



Community Profile

Rings: 1, 3, 5 mile radii

3150 W Henrietta Rd, Rochester, NY 14623,

Latitude: 43.0894

Longitude: -77.6338

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	2,768	47,970	165,569
2010 Total Population	2,615	48,805	165,285
2019 Total Population	2,780	50,009	168,082
2019 Group Quarters	56	9,653	14,010
2024 Total Population	2,814	50,134	168,096
2019-2024 Annual Rate	0.24%	0.05%	0.00%
2019 Total Daytime Population	18,839	118,466	259,660
Workers	17,522	92,355	175,803
Residents	1,317	26,111	83,857
Household Summary			
2000 Households	1,179	16,404	65,340
2000 Average Household Size	2.07	2.30	2.31
2010 Households	1,174	16,873	67,077
2010 Average Household Size	2.18	2.32	2.26
2019 Households	1,236	17,405	68,702
2019 Average Household Size	2.20	2.32	2.24
2024 Households	1,249	17,490	68,910
2024 Average Household Size	2.21	2.31	2.24
2019-2024 Annual Rate	0.21%	0.10%	0.06%
2010 Families	397	8,619	34,178
2010 Average Family Size	2.91	2.91	3.01
2019 Families	409	8,726	34,276
2019 Average Family Size	2.96	2.91	3.01
2024 Families	411	8,722	34,131
2024 Average Family Size	2.96	2.91	3.01
2019-2024 Annual Rate	0.10%	-0.01%	-0.08%
Housing Unit Summary			
2000 Housing Units	1,275	17,174	70,339
Owner Occupied Housing Units	14.3%	52.1%	47.2%
Renter Occupied Housing Units	78.3%	43.5%	45.7%
Vacant Housing Units	7.5%	4.5%	7.1%
2010 Housing Units	1,340	17,940	72,626
Owner Occupied Housing Units	13.1%	50.3%	46.3%
Renter Occupied Housing Units	74.5%	43.8%	46.0%
Vacant Housing Units	12.4%	5.9%	7.6%
2019 Housing Units	1,405	18,579	75,076
Owner Occupied Housing Units	11.9%	45.4%	41.6%
Renter Occupied Housing Units	76.1%	48.3%	49.9%
Vacant Housing Units	12.0%	6.3%	8.5%
2024 Housing Units	1,433	18,900	76,381
Owner Occupied Housing Units	11.7%	44.6%	40.6%
Renter Occupied Housing Units	75.5%	47.9%	49.6%
Vacant Housing Units	12.8%	7.5%	9.8%
Median Household Income			
2019	\$37,021	\$52,769	\$50,408
2024	\$38,292	\$56,394	\$54,169
Median Home Value			
2019	\$139,019	\$130,859	\$141,990
2024	\$142,784	\$134,037	\$148,728
Per Capita Income			
2019	\$23,364	\$25,795	\$30,755
2024	\$24,185	\$28,577	\$34,565
Median Age			
2010	25.9	27.9	32.7
2019	26.7	29.5	34.1
2024	27.0	30.2	34.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	1,236	17,405	68,702
<\$15,000	22.3%	12.8%	16.3%
\$15,000 - \$24,999	11.6%	8.7%	10.5%
\$25,000 - \$34,999	13.2%	11.3%	9.9%
\$35,000 - \$49,999	16.2%	14.1%	12.9%
\$50,000 - \$74,999	15.9%	19.4%	16.9%
\$75,000 - \$99,999	12.1%	13.5%	11.6%
\$100,000 - \$149,999	6.2%	13.1%	12.0%
\$150,000 - \$199,999	0.6%	3.9%	4.6%
\$200,000+	1.9%	3.2%	5.2%
Average Household Income	\$50,614	\$69,494	\$73,851
2024 Households by Income			
Household Income Base	1,249	17,490	68,910
<\$15,000	21.5%	11.7%	14.9%
\$15,000 - \$24,999	10.9%	7.7%	9.6%
\$25,000 - \$34,999	12.6%	10.5%	9.2%
\$35,000 - \$49,999	17.7%	13.7%	12.6%
\$50,000 - \$74,999	16.5%	18.9%	16.5%
\$75,000 - \$99,999	12.6%	14.1%	12.0%
\$100,000 - \$149,999	6.1%	14.6%	13.3%
\$150,000 - \$199,999	0.6%	5.0%	5.8%
\$200,000+	1.7%	3.8%	6.1%
Average Household Income	\$52,538	\$77,484	\$82,946
2019 Owner Occupied Housing Units by Value			
Total	167	8,435	31,229
<\$50,000	0.0%	2.3%	5.4%
\$50,000 - \$99,999	0.0%	15.8%	17.4%
\$100,000 - \$149,999	64.1%	51.6%	32.4%
\$150,000 - \$199,999	21.6%	15.3%	19.2%
\$200,000 - \$249,999	0.0%	5.1%	8.7%
\$250,000 - \$299,999	7.2%	3.3%	5.1%
\$300,000 - \$399,999	0.0%	2.0%	4.8%
\$400,000 - \$499,999	6.6%	1.8%	3.0%
\$500,000 - \$749,999	0.0%	0.9%	2.0%
\$750,000 - \$999,999	0.0%	0.3%	0.8%
\$1,000,000 - \$1,499,999	0.0%	1.4%	0.8%
\$1,500,000 - \$1,999,999	0.6%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$177,695	\$166,991	\$188,248
2024 Owner Occupied Housing Units by Value			
Total	167	8,436	31,027
<\$50,000	0.0%	1.8%	4.5%
\$50,000 - \$99,999	0.0%	13.6%	14.8%
\$100,000 - \$149,999	58.1%	50.8%	31.5%
\$150,000 - \$199,999	21.6%	15.5%	19.2%
\$200,000 - \$249,999	0.0%	5.2%	9.1%
\$250,000 - \$299,999	8.4%	3.8%	5.5%
\$300,000 - \$399,999	0.0%	2.7%	5.4%
\$400,000 - \$499,999	10.8%	2.7%	4.0%
\$500,000 - \$749,999	0.0%	1.8%	3.2%
\$750,000 - \$999,999	0.0%	0.3%	1.1%
\$1,000,000 - \$1,499,999	0.0%	1.7%	1.3%
\$1,500,000 - \$1,999,999	0.6%	0.1%	0.2%
\$2,000,000 +	0.0%	0.0%	0.3%
Average Home Value	\$193,524	\$182,387	\$213,892

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	2,615	48,806	165,284
0 - 4	5.4%	4.3%	5.4%
5 - 9	3.0%	3.7%	5.2%
10 - 14	2.7%	3.6%	5.3%
15 - 24	36.1%	33.5%	21.5%
25 - 34	24.1%	14.1%	15.4%
35 - 44	8.5%	9.2%	11.6%
45 - 54	6.6%	10.3%	12.9%
55 - 64	5.8%	8.7%	10.6%
65 - 74	4.0%	5.4%	5.9%
75 - 84	2.3%	4.2%	3.8%
85 +	1.7%	2.9%	2.2%
18 +	87.0%	85.8%	80.4%
2019 Population by Age			
Total	2,780	50,010	168,081
0 - 4	4.9%	3.9%	5.0%
5 - 9	2.7%	3.6%	4.9%
10 - 14	2.5%	3.5%	4.9%
15 - 24	34.5%	30.8%	19.6%
25 - 34	25.3%	16.0%	16.9%
35 - 44	8.0%	9.3%	11.1%
45 - 54	5.7%	8.7%	11.0%
55 - 64	6.5%	9.5%	11.7%
65 - 74	5.5%	7.1%	8.2%
75 - 84	2.5%	4.4%	4.3%
85 +	1.8%	3.1%	2.4%
18 +	88.0%	86.8%	82.2%
2024 Population by Age			
Total	2,815	50,135	168,098
0 - 4	5.1%	4.0%	5.1%
5 - 9	2.7%	3.5%	4.8%
10 - 14	2.5%	3.4%	4.7%
15 - 24	33.6%	30.5%	19.2%
25 - 34	24.8%	15.1%	16.4%
35 - 44	8.5%	10.3%	12.0%
45 - 54	5.5%	8.3%	10.3%
55 - 64	6.3%	9.0%	11.1%
65 - 74	6.1%	7.7%	9.0%
75 - 84	3.1%	5.1%	5.1%
85 +	1.8%	3.1%	2.4%
18 +	87.8%	86.9%	82.5%
2010 Population by Sex			
Males	1,463	25,291	82,596
Females	1,152	23,514	82,689
2019 Population by Sex			
Males	1,557	26,025	84,229
Females	1,223	23,984	83,853
2024 Population by Sex			
Males	1,571	26,092	84,275
Females	1,243	24,042	83,822

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	2,614	48,804	165,284
White Alone	60.8%	69.4%	62.8%
Black Alone	11.2%	14.5%	25.7%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	23.5%	11.6%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.4%	1.4%	1.5%
Two or More Races	2.8%	2.9%	3.0%
Hispanic Origin	4.4%	4.6%	5.3%
Diversity Index	60.0	52.9	58.1
2019 Population by Race/Ethnicity			
Total	2,780	50,010	168,083
White Alone	55.4%	64.2%	58.8%
Black Alone	12.7%	16.0%	27.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	26.2%	13.9%	7.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.9%	2.0%
Two or More Races	3.6%	3.7%	3.9%
Hispanic Origin	6.0%	6.4%	7.2%
Diversity Index	65.2	59.8	63.2
2024 Population by Race/Ethnicity			
Total	2,814	50,135	168,095
White Alone	52.5%	61.4%	56.6%
Black Alone	13.4%	16.8%	27.6%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	27.7%	15.1%	8.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.0%	2.1%	2.3%
Two or More Races	4.0%	4.2%	4.3%
Hispanic Origin	7.0%	7.6%	8.5%
Diversity Index	67.9	63.2	65.9
2010 Population by Relationship and Household Type			
Total	2,615	48,805	165,285
In Households	97.9%	80.2%	91.5%
In Family Households	45.5%	52.8%	64.0%
Householder	15.7%	17.5%	20.6%
Spouse	11.2%	12.4%	13.1%
Child	15.2%	19.1%	25.4%
Other relative	2.0%	2.4%	3.0%
Nonrelative	1.2%	1.4%	1.9%
In Nonfamily Households	52.4%	27.5%	27.5%
In Group Quarters	2.1%	19.8%	8.5%
Institutionalized Population	1.9%	4.1%	2.5%
Noninstitutionalized Population	0.2%	15.7%	5.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	1,538	29,104	110,270
Less than 9th Grade	1.9%	3.2%	2.9%
9th - 12th Grade, No Diploma	8.8%	7.0%	7.4%
High School Graduate	17.4%	18.9%	17.9%
GED/Alternative Credential	4.4%	3.0%	4.1%
Some College, No Degree	17.2%	15.8%	15.5%
Associate Degree	2.1%	10.2%	10.3%
Bachelor's Degree	28.0%	22.6%	21.5%
Graduate/Professional Degree	20.3%	19.3%	20.3%
2019 Population 15+ by Marital Status			
Total	2,497	44,523	143,268
Never Married	54.5%	56.0%	50.5%
Married	37.2%	31.2%	35.4%
Widowed	3.0%	4.4%	4.7%
Divorced	5.4%	8.4%	9.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.7%	95.4%	95.3%
Civilian Unemployed (Unemployment Rate)	2.3%	4.6%	4.7%
2019 Employed Population 16+ by Industry			
Total	1,504	24,302	84,848
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	1.3%	2.8%	3.1%
Manufacturing	10.8%	8.2%	9.0%
Wholesale Trade	2.3%	1.8%	2.0%
Retail Trade	10.9%	10.8%	9.4%
Transportation/Utilities	0.5%	3.5%	3.5%
Information	2.5%	2.6%	2.5%
Finance/Insurance/Real Estate	2.3%	4.0%	4.7%
Services	67.6%	63.6%	63.1%
Public Administration	1.9%	2.6%	2.5%
2019 Employed Population 16+ by Occupation			
Total	1,504	24,302	84,847
White Collar	76.4%	67.9%	68.3%
Management/Business/Financial	9.2%	10.2%	13.0%
Professional	44.3%	32.2%	33.0%
Sales	12.1%	9.4%	8.8%
Administrative Support	10.8%	16.2%	13.5%
Services	15.9%	19.8%	18.9%
Blue Collar	7.7%	12.3%	12.8%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	0.5%	2.4%	2.4%
Installation/Maintenance/Repair	0.5%	2.0%	1.8%
Production	3.0%	3.4%	4.1%
Transportation/Material Moving	3.7%	4.5%	4.5%
2010 Population By Urban/ Rural Status			
Total Population	2,615	48,805	165,285
Population Inside Urbanized Area	100.0%	99.8%	98.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	1.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,173	16,873	67,077
Households with 1 Person	33.4%	31.2%	35.8%
Households with 2+ People	66.6%	68.8%	64.2%
Family Households	33.8%	51.1%	51.0%
Husband-wife Families	24.0%	36.2%	32.5%
With Related Children	10.8%	14.8%	13.8%
Other Family (No Spouse Present)	9.9%	14.9%	18.4%
Other Family with Male Householder	2.9%	3.8%	3.8%
With Related Children	1.5%	1.8%	2.0%
Other Family with Female Householder	7.0%	11.1%	14.6%
With Related Children	4.6%	6.9%	10.1%
Nonfamily Households	32.7%	17.7%	13.2%
All Households with Children	17.2%	23.8%	26.2%
Multigenerational Households	1.3%	2.8%	3.1%
Unmarried Partner Households	8.3%	6.7%	7.8%
Male-female	7.2%	5.8%	6.7%
Same-sex	1.0%	0.9%	1.1%
2010 Households by Size			
Total	1,174	16,874	67,076
1 Person Household	33.4%	31.2%	35.8%
2 Person Household	37.9%	34.0%	31.4%
3 Person Household	14.8%	15.8%	14.7%
4 Person Household	11.1%	12.8%	11.2%
5 Person Household	2.0%	4.2%	4.4%
6 Person Household	0.5%	1.4%	1.5%
7 + Person Household	0.3%	0.7%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,174	16,873	67,077
Owner Occupied	15.0%	53.4%	50.1%
Owned with a Mortgage/Loan	10.6%	38.4%	36.4%
Owned Free and Clear	4.4%	15.0%	13.7%
Renter Occupied	85.0%	46.6%	49.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,340	17,940	72,626
Housing Units Inside Urbanized Area	100.0%	99.7%	98.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	College Towns (14B)	College Towns (14B)	City Commons (11E)
2.	Top Tier (1A)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.	Professional Pride (1B)	Traditional Living (12B)	Set to Impress (11D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$1,664,157	\$30,465,423	\$128,946,866
Average Spent	\$1,346.41	\$1,750.38	\$1,876.90
Spending Potential Index	63	82	88
Education: Total \$	\$1,290,232	\$23,040,251	\$93,961,185
Average Spent	\$1,043.88	\$1,323.77	\$1,367.66
Spending Potential Index	66	83	86
Entertainment/Recreation: Total \$	\$2,317,618	\$45,224,719	\$188,481,288
Average Spent	\$1,875.10	\$2,598.38	\$2,743.46
Spending Potential Index	57	79	84
Food at Home: Total \$	\$3,844,694	\$73,121,389	\$308,843,932
Average Spent	\$3,110.59	\$4,201.17	\$4,495.41
Spending Potential Index	60	81	87
Food Away from Home: Total \$	\$2,881,504	\$52,763,503	\$220,673,346
Average Spent	\$2,331.31	\$3,031.51	\$3,212.04
Spending Potential Index	63	82	87
Health Care: Total \$	\$4,077,537	\$82,981,035	\$342,341,588
Average Spent	\$3,298.98	\$4,767.65	\$4,982.99
Spending Potential Index	56	80	84
HH Furnishings & Equipment: Total \$	\$1,551,017	\$29,997,081	\$124,481,052
Average Spent	\$1,254.87	\$1,723.47	\$1,811.90
Spending Potential Index	59	81	85
Personal Care Products & Services: Total \$	\$652,648	\$12,608,125	\$52,709,875
Average Spent	\$528.03	\$724.40	\$767.22
Spending Potential Index	60	82	87
Shelter: Total \$	\$14,013,095	\$262,082,175	\$1,106,193,161
Average Spent	\$11,337.46	\$15,057.87	\$16,101.32
Spending Potential Index	61	81	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,749,480	\$34,587,584	\$142,918,320
Average Spent	\$1,415.44	\$1,987.22	\$2,080.26
Spending Potential Index	57	80	84
Travel: Total \$	\$1,485,696	\$29,888,178	\$124,800,000
Average Spent	\$1,202.02	\$1,717.22	\$1,816.54
Spending Potential Index	54	77	81
Vehicle Maintenance & Repairs: Total \$	\$952,500	\$17,242,226	\$70,250,619
Average Spent	\$770.63	\$990.65	\$1,022.54
Spending Potential Index	67	87	89

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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