



Tapestry Segmentation Area Profile

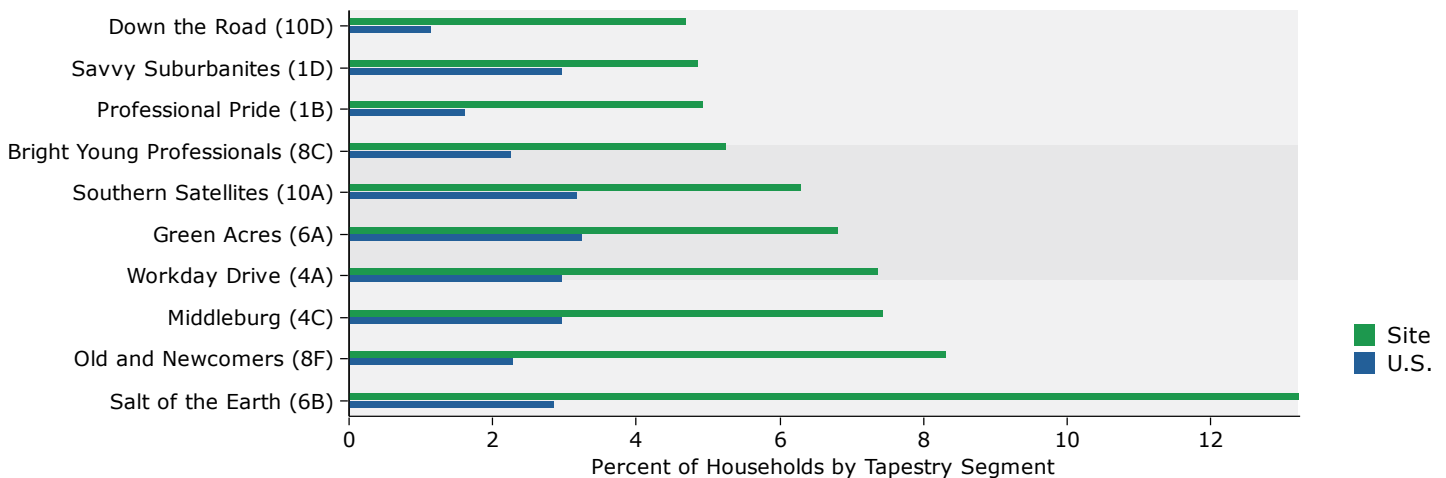
Clermont County, OH
 Clermont County, OH (39025)
 Geography: County

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Salt of the Earth (6B)	13.2%	13.2%	2.9%	2.9%	462
2	Old and Newcomers (8F)	8.3%	21.6%	2.3%	5.2%	363
3	Middleburg (4C)	7.5%	29.0%	3.0%	8.1%	251
4	Workday Drive (4A)	7.4%	36.4%	3.0%	11.1%	249
5	Green Acres (6A)	6.8%	43.2%	3.3%	14.4%	209
Subtotal		43.2%		14.5%		
6	Southern Satellites (10A)	6.3%	49.5%	3.2%	17.5%	198
7	Bright Young Professionals (8C)	5.3%	54.8%	2.3%	19.8%	232
8	Professional Pride (1B)	4.9%	59.7%	1.6%	21.4%	302
9	Savvy Suburbanites (1D)	4.9%	64.6%	3.0%	24.4%	164
10	Down the Road (10D)	4.7%	69.3%	1.2%	25.6%	404
Subtotal		26.1%		11.3%		
11	Comfortable Empty Nesters (5A)	4.4%	73.6%	2.4%	28.0%	178
12	Rustbelt Traditions (5D)	3.1%	76.8%	2.2%	30.2%	145
13	Parks and Rec (5C)	2.7%	79.5%	2.0%	32.1%	141
14	Home Improvement (4B)	2.4%	82.0%	1.7%	33.8%	144
15	Boomburbs (1C)	2.0%	84.0%	1.8%	35.6%	111
Subtotal		14.6%		10.1%		
16	Heartland Communities (6F)	1.9%	85.9%	2.3%	37.9%	86
17	Traditional Living (12B)	1.9%	87.8%	1.9%	39.8%	99
18	Young and Restless (11B)	1.8%	89.6%	1.8%	41.6%	105
19	Set to Impress (11D)	1.7%	91.3%	1.4%	42.9%	123
20	Up and Coming Families (7A)	1.6%	92.9%	2.6%	45.6%	61
Subtotal		8.9%		10.0%		
Total		92.9%		45.6%		204

Top Ten Tapestry Segments Site vs. U.S.



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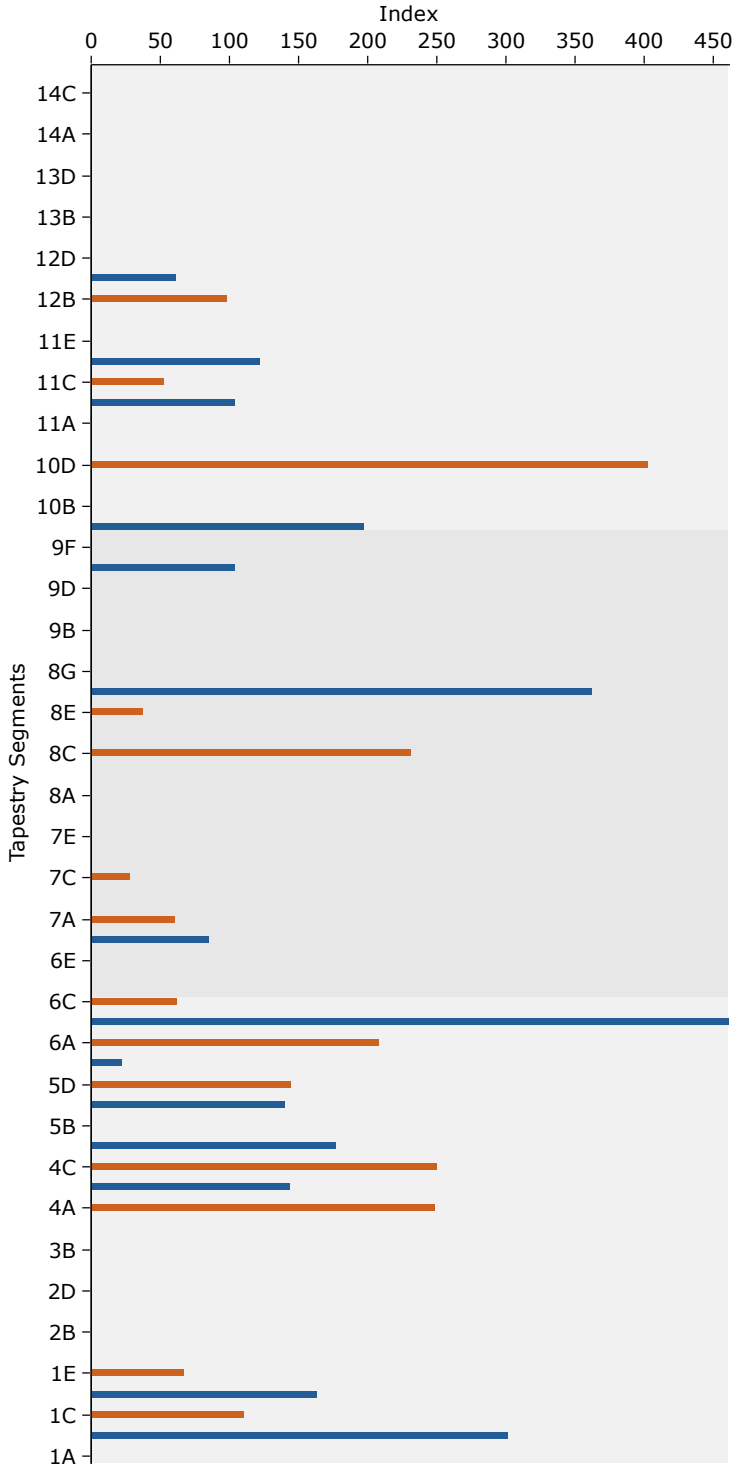


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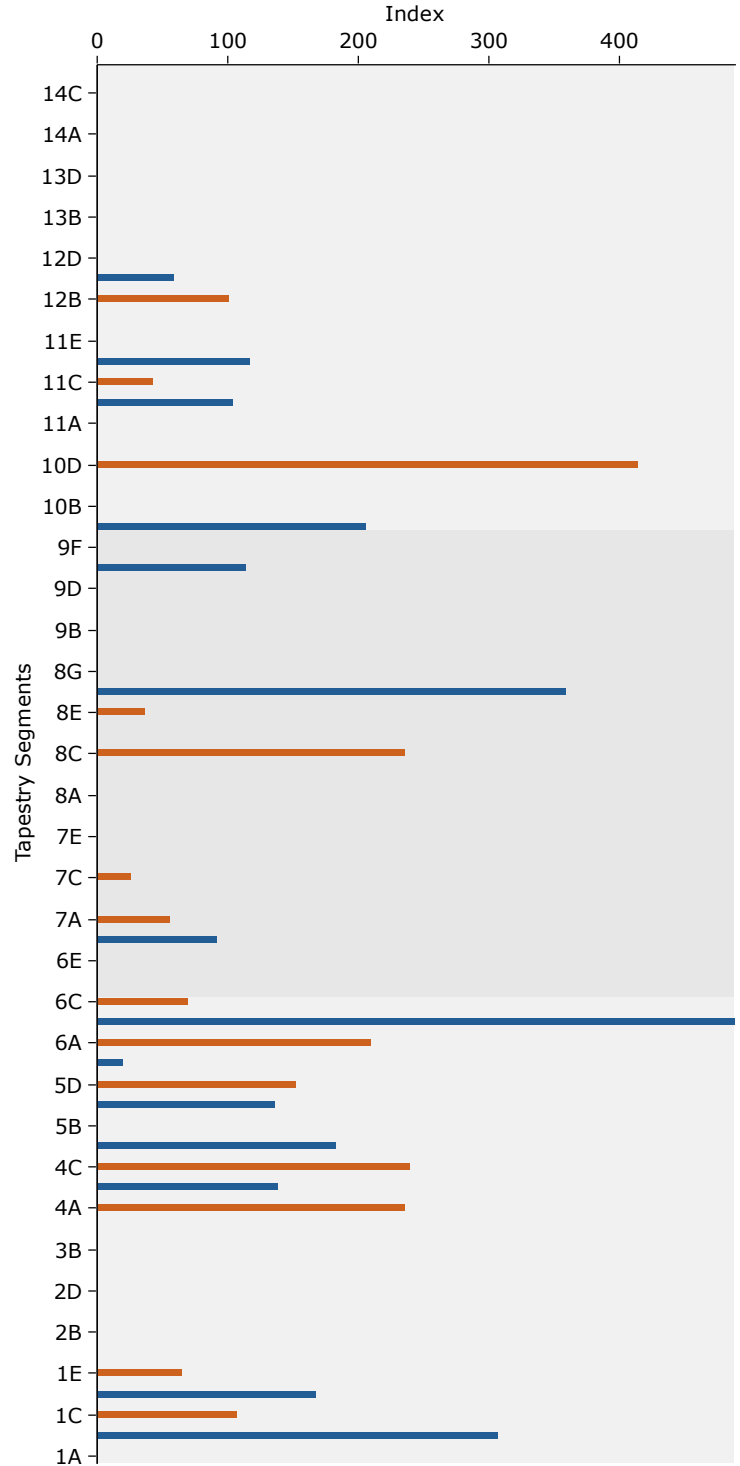
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2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2021 Households			2021 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	80,483	100.0%		161,677	100.0%	
1. Affluent Estates	10,554	13.1%	131	23,358	14.4%	135
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,968	4.9%	302	9,149	5.7%	308
Boomburbs (1C)	1,611	2.0%	111	3,373	2.1%	108
Savvy Suburbanites (1D)	3,911	4.9%	164	8,771	5.4%	169
Exurbanites (1E)	1,064	1.3%	68	2,065	1.3%	66
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	13,898	17.3%	226	27,808	17.2%	216
Workday Drive (4A)	5,938	7.4%	249	12,164	7.5%	236
Home Improvement (4B)	1,962	2.4%	144	4,106	2.5%	139
Middleburg (4C)	5,998	7.5%	251	11,538	7.1%	240
5. GenXurban	8,698	10.8%	96	17,279	10.7%	99
Comfortable Empty Nesters (5A)	3,504	4.4%	178	7,230	4.5%	183
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	2,213	2.7%	141	4,217	2.6%	137
Rustbelt Traditions (5D)	2,526	3.1%	145	5,053	3.1%	153
Midlife Constants (5E)	455	0.6%	23	779	0.5%	21
6. Cozy Country Living	18,523	23.0%	191	39,151	24.2%	204
Green Acres (6A)	5,489	6.8%	209	11,515	7.1%	211
Salt of the Earth (6B)	10,661	13.2%	462	22,730	14.1%	489
The Great Outdoors (6C)	804	1.0%	63	1,769	1.1%	71
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)	1,569	1.9%	86	3,137	1.9%	92
7. Sprouting Explorers	1,632	2.0%	28	3,234	2.0%	24
Up and Coming Families (7A)	1,289	1.6%	61	2,532	1.6%	57
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	343	0.4%	29	702	0.4%	26
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Total:	80,483	100.0%		161,677	100.0%	
8. Middle Ground	11,420	14.2%	132	20,178	12.5%	124
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)	4,234	5.3%	232	7,776	4.8%	236
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	479	0.6%	38	898	0.6%	37
Old and Newcomers (8F)	6,707	8.3%	363	11,504	7.1%	360
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,011	1.3%	22	1,856	1.1%	23
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)	1,011	1.3%	105	1,856	1.1%	115
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	8,858	11.0%	133	18,754	11.6%	138
Southern Satellites (10A)	5,074	6.3%	198	10,840	6.7%	207
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	3,784	4.7%	404	7,914	4.9%	415
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	3,462	4.3%	70	5,538	3.4%	63
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,481	1.8%	105	2,380	1.5%	105
Metro Fusion (11C)	609	0.8%	54	917	0.6%	43
Set to Impress (11D)	1,372	1.7%	123	2,241	1.4%	118
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	2,427	3.0%	50	4,521	2.8%	49
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,513	1.9%	99	2,908	1.8%	102
Small Town Simplicity (12C)	914	1.1%	62	1,613	1.0%	60
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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:	80,483	100.0%		161,677	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	7,712	9.6%	58	14,448	8.9%	51
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,526	3.1%	145	5,053	3.1%	153
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	343	0.4%	29	702	0.4%	26
Forging Opportunity (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)	4,234	5.3%	232	7,776	4.8%	236
Metro Fusion (11C)	609	0.8%	54	917	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
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	12,563	15.6%	86	21,787	13.5%	81
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)	479	0.6%	38	898	0.6%	37
Old and Newcomers (8F)	6,707	8.3%	363	11,504	7.1%	360
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,011	1.3%	105	1,856	1.1%	115
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
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4. Suburban Periphery	25,915	32.2%	101	54,386	33.6%	103
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	3,968	4.9%	302	9,149	5.7%	308
Boomburbs (1C)	1,611	2.0%	111	3,373	2.1%	108
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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
Workday Drive (4A)	5,938	7.4%	249	12,164	7.5%	236
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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
5. Semirural	12,265	15.2%	162	24,202	15.0%	165
Middleburg (4C)	5,998	7.5%	251	11,538	7.1%	240
Heartland Communities (6F)	1,569	1.9%	86	3,137	1.9%	92
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	3,784	4.7%	404	7,914	4.9%	415
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Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (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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