

12 SCENIC BYWAYS

LifeMode: Countryscapes | **LifeStage:** Mature & Retired Living

Deeply-Rooted Rural Southern Communities with Long Commutes

Spread across the wide-open spaces outside city limits in the South, these are quiet, close-knit communities of older married and widowed adults approaching or enjoying retirement. Most spent their working years in skilled trades — agriculture, manufacturing, mining, construction, or utilities — with health, food, and retail jobs rounding out local employment, supplemented by Social Security and public assistance. Homes are predominantly single-family or manufactured houses, with higher-than-average vacancy rates and some seasonal units. Long commutes, limited connectivity, and satellite TV and internet are facts of life, with many households keeping a landline. Residents are self-reliant and hands-on — maintaining their homes, gardens, and vehicles with the right tools, driving pickup trucks, and enjoying fishing and hunting in their expansive surroundings



Communications/Technology

Preferred External Channels: Satellite TV and telephone. Many still maintain a landline. Consider ads and messaging on satellite channels that drive traffic to the congregation's website.

Preferred Internal Channels: Email/newsletter (weekly, with listing of activities), snail mail, or telephone trees.

Technology: Internet connectivity is limited, with many accessing the internet via satellite.



Worship

Age-Related: Make accommodations for older people (e.g. sound system for hearing impaired).

Style: Likely to prefer traditional worship.

Technology: Likely limited comfort with tech in worship.



Hospitality/Fellowship

Orientation: Tend to expect family-friendly, socially-oriented fellowship.



Outreach

Economic: Some may need unemployment-related assistance.

Social: Consider strategies to reduce isolation, especially for retirees and widowed adults.



Midweek Involvement

Long commutes mean **less midweek availability**.



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

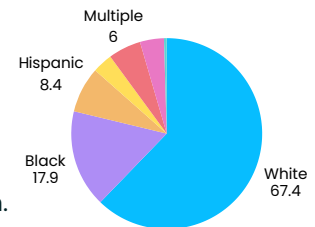
Low diversity, with larger-than-average white and black populations and a smaller-than-average hispanic population.

Housing

Almost 80% are homeowners, and most renters are not rent-burdened.

Economic

Median income and net worth are both low, and unemployment is high. Just under half of the population participate in the workforce. Many receive public assistance and social security.



EDUCATION/FORMATION

Education Level



Very low. 14.2% have a bachelors degree or higher, while 40.6% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

17.5% of household children are in grade school. 3.4% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description

Married couples (some with kids) and singles living alone.

Median Age: 41.9 **Household Size:** 2.42

Generational Predominance: Primarily Baby Boomers, followed by Millennials, Gen X, and Gen Z.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Many are retired or retiring soon, with experience in manufacturing/construction, agriculture, and other skilled trades, as well as the retail/service & health care industries.

Opportunities

Consider recruiting for leadership & hands-on ministries.

Interests

Fishing, hunting, and maintenance of their vehicles, gardens, & homes.

STEWARDSHIP/ FINANCE

Household Income \$51,062 (61% of nat'l median)

Net Worth \$173,160 (89.8% of national median)

Capacity for Giving

Limited capacity for giving but may be generous with what they have.

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?