SEGMENT G24: STATUS SEEKING SINGLES

Mission Impact…Focusing your heartburst for the people around you

Younger, upwardly-mobile singles living in mid-scale metro areas leading leisure-intensive lifestyles

Resource: Mosaic by Experian

Status Seeking Singles is part of the Lifestyle Group G (Young City Solos). Please refer to the description of Group G for the larger context of this segment’s potential relationship with the church.

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<th>Religious Perspective:</th>
<th>&quot;Spiritual Truth is buried beneath an avalanche of religious hypocrisy&quot;</th>
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<td>Key Behaviors:</td>
<td>Web Savvy, Self-Indulgent, Ardent Social Activism</td>
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<td>Strong Impressions:</td>
<td>Inclination &amp; Attitudes: Global, Progressive, Fulfillment</td>
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<td>Mood &amp; Values: High Practice of Altruism and Giving, High Entertainment Activities</td>
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Comments:

You will find Status Seeking Singles wherever there is a concentration of people optimistically climbing the corporate ladder. These unattached, 30-40 year old singles are well educated and already have lucrative jobs. They like to advertise their success with luxury cars, the latest cell phones and electronic gadgets, and designer clothing from high end retail stores. On the other hand, the singles in this segment are ultra-liberal in their social values, with a progressive global outlook. They are constantly linked to the internet and well aware of what is going on in the world.

These people are largely indifferent to the church as irrelevant, although they may not be hostile. They may support churches with a strong social conscience, or which emphasize non-profit agencies to protect the environment or advocate for human rights, but they will rarely consider membership or worship attendance. A few may be attracted to churches that celebrate a "Gospel of Success", or to religious organizations associated with celebrities.

They are generally optimistic, with high self-esteem, but can easily be unsettled by unexpected illnesses or tragedies. They are driven to keep fit and healthy, partly because beauty gives them status, but partly out of fear of disease. Churches that consider spirituality to be part of holistic health may be attractive to them, but they will also expect members and leaders to model health and physical fitness in their lifestyles. They tend to be uncomfortable around unhealthy, unkempt, or unruly people who seem like social or economic failures.

Theoretically, these people are very liberal in their outlook and advocate for human rights. However, they are less likely to join a protest march, and more likely to organize a major entertainment venue to raise money for charity. They will give to charitable causes, especially environmental concerns, and especially if their gift is seed money to be matched by other grants. Their liberal social views, and the potential of any church involvement, may be obscured by their self-absorption and pursuit of personal fulfillment.
## Relevant Ministry Choices:

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<th>Leadership</th>
<th>Hospitality</th>
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<td><strong>CEO, Pilgrim</strong></td>
<td><strong>Healthy Choices</strong></td>
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Successful people like to be around other successful people. The pastor demonstrates his or her success by being an expert program manager, staff overseer, and fund raiser. He or she is often experienced in non-profit organizations, and may well function as the director of a social service as well as pastor to a church. The pastoral load may be small, because the congregation may be small. Most of his or her work may be dedicated to the faith-based non-profit agency. His or her income may be primarily subsidized by a grant (with the pastoral work as an aside), or as a stipend left from a large legacy or investment fund that also maintains the church.

This pastor must demonstrate their spiritual credibility. This does not depend on preaching or small group leadership, but on their personal faith journey. The pastor often talks about faith as a journey, and may personally have traveled in different cultures and participated in different religious practices. They have a strong ecumenical and inter-religious reputation, but may or may not have an advanced degree in theology. The pastor has a reputation for liberal causes and prophetic ministry.

**Healthy Choices**

Church attendance will be a considered and motivated choice, rather than a casual desire to explore a religious experience. People in this segment may leave their luxury vehicle at home and take public transportation. They come to worship with similar expectations as coming to a concert. They expect a respectful welcome, but anything too hearty may put them off. Early refreshments are unnecessary, but if the worship service had a coffee break in the middle, it would be appreciated. Refreshments following worship should be healthy: fruits, vegetables, grains; excellent coffee, herbal tea, real cream, etc. An evening service or special occasion worship should include wine and cheese (if the core values of the church permit it). Be sure to recycle and avoid environmentally unfriendly items.

The environment for refreshments is important if you want them to linger and engage in conversation. The hall is often architecturally significant, and may include stained glass windows. Provide several serving stations and avoid lines. Offer plenty of space for conversations. Do your best in an older building to provide wireless internet and cell phone access. LCD screens with BBC or CNN news is helpful, along with computer images of mission work sponsored by the church.
### Relevant Ministry Choices:

#### Worship

**Mission Connectional, Inspirational**

The relatively affluent single adults in this lifestyle segment participate in, and contribute to, visual and performing arts groups. They come to worship as they would a concert or art gallery. They expect very high quality performances in music, dance, or drama ... and environments that are rich in color and sophisticated images that may be computer generated or embedded in the architecture. These are optimistic people who seek further inspiration; and these are people with high self-esteem to assume that they deserve the best. They will have a hard time distinguishing between entertainment and worship, and between the emotions precipitated by fine art and the movement of the Holy Spirit.

Worship must have a strong connection with mission. If there is a speaker, the message is about mission work, the rationale for mission work, or success stories from the mission field. The sanctuary, old or new, incorporates screens that are linked to the internet. This allows for real-time prayers with mission teams abroad, live interviews with mission partners, and even limited dialogue between worship leaders and missionaries. Mission leaders and teams may be commissioned during the worship service.

#### Education

**Experiential, Topical, Peer**

These are not strong advocates of Sunday school or Christian education. They do not have children for a Sunday school, and are not particularly empathic toward children (although they are strong advocates for children's rights). As adults, they are less likely to participate in Bible study, although they may be attracted to a study of comparative religions, the sociology of religion, or the politics of religion. They tend to blame religion for much of the conflict in the world, and worry that religion is an obstacle to peace.

They may be interested in guest speakers or special seminars and current events and relevant topics (e.g. the environment, world peace, equality, economic justice, and so on). Well known speakers and experts attract their attention, and they will come to hear them face to face. (Video of speakers is much less attractive, since that can be accessed through the internet in their own time).
## Relevant Ministry Choices:

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<th>Small Group</th>
<th>Outreach</th>
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<td><strong>Rotated Leaders, Affinity</strong></td>
<td><strong>For Themselves</strong>: Interpersonal Relationships</td>
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<td>People in this lifestyle segment may be disinclined to interrupt their night life and personal activities for small groups. They will prefer short term ... even one time ... events with affinities related to the arts or to socio-environmental concerns. Small groups should introduce them to important people, or result in the advance of some mission project. Devotional aspects will usually seem irrelevant. People in this segment like to be seen, and they like to be seen associating with successful leaders, progressive causes, or avant-garde activities. These capable young singles often organize groups themselves, so leadership can be rotated with some confidence. Their peer group will hold them accountable for high quality, respectful relationships, and political correctness.</td>
<td><strong>For Others</strong>: Any Worthwhile Goal except Human Destiny</td>
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<td>These singles have intentionally delayed or avoided marriage in order to advance their careers and enjoy their freedom. However, they are still very interested in any outreach activity that helps them meet and mingle, test new relationships and explore old ones. Any cause may capture their interest, anywhere around the globe (survival and disaster relief, addiction recovery, health and pandemic threats, environment and quality of life, etc.). The only outreach concern that definitely does not interest the relates to evangelism, questions about personal salvation, and human destiny. They tend to oppose outreach ministries that include intentional faith sharing or any hint of proselytizing.</td>
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### Small Group
**Compelling Issues:**
Much of the interpersonal relationship-building associated with small groups will happen after the group meeting, as friends and new acquaintances follow up with each other in local bars, cafes, and social networking.

### Outreach
**Compelling Issues:**
Environmental causes are particularly important to people. They like to plan or participate in major entertainment venues in order to raise consciousness or money for environmental issues.
**Relevant Institutional Strategies:**

### Property and Technology

**Utilitarian, Contemporary, Postmodern**

*Status Seeking Singles* are more engaged with the internet than almost any other lifestyle segment. They avoid "fixed" or "wired" environments, in favor of more flexible and/or digital space. The best worship space will seem like a dramatic theater in which the stage can be transformed into any environment; or like a science fiction "hologram suite" that can be digitally shaped in all three dimensions. If they connect with urban church facilities, however, it is the artistic or architectural style and sophistication that will attract them.

Inside, classic church structures must be renovated and changed to accommodate video screens and create excellent acoustics. Go to any lengths to make facilities wireless, and to promote easy cell phone access. Create multiple refreshment centers with microwaves and espresso machines, and create conversation areas with natural light and lots of plants. For example, inner courtyards can be enclosed in glass to create an arboretum environment that appeals to their social conscience, and provides inspiration and serenity.

### Stewardship/Financial Management

**Designated Giving, Informed Philanthropy**

These affluent singles with discretionary income are already successful in managing their personal finances. They are skeptical of church financial priorities, and reluctant to give to unified budgets. They are even more reluctant to give to denominational mission funds because such a high percentage of the budget seems to be diverted to overhead and bureaucracy. These people demand to see real results for the dollars they spend.

These people prefer to give to designated targets, and are increasingly drawn to micro-charities that focus on one thing and do it well. They want detailed information about income and disbursements, and are particularly concerned that churches place extra funds in ethically sound investments. Any investment that might even indirectly support tobacco, big oil, or other environmentally suspect corporations is taboo. They are not likely to participate in any traditional stewardship program, and the very term "stewardship" may be foreign.

### Compelling Issues:

**Property and Technology**

These people like to be seen with the latest, trendy gadgets ... and they like to be in environments that encourage their use.

**Stewardship/Financial Mgmt.**

People in this segment like to personally meet with the CEO's of outreach projects or micro-charities to which they donate.
Relevant Institutional Strategies:

**Communication**

**Internet**

The internet is a way of life, and infuses every aspect of their lifestyle. They will spend a great deal of time on line ... learning, viewing, surfing, blogging, networking, and banking. The best way to reach them is through social networks. They will keep up to date with many blogs, and the pastor and church staff should blog often and constantly text. Links to arts and social justice projects and networks are prized.

They will look for a church with a sophisticated and interactive website. Update the calendar weekly, and update news about mission daily. Provide lots of video and still images, but archive them and replace them with new material regularly. All events should be recorded for podcast. Everything should be free ... unless you are specifically raising funds for a particular outreach project.

**Compelling Issues:**

Let the church website become a hub that links visitors with innumerable other sites related to the arts and social justice life of the community.

**Resources:**

- **Really Relevant (and) Always Faithful: How Churches and Ministries Target Mission in an Explosion of Diversity** by Thomas G. Bandy (Available through Amazon)
- Download the **MOSAIC Guide** from Experian
- Explore the **Interactive MOSAIC Guide** from Experian

Download resources for your mission field through [www.missioninsite.com](http://www.missioninsite.com).