



West Virginia - Western Maryland Synod

PRIZM Social Groups

PRIZM Social Groups	W. VA - W. MD Synod			
	2009 Households	%	2014 Households	%
Households by PRIZM Segment	770,886		781,023	
Ranked PRIZM Social Groups				
	T4 - Rustic Living	47.24%	T4 - Rustic Living	46.72%
	T3 - Middle America	18.85%	T3 - Middle America	19.00%
	T2 - Country Comfort	12.63%	T2 - Country Comfort	13.03%
	C3 - Micro-City Blues	7.20%	C3 - Micro-City Blues	6.98%
	C2 - City Centers	5.80%	C2 - City Centers	5.71%
	T1 - Landed Gentry	5.09%	T1 - Landed Gentry	5.36%
	S4 - Inner Suburbs	1.37%	S4 - Inner Suburbs	1.39%
	C1 - Second City Soci...	1.21%	C1 - Second City Soci...	1.19%
	S3 - Middleburbs	0.32%	S3 - Middleburbs	0.33%
	S2 - The Affluentials	0.27%	S2 - The Affluentials	0.26%
	S1 - Elite Suburbs	0.03%	S1 - Elite Suburbs	0.03%
	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	246	0.03%	247	0.03%
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%
06 Winner's Circle	46	0.01%	47	0.01%
S2 - The Affluentials	2,043	0.27%	2,049	0.26%
08 Executive Suites	275	0.04%	275	0.04%
14 New Empty Nests	262	0.03%	260	0.03%
15 Pools & Patios	1,039	0.13%	1,042	0.13%
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%
S3 - Middleburbs	2,471	0.32%	2,558	0.33%
21 Gray Power	170	0.02%	172	0.02%
22 Young Influentials	412	0.05%	450	0.06%
30 Suburban Sprawl	629	0.08%	661	0.08%
36 Blue-Chip Blues	301	0.04%	302	0.04%



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	2009 Households	%	2014 Households	%
Households by PRIZM Segment	115,306,103		121,279,475	
Ranked PRIZM Social Groups				
	T4 - Rustic Living	10.95%	T4 - Rustic Living	10.76%
	T2 - Country Comfort	10.24%	T2 - Country Comfort	10.49%
	T3 - Middle America	9.74%	T3 - Middle America	9.75%
	T1 - Landed Gentry	8.75%	T1 - Landed Gentry	9.16%
	U1 - Urban Uptown	8.30%	U1 - Urban Uptown	8.06%
	C2 - City Centers	7.85%	S2 - The Affluentials	7.89%
	S2 - The Affluentials	7.71%	C2 - City Centers	7.77%
	C3 - Micro-City Blues	6.64%	C3 - Micro-City Blues	6.47%
	S3 - Middleburbs	6.15%	S3 - Middleburbs	6.18%
	S1 - Elite Suburbs	5.21%	S1 - Elite Suburbs	5.34%
	U3 - Urban Cores	4.96%	U3 - Urban Cores	4.79%
	C1 - Second City Soci...	4.63%	C1 - Second City Soci...	4.67%
	S4 - Inner Suburbs	4.53%	S4 - Inner Suburbs	4.48%
	U2 - Midtown Mix	4.33%	U2 - Midtown Mix	4.18%
	Unclassified	0.00%	Unclassified	0.00%
U1 - Urban Uptown	9,572,995	8.30%	9,780,427	8.06%
04 Young Digerati	1,392,746	1.21%	1,447,904	1.19%
07 Money & Brains	2,313,257	2.01%	2,354,208	1.94%
16 Bohemian Mix	2,042,124	1.77%	2,093,831	1.73%
26 The Cosmopolitans	1,340,095	1.16%	1,355,968	1.12%
29 American Dreams	2,484,773	2.15%	2,528,516	2.08%
U2 - Midtown Mix	4,995,060	4.33%	5,073,125	4.18%
31 Urban Achievers	1,730,092	1.50%	1,785,773	1.47%
40 Close-In Couples	1,333,999	1.16%	1,346,026	1.11%
54 Multi-Culti Mosaic	1,930,969	1.67%	1,941,326	1.60%
U3 - Urban Cores	5,722,557	4.96%	5,803,402	4.79%
59 Urban Elders	1,508,629	1.31%	1,534,351	1.27%
61 City Roots	1,317,434	1.14%	1,316,977	1.09%
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%
S1 - Elite Suburbs	6,009,345	5.21%	6,479,995	5.34%
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%
06 Winner's Circle	1,253,417	1.09%	1,419,631	1.17%
S2 - The Affluentials	8,893,253	7.71%	9,569,725	7.89%
08 Executive Suites	1,047,515	0.91%	1,136,981	0.94%
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%
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%
S3 - Middleburbs	7,095,452	6.15%	7,491,403	6.18%
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%
30 Suburban Sprawl	1,517,126	1.32%	1,602,446	1.32%
36 Blue-Chip Blues	1,438,998	1.25%	1,546,215	1.27%



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	2009 Households	%	2014 Households	%
39 Domestic Duos	959	0.12%	973	0.12%
S4 - Inner Suburbs	10,595	1.37%	10,822	1.39%
44 New Beginnings	2,505	0.32%	2,609	0.33%
46 Old Glories	2,038	0.26%	2,048	0.26%
49 American Classics	2,718	0.35%	2,705	0.35%
52 Suburban Pioneers	3,334	0.43%	3,460	0.44%
C1 - Second City Society	9,302	1.21%	9,323	1.19%
10 Second City Elite	5,130	0.67%	5,113	0.65%
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%
C2 - City Centers	44,709	5.80%	44,619	5.71%
24 Up-and-Comers	3,537	0.46%	3,594	0.46%
27 Middleburg Managers	12,863	1.67%	12,792	1.64%
34 White Picket Fences	2,394	0.31%	2,464	0.32%
35 Boomtown Singles	7,507	0.97%	7,587	0.97%
41 Sunset City Blues	18,408	2.39%	18,182	2.33%
C3 - Micro-City Blues	55,484	7.20%	54,477	6.98%
47 City Startups	11,275	1.46%	11,412	1.46%
53 Mobility Blues	11,867	1.54%	11,718	1.50%
60 Park Bench Seniors	9,786	1.27%	9,499	1.22%
62 Hometown Retired	17,860	2.32%	17,217	2.20%
63 Family Thrifts	4,696	0.61%	4,631	0.59%
T1 - Landed Gentry	39,221	5.09%	41,855	5.36%
05 Country Squires	1,962	0.25%	2,077	0.27%
09 Big Fish, Small Pond	11,047	1.43%	11,528	1.48%
11 God's Country	3,104	0.40%	3,261	0.42%
20 Fast-Track Families	9,369	1.22%	10,095	1.29%
25 Country Casuals	13,739	1.78%	14,894	1.91%
T2 - Country Comfort	97,384	12.63%	101,795	13.03%
23 Greenbelt Sports	10,598	1.37%	11,064	1.42%
28 Traditional Times	30,489	3.96%	31,256	4.00%
32 New Homesteaders	16,021	2.08%	16,978	2.17%
33 Big Sky Families	10,632	1.38%	11,161	1.43%
37 Mayberry-ville	29,644	3.85%	31,336	4.01%



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	2009 Households	%	2014 Households	%
39 Domestic Duos	1,389,087	1.20%	1,432,780	1.18%
S4 - Inner Suburbs	5,224,762	4.53%	5,431,817	4.48%
44 New Beginnings	1,723,477	1.49%	1,803,771	1.49%
46 Old Glories	1,123,967	0.97%	1,155,929	0.95%
49 American Classics	1,181,953	1.03%	1,220,850	1.01%
52 Suburban Pioneers	1,195,365	1.04%	1,251,267	1.03%
C1 - Second City Society	5,337,085	4.63%	5,660,712	4.67%
10 Second City Elite	1,475,465	1.28%	1,533,552	1.26%
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%
C2 - City Centers	9,050,416	7.85%	9,420,473	7.77%
24 Up-and-Comers	1,496,913	1.30%	1,575,619	1.30%
27 Middleburg Managers	2,303,539	2.00%	2,385,672	1.97%
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%
41 Sunset City Blues	2,088,640	1.81%	2,150,954	1.77%
C3 - Micro-City Blues	7,652,533	6.64%	7,852,540	6.47%
47 City Startups	1,397,857	1.21%	1,444,388	1.19%
53 Mobility Blues	1,469,468	1.27%	1,497,387	1.23%
60 Park Bench Seniors	1,315,421	1.14%	1,342,943	1.11%
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%
T1 - Landed Gentry	10,085,843	8.75%	11,112,188	9.16%
05 Country Squires	2,122,491	1.84%	2,378,401	1.96%
09 Big Fish, Small Pond	2,536,075	2.20%	2,745,713	2.26%
11 God's Country	1,727,637	1.50%	1,923,730	1.59%
20 Fast-Track Families	1,918,827	1.66%	2,112,811	1.74%
25 Country Casuals	1,780,813	1.54%	1,951,533	1.61%
T2 - Country Comfort	11,804,756	10.24%	12,724,040	10.49%
23 Greenbelt Sports	1,601,752	1.39%	1,767,185	1.46%
28 Traditional Times	3,185,141	2.76%	3,387,987	2.79%
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%
37 Mayberry-ville	2,780,296	2.41%	2,975,467	2.45%



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PRIZM Social Groups	W. VA - W. MD Synod			
	2009 Households	%	2014 Households	%
T3 - Middle America	145,290	18.85%	148,380	19.00%
38 Simple Pleasures	35,247	4.57%	35,522	4.55%
42 Red, White & Blues	17,011	2.21%	17,550	2.25%
43 Heartlanders	41,665	5.40%	42,391	5.43%
45 Blue Highways	21,473	2.79%	22,132	2.83%
50 Kid Country, USA	11,622	1.51%	12,101	1.55%
51 Shotguns & Pickups	18,272	2.37%	18,684	2.39%
T4 - Rustic Living	364,141	47.24%	364,898	46.72%
48 Young & Rustic	30,107	3.91%	30,564	3.91%
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%
64 Bedrock America	27,326	3.54%	27,416	3.51%
Unclassified	0	0.00%	0	0.00%



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	2009 Households	%	2014 Households	%
T3 - Middle America	11,233,991	9.74%	11,830,255	9.75%
38 Simple Pleasures	2,589,221	2.25%	2,706,802	2.23%
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%
45 Blue Highways	1,861,826	1.61%	1,951,188	1.61%
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%
T4 - Rustic Living	12,628,055	10.95%	13,049,373	10.76%
48 Young & Rustic	2,235,842	1.94%	2,346,641	1.93%
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%
64 Bedrock America	2,015,493	1.75%	2,087,685	1.72%
Unclassified	0	0.00%	0	0.00%