

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,698	15.96%	9.9%	161
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	1,302	12.24%	3.8%	322
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	5,491	51.60%	11.4%	455
Cozy Country Living (L6)	263	2.47%	12.0%	21
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	487	4.58%	10.9%	42
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	1,400	13.16%	6.1%	214
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts





\$65,672

Median HH Income

2.3 Home Value to Income Ratio

41.9 Median Age

\$149,096

Median Home Value

10,641

34% Households Some College

Education









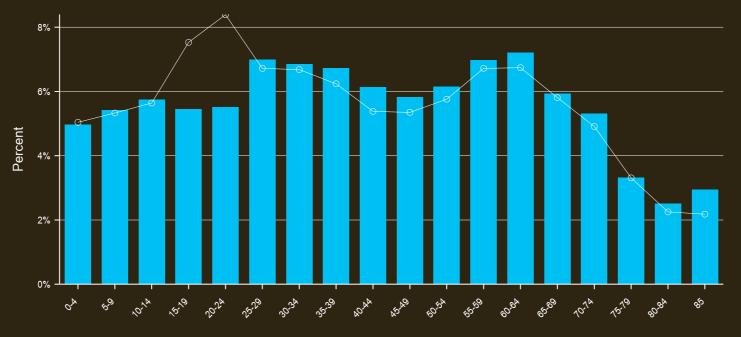
5%

No HS Diploma



Degree or Higher

Age Profile



Dots show comparison to Greene County

Households By Income

The largest group: \$50,000 - \$74,999 (20.4%) The smallest group: <\$15,000 (5.9%)

Indicator	Value	Difference	
<\$15,000	5.9%	-1.3%	
\$15,000 - \$24,999	7.0%	-1.1%	
\$25,000 - \$34,999	10.1%	+0.7%	
\$35,000 - \$49,999	12.4%	-0.9%	
\$50,000 - \$74,999	20.4%	+3.9%	
\$75,000 - \$99,999	16.8%	+3.2%	
\$100,000 - \$149,999	14.7%	-0.8%	
\$150,000 - \$199,999	6.3%	-2.3%	
\$200,000+	6.4%	-1.4%	

Parish Boundaries: Ascension (Kettering)



Tapestry Segments

5D	Rustbelt Traditions 1,490 households	14.0% of Households
5A	Comfortable Empty Nesters 1,477 households	13.9% of Households
12	Traditional Living 1,400 households	13.2% of Households

