

D1 EMERGING HUB

LifeMode: Tech Trailblazers | **LifeStage:** Contemporary Households

Young Urban Professionals & International Graduates

These fast-growing urban communities are filled with young, educated residents — recent graduates and college students who've relocated to the U.S. — living alone, with roommates or partners. Most work full-time in professional fields like management, finance, tech, engineering, or healthcare, earning middle-tier incomes, with a higher-than-average share working remotely. Housing is a mix of single-family and multifamily at near-average rents, and moves—local or distant—are frequent. A car is considered a necessity, but biking and walking are viable options for nearby destinations. Online life is central — from virtual meetings and job hunting to social media and streaming — with video games rounding out their downtime.



Communications/Technology

Preferred External Channels: These are **internet denizens**, who shop online for just about everything: groceries, clothing, household essentials, electronics, and more, and also use the internet to conduct meetings, complete school/college assignments, search for employment and housing, and watch entertainment. They make heavy use of social media. Consider ads and messaging on these channels that drive traffic to the congregation's website.

Preferred Internal Channels: Email/newsletter, website/social media page (interactive, updated weekly, with listing of activities)



Worship

Diversity-Related: Consider Spanish-language worship services or interpreters..

Technology: Consider technology in worship.



Hospitality/Fellowship

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



Outreach

Education: Consider programs for college prep.

Economic/Hunger: Consider budgeting for food programs (food pantries, farmers markets, or weekly community supports) and occasional rent assistance.

Collaborate with other congregations and organizations if possible



Midweek Involvement

This population has **no major impediments** to mid-week involvement.



Theological/Political Orientation

As a whole, this population tends to **lean liberal** in their theo-political 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

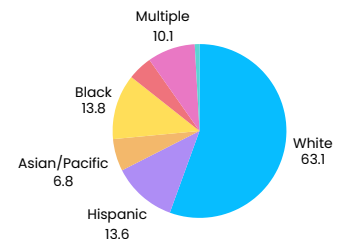
Moderate diversity, roughly mirroring the national average.

Housing

Over two-thirds rent, leading to higher housing instability. Residents **move frequently**.

Economic

Unemployment is low and workforce participation is high at 74%. Income and net worth are moderate.



EDUCATION/FORMATION

Education Level



Well-educated. More than half have a bachelor's degree or higher, while 77% have completed some college. Plan adult formation programs accordingly.

Children by Grade Range

10.7% of household children are in grade school. 9.9% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly singles living alone and married couples with no kids.

Median Age: 36.0 **Average Household Size:** 1.87

Generational Predominance: Primarily Millennials, followed by Gen Z.

\$70,356 (84% of national median)

\$58,291 (30.2% of national median)

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Full-time professionals in high-skill fields such as engineering, technology, and management. Many work remote.

Opportunities

Consider recruiting for leadership.

Interests

Enjoy museums, concerts, and the theater, playing video games, & watching TV.

STEWARDSHIP/ FINANCE

Household Income

Net Worth

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?