PACE PROPERTIES

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Lemay Ferry SC

Tapestry LifeMode

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	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	2,067	40.25%	11.4%	355
Cozy Country Living (L6)	446	8.68%	12.0%	72
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	0	0.00%	10.9%	0
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	2,622	51.05%	6.1%	831
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$115,017
Median Home Value

$49,915
Median HH Income

2.3
Home Value to Income Ratio

40.9
Median Age

5,136
Households

Education

16%
No HS Diploma

38%
HS Graduate

27%
Some College

19%
Degree or Higher

Age Profile

Dots show comparison to St. Louis city

Households By Income

The largest group: $50,000 - $74,999 (27.3%)
The smallest group: $200,000+ (0.9%)

Indicator	Value	Difference	
<$15,000	9.4%	+1.9%	
$15,000 - $24,999	9.6%	+1.4%	
$25,000 - $34,999	11.6%	+3.6%	
$35,000 - $49,999	19.4%	+7.1%	
$50,000 - $74,999	27.3%	+8.3%	
$75,000 - $99,999	13.7%	+0.6%	
$100,000 - $149,999	7.0%	-8.1%	
$150,000 - $199,999	1.0%	-6.0%	
$200,000+	0.9%	-8.9%	

Bars show deviation from St. Louis city

Tapestry Segments

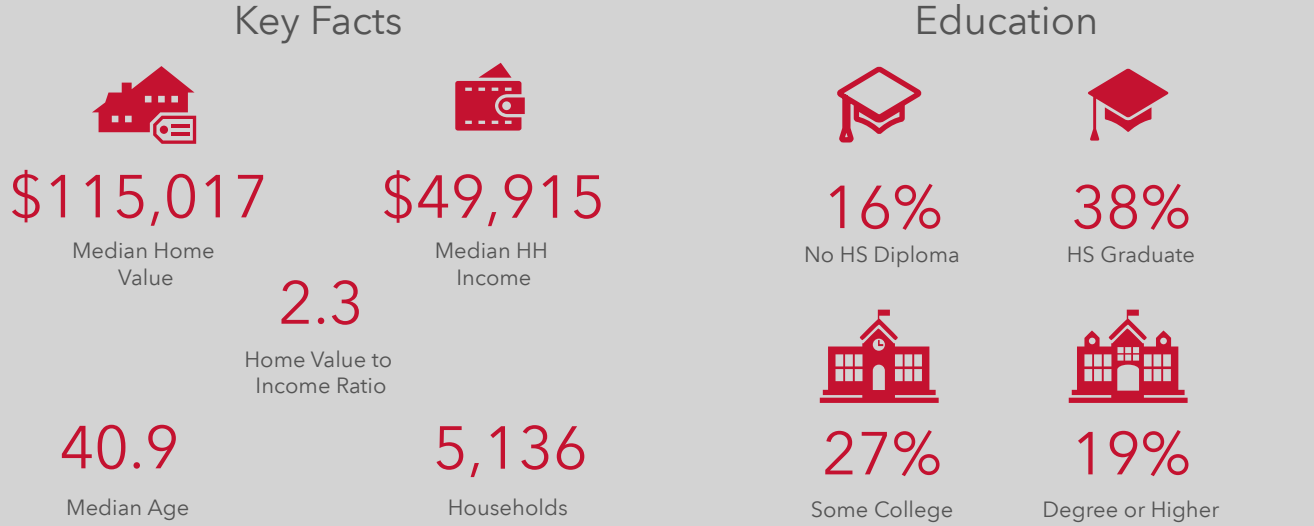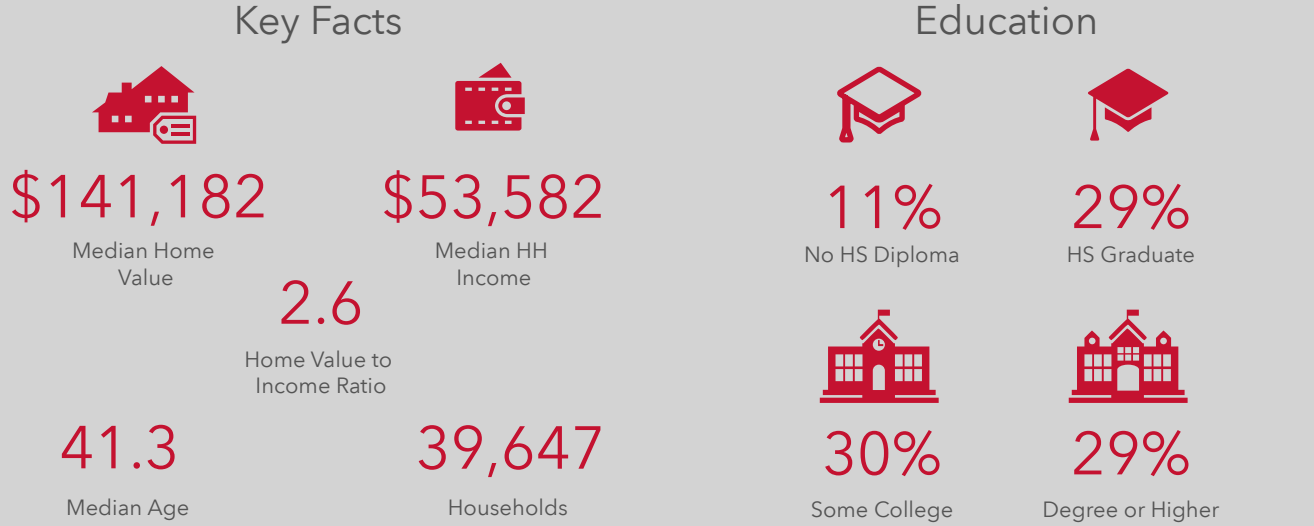|			
12B	**Traditional Living** 2,622 households	**51.1%**	of Households
5D	**Rustbelt Traditions** 1,377 households	**26.8%**	of Households
5E	**Midlife Constants** 690 households	**13.4%**	of Households

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Tapestry LifeMode

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	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	0	0.00%	9.9%	0
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	20,888	52.68%	11.4%	464
Cozy Country Living (L6)	1,404	3.54%	12.0%	30
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	9,492	23.94%	10.9%	220
Senior Styles (L9)	819	2.07%	5.8%	36
Rustic Outposts (L10)	181	0.46%	8.2%	6
Midtown Singles (L11)	3,702	9.34%	6.2%	151
Hometown (L12)	3,140	7.92%	6.1%	129
Next Wave (L13)	20	0.05%	3.9%	1
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$141,182
Median Home Value

$53,582
Median HH Income

2.6
Home Value to Income Ratio

41.3
Median Age

39,647
Households

Education

11%
No HS Diploma

29%
HS Graduate

30%
Some College

29%
Degree or Higher

Age Profile

Dots show comparison to Monroe County

Households By Income

The largest group: $50,000 - $74,999 (23.1%)
The smallest group: $200,000+ (1.8%)

Indicator	Value	Difference	
<$15,000	9.3%	+4.3%	
$15,000 - $24,999	10.5%	+4.3%	
$25,000 - $34,999	9.5%	+0.5%	
$35,000 - $49,999	15.8%	+5.7%	
$50,000 - $74,999	23.1%	+6.3%	
$75,000 - $99,999	13.7%	-0.9%	
$100,000 - $149,999	12.0%	-7.7%	
$150,000 - $199,999	4.3%	-5.5%	
$200,000+	1.8%	-6.9%	

Bars show deviation from Monroe County

Lemay Ferry SC

Tapestry Segments

5C	**Parks and Rec** 8,768 households	**22.1%**	of Households
5E	**Midlife Constants** 6,506 households	**16.4%**	of Households
5D	**Rustbelt Traditions** 4,313 households	**10.9%**	of Households

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TAPESTRY SEGMENTATION

PACE PROPERTIES

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	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	2,360	2.10%	9.9%	21
Upscale Avenues (L2)	536	0.48%	5.7%	8
Uptown Individuals (L3)	339	0.30%	3.8%	8
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	43,915	38.99%	11.4%	344
Cozy Country Living (L6)	2,587	2.30%	12.0%	19
Ethnic Enclaves (L7)	0	0.00%	7.1%	0
Middle Ground (L8)	34,303	30.46%	10.9%	280
Senior Styles (L9)	8,052	7.15%	5.8%	123
Rustic Outposts (L10)	408	0.36%	8.2%	4
Midtown Singles (L11)	14,305	12.70%	6.2%	205
Hometown (L12)	3,796	3.37%	6.1%	55
Next Wave (L13)	1,237	1.10%	3.9%	28
Scholars and Patriots (L14)	793	0.70%	1.6%	44

Key Facts

$166,386
Median Home Value

$54,532
Median HH Income

3.1
Home Value to Income Ratio

40.5
Median Age

112,630
Households

Education

10%
No HS Diploma

26%
HS Graduate

29%
Some College

35%
Degree or Higher

Age Profile

Dots show comparison to **Monroe County**

Households By Income

The largest group: $50,000 - $74,999 (20.2%)
The smallest group: $200,000+ (3.2%)

Indicator	Value	Difference	
<$15,000	10.2%	+5.2%	
$15,000 - $24,999	10.6%	+4.4%	
$25,000 - $34,999	9.4%	+0.4%	
$35,000 - $49,999	14.7%	+4.6%	
$50,000 - $74,999	20.2%	+3.4%	
$75,000 - $99,999	13.3%	-1.3%	
$100,000 - $149,999	13.5%	-6.2%	
$150,000 - $199,999	5.0%	-4.8%	
$200,000+	3.2%	-5.5%	

Bars show deviation from **Monroe County**

Lemay Ferry SC

Tapestry Segments

	Segment	% of Households
8B	**Emerald City** 14,976 households	**13.3%** of Households
5C	**Parks and Rec** 12,985 households	**11.5%** of Households
5A	**Comfortable Empty Nesters** 8,594 households	**7.6%** of Households

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