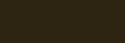


# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	5,236	43.18%	9.9%	435
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	1,794	14.79%	7.5%	198
GenXurban (L5)	1,897	15.64%	11.4%	138
Cozy Country Living (L6)	1,004	8.28%	12.0%	69
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,006	8.30%	10.9%	76
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	809	6.67%	6.2%	108
Hometown (L12)	380	3.13%	6.1%	51
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

# Key Facts





\$252,733 \$10

\$101,572

Median HH Income

2.5
Home Value to Income Ratio

42.1
Median Age

Median Home Value

12,126

Households

### Education





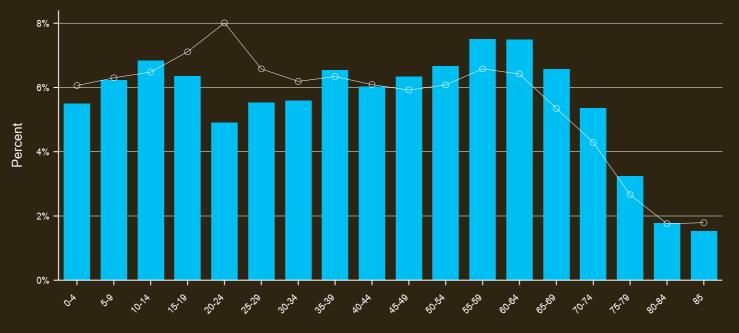
5% No HS Diploma 19% HS Graduate



20% Some College 55%

Degree or Higher

# Age Profile



Dots show comparison to Butler County

### Households By Income

The largest group: \$100,000 - \$149,999 (19.3%) The smallest group: \$15,000 - \$24,999 (3.0%)

Indicator	Value	Difference	
<\$15,000	3.9%	-5.6%	
\$15,000 - \$24,999	3.0%	-4.4%	
\$25,000 - \$34,999	5.8%	-1.6%	
\$35,000 - \$49,999	7.7%	-3.5%	
\$50,000 - \$74,999	16.1%	-2.1%	
\$75,000 - \$99,999	12.5%	-2.4%	
\$100,000 - \$149,999	19.3%	+3.7%	
\$150,000 - \$199,999	16.8%	+7.8%	
\$200,000+	14.9%	+8.0%	

Parish Boundaries: St. John the Evangelist (Westchester)



### Tapestry Segments

10	Savvy Suburbanites 4,162 households	<b>34.3%</b> of Households
4A	<b>Workday Drive</b> 1,426 households	<b>11.8%</b> of Households
5A	Comfortable Empty Nesters 1,199 households	<b>9.9%</b> of Households



