




TAPESTRY

SEGMENTATION


The Fabric of America's Neighborhoods

Tapestry LifeMode				
	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	506	15.96%	9.9%	161
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)	1,957	61.74%	11.4%	544
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	212	6.69%	10.9%	61
Senior Styles (L9)	496	15.65%	5.8%	270
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




\$268,750

Median Home Value




\$80,139

Median HH Income



4%

No HS Diploma




16%

HS Graduate


3.4

Home Value to Income Ratio



23%

Some College



58%

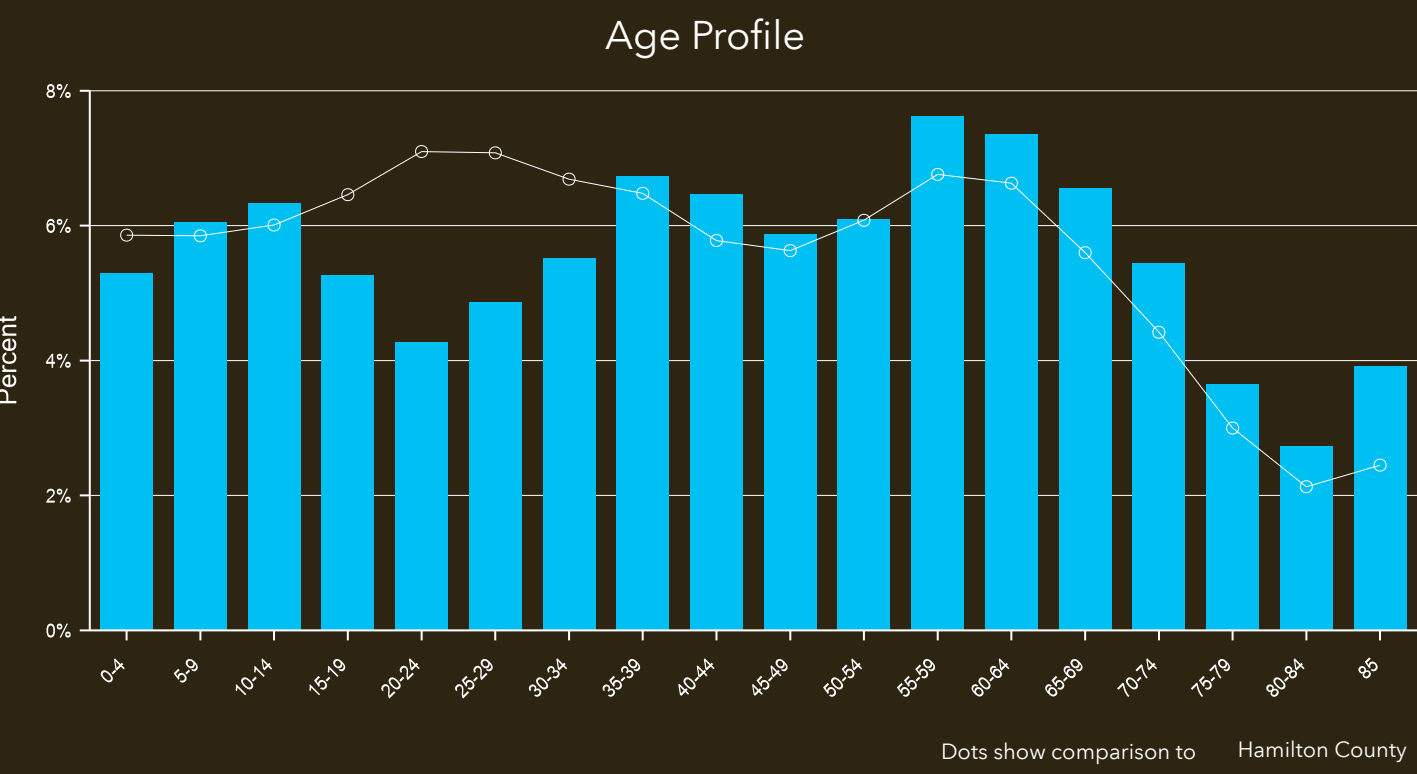
Degree or Higher

44.4

Median Age

3,170

Households



Households By Income




The largest group: \$100,000 - \$149,999 (19.4%)

The smallest group: <\$15,000 (5.7%)

Indicator	Value	Difference
<\$15,000	5.7%	-6.3%
\$15,000 - \$24,999	8.2%	-1.8%
\$25,000 - \$34,999	9.4%	+0.6%
\$35,000 - \$49,999	8.8%	-1.8%
\$50,000 - \$74,999	14.7%	-1.8%
\$75,000 - \$99,999	12.4%	+0.9%
\$100,000 - \$149,999	19.4%	+3.8%
\$150,000 - \$199,999	10.3%	+3.5%
\$200,000+	11.1%	+2.9%



Tapestry Segments

 <p>5B In Style</p> <p>987 households</p>	31.1%	of Households
 <p>5D Rustbelt Traditions</p> <p>575 households</p>	18.1%	of Households
 <p>1D Savvy Suburbanites</p> <p>506 households</p>	16.0%	of Households