



Tapestry Segmentation Area Profile

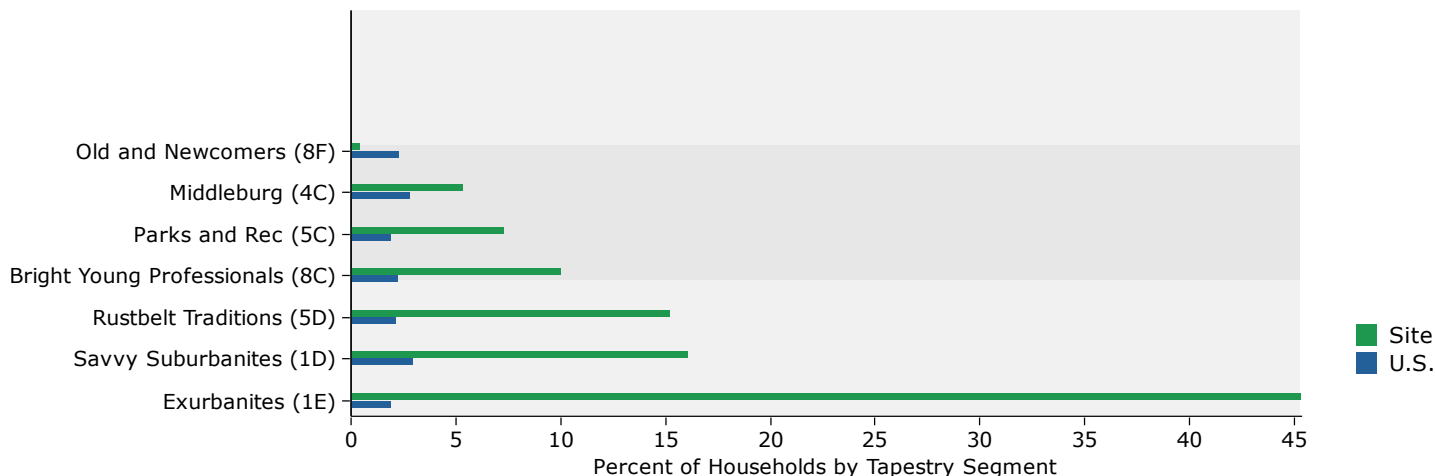
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	45.4%	45.4%	1.9%	1.9%	2334
2	Savvy Suburbanites (1D)	16.1%	61.5%	3.0%	4.9%	542
3	Rustbelt Traditions (5D)	15.3%	76.8%	2.2%	7.1%	696
4	Bright Young Professionals (8C)	10.1%	86.9%	2.2%	9.3%	450
5	Parks and Rec (5C)	7.3%	94.2%	2.0%	11.3%	369
Subtotal		94.2%		11.3%		
6	Middleburg (4C)	5.4%	99.6%	2.9%	14.2%	187
7	Old and Newcomers (8F)	0.5%	100.1%	2.3%	16.5%	21
Subtotal		5.9%		5.2%		
Total		100.0%		16.5%		605

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

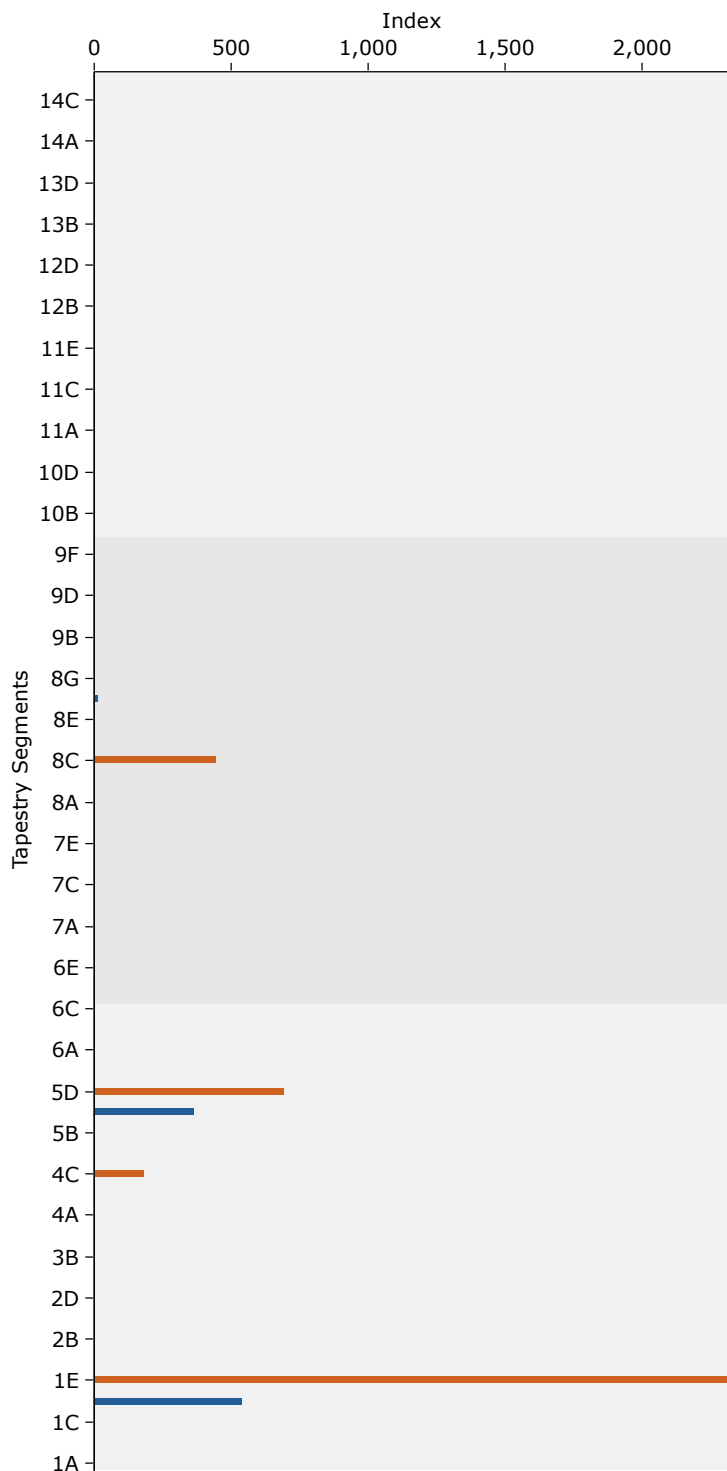


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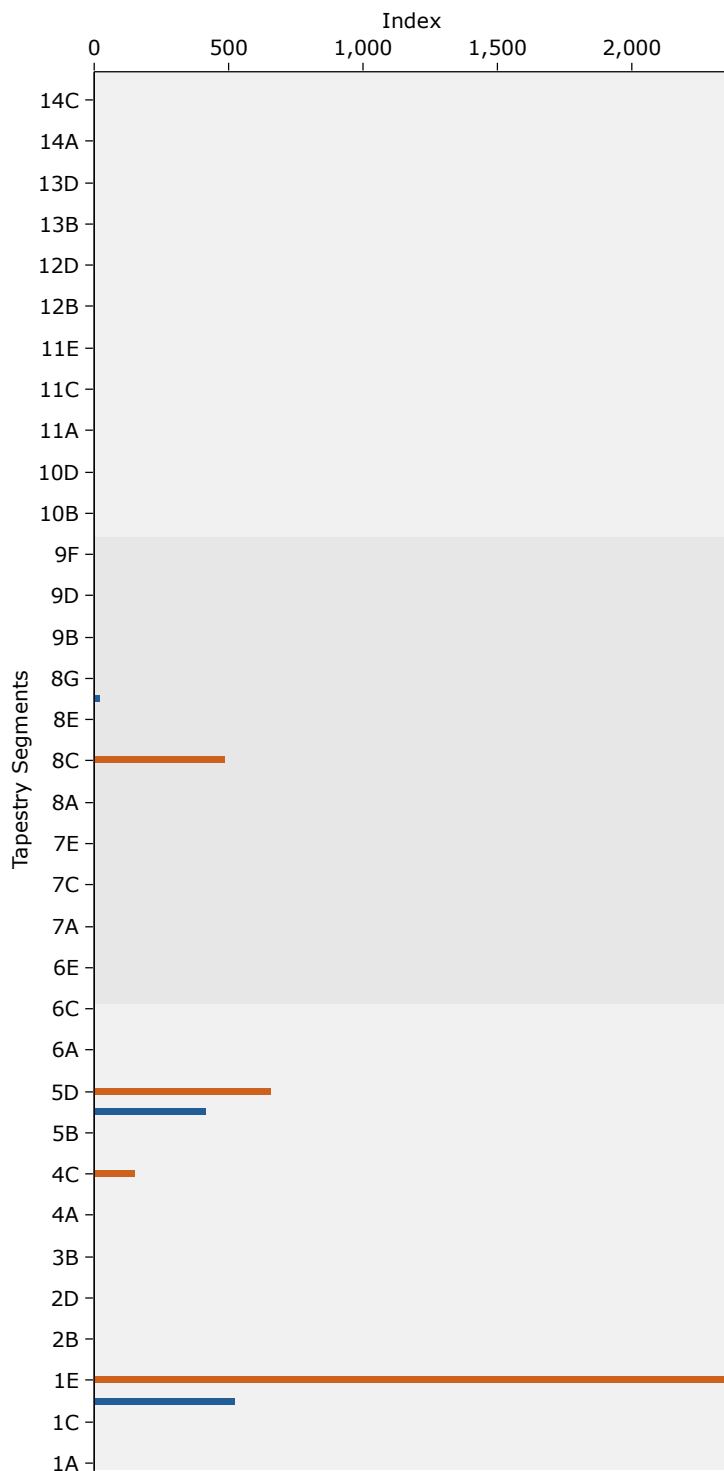
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2018 Tapestry Indexes by Households



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
Total:	3,782	100.0%		7,453	100.0%	
1. Affluent Estates	2,325	61.5%	620	4,715	63.3%	599
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	609	16.1%	542	1,260	16.9%	527
Exurbanites (1E)	1,716	45.4%	2334	3,455	46.4%	2378
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	203	5.4%	72	337	4.5%	58
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	203	5.4%	187	337	4.5%	158
5. GenXurban	854	22.6%	199	1,624	21.8%	200
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	276	7.3%	369	604	8.1%	419
Rustbelt Traditions (5D)	578	15.3%	696	1,020	13.7%	662
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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
Total:	3,782	100.0%		7,453	100.0%	
8. Middle Ground	400	10.6%	97	777	10.4%	103
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)	382	10.1%	450	739	9.9%	490
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	18	0.5%	21	38	0.5%	26
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
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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Tapestry Segmentation Area Profile

Shoppes at Forest Green
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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,782	100.0%		7,453	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	960	25.4%	152	1,759	23.6%	132
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	578	15.3%	696	1,020	13.7%	662
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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)	382	10.1%	450	739	9.9%	490
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
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
3. Metro Cities	18	0.5%	3	38	0.5%	3
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)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	18	0.5%	21	38	0.5%	26
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,782	100.0%		7,453	100.0%	
4. Suburban Periphery	2,601	68.8%	216	5,319	71.4%	219
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	609	16.1%	542	1,260	16.9%	527
Exurbanites (1E)	1,716	45.4%	2,334	3,455	46.4%	2,378
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	276	7.3%	369	604	8.1%	419
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
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
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	203	5.4%	58	337	4.5%	50
Middleburg (4C)	203	5.4%	187	337	4.5%	158
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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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July 11, 2018



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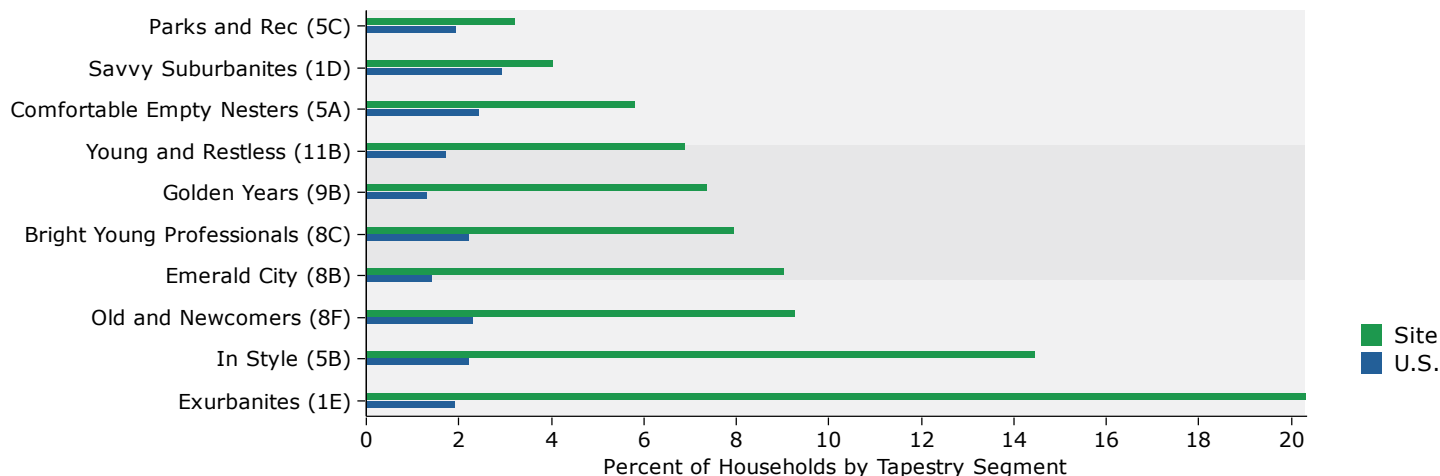
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Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	20.3%	20.3%	1.9%	1.9%	1046
2	In Style (5B)	14.5%	34.8%	2.2%	4.1%	644
3	Old and Newcomers (8F)	9.3%	44.1%	2.3%	6.4%	402
4	Emerald City (8B)	9.1%	53.2%	1.4%	7.8%	635
5	Bright Young Professionals (8C)	8.0%	61.2%	2.2%	10.0%	354
Subtotal		61.2%		10.0%		
6	Golden Years (9B)	7.4%	68.6%	1.3%	11.3%	550
7	Young and Restless (11B)	6.9%	75.5%	1.7%	13.0%	398
8	Comfortable Empty Nesters (5A)	5.8%	81.3%	2.5%	15.5%	238
9	Savvy Suburbanites (1D)	4.1%	85.4%	3.0%	18.5%	137
10	Parks and Rec (5C)	3.2%	88.6%	2.0%	20.5%	164
Subtotal		27.4%		10.5%		
11	Middleburg (4C)	2.5%	91.1%	2.9%	23.4%	89
12	Rustbelt Traditions (5D)	2.3%	93.4%	2.2%	25.6%	103
13	Top Tier (1A)	2.1%	95.5%	1.7%	27.3%	123
14	Metro Renters (3B)	1.8%	97.3%	1.6%	28.9%	112
15	Retirement Communities (9E)	1.4%	98.7%	1.2%	30.1%	117
Subtotal		10.1%		9.6%		
16	Urban Chic (2A)	0.7%	99.4%	1.3%	31.4%	52
17	Midlife Constants (5E)	0.5%	99.9%	2.5%	33.9%	19
18	Boomburbs (1C)	0.1%	100.0%	1.7%	35.6%	5
Subtotal		1.3%		5.5%		
Total		100.0%		35.8%		280

Top Ten Tapestry Segments Site vs. U.S.



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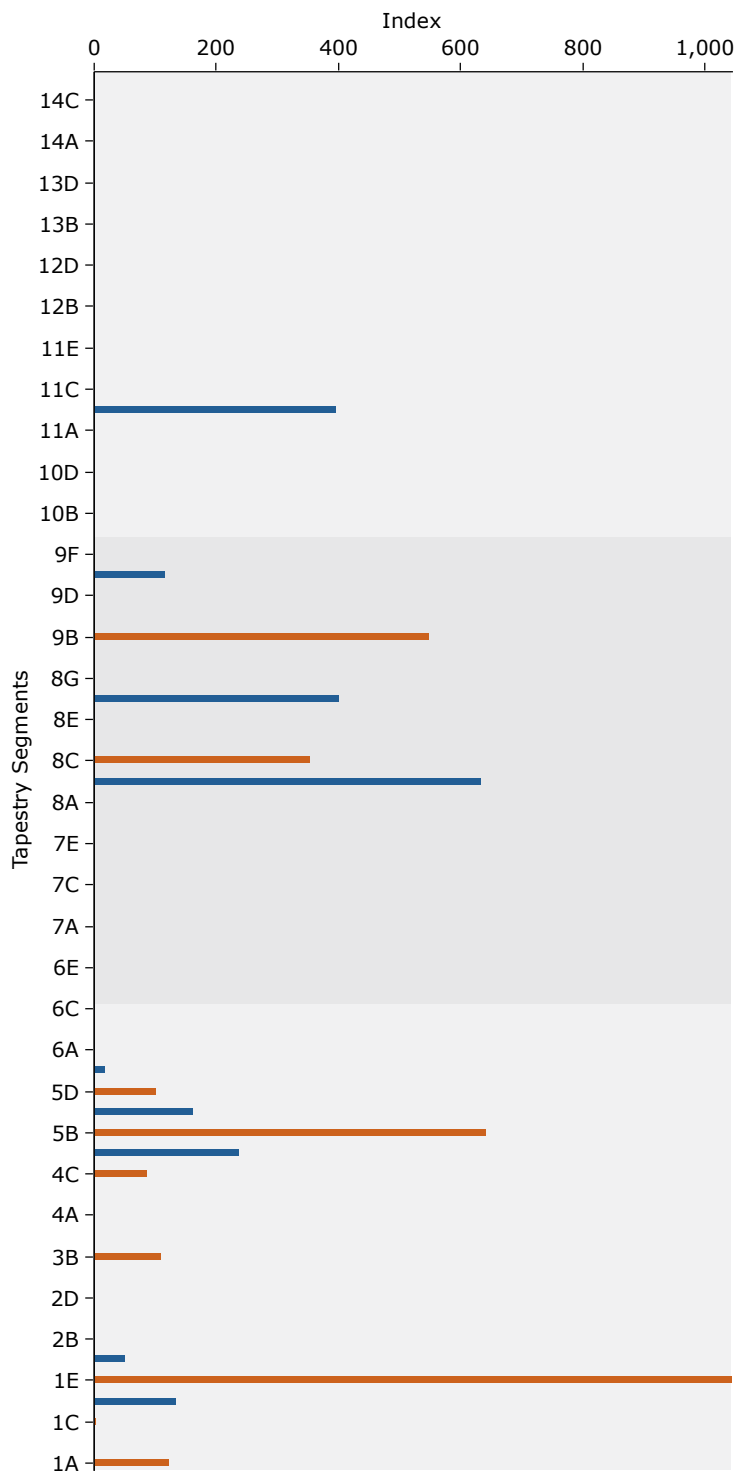


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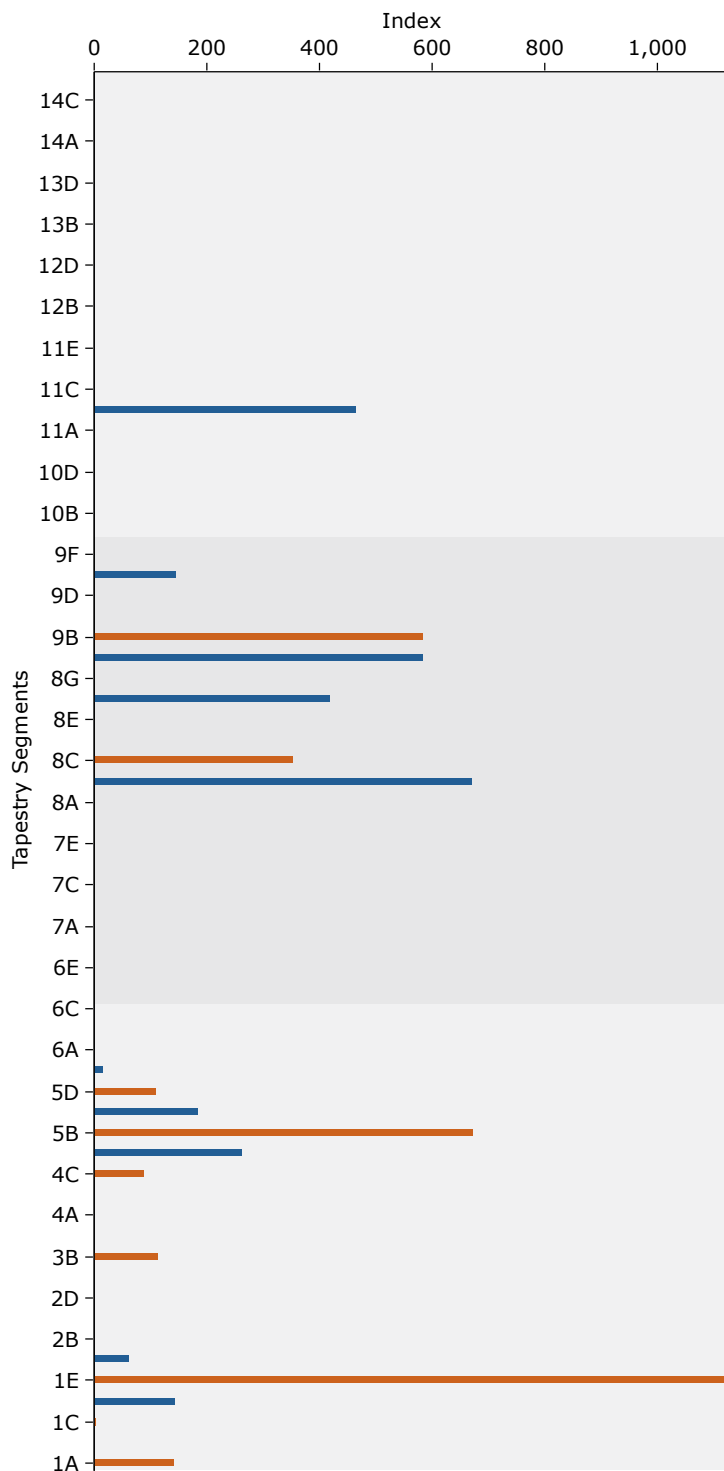
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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	Number	Percent	Index	Number	Percent	Index
Total:	32,204	100.0%		58,571	100.0%	
1. Affluent Estates	8,561	26.6%	268	17,219	29.4%	278
Top Tier (1A)	672	2.1%	123	1,500	2.6%	143
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	25	0.1%	5	33	0.1%	3
Savvy Suburbanites (1D)	1,312	4.1%	137	2,743	4.7%	146
Exurbanites (1E)	6,552	20.3%	1046	12,943	22.1%	1134
2. Upscale Avenues	220	0.7%	12	462	0.8%	13
Urban Chic (2A)	220	0.7%	52	462	0.8%	63
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	594	1.8%	49	875	1.5%	48
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	1.8%	112	875	1.5%	116
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	820	2.5%	34	1,550	2.6%	34
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	820	2.5%	89	1,550	2.6%	92
5. GenXurban	8,465	26.3%	232	15,769	26.9%	247
Comfortable Empty Nesters (5A)	1,879	5.8%	238	3,770	6.4%	263
In Style (5B)	4,662	14.5%	644	8,306	14.2%	676
Parks and Rec (5C)	1,046	3.2%	164	2,108	3.6%	186
Rustbelt Traditions (5D)	727	2.3%	103	1,340	2.3%	111
Midlife Constants (5E)	151	0.5%	19	245	0.4%	18
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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

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



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,204	100.0%		58,571	100.0%	
8. Middle Ground	8,478	26.3%	242	13,933	23.8%	235
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,919	9.1%	635	4,826	8.2%	672
Bright Young Professionals (8C)	2,563	8.0%	354	4,192	7.2%	354
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,996	9.3%	402	4,915	8.4%	421
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	2,835	8.8%	152	4,952	8.5%	169
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,377	7.4%	550	4,082	7.0%	587
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)	458	1.4%	117	870	1.5%	147
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,231	6.9%	112	3,811	6.5%	119
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,231	6.9%	398	3,811	6.5%	467
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
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

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



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,204	100.0%		58,571	100.0%	
1. Principal Urban Center	594	1.8%	26	875	1.5%	22
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	1.8%	112	875	1.5%	116
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	3,290	10.2%	61	5,532	9.4%	53
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	727	2.3%	103	1,340	2.3%	111
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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)	2,563	8.0%	354	4,192	7.2%	354
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
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
3. Metro Cities	13,266	41.2%	226	22,728	38.8%	230
In Style (5B)	4,662	14.5%	644	8,306	14.2%	676
Emerald City (8B)	2,919	9.1%	635	4,826	8.2%	672
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,996	9.3%	402	4,915	8.4%	421
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	458	1.4%	117	870	1.5%	147
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,231	6.9%	398	3,811	6.5%	467
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

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

July 11, 2018



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,204	100.0%		58,571	100.0%	
4. Suburban Periphery	14,234	44.2%	139	27,886	47.6%	146
Top Tier (1A)	672	2.1%	123	1,500	2.6%	143
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	25	0.1%	5	33	0.1%	3
Savvy Suburbanites (1D)	1,312	4.1%	137	2,743	4.7%	146
Exurbanites (1E)	6,552	20.3%	1,046	12,943	22.1%	1,134
Urban Chic (2A)	220	0.7%	52	462	0.8%	63
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,879	5.8%	238	3,770	6.4%	263
Parks and Rec (5C)	1,046	3.2%	164	2,108	3.6%	186
Midlife Constants (5E)	151	0.5%	19	245	0.4%	18
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,377	7.4%	550	4,082	7.0%	587
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	820	2.5%	27	1,550	2.6%	29
Middleburg (4C)	820	2.5%	89	1,550	2.6%	92
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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

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



Tapestry Segmentation Area Profile

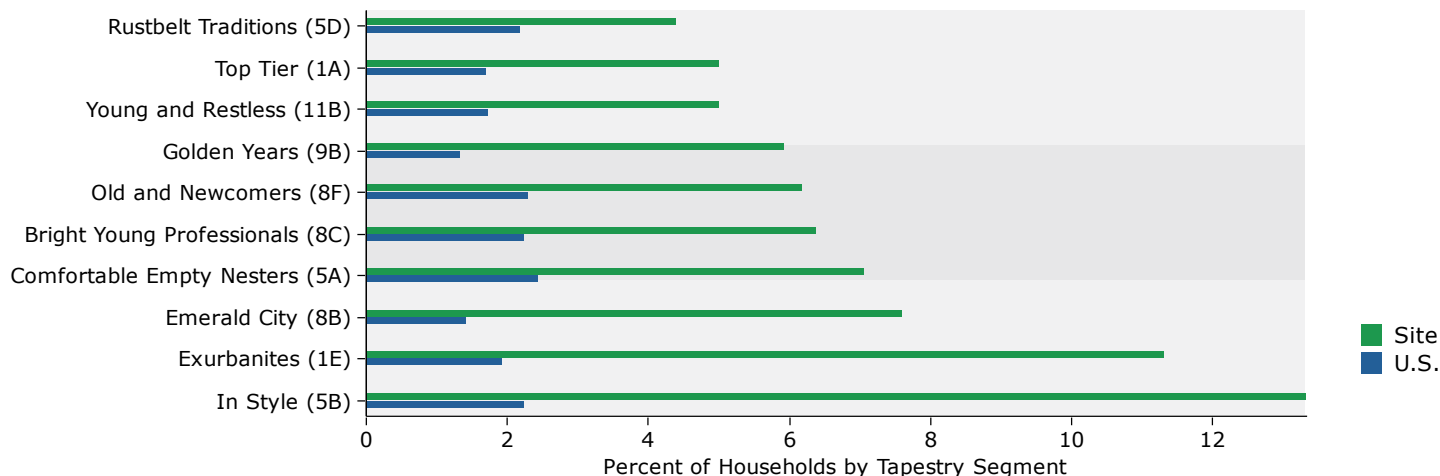
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	13.3%	13.3%	2.2%	2.2%	594
2	Exurbanites (1E)	11.3%	24.6%	1.9%	4.1%	582
3	Emerald City (8B)	7.6%	32.2%	1.4%	5.5%	532
4	Comfortable Empty Nesters (5A)	7.1%	39.3%	2.5%	8.0%	289
5	Bright Young Professionals (8C)	6.4%	45.7%	2.2%	10.2%	285
Subtotal		45.7%		10.2%		
6	Old and Newcomers (8F)	6.2%	51.9%	2.3%	12.5%	268
7	Golden Years (9B)	5.9%	57.8%	1.3%	13.8%	442
8	Young and Restless (11B)	5.0%	62.8%	1.7%	15.5%	288
9	Top Tier (1A)	5.0%	67.8%	1.7%	17.2%	295
10	Rustbelt Traditions (5D)	4.4%	72.2%	2.2%	19.4%	201
Subtotal		26.5%		9.2%		
11	Professional Pride (1B)	3.3%	75.5%	1.6%	21.0%	202
12	Savvy Suburbanites (1D)	3.2%	78.7%	3.0%	24.0%	106
13	Home Improvement (4B)	2.9%	81.6%	1.7%	25.7%	169
14	Boomburbs (1C)	2.7%	84.3%	1.7%	27.4%	161
15	Urban Chic (2A)	2.7%	87.0%	1.3%	28.7%	203
Subtotal		14.8%		9.3%		
16	Retirement Communities (9E)	2.4%	89.4%	1.2%	29.9%	200
17	Midlife Constants (5E)	2.3%	91.7%	2.5%	32.4%	93
18	Up and Coming Families (7A)	1.4%	93.1%	2.4%	34.8%	57
19	Enterprising Professionals (2D)	1.4%	94.5%	1.4%	36.2%	95
20	Parks and Rec (5C)	1.3%	95.8%	2.0%	38.2%	65
Subtotal		8.8%		9.5%		
Total		95.7%		38.4%		249

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

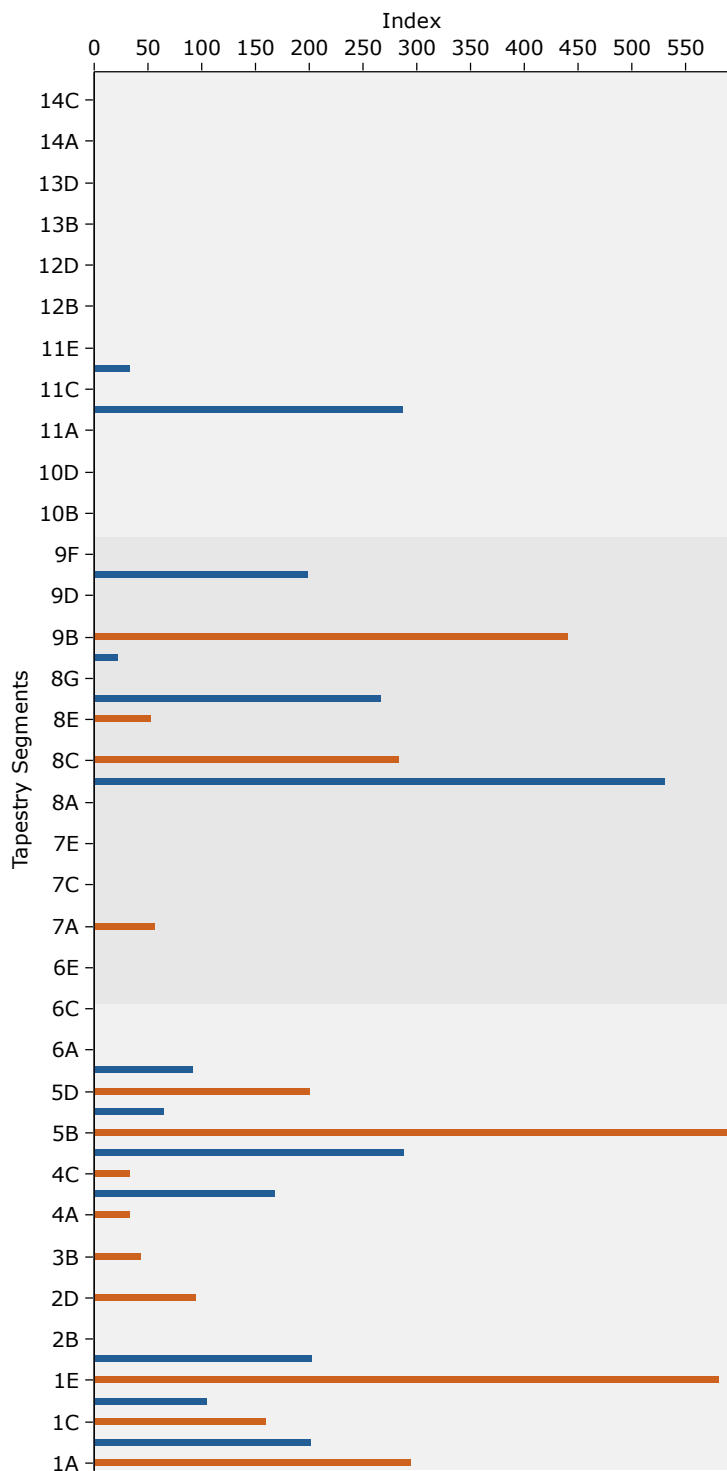


Tapestry Segmentation Area Profile

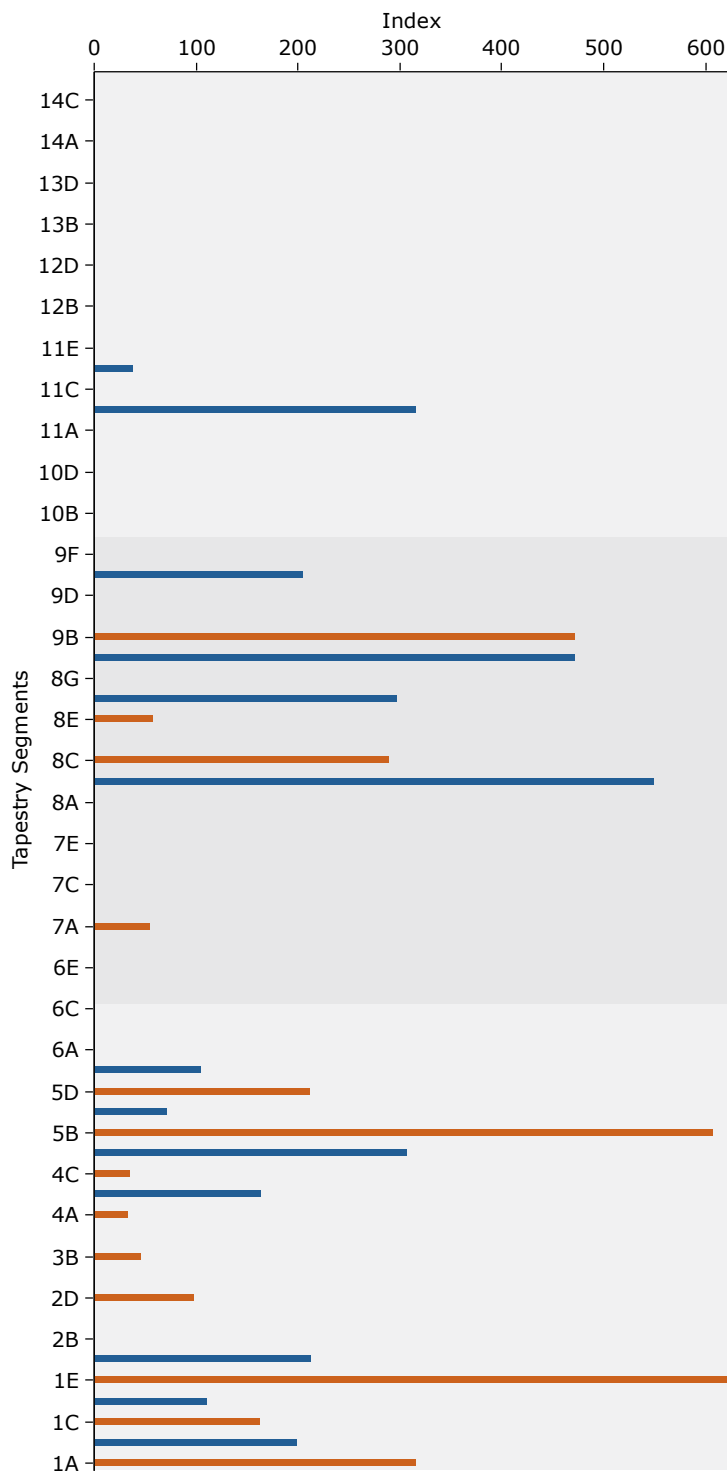
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,117	100.0%		149,173	100.0%	
1. Affluent Estates	20,652	25.5%	257	41,887	28.1%	266
Top Tier (1A)	4,059	5.0%	295	8,503	5.7%	317
Professional Pride (1B)	2,651	3.3%	202	5,410	3.6%	200
Boomburbs (1C)	2,197	2.7%	161	4,364	2.9%	163
Savvy Suburbanites (1D)	2,559	3.2%	106	5,367	3.6%	112
Exurbanites (1E)	9,186	11.3%	582	18,243	12.2%	627
2. Upscale Avenues	3,275	4.0%	71	5,944	4.0%	67
Urban Chic (2A)	2,168	2.7%	203	3,970	2.7%	214
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,107	1.4%	95	1,974	1.3%	99
3. Uptown Individuals	594	0.7%	19	875	0.6%	19
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	0.7%	44	875	0.6%	46
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,978	4.9%	65	7,666	5.1%	66
Soccer Moms (4A)	816	1.0%	35	1,566	1.0%	34
Home Improvement (4B)	2,342	2.9%	169	4,550	3.1%	165
Middleburg (4C)	820	1.0%	35	1,550	1.0%	36
5. GenXurban	23,063	28.4%	251	42,641	28.6%	262
Comfortable Empty Nesters (5A)	5,750	7.1%	289	11,271	7.6%	308
In Style (5B)	10,823	13.3%	594	19,029	12.8%	608
Parks and Rec (5C)	1,046	1.3%	65	2,108	1.4%	73
Rustbelt Traditions (5D)	3,572	4.4%	201	6,540	4.4%	212
Midlife Constants (5E)	1,872	2.3%	93	3,693	2.5%	106
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	1,121	1.4%	20	2,097	1.4%	17
Up and Coming Families (7A)	1,121	1.4%	57	2,097	1.4%	55
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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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Source: Esri



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,117	100.0%		149,173	100.0%	
8. Middle Ground	17,050	21.0%	193	29,008	19.4%	192
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	6,163	7.6%	532	10,058	6.7%	550
Bright Young Professionals (8C)	5,184	6.4%	285	8,752	5.9%	290
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	681	0.8%	53	1,338	0.9%	59
Old and Newcomers (8F)	5,022	6.2%	268	8,860	5.9%	298
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	6,921	8.5%	147	11,774	7.9%	158
Silver & Gold (9A)	141	0.2%	23	306	0.2%	29
Golden Years (9B)	4,814	5.9%	442	8,356	5.6%	472
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)	1,966	2.4%	200	3,112	2.1%	206
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	4,463	5.5%	89	7,281	4.9%	89
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,064	5.0%	288	6,584	4.4%	317
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	399	0.5%	35	697	0.5%	39
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	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
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

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



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,117	100.0%		149,173	100.0%	
1. Principal Urban Center	594	0.7%	10	875	0.6%	9
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	0.7%	44	875	0.6%	46
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	8,756	10.8%	64	15,292	10.3%	58
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,572	4.4%	201	6,540	4.4%	212
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
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)	5,184	6.4%	285	8,752	5.9%	290
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
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
3. Metro Cities	29,118	35.9%	197	49,678	33.3%	197
In Style (5B)	10,823	13.3%	594	19,029	12.8%	608
Emerald City (8B)	6,163	7.6%	532	10,058	6.7%	550
Front Porches (8E)	681	0.8%	53	1,338	0.9%	59
Old and Newcomers (8F)	5,022	6.2%	268	8,860	5.9%	298
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	1,966	2.4%	200	3,112	2.1%	206
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,064	5.0%	288	6,584	4.4%	317
Set to Impress (11D)	399	0.5%	35	697	0.5%	39
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	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

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Source: Esri

July 11, 2018



Tapestry Segmentation Area Profile

Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,117	100.0%		149,173	100.0%	
4. Suburban Periphery	41,829	51.6%	162	81,778	54.8%	168
Top Tier (1A)	4,059	5.0%	295	8,503	5.7%	317
Professional Pride (1B)	2,651	3.3%	202	5,410	3.6%	200
Boomburbs (1C)	2,197	2.7%	161	4,364	2.9%	163
Savvy Suburbanites (1D)	2,559	3.2%	106	5,367	3.6%	112
Exurbanites (1E)	9,186	11.3%	582	18,243	12.2%	627
Urban Chic (2A)	2,168	2.7%	203	3,970	2.7%	214
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,107	1.4%	95	1,974	1.3%	99
Soccer Moms (4A)	816	1.0%	35	1,566	1.0%	34
Home Improvement (4B)	2,342	2.9%	169	4,550	3.1%	165
Comfortable Empty Nesters (5A)	5,750	7.1%	289	11,271	7.6%	308
Parks and Rec (5C)	1,046	1.3%	65	2,108	1.4%	73
Midlife Constants (5E)	1,872	2.3%	93	3,693	2.5%	106
Up and Coming Families (7A)	1,121	1.4%	57	2,097	1.4%	55
Silver & Gold (9A)	141	0.2%	23	306	0.2%	29
Golden Years (9B)	4,814	5.9%	442	8,356	5.6%	472
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	820	1.0%	11	1,550	1.0%	12
Middleburg (4C)	820	1.0%	35	1,550	1.0%	36
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
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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