J3 RETIREMENT COMMUNITIES

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

Active & Engaged Seniors in Suburban Metro Areas

Spread across suburbs nationwide, these are vibrant, well-established senior communities where a quarter of residents are 75 or older and nearly half live alone. Most draw on a mix of retirement funds, investments, and Social Security, and many are still active in professional fields such as education, healthcare, management, and tech. Net worth tends to run above the national average, and financial advisors and tax professionals help keep things on track. Most live in single-family homes, duplexes, or apartments — at above-average rents — with assisted living facilities nearby for those who need them. Life is full and engaged: regular medical checkups, insurance coverage across the board, and plenty of time for sports, news, movies, books, theaters, art galleries, and dining out.

Communications/Technology

Preferred External Channels: Internet & tv (sports, news, movies, and shopping), newspapers, and movie theaters. Consider ads and 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: High level of comfort with technology.

Worship

Age-Related: Gear toward older adults. Consider a sound system for the hearing impaired.
Style: Likely to prefer traditional worship. Consider tech in worship.

Hospitality/Fellowship

Orientation: Tend to expect socially-oriented fellowship, especially potlucks.

Outreach

Social: Assisted living apartments, in-home senior care; racial issues.
Economic: Financial assistance.
Hunger: Food assistance, food pantry, farmers market, community dinners
Collaborate with other congregations and organizations if possible

Midweek Involvement

Medium Availability. Much fewer children means much higher availability for mid-week activities than most, but many may not come to the congregation during the week in preference for activities at their retirement communities. Also, nearly one-in-five households have no vehicle, making travel difficult. Consider collaborating with their retirement communities and ride sharing programs.

Theological/Political Orientation

This population tends to exhibit **no clear theopolitical preferences**.

Click here for more information on this segment

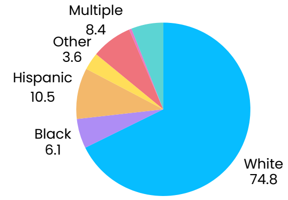
Sources: ESRI Tapestry, updated demographics, Census data, FaithX Research, and other sources.

NEIGHBORHOOD ISSUES

Diversity Majority are White with **lower-than-average diversity.** May wish to consider Spanish-language interpretation.

Housing Very high homeownership rate of almost 90%.

Economic While many are active in the workforce, many households depend on investments, retirement funds, and social security. Much higher net worth than national median.



EDUCATION/FORMATION

Education Level

31.2% have a bachelor's degree or higher and 74.9% have some college education. Plan adult formation programs accordingly.

Children by Grade Range 10.9% of household children are in grade school. 5.9% of households are in college or grad school. Plan children's formation programs accordingly.

Household Description Mostly singles living alone and married couples with no children. Plan adult formation programs accordingly. **Median Age:** 55 **Household Size:** 1.94

Generational Predominance: Primarily Baby Boomers, followed by Gen X and Millenials. Well balanced.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Mostly retired or semi-retired. Occupations predominantly office and management: people skills.

Opportunities

Consider recruiting for people-related ministries.

Interests

Theaters, art galleries, and restaurants.

STEWARDSHIP/ FINANCE

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

Net Worth $1,178,530 (611% 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?