

How to Connect with Neighbors

2023 LICENSING SCHOOL WORKSHOP

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What's Our Mission?

"Go therefore and make disciples of all nations, baptizing them in the name of the Father and of the Son and of the Holy Spirit, and teaching them to obey everything that I have commanded you"


Matthew 28:19-20

..and love your neighbor as yourself.

Luke 10:27

"And who is my neighbor?"

Luke 10:29



If anyone loves me, he will carefully keep my word and my Father will love him—**we'll move right into the neighborhood!**

John 14:23-24 The Message (MSG)


Do you know your neighbors?


Think about the 8 homes closest to yours:

A: List the names of all who live there.

B: List what they do for a living and/or where did they live before this?

C: What are their hopes & dreams?

a. b. c.	a. b. c.	a. b. c.
a. b. c.		a. b. c.
a. b. c.	a. b. c.	a. b. c.



Do you know your neighbors?

Think about the 8 homes closest to yours:

A: List the names of all who live there.

B: List what they do for a living and/or where did they live before this?

C: What are their hopes & dreams?

A: 10%

B: 8%

C: <1%

Why don't we know our neighbors?

Loss of 'front porch' venues

Loss of neighborhood relationship building

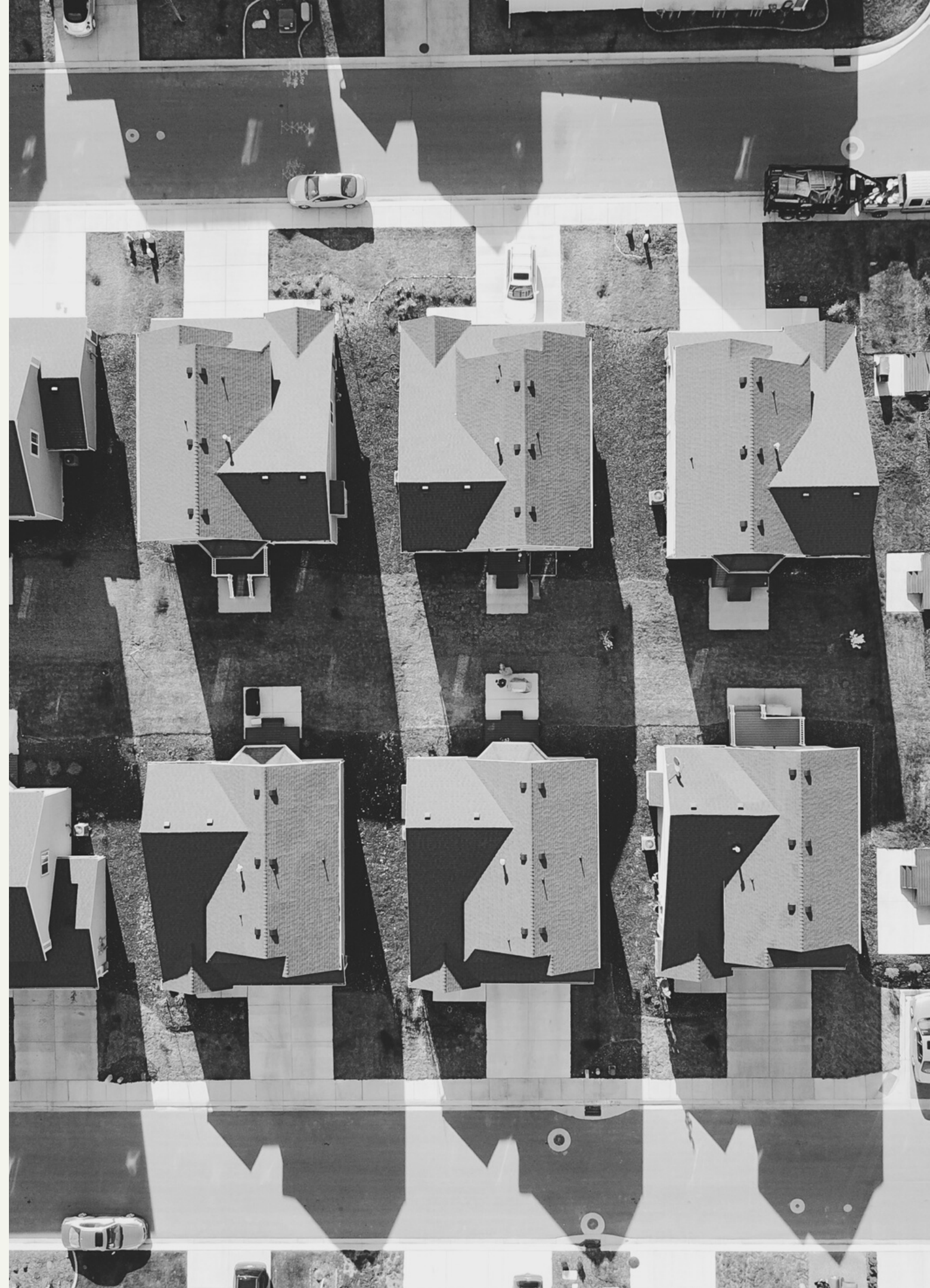
Loss of community


How can we understand our neighbors better?

Demographics give one set of clues

“Bridge people” who represent demographic groups in our neighborhoods



Prayer Walking can give another set of clues





This is a little tricky to do for many of you BEFORE you get to your new communities.

Mission Insite is a tool that can help!

 English 

Call 1-877-230-3212



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Community Analysis Tools

Build Deeper Connections

vaumc.org/missioninsite

As part of the Virginia Conference, local churches have **FREE access to MissionInsite** and the demographic information around them. This free service is provided through your Church Extension apportionment. Every church in the Virginia Conference has been identified on the MissionInsite Web site. As a user, you will be able to obtain reports for the areas around your church by whatever geography you choose.

Data Sources

1. The Mosaic USA: Consumer Lifestyle Segmentation for the United States
2. The American Beliefs Study: Religious Preferences & Practices (*formally known as The Quadrennium Project*)
3. Epsilon TotalSource Plus™ household data
4. PopStats
5. American Community Survey data
6. US Census Bureau data



The Mosaic USA: Consumer Lifestyle Segmentation for the United States

The Mosaic USA segmentation system developed by Experian Marketing Services is a household-based consumer lifestyle segmentation that empowers marketers with the insights needed to anticipate the behavior, attitudes and preferences of their most profitable consumers and reach them in the most effective channels with the best messages. With 98% of all US households, 300 Data Factors in Determining Household Portraits, 71 Unique Individual Household Portraits and 19 Overarching Groups, clients are able to quickly see their own organizational data along with local community data integrated with Mosaic. Our reports and maps all reveal the underlying demographics of the Mosaic Types within our infrastructure.



The American Beliefs Study: Religious Preferences & Practices (formally known as The Quadrennium Project)

A national religious survey of American beliefs, preferences and practices includes local community data descriptions for The Beliefs Landscape (Beliefs About God, Beliefs About Jesus, and Beliefs About Social and Moral Issues), The Religious Affiliations and Preferences Landscape and The Local Church Landscape (Faith and Religious Involvement, Reasons for Non-Participation, Life Concerns and Program or Ministry Preferences). For Missioninsite's clients, these survey results are combined with our other extensive data sets to help faith-based and nonprofit organizations understand the people living in their service area.



Epsilon TotalSource Plus™ household data

The TotalSource Plus consumer database allows you to understand demographic, economic and spend behavior, to engage the right users, donors and members and quickly identify the insights you need to get to the right results. Completely integrated within Missioninsite, clients now have the ability to review this important consumer data (names and other information on persons by household) within some of our analytic models, have their own client data enhanced with TotalSource Plus providing a more complete portrait of your core population as well as providing clients with the ability to create "address lists" via Epsilon Total Source Plus. (Additional fees may apply for downloading lists).



PopStats

PopStats is the source of population and household estimates in Missioninsite. It is accurate, current and robust population data. It reflects real population growth as it occurs, estimates population counts accurately at low geographic levels, provides in-depth knowledge about specific populations, delivers data for both historic growth trends and future forecasts. These population and household data are the best in the industry.



American Community Survey data

The American Community Survey collects data on an ongoing basis, January through December, to provide every community with the information they need to make important decisions.



US Census Bureau data

The 2010 Census represented the most massive participation movement ever witnessed in our country. Approximately 74 percent of the households returned their census forms by mail; the remaining households were counted by census workers walking neighborhoods throughout the United States. National and state population totals from the 2010 Census were released on December 21, 2010. Redistricting data, which include additional state, county and local counts, was released in February 2011.

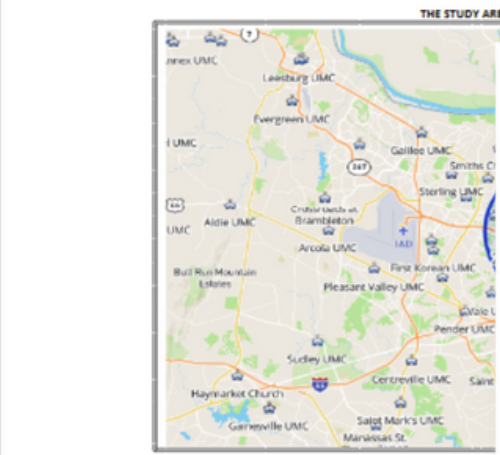
Reports!

The ExecutiveInsite Report

Prepared for: Virginia Annual Conference UMC
 Study area: 5 mi Radius from 1301 Trap Road, Vienna, Virginia 22182, United States
 Base State: MD,VA
 Current Year Estimate: 2021
 5 Year Projection: 2026
 Date: 5/28/2022
 Semi Annual Projection: Summer

This ExecutiveInsite Report has been prepared for Virginia Annual Conference UMC. Its purpose is to "tell the demographic story" of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 "insites" into the study area's story. It includes both demographic and beliefs and practices data.

ExecutiveInsite is intended to give an overview analysis of the defined geographic study area. A defined study area can be a region, a zip code, a county or some custom defined geographic area such as a radius or a user defined polygon. The area of study is displayed in the map below.



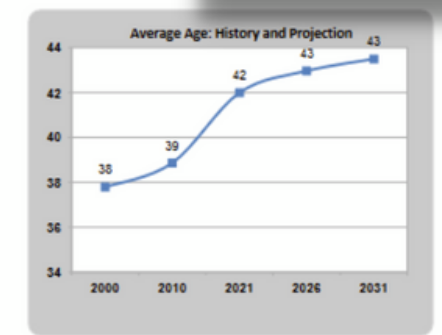
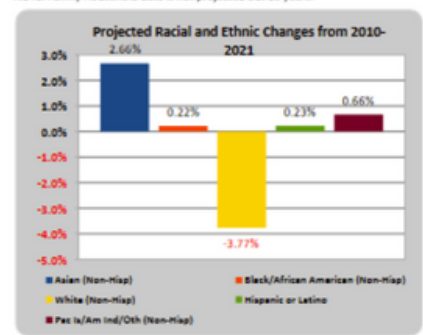
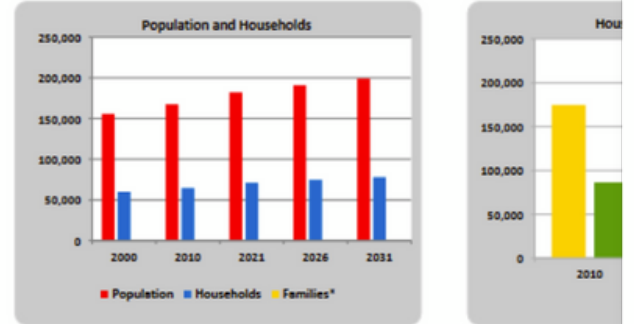
THE 12 INSITES

INSITE	PAGE
Insite #1: Population, Household Trends	2
Insite #2: Racial/Ethnic Trends	3
Insite #3: Age Trends	4
Insite #4: School Aged Children Trends	6
Insite #5: Household Income Trends	7
Insite #6: Household and Children Trends	9
Insite #7: Marital Status Trends	10
Insite #8: Adult Educational Attainment	11
Insite #9: Employment and Occupations	12
Insite #10: Mosaic Household Types	13
Insite #11: Generations	14
Insite #12: Religious Program Or Ministry Preferences	15

Sources: US Census Bureau, Synergis Technologies Inc., Experian, DecisionInsite/MissionInsite

TrendView

Significant Demographic Estimates and Projections
 Prepared for: Virginia Annual Conference UMC
 Study Area: 5 mi andrewchapel
 Base State: MD,VA
 Date of Report: 5/28/2022



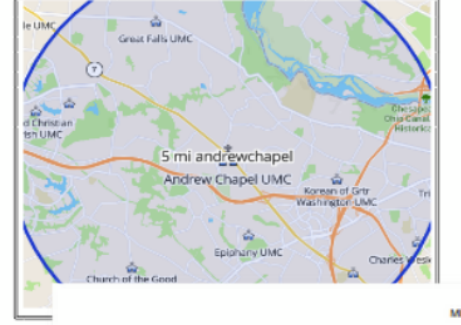
The MinistryInsite Report 2021

Prepared for: Virginia Annual Conference UMC
 Study area: 5 mi andrewchapel
 Date of Report: 5/28/22
 American Beliefs Study Version: 2021

About the American Beliefs Study Reports

The American Beliefs Study provides a projection of likely religious beliefs, preferences, and practices for a defined study area. This report is based on the American Beliefs Study national survey, which MissionInsite conducts every five (5) years. While general religious data is available through various organizations, only MissionInsite can provide current local geography projections. This report is based upon the 2021 American Beliefs Study Survey.

The Study Area



The 2021 American Beliefs Study Survey series contains two reports. **ReligiousInsite** provides insights into community beliefs and religious preferences. **MinistryInsite** focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more.

The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

Contents of the MinistryInsite Report

The **MinistryInsite** Report has five sections that provide multiple views about a single topic.

Topics	Page
Life Concerns	2
Reasons for Non-Participation—Those Outside of a Religious Congregation or Community	12
Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community	17
Program or Ministry Preferences	22

Info Sources: US Census Bureau, Synergis Technologies Inc., Experian, MissionInsite

The MinistryInsite Priorities Report 2021

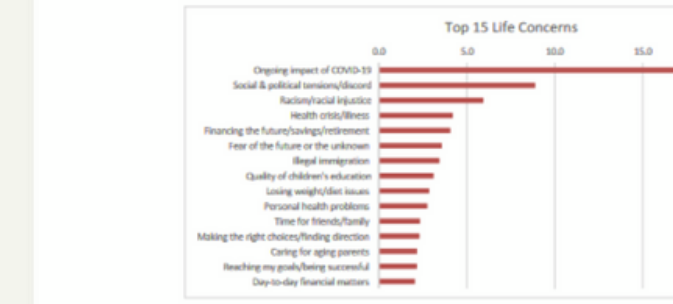
Prepared for: Virginia Annual Conference UMC
 Study Area: 5 mi andrewchapel
 American Beliefs Study Region: South

Life Concerns

Ranking	Concern	Ratio
1	Ongoing impact of COVID-19	20.8%
2	Social & political tensions/discord	8.9%
3	Racism/racial injustice	5.9%
4	Health crisis/illness	4.2%
5	Financing the future/savings/retirement	4.1%
6	Fear of the future or the unknown	3.6%
7	Illegal immigration	3.4%
8	Quality of children's education	3.1%
9	Losing weight/diet issues	2.9%
10	Personal health problems	2.8%
11	Time for friends/family	2.3%
12	Making the right choices/finding direction	2.3%
13	Caring for aging parents	2.2%
14	Reaching my goals/being successful	2.2%
15	Day to day financial matters	2.0%

Priority List

Ranking	Concern	Ratio
1	People in the church do not behave as Jesus would behave.	7.0%
2	Belief in Jesus does not require participation in a church.	5.4%
3	Jesus was both divine and human.	2.9%
4	Jesus was the expected Jewish Messiah.	2.4%
5	Jesus actually rose from the dead as the Bible teaches.	2.0%
6	Jesus rules now and always as Lord of heaven and earth.	1.8%
7	I have a personal relationship with Jesus.	1.3%
8	Jesus lived a perfect, sinless life while on earth.	1.2%
9	Jesus is the only way for human salvation from sin.	1.2%
10	Jesus was a good and wise moral teacher but no more.	0.5%
11	Jesus was a great prophet only.	0.3%



ReligiousInsite Report 2021

Prepared for: Virginia Annual Conference UMC
 Study Area: 5 mi andrewchapel
 American Beliefs Study Region: South
 Date of Report: 5/28/2022
 American Beliefs Study Version: 2021

Beliefs about God

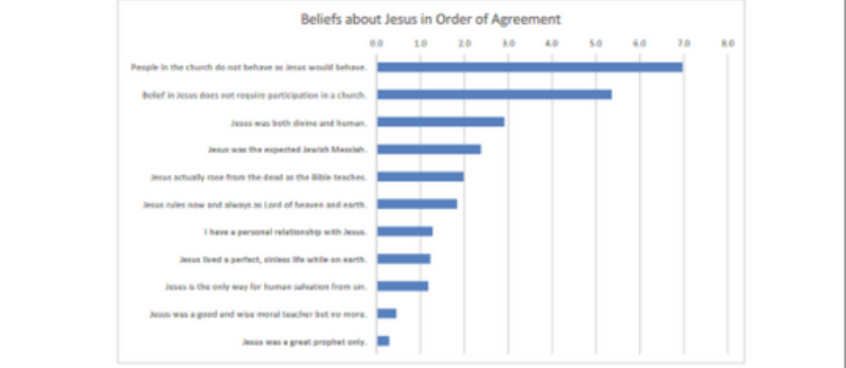
Beliefs about God are diverse. These statements express your study area's likely beliefs, ranging from well defined monotheism to loosely defined polytheism.

Study Area Detail	Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree
Everyone and everything is god.	36.6%	13.7%	32.2%	10.3%	7.2%
God is a higher state of consciousness that people may achieve.	23.4%	10.6%	32.8%	21.0%	12.2%
God is love and invites the world into a loving relationship.	11.7%	2.7%	22.8%	26.9%	35.9%
God is the full realization of human potential.	22.2%	8.8%	33.4%		
I believe God created a literal heaven and hell.	24.9%	11.5%	27.5%		
I believe God created the world but takes no further part in it.	48.1%	16.9%	26.4%		
I believe there are many gods.	44.0%	11.5%	28.2%		
I don't believe a god exists; the material universe is all that is.	50.3%	11.5%	20.8%		
I have a relationship with one living God.	17.6%	7.2%	22.4%		
I'm unsure/undecided about whether a god exists.	49.3%	14.6%	17.4%		
The forces of nature and the spirits within the creation are God for me.	25.4%	8.0%	32.8%		

Hint: The report indicates how people within the study area likely respond to the illustrative graph to see where the largest percentage is found.

Beliefs about Jesus

Ranking	Concern	Ratio	Strength
1	People in the church do not behave as Jesus would behave.	7.0%	Somewhat strong agreement
2	Belief in Jesus does not require participation in a church.	5.4%	Somewhat strong agreement
3	Jesus was both divine and human.	2.9%	Weak agreement
4	Jesus was the expected Jewish Messiah.	2.4%	Weak agreement
5	Jesus actually rose from the dead as the Bible teaches.	2.0%	Very weak agreement
6	Jesus rules now and always as Lord of heaven and earth.	1.8%	Very weak agreement
7	I have a personal relationship with Jesus.	1.3%	Very weak agreement
8	Jesus lived a perfect, sinless life while on earth.	1.2%	Very weak agreement
9	Jesus is the only way for human salvation from sin.	1.2%	Very weak agreement
10	Jesus was a good and wise moral teacher but no more.	0.5%	Very weak agreement
11	Jesus was a great prophet only.	0.3%	Very weak agreement



Charts!

The QuickInsite Report

Prepared for: Virginia Annual Conference UMC
Study area: Reville Drawn Polygon 2022

Base State: VA
Current Year Estimate: 2021
5 Year Projection: 2026
10 Year Forecast: 2031
Date: 3/7/2022
Semi-Annual Projection: Summer

About the QuickInsite Report

The QuickInsite report is designed to provide a quick look at a geography defined by a user. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

NOTE: Not all of the demographic variables available in the MI System are found in this report. The FullInsite or ExecutiveInsite Reports will give a more comprehensive view of an area's demographics and ViewPoint a fuller view of its beliefs and practices.

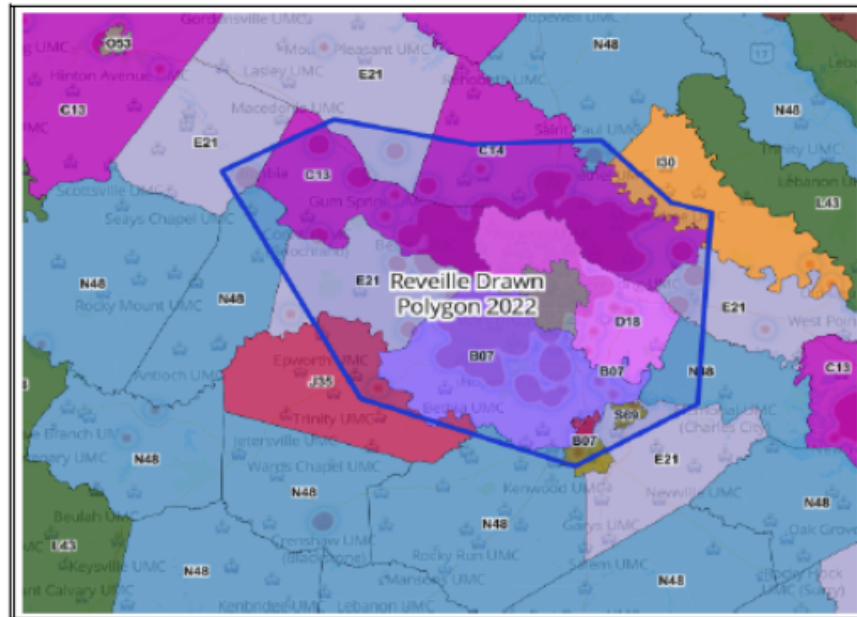
Two Sections

Two reports are provided on the following pages:

- The StoryView Report presents 9 demographic indicators of your study area.
- The ThemeView Report presents greater detail about those 10 indicators but organized around themes.

For more information on interpreting the various data on this report, please refer to the Supporting Information on the final page.

THE STUDY AREA



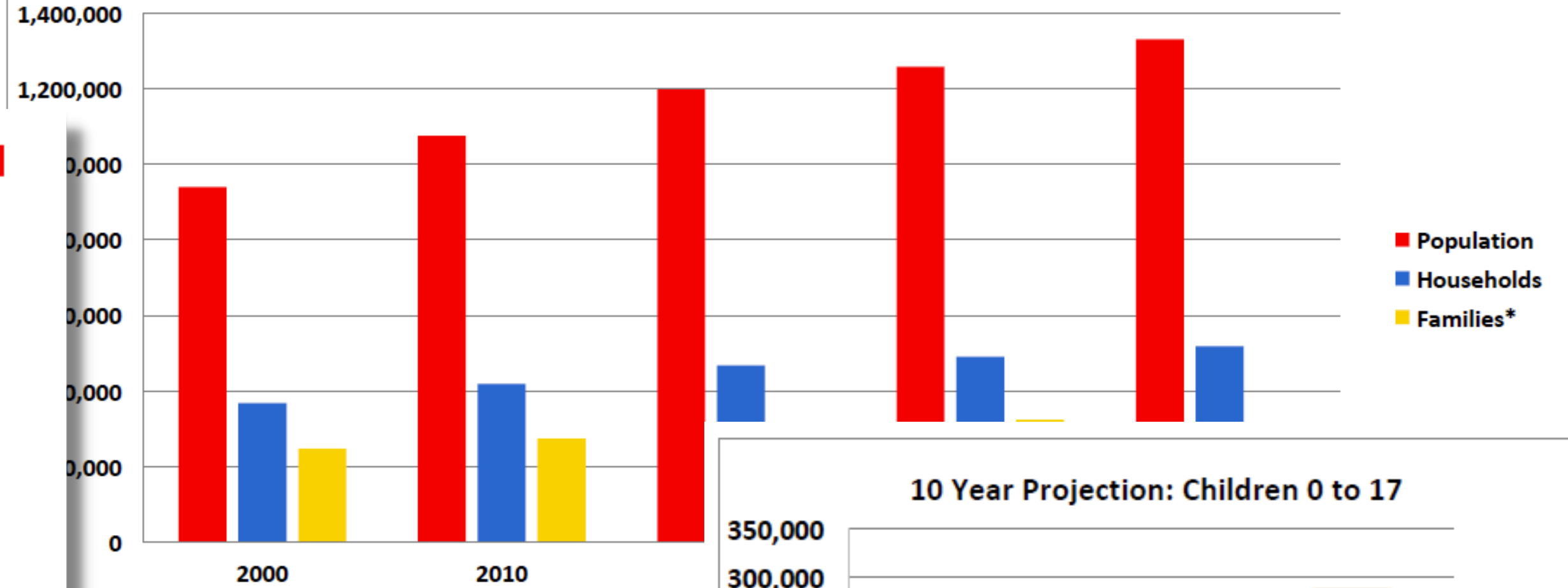
More Information

Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

Sources: US Census Bureau, Synergos Technologies Inc., Experian, DecisionInsite/MissionInsite

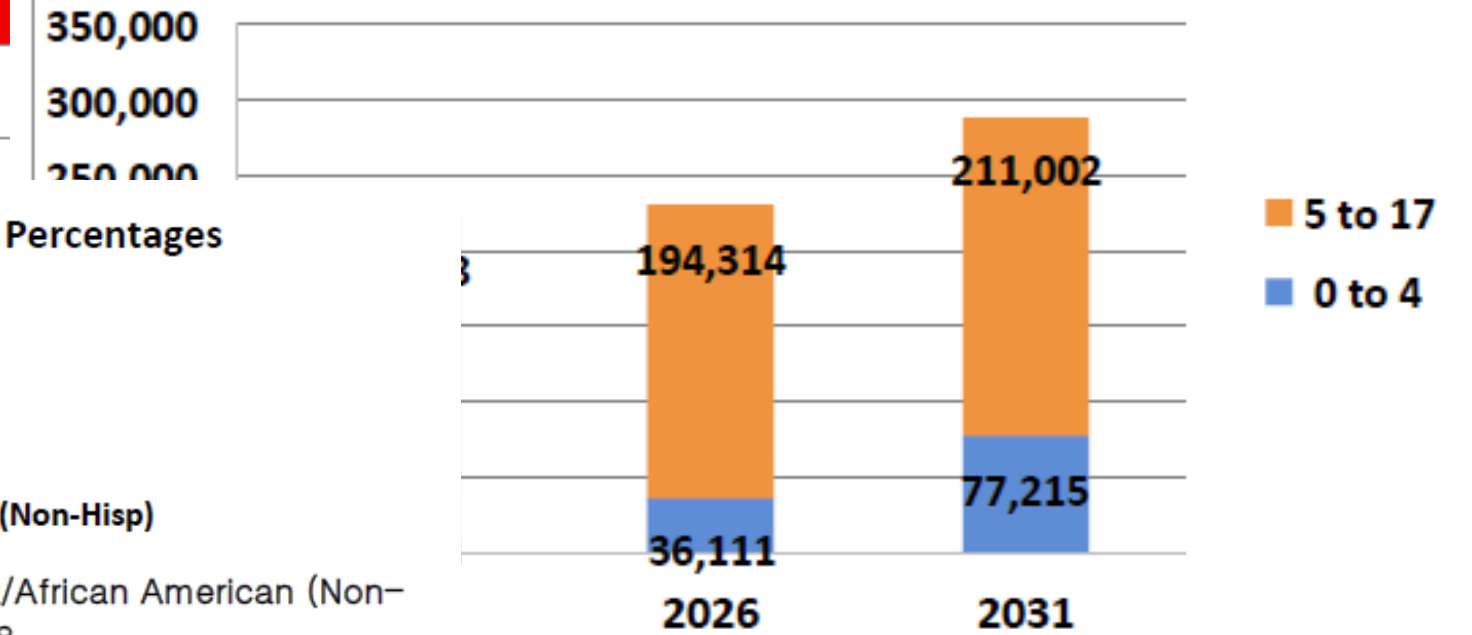
Page 1

History and 10 Year Forecast: Population and Households

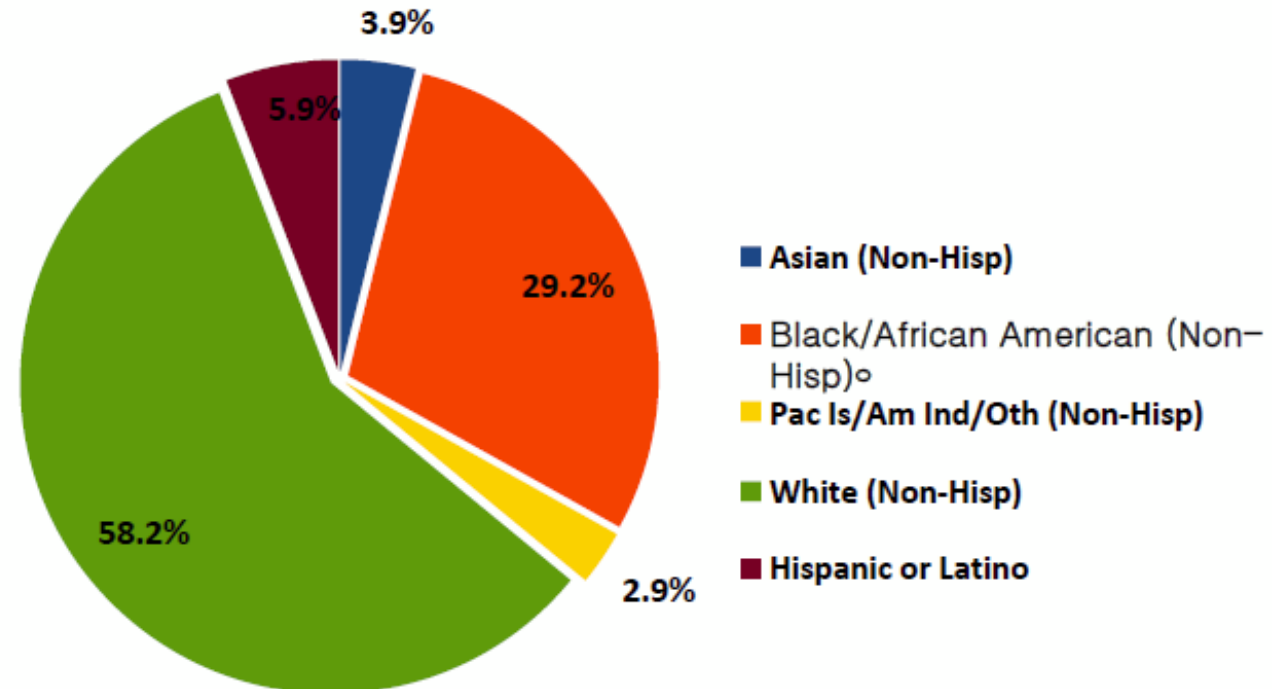


10 Year Projection: Children 0 to 17

Family Household data is not projected out 10 years.



Current Year Racial/Ethnic Percentages



Info!



The MinistryInsite Report 2021

Prepared for: Virginia Annual Conference UMC
Study area: 5 mi andrewchapel

Date of Report: 5/28/22
American Beliefs Study Version: 2021

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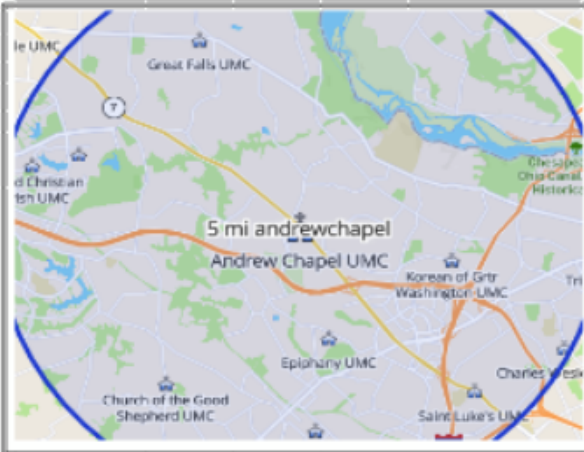
The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

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The Study Area



How to Read the Different Report Types

Four windows provide insight into the respondent's answers.

- Window #1:** Reveals the detailed responses across all options.
- Window #2:** Compares the study area responses to national average responses. For more details, see the last page.
- Window #3:** Compares data between this survey and previous surveys to reveal trends.
- Window #4:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

Priority List

Top 15 of 44 Life Concerns

Ranked by greatest concerns

Ranking	Concern	Ratio	Strength of Concern
1	Ongoing impact of COVID-19	20.8	Very Strong Concern
2	Social & political tensions/discord	8.9	Very Strong Concern
3	Racism/racial injustice	5.9	Very Strong Concern
4	Health crisis/illness	4.2	Very Strong Concern
5	Financing the future/savings/retirement	4.1	Very Strong Concern
6	Fear of the future or the unknown	3.6	Very Strong Concern
7	Illegal immigration	3.4	Very Strong Concern
8	Quality of children's education	3.1	Very Strong Concern
9	Losing weight/diet issues	2.9	Strong Concern

10 Personal health

11 Time for friends

12 Making the most of life

13 Caring for aging

14 Reaching ministry goals

15 Day-to-day life

Beliefs About Jesus

Study Area Detail

	Strongly Disagree	Somewhat Disagree	No Opinion	Somewhat Agree	Strongly Agree
Belief in Jesus does not require participation in a church.	7.2%	5.1%	21.8%	28.7%	37.1%
Jesus actually rose from the dead as the Bible teaches.	17.6%	5.7%	30.1%	10.6%	35.9%
I have a personal relationship with Jesus.	23.9%	8.3%	26.7%	14.9%	26.2%
Jesus is the only way for human salvation from sin.	23.3%	7.5%	33.0%	8.3%	27.9%
Jesus lived a perfect, sinless life while on earth.	15.1%	14.0%	35.4%	9.8%	25.8%
Jesus rules now and always as Lord of heaven and earth.	18.6%	5.1%	32.7%	12.8%	30.7%

Beliefs About Jesus

Strongly Disagree Somewhat Disagree No Opinion Somewhat Agree Strongly Agree



Predefined Reports

What is it?

Quick Insite

10 pages. It provides an initial impression of a study area through a set of 12 demographic variables, the top 10 Mosaic Segments and 5 Religious Beliefs and Practices derived from the Simmons National Consumer research data.

Executive Insite

16 pages. Its purpose is to "tell the demographic story" of the defined geographic study area. ExecutiveInsite integrates narrative analysis with data tables and graphs. Playing on the report name, it includes 12 "Insites" into the study area's story. It includes both demographic and beliefs and practices data.

Comparative Insite

10 pages 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.

MinistryInsite & ReligiousInsite

30 pages. ReligiousInsite provides insights into community beliefs and religious preferences. MinistryInsite focuses on practical applications of the 2021 survey. It includes life concerns, reasons for non-participation (or considered nonparticipation) in a religious congregation or community, and a list of preferred ministries or programs. These are based on the specific study area. Customized priority lists address the study area's concerns, program and ministry preferences and more.

MinistryInsite/ ReligiousInsite Priorities

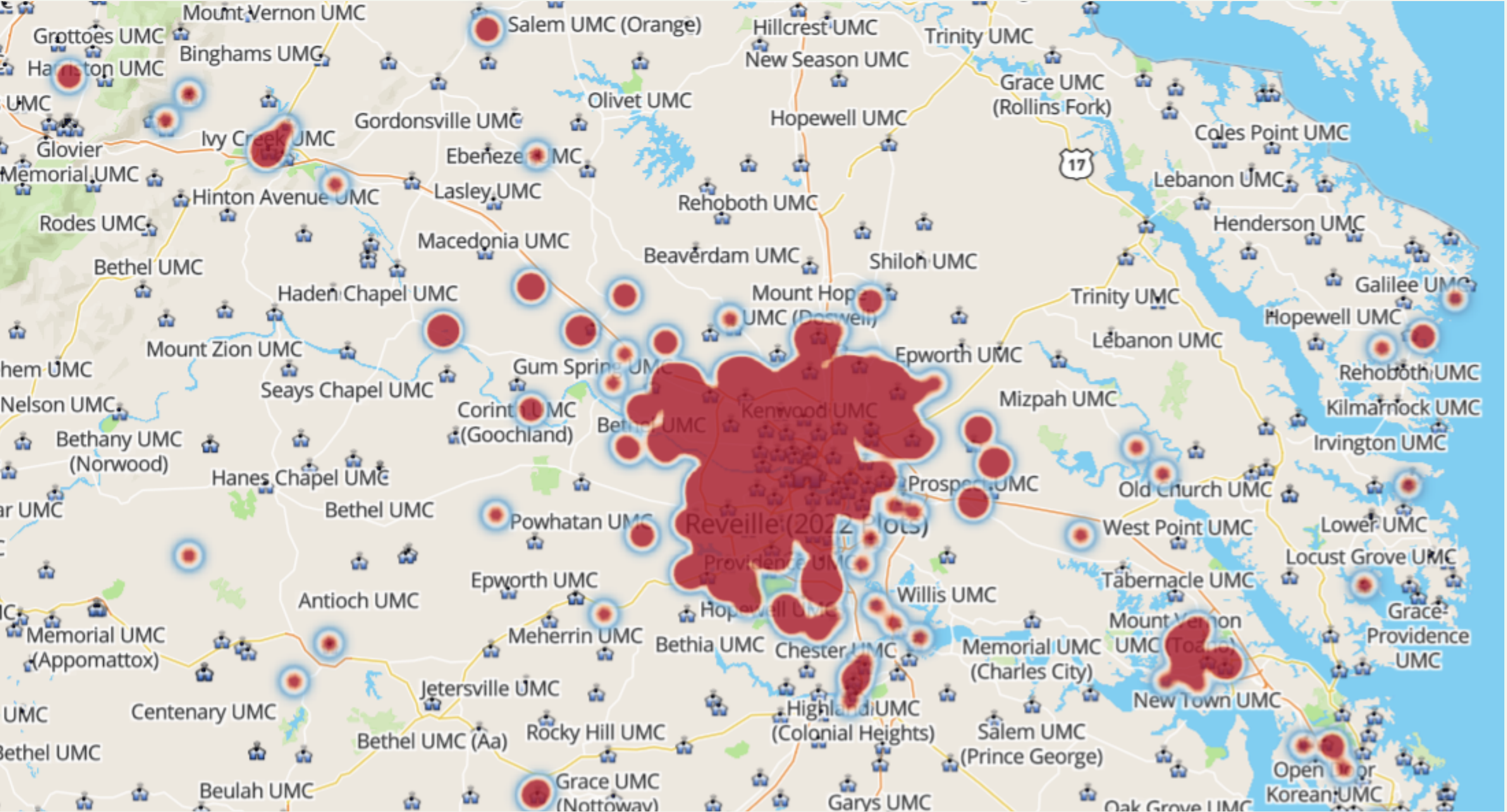
8 pages. The ReligiousInsite Priorities Report and MinistryInsite Priorities Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

This can help us make decisions

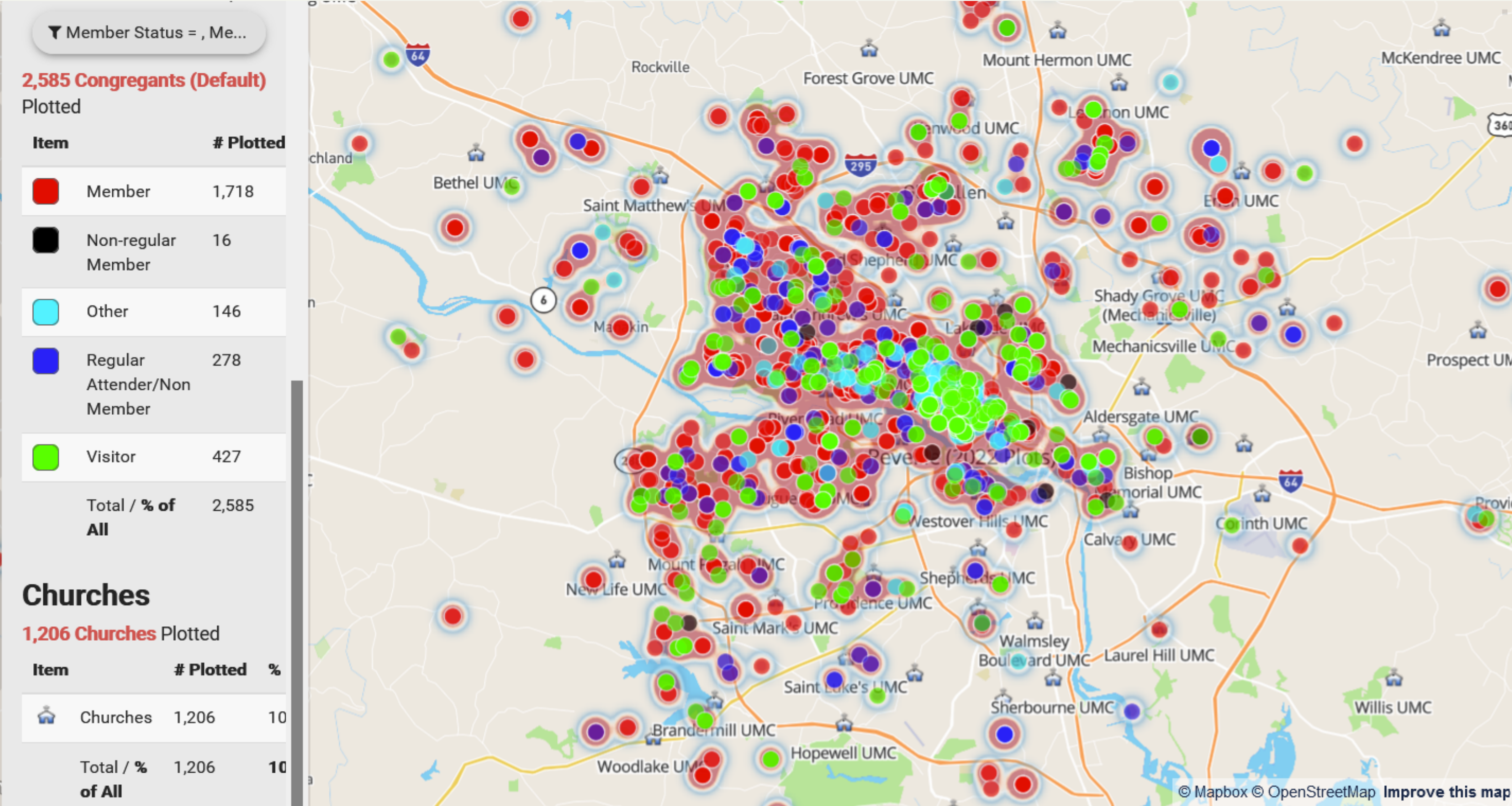
- We don't have to guess at all the things.
- We can make informed decisions regarding ministries and direction
 - Language--ESL-- who can get to you, what languages should/could you offer
 - "We just need young families!" Are there any?
 - Staffing for growth


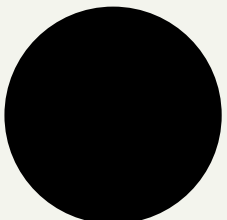

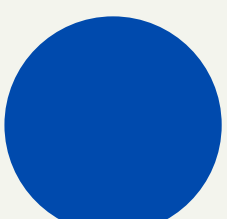

What else does it do?

Plot your people!



Sort Your people!



Dot Color	Mission Insite Member Status	Reveille Member Types
	1. Member	Professing Member, Baptized Member, Clergy
	2. Non-regular Member	Staff
	3. Other	Reveille Weekday School student families
	4. Regular Attender/Non Member	Constituent, Constituent Child, Constituent Lifetime, Clergy Outside Reveille, Affiliate-Associate
	5 – Visitor	Visitors

Member Status = , Me...

2,585 Congregants (Default)

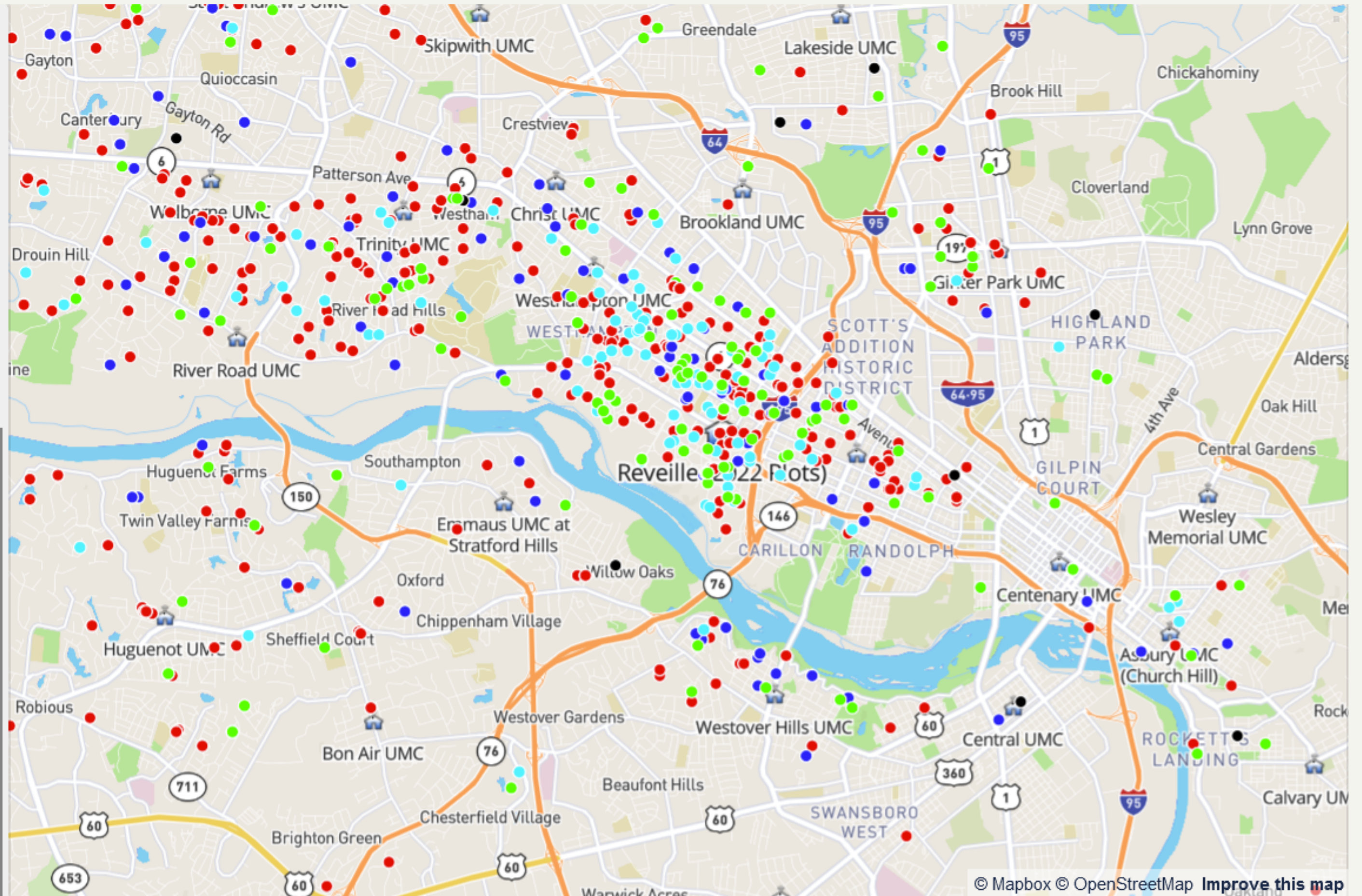
Plotted

Item	# Plotted
Member	1,718
Non-regular Member	16
Other	146
Regular Attender/Non Member	278
Visitor	427
Total / % of All	2,585

Churches

1,206 Churches Plotted

Item	# Plotted	%
Churches	1,206	10
Total / % of All	1,206	10



Using the Data

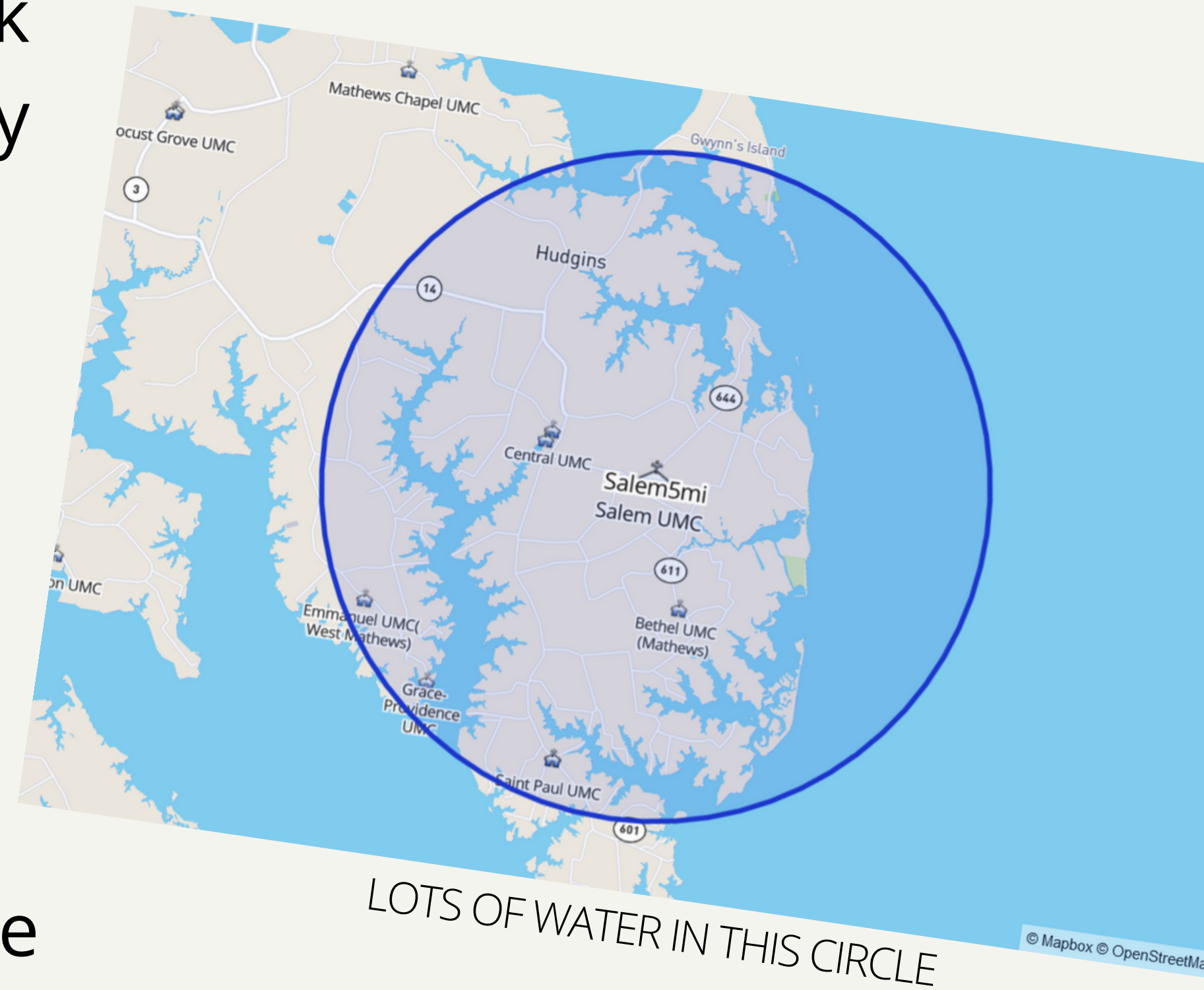
Mosaic Groups & Ministry Reports



Handouts!

We are providing you with your Quick Insite Report with a 2.5, 5, or specially drawn radius around your church.

- Note- we were trying to compare 'apples to apples' and so this is what we picked- BUT Herndon UMC, for example, has **93,954** people in a 2.5-mile radius in 2022. Bethel has **1,994** in a 5-mile radius.



Dive into Data!

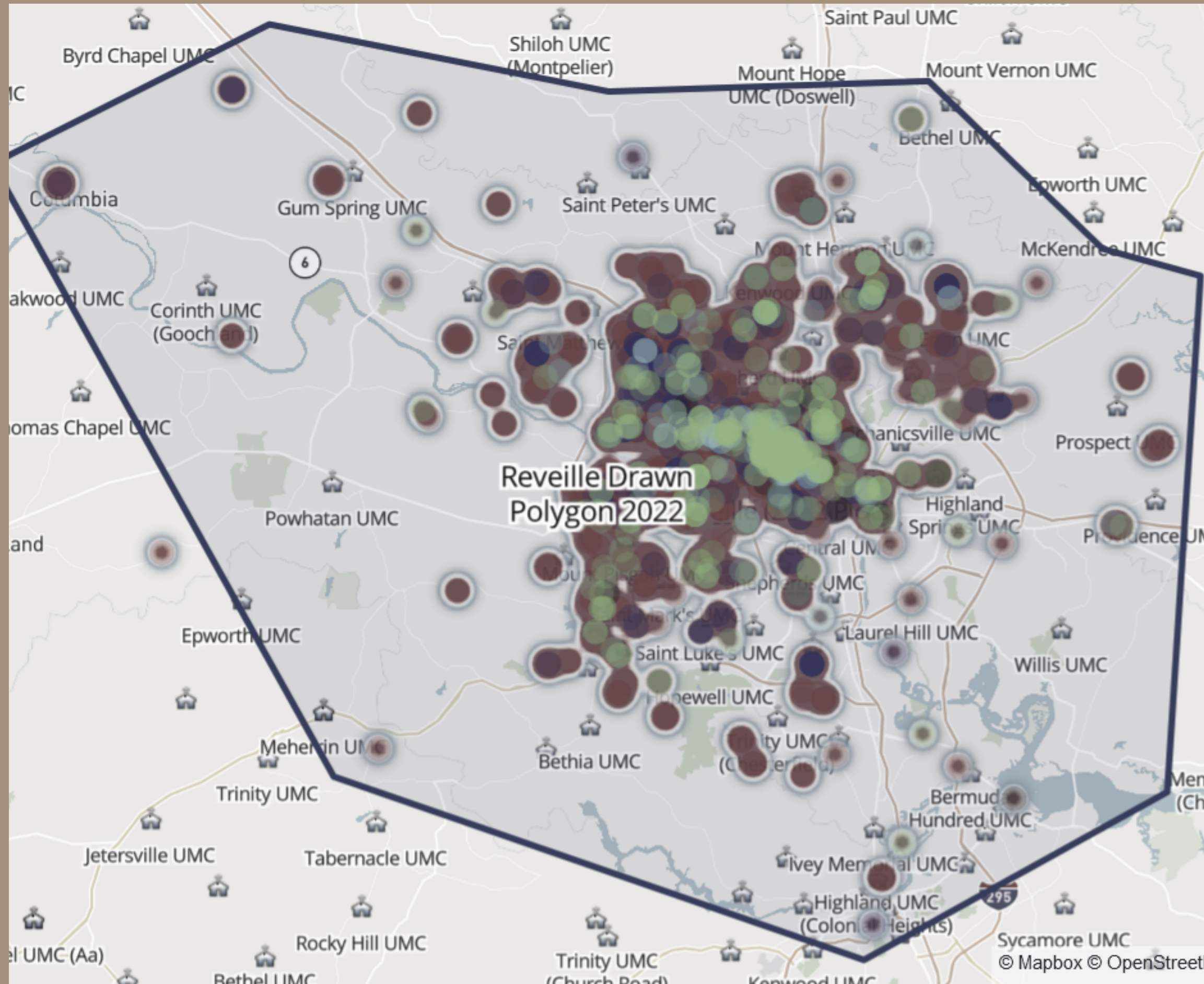
Study Area

We plotted your data and then drew this shape around MOST of them

We plotted **2,585** households.

This **SHAPE** includes **2,304 households** connected to Reveille. (**89.13%**)

With a total population in 2021 of **1,198,170**

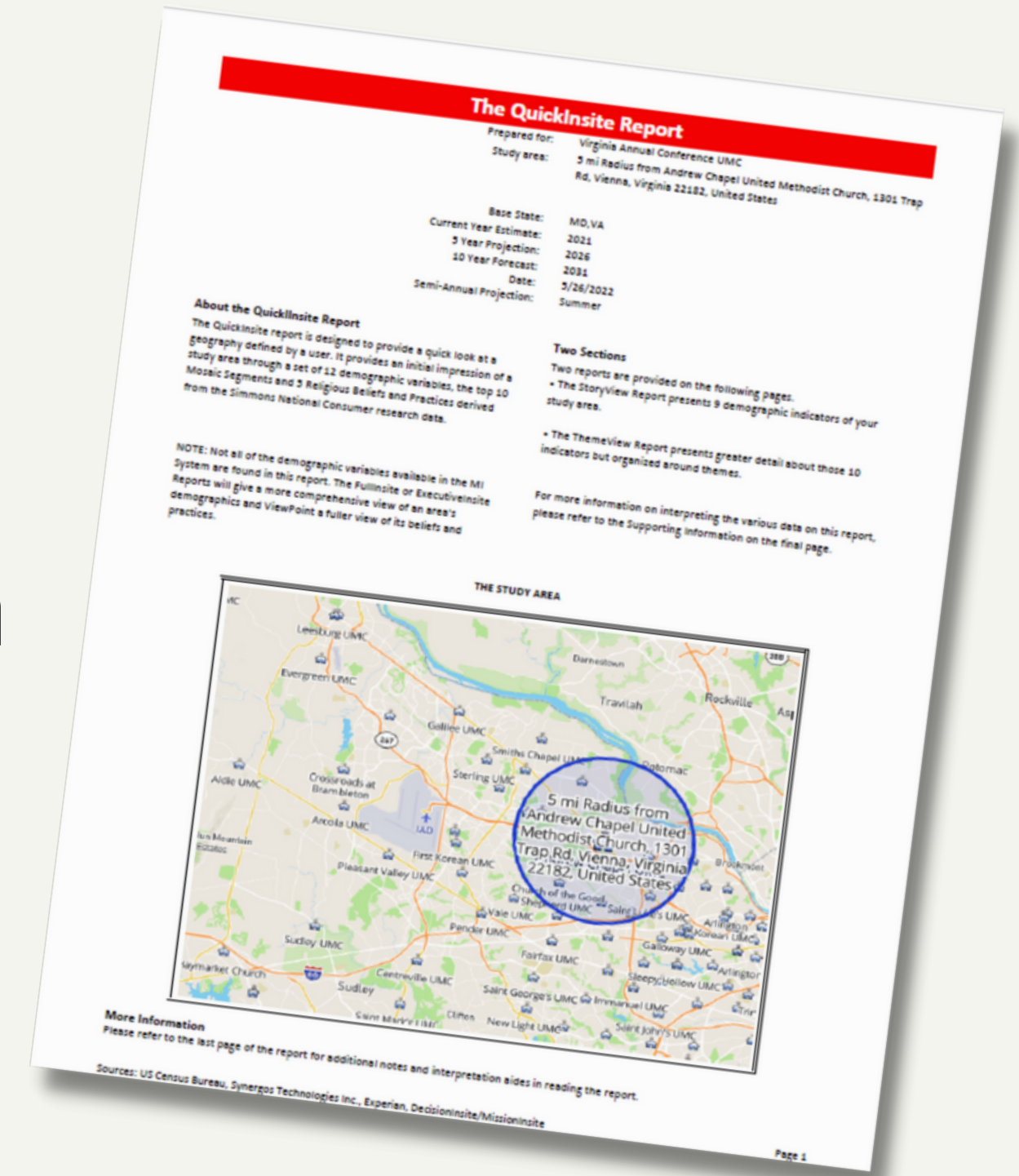


Take 2-3 minutes to flip through the **Quick Insite** Report!

RESIST the temptation to flip through the second handout!

We will get there! I promise! I believe in you!

****Remember this is reporting on the circled area around your church.***

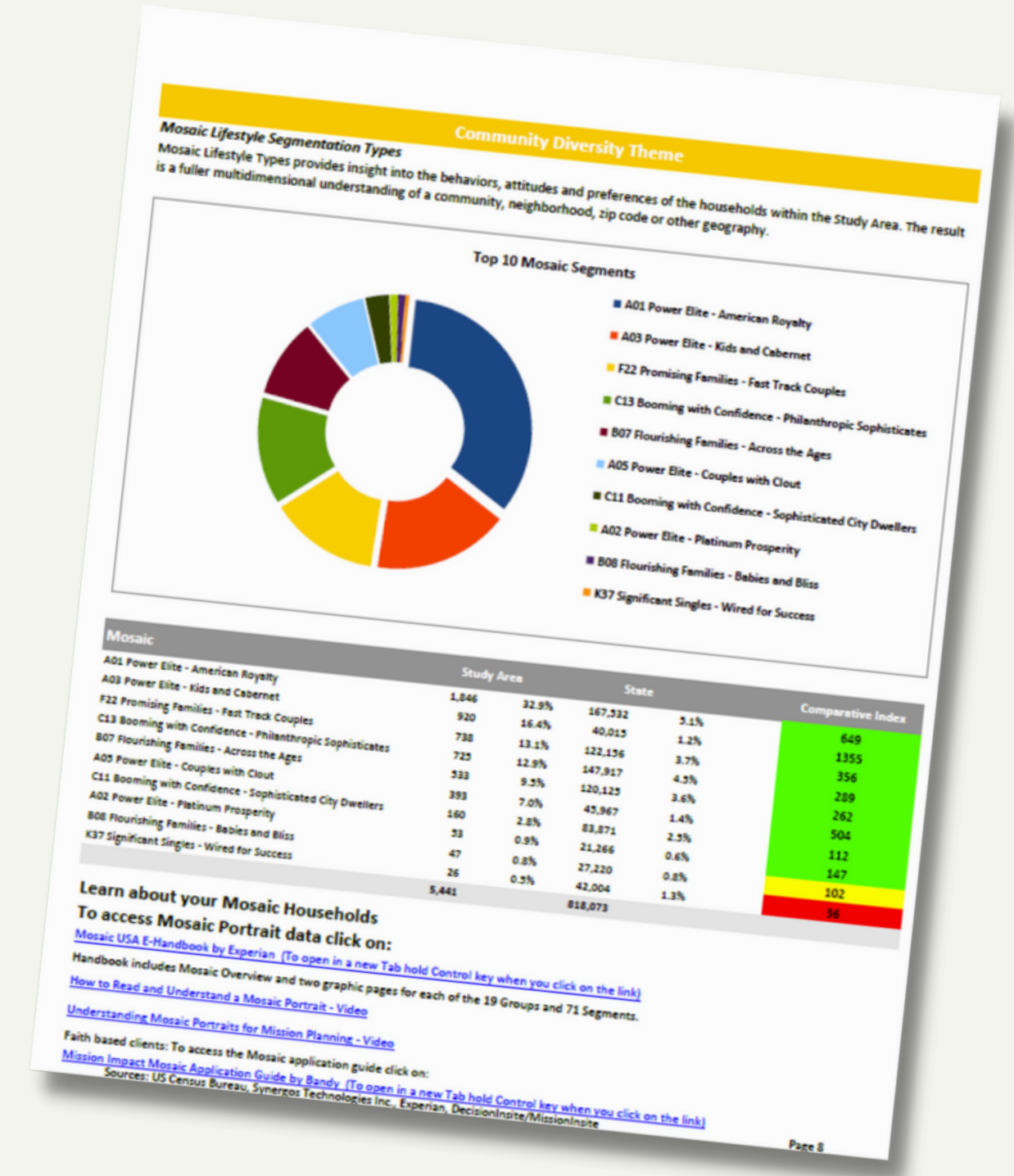


Mosaic Segments

Turn to page 8 in your Quick Insite

These are your top 10 Mosaic Segments.

Mosaic Lifestyle Types provides insight into the behaviors, attitudes, and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



Mosaic is a consumer segmentation that describes American Consumers. (The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer.) (Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes.)

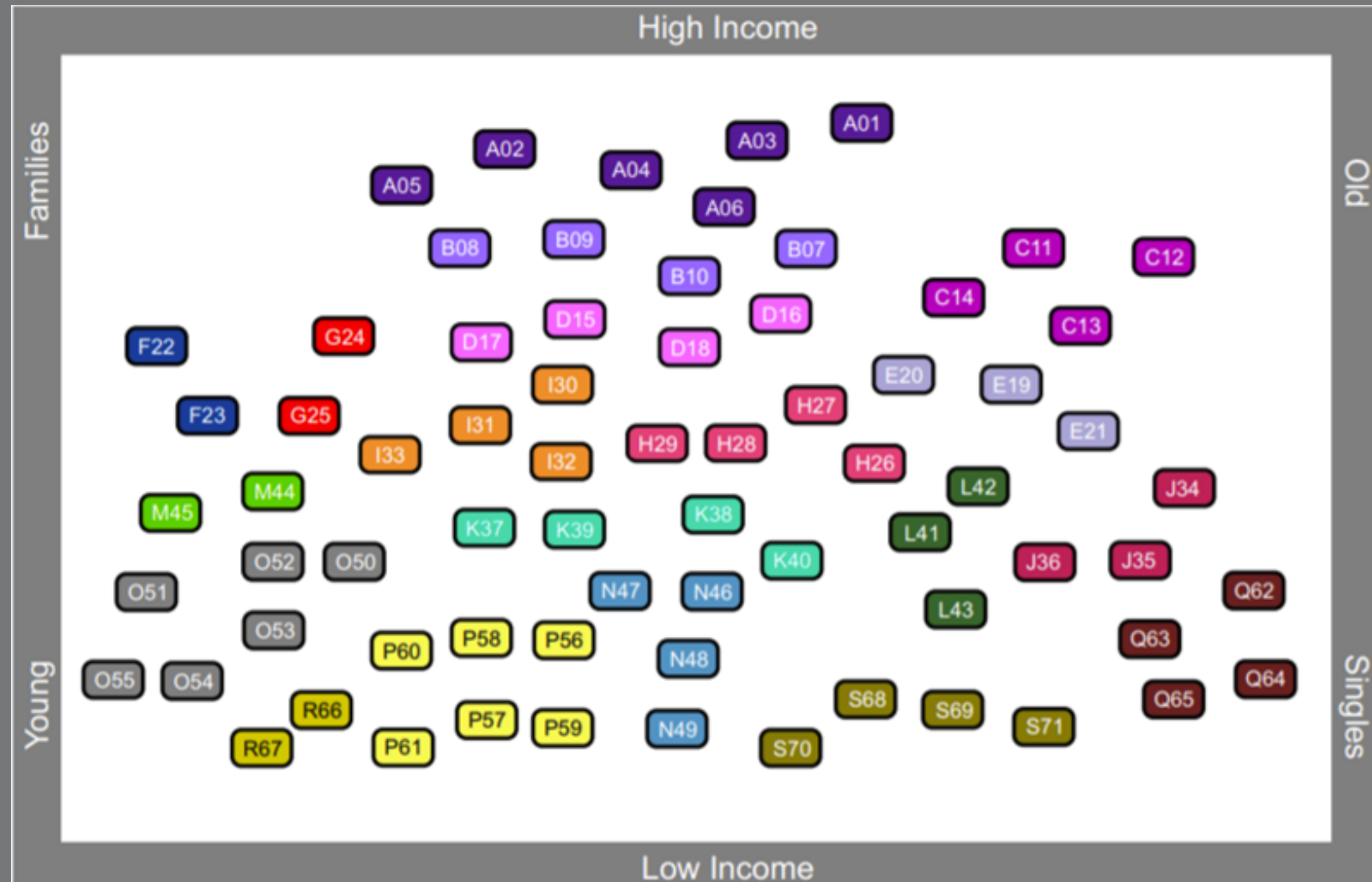


Why does this matter?

Mosaic Groups Can Help Us
Make Informed Decisions

Mosaic Groups

Experian's Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.



Mosaic Groups

A

Power
Elite

B

Flourishing
Families

C

Booming
with
Confidence

D

Suburban
Style

E

Thriving
Boomers

F

Promising
Families

G

Young City
Silos

H

Bourgeois
Melting
Pot

I

Family
Union

J

Autumn
Years

K

Significant
Singles

L

Blue Sky
Boomers

M

Families in
Motion

N

Pastoral
Pride

O

Singles &
Starters

P

Cultural
Connections

Q

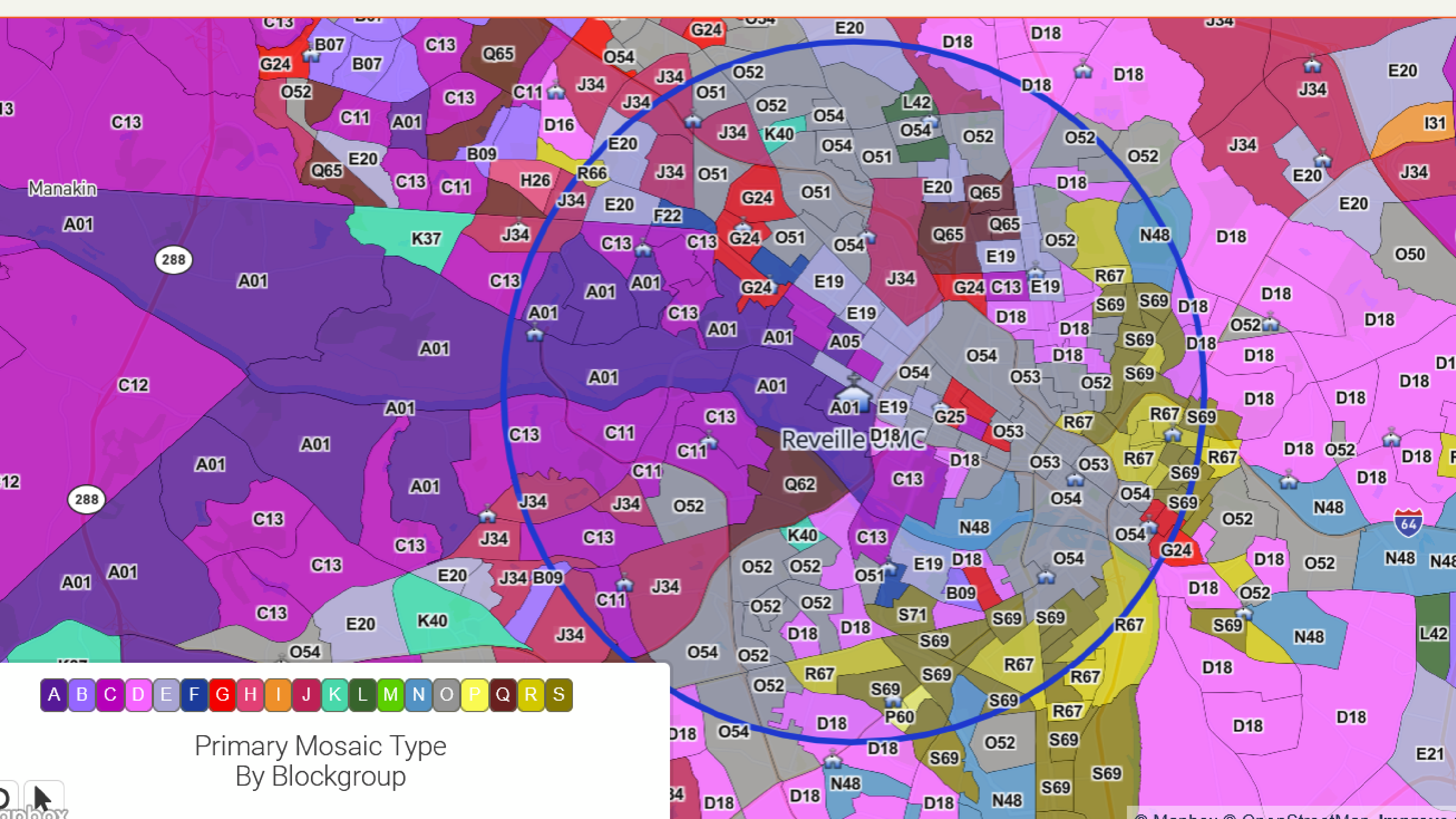
Golden
Year
Guardians

R

Aspirational
Fusion

S

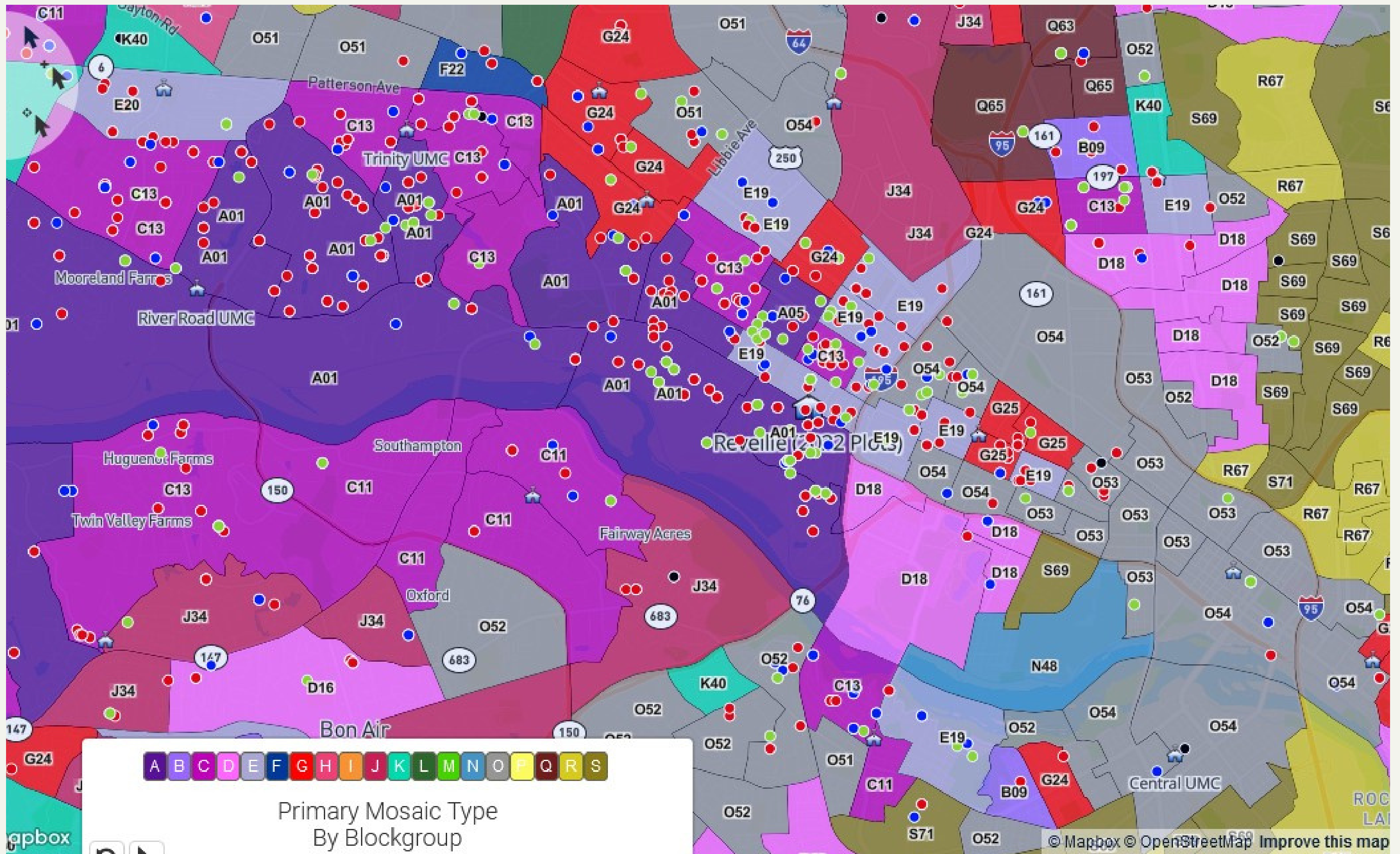
Thrifty
Habits

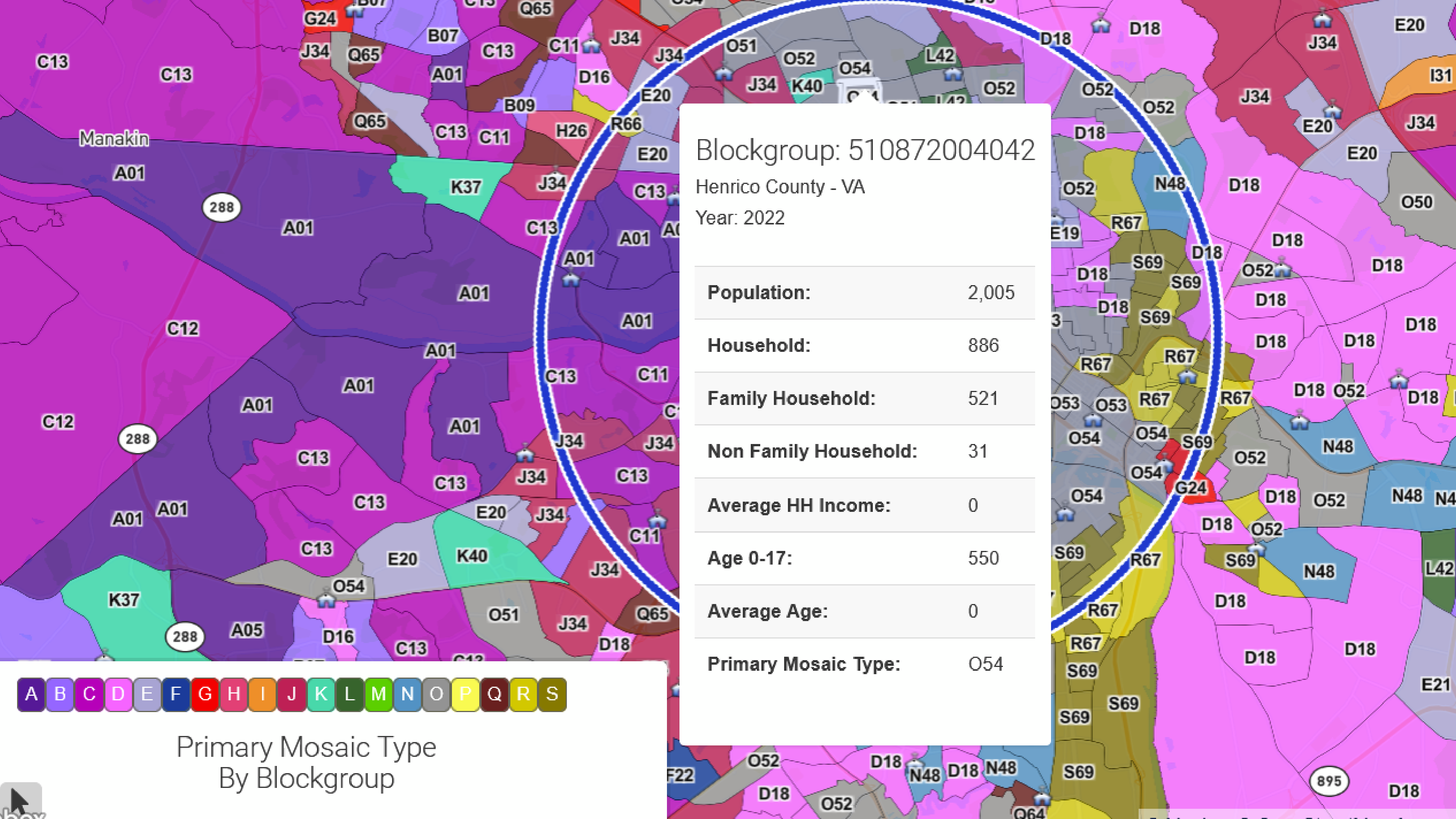


A B C D E F G H I J K L M N O P Q R S

Primary Mosaic Type
By Blockgroup





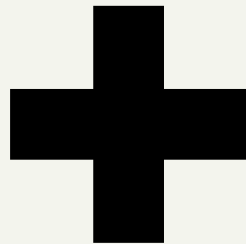


Blockgroup: 510872004042
 Henrico County - VA
 Year: 2022

Population:	2,005
Household:	886
Family Household:	521
Non Family Household:	31
Average HH Income:	0
Age 0-17:	550
Average Age:	0
Primary Mosaic Type:	O54

- A
- B
- C
- D
- E
- F
- G
- H
- I
- J
- K
- L
- M
- N
- O
- P
- Q
- R
- S

Primary Mosaic Type
By Blockgroup



experian.

O O50 O51 O52 O53 O54 O55

O Singles and Starters
Young singles starting out and some starter families living a city lifestyle

17.78% | 12.10%

Who we are

Head of household age
25-30
455 | 46.8%

Est. Household income
\$50,000-\$74,999
131 | 26.6%

Home ownership
Renter
347 | 44.8%

Type of property
Single family
90 | 83.4%

Household size
1 person
216 | 74.3%

Age of children
7-9
93 | 11.0%

Channel preference

TV: 159, Mail: 71, Direct Mail: 304

Mobile SMS: 244, Email: 27, Social Media: 30

Technology adoption
Wizards

Key features

- Rental housing
- Single adults
- Politically disengaged
- Engage via radio
- Foodies
- Digitally savvy

Mosaic USA

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www.segmentationportal.com

Group O: Singles and Starters

Young singles starting out and some starter families living a city lifestyle
Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Looking for heroes of faith*
Spiritual Issues: *Feelings of guilt, anxieties about abuse and shame*

Common Church Presence

- Sceptical of religion
- Open to personal spirituality
- Materialistic and ambitious
- Digitally savvy and intense social media
- Often frustrated, sometimes angry
- Fragile self-confidence



Potential Influence

1 st Tier Group Compatibility	Family Group O <i>Singles and Starters</i>	2 nd Tier Group Compatibilities
G Young City Solos F Promising Families K Significant Singles	O50 Full Steam Ahead O51 Digitally Savvy O52 Urban Ambition O53 Colleges and Cafes O54 Influenced by Influencers O55 Family Troopers	M Families in Motion P Cultural Connections R Aspirational Fusion

Communication

Resource: *Mosaic E-Handbook* by Experian

Communication in Daily Living			Communication in Church Participation		
x Broadcast/Streaming TV	Direct Mail	x Radio	x Live Recorded Video	Print and Paper	Announcements or Visits
x Mobile SMS	Email	Social Media	x Text Message	Email	Social Media

General Comments:

Singles and Starters rarely consider church participation, much less make it a habit. However, they are looking for heroic figures both in digital fantasy and in real life. Clearly this is a challenge for church institutions and traditional clergy today. *Singles and Starters* do not want their heroes to have "feet of clay". They quickly detect hypocrisy. They can respond very positively to spiritual leaders with larger-than-life reputations: moral examples who lead movements (political, environmental, social, and economic) that change the world; or local and regional leaders who stake their lives in a good cause.

Singles and Starters often say that they are too busy to become involved in an institutional church, but they are often just being polite. Church doesn't easily fit into any part of their lifestyle at work or play. They tend to be

So, who are these Os?

5 of you have Os

O Singles and Starters

Young singles starting out and some starter families living a city lifestyle

🏠 17.78% | 12.10% 👤



Key features

- Rental housing
- Single adults
- Politically disengaged
- Engage via radio
- Foodies
- Digitally savvy

Who we are

Head of household age 🎂 25–30 455 46.8%	Type of property 🏠 Single family 90 83.4%
Est. Household income 💰 \$50,000–\$74,999 131 26.6%	Household size 👤 1 person 216 74.3%
Home ownership 🤝 Renter 347 44.8%	Age of children 👶 7–9 93 11.0%

Channel preference

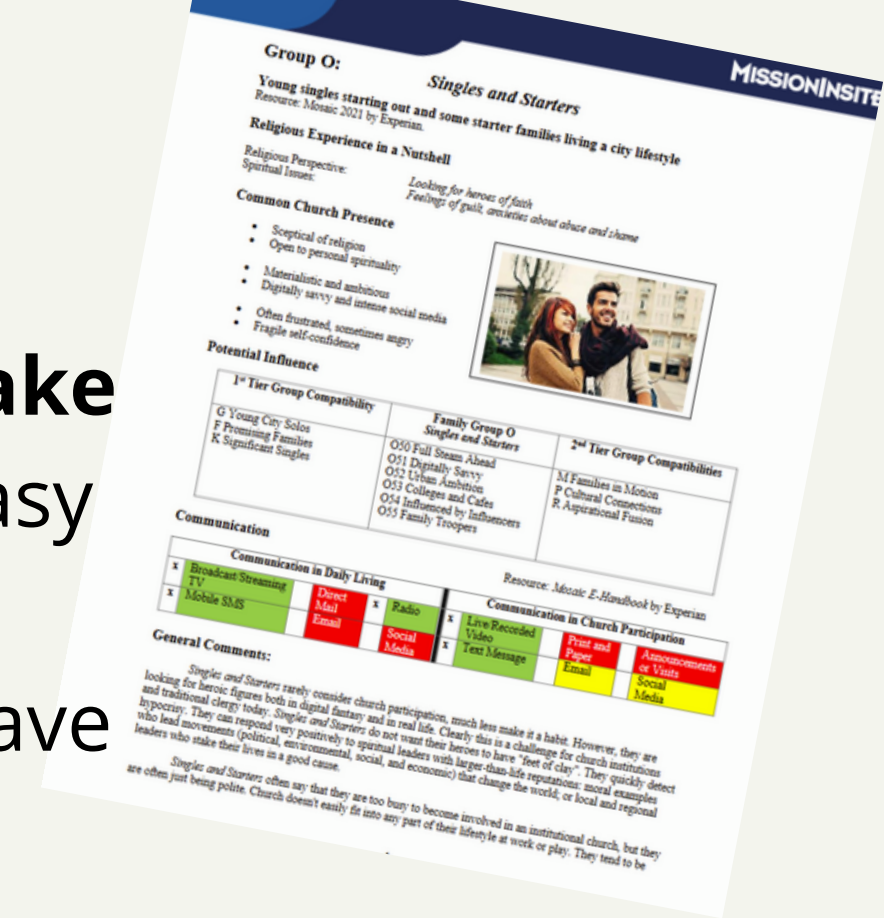


Technology adoption



Os

Singles and Starters **rarely consider church participation, much less make it a habit.** However, they are looking for heroic figures both in digital fantasy and in real life. Clearly, this is a challenge for church institutions and traditional clergy today. Singles and Starters do not want their heroes to have "feet of clay". They quickly detect hypocrisy.



Singles and Starters are starting out in entry-level jobs. Many have significant debt. Some are entering military careers. Much of their college education is complete, but some haven't graduated. Some are single parents. They live in low-income housing but dream of high-income mansions. **Friends may be more important than family. However, they may feel increasingly feel out-of-place.** Their friends marry or disappear in pursuit of their own careers. They may feel lost in the speed, flux, and blur of modern life. They are in transition in every way. **Churches that reach them are very creative in their programming.** They aggressively eliminate "sacred cows" (sacred properties, technologies, people, and programs), and **are very clear about "sacred essentials"** (sacred moments, sacred habits, and sacred relationships).

O51

Digitally Savvy

Young singles who live digital-driven smaller city lifestyles

O51 (3 of you)



Key features

- Ambitious
- Video gamers
- Single adults
- Eager to spend
- Music lovers
- Digitally savvy



Wizards

Digitally Savvy is one of the most ubiquitous lifestyle segments in America. They live in both small town and urban contexts and often feel out of place in their neighborhood surroundings. They move frequently. **It is hard for established churches to get to know them.** They are educated and capable but may be frustrated in careers and angry at economic roadblocks. Their anger carries over to the church which they often consider manipulative and to church members who they often consider hypocrites. They want to get more life out of life. They want better careers, the latest fashions, and the newest gaming consoles and other electronics. **They are more likely to sleep in on Sunday morning, grab a late breakfast in a café, and meet friends for shopping or sports.**

Churches probably won't connect with them through traditional evangelism, worship, or Sunday schools. The church, even in some of its most creative forms, is just not relevant. These creative multi-taskers spend as much time in the virtual world as the real one. Video and instant messaging are primary ways to learn and communicate usually while listening to music. This is one reason why they find traditional church worship boring, and often struggle in traditional educational settings. **They are always developing interpersonal relationships and may connect through church sponsored events. They are ready to join a short-term social service team for a good cause.**

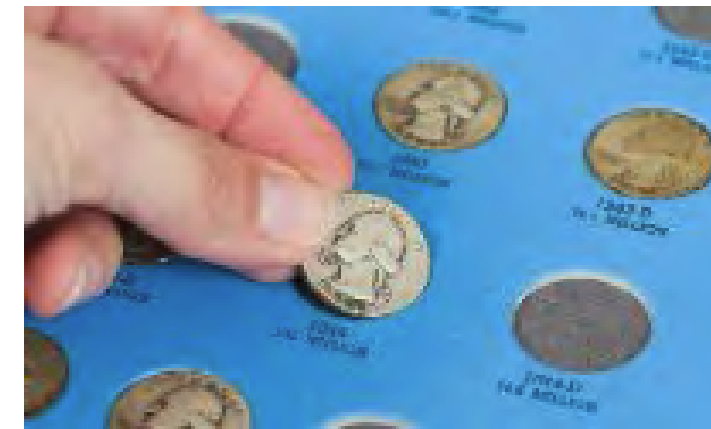
**You guys
are all
over the
place with
SO many
Mosaics!**

Mosaic 1	Mosaic 2	Mosaic 3	Mosaic 4
A01			
A03	A05		
B07	F22		
B07	C13	A01	
B07	C11	J34	D18
C13	A01	B10	
C13	O54	J34	
D18	B07	F22	
D18	O52	F22	O51
E21	I30	Q64	
I30	E21	Q64	
J34	C14	D18	E20
J34	Q64	E20	O51
L43	N48	Q64	
L43	Q64	M44	
N48	L43	Q64	
O51	J34	C11	
O54	O52	D18	S69

Q64 Established in Society

Stable, sophisticated seniors living in older homes and leading sedentary lifestyles

Q64 (6 of you)



Key features

- Avid TV watchers
- Rural lifestyle
- Seniors
- Home-centered activities
- Conservative values
- Cautious money managers



Novices

Faith, family, and community are pillars of strength for these older retirees who are aging in homes and hometowns where they have lived for as much as 25 years. They are not particularly mobile, and **like to stay close to home**. They've been downsizing their possessions, and are content with less. They have lower incomes and fewer investments, but also have lower costs and expenses. They are happy with their standard of living and don't worry too much about themselves ... but they are worried about the world, their local community, and the future of their church.

These tend to be **very spiritual people who practice personal devotions and try to lead ethical lives**. They gravitate to more theologically and ideologically conservative established churches that preserve orthodoxy, respect elders, and protect traditional family values. **They usually try to avoid extreme opinions, radical politics, risky ventures, and hasty decisions**. They are more than willing to serve on a church board. They stay well informed about local and global events, and denominational policies and missions.

These people have deep roots in the community and church, and many of their friends are among church members. They are often interested in developing human potential, **and personally participate in opportunities for Christian education**. Within their physical and financial limitations, they are glad to volunteer or donate for a good cause. Harmony, continuity, and predictability are important values for a church.

C13 Philanthropic Sophisticates

Mature, upscale couples in suburban homes

(6 Cs in the room)



Key features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles



Apprentices

Philanthropic Sophisticates **see the church as an important part of the educational and social service networks** in the United States. Spiritual life and lifelong education are closely related, along with donations to charities and philanthropic activities. **They join churches that prioritize education and the arts, and which have the resources to provide high quality worship. Their church usually supports at least one, major, ongoing "signature" outreach ministry that has a citywide or regional reach.** They generally have a more global than local perspective, with a high sense of wellbeing. They are committed to their careers and have planned lifestyles. They are relatively liberal in their social views and tend to connect with moderate or more liberal churches. They may serve on church or non-profit boards, and often find satisfaction mentoring young protégés.

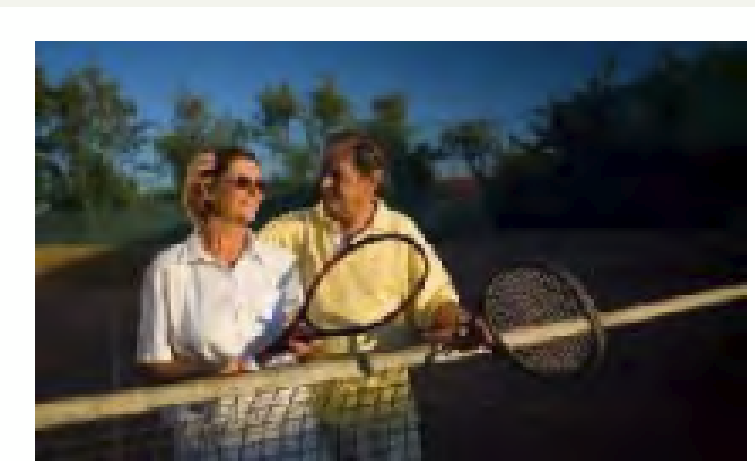
Philanthropic Sophisticates are over 65 and many are widowed or divorced. They are long-time residents in stylish homes of their neighborhood. They tend to be very loyal to their local church and denomination. **The members are often old friends, although they may not socialize regularly during the week.** They may make generous bequests to the church. The architecture, liturgy, and symbols of the church provide a strong sense of belonging. **They often support the idea of family friendly, seeker sensitive, bi-racial, and culturally diverse churches ... but participation may challenge their comfort zones.** They encourage church planting but may not easily participate in new churches. Their ideals and skills make them the “back bone” for many large churches and denominations.

A01

American Royalty

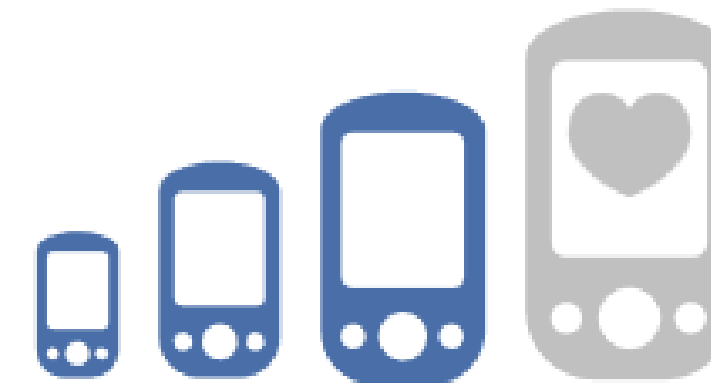
Affluent, influential and successful couples and families living in prestigious suburbs

(4 As in the room)



Key features

- Prestigious housing
- Luxury living
- Upscale cars
- Healthy lifestyles
- Charitable giving
- World travelers



Journeymen

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. **They enjoy the privileges of membership and expect to shape policy and oversee personnel. However, they may be sporadic in church attendance, and may gladly connect with a church via webcasts on the internet from wherever they happen to be traveling.** They generally prefer a larger church (but not necessarily a mega-church). It will be a church of history or significant reputation, which is acknowledged as influential in a denomination or in public affairs. **Attitudes toward the church are increasingly ambivalent,** partly because churches are so often critical of personal wealth. They tend to personalize religion and associate spirituality with health and wellness and nature.

They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results. **They are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fundraising for local or global charities.** They have a strong sense of well-being and desire to leave a lasting legacy.

F22

Fast Track Couples

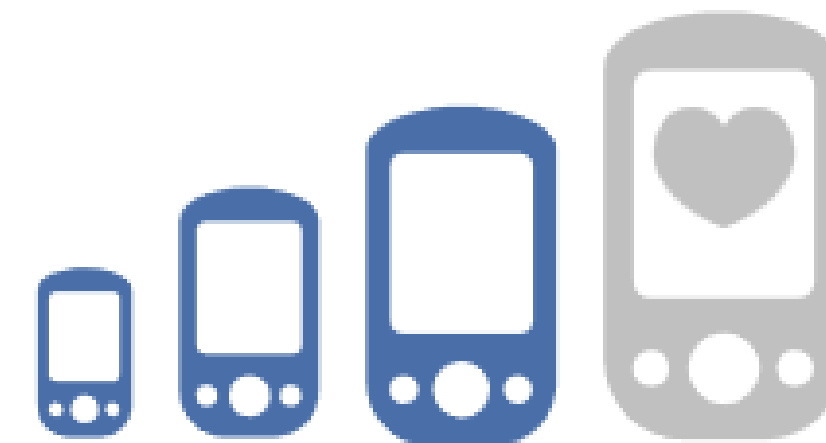
Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

(3 F22s)



Key features

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy
- Music lovers
- Football fans



Journeymen

Fast Track Couples are mobile physically and virtually, and often on the leading edge of expanding urbanization. **It is difficult for the church to either attract or bless them as they pass by.** Households combine dual incomes to survive, and they may have to go into debt for continuing education to thrive. **They struggle to balance free time and work time and may feel overwhelmed.** They often live in an ethical blur. There are few absolutes in their lives, and they are inconsistent in their spiritual habits. Their behavior is pragmatic and self-absorbed. They are not very involved in local communities, but may be hungry for authentic, deep, and lasting relationships. A sense of emptiness or meaninglessness can suddenly overtake them. Unexpected tragedy can disrupt their lives, and they often look for help in times of crisis. They are open to lifestyle influencers (especially bloggers).

Church involvement may be sporadic and driven by crisis. They tend to gravitate toward new church developments, or a multi-site of a mega-church. They may not readily understand worship traditions or organizational structure. Some may be driven by relationships or daycare needs toward new church developments. **Everything about a church needs to be convenient: central location, easy parking, and accessible entrances, and secure nurseries.** All resources should be instantly accessible through the internet, including a podcast of the worship service that these people may well have missed because of busy weekend lives.

Just a Sample!



Tom Bandy Reports

Ok! Grab handout 2!

This is your TOP Mosaic Group Ministry Impact Guide.

This is what helps take some of the guesswork out of your ministry.

The report is broken down into several ministry areas.

Turn to page 3! (Education)


MISSIONINSITE

Segment A01: American Royalty
Affluent, influential, and successful couples and families living in prestigious suburbs
Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell
Religious Perspective: *Entitled spirituality*
Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

Common Church Presence

- Church membership and social status
- Religion and social influence
- High aesthetic expectations
- Philanthropic attitudes
- Sporadic attendance
- Global awareness



Potential Influence

Lifestyle Compatibility	Family Group A <i>Power Elite</i>	Frequent Neighbors
B08 Babies and Bliss B09 Family Fun-Tastic B10 Cosmopolitan Achievers C14 Golf Carts and Gourmets	A02 Platinum Prosperity A03 Kids and Cabernet A04 Picture Perfect Families A05 Couples with Clout A06 Jet Set Urbanites	C13 Philanthropic Sophisticates E19 Consummate Consumers G24 Ambitious Singles F22 Fast Track Couples

General Comments:

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. They enjoy privileges of membership and expect to shape policy and oversee personnel. However, they may be sporadic in church attendance, and may gladly connect with a church via web casts on the internet from wherever they happen to be traveling. They generally prefer a larger church (but not necessarily a mega-church). It will be a church of history or significant reputation, which is acknowledged as influential in a denomination or in public affairs. Attitudes toward the church are increasingly ambivalent, partly because churches are so often critical of personal wealth. They tend to personalize religion and associate spirituality with health and wellness and nature.

They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results. They are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fund raising for local or global charities. They have a strong sense of well-being and desire to leave a lasting legacy.

Color Key High Priority Medium Priority Low Priority

High Priorities also marked with "X" for churches photocopying in black and white.

Mission Impact 4.0 by Thomas Bandy Last Rev Dec 2021 © 2021 ACS Technologies 1
Powered by the people of **ACS Technologies**

Education

A01 American Royalty often have great interest in the methodologies of public education and broadcasting. They want to support performing artists and intellectuals and help them access a wider audience. They are keen to intervene in natural or national disasters, learn first about environmental issues, explore diversity, and contribute to peace and dialogue. **Christian education reflects a system of theology and clear ethical norms. Classroom or seminar educational opportunities are good, but they are more likely to pursue Christian education privately through reading or on the internet.** They often attend a lecture by a noted authority. **If they do participate in a Sunday morning class or formal seminar, it is usually based on a book, text, or a body of research.** Education is topical but supplemented with references from Scripture and the history of the church. They are most comfortable learning with peers who share their life experiences, technological preferences, and aesthetic preferences while listening to an expert in the subject matter.

F22 Fast Track Couples may have young children, and often **assume their children learn best through activities, sounds, and images.** If they attend a large mega-church, they will expect a Bible-based program enhanced by lots of technology, crafts, and activities. If they attend a beta site or new church development, they may expect a more topical program that is inter-generational. Constantly reinforce the core values and beliefs critical to the consensus of the faith community. **It may be difficult to draw adults into Sunday school.** They prefer Sunday school to be **concurrent with worship, so that they spend less time at the church and more time on family outings.** Fast Track Couples may resist new religious ideas, despite their progressive attitudes toward technology and change. They may make snap judgments about clergy, church people, programs, and policies, or uncritically accept demographic generalizations. Churches often need to explain the basics of accountability, and provide strong role models for compassion, generosity, and respect.

C13 Philanthropic Sophisticates often have advanced degrees or specialized professional training. Their careers have often been in business, science, law, or higher education. **They tend to approach Christian education with a solid background in history and literature but focus more on practical applications for strategic thinking or daily living. Bible studies are often integrated with preaching and follow the Christian year, or they focus on historical background and contemporary social issues.** They often do book studies, based on **newsworthy current events**, and occasional fiction.

O51 Influenced by Influencers **are not attracted to traditional Christian education on Sunday morning.** If they participate, it will likely be **a small group** that happens to meet on Sunday morning. In other words, the learning methodology is informal, relational, dialogical, and intimate, rather than formal, programmatic, presentational, and impersonal (which is how people in this lifestyle segment perceive most Sunday schools). They value continuing education. Many will take additional courses to develop their creative talents. **Christian education can attract their interest if it connects with community college content or encourages them to use and experiment with creative arts.**

Q64 Established in Society want to understand scripture, tradition, and doctrine. **Churches may have smaller Sunday schools, but they are important because the adults believe that the children are the future of Christendom.** Classes are organized by age, and study a curriculum approved by the denomination. **. If the church is large enough, they will have a Christian Education Director.** Since church attendance is relatively stable all year round, churches often sponsor a Vacation Bible School for several weeks in the summer as an important outreach to young families that might not regularly attend. **Adult education is also important. Classes focus on scripture, doctrine, ethics, and emerging urgent issues. Classes tend to stay together a long time and have a special name (like "Homebuilders Class").** Some are led by a very credible, long-time member of the church and others rotate leadership. It is usually easier to start a new class than assimilate new people into an ongoing class unless the newcomer already shares ongoing friendships with numerous people. Clergy often lead a short-term class during Advent or Lent

Segment C13:

Philanthropic Sophisticates

Mature, upscale couples and
 Resource: Mosaic 2021 by Experian.

Religious Experience in a Nut

Religious Perspective: *It*
 Common Spiritual Issues: *Fi*

Common Church Presence

- Spiritual life as lifelong learn
- Global perspective
- Denominationally loyal
- Generous to the church
- Value faith-based non-profit
- Liberal attitudes but protecti

Potential Influence

Lifestyle Compatibility
E21 Unspoiled Splendor J34 Suburban Sophisticates G24 Ambitious Singles

General Comments:

Philanthropic Sophisticates are networks in the United States. Spirituality, charities and philanthropic activities. They use resources to provide high quality work, outreach ministry that has a citywide reach with a high sense of wellbeing. They are liberal in their social views and tend to be on non-profit boards, and often find sa

Philanthropic Sophisticates live in stylish homes of their neighborhoods. Members are often old friends, although requests to the church. The architecture is modern. They often support the idea of family participation may challenge their community. Their ideals and skills:

Color Key	H
High Priorities also i	

Worship Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

Traditional	Modern	Postmodern
Caregiving Worship x	Inspirational Worship	Mission-Connection Worship
Educational Worship x	Transformational Worship	Coaching Worship
Healing Worship		

Philanthropic Sophisticates appreciate worship that lifts the heart and challenges the mind. Inspirational worship is not necessarily loud or rhythmic. It may be dramatic or liturgical, with excellent musical performances, rich images, and eloquent speakers. Worship conveys a sense of history and tradition. Preaching may be motivational, but its main intention is to educate. Preaching explains doctrinal or ethical points, reflects historical continuity, and exposit scripture. These people prefer reasonable argument and gentle persuasion, but dislike pedantic lectures or ideological rants. Worship and preaching often refer to the Christian year, and the Common Lectionary may interface with Sunday school and the private devotions of participants. Baptism, Holy Communion, and Confirmation can be very important, and they may have strong views about how these rites should be celebrated. Recognition of life cycle changes can also be important (births, birthdays, anniversaries, and other memorials). Holidays like Thanksgiving, Christmas Eve, Mother's Day, and Easter can also be important times for church attendance, and they may invite friends or family to join them.

Lifestyle Connectivity

Audio should be excellent. Make sure that all voices (including children) are amplified, and acoustics are crisp. Use the most recent software to facilitate virtual choir and ensemble rehearsals and performances. Incorporate individuals from different locations virtually leading liturgy and prayer or reading scripture.

Education Preferences Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Form	Content	Grouping
Curricular x	Biblical	Generational x
Experiential	Topical x	Peer Group

Philanthropic Sophisticates often have advanced degrees or specialized professional training. Their undergraduate training has often included a core curriculum in liberal arts. However, their careers have often been in business, science, law, or higher education. They tend to approach Christian education with a solid background in history and literature but focus more on practical applications for strategic thinking or daily living. Bible studies are often integrated with preaching and follow the Christian year, or they focus on historical background and contemporary social issues. They often do book studies, based on newsworthy current events, and occasional fiction.

Their children do not often attend worship or participate in Sunday school, but grandparents may bring grandchildren. Classes are usually organized generationally through pre-teen years. After that, education is organized around peer groups or friendship circles. They tend to see the youth as the future of the church, and education as the best means to shape their worldviews. They favor youth programs in almost any form and will invest in professional leadership to design and lead youth programs.

Lifestyle Connectivity

They often prefer Christian education that uses modern media (printed books and workbooks), although an increasing number use e-readers, follow bloggers, and visit internet chat rooms. If they download resources, they may print and distribute them, but they will also follow links to parallel websites in any given topic.

Facility Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Property
x Ecclesiastical
Utilitarian

Philanthropic Sophisticates However, they may be of design must still be tasteful traditional facility. Interior religious traditions. They

Technologies are the primary instrumentations, and the a decidedly Christian way traditionally designed. Television projectors. Lighting is ad

All rooms, include these people to participate groups or other events. A

Financial Preference

Financial
x Unified Budget
Designated Pro

Philanthropic Sophisticates denominations address distinct funds (operations; consider debt if it is for e to micro-charities, and st outcomes of any project.

They trust church center of the church. The committed to percentage make very generous one-generosity is often motiv often scrutinize persone

These household campaign gifts. They also money using a computer

Resource: *Spiritual Leadership* by Thom

Progressive
Discipler
Guru
Visit
Men
Pilgr

usually veteran ministers with years of experience probably served on committees or staff in the ; and leading worship and excellent preachers. They have an advanced degree. Clergy may occasionally the local church. Approachable and friendly, they somewhat conservative administration for the train a solid volunteer core of leaders on an advising to other professional staff, and invest in wealth, and education sectors. They cast large vical community causes or denominational public management leaders in other public sectors.

Lifestyle Connectivity

blogs, regularly upload sermons to websites, act nart phone, which is a constant companion. They eetings remotely. They often maintain and use e. However, they do not expect people in this s

ource: *Worship Ways* by Thomas Bandy and Luc

Modern	Postmodern
x Multiple Choices	Take-4
Healthy Choices	

take worship attendance a habit whenever they eeted respectfully and by name. They usually h eds. They do not like to be the center of attenti children and grandchildren visiting with them. They tastefully decorated, with natural lighting and a le. They are careful about their health. They app teas; fruit juices and water. If the core values c fter worship or on special occasions. Hospitality ut issues, missions, controversies, or opportunit ps to gather and include areas with comfortabl

Lifestyle Connectivity

nd after worship outdoors to reassure health-co wledge their presence and include them in inter

Small Group Preferences

Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Leadership	Focus
x Trained Leader	x Curriculum Study
Rotate Leaders	x Shared Affinity

Philanthropic Sophisticates readily welcome small groups into their homes. Some groups are organized around studies of world religions, philosophy, history, and the arts. Other groups may form around affinities for cardio and low impact exercise, or mission awareness for the environment and global emergencies. Increasingly, groups form around key theological debates or ethical issues. Many in this lifestyle segment have expertise in a variety of topics. However, they usually prefer a designated leader that brings expertise to the conversation, or one who facilitates hospitality and conversation. Group leaders are trained to be diplomatic to overcome personality conflicts and encourage shy people. Groups tend to be seasonal (allowing time for travel and seasonal homes) but also tend to last longer.

Lifestyle Connectivity

Groups increasingly incorporate streaming video and website resources. Individuals often participate remotely using conferencing platforms, especially if they are travelling or have health concerns. Group conversation often spills over into social media, but it is harder to ensure accountability. Civil discourse is a high priority.

Outreach Preferences

Resource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

	Personal Need	Readiness to Volunteer
Basic Survival		
Health and Wellness	x	
Quality of Life		x
Addiction Intervention		x
Interpersonal Relationships	x	x
Human Potential		x
Salvation and Human Destiny		x

Many *Philanthropic Sophisticates* are widowed or divorced, and empty-nest couples may live at a distance from children and relatives. They are always interested in opportunities to build friendships. They regard church dinners, dances, concerts, and other fellowship events as a form of mission. They are very concerned with healthy living and interested in ministries related to physical and mental exercise.

Philanthropic Sophisticates tend to be more outwardly focused than their *Golf Carts and Gourmets* counterparts. They have strong philanthropic interests, and may contribute generously to universities, arts, environmental groups, veterans' groups, and social welfare non-profits. They may underwrite special church outreach projects, and occasionally volunteer to be on an advisory or governing board. They consider themselves citizens in a global village and are interested in improving the quality of life for others. They often support denominational missions for famine relief, peace and reconciliation, disease control, and emergency intervention.

Lifestyle Connectivity

Outreach is cooperative, and these people often use social media, websites, and conferencing software to attend board meetings, encourage mission workers, support grandchildren away on mission trips, or track investments and expenses. They donate to a variety of charities via internet and may follow theological or ideological debates through the denomination's website.

Take ~5 Minutes to look through your Bandy Report!

Segment A01: *American Royalty*

Affluent, influential, and successful couples and families living in prestigious suburbs
 Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Entitled spirituality*
 Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

Common Church Presence

- Church membership and social status
- Religion and social influence
- High aesthetic expectations
- Philanthropic attitudes
- Sporadic attendance
- Global awareness



Potential Influence

Lifestyle Compatibility	Family Group A <i>Power Elite</i>	Frequent Neighbors
B08 Babies and Bliss B09 Family Fun-Tastic B10 Cosmopolitan Achievers C14 Golf Carts and Gourmets	A02 Platinum Prosperity A03 Kids and Cabernet A04 Picture Perfect Families A05 Couples with Clout A06 Jet Set Urbanites	C13 Philanthropic Sophisticates E19 Consummate Consumers G24 Ambitious Singles F22 Fast Track Couples

General Comments:

American Royalty regard church membership as a social status. Religion is a good thing, and the church as an institution makes a valuable contribution to society. They enjoy privileges of membership and expect to shape policy and oversee personnel. However, they may be sporadic in church attendance, and may gladly connect with a church via web casts on the internet from wherever they happen to be traveling. They generally prefer a larger church (but not necessarily a mega-church). It will be a church of history or significant reputation, which is acknowledged as influential in a denomination or in public affairs. Attitudes toward the church are increasingly ambivalent, partly because churches are so often critical of personal wealth. They tend to personalize religion and associate spirituality with health and wellness and nature.

They can be extraordinarily generous givers, but only if the church has a proven record of excellent stewardship. They are generous benefactors of evangelical and social service missions with their time, expertise, and/or money, but demand clear strategic plans and measurable results. They are inclined to be leaders rather than followers, and often participate in churches through board membership and policy development, capital campaigns for property, and fund raising for local or global charities. They have a strong sense of well-being and desire to leave a lasting legacy.

Color Key

High Priority	Medium Priority	Low Priority
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High Priorities also marked with "X" for churches photocopying in black and white.

For the next 15 minutes

Get with **3 people** with **DIFFERENT** Primary Mosaic Groups (Different LETTER)

Using the report compare/contrast the **Outreach, Hospitality, & Communication** sections.

- What is similar?
- What is different?
- How could you use this information to inform ministry decisions/programs/events?

What Else?

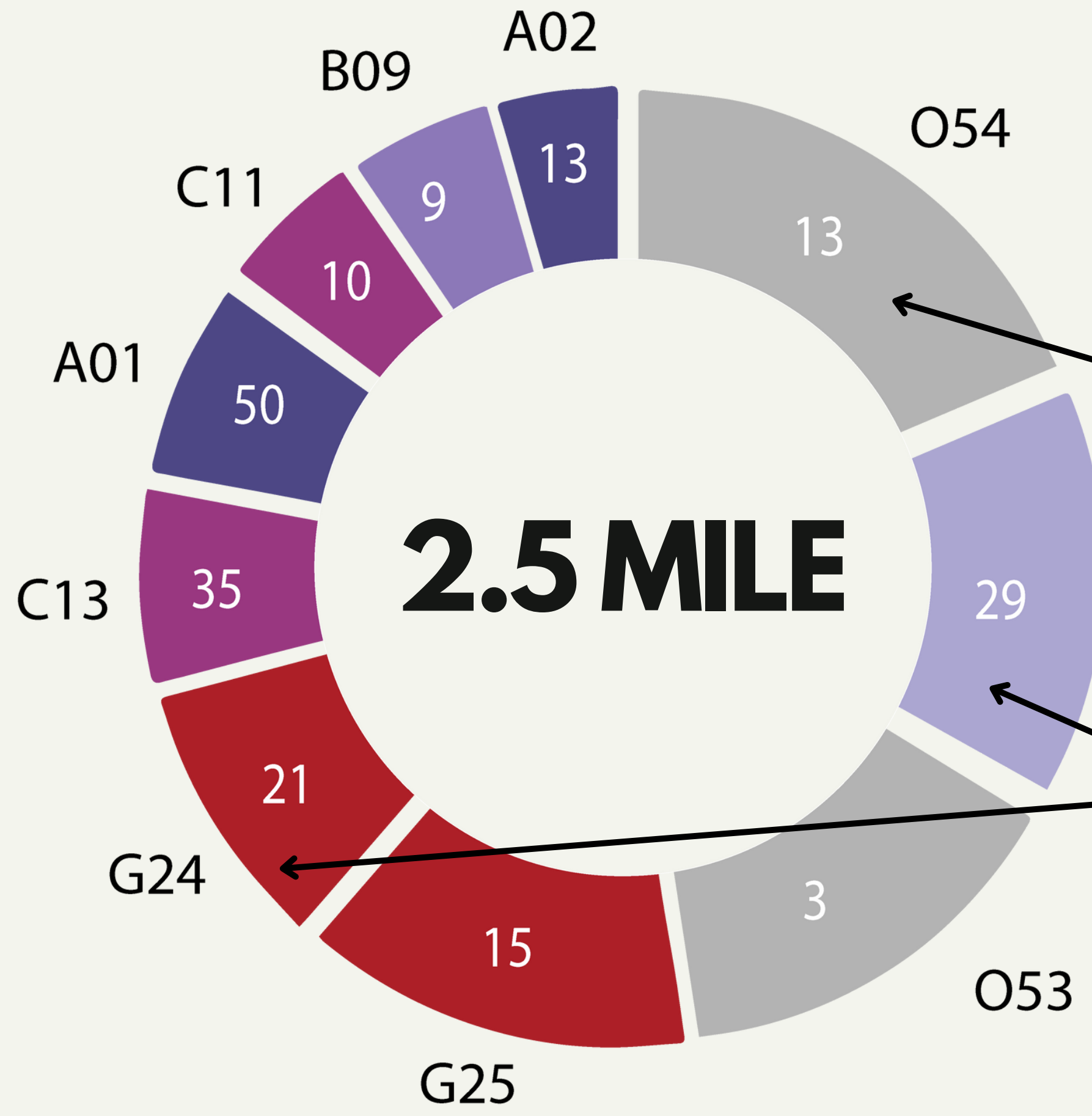
There's SO Much More!



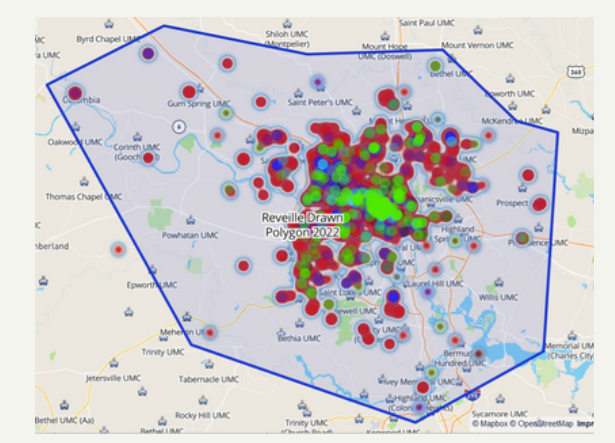
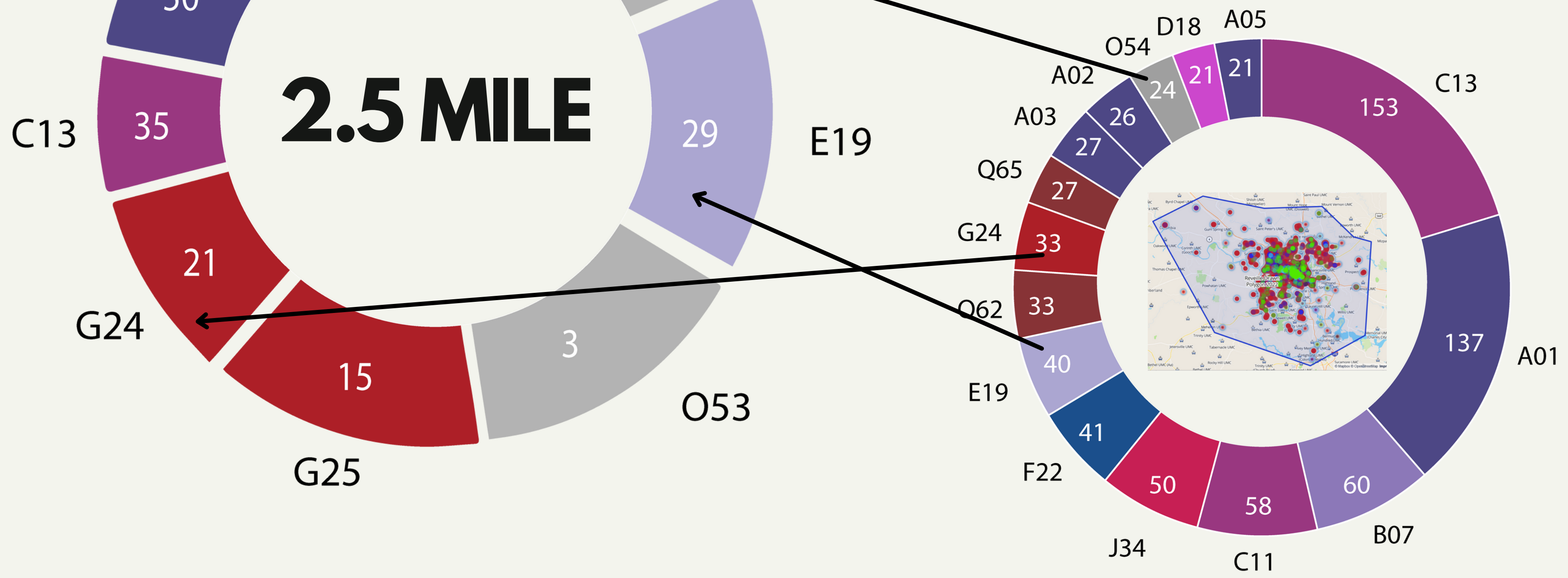
Priority List**Top 15 of 44 Life Concerns**

Ranked by greatest concerns

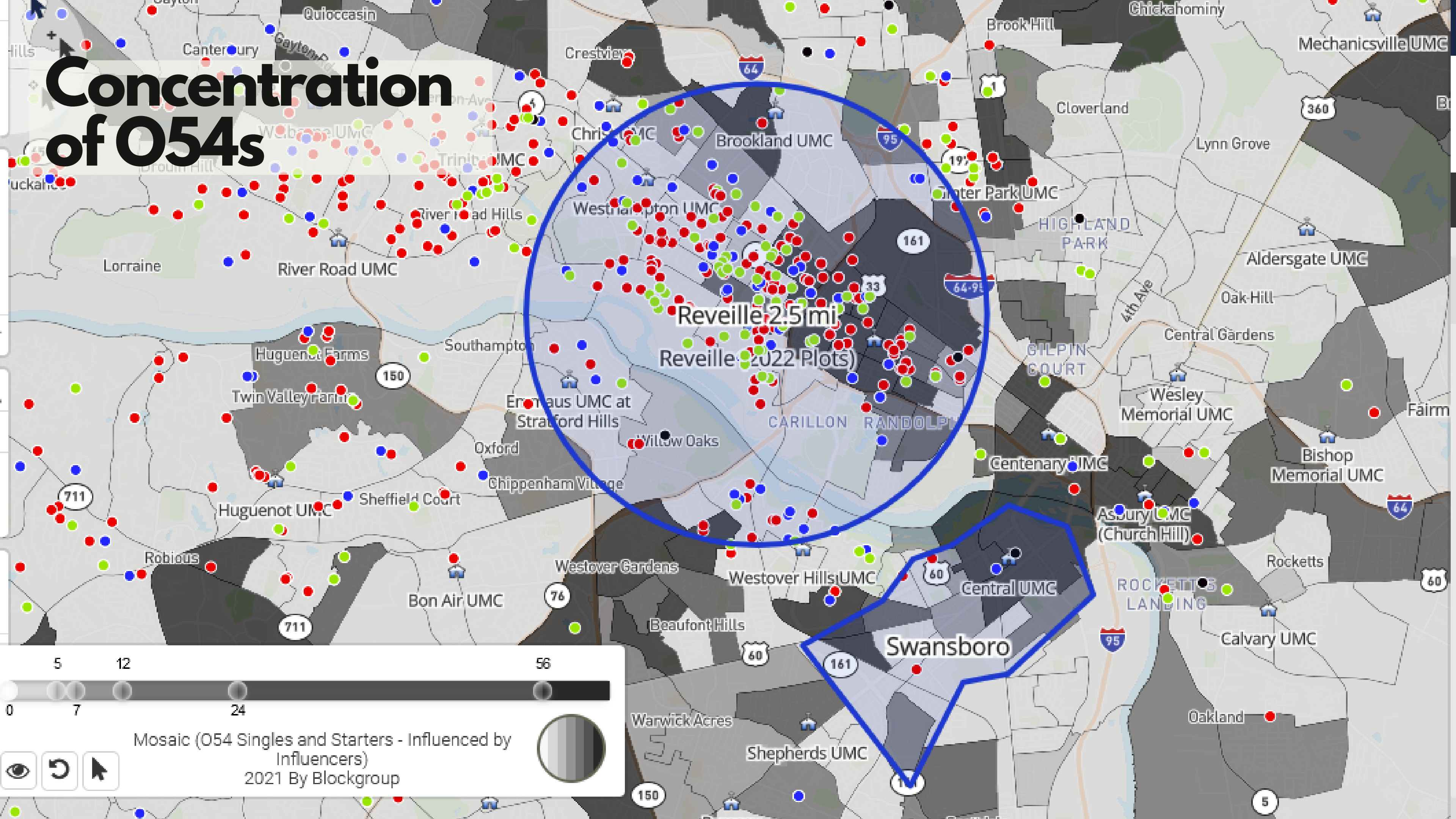
<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Concern</i>
1	Ongoing impact of COVID-19	19.7	Very Strong Concern
2	Social & political tensions/discord	7.7	Very Strong Concern
3	Racism/racial injustice	5.3	Very Strong Concern
4	Financing the future/savings/retirement	4.5	Very Strong Concern
5	Health crisis/illness	4.1	Very Strong Concern
6	Fear of the future or the unknown	3.9	Very Strong Concern
7	Losing weight/diet issues	3.3	Very Strong Concern
8	Quality of children's education	3.0	Strong Concern
9	Illegal immigration	2.7	Strong Concern
10	Reaching my goals/being successful	2.7	Strong Concern
11	Stress/time to relax	2.6	Strong Concern
12	Caring for aging parents	2.6	Strong Concern
13	Satisfying job/career	2.6	Strong Concern
14	Personal health problems	2.5	Strong Concern
15	Time for friends/family	2.4	Strong Concern



All Reveille



Concentration of O54s

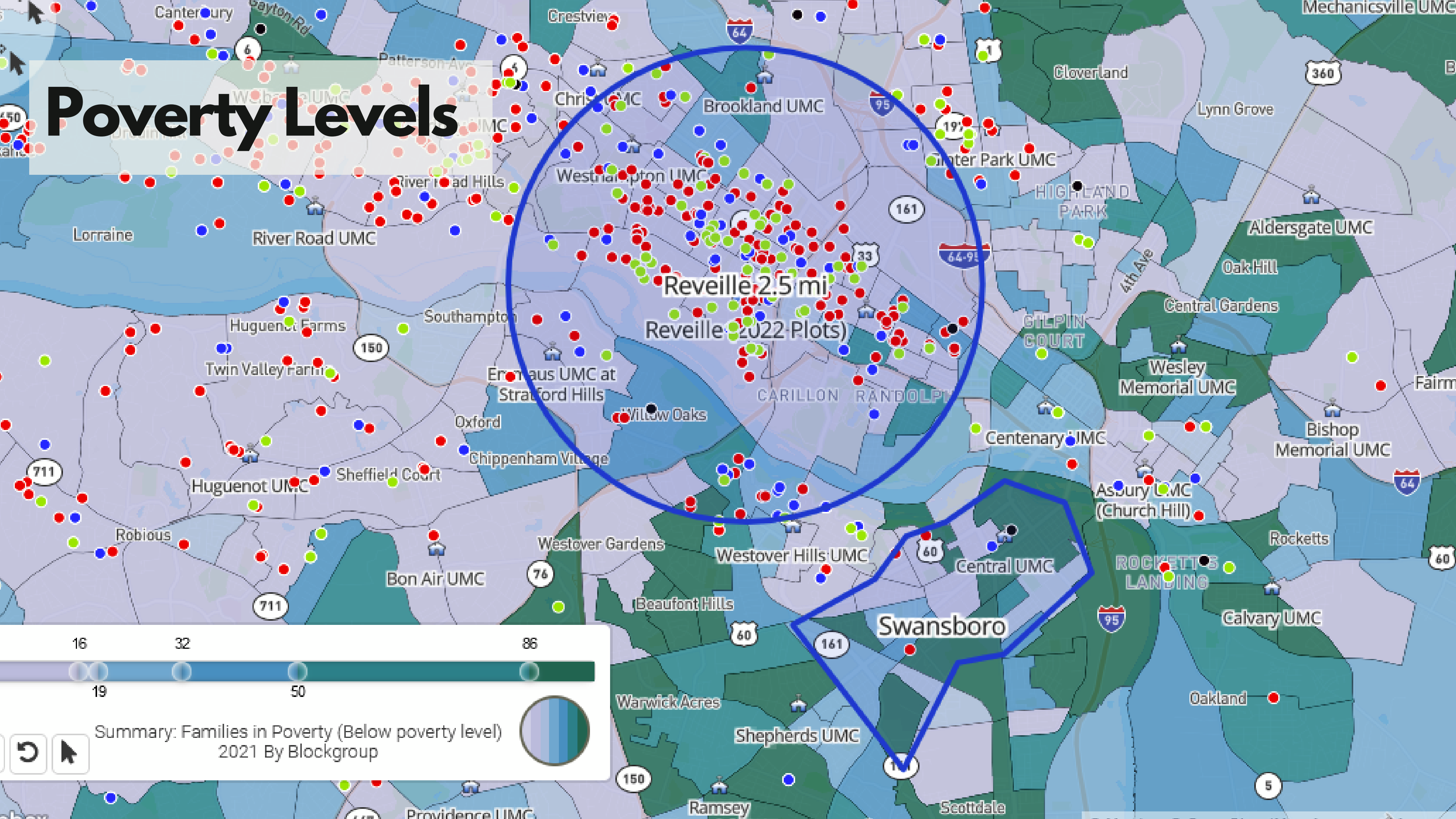


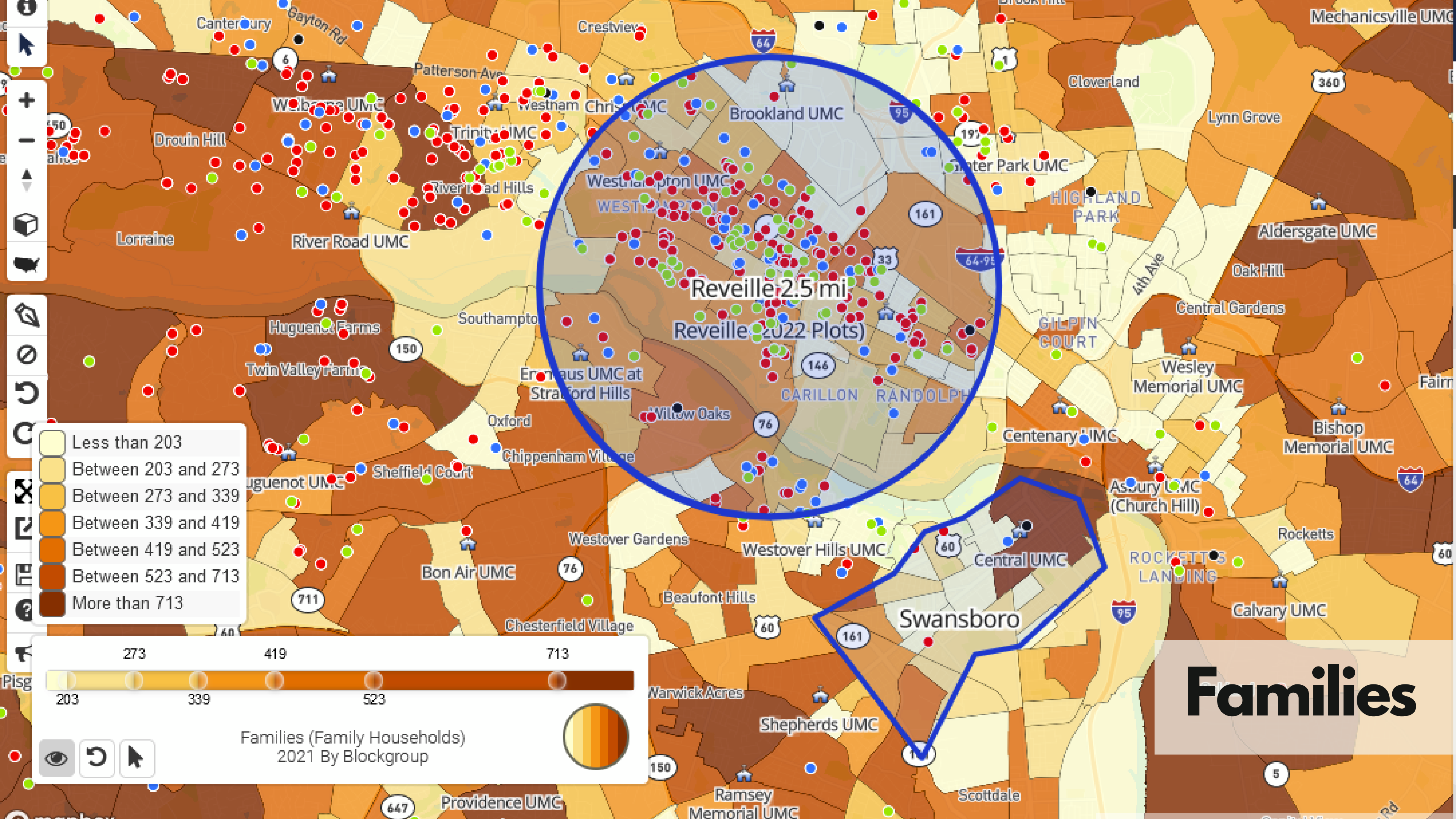
5 12 56

0 7 24

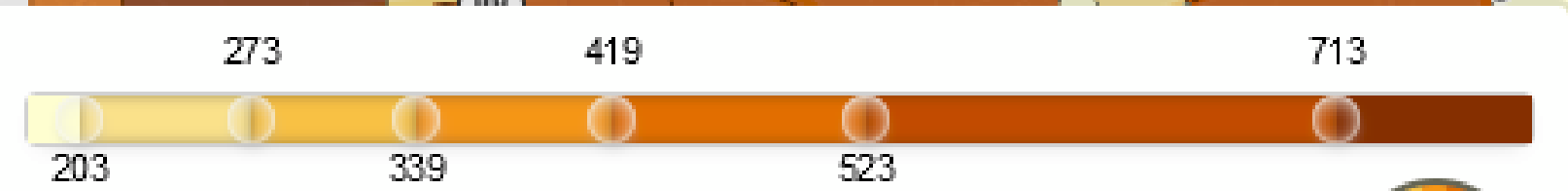
Mosaic (O54 Singles and Starters - Influenced by Influencers) 2021 By Blockgroup

Poverty Levels





- Less than 203
- Between 203 and 273
- Between 273 and 339
- Between 339 and 419
- Between 419 and 523
- Between 523 and 713
- More than 713



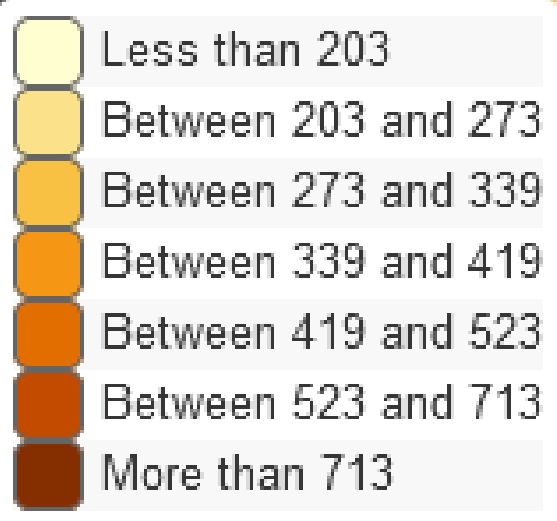
Families (Family Households)
2021 By Blockgroup

Families

Reveille 2.5 mi
Reveille (2022 Plots)

Swansboro

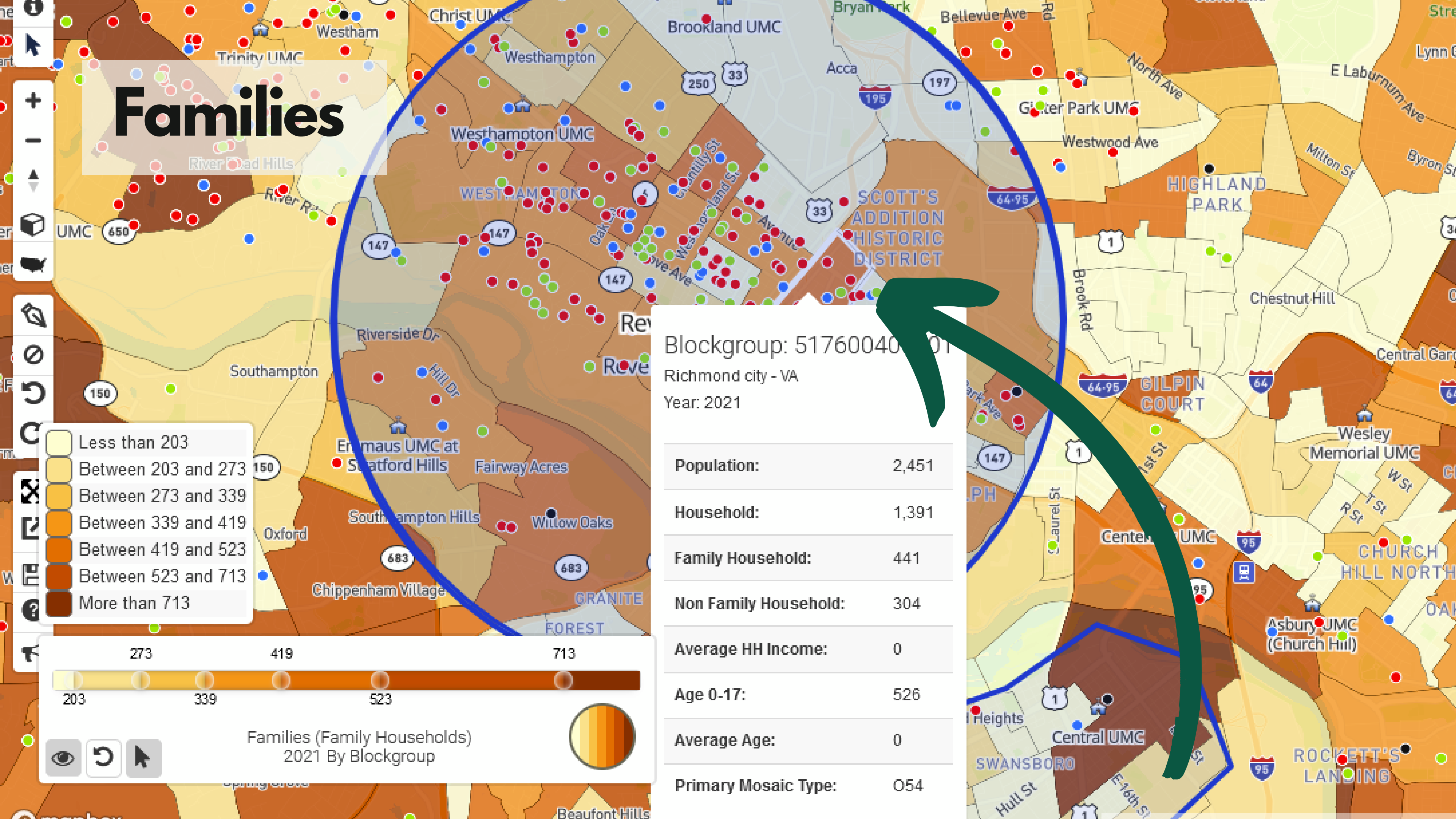
Families



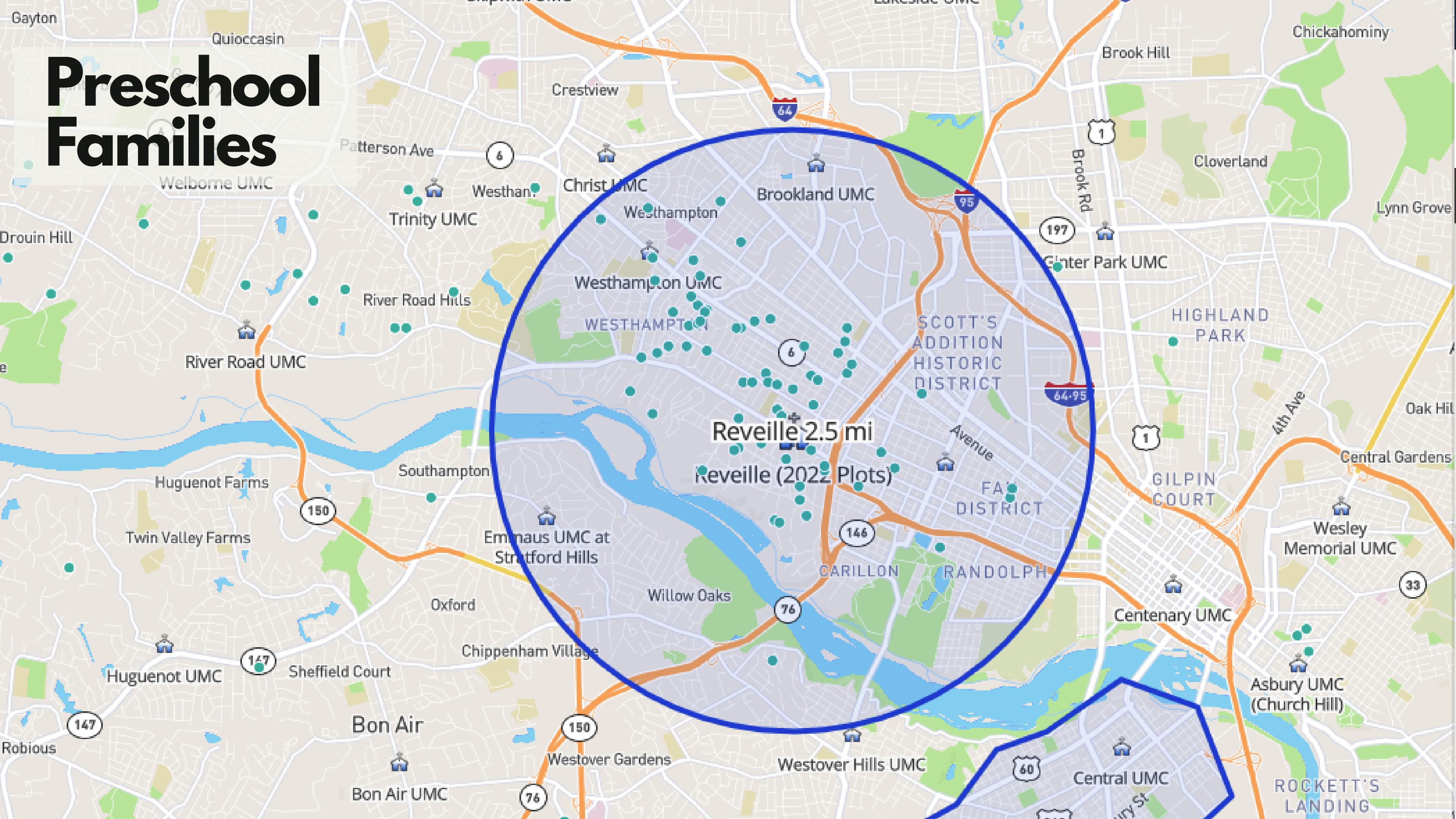
Families (Family Households)
2021 By Blockgroup

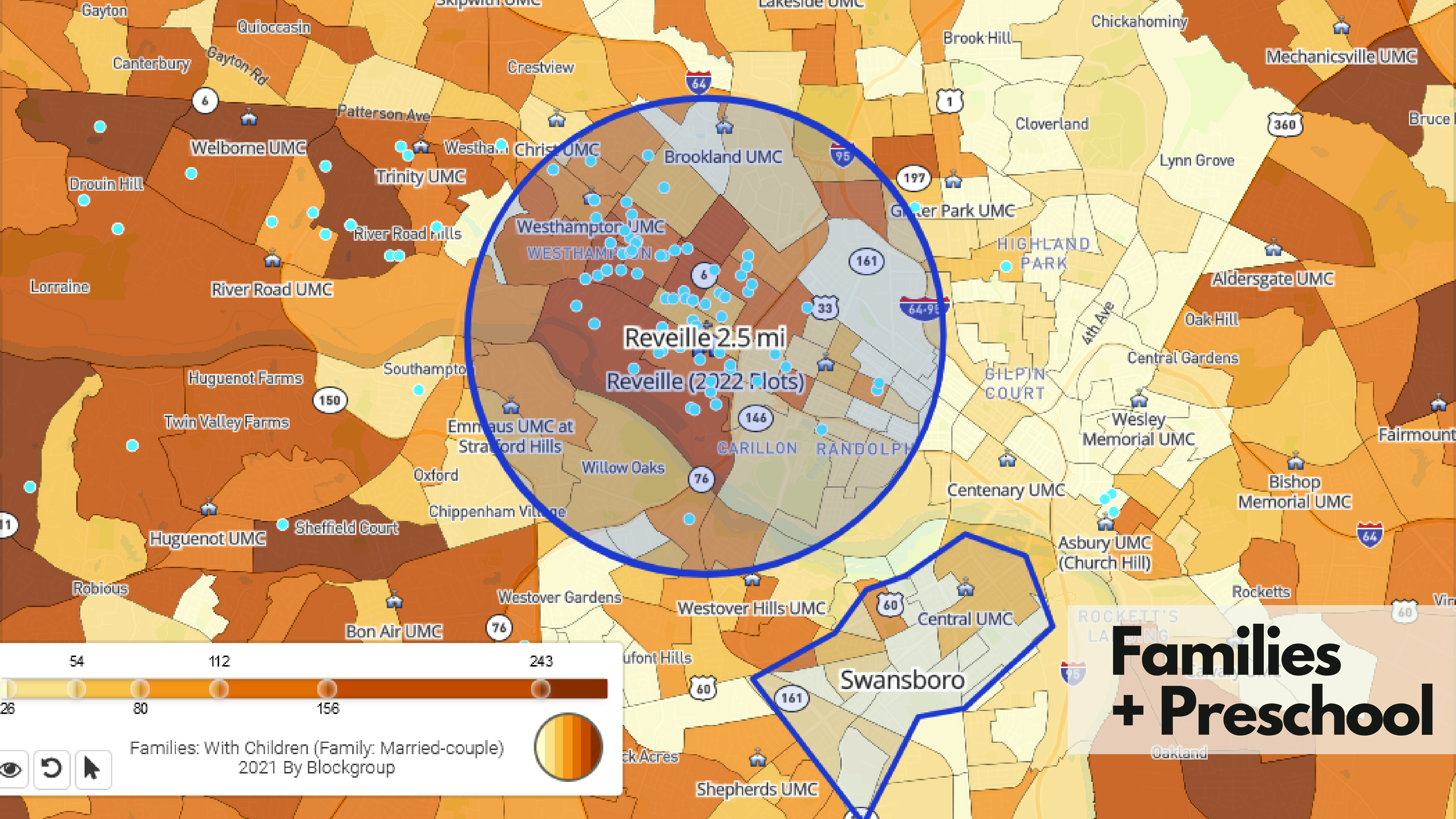
Blockgroup: 51760040001
Richmond city - VA
Year: 2021

Population:	2,451
Household:	1,391
Family Household:	441
Non Family Household:	304
Average HH Income:	0
Age 0-17:	526
Average Age:	0
Primary Mosaic Type:	O54



Preschool Families

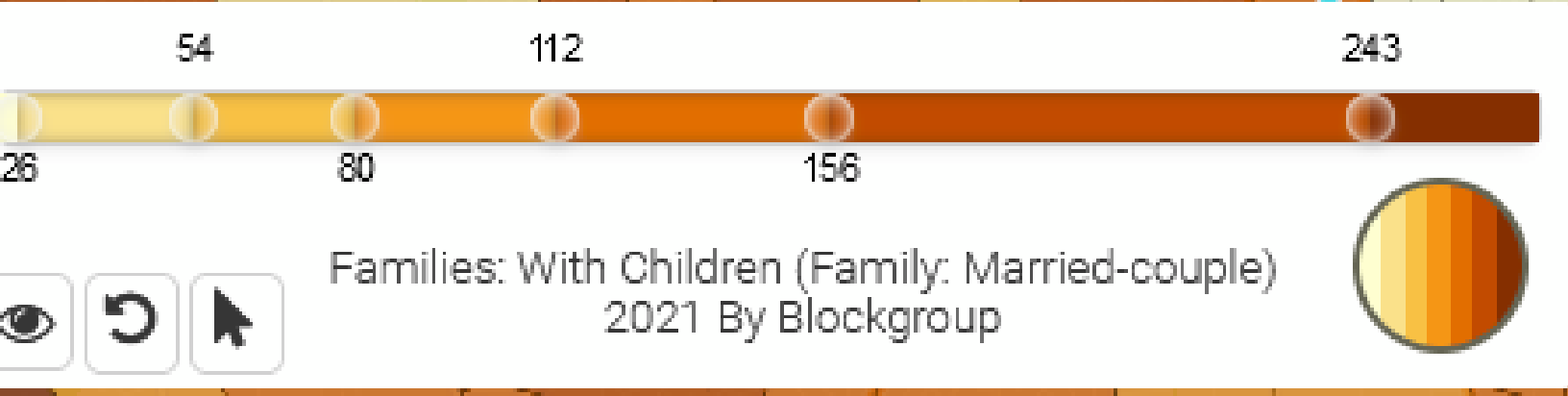




Reveille 2.5 mi

Reveille (2022 Plots)

Families + Preschool



Families: With Children (Family: Married-couple)
2021 By Blockgroup

vaumc.org/missioninsite

acstechnologies.com/missioninsite

What's Next?

That's up to you!

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Kim Johnson

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