

K1 LEGACY HILLS

LifeMode: Suburban Shine | **LifeStage:** Mature & Retired Living

Mature & Settled in Midwestern & Southern Suburbs

Spread across suburbs near large metro areas in the Midwest and South — with some in small towns and micropolitan areas — these are established communities of mostly older adults, many widowed or divorced and living alone. Homes range from single-family houses built between 1950 and 1990 to low- and high-rise apartments, valued between \$150,000 and \$300,000. Healthcare is well covered, with regular access to medical providers and solid insurance. Daily life is comfortably analog — radio, magazines, and TV (especially travel, bowling, and golf programming) are favorites, cell phones are common, but landlines still have a place. Online activity is more limited than most other segments.



Communications/Technology

Preferred External Channels: Internet (though less use than most), TV (travel, bowling, and golf channels), magazines, and sports radio. Landlines and mobile phones with prepaid or calling card plans. Consider ads and messaging on these channels that drive website traffic.

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



Worship

Diversity-Related: Spanish-language interpretation may be helpful.

Style: Lean more towards traditional worship.

Technology: May be open to tech in worship.



Hospitality/Fellowship

Orientation: Tend to expect socially-oriented & family-friendly fellowship, such as potlucks.



Outreach

Social: Create social opportunities at assisted living apartments and for those with in-home care.

Economic: Consider budgeting for financial assistance.

Hunger: Create or support food assistance programs, such food pantries, farmers markets, and community dinners. Collaborate with other congregations and organizations if possible



Midweek Involvement

Child-free families have **more availability** for mid-week involvement.



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

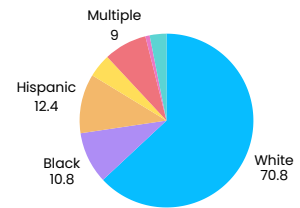
Low diversity, with an over 70% white population.

Housing

The population is evenly split between homeowners and recently-arrived renters who are highly rent-burdened.

Economic

Income and net worth are very low compared to the national median, while unemployment is moderate.



EDUCATION/FORMATION

Education Level



31.3% have a bachelor's degree or higher and 61.4% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

13.1% of household children are in grade school. 5.9% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly singles living alone (many widowed or divorced) & married couples without kids. **Median Age:** 45.6 **Household Size:** 2

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

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Many work in social services.

Opportunities

Consider recruiting for leadership & care ministries.

Interests

Reading magazines, listening to the radio, and TV sports and travel shows.

STEWARDSHIP/ FINANCE

Household Income \$59,093 (71% of nat'l median)

Net Worth \$113,336 (58.8% of national median)

Capacity for Giving

Limited ability to give and concerned about the economy.

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?