

C1 SINGLE THRIFTIES

LifeMode: Metro Vibes | **LifeStage:** Contemporary Households

Young & Mobile Renters in Southern & Midwestern Metros

Found in and around large and midsize cities across the Midwest and South, these are young, on-the-move communities of singles and couples in their 20s and 30s, including a notable share of recent immigrants. Most are high school graduates or are currently pursuing higher education, working part-time in retail, food service, health care, or manufacturing to make ends meet. They rent in older duplexes and small apartment complexes at below-average rates, and commutes are short – whether driving, carpooling, biking, or walking. Life is a mix of home-cooked meals and fast-food runs. Smartphones, TVs, and gaming systems are household staples, and professional sports, social media, and radio round out their downtime.



Communications/Technology

Preferred External Channels: Social media, sports channels on TV/radio. Consider ads and messaging on these channels that drive website traffic (smartphone compatible).

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

Technology: Moderate comfort with technology.



Worship

Technology: Consider using tech in worship.

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



Hospitality/Fellowship

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



Outreach

Consider budgeting funds for assistance with **rent/housing** and **immigration services**.

Collaborate with other congregations and organizations if possible to provide **food assistance**, with programs like a food pantry, farmers market, or weekly community supper.



Midweek Involvement

Fewer children means **more availability** for midweek programming.



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

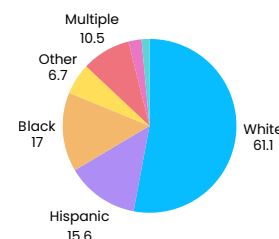
Moderately diverse, with smaller hispanic and asian populations and a larger black population than the national average.

Housing

64% are renters and many of those are rent-burdened, which means greater **housing instability**, homelessness, and blight.

Economic

Many struggle financially, with **very low income** compared to the national average, & somewhat higher than average unemployment.



EDUCATION/FORMATION

Education Level



24.2% have a bachelor's degree or higher and 55.6% have some college education, which is low compared to the national average. Plan adult formation programs accordingly.

Children by Grade Range

15.6% of household children are in grade school. 7.5% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Primarily **singles living alone** and **married couples** without kids.

Median Age: 37 **Average Household Size:** 2.09

Generational Predominance: Primarily Millennials and Gen Z, followed by Gen X and Baby Boomers.

Generational Balance: Good generational balance, with current and future generations roughly equal.

Diversity-Related

Consider recruiting multicultural and multilingual teachers and resources.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

This population tends to work in healthcare, manufacturing, and service/retail, giving them hands-on and people skills.

Opportunities

Consider recruiting for hands-on or social ministries.

Interests

Video games, professional sports, and social media.

STEWARDSHIP/ FINANCE

Household Income

\$47,084 (56% of nat'l median)

Net Worth

\$24,708 (12.8% of national median)

Capacity for Giving

Ability to give is **very limited** and they tend to be frugal with their spending.

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?