

F4 CITY STRIVERS

LifeMode: Urban Harmony | **LifeStage:** Family Portraits

Diverse Multigenerational Families in Major Northeast & Midwest Metros

Packed into the dense urban neighborhoods and suburbs of cities like New York, Boston, Washington D.C., and Chicago, these are young, diverse communities of families in many forms — married couples, single parents, multigenerational households, and solo residents, many born outside the U.S. Most earn middle-tier incomes, with some supported by Social Security or public assistance, and more than half have some college education or a degree. Work spans professional and service roles, with nearly a quarter facing commutes of an hour or more. Sports — especially basketball and soccer — are a passion, and personal care is a notable spending priority. Daily life runs on radio, TV, ridesharing apps, and digital payments.



Communications/Technology

Preferred External Channels: Ridesharing services, digital payment platforms, and TV & radio sports channels. Consider ads and messaging on these channels that drive website traffic.

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

Technology: Moderately comfortable with technology.



Worship

Technology: May be comfortable with tech in worship.

Style: Likely to prefer gospel worship.

Diversity-Related: Consider Spanish-language worship services and/or translators.



Hospitality/Fellowship

Orientation: Tend to expect family-friendly, socially-oriented fellowship.

Diversity-Related: Multicultural/Multilingual staff and volunteers may be necessary.



Outreach

Crime: High population density may lead to higher crime. Consider programs for crime prevention, like neighborhood watch.

Housing: Consider budgeting funds for rent assistance and homeless services.

Legal: Some may need help accessing immigration services.

Collaborate with other congregations and organizations if possible



Midweek Involvement

Those with children have **less midweek availability** unless childcare or parallel children's programming is provided.



Theological/Political Orientation

As a whole, this population tends to **lean liberal** in their theopolitical preferences.

[Click here for more information on this segment](#)

© 2026 The FaithX Project, Inc. and Kenneth W. Howard (all rights reserved).

Sources: ESRI Tapestry, updated demographics, Census data, FaithX Research, and other sources.

NEIGHBORHOOD ISSUES

Diversity

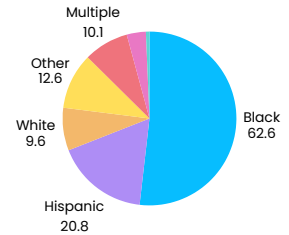
Moderate diversity – almost two-thirds of the population is black, and 20% of the population is hispanic.

Housing

Over half rent and many of those are rent burdened, meaning greater housing instability and homelessness.

Economic

Household income is slightly below the national median and unemployment is moderate. Some are supported by public assistance.



EDUCATION/FORMATION

Education Level



29.3% have a bachelors degree or higher, while 56% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

18.5% of household children are in grade school. 6.9% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly married couples and singles living alone or with relatives.

Median Age: 38.5 **Average Household Size:** 2.75

Generational Predominance: Fairly evenly split between Gen X, Millenials, and Gen Z.

Diversity-Related

Multicultural/multilingual teachers and resources may be necessary.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work in service or professional jobs with commutes taking an hour or more.

Opportunities

Consider recruiting for leadership.

Interests

Enjoy following sports, especially basketball & soccer.

STEWARDSHIP/ FINANCE

Household Income

\$76,919 (92% of national median)

Net Worth

\$102,849 (53.3% of national median)

Capacity for Giving

High capacity to give, but may feel less generous due to downward trend of income.

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?