



Tapestry Segmentation Area Profile

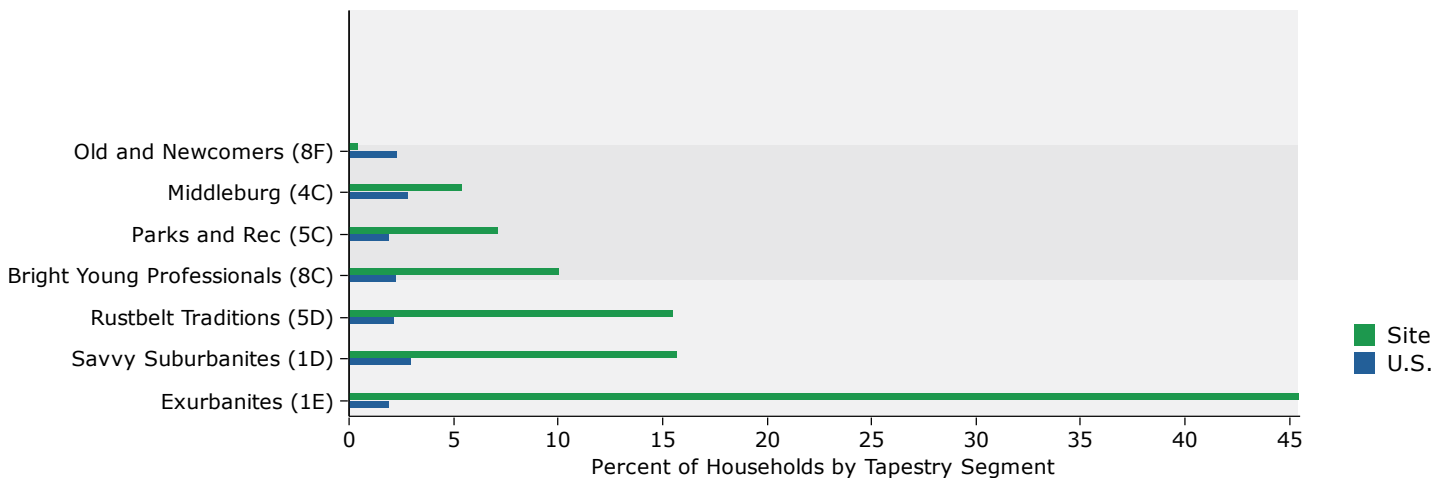
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	45.5%	45.5%	1.9%	1.9%	2342
2	Savvy Suburbanites (1D)	15.7%	61.2%	3.0%	4.9%	530
3	Rustbelt Traditions (5D)	15.6%	76.8%	2.2%	7.1%	711
4	Bright Young Professionals (8C)	10.1%	86.9%	2.2%	9.4%	448
5	Parks and Rec (5C)	7.2%	94.1%	2.0%	11.4%	363
Subtotal		94.1%		11.4%		
6	Middleburg (4C)	5.5%	99.6%	2.9%	14.3%	188
7	Old and Newcomers (8F)	0.5%	100.1%	2.3%	16.6%	21
Subtotal		6.0%		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

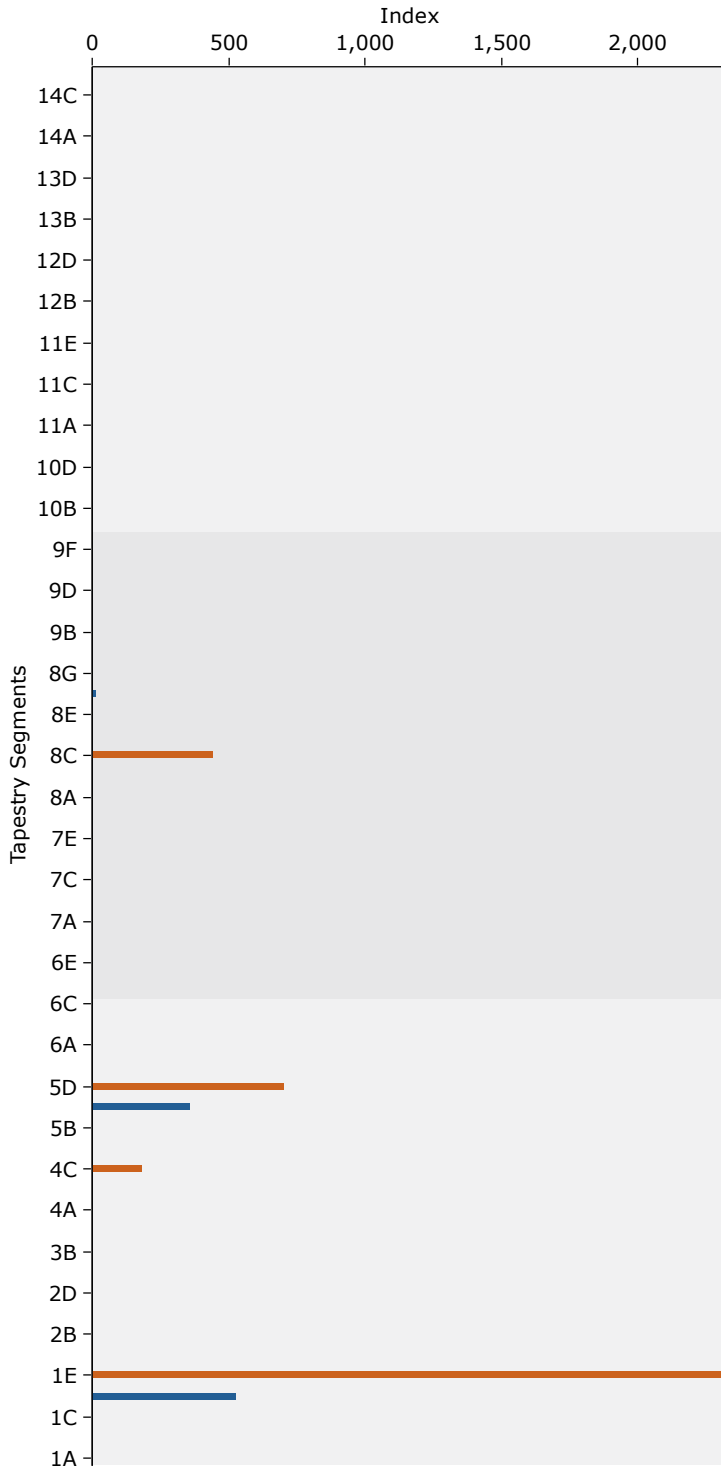


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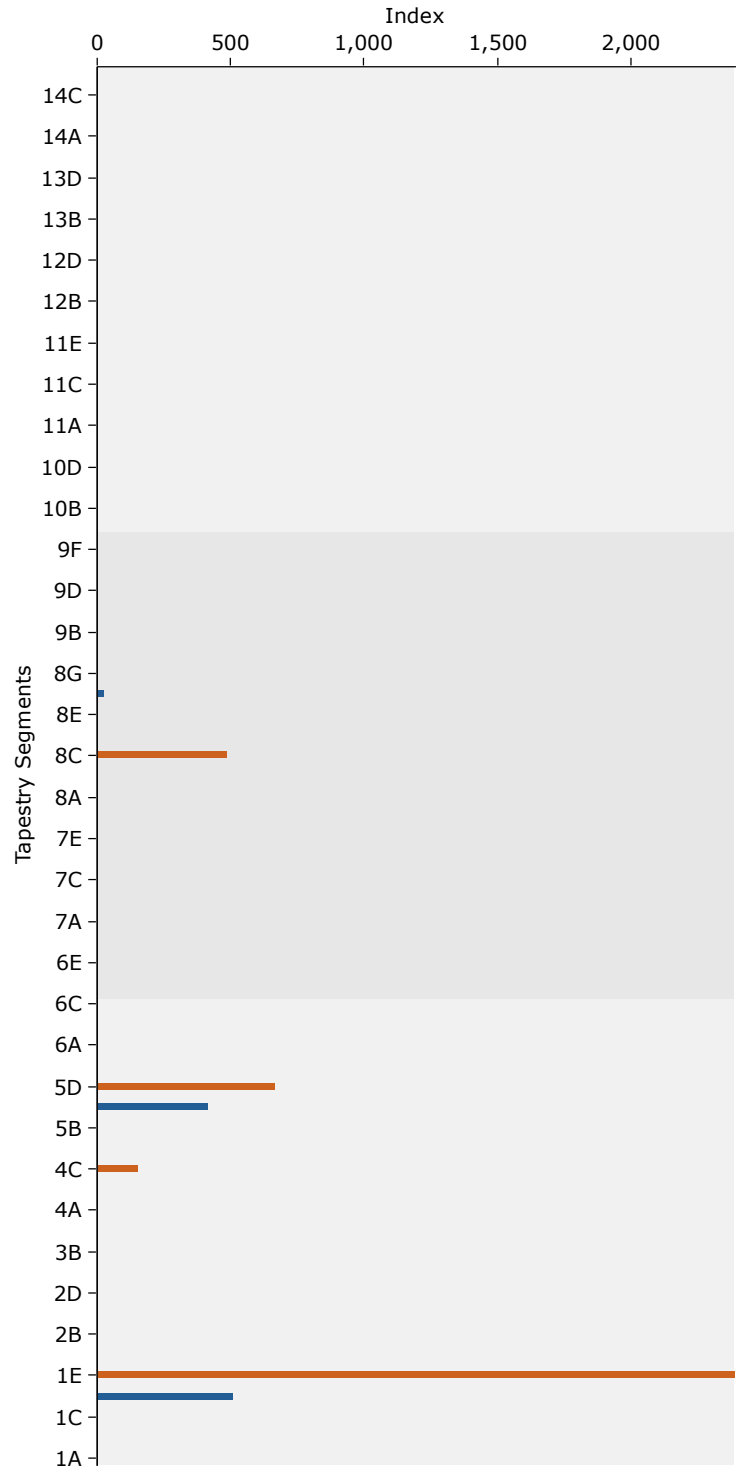
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,759	100.0%		7,399	100.0%	
1. Affluent Estates	2,303	61.3%	615	4,668	63.1%	595
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)	592	15.7%	530	1,220	16.5%	513
Exurbanites (1E)	1,711	45.5%	2342	3,448	46.6%	2394
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	205	5.5%	72	339	4.6%	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)	205	5.5%	188	339	4.6%	158
5. GenXurban	854	22.7%	201	1,623	21.9%	202
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)	269	7.2%	363	596	8.1%	418
Rustbelt Traditions (5D)	585	15.6%	711	1,027	13.9%	674
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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,759	100.0%		7,399	100.0%	
8. Middle Ground	397	10.6%	97	769	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)	379	10.1%	448	730	9.9%	488
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	39	0.5%	27
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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Shoppes at Forest Green
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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,759	100.0%		7,399	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	964	25.6%	154	1,757	23.7%	134
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	585	15.6%	711	1,027	13.9%	674
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)	379	10.1%	448	730	9.9%	488
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	39	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	39	0.5%	27
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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	Number	Percent	Index	Number	Percent	Index
Total:	3,759	100.0%		7,399	100.0%	
4. Suburban Periphery	2,572	68.4%	215	5,264	71.1%	218
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)	592	15.7%	530	1,220	16.5%	513
Exurbanites (1E)	1,711	45.5%	2,342	3,448	46.6%	2,394
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)	269	7.2%	363	596	8.1%	418
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	205	5.5%	58	339	4.6%	51
Middleburg (4C)	205	5.5%	188	339	4.6%	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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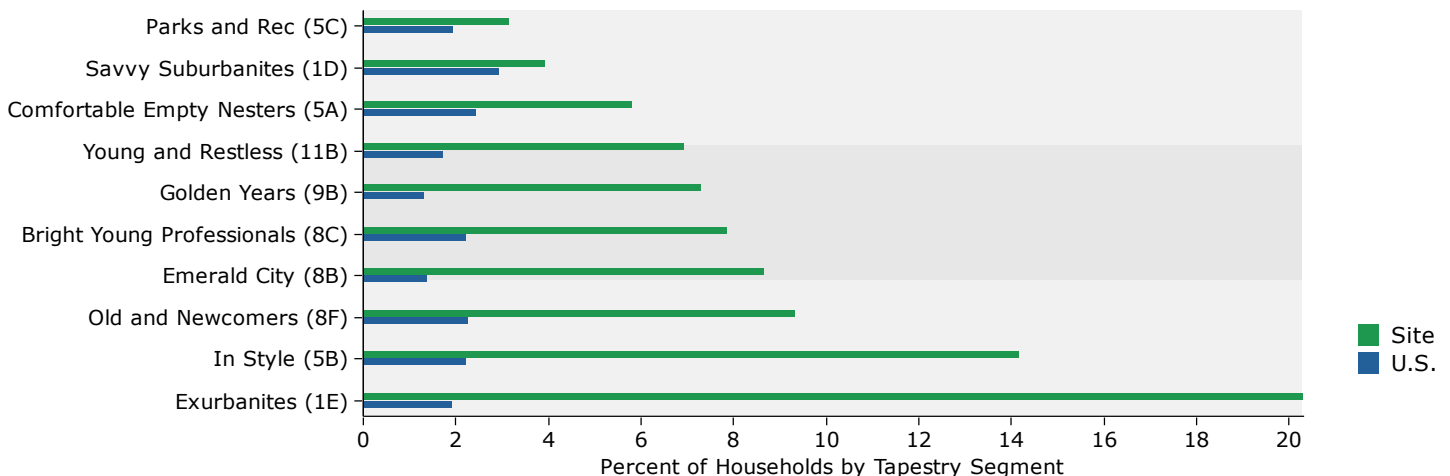
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Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	20.3%	20.3%	1.9%	1.9%	1046
2	In Style (5B)	14.2%	34.5%	2.2%	4.1%	632
3	Old and Newcomers (8F)	9.4%	43.9%	2.3%	6.4%	405
4	Emerald City (8B)	8.7%	52.6%	1.4%	7.8%	610
5	Bright Young Professionals (8C)	7.9%	60.5%	2.2%	10.1%	350
Subtotal		60.5%		10.1%		
6	Golden Years (9B)	7.3%	67.8%	1.3%	11.4%	549
7	Young and Restless (11B)	6.9%	74.7%	1.7%	13.1%	399
8	Comfortable Empty Nesters (5A)	5.8%	80.5%	2.4%	15.5%	238
9	Savvy Suburbanites (1D)	4.0%	84.5%	3.0%	18.5%	133
10	Parks and Rec (5C)	3.2%	87.7%	2.0%	20.5%	162
Subtotal		27.2%		10.4%		
11	Middleburg (4C)	2.5%	90.2%	2.9%	23.4%	88
12	Rustbelt Traditions (5D)	2.3%	92.5%	2.2%	25.6%	103
13	Top Tier (1A)	2.1%	94.6%	1.7%	27.3%	123
14	Retirement Communities (9E)	1.8%	96.4%	1.2%	28.5%	153
15	Metro Renters (3B)	1.8%	98.2%	1.7%	30.2%	109
Subtotal		10.5%		9.7%		
16	Urban Chic (2A)	1.2%	99.4%	1.3%	31.5%	92
17	Midlife Constants (5E)	0.5%	99.9%	2.5%	34.0%	19
18	Boomburbs (1C)	0.1%	100.0%	1.7%	35.7%	5
Subtotal		1.8%		5.5%		
Total		100.0%		35.8%		279

Top Ten Tapestry Segments Site vs. U.S.



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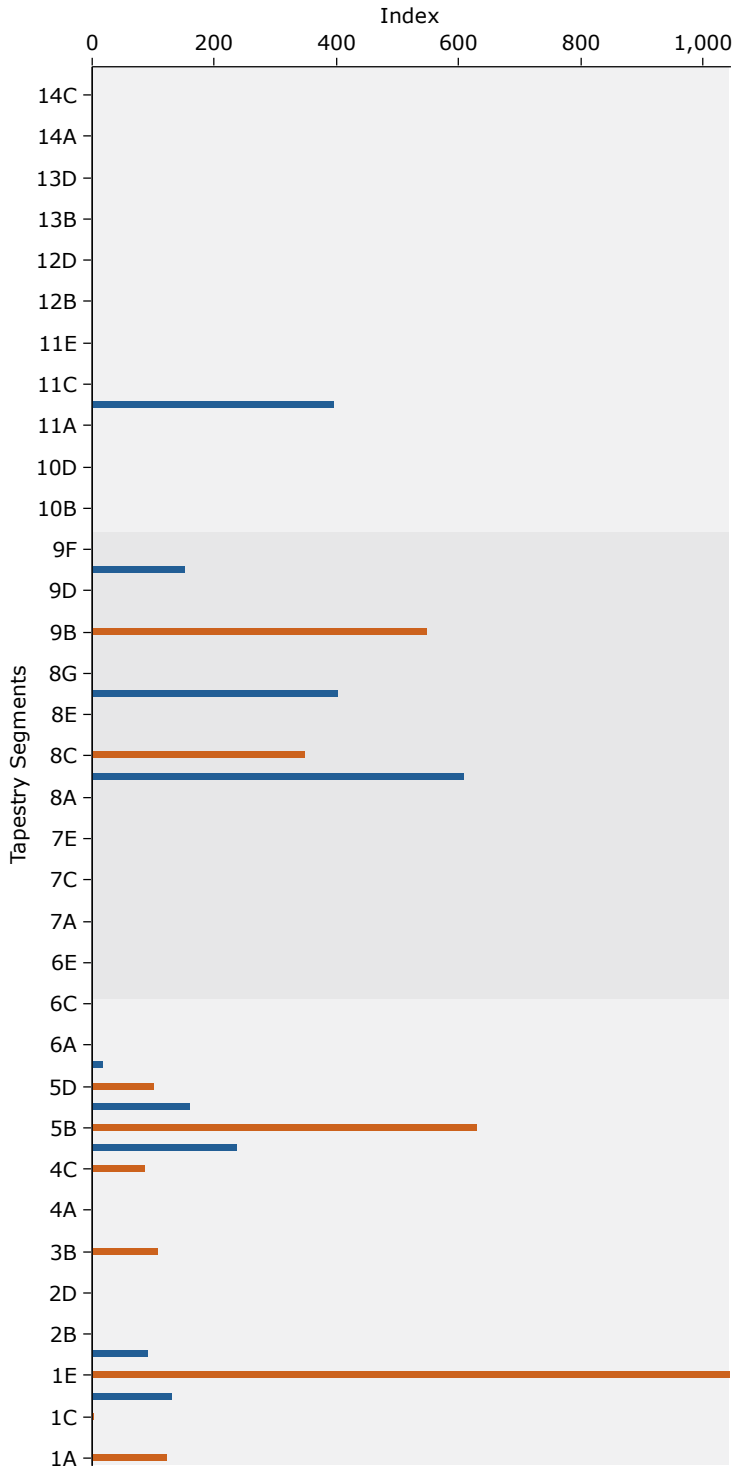


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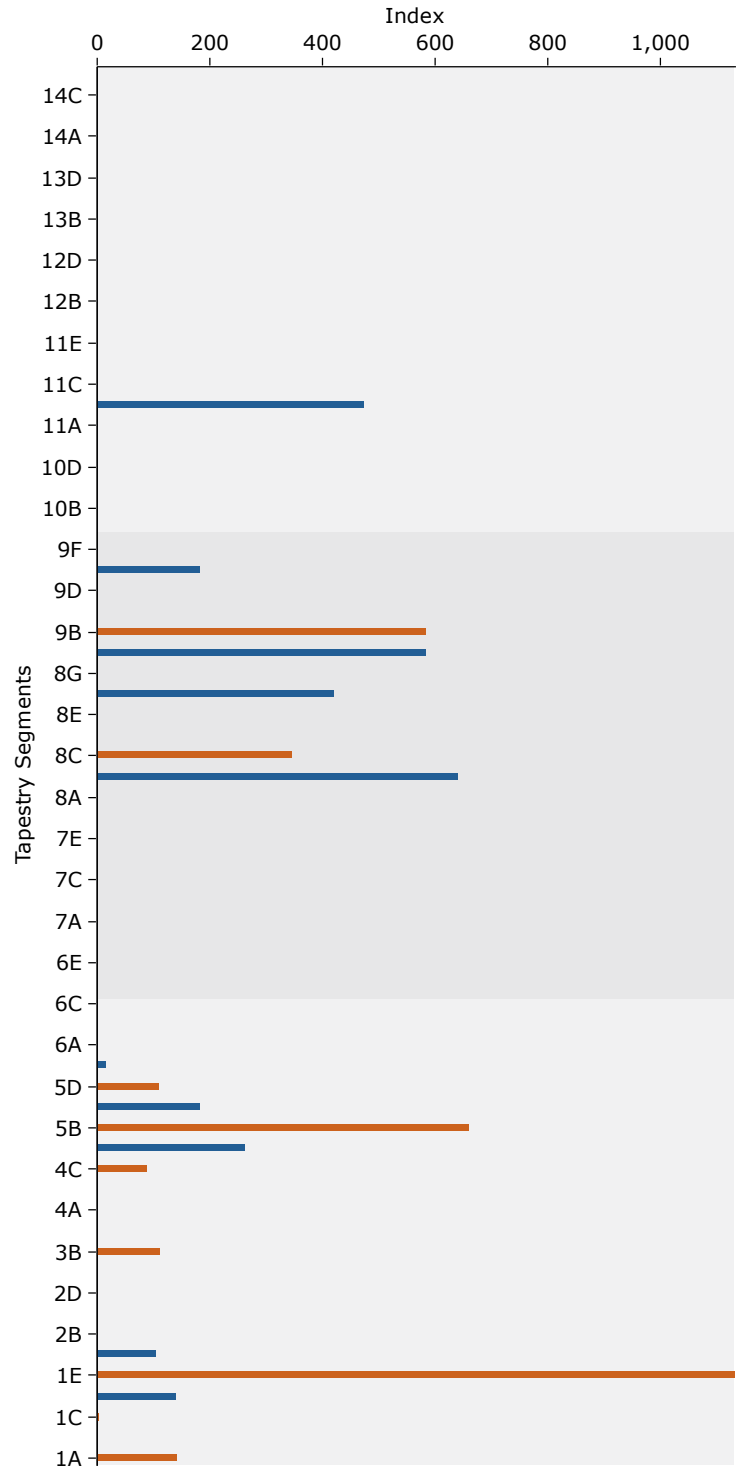
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2019 Tapestry Indexes by Total Population 18+



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Total:	32,554	100.0%		59,135	100.0%	
1. Affluent Estates	8,608	26.4%	266	17,312	29.3%	276
Top Tier (1A)	675	2.1%	123	1,519	2.6%	144
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	26	0.1%	5	34	0.1%	3
Savvy Suburbanites (1D)	1,290	4.0%	133	2,695	4.6%	142
Exurbanites (1E)	6,617	20.3%	1046	13,064	22.1%	1135
2. Upscale Avenues	394	1.2%	22	781	1.3%	22
Urban Chic (2A)	394	1.2%	92	781	1.3%	107
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%	48	871	1.5%	47
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	1.8%	109	871	1.5%	114
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	829	2.5%	34	1,571	2.7%	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)	829	2.5%	88	1,571	2.7%	92
5. GenXurban	8,446	25.9%	229	15,707	26.6%	244
Comfortable Empty Nesters (5A)	1,898	5.8%	238	3,816	6.5%	263
In Style (5B)	4,621	14.2%	632	8,199	13.9%	662
Parks and Rec (5C)	1,039	3.2%	162	2,095	3.5%	184
Rustbelt Traditions (5D)	736	2.3%	103	1,349	2.3%	111
Midlife Constants (5E)	152	0.5%	19	248	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

December 31, 2019



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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,554	100.0%		59,135	100.0%	
8. Middle Ground	8,435	25.9%	239	13,797	23.3%	231
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	2,829	8.7%	610	4,641	7.8%	643
Bright Young Professionals (8C)	2,562	7.9%	350	4,171	7.1%	349
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)	3,044	9.4%	405	4,985	8.4%	424
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	2,991	9.2%	159	5,192	8.8%	175
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	2,390	7.3%	549	4,094	6.9%	586
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)	601	1.8%	153	1,098	1.9%	184
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	2,257	6.9%	112	3,904	6.6%	121
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,257	6.9%	399	3,904	6.6%	476
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

December 31, 2019



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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,554	100.0%		59,135	100.0%	
1. Principal Urban Center	594	1.8%	26	871	1.5%	22
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	1.8%	109	871	1.5%	114
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	3,298	10.1%	61	5,520	9.3%	53
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	736	2.3%	103	1,349	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)	2,562	7.9%	350	4,171	7.1%	349
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	13,352	41.0%	226	22,827	38.6%	230
In Style (5B)	4,621	14.2%	632	8,199	13.9%	662
Emerald City (8B)	2,829	8.7%	610	4,641	7.8%	643
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	3,044	9.4%	405	4,985	8.4%	424
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	601	1.8%	153	1,098	1.9%	184
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,257	6.9%	399	3,904	6.6%	476
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

December 31, 2019



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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	32,554	100.0%		59,135	100.0%	
4. Suburban Periphery	14,481	44.5%	139	28,346	47.9%	147
Top Tier (1A)	675	2.1%	123	1,519	2.6%	144
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	26	0.1%	5	34	0.1%	3
Savvy Suburbanites (1D)	1,290	4.0%	133	2,695	4.6%	142
Exurbanites (1E)	6,617	20.3%	1,046	13,064	22.1%	1,135
Urban Chic (2A)	394	1.2%	92	781	1.3%	107
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)	1,898	5.8%	238	3,816	6.5%	263
Parks and Rec (5C)	1,039	3.2%	162	2,095	3.5%	184
Midlife Constants (5E)	152	0.5%	19	248	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)	2,390	7.3%	549	4,094	6.9%	586
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	829	2.5%	27	1,571	2.7%	29
Middleburg (4C)	829	2.5%	88	1,571	2.7%	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

December 31, 2019



Tapestry Segmentation Area Profile

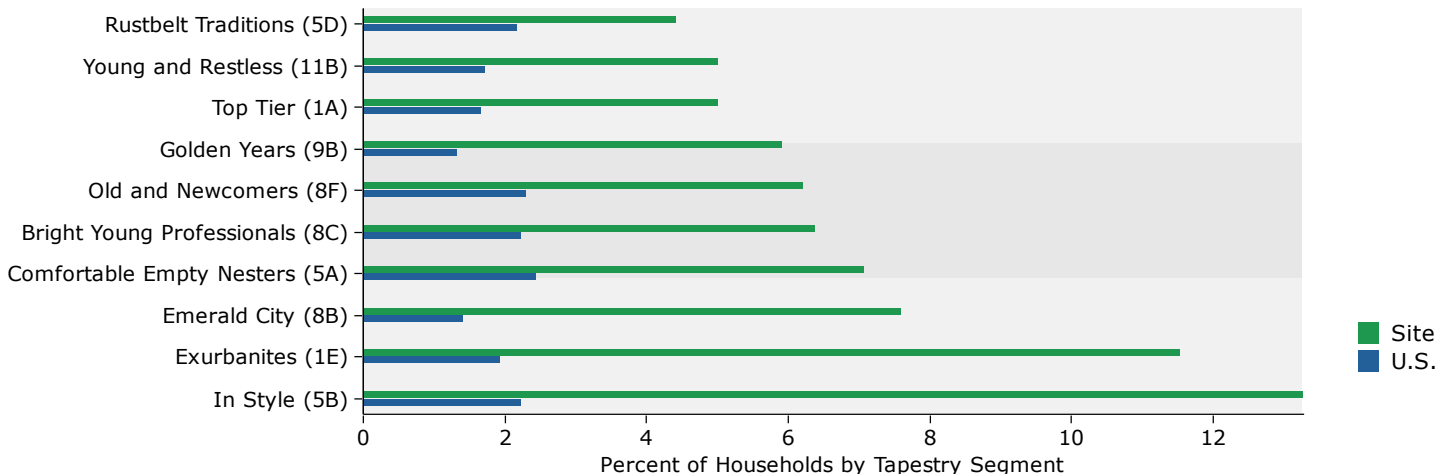
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	13.3%	13.3%	2.2%	2.2%	591
2	Exurbanites (1E)	11.5%	24.8%	1.9%	4.1%	594
3	Emerald City (8B)	7.6%	32.4%	1.4%	5.5%	534
4	Comfortable Empty Nesters (5A)	7.1%	39.5%	2.5%	7.9%	289
5	Bright Young Professionals (8C)	6.4%	45.9%	2.2%	10.2%	284
Subtotal		45.9%		10.2%		
6	Old and Newcomers (8F)	6.2%	52.1%	2.3%	12.5%	270
7	Golden Years (9B)	5.9%	58.0%	1.3%	13.8%	443
8	Top Tier (1A)	5.0%	63.0%	1.7%	15.5%	298
9	Young and Restless (11B)	5.0%	68.0%	1.7%	17.2%	289
10	Rustbelt Traditions (5D)	4.4%	72.4%	2.2%	19.4%	202
Subtotal		26.5%		9.2%		
11	Savvy Suburbanites (1D)	3.1%	75.5%	3.0%	22.4%	105
12	Professional Pride (1B)	2.9%	78.4%	1.6%	24.0%	180
13	Home Improvement (4B)	2.9%	81.3%	1.7%	25.7%	168
14	Boomburbs (1C)	2.7%	84.0%	1.7%	27.4%	156
15	Urban Chic (2A)	2.7%	86.7%	1.3%	28.7%	204
Subtotal		14.3%		9.3%		
16	Retirement Communities (9E)	2.6%	89.3%	1.2%	29.9%	214
17	Midlife Constants (5E)	2.3%	91.6%	2.5%	32.4%	93
18	Up and Coming Families (7A)	1.4%	93.0%	2.5%	34.9%	56
19	Enterprising Professionals (2D)	1.4%	94.4%	1.4%	36.3%	96
20	Parks and Rec (5C)	1.3%	95.7%	2.0%	38.3%	65
Subtotal		9.0%		9.6%		
Total		95.7%		38.5%		249

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

December 31, 2019

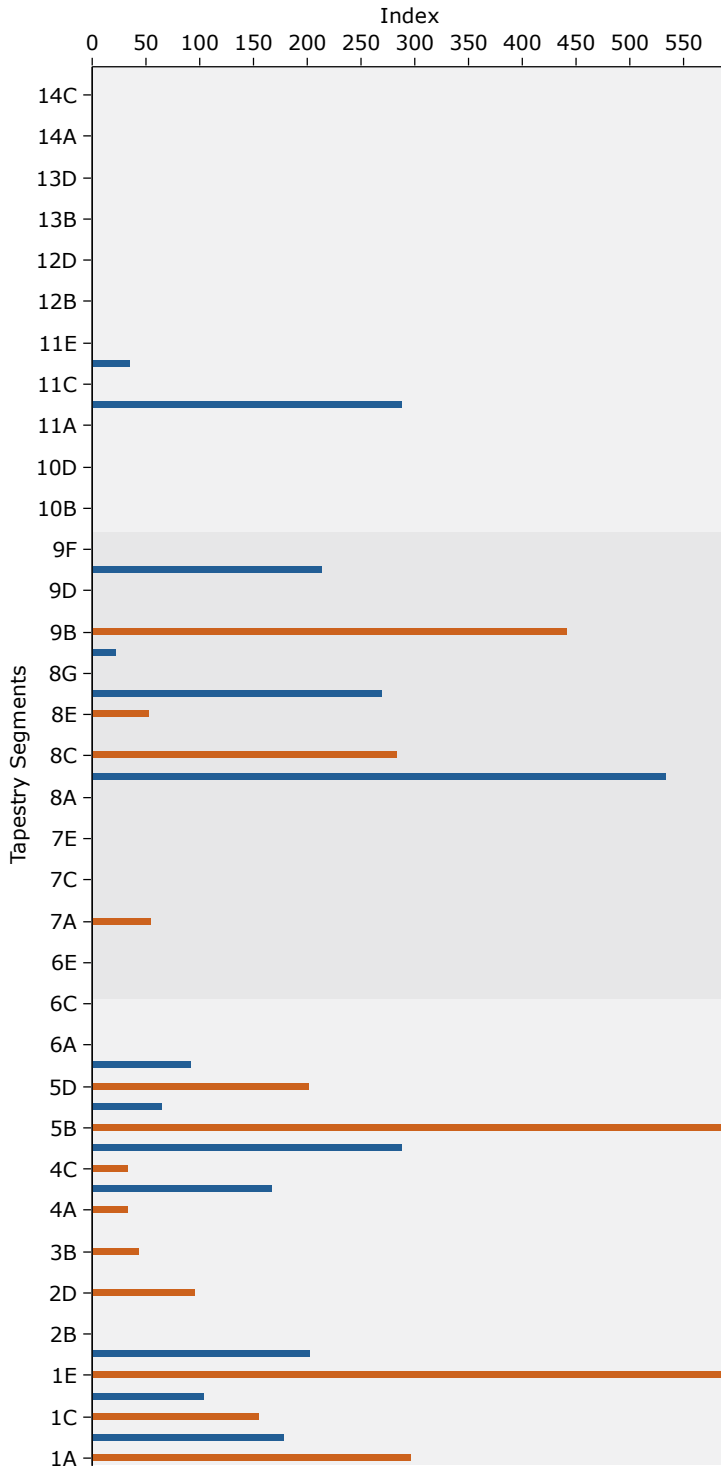


Tapestry Segmentation Area Profile

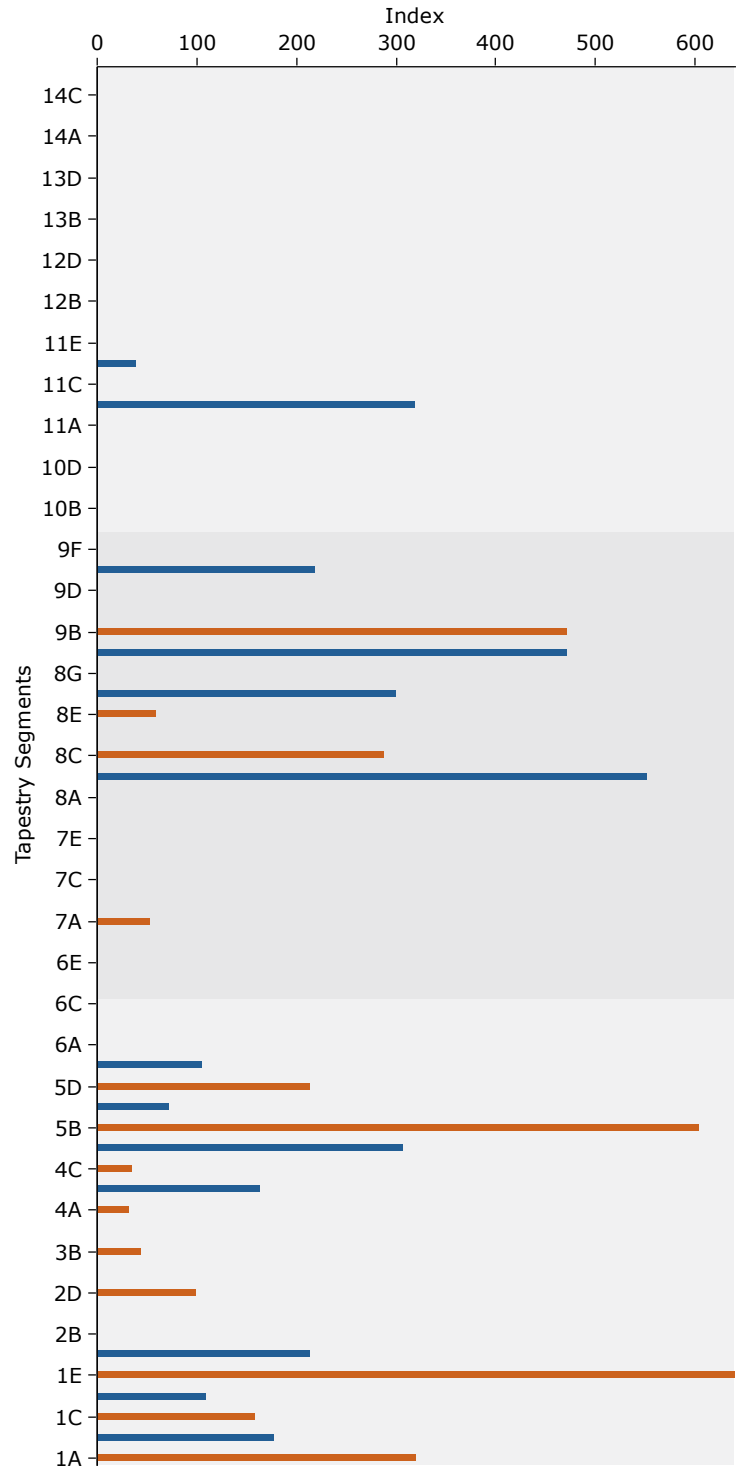
Shoppes at Forest Green
10023 Forest Green Blvd, Louisville, Kentucky, 40223
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.26339
Longitude: -85.57101

2019 Tapestry Indexes by Households



2019 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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,525	100.0%		149,907	100.0%	
1. Affluent Estates	20,639	25.3%	254	41,920	28.0%	264
Top Tier (1A)	4,101	5.0%	298	8,616	5.7%	321
Professional Pride (1B)	2,389	2.9%	180	4,902	3.3%	179
Boomburbs (1C)	2,201	2.7%	156	4,385	2.9%	159
Savvy Suburbanites (1D)	2,534	3.1%	105	5,316	3.5%	110
Exurbanites (1E)	9,414	11.5%	594	18,701	12.5%	641
2. Upscale Avenues	3,296	4.0%	72	5,978	4.0%	68
Urban Chic (2A)	2,177	2.7%	204	3,982	2.7%	215
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,119	1.4%	96	1,996	1.3%	100
3. Uptown Individuals	594	0.7%	19	871	0.6%	19
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	0.7%	44	871	0.6%	45
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,983	4.9%	65	7,689	5.1%	65
Soccer Moms (4A)	811	1.0%	34	1,559	1.0%	33
Home Improvement (4B)	2,343	2.9%	168	4,559	3.0%	165
Middleburg (4C)	829	1.0%	35	1,571	1.0%	36
5. GenXurban	23,130	28.4%	250	42,747	28.5%	262
Comfortable Empty Nesters (5A)	5,773	7.1%	289	11,317	7.5%	308
In Style (5B)	10,830	13.3%	591	19,000	12.7%	605
Parks and Rec (5C)	1,039	1.3%	65	2,095	1.4%	73
Rustbelt Traditions (5D)	3,608	4.4%	202	6,600	4.4%	214
Midlife Constants (5E)	1,880	2.3%	93	3,735	2.5%	107
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	1,138	1.4%	20	2,129	1.4%	17
Up and Coming Families (7A)	1,138	1.4%	56	2,129	1.4%	54
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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December 31, 2019



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,525	100.0%		149,907	100.0%	
8. Middle Ground	17,168	21.1%	194	29,200	19.5%	193
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	6,201	7.6%	534	10,107	6.7%	553
Bright Young Professionals (8C)	5,213	6.4%	284	8,771	5.9%	289
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	686	0.8%	53	1,352	0.9%	60
Old and Newcomers (8F)	5,068	6.2%	270	8,970	6.0%	301
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	7,083	8.7%	150	12,008	8.0%	160
Silver & Gold (9A)	146	0.2%	23	316	0.2%	30
Golden Years (9B)	4,830	5.9%	443	8,366	5.6%	473
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)	2,107	2.6%	214	3,326	2.2%	220
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	4,494	5.5%	89	7,365	4.9%	90
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,093	5.0%	289	6,665	4.4%	320
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	401	0.5%	36	700	0.5%	40
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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Source: Esri

December 31, 2019



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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,525	100.0%		149,907	100.0%	
1. Principal Urban Center	594	0.7%	10	871	0.6%	9
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	594	0.7%	44	871	0.6%	45
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	8,821	10.8%	65	15,371	10.3%	58
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	3,608	4.4%	202	6,600	4.4%	214
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)	5,213	6.4%	284	8,771	5.9%	289
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	29,386	36.0%	199	50,120	33.4%	199
In Style (5B)	10,830	13.3%	591	19,000	12.7%	605
Emerald City (8B)	6,201	7.6%	534	10,107	6.7%	553
Front Porches (8E)	686	0.8%	53	1,352	0.9%	60
Old and Newcomers (8F)	5,068	6.2%	270	8,970	6.0%	301
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,107	2.6%	214	3,326	2.2%	220
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	4,093	5.0%	289	6,665	4.4%	320
Set to Impress (11D)	401	0.5%	36	700	0.5%	40
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	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,525	100.0%		149,907	100.0%	
4. Suburban Periphery	41,895	51.4%	161	81,974	54.7%	167
Top Tier (1A)	4,101	5.0%	298	8,616	5.7%	321
Professional Pride (1B)	2,389	2.9%	180	4,902	3.3%	179
Boomburbs (1C)	2,201	2.7%	156	4,385	2.9%	159
Savvy Suburbanites (1D)	2,534	3.1%	105	5,316	3.5%	110
Exurbanites (1E)	9,414	11.5%	594	18,701	12.5%	641
Urban Chic (2A)	2,177	2.7%	204	3,982	2.7%	215
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,119	1.4%	96	1,996	1.3%	100
Soccer Moms (4A)	811	1.0%	34	1,559	1.0%	33
Home Improvement (4B)	2,343	2.9%	168	4,559	3.0%	165
Comfortable Empty Nesters (5A)	5,773	7.1%	289	11,317	7.5%	308
Parks and Rec (5C)	1,039	1.3%	65	2,095	1.4%	73
Midlife Constants (5E)	1,880	2.3%	93	3,735	2.5%	107
Up and Coming Families (7A)	1,138	1.4%	56	2,129	1.4%	54
Silver & Gold (9A)	146	0.2%	23	316	0.2%	30
Golden Years (9B)	4,830	5.9%	443	8,366	5.6%	473
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	829	1.0%	11	1,571	1.0%	12
Middleburg (4C)	829	1.0%	35	1,571	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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