




# TAPESTRY

## SEGMENTATION


The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
<a href="#">learn more...</a>				
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	133	5.47%	5.7%	97
Uptown Individuals (L3)	1,317	54.18%	3.8%	1,426
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	372	15.30%	10.9%	141
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	609	25.05%	6.2%	404
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




\$389,688

Median Home Value




\$72,776

Median HH Income



6%

No HS Diploma




12%

HS Graduate


5.4

Home Value to Income Ratio



17%

Some College



65%

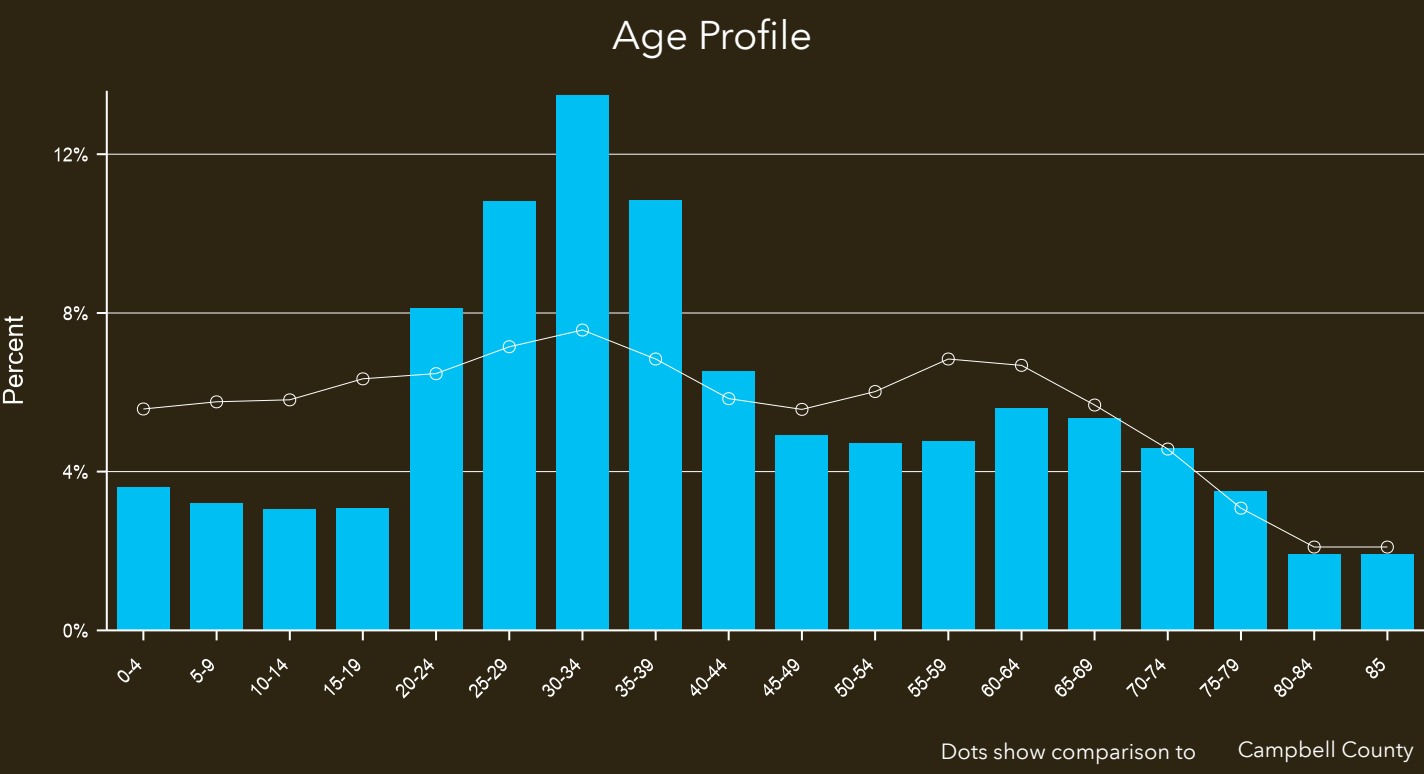
Degree or Higher

37.2

Median Age

2,431

Households

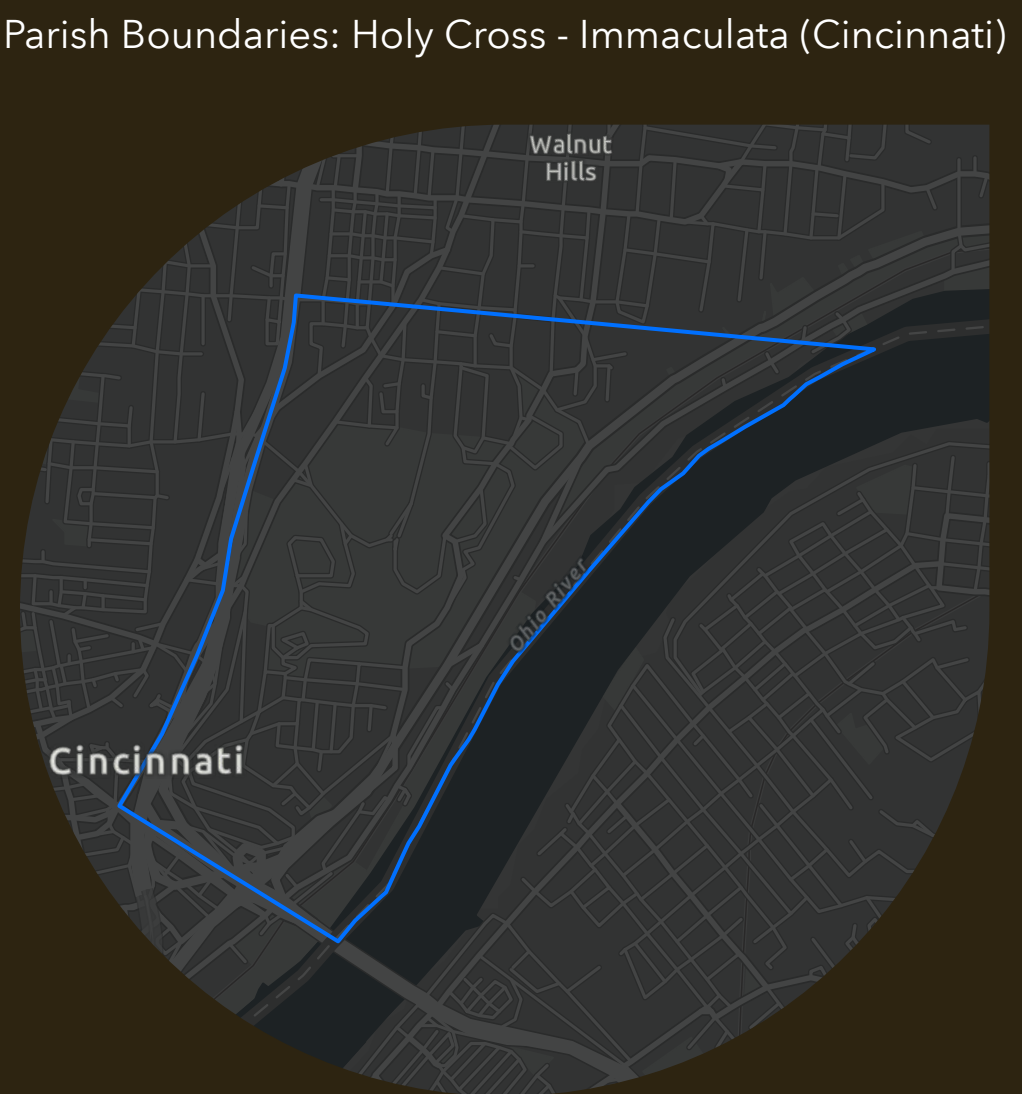


Households By Income


The largest group: \$50,000 - \$74,999 (17.3%)

The smallest group: \$150,000 - \$199,999 (6.5%)

Indicator	Value	Difference
<\$15,000	10.0%	-0.5%
\$15,000 - \$24,999	7.2%	-0.7%
\$25,000 - \$34,999	6.9%	-1.8%
\$35,000 - \$49,999	9.8%	-0.6%
\$50,000 - \$74,999	17.3%	-0.1%
\$75,000 - \$99,999	8.8%	-5.8%
\$100,000 - \$149,999	16.9%	+1.1%
\$150,000 - \$199,999	6.5%	-0.9%
\$200,000+	16.6%	+9.4%



Tapestry Segments




**3B** Metro Renters

1,317 households

**54.2%**

of Households




**11** Not to Impress

423 households

**17.4%**

of Households



**8B** General City

372 households

**15.3%**

of Households