



**Cincinnati Conference
Southern Ohio Synod
PRIZM: Lifestage Groups**

PRIZM Lifestage Groups		Cincinnati Conference			
		2008	%	2013	%
Households by PRIZM Segment		Households 687,000		Households 708,134	
Ranked Major Lifestage		FAMILY LIFE	35.03%	FAMILY LIFE	35.29%
		MATURE YEARS	33.82%	MATURE YEARS	33.29%
		YOUNGER YEARS	31.15%	YOUNGER YEARS	31.42%
Ranked Lifestage Groups		F3 - Mainstream Families	14.14%	F3 - Mainstream Families	14.28%
		Y1 - Midlife Success	12.76%	Y1 - Midlife Success	13.03%
		M3 - Cautious Couples	11.77%	M3 - Cautious Couples	11.44%
		M2 - Conservative Class...	10.25%	M2 - Conservative Class...	10.12%
		Y3 - Striving Singles	9.47%	Y3 - Striving Singles	9.49%
		Y2 - Young Achievers	8.93%	Y2 - Young Achievers	8.90%
		F2 - Young Accumulators	8.70%	F2 - Young Accumulators	8.75%
		M4 - Sustaining Seniors	7.22%	M4 - Sustaining Seniors	7.06%
		F1 - Accumulated Wealth	6.25%	F1 - Accumulated Wealth	6.54%
		F4 - Sustaining Families	5.94%	F4 - Sustaining Families	5.72%
		M1 - Affluent Empty Nests	4.59%	M1 - Affluent Empty Nests	4.67%
		Unclassified	0.00%	Unclassified	0.00%
YOUNGER YEARS		214,008	31.15%	222,513	31.42%
Y1 - Midlife Success		87,631	12.76%	92,266	13.03%
03 Movers & Shakers		9,779	1.42%	10,037	1.42%
08 Executive Suites		9,209	1.34%	9,477	1.34%
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%
19 Home Sweet Home		14,205	2.07%	14,404	2.03%
25 Country Casuals		13,241	1.93%	15,163	2.14%
30 Suburban Sprawl		15,992	2.33%	15,884	2.24%
37 Mayberry-ville		13,910	2.02%	14,918	2.11%
Y2 - Young Achievers		61,344	8.93%	63,023	8.90%
04 Young Digerati		2,435	0.35%	2,485	0.35%
16 Bohemian Mix		7,342	1.07%	7,295	1.03%
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%
31 Urban Achievers		18,626	2.71%	18,839	2.66%
35 Boomtown Singles		5,857	0.85%	5,827	0.82%
Y3 - Striving Singles		65,033	9.47%	67,224	9.49%
42 Red, White & Blues		7,051	1.03%	7,584	1.07%
44 New Beginnings		17,271	2.51%	17,024	2.40%
45 Blue Highways		7,325	1.07%	7,817	1.10%
47 City Startups		4,071	0.59%	4,191	0.59%
48 Young & Rustic		11,831	1.72%	12,579	1.78%
53 Mobility Blues		7,278	1.06%	7,274	1.03%
56 Crossroads Villagers		10,206	1.49%	10,755	1.52%



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	2008 Households 2,197,358	%	2013 Households 2,264,551	%	
Households by PRIZM Segment					
Ranked Major Lifestage	MATURE YEARS	34.59%	MATURE YEARS	34.03%	
	YOUNGER YEARS	33.30%	YOUNGER YEARS	33.65%	
Ranked Lifestage Groups	FAMILY LIFE	32.11%	FAMILY LIFE	32.32%	
	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	240,642	35.03%	249,911	35.29%
F1 - Accumulated Wealth	42,937	6.25%	46,295	6.54%
02 Blue Blood Estates	10,832	1.58%	10,895	1.54%
05 Country Squires	19,803	2.88%	22,492	3.18%
06 Winner's Circle	12,302	1.79%	12,908	1.82%
F2 - Young Accumulators	59,758	8.70%	61,974	8.75%
13 Upward Bound	3,548	0.52%	3,508	0.50%
17 Beltway Boomers	13,716	2.00%	13,656	1.93%
18 Kids & Cul-de-Sacs	16,569	2.41%	16,929	2.39%
20 Fast-Track Families	15,751	2.29%	17,865	2.52%
29 American Dreams	10,174	1.48%	10,016	1.41%
F3 - Mainstream Families	97,141	14.14%	101,120	14.28%
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%
36 Blue-Chip Blues	12,892	1.88%	12,969	1.83%
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%
54 Multi-Culti Mosaic	13,544	1.97%	13,211	1.87%
F4 - Sustaining Families	40,806	5.94%	40,522	5.72%
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%



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	2008	%	2013	%
	Households		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	%	2013	%
		Households		Households	
MATURE YEARS		232,350	33.82%	235,710	33.29%
M1 - Affluent Empty Nests		31,518	4.59%	33,098	4.67%
01 Upper Crust		12,290	1.79%	12,386	1.75%
07 Money & Brains		2,396	0.35%	2,432	0.34%
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%
M2 - Conservative Classics		70,402	10.25%	71,630	10.12%
14 New Empty Nests		12,512	1.82%	12,515	1.77%
15 Pools & Patios		14,774	2.15%	14,841	2.10%
21 Gray Power		15,072	2.19%	15,035	2.12%
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%
M3 - Cautious Couples		80,849	11.77%	80,985	11.44%
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%
43 Heartlanders		10,114	1.47%	10,793	1.52%
46 Old Glories		16,906	2.46%	16,552	2.34%
49 American Classics		11,995	1.75%	11,840	1.67%
M4 - Sustaining Seniors		49,581	7.22%	49,997	7.06%
55 Golden Ponds		3,693	0.54%	3,891	0.55%
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%
Unclassified		0	0.00%	0	0.00%



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		2008	%	2013	%
		Households		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%