

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

			.	
Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
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)	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)	488	19.85%	10.9%	182
Senior Styles (L9)	1,318	53.60%	5.8%	926
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	365	14.84%	6.2%	239
Hometown (L12)	288	11.71%	6.1%	191
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

4.4

Home Value to Income Ratio



Median Home Value

41.7

Median Age



\$38,710

Median HH Income

2,459

Households



15% No HS Diploma



Education



27% Some College

Degree or Higher

Dots show comparison to Montgomery County

Age Profile

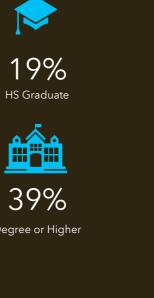


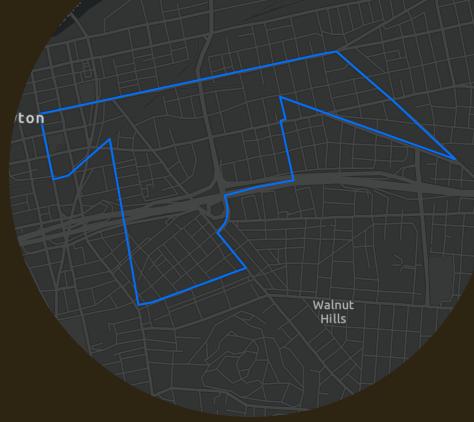
Households By Income

The largest group: <\$15,000 (24.9%)

The smallest group: \$200,000+ (2.1%)

Value	Difference		
24.9%	+13.6%		
14.8%	+4.0%		
6.9%	-3.7%		
11.1%	-1.8%		
16.4%	-2.1%		
12.2%	-1.7%		
8.4%	-5.5%		
3.1%	-1.0%		
2.1%	-1.8%		
	24.9% 14.8% 6.9% 11.1% 16.4% 12.2% 8.4%	24.9% +13.6% 14.8% +4.0% 6.9% -3.7% 11.1% -1.8% 16.4% -2.1% 12.2% -1.7% 8.4% -5.5% 3.1% -1.0%	24.9% +13.6% 14.8% +4.0% 6.9% -3.7% 11.1% -1.8% 16.4% -2.1% 12.2% -1.7% 8.4% -5.5% 3.1% -1.0%





Tapestry Segments

Social Security Set 1,318 households	53.6% of Households
8B Emerald City 436 households	17.7% of Households
Set to Impress 365 households	14.8% of Households

