

# 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)	0	0.00%	11.4%	o
Cozy Country Living (L6)	6,322	35.47%	12.0%	296
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	261	1.46%	10.9%	13
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	10,029	56.26%	8.2%	683
Midtown Singles (L11)	0	0.00%	6.2%	o
Hometown (L12)	1,213	6.81%	6.1%	111
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	o

## Key Facts





\$160,701



\$53,001

Median HH Income

3.0 Home Value to Income Ratio

42.4 Median Age

Median Home Value

17,825

Households

### Education





11% No HS Diploma





27%

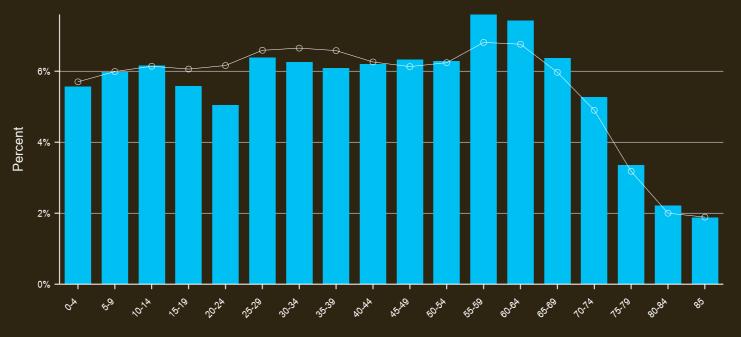
Some College



16%

Degree or Higher

## Age Profile



Dots show comparison to Kentucky

#### Households By Income

The largest group: \$50,000 - \$74,999 (19.2%)

The smallest group: \$200,000+ (2.2%)

Indicator	Value	Difference	
<\$15,000	11.2%	-2.2%	
\$15,000 - \$24,999	9.9%	-0.9%	
\$25,000 - \$34,999	11.3%	+1.4%	
\$35,000 - \$49,999	14.3%	+1.0%	
\$50,000 - \$74,999	19.2%	+0.8%	
\$75,000 - \$99,999	13.6%	+1.1%	
\$100,000 - \$149,999	13.6%	+0.7%	
\$150,000 - \$199,999	4.7%	0	
\$200,000+	2.2%	-1.9%	

Parish Family: SE3



#### **Tapestry Segments**

100	Southern Satellites 8,050 households	<b>45.2%</b> of Households
6B	Salt of the Earth 4,226 households	<b>23.7%</b> of Households
6F	Heartland Communities 2,096 households	<b>11.8%</b> of Households

Bars show deviation from Kentucky





