

## TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	3,337	60.87%	9.9%	614
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)	434	7.92%	11.4%	70
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	806	14.70%	10.9%	135
Senior Styles (L9)	905	16.51%	5.8%	285
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

3.4

Home Value to Income Ratio



\$431,433

Median Home Value

48.9

Median Age

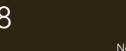


\$127,688

Median HH Income

5,482

Households





2% 10% HS Graduate No HS Diploma

Education



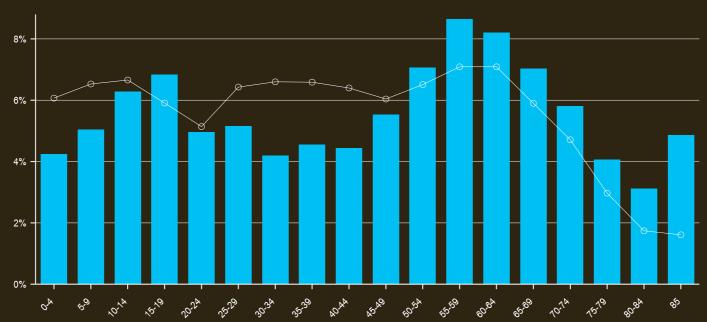
18%

Some College

70%

Degree or Higher

Age Profile



Dots show comparison to Clermont County

## Households By Income

The largest group: \$200,000+ (30.8%)

The smallest group: \$25,000 - \$34,999 (3.7%)

Indicator	Value	Difference	
<\$15,000	3.9%	-3.4%	
\$15,000 - \$24,999	4.4%	-4.0%	
\$25,000 - \$34,999	3.7%	-2.7%	
\$35,000 - \$49,999	4.2%	-9.1%	
\$50,000 - \$74,999	11.0%	-7.4%	
\$75,000 - \$99,999	10.1%	-1.6%	
\$100,000 - \$149,999	19.6%	+1.2%	
\$150,000 - \$199,999	12.3%	+3.9%	
\$200,000+	30.8%	+23.0%	

Parish Boundaries: All Saints - Cincinnati





## **Tapestry Segments**

urbanites 1,487 households	27.1% of Households
1,301 households	23.7% of Households
OB Iden Years 905 households	<b>16.5%</b> of Households

