



West Virginia - Western Maryland Synod

PRIZM Household Segments

PRIZM Household Segments	W. VA - W. MD Synod			
	2009 Households	%	2014 Households	%
Households by PRIZM Segment	770,886		781,023	
Top 10 PRIZM Segments				
	58 Back Country Folks	17.48%	58 Back Country Folks	17.31%
	57 Old Milltowns	8.04%	57 Old Milltowns	7.95%
	55 Golden Ponds	7.74%	55 Golden Ponds	7.56%
	56 Crossroads Villagers	6.52%	56 Crossroads Villagers	6.48%
	43 Heartlanders	5.40%	43 Heartlanders	5.43%
	38 Simple Pleasures	4.57%	38 Simple Pleasures	4.55%
	28 Traditional Times	3.96%	37 Mayberry-ville	4.01%
	48 Young & Rustic	3.91%	28 Traditional Times	4.00%
	37 Mayberry-ville	3.85%	48 Young & Rustic	3.91%
	64 Bedrock America	3.54%	64 Bedrock America	3.51%
01 Upper Crust	87	0.01%	88	0.01%
02 Blue Blood Estates	30	0.00%	30	0.00%
03 Movers & Shakers	83	0.01%	82	0.01%
04 Young Digerati	0	0.00%	0	0.00%
05 Country Squires	1,962	0.25%	2,077	0.27%
06 Winner's Circle	46	0.01%	47	0.01%
07 Money & Brains	0	0.00%	0	0.00%
08 Executive Suites	275	0.04%	275	0.04%
09 Big Fish, Small Pond	11,047	1.43%	11,528	1.48%
10 Second City Elite	5,130	0.67%	5,113	0.65%
11 God's Country	3,104	0.40%	3,261	0.42%
12 Brite Lites, Li'l City	2,997	0.39%	3,013	0.39%
13 Upward Bound	1,175	0.15%	1,197	0.15%
14 New Empty Nests	262	0.03%	260	0.03%
15 Pools & Patios	1,039	0.13%	1,042	0.13%
16 Bohemian Mix	0	0.00%	0	0.00%
17 Beltway Boomers	55	0.01%	56	0.01%
18 Kids & Cul-de-Sacs	139	0.02%	144	0.02%
19 Home Sweet Home	273	0.04%	272	0.03%
20 Fast-Track Families	9,369	1.22%	10,095	1.29%
21 Gray Power	170	0.02%	172	0.02%
22 Young Influentials	412	0.05%	450	0.06%
23 Greenbelt Sports	10,598	1.37%	11,064	1.42%
24 Up-and-Comers	3,537	0.46%	3,594	0.46%
25 Country Casuals	13,739	1.78%	14,894	1.91%
26 The Cosmopolitans	0	0.00%	0	0.00%
27 Middleburg Managers	12,863	1.67%	12,792	1.64%
28 Traditional Times	30,489	3.96%	31,256	4.00%
29 American Dreams	0	0.00%	0	0.00%
30 Suburban Sprawl	629	0.08%	661	0.08%



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	2009 Households	%	2014 Households	%
Households by PRIZM Segment	115,306,103		121,279,475	
Top 10 PRIZM Segments	28 Traditional Times	2.76%	28 Traditional Times	2.79%
	37 Mayberry-ville	2.41%	37 Mayberry-ville	2.45%
	38 Simple Pleasures	2.25%	09 Big Fish, Small Pond	2.26%
	09 Big Fish, Small Pond	2.20%	38 Simple Pleasures	2.23%
	29 American Dreams	2.15%	58 Back Country Folks	2.09%
	58 Back Country Folks	2.15%	29 American Dreams	2.08%
	56 Crossroads Villagers	2.05%	56 Crossroads Villagers	2.01%
	07 Money & Brains	2.01%	27 Middleburg Managers	1.97%
	27 Middleburg Managers	2.00%	05 Country Squires	1.96%
	43 Heartlanders	1.95%	07 Money & Brains	1.94%
01 Upper Crust	1,767,993	1.53%	1,844,137	1.52%
02 Blue Blood Estates	1,134,830	0.98%	1,207,662	1.00%
03 Movers & Shakers	1,853,105	1.61%	2,008,565	1.66%
04 Young Digerati	1,392,746	1.21%	1,447,904	1.19%
05 Country Squires	2,122,491	1.84%	2,378,401	1.96%
06 Winner's Circle	1,253,417	1.09%	1,419,631	1.17%
07 Money & Brains	2,313,257	2.01%	2,354,208	1.94%
08 Executive Suites	1,047,515	0.91%	1,136,981	0.94%
09 Big Fish, Small Pond	2,536,075	2.20%	2,745,713	2.26%
10 Second City Elite	1,475,465	1.28%	1,533,552	1.26%
11 God's Country	1,727,637	1.50%	1,923,730	1.59%
12 Brite Lites, Li'l City	1,863,219	1.62%	1,978,486	1.63%
13 Upward Bound	1,998,401	1.73%	2,148,674	1.77%
14 New Empty Nests	1,227,051	1.06%	1,289,138	1.06%
15 Pools & Patios	1,525,347	1.32%	1,588,297	1.31%
16 Bohemian Mix	2,042,124	1.77%	2,093,831	1.73%
17 Beltway Boomers	1,118,863	0.97%	1,178,843	0.97%
18 Kids & Cul-de-Sacs	1,864,873	1.62%	2,084,913	1.72%
19 Home Sweet Home	2,109,604	1.83%	2,291,553	1.89%
20 Fast-Track Families	1,918,827	1.66%	2,112,811	1.74%
21 Gray Power	1,066,999	0.93%	1,118,642	0.92%
22 Young Influentials	1,683,242	1.46%	1,791,320	1.48%
23 Greenbelt Sports	1,601,752	1.39%	1,767,185	1.46%
24 Up-and-Comers	1,496,913	1.30%	1,575,619	1.30%
25 Country Casuals	1,780,813	1.54%	1,951,533	1.61%
26 The Cosmopolitans	1,340,095	1.16%	1,355,968	1.12%
27 Middleburg Managers	2,303,539	2.00%	2,385,672	1.97%
28 Traditional Times	3,185,141	2.76%	3,387,987	2.79%
29 American Dreams	2,484,773	2.15%	2,528,516	2.08%
30 Suburban Sprawl	1,517,126	1.32%	1,602,446	1.32%



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	2009 Households	%	2014 Households	%
31 Urban Achievers	0	0.00%	0	0.00%
32 New Homesteaders	16,021	2.08%	16,978	2.17%
33 Big Sky Families	10,632	1.38%	11,161	1.43%
34 White Picket Fences	2,394	0.31%	2,464	0.32%
35 Boomtown Singles	7,507	0.97%	7,587	0.97%
36 Blue-Chip Blues	301	0.04%	302	0.04%
37 Mayberry-ville	29,644	3.85%	31,336	4.01%
38 Simple Pleasures	35,247	4.57%	35,522	4.55%
39 Domestic Duos	959	0.12%	973	0.12%
40 Close-In Couples	0	0.00%	0	0.00%
41 Sunset City Blues	18,408	2.39%	18,182	2.33%
42 Red, White & Blues	17,011	2.21%	17,550	2.25%
43 Heartlanders	41,665	5.40%	42,391	5.43%
44 New Beginnings	2,505	0.32%	2,609	0.33%
45 Blue Highways	21,473	2.79%	22,132	2.83%
46 Old Glories	2,038	0.26%	2,048	0.26%
47 City Startups	11,275	1.46%	11,412	1.46%
48 Young & Rustic	30,107	3.91%	30,564	3.91%
49 American Classics	2,718	0.35%	2,705	0.35%
50 Kid Country, USA	11,622	1.51%	12,101	1.55%
51 Shotguns & Pickups	18,272	2.37%	18,684	2.39%
52 Suburban Pioneers	3,334	0.43%	3,460	0.44%
53 Mobility Blues	11,867	1.54%	11,718	1.50%
54 Multi-Culti Mosaic	0	0.00%	0	0.00%
55 Golden Ponds	59,698	7.74%	59,015	7.56%
56 Crossroads Villagers	50,299	6.52%	50,588	6.48%
57 Old Milltowns	61,947	8.04%	62,118	7.95%
58 Back Country Folks	134,764	17.48%	135,197	17.31%
59 Urban Elders	0	0.00%	0	0.00%
60 Park Bench Seniors	9,786	1.27%	9,499	1.22%
61 City Roots	0	0.00%	0	0.00%
62 Hometown Retired	17,860	2.32%	17,217	2.20%
63 Family Thrifts	4,696	0.61%	4,631	0.59%
64 Bedrock America	27,326	3.54%	27,416	3.51%
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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	2009 Households	%	2014 Households	%
31 Urban Achievers	1,730,092	1.50%	1,785,773	1.47%
32 New Homesteaders	2,041,723	1.77%	2,254,095	1.86%
33 Big Sky Families	2,195,844	1.90%	2,339,306	1.93%
34 White Picket Fences	1,556,279	1.35%	1,641,284	1.35%
35 Boomtown Singles	1,605,045	1.39%	1,666,944	1.37%
36 Blue-Chip Blues	1,438,998	1.25%	1,546,215	1.27%
37 Mayberry-ville	2,780,296	2.41%	2,975,467	2.45%
38 Simple Pleasures	2,589,221	2.25%	2,706,802	2.23%
39 Domestic Duos	1,389,087	1.20%	1,432,780	1.18%
40 Close-In Couples	1,333,999	1.16%	1,346,026	1.11%
41 Sunset City Blues	2,088,640	1.81%	2,150,954	1.77%
42 Red, White & Blues	1,247,421	1.08%	1,338,483	1.10%
43 Heartlanders	2,248,263	1.95%	2,348,772	1.94%
44 New Beginnings	1,723,477	1.49%	1,803,771	1.49%
45 Blue Highways	1,861,826	1.61%	1,951,188	1.61%
46 Old Glories	1,123,967	0.97%	1,155,929	0.95%
47 City Startups	1,397,857	1.21%	1,444,388	1.19%
48 Young & Rustic	2,235,842	1.94%	2,346,641	1.93%
49 American Classics	1,181,953	1.03%	1,220,850	1.01%
50 Kid Country, USA	1,415,349	1.23%	1,522,257	1.26%
51 Shotguns & Pickups	1,871,911	1.62%	1,962,753	1.62%
52 Suburban Pioneers	1,195,365	1.04%	1,251,267	1.03%
53 Mobility Blues	1,469,468	1.27%	1,497,387	1.23%
54 Multi-Culti Mosaic	1,930,969	1.67%	1,941,326	1.60%
55 Golden Ponds	1,774,846	1.54%	1,826,223	1.51%
56 Crossroads Villagers	2,359,563	2.05%	2,433,230	2.01%
57 Old Milltowns	1,762,353	1.53%	1,818,339	1.50%
58 Back Country Folks	2,479,958	2.15%	2,537,255	2.09%
59 Urban Elders	1,508,629	1.31%	1,534,351	1.27%
60 Park Bench Seniors	1,315,421	1.14%	1,342,943	1.11%
61 City Roots	1,317,434	1.14%	1,316,977	1.09%
62 Hometown Retired	1,382,820	1.20%	1,402,083	1.16%
63 Family Thrifts	2,086,967	1.81%	2,165,739	1.79%
64 Bedrock America	2,015,493	1.75%	2,087,685	1.72%
65 Big City Blues	1,272,397	1.10%	1,297,033	1.07%
66 Low-Rise Living	1,624,097	1.41%	1,655,041	1.36%
67 Unclassified	0	0.00%	0	0.00%