

# The ComparativeInsite Report

Prepared for: St. Matthew Apostle  
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.

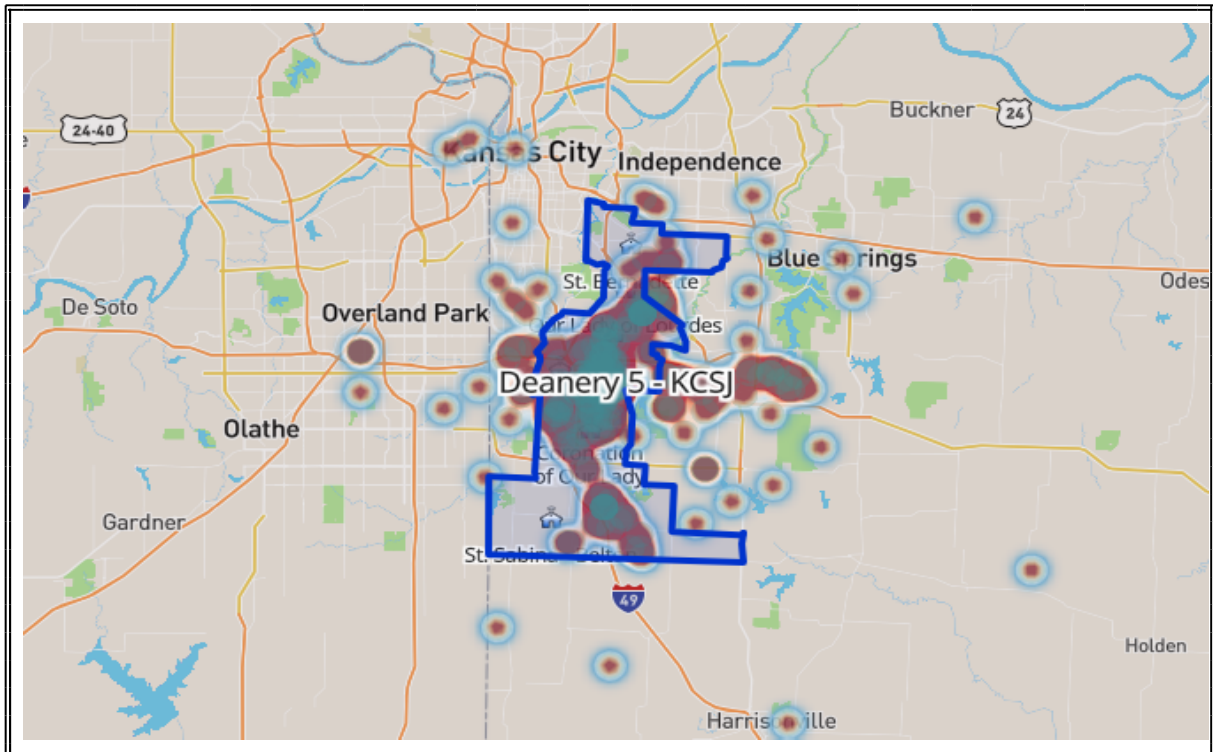
## Three Sections

• 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?

<b>Total People</b>	<b>181</b>	<b>Total No. of Mosaic Segments in Study Area</b>	<b>67</b>
<b>Total People Households</b>	<b>162</b>	<b>Total No. of Mosaic Segments with People HH Present</b>	<b>28</b>
<b>Total Population in Study Area</b>	<b>166,271</b>	<b>Estimated Household Penetration Rate</b>	<b>0.2%</b>
<b>Total Households in Study Area</b>	<b>65,311</b>		

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence	
Head of HH Age	%	No.	%	No.
Age 19-24 years	4.5%	2,915	3.7%	6
Age 25-30 years	9.6%	6,274	6.4%	10
Age 31-35 years	9.5%	6,205	6.7%	11
Age 36-45 years	18.0%	11,747	18.7%	30
Age 46-50 years	10.4%	6,822	11.6%	19
Age 51-65 years	29.6%	19,322	30.6%	49
Age 66-75 years	9.4%	6,108	10.7%	17
Age 76+ years	9.1%	5,919	11.7%	19
	<b>100.0%</b>	<b>65,311</b>	<b>100.0%</b>	<b>162</b>
<b>Average Age Head of Household</b>		<b>50</b>		<b>50</b>
<b>Married Households</b>	<b>47.8%</b>	<b>31,203</b>	<b>40.1%</b>	<b>65</b>
<b>Households by Type with Children</b>				
Married with kids in household	20.1%	13,160	15.4%	25
Single Parent with kids	9.3%	6,072	9.9%	16
Unknown marital status with kids	4.2%	2,768	5.6%	9
	<b>33.7%</b>	<b>22,000</b>	<b>30.9%</b>	<b>50</b>
<b>Household by Type without Children</b>				
Married without kids in household	27.6%	18,043	24.7%	40
Single Parent without kids	15.2%	9,923	14.8%	24
Unknown marital status without kids	23.5%	15,343	29.6%	48
	<b>66.3%</b>	<b>43,309</b>	<b>69.1%</b>	<b>112</b>
<b>Presence of a Child</b>				
Presence of a child 0-3 years	14.5%	9,449	15.9%	26
Presence of a child 4-6 years	6.6%	4,328	4.6%	7
Presence of a child 7-9 years	6.1%	3,985	4.6%	7
Presence of a child 10-12 years	6.2%	4,023	6.1%	10
Presence of a child 13-18 years	9.5%	6,219	9.4%	15
	<b>42.9%</b>	<b>28,004</b>	<b>40.6%</b>	<b>66</b>
<b>Index</b>				
				<b>83</b>
				<b>67</b>
				<b>70</b>
				<b>104</b>
				<b>111</b>
				<b>103</b>
				<b>115</b>
				<b>129</b>
				<b>101</b>
				<b>84</b>
				<b>77</b>
				<b>106</b>
				<b>131</b>
				<b>92</b>
				<b>89</b>
				<b>98</b>
				<b>126</b>
				<b>104</b>
				<b>110</b>
				<b>69</b>
				<b>76</b>
				<b>99</b>
				<b>99</b>
				<b>95</b>

# Who Are We? Who is Our Neighbor?

<b>Total People</b>	<b>181</b>	<b>Total No. of Mosaic Segments in Study Area</b>	<b>67</b>
<b>Total People Households</b>	<b>162</b>	<b>Total No. of Mosaic Segments with People</b>	<b>28</b>
<b>Total Population in Study Area</b>	<b>166,271</b>	<b>HH Present</b>	
<b>Total Households in Study Area</b>	<b>65,311</b>	<b>Estimated Household Penetration Rate</b>	<b>0.2%</b>

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence	
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**Estimated Household Income**

Less than \$15,000	11.1%	7,231	13.9%	22	125
\$15,000-\$24,999	10.2%	6,672	11.8%	19	115
\$25,000-\$34,999	11.2%	7,335	12.1%	20	108
\$35,000-\$49,999	14.2%	9,266	13.2%	21	93
\$50,000-\$74,999	22.0%	14,375	22.4%	36	102
\$75,000-\$99,999	13.6%	8,859	12.5%	20	92
\$100,000-\$124,999	7.7%	5,049	6.6%	11	86
\$125,000-\$149,999	4.1%	2,652	3.2%	5	80
\$150,000-\$174,999	2.2%	1,409	1.8%	3	86
\$175,000-\$199,999	1.0%	681	0.5%	1	49
\$200,000-\$249,999	1.8%	1,189	1.5%	2	84
\$250,000+	0.9%	593	0.5%	1	50
	<b>100%</b>	<b>65,311</b>	<b>100%</b>	<b>162</b>	

<b>Average HH Income</b>	\$62,870		\$57,386	
<b>Median HH Income</b>	\$51,199		\$38,602	

<b>Diversity Score Scale 0-5</b>	<b>2.3</b>		<b>1.4</b>	<b>62</b>
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**Estimated Racial/Ethnicity**

African American	32.3%	53,757	59.8%	108	185
Asian	1.9%	3,077	1.0%	2	52
Caucasian	54.7%	90,972	32.8%	59	60
Native American	0.2%	280	0.1%	0	61
Hispanic	5.8%	9,639	3.4%	6	59
Hispanic - Caribbean1	1.1%	1,907	0.6%	1	56
Hispanic - Mexico1	3.9%	6,459	2.1%	4	55
Hispanic - Central American1	0.1%	107	0.0%	0	56
Hispanic - South American1	0.0%	60	0.0%	0	45
Hispanic - European1	0.0%	13	0.0%	0	32
	<b>100%</b>	<b>166,271</b>	<b>100%</b>	<b>181</b>	

**Est. Average Head of HH Level of Education**

Less than High School	18.8%	12,310	23.3%	38	124
High School diploma	27.9%	18,244	29.3%	47	105
Some College	29.8%	19,433	28.4%	46	95
Bachelor's degree	14.8%	9,681	11.9%	19	80
Graduate degree	8.6%	5,643	7.2%	12	83
	<b>100%</b>	<b>65,311</b>	<b>100%</b>	<b>162</b>	

## Who Are We? Who is Our Neighbor?

Total People	181	Total No. of Mosaic Segments in Study Area	67
Total People Households	162	Total No. of Mosaic Segments with People	28
Total Population in Study Area	166,271	HH Present	
Total Households in Study Area	65,311	Estimated Household Penetration Rate	0.2%

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
<b>Est. Head of HH Occupation</b>					
Retired	16.8%	10,985	20.9%	34	124
Professional/Technical	23.6%	15,394	21.3%	35	90
Sales/Service	34.7%	22,634	32.2%	52	93
Farm-Related	0.5%	348	0.4%	1	81
Blue Collar	19.1%	12,469	18.5%	30	97
Other	5.3%	3,481	6.6%	11	124
	<b>100%</b>	<b>65,311</b>	<b>100%</b>	<b>162</b>	

**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	181	Total No. of Mosaic Segments in Study Area	67
Total People Households	162	Total No. of Mosaic Segments with People HH Present	28
Total Population in Study Area	166,271	Estimated Household Penetration Rate	0.2%
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%	45	27.8%	242	0.6%
O52	Urban Ambition	5,734	8.8%	11	6.8%	77	0.2%
L42	Rooted Flower Power	4,014	6.1%	8	4.9%	80	0.2%
O51	Digital Dependents	3,927	6.0%	5	3.1%	52	0.1%
Q64	Town Elders	3,637	5.6%	13	8.0%	143	0.4%
J34	Aging in Place	3,159	4.8%	3	1.9%	40	0.1%
I31	Blue Collar Comfort	2,921	4.5%	4	2.5%	56	0.1%
S69	Urban Survivors	2,508	3.8%	20	12.3%	324	0.8%
N48	Rural Southern Bliss	2,284	3.5%	8	4.9%	140	0.4%
E20	No Place Like Home	2,170	3.3%	3	1.9%	58	0.1%
O54	Striving Single Scene	1,963	3.0%	2	1.2%	40	0.1%
P56	Mid-scale Medley	1,615	2.5%	4	2.5%	100	0.2%
O55	Family Troopers	1,562	2.4%	1	0.6%	25	0.1%
C14	Boomers and Boomerangs	1,531	2.3%	1	0.6%	26	0.1%
Q65	Senior Discounts	1,357	2.1%	5	3.1%	148	0.4%
C11	Aging of Aquarius	1,343	2.1%	0	0.0%	0	0.0%
R66	Dare to Dream	1,329	2.0%	1	0.6%	30	0.1%
K40	Bohemian Groove	1,269	1.9%	1	0.6%	32	0.1%
F23	Families Matter Most	1,235	1.9%	0	0.0%	0	0.0%
M45	Diapers and Debit Cards	1,127	1.7%	2	1.2%	71	0.2%
F22	Fast Track Couples	1,118	1.7%	1	0.6%	35	0.1%
R67	Hope for Tomorrow	1,111	1.7%	10	6.2%	365	0.9%
J36	Settled and Sensible	945	1.4%	3	1.9%	136	0.3%
D15	Sports Utility Families	878	1.3%	2	1.2%	92	0.2%
B08	Babies and Bliss	854	1.3%	0	0.0%	0	0.0%
Q62	Reaping Rewards	761	1.2%	4	2.5%	208	0.5%
E21	Unspoiled Splendor	732	1.1%	1	0.6%	55	0.1%
S71	Tough Times	700	1.1%	1	0.6%	55	0.1%
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	0.6%	86	0.2%
A04	Picture Perfect Families	449	0.7%	0	0.0%	0	0.0%
A02	Platinum Prosperity	393	0.6%	1	0.6%	100	0.3%
O50	Full Steam Ahead	353	0.5%	0	0.0%	0	0.0%
H29	Destination Recreation	297	0.5%	0	0.0%	0	0.0%
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%	0	0.0%	0	0.0%
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%	1	0.6%	300	0.6%
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	181	Total No. of Mosaic Segments in Study Area	67
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Total Population in Study Area	166,271	Estimated Household Penetration Rate	0.2%
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%	0	0.0%	0	0.0%
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%	162	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

<b>Total People</b>	<b>181</b>
<b>Total People Households</b>	<b>162</b>
<b>Total Number of Segments in Study Area</b>	<b>67</b>
<b>Total Households in Study Area</b>	<b>65,311</b>
<b>Total Number of Segments with People HH Present</b>	<b>28</b>

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	1	317,568	\$317,568
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	0	120,988	\$0
B08	Babies and Bliss	0	106,703	\$0
B09	Family Funtastic	0	98,008	\$0
B10	Cosmopolitan Achievers	0	97,778	\$0
C11	Aging of Aquarius	0	119,041	\$0
C12	Golf Carts and Gourmets	0	111,068	\$0
C13	Silver Sophisticates	0	98,065	\$0
C14	Boomers and Boomerangs	1	92,873	\$92,873
D15	Sports Utility Families	2	94,307	\$188,615
D16	Settled in Suburbia	0	89,114	\$0
D17	Cul de Sac Diversity	1	80,371	\$80,371
D18	Suburban Attainment	45	71,900	\$3,235,511
E19	Full Pockets, Empty Nests	0	72,731	\$0
E20	No Place Like Home	3	72,696	\$218,089
E21	Unspoiled Splendor	1	72,801	\$72,801
F22	Fast Track Couples	1	74,789	\$74,789
F23	Families Matter Most	0	68,703	\$0
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	0	66,298	\$0
H28	Everyday Moderates	0	67,976	\$0
H29	Destination Recreation	0	58,093	\$0
I30	Stockcars and State Parks	0	69,978	\$0
I31	Blue Collar Comfort	4	66,249	\$264,997
I32	Steadfast Conventionalists	0	58,451	\$0
I33	Balance and Harmony	1	55,498	\$55,498
J34	Aging in Place	3	62,121	\$186,362
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	1	36,435	\$36,435
L41	Booming and Consuming	0	52,834	\$0
L42	Rooted Flower Power	8	54,827	\$438,612

## Financial Potential Estimate

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<b>Total Households in Study Area</b>	<b>65,311</b>
<b>Total Number of Segments with People HH Present</b>	<b>28</b>

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	2	44,939	\$89,878
N46	True Grit Americans	0	48,848	\$0
N47	Countrified Pragmatics	0	44,989	\$0
N48	Rural Southern Bliss	8	40,813	\$326,506
N49	Touch of Tradition	0	36,346	\$0
O50	Full Steam Ahead	0	34,972	\$0
O51	Digital Dependents	5	45,624	\$228,121
O52	Urban Ambition	11	33,743	\$371,170
O53	Colleges and Cafes	0	32,796	\$0
O54	Striving Single Scene	2	32,415	\$64,830
O55	Family Troopers	1	36,397	\$36,397
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	4	40,886	\$163,543
Q63	Footloose and Family Free	0	36,581	\$0
Q64	Town Elders	13	26,236	\$341,066
Q65	Senior Discounts	5	17,512	\$87,560
R66	Dare to Dream	1	27,202	\$27,202
R67	Hope for Tomorrow	10	18,140	\$181,404
S68	Small Town Shallow Pockets	0	27,011	\$0
S69	Urban Survivors	20	26,505	\$530,105
S70	Tight Money	0	18,393	\$0
S71	Tough Times	1	13,115	\$13,115
<b>TOTAL</b>		<b>162</b>		<b>\$8,040,938</b>

### Compare current giving to potential

Current Giving:

Potential giving if a percentage of estimated HH income:

2%	\$160,819
3%	\$241,228
5%	\$402,047
7%	\$562,866
10%	\$804,094