

Segment **A03: Kids and Cabernet**

Prosperous, middle-aged married couples living child-focused lives in affluent suburbs

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Entitled Spirituality*

Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

Potential Influence

Lifestyle Compatibility	Family Group A Power Elite	Frequent Neighbors
B07 Generational Soup	A01 American Royalty	C11 Aging of Aquarius
B08 Babies and Bliss	A02 Platinum Prosperity	C13 Silver Sophisticates
B09 Family Fun-tastic	A03 Kids and Cabernet	O52 Urban Ambition
F22 Fast Track Couples	A04 Picture Perfect Families	G24 Status Seeking Singles
	A05 Couples with Clout	K37 Wired for Success
	A06 Jet Set Urbanites	

General Comments

Kids and Cabernet tend to gravitate to large churches that provide high quality programs for all ages. They value professional youth pastors with special training, and worship services that are motivating and relevant for youth. Congregational values are more important than denominational policies. Many are migrating from liberal to more conservative churches, but this is based less on theology and more on ideology.

Kids and Cabernet is among the wealthiest lifestyle segments. Both wealth and life rotate around children and family, and they are intent on providing the best resources and opportunities possible for the future of their kids. Spirituality is part of a healthy lifestyle and Christian morality is important for nurturing responsible children. The church is often as important as public or private school, and parents will be involved in church and school groups. They are interested in policy, curriculum, and athletics. They are fanatical about child safety. Once their children are grown, their busy personal lives may reduce their church involvement.

General Comments

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How do I, as a leader, perceive the spiritual expectations of people in our community?

How can we, as a board, research and understand our community better?

How can we, as a church, build closer relationships with this lifestyle segment?

Color Key

High Priority	Medium Priority	Low Priority
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Leadership Preferences

Resource: *Spiritual Leadership* by Thomas Bandy (Abingdon Press)

THE CONSTANT LEADERS		THE ORGANIC LEADERS		THE EXTREME LEADERS	
	Caregiver	x	Discipler		Visionary
	Enabler	x	Guru		Mentor
	CEO				Pilgrim

Kids and Cabernet look for a spiritual guide who will coach others out of their own experience of life struggle and spiritual victory. Life and relationships are complicated. Such a leader helps them stay focused on essentials and make the wisest decisions possible, but is not necessarily a crusader for particular political or ideological causes. Such leaders are loyal to parent denominations, but cautious about denominational agendas. This leader is focused on maturing and multiplying disciples who can model Christian values and articulate Christian faith in their daily lives.

Kids and Cabernet differ from others in the group because of their preoccupation with family. They emphasize faith formation; they coach balanced and healthy living. *Kids and Cabernet* assume that a church will have a diverse, professional paid staff. The Senior Pastor does not need to be a CEO because this leader oversees and executive minister who runs the organization. The pastor is an excellent role model for holistic fitness and is an excellent communicator without using abstract theological words or long, complicated sentences.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your pastor now?

How might your pastor adapt to be more empathic in the future?

How can you equip, train, and/or support your pastor in any transition?

Hospitality Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	The Basics	x	Multiple Choices		Take-Out
		x	Healthy Choices		

Kids and Cabernet are always watching the clock. Their weekend schedules juggle church, amateur sports for children, and personal recreation. They drive mini-vans and family cars, and appreciate parking lot attendants. Welcome them warmly with greeters that mirror the gender and age diversity of the families they are greeting. Visitors are impressed with free gifts (e.g. allergy-free plush toys for children, Christian music videos for teens, Christian fiction for adults in print or on line.) Hospitality leaders are expected to be *ministers* who can articulate core values and beliefs, and simplify life on Sunday morning for parents with infants or young children. Minimize waiting and use multiple serving stations. Cleanliness is next to godliness. Serving stations can be automated, but clean-up is crucial. Scatter extroverts across fellowship space ready to answer questions or engage in dialogue. A coffee house atmosphere works well.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your hospitality ministries now?

How should hospitality ministries change to be more relevant to this lifestyle segment?

What additional training do greeters, ushers, and servers need to be more empathic?

Worship Preferences

Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

TRADITIONAL		MODERN		POSTMODERN	
	Care-giving Worship	x	Inspirational Worship		Mission-Connectional Worship
	Educational Worship		Transformational Worship	x	Coaching Worship
	Healing Worship				

Kids and Cabernet look for coaching on how to live a better, fuller, more faithful, and more virtuous life for themselves and their families. The adults are often well educated, but often in special professional fields like business, law, applied sciences, etc. They are often less familiar with liberal arts subjects like history, philosophy, literature, and religion. Preachers, teachers, and other speakers should not assume familiarity with many traditional doctrines, historical events, or great literature. On the other hand, many adults in the family have had experience with more structured or liturgical worship. They like the structure, but updated with contemporary language and simplified liturgy. *Kids and Cabernet* appreciate a more relaxed style of worship. The “dress code” is informal. Participants may sit in concert-style seating or in table groups. The setting is colorful, illuminated, and natural ... real flowers and even waterfalls.

Kids and Cabernet expect worship to hold their attention and the attention of their children. Worship is relatively simple but very high quality. Many genres of music may be used. Worship is motivational and inspirational. People want to live better, not acquire tons of information. The message can be longer than 20 minutes, but the service should never “feel” longer than an hour. Skip announcements and individual prayer concerns. Highlight small group and growth opportunities. The message focuses on practical applications of Christian faith in daily living. Preachers usually speak without notes. Preaching themes are common. Visuals highlight the points of the message, and often reference scripture. Drama and dance add poignancy to worship.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe your worship service(s) now?

How should you customize one or more worship services to be relevant to this segment?

What additional training do preachers, musicians, readers need to meet expectations?

Education Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

FORM		CONTENT		GROUPING	
	Curricular		Biblical	x	Generational
x	Experiential	x	Topical		Peer Group

Kids and Cabernet are predisposed to appreciate classic Sunday school "classes" and "seminars". However, the method of Sunday school for children may be very experiential. There is always some structure or core curriculum (often tied to worship). The subject matter is usually topical, but with many Biblical reference points. Parents expect specialized education opportunities for both gifted and handicapped children. Parents like to be personally involved in the education of their children, and need to build trusting relationships with teachers. These folks are more likely to be critical of the Sunday school program than either music or worship.

Adult classes may have Biblical content, but there may also be references to other religious or scientific perspectives. Adult faith formation may be quite exclusive or quite inclusive in their respect for world religions. *Kids and Cabernet* are willing to pay guest speakers who have expertise or personal credibility. They learn best among their own peers, and may struggle to overcome generation gaps. They like to read printed books and magazines, and enjoy thoughtful conversations about values and beliefs. Since they are so pressed for time, and often away from home, educational opportunities should be short term (1-3 sessions per theme).

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe children, youth, and adult education in your church now?

How would education strategies need to change to be relevant to this lifestyle segment?

What changes in leadership selection and training would make education more effective?

Small Group Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

LEADERSHIP		CONTENT	
x	Trained Leaders		Curriculum Study
	Rotated Leaders		Shared Affinity

Kids and Cabernet children may participate in Sunday school, but youth and adults are choosy about their Christian development times and opportunities. They like a broad menu that includes both Sunday morning and midweek opportunities ... usually short term and focused on particularly relevant topics. They don't have much time ... but they will make time for what they really need. They are particularly attracted to groups that encourage personal growth (personality inventories, spiritual gifts discernment) or that coach healthy family relationships (good parenting, specialized skills for parenting children with special needs, marriage enrichment, grief groups, and so on).

Youth and adults in this segment value experts, and prefer to participate in small groups with well-trained leaders. They may individually feel qualified to lead a group, but may not have the time to prepare or the need for attention. They do learn through dialogue, so group leaders should be prepared for informed and occasionally aggressive conversation. Small groups may be connected to interactive websites, and offer options to participate using social media. Personal interaction is important. They are more likely to interact with an expert live and long distance (e.g. via social media) than simply watch a video.

Programming for Junior High and High School youth is particularly important. The large churches they attend provide specialized staff for different age groups. Traditional large youth groups are transitioning into a networking strategy for a variety of youth-oriented small groups that gather around affinities like sports, computers, gaming, and local or regional mission projects.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How would you describe the Small Group strategy in your church now?

How would Small Group strategies need to change to be relevant to this lifestyle segment?

What changes in leadership and content would make Small Groups more effective?

Outreach Preferences

Resource: Strategic Thinking by Thomas Bandy (Abingdon Press)

	PERSONAL NEED	READINESS TO VOLUNTEER
Basic Survival		
Health and Wellness		
Quality of Life		X
Addiction Intervention		
Interpersonal Relationships	X	
Human Potential	X	X
Salvation and Human Destiny		

Kids and Cabernet are eager to do anything that improves the quality of life of others locally or globally. They may be interested in environmental causes, world peace, cross-cultural sensitivity, crime prevention, disease prevention, and a variety of concerns. They like to participate in outreach as a family, or occasionally as a peer group of youth or young couples. There must be a personal or relational side to an activity for it to really be mission. Merely loaning space, raising money, or setting policy for social services is less attractive. They often participate in mission projects as families, and are willing to pay their expenses in order to do some form of international mission or partner with another church among diverse American or Native American cultures.

Outreach priorities also include anything that helps people discover and unleash their human potential. There is often an artistic, athletic, or educational emphasis in outreach. People in this lifestyle segment are often concerned to encourage others who are disadvantaged or handicapped, or to include misfits and outsiders, or to build sensitive personal relationships. Whatever the mission, the reward for their participation must include personal fulfillment. They expect mission to help them build deeper parent-child or marriage relationships, or help them acquire and deepen ongoing relationships.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What outreach categories does your church emphasize now?

What outreach categories would be more relevant to this lifestyle segment?

What outreach priorities and tactics should change for the church to bless this segment?

Facility Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

PROPERTY		TECHNOLOGY		SYMBOLISM	
x	Ecclesiastical		Modern		Classic Christendom
	Utilitarian	x	Postmodern	x	Contemporary Post–Christendom

Kids and Cabernet are on a quest for quality, and this implies readiness to upgrade technologies quickly. How "churchy" the facility appears is mainly guided by the tradition in which the parents (and grandparents) grew up. However, even more utilitarian facilities will use traditional Christendom symbols. More ecclesiastical facilities will use post-modern technologies. Christendom symbols under gird their more conservative moral and political viewpoints. *Kids and Cabernet* are wide open to the latest electronic gadgets, alive to the power of video and image, and often share their children's fascination with gaming. They will want the latest hardware and software in worship and education, but also in the kitchen, the office, and property security.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What renovations and/or upgrades need to be made in our church facility?

What symbols of faith would be most relevant to this lifestyle segment?

If we started another site of ministry for this segment, how should we design it?

Financial Preferences

Resource: See, Know, and Serve by Thomas Bandy (Abingdon Press)

GIVING TARGET		GIVING METHOD	
x	Unified Budgets and General Funds		Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects	x	Lifestyle Coaching & Family Financial Planning

Kids and Cabernet attitudes toward stewardship are parallel to attitudes toward facilities. They are willing to be financially generous toward church institutional budgets. However, they also like to be selective about missions and educational initiatives, and they may neither understand nor appreciate demands to subsidize denominational overhead. They often can give generously to other philanthropic causes, non-profit organizations and educational institutions, but they see charitable giving as just one piece of lifestyle. They welcome any coaching they can receive about faithful, healthy lifestyles; and are more likely to make lifestyle adjustments in order to finance projects that are close to their heart.

These are busy people that go on line to manage money. They dislike meetings, and especially resent financial meetings that are "penny wise, pound foolish". Congregational management meetings are a waste of time. They want quick access to detailed information, a clear platform to express their opinions, and effective methods to make decisions. They are often frustrated with traditional 19th and early 20th century church organizational models.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

What options in giving methods and giving targets do we offer now?

How do we design our annual stewardship campaign(s) now?

How should we revise our financial strategy to be more relevant to this segment?

Communication

Resource: Mosaic E–Handbook by Experian

CONTEMPORARY PUBLIC COMMUNICATION					TRADITIONAL CHURCH COMMUNICATION				
Direct Mail Receptive		Mobile Telephone	x	Online Computer	x	Newspaper		Corded Telephone	Verbal Announcements
Email Receptive	x	Broadcast Cable TV	x	Internet Radio	x	Print		AM/FM Radio	Personal Visits

Kids and Cabernet are “wired” households. They are more likely to stream video. They subscribe to specific movie or sports channels, and are more likely to have home theaters than go to theaters. These expectations extend to church worship, where they expect “epic” performances with professional images and sounds. They often use smart phones to look up websites, use GPS to arrive at amateur sporting events, bank and buy products, but are less interested in email. They are more likely to text or use social media. Churches should provide excellent interactive websites that allow multiple blogs, forums, and messaging and that provide constantly updated resources for reading, imaging, and music.

Kids and Cabernet will read print. Actual printed books and magazines are rapidly morphing into e-readers, but document and photo files are still important. Word documents should include hyperlinks to websites or other resources. Biblical material should be very interactive and cross-referenced with denominational literature and other reading matter.

Note: See the list of definitions at the end of this report to explain key terminology.

Discussion Questions:

How do we communicate among church participants now?

How do we communicate beyond our church to the community now?

How should we adapt communication strategies to be more effective for this segment?

IMPORTANT DEFINITIONS

POTENTIAL INFLUENCE

Lifestyle Compatibility	Daily behavioral habits overlap with common activities and similar priorities
Family Group	Grouping by key demographic factors like age, income, culture, family status, etc.
Frequent Neighbors	Often live near each other with shared recreational, health, or emergency services

LEADERSHIP

Constant Leaders	Traditional clergy focused on sustaining ministries & increasing members
Organic Leaders	Innovative leaders focused on church growth, new starts & multiplying followers
Extreme Leaders	Non-Institutional leaders focused on spiritual disciplines, high accountability, and pursuing perfection
Caregiver	Focus on visitation, counseling, pastoral prayer
Enabler	Focus on facilitating meetings, lay empowerment, mediation, liturgy
CEO	Focus on staff development, administration, fund raising, expository preaching
Discipler	Focus on seeker sensitivity, adult faith formation, guidance for Christian living
Guru	Focus on religious insight, holistic personal growth, spirituality, enlightenment
Visionary	Focus on big picture, major social change, motivational speaking
Mentor	Focus on self-awareness, individual meaning and purpose, vocational clarity
Pilgrim	Focus on cross-cultural sensitivity, inter-religious dialogue, strict spiritual discipline

HOSPITALITY

The Basics	Friendly untrained greeters, basic coffee and creamer, packaged food or sugary snacks
Multiple Choices	Trained greeters, multiple serving stations, great coffee, varieties of food
Healthy Choices	Trained greeters mirroring lifestyle diversity, healthy food options, allergen alerts
Take-Out	Coffee-to-go, bagged food, exit door hospitality, text message and social media

EDUCATION

Curricular	Printed books or study guides. Passive, intellectual, classroom. Maturity measured by acquired knowledge
Experiential	Activities. More music, images, movement, interaction. Maturity measured by behavior patterns, attitudes.
Biblical	Focuses on the Old and New Testaments. Maturity means Biblical literacy
Topical	Focuses on contemporary issues. Maturity means ethical integrity and enlightened behavior
Generational	Gathers people by age or grade in separate classrooms with age-appropriate resources.
Peer Group	Gathers people sharing affinities or common interests regardless of age.

SMALL GROUPS

Rotated Leaders	Participants take turns hosting and leading the group. Requires limited expertise and training.
Designated Leaders	Single leader guides the group from start to finish. Requires significant maturity and training.
Curriculum	Focus on a book, workbook, or structured program to guide structured discussion
Affinity	Focus on shared interest, enthusiasm, or activity to inspire informal discussion.

IMPORTANT DEFINITIONS (cont.)

WORSHIP

Educational	Consistent liturgy, expository preaching, focus on doctrine, ethics, and history
Inspirational	Uplifting music, motivational speaking, focus on joy, optimism, and encouragement
Transformational	Spontaneous, expectant, personal transformations, Higher Power interventions
Coaching	Informal, dialogical, topical, practical coaching on how to live better & faithfully
Caregiving	Slow, meditative, family–feel with pastoral prayer, children’s time, senior celebrations
Healing	Quiet, prayerful, expectant of physical, mental, relational healing and hope
Mission–Connectional	Unity of action/reflection, all about outreach, volunteer empowerment

OUTREACH

Survival	Basic needs for food, shelter, clothing, jobs, basic health care
Recovery	Addiction intervention, 12 step support, and counseling services
Health	Mental and physical fitness, disease prevention, rehabilitation, therapy
Quality of Life	Social wellbeing, neighborhood safety, environment, immigration, peacemaking
Human Potential	Personal/vocational fulfillment, education, career help, human rights advocacy
Interpersonal	Intimacy, sexuality, family & marriage counseling, healthy friendships
Human Destiny	Repentance, conversion, witnessing, alignment with God’s purposes

FACILITIES

Ecclesiastical	Facility must “look like a church” with traditional architecture and furnishings
Utilitarian	Facility must be “user–friendly” and multi–purpose for public use
Christendom	Indoor/outdoor symbols associated with church history or denominational identity
Contemporary	Indoor/outdoor symbols from nature, indigenous cultures, alternative spiritualities
Modern	Technology primarily enhances print and oral communication
Postmodern	Technology primarily enhances multi–sensory interaction, internet, social media

FINANCES

Unified Budgets	Stability first. Give to a single general fund to pay staff and manage overhead costs
Designated Giving	Effectiveness first. Give to specific funds or causes by personal preference
Informed Philanthropy	Informed, independent, confidential financial commitments for a tax benefit
Lifestyle Coaching	Individual & household coaching for Christian family financial management

COMMUNICATION

Direct Mail Receptive	Pay attention to mass mailings to postal addresses.
Email Receptive	Pay attention to information delivered digitally to personal email addresses.
Mobile Telephone	Regularly rely on cell phones and smart phones for calling, texting, surfing, banking etc.
Broadcast Cable TV	Regularly rely on cable television for news, advertising, and entertainment.
Online Computer	Regularly go online by personal computer to surf websites, shop, bank, and use other services.
Internet Radio	Regularly subscribe to internet services for music, sports, and topical discussions.
Newspaper	Pay attention to printed newspapers for updates about church news or local, national, global events.
Print	Pay attention to printed church newsletters, bulletin inserts, brochures, and other handouts.
Corded Telephone	Regularly use ordinary telephones to communicate from home.
AM/FM Radio	Regularly use traditional radio to listen to music, commercials, and talk.
Verbal Announcements	Always rely on verbal announcements from the pulpit about church events or items of interest.
Personal Visits	Always expect personal visits at home by a representative of the church to share information.