



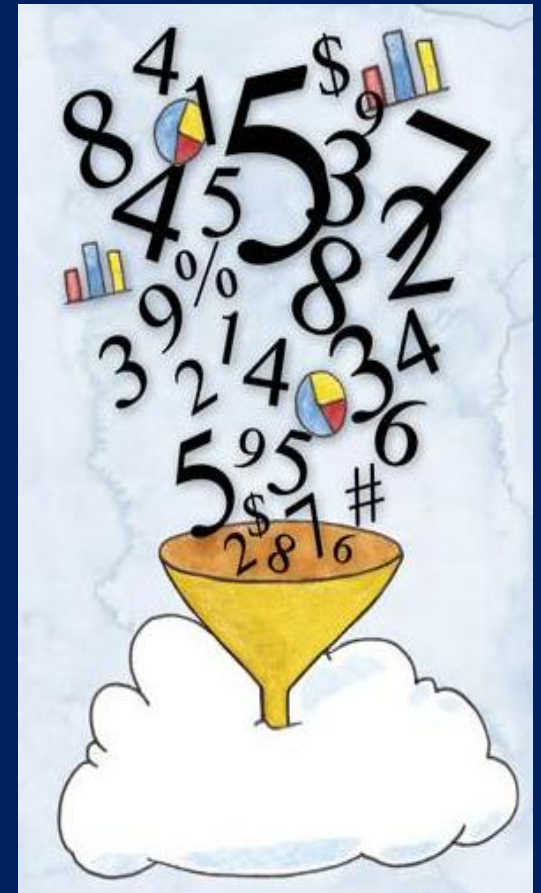
Gigs, Geeks & God – January 11, 2018

Parish Uses of MissionInsite

Presenters: Mark Kemmeter, Director
Office for Planning & Councils
Susan Skibba, Soon-to-be
Project Coordinator for MissionInsite

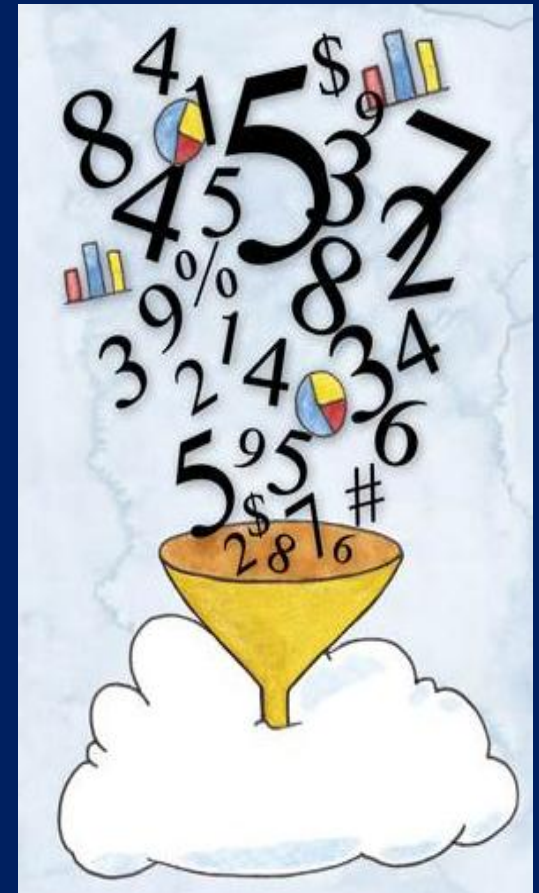
Big Data

- Data from traditional and digital sources
- Data from inside and outside your church or the Archdiocese
- A source for ongoing discovery, analysis and mission planning



Big Data – What is it?

- Community Data
 - ✓ Demographics
 - ✓ Psychographics
 - ✓ Mosaic HH Lifestyles
 - ✓ Religious Information



Why Use Big Data?

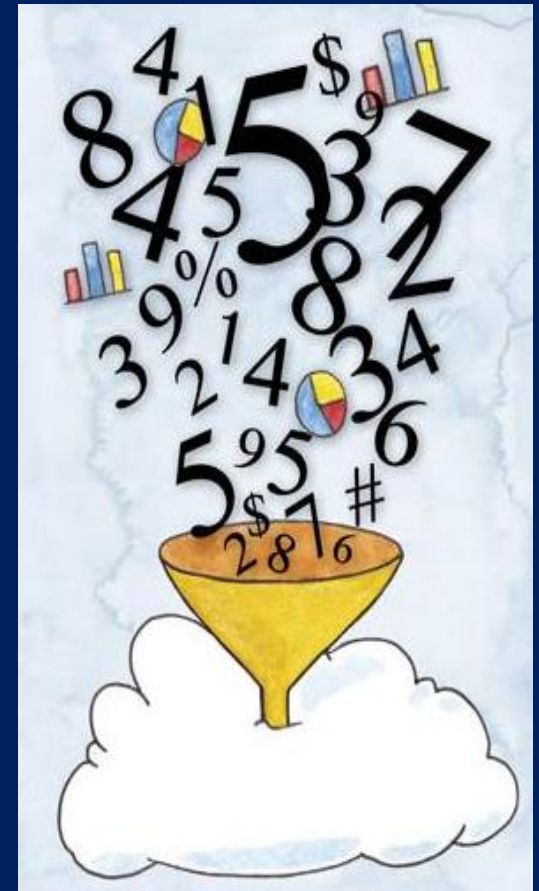
Core Data

+

Community Data



**Advancing
Mission**



3 Characteristics of Big Data Innovators

- (1) Leaders Believe Data is a **Core Asset**
- (2) Using Big Data Produces **Faster and Greater Missional Results**
- (3) **Budget and Leadership** Focus on Mission **Tied to Big Data Discoveries**

MissionInsite Data Sources – 4 Types

- (1) Synergos (Demographic Data)
- (2) Experian (Mosaic/Simmons Market Research – Behavioral Data)
- (3) Quadrennium (Religious Data)
- (4) Epsilon (Demographic Data HH Level)
(Neighbor Center -Optional Addition)

Where to Find Information on MissionInsite

The screenshot shows the MissionInsite PeopleView System interface. The main heading is "Welcome to the MissionInsite PeopleView System". Below this, there is a navigation menu with five categories: "BASIC SITE ORIENTATION – Support and Map Tools", "ORGANIZATIONAL IDENTITY – Who Are We?", "MISSION FIELD DIVERSITY – Who Is Our Neighbor?", "MINISTRY SOLUTIONS – Engaging Mission", and "ESSENTIAL DOCUMENTS – Mosaic & MissionInsite". A "Documents" dropdown menu is open, listing various resources. Annotations with blue arrows point to specific items: "Starting Point MI SupportNet Guide" is labeled "5-page Tools", and "QuickInsite Worksheet" and "ExecutiveInsite Worksheet" are labeled "2 good worksheets".

Welcome to the MissionInsite PeopleView System!

Welcome to the MissionInsite PeopleView System

Click on the item below for quick directions or to be taken to the proper interface.

- BASIC SITE ORIENTATION – Support and Map Tools**
- ORGANIZATIONAL IDENTITY – Who Are We?**
- MISSION FIELD DIVERSITY – Who Is Our Neighbor?**
- MINISTRY SOLUTIONS – Engaging Mission**
- ESSENTIAL DOCUMENTS – Mosaic & MissionInsite**

Please do not show me this page again.

Documents

- Starting Point MI SupportNet Guide
- MI Demographic Reference Guide
- Quadrennium White Paper
- Mosaic USA Group - Segment Descriptions by Experian
- Mosaic USA E-Handbook by Experian
- Mission Impact Mosaic Application Guide by Bandy
- Ministry Benefits of PeoplePlot
- How to Use Opportunity Scan
- Using Travel Polygons
- QuickInsite Worksheet
- ExecutiveInsite Worksheet
- Advancing Mission Series**
 - Organizational Identity
 - Mission Field Diversity
 - Ministry Solutions

5-page Tools

2 good worksheets

Scatter Maps

Map Tools

Plotting

- Choose: Single Church or Multiple Churches
- Click on Plot

Shapes

- Draw New Shape
- Choose shape – polygon, circle (2 most popular)
- Click once and move mouse
- Inside shape, Right Click and choose Export Image
- Keep PowerPoint as Format
- Click on Set Export Area – then in left, click on corner and pull (makes square) (will be on another page)
- Save Shape



Info [X]

975 congregants plotted. 945 congregants contained (96.9%).
0 households plotted.
316 churches plotted. 129 churches contained (40.8%).

About Shape
277.74 square miles
(7742808347 square feet, 177750.42 acres)

GIS Reports

- Predefined Reports
- Build Report
- Opportunity Scan
- Purchase Address List

Edit this Shape
Clear this Shape
Save this Shape
Make a List

Predefined Reports

- QuickInsight Report – Quick look at geography defined by you – **Best for most people**
- ExecutiveInsight – “Tells the demographic story” of a defined geographic area – **Best for staff, upper leadership**
- FullInsight – Provides an extensive demographic portrait of a geographic area. – **Best for those involved in planning**
- Impressions – Gives an impression of an area’s character in two parts – **Marketing report**
- Quadrennium – Provides a projection of likely religious beliefs, preferences and practices for a defined area
- ComparativeInsight – Provides a congregation with a broad comparison of the demographic profile of a defined area. – **Preferred report for church, better defines your service area**

Example – Comparative Insite

The ComparativeInsite Report

Prepared for:	Office for Planning & Councils
Study area:	Our Lady Queen of Peace
Base State:	WI
Current Year Estimate:	2017
5 Year Projection:	2022
10 Year Projection:	2027
Date:	1/9/2018
Semi-Annual Projection:	Fall

About the ComparativeInsite Report

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

Three Sections

• **Who Are We? Who is Our Neighbor?**

• **Congregant and Community Mosaic Profile Comparison**

• **Financial Potential Estimate**

Example – Comparative Insite

Total Congregants	333	Total No. of Mosaic Segments in Study Area	63
Total Congregant Households	302	Total No. of Mosaic Segments with Congregant HH Present	34
Total Population in Study Area	425,957	Estimated Household Penetration Rate	0.2%
Total Households in Study Area	174,969		

	Mosaic Segments Study Area		Congregant Mosaic Segments Weighted by Presence	
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Estimated Household Income

Less than \$15,000	12.6%	22,056	10.3%	31	81
\$15,000-\$24,999	11.0%	19,270	9.9%	30	90
\$25,000-\$34,999	11.7%	20,530	10.6%	32	90
\$35,000-\$49,999	17.2%	30,140	16.9%	51	98
\$50,000-\$74,999	20.0%	34,945	21.9%	66	109
\$75,000-\$99,999	12.0%	20,956	13.2%	40	111
\$100,000-\$124,999	7.2%	12,666	7.9%	24	110
\$125,000-\$149,999	4.1%	7,167	4.3%	13	105
\$150,000-\$174,999	1.7%	2,941	2.3%	7	138
\$175,000-\$199,999	0.6%	1,080	0.7%	2	107
\$200,000-\$249,999	1.5%	2,553	1.7%	5	113
\$250,000+	0.4%	733	0.7%	2	158
	100%	175,037	100%	303	

Average HH Income	\$58,400	\$62,574
Median HH Income	\$39,184	\$50,893

Diversity Score Scale 0-5	2.2	2.4	108
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Estimated Racial/Ethnicity

African American	3.4%	14,563	3.0%	10	87
Asian	2.7%	11,631	2.6%	9	97
Caucasian	67.8%	288,915	69.5%	232	103
Native American	0.2%	762	0.3%	1	185
Hispanic	20.9%	89,229	19.9%	66	95
Hispanic - Caribbean1	4.6%	19,644	4.6%	15	101
Hispanic - Mexico1	15.2%	64,831	14.2%	47	94
Hispanic - Central American1	0.4%	1,497	0.3%	1	94
Hispanic - South American1	0.2%	753	0.3%	1	187
Hispanic - European1	0.0%	77	0.0%	0	0

MissionInsite Tips

- When working on shapes, best button is **"Clear all"** – Perfect when practicing or just starting out.
- For Predefined Reports, when clicking on Report, be sure to update **Prepared For** and **Study Area**
- Be sure to **save report** on your computer – Reports are only saved for 30 days on MissionInsite



Uses/Analysis

- **Storyview summary in QuickInsite** – Can view 10 basic trends at a glance
- **Population and Age Trends** – Is population increasing/decreasing? Age group analysis.
- **Income/Financial stewardship** – Is income increasing/decreasing? Contribution potential.
- **Maps**– Where do populations live?
- **Household Characteristics** – 72 different people mosaics which characterize populations
- **Religious Beliefs and Practices** – Religious preferences

Key Understandings

- % Catholic of Population – 20% nationally are Catholic; Archdiocese – 21%
- Average Catholic Contribution – About 1% of gross income
- % of Black/African American Catholics – 12%
- % of Hispanic who are Catholic – 57%
- % of Asian American Catholics – 19%
- % of Native American Catholics – 18%
- % not involved with any religious group in the 10 counties of the Archdiocese – 58.7%
- % of the 41.3% involved who are Catholic – 39.3%

Storyview Summary

StoryView						
Significant Demographic Indicators of the Study Area's Story						
1	Population Change 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	Moderate Growth	Significant Growth
2	School Age Change 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	Little Change	Moderate Increase	Significant Increase
3	Families with Children 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	About the Same	Somewhat More	Significantly More
4	Adult Educational Attainment 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	High	Very High
5	Community Diversity Index How diverse is the racial/ethnic mix of this area? <small>(See Community Diversity Theme)</small>	Very Homogeneous	Heterogeneous	Moderately Diverse	Very Diverse	Extremely Diverse
6	Median Family Income How does the median family income compare to the state for this area? <small>(See Financial Resources Theme)</small>	Significantly Less	Somewhat Less	About the Same	Somewhat Greater	Significantly Greater
7	Poverty 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	About the Same	Somewhat Above	Significantly Above
8	Blue to White Collar Occupations 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	Closely Split	Somewhat White	Very White Collar
9	Largest Racial/Ethnic Group 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)	White (NH)	Hispanic or Latino	Pac Is/Amer Ind/Other
10	Religiosity What is the level of religiosity in this study area? <small>(See Religiosity Theme)</small>	Very Low	Somewhat Low	Mixed	Somewhat High	Very High

Population and Age Trends

ThemeView

Demographic Descriptions of the Study Area

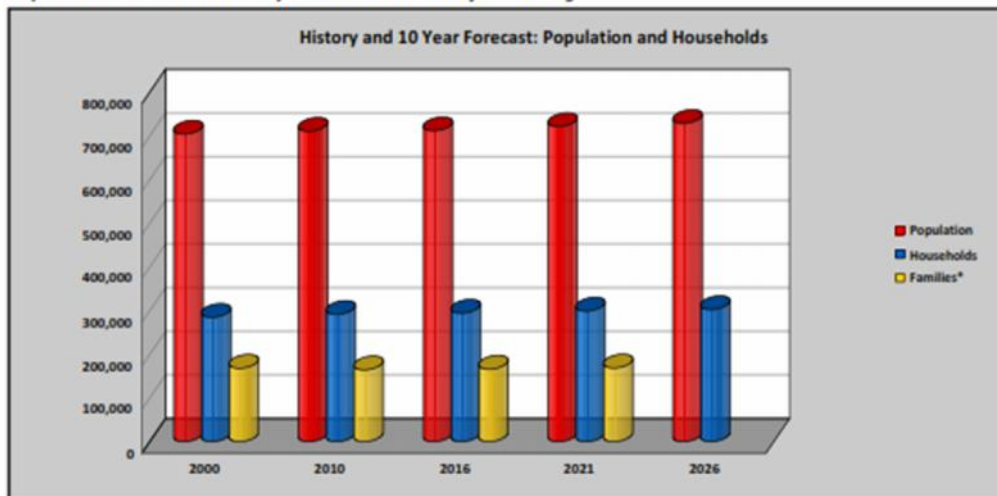
Study area: Blessed Sacrament-G09

Date: 6/12/2017

Population and Households Theme

Population is the most basic demographic characteristic. It indicates how many persons reside within an area and how that total changes over time. In addition, future population is forecasted looking out 10 years.

Population and Household History with 5 and 10 Year Projected Change



NOTE: Family Household data is not projected out 10 years.

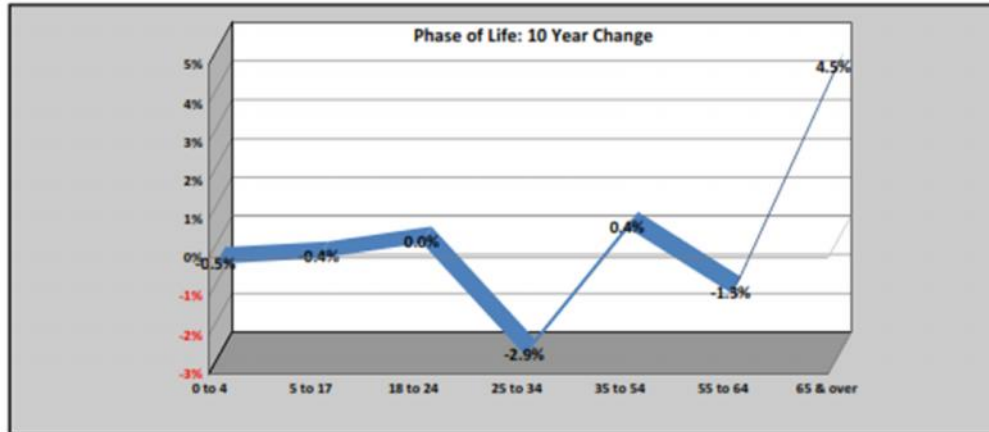
Population, Households & Families					
	2000	2010	2016	2021	2026
Population	703,783	710,235	711,319	720,888	728,229
Population Change		6,452	1,084	9,569	7,341
Percent Change		0.9%	0.2%	1.3%	1.0%
Households	284,376	291,141	293,867	298,638	302,135
Households Change		6,765	2,726	4,771	3,497
Percent Change		2.4%	0.9%	1.6%	0.0%
Population / Households	2.47	2.44	2.42	2.41	2.41
Population / Households Change		-0.04	-0.02	-0.01	-0.00
Percent Change		-1.4%	-0.8%	-0.3%	-0.2%
Family Households	167,949	164,215	165,812	168,459	
Family Households Change		-3,734	1,597	2,647	
Percent Change		-2.2%	1.0%	1.6%	

Population and Age Trends

Age Theme

Phase of Life

The Phase of Life 10 Year Change graph highlights life phases that will increase or decrease as a percentage of the total population in the forecasted 10 year future.



Phase of Life presents how a community changes and people age through their various life phases.

Phase of Life	Actual Population by Year & Phase				Percent of Pop by Year & Phase			
	2010	2016	2021	2026	2010%	2016%	2021%	2026%
Before Formal Schooling: 0 to 4	50,356	46,840	46,996	44,308	7.1%	6.6%	6.5%	6.1%
Required Formal Schooling: 5 to 17	119,047	118,077	118,733	118,300	16.8%	16.6%	16.5%	16.2%
College/Career Starts: 18 to 24	78,580	74,088	74,011	76,090	11.1%	10.4%	10.3%	10.4%
Singles & Young Families: 25 to 34	114,863	103,628	89,383	85,184	16.2%	14.6%	12.4%	11.7%
Families & Empty Nesters: 35 to 54	186,120	183,201	189,788	190,575	26.2%	25.8%	26.3%	26.2%
Enrichment Yrs Singles/Cpls: 55 to 64	76,676	88,183	87,461	81,042	10.8%	12.4%	12.1%	11.1%
Retirement Opportunities: 65 & over	84,593	97,302	114,516	132,729	11.9%	13.7%	15.9%	18.2%
Total:	710,235	711,319	720,888	728,228	100.0%	100.0%	100.0%	100.0%

Income/Financial Stewardship

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Maps

Create a Map for –

- Census tracts
- Zip codes
- Population growth
- Age groups
- Race/Ethnicity
- Income
- Poverty

People Mosaic USA

Each mosaic contains –

Overview

Demographics and behavior

- Who we are
- Where we live
- How we live our lives
- How we view the world
- How we get by
- Digital behavior

72 Household Types (Handouts)

“Town Elders” sample – largest segment at 3.78%

Quadrennium

- Largest religious study – sample of 100,000 people
- Conducted every four (4) years
- Liturgy/worship information
- Faith Formation insights
- Evangelization help
- Sample pages (handout)

Questions and Answers

- Questions
- Other Uses
- Possibilities for Neighbor Center



Questions?

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