

Segment

K39 Metro Fusion

Middle-aged singles living urban, active lives

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious Perspective: *An eccentric habit with only occasional advantages*

Common Spiritual Issues: *Feeling trapped by circumstances, anxieties about self-esteem and guilt*

Potential Influence

Lifestyle Compatibility	Family Group K Significant Singles	Frequent Neighbors
G24 Status Seeking Singles	K37 Wired for Success	B10 Cosmopolitan Achievers
O52 Urban Ambition	K38 Gotham Blend	E19 Full Pockets Empty Nests
O54 Striving Single Scene	K39 Metro Fusion	G25 Urban Edge
	K40 Bohemian Groove	C13 Silver Sophisticates

General Comments

Metro Fusion is another group that churches may have difficulty reaching. Even the most liberal churches may be too culturally conformist, cautious, and conservative for them. However, people in this segment do have a very strong social conscience and are open to new ideas. They are quite sociable, and if Christians avoid any hint of judgment or intolerance, they are ready for vigorous dialogue. They may not stay in one place long, but they will volunteer for a number of worthy causes (e.g. the environment).

Experian suggests that these middle-aged individualists are uncomfortable with any kind of conformity, and take pride in their independence and ability to sustain themselves. They are more likely to connect with a non-profit organization than a church. They are creative, outspoken, unconventional, and very liberal. Faith-based organizations may find it difficult to integrate them into their communities. They cultivate a wide diversity of friendships. This segment is multicultural and multiracial, and they make friends easily with people of many backgrounds and lifestyles. They are more likely to connect with intentionally bi-racial or mosaic churches.

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		Visionary
Enabler		x	Guru		Mentor
CEO				x	Pilgrim

Metro Fusion gravitate to leaders who consider themselves to be a "spiritual leader" rather than an "institutional pastor". This leader may or may not be ordained because that would be too conformist. If the leader is ordained, they are likely mavericks in their denominations. The leader is well educated, but their unusual resume may include diverse programs in religious studies, history, science, and culture from a number of institutions. Such a leader has considerable sensitivity to diverse cultures and spiritualities. Leaders are sometimes flamboyant, controversial, and charismatic.

Leaders may well be ardent pacifists and naturalists, with highly disciplined lifestyles. They may have a strong mystical side, but are also social activists with very liberal views that emphasize equality, respect for creation, self-expression, and lifestyle diversity. Leaders are very approachable, with strong interpersonal communication skills, and may continue mentoring relationships over an extended period of time, both in-person and on-line.

These leaders are often older rather than younger, and think of faith as a journey. They are willing to spend significant time in person or on-line with an individual seeker, and can guide them to reflect on their own life experience and discover God in their own way. These leaders can be severe or gentle, concrete or abstract, as the situation demands ... and are unafraid to play either role.

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		

Metro Fusion are unlikely to come to church unless there is a strong connection with a spiritual leader. Their attendance may be very sporadic and unpredictable. They enter tentatively and cautiously through a main entrance. Greeters should be sincere, informal, and never pushy. Avoid name tags and encourage extreme individuality ... so long as it is entirely authentic. Hospitality must offer a simultaneous digital experience. Fill the room with video screens, live internet feeds, and streaming images (real and computer generated). Think "Internet Cafe" with Christian values system.

The best environment is similar to a coffee house, deli, or micro-brewery. The space should be large enough to accommodate several serving stations. Decorate with lots of living, green plants, and images of nature or of multiple cultures. Avoid crosses, denominational symbols, and Christendom images. Instead use "New Age" images of nature, the universe, or abstracts with lots of color. Background music may be quiet and high quality, but not "religious" in any overt sense. Refreshments are a mix of deli-style snacks and health foods. If core values and municipal licensing permit, serve one or two local micro-brews and wine.

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				

For *Metro Fusion*, worship is very experiential. It is often a relatively small and intimate gathering. All senses should be active in this “worship” experience. Music and image are both important, but so also aroma and touch. Singing is unlikely, although there may be a live or recorded music-video presentations. The message is an extension of personal mentoring. The spiritual leader speaks without props, but may be supported by video screens. There is both a mystical and practical side to the message. The worship is aimed as much to the heart as to the head, and the outcome may well include personal transformations in attitude, purpose, lifestyle, and health.

There is a sense of personal liberation and total acceptance in this experience. People feel free to express themselves, and there is often opportunity for dialogue with the spiritual leader either through voice or text message. The proceedings may be interrupted unexpectedly with a question from the group. Attendance is unpredictable. Try to follow up with blogs, text messages, and chat through social media.

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

Metro Fusion is unlikely to participate in a Sunday school, but they might participate in short term education or training related to baptism responsibilities, affirmations of faith, healthy intimacy, grief, and more. These educational experiences are usually linked to social media or internet forums. Values clarification, behavior modification, and faith formation are acquired and tested in both real and digital experience. Gaming can become an alternative vehicle to establish a new identity or pattern of behavior, and to model or communicate new expectations and convictions.

Spiritual guidance is offered through blogs, chat forums, and social media. Outreach advocacy and education may be supported by workshops, but is increasingly online. Websites are the real "classrooms" for continuing education. Websites may invite people to respond with their own ideas and images ... but they must be carefully monitored for content.

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
	Rotated Leaders	x	Shared Affinity

Metro Fusion is very sociable, and participates in any activity that builds relationships, reflects on spirit and culture, and encourages self-expression. People in this segment almost always assume an “action/reflection” model of learning, and are not comfortable with passive conversations in static surroundings. They like to talk and act at the same time. Common affinities involve local social service activities, short term crusades for a particular cause (political, economic, or environmental), and shared gaming enthusiasms.

Groups may be short or long term, consistent or intermittent, and pursued with lesser or greater intensity over time. People participate in-person and on-line, and even the most intimate communications are not limited by proximity or space. Regardless of the affinity or time boundaries of a group, the constant agenda is multiplying, building, and deepening relationships. Groups are a method of building intimacy and individual self-expression, growing self-esteem, and sharing ideas.

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		

Metro Fusion is attracted by any outreach ministry that is an opportunity to multiply or deepen relationships. Whatever the topic, the underlying goal is always to meet people and make intimate connections. This is true even for protest marches and games. They are passionate in their defense of equality, individuality, and human rights. They advocate freedom of speech, acceptance of alternative lifestyles, and artistic expression ... and their idealism can test the boundaries of traditional cultural mores.

Outreach may be short term and intense, and involve hard work and vocal advocacy. *Metro Fusion* is willing to risk their money along with their lives, and they believe that their lifestyle should perfectly align with their convictions. They may make significant financial donations for the liberal causes they support, but are less likely to serve on a board or take on organizational commitments that might limit their freedom of activity. They take risks, but ultimately they will return their focus toward self-fulfillment. Their overall goals are to explore human potential and maximize self-expression.

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

Metro Fusion tends to live in a wireless and an intensely personal world, both of which are highly mobile. Therefore, they are less likely to take interest or responsibility in buildings of any kind. A church may as well rent a concert hall or university auditorium, or run a cafe or wine bar. Owning a property with sanctuary and education space is a waste of resources, and no church gymnasium will ever compete with the local fitness club.

Technologies are critical. Websites provide the digital "space" for learning and dialogue. Church leaders need to be equipped with tablets and smart phones. They are regularly on-line and maximize the use of many different digital applications. Images or symbols in cyberspace are of nature, cross-cultural faces, or abstracts. Film and video clips replace words.

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

Metro Fusion has the discretionary income to make significant charitable donations. They tend not to give money to churches or political parties, however, because these institutions are forces for conformity to cultural mores. They prefer to donate to specific micro-charities that espouse causes for which they are particularly passionate, and they like to be personally involved in the work that they financial support.

They are not likely to participate in traditional stewardship campaigns, and are too mobile to make long term pledges to an organization. Their gift is more likely a lump sum. They will go online to thoroughly research charities and make sure their money does not even indirectly support environmentally unfriendly activities or organizations with ambiguous records on human rights. They may not want to see a detailed financial report, but do want to be able to find the charitable organization on their website if necessary.

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		Broadcast Cable TV	x	Internet Radio	Print	AM/FM Radio	Personal Visits	

Metro Fusion are early adopters of technology and always on-line. They will research a church or spiritual destination extensively, and churches need to have a large, sophisticated, and interactive website. Once satisfied, they may actually visit a church or spiritual destination. They need to touch, taste, and see for themselves, and dialogue with the people before they make up their mind about spiritual credibility.

The internet is the first place they go for information, communication, and fun. They use lap top computers, tablets, and smart phones in their mobile lifestyles, and are more likely to text than e-mail. They surf the web, and use the internet for a whole range of financial, shopping, and communication needs. They will respond to internet advertising and follow hyperlinks.

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.