MISSION INSITE
Innovating the Standard in Church Demographics

- Flexible Web Based Information System
- Comprehensive Socio-Economic and Lifestyle Data
- Interactive Mapping Platform
- Responsive System to Answer Individual Questions
- Strategic Information Resource for Ministry
- Value and Benefit for your Financial Investment

Visit us at www.missioninsite.com
St. Margaret of Scotland

Where Are We?

Who Are We?

Who Are Our Neighbors?
1. Where Are We?
Maximize The POWER of Congregant Plot
WHERE ARE WE?
WE ARE 275 CONGREGANTS.

- Are we a Neighborhood Church?
- Are we a Community Church?
- Are we a Regional Church?
Welcome to the MI System! What would you like to do today?

- View Starting Point Orientation
- Create a Demographic Report Using the Report Wizard
- Learn How to Use the MI System - Training Videos
- Order a Mailing List
- Upload a Congregant Data File
- Review and Download Demographic and Mosaic Support Documents
- Review and Download MissionImpact Workbook (Mosaic ministry applications)
- Skip This Introduction

To view a support video, simply click on the link.

NOTE: Depending upon your internet connection speed, these may take a minute or two to load. Be aware that some organizations intentionally block the downloading of mp4s and other video content.

- Getting Started
- Basic Navigation
- Creating and Printing Theme Maps
- Drawing and Saving Polygons
- Congregant Plot Part 1 - Preparing and Uploading Congregant Files
- Congregant Plot Part 2 - Applications
## Import Congregants

### Download sample

**Instructions:**
1. Download Sample File. You HAVE to use it to load your data, it is already set up with the proper field headings.
2. Download Instructions for Uploading Congregants
3. The fields marked in red are required to plot.
4. All other fields are optional.
5. For Congregant Status and Member by means please use the numeric codes. If you use other codes, you must match codes to the MissionInsite codes using the Translation Tables. Click the appropriate Translation Tables.
6. Browse to select your file. Wait until the text box turns green.
7. Click 'Upload'. **There will be a 15-minute delay after a successful congregant file upload for the ability to new congregants on the MI System.**

<table>
<thead>
<tr>
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<table>
<thead>
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<table>
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<table>
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<table>
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</thead>
<tbody>
<tr>
<td>Choose File</td>
<td>No file chosen</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Upload status:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Browse to select your file then click Upload</td>
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</tbody>
</table>
PLEASE READ BEFORE UPLOADING: ALL of the field headers listed below must be included in your file. The RED fields must have data in them and are required to plot.

The rest of the fields may or may not contain data, however, all the field headers must be included in your file. Your file MUST BE AN EXCEL file. (.xls) CSV files are no longer accepted.

<table>
<thead>
<tr>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
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<td>CA</td>
<td>92603</td>
<td>949.555.5555</td>
<td>1</td>
</tr>
</tbody>
</table>

****NOTES ON UPLOADING DATA

1.) The fields marked in red are required to plot.
2.) All field (red and white) headers are required. Leave cells empty if there’s no data available. See the "template for congregant plot" for required field headers.
3.) For Congregant Status and Member by means please use the numeric codes.
4.) If you use other codes, you must match your codes to the standard MissionInsight codes using the Translation Tables. Click the appropriate Translation Table.
5.) Please use the "template for congregant plot" to load your data. It contains the proper field headers.
6.) Address1 field must not include P.O. Boxes, Apartment numbers, room numbers, etc.
7.) Uploading Zip Code + 4 will result in an upload failure. Enter only 5 digit Zip Codes.
8.) The State field must contain a two letter abbreviation with no punctuation.
<table>
<thead>
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</tbody>
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**Member By Means**
- Use Expected Member By Means Codes OR Edit Member By Means Translation Table

**Submitted By:**

**Email:**

**Select file**
- Choose File

**Upload status:**
Browse to select your file then click Upload
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a Neighborhood Church?
- Are we a Community Church?
- Are we a Regional Church?

**Neighborhood Church?**

How many people in our church live < 1 mile?

How many people in our church live > 1 – 3 miles?
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a *Regional* Church?
- Are we a *Community* Church?
- Are we a *Neighborhood* Church?

Community Church?

How many people in our church live > 3 – 5 miles?
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a *Regional* Church?
- Are we a *Community* Church?
- Are we a *Neighborhood* Church?

Regional Church?

How many people in our church live > 5-10 miles?

How many people in our church live > 10 miles?
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a Neighborhood Church?
- Are we a Community Church?
- Are we a Regional Church?

**Neighborhood Church?**

How many people in our church live < 1 mile?

1 or 0.4%

How many people in our church live > 1 – 3 miles?

51 or 18.5%
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a *Regional* Church?
- Are we a *Community* Church?
- Are we a *Neighborhood* Church?

Community Church?

How many people in our church live > 3 – 5 miles?

83 or 30.2%
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a *Regional* Church?
- Are we a *Community* Church?
- Are we a *Neighborhood* Church?

**Regional Church?**

How many people in our church live > 5-10 miles?

106 or 38.5%

How many people in our church live > 10 miles?

34 or 12.4%
WHERE ARE WE? WE ARE 275 CONGREGANTS...

- Are we a *Regional* Church?
- Are we a *Community* Church?
- Are we a *Neighborhood* Church?

How many people in our church live < 1 mile? 1 or 0.4%

How many people in our church live > 1 – 3 miles? 51 or 18.5%

How many people in our church live > 3 – 5 miles? 83 or 30.2%

How many people in our church live > 5-10 miles? 106 or 38.5%

How many people in our church live > 10 miles? 34 or 12.4%

140 Congregants or 50.9% Live > 5 Miles Away
We Are Currently A Regional Church
2. Who Are We?
What Do We Look Like?

Are We The Same Or Different From Our Ministry Area?
SO WHAT IS OUR MINISTRY AREA???

- Let’s Explore Three Mission Areas....
667 Square Miles
97% Congregants
10 Episcopal Churches
65 Square Miles
51% Congregants
1 Episcopal Church
Neighborhood

30 Square Miles
28% Congregants
1 Episcopal Church
Mosaic® USA: Targeting and engaging the new American consumer

Marketing forward with today's most advanced consumer lifestyle segmentation system

Key American consumer dynamic shifts in the past five years:

- Aging of America — baby-boomer population now turning 65
- Increase of multigenerational households
- Moms having children later in life
- Digital diversity and mobile movement — more and increasing ways for consumers to connect
- Consumer trends — GreenAware℠, healthy lifestyles
Why MOSAIC?

- 300 Data Factors
- 113 Million Households
- 98% of American Households
- 19 MOSAIC Groups
- 71 MOSAIC Household Segments
- 1 Billion People Worldwide
- 30 Countries
### Mosaic® USA: Targeting and engaging the new American consumer

Marketing forward with today's most advanced consumer lifestyle segmentation system.

- **Power Elite**: 6.13%
  - A01: American Royalty (0.73%)
  - A02: Platinum Prosperity (1.43%)
  - A03: Kids and Cabernet (0.96%)
  - A04: Picture Perfect Families (1.43%)
  - A05: Couples with Clout (0.48%)
  - A06: Jet Set Urbanites (0.98%)

- **Flourishing Families**: 4.42%
  - B07: Generational Soup (0.98%)
  - B08: Babies and Bliss (1.65%)
  - B09: Family Fun-tastic (1.22%)
  - B10: Asian Achievers (0.56%)
  - B11: Aging of Aquarius (2.34%)

- **Booming with Confidence**: 5.34%
  - C12: Golf Carts and Gourmets (0.41%)
  - C13: Silver Sophisticates (0.97%)
  - C14: Boomers and Boomerangs (1.62%)

- **Suburban Style**: 5.02%
  - D16: Cul de Sac Diversity (1.03%)
  - D17: Soulful Spenders (1.45%)
  - D18: Settled in Suburbia (0.77%)
  - D15: Sports Utility Families (1.77%)

- **Thriving Boomers**: 5.13%
  - E19: Full Pockets, Empty Nests (1.10%)
  - E21: Unspoiled Splendor (2.52%)
  - E20: No Place Like Home (1.50%)
  - E18: Soulful Spenders (1.45%)

- **Promising Families**: 3.36%
  - F22: Fast Track Couples (1.59%)
  - F23: Families Matter Most (1.77%)
  - F24: Status Seeking Singles (1.29%)
  - F25: Urban Edge (0.72%)

- **Young, City Solos**: 2.01%
  - G24: Urban Edge (0.72%)
  - G25: Status Seeking Singles (1.29%)
  - G26: Progressive Potpourri (1.00%)
  - G27: Birkenstocks and Beemers (1.18%)

- **Middle-class Melting Pot**: 5.76%
  - H26: Everyday Moderates (1.09%)
  - H28: Destination Recreation (2.49%)
  - H27: Birkenstocks and Beemers (1.18%)
  - H29: Stockcars and State Parks (1.50%)

- **Family Union**: 5.40%
  - I30: Stockcars and State Parks (1.50%)
  - I31: Blue Collar Comfort (1.38%)
  - I32: Latin Flair (0.98%)
  - I33: Hispanic Harmony (1.55%)

- **Autumn Years**: 5.64%
  - J34: Aging in Place (2.41%)
  - J35: Rural Escape (1.76%)
  - J36: Settled and Sensible (1.48%)
  - J37: Wired for Success (1.00%)

- **Significant Singles**: 4.72%
  - K37: Wired for Success (1.00%)
  - K38: Gotham Blend (1.01%)
  - K39: Metro Fusion (0.79%)
  - K40: Bohemian Groove (1.92%)

- **Blue Sky Boomers**: 5.11%
  - L41: Booming and Consuming (0.87%)
  - L42: Rooted Flower Power (2.33%)
  - L43: Homemade Happiness (2.91%)

---

**Experian Marketing Services**
Mosaic® USA: Targeting and engaging the new American consumer

Marketing forward with today's most advanced consumer lifestyle segmentation system

<table>
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<tr>
<th>Region</th>
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<td>Gospel and Grits</td>
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<td>Urban Ambition</td>
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<td>Digital Dependents</td>
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<td>Colleges and Cafes</td>
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<td>Family Troopers</td>
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<td>Rolling the Dice</td>
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<td>1.30%</td>
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<td>Soul Survivors</td>
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<td>Enduring Hardships</td>
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<td>Hard Times</td>
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### Congregant Mosaic Profile

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<th>Code</th>
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<td>Booming with Confidence - Aging of Aquarius</td>
<td>26</td>
<td>20.60</td>
<td>3.70</td>
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<tr>
<td>H28</td>
<td>Middle-class Retirees - Everyday Moderates</td>
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<td>10.50</td>
<td>3.70</td>
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<tr>
<td>Q62</td>
<td>Golden Year Guardians - Reaping Rewards</td>
<td>12</td>
<td>10.50</td>
<td>3.70</td>
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<td>C12</td>
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<td>L42</td>
<td>Blue Sky Boomers - Rooted Flower Power</td>
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<td>9.50</td>
<td>6.30</td>
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<td>Family Union - Blue Collar Comfort</td>
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<td>1.50</td>
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<td>Autumn Years - Aging in Place</td>
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<td>Golden Year Guardians - Town Elders</td>
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<td>0.80</td>
<td>5.60</td>
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</table>

**REGION STUDY AREA - 126 Households Representing 97% of All Congregants**

**Who Are We?**

**What Do We Look Like?**

**Are We The Same Or Different From Our Ministry Area?**
Type C12: Golf Carts and Gourmets
Upscale retirees and empty-nesters in comfortable communities
Type C11: Aging of Aquarius
Upscale boomer-aged couples living in city and close-in suburbs
### Region

#### Congregant Mosaic Profile

<table>
<thead>
<tr>
<th>Code</th>
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<td>12.70</td>
<td>10.40</td>
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<td>Q63</td>
<td>Golden Year Guardians - Footloose and Family Free</td>
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<td>Q64</td>
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</table>

**667 Square Miles - 97% Congregants - 10 Episcopal Churches**
## Congregant Mosaic Profile

<table>
<thead>
<tr>
<th>Code</th>
<th>Congregant Household Profile</th>
<th>Congregant Household Profile %</th>
<th>Study Area %</th>
<th>Index</th>
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<tbody>
<tr>
<td>C11</td>
<td>Booming with Confidence - Aging of Aquarius</td>
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<td>H28</td>
<td>Middle-class Melting Pot - Everyday Moderates</td>
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<td>Family Union - Blue Collar Comfort</td>
<td>2.70</td>
<td>4.70</td>
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<td>Thriving Boomers - No Place Like Home</td>
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<td>4.90</td>
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65 Square Miles
51% Congregants
1 Episcopal Church
## Neighborhood

### Congregant Mosaic Profile

<table>
<thead>
<tr>
<th>Code</th>
<th>Congregant Household Profile</th>
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<td>19.70</td>
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<tr>
<td>H28</td>
<td>Middle-class Melting Pot - Everyday Moderates</td>
<td>6</td>
<td>16.70</td>
<td>13</td>
</tr>
</tbody>
</table>

- 30 Square Miles
- 28% Congregants
- 1 Episcopal Church
Let’s Explore Three Mission Areas....
WHAT'S THE STORY?

- What is the population of your area?
- Is the population projected to grow or decline?
- By what percentage?
- By how many households?
- What is the average household income?
Generations: “Phase of Life”

- What group has the largest presence in 2011?
- What group has the smallest presence?
- What group has the greatest growth change projected?
- What group has the greatest decline projected?
QuickInsite Reports Will Assist in Answering the Question:

“What Is Our Ministry Area…… Region, Community or Neighborhood?”
WHAT’S NEXT ONCE YOU DECIDE UPON YOUR MISSION AREA?

Region?  Community?  Neighborhood?

Reach Out and Connect!
The Key Question:

No

What must we do to *attract* these people?

Yes

What must we do/change to *bless* these people?
What’s Next?

➤ Mission Impact Guide V 2.0
For MOSAIC Ministry Applications

➤ Thematic Maps & Opportunity Scan
For Targeted Ministries

➤ Optional For Purchase Mailing Lists
For Community Outreach
SEGMENT A01: AMERICAN ROYALTY
Mission Impact... Focusing your heartburst for the people around you

Wealthy, influential and successful couples and families living in prestigious suburbs
Resource: Mosaic by Experian

General Spiritual Insight:
American Royalty is part of the Lifestyle Group A (Power Elite). Please refer to the description of Group A for the larger context of this segment’s potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective</th>
<th>“Divine Right”</th>
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</thead>
<tbody>
<tr>
<td>Key Behaviors</td>
<td>High Aesthetic Sensibilities; High Expectations For Institutional Church Effectiveness</td>
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<tr>
<td>Strong Impressions</td>
<td>Inclination &amp; Attitudes: Global Perspective, Leadership</td>
</tr>
<tr>
<td></td>
<td>Mood &amp; Values: Drive For Affluence, Sense of Well-Being</td>
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</tbody>
</table>

Download resources for your mission field through www.missioninsite.com.
SEGMENT C12: GOLF CARTS AND GOURMETS

Mission Impact... Focusing your heartburst for the people around you

Upscale retirees and empty-nesters in comfortable communities

Resource: Mosaic by Experian

General Spiritual Insight:

*Golf Carts* is part of the Lifestyle Group C (Booming With Confidence). Please refer to the description of Group C for the larger context of this segment’s potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective:</th>
<th>“It’s The Right Thing To Do”</th>
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<tbody>
<tr>
<td>Key Behaviors:</td>
<td>Quiet Good Taste, Morality With Minimum Sacrifice</td>
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<tr>
<td>Strong Impressions:</td>
<td>Inclination &amp; Attitudes: Global Perspective, Planned Lifestyles</td>
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<td></td>
<td>Mood &amp; Values: High Commitment to Career, High Sense of Well Being</td>
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</tbody>
</table>
SEGMENT C11: AGING OF AQUARIUS

Mission Impact...Focusing your heartburst for the people around you

Upscale boomer-aged couples living in city and close-in suburbs

Resource: Mosaic by Experian

General Spiritual Insight:

*Aging of Aquarius* is part of the Lifestyle Group C (Booming With Confidence). Please refer to the description of Group C for the larger context of this segment’s potential relationship with the church.

<table>
<thead>
<tr>
<th>Religious Perspective:</th>
<th>&quot;It’s The Right Thing To Do&quot;</th>
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</tr>
</tbody>
</table>

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Thematic Maps for Targeted Ministry

Legend

- Primary Mosaic 2010 Type 2012
  - A01 Power Elite - American Royalty
  - A02 Power Elite - Platinum Prosperity
  - A03 Power Elite - Kids and Cabernet
  - A04 Power Elite - Picture Perfect Families
  - A05 Power Elite - Couples with Clout
  - A06 Power Elite - Jet Set Urbanites
  - B07 Flourishing Families - Generational Soup
  - B08 Flourishing Families - Babies and Bliss
  - B09 Flourishing Families - Family Fun-tastic
  - B10 Flourishing Families - Asian Achievers
  - C11 Booming with Confidence - Aging of Aquarius
  - C12 Booming with Confidence - Golf Carts and Gourmets
  - C13 Booming with Confidence - Silver Sophisticates
  - C14 Booming with Confidence - Boomers and Boomerangs
Thematic Maps for Targeted Ministry

Legend

Population 2012 - 2017 Percent Change

- Less than -5
- Between -5 and -1
- Between -1 and 3
- Between 3 and 7
- Between 7 and 11
- Between 11 and 15
- More than 15

[Map of Sarasota area with various color-coded regions indicating population change percentage]
1) Use Wizard below to select your Mailing List.
2) FOLLOW THE INSTRUCTIONS FOR YOUR FREE COUNT OF NEW MOVERS IN YOUR AREA.
3) If you choose, click 'Buy List' when finished.

Who do you want to target?

- Individuals
- Businesses

Next steps

Select Geography
Select Demography

Start Over

Clear all Your Selects to start afresh