

16 SOUTHERN SATELLITES

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

Older Families on the Suburban & Rural Fringe with Long Commutes

Settled on the outskirts of metro and micropolitan areas in low-density suburbs and rural fringes, these are mixed communities of older adults and younger families with school-aged children, most earning middle-tier incomes. Work spans manufacturing, healthcare, retail, construction, mining, and agriculture, with long commutes — often crossing county lines — being a fact of life. The cost of living is low, and Social Security and public assistance support many older residents. Life is lived largely outdoors — camping, fishing, hunting, and gardening fill the weekends, and domestic travel is a favorite. College football and auto racing are must-watch TV, and hunting and fishing magazines are a go-to read. Chain and fast-food restaurants handle most dining out.



Communications/Technology

Preferred External Channels: Online shopping (especially pet and hobby supplies), TV sports (especially football and auto racing), hunting & fishing magazines. Consider ads and messaging on these channels that drive traffic to the congregation's website.

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

Technology: Late adopters, with low-to-moderate comfort with technology.



Worship

Age-Related: Consider parallel programming for children.

Style: Likely to prefer traditional worship.

Technology: Less likely feel comfortable with tech in worship.

Diversity-Related: May want to consider Spanish interpreters.



Hospitality/Fellowship

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



Outreach

Consider budgeting for/supporting programs for **tuition assistance, child care, and senior care**. Collaborate with other congregations and organizations if possible



Midweek Involvement

Long commutes mean **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

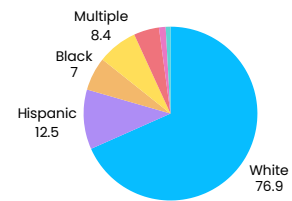
Very low diversity with **few minorities**.

Housing

Over 80% are homeowners (single family and mobile homes).

Economic

Similar to national average. Mostly middle-income with some seniors dependent on public assistance and social security.



EDUCATION/FORMATION

Education Level



20.1% have a bachelor's degree or higher and 50.8% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

19.4% of household children are in grade school. 3.9% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Primarily married couples, some with children.

Median Age: 41.5 **Household Size:** 2.59

Generational Predominance: Baby Boomers, Gen X, Millennials, and Gen Z each make up about one fifth of the population.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Most do hands-on industrial, agriculture, and construction work, with some working in health care and retail.

Opportunities

Consider recruiting for leadership and hands-on ministries.

Interests

Spending time outdoors camping, hunting, fishing, and gardening; travel and dining out.

STEWARDSHIP/ FINANCE

Household Income \$72,167 (86% of national median)

Net Worth \$254,904 (132.1% of national median)

Capacity for Giving

Very high capacity for giving, but may feel less generous due to downward trend of income.

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?