

# Segment **P59: Expanding Horizons**

Middle-aged families earning modest to average incomes from blue-collar jobs

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
I31 Blue Collar Comfort	P56 Mid-Scale Medley	E21 Unspoiled Splendor
I32 Steadfast Conventionalists	P57 Modest Metro Means	J35 Rural Escape
I33 Balance and Harmony	P58 Heritage Heights	E21 Unspoiled Splendor
J34 Aging in Place	P59 Expanding Horizons	N46 True Grit Americans
	P60 Striving Forward	Q64 Town Elders
	P61 Humble Beginnings	

## General Comments

Faith and the church are very important for *Expanding Horizons*. Most are Roman Catholic, and some may be Pentecostal, Evangelical, or mainstream Protestant. They tend to stick with the tradition with which they were familiar at home. They go to church regularly, and spirituality pervades their personal and household traditions. Churches tend to be simple, traditional, and loyal to the doctrinal and ethical teachings with which they grew up. Worship practices and programs are also pretty traditional, and they want to be able to communicate in their primary language with the priest or pastor and other church leaders.

*Experian* suggests that *Expanding Horizons* are often multi-generational families. They want the church to be family friendly, honor traditional family values, and offer programs for children and teens. In addition to worship and programs that give them strength and hope, the church often functions as a community center and hosts, partners, or directs an array of social service and self-help programs. They aren't very political, but they are committed to law and order in the community and family values at home. They want opportunities to advance toward the American dream of financial security, family stability, and opportunities for self-improvement. They may be anxious about prejudice or poverty, but they are generally optimistic. However challenging life is here, it is better than the life they had previously.

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

*Expanding Horizons* expect pastors or priests to offer strong personal support to individuals and families. They are sensitive to the life cycles of birth, adolescence, adulthood, and death and are very sincere in all sacramental acts. They are respected as representatives of God and the wider church. They are frequent counselors and advisors. Pastors and priests do not need to be a great preachers or expert teachers, but good communicators person-to-person or leader-to-group. They are role models for spiritual life and moral behavior. Pastors and priests often get extra training to understand the legal and social stresses for new immigrants, and may be advocates for human rights.

Priests or pastors are good care givers. They visit in homes and institutions, and are quite visible in the neighborhood and local cafes, bars, shops, and social agencies. They are able to discern when to be compassionate and when to be strict, and are reliable whenever there is a family crisis or personal emergency. They have solid administrative skills, since the volunteer infrastructure of these churches may be weak or inconsistent. They may not be expert managers, but collaborate well with other non-profit and social service leaders.

*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	X	Multiple Choices	X	Take-Out
			Healthy Choices		

Church attendance is a priority for *Expanding Horizons*. They believe one should do one's duty first, and enjoy life afterward. They may have to adjust for shift work and multiple part time jobs to attend, but sometime over the weekend they will worship. *Expanding Horizons* are very frugal. However, they like to look good and appear successful. Therefore, they usually come to worship in their best clothes, and greeters should welcome them with warmth and also respect. They want to honor God, and they deserve to be honored in turn.

What extra money they have is often spent to indulge children. Pay careful attention to security, and make sure the church can guarantee the safety of children of any age. Nursery and pre-school ministries should provide healthy and safe environments, and well trained and accountable staff and volunteer support. Greeters should be sensitive and helpful with young children, pregnant women, people with injuries or disabilities, and the elderly.

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, but make sure there is plenty of it. Supplement bulk food supplies with specialties from their homeland. Many live on fast food. Try to offer nutritional supplements and give away leftovers to take home.

*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		Transformational Worship		Coaching Worship
	Healing Worship				

*Expanding Horizons* worship as a family, although young children will probably leave worship for a Sunday school or children's activity. Since many in this segment are Roman Catholic, a traditional Mass will be celebrated. However, the Mass tends to be quite intimate and personal. Different Masses (or worship services) over the weekend may be less formal, and might be designed for or by different generations. They pass the peace with great familiarity. The prayers tend to emphasize personal intercessions for family and extended family, here and back home. People like to make eye contact with the priest or pastor as they share Holy Communion. The pastor or priest blesses children by name.

Worship is intended to communicate strength and hope. People want to leave with light hearts and optimistic attitudes. Music is often traditional and even old fashioned (in the way of their homeland). Occasionally it may be more upbeat with more contemporary rhythms. Special music may be provided by an ensemble with ethnic instruments and style. Ushers, liturgists, and musicians need not be experts, but they should be sincere and clearly give their best effort. Younger generations often pay more attention to musicians than clergy as role models.

*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	x	Generational
	Experiential		Topical		Peer Group

Children's Sunday school is important for *Expanding Horizons*. It intentionally supplements the religious customs and training that is done at home, and it also provides cultural continuity with the homeland. Children are usually gathered by age, and the diversity of classes may vary from year to year. Some printed resource approved by the church is used. These are often recycled over the years, and may be supplemented by the creativity and crafts of teachers. Volunteer teachers are often mothers and grandmothers, and one generation tends to apprentice the next rather than relying on formal training. The content usually focuses on a blend of Bible stories and doctrinal education (rather than contemporary issues).

Adult Sunday school may be more challenging to sustain. There may be adult Bible studies, and classes may form for short periods around a particularly urgent topic (like immigration, parenting, family finances, etc.) Adult education may be specifically targeted to those chosen for lay leadership in the church and include training to bring the elements of Holy Communion to hospitals and shut-ins or set church policy. Adult education classes may be intentionally conducted in English so that people can perfect the language reading familiar devotional or Bible texts.

*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

*Expanding Horizons* may not readily participate in small groups. Life is a struggle and work schedules can be daunting. When adults are not working, they like to spend precious leisure time with family. Many activities are designed by a smaller team of volunteers, but involve larger groups of families for sports, trips to the zoo or park, etc. These larger activities can include smaller clusters of men, women, teens, and younger children. Equip a leader to help these clusters to include prayer, sharing life struggles and spiritual victories, and discussion of scripture or major religious festivals.

Adults may find time for midweek small groups if the affinity is urgent, the location is flexible, and the time line is limited. Topics might address family, career, health, legal, or housing issues. These are often led by an expert from a local social service agency or church network. They may meet at the church or some other public location, but are less likely to meet in a private home or apartment. Time lines may be limited to 1-3 sessions.

*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		
Human Potential	X	X
Salvation and Human Destiny		

Churches that bless *Expanding Horizons* are often heavily engaged in diverse forms of outreach. These people are ambitious and want to get ahead, but struggle with low educations and poor training. Therefore, they appreciate any outreach that encourages personal development. Continuing education that builds life skills, or expands work capabilities and helps people get ahead are welcome. Programs for English as a Second Language (ESL) are common. Churches may provide tutoring to complete High School diplomas. Churches may build partnerships with non-profit, government, and business agencies to locate training opportunities in the church building.

*Expanding Horizons* may look on the church as a gathering place for all ages. Churches may provide coffee houses, internet cafes, and other kinds of drop-in facilities for adults and older youth, and recreational activities for children. 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; and also 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. People in this segment tend to be apolitical. They are less likely to advocate a cause or become active in a social protest.

**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	x	Modern	x	Classic Christendom
	Utilitarian		Postmodern		Contemporary Post–Christendom

*Expanding Horizons* like a church to look like a church with bell tower, main entrance, colored windows, and pews, center aisles, altars, fonts, and chancels. The symbols inside are classic images of Biblical events, church festivals, saints, and doctrine. The Stations of the Cross are prominent in Roman Catholic churches and well used. The style may reflect the preferences of the homeland or be contemporary and reflect the demographics of the neighborhood. Church sanctuaries may have an ecclesiastical look, but many churches have additional buildings or extensions that are strictly utilitarian. They house outreach ministries, day care facilities, and other multi-purpose space.

These churches are rarely high tech. At best they rely on older audio systems, and furnishings tend to be well used. Church buildings tend to be in a chronic need of fresh paint and repair, but they keep up with major maintenance and safety codes. They do pay special attention to security, particularly around classrooms and nurseries. Younger generations are increasingly going online and using social media. Churches might offer computer access to help younger church members seek jobs and improve their language skills.

*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 *Expanding Horizons* have low incomes, few investments, and little insurance. They try to shop locally and rely on cash. It is often difficult to make ends meet. 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. 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.

People in this segment may feel financially insecure and 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 based on Christian values and generosity, but which also helps them get out of debt, develop some investments, and establish good credit. *Heritage Heights* have taken, and will take, personal risks. They may be willing to invest money, time and energy in co-ops for food, housing, child care, and other practical missions.

**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	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 *Heritage Heights*. 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. Printed information from the church can be helpful, but keep the information in short bursts rather than long messages ... and use images or graphics to speed interpretation.

Despite low incomes, they are early adopters for technology and pay attention to email. *Expanding Horizons* are more likely to listen to the radio than watch TV. Churches can broadcast worship services or make community announcements; and denominationally funded advertising on major networks can also be effective (particularly emphasizing 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.