

D3 MODERN MINDS

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

Diverse & Upwardly Mobile Near Urban Centers

Thriving on the outskirts of downtown or in nearby suburbs of large cities, these fast-growing communities are home to educated adults in their mid-20s to mid-40s, with a significant and growing immigrant population. Residents work in healthcare, tech, retail, education, or manufacturing, often earning upper-tier incomes. Housing is a healthy mix of owned and rented, mostly new, single- and multi-family homes, with two-thirds of owned properties valued at \$300,000 or more. Multi-car households are the norm, and most commute by car despite having remote work options. Health-conscious and adventurous, residents are always exploring new fitness routines, diets, and active vacations. Social media is a big part of life — used for sharing, networking, and keeping up with favorite brands, sports, and hobbies.



Communications/Technology

Preferred External Channels: Social media for photo/video sharing and networking, and online shopping, sports, and hobbies. Consider ads/messaging on these channels to drive website traffic.

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

Technology: Very comfortable with technology.



Worship

Diversity-Related: Multilingual/multicultural worship staff and volunteers likely necessary. Consider translators or language-specific services.

Technology: Consider tech in worship, and recruiting them as tech volunteers.



Hospitality/Fellowship

Orientation: Tend to expect socially-oriented fellowship.

Diversity-Related: Multilingual/multicultural staff and volunteers are likely necessary.



Outreach

Crime: High population density may increase crime. Suggest neighborhood watch or other crime prevention strategies

Legal: Some may need help to access immigration services.

Collaborate with other congregations and organizations if possible



Midweek Involvement

Fewer children means **more availability**, but consider parallel programming for those with children.



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

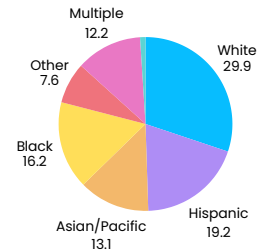
High diversity, with higher-than-average asian and black populations.

Housing

Nearly 60% rent, and are moderately rent-burdened, leading to greater housing instability. Most residences are fairly new.

Economic

Income is high, but net worth is low compared to the national median. Unemployment is low and workforce participation is high.



EDUCATION/FORMATION

Education Level



Well-educated; roughly half have a bachelor's degree or more, while over three-quarters have some college education. Plan adult formation programs accordingly.

Children by Grade Range

17.9% of household children are in grade school. 7.9% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Married couples (some with kids) and singles living alone.

Median Age: 37.4 **Average Household Size:** 2.37

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

Diversity-Related

Multilingual/multicultural teachers and resources may be necessary.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Commuters and remote workers in tech, education, healthcare, retail, and manufacturing.

Opportunities

Consider recruiting for leadership & technology ministries.

Interests

Enjoy exercising, travel, and shopping.

STEWARDSHIP/ FINANCE

Household Income \$91,039 (109% of national median)

Net Worth \$121,498 (63% of national median)

Capacity for Giving

Capacity for giving is **high**, but they may feel restrained by their low net worth.

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?