

B2 COLLEGE TOWNS

LifeMode: Books & Boots | **LifeStage:** Contemporary Households

University Communities & Campus Corridors

Found in city centers and suburbs nationwide, many of these communities are newly arrived in the U.S. They are a blend of students and university-affiliated residents, most of whom hold or are working toward a bachelor's or graduate degree. They tend to work in part-time jobs – on campus, in food service, or in government – within walking or biking distance of their residences. Most are renters in on-campus or multifamily housing. Off the clock, they keep life simple – quick meals, regular gym sessions, and a sport or two. Intellectually curious, they're avid consumers of podcasts, digital news, and fiction in both print and digital form.



Communications/Technology

Preferred External Channels: Digital newspapers and podcasts. Consider ads and other strategies to drive website traffic.

Preferred Internal Channels: Website (interactive, updated weekly, with listing of activities); email/newsletter.

Technology: Moderately comfortable with technology.



Worship

Style: Likely to prefer contemporary worship.

Technology: Consider using tech in worship.

Diversity-Related: Consider Spanish-language worship services or interpreters.



Hospitality/Fellowship

Orientation: Tend to expect socially-oriented fellowship, such as potlucks.



Outreach

Collaborate with other congregations and organisations if possible on financial & rent assistance, homeless assistance programs, food assistance (food pantry, farmers market, weekly community supper), and immigration services.



Midweek Involvement

While fewer children generally means more availability, class schedules, studying, and homework may decrease availability. Consider offering programs on campus or in off-campus student apartment complexes.



Theological/Political Orientation

As a whole, this population tends to **lean liberal** in their theo-political preferences.

[Click here for more information on this segment](#)

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Sources: ESRI Tapestry, updated demographics, Census data, FaithX Research, and other sources.

NEIGHBORHOOD ISSUES

Diversity

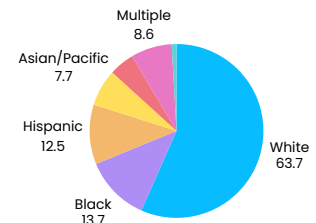
Somewhat **less than average** diversity.

Housing

Three-quarters rent their homes on or off campus, and almost half are rent-burdened, which means greater **housing instability**.

Economic

Median income is just under 45% **below the national median**.
Net Worth is over 90% below the national median.



EDUCATION/FORMATION

Education Level



Half have a bachelor's degree or higher, & three-quarters have some college education. If not enrolled in college, they are often working to support the student. Plan adult formation programs accordingly.

Children by Grade Range

8% of household children are in grade school. 43.6% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Singles living alone or with roommates.

Median Age: 24.6 **Average Household Size:** 2.07

Generational Predominance: Primarily Gen Z (just over 50%), followed by Millennials.

Generational Balance: Heavily skewed towards future generations.

INTERESTS & JOB-RELATED SKILLS

Interests

Sports, exercise, and reading.

Occupational Skills

Occupations predominantly in government or colleges/supporting industries: people, technology, and education skills.

Opportunities

Consider recruiting for people, comms/tech, or education-oriented committees.

STEWARDSHIP/ FINANCE

Household Income

\$46,253 (55.2% of nat'l median)

Net Worth

\$13,771 (7.1% of national median)

Capacity for Giving

Financially challenged with **very low** capacity to give.

Spending Pattern

Tend to invest in natural and organic products.

THINGS TO CONSIDER | After reading MCR descriptions of the population segment, ask yourself:

In what ways does this description compare with what you see in the neighborhoods within the boundaries prescribed by your Neighborhood Insights Report or the Census Blocks selected in MissionMaps?

In what ways does this description compare to the membership of your congregations? How is it similar? How is it different?

What grabs your attention? What does it make you curious about? What insights do you take away?

What help do you need from FaithX?