TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode (learn more...)	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,668	19.56%	9.9%	197
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)	4,145	48.62%	11.4%	428
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	675	7.92%	10.9%	73
Senior Styles (L9)	802	9.41%	5.8%	162
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	1,236	14.50%	6.2%	234
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

$203,586
Median Home Value

$70,845
Median HH Income

2.9
Home Value to Income Ratio

47.3
Median Age

8,526
Households

Education

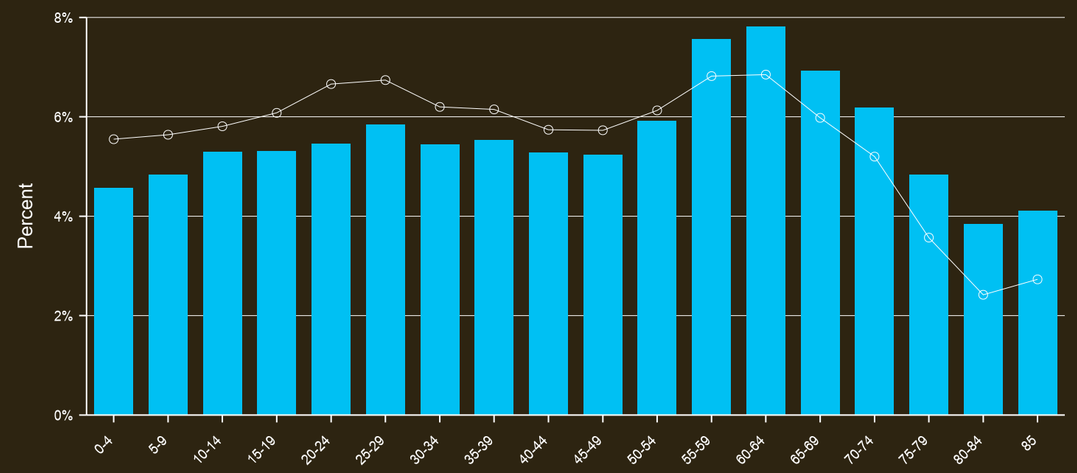
3%
No HS Diploma

19%
HS Graduate

31%
Some College

47%
Degree or Higher

Age Profile



Dots show comparison to Montgomery County

Households By Income

The largest group: $100,000 - $149,999 (18.4%)

The smallest group: $150,000 - $199,999 (5.8%)

Indicator	Value	Difference
<$15,000	6.9%	-4.4%
$15,000 - $24,999	6.9%	-3.9%
$25,000 - $34,999	8.2%	-2.4%
$35,000 - $49,999	11.9%	-1.0%
$50,000 - $74,999	18.3%	-0.2%
$75,000 - $99,999	15.1%	+1.2%
$100,000 - $149,999	18.4%	+4.5%
$150,000 - $199,999	5.8%	+1.7%
$200,000+	8.5%	+4.6%

Bars show deviation from Montgomery County

Parish Boundaries: St. Charles Borromeo (Kettering)

Tapestry Segments

5A **Comfortable Empty Nesters** — 2,111 households — **24.8%** of Households

1E **Exurbanites** — 1,668 households — **19.6%** of Households

11E **Young and Restless** — 1,236 households — **14.5%** of Households

This infographic contains data provided by Esri.
The vintage of the data is 2020.

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