

## TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,771	6.01%	9.9%	61
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	3,657	12.41%	7.5%	166
GenXurban (L5)	991	3.36%	11.4%	30
Cozy Country Living (L6)	8,159	27.68%	12.0%	231
Ethnic Enclaves (L7)	1,289	4.37%	7.1%	62
Middle Ground (L8)	6,193	21.01%	10.9%	193
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	5,695	19.32%	8.2%	234
Midtown Singles (L11)	507	1.72%	6.2%	28
Hometown (L12)	1,217	4.13%	6.1%	67
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

3.0

Home Value to Income Ratio

\$188,480

Median Home Value

40.3

Median Age



\$62,777

Median HH Income

29,479

Households





11% No HS Diploma

34% **HS** Graduate



29%

26%

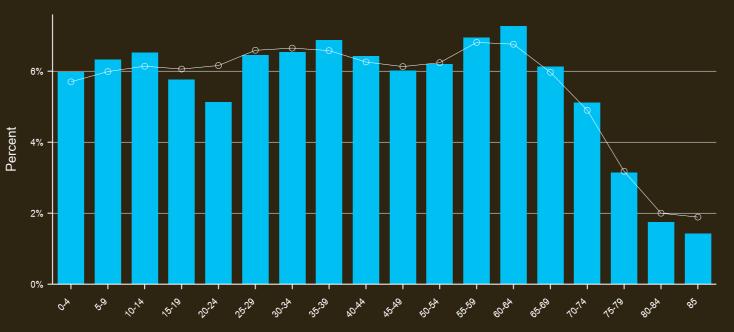
Some College

Education

Degree or Higher

Dots show comparison to Kentucky

Age Profile



Households By Income

The largest group: \$50,000 - \$74,999 (21.6%)

The smallest group: \$200,000+ (5.9%)

Indicator	Value	Difference	
<\$15,000	8.1%	-5.3%	
\$15,000 - \$24,999	8.7%	-2.1%	
\$25,000 - \$34,999	6.3%	-3.6%	
\$35,000 - \$49,999	13.7%	+0.4%	
\$50,000 - \$74,999	21.6%	+3.2%	
\$75,000 - \$99,999	12.4%	-0.1%	
\$100,000 - \$149,999	16.6%	+3.7%	
\$150,000 - \$199,999	6.8%	+2.1%	
\$200,000+	5.9%	+1.8%	

Parish Family: SE6



## **Tapestry Segments**

100	<b>Southern Satellites</b> 4,781 households	<b>16.2%</b> of Households
6A	Green Acres 4,444 households	<b>15.1%</b> of Households
8F	Old and Newcomers 4,082 households	<b>13.8%</b> of Households

Bars show deviation from Kentucky

This infographic contains data provided by Esri. The vintage of the data is 2020.

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