

Using MOSAIC on the MI System

- **Step 1 - Define your geography** (radius, polygon, zip code, regional or custom boundary chosen etc.)
- **Step 2 - Create a QuickInsite, ExecutiveInsite or FullInsite Predefined Report** for your selected geography. Each of these reports include the Mosaic Types in your geographic area.
- **Step 3 – (Optional) Select “Build Report”** from the Info Box and choose the variables on your own. Mosaic is the very last choice under “Overview.”



Click the check box for Mosaic and click “Get Reports” located on the right side of the selection window.

A new window will open and you will see your Mosaic Types:

Prev 1 Next

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Mosaic

| | 2010 | 2010 % |
|------------------------------|-------|--------|
| 35 G02 RURAL SOUTHERN LIVING | 2,728 | 85.0% |
| 46 I05 HINTERLAND FAMILIES | 464 | 14.5% |
| 36 G03 COAL AND CROPS | 17 | 0.5% |
| Totals: | 3,209 | 100% |

- **Step 4 - Review the MOSAIC Support Documents** They can be found when you are logged into the system. “Mouse-Over” the word HELP in the upper left hand side of your screen. You will see a sub-menu pop down. Choose DOCUMENTS. All of the Mosaic reference materials are located on this menu. You will find 4 resources to assist you.

1. [Mission Impact Guide](#) (Our Most Important Resource for Ministry Applications)



Mission Impact is a concise summary of ministry applications for each of the 60+ lifestyle types described by **Mosaic** research. The ministry applications presented originally emerged from Tom Bandy's over 35 years of ministry leadership among three denominations, and in multiple regions, contexts, and cultures in North America. This experience has included national denominational leadership, and over 15 years consulting with churches across the cultural, denominational, and theological spectrum in the United States and Canada. These applications have been tested and refined with numerous Christian leaders (ordained and lay) from diverse congregations, church plants, denominations, and agencies. (Click underlined title to download document)

2. [MI Demographic Segments Guide: Quick Look](#) This document provides a one page summary of each of the 60 Mosaic Types. Use this guide when you want a quick reference for any of the 12 Mosaic groups or 60 individual Mosaic types. (Click underlined title to download document)
3. [MI Demographic Segments Guide: Detail Look](#) This 1000 page document provides extensive detail (approximately 18 pages) for each of the 60 Mosaic types. HINT: Use the page outline feature in Adobe PDF Reader to find the desired type. (Click underlined title to download document)
4. [Mosaic Worksheet](#) This worksheet is provided to discover the unique characteristics of a single Mosaic Household Type to assist in targeted ministry planning. (Click underlined title to download document)