

K4 CLASSIC COMFORT

LifeMode: Suburban Shine | **LifeStage:** Mature & Retired Living

Middle-Class Families in Midwestern & Southern Suburbs

Settled in the affordable suburbs of major metros across the South and Midwest — including Michigan, Illinois, and Texas — these are stable, hardworking communities of middle-income families, many with multiple earners. Most work full-time in wholesale trade, healthcare, education, or manufacturing. Homes are owner-occupied and modestly priced between \$150,000 and \$300,000, mostly built between 1950 and 2000, with below-average rents. Short solo commutes and multiple vehicles per household are the norm. Sports enthusiasm runs deep — professional, college, and high school games all draw loyal fans. Lawn and garden upkeep is a weekend staple, and dining out means a mix of fast food and sit-down chain restaurants.



Communications/Technology

Preferred External Channels: Lower-than-average internet use, high school sports in local newspapers, and college sports on TV. Consider ads and messaging on these channels that drive traffic to the congregation's website.

Preferred Internal Channels: Email/newsletter & website (interactive, updated weekly, with listing of activities), telephone trees.

Technology: Low comfort level with technology.



Worship

Age-Related: Consider family services and/or children-in-worship area and materials.

Diversity-Related: Spanish-language interpretation may be helpful.

Style: Likely to prefer traditional worship.

Technology: Unlikely to be open to tech in worship.



Hospitality/Fellowship

Tend to expect family-friendly, socially-oriented fellowship.



Outreach

Some rent-burdened families may need **rent assistance**. Collaborate with other congregations and organizations if possible.



Midweek Involvement

Fewer kids means **more midweek availability**, though those with kids may need parallel children's programming.



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

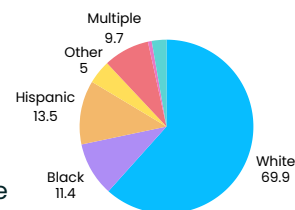
Low diversity, with a 70% white population and lower-than-average hispanic population.

Housing

Over 80% own their homes, while renters are moderately rent-burdened.

Economic

Solid financial footing. Household income and net worth are both above the national median, and unemployment is low.



EDUCATION/FORMATION

Education Level



33.1% have a bachelor's degree or higher and 65% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

19.1% of household children are in grade school. 5.5% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly married couples, some with kids.

Median Age: 40.2 **Household Size:** 2.56

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

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work in manufacturing, trade, education, and health care.

Opportunities

Consider recruiting for leadership.

Interests

Dining out, gardening, and following sports.

STEWARDSHIP/ FINANCE

Household Income \$93,469 (112% of national median)

Net Worth \$367,499 (190.5% of national median)

Capacity for Giving

High capacity 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?