

E3 HOMETOWN CHARM

LifeMode: Community Connections | **LifeStage:** Family Portraits

Young Working Families in Midwestern & Southern Communities

Found in suburbs, urban centers, and small towns across the Midwest and South, these are communities of young families with children under 18. However, a significant share of households are nonfamily households, and marriage rates are below the national average. Most work in manufacturing, retail, healthcare, food, or accommodations, and about a third of households with low incomes are supported by Social Security or public assistance. Housing is a mix of older single-family homes and small apartment complexes — most built before 1970 — with relatively high vacancy rates. Nearly everyone has a smartphone, typically on a prepaid plan, used mainly for social media and entertainment. Fast food is a frequent go-to for lunch and dinner, especially on weekends, and used vehicles and gardening tools are practical household staples.



Communications/Technology

Preferred External Channels: Digital payment services, online transactions, and ride sharing and food delivery apps. Consider ads and messaging on these channels that drive website traffic.

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

Diversity-Related: Consider employing Spanish language resources and channels.

Technology: Moderate-to-high level of comfort with technology. Nearly all households own a computer, often essential for work.



Worship

Diversity-Related: Consider Spanish-language services or interpretation.

Technology: Possibly consider tech in worship.



Hospitality/Fellowship

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



Outreach

Consider budgeting funds for **tuition, financial, and food assistance**, such as food pantries, farmers' markets, and weekly community suppers.

Legal: Some may need help to access immigration legal services.

Collaborate with other congregations and organizations if possible.



Midweek Involvement

Fewer children means **more mid-week availability**. Consider providing parallel programming for those with children.



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

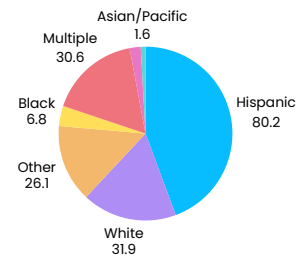
High diversity, with a larger-than-average black population.

Housing

Low homeownership rate of 52.5%. Renters are highly rent burdened.

Economic

Median income and net worth are both low, while unemployment is high. Many rely on **public assistance** programs and social security.



EDUCATION/FORMATION

Education Level



Very low education level. 14.8% have a bachelors degree or higher, while 44.6% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

20.8% of household children are in grade school. 4.4% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Primarily married couples (some with kids) and singles living alone.

Median Age: 35.7 **Average Household Size:** 2.48

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

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work in retail, manufacturing, and the food, hotel, and health care industries.

Opportunities

Consider recruiting for leadership & hands-on ministries.

Interests

Enjoy gardening, social media, and fast food meals.

STEWARDSHIP/ FINANCE

Household Income

\$50,994 (61% of national median)

Net Worth

\$60,861 (31.6% of national median)

Capacity for Giving

Low ability to give, but likely to be **generous with what they have**. They enjoy fundraising for local organizations. You may want them on your giving committee.

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?