

Top Demographic Mosaic Segments in our Area

The FullInsite Report covers the demographics for the following zip codes (19934, 19901, 19904, 19962, 19943, 19963, 19977, 19946, 19958). This area comprises 67,964 people who live in our mission area. The report identifies 15 segments of this total population, best described by age, stage, lifestyle, socio-economic, educational, and recreational choices.

The first five segments (by size of the population in the segment) comprise half of our mission area, which helps us focus on a more manageable set of information about these segments of the population we could potentially serve. They are designated with a letter, which identifies one of nineteen Groups, and a number, which identifies one of 71 segments, ranked from highest median income to lowest.

1. L41 - Group: Blue Sky Boomers - **Segment: Booming and Consuming**
 - a. 11,653/17.2% of our Area (this segment makes up 4.3% of the Delaware population)
2. Q64 - Group: Golden Year Guardians - **Segment: Town Elders**
 - a. 7,155/10.5% of our Area (this segment makes up 5.7% of the Delaware population)
3. D18 - Group: Suburban Style - **Segment: Suburban Attainment**
 - a. 5,447/8% of our Area (this segment makes up 7% of the Delaware population)
4. O52 - Group: Singles and Starters – **Segment: Urban Ambition**
 - a. 4,931/7.3% of our Area (this segment makes up 5.2% of the Delaware population)
5. Q62 – Group: Golden Year Guardians – **Segment: Reaping Rewards**
 - a. 4,801/7% of our Area (this segment makes up 2.5% of the Delaware population)

Notice the second and fifth segments come from the same group. What follows are the descriptions of the five segments and of the four groups of the people who live in our mission area.

Group L: Blue Sky Boomers – 11,653 in Area (17.2% - 4.3% in DE)
Lower- and middle-class baby boomer-aged households living in small towns
Overview

L41 Booming and Consuming – Cultural Middle (Strivers)

In Blue Sky Boomers, older, empty-nesting couples and singles have settled in small towns and waterfront resorts in anticipation of their retirement years. The three segments in this group are about evenly divided between married couples and widowed and divorced individuals. More than 80 percent are between the ages of 50 and 65. Most are white and have high-school educations and working-class sensibilities. These households tend to work in sales and service-sector jobs, supporting a resort economy in towns that offer weekend getaways and longer summer vacations for wealthier city dwellers.

Blue Sky Boomers are found in small towns and waterfront resorts - both seaside beaches and lakefront communities - from California to Florida. Many households are concentrated in the South, with the warmer weather favored by retirees. These Boomers are homeowners who tend to live in modestly-priced ranch houses, cottages and mobile homes. With childrearing days behind them, they have the discretionary cash to purchase adult toys like boats, campers and pickup trucks. While vacationers may swell the streets of their towns every summer, most of these year-round locals have lived at the same address for over a decade.

Most Blue Sky Boomers are high-school educated and work at a mix of sales, service-sector, professional and blue-collar jobs, though nearly one-quarter of households contains a retiree. Unlike their seasonal neighbors, they earn lower-middle-class incomes, averaging about \$55,000. However, because their expenses are low and their mortgages mostly paid off, many enjoy casual and comfortable lifestyles in their bucolic settings.

Located in surroundings like theirs, no one would fault Blue Sky Boomers for spending much of their leisure time outdoors. These households enjoy fishing, boating, hiking, hunting and gardening. However, they also have enough money - thanks, in part, to conservative investments - to travel regularly by car and RV to domestic locations. Their social lives typically revolve around their churches, clubs and unions. For a splurge, they'll go out to home-style and casual restaurants, take in a music concert or head to a weekend NASCAR race. When they want to relax, they like to read books, listen to music - from bluegrass to soul to classical music – do woodworking and needlework or have friends over for cards. These are the households that haven't forgotten the art of baking from scratch.

Blue Sky Boomers are no shopaholics. They keep their clothes as long as possible and shop only when they need to - preferably at local stores. When they go on a big shopping run, these price sensitive consumers typically head to discount department stores to stretch their money like Walmart, Dollar General, Family Dollar and Big Lots.

Many are late adopters of new products, especially consumer electronics. They don't often acquire the latest audio and digital devices: their living rooms are still outfitted with DVD players and traditional tube TVs. In this "buy American" group, residents look for domestically-made pickups and cars - and lots of them. More than half the households in this group own three or more vehicles.

In Blue Sky Boomers, traditional media still reigns supreme. To keep up with local news, many subscribe to a daily newspaper and read it from cover to cover. They also read magazines, especially those that reflect their down-home lifestyle, including titles like *Country Living*, *Family Handyman*, *Ladies' Home Journal* and *Reader's Digest*. This aging generation never lost their interest in music, listening to radio stations that play country music, golden oldies and classic rock. However, many consider TV their chief form of entertainment, tuning in to newscasts, game shows, dramas, how-to shows and history programs. They dislike most forms of advertising, opting out of direct-mail lists and avoiding TV commercials as much as possible. Many tend to be okay with the billboard advertising tucked into the landscape near their homes, though.

Politically, Blue Sky Boomers are a moderate lot: self-described Republicans with a right-of-center tilt. They're also progressive on environmental issues and protective of any threats to their rustic communities. While most wouldn't think of marching in a protest, they support causes financially, often backing arts, political, environmental and public broadcasting organizations.

Digital behavior

Still relative newcomers to digital media, Blue Sky Boomers are becoming increasingly comfortable with the Internet. The majority has a desktop computer at home, and they use the Web like a virtual library, visiting sites for information on subjects that are near to their hearts: cars, cruises, fishing and medical information. They also go online for business purposes, including banking, trading stocks and shopping. Though they're not completely comfortable with new technology - they're more likely to go online using dial-up access than a wireless connection or a mobile phone - they've made gunbroker.com, ebaymotors.com, seniorpeoplemeet.com and theanimalrescuesite.com some of their favorite sites.

SEGMENT L41: BOOMING AND CONSUMING

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide V 2.0
Group L, "Blue Sky Boomers"

Older empty-nesting couples and singles enjoying relaxed lives in small towns

Resource: Mosaic by Experian

General Spiritual Insight:

Booming and Consuming is part of the Lifestyle Group L (*Blue Sky Boomers*). Please refer to the description of Group L for the larger context of this segment's potential relationship with the church.

Religious Perspective:	"Always Take Time To Smell The Roses and Appreciate What You Have"
Key Behaviors:	Thrifty, Outdoorsy, Slower Paced, Small Towns With Good Weather Are Just Right
Strong Impressions:	<p>Inclination & Attitudes: Traditional, Simple, and Carefree</p> <p>Mood & Values: High Commitment To The Environment, Low Commitment To Career</p>

Comments:

The boomers in this lifestyle segment are in transition to retirement. They were never that committed to the trappings of success in the first place, and they look forward to retirement and enjoying life. Some have retired early; others have made lateral career moves so that they can relocate to a small town, with great weather, and a slow pace; and still others have shifted to a home office to avoid long commutes. They have their hearts set on a small town in Florida, southern California, or other Sunbelt destination.

These people look forward to fresh air, a cushy lifestyle of recreation and leisure, and a relaxed pace of life. With empty nests and solid savings, they have the discretionary income to own several vehicles, go RV-ing to national parks, travel occasionally in Europe or cruise the Caribbean, and indulge in a sports car. On the other hand, they enjoy their recently built ranch homes on well landscaped lots, and are happy to walk, cycle, fish, swim, boat, and garden. Their small town is near enough to urban culture to allow them occasional concerts, but they are as likely to visit a casino or go antique hunting.

These people are apt to visit a large, resource size church for its upbeat worship and variety of programs, but they soon feel lost in the crowd. They tend to gravitate to a nearby church in the same tradition in which they raised their children. The like a church of about 200-500 people ... big enough to provide quality and variety, but small enough to be greeted by first name. They often assume that the local practices in the church the left up north is normative for the denomination as a whole, and impose their assumptions on the new church home. Many of their communities and churches experience seasonal growth from Christian “snow birds”, but they like to think of themselves as the *real* church community.

These people often love the church and transfer membership, but they are re-thinking how they want to be involved. They like the attention of the pastor and the intimacy of fellowship, and they are apt to pledge to the church, but they are cautious about joining committees. They prefer short term church commitments so that they have more freedom to travel or enjoy their leisure activities. They may disappear for a week or so in the fall to travel north and see the colors.

Relevant Ministry Choices:

Leadership	Hospitality
<p>Enabler, CEO</p> <p>The pastor of the church is trained in seminary, ordained by a denomination, and often in the middle of their careers as clergy. He or she is appreciative of the history and tradition of the church, and may be working on an advanced degree in preaching, worship design, or pastoral care and counseling. The pastor stays current with mainstream culture. While the pastor is cautious about the speed of change, he or she is open to new ideas.</p> <p>People in this segment are “consumer evangelists”. This means they have strong opinions about products, curriculums, programs, and technologies for which they are passionate, and like to influence the decision making of a church. However, they generally prefer to retain authority but delegate responsibility. The pastor is a good administrator, but is often expected to implement the ideas of strong personalities in the church. He or she is not necessarily a visionary.</p>	<p>Multiple Choices, Healthy Choices</p> <p>People in this segment tend to arrive early and linger longer so that they can connect with friends or spend some quiet time in prayer and reflection. Greeters should be on station at least 20 minutes ahead of the start of worship, and everything should be ready and waiting for the arrival of the members. (Avoid last minute choir rehearsals, room arrangements, technology set up, and other pre-performance trials). The coffee and tea should be hot (or iced) and ready.</p> <p>A Welcome center is vital, especially during the season when there are lots of visitors. Provide video screens in the vestibule or refreshment center with announcements of upcoming events and images of both fellowship and mission. Distribute a bulletin with a printed order of service. The cover of the bulletin is usually a picture of the church building, or images of mission accomplished by denominational agencies.</p> <p>Refreshments are a mix of sugary treats and healthy fruit. Coffee in flavors; and teas of different herbal varieties (hot and cold) are available ... but espresso is not necessary. It is helpful to provide allergy warnings and indicate sugarless alternatives, but a calorie count is not necessary. Provide ample room for conversation in a temperature controlled space with natural light. And don't be in a hurry to clean the tables!</p>

Leadership

Compelling Issues:

The pastor is often a diplomat. The harmony of the church is more important than the effectiveness of mission. He or she is approachable, friendly, and rapidly responsive to the emergencies or needs of the members.

Hospitality

Compelling Issues:

Name tags are often available for both volunteers *and* members. People prefer to address each other by first name, and permanent name tags organized in the narthex help distinguish between year round and seasonal participants.

Relevant Ministry Choices:

Worship	Education
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Inspirational, Educational

People in this segment appreciate a creative approach to traditional worship. The structure of worship is consistent with the history of the denomination, but the individual elements may include updated creeds and more contemporary prayers. The songs are selected from the more upbeat and inspirational hymns of the tradition, and occasionally include new material. The organ is the main instrument, but other non-amplified instruments are also used regularly, and amplified equipment is used on special occasions.

Holy Communion is often important, and is celebrated as frequently as the custom of the denomination requires. Much of the emphasis is on the fellowship of the Table, and the bond that links Christians to one another. It is particularly poignant on special occasions like Christmas Eve and Easter. Churches tend to follow the Christian Year, and pastors often preach using a common lectionary.

Curricular, Biblical or Topical, Generational

The transition to retirement has introduced a quality of ambivalence to Christian education. Many people in this segment have grown up in traditions that expected commitment to Sunday school by both children and adults. The sense of duty remains, but the pull of personal leisure priorities constrains participation. Adults tend to prefer short term Sunday morning classes that focus on a book or curriculum. These may be traditional Bible studies, or use devotional books, histories of the church, or theological reflections (often by a mega-church pastor, bishop, or other church leader).

Sunday school for children and youth is quite traditional. Children are organized into age groups, with separate classrooms, and study an age-based curriculum endorsed by the denomination. Youth tend to meet in larger peer groups, and may have a designated space in the building to decorate and use. There is also a Youth Group that meets on Sunday evenings.

Worship

Compelling Issues:

The use of video technology in worship is often controversial among people of this segment, with strong opinions about how to install it or how to use it. Introduced diplomatically, it is often accepted as the "new normal".

Education

Compelling Issues:

People in this segment generally prefer Sunday school *before* worship. The "Children's Time" in worship is a favorite element. Older children remain in the worship as part of their "training" into "churchmanship". People in this segment are eager to hand-off responsibility (although not necessarily authority) for the future of the church to the next generation.

Relevant Ministry Choices:

Small Group	Outreach
<p>Rotated Leaders, Affinity or Curriculum</p> <p>Midweek small group participation is replacing Sunday school as the preferred Christian education option for people in this segment. This frees Sunday for leisure and family activities, and provides more flexibility and choice in time management. The small group experiences emphasize relationships and deepening friendships; and groups may stay together a long time. People tend to avoid confrontation in order to protect harmony, so small group accountability may be a challenge.</p> <p>Groups may form around a curriculum or shared enthusiasm. The curriculum is often a book study rather than a Bible study. The affinity may be related to a hobby, craft, collecting habit (like antiques or find china), or outdoor activity (like cycling, golfing, walking, or bird watching).</p> <p>Small group leadership is often rotated, so that no one feels the burden of leadership all the time, and may be the responsibility of the host or hostess. However, there is often some form of basic training to help leaders facilitate conversations, resolve personality conflicts, and offer intentional mutual support to one another.</p>	<p>For Themselves: Interpersonal Relationships, Health For Others: Health, Quality of Life, Human Destiny</p> <p>Fellowship is all about building and sustaining relationships, and is often the unspoken “signature” outreach ministry of the church. People in this segment regard community dinners, pot luck suppers, fairs, and large or small group opportunities as mission. They are in a period of transition, and they have a great yearning to belong.</p> <p>Missions related to health and improving quality of life are also important. Wellness Centers, fitness programs, meditation opportunities, and counseling services are all very important for people in this segment. They are anxious to protect their standard of living, and the quality of life in their small town. They want the church to partner with other civic agencies to support safety, monitor traffic, and provide opportunities for artistic expression. They are concerned about pollution and want to protect the environment.</p> <p>People in this segment may also support intentional, but non-confrontational, forms of evangelism. They will share their faith or invite people to worship, and advocate traditional family values. They will also support the rights and opportunities of women, peace and understanding between cultures, and give to a variety of charities.</p>

Small Group
Compelling Issues:
 Small groups can become very intimate and build lasting relationships. The group often becomes the primary care giving resource for participants in the group.

Outreach
Compelling Issues:
 Many in this segment are politically active, but they usually like to separate “church” and “politics”. Strong prophetic preaching may make them uncomfortable. On the other hand, they will sign petitions that advocate public policy directions.

Relevant Institutional Strategies:

Property and Technology	Stewardship/Financial Management
<p>Ecclesiastical, Christendom, Modern or Postmodern</p> <p><i>Booming and Consuming</i> tend to prefer classic church architecture, but they don’t want the burden of maintaining aging or dilapidated buildings. The church has probably been built or significantly renovated in the last 50 years. The exterior probably includes the key elements of stained or colored glass, columns or pointed window casements, double entry doors, and a steeple or tower with a large cross. The sanctuary preserves the reality or the feeling of fixed pews, chancel, organ, pulpit, table, and font. However, the seats are padded and the aisles wide; and the building is accessible to anyone physically disabled.</p> <p>Technology is redundant ... offering both modern and postmodern tools that do the same thing. There are printed bibles and hymnals, but video screens project all the words. The audio system has been upgraded and the acoustics improved. The building is air conditioned, but the windows still open if necessary. Symbols are classic in a more contemporary style, and include traditional images, Biblical scenes, and historic signs relevant to the denomination.</p> <p>Education and office space is more utilitarian. The building may be wireless, and internet access is certainly available in the administration center. Hardware and software is up to date, but the church still keeps hard copy records in a bank of filing cabinets.</p>	<p>Unified Budget, Informed Philanthropy</p> <p>People in this segment are used to percentage giving. They pledge to support basic funds for operations, missions, memorials, and debt retirement. They will likely participate in a traditional fall stewardship campaign, although they may opt out of a home visit by a stewardship team. They may prefer town meeting and printed budget information, combined with a “Celebration Sunday” on which to present their pledge card. They will want a receipt for tax purposes, and complete confidentiality about their giving. They are also likely to pre-authorize automatic withdrawals by the church.</p> <p>People will be conservative financial managers, and maintain significant reserve funds for the church that are often designated for property maintenance or technology upgrades. They may support a capital campaign led by a professional fund raiser if they are convinced that it will help the church be more effective, but they may resist expanding the sanctuary too much for fear that the church might grow too large.</p> <div style="border: 2px solid #8ebf42; border-radius: 20px; padding: 10px; margin-top: 10px;"> <p>Stewardship/Financial Mgmt.</p> <p>Compelling Issues:</p> <p>Provide regular financial statements, and a detailed and audited year-end financial summary. They will scrutinize the budget, but they are willing to be generous to make capital improvements, add necessary program and support staff, and enhance programs.</p> </div>

Property and Technology

Compelling Issues:

Landscaping is important. Lawn and gardens are well maintained. The property may include a columbarium or other memorial garden and fountain. If the church offers a nursery or day care option, the playground will be secure and upgraded with the best and safest equipment.

Relevant Institutional Strategies:

Communication

Internet, Print, Television

People in this segment are enthusiastic about the internet. They will go online for banking, research, shopping, and communication. They also value print. They are apt to download church newsletters and other resources in order to save mailing costs, but like to hold a resource in their hand or use an e-reader. They are unlikely to go online or open a portable device *during* worship, but they may well watch a podcast of worship or read the sermon online *after* worship or when they are traveling.

Email is a good way to reach people in this segment, and they may participate in social media that builds fellowship in the congregation. They may upload photos and video clips to a church website, and are likely to check the church website to check the calendar for coming events. They may only use basic cell phones with limited coverage. They may not use smart phones for web surfing or social media, and are less likely to send text messages or participate in instant messaging.

Communication

Compelling Issues:

These people love TV, and may watch local cable channels. They may connect with the local church through a taped broadcast ... and they may respond to denominational advertising on major networks.

Resources:

- Download MissionInsite’s **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in An Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the [MOSAIC Guide](#) from Experian
- Explore the [Interactive MOSAIC Guide](#) from Experian

Group Q: Golden Year Guardians – Total 11,956 in Area (17.6% - 8.2% in DE)

Largest combined group in Area

Retirees living in settled residences and communities

Overview

Q64 Town Elders – Cultural Right (Hard Living)

7,155 in Area (10.5% - 4.3% in DE)

Q62 Reaping Rewards – Cultural Middle (Conflicted)

4,801 in Area (7.1% - 2.5% in DE)

With more than 90 percent of members over 65 years old, Golden Year Guardians are the oldest group. The seniors in these four segments are predominantly white, poorly-educated and living on extremely modest retirement funds. Nearly two-thirds are widowed and living alone; the remainder are empty-nesting married couples. Many now reside in active retirement communities after having uprooted themselves from their family homes so they could live among people of similar ages and incomes. These members of the Greatest Generation typically came from humble origins and now enjoy unpretentious lifestyles.

Golden Year Guardians are scattered throughout the nation, though they're centered in Sun Belt suburban retirement communities like Sun City, Ariz., Delray Beach, Fla., and Laguna Woods, Calif. Many are still living the American dream of home ownership, though their modest cottages and bungalows are valued at three-quarters of the national average. A quarter live in apartments which are a mix of condos, garden-style apartments and older retirement homes, located in larger cities where they've lived for many years. Many have sought out communities where they could live free of urban concerns like crime and rush-hour traffic. Others have moved to new locations for a chance to establish new friendships and engage in new leisure activities.

With incomes half the national average, many Golden Year Guardians households face financial challenges as they struggle to get by on their Social Security checks and pensions. Only a small percentage has a substantial nest egg or investment portfolios. When they were growing up, many had few educational opportunities, and more than two-thirds failed to go beyond high school. They typically held jobs in the blue-collar and service sectors. Today, more than 80 percent are retired and living on fixed incomes. While many have paid off their mortgages – one third have lived at the same address for over two decades - they still lack the discretionary cash to enjoy a carefree retirement.

Golden Year Guardians tend to lead quiet lifestyles. Their social life revolves around various community groups, and they belong to churches and synagogues as well as veterans' clubs and arts groups. They spend a lot of their time in their residences reading books, gardening and doing needlework. For fun, they like to play cards, see a play, try their luck at bingo, or go out to dinner at home-style restaurants like Bob Evans, Cracker Barrel and Old Country Buffet. Foreign travel is outside their budgets,

but many enjoy a trip to Maine or North Dakota by train, excursion bus or RV. A big trip is a cruise along the Alaskan coast or around the Caribbean.

Golden Year Guardians tend to be conservative, whether the subject is politics or shopping. They stick to favorite brands when it comes to fashion, patronizing mid-market stores like Bealls, Stein Mart and Dillard's. While they like to buy new cars every few years - sedans or luxury models preferably made in America - they're more reticent about acquiring consumer electronics. They describe themselves as tech-shy, and buy no new electronic gadgets more than the average.

Golden Year Guardians are a strong market for traditional media. They subscribe to daily newspapers to stay informed and like listening to newscasts on the radio. They describe TV as their main source of entertainment; they watch news, movies, game shows and sitcoms. Many arrange their schedules around favorite TV programs, typically shows on cable networks like AMC, CNBC, the Golf Channel, Hallmark Channel and Movie Channel. These seniors are a prime market for women's and home magazines such as *Martha Stewart Living*, *Family Circle*, *Country Living* and *Better Homes & Gardens*. Most are still shy about the Internet, telling researchers that computers leave them baffled.

At the ballot box, it comes as no surprise that this group of seniors is solidly Republican. They have high rates for voting and describe their political outlook as "very conservative". Though they're not big on demonstrating over an issue, they will donate to political, environmental and health causes.

Digital behavior

Golden Year Guardians are not active in digital media. They have little high-speed Internet access, and they are late adopters of smartphones and handheld devices. However, they are discovering the Internet in increasing numbers, and recent research shows that they go online to browse sites that offer banking, insurance, travel and legal services. They enjoy sending e-greetings to friends and relatives. They're discovering the Internet as an information tool for news, political affairs and sports highlights involving golf, horse racing, baseball and motorsports. Among their favorite Websites are those related to health, illnesses and caregiving.

SEGMENT Q64: TOWN ELDERS

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide V 2.0
Group Q, "Golden Year Guardians"

***Stable, minimalist seniors living in older residences
and leading sedentary lifestyles***

Resource: Mosaic by Experian

General Spiritual Insight:

Town Elders is part of the Lifestyle Group Q (*Golden Year Guardians*). Please refer to the description of Group Q for the larger context of this segment's potential relationship with the church.

Religious Perspective:	"Faith of Our Fathers (and Mothers!), Living Still"
Key Behaviors:	Brand Loyal, Low Risk, Very Friendly, Seniority Matters
Strong Impressions:	<p>Inclination & Attitudes: Dutiful, Simplicity</p> <p>Mood & Values: High Importance of Faith, High Pursuit of Personal Growth (Within Limitations)</p>

Comments:

Faith, family, and community are pillars of strength for these older retirees who are aging in homes and hometowns where they have lived for as much as 25 years. They are not particularly mobile, and like to stay close to home. They’ve been downsizing their possessions, and are content with less. They have lower incomes and fewer investments, but also have lower costs and expenses. They are happy with their standard of living and don’t worry too much about themselves ... but they are worried about the world, their local community, and the future of their church.

These tend to be very spiritual people who practice personal devotions and try to lead ethical lives. They gravitate to more theologically and ideologically conservative established churches that preserve orthodoxy, respect elders, and protect traditional family values. They usually try to avoid extreme opinions, radical politics, risky ventures, and hasty decisions. They are more than willing to serve on a church board. They stay well informed about local and global events, and denominational policies and missions.

These people have deep roots in the community and church, and many of their friends are among church members. They are often interested in developing human potential, and personally participate in opportunities for Christian education. Within their physical and financial limitations, they are glad to volunteer or donate for a good cause. Harmony, continuity, and predictability are important values for a church.

Relevant Ministry Choices:

Leadership	Hospitality
<p>Enabler, Care Giver</p> <p>The ordained pastor of this church has graduated from a well-established school of theology and from the "school of hard knocks". This is an experienced pastor who combines expertise with common sense, and Biblical knowledge with pragmatic realism. This pastor works closely with the church board. He or she resources and facilitates the decisions of the board, but does not dictate policy or presume to take on too much authority. This pastor is well connected with the denominational hierarchy and may serve on a variety of denominational and ecumenical committees.</p> <p>This pastor usually has a deep appreciation for tradition and great compassion for the local community. He or she is an excellent visitor in homes or institutions, sensitive to personal milestones, and supportive to individuals struggling with personal issues. The people expect the pastor to be on call 24/7, but are therefore flexible to allow the pastor to adjust his or her schedule to spend time with family or find personal spiritual renewal. The pastor is an intelligent preacher and teacher. A church secretary may provide extra administrative leadership to manage the office so that the pastor can be available to his or her flock.</p>	<p>Multiple Choices</p> <p>The social lives of people in this segment revolve around the church, the veterans association, and perhaps another arts or community group. They don't eat out very often, and when they do it will be modest restaurants. Hospitality in this church needs to be easy going and low pressure. Many of the members of this segment have known each other a long time, and don't need any introductions or promptings to start a conversation. Greeters need to be friendly, but don't require significant training. However, churches should rotate greeters and ushers regularly to give as many people as possible the option to serve. Greeters and ushers must avoid being sidetracked by their close friends, and should pay special attention to visitors or people they know only slightly.</p> <p>Refreshments are fairly simple, but should offer several choices. Basic coffee and tea are welcome, but provide real or flavoured cream and sugar substitutes. Provide a mix of sweet desserts, low-fat cookies, and fresh fruit and vegetable dips. People are apt to linger to talk with friends, so don't be hasty putting the food away.</p>

Leadership

Compelling Issues:

This pastor listens carefully to all points of view, and often seeks the advice of senior lay leaders. However, they respect a pastor who is also self-confident and willing to take a stand on what he or she believes.

Hospitality

Compelling Issues:

Pot luck suppers, chicken barbecues and beef dinners, strawberry socials, combined with special music or entertainment will be considered both good fellowship and genuine outreach.

Relevant Ministry Choices:

Worship	Education
<p>Inspirational, Education or Care Giving</p> <p>Churches that are over 100 tend to combine inspiration and education; and churches fewer than 100 tend to combine inspiration with care giving. The inspiration comes from traditional choral anthems and instrumental or organ music, along with the drama of the Eucharist or moments of silent meditation. Smaller congregations emphasize intercessory prayers, verbal announcements, and passing the peace ... and there may be more emphasis on the offering and the small rituals that are unique to each church. Larger congregations emphasize the sermon, introductions to scripture readings, pastoral prayers ... and there may be more emphasis on traditional hymns and creeds.</p> <p>People in this segment tend to be very patriotic, and may be veterans. Both the national and Christian flags are important symbols in worship. They expect that worship services will recognize national holidays as well as Christian festivals.</p> <p>The preacher often follows a preaching plan or lectionary, and churches tend to be observant of the Christian Year.</p> <p>Regardless of congregational size, the pastor often wears a robe or vestments. The sermon uses scripture to help people make sense of life, and often connects history and current events. People leave worship with a strong sense of reassurance and belonging, and are apt to remember the three points of the sermon.</p>	<p>Curricular, Biblical, Generational</p> <p>People in this segment want to understand scripture, tradition, and doctrine. They may tend to rationalize their experience of the Holy Spirit. Sunday school for children and adults is fairly traditional. Churches in which this segment dominates may have smaller Sunday schools, but they are important because the adults believe that the children are the future of Christendom. Classes tend to be organized by age, and study a curriculum approved by the denomination. Teachers are often veteran lay leaders who feel a strong calling toward education and children. If the church is large enough, the next paid staff person after the pastor is often a Christian Education Director.</p> <p>Since church attendance is relatively stable all year round, churches often sponsor a Vacation Bible School for several weeks in the summer as an important outreach to young families that might not regularly attend their church.</p> <p>Adult education is also important. These people tend to be early risers and regular in attendance, so Sunday school often precedes worship.</p> <p>Classes focus on scripture, doctrine, ethics, and emerging urgent issues. They use traditional media (books and printed workbooks), with very occasional video supplements. Classes tend to stay together a long time and have a special name (e.g. the "Homebuilders Class"). Some are led by a very credible, long time member of the church; others rotate leadership. The pastor often leads a short term class during Advent or Lent.</p>

Relevant Ministry Choices:

Worship

Compelling Issues:

A healing worship service, or “Taize” service, may be a monthly congregational or ecumenical option; or healing prayer may be an option after each worship service.

Education

Compelling Issues:

It is usually easier to start a new class than assimilate new people into an ongoing class, unless the newcomer already shares ongoing friendships with numerous people.

Small Group	Outreach
<p>Rotates, Curriculum or Affinity</p> <p>Midweek small groups are a valued part of the church program. Groups are primarily about friendships and mutual support, but people in this segment also like to do devotional disciplines together. Small group leadership is often rotated among the participants. People often know each other well already, so leadership responsibilities focus on hosting and some coordination. Conversation flows naturally, and groups cope with personality conflicts and disagreements in their own way. Groups often meet in afternoons rather than evenings.</p> <p>Some groups will use a curriculum (Bible study, book studies, mission studies, etc.) Other groups will center on an affinity that is usually a hobby or craft, common passion for collectibles, or playing card games. Some small groups work on crafts specifically for mission purposes. Small groups often meet in private homes, but may also gather at the church. Groups may stay together a long time, and resist attempts to divide and multiply. Small groups are seen mainly as a means for members to socialize and go deeper into faith, but not as a means to attract new people into the church.</p>	<p>For Themselves: Interpersonal Relationships For Others: Quality of Life, Health, Human Destiny</p> <p>People in this segment have a genuine interest in people and helping others. They tend to focus more on local than global mission (although they strongly support denominationally deployed missionaries). They consider fellowship events, community dinners, and ecumenical events a form of outreach. They may sponsor a booth at a local fair or community event. They often believe that actions speak louder than words, and do good things without necessarily sharing their faith motivation for doing them.</p> <p>Local outreach often involves “depot” ministries: collecting food, clothing, furniture, or household items for general distribution. They may dedicate part of the building to storage. They also tend to rent or loan space to a variety of community organizations and social service agencies. They want to improve the quality of life of disadvantaged people in their community or region. This may include support for health clinics and vaccination centers. They want the church to work closely with hospitals and medical centers, and may host support groups for people coping with, or recovering from, disease.</p>

Relevant Ministry Choices:

Small Group

Compelling Issues:

Small groups may provide occasional leadership for special events (dinners, concerts, craft shows, etc.) that are held at the church.

Outreach

Compelling Issues:

People in this segment may be limited in their ability to actively volunteer to implement or subsidize missions, but they are willing to donate their time and expertise. They often sit on non-profit boards of health and social service agencies, and report on their activities to the church.

Relevant Institutional Strategies:

Property and Technology

Ecclesiastical, Christendom, Modern

Town Elders have lived in the same place, and attended the same church, for a long time. The architecture of the church building usually reflects the ecclesiastical designs of their denominational tradition from the first half of the 20th century (or earlier). That often means steeples or towers, pointed windows and doors, memorial courtyards, ornate exteriors; along with traditional sanctuaries with pews in rows or semi-circles, center aisles, and lots of hardwood. These churches may have little used balconies. The symbols are classically Christian, but also include more abstract images representing important doctrines, images of saints or events from the history of the denomination, etc. Symbols may be set in glass, stone, wood, or textiles and may be memorials.

Stewardship/Financial Management

Unified Budgets, Informed Philanthropy

Town Elders are cautious money managers and avoid financial risk. They are comfortable, but do not have significant investments. Some carry burdens for credit card debt or car loans. Nevertheless, they try to be generous toward the church, and some may tithe.

They will participate in a traditional church stewardship campaign. They trust the church with money for a unified budget, but they want to know the financial details. They prefer line budgets to narrative budgets, and in an annual meeting they might want to analyze the budget line by line. They make conservative pledges to the church, and increase them to follow inflation. They also like to keep significant financial reserves in the church accounts in case there is an emergency. If they must do a capital campaign, they may prefer to lead it themselves rather than pay a professional.

Relevant Institutional Strategies:

Property and Technology

Continued...

These people have a deep sense of “sacred space”, and the building, symbols, and musical or sacramental accessories often have multiple nuances of meaning. They are often hesitant to renovate or change the building. If the building is damaged by fire or flood, they are apt to restore it to its original design. Technologies are modern, in the sense that the church often relies on older audio systems, print hymnals and pew Bibles, hymn boards, pipe organs and grand pianos. They are unlikely to install video screens, and the electrical system may not support amplified instruments. The office may still rely on hard copy and filing cabinets for records, and older duplicating machines. The computer may be recent, but the software may not be up to date.

Property and Technology

Compelling Issues:

Property maintenance is a high priority, and this may occasionally cause stress when outside groups rent or use the building.

Stewardship/Financial Mgmt.

Compelling Issues:

The stewardship campaign often includes every member visitations. People in this segment like to be consulted about strategic planning and well informed about cash flow.

Relevant Institutional Strategies:

Communication

Gatherings, Print, Phone

People in this segment are not very active users of the internet. They may search health websites, and some will use free digital communications to talk with distant family members. If they carry a cell phone, it is usually used for emergencies and does not include many extra features. They probably will not pay much attention to a church website, and consider a website another form of static brochure to advertise the church.

Churches communicate best when they rely on print and word of mouth. Printed newsletters are either mailed, or distributed in personal mailboxes at the church reserved for each member. Announcements take several minutes in every worship service and fellowship gathering, and printed inserts provide additional information. Members participate in telephone trees to share prayer concerns, and telephone reminders prompt people about coming events.

Exterior signage is usually static. Fixed signs identify the denomination and name of the church, and provide times for Sunday school and worship. Sometimes the sign can be updated manually with a new sermon title. The building may be illuminated at night, and the sanctuary may be usual picture on the cover of the bulletin. They often produce a photo directory of church members.

Communication

Compelling Issues:

Be careful that exterior signs might inadvertently contradict core values (e.g. signs for “no parking” or “no loitering” can contradict values for hospitality and inclusiveness).

Resources:

- Download MissionInsite’s **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in An Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the [MOSAIC Guide](#) from Experian
- Explore the [Interactive MOSAIC Guide](#) from Experian

Group D: Suburban Style – 5,443 in Area (8% - 7% in DE)

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

Overview

D18 Suburban Attainment – Cultural Middle (Strivers)

The four segments in Suburban Style are filled with ethnically-mixed, middle-aged couples and families with children enjoying upscale lifestyles. Concentrated in suburban neighborhoods, these households are in the middle childrearing phase of their lives, coping with growing families, midlevel careers and monthly mortgage payments. Despite incomes nearing six figures, these 30-and 40-somethings still face high transportation costs in their suburban neighborhoods. However, they're happy to be bringing up their children in these middle-ring suburbs known for quiet streets and short commutes to in-town jobs.

Suburban Style aspired to live in a leafy suburb with a nice garden and fresh air. Their homes, often surrounding big cities in the Northeast and South, are well-preserved homes on curvy streets built in the last half of the 20th century. Housing values are slightly above average. Many homes have a basketball goal in the driveway or a Weber grill out back. On weekends, the sidewalks are filled with teens skateboarding, biking, in-line skating and shooting hoops. With their slightly above-average educations - more than half have gone to college - parents in Suburban Style work at white-collar jobs in business, public administration, education and technology. Many are raising families on upscale incomes thanks to two or even three workers in the household; nearly 20 percent have a young adult living at home. Their solid incomes and builtup equity allow them to qualify for home equity and car loans; two-thirds of households own three or more vehicles. Among these segments, the highest concentration of homeowners has lived at the same address for over a decade.

Suburban Style have rich leisure lives. They spend a lot of their free time engaged in sports like baseball, basketball, swimming and biking. Thanks to older children still at home, this group also enjoys sports, including scuba diving, karate and water skiing. For a night out, adults head to movies, restaurants, plays, comedy clubs and rock concerts. With excursions to zoos, aquariums, bowling alleys and theme parks as well as regularly scheduled piano lessons and hockey practice, it's not uncommon for parents to put 50 miles on their car every weekend. Many fret that their children are over-programmed and need more unstructured playtime. When they get home, they're often too tired to care and they end up collapsing in front of the TV. With friends they might play cards or computer games - anything to take their minds off the next bout of activities, errands and appointments.

With their mix of solid incomes and educations, Suburban Style tend to be fashion-forward consumers who like to check out new styles and products. Children influence the marketplace patterns, as seen in the group's embrace of people-moving vehicles like SUVs and minivans and their tendency to patronize big-box discounters, toy stores

and sporting goods retailers. With gadgets galore, these tech-savvy consumers also purchase all manner of electronic devices - smartphones, laptops and MP3 players - and can practically download music, games and TV shows in their sleep. They're happy to shop online or use catalogs to avoid the traffic jams in mall parking lots.

The busy families in Suburban Style make only an average market for most media. However, they watch premium TV channels like Speed, IFC, BET and TV Land. They spend a lot of time in their cars listening to radio stations that air news, sports and classic and modern rock. Though their interest in most print media seems to be waning, they still like to read magazines that cover parenting, health, food, entertainment and the African-American community. More and more, they're getting their news and entertainment from the Internet. While they're ambivalent about advertising on most traditional channels, they do respond to email ads, sponsored Websites and links.

With their strong attachment to their local communities - they belong to unions, churches and PTA groups - Suburban Style are also active politically. They tend to be right-of-center moderates who are slightly more Republican than Democrat in their party affiliation. However, there are few causes that they advocate at high rates. On election night, it's often a toss-up on how they will vote.

Digital behavior

The Gen Xers who make up most of the adults in Suburban Style represent the first generation to make the Internet part of their daily lives. Now fluent in high-speed wireless and cellular technology, they're active users of digital media for a wide variety of applications. They go online to bank, telecommute, get stock information, bid on auctions, listen to Internet radio stations and get movie reviews. They often visit electronics, fashion, business and children's sites. Many are comfortable making purchases via online retailers.

SEGMENT D18: SUBURBAN ATTAINMENT

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide, V 2.0
Group D, "Suburban Style"

Upper middle-class couples and families living mainly in the expanding suburbs

Resource: Mosaic by Experian

General Spiritual Insight:

Suburban Attainment is part of the Lifestyle Group D (*Suburban Style*). Please refer to the description of Group D for the larger context of this segment's potential relationship with the church.

Religious Perspective:	"Generally Speaking, God Is Often Among Our Higher Priorities"
Key Behaviors:	Over-Programmed, Self-Motivated, and Undecided
Strong Impressions:	<p>Inclination & Attitudes: Spontaneous, Sociable</p> <p>Mood & Values: High Drive for Affluence, High Entertainment Activities</p>

Comments:

This segment reflects the rise of America's black professional class. They grew up working class, and now eagerly advance in white collar careers. They are striving to pursue the good life, but go about it in a savvy and healthy way. They tend to be religious and the church is an important part of their identity. They may preserve ties with a church in old neighborhoods, and may relocate churches to their new neighborhoods. They may upgrade to buy larger, newer properties from churches that are migrating or closing, but are less likely to join a church plant or build new.

These households consider the church as an extended and even large family ... but are anxious that the church not get too big. While they are open to other cultures and believe in tolerance, they tend to prefer culturally homogeneous churches. They gravitate to churches with sufficient resources to offer programs for all ages (especially youth and young adults). Churches usually have a high profile in the local community. The church hosts different agencies in the building, and/or collaborates closely with the social service networks of the community.

Churches in this segment tend to see evangelism and social action as two sides of the same coin of discipleship. They never witness without doing some good; and they never do good without sharing their faith motivations. These workaholic people are very determined to advance their careers and lifestyles, and may be difficult to recruit into church board leadership and other volunteer roles. Their heart and heritage will motivate them to make commitments, but pressures of work and home may cause them to postpone following through.

Relevant Ministry Choices:

Leadership	Hospitality
<p>Visionary, CEO</p> <p>People in this lifestyle segment are looking for a leader who casts a big vision for social change and spiritual renewal aimed primarily at the city or region. The leader tends to be "larger than life" as a personality, and is an excellent communicator. He (or she) has visibility in the community through social services, business networks, and municipal government.</p> <p>The pastor is usually seminary trained and denominationally accredited, but their life experience and spiritual presence is crucial for credibility. The pastor may come from a long line of pastors in the family; or may have experience in successfully managing a business. They speak articulately about their call to ministry, and model spiritual disciplines that set a benchmark for the rest of the church members.</p> <p>The pastor self-consciously claims spiritual and organization authority in the life of the church. Support for the church is a direct measure of respect for the pastor. The pastor sets the direction for church life, and must have the administrative skill to raise money, coordinate programs, equip committees, and hold volunteers accountable for mission results.</p>	<p>The Basics, Multiple Choices</p> <p><i>Suburban Attainment</i> households want to experience deep relationships and have spiritual conversations in healthy contexts. Greeters should make an instant connection with visitors and worship participants before and after worship. Make sure every door is covered. Greeters should be representative of the mix of families, couples, and singles of the community. Provide warm welcomes, and make an instant spiritual connection (e.g. ask "How can I pray for you today?" as people enter and visibly keep track of their responses).</p> <p>During worship, provide more than sufficient time for people to greet one another. Spotlight selected small group leaders or key volunteers. Worship leaders, choir members, and pastor should circulate in the congregation to shake hands.</p> <p>Refreshments may be basic, but it should offer healthy choices too. Provide separate serving stations for sugar and sugarless, and a variety of caffeinated and decaffeinated drinks. Food is of high quality and purchased from supermarkets (rather than homemade). Provide servers who are trained to smile, converse, and model core values of gentleness and acceptance.</p>

Leadership

Compelling Issues:

Leadership succession is often a challenge for all staff and volunteer positions. The pastor tends to choose leaders rather than rely on nominations or personnel processes. If the pastor retires or moves, this can signal a major shift in the entire leadership structure.

Hospitality

Compelling Issues:

Always provide hospitality volunteers during worship outside the sanctuary. Make sure that refreshment areas, hallways, washrooms, and empty meeting rooms are safe and secure.

Relevant Ministry Choices:

Worship	Education
<p>Inspirational, Coaching</p> <p>Worship rotates around three things. Inspirational singing is about 75% presentational by choirs, bands, ensembles, and soloists. Music crescendos to begin worship, then softens to create a mood of listening for the message. The second element is the message. This is strongly Biblical, but preaching follows relevant themes rather than a lectionary. The message is highly motivational and aims at the heart, but it also includes practical advice for both daring and spontaneous Christian living. Prayer is the third element, and emphasizes intercession for family and community situations. In the context of worship, mission stories are often shared. Volunteer leaders may be commissioned. The "altar call" of the past is usually replaced by a call to serve, sacrifice, or give.</p> <p>The music that is "traditional" for church members might be described as cultural or contemporary by observers. Gospel music is common, but Christian themes are also set to jazz, blues, hip hop, and rap. Musicians are often seen as the "front line" of evangelism. People observe their behavior, emotion, and intensity and often want to talk with them about faith. Musicians should always linger in the worship center and circulate in the refreshment area, ready to share faith or engage in significant conversations.</p>	<p>Curricular, Biblical, Generational</p> <p>Sunday school is a traditional and often important part of the Sunday morning experience. It is often scheduled before or in between worship services so that all generations can participate in both education and worship on Sunday morning. Although print is not the favorite media for people in this lifestyle segment, they still favor printed curricula for younger children, and supplement this with more experiential or interactive methodologies for older groups.</p> <p>Older adults often focus on direct Bible study, often guided by highly respected (often older) teachers, and then invite significant dialogue. Younger adults may focus on a practical theme that can be explored through scripture and other resources. They may incorporate video or use the internet to examine a particular issue or challenge that faces their families or communities.</p> <p>Youth groups are a high priority for this lifestyle segment. These groups emphasize Christian values in fellowship and mission. They thrive when a core group of adult mentors is able to connect with young adults on a ratio of 3:1 or even lower. Youth groups often involve active recreation, spiritual conversation, and local mission projects.</p>

Worship

Compelling Issues:

Sincerity is a key issue of credibility for this lifestyle segment. These educated professionals are more sensitive to the blur between authentic spirituality and entertainment, and therefore scrutinize the spiritual depth and commitment of any leader involved in worship.

Education

Compelling Issues:

A Youth Minister is often seen as demanding more professional training and is a significant staff position for the church. Christian education, on the other hand, may be coordinated by a team of laity. The team are often matriarchs of the church, but the Sunday school experience is richer and numerically larger whenever men participate on the team.

Relevant Ministry Choices:

Small Group	Outreach
<p>Designated Leaders, Affinity</p> <p>Small group ministry may be more difficult among individuals in this lifestyle segment. People tend to connect in larger groups based on generation, gender, and marital status. Nevertheless, there is increasing interest in small groups that tackle personal or family problems (e.g. addiction intervention, divorce recovery, grief groups, and parenting groups are common). Small groups that are intentional about personal support and provide accountable spiritual disciplines can also develop among adults engaged in a specific mission project.</p> <p>Small group attendance can be sporadic because the time and attention of participants may be diverted to family or work. It is best to keep small groups time limited, and make each session "stand alone" for personal support and insight. Recap the learning from session to session.</p>	<p>For Themselves: Human Potential For Others: Quality of Life</p> <p>People in this lifestyle segment are building a career, not just earning a paycheck. Although they are self-confident, they worry about the future. Any program that helps them improve themselves will be attractive (including special lectures and seminars, peer mentoring groups, and networking opportunities). They look for opportunities to explore spiritual gifts and expand their horizons. They also have strong views about a variety of social issues, and look for opportunities both to learn and express their feelings.</p> <p>These households tend to concentrate their attention on local concerns, rather than national or global challenges. They tend to support local organizations that promote law and order, and combat racism and discrimination. They contribute time and money to make neighborhoods safe, clear up local environments, and provide sustainable housing.</p>

Small Group

Compelling Issues:

It may be difficult to find leaders ... especially younger leaders. Leaders need to be personally invited or chosen by the pastor (or program staff) based on discernment of gifts and call. Basic training may be hard to arrange, so you need to provide 24/7 coaching to help group leaders resolve personality conflicts and solve emerging problems.

Outreach

Compelling Issues:

Motivation is often more important than information. Churches must compete for their time and energy in any mission project, and capture their attention through marketing a big, bold vision.

Relevant Institutional Strategies:

Property and Technology	Stewardship/Financial Management
<p>Utilitarian or Ecclesiastical, Christendom, Modern <i>Suburban Attainment</i> households seek a compromise between effectiveness and significance. On the one hand, they want church facilities and technologies to be up-to-date, high quality, and useful. On the other hand, they value tradition and can be sentimental about symbols and atmosphere of a church. They will go to great lengths to improve older buildings from the late 19th and early 20th centuries, and often preserve the old fashioned character of sanctuaries. At the same time, they will make improvements for heating and air conditioning; accessibility; and equipping education and office space.</p> <p>However, there is a limit to how far they will go to preserve a building. If they relocate the church, they will "trade up" to a new model that is more flexible but still preserves an identifiably Christian architecture. Digital and video technology will not be a priority in the sanctuary, but it will be more important in the office. The whole building may not be wireless, but televisions and DVD players may be added to the classrooms. Office electronics may wait longer to be updated, although the pastor and staff will carry the latest smart phones. Exterior and interior symbols are clearly Christian. Windows, murals, and pictures will have a strong scriptural (rather than sacramental) theme. Images are more realistic than abstract. Prints and pictures often date to the "high tide" of Christendom from the 19th-20th centuries. An outside cross and stained glass window are usually illuminated at night.</p>	<p>Unified Budgets, Lifestyle Coaching</p> <p>People in this segment appreciate quality, but are careful shoppers. They tend to be low risk-takers, and avoid a capital campaign unless it is clearly necessary for church growth or mission impact. They set aside large reserve funds for emergencies. However, they are usually more than fair paying salaries to the pastor and staff, and prioritize money for quality music leadership.</p> <p>Tithing may be expected for leaders. Their giving is often published to set a standard for members. Stewardship campaigns follow tradition with an annual every-member canvass, pledging, and celebration Sunday. People in this segment consider fund raising and financial support to be a natural and measurable sign of faithfulness. They are not shy about raising expectations for designated giving in a good cause, but prefer to pledge to a unified budget. They may or may not scrutinize financial statements, and this may be a sign of trust for the pastor and board.</p> <p>People in this segment are well educated and professional, workaholics and ambitious, but they are not necessarily expert in financial management. They appreciate coaching in Christian family financial planning, and like to deal with financial planners who operate from overtly Christian values. They understand that generosity is really about lifestyle, rather than wealth, but need help to plan how to do it.</p>

Property and Technology
Compelling Issues:
 The interior of the building is usually more important than the exterior. Parking lots may not be paved, and the landscaping will be maintained but not elaborate. There is often a gymnasium included in the building, or outside basketball court (with green space for outdoor sports and picnics).

Stewardship/Financial Mgmt.
Compelling Issues:
 In general, no more than 20% of an annual budget should be dedicated to debt reduction. In this lifestyle segment, however, that percentage will usually be lower in order to manage the stress of members.

Relevant Institutional Strategies:

Communication

Telephone, Gatherings, Radio

Although print is not the favorite media for people in this lifestyle segment, they still rely on printed (rather than digital) newsletters and worship bulletins. These are usually reinforced by verbal communications in gatherings, and especially through telephone reminders. They are busy people, but they will usually have an answering machine that they will check on a daily basis.

Outdoor signs are also a must. Churches are well advised to have large, illuminated, regularly updated signs that advertise coming events or communicate vital information on the corner of the property. Churches often pay for billboards, or distribute flyers and posters in the community. Much information is communicated by word-of-mouth. Telephone trees are more effective than email. Personal information is often communicated by phone, and staff and volunteer leaders carry the latest cell phones.

Communication

Compelling Issues:

Clarity is often a challenge with this lifestyle segment because so much is communicated verbally. Repetition is often helpful to reinforce important messages.

Resources:

- Download MissionInsite’s **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in an Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the **MOSAIC Guide** from Experian
- Explore the **Interactive MOSAIC Guide** from Experian

Group O: Singles and Starters – 4931 in Area (7.3% - 5.2% in DE)

Young singles starting out, and some starter families, in diverse urban communities

Overview

052 Urban Ambition – Cultural Right (Hard Living)

The six segments in Singles and Starters contain downscale Generation Yers with upwardly mobile aspirations. Concentrated in small cities across the country, these households tend to be young (nearly three-quarters are under the age of 35), ethnically-mixed and unattached (half are single while a quarter are single parents). Most are on their own and starting to build independent lives in apartments with other young singles. They're college-educated, though not necessarily college graduates, and many are toiling away at entry-level positions in service-sector jobs. These self-described workaholics share a desire to move up in status and they realize that every career journey starts with a first step.

Singles and Starters live in satellite cities across the country, including a number of college towns like Madison, Wis., Austin, Texas, Bloomington, Ind., and Tallahassee, Fla. Housing costs are low - the price of a house is a third below the national average - but most residents rent units in low and high-rise apartment buildings that were built during the last three decades. Many are attracted to the college-town atmosphere of their communities with their commercial landscape of boutiques, pizza joints, cinemas and bookstores. However, these Americans are typically living in their first apartments, and they're hardly committed to staying in their neighborhoods for any length of time. Three-quarters have lived at the same address for fewer than three years.

In Singles and Starters, education levels are below-average even though the highest concentration of householders, 42 percent, has completed some college. Slightly more than 10 percent work at white-collar jobs in the professions or sciences, while nearly two-thirds work in low-level sales and service-sector jobs in retail, health care and food services. Nearly 20 percent are unemployed - the highest rate in the nation. On average, income in this group is about a third below the general population, but these households often are taking classes to qualify for better jobs.

Singles and Starters have active leisure lives. Because so many live in relatively small apartments, they spend a lot of time outside their units going to bars, nightclubs, movies and billiards halls. Still in the dating scene, these 20-somethings like to stay fit by jogging, in-line skating and playing sports like basketball, baseball and football. When they finally relax at their apartments, they're likely to read books, listen to a wide range of music and pursue hobbies like painting and playing a music instrument. Many prefer to spend time with friends in activities that take advantage of their city amenities. A high percentage declares, "people say my enthusiasm is contagious".

Singles and Starters are active and aspirational consumers. They like to wear the latest styles and search for designer labels they can afford at mid-market retailers and discount chains like Burlington Coat Factory, Express and Banana Republic. Their interest in the latest styles extends to home design; they fill their condos and apartments with furnishings from Williams-Sonoma and IKEA. This group provides a good marketing opportunity for the makers of electronics, given their tendency to buy new and emerging technology devices like MP3 players, handheld devices and Blu-ray players. Singles and Starters like to be plugged in - literally and figuratively- to the latest trends.

Singles and Starters are too busy for most traditional media. They're too young to have acquired the habit of reading a daily newspaper, and they don't often read most magazines, though they will make an exception for music, ethnic and entertainment publications like *Rolling Stone*, *Jet*, *Cosmopolitan* and *Entertainment Weekly*. On the rare occasions when they switch on their TVs, they typically watch sitcoms, reality programs, movies and game shows; their favorite cable channels include MTV, BET,

Comedy Central and FX. They like having a rock 'n' roll soundtrack to their activities, keeping their radios tuned to stations that play classic rock, contemporary hits and adult contemporary music. Increasingly, they spend their free time online chatting, blogging and checking out social networking sites, to keep up with their real and virtual friends.

Politically, Singles and Starters are liberals who most often align themselves with the Democratic Party. Though they're willing to march for a cause, they rarely donate money to political or social charities. Their below-average voter registration rates also undercut their impact as a constituency.

Digital behavior

The young members of Singles and Starters are relatively active online, using the Internet less for transactions than for communication (joining blogs and chat forums and instant-messaging friends) - and entertainment (downloading games, listening to Internet radio and watching video streaming). Job and car sites are popular, as well as sites offering social media (blackpeoplemeet.com) and sports information (fantasy.nfl.com). These Americans have integrated the Internet into their lifestyles, going online with their cell phones or desktop machines, whether from home, school or when out and about.

SEGMENT O52: URBAN AMBITION

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide V 2.0
Group O, "Singles and Starters"

Mainly Generation Y African-American singles and single families established in mid-market cities

Resource: Mosaic by Experian

General Spiritual Insight:

Urban Ambition is part of the Lifestyle Group O (*Singles and Starters*). Please refer to the description of Group O for the larger context of this segment's potential relationship with the church.

Religious Perspective:	"Looking For Heroes of Faith"
Key Behaviors:	High Energy, Contagious Enthusiasm, Online, Music Soundtrack in the Background
Strong Impressions:	<p>Inclination & Attitudes: Progressive, Sociable, Fulfillment</p> <p>Mood & Values: High Drive for Affluence, High Pursuit of Personal Growth</p>

Comments:

These young (under 35) African-American singles (and some single parents) are striking out on their own. Most have entry level, low paying jobs in retail and service; but over 20% are unemployed (the highest percentage of any lifestyle segment). They rent apartments in high-density neighborhoods on the urban fringe. They may be liberal or conservative, but have certain things in common.

They all have a lot of pride and want to get ahead. They'll put duty and work ahead of good times, and are usually taking courses in colleges and technical schools to get ahead. They also like to be the life of the party, stand out in a crowd, and attract the opposite sex. If they aren't working or studying, they are likely to hang out on the front steps, play team sports, or browse the clearance racks at the store.

Although they may be enjoying freedom from home, and may be rebelling against cultural expectation, people in this segment may connect with the church. Urban churches that connect with these people will not wait for them to show up, but go out to meet them. They may offer free dinners, and make indoor or outdoor sports areas available to them. These churches will need to pick up the tempo of worship. Use contemporary Christian Rock, Blues, or R&B. Preaching needs to be more topical and practical, and the refreshments need to be abundant enough to take home.

These churches often step up to be advocates for these younger adults. They are strong on crime prevention, and offer advice in personal finances, resume writing, dating, and parenting. They may offer inexpensive day care, organize food cooperatives, and or broker part time job opportunities.

Relevant Ministry Choices:

Leadership	Hospitality
<p>CEO, Mentor</p> <p>The pastor of this church is a rare blend of program manager and people person. He or she is ordained, and young enough to keep pace with these active younger adults. The denomination doesn't matter too much, so long as the programs are relevant. The pastor spends a lot of time outside the office, visible wherever younger adults gather, or networking with social services, business leaders, and police and emergency agencies.</p> <p>This pastor is an excellent administrator, and the church functions like a community center, with relevant programs going all week. The pastor needs to be able to raise money (obtain grants, motivate giving, and collaborate with other organizations). At the same time, this pastor spends a lot of time talking with individual younger adults ... befriending, advising, affirming, and supporting them in their struggle to get a head. This pastor is part authority figure and part role model, with an overall attitude of acceptance and optimism.</p>	<p>Multiple Choices, Take Out</p> <p>People in this segment will always think about coming to church on Sunday morning, even though they may be inconsistent in attendance. If they can afford it, they may have had a late night with friends or a date; or they may have work that interferes with church; or they may just rebel against it. Receive them warmly with complete acceptance, and acknowledge their name and appearance.</p> <p>These younger adults like to stand out in a crowd, so they are apt to linger outside the worship center until it fills up. Refreshments should be available before worship, and the pastor and other leaders should mingle among them and initiate conversation. Build relationship first; then later engage in more serious conversations.</p> <p>Provide as many food and drink options as possible. Refreshments do not have to be fresh or fancy ... just abundant. Encourage them to linger 30-45 minutes after worship. Consider showing a video related to career development, job hunting, health care and prescription medicines, or any topic relevant to basic life skills for people starting out on their own. The pastor and lay leaders can again mingle and initiate conversations.</p>

Leadership
Compelling Issues:
 Carry a Smartphone with a wireless earpiece to respond to calls quickly. Check for texts and follow social media so that you can offer advice and encouragement, or follow the lives of younger adults. Keep a stack of business cards with a thought for the day or Bible verse, and mobile number and email.

Hospitality
Compelling Issues:
 Gather contact information for instant messaging, and encourage them to connect with the social media network of the church.

Relevant Ministry Choices:

Worship	Education
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Inspirational, Coaching

Worship should be upbeat, with more contemporary Christian Rock or Gospel music, and plenty of opportunity for interaction between leaders and participants. A blend of live performance and music video will ease the burden on volunteers, and provide a contemporary edge to worship. Worship is an opportunity to establish the spiritual credibility of lay leaders, and help them build influential relationships during the week with adult singles in this group. Encourage lay leaders to witness, read scripture, and lead prayers.

At this stage of life, many people in this segment will prefer worship that is more topical and practical (in contrast to the more didactic or motivational tradition with which they may have grown up). Choose topics about Christian living at work, on the streets, at play; in relationships with friends or the opposite sex. Topics might also pertain to surviving personal crises, getting along with neighbors, dealing with victimization, and any detail of the actual challenges they may face this week. Topics should have more to do with tomorrow than with the eternal ... but they should be grounded just as solidly in scripture and the example of Jesus.

Worship

Compelling Issues:

Follow up the message of the worship service with a "thought for the day" distributed hard copy as people leave (small card to carry in a pocket) or as a text message sent later than day to their cell phone.

Experiential or Curricular, Topical, Peer Group

One of the first habits people in this segment lose when they go off on their own is the practice of Sunday morning Christian education. When they were teenagers, some may only have connected with a church youth group ... and now they do not even have that support.

The best hope to involve them in a Sunday morning class is to offer classes based on specific topics of urgent interest that only demand short term commitments. People are more likely to commit to three or four sessions on a practical topic of Christian living than an ongoing Bible study class. The teacher's credibility needs to be supported by visibility in worship leadership, and initiative in mingling with participants individually and through social media.

Large gatherings and single events can also be effective. The event may be on Sunday evening and have a strong recreational (e.g. sports) or entertainment (e.g. concert) component ... in addition to some prayer. This increases opportunities to develop personal relationships or deepen friendships in a safe environment, doesn't cost much if anything, and allows church leaders to again mingle and build trust with participants.

Education

Compelling Issues:

Christian education for people in this phase of life has more to do with credible Christian role models, than with information.

Relevant Ministry Choices:

Small Group	Outreach
<p>Designated Leaders, Affinity</p> <p>Midweek small groups are a much more likely opportunity to continue education and spiritual formation with people in this segment. Groups need to be <i>very</i> flexible about time, place, and longevity of the group. Participation may vary. Groups usually meet at the church, but they might also meet at a cafe or diner over breakfast or late night snacks). There may be a method to keep track of participation, and reminders may be sent out by text or tweet.</p> <p>Leaders of such groups should be selected and trained by the pastor (or church staff). People in this segment are often quite outspoken, and their points of view can be extremely varied, so personality conflicts and arguments are common. A designated leader can bring calm, objectivity, and spiritual discipline to the group. Groups can form around any shared interest or need. They tend to be somewhat structured ... with prayer, scripture, and a strategy to help participants share their life struggles and spiritual victories. The shared interest might be an activity, or a video related relevant to their current concern in life.</p>	<p>For Themselves: Human Potential, Interpersonal Relationships For Others: Survival, Quality of Life, Health, Recovery</p> <p>People in this segment are experiencing one of the most significant transitions of their lives. They may feel lost, overwhelmed, lonely, and inadequate ... and cover up their insecurities by loud, boastful, or extreme behavior. They will often respond to any outreach ministry that helps them understand themselves and their situation better. They seek to explore their hidden potential, develop skills for living and working, and explore relationships with friends and potential marriage partners. They tend to be very materialistic, and need guidance to evaluate success in more than monetary ways.</p> <p>People in this segment work hard, but they also have extra time on their hands to a degree that varies according to their work schedules and job security. They will volunteer for a good cause ... especially if volunteering involves special training that will serve them well in future careers and relationships. Training and accountability are the personal benefits and motivations for volunteering. They will often become involved in outreach ministries that help people get the basics for survival (food, housing, clothing, etc.); or which raise the standard of living in the neighborhood (crime prevention, fire safety, environmental cleanup, etc.); or which provide basic medical care (especially guidance to use over-the-counter medications).</p>

Small Group

Compelling Issues:

Small groups for these people often have clear definitions for the duration of the group ... usually 3-6 weeks. There is also a method on-line or in-person to recap group discussion for those who inevitably miss a session.

Relevant Institutional Strategies:

Outreach

Compelling Issues:

Given the urban issues in the high density neighborhoods in which they live, there can be a need for addiction recovery ministries including small groups, healing worship services, and counseling.

Property and Technology

Ecclesiastical or Utilitarian, Christendom, Modern

Urban Ambition is not picky about church architecture. They tend to gravitate to ecclesiastical-looking churches with arched doors and windows, colored glass, musty narthexes, traditional sanctuaries, and Christendom symbols because that is familiar and usually feels safe. But any building will do. They are concerned about personal safety and cleanliness, and expect good outdoor illumination, illuminated hallways and clean washrooms, reliable security, and working fire exits. As long as the masonry isn't crumbling, the roof is leak proof, foundation is sound, and the stairs are safe they are "good to go".

Many of these people can't afford the latest technology (although many splurge for cell phones); they do appreciate internet access and special cable TV stations. If possible, the church will create computer room for monitored use by members and visitors that provides high speed access. People will use it to download music, research job and medical information, and check in with faraway friends.

Stewardship/Financial Management

Unified Budgets, Lifestyle Coaching

Urban Ambition includes people who are focused on material success, but who are currently in entry level, low paying, and often part time jobs. They have little savings and few investments, no equity, no insurance, and probably can't afford a car. They frequently have no credit or bad credit, and primarily rely on debit transactions and cash. They are hard working and put duty before pleasure, but they are not particularly experienced or skilled in managing money. They tend to splurge on clothes, cell phones, and occasional entertainment magazines.

They are not disciplined about giving to the church, and probably don't know what it really costs to run a church. Therefore, they tend not to participate in stewardship or fund raising campaigns, and only put a dollar or so in the offering plate. They will give generously to a particular mission project or urgent need that captures their attention. Churches need to understand that people in this segment will never "pay their own way" when it comes to supporting the church. The church blesses them with no or low expectations for financial return.

Relevant Institutional Strategies:

Property and Technology	Stewardship/Financial Management
<p>Property and Technology Compelling Issues: Consider building a lending library dedicated to <i>recent</i> resources related to career planning, personal relationships, parenting and infant care, nutrition, crime prevention, and basic home medicine.</p>	<p>Continued... People in this segment will appreciate any programs that help them learn how to set priorities, manage money, build investments, and save for the future. This can also help them avoid debt (especially future high interest debt related to credit cards and loans) and learn to tithe. They are eager to learn how money works and how they can develop both a self-sufficient and generous lifestyle.</p>
<p>Stewardship/Financial Mgmt. Compelling Issues: Churches often provide legal aid to help people in this segment protect themselves from landlords that gouge rent or employers that manipulate salaries.</p>	

Communication
<p>Print, Gatherings, Phone</p> <p>People in this segment will use the internet, but often cannot afford hardware or high speed access. They will splurge for cell phones, particularly if they can get a deal on text messaging, but won't be able to afford much digital time email and web surfing. The church can text and call them, but church websites are probably of little help.</p> <p>These people will respond to print advertising, read print literature, and take home printed information about upcoming events and opportunities. Churches often have a lot of free literature (from Christian sources, educational institutions, and social agencies) available at the church. Develop lending libraries dedicated to <i>recent</i> resources for career development, job hunting, home medicine, interpersonal relationships, and other topics.</p> <p>Information and news is most often communicated by word of mouth. Announcements in worship and large or small gatherings are often supplemented with printed information.</p>

Relevant Institutional Strategies:

Communication

Compelling Issues:

Outdoor signs may be vulnerable to breakage, but are still necessary to advertise coming events and opportunities. Update them several times a week so that people get in the habit of checking.

Resources:

- Download MissionInsite's **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in An Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the [MOSAIC Guide](#) from Experian
- Explore the [Interactive MOSAIC Guide](#) from Experian

Group Q: Golden Year Guardians – Total 11,956 in Area (17.6% - 8.2% in DE)
Largest combined group in Area

Retirees living in settled residences and communities

Overview

Q64 Town Elders – Cultural Right (Hard Living)

7,155 in Area (10.5% - 4.3% in DE)

Q62 Reaping Rewards – Cultural Middle (Conflicted)

4,801 in Area (7.1% - 2.5% in DE)

With more than 90 percent of members over 65 years old, Golden Year Guardians are the oldest group. The seniors in these four segments are predominantly white, poorly-educated and living on extremely modest retirement funds. Nearly two-thirds are widowed and living alone; the remainder are empty-nesting married couples. Many now reside in active retirement communities after having uprooted themselves from their family homes so they could live among people of similar ages and incomes. These members of the Greatest Generation typically came from humble origins and now enjoy unpretentious lifestyles.

Golden Year Guardians are scattered throughout the nation, though they're centered in Sun Belt suburban retirement communities like Sun City, Ariz., Delray Beach, Fla., and Laguna Woods, Calif. Many are still living the American dream of home ownership, though their modest cottages and bungalows are valued at three-quarters of the national average. A quarter live in apartments which are a mix of condos, garden-style apartments and older retirement homes, located in larger cities where they've lived for many years. Many have sought out communities where they could live free of urban concerns like crime and rush-hour traffic. Others have moved to new locations for a chance to establish new friendships and engage in new leisure activities.

With incomes half the national average, many Golden Year Guardians households face financial challenges as they struggle to get by on their Social Security checks and pensions. Only a small percentage has a substantial nest egg or investment portfolios. When they were growing up, many had few educational opportunities, and more than two-thirds failed to go beyond high school. They typically held jobs in the blue-collar and service sectors. Today, more than 80 percent are retired and living on fixed incomes. While many have paid off their mortgages – one third have lived at the same address for over two decades - they still lack the discretionary cash to enjoy a carefree retirement.

Golden Year Guardians tend to lead quiet lifestyles. Their social life revolves around various community groups, and they belong to churches and synagogues as well as veterans' clubs and arts groups. They spend a lot of their time in their residences reading books, gardening and doing needlework. For fun, they like to play cards, see a play, try their luck at bingo, or go out to dinner at home-style restaurants like Bob Evans, Cracker Barrel and Old Country Buffet. Foreign travel is outside their budgets,

but many enjoy a trip to Maine or North Dakota by train, excursion bus or RV. A big trip is a cruise along the Alaskan coast or around the Caribbean.

Golden Year Guardians tend to be conservative, whether the subject is politics or shopping. They stick to favorite brands when it comes to fashion, patronizing mid-market stores like Bealls, Stein Mart and Dillard's. While they like to buy new cars every few years - sedans or luxury models preferably made in America - they're more reticent about acquiring consumer electronics. They describe themselves as tech-shy, and buy no new electronic gadgets more than the average.

Golden Year Guardians are a strong market for traditional media. They subscribe to daily newspapers to stay informed and like listening to newscasts on the radio. They describe TV as their main source of entertainment; they watch news, movies, game shows and sitcoms. Many arrange their schedules around favorite TV programs, typically shows on cable networks like AMC, CNBC, the Golf Channel, Hallmark Channel and Movie Channel. These seniors are a prime market for women's and home magazines such as *Martha Stewart Living*, *Family Circle*, *Country Living* and *Better Homes & Gardens*. Most are still shy about the Internet, telling researchers that computers leave them baffled.

At the ballot box, it comes as no surprise that this group of seniors is solidly Republican. They have high rates for voting and describe their political outlook as "very conservative". Though they're not big on demonstrating over an issue, they will donate to political, environmental and health causes.

Digital behavior

Golden Year Guardians are not active in digital media. They have little high-speed Internet access, and they are late adopters of smartphones and handheld devices. However, they are discovering the Internet in increasing numbers, and recent research shows that they go online to browse sites that offer banking, insurance, travel and legal services. They enjoy sending e-greetings to friends and relatives. They're discovering the Internet as an information tool for news, political affairs and sports highlights involving golf, horse racing, baseball and motorsports. Among their favorite Websites are those related to health, illnesses and caregiving.

SEGMENT Q62: REAPING REWARDS

Mission Impact...Focusing your heartburst for the people around you

Mission Impact Guide V 2.0
Group Q, "Golden Year Guardians"

***Relaxed, retired couples and widowed individuals
in suburban homes living quiet lives***

Resource: Mosaic by Experian

General Spiritual Insight:

Reaping Rewards is part of the Lifestyle Group Q (*Golden Year Guardians*). Please refer to the description of Group Q for the larger context of this segment's potential relationship with the church.

Religious Perspective:	"Faith of Our Fathers (and Mothers!), Living Still"
Key Behaviors:	Brand loyal, low risk, very friendly, seniority matters
Strong Impressions:	<p>Inclination & Attitudes: Dutiful, Simplicity</p> <p>Mood & Values: High Importance of Faith, High Pursuit of Personal Growth (within limitations)</p>

Comments:

These retired couples and widowed singles have known tough times, but survived to achieve stable and comfortable lives. They have a traditional view of the world, but have not stopped growing. They are interested in international events, travel, concerts, and the arts. They've always believed in doing one's duty before one enjoys life, and now they have no worries about the future or regrets about the past.

Faith is important and the church continues to be a rock that grounds their lives. They go to church to be with their friends and are as loyal to the one as to the other. They often think of spirituality as reinforcing physical, mental, and emotional health. Church makes as much sense as physical exercise, healthy diet, and preventive medicine (and these are all topics that are emphasized in the churches they attend).

These seniors tend to be conservatively orthodox in their faith, and usually attend churches that are self-conscious about history and tradition. The rites, liturgies, and creeds are so familiar that sometimes they seem to just repeat old habits and memorized words ... but they are also ready to pause in thought and examine themselves. They may perpetuate stereotypes about other religions and cultures, but they are usually tolerant of other people and respect their different beliefs.

People in this segment will often worry more about losing old members than attracting new members, and harmony is extremely important. They may not initiate a new idea without significant consensus. If the church is ever financially challenged, they are more likely to cut staff and maintain the property.

Relevant Ministry Choices:

Leadership	Hospitality
<p>Enabler, CEO</p> <p>The pastor or priest is usually a professional with a number of years of experience. He or she usually has a strong sense of tradition and a balanced, orthodox theology. The pastor may have an advanced degree in theology or counseling, and may also have vocal talent to chant or sing. He or she is a good preacher and capable teacher, but is also friendly and approachable. This pastor is a good visitor, and rapidly responsive to family emergencies and hospital calls. If any of the flock wanders, he will bring them back.</p> <p>The pastor helps the congregation develop a strategic plan, and then facilitates whatever programs are approved by the board. He or she may supervise additional staff, and provides coaching and coordination for standing committees. The pastor is a good diplomat. He or she manages money well, and usually balances the budget. The pastor participates in ecumenical ministries and inter-religious dialogue, and represents the church in the community.</p>	<p>Multiple Choices, Healthy Choices</p> <p>Church attendance is important for these people. They have deep roots in their neighborhood or community, and many memories associated with the church building. Many have second seasonal homes, and they will attend church there as well. They like to entertain friends wherever they are, and have high standards for hospitality. Greeters and ushers should be warm, but not effusive; respectful, but not pushy. They should be quick to offer assistance and give accurate directions. Ushers may store canes and walkers out of the way, and return them during the last hymn.</p> <p>The refreshment center is clean, tastefully decorated, with natural or soft light and fresh air. Provide ample space and extra seating in several conversation areas. Food is high quality, but not fancy (excellent coffee, but not espresso; herbal teas and juices). Provide multiple choices for food, in multiple serving stations. You might designate food as sugarless, decaffeinated, and low calorie. Provide small portions, and add fruit and vegetable dips.</p>

Leadership

Compelling Issues:

People in this segment often compare the current pastor with past ministers, and can be particularly critical of preaching, peacekeeping, and visitation.

Hospitality

Compelling Issues:

Provide side tables in the refreshment area with devotional resources, information about denominational missions and community non-profits, and any handicrafts currently being sold to raise funds for outreach.

Relevant Ministry Choices:

Worship	Education
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Inspirational, Educational

People in this segment value continuity with the past, and traditions are important. The order of worship is often fairly "standard" to a denominational pattern. If people have a second seasonal home, they appreciate the similarities that make them feel right at home. The inspiration of worship is usually provided by high quality choral and/or instrumental music that rely on classic 19th and early 20th century Christian anthems and organs, pianos, and occasional woodwinds and strings. The education of worship is usually provided by the sermon, which often follows an annual lectionary and exposit the meaning of scripture.

If Eucharist is important to their tradition, they tend to prefer an older or more traditional liturgy for which the words are very familiar. They like to take time with Holy Communion, enjoying moments of awesome silence as well as soft meditative music. The Words of Institution have power and the sacrament many shades of meaning. The pastor or priest is usually robed.

Curricular, Biblical, Generational

In the church in which this lifestyle segment makes up a large proportion of the congregation, the children's Sunday school may be small. However, they believe the Sunday school represents the future of the church and it must continue. Also, their grandchildren may accompany them to worship from time to time. Sunday school is usually quite traditional. The curriculum is current or updated, and approved by the denomination. It often concentrates on Bible stories and essential doctrines, but includes moral models and key ethical teachings. Despite small sizes, classrooms may still be separated by age.

Adult Sunday school may also be an important tradition. Classes of adults have often been together for many years, often meeting in the same room with the same leader. They usually choose a Bible study or theological book to read together, but fellowship is equally important. Adult groups may plan and implement special projects or do special fund raising for the church. Some participants may be gone for several weeks at a time (seasonal homes, travel, etc.) but look forward to returning to the group.

Worship

Compelling Issues:

People in this segment will watch a church service on television if they cannot attend in person. They usually find a televised service very similar in tradition to their home church.

Education

Compelling Issues:

The timing of children's Sunday school is often a difficult and contentious decision. People in this segment may prefer education prior to worship, so that children can be trained in the liturgy and teachers can be spiritually nourished, yet parents often prefer concurrent Sunday school to save time on Sunday morning and also free them to concentrate on worship for themselves.

Relevant Ministry Choices:

Small Group	Outreach
<p>Rotated, Affinity or Curriculum</p> <p>Midweek small groups are a valued part of the church program. Groups are primarily about friendships and mutual support, but people in this segment also like to do devotional disciplines together. Unlike adult Sunday school, small group leadership is often rotated among the participants. People often know each other well already, so leadership responsibilities focus on hosting and some coordination. Conversation flows naturally, and groups cope with personality conflicts and disagreements in their own way. Groups often meet in afternoons rather than evenings.</p> <p>Some groups will use a curriculum (Bible study, book review, mission study, etc.) Other groups will center on an affinity that is usually a hobby or craft, common passion for collectibles, or playing card games. Some small groups work on crafts specifically for mission purposes. Occasionally a small group may form around a group trip or cruise. Groups may stay together a long time, and tend to resist intentional closure and multiplication.</p>	<p>For Themselves: Interpersonal Relationships, Health For Others: Survival, Quality of Life, Human Destiny</p> <p>Much of the energy of people in this lifestyle segment tends to be focused inward rather than outward. It can be difficult for newcomers to fully integrate with the church (especially if they are younger), unless they have a strong connection as a relative or friend with a current member. Therefore, churches often have to intentionally initiate programs of invitation or evangelism. Members are inclined to emphasize outreach ministries that are about fellowship or health concerns. Couples clubs; dinner groups; and fellowship events like talent shows, choral concerts, and picnics are common.</p> <p>When churches focus outward, people in this segment are strongly motivated to support programs that provide the basic necessities of life to disadvantaged people locally or globally. They may also support programs that protect women and children; improve health (e.g. wellness clinics, vaccination programs, personal hygiene); or education (e.g. tutoring, scholarships for college or seminary students); and raise standards of living (e.g. fund raising for food distribution, fresh water and irrigation, etc.) These people are politically active (usually for conservative policies and candidates), but they are usually reluctant to mix church and politics. They usually avoid advocacy for controversial programs and policies. They usually want the pastor to preach on scripture and faith, and avoid political comments when preaching.</p>
<p>Small Group</p> <p>Compelling Issues:</p> <p>Close friendships in the community can sometimes carry a small group out of the direct control of a given church. If the larger harmony of the church is unsettled, some people may drop out of church for a time and participate solely in their small group.</p>	
<p>Outreach</p> <p>Compelling Issues:</p> <p>People in this segment are often volunteers in other non-profit and charitable organizations in the community. They like to create partnerships between the local church and other social service and health care agencies.</p>	

Relevant Institutional Strategies:

Property and Technology	Stewardship/Financial Management
<p>Ecclesiastical, Christendom, Modern</p> <p><i>Reaping Rewards</i> are “brand loyal” when it comes to church traditions, and the church architecture and interior design often reflects their commitment to a heritage. Exterior architecture is not only ecclesiastical in nature, but it reflects the particular designs typical of a denomination or a geographical region (spires, or towers, or domes, or colonial pillars, and so on). Preferences for sanctuary design will follow similar patterns (pews arranged in rows or semi-circles, chancel furniture, etc.)</p> <p>Symbols are classically Christian, but also depict specific events or reproduce designs unique to a given tradition or denomination. These people have a keen and highly nuanced sense of “sacred space”. Sacred objects may be memorial gifts. The parlor and/or narthex may well have an enclosed cupboard with church memorabilia.</p> <p>They are also late adopters when it comes to technology. They may well renovate the sanctuary to improve acoustics or upgrade an organ, but they usually consider video technology a distraction. Elsewhere in the building, they will add computers to the offices, but may not feel much urgency to upgrade software regularly. Education space is often furnished with good quality, but old fashioned fixtures, furniture, and textiles.</p>	<p>Unified Budgets, Informed Philanthropy</p> <p><i>Reaping Rewards</i> live well on decent pensions and investments. They have disposable income for seasonal homes, package tours to Europe, season concert tickets, and dining out. Ironically, however, they often feel poor and complain about “fixed incomes”. This may be a habit learned long ago as they survived economic depression and hard times.</p> <p>These people will participate in a traditional stewardship campaign. They will pledge to the church budget, although they tend to limit themselves to annual inflationary increases. They prefer fall campaigns so that the budget year and calendar year match, making it easier to apply tax receipts. They are less likely to approve automated transfers from their bank account, and prefer to manually write a check or put cash into a church envelope every Sunday morning. They like their financial giving to be strictly confidential (and they often like their gifts of time and talent to be duly recognized in public).</p>

Property and Technology
Compelling Issues:
 Renovations to church property are often stressful for people in this lifestyle segment.

Stewardship/Financial Mgmt.
Compelling Issues:
 People in this segment are often generous to the church in capital campaigns, and will also give to memorial funds. They may leave a bequest to the church in their will.

Relevant Institutional Strategies:

Communication

Gatherings, Print, Phone, Internet

People in this segment are late adopters for technology, and are just beginning to use the internet. They go online mainly to research health issues or get news. They are not likely to shop on line or use social media ... although some are beginning to use free digital programs to communicate with relatives and friends over long distances. They don't consider a church website a high priority ... at least for themselves.

Most communication is done through verbal and written announcements. They like to hear announcements in worship, and they will likely carry the worship bulletin home and post the written announcements on the refrigerator or bulletin board for future reference. Printed newsletters may be mailed or picked up at church. Newsletters should be “newsy” about members (personal milestones, celebrations, prayer concerns, etc.), update financial information for the church, and provide insight into local and denominational missions. Telephone communication reinforces announcements, and shares prayer concerns.

Communication

Compelling Issues:

Printed annual reports are often important. These reports provide more detailed financial information and summarize the work of committees. It is especially important thank members of the church for their volunteer work.

Resources:

- Download MissionInsite's **Impressions Report** for your mission field through <http://www.MissionInsite.com> (Predefined Reports)
- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in An Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the **MOSAIC Guide** from Experian
- Explore the **Interactive MOSAIC Guide** from Experian