



# Tapestry Segmentation Area Profile

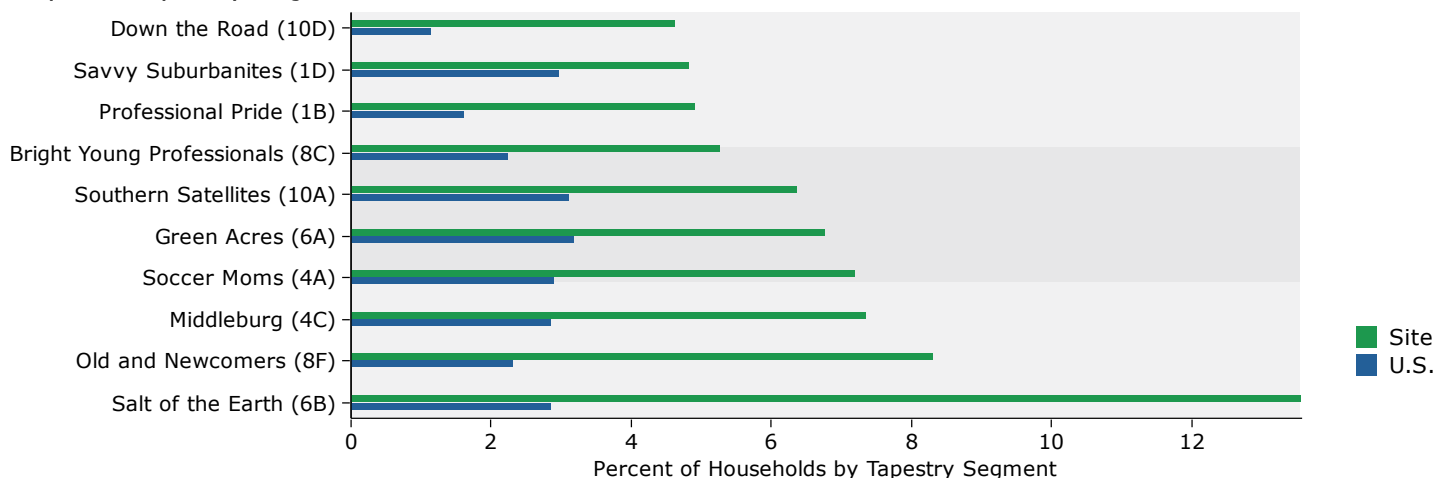
Clermont County, OH  
 Clermont County, OH (39025)  
 Geography: County

Prepared by Esri

## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	13.6%	13.6%	2.9%	2.9%	474
2	Old and Newcomers (8F)	8.3%	21.9%	2.3%	5.2%	360
3	Middleburg (4C)	7.4%	29.3%	2.9%	8.1%	256
4	Soccer Moms (4A)	7.2%	36.5%	2.9%	11.0%	248
5	Green Acres (6A)	6.8%	43.3%	3.2%	14.2%	212
<b>Subtotal</b>		<b>43.3%</b>		<b>14.2%</b>		
6	Southern Satellites (10A)	6.4%	49.7%	3.1%	17.3%	204
7	Bright Young Professionals (8C)	5.3%	55.0%	2.2%	19.5%	235
8	Professional Pride (1B)	4.9%	59.9%	1.6%	21.1%	304
9	Savvy Suburbanites (1D)	4.8%	64.7%	3.0%	24.1%	163
10	Down the Road (10D)	4.6%	69.3%	1.1%	25.2%	404
<b>Subtotal</b>		<b>26.0%</b>		<b>11.0%</b>		
11	Comfortable Empty Nesters (5A)	4.4%	73.7%	2.5%	27.7%	180
12	Parks and Rec (5C)	2.8%	76.5%	2.0%	29.7%	142
13	Rustbelt Traditions (5D)	2.7%	79.2%	2.2%	31.9%	124
14	Home Improvement (4B)	2.5%	81.7%	1.7%	33.6%	146
15	Heartland Communities (6F)	2.0%	83.7%	2.3%	35.9%	86
<b>Subtotal</b>		<b>14.4%</b>		<b>10.7%</b>		
16	Boomburbs (1C)	2.0%	85.7%	1.7%	37.6%	116
17	Traditional Living (12B)	1.9%	87.6%	1.9%	39.5%	99
18	Young and Restless (11B)	1.9%	89.5%	1.7%	41.2%	108
19	Set to Impress (11D)	1.7%	91.2%	1.4%	42.6%	126
20	Up and Coming Families (7A)	1.6%	92.8%	2.4%	45.0%	65
<b>Subtotal</b>		<b>9.1%</b>		<b>9.1%</b>		
<b>Total</b>		<b>92.7%</b>		<b>45.1%</b>		<b>206</b>

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



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri

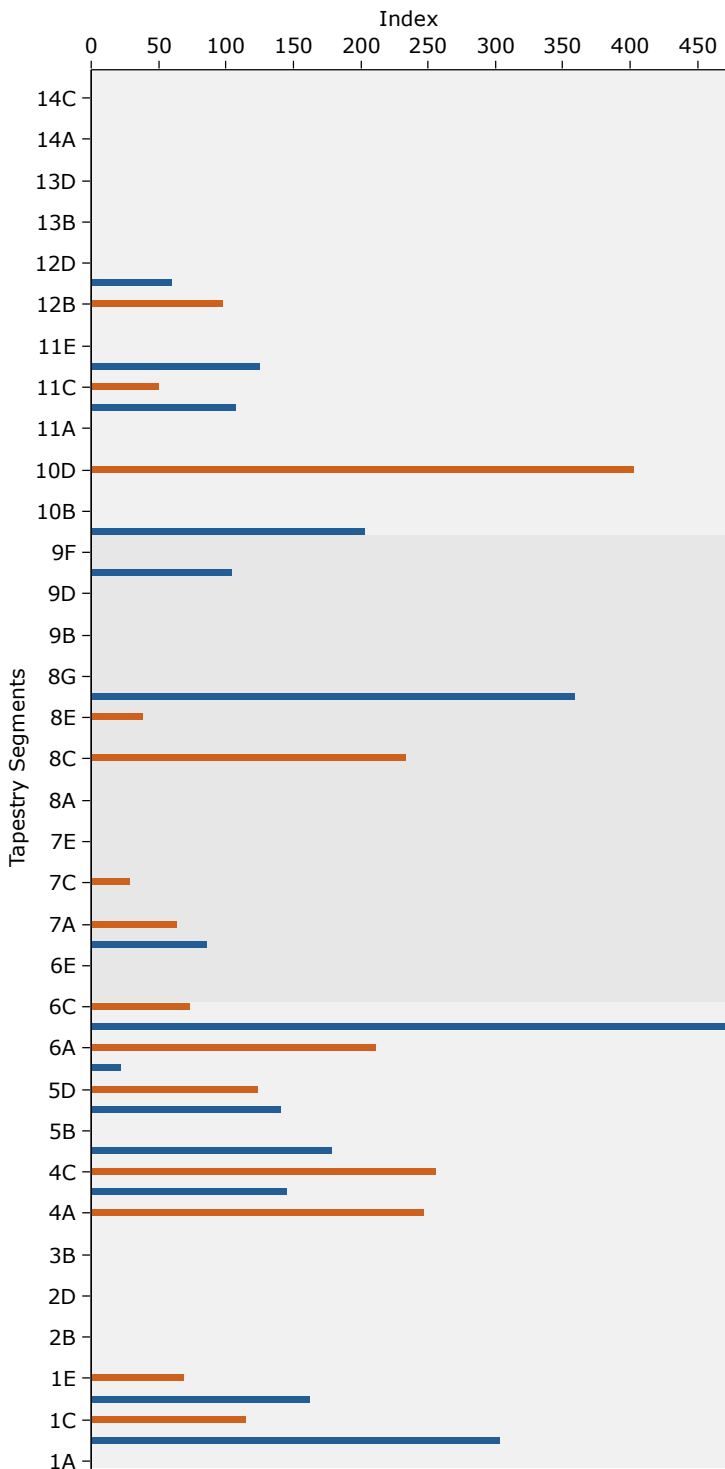


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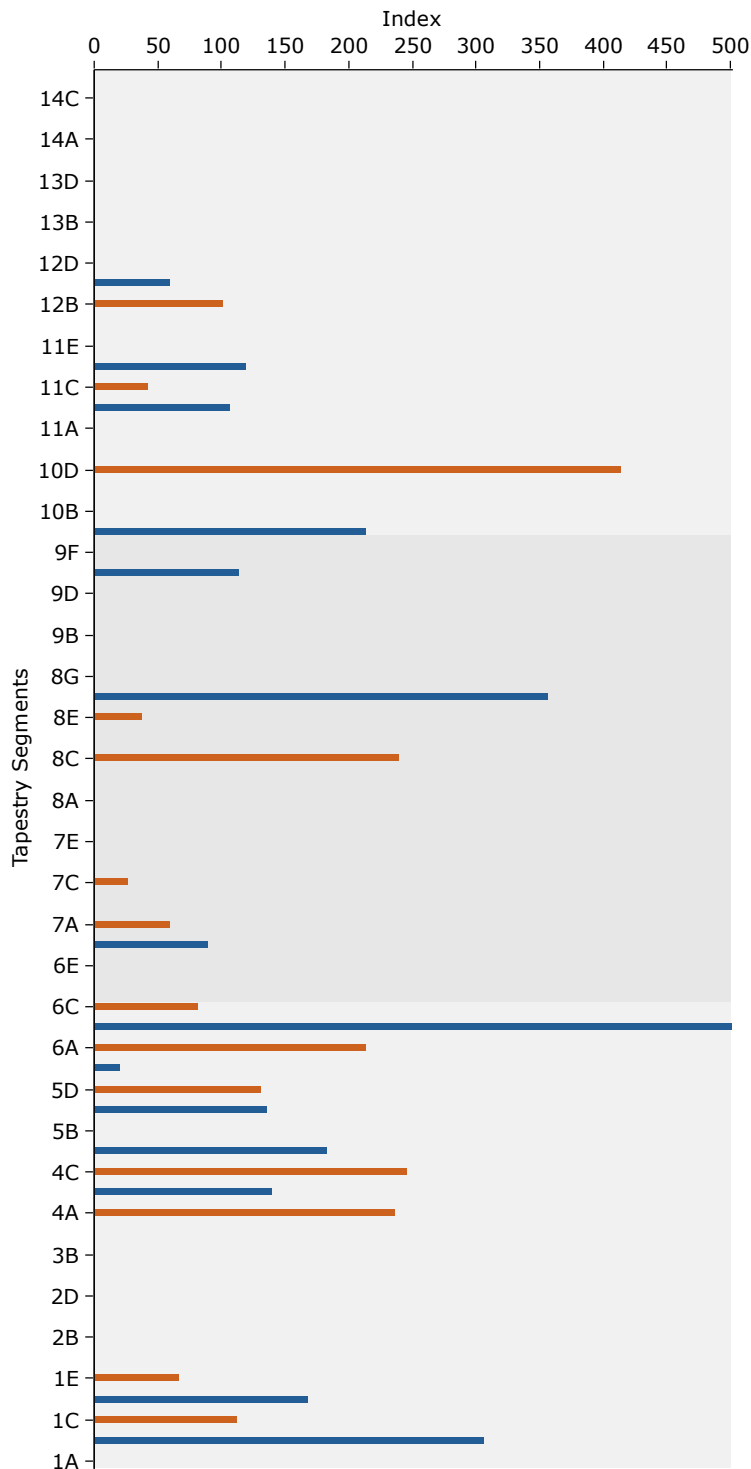
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### 2018 Tapestry Indexes by Households



### 2018 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	78,919	100.0%		158,713	100.0%	
<b>1. Affluent Estates</b>	<b>10,301</b>	<b>13.1%</b>	<b>132</b>	<b>22,691</b>	<b>14.3%</b>	<b>135</b>
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,885	4.9%	304	8,832	5.6%	307
Boomburbs (1C)	1,539	2.0%	116	3,214	2.0%	113
Savvy Suburbanites (1D)	3,819	4.8%	163	8,587	5.4%	169
Exurbanites (1E)	1,058	1.3%	69	2,058	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>13,463</b>	<b>17.1%</b>	<b>228</b>	<b>26,971</b>	<b>17.0%</b>	<b>218</b>
Soccer Moms (4A)	5,675	7.2%	248	11,648	7.3%	237
Home Improvement (4B)	1,976	2.5%	146	4,132	2.6%	141
Middleburg (4C)	5,812	7.4%	256	11,191	7.1%	246
<b>5. GenXurban</b>	<b>8,300</b>	<b>10.5%</b>	<b>93</b>	<b>16,484</b>	<b>10.4%</b>	<b>95</b>
Comfortable Empty Nesters (5A)	3,480	4.4%	180	7,171	4.5%	184
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,211	2.8%	142	4,209	2.7%	137
Rustbelt Traditions (5D)	2,156	2.7%	124	4,323	2.7%	132
Midlife Constants (5E)	453	0.6%	23	781	0.5%	21
<b>6. Cozy Country Living</b>	<b>18,525</b>	<b>23.5%</b>	<b>196</b>	<b>39,235</b>	<b>24.7%</b>	<b>209</b>
Green Acres (6A)	5,345	6.8%	212	11,267	7.1%	214
Salt of the Earth (6B)	10,715	13.6%	474	22,896	14.4%	502
The Great Outdoors (6C)	910	1.2%	74	1,976	1.2%	82
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)	1,555	2.0%	86	3,096	2.0%	91
<b>7. Ethnic Enclaves</b>	<b>1,579</b>	<b>2.0%</b>	<b>28</b>	<b>3,152</b>	<b>2.0%</b>	<b>24</b>
Up and Coming Families (7A)	1,237	1.6%	65	2,448	1.5%	60
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	342	0.4%	29	704	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	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total:</b>	78,919	100.0%		158,713	100.0%	
<b>8. Middle Ground</b>	<b>11,215</b>	<b>14.2%</b>	<b>130</b>	<b>19,927</b>	<b>12.6%</b>	<b>124</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)	4,165	5.3%	235	7,712	4.9%	240
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	490	0.6%	39	911	0.6%	38
Old and Newcomers (8F)	6,560	8.3%	360	11,304	7.1%	357
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
<b>9. Senior Styles</b>	<b>1,006</b>	<b>1.3%</b>	<b>22</b>	<b>1,844</b>	<b>1.2%</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)	1,006	1.3%	105	1,844	1.2%	115
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
<b>10. Rustic Outposts</b>	<b>8,694</b>	<b>11.0%</b>	<b>134</b>	<b>18,383</b>	<b>11.6%</b>	<b>139</b>
Southern Satellites (10A)	5,038	6.4%	204	10,772	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)	3,656	4.6%	404	7,611	4.8%	414
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
<b>11. Midtown Singles</b>	<b>3,430</b>	<b>4.3%</b>	<b>70</b>	<b>5,537</b>	<b>3.5%</b>	<b>64</b>
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,483	1.9%	108	2,381	1.5%	108
Metro Fusion (11C)	572	0.7%	51	889	0.6%	43
Set to Impress (11D)	1,375	1.7%	126	2,267	1.4%	120
City Commons (11E)	0	0.0%	0	0	0.0%	0
<b>12. Hometown</b>	<b>2,406</b>	<b>3.0%</b>	<b>50</b>	<b>4,489</b>	<b>2.8%</b>	<b>49</b>
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,506	1.9%	99	2,903	1.8%	102
Small Town Simplicity (12C)	900	1.1%	61	1,586	1.0%	60
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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<b>Total:</b>	78,919	100.0%		158,713	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>7,235</b>	<b>9.2%</b>	<b>55</b>	<b>13,628</b>	<b>8.6%</b>	<b>48</b>
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,156	2.7%	124	4,323	2.7%	132
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	342	0.4%	29	704	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)	4,165	5.3%	235	7,712	4.9%	240
Metro Fusion (11C)	572	0.7%	51	889	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
<b>3. Metro Cities</b>	<b>12,420</b>	<b>15.7%</b>	<b>86</b>	<b>21,610</b>	<b>13.6%</b>	<b>81</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)	490	0.6%	39	911	0.6%	38
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Set to Impress (11D)	1,375	1.7%	126	2,267	1.4%	120
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,506	1.9%	99	2,903	1.8%	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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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>11,923</b>	<b>15.1%</b>	<b>162</b>	<b>23,484</b>	<b>14.8%</b>	<b>164</b>
Middleburg (4C)	5,812	7.4%	256	11,191	7.1%	246
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Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	5,038	6.4%	204	10,772	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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