



**Mad River Conference  
Southern Ohio Synod  
PRIZM: Lifestage Groups**

| <b>PRIZM<br/>Lifestage Groups</b>  |  | <b>Mad River Conference</b> |          |                             |          |
|------------------------------------|--|-----------------------------|----------|-----------------------------|----------|
|                                    |  | <b>2008</b>                 | <b>%</b> | <b>2013</b>                 | <b>%</b> |
| <b>Households by PRIZM Segment</b> |  | <b>Households</b><br>91,258 |          | <b>Households</b><br>92,049 |          |
| <b>Ranked Major Lifestage</b>      |  | MATURE YEARS                | 39.92%   | MATURE YEARS                | 39.87%   |
|                                    |  | YOUNGER YEARS               | 30.65%   | YOUNGER YEARS               | 30.54%   |
|                                    |  | FAMILY LIFE                 | 29.43%   | FAMILY LIFE                 | 29.59%   |
| <b>Ranked Lifestage Groups</b>     |  | F3 - Mainstream Families    | 18.89%   | F3 - Mainstream Families    | 19.17%   |
|                                    |  | M3 - Cautious Couples       | 16.02%   | M3 - Cautious Couples       | 15.97%   |
|                                    |  | Y3 - Striving Singles       | 15.38%   | Y3 - Striving Singles       | 15.07%   |
|                                    |  | Y1 - Midlife Success        | 12.48%   | Y1 - Midlife Success        | 12.68%   |
|                                    |  | M4 - Sustaining Seniors     | 10.25%   | M2 - Conservative Class...  | 10.28%   |
|                                    |  | M2 - Conservative Class...  | 10.13%   | M4 - Sustaining Seniors     | 10.05%   |
|                                    |  | F4 - Sustaining Families    | 5.68%    | F4 - Sustaining Families    | 5.48%    |
|                                    |  | F2 - Young Accumulators     | 4.43%    | F2 - Young Accumulators     | 4.51%    |
|                                    |  | M1 - Affluent Empty Nests   | 3.53%    | M1 - Affluent Empty Nests   | 3.58%    |
|                                    |  | Y2 - Young Achievers        | 2.79%    | Y2 - Young Achievers        | 2.80%    |
|                                    |  | F1 - Accumulated Wealth     | 0.42%    | F1 - Accumulated Wealth     | 0.43%    |
|                                    |  | Unclassified                | 0.00%    | Unclassified                | 0.00%    |
| <b>YOUNGER YEARS</b>               |  | 27,973                      | 30.65%   | 28,109                      | 30.54%   |
| <b>Y1 - Midlife Success</b>        |  | 11,387                      | 12.48%   | 11,668                      | 12.68%   |
| 03 Movers & Shakers                |  | 98                          | 0.11%    | 97                          | 0.11%    |
| 08 Executive Suites                |  | 35                          | 0.04%    | 35                          | 0.04%    |
| 11 God's Country                   |  | 125                         | 0.14%    | 126                         | 0.14%    |
| 12 Brite Lites, Li'l City          |  | 180                         | 0.20%    | 181                         | 0.20%    |
| 19 Home Sweet Home                 |  | 792                         | 0.87%    | 801                         | 0.87%    |
| 25 Country Casuals                 |  | 2,003                       | 2.19%    | 2,055                       | 2.23%    |
| 30 Suburban Sprawl                 |  | 971                         | 1.06%    | 976                         | 1.06%    |
| 37 Mayberry-ville                  |  | 7,183                       | 7.87%    | 7,397                       | 8.04%    |
| <b>Y2 - Young Achievers</b>        |  | 2,548                       | 2.79%    | 2,573                       | 2.80%    |
| 04 Young Digerati                  |  | 0                           | 0.00%    | 0                           | 0.00%    |
| 16 Bohemian Mix                    |  | 0                           | 0.00%    | 0                           | 0.00%    |
| 22 Young Influentials              |  | 597                         | 0.65%    | 609                         | 0.66%    |
| 23 Greenbelt Sports                |  | 1,286                       | 1.41%    | 1,325                       | 1.44%    |
| 24 Up-and-Comers                   |  | 177                         | 0.19%    | 177                         | 0.19%    |
| 31 Urban Achievers                 |  | 0                           | 0.00%    | 0                           | 0.00%    |
| 35 Boomtown Singles                |  | 488                         | 0.53%    | 462                         | 0.50%    |
| <b>Y3 - Striving Singles</b>       |  | 14,038                      | 15.38%   | 13,868                      | 15.07%   |
| 42 Red, White & Blues              |  | 2,277                       | 2.50%    | 2,261                       | 2.46%    |
| 44 New Beginnings                  |  | 1,124                       | 1.23%    | 1,117                       | 1.21%    |
| 45 Blue Highways                   |  | 1,877                       | 2.06%    | 1,936                       | 2.10%    |
| 47 City Startups                   |  | 963                         | 1.06%    | 896                         | 0.97%    |
| 48 Young & Rustic                  |  | 2,594                       | 2.84%    | 2,620                       | 2.85%    |
| 53 Mobility Blues                  |  | 2,514                       | 2.75%    | 2,358                       | 2.56%    |
| 56 Crossroads Villagers            |  | 2,689                       | 2.95%    | 2,680                       | 2.91%    |



**Mad River Conference  
Southern Ohio Synod  
PRIZM: Lifestage Groups**

| PRIZM<br>Lifestage Groups   |  | Southern OH Synod          |        |                            |        |
|-----------------------------|--|----------------------------|--------|----------------------------|--------|
|                             |  | 2008                       | %      | 2013                       | %      |
| Households by PRIZM Segment |  | Households<br>2,197,358    |        | Households<br>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%  |



**Mad River Conference  
Southern Ohio Synod  
PRIZM: Lifestage Groups**

| <b>PRIZM<br/>Lifestage Groups</b> |  | <b>Mad River Conference</b> |          |                   |          |
|-----------------------------------|--|-----------------------------|----------|-------------------|----------|
|                                   |  | <b>2008</b>                 | <b>%</b> | <b>2013</b>       | <b>%</b> |
|                                   |  | <b>Households</b>           |          | <b>Households</b> |          |
| <b>FAMILY LIFE</b>                |  | 26,854                      | 29.43%   | 27,236            | 29.59%   |
| <b>F1 - Accumulated Wealth</b>    |  | 387                         | 0.42%    | 393               | 0.43%    |
| 02 Blue Blood Estates             |  | 109                         | 0.12%    | 110               | 0.12%    |
| 05 Country Squires                |  | 220                         | 0.24%    | 224               | 0.24%    |
| 06 Winner's Circle                |  | 58                          | 0.06%    | 59                | 0.06%    |
| <b>F2 - Young Accumulators</b>    |  | 4,045                       | 4.43%    | 4,154             | 4.51%    |
| 13 Upward Bound                   |  | 214                         | 0.23%    | 215               | 0.23%    |
| 17 Beltway Boomers                |  | 508                         | 0.56%    | 516               | 0.56%    |
| 18 Kids & Cul-de-Sacs             |  | 501                         | 0.55%    | 510               | 0.55%    |
| 20 Fast-Track Families            |  | 2,822                       | 3.09%    | 2,913             | 3.16%    |
| 29 American Dreams                |  | 0                           | 0.00%    | 0                 | 0.00%    |
| <b>F3 - Mainstream Families</b>   |  | 17,241                      | 18.89%   | 17,642            | 19.17%   |
| 32 New Homesteaders               |  | 1,982                       | 2.17%    | 2,023             | 2.20%    |
| 33 Big Sky Families               |  | 7,883                       | 8.64%    | 8,181             | 8.89%    |
| 34 White Picket Fences            |  | 395                         | 0.43%    | 390               | 0.42%    |
| 36 Blue-Chip Blues                |  | 800                         | 0.88%    | 806               | 0.88%    |
| 50 Kid Country, USA               |  | 2,307                       | 2.53%    | 2,298             | 2.50%    |
| 51 Shotguns & Pickups             |  | 2,198                       | 2.41%    | 2,286             | 2.48%    |
| 52 Suburban Pioneers              |  | 1,676                       | 1.84%    | 1,658             | 1.80%    |
| 54 Multi-Culti Mosaic             |  | 0                           | 0.00%    | 0                 | 0.00%    |
| <b>F4 - Sustaining Families</b>   |  | 5,181                       | 5.68%    | 5,047             | 5.48%    |
| 63 Family Thrifts                 |  | 2,684                       | 2.94%    | 2,524             | 2.74%    |
| 64 Bedrock America                |  | 2,497                       | 2.74%    | 2,523             | 2.74%    |
| 65 Big City Blues                 |  | 0                           | 0.00%    | 0                 | 0.00%    |
| 66 Low-Rise Living                |  | 0                           | 0.00%    | 0                 | 0.00%    |



**Mad River Conference  
Southern Ohio Synod  
PRIZM: Lifestage Groups**

| <b>PRIZM<br/>Lifestage Groups</b> |  | <b>Southern OH Synod</b> |          |                   |          |
|-----------------------------------|--|--------------------------|----------|-------------------|----------|
|                                   |  | <b>2008</b>              | <b>%</b> | <b>2013</b>       | <b>%</b> |
|                                   |  | <b>Households</b>        |          | <b>Households</b> |          |
| <b>FAMILY LIFE</b>                |  | 705,609                  | 32.11%   | 731,903           | 32.32%   |
| <b>F1 - Accumulated Wealth</b>    |  | 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%    |
| <b>F2 - Young Accumulators</b>    |  | 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%    |
| <b>F3 - Mainstream Families</b>   |  | 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%    |
| <b>F4 - Sustaining Families</b>   |  | 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%    |



**Mad River Conference  
Southern Ohio Synod  
PRIZM: Lifestage Groups**

| <b>PRIZM<br/>Lifestage Groups</b> |  | <b>Mad River Conference</b> |          |                   |          |
|-----------------------------------|--|-----------------------------|----------|-------------------|----------|
|                                   |  | <b>2008</b>                 | <b>%</b> | <b>2013</b>       | <b>%</b> |
|                                   |  | <b>Households</b>           |          | <b>Households</b> |          |
| <b>MATURE YEARS</b>               |  | 36,431                      | 39.92%   | 36,704            | 39.87%   |
| <b>M1 - Affluent Empty Nests</b>  |  | 3,217                       | 3.53%    | 3,294             | 3.58%    |
| 01 Upper Crust                    |  | 256                         | 0.28%    | 260               | 0.28%    |
| 07 Money & Brains                 |  | 0                           | 0.00%    | 0                 | 0.00%    |
| 09 Big Fish, Small Pond           |  | 2,712                       | 2.97%    | 2,782             | 3.02%    |
| 10 Second City Elite              |  | 249                         | 0.27%    | 252               | 0.27%    |
| <b>M2 - Conservative Classics</b> |  | 9,242                       | 10.13%   | 9,464             | 10.28%   |
| 14 New Empty Nests                |  | 655                         | 0.72%    | 671               | 0.73%    |
| 15 Pools & Patios                 |  | 829                         | 0.91%    | 854               | 0.93%    |
| 21 Gray Power                     |  | 166                         | 0.18%    | 173               | 0.19%    |
| 26 The Cosmopolitans              |  | 0                           | 0.00%    | 0                 | 0.00%    |
| 27 Middleburg Managers            |  | 559                         | 0.61%    | 553               | 0.60%    |
| 28 Traditional Times              |  | 7,033                       | 7.71%    | 7,213             | 7.84%    |
| <b>M3 - Cautious Couples</b>      |  | 14,618                      | 16.02%   | 14,697            | 15.97%   |
| 38 Simple Pleasures               |  | 2,958                       | 3.24%    | 3,010             | 3.27%    |
| 39 Domestic Duos                  |  | 2,811                       | 3.08%    | 2,855             | 3.10%    |
| 40 Close-In Couples               |  | 0                           | 0.00%    | 0                 | 0.00%    |
| 41 Sunset City Blues              |  | 1,419                       | 1.55%    | 1,355             | 1.47%    |
| 43 Heartlanders                   |  | 2,932                       | 3.21%    | 2,985             | 3.24%    |
| 46 Old Glories                    |  | 1,985                       | 2.18%    | 1,975             | 2.15%    |
| 49 American Classics              |  | 2,513                       | 2.75%    | 2,517             | 2.73%    |
| <b>M4 - Sustaining Seniors</b>    |  | 9,354                       | 10.25%   | 9,249             | 10.05%   |
| 55 Golden Ponds                   |  | 1,664                       | 1.82%    | 1,700             | 1.85%    |
| 57 Old Milltowns                  |  | 3,847                       | 4.22%    | 3,872             | 4.21%    |
| 58 Back Country Folks             |  | 643                         | 0.70%    | 672               | 0.73%    |
| 59 Urban Elders                   |  | 0                           | 0.00%    | 0                 | 0.00%    |
| 60 Park Bench Seniors             |  | 1,418                       | 1.55%    | 1,331             | 1.45%    |
| 61 City Roots                     |  | 0                           | 0.00%    | 0                 | 0.00%    |
| 62 Hometown Retired               |  | 1,782                       | 1.95%    | 1,674             | 1.82%    |
| <b>Unclassified</b>               |  | 0                           | 0.00%    | 0                 | 0.00%    |



**Mad River Conference  
Southern Ohio Synod  
PRIZM: Lifestage Groups**

| <b>PRIZM<br/>Lifestage Groups</b> |  | <b>Southern OH Synod</b> |          |                   |          |
|-----------------------------------|--|--------------------------|----------|-------------------|----------|
|                                   |  | <b>2008</b>              | <b>%</b> | <b>2013</b>       | <b>%</b> |
|                                   |  | <b>Households</b>        |          | <b>Households</b> |          |
| <b>MATURE YEARS</b>               |  | 759,980                  | 34.59%   | 770,672           | 34.03%   |
| <b>M1 - Affluent Empty Nests</b>  |  | 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%    |
| <b>M2 - Conservative Classics</b> |  | 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%    |
| <b>M3 - Cautious Couples</b>      |  | 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%    |
| <b>M4 - Sustaining Seniors</b>    |  | 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%    |
| <b>Unclassified</b>               |  | 0                        | 0.00%    | 0                 | 0.00%    |