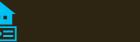


TAPESTRY SEGMENTATION

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)	3,816	25.04%	11.4%	221
Cozy Country Living (L6)	7,800	51.18%	12.0%	427
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)	856	5.62%	8.2%	68
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	2,768	18.16%	6.1%	296
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts





\$58,841

Median HH Income

2.8
Home Value to

Income Ratio

Median Age

\$167,616

Median Home Value

15,240

Households

Education





8% No HS Diploma 45% HS Graduate

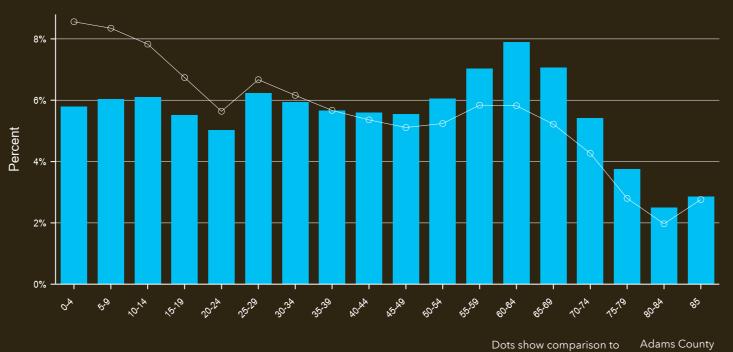


29% Some College

18%

Degree or Higher

Age Profile



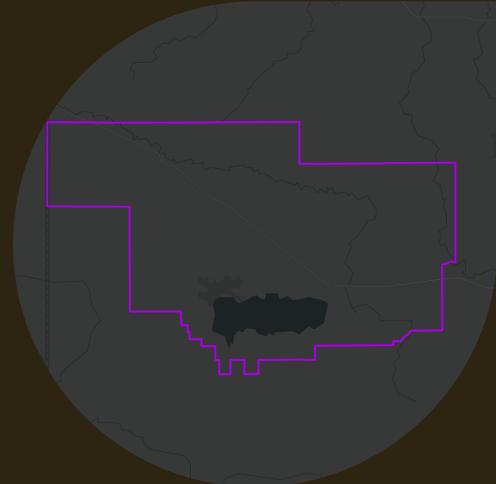
Households By Income

The largest group: \$50,000 - \$74,999 (21.1%)

The smallest group: \$200,000+ (2.3%)

Indicator	Value	Difference	
<\$15,000	6.6%	-2.9%	
\$15,000 - \$24,999	8.2%	-1.6%	
\$25,000 - \$34,999	10.0%	-2.3%	
\$35,000 - \$49,999	15.6%	+0.8%	
\$50,000 - \$74,999	21.1%	+0.3%	
\$75,000 - \$99,999	15.5%	+2.7%	
\$100,000 - \$149,999	16.6%	+2.7%	
\$150,000 - \$199,999	4.2%	+1.2%	
\$200,000+	2.3%	-0.9%	

Parish Family: NW2



Tapestry Segments

SE Midlife Constants 2,994 households	19.6% of Households
12 Traditional Living 2,768 households	18.2% of Households
6B Salt of the Earth 2,571 households	16.9% of Households



