



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

PRIZM Social Groups		Mad River Conference			
		2008	%	2013	%
Households by PRIZM Segment		Households 91,258		Households 92,049	
Ranked PRIZM Social Groups					
	T2 - Country Comfort		27.80%	T2 - Country Comfort	28.40%
	T3 - Middle America		15.94%	T3 - Middle America	16.05%
	T4 - Rustic Living		15.27%	T4 - Rustic Living	15.28%
	C3 - Micro-City Blues		10.26%	C3 - Micro-City Blues	9.54%
	T1 - Landed Gentry		8.64%	T1 - Landed Gentry	8.80%
	S4 - Inner Suburbs		8.00%	S4 - Inner Suburbs	7.89%
	S3 - Middleburbs		5.86%	S3 - Middleburbs	5.89%
	S2 - The Affluentials		3.64%	S2 - The Affluentials	3.68%
	C2 - City Centers		3.33%	C2 - City Centers	3.19%
	C1 - Second City Soci...		0.70%	C1 - Second City Soci...	0.70%
	S1- Elite Suburbs		0.57%	S1- Elite Suburbs	0.57%
	U1 - Urban Uptown		0.00%	U1 - Urban Uptown	0.00%
	U2 - Midtown Mix		0.00%	U2 - Midtown Mix	0.00%
	U3 - Urban Cores		0.00%	U3 - Urban Cores	0.00%
	Unclassified		0.00%	Unclassified	0.00%
U1 - Urban Uptown		0	0.00%	0	0.00%
	04 Young Digerati	0	0.00%	0	0.00%
	07 Money & Brains	0	0.00%	0	0.00%
	16 Bohemian Mix	0	0.00%	0	0.00%
	26 The Cosmopolitans	0	0.00%	0	0.00%
	29 American Dreams	0	0.00%	0	0.00%
U2 - Midtown Mix		0	0.00%	0	0.00%
	31 Urban Achievers	0	0.00%	0	0.00%
	40 Close-In Couples	0	0.00%	0	0.00%
	54 Multi-Culti Mosaic	0	0.00%	0	0.00%
U3 - Urban Cores		0	0.00%	0	0.00%
	59 Urban Elders	0	0.00%	0	0.00%
	61 City Roots	0	0.00%	0	0.00%
	65 Big City Blues	0	0.00%	0	0.00%
	66 Low-Rise Living	0	0.00%	0	0.00%
S1- Elite Suburbs		521	0.57%	526	0.57%
	01 Upper Crust	256	0.28%	260	0.28%
	02 Blue Blood Estates	109	0.12%	110	0.12%
	03 Movers & Shakers	98	0.11%	97	0.11%
	06 Winner's Circle	58	0.06%	59	0.06%
S2 - The Affluentials		3,320	3.64%	3,387	3.68%
	08 Executive Suites	35	0.04%	35	0.04%
	14 New Empty Nests	655	0.72%	671	0.73%
	15 Pools & Patios	829	0.91%	854	0.93%
	17 Beltway Boomers	508	0.56%	516	0.56%
	18 Kids & Cul-de-Sacs	501	0.55%	510	0.55%
	19 Home Sweet Home	792	0.87%	801	0.87%
S3 - Middleburbs		5,345	5.86%	5,419	5.89%
	21 Gray Power	166	0.18%	173	0.19%
	22 Young Influentials	597	0.65%	609	0.66%
	30 Suburban Sprawl	971	1.06%	976	1.06%



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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	800	0.88%	806	0.88%
39 Domestic Duos	2,811	3.08%	2,855	3.10%
S4 - Inner Suburbs	7,298	8.00%	7,267	7.89%
44 New Beginnings	1,124	1.23%	1,117	1.21%
46 Old Glories	1,985	2.18%	1,975	2.15%
49 American Classics	2,513	2.75%	2,517	2.73%
52 Suburban Pioneers	1,676	1.84%	1,658	1.80%
C1 - Second City Society	643	0.70%	648	0.70%
10 Second City Elite	249	0.27%	252	0.27%
12 Brite Lites, Li'l City	180	0.20%	181	0.20%
13 Upward Bound	214	0.23%	215	0.23%
C2 - City Centers	3,038	3.33%	2,937	3.19%
24 Up-and-Comers	177	0.19%	177	0.19%
27 Middleburg Managers	559	0.61%	553	0.60%
34 White Picket Fences	395	0.43%	390	0.42%
35 Boomtown Singles	488	0.53%	462	0.50%
41 Sunset City Blues	1,419	1.55%	1,355	1.47%
C3 - Micro-City Blues	9,361	10.26%	8,783	9.54%
47 City Startups	963	1.06%	896	0.97%
53 Mobility Blues	2,514	2.75%	2,358	2.56%
60 Park Bench Seniors	1,418	1.55%	1,331	1.45%
62 Hometown Retired	1,782	1.95%	1,674	1.82%
63 Family Thrifts	2,684	2.94%	2,524	2.74%
T1 - Landed Gentry	7,882	8.64%	8,100	8.80%
05 Country Squires	220	0.24%	224	0.24%
09 Big Fish, Small Pond	2,712	2.97%	2,782	3.02%
11 God's Country	125	0.14%	126	0.14%
20 Fast-Track Families	2,822	3.09%	2,913	3.16%
25 Country Casuals	2,003	2.19%	2,055	2.23%
T2 - Country Comfort	25,367	27.80%	26,139	28.40%
23 Greenbelt Sports	1,286	1.41%	1,325	1.44%
28 Traditional Times	7,033	7.71%	7,213	7.84%
32 New Homesteaders	1,982	2.17%	2,023	2.20%
33 Big Sky Families	7,883	8.64%	8,181	8.89%
37 Mayberry-ville	7,183	7.87%	7,397	8.04%



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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 Households	%	2013 Households	%
T3 - Middle America	14,549	15.94%	14,776	16.05%
38 Simple Pleasures	2,958	3.24%	3,010	3.27%
42 Red, White & Blues	2,277	2.50%	2,261	2.46%
43 Heartlanders	2,932	3.21%	2,985	3.24%
45 Blue Highways	1,877	2.06%	1,936	2.10%
50 Kid Country, USA	2,307	2.53%	2,298	2.50%
51 Shotguns & Pickups	2,198	2.41%	2,286	2.48%
T4 - Rustic Living	13,934	15.27%	14,067	15.28%
48 Young & Rustic	2,594	2.84%	2,620	2.85%
55 Golden Ponds	1,664	1.82%	1,700	1.85%
56 Crossroads Villagers	2,689	2.95%	2,680	2.91%
57 Old Milltowns	3,847	4.22%	3,872	4.21%
58 Back Country Folks	643	0.70%	672	0.73%
64 Bedrock America	2,497	2.74%	2,523	2.74%
Unclassified	0	0.00%	0	0.00%



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	2008	%	2013	%
	Households		Households	
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%