

D5 LAPTOPS & LATTES

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

Highly-Educated Professionals in the Nation's Priciest Urban Markets

In the densest, most sought-after metro areas in the country, these neighborhoods are home to young, highly educated professionals — many with graduate degrees — working in tech, finance, healthcare, and education, with upper-tier incomes, including investments, rental income, or entrepreneurial ventures. Most rent in mid- to high-rise buildings, from sleek new construction to character-filled pre-1950s renovations, in the most expensive rental market of any segment. Commutes can be long, though this segment leads all others in remote work. Health and wellness are a priority — regular check-ups, mindful eating, and daily exercise are the norm. Intellectually curious and always connected, they stream podcasts, buy physical books, follow the news, and stay current with the latest tech. Discretionary spending goes toward travel, fine dining, fashion, and entertainment.



Communications/Technology

Preferred External Channels: Online shopping for clothing, groceries, household essentials, and other goods), news (digital newspapers), social media, and movie theaters. Consider ads and other strategies that 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

Technology: May be comfortable with tech in worship and want to use their own tech in services.

Opportunities: May want them to work with worship tech.



Hospitality/Fellowship

Orientation: Tend to expect socially-oriented fellowship.

Diversity-Related: Multilingual/multicultural volunteers may be necessary, especially for asian and hispanic populations.



Outreach

Crime: High population density may increase crime. Suggest neighborhood watch or other crime prevention strategies. Collaborate with other congregations and organizations if possible



Midweek Involvement

Fewer children mean **more availability**, but you may want to 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

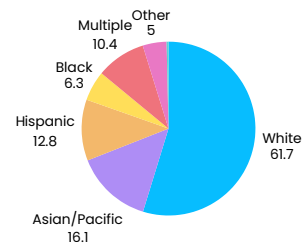
Less diverse than average. Asian/pacific islander population three times higher than the national average.

Housing

Almost two-thirds of households rent, which means greater housing instability. Rents are high relative to income.

Economic

Very high income and net worth compared to the national average. Low unemployment. No serious economic issues.



EDUCATION/FORMATION

Education Level



Very highly educated. Almost 80% have a bachelor's degree or higher, while 90% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

10.2% of household children are in grade school. 8% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Primarily singles living alone. **Median Age:** 36.2 **Average Household Size:** 1.95 **Generational Predominance:** Primarily Millennials, followed by Gen Z and Gen X.

Diversity-Related

Multicultural/multilingual volunteers may be necessary with a **focus on Asian/Pacific cultures.**

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Many earn income through investments, or by being business owners. Most work in management, finance, and tech.

Opportunities

Consider recruiting for leadership and tech ministries.

Interests

Enjoy travel, entertainment, and learning through books and podcasts.

STEWARDSHIP/ FINANCE

Household Income \$112,200 (174% of the nat'l median)

Net Worth \$233,707 (121% of the national median)

Capacity for Giving

Ability to give is **strong.**

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?