

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	229	5.77%	9.9%	58
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)	1,845	46.50%	11.4%	410
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	787	19.83%	10.9%	182
Senior Styles (L9)	63	1.59%	5.8%	27
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	505	12.73%	6.2%	205
Hometown (L12)	539	13.58%	6.1%	221
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

Income Ratio





\$149,202 Median Home Value



\$55,479

Median HH Income

2.7 Home Value to

45.1 Median Age 3,968 Households

30% Some College

Education







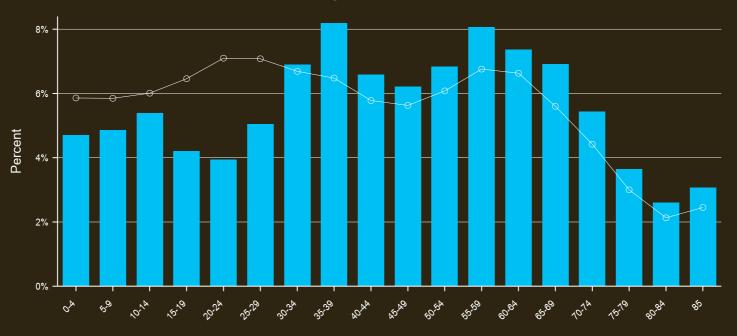
9%

No HS Diploma

34%

Degree or Higher

Age Profile



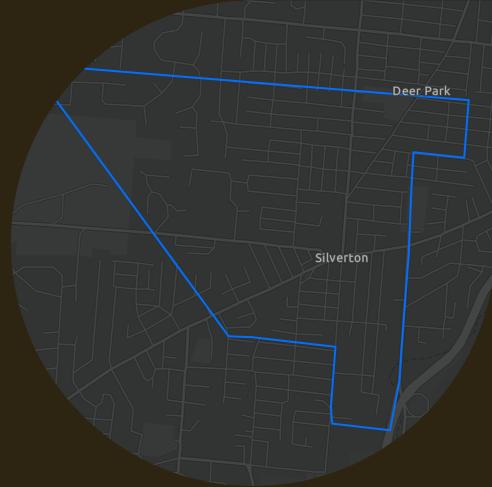
Dots show comparison to Hamilton County

Households By Income

The largest group: \$100,000 - \$149,999 (15.4%) The smallest group: \$150,000 - \$199,999 (3.4%)

Indicator	Value	Difference	
<\$15,000	9.1%	-2.9%	
\$15,000 - \$24,999	14.6%	+4.6%	
\$25,000 - \$34,999	10.2%	+1.4%	
\$35,000 - \$49,999	12.2%	+1.6%	
\$50,000 - \$74,999	13.6%	-2.9%	
\$75,000 - \$99,999	14.8%	+3.3%	
\$100,000 - \$149,999	15.4%	-0.2%	
\$150,000 - \$199,999	3.4%	-3.4%	
\$200,000+	6.6%	-1.6%	

Parish Boundaries: St. John the Evangelist (Deer PArk)



Tapestry Segments

5D	Rustbelt Traditions 1,845 households	46.5% of Households
8F	Old and Newcomers 787 households	19.8% of Households
12/	Family Foundations 539 households	13.6% of Households



