

Segment

A06: Jet Set Urbanites

Affluent singles and couples living high-rise fashionable lives, city style

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
E19 Full Pockets Empty Nests	A01 American Royalty	C13 Silver Sophisticates
C13 Silver Sophisticates	A02 Platinum Prosperity	B10 Cosmopolitan Achievers
H27 Birkenstocks and Beemers	A03 Kids and Cabernet	G24 Status Seeking Singles
	A04 Picture Perfect Families	
	A05 Couples with Clout	
	A06 Couples with Clout	

General Comments

Churches may be challenged to reach *Jet Set Urbanites*. They are older childless singles and couples, and may be ill at ease in traditional “family” churches; they live in the urban core near educational and entertainment venues, and may be uncomfortable with traditional urban poor. They include many ethnicities and may be uncomfortable in racially or culturally homogeneous churches.

Churches that favor the performing arts in worship, and support local and global social service projects are most likely to appeal to them. These churches often have clear, liberal social values, but question dogmatism and are skeptical of supernatural explanations. *Jet Set Urbanites* are highly educated, and often confident that education combined with political willpower can change the world. They sample and savor many world religions, but are generally loyal to their Catholic or Protestant upbringings. Church membership may be important, but attendance and participation in a local church may not. They are more likely to connect personally with a visionary pastor or a social service leader than an institution.

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		Discipler	x	Visionary
	Enabler	x	Guru		Mentor
	CEO			x	Pilgrim

Jet Set Urbanites often gravitate to spiritual leaders who have international experiences and multicultural backgrounds, and cultivate cross-cultural images. They are knowledgeable about, and respectful toward, diverse Christian and other religious traditions. This leader is critical of both dogmatic religion and materialistic atheism, but willing to dialogue with anybody about spirituality. The pastor is usually well educated, having studied or lived in different countries, with a reputation for advocating liberal causes ... and a passion for fine arts and higher education. In a sense, they travel in both the real world and the world of ideas.

Jet Set Urbanites respond to big visions that are simultaneously cast internally and externally. Internally, they value leaders who can take them deeper in personal awareness and growth, or intimacy with God. Externally, leaders cast big visions for social or environmental change.

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		Multiple Choices		Take-Out
			Healthy Choices		

Among *Jet Set Urbanites*, Sunday morning is probably not the primary way people in this lifestyle segment connect with a church. If they are in town, and not at the health club, they may attend special events and celebrations. They may connect with churches that have coffee houses, pubs, and entertainment venues as part of their outreach. Occasionally they will seek out an ethnic church that has a notable guest speaker, and will look forward to indigenous food and drink. The pastor or guest speaker should mingle with the post-worship crowd rather than shake hands at the door.

Experian suggests that *Jet Set Urbanites* are careful about what they eat, but also consider themselves connoisseurs of good food. Avoid packaged and mass-produced foods. Keep it fresh and spicy. Serve wine or microbrews if your church core values permit. Provide opportunities to donate to mission projects. The physical environment of worship may not matter too much, since they are infrequent participants anyway. They will accept some inconvenience if it is in a good cause. Parking isn't an issue, since they probably don't own a car. However, safety will be an issue ... so make sure entrances and exits, walkways and hallways are well illuminated and potholes are filled.

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	x	Mission-Connectional Worship
	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Among *Jet Set Urbanites*, Sunday morning worship may not be the primary way they experience the awesomeness of God or the real presence of Christ. If asked about profound spiritual moments, they are apt to describe an event from their travels or an intense moment of intimacy in their private lives. They may connect with church worship through a podcast; but they also can enjoy "low tech" worship when it is appropriate to the culture or mission field.

Worship is usually presentational with great performances and intelligent preaching. The best preaching communicates everything necessary in 10 minutes or less. Images and stories of the mission field abound. Create lots of links to explore and they will give generously to relevant outreach. Eucharist may still be important for people in this segment, even though they may be infrequent participants. They tend to gravitate to "cathedral" churches wherever they might be. They like to worship among cross-cultural communicants, and are moved by the beauty, sincerity, and mysticism of the sacrament.

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		Generational
x	Experiential	x	Topical	x	Peer Group

Jet Set Urbanites are often empty-nesters (and perhaps childless), and they are unlikely to worship as a family or bring grandchildren to church. A children's story in worship is not intellectually challenging and always disappoints. They probably won't attend a Sunday school class, regardless of the curriculum ... but they will make time for a special lecture or presentation by an expert guest (e.g. theologian, missionary, social service CEO, etc.) Topics are often about spirituality, ethics, or advocacy and are intellectually sophisticated. These people are well- educated and pursue lifelong learning. *Jet Set Urbanites* are uncomfortable with dogmatism and willing to wrestle with ambiguities and probe mysteries. They may be economically conservative, but they try to live with openness and tolerance. They learn best in groups of their lifestyle peers, or in company with fellow pilgrims and seekers.

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	x	Shared Affinity

Like their counterparts in this lifestyle group, *Jet Set Urbanites* have trouble making time for small groups. If they participate, they may make time for groups related to self-discovery and global awareness. The topics are often related to contemporary issues or urgent events. They usually prefer a designated leader who has particular experience and expertise in the topic. They may study a topic thoroughly through books, specialty TV channels, and the internet. They bring opinions with them, ask intelligent questions, and challenge prejudice or ignorance. Dialogue is great, but they may react quickly to perceived judgmental attitudes. Affinities related to the arts often attract their attention. They may participate in groups that hold season tickets to orchestras or opera, and gather for discussion in quality restaurants and wine bars.

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		
Human Potential		
Salvation and Human Destiny		

Jet Set Urbanites are often interested in programs that help them live healthy, independent, productive lives. Self-actualization and cross-cultural exploration are important. They may participate in a small group that travels together, takes a cruise, explores unique environments (e.g. the Arctic or Africa), or samples varieties of music, food, wine, and literature. These people are adventurous in travel and often liberal in advocacy. They are more likely to espouse radical opinions and support controversial causes. Many will have more left-of-center political and ethical views, but are always willing to discuss differences respectfully.

Jet Set Urbanites are most likely to pursue mission through advocacy, fund raising, or political action. They will fund health clinics, fly emergency supplies to help disaster victims, and support scientific research to preserve a species or save the planet. They may be more likely to petition and lobby for important causes, than to march, picket, or work hands-on in the mission field.

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	
	Ecclesiastical		Modern		Classic Christendom
	Utilitarian	x	Postmodern	x	Contemporary Post–Christendom

Jet Set Urbanites look for the sacred in the midst of the secular. They are usually urban residents, and may associate holy space with either 100 year old ecclesiastical structures or very recent avant-garde architecture. Spiritual symbols may be more generic, and connect with more than one religion. For example, one might see stained glass windows with illustrations of crystals, rays of light, or vines; or a juxtaposition of classic Christian symbols with very contemporary colors, media, and textures. Facilities that are remodeled often preserve antiquities, but incorporate new technologies to control light, temperature, and security. Great acoustics and sight lines are important. The facility makes an architectural statement, but it also houses first class technologies. Involve all the senses in worship ... and provide wireless internet access in all hospitality and meeting space.

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

Jet Set Urbanites are choosy about their giving, and research potential giving targets thoroughly. They give to micro-philanthropies and special projects, but only if they are confident the money is well managed and the managers are mission focused and trustworthy. They give to the unified budgets of church institutions as a second priority, usually in appreciation for sponsoring effective mission and encouraging profound spiritual insight. It may be the second priority, but they have the money to still give generously.

Positions on public policy often influence the financial support offered by people in this lifestyle segment. Money is a means of controlling the purposes and programs of the church institution, even though people in this lifestyle segment often like to appear as anonymous donors. *Jet Set Urbanites* are prepared to delegate authority for organizational and financial management to trusted leaders, but trust must be earned and accountability must be frequent and consistent.

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

Jet Set Urbanites may not be cutting edge when it comes to technology, but they quickly upgrade to new gadgets and media when it has been proven to be effective. Much of their information is gleaned from broadcast TV or internet radio talk programs, but they also read newspapers and will pay attention to direct mail and other printed literature. Any forms of social media (blogging, chats, and forums) come naturally to them, and they have accounts with popular social media companies. The church website should provide multiple links to mission leaders around the world, and to other mission partners, so that people can easily research and evaluate outreach.

Churches need to maintain state-of-the-art interactive websites. Avoid too many "clicks" to browse a site. Include video and podcasts for worship and study. Internal communications within the congregation can still rely on direct mail and printed newsletters; but external communication beyond the congregation should rely on websites, emails, and other social media. If you send an email, be sure to identify yourself and your purpose, lest the message be deleted quickly as spam. Provide constant feedback about opportunities and problems, and tell stories of successful outcomes.

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.