

Segment L41: *Booming and Consuming*

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

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Always take time to smell the roses and appreciate what you have*
 Spiritual Issues: *Feelings of regret, anxieties about meaninglessness and death*

Common Church Presence

- Medium size church
- Quality and variety in programs
- More local than denominational commitments
- Fellowship and harmony
- Reluctant to join committees
- Low-percentage giving



Potential Influence

Lifestyle Compatibility	Family Group L <i>Blue Sky Boomers</i>	Frequent Neighbors
C11 Sophisticated City Dwellers E19 Consummate Consumers E21 Unspoiled Splendor H27 Life of Leisure	L41 Booming and Consuming L42 Rooted Flower Power L43 Homemade Happiness	C12 Golf Carts and Gourmets J36 Settled and Sensible Q63 Footloose and Family Free Q64 Established in Society

General Comments:

Booming and Consuming have relocated from fast-paced city life and have settled in small towns on the edge of urbanization. They are tempted to join a large, resource size church on the beltway 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 may assume that the worship styles, educational methods, and groups they left behind are the same in the new church. This can sometimes cause friction between urbane newcomers and small-town residents, but they usually adapt and readily make friends. Some of these towns experience seasonal growth but they like to think of themselves as the *real* church community. While they celebrate a “friendly church”, their needs and expectations have priority over visitors and community diversity. 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 or parish priest and the intimacy of fellowship. They pledge to a unified budget, but they are cautious about joining committees. They participate in events but are shy about taking leadership. 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 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. They enjoy fresh air, recreation and leisure, and a relaxed pace of life.

Color Key	High Priority	Medium Priority	Low Priority
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High Priorities also marked with “X” for churches photocopying in black and white.

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

Traditional		Progressive		Radical	
x	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
x	CEO				Pilgrim

Booming and Consuming households have traditional, Christendom expectations of clergy. They assume that clergy are seminary trained and formally ordained. Clergy value the history and tradition of the local and wider church and collaborate ecumenically. These clergy are often in the middle of their careers, and may be working on an advanced degree in preaching, worship design, or pastoral care and counseling. While they are cautious about the speed of change, they are open to new ideas. Clergy need to be approachable, friendly, and rapidly responsive to the emergencies or needs of the members. The second most influential leader in the congregation is often the organist or choir director. The associate minister is usually an ordained generalist who shares visitation responsibilities but focuses on children and youth ministries.

People in this segment are dependent on paid staff for most of the ministries. They want to influence the choice for a senior pastor or priest. They often have strong opinions about staff job descriptions, curriculums, music and worship design, and programs or pet projects for which they are passionate. They like to influence the decision making of a church and tend to support the most senior board members. They generally prefer to retain authority but delegate responsibility. They expect clergy to be good administrators and fundraisers. Clergy need to have strong diplomatic skills.

Lifestyle Connectivity

Clergy must be excellent verbal and written communicators. They manage calendars well, offer interesting and relevant comments in church newsletters, and update members by phone and mail. They have little social media presence but may contribute to Facebook. Never let a cell phone distract from face-to-face conversation.

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		

Booming and Consuming people 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. 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!

Lifestyle Connectivity

Booming and Consuming value face to face fellowship. They are more likely to make a phone call than send an email. They are not very involved in social media, although they may participate in Facebook.

Worship Preferences Resource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

Traditional		Modern		Postmodern	
	Caregiving Worship	x	Inspirational Worship		Mission-Connection Worship
x	Educational Worship		Transformational Worship		Coaching Worship
	Healing Worship				

Booming and Consuming households 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. Churches tend to follow the Christian Year, and clergy often preach using the Common Lectionary. The Children’s Story in worship is a favorite element. 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. Some amplified equipment is used on special occasions. They prefer traditional anthems and often sing in choirs. Sunday morning may offer options for “traditional” and “contemporary” worship (the latter is less formal, with 20th century “praise music”). Holy Communion is important and celebrated frequently following the custom of the denomination. Emphasis is on the fellowship and the bond that links Christians together. It is particularly poignant on special occasions like Christmas Eve and Easter.

Lifestyle Connectivity

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”. Livestream worship may be a short-term necessity, but never a long-term option.

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. Older children remain in the worship as part of their “training” into “churchmanship”. *Booming and Consuming* are eager to hand-off responsibility (although not necessarily authority) for the future of the church to the next generation.

Lifestyle Connectivity

They rely on printed curricula. They may download additional educational or devotional resources from the internet to be photocopied. They may include DVD technology for video. Internet access is only important for the teens in the youth group. Teachers contact parents by telephone or mail rather than by email or other social media.

Small Group Preferences Resource: *See, Know, and Serve* by Thomas Bandy (Abingdon Press)

Leadership		Focus	
	Trained Leader	x	Curriculum Study
x	Rotate 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 flexible time management. Small group experience emphasizes building relationships and deepening friendships, and groups may stay together a long time. People tend to avoid confrontation 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, collections, 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. It may be an additional responsibility for the host or hostess. There is often some basic training to help leaders facilitate conversations, resolve personality conflicts, and offer intentional mutual support to one another.

Lifestyle Connectivity

Small group conversations are often extended in post-worship fellowship, large men's, and women's group meetings. Committees include significant fellowship time and often resemble small groups. Social media, texting, and email are often ignored, unless they are traveling or on vacation.

Outreach Preferences

Resource: *Strategic Thinking* by Thomas Bandy (Abingdon Press)

	Personal Need	Readiness to Volunteer
Basic Survival		x
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, potluck suppers, fairs, and large or small group opportunities as mission. 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 community. They want the church to partner with other civic agencies to ensure safety and security and provide opportunities for artistic expression. They are concerned about pollution and want to protect the environment. They will also support the rights and opportunities of women, peace and understanding between cultures, and give to a variety of charities. They also support intentional, but non-confrontational, forms of evangelism. They will share their faith, invite people to worship, and advocate traditional family values. 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.

Lifestyle Connectivity

Activities are highlighted in worship, advertised by mail, and coordinated by phone. Most people carry cell phones primarily to receive calls, but they may miss voicemail messages. They often need multiple reminders about fundraising events and service projects.

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

Booming and Consuming people 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. Landscaping is important. Lawn and gardens are well maintained. The property may include a columbarium or other memorial garden and fountain. 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. Modern technologies are supplemented by postmodern technologies. They use 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. If the church offers a nursery or day care option, the playground will be secure and upgraded with the best and safest equipment.

Lifestyle Connectivity

Youth rooms and offices have quality internet access, but router signals may not penetrate solid partitions. Hardware and software are up to date, but the church keeps hard copy records in filing cabinets. Storage space is often a problem.

Financial Preferences

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

Giving Target		Giving Method	
x	Unified Budgets & 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 conservative financial managers and maintain significant reserve funds for the church that are often designated for property maintenance or musical equipment. Keep debt low. They may support a capital campaign led by a professional fundraiser if they are convinced that it will help the church be more effective, but they are anxious the church might grow too large.

Lifestyle Connectivity

Many households will preauthorize withdrawals to fulfill their pledges and sustain cash flow. They are more likely to write a check than do an e-transfer of funds. Provide regular financial statements, and a detailed and audited yearend financial summary.

Communication

Resource: *Mosaic E-Handbook* by Experian

Communication in Daily Living				Communication in Church Participation				
Broadcast/Streaming TV	x	Direct Mail	Radio	Live/Recorded Video	x	Print and Paper	x	Announcements or Visits
Mobile SMS		Email	Social Media	Text Message		Email		Social Media

Booming and Consuming are late adopters for technology. They value print. They are apt to download church newsletters and other resources to save mailing costs but like to hold a resource in their hand. They 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.

Lifestyle Connectivity

They may go online for banking, research, or shopping, but churches will have a hard time reaching them through email or websites. They may use Facebook to communicate with distant family and friends. They may only use basic cell phones with limited coverage.