

L2 PROFESSIONAL PRIDE

LifeMode: Premier Estates **LifeStage:** Mature & Retired Living

Affluent Young Tech-Savvy Families in the Growing Suburbs

Found primarily across the South & West, these are thriving communities of married couples with children, living in newly built single-family homes in the outer suburbs and exurbs of major metro areas. Most residents hold advanced degrees & work in tech, engineering, or management — many from home — and have dual incomes, placing them among the nation's top earners. Mortgages are common, given the cost of new construction, but smart home technology and modern appliances are standard. Family and fitness are central to life here: residents are active, enthusiastic supporters of youth sports and regular participants in recreational activities.



Communications/Technology

Preferred External Channels: Frequently online (even their appliances are web-connected). Consider ads & messaging on these channels that drive traffic to the congregation's website.

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

Technology: Very tech-savvy.



Worship

Diversity: Consider Spanish-language interpretation.

Technology: Consider tech in worship.

Age-Related: Consider parallel programming for children.



Hospitality/Fellowship

Orientation: Tend to expect socially- and family-oriented fellowship.



Outreach

Crime: High density may elevate crime. Consider crime prevention, neighborhood watch.

Social: May need to address racial prejudice.

Collaborate with other congregations and organizations if possible.



Non-Sunday Availability

More children means **less availability** for midweek involvement, unless parallel programming for children is provided



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.

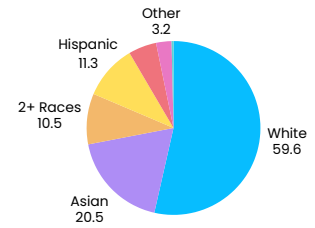
NEIGHBORHOOD ISSUES

Diversity

Predominantly White population, with somewhat **lower than average** diversity.

Economic

Median income almost 2 1/4 times above national median. No significant economic or neighborhood issues. 90% own their homes.



EDUCATION/FORMATION

Education Level



Highly Educated. 67% have a bachelor's degree or above. More than 28% have a postgraduate degree. Tend to expect a strong education/formation program. Plan formation programs accordingly.

Children by Grade Range

26.7% are in grade school. 5.9% are in college or above. Plan children's formation programs accordingly.

Generational Predominance

Primarily Gen Z, Gen X, and Millennials.

Household Description

Married couples with children.

Median Age: 38.6.

Average Household Size: 3.2

INTERESTS & JOB-RELATED SKILLS

Interests

Enjoy **fitness** and recreational activities such as **sports**.

Occupational Skills

Predominantly white collar professions, particularly in **management**.

Opportunities

Consider recruiting for leadership.

STEWARDSHIP/ FINANCE

Household Income

\$187,750 (224% of nat'l median)

Net Worth

\$1,178,630 (611% of national median)

Capacity for Giving

Very high capacity for giving.

Giving Patterns

Tend to **give generously** to social organizations.

Opportunities

Tap into their social conscience and desire for strong outside outreach through social organizations.

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?