

# Importance of Demographic Information

# It's About Building Relationships with Contextual Intelligence



## ... And understanding your Mission Field

It's a new  
religious  
landscape...



...so it's a new  
reality for the  
church

# Essential Questions for Strategic Mission/Ministry Focus

**Who are We?**

(Active People/Congregants)

**Who Are Our Neighbors?**

(Mission/Ministry Area/s)

**How Do We Serve Them?**

(Building Relationships)

# Data Sources

**(1) Synergos** (Demographic Data)

**(2) Experian** (Mosaic – Household Portraits of Income, Attitudes & Behaviors)

**(3) Epsilon** (HH Level Demographic Data that powers the MissionInsite “Neighbor Center”)

**(4) American Beliefs Study** (Religious Data)

# Synergos - PopStats

- ☑ Updated Every Three Months (Most Vendors Annually)
  - ☑ Population Tracked at Zip+4 Monthly  
(Confirming Mail Delivery)
- ☑ MissionInsite Data Update Twice Per Year

# Synergos - PopStats

## Projections Compared to Actual Census Numbers

	<u>Census 2010</u>	<u>PopStats</u>	<u>MAPE*</u>
National	308,745,538	308,748,960	0.0011 %

The PopStats estimate differed from the actual national census by only 3,422 people over ten years!

\*MAPE (Mean Absolute Percentage Error)

# Experian Mosaic Groups

Demographics	Socio-economics	Location	Financial measures	Property characteristics
Age	Education/qualifications	Urbanity/rurality	Income	Tenure
Marital status	Occupation	Means of transport	Credit behaviour	Property value
Household composition	Industry	Travel to work time	Owner of multiple homes	Number of rooms
Length of residency	Hours worked		Social security/assistance	Year built
Presence of children	Home business			Number of dwellings
Number of occupants	Vehicle ownership			Rent amount
Ethnicity				Group quarters
Language ability				

**600 Data Points**  
**Create 19 Overarching Groups**  
**Create 71 Household Types/Portraits**



# Experian Mosaic Groups

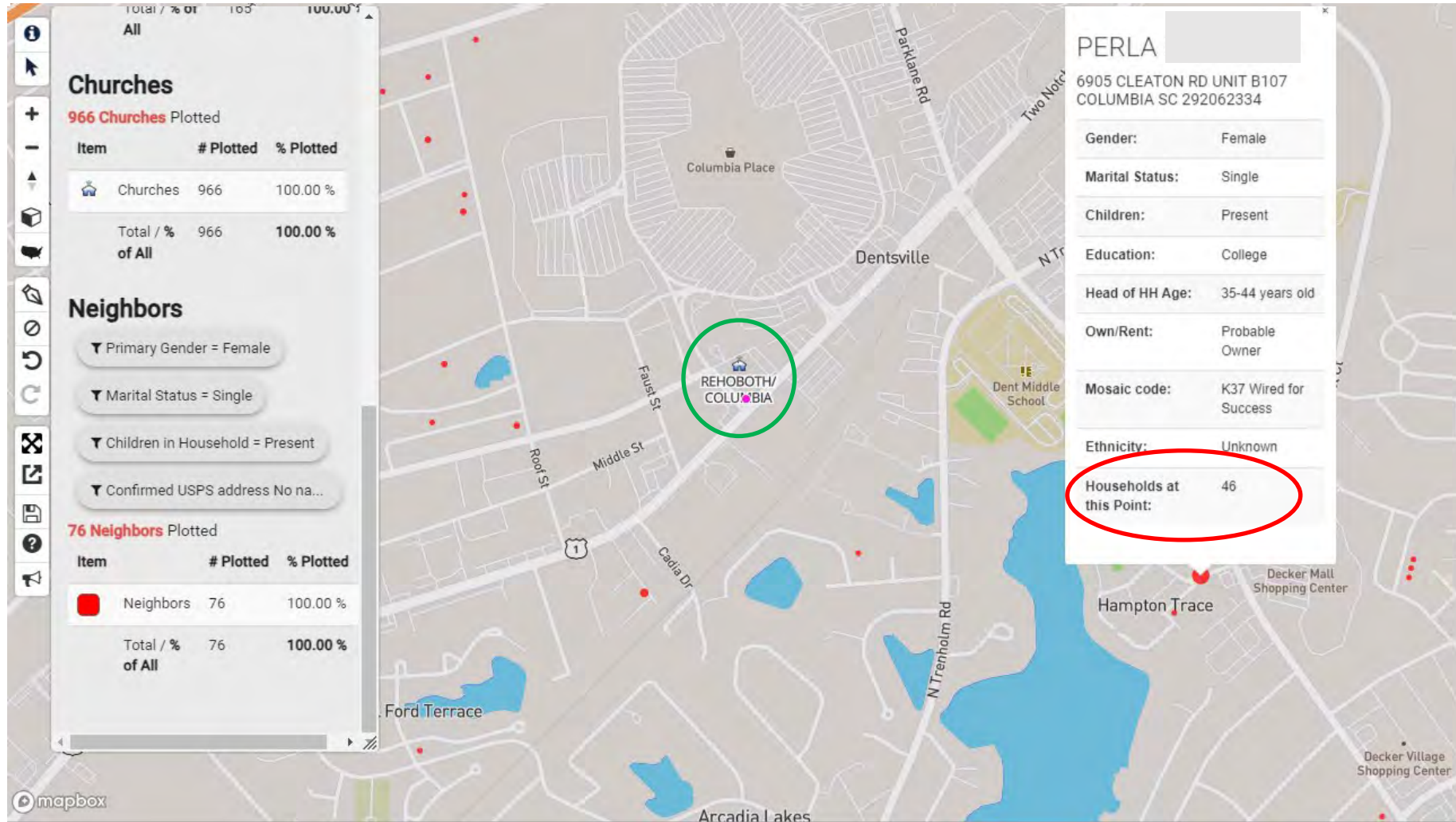
<b>A</b> Power Elite	A01	American Royalty
	A02	Platinum Prosperity
	A03	Kids and Cabernet
	A04	Picture Perfect Families
	A05	Couples with Clout
	A06	Jet Set Urbanites
<b>B</b> Flourishing Families	B07	Across the Ages
	B08	Babies and Bliss
	B09	Family Fun-tastic
	B10	Cosmopolitan Achievers
<b>C</b> Booming with Confidence	C11	Sophisticated City Dwellers
	C12	Golf Carts and Gourmets
	C13	Philanthropic Sophisticates
	C14	Boomers and Boomerangs
<b>D</b> Suburban Style	D15	Sport Utility Families
	D16	Settled in Suburbia
	D17	Cul de Sac Diversity
	D18	Suburban Nightlife
<b>E</b> Thriving Boomers	E19	Consummate Consumers
	E20	No Place Like Home
	E21	Unspoiled Splendor

<b>F</b> Promising Families	F22	Fast Track Couples
	F23	Families Matter Most
<b>G</b> Young City Solos	G24	Ambitious Singles
	G25	Urban Edge
<b>H</b> Bourgeois Melting Pot	H26	Progressive Assortment
	H27	Life of Leisure
	H28	Everyday Moderates
	H29	Destination Recreation
<b>I</b> Family Union	I30	Potlucks and the Great Outdoors
	I31	Hard Working Values
	I32	Steadfast Conventionalists
	I33	Balance and Harmony
<b>J</b> Autumn Years	J34	Suburban Sophisticates
	J35	Rural Escape
	J36	Settled and Sensible
<b>K</b> Significant Singles	K37	Wired for Success
	K38	Modern Blend
	K39	Metro Fusion
	K40	Bohemian Groove

# Experian Mosaic Groups

<b>L</b> Blue Sky Boomers	L41	Booming and Consuming
	L42	Rooted Flower Power
	L43	Homemade Happiness
<b>M</b> Families in Motion	M44	Creative Comfort
	M45	Growing and Expanding
<b>N</b> Pastoral Pride	N46	True Grit Americans
	N47	Countrified Pragmatics
	N48	Rural Southern Bliss
	N49	Touch of Tradition
<b>O</b> Singles and Starters	O50	Full Steam Ahead
	O51	Digital Savvy
	O52	Urban Ambition
	O53	Colleges and Cafes
	O54	Influenced by Influencers
	O55	Family Troopers

<b>P</b> Cultural Connections	P56	Mid-scale Medley
	P57	Modest Metro Means
	P58	Heritage Heights
	P59	Expanding Horizons
	P60	Striving Forward
	P61	Simple Beginnings
<b>Q</b> Golden Year Guardians	Q62	Enjoying Retirement
	Q63	Footloose and Family Free
	Q64	Established in Society
	Q65	Mature and Wise
<b>R</b> Aspirational Fusion	R66	Ambitious Dreamers
	R67	Passionate Parents
<b>S</b> Thrifty Habits	S68	Small Town Sophisticates
	S69	Urban Legacies
	S70	Thrifty Singles
	S71	Modest Retirees



# Epsilon

- ✓ Neighbor Center
- ✓ Prospect Center
- ✓ Mailing Lists

**Single Female  
Children Present**

**Household/Roof  
top Level Data**

**USPS delivery confirmation updated every six months in the system**

THE  
**AMERICAN BELIEFS**  
STUDY  
RELIGIOUS PREFERENCES & PRACTICES



*Proprietary research of 15,000 people  
commissioned by ACS Technologies for  
MissionInsite's exclusive use*

## From our research in 2021...

- ☑ Only 1 in 3 Americans participate in a religious congregation or community
- ☑ 60% of Americans describe the impact churches and places of worship have on their community as positive
- ☑ “Warm & Friendly Encounters” ranks #1 for those seeking something from a faith community



# Reading and Understanding MissionInsite Reports

The QuickInsite Report

StoryView

Significant Demographic Indicators of the Study Area's Story

<b>1</b>	<b>Population Change</b> In the 10 year future, how is this area expected to change? <small>(See Population and Families Theme)</small>	Significant Decline	Moderate Decline	Little Change	<b>Moderate Growth</b>	Significant Growth
<b>2</b>	<b>School Age Change</b> In the 10 year future, how is the population of school age children in this area expected to change? <small>(See Age Theme)</small>	Significant Decline	Moderate Decline	<b>Little Change</b>	Moderate Increase	Significant Increase
<b>3</b>	<b>Families with Children</b> Compared to the state, are families with children more or less likely to live in two parent households? <small>(See Population and Families Theme)</small>	Significantly Less	Somewhat Less	<b>About the Same</b>	Somewhat More	Significantly More
<b>4</b>	<b>Adult Educational Attainment</b> For this area, what is the general level of education of the adults 25 and older? <small>(See Education and Career Status Theme)</small>	Very Low	Low	Mixed	<b>High</b>	Very High
<b>5</b>	<b>Community Diversity Index</b> How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	Very Homogeneous	Homogeneous	<b>Moderately Diverse</b>	Very Diverse	Extremely Diverse
<b>6</b>	<b>Median Family Income</b> How does the median family income compare to the state for this area? <small>(See Financial Resources Theme)</small>	Significantly Less	Somewhat Less	<b>About the Same</b>	Somewhat Greater	Significantly Greater
<b>7</b>	<b>Poverty</b> Compared to the state, is the number of families in poverty above or below the state average? <small>(See Financial Resources Theme)</small>	Significantly Below	Somewhat Below	<b>About the Same</b>	Somewhat Above	Significantly Above
<b>8</b>	<b>Blue to White Collar Occupations</b> On a continuum between blue collar and white collar occupations, where does this area fall? <small>(See Education and Career Status Theme)</small>	Very Blue Collar	Somewhat Blue	<b>Closely Split</b>	Somewhat White	Very White Collar
<b>9</b>	<b>Largest Racial/Ethnic Group</b> In this area, which racial/ethnic group is the largest percentage of the population? <small>(See Community Diversity Theme)</small>	Asian (NH)	Black/Afri American (NH)	<b>White (NH)</b>	Hispanic or Latino	Pac Is/Amer Ind/Other

More Information

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

The ExecutiveInsite Report

THE 12 INSITES

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

This ExecutiveInsite UMC. Its purpose study area. Executive graphs. Playing o area's story. It in

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<b>Insite #12: Religious Program Or Ministry Preferences</b>	15

More Information

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Not all of the demographic variables available in the MI System are found in this report. The Fullinsite Report will give a more comprehensive view of an area's demographics.

The American Beliefs Study provides a detailed view of religious preferences, practices and beliefs.

## The MinistryInsite Report 2021

### Contents of the MinistryInsite Report

#### About the MinistryInsite Report

The American Beliefs Study (ABS) is a national survey of religious preferences, practices, and involvement. The survey is conducted every five (5) years. While various organizations, only the ABS is a national survey of religious preferences, practices, and involvement.

The 2021 American Beliefs Study (ABS) provides insights into religious preferences, practices, and involvement. It includes life concerns, reasons for non-participation, reasons to consider non-participation, program or ministry preferences, and information sources and social media preferences.

The *ReligiousInsite* Report provides insights into religious preferences, practices, and involvement. It includes life concerns, reasons for non-participation, reasons to consider non-participation, program or ministry preferences, and information sources and social media preferences.

#### Contents

The *MinistryInsite* Report provides insights into religious preferences, practices, and involvement. It includes life concerns, reasons for non-participation, reasons to consider non-participation, program or ministry preferences, and information sources and social media preferences.

#### Topics

Life Concerns

Reasons for Non-Participation—Those Outside of a Religious Congregation or Community

Reasons to Consider Non-Participation—Those Inside a Religious Congregation or Community

Program or Ministry Preferences

Information Sources and Social Media Preferences

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
Information Sources and Social Media Preferences	26

**Window #2:** Provides prioritized lists of the topic. This window is only available on certain topics and after applying analytics.

**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.

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#### Contents of the ReligiousInsite Report

The *ReligiousInsite* Report provides insights into religious preferences, practices, and involvement. It includes life concerns, reasons for non-participation, reasons to consider non-participation, program or ministry preferences, and information sources and social media preferences.

#### Topics

Beliefs about God

Beliefs about Jesus

Beliefs about Social & Moral Values

Religious Preferences

Denominational Affiliations

Faith and Religious Involvement

The *ReligiousInsite* Report has six sections that provide multiple views about a single topic.

Topics	Page
Beliefs about God	2
Beliefs about Jesus	6
Beliefs about Social & Moral Values	10
Religious Preferences	19
Denominational Affiliations	22
Faith and Religious Involvement	24

**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.

# What is a Ratio Score?

In the American Beliefs Study, a Ratio Score measures the relationship between “important” and “not important” concerns

The formula is:

(Somewhat Agree) + (Strongly Agree)

divided by (/)

(Somewhat Disagree) + (Strongly Disagree)





# What is a Ratio Score?

The higher the Ratio Score, the greater the strength of concern statistically by survey responses.

Same formula for  
(Important/Not Important) or  
(Significant Concern/Modest  
Concern)

Study Area Compared to National Average	Not Important	Important	Ratio
<i>Personal Growth</i>			
Addiction support groups	45.9%	21.6%	0.5

**Important / Not Important =  
Ratio**

**21.6 divided by 45.9 = 0.47  
(rounded to 0.5)**

# Ministry or Program Recommendations

“Somewhat Minimal” or “Very Strong Preference” Ratio

## SAMPLE SCORES FOR ILLUSTRATION

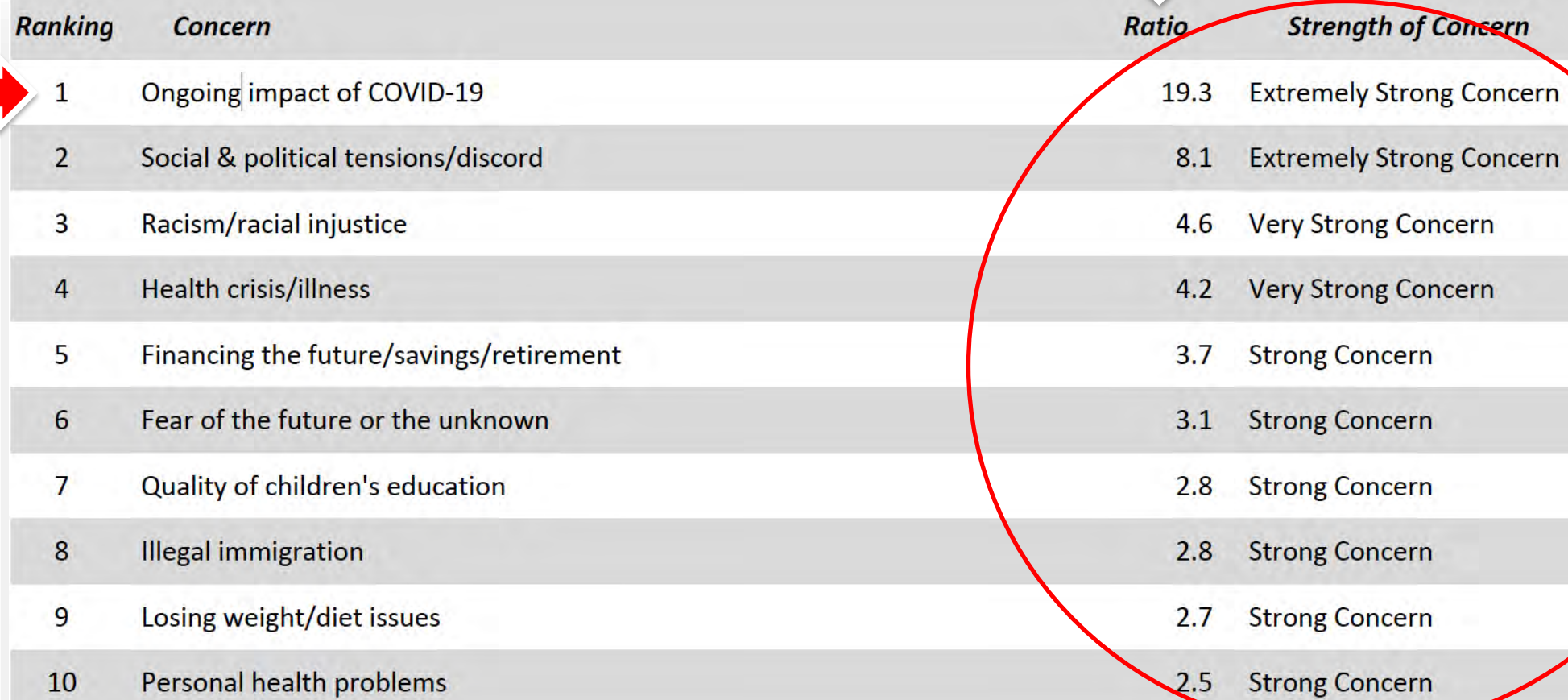


### Displayed from Highest to Lowest

- “Warm and friendly encounters” 3.6
- “Quality Sermons” 1.7
- “Develop Personal Relationships” 1.4

## Life Concerns

Page 11 of the MI report



<i>Ranking</i>	<i>Concern</i>	<i>Ratio</i>	<i>Strength of Concern</i>
1	Ongoing impact of COVID-19	19.3	Extremely Strong Concern
2	Social & political tensions/discord	8.1	Extremely Strong Concern
3	Racism/racial injustice	4.6	Very Strong Concern
4	Health crisis/illness	4.2	Very Strong Concern
5	Financing the future/savings/retirement	3.7	Strong Concern
6	Fear of the future or the unknown	3.1	Strong Concern
7	Quality of children's education	2.8	Strong Concern
8	Illegal immigration	2.8	Strong Concern
9	Losing weight/diet issues	2.7	Strong Concern
10	Personal health problems	2.5	Strong Concern

Summary Religious Preferences: Christian and Other

Page 22 of the RI report

Study Area Compared to National Average	Study Area			US Average			Comparative Index	
	10 Years Prior	Now	Point Change	10 Years Prior	Now	Point Change	10 Years Prior	Now
	Catholic & Orthodox	20.5%	18.6%	-1.9	24.0%	25.9%	1.9	86
<i>Historic Mainline Protestant Denominations</i>	24.0%	22.7%	-1.2	30.4%	31.9%	1.6	79	71
Other Protestant Denominations/Churches	11.8%	12.1%	0.2	11.8%	11.3%	-0.5	100	107
<b>Total: Christian Religious Preferences</b>	<b>56.3%</b>	<b>53.4%</b>	<b>-2.9</b>	<b>66.1%</b>	<b>69.1%</b>	<b>3.0</b>	<b>85</b>	<b>77</b>
Other Non-Christian Religious Preferences	13.7%	13.6%	-0.1	9.5%	9.6%	0.1	144	142
<b>None/No Preference or Spiritual/No Preference</b>	<b>29.9%</b>	<b>32.9%</b>	<b>3.0</b>	<b>24.4%</b>	<b>21.3%</b>	<b>-3.1</b>	<b>123</b>	<b>155</b>



What do your reports say about your area?