



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

PRIZM Lifestage Groups	Muskingum Conf			
	2008 Households 147,753	%	2013 Households 148,496	%
Households by PRIZM Segment				
Ranked Major Lifestage	MATURE YEARS	45.68%	MATURE YEARS	45.58%
	YOUNGER YEARS	29.81%	YOUNGER YEARS	29.79%
	FAMILY LIFE	24.50%	FAMILY LIFE	24.63%
Ranked Lifestage Groups	Y3 - Striving Singles	22.66%	Y3 - Striving Singles	22.54%
	M4 - Sustaining Seniors	20.53%	M4 - Sustaining Seniors	20.31%
	M3 - Cautious Couples	18.07%	M3 - Cautious Couples	18.06%
	F3 - Mainstream Families	16.87%	F3 - Mainstream Families	17.07%
	F4 - Sustaining Families	6.42%	F4 - Sustaining Families	6.33%
	M2 - Conservative Class...	5.86%	M2 - Conservative Class...	5.95%
	Y1 - Midlife Success	5.62%	Y1 - Midlife Success	5.73%
	Y2 - Young Achievers	1.53%	Y2 - Young Achievers	1.52%
	M1 - Affluent Empty Nests	1.23%	M1 - Affluent Empty Nests	1.25%
	F2 - Young Accumulators	1.17%	F2 - Young Accumulators	1.20%
	F1 - Accumulated Wealth	0.03%	F1 - Accumulated Wealth	0.03%
	Unclassified	0.00%	Unclassified	0.00%
YOUNGER YEARS	44,050	29.81%	44,234	29.79%
Y1 - Midlife Success	8,310	5.62%	8,502	5.73%
03 Movers & Shakers	0	0.00%	0	0.00%
08 Executive Suites	0	0.00%	0	0.00%
11 God's Country	27	0.02%	27	0.02%
12 Brite Lites, Li'l City	129	0.09%	132	0.09%
19 Home Sweet Home	0	0.00%	0	0.00%
25 Country Casuals	1,256	0.85%	1,303	0.88%
30 Suburban Sprawl	0	0.00%	0	0.00%
37 Mayberry-ville	6,898	4.67%	7,040	4.74%
Y2 - Young Achievers	2,262	1.53%	2,254	1.52%
04 Young Digerati	0	0.00%	0	0.00%
16 Bohemian Mix	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%
31 Urban Achievers	0	0.00%	0	0.00%
35 Boomtown Singles	1,358	0.92%	1,336	0.90%
Y3 - Striving Singles	33,478	22.66%	33,478	22.54%
42 Red, White & Blues	3,119	2.11%	3,112	2.10%
44 New Beginnings	0	0.00%	0	0.00%
45 Blue Highways	10,678	7.23%	10,828	7.29%
47 City Startups	142	0.10%	142	0.10%
48 Young & Rustic	6,429	4.35%	6,395	4.31%
53 Mobility Blues	2,739	1.85%	2,661	1.79%
56 Crossroads Villagers	10,371	7.02%	10,340	6.96%



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	2008 Households 2,197,358	%	2013 Households 2,264,551	%
Households by PRIZM Segment				
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	36,205	24.50%	36,580	24.63%
F1 - Accumulated Wealth	50	0.03%	50	0.03%
02 Blue Blood Estates	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%
F2 - Young Accumulators	1,735	1.17%	1,779	1.20%
13 Upward Bound	231	0.16%	237	0.16%
17 Beltway Boomers	0	0.00%	0	0.00%
18 Kids & Cul-de-Sacs	0	0.00%	0	0.00%
20 Fast-Track Families	1,504	1.02%	1,542	1.04%
29 American Dreams	0	0.00%	0	0.00%
F3 - Mainstream Families	24,933	16.87%	25,347	17.07%
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%
36 Blue-Chip Blues	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%
54 Multi-Culti Mosaic	0	0.00%	0	0.00%
F4 - Sustaining Families	9,487	6.42%	9,404	6.33%
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%



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	2008	%	2013	%
	Households		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	67,498	45.68%	67,682	45.58%
M1 - Affluent Empty Nests	1,811	1.23%	1,861	1.25%
01 Upper Crust	0	0.00%	0	0.00%
07 Money & Brains	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%
M2 - Conservative Classics	8,663	5.86%	8,841	5.95%
14 New Empty Nests	0	0.00%	0	0.00%
15 Pools & Patios	0	0.00%	0	0.00%
21 Gray Power	0	0.00%	0	0.00%
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%
M3 - Cautious Couples	26,695	18.07%	26,820	18.06%
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%
43 Heartlanders	11,815	8.00%	11,933	8.04%
46 Old Glories	0	0.00%	0	0.00%
49 American Classics	0	0.00%	0	0.00%
M4 - Sustaining Seniors	30,329	20.53%	30,160	20.31%
55 Golden Ponds	5,925	4.01%	5,893	3.97%
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%
Unclassified	0	0.00%	0	0.00%



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	2008	%	2013	%
	Households		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%