



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

PRIZM Social Groups	Central Ohio			
	2008 Households	%	2013 Households	%
Households by PRIZM Segment	648,334		682,477	
Ranked PRIZM Social Groups				
	S3 - Middleburbs	13.98%	S3 - Middleburbs	13.79%
	S2 - The Affluentials	13.64%	S2 - The Affluentials	13.75%
	T1 - Landed Gentry	11.02%	T1 - Landed Gentry	12.25%
	T2 - Country Comfort	9.99%	T2 - Country Comfort	10.64%
	S4 - Inner Suburbs	8.57%	S4 - Inner Suburbs	8.20%
	U2 - Midtown Mix	7.98%	U2 - Midtown Mix	7.41%
	U3 - Urban Cores	7.43%	U3 - Urban Cores	6.78%
	S1- Elite Suburbs	6.38%	S1- Elite Suburbs	6.52%
	U1 - Urban Uptown	4.68%	U1 - Urban Uptown	4.43%
	T4 - Rustic Living	4.34%	T4 - Rustic Living	4.38%
	T3 - Middle America	4.14%	T3 - Middle America	4.29%
	C2 - City Centers	4.05%	C2 - City Centers	3.92%
	C3 - Micro-City Blues	3.03%	C3 - Micro-City Blues	2.89%
	C1 - Second City Soci...	0.78%	C1 - Second City Soci...	0.77%
	Unclassified	0.00%	Unclassified	0.00%
U1 - Urban Uptown	30,328	4.68%	30,208	4.43%
04 Young Digerati	3,116	0.48%	3,107	0.46%
07 Money & Brains	5,185	0.80%	5,063	0.74%
16 Bohemian Mix	7,889	1.22%	7,906	1.16%
26 The Cosmopolitans	3,490	0.54%	3,467	0.51%
29 American Dreams	10,648	1.64%	10,665	1.56%
U2 - Midtown Mix	51,717	7.98%	50,555	7.41%
31 Urban Achievers	21,394	3.30%	21,434	3.14%
40 Close-In Couples	9,774	1.51%	9,478	1.39%
54 Multi-Culti Mosaic	20,549	3.17%	19,643	2.88%
U3 - Urban Cores	48,203	7.43%	46,275	6.78%
59 Urban Elders	7,687	1.19%	7,538	1.10%
61 City Roots	13,962	2.15%	13,257	1.94%
65 Big City Blues	14,015	2.16%	13,479	1.98%
66 Low-Rise Living	12,539	1.93%	12,001	1.76%
S1- Elite Suburbs	41,345	6.38%	44,508	6.52%
01 Upper Crust	9,402	1.45%	9,769	1.43%
02 Blue Blood Estates	5,737	0.88%	6,021	0.88%
03 Movers & Shakers	12,679	1.96%	13,718	2.01%
06 Winner's Circle	13,527	2.09%	15,000	2.20%
S2 - The Affluentials	88,442	13.64%	93,818	13.75%
08 Executive Suites	14,582	2.25%	15,710	2.30%
14 New Empty Nests	8,954	1.38%	9,206	1.35%
15 Pools & Patios	11,691	1.80%	11,961	1.75%
17 Beltway Boomers	7,123	1.10%	7,303	1.07%
18 Kids & Cul-de-Sacs	22,413	3.46%	24,059	3.53%
19 Home Sweet Home	23,679	3.65%	25,579	3.75%
S3 - Middleburbs	90,668	13.98%	94,104	13.79%



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	2008 Households	%	2013 Households	%
Households by PRIZM Segment	2,197,358		2,264,551	
Ranked PRIZM Social Groups				
	T2 - Country Comfort	12.23%	T2 - Country Comfort	12.77%
	T4 - Rustic Living	11.17%	T3 - Middle America	11.26%
	T3 - Middle America	11.14%	T4 - Rustic Living	11.11%
	S2 - The Affluentials	9.90%	S2 - The Affluentials	9.93%
	S3 - Middleburbs	9.83%	T1 - Landed Gentry	9.83%
	T1 - Landed Gentry	8.98%	S3 - Middleburbs	9.69%
	S4 - Inner Suburbs	7.83%	S4 - Inner Suburbs	7.50%
	U2 - Midtown Mix	5.19%	U2 - Midtown Mix	4.93%
	C3 - Micro-City Blues	5.04%	C3 - Micro-City Blues	4.84%
	U3 - Urban Cores	4.99%	C2 - City Centers	4.78%
	C2 - City Centers	4.93%	S1- Elite Suburbs	4.77%
	S1- Elite Suburbs	4.69%	U3 - Urban Cores	4.67%
	U1 - Urban Uptown	3.03%	U1 - Urban Uptown	2.91%
	C1 - Second City Soci...	1.04%	C1 - Second City Soci...	1.02%
	Unclassified	0.00%	Unclassified	0.00%
U1 - Urban Uptown	66,582	3.03%	65,858	2.91%
04 Young Digerati	6,246	0.28%	6,241	0.28%
07 Money & Brains	9,660	0.44%	9,472	0.42%
16 Bohemian Mix	16,278	0.74%	16,229	0.72%
26 The Cosmopolitans	9,309	0.42%	9,139	0.40%
29 American Dreams	25,089	1.14%	24,777	1.09%
U2 - Midtown Mix	114,073	5.19%	111,651	4.93%
31 Urban Achievers	42,841	1.95%	43,006	1.90%
40 Close-In Couples	25,320	1.15%	24,550	1.08%
54 Multi-Culti Mosaic	45,912	2.09%	44,095	1.95%
U3 - Urban Cores	109,688	4.99%	105,719	4.67%
59 Urban Elders	24,662	1.12%	24,102	1.06%
61 City Roots	30,240	1.38%	28,923	1.28%
65 Big City Blues	26,130	1.19%	25,187	1.11%
66 Low-Rise Living	28,656	1.30%	27,507	1.21%
S1- Elite Suburbs	103,136	4.69%	107,920	4.77%
01 Upper Crust	27,807	1.27%	28,350	1.25%
02 Blue Blood Estates	19,976	0.91%	20,462	0.90%
03 Movers & Shakers	26,278	1.20%	27,725	1.22%
06 Winner's Circle	29,075	1.32%	31,383	1.39%
S2 - The Affluentials	217,565	9.90%	224,883	9.93%
08 Executive Suites	27,314	1.24%	28,948	1.28%
14 New Empty Nests	30,289	1.38%	30,614	1.35%
15 Pools & Patios	36,162	1.65%	36,594	1.62%
17 Beltway Boomers	26,918	1.23%	27,139	1.20%
18 Kids & Cul-de-Sacs	48,276	2.20%	50,665	2.24%
19 Home Sweet Home	48,606	2.21%	50,923	2.25%
S3 - Middleburbs	215,979	9.83%	219,339	9.69%



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	2008 Households	%	2013 Households	%
21 Gray Power	9,433	1.45%	9,684	1.42%
22 Young Influentials	28,394	4.38%	29,956	4.39%
30 Suburban Sprawl	20,926	3.23%	21,537	3.16%
36 Blue-Chip Blues	19,146	2.95%	19,893	2.91%
39 Domestic Duos	12,769	1.97%	13,034	1.91%
S4 - Inner Suburbs	55,565	8.57%	55,960	8.20%
44 New Beginnings	22,610	3.49%	22,914	3.36%
46 Old Glories	12,591	1.94%	12,547	1.84%
49 American Classics	10,430	1.61%	10,485	1.54%
52 Suburban Pioneers	9,934	1.53%	10,014	1.47%
C1 - Second City Society	5,039	0.78%	5,235	0.77%
10 Second City Elite	1,939	0.30%	2,027	0.30%
12 Brite Lites, Li'l City	1,400	0.22%	1,441	0.21%
13 Upward Bound	1,700	0.26%	1,767	0.26%
C2 - City Centers	26,246	4.05%	26,758	3.92%
24 Up-and-Comers	5,498	0.85%	5,552	0.81%
27 Middleburg Managers	6,841	1.06%	6,963	1.02%
34 White Picket Fences	4,088	0.63%	4,174	0.61%
35 Boomtown Singles	4,686	0.72%	4,781	0.70%
41 Sunset City Blues	5,133	0.79%	5,288	0.77%
C3 - Micro-City Blues	19,653	3.03%	19,718	2.89%
47 City Startups	6,344	0.98%	6,270	0.92%
53 Mobility Blues	2,955	0.46%	2,967	0.43%
60 Park Bench Seniors	3,339	0.52%	3,422	0.50%
62 Hometown Retired	1,876	0.29%	1,870	0.27%
63 Family Thrifts	5,139	0.79%	5,189	0.76%
T1 - Landed Gentry	71,436	11.02%	83,593	12.25%
05 Country Squires	20,945	3.23%	25,183	3.69%
09 Big Fish, Small Pond	12,876	1.99%	14,689	2.15%
11 God's Country	11,052	1.70%	13,392	1.96%
20 Fast-Track Families	12,472	1.92%	14,014	2.05%
25 Country Casuals	14,091	2.17%	16,315	2.39%
T2 - Country Comfort	64,753	9.99%	72,595	10.64%
23 Greenbelt Sports	11,904	1.84%	14,240	2.09%
28 Traditional Times	12,491	1.93%	13,739	2.01%
32 New Homesteaders	11,370	1.75%	12,935	1.90%
33 Big Sky Families	12,417	1.92%	13,560	1.99%
37 Mayberry-ville	16,571	2.56%	18,121	2.66%



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	2008 Households	%	2013 Households	%
21 Gray Power	33,976	1.55%	34,129	1.51%
22 Young Influentials	55,420	2.52%	57,416	2.54%
30 Suburban Sprawl	46,527	2.12%	46,938	2.07%
36 Blue-Chip Blues	40,121	1.83%	40,934	1.81%
39 Domestic Duos	39,935	1.82%	39,922	1.76%
S4 - Inner Suburbs	172,136	7.83%	169,951	7.50%
44 New Beginnings	56,045	2.55%	55,718	2.46%
46 Old Glories	45,322	2.06%	44,397	1.96%
49 American Classics	37,392	1.70%	37,006	1.63%
52 Suburban Pioneers	33,377	1.52%	32,830	1.45%
C1 - Second City Society	22,848	1.04%	23,173	1.02%
10 Second City Elite	8,783	0.40%	8,967	0.40%
12 Brite Lites, Li'l City	6,481	0.29%	6,534	0.29%
13 Upward Bound	7,584	0.35%	7,672	0.34%
C2 - City Centers	108,416	4.93%	108,237	4.78%
24 Up-and-Comers	11,731	0.53%	11,798	0.52%
27 Middleburg Managers	26,649	1.21%	26,760	1.18%
34 White Picket Fences	15,760	0.72%	15,705	0.69%
35 Boomtown Singles	18,164	0.83%	18,138	0.80%
41 Sunset City Blues	36,112	1.64%	35,836	1.58%
C3 - Micro-City Blues	110,657	5.04%	109,600	4.84%
47 City Startups	16,905	0.77%	16,890	0.75%
53 Mobility Blues	25,119	1.14%	24,787	1.09%
60 Park Bench Seniors	17,555	0.80%	17,478	0.77%
62 Hometown Retired	21,113	0.96%	20,785	0.92%
63 Family Thrifts	29,965	1.36%	29,660	1.31%
T1 - Landed Gentry	197,307	8.98%	222,624	9.83%
05 Country Squires	48,768	2.22%	56,579	2.50%
09 Big Fish, Small Pond	42,248	1.92%	46,410	2.05%
11 God's Country	23,508	1.07%	27,342	1.21%
20 Fast-Track Families	43,405	1.98%	48,011	2.12%
25 Country Casuals	39,378	1.79%	44,282	1.96%
T2 - Country Comfort	268,796	12.23%	289,076	12.77%
23 Greenbelt Sports	31,156	1.42%	35,567	1.57%
28 Traditional Times	63,643	2.90%	67,667	2.99%
32 New Homesteaders	45,261	2.06%	49,458	2.18%
33 Big Sky Families	62,533	2.85%	66,358	2.93%
37 Mayberry-ville	66,203	3.01%	70,026	3.09%



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	2008 Households	%	2013 Households	%
T3 - Middle America	26,812	4.14%	29,276	4.29%
38 Simple Pleasures	4,605	0.71%	4,950	0.73%
42 Red, White & Blues	4,604	0.71%	5,207	0.76%
43 Heartlanders	5,010	0.77%	5,420	0.79%
45 Blue Highways	3,094	0.48%	3,345	0.49%
50 Kid Country, USA	5,322	0.82%	5,839	0.86%
51 Shotguns & Pickups	4,177	0.64%	4,515	0.66%
T4 - Rustic Living	28,127	4.34%	29,874	4.38%
48 Young & Rustic	7,600	1.17%	8,311	1.22%
55 Golden Ponds	2,603	0.40%	2,792	0.41%
56 Crossroads Villagers	6,033	0.93%	6,325	0.93%
57 Old Milltowns	4,918	0.76%	5,071	0.74%
58 Back Country Folks	1,978	0.31%	2,170	0.32%
64 Bedrock America	4,995	0.77%	5,205	0.76%
Unclassified	0	0.00%	0	0.00%



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	2008 Households	%	2013 Households	%
T3 - Middle America	244,746	11.14%	254,892	11.26%
38 Simple Pleasures	41,451	1.89%	43,098	1.90%
42 Red, White & Blues	26,463	1.20%	27,881	1.23%
43 Heartlanders	49,897	2.27%	51,740	2.28%
45 Blue Highways	41,694	1.90%	43,193	1.91%
50 Kid Country, USA	31,246	1.42%	32,848	1.45%
51 Shotguns & Pickups	53,995	2.46%	56,132	2.48%
T4 - Rustic Living	245,429	11.17%	251,628	11.11%
48 Young & Rustic	43,960	2.00%	45,786	2.02%
55 Golden Ponds	22,705	1.03%	23,236	1.03%
56 Crossroads Villagers	55,452	2.52%	56,608	2.50%
57 Old Milltowns	45,120	2.05%	45,959	2.03%
58 Back Country Folks	34,630	1.58%	35,538	1.57%
64 Bedrock America	43,562	1.98%	44,501	1.97%
Unclassified	0	0.00%	0	0.00%