

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	347	3.39%	9.9%	34
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	487	4.75%	7.5%	63
GenXurban (L5)	5,134	50.10%	11.4%	441
Cozy Country Living (L6)	1,345	13.13%	12.0%	110
Ethnic Enclaves (L7)	231	2.25%	7.1%	32
Middle Ground (L8)	1,349	13.16%	10.9%	121
Senior Styles (L9)	475	4.64%	5.8%	80
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	878	8.57%	6.2%	138
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

2.9

Home Value to Income Ratio



\$185,809

Median Home Value

42.0

Median Age



\$64,200

Median HH Income

10,247

Households

28% Some College

9%

No HS Diploma

30%

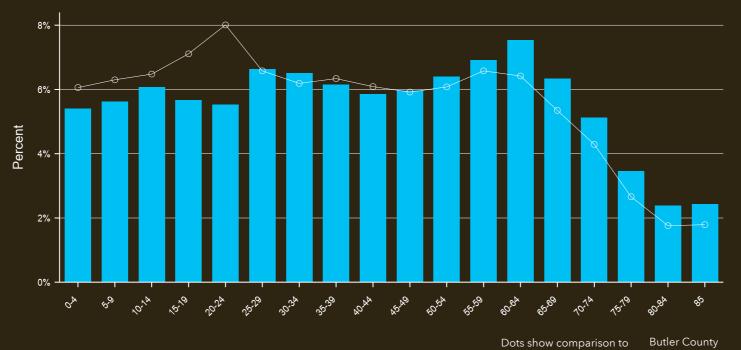
33%

HS Graduate

Education

Degree or Higher

Age Profile



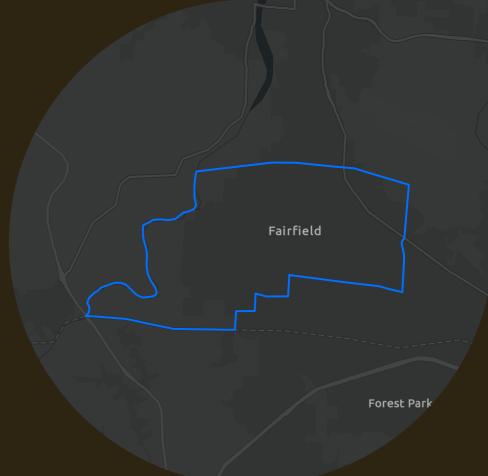
Households By Income

The largest group: \$50,000 - \$74,999 (23.0%)

The smallest group: \$200,000+ (5.5%)

Indicator	Value	Difference	
<\$15,000	6.5%	-3.0%	
\$15,000 - \$24,999	6.9%	-0.5%	
\$25,000 - \$34,999	8.6%	+1.2%	
\$35,000 - \$49,999	12.6%	+1.4%	
\$50,000 - \$74,999	23.0%	+4.8%	
\$75,000 - \$99,999	15.8%	+0.9%	
\$100,000 - \$149,999	15.2%	-0.4%	
\$150,000 - \$199,999	5.8%	-3.2%	
\$200,000+	5.5%	-1.4%	

Parish Boundaries: Sacred Heart (Fairfield)



Tapestry Segments

5A	Comfortable Empty Nesters 2,450 households	23.9% of Households
5C	Parks and Rec 1,576 households	15.4% of Households
8C	Bright Young Professionals 1,349 households	13.2% of Households

Bars show deviation from **Butler County**

