

A4 FRESH AMBITIONS

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

Young Families in Urban Corridors

Concentrated in the Mid-Atlantic & Pacific regions, these communities are home to large, multigenerational families — single parents, couples, & grandparents all under one roof. With roughly a third of residents under 20, it's one of the youngest segments in the U.S. Most adults work in skilled or service jobs & have low- to middle-income levels. Living in pre-1950s multi-family buildings, row homes, & single-family houses across urban centers & suburbs, they have rents below the national average, but still struggle with a heavy rental burden. Family ties stretch across borders, with many staying connected to loved ones abroad through video calls & messaging apps.



Communications/Technology

Preferred External Channels: Internet (social media, instant messaging, video chat), foreign language TV and Radio. Consider ads and messaging on these channels that drive traffic to the congregation's website.

Preferred Internal Channels: Website/social media page (interactive, updated weekly, with listing of activities); email/newsletter; instant messaging; video chat.

Diversity-Related: Will require linguistically/culturally appropriate resources and appropriate channels (Spanish language/Caribbean culture dominant).

Technology: Connected, well-adapted to tech.



Worship

Style: Worship style preferences vary by culture and national origin. Consider **spanish language** services or interpreters. May be comfortable with **tech in worship**. Consider **multigenerational** worship, family services, & children-in-worship area & activity materials.



Hospitality/Fellowship

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



Outreach

Collaborate with other congregations and organizations if possible on financial & rent assistance, childcare (pre-school/day-care), homeless assistance programs, food assistance (food pantry, farmers market, weekly community supper), immigration services.



Midweek Involvement

Availability: Predominance of young children decreases availability; multigenerational events may help alleviate the problem. Consider **childcare** or parallel children's services for midweek 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

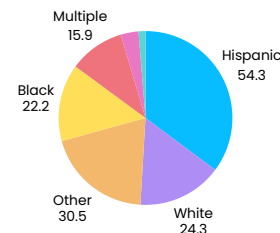
Predominantly Hispanic/spanish-speaking new immigrants with a mix of other cultures & languages & much **higher than average diversity**.

Housing

More than 70% rent their homes & almost 50% are rent-burdened, which means greater **housing instability**, homelessness, and blight.

Economic

Median income is half the national median. Net Worth 92% below the national median. **Less access to public assistance**. Unemployment high.



EDUCATION/FORMATION

Education Level



12.1% have a bachelor's degree or higher and 36.4% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

25.6% of household children are in grade school. 5% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Primarily married couples and singles living alone.
Median Age: 31.3 **Average Household Size:** 2.85

Generational Predominance: Primarily Gen Z and Millennials, followed by Gen X and Gen Alpha.
Generational Balance: Low in the short term, but higher in the long term. Nearly twice as much future generation as the current generation.

Children by Grade Range

Will require multilingual, culturally sensitive teachers, and linguistically & culturally-appropriate resources (Spanish language/Caribbean culture).

INTERESTS & JOB-RELATED SKILLS

Interests

In free time, connect with family abroad through instant messaging and video chats.

Occupational Skills

Primarily industrial and service occupations.

Opportunities

Consider recruiting for people-oriented or **hands-on ministries**.

STEWARDSHIP/ FINANCE

Household Income

\$41,775 (50% of national median)

Net Worth

\$14,617 (7.6% of national median)

Capacity for Giving

Financially challenged with desire but very little 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?