Community Profile

3150 W Henrietta Rd, Rochester, NY 14623,
Latitude: 43.0894
Longitude: -77.6338

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	2,746	48,913	165,631
2020 Total Population	2,837	50,384	171,278
2020 Group Quarters	167	12,115	15,907
2023 Total Population	2,782	50,857	172,198
2023 Group Quarters	167	12,113	15,918
2028 Total Population	2,713	50,926	171,692
2023-2028 Annual Rate	-0.50%	0.03%	-0.06%
2023 Total Daytime Population	14,741	109,734	252,124
Workers	13,286	80,584	162,244
Residents	1,455	29,150	89,880
Household Summary			
2010 Households	1,373	17,000	67,221
2010 Average Household Size	1.89	2.28	2.26
2020 Total Households	1,513	18,027	71,646
2020 Average Household Size	1.76	2.12	2.17
2023 Households	1,502	18,337	72,718
2023 Average Household Size	1.74	2.11	2.15
2028 Households	1,495	18,718	73,791
2028 Average Household Size	1.70	2.07	2.11
2023-2028 Annual Rate	-0.09%	0.41%	0.29%
2010 Families	512	8,445	34,321
2010 Average Family Size	2.65	2.89	3.00
2023 Families	525	8,935	35,087
2023 Average Family Size	2.51	2.79	2.97
2028 Families	519	9,123	35,507
2028 Average Family Size	2.45	2.73	2.91
2023-2028 Annual Rate	-0.23%	0.42%	0.24%
Housing Unit Summary			
2000 Housing Units	1,604	17,352	70,424
Owner Occupied Housing Units	20.9%	52.1%	47.3%
Renter Occupied Housing Units	72.2%	43.3%	45.6%
Vacant Housing Units	6.9%	4.6%	7.0%
2010 Housing Units	1,609	18,105	72,691
Owner Occupied Housing Units	10.0%	47.8%	46.5%
Renter Occupied Housing Units	75.3%	46.1%	46.0%
Vacant Housing Units	14.7%	6.1%	7.5%
2020 Housing Units	1,682	19,412	77,049
Vacant Housing Units	10.0%	7.1%	7.0%
2023 Housing Units	1,678	19,799	78,444
Owner Occupied Housing Units	19.8%	46.7%	44.1%
Renter Occupied Housing Units	69.7%	45.9%	48.6%
Vacant Housing Units	10.5%	7.4%	7.3%
2028 Housing Units	1,678	20,156	79,351
Owner Occupied Housing Units	20.3%	48.3%	45.2%
Renter Occupied Housing Units	68.8%	44.6%	47.8%
Vacant Housing Units	10.9%	7.1%	7.0%
Median Household Income			
2023	$42,016	$56,272	$59,424
2028	$45,887	$61,125	$64,237
Median Home Value			
2023	$149,773	$170,955	$188,905
2028	$157,143	$178,054	$203,162
Per Capita Income			
2023	$32,068	$29,570	$38,440
2028	$35,930	$33,893	$43,543
Median Age			
2010	28.9	27.4	32.7
2023	30.7	29.2	34.6
2028	31.2	29.7	35.8

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	1,502	18,324	72,705
<$15,000	9.5%	11.7%	12.6%
$15,000 - $24,999	16.5%	9.8%	8.4%
$25,000 - $34,999	15.8%	10.2%	8.1%
$35,000 - $49,999	14.9%	11.3%	11.8%
$50,000 - $74,999	22.2%	20.6%	19.2%
$75,000 - $99,999	9.3%	12.8%	12.0%
$100,000 - $149,999	7.1%	14.3%	14.1%
$150,000 - $199,999	1.6%	5.1%	6.8%
$200,000+	3.1%	4.2%	7.0%
Average Household Income	$61,611	$78,194	$90,318
2028 Households by Income			
Household Income Base	1,495	18,705	73,778
<$15,000	9.2%	10.9%	12.0%
$15,000 - $24,999	14.8%	8.3%	7.2%
$25,000 - $34,999	14.6%	9.1%	7.1%
$35,000 - $49,999	14.5%	10.5%	11.0%
$50,000 - $74,999	23.4%	20.5%	19.2%
$75,000 - $99,999	10.0%	13.4%	12.4%
$100,000 - $149,999	8.0%	15.7%	15.0%
$150,000 - $199,999	1.9%	6.4%	8.0%
$200,000+	3.5%	5.2%	8.1%
Average Household Income	$67,667	$88,621	$100,711
2023 Owner Occupied Housing Units by Value			
Total	333	9,235	34,552
<$50,000	14.7%	4.5%	5.9%
$50,000 - $99,999	2.4%	6.8%	9.7%
$100,000 - $149,999	33.0%	24.5%	14.7%
$150,000 - $199,999	35.7%	34.0%	25.3%
$200,000 - $249,999	1.2%	11.1%	12.5%
$250,000 - $299,999	4.8%	7.2%	10.0%
$300,000 - $399,999	1.2%	6.1%	9.7%
$400,000 - $499,999	0.3%	3.9%	6.6%
$500,000 - $749,999	0.0%	0.5%	2.6%
$750,000 - $999,999	0.0%	0.3%	2.0%
$1,000,000 - $1,499,999	0.0%	0.6%	0.5%
$1,500,000 - $1,999,999	6.6%	0.3%	0.1%
$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	$246,396	$205,606	$241,117
2028 Owner Occupied Housing Units by Value			
Total	341	9,726	35,859
<$50,000	15.2%	4.2%	5.6%
$50,000 - $99,999	2.1%	5.8%	8.0%
$100,000 - $149,999	27.6%	21.6%	12.4%
$150,000 - $199,999	37.0%	32.9%	23.2%
$200,000 - $249,999	1.5%	11.8%	12.4%
$250,000 - $299,999	5.3%	7.3%	9.5%
$300,000 - $399,999	1.5%	6.4%	9.9%
$400,000 - $499,999	0.6%	5.6%	8.7%
$500,000 - $749,999	0.0%	1.1%	4.7%
$750,000 - $999,999	0.0%	0.9%	3.5%
$1,000,000 - $1,499,999	0.0%	1.5%	1.1%
$1,500,000 - $1,999,999	9.7%	0.4%	0.1%
$2,000,000 +	0.0%	0.7%	0.8%
Average Home Value	$298,538	$238,323	$284,991

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	2,746	48,915	165,629
0 - 4	6.8%	4.2%	5.4%
5 - 9	3.1%	3.6%	5.2%
10 - 14	2.4%	3.5%	5.3%
15 - 24	24.1%	34.6%	21.5%
25 - 34	28.8%	14.1%	15.5%
35 - 44	9.6%	8.9%	11.6%
45 - 54	7.9%	10.1%	12.9%
55 - 64	6.0%	8.5%	10.6%
65 - 74	4.2%	5.3%	5.9%
75 - 84	3.9%	4.2%	3.8%
85 +	3.2%	3.0%	2.2%
18 +	86.2%	86.1%	80.4%
2023 Population by Age			
Total	2,785	50,857	172,197
0 - 4	5.4%	3.7%	4.8%
5 - 9	3.1%	3.3%	4.8%
10 - 14	2.5%	3.2%	4.8%
15 - 24	20.4%	32.7%	19.7%
25 - 34	28.5%	15.3%	16.6%
35 - 44	9.9%	9.0%	11.3%
45 - 54	7.0%	7.9%	10.3%
55 - 64	7.7%	9.2%	11.4%
65 - 74	7.3%	7.8%	9.3%
75 - 84	5.0%	4.8%	4.8%
85 +	3.1%	3.0%	2.3%
18 +	87.2%	87.2%	82.5%
2028 Population by Age			
Total	2,714	50,924	171,693
0 - 4	5.6%	3.8%	4.9%
5 - 9	3.0%	3.3%	4.7%
10 - 14	2.5%	3.2%	4.6%
15 - 24	20.0%	32.3%	19.4%
25 - 34	27.5%	14.3%	15.4%
35 - 44	10.4%	9.9%	12.3%
45 - 54	7.1%	7.8%	10.1%
55 - 64	7.2%	8.4%	10.5%
65 - 74	7.6%	8.2%	9.7%
75 - 84	5.9%	5.7%	5.9%
85 +	3.3%	3.2%	2.5%
18 +	87.1%	87.3%	82.7%
2010 Population by Sex			
Males	1,476	25,415	82,790
Females	1,270	23,498	82,841
2023 Population by Sex			
Males	1,475	25,302	84,938
Females	1,307	25,555	87,260
2028 Population by Sex			
Males	1,430	25,292	84,338
Females	1,283	25,633	87,354

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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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
2010 Population by Race/Ethnicity			
Total	2,746	48,913	165,631
White Alone	56.4%	69.1%	62.9%
Black Alone	9.3%	14.7%	25.7%
American Indian Alone	0.4%	0.2%	0.3%
Asian Alone	29.5%	11.6%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.5%	1.4%	1.5%
Two or More Races	2.9%	2.9%	3.0%
Hispanic Origin	4.8%	4.7%	5.3%
Diversity Index	62.3	53.2	58.0
2020 Population by Race/Ethnicity			
Total	2,837	50,384	171,278
White Alone	49.6%	60.2%	56.6%
Black Alone	14.2%	15.2%	24.1%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	29.0%	15.4%	8.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.4%	3.1%
Two or More Races	4.7%	6.5%	7.1%
Hispanic Origin	4.9%	6.3%	7.8%
Diversity Index	68.0	63.5	66.4
2023 Population by Race/Ethnicity			
Total	2,781	50,858	172,197
White Alone	48.4%	59.2%	55.7%
Black Alone	14.3%	15.2%	24.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	30.0%	16.2%	9.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	2.4%	3.1%
Two or More Races	4.8%	6.7%	7.2%
Hispanic Origin	5.0%	6.5%	7.9%
Diversity Index	68.6	64.4	67.2
2028 Population by Race/Ethnicity			
Total	2,714	50,926	171,692
White Alone	45.7%	57.2%	53.9%
Black Alone	14.4%	15.3%	24.4%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	32.0%	17.4%	10.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	2.6%	3.3%
Two or More Races	5.2%	7.2%	7.8%
Hispanic Origin	5.1%	6.6%	8.2%
Diversity Index	69.7	66.2	68.7
2010 Population by Relationship and Household Type			
Total	2,746	48,913	165,631
In Households	94.4%	79.4%	91.5%
In Family Households	50.6%	51.2%	64.1%
Householder	17.7%	17.0%	20.6%
Spouse	13.0%	11.9%	13.2%
Child	16.4%	18.7%	25.4%
Other relative	2.2%	2.3%	3.0%
Nonrelative	1.2%	1.4%	1.9%
In Nonfamily Households	43.8%	28.2%	27.5%
In Group Quarters	5.6%	20.6%	8.5%
Institutionalized Population	5.2%	4.0%	2.6%
Noninstitutionalized Population	0.4%	16.6%	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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2023 Population 25+ by Educational Attainment			
Total	1,906	29,045	113,726
Less than 9th Grade	1.1%	3.1%	2.9%
9th - 12th Grade, No Diploma	2.9%	4.7%	5.6%
High School Graduate	14.2%	18.5%	15.5%
GED/Alternative Credential	3.8%	2.8%	3.5%
Some College, No Degree	15.5%	13.5%	14.3%
Associate Degree	9.0%	12.7%	11.3%
Bachelor's Degree	33.0%	26.0%	24.3%
Graduate/Professional Degree	20.5%	18.7%	22.6%
2023 Population 15+ by Marital Status			
Total	2,475	45,657	147,575
Never Married	54.1%	58.8%	50.3%
Married	36.6%	29.2%	36.5%
Widowed	4.4%	4.9%	4.4%
Divorced	4.9%	7.1%	8.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,502	23,236	88,379
Population 16+ Employed	91.1%	94.1%	93.9%
Population 16+ Unemployment rate	8.9%	5.9%	6.1%
Population 16-24 Employed	24.1%	28.6%	18.7%
Population 16-24 Unemployment rate	14.9%	8.6%	10.4%
Population 25-54 Employed	61.3%	53.9%	60.6%
Population 25-54 Unemployment rate	7.6%	4.5%	5.2%
Population 55-64 Employed	9.9%	12.9%	14.5%
Population 55-64 Unemployment rate	4.9%	4.5%	4.5%
Population 65+ Employed	4.7%	4.7%	6.2%
Population 65+ Unemployment rate	0.0%	8.0%	5.7%
2023 Employed Population 16+ by Industry			
Total	1,368	21,866	82,951
Agriculture/Mining	0.7%	0.1%	0.2%
Construction	1.9%	2.5%	2.9%
Manufacturing	12.3%	9.2%	9.2%
Wholesale Trade	0.1%	0.7%	1.1%
Retail Trade	8.8%	9.7%	9.2%
Transportation/Utilities	2.1%	3.5%	3.5%
Information	1.0%	2.3%	2.4%
Finance/Insurance/Real Estate	11.7%	3.7%	4.7%
Services	61.3%	65.4%	63.9%
Public Administration	0.1%	2.7%	2.7%
2023 Employed Population 16+ by Occupation			
Total	1,370	21,864	82,951
White Collar	66.4%	70.4%	71.9%
Management/Business/Financial	6.9%	13.1%	17.0%
Professional	48.3%	39.3%	38.0%
Sales	6.1%	7.0%	7.5%
Administrative Support	5.0%	11.1%	9.5%
Services	17.1%	16.2%	15.1%
Blue Collar	16.7%	13.4%	12.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	1.0%	1.7%	2.1%
Installation/Maintenance/Repair	3.2%	2.1%	1.6%
Production	9.5%	4.0%	4.3%
Transportation/Material Moving	2.9%	5.5%	4.8%

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	1 mile	3 mile	5 mile
2010 Households by Type			
Total	1,373	16,999	67,220
Households with 1 Person	37.3%	31.8%	35.7%
Households with 2+ People	62.7%	68.2%	64.3%
Family Households	37.3%	49.7%	51.1%
Husband-wife Families	27.2%	34.6%	32.7%
With Related Children	12.9%	14.0%	13.9%
Other Family (No Spouse Present)	10.1%	15.1%	18.4%
Other Family with Male Householder	2.8%	3.7%	3.9%
With Related Children	1.2%	1.8%	2.0%
Other Family with Female Householder	7.4%	11.4%	14.5%
With Related Children	4.1%	7.1%	10.0%
Nonfamily Households	25.4%	18.5%	13.3%
All Households with Children	18.4%	23.3%	26.2%
Multigenerational Households	1.5%	2.8%	3.0%
Unmarried Partner Households	6.2%	6.7%	7.8%
Male-female	5.4%	5.8%	6.7%
Same-sex	0.8%	0.9%	1.1%
2010 Households by Size			
Total	1,371	17,000	67,221
1 Person Household	37.3%	31.8%	35.7%
2 Person Household	40.3%	33.5%	31.5%
3 Person Household	12.8%	15.7%	14.7%
4 Person Household	7.7%	12.9%	11.2%
5 Person Household	1.2%	4.0%	4.4%
6 Person Household	0.4%	1.3%	1.5%
7 + Person Household	0.4%	0.7%	1.0%
2010 Households by Tenure and Mortgage Status			
Total	1,373	16,999	67,220
Owner Occupied	11.7%	50.9%	50.3%
Owned with a Mortgage/Loan	7.4%	36.5%	36.5%
Owned Free and Clear	4.3%	14.4%	13.8%
Renter Occupied	88.3%	49.1%	49.7%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	89	105	99
Percent of Income for Mortgage	21.4%	18.3%	19.1%
Wealth Index	33	58	75
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,609	18,105	72,691
Housing Units Inside Urbanized Area	100.0%	99.6%	99.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.0%
2010 Population By Urban/ Rural Status			
Total Population	2,746	48,913	165,631
Population Inside Urbanized Area	100.0%	99.7%	99.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.0%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	College Towns (14B)	College Towns (14B)	City Commons (11E)
2.	Old and Newcomers (8F)	Rustbelt Traditions (5D)	Rustbelt Traditions (5D)
3.		Old and Newcomers (8F)	Metro Renters (3B)
2023 Consumer Spending			
Apparel & Services: Total $	$2,053,292	$30,800,159	$143,125,125
Average Spent	$1,367.04	$1,679.67	$1,968.22
Spending Potential Index	62	76	90
Education: Total $	$1,679,977	$24,650,590	$111,612,553
Average Spent	$1,118.49	$1,344.31	$1,534.87
Spending Potential Index	62	75	86
Entertainment/Recreation: Total $	$3,244,022	$50,667,567	$229,251,325
Average Spent	$2,159.80	$2,763.13	$3,152.61
Spending Potential Index	57	73	83
Food at Home: Total $	$6,030,457	$92,362,189	$429,070,045
Average Spent	$4,014.95	$5,036.93	$5,900.47
Spending Potential Index	59	74	87
Food Away from Home: Total $	$3,483,621	$51,510,469	$237,371,749
Average Spent	$2,319.32	$2,809.10	$3,264.28
Spending Potential Index	62	75	88
Health Care: Total $	$6,223,848	$99,624,745	$448,313,922
Average Spent	$4,143.71	$5,432.99	$6,165.10
Spending Potential Index	56	74	84
HH Furnishings & Equipment: Total $	$2,606,527	$40,002,418	$182,461,637
Average Spent	$1,735.37	$2,181.51	$2,509.17
Spending Potential Index	59	74	85
Personal Care Products & Services: Total $	$873,947	$13,289,790	$60,982,831
Average Spent	$581.86	$724.75	$838.62
Spending Potential Index	61	76	88
Shelter: Total $	$22,333,611	$337,686,135	$1,558,967,261
Average Spent	$14,869.25	$18,415.56	$21,438.53
Spending Potential Index	60	74	87
Support Payments/Cash Contributions/Gifts in Kind: Total $	$2,590,739	$41,211,299	$182,941,780
Average Spent	$1,724.86	$2,247.44	$2,515.77
Spending Potential Index	55	72	80
Travel: Total $	$1,905,869	$29,722,500	$135,249,916
Average Spent	$1,268.89	$1,620.90	$1,859.92
Spending Potential Index	56	72	83
Vehicle Maintenance & Repairs: Total $	$1,230,996	$18,411,099	$83,028,316
Average Spent	$819.57	$1,004.04	$1,141.78
Spending Potential Index	63	77	87

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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