

Segment

G25 Urban Edge

Younger up-and-coming singles living big city lifestyles in metropolitan markets

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Spiritual Truth is buried beneath an avalanche of religious hypocrisy*

Common Spiritual Issues: *Feeling angry and neglected, anxieties over fate and abuse*

Potential Influence

Lifestyle Compatibility	Family Group G Young City Solos	Frequent Neighbors
F22 Fast Track Couples	G24 Status Seeking Singles	C13 Silver Sophisticates
K39 Metro Fusion	G25Urban Edge	D18 Suburban Attainment
O52 Urban Ambition		E19 Full Pockets Empty Nests
O53 Colleges and Cafes		054 Striving Single Scene

General Comments

Experian suggests that *Urban Edge* are extremely liberal, eclectic, singles, often live in funky, hip urban neighborhoods. They are risk takers who are comfortable with insecure surroundings, and may travel off the beaten path for an extended period of time. They are extremely skeptical of organized religion, although some consider themselves broadly "spiritual". Spirituality and artistic sensibilities flow together. They live in the present moment and are not particularly anxious about tomorrow. Although traditional moral norms are uncomfortable, they are notable for their commitments to peace, equality, human rights, the environment, and free speech.

People in this segment shun the "herd mentality", and consider the church (and organized religion in general) as agencies of artificial conformity and even oppression. However, they can show remarkable respect for priests (Anglican, Catholic, Orthodox), prophetic pastors, and anyone that models a highly disciplined spiritual life committed to bless the disadvantaged.

Most are college educated, but may be employed outside their career choice. Desire to be cutting edge may place them on the fringe of society, and alienate them from many traditional church members. Relationships are very important, but many find that relationships are transient. They are always questing for intimacy and authenticity. They identify with persons or cultures that are abused or persecuted, and may seem to have a chronic sense of anger at the state of the world and incompetence or corruption of authorities and institutions (including clergy and churches).

General Comments

They see themselves living on the cutting edge of culture. Although they are at the fringe of society, they have very strong peer networks which exercise significant influence over their lifestyles and viewpoints. Relationships are very important, and they throw themselves into the urban "meet" market. They frequent nightclubs, cafes (with or without internet), entertainment venues, comedy clubs, etc. They often share accommodation in small, expensive apartments with a transient number of roommates, and live their lives outside. The institutional church will have a very difficult time reaching them, but they may sustain connections with individual Christian leaders or with faith-based non-profit organizations.

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		Visionary
	Enabler		Guru	x	Mentor
	CEO			x	Pilgrim

Urban Edge are more likely to connect with Christian leaders who demonstrate their spiritual credibility by neo-monastic lifestyles. These spiritual leaders tend to be radically committed to lives of poverty, social service, and prayer. They practice peer accountability to other members of their order or cell that mirrors the small group mentality of this lifestyle segment. Leaders that connect with this lifestyle segment tend to have a deeply mystical, and/or radically prophetic, ministry. They are known for the spiritual lives rather than for their institutional loyalties.

Although these leaders may be clearly Christian (and even practice ancient rites of Confession, Eucharist, etc.), they demonstrate great respect toward other religions and have invested time and energy to understand the faith of other cultures. They travel widely, and have lived and learned peacefully in non-western cultures. They do not try to recruit people into religious organizations, but are more than willing to mentor individuals to explore spirituality.

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	x	Take-Out
			Healthy Choices		

Urban Edge is very unlikely to attend church regularly. However, they might darken the door of a church building in order to attend a concert with spiritual overtones (e.g. a Mass set to some contemporary genre of music or dramatic performance), or in order to hear a radical intellectual or social critic speak to a contemporary issue. In that case, greeters and refreshment servers must go out of their way to demonstrate acceptance. Hospitality teams should equally represent diversity related to gender, race, and culture. Avoid proselytizing, but distribute literature about the social policies and outreach missions of the church.

Refreshments should be diverse and abundant. Avoid serving beer and wine, not because the core values of a church might prevent it, but because a church budget cannot compete with the alcohol served in local cafes. Accept the fact that property may take some punishment, but be intentionally strict to ban drugs. Always provide ample supplies of "take out" food. Food gifts can include information about the social policies and outreach programs of the church, provide emergency phone numbers, and offer internet links to the church website and other social services.

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 *Urban Edge*, "inspirational" worship may often be about imagination rather than motivation. The signs, symbols, and music stimulate the imaginations of participants, and encourage them to make lateral connections with other spiritualities and see the spiritual depth in ordinary things. In this sense, the sacrament of Holy Communion can be significant if set in a contemporary and dramatic musical context. But avoid standardized liturgies and highly structured services. Anticipate spontaneity with patience and generosity. Any financial offering should be targeted to a specific outreach mission, and not used for the overhead of property and personnel maintenance.

Worship needs to have a strong connection with social justice and human rights. It has more of a global than local focus. The message is often very prophetic and counter-cultural, and may be shared by someone with special expertise and a radical reputation. Prayers are mainly intercessions for disadvantaged, abused, oppressed, or victimized people around the world. There may be little to the worship service beyond imaginative music, radical message, and intercessory prayers.

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

Urban Edge is unlikely to participate in any traditional form of Christian education. However, they are very interested in continuing education through various college and university degree and non-degree programs, and specialized training in health care and public policy. They are self-motivated to pursue intellectual and artistic interests, and may be attracted to lectures, instructive dramatic productions, and short-term seminars related to arts, politics, economics, cross-cultural influences, or contemporary issues.

Churches can sponsor special educational or artistic events that will attract attention. However, these need to be high quality and engage the radical and creative instincts of people in this segment. Churches may be challenged to sponsor events that are still within boundaries of their core values and bedrock beliefs. Consider partnering with other social service agencies, political organizations, or religious groups. Any educational event should be recorded for later podcast. Partner with universities, and try to link the event to ongoing university programs.

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	
	Trained Leaders		Curriculum Study
x	Rotated Leaders	x	Shared Affinity

Peer group experience pervades the lifestyle experience of *Urban Edge*, so it is really nothing new to participate in a short term seminar or discussion group. However, these groups are usually very spontaneous. There may be a host, but it does not take much to stimulate debate. Provide whatever refreshments are appropriate, and within the boundaries of your church core values.

Groups will probably not meet in church buildings or private apartments, but in cafes, bars, and on the street. Participation will ebb and flow, so that continuity will be difficult from session to session. Resources are often taken directly from the internet. It is difficult to measure the success of a small group quantitatively, and perhaps the best hope is that a small group will gradually build some credibility for Christian leaders in the midst of the community.

There may be very little structure to a small group, and it may even be difficult to mark the beginning and ending. Any peer gathering, in any location, can suddenly focus on a particular topic of spiritual import. Credible Christians simply seize the moment ... but don't be surprised when the moment seems to dissolve back into unfocused camaraderie and broader conversation.

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		X
Health and Wellness		X
Quality of Life		X
Addiction Intervention		X
Interpersonal Relationships	X	X
Human Potential		X
Salvation and Human Destiny		

Urban Edge always has a goal to experiment with interpersonal relationships, regardless of the larger agenda. They explore relationships in all dimensions: intellectual, emotional, physical, and sexual in a decidedly non-judgmental and often non-committal way. The positive virtue of mutual respect is always emphasized ... but not always practiced. Outreach ministries of any kind, for any purpose, need to model truly respectful and holistically healthy relationships.

Any project, cause, or crusade can excite the passions of people in this lifestyle segment. However, their passion may only be sustained for a short period of time, and they easily shift their energy from one cause to another. This is not evidence for lack of conviction, but simply reveals how self-absorbed and easily sidetracked people in this segment can be. They may not be interested in doctrines of salvation, and may reveal long term pessimism about the future of societies and the human race. Human rights issues are particularly important. People in this segment can be extraordinarily sacrificial, and take enormous personal risks, for the sake of a cause they embrace.

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
x	Utilitarian	x	Postmodern	x	Contemporary Post–Christendom

Urban Edge tend to avoid church properties, and do not have any particular regard for ecclesiastical architectures. Some may have an artistic interest in retro or 19th century architecture ... and might consider living in a church building that has been converted into apartment housing. They gravitate to free, wireless environments, where they can readily surf the web, participate in social media, or contribute to blogs.

Any edifice can become transparent to the Holy and have spiritual significance ... even the ugliest or most dilapidated properties. Any facility can be decorated with broadly spiritual symbols, and people in this segment will gravitate to symbols taken from nature, eastern or animistic religions, and blend the symbols of several religions into a creative expression. A cafe can become a legitimate, and profoundly significant, "spiritual 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

Urban Edge often have good incomes, but their disposable incomes will go to expensive downtown apartments in funky or retro buildings near cafes and boutiques; and to continuing education programs; and to personal expenses to support their active nightlife. If they give money to charity, they will selectively target their giving. They may not spend their money wisely. Their moment-to-moment lifestyles do not motivate them save.

They may well research a micro-charity before they contribute money to it, to make sure it is politically correct and minimizes overhead. They are less likely to donate money, and more likely to give personal time and volunteer energy. They like to participate in mission personally. They tend to make personal sacrifices, selling their own private belongings, in order to sustain their political activism for a cause. They might organize an entertainment venue, donating their time and skills, in order to raise money for a particular charity or cause.

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

The internet is a way of life for *Urban Edge*. *Experian* suggests they will spend a great deal of time on line ... learning, viewing, surfing, blogging, networking, and banking. They may or may not rely on established social media like *Facebook*, since that may be perceived as too corporate. They are more likely to use text messages, and network constantly with a wide variety of friends and acquaintances (locally and globally). They will also follow many blogs, and contribute to many websites. Links to arts and social justice projects and networks are prized.

If they connect with a church (usually through an arts or outreach project), the church needs a sophisticated and interactive website to sustain contact. Maintain an extensive, searchable, and free archive of podcasts with concerts or radical speakers. Church leaders must invest a lot of time sharing ideas and emotions by text message, or moving among cafes, clubs, and nightspots.

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.