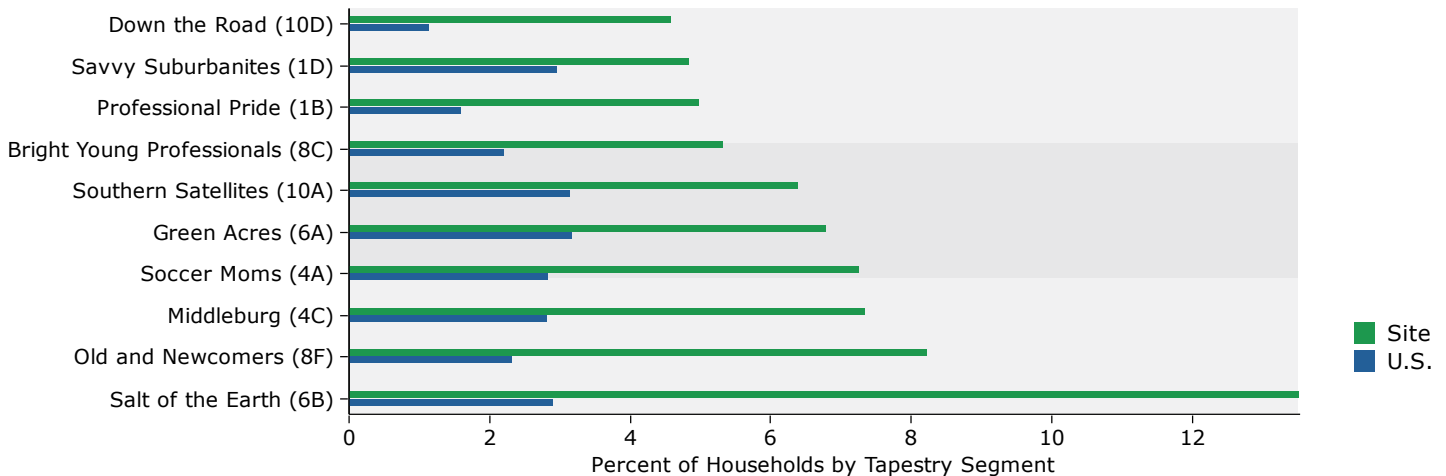


## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	13.5%	13.5%	2.9%	2.9%	465
2	Old and Newcomers (8F)	8.2%	21.7%	2.3%	5.2%	354
3	Middleburg (4C)	7.4%	29.1%	2.8%	8.0%	260
4	Soccer Moms (4A)	7.3%	36.4%	2.8%	10.8%	255
5	Green Acres (6A)	6.8%	43.2%	3.2%	14.0%	213
<b>Subtotal</b>		<b>43.2%</b>		<b>14.0%</b>		
6	Southern Satellites (10A)	6.4%	49.6%	3.2%	17.2%	202
7	Bright Young Professionals (8C)	5.3%	54.9%	2.2%	19.4%	240
8	Professional Pride (1B)	5.0%	59.9%	1.6%	21.0%	312
9	Savvy Suburbanites (1D)	4.9%	64.8%	3.0%	24.0%	163
10	Down the Road (10D)	4.6%	69.4%	1.1%	25.1%	402
<b>Subtotal</b>		<b>26.2%</b>		<b>11.1%</b>		
11	Comfortable Empty Nesters (5A)	4.4%	73.8%	2.5%	27.6%	180
12	Parks and Rec (5C)	2.8%	76.6%	2.0%	29.6%	140
13	Rustbelt Traditions (5D)	2.6%	79.2%	2.2%	31.8%	118
14	Home Improvement (4B)	2.5%	81.7%	1.7%	33.5%	148
15	Heartland Communities (6F)	2.0%	83.7%	2.4%	35.9%	85
<b>Subtotal</b>		<b>14.3%</b>		<b>10.8%</b>		
16	Boomburbs (1C)	1.9%	85.6%	1.5%	37.4%	126
17	Young and Restless (11B)	1.9%	87.5%	1.7%	39.1%	113
18	Traditional Living (12B)	1.9%	89.4%	2.0%	41.1%	99
19	Set to Impress (11D)	1.7%	91.1%	1.4%	42.5%	122
20	Up and Coming Families (7A)	1.6%	92.7%	2.3%	44.8%	69
<b>Subtotal</b>		<b>9.0%</b>		<b>8.9%</b>		
<b>Total</b>		<b>92.8%</b>		<b>44.9%</b>		<b>207</b>

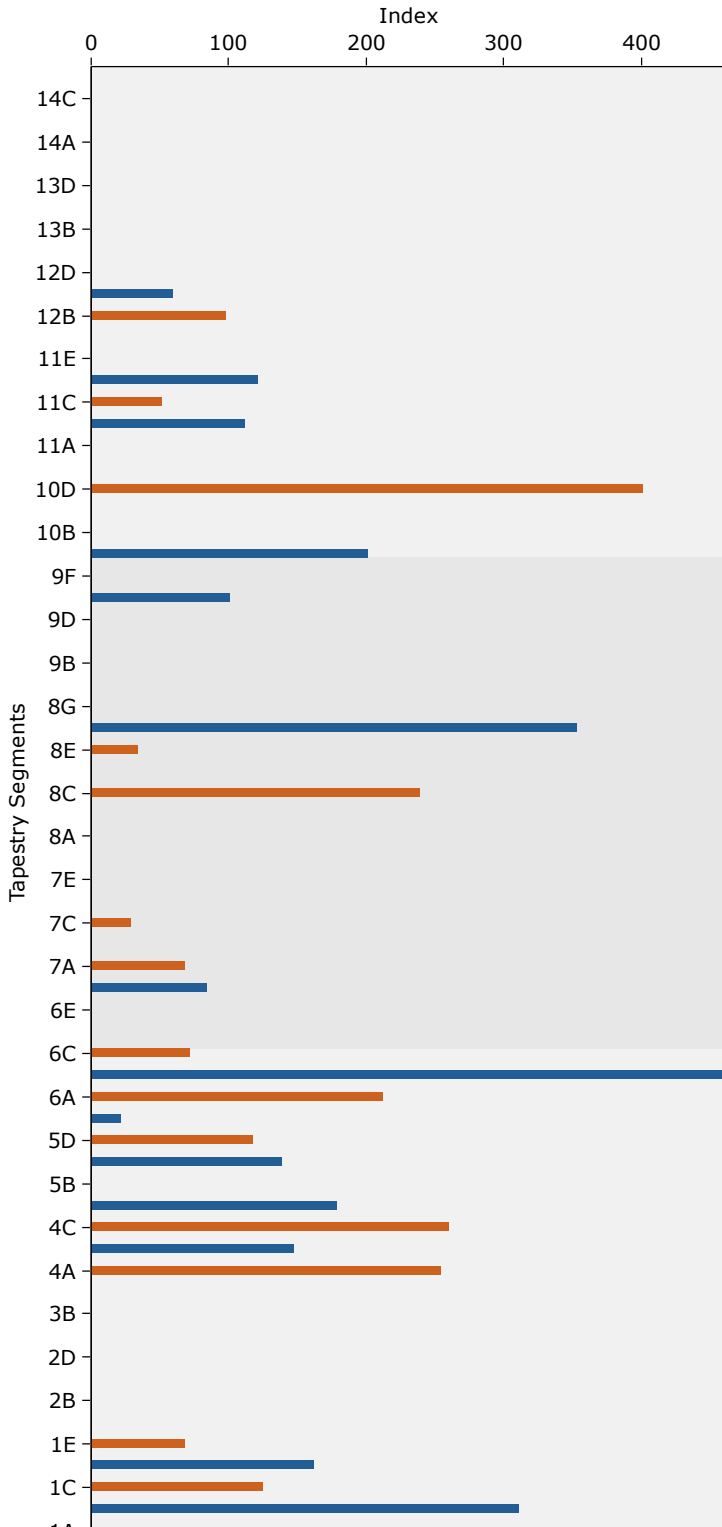
## Top Ten Tapestry Segments Site vs. U.S.



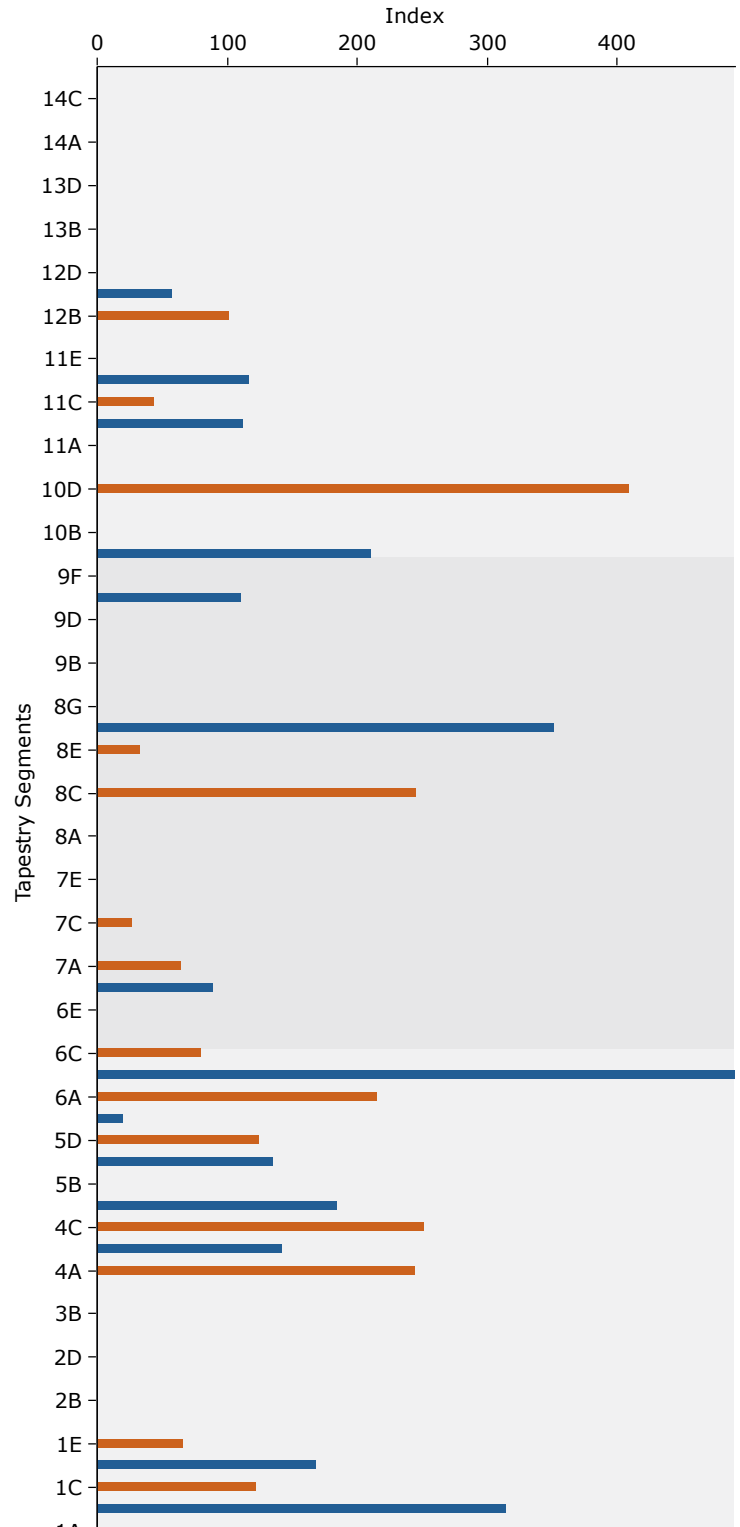
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**Source:** Esri

### 2016 Tapestry Indexes by Households



### 2016 Tapestry Indexes by Total Population 18+



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**Source:** Esri

# Tapestry Segmentation Area Profile

Clermont County, OH  
Geography: County

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	78,261	100.0%		155,960	100.0%	
<b>1. Affluent Estates</b>	<b>10,278</b>	<b>13.1%</b>	<b>133</b>	<b>22,351</b>	<b>14.3%</b>	<b>138</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,912	5.0%	312	8,752	5.6%	315
Boomburbs (1C)	1,517	1.9%	126	3,135	2.0%	123
Savvy Suburbanites (1D)	3,796	4.9%	163	8,436	5.4%	169
Exurbanites (1E)	1,053	1.3%	69	2,028	1.3%	67
<b>2. Upscale Avenues</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>3. Uptown Individuals</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>4. Family Landscapes</b>	<b>13,438</b>	<b>17.2%</b>	<b>230</b>	<b>26,767</b>	<b>17.2%</b>	<b>223</b>
Soccer Moms (4A)	5,690	7.3%	255	11,597	7.4%	245
Home Improvement (4B)	1,983	2.5%	148	4,104	2.6%	143
Middleburg (4C)	5,765	7.4%	260	11,066	7.1%	252
<b>5. GenXurban</b>	<b>8,152</b>	<b>10.4%</b>	<b>90</b>	<b>16,081</b>	<b>10.3%</b>	<b>94</b>
Comfortable Empty Nesters (5A)	3,471	4.4%	180	7,097	4.6%	185
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,187	2.8%	140	4,150	2.7%	136
Rustbelt Traditions (5D)	2,054	2.6%	118	4,074	2.6%	125
Midlife Constants (5E)	440	0.6%	22	760	0.5%	20
<b>6. Cozy Country Living</b>	<b>18,358</b>	<b>23.5%</b>	<b>192</b>	<b>38,400</b>	<b>24.6%</b>	<b>207</b>
Green Acres (6A)	5,319	6.8%	213	11,093	7.1%	216
Salt of the Earth (6B)	10,591	13.5%	465	22,327	14.3%	491
The Great Outdoors (6C)	884	1.1%	73	1,906	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)	1,564	2.0%	85	3,074	2.0%	90
<b>7. Ethnic Enclaves</b>	<b>1,584</b>	<b>2.0%</b>	<b>29</b>	<b>3,144</b>	<b>2.0%</b>	<b>25</b>
Up and Coming Families (7A)	1,238	1.6%	69	2,436	1.6%	65
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	346	0.4%	30	708	0.5%	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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**Source:** Esri

# Tapestry Segmentation Area Profile

Clermont County, OH  
Geography: County

Prepared by Esri

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	78,261	100.0%		155,960	100.0%	
<b>8. Middle Ground</b>	<b>11,055</b>	<b>14.1%</b>	<b>128</b>	<b>19,559</b>	<b>12.5%</b>	<b>123</b>
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)	4,179	5.3%	240	7,700	4.9%	246
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	433	0.6%	35	803	0.5%	34
Old and Newcomers (8F)	6,443	8.2%	354	11,056	7.1%	352
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>967</b>	<b>1.2%</b>	<b>21</b>	<b>1,763</b>	<b>1.1%</b>	<b>23</b>
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)	967	1.2%	102	1,763	1.1%	111
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>8,594</b>	<b>11.0%</b>	<b>130</b>	<b>17,940</b>	<b>11.5%</b>	<b>136</b>
Southern Satellites (10A)	5,003	6.4%	202	10,561	6.8%	212
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)	3,591	4.6%	402	7,379	4.7%	410
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>3,423</b>	<b>4.4%</b>	<b>70</b>	<b>5,512</b>	<b>3.5%</b>	<b>64</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,513	1.9%	113	2,421	1.6%	113
Metro Fusion (11C)	578	0.7%	52	902	0.6%	44
Set to Impress (11D)	1,332	1.7%	122	2,189	1.4%	118
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>2,412</b>	<b>3.1%</b>	<b>49</b>	<b>4,443</b>	<b>2.8%</b>	<b>48</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,511	1.9%	99	2,897	1.9%	102
Small Town Simplicity (12C)	901	1.2%	61	1,546	1.0%	58
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
<b>13. Next Wave</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>14. Scholars and Patriots</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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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Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	78,261	100.0%		155,960	100.0%	
<b>1. Principal Urban Center</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>
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
<b>2. Urban Periphery</b>	<b>7,157</b>	<b>9.1%</b>	<b>54</b>	<b>13,384</b>	<b>8.6%</b>	<b>48</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,054	2.6%	118	4,074	2.6%	125
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	346	0.4%	30	708	0.5%	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)	4,179	5.3%	240	7,700	4.9%	246
Metro Fusion (11C)	578	0.7%	52	902	0.6%	44
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
<b>3. Metro Cities</b>	<b>12,199</b>	<b>15.6%</b>	<b>85</b>	<b>21,129</b>	<b>13.5%</b>	<b>80</b>
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)	433	0.6%	35	803	0.5%	34
Old and Newcomers (8F)	6,443	8.2%	354	11,056	7.1%	352
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
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Social Security Set (9F)	0	0.0%	0	0	0.0%	0
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Set to Impress (11D)	1,332	1.7%	122	2,189	1.4%	118
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Traditional Living (12B)	1,511	1.9%	99	2,897	1.9%	102
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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<b>4. Suburban Periphery</b>	<b>25,287</b>	<b>32.3%</b>	<b>102</b>	<b>52,495</b>	<b>33.7%</b>	<b>104</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,912	5.0%	312	8,752	5.6%	315
Boomburbs (1C)	1,517	1.9%	126	3,135	2.0%	123
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Exurbanites (1E)	1,053	1.3%	69	2,028	1.3%	67
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	5,690	7.3%	255	11,597	7.4%	245
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Up and Coming Families (7A)	1,238	1.6%	69	2,436	1.6%	65
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
<b>5. Semirural</b>	<b>11,821</b>	<b>15.1%</b>	<b>160</b>	<b>23,065</b>	<b>14.8%</b>	<b>163</b>
Middleburg (4C)	5,765	7.4%	260	11,066	7.1%	252
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Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	3,591	4.6%	402	7,379	4.7%	410
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<b>6. Rural</b>	<b>21,797</b>	<b>27.9%</b>	<b>163</b>	<b>45,887</b>	<b>29.4%</b>	<b>173</b>
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Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	5,003	6.4%	202	10,561	6.8%	212
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	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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