

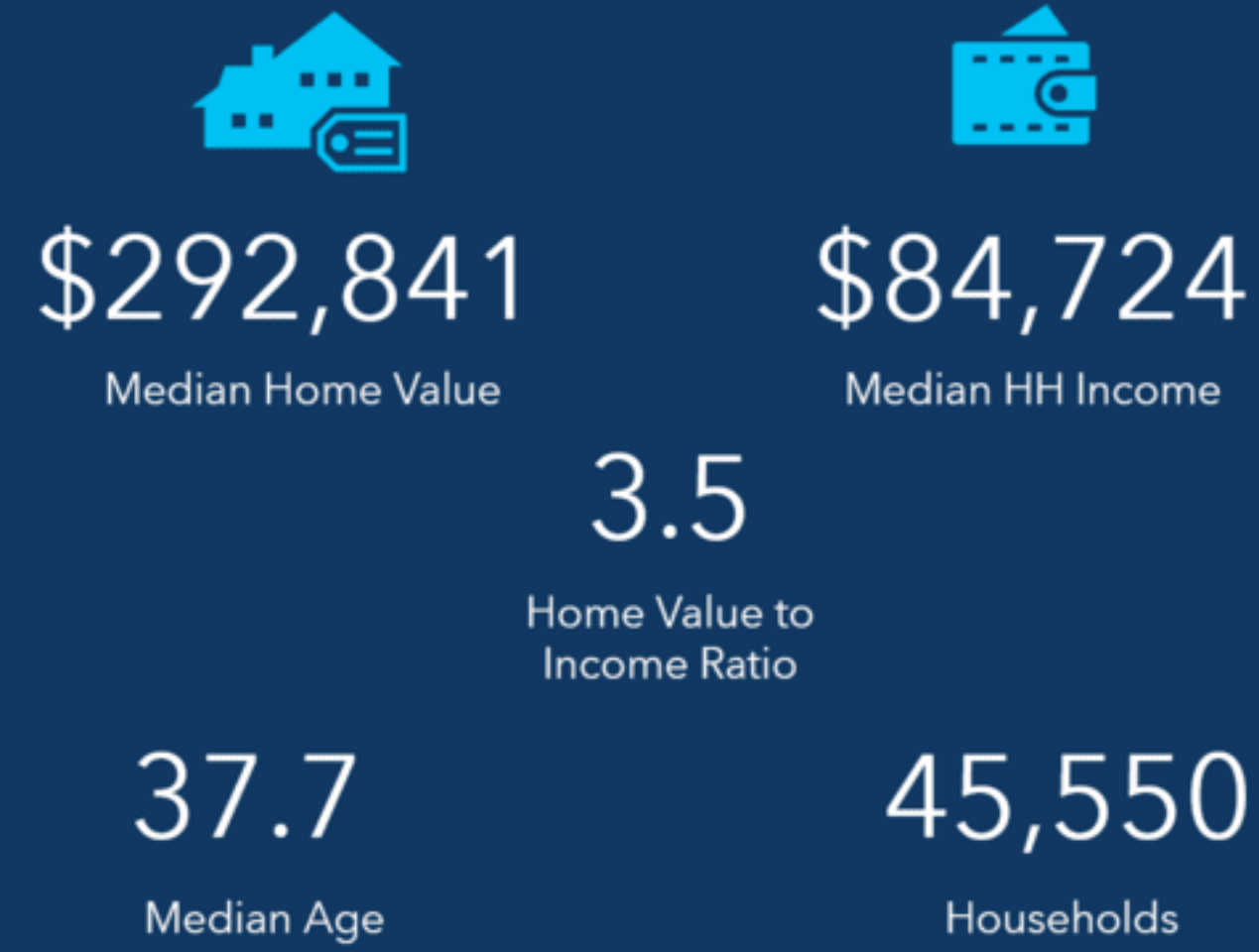


TAPESTRY SEGMENTATION

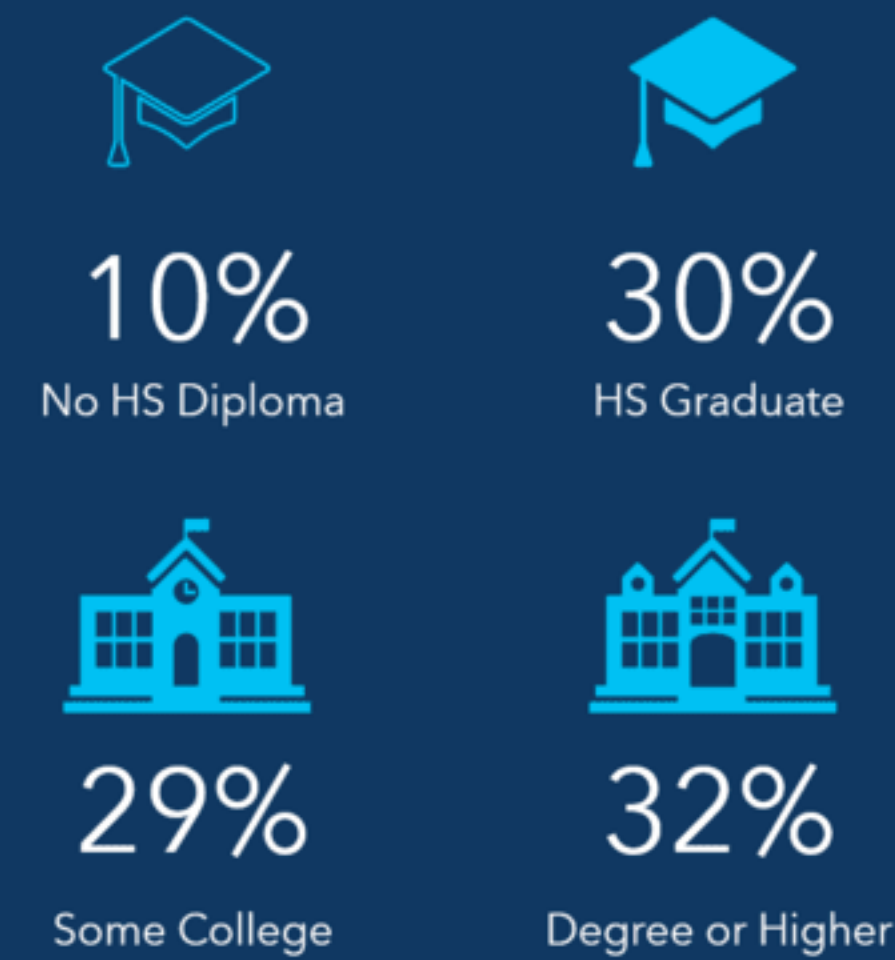
The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
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Affluent Estates (L1)	9,142	20.07%	9.9%	202
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	14,330	31.46%	7.5%	420
GenXurban (L5)	3,732	8.19%	11.4%	72
Cozy Country Living (L6)	6,187	13.58%	12.0%	113
Ethnic Enclaves (L7)	4,517	9.92%	7.1%	140
Middle Ground (L8)	3,505	7.69%	10.9%	71
Senior Styles (L9)	1,432	3.14%	5.8%	54
Rustic Outposts (L10)	1,792	3.93%	8.2%	48
Midtown Singles (L11)	908	1.99%	6.2%	32
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



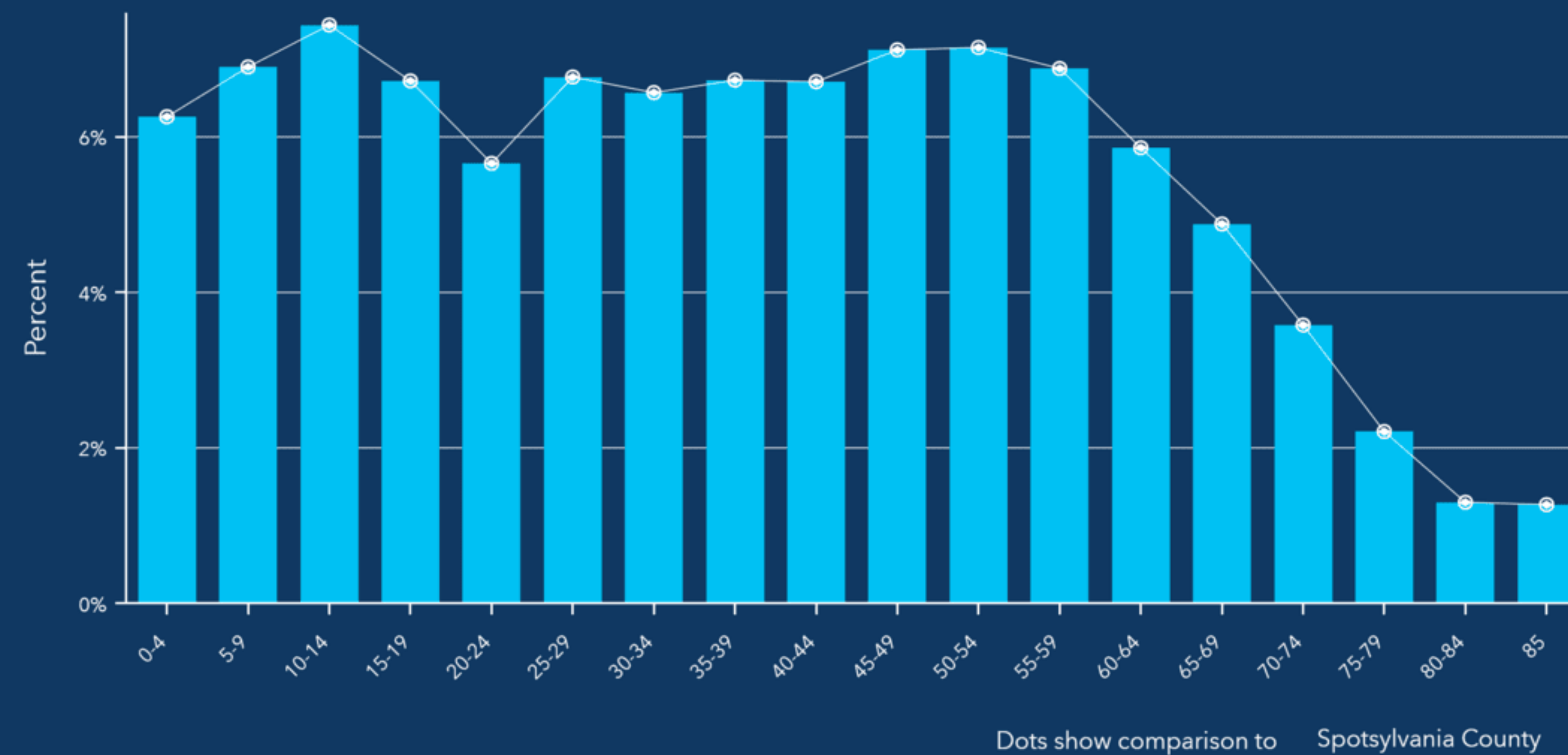
Education



Spotsylvania County, VA



Age Profile



Households By Income

The largest group: \$100,000 - \$149,999 (22.2%)

The smallest group: \$25,000 - \$34,999 (4.7%)

Indicator	Value	Difference
<\$15,000	5.4%	0
\$15,000 - \$24,999	5.2%	0
\$25,000 - \$34,999	4.7%	0
\$35,000 - \$49,999	10.2%	0
\$50,000 - \$74,999	17.1%	0
\$75,000 - \$99,999	16.0%	0
\$100,000 - \$149,999	22.2%	0
\$150,000 - \$199,999	10.8%	0
\$200,000+	8.4%	0

Bars show deviation from Spotsylvania County

Tapestry Segments

4A	Soccer Moms 6,572 households	14.4% of Households
4B	Home Improvement 6,063 households	13.3% of Households
7A	Up and Coming Families 4,517 households	9.9% of Households