TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

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Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	254	6.95%	9.9%	70
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)	31	0.85%	11.4%	7
Cozy Country Living (L6)	3,102	84.87%	12.0%	708
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)	268	7.33%	8.2%	89
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

$206,804
Median Home Value

$58,005
Median HH Income

3.6
Home Value to Income Ratio

44.3
Median Age

3,655
Households

Education

13%
No HS Diploma

40%
HS Graduate

29%
Some College

18%
Degree or Higher

Age Profile

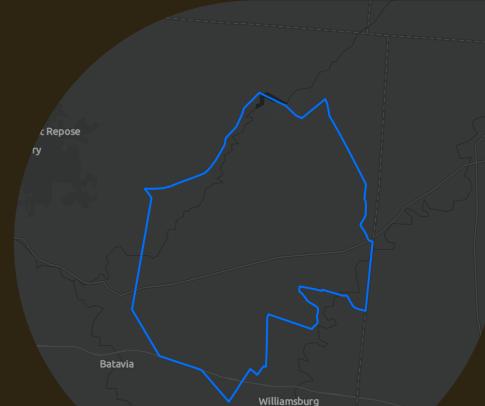Dots show comparison to Clermont County

Households By Income

The largest group: $35,000 - $49,999 (17.9%)

The smallest group: $200,000+ (3.6%)

Indicator	Value	Difference	
<$15,000	9.3%	+2.0%	
$15,000 - $24,999	6.5%	-1.9%	
$25,000 - $34,999	10.1%	+3.7%	
$35,000 - $49,999	17.9%	+4.6%	
$50,000 - $74,999	15.3%	-3.1%	
$75,000 - $99,999	14.1%	+2.4%	
$100,000 - $149,999	17.2%	-1.2%	
$150,000 - $199,999	5.9%	-2.5%	
$200,000+	3.6%	-4.2%	

Bars show deviation from Clermont County

Parish Boundaries: St. Louis (Owensville)

Tapestry Segments

6B	**Salt of the Earth** 2,733 households	**74.8%** of Households	
6C	**The Great Outdoors** 369 households	**10.1%** of Households	
1D	**Savvy Suburbanites** 254 households	**6.9%** of Households	

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