**Insite Study**

 7-21-2020

Who are our neighbors?

There were four different groups significantly more represented than others in the study:

**Family Union - Balance and Harmony:** (16.6% of neighbors)

Large households in their 30s and 40s strongly committed to the Spanish culture of their country of origin. They are most likely participants in the Roman Catholic Church and attend Mass with some regularity. They have attitudes toward marriage and parenting, with traditional expectations of women as homemakers. The church generally mirrors these expectations. They are optimistic and eager to advance their careers and improve their and their children’s quality of life. The church can become an important social as well as religious center. It can provide a “safety net” for their families if there are crises of health or unemployment.

**Blue Sky Boomers - Rooted Flower Power:** (11.7% of neighbors)

Well-educated Boomers in their 50s and 60s approaching retirement from engrossing and fulfilling careers. Firm in their faith and relatively active in their church, they volunteer in local charities, support environmental or health causes, and political parties. They are intellectually curious and expect church members and leaders to share their concerns about “what the world is coming to”, and are ready to be a part of “what the church is going to do about it.”

**Singles and Starters - Digital Dependents:** (11.2% of neighbors)

Creative multi-taskers in their 20s and 30s who want to get more *life* out of life. Religious organizations have difficulty connecting with them, as they consider simultaneous video streams and text messages as an enhancement to understanding and find traditional church worship boring. They may connect through sophisticated, interactive websites. Make no mistake, it *is*  possible to have intimate friendships and profound conversations through the internet. If there is time left over, they are ready to join a short-term social service team for a good cause.

**Cultural Connections - Mid-Scale Medley:** (6.5% of neighbors)

Single and/or divorced individuals with low education in their 30s and 40s living in rundown houses and small apartments in urban neighborhoods. Many didn’t finish high school and jobs are limited to low paying hard work. They are open to other cultures and perspectives and may try to take short cuts on the road to success, making quick money through gambling and becoming over-extended on credit cards. The church provides important opportunities to build friendships and to belong to an extended “family” of mutual support. They might mistake the “Gospel of Guaranteed Success” for the “Gospel of Unconditional Grace”, and churches may need to help them break addictions and maintain self-discipline.

**Cultural Connections - Expanding Horizons:** (6.4% of neighbors)Multi-generational families in their 30s and 40s who want to assimilate into mainstream American culture. Faith and the church are very important. They tend to stick with the tradition with which they were familiar at home. They go to church regularly, and their churches tend to be simple, traditional, and loyal to the doctrinal and ethical teachings with which they grew up. They want opportunities to advance toward the American dream of financial security, family stability and opportunities for self-improvement. They may be anxious about prejudice or poverty, but they are generally optimistic. However challenging life is here, it is better than the life they had previously.

Who are we? [Larger groups, based on our impressions]

**Flourishing Families:**

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

**Suburban Style:**

Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

**Thriving Boomers:**

Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in city and suburban homes

**Middle Class Melting Pot:**

Middle-aged, established couples living in suburban and urban homes

Living Our Mission:

1. How do we as a church serve this varied community?
2. How does a group of church members that attend Lee St CRC, who have totally unique groups of people, work with a diverse community?
3. How do our church members want to interact with the diverse community that live around the church?
4. How would a new pastor be able to help us to live our mission of being a multicultural, multigenerational congregation?