

Segment A04:***Picture Perfect Families*****Established families on the go, living in wealthy suburbs**

Resource: Mosaic 2021 by Experian.

Religious Experience in a NutshellReligious Perspective: *Entitled spirituality*Common Spiritual Issues: *Feeling lost or lonely, anxieties over aging and dying***Common Church Presence**

- Seek successful, growing churches
- Expect membership privileges
- Priority for religious and moral education
- Youth and young adult opportunities
- Searching for absolutes
- Rational Unsettled by unexpected

**Potential Influence**

Lifestyle Compatibility	Family Group A <i>Power Elite</i>	Frequent Neighbors
B07 Across the Ages B08 Babies and Bliss B09 Family Fun-tastic D15 Sport Utility Families	A01 American Royalty A02 Platinum Prosperity A03 Kids and Cabernet A05 Couples with Clout A06 Jet Set Urbanites	C11 Sophisticated City Dwellers C13 Philanthropic Sophisticates G24 Ambitious Singles O51 Digital Savvy

General Comments:

Picture Perfect Families tend to regard the church as an important partner in the social contract. They may find fellowship many places, but they value the church for its educational and social assimilation functions, continuity with history, and support for the fine arts. They are more likely to join an established church with a rich heritage and aesthetic sophistication. However, they also tend to be rationalists and expect religion to "make sense". They are wary of experiences of the Holy that seem uncontrollable or unmanageable, and suspect these experiences might be psychological phenomena. Some may be preoccupied by definitions of orthodoxy. Among others in this segment, scepticism about religion is growing.

Picture Perfect Families is among the wealthiest lifestyle segments. They tend to be social traditionalists. They are civic minded and care about the quality of life in their communities and morality of society. At the same time, they are self-indulgent, and may raise teenagers with a sense of entitlement. Their lifestyle makes them feel very secure, and they shy away from churches that question their financial priorities. If the church becomes too challenging, or too risk taking, they may drop out and move on. On the other hand, if their sense of security is broken by unexpected crises, they may turn to the church for answers to their questions.

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	x	Discipler		Visionary
	Enabler	x	Guru		Mentor
x	CEO				Pilgrim

Picture Perfect Families usually gravitate to churches with large resources. These may be mega-churches with lots of volunteers, or medium-sized churches with large resources. Either way, the senior pastor is expected to manage a staff of specialists so that the church offers a wide variety of high-quality programs that are especially relevant to all ages. They have an engaging personality or spiritual “gravitas” that holds the attention of young adults and parents. Members are often more loyal to the leader than to the institution. The senior pastor is usually a veteran career minister with a great reputation in the community and/or denomination. These leaders are often connected with ecumenical committees and universities. Aside from preaching, networking, and administration, these clergy are usually excellent teachers and highly committed to faith formation. They are available to mentor individuals to explore faith and discern personal mission.

Lifestyle Connectivity

Youth and young adults may migrate away from church into diverse personal spiritualities. Take initiative to connect with them via email and social media to offer advice and answer questions. Parents are often worried about the choices and lifestyles of children. Provide virtual resources and recommended links to gain correct information and shape perspectives.

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

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

Picture Perfect Families value privacy and protect their private space. Greeters and ushers need to be friendly, but more formal. They should never be pushy about seating, filling in the pews, or passing offering plates. A Welcome Center is important. Visitors are expected to take initiative if they want to be recognized, because no one wants to intrude or embarrass them. Refreshments are expected both before and after worship, but not necessarily during worship. Parents generally prefer healthy food alternatives, but their children demand a broader range of drinks and snacks. They have more patience to wait in line than other segments in this lifestyle group and are more likely to linger. Atmosphere is important. Make sure that there is ample space and comfortable seating options in a narthex or foyer, and in refreshment centers. Air quality and natural light are appreciated. Use meditative background music, and decorate the room with Christian symbols and visual art.

Lifestyle Connectivity

Text or email visitors within 24 hours welcoming them and focusing key education and small group opportunities. Invite them to join topical chat rooms or church social media networks. Recommend Christian reading and websites related to age, gender, and lifestyle. Respond quickly to email or voice mail.

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				

Picture Perfect Families value education and expect worship to have historic ties and doctrinal depth. Many couples in this lifestyle segment have university and advanced degrees, with dual careers in education, health

care, business, and technical professions. If they do not have liberal arts backgrounds, they still read broadly and are interested in ethical issues. They appreciate worship that is more predictable, often liturgical, and reasonably structured. Lectionaries and the Christian Year can be meaningful, although they appreciate sermons on relevant themes. Preaching is expository and worship is more presentational. If they have questions or feedback, they will express these later in person. Worshipers expect to leave on Sunday with food for thought and uplifted spirits. Awesome moments of meditation are welcome, and the best way to know the Lord is to "be still". Music can be in many genres, from many historical periods, but instrumentation usually includes organs, grand pianos, or classical instruments. The worship options are often described as "traditional" and "contemporary", and in Roman Catholic and Episcopal circles this may mean with or without sung responses. People in this lifestyle segment often prefer frequent celebrations of Eucharist and more ceremony around "passing the peace" and the offering.

Lifestyle Connectivity

Picture Perfect Families are "wired" households. They subscribe to movie or sports channels and are likely to have home theaters. These expectations extend to church worship. They will watch worship online but expect services to be productions managed by tech specialists.

Education Preferences

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

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

Picture Perfect Families believe Christian education is important. Although busy people, they *may* set aside time on Sundays for morning classes and evening youth and adult groups. However, the Sunday morning time slot for education is being replaced by more flexible, mid-week, and short-term strategies. Parents and children are interested in more interactive or experiential methods of education, but still prefer structured activities with some kind of foundational curriculum. The curriculum may be a blend of print, video, and internet, although youth are migrating away from print toward image-rich and interactive experiences. The content may be Biblical, or topics that include strong Biblical content, and is usually integrated with the Christian Year and preaching lectionary. Parents often empathize with issues and opportunities for teens. They support youth groups with volunteer energy and encourage mission trips within and beyond North America as educational and character-building experiences.

Lifestyle Connectivity

All generations are readers, but increasingly read digital rather than print resources. Provide abundant virtual resources through the church website, along with recommendations for reading and devotion that are consistent with church core values and beliefs.

Small Group Preferences

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

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

Picture Perfect Families manage their time closely. They may designate one evening of the week (often Wednesday) at the time for small groups. They prefer trained leaders, and small groups with clear timelines. Adults may still prefer curriculum (books, study guides) about scripture with strong historical, theological and/or ethical content, more reflective classes on theology or comparative religions. Teens and older youth are more likely to prefer action/reflection models in which social action and theological reflection reinforce one another.

The trend for small groups is away from strict Bible Study toward Biblically informed topical discussions. They will participate in affinity groups related to travel and exploration, music, and mission projects ... but still prefer a knowledgeable leader who interprets and applies Scripture, and can facilitate conversation, lead prayer, and mentor spiritual growth. Increasingly face-to-face small groups are combined with long-distance social media. They

may read blogs and follow influential people on social media. They are often influenced by life coaches who guide balanced living and holistic fitness.

Lifestyle Connectivity

Small group conversations are likely to continue using social media and should be monitored and guided by small group leaders. Adults and youth will interact with an expert or guru through blogs and videos, so provide recommendations that are compatible with church core values and beliefs.

Outreach Preferences

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

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

Picture Perfect Families are interested in both local and global outreach, and they have the money to support big visions *if they are highly motivated*. They like to have personal involvement, or regular updates, for the missions they support ... and often are attracted to micro-philanthropies and para-church activities rather than generic denominational programs. They are better "sprinters" than "long distance runners". Mission projects tend to be short term, and their attention span may be time limited as they move on to the next urgent crisis. They are particularly concerned about environmental issues, economic disparities, health crises, crime rates, etc. They readily support higher education and special education, and personally appreciate marriage enrichment, coaching for parenting teens, family Christian counseling, and other programs. They like to see immediate tangible benefits for outreach, and support survival ministries related to food, clothing, housing, and disaster relief. Hands-on involvement will often be through youth ministries or volunteering as a family. They may be interested in evangelism and concerned about salvation, but they are generally reluctant to be aggressive about it. They are ready to discuss the intersection of faith and civic affairs, but limited involvement in political advocacy.

Lifestyle Connectivity

They often participate in mission projects as families and are willing to pay their expenses to do some form of international mission or partner with another church among diverse American or Native American cultures. Coordinate and extend mission learning through all forms of social media.

Facility Preferences

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

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

How "churchy" the facility appears is mainly guided by the tradition in which the parents (and grandparents) grew up. *Picture Perfect Families* will gravitate toward more ecclesiastical facilities ... so long as they upgrade to more post-modern technologies. Christendom symbols undergird their more conservative moral and political viewpoints. However, parents are open to the latest electronic gadgets, alive to the power of video and image, and often share their children's fascination with gaming. People in this segment are on a quest for quality, and this implies readiness to upgrade technologies quickly. They will want the latest hardware and software in worship and education, but also in the kitchen, the office, and property security.

Lifestyle Connectivity

The entire facility, including worship center, should offer easy wireless internet access. Smart phones will be in constant use as members and visitors participate in any activity. Television monitors in fellowship areas may be tuned to different news, sports, or Christian media.

Financial Preferences

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

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

Picture Perfect Families are willing to be financially generous toward church institutional budgets. However, they also like to be selective about missions and educational initiatives, and they may neither understand nor appreciate demands to subsidize denominational overhead. People in this segment can give philanthropically to non-profit organizations and educational institutions, but they see financial management as just one piece of a generous lifestyle. They welcome any coaching they can receive about faithful, healthy lifestyles, and are more likely to make lifestyle adjustments to finance projects that are close to their heart. Adults in this segment participate in administration at school and church. They will attend meetings but expect them to make efficient use of time. They want quick access to detailed information, a clear platform to express their opinions, and effective methods to make decisions. They are often frustrated with traditional 19th and early 20th century church organizational models.

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

Picture Perfect Families will read print. Actual printed books and magazines are rapidly morphing into e-readers, but document and photo files are still important. Word documents should include hyperlinks to websites or other resources. Biblical material should be very interactive and cross-referenced with denominational literature and other reading matter. Email is very popular and a good way to communicate larger content and promote dialogue. Be sure to provide explicit information about sender or subject matter of emails so that the church or church program is identified. These folks are quick to send unwanted emails to spam. If you mark an email or text message "urgent", make sure you mean it!

Lifestyle Connectivity

Picture Perfect Families are "wired" households. They subscribe to specific movie or sports channels and are likely to have home theaters than go to theaters. These expectations extend to church worship. They will watch worship, participate in small groups, and learn from experts at home and expect high quality audio and video production. Churches should provide excellent interactive websites with multiple blogs, forums, and messaging. Regularly update resources for reading and devotions, images, and music.