

Segment A06:

Jet Set Urbanites

Upscale singles and couples living high-rise fashionable lives, city style

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *Entitled spirituality*

Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying*

Common Church Presence

- Resource size churches
- Cross-cultural congregations

- Loyal to religious roots
- Open to dialogue

- Connect to a spiritual leader
- Support outreach ministries



Potential Influence

Lifestyle Compatibility	Family Group A <i>Power Elite</i>	Frequent Neighbors
E19 Consummate Consumers C13 Silver Sophisticates H27 Life of Leisure O54 Influenced by Influencers	A01 American Royalty A02 Platinum Prosperity A03 Kids and Cabernet A04 Picture Perfect Families A05 Couples with Clout	C13 Philanthropic Sophisticates B10 Cosmopolitan Achievers G24 Ambitious Singles O51 Digital Savvy

General Comments:

Churches may be challenged to reach and bless *Jet Set Urbanites*. These mobile, childless singles and couples and may be ill at ease in traditional “family” churches. They live in the urban core near educational and entertainment venues but may be uncomfortable with struggling urban communities. As a group they include many ethnicities and may be uncomfortable in racially or culturally homogeneous churches.

Churches that favor the performing arts in worship and support global social service projects are most likely to appeal to them. These churches often have clear, liberal social values, but question dogmatism and are skeptical of supernatural explanations. *Jet Set Urbanites* are highly educated, and often confident that education combined with political willpower can change the world. They sample and savor many world religions but are generally loyal to their Catholic or Protestant upbringings. Church membership may be important, but attendance and participation in a local church may not. They are more likely to connect personally with a visionary pastor or a social service leader than the church institution.

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	x	Guru		Mentor
	CEO			x	Pilgrim

Jet Set Urbanites travel in both the real world and the world of ideas. They often gravitate to spiritual leaders who have international experiences and multicultural backgrounds and cultivate cross-cultural images. They are knowledgeable about, and respectful toward, diverse Christian and other religious traditions. This leader is critical of both dogmatic religion and materialistic atheism, but willing to dialogue with anybody about spirituality. The pastor is usually well educated and studied or lived in different countries. Clergy may have a reputation for advocating liberal causes, and almost always a passion for fine arts and higher education. *Jet Set Urbanites* respond to big visions that are simultaneously cast internally and externally. Internally, they value leaders who can take them deeper in personal awareness and intimacy with God. Externally, leaders cast big visions for social, political, or environmental change.

Lifestyle Connectivity

They connect face-to-face, but mainly *follow* influencers through social media (especially blogs and streaming video). Gurus often combine spiritual intensity with the arts and see deeper meaning in all cultural forms. They are adept at sending content-rich emails and supportive text messages.

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

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

Among *Jet Set Urbanites*, Sunday morning is probably not the primary way people in this lifestyle segment connect with a church. If they are in town, and not at the health club, they may attend special events and celebrations. They may connect with churches that have coffee houses, pubs, and entertainment venues as part of their outreach. Occasionally they will seek out an ethnic church that has a notable guest speaker and will look forward to indigenous food and drink. The pastor or guest speaker should mingle with the post-worship crowd rather than shake hands at the door.

Jet Set Urbanites are careful about what they eat, but also consider themselves connoisseurs of good food. Avoid packaged and mass-produced foods. Keep it fresh and spicy. Serve wine or microbrews if your church's core values permit. Provide opportunities to donate to mission projects. The physical environment of hospitality resembles that sophisticated entertainment venues. However, they will accept some inconvenience if it is in a good cause. Parking isn't an issue since they probably don't own a car. However, safety will be an issue ... so make sure entrances and exits, walkways and hallways are well illuminated and safe.

Lifestyle Connectivity

Keep in touch through the internet. Invite them to special events that include music, drama, or visual art. Inform them of opportunities to donate to significant projects.

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

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

Among *Jet Set Urbanites*, Sunday morning worship may not be the primary way they experience the awesomeness of God or the real presence of Christ. If asked about profound spiritual moments, they are apt to describe an event from their travels or an intense moment of intimacy in their private lives. They may connect with church worship through a podcast, but they also can enjoy "low tech" worship when it is appropriate to the culture or mission field.

Worship is usually presentational with great performances and intelligent preaching. The best preaching communicates everything necessary in 10 minutes or less. Images and stories of the mission field abound. Create lots of links to explore and they will give generously to relevant outreach. Eucharist may still be important for people in this segment, even though they may be infrequent participants. They tend to gravitate to "cathedral" churches wherever they might be. They like to worship among cross-cultural communicants, and are moved by the beauty, sincerity, and mysticism of the sacrament.

Lifestyle Connectivity

Jet Set Urbanites have state of the art audio and video technology in home theaters and will watch online worship if it well done. They are more likely to watch special worship events that highlight religious music (Christmas, Easter, etc.). Highlight a social service or educational outreach program to which they can donate.

Education Preferences

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

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

Jet Set Urbanites are often empty nesters (and perhaps childless), and they are unlikely to worship as a family or bring grandchildren to church. A children's story in worship is not intellectually challenging and always disappoints. They probably won't attend a Sunday school class, regardless of the curriculum ... but they will make time for a special lecture or presentation by an expert guest (theologian, missionary, social service CEO, etc.) Topics are often about spirituality, ethics, or advocacy and are intellectually sophisticated. They are uncomfortable with dogmatism and willing to wrestle with ambiguities and probe mysteries. They may be economically conservative, but they try to live with openness and tolerance. They learn best in groups of their lifestyle peers, or in company with fellow pilgrims and seekers.

Lifestyle Connectivity

These people are well-educated and pursue lifelong learning. They will access interactive websites, watch video presentations on topics of interest, and follow blogs by experts or gurus. They may access a seminar or lecture that has been recorded at the church through the internet and appreciate email updates of upcoming events.

Small Group Preferences

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

Leadership		Focus	
x	Trained Leader		Curriculum Study
	Rotate Leaders	x	Shared Affinity

Jet Set Urbanites have trouble making time for small groups. If they participate, they may make time for groups related to music and the arts, and meditation and self-discovery and global. They may participate in groups that hold season tickets to orchestras or opera and gather for discussion in quality restaurants and wine bars. They usually prefer a designated leader who has experience and expertise in the topic. They bring opinions with them, ask intelligent questions, and challenge prejudice or ignorance.

Lifestyle Connectivity

Dialogue is great, but they may react quickly to perceived judgmental attitudes. Conversations may spill over into social media. Emails can be long, but rapid-fire comments are common as they use mobile devices.

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

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

Jet Set Urbanites are often interested in programs that help them live healthy, independent, productive lives. Self-actualization and cross-cultural exploration are important. They may participate in a small group that travels together, takes a cruise, explores unique environments, or samples varieties of music, food, wine, and literature. These people are adventurous in travel and often liberal in advocacy. They are more likely to espouse radical opinions and support controversial causes. Many will have more left-of-center political and ethical views but are always willing to discuss differences respectfully. *Jet Set Urbanites* are most likely to pursue mission through advocacy, fundraising, or political action. They will fund health clinics, fly emergency supplies to help disaster victims, and support scientific research to preserve a species or save the planet. They may be more likely to petition and lobby for important causes, than to march, picket, or work hands-on in the mission field.

Lifestyle Connectivity

Outreach related to education attract their interest, and they may connect with alumni events and contribute to special fund raising for universities or colleges (programs, building campaigns, and research centers). Information and giving happens online through digital newsletters or websites.

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

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

Jet Set Urbanites look for the sacred amid the secular. They are usually urban residents and may associate holy space with either 100-year-old ecclesiastical structures or very recent avant-garde architecture. Spiritual symbols may be more generic and connect with more than one religion. For example, one might see stained glass windows with illustrations of crystals, rays of light, or vines, or a juxtaposition of classic Christian symbols with very contemporary colors, media, and textures. Facilities that are remodeled often preserve antiquities, but incorporate new technologies to control light, temperature, and security. Great acoustics and sight lines are important. The facility makes an architectural statement, but it also houses first class technologies. Involve all the senses in worship ... and provide wireless internet access in all hospitality and meeting space.

Lifestyle Connectivity

The entire facility should be wireless and networked. Tasteful video screens in the worship center should link worshippers with the images, videos, music, and experts as needed. Technology involves all five senses (sights and sounds, but also taste, touch, and smell).

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

Giving Target		Giving Method	
	Unified Budgets & General Funds	x	Informed Philanthropy & Pledging
x	Designated Programs & Mission Projects		Lifestyle Coaching & Family Financial Planning

Jet Set Urbanites are choosy about their giving, and research potential giving targets thoroughly. They give to micro-philanthropies and special projects, but only if they are confident the money is well managed, and the managers are mission focused and trustworthy. They give to the unified budgets of church institutions as a second priority, usually in appreciation for sponsoring effective mission and encouraging profound spiritual insight. It may be the second priority, but they have the money to still give generously.

Positions on public policy often influence the financial support offered by people in this lifestyle segment. Money is a means of controlling the purposes and programs of the church institution, even though people in this lifestyle segment often like to appear as anonymous donors. *Jet Set Urbanites* are prepared to delegate authority for organizational and financial management to trusted leaders, but trust must be earned, and accountability must be frequent and consistent.

Lifestyle Connectivity

Many volunteers will choose to participate in administrative meetings online, and churches must have the best hardware and latest conferencing software. Provide detailed financial information online (password protected) and maintain highest security to protect confidential information.

Communication

Resource: *Mosaic E-Handbook* by Experian

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

Jet Set Urbanites may not be cutting edge when it comes to technology, but they quickly upgrade to new gadgets and media when it has been proven to be effective. Any form of social media (blogging, chats, and forums) come naturally to them, and they have accounts with popular social media companies. The church website should provide multiple links to mission leaders around the world, and to other mission partners, so that people can easily research and evaluate outreach. Churches need to maintain state-of-the-art interactive websites. Provide constant feedback about opportunities and problems and tell stories of successful outcomes.

Lifestyle Connectivity

Avoid too many "clicks" to browse a site. Include video and podcasts for worship and study. All church advertising should be by email or text message, but be sure to identify yourself and your purpose, lest the message be deleted quickly as spam. Unless the first line in any communication grabs their attention, they are unlikely to read further.