

A3 SOCIAL SECURITY SET

LifeMode: Urban Threads | **LifeStage:** Contemporary Households

Downtown Seniors in the City

These older, often widowed or divorced individuals tend to live alone in older high-rise buildings in busy urban downtown cores. Many are recent immigrants and may speak English as a second language. Income varies widely — some rely on Social Security or public assistance, while others earn middle-tier incomes — yet housing costs are a significant burden for most, and car ownership is uncommon. Interested in broadening their knowledge of the world around them, they tend to seek out world news and foreign language TV channels.



Communications/Technology

Preferred External Channels: Digital newspapers, TV & print media offering world news and foreign-language content. Consider ads and messaging on these channels that drive traffic to the congregation's website.

Preferred Internal Channels: Website (interactive, updated weekly, with listing of activities); email/newsletter.

Diversity-Related: Consider developing multilingual and multicultural media resources and working through language/culture-appropriate channels.

Technology: Very comfortable with tech.



Worship

Style: Consider tech in worship. Consider hearing assistance in worship.

Diversity-Related: Consider Spanish-language worship services or interpreters, and multi-lingual staff or volunteers.



Hospitality/Fellowship

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

Diversity-Related: Consider recruiting multilingual volunteers, and developing language-appropriate, culturally-sensitive resources.



Outreach

Collaborate with other congregations and organizations if possible on elder programs, neighborhood watch or other crime prevention strategies (high density may increase crime), financial & rent assistance, homeless assistance, food assistance (food pantry, farmers market, weekly community supper), and immigration services.



Midweek Involvement

No children means **high availability** for mid-week programs.



Theological/Political Orientation

As a whole, this population **leans liberal** in their 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

Higher than average diversity in all non-White categories.

Housing

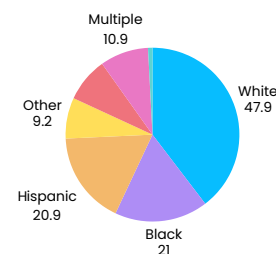
More than 83% rent their homes & 41% are rent-burdened, which means greater **housing instability** & the potential for homelessness.

Transportation

Few own vehicles. Highly **dependent on mass transit**.

Economic

Household income is 62% below the national median. Net worth is 93% below the national median. **Many live beneath the poverty level**. Many are drawing upon Social Security. Many are reliant on Medicare and Medicaid.



EDUCATION/FORMATION

Education Level



30.4% have a bachelor's degree or higher and **55.3% have some college education**. Plan adult formation programs accordingly.

Children by Grade Range

9.2% of household children are in grade school. 7% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly **singles living alone**. **Median Age**: 49.5 **Avg Household Size**: 1.69
Generational Balance: Moderate. Wisdom generation twice optimum amount.
Generational Predominance: Primarily Baby Boomers & Millennials, followed by Gen X and Gen Z.

Diversity-Related

Consider deploying multilingual teachers, and language-appropriate, **culturally-sensitive** resources.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Occupations predominantly office, sales, and service. **People skills**.

Opportunities

Consider recruiting for **people-related** ministries.

Diversity-Related

Consider cultivating a **multilingual** and culturally-sensitive leadership team.

STEWARDSHIP/ FINANCE

Household Income

\$31,425 (38% of nat'l median)

Net Worth

\$12,979 (6.7% of national median)

Capacity for Giving

Financially challenged. Diminished 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?