

Segment L43:***Homemade Happiness*****Lower middle-class baby boomer households living in remote town and country homes**

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective:

Always take time to smell the roses and appreciate what you have

Spiritual Issues:

*Feelings of regret, anxieties about meaninglessness and death***Common Church Presence**

- Lifelong members
- Celebrate milestones
- Property has symbolic power
- Strong volunteerism
- Everyday piety
- Cautious about change

**Potential Influence**

Lifestyle Compatibility	Family Group L <i>Blue Sky Boomers</i>	Frequent Neighbors
E21 Unspoiled Splendor J36 Settled and Sensible N47 Countrified Pragmatics Q63 Footloose and Family Free	L41 Booming and Consuming L42 Rooted Flower Power L43 Homemade Happiness	I30 Potlucks and the Great Outdoors J35 Rural Escape M44 Creative Comfort Q64 Established in Society

General Comments:

Homemade Happiness households are usually involved with a church (among other community associations). They tend to be regular church goers (unless bad weather or outdoor interests gets in the way). They enjoy their simple roots and independent, self-sustaining lifestyles. The church celebrates who they are and doesn't try to change them much. Churches reinforce basic values and fundamental faith and provide plenty of opportunities to socialize with friends and neighbors. The church may or may not be part of a denomination, but it is the local version of tradition or network that is important. They tend to be lifelong members of a church, and by extension they include the children and grandchildren who may live independently and/or far away. They celebrate lifecycle milestones in the church (births, weddings, anniversaries, funerals). Christian holy days are favorite family celebrations when personal religion and church commitment merge.

Respect for the church and church leaders is important, and they value honesty and sincerity in word and deed. They will volunteer for various projects and tasks, but don't like to waste time in meetings. Their small churches may be part of a larger circuit or regional ministry. They value quality relationships and are proud to maintain the building as a sign of faithfulness. Freedom, friendships, and family ties are far more important than obedience, dogmatic agreement, or committee responsibilities. They are not especially self-analytical, but religion is unconsciously incorporated into everyday life and their piety is quite sincere.

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	
x	Caregiver		Discipler		Visionary
x	Enabler		Guru		Mentor
	CEO				Pilgrim

Homemade Happiness appreciate clergy with a very clear sense of calling, but they may or may not be ordained. If the pastor is ordained, this has more to do with authorization to celebrate the sacraments than to preach, teach, or administrate. Clergy must model clear Christian values and readily articulate basic Christian faith. They must be self-reliant and work hard to nurture a culture of trust. The most productive pastoral relationships last at least five years, because it takes time and constant association to build credibility and trust. The local church is often part of a larger circuit, so clergy need to manage time and set priorities. Pastors are expected to work as a team with church elders. They must have the humility to delegate *both* authority *and* responsibility to lay leaders, and the courage to hold them accountable for spiritual life. Skills are less important than sincerity. Special expertise in counseling and visitation is helpful. Make Bible Study and prayer a daily habit and quote scripture appropriately for the context, share contemporary experiences of the Holy Spirit, and use common sense. Friendliness, trustworthiness, and a sense of humor are crucial.

Lifestyle Connectivity

Clergy must be excellent verbal and written communicators. They preach and teach, write articles and newsletters, and often speak at civic events. Baptisms, weddings, and funerals will be crucial times to build trust and credibility as spiritual leaders. Eye contact and piety are more important than oratory and social media.

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

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

Homemade Happiness may come early, traveling from several miles away over some rough roads, so be prepared with hot and cold refreshments. In good weather, they will visit outside. Clergy must stop fussing about worship preparation and join them. If pastors must travel quickly to another church, designate a key lay leader who will gather news and personal concerns from people and intentionally forward it to the pastor on Monday. Sunday morning has structure, but not ceremony. There is usually no need for designated greeters or ushers. There may be a printed order of service that is used in multiple churches in the circuit but try to customize inserts pertaining to the prayer concerns, coming events, and issues relevant to each church on the circuit. Refreshments are basic, but fresh, healthy, and lots of it. Much of it is homemade and contributed by the people who attend that day. People will linger afterward to catch up on news and visit with friends. If clergy don't have to rush away to another worship service, they should avoid meetings or counseling to circulate among people.

Lifestyle Connectivity

Friendships experienced face-to-face are essential to their spiritual well being. Conversations rarely continue through social media but may well be renewed in small and large groups, committee meetings, and community connections. Follow up on visitors with a personal phone call, visit, or gift.

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

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

Homemade Happiness expect worship to be consistent and predictable. Participants have years of familiarity with the basic elements of worship. If the tradition includes Holy Communion, the order of service is kept simple, and people take extra time and linger at the altar rail. Clergy usually wear vestments only on special occasions. Worship is intimate, and the congregation often feels like a small group. Listen to local tradition to discern the fine line between significant symbols, words, and practices, and meaningless abstractions, denominational jargon, and ritual. Worship is inspirational in that songs are often well known and sung with enthusiasm and people are inspired with renewed strength and hope. Worshippers often spontaneously contribute to intercessory prayers that include the names of members and their extended families. Passing of the peace is longer and more intimate. Announcements take longer and celebrate personal and family milestones. There may be transformational moments in worship that can be life-changing for individuals and households. Worship may include an altar call or challenge to deepen faith. The church may observe the *highlights* of the Christian Year, but preaching is generally topical and strongly references scripture. Step away from the written sermon, and speak from the heart using a simple outline, illustrated by true stories. Some lay leaders will be quite able to share their own spiritual witness and lead prayers, and in some churches a lay leader will need to open or close the service as the pastor moves on in the circuit.

Lifestyle Connectivity

Worship is notable for technological simplicity. Sound systems are rudimentary and mainly used by the elderly or hearing impaired. Symbols of faith abound, but in the form of devotional objects and static images. Personal interaction and the presence of the Holy Spirit go together, so livestreaming worship is ineffective (even if it were possible in these rural areas).

Education Preferences

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

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

Homemade Happiness value education, and want to learn more about scripture, faith, how to cope with everyday moral dilemmas, family dynamics, and emerging issues relevant to their context. They may dedicate much of Sunday to worship, fellowship, *and* learning. Sunday school is usually not concurrent with worship. Children and adults join a class after worship. The typical small size of the children's Sunday school means that it cannot be organized by age group. There is often a strategy for nursery and toddlers, and then a younger group for K-5 and a larger group for 6-8. High school age participants tend to mingle with the adult education options. Sunday school teachers are often older, highly respected adults, who clearly feel called to teach. They may receive annual training as part of a larger circuit of churches, or ongoing coaching from the pastor. Children's groups adapt a curriculum that emphasizes key Bible stories or critical teachings and supplements it with crafts or storytelling. Adult education is important. There are often several groups differentiated by age or gender, with a leader who is highly respected. If pastors are available, they often lead a larger group in Bible Study. Groups adapt a curriculum or study guide that combines prayer, scripture, and reflection. Time is equally divided between presentation and conversation.

Lifestyle Connectivity

Homemade Happiness rely on printed curricula and devotions that can be used both at church and at home. Curricula is often reused by each generation over several years. Christian TV and radio programming may be referenced in discussions. Camps and retreats are annual events that encourage faith formation and discipleship.

Small Group Preferences

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

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

Distance and lifestyle make midweek, small group participation harder for *Homemade Happiness*. The “small group” may be a young adult Sunday school class on Sunday morning. If people participate in a small group, they usually prefer to be guided by a designated leader who is respected for their spiritual lifestyle and experience. Pastors may lead a small group, especially before Christmas and Easter. Groups may be seasonal, but the same pool of people may stay together for a long time. Clergy may often be a “guest” speaker or leader for a particular small group gathering, but most midweek groups will be led by laity. Bible Study is by far the most common affinity. This may be study of a particular Biblical book, or scriptures that bear on a particular topic. Some small groups are shaped around by common interests (automobile repair, outdoors activities, crafts, cooking, eating together, book clubs, etc.). Any affinity can become an opportunity for intentional prayer, Bible reading, and personal sharing.

Lifestyle Connectivity

Small group conversations can continue over long periods of time in post-worship fellowship, or occasional large men’s, and women’s group meetings. This is enhanced by shared devotional tracts or brief meditations. Committees include significant fellowship time and often resemble small groups.

Outreach Preferences

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

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

Homemade Happiness look to the church as a primary way they can socialize, mingle with friends, and gather with extended families. Any group that emphasizes fellowship can be considered mission, including large groups for women, men, couples, and youth, as well as small groups around specific affinities. Health care and support groups can be especially important. Given the isolation and alienation that may be experienced in this lifestyle segment, there is often interest in recovery ministries, particularly for alcohol and prescription drug abuse. These will people volunteer their time and talents to improve the quality of life for individuals and families in the region. They respond sacrificially to family or community crises. They will support both mental and physical health care initiatives through hospitals or non-profit agencies and will support counseling programs to address spousal abuse or child abuse. Churches may work together as a circuit or ecumenically to provide support for food, housing, clothing, and other necessities for daily living. Individuals prefer to serve in hands-on, practical ways and are less likely to make long term commitments to board leadership for a non-profit.

Lifestyle Connectivity

Retreats, camps, and crusades are opportunities for personal transformation and evangelism. These may use, or generate, testimonies that are recorded and shared more widely across the church. These are also opportunities for collaboration in some local mission or outreach project.

Facility Preferences

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

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

Homemade Happiness has a keen sense of sacred space and sacred time. Sacred space is usually focused on remembrance and tradition, while sacred time is usually focused on the major Christian holy days. Their church buildings may be small, be they take pride in their maintenance. They often reflect classic church architecture (white clapboard, arched doors and windows, steeples and wooden pews, center aisles and traditional chancel furniture).

However, if the building is irreparably damaged, they may replace it with a more utilitarian structure that can serve as a community center during the week. Symbols are classically Christian: cross, descending dove, praying hands,

etc. Pictures may be painted, cross-stitched, or quilted by local artists, and depict well known scenes from both Old and New Testaments. Fixed signs are usually not illuminated. Since pastors often change frequently, the pastor's name is usually not important. Everything is printed or memorized. The building has basic electrical supply to support basic kitchen appliances and lighting, but not amplified musical instruments. Freezers and ovens are more important than microwaves. There may or may not be a telephone. The building may be left open during the week for private prayer and meditation, but nearby members keep an eye on security.

Lifestyle Connectivity

Audio and video systems are secondary. If additional technology is required, it is usually portable and is brought to the site by the clergy or a guest speaker.

Financial Preferences

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

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

Homemade Happiness usually gives generously out of their limited resources, and many consider tithing. Typically, they trust local church leaders to spend money wisely from a general fund. Increasingly, they may have ambivalent feelings about denominational social policies (too liberal or too conservative). This may be reflected in their generosity (or lack thereof) to portions of the budget forwarded to the denomination.

They participate in a traditional fall stewardship campaign. Many will welcome visitation teams into their home to discuss financial issues and strategic plans. Donations must be strictly confidential. They expect detailed information about the budget and an audited year-end financial statement. They may well ask questions about any line item that seems too low or too high. Salaries are often set at the minimum required by a denomination. They especially scrutinize personnel costs. If there is a financial downturn, they are more likely to reduce staff time than engage in capital fund raising. They like to maintain enough reserve funds to make emergency repairs if the building is damaged. Other capital expenses will rely on generous giving at the time. Program budgets are increased to match inflation, but curricula, hymn books, etc. are often used a long time because it is too expensive to replace them. These churches of experience year-end deficits that are made up at Christmas or addressed in fund raising projects.

Lifestyle Connectivity

Donations are usually in cash or bank draft. Generosity is often dictated by the ups and downs work. They are less likely to preauthorize withdrawals, although they may give an extra gift at Christmas or the end of the year if they can afford it. They compensate with great generosity of time and energy.

Communication

Resource: *Mosaic E-Handbook* by Experian

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

Homemade Happiness rely on print and word of mouth communication. The best way to distribute newsletters and other information is on Sunday morning. Mass mailings are often considered unnecessary extravagances. Church events are usually advertised in the local paper, or on posters in local stores, hospitals, and other community centers. *Homemade Happiness* will respond to television advertising related to Christian missions.

Lifestyle Connectivity

Internet connection is not very important and may be difficult to access in more rural locations. Telephone trees for prayer and pastoral concerns, and telephone reminders about upcoming events. Always designate some local leader to have authority to cancel worship services due to weather.