TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

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	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,042	6.96%	9.9%	70
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	2,243	14.99%	7.5%	200
GenXurban (L5)	464	3.10%	11.4%	27
Cozy Country Living (L6)	5,742	38.38%	12.0%	320
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	1,329	8.88%	10.9%	82
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	1,329	8.88%	8.2%	108
Midtown Singles (L11)	2,090	13.97%	6.2%	225
Hometown (L12)	722	4.83%	6.1%	79
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$210,251 — Median Home Value

$60,367 — Median HH Income

3.5 — Home Value to Income Ratio

38.4 — Median Age

14,961 — Households
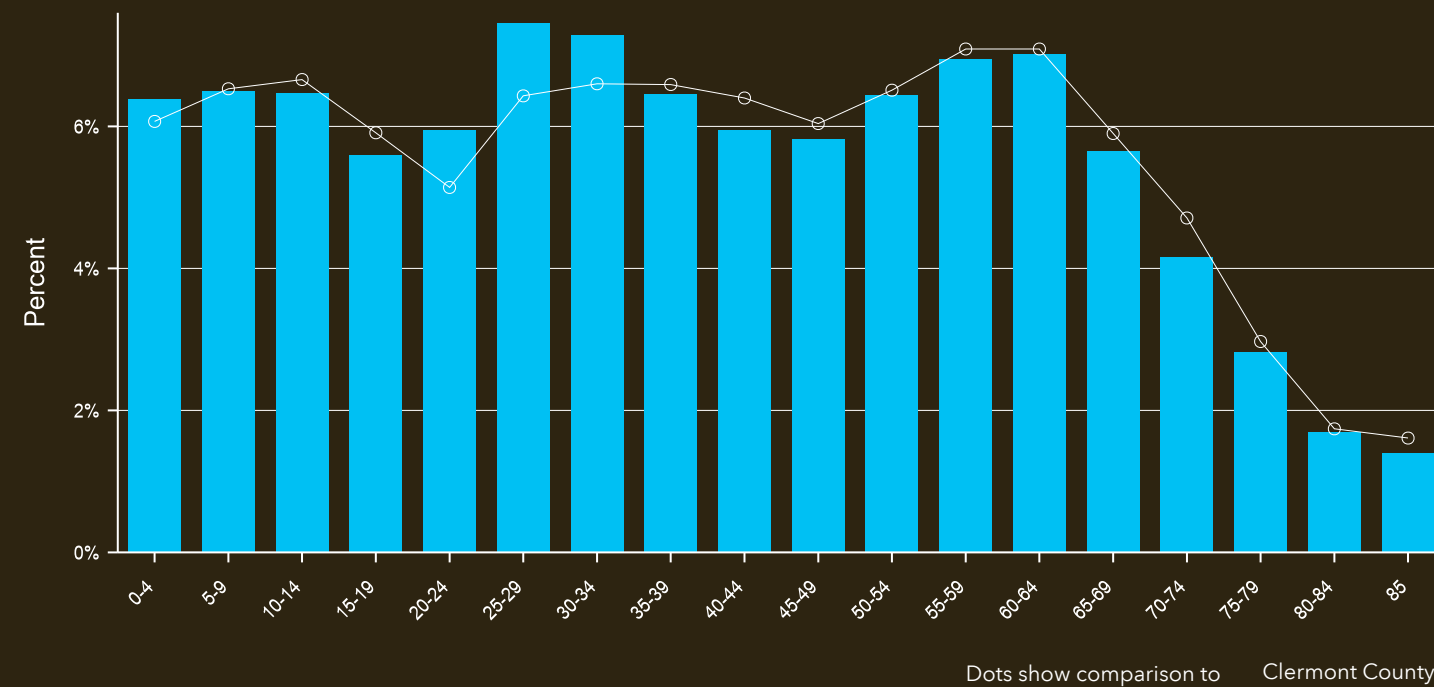
Education

10% No HS Diploma

36% HS Graduate

29% Some College

24% Degree or Higher

Parish Family: SE5

Age Profile

Dots show comparison to Clermont County

Households By Income

The largest group: $100,000 - $149,999 (19.5%)

The smallest group: $200,000+ (5.2%)

Indicator	Value	Difference	
<$15,000	9.0%	+1.7%	
$15,000 - $24,999	9.2%	+0.8%	
$25,000 - $34,999	6.7%	+0.3%	
$35,000 - $49,999	16.2%	+2.9%	
$50,000 - $74,999	17.4%	-1.0%	
$75,000 - $99,999	10.7%	-1.0%	
$100,000 - $149,999	19.5%	+1.1%	
$150,000 - $199,999	6.1%	-2.3%	
$200,000+	5.2%	-2.6%	

Bars show deviation from Clermont County

Tapestry Segments

6B Salt of the Earth	31.8%
4,761 households	of Households

11F Young and Restless	9.9%
1,481 households	of Households

4A Workday Drive	8.9%
1,329 households	of Households

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