



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

PRIZM Lifestage Groups	Dayton Conference			
	2008 Households	%	2013 Households	%
Households by PRIZM Segment	380,617		382,330	
Ranked Major Lifestage	MATURE YEARS	41.42%	MATURE YEARS	41.13%
	FAMILY LIFE	29.52%	FAMILY LIFE	29.52%
	YOUNGER YEARS	29.06%	YOUNGER YEARS	29.35%
Ranked Lifestage Groups	M3 - Cautious Couples	16.77%	M3 - Cautious Couples	16.46%
	F3 - Mainstream Families	16.03%	F3 - Mainstream Families	15.93%
	M2 - Conservative Class...	12.35%	M2 - Conservative Class...	12.43%
	Y1 - Midlife Success	11.90%	Y1 - Midlife Success	12.20%
	Y3 - Striving Singles	10.49%	Y3 - Striving Singles	10.41%
	M4 - Sustaining Seniors	7.68%	M4 - Sustaining Seniors	7.52%
	Y2 - Young Achievers	6.67%	Y2 - Young Achievers	6.74%
	F2 - Young Accumulators	6.60%	F2 - Young Accumulators	6.71%
	M1 - Affluent Empty Nests	4.62%	M1 - Affluent Empty Nests	4.71%
	F4 - Sustaining Families	4.49%	F4 - Sustaining Families	4.37%
	F1 - Accumulated Wealth	2.40%	F1 - Accumulated Wealth	2.52%
	Unclassified	0.00%	Unclassified	0.00%
YOUNGER YEARS	110,610	29.06%	112,217	29.35%
Y1 - Midlife Success	45,281	11.90%	46,649	12.20%
03 Movers & Shakers	3,388	0.89%	3,512	0.92%
08 Executive Suites	3,304	0.87%	3,525	0.92%
11 God's Country	3,181	0.84%	3,373	0.88%
12 Brite Lites, Li'l City	872	0.23%	894	0.23%
19 Home Sweet Home	9,231	2.43%	9,371	2.45%
25 Country Casuals	5,193	1.36%	5,542	1.45%
30 Suburban Sprawl	8,376	2.20%	8,263	2.16%
37 Mayberry-ville	11,736	3.08%	12,169	3.18%
Y2 - Young Achievers	25,397	6.67%	25,765	6.74%
04 Young Digerati	696	0.18%	650	0.17%
16 Bohemian Mix	1,048	0.28%	1,030	0.27%
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%
31 Urban Achievers	2,822	0.74%	2,732	0.71%
35 Boomtown Singles	3,401	0.89%	3,378	0.88%
Y3 - Striving Singles	39,932	10.49%	39,803	10.41%
42 Red, White & Blues	4,559	1.20%	4,698	1.23%
44 New Beginnings	14,915	3.92%	14,539	3.80%
45 Blue Highways	3,544	0.93%	3,619	0.95%
47 City Startups	2,365	0.62%	2,354	0.62%
48 Young & Rustic	4,751	1.25%	4,868	1.27%
53 Mobility Blues	4,913	1.29%	4,873	1.27%
56 Crossroads Villagers	4,885	1.28%	4,852	1.27%



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	2008 Households	%	2013 Households	%
Households by PRIZM Segment	2,197,358		2,264,551	
Ranked Major Lifestage	MATURE YEARS	34.59%	MATURE YEARS	34.03%
	YOUNGER YEARS	33.30%	YOUNGER YEARS	33.65%
	FAMILY LIFE	32.11%	FAMILY LIFE	32.32%
Ranked Lifestage Groups	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	112,357	29.52%	112,877	29.52%
F1 - Accumulated Wealth	9,137	2.40%	9,635	2.52%
02 Blue Blood Estates	2,396	0.63%	2,436	0.64%
05 Country Squires	4,417	1.16%	4,758	1.24%
06 Winner's Circle	2,324	0.61%	2,441	0.64%
F2 - Young Accumulators	25,104	6.60%	25,636	6.71%
13 Upward Bound	1,535	0.40%	1,581	0.41%
17 Beltway Boomers	5,219	1.37%	5,279	1.38%
18 Kids & Cul-de-Sacs	7,488	1.97%	7,734	2.02%
20 Fast-Track Families	6,594	1.73%	6,946	1.82%
29 American Dreams	4,268	1.12%	4,096	1.07%
F3 - Mainstream Families	61,019	16.03%	60,909	15.93%
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%
36 Blue-Chip Blues	6,762	1.78%	6,714	1.76%
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%
54 Multi-Culti Mosaic	11,820	3.11%	11,241	2.94%
F4 - Sustaining Families	17,097	4.49%	16,697	4.37%
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%



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	2008 Households	%	2013 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 Households	%	2013 Households	%
MATURE YEARS	157,650	41.42%	157,236	41.13%
M1 - Affluent Empty Nests	17,588	4.62%	18,020	4.71%
01 Upper Crust	5,452	1.43%	5,481	1.43%
07 Money & Brains	2,079	0.55%	1,975	0.52%
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%
M2 - Conservative Classics	46,997	12.35%	47,541	12.43%
14 New Empty Nests	8,026	2.11%	8,069	2.11%
15 Pools & Patios	8,642	2.27%	8,689	2.27%
21 Gray Power	9,188	2.41%	9,111	2.38%
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%
M3 - Cautious Couples	63,838	16.77%	62,921	16.46%
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%
43 Heartlanders	6,358	1.67%	6,510	1.70%
46 Old Glories	13,750	3.61%	13,231	3.46%
49 American Classics	12,126	3.19%	11,830	3.09%
M4 - Sustaining Seniors	29,227	7.68%	28,754	7.52%
55 Golden Ponds	2,961	0.78%	3,019	0.79%
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%
Unclassified	0	0.00%	0	0.00%



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	2008 Households	%	2013 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%