



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

PRIZM Household Segments		Muskingum Conf			
		2008 Households 147,753	%	2013 Households 148,496	%
Households by PRIZM Segment					
Top 10 PRIZM Segments		51 Shotguns & Pickups	8.18%	51 Shotguns & Pickups	8.30%
		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%



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		2008 Households 2,197,358	%	2013 Households 2,264,551	%
Households by PRIZM Segment					
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	0	0.00%	0	0.00%
32 New Homesteaders	2,125	1.44%	2,147	1.45%
33 Big Sky Families	6,926	4.69%	7,101	4.78%
34 White Picket Fences	451	0.31%	446	0.30%
35 Boomtown Singles	1,358	0.92%	1,336	0.90%
36 Blue-Chip Blues	0	0.00%	0	0.00%
37 Mayberry-ville	6,898	4.67%	7,040	4.74%
38 Simple Pleasures	10,228	6.92%	10,336	6.96%
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	3.06%
42 Red, White & Blues	3,119	2.11%	3,112	2.10%
43 Heartlanders	11,815	8.00%	11,933	8.04%
44 New Beginnings	0	0.00%	0	0.00%
45 Blue Highways	10,678	7.23%	10,828	7.29%
46 Old Glories	0	0.00%	0	0.00%
47 City Startups	142	0.10%	142	0.10%
48 Young & Rustic	6,429	4.35%	6,395	4.31%
49 American Classics	0	0.00%	0	0.00%
50 Kid Country, USA	3,339	2.26%	3,323	2.24%
51 Shotguns & Pickups	12,092	8.18%	12,330	8.30%
52 Suburban Pioneers	0	0.00%	0	0.00%
53 Mobility Blues	2,739	1.85%	2,661	1.79%
54 Multi-Culti Mosaic	0	0.00%	0	0.00%
55 Golden Ponds	5,925	4.01%	5,893	3.97%
56 Crossroads Villagers	10,371	7.02%	10,340	6.96%
57 Old Milltowns	8,397	5.68%	8,339	5.62%
58 Back Country Folks	10,746	7.27%	10,829	7.29%
59 Urban Elders	0	0.00%	0	0.00%
60 Park Bench Seniors	1,800	1.22%	1,745	1.18%
61 City Roots	0	0.00%	0	0.00%
62 Hometown Retired	3,461	2.34%	3,354	2.26%
63 Family Thrifts	2,288	1.55%	2,231	1.50%
64 Bedrock America	7,199	4.87%	7,173	4.83%
65 Big City Blues	0	0.00%	0	0.00%
66 Low-Rise Living	0	0.00%	0	0.00%
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%	