



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

PRIZM Social Groups		Muskingum Conf			
		2008 Households 147,753	%	2013 Households 148,496	%
Households by PRIZM Segment					
Ranked PRIZM Social Groups					
T3 - Middle America			34.70%	T3 - Middle America	34.92%
T4 - Rustic Living			33.21%	T4 - Rustic Living	32.98%
T2 - Country Comfort			15.94%	T2 - Country Comfort	16.21%
C3 - Micro-City Blues			7.06%	C3 - Micro-City Blues	6.82%
C2 - City Centers			5.70%	C2 - City Centers	5.59%
T1 - Landed Gentry			2.91%	T1 - Landed Gentry	2.98%
C1 - Second City Soci...			0.48%	C1 - Second City Soci...	0.49%
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%
S1- Elite Suburbs			0.00%	S1- Elite Suburbs	0.00%
S2 - The Affluentials			0.00%	S2 - The Affluentials	0.00%
S3 - Middleburbs			0.00%	S3 - Middleburbs	0.00%
S4 - Inner Suburbs			0.00%	S4 - Inner Suburbs	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		0	0.00%	0	0.00%
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%
06 Winner's Circle		0	0.00%	0	0.00%
S2 - The Affluentials		0	0.00%	0	0.00%
08 Executive Suites		0	0.00%	0	0.00%
14 New Empty Nests		0	0.00%	0	0.00%
15 Pools & Patios		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%
S3 - Middleburbs		0	0.00%	0	0.00%
21 Gray Power		0	0.00%	0	0.00%
22 Young Influentials		0	0.00%	0	0.00%
30 Suburban Sprawl		0	0.00%	0	0.00%



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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	0	0.00%	0	0.00%
39 Domestic Duos	0	0.00%	0	0.00%
S4 - Inner Suburbs	0	0.00%	0	0.00%
44 New Beginnings	0	0.00%	0	0.00%
46 Old Glories	0	0.00%	0	0.00%
49 American Classics	0	0.00%	0	0.00%
52 Suburban Pioneers	0	0.00%	0	0.00%
C1 - Second City Society	713	0.48%	724	0.49%
10 Second City Elite	353	0.24%	355	0.24%
12 Brite Lites, Li'l City	129	0.09%	132	0.09%
13 Upward Bound	231	0.16%	237	0.16%
C2 - City Centers	8,419	5.70%	8,306	5.59%
24 Up-and-Comers	255	0.17%	257	0.17%
27 Middleburg Managers	1,703	1.15%	1,716	1.16%
34 White Picket Fences	451	0.31%	446	0.30%
35 Boomtown Singles	1,358	0.92%	1,336	0.90%
41 Sunset City Blues	4,652	3.15%	4,551	3.06%
C3 - Micro-City Blues	10,430	7.06%	10,133	6.82%
47 City Startups	142	0.10%	142	0.10%
53 Mobility Blues	2,739	1.85%	2,661	1.79%
60 Park Bench Seniors	1,800	1.22%	1,745	1.18%
62 Hometown Retired	3,461	2.34%	3,354	2.26%
63 Family Thrifts	2,288	1.55%	2,231	1.50%
T1 - Landed Gentry	4,295	2.91%	4,428	2.98%
05 Country Squires	50	0.03%	50	0.03%
09 Big Fish, Small Pond	1,458	0.99%	1,506	1.01%
11 God's Country	27	0.02%	27	0.02%
20 Fast-Track Families	1,504	1.02%	1,542	1.04%
25 Country Casuals	1,256	0.85%	1,303	0.88%
T2 - Country Comfort	23,558	15.94%	24,074	16.21%
23 Greenbelt Sports	649	0.44%	661	0.45%
28 Traditional Times	6,960	4.71%	7,125	4.80%
32 New Homesteaders	2,125	1.44%	2,147	1.45%
33 Big Sky Families	6,926	4.69%	7,101	4.78%
37 Mayberry-ville	6,898	4.67%	7,040	4.74%



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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	51,271	34.70%	51,862	34.92%
38 Simple Pleasures	10,228	6.92%	10,336	6.96%
42 Red, White & Blues	3,119	2.11%	3,112	2.10%
43 Heartlanders	11,815	8.00%	11,933	8.04%
45 Blue Highways	10,678	7.23%	10,828	7.29%
50 Kid Country, USA	3,339	2.26%	3,323	2.24%
51 Shotguns & Pickups	12,092	8.18%	12,330	8.30%
T4 - Rustic Living	49,067	33.21%	48,969	32.98%
48 Young & Rustic	6,429	4.35%	6,395	4.31%
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%
64 Bedrock America	7,199	4.87%	7,173	4.83%
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%