

**"Count Me In"**

## **The 2010 Study of the Rochester Jewish Community**

### **Community Profile: Who Are We Geographically?**

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# I BACKGROUND & INTRODUCTION

- The “Count Me In” study, despite its name, is not really about counting, not just about counting, and not only about counting. Its real purpose is to provide actionable insight to support the strategic and tactical planning process of our Jewish Community’s agencies, organizations, temples and synagogues over the decade to come.
- These planning processes will require insight that goes far beyond “how many” to understand what it is that our Jewish community members tell us they want, need, and value – and what they don’t want, don’t need, and don’t value. This study’s design, therefore, was by intent much more attitudinal than census.
- **Nonetheless, a non-trivial aspect of this once-a-decade self-assessment concerns our geographic dimension – where we live today within the greater Rochester area, where we came from, where we see ourselves as heading in the future, etc.**

## II METHODOLOGY

- “Count Me In” launched on a community-wide basis 18 January 2010 and remained live through 15 March 2010 – a total of eight full weeks of data collection.
- During that time, a final total of 2,334 self-identified Jews across the greater Rochester area participated and completed online interviews. Participants in our survey sample spanned the region from Batavia in the west, to Geneseo and Naples in the south, to Geneva and Penn Yan in the east, and included 100 Jewish students attending local colleges and universities.
- Broad-based inclusion – and a diversity of input – was sought and achieved demographically, geographically, religiously, and in degree of Jewish communal affiliation or lack thereof. This was, in other words, a study of Rochester’s Jewish community – not just the identified and affiliated nucleus of that community.

## II METHODOLOGY (continued)

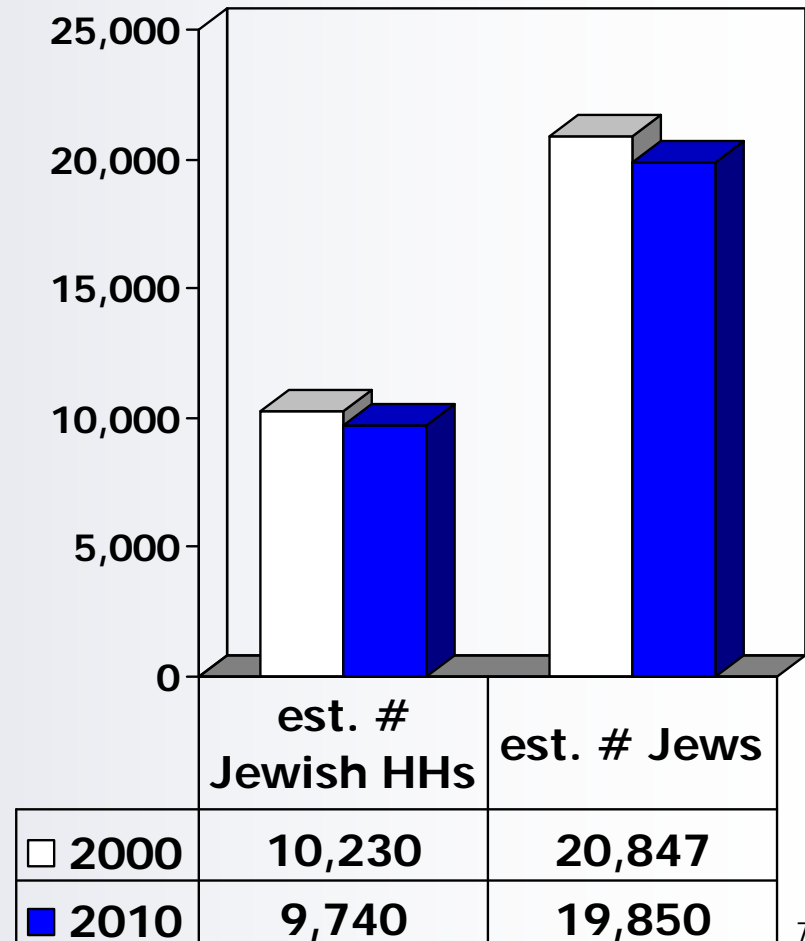
As one of a series of themed analyses which emerged from this extremely comprehensive “Count Me In” study, **this particular presentation will focus on our Jewish community from a geographic perspective – where within the area we now live, how long we have lived in the area and where we came here from, how we have shifted within the area both during the last decade and across the past three decades, etc.**

**For background context, we’ll begin with a brief reiteration of our numbers – how many of us there are -- and then, against that backdrop, discover who we are geographically.**

### **III ASSEMBLED GEOGRAPHY-RELATED FINDINGS**

# So how many of us are there?

- There are an estimated 19,850 Jews living in the Rochester area today [2010].
- There were an estimated 20,847 Jews living in Monroe County in 2000.
- Over the past decade, this represents an estimated 4.8% decline across the region, or an 8% decline within Monroe County.
- There are an estimated 9,740 Jewish households in the Rochester area today [2010].
- There were an estimated 10,230 Jewish households in Monroe County in 2000.
- This, too, represents over the past decade an estimated 4.8% decline across the region, or an 8% decline within Monroe County.



## A Methodological Note about our Geographical Analysis:

It is a fact that across the US, zip code demarcations and town/village/ municipality boundaries are not always aligned. Neither are telephone exchanges or area codes, electoral districts and, in some parts of the country, even time zones.

In presenting our study's findings, our geographic analysis is based upon each household's reported zip code, and those zip codes are analytically referred to by their closest neighborhood equivalent – although they are not always one and the same.

For example, to provide a frame of reference that enables the reader to visualize the basic area we're describing, we'll refer to "Brighton" as the area including the zips 14618, 14610 and 14620 – even though some who live in 14610 and 14620 actually reside within the City of Rochester, send their children to City schools, etc. Likewise, we'll refer to "Pittsford" as the area including the zip 14534, even though some with the mailing zip 14618 may actually pay Pittsford property taxes and/or send their children to Pittsford schools.

In other words, please think of the designations "Brighton", "Pittsford", etc. as the basic geographic building blocks of our community, rather than forcing them too literally within the specificity of their hard-edged and sometimes ambiguous boundaries.



## Where We Live Today:

survey respondent zip codes



zip code clusters



% of sample per cluster



projected # households per cluster



projected # Jews per cluster

# Where do we live today? (survey respondent zip codes)

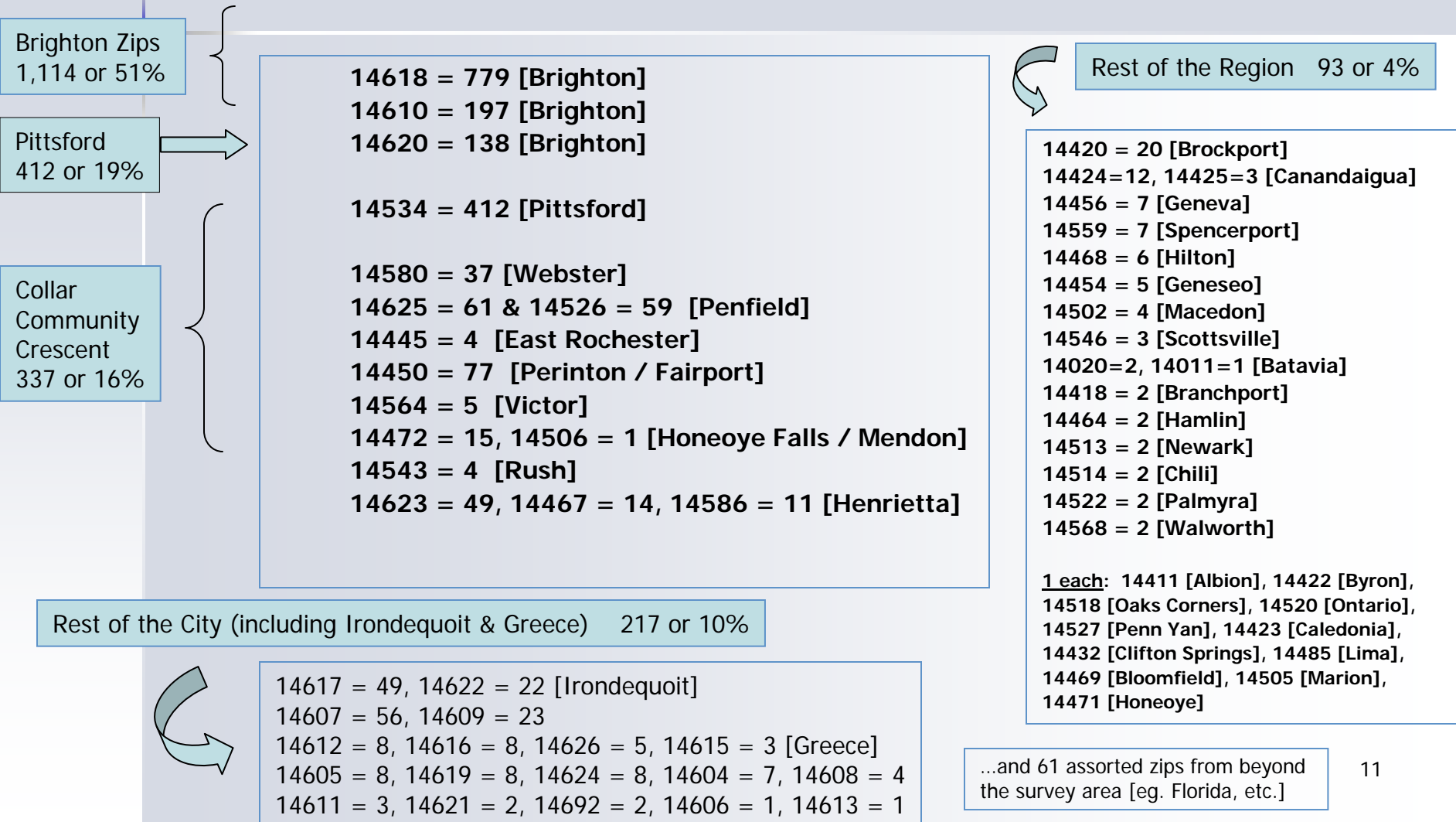
Our 2,234 respondents' households live in the following individual zips across the greater Rochester area, arranged in descending order:

- 14618 = 779 [Brighton]
- 14534 = 412 [Pittsford]
- 14610 = 197 [Brighton]
- 14620 = 138 [Brighton]
- 14450 = 77 [Perinton / Fairport]
- 14625 = 61 [Penfield]
- 14526 = 59 [Penfield]
- 14607 = 56 [City]
- 14623 = 49 [Henrietta]
- 14617 = 49 [Irondequoit]
- 14580 = 37 [Webster]
- 14609 = 23 [City]
- 14622 = 21 [Irondequoit]
- 14420 = 20 [Brockport]
- 14472 = 15 [Honeoye Falls]
- 14467 = 14 [Henrietta]
- 14424 = 12 [Canandaigua]
- 14586 = 11 [Henrietta]
- 8 each: 14605, 14619, 14624, 14612, 14616
- 7 each: 14604, 14456, 14559
- 6 each: 14468
- 5 each: 14565, 14626, 14454
- 4 each: 14445, 14543, 14608, 14502
- 3 each: 14615, 14425, 14546
- 2 each: 14621, 14692, 14418, 14464, 14513, 14514, 14522, 14568, 14020
- 1 each: 14506, 14613, 14411, 14422, 14423, 14432, 14011, 14469, 14471, 14485, 14505
- And 61 offered assorted zips from beyond the survey area [eg. Florida, etc.]

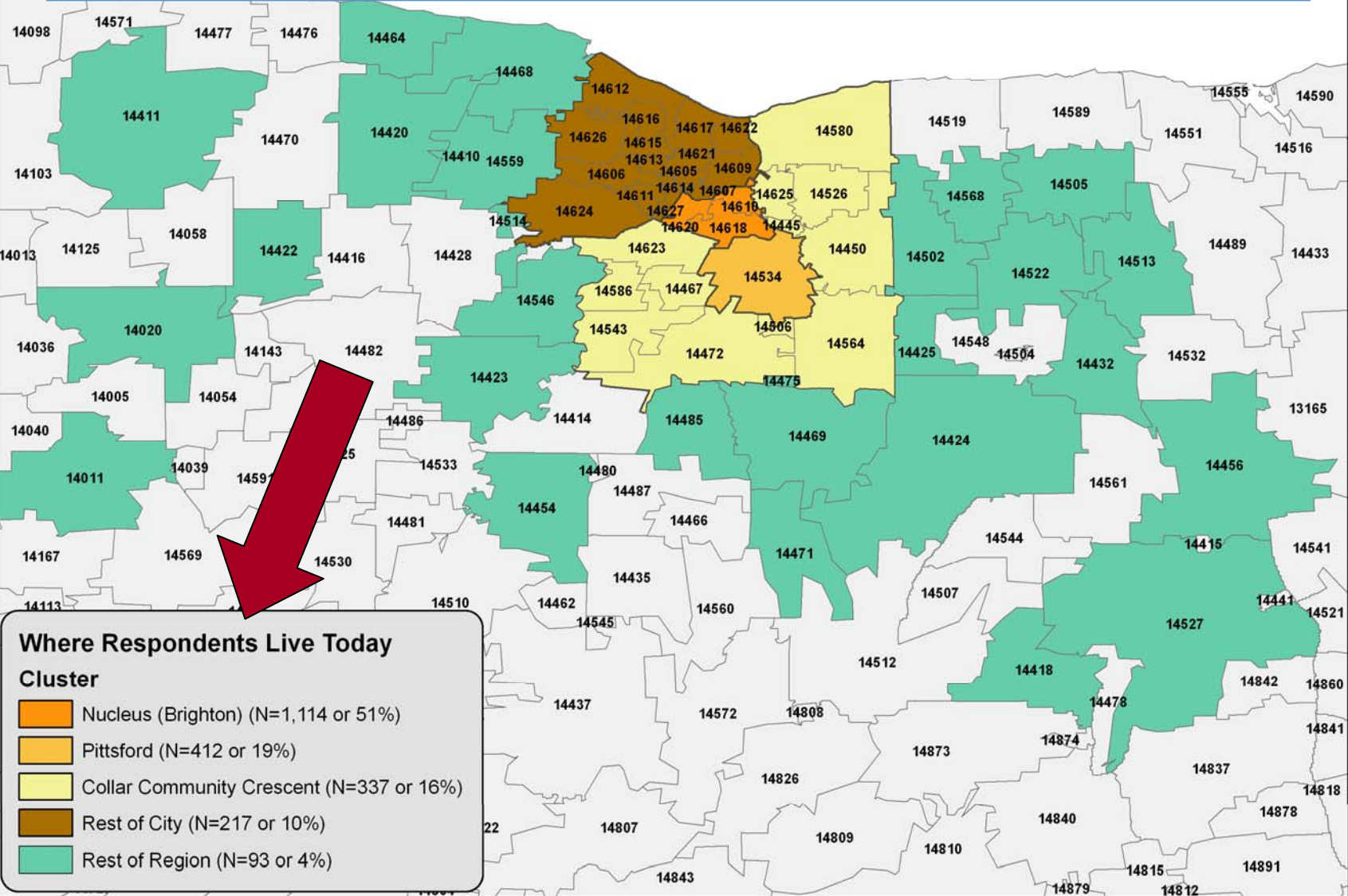
**Observation: This zip code roster speaks to the broad-based reach of our survey, and to the wide dispersion of our Jewish community across the greater Rochester region.**

# Where do we live today? (survey respondent zip code clusters)

Taking these survey respondents' individual zip codes and clustering them geographically, we are better able to visualize the geographic distribution of our Jewish community across the region. Remember, these are the zip codes of our 2,234 survey respondents:

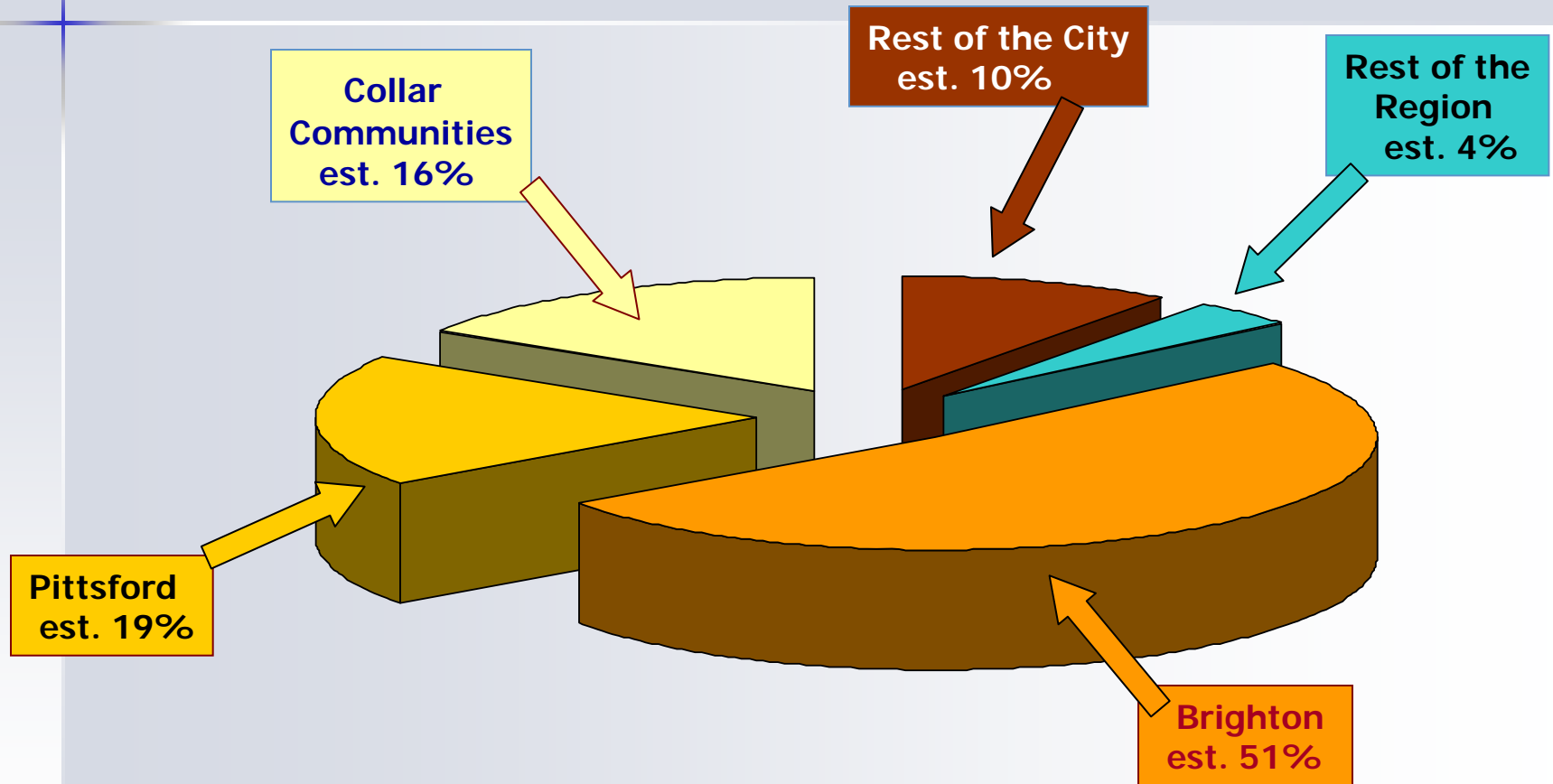


**Where Our 2,234 Respondents Live Today:  
An Overview of the Five Zip-Code-Based Clusters  
Comprising our Jewish Community [% of sample in 2010]**



# Where do we live today?

Roughly what proportion of our Jewish Community now resides within each of these geographic clusters?



# Where We Live in 2010 [est. % of the Jewish Community]

Rest of the City est. 10%

Brighton est. 51%

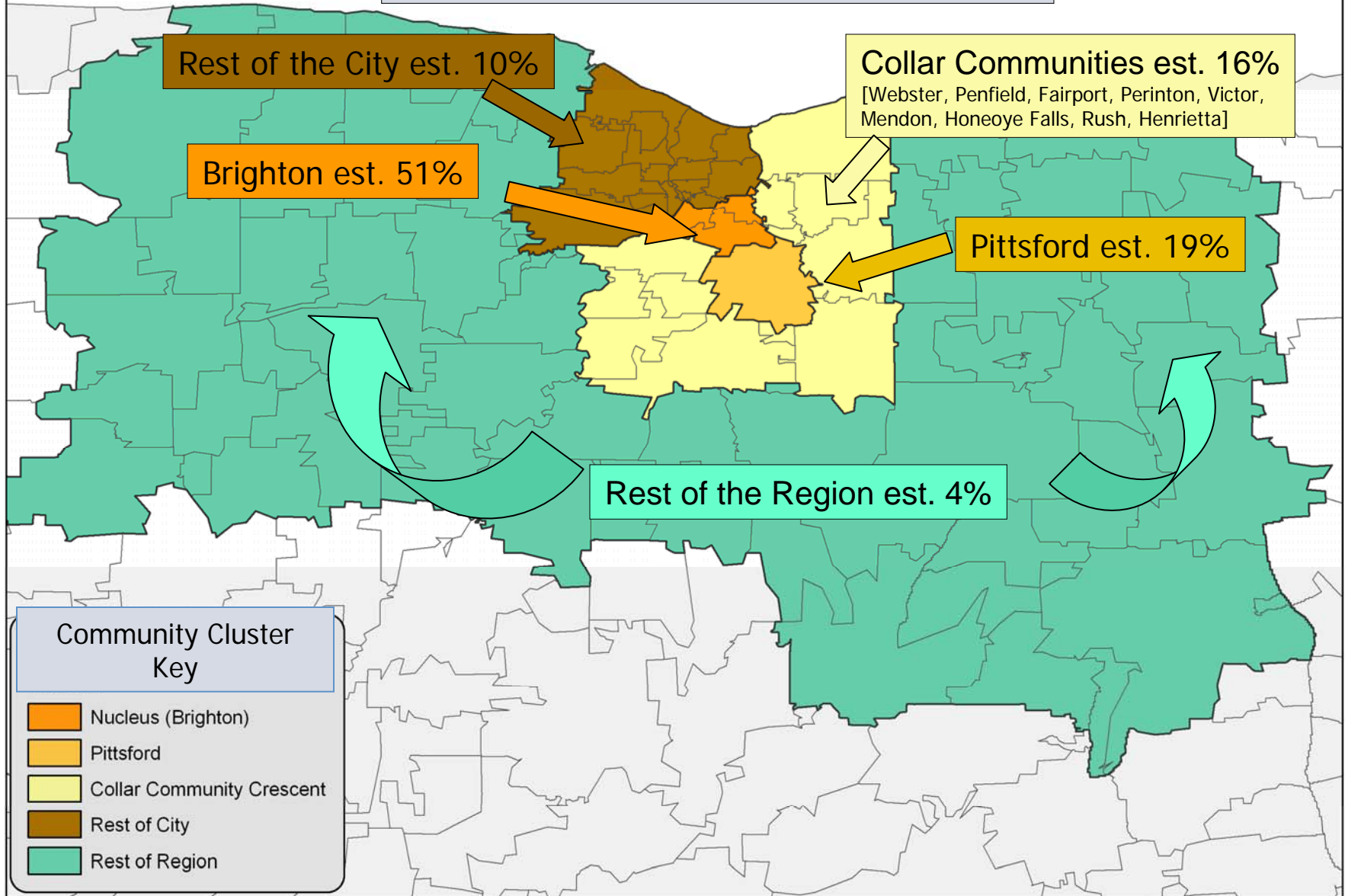
Collar Communities est. 16%  
[Webster, Penfield, Fairport, Perinton, Victor,  
Mendon, Honeoye Falls, Rush, Henrietta]

Pittsford est. 19%

Rest of the Region est. 4%

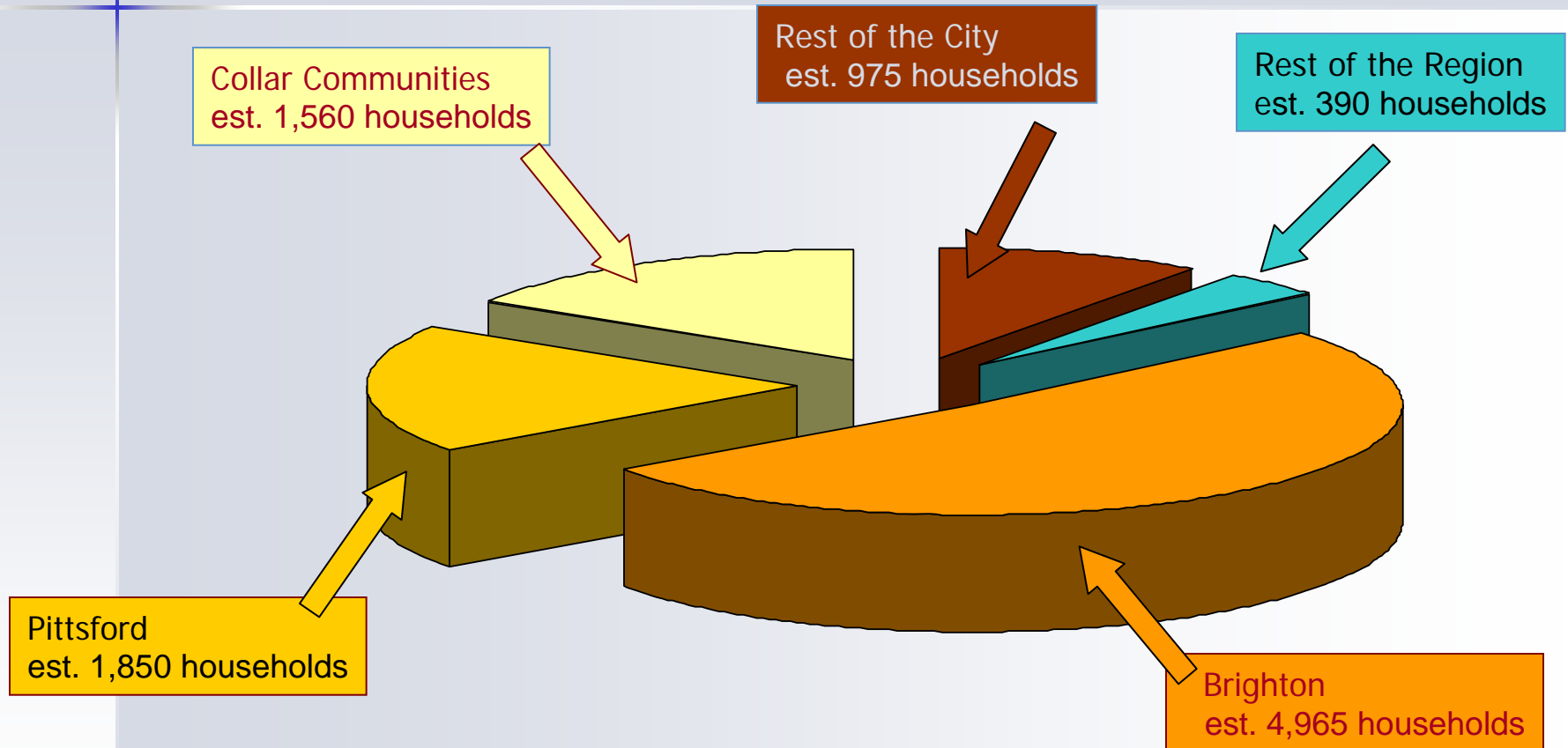
## Community Cluster Key

- Nucleus (Brighton)
- Pittsford
- Collar Community Crescent
- Rest of City
- Rest of Region



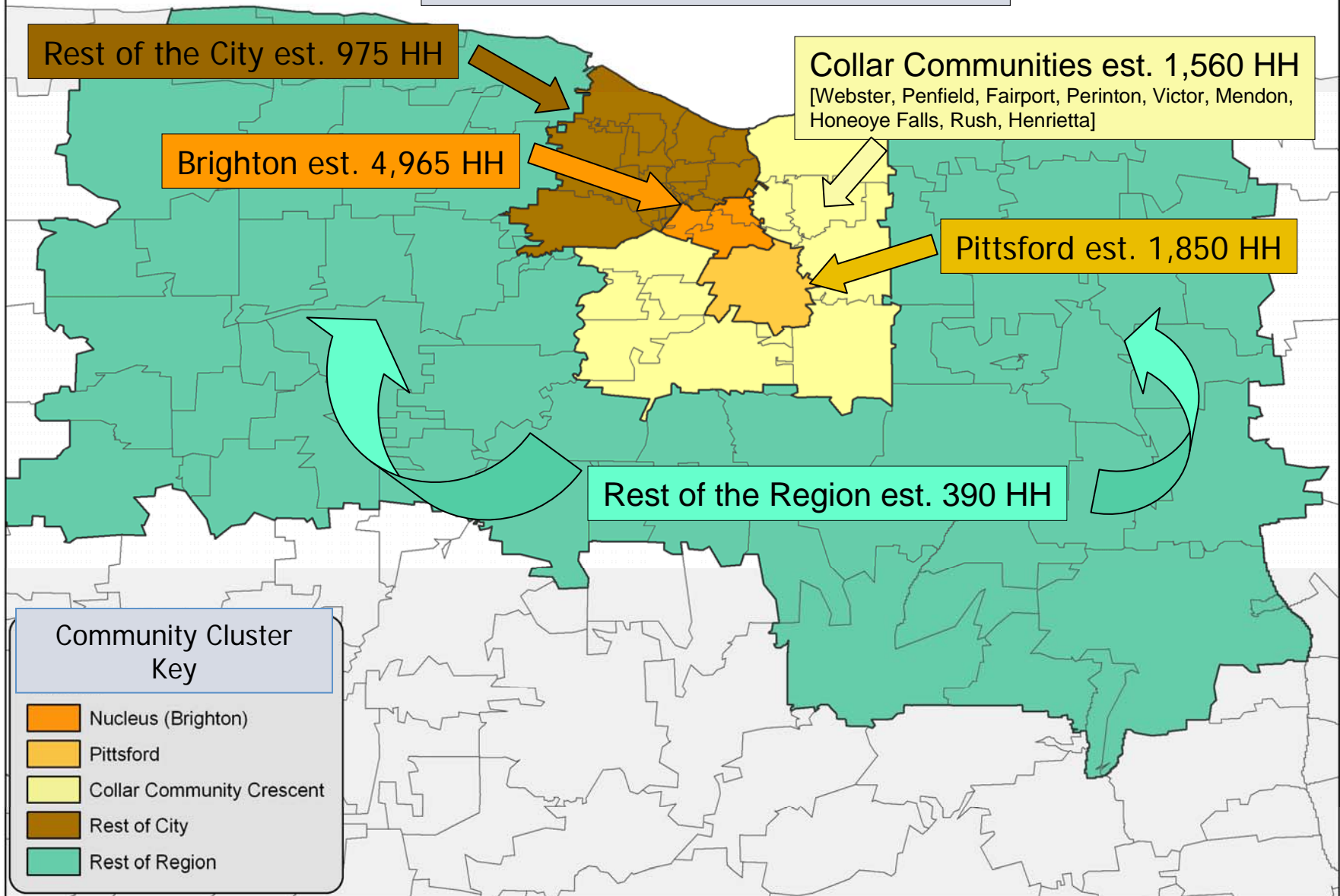
## Where do we live today? [projected # households per cluster]

Roughly how many of our Jewish Community's households now reside within each of these geographic clusters?





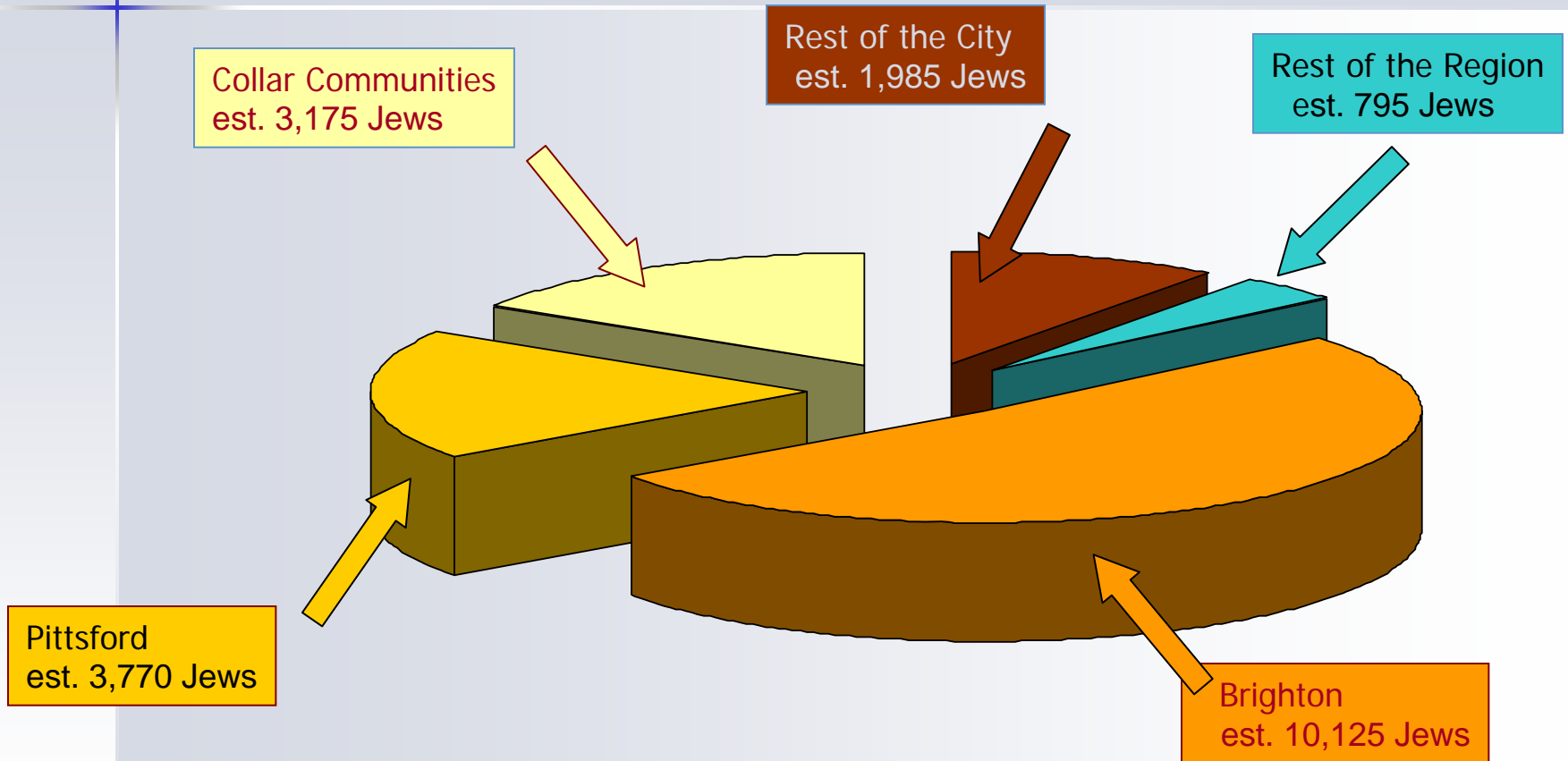
## Where We Live in 2010 [est. # of Jewish Households]





## Where do we live today? [projected # Jews per cluster]

Roughly how many of our Community's Jews  
now reside within each of these geographic clusters?



## Where We Live in 2010 [est. # of Jews]

Rest of the City est. 1,985 Jews

Brighton est. 10,125 Jews

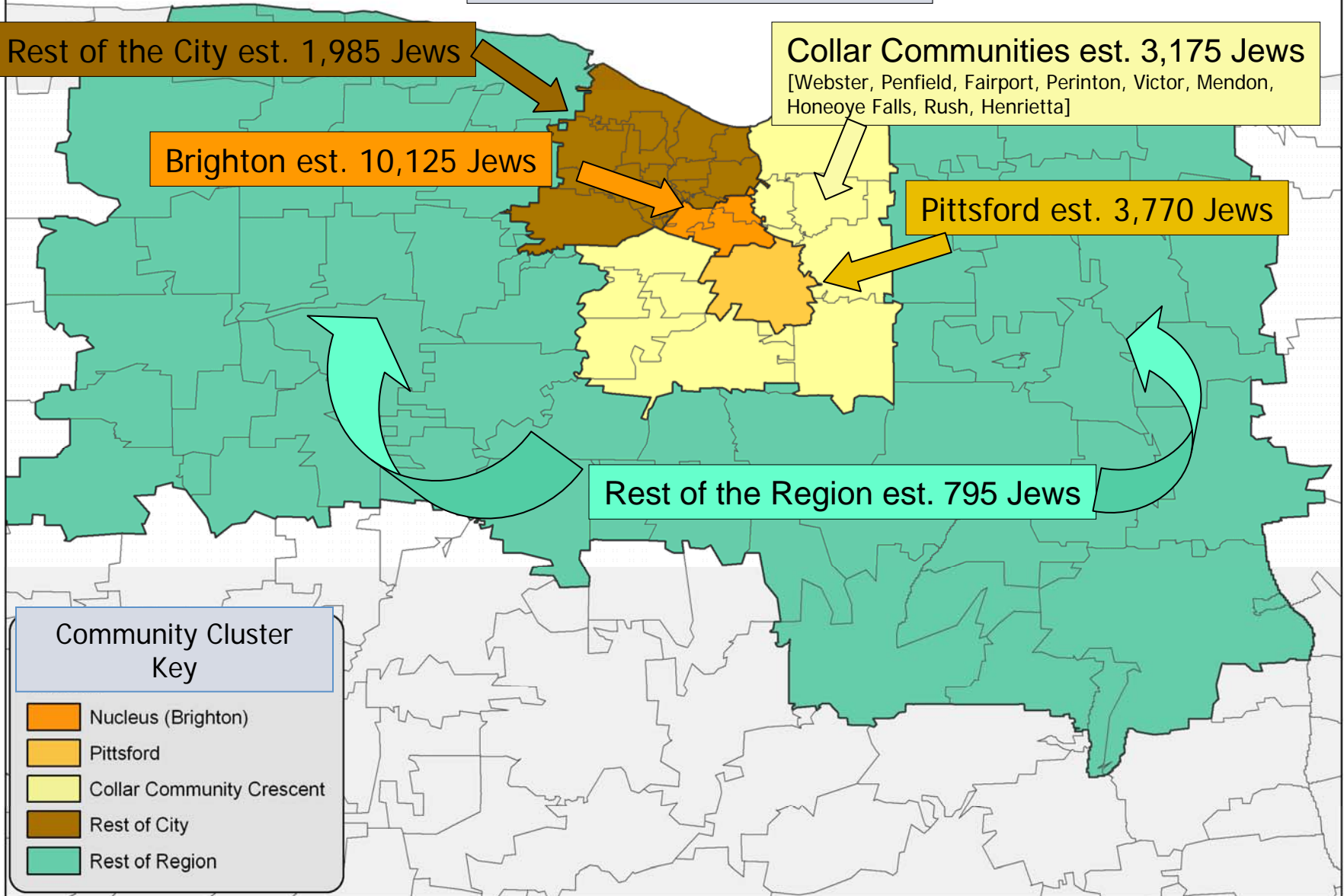
Collar Communities est. 3,175 Jews  
[Webster, Penfield, Fairport, Perinton, Victor, Mendon,  
Honeoye Falls, Rush, Henrietta]

Pittsford est. 3,770 Jews

Rest of the Region est. 795 Jews

### Community Cluster Key

- Nucleus (Brighton)
- Pittsford
- Collar Community Crescent
- Rest of City
- Rest of Region

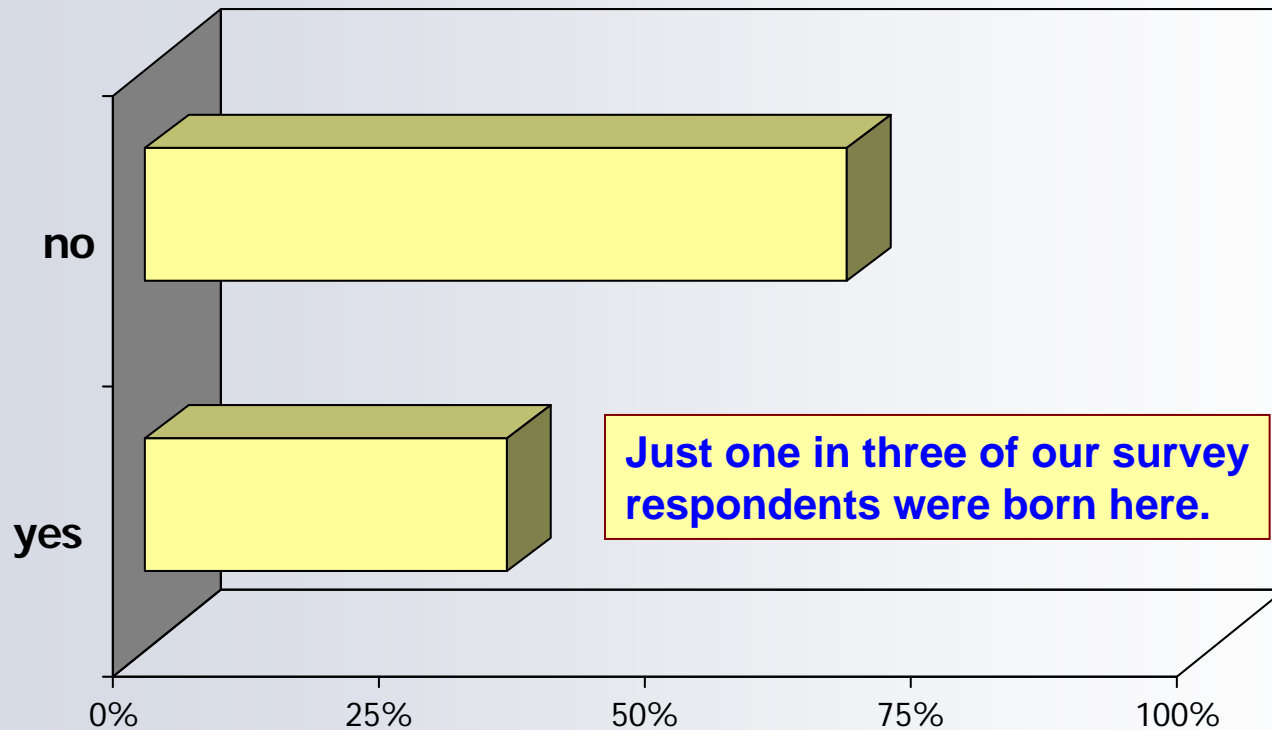


## Our Jewish Community's Geographic Stability Profile

**Observation:** As the following slide series will show, we are not a highly transient community – we tend to come, settle, and stay – although on average we move once within the area. Tracking that in-area migration can help us to understand how our Jewish community has been shifting around within its boundaries recently.

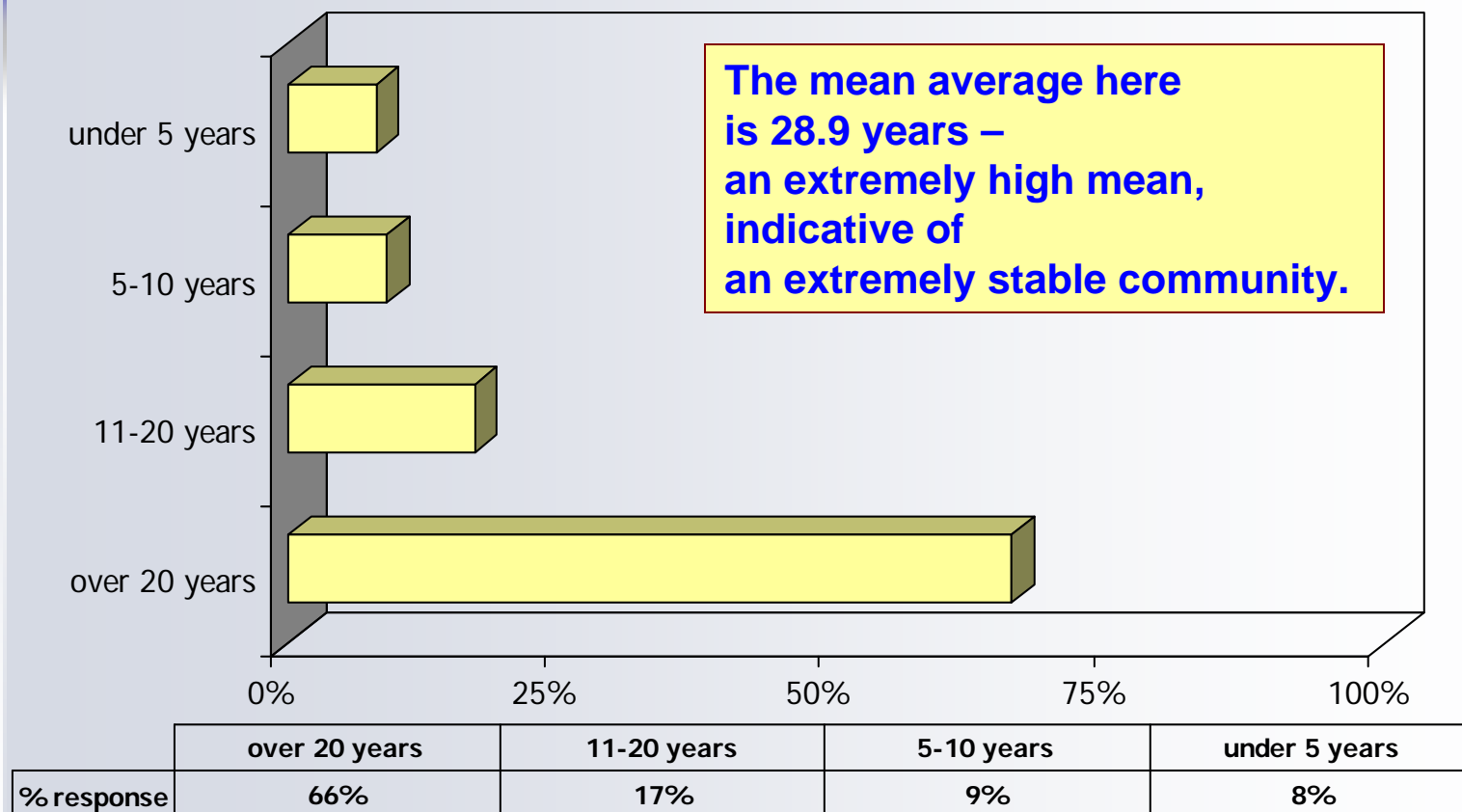
## Our Jewish Community's Stability Profile:

### Q41a) Were you born in the greater Rochester area?

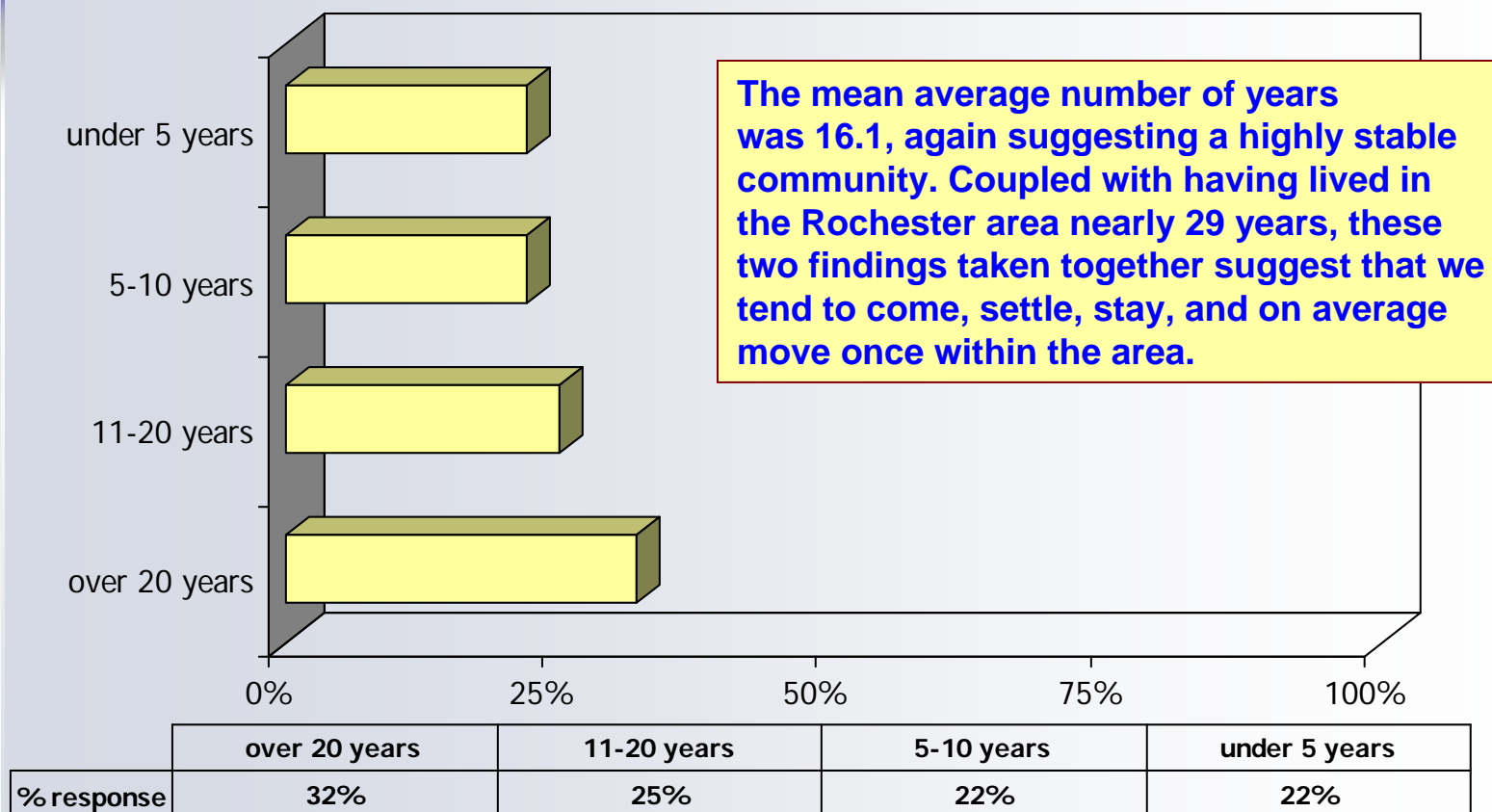


	yes	no
% response	34%	66%

**Our Jewish Community's Stability Profile:**  
**Q42) [Asking only those who indicated that they were not born here:]**  
**How many years have you lived in the Rochester area?**



## Our Jewish Community's Stability Profile: Q44a) How many years have you lived at your current address?



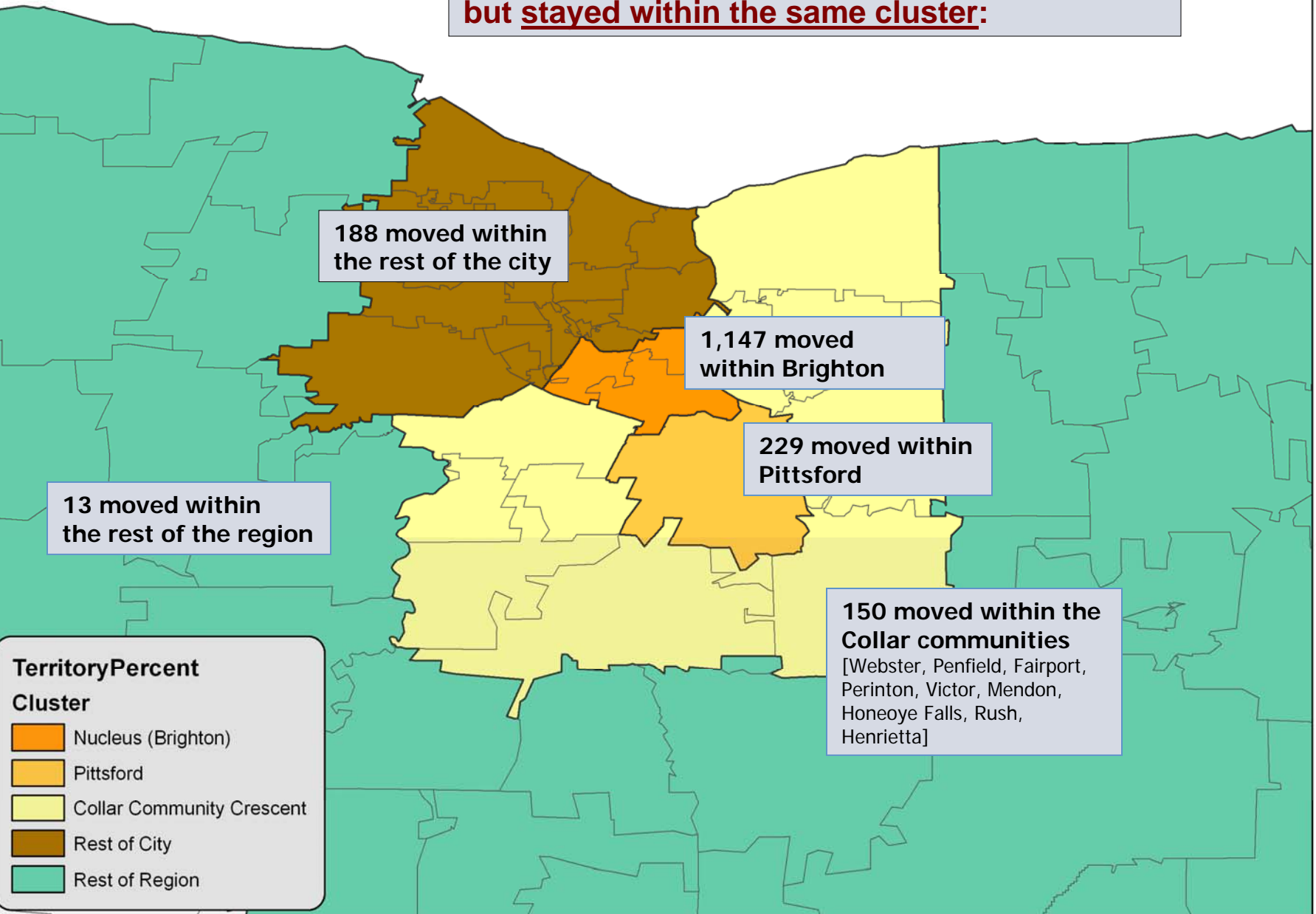
What kinds of local geographic shifts have taken place within our Jewish Community over the past 10 years?

Our survey's Q43 asked respondents for their current zip code. Q44a then asked how long they had lived at their current address. Those answering 10 or fewer years were next asked Q44b, "If you moved within the past 10 years within the greater Rochester area, what was your previous zip code (in other words, the one just before your current zip code)?"

The following set of slides track the reported migration of the 2,234 respondents who have, within the past 10 years, moved somewhere within our community. **Some have moved from one cluster to another. Others have stayed within their own zips, or moved within their own clusters.**

We then projected these survey numbers outward to estimate the actual movement of Jewish households within our own community – showing where our area's Jews have tended to shift and migrate locally during the past decade.

Over the last 10 years,  
some moved within the greater Rochester area  
but stayed within the same cluster:





**Over the last 10 years,  
others moved within the greater Rochester area  
and in so doing changed cluster:**

7 moved from the rest of the City  
to the rest of the region, while  
moved from the rest of the region  
to the rest of the City.

229 moved from the rest of the City  
into Brighton, while  
179 moved from Brighton to the  
rest of the City.

83 moved from the rest of the City  
to the collar, while 38 moved from  
the collar to the rest of the City

192 moved from Brighton to  
the collar, while 88 moved  
from the Collar into Brighton.

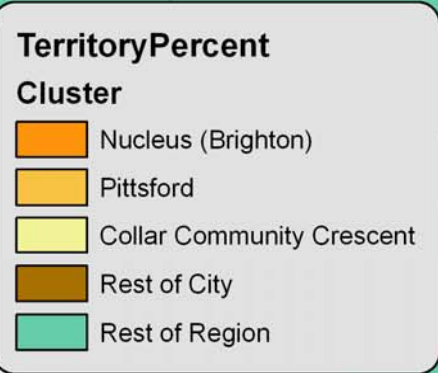
234 moved from Brighton to  
Pittsford, while 108 moved  
from Pittsford into Brighton.

83 moved from Pittsford  
into the collar communities,  
while 42 moved from the  
Collar into Pittsford

25 moved from the Collar to the rest  
of the region, while 4 moved from  
the rest of region to the Collar.

13 moved from Pittsford to the rest  
of the region, while 4 moved from  
the rest of the region into Pittsford.

42 moved from Brighton to the  
rest of the region,  
while 8 moved from the rest of  
region into Brighton.



Meanwhile, over the last 10 years,  
others moved into the greater Rochester area  
from zip codes considered “beyond the Pale”:

75 moved into  
the rest of the city

296 moved into  
Brighton

146 moved into  
Pittsford

75 moved into  
the rest of the region

104 moved into the  
Collar Communities  
[Webster, Penfield, Fairport,  
Perinton, Victor, Mendon,  
Honeoye Falls, Rush, Henrietta]

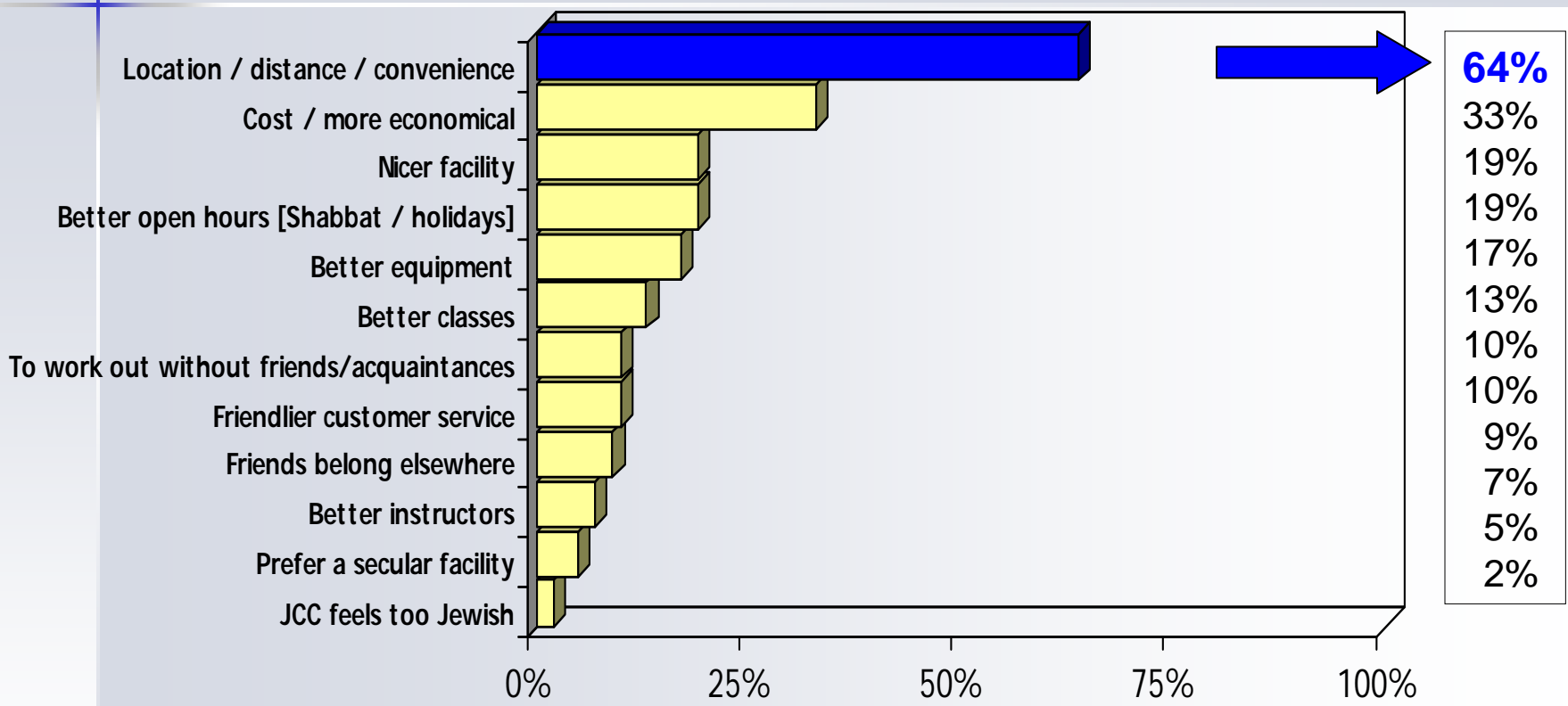
**TerritoryPercent**

**Cluster**

-  Nucleus (Brighton)
-  Pittsford
-  Collar Community Crescent
-  Rest of City
-  Rest of Region

An interesting geographic insight,  
given the increasing dispersion of our Jewish Community across the greater Rochester area:

Q100) If you're not a dues-paying JCC member, but do belong to another fitness facility or health club, please help us understand your choice. Please check whichever considerations from the list below make the secular alternative seem like a better choice for you?



This insight is not just about the JCC, but really about all of our Jewish community's agencies and organizations. Clearly, location/ distance/convenience was by far the most often-cited consideration here, suggesting that locating facilities and planning programs today represents a very different challenge than it did back in the days when nearly our entire Jewish community was tightly concentrated – whether in the City, in Irondequoit, and/or in Brighton.

# The Rochester Jewish Community's Geography in an Historical Perspective

Note that the 1988 study data and the 2000 study data are taken directly from those two previous survey's geographic projections, both studies' having defined the Rochester area as consisting of three basic components – Brighton, Pittsford, and the so-called “Non-Core” – all of which fell solely within Monroe County.

The 2010 study's geographical purview is significantly broader, and analyzes our community's contours via five currently relevant components, allowing us more nuanced geographical insight.

For historical comparison, however, we now take our 2010 data and reconfigure its contours to fit along the 1988 and 2000 lines, in order to provide some observations about basic population shifts within our community over the past 20 years.

## Where We Lived Historically (1988-->2000-->2010)

In 1988, just over 20 years ago:

Quoting the 2000 study,  
in 1988 there were an  
estimated:

6,100 Jewish HH  
in Brighton (54%)

1,100 Jewish HH  
in Pittsford (10%)

4,000 Jewish HH  
in the Non-Core (36%)

= 11,200 Jewish HH  
in total

### Historical Clusters

- Core (Brighton + Pittsford)
- Non-Core (All other areas)

## Where We Lived Historically (1988-->2000-->2010)

In 2000, ten years ago:

The 2000 study estimated:

4,900 Jewish HH  
in Brighton (48%)

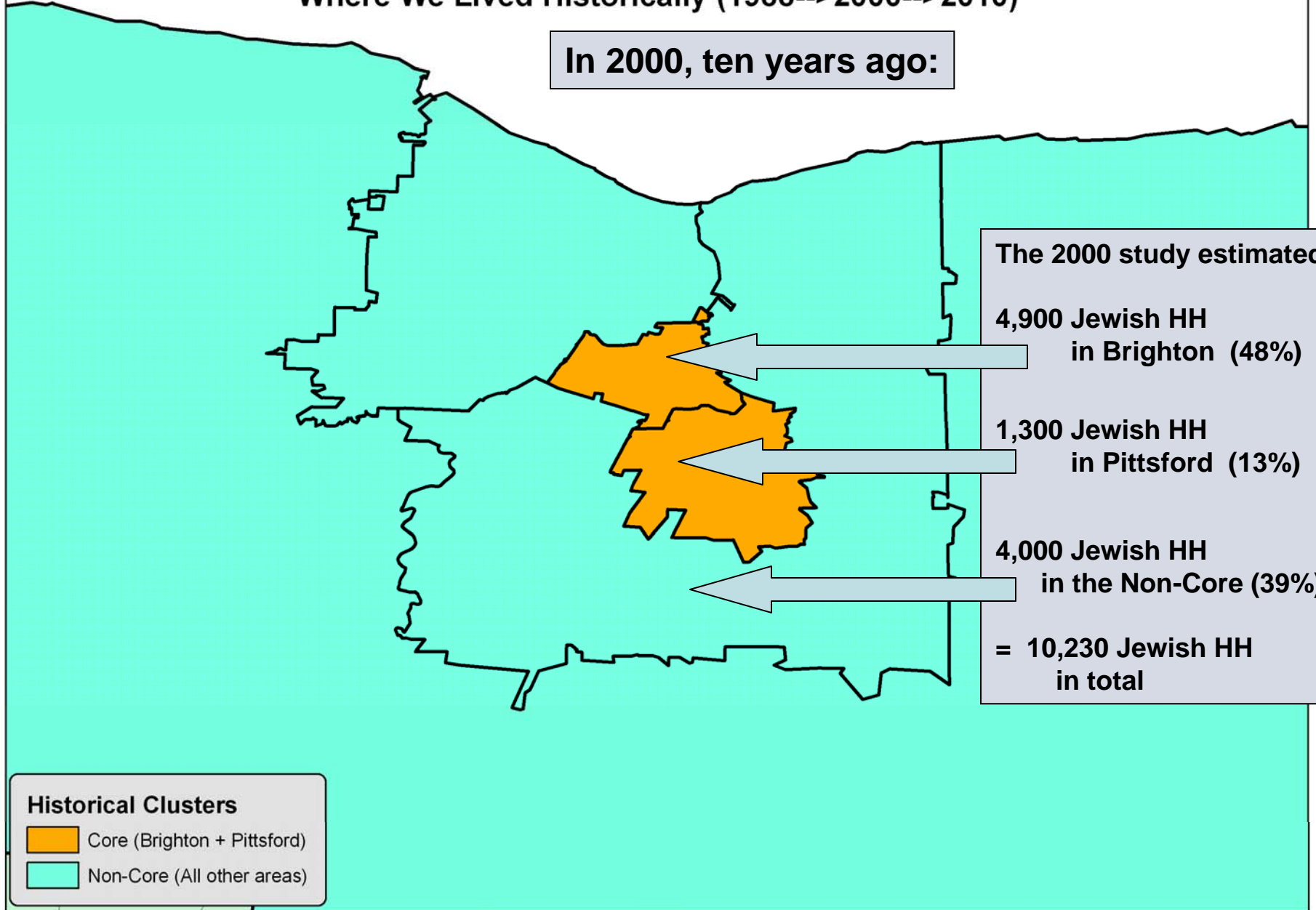
1,300 Jewish HH  
in Pittsford (13%)

4,000 Jewish HH  
in the Non-Core (39%)

= 10,230 Jewish HH  
in total

### Historical Clusters

- Core (Brighton + Pittsford)
- Non-Core (All other areas)



## Where We Lived Historically (1988-->2000-->2010)

In 2010, today:

**Collapsing & consolidating  
our five 2010 community  
clusters into three for  
historical comparability,  
today we find:**


**4,965 Jewish HH  
in Brighton (51%)**


**1,850 Jewish HH  
in Pittsford (19%)**

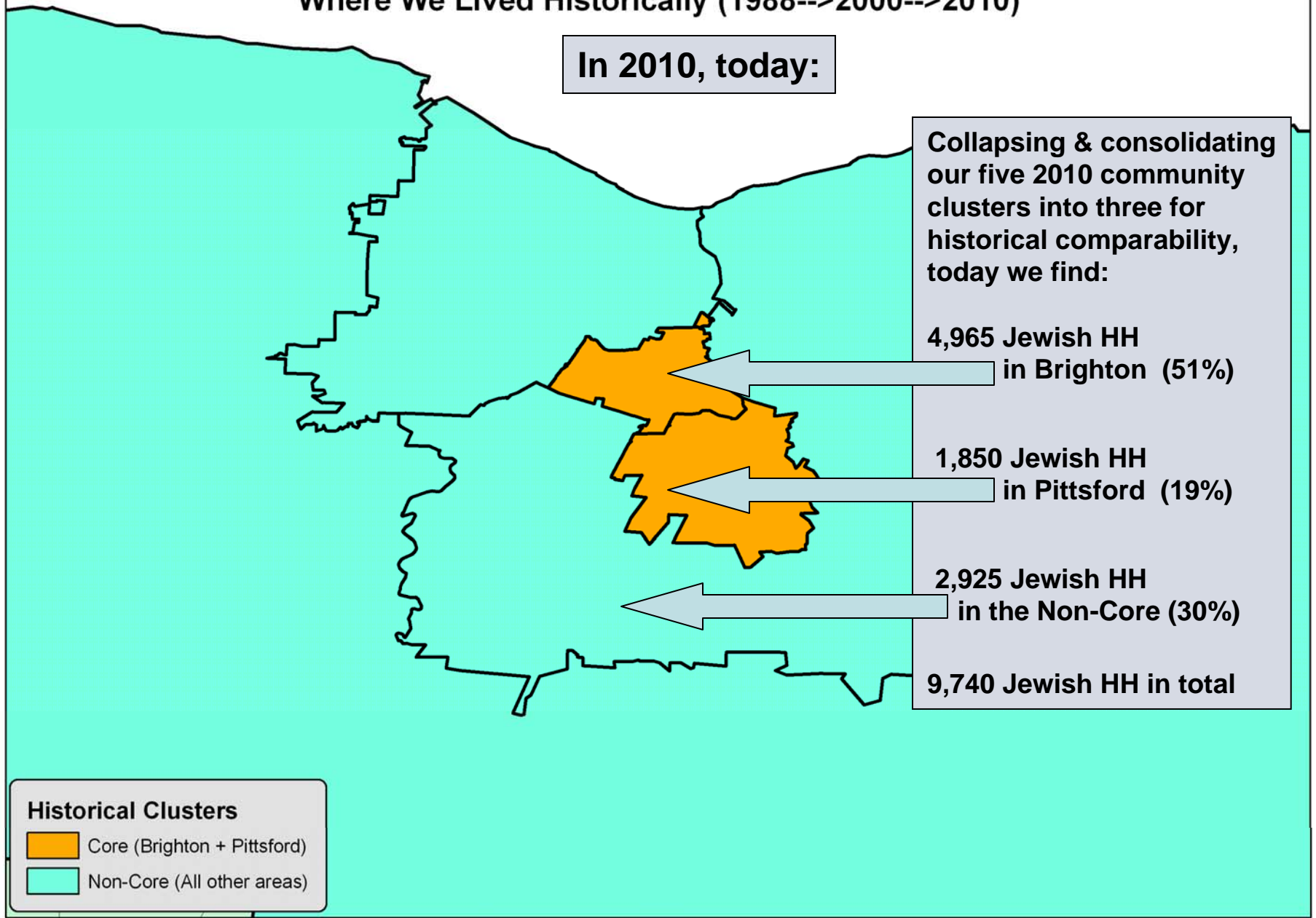
**2,925 Jewish HH  
in the Non-Core (30%)**

**9,740 Jewish HH in total**

### Historical Clusters

 Core (Brighton + Pittsford)

 Non-Core (All other areas)





## Where We Lived Historically (1988-->2000-->2010)

### Historical Perspective

Note: Within the declining "non-core" sector is the "rest of the city", including such zips as the Irondequoit area's 14617, which diminished from 5% of our Jewish households in 2000, to just 2% of our Jewish households today. When consolidated this way for decade-to-decade comparability, this "rest of the city" decline offsets Jewish growth in the eastern collar communities, so the non-core area shows a net decline, while parts of that area [especially the collar communities] have in fact grown in Jewish presence this decade.

#### Historical Clusters

- Core (Brighton + Pittsford)
- Non-Core (All other areas)

Placing the three decades side-by-side, we get this historical perspective:

Brighton =  
6,100→4,900→4,965  
[54%→48%→51%]

Pittsford =  
1,100→1,300→1,850  
[10%→13%→19%]

Non-Core =  
4,000→4,000→2,925  
[36%→39%→30%]

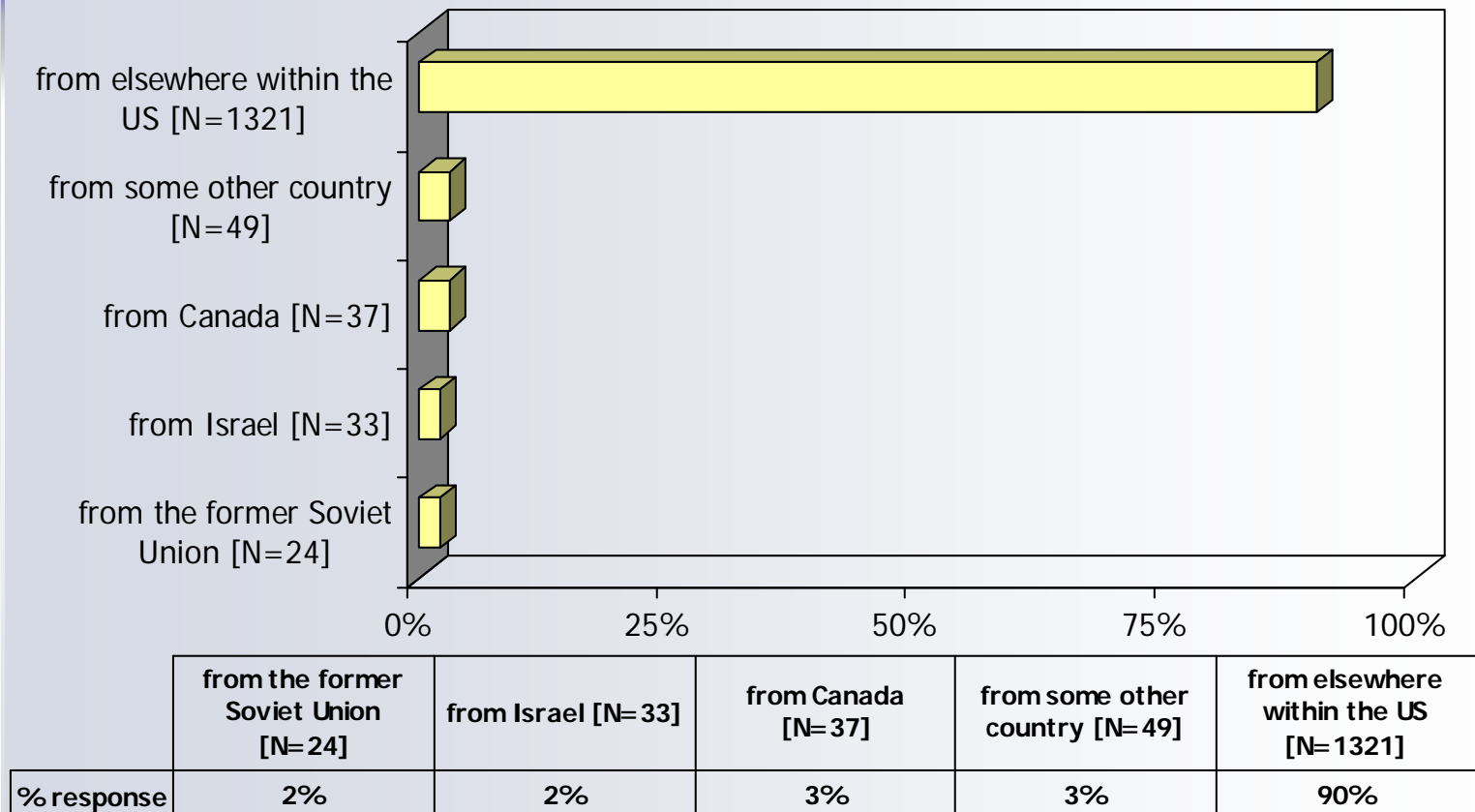
Total # Jewish HH =  
11,200→10,230→9,740  
[-8.6%] [-4.8%]



**Geographically speaking,  
where did we come from,  
and where are we going?**

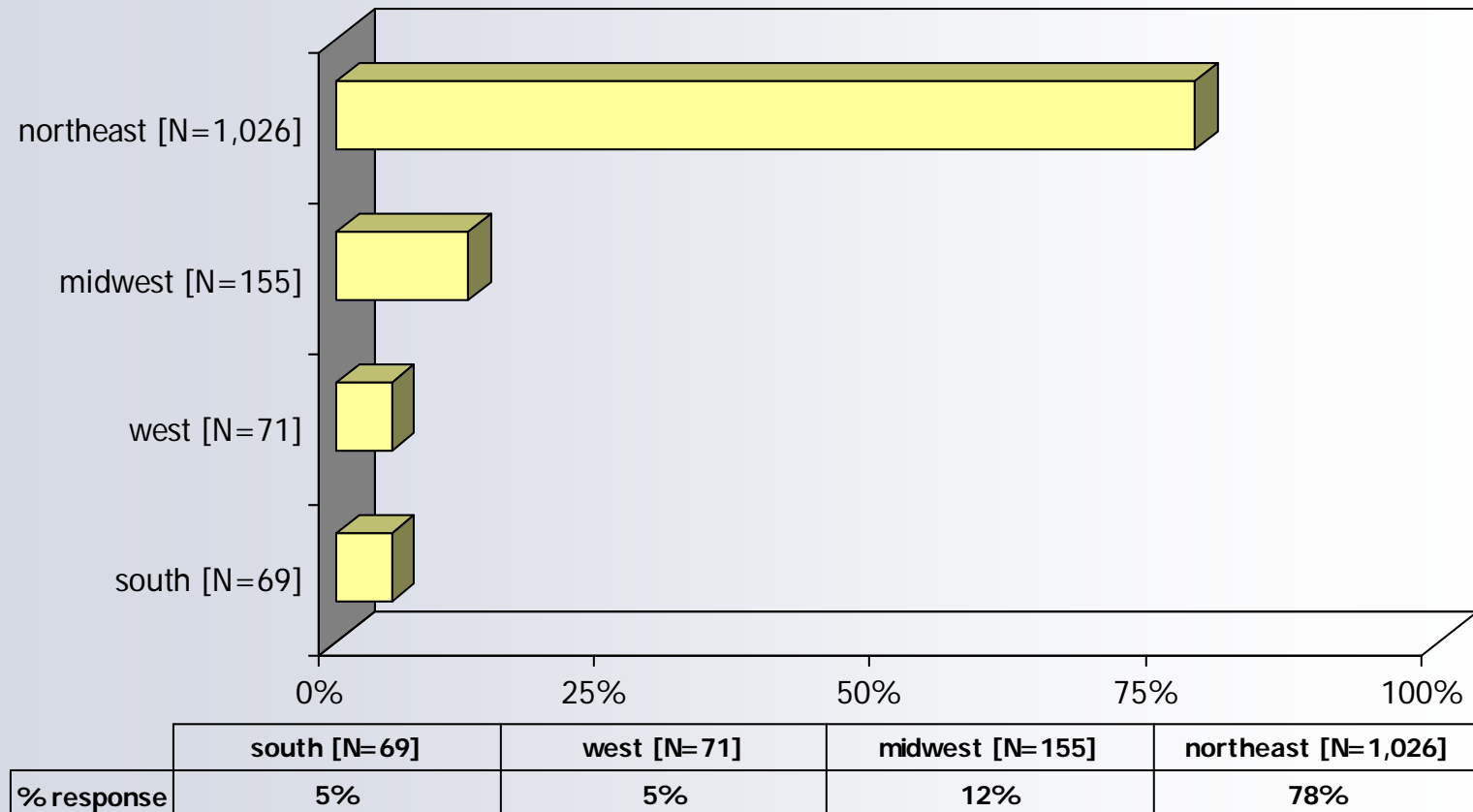
# If we weren't born here, where did we come from?

## Q41b) From where did you move to Rochester?



## If we weren't born here, where did we come from?

Q41c) [Those who in Q41b responded "from elsewhere within the US" were then asked:] Did you move to Rochester from somewhere in the Northeast, the South, the Midwest, or the West?



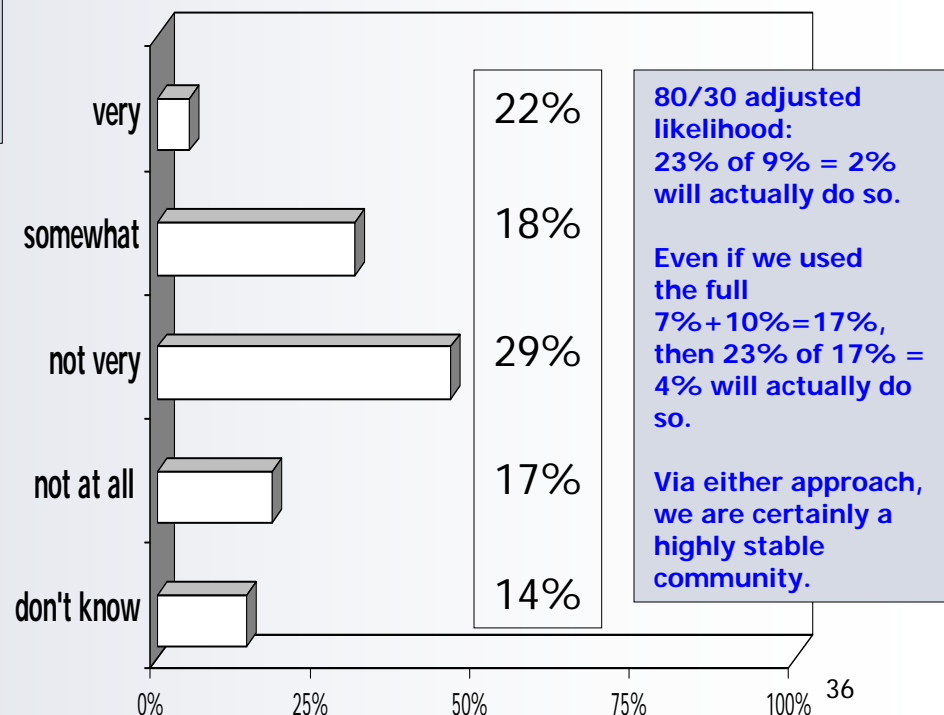
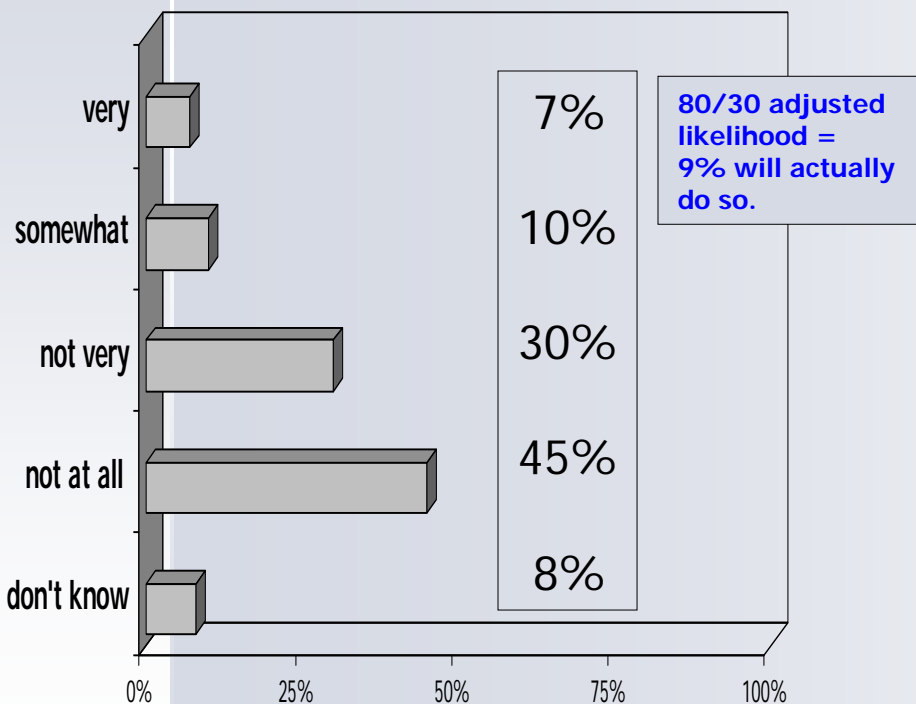
# Where are we going?

## Our Jewish Community's stability is predicted to continue on into the future:

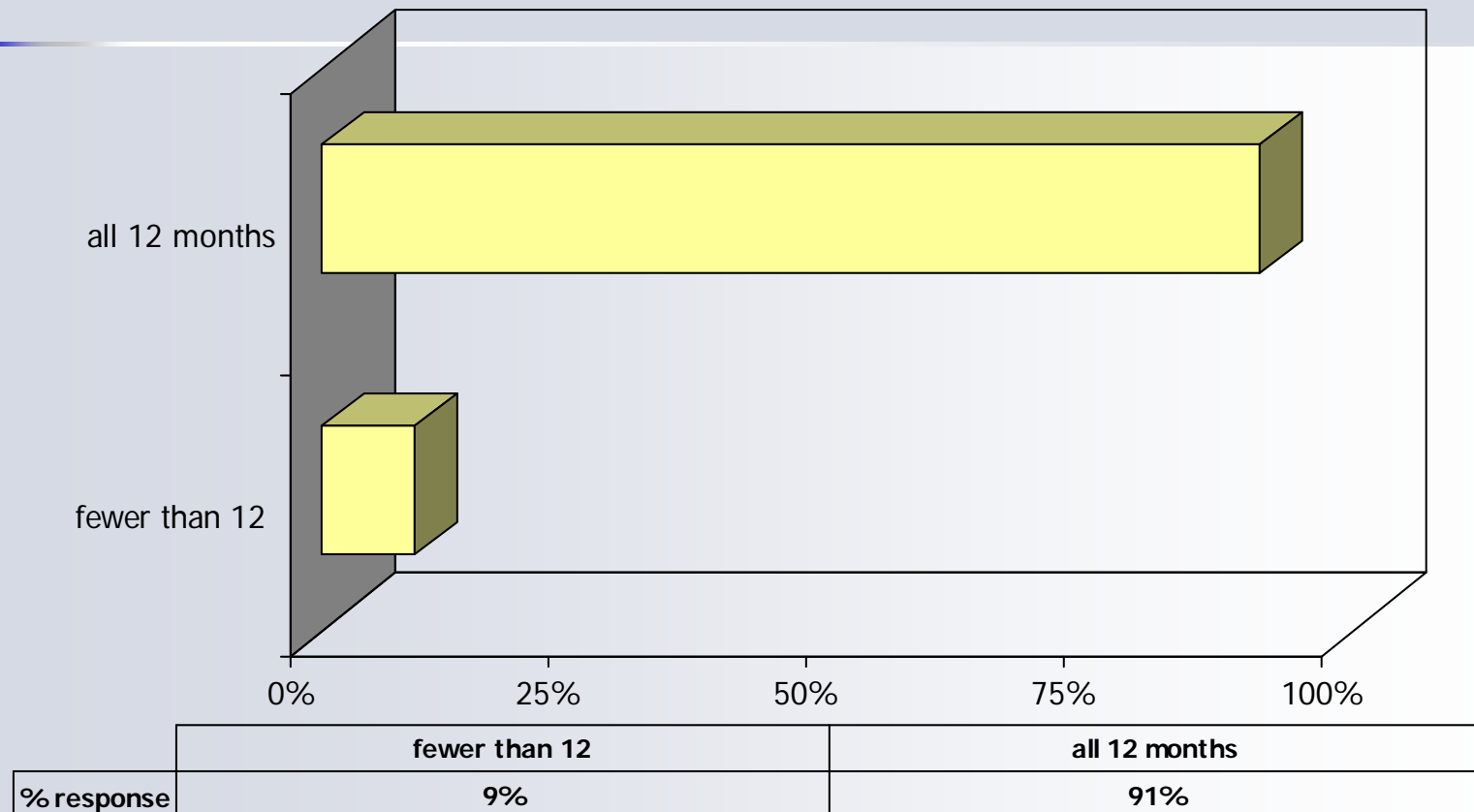
Q46a) How likely are you to move within the coming three years?



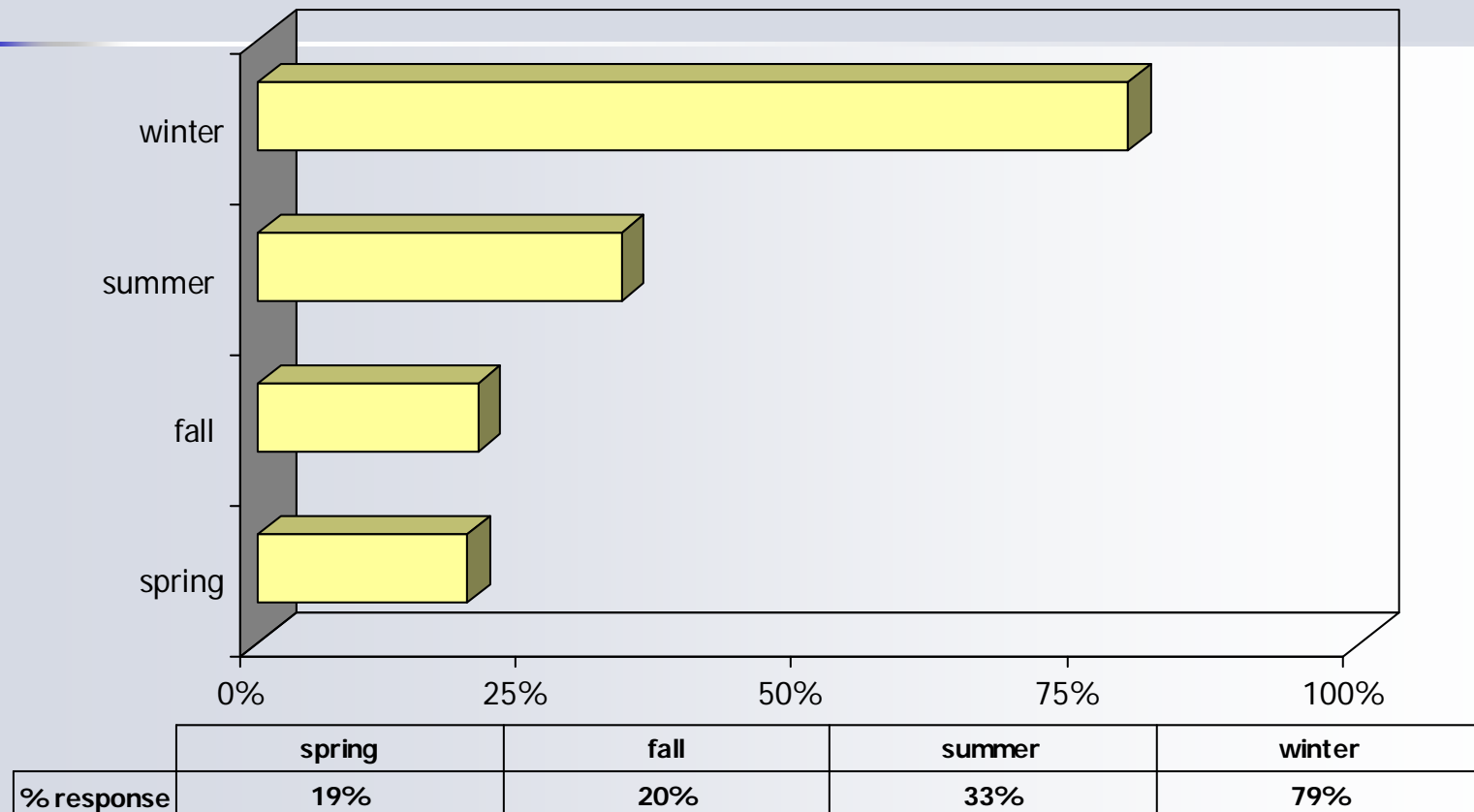
Q46b) If you do move within the next few years, how likely are you to leave the Greater Rochester area?



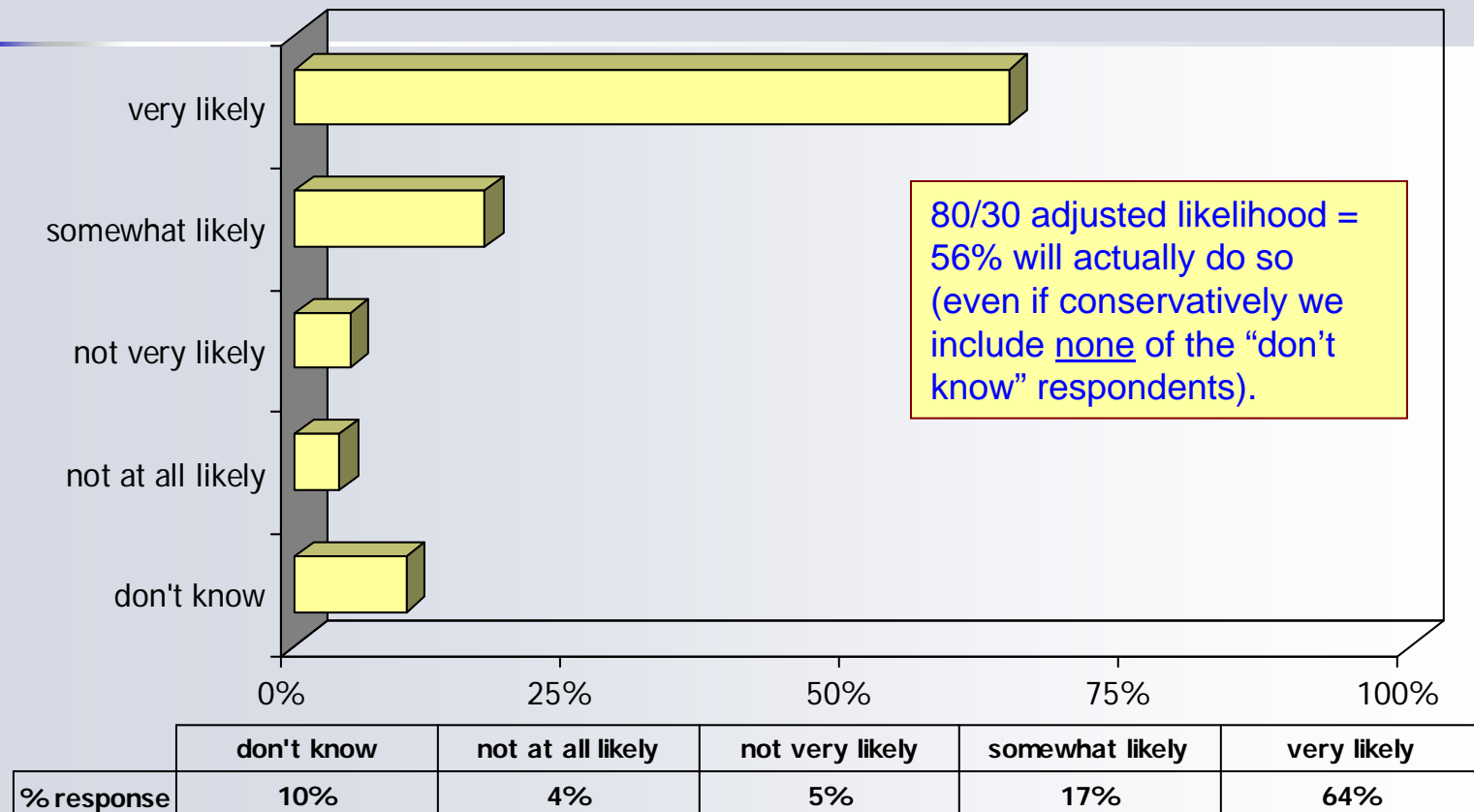
**Q45a) How many months of the year do you live  
in the Greater Rochester area?**



## Q45b) During which seasons of the year do you live elsewhere?

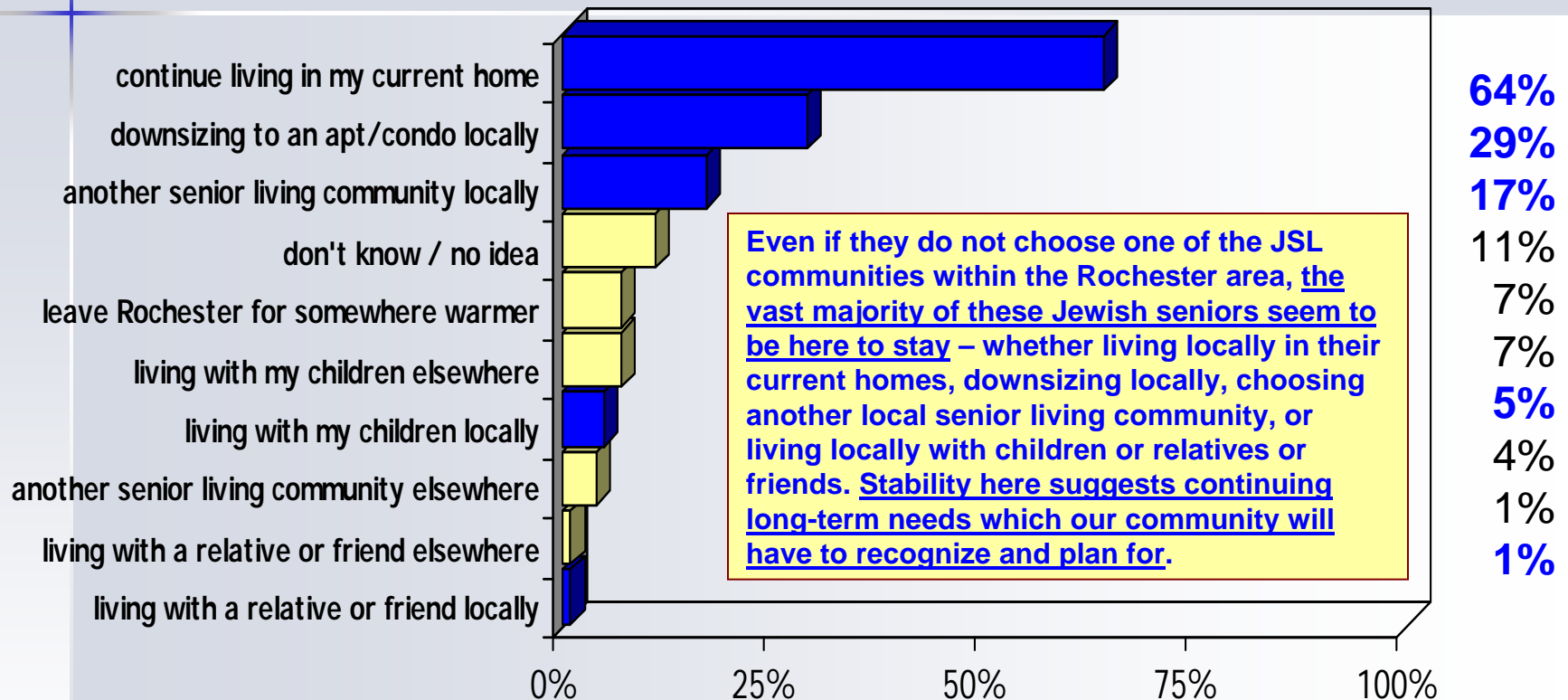


**Q47) [Asked of all respondents in their 60s or above:]  
How likely are you to continue to maintain a residence  
in the Rochester area after retirement?**



## Q73b) [Asked of all respondents in their 70s & 80s+:]

If you didn't choose to move to any of the Jewish Senior Life communities\*, where would you most likely end up living instead?



(\*defined in the previous question as the Summit at Brighton, Wolk Manor, or the Jewish Home of Rochester – all locally based)



## IV CONCLUDING OBSERVATIONS

- This collection of slides provides a geographic perspective on our Jewish Community today.
- We began by explaining our geographic analytical approach, and then analytically progressed from our survey sample's zip code counts, to our five zip code-based geographic clusters, to our % of sample by cluster, to our cluster-based projections of the number of Jewish households and the number of Jews.
- We then examined our Jewish community's remarkable geographic stability.
- We next explored the geographic shifts within our local community during the past 10 years, since the last demographic study was undertaken.
- We then placed our Jewish community's geography in an historical perspective by comparing our 2010 study's findings versus the projections from the 1988 and 2000 studies.
- We finally provided insight into where we as Rochester area's Jews came from, and where we envision ourselves going in the future.
- This geography-related compilation is another of the iceberg's tips. The rest of the story is told via the remaining presentations and reports, each focused on another chapter of the findings from our **"Count Me In – A Portrait of the Rochester Jewish Community today"** survey, and each a live resource for the ongoing use of those agencies, organizations, and individuals who will be planning for our Jewish community's future in the years ahead.