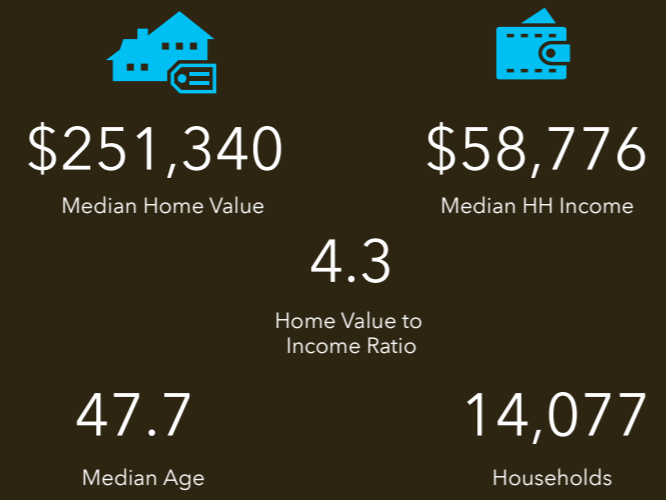


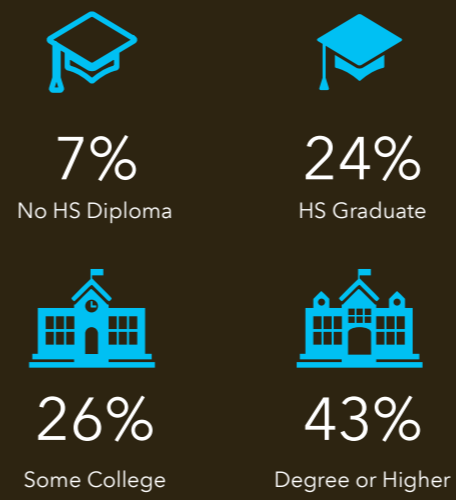
# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

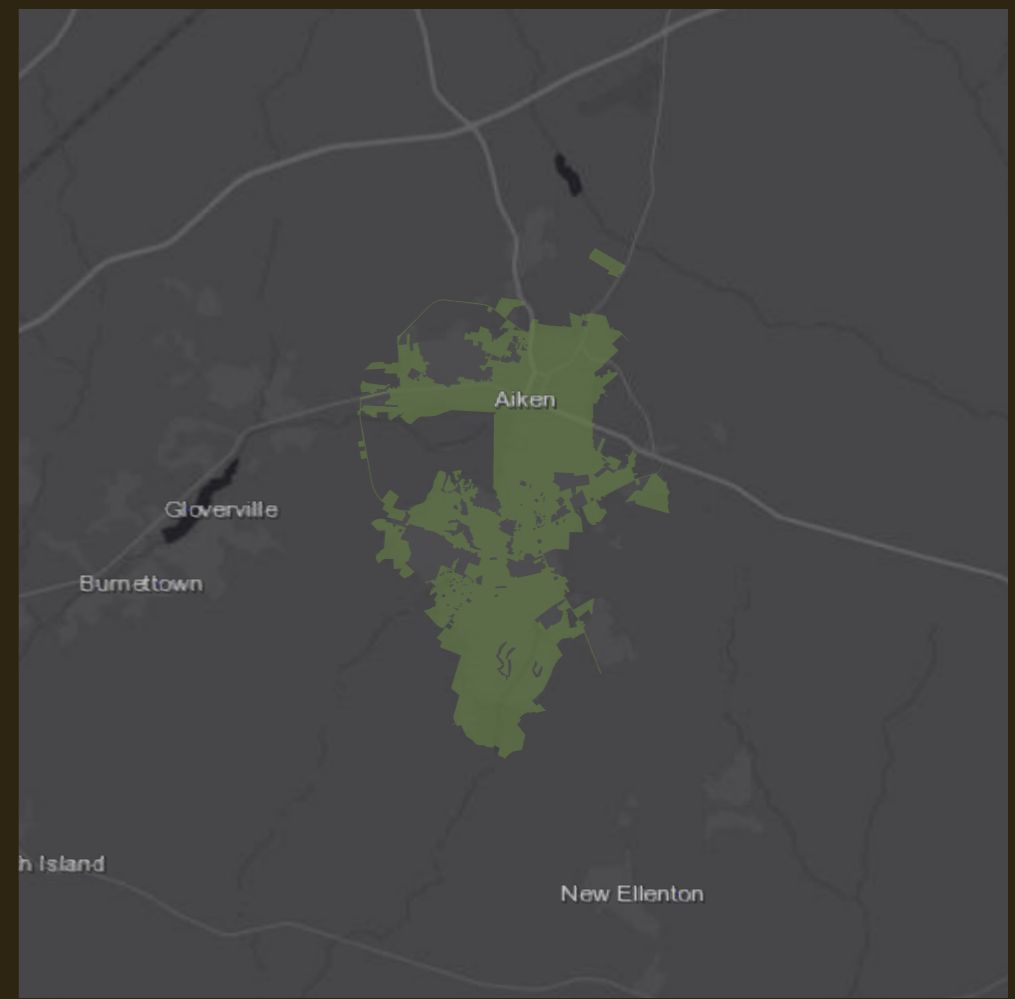
## Key Facts



## Education



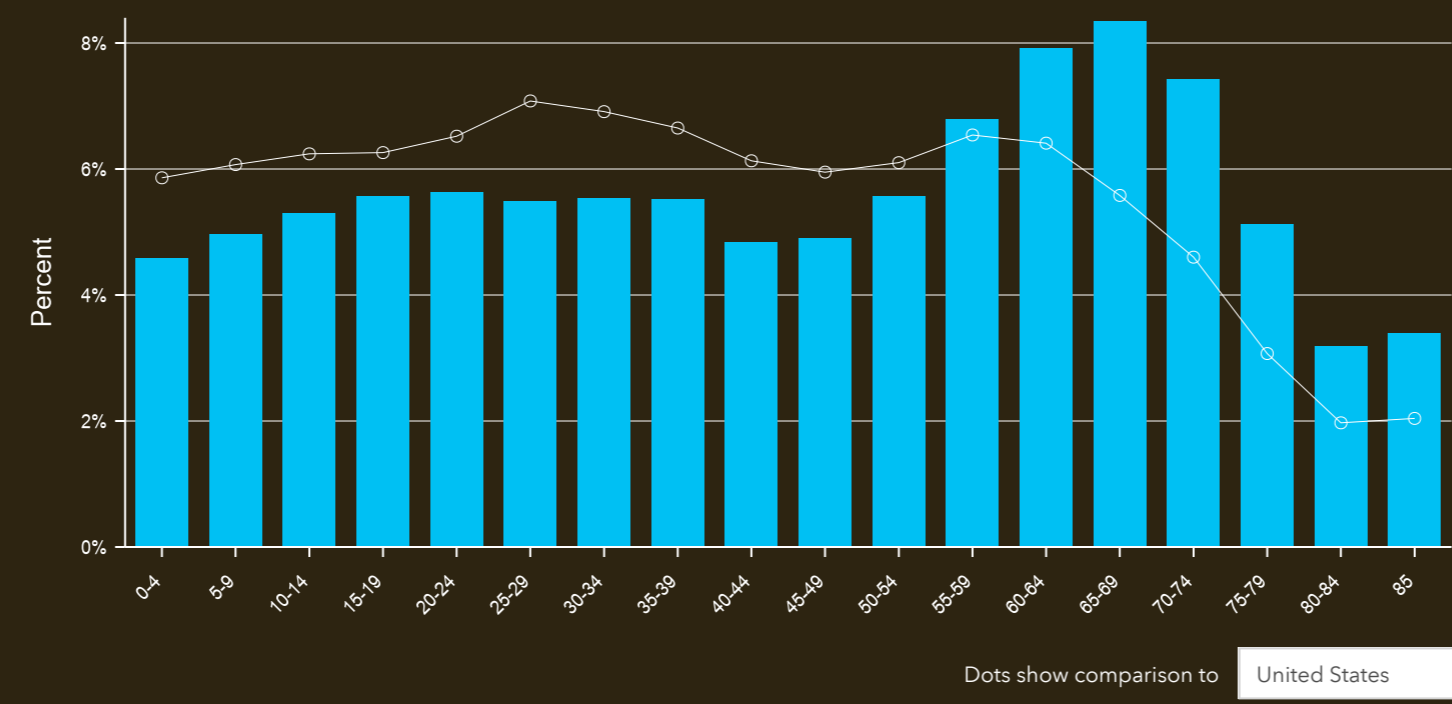
## Aiken City, SC



## Tapestry LifeMode

	Households	HHs %	% US HHs	Index
<a href="#">learn more...</a>				
Affluent Estates (L1)	1,947	13.83%	10.00%	138
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	562	3.99%	7.63%	52
GenXurban (L5)	2,230	15.84%	11.26%	141
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	2,564	18.21%	10.79%	169
Senior Styles (L9)	4,078	28.97%	5.80%	499
Rustic Outposts (L10)	192	1.36%	8.30%	16
Midtown Singles (L11)	758	5.38%	6.16%	87
Hometown (L12)	1,746	12.40%	6.01%	206
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

## Age Profile



**Households By Income**  
The largest group: \$50,000 - \$74,999 (16.7%)  
The smallest group: \$200,000+ (5.7%)

Indicator ▲	Value	Diff
<\$15,000	11.2%	+1.4%
\$15,000 - \$24,999	10.9%	+2.7%
\$25,000 - \$34,999	6.8%	-1.6%
\$35,000 - \$49,999	13.8%	+1.9%
\$50,000 - \$74,999	16.7%	-0.6%
\$75,000 - \$99,999	13.1%	+0.3%
\$100,000 - \$149,999	15.3%	-0.5%
\$150,000 - \$199,999	6.5%	-0.7%
\$200,000+	5.7%	-2.8%

Bars show deviation from **United States**

## Tapestry Segments

- 9B Golden Years**  
1,861 households  
13.2% of Households
- 1E Exurbanites**  
1,788 households  
12.7% of Households
- 9A Silver and Gold**  
1,781 households  
12.7% of Households

This infographic contains data provided by Esri. The vintage of the data is 2021.

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