

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,970	61.99%	9.9%	625
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	817	25.71%	7.5%	343
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	391	12.30%	12.0%	103
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
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

Key Facts





\$123,582

Median HH Income

3.0 Home Value to

Income Ratio

43.4 Median Age

\$373,305

Median Home Value

3,178

Households

Education





3% No HS Diploma

14% **HS** Graduate

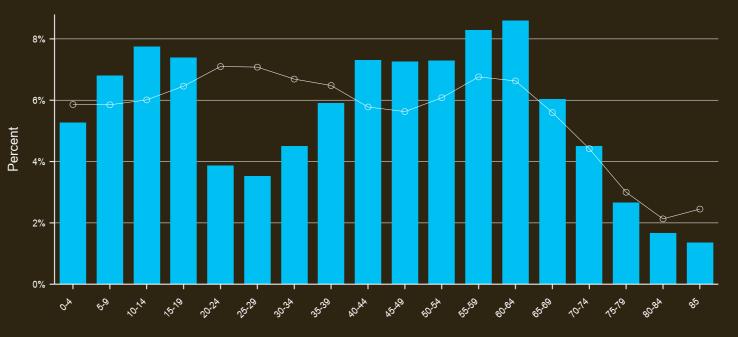


17% Some College

67%

Degree or Higher

Age Profile



Dots show comparison to Hamilton County

Households By Income

The largest group: \$200,000+ (26.1%)

The smallest group: \$15,000 - \$24,999 (3.2%)

Indicator	Value	Difference	
<\$15,000	3.7%	-8.3%	
\$15,000 - \$24,999	3.2%	-6.8%	
\$25,000 - \$34,999	4.2%	-4.6%	
\$35,000 - \$49,999	4.9%	-5.7%	
\$50,000 - \$74,999	12.5%	-4.0%	
\$75,000 - \$99,999	8.6%	-2.9%	
\$100,000 - \$149,999	22.5%	+6.9%	
\$150,000 - \$199,999	14.3%	+7.5%	
\$200,000+	26.1%	+17.9%	

Parish Boundaries: St. John Fisher (Newtown)



Tapestry Segments

Professional Pride 1,365 households	43.0% of Households
Middleburg 817 households	25.7% of Households
Savvy Suburbanites 605 households	19.0% of Households



