

# Segment **P57: Modest Metro Means**

Middle-aged singles established in inner-city rental communities

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

The church is important not only for spiritual encouragement and strength in times of trouble, but as a center for social life. Food, entertainment, and fellowship blend easily with hospitality, worship, and education. Church membership and leadership are often both spiritually sincere *and* a means of gaining social status. Church involvement is a way of demonstrating their conviction that life is not just about money. At the same time, the church provides a social opportunity for individuals to stand out in the crowd and express themselves as individuals.

*Experian* suggests that these singles and single parents span the ages 19-65, living in only a few major metropolitan centers like New York City, Chicago, or Los Angeles. They are mainly African-American (with some Hispanic), and they are challenged by low education and high unemployment. They often live in high density rental and row housing. That said, they are also deeply spiritual and regular church goers who readily volunteer for a good cause. On the one hand, they can be extraordinarily compassionate toward others (regardless of race or culture), but on the other hand they can be very outspoken and don't care who they might offend by their opinions.

## **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	x	Visionary
	Enabler		Guru		Mentor
x	CEO				Pilgrim

**Modest Metro Means** often seek visionaries who are able to see the spiritual in the ordinary, and who share a dream that embraces the city and the world. Such leaders embrace diverse cultures while remaining centered on Christ. They are usually motivational speakers (rather than expository preachers) and often have credibility across religious, social service, and political sectors. Spiritual leaders usually have attitudes toward social and economic issues, but are diplomats who are open to any and all paths to achieve the great vision.

These leaders are usually excellent administrators, fund raisers, and community organizers. They manage a church that operates 24/7, and that sponsors, hosts, or directly manages various social service and outreach programs. Pastors are able to hire, train, evaluate, and fire both staff and volunteers with clear expectations for behavior and alignment to purpose. **Modest Metro Means** often respect pastors who have strong personalities and public images, but who are approachable by the average person on the street.

**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	
X	The Basics		Multiple Choices	X	Take-Out
			Healthy Choices		

*Modest Metro Means* usually come to church in their best clothes. In part this is to honor the day. Also, they want to stand out in a crowd, be recognized by name, and meet and greet lots of people. Greeters may meet before church to pray for visitors past and future, and are trained to make first-name connections and sincerely articulate the big vision of the church.

People are apt to come early and stay late, so refreshments must be provided before, during, and after Sunday school and worship. Hospitality teams should circulate throughout Sunday morning. They are deployed from a Welcome Center that distributes information about church events and community networks. Refreshments can be basic (coffee and tea from large steel urns, bulk store foods and sugary treats), but make sure there is plenty. Give away the leftovers for people to take home as supplements to their Sunday dinners. Pay careful attention to security, and make sure the church can guarantee the safety of adults and children of any age. Nursery and pre-school ministries should provide healthy, safe environments, and high quality staff support.

*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
	Educational Worship	x	Transformational Worship		Coaching Worship
	Healing Worship				

*Modest Metro Means* seek to be uplifted and encouraged. Worship is designed to be very inspirational. Their self-esteem is higher because they feel part of a larger movement of spirit and culture. Music is often presentational and high quality (styles including Gospel, R&B, Blues, Jazz, Rap, etc.) Preaching is strongly rooted in scripture, but uses illustrations from everyday life and is very motivational. The experience is very participatory, and people react or interject at any time during prayers, music, preaching, etc. Inspirational worship may sometimes motivate participants to advocate, participate, and support specific causes or social ministries.

Worship often has a strong transformational nuance. People are expectant and spontaneous. They look for signs of the Spirit, and there may be lay witness to share stories of personal redemption, spiritual victories, and lifestyle changes. Transformation often includes a social justice side as well, as people celebrate local and regional mission accomplishments and the resulting positive social change.

*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
	Experiential		Topical	x	Peer Group

*Experian* suggests that many *Modest Metro Means* are single parents. They not only value Sunday school for its educational opportunities, but because it frees them to listen and interact as adults. Their expectations of children's Sunday school are apt to be fairly traditional. They assume the Sunday school program will follow a traditional pattern of age-based, Biblically oriented, printed curricula (supplemented by crafts), and located in basic classrooms. Aside from expertise in scripture, teachers may have special training for children "at risk" or prone to "act out". They may work closely with single parents to support discipline and stability at home.

Adults also participate in Sunday school. In part, this is an opportunity for further socializing, and adult groups provide lots of opportunities to interact and develop relationships. Adult Sunday school may have a very practical goal to understand a current issue, or plan a particular outreach activity, but it also seeks to apply Biblical truths to everyday experience. The class may provide the volunteer core for a later activity. They are rarely good readers and prefer a more experiential approach to learning. *Modern Metro Means* may use the internet, and are apt to download resources or rely on streaming video to form the basis of a topical discussion. Video and internet allows groups to bring "experts" into the classroom, and teachers generally facilitate discussion rather than present information.

*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

*Modest Metro Means* 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 or intercessory prayer. Time for personal sharing of life struggles and spiritual victories is very important.

The affinity, however, is often what motivates these busy people to prioritize 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 to have special training, or whether leaders can be rotated with simple instructions to run a video and facilitate discussion. Groups are usually short term covenants, although those formed around a shared need 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		X
Interpersonal Relationships	X	X
Human Potential	X	
Salvation and Human Destiny		

*Modest Metro Means* are often very supportive of a major signature outreach ministry that expresses the big vision of the pastor and reveals perfectly the core values of the church. The church tends to function as a community center with programs seven days a week. These might especially include Christian day care, after school care, tutoring, and parenting support, or legal aid, financial aid, and housing information. 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, or Parish Nurse Programs, and often partner with addiction recovery groups that use the building.

*Modest Metro Means* may look on the church as a kind of second home because they are apt to change apartments relatively often. Churches may provide coffee houses, internet cafes, and other kinds of drop-in facilities. Outreach is almost always coupled with opportunities for self-improvement and deepening personal relationships. Action/Reflection methods are used to help people discern spiritual gifts or acquire new life skills. Activities include dances, concerts, dinners, and other opportunities to build friendships and interact socially with the opposite sex, and activities that are fun for single parents and their children (including gaming, movies, sports, etc.)

*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

**Modest Metro Means** are not particularly fussy about the architecture of a facility or the church property. They tend to connect with whatever architectural memory of “church” is most meaningful to them, and in urban environments this may 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 modern, 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 it might feel restrictive or oppressive. Despite low incomes, people in this segment tend to be early adopters for technology. They are frequently online, so churches can make certain rooms wireless. Audio and video systems are often high quality. Projection or LCD screens may be used in worship, and multiple microphones may encourage spontaneity or performance.

**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 *Meager Metro Means* have low incomes, few investments, and little insurance. Even though they are online, they don't usually do online banking transactions. They try to shop locally and rely on cash. This may make it difficult to 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 often want to tithe, but may consider the gifts of their time and talent part of the tithe. If they pledge, they will likely make conservative pledges, and "walk a second mile" to give additional money to urgent missions as they feel motivated. They are not likely to amass large reserve funds (unless these come from sale of property, air rights, or extraordinary bequests). They will avoid capital campaigns unless absolutely necessary.

*Modest Metro Means* often feels 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.

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

Email and word of mouth are probably the best ways to communicate with *Mid-Scale Medley*. They usually pay attention to verbal announcements in worship, large and small gatherings, and they 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. Despite low incomes, they are early adopters for technology and pay attention to email. 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

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

### LEADERSHIP

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

### HOSPITALITY

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

### EDUCATION

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

### SMALL GROUPS

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

## IMPORTANT DEFINITIONS (cont.)

### WORSHIP

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

### OUTREACH

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

### FACILITIES

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

### FINANCES

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

### COMMUNICATION

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