

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,151	2.86%	9.9%	29
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	3,499	8.70%	7.5%	116
GenXurban (L5)	20,286	50.44%	11.4%	444
Cozy Country Living (L6)	6,402	15.92%	12.0%	133
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	4,520	11.24%	10.9%	103
Senior Styles (L9)	361	0.90%	5.8%	16
Rustic Outposts (L10)	715	1.78%	8.2%	22
Midtown Singles (L11)	1,052	2.62%	6.2%	42
Hometown (L12)	2,227	5.54%	6.1%	90
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	O

Key Facts

2.5

Home Value to Income Ratio



\$160,604 \$64,386 Median Home Value

Median HH Income

40,222

Households

8% No HS Diploma



29%

HS Graduate

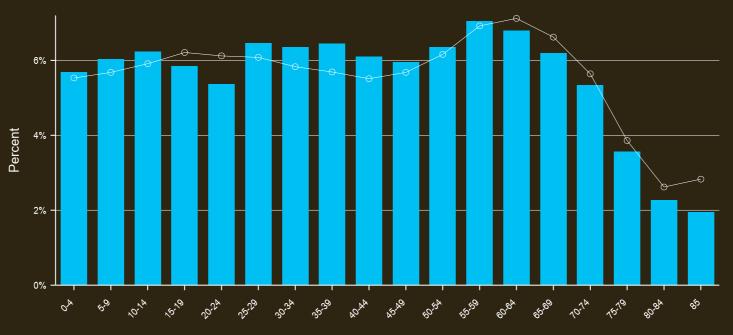
Education



36% 28% Some College

Degree or Higher

Age Profile



Dots show comparison to Clark County

Households By Income

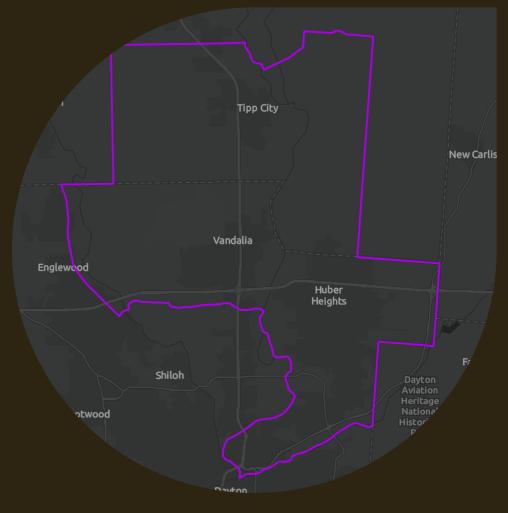
41.3

Median Age

The largest group: \$50,000 - \$74,999 (19.6%) The smallest group: \$200,000+ (3.5%)

Indicator	Value	Difference	
<\$15,000	7.1%	-4.9%	
\$15,000 - \$24,999	8.5%	-1.5%	
\$25,000 - \$34,999	8.5%	-4.4%	
\$35,000 - \$49,999	12.8%	-1.9%	
\$50,000 - \$74,999	19.6%	+0.7%	
\$75,000 - \$99,999	17.2%	+4.9%	
\$100,000 - \$149,999	17.3%	+5.1%	
\$150,000 - \$199,999	5.4%	+0.9%	
\$200,000+	3.5%	+1.2%	

Parish Family: NE10



Tapestry Segments

5D	Rustbelt Traditions 8,764 households	21.8% of Households
5A	Comfortable Empty Nesters 6,174 households	15.3% of Households
6A	Green Acres 3,657 households	9.1% of Households



