

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	2.08%	11.4%	18
Cozy Country Living (L6)	8,277	29.39%	12.0%	245
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	555	1.97%	10.9%	18
Senior Styles (L9)	508	1.80%	5.8%	31
Rustic Outposts (L10)	13,552	48.13%	8.2%	584
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	4,680	16.62%	6.1%	271
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

3.1

Home Value to Income Ratio



\$133,458

Median Home Value

41.5

Median Age



\$42,594

28,159

Households

Median HH Income

16% No HS Diploma



45% HS Graduate



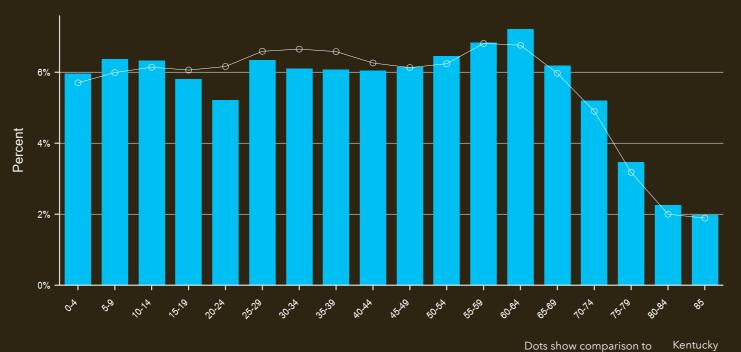
25% Some College

Education

14%

Degree or Higher

Age Profile



Households By Income

The largest group: \$50,000 - \$74,999 (16.7%) The smallest group: \$200,000+ (1.7%)

Indicator	Value	Difference	
<\$15,000	14.4%	+1.0%	
\$15,000 - \$24,999	15.2%	+4.4%	
\$25,000 - \$34,999	12.3%	+2.4%	
\$35,000 - \$49,999	14.0%	+0.7%	
\$50,000 - \$74,999	16.7%	-1.7%	
\$75,000 - \$99,999	11.1%	-1.4%	
\$100,000 - \$149,999	11.0%	-1.9%	
\$150,000 - \$199,999	3.7%	-1.0%	
\$200,000+	1.7%	-2.4%	

Parish Family: SE2



Tapestry Segments

Southern Satellites 6,099 households	21.7% of Households
6B Salt of the Earth 4,269 households	15.2% of Households
10: Rooted Rural 4,174 households	14.8% of Households



