

L1 SAVVY SUBURBANITES

LifeMode: Premier Estates

LifeStage: Mature & Retired Living

Established Suburban Families in the Northeast & Mid-Atlantic

Concentrated in New England and the Mid-Atlantic, these are well-settled suburban communities of married couples, most with grown or nearly grown children. Residents work in management and finance, with dual incomes and solid investment portfolios, placing them firmly in the middle-to-upper-income tier. Homes are almost exclusively owner-occupied single-family properties, mostly built between 1970 and 2000, in both newer and established suburban neighborhoods. Community involvement is a priority — residents engage in local politics and fundraising — and when vacation time comes, beaches and national parks are favorite destinations. Staying connected via cell phone and the internet is a given.



Communications/Technology

Preferred External Channels: Frequently on their cell phones and laptops. 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: Highly comfortable with technology.



Worship

Architecture: Tend to expect architecturally beautiful spaces.

Age-Related: May want to begin to engage Middle and High School age in helping with the worship service.

Technology: May be comfortable with "tech" in worship.

Style: Likely to prefer traditional and contemporary worship.



Hospitality/Fellowship

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



Outreach

Social: May need to address racial prejudice.

Tend to engage with their communities through fundraising and local politics.

Collaborate with other congregations and organizations if possible.



Non-Sunday Availability

More children means **less availability** for midweek involvement, unless parallel programming for children is provided.



Theological/Political Orientation

As a whole, this population tends to exhibit **no clear theo-political 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.

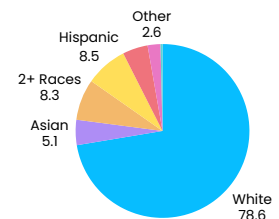
NEIGHBORHOOD ISSUES

Diversity

Predominantly White with much **lower than average** diversity.

Economic

High median income and net worth compared to the national average. Over 90% own their home, with 9% renting.



EDUCATION/FORMATION

Education Level



Very highly educated. 66.8% college graduates; 78% with some college education. Plan adult formation programs accordingly.

Children by Grade Range

19.9% of household children are in grade school. 5.3% of household are in college or grad school. Plan children's formation programs accordingly.

Generational Predominance

About equal numbers of Baby Boomers, Gen X, Millennials, and Gen Z.

Household Description

Married couples, many with kids. Consider parallel programming for children.
Median Age: 44 **Average Household Size:** 2.72

INTERESTS & JOB-RELATED SKILLS

Interests

Enjoy vacationing at beaches & national parks.

Occupational Skills

Predominantly office and management: People skills, leadership skills, technology, and financial and investment skills. Accustomed to getting things done.

Opportunities

Consider recruiting for people, leadership, communications/technology, or finance-related ministries.

STEWARDSHIP/ FINANCE

Household Income

\$139,696 (167% of nat'l median)

Net Worth

\$915,346 (475% of national median)

Capacity for Giving

Very high ability to give.

Giving Patterns

Tend to **give generously** to social organizations.

Opportunities

Tap into their desire to support strong outside outreach.

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?