

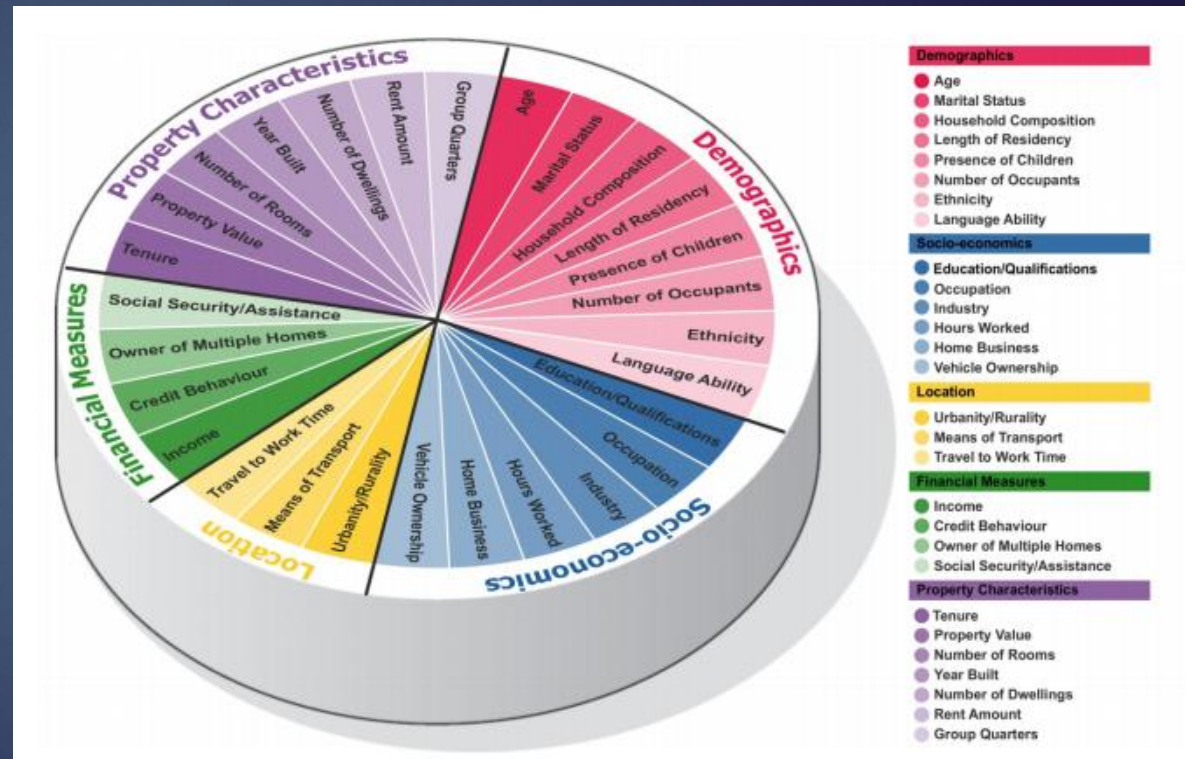


PeopleView MissionInsite Instructions

MOSAIC USA

Mosaic USA

- Provides a deeper understanding of your parishioners and their household dynamics.
- Consists of 71 Mosaic Lifestyle Segments and 19 Mosaic Groups.
Note: The lower the number (A01), the more affluent the group; the higher the number (S71), the more economically challenged.
- Uses more than 300 data points, "selected as inputs to the classification on the basis of their coverage, quality, consistency and sustainability." Mosaic USA E-Handbook



Access information on Mosaic USA

Documents and videos are available to help you understand the segments. You can access Mosaic in two ways:

Predefined report: Any report that includes Mosaic segments has the Mosaic links on the same page.

- QuickInsite – page 8
- ExecutiveInsite – page 13
- ComparativeInsite – page 6
- FullInsite – page 24.

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](#)

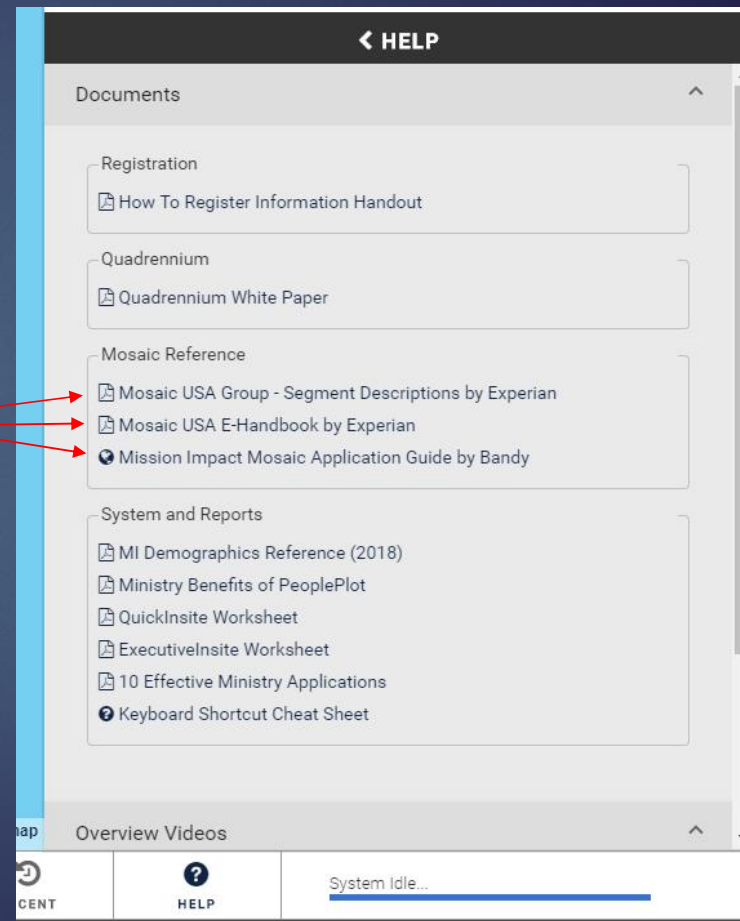
[Understanding Mosaic Portraits for Mission Planning - Video](#)

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)

MissionInsite Map Page: Click on *Help* on the *Navigation Bar* (bottom) and then go to the *Control Center* (right column). Choices include:

- *Mosaic USA Group – Segment Descriptions by Experian*
- *Mosaic USA E-Handbook by Experian*
- *Mission Impact Mosaic Application Guide by Bandy*



Mosaic USA Group – Segment by Experian – 319 page document (all narrative) gives:

2-page description (Overview and Digital Behavior) of the 19 groups from *Power Elite* to *Economic Challenges*, followed by

4-page description of the 71 segments within the groups, broken up as:

- Overview
- Demographics and Behavior
 - Who we are
 - Where we live
 - How we live our lives
 - How we view the world
 - How we get by
- Digital Behavior

Mosaic E-Handbook by Experian – 189 page document gives the groups and segments, showing the overview and data (with graphs) for each.

Note: Each group is two pages and the names in the upper right hand corner are the most common names in that group. **Examples:** J34 Autumn Years – Frank & Shirley or R67 Hope for Tomorrow – Antonio & Jasmine

Q • Q62 • Q63 • Q64 • Q65

Q64 Town Elders Harold & Helen
Stable minimalist seniors living in older homes and leading sedentary lifestyles 4.24% 3.31%



Who We Are

Head of household age 76+ 62.0% 696	Type of property Single family 95.9% 122
Estimated household income \$15,000–\$24,999 27.1% 258	Household size 1 person 49.1% 108
Home ownership Homeowner 89.5% 138	Age of children 7–9 0.2% 2

Channel Preference

268	13	29
11	21	1

Technology Adoption

Novices

Key Features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Health-related purchases
- Cautious money managers



Mosaic USA © 2015 Experian Ltd

Q • Q62 • Q63 • Q64 • Q65

Q64 Town Elders Harold & Helen
Stable minimalist seniors living in older homes and leading sedentary lifestyles 4.24% 3.31%

Head of household age

19–24 years	0.00%
25–30 years	0.00%
31–35 years	0.00%
36–45 years	0.01%
46–50 years	0.00%
51–65 years	0.71%
66–75 years	37.32%
76+ years	61.95%

Head of household education

Below high school	21.33%
High school diploma	49.83%
Some college	18.72%
Bachelor's degree	7.50%
Graduate degree	4.74%

Estimated household income

Less than \$15,000	11.59%
\$15,000–\$24,999	27.13%
\$25,000–\$34,999	29.32%
\$35,000–\$49,999	24.03%
\$50,000–\$74,999	11.21%
\$75,000–\$99,999	1.88%
\$100,000–\$124,999	1.16%
\$125,000–\$149,999	0.90%
\$150,000–\$174,999	0.31%
\$175,000–\$199,999	0.21%
\$200,000–\$249,999	0.00%
\$250,000+	0.05%

Family structure

With kids	1.19%
Married	0.02%
Single male	0.06%
Single female	0.80%
Unknown status	0.80%

Without kids

Married	45.34%
Single male	0.93%
Single female	1.09%
Unknown status	50.09%

Age of children

0–3 years	0.17%
4–5 years	0.07%
7–9 years	0.18%
10–12 years	0.03%
13–18 years	0.08%

Estimated current home value

Less than \$50,000	2.36%
\$50,000–\$74,999	14.18%
\$75,000–\$99,999	19.78%
\$100,000–\$149,999	39.47%
\$150,000–\$174,999	9.65%
\$175,000–\$199,999	6.11%
\$200,000–\$249,999	7.15%
\$250,000–\$299,999	3.42%
\$300,000–\$349,999	1.84%
\$350,000–\$399,999	1.02%
\$400,000–\$499,999	1.02%
\$500,000–\$749,999	0.56%
\$750,000+	0.06%

Length of residency

1 year or less	4.55%
2–3 years	3.81%
4–5 years	6.06%
6–7 years	5.44%
8–9 years	5.97%
10–14 years	12.82%
15–19 years	13.16%
20–24 years	14.95%
25+ years	33.55%

Mosaic USA © 2015 Experian Ltd

Mission Impact Mosaic Application Guide by Bandy –

Gives you general spiritual perspective/insights and comments for each group and segment. Each section is 13 pages long. Just click on the group or segment you want to view.

- [A00 Power Elite \(Group A\)](#)
- [A01 American Royalty](#)
- [A02 Platinum Prosperity](#)
- [A03 Kids and Cabernet](#)
- [A04 Picture Perfect Families](#)
- [A05 Couples with Clout](#)
- [A06 Jet Set Urbanites](#)
- [Group B00 – Flourishing Families](#)
- [B07 Generational Soup](#)
- [B08 Babies and Bliss](#)
- [B09 Family Fun-Tastic](#)
- [B10 Cosmopolitan Achievers](#)
- [Group C00 – Booming With Confidence](#)
- [C11 Aging of Aquarius](#)
- [C12 Golf Carts and Gourmets](#)
- [C13 Silver Sophisticates](#)
- [C14 Boomers and Boomerangs](#)

Segment **B08: Babies and Bliss**

Middle-aged couples with large families and active lives in affluent suburbia

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *An Important Part of a Healthy Lifestyle*

Common Spiritual Issues: *Feeling broken or rejected, anxieties over guilt and displacement*

Potential Influence

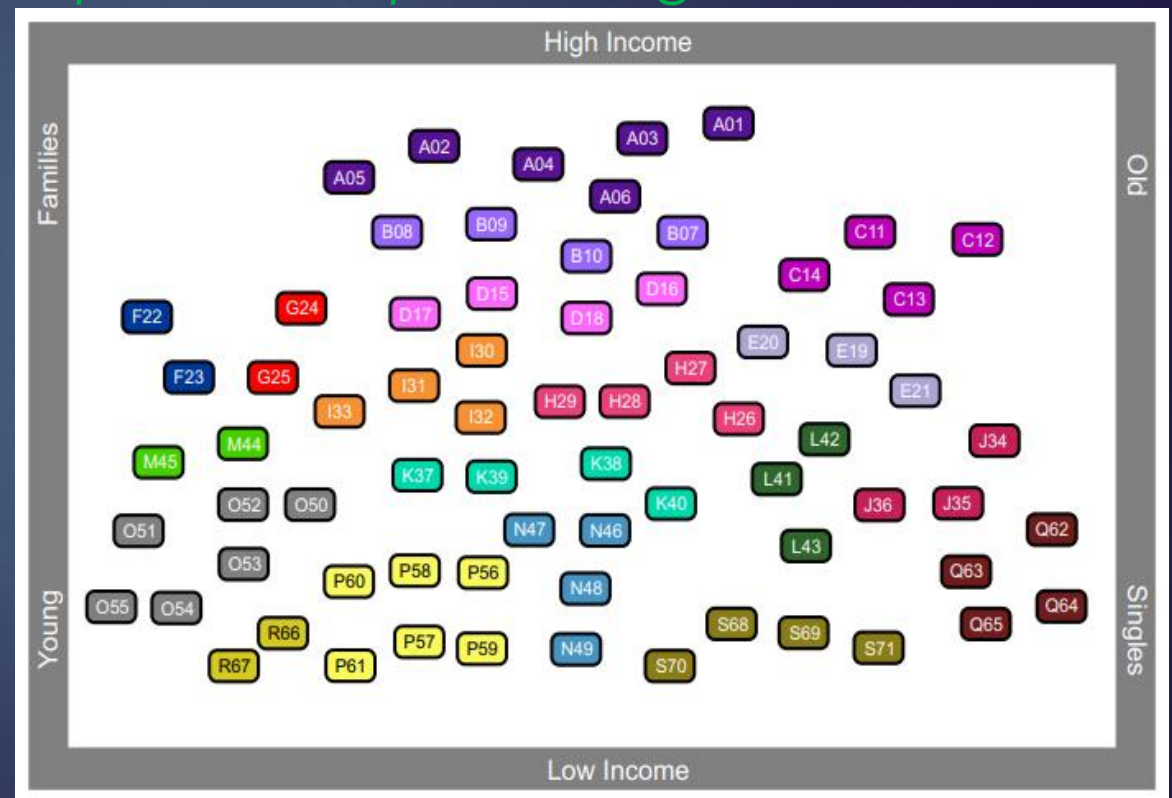
Lifestyle Compatibility	Family Group B Flourishing Families	Frequent Neighbors
A01 American Royalty	B07: Generational Soup	C11 Aging of Aquarius
K37 Wired for Success	B08: Babies and Bliss	C13 Silver Sophisticates
O53 Colleges and Cafes	B09: Family Fun-tastic	A03 Kids and Cabernet
I32 Steadfast Conventionalists	B10: Cosmopolitan Achievers	F22 Fast Track Couples

General Comments

Babies and Bliss describe themselves as both spiritual and religious. The church is a part of a balanced lifestyle. They shop for churches that are child-sensitive and family friendly, and which offer a wide variety of generational programs in a single location. Therefore, they tend to gravitate to large, resource-size churches ... or to small churches with healthy budgets that can afford multiple professional staff. The parents expect a good church to help them "cope". Each parent has a career, although women organize careers around homemaking and parenting. They may work from home, maintain home offices, or take extended leaves of absence for the sake of children. Women may become more involved in church than men.

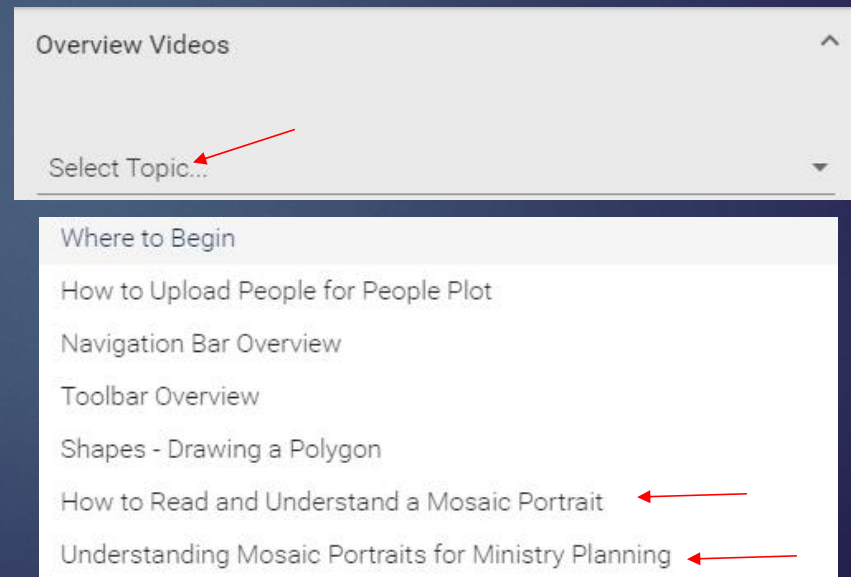
You will note that the first descriptive page (from example on previous page) lists *Life Style Compatibility*, *Family Group* and *Frequent Neighbors*.

Page 8 in the [Mosaic USA-E-Handbook](#) illustrates the Mosaic USA Family Tree, showing the “major demographic and lifestyle polarities between the groups and types, and how the Mosaic types relate to each other.”



Many prefer the 2-page overview that you access in *Mosaic USA E-Handbook* by Experian. To better understand the segments of those two pages, watch the overview videos accessed under *Help* section. Click on the drop down box and choose your video:

- ▶ How to Read & Understand a Mosaic Portrait (only 4:23 minutes)
- ▶ Understanding Mosaic Portraits for Ministry Planning (only 4:17 minutes)





Explore more in depth the top Mosaic segments in your neighborhood. Mosaic USA can assist you in discovering mission opportunities in your area.