



Latitude: 38.23219
Longitude: -85.74940

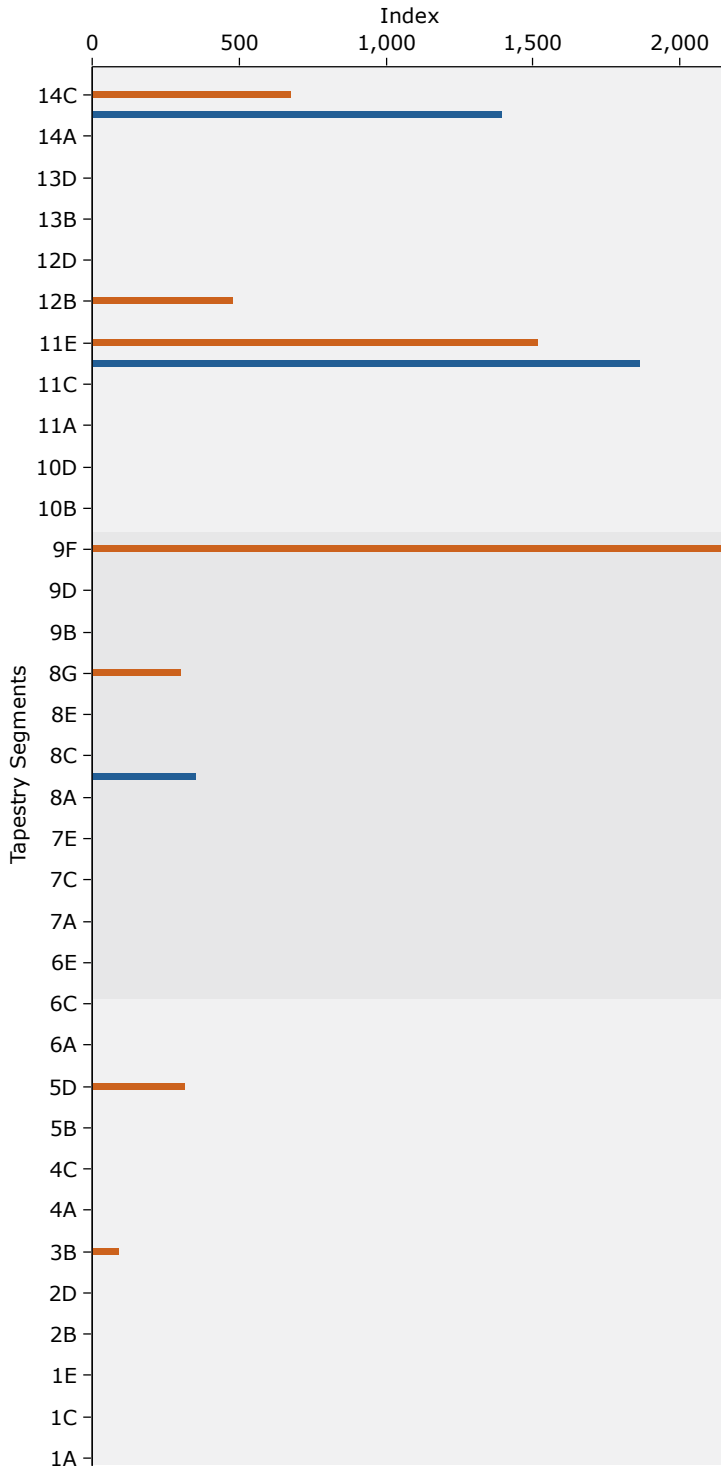


Tapestry Segmentation Area Profile

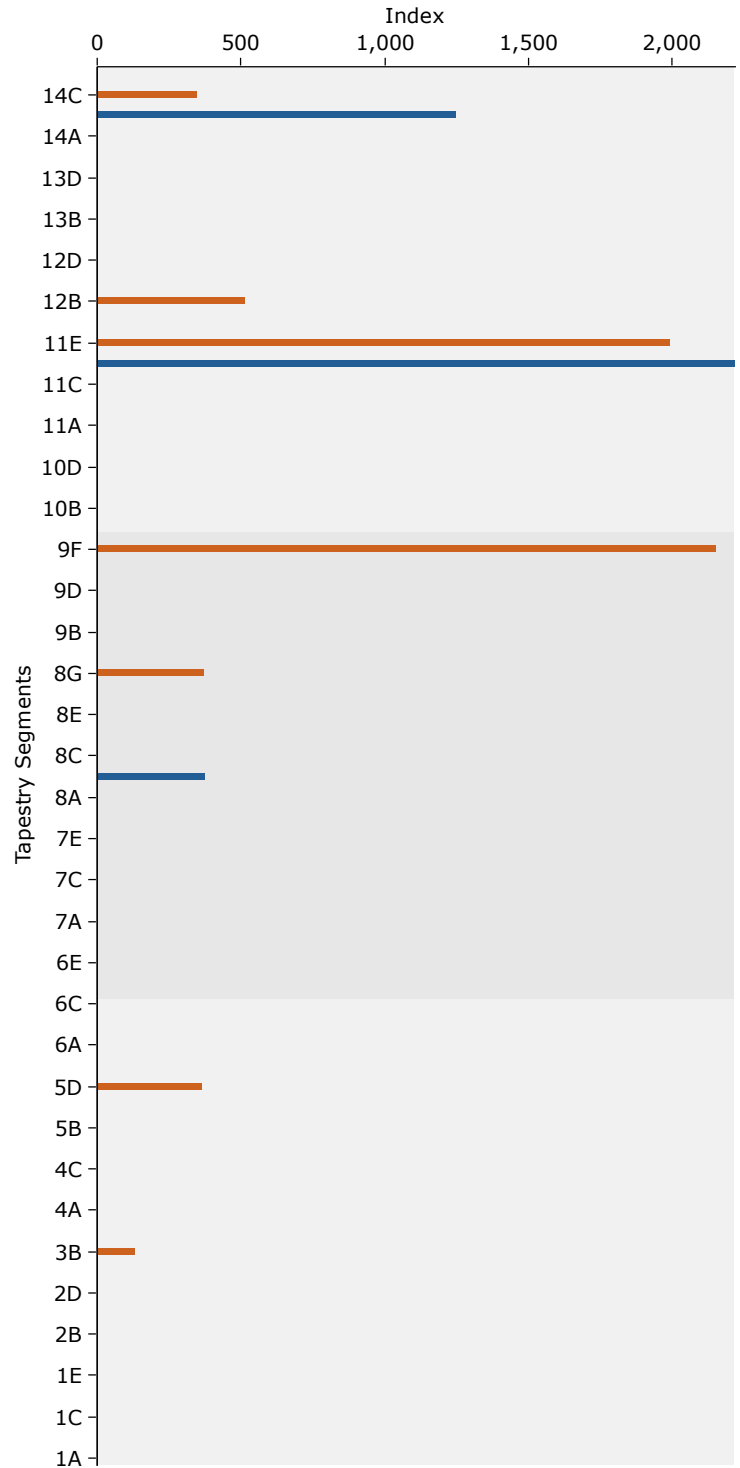
1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

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

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,135	100.0%		19,783	100.0%	
1. Affluent Estates	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
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	195	1.6%	42	346	1.7%	56
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	195	1.6%	96	346	1.7%	135
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	840	6.9%	61	1,499	7.6%	70
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)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	840	6.9%	316	1,499	7.6%	368
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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Source: Esri

April 15, 2020



Tapestry Segmentation Area Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,135	100.0%		19,783	100.0%	
8. Middle Ground	1,058	8.7%	80	1,766	8.9%	88
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	614	5.1%	355	911	4.6%	378
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)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	444	3.7%	304	855	4.3%	375
9. Senior Styles	2,142	17.7%	305	2,828	14.3%	286
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)	2,142	17.7%	2,173	2,828	14.3%	2,156
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	4,746	39.1%	634	8,284	41.9%	769
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)	3,132	25.8%	1,867	5,184	26.2%	2,221
City Commons (11E)	1,614	13.3%	1,519	3,100	15.7%	1,995
12. Hometown	1,121	9.2%	152	1,831	9.3%	161
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	1,121	9.2%	482	1,831	9.3%	518
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	2,033	16.8%	1,041	3,229	16.3%	716
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,614	13.3%	1,396	2,549	12.9%	1,250
Dorms to Diplomas (14C)	419	3.5%	679	680	3.4%	352
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri



Tapestry Segmentation Area Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,135	100.0%		19,783	100.0%	
1. Principal Urban Center	195	1.6%	23	346	1.7%	26
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	195	1.6%	96	346	1.7%	135
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	840	6.9%	42	1,499	7.6%	43
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	840	6.9%	316	1,499	7.6%	368
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)	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	11,100	91.5%	504	17,938	90.7%	540
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	614	5.1%	355	911	4.6%	378
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	444	3.7%	304	855	4.3%	375
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	2,142	17.7%	2,173	2,828	14.3%	2,156
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	3,132	25.8%	1,867	5,184	26.2%	2,221
City Commons (11E)	1,614	13.3%	1,519	3,100	15.7%	1,995
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Source: Esri

April 15, 2020



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1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	12,135	100.0%		19,783	100.0%	
4. Suburban Periphery	0	0.0%	0	0	0.0%	0
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)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	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
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)	0	0.0%	0	0	0.0%	0
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	0	0.0%	0	0	0.0%	0
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)	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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Tapestry Segmentation Area Profile

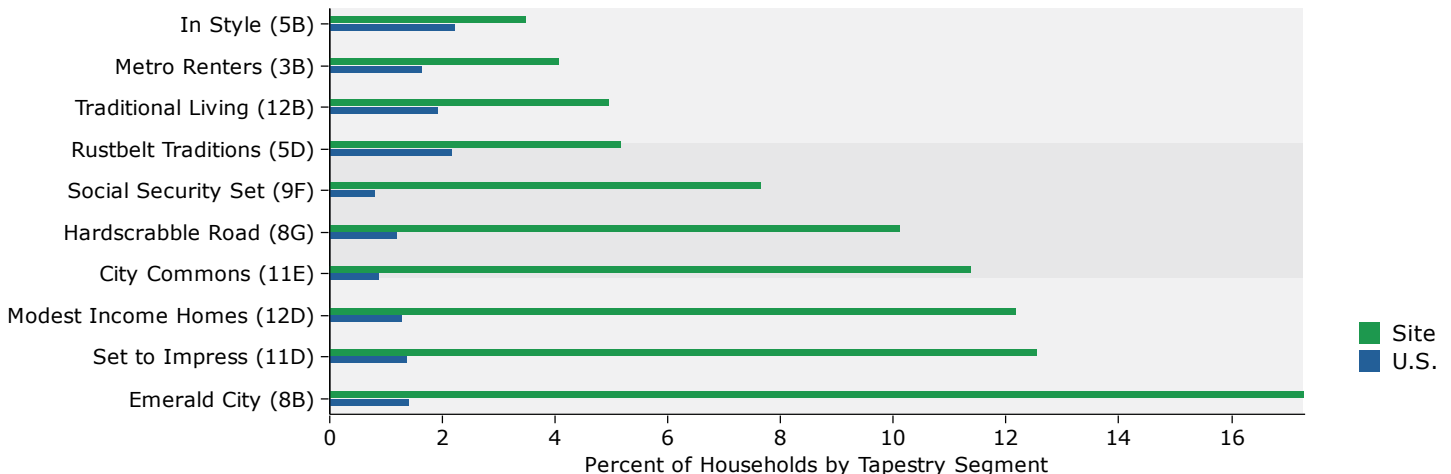
1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Emerald City (8B)	17.3%	17.3%	1.4%	1.4%	1215
2	Set to Impress (11D)	12.6%	29.9%	1.4%	2.8%	908
3	Modest Income Homes (12D)	12.2%	42.1%	1.3%	4.1%	942
4	City Commons (11E)	11.4%	53.5%	0.9%	5.0%	1,303
5	Hardscrabble Road (8G)	10.1%	63.6%	1.2%	6.2%	842
Subtotal		63.6%		6.2%		
6	Social Security Set (9F)	7.7%	71.3%	0.8%	7.0%	945
7	Rustbelt Traditions (5D)	5.2%	76.5%	2.2%	9.2%	237
8	Traditional Living (12B)	5.0%	81.5%	1.9%	11.1%	259
9	Metro Renters (3B)	4.1%	85.6%	1.7%	12.8%	246
10	In Style (5B)	3.5%	89.1%	2.2%	15.0%	156
Subtotal		25.5%		8.8%		
11	Old and Newcomers (8F)	3.4%	92.5%	2.3%	17.3%	146
12	College Towns (14B)	3.0%	95.5%	1.0%	18.3%	314
13	Midlife Constants (5E)	1.3%	96.8%	2.5%	20.8%	51
14	Dorms to Diplomas (14C)	1.2%	98.0%	0.5%	21.3%	228
15	Retirement Communities (9E)	0.9%	98.9%	1.2%	22.5%	77
Subtotal		9.8%		7.5%		
16	Small Town Simplicity (12C)	0.7%	99.6%	1.8%	24.3%	37
17	Exurbanites (1E)	0.2%	99.8%	1.9%	26.2%	12
18	Heartland Communities (6F)	0.2%	100.0%	2.3%	28.5%	10
19	Urban Chic (2A)	0.1%	100.1%	1.3%	29.8%	9
Subtotal		1.2%		7.3%		
Total		100.0%		29.8%		335

Top Ten Tapestry Segments Site vs. U.S.



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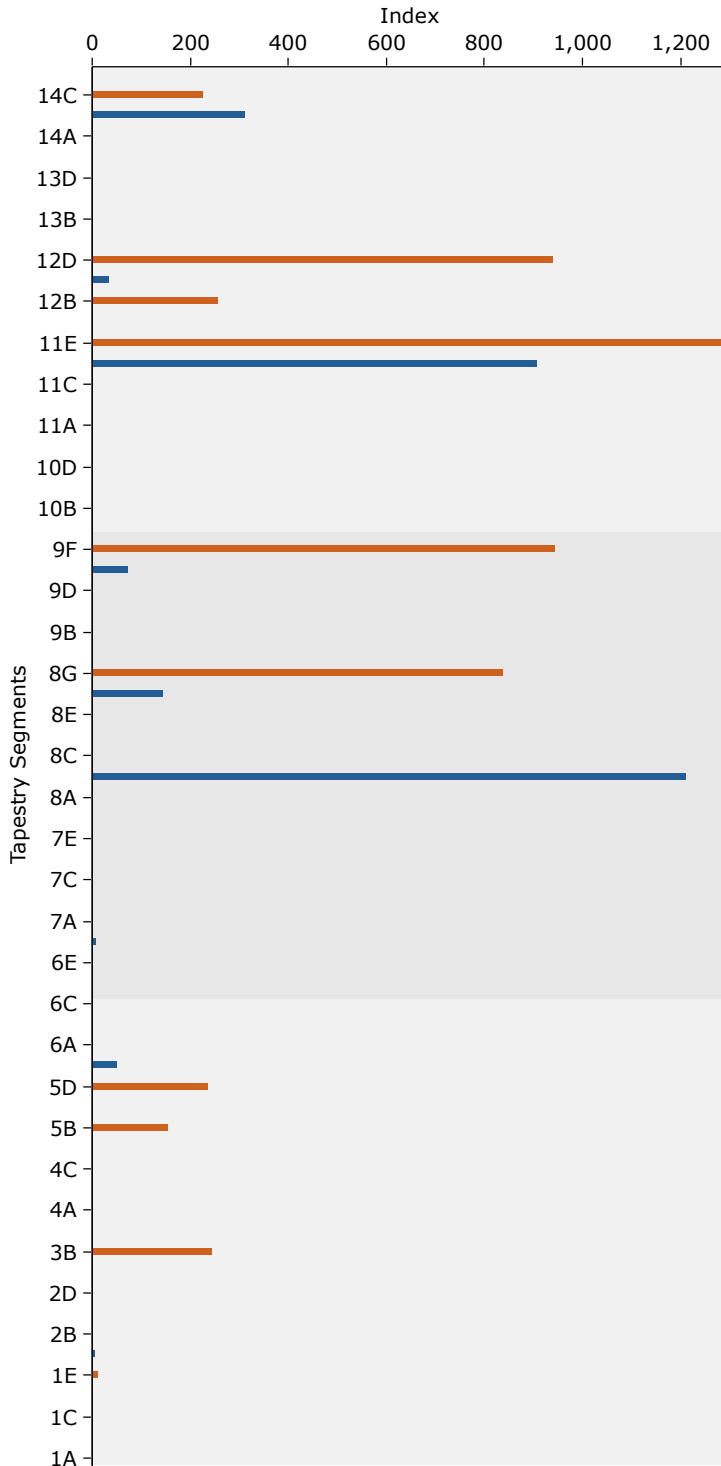


Tapestry Segmentation Area Profile

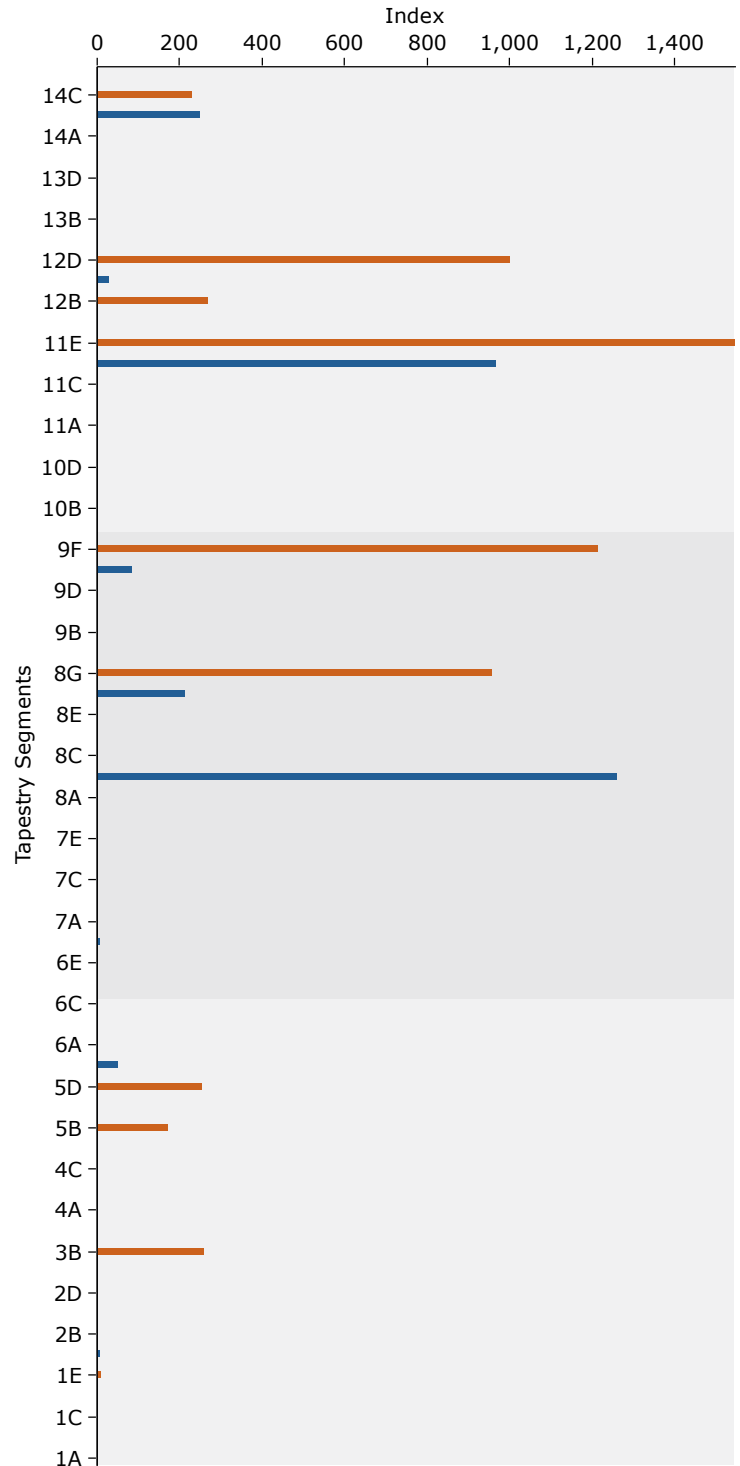
1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

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Latitude: 38.23219
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2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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Ring: 3 mile radius

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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	53,864	100.0%		98,988	100.0%	
1. Affluent Estates	125	0.2%	2	223	0.2%	2
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)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	125	0.2%	12	223	0.2%	12
2. Upscale Avenues	63	0.1%	2	93	0.1%	2
Urban Chic (2A)	63	0.1%	9	93	0.1%	8
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	2,205	4.1%	107	3,334	3.4%	108
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,205	4.1%	246	3,334	3.4%	260
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	5,359	9.9%	88	10,138	10.2%	94
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	1,889	3.5%	156	3,614	3.7%	174
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,790	5.2%	237	5,285	5.3%	259
Midlife Constants (5E)	680	1.3%	51	1,239	1.3%	54
6. Cozy Country Living	119	0.2%	2	211	0.2%	2
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)	119	0.2%	10	211	0.2%	10
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



Tapestry Segmentation Area Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	53,864	100.0%		98,988	100.0%	
8. Middle Ground	16,594	30.8%	284	30,367	30.7%	304
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	9,321	17.3%	1,215	15,253	15.4%	1,263
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)	1,815	3.4%	146	4,186	4.2%	213
Hardscrabble Road (8G)	5,458	10.1%	842	10,928	11.0%	958
9. Senior Styles	4,630	8.6%	148	8,859	8.9%	179
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)	498	0.9%	77	881	0.9%	88
Social Security Set (9F)	4,132	7.7%	945	7,978	8.1%	1,216
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	12,909	24.0%	389	23,346	23.6%	433
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)	6,764	12.6%	908	11,301	11.4%	968
City Commons (11E)	6,145	11.4%	1,303	12,045	12.2%	1,549
12. Hometown	9,623	17.9%	293	17,602	17.8%	309
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	2,681	5.0%	259	4,779	4.8%	270
Small Town Simplicity (12C)	372	0.7%	37	492	0.5%	30
Modest Income Homes (12D)	6,570	12.2%	942	12,331	12.5%	1,004
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	2,237	4.2%	258	4,815	4.9%	213
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,614	3.0%	314	2,549	2.6%	250
Dorms to Diplomas (14C)	623	1.2%	228	2,266	2.3%	234
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

April 15, 2020



Tapestry Segmentation Area Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	53,864	100.0%		98,988	100.0%	
1. Principal Urban Center	2,205	4.1%	57	3,334	3.4%	50
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,205	4.1%	246	3,334	3.4%	260
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	9,360	17.4%	104	17,616	17.8%	100
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	2,790	5.2%	237	5,285	5.3%	259
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)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	6,570	12.2%	942	12,331	12.5%	1,004
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	40,940	76.0%	419	75,780	76.6%	456
In Style (5B)	1,889	3.5%	156	3,614	3.7%	174
Emerald City (8B)	9,321	17.3%	1,215	15,253	15.4%	1,263
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	1,815	3.4%	146	4,186	4.2%	213
Hardscrabble Road (8G)	5,458	10.1%	842	10,928	11.0%	958
Retirement Communities (9E)	498	0.9%	77	881	0.9%	88
Social Security Set (9F)	4,132	7.7%	945	7,978	8.1%	1,216
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	6,764	12.6%	908	11,301	11.4%	968
City Commons (11E)	6,145	11.4%	1,303	12,045	12.2%	1,549
Traditional Living (12B)	2,681	5.0%	259	4,779	4.8%	270
College Towns (14B)	1,614	3.0%	314	2,549	2.6%	250
Dorms to Diplomas (14C)	623	1.2%	228	2,266	2.3%	234

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

April 15, 2020



Tapestry Segmentation Area Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	53,864	100.0%		98,988	100.0%	
4. Suburban Periphery	868	1.6%	5	1,555	1.6%	5
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)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	125	0.2%	12	223	0.2%	12
Urban Chic (2A)	63	0.1%	9	93	0.1%	8
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)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	680	1.3%	51	1,239	1.3%	54
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	491	0.9%	10	703	0.7%	8
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	119	0.2%	10	211	0.2%	10
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)	372	0.7%	37	492	0.5%	30
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

April 15, 2020



Tapestry Segmentation Area Profile

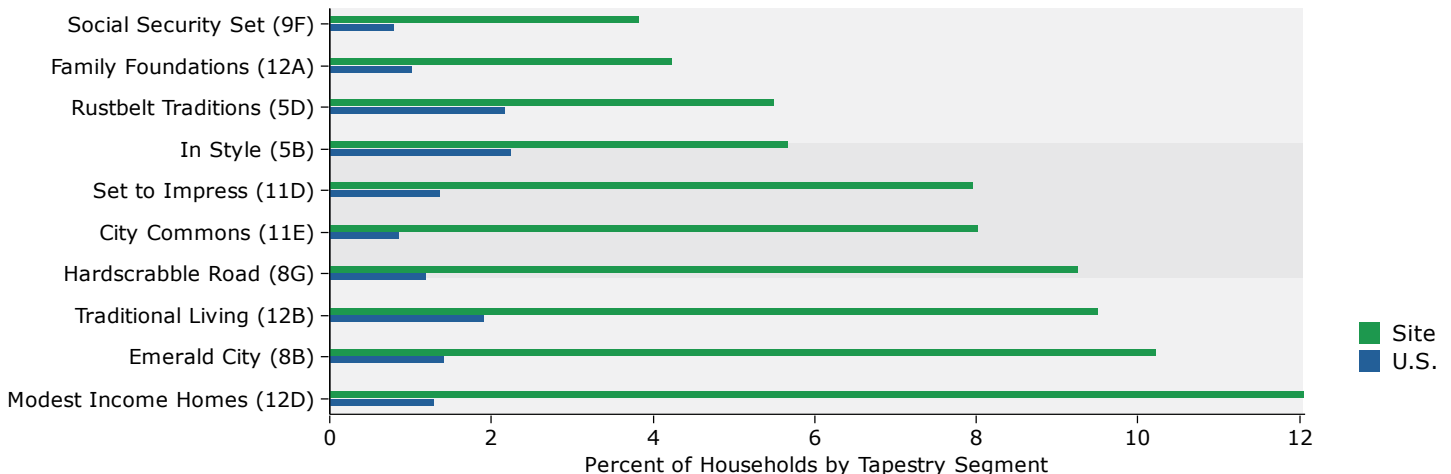
1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Modest Income Homes (12D)	12.1%	12.1%	1.3%	1.3%	932
2	Emerald City (8B)	10.2%	22.3%	1.4%	2.7%	718
3	Traditional Living (12B)	9.5%	31.8%	1.9%	4.6%	496
4	Hardscrabble Road (8G)	9.3%	41.1%	1.2%	5.8%	770
5	City Commons (11E)	8.0%	49.1%	0.9%	6.7%	917
Subtotal		49.1%		6.7%		
6	Set to Impress (11D)	8.0%	57.1%	1.4%	8.1%	577
7	In Style (5B)	5.7%	62.8%	2.2%	10.3%	253
8	Rustbelt Traditions (5D)	5.5%	68.3%	2.2%	12.5%	252
9	Family Foundations (12A)	4.2%	72.5%	1.0%	13.5%	410
10	Social Security Set (9F)	3.8%	76.3%	0.8%	14.3%	472
Subtotal		27.2%		7.6%		
11	Old and Newcomers (8F)	3.6%	79.9%	2.3%	16.6%	155
12	Small Town Simplicity (12C)	2.6%	82.5%	1.8%	18.4%	138
13	Exurbanites (1E)	2.1%	84.6%	1.9%	20.3%	107
14	Metro Fusion (11C)	2.0%	86.6%	1.4%	21.7%	144
15	Metro Renters (3B)	1.9%	88.5%	1.7%	23.4%	113
Subtotal		12.2%		9.1%		
16	Front Porches (8E)	1.6%	90.1%	1.6%	25.0%	101
17	Midlife Constants (5E)	1.4%	91.5%	2.5%	27.5%	57
18	College Towns (14B)	1.4%	92.9%	1.0%	28.5%	144
19	Young and Restless (11B)	1.0%	93.9%	1.7%	30.2%	60
20	Golden Years (9B)	1.0%	94.9%	1.3%	31.5%	72
Subtotal		6.4%		8.1%		
Total		94.9%		31.6%		300

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

April 15, 2020

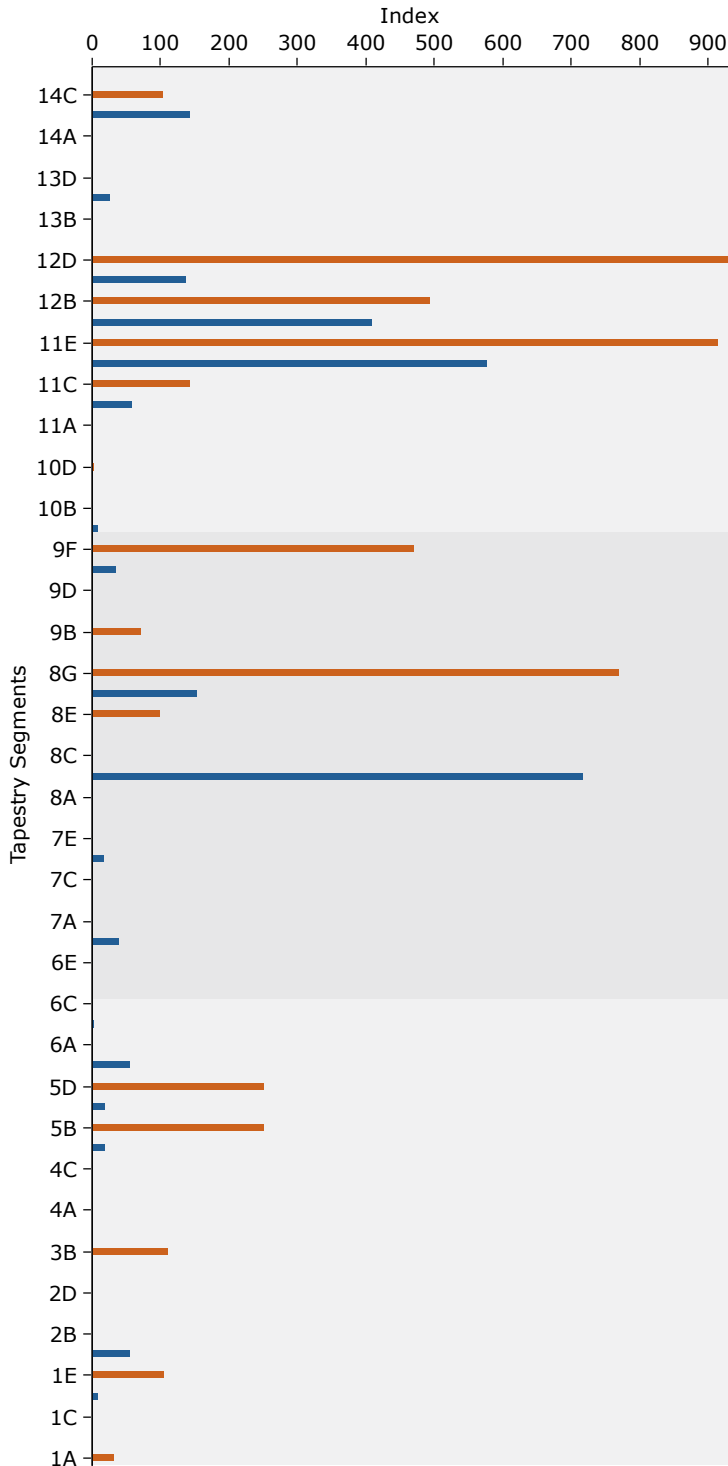


Tapestry Segmentation Area Profile

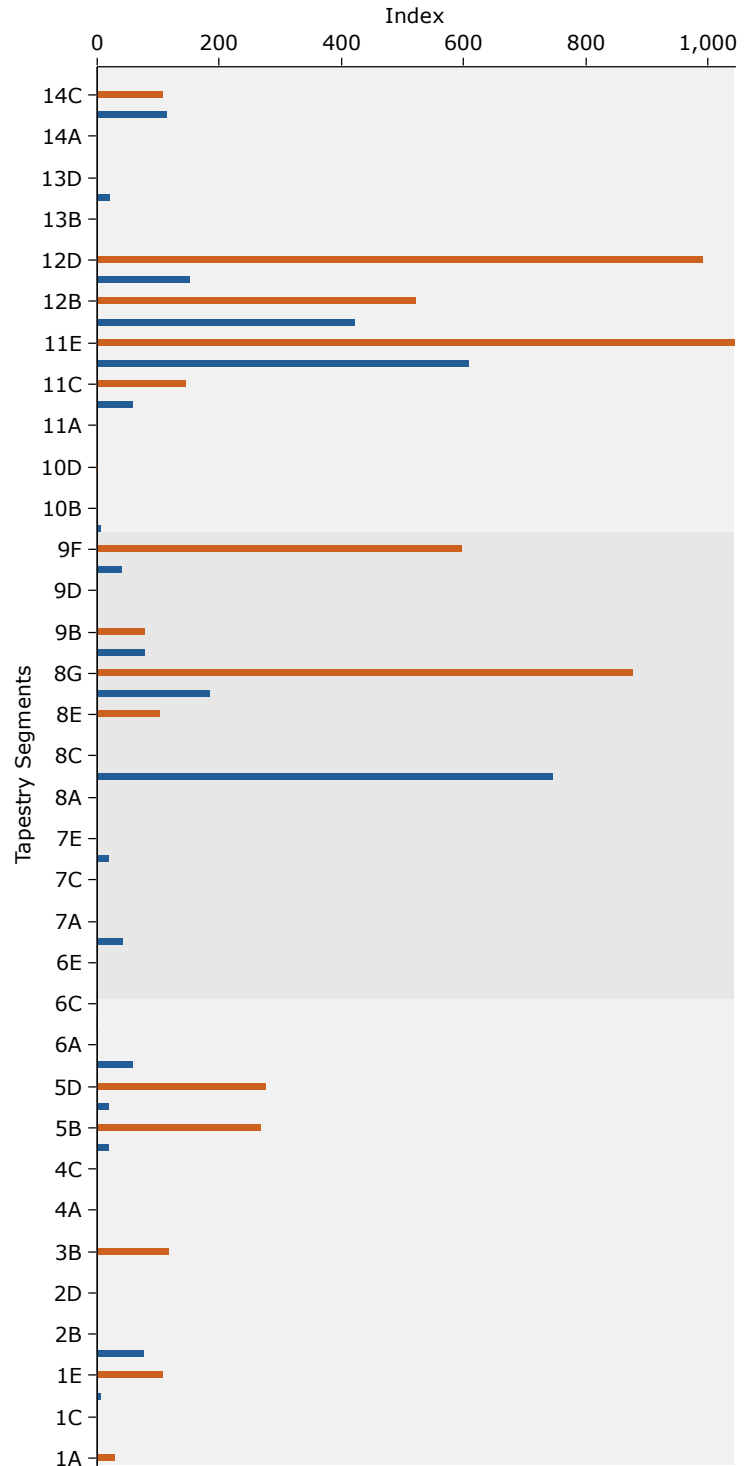
1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

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

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,347	100.0%		214,788	100.0%	
1. Affluent Estates	3,403	2.9%	29	6,432	3.0%	28
Top Tier (1A)	647	0.6%	33	1,228	0.6%	32
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)	2,440	2.1%	107	4,582	2.1%	110
2. Upscale Avenues	877	0.7%	13	2,080	1.0%	16
Urban Chic (2A)	877	0.7%	57	2,080	1.0%	78
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	2,205	1.9%	49	3,334	1.6%	50
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,205	1.9%	113	3,334	1.6%	120
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	15,854	13.5%	119	29,497	13.7%	126
Comfortable Empty Nesters (5A)	567	0.5%	20	1,145	0.5%	22
In Style (5B)	6,676	5.7%	253	12,149	5.7%	270
Parks and Rec (5C)	475	0.4%	21	844	0.4%	20
Rustbelt Traditions (5D)	6,473	5.5%	252	12,334	5.7%	279
Midlife Constants (5E)	1,663	1.4%	57	3,025	1.4%	60
6. Cozy Country Living	1,145	1.0%	8	2,081	1.0%	8
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	29	0.0%	1	43	0.0%	1
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)	1,116	1.0%	42	2,038	0.9%	44
7. Ethnic Enclaves	233	0.2%	3	545	0.3%	3
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)	233	0.2%	19	545	0.3%	20
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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Ring: 5 mile radius

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Latitude: 38.23219
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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,347	100.0%		214,788	100.0%	
8. Middle Ground	28,933	24.7%	227	52,651	24.5%	243
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	12,001	10.2%	718	19,614	9.1%	749
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)	1,874	1.6%	101	3,397	1.6%	105
Old and Newcomers (8F)	4,188	3.6%	155	7,923	3.7%	186
Hardscrabble Road (8G)	10,870	9.3%	770	21,717	10.1%	878
9. Senior Styles	6,125	5.2%	90	11,436	5.3%	106
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,128	1.0%	72	2,007	0.9%	79
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)	498	0.4%	35	881	0.4%	41
Social Security Set (9F)	4,499	3.8%	472	8,548	4.0%	600
10. Rustic Outposts	384	0.3%	4	667	0.3%	4
Southern Satellites (10A)	368	0.3%	10	636	0.3%	9
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)	16	0.0%	1	31	0.0%	1
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	22,382	19.1%	309	39,082	18.2%	334
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	1,227	1.0%	60	1,832	0.9%	61
Metro Fusion (11C)	2,380	2.0%	144	4,111	1.9%	147
Set to Impress (11D)	9,355	8.0%	577	15,485	7.2%	611
City Commons (11E)	9,420	8.0%	917	17,654	8.2%	1,046
12. Hometown	33,316	28.4%	466	61,717	28.7%	499
Family Foundations (12A)	4,984	4.2%	410	9,673	4.5%	424
Traditional Living (12B)	11,169	9.5%	496	20,106	9.4%	524
Small Town Simplicity (12C)	2,998	2.6%	138	5,465	2.5%	153
Modest Income Homes (12D)	14,165	12.1%	933	26,473	12.3%	993
13. Next Wave	253	0.2%	6	451	0.2%	5
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)	253	0.2%	28	451	0.2%	24
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%	118	4,815	2.2%	98
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	1,614	1.4%	144	2,549	1.2%	115
Dorms to Diplomas (14C)	623	0.5%	104	2,266	1.1%	108
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Source: Esri

April 15, 2020



Tapestry Segmentation Area Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	117,347	100.0%		214,788	100.0%	
1. Principal Urban Center	2,458	2.1%	29	3,785	1.8%	26
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	2,205	1.9%	113	3,334	1.6%	120
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)	253	0.2%	28	451	0.2%	24
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	28,235	24.1%	145	53,136	24.7%	140
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	6,473	5.5%	252	12,334	5.7%	279
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)	233	0.2%	19	545	0.3%	20
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)	2,380	2.0%	144	4,111	1.9%	147
Family Foundations (12A)	4,984	4.2%	410	9,673	4.5%	424
Modest Income Homes (12D)	14,165	12.1%	933	26,473	12.3%	993
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	74,014	63.1%	348	134,121	62.4%	372
In Style (5B)	6,676	5.7%	253	12,149	5.7%	270
Emerald City (8B)	12,001	10.2%	718	19,614	9.1%	749
Front Porches (8E)	1,874	1.6%	101	3,397	1.6%	105
Old and Newcomers (8F)	4,188	3.6%	155	7,923	3.7%	186
Hardscrabble Road (8G)	10,870	9.3%	770	21,717	10.1%	878
Retirement Communities (9E)	498	0.4%	35	881	0.4%	41
Social Security Set (9F)	4,499	3.8%	472	8,548	4.0%	600
Young and Restless (11B)	1,227	1.0%	60	1,832	0.9%	61
Set to Impress (11D)	9,355	8.0%	577	15,485	7.2%	611
City Commons (11E)	9,420	8.0%	917	17,654	8.2%	1,046
Traditional Living (12B)	11,169	9.5%	496	20,106	9.4%	524
College Towns (14B)	1,614	1.4%	144	2,549	1.2%	115
Dorms to Diplomas (14C)	623	0.5%	104	2,266	1.1%	108

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Total:	117,347	100.0%		214,788	100.0%	
4. Suburban Periphery	8,113	6.9%	22	15,533	7.2%	22
Top Tier (1A)	647	0.6%	33	1,228	0.6%	32
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)	2,440	2.1%	107	4,582	2.1%	110
Urban Chic (2A)	877	0.7%	57	2,080	1.0%	78
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)	567	0.5%	20	1,145	0.5%	22
Parks and Rec (5C)	475	0.4%	21	844	0.4%	20
Midlife Constants (5E)	1,663	1.4%	57	3,025	1.4%	60
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)	1,128	1.0%	72	2,007	0.9%	79
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	4,130	3.5%	38	7,534	3.5%	39
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,116	1.0%	42	2,038	0.9%	44
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)	16	0.0%	1	31	0.0%	1
Small Town Simplicity (12C)	2,998	2.6%	138	5,465	2.5%	153
6. Rural	397	0.3%	2	679	0.3%	2
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	29	0.0%	1	43	0.0%	1
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)	368	0.3%	10	636	0.3%	9
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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