

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)	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

3.5

Home Value to Income Ratio

\$148,434

Median Home Value

40.1

Median Age



\$42,254

Median HH Income

8,208

Households



13%

No HS Diploma

31% Some College

Education

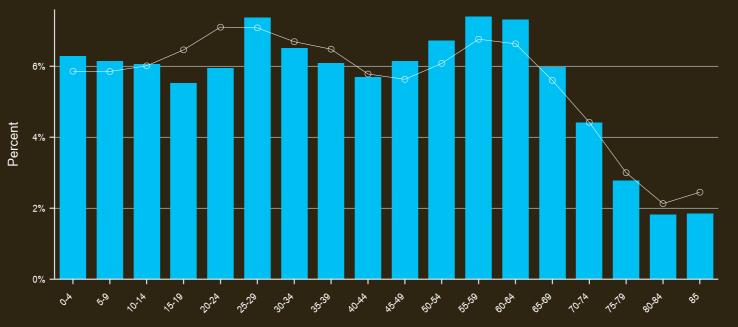
29% HS Graduate



27%

Degree or Higher

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%	

Parish Family: S14



Tapestry Segments

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



