

TAPESTRY SEGMENTATION

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	253	1.49%	9.9%	15
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)	6,657	39.20%	11.4%	345
Cozy Country Living (L6)	753	4.43%	12.0%	37
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	3,934	23.16%	10.9%	213
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	3,036	17.88%	6.2%	288
Hometown (L12)	2,350	13.84%	6.1%	225
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts



Median Home Value



\$55,778

Median HH Income

Home Value to Income Ratio

2.6

40.0 Median Age 16,984

Households

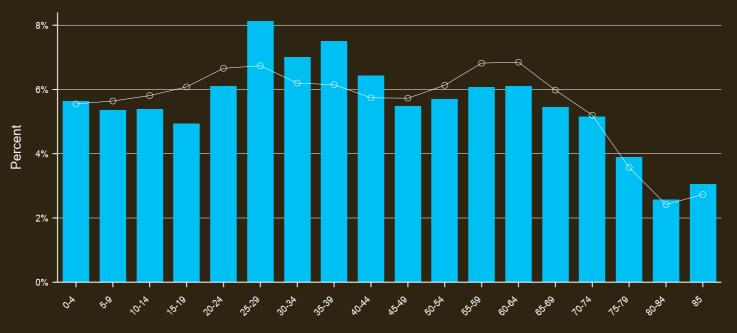
33%

Some College

8%

No HS Diploma

Age Profile



Households By Income

The largest group: \$50,000 - \$74,999 (21.4%) The smallest group: \$150,000 - \$199,999 (3.5%)

Indicator Value Difference <\$15,000 7.2% -4.1% \$15,000 - \$24,999 \$25,000 - \$34,999 11.5% \$35,000 - \$49,999 15.2% \$50,000 - \$74,999 21.4% 14.0% \$75,000 - \$99,999 \$100,000 - \$149,999 14.4% \$150,000 - \$199,999 \$200,000+ 3.5% -0.4%

Parish Boundaries: St. Henry (Dayton)



28%

HS Graduate

Education







Degree or Higher

Dots show comparison to Montgomery County



Tapestry Segments

5D	Rustbelt Traditions 3,271 households	19.3% of Households
80	Bright Young Professionals 2,233 households	13.1% of Households
11:	Young and Restless 1,816 households	10.7% of Households

