

The ComparativeInsite Report

Prepared for: Meitler Consultants
Study area: Study Area

Base State: WI

Current Year Estimate: 2019
5 Year Projection: 2024
10 Year Projection: 2029
Date: 1/29/2021
Semi-Annual Projection: Summer

About the ComparativeInsite Report

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.

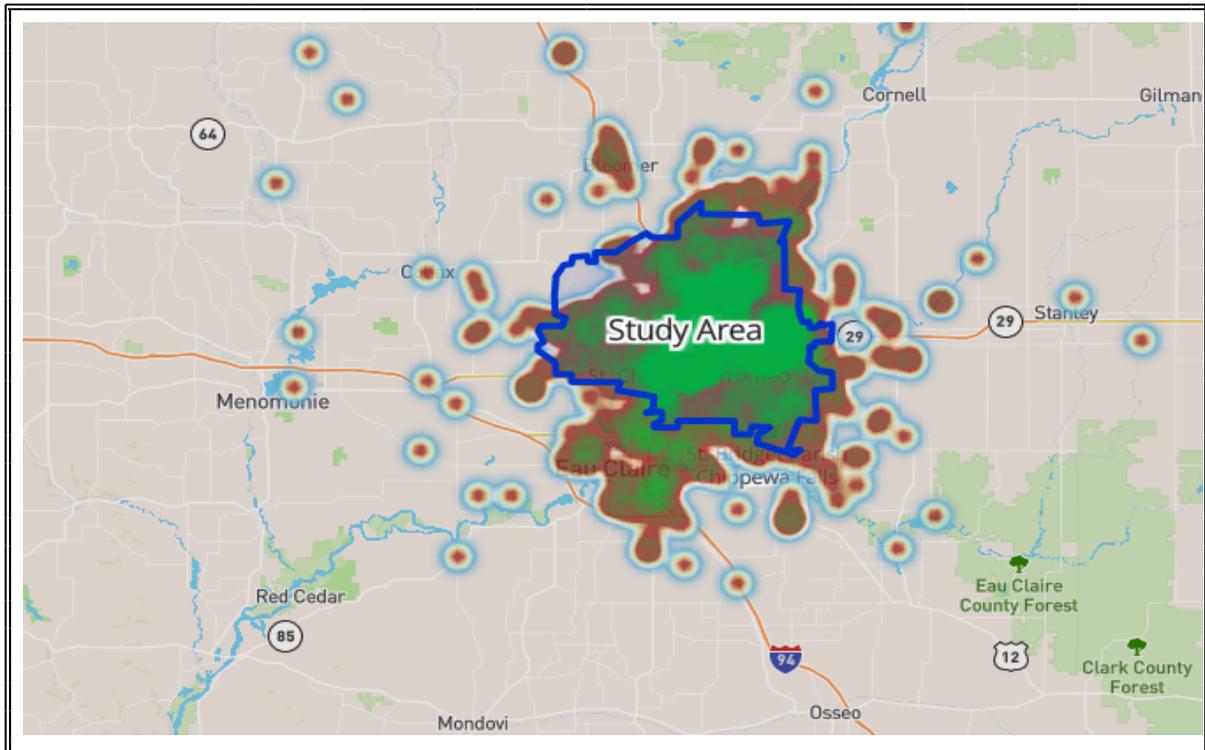
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• Who Are We? Who is Our Neighbor?

• People and Community Mosaic Profile Comparison

• Financial Potential Estimate

THE STUDY AREA



Who Are We? Who is Our Neighbor?

Total People	1,918	Total No. of Mosaic Segments in Study Area	51
Total People Households	1,872	Total No. of Mosaic Segments with People HH Present	36
Total Population in Study Area	33,745	Estimated Household Penetration Rate	13.7%
Total Households in Study Area	13,674		

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
Head of HH Age	%	No.	%	No.	Index
Age 19-24 years	3.4%	461	2.3%	44	69
Age 25-30 years	7.6%	1,033	4.9%	91	64
Age 31-35 years	7.6%	1,039	5.2%	97	68
Age 36-45 years	14.9%	2,036	12.4%	233	83
Age 46-50 years	10.1%	1,375	9.3%	175	93
Age 51-65 years	34.3%	4,689	39.0%	729	114
Age 66-75 years	11.4%	1,557	14.1%	265	124
Age 76+ years	10.9%	1,484	12.8%	239	118
	100.0%	13,674	100.0%	1,873	
Average Age Head of Household		50		51	103
Married Households	65.7%	8,983	72.2%	1,351	110
Households by Type with Children					
Married with kids in household	26.7%	3,650	23.2%	435	87
Single Parent with kids	2.9%	394	1.0%	18	33
Unknown marital status with kids	2.4%	331	1.5%	29	64
	32.0%	4,374	25.7%	482	80
Household by Type without Children					
Married without kids in household	39.0%	5,333	48.9%	916	125
Single Parent without kids	7.4%	1,011	3.7%	70	51
Unknown marital status without kids	21.6%	2,954	21.6%	404	100
	68.0%	9,298	74.3%	1,390	109
Presence of a Child					
Presence of a child 0-3 years	11.9%	1,621	7.9%	149	67
Presence of a child 4-6 years	8.2%	1,116	6.1%	114	75
Presence of a child 7-9 years	8.0%	1,091	6.9%	128	86
Presence of a child 10-12 years	7.3%	1,000	6.8%	127	93
Presence of a child 13-18 years	11.7%	1,601	11.0%	206	94
	47.0%	6,428	38.6%	724	82

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	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence	
Estimated Household Income				
Less than \$15,000	7.7%	1,050	5.5%	102
\$15,000-\$24,999	8.2%	1,123	7.3%	137
\$25,000-\$34,999	8.8%	1,206	8.0%	150
\$35,000-\$49,999	13.5%	1,850	12.3%	231
\$50,000-\$74,999	23.7%	3,235	24.8%	464
\$75,000-\$99,999	16.8%	2,303	18.3%	342
\$100,000-\$124,999	9.7%	1,333	10.6%	199
\$125,000-\$149,999	4.7%	640	5.1%	96
\$150,000-\$174,999	2.9%	393	3.3%	62
\$175,000-\$199,999	1.2%	160	1.4%	27
\$200,000-\$249,999	1.9%	254	2.2%	41
\$250,000+	0.9%	128	1.2%	23
	100%	13,674	100%	1,872
Average HH Income		\$69,752		\$74,411
Median HH Income		\$54,750		\$57,296
Diversity Score Scale 0-5		1.6		3.0
				190
Estimated Racial/Ethnicity				
African American	3.3%	1,099	2.7%	51
Asian	1.8%	622	1.6%	30
Caucasian	85.3%	28,787	88.3%	1,694
Native American	0.2%	78	0.2%	4
Hispanic	5.0%	1,694	3.9%	75
Hispanic - Caribbean1	1.0%	343	0.7%	14
Hispanic - Mexico1	3.2%	1,096	2.5%	48
Hispanic - Central American1	0.0%	12	0.0%	0
Hispanic - South American1	0.0%	11	0.0%	0
Hispanic - European1	0.0%	4	0.0%	0
	100%	33,745	100%	1,918
Est. Average Head of HH Level of Education				
Less than High School	14.3%	1,950	12.5%	235
High School diploma	31.1%	4,255	33.0%	618
Some College	28.3%	3,864	26.1%	488
Bachelor's degree	16.1%	2,199	16.7%	313
Graduate degree	10.3%	1,407	11.7%	218
	100%	13,674	100%	1,872

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	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
Est. Head of HH Occupation					
Retired	20.1%	2,750	24.0%	449	119
Professional/Technical	25.9%	3,535	27.8%	521	108
Sales/Service	28.5%	3,890	24.8%	464	87
Farm-Related	1.2%	162	1.3%	25	111
Blue Collar	20.4%	2,783	18.1%	339	89
Other	4.0%	554	3.9%	72	96
	100%	13,674	100%	1,871	

Notes:

1. Percentages for Average Age Head of Household and Estimated Household Income will not add up to 100% unless all 71 types are found in a study area (which is unlikely in most cases).
2. Presence of a Child sub categories will not add up to the Presence of a Child because a household may cross subcategories thus the total of the subcategories can be greater than the primary category.
3. The Diversity score is based upon the racial/ethnic diversity of each Mosaic Type. The scale is 0 to 5 with 0 a very low diversity and 5 very high diversity.
4. The Racial/Ethnic categories overlap somewhat. A household may include two or more categories. For a real analysis of racial/ethnicity, please obtain a regular demographic report from MissionInsite.

Comparative Mosaic Segment Report

Total People	1,918	Total No. of Mosaic Segments in Study Area	51
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Mosaic Codes	Mosaic Segment	Study Area		Analysis			
		2019	2019 %	People HH	People HH %	Index	Pen Rate
E21	Unspoiled Splendor	1,376	10.1%	359	19.2%	190	26.1%
I30	Stockcars and State Parks	990	7.2%	143	7.6%	106	14.4%
J34	Aging in Place	978	7.2%	236	12.6%	175	24.1%
O51	Digital Dependents	965	7.1%	122	6.5%	92	12.6%
D15	Sports Utility Families	916	6.7%	146	7.8%	116	15.9%
E20	No Place Like Home	711	5.2%	102	5.4%	104	14.3%
Q64	Town Elders	693	5.1%	120	6.4%	125	17.3%
I31	Blue Collar Comfort	558	4.1%	83	4.4%	107	14.9%
L42	Rooted Flower Power	499	3.6%	57	3.0%	83	11.4%
K40	Bohemian Groove	490	3.6%	24	1.3%	36	4.9%
J36	Settled and Sensible	476	3.5%	78	4.2%	120	16.4%
F23	Families Matter Most	418	3.1%	31	1.7%	55	7.4%
C14	Boomers and Boomerangs	397	2.9%	16	0.9%	31	4.0%
C11	Aging of Aquarius	383	2.8%	56	3.0%	107	14.6%
M45	Diapers and Debit Cards	369	2.7%	16	0.9%	33	4.3%
Q65	Senior Discounts	366	2.7%	4	0.2%	7	1.1%
Q62	Reaping Rewards	286	2.1%	52	2.8%	133	18.2%
O55	Family Troopers	286	2.1%	6	0.3%	14	2.1%
B09	Family Fun-tastic	240	1.8%	33	1.8%	100	13.8%
J35	Rural Escape	225	1.6%	21	1.1%	69	9.3%
B08	Babies and Bliss	224	1.6%	25	1.3%	81	11.2%
M44	Red, White and Bluegrass	211	1.5%	4	0.2%	13	1.9%
F22	Fast Track Couples	210	1.5%	30	1.6%	107	14.3%
A04	Picture Perfect Families	191	1.4%	42	2.2%	157	22.0%
S71	Tough Times	127	0.9%	6	0.3%	33	4.7%
H29	Destination Recreation	119	0.9%	9	0.5%	56	7.6%
O54	Striving Single Scene	116	0.8%	0	0.0%	0	0.0%
P56	Mid-scale Medley	113	0.8%	6	0.3%	37	5.3%
R66	Dare to Dream	107	0.8%	1	0.1%	13	0.9%
H27	Birkenstocks and Beemers	105	0.8%	3	0.2%	25	2.9%
N46	True Grit Americans	102	0.7%	16	0.9%	129	15.7%
A02	Platinum Prosperity	90	0.7%	15	0.8%	114	16.7%
N47	Countrified Pragmatics	76	0.6%	3	0.2%	33	3.9%
S68	Small Town Shallow Pockets	71	0.5%	4	0.2%	40	5.6%
O50	Full Steam Ahead	42	0.3%	0	0.0%	0	0.0%
L43	Homemade Happiness	33	0.2%	1	0.1%	50	3.0%
S70	Tight Money	28	0.2%	0	0.0%	0	0.0%
K37	Wired for Success	28	0.2%	0	0.0%	0	0.0%
A05	Couples with Clout	16	0.1%	1	0.1%	100	6.3%
H28	Everyday Moderates	11	0.1%	0	0.0%	0	0.0%
L41	Booming and Consuming	7	0.1%	0	0.0%	0	0.0%
D16	Settled in Suburbia	6	0.0%	1	0.1%	0	16.7%
G24	Status Seeking Singles	5	0.0%	0	0.0%	0	0.0%
E19	Full Pockets, Empty Nests	3	0.0%	0	0.0%	0	0.0%
N49	Touch of Tradition	3	0.0%	0	0.0%	0	0.0%

Comparative Mosaic Segment Report

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Mosaic Codes	Mosaic Segment	Study Area		Analysis			
		2019	2019 %	People HH	People HH %	Index	Pen Rate
S69	Urban Survivors	2	0.0%	0	0.0%	0	0.0%
A03	Kids and Cabernet	2	0.0%	0	0.0%	0	0.0%
P61	Humble Beginnings	1	0.0%	0	0.0%	0	0.0%
O53	Colleges and Cafes	1	0.0%	0	0.0%	0	0.0%
P59	Expanding Horizons	1	0.0%	0	0.0%	0	0.0%
C13	Silver Sophisticates	1	0.0%	0	0.0%	0	0.0%
I32	Steadfast Conventionalists	0	0.0%	0	0.0%		0.0%
P60	Striving Forward	0	0.0%	0	0.0%		0.0%
H26	Progressive Potpourri	0	0.0%	0	0.0%		0.0%
N48	Rural Southern Bliss	0	0.0%	0	0.0%		0.0%
O52	Urban Ambition	0	0.0%	0	0.0%		0.0%
G25	Urban Edge	0	0.0%	0	0.0%		0.0%
D18	Suburban Attainment	0	0.0%	0	0.0%		0.0%
D17	Cul de Sac Diversity	0	0.0%	0	0.0%		0.0%
B10	Cosmopolitan Achievers	0	0.0%	0	0.0%		0.0%
I33	Balance and Harmony	0	0.0%	0	0.0%		0.0%
A01	American Royalty	0	0.0%	0	0.0%		0.0%
A06	Jet Set Urbanites	0	0.0%	0	0.0%		0.0%
R67	Hope for Tomorrow	0	0.0%	0	0.0%		0.0%
K39	Metro Fusion	0	0.0%	0	0.0%		0.0%
P57	Modest Metro Means	0	0.0%	0	0.0%		0.0%
B07	Generational Soup	0	0.0%	0	0.0%		0.0%
C12	Golf Carts and Gourmets	0	0.0%	0	0.0%		0.0%
K38	Gotham Blend	0	0.0%	0	0.0%		0.0%
P58	Heritage Heights	0	0.0%	0	0.0%		0.0%
Q63	Footloose and Family Free	0	0.0%	0	0.0%		0.0%
		13,674	100%	1,872	100%		

Learn about your Mosaic Households

To access Mosaic Portrait data click on:

[Mosaic USA E-Handbook by Experian](#) (To open in a new Tab hold Control key when you click on the link)

Handbook includes Mosaic Overview and two graphic pages for each of the 19 Groups and 71 Segments.

[How to Read and Understand a Mosaic Portrait - Video](#)

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

Faith based clients: To access the Mosaic application guide click on:

[Mission Impact Mosaic Application Guide by Bandy](#) (To open in a new Tab hold Control key when you click on the link)

Financial Potential Estimate

Total People	1,918
Total People Households	1,872
Total Number of Segments in Study Area	51
Total Households in Study Area	13,674
Total Number of Segments with People HH Present	36

Mosaic Codes	Mosaic Segments	People HHs	Median Income by Segment	Est. People HH Median Income
A01	American Royalty	0	283,399	\$0
A02	Platinum Prosperity	15	317,568	\$4,763,514
A03	Kids and Cabernet	0	207,847	\$0
A04	Picture Perfect Families	42	180,101	\$7,564,229
A05	Couples with Clout	1	172,090	\$172,090
A06	Jet Set Urbanites	0	149,999	\$0
B07	Generational Soup	0	120,988	\$0
B08	Babies and Bliss	25	106,703	\$2,667,584
B09	Family Funtastic	33	98,008	\$3,234,275
B10	Cosmopolitan Achievers	0	97,778	\$0
C11	Aging of Aquarius	56	119,041	\$6,666,279
C12	Golf Carts and Gourmets	0	111,068	\$0
C13	Silver Sophisticates	0	98,065	\$0
C14	Boomers and Boomerangs	16	92,873	\$1,485,964
D15	Sports Utility Families	146	94,307	\$13,768,860
D16	Settled in Suburbia	1	89,114	\$89,114
D17	Cul de Sac Diversity	0	80,371	\$0
D18	Suburban Attainment	0	71,900	\$0
E19	Full Pockets, Empty Nests	0	72,731	\$0
E20	No Place Like Home	102	72,696	\$7,415,039
E21	Unspoiled Splendor	359	72,801	\$26,135,492
F22	Fast Track Couples	30	74,789	\$2,243,657
F23	Families Matter Most	31	68,703	\$2,129,799
G24	Status Seeking Singles	0	67,996	\$0
G25	Urban Edge	0	62,985	\$0
H26	Progressive Potpourri	0	69,014	\$0
H27	Birkenstocks and Beemers	3	66,298	\$198,894
H28	Everyday Moderates	0	67,976	\$0
H29	Destination Recreation	9	58,093	\$522,834
I30	Stockcars and State Parks	143	69,978	\$10,006,873
I31	Blue Collar Comfort	83	66,249	\$5,498,696
I32	Steadfast Conventionalists	0	58,451	\$0
I33	Balance and Harmony	0	55,498	\$0
J34	Aging in Place	236	62,121	\$14,660,492
J35	Rural Escape	21	41,308	\$867,476
J36	Settled and Sensible	78	45,159	\$3,522,377
K37	Wired for Success	0	49,943	\$0
K38	Gotham Blend	0	54,530	\$0
K39	Metro Fusion	0	44,819	\$0
K40	Bohemian Groove	24	36,435	\$874,451
L41	Booming and Consuming	0	52,834	\$0
L42	Rooted Flower Power	57	54,827	\$3,125,113

Financial Potential Estimate

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Mosaic Codes	Mosaic Segments	People HHs	Median Income by Segment	Est. People HH Median Income
L43	Homemade Happiness	1	42,012	\$42,012
M44	Red, White and Bluegrass	4	56,157	\$224,630
M45	Diapers and Debit Cards	16	44,939	\$719,021
N46	True Grit Americans	16	48,848	\$781,573
N47	Countrified Pragmatics	3	44,989	\$134,967
N48	Rural Southern Bliss	0	40,813	\$0
N49	Touch of Tradition	0	36,346	\$0
O50	Full Steam Ahead	0	34,972	\$0
O51	Digital Dependents	122	45,624	\$5,566,164
O52	Urban Ambition	0	33,743	\$0
O53	Colleges and Cafes	0	32,796	\$0
O54	Striving Single Scene	0	32,415	\$0
O55	Family Troopers	6	36,397	\$218,380
P56	Mid-scale Medley	6	45,511	\$273,067
P57	Meager Metro Means	0	29,219	\$0
P58	Heritage Heights	0	35,605	\$0
P59	Expanding Horizons	0	37,057	\$0
P60	Striving Forward	0	30,411	\$0
P61	Humble Beginnings	0	22,533	\$0
Q62	Reaping Rewards	52	40,886	\$2,126,056
Q63	Footloose and Family Free	0	36,581	\$0
Q64	Town Elders	120	26,236	\$3,148,300
Q65	Senior Discounts	4	17,512	\$70,048
R66	Dare to Dream	1	27,202	\$27,202
R67	Hope for Tomorrow	0	18,140	\$0
S68	Small Town Shallow Pockets	4	27,011	\$108,045
S69	Urban Survivors	0	26,505	\$0
S70	Tight Money	0	18,393	\$0
S71	Tough Times	6	13,115	\$78,691
TOTAL		1,872		\$131,131,254

Compare current giving to potential

Current Giving:

Potential giving if a percentage of estimated HH income:

2%	\$2,622,625
3%	\$3,933,938
5%	\$6,556,563
7%	\$9,179,188
10%	\$13,113,125