

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

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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)	1,896	9.71%	3.8%	256
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,687	8.64%	10.9%	79
Senior Styles (L9)	1,512	7.74%	5.8%	134
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	3,368	17.25%	6.2%	278
Hometown (L12)	1,308	6.70%	6.1%	109
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	9,751	49.95%	1.6%	3,102

Key Facts

7.4

Home Value to Income Ratio

\$221,120

Median Home Value

25.5

Median Age



\$29,789

19,523

Households

Median HH Income



Education

11% No HS Diploma

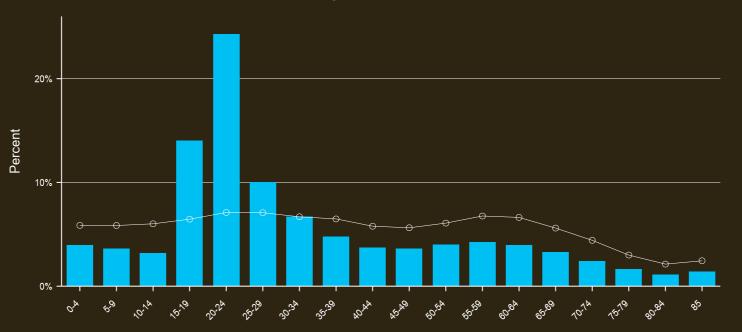
19% **HS** Graduate



24% Some College 46%

Degree or Higher

Age Profile



Dots show comparison to Hamilton County

Households By Income

The largest group: <\$15,000 (28.8%)

The smallest group: \$150,000 - \$199,999 (2.9%)

Indicator	Value	Difference	
<\$15,000	28.8%	+16.8%	
\$15,000 - \$24,999	14.2%	+4.2%	
\$25,000 - \$34,999	12.7%	+3.9%	
\$35,000 - \$49,999	11.7%	+1.1%	
\$50,000 - \$74,999	12.8%	-3.7%	
\$75,000 - \$99,999	6.7%	-4.8%	
\$100,000 - \$149,999	5.8%	-9.8%	
\$150,000 - \$199,999	2.9%	-3.9%	
\$200,000+	4.5%	-3.7%	

Parish Family: S10



Tapestry Segments

College Towns 7,607 households	39.0% of Households
City Commons 3,005 households	15.4% of Households
Dorms to Diplomas 2,144 households	11.0% of Households

Bars show deviation from Hamilton County

This infographic contains data provided by Esri. The vintage of the data is 2020.

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