

- ~ Socialize with married couples (also without children) and singles
- ~ Stress factors: work, money, spouse, family, balancing it all
- ~ Perceived needs:
 - Being comfortable and secure
 - Being physically active (sports)
 - Having friends with similar status and goals
 - Having a good career
 - Feelings of discontent: "Is this all there is?"
"It's not what I thought."
 - A constant striving for something better

Once we have a list of characteristics describing a hypothetical representative sample of our ministry focus group, we may then want to transform our list into narrative form. A narrative description of our target audience blends the individual characteristics so the subjects of our composite profile feel more like whole, integrated human beings. The following example, written by leadership of another Asian American church, gives us a sense of this difference. Unlike the Lee-Itos who have no children, the Tanakas are a young family with children.

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A narrative composite profile: The Tanaka family

Earl and Susan Tanaka are a Sansei couple. Earl is 35, and an aerospace engineer working in Hawthorne. His wife, Susan, is 34, and a career-oriented, registered nurse at Torrance Memorial Hospital. Their combined income of \$110,000 is enough to support their two children, Brandon, age 4, and 6-month old Megan, and to make payments and maintain a modest home in an older Redondo Beach subdivision.

It sure helps that Susan's parents live in Torrance, close enough so the kids can be left with them during the day. Brandon returns to his grandparents' after private, secular pre-school until Mom or Dad gets off work to pick up the kids. Dad usually drives their late-model Acura, while Mom drives the kids around and gets things done in their minivan. Earl and Susan are both healthy and active people. They still occasionally find time for volleyball, a great love of theirs. They enjoy cable TV; Earl likes *ESPN* and they subscribe to the Disney Channel for the kids. Earl will read the front page and the Sports section of the *L.A. Times*. Neither Earl (Republican) nor Susan (Democrat) are particularly politically active; voting is the extent of their involvement. Though Susan has a Buddhist background, neither she nor Earl are what you'd call religious.