

Segment C11:

Sophisticated City Dwellers

Wealthy boomer-aged couples living in cities and closed-in suburbs

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *It's the right thing to do!*
 Common Spiritual Issues: *Feeling lost, lonely, or discarded*

Common Church Presence

- Connect with moderate to liberal churches
- Favor personalized spirituality

- Regularity of attendance is seasonal
- Support advocacy and outreach

- Approach/avoidance to denominations
- Critical of bureaucracy



Potential Influence

Lifestyle Compatibility	Family Group C <i>Booming with Confidence</i>	Frequent Neighbors
E19 Consummate Consumers E21 Unspoiled Splendor J34 Suburban Sophisticates L42 Rooted Flower Power	C11 Sophisticated City Dwellers C12 Golf Carts and Gourmets C13 Philanthropic Sophisticates C14 Boomers and Boomerangs	A02 Platinum Prosperity B07 Across the Ages D18 Suburban Nightlife O51 Digitally Savvy

General Comments:

Sophisticated City Dwellers generally have a more global than local perspective, with a high sense of well-being. They have planned lifestyles, are relatively liberal, and tend to connect with moderate or more liberal churches. They include the first wave of baby boomers who have an "approach/avoidance" relationship with the church. As an ecclesiastical institution, the church has been part of the establishment and status quo against which this generation rebelled, but they have always had a high interest in spirituality. They explore a variety of religions and philosophies. In their later years, they have tended to lose interest in radical ideas. Many former protesters have become conformists in society. Some returned to the church for a second period of experimentation. Once again, many of them became frustrated with bureaucracy and dogmatism, and drifted away once more.

They are still passionate about various social and political causes and tend to gravitate to churches that behave like non-profit social services. They consider themselves "spiritual persons" and are open to liturgical experimentation. They value the visual and performing arts in their practice of faith. Religion is mainly a personal matter, but they have a sense of duty to care for the world. Their choice of churches is eclectic. They may shop for churches, and often participate in more than one church (or faith-based organization) at a time. Religion, however, must still be balanced with their personal interests, health issues, grandchildren, travels, and careers.

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	x	Visionary
	Enabler		Guru		Mentor
	CEO				Pilgrim

Sophisticated City Dwellers look for visionary leaders in politics, social reform, and the church. Spiritual leaders may or may not be certified church pastors, but they need to have a citywide, regional, or global purposefulness that is both spiritual and practical. Spiritual leaders discern "common denominators" of faith, trace a moral imperative through diverse cultures, and provide workable solutions to problems that cross racial, economic, and cultural boundaries. They can separate the essentials of faith from the tactics of any given institution.

Many of these people consider themselves "seekers" rather than "church members", and may not know basics of Christian history, scripture, religious practice, or theology. They look for a leader who can help them grow holistically. Many have again become disenchanted with the established church and are experimenting with alternative forms of Christian community or broadly spiritual worldviews. They are often attracted by innovative "out-of-the-box" leaders.

Lifestyle Connectivity

Leaders are expected to be more than competent with word processing and spreadsheets using the latest software. Sermons are always available online. They sustain a regular blog (which is apt to be far more influential than the sermon.) They communicate with ministry partners and members primarily through email and are active in social media. Nevertheless, *Sophisticated City Dwellers* are turned off by clergy addicted to cell phones.

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		

Sophisticated City Dwellers value personal relationships, conversation, and sincerity. Greeters must model the core values and beliefs of the church. They should be ready to demonstrate friendship with warmth and judicious embraces. Always introduce visitors to a church leader personally and provide clear directions. These people seat themselves and choose the best sight lines and acoustics. Printed handouts help them focus and meditate.

Sophisticated City Dwellers like to dine out, enjoy gourmet foods, and sample foods from a variety of cultures. Churches provide excellent choices for specialty coffee, tea, and juice ... along with high quality deli-style foods. Be sure to include vegetarian and decaffeinated choices. These people are often impatient with long lines, so deploy multiple serving stations. They are increasingly health conscious, so provide a variety of high fibre or vitamin rich foods. Provide natural light. Recycle!

Lifestyle Connectivity

These people treasure personal contact and are eager to see, touch, and converse directly with friends and acquaintances. They tend to be frustrated with pandemic restrictions that limit hospitality. Since relationships are often more important than liturgy, interest in online worship tends to wane over time. Clergy and church staff should assertively invite them into small group chats online to maintain a personal connection.

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				

Sophisticated City Dwellers approach worship as an extension of private devotion. Worship preferences can be eclectic and may change week to week as mood or sense of urgency change. They look for worship that is both inspirational and educational. They want worship to awaken deeper sensitivity to God in their daily lives and encourage optimism for the future. Preaching is less about expositing scripture, and more about resolving ethical dilemmas and spiritual ambiguities. Worship is not a classroom of students with a teacher who knows all the answers. It is a gathering of seekers who can receive guidance from someone a little further along in the spiritual journey. Eucharist can be very meaningful to people in this segment as a mystical event. Incarnation is powerful and intimate, but people in this segment are less interested in the doctrinal or dogmatic aspects of the liturgy.

Worship is a combination of artistic expression and executive seminar. They may attend with their grandchildren (although not their children), and the Children's Story is important. They like to participate through applause, and occasionally enjoy the opportunity to ask questions of the speaker. Music is very important, and people in this lifestyle segment are open to many genres and instrumentations. Choirs and bands are both welcome, and music directors need to be versatile and professional.

Lifestyle Connectivity

Sophisticated City Dwellers watch live stream worship primarily for the message and the music. If the sermon is boring or uninteresting, they are apt to go for coffee and return for the anthem. They may combine virtual worship with some other spiritual practice or meditation which may also be resourced online. The longer worship remains virtual, however, the more likely they are to drop out of church. They often customize personal spirituality through music from digital sources.

Education Preferences

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

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

Sophisticated City Dwellers believe that the youth are the future of the church, but their churches are often notable for the "missing middle". They tend to be accompanied by their grandchildren and think of themselves as the grandparents of all the children. Sunday school for K - 6 is more important than nursery or preschool. Children's Sunday school tends to be experiential (rotating groups of children through learning centers with crafts, songs, puppets, stories, etc.) There may be a theme for the month. Topics tend to be related to moral behavior, lifecycle questions, and ethical problem solving. Scripture supplements, but may not be central, to the teaching strategy.

If adults participate in Sunday school, classes resemble small affinity groups. Book studies are commonly about social issues, public policies, or ethical dilemmas. Bible Studies tend to explore socio-economic history or comparative religions rather than doctrines. People come and go as their travel, vacation, and family plans allow. However, they usually stick with one group for an extended period.

Lifestyle Connectivity

These households believe in life-long learning (partly because they tend to have long-time residence and church memberships). They accumulate knowledge from many sources within and beyond the church ... and increasingly through the internet, reading e-books, or listening to audio books. They take courses online and may participate in chat rooms. Once a primary market for print books from denominational publishing houses, they are more likely to order eclectically online.

Small Group Preferences

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

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

Midweek small groups are attractive to *Sophisticated City Dwellers*. They are enthusiastic about personal growth, value interpersonal relationships, and learn through dialogue. Acceptance is an essential core value. Most groups gather around a shared interest, hobby, or enthusiasm (and occasionally around a shared need, health issue, or urgency for addiction intervention). The largest part of each gathering concerns fellowship and conversation and often involves food. Prayer and Bible reading may be less important. Small group leadership is usually rotated among the members of the group, since each participant has high self-esteem and something to contribute. They often include video or speakers. Hosting is very important and may require training. Once they joined long-term Bible Study programs using comprehensive curricula. Today groups tend to be short-term or seasonal. Some groups may orient around a cruise or a mission trip.

Lifestyle Connectivity

These households are active in social media, but more to interact informally with extended family and friends than for serious learning. The high value placed on personal, physical presence leads them to prefer face-to-face gatherings. They will join online if they are concerned about catching or spreading a virus. They use video conferencing software but are generally not very advanced using all the tools.

Outreach Preferences

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

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

Sophisticated City Dwellers can be very externally focused. They frequently volunteer in churches, non-profit social services, and health care agencies. Many will serve on the boards of service clubs and agencies. They are especially generous toward university alma maters and participate in alumni gatherings. They are active for human rights, peace, environmental causes, and support medical research. However, the church must work harder to compete with these other institutions to receive their attention because people in this segment are turned away by waste, unnecessary bureaucracy, and denominational policies that are exclusive. People in this lifestyle segment are generous with time and money ... but not necessarily sacrificial. They tend to shape outreach activities around their ongoing lifestyles but do not dramatically compromise their standard of living for the sake of mission. Always emphasize how mission can bring them personal fulfillment, as well as measurable benefits for society.

Lifestyle Connectivity

Outreach is cooperative, and these people often use social media, websites, and conferencing software to attend board meetings, encourage mission workers, support grandchildren away on mission trips, or track investments and expenses. They donate to a variety of charities via internet and may follow theological or ideological debates through the denomination's website.

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

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

Sophisticated City Dwellers value people more than property. Facilities convey core values more than bedrock beliefs and combine beauty and utility. Worship centers are comfortable. Chancels tend to be contemporary and minimalist, so that musical ensembles, chancel dramas, and liturgical dance performances, and children's stories can be easily accommodated. Amplify the voices of children.

Architecture is tastefully spiritual. The cross will be common, but images of nature are welcome. Colored windows may be designed by local artists. Altars (communion tables) and baptismal fonts tend to be more contemporary and handcrafted. Bibles, bulletins, and other hard copy will still be used. The spoken and written word will still be more important than images. Excellent acoustics and sound systems will be more important than LCD screens and PowerPoint slides.

Lifestyle Connectivity

These people tend to be slow adapting technology – especially in the church. Technologies still tend to be modern. Although worship is often presentational, people in this lifestyle segment tend to associate video technology (from LCD screens to video clips) with "mere entertainment". Internet may be accessible in offices and some classrooms but is often unreliable in sanctuaries and halls. Cell phones are expected to be silent during worship, although it is common for grandparents to record videos of baptisms.

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

Lingering institutional distrust, combined with anxieties over potential bureaucratic waste, means that people in this segment are cautious about unified budgets. They prefer to organize church finances into distinct capital pools and mission projects so that they have the option to designate their giving. If they like the mission results, they will give extra money to the operating budget of the church. Their practice of stewardship is often a tension between the desire for professionals to do ministry, and how much they are willing to spend on personnel.

Some in this lifestyle segment prefer to receive detailed information about financial needs and outreach possibilities, and then decide the amount of their pledge. No personal visit is required or wanted. However, many in this lifestyle segment look forward to the relational aspects of a stewardship campaign. They like to talk personally with the ministry area leaders, dialogue about ministry goals and expectations. Giving is motivated more by the credibility of leaders than actual financial needs. Year-round fundraising strategies are important to sustain interest.

Lifestyle Connectivity

Sophisticated City Dwellers commonly authorize automatic withdrawal to give to the church, but they are less likely to arrange e-transfers for special fund raising and prefer a paper check. They may use debit or credit cards to give money to outside charities. They usually rely on brokers to manage investments, although increasing numbers use the internet to explore stock options or evaluate charities for potential investment.

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

Expectations in church are often a bit old fashioned. The methodology of printed bulletins and newsletters, and the need for verbal announcement, have a certain “sacred” meaning. Church databases are mainly comprised of postal addresses rather than email addresses.

Lifestyle Connectivity

Physical library space is being replaced by expanded hospitality space. More and more people prefer email communications and digital newsletters. Websites still tend to be static (information only), but there is higher demand for them to be regularly updated. General social media like Facebook are commonly used to promote fellowship and build relationships.