



About Boomburbs

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 youthful; nearly a third are under the age of 18. Married couples, more with children than without, 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 with ample indoor and outdoor space, 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.

[ArcGIS® Tapestry™](#) groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. **Boomburbs** is one of 60 Tapestry segments in the United States. This segment belongs to the **Family Prosperity** [LifeMode](#) group and **Family Portraits** [LifeStage](#) group.



Lifestyle Patterns



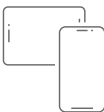
Shopping

Residents tend to shop at club stores and make purchases using online platforms.



Spending

Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.



Media

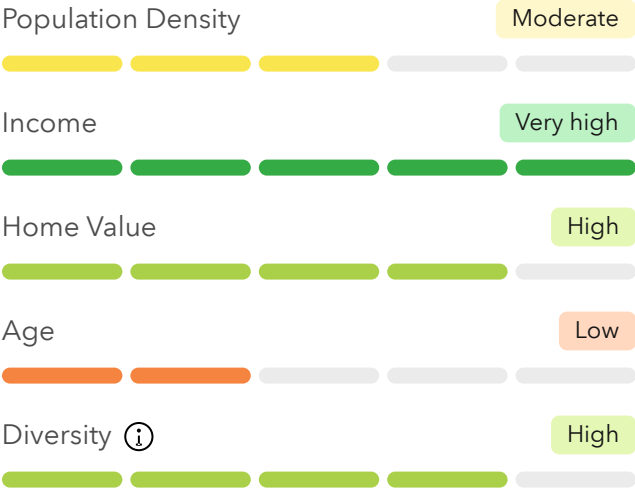
They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.



Interests

Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

Segment Characteristics



Housing Traits



[View segment documentation](#)



Understand Boomburbs

Segment H2 - Boomburbs is in the Family Prosperity [LifeMode group](#). This segment is characterized by high-earning suburban families in the South and West.

Owners is the predominant occupancy tenure in the Boomburbs segment, and the most common housing unit type is **Single Family**. The homeownership rate in this segment is **82.9%** and there is a housing unit vacancy rate of **4.8%**. Across the entire segment, the median contract rent paid per month is **\$1,889**.

The majority of people in this segment live in areas with the [Urbanicity Type](#) of **Suburb**, with a population density of **845** people per square mile.

Prof, Mgmt is the dominant occupation type and the predominant education level for the segment is **College Degree**. Approximately **60.3%** of the people age 25 or older in the Boomburbs segment have earned a college degree.

The majority of people in this segment are in the **Millennials, Gen Z, Gen X** [generation](#) and are in the [Mid-High Income Tiers](#) with a median net worth of **\$539,415**.

About ArcGIS Tapestry

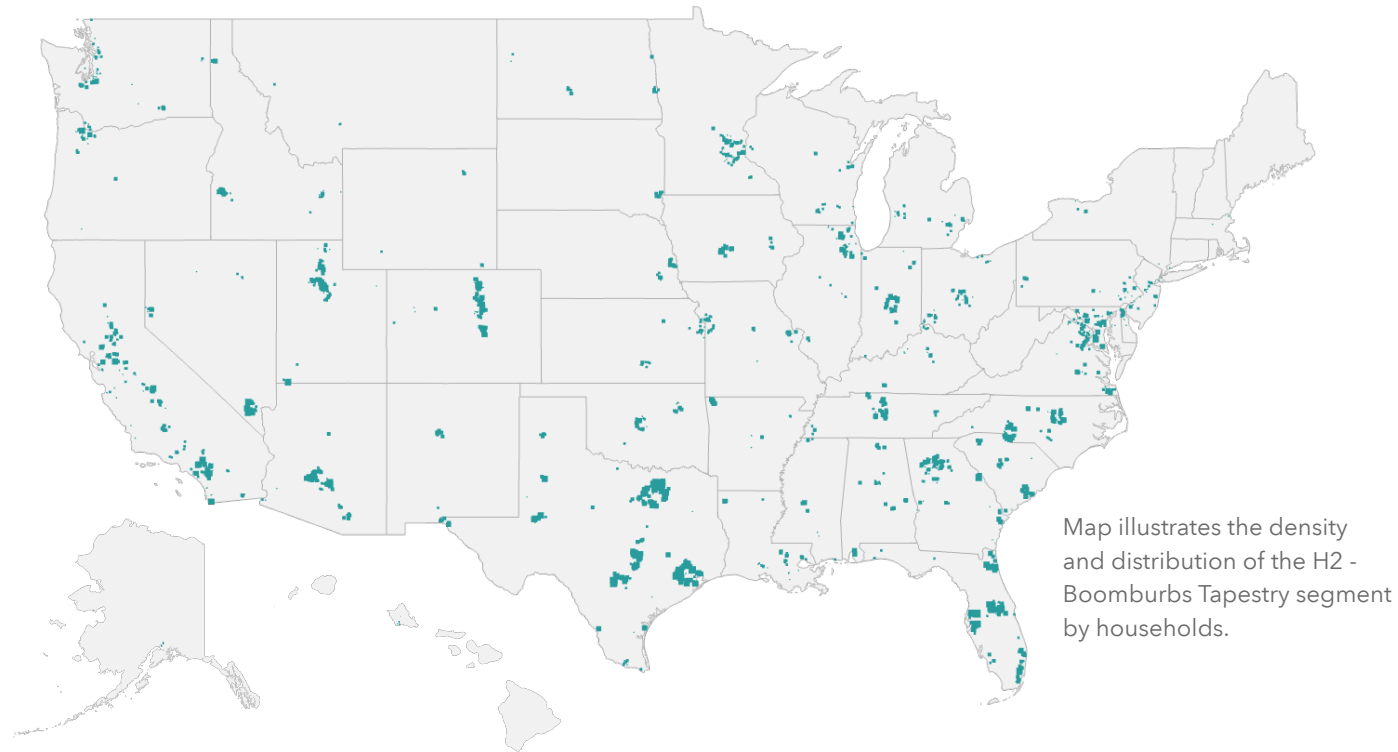
[ArcGIS Tapestry](#) is an advanced demographics dataset that contains detailed summaries of communities across the United States. The ArcGIS Tapestry dataset is developed by Esri and includes source material supplied by [Esri® Updated Demographics](#), the [U.S. Census Bureau](#), the U.S. Census Bureau's [American Community Survey \(ACS\)](#), and consumer surveys such as [MRI-Simmons](#).

The ArcGIS Tapestry dataset groups residential areas into segments based on shared demographic, socioeconomic, and lifestyle characteristics. Neighborhoods with the most similar characteristics are grouped together, and neighborhoods showing divergent characteristics are separated. For a broader view of consumer markets, segments are summarized into LifeMode groups. Segments within each [LifeMode group](#) share key demographic characteristics with an emphasis on age, income, household type, and population density.

ArcGIS Tapestry data can be used to understand a community's complexity. Each segment provides insight into patterns at the neighborhood and community levels and can be used to compare study areas. Typically, communities are composed of multiple segments and the diversity of an area's segments is relevant to understanding each community's unique socioeconomic and demographic dynamics.

H2 - Boomburbs is one of 60 Tapestry segments in the United States. Values on this report represent nationwide 2025 totals from Esri for this segment. © 2025 Esri.

Segment Density



Map illustrates the density and distribution of the H2 - Boomburbs Tapestry segment by households.



Demographic Characteristics of Tapestry Segment H2

Boomburbs

Key Indicators



2.6%

United States households are in this Tapestry segment

There are **3,476,273** households in the **Boomburbs** segment within the United States.



3.12 ↑

Average household size

This segment is **0.62 persons higher** than the **United States** average household size of **2.50**.



\$131,202 ↑

Median household income

This segment is **60.7% higher** than the **United States** median income of **\$81,624**.



\$462,376 ↑

Median home value

This segment is **24.8% higher** than the **United States** median home value of **\$370,578**.



34.5 ↓

Median age

This segment is **5.1 years younger** than the **United States** median age of **39.6**.

Demographics

Marital Status



Marital Status	Segment total	US total
Never Married	27.1%	34.2%
Married	62.6%	50.3%
Divorced	7.4%	10%
Widowed	2.8%	5.5%

Population by Generation



Generation	Segment total	US total
Greatest Generation	1.6%	4.3%
Baby Boomers	11.1%	19.4%
Generation X	20.2%	19.1%
Millennials	27.1%	24.2%
Generation Z	26.2%	23.0%
Generation Alpha	13.8%	10.0%

Population by Race

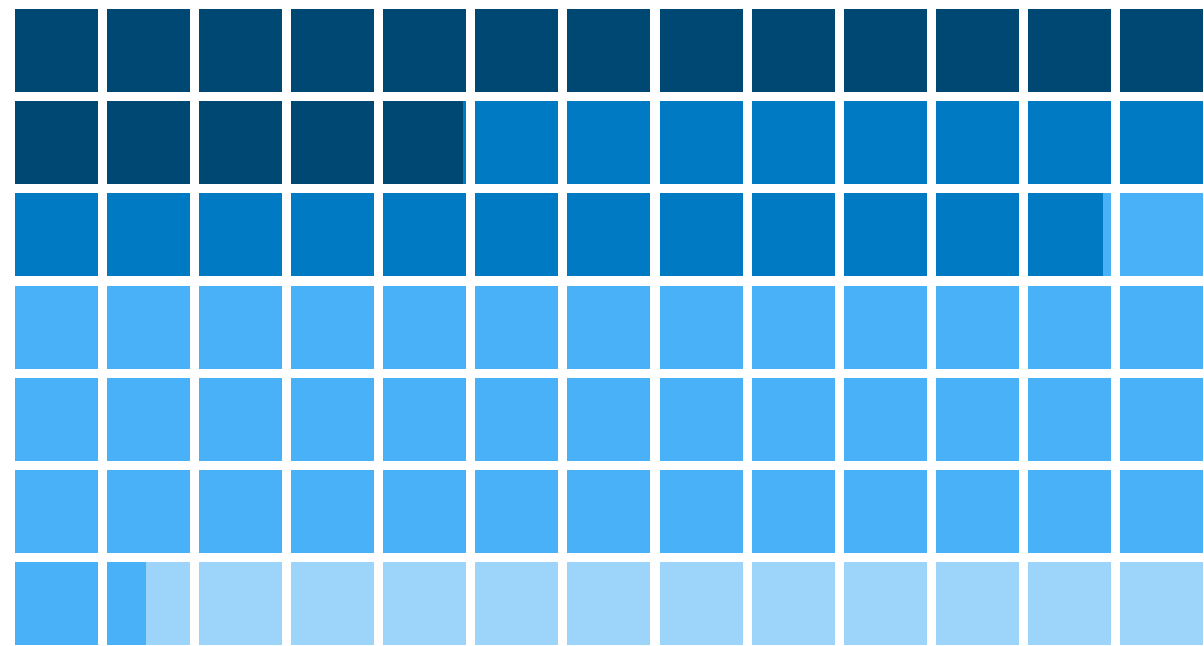
20.7% of population in this segment identify as [Hispanic](#).



Race	Segment total	US total
American Indian	0.7%	1.1%
Asian	10.1%	6.4%
Black	10.7%	12.5%
Pacific Islander	0.3%	0.2%
White	57.7%	60.0%
2+ Races	13.8%	10.8%
Other Race	6.8%	8.8%



School Enrollment



67.7% of population age 3+ in this Tapestry segment are not enrolled in school. Source: (ACS)

- College or Grad/Prof School

(6.4%)
- Enrolled in grade 9-12

(7.1%)
- Enrolled in grade 1-8

(14.8%)
- Nursery/Presch or Kindergarten

(4.1%)



Diversity Index



0100

U.S. index is 72.7



3.0% ↓

Unemployment Rate

1.3% lower than the **United States** rate of **4.3%**.



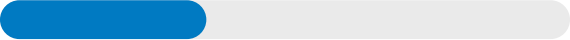
Educational Attainment

Population Age 25+	Boomburbs	United States	Difference
Less than 9th grade	1.9%	4.0%	-2.1%
High school with no diploma	2.5%	5.3%	-2.8%
High school diploma	15.0%	22.4%	-7.4%
GED or alternative credential	2.7%	4.1%	-1.4%
Some college with no degree	17.6%	17.2%	0.4%
Associate's degree	11.1%	9.8%	1.3%
Bachelor's degree	31.1%	22.7%	8.4%
Graduate or professional degree	18.1%	14.5%	3.6%

Household Income Tiers



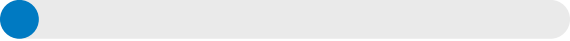
Upper Income Tier36.2%



Middle Income Tier57.0%



Low Income Tier6.7%



Occupation Type



White Collar72.1%



Blue Collar15.3%



Services Occupation12.6%

