



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

PRIZM Household Segments	Dayton Conference			
	2008 Households	%	2013 Households	%
Households by PRIZM Segment	380,617		382,330	
Top 10 PRIZM Segments				
	44 New Beginnings	3.92%	28 Traditional Times	4.02%
	28 Traditional Times	3.89%	44 New Beginnings	3.80%
	46 Old Glories	3.61%	46 Old Glories	3.46%
	49 American Classics	3.19%	37 Mayberry-ville	3.18%
	54 Multi-Culti Mosaic	3.11%	49 American Classics	3.09%
	37 Mayberry-ville	3.08%	54 Multi-Culti Mosaic	2.94%
	52 Suburban Pioneers	2.90%	33 Big Sky Families	2.92%
	33 Big Sky Families	2.82%	52 Suburban Pioneers	2.80%
	22 Young Influentials	2.73%	22 Young Influentials	2.75%
	39 Domestic Duos	2.65%	39 Domestic Duos	2.59%
01 Upper Crust	5,452	1.43%	5,481	1.43%
02 Blue Blood Estates	2,396	0.63%	2,436	0.64%
03 Movers & Shakers	3,388	0.89%	3,512	0.92%
04 Young Digerati	696	0.18%	650	0.17%
05 Country Squires	4,417	1.16%	4,758	1.24%
06 Winner's Circle	2,324	0.61%	2,441	0.64%
07 Money & Brains	2,079	0.55%	1,975	0.52%
08 Executive Suites	3,304	0.87%	3,525	0.92%
09 Big Fish, Small Pond	8,405	2.21%	8,859	2.32%
10 Second City Elite	1,652	0.43%	1,705	0.45%
11 God's Country	3,181	0.84%	3,373	0.88%
12 Brite Lites, Li'l City	872	0.23%	894	0.23%
13 Upward Bound	1,535	0.40%	1,581	0.41%
14 New Empty Nests	8,026	2.11%	8,069	2.11%
15 Pools & Patios	8,642	2.27%	8,689	2.27%
16 Bohemian Mix	1,048	0.28%	1,030	0.27%
17 Beltway Boomers	5,219	1.37%	5,279	1.38%
18 Kids & Cul-de-Sacs	7,488	1.97%	7,734	2.02%
19 Home Sweet Home	9,231	2.43%	9,371	2.45%
20 Fast-Track Families	6,594	1.73%	6,946	1.82%
21 Gray Power	9,188	2.41%	9,111	2.38%
22 Young Influentials	10,377	2.73%	10,513	2.75%
23 Greenbelt Sports	5,838	1.53%	6,255	1.64%
24 Up-and-Comers	1,215	0.32%	1,207	0.32%
25 Country Casuals	5,193	1.36%	5,542	1.45%
26 The Cosmopolitans	1,766	0.46%	1,707	0.45%
27 Middleburg Managers	4,566	1.20%	4,577	1.20%
28 Traditional Times	14,809	3.89%	15,388	4.02%
29 American Dreams	4,268	1.12%	4,096	1.07%
30 Suburban Sprawl	8,376	2.20%	8,263	2.16%



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	2008 Households	%	2013 Households	%
Households by PRIZM Segment	2,197,358		2,264,551	
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	2,822	0.74%	2,732	0.71%
32 New Homesteaders	7,850	2.06%	8,146	2.13%
33 Big Sky Families	10,741	2.82%	11,149	2.92%
34 White Picket Fences	3,506	0.92%	3,466	0.91%
35 Boomtown Singles	3,401	0.89%	3,378	0.88%
36 Blue-Chip Blues	6,762	1.78%	6,714	1.76%
37 Mayberry-ville	11,736	3.08%	12,169	3.18%
38 Simple Pleasures	6,402	1.68%	6,623	1.73%
39 Domestic Duos	10,070	2.65%	9,906	2.59%
40 Close-In Couples	6,677	1.75%	6,447	1.69%
41 Sunset City Blues	8,455	2.22%	8,374	2.19%
42 Red, White & Blues	4,559	1.20%	4,698	1.23%
43 Heartlanders	6,358	1.67%	6,510	1.70%
44 New Beginnings	14,915	3.92%	14,539	3.80%
45 Blue Highways	3,544	0.93%	3,619	0.95%
46 Old Glories	13,750	3.61%	13,231	3.46%
47 City Startups	2,365	0.62%	2,354	0.62%
48 Young & Rustic	4,751	1.25%	4,868	1.27%
49 American Classics	12,126	3.19%	11,830	3.09%
50 Kid Country, USA	4,746	1.25%	4,848	1.27%
51 Shotguns & Pickups	4,545	1.19%	4,646	1.22%
52 Suburban Pioneers	11,049	2.90%	10,699	2.80%
53 Mobility Blues	4,913	1.29%	4,873	1.27%
54 Multi-Culti Mosaic	11,820	3.11%	11,241	2.94%
55 Golden Ponds	2,961	0.78%	3,019	0.79%
56 Crossroads Villagers	4,885	1.28%	4,852	1.27%
57 Old Milltowns	6,391	1.68%	6,395	1.67%
58 Back Country Folks	2,089	0.55%	2,139	0.56%
59 Urban Elders	4,551	1.20%	4,380	1.15%
60 Park Bench Seniors	2,960	0.78%	2,957	0.77%
61 City Roots	7,336	1.93%	6,967	1.82%
62 Hometown Retired	2,939	0.77%	2,897	0.76%
63 Family Thrifts	6,592	1.73%	6,535	1.71%
64 Bedrock America	4,427	1.16%	4,391	1.15%
65 Big City Blues	3,172	0.83%	3,014	0.79%
66 Low-Rise Living	2,906	0.76%	2,757	0.72%
67 Unclassified	0	0.00%	0	0.00%



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	2008 Households	%	2013 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%