

K8 BURBS & BEYOND

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

Affluent Older Adults in Western Resort & Scenic Communities

Concentrated in the scenic suburbs and rural areas of the West — with additional communities in the South and Northeast — these are well-off, semi-retired communities of married couples mostly 55 and older. Incomes are middle-to-upper tier, bolstered by retirement funds and Social Security. They are supported by a high rate of self-employment in management, sales, and healthcare, with many working from home. Homes are predominantly single-family properties valued at \$500,000 or more, often near nature and outdoor recreation, with above-average seasonal vacancy suggesting a healthy second-home market. Residents invest heavily in their homes through remodeling and upkeep, enjoy reading, and stay active outdoors. Civic engagement is strong — volunteering and voting in local elections are regular commitments.



Communications/Technology

Preferred External Channels: Many use the internet to work from home. Consider web ads that drive traffic to the congregation's website.

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

Technology: Very comfortable with technology.



Worship

Age-Related: Consider family services and/or children-in-worship area and materials.

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

Style: Likely to prefer traditional worship, but also be open to tech in worship.



Hospitality/Fellowship

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



Outreach

Due to predominantly white population, outreach on **racial issues** may be needed. Collaborate with other congregations and organizations if possible.



Midweek Involvement

Those parenting have **less availability** unless parallel programming for children is available.



Theological/Political Orientation

As a whole, this population tends to **lean conservative** in their 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

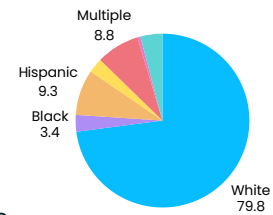
Very low diversity, with a white population of almost 80% and lower-than-average black and hispanic populations.

Housing

65.5% own their homes, while others are moderately rent-burdened. Many residencew are second/vacation homes.

Economic

Solid financial footing. Household income and net worth are both above average. Unemployment is low. More than three-quarters receive **retirement income** or social security.



EDUCATION/FORMATION

Education Level



Well-educated. 54.6% have a bachelor's degree or higher and 78.5% have some college education. Plan adult formation programs accordingly.

Children by Grade Range

15.3% of household children are in grade school. 5% of household are in college or grad school. Plan children's formation programs accordingly.

Household Description

Mostly married couples, some with kids.

Median Age: 51.1 **Household Size:** 2.39

Generational Predominance: Baby Boomers make up almost one-third of the population, followed by Gen X, Millennials, and Gen Z.

INTERESTS & JOB-RELATED SKILLS

Occupational Skills

Many are retired or close to retirement, and many are self-employed. Management, health care, and sales are the primary professions for this population.

Opportunities

Consider recruiting for leadership.

Interests

Fine dining, reading, community volunteering, & outdoor activities.

STEWARDSHIP/ FINANCE

Household Income

\$102,505 (122% of nat'l median)

Net Worth

\$373,397 (194% of national median)

Capacity for Giving

Very high capacity to give, and they are likely to invest their time, talent, and treasure.

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?