving A Fulfilling Marriage	20.9%	22.3%	94
Developing Parenting Skills	14.6%	14.7%	99
Achieving Educational Objectives	6.9%	7.5%	92
SPIRITUAL / PERSONAL:			
Dealing With Stress	32.2%	29.8%	108
Finding Companionship	16.6%	17.3%	96
↓ Finding A Good Church	13.5%	15.2%	89
↓ Finding Spiritual Teaching	10.6%	12.9%	82
Finding Life Direction	13.7%	14.0%	98

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KEY VALUES INDICATOR

Estimated 2016 Households Likely to Agree With the Following Statements:

GOD:

“I believe there is a God”	87.0%	84.5%	103
“God is actively involved in the world including nations and their governments”	68.6%	63.8%	108

SOCIETY:

“It is important to preserve the traditional American family structure”	93.4%	91.5%	102
“A healthy environment has become a national crisis”	82.0%	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”	49.6%	50.1%	99
“The role of Churches / Synagogues is to help form and support moral values”	82.8%	81.1%	102
“Churches and religious organizations should provide more human services”	61.3%	62.6%	98

RACIAL / ETHNIC CHANGE:

“The United States must open its doors to all people groups”	33.4%	36.3%	92
“The changing racial / ethnic face of America is a threat to our national heritage”	38.3%	36.3%	106

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2016 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	59.6%	59.8%	100
More than \$500 per year	30.9%	31.2%	99
More than \$1,000 per year	17.2%	17.4%	99

TO CHARITIES:

↓ More than \$100 per year	28.1%	33.7%	83
↓ More than \$500 per year	4.4%	6.8%	65
↓ More than \$1,000 per year	1.2%	2.3%	52

TO COLLEGES AND UNIVERSITIES:

↓ More than \$100 per year	11.2%	16.1%	70
↓ More than \$500 per year	2.9%	4.3%	67
↓ More than \$1,000 per year	1.3%	2.2%	59

Ministry Area Profile 2016
Compass
REPORT

Diocese of Rochester
South Deanery

Study Area Definition:
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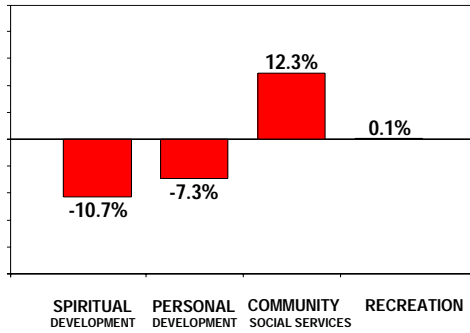


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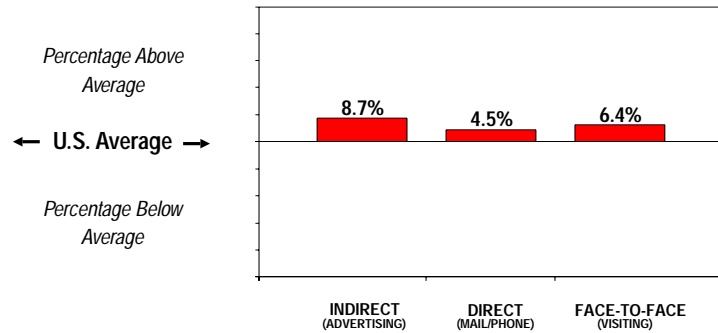
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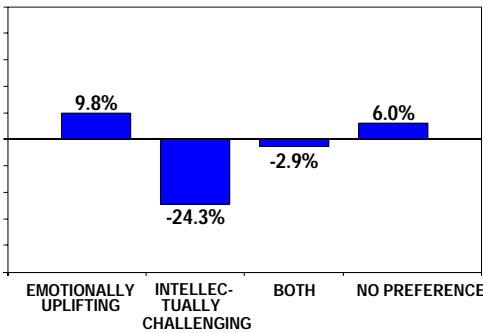
Church Program Preferences



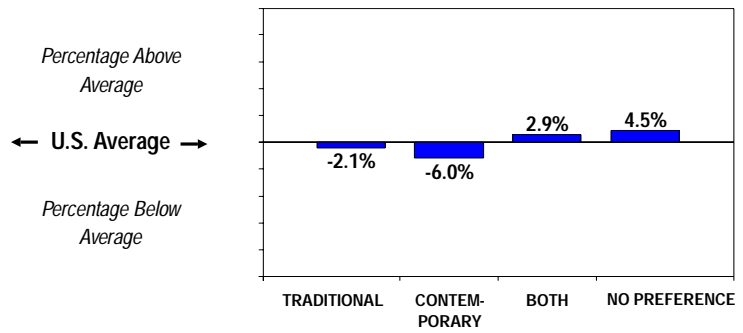
Contact Methods Rated Good



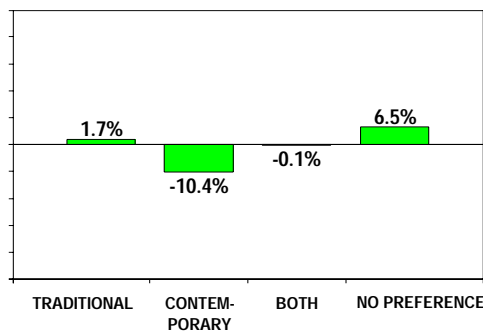
Worship Style (1)



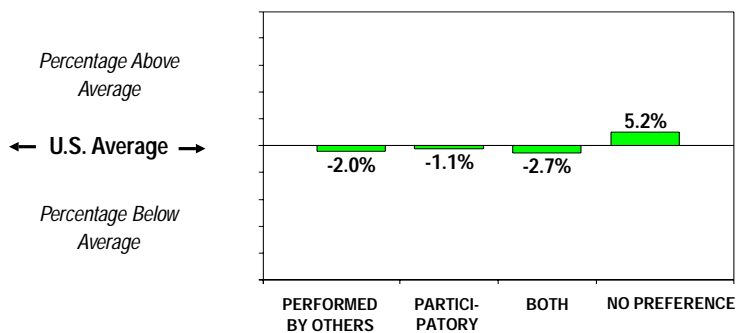
Worship Style (2)



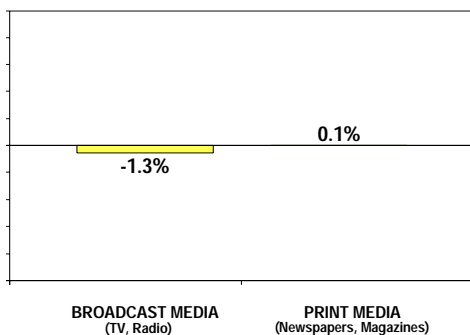
Music Style (1)



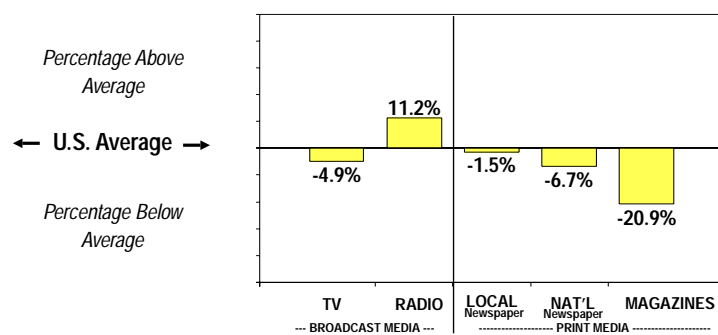
Music Style (2)



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	35.6%	41.1%	87
Adult Theological Discussion Groups	20.2%	22.5%	90
Spiritual Retreats	11.4%	11.6%	98

PERSONAL DEVELOPMENT:

Marriage Enrichment Opportunities	14.1%	15.2%	92
↓ Parent Training Programs	6.7%	7.8%	86
Twelve Step Programs	3.5%	3.5%	103
Divorce Recovery	2.5%	2.4%	103

COMMUNITY/SOCIAL SERVICES:

▲ Personal or Family Counseling	25.0%	22.5%	111
▲ Care for the Terminally Ill	17.9%	15.7%	114
▲ Food and Clothing Resources	14.1%	11.1%	127
Day Care Services	6.5%	6.1%	107
↓ Church Sponsored Day-School	5.0%	5.7%	88

RECREATION:

Youth Social Programs	30.6%	29.7%	103
Family Activities and Outings	34.8%	32.8%	106
Active Retirement Programs	28.8%	26.8%	108
↓ Cultural Programs (Music, Drama, Art)	15.6%	18.9%	82
↓ Sports or Camping	4.8%	6.3%	76

SUMMARY

↓ Spiritual Development Index	89
Personal Development Index	93
▲ Community/Social Services Index	112
Recreation Index	100



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WORSHIP STYLE INDICATOR

Estimated 2016 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	28.9%	26.4%	110
↓ B. Intellectually Challenging	8.4%	11.1%	76
C. Both A and B	38.0%	39.2%	97
D. No Preference or Not Interested	24.8%	23.4%	106

PART 2:

A. Traditional/Formal/Ceremonial	19.8%	20.2%	98
B. Contemporary/Informal	24.7%	26.3%	94
C. Both A and B	27.3%	26.5%	103
D. No Preference or Not Interested	28.1%	26.9%	104

MUSIC STYLE INDICATOR

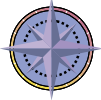
Estimated 2016 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	24.8%	24.4%	102
B. Contemporary	17.7%	19.7%	90
C. Both A and B	31.1%	31.1%	100
D. No Preference or Not Interested	26.4%	24.8%	107

PART 2:

A. Performed by Others	18.3%	18.7%	98
B. Participatory	22.7%	22.9%	99
C. Both A and B	31.3%	32.2%	97
D. No Preference or Not Interested	27.5%	26.2%	105



Date: 3/11/2016

Prepared For:
 Diocese of Rochester
 South 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	23.1%	22.0%	105
↓ B. Personal Spiritual Development	11.7%	14.3%	82
C. Both A and B	37.5%	37.4%	100
D. No Preference or Not Interested	27.7%	26.3%	105

PART 2:

↓ A. Global Mission	5.5%	6.2%	88
B. Local Mission	33.1%	33.3%	99
C. Both A and B	29.1%	30.1%	97
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	28.8%	26.6%	108
↓ B. Contemporary	13.6%	15.9%	85
C. Both A and B	31.1%	32.3%	96
D. No Preference or Not Interested	26.4%	25.1%	105

PART 2:

A. Somber/Serious	9.3%	9.4%	99
B. Light and Airy	32.8%	34.7%	95
C. Both A and B	27.3%	27.7%	98
D. No Preference or Not Interested	30.6%	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	45.0%	47.3%	95
▲ Radio	14.8%	13.3%	111

PRINT MEDIA:

Local Newspaper	36.8%	36.1%	102
National Newspaper	4.0%	4.3%	93
↓ Magazines	2.1%	2.4%	86

SECONDARY MEDIA PREFERENCE

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

BROADCAST MEDIA:

Television	33.3%	31.9%	104
Radio	24.2%	23.8%	102

PRINT MEDIA:

Local Newspaper	32.2%	32.7%	99
National Newspaper	5.3%	5.8%	92
↓ Magazines	5.6%	7.0%	79

SUMMARY

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



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Description	Study Area	U.S. Average	U.S. Comparative Index
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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

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	38.3%	36.2%	106
▲ Putting Ad in Local Newspaper	39.0%	33.8%	115
Local Cable Channels	31.9%	30.4%	105
DIRECT METHODS (MORE PERSONAL):			
Sending Information By Mail	56.0%	53.7%	104
Calling and Offering to Send Information By Mail	31.1%	29.5%	105
Calling and Discussing on the Phone	12.3%	12.0%	103
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	21.9%	20.1%	109
Going Door to Door	14.4%	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	20.1%	19.6%	103
↓ Putting Ad in Local Newspaper	16.6%	21.5%	77
Local Cable Channels	30.0%	30.7%	98
DIRECT METHODS (MORE PERSONAL):			
↓ Sending Information By Mail	11.6%	13.3%	87
Calling and Offering to Send Information By Mail	31.8%	34.0%	93
Calling and Discussing on the Phone	57.7%	60.6%	95
FACE-TO-FACE METHODS (VERY PERSONAL):			
Calling and Offering to Visit When Convenient	46.2%	49.6%	93
Going Door to Door	61.8%	64.0%	97

SUMMARY OF METHODS RATED GOOD	
Indirect Methods Index (100 = Average)	109
Direct Methods Index	104
Face-to-Face Methods Index	106

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