

# Segment **D17: Cul de Sac Diversity**

Ethnically diverse, middle-aged families settled in new suburban neighborhoods

Resource: Mosaic by Experian.

## Religious Experience in a Nutshell

Religious Perspective: *“Generally speaking, God is often among our higher priorities”*

Common Spiritual Issues: *Feeling lost or lonely, anxieties over emptiness and meaninglessness*

## Potential Influence

Lifestyle Compatibility	Family Group D Suburban Style	Frequent Neighbors
A02 Couples with Clout	D15 Sports Utility Families	A01 American Royalty
B07 Generational Soup	D16 Settled in Suburbia	B10 Cosmopolitan Achievers
F22 Fast Track Couples	D17 Cul de Sac Diversity	C13 Silver Sophisticates
	D18 Suburban Attainment	

## General Comments

Catholic or Protestant, *Cul de Sac Diversity* are proud of their heritage, and have integrated the religion of their roots with cross-cultural realities today. They are likely to gravitate to bilingual churches that demonstrate cross-cultural diversity and model respect. They tend to be moderate on social policy and broadly traditional on faith, but they can have strong opinions especially about local church practices and leadership. They are well educated and can provide solid leadership for church boards ... if they are motivated to make time. Most of their energy is devoted to building careers and enjoying their families (often in that order), and the church may struggle to compete for their attention. Their weekends tend to be shaped around family outings, sports, and shopping. Flexible times for Mass or worship will help them fit church into the schedule.

Work is more central to their identity than church, and success is often defined by the acquisition of possessions. They tend to frequent new church buildings with state-of-the-art technologies. Catholic churches are often quite contemporary architectural achievements, even though the Mass will be classic Christian liturgy. Protestant churches are also relatively new and are often richly landscaped and classically Christian. These churches tend to be larger, resource-sized churches that have regional visibility.

## **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		Guru		Mentor
x	CEO				Pilgrim

For *Cul de Sac Diversity*, what the leader represents is often more important than who the leader is. The pastor or priest is a model of spiritual discipline. The persona of the leader is "sacramental" in the sense that they exude an aura of holiness through the ordinary routines of daily life. They do not expect or desire an intimate relationship with the pastor or priest. They do expect the leader to model the Christian life and maintain a church process that helps participants mature in their faith. Personal growth is important, and spirituality is a part of their sense of wellbeing. They also expect the leader to cast a regional vision of hope and acceptance, and to work with local organizations for the benefit of the whole city. Community visibility is often more important to the leader than denominational or ecclesiastical reputation.

Spiritual leaders are likely to be more adaptive than counter-cultural. They are often bilingual, and intentionally model the kind of bridge-building lifestyle participants seek for themselves. These leaders work hard, but can enjoy the finer things in life and take care to remain physically, emotionally, and mentally fit. They have an ongoing presence on the internet, and can use social media as an extension of mentoring and coaching.

*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
			Healthy Choices		

*Cul de Sac Diversity* enjoys being bilingual and cross-cultural. Greeters may not need to be fluent in the country-of-origin language of visitors, but they should be able to articulate key phrases of welcome or provide helpful directions. Greeters are warm and respectful, and honor God and the church by being well dressed and polite. Provide a bi-lingual Welcome Center with lots of images of joyful people (young and old) and repeating video clips of local mission. A Christian boutique or store is often a part of hospitality. This is not primarily a book store. The store sells devotional objects, jewellery and other talismans, clothing and other accessories that might enhance spiritual habits, evangelism, and personal meditations.

The refreshment center may look like a high quality food court, with an international feel. Provide options for high quality food and drink, in multiple serving stations, and plenty of conversation areas. Decorate the room tastefully, so that it has the ambience of a classy reception room rather than a multi-purpose space. If possible, provide comfortable outdoor space as 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
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Worship usually has a classic structure, but uses more contemporary words. *Cul de Sac Diversity* probably welcomed recent changes in the Mass that contemporized language, even though it may have forced participants to read a printed liturgy that was different from the one they had memorized. Sermons or meditations should be brief (say, 15 minutes at most), but they should also be *original* (rather than borrowed). It is better for the priest or pastor to stand in the middle and speak without notes, rather than remain aloof and speak from a pulpit.

The service may be recognizably traditional to the parent denomination, but it moves along quickly. The music may be a blend of traditional and contemporary music, but it is unmistakably Christian and upbeat. Choirs and performers, readers and liturgists, are all well trained. There is a high degree of color and drama to worship, and people leave the sanctuary uplifted and motivated for the week. Worship reinforces key faith convictions or religious practices that will boost self-esteem, shape behavior, and focus energy at work and home. Video technology may or may not be apparent in worship, but it will be important for participants to access music and message afterward through a sophisticated website.

*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	x	Biblical		Generational
x	Experiential	x	Topical	x	Peer Group

Sunday school may not be very important to these busy households. *Cul de Sac Diversity* may make time during the weekend for worship, but not for education. If there is a Sunday school, it is probably for younger children and is simultaneous with the worship service. Classroom content may be Biblical or topical, but the methodology relies on crafts, instructive games, drama, or other activities. Younger and older children may combine around a shared activity, rather than specific age groups. Staff should be well trained, and are often supervised by a bilingual staff leader. Sunday school leaders are clearly accountable for more than skills. They must share a common mission attitude, model high integrity as defined by the church, and collaborate smoothly with opinionated parents.

*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

*Cul de Sac Diversity* are more likely to pursue Christian education through midweek small groups than Sunday morning classes. Their busy lifestyles make the flexible times and short term commitments attractive. They are enthusiastic about personal growth, and also keen to network among their professional peers to enhance their career paths. Groups are an excellent way for community newcomers, who may be moving in a few years, to accelerate building relationships. Small group experience can often be taken out of doors. Mentoring groups may form around camping, hiking, cycling, kayaking, etc.

Scripture may be a part of small group conversation, but mainly it is about a topic or shared enthusiasm. Topics are related to faith-in-the-workplace, or practical coaching for parenting. Stress management, low-impact fitness, and financial planning often connect with the issues that beset these households. Early morning or lunchtime may be more appealing than evening meetings.

Small group leaders are also well trained, and often supervised by a staff leader. Accountability for attitude, integrity, skills, and teamwork should be very strong. Many of the adults in this segment are well educated, and might quite capably rotate leadership of a small group. However, they often excuse themselves for not having time, and prefer the leader to be someone with special expertise.

*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	X
Addiction Intervention		
Interpersonal Relationships		
Human Potential	X	X
Salvation and Human Destiny		

*Cul de Sac Diversity* are building careers, not just earning paychecks. 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. 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.

*Cul de Sac Diversity* have “glocal” attitudes toward mission. Connect global concerns with local missions. 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, provide sustainable housing, and advocate immigration policies.

*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	x	Classic Christendom
x	Utilitarian	x	Postmodern		Contemporary Post–Christendom

***Cul de Sac Diversity*** blend heritage and contemporary culture. Church buildings are ecclesiastical in appearance, but with a contemporary architectural flair. They are less likely to go to small, old “fixer upper” churches. Catholic churches may well be fairly new, with interior designs that maximize light with surround seating. Protestant churches may well be on professionally landscaped lots. The interiors may be traditional in floor plan, but the accessories will be quite contemporary. Video technology will often be tastefully and seamlessly incorporated into the worship center. Offices and meeting rooms will have excellent hardware and updated software, and the entire building will be wireless (encrypted) and cell phone friendly.

Symbols may be a mix of classic Christian and new age spirituality. Images of nature will often be incorporated into the interior and exterior symbols. Sanctuary, offices, and meeting rooms may incorporate live plants and flowing water. There may be a meditation garden with contemporary images of the Stations of the Cross. Create environments that both honor God and honor the identity of church members.

**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	x	Informed Philanthropy & Pledging
	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

***Cul de Sac Diversity*** tend to be brand loyal to the tradition in which they were raised. They tend to trust the church institution, and are likely to pledge to support a unified budget. However, these people are careful about money. They dislike high debts, and prefer to build large capital reserves. They scrutinize budgets line by line, and do not want to waste money on technologies (including musical instruments) that are "sacred cows". Most prefer a stewardship campaign that provides lots of financial details, but they need a clear vision or purpose with which to evaluate the alignment of expenses to mission. A home visit may not be necessary. These people are upwardly mobile, but do not have much savings. They appreciate lifestyle coaching that helps them combine saving for their future, debt management, and giving to Christian ministries.

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

*Cul de Sac Diversity* have incorporated digital communication and the internet into their daily routines. Do not attempt direct mail to send newsletters or printed information. Personal visits should be by appointment only. They use multiple social media at the same time, surf the web, and use the internet for practical purposes to make contributions to the church and learn about upcoming church events. You must have a sophisticated website that both looks good and is easy to navigate. The pastor or priest and key staff should maintain an ongoing blog. Provide the means for members to ask questions or give feedback to the sermon or the activities of the church. Intimacy on the internet is not a paradox for people in this segment. They know it is not only possible, but happens on a daily basis. Therefore, provide forum and blogs, and encourage small groups to stay in contact through social media.

*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

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

### LEADERSHIP

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

### HOSPITALITY

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

### EDUCATION

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

### SMALL GROUPS

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

## IMPORTANT DEFINITIONS (cont.)

### WORSHIP

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

### OUTREACH

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

### FACILITIES

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

### FINANCES

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

### COMMUNICATION

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