

H2 BOOMBURBS

LifeMode: Family Prosperity | **LifeStage:** Family Portraits

Affluent Young Families in Southern & Western Suburbs

Thriving in the newer suburbs of large metros across the South and West, these are young, upper-income families — mostly married couples, with nearly a third of the population under 18. Most adults work full-time in government, management, finance, or sales, and homes are typically newer builds valued between \$300,000 and \$500,000, with many households running three or more vehicles. Life revolves around the family — spending on kids' clothing, toys, and activities is a priority, alongside home services like cleaning, gardening, and pet care. Smart home technology is a given. Health-conscious and active, residents hike, eat organic, and exercise regularly, and they travel often — both domestically and abroad.



Communications/Technology

Preferred External Channels: Much activity on the “Internet of All Things,” particularly online shopping. 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: Very high comfort with technology. Consider recruiting for the “tech team.”



Worship

Age-Related: Consider family-oriented services and/or children-in-worship area and activities.

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



Hospitality/Fellowship

Orientation: Tend to expect family-friendly fellowship.



Outreach

Some may need help accessing **immigration legal services**. Collaborate with other congregations and organizations if possible.



Midweek Involvement

Parenting means **less midweek availability**, unless childcare or parallel children's programming are 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](#)

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

NEIGHBORHOOD ISSUES

Diversity

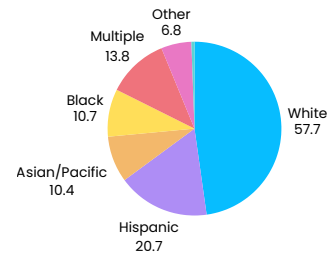
Moderate diversity, with a larger-than-average asian population.

Housing

Over four-fifths own their own homes (primarily large, single family homes).

Economic

Very high income and net worth, with very low unemployment. No significant neighborhood issues.



EDUCATION/FORMATION

Education Level



Well-educated young professionals. 49.2% have a bachelors degree or higher, while 77.9% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

26% of household children are in grade school. 6.4% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Married couples with children. **Median Age:** 34.5 **Household Size:** 3.12
Generational Predominance: Primarily Millennials & Gen Z, followed by Gen X.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most work full time in management/business, government, and finance.

Opportunities

Consider recruiting for leadership or finance team.

Interests

Hiking, reading, exercise, and travel.

STEWARDSHIP/ FINANCE

Household Income \$131,202 (157% of nat'l median)

Net Worth \$539,415 (279.6% of national median)

Capacity for Giving **Very high** 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?