

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)	4,847	100.00%	12.0%	835
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	o
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
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



\$69,533 Median HH Income

2.7

Home Value to Income Ratio

39.2 Median Age

\$184,865

Median Home Value

4,847

Households

Education









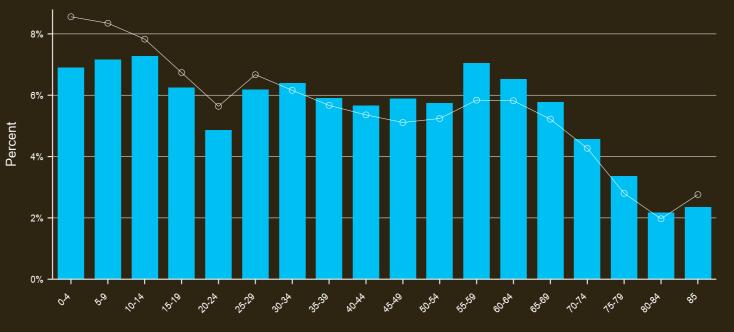




26% Some College

20% Degree or Higher

Age Profile



Dots show comparison to Adams County

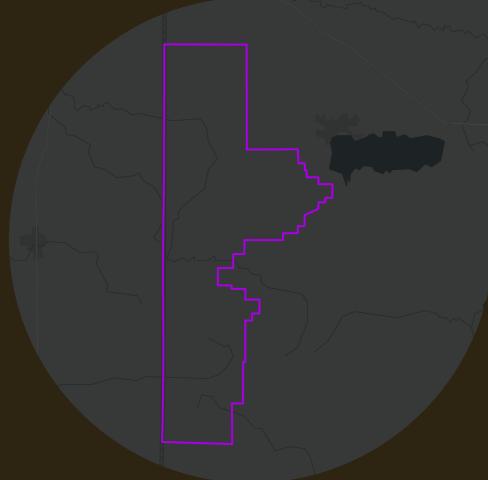
Households By Income

The largest group: \$50,000 - \$74,999 (24.4%)

The smallest group: \$200,000+ (2.6%)

Indicator	Value	Difference	
<\$15,000	3.8%	-5.7%	
\$15,000 - \$24,999	7.7%	-2.1%	
\$25,000 - \$34,999	6.2%	-6.1%	
\$35,000 - \$49,999	11.6%	-3.2%	
\$50,000 - \$74,999	24.4%	+3.6%	
\$75,000 - \$99,999	18.9%	+6.1%	
\$100,000 - \$149,999	19.0%	+5.1%	
\$150,000 - \$199,999	5.8%	+2.8%	
\$200,000+	2.6%	-0.6%	

Parish Family: NW1



Tapestry Segments

6B	Salt of the Earth 2,253 households	46.5% of Households
60	Prairie Living 1,404 households	29.0% of Households
6F	Heartland Communities 1,165 households	24.0% of Households

Bars show deviation from Adams County

