TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

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	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)	1,663	20.26%	11.4%	179
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	2,051	24.99%	10.9%	229
Senior Styles (L9)	106	1.29%	5.8%	22
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	1,661	20.24%	6.2%	326
Hometown (L12)	2,694	32.82%	6.1%	535
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	33	0.40%	1.6%	25

Key Facts

$148,434
Median Home Value

$42,254
Median HH Income

3.5
Home Value to Income Ratio

40.1
Median Age

8,208
Households

Education

13%
No HS Diploma

29%
HS Graduate

31%
Some College

27%
Degree or Higher

Parish Family: S14

Age Profile

Dots show comparison to   Hamilton County

Households By Income

The largest group: <$15,000 (21.2%)
The smallest group: $200,000+ (4.3%)

Indicator	Value	Difference	
<$15,000	21.2%	+9.2%	
$15,000 - $24,999	14.4%	+4.4%	
$25,000 - $34,999	8.8%	0	
$35,000 - $49,999	10.3%	-0.3%	
$50,000 - $74,999	17.2%	+0.7%	
$75,000 - $99,999	8.7%	-2.8%	
$100,000 - $149,999	9.7%	-5.9%	
$150,000 - $199,999	5.6%	-1.2%	
$200,000+	4.3%	-3.9%	

Bars show deviation from Hamilton County

Tapestry Segments

11E	**City Commons** 1,661 households	**20.2%**	of Households
12E	**Modest Income Homes** 1,529 households	**18.6%**	of Households
5D	**Rustbelt Traditions** 1,425 households	**17.4%**	of Households

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THE SCIENCE OF WHERE