

**Segment P56:*****Midscale Medley*****Mature, middle income, single adults and families living in urban areas**

Resource: Mosaic 2021 by Experian.

**Religious Experience in a Nutshell**

Religious Perspective:

*God is good, and life will get better*

Spiritual Issues:

*Feelings of loneliness, anxieties about displacement and abandonment***Common Church Presence**

- Strong ties with church of their roots
- Irregular worship attenders
- Often connect with church in a time of crisis
- Can enjoy church-sponsored socializing
- Ready to help and generous beyond their means
- High respect for clergy

**Potential Influence**

<b>Lifestyle Compatibility</b>	<b>Family Group P Cultural Connections</b>	<b>Frequent Neighbors</b>
N48 Rural Southern Bliss N49 Touch of Tradition R66 Ambitious Dreamers R67 Passionate Parents	P56 Mid-Scale Medley P57 Modest Metro Means P58 Heritage Heights P59 Expanding Horizons P60 Striving Forward P61 Humble Beginnings	D18 Suburban Nightlife H26 Progressive Assortment K38 Modern Blend S70 Thrifty Singles

**General Comments:**

Religion is an important part of life for *Mid-Scale Medley*. The church provides continuity with family and tradition. 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. They work hard (sales, food service, personal support, construction, etc.), have low educations, and limited discretionary income. Yet their outlook on life is often surprisingly optimistic. They may worship irregularly but participate in church social and Bible study groups.

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 may try to take short cuts on the road to success (Bingo, lotteries, and casinos). They may over-extend credit. 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. These people often see themselves as free spirits, walking unconventional paths to success. Churches can do more than offer strength and belonging. They can offer programs for self-improvement, or that can connect them with social services and training programs.

<b>Color Key</b>	<b>High Priority</b>	<b>Medium Priority</b>	<b>Low Priority</b>
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*High Priorities also marked with "X" for churches photocopying in black and white.*

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

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

*Mid-Scale Medley* expect clergy to be very personable and approachable. Clergy are often considered 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.

Clergy are usually ordained but may also be certified lay pastors. They 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.

*Lifestyle Connectivity*

*Mid-Scale Medley* may be skeptical of clergy commuting from more affluent neighborhoods. They connect informally with pastors on the sidewalk and grocery stores. They may call at any hour if there is an emergency and look for the minister when in hospital.

**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		

*Mid-Scale Medley* 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.

These are unpretentious people who often hang out in bars or cafeterias. Fast food is a staple diet. 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. Offer 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. Supplement with occasional treats left over from yesterday's deli or bakery offerings. They also enjoy sampling food from other cultures.

*Lifestyle Connectivity*

Radicalize your hospitality. Serve refreshments all morning. Serve food with real plates, cups, and tableware rather than paper, Styrofoam, and plastic. Go further and create teams who can cook hot and healthy meals to supplement their usual diets. Provide leftovers to take home to supplement their weekly diet.

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

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

*Mid-Scale Medley* often gravitate to smaller or medium-sized churches with a worship attendance of 150 or fewer. Worship provides a sense of intimacy and belonging. The order of worship is 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. Some will worship in churches outside of their tradition, often motivated by personal struggles with addiction (gambling, alcohol, etc.). Highly experiential or transformational worship choices aim to bless people with a fresh start, a new beginning, and liberation from self-destructive habits.

The sermon is more motivational than educational. Remember that many of these folks have not completed High School. Avoid obscure historical references and use illustrations from real life experience. Sincerity and relevance are more important than theology and ideology. A sense of humor and eye contact help make the point. Start by making one point, illustrate it redundantly, and end with the same point.

#### *Lifestyle Connectivity*

They celebrate major Christian and civic holy days and holidays (Thanksgiving, Christmas, Mother's Day, Easter, Independence Day, etc.). Churches should emphasize these occasions with more music, food, and fellowship. They may watch televised services from large, multi-cultural churches on special occasions.

### Education Preferences

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

Form		Content		Grouping	
	Curricular		Biblical		Generational
x	Experiential		Topical	x	Peer Group

*Mid-Scale Medley* 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. Parents expect children to bring home completed work. Adult education is more experiential. 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 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".

#### *Lifestyle Connectivity*

*Mid-Scale Medley* read magazines rather than books. Educational resources are not demanding and focus on images with brief explanations or commentary. Supplement printed resources with DVD video.

### Small Group Preferences

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

Leadership		Focus	
	Trained Leader		Curriculum Study
	Rotate 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. 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 (recovery from addiction, loneliness, diet, and weight loss, etc.), or it may be a shared interest (learning a new skill, exploring a different culture, sports, etc.). The affinity often determines whether leaders need special training, or whether leaders can be rotated with simple instructions to manage discussion. Groups are usually short-term covenants, although those formed around a shared need or addiction may be very long-lasting.

*Lifestyle Connectivity*

Small groups are often an important entry point for new people into the life of the church. Leaders should intentionally model the core values of the church and articulate essential faith convictions. Small group participation is the most important way to build trust in the church. Generate trust face-to-face rather than through social media.

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

	Personal Need	Readiness to Volunteer
Basic Survival	x	x
Health and Wellness	x	x
Quality of Life	x	x
Addiction Intervention	x	
Interpersonal Relationships	x	x
Human Potential	x	x
Salvation and Human Destiny		x

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 from the community. 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. (Churches that use any form of lottery or gambling for fundraising should be cautious).

*Lifestyle Connectivity*

Churches shouldn't try to do everything. Discover some "leverage point" as a mission that will most bless the community and cause a cascade of beneficial things. This "signature outreach ministry" becomes the reputation of the church in the community and is a primary entry point into the life and faith of the church. The church website is built around the outreach ministry rather than the congregation.

**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* are not 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, stained glass, 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 prefer recognizable and traditional Christian symbols. Images of the cross, praying hands, open Bibles, descending doves are all rich symbols of grace. Few understand obscure, historic, or dogmatic images. Colored light and hard wood might be familiar, but it is increasingly restrictive.

*Lifestyle Connectivity*

Modern audio and video technologies are helpful, but not necessary. Worship preferences might lead them renovate the chancel area into a stage with greater potential for music. They may remove the pews for more experiential and participatory worship. Aside from the sanctuary, the most important room is the kitchen. Honor current fire codes, upgrade appliances, and provide lots of storage area.

## Financial Preferences

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

Giving Target		Giving Method	
x	Unified Budgets & 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 accumulate debt. They 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 participate in a traditional church stewardship campaign. They often make conservative pledges, and if there is extra money at the end of the year make one-time donations at Christmas. 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 necessary but seek denominational and government grants to support programs and offset overhead expenses.

### *Lifestyle Connectivity*

Churches often create a 501(c)3 non-profit to support their “signature outreach ministry”. This allows them to expand their donor base and apply for a wider range of grants and subsidies. It often allows them to hire additional staff. The church website may allow direct contributions to the outreach ministry.

## Communication

Resource: *Mosaic E-Handbook* by Experian

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

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. Use images or graphics to speed interpretation.

### *Lifestyle Connectivity*

*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).