

E5 RURAL VERSATILITY

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

Rural Roots & Small-Town, Car-Dependent Living

Settled in rural and non-metro areas, these communities blend working families and retirees — about a quarter of residents are under 18. At the same time, a third of households are seniors living on Social Security and retirement income. Most homes are single-family or mobile homes valued under \$250,000, and homeownership is the norm. Full-time work in manufacturing, construction, agriculture, or mining is common, and since public transit is rarely available, most residents drive to work. Life here is hands-on and self-reliant — residents enjoy working on their homes and vehicles, investing in automotive tools, and spending time with their pets. Country music on the radio sets the soundtrack for everyday life.



Communications/Technology

Preferred External Channels: Country music radio. The church's website must have a simple URL. Consider ads and messaging on these channels that drive traffic to the congregation's website.

Preferred Internal Channels: Email/newsletter, website/social media page (mobile-ready, interactive, updated weekly, with listing of activities). However, some may require a hard copy, monthly newsletter, with a calendar/list of activities

Technology: Not very comfortable with technology.



Worship

Age-Related: Consider family/multigenerational services, & children-in-worship area & materials.

Style: Likely to prefer traditional worship.

Technology: Unlikely to be comfortable with tech in worship.

Diversity-Related: Spanish-language worship services are a must.



Hospitality/Fellowship

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



Outreach

Economic/Housing: Consider budgeting to provide financial, tuition, and rent assistance.

Hunger: Create or support food assistance programs, such as food pantries, farmers' markets, or 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

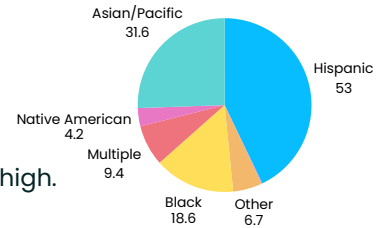
Moderately diverse. More than half the population is hispanic, and almost one third are asian/pacific islander.

Housing

Two-thirds own their homes, while many of the renters are rent-burdened, meaning higher housing instability.

Economic

Median income and net worth are both low, while unemployment is high. Many seniors rely on social security and retirement income.



EDUCATION/FORMATION

Education Level



Low education level. 19.6% have a bachelors degree or higher, while 50.4% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

19.8% 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: 38.9 **Average Household Size:** 2.51

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

Diversity-Related

May want to consider employing multilingual (especially Spanish) and multicultural teachers and teaching resources.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work full time in agriculture, mining, manufacturing, and construction.

Opportunities

Consider recruiting for hands-on ministries.

Interests

Country music, DIY projects, and pets.

STEWARDSHIP/ FINANCE

Household Income \$58,911 (70% of national median)

Net Worth \$126,005 (65.3% of national median)

Capacity for Giving

Low ability to give, but likely to be generous with what they have.

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?