



Scioto Conference
PRIZM: Social Groups

PRIZM Social Groups		Scioto Conference			
		2008	%	2013	%
Households by PRIZM Segment		Households 243,882		Households 252,702	
Ranked PRIZM Social Groups					
	T4 - Rustic Living		33.07%	T4 - Rustic Living	32.55%
	T3 - Middle America		27.66%	T3 - Middle America	27.58%
	T2 - Country Comfort		15.22%	T2 - Country Comfort	15.61%
	C3 - Micro-City Blues		7.95%	C3 - Micro-City Blues	7.60%
	T1 - Landed Gentry		6.89%	T1 - Landed Gentry	7.38%
	C2 - City Centers		5.13%	C2 - City Centers	5.00%
	S2 - The Affluentials		1.19%	S2 - The Affluentials	1.26%
	S1- Elite Suburbs		1.03%	S1- Elite Suburbs	1.11%
	S3 - Middleburbs		0.94%	S3 - Middleburbs	0.98%
	C1 - Second City Soci...		0.63%	C1 - Second City Soci...	0.63%
	S4 - Inner Suburbs		0.29%	S4 - Inner Suburbs	0.29%
	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%
	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		2,502	1.03%	2,793	1.11%
01 Upper Crust		407	0.17%	456	0.18%
02 Blue Blood Estates		898	0.37%	998	0.39%
03 Movers & Shakers		331	0.14%	366	0.14%
06 Winner's Circle		866	0.36%	973	0.39%
S2 - The Affluentials		2,907	1.19%	3,187	1.26%
08 Executive Suites		185	0.08%	201	0.08%
14 New Empty Nests		141	0.06%	155	0.06%
15 Pools & Patios		224	0.09%	246	0.10%
17 Beltway Boomers		351	0.14%	388	0.15%
18 Kids & Cul-de-Sacs		1,303	0.53%	1,428	0.57%
19 Home Sweet Home		703	0.29%	769	0.30%
S3 - Middleburbs		2,288	0.94%	2,470	0.98%
21 Gray Power		115	0.05%	126	0.05%
22 Young Influentials		1,220	0.50%	1,330	0.53%
30 Suburban Sprawl		265	0.11%	279	0.11%



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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	513	0.21%	555	0.22%
39 Domestic Duos	175	0.07%	180	0.07%
S4 - Inner Suburbs	717	0.29%	738	0.29%
44 New Beginnings	121	0.05%	124	0.05%
46 Old Glories	88	0.04%	91	0.04%
49 American Classics	333	0.14%	341	0.13%
52 Suburban Pioneers	175	0.07%	182	0.07%
C1 - Second City Society	1,535	0.63%	1,597	0.63%
10 Second City Elite	723	0.30%	753	0.30%
12 Brite Lites, Li'l City	456	0.19%	477	0.19%
13 Upward Bound	356	0.15%	367	0.15%
C2 - City Centers	12,520	5.13%	12,629	5.00%
24 Up-and-Comers	853	0.35%	859	0.34%
27 Middleburg Managers	2,708	1.11%	2,762	1.09%
34 White Picket Fences	908	0.37%	938	0.37%
35 Boomtown Singles	2,375	0.97%	2,348	0.93%
41 Sunset City Blues	5,676	2.33%	5,722	2.26%
C3 - Micro-City Blues	19,390	7.95%	19,213	7.60%
47 City Startups	3,020	1.24%	3,035	1.20%
53 Mobility Blues	4,721	1.94%	4,653	1.84%
60 Park Bench Seniors	3,015	1.24%	2,958	1.17%
62 Hometown Retired	4,778	1.96%	4,731	1.87%
63 Family Thrifts	3,856	1.58%	3,836	1.52%
T1 - Landed Gentry	16,794	6.89%	18,650	7.38%
05 Country Squires	3,334	1.37%	3,875	1.53%
09 Big Fish, Small Pond	3,953	1.62%	4,289	1.70%
11 God's Country	1,270	0.52%	1,447	0.57%
20 Fast-Track Families	4,461	1.83%	4,945	1.96%
25 Country Casuals	3,776	1.55%	4,094	1.62%
T2 - Country Comfort	37,113	15.22%	39,458	15.61%
23 Greenbelt Sports	3,051	1.25%	3,357	1.33%
28 Traditional Times	8,847	3.63%	9,345	3.70%
32 New Homesteaders	4,881	2.00%	5,301	2.10%
33 Big Sky Families	10,063	4.13%	10,676	4.22%
37 Mayberry-ville	10,271	4.21%	10,779	4.27%



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	2008 Households	%	2013 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	%	2013	%
	Households		Households	
T3 - Middle America	67,463	27.66%	69,703	27.58%
38 Simple Pleasures	9,149	3.75%	9,473	3.75%
42 Red, White & Blues	4,898	2.01%	5,063	2.00%
43 Heartlanders	13,579	5.57%	14,017	5.55%
45 Blue Highways	15,106	6.19%	15,577	6.16%
50 Kid Country, USA	5,425	2.22%	5,620	2.22%
51 Shotguns & Pickups	19,306	7.92%	19,953	7.90%
T4 - Rustic Living	80,653	33.07%	82,264	32.55%
48 Young & Rustic	10,767	4.41%	11,026	4.36%
55 Golden Ponds	5,819	2.39%	5,902	2.34%
56 Crossroads Villagers	21,242	8.71%	21,633	8.56%
57 Old Milltowns	13,128	5.38%	13,395	5.30%
58 Back Country Folks	14,340	5.88%	14,656	5.80%
64 Bedrock America	15,357	6.30%	15,652	6.19%
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%