

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)	790	32.59%	11.4%	287
Cozy Country Living (L6)	1,583	65.31%	12.0%	545
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	51	2.10%	8.2%	26
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts





\$181,652 Median Home Value

2.9

Home Value to Income Ratio

\$62,634

Median HH Income

2,424

Households

7% No HS Diploma



Education

40% HS Graduate

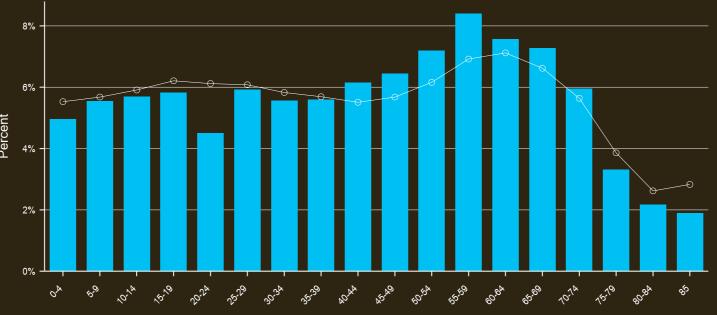


31% Some College 21%

Degree or Higher

Dots show comparison to Clark County

Age Profile



Households By Income

45.2

Median Age

The largest group: \$100,000 - \$149,999 (18.2%)

The smallest group: \$200,000+ (2.5%)

Indicator	Value	Difference	
<\$15,000	5.7%	-6.3%	
\$15,000 - \$24,999	8.2%	-1.8%	
\$25,000 - \$34,999	11.6%	-1.3%	
\$35,000 - \$49,999	14.5%	-0.2%	
\$50,000 - \$74,999	16.8%	-2.1%	
\$75,000 - \$99,999	15.4%	+3.1%	
\$100,000 - \$149,999	18.2%	+6.0%	
\$150,000 - \$199,999	7.1%	+2.6%	
\$200,000+	2.5%	+0.2%	

Parish Boundaries: St. Charles Borromeo (South Charleston)



Tapestry Segments

6F	Heartland Communities 1,047 households	43.2% of Households
5A	Comfortable Empty Nesters 790 households	32.6% of Households
64	Green Acres 536 households	22.1% of Households

