

MOSAIC Segments –

A07, B01, B03, B04, B05, B06, C01,
C02, C05, E03, F01, F02, I03, L01

Prime Americana

Distinctives

The vast majority of this group consists of college graduates and post-graduates seeking to live out the American dream. These middle to upper income families are all about suburbia. Usually both spouses work to live in modern convenience as they drive their SUV's to the kids' soccer practice or other extracurricular activities. Highly busy, they rely on modern communication devices to stay connected from one activity to the next. Money is tight and spared only for family vacations and paying off high debt accumulated from lifestyle expenses. Prime Americanas handle technology well and are engaged by those who also are "up to date".

Prime Americana does not compartmentalize its life as much as former generations. This group will have 3 or 4 strong friendships that will be involved in and influential in several aspects of their life.



What Following Christ Looks Like

Preaching should be visually stimulating as well as relevant and applicable to everyday life. Preferably thematic, it can be expository, but needs to be incredibly applicable. Use of electronic media is expected in all facets of church life. They will be drawn by seeker sensitive teaching, but will embrace the challenge presented by deep committed discipleship. For this reason, teaching should be highly inductive giving the group opportunities to think for themselves and draw out from the scripture guided conclusions and applications. Literature based Bible study will be successful.

Christian contemporary music, blended upbeat songs, praise team, band led worship are samples of current worship strategies used among this people group. This segment is looking for an experience in worship and not a sit down and listen event. Excellence is required and expected by those leading.

Small groups are a must to involve newly arriving couples. They are interested in relationships that enhance who they are as individuals. They want to be church without being religious. Attendance to the temple is not equivalent with high spirituality. They are looking for excellent children's and youth's program and won't settle for average.

Busy business schedules, demanding jobs, and current societal trends translate into little time for ministry, little money for giving, and demand creative discipling strategies. Attendance only on Sunday morning emphasizing family time in the evening is well received by these busy families. Families should be taught how to worship away from the church building.

Women's conferences, sporting leagues, neighborhood block parties, self-help events and conferences are all types of events that will cater to this segment.

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