



**Mad River Conference
Southern Ohio Synod
PRIZM: Household Segments**

PRIZM Household Segments	Mad River Conference			
	2008 Households 91,258	%	2013 Households 92,049	%
Households by PRIZM Segment				
Top 10 PRIZM Segments	33 Big Sky Families	8.64%	33 Big Sky Families	8.89%
	37 Mayberry-ville	7.87%	37 Mayberry-ville	8.04%
	28 Traditional Times	7.71%	28 Traditional Times	7.84%
	57 Old Milltowns	4.22%	57 Old Milltowns	4.21%
	38 Simple Pleasures	3.24%	38 Simple Pleasures	3.27%
	43 Heartlanders	3.21%	43 Heartlanders	3.24%
	20 Fast-Track Families	3.09%	20 Fast-Track Families	3.16%
	39 Domestic Duos	3.08%	39 Domestic Duos	3.10%
	09 Big Fish, Small Pond	2.97%	09 Big Fish, Small Pond	3.02%
	56 Crossroads Villagers	2.95%	56 Crossroads Villagers	2.91%
01 Upper Crust	256	0.28%	260	0.28%
02 Blue Blood Estates	109	0.12%	110	0.12%
03 Movers & Shakers	98	0.11%	97	0.11%
04 Young Digerati	0	0.00%	0	0.00%
05 Country Squires	220	0.24%	224	0.24%
06 Winner's Circle	58	0.06%	59	0.06%
07 Money & Brains	0	0.00%	0	0.00%
08 Executive Suites	35	0.04%	35	0.04%
09 Big Fish, Small Pond	2,712	2.97%	2,782	3.02%
10 Second City Elite	249	0.27%	252	0.27%
11 God's Country	125	0.14%	126	0.14%
12 Brite Lites, Li'l City	180	0.20%	181	0.20%
13 Upward Bound	214	0.23%	215	0.23%
14 New Empty Nests	655	0.72%	671	0.73%
15 Pools & Patios	829	0.91%	854	0.93%
16 Bohemian Mix	0	0.00%	0	0.00%
17 Beltway Boomers	508	0.56%	516	0.56%
18 Kids & Cul-de-Sacs	501	0.55%	510	0.55%
19 Home Sweet Home	792	0.87%	801	0.87%
20 Fast-Track Families	2,822	3.09%	2,913	3.16%
21 Gray Power	166	0.18%	173	0.19%
22 Young Influentials	597	0.65%	609	0.66%
23 Greenbelt Sports	1,286	1.41%	1,325	1.44%
24 Up-and-Comers	177	0.19%	177	0.19%
25 Country Casuals	2,003	2.19%	2,055	2.23%
26 The Cosmopolitans	0	0.00%	0	0.00%
27 Middleburg Managers	559	0.61%	553	0.60%
28 Traditional Times	7,033	7.71%	7,213	7.84%
29 American Dreams	0	0.00%	0	0.00%
30 Suburban Sprawl	971	1.06%	976	1.06%



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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	%	2013	%
	Households		Households	
31 Urban Achievers	0	0.00%	0	0.00%
32 New Homesteaders	1,982	2.17%	2,023	2.20%
33 Big Sky Families	7,883	8.64%	8,181	8.89%
34 White Picket Fences	395	0.43%	390	0.42%
35 Boomtown Singles	488	0.53%	462	0.50%
36 Blue-Chip Blues	800	0.88%	806	0.88%
37 Mayberry-ville	7,183	7.87%	7,397	8.04%
38 Simple Pleasures	2,958	3.24%	3,010	3.27%
39 Domestic Duos	2,811	3.08%	2,855	3.10%
40 Close-In Couples	0	0.00%	0	0.00%
41 Sunset City Blues	1,419	1.55%	1,355	1.47%
42 Red, White & Blues	2,277	2.50%	2,261	2.46%
43 Heartlanders	2,932	3.21%	2,985	3.24%
44 New Beginnings	1,124	1.23%	1,117	1.21%
45 Blue Highways	1,877	2.06%	1,936	2.10%
46 Old Glories	1,985	2.18%	1,975	2.15%
47 City Startups	963	1.06%	896	0.97%
48 Young & Rustic	2,594	2.84%	2,620	2.85%
49 American Classics	2,513	2.75%	2,517	2.73%
50 Kid Country, USA	2,307	2.53%	2,298	2.50%
51 Shotguns & Pickups	2,198	2.41%	2,286	2.48%
52 Suburban Pioneers	1,676	1.84%	1,658	1.80%
53 Mobility Blues	2,514	2.75%	2,358	2.56%
54 Multi-Culti Mosaic	0	0.00%	0	0.00%
55 Golden Ponds	1,664	1.82%	1,700	1.85%
56 Crossroads Villagers	2,689	2.95%	2,680	2.91%
57 Old Milltowns	3,847	4.22%	3,872	4.21%
58 Back Country Folks	643	0.70%	672	0.73%
59 Urban Elders	0	0.00%	0	0.00%
60 Park Bench Seniors	1,418	1.55%	1,331	1.45%
61 City Roots	0	0.00%	0	0.00%
62 Hometown Retired	1,782	1.95%	1,674	1.82%
63 Family Thrifts	2,684	2.94%	2,524	2.74%
64 Bedrock America	2,497	2.74%	2,523	2.74%
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	%	2013	%
	Households		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%