

Segment **L41: Booming and Consuming**

Older empty-nesting couples and singles enjoying relaxed lives in small towns

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious perspective: *Always take time to smell the roses and appreciate what you have*

Common Spiritual Issues: *Feelings of regret, anxieties about meaninglessness and death*

Potential Influence

Lifestyle Compatibility	Family Group L Blue Sky Boomers	Frequent Neighbors
C11 Aging of Aquarius	L41 Booming and Consuming	C12 Golf Carts and Gourmets
D16 Settled in Suburbia	L42 Rooted Flower Power	J36 Settled and Sensible
E19 Full Pockets Empty Nests	L43 Homemade Happiness	Q63 Footloose and Family Free
E21 Unspoiled Splendor		Q64 Town Elders

General Comments

Booming and Consuming are apt to visit a large, resource size church for its upbeat worship and variety of programs, but they soon feel lost in the crowd. They tend to gravitate to a nearby church in the same tradition in which they raised their children. They like a church of about 200-500 people ... big enough to provide quality and variety, but small enough to be greeted by first name. They often assume that the local practices in the church they left is normative for the denomination as a whole, and impose their assumptions on the new church home. Many of their communities and churches experience seasonal growth from Christian “snow birds”, but they like to think of themselves as the *real* church community.

These people often love the church and transfer membership, but they are rethinking how they want to be involved. They like the attention of the pastor and the intimacy of fellowship, and they are apt to pledge to the church, but they are cautious about joining committees. They prefer short term church commitments so that they have more freedom to travel or enjoy their leisure activities. They may disappear for a week or so in the fall to travel north and see the colors.

Experian suggests that these people look forward to fresh air, recreation and leisure, and a relaxed pace of life. They have sufficient discretionary income to satisfy their needs and more, but they often think of themselves as poor when it comes to generosity to the church. They like the outdoor life, participate in fine arts, and travel. They will value church friendships and small groups that share these affinities.

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

Leadership Preferences

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

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

Booming and Consuming assume that pastors are trained in seminary and ordained by a denomination. Pastors are often in the middle of their careers as clergy. They appreciate the history and tradition of the church, and may be working on an advanced degree in preaching, worship design, or pastoral care and counseling. They stay current with mainstream culture. While they are cautious about the speed of change, they are open to new ideas.

Booming and Consuming may have strong opinions about products, curriculums, programs, and technologies for which they are passionate, and like to influence the decision making of a church. They generally prefer to retain authority but delegate responsibility. They expect pastors to be good administrators, but favor the ideas of strong personalities in the church. Pastors are often diplomats. The harmony of the church is more important than the effectiveness of mission. Pastors need to be approachable, friendly, and rapidly responsive to the emergencies or needs of the members.

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
		X	Healthy Choices		

Booming and Consuming tend to arrive early and linger longer so that they can connect with friends or spend some quiet time in prayer and reflection. Greeters should be on station at least 20 minutes ahead of the start of worship, and everything should be ready and waiting for the arrival of the members. (Avoid last minute choir rehearsals, room arrangements, technology set up, and other pre-performance trials). The coffee and tea should be hot (or iced) and ready. Name tags are often available for both volunteers *and* members. People prefer to address each other by first name, and permanent name tags organized in the narthex help distinguish between year round and seasonal participants.

A Welcome Center is vital, especially during the season when there are lots of visitors. Provide video screens in the vestibule or refreshment center with announcements of upcoming events and images of both fellowship and mission. Distribute a bulletin with a printed order of service. The cover of the bulletin is often a picture of the church building, or images of mission accomplished by denominational agencies.

Refreshments are a mix of sugary treats and healthy fruit. Coffee in flavors, and teas of different herbal varieties (hot and cold) are available ... but espresso is not necessary. It is helpful to provide allergy alerts and indicate sugarless alternatives, but a calorie count is not necessary. Provide ample room for conversation in a temperature controlled space with natural light. And don't be in a hurry to clear the tables!

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				

Booming and Consuming appreciate a creative approach to traditional worship. The structure of worship is consistent with the history of the denomination, but the individual elements may include updated creeds and more contemporary prayers. The songs are selected from the more upbeat and inspirational hymns of the tradition, and occasionally include new material. The organ is the main instrument, but other non-amplified instruments are also used regularly, and some amplified equipment is used on special occasions.

Holy Communion is often important, and is celebrated as frequently as the custom of the denomination requires. Much of the emphasis is on the fellowship of the Table, and the bond that links Christians to one another. It is particularly poignant on special occasions like Christmas Eve and Easter. Churches tend to follow the Christian Year, and pastors often preach using a common lectionary. The use of video technology in worship is often controversial among people of this segment, and they may have strong opinions about how to install it or how to use it. Introduced diplomatically, it is often accepted as the “new normal”.

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	
x	Curricular	x	Biblical	x	Generational
	Experiential	x	Topical	x	Peer Group

The transition to retirement has often made *Booming and Consuming* ambivalent about Christian education. Many have grown up in traditions that expected commitment to Sunday school by both children and adults. The sense of duty remains, but the pull of personal leisure priorities constrains participation. Adults tend to prefer short term Sunday morning classes that focus on a book or curriculum. These may be traditional Bible studies, or use devotional books, histories of the church, or theological reflections (often by a mega-church pastor, bishop, or other church leader).

Sunday school for children and youth is usually quite traditional. Children are organized into age groups, with separate classrooms, and study an age-based curriculum endorsed by the denomination. Youth tend to meet in larger peer groups, and may have a designated space in the building to decorate and use. There is also a Youth Group that meets on Sunday evenings. They generally prefer Sunday school *before* worship. The “Children's Time” in worship is a favorite element. Older children remain in the worship as part of their “training” for church membership. *Booming and Consuming* are eager to hand-off responsibility (although not necessarily authority) for the future of the church to the next generation.

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	x	Curriculum Study
x	Rotated Leaders	x	Shared Affinity

Midweek small group participation is replacing Sunday school as the preferred Christian education option for *Booming and Consuming*. This frees Sunday for leisure and family activities, and provides more flexibility and choice in time management. The small group experiences emphasize relationships and deepening friendships, and groups may stay together a long time. People tend to avoid confrontation in order to protect harmony, so small group accountability may be a challenge. Small groups can become very intimate and build lasting relationships. The group often becomes the primary care giving resource for participants in the group.

Groups may form around a curriculum or shared enthusiasm. The curriculum is often a book study rather than a Bible study. The affinity may be related to a hobby, craft, collecting habit (like antiques or fine china), or outdoor activities (like cycling, golfing, walking, or bird watching). Small group leadership is often rotated, so that no one feels the burden of leadership all the time, and may be an additional responsibility for the host or hostess. However, there is often some form of basic training to help leaders facilitate conversations, resolve personality conflicts, and offer intentional mutual support to one another.

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

Booming and Consuming regard community dinners, pot luck suppers, fairs, and large or small group opportunities as mission. They are in a period of transition, and they have a great yearning to belong. Fellowship is all about building and sustaining relationships, and is often the unspoken “signature” outreach ministry of the church. Missions related to health and improving quality of life are also important. Wellness Centers, fitness programs, meditation opportunities, and counseling services are all very important for people in this segment. They are anxious to protect their standard of living and quality of life in their small towns and neighborhoods. They want the church to partner with other civic agencies to support safety, monitor traffic, and provide opportunities for artistic expression. They are concerned about pollution and want to protect the environment.

Booming and Consuming may also support intentional, but non-confrontational, forms of evangelism. They will share their faith, invite people to worship, and advocate traditional family values. They will also support the rights and opportunities of women, peace and understanding between cultures, and give to a variety of charities. Many are politically active, but they usually like to separate “church” and “politics”. Strong prophetic preaching may make them uncomfortable. On the other hand, they will sign petitions that advocate public policy directions.

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

Discussion Questions:

What outreach categories does your church emphasize now?

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

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

Facility Preferences

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

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

Booming and Consuming tend to prefer classic church architecture, but they don't want the burden of maintaining aging or dilapidated buildings. The church has probably been built or significantly renovated in the last 50 years. The exterior probably includes the key elements of stained or colored glass, columns or pointed window casements, double entry doors, and a steeple or tower with a large cross. The sanctuary preserves the reality or the feeling of fixed pews, chancel, organ, pulpit, table, and font. However, the seats are often padded and the aisles wide, and the building is accessible to anyone physically disabled.

Technology is redundant, offering both modern and postmodern tools that do the same thing. There are printed bibles and hymnals, but video screens project all the words. The audio system has been upgraded and the acoustics improved. The building is air conditioned, but the windows still open if necessary. Symbols are classic in a more contemporary style, and include traditional images, Biblical scenes, and historic signs relevant to the denomination.

Education and office space is more utilitarian. The building may be wireless, and internet access is certainly available in the administration center. Hardware and software are up to date, but the church still keeps hard copy records in a bank of filing cabinets. Landscaping is important. Lawn and gardens are well maintained. The property may include a columbarium or other memorial garden and fountain. If the church offers a nursery or day care option, the playground will be secure and upgraded with the best and safest equipment.

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

Booming and Consuming are used to percentage giving. They pledge to support basic funds for operations, missions, memorials, and debt retirement. They will likely participate in a traditional fall stewardship campaign, although they may opt out of a home visit by a stewardship team. They may prefer town meetings and printed budget information, combined with a “Celebration Sunday” on which to present their pledge card. They will want a receipt for tax purposes, and complete confidentiality about their giving. They are also likely to pre-authorize automatic withdrawals by the church.

Booming and Consuming are conservative financial managers and maintain significant reserve funds for the church that are often designated for property maintenance or technology upgrades. They may support a capital campaign led by a professional fund raiser if they are convinced that it will help the church be more effective, but they may resist expanding the sanctuary too much for fear that the church might grow too large. Provide regular financial statements, and a detailed and audited year end financial summary. They will scrutinize the budget, but they are willing to be generous to make capital improvements, add necessary program and support staff, and enhance programs provided that debt is manageable.

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	x	Verbal Announcements
	Email Receptive	x	Broadcast Cable TV		Internet Radio	x	Print		AM/FM Radio		Personal Visits

Booming and Consuming are late adopters for technology. They may go online for banking, research, or shopping, but churches will have a hard time reaching them through email or websites. They value print. They are apt to download church newsletters and other resources in order to save mailing costs, but like to hold a resource in their hand or use an e-reader. Increasingly they are participating in social media to communicate with distant family and friends. They may only use basic cell phones with limited coverage. They may not use smart phones for surfing or social media. *Booming and Consuming* watch TV, and may watch local cable channels. They may connect with the local church through a taped broadcast ... and they may respond to denominational advertising on major networks.

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.