



Diocese of Rochester  
1150 Buffalo Road  
Rochester, NY 14624

## **Study Area Definition:** Custom Polygon



ID# 36136:80014



Prepared For:  
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**How many people live in the defined study area?**

Currently, there are 80,141 persons residing in the defined study area. This represents a decrease of 6,176 or 7.2% since 1990. During the same period of time, the U.S. as a whole grew by 18.7%. (see page 4)



**Is the population in this area projected to grow?**

No, between 2006 and 2011, the population is projected to decrease by 2.6% or 2,069 persons. During the same period, the U.S. population is projected to grow by 4.9%. (see page 4)



**How much lifestyle diversity is represented?**

The lifestyle diversity in the area is *extremely high* with a considerable 32 of the 50 U.S. Lifestyles segments represented. The top individual segment is *Struggling Black Households* representing 16.9% of all households. (see pages 13 and 14)



**How do racial or ethnic groups contribute to diversity in this area?**

Based upon the total number of different groups present, the racial/ethnic diversity in the area is *extremely high*. Among individual groups, *Anglos* represent 35.1% of the population and all other racial/ethnic groups make up a substantial 64.9% which is well above the national average of 33%. The largest of these groups, *African-Americans*, accounts for 47.4% of the total population. *Hispanics/Latinos* are projected to be the fastest growing group increasing by 14.4% between 2006 and 2011. (see pages 4 and 7)



**What are the major generational groups represented?**

The largest age group in terms of numbers is *Survivors* (age 25 to 45) comprised of 25,773 persons or 32.2% of the total population in the area. *Millenials* (age 5 to 24) make up 30.5% of the population which compared to a national average of 28.0% makes them the most over-represented group in the area. (see page 4)



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

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



**How educated are the adults?**

Based upon the number of years completed and college enrollment, the overall education level in the area is *extremely low*. While 72.7% 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 12.7% of those over 25 in the area versus 24.4% in the U.S. (see page 8)



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

Concerns which are likely to exceed the national average include: *Affordable Housing*, *Racial/Ethnic Prejudice*, *Adequate Food*, *Employment Opportunities*, *Abusive Relationships* and *Day-to-Day Financial Worries*. (see page 16)



**What is the likely faith receptivity?**

Overall, the likely faith involvement level and preference for historic Christian religious affiliations is *somewhat low* when compared to national averages. (see page 15)



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

Based upon the average household income of \$38,929 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)

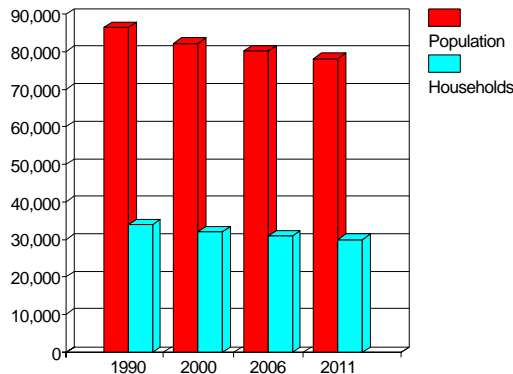


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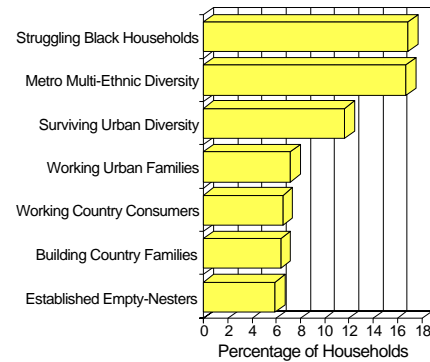
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## Population and Households

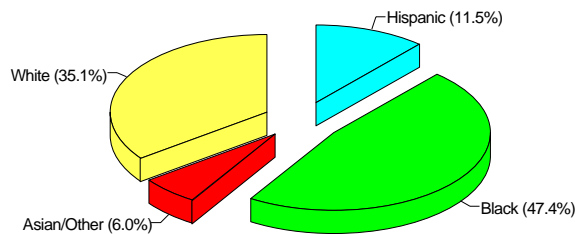


The population in the study area has decreased by 2,077 persons, or 2.5% since 2000 and is projected to decrease by 2,069 persons, or 2.6% between 2006 and 2011. The number of households has decreased by 996, or 3.1% since 2000 and is projected to decrease by 955, or 3.1% between 2006 and 2011.

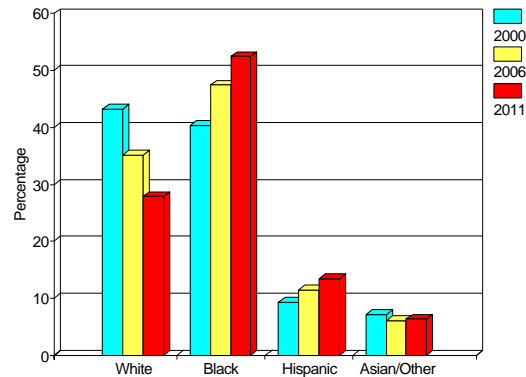
## Primary U.S. Lifestyles Segments-2006



## Population By Race/Ethnicity-2006

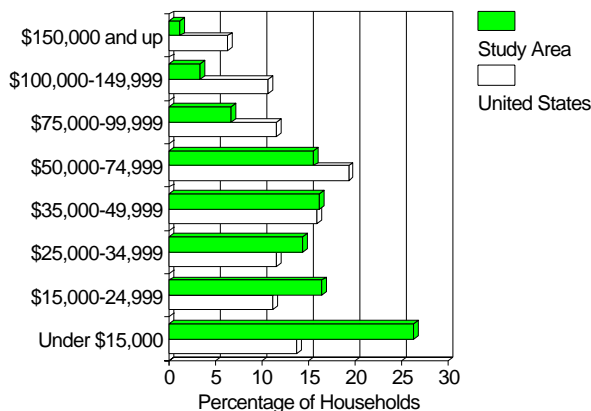


## Population By Race/Ethnicity Trend

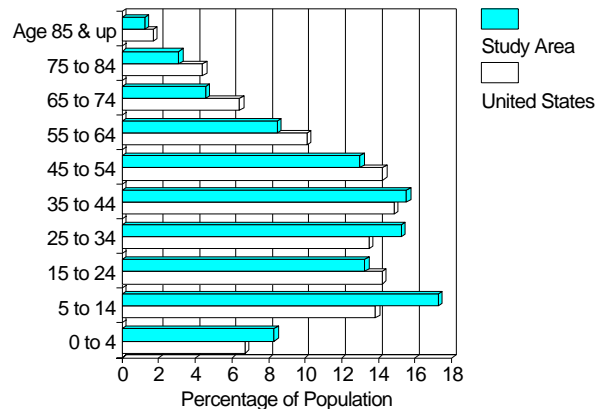


Between 2006 and 2011, the White population is projected to decrease by 6,389 persons and to decrease from 35.1% to 27.9% of the total population. The Black population is projected to increase by 2,906 persons and to increase from 47.4% to 52.4% of the total. The Hispanic/Latino population is projected to increase by 1,315 persons and to increase from 11.5% to 13.4% of the total. The Asian/Other population is projected to increase by 100 persons and to increase from 6.0% to 6.3% of the total population.

## Households By Income-2006



## Population by Age-2006



The average household income in the study area is \$38,929 a year as compared to the U.S. average of \$64,816. The average age in the study area is 33.7 and is projected to increase to 34.6 by 2011. The average age in the U.S. is 37.0 and is projected to increase to 38.0 by 2011.

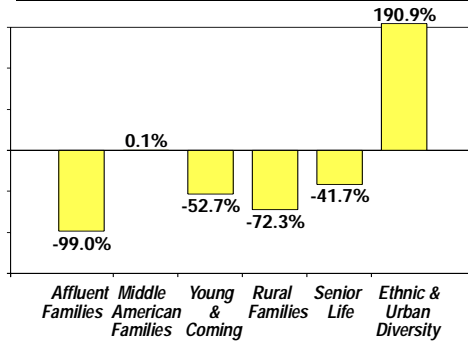


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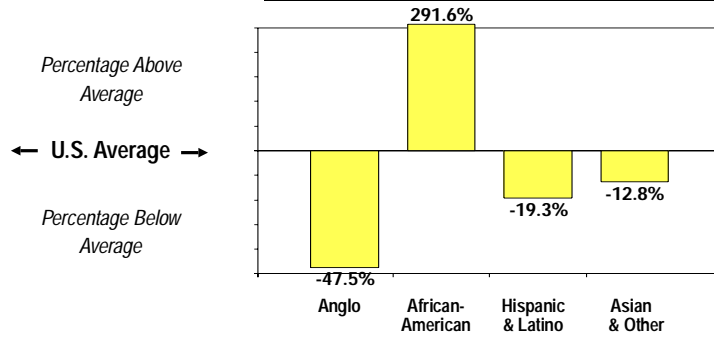
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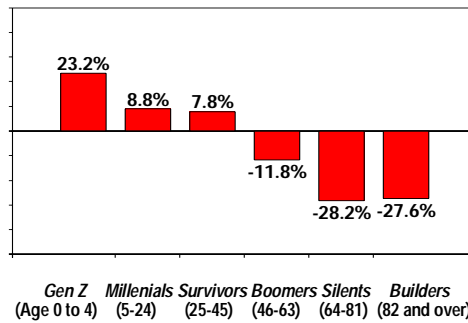
### U.S. Lifestyles Group



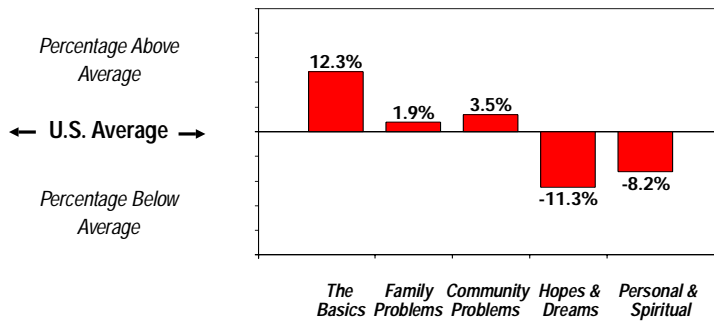
### Race/Ethnicity



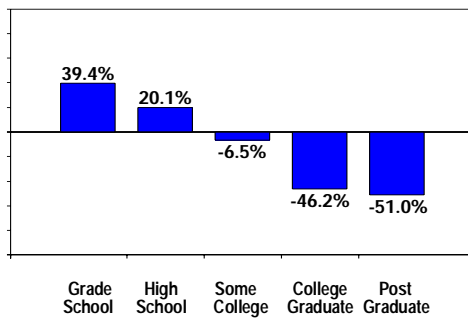
### Generations



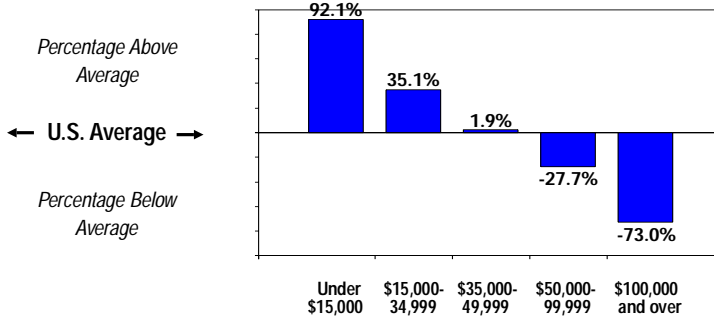
### Primary Concern Groups



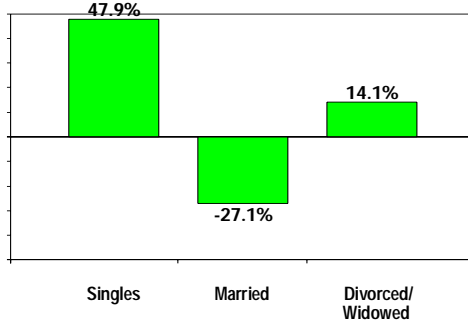
### Education Completed by Adults



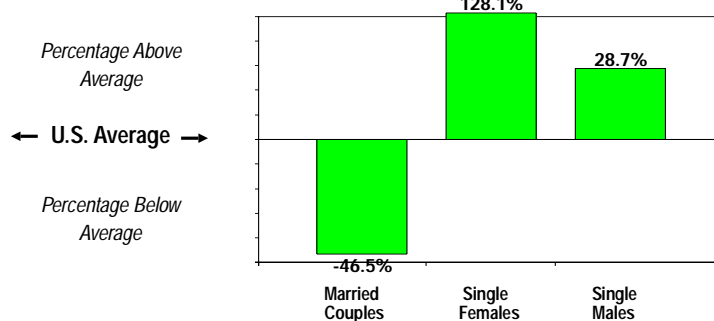
### Household Income



### 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	86,317	82,168	80,141	78,072
Population Change		(4,149)	(2,027)	(2,069)
Percentage Change		-4.8%	-2.5%	-2.6%
Average Annual Growth Rate		-0.5%	-0.4%	-0.5%
↓ Density (Pop. per square mile)	5,312	5,056	4,932	4,804
HOUSEHOLDS				
↓ Households	33,897	31,956	30,960	30,005
Household Change		(1,941)	(996)	(955)
Percentage Change		-5.7%	-3.1%	-3.1%
Average Annual Growth Rate		-0.6%	-0.5%	-0.6%
▲ Persons Per Household	2.52	2.54	2.56	2.58

POPULATION BY RACE/ETHNICITY						
	2000 Census		2006 Update		2011 Projection	
	Number	Percent	Number	Percent	Number	Percent
↓ White (Non-Hispanic)	35,528	43.2%	28,135	35.1%	21,746	27.9%
▲ African-American (Non-Hisp)	33,101	40.3%	38,009	47.4%	40,915	52.4%
▲ Hispanic/Latino	7,648	9.3%	9,177	11.5%	10,492	13.4%
Asian/Other (Non-Hisp)	5,890	7.2%	4,819	6.0%	4,919	6.3%

POPULATION BY GENDER						
Female	43,093	52.4%	42,101	52.5%	40,865	52.3%
Male	39,075	47.6%	38,040	47.5%	37,207	47.7%

POPULATION BY GENERATION						
▲ Generation Z (Born 2002 and later)	0	0.0%	6,656	8.3%	12,599	16.1%
↓ Millennials (Born 1982 to 2001)	27,044	32.9%	24,448	30.5%	22,772	29.2%
Survivors (Born 1961 to 1981)	25,756	31.3%	25,774	32.2%	23,405	30.0%
↓ Boomers (Born 1943 to 1960)	18,627	22.7%	15,511	19.4%	13,724	17.6%
↓ Silents (Born 1925 to 1942)	7,514	9.1%	5,997	7.5%	4,567	5.8%
↓ Builders (Born 1924 and earlier)	3,226	3.9%	1,754	2.2%	1,004	1.3%

AGE			
▲ Average Age	32.5	33.7	34.6
▲ Median Age	30.7	32.3	33.6

INCOME			
▲ Average Household Income	\$37,884	\$38,929	\$40,783
▲ Median Household Income	\$29,591	\$31,022	\$32,459
▲ Per Capita Income	\$14,733	\$15,039	\$15,674



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#### HOUSEHOLDS BY INCOME

▲ Indicates a consistent upward trend ↓ Indicates a consistent downward trend	2000 Census		2006 Update		2011 Projection	
	Number	Percent	Number	Percent	Number	Percent
▲ \$150,000 or more	337	1.1%	377	1.2%	431	1.4%
▲ \$100,000 to \$149,999	846	2.6%	1,035	3.3%	1,236	4.1%
▲ \$75,000 to \$99,999	2,023	6.3%	2,090	6.8%	2,165	7.2%
▲ \$50,000 to \$74,999	4,907	15.4%	4,806	15.5%	4,699	15.7%
▲ \$35,000 to \$49,999	5,050	15.8%	5,006	16.2%	4,909	16.4%
↓ \$25,000 to \$34,999	4,729	14.8%	4,422	14.3%	4,158	13.9%
↓ \$15,000 to \$24,999	5,377	16.8%	5,085	16.4%	4,789	16.0%
↓ Under \$15,000	8,687	27.2%	8,138	26.3%	7,618	25.4%

#### POPULATION BY PHASE OF LIFE

↓ Before Formal Schooling (Age 0-4)	7,197	8.8%	6,656	8.3%	6,349	8.1%
↓ Required Formal Schooling (5-17)	18,862	23.0%	17,455	21.8%	16,346	20.9%
College Years, Career Starts (18-24)	7,557	9.2%	6,993	8.7%	7,371	9.4%
Singles and Young Families (25-34)	12,495	15.2%	12,207	15.2%	10,340	13.2%
▲ Families, Empty Nesters (35-54)	23,325	28.4%	22,859	28.5%	22,429	28.7%
▲ Enrichment Years Singles/Couples (55-64)	5,562	6.8%	6,803	8.5%	7,735	9.9%
▲ Retirement Opportunities (65+)	7,169	8.7%	7,167	8.9%	7,500	9.6%

#### POPULATION BY AGE (DETAIL)

↓ Under 5 years	7,197	8.8%	6,656	8.3%	6,349	8.1%
↓ 5 to 9 years	8,328	10.1%	6,902	8.6%	6,250	8.0%
↓ 10 to 14 years	7,153	8.7%	6,934	8.7%	6,309	8.1%
▲ 15 to 17 years	3,381	4.1%	3,619	4.5%	3,787	4.9%
▲ 18 to 20 years	2,986	3.6%	3,072	3.8%	3,226	4.1%
↓ 21 to 24 years	4,571	5.6%	3,921	4.9%	4,145	5.3%
↓ 25 to 29 years	5,996	7.3%	5,759	7.2%	5,305	6.8%
30 to 34 years	6,499	7.9%	6,448	8.0%	5,035	6.4%
↓ 35 to 39 years	6,689	8.1%	6,145	7.7%	5,427	7.0%
40 to 44 years	6,940	8.4%	6,289	7.8%	6,360	8.1%
▲ 45 to 49 years	5,278	6.4%	5,666	7.1%	5,568	7.1%
▲ 50 to 54 years	4,418	5.4%	4,759	5.9%	5,074	6.5%
▲ 55 to 59 years	3,318	4.0%	3,885	4.8%	4,242	5.4%
▲ 60 to 64 years	2,244	2.7%	2,918	3.6%	3,493	4.5%
▲ 65 to 69 years	1,997	2.4%	2,018	2.5%	2,412	3.1%
▲ 70 to 74 years	1,689	2.1%	1,654	2.1%	1,795	2.3%
↓ 75 to 84 years	2,571	3.1%	2,487	3.1%	2,178	2.8%
▲ 85 or more years	912	1.1%	1,008	1.3%	1,115	1.4%



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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	59,490			
▲ Single (Never Married)	23,844	40.1%	27.1%	148
↓ Married	24,520	41.2%	56.5%	73
Divorced/Widowed	11,126	18.7%	16.4%	114
Marital Status Females 15 and Older	32,120			
▲ Single (Never Married)	12,317	38.3%	24.1%	159
↓ Married	12,552	39.1%	54.6%	72
Divorced/Widowed	7,251	22.6%	21.3%	106
Marital Status Males 15 and Older	27,370			
▲ Single (Never Married)	11,527	42.1%	30.3%	139
↓ Married	11,968	43.7%	58.6%	75
▲ Divorced/Widowed	3,875	14.2%	11.2%	127
FAMILY STRUCTURE				
Households By Type	31,956			
▲ Single Male	4,909	15.4%	11.0%	140
Single Female	5,087	15.9%	14.8%	107
↓ Married Couple	9,530	29.8%	52.5%	57
▲ Other Family - Male Head of Household	1,787	5.6%	4.1%	137
▲ Other Family - Female Head of Household	8,344	26.1%	11.8%	220
Non Family - Male Head of Household	1,274	4.0%	3.4%	118
▲ Non Family - Female Head of Household	1,025	3.2%	2.4%	135
Households With Children 0 to 18	12,844			
↓ Married Couple Family	4,738	36.9%	68.9%	54
▲ Other Family - Male Head of Household	1,118	8.7%	6.8%	129
▲ Other Family - Female Head of Household	6,803	53.0%	23.2%	228
▲ Non Family	185	1.4%	1.1%	134
Population By Household Type	82,344			
Family Households	65,843	80.0%	82.2%	97
▲ Non Family Households	15,654	19.0%	15.0%	127
↓ Group Quarters	848	1.0%	2.8%	37





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<b>GROUP QUARTERS</b>				
<b>Population In Group Quarters By Type</b>	848			
↓ Institutions	195	23.0%	52.2%	44
↓ College Dorm	0	0.0%	26.5%	0
↓ Military	0	0.0%	4.6%	0
Shelter/Street (category eliminated in 2000)	0	0.0%	0.0%	100
<b>▲ Other</b>	<b>653</b>	<b>77.0%</b>	<b>16.7%</b>	<b>461</b>
<b>RACE/ETHNICITY</b>				
<b>Population By Race/Ethnicity</b>	82,168			
↓ White (Non-Hispanic)	35,528	43.2%	69.1%	63
<b>▲ African-American (Non-Hisp)</b>	<b>33,101</b>	<b>40.3%</b>	<b>12.0%</b>	<b>336</b>
↓ Hispanic/Latino	7,649	9.3%	12.5%	74
↓ Native American (Non-Hisp)	391	0.5%	0.7%	64
↓ Asian (Non-Hisp)	1,691	2.1%	3.6%	57
↓ Hawaiian & Pacific Islander (Non-Hisp)	32	0.0%	0.1%	32
<b>▲ Other Races &amp; Multiple Races (Non-Hisp)</b>	<b>3,823</b>	<b>4.7%</b>	<b>1.9%</b>	<b>240</b>
<b>Asian Population By Race</b>	1,691			
↓ Chinese	128	7.6%	22.6%	33
↓ Japanese	22	1.3%	7.8%	17
↓ Indian	103	6.1%	16.4%	37
↓ Korean	57	3.4%	10.5%	32
<b>▲ Vietnamese</b>	<b>818</b>	<b>48.4%</b>	<b>11.0%</b>	<b>441</b>
Other Asian Races	563	33.3%	31.8%	105
<b>Hispanic/Latino Population By Race</b>	7,649			
↓ White	2,519	32.9%	47.8%	69
<b>▲ African-American</b>	<b>769</b>	<b>10.1%</b>	<b>1.9%</b>	<b>541</b>
↓ Native American	31	0.4%	1.0%	40
↓ Asian	0	0.0%	0.3%	0
Other Races & Multiple Races	4,330	56.6%	49.0%	115
<b>Hispanic/Latino Population By Origin</b>	7,649			
↓ Mexican	244	3.2%	58.6%	5
<b>▲ Puerto Rican</b>	<b>5,566</b>	<b>72.8%</b>	<b>9.7%</b>	<b>753</b>
<b>▲ Cuban</b>	<b>451</b>	<b>5.9%</b>	<b>3.5%</b>	<b>167</b>
↓ Other Hispanic Origin	1,368	17.9%	28.4%	63



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<b>EDUCATION</b>				
<b>Population By School Enrollment (Age 3 and over)</b>	77,922			
▲ <b>Pre-Primary (Public)</b>	<b>2,504</b>	<b>3.2%</b>	<b>2.3%</b>	<b>140</b>
Pre-Primary (Private)	739	0.9%	1.1%	88
▲ <b>Elementary/High School (Public)</b>	<b>15,565</b>	<b>20.0%</b>	<b>16.6%</b>	<b>120</b>
▲ <b>Elementary/High School (Private)</b>	<b>2,202</b>	<b>2.8%</b>	<b>1.9%</b>	<b>147</b>
↓ Enrolled in College	3,582	4.6%	6.5%	71
Not Enrolled in School	53,330	68.4%	71.6%	96
<b>Population By Education Completed (Age 25 and over)</b>	48,553			
Elementary (Less than 9 years)	3,046	6.3%	7.5%	83
▲ <b>Some High School (9 to 11 years)</b>	<b>10,219</b>	<b>21.0%</b>	<b>12.1%</b>	<b>175</b>
▲ <b>High School Graduate (12 years)</b>	<b>16,693</b>	<b>34.4%</b>	<b>28.6%</b>	<b>120</b>
Some College (13 to 15 years)	8,438	17.4%	21.0%	83
▲ <b>Associate Degree</b>	<b>3,985</b>	<b>8.2%</b>	<b>6.3%</b>	<b>130</b>
↓ Bachelor's Degree	4,062	8.4%	15.5%	54
↓ Graduate Degree	2,109	4.3%	8.9%	49
<b>OCCUPATION</b>				
<b>Population By Occupation Type (Age 15 and over)</b>	33,397			
↓ <b>TOTAL WHITE COLLAR</b>	15,908	47.6%	60.3%	79
↓ Executive and Managerial	2,499	7.5%	13.5%	56
↓ Professional Specialty	2,644	7.9%	10.7%	74
Technical Support	2,928	8.8%	9.5%	92
↓ Sales	3,000	9.0%	11.2%	80
Administrative Support & Clerical	4,837	14.5%	15.4%	94
▲ <b>TOTAL BLUE COLLAR</b>	<b>17,490</b>	<b>52.4%</b>	<b>39.7%</b>	<b>132</b>
▲ <b>Service: Private Households</b>	<b>1,447</b>	<b>4.3%</b>	<b>2.8%</b>	<b>155</b>
Service: Protective	668	2.0%	2.0%	102
▲ <b>Service: Other</b>	<b>3,602</b>	<b>10.8%</b>	<b>6.8%</b>	<b>158</b>
↓ Farming, Forestry & Fishing	10	0.0%	0.7%	4
▲ <b>Precision Production and Craft</b>	<b>6,255</b>	<b>18.7%</b>	<b>12.4%</b>	<b>151</b>
↓ Operators and Assemblers	1,428	4.3%	5.5%	78
Transportation and Material Moving	2,293	6.9%	6.1%	112
▲ <b>Laborers</b>	<b>1,787</b>	<b>5.4%</b>	<b>3.3%</b>	<b>163</b>



Date: 3/7/2007

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

Study Area Definition:  
Custom Polygon

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		
EMPLOYMENT				
Population By Employment Status (Age 15 and over)	58,411			
Employed	33,428	57.2%	60.3%	95
▲ Unemployed	3,786	6.5%	3.7%	177
Not in Labor Force	21,197	36.3%	36.1%	101
Households With Families By Number of Workers	19,661			
▲ No Workers	3,171	16.1%	12.7%	127
▲ 1 Worker	7,804	39.7%	30.4%	130
↓ 2 Workers	6,799	34.6%	45.0%	77
3 or more Workers	1,888	9.6%	11.9%	81
Total Female Population By Work Status (Age 16 and over)	31,649			
TOTAL WORKING	16,957	53.6%	54.2%	99
With No Children	9,879	31.2%	33.8%	92
With Children Age 0 to 5 only	1,603	5.1%	4.4%	114
With Children Age 6 to 17 only	3,875	12.2%	12.4%	99
▲ With Children Both Age 0 to 5 and 6 to 17	1,600	5.1%	3.6%	142
▲ TOTAL NOT WORKING (UNEMPLOYED)	1,810	5.7%	3.3%	171
▲ With No Children	1,000	3.2%	2.2%	145
▲ With Children Age 0 to 5 only	246	0.8%	0.3%	224
▲ With Children Age 6 to 17 only	377	1.2%	0.6%	214
▲ With Children Both Age 0 to 5 and 6 to 17	187	0.6%	0.3%	225
TOTAL NOT IN THE LABOR FORCE	12,882	40.7%	42.5%	96
With No Children	9,623	30.4%	32.9%	93
With Children Age 0 to 5 only	843	2.7%	2.7%	97
With Children Age 6 to 17 only	1,516	4.8%	4.3%	111
With Children Both Age 0 to 5 and 6 to 17	900	2.8%	2.5%	112
POVERTY AND RETIREMENT INCOME				
Households By Poverty Status (\$17,603 for family of 4 in '00)	31,956			
Above Poverty Line (Householder Age 0 to 64)	20,483	64.1%	69.5%	92
↓ Above Poverty Line (Householder Age 65 and over)	4,302	13.5%	18.7%	72
▲ Below Poverty Line (Householder Age 0 to 64)	6,336	19.8%	9.4%	212
Below Poverty Line (Householder Age 65 and over)	835	2.6%	2.4%	109
Households By Presence of Retirement Income	31,956			
With Retirement Income	4,746	14.9%	16.7%	89
Without Retirement Income	27,210	85.1%	83.3%	102



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	Number	Percent		
HOUSING				
Occupied Units By Type	31,902			
↓ Owner Occupied	15,027	47.1%	66.2%	71
▲ Renter Occupied	16,875	52.9%	33.8%	156
Median Rent	\$583		\$657	89
Vacant Units By Type	4,279			
▲ For Rent	1,929	45.1%	25.7%	176
▲ For Sale	703	16.4%	13.7%	120
↓ Seasonal	99	2.3%	37.1%	6
▲ Other	1,548	36.2%	23.5%	154
Structures By Number of Units	36,181			
Single Unit	19,978	55.2%	65.8%	84
▲ 2 to 9 Units	13,101	36.2%	13.7%	264
↓ 10 to 19 Units	888	2.5%	4.0%	61
↓ 20 to 49 Units	892	2.5%	3.3%	74
↓ 50 or more Units	1,294	3.6%	5.3%	68
↓ Mobile Home	19	0.1%	7.6%	1
↓ Other	9	0.0%	0.2%	11
↓ Single To Multiple Unit Ratio	1.24		2.50	49
2000 Owner-Occupied Property Values	13,273			
Under \$25,000	281	2.1%	2.4%	90
▲ \$25,000 to \$49,999	3,017	22.7%	7.5%	302
▲ \$50,000 to \$74,999	8,173	61.6%	16.3%	378
↓ \$75,000 to \$99,999	1,204	9.1%	14.1%	64
↓ \$100,000 to \$149,999	442	3.3%	23.7%	14
↓ \$150,000 to \$199,999	129	1.0%	14.6%	7
↓ \$200,000 to \$299,999	17	0.1%	11.9%	1
↓ \$300,000 to \$399,999	0	0.0%	4.4%	0
↓ \$400,000 to \$499,999	0	0.0%	2.1%	0
↓ \$500,000 and over	10	0.1%	2.9%	3
↓ 2000 Median Property Value	\$62,911		\$158,934	40



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	Number	Percent		
HOUSING (CONTINUED)				
Housing Units By Year Built	36,181			
↓ 1995 to 2000	236	0.7%	9.7%	7
↓ 1990 to 1994	257	0.7%	7.3%	10
↓ 1980 to 1989	975	2.7%	15.8%	17
↓ 1970 to 1979	2,209	6.1%	18.5%	33
↓ 1960 to 1969	2,763	7.6%	13.7%	56
1950 to 1959	3,881	10.7%	12.7%	85
▲ 1940 to 1949	4,454	12.3%	7.3%	169
▲ 1939 or earlier	21,408	59.2%	15.0%	395
Households By Number of Persons	31,956			
▲ 1 Person Household	9,996	31.3%	25.8%	121
2 Person Household	8,474	26.5%	32.5%	82
3 Person Household	5,400	16.9%	16.5%	103
4 Person Household	4,313	13.5%	14.3%	95
5 Person Household	2,216	6.9%	6.7%	104
6 Person Household	952	3.0%	2.7%	112
7 or more Person Household	604	1.9%	1.7%	113
Average Persons Per Household	2.5		2.6	98
Population By Urban/Rural	82,168			
▲ Urban	82,168	100.0%	79.0%	127
↓ Rural	0	0.0%	21.0%	0
Households By Heating Type	31,902			
▲ Utility Gas	27,218	85.3%	51.2%	167
↓ Other Gas	343	1.1%	6.5%	16
↓ Electric	2,813	8.8%	30.3%	29
↓ Oil	1,188	3.7%	9.0%	42
↓ Coal	0	0.0%	0.1%	0
↓ Wood	37	0.1%	1.7%	7
▲ Solar/Other Fuel	203	0.6%	0.4%	146
↓ No Fuel Used	101	0.3%	0.7%	46
Households By Presence of Telephone	31,902			
With Telephone	29,914	93.8%	97.6%	96
▲ Without Telephone	1,989	6.2%	2.4%	256



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	Number	Percent		
TRANSPORTATION				
Households By Number of Vehicles	31,902			
▲ No Vehicles	7,688	24.1%	10.3%	234
▲ 1 Vehicle	13,619	42.7%	34.2%	125
↓ 2 Vehicle	8,146	25.5%	38.4%	67
↓ 3 or more Vehicles	2,449	7.7%	17.1%	45
Workers By Travel Time to Work	31,603			
↓ Work At Home	708	2.2%	3.4%	66
Less than 10 minutes	4,526	14.3%	14.4%	99
▲ 10 to 29 minutes	21,189	67.0%	51.1%	131
↓ 30 to 59 minutes	4,494	14.2%	26.5%	54
↓ 60 to 89 minutes	856	2.7%	5.2%	52
↓ 90 or more minutes	538	1.7%	2.8%	61
↓ Average Travel Time to Work (minutes)	20.3		25.5	79
Workers By Type of Transportation to Work	32,311			
Drive Alone	22,581	69.9%	75.7%	92
Car Pool	4,254	13.2%	12.2%	108
▲ Public Transportation	2,718	8.4%	4.7%	178
Motorcycle	186	0.6%	0.5%	117
▲ Walk to Work	1,479	4.6%	2.9%	156
▲ Other Means	383	1.2%	0.7%	169
↓ Work at Home	708	2.2%	3.3%	67



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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	<b>Ethnic And Urban Diversity</b> (24, 32, 36, 40, 41, 42, 43, 44, 45, 46 and 48)	16,551	53.5%	18.4%	291
2	<b>Middle American Families</b> (9, 10, 11, 16, 17, 18, 23, 25 and 28)	9,738	31.5%	31.4%	100
3	<b>Young And Coming</b> (8, 12, 13, 15, 19, 34, 37, 39 and 47)	2,144	6.9%	14.7%	47
5	<b>Senior Life</b> (7, 20, 21, 22, 30 and 31)	1,246	4.0%	6.9%	58
4	<b>Rural Families</b> (27, 26, 29, 33, 35 and 38)	1,120	3.6%	13.1%	28
1	<b>Affluent Families</b> (segments 1, 2, 3, 4, 5, 6 and 14)	49	0.2%	15.1%	1

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	5,233	16.9%	2.5%	672
24	Metro Multi-Ethnic Diversity	5,168	16.7%	2.7%	607
40	Surviving Urban Diversity	3,616	11.7%	4.0%	289
18	Working Urban Families	2,228	7.2%	4.0%	181
25	Working Country Consumers	2,019	6.5%	4.1%	159
28	Building Country Families	1,985	6.4%	2.8%	229
23	Established Empty-Nesters	1,832	5.9%	3.4%	175
45	Struggling Urban Diversity	1,238	4.0%	2.5%	163
39	New Beginning Urbanites	1,198	3.9%	2.8%	140
10	Suburban Mid-Life Families	975	3.1%	5.5%	57
15	Reliable Young Starters	841	2.7%	4.3%	64
20	Cautious and Mature	713	2.3%	2.6%	87
29	Working Country Families	595	1.9%	1.0%	200
43	Laboring Urban Diversity	590	1.9%	0.5%	376
17	Large Young Families	552	1.8%	2.2%	83
35	Laboring Country Families	415	1.3%	2.7%	49
22	Mature and Established	375	1.2%	1.8%	68
32	Working Urban Life	279	0.9%	1.7%	55
48	Struggling Urban Life	220	0.7%	0.8%	88
42	Laboring Rural Diversity	141	0.5%	1.5%	30



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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	140	0.5%	3.0%	15
49	Exception Households	124	0.4%	0.2%	160
37	Rising Multi-Ethnic Urbanites	88	0.3%	0.6%	51
27	Country Family Diversity	81	0.3%	0.3%	77
21	Mature and Stable	73	0.2%	0.6%	42
30	Urban Senior Life	64	0.2%	0.8%	25
44	Laboring Urban Life	40	0.1%	0.1%	172
14	Secure Mid-Life Families	33	0.1%	0.7%	16
26	Working Suburban Families	29	0.1%	0.1%	78
41	Struggling Hispanic Households	26	0.1%	1.6%	5
7	Prosperous and Mature	17	0.1%	0.5%	10
4	Educated Mid-Life Families	15	0.0%	3.4%	1
12	Educated New Starters	8	0.0%	2.9%	1
19	Educated and Promising	8	0.0%	0.1%	33
9	Educated Working Families	7	0.0%	0.1%	27
31	Mature Country Families	4	0.0%	0.5%	2
3	Mid-Life Prosperity	1	0.0%	1.5%	0
34	College and Career Starters	1	0.0%	0.6%	1
38	Rural Working Families	0	0.0%	8.8%	0
16	Established Country Families	0	0.0%	6.4%	0
1	Traditional Affluent Families	0	0.0%	3.5%	0
5	Prosperous Diversity	0	0.0%	3.1%	0
8	Rising Potential Professionals	0	0.0%	2.3%	0
6	Prosperous New Country Families	0	0.0%	2.1%	0
2	Professional Affluent Families	0	0.0%	0.8%	0
47	University Life	0	0.0%	0.8%	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
33	Laboring Rural Families	0	0.0%	0.1%	0
<b>TOTALS</b>		<b>30,972</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100</b>





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#### FAITH INVOLVEMENT INDICATOR

##### Estimated 2006 Households Likely to Be:

Strongly Involved with Their Faith	32.5%	35.4%	92
Somewhat Involved with Their Faith	32.7%	29.9%	109
Not Involved with Their Faith	33.3%	34.7%	96

##### Estimated 2006 Households Likely to Have:

Increased Their Involvement with Their Faith in the Last 10 Years	20.1%	22.1%	91
Decreased Their Involvement with Their Faith in the Last 10 Years	24.2%	23.7%	102

#### RELIGIOUS PREFERENCE INDICATOR

##### Estimated 2006 Households Likely to Prefer:

↓ Adventist	0.2%	0.5%	37
↓ Baptist	9.2%	16.1%	57
▲ Catholic	36.1%	23.7%	152
▲ Congregational	4.5%	2.0%	231
Eastern Religions (Buddhist/Hindu/Shinto/Islam)	0.4%	0.4%	100
▲ Episcopal	4.5%	2.9%	156
↓ Holiness	0.7%	0.8%	80
▲ Jehovah's Witnesses	1.2%	1.1%	117
▲ Judaism	7.9%	3.2%	250
↓ Lutheran	3.4%	7.2%	48
↓ Methodist	6.6%	10.1%	65
↓ Mormon	0.5%	1.8%	26
↓ New Age	0.4%	0.6%	67
↓ Non-Denominational / Independent	3.1%	6.9%	44
▲ Orthodox	0.6%	0.3%	187
↓ Pentecostal	2.0%	2.4%	83
↓ Presbyterian / Reformed	2.6%	4.6%	58
▲ Unitarian / Universalist	1.2%	0.7%	176
↓ Interested but No Preference	2.5%	3.9%	65
Not Interested and No Preference	10.7%	11.1%	97
↓ Likely to Have Changed Their Preference in the Last 10 Years	13.7%	16.8%	81

#### LEADERSHIP PREFERENCE INDICATOR

##### Estimated 2006 Households Likely to Prefer A Leader Who:

↓ Tells them what to do	3.5%	4.0%	88
Lets them do what they want and is supportive	12.0%	11.7%	103
Lets them do what they want and stays out of the way	4.9%	4.8%	102
Works with them on deciding what to do and helps them do it	79.6%	79.6%	100



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<b>PRIMARY CONCERN INDICATOR</b>			
<b>Estimated 2006 Households Likely to Be Primarily Concerned With:</b>			
<b>THE BASICS:</b>			
Maintaining Personal Health	42.8%	43.5%	98
Finding/Providing Health Insurance	31.5%	29.0%	109
▲ Day-to-Day Financial Worries	36.9%	31.6%	117
▲ Finding Employment Opportunities	17.6%	14.4%	122
▲ Finding Affordable Housing	15.8%	11.3%	140
▲ Providing Adequate Food	11.3%	8.6%	132
Finding Child Care	6.4%	6.3%	103
<b>FAMILY PROBLEMS:</b>			
▲ Dealing With Alcohol/Drug Abuse	18.8%	16.7%	112
Dealing With Teen / Child Problems	20.4%	20.7%	98
↓ Finding/Providing Aging Parent Care	13.8%	15.5%	89
▲ Dealing With Abusive Relationships	13.6%	11.4%	120
↓ Dealing With Divorce	3.5%	4.5%	78
<b>COMMUNITY PROBLEMS:</b>			
▲ Neighborhood Crime and Safety	30.1%	27.0%	112
Finding/Providing Good Schools	21.7%	23.5%	92
Dealing with Problems in Schools	12.2%	13.6%	90
▲ Dealing With Racial / Ethnic Prejudice	17.9%	13.1%	137
↓ Dealing With Neighborhood Gangs	6.2%	8.5%	73
Dealing with Social Injustice	12.3%	11.3%	109
<b>HOPES AND DREAMS:</b>			
Achieving Long-term Financial Security	46.0%	50.6%	91
↓ Finding Time for Recreation / Leisure	21.4%	25.3%	85
Finding Better Quality Healthcare	25.1%	23.9%	105
↓ Finding A Satisfying Job / Career	17.2%	19.3%	89
Finding Retirement Opportunities	17.7%	18.9%	94
↓ Achieving A Fulfilling Marriage	16.2%	22.3%	72
↓ Developing Parenting Skills	11.0%	14.7%	74
Achieving Educational Objectives	7.5%	7.5%	99
<b>SPIRITUAL / PERSONAL:</b>			
Dealing With Stress	29.5%	29.8%	99
Finding Companionship	18.5%	17.3%	107
↓ Finding A Good Church	10.3%	15.2%	68
↓ Finding Spiritual Teaching	10.1%	12.9%	78
Finding Life Direction	13.5%	14.0%	97



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#### KEY VALUES INDICATOR

##### Estimated 2006 Households Likely to Agree With the Following Statements:

###### **GOD:**

"I believe there is a God"	86.2%	84.5%	102
"God is actively involved in the world including nations and their governments"	67.7%	63.8%	106

###### **SOCIETY:**

"It is important to preserve the traditional American family structure"	91.1%	91.5%	100
"A healthy environment has become a national crisis"	83.8%	82.8%	101
"Public education is essential to the future of American society"	93.5%	94.0%	99

###### **INSTITUTIONAL ROLES:**

"Government should be the primary provider of human welfare services"	54.0%	50.1%	108
"The role of Churches / Synagogues is to help form and support moral values"	81.6%	81.1%	101
"Churches and religious organizations should provide more human services"	67.0%	62.6%	107

###### **RACIAL / ETHNIC CHANGE:**

"The United States must open its doors to all people groups"	38.6%	36.3%	106
"The changing racial / ethnic face of America is a threat to our national heritage"	34.8%	36.3%	96

#### HOUSEHOLD CONTRIBUTION INDICATOR

##### Estimated 2006 Households Likely to Contribute:

###### **TO CHURCHES AND RELIGIOUS ORGANIZATIONS:**

More than \$100 per year	59.5%	59.8%	99
More than \$500 per year	30.6%	31.2%	98
More than \$1,000 per year	16.2%	17.4%	93

###### **TO CHARITIES:**

↓ More than \$100 per year	29.8%	33.7%	88
↓ More than \$500 per year	4.8%	6.8%	71
More than \$1,000 per year	2.1%	2.3%	91

###### **TO COLLEGES AND UNIVERSITIES:**

More than \$100 per year	15.8%	16.1%	98
More than \$500 per year	4.6%	4.3%	107
▲ More than \$1,000 per year	2.5%	2.2%	114

*Ministry Area Profile 2006*  
**Compass**  
REPORT

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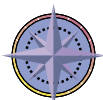
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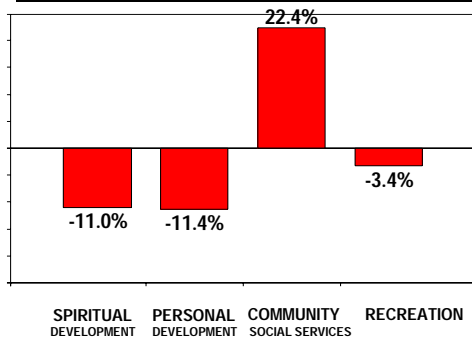


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Rochester, NY 14624

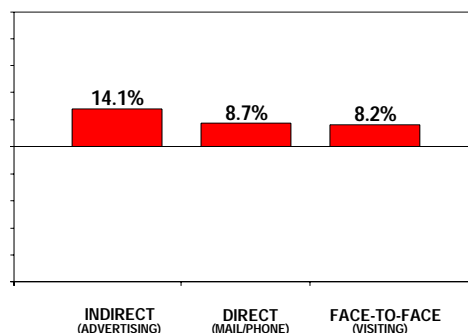
Study Area Definition:  
Custom Polygon

### Church Program Preferences

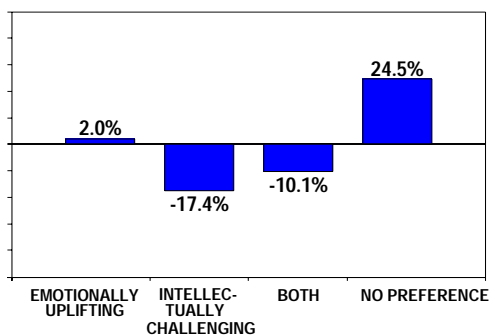


### Contact Methods Rated Good

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

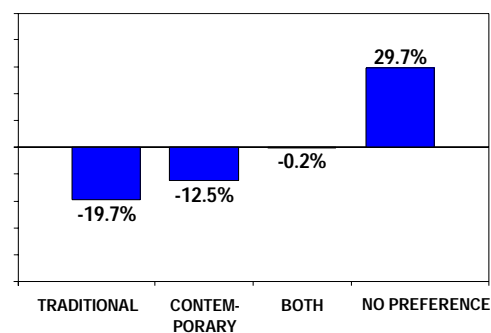


### Worship Style (1)

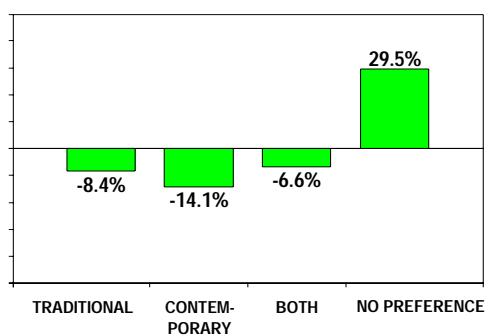


### Worship Style (2)

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

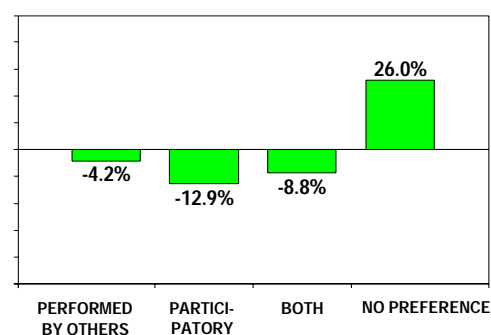


### Music Style (1)

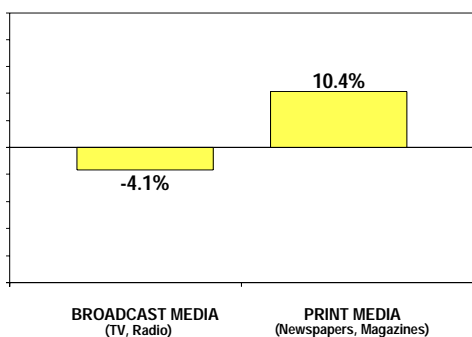


### Music Style (2)

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

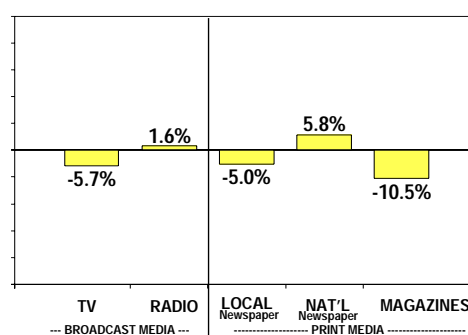


### Primary Media Summary



### Primary Media Preferences

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





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↓ Indicates the study area percentage is less than 0.9 times the U.S. average			

## 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	32.2%	41.1%	78
Adult Theological Discussion Groups	20.4%	22.5%	91
▲ <b>Spiritual Retreats</b>	<b>14.4%</b>	<b>11.6%</b>	<b>124</b>

#### **PERSONAL DEVELOPMENT:**

↓ Marriage Enrichment Opportunities	10.9%	15.2%	72
Parent Training Programs	7.1%	7.8%	92
▲ <b>Twelve Step Programs</b>	<b>4.9%</b>	<b>3.5%</b>	<b>141</b>
Divorce Recovery	2.7%	2.4%	110

#### **COMMUNITY/SOCIAL SERVICES:**

Personal or Family Counseling	24.3%	22.5%	108
▲ <b>Care for the Terminally Ill</b>	<b>21.1%</b>	<b>15.7%</b>	<b>135</b>
▲ <b>Food and Clothing Resources</b>	<b>18.4%</b>	<b>11.1%</b>	<b>165</b>
Day Care Services	6.4%	6.1%	106
↓ Church Sponsored Day-School	4.6%	5.7%	81

#### **RECREATION:**

Youth Social Programs	28.7%	29.7%	96
Family Activities and Outings	30.5%	32.8%	93
Active Retirement Programs	28.9%	26.8%	108
Cultural Programs (Music, Drama, Art)	17.5%	18.9%	92
↓ Sports or Camping	5.2%	6.3%	82

### SUMMARY

↓ Spiritual Development Index	89
↓ Personal Development Index	89
▲ <b>Community/Social Services Index</b>	<b>122</b>
Recreation Index	97



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## WORSHIP STYLE INDICATOR

Estimated 2006 Households Likely to Prefer Church Worship which is:

### PART 1:

A. Emotionally Uplifting	26.9%	26.4%	102
↓ B. Intellectually Challenging	9.2%	11.1%	83
C. Both A and B	35.2%	39.2%	90
▲ D. No Preference or Not Interested	29.1%	23.4%	125

### PART 2:

↓ A. Traditional/Formal/Ceremonial	16.3%	20.2%	80
↓ B. Contemporary/Informal	23.0%	26.3%	87
C. Both A and B	26.5%	26.5%	100
▲ D. No Preference or Not Interested	34.9%	26.9%	130

## MUSIC STYLE INDICATOR

Estimated 2006 Households Likely to Prefer Church Music which is:

### PART 1:

A. Traditional	22.4%	24.4%	92
↓ B. Contemporary	16.9%	19.7%	86
C. Both A and B	29.1%	31.1%	93
▲ D. No Preference or Not Interested	32.1%	24.8%	130

### PART 2:

A. Performed by Others	17.9%	18.7%	96
↓ B. Participatory	20.0%	22.9%	87
C. Both A and B	29.3%	32.2%	91
▲ D. No Preference or Not Interested	33.0%	26.2%	126





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## MISSION EMPHASIS INDICATOR

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

### PART 1:

A. Community	22.1%	22.0%	100
↓ B. Personal Spiritual Development	12.3%	14.3%	86
↓ C. Both A and B	32.9%	37.4%	88
▲ D. No Preference or Not Interested	32.7%	26.3%	125

### PART 2:

↓ A. Global Mission	5.3%	6.2%	86
↓ B. Local Mission	29.4%	33.3%	88
↓ C. Both A and B	26.7%	30.1%	88
▲ D. No Preference or Not Interested	39.2%	30.4%	129

## CHURCH ARCHITECTURE INDICATOR

Estimated 2006 Households Likely to Prefer Church Architecture which is:

### PART 1:

A. Traditional	26.3%	26.6%	99
↓ B. Contemporary	14.1%	15.9%	88
↓ C. Both A and B	28.2%	32.3%	87
▲ D. No Preference or Not Interested	31.6%	25.1%	126

### PART 2:

A. Somber/Serious	9.7%	9.4%	104
↓ B. Light and Airy	30.0%	34.7%	87
↓ C. Both A and B	24.7%	27.7%	89
▲ D. No Preference or Not Interested	36.0%	28.2%	128



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## PRIMARY MEDIA PREFERENCE

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

### BROADCAST MEDIA:

Television	44.6%	47.3%	94
Radio	13.5%	13.3%	102

### PRINT MEDIA:

▲ Local Newspaper	40.2%	36.1%	111
National Newspaper	4.6%	4.3%	106
Magazines	2.5%	2.4%	105

## SECONDARY MEDIA PREFERENCE

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

### BROADCAST MEDIA:

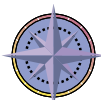
Television	33.0%	31.9%	103
Radio	24.0%	23.8%	101

### PRINT MEDIA:

Local Newspaper	31.0%	32.7%	95
▲ National Newspaper	6.6%	5.8%	114
↓ Magazines	6.3%	7.0%	89

## 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	39.8%	36.2%	110
▲ Putting Ad in Local Newspaper	39.3%	33.8%	116
▲ Local Cable Channels	35.6%	30.4%	117

### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	56.4%	53.7%	105
▲ Calling and Offering to Send Information By Mail	34.3%	29.5%	116
Calling and Discussing on the Phone	12.8%	12.0%	106

### FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	21.6%	20.1%	107
Going Door to Door	15.3%	14.0%	110

## 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	18.8%	19.6%	96
↓ Putting Ad in Local Newspaper	17.6%	21.5%	82
Local Cable Channels	27.6%	30.7%	90

### DIRECT METHODS (MORE PERSONAL):

Sending Information By Mail	12.1%	13.3%	91
↓ Calling and Offering to Send Information By Mail	30.2%	34.0%	89
Calling and Discussing on the Phone	56.6%	60.6%	93

### FACE-TO-FACE METHODS (VERY PERSONAL):

Calling and Offering to Visit When Convenient	46.2%	49.6%	93
Going Door to Door	60.6%	64.0%	95

### SUMMARY OF METHODS RATED GOOD

▲ Indirect Methods Index (100 = Average)	114
Direct Methods Index	109
Face-to-Face Methods Index	108

### SUMMARY OF METHODS RATED POOR

↓ Indirect Methods Index	89
Direct Methods Index	92
Face-to-Face Methods Index	94