

Group P: *Cultural Connections*

Diverse, mid- and low-income families in urban apartments and residences

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

- Church as an agent of social assimilation
- Religious traditions of the country of origin
- Respect for clergy
- Churches partner with non-profit agencies
- Value cross-generational programming
- Gravitate to a theology of hope



Potential Influence

| 1 st Tier Group Compatibility | Family Group P <i>Cultural Connections</i> | 2 nd Tier Group Compatibilities |
|---|---|--|
| O Singles and Starters R Aspirational Fusion S Thrifty Habits | P56 Mid-Scale Medley P57 Modest Metro Means P58 Heritage Heights P59 Expanding Horizons P60 Striving Forward P61 Humble Beginnings | H Bourgeois Melting Pot K Significant Singles N Pastoral Pride |

Communication

Resource: *Mosaic E-Handbook* by Experian

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

General Comments:

Cultural Connections are middle aged couples or single parents with children with lower incomes, living in urban neighborhoods with high population density. English is often a second language, and for very many of them Spanish is their primary language. Others may speak English but struggle to communicate effectively in job applications and government services. They all face enormous challenges, but for those who are immigrants their new lifestyle is almost always a big improvement. They all want to assimilate into mainstream American culture. The church functions as a means of social assimilation as much as spiritual support. The church is an important institution for segments in this lifestyle group on so many levels. It provides continuity with the old country, and a bridge to assimilate into new culture. It fills in the many gaps in the social safety net of the community and provides

relatively easy ways to build friendships. It collaborates with schools so that the *next* generation is even more stable and finds even more opportunities.

These households connect with neighborhood churches that offer worship and programs in multiple languages where they can interact with other American lifestyle segments. Many are Roman Catholic, with some Pentecostal and Evangelical, and a few mainstream Protestants. However, they may connect with more than one program, in more than one church, and are usually very respectful of more than one Christian tradition. They may worship regularly in one church, but attend a small group in another, or participate in an outreach ministry of yet another church. They generally respect clergy of all traditions as spiritual leaders and are pleased when leaders can communicate and offer resources in their primary language.

They combine faith in the goodness of God with optimism about the future. “Faith” and “flag” often go together. They are grateful for a country that protects religious freedom and human rights but can be frustrated and angry when that optimism is undermined by economic oppression or xenophobia. Their quest for God can be driven by feelings of loneliness: separation from distant family, alienation from other American lifestyle groups, and anxiety over the seeming absence of God. They may have a sense of abandonment or feel trapped by circumstances beyond their control. That means they are open to miraculous interventions or just count on good luck. Their faith is often motivated by a desire to experience the real presence of Christ as vindicator, promise keeper, and transformer. They are thankful for small blessings for themselves, and hopeful that their children will have greater security and opportunity. God opens doors and builds bridges of understanding. Their faith gives them confidence to work hard, take reasonable risks, and expect the best.

When North American church leaders think about the lifestyle segments that comprise this group, Jesus' parable of the "Great Dinner" may come readily to mind (Luke 14:15-24). The Kingdom of God is compared to a banquet to which the host invites immediate family and friends. When they all make excuses, the host throws the doors open to the disadvantaged poor and struggling masses. The “Great Dinner” is a celebration of inclusiveness, equality, opportunity, and cultural diversity.

Cultural Connections may not be very involved in politics, but they are passionate about justice, equal opportunity, and the American dream. They don't have much free time to volunteer for non-profits and can't afford to give much money to charity. Yet they tend to be generous with whatever time and talent they might have, and support outreach programs that provide the necessities of survival and resources to raise healthy families. They gravitate toward churches with strong social service and health care partnerships and may enter the life of a church through some “signature outreach ministry” that serves the wider community.

Word of mouth is probably the most important method of communication. 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 limit information to short bursts rather than long messages. Use images or graphics to speed interpretation. Use instant messaging to raise urgent needs or emergent opportunities for social action. Print and internet communication is fluently bilingual.

Cultural Connections tend to participate in churches that have a relatively low political profiles, but which are strongly engaged in local communities. They look for recreational and family fun options that are low cost and provide physical activities and fellowship. Team sports, potluck meals, amateur music and dance, an occasional trip to a zoo or park in the church bus, or a Bingo night are all simple ways churches can bless them. They also connect with churches that offer strong children and youth ministries. Clergy, staff, and volunteers are seen as role models and potential mentors for young adults.

Churches often develop faith-based non-profits, or support denominational initiatives like Catholic Charities, to gather and distribute food, used work clothes and work boots, household appliances and utensils, and refurbished furniture (beds, cribs, blankets, and toys). Churches often help people find and apply for jobs. Inexpensive day care or after school tutoring is a blessing. The most respected clergy of any tradition are those who can combine both spiritual wisdom and practical advice.