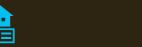


TAPESTRY **SEGMENTATION**

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%	o
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,450	74.51%	10.9%	684
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	253	13.00%	6.2%	210
Hometown (L12)	243	12.49%	6.1%	203
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	O	0.00%	1.6%	0

Key Facts



2.2

Home Value to Income Ratio

\$60,533

Median Home Value

33.6

Median Age



\$27,210

1,946

Households

Median HH Income





27% HS Graduate

Education

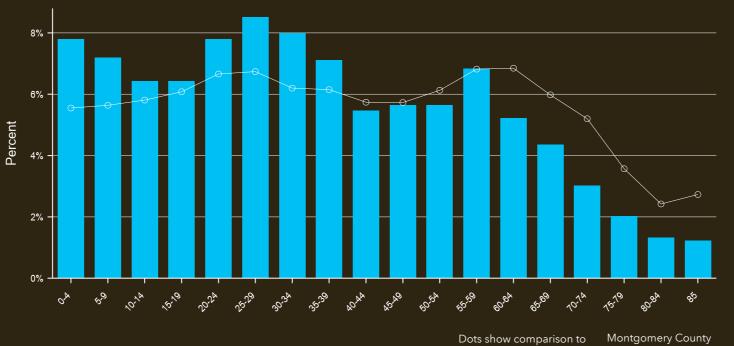


33% Some College

10%

Degree or Higher

Age Profile



Households By Income

The largest group: <\$15,000 (28.1%) The smallest group: \$200,000+ (0.5%)

Indicator	Value	Difference	
<\$15,000	28.1%	+16.8%	
\$15,000 - \$24,999	16.5%	+5.7%	
\$25,000 - \$34,999	18.4%	+7.8%	
\$35,000 - \$49,999	9.1%	-3.8%	
\$50,000 - \$74,999	18.5%	0	
\$75,000 - \$99,999	6.0%	-7.9%	
\$100,000 - \$149,999	2.0%	-11.9%	
\$150,000 - \$199,999	0.9%	-3.2%	
\$200,000+	0.5%	-3.4%	

Parish Boundaries: St. Mary (Datyon)



Tapestry Segments

8G	Hometown Heritage 1,425 households	73.2% of Households
11	Set to Impress 253 households	13.0% of Households
12:	Traditional Living 243 households	12.5% of Households



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