

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	1,882	19.45%	11.4%	171
Cozy Country Living (L6)	2,290	23.66%	12.0%	198
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	728	7.52%	5.8%	130
Rustic Outposts (L10)	181	1.87%	8.2%	23
Midtown Singles (L11)	433	4.47%	6.2%	72
Hometown (L12)	0	0.00%	6.1%	o
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	4,164	43.03%	1.6%	2,672

Key Facts

5.3

Home Value to Income Ratio







\$48,742 Median HH Income

9,678

Households





7% No HS Diploma

25% HS Graduate



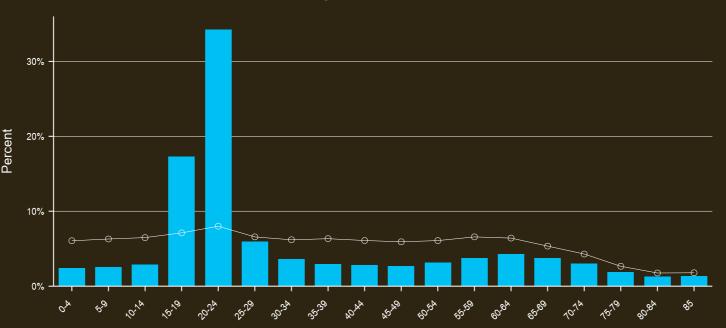
23% Some College

45%

Degree or Higher

Education

Age Profile



Dots show comparison to Butler County

Households By Income

\$256,393

Median Home Value

23.6

Median Age

The largest group: <\$15,000 (24.8%) The smallest group: \$200,000+ (6.2%)

Indicator	Value	Difference	
<\$15,000	24.8%	+15.3%	
\$15,000 - \$24,999	8.0%	+0.6%	
\$25,000 - \$34,999	7.4%	0	
\$35,000 - \$49,999	10.5%	-0.7%	
\$50,000 - \$74,999	14.4%	-3.8%	
\$75,000 - \$99,999	10.4%	-4.5%	
\$100,000 - \$149,999	11.2%	-4.4%	
\$150,000 - \$199,999	7.1%	-1.9%	
\$200,000+	6.2%	-0.7%	

Parish Boundaries: St. Mary (Oxford)



Tapestry Segments

Dorms to Diplomas 2,671 households	27.6% of Households
Green Acres 1,819 households	18.8% of Households
College Towns 1,493 households	15.4% of Households



