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LifeMode group H

This group mainly consists of married couples with or without children. They live primarily in single-family homes in newer suburban developments, and households typically own multiple vehicles for commuting and accessing entertainment and amenities. Incomes often exceed the national average by a significant margin.

Segments overview

Click a segment to learn more about it. See the following for an overview of each segment:

Segment	Segment name	Overview
H1	Flourishing Families	Large Southern and Midwestern suburban families in growing developments
H2	Boomburbs	High-earning suburban families in the South and West
H3	Neighborhood Spirit	Suburban families on the West Coast with high rents
H4	Urban Chic	Affluent, educated families in the suburbs of coastal metropolises

Segment H1

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure ([Census 2020](#)): Married couples
- Median household income: \$111,751
- Median net worth: \$499,190



- Percentage of individuals with completion of a bachelor's degree or higher: 40.2%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb
- Median home value: \$379,560
- Homeownership rate: 85.2%
- [Rent burdened households](#) ([American Community Survey](#), 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

Segment H2

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between \$300,000 and \$500,000. Nearly a third of households own three or more vehicles.

Key statistics

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure ([Census 2020](#)): Married couples
- Median household income: \$131,202
- Median net worth: \$539,415
- Percentage of individuals with completion of a bachelor's degree or higher: 49.2%

Housing and employment

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

- Predominant [Urbanicity Type](#): Suburb
- Median home value: \$462,376
- Homeownership rate: 82.9%
- [Rent burdened households](#) ([American Community Survey](#), 2019-2023): 33.2%

