



Scioto Conference

PRIZM: Lifestage Groups

PRIZM Lifestage Groups		Scioto Conference			
		2008 Households 243,882	%	2013 Households 252,702	%
Households by PRIZM Segment					
Ranked Major Lifestage		MATURE YEARS	35.75%	MATURE YEARS	35.46%
		YOUNGER YEARS	34.70%	YOUNGER YEARS	34.59%
		FAMILY LIFE	29.54%	FAMILY LIFE	29.95%
Ranked Lifestage Groups		Y3 - Striving Singles	24.55%	Y3 - Striving Singles	24.18%
		F3 - Mainstream Families	16.92%	F3 - Mainstream Families	17.11%
		M4 - Sustaining Seniors	16.84%	M4 - Sustaining Seniors	16.48%
		M3 - Cautious Couples	11.89%	M3 - Cautious Couples	11.80%
		F4 - Sustaining Families	7.88%	F4 - Sustaining Families	7.71%
		Y1 - Midlife Success	7.08%	Y1 - Midlife Success	7.29%
		M2 - Conservative Class...	4.93%	M2 - Conservative Class...	5.00%
		Y2 - Young Achievers	3.07%	Y2 - Young Achievers	3.12%
		F2 - Young Accumulators	2.65%	F2 - Young Accumulators	2.82%
		F1 - Accumulated Wealth	2.09%	F1 - Accumulated Wealth	2.31%
		M1 - Affluent Empty Nests	2.08%	M1 - Affluent Empty Nests	2.18%
		Unclassified	0.00%	Unclassified	0.00%
YOUNGER YEARS		84,631	34.70%	87,417	34.59%
Y1 - Midlife Success		17,257	7.08%	18,412	7.29%
03 Movers & Shakers		331	0.14%	366	0.14%
08 Executive Suites		185	0.08%	201	0.08%
11 God's Country		1,270	0.52%	1,447	0.57%
12 Brite Lites, Li'l City		456	0.19%	477	0.19%
19 Home Sweet Home		703	0.29%	769	0.30%
25 Country Casuals		3,776	1.55%	4,094	1.62%
30 Suburban Sprawl		265	0.11%	279	0.11%
37 Mayberry-ville		10,271	4.21%	10,779	4.27%
Y2 - Young Achievers		7,499	3.07%	7,894	3.12%
04 Young Digerati		0	0.00%	0	0.00%
16 Bohemian Mix		0	0.00%	0	0.00%
22 Young Influentials		1,220	0.50%	1,330	0.53%
23 Greenbelt Sports		3,051	1.25%	3,357	1.33%
24 Up-and-Comers		853	0.35%	859	0.34%
31 Urban Achievers		0	0.00%	0	0.00%
35 Boomtown Singles		2,375	0.97%	2,348	0.93%
Y3 - Striving Singles		59,875	24.55%	61,111	24.18%
42 Red, White & Blues		4,898	2.01%	5,063	2.00%
44 New Beginnings		121	0.05%	124	0.05%
45 Blue Highways		15,106	6.19%	15,577	6.16%
47 City Startups		3,020	1.24%	3,035	1.20%
48 Young & Rustic		10,767	4.41%	11,026	4.36%
53 Mobility Blues		4,721	1.94%	4,653	1.84%
56 Crossroads Villagers		21,242	8.71%	21,633	8.56%



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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	%	2013	%
		Households		Households	
FAMILY LIFE		72,053	29.54%	75,687	29.95%
F1 - Accumulated Wealth		5,098	2.09%	5,846	2.31%
02 Blue Blood Estates		898	0.37%	998	0.39%
05 Country Squires		3,334	1.37%	3,875	1.53%
06 Winner's Circle		866	0.36%	973	0.39%
F2 - Young Accumulators		6,471	2.65%	7,128	2.82%
13 Upward Bound		356	0.15%	367	0.15%
17 Beltway Boomers		351	0.14%	388	0.15%
18 Kids & Cul-de-Sacs		1,303	0.53%	1,428	0.57%
20 Fast-Track Families		4,461	1.83%	4,945	1.96%
29 American Dreams		0	0.00%	0	0.00%
F3 - Mainstream Families		41,271	16.92%	43,225	17.11%
32 New Homesteaders		4,881	2.00%	5,301	2.10%
33 Big Sky Families		10,063	4.13%	10,676	4.22%
34 White Picket Fences		908	0.37%	938	0.37%
36 Blue-Chip Blues		513	0.21%	555	0.22%
50 Kid Country, USA		5,425	2.22%	5,620	2.22%
51 Shotguns & Pickups		19,306	7.92%	19,953	7.90%
52 Suburban Pioneers		175	0.07%	182	0.07%
54 Multi-Culti Mosaic		0	0.00%	0	0.00%
F4 - Sustaining Families		19,213	7.88%	19,488	7.71%
63 Family Thrifts		3,856	1.58%	3,836	1.52%
64 Bedrock America		15,357	6.30%	15,652	6.19%
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 Households	%	2013 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	%	2013	%
	Households		Households	
MATURE YEARS	87,198	35.75%	89,598	35.46%
M1 - Affluent Empty Nests	5,083	2.08%	5,498	2.18%
01 Upper Crust	407	0.17%	456	0.18%
07 Money & Brains	0	0.00%	0	0.00%
09 Big Fish, Small Pond	3,953	1.62%	4,289	1.70%
10 Second City Elite	723	0.30%	753	0.30%
M2 - Conservative Classics	12,035	4.93%	12,634	5.00%
14 New Empty Nests	141	0.06%	155	0.06%
15 Pools & Patios	224	0.09%	246	0.10%
21 Gray Power	115	0.05%	126	0.05%
26 The Cosmopolitans	0	0.00%	0	0.00%
27 Middleburg Managers	2,708	1.11%	2,762	1.09%
28 Traditional Times	8,847	3.63%	9,345	3.70%
M3 - Cautious Couples	29,000	11.89%	29,824	11.80%
38 Simple Pleasures	9,149	3.75%	9,473	3.75%
39 Domestic Duos	175	0.07%	180	0.07%
40 Close-In Couples	0	0.00%	0	0.00%
41 Sunset City Blues	5,676	2.33%	5,722	2.26%
43 Heartlanders	13,579	5.57%	14,017	5.55%
46 Old Glories	88	0.04%	91	0.04%
49 American Classics	333	0.14%	341	0.13%
M4 - Sustaining Seniors	41,080	16.84%	41,642	16.48%
55 Golden Ponds	5,819	2.39%	5,902	2.34%
57 Old Milltowns	13,128	5.38%	13,395	5.30%
58 Back Country Folks	14,340	5.88%	14,656	5.80%
59 Urban Elders	0	0.00%	0	0.00%
60 Park Bench Seniors	3,015	1.24%	2,958	1.17%
61 City Roots	0	0.00%	0	0.00%
62 Hometown Retired	4,778	1.96%	4,731	1.87%
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%