TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

learn more...

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	920	12.51%	9.9%	126
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)	2,880	39.16%	11.4%	345
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,658	22.55%	10.9%	207
Senior Styles (L9)	1,662	22.60%	5.8%	390
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	233	3.17%	6.1%	52
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$164,388 Median Home Value

$69,841 Median HH Income

2.4 Home Value to Income Ratio

44.2 Median Age

7,354 Households

Education

4% No HS Diploma

17% HS Graduate

33% Some College

46% Degree or Higher

Age Profile

Dots show comparison to Montgomery County
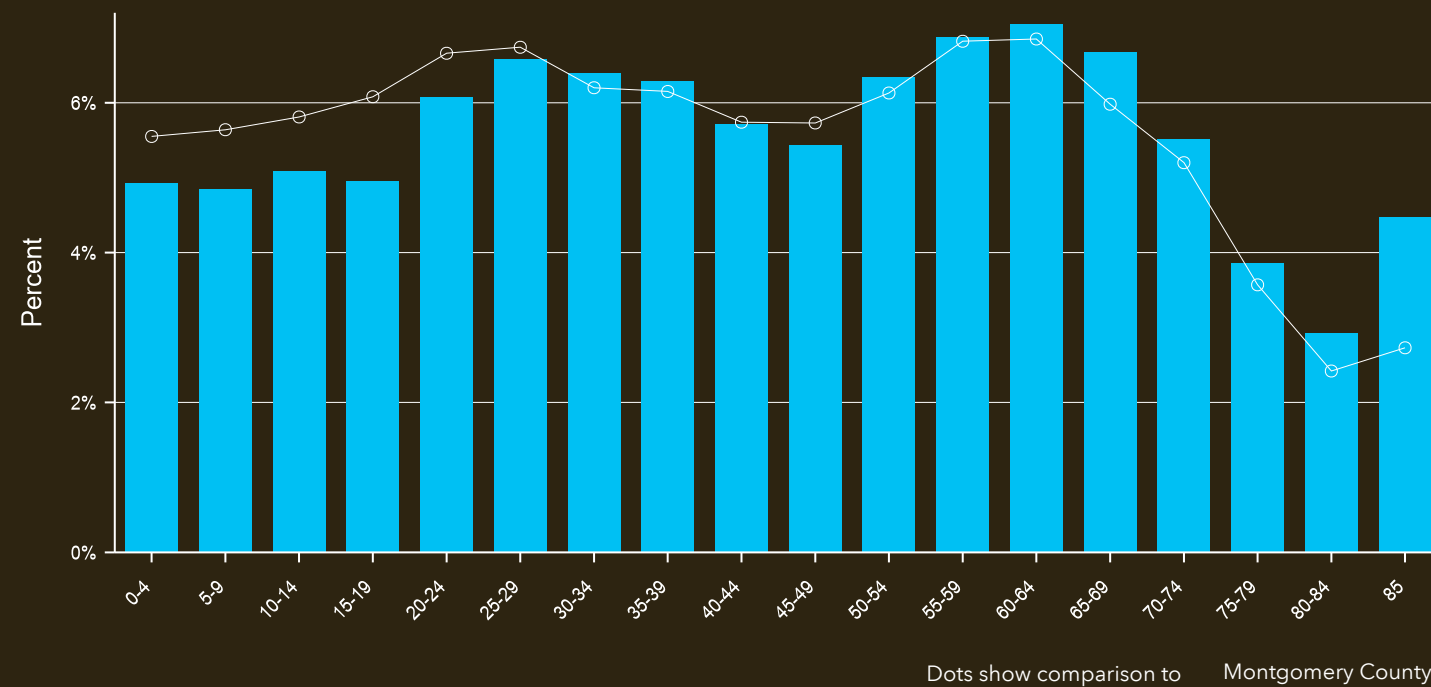
Households By Income

The largest group: $50,000 - $74,999 (19.7%)
The smallest group: $150,000 - $199,999 (4.6%)

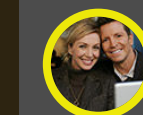| Indicator	Value	Difference	
<$15,000	6.5%	-4.8%	
$15,000 - $24,999	8.3%	-2.5%	
$25,000 - $34,999	9.2%	-1.4%	
$35,000 - $49,999	9.3%	-3.6%	
$50,000 - $74,999	19.7%	+1.2%	
$75,000 - $99,999	17.5%	+3.6%	
$100,000 - $149,999	18.0%	+4.1%	
$150,000 - $199,999	4.6%	+0.5%	
$200,000+	6.9%	+3.0%	

Bars show deviation from Montgomery County

Parish Boundaries: St. Albert the King (Kettering)

Oakwood
Kettering
Pasadena

Tapestry Segments

	Segment	%	
5B	**In Style** 1,227 households	**16.7%**	of Households
5D	**Rustbelt Traditions** 1,106 households	**15.0%**	of Households
8B	**Emerald City** 933 households	**12.7%**	of Households