



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

PRIZM Social Groups		Cincinnati Conference			
		2008	%	2013	%
Households by PRIZM Segment		Households 687,000		Households 708,134	
Ranked PRIZM Social Groups					
	S2 - The Affluentials		11.79%	S2 - The Affluentials	11.55%
	S3 - Middleburbs		10.61%	T1 - Landed Gentry	11.14%
	T1 - Landed Gentry		10.13%	T2 - Country Comfort	10.57%
	T2 - Country Comfort		9.92%	S3 - Middleburbs	10.29%
	S4 - Inner Suburbs		8.25%	T3 - Middle America	8.22%
	T3 - Middle America		7.91%	S4 - Inner Suburbs	7.86%
	T4 - Rustic Living		7.02%	T4 - Rustic Living	7.18%
	S1- Elite Suburbs		6.58%	S1- Elite Suburbs	6.53%
	U3 - Urban Cores		6.33%	U3 - Urban Cores	5.98%
	U2 - Midtown Mix		5.97%	U2 - Midtown Mix	5.74%
	C2 - City Centers		5.39%	C2 - City Centers	5.17%
	C3 - Micro-City Blues		4.66%	C3 - Micro-City Blues	4.54%
	U1 - Urban Uptown		3.84%	U1 - Urban Uptown	3.70%
	C1 - Second City Soci...		1.58%	C1 - Second City Soci...	1.52%
	Unclassified		0.00%	Unclassified	0.00%
U1 - Urban Uptown		26,399	3.84%	26,192	3.70%
04 Young Digerati		2,435	0.35%	2,485	0.35%
07 Money & Brains		2,396	0.35%	2,432	0.34%
16 Bohemian Mix		7,342	1.07%	7,295	1.03%
26 The Cosmopolitans		4,052	0.59%	3,964	0.56%
29 American Dreams		10,174	1.48%	10,016	1.41%
U2 - Midtown Mix		41,040	5.97%	40,673	5.74%
31 Urban Achievers		18,626	2.71%	18,839	2.66%
40 Close-In Couples		8,870	1.29%	8,623	1.22%
54 Multi-Culti Mosaic		13,544	1.97%	13,211	1.87%
U3 - Urban Cores		43,519	6.33%	42,332	5.98%
59 Urban Elders		12,426	1.81%	12,188	1.72%
61 City Roots		8,945	1.30%	8,701	1.23%
65 Big City Blues		8,939	1.30%	8,696	1.23%
66 Low-Rise Living		13,209	1.92%	12,747	1.80%
S1- Elite Suburbs		45,203	6.58%	46,226	6.53%
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%
06 Winner's Circle		12,302	1.79%	12,908	1.82%
S2 - The Affluentials		80,985	11.79%	81,822	11.55%
08 Executive Suites		9,209	1.34%	9,477	1.34%
14 New Empty Nests		12,512	1.82%	12,515	1.77%
15 Pools & Patios		14,774	2.15%	14,841	2.10%
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%
S3 - Middleburbs		72,895	10.61%	72,838	10.29%
21 Gray Power		15,072	2.19%	15,035	2.12%
22 Young Influentials		14,827	2.16%	15,002	2.12%
30 Suburban Sprawl		15,992	2.33%	15,884	2.24%



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		2008	%	2013	%
Households by PRIZM Segment		Households 2,197,358		Households 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%
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%



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	2008	%	2013	%
	Households		Households	
36 Blue-Chip Blues	12,892	1.88%	12,969	1.83%
39 Domestic Duos	14,112	2.05%	13,948	1.97%
S4 - Inner Suburbs	56,711	8.25%	55,692	7.86%
44 New Beginnings	17,271	2.51%	17,024	2.40%
46 Old Glories	16,906	2.46%	16,552	2.34%
49 American Classics	11,995	1.75%	11,840	1.67%
52 Suburban Pioneers	10,539	1.53%	10,276	1.45%
C1 - Second City Society	10,855	1.58%	10,787	1.52%
10 Second City Elite	3,863	0.56%	3,871	0.55%
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%
C2 - City Centers	37,048	5.39%	36,597	5.17%
24 Up-and-Comers	3,733	0.54%	3,746	0.53%
27 Middleburg Managers	10,274	1.50%	10,190	1.44%
34 White Picket Fences	6,410	0.93%	6,290	0.89%
35 Boomtown Singles	5,857	0.85%	5,827	0.82%
41 Sunset City Blues	10,774	1.57%	10,544	1.49%
C3 - Micro-City Blues	32,045	4.66%	32,124	4.54%
47 City Startups	4,071	0.59%	4,191	0.59%
53 Mobility Blues	7,278	1.06%	7,274	1.03%
60 Park Bench Seniors	5,018	0.73%	5,062	0.71%
62 Hometown Retired	6,270	0.91%	6,253	0.88%
63 Family Thrifts	9,408	1.37%	9,344	1.32%
T1 - Landed Gentry	69,615	10.13%	78,904	11.14%
05 Country Squires	19,803	2.88%	22,492	3.18%
09 Big Fish, Small Pond	12,969	1.89%	14,409	2.03%
11 God's Country	7,851	1.14%	8,975	1.27%
20 Fast-Track Families	15,751	2.29%	17,865	2.52%
25 Country Casuals	13,241	1.93%	15,163	2.14%
T2 - Country Comfort	68,117	9.92%	74,866	10.57%
23 Greenbelt Sports	8,524	1.24%	9,829	1.39%
28 Traditional Times	13,718	2.00%	15,085	2.13%
32 New Homesteaders	17,116	2.49%	18,966	2.68%
33 Big Sky Families	14,849	2.16%	16,068	2.27%
37 Mayberry-ville	13,910	2.02%	14,918	2.11%



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	2008	%	2013	%
	Households		Households	
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	%	2013	%
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T3 - Middle America	54,359	7.91%	58,219	8.22%
38 Simple Pleasures	8,078	1.18%	8,685	1.23%
42 Red, White & Blues	7,051	1.03%	7,584	1.07%
43 Heartlanders	10,114	1.47%	10,793	1.52%
45 Blue Highways	7,325	1.07%	7,817	1.10%
50 Kid Country, USA	10,170	1.48%	10,979	1.55%
51 Shotguns & Pickups	11,621	1.69%	12,361	1.75%
T4 - Rustic Living	48,209	7.02%	50,862	7.18%
48 Young & Rustic	11,831	1.72%	12,579	1.78%
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%
64 Bedrock America	9,250	1.35%	9,735	1.37%
Unclassified	0	0.00%	0	0.00%



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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%