

**Who are DPC's neighbors?
What do they think about religion? How do churches reach them?**

In our New Beginnings Assessment Report (specifically pgs. 17-21 & Appendices C & D) we have a considerable amount of demographic information to consider, particularly about the top 3 MOSAIC groups in DPC's geographical study area¹.

On handout #3-2 there is a reference to MOSAIC "description guides" provided on the Mission Insite website.^{2 3}

These MOSAIC descriptions add to our data pile but these have a particular focus on *the attitudes about and toward religion* of our top 3 groups. They also suggest *relevant ministry choices* for reaching out to those groups.

As explained on p. 19 of our Assessment Report, the top 3 MOSAIC lifestyle segments in the study area around DPC are:

- 1st O54 Striving Single Scene (a segment of Group O, "Singles and Starters")
- 2nd G25 Urban Edge (a segment of Group G, "Young Solos")
- 3rd R67 Hope For Tomorrow (a segment of Group R, "Aspirational Fusion")

(Note: our 4th and 5th largest groups are O52 & G24 respectively. Information on Group O and Group G also applies to them.)

If you feel overwhelmed by so much data (!) what follows below is a **very** brief snapshot of the Mission Insite descriptions of our top 3 demographic neighbors.

O54 The Striving Single Scene

Young singles starting out, & some starter families, in diverse urban communities.

Religious Perspective: "Looking for heroes of faith"

Key Behaviors:
High energy
Contagious enthusiasm
Online
Music soundtrack in the background

Strong Impressions:
Progressive
Sociable
Fulfillment

¹ See map on page 18 of the assessment report.

² <http://missioninsite.com/missionimpact-guide/>

³ The full descriptions of Groups O, G & R and Segments O54, G25 & R67 are also available here: <https://www.dropbox.com/home/New%20Beginnings/DPC%20Session%203%20materials>

High drive for affluence
High pursuit of personal growth

O54 contd./

Worth highlighting:

- ❖ Relationships with friends are extremely important
- ❖ Relationship with a credible spiritual leader is often key to awakening their spiritual interest... Christian religious leaders that are credible to this group tend to be allied with a great cause, radically accepting of all cultures and lifestyles.
- ❖ Churches that do reach segments in lifestyle Group O tend to be small, mobile & adaptable. They are not limited by high overhead for property or personnel and are very creative in their programming. These churches may be good at rapidly initiating creative ideas... but they are even better at decisively terminating ineffective tactics. They aggressively eliminate their “sacred cows” and are very clear about their “sacred essentials”.
- ❖ These people often do not even consider looking for a good church. However they are looking for “heroes”. Clearly this is a challenge for traditional churches and clergy. These people have strong instincts for detecting hypocrisy yet this challenge can be addressed. People in this group respond very positively to spiritual leaders like Pope Francis or Christian leaders who lead political, environmental, social and economic movements that change the world.

G25 The Urban Edge

Young and middle aged singles living active and energetic lifestyles in metropolitan areas.

Religious Perspective: “Spiritual truth is buried beneath an avalanche of religious hypocrisy”

Key Behaviors: Web savvy
Self-indulgent
Ardent social activism

Strong Impressions: Global
Progressive
Fulfillment
High practice of altruism and giving
High entertainment activities

Worth highlighting:

- ❖ Attitudes towards the church usually range from indifferent to hostile. Spirituality may be of some interest but this group tends to be rationalistic and highly attuned to any whiff of hypocrisy... God or Spirit may exist but authentic spirituality is hidden behind or underneath religion.

- ❖ Some may have personal history regarding religious abuse.
- ❖ Have a very strong social conscience and a high standard of ethical behavior. It takes a great deal of work to establish credibility with this group and credibility can be lost very quickly.
- ❖ They may connect with the church on certain conditions: The pastor or spiritual leader must be of high moral character, particularly passionate about equality and human rights, must respect other faiths, and may be ambiguous about God in the goal of history.
- ❖ They may connect with a church strongly connected to social causes
- ❖ The aesthetic side is also important to people in this lifestyle segment. If they connect with a church, it may be with a church with artistic expressions.

R67 The Hoppers for Tomorrow

Multi-cultural, low-income singles and single parents living in urban locations and striving to make a better life.

Religious Perspective: “If you happen to meet God, tell him I need a break!”

Key Behaviors: Unmarried
Often overwhelmed
Apathetic but dreaming big

Strong Impressions: Indulgent
Spontaneous
Self
Low commitment to career
Desire to broaden horizons
Sense of well-being

Worth highlighting:

- ❖ This group may avoid the church because they fear their children may be indoctrinated and their lifestyles judged. When they do connect with the church it is often through an outreach ministry, like day care, food pantry or emergency help.
- ❖ Faith may still be important for this group... they are looking for hope and are hoping to get a break. They can blossom in an atmosphere and genuine acceptance, practical support and optimistic attitudes.
- ❖ While they may show up at a worship service they may really want to access social services and this seems the less stressful way to do it. They are less likely to come to worship for the sake of the worship service itself... and are apt to leave early, abruptly or immediately once it is over.
- ❖ The churches that are most successful at reaching people in this group tend to be very committed to social services. They provide programs to help people survive, and often help people complete high school education, or find specialized training for a future career.⁴

⁴ These supplemental notes were prepared by Sonua Bohannon & Cary Gibson.