

# 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)	2,117	15.14%	11.4%	133
Cozy Country Living (L6)	8,071	57.72%	12.0%	482
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	391	2.80%	10.9%	26
Senior Styles (L9)	538	3.85%	5.8%	66
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	2,867	20.50%	6.1%	334
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

## Key Facts

2.6

Home Value to Income Ratio

\$136,560

Median Home Value

44.7

Median Age



\$52,851

Median HH Income

13,984

Households

9% No HS Diploma



47% HS Graduate



Some College

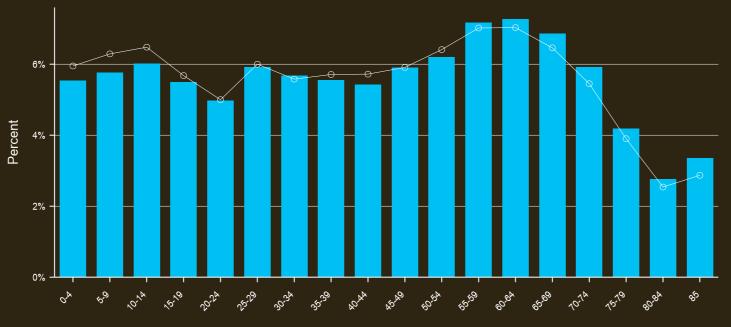
28%

Education

15%

Degree or Higher

## Age Profile



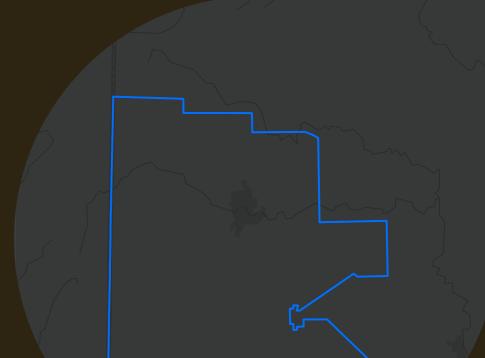
Dots show comparison to Darke County

#### Households By Income

The largest group: \$50,000 - \$74,999 (20.2%) The smallest group: \$200,000+ (1.8%)

Indicator	Value	Difference	
<\$15,000	8.9%	-3.3%	
\$15,000 - \$24,999	10.2%	-1.5%	
\$25,000 - \$34,999	11.1%	+0.8%	
\$35,000 - \$49,999	16.4%	-0.4%	
\$50,000 - \$74,999	20.2%	-0.6%	
\$75,000 - \$99,999	15.2%	+2.6%	
\$100,000 - \$149,999	12.5%	+0.6%	
\$150,000 - \$199,999	3.8%	+1.9%	
\$200,000+	1.8%	+0.1%	

Parish Boundaries: St. Mary (Greenville)



### **Tapestry Segments**

6B	Salt of the Earth 5,315 households	<b>38.0%</b> of Households
SE SE	Midlife Constants 2,116 households	<b>15.1%</b> of Households
6F	Heartland Communities 1,840 households	<b>13.2%</b> of Households



