

## TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

| Tapestry LifeMode           | Households | HHs %  | % US HHs | Index |
|-----------------------------|------------|--------|----------|-------|
| Affluent Estates (L1)       | 0          | 0.00%  | 9.9%     | 0     |
| 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)              | 587        | 5.34%  | 11.4%    | 47    |
| Cozy Country Living (L6)    | 3,447      | 31.35% | 12.0%    | 262   |
| Ethnic Enclaves (L7)        | 0          | 0.00%  | 7.1%     | 0     |
| Middle Ground (L8)          | 0          | 0.00%  | 10.9%    | o     |
| Senior Styles (L9)          | 508        | 4.62%  | 5.8%     | 80    |
| Rustic Outposts (L10)       | 4,211      | 38.30% | 8.2%     | 465   |
| Midtown Singles (L11)       | 0          | 0.00%  | 6.2%     | o     |
| Hometown (L12)              | 2,243      | 20.40% | 6.1%     | 332   |
| Next Wave (L13)             | 0          | 0.00%  | 3.9%     | 0     |
| Scholars and Patriots (L14) | 0          | 0.00%  | 1.6%     | O     |

Key Facts

3.3

Home Value to Income Ratio



\$142,108

Median Home Value

42.3

Median Age



\$43,458

Median HH Income

10,996

Households

15% No HS Diploma



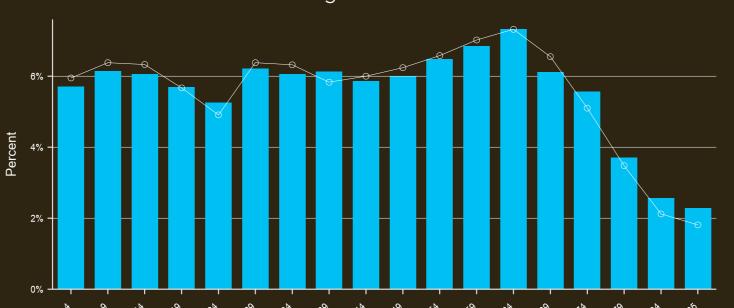
Education



26% Some College



Age Profile



Dots show comparison to Adams County

## Households By Income

The largest group: \$50,000 - \$74,999 (17.5%)

The smallest group: \$200,000+ (1.8%)

| Indicator             | Value | Difference |  |
|-----------------------|-------|------------|--|
| <\$15,000             | 13.2% | -2.6%      |  |
| \$15,000 - \$24,999   | 14.5% | -3.3%      |  |
| \$25,000 - \$34,999   | 12.4% | +0.3%      |  |
| \$35,000 - \$49,999   | 15.4% | +1.8%      |  |
| \$50,000 - \$74,999   | 17.5% | +3.2%      |  |
| \$75,000 - \$99,999   | 11.0% | +0.9%      |  |
| \$100,000 - \$149,999 | 9.9%  | -0.8%      |  |
| \$150,000 - \$199,999 | 4.2%  | +0.6%      |  |
| \$200,000+            | 1.8%  | -0.2%      |  |

Parish Boundaries: St. Mary (Hillsboro)









44%





Degree or Higher



## **Tapestry Segments**

| 6B  | Salt of the Earth<br>2,665 households   | <b>24.2%</b> of Households |
|-----|---|----------------------------|
| 10. | Southern Satellites<br>2,028 households | <b>18.4%</b> of Households |
| 120 | Small Town Simplicity 1,728 households  | <b>15.7%</b> of Households |

