TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

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	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,142	5.25%	9.9%	53
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	546	2.51%	7.5%	34
GenXurban (L5)	2,246	10.33%	11.4%	91
Cozy Country Living (L6)	12,455	57.27%	12.0%	478
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	928	4.27%	10.9%	39
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	1,608	7.39%	8.2%	90
Midtown Singles (L11)	296	1.36%	6.2%	22
Hometown (L12)	2,526	11.62%	6.1%	189
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$194,314
Median Home Value

$64,471
Median HH Income

3.0
Home Value to Income Ratio

41.9
Median Age

21,747
Households

Education

10%
No HS Diploma

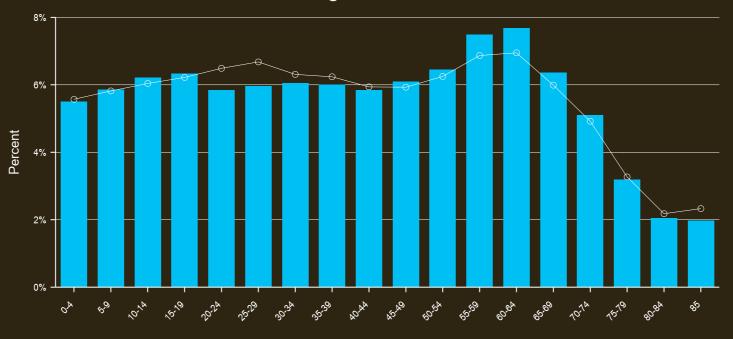**36%**
HS Graduate

29%
Some College

26%
Degree or Higher

Age Profile

Dots show comparison to Ohio

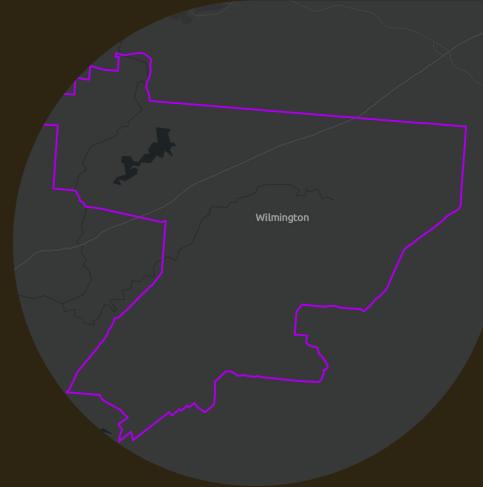## Households By Income

The largest group: $50,000 - $74,999 (19.7%)
The smallest group: $200,000+ (5.1%)

Indicator	Value	Difference	
<$15,000	8.5%	-2.1%	
$15,000 - $24,999	8.3%	-1.1%	
$25,000 - $34,999	8.3%	-1.3%	
$35,000 - $49,999	11.7%	-1.2%	
$50,000 - $74,999	19.7%	+0.9%	
$75,000 - $99,999	14.9%	+1.9%	
$100,000 - $149,999	16.7%	+2.2%	
$150,000 - $199,999	6.8%	+1.0%	
$200,000+	5.1%	-0.3%	

Bars show deviation from Ohio

Parish Family: SE1

Wilmington

Tapestry Segments

6A	**Green Acres** 5,753 households	**26.5%** of Households
6F	**Heartland Communities** 3,594 households	**16.5%** of Households
6B	**Salt of the Earth** 3,108 households	**14.3%** of Households

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