**Mosaic Lifestyle Segment Worksheet**

This sheet helps you to get a quick overview of the top six segments in your study area. You will find the Top 15 Mosaic Segments on (or around) page 24 of the FullInsite report you ran (for specific percentages, look below the bar chart – raw numbers are hiding down below). You will find detailed information about each segment in the Help 🡪 Documents section of MissionInsite (you need to be logged in to access it). Select [Mission Impact Mosaic Application Guide by Bandy](http://missioninsite.com/missionimpact-guide/), then click on the Mosaic Segment ID for the segment you are examining. A sample is included below. Note that this provides a quick overview only, and is intended to get you thinking about differences and similarities; two areas (Property and Technology, and Stewardship/Financial Management) aren’t included here, just to keep things from getting too complicated. You don’t need to turn this in – it’s for your information and thinking processes only; if you come up with a better layout, share it with us!

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Segment** | **Attitudes & Mood** | **Leadership** | **Hospitality** | **Worship** | **Education** | **Small Group** | **Outreach** | **Communication** |
| O54: STRIVING SINGLE SCENE  Percentage in study area: 14.87%  Is this group visible in the church?   * Yes * No * Unsure | Inclination & Attitudes: Progressive, Sociable, Fulfillment  Mood & Values: High Drive for Affluence, High Pursuit of Personal Growth | Visionary, CEO | Multiple Choices, Healthy Choices | Coaching, Inspiration | Experiential, Topical, Peer Group | Designated or Rotated Leaders, Affinity | For Themselves: Human Potential, Interpersonal Relationships For Others: Quality of Life, Recovery, Human Potential | Internet, Cell Phone, Print |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Segment** | **Attitudes & Mood** | **Leadership** | **Hospitality** | **Worship** | **Education** | **Small Group** | **Outreach** | **Communication** |
| [Segment number and name]  Percentage in study area: xx%  Is this group visible in the church?   * Yes * No * Unsure |  |  |  |  |  |  |  |  |
| [Segment number and name]  Percentage in study area: xx%  Is this group visible in the church?   * Yes * No   Unsure |  |  |  |  |  |  |  |  |
| [Segment number and name]  Percentage in study area: xx%  Is this group visible in the church?   * Yes * No   Unsure |  |  |  |  |  |  |  |  |
| [Segment number and name]  Percentage in study area: xx%  Is this group visible in the church?   * Yes * No   Unsure |  |  |  |  |  |  |  |  |
| [Segment number and name]  Percentage in study area: xx%  Is this group visible in the church?   * Yes * No   Unsure |  |  |  |  |  |  |  |  |
| [Segment number and name]  Percentage in study area: xx%  Is this group visible in the church?   * Yes * No   Unsure |  |  |  |  |  |  |  |  |