

H3 NEIGHBORHOOD SPIRIT

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

Established Multigenerational Families in Western Suburbs

Settled in the suburbs of large metros — with a strong presence in California — these are older, well-rooted communities of multigenerational families, many with adult children still at home. Residents in their 40s and 50s work in skilled occupations, local government, or for themselves, with some earning additional income from investments or rental properties. Homeownership is the norm, with most properties valued at \$500,000 or more and families having lived there for years, though renters pay among the highest prices in the country. Homes tend to be older, many pre-1970, and multiple vehicles and long commutes are part of daily life. Residents stay informed and entertained through a well-rounded mix of TV, newspapers, magazines, and the internet.



Communications/Technology

Preferred External Channels: Email, foreign language TV and radio, travel sites, newspapers, and magazines. Consider ads and 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: Moderately comfortable with technology.



Worship

Diversity-Related: Consider Spanish-language worship services and multilingual staff or volunteers. Ensure sensitivity to Asian cultures.

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



Hospitality/Fellowship

Orientation: Tend to prefer family-friendly fellowship.



Outreach

Some may need help with **childcare** or **college prep**. Collaborate with other congregations and organizations if possible.



Midweek Involvement

Long commutes means **less availability** for midweek activities.



Theological/Political Orientation

As a whole, this population tends to exhibit **no clear 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

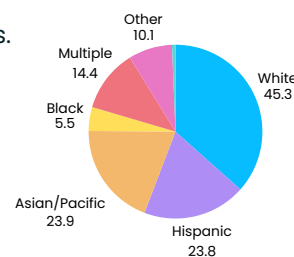
Moderate-to-high diversity, with large hispanic and asian populations.

Housing

Over 80% own their homes, and the 20% who rent are moderately rent-burdened.

Economic

Median income and net worth are very high, and unemployment is moderate. No significant neighborhood issues.



EDUCATION/FORMATION

Education Level



33.1% have a bachelors degree or higher, while 71.9% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

17.3% of household children are in grade school. 7.3% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Married couples, some with kids. **Median Age:** 43 **Household Size:** 3.01
Generational Predominance: Fairly even split between Millennials, Gen X, Gen Z, and Baby Boomers.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Many work in the local government or are self-employed. Some supplement their income with investments.

Opportunities

Consider recruiting for leadership.

Interests

Foreign & domestic travel, television, and newspapers.

STEWARDSHIP/ FINANCE

Household Income \$146,827 (2175% of nat'l median)

Net Worth \$1,003,845 (520.4% of national median)

Capacity for Giving

Very high ability to give and may feel generous.

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?