

TAPESTRY **SEGMENTATION**

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	2,137	57.43%	9.9%	579
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)	526	14.14%	11.4%	125
Cozy Country Living (L6)	931	25.02%	12.0%	209
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	127	3.41%	10.9%	31
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
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





\$273,217



\$103,557

Median HH Income

2.6 Home Value to

Income Ratio

46.7

Median Age

Median Home Value

3,721 Households

25% Some College

3%

No HS Diploma

Education



30% HS Graduate



42%

Degree or Higher

Age Profile



Dots show comparison to Hamilton County

Households By Income

The largest group: \$100,000 - \$149,999 (22.5%)

The smallest group: <\$15,000 (1.4%)

Indicator	Value	Difference	
<\$15,000	1.4%	-10.6%	
\$15,000 - \$24,999	5.1%	-4.9%	
\$25,000 - \$34,999	5.9%	-2.9%	
\$35,000 - \$49,999	6.6%	-4.0%	
\$50,000 - \$74,999	14.4%	-2.1%	
\$75,000 - \$99,999	14.2%	+2.7%	
\$100,000 - \$149,999	22.5%	+6.9%	
\$150,000 - \$199,999	13.6%	+6.8%	
\$200,000+	16.4%	+8.2%	

Parish Boundaries: Our Lady of the Visitation (Cincinnati)



Tapestry Segments

10	Savvy Suburbanites 2,137 households	57.4% of Households
6A	Green Acres 931 households	25.0% of Households
5A	Comfortable Empty Nesters 526 households	14.1% of Households

