

PRIZM Household Segments

Muskingum Conf

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	2008	%	2013	%
Householde by DDIZM Comment	Households		Households	
Households by PRIZM Segment	147,753		148,496	
Top 10 PRIZM Segments	51 Shotguns & Pickups	8.18%	51 Shotguns & Pickups	8.30%
rop to title a cognition	43 Heartlanders	8.00%	43 Heartlanders	8.04%
	58 Back Country Folks	7.27%	58 Back Country Folks	7.29%
	45 Blue Highways	7.23%	45 Blue Highways	7.29%
	56 Crossroads Villagers	7.02%	56 Crossroads Villagers	6.96%
	38 Simple Pleasures	6.92%	38 Simple Pleasures	6.96%
	57 Old Milltowns	5.68%	57 Old Milltowns	5.62%
	64 Bedrock America	4.87%	64 Bedrock America	4.83%
	28 Traditional Times	4.71%	28 Traditional Times	4.80%
	33 Big Sky Families	4.69%	33 Big Sky Families	4.78%
01 Upper Crust	0	0.00%	0	0.00%
02 Blue Blood Estates	0	0.00%	0	0.00%
03 Movers & Shakers	0	0.00%	0	0.00%
04 Young Digerati	0	0.00%	0	0.00%
05 Country Squires	50	0.03%	50	0.03%
06 Winner's Circle	0	0.00%	0	0.00%
07 Money & Brains	0	0.00%	0	0.00%
08 Executive Suites	0	0.00%	0	0.00%
09 Big Fish, Small Pond	1,458	0.99%	1,506	1.01%
10 Second City Elite	353	0.24%	355	0.24%
11 God's Country	27	0.02%	27	0.02%
12 Brite Lites, Li'l City	129	0.09%	132	0.09%
13 Upward Bound	231	0.16%	237	0.16%
14 New Empty Nests	0	0.00%	0	0.00%
15 Pools & Patios	0	0.00%	0	0.00%
16 Bohemian Mix	0	0.00%	0	0.00%
17 Beltway Boomers	0	0.00%	0	0.00%
18 Kids & Cul-de-Sacs	0	0.00%	0	0.00%
19 Home Sweet Home	0	0.00%	0	0.00%
20 Fast-Track Families	1,504	1.02%	1,542	1.04%
21 Gray Power	0	0.00%	0	0.00%
22 Young Influentials	0	0.00%	0	0.00%
23 Greenbelt Sports	649	0.44%	661	0.45%
24 Up-and-Comers	255	0.17%	257	0.17%
25 Country Casuals	1,256	0.85%	1,303	0.88%
26 The Cosmopolitans	0	0.00%	0	0.00%
27 Middleburg Managers	1,703	1.15%	1,716	1.16%
28 Traditional Times	6,960	4.71%	7,125	4.80%
29 American Dreams	0	0.00%	0	0.00%
30 Suburban Sprawl	0	0.00%	0	0.00%



PRIZM Household Segments

Southern OH Synod

	2008	%	2013	%
Households by PRIZM Segment	Households 2,197,358	70	Households 2,264,551	70
Trousenoids by I Rizim deginerit	2,107,000		2,204,001	
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%



PRIZM Household Segments

Muskingum Conf

32 New Homesteaders	Tiouseriola deginents	2008	%	2013	%
32 New Homesteaders		Households		Households	
33 Big Sky Families 6,926 4,69% 7,101 4.5 34 White Picket Fences 451 0.31% 446 0.3 36 Bomtown Singles 1,358 0.92% 1,336 0.9 36 Blue-Chip Blues 0 0.00% 0 0.0 37 Mayberry-ville 6,898 4,67% 7,040 4.6 38 Simple Pleasures 10,228 6,92% 10,336 6.3 39 Domestic Duos 0 0.00% 0 0 40 Close-In Couples 0 0.00% 0 0 41 Sunset City Blues 4,652 3,15% 4,551 3. 42 Red, White & Blues 3,119 2,11% 3,112 2. 43 Heartlanders 11,815 8,00% 11,933 8. 44 New Beginnings 10,00% 10,00% 0 0 45 Blue Highways 10,678 7,23% 10,828 7. 46 Old Glories 0 0,00% 0 0 47 City Startups 142 0.10% 142 0 48 Young & Rustic 6,429		-			0.00%
34 White Picket Fences 451 0.31% 446 0.3 35 Boomtown Singles 1,358 0.92% 1,336 0.9 36 Blue-Chip Blues 0 0.00% 0 0 37 Mayberry-ville 6,898 4,67% 7,040 4. 38 Simple Pleasures 10,228 6,92% 10,336 6. 39 Domestic Duos 0 0.00% 0 0. 40 Close-In Couples 0 0.00% 0 0. 41 Sunset City Blues 4,652 3.15% 4,551 3. 42 Red, White & Blues 3,119 2.11% 3,112 2. 43 Heartlanders 11,815 8.00% 11,933 8. 44 New Beginnings 0 0.00% 0 0 45 Blue Highways 10,678 7.23% 10,828 7. 46 Old Glories 0 0.00% 0 0 47 City Startups 10,678 7.23% 10,828 7. 48 Young & Rustic 6,429 4,355% 6,395 4. 49 American Classics 0					1.45%
35 Bomtown Singles 1,358 0.92% 1,336 0.3 36 Blue-Chip Blues 0 0.00% 0 0 37 Mayberry-ville 6,898 4,67% 7,040 4. 38 Simple Pleasures 10,228 6,92% 10,336 6. 39 Domestic Duos 0 0.00% 0 0. 40 Close-In Couples 0 0.00% 0 0. 41 Sunset City Blues 4,652 3,119 2.11% 3,112 2. 42 Red, White & Blues 3,119 2.11% 3,112 2. 43 Heartlanders 11,815 8.00% 11,933 8. 44 New Beginnings 0 0.00% 0 0. 45 Blue Highways 10,678 7.23% 10,828 7.2 46 Old Glories 0 0.00% 0 0. 47 City Startups 142 0.10% 142 0. 49 American Classics 0 0.00% 0 0. 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups <					4.78%
36 Blue-Chip Blues 0 0.00% 0 0.0 37 Mayberry-ville 6,898 4.67% 7,040 4.3 38 Simple Pleasures 10,228 6,92% 10,336 6.3 39 Domestic Duos 0 0.00% 0 0.0 40 Close-In Couples 0 0.00% 0 0.0 41 Sunset City Blues 4,652 3.15% 4,551 3. 42 Red, White & Blues 3,119 2.11% 3,112 2. 43 Heartlanders 11,815 8.00% 11,933 8. 44 New Beginnings 0 0.00% 0 0 45 Blue Highways 10,678 7.23% 10,828 7.2 46 Old Glories 0 0.00% 0 0 47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4.35% 6,395 4. 49 American Classics 0 0.00% 0 0 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups 12,092	34 White Picket Fences	_		-	0.30%
37 Mayberry-ville 6,898 4.67% 7,040 4.3 38 Simple Pleasures 10,228 6,92% 10,336 6.3 39 Domestic Duos 0 0.00% 0 0.0 40 Close-In Couples 0 0.00% 0 0.0 41 Sunset City Blues 4,652 3.15% 4,551 3.1 42 Red, White & Blues 3,119 2.11% 3,112 2.2 43 Heartlanders 11,815 8.00% 11,933 8.1 44 New Beginnings 0 0.00% 0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.3 46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4.35% 6,395 4. 49 American Classics 0 0.00% 0 0. 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups 12,092 8.18% 12,330 8. 52 Suburban Pioneers <t< td=""><td></td><td>1,358</td><td></td><td>1,336</td><td>0.90%</td></t<>		1,358		1,336	0.90%
10,228 6.92% 10,336 6.39 6.39 0	36 Blue-Chip Blues	-	0.00%		0.00%
39 Domestic Duos 0 0.00% 0 0.00 40 Close-In Couples 0 0.00% 0 0.00 41 Sunset City Blues 4,652 3.15% 4,551 3.0 42 Red, White & Blues 3,119 2.11% 3,112 2. 43 Heartlanders 11,815 8.00% 11,933 8.0 44 New Beginnings 0 0.00% 0.0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.3 46 Old Glories 0 0.00% 0.0 0.0 47 City Startups 142 0.10% 142 0.0 48 Young & Rustic 6,429 4.35% 6,395 4.3 49 American Classics 0 0.00% 0.00% 0.0 50 Kid Country, USA 3,339 2.26% 3,323 2.2 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Mutti-Cutti Mosaic	37 Mayberry-ville	6,898	4.67%	7,040	4.74%
40 Close-In Couples 0 0.00% 0 0.00 41 Sunset City Blues 4,652 3.15% 4,551 3.0 42 Red, White & Blues 3,119 2.11% 3,112 2.2 43 Heartlanders 11,815 8.00% 11,933 8.0 44 New Beginnings 0 0.00% 0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.3 46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0.0 48 Young & Rustic 6,429 4.35% 6,395 4.3 49 American Classics 0 0.00% 0 0.0 50 Kid Country, USA 3,339 2.26% 3,323 2.5 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0 0 0 0 55 Golden Ponds		10,228		10,336	6.96%
41 Sunset City Blues 4,652 3.15% 4,551 3.0 42 Red, White & Blues 3,119 2.11% 3,112 2. 43 Heartlanders 11,815 8.00% 11,933 8.0 44 New Beginnings 0 0.00% 0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.3 46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4,35% 6,395 4. 49 American Classics 0 0.00% 0 0 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups 12,092 8.18% 12,330 8. 52 Suburban Pioneers 0 0.00% 0 0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0 55 Golden Ponds 5,925 4.01% 5,893 3. 56 Crossroads Villagers 10,	39 Domestic Duos	0		0	0.00%
42 Red, White & Blues 3,119 2.11% 3,112 2. 43 Heartlanders 11,815 8.00% 11,933 8.0 44 New Beginnings 0 0.00% 0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.3 46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4.35% 6,395 4. 49 American Classics 0 0.00% 0 0 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups 12,092 8.18% 12,330 8. 52 Suburban Pioneers 0 0.00% 0 0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0 55 Golden Ponds 5,925 4.01% 5,893 3. 56 Crossroads Villagers 10,371 7.02% 10,340 6. 57 Old Milltowns 8,397<	40 Close-In Couples	0	0.00%	0	0.00%
43 Heartlanders 11,815 8.00% 11,933 8.0 44 New Beginnings 0 0.00% 0 0.0 0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.3 46 Old Glories 0 0.00% 0 0.0 0 0 47 City Startups 142 0.10% 142 0.1 48 Young & Rustic 6,429 4.35% 6,395 4.3 49 American Classics 0 0.00% 0 0.0 0 0 50 Kid Country, USA 3,339 2.26% 3,323 2.3 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 0 0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0.0 0 0 55 Golden Ponds 5,925 4.01% 5,893 3.3 56 Crossroads Villagers 10,371 7.02% 10,340 6.3 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back					3.06%
44 New Beginnings 0 0.00% 0 0.0 45 Blue Highways 10,678 7.23% 10,828 7.2 46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4.35% 6,395 4. 49 American Classics 0 0.00% 0 0.0 50 Kid Country, USA 3,339 2.26% 3,323 2.3 51 Shotguns & Pickups 12,092 8.18% 12,330 8. 52 Suburban Pioneers 0 0.00% 0 0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0 55 Golden Ponds 5,925 4.01% 5,893 3. 56 Crossroads Villagers 10,371 7.02% 10,340 6. 57 Old Milltowns 8,397 5.68% 8,339 5. 58 Back Country Folks 10,746 7.27% 10,829 7. 59 Urban Elders 0 <td>42 Red, White & Blues</td> <td>3,119</td> <td>2.11%</td> <td>3,112</td> <td>2.10%</td>	42 Red, White & Blues	3,119	2.11%	3,112	2.10%
45 Blue Highways 10,678 7.23% 10,828 7.2 46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0.1 48 Young & Rustic 6,429 4.35% 6,395 4.3 49 American Classics 0 0.00% 0 0.0 50 Kid Country, USA 3,339 2.26% 3,323 2.2 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1.7 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.9 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	43 Heartlanders	11,815	8.00%	11,933	8.04%
46 Old Glories 0 0.00% 0 0.0 47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4.35% 6,395 4. 49 American Classics 0 0.00% 0 0. 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups 12,092 8.18% 12,330 8. 52 Suburban Pioneers 0 0.00% 0 0. 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0. 55 Golden Ponds 5,925 4.01% 5,893 3. 56 Crossroads Villagers 10,371 7.02% 10,340 6. 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1	44 New Beginnings	0	0.00%	0	0.00%
47 City Startups 142 0.10% 142 0. 48 Young & Rustic 6,429 4.35% 6,395 4. 49 American Classics 0 0.00% 0 0. 50 Kid Country, USA 3,339 2.26% 3,323 2. 51 Shotguns & Pickups 12,092 8.18% 12,330 8. 52 Suburban Pioneers 0 0.00% 0 0. 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0. 55 Golden Ponds 5,925 4.01% 5,893 3. 56 Crossroads Villagers 10,371 7.02% 10,340 6. 57 Old Milltowns 8,397 5.68% 8,339 5. 58 Back Country Folks 10,746 7.27% 10,829 7. 59 Urban Elders 0 0.00% 0 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1	45 Blue Highways	10,678	7.23%	10,828	7.29%
48 Young & Rustic 6,429 4.35% 6,395 4.3 49 American Classics 0 0.00% 0 0.0 50 Kid Country, USA 3,339 2.26% 3,323 2.3 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1. 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.5 56 Crossroads Villagers 10,371 7.02% 10,340 6.5 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	46 Old Glories	0	0.00%	0	0.00%
49 American Classics 0 0.00% 0 0.0 50 Kid Country, USA 3,339 2.26% 3,323 2.2 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.5 56 Crossroads Villagers 10,371 7.02% 10,340 6.5 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	47 City Startups	142	0.10%	142	0.10%
50 Kid Country, USA 3,339 2.26% 3,323 2.2 51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1.7 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.5 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	48 Young & Rustic	6,429	4.35%	6,395	4.31%
51 Shotguns & Pickups 12,092 8.18% 12,330 8.3 52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1.3 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.9 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	49 American Classics	0	0.00%	0	0.00%
52 Suburban Pioneers 0 0.00% 0 0.0 53 Mobility Blues 2,739 1.85% 2,661 1.7 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.9 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	50 Kid Country, USA	3,339	2.26%	3,323	2.24%
53 Mobility Blues 2,739 1.85% 2,661 1.7 54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.9 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	51 Shotguns & Pickups	12,092	8.18%	12,330	8.30%
54 Multi-Culti Mosaic 0 0.00% 0 0.0 55 Golden Ponds 5,925 4.01% 5,893 3.9 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	52 Suburban Pioneers	0	0.00%	0	0.00%
55 Golden Ponds 5,925 4.01% 5,893 3.9 56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	53 Mobility Blues	2,739	1.85%	2,661	1.79%
56 Crossroads Villagers 10,371 7.02% 10,340 6.9 57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	54 Multi-Culti Mosaic	0	0.00%	0	0.00%
57 Old Milltowns 8,397 5.68% 8,339 5.6 58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	55 Golden Ponds	5,925	4.01%	5,893	3.97%
58 Back Country Folks 10,746 7.27% 10,829 7.2 59 Urban Elders 0 0.00% 0 0 60 Park Bench Seniors 1,800 1.22% 1,745 1.3	56 Crossroads Villagers	10,371	7.02%	10,340	6.96%
59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	57 Old Milltowns	8,397	5.68%	8,339	5.62%
59 Urban Elders 0 0.00% 0 0.0 60 Park Bench Seniors 1,800 1.22% 1,745 1.7	58 Back Country Folks	10,746	7.27%	10,829	7.29%
			0.00%		0.00%
61 City Roots 0 0.00% 0 0.00%	60 Park Bench Seniors	1,800	1.22%	1,745	1.18%
01 Oily 1100io 0 0.00 /0 0 0.00 /0	61 City Roots	0	0.00%	0	0.00%
		3,461	2.34%	3,354	2.26%
					1.50%
					4.83%
					0.00%
					0.00%
67 Unclassified 0 0.00% 0 0.0	67 Unclassified	0	0.00%	0	0.00%



PRIZM Household Segments

Southern OH Synod

	2008	%	2013	%
	Households		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%