

Segment P57:***Modest Metro Means*****Middle-aged singles established in inner-city rental communities**

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 a source of strength
- Center of social life
- Spirituality and social status blur
- Volunteer for a good cause
- Often outspoken to express their views
- Bridge builders with anyone in need

**Potential Influence**

Lifestyle Compatibility	Family Group P Cultural Connections	Frequent Neighbors
M45 Growing and Expanding O52 Urban Ambition R67 Passionate Parents S71 Modest Retirees	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 K39 Modern Blend R66 Ambitious Dreamers

General Comments:

Modern Metro Means consider religion to be part their lifestyle, and church attendance to be a regular routine. 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 spiritually sincere, but leadership can be a means to gain social status. They don't have much time for church committees. 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. They are outspoken in community and church participation. They wrestle with a sense of economic entrapment and work hard in multiple jobs.

Churches can advocate fair-hiring practices and affordable housing. They work with other non-profit agencies in the city are active advocates for social justice. They often express interest in starting their own business and can be imaginative entrepreneurs as church volunteers. They can be assertive about human rights, but also extraordinarily compassionate toward others regardless of race or culture. Churches with progressive ideas and passion for reconciliation ministries attract their attention.

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	
	Caregiver		Discipler	x	Visionary
	Enabler		Guru		Mentor
x	CEO				Pilgrim

Modest Metro Means seek visionaries who can see the spiritual in the ordinary, and who share a dream that embraces the city and the world. They respect pastors or priests who have strong personalities and public images, but who are approachable by the average person on the street. 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 strong liberal attitudes toward social and economic issues but are diplomats who are open to all paths to achieve the great vision. These leaders are usually excellent administrators, fundraisers, and community organizers. They manage a church that operates 24/7, and that sponsors, hosts, or directly manages various social service and outreach programs. Clergy hire, train, evaluate, and fire both staff and volunteers with clear expectations for behavior and alignment to purpose. They often have experience or training as CEOs for non-profit and social service agencies.

Lifestyle Connectivity

Modest Metro Means 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. Clergy should check their smartphones regularly for messages and respond quickly. Send short, pithy, encouraging texts to members and community leaders.

Hospitality PreferencesResource: *Worship Ways* by Thomas Bandy and Lucinda Holmes (Abingdon Press)

Traditional		Modern		Postmodern	
x	The Basics	x	Multiple Choices	x	Take-Out
			Healthy Choices		

Modest Metro Means come to church in their best clothes. In part this is to honor the day, but they also 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 preschool ministries should provide healthy, safe environments, and high-quality staff support.

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

Traditional		Modern		Postmodern	
	Caregiving Worship	x	Inspirational Worship	x	Mission-Connection 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. The core values and essential beliefs of the church are very transparent. They emphasize human rights and respect. A feeling of trust and solidarity pervades the congregation. Music is often presentational and high quality (including Gospel, R&B, Blues, Jazz, Rap, etc.). Preaching is strongly rooted in scripture but uses illustrations from everyday life. The experience is very participatory, and people react or interject at any time during prayers, music, preaching, etc. Worship can be very motivational. Inspirational worship may sometimes motivate participants to advocate, participate, and support specific causes or social ministries. Worship often has a strong personal and social transformational nuance. People are expectant and spontaneous. They look for signs of the Spirit, and there may be a lay witness to share stories of personal redemption, spiritual victory, and lifestyle transformation. They celebrate local and regional mission accomplishments and the resulting positive social change.

Lifestyle Connectivity

Worship services are often recorded and uploaded to popular video platforms ... especially on special religious and civic holidays. It is more important for video to be authentic than professional. The emphasis is often on message and music.

Education Preferences

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

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

Modest Metro Means includes single parents who are concerned for the moral and spiritual development of their children. 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. They not only value Sunday school for its educational opportunities, but because it frees them to listen and interact as adults. Adults also participate in Sunday school. 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.

Lifestyle Connectivity

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 allow groups to bring "experts" into the classroom, and teachers generally facilitate discussion rather than present information.

Small Group Preferences

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

Leadership		Focus	
	Trained Leader		Curriculum Study
	Rotate Leaders	x	Shared Affinity

Modest Metro Means often prefer midweek small groups to Sunday school classes (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 (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 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.

Lifestyle Connectivity

Small group relationships and conversations continue in person intentionally and spontaneously. They are pursued online in some social media, but mainly through short bursts of instant messaging. Small group leaders should regularly check for messages and respond quickly to questions or concerns.

Outreach Preferences

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

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

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.).

There are often so many needs among *Modest Metro Means* that it is difficult for a small church to prioritize its resources. The church tends to function as a community center with programs seven days a week. These might especially include Christian daycare, 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.

Lifestyle Connectivity

They support major signature outreach ministry that expresses the big vision of the pastor and perfectly reveals the core values of the church. It is a 501(c)3 non-profit organization housed within the church building. The church website may be shaped around the outreach ministry rather than the congregation or denomination.

Facility Preferences

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

Property		Technology		Symbolism	
x	Ecclesiastical		Modern	x	Classic Christendom
x	Utilitarian		Postmodern		Contemporary Post-Christendom

Modest Metro Means is 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, pointed brick or stone, Gothic style windows, 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. Colored light and hardwood might be familiar, but it is increasingly restrictive. The church may rent space to social service agencies or community colleges. There may be meeting rooms for community use (12 step groups, single parents, craft groups, youth groups). They prefer recognizable and traditional Christian symbols. Images of the cross, praying hands, open Bibles, descending doves are all rich symbols of grace.

Lifestyle Connectivity

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.

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 *Modest Metro Means* have low incomes and few investments. Cash flow is often a problem. 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 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 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. They will 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". They can expand their donor base and apply for a wider range of grants and subsidies. It often allows them to hire additional staff who double as executive ministers for the congregation ... freeing the pastor to network in the community.

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
x	Mobile SMS	Email	Social Media		Text Message	Email	Social Media

Word of mouth is probably the most important method of communication for *Modest Metro Means*. 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

Information is shared through print and some social media, but coordination and encouragement of volunteers occurs through rapid instant messaging. Using texts to raise urgent needs or emergent opportunities for social action.