

The ComparativeInsite Report

Prepared for: Meitler Consultants
Study area: SEAS-HolmenWI

Base State: WI,MN

Current Year Estimate: 2023
5 Year Projection: 2028
10 Year Projection: 2033
Date: 10/13/2023
Semi-Annual Projection: Spring

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.

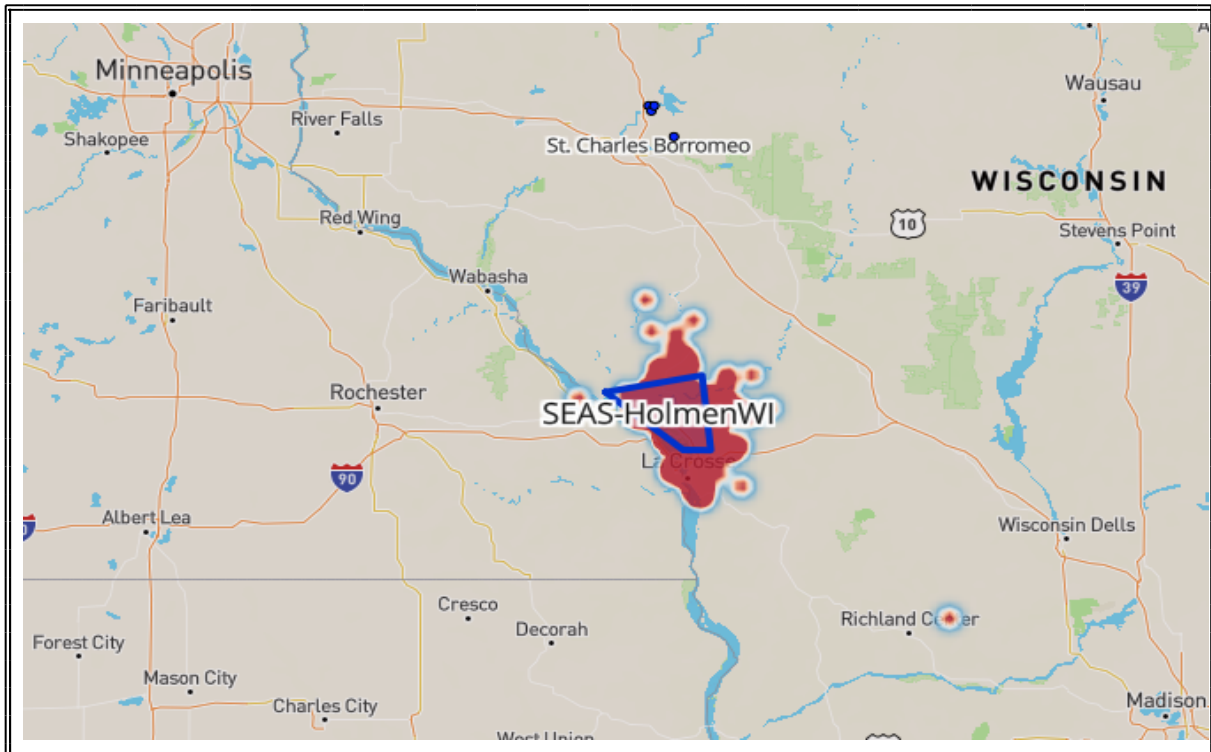
Three Sections

• 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	680	Total No. of Mosaic Segments in Study Area	57
Total People Households	679	Total No. of Mosaic Segments with People HH Present	26
Total Population in Study Area	35,835	Estimated Household Penetration Rate	5.0%
Total Households in Study Area	13,634		

	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
Head of HH Age	%	No.	%	No.	Index
Age 19-24 years	2.6%	350	1.7%	12	67
Age 25-30 years	5.8%	786	3.6%	24	62
Age 31-35 years	7.0%	956	5.6%	38	79
Age 36-45 years	16.9%	2,304	23.0%	156	136
Age 46-50 years	11.1%	1,507	12.1%	82	110
Age 51-65 years	36.5%	4,975	35.2%	239	96
Age 66-75 years	10.8%	1,476	10.4%	70	96
Age 76+ years	9.4%	1,280	8.4%	57	90
	100.0%	13,634	100.0%	679	
Average Age Head of Household		50		51	102
Married Households	77.2%	10,522	85.3%	579	110
Households by Type with Children					
Married with kids in household	31.4%	4,284	40.5%	275	129
Single Parent with kids	1.3%	182	0.3%	2	22
Unknown marital status with kids	1.4%	190	0.7%	5	53
	34.2%	4,657	41.5%	282	122
Household by Type without Children					
Married without kids in household	45.8%	6,238	44.8%	304	98
Single Parent without kids	3.5%	478	1.2%	8	34
Unknown marital status without kids	16.6%	2,259	12.5%	85	76
	65.8%	8,975	58.5%	397	89
Presence of a Child					
Presence of a child 0-3 years	11.0%	1,497	14.1%	96	129
Presence of a child 4-6 years	8.7%	1,186	14.3%	97	164
Presence of a child 7-9 years	9.4%	1,279	15.7%	106	167
Presence of a child 10-12 years	8.7%	1,190	13.6%	93	156
Presence of a child 13-18 years	13.8%	1,875	17.4%	118	127
	51.5%	7,027	75.1%	510	146

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

Less than \$15,000	5.7%	781	4.1%	28	71
\$15,000-\$24,999	6.3%	858	4.6%	31	73
\$25,000-\$34,999	6.9%	943	5.5%	37	79
\$35,000-\$49,999	7.9%	1,078	6.6%	45	83
\$50,000-\$74,999	9.7%	1,326	9.1%	61	93
\$75,000-\$99,999	11.4%	1,553	11.6%	79	102
\$100,000-\$124,999	11.7%	1,592	12.8%	87	109
\$125,000-\$149,999	11.6%	1,583	14.5%	98	125
\$150,000-\$174,999	9.1%	1,241	10.8%	73	119
\$175,000-\$199,999	8.6%	1,172	9.4%	64	110
\$200,000-\$249,999	6.1%	829	6.4%	43	105
\$250,000+	5.0%	678	4.7%	32	94
	100%	13,634	100%	679	

Average HH Income	\$104,340	\$134,643
Median HH Income	\$86,695	\$103,960

Diversity Score Scale 0-5	1.9	2.0	105
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Estimated Racial/Ethnicity

African American	2.7%	951	2.4%	16	91
Asian	2.4%	867	2.2%	15	92
Caucasian	85.6%	30,692	87.4%	594	102
Native American	0.2%	68	0.2%	1	91
Hispanic	4.9%	1,764	4.3%	29	87
Hispanic - Caribbean1	0.9%	338	0.8%	5	83
Hispanic - Mexico1	3.1%	1,121	2.7%	18	85
Hispanic - Central American1	0.0%	13	0.0%	0	36
Hispanic - South American1	0.0%	16	0.0%	0	42
Hispanic - European1	0.0%	5	0.0%	0	64
	100%	35,835	100%	680	

Est. Average Head of HH Level of Education

Less than High School	9.9%	1,347	7.4%	50	75
High School diploma	27.1%	3,700	27.8%	189	103
Some College	27.2%	3,706	25.8%	175	95
Bachelor's degree	21.4%	2,912	23.9%	162	112
Graduate degree	14.4%	1,970	15.1%	102	104
	100%	13,634	100%	679	

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	Mosaic Segments Study Area		People Mosaic Segments Weighted by Presence		
Est. Head of HH Occupation					
Retired	17.9%	2,439	16.7%	113	93
Professional/Technical	33.3%	4,537	37.4%	254	112
Sales/Service	26.6%	3,631	24.1%	164	90
Farm-Related	1.2%	157	1.2%	8	100
Blue Collar	17.3%	2,363	16.9%	115	98
Other	3.7%	505	3.6%	25	98
	100%	13,634	100%	678	

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	680	Total No. of Mosaic Segments in Study Area	57
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Mosaic Codes	Mosaic Segment	Study Area		Analysis			
		2023	2023 %	People HH	People HH %	Index	Pen Rate
E21	Unspoiled Splendor	1,242	9.1%	105	15.5%	170	8.5%
D15	Sport Utility Families	1,237	9.1%	113	16.6%	182	9.1%
J34	Suburban Sophisticates	1,182	8.7%	80	11.8%	136	6.8%
C14	Boomers and Boomerangs	1,083	7.9%	46	6.8%	86	4.2%
C11	Sophisticated City Dwellers	902	6.6%	43	6.3%	95	4.8%
I30	Potlucks and the Great Outdoors	800	5.9%	28	4.1%	69	3.5%
F22	Fast Track Couples	764	5.6%	30	4.4%	79	3.9%
E20	No Place Like Home	760	5.6%	25	3.7%	66	3.3%
B08	Babies and Bliss	582	4.3%	99	14.6%	340	17.0%
A04	Picture Perfect Families	463	3.4%	9	1.3%	38	1.9%
O51	Digitally Savvy	458	3.4%	16	2.4%	71	3.5%
Q62	Enjoying Retirement	403	3.0%	16	2.4%	80	4.0%
F23	Families Matter Most	339	2.5%	12	1.8%	72	3.5%
Q65	Mature and Wise	314	2.3%	0	0.0%	0	0.0%
Q64	Established in Society	260	1.9%	18	2.7%	142	6.9%
J35	Rural Escape	257	1.9%	0	0.0%	0	0.0%
H27	Life of Leisure	232	1.7%	5	0.7%	41	2.2%
K37	Wired for Success	210	1.5%	1	0.1%	7	0.5%
A05	Couples with Clout	171	1.3%	7	1.0%	77	4.1%
B09	Family Fun-tastic	158	1.2%	5	0.7%	58	3.2%
H29	Destination Recreation	153	1.1%	2	0.3%	27	1.3%
A02	Platinum Prosperity	153	1.1%	6	0.9%	82	3.9%
O55	Family Troopers	144	1.1%	0	0.0%	0	0.0%
N47	Countrified Pragmatics	133	1.0%	2	0.3%	30	1.5%
O50	Full Steam Ahead	126	0.9%	0	0.0%	0	0.0%
D16	Settled in Suburbia	118	0.9%	0	0.0%	0	0.0%
L42	Rooted Flower Power	101	0.7%	1	0.1%	14	1.0%
A03	Kids and Cabernet	85	0.6%	6	0.9%	150	7.1%
D17	Cul de Sac Diversity	82	0.6%	0	0.0%	0	0.0%
C13	Philanthropic Sophisticates	79	0.6%	1	0.1%	17	1.3%
J36	Settled and Sensible	72	0.5%	0	0.0%	0	0.0%
K40	Bohemian Groove	71	0.5%	1	0.1%	20	1.4%
M44	Creative Comfort	70	0.5%	2	0.3%	60	2.9%
I31	Hard Working Values	70	0.5%	0	0.0%	0	0.0%
B07	Across the Ages	65	0.5%	0	0.0%	0	0.0%
O54	Influenced by Influencers	56	0.4%	0	0.0%	0	0.0%
L43	Homemade Happiness	52	0.4%	0	0.0%	0	0.0%
H28	Everyday Moderates	47	0.3%	0	0.0%	0	0.0%
M45	Growing and Expanding	27	0.2%	0	0.0%	0	0.0%
G24	Ambitious Singles	23	0.2%	0	0.0%	0	0.0%
S70	Thrifty Singles	19	0.1%	0	0.0%	0	0.0%
L41	Booming and Consuming	12	0.1%	0	0.0%	0	0.0%
E19	Consummate Consumers	11	0.1%	0	0.0%	0	0.0%
A01	American Royalty	9	0.1%	0	0.0%	0	0.0%
P56	Mid-Scale Medley	8	0.1%	0	0.0%	0	0.0%

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Mosaic Codes	Mosaic Segment	Study Area		Analysis			
		2023	2023 %	People HH	People HH %	Index	Pen Rate
R66	Ambitious Dreamers	7	0.1%	0	0.0%	0	0.0%
O52	Urban Ambition	4	0.0%	0	0.0%	0	0.0%
S68	Small Town Sophisticates	4	0.0%	0	0.0%	0	0.0%
K39	Metro Fusion	3	0.0%	0	0.0%	0	0.0%
I33	Balance and Harmony	3	0.0%	0	0.0%	0	0.0%
C12	Golf Carts and Gourmets	2	0.0%	0	0.0%	0	0.0%
I32	Steadfast Conventionalists	2	0.0%	0	0.0%	0	0.0%
N48	Rural Southern Bliss	2	0.0%	0	0.0%	0	0.0%
D18	Suburban Nightlife	1	0.0%	0	0.0%	0	0.0%
K38	Modern Blend	1	0.0%	0	0.0%	0	0.0%
H26	Progressive Assortment	1	0.0%	0	0.0%	0	0.0%
N46	True Grit Americans	1	0.0%	0	0.0%	0	0.0%
R67	Passionate Parents	0	0.0%	0	0.0%		0.0%
P57	Modest Metro Means	0	0.0%	0	0.0%		0.0%
S71	Modest Retirees	0	0.0%	0	0.0%		0.0%
N49	Touch of Tradition	0	0.0%	0	0.0%		0.0%
G25	Urban Edge	0	0.0%	0	0.0%		0.0%
S69	Urban Legacies	0	0.0%	0	0.0%		0.0%
P61	Simple Beginnings	0	0.0%	0	0.0%		0.0%
P60	Striving Forward	0	0.0%	0	0.0%		0.0%
P58	Heritage Heights	0	0.0%	0	0.0%		0.0%
A06	Jet Set Urbanites	0	0.0%	0	0.0%		0.0%
P59	Expanding Horizons	0	0.0%	0	0.0%		0.0%
Q63	Footloose and Family Free	0	0.0%	0	0.0%		0.0%
O53	Colleges and Cafes	0	0.0%	0	0.0%		0.0%
B10	Cosmopolitan Achievers	0	0.0%	0	0.0%		0.0%
		13,634	100%	679	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	680
Total People Households	679
Total Number of Segments in Study Area	57
Total Households in Study Area	13,634
Total Number of Segments with People HH Present	26

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	6	317,568	\$1,905,405
A03	Kids and Cabernet	6	207,847	\$1,247,079
A04	Picture Perfect Families	9	180,101	\$1,620,906
A05	Couples with Clout	7	172,090	\$1,204,627
A06	Jet Set Urbanites	0	149,999	\$0
B07	Across the Ages	0	120,988	\$0
B08	Babies and Bliss	99	106,703	\$10,563,633
B09	Family Fun-tastic	5	98,008	\$490,042
B10	Cosmopolitan Achievers	0	97,778	\$0
C11	Sophisticated City Dwellers	43	119,041	\$5,118,750
C12	Golf Carts and Gourmets	0	111,068	\$0
C13	Philanthropic Sophisticates	1	98,065	\$98,065
C14	Boomers and Boomerangs	46	92,873	\$4,272,147
D15	Sport Utility Families	113	94,307	\$10,656,721
D16	Settled in Suburbia	0	89,114	\$0
D17	Cul de Sac Diversity	0	80,371	\$0
D18	Suburban Nightlife	0	71,900	\$0
E19	Consummate Consumers	0	72,731	\$0
E20	No Place Like Home	25	72,696	\$1,817,412
E21	Unspoiled Splendor	105	72,801	\$7,644,085
F22	Fast Track Couples	30	74,789	\$2,243,657
F23	Families Matter Most	12	68,703	\$824,438
G24	Ambitious Singles	0	67,996	\$0
G25	Urban Edge	0	62,985	\$0
H26	Progressive Assortment	0	69,014	\$0
H27	Life of Leisure	5	66,298	\$331,490
H28	Everyday Moderates	0	67,976	\$0
H29	Destination Recreation	2	58,093	\$116,185
I30	Potlucks and the Great Outdoors	28	69,978	\$1,959,388
I31	Hard Working Values	0	66,249	\$0
I32	Steadfast Conventionalists	0	58,451	\$0
I33	Balance and Harmony	0	55,498	\$0
J34	Suburban Sophisticates	80	62,121	\$4,969,658
J35	Rural Escape	0	41,308	\$0
J36	Settled and Sensible	0	45,159	\$0
K37	Wired for Success	1	49,943	\$49,943
K38	Modern Blend	0	54,530	\$0
K39	Metro Fusion	0	44,819	\$0
K40	Bohemian Groove	1	36,435	\$36,435
L41	Booming and Consuming	0	52,834	\$0
L42	Rooted Flower Power	1	54,827	\$54,827

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Total People	680
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Mosaic Codes	Mosaic Segments	People HHs	Median Income by Segment	Est. People HH Median Income
L43	Homemade Happiness	0	42,012	\$0
M44	Creative Comfort	2	56,157	\$112,315
M45	Growing and Expanding	0	44,939	\$0
N46	True Grit Americans	0	48,848	\$0
N47	Countrified Pragmatics	2	44,989	\$89,978
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	Digitally Savvy	16	45,624	\$729,989
O52	Urban Ambition	0	33,743	\$0
O53	Colleges and Cafes	0	32,796	\$0
O54	Influenced by Influencers	0	32,415	\$0
O55	Family Troopers	0	36,397	\$0
P56	Mid-Scale Medley	0	45,511	\$0
P57	Modest 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	Simple Beginnings	0	22,533	\$0
Q62	Enjoying Retirement	16	40,886	\$654,171
Q63	Footloose and Family Free	0	36,581	\$0
Q64	Established in Society	18	26,236	\$472,245
Q65	Mature and Wise	0	17,512	\$0
R66	Ambitious Dreamers	0	27,202	\$0
R67	Passionate Parents	0	18,140	\$0
S68	Small Town Sophisticates	0	27,011	\$0
S69	Urban Legacies	0	26,505	\$0
S70	Thrifty Singles	0	18,393	\$0
S71	Modest Retirees	0	13,115	\$0
TOTAL		679		\$59,283,590

Compare current giving to potential

Current Giving:

Potential giving if a percentage of estimated HH income:

2%	\$1,185,672
3%	\$1,778,508
5%	\$2,964,180
7%	\$4,149,851
10%	\$5,928,359