

Segment N47: *Countrified Pragmatics*

Modest income couples and singles living rural, casual lives

Resource: Mosaic 2021 by Experian.

Religious Experience in a Nutshell

Religious Perspective: *The Lord is my shepherd*
 Spiritual Issues: *Feelings of estrangement, anxieties about fate and emptiness*

Common Church Presence

- Small traditional churches
- Weekly attendance

- Church as extended family
- Conservative values

- Lifecycle events and celebrations
- Cautious about change



Potential Influence

Lifestyle Compatibility	Family Group N <i>Pastoral Pride</i>	Frequent Neighbors
D15 Sports Utility Families E20 No Place Like Home E21 Unspoiled Splendor O55 Family Troopers	N46 True Grit Americans N47 Countrified Pragmatics N48 Rural Southern Bliss N49 Touch of Tradition	I30 Potlucks and the Great Outdoors J35 Rural Escape L43 Homemade Happiness M44 Creative Comfort

General Comments:

Countrified Pragmatics gravitate to small churches with conservative values, traditional worship practices, and unambiguous doctrines. They enjoy the fellowship of a church and are very sacrificial and generous toward their neighbors. Church attendance is part of their weekly routine and is often linked with mid-week small groups and daily home-based spiritual practices. The church is primarily concerned with local affairs and the ups and downs of family life. They may pay more attention to lifecycle celebrations like baptisms and christenings, birthdays and anniversaries, funerals, and memorial services. National holidays have a religious significance, and religious holy days have cultural significance. They are cautious about change and more likely to support church “renewal” than church “transformation”. They may be cautious about spontaneity, prefer more predictability, and invest more time to build consensus around any policy change.

They do not crave status or recognition, and their churches don’t try to be big, popular, or competitive with other churches. However, the reputation of the church and church leaders in the local community is very important, and they expect the church to collaborate effectively with social and healthcare services. They can be disciplined in their financial commitments to the church and generous in designated giving. They may be cautious about ecumenical cooperation as a rule, but readily work side by side with Christians from different traditions whenever there is a shared community need. Harmony is important, and disagreements can be personal. However, they resist outsiders trying to mediate disputes. Churches are like extended families.

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	x	Discipler		Visionary
x	Enabler		Guru		Mentor
	CEO				Pilgrim

Countrified Pragmatics expect their pastors or priests to be strong enablers who facilitate committees and resource programs, and partner effectively with lay leaders. Clergy are also strong caregivers to church members and to community members alike. They should be good preachers and teachers, sincere, and consistent in message and behavior. The clergy's natural assertiveness and authority should be tempered with diplomacy and good listening skills. The caregiving role is probably more important than the mentoring role valued by their counterpart lifestyle segments. People in this segment may be more reliant on the counseling, visitation, and personal support ministries of clergy, and less likely to appreciate it from their peers. They expect the minister to know what is going on their lives, and be attentive when there are illnesses, milestones, emergencies, and difficulties in the family. They rely on the pastor or priest to keep all this strictly confidential.

Lifestyle Connectivity

Clergy are always "on call", but *Countrified Pragmatics* are more likely to call or request a visit than spontaneously drop into the office. Clergy should always check voicemail and return calls promptly. Text messages may go unnoticed. They do not need a strong social media presence.

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

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

Countrified Pragmatics consider church fellowship an essential part of their lifestyle. Church is more informal. They may arrive early and linger longer after worship if there are abundant refreshments. They like to be greeted by name. Keep refreshments available all the time. Servers share friendly, compassionate conversation as well as food. The pastor's schedule Sunday morning may be hectic, but *Countrified Pragmatics* expect the pastor to spend quality time interacting with members. Newcomers are always warmly welcomed, but with a certain evaluative reservation. Train elders or board members to go out of their way to welcome them.

Lifestyle Connectivity

Monitors in the refreshment area provide updates about coming events, contact information for volunteering, and special prayer concerns. Follow up with visitors via personal letter, phone call, or visit. Email is too impersonal. Church websites provide directions for visitors but are treated like bulletin board for members.

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

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

Countrified Pragmatics fit worship into a larger pattern of work, family life, hobbies, and outdoor living. Attendance can be sporadic in the summer. Preaching fits the flow of the season and public and religious holidays. They expect a prepared and insightful sermon. Sermons apply scripture to everyday living and eternal hopes. While the pastor may craft the sermon, the rest of the worship requires little innovation. Preachers may loosely follow a lectionary, but generally focus on topics related to spiritual life or orthodox faith. They don't usually explore "hot button" social issues, international concerns, or theological ambiguities. There is often a call to repentance or

renewal of faith. They prefer traditional but less formal worship practices. Worship is inspirational and educational, but provides lots of time for announcement, passing the peace, and intercessory prayer. Music is as important as words. Many hymns are older and well known, but some will be more modern praise choruses. There might even be accompaniment by a non-amplified instrument like an acoustical guitar. Transformational worship might be unsettling, but occasional healing worship can very meaningful. It might include laying on hands, healing prayer, sacramental acts, quiet meditation, etc.

Lifestyle Connectivity

Livestream worship may be a short-term benefit during public health crises, but internet worship is not a popular long-term option. Holiday or Holy Day worship events may be recorded to be distributed among extended family by DVD.

Education Preferences

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

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

Countrified Pragmatics are, indeed, *pragmatic* about Christian education. They are prepared to do whatever works in combination with other rural churches on the circuit. Sunday school and worship times may need to be adjusted for each church in a circuit, but the norm is usually to begin the morning with Sunday school for all ages. Children may be gathered in a “younger” and “older” group. The teacher is often an older, highly respected elder with one or two young assistants that they are mentoring. They often use workbooks or exercises that have been recycled over the years and supplemented with extra activities the value of which have been proven over time. Adults in this lifestyle group often gather in “older” (over 60) and “younger” (under 60) classes. These classes often stay together ... and age together. However, *Countrified Pragmatics* (ages 31-35) may just linger over refreshments and talk about personal interests, family concerns and community issues. Provide an informal leader to deepen conversations about faith and life.

Lifestyle Connectivity

Encourage future reflection with brief, printed resources. They are more likely to read a magazine-style article than a long book. Portable devotional literature fits their outdoor lifestyle. They may follow internet links to learn more about a particular topic or issue.

Small Group Preferences

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

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

Countrified Pragmatics may prefer midweek small groups over Sunday morning classes. Small groups often gather around shared enthusiasms, interests, hobbies, and crafts. Groups naturally include opportunities for intercessory prayer, Bible reading, and especially encourage intimate sharing. There may be a curriculum, but it is usually a very brief “devotional” that provides a scripture, thought-provoking reflection, and simple prayer. Groups are often short term or seasonal. Leadership may be rotated among the participants. They may meet in private homes or at local restaurants and diners. The pastor or priest often monitors group progress and encourages participants to venture into new small groups for the sake of their spiritual growth.

Lifestyle Connectivity

Relationships develop through personal interaction rather than social media. Cell phones are used to coordinate schedules, locations, and activities. Periodic large group gatherings (men, women, couples) enlarge the circle of relationships and may have more formal educational or devotional components.

Outreach PreferencesResource: *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

Countrified Pragmatics are self-reliant but may need temporary help over a bad time (especially related to marriage enrichment, parenting for older children and teens, grief, or chronic disease). Their concerns are usually local and practical. They will appreciate depot and distribution ministries for food, clothing, house wares, and used furniture. They also connect with support groups related to chronic illness, health clinics and parish nurse programs. They may oppose corporate attempts to strip mine or quarry, or government initiatives to dam waterways or regulate game and land use, but they are less likely to advocate recycling or environmental protection. They respond quickly and generously to community or neighbor emergencies but tend to be disengaged from political controversies. Community fellowship events, fairs, rodeos, and potluck suppers are often considered a form of outreach and may involve church fund-raisers or evangelism efforts.

Lifestyle Connectivity

Service projects and emergency relief efforts are also good ways to build friendships and develop cross-cultural empathy. These can evolve into small groups. Update outreach via inserts in worship bulletins and announcements, and coordinate volunteers using telephone trees.

Facility PreferencesResource: *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

Countrified Pragmatics prefer the church to be a practical, low maintenance building. It should be identifiable as a church (with a cross and steeple), and it may well be an older, traditional building. On the other hand, they don't want to maintain a heritage and are willing to replace historic buildings with utilitarian structures. These buildings eliminate stairs and multiply entrances. Rather than a basement (which may be damp and impractical), they may simply add a wing for a kitchen and hall (that can be divided by moveable partitions to form Sunday school rooms). The kitchen may be the most up to date room in the building. People in this segment tend to eat fast or frozen food, so there is often a freezer and microwave available. Symbols are clearly Christian and often handmade. Hallways may be decorated by local artists with murals depicting Biblical scenes. There is good storage for simple, stackable chairs and tables. The church office is probably located in the manse or parsonage.

Lifestyle Connectivity

There may be a simple, portable audio system than can be moved as needed from sanctuary to hall, and an overhead projector and screen. Video screens and computers are probably unnecessary expenses. The building may not be wireless, but classrooms may be equipped with a television and DVD player.

Financial PreferencesResource: *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

Countrified Pragmatics are minimalists. The church budget is simple and increased to keep up with inflation. Costs are kept to a minimum (including clergy salaries). Some households voluntarily practice tithing, although this may not be a program of the church. The stewardship campaign is simple, and basically shares the costs and asks for help. People are more likely to give cash in the offering plate using offering envelopes. They may or may not pre-authorize withdrawals. They will give in-kind donations and their time and talent to keep the church and its basic ministries going. Cash flow can be a problem toward the end of the year. There may be many fundraising events through the year. However, they will not use professionals for a capital campaign. They will support special collections. Don't be surprised if the plate is passed a second time during worship. If the church has an emergency, they will respond generously.

Lifestyle Connectivity

Countrified Pragmatics need visible benchmarks for giving. Leaders lead! The individual or average giving of staff and board set a standard for members and adherents to follow.

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

Countrified Pragmatics rely on traditional church communication methods: worship announcements and inserts, newsletters, mailings. They are more likely to read a book or magazine than scan virtual resources or pursue internet links. They primarily share their views through small and large group gatherings or individual conversations. Church business often blends with conversations in other community service settings.

Lifestyle Connectivity

Countrified Pragmatics may follow talk shows, sports, weather, and news using AM radio or basic television channels. They may occasionally view the church website to view images of mission, check the times of worship, or see financial information. Cell phones are used to coordinate activities.