

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	4,645	15.78%	9.9%	159
Upscale Avenues (L2)	0	0.00%	5.7%	o
Uptown Individuals (L3)	0	0.00%	3.8%	o
Family Landscapes (L4)	11,967	40.64%	7.5%	543
GenXurban (L5)	748	2.54%	11.4%	22
Cozy Country Living (L6)	5,653	19.20%	12.0%	160
Ethnic Enclaves (L7)	1,116	3.79%	7.1%	54
Middle Ground (L8)	2,939	9.98%	10.9%	92
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	1,535	5.21%	8.2%	63
Midtown Singles (L11)	388	1.32%	6.2%	21
Hometown (L12)	453	1.54%	6.1%	25
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts





\$87,492

Median HH Income

2.9 Home Value to

Income Ratio

38.7 Median Age

\$253,262

Median Home Value

29,443

Households

Education





5% No HS Diploma

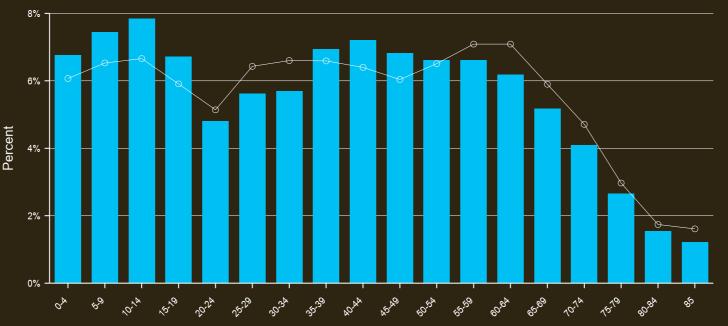
27% HS Graduate



28% Some College 40%

Degree or Higher

Age Profile



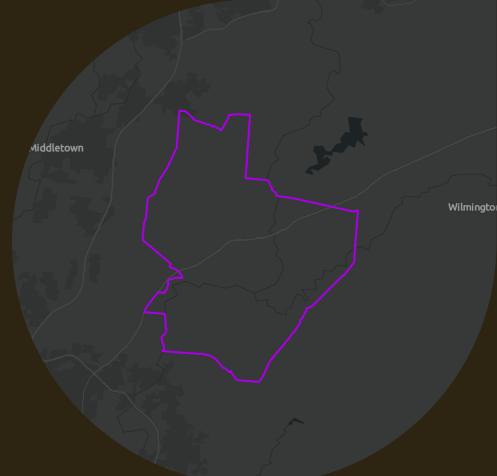
Dots show comparison to Clermont County

Households By Income

The largest group: \$50,000 - \$74,999 (19.4%) The smallest group: \$25,000 - \$34,999 (3.4%)

Indicator	Value	Difference		
<\$15,000	4.1%	-3.2%		
\$15,000 - \$24,999	4.5%	-3.9%		
\$25,000 - \$34,999	3.4%	-3.0%		
\$35,000 - \$49,999	10.4%	-2.9%		
\$50,000 - \$74,999	19.4%	+1.0%		
\$75,000 - \$99,999	14.4%	+2.7%		
\$100,000 - \$149,999	17.7%	-0.7%		
\$150,000 - \$199,999	11.2%	+2.8%		
\$200,000+	14.9%	+7.1%		

Parish Family: C



Tapestry Segments

orkday Drive 11,967 households	40.6% of Households
6A reen Acres 4,344 households	14.8% of Households
1C) omburbs 2,055 households	7.0% of Households

Bars show deviation from Clermont County

