

Segment **P56: Mid–Scale Medley**

Middle-aged, middle income, single adults and families living in urban areas

Resource: Mosaic by Experian.

Religious Experience in a Nutshell

Religious perspective: *God is good, and life will get better*

Common Spiritual Issues: *Feelings of loneliness, anxieties about displacement and abandonment*

Potential Influence

Lifestyle Compatibility	Family Group P Cultural Connections	Frequent Neighbors
I32 Steadfast Conventionalists	P56 Mid-Scale Medley	D18 Suburban Attainment
O54 Striving Single Scene	P57 Modest Metro Means	G25 Status Seeking Singles
R66 Dare to Dream	P58 Heritage Heights	H26 Progressive Potpourri
S71 Tough Times	P59 Expanding Horizons	K38 Gotham Blend
	P60 Striving Forward	
	P61 Humble Beginnings	

General Comments

Religion is an important part of life for *Mid-Scale Medley*. The church provides continuity with history, family tradition, or country of origin. Faith provides strength to keep going each week, and hope that by hard work and God's grace they can one day enjoy the good life. The church provides important opportunities to build friendships and to belong to an extended “family” of mutual support. They value intercessory prayer and look to God for acceptance, stability and hope.

Experian suggests that these single and/or divorced individuals have low educations, and live in rundown houses and small apartments in urban neighborhoods. Many didn't finish High School, and jobs are limited to low paying, hard work in manual labor, transportation, construction, food service, and sales. Yet their outlook on life is often surprisingly optimistic. They have a drive for achievement, and believe they can improve themselves. They are willing to learn new things, and are open to other cultures and perspectives. Some dream of owning their own business. They often see themselves as free spirits, walking unconventional paths to success. Churches can do more than offer strength and belonging. They look for churches that can offer programs for self-improvement, or that can connect them with social services and training programs.

Mid-Scale Medley may try to take short cuts on the road to success. They may try to make quick money through gambling (bingo, lotteries, and casinos). They can become over-extended on credit cards. They might mistake the “Gospel of Guaranteed Success” for the “Gospel of Unconditional Grace”, and churches may need to help them break addictions and maintain self-discipline.

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

Pastors or priests are usually ordained, but may also be certified lay pastors or specially trained priests. Either way, pastors have solid connections with a denomination or network of churches, and good relationships with social service and business agencies. They are good administrators, and can assemble an array of practical self-improvement programs in a church that functions seven days a week as a kind of community center. The credibility of these leaders is enhanced when they are willing to live in, or close to, the same neighborhood in which the people of this segment live. They may be skeptical of pastors commuting from more affluent neighborhoods.

Pastors and priests are usually very personable and approachable. They are often considered as friends as well as spiritual leaders. These leaders truly accept people as they are. They usually have strong commitments to social justice, but are more involved in practical help than advocacy of human rights. People in this segment may be social activists, but they are less interested in political organizers and more interested in spiritual leaders who can be down-to-earth, help people survive day to day, and see hidden potential.

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		

Mid-Scale Medley are unpretentious people who often hang out in bars or pool rooms and eat fast food on a daily basis. They are not looking for anything fancy. On the other hand, they not only appreciate occasional treats, but generously shared good food raises their self-esteem and encourages their optimism. Go further, and serve food with real plates, cups, and tableware rather than paper, Styrofoam, and plastic. Basic coffee or tea, brewed in big steel urns, along with creamer and sugar is sufficient to drink. Food from bulk stores is the norm, supplemented with occasional treats left over from yesterday's deli or bakery offerings. Go further and create teams who can cook hot and healthy meals to supplement their usual diets. They also enjoy sampling food from other cultures. Serve refreshments all morning. Start an hour before worship (or Sunday school), and keep serving for at least an hour when it is over.

People in this segment can experience unpredictable ups and downs, and one never knows what mood they might bring to church. Greeters should be trained to greet people by first name, or quickly learn first names, and welcome each person with equal warmth. Ask some open-ended questions to test their mood, and be quick to share an affirming faith or a reference to a small group or educational opportunity. Deploy lay leaders to mingle and chat with participants who are always ready to share encouraging faith, but are never pushy.

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	
x	Care-giving Worship	x	Inspirational Worship		Mission-Connectional Worship
	Educational Worship	x	Transformational Worship		Coaching Worship
	Healing Worship				

Mid-Scale Medley often gravitate to small or medium sized churches with a worship attendance of 150 or fewer. Worship provides a sense of intimacy and belonging. Most people can't remember more than 150 people by first name. Liturgy is often reminiscent of the faith tradition of their childhood (with or without Holy Communion), but is decidedly simpler and less formal. Personalize worship with prayers of intercession and supplication, passing the peace, etc. There is less ceremony about the offering ... and more emphasis on the blessing.

The sermon is often shorter. Remember that many of these folks have not completed High School, so avoid obscure historical references and use illustrations from their real life experience. Sincerity and relevance are more important than oratory and history. A sense of humor and eye contact help make the point. And focus on just one point. Some people will participate in worship in churches outside of their tradition, often motivated by personal struggles with addiction (gambling, alcohol, etc.) Highly experiential or transformational worship aims to bless these people with a fresh start, new beginning, and liberation from self-destructive habits.

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		Topical	x	Peer Group

Experian suggests that many *Mid-Scale Medley* are childless. Those with children probably assume that the church will provide a children's Sunday school program that will follow a traditional pattern of age-based printed curricula (supplemented by crafts), located in basic classrooms. However, the preference for most *Mid-Scale Medley adults* is often quite different.

Adults are sporadic readers, and prefer a more experiential approach to learning. They watch TV and are more likely to learn from a DVD or video. They tend to get more from a discussion than a lecture. Some will participate in Bible study, but many will prefer a group that addresses some topic relevant to personal development, mental health, life skills, stress management, etc. The classroom environment is relaxed, with more comfortable chairs, no desks, and tables to rest their coffee cups. Everything is very utilitarian, and often used or repaired. Fellowship and mutual support are equally important to educational content. Provide time for friendly conversation before "getting down to business".

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

Mid-Scale Medley may be more likely to participate in a midweek small group than a Sunday school class (and in truth the Sunday school class is really managed like a small group that happens to meet on Sunday morning). Group meetings almost always include Bible reading of some kind, along with significant opportunities for spontaneous prayer. Time for personal sharing of life struggles and spiritual victories is very important. Small groups are often an important entry point for new people into the life of the church.

The affinity, however, is often what motivates these hard working people to designate their limited spare time to the church. The affinity may be a shared need (i.e. recovery from addiction, loneliness, diet and weight loss, etc.), or it may be a shared interest (i.e. learning a new skill, exploring a different culture, sports, etc.) The affinity often determines whether group leaders need special training, or whether leaders can be rotated with simple instructions to run a DVD and facilitate discussion. Groups are usually short term covenants, although those formed around a shared need or addiction may be very long-lasting.

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		
Interpersonal Relationships	X	X
Human Potential	X	X
Salvation and Human Destiny		

There are often so many needs among *Mid-Scale Medley* that it is difficult for a small church to prioritize its resources. The priorities may be guided by the tradition of the church, but should be informed by focus groups in the community. Churches shouldn't try to do everything, but discover some "leverage point" as a mission that will most bless the community, and cause a cascade of beneficial things. (Churches that use any form of lottery or gambling for fund raising should be cautious with people in this lifestyle segment, lest they inadvertently encourage gambling addictions.)

Church members often prioritize opportunities for self-improvement to be the most important, along with opportunities to build friendships. This leads churches to connect with social service agencies to provide classes, workshops, and training opportunities in life skills, career advancement, or tutoring to complete High School diplomas. The community at large often values outreach programs related to survival or quality of life. Many churches provide distribution centers for food, winter clothing, used work boots, kitchen appliances, etc. People in the community are often very concerned about health issues. Churches often provide clinics, vaccination centers, and Parish Nurse Programs, and often partner with addiction recovery groups that use the building.

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	x	Classic Christendom
	Utilitarian		Postmodern		Contemporary Post–Christendom

Midscale Medley is not particularly fussy about the architecture of a facility or the church property itself. They tend to connect with whatever memory of “church” is most meaningful to them, and in urban environments this may mean older, ecclesiastical structures with steeples or towers, pointed brick or stone, Gothic style windows; and pews, center aisles, and chancels. On the other hand, they can be very content with more utilitarian community centers, store fronts, and converted industrial space. Function is far more important than form.

They usually like to be surrounded by recognizable and traditional Christian symbols. Images of the cross, praying hands, open Bibles, descending doves are all rich symbols of grace. Few of them understand obscure, historical or dogmatic images. Colored light and hard wood might create an intimate and comforting environment, although for some these might feel restrictive. Modern audio and video technologies are helpful, but not necessary. Worship preferences might lead them renovate the chancel area into a stage that allows a wider range of music and instrumentations, or remove the pews for more experiential and participatory worship.

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

Experian suggests that *Midscale Medley* have low incomes and few investments (although some may own their own home). They often rely on credit cards to get by, and often accumulate debt. They don't have much to put in the bank, and probably never bank on line. They may often feel financially insecure, and do not have much experience in managing money or planning a financial future. They will respond to a church that offers solid financial advice to develop an overall personal financial plan that implements Christian values and generosity, but which also helps them get out of debt, develop some investments, and establish good credit.

They may very well participate in a traditional church stewardship campaign. They trust the church with money for a unified budget. They often prefer a simpler "narrative budget" that explains where church funds go, rather than a more complex "line budget" that explains how church funds are divided. They will avoid capital campaigns unless absolutely necessary. They often make conservative pledges, and if there is extra money at the end of the year make one-time donations at Christmas. Even if they make a will, there won't be much to bequeath the church.

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		Internet Radio		Print		AM/FM Radio		Personal Visits

Word of mouth is probably the most important method of communication for *Mid-Scale Medley*. They usually pay attention to verbal announcements in worship, large and small gatherings, and pass on information by phone and conversation to others. For example, posters in local shops, bars, restaurants, health centers, sports arenas, and bus stops may be helpful, although these people may be unresponsive to advertising in general. Some people may afford cell phones, but telephone trees and telephone reminders to a home phone are more often the method of extending oral communication. Printed information from the church can be helpful, but limit information to short bursts rather than long messages, and use images or graphics to speed interpretation.

Mid-Scale Medley are more likely to watch TV than read. Churches can effectively use free local cable TV options to broadcast worship services or make community announcements. Denominationally funded advertising on major networks can also be effective (particularly when they emphasize social services and outreach ministries).

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.