TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

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	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

$62,634
Median HH Income

2.9
Home Value to Income Ratio

45.2
Median Age

2,424
Households

Education

7%
No HS Diploma

40%
HS Graduate

31%
Some College

21%
Degree or Higher

Age Profile

Dots show comparison to Clark County

Households By Income

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%	

Bars show deviation from Clark County

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
6A	**Green Acres** 536 households	**22.1%** of Households

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THE SCIENCE OF WHERE