# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

## Tapestry LifeMode

learn more...

| | Households | HHs % | % US HHs | Index |
|---|---|---|---|---|
| **Affluent Estates (L1)** | 1,321 | 100.00% | 9.9% | 1,008 |
| **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% | 0 |
| **Cozy Country Living (L6)** | 0 | 0.00% | 12.0% | 0 |
| **Ethnic Enclaves (L7)** | 0 | 0.00% | 7.1% | 0 |
| **Middle Ground (L8)** | 0 | 0.00% | 10.9% | 0 |
| **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

**$312,642**
Median Home Value

**$132,705**
Median HH Income

**2.4**
Home Value to Income Ratio

**48.1**
Median Age

**1,321**
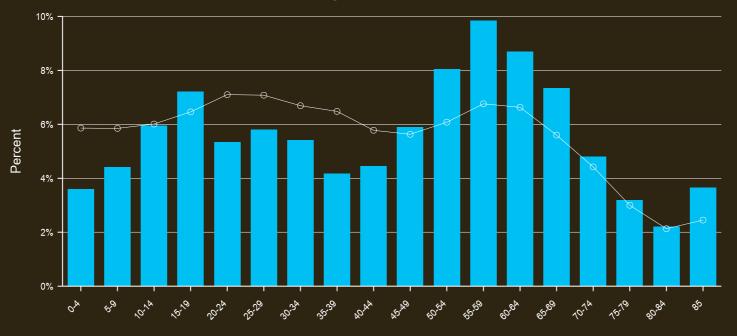Households

## Education

**3%**
No HS Diploma

**19%**
HS Graduate

**31%**
Some College

**47%**
Degree or Higher

## Age Profile



Dots show comparison to Hamilton County

## Households By Income

The largest group: $150,000 - $199,999 (26.3%)
The smallest group: <$15,000 (1.2%)

| Indicator | Value | Difference | |
|---|---|---|---|
| <$15,000 | 1.2% | -10.8% | |
| $15,000 - $24,999 | 2.0% | -8.0% | |
| $25,000 - $34,999 | 3.0% | -5.8% | |
| $35,000 - $49,999 | 3.9% | -6.7% | |
| $50,000 - $74,999 | 13.2% | -3.3% | |
| $75,000 - $99,999 | 9.5% | -2.0% | |
| $100,000 - $149,999 | 23.1% | +7.5% | |
| $150,000 - $199,999 | 26.3% | +19.5% | |
| $200,000+ | 17.7% | +9.5% | |

Bars show deviation from Hamilton County

## Parish Boundaries: St. Simon the Apostle (Cincinnati)



Delhi Twp

Ohio River

### Tapestry Segments

| | | | |
|---|---|---|---|
| **1D** | **Savvy Suburbanites** | **95.9%** | |
| | 1,267 households | of Households | |
| **1E** | **Exurbanites** | **4.0%** | |
| | 53 households | of Households | |

**esri**
THE SCIENCE OF WHERE