

The ComparativeInsite Report

Prepared for: St. Sabina
Study area: Deanery 5 - KCSJ

Base State: KS,MO

Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Projection: 2029
Date: 3/6/2020
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.

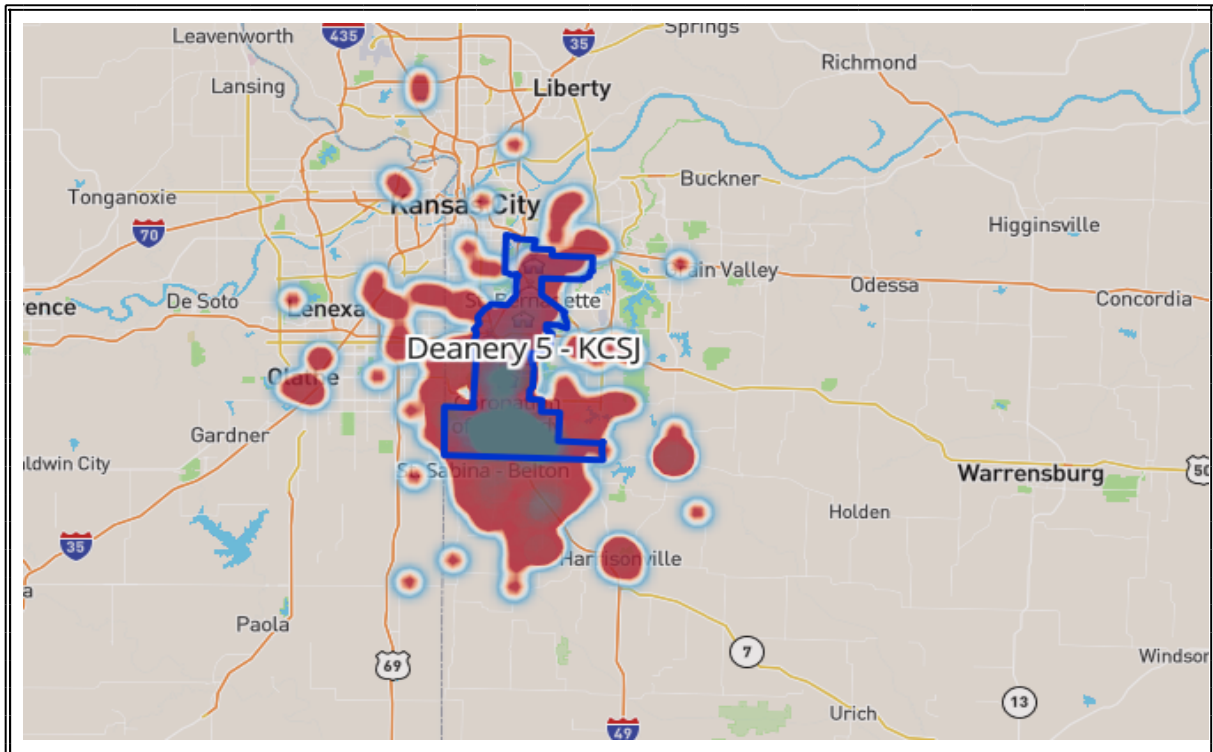
Three Sections

• 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	849	Total No. of Mosaic Segments in Study Area	67
Total People Households	849	Total No. of Mosaic Segments with People HH Present	48
Total Population in Study Area	166,271	Estimated Household Penetration Rate	1.3%
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	4.3%	37	97
Age 25-30 years	9.6%	6,274	10.0%	85	104
Age 31-35 years	9.5%	6,205	10.2%	87	108
Age 36-45 years	18.0%	11,747	15.2%	129	84
Age 46-50 years	10.4%	6,822	8.7%	74	83
Age 51-65 years	29.6%	19,322	30.9%	262	104
Age 66-75 years	9.4%	6,108	10.5%	89	113
Age 76+ years	9.1%	5,919	10.2%	87	113
	100.0%	65,311	100.0%	849	
Average Age Head of Household		50		50	101
Married Households	47.8%	31,203	63.6%	540	133
Households by Type with Children					
Married with kids in household	20.1%	13,160	26.6%	226	132
Single Parent with kids	9.3%	6,072	4.9%	42	53
Unknown marital status with kids	4.2%	2,768	3.3%	28	78
	33.7%	22,000	34.9%	296	104
Household by Type without Children					
Married without kids in household	27.6%	18,043	37.0%	314	134
Single Parent without kids	15.2%	9,923	8.0%	68	53
Unknown marital status without kids	23.5%	15,343	20.1%	171	86
	66.3%	43,309	65.1%	553	98
Presence of a Child					
Presence of a child 0-3 years	14.5%	9,449	15.0%	128	104
Presence of a child 4-6 years	6.6%	4,328	8.8%	74	132
Presence of a child 7-9 years	6.1%	3,985	7.8%	66	128
Presence of a child 10-12 years	6.2%	4,023	6.7%	57	109
Presence of a child 13-18 years	9.5%	6,219	11.0%	94	116
	42.9%	28,004	49.3%	419	115

Who Are We? Who is Our Neighbor?

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	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	6.2%	53
\$15,000-\$24,999	10.2%	6,672	7.6%	64
\$25,000-\$34,999	11.2%	7,335	8.8%	75
\$35,000-\$49,999	14.2%	9,266	13.0%	111
\$50,000-\$74,999	22.0%	14,375	22.9%	194
\$75,000-\$99,999	13.6%	8,859	16.6%	141
\$100,000-\$124,999	7.7%	5,049	10.1%	86
\$125,000-\$149,999	4.1%	2,652	5.3%	45
\$150,000-\$174,999	2.2%	1,409	3.0%	26
\$175,000-\$199,999	1.0%	681	1.9%	16
\$200,000-\$249,999	1.8%	1,189	2.4%	20
\$250,000+	0.9%	593	2.2%	19
	100%	65,311	100%	849

Average HH Income	\$62,870		\$74,122
Median HH Income	\$51,199		\$56,119

Diversity Score Scale 0-5	2.3		3.3
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Estimated Racial/Ethnicity

African American	32.3%	53,757	12.9%	109
Asian	1.9%	3,077	2.3%	19
Caucasian	54.7%	90,972	73.9%	627
Native American	0.2%	280	0.2%	2
Hispanic	5.8%	9,639	5.8%	49
Hispanic - Caribbean1	1.1%	1,907	1.1%	9
Hispanic - Mexico1	3.9%	6,459	3.8%	32
Hispanic - Central American1	0.1%	107	0.0%	0
Hispanic - South American1	0.0%	60	0.0%	0
Hispanic - European1	0.0%	13	0.0%	0
	100%	166,271	100%	849

Est. Average Head of HH Level of Education

Less than High School	18.8%	12,310	13.1%	111
High School diploma	27.9%	18,244	26.6%	226
Some College	29.8%	19,433	29.6%	251
Bachelor's degree	14.8%	9,681	18.8%	160
Graduate degree	8.6%	5,643	11.9%	101
	100%	65,311	100%	849

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Total Population in Study Area	166,271	HH Present	
Total Households in Study Area	65,311	Estimated Household Penetration Rate	1.3%

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
Est. Head of HH Occupation					
Retired	16.8%	10,985	18.1%	154	107
Professional/Technical	23.6%	15,394	28.5%	242	121
Sales/Service	34.7%	22,634	29.9%	254	86
Farm-Related	0.5%	348	0.6%	5	117
Blue Collar	19.1%	12,469	18.6%	158	97
Other	5.3%	3,481	4.1%	35	77
	100%	65,311	100%	848	

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	849	Total No. of Mosaic Segments in Study Area	67
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Mosaic Codes	Mosaic Segment	Study Area		Analysis			
		2019	2019 %	People HH	People HH %	Index	Pen Rate
D18	Suburban Attainment	7,500	11.5%	48	5.7%	50	0.6%
O52	Urban Ambition	5,734	8.8%	18	2.1%	24	0.3%
L42	Rooted Flower Power	4,014	6.1%	34	4.0%	66	0.8%
O51	Digital Dependents	3,927	6.0%	79	9.3%	155	2.0%
Q64	Town Elders	3,637	5.6%	36	4.2%	75	1.0%
J34	Aging in Place	3,159	4.8%	76	9.0%	188	2.4%
I31	Blue Collar Comfort	2,921	4.5%	34	4.0%	89	1.2%
S69	Urban Survivors	2,508	3.8%	5	0.6%	16	0.2%
N48	Rural Southern Bliss	2,284	3.5%	11	1.3%	37	0.5%
E20	No Place Like Home	2,170	3.3%	41	4.8%	145	1.9%
O54	Striving Single Scene	1,963	3.0%	8	0.9%	30	0.4%
P56	Mid-scale Medley	1,615	2.5%	29	3.4%	136	1.8%
O55	Family Troopers	1,562	2.4%	22	2.6%	108	1.4%
C14	Boomers and Boomerangs	1,531	2.3%	70	8.2%	357	4.6%
Q65	Senior Discounts	1,357	2.1%	3	0.4%	19	0.2%
C11	Aging of Aquarius	1,343	2.1%	32	3.8%	181	2.4%
R66	Dare to Dream	1,329	2.0%	8	0.9%	45	0.6%
K40	Bohemian Groove	1,269	1.9%	7	0.8%	42	0.6%
F23	Families Matter Most	1,235	1.9%	32	3.8%	200	2.6%
M45	Diapers and Debit Cards	1,127	1.7%	26	3.1%	182	2.3%
F22	Fast Track Couples	1,118	1.7%	34	4.0%	235	3.0%
R67	Hope for Tomorrow	1,111	1.7%	5	0.6%	35	0.5%
J36	Settled and Sensible	945	1.4%	3	0.4%	29	0.3%
D15	Sports Utility Families	878	1.3%	13	1.5%	115	1.5%
B08	Babies and Bliss	854	1.3%	32	3.8%	292	3.7%
Q62	Reaping Rewards	761	1.2%	34	4.0%	333	4.5%
E21	Unspoiled Splendor	732	1.1%	19	2.2%	200	2.6%
S71	Tough Times	700	1.1%	0	0.0%	0	0.0%
B09	Family Fun-tastic	471	0.7%	11	1.3%	186	2.3%
H28	Everyday Moderates	463	0.7%	5	0.6%	86	1.1%
I33	Balance and Harmony	451	0.7%	0	0.0%	0	0.0%
A04	Picture Perfect Families	449	0.7%	8	0.9%	129	1.8%
A02	Platinum Prosperity	393	0.6%	17	2.0%	333	4.3%
O50	Full Steam Ahead	353	0.5%	1	0.1%	20	0.3%
H29	Destination Recreation	297	0.5%	5	0.6%	120	1.7%
D16	Settled in Suburbia	291	0.4%	1	0.1%	25	0.3%
S68	Small Town Shallow Pockets	271	0.4%	0	0.0%	0	0.0%
A05	Couples with Clout	266	0.4%	5	0.6%	150	1.9%
M44	Red, White and Bluegrass	235	0.4%	3	0.4%	100	1.3%
H27	Birkenstocks and Beemers	216	0.3%	2	0.2%	67	0.9%
A03	Kids and Cabernet	202	0.3%	3	0.4%	133	1.5%
P61	Humble Beginnings	165	0.3%	0	0.0%	0	0.0%
D17	Cul de Sac Diversity	160	0.2%	2	0.2%	100	1.3%
G24	Status Seeking Singles	159	0.2%	0	0.0%	0	0.0%
A01	American Royalty	132	0.2%	7	0.8%	400	5.3%

Comparative Mosaic Segment Report

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Mosaic Codes	Mosaic Segment	Study Area		Analysis			
		2019	2019 %	People HH	People HH %	Index	Pen Rate
P59	Expanding Horizons	122	0.2%	2	0.2%	100	1.6%
I30	Stockcars and State Parks	108	0.2%	2	0.2%	100	1.9%
K37	Wired for Success	107	0.2%	1	0.1%	50	0.9%
C13	Silver Sophisticates	97	0.1%	2	0.2%	200	2.1%
B07	Generational Soup	80	0.1%	1	0.1%	100	1.3%
P57	Modest Metro Means	76	0.1%	0	0.0%	0	0.0%
L43	Homemade Happiness	70	0.1%	1	0.1%	100	1.4%
N47	Countrified Pragmatics	67	0.1%	0	0.0%	0	0.0%
N46	True Grit Americans	67	0.1%	9	1.1%	1,100	13.4%
C12	Golf Carts and Gourmets	54	0.1%	2	0.2%	200	3.7%
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%	849	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	849
Total People Households	849
Total Number of Segments in Study Area	67
Total Households in Study Area	65,311
Total Number of Segments with People HH Present	48

Mosaic Codes	Mosaic Segments	People HHs	Median Income by Segment	Est. People HH Median Income
A01	American Royalty	7	283,399	\$1,983,792
A02	Platinum Prosperity	17	317,568	\$5,398,649
A03	Kids and Cabernet	3	207,847	\$623,540
A04	Picture Perfect Families	8	180,101	\$1,440,806
A05	Couples with Clout	5	172,090	\$860,448
A06	Jet Set Urbanites	0	149,999	\$0
B07	Generational Soup	1	120,988	\$120,988
B08	Babies and Bliss	32	106,703	\$3,414,508
B09	Family Funtastic	11	98,008	\$1,078,092
B10	Cosmopolitan Achievers	0	97,778	\$0
C11	Aging of Aquarius	32	119,041	\$3,809,302
C12	Golf Carts and Gourmets	2	111,068	\$222,137
C13	Silver Sophisticates	2	98,065	\$196,129
C14	Boomers and Boomerangs	70	92,873	\$6,501,093
D15	Sports Utility Families	13	94,307	\$1,225,994
D16	Settled in Suburbia	1	89,114	\$89,114
D17	Cul de Sac Diversity	2	80,371	\$160,743
D18	Suburban Attainment	48	71,900	\$3,451,211
E19	Full Pockets, Empty Nests	0	72,731	\$0
E20	No Place Like Home	41	72,696	\$2,980,555
E21	Unspoiled Splendor	19	72,801	\$1,383,215
F22	Fast Track Couples	34	74,789	\$2,542,811
F23	Families Matter Most	32	68,703	\$2,198,502
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	2	66,298	\$132,596
H28	Everyday Moderates	5	67,976	\$339,882
H29	Destination Recreation	5	58,093	\$290,463
I30	Stockcars and State Parks	2	69,978	\$139,956
I31	Blue Collar Comfort	34	66,249	\$2,252,478
I32	Steadfast Conventionalists	0	58,451	\$0
I33	Balance and Harmony	0	55,498	\$0
J34	Aging in Place	76	62,121	\$4,721,175
J35	Rural Escape	0	41,308	\$0
J36	Settled and Sensible	3	45,159	\$135,476
K37	Wired for Success	1	49,943	\$49,943
K38	Gotham Blend	0	54,530	\$0
K39	Metro Fusion	0	44,819	\$0
K40	Bohemian Groove	7	36,435	\$255,048
L41	Booming and Consuming	0	52,834	\$0
L42	Rooted Flower Power	34	54,827	\$1,864,102

Financial Potential Estimate

Total People	849
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Total Number of Segments with People HH Present	48

Mosaic Codes	Mosaic Segments	People HHs	Median Income by Segment	Est. People HH Median Income
L43	Homemade Happiness	1	42,012	\$42,012
M44	Red, White and Bluegrass	3	56,157	\$168,472
M45	Diapers and Debit Cards	26	44,939	\$1,168,408
N46	True Grit Americans	9	48,848	\$439,635
N47	Countrified Pragmatics	0	44,989	\$0
N48	Rural Southern Bliss	11	40,813	\$448,945
N49	Touch of Tradition	0	36,346	\$0
O50	Full Steam Ahead	1	34,972	\$34,972
O51	Digital Dependents	79	45,624	\$3,604,319
O52	Urban Ambition	18	33,743	\$607,369
O53	Colleges and Cafes	0	32,796	\$0
O54	Striving Single Scene	8	32,415	\$259,320
O55	Family Troopers	22	36,397	\$800,727
P56	Mid-scale Medley	29	45,511	\$1,319,822
P57	Meager Metro Means	0	29,219	\$0
P58	Heritage Heights	0	35,605	\$0
P59	Expanding Horizons	2	37,057	\$74,114
P60	Striving Forward	0	30,411	\$0
P61	Humble Beginnings	0	22,533	\$0
Q62	Reaping Rewards	34	40,886	\$1,390,113
Q63	Footloose and Family Free	0	36,581	\$0
Q64	Town Elders	36	26,236	\$944,490
Q65	Senior Discounts	3	17,512	\$52,536
R66	Dare to Dream	8	27,202	\$217,617
R67	Hope for Tomorrow	5	18,140	\$90,702
S68	Small Town Shallow Pockets	0	27,011	\$0
S69	Urban Survivors	5	26,505	\$132,526
S70	Tight Money	0	18,393	\$0
S71	Tough Times	0	13,115	\$0
TOTAL		849		\$61,658,848

Compare current giving to potential

Current Giving:

Potential giving if a percentage of estimated HH income:

2%	\$1,233,177
3%	\$1,849,765
5%	\$3,082,942
7%	\$4,316,119
10%	\$6,165,885