

MissionInsite Announces New Data Reports and “New Movers” Information for Local Churches.



- **MissionInsite is very excited to announce the integration of the AGS (Applied Geographic Solutions) database into the MissionInsite System.**

We believe this comprehensive addition to the MI System brings a new richness of information to regional and local church mission planning. Some of the new demographic report variables available include:

- Outreach Opportunities Preschool
- Outreach Opportunities Children
- Outreach Opportunities Youth and Young Adult
- Disposable Household Income Detail
- Housing Units Occupancy
- Housing Units Time in Current Residence
- Household Asset Report
- Household Debt Report
- Asset to Debt Summary
- Average Travel Time to Work
- MOSAIC (Lifestyle Information)
- Number of Vehicles per Household

And many more! Plus in the next few months new, additional databases will be added giving Consumer Behavior data!

This integration with AGS supports the mission of MI to provide the most current, comprehensive, community based demographic information to the leadership of the church.



The introduction of **MOSAIC** (Lifestyle Segment Information) brings to MI clients “20 years of segmentation development expertise from one of the global leaders in segmentation systems.” The source of the MOSAIC system, Experian, “has built more than 40 consumer segmentation systems around the globe, and the Mosaic classification is available in more than 25 countries”.

MissionInsite’s **American MOSAIC** system paints a rich picture of communities in terms of their socio-demographics, lifestyles, behaviors and culture. More than 300 data variables have been used to build Mosaic including more than 70 household level elements from Experian’s INSOURCE SM database. Be sure to download the new **MI Demographic Segments Guide (MOSAIC)** from the “Resources” page or just click the following link to download the .pdf file.
http://www.missioninsite.com/PDF_FILES/MOSAIC%20Descriptions.pdf



- **MissionInsite is pleased to announce a new partnership with Reaching America to provide churches with up to date new mover data to support their outreach efforts.**

45 Million Americans move each year and are looking to establish new relationships. New Resident data is an excellent way to enhance any church’s outreach program by connecting with new families in their community.

[Click here](#) to learn about “new movers” data and **get a FREE REPORT** of the number of new residents in your area during the past 30 days!

For Questions, please contact **Chuck Salter** at csalter@missioninsite.com or **Peter Wernett** at pwernett@missioninsite.com. Or visit our website at www.missioninsite.com for more information.