

F5 UPTOWN LIGHTS

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

Educated Coastal Communities with a Conscious Lifestyle

Spread across dense urban areas and suburbs on both coasts — particularly in California, New York, New Jersey, and Washington D.C. — these are well-rounded communities of married couples, singles, and families with older children. Most have a college education and earn middle-tier incomes across a wide range of professional and service roles, with some self-employed. About half rent, living in a mix of older single-family homes, townhomes, and multiunit buildings, with commutes often stretching 30 minutes or more. Sustainability is a way of life — organic products, dairy alternatives, and routine recycling are the norm. Residents travel regularly, both domestically and internationally.



Communications/Technology

Preferred External Channels: Very active on social media and food delivery apps. Consider ads and similar strategies that drive traffic to the congregation's website.

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

Diversity-Related: May need multiculturally-sensitive communication resources, channels, and volunteers to reach Hispanic and Asian/Pacific populations.

Technology: Internet connected and very comfortable with the latest technology.



Worship

Age-Related: Consider children in church areas, services for families with young children, and/or parallel children's programming.

Diversity-Related: Consider multilingual services and translation assistance.



Hospitality/Fellowship

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

Diversity-Related: May need multilingual volunteers with multi-cultural sensitivity.



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 availability** unless child care is provided or a parallel program is available. for children.



Theological/Political Orientation

As a whole, this population tends to **lean 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

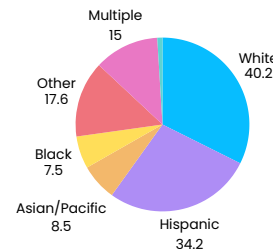
Very high diversity, with higher-than-average Hispanic and Asian/Pacific populations.

Housing

Half of households rent, which means greater housing instability, homelessness, and blight.

Economic

Median income is 23% above the national median, while net worth is about 9% below.



EDUCATION/FORMATION

Education Level



40.4% have a bachelor's degree or higher and 67% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

17.8% of household children are in grade school. 7.8% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly married couples (some with kids) and singles living alone.

Median Age: 38.7 **Average Household Size:** 2.73

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

Diversity-Related

May need multiculturally-sensitive and multilingual teachers and resources.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Occupations vary widely within service and professional roles, with many being self-employed.

Opportunities

Consider recruiting for leadership roles.

Interests

Tend to enjoy travel and dining out, as well as social media.

STEWARDSHIP/ FINANCE

Household Income

\$101,720 (121% of national median)

Net Worth

\$206,302 (106.9% of national median)

Capacity for Giving

Ability to give is **very high**, and they may be generous with what funds they have.

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?