1) **Determine Best Ministry Opportunities** – Discovery of Ministry Opportunities Using MissionInsite's **PeopleView System™** Tools Built on Google Maps.

2) **Answer Strategic Ministry Questions in Your Community** – What Type of Households Live in Your Ministry Area? Which Neighborhoods Are Growing? What is The Diversity in Your Community? **Does Your Church Membership and Mission Reflect Your Community?**

3) **Understand Population Trends BEFORE They Happen with Always Current Demographic Information from STI Pop Stats** – Accepted as a Premier Demographic Forecaster by Companies like Kroger and Walgreens. Information is Updated Twice Each Year Including the 2010 Census, **Current Year Estimates, 5 Year Projections and 10 Year Forecasts.**


5) **Identify and Reach Households in Your Ministry Area with MOSAIC USA Lifestyle Segmentation by Experian** – A Global Segmentation System Classifying More than 1 Billion People Worldwide in More than 30 Countries, Updated Annually. The 71 Distinct MOSAIC Household Types Provide the Most Comprehensive Lifestyle Information Available Today. Tom Bandy’s **Mission Impact Guide Suggests Ministry Applications** for Each MOSAIC Household Type.

6) **Target Specific Demographic Variables with Opportunity Scan** – The Leading Tool for Analyzing and Identifying Regional, Community and Neighborhood Ministry Potential – Down to the Block Group Level (Approx. 1500 Persons). Create Maps and Data Tables with **Top Ministry Target Areas for Your Church or Regional Agency**.

7) **Analyze Ministry Opportunities with PeoplePlot** – A Secure System for Local Churches to View and Identify Church Members and Visitors on a Map. Compare Church Households to Neighborhood Households Using the Proprietary **ComparativeInsite Report which includes the Estimated Financial Support Potential for Congregations.** Employ Analytical Tools For Development of Small Group Ministry, Mission Locations and Satellite Ministries.

8) **Create Neighborhood Thematic Maps** – Create and Print Custom Neighborhood Maps from More Than 76 Demographic Variables to **Visually Display Mission Reality.**

9) **Create Customizable Reports** – **Choose Only the Information You Want:** Ultimate Flexibility in Selecting Strategic Report Variables for Specific Ministry Applications.

10) **Accomplish Essential Tasks in Seconds with NEW USER ASSISTANTS** – Easy Access to Plotting People, Generating Reports & Theme Maps, Opportunity Scan, Create & Export Maps, Neighbor Center and the Purchase of Address Lists with our new User Assistants. Designed for new and returning users as a simplified means to complete essential **PeopleView System™** tasks without additional training.