

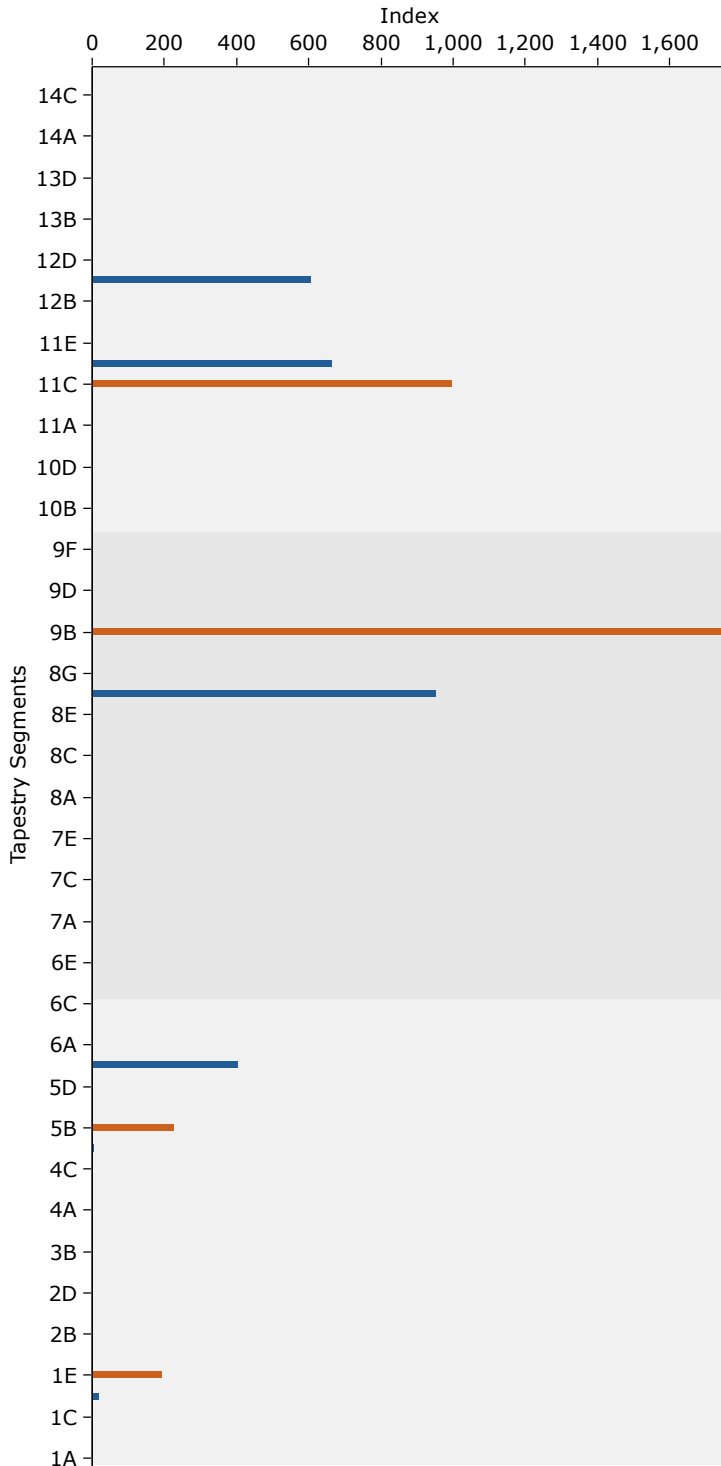


Tapestry Segmentation Area Profile

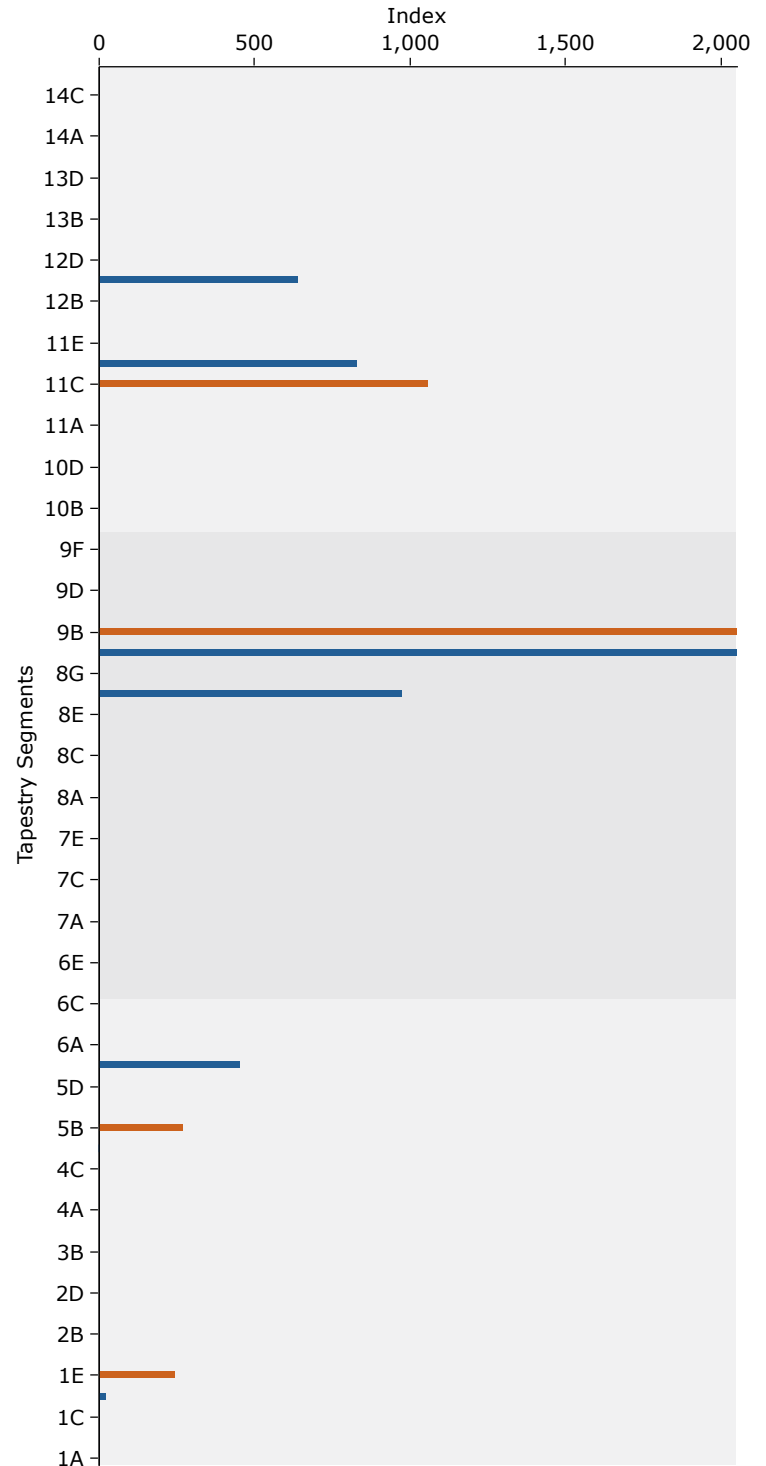
4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

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

4208 Bishop Lane, Louisville, KY, 40218
 Oriental Garden
 Ring: 1 mile radius

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 Latitude: 38.20047
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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,503	100.0%		7,705	100.0%	
1. Affluent Estates	199	4.4%	44	428	5.6%	52
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)	29	0.6%	22	56	0.7%	23
Exurbanites (1E)	170	3.8%	194	372	4.8%	248
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	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
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	691	15.3%	135	1,263	16.4%	151
Comfortable Empty Nesters (5A)	4	0.1%	4	4	0.1%	2
In Style (5B)	233	5.2%	230	439	5.7%	272
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	454	10.1%	408	820	10.6%	455
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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December 31, 2019



Tapestry Segmentation Area Profile

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,503	100.0%		7,705	100.0%	
8. Middle Ground	992	22.0%	203	1,495	19.4%	192
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)	0	0.0%	0	0	0.0%	0
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)	992	22.0%	955	1,495	19.4%	977
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,066	23.7%	409	1,869	24.3%	485
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,066	23.7%	1,770	1,869	24.3%	2,054
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	1,048	23.3%	378	1,824	23.7%	435
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)	633	14.1%	1,000	1,068	13.9%	1,064
Set to Impress (11D)	415	9.2%	667	756	9.8%	832
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	507	11.3%	185	826	10.7%	186
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)	507	11.3%	610	826	10.7%	644
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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December 31, 2019



Tapestry Segmentation Area Profile

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
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Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,503	100.0%		7,705	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	633	14.1%	84	1,068	13.9%	78
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	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
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)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	633	14.1%	1,000	1,068	13.9%	1,064
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	1,640	36.4%	201	2,690	34.9%	208
In Style (5B)	233	5.2%	230	439	5.7%	272
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)	992	22.0%	955	1,495	19.4%	977
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)	415	9.2%	667	756	9.8%	832
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:	4,503	100.0%		7,705	100.0%	
4. Suburban Periphery	1,723	38.3%	120	3,121	40.5%	124
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)	29	0.6%	22	56	0.7%	23
Exurbanites (1E)	170	3.8%	194	372	4.8%	248
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)	4	0.1%	4	4	0.1%	2
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	454	10.1%	408	820	10.6%	455
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)	1,066	23.7%	1,770	1,869	24.3%	2,054
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	507	11.3%	120	826	10.7%	119
Middleburg (4C)	0	0.0%	0	0	0.0%	0
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)	507	11.3%	610	826	10.7%	644
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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Tapestry Segmentation Area Profile

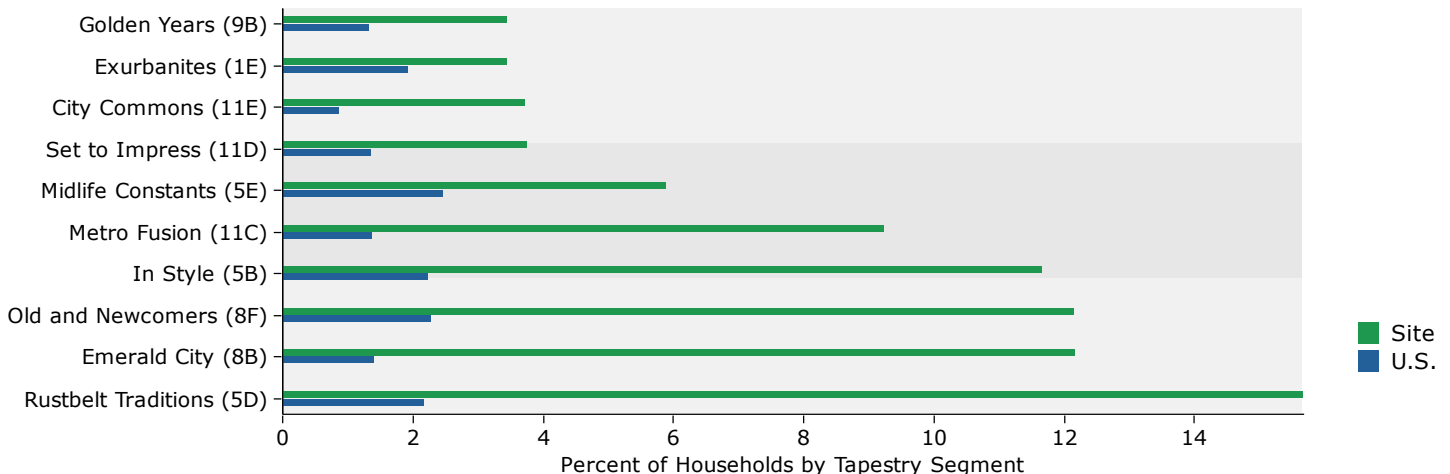
4208 Bishop Lane, Louisville, KY, 40218
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	15.7%	15.7%	2.2%	2.2%	717
2	Emerald City (8B)	12.2%	27.9%	1.4%	3.6%	856
3	Old and Newcomers (8F)	12.2%	40.1%	2.3%	5.9%	527
4	In Style (5B)	11.7%	51.8%	2.2%	8.1%	520
5	Metro Fusion (11C)	9.3%	61.1%	1.4%	9.5%	659
Subtotal		61.1%		9.5%		
6	Midlife Constants (5E)	5.9%	67.0%	2.5%	12.0%	239
7	Set to Impress (11D)	3.8%	70.8%	1.4%	13.4%	274
8	City Commons (11E)	3.7%	74.5%	0.9%	14.3%	427
9	Exurbanites (1E)	3.5%	78.0%	1.9%	16.2%	178
10	Golden Years (9B)	3.5%	81.5%	1.3%	17.5%	259
Subtotal		20.4%		8.0%		
11	Traditional Living (12B)	3.4%	84.9%	1.9%	19.4%	177
12	Family Foundations (12A)	2.6%	87.5%	1.0%	20.4%	251
13	Retirement Communities (9E)	1.8%	89.3%	1.2%	21.6%	148
14	Comfortable Empty Nesters (5A)	1.5%	90.8%	2.4%	24.0%	59
15	Urban Chic (2A)	1.4%	92.2%	1.3%	25.3%	110
Subtotal		10.7%		7.8%		
16	Modest Income Homes (12D)	1.4%	93.6%	1.3%	26.6%	109
17	Small Town Simplicity (12C)	1.2%	94.8%	1.8%	28.4%	68
18	Young and Restless (11B)	1.1%	95.9%	1.7%	30.1%	66
19	Front Porches (8E)	1.0%	96.9%	1.6%	31.7%	65
20	Savvy Suburbanites (1D)	0.8%	97.7%	3.0%	34.7%	26
Subtotal		5.5%		9.4%		
Total		97.6%		34.9%		279

Top Ten Tapestry Segments Site vs. U.S.



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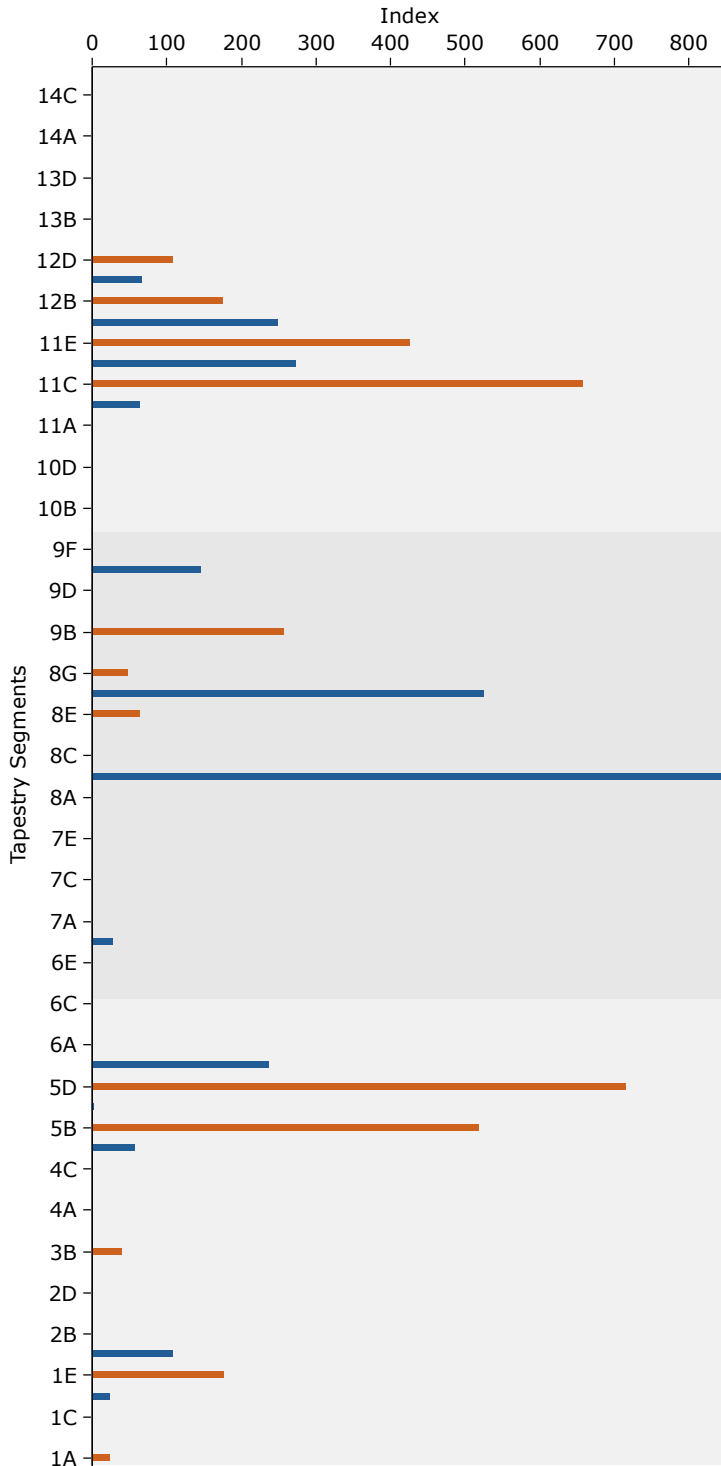


Tapestry Segmentation Area Profile

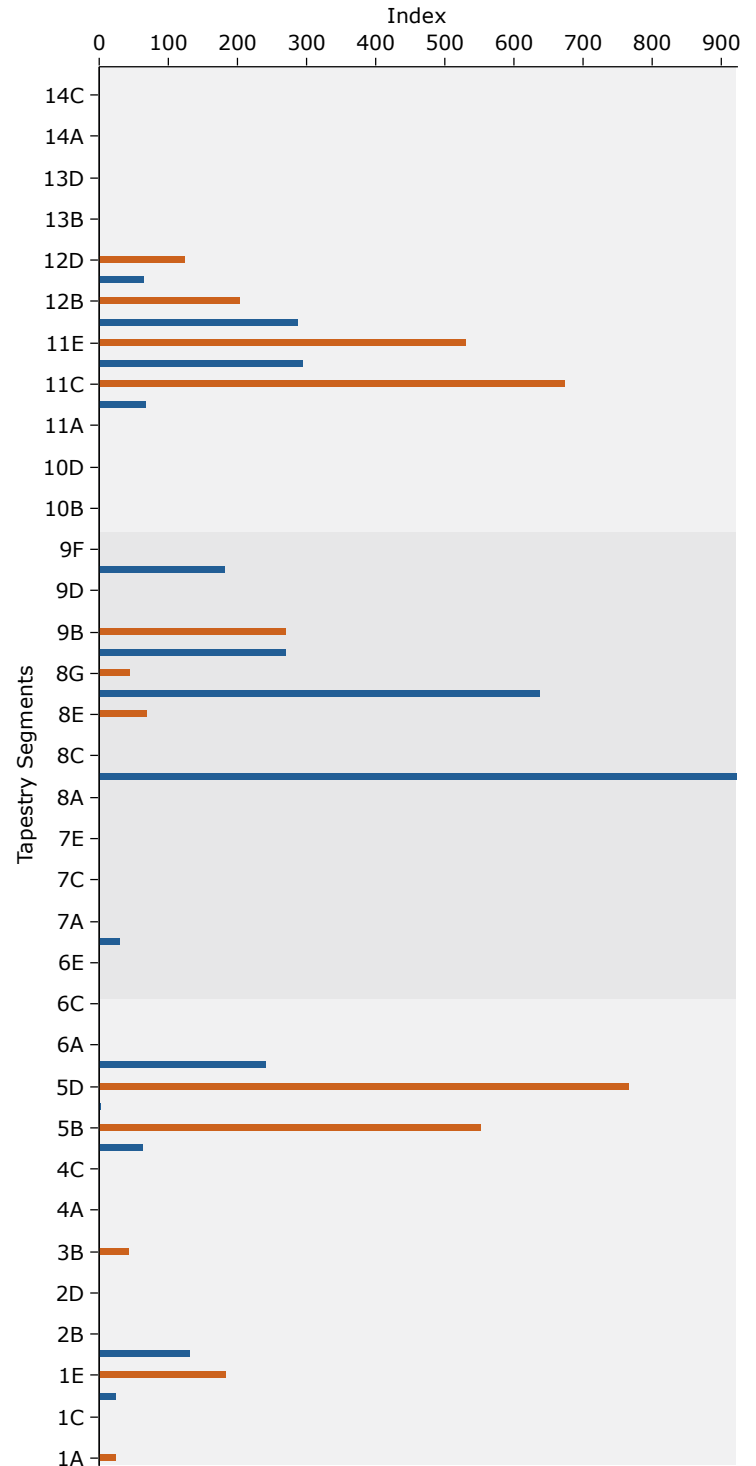
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2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,761	100.0%		74,752	100.0%	
1. Affluent Estates	1,897	4.7%	47	3,669	4.9%	46
Top Tier (1A)	170	0.4%	25	333	0.4%	25
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	316	0.8%	26	622	0.8%	26
Exurbanites (1E)	1,411	3.5%	178	2,714	3.6%	186
2. Upscale Avenues	590	1.4%	26	1,238	1.7%	28
Urban Chic (2A)	590	1.4%	110	1,238	1.7%	134
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	278	0.7%	18	434	0.6%	19
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	278	0.7%	41	434	0.6%	45
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	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
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	14,178	34.8%	307	25,966	34.7%	320
Comfortable Empty Nesters (5A)	593	1.5%	59	1,185	1.6%	65
In Style (5B)	4,762	11.7%	520	8,668	11.6%	553
Parks and Rec (5C)	26	0.1%	3	43	0.1%	3
Rustbelt Traditions (5D)	6,393	15.7%	717	11,817	15.8%	768
Midlife Constants (5E)	2,404	5.9%	239	4,253	5.7%	243
6. Cozy Country Living	267	0.7%	5	487	0.7%	5
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)	267	0.7%	29	487	0.7%	31
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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Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

4208 Bishop Lane, Louisville, KY, 40218
 Oriental Garden
 Ring: 3 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.20047
 Longitude: -85.68667

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,761	100.0%		74,752	100.0%	
8. Middle Ground	10,584	26.0%	239	19,109	25.6%	253
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	4,967	12.2%	856	8,426	11.3%	924
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	419	1.0%	65	807	1.1%	71
Old and Newcomers (8F)	4,959	12.2%	527	9,479	12.7%	638
Hardscrabble Road (8G)	239	0.6%	49	397	0.5%	46
9. Senior Styles	2,140	5.3%	91	3,793	5.1%	101
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,410	3.5%	259	2,410	3.2%	273
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)	730	1.8%	148	1,383	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	7,304	17.9%	291	13,031	17.4%	320
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	465	1.1%	66	713	1.0%	69
Metro Fusion (11C)	3,775	9.3%	659	6,581	8.8%	676
Set to Impress (11D)	1,542	3.8%	274	2,619	3.5%	297
City Commons (11E)	1,522	3.7%	427	3,118	4.2%	531
12. Hometown	3,523	8.6%	142	7,025	9.4%	163
Family Foundations (12A)	1,057	2.6%	251	2,286	3.1%	288
Traditional Living (12B)	1,381	3.4%	177	2,749	3.7%	206
Small Town Simplicity (12C)	508	1.2%	68	828	1.1%	67
Modest Income Homes (12D)	577	1.4%	109	1,162	1.6%	125
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

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,761	100.0%		74,752	100.0%	
1. Principal Urban Center	278	0.7%	10	434	0.6%	9
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	278	0.7%	41	434	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	11,802	29.0%	174	21,846	29.2%	165
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	6,393	15.7%	717	11,817	15.8%	768
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)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	3,775	9.3%	659	6,581	8.8%	676
Family Foundations (12A)	1,057	2.6%	251	2,286	3.1%	288
Modest Income Homes (12D)	577	1.4%	109	1,162	1.6%	125
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	20,986	51.5%	284	38,359	51.3%	306
In Style (5B)	4,762	11.7%	520	8,668	11.6%	553
Emerald City (8B)	4,967	12.2%	856	8,426	11.3%	924
Front Porches (8E)	419	1.0%	65	807	1.1%	71
Old and Newcomers (8F)	4,959	12.2%	527	9,479	12.7%	638
Hardscrabble Road (8G)	239	0.6%	49	397	0.5%	46
Retirement Communities (9E)	730	1.8%	148	1,383	1.9%	184
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	465	1.1%	66	713	1.0%	69
Set to Impress (11D)	1,542	3.8%	274	2,619	3.5%	297
City Commons (11E)	1,522	3.7%	427	3,118	4.2%	531
Traditional Living (12B)	1,381	3.4%	177	2,749	3.7%	206
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

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	40,761	100.0%		74,752	100.0%	
4. Suburban Periphery	6,920	17.0%	53	12,798	17.1%	52
Top Tier (1A)	170	0.4%	25	333	0.4%	25
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	316	0.8%	26	622	0.8%	26
Exurbanites (1E)	1,411	3.5%	178	2,714	3.6%	186
Urban Chic (2A)	590	1.4%	110	1,238	1.7%	134
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)	593	1.5%	59	1,185	1.6%	65
Parks and Rec (5C)	26	0.1%	3	43	0.1%	3
Midlife Constants (5E)	2,404	5.9%	239	4,253	5.7%	243
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)	1,410	3.5%	259	2,410	3.2%	273
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	775	1.9%	20	1,315	1.8%	19
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	267	0.7%	29	487	0.7%	31
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)	508	1.2%	68	828	1.1%	67
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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Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

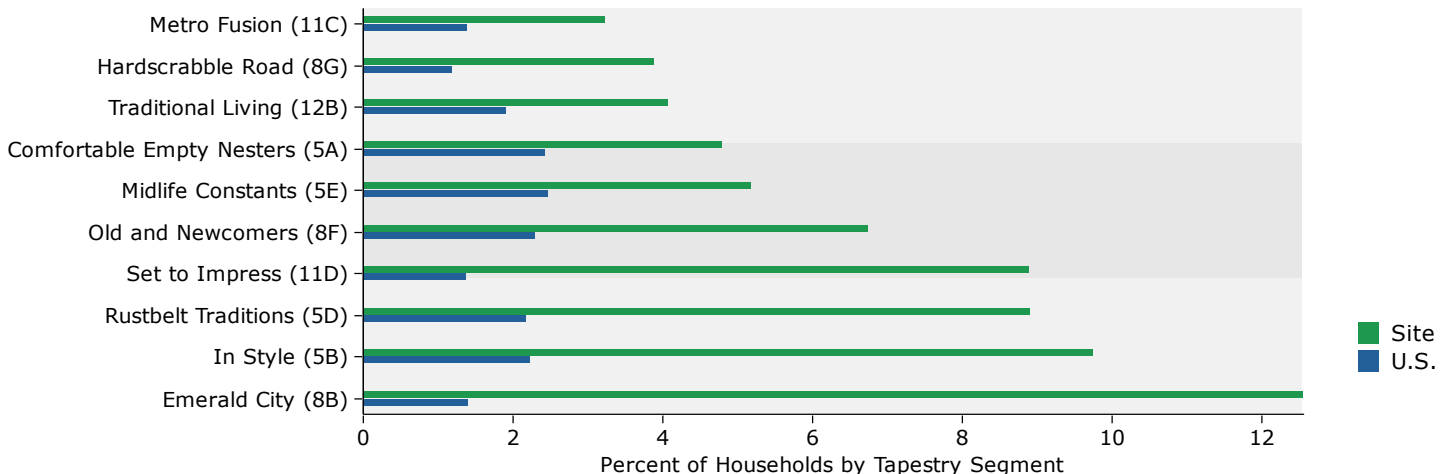
4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Emerald City (8B)	12.6%	12.6%	1.4%	1.4%	882
2	In Style (5B)	9.7%	22.3%	2.2%	3.6%	434
3	Rustbelt Traditions (5D)	8.9%	31.2%	2.2%	5.8%	407
4	Set to Impress (11D)	8.9%	40.1%	1.4%	7.2%	644
5	Old and Newcomers (8F)	6.7%	46.8%	2.3%	9.5%	293
Subtotal		46.8%		9.5%		
6	Midlife Constants (5E)	5.2%	52.0%	2.5%	12.0%	211
7	Comfortable Empty Nesters (5A)	4.8%	56.8%	2.4%	14.4%	196
8	Traditional Living (12B)	4.1%	60.9%	1.9%	16.3%	213
9	Hardscrabble Road (8G)	3.9%	64.8%	1.2%	17.5%	324
10	Metro Fusion (11C)	3.2%	68.0%	1.4%	18.9%	230
Subtotal		21.2%		9.4%		
11	City Commons (11E)	3.2%	71.2%	0.9%	19.8%	369
12	Front Porches (8E)	2.9%	74.1%	1.6%	21.4%	182
13	Golden Years (9B)	2.7%	76.8%	1.3%	22.7%	201
14	Social Security Set (9F)	2.6%	79.4%	0.8%	23.5%	316
15	Young and Restless (11B)	2.6%	82.0%	1.7%	25.2%	148
Subtotal		14.0%		6.3%		
16	Exurbanites (1E)	2.4%	84.4%	1.9%	27.1%	122
17	Metro Renters (3B)	2.0%	86.4%	1.7%	28.8%	120
18	Retirement Communities (9E)	2.0%	88.4%	1.2%	30.0%	165
19	College Towns (14B)	1.4%	89.8%	1.0%	31.0%	145
20	Heartland Communities (6F)	1.0%	90.8%	2.3%	33.3%	42
Subtotal		8.8%		8.1%		
Total		90.7%		33.4%		272

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

December 31, 2019

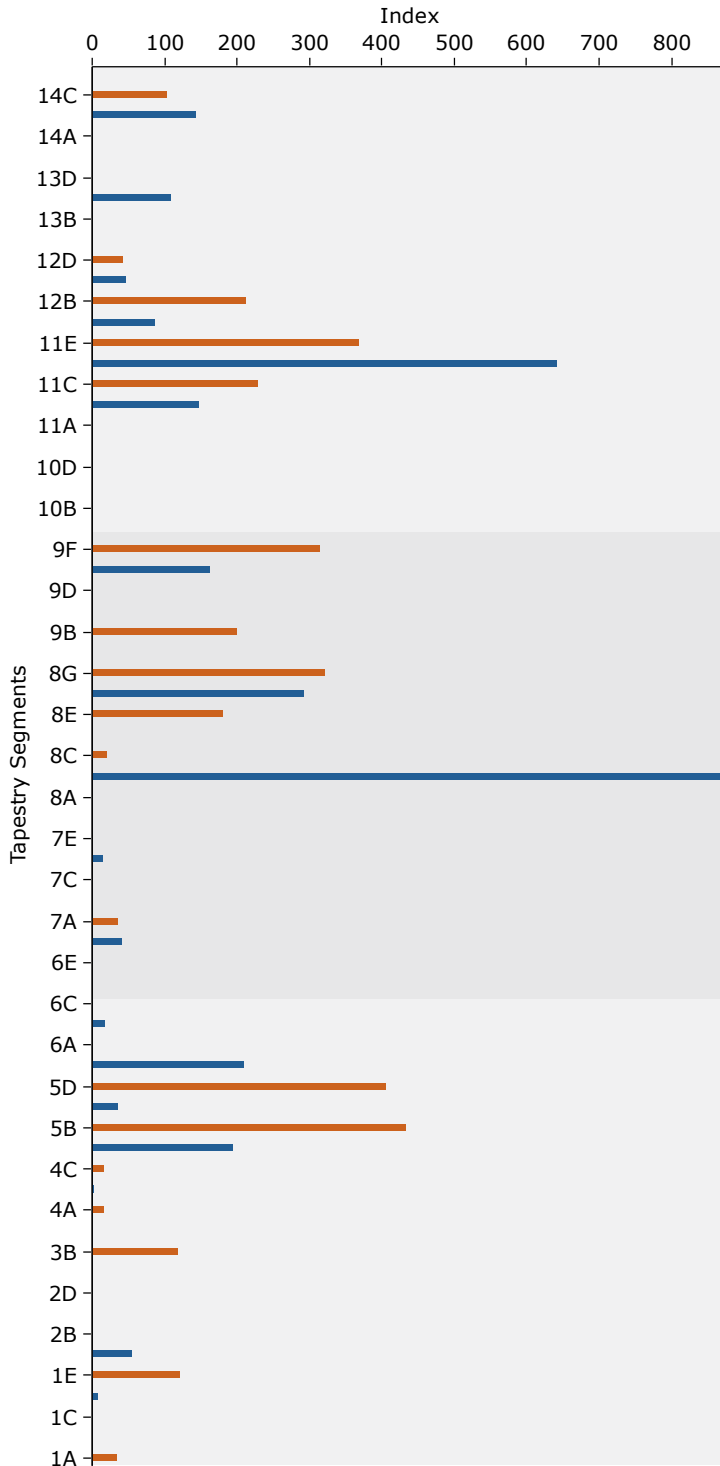


Tapestry Segmentation Area Profile

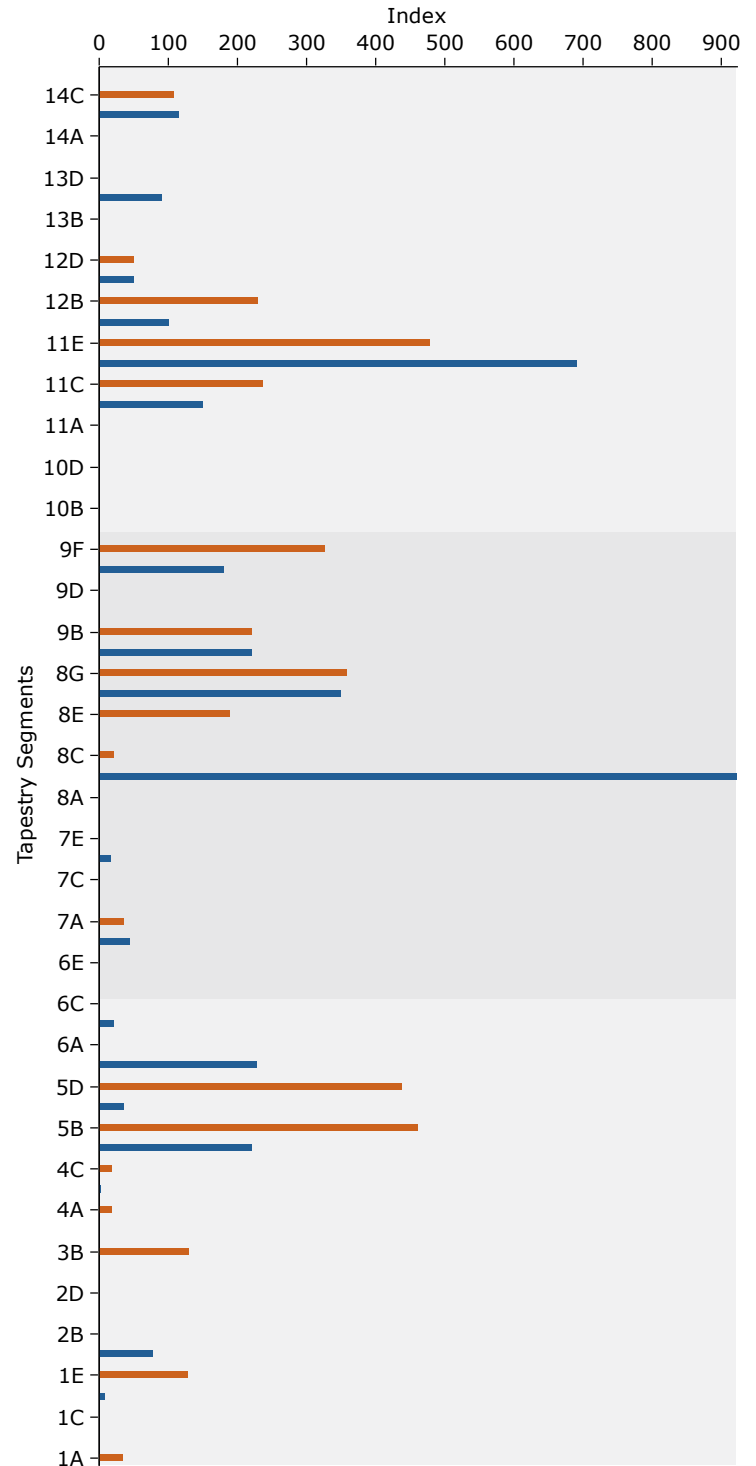
4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Source: Esri



Tapestry Segmentation Area Profile

4208 Bishop Lane, Louisville, KY, 40218
 Oriental Garden
 Ring: 5 mile radius

Prepared by Charlotte Hollkamp
 Latitude: 38.20047
 Longitude: -85.68667

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,612	100.0%		210,778	100.0%	
1. Affluent Estates	3,795	3.3%	33	7,289	3.5%	33
Top Tier (1A)	716	0.6%	36	1,358	0.6%	36
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	316	0.3%	9	622	0.3%	9
Exurbanites (1E)	2,763	2.4%	122	5,309	2.5%	129
2. Upscale Avenues	877	0.8%	13	2,080	1.0%	17
Urban Chic (2A)	877	0.8%	57	2,080	1.0%	80
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	2,325	2.0%	52	3,596	1.7%	55
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,325	2.0%	120	3,596	1.7%	132
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	1,196	1.0%	14	2,635	1.3%	16
Soccer Moms (4A)	591	0.5%	17	1,332	0.6%	20
Home Improvement (4B)	16	0.0%	1	48	0.0%	1
Middleburg (4C)	589	0.5%	17	1,255	0.6%	21
5. GenXurban	34,314	29.4%	260	63,937	30.3%	279
Comfortable Empty Nesters (5A)	5,600	4.8%	196	11,499	5.5%	223
In Style (5B)	11,368	9.7%	434	20,486	9.7%	464
Parks and Rec (5C)	880	0.8%	38	1,517	0.7%	37
Rustbelt Traditions (5D)	10,400	8.9%	407	19,116	9.1%	440
Midlife Constants (5E)	6,066	5.2%	211	11,319	5.4%	230
6. Cozy Country Living	1,778	1.5%	13	3,489	1.7%	14
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	655	0.6%	20	1,356	0.6%	22
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)	1,123	1.0%	42	2,133	1.0%	47
7. Ethnic Enclaves	1,272	1.1%	15	2,571	1.2%	15
Up and Coming Families (7A)	1,076	0.9%	37	2,107	1.0%	38
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)	196	0.2%	16	464	0.2%	18
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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Latitude: 38.20047
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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,612	100.0%		210,778	100.0%	
8. Middle Ground	30,959	26.5%	245	54,303	25.8%	255
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	14,644	12.6%	882	23,782	11.3%	925
Bright Young Professionals (8C)	541	0.5%	21	976	0.5%	23
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	3,353	2.9%	182	6,088	2.9%	191
Old and Newcomers (8F)	7,871	6.7%	293	14,740	7.0%	352
Hardscrabble Road (8G)	4,550	3.9%	324	8,717	4.1%	359
9. Senior Styles	8,445	7.2%	125	13,981	6.6%	133
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,133	2.7%	201	5,545	2.6%	223
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)	2,319	2.0%	165	3,841	1.8%	181
Social Security Set (9F)	2,993	2.6%	316	4,595	2.2%	329
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	20,919	17.9%	291	36,237	17.2%	316
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	2,993	2.6%	148	4,450	2.1%	152
Metro Fusion (11C)	3,776	3.2%	230	6,582	3.1%	240
Set to Impress (11D)	10,385	8.9%	644	17,240	8.2%	693
City Commons (11E)	3,765	3.2%	369	7,965	3.8%	481
12. Hometown	7,512	6.4%	106	14,165	6.7%	117
Family Foundations (12A)	1,057	0.9%	88	2,286	1.1%	102
Traditional Living (12B)	4,756	4.1%	213	8,739	4.1%	232
Small Town Simplicity (12C)	1,027	0.9%	48	1,796	0.9%	51
Modest Income Homes (12D)	672	0.6%	45	1,344	0.6%	51
13. Next Wave	983	0.8%	22	1,680	0.8%	18
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)	983	0.8%	109	1,680	0.8%	93
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	2,237	1.9%	119	4,815	2.3%	100
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,614	1.4%	145	2,549	1.2%	117
Dorms to Diplomas (14C)	623	0.5%	105	2,266	1.1%	110
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

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	116,612	100.0%		210,778	100.0%	
1. Principal Urban Center	3,308	2.8%	40	5,276	2.5%	37
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,325	2.0%	120	3,596	1.7%	132
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)	983	0.8%	109	1,680	0.8%	93
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	16,642	14.3%	86	30,768	14.6%	82
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	10,400	8.9%	407	19,116	9.1%	440
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)	196	0.2%	16	464	0.2%	18
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)	541	0.5%	21	976	0.5%	23
Metro Fusion (11C)	3,776	3.2%	230	6,582	3.1%	240
Family Foundations (12A)	1,057	0.9%	88	2,286	1.1%	102
Modest Income Homes (12D)	672	0.6%	45	1,344	0.6%	51
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	71,234	61.1%	337	125,458	59.5%	355
In Style (5B)	11,368	9.7%	434	20,486	9.7%	464
Emerald City (8B)	14,644	12.6%	882	23,782	11.3%	925
Front Porches (8E)	3,353	2.9%	182	6,088	2.9%	191
Old and Newcomers (8F)	7,871	6.7%	293	14,740	7.0%	352
Hardscrabble Road (8G)	4,550	3.9%	324	8,717	4.1%	359
Retirement Communities (9E)	2,319	2.0%	165	3,841	1.8%	181
Social Security Set (9F)	2,993	2.6%	316	4,595	2.2%	329
Young and Restless (11B)	2,993	2.6%	148	4,450	2.1%	152
Set to Impress (11D)	10,385	8.9%	644	17,240	8.2%	693
City Commons (11E)	3,765	3.2%	369	7,965	3.8%	481
Traditional Living (12B)	4,756	4.1%	213	8,739	4.1%	232
College Towns (14B)	1,614	1.4%	145	2,549	1.2%	117
Dorms to Diplomas (14C)	623	0.5%	105	2,266	1.1%	110

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	Number	Percent	Index	Number	Percent	Index
Total:	116,612	100.0%		210,778	100.0%	
4. Suburban Periphery	22,034	18.9%	59	42,736	20.3%	62
Top Tier (1A)	716	0.6%	36	1,358	0.6%	36
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	316	0.3%	9	622	0.3%	9
Exurbanites (1E)	2,763	2.4%	122	5,309	2.5%	129
Urban Chic (2A)	877	0.8%	57	2,080	1.0%	80
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	591	0.5%	17	1,332	0.6%	20
Home Improvement (4B)	16	0.0%	1	48	0.0%	1
Comfortable Empty Nesters (5A)	5,600	4.8%	196	11,499	5.5%	223
Parks and Rec (5C)	880	0.8%	38	1,517	0.7%	37
Midlife Constants (5E)	6,066	5.2%	211	11,319	5.4%	230
Up and Coming Families (7A)	1,076	0.9%	37	2,107	1.0%	38
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	3,133	2.7%	201	5,545	2.6%	223
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	2,739	2.3%	25	5,184	2.5%	27
Middleburg (4C)	589	0.5%	17	1,255	0.6%	21
Heartland Communities (6F)	1,123	1.0%	42	2,133	1.0%	47
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)	1,027	0.9%	48	1,796	0.9%	51
6. Rural	655	0.6%	3	1,356	0.6%	4
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	655	0.6%	20	1,356	0.6%	22
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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