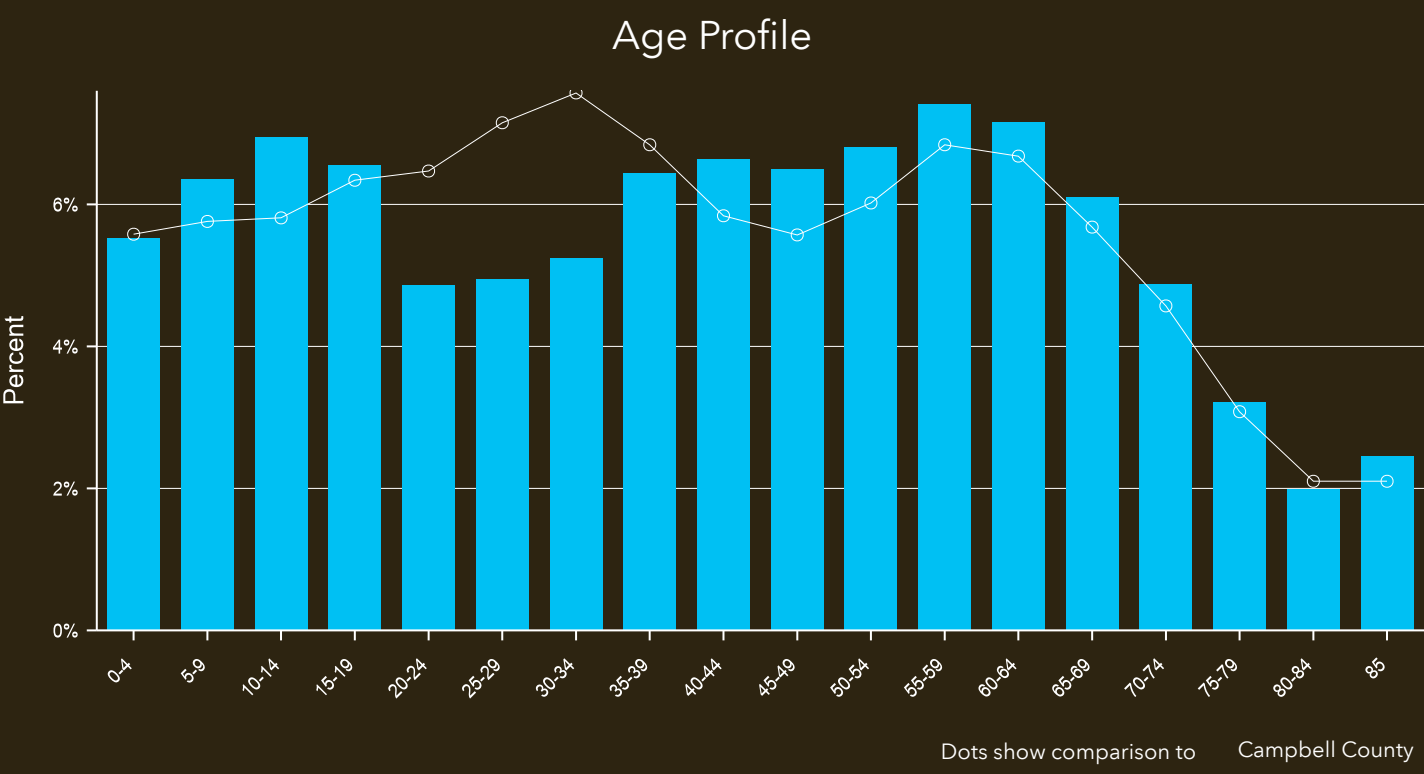
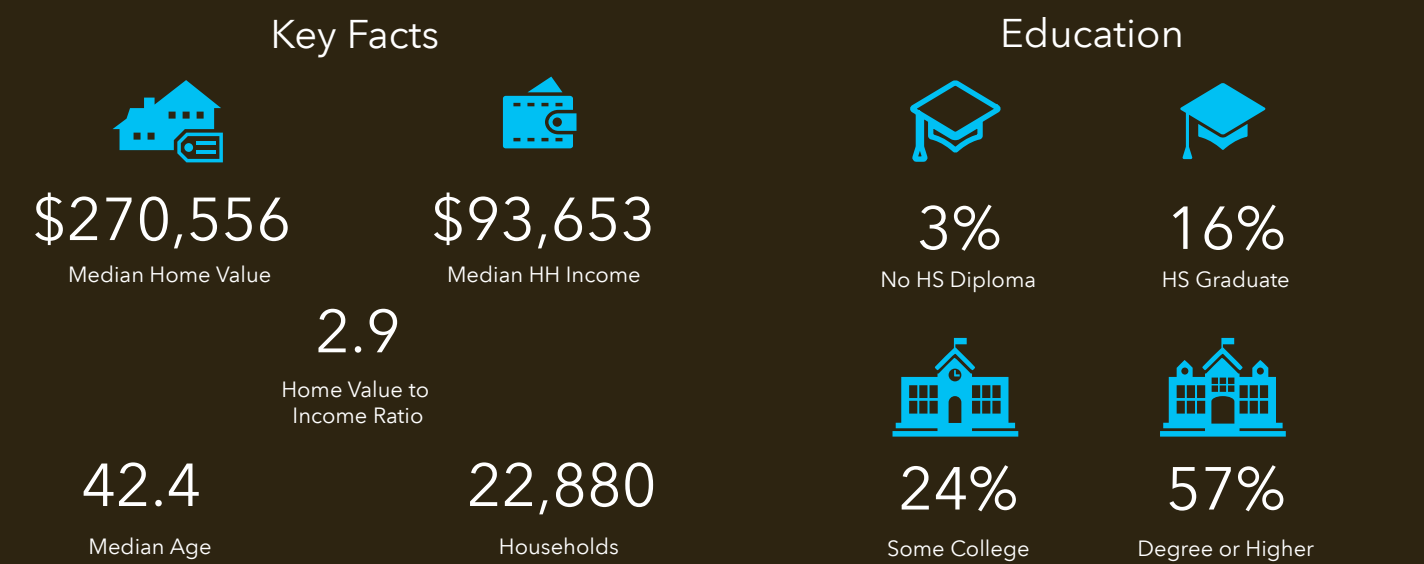




TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	7,947	34.73%	9.9%	350
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	2,105	9.20%	7.5%	123
GenXurban (L5)	5,450	23.82%	11.4%	210
Cozy Country Living (L6)	2,105	9.20%	12.0%	77
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	3,160	13.81%	10.9%	127
Senior Styles (L9)	796	3.48%	5.8%	60
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	1,317	5.76%	6.2%	93
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0



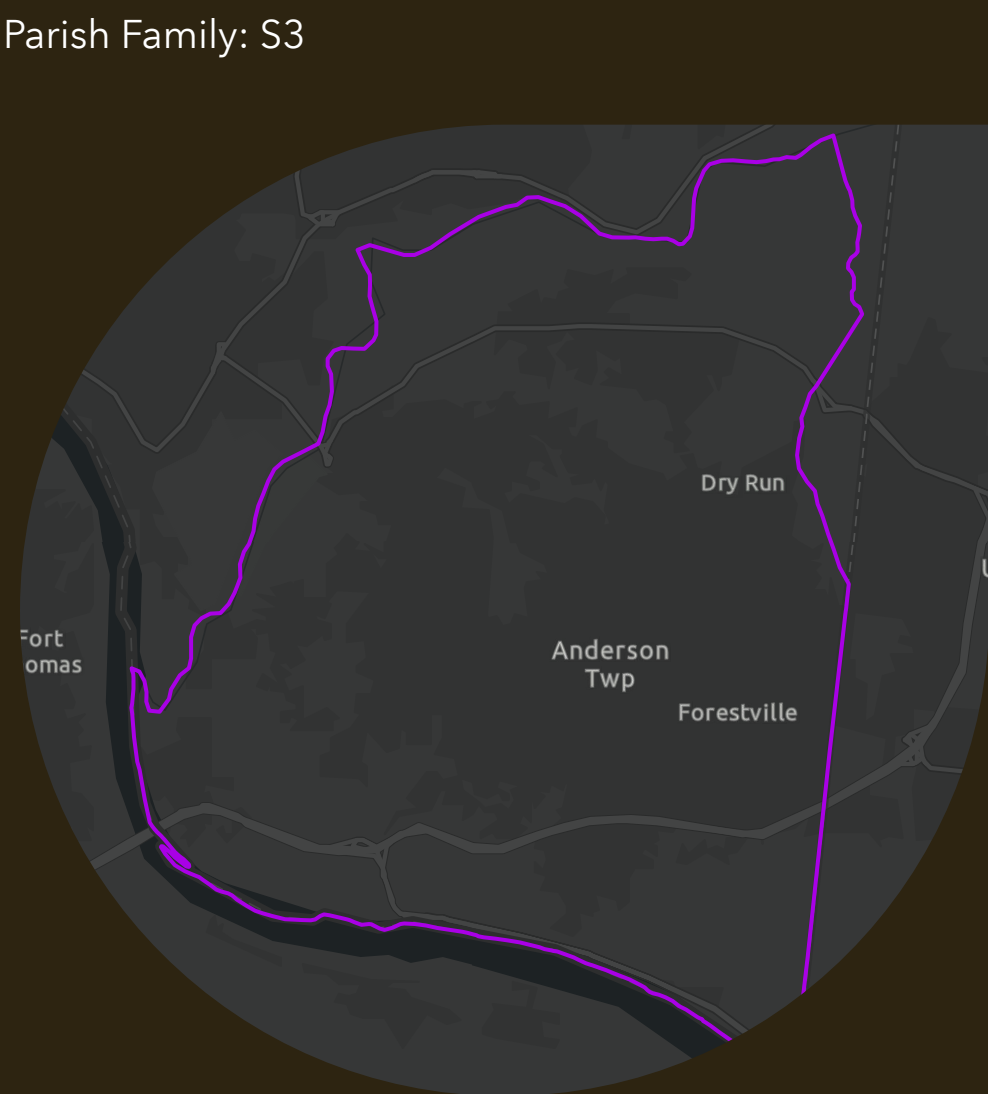
Households By Income

The largest group: \$100,000 - \$149,999 (20.4%)




The smallest group: <\$15,000 (5.3%)

Indicator	Value	Difference
<\$15,000	5.3%	-5.2%
\$15,000 - \$24,999	5.8%	-2.1%
\$25,000 - \$34,999	6.9%	-1.8%
\$35,000 - \$49,999	7.9%	-2.5%
\$50,000 - \$74,999	14.6%	-2.8%
\$75,000 - \$99,999	12.1%	-2.5%
\$100,000 - \$149,999	20.4%	+4.6%
\$150,000 - \$199,999	12.1%	+4.7%
\$200,000+	15.0%	+7.8%

Bars show deviation from Campbell County



Tapestry Segments

 <p>1D Savvy Suburbanites</p> <p>3,935 households</p>	17.2%	of Households
 <p>1B Professional Pride</p> <p>2,487 households</p>	10.9%	of Households
 <p>5D Rustbelt Traditions</p> <p>2,134 households</p>	9.3%	of Households