

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)	350	16.74%	11.4%	147
Cozy Country Living (L6)	1,741	83.26%	12.0%	695
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)	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

2.5

Home Value to Income Ratio





\$80,128

Median HH Income

2,091

Households

No HS Diploma



3%

Education

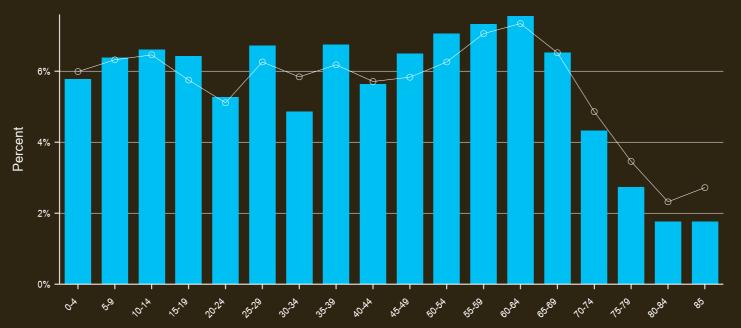
33% **HS** Graduate



29% Some College 36%

Degree or Higher

Age Profile



Dots show comparison to Auglaize County

Households By Income

\$197,304

Median Home Value

41.1

Median Age

The largest group: \$100,000 - \$149,999 (21.5%)

The smallest group: <\$15,000 (5.0%)

Indicator	Value	Difference	
<\$15,000	5.0%	-1.8%	
\$15,000 - \$24,999	6.5%	-0.9%	
\$25,000 - \$34,999	6.7%	-2.0%	
\$35,000 - \$49,999	10.0%	-1.8%	
\$50,000 - \$74,999	17.6%	-2.9%	
\$75,000 - \$99,999	16.3%	-0.4%	
\$100,000 - \$149,999	21.5%	+2.8%	
\$150,000 - \$199,999	10.4%	+4.3%	
\$200,000+	6.1%	+2.8%	

Parish Boundaries: Holy Redeemer (New Bremen)



Tapestry Segments

Salt of the Earth 1,012 households	48.4% of Households
Green Acres 729 households	34.9% of Households
SD Rustbelt Traditions 350 households	16.7% of Households



