



**Cincinnati Conference
Southern Ohio Synod
PRIZM: Household Segments**

**PRIZM
Household Segments**

Cincinnati Conference

	2008 Households 687,000	%	2013 Households 708,134	%
Households by PRIZM Segment				
Top 10 PRIZM Segments				
	05 Country Squires	2.88%	05 Country Squires	3.18%
	31 Urban Achievers	2.71%	32 New Homesteaders	2.68%
	44 New Beginnings	2.51%	31 Urban Achievers	2.66%
	32 New Homesteaders	2.49%	20 Fast-Track Families	2.52%
	46 Old Glories	2.46%	44 New Beginnings	2.40%
	18 Kids & Cul-de-Sacs	2.41%	18 Kids & Cul-de-Sacs	2.39%
	30 Suburban Sprawl	2.33%	46 Old Glories	2.34%
	20 Fast-Track Families	2.29%	33 Big Sky Families	2.27%
	21 Gray Power	2.19%	30 Suburban Sprawl	2.24%
	33 Big Sky Families	2.16%	25 Country Casuals	2.14%
01 Upper Crust	12,290	1.79%	12,386	1.75%
02 Blue Blood Estates	10,832	1.58%	10,895	1.54%
03 Movers & Shakers	9,779	1.42%	10,037	1.42%
04 Young Digerati	2,435	0.35%	2,485	0.35%
05 Country Squires	19,803	2.88%	22,492	3.18%
06 Winner's Circle	12,302	1.79%	12,908	1.82%
07 Money & Brains	2,396	0.35%	2,432	0.34%
08 Executive Suites	9,209	1.34%	9,477	1.34%
09 Big Fish, Small Pond	12,969	1.89%	14,409	2.03%
10 Second City Elite	3,863	0.56%	3,871	0.55%
11 God's Country	7,851	1.14%	8,975	1.27%
12 Brite Lites, Li'l City	3,444	0.50%	3,408	0.48%
13 Upward Bound	3,548	0.52%	3,508	0.50%
14 New Empty Nests	12,512	1.82%	12,515	1.77%
15 Pools & Patios	14,774	2.15%	14,841	2.10%
16 Bohemian Mix	7,342	1.07%	7,295	1.03%
17 Beltway Boomers	13,716	2.00%	13,656	1.93%
18 Kids & Cul-de-Sacs	16,569	2.41%	16,929	2.39%
19 Home Sweet Home	14,205	2.07%	14,404	2.03%
20 Fast-Track Families	15,751	2.29%	17,865	2.52%
21 Gray Power	15,072	2.19%	15,035	2.12%
22 Young Influentials	14,827	2.16%	15,002	2.12%
23 Greenbelt Sports	8,524	1.24%	9,829	1.39%
24 Up-and-Comers	3,733	0.54%	3,746	0.53%
25 Country Casuals	13,241	1.93%	15,163	2.14%
26 The Cosmopolitans	4,052	0.59%	3,964	0.56%
27 Middleburg Managers	10,274	1.50%	10,190	1.44%
28 Traditional Times	13,718	2.00%	15,085	2.13%
29 American Dreams	10,174	1.48%	10,016	1.41%
30 Suburban Sprawl	15,992	2.33%	15,884	2.24%



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PRIZM Household Segments		Southern Ohio Synod			
		2008 Households 2,197,358	%	2013 Households 2,264,551	%
Households by PRIZM Segment					
Top 10 PRIZM Segments		37 Mayberry-ville	3.01%	37 Mayberry-ville	3.09%
		28 Traditional Times	2.90%	28 Traditional Times	2.99%
		33 Big Sky Families	2.85%	33 Big Sky Families	2.93%
		44 New Beginnings	2.55%	22 Young Influentials	2.54%
		56 Crossroads Villagers	2.52%	56 Crossroads Villagers	2.50%
		22 Young Influentials	2.52%	05 Country Squires	2.50%
		51 Shotguns & Pickups	2.46%	51 Shotguns & Pickups	2.48%
		43 Heartlanders	2.27%	44 New Beginnings	2.46%
		05 Country Squires	2.22%	43 Heartlanders	2.28%
		19 Home Sweet Home	2.21%	19 Home Sweet Home	2.25%
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%
04 Young Digerati		6,246	0.28%	6,241	0.28%
05 Country Squires		48,768	2.22%	56,579	2.50%
06 Winner's Circle		29,075	1.32%	31,383	1.39%
07 Money & Brains		9,660	0.44%	9,472	0.42%
08 Executive Suites		27,314	1.24%	28,948	1.28%
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%
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%
13 Upward Bound		7,584	0.35%	7,672	0.34%
14 New Empty Nests		30,289	1.38%	30,614	1.35%
15 Pools & Patios		36,162	1.65%	36,594	1.62%
16 Bohemian Mix		16,278	0.74%	16,229	0.72%
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%
20 Fast-Track Families		43,405	1.98%	48,011	2.12%
21 Gray Power		33,976	1.55%	34,129	1.51%
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%
25 Country Casuals		39,378	1.79%	44,282	1.96%
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%
29 American Dreams		25,089	1.14%	24,777	1.09%
30 Suburban Sprawl		46,527	2.12%	46,938	2.07%



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	2008 Households	%	2013 Households	%
31 Urban Achievers	18,626	2.71%	18,839	2.66%
32 New Homesteaders	17,116	2.49%	18,966	2.68%
33 Big Sky Families	14,849	2.16%	16,068	2.27%
34 White Picket Fences	6,410	0.93%	6,290	0.89%
35 Boomtown Singles	5,857	0.85%	5,827	0.82%
36 Blue-Chip Blues	12,892	1.88%	12,969	1.83%
37 Mayberry-ville	13,910	2.02%	14,918	2.11%
38 Simple Pleasures	8,078	1.18%	8,685	1.23%
39 Domestic Duos	14,112	2.05%	13,948	1.97%
40 Close-In Couples	8,870	1.29%	8,623	1.22%
41 Sunset City Blues	10,774	1.57%	10,544	1.49%
42 Red, White & Blues	7,051	1.03%	7,584	1.07%
43 Heartlanders	10,114	1.47%	10,793	1.52%
44 New Beginnings	17,271	2.51%	17,024	2.40%
45 Blue Highways	7,325	1.07%	7,817	1.10%
46 Old Glories	16,906	2.46%	16,552	2.34%
47 City Startups	4,071	0.59%	4,191	0.59%
48 Young & Rustic	11,831	1.72%	12,579	1.78%
49 American Classics	11,995	1.75%	11,840	1.67%
50 Kid Country, USA	10,170	1.48%	10,979	1.55%
51 Shotguns & Pickups	11,621	1.69%	12,361	1.75%
52 Suburban Pioneers	10,539	1.53%	10,276	1.45%
53 Mobility Blues	7,278	1.06%	7,274	1.03%
54 Multi-Culti Mosaic	13,544	1.97%	13,211	1.87%
55 Golden Ponds	3,693	0.54%	3,891	0.55%
56 Crossroads Villagers	10,206	1.49%	10,755	1.52%
57 Old Milltowns	8,431	1.23%	8,874	1.25%
58 Back Country Folks	4,798	0.70%	5,028	0.71%
59 Urban Elders	12,426	1.81%	12,188	1.72%
60 Park Bench Seniors	5,018	0.73%	5,062	0.71%
61 City Roots	8,945	1.30%	8,701	1.23%
62 Hometown Retired	6,270	0.91%	6,253	0.88%
63 Family Thrifts	9,408	1.37%	9,344	1.32%
64 Bedrock America	9,250	1.35%	9,735	1.37%
65 Big City Blues	8,939	1.30%	8,696	1.23%
66 Low-Rise Living	13,209	1.92%	12,747	1.80%
67 Unclassified	0	0.00%	0	0.00%



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	2008	%	2013	%
	Households		Households	
31 Urban Achievers	42,841	1.95%	43,006	1.90%
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%
35 Boomtown Singles	18,164	0.83%	18,138	0.80%
36 Blue-Chip Blues	40,121	1.83%	40,934	1.81%
37 Mayberry-ville	66,203	3.01%	70,026	3.09%
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%
42 Red, White & Blues	26,463	1.20%	27,881	1.23%
43 Heartlanders	49,897	2.27%	51,740	2.28%
44 New Beginnings	56,045	2.55%	55,718	2.46%
45 Blue Highways	41,694	1.90%	43,193	1.91%
46 Old Glories	45,322	2.06%	44,397	1.96%
47 City Startups	16,905	0.77%	16,890	0.75%
48 Young & Rustic	43,960	2.00%	45,786	2.02%
49 American Classics	37,392	1.70%	37,006	1.63%
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%
53 Mobility Blues	25,119	1.14%	24,787	1.09%
54 Multi-Culti Mosaic	45,912	2.09%	44,095	1.95%
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%
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%
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%
67 Unclassified	0	0.00%	0	0.00%