



Tapestry Segmentation Area Profile

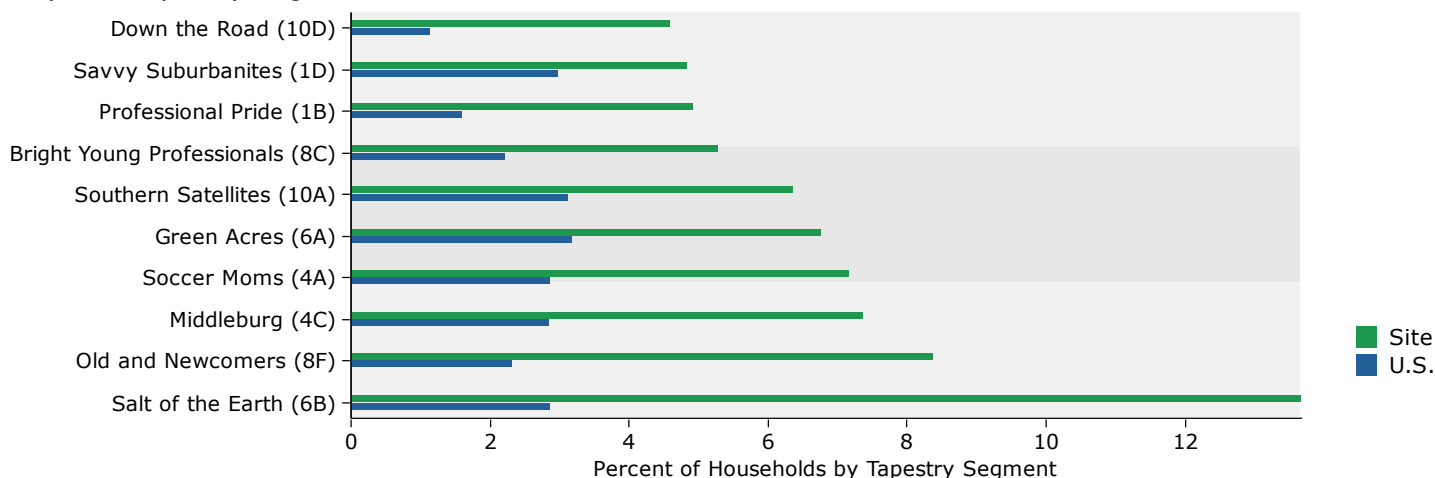
Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2017 Households		2017 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	13.7%	13.7%	2.9%	2.9%	475
2	Old and Newcomers (8F)	8.4%	22.1%	2.3%	5.2%	361
3	Middleburg (4C)	7.4%	29.5%	2.9%	8.1%	259
4	Soccer Moms (4A)	7.2%	36.7%	2.9%	11.0%	250
5	Green Acres (6A)	6.8%	43.5%	3.2%	14.2%	213
Subtotal		43.5%		14.2%		
6	Southern Satellites (10A)	6.4%	49.9%	3.1%	17.3%	204
7	Bright Young Professionals (8C)	5.3%	55.2%	2.2%	19.5%	237
8	Professional Pride (1B)	4.9%	60.1%	1.6%	21.1%	306
9	Savvy Suburbanites (1D)	4.8%	64.9%	3.0%	24.1%	163
10	Down the Road (10D)	4.6%	69.5%	1.1%	25.2%	402
Subtotal		26.0%		11.0%		
11	Comfortable Empty Nesters (5A)	4.4%	73.9%	2.5%	27.7%	179
12	Parks and Rec (5C)	2.8%	76.7%	2.0%	29.7%	142
13	Rustbelt Traditions (5D)	2.7%	79.4%	2.2%	31.9%	120
14	Home Improvement (4B)	2.5%	81.9%	1.7%	33.6%	146
15	Heartland Communities (6F)	2.0%	83.9%	2.3%	35.9%	85
Subtotal		14.4%		10.7%		
16	Boomburbs (1C)	1.9%	85.8%	1.6%	37.5%	120
17	Traditional Living (12B)	1.9%	87.7%	1.9%	39.4%	98
18	Young and Restless (11B)	1.9%	89.6%	1.7%	41.1%	110
19	Set to Impress (11D)	1.8%	91.4%	1.4%	42.5%	126
20	Up and Coming Families (7A)	1.6%	93.0%	2.4%	44.9%	66
Subtotal		9.1%		9.0%		
Total		92.9%		44.9%		207

Top Ten Tapestry Segments Site vs. U.S.



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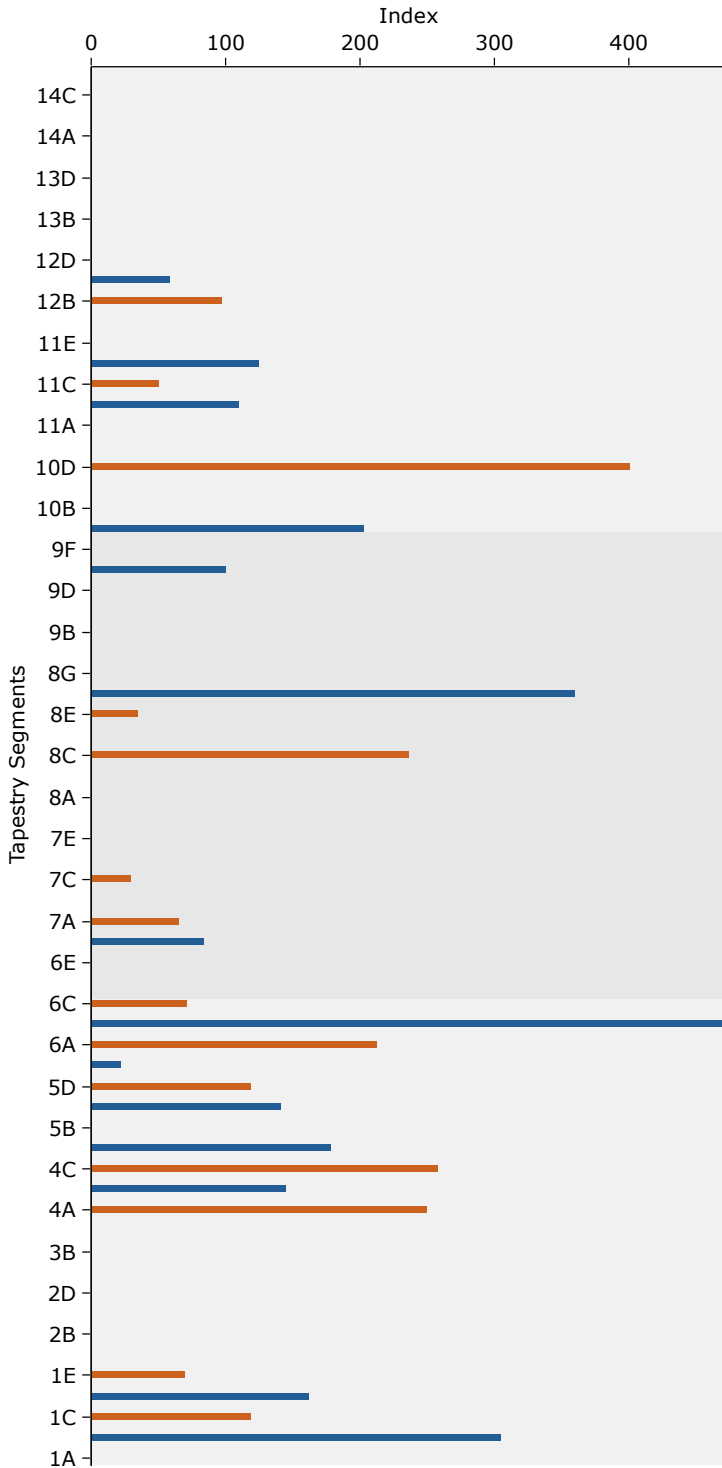


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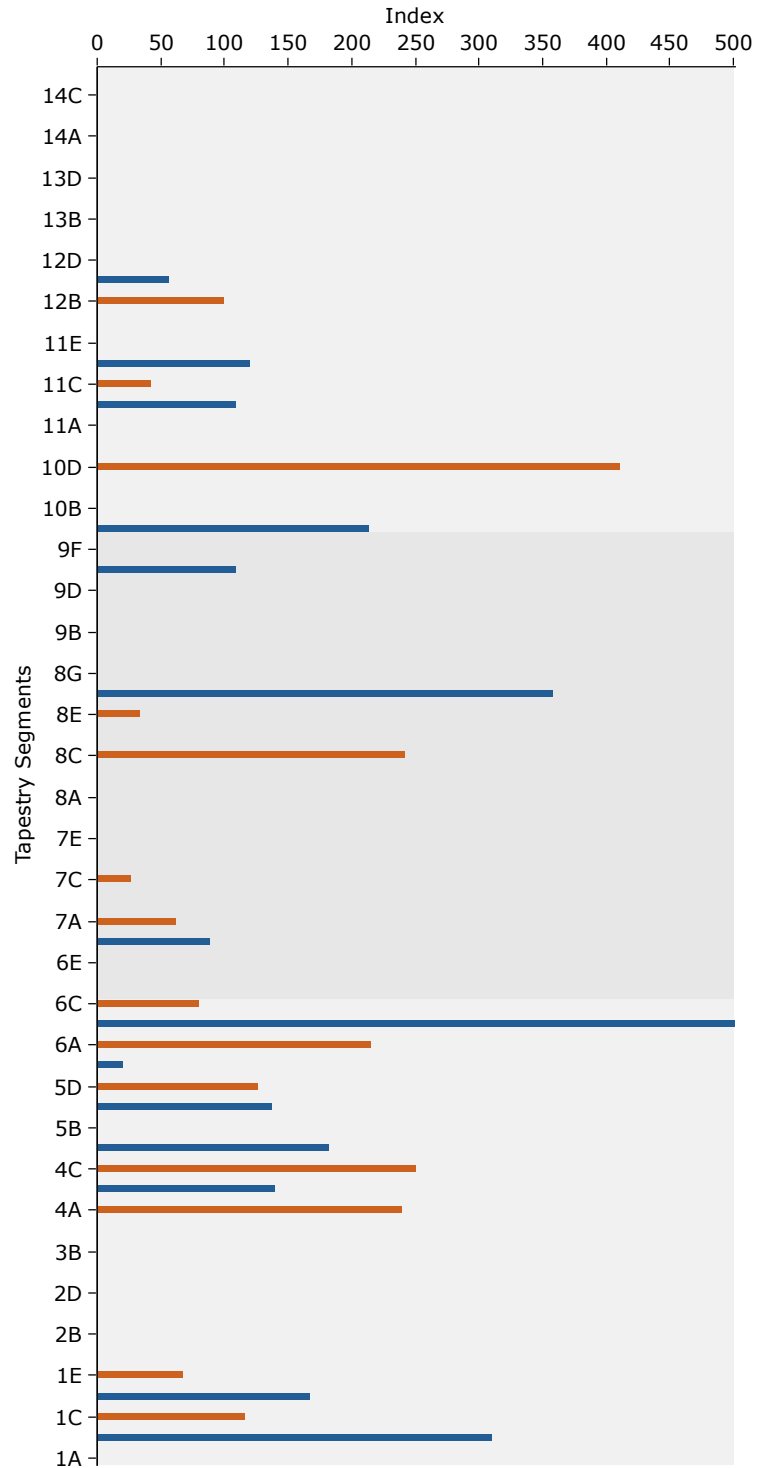
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2017 Tapestry Indexes by Households



2017 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	78,620	100.0%		158,319	100.0%	
1. Affluent Estates	10,296	13.1%	131	22,694	14.3%	134
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,878	4.9%	306	8,845	5.6%	311
Boomburbs (1C)	1,531	1.9%	120	3,189	2.0%	117
Savvy Suburbanites (1D)	3,809	4.8%	163	8,559	5.4%	168
Exurbanites (1E)	1,078	1.4%	70	2,101	1.3%	68
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	13,433	17.1%	227	27,026	17.1%	217
Soccer Moms (4A)	5,649	7.2%	250	11,631	7.3%	240
Home Improvement (4B)	1,973	2.5%	146	4,126	2.6%	141
Middleburg (4C)	5,811	7.4%	259	11,269	7.1%	251
5. GenXurban	8,207	10.4%	91	16,335	10.3%	93
Comfortable Empty Nesters (5A)	3,453	4.4%	179	7,134	4.5%	183
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,217	2.8%	142	4,240	2.7%	138
Rustbelt Traditions (5D)	2,088	2.7%	120	4,182	2.6%	127
Midlife Constants (5E)	449	0.6%	23	779	0.5%	21
6. Cozy Country Living	18,525	23.6%	194	39,206	24.8%	206
Green Acres (6A)	5,332	6.8%	213	11,245	7.1%	216
Salt of the Earth (6B)	10,757	13.7%	475	22,950	14.5%	502
The Great Outdoors (6C)	882	1.1%	72	1,920	1.2%	80
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,554	2.0%	85	3,091	2.0%	90
7. Ethnic Enclaves	1,569	2.0%	28	3,134	2.0%	24
Up and Coming Families (7A)	1,225	1.6%	66	2,427	1.5%	62
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	344	0.4%	30	707	0.4%	27
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2017 Households			2017 Adult Population		
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Total:	78,620	100.0%		158,319	100.0%	
8. Middle Ground	11,177	14.2%	129	19,899	12.6%	121
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,153	5.3%	237	7,703	4.9%	242
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	439	0.6%	35	820	0.5%	34
Old and Newcomers (8F)	6,585	8.4%	361	11,376	7.2%	359
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	969	1.2%	21	1,780	1.1%	22
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	969	1.2%	101	1,780	1.1%	110
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	8,626	11.0%	132	18,230	11.5%	136
Southern Satellites (10A)	5,013	6.4%	204	10,719	6.8%	214
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	3,613	4.6%	402	7,511	4.7%	411
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	3,446	4.4%	70	5,585	3.5%	63
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,494	1.9%	110	2,404	1.5%	110
Metro Fusion (11C)	575	0.7%	51	900	0.6%	43
Set to Impress (11D)	1,377	1.8%	126	2,281	1.4%	121
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	2,372	3.0%	48	4,430	2.8%	47
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,497	1.9%	98	2,896	1.8%	101
Small Town Simplicity (12C)	875	1.1%	59	1,534	1.0%	57
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Total:	78,620	100.0%		158,319	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	7,160	9.1%	53	13,492	8.5%	47
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,088	2.7%	120	4,182	2.6%	127
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	344	0.4%	30	707	0.4%	27
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	4,153	5.3%	237	7,703	4.9%	242
Metro Fusion (11C)	575	0.7%	51	900	0.6%	43
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	12,361	15.7%	85	21,557	13.6%	79
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	439	0.6%	35	820	0.5%	34
Old and Newcomers (8F)	6,585	8.4%	361	11,376	7.2%	359
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	969	1.2%	101	1,780	1.1%	110
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,494	1.9%	110	2,404	1.5%	110
Set to Impress (11D)	1,377	1.8%	126	2,281	1.4%	121
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4. Suburban Periphery	25,262	32.1%	100	53,031	33.5%	102
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,878	4.9%	306	8,845	5.6%	311
Boomburbs (1C)	1,531	1.9%	120	3,189	2.0%	117
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Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	5,649	7.2%	250	11,631	7.3%	240
Home Improvement (4B)	1,973	2.5%	146	4,126	2.6%	141
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Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	11,853	15.1%	160	23,405	14.8%	161
Middleburg (4C)	5,811	7.4%	259	11,269	7.1%	251
Heartland Communities (6F)	1,554	2.0%	85	3,091	2.0%	90
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
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Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	5,013	6.4%	204	10,719	6.8%	214
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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