

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



\$170,924

Median Home Value

41.7

Median Age



\$38,710

Median HH Income

2,459

Households

15% No HS Diploma

27% Some College 39%

Degree or Higher

Dots show comparison to Montgomery County

Education



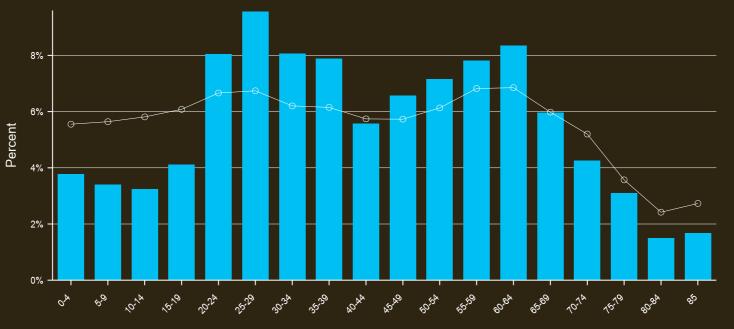








Age Profile



Households By Income

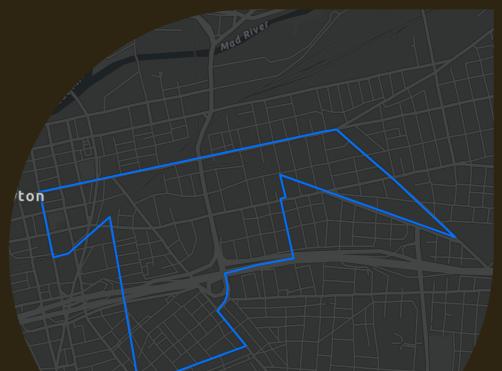
The largest group: <\$15,000 (24.9%)

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

Indicator	Value	Difference	
<\$15,000	24.9%	+13.6%	
\$15,000 - \$24,999	14.8%	+4.0%	
\$25,000 - \$34,999	6.9%	-3.7%	
\$35,000 - \$49,999	11.1%	-1.8%	
\$50,000 - \$74,999	16.4%	-2.1%	
\$75,000 - \$99,999	12.2%	-1.7%	
\$100,000 - \$149,999	8.4%	-5.5%	
\$150,000 - \$199,999	3.1%	-1.0%	
\$200,000+	2.1%	-1.8%	

Parish Boundaries: Holy Trinity (Dayton)

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Walnut

Tapestry Segments

9F 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

