



Central Ohio Conference of the Southern Ohio Synod PRIZM: Lifestage Groups

PRIZM Lifestage Groups	Central Ohio			
	2008 Households	%	2013 Households	%
Households by PRIZM Segment	648,334		682,477	
Ranked Major Lifestage	YOUNGER YEARS	38.73%	YOUNGER YEARS	39.29%
	FAMILY LIFE	33.66%	FAMILY LIFE	33.77%
	MATURE YEARS	27.61%	MATURE YEARS	26.94%
Ranked Lifestage Groups	Y1 - Midlife Success	17.73%	Y1 - Midlife Success	18.43%
	F3 - Mainstream Families	13.42%	F3 - Mainstream Families	13.27%
	Y2 - Young Achievers	12.78%	Y2 - Young Achievers	12.74%
	M3 - Cautious Couples	9.30%	M3 - Cautious Couples	8.97%
	F2 - Young Accumulators	8.38%	F2 - Young Accumulators	8.47%
	Y3 - Striving Singles	8.21%	Y3 - Striving Singles	8.11%
	M2 - Conservative Class...	8.16%	M2 - Conservative Class...	8.06%
	F1 - Accumulated Wealth	6.20%	F1 - Accumulated Wealth	6.77%
	F4 - Sustaining Families	5.66%	M4 - Sustaining Seniors	5.29%
	M4 - Sustaining Seniors	5.61%	F4 - Sustaining Families	5.26%
	M1 - Affluent Empty Nests	4.54%	M1 - Affluent Empty Nests	4.62%
	Unclassified	0.00%	Unclassified	0.00%
YOUNGER YEARS	251,101	38.73%	268,128	39.29%
Y1 - Midlife Success	114,980	17.73%	125,813	18.43%
03 Movers & Shakers	12,679	1.96%	13,718	2.01%
08 Executive Suites	14,582	2.25%	15,710	2.30%
11 God's Country	11,052	1.70%	13,392	1.96%
12 Brite Lites, Li'l City	1,400	0.22%	1,441	0.21%
19 Home Sweet Home	23,679	3.65%	25,579	3.75%
25 Country Casuals	14,091	2.17%	16,315	2.39%
30 Suburban Sprawl	20,926	3.23%	21,537	3.16%
37 Mayberry-ville	16,571	2.56%	18,121	2.66%
Y2 - Young Achievers	82,881	12.78%	86,976	12.74%
04 Young Digerati	3,116	0.48%	3,107	0.46%
16 Bohemian Mix	7,889	1.22%	7,906	1.16%
22 Young Influentials	28,394	4.38%	29,956	4.39%
23 Greenbelt Sports	11,904	1.84%	14,240	2.09%
24 Up-and-Comers	5,498	0.85%	5,552	0.81%
31 Urban Achievers	21,394	3.30%	21,434	3.14%
35 Boomtown Singles	4,686	0.72%	4,781	0.70%
Y3 - Striving Singles	53,240	8.21%	55,339	8.11%
42 Red, White & Blues	4,604	0.71%	5,207	0.76%
44 New Beginnings	22,610	3.49%	22,914	3.36%
45 Blue Highways	3,094	0.48%	3,345	0.49%
47 City Startups	6,344	0.98%	6,270	0.92%
48 Young & Rustic	7,600	1.17%	8,311	1.22%
53 Mobility Blues	2,955	0.46%	2,967	0.43%
56 Crossroads Villagers	6,033	0.93%	6,325	0.93%



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	2008 Households	%	2013 Households	%
Households by PRIZM Segment	2,197,358		2,264,551	
Ranked Major Lifestage	MATURE YEARS	34.59%	MATURE YEARS	34.03%
	YOUNGER YEARS	33.30%	YOUNGER YEARS	33.65%
	FAMILY LIFE	32.11%	FAMILY LIFE	32.32%
Ranked Lifestage Groups	F3 - Mainstream Families	14.94%	F3 - Mainstream Families	14.94%
	Y1 - Midlife Success	12.94%	Y1 - Midlife Success	13.37%
	M3 - Cautious Couples	12.53%	M3 - Cautious Couples	12.21%
	Y3 - Striving Singles	12.09%	Y3 - Striving Singles	11.96%
	M2 - Conservative Class...	9.10%	M2 - Conservative Class...	9.05%
	M4 - Sustaining Seniors	8.92%	M4 - Sustaining Seniors	8.66%
	Y2 - Young Achievers	8.28%	Y2 - Young Achievers	8.32%
	F2 - Young Accumulators	6.88%	F2 - Young Accumulators	6.99%
	F4 - Sustaining Families	5.84%	F4 - Sustaining Families	5.60%
	F1 - Accumulated Wealth	4.45%	F1 - Accumulated Wealth	4.79%
	M1 - Affluent Empty Nests	4.03%	M1 - Affluent Empty Nests	4.12%
	Unclassified	0.00%	Unclassified	0.00%
YOUNGER YEARS	731,769	33.30%	761,976	33.65%
Y1 - Midlife Success	284,295	12.94%	302,718	13.37%
03 Movers & Shakers	26,278	1.20%	27,725	1.22%
08 Executive Suites	27,314	1.24%	28,948	1.28%
11 God's Country	23,508	1.07%	27,342	1.21%
12 Brite Lites, Li'l City	6,481	0.29%	6,534	0.29%
19 Home Sweet Home	48,606	2.21%	50,923	2.25%
25 Country Casuals	39,378	1.79%	44,282	1.96%
30 Suburban Sprawl	46,527	2.12%	46,938	2.07%
37 Mayberry-ville	66,203	3.01%	70,026	3.09%
Y2 - Young Achievers	181,836	8.28%	188,395	8.32%
04 Young Digerati	6,246	0.28%	6,241	0.28%
16 Bohemian Mix	16,278	0.74%	16,229	0.72%
22 Young Influentials	55,420	2.52%	57,416	2.54%
23 Greenbelt Sports	31,156	1.42%	35,567	1.57%
24 Up-and-Comers	11,731	0.53%	11,798	0.52%
31 Urban Achievers	42,841	1.95%	43,006	1.90%
35 Boomtown Singles	18,164	0.83%	18,138	0.80%
Y3 - Striving Singles	265,638	12.09%	270,863	11.96%
42 Red, White & Blues	26,463	1.20%	27,881	1.23%
44 New Beginnings	56,045	2.55%	55,718	2.46%
45 Blue Highways	41,694	1.90%	43,193	1.91%
47 City Startups	16,905	0.77%	16,890	0.75%
48 Young & Rustic	43,960	2.00%	45,786	2.02%
53 Mobility Blues	25,119	1.14%	24,787	1.09%
56 Crossroads Villagers	55,452	2.52%	56,608	2.50%



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	2008 Households	%	2013 Households	%
FAMILY LIFE	218,256	33.66%	230,459	33.77%
F1 - Accumulated Wealth	40,209	6.20%	46,204	6.77%
02 Blue Blood Estates	5,737	0.88%	6,021	0.88%
05 Country Squires	20,945	3.23%	25,183	3.69%
06 Winner's Circle	13,527	2.09%	15,000	2.20%
F2 - Young Accumulators	54,356	8.38%	57,808	8.47%
13 Upward Bound	1,700	0.26%	1,767	0.26%
17 Beltway Boomers	7,123	1.10%	7,303	1.07%
18 Kids & Cul-de-Sacs	22,413	3.46%	24,059	3.53%
20 Fast-Track Families	12,472	1.92%	14,014	2.05%
29 American Dreams	10,648	1.64%	10,665	1.56%
F3 - Mainstream Families	87,003	13.42%	90,573	13.27%
32 New Homesteaders	11,370	1.75%	12,935	1.90%
33 Big Sky Families	12,417	1.92%	13,560	1.99%
34 White Picket Fences	4,088	0.63%	4,174	0.61%
36 Blue-Chip Blues	19,146	2.95%	19,893	2.91%
50 Kid Country, USA	5,322	0.82%	5,839	0.86%
51 Shotguns & Pickups	4,177	0.64%	4,515	0.66%
52 Suburban Pioneers	9,934	1.53%	10,014	1.47%
54 Multi-Culti Mosaic	20,549	3.17%	19,643	2.88%
F4 - Sustaining Families	36,688	5.66%	35,874	5.26%
63 Family Thrifts	5,139	0.79%	5,189	0.76%
64 Bedrock America	4,995	0.77%	5,205	0.76%
65 Big City Blues	14,015	2.16%	13,479	1.98%
66 Low-Rise Living	12,539	1.93%	12,001	1.76%



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	2008 Households	%	2013 Households	%
FAMILY LIFE	705,609	32.11%	731,903	32.32%
F1 - Accumulated Wealth	97,819	4.45%	108,424	4.79%
02 Blue Blood Estates	19,976	0.91%	20,462	0.90%
05 Country Squires	48,768	2.22%	56,579	2.50%
06 Winner's Circle	29,075	1.32%	31,383	1.39%
F2 - Young Accumulators	151,272	6.88%	158,264	6.99%
13 Upward Bound	7,584	0.35%	7,672	0.34%
17 Beltway Boomers	26,918	1.23%	27,139	1.20%
18 Kids & Cul-de-Sacs	48,276	2.20%	50,665	2.24%
20 Fast-Track Families	43,405	1.98%	48,011	2.12%
29 American Dreams	25,089	1.14%	24,777	1.09%
F3 - Mainstream Families	328,205	14.94%	338,360	14.94%
32 New Homesteaders	45,261	2.06%	49,458	2.18%
33 Big Sky Families	62,533	2.85%	66,358	2.93%
34 White Picket Fences	15,760	0.72%	15,705	0.69%
36 Blue-Chip Blues	40,121	1.83%	40,934	1.81%
50 Kid Country, USA	31,246	1.42%	32,848	1.45%
51 Shotguns & Pickups	53,995	2.46%	56,132	2.48%
52 Suburban Pioneers	33,377	1.52%	32,830	1.45%
54 Multi-Culti Mosaic	45,912	2.09%	44,095	1.95%
F4 - Sustaining Families	128,313	5.84%	126,855	5.60%
63 Family Thrifts	29,965	1.36%	29,660	1.31%
64 Bedrock America	43,562	1.98%	44,501	1.97%
65 Big City Blues	26,130	1.19%	25,187	1.11%
66 Low-Rise Living	28,656	1.30%	27,507	1.21%



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	2008 Households	%	2013 Households	%
MATURE YEARS	178,977	27.61%	183,890	26.94%
M1 - Affluent Empty Nests	29,402	4.54%	31,548	4.62%
01 Upper Crust	9,402	1.45%	9,769	1.43%
07 Money & Brains	5,185	0.80%	5,063	0.74%
09 Big Fish, Small Pond	12,876	1.99%	14,689	2.15%
10 Second City Elite	1,939	0.30%	2,027	0.30%
M2 - Conservative Classics	52,900	8.16%	55,020	8.06%
14 New Empty Nests	8,954	1.38%	9,206	1.35%
15 Pools & Patios	11,691	1.80%	11,961	1.75%
21 Gray Power	9,433	1.45%	9,684	1.42%
26 The Cosmopolitans	3,490	0.54%	3,467	0.51%
27 Middleburg Managers	6,841	1.06%	6,963	1.02%
28 Traditional Times	12,491	1.93%	13,739	2.01%
M3 - Cautious Couples	60,312	9.30%	61,202	8.97%
38 Simple Pleasures	4,605	0.71%	4,950	0.73%
39 Domestic Duos	12,769	1.97%	13,034	1.91%
40 Close-In Couples	9,774	1.51%	9,478	1.39%
41 Sunset City Blues	5,133	0.79%	5,288	0.77%
43 Heartlanders	5,010	0.77%	5,420	0.79%
46 Old Glories	12,591	1.94%	12,547	1.84%
49 American Classics	10,430	1.61%	10,485	1.54%
M4 - Sustaining Seniors	36,363	5.61%	36,120	5.29%
55 Golden Ponds	2,603	0.40%	2,792	0.41%
57 Old Milltowns	4,918	0.76%	5,071	0.74%
58 Back Country Folks	1,978	0.31%	2,170	0.32%
59 Urban Elders	7,687	1.19%	7,538	1.10%
60 Park Bench Seniors	3,339	0.52%	3,422	0.50%
61 City Roots	13,962	2.15%	13,257	1.94%
62 Hometown Retired	1,876	0.29%	1,870	0.27%
Unclassified	0	0.00%	0	0.00%



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	2008 Households	%	2013 Households	%
MATURE YEARS	759,980	34.59%	770,672	34.03%
M1 - Affluent Empty Nests	88,498	4.03%	93,199	4.12%
01 Upper Crust	27,807	1.27%	28,350	1.25%
07 Money & Brains	9,660	0.44%	9,472	0.42%
09 Big Fish, Small Pond	42,248	1.92%	46,410	2.05%
10 Second City Elite	8,783	0.40%	8,967	0.40%
M2 - Conservative Classics	200,028	9.10%	204,903	9.05%
14 New Empty Nests	30,289	1.38%	30,614	1.35%
15 Pools & Patios	36,162	1.65%	36,594	1.62%
21 Gray Power	33,976	1.55%	34,129	1.51%
26 The Cosmopolitans	9,309	0.42%	9,139	0.40%
27 Middleburg Managers	26,649	1.21%	26,760	1.18%
28 Traditional Times	63,643	2.90%	67,667	2.99%
M3 - Cautious Couples	275,429	12.53%	276,549	12.21%
38 Simple Pleasures	41,451	1.89%	43,098	1.90%
39 Domestic Duos	39,935	1.82%	39,922	1.76%
40 Close-In Couples	25,320	1.15%	24,550	1.08%
41 Sunset City Blues	36,112	1.64%	35,836	1.58%
43 Heartlanders	49,897	2.27%	51,740	2.28%
46 Old Glories	45,322	2.06%	44,397	1.96%
49 American Classics	37,392	1.70%	37,006	1.63%
M4 - Sustaining Seniors	196,025	8.92%	196,021	8.66%
55 Golden Ponds	22,705	1.03%	23,236	1.03%
57 Old Milltowns	45,120	2.05%	45,959	2.03%
58 Back Country Folks	34,630	1.58%	35,538	1.57%
59 Urban Elders	24,662	1.12%	24,102	1.06%
60 Park Bench Seniors	17,555	0.80%	17,478	0.77%
61 City Roots	30,240	1.38%	28,923	1.28%
62 Hometown Retired	21,113	0.96%	20,785	0.92%
Unclassified	0	0.00%	0	0.00%