

E6 FAMILY BONDS

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

Multigenerational Hispanic Families in Southern & Western Communities

Rooted in urban centers and suburbs across the South and West, these are close-knit, multigenerational communities of larger-than-average families — parents with young children, adult children at home, and extended family under one roof. Single-parent households are also common. One in five residents was born outside the U.S., and linguistic isolation exceeds the national average by more than twice. Most work in skilled trades, services, or construction, earning middle-tier incomes, and own older single-family homes valued between \$100,000–\$300,000. Multiple cell phones and TVs are household staples, with mobile internet used mainly for streaming video and music. Foreign-language TV programming is popular, and video games are a favorite pastime for kids and young adults alike.



Communications/Technology

Preferred External Channels: Mobile internet for streaming videos and listening to music, and foreign-language TV programming.

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

Technology: Moderately 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 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

More children mean **less midweek 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

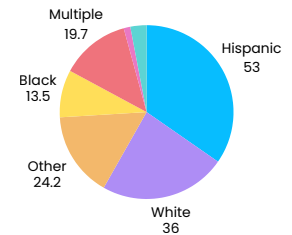
Very high diversity, with a predominantly hispanic population. One-fifth of the population was born outside of the United States.

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 moderate. Unemployment is high.



EDUCATION/FORMATION

Education Level



19.6% have a bachelors degree or higher, while 48.3% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

22% of household children are in grade school. 5.7% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly married couple with kids. **Median Age:** 35.5 **Median Household Size:** 3.01
Generational Predominance: Primarily Gen Z & Millennials, followed by Gen X & Baby Boomers.

Diversity-Related

Employ Spanish-speaking and multicultural teachers and teaching resources.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work in construction and other skilled labor fields.

Opportunities

Consider recruiting for hands-on ministries.

Interests

Video games, music, and foreign-language programming.

STEWARDSHIP/ FINANCE

Household Income \$72,515 (87% of national median)

Net Worth \$177,755 (92.1% of national median)

Capacity for Giving

Moderate ability to give.

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?