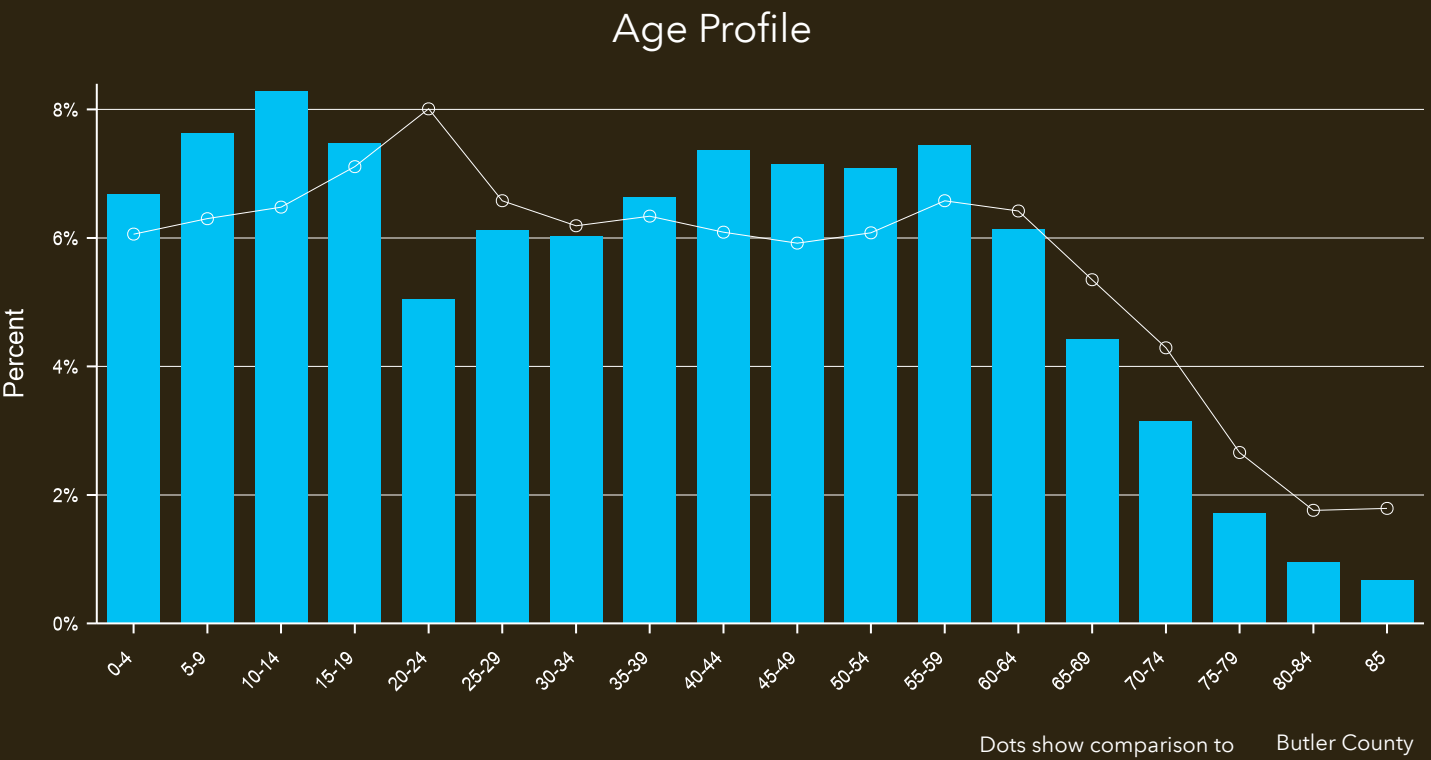
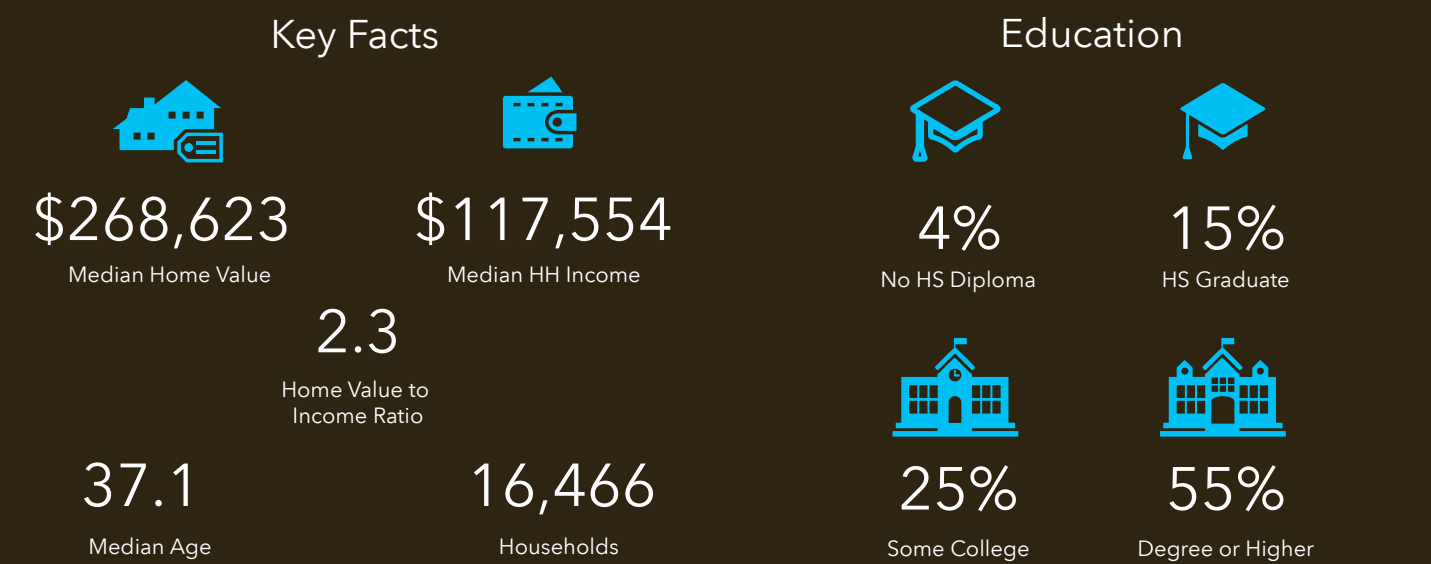




TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
learn more...	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	8,590	52.17%	9.9%	526
Upscale Avenues (L2)	2,267	13.77%	5.7%	244
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	5,563	33.78%	7.5%	451
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	44	0.27%	10.9%	2
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	1	0.01%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
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



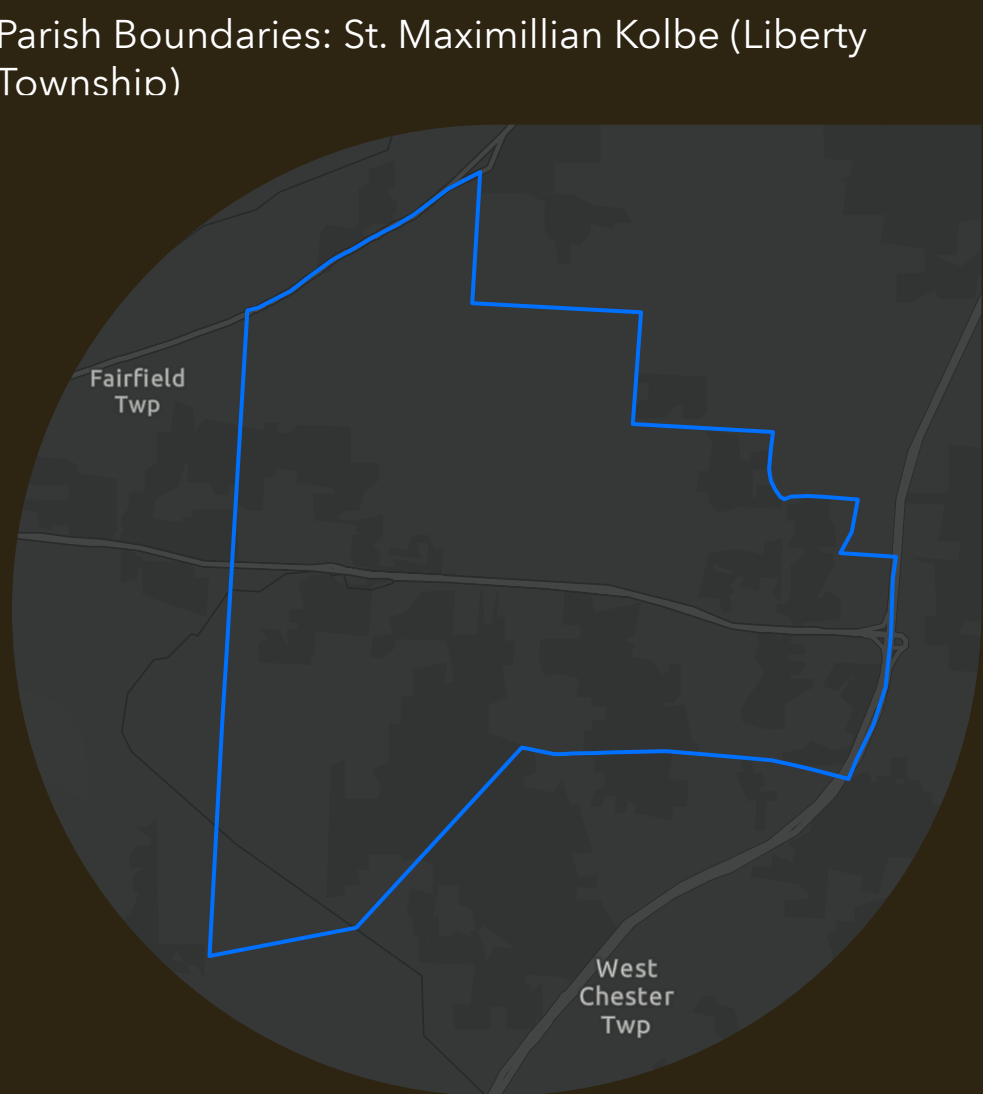
Households By Income

The largest group: \$100,000 - \$149,999 (22.1%)

The smallest group: \$25,000 - \$34,999 (2.5%)

Indicator	Value	Difference
<\$15,000	2.8%	-6.7%
\$15,000 - \$24,999	3.1%	-4.3%
\$25,000 - \$34,999	2.5%	-4.9%
\$35,000 - \$49,999	5.1%	-6.1%
\$50,000 - \$74,999	11.6%	-6.6%
\$75,000 - \$99,999	14.9%	0
\$100,000 - \$149,999	22.1%	+6.5%
\$150,000 - \$199,999	20.5%	+11.5%
\$200,000+	17.4%	+10.5%

Bars show deviation from Butler County



Tapestry Segments

 <p>1B</p>	<p>Professional Pride</p> <p>5,835 households</p>	<p>35.4%</p> <p>of Households</p>
 <p>4A</p>	<p>Workday Drive</p> <p>5,563 households</p>	<p>33.8%</p> <p>of Households</p>
 <p>2D</p>	<p>Enterprising Professionals</p> <p>2,267 households</p>	<p>13.8%</p> <p>of Households</p>