



Diocese of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition: Custom Polygon



ID# 36127:80012



Prepared For:
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- 1 Q** **How many people live in the defined study area?**
A Currently, there are 117,382 persons residing in the defined study area. This represents a decrease of 9,907 or 7.8% since 1990. During the same period of time, the U.S. as a whole grew by 18.7%. (see page 4)
- 2 Q** **Is the population in this area projected to grow?**
A No, between 2006 and 2011, the population is projected to decrease by 3.2% or 3,721 persons. During the same period, the U.S. population is projected to grow by 4.9%. (see page 4)
- 3 Q** **How much lifestyle diversity is represented?**
A The lifestyle diversity in the area is *extremely high* with a considerable 37 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 17.7% 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 *extremely high*. Among individual groups, *Anglos* represent 41.2% of the population and all other racial/ethnic groups make up a substantial 58.8% which is well above the national average of 33%. The largest of these groups, *African-Americans*, accounts for 34.6% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 9.0% between 2006 and 2011. (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 25 to 45) comprised of 41,283 persons or 35.2% of the total population in the area. *Builders* (age 82 and up) make up 3.7% of the population which compared to a national average of 3.0% 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 *extremely 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 *about average*. While 74.4% of the population aged 25 and over have graduated from high school as compared to the national average of 80.4%, college graduates account for 25.9% of those over 25 in the area versus 24.4% 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: *Affordable Housing, Adequate Food, Racial/Ethnic Prejudice, Employment Opportunities, Finding Companionship* and *Social Injustice*. (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 \$40,783 per year and the likely contribution behavior in the area, the overall religious giving potential can be described as *very low*. (see page 4 and 17)

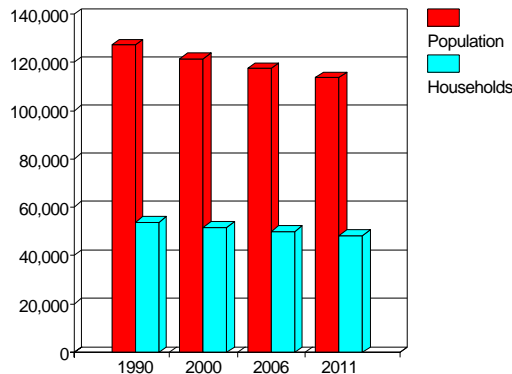


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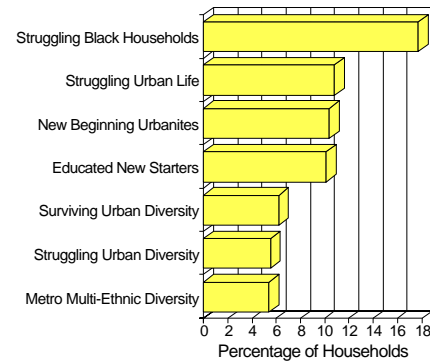
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Population and Households

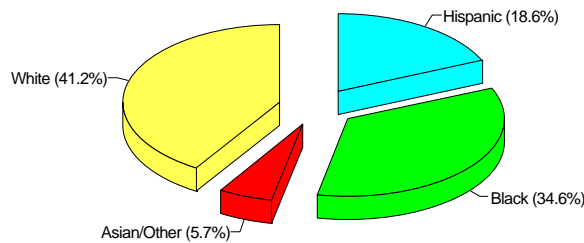


The population in the study area has decreased by 4084 persons, or 3.4% since 2000 and is projected to decrease by 3721 persons, or 3.2% between 2006 and 2011. The number of households has decreased by 1588, or 3.1% since 2000 and is projected to decrease by 1606, or 3.2% between 2006 and 2011.

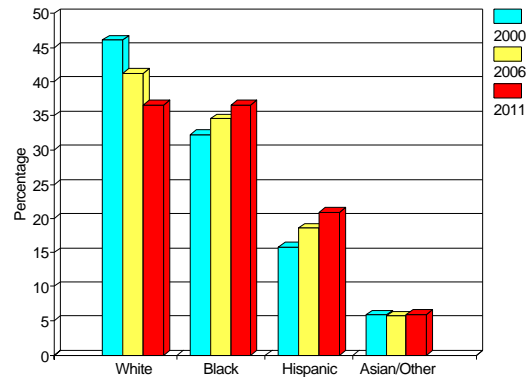
Primary U.S. Lifestyles Segments-2006



Population By Race/Ethnicity-2006

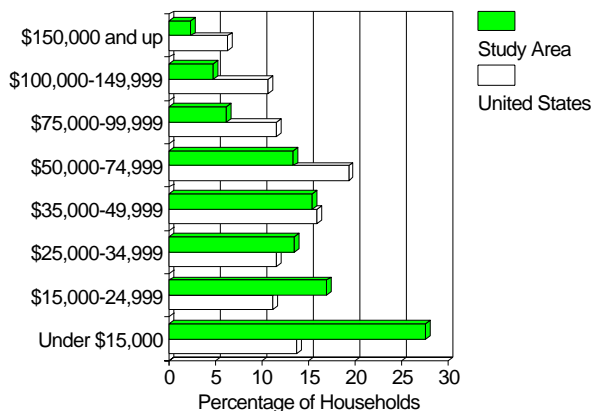


Population By Race/Ethnicity Trend

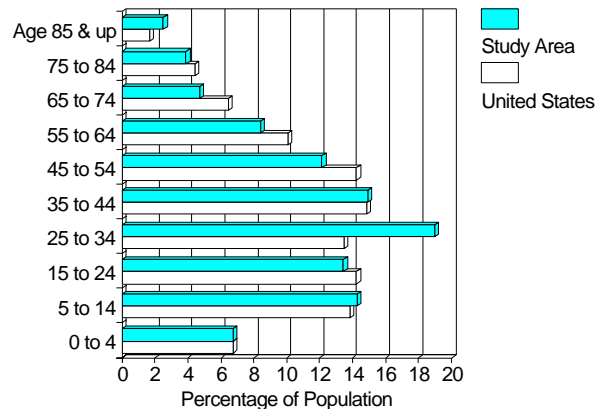


Between 2006 and 2011, the White population is projected to decrease by 6792 persons and to decrease from 41.2% to 36.6% of the total population. The Black population is projected to increase by 1034 persons and to increase from 34.6% to 36.6% of the total. The Hispanic/Latino population is projected to increase by 1959 persons and to increase from 18.6% to 20.9% of the total. The Asian/Other population is projected to increase by 77 persons and to increase from 5.7% to 5.9% of the total population.

Households By Income-2006



Population by Age-2006



The average household income in the study area is \$40783 a year as compared to the U.S. average of \$64816. The average age in the study area is 35.6 and is projected to increase to 36.9 by 2011. The average age in the U.S. is 37.0 and is projected to increase to 38.0 by 2011.

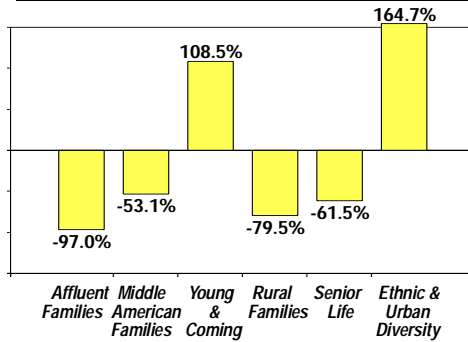


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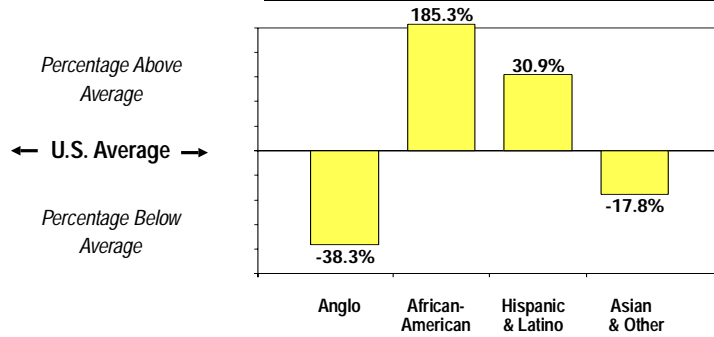
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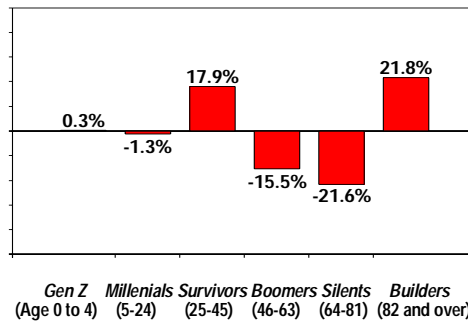
U.S. Lifestyles Group



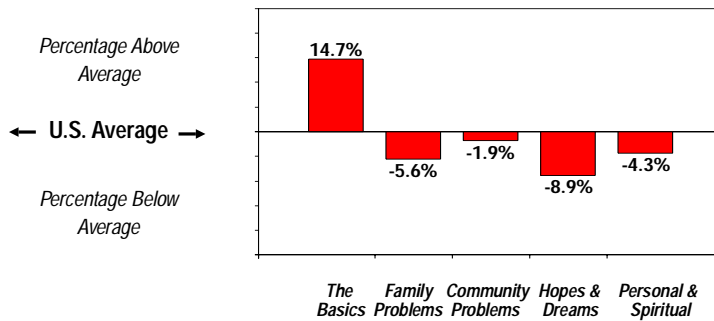
Race/Ethnicity



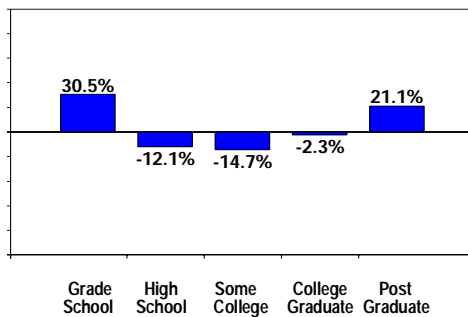
Generations



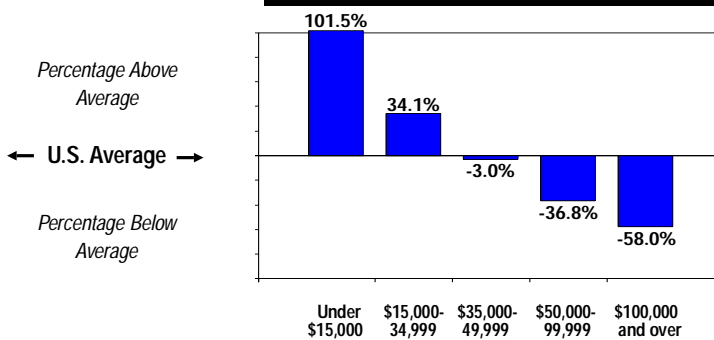
Primary Concern Groups



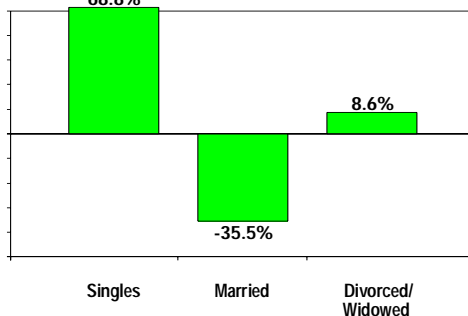
Education Completed by Adults



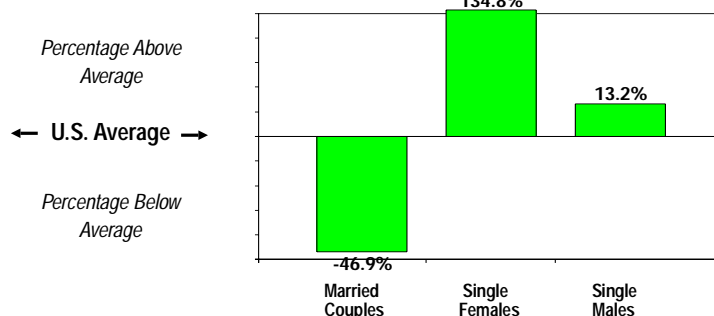
Household Income



Marital Status



Households with Children





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POPULATION				
▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	1990 Census	2000 Census	2006 Update	2011 Projection
↓ Population	127,289	121,466	117,382	113,661
Population Change		(5,823)	(4,084)	(3,721)
Percentage Change		-4.6%	-3.4%	-3.2%
↓ Average Annual Growth Rate		-0.5%	-0.6%	-0.6%
↓ Density (Pop. per square mile)	7,946	7,582	7,327	7,095
HOUSEHOLDS				
↓ Households	53,907	51,687	50,099	48,493
Household Change		(2,220)	(1,588)	(1,606)
Percentage Change		-4.1%	-3.1%	-3.2%
↓ Average Annual Growth Rate		-0.4%	-0.5%	-0.6%
Persons Per Household	2.27	2.26	2.25	2.25

POPULATION BY RACE/ETHNICITY						
	2000 Census		2006 Update		2011 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	55,974	46.1%	48,388	41.2%	41,596	36.6%
▲ African-American (Non-Hisp)	39,174	32.3%	40,556	34.6%	41,590	36.6%
▲ Hispanic/Latino	19,192	15.8%	21,791	18.6%	23,750	20.9%
Asian/Other (Non-Hisp)	7,126	5.9%	6,647	5.7%	6,724	5.9%

POPULATION BY GENDER						
↓ Female	63,888	52.6%	61,059	52.0%	58,908	51.8%
▲ Male	57,578	47.4%	56,323	48.0%	54,753	48.2%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	0	0.0%	7,934	6.8%	14,984	13.2%
Millenials (Born 1982 to 2001)	33,586	27.7%	32,485	27.7%	29,463	25.9%
↓ Survivors (Born 1961 to 1981)	44,524	36.7%	41,284	35.2%	38,959	34.3%
↓ Boomers (Born 1943 to 1960)	24,747	20.4%	21,762	18.5%	19,503	17.2%
↓ Silents (Born 1925 to 1942)	11,553	9.5%	9,594	8.2%	7,916	7.0%
↓ Builders (Born 1924 and earlier)	7,055	5.8%	4,320	3.7%	2,835	2.5%

AGE			
▲ Average Age	34.3	35.6	36.9
▲ Median Age	31.4	33.3	35.0

INCOME			
▲ Average Household Income	\$38,838	\$40,783	\$44,031
▲ Median Household Income	\$28,707	\$31,062	\$33,424
▲ Per Capita Income	\$16,527	\$17,406	\$18,785



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HOUSEHOLDS BY INCOME

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	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	926	1.8%	1,165	2.3%	1,460	3.0%
▲ \$100,000 to \$149,999	1,968	3.8%	2,393	4.8%	2,754	5.7%
▲ \$75,000 to \$99,999	2,868	5.5%	3,091	6.2%	3,229	6.7%
▲ \$50,000 to \$74,999	6,650	12.9%	6,662	13.3%	6,705	13.8%
\$35,000 to \$49,999	7,794	15.1%	7,709	15.4%	7,455	15.4%
↓ \$25,000 to \$34,999	7,226	14.0%	6,759	13.5%	6,360	13.1%
↓ \$15,000 to \$24,999	9,177	17.8%	8,512	17.0%	7,865	16.2%
↓ Under \$15,000	15,078	29.2%	13,807	27.6%	12,664	26.1%

POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	8,863	7.3%	7,934	6.8%	7,387	6.5%
↓ Required Formal Schooling (5-17)	23,165	19.1%	21,030	17.9%	19,651	17.3%
↓ College Years, Career Starts (18-24)	13,959	11.5%	11,455	9.8%	10,292	9.1%
Singles and Young Families (25-34)	22,463	18.5%	22,263	19.0%	19,559	17.2%
▲ Families, Empty Nesters (35-54)	31,497	25.9%	31,742	27.0%	31,971	28.1%
▲ Enrichment Years Singles/Couples (55-64)	8,316	6.8%	9,897	8.4%	11,165	9.8%
▲ Retirement Opportunities (65+)	13,202	10.9%	13,058	11.1%	13,636	12.0%

POPULATION BY AGE (DETAIL)

↓ Under 5 years	8,863	7.3%	7,934	6.8%	7,387	6.5%
↓ 5 to 9 years	9,705	8.0%	8,474	7.2%	7,597	6.7%
↓ 10 to 14 years	9,236	7.6%	8,274	7.0%	7,773	6.8%
▲ 15 to 17 years	4,224	3.5%	4,282	3.6%	4,281	3.8%
▲ 18 to 20 years	4,721	3.9%	4,568	3.9%	4,515	4.0%
↓ 21 to 24 years	9,238	7.6%	6,887	5.9%	5,777	5.1%
↓ 25 to 29 years	12,161	10.0%	9,923	8.5%	7,117	6.3%
▲ 30 to 34 years	10,302	8.5%	12,340	10.5%	12,442	10.9%
↓ 35 to 39 years	9,660	8.0%	9,202	7.8%	8,702	7.7%
▲ 40 to 44 years	8,192	6.7%	8,314	7.1%	8,644	7.6%
▲ 45 to 49 years	7,423	6.1%	7,526	6.4%	7,808	6.9%
▲ 50 to 54 years	6,222	5.1%	6,700	5.7%	6,817	6.0%
▲ 55 to 59 years	4,850	4.0%	5,620	4.8%	6,030	5.3%
▲ 60 to 64 years	3,466	2.9%	4,277	3.6%	5,135	4.5%
▲ 65 to 69 years	2,767	2.3%	3,070	2.6%	3,606	3.2%
70 to 74 years	2,877	2.4%	2,463	2.1%	2,745	2.4%
↓ 75 to 84 years	5,034	4.1%	4,579	3.9%	4,135	3.6%
▲ 85 or more years	2,524	2.1%	2,946	2.5%	3,150	2.8%



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	Number	Percent		
MARITAL STATUS				
Marital Status All Persons 15 and Older	93,662			
▲ Single (Never Married)	42,825	45.7%	27.1%	169
↓ Married	34,172	36.5%	56.5%	65
Divorced/Widowed	16,665	17.8%	16.4%	109
Marital Status Females 15 and Older	50,305			
▲ Single (Never Married)	21,870	43.5%	24.1%	180
↓ Married	17,253	34.3%	54.6%	63
Divorced/Widowed	11,182	22.2%	21.3%	104
Marital Status Males 15 and Older	43,357			
▲ Single (Never Married)	20,955	48.3%	30.3%	160
↓ Married	16,919	39.0%	58.6%	67
Divorced/Widowed	5,483	12.6%	11.2%	113
FAMILY STRUCTURE				
Households By Type	51,687			
▲ Single Male	9,803	19.0%	11.0%	173
▲ Single Female	10,825	20.9%	14.8%	141
↓ Married Couple	12,503	24.2%	52.5%	46
Other Family - Male Head of Household	2,134	4.1%	4.1%	101
▲ Other Family - Female Head of Household	10,800	20.9%	11.8%	176
▲ Non Family - Male Head of Household	3,164	6.1%	3.4%	181
▲ Non Family - Female Head of Household	2,458	4.8%	2.4%	200
Households With Children 0 to 18	15,623			
↓ Married Couple Family	5,723	36.6%	68.9%	53
Other Family - Male Head of Household	1,197	7.7%	6.8%	113
▲ Other Family - Female Head of Household	8,517	54.5%	23.2%	235
Non Family	186	1.2%	1.1%	110
Population By Household Type	121,360			
Family Households	82,423	67.9%	82.2%	83
▲ Non Family Households	34,042	28.1%	15.0%	187
▲ Group Quarters	4,894	4.0%	2.8%	146



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GROUP QUARTERS				
Population In Group Quarters By Type	4,894			
Institutions	2,709	55.4%	52.2%	106
↓ College Dorm	1,026	21.0%	26.5%	79
↓ Military	0	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
▲ Other	1,159	23.7%	16.7%	142
RACE/ETHNICITY				
Population By Race/Ethnicity	121,466			
↓ White (Non-Hispanic)	55,974	46.1%	69.1%	67
▲ African-American (Non-Hisp)	39,174	32.3%	12.0%	269
▲ Hispanic/Latino	19,192	15.8%	12.5%	126
Native American (Non-Hisp)	750	0.6%	0.7%	83
↓ Asian (Non-Hisp)	2,657	2.2%	3.6%	61
↓ Hawaiian & Pacific Islander (Non-Hisp)	16	0.0%	0.1%	11
▲ Other Races & Multiple Races (Non-Hisp)	3,833	3.2%	1.9%	163
Asian Population By Race	2,674			
Chinese	584	21.8%	22.6%	97
↓ Japanese	123	4.6%	7.8%	59
Indian	409	15.3%	16.4%	93
Korean	252	9.4%	10.5%	90
▲ Vietnamese	397	14.8%	11.0%	135
Other Asian Races	909	34.0%	31.8%	107
Hispanic/Latino Population By Race	19,192			
↓ White	5,649	29.4%	47.8%	62
▲ African-American	1,277	6.7%	1.9%	358
↓ Native American	53	0.3%	1.0%	27
↓ Asian	17	0.1%	0.3%	30
▲ Other Races & Multiple Races	12,196	63.5%	49.0%	130
Hispanic/Latino Population By Origin	19,192			
↓ Mexican	534	2.8%	58.6%	5
▲ Puerto Rican	15,643	81.5%	9.7%	843
Cuban	658	3.4%	3.5%	97
↓ Other Hispanic Origin	2,530	13.2%	28.4%	46



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EDUCATION				
Population By School Enrollment (Age 3 and over)	115,973			
Pre-Primary (Public)	2,868	2.5%	2.3%	108
↓ Pre-Primary (Private)	865	0.7%	1.1%	69
Elementary/High School (Public)	20,236	17.4%	16.6%	105
Elementary/High School (Private)	2,607	2.2%	1.9%	117
▲ Enrolled in College	9,696	8.4%	6.5%	129
Not Enrolled in School	79,702	68.7%	71.6%	96
Population By Education Completed (Age 25 and over)	75,479			
Elementary (Less than 9 years)	5,955	7.9%	7.5%	105
▲ Some High School (9 to 11 years)	13,358	17.7%	12.1%	147
High School Graduate (12 years)	18,990	25.2%	28.6%	88
↓ Some College (13 to 15 years)	11,961	15.8%	21.0%	75
Associate Degree	5,665	7.5%	6.3%	119
Bachelor's Degree	11,455	15.2%	15.5%	98
▲ Graduate Degree	8,096	10.7%	8.9%	121
OCCUPATION				
Population By Occupation Type (Age 15 and over)	52,666			
TOTAL WHITE COLLAR	31,247	59.3%	60.3%	98
↓ Executive and Managerial	5,244	10.0%	13.5%	74
▲ Professional Specialty	6,806	12.9%	10.7%	121
▲ Technical Support	6,694	12.7%	9.5%	134
Sales	5,013	9.5%	11.2%	85
Administrative Support & Clerical	7,490	14.2%	15.4%	92
TOTAL BLUE COLLAR	21,422	40.7%	39.7%	103
▲ Service: Private Households	1,972	3.7%	2.8%	134
Service: Protective	837	1.6%	2.0%	81
▲ Service: Other	5,664	10.8%	6.8%	158
↓ Farming, Forestry & Fishing	63	0.1%	0.7%	16
Precision Production and Craft	6,726	12.8%	12.4%	103
↓ Operators and Assemblers	1,614	3.1%	5.5%	56
↓ Transportation and Material Moving	2,527	4.8%	6.1%	78
Laborers	2,019	3.8%	3.3%	117



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EMPLOYMENT				
Population By Employment Status (Age 15 and over)	92,177			
Employed	52,688	57.2%	60.3%	95
▲ Unemployed	5,179	5.6%	3.7%	154
Not in Labor Force	34,310	37.2%	36.1%	103
Households With Families By Number of Workers	25,438			
▲ No Workers	4,382	17.2%	12.7%	136
▲ 1 Worker	10,140	39.9%	30.4%	131
↓ 2 Workers	9,000	35.4%	45.0%	79
↓ 3 or more Workers	1,915	7.5%	11.9%	63
Total Female Population By Work Status (Age 16 and over)	49,537			
TOTAL WORKING	26,765	54.0%	54.2%	100
With No Children	17,887	36.1%	33.8%	107
With Children Age 0 to 5 only	2,119	4.3%	4.4%	96
With Children Age 6 to 17 only	5,003	10.1%	12.4%	82
With Children Both Age 0 to 5 and 6 to 17	1,756	3.5%	3.6%	100
▲ TOTAL NOT WORKING (UNEMPLOYED)	2,362	4.8%	3.3%	143
With No Children	1,288	2.6%	2.2%	119
▲ With Children Age 0 to 5 only	411	0.8%	0.3%	239
▲ With Children Age 6 to 17 only	378	0.8%	0.6%	137
▲ With Children Both Age 0 to 5 and 6 to 17	285	0.6%	0.3%	219
TOTAL NOT IN THE LABOR FORCE	20,408	41.2%	42.5%	97
With No Children	16,198	32.7%	32.9%	100
With Children Age 0 to 5 only	1,259	2.5%	2.7%	92
With Children Age 6 to 17 only	1,964	4.0%	4.3%	92
↓ With Children Both Age 0 to 5 and 6 to 17	987	2.0%	2.5%	78
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	51,687			
Above Poverty Line (Householder Age 0 to 64)	32,543	63.0%	69.5%	91
↓ Above Poverty Line (Householder Age 65 and over)	6,908	13.4%	18.7%	71
▲ Below Poverty Line (Householder Age 0 to 64)	10,864	21.0%	9.4%	225
Below Poverty Line (Householder Age 65 and over)	1,372	2.7%	2.4%	110
Households By Presence of Retirement Income	51,687			
↓ With Retirement Income	6,895	13.3%	16.7%	80
Without Retirement Income	44,792	86.7%	83.3%	104



Date: 3/7/2007

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Diocese of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
Custom Polygon

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	Number	Percent		
HOUSING				
Occupied Units By Type	51,670			
↓ Owner Occupied	18,730	36.2%	66.2%	55
▲ Renter Occupied	32,940	63.8%	33.8%	189
Median Rent	\$574		\$657	87
Vacant Units By Type	5,813			
▲ For Rent	2,959	50.9%	25.7%	198
For Sale	849	14.6%	13.7%	107
↓ Seasonal	235	4.0%	37.1%	11
▲ Other	1,770	30.4%	23.5%	129
Structures By Number of Units	57,484			
↓ Single Unit	24,371	42.4%	65.8%	64
▲ 2 to 9 Units	22,443	39.0%	13.7%	285
10 to 19 Units	2,156	3.8%	4.0%	94
▲ 20 to 49 Units	2,433	4.2%	3.3%	127
▲ 50 or more Units	6,034	10.5%	5.3%	198
↓ Mobile Home	47	0.1%	7.6%	1
↓ Other	0	0.0%	0.2%	0
↓ Single To Multiple Unit Ratio	0.74		2.50	30
2000 Owner-Occupied Property Values	15,914			
Under \$25,000	428	2.7%	2.4%	114
▲ \$25,000 to \$49,999	3,592	22.6%	7.5%	300
▲ \$50,000 to \$74,999	7,648	48.1%	16.3%	295
↓ \$75,000 to \$99,999	1,758	11.0%	14.1%	78
↓ \$100,000 to \$149,999	1,366	8.6%	23.7%	36
↓ \$150,000 to \$199,999	549	3.4%	14.6%	24
↓ \$200,000 to \$299,999	374	2.4%	11.9%	20
↓ \$300,000 to \$399,999	98	0.6%	4.4%	14
↓ \$400,000 to \$499,999	38	0.2%	2.1%	12
↓ \$500,000 and over	64	0.4%	2.9%	14
↓ 2000 Median Property Value	\$78,375		\$158,934	49



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HOUSING (CONTINUED)				
Housing Units By Year Built	57,484			
↓ 1995 to 2000	610	1.1%	9.7%	11
↓ 1990 to 1994	717	1.2%	7.3%	17
↓ 1980 to 1989	1,452	2.5%	15.8%	16
↓ 1970 to 1979	5,323	9.3%	18.5%	50
↓ 1960 to 1969	5,209	9.1%	13.7%	66
1950 to 1959	7,533	13.1%	12.7%	103
▲ 1940 to 1949	6,612	11.5%	7.3%	158
▲ 1939 or earlier	30,027	52.2%	15.0%	348
Households By Number of Persons	51,687			
▲ 1 Person Household	20,628	39.9%	25.8%	155
2 Person Household	14,302	27.7%	32.5%	85
3 Person Household	7,164	13.9%	16.5%	84
↓ 4 Person Household	5,003	9.7%	14.3%	68
↓ 5 Person Household	2,552	4.9%	6.7%	74
6 Person Household	1,329	2.6%	2.7%	96
7 or more Person Household	709	1.4%	1.7%	82
Average Persons Per Household	2.3		2.6	87
Population By Urban/Rural	121,466			
▲ Urban	121,466	100.0%	79.0%	127
↓ Rural	0	0.0%	21.0%	0
Households By Heating Type	51,670			
▲ Utility Gas	39,884	77.2%	51.2%	151
↓ Other Gas	1,013	2.0%	6.5%	30
↓ Electric	7,735	15.0%	30.3%	49
↓ Oil	2,339	4.5%	9.0%	50
↓ Coal	0	0.0%	0.1%	0
↓ Wood	28	0.1%	1.7%	3
▲ Solar/Other Fuel	426	0.8%	0.4%	189
↓ No Fuel Used	244	0.5%	0.7%	68
Households By Presence of Telephone	51,670			
With Telephone	49,363	95.5%	97.6%	98
▲ Without Telephone	2,307	4.5%	2.4%	183



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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles	51,670			
▲ No Vehicles	12,959	25.1%	10.3%	244
▲ 1 Vehicle	23,419	45.3%	34.2%	132
↓ 2 Vehicle	12,255	23.7%	38.4%	62
↓ 3 or more Vehicles	3,038	5.9%	17.1%	34
Workers By Travel Time to Work	50,223			
↓ Work At Home	1,190	2.4%	3.4%	70
Less than 10 minutes	7,829	15.6%	14.4%	108
▲ 10 to 29 minutes	34,344	68.4%	51.1%	134
↓ 30 to 59 minutes	6,204	12.4%	26.5%	47
↓ 60 to 89 minutes	1,287	2.6%	5.2%	49
↓ 90 or more minutes	560	1.1%	2.8%	40
↓ Average Travel Time to Work (minutes)	18.7		25.5	73
Workers By Type of Transportation to Work	51,414			
Drive Alone	36,373	70.7%	75.7%	93
Car Pool	6,001	11.7%	12.2%	96
▲ Public Transportation	4,052	7.9%	4.7%	167
Motorcycle	277	0.5%	0.5%	110
▲ Walk to Work	3,258	6.3%	2.9%	216
↓ Other Means	262	0.5%	0.7%	73
↓ Work at Home	1,190	2.3%	3.3%	71



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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.		
6	Ethnic And Urban Diversity (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	24,366	48.6%	18.4%	265
3	Young And Coming (8, 12, 13, 15, 19, 34, 37, 39 and 47)	15,308	30.6%	14.7%	209
2	Middle American Families (9, 10, 11, 16, 17, 18, 23, 25 and 28)	7,383	14.7%	31.4%	47
4	Rural Families (27, 26, 29, 33, 35 and 38)	1,340	2.7%	13.1%	20
5	Senior Life (7, 20, 21, 22, 30 and 31)	1,331	2.7%	6.9%	38
1	Affluent Families (segments 1, 2, 3, 4, 5, 6 and 14)	229	0.5%	15.1%	3

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.		
46	Struggling Black Households	8,872	17.7%	2.5%	704
48	Struggling Urban Life	5,403	10.8%	0.8%	1329
39	New Beginning Urbanites	5,194	10.4%	2.8%	375
12	Educated New Starters	5,075	10.1%	2.9%	345
40	Surviving Urban Diversity	3,102	6.2%	4.0%	153
45	Struggling Urban Diversity	2,765	5.5%	2.5%	225
24	Metro Multi-Ethnic Diversity	2,694	5.4%	2.7%	196
23	Established Empty-Nesters	2,494	5.0%	3.4%	147
47	University Life	2,158	4.3%	0.8%	573
8	Rising Potential Professionals	2,108	4.2%	2.3%	180
28	Building Country Families	2,072	4.1%	2.8%	148
25	Working Country Consumers	1,141	2.3%	4.1%	55
10	Suburban Mid-Life Families	991	2.0%	5.5%	36
43	Laboring Urban Diversity	977	2.0%	0.5%	385
29	Working Country Families	694	1.4%	1.0%	144
20	Cautious and Mature	672	1.3%	2.6%	51
18	Working Urban Families	641	1.3%	4.0%	32
35	Laboring Country Families	499	1.0%	2.7%	36
15	Reliable Young Starters	412	0.8%	4.3%	19
37	Rising Multi-Ethnic Urbanites	298	0.6%	0.6%	106



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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.		
22	Mature and Established	267	0.5%	1.8%	30
42	Laboring Rural Diversity	250	0.5%	1.5%	33
32	Working Urban Life	246	0.5%	1.7%	30
21	Mature and Stable	210	0.4%	0.6%	74
49	Exception Households	179	0.4%	0.2%	143
30	Urban Senior Life	159	0.3%	0.8%	38
4	Educated Mid-Life Families	143	0.3%	3.4%	8
27	Country Family Diversity	119	0.2%	0.3%	70
14	Secure Mid-Life Families	69	0.1%	0.7%	21
17	Large Young Families	43	0.1%	2.2%	4
19	Educated and Promising	36	0.1%	0.1%	92
44	Laboring Urban Life	34	0.1%	0.1%	90
26	Working Suburban Families	28	0.1%	0.1%	47
34	College and Career Starters	27	0.1%	0.6%	9
7	Prosperous and Mature	19	0.0%	0.5%	7
36	Working Diverse Urbanites	12	0.0%	0.4%	6
41	Struggling Hispanic Households	11	0.0%	1.6%	1
3	Mid-Life Prosperity	10	0.0%	1.5%	1
1	Traditional Affluent Families	7	0.0%	3.5%	0
31	Mature Country Families	4	0.0%	0.5%	1
9	Educated Working Families	1	0.0%	0.1%	2
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
11	Young Suburban Families	0	0.0%	3.0%	0
6	Prosperous New Country Families	0	0.0%	2.1%	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
33	Laboring Rural Families	0	0.0%	0.1%	0
TOTALS		50,136	100.0%	100.0%	100



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FAITH INVOLVEMENT INDICATOR

Estimated 2006 Households Likely to Be:

↓ Strongly Involved with Their Faith	30.5%	35.4%	86
Somewhat Involved with Their Faith	32.7%	29.9%	109
Not Involved with Their Faith	35.9%	34.7%	103

Estimated 2006 Households Likely to Have:

↓ Increased Their Involvement with Their Faith in the Last 10 Years	19.0%	22.1%	86
Decreased Their Involvement with Their Faith in the Last 10 Years	25.5%	23.7%	107

RELIGIOUS PREFERENCE INDICATOR

Estimated 2006 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	35
↓ Baptist	8.1%	16.1%	51
▲ Catholic	36.4%	23.7%	154
▲ Congregational	4.5%	2.0%	230
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.5%	0.4%	109
▲ Episcopal	4.7%	2.9%	162
↓ Holiness	0.6%	0.8%	72
Jehovah's Witnesses	1.2%	1.1%	110
▲ Judaism	8.4%	3.2%	267
↓ Lutheran	3.5%	7.2%	48
↓ Methodist	6.4%	10.1%	64
↓ Mormon	0.5%	1.8%	26
↓ New Age	0.5%	0.6%	79
↓ Non-Denominational / Independent	2.9%	6.9%	42
▲ Orthodox	0.6%	0.3%	187
↓ Pentecostal	2.0%	2.4%	82
↓ Presbyterian / Reformed	2.8%	4.6%	61
▲ Unitarian / Universalist	1.4%	0.7%	204
↓ Interested but No Preference	2.6%	3.9%	67
Not Interested and No Preference	11.4%	11.1%	102

↓ Likely to Have Changed Their Preference in the Last 10 Years	13.9%	16.8%	83
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LEADERSHIP PREFERENCE INDICATOR

Estimated 2006 Households Likely to Prefer A Leader Who:

Tells them what to do	4.1%	4.0%	102
Lets them do what they want and is supportive	11.0%	11.7%	94
▲ Lets them do what they want and stays out of the way	5.9%	4.8%	123
Works with them on deciding what to do and helps them do it	79.1%	79.6%	99



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PRIMARY CONCERN INDICATOR			
Estimated 2006 Households Likely to Be Primarily Concerned With:			
THE BASICS:			
Maintaining Personal Health	45.2%	43.5%	104
Finding/Providing Health Insurance	30.7%	29.0%	106
▲ Day-to-Day Financial Worries	35.4%	31.6%	112
▲ Finding Employment Opportunities	18.4%	14.4%	128
▲ Finding Affordable Housing	17.8%	11.3%	158
▲ Providing Adequate Food	12.1%	8.6%	141
Finding Child Care	6.2%	6.3%	99
FAMILY PROBLEMS:			
Dealing With Alcohol/Drug Abuse	17.4%	16.7%	104
↓ Dealing With Teen / Child Problems	17.9%	20.7%	87
↓ Finding/Providing Aging Parent Care	13.2%	15.5%	85
▲ Dealing With Abusive Relationships	12.9%	11.4%	114
↓ Dealing With Divorce	3.4%	4.5%	77
COMMUNITY PROBLEMS:			
Neighborhood Crime and Safety	29.4%	27.0%	109
↓ Finding/Providing Good Schools	19.0%	23.5%	81
↓ Dealing with Problems in Schools	10.6%	13.6%	78
▲ Dealing With Racial / Ethnic Prejudice	17.6%	13.1%	134
↓ Dealing With Neighborhood Gangs	5.6%	8.5%	66
▲ Dealing with Social Injustice	13.0%	11.3%	115
HOPES AND DREAMS:			
Achieving Long-term Financial Security	47.0%	50.6%	93
Finding Time for Recreation / Leisure	22.6%	25.3%	90
Finding Better Quality Healthcare	24.4%	23.9%	102
Finding A Satisfying Job / Career	20.1%	19.3%	104
Finding Retirement Opportunities	16.9%	18.9%	90
↓ Achieving A Fulfilling Marriage	16.6%	22.3%	74
↓ Developing Parenting Skills	10.6%	14.7%	72
Achieving Educational Objectives	8.2%	7.5%	110
SPIRITUAL / PERSONAL:			
Dealing With Stress	30.2%	29.8%	101
▲ Finding Companionship	21.3%	17.3%	123
↓ Finding A Good Church	9.5%	15.2%	63
↓ Finding Spiritual Teaching	9.6%	12.9%	74
Finding Life Direction	14.7%	14.0%	106



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KEY VALUES INDICATOR

Estimated 2006 Households Likely to Agree With the Following Statements:

GOD:

"I believe there is a God"	82.7%	84.5%	98
"God is actively involved in the world including nations and their governments"	62.5%	63.8%	98

SOCIETY:

"It is important to preserve the traditional American family structure"	88.1%	91.5%	96
"A healthy environment has become a national crisis"	84.2%	82.8%	102
"Public education is essential to the future of American society"	93.0%	94.0%	99

INSTITUTIONAL ROLES:

"Government should be the primary provider of human welfare services"	53.3%	50.1%	106
"The role of Churches / Synagogues is to help form and support moral values"	79.2%	81.1%	98
"Churches and religious organizations should provide more human services"	67.4%	62.6%	108

RACIAL / ETHNIC CHANGE:

▲ "The United States must open its doors to all people groups"	40.2%	36.3%	111
"The changing racial / ethnic face of America is a threat to our national heritage"	33.9%	36.3%	93

HOUSEHOLD CONTRIBUTION INDICATOR

Estimated 2006 Households Likely to Contribute:

TO CHURCHES AND RELIGIOUS ORGANIZATIONS:

More than \$100 per year	56.1%	59.8%	94
↓ More than \$500 per year	27.8%	31.2%	89
↓ More than \$1,000 per year	14.1%	17.4%	81

TO CHARITIES:

More than \$100 per year	33.2%	33.7%	99
More than \$500 per year	6.7%	6.8%	99
↓ More than \$1,000 per year	2.0%	2.3%	87

TO COLLEGES AND UNIVERSITIES:

More than \$100 per year	17.4%	16.1%	108
▲ More than \$500 per year	5.0%	4.3%	116
More than \$1,000 per year	2.3%	2.2%	105

Ministry Area Profile 2006
Compass
REPORT

Diocese of Rochester
1150 Buffalo Road
Rochester, NY 14624

Study Area Definition:
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ID# 36127:80012

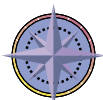


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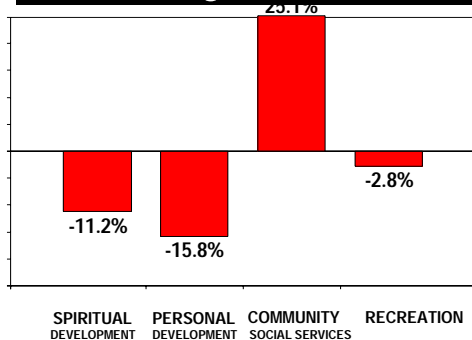


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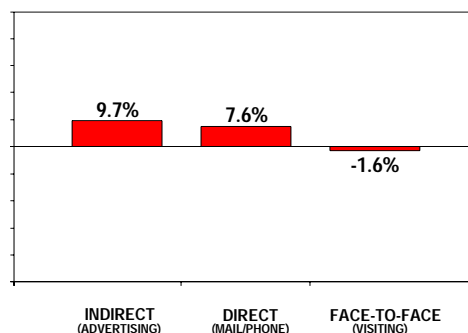
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Church Program Preferences

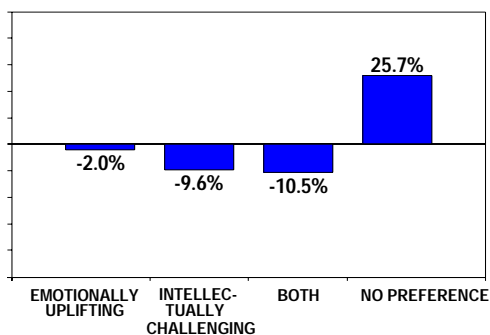


Contact Methods Rated Good

Percentage Above Average
← U.S. Average →
Percentage Below Average

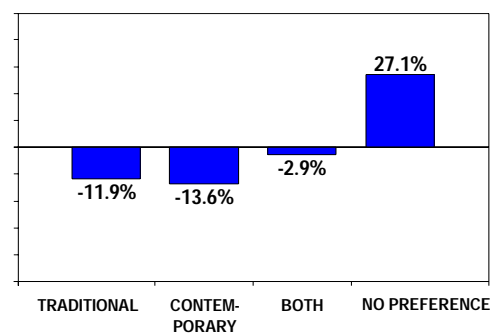


Worship Style (1)

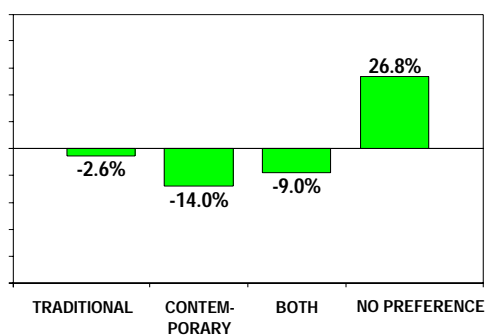


Worship Style (2)

Percentage Above Average
← U.S. Average →
Percentage Below Average

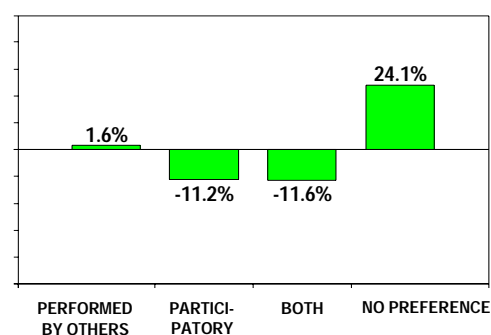


Music Style (1)

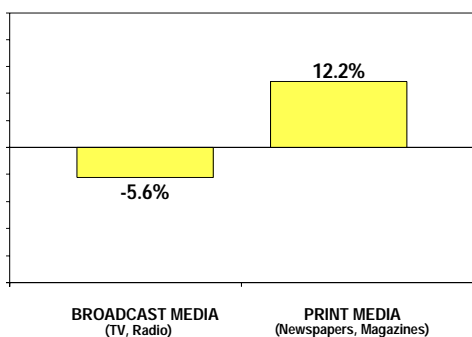


Music Style (2)

Percentage Above Average
← U.S. Average →
Percentage Below Average

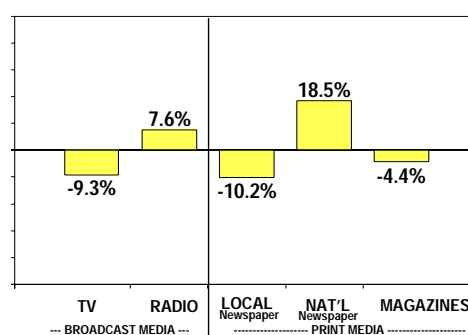


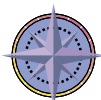
Primary Media Summary



Primary Media Preferences

Percentage Above Average
← U.S. Average →
Percentage Below Average





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CHURCH PROGRAM PREFERENCE INDICATOR

Estimated 2006 Households If Looking for a New Church Likely to Express as Most Important:

SPIRITUAL DEVELOPMENT:

↓ Bible Study Discussion and Prayer Groups	29.7%	41.1%	72
Adult Theological Discussion Groups	22.5%	22.5%	100
▲ Spiritual Retreats	14.6%	11.6%	126

PERSONAL DEVELOPMENT:

↓ Marriage Enrichment Opportunities	10.4%	15.2%	68
↓ Parent Training Programs	6.9%	7.8%	88
▲ Twelve Step Programs	4.7%	3.5%	135
Divorce Recovery	2.4%	2.4%	101

COMMUNITY/SOCIAL SERVICES:

▲ Personal or Family Counseling	24.9%	22.5%	111
▲ Care for the Terminally Ill	22.0%	15.7%	141
▲ Food and Clothing Resources	18.0%	11.1%	162
▲ Day Care Services	7.1%	6.1%	117
↓ Church Sponsored Day-School	4.3%	5.7%	76

RECREATION:

↓ Youth Social Programs	25.4%	29.7%	86
↓ Family Activities and Outings	28.4%	32.8%	87
Active Retirement Programs	29.5%	26.8%	110
▲ Cultural Programs (Music, Drama, Art)	21.9%	18.9%	116
Sports or Camping	6.1%	6.3%	96

SUMMARY

↓ Spiritual Development Index	89
↓ Personal Development Index	84
▲ Community/Social Services Index	125
Recreation Index	97



Date: 3/7/2007

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Diocese of Rochester
1150 Buffalo Road
Rochester, NY 14624

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			

WORSHIP STYLE INDICATOR

Estimated 2006 Households Likely to Prefer Church Worship which is:

PART 1:

A. Emotionally Uplifting	25.8%	26.4%	98
B. Intellectually Challenging	10.0%	11.1%	90
↓ C. Both A and B	35.0%	39.2%	89
▲ D. No Preference or Not Interested	29.4%	23.4%	126

PART 2:

↓ A. Traditional/Formal/Ceremonial	17.8%	20.2%	88
↓ B. Contemporary/Informal	22.7%	26.3%	86
C. Both A and B	25.8%	26.5%	97
▲ D. No Preference or Not Interested	34.2%	26.9%	127

MUSIC STYLE INDICATOR

Estimated 2006 Households Likely to Prefer Church Music which is:

PART 1:

A. Traditional	23.8%	24.4%	97
↓ B. Contemporary	17.0%	19.7%	86
C. Both A and B	28.3%	31.1%	91
▲ D. No Preference or Not Interested	31.4%	24.8%	127

PART 2:

A. Performed by Others	19.0%	18.7%	102
↓ B. Participatory	20.4%	22.9%	89
↓ C. Both A and B	28.4%	32.2%	88
▲ D. No Preference or Not Interested	32.5%	26.2%	124



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MISSION EMPHASIS INDICATOR

Estimated 2006 Households Likely to Prefer Church Involvement and Mission Emphasis Focused On:

PART 1:

A. Community	22.5%	22.0%	102
↓ B. Personal Spiritual Development	12.7%	14.3%	89
↓ C. Both A and B	32.1%	37.4%	86
▲ D. No Preference or Not Interested	32.7%	26.3%	125

PART 2:

↓ A. Global Mission	5.1%	6.2%	83
B. Local Mission	30.3%	33.3%	91
↓ C. Both A and B	26.3%	30.1%	87
▲ D. No Preference or Not Interested	38.8%	30.4%	128

CHURCH ARCHITECTURE INDICATOR

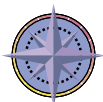
Estimated 2006 Households Likely to Prefer Church Architecture which is:

PART 1:

A. Traditional	27.6%	26.6%	104
B. Contemporary	14.5%	15.9%	91
↓ C. Both A and B	27.0%	32.3%	84
▲ D. No Preference or Not Interested	31.3%	25.1%	125

PART 2:

▲ A. Somber/Serious	10.6%	9.4%	113
↓ B. Light and Airy	30.9%	34.7%	89
↓ C. Both A and B	23.4%	27.7%	84
▲ D. No Preference or Not Interested	35.7%	28.2%	126



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PRIMARY MEDIA PREFERENCE

Estimated 2006 Households Likely to Describe Their Primary Media Information Source As:

BROADCAST MEDIA:

Television	42.9%	47.3%	91
Radio	14.3%	13.3%	108

PRINT MEDIA:

▲ Local Newspaper	40.2%	36.1%	111
▲ National Newspaper	5.1%	4.3%	118
▲ Magazines	2.9%	2.4%	118

SECONDARY MEDIA PREFERENCE

Estimated 2006 Households Likely to Describe Their Secondary Media Information Source As:

BROADCAST MEDIA:

Television	34.7%	31.9%	109
Radio	22.8%	23.8%	96

PRINT MEDIA:

Local Newspaper	29.4%	32.7%	90
▲ National Newspaper	6.8%	5.8%	118
Magazines	6.7%	7.0%	96

SUMMARY

Overall Broadcast Media Index (100 = Average)	99
Overall Print Media Index	103



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CHURCH CONTACT METHODS RATED GOOD

Estimated 2006 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	37.9%	33.8%	112
▲ Local Cable Channels	34.1%	30.4%	112

DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	56.2%	53.7%	105
▲ Calling and Offering to Send Information By Mail	33.9%	29.5%	115
Calling and Discussing on the Phone	12.4%	12.0%	103

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	19.9%	20.1%	99
Going Door to Door	13.7%	14.0%	98

CHURCH CONTACT METHODS RATED POOR

Estimated 2006 Households Likely to Rate As Poor the Following Methods of Contact from a Church:

INDIRECT METHODS (LEAST PERSONAL):

Local Radio Announcements or Advertisements	19.6%	19.6%	100
Putting Ad in Local Newspaper	19.4%	21.5%	90
Local Cable Channels	28.6%	30.7%	93

DIRECT METHODS (MORE PERSONAL):

↓ Sending Information By Mail	11.7%	13.3%	88
Calling and Offering to Send Information By Mail	31.4%	34.0%	92
Calling and Discussing on the Phone	57.8%	60.6%	95

FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	48.7%	49.6%	98
Going Door to Door	63.0%	64.0%	98

SUMMARY OF METHODS RATED GOOD

Indirect Methods Index (100 = Average)	110
Direct Methods Index	108
Face-to-Face Methods Index	98

SUMMARY OF METHODS RATED POOR

Indirect Methods Index	94
Direct Methods Index	93
Face-to-Face Methods Index	98