


Mission Insite: Taking the guesswork out of connecting with our communities

2024 LICENSING SCHOOL WORKSHOP

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

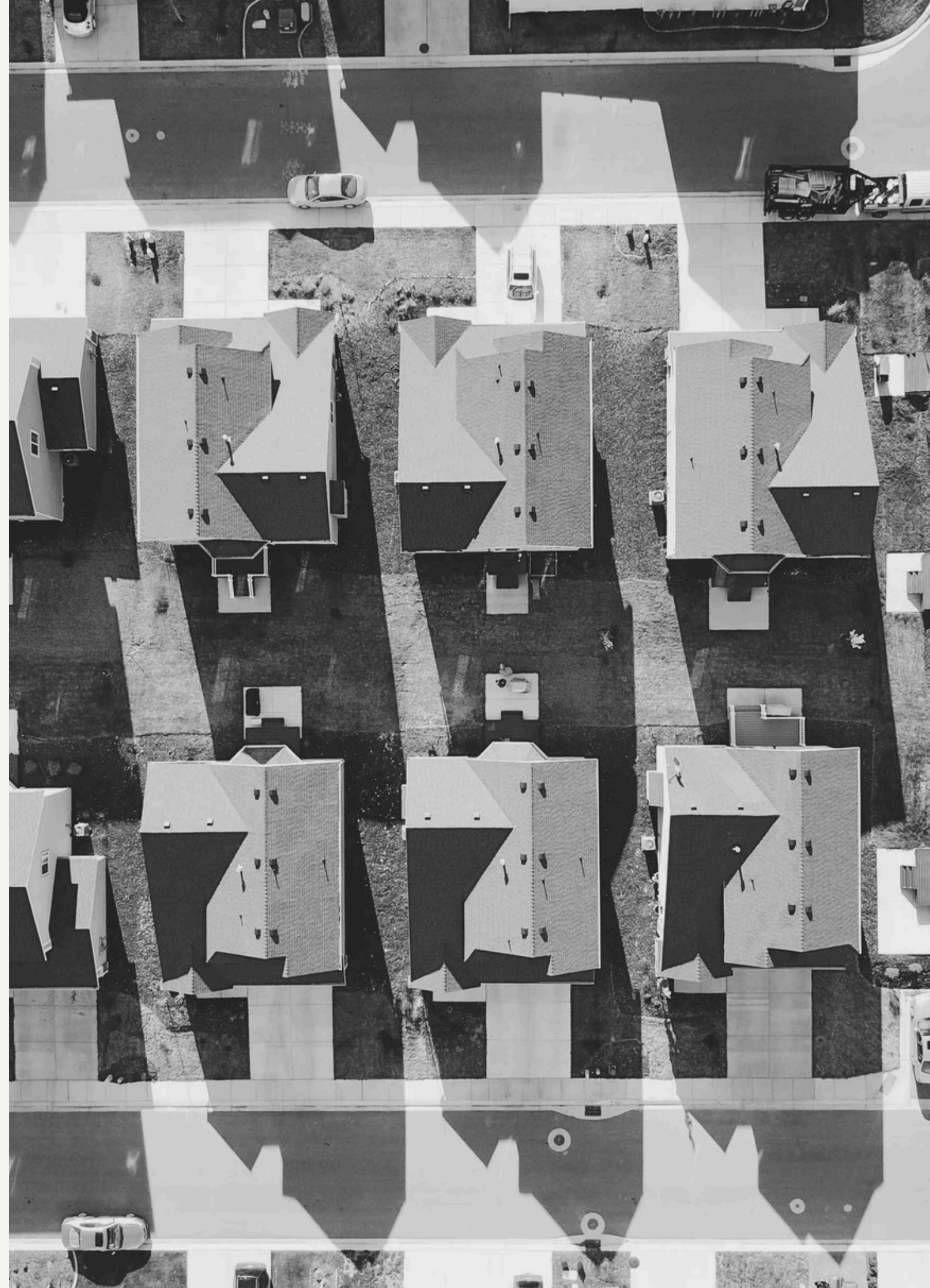
John 14:23-24 The Message (MSG)


How can we understand our neighbors better?

Demographics give one set of clues

“Bridge people” - congregants 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



MISSIONINSITE

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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

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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!

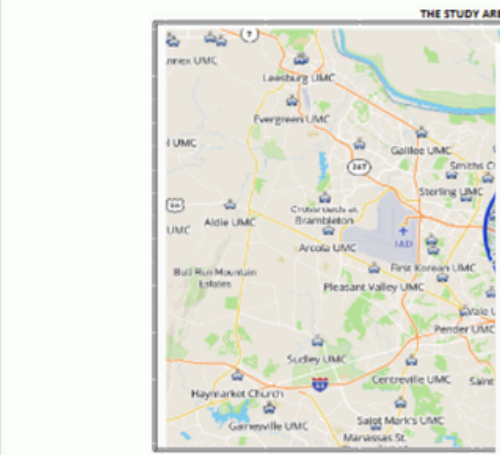
The ExecutiveInsite Report

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.



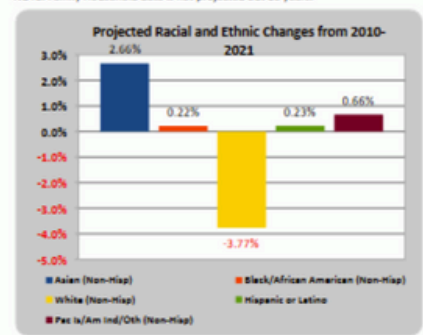
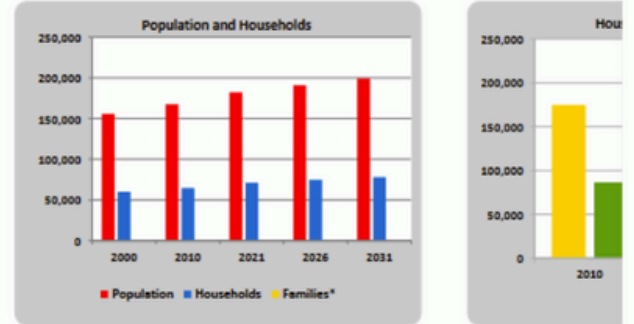
THE 12 INSITES

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: Households 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	22

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



Average Age: History and Projection
 2000: 38, 2010: 39, 2021: 42, 2026: 43, 2031: 43

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

MISSIONINSITE

THE AMERICAN BELIEFS STUDY

Religious Preferences & Practices

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

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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 MinistryInsite Priorities Report 2021

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

Contents of the MinistryInsite Report

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
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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



THE AMERICAN BELIEFS STUDY

Religious Preferences & Practices

ReligiousInsite Report 2021

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

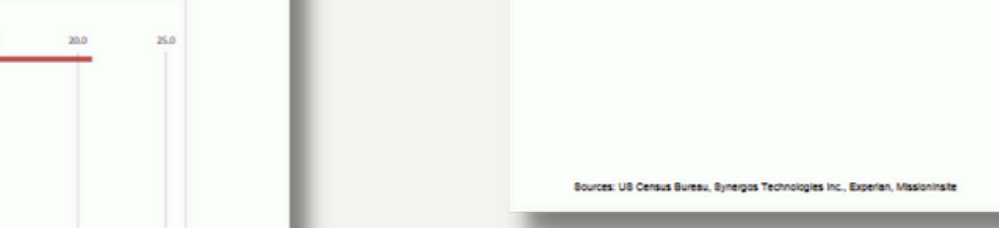
Beliefs About God

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.

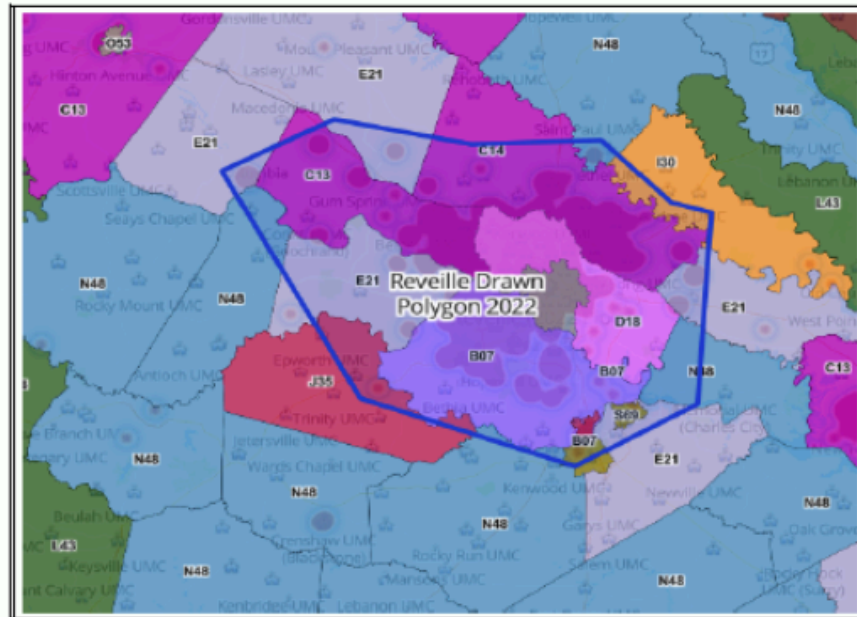
Two Sections

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



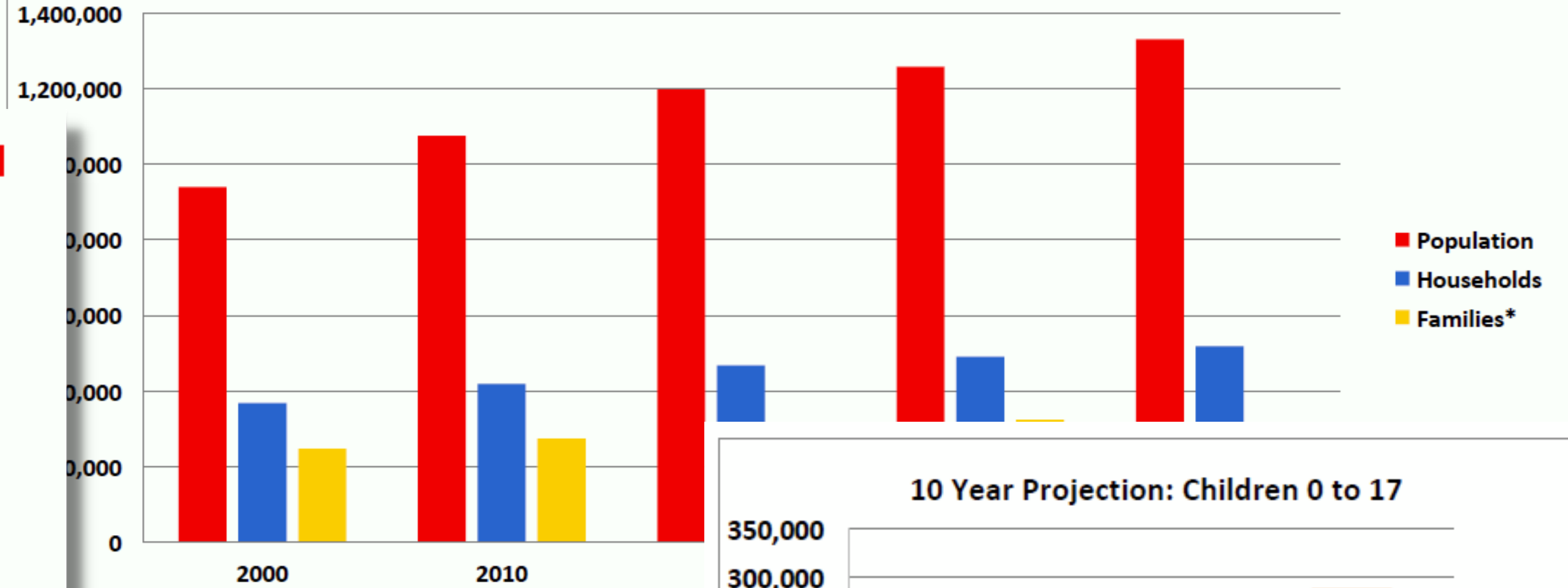
More Information

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

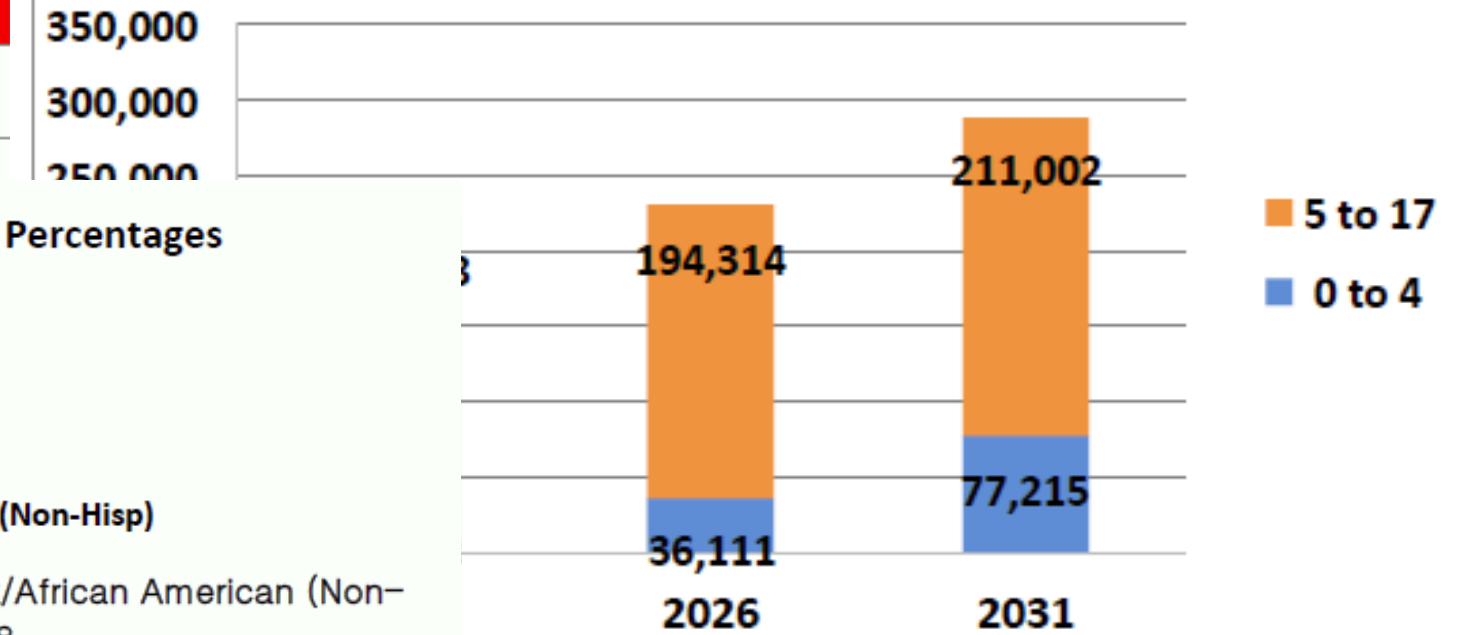
Page 1

History and 10 Year Forecast: Population and Households

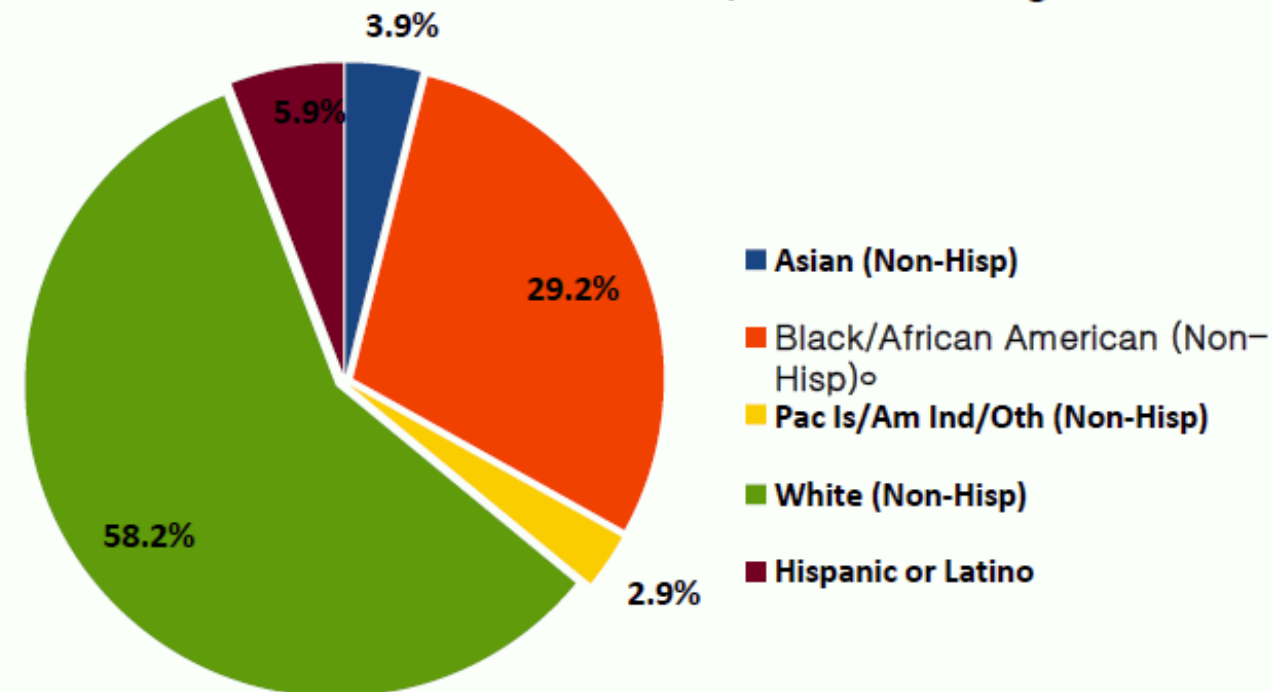


10 Year Projection: Children 0 to 17

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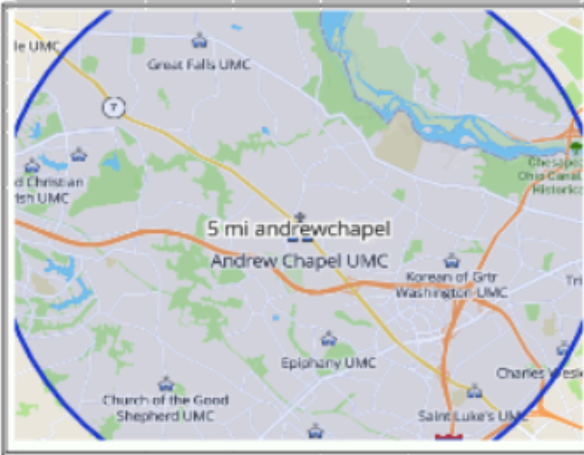
The **ReligiousInsite Priorities** Report and **MinistryInsite Priorities** Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

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
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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

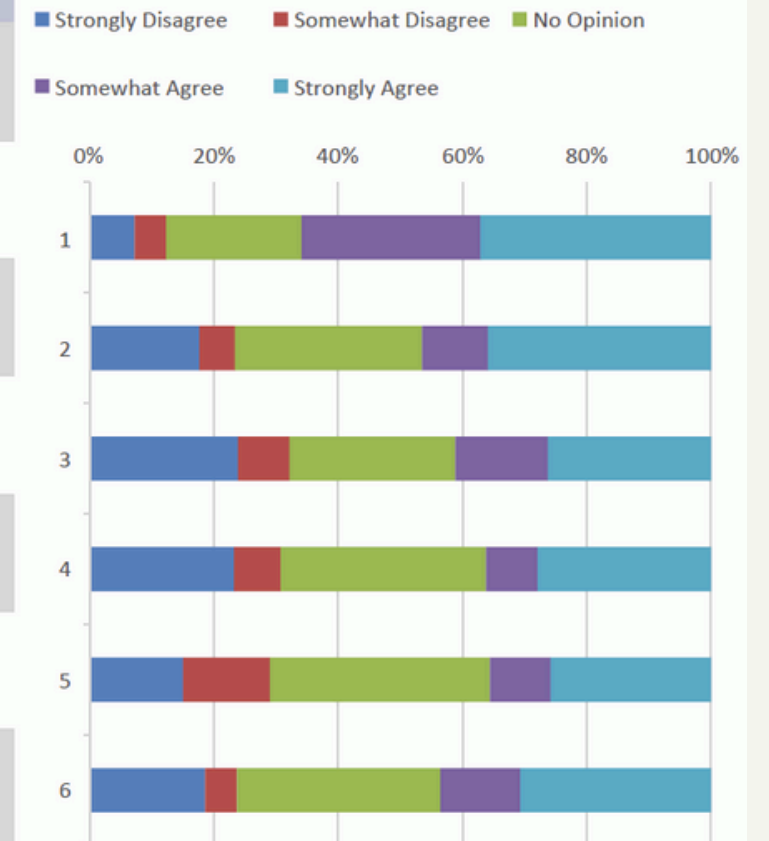
Ranking	Concern	Ratio	Strength of Concern
1	Ongoing impact of COVID-19	20.8	Very Strong Concern
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4	Health crisis/illness	4.2	Very Strong Concern
5	Financing the future/savings/retirement	4.1	Very Strong Concern
6	Fear of the future or the unknown	3.6	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



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

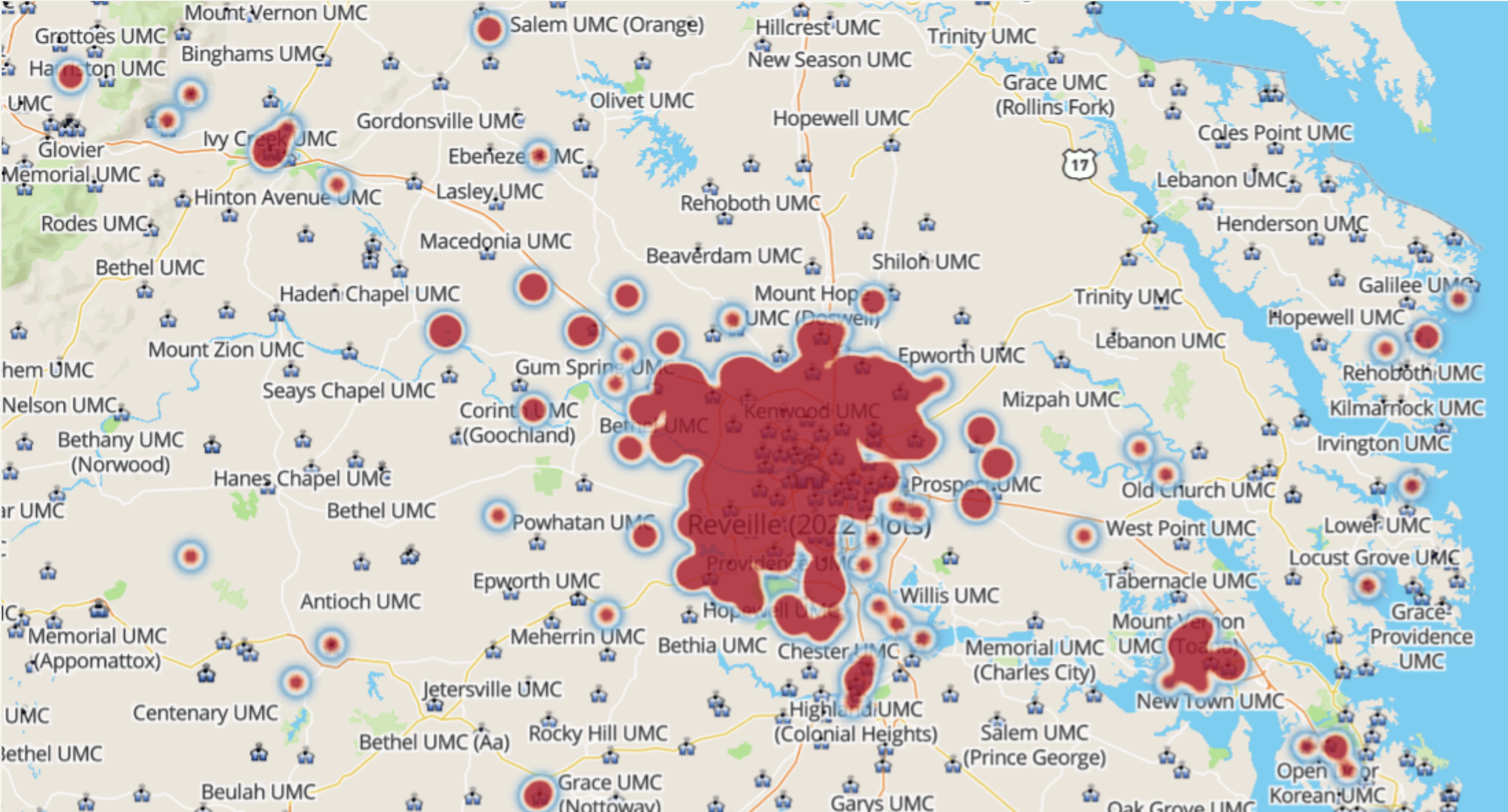
8 pages. The ReligiousInsite Priorities Report and MinistryInsite Priorities Report capture the priorities of some survey questions based upon strengths of beliefs plus the direction of the beliefs, whether towards agreement or disagreement. These two reports correspond to the full reports.

This can help us make informed decisions

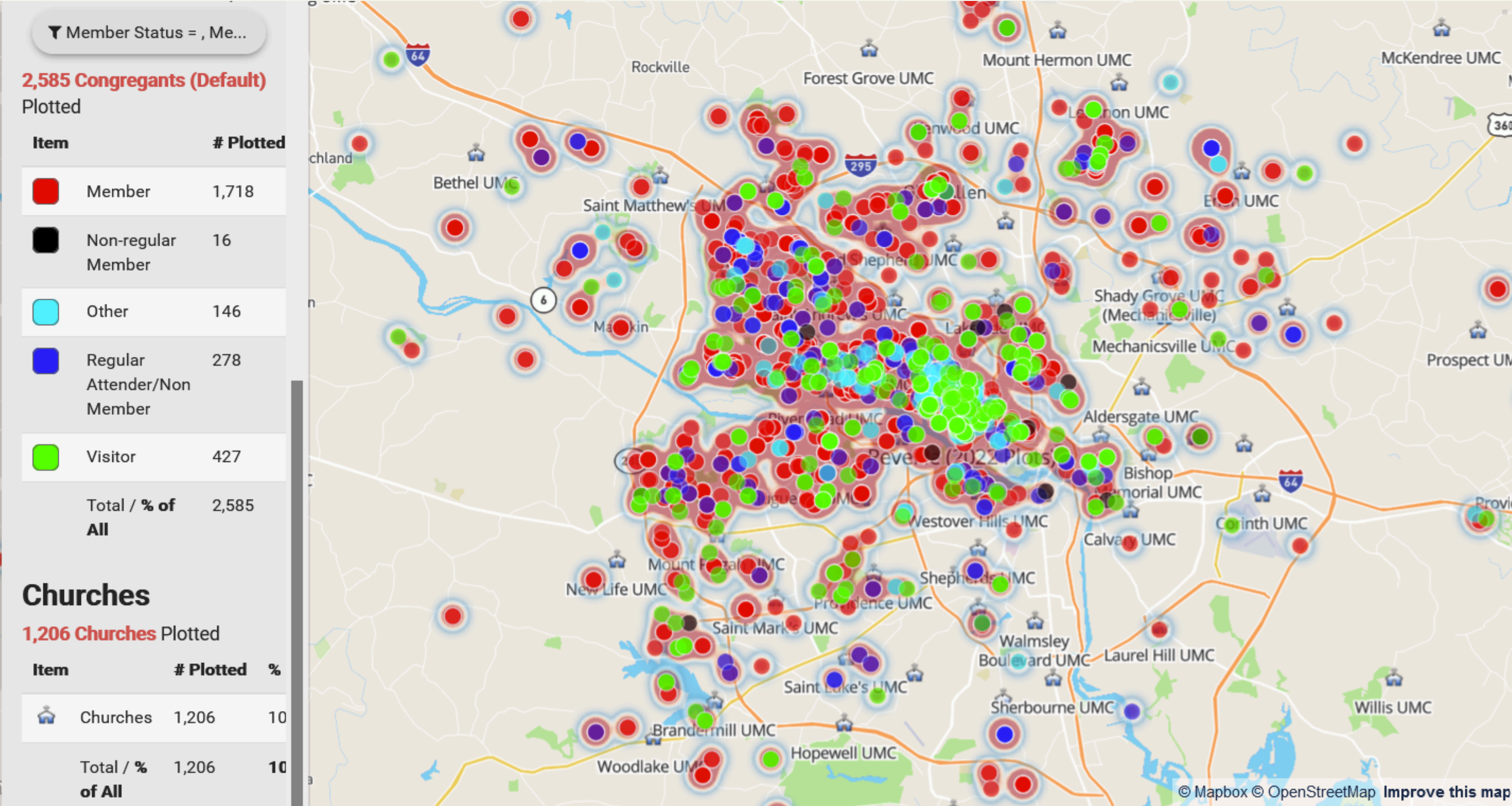
- We don't have to guess at all the things.
- We can make informed decisions regarding ministries and direction
 - Language--ESL-- who can get to you, what languages should/could you offer
 - "We just need young families!" Are there any?
 - Staffing for growth

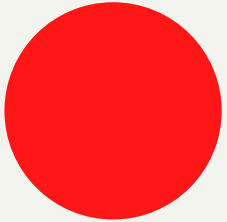
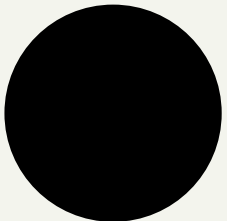

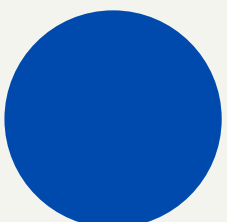

What else does it do?

Plot your people!



Get more details on 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)

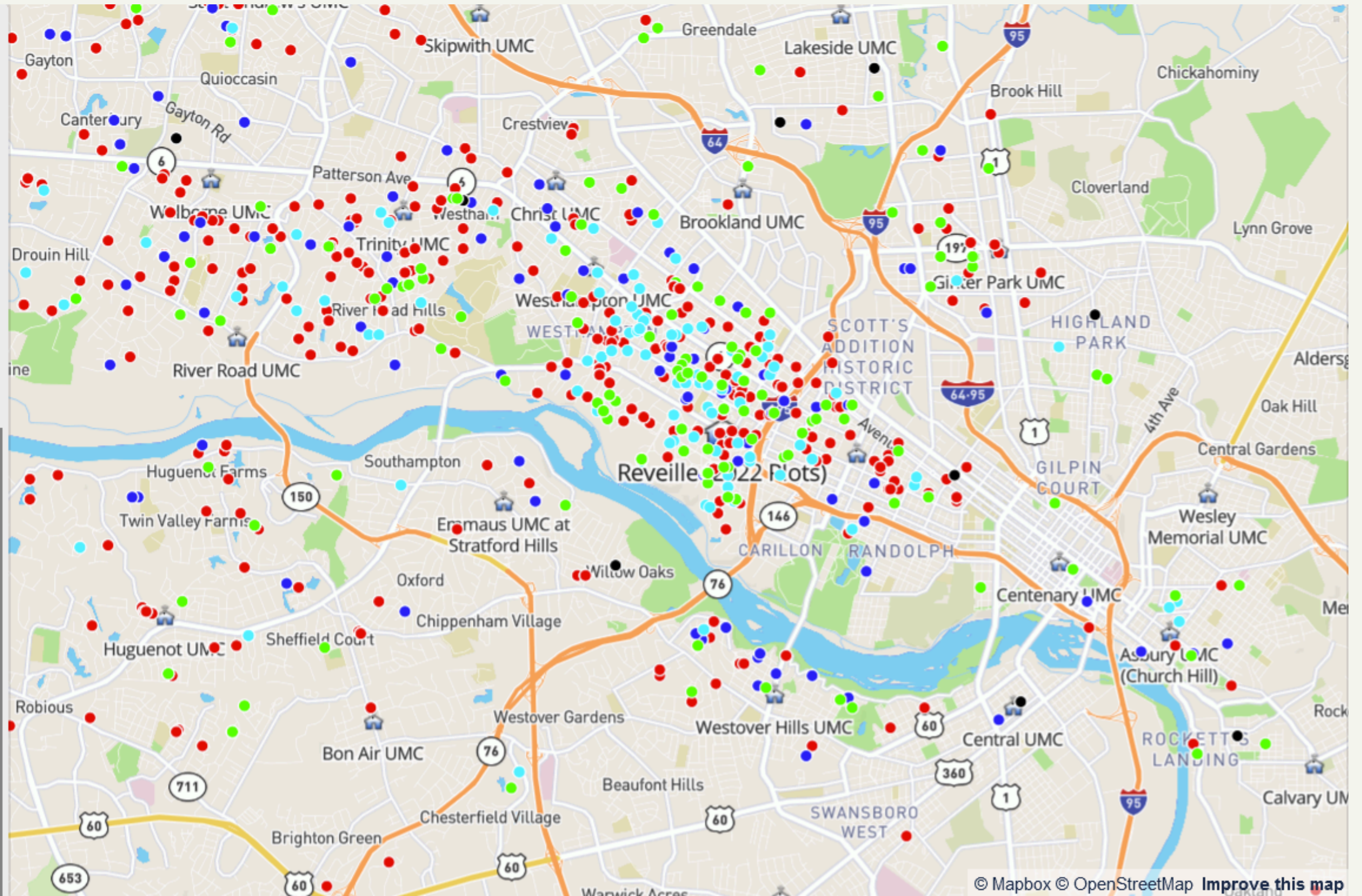
Plotted

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



Data Sources

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Handouts!

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

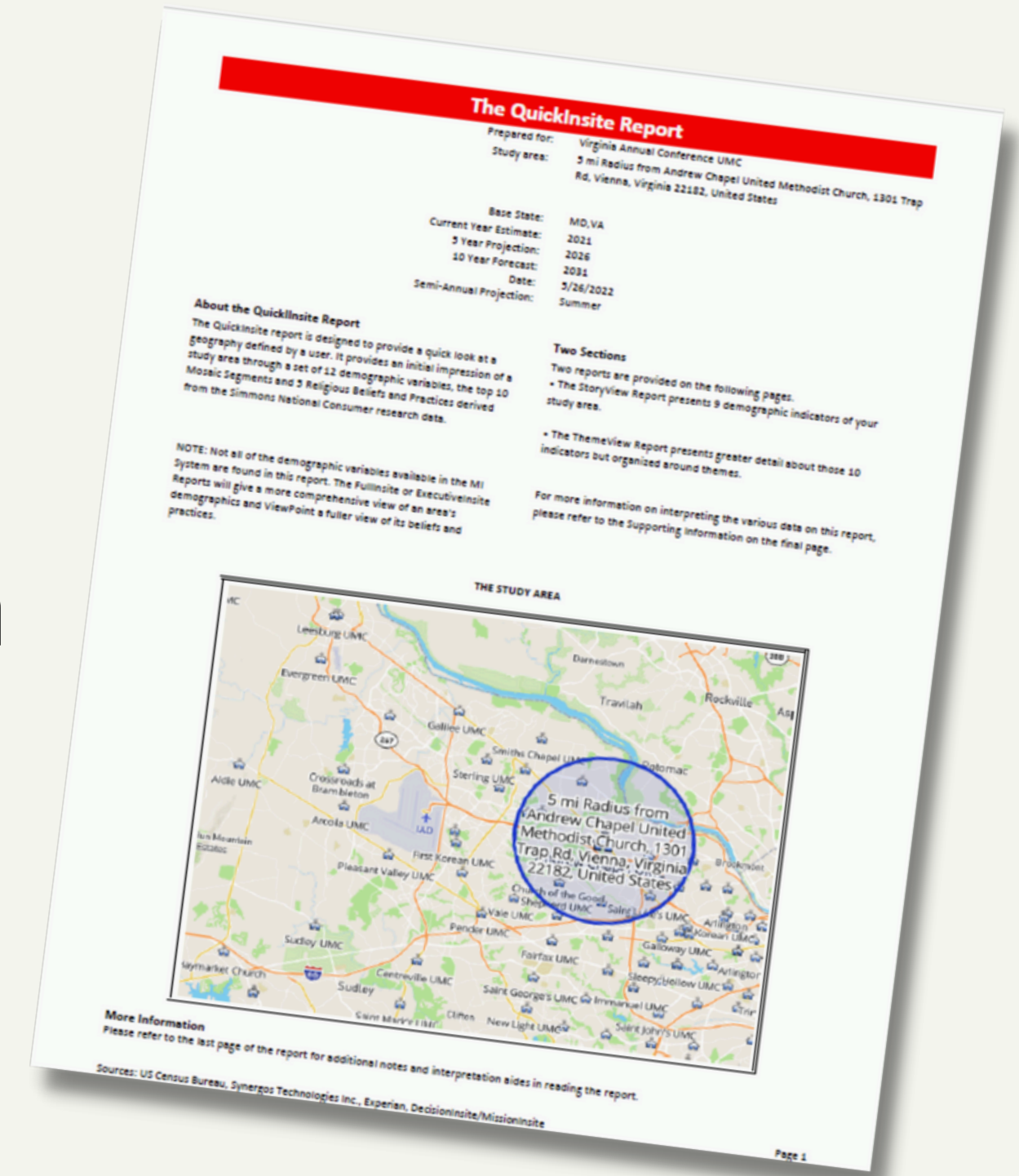


Take 2-3 minutes to flip through the **Quick Insite** Report!

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.***



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Study area: Reville Drawn Polygon 2022

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10 Year Forecast: 2031
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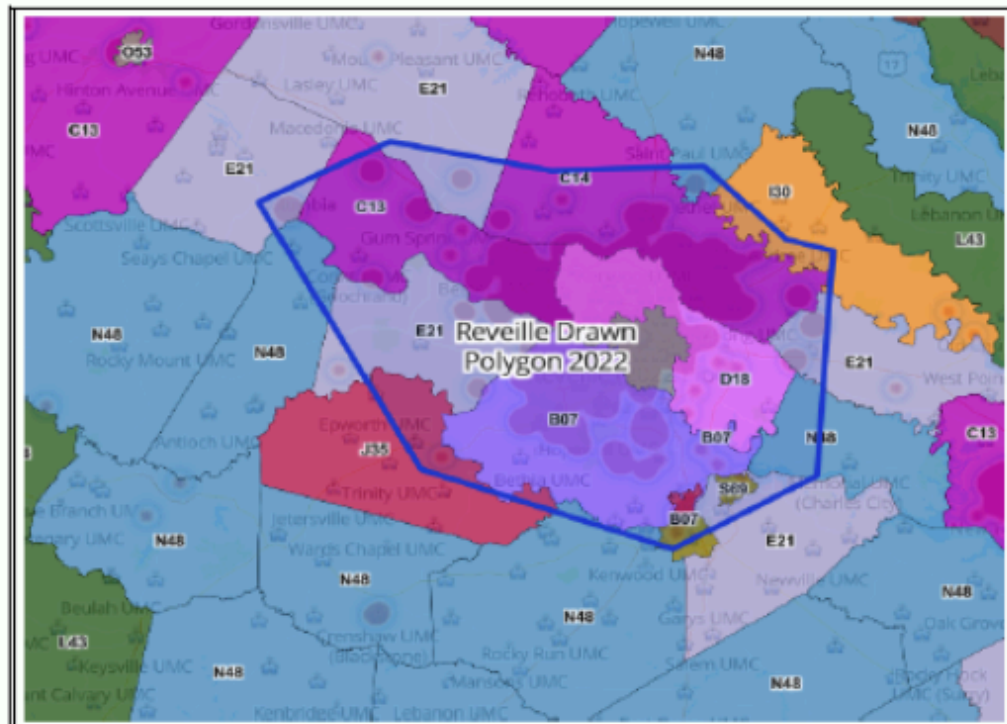
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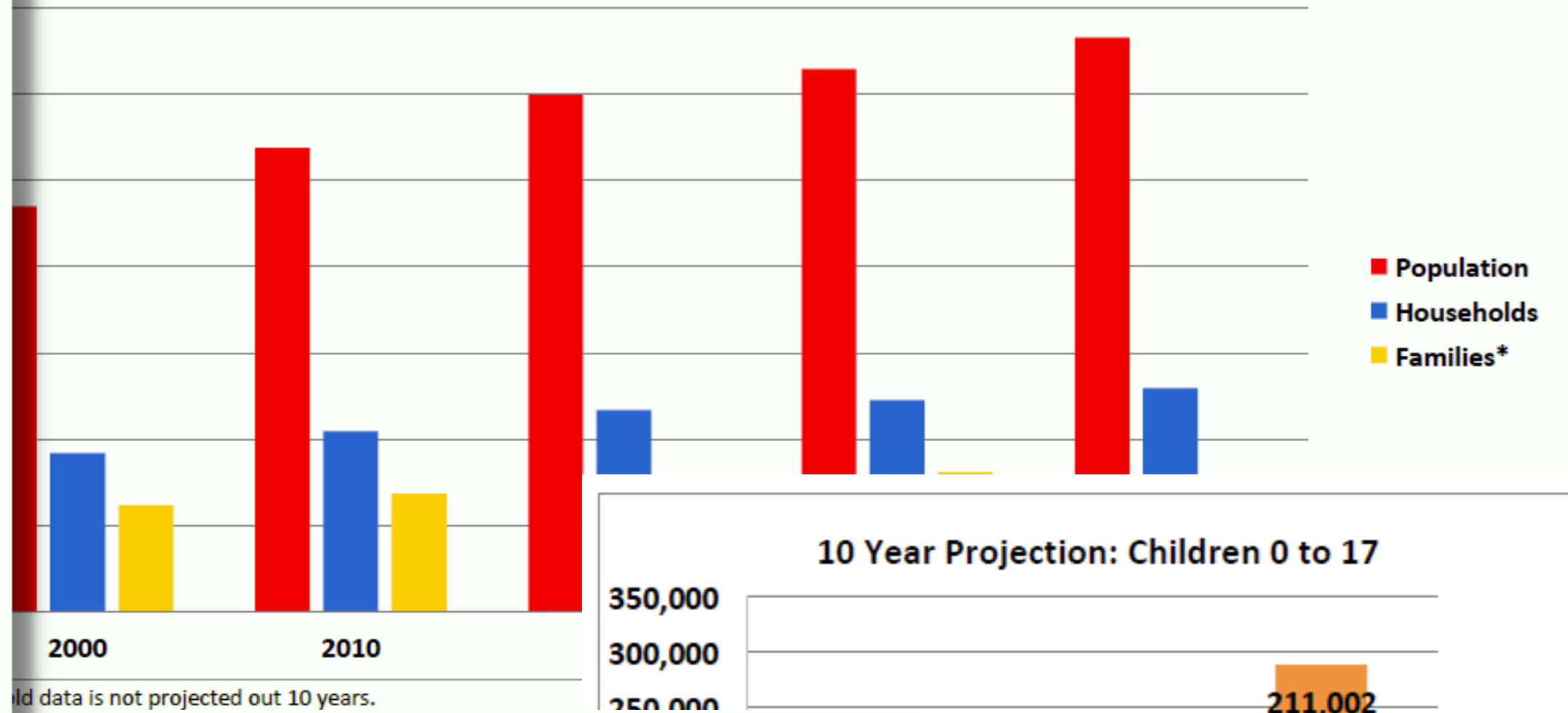


More Information

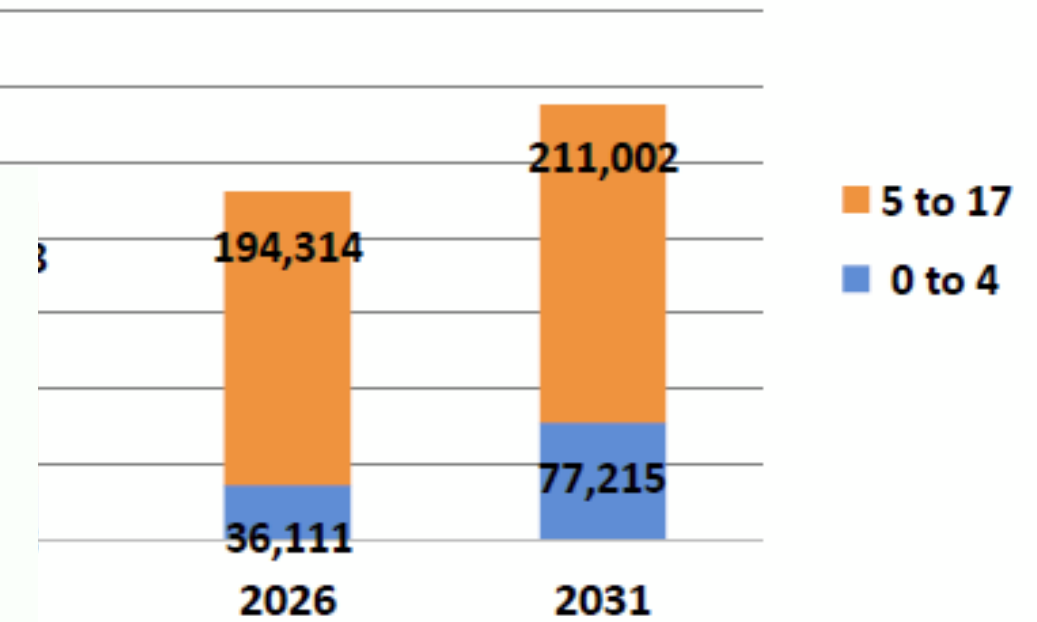
Please refer to the last page of the report for additional notes and interpretation aides in reading the report.

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

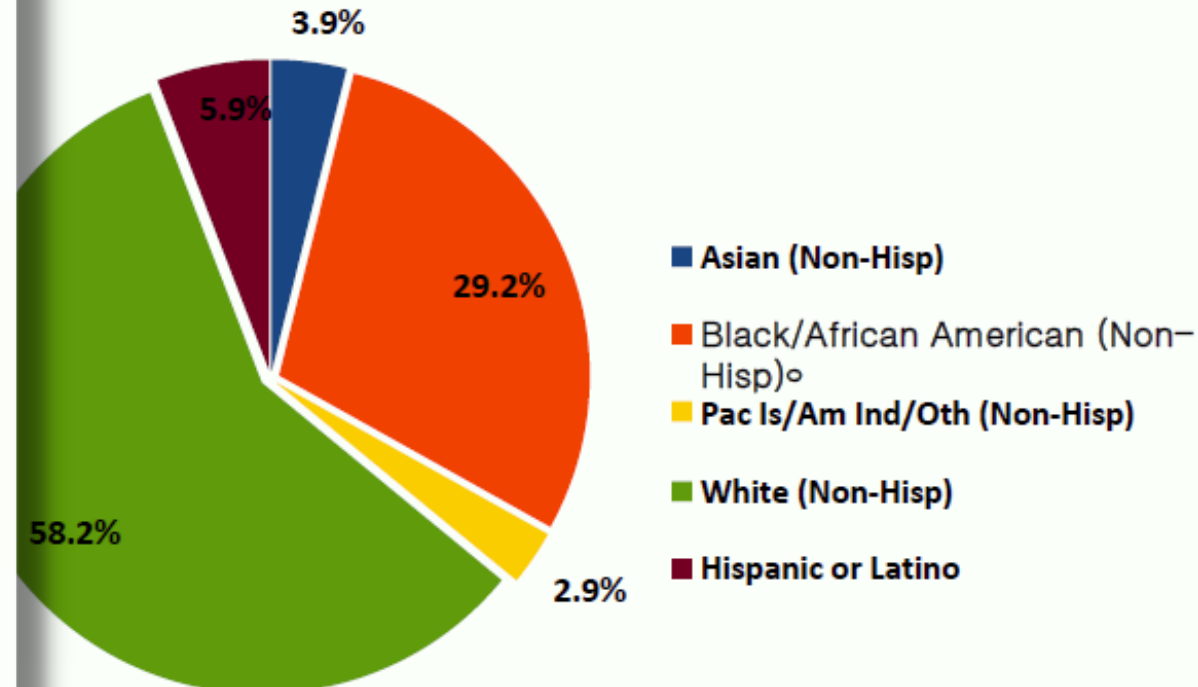
History and 10 Year Forecast: Population and Households



10 Year Projection: Children 0 to 17



Current Year Racial/Ethnic Percentages

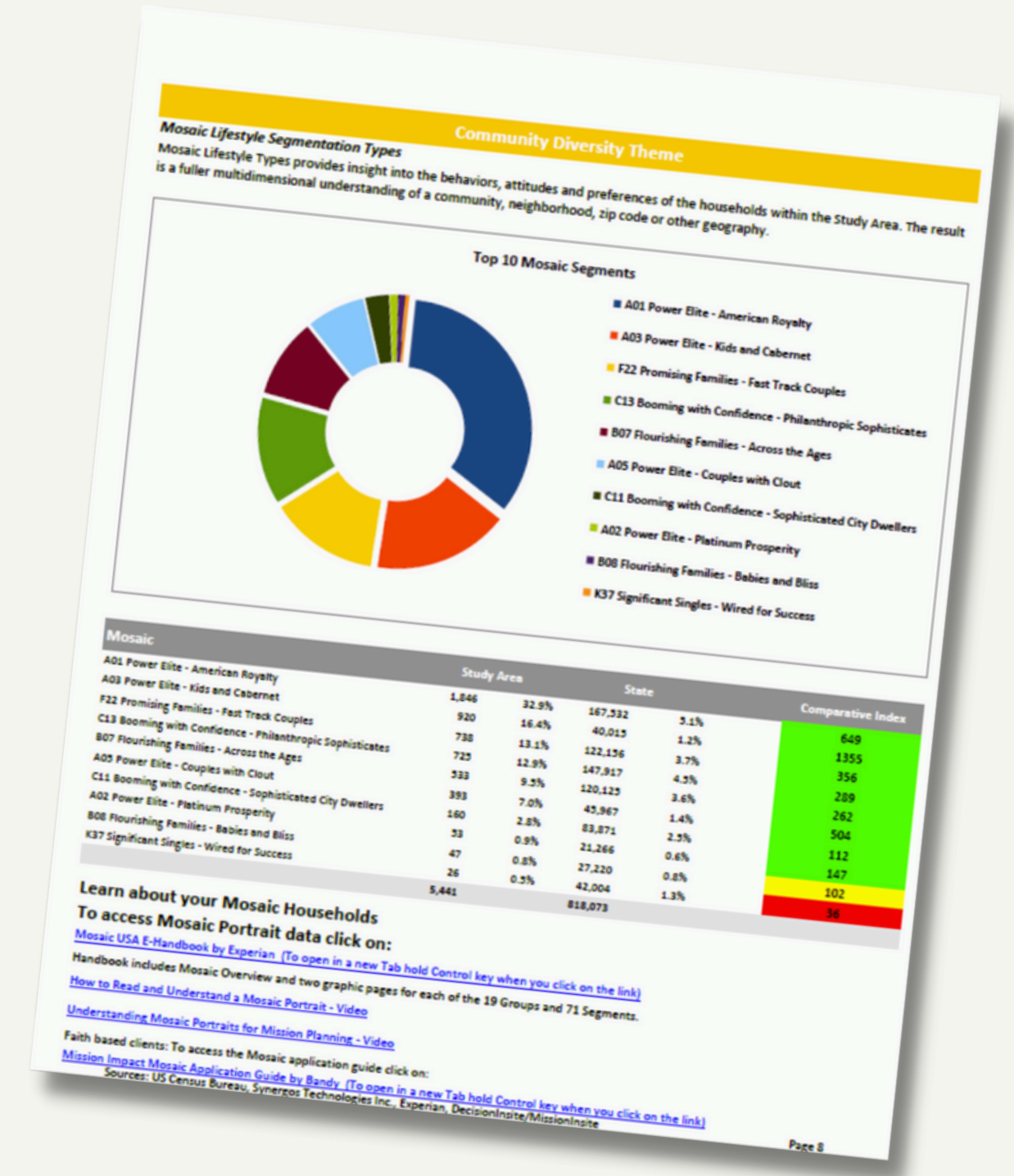


Mosaic Segments

Turn to page 8 in your Quick Insite

These are your top 10 Mosaic Segments.

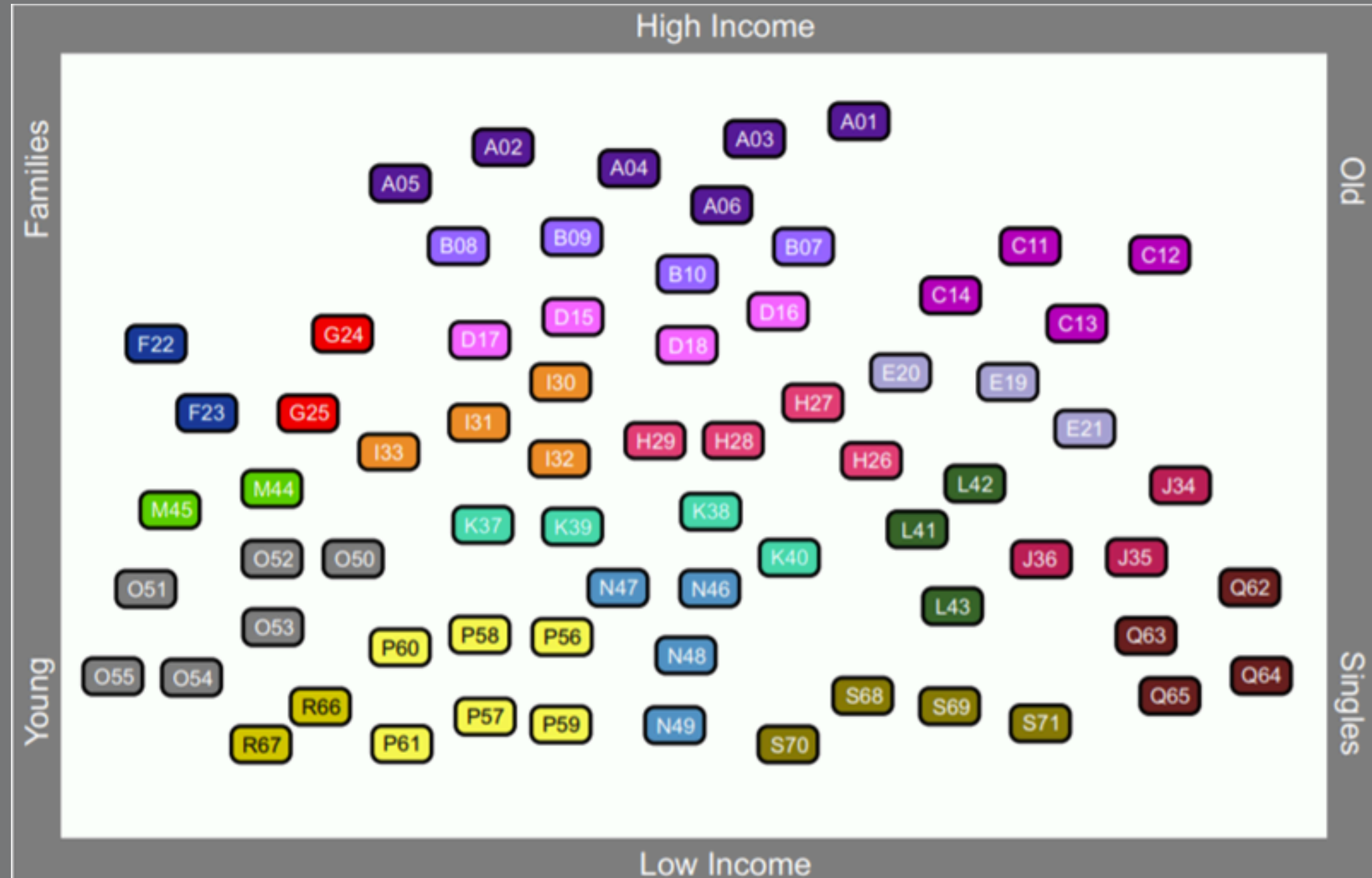
Mosaic Lifestyle Types provides insight into the behaviors, attitudes, and preferences of the households within the Study Area. The result is a fuller multidimensional understanding of a community, neighborhood, zip code or other geography.



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.)

Mosaic Groups

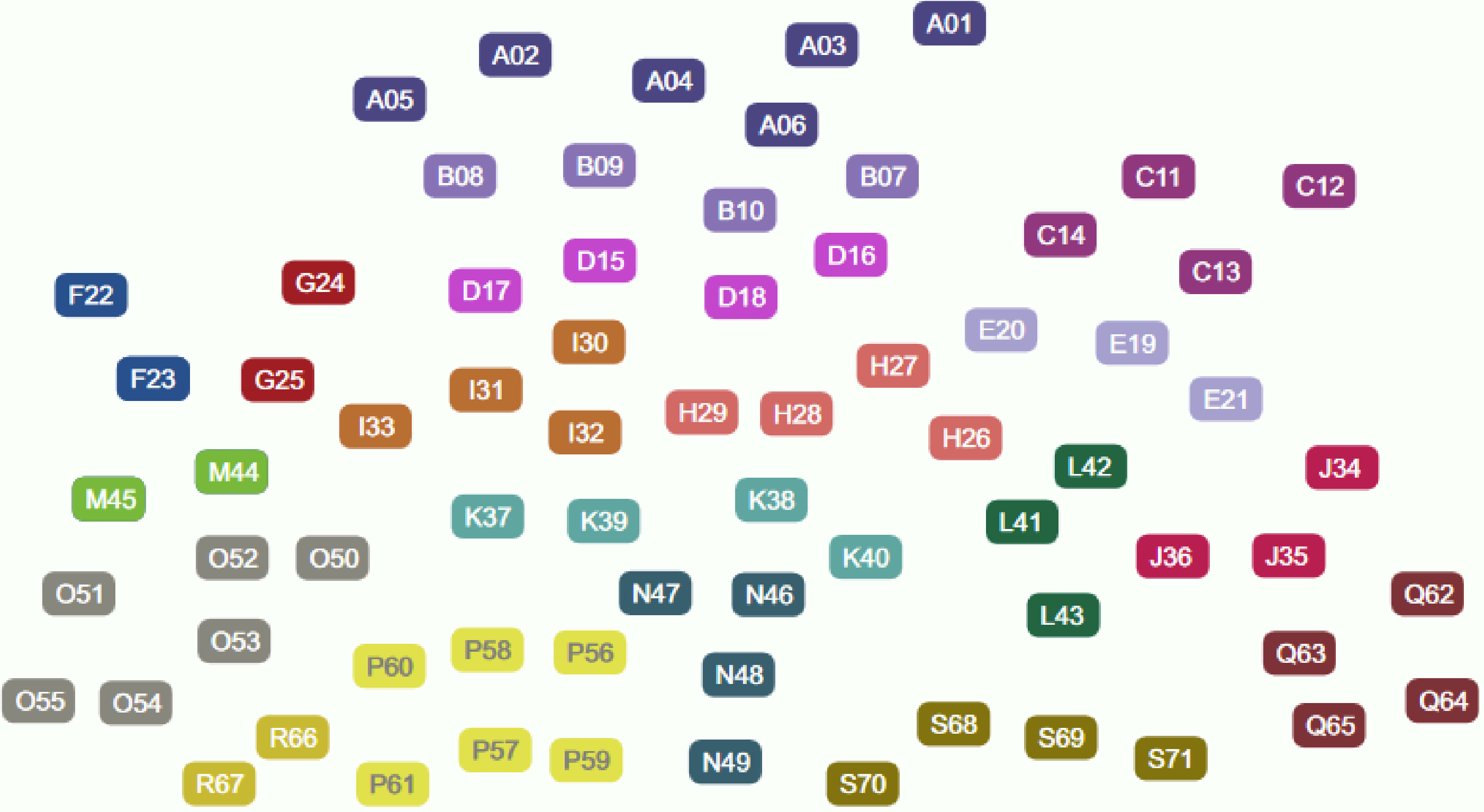
Experian's Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers' choices, preferences and habits.



High Income

Families

Old



Young

Singles

Low Income

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

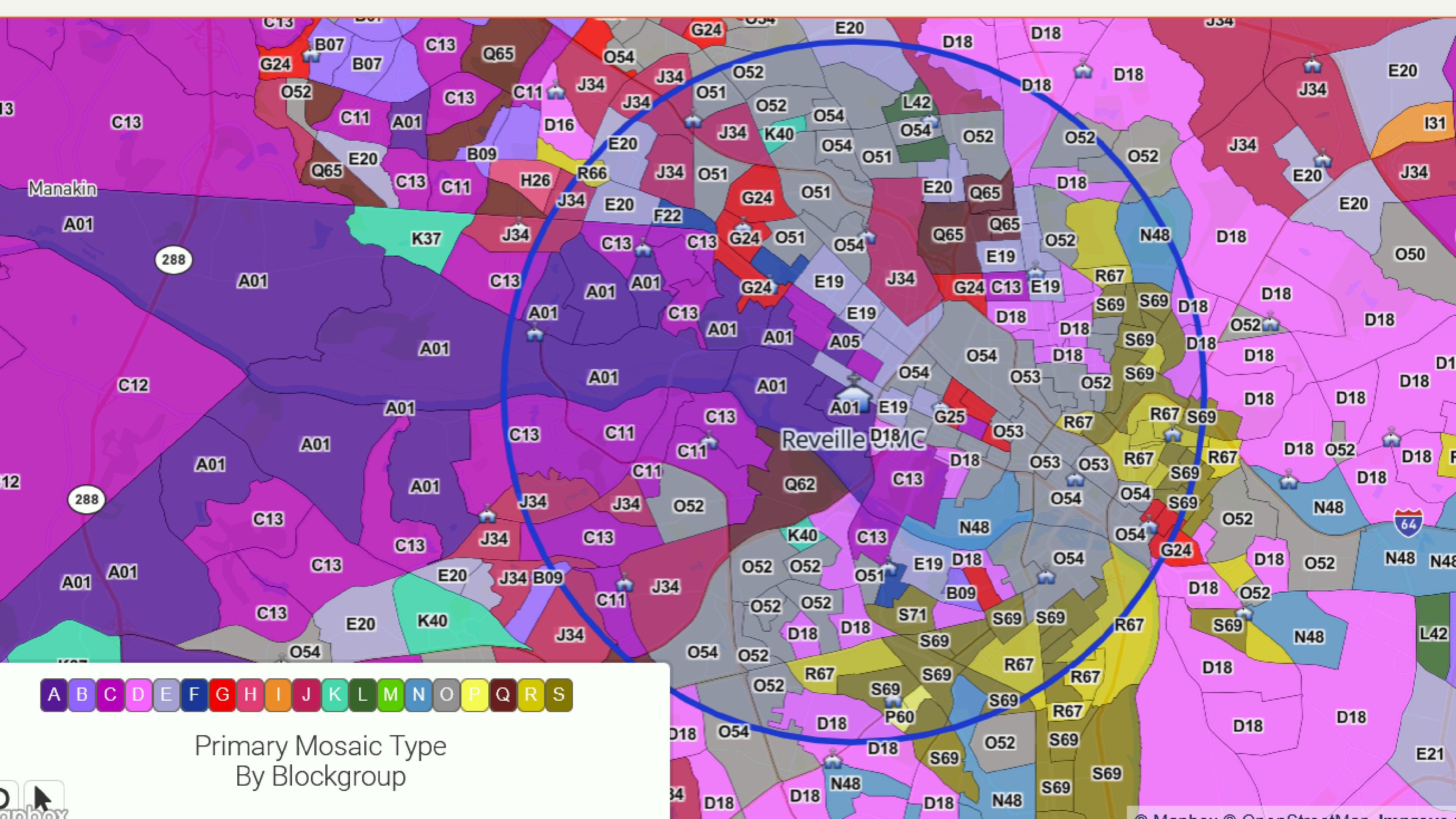
Golden
Year
Guardians

R

Aspirational
Fusion

S

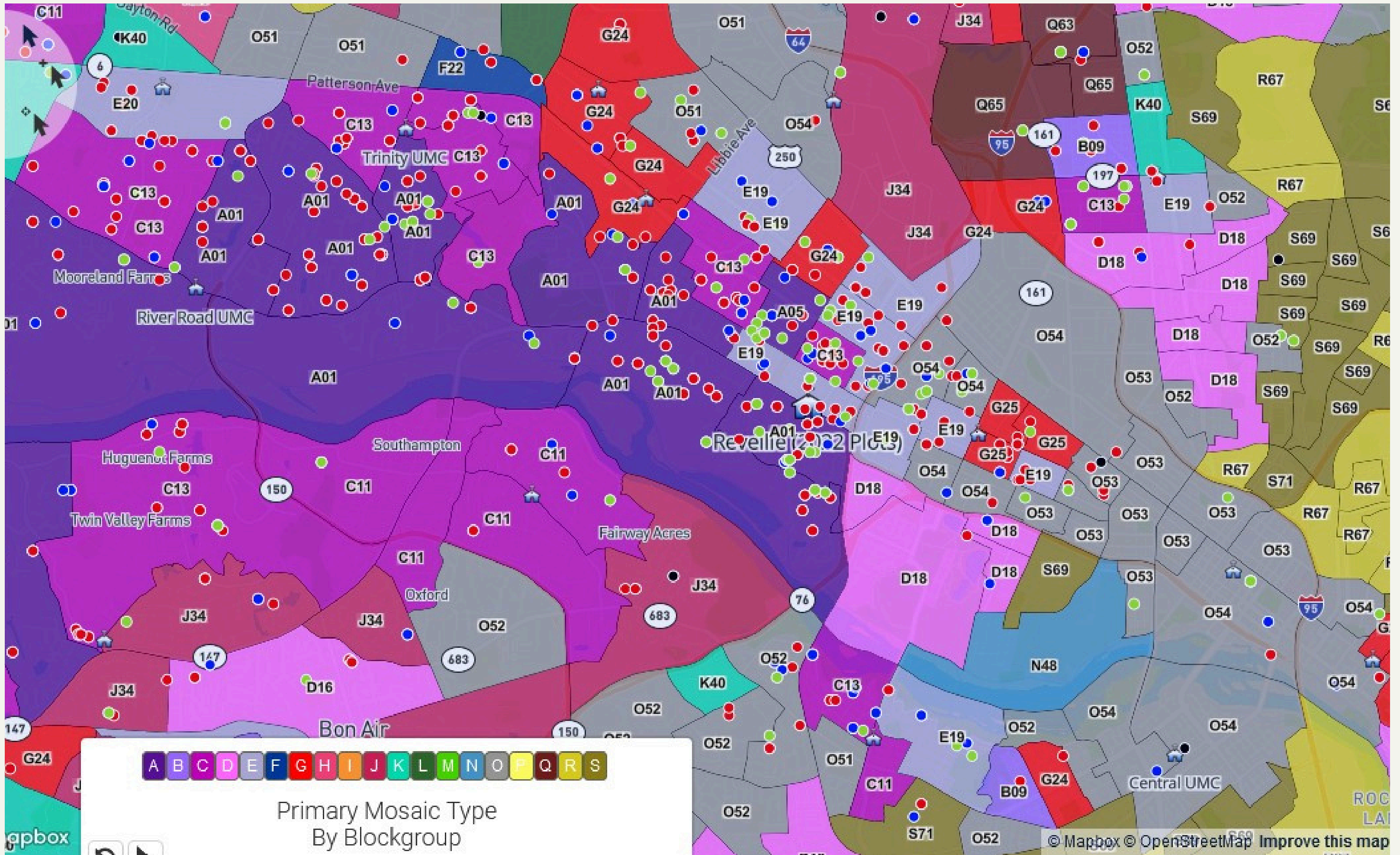
Thrifty
Habits

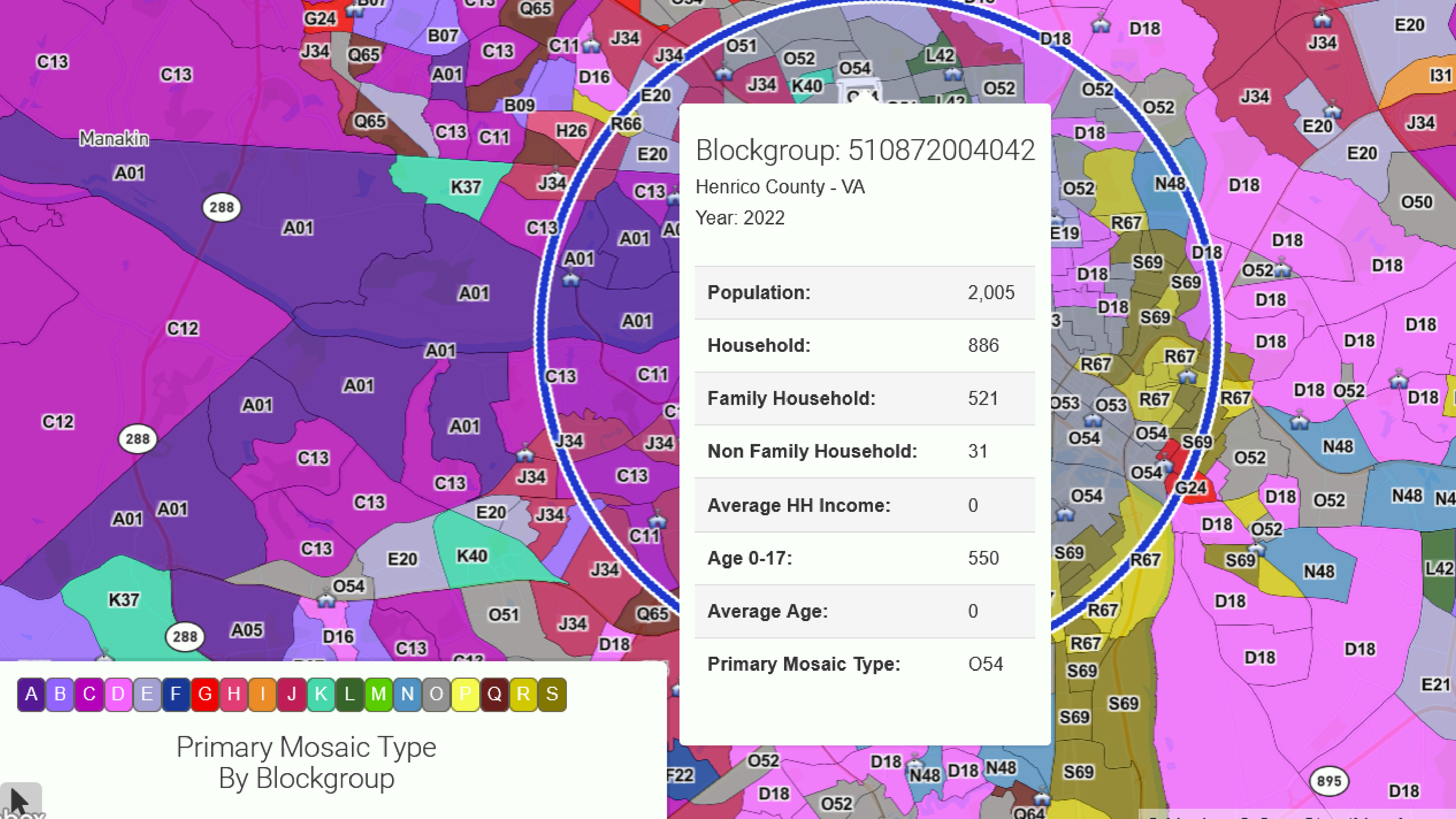


A B C D E F G H I J K L M N O P Q R S

Primary Mosaic Type
By Blockgroup





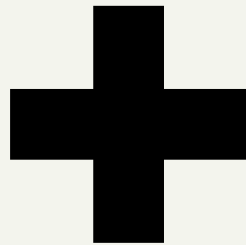
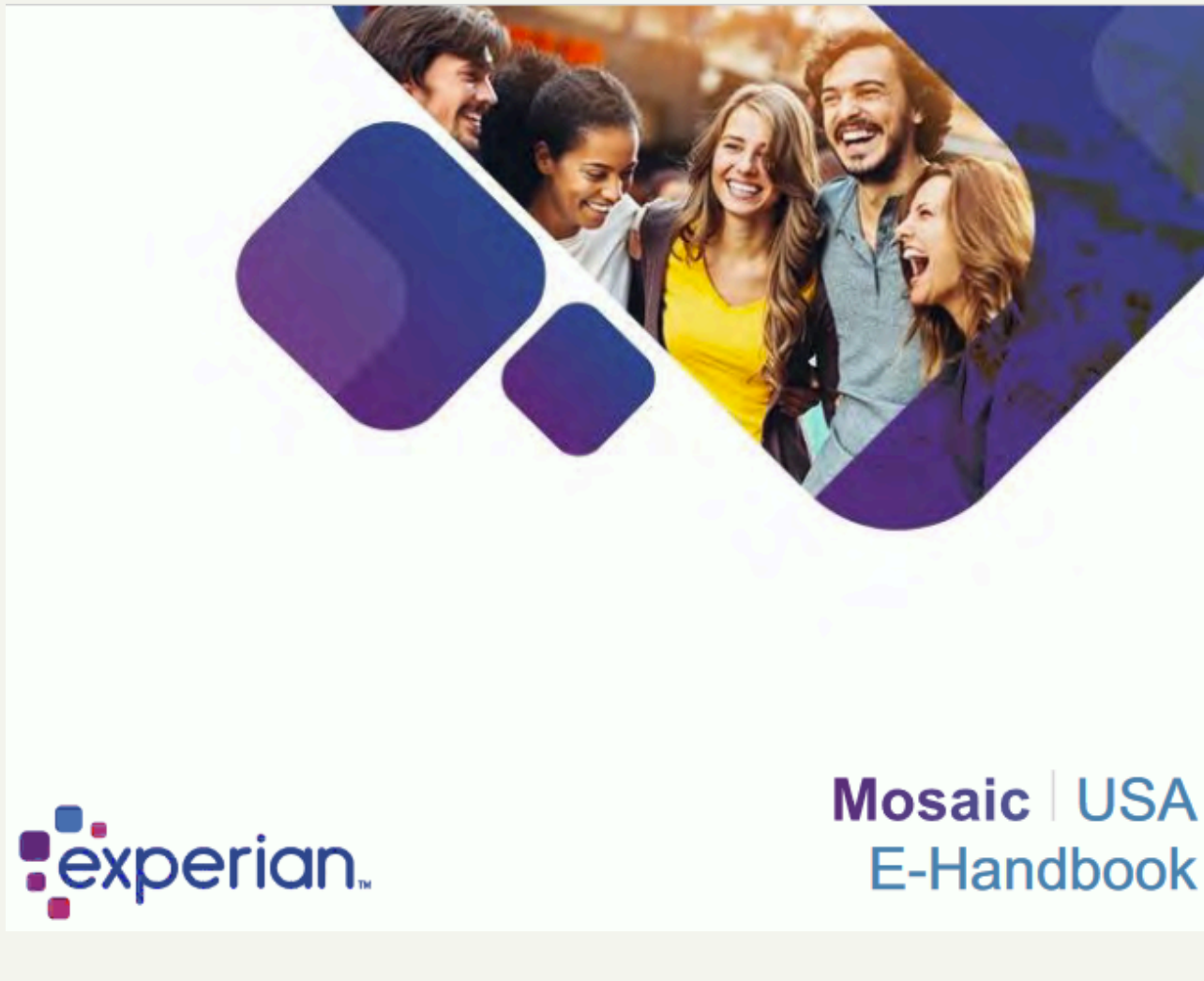


Blockgroup: 510872004042
 Henrico County - VA
 Year: 2022

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, Email: 71, Direct Mail: 304

Mobile SMS: 244, Social Media: 27, Like: 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

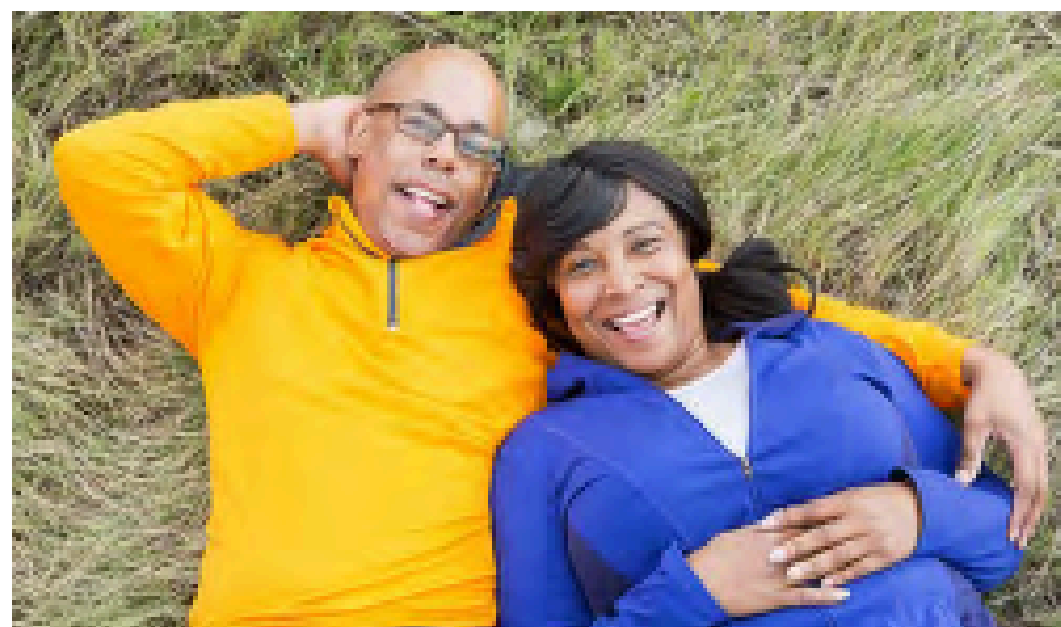
**You guys
are all
over the
place with
SO many
Mosaics!**

#1 MOSAIC	#2 MOSAIC	#3 MOSAIC
A01	A01	B07
D18	A05	B10
E21	C13	C11
I30	D18	D18
J35	E21	E21
L41	G25	F22
L43	H27	G25
N48	I30	I30
O54	J35	J35
Q64	L43	J36
S69	O51	L42
	O52	L43
	O53	N48
	Q64	O52
	S69	O54
		Q62
		Q64

N48 Rural Southern Bliss

Lower to middle-income multi-generational families living in small towns

🏠 1.3% | 1.5% 👤



Who We Are

Head of household age 🎂	Type of property 🏠
51–65	Single family
116 31.6%	110 97.5%
Est. Household income 💰	Household size 👥
\$35,000–\$49,999	5+ persons
195 20.7%	135 19.7%
Home ownership 🤝	Age of children 🍼
Homeowner	0–3
102 83.6%	163 12.3%

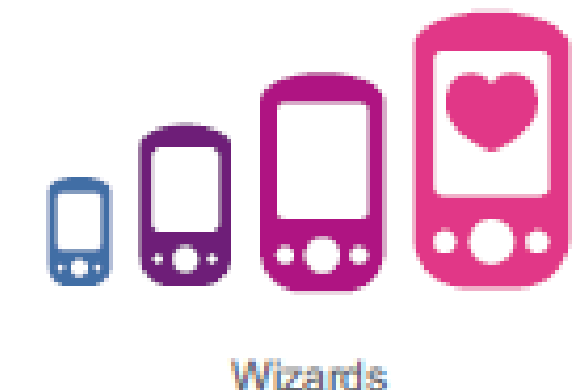
Channel Preference



Key Features

- Cable TV
- Limited discretionary spend
- Modest housing
- Multi-generational households
- Modest educations
- American cars

Technology Adoption



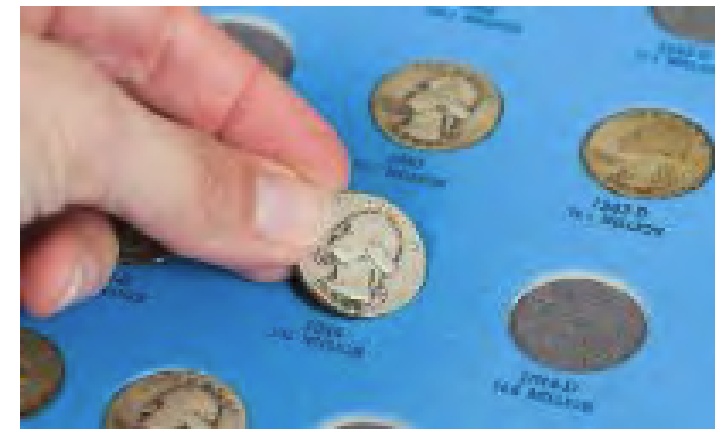
Rural Southern Bliss gravitate toward established, homogeneous, more conservative churches. These are **churches in which family (past and present) have been long time members.** Churches tend to be very conscious of tradition and are often vocal advocates for strong government that reduces crime, protects human rights, and provides opportunities for advancement into the middle class.

Many of the towns in which they live are struggling economically as urbanization and globalization have forced long standing industries to close or relocate. **The church provides emotional and relational stability.** It serves as a “rock” in changing times. It often provides social services and career counseling programs, along with day care or elder care for hardworking households.

Rural Southern Bliss are workaholics by necessity just to survive, but they are generally optimistic about the future and **look to the church to sustain a positive vision.** In some contexts, there may be growing interest in bi-racial churches that provide positive role models for reconciliation and cooperation. They can become bridges between lifestyle segments in ideologically polarized communities

Q64 Established in Society

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



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



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.

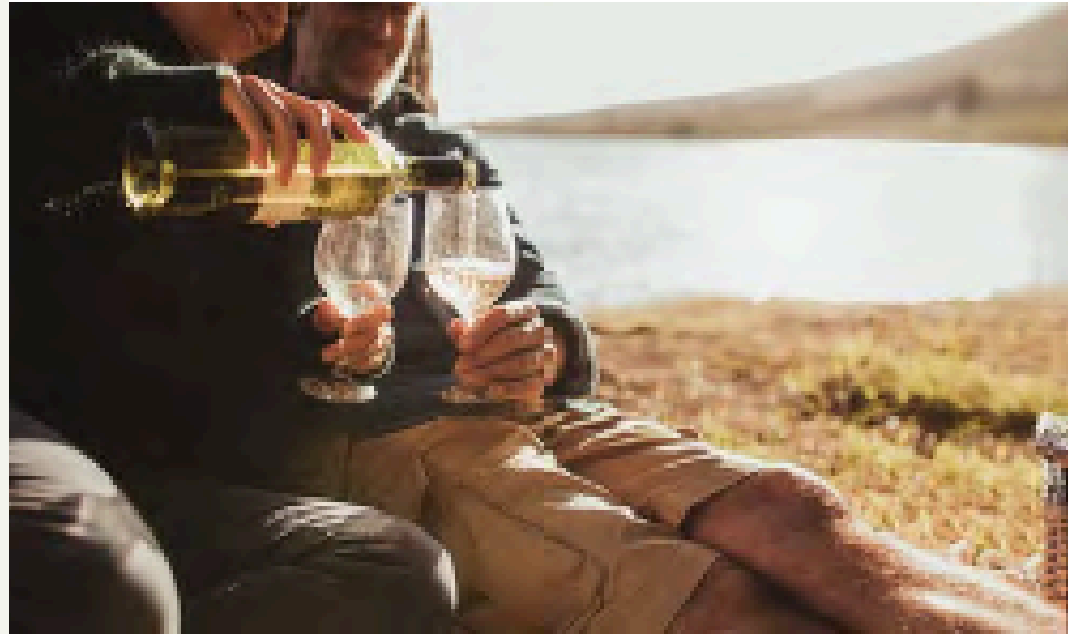
E21

Unspoiled Splendor


Comfortably established baby boomer couples in town and country communities



1.95% | 2.63%




Who We Are

Head of household age 


51–65

336 | 91.3%

Type of property 


Single family

111 | 98.2%

Est. Household income 


\$50,000–\$74,999

147 | 27.4%

Household size 


3 persons

150 | 23.5%

Home ownership 

Homeowner

117 | 96.3%

Age of children 

13–18

6 | 0.9%

Channel Preference



10



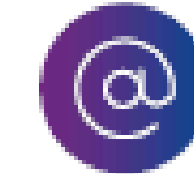
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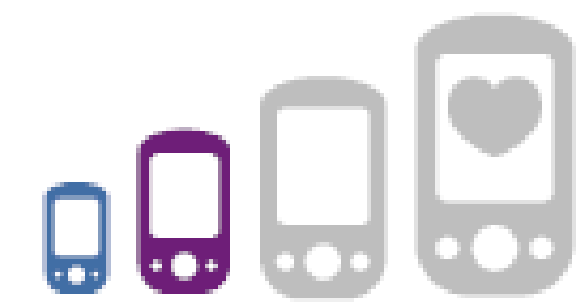


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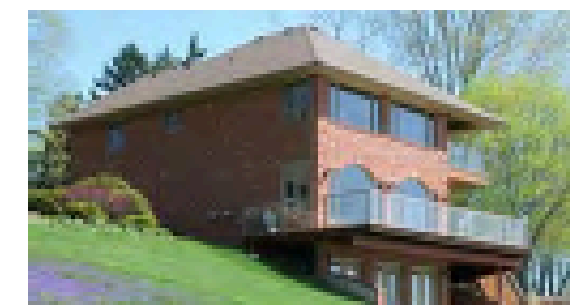
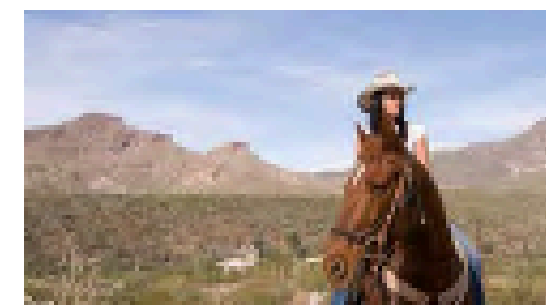
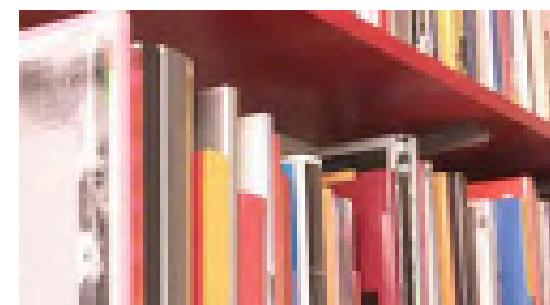
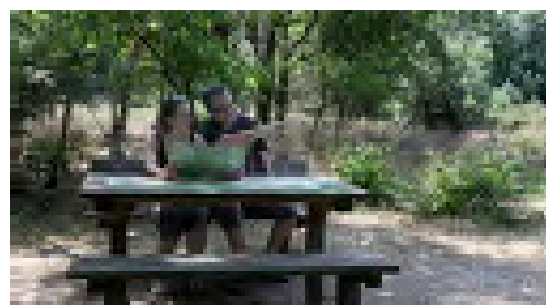
Key Features

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics
- Outdoor enthusiasts
- Domestic travelers

Technology Adoption



Apprentices



Unspoiled Splendor have deliberately chosen to remain in, or relocate to, rural and small-town environments. Most people will prefer to connect with a small to medium sized church; some may be willing to drive further to a central location to participate in a larger, resource size parish. They tend to be spiritual and religious, living lifestyles that are sensitive to God and creation and connecting with established churches. They can have a strong sense of mystery and awe in their spiritual lives, and they often practice personal or family spiritual disciplines during the week.

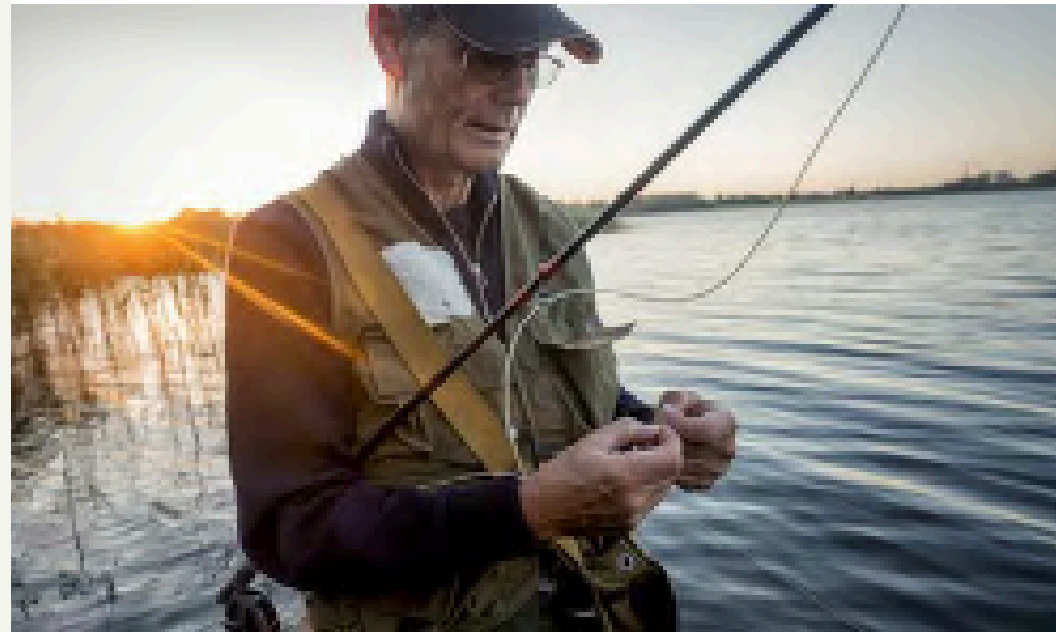
They gravitate toward established small town or rural churches for whom local and denominational tradition are important. However, they bring with them urban assumptions, habits, and priorities. This can cause tension between this segment and long-time rural church members. **They are better educated and more globally aware than many church leaders think.** Although they are social conservatives, they may have very liberal concerns about the environment, marriage and family, and equality. They may be theologically conservative or moderate, but usually avoid extremes. **The most important quality of a healthy church is that it is “friendly” and “welcoming”, but newcomers who are too creative or threaten harmony and heritage are not welcome.** These people dig deep roots in the community. They care about their neighbors, volunteer in community social services, and take leadership in municipalities. They offer board and committee leadership for a local congregation and mentor the next generation. **They often have strong opinions about what makes a just society and a faithful church.** They are not particularly ambitious to think outside the box or challenge traditional authorities.

J35

Rural Escape

Sophisticated, established couples and singles living comfortable lives in rural towns

🏠 2.21% | 2.25% 👤



Who We Are

Head of household age 

66–75

289 | 38.1%

Type of property 

Single family

110 | 97.3%

Est. Household income 

\$35,000–\$49,999

179 | 19.0%

Household size 

2 persons

127 | 33.1%

Home ownership 

Homeowner

113 | 92.7%

Age of children 

7–9

26 | 3.2%

Channel Preference



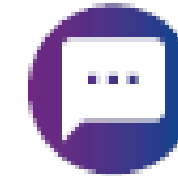
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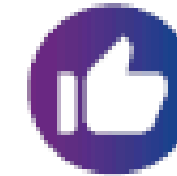
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3



17



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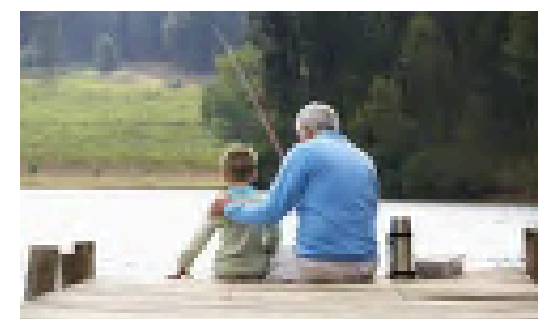
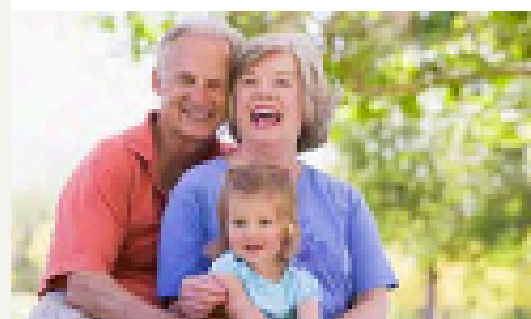
Key Features

- Country living
- Modest educations
- Risk averse
- Outdoor activities
- Traditional media
- Satellite TV

Technology Adoption

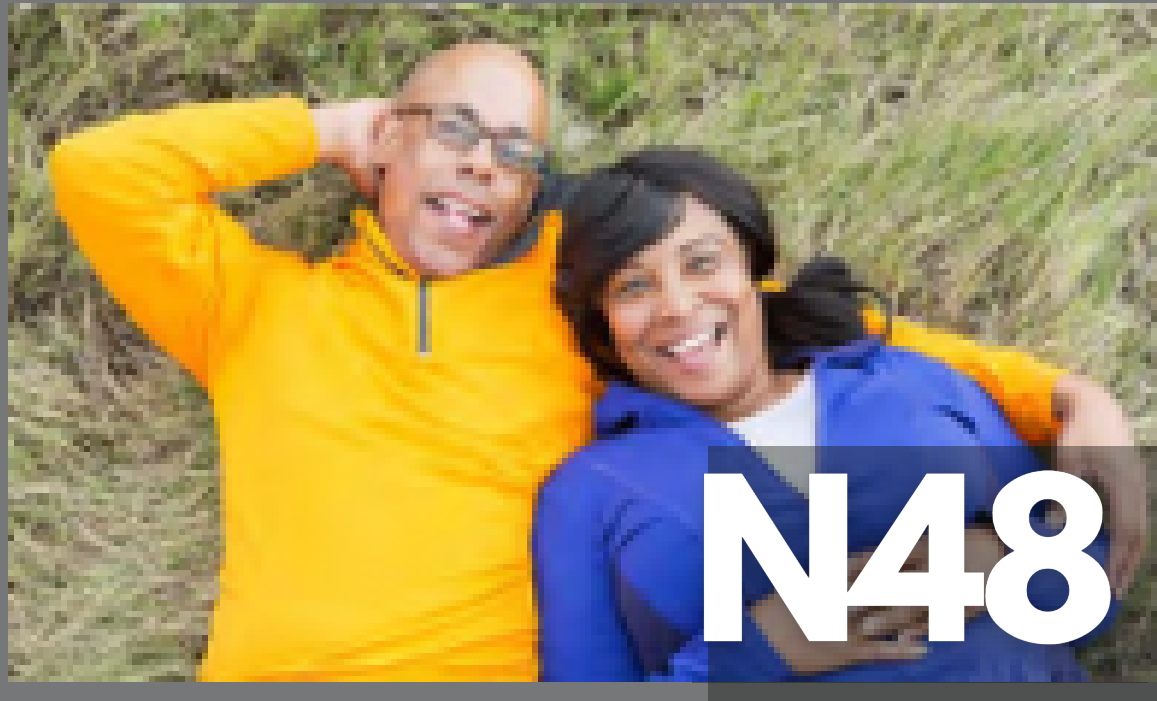


Novices



Rural Escape have an old-fashioned agrarian sensitivity that enjoys simple pleasures and a simple life. They bring this attitude to the church. **Spirituality and faith are important, and church attendance is both a duty and a pleasure.** Church life is also simple and uncomplicated. These days, the church may be part of a larger rural circuit. The building is small and traditional in architecture and program. Worship follows a pattern set over the decades. **They rely on strong lay leadership, and some seniors in this segment are quite capable of preaching, witnessing, and leading prayers.** The church hall is often in use for fellowship dinners, family reunions, quilting and craft fairs, and other social occasions. **They are theologically traditional and socially conservative with strong traditional family values.** Some have had military experience and have seen something of the world, but now they like to be detached from stressful events and untroubled by contemporary issues. However, **they are becoming increasingly anxious about cultural diversity and urbanization, and about the decline of traditional values for family and country.** They may be concerned about industrial impact on the environment. They expect the church to lobby in their behalf and to preserve social services and healthcare in small towns and rural areas. Their church may be independent or denominational, but the church will stand up for the same traditional values and uncompromisingly hold the bedrock faith convictions of the founders.

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
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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.

E21 Unspoiled Splendor is likely to rely on structured educational events using a book, workbook, or curriculum.

The curriculum may be tied to the lectionary used in worship or the Christian year, but they will also observe major cultural holidays like Mother's Day, Halloween, and Thanksgiving. They are prone to bring their grandchildren to church, even though the parents of the children tend to be intermittent participants. Adult commitment to Sunday school is mixed. Those adults with strong and consistent church backgrounds may continue the practice of Sunday morning classes. **These are usually led by an older, highly respected member (clergy or retired clergy). People remain in the same class for a long time.**

J35 Rural Escape may have little opportunity for continuing education in their context, but they do value education. Sunday morning is an educational event, and they strongly support children and adult Sunday school. Classes are usually held before worship, although the timing may depend on the coordination of worship in the circuit. **Teachers may be trained regionally rather than locally. They are often honored church veterans. Sunday school for children follows a Bible-based curriculum and may be used over several years.** The church may be too small to organize children by age, so there may be a class for “younger” and “older” children. Adult Sunday school is usually a Bible Study, although special topics may be introduced by the leader.

N48 Rural Southern Bliss are apt to spend a good portion of their Sunday at church. Sunday school often precedes worship for children and adults. Increasingly, however, **adult Sunday school consists of older adults in traditional Bible study classes led by mature and highly respected matriarchs or patriarchs of the church.** Younger adults may gather for fellowship and broader, more topical conversation in the kitchen, refreshment center, or outside. Many younger adults are already committed to various forms of continuing education related to job proficiency or career advancement. **The children's Sunday school is traditional and mirrors the age-based K-8 classroom experience of public school. They study a curriculum based on scripture.** Teachers are often matriarchs of the church and their apprentices. Sunday school teachers and the women's association together represent a significant influence in the life of the church.

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 i... networks in the United States. Spiritu... charities and philanthropic activities. r... resources to provide high quality wor... outreach ministry that has a citywide... with a high sense of wellbeing. They... liberal in their social views and tend t... or non-profit boards, and often find s...

Philanthropic Sophisticates i... in stylish homes of their neighborho... members are often old friends, altho... bequests to the church. The architectu... They often support the idea of family... participation may challenge their com... new churches. 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	Preference
x	Ecclesiasti
	Utilitarian

Philanthropic S... However, they may be o... design must still be tastel... traditional facility. Interi... religious traditions. They

Technologies ar... be the primary instrumen... instrumentations, and the... a decidedly Christian wa... traditionally designed. TI... projectors. Lighting is ad

All rooms, incl... these people to participat... groups or other events. A

Financial Preferenc

Financial	Preference
x	Unified Budget
	Designated Pro

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

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

These household... campaign gifts. They als... money using a computer

Resource: *Spiritual Leadership* by Thom

Progressive	Preference
	Discipler
	Guru
	Visit
	Men
	Pilgr

usually veteran ministers with years of experienc... e probably served on committees or staff in the... ; and leading worship and excellent preachers. r... ave an advanced degree. Clergy may occasio... the local church. Approachable and friendly, tl... somewhat conservative administration for the... train a solid volunteer core of leaders on an ad... giving to other professional staff, and invest m... ealth, and education sectors. They cast large vi... cial community causes or denominational publi... management leaders in other public sectors.

Lifestyle Connectivity

logs, regularly upload sermons to websites, act... nart phone, which is a constant companion. The... ettings 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
x	Healthy Choices
	Take-4

ake 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. r... tastefully decorated, with natural lighting and a... le. They are careful about their health. They ap... teas; fruit juices and water. If the core values c... fter worship or on special occasions. Hospitalit... 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
	Rotate Leaders
	Curriculum Study
	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

You will meet with friends who have one of your same Primary Mosaic Groups.

We will focus on the

Outreach, Hospitality, & Communication sections.

- What are their high priorities?
- What are their low priorities?
- How could you use this information to inform ministry decisions/programs/events?

We will focus on the

Outreach, Hospitality, & Communication sections.

- What are their high priorities?
- What are their low priorities?
- How could you use this information to inform ministry decisions/programs/events?

A01	Andrew	Kwame	Joseph M.		
C13	Brad	Pam	Steven	Laura	
D18	Leah	Michael			
E21	Jair	Jason	Meredith	Tim	Katie
J35	Yoonsik	Chanmi			
N48	Jacob	Ritchie	Sangjung	Michael R	Annette
O54	Steven	Justin	Sean		
Q64	Joseph P	Martha	Dinah		

What Else?

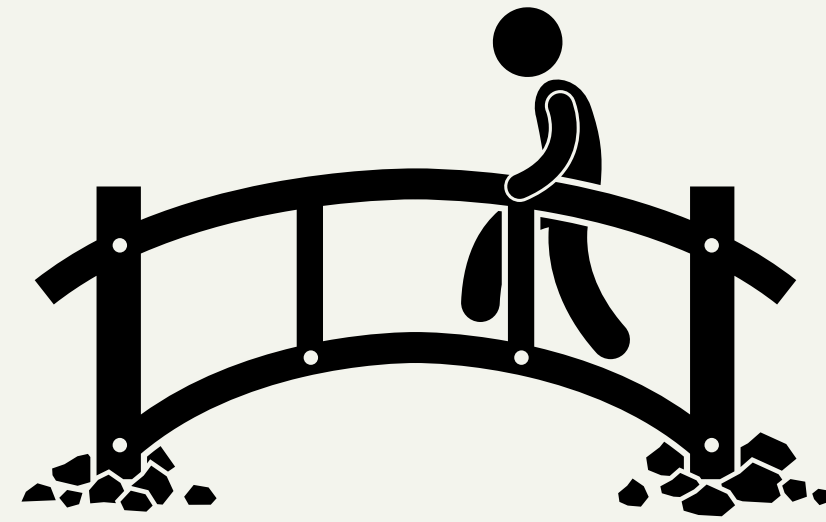
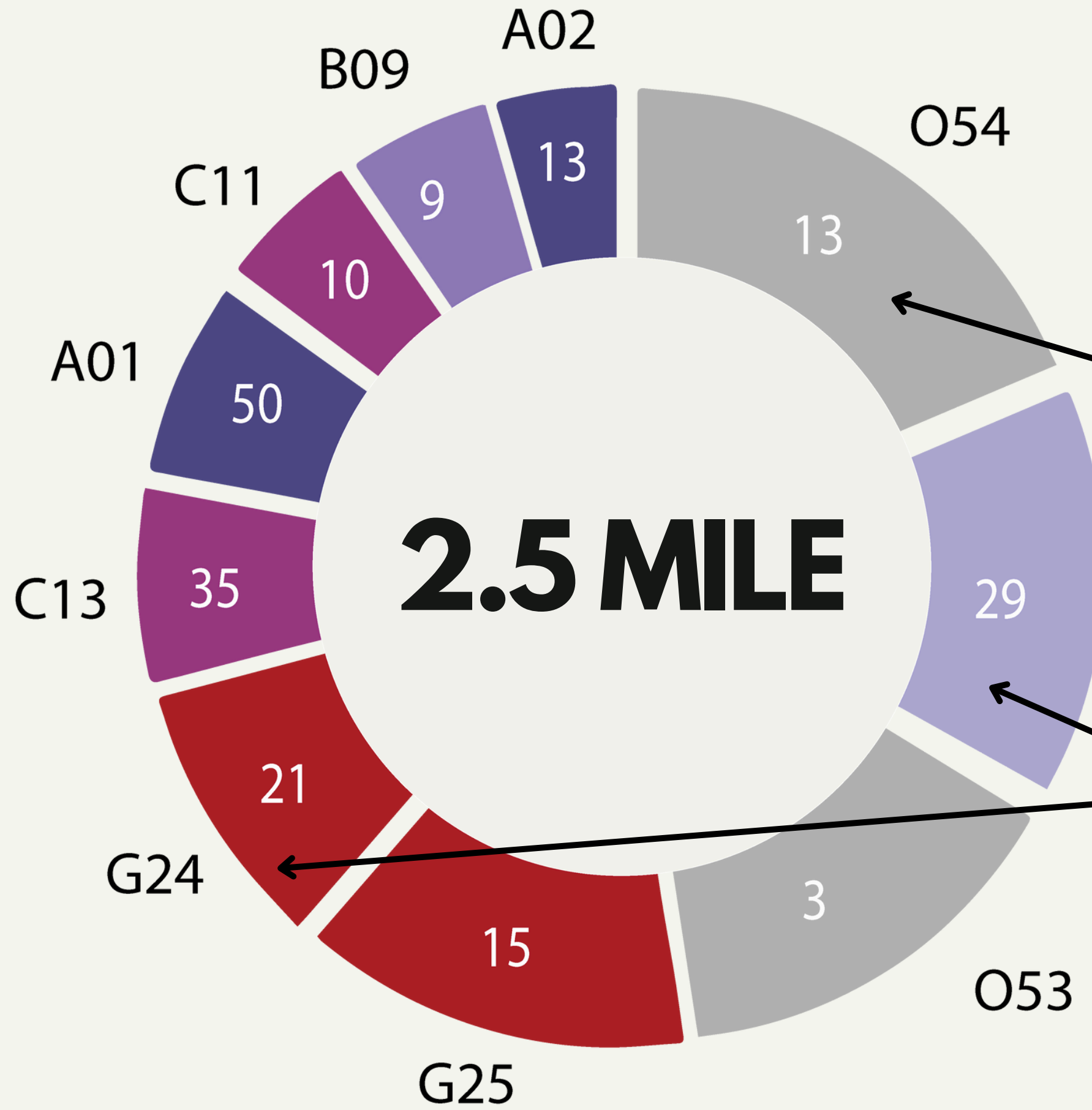
There's SO Much More!



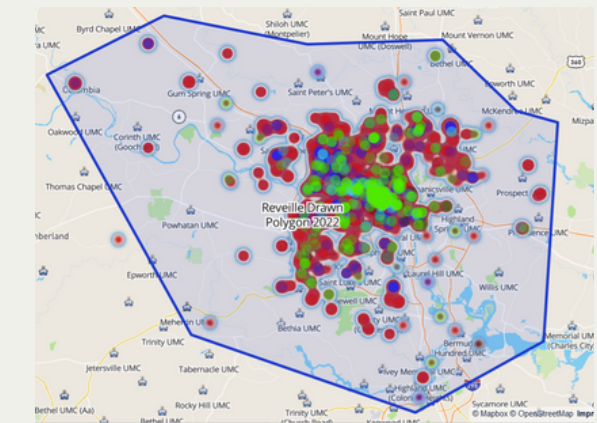
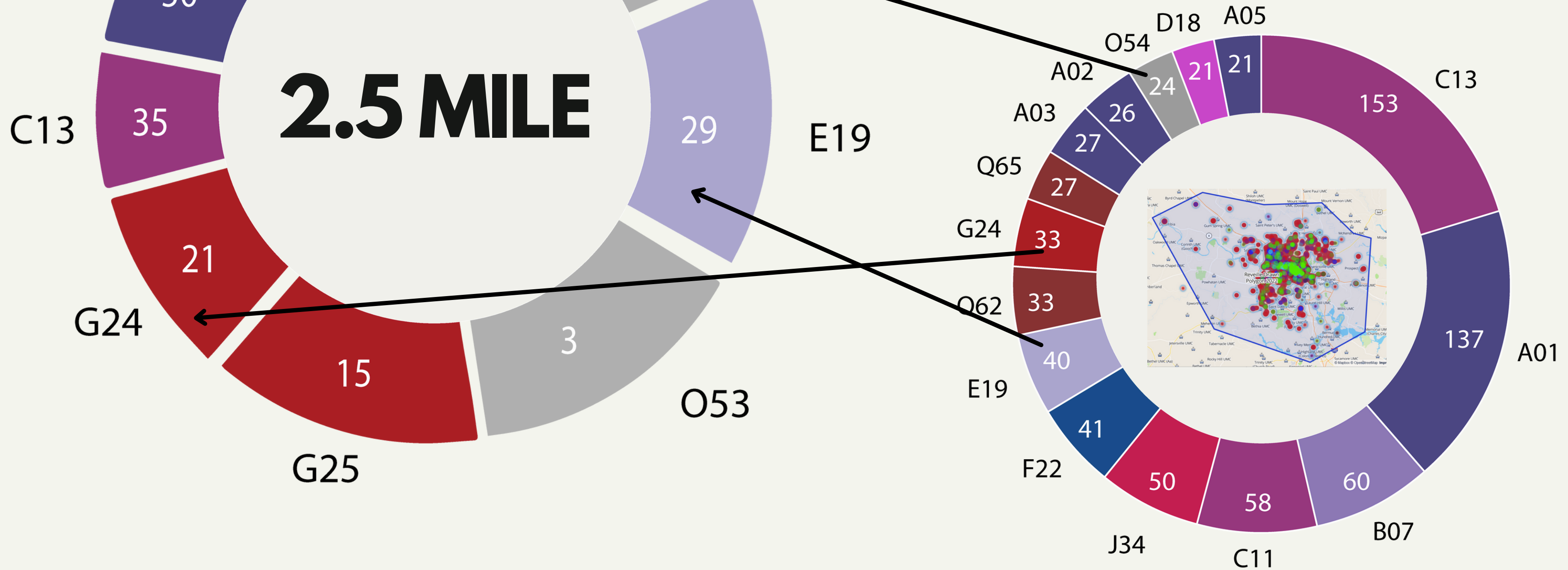
Priority List**Top 15 of 44 Life Concerns**

Ranked by greatest concerns

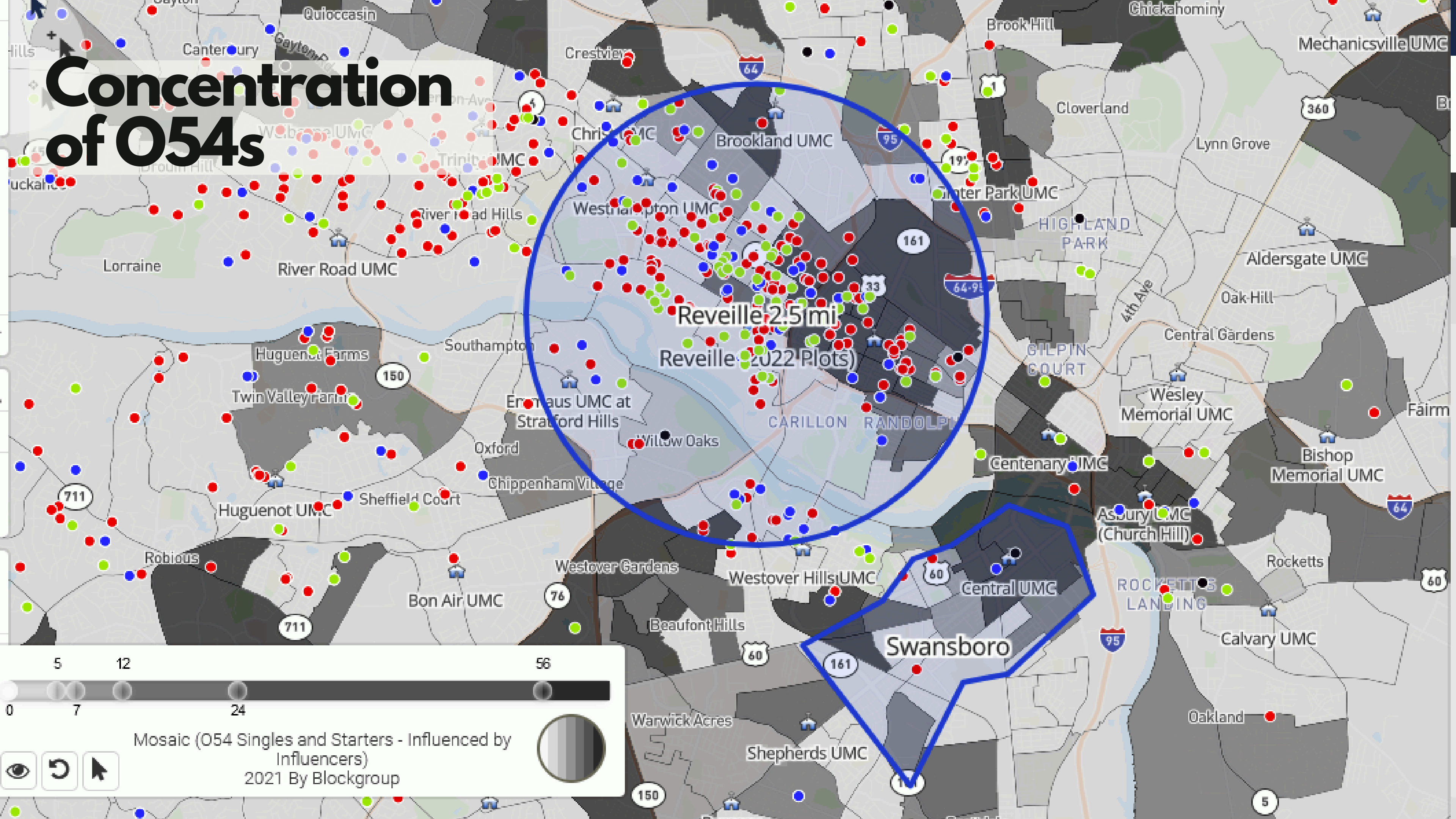
<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Concern</i>
1	Ongoing impact of COVID-19	19.7	Very Strong Concern
2	Social & political tensions/discord	7.7	Very Strong Concern
3	Racism/racial injustice	5.3	Very Strong Concern
4	Financing the future/savings/retirement	4.5	Very Strong Concern
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



Reville 2.5 mi
Reville (2022 Plots)

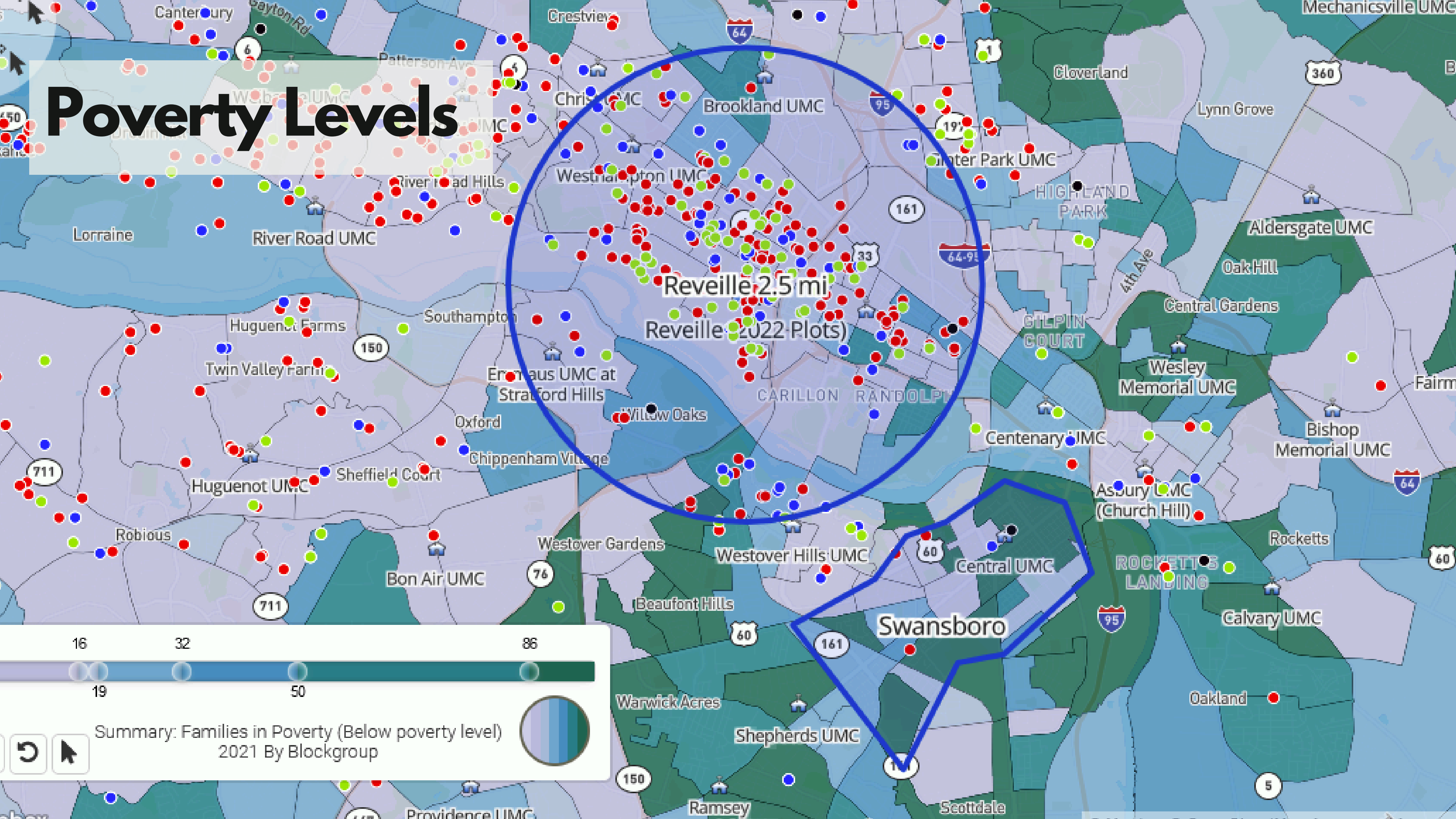
Swansboro

5 12 56

0 7 24

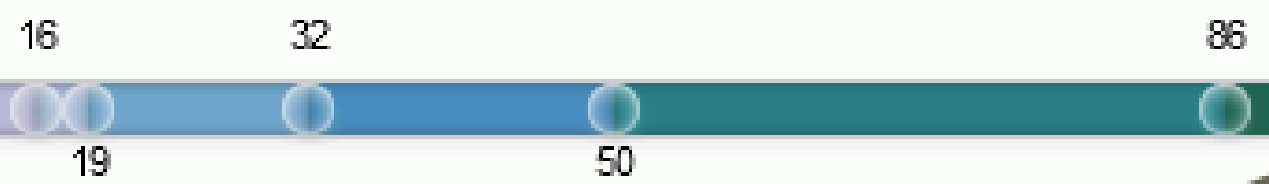
Mosaic (O54 Singles and Starters - Influenced by Influencers)
2021 By Blockgroup

Poverty Levels

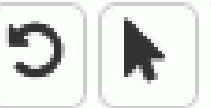


Reville 2.5 mi
Reville (2022 Plots)

Swansboro



Summary: Families in Poverty (Below poverty level)
2021 By Blockgroup



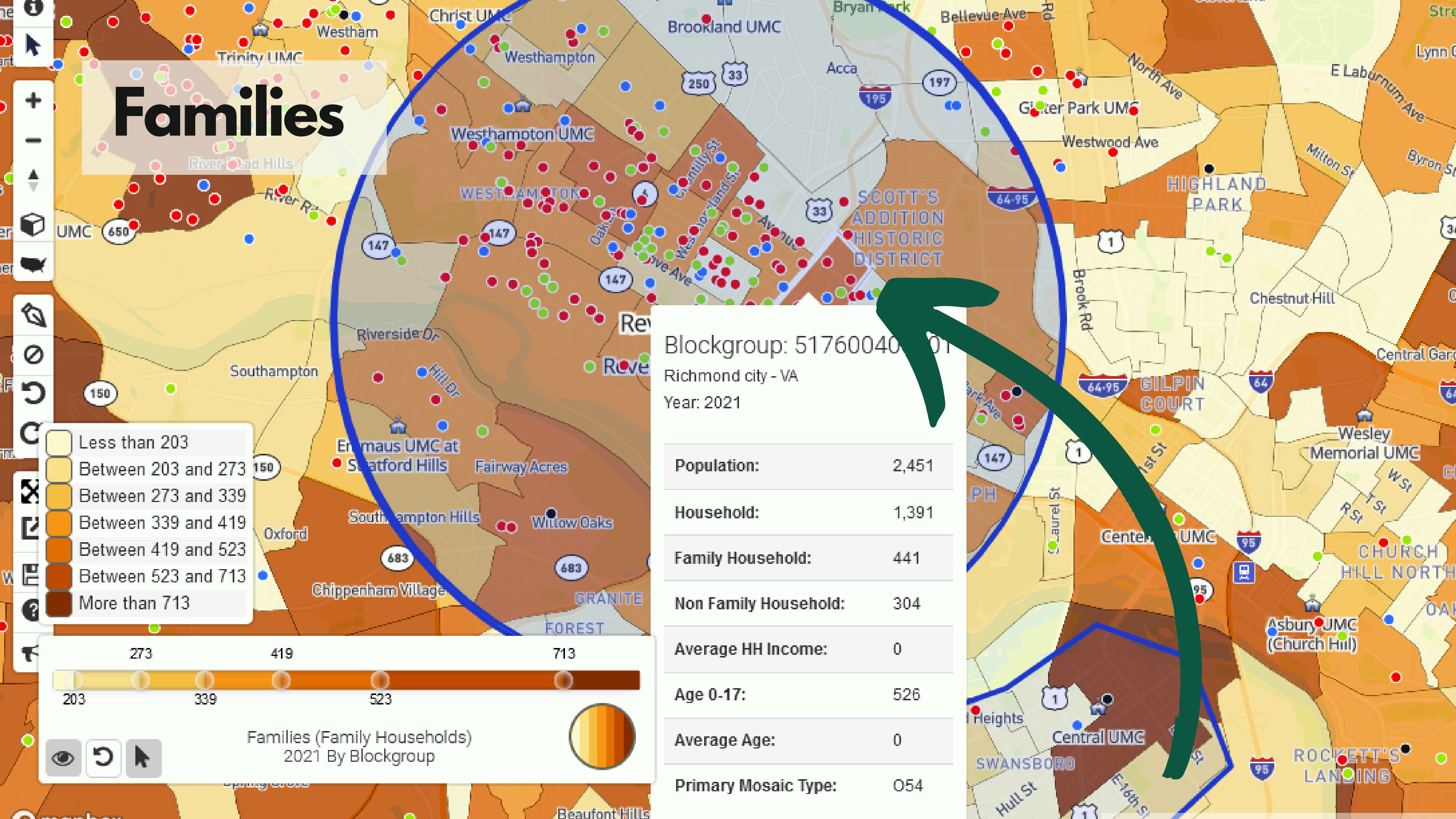
Families

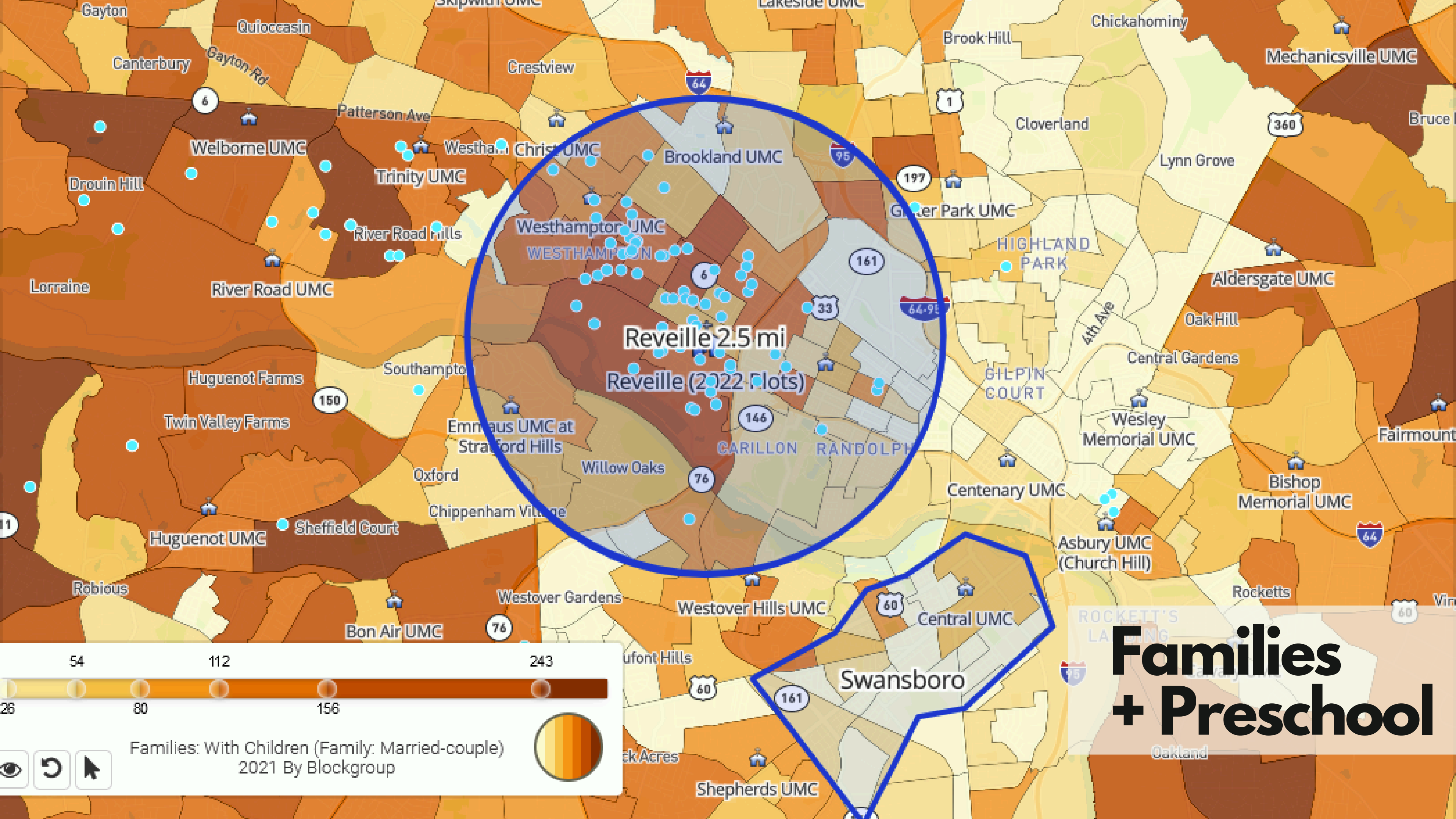


Families (Family Households)
2021 By Blockgroup

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





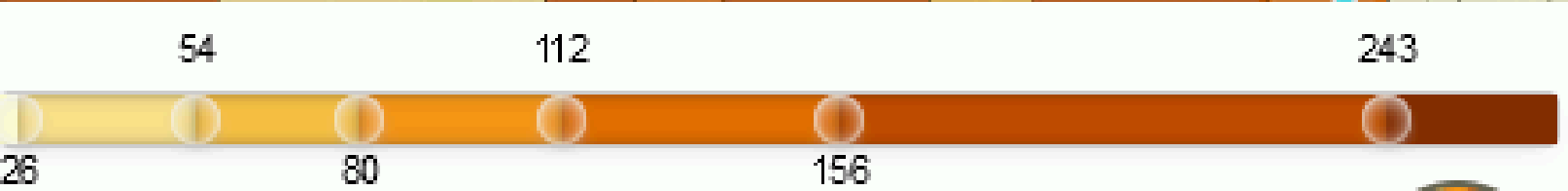
Reveille 2.5 mi

Reveille (2022 Plots)

Swansboro

**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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