

L3 TOP TIER

LifeMode: Premier Estates**LifeStage:** Mature & Retired Living

Highly educated professionals in affluent suburbs

Residents of this segment are older and wealthier than most. In their upper 40s to lower 50s, they have among the highest net worth of all population segments, tend to be well educated, with high-paying executive or professional jobs, and a growing number telecommute. They tend to reside in affluent suburban neighborhoods in metro areas on the West and East coasts. Mostly married empty-nesters in single-family homes, those who do have children at home send them to private schools. They love to give to the things they love (and believe in).



Communications/Technology

Preferred External Channels: Internet, TV (especially PBS), radio (especially NPR), newspapers. Consider ads & other strategies that drive viewers to your website.

Preferred Internal Channels: Website & email (if well-produced)

Technology: Connected & comfortable with "tech."



Worship

Architecture: Tend to expect an architecturally beautiful space.

Technology: Likely comfortable with tech in worship.

Age-Related: Consider programs for teens and college-age.



Hospitality/Fellowship

Orientation: Tend to expect a strong, organized, and attractive hospitality program/ministry.



Outreach

Orientation: Socially conscious. They are likely to want (and fund) their faith community to have strong outreach, even outside their community.

Community Engagement: Highly involved in their community. They are likely to bring influence and connections to outreach efforts.

Opportunities: Tap into their social conscience and desire for strong outside outreach through social organizations.



Non-Sunday Availability

Higher Availability: Fewer and older children means more availability.



Theological/Political Orientation

Moderate-to-Liberal: As a whole, this population tends to exhibit moderate-to-liberal theological 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.

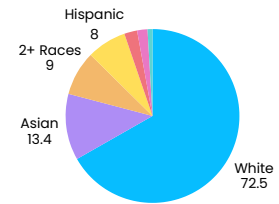
NEIGHBORHOOD ISSUES

Diversity

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

Economic

More than **50% higher than the national median income**.
No significant economic or neighborhood issues.



EDUCATION/FORMATION

Education Level



Highly Educated. More than 2/3 have a bachelor's degree or higher. Tend to expect a strong education/formation program. Plan adult programs accordingly.

Children by Grade Range

PreK/K: 3.4% **Grade 1-8:** 14.8% **Grade 9-12:** 6.8% **College:** 5.3% **Not in School:** 72.4%
Plan children's formation programs accordingly.

Generational Predominance

Baby Boomers & GenX, with GenZ increasing.

Household Description

Married couples, some with teen or college-age children at home.
Median Age: 45.4. **Average Household Size:** 2.84

INTERESTS & JOB-RELATED SKILLS

Interests

Enjoy **fundraising & donating** to national & international charities.

Occupational Skills

86.6% **white collar**. Predominantly executives, professionals, & business owners, they bring strong leadership, financial, communications, & technology skills.

Opportunities

Consider recruiting for leadership, finance, or communication/technology-oriented ministries.

STEWARDSHIP/ FINANCE

Household Income

\$209,720 (157% of nat'l median)

Net Worth

\$1,734,059 (792% of national median)

Capacity for Giving

High ability & willingness to give. Tend to be among the higher givers.

Giving Patterns

Tend to **give generously** to social organizations, including NPR & PBS.

Opportunities

Tap into their desire to support strong outside outreach. May be an asset to stewardship program planning.

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?