

Communications and Technology

Preferred External Channels: Internet (banking, blogs, gaming, sports, news, and social media YouTube, Facebook, shopping, Twitter, and LinkedIn), email, sports. Consider ads and similar strategies to drive website traffic.

Preferred Internal Channels: internet, email, social media.

Diversity-Related: May require language-specific and culturally-appropriate communication resources/channels, especially for Hispanic and Asian/American populations.

Technology: Highly connected, latest tech, very active on internet.

Education/Formation

Educational Level: About half are college educated. Above average currently attending college. Plan adult formation programs accordingly.

Household Description: Median Age: 32.2. Average Household Size: 2.10. Household type primarily couples, married or unmarried, with above average concentrations of single-parent/single-person households, and college students.

Children by Age-Range: Above average numbers in PreK–K, average numbers in Grade School, below average in Middle School and High School. Plan children’s formation programs accordingly.

Diversity-Related: May require multilingual and multiculturally sensitive teachers/resources, especially for Hispanic and Asian/American populations.

Hospitality/Fellowship

Orientation: Favor socially-oriented fellowship.

Diversity-Related: May need multilingual volunteers with multicultural sensitivity.

Leadership/Doership Skills Set

Occupational Skills: Predominantly office/admin and sales: people skills.

Diversity-Related: May need multilingual staff members with multicultural sensitivity.

Opportunities: Consider recruiting for communications, technology, or people-related ministries.

Midweek Involvement

Availability: More younger children may mean less availability.

Options: Consider offering childcare or parallel programming for midweek programs.

Neighborhood Issues

Diversity: Predominantly White, with larger than average numbers of Blacks, Asian/Pacific Islanders, and Multiple, and a significant Hispanic population, and much more diverse than average: White 67.1%, Hispanic 16.6%, Black 16.0%, Other 6.1%, Asian/Pacific 6.0%, Multiple: 3.2%, Native American 1.0%.

Housing: Almost 3/5 of households rent, possibly leading to greater housing instability and homelessness.

Economic: Household income is just under national median.

Outreach

Orientation: Environmentally conscious.

Options: Consider engaging them in creation care ministries.

Diversity-Related: Outreach must be culturally sensitive and language appropriate.

Affordable Housing: Provide, support, or advocate for affordable housing.

Homeless Services: Provide, support, or advocate for services for homeless people.

Stewardship/Finance

Median Household Income: \$50,000 (98% of national median).

Median Net Worth: \$28,000 (39% of national median).

Capacity for Giving. Average ability to give but focus on saving.

Theological/Political Orientation

Unclear: As a whole, this population tends to exhibit no clear theopolitical preferences.

Worship

Age-Related: Consider family-oriented service, and/or children-in-worship area/activity materials.

Diversity-Related: Need multilingual services or translation, and multicultural sensitivity.

Tech: May be open tech in worship and want to use their own tech in worship.

[Click here for more detailed information on this population segment](#)