TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode (learn more...)	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,101	11.28%	9.9%	114
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	1,940	19.88%	7.5%	265
GenXurban (L5)	991	10.16%	11.4%	89
Cozy Country Living (L6)	104	1.07%	12.0%	9
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	5,114	52.41%	10.9%	481
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	507	5.20%	6.2%	84
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

$202,771
Median Home Value

$66,369
Median HH Income

3.1
Home Value to Income Ratio

40.7
Median Age

9,758
Households

Education

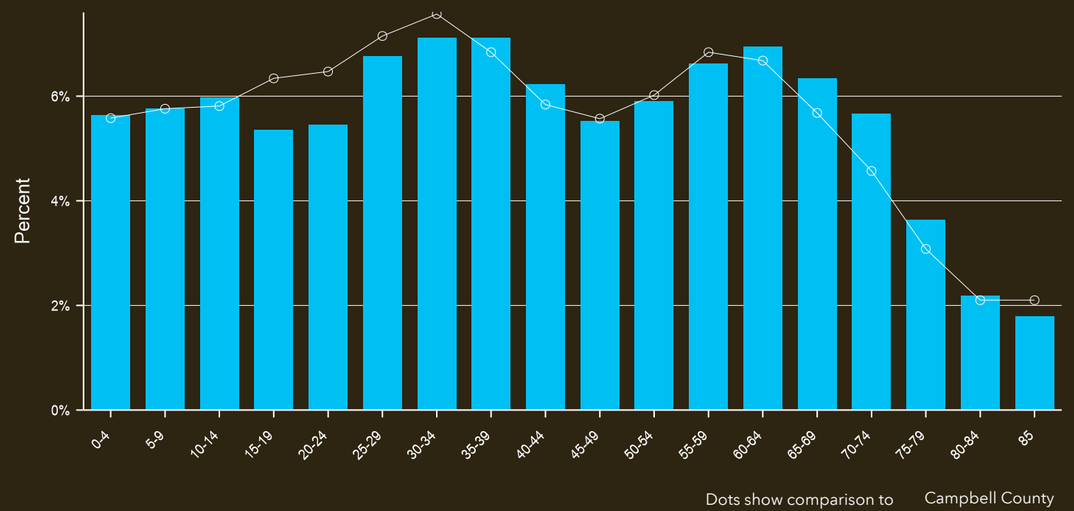
7%
No HS Diploma

27%
HS Graduate

31%
Some College

36%
Degree or Higher

Age Profile



Dots show comparison to Campbell County

Households By Income

The largest group: $50,000 - $74,999 (21.8%)

The smallest group: $15,000 - $24,999 (6.1%)

Indicator	Value	Difference
<$15,000	6.6%	-3.9%
$15,000 - $24,999	6.1%	-1.8%
$25,000 - $34,999	7.5%	-1.2%
$35,000 - $49,999	13.6%	+3.2%
$50,000 - $74,999	21.8%	+4.4%
$75,000 - $99,999	11.3%	-3.3%
$100,000 - $149,999	17.1%	+1.3%
$150,000 - $199,999	7.6%	+0.2%
$200,000+	8.2%	+1.0%

Bars show deviation from Campbell County

Parish Boundaries: St. Thomas More (Withamsville)

Tapestry Segments

8F	**Old and Newcomers** 3,003 households	**30.8%** of Households
8C	**Bright Young Professionals** 2,111 households	**21.6%** of Households
4A	**Workday Drive** 931 households	**9.5%** of Households

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

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