

The ComparativeInsite Report

Prepared for: St. John Francis Regis
Study area: Deanery 5 - KCSJ

Base State: KS,MO

Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Projection: 2029
Date: 3/9/2020
Semi-Annual Projection: Fall

About the ComparativeInsite Report

The ComparativeInsite report provides an organization with a broad comparison of the demographic profile of a defined mission area with a demographic profile of an organization's core people*. It accomplishes this by matching a select set of variables from within the Experian Mosaic Segment of a study area with that part of the study area in which an organization's core people reside. To accomplish this, a Mosaic Profile of both the study area and the organization's core people is generated within the MissionInsite PeopleView System.

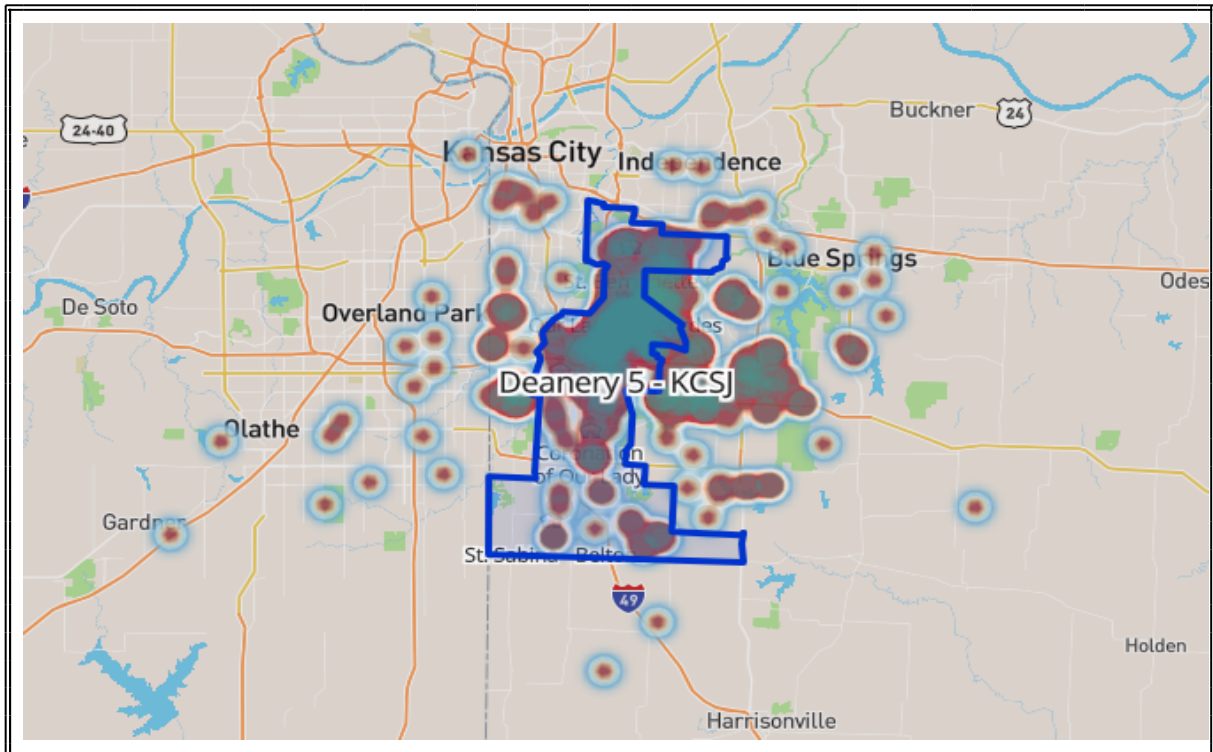
Three Sections

• Who Are We? Who is Our Neighbor?

• People and Community Mosaic Profile Comparison

• Financial Potential Estimate

THE STUDY AREA



Who Are We? Who is Our Neighbor?

| | | | |
|---------------------------------------|----------------|--|-------------|
| Total People | 330 | Total No. of Mosaic Segments in Study Area | 67 |
| Total People Households | 317 | Total No. of Mosaic Segments with People HH Present | 27 |
| Total Population in Study Area | 166,271 | Estimated Household Penetration Rate | 0.5% |
| Total Households in Study Area | 65,311 | | |

| | Mosaic Segments Study Area | | People Mosaic Segments Weighted by Presence | | |
|---|-------------------------------|---------------|--|------------|-------|
| Head of HH Age | % | No. | % | No. | Index |
| Age 19-24 years | 4.5% | 2,915 | 3.2% | 10 | 72 |
| Age 25-30 years | 9.6% | 6,274 | 5.2% | 17 | 54 |
| Age 31-35 years | 9.5% | 6,205 | 5.9% | 19 | 62 |
| Age 36-45 years | 18.0% | 11,747 | 16.9% | 53 | 94 |
| Age 46-50 years | 10.4% | 6,822 | 11.5% | 36 | 110 |
| Age 51-65 years | 29.6% | 19,322 | 33.4% | 106 | 113 |
| Age 66-75 years | 9.4% | 6,108 | 12.7% | 40 | 136 |
| Age 76+ years | 9.1% | 5,919 | 11.2% | 36 | 124 |
| | 100.0% | 65,311 | 100.0% | 317 | |
| Average Age Head of Household | | 50 | | 50 | 101 |
| Married Households | 47.8% | 31,203 | 54.6% | 173 | 114 |
| Households by Type with Children | | | | | |
| Married with kids in household | 20.1% | 13,160 | 20.8% | 66 | 103 |
| Single Parent with kids | 9.3% | 6,072 | 3.8% | 12 | 41 |
| Unknown marital status with kids | 4.2% | 2,768 | 4.7% | 15 | 112 |
| | 33.7% | 22,000 | 29.3% | 93 | 87 |
| Household by Type without Children | | | | | |
| Married without kids in household | 27.6% | 18,043 | 33.8% | 107 | 122 |
| Single Parent without kids | 15.2% | 9,923 | 8.5% | 27 | 56 |
| Unknown marital status without kids | 23.5% | 15,343 | 28.4% | 90 | 121 |
| | 66.3% | 43,309 | 70.7% | 224 | 107 |
| Presence of a Child | | | | | |
| Presence of a child 0-3 years | 14.5% | 9,449 | 19.6% | 62 | 136 |
| Presence of a child 4-6 years | 6.6% | 4,328 | 5.5% | 18 | 84 |
| Presence of a child 7-9 years | 6.1% | 3,985 | 5.5% | 17 | 90 |
| Presence of a child 10-12 years | 6.2% | 4,023 | 6.6% | 21 | 106 |
| Presence of a child 13-18 years | 9.5% | 6,219 | 11.1% | 35 | 117 |
| | 42.9% | 28,004 | 48.3% | 153 | 113 |

Who Are We? Who is Our Neighbor?

| | | | |
|---------------------------------------|----------------|--|-------------|
| Total People | 330 | Total No. of Mosaic Segments in Study Area | 67 |
| Total People Households | 317 | Total No. of Mosaic Segments with People HH Present | 27 |
| Total Population in Study Area | 166,271 | Estimated Household Penetration Rate | 0.5% |
| Total Households in Study Area | 65,311 | | |

| | | |
|--|-----------------------------------|--|
| | Mosaic Segments Study Area | People Mosaic Segments Weighted by Presence |
|--|-----------------------------------|--|

Estimated Household Income

| | | | | | |
|---------------------|-------------|---------------|-------------|------------|-----|
| Less than \$15,000 | 11.1% | 7,231 | 6.9% | 22 | 62 |
| \$15,000-\$24,999 | 10.2% | 6,672 | 7.8% | 25 | 76 |
| \$25,000-\$34,999 | 11.2% | 7,335 | 9.1% | 29 | 81 |
| \$35,000-\$49,999 | 14.2% | 9,266 | 12.8% | 40 | 90 |
| \$50,000-\$74,999 | 22.0% | 14,375 | 28.8% | 91 | 131 |
| \$75,000-\$99,999 | 13.6% | 8,859 | 16.2% | 51 | 120 |
| \$100,000-\$124,999 | 7.7% | 5,049 | 8.7% | 28 | 112 |
| \$125,000-\$149,999 | 4.1% | 2,652 | 4.4% | 14 | 108 |
| \$150,000-\$174,999 | 2.2% | 1,409 | 2.7% | 9 | 126 |
| \$175,000-\$199,999 | 1.0% | 681 | 0.7% | 2 | 65 |
| \$200,000-\$249,999 | 1.8% | 1,189 | 1.9% | 6 | 103 |
| \$250,000+ | 0.9% | 593 | 0.2% | 1 | 25 |
| | 100% | 65,311 | 100% | 317 | |

| | | |
|--------------------------|----------|----------|
| Average HH Income | \$62,870 | \$68,339 |
| Median HH Income | \$51,199 | \$55,179 |

| | | | |
|----------------------------------|------------|------------|-----------|
| Diversity Score Scale 0-5 | 2.3 | 1.6 | 71 |
|----------------------------------|------------|------------|-----------|

Estimated Racial/Ethnicity

| | | | | | |
|------------------------------|-------------|----------------|-------------|------------|-----|
| African American | 32.3% | 53,757 | 51.6% | 170 | 160 |
| Asian | 1.9% | 3,077 | 1.0% | 3 | 53 |
| Caucasian | 54.7% | 90,972 | 41.6% | 137 | 76 |
| Native American | 0.2% | 280 | 0.1% | 0 | 63 |
| Hispanic | 5.8% | 9,639 | 3.2% | 11 | 56 |
| Hispanic - Caribbean1 | 1.1% | 1,907 | 0.6% | 2 | 52 |
| Hispanic - Mexico1 | 3.9% | 6,459 | 1.9% | 6 | 49 |
| Hispanic - Central American1 | 0.1% | 107 | 0.0% | 0 | 34 |
| Hispanic - South American1 | 0.0% | 60 | 0.0% | 0 | 34 |
| Hispanic - European1 | 0.0% | 13 | 0.0% | 0 | 32 |
| | 100% | 166,271 | 100% | 330 | |

Est. Average Head of HH Level of Education

| | | | | | |
|-----------------------|-------------|---------------|-------------|------------|-----|
| Less than High School | 18.8% | 12,310 | 15.3% | 48 | 81 |
| High School diploma | 27.9% | 18,244 | 29.1% | 92 | 104 |
| Some College | 29.8% | 19,433 | 31.4% | 100 | 106 |
| Bachelor's degree | 14.8% | 9,681 | 14.9% | 47 | 101 |
| Graduate degree | 8.6% | 5,643 | 9.3% | 29 | 108 |
| | 100% | 65,311 | 100% | 317 | |

Who Are We? Who is Our Neighbor?

| | | | |
|--------------------------------|---------|--|------|
| Total People | 330 | Total No. of Mosaic Segments in Study Area | 67 |
| Total People Households | 317 | Total No. of Mosaic Segments with People | 27 |
| Total Population in Study Area | 166,271 | HH Present | |
| Total Households in Study Area | 65,311 | Estimated Household Penetration Rate | 0.5% |

| | Mosaic Segments Study Area | | People Mosaic Segments Weighted by Presence | | |
|-----------------------------------|-------------------------------|---------------|--|------------|-----|
| Est. Head of HH Occupation | | | | | |
| Retired | 16.8% | 10,985 | 21.3% | 67 | 127 |
| Professional/Technical | 23.6% | 15,394 | 26.2% | 83 | 111 |
| Sales/Service | 34.7% | 22,634 | 28.0% | 89 | 81 |
| Farm-Related | 0.5% | 348 | 0.4% | 1 | 68 |
| Blue Collar | 19.1% | 12,469 | 18.4% | 58 | 96 |
| Other | 5.3% | 3,481 | 5.6% | 18 | 105 |
| | 100% | 65,311 | 100% | 317 | |

Notes:

1. Percentages for Average Age Head of Household and Estimated Household Income will not add up to 100% unless all 71 types are found in a study area (which is unlikely in most cases).
2. Presence of a Child sub categories will not add up to the Presence of a Child because a household may cross subcategories thus the total of the subcategories can be greater than the primary category.
3. The Diversity score is based upon the racial/ethnic diversity of each Mosaic Type. The scale is 0 to 5 with 0 a very low diversity and 5 very high diversity.
4. The Racial/Ethnic categories overlap somewhat. A household may include two or more categories. For a real analysis of racial/ethnicity, please obtain a regular demographic report from MissionInsite.

Comparative Mosaic Segment Report

| | | | |
|--------------------------------|---------|---|------|
| Total People | 330 | Total No. of Mosaic Segments in Study Area | 67 |
| Total People Households | 317 | Total No. of Mosaic Segments with People HH Present | 27 |
| Total Population in Study Area | 166,271 | Estimated Household Penetration Rate | 0.5% |
| Total Households in Study Area | 65,311 | | |

| Mosaic Codes | Mosaic Segment | Study Area | | Analysis | | | |
|--------------|----------------------------|------------|--------|-----------|-------------|-------|----------|
| | | 2019 | 2019 % | People HH | People HH % | Index | Pen Rate |
| D18 | Suburban Attainment | 7,500 | 11.5% | 127 | 40.1% | 349 | 1.7% |
| O52 | Urban Ambition | 5,734 | 8.8% | 12 | 3.8% | 43 | 0.2% |
| L42 | Rooted Flower Power | 4,014 | 6.1% | 18 | 5.7% | 93 | 0.4% |
| O51 | Digital Dependents | 3,927 | 6.0% | 15 | 4.7% | 78 | 0.4% |
| Q64 | Town Elders | 3,637 | 5.6% | 17 | 5.4% | 96 | 0.5% |
| J34 | Aging in Place | 3,159 | 4.8% | 33 | 10.4% | 217 | 1.0% |
| I31 | Blue Collar Comfort | 2,921 | 4.5% | 22 | 6.9% | 153 | 0.8% |
| S69 | Urban Survivors | 2,508 | 3.8% | 11 | 3.5% | 92 | 0.4% |
| N48 | Rural Southern Bliss | 2,284 | 3.5% | 9 | 2.8% | 80 | 0.4% |
| E20 | No Place Like Home | 2,170 | 3.3% | 11 | 3.5% | 106 | 0.5% |
| O54 | Striving Single Scene | 1,963 | 3.0% | 0 | 0.0% | 0 | 0.0% |
| P56 | Mid-scale Medley | 1,615 | 2.5% | 4 | 1.3% | 52 | 0.2% |
| O55 | Family Troopers | 1,562 | 2.4% | 2 | 0.6% | 25 | 0.1% |
| C14 | Boomers and Boomerangs | 1,531 | 2.3% | 2 | 0.6% | 26 | 0.1% |
| Q65 | Senior Discounts | 1,357 | 2.1% | 6 | 1.9% | 90 | 0.4% |
| C11 | Aging of Aquarius | 1,343 | 2.1% | 4 | 1.3% | 62 | 0.3% |
| R66 | Dare to Dream | 1,329 | 2.0% | 1 | 0.3% | 15 | 0.1% |
| K40 | Bohemian Groove | 1,269 | 1.9% | 0 | 0.0% | 0 | 0.0% |
| F23 | Families Matter Most | 1,235 | 1.9% | 4 | 1.3% | 68 | 0.3% |
| M45 | Diapers and Debit Cards | 1,127 | 1.7% | 3 | 0.9% | 53 | 0.3% |
| F22 | Fast Track Couples | 1,118 | 1.7% | 2 | 0.6% | 35 | 0.2% |
| R67 | Hope for Tomorrow | 1,111 | 1.7% | 0 | 0.0% | 0 | 0.0% |
| J36 | Settled and Sensible | 945 | 1.4% | 3 | 0.9% | 64 | 0.3% |
| D15 | Sports Utility Families | 878 | 1.3% | 0 | 0.0% | 0 | 0.0% |
| B08 | Babies and Bliss | 854 | 1.3% | 1 | 0.3% | 23 | 0.1% |
| Q62 | Reaping Rewards | 761 | 1.2% | 5 | 1.6% | 133 | 0.7% |
| E21 | Unspoiled Splendor | 732 | 1.1% | 0 | 0.0% | 0 | 0.0% |
| S71 | Tough Times | 700 | 1.1% | 0 | 0.0% | 0 | 0.0% |
| B09 | Family Fun-tastic | 471 | 0.7% | 0 | 0.0% | 0 | 0.0% |
| H28 | Everyday Moderates | 463 | 0.7% | 0 | 0.0% | 0 | 0.0% |
| I33 | Balance and Harmony | 451 | 0.7% | 1 | 0.3% | 43 | 0.2% |
| A04 | Picture Perfect Families | 449 | 0.7% | 0 | 0.0% | 0 | 0.0% |
| A02 | Platinum Prosperity | 393 | 0.6% | 0 | 0.0% | 0 | 0.0% |
| O50 | Full Steam Ahead | 353 | 0.5% | 1 | 0.3% | 60 | 0.3% |
| H29 | Destination Recreation | 297 | 0.5% | 1 | 0.3% | 60 | 0.3% |
| D16 | Settled in Suburbia | 291 | 0.4% | 0 | 0.0% | 0 | 0.0% |
| S68 | Small Town Shallow Pockets | 271 | 0.4% | 0 | 0.0% | 0 | 0.0% |
| A05 | Couples with Clout | 266 | 0.4% | 0 | 0.0% | 0 | 0.0% |
| M44 | Red, White and Bluegrass | 235 | 0.4% | 0 | 0.0% | 0 | 0.0% |
| H27 | Birkenstocks and Beemers | 216 | 0.3% | 1 | 0.3% | 100 | 0.5% |
| A03 | Kids and Cabernet | 202 | 0.3% | 0 | 0.0% | 0 | 0.0% |
| P61 | Humble Beginnings | 165 | 0.3% | 0 | 0.0% | 0 | 0.0% |
| D17 | Cul de Sac Diversity | 160 | 0.2% | 0 | 0.0% | 0 | 0.0% |
| G24 | Status Seeking Singles | 159 | 0.2% | 0 | 0.0% | 0 | 0.0% |
| A01 | American Royalty | 132 | 0.2% | 0 | 0.0% | 0 | 0.0% |

Comparative Mosaic Segment Report

| | | | |
|--------------------------------|---------|---|------|
| Total People | 330 | Total No. of Mosaic Segments in Study Area | 67 |
| Total People Households | 317 | Total No. of Mosaic Segments with People HH Present | 27 |
| Total Population in Study Area | 166,271 | Estimated Household Penetration Rate | 0.5% |
| Total Households in Study Area | 65,311 | | |

| Mosaic Codes | Mosaic Segment | Study Area | | Analysis | | | |
|--------------|----------------------------|---------------|-------------|------------|-------------|-------|----------|
| | | 2019 | 2019 % | People HH | People HH % | Index | Pen Rate |
| P59 | Expanding Horizons | 122 | 0.2% | 0 | 0.0% | 0 | 0.0% |
| I30 | Stockcars and State Parks | 108 | 0.2% | 0 | 0.0% | 0 | 0.0% |
| K37 | Wired for Success | 107 | 0.2% | 0 | 0.0% | 0 | 0.0% |
| C13 | Silver Sophisticates | 97 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| B07 | Generational Soup | 80 | 0.1% | 1 | 0.3% | 300 | 1.3% |
| P57 | Modest Metro Means | 76 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| L43 | Homemade Happiness | 70 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| N47 | Countrified Pragmatics | 67 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| N46 | True Grit Americans | 67 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| C12 | Golf Carts and Gourmets | 54 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| S70 | Tight Money | 49 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| L41 | Booming and Consuming | 33 | 0.1% | 0 | 0.0% | 0 | 0.0% |
| O53 | Colleges and Cafes | 27 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| J35 | Rural Escape | 19 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| E19 | Full Pockets, Empty Nests | 18 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| P60 | Striving Forward | 16 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| K39 | Metro Fusion | 15 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| N49 | Touch of Tradition | 11 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| I32 | Steadfast Conventionalists | 9 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| H26 | Progressive Potpourri | 5 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| B10 | Cosmopolitan Achievers | 2 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| K38 | Gotham Blend | 1 | 0.0% | 0 | 0.0% | 0 | 0.0% |
| P58 | Heritage Heights | 0 | 0.0% | 0 | 0.0% | | 0.0% |
| A06 | Jet Set Urbanites | 0 | 0.0% | 0 | 0.0% | | 0.0% |
| Q63 | Footloose and Family Free | 0 | 0.0% | 0 | 0.0% | | 0.0% |
| G25 | Urban Edge | 0 | 0.0% | 0 | 0.0% | | 0.0% |
| | | 65,311 | 100% | 317 | 100% | | |

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

[How to Read and Understand a Mosaic Portrait - Video](#)

[Understanding Mosaic Portraits for Mission Planning - Video](#)

Faith based clients: To access the Mosaic application guide click on:

[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

Financial Potential Estimate

| | |
|--|---------------|
| Total People | 330 |
| Total People Households | 317 |
| Total Number of Segments in Study Area | 67 |
| Total Households in Study Area | 65,311 |
| Total Number of Segments with People HH Present | 27 |

| Mosaic Codes | Mosaic Segments | People HHs | Median Income by Segment | Est. People HH Median Income |
|--------------|----------------------------|------------|--------------------------|------------------------------|
| A01 | American Royalty | 0 | 283,399 | \$0 |
| A02 | Platinum Prosperity | 0 | 317,568 | \$0 |
| A03 | Kids and Cabernet | 0 | 207,847 | \$0 |
| A04 | Picture Perfect Families | 0 | 180,101 | \$0 |
| 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 | 1 | 106,703 | \$106,703 |
| B09 | Family Funtastic | 0 | 98,008 | \$0 |
| B10 | Cosmopolitan Achievers | 0 | 97,778 | \$0 |
| C11 | Aging of Aquarius | 4 | 119,041 | \$476,163 |
| C12 | Golf Carts and Gourmets | 0 | 111,068 | \$0 |
| C13 | Silver Sophisticates | 0 | 98,065 | \$0 |
| C14 | Boomers and Boomerangs | 2 | 92,873 | \$185,746 |
| D15 | Sports Utility Families | 0 | 94,307 | \$0 |
| D16 | Settled in Suburbia | 0 | 89,114 | \$0 |
| D17 | Cul de Sac Diversity | 0 | 80,371 | \$0 |
| D18 | Suburban Attainment | 127 | 71,900 | \$9,131,330 |
| E19 | Full Pockets, Empty Nests | 0 | 72,731 | \$0 |
| E20 | No Place Like Home | 11 | 72,696 | \$799,661 |
| E21 | Unspoiled Splendor | 0 | 72,801 | \$0 |
| F22 | Fast Track Couples | 2 | 74,789 | \$149,577 |
| F23 | Families Matter Most | 4 | 68,703 | \$274,813 |
| G24 | Status Seeking Singles | 0 | 67,996 | \$0 |
| G25 | Urban Edge | 0 | 62,985 | \$0 |
| H26 | Progressive Potpourri | 0 | 69,014 | \$0 |
| H27 | Birkenstocks and Beemers | 1 | 66,298 | \$66,298 |
| H28 | Everyday Moderates | 0 | 67,976 | \$0 |
| H29 | Destination Recreation | 1 | 58,093 | \$58,093 |
| I30 | Stockcars and State Parks | 0 | 69,978 | \$0 |
| I31 | Blue Collar Comfort | 22 | 66,249 | \$1,457,486 |
| I32 | Steadfast Conventionalists | 0 | 58,451 | \$0 |
| I33 | Balance and Harmony | 1 | 55,498 | \$55,498 |
| J34 | Aging in Place | 33 | 62,121 | \$2,049,984 |
| J35 | Rural Escape | 0 | 41,308 | \$0 |
| J36 | Settled and Sensible | 3 | 45,159 | \$135,476 |
| K37 | Wired for Success | 0 | 49,943 | \$0 |
| K38 | Gotham Blend | 0 | 54,530 | \$0 |
| K39 | Metro Fusion | 0 | 44,819 | \$0 |
| K40 | Bohemian Groove | 0 | 36,435 | \$0 |
| L41 | Booming and Consuming | 0 | 52,834 | \$0 |
| L42 | Rooted Flower Power | 18 | 54,827 | \$986,878 |

Financial Potential Estimate

| | |
|---|--------|
| Total People | 330 |
| Total People Households | 317 |
| Total Number of Segments in Study Area | 67 |
| Total Households in Study Area | 65,311 |
| Total Number of Segments with People HH Present | 27 |

| Mosaic Codes | Mosaic Segments | People HHs | Median Income by Segment | Est. People HH Median Income |
|--------------|----------------------------|------------|--------------------------|------------------------------|
| L43 | Homemade Happiness | 0 | 42,012 | \$0 |
| M44 | Red, White and Bluegrass | 0 | 56,157 | \$0 |
| M45 | Diapers and Debit Cards | 3 | 44,939 | \$134,816 |
| N46 | True Grit Americans | 0 | 48,848 | \$0 |
| N47 | Countrified Pragmatics | 0 | 44,989 | \$0 |
| N48 | Rural Southern Bliss | 9 | 40,813 | \$367,319 |
| N49 | Touch of Tradition | 0 | 36,346 | \$0 |
| O50 | Full Steam Ahead | 1 | 34,972 | \$34,972 |
| O51 | Digital Dependents | 15 | 45,624 | \$684,364 |
| O52 | Urban Ambition | 12 | 33,743 | \$404,913 |
| O53 | Colleges and Cafes | 0 | 32,796 | \$0 |
| O54 | Striving Single Scene | 0 | 32,415 | \$0 |
| O55 | Family Troopers | 2 | 36,397 | \$72,793 |
| P56 | Mid-scale Medley | 4 | 45,511 | \$182,044 |
| P57 | Meager Metro Means | 0 | 29,219 | \$0 |
| P58 | Heritage Heights | 0 | 35,605 | \$0 |
| P59 | Expanding Horizons | 0 | 37,057 | \$0 |
| P60 | Striving Forward | 0 | 30,411 | \$0 |
| P61 | Humble Beginnings | 0 | 22,533 | \$0 |
| Q62 | Reaping Rewards | 5 | 40,886 | \$204,428 |
| Q63 | Footloose and Family Free | 0 | 36,581 | \$0 |
| Q64 | Town Elders | 17 | 26,236 | \$446,009 |
| Q65 | Senior Discounts | 6 | 17,512 | \$105,072 |
| R66 | Dare to Dream | 1 | 27,202 | \$27,202 |
| R67 | Hope for Tomorrow | 0 | 18,140 | \$0 |
| S68 | Small Town Shallow Pockets | 0 | 27,011 | \$0 |
| S69 | Urban Survivors | 11 | 26,505 | \$291,557 |
| S70 | Tight Money | 0 | 18,393 | \$0 |
| S71 | Tough Times | 0 | 13,115 | \$0 |
| TOTAL | | 317 | | \$19,010,184 |

Compare current giving to potential

Current Giving:

Potential giving if a percentage of estimated HH income:

| | |
|-----|-------------|
| 2% | \$380,204 |
| 3% | \$570,306 |
| 5% | \$950,509 |
| 7% | \$1,330,713 |
| 10% | \$1,901,018 |