Ministry Solutions
Engaging Mission

Ministry Solutions and FusionView
The Third Essential View – Engaging Mission

This Series will cover:

Generating ComparativeInsite Reports
Interpreting the ComparativeInsite Report
Integration of CoreView and Community Features

✓ Generating A ComparativeInsite Report

SELECT PLOTTING FROM THE MAP TOOLS TOOLBAR

Select Single Church, then select the church to plot congregants from the church drop down menu on the Select Plot Options window.

DRAW YOUR MINISTRY AREA SHAPE:

Draw your ministry area shape large enough to capture over 80% of your congregants. See the illustrations below. The shape drawn contains 95.8% of all congregants.
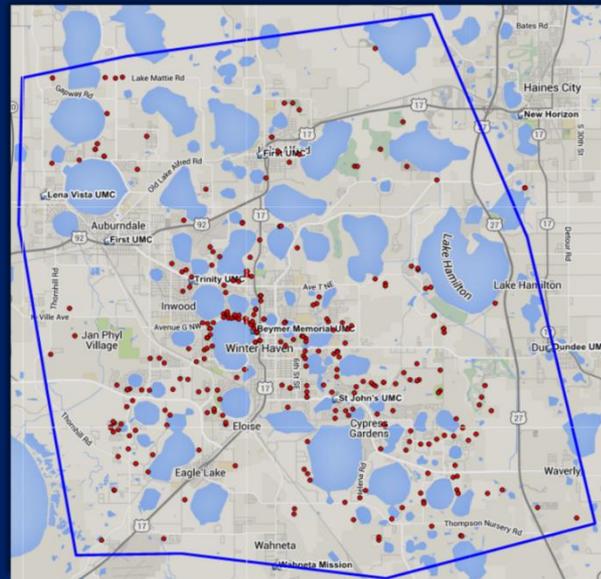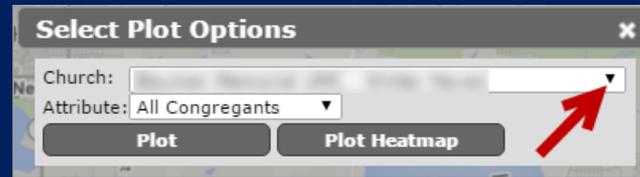
✓ Generating A ComparativeInsite Report

SELECT PREDEFINED REPORTS FROM THE INFO BOX

Select Predefined Reports from the Info box. A new Predefined Reports window will open.

Insert any custom report name into the "Prepared for:" and "Study Area:" boxes.

Select ComparativeInsite from the report choices. A new window will open as the ComparativeInsite report is generated.

The final report will appear as a .pdf file which is downloadable or printable.
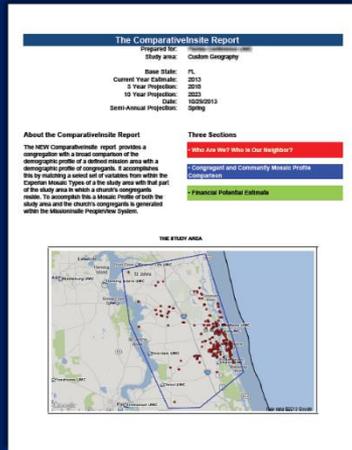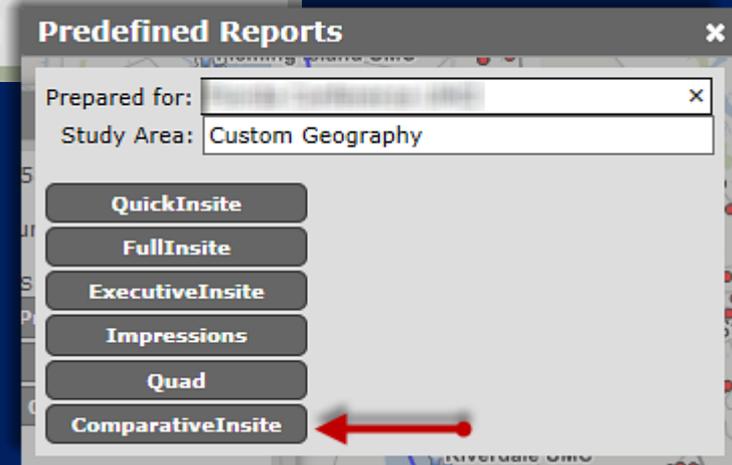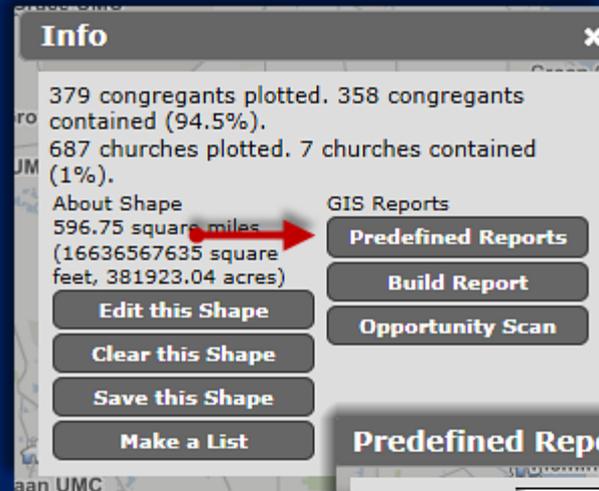
✓ Generating Local ComparativeInsite Reports

DRAW A LOCAL/NEIGHBORHOOD SHAPE:

Draw a local shape to compare congregants to a specific neighborhood area. See the illustration which has captured 5% of all congregants representing 19 people.

Generate the ComparativeInsite Report as before by selecting Predefined Reports.
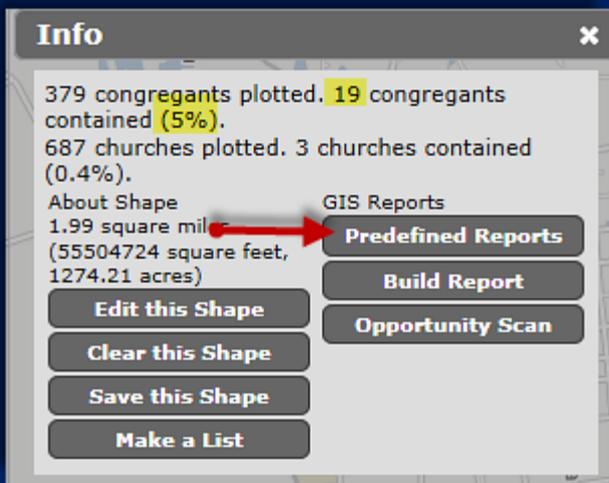
✓ Generating Local ComparativeInsite Reports

COMPARE LOCAL/NEIGHBORHOOD AREAS:

Use the ComparativeInsite Report to analyze the distinctive characteristics for each of the neighborhoods in the illustration.

What is the uniqueness of our congregant profiles in each neighborhood?

Are our congregant household profiles similar or difference in each neighborhood?

Are we more represented in one neighborhood over another? Where is our strength and where do we have opportunity?

Generate the ComparativeInsite Reports for each neighborhood as before by selecting Predefined Reports.

✓ Generating Regional ComparativeInsite Reports

ANALYZE REGIONAL/AGENCY PRESENCE:
Agency level users may use the ComparativeInsite Report to analyze the distinctive characteristics of congregants in a regional/agency area.

What is the uniqueness of our congregant profile in our region/agency? What Mosaic segments do we currently reach? What Mosaic segments are not represented and present an opportunity?

What is our penetration rate in the region/agency?

What is the distribution of our congregants across our region/agency?

Where is our geographic strength and where do we have opportunity?

For Regional Agency Users Only
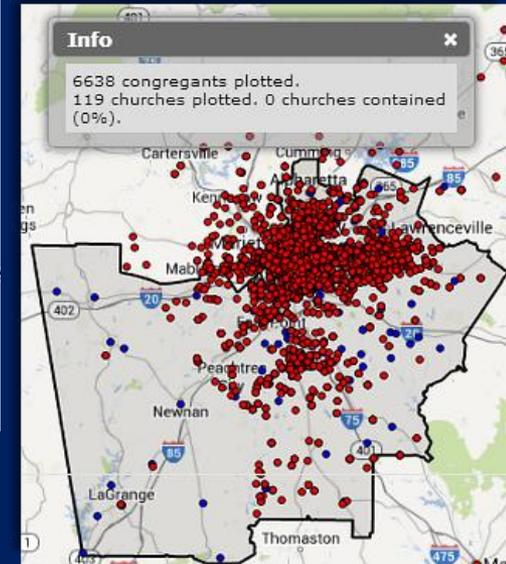
✓ Interpreting A ComparativeInsite Report

REVIEW THE REPORT HEADER ON PAGE 2

Total Congregants – The number of congregants plotted inside the Study Area (Compare this number to the Total Population in the Study Area)

Total Congregant Households – The number of congregant households plotted inside the Study Area (Compare this number to the Total Households in the Study Area)

Total No. of Mosaic Segments in Study – The Total # of MOSAIC Household Segments in the Study Area

Total No. of Mosaic Segments with Congregant HH Present – The number of MOSAIC Household Segments present in the congregation

Estimated Household Penetration Rate – The percentage comparison of Congregant Households to Total Households in the Study Area

Who Are We? Who is Our Neighbor?

Total Congregants	358	Total No. of Mosaic Segments in Study	61
Total Congregant Households	203	Total No. of Mosaic Segments with	32
Total Population in Study Area	178,823	Congregant HH Present	
Total Households in Study Area	70,038	Estimated Household Penetration Rate	0.3%

**THE FOLLOWING COMPARATIVEINSITE REPORT ILLUSTRATIONS
ARE FROM AN ACTUAL CHURCH STUDY**

✓ Interpreting A ComparativeInsite Report

UNDERSTANDING PAGES 2 THROUGH 4

Pages 2 through 4 of the ComparativeInsite Report display MOSAIC information for the Study Area on the LEFT and for the Congregation on the RIGHT.

The **No. columns** (in yellow) are Household Counts.

The **Index column** (in dark green) represents the relationship between congregant data and Study Area data.

An Index score of 100 represents an exact percentage match. Index scores above 100 indicate an over representation of a particular congregant data variable and scores less than 100 indicate an under representation of a particular congregant data variable.

	Mosaic Segments Study Area		Congregant Mosaic Segments Weighted by Presence		
Head of HH Age	%	No.	%	No.	Index
Age 19-24 years	2.9%	2,000	1.7%	3	60
Age 25-30 years	6.1%	4,269	3.1%	6	51
Age 31-35 years	7.8%	5,461	3.6%	7	47
Age 36-45 years	20.5%	14,339	12.2%	25	59
Age 46-50 years	11.7%	8,218	8.6%	17	73
Age 51-65 years	32.5%	22,780	34.4%	70	106
Age 66-75 years	9.6%	6,689	16.6%	34	174
Age 76+ years	9.0%	6,291	19.9%	40	221
	100.0%	70,047	100.0%	203	
Average Age Head of Household		50		53	104
Married Households	66.3%	46,421	64.6%	131	98
Households by Type with Children					
Married with kids in household	25.8%	18,069	16.1%	33	62
Single Parent with kids	2.1%	1,466	0.8%	2	38
Unknown marital status with kids	2.3%	1,586	1.3%	3	57
	30.2%	21,121	18.2%	37	60

✓ Interpreting A ComparativeInsite Report

STUDY QUESTIONS PAGES 2 THROUGH 4

Review the Index scores.

What effect would a very high or very low Index score for Head of Household Age have on ministry planning?

For example – In this illustration the Index score for Age 76+ is 221. This means the congregation has twice as many (2.21 times) 76+ year old Head of HHs present compared to the Study Area. The opposite is true for 31-35 year old Head of HHs where the Index score is 47. The congregation has less than half (.47 times) the number of 31-35 year old Head of HHs present compared to the Study Area.

What Age Level program/ministry opportunities/challenges might this suggest?

Head of HH Age	Mosaic Segments Study Area %	Mosaic Segments Study Area No.	Congregant Mosaic Segments Weighted by Presence %	Congregant Mosaic Segments Weighted by Presence No.	Index
Age 19-24 years	2.9%	2,000	1.7%	3	60
Age 25-30 years	6.1%	4,269	3.1%	6	51
Age 31-35 years	7.8%	5,461	3.6%	7	47
Age 36-45 years	20.5%	14,339	12.2%	25	59
Age 46-50 years	11.7%	8,218	8.6%	17	73
Age 51-65 years	32.5%	22,780	34.4%	70	106
Age 66-75 years	9.6%	6,689	16.6%	34	174
Age 76+ years	9.0%	6,291	19.9%	40	221
	100.0%	**70,047**	100.0%	**203**	
Average Age Head of Household		50		53	104
Married Households	66.3%	46,421	64.6%	131	98
Households by Type with Children					
Married with kids in household	25.8%	18,069	16.1%	33	62
Single Parent with kids	2.1%	1,466	0.8%	2	38
Unknown marital status with kids	2.3%	1,586	1.3%	3	57
	30.2%	**21,121**	**18.2%**	**37**	**60**

✓ Interpreting A ComparativeInsite Report

STUDY QUESTIONS PAGES 2 THROUGH 4

Review the Index scores and percentages for the rest of pages 2 through 4.

Make note of highest and lowest congregant percentages/households.

Note any contrasts in data variables such as Average or Median Household Income.

For this illustration some data is colored:

Highest = Yellow

Lowest = Green

Contrasts = Salmon

What is the "story" of the congregation around income, diversity, education and occupation?

How like or different is the congregation from the Study Area?

Are there any important ministry or program opportunities?

Estimated Household Income					
Less than $15,000	7.7%	4,813	8.2%	17	106
$15,000-$24,999	7.6%	4,762	8.7%	18	115
$25,000-$34,999	8.4%	5,276	9.2%	19	110
$35,000-$49,999	11.6%	7,293	11.5%	23	99
$50,000-$74,999	17.8%	11,166	18.6%	38	104
$75,000-$99,999	14.4%	9,014	14.6%	30	102
$100,000-$124,999	10.1%	6,311	10.3%	21	102
$125,000-$149,999	6.3%	3,973	5.7%	12	90
$150,000-$174,999	3.5%	2,171	3.3%	7	96
$175,000-$199,999	4.0%	2,535	2.8%	6	69
$200,000-$249,999	4.0%	2,486	3.4%	7	85
$250,000+	4.7%	2,972	3.8%	8	81
	100%	62,772	100%	203	
Average HH Income		$78,937		$82,863	
Median HH Income		$72,124		$76,156	
Diversity Score Scale 0-5		1.9		1.9	103
Estimated Racial/Ethnicity					
African American	5.8%	9,326	4.4%	16	76
Asian	2.9%	4,685	2.0%	7	69
Caucasian	80.7%	129,856	84.3%	302	104
Native American	0.2%	323	0.2%	1	96
Hispanic	5.4%	8,610	4.1%	15	76
Hispanic - Caribbean1	1.0%	1,674	0.9%	3	82
Hispanic - Mexico1	3.5%	5,602	2.5%	9	72
Hispanic - Central American1	0.0%	61	0.0%	0	70
Hispanic - South American1	0.1%	117	0.0%	0	63
Hispanic - European1	0.0%	47	0.0%	0	107
	100%	160,301	98%	352	
Est. Average Head of HH Level of Education					
Less than High School	13.2%	8,297	14.5%	30	110
High School diploma	24.7%	15,479	26.8%	54	109
Some College	25.7%	16,126	23.9%	48	93
Bachelor's degree	21.8%	13,701	18.9%	38	86
Graduate degree	14.4%	9,055	15.6%	32	108
	100%	62,658	100%	202	

✓ Interpreting A ComparativeInsite Report

REVIEW THE COMPARATIVE MOSAIC REPORT ON PAGES 5 AND 6

Note the largest presence of congregant households by Mosaic Segment (Yellow)
Note the Mosaic Household Segments present in the Study Area but not in the congregation - showing congregant households as 0. (Rose)

REFER TO THE MISSION IMPACT GUIDE BY BANDY FOR MINISTRY APPLICATIONS

(See Help/Documents for the page.)

For the 2 Mosaic HH Segments most present in the congregation, what programs or ministries need strengthened? Are there new program/ministry opportunities?

For the top 2 Mosaic HH Segments present in the Study area but NOT in the congregation, are there new program/ministry opportunities?

Mosaic Codes	Mosaic Types	Study Area 2013	2013 %	Congregation Cong	Cong HH %	Analysis Index	Pen Rate
L41	Booming and Consuming	4,992	8.0%	26	12.8%	160	0.5%
B08	Babies and Bliss	3,944	6.3%	4	2.0%	32	0.1%
A02	Platinum Prosperity	2,769	4.4%	10	4.9%	111	0.4%
C11	Aging of Aquarius	2,738	4.4%	17	8.4%	191	0.6%
E21	Unspoiled Splendor	2,625	4.2%	8	3.9%	93	0.3%
Q64	Town Elders	2,465	3.9%	19	9.4%	241	0.8%
Q62	Reaping Rewards	2,360	3.8%	24	11.8%	311	1.0%
D15	Sports Utility Families	2,340	3.7%	14	6.9%	186	0.6%
O51	Digital Dependents	2,315	3.7%	7	3.4%	92	0.3%
E20	No Place Like Home	2,208	3.5%	12	5.9%	169	0.5%
F22	Fast Track Couples	2,087	3.3%	0	0.0%	0	0.0%
N47	Countrified Pragmatics	2,059	3.3%	4	2.0%	61	0.2%
B07	Generational Soup	2,048	3.3%	1	0.5%	15	0.0%
C12	Golf Carts and Gourmets	1,869	3.0%	10	4.9%	163	0.5%
A03	Kids and Cabernet	1,831	2.9%	0	0.0%	0	0.0%
H29	Destination Recreation	1,676	2.7%	2	1.0%	37	0.1%
K40	Bohemian Groove	1,577	2.5%	0	0.0%	0	0.0%
F23	Families Matter Most	1,491	2.4%	2	1.0%	42	0.1%
Q65	Senior Discounts						0.5%
A05	Couples with Clo						0.0%
K37	Wired for Succes						0.3%
L43	Homemade Happ						0.0%
J34	Aging in Place						0.5%
S70	Enduring Hardshi						0.2%
N48	Gospel and Grits						0.1%
L42	Rooted Flower P						0.1%
O53	Colleges and Caf						0.2%
A04	Picture Perfect F						0.1%
H27	Birkenstocks and						0.4%
B09	Family Fun-tastic						0.6%
C14	Boomers and Bo						0.1%
M44	Red, White and B						0.3%
O50	Full Steam Ahead	597	1.0%	0	0.0%	0	0.0%
S68	Small Town Shallow Pockets	514	0.8%	0	0.0%	0	0.0%
S69	Soul Survivors	411	0.7%	0	0.0%	0	0.0%
E19	Full Pockets, Empty Nests	394	0.6%	1	0.5%	83	0.3%
D17	Cul de Sac Diversity	371	0.6%	0	0.0%	0	0.0%

Help ✕

Support Videos

Documents

How To

Contact Us

Starting Point
MI SupportNet Guide

MI Demographic Reference Guide
Quadrennium White Paper

Mosaic USA Group - Segment Descriptions by Experian
Interactive Multimedia Guide to Mosaic USA by Experian
Mission Impact Mosaic Application Guide by Bandy

✓ Interpreting A ComparativeInsite Report

REVIEW THE FINANCIAL POTENTIAL ESTIMATE ON PAGES 7 AND 8

Note the column Cong HHs lists the number of congregant households present in the Study area by Mosaic Segment.

In the illustration there are 10 congregant households identified as A02 Platinum Prosperity. The Median Income per household is provided by Experian. For A02 Platinum Prosperity the median income is estimated to be $317,568. Therefore the total estimated median income for the 10 A02 congregant households would be $3,175,676.

This same calculation is provided for each of the Mosaic Household Segments present in the study area. The total estimated giving potential for all households in the study area is provided on page 8. **In this illustration 203 congregant households have a financial potential estimate of $15,731,525.**

Mosaic Codes	Mosaic Codes	Cong HHs	Median Income by Type	Est. Giving by Type
A01	American Royalty	0	283,399	$0
A02	Platinum Prosperity	10	317,568	$3,175,676
A03	Kids and Cabernet	0	207,847	$0
A04	Picture Perfect Families	1	180,101	$180,101
A05	Couples with Clout	0	172,090	$0
A06	Jet Set Urbanites	0	149,999	$0
B07	Generational Soup	1	120,988	$120,988
B08	Babies and Bliss	4	106,703	$426,813
B09	Family Funtastic	5	98,008	$490,042
B10	Asian Achievers	0	97,778	$0
C11	Aging of Aquarius	17	119,041	$2,023,692
C12	Golf Carts and Gourmets	10	111,068	$1,110,683
C13	Silver Sophisticates	0	98,065	$0
C14	Boomers and Boomerangs	1	92,873	$92,873
D15	Sports Utility Families	14	94,307	$1,320,302
D16	Settled in Suburbia	0	89,114	$0
D17	Cul de Sac Diversity	0	80,371	$0
D18	Soulful Spenders	1	71,900	$71,900
E19	Full Pockets, Empty Nests	1	72,731	$72,731
E20	No Place Like Home	12	72,696	$872,358
E21	Unspoiled Splendor	8	72,801	$582,406
F22	Fast Track Couples	0	74,789	$0
F23	Families Matter Most	2	68,703	$137,406
G24	Status Seeking Singles	0	67,996	
TOTAL		**203**		**$15,731,525**

Compare current giving to potential

Current Congregational Giving: [   ]

Potential giving if a percentage of estimated HH income:

2%	$314,631
3%	$471,946
5%	$786,576
7%	$1,101,207
10%	$1,573,153

✓ Interpreting A ComparativeInsite Report

**COMPARE CURRENT GIVING TO THE GIVING POTENTIAL
OF THE CONGREGANT HOUSEHOLDS IN THE STUDY AREA**

TOTAL		203	$15,731,525

Compare current giving to potential

Current Congregational Giving: [   ]

Potential giving if a percentage of estimated HH income:

2%	$314,631
3%	$471,946
5%	$786,576
7%	$1,101,207
10%	$1,573,153

What is the current % of congregational giving?

If the ComparativeInsite Report has identified Mosaic Household Types currently under served by a congregation, how might this affect communication to them as part of a stewardship campaign? See the Mission Impact Guide for information about each Mosaic Household Type.

If money follows mission, how could identification of mission opportunities impact future giving?

How would a 1% increase in congregational giving affect the advancement of our church mission?

✓ Integration of CoreView and CommunityView Features

Measure Your Congregation's "Reach" into the Community

Using People Plot and Travel Polygons Learn How Many Congregants Live Within a Customizable Drive or Walk Time.

The Travel Polygon tool is located in the Shapes Menu in Map Tools.

This Illustration shows that 54.8% of Congregants Live Within a 12 Minute Drive Time of the Church Location.

www.MissionInsite.com
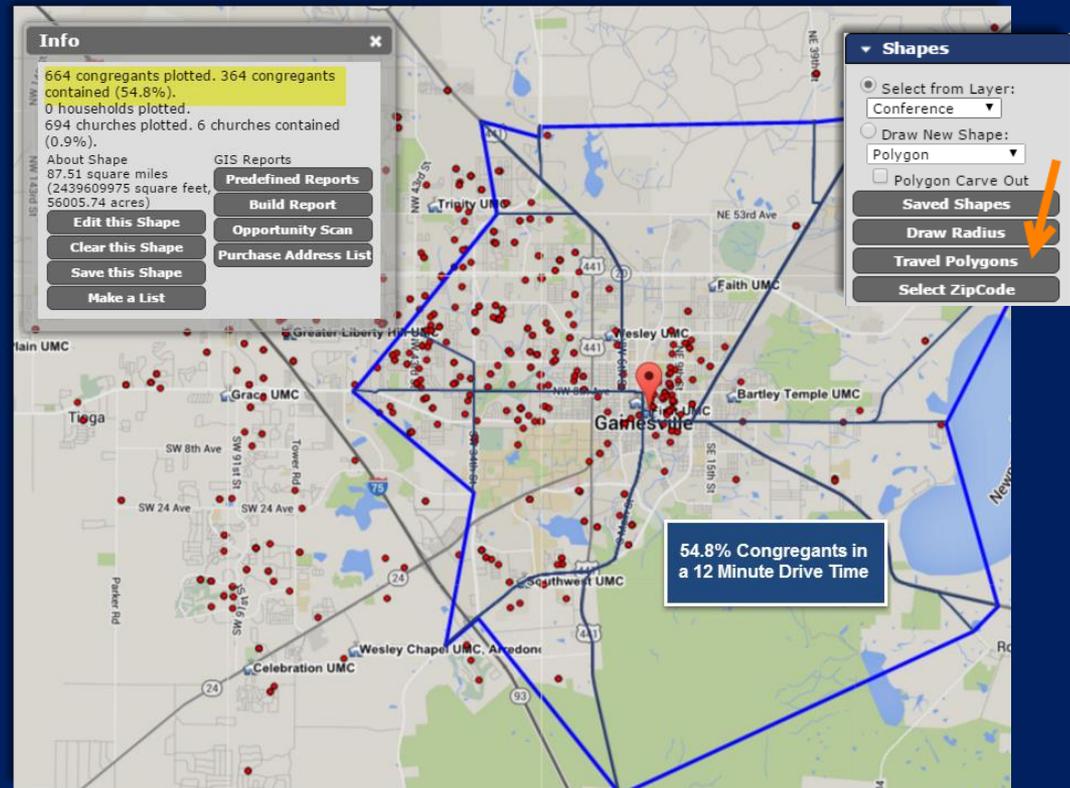
✓ Integration of CoreView and CommunityView Features

View Congregants and Primary Mosaic Household Types

Using People Plot and Theme Maps Learn Where Congregants Live In Relationship to Primary Mosaic Households.

The Theme Maps tool is located in Theme Maps in Map Tools.

This Illustration shows the clustering of Congregants in specific Block Groups by Primary Mosaic Household Type in each Block Group.
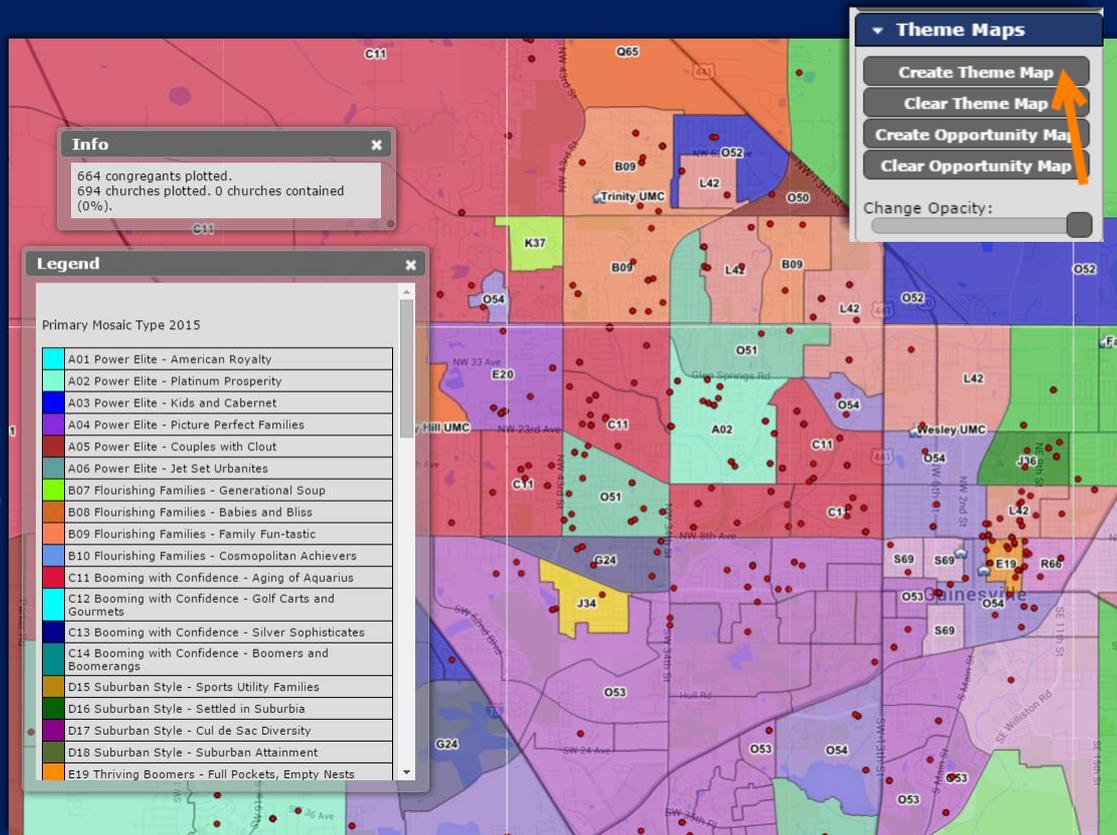
✓ Integration of CoreView and CommunityView Features

View Congregants With Other Places of Worship Within a 12 Minute Drive Time

Using People Plot, Travel Polygons and Search Google Maps Learn Where Congregants Live In Relationship to Other Places of Worship within a 12 Minute Drive Time from Your Location.

The Travel Polygon tool is located in the Shapes Menu in Map Tools.

The Search Google Maps tool is located under the Additional Resources Tab in Map Tools.

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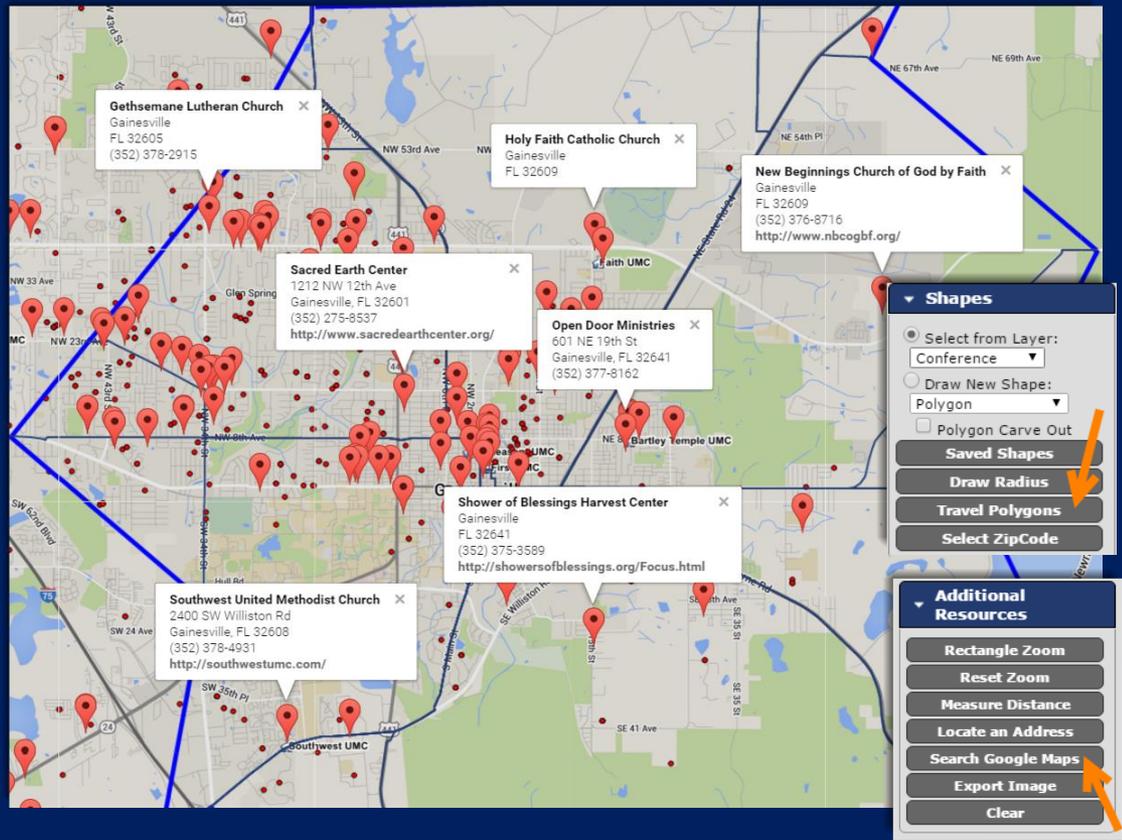
This Completes
Ministry Solutions
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Look for Other Advancing Mission Series Presentations Highlighting
PeopleView System Features