

The ComparativeInsite Report

Prepared for: Los Ranchos Presbytery
Study area: 5 mile radius

Base State: CA
Current Year Estimate: 2015
5 Year Projection: 2020
10 Year Projection: 2025
Date: 9/17/2015
Semi-Annual Projection: Spring

About the ComparativeInsite Report

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

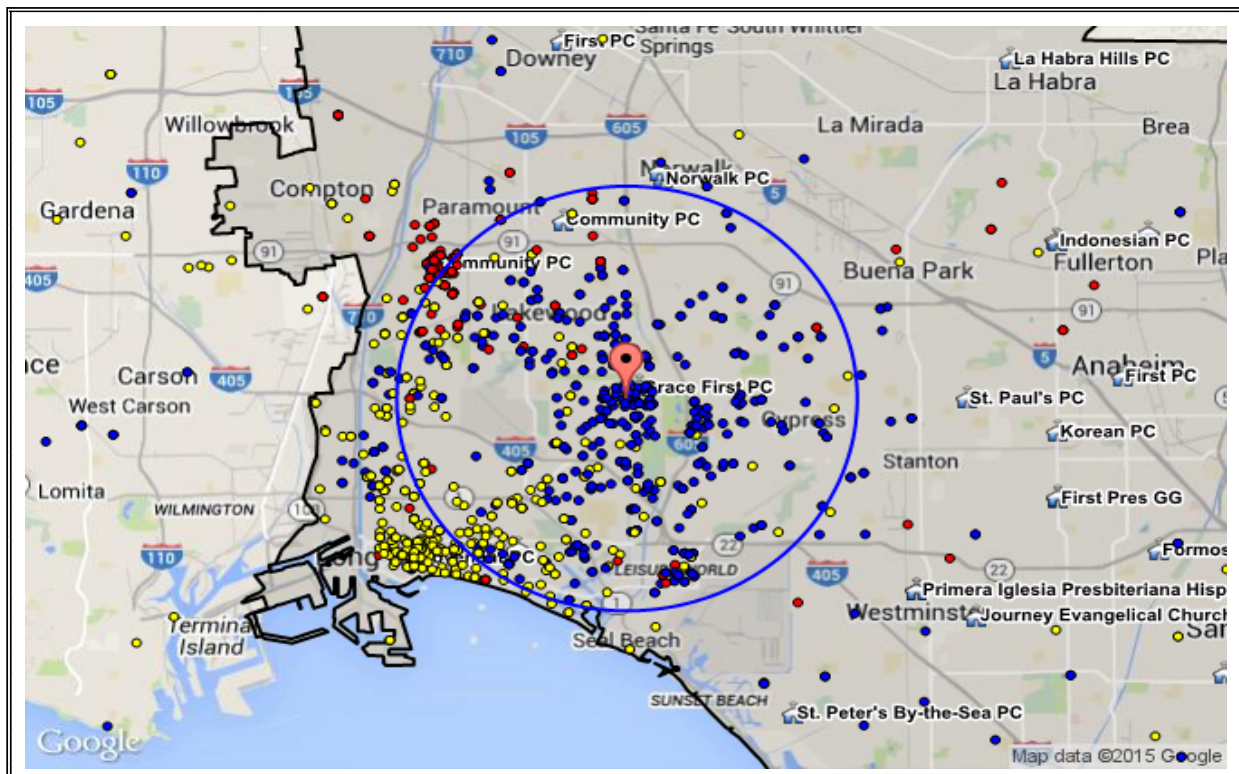
Three Sections

• Who Are We? Who is Our Neighbor?

• Congregant and Community Mosaic Profile Comparison

• Financial Potential Estimate

THE STUDY AREA



Who Are We? Who is Our Neighbor?

Total Congregants	703	Total No. of Mosaic Segments in Study Area	63
Total Congregant Households	449	Total No. of Mosaic Segments with Congregant HH Present	40
Total Population in Study Area	616,251	Estimated Household Penetration Rate	0.2%
Total Households in Study Area	212,691		

	Mosaic Segments Study Area		Congregant Mosaic Segments Weighted by Presence		
Head of HH Age	%	No.	%	No.	Index
Age 19-24 years	3.1%	6,521	2.2%	10	73
Age 25-30 years	6.2%	13,278	4.0%	18	64
Age 31-35 years	6.7%	14,209	4.5%	20	67
Age 36-45 years	22.9%	48,767	16.0%	72	70
Age 46-50 years	14.4%	30,657	12.0%	54	83
Age 51-65 years	30.2%	64,313	35.4%	159	117
Age 66-75 years	9.1%	19,418	14.3%	64	156
Age 76+ years	7.3%	15,457	11.6%	52	159
	100.0%	212,619	100.0%	449	
Average Age Head of Household		50		50	102
Married Households	55.5%	118,070	65.3%	293	118
Households by Type with Children					
Married with kids in household	21.0%	44,613	18.7%	84	89
Single Parent with kids	9.3%	19,876	4.0%	18	43
Unknown marital status with kids	2.2%	4,660	1.6%	7	71
	32.5%	69,150	24.3%	109	75
Household by Type without Children					
Married without kids in household	34.5%	73,456	46.5%	209	135
Single Parent without kids	15.4%	32,815	7.8%	35	51
Unknown marital status without kids	17.5%	37,260	21.4%	96	122
	67.5%	143,532	75.7%	340	112
Presence of a Child					
Presence of a child 0-3 years	7.7%	16,408	6.0%	27	78
Presence of a child 4-6 years	4.6%	9,785	4.0%	18	87
Presence of a child 7-9 years	6.6%	13,981	5.3%	24	81
Presence of a child 10-12 years	7.5%	16,033	5.8%	26	77
Presence of a child 13-18 years	8.7%	18,582	8.2%	37	94
	35.2%	74,790	29.4%	132	84

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	Mosaic Segments Study Area		Congregant Mosaic Segments Weighted by Presence		
Estimated Household Income					
Less than \$15,000	9.6%	20,480	6.7%	30	69
\$15,000-\$24,999	8.0%	17,101	6.7%	30	83
\$25,000-\$34,999	8.8%	18,705	6.9%	31	79
\$35,000-\$49,999	13.0%	27,670	11.1%	50	86
\$50,000-\$74,999	20.1%	42,803	21.2%	95	105
\$75,000-\$99,999	14.8%	31,489	17.1%	77	116
\$100,000-\$124,999	10.2%	21,600	12.0%	54	118
\$125,000-\$149,999	6.3%	13,311	7.3%	33	117
\$150,000-\$174,999	3.1%	6,642	3.8%	17	121
\$175,000-\$199,999	1.8%	3,799	2.2%	10	125
\$200,000-\$249,999	3.0%	6,427	3.3%	15	111
\$250,000+	1.2%	2,642	1.3%	6	108
	100%	212,668	100%	448	
Average HH Income		\$72,842		\$80,200	
Median HH Income		\$54,413		\$58,792	
Diversity Score Scale 0-5		2.3		2.8	122
Estimated Racial/Ethnicity					
African American	5.1%	31,225	3.6%	25	70
Asian	10.9%	67,432	7.1%	50	65
Caucasian	53.4%	328,945	67.0%	471	126
Native American	0.1%	718	0.2%	2	191
Hispanic	25.5%	157,151	16.7%	117	66
Hispanic - Caribbean ¹	6.8%	41,698	4.5%	31	66
Hispanic - Mexico ¹	16.7%	102,642	10.5%	74	63
Hispanic - Central American ¹	0.6%	3,855	0.4%	3	71
Hispanic - South American ¹	0.4%	2,612	0.2%	2	53
Hispanic - European ¹	0.0%	262	0.0%	0	0
	120%	736,540	110%	775	
Est. Average Head of HH Level of Education					
Less than High School	23.2%	49,282	16.3%	73	70
High School diploma	20.2%	42,998	22.3%	100	110
Some College	25.0%	53,232	24.1%	108	96
Bachelor's degree	18.3%	39,013	20.3%	91	110
Graduate degree	13.3%	28,214	16.9%	76	128
	100%	212,740	100%	448	

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	Mosaic Segments Study Area		Congregant Mosaic Segments Weighted by Presence		
Est. Head of HH Occupation					
Retired	14.6%	31,127	22.3%	100	152
Professional/Technical	27.6%	58,605	31.0%	139	112
Sales/Service	34.2%	72,820	27.6%	124	81
Farm-Related	0.4%	895	0.4%	2	106
Blue Collar	18.5%	39,318	14.9%	67	81
Other	4.6%	9,758	3.8%	17	83
	100%	<u>212,524</u>	100%	<u>449</u>	

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 Congregants	703	Total No. of Mosaic Segments in Study Area	63
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Mosaic Codes	Mosaic Segment	Study Area		Congregation		Analysis	
		2015	2015 %	Cong HH	Cong HH %	Index	Pen Rate
H26	Progressive Potpourri	35,368	16.6%	82	18.3%	110	0.2%
B10	Cosmopolitan Achievers	18,430	8.7%	18	4.0%	46	0.1%
I32	Steadfast Conventionalists	15,896	7.5%	19	4.2%	56	0.1%
D16	Settled in Suburbia	14,132	6.6%	62	13.8%	209	0.4%
P60	Striving Forward	12,104	5.7%	10	2.2%	39	0.1%
E19	Full Pockets, Empty Nests	10,127	4.8%	27	6.0%	125	0.3%
O54	Striving Single Scene	9,368	4.4%	8	1.8%	41	0.1%
K39	Metro Fusion	8,808	4.1%	0	0.0%	0	0.0%
C11	Aging of Aquarius	8,124	3.8%	42	9.4%	247	0.5%
C13	Silver Sophisticates	7,186	3.4%	26	5.8%	171	0.4%
J34	Aging in Place	6,982	3.3%	43	9.6%	291	0.6%
P61	Humble Beginnings	5,287	2.5%	5	1.1%	44	0.1%
O55	Family Troopers	4,756	2.2%	7	1.6%	73	0.1%
Q63	Footloose and Family Free	4,735	2.2%	15	3.3%	150	0.3%
G24	Status Seeking Singles	4,452	2.1%	5	1.1%	52	0.1%
P58	Heritage Heights	4,289	2.0%	1	0.2%	10	0.0%
K40	Bohemian Groove	3,560	1.7%	5	1.1%	65	0.1%
G25	Urban Edge	3,362	1.6%	4	0.9%	56	0.1%
Q65	Senior Discounts	3,317	1.6%	12	2.7%	169	0.4%
K37	Wired for Success	2,793	1.3%	6	1.3%	100	0.2%
E20	No Place Like Home	2,479	1.2%	14	3.1%	258	0.6%
O50	Full Steam Ahead	2,217	1.0%	0	0.0%	0	0.0%
R66	Dare to Dream	2,116	1.0%	3	0.7%	70	0.1%
K38	Gotham Blend	1,721	0.8%	2	0.4%	50	0.1%
L42	Rooted Flower Power	1,683	0.8%	3	0.7%	87	0.2%
O52	Urban Ambition	1,591	0.7%	3	0.7%	100	0.2%
Q62	Reaping Rewards	1,567	0.7%	2	0.4%	57	0.1%
P57	Modest Metro Means	1,534	0.7%	0	0.0%	0	0.0%
A02	Platinum Prosperity	1,225	0.6%	3	0.7%	117	0.2%
A05	Couples with Clout	1,187	0.6%	2	0.4%	67	0.2%
O51	Digital Dependents	1,068	0.5%	2	0.4%	80	0.2%
C14	Boomers and Boomerangs	983	0.5%	0	0.0%	0	0.0%
A04	Picture Perfect Families	926	0.4%	1	0.2%	50	0.1%
I33	Balance and Harmony	839	0.4%	0	0.0%	0	0.0%
D17	Cul de Sac Diversity	802	0.4%	3	0.7%	175	0.4%
S71	Tough Times	779	0.4%	1	0.2%	50	0.1%
F22	Fast Track Couples	770	0.4%	1	0.2%	50	0.1%
R67	Hope for Tomorrow	710	0.3%	0	0.0%	0	0.0%
B09	Family Fun-tastic	651	0.3%	2	0.4%	133	0.3%
P59	Expanding Horizons	638	0.3%	0	0.0%	0	0.0%
Q64	Town Elders	543	0.3%	1	0.2%	67	0.2%
D18	Suburban Attainment	513	0.2%	2	0.4%	200	0.4%
B07	Generational Soup	416	0.2%	2	0.4%	200	0.5%
B08	Babies and Bliss	407	0.2%	0	0.0%	0	0.0%

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Mosaic Codes	Mosaic Segment	Study Area		Congregation		Analysis	
		2015	2015 %	Cong HH	Cong HH %	Index	Pen Rate
A01	American Royalty	391	0.2%	0	0.0%	0	0.0%
H27	Birkenstocks and Beemers	386	0.2%	1	0.2%	100	0.3%
P56	Mid-scale Medley	347	0.2%	0	0.0%	0	0.0%
F23	Families Matter Most	245	0.1%	1	0.2%	200	0.4%
C12	Golf Carts and Gourmets	239	0.1%	0	0.0%	0	0.0%
H28	Everyday Moderates	158	0.1%	0	0.0%	0	0.0%
H29	Destination Recreation	102	0.0%	0	0.0%	0	0.0%
A03	Kids and Cabernet	97	0.0%	0	0.0%	0	0.0%
I31	Blue Collar Comfort	71	0.0%	0	0.0%	0	0.0%
O53	Colleges and Cafes	50	0.0%	2	0.4%	0	4.0%
L41	Booming and Consuming	43	0.0%	0	0.0%	0	0.0%
A06	Jet Set Urbanites	41	0.0%	0	0.0%	0	0.0%
S69	Urban Survivors	35	0.0%	0	0.0%	0	0.0%
D15	Sports Utility Families	16	0.0%	0	0.0%	0	0.0%
M45	Diapers and Debit Cards	12	0.0%	0	0.0%	0	0.0%
S68	Small Town Shallow Pockets	7	0.0%	0	0.0%	0	0.0%
N46	True Grit Americans	5	0.0%	0	0.0%	0	0.0%
S70	Tight Money	4	0.0%	0	0.0%	0	0.0%
E21	Unspoiled Splendor	1	0.0%	1	0.2%	0	100.0%
M44	Red, White and Bluegrass	0	0.0%	0	0.0%		0.0%
J35	Rural Escape	0	0.0%	0	0.0%		0.0%
N47	Countrified Pragmatics	0	0.0%	0	0.0%		0.0%
N48	Rural Southern Bliss	0	0.0%	0	0.0%		0.0%
N49	Touch of Tradition	0	0.0%	0	0.0%		0.0%
J36	Settled and Sensible	0	0.0%	0	0.0%		0.0%
I30	Stockcars and State Parks	0	0.0%	0	0.0%		0.0%
L43	Homemade Happiness	0	0.0%	0	0.0%		0.0%
		212,691	100%	449	100%		

Financial Potential Estimate

Total Congregants	703
Total Congregant Households	449
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Total Households in Study Area	212,691
Total Number of Segments with Congregant HH Present	40

Mosaic Codes	Mosaic Segments	Cong HHs	Median Income by Segment	Est. Cong HH Median Income
A01	American Royalty	0	283,399	\$0
A02	Platinum Prosperity	3	317,568	\$952,703
A03	Kids and Cabernet	0	207,847	\$0
A04	Picture Perfect Families	1	180,101	\$180,101
A05	Couples with Clout	2	172,090	\$344,179
A06	Jet Set Urbanites	0	149,999	\$0
B07	Generational Soup	2	120,988	\$241,975
B08	Babies and Bliss	0	106,703	\$0
B09	Family Funtastic	2	98,008	\$196,017
B10	Asian Achievers	18	97,778	\$1,760,009
C11	Aging of Aquarius	42	119,041	\$4,999,709
C12	Golf Carts and Gourmets	0	111,068	\$0
C13	Silver Sophisticates	26	98,065	\$2,549,678
C14	Boomers and Boomerangs	0	92,873	\$0
D15	Sports Utility Families	0	94,307	\$0
D16	Settled in Suburbia	62	89,114	\$5,525,057
D17	Cul de Sac Diversity	3	80,371	\$241,114
D18	Soulful Spenders	2	71,900	\$143,800
E19	Full Pockets, Empty Nests	27	72,731	\$1,963,725
E20	No Place Like Home	14	72,696	\$1,017,750
E21	Unspoiled Splendor	1	72,801	\$72,801
F22	Fast Track Couples	1	74,789	\$74,789
F23	Families Matter Most	1	68,703	\$68,703
G24	Status Seeking Singles	5	67,996	\$339,981
G25	Urban Edge	4	62,985	\$251,940
H26	Progressive Potpourri	82	69,014	\$5,659,140
H27	Birkenstocks and Beemers	1	66,298	\$66,298
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	0	66,249	\$0
I32	Latin Flair	19	58,451	\$1,110,567
I33	Hispanic Harmony	0	55,498	\$0
J34	Aging in Place	43	62,121	\$2,671,191
J35	Rural Escape	0	41,308	\$0
J36	Settled and Sensible	0	45,159	\$0
K37	Wired for Success	6	49,943	\$299,658
K38	Gotham Blend	2	54,530	\$109,059
K39	Metro Fusion	0	44,819	\$0
K40	Bohemian Groove	5	36,435	\$182,177
L41	Booming and Consuming	0	52,834	\$0
L42	Rooted Flower Power	3	54,827	\$164,480

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Total Congregants	703
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Mosaic Codes	Mosaic Segments	Cong HHs	Median Income by Segment	Est. Cong HH Median Income
L43	Homemade Happiness	0	42,012	\$0
M44	Red, White and Bluegrass	0	56,157	\$0
M45	Diapers and Debit Cards	0	44,939	\$0
N46	True Grit Americans	0	48,848	\$0
N47	Countrified Pragmatics	0	44,989	\$0
N48	Gospel and Grits	0	40,813	\$0
N49	Work Hard, Pray Hard	0	36,346	\$0
O50	Full Steam Ahead	0	34,972	\$0
O51	Digital Dependents	2	45,624	\$91,249
O52	Urban Ambition	3	33,743	\$101,228
O53	Colleges and Cafes	2	32,796	\$65,593
O54	Striving Single Scene	8	32,415	\$259,320
O55	Family Troopers	7	36,397	\$254,777
P56	Rolling the Dice	0	45,511	\$0
P57	Meager Metro Means	0	29,219	\$0
P58	Fragile Families	1	35,605	\$35,605
P59	Nuevo Horizons	0	37,057	\$0
P60	Ciudad Strivers	10	30,411	\$304,112
P61	Humble Beginnings	5	22,533	\$112,665
Q62	Reaping Rewards	2	40,886	\$81,771
Q63	Footloose and Family Free	15	36,581	\$548,709
Q64	Town Elders	1	26,236	\$26,236
Q65	Senior Discounts	12	17,512	\$210,145
R66	Dare to Dream	3	27,202	\$81,606
R67	Hope for Tomorrow	0	18,140	\$0
S68	Small Town Shallow Pockets	0	27,011	\$0
S69	Soul Survivors	0	26,505	\$0
S70	Enduring Hardships	0	18,393	\$0
S71	Hard Times	1	13,115	\$13,115
TOTAL		449		\$33,372,734

Compare current giving to potential

Current Congregational Giving:

Potential giving if a percentage of estimated HH income:

2%	\$667,455
3%	\$1,001,182
5%	\$1,668,637
7%	\$2,336,091
10%	\$3,337,273