

13 HEARTLAND COMMUNITIES

LifeMode: Countryscapes | **LifeStage:** Mature & Retired Living

Midwestern Small-Town & Rural Communities with Industrial Roots

Scattered across small towns and low-density suburbs of the Midwest — with many in truly rural settings — these are unpretentious communities of married couples and singles with deep manufacturing roots stretching back generations. Today, residents work in construction, utilities, healthcare, and agriculture, with Social Security and public assistance providing important support for many. Homes are older, most built before 1970, and commutes are short with one or more vehicles per household. Life here is practical and grounded — residents maintain their own vehicles, enjoy the outdoors, and take domestic road trips. Pets are beloved and well cared for. The latest tech isn't a priority, and that's just fine.



Communications/Technology

Preferred External Channels: Tend not to prioritize owning and using the latest technology.

Preferred Internal Channels: Email/newsletter (weekly, with listing of activities), snail mail, or telephone trees.

Technology: Very low comfort level with technology.



Worship

Style: Likely to prefer a mix of traditional and contemporary worship.

Technology: Likely somewhat less comfortable with tech in worship.



Hospitality/Fellowship

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



Outreach

Economic: Many may need financial and tuition assistance. Consider budgeting funds to help.

Hunger: Consider food assistance programs (food pantries, farmers markets, & community dinners). Collaborate with other congregations and organizations if possible



Midweek Involvement

Parenting leaves **little midweek availability**. Provide childcare or parallel programming for children.



Theological/Political Orientation

As a whole, this population tends to exhibit **no clear theopolitical 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

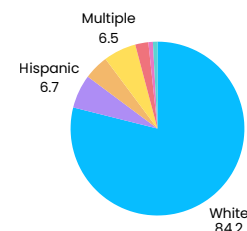
Almost entirely white population with very low diversity.

Housing

Almost three-quarters own their own home, and the rent burden on renters is very low.

Economic

Income and net worth are both low. Unemployment is moderate. Many rely on public assistance.



EDUCATION/FORMATION

Education Level



19.2% have a bachelor's degree or higher and 50.8% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

17.2% of household children are in grade school. 3.6% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Married couples (some with kids) and singles living alone.

Median Age: 43.6 **Household Size:** 2.26

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

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work in construction and agriculture, as well as for utilities and the health care industry.

Opportunities

Recruit for leadership, hands-on, & service ministries.

Interests

Domestic vacations, pets, and outdoor activities.

STEWARDSHIP/ FINANCE

Household Income \$60,072 (72% of national median)

Net Worth \$165,309 (85.7% of national median)

Capacity for Giving

Low-to 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?