



## Tapestry Segmentation Area Profile

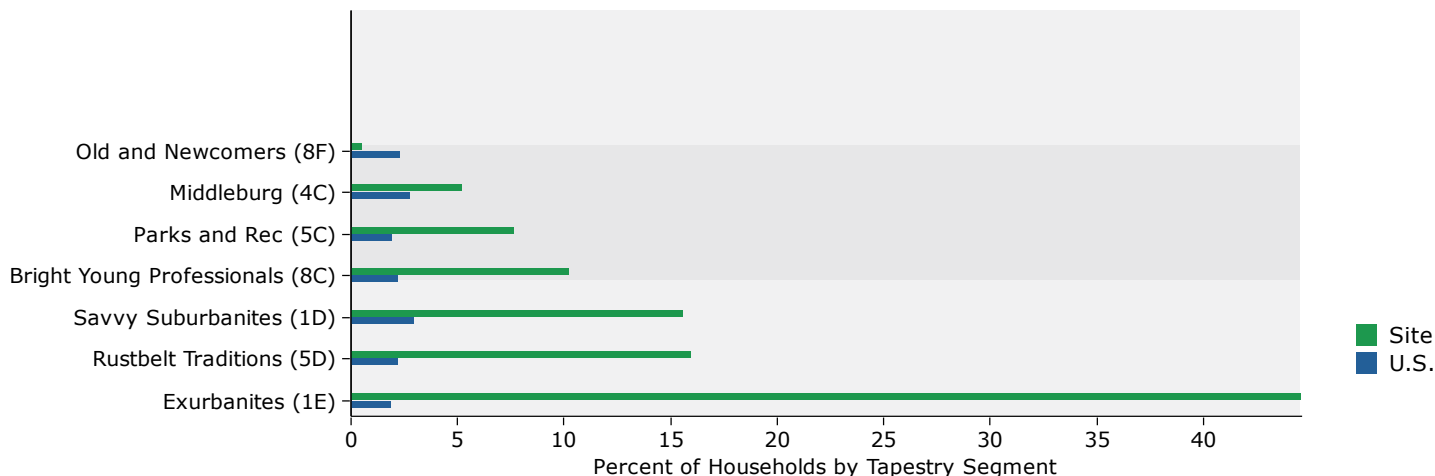
Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

### Top Twenty Tapestry Segments

| Rank     | Tapestry Segment                | 2017 Households |                    | 2017 U.S. Households |                    | Index |
|----------|---------------------------------|-----------------|--------------------|----------------------|--------------------|-------|
|          |                                 | Percent         | Cumulative Percent | Percent              | Cumulative Percent |       |
| 1        | Exurbanites (1E)                | 44.6%           | 44.6%              | 1.9%                 | 1.9%               | 2292  |
| 2        | Rustbelt Traditions (5D)        | 16.0%           | 60.6%              | 2.2%                 | 4.1%               | 725   |
| 3        | Savvy Suburbanites (1D)         | 15.6%           | 76.2%              | 3.0%                 | 7.1%               | 525   |
| 4        | Bright Young Professionals (8C) | 10.3%           | 86.5%              | 2.2%                 | 9.3%               | 461   |
| 5        | Parks and Rec (5C)              | 7.7%            | 94.2%              | 2.0%                 | 11.3%              | 386   |
| Subtotal |                                 | 94.2%           |                    | 11.3%                |                    |       |
| 6        | Middleburg (4C)                 | 5.3%            | 99.5%              | 2.9%                 | 14.2%              | 184   |
| 7        | Old and Newcomers (8F)          | 0.5%            | 100.0%             | 2.3%                 | 16.5%              | 22    |
| Subtotal |                                 | 5.8%            |                    | 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

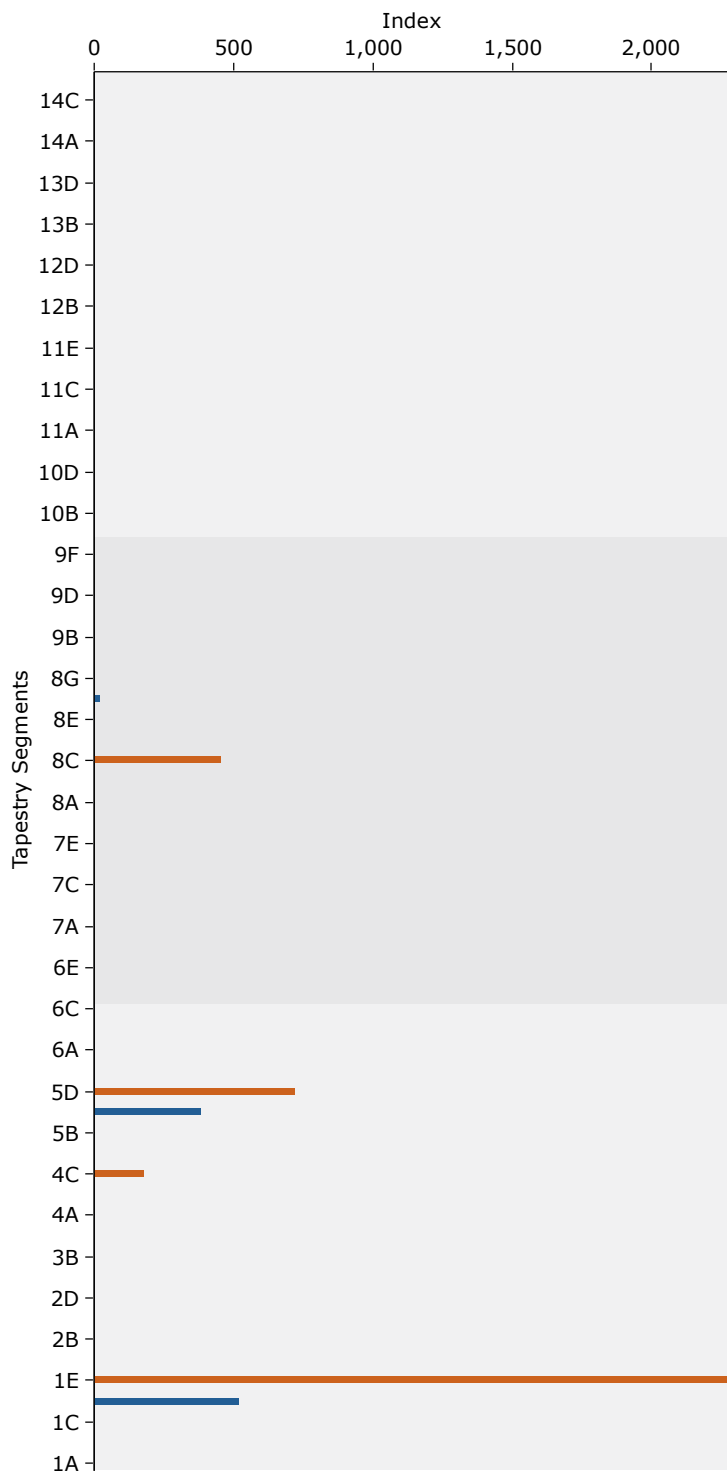


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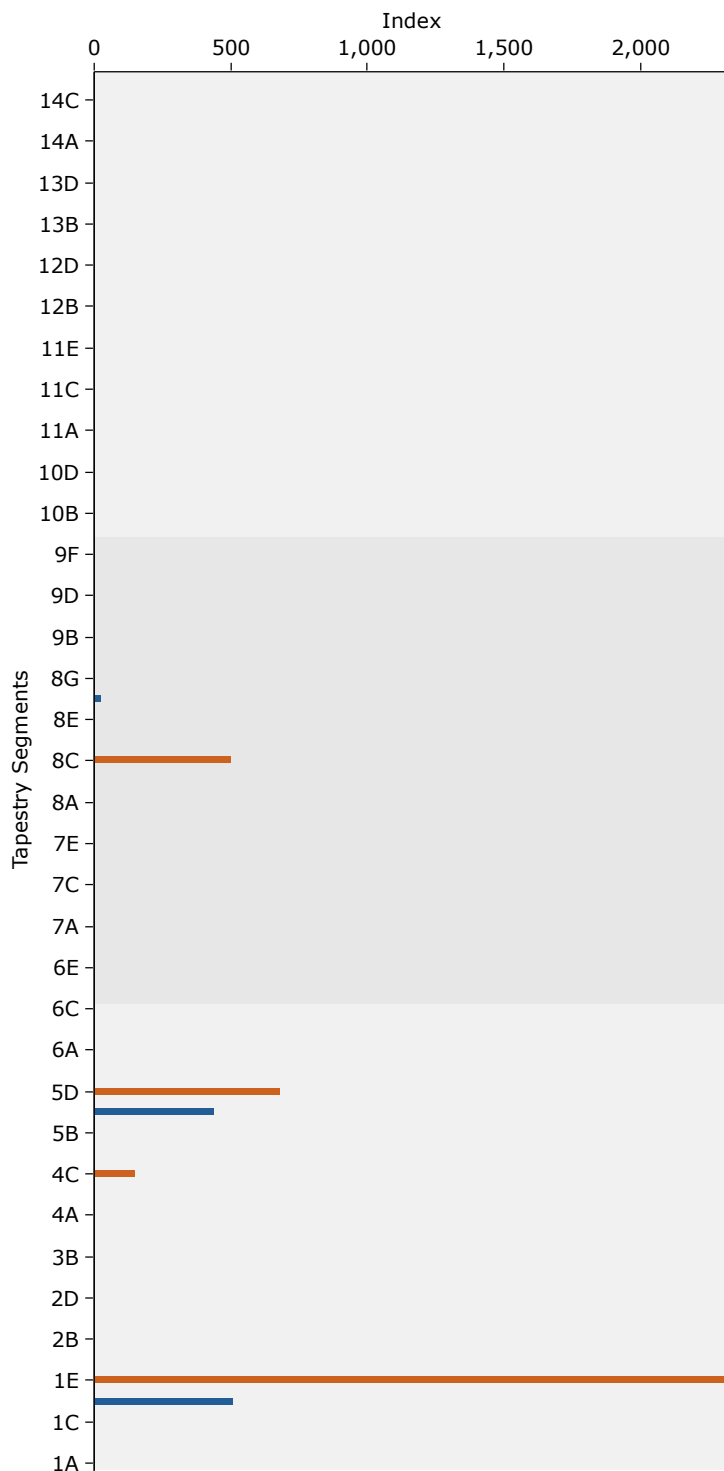
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### 2017 Tapestry Indexes by Households



### 2017 Tapestry Indexes by Total Population 18+



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| Tapestry LifeMode Groups        | 2017 Households |              |            | 2017 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 3,674           | 100.0%       |            | 7,211                 | 100.0%       |            |
| <b>1. Affluent Estates</b>      | <b>2,214</b>    | <b>60.3%</b> | <b>610</b> | <b>4,475</b>          | <b>62.1%</b> | <b>591</b> |
| 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)         | 574             | 15.6%        | 525        | 1,183                 | 16.4%        | 511        |
| Exurbanites (1E)                | 1,640           | 44.6%        | 2292       | 3,292                 | 45.7%        | 2339       |
| <b>2. Upscale Avenues</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>3. Uptown Individuals</b>    | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>4. Family Landscapes</b>     | <b>193</b>      | <b>5.3%</b>  | <b>71</b>  | <b>320</b>            | <b>4.4%</b>  | <b>57</b>  |
| Soccer Moms (4A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Home Improvement (4B)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Middleburg (4C)                 | 193             | 5.3%         | 184        | 320                   | 4.4%         | 156        |
| <b>5. GenXurban</b>             | <b>870</b>      | <b>23.7%</b> | <b>208</b> | <b>1,644</b>          | <b>22.8%</b> | <b>209</b> |
| 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)              | 282             | 7.7%         | 386        | 616                   | 8.5%         | 439        |
| Rustbelt Traditions (5D)        | 588             | 16.0%        | 726        | 1,028                 | 14.3%        | 686        |
| Midlife Constants (5E)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>6. Cozy Country Living</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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

January 23, 2018



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| Tapestry LifeMode Groups         | 2017 Households |              |           | 2017 Adult Population |              |            |
|----------------------------------|-----------------|--------------|-----------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index     | Number                | Percent      | Index      |
| <b>Total:</b>                    | 3,674           | 100.0%       |           | 7,211                 | 100.0%       |            |
| <b>8. Middle Ground</b>          | <b>397</b>      | <b>10.8%</b> | <b>99</b> | <b>772</b>            | <b>10.7%</b> | <b>105</b> |
| 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)  | 378             | 10.3%        | 461       | 732                   | 10.2%        | 505        |
| 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)           | 19              | 0.5%         | 22        | 40                    | 0.6%         | 28         |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0         | 0                     | 0.0%         | 0          |
| <b>9. Senior Styles</b>          | <b>0</b>        | <b>0.0%</b>  | <b>0</b>  | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>  | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>11. Midtown Singles</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>  | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>12. Hometown</b>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>  | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>  | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>  | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| Military Proximity (14A)         | 0               | 0.0%         | 0         | 0                     | 0.0%         | 0          |
| College Towns (14B)              | 0               | 0.0%         | 0         | 0                     | 0.0%         | 0          |
| Dorms to Diplomas (14C)          | 0               | 0.0%         | 0         | 0                     | 0.0%         | 0          |
| Unclassified (15)                | 0               | 0.0%         | 0         | 0                     | 0.0%         | 0          |

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| Tapestry Urbanization Groups     | 2017 Households |              |            | 2017 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 3,674           | 100.0%       |            | 7,211                 | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>2. Urban Periphery</b>        | <b>966</b>      | <b>26.3%</b> | <b>156</b> | <b>1,760</b>          | <b>24.4%</b> | <b>136</b> |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 588             | 16.0%        | 726        | 1,028                 | 14.3%        | 686        |
| 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)  | 378             | 10.3%        | 461        | 732                   | 10.2%        | 505        |
| 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          |
| <b>3. Metro Cities</b>           | <b>19</b>       | <b>0.5%</b>  | <b>3</b>   | <b>40</b>             | <b>0.6%</b>  | <b>3</b>   |
| 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)           | 19              | 0.5%         | 22         | 40                    | 0.6%         | 28         |
| 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      |
| <b>Total:</b>                   | 3,674           | 100.0%       |            | 7,211                 | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>2,496</b>    | <b>67.9%</b> | <b>214</b> | <b>5,091</b>          | <b>70.6%</b> | <b>218</b> |
| 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)         | 574             | 15.6%        | 525        | 1,183                 | 16.4%        | 511        |
| Exurbanites (1E)                | 1,640           | 44.6%        | 2,292      | 3,292                 | 45.7%        | 2,339      |
| 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)              | 282             | 7.7%         | 386        | 616                   | 8.5%         | 439        |
| 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          |
| <b>5. Semirural</b>             | <b>193</b>      | <b>5.3%</b>  | <b>56</b>  | <b>320</b>            | <b>4.4%</b>  | <b>49</b>  |
| Middleburg (4C)                 | 193             | 5.3%         | 184        | 320                   | 4.4%         | 156        |
| 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          |
| <b>6. Rural</b>                 | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| 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

January 23, 2018



# Tapestry Segmentation Area Profile

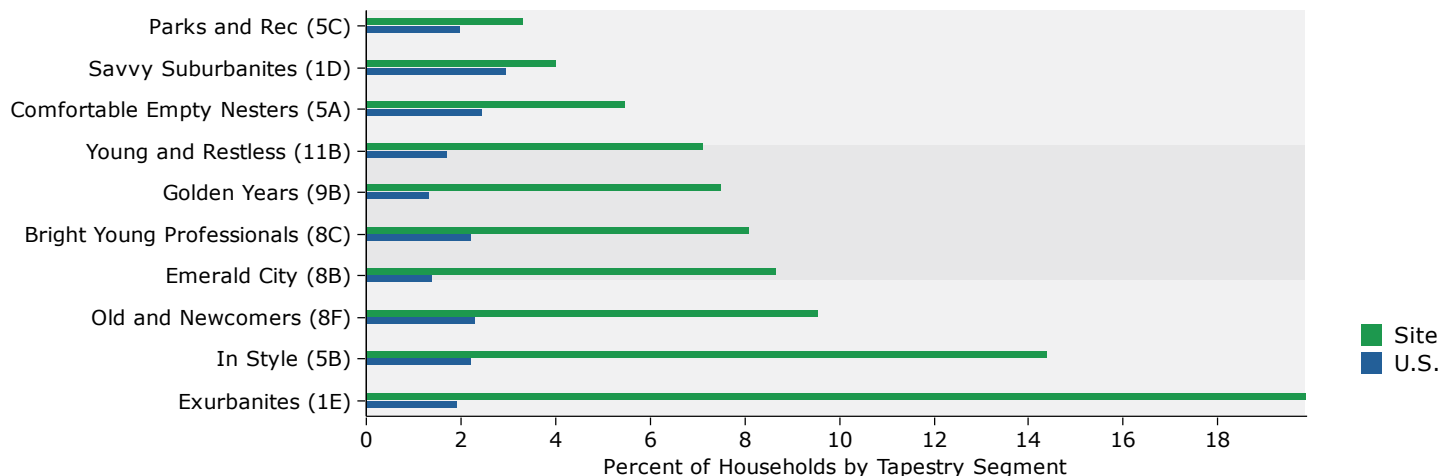
Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

## Top Twenty Tapestry Segments

| Rank     | Tapestry Segment                | 2017 Households |                    | 2017 U.S. Households |                    | Index |
|----------|---------------------------------|-----------------|--------------------|----------------------|--------------------|-------|
|          |                                 | Percent         | Cumulative Percent | Percent              | Cumulative Percent |       |
| 1        | Exurbanites (1E)                | 19.9%           | 19.9%              | 1.9%                 | 1.9%               | 1021  |
| 2        | In Style (5B)                   | 14.4%           | 34.3%              | 2.2%                 | 4.1%               | 643   |
| 3        | Old and Newcomers (8F)          | 9.6%            | 43.9%              | 2.3%                 | 6.4%               | 413   |
| 4        | Emerald City (8B)               | 8.7%            | 52.6%              | 1.4%                 | 7.8%               | 612   |
| 5        | Bright Young Professionals (8C) | 8.1%            | 60.7%              | 2.2%                 | 10.0%              | 364   |
| Subtotal |                                 | 60.7%           |                    | 10.0%                |                    |       |
| 6        | Golden Years (9B)               | 7.5%            | 68.2%              | 1.3%                 | 11.3%              | 559   |
| 7        | Young and Restless (11B)        | 7.1%            | 75.3%              | 1.7%                 | 13.0%              | 413   |
| 8        | Comfortable Empty Nesters (5A)  | 5.5%            | 80.8%              | 2.5%                 | 15.5%              | 223   |
| 9        | Savvy Suburbanites (1D)         | 4.0%            | 84.8%              | 3.0%                 | 18.5%              | 136   |
| 10       | Parks and Rec (5C)              | 3.3%            | 88.1%              | 2.0%                 | 20.5%              | 168   |
| Subtotal |                                 | 27.4%           |                    | 10.5%                |                    |       |
| 11       | Middleburg (4C)                 | 2.5%            | 90.6%              | 2.9%                 | 23.4%              | 86    |
| 12       | Rustbelt Traditions (5D)        | 2.3%            | 92.9%              | 2.2%                 | 25.6%              | 106   |
| 13       | Top Tier (1A)                   | 2.1%            | 95.0%              | 1.7%                 | 27.3%              | 125   |
| 14       | Metro Renters (3B)              | 1.9%            | 96.9%              | 1.6%                 | 28.9%              | 123   |
| 15       | Urban Chic (2A)                 | 1.2%            | 98.1%              | 1.3%                 | 30.2%              | 94    |
| Subtotal |                                 | 10.0%           |                    | 9.7%                 |                    |       |
| 16       | Retirement Communities (9E)     | 1.1%            | 99.2%              | 1.2%                 | 31.4%              | 90    |
| 17       | Midlife Constants (5E)          | 0.5%            | 99.7%              | 2.5%                 | 33.9%              | 19    |
| 18       | Boomburbs (1C)                  | 0.1%            | 99.8%              | 1.6%                 | 35.5%              | 5     |
| Subtotal |                                 | 1.7%            |                    | 5.3%                 |                    |       |
| Total    |                                 | 100.0%          |                    | 35.7%                |                    | 280   |

## 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

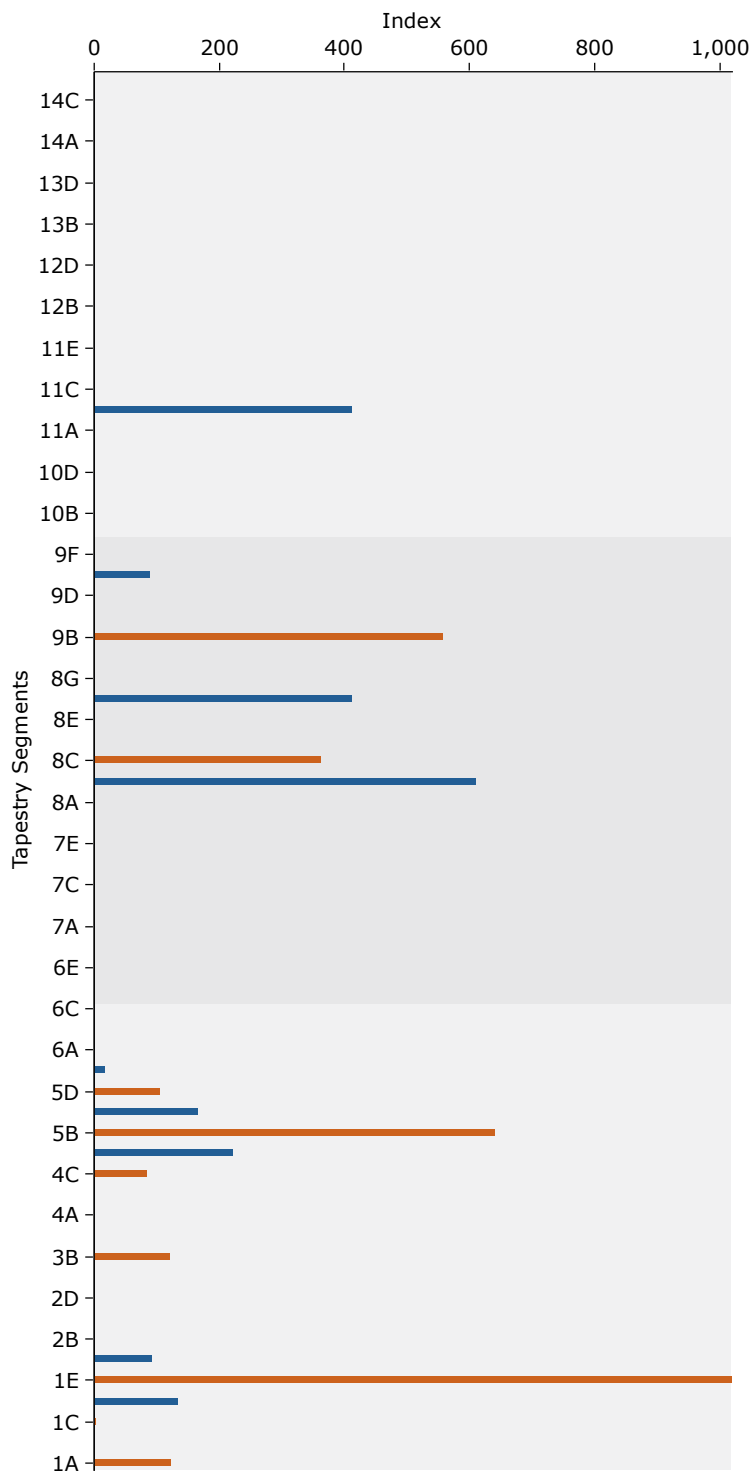


## Tapestry Segmentation Area Profile

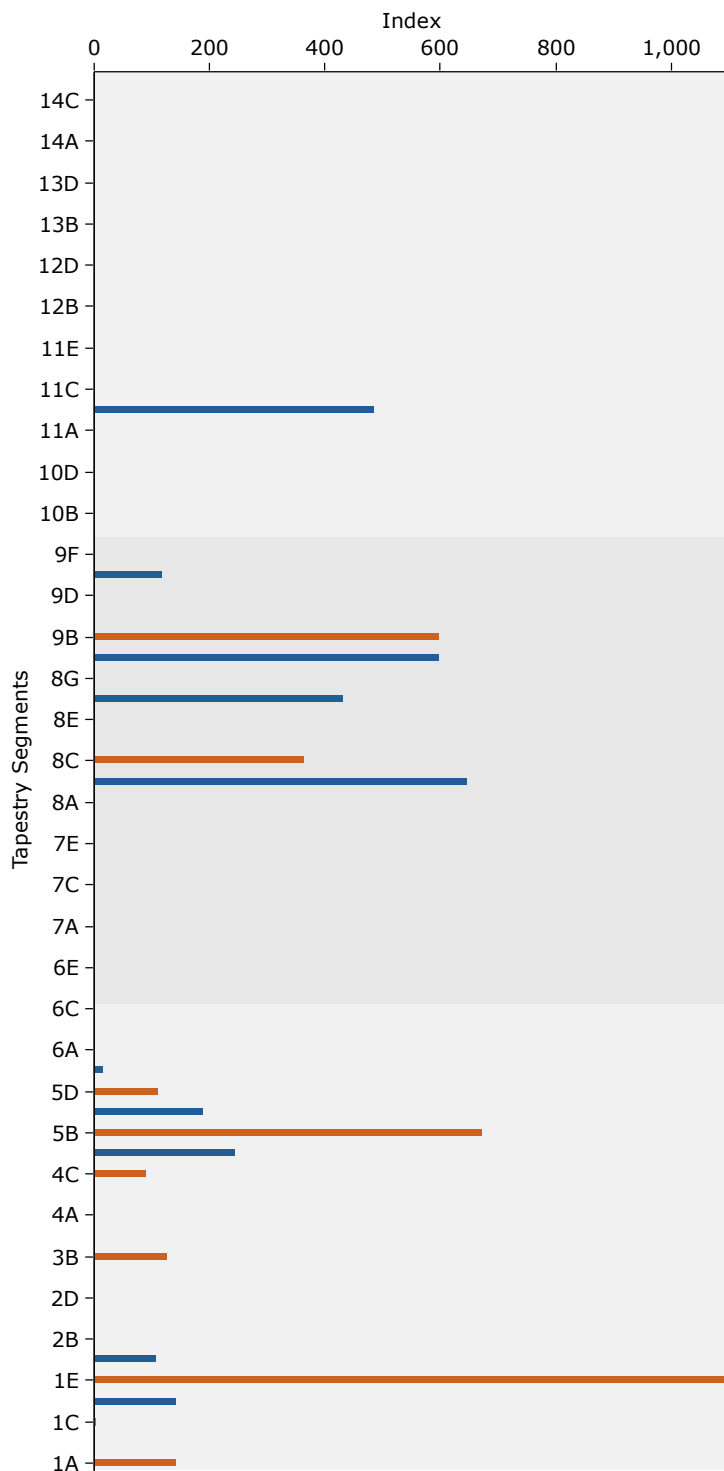
Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

### 2017 Tapestry Indexes by Households



### 2017 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: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Tapestry LifeMode Groups        | 2017 Households |              |            | 2017 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 31,711          | 100.0%       |            | 57,447                | 100.0%       |            |
| <b>1. Affluent Estates</b>      | <b>8,288</b>    | <b>26.1%</b> | <b>265</b> | <b>16,613</b>         | <b>28.9%</b> | <b>276</b> |
| Top Tier (1A)                   | 678             | 2.1%         | 125        | 1,501                 | 2.6%         | 144        |
| Professional Pride (1B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Boomburbs (1C)                  | 25              | 0.1%         | 5          | 33                    | 0.1%         | 3          |
| Savvy Suburbanites (1D)         | 1,279           | 4.0%         | 136        | 2,665                 | 4.6%         | 145        |
| Exurbanites (1E)                | 6,306           | 19.9%        | 1021       | 12,414                | 21.6%        | 1107       |
| <b>2. Upscale Avenues</b>       | <b>396</b>      | <b>1.2%</b>  | <b>22</b>  | <b>780</b>            | <b>1.4%</b>  | <b>23</b>  |
| Urban Chic (2A)                 | 396             | 1.2%         | 94         | 780                   | 1.4%         | 108        |
| 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          |
| <b>3. Uptown Individuals</b>    | <b>605</b>      | <b>1.9%</b>  | <b>52</b>  | <b>890</b>            | <b>1.5%</b>  | <b>51</b>  |
| Laptops and Lattes (3A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Renters (3B)              | 605             | 1.9%         | 123        | 890                   | 1.5%         | 128        |
| Trendsetters (3C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>4. Family Landscapes</b>     | <b>781</b>      | <b>2.5%</b>  | <b>33</b>  | <b>1,475</b>          | <b>2.6%</b>  | <b>33</b>  |
| Soccer Moms (4A)                | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Home Improvement (4B)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Middleburg (4C)                 | 781             | 2.5%         | 86         | 1,475                 | 2.6%         | 91         |
| <b>5. GenXurban</b>             | <b>8,267</b>    | <b>26.1%</b> | <b>229</b> | <b>15,311</b>         | <b>26.7%</b> | <b>244</b> |
| Comfortable Empty Nesters (5A)  | 1,739           | 5.5%         | 223        | 3,478                 | 6.1%         | 247        |
| In Style (5B)                   | 4,576           | 14.4%        | 643        | 8,104                 | 14.1%        | 674        |
| Parks and Rec (5C)              | 1,057           | 3.3%         | 168        | 2,128                 | 3.7%         | 191        |
| Rustbelt Traditions (5D)        | 741             | 2.3%         | 106        | 1,352                 | 2.4%         | 113        |
| Midlife Constants (5E)          | 154             | 0.5%         | 19         | 249                   | 0.4%         | 18         |
| <b>6. Cozy Country Living</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>7. Ethnic Enclaves</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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

January 23, 2018



## Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Tapestry LifeMode Groups         | 2017 Households |              |            | 2017 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 31,711          | 100.0%       |            | 57,447                | 100.0%       |            |
| <b>8. Middle Ground</b>          | <b>8,373</b>    | <b>26.4%</b> | <b>242</b> | <b>13,718</b>         | <b>23.9%</b> | <b>235</b> |
| City Lights (8A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Emerald City (8B)                | 2,755           | 8.7%         | 612        | 4,538                 | 7.9%         | 648        |
| Bright Young Professionals (8C)  | 2,578           | 8.1%         | 364        | 4,210                 | 7.3%         | 365        |
| 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)           | 3,040           | 9.6%         | 413        | 4,970                 | 8.7%         | 432        |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>9. Senior Styles</b>          | <b>2,736</b>    | <b>8.6%</b>  | <b>149</b> | <b>4,802</b>          | <b>8.4%</b>  | <b>167</b> |
| Silver & Gold (9A)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Golden Years (9B)                | 2,387           | 7.5%         | 559        | 4,101                 | 7.1%         | 600        |
| 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)      | 349             | 1.1%         | 90         | 701                   | 1.2%         | 120        |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>11. Midtown Singles</b>       | <b>2,265</b>    | <b>7.1%</b>  | <b>115</b> | <b>3,858</b>          | <b>6.7%</b>  | <b>122</b> |
| City Strivers (11A)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 2,265           | 7.1%         | 413        | 3,858                 | 6.7%         | 485        |
| 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          |
| <b>12. Hometown</b>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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

January 23, 2018



## Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Tapestry Urbanization Groups     | 2017 Households |              |            | 2017 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 31,711          | 100.0%       |            | 57,447                | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>605</b>      | <b>1.9%</b>  | <b>27</b>  | <b>890</b>            | <b>1.5%</b>  | <b>23</b>  |
| Laptops and Lattes (3A)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Renters (3B)               | 605             | 1.9%         | 123        | 890                   | 1.5%         | 128        |
| 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          |
| <b>2. Urban Periphery</b>        | <b>3,319</b>    | <b>10.5%</b> | <b>62</b>  | <b>5,562</b>          | <b>9.7%</b>  | <b>54</b>  |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 741             | 2.3%         | 106        | 1,352                 | 2.4%         | 113        |
| 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)  | 2,578           | 8.1%         | 364        | 4,210                 | 7.3%         | 365        |
| 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          |
| <b>3. Metro Cities</b>           | <b>12,985</b>   | <b>40.9%</b> | <b>224</b> | <b>22,171</b>         | <b>38.6%</b> | <b>228</b> |
| In Style (5B)                    | 4,576           | 14.4%        | 643        | 8,104                 | 14.1%        | 674        |
| Emerald City (8B)                | 2,755           | 8.7%         | 612        | 4,538                 | 7.9%         | 648        |
| Front Porches (8E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Old and Newcomers (8F)           | 3,040           | 9.6%         | 413        | 4,970                 | 8.7%         | 432        |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 349             | 1.1%         | 90         | 701                   | 1.2%         | 120        |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 2,265           | 7.1%         | 413        | 3,858                 | 6.7%         | 485        |
| Set to Impress (11D)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| City Commons (11E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Traditional Living (12B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| College Towns (14B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Dorms to Diplomas (14C)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |

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| Tapestry Urbanization Groups    | 2017 Households |              |            | 2017 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 31,711          | 100.0%       |            | 57,447                | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>14,021</b>   | <b>44.2%</b> | <b>139</b> | <b>27,349</b>         | <b>47.6%</b> | <b>147</b> |
| Top Tier (1A)                   | 678             | 2.1%         | 125        | 1,501                 | 2.6%         | 144        |
| Professional Pride (1B)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Boomburbs (1C)                  | 25              | 0.1%         | 5          | 33                    | 0.1%         | 3          |
| Savvy Suburbanites (1D)         | 1,279           | 4.0%         | 136        | 2,665                 | 4.6%         | 145        |
| Exurbanites (1E)                | 6,306           | 19.9%        | 1,021      | 12,414                | 21.6%        | 1,107      |
| Urban Chic (2A)                 | 396             | 1.2%         | 94         | 780                   | 1.4%         | 108        |
| 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)  | 1,739           | 5.5%         | 223        | 3,478                 | 6.1%         | 247        |
| Parks and Rec (5C)              | 1,057           | 3.3%         | 168        | 2,128                 | 3.7%         | 191        |
| Midlife Constants (5E)          | 154             | 0.5%         | 19         | 249                   | 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)               | 2,387           | 7.5%         | 559        | 4,101                 | 7.1%         | 600        |
| The Elders (9C)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>781</b>      | <b>2.5%</b>  | <b>26</b>  | <b>1,475</b>          | <b>2.6%</b>  | <b>29</b>  |
| Middleburg (4C)                 | 781             | 2.5%         | 86         | 1,475                 | 2.6%         | 91         |
| 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          |
| <b>6. Rural</b>                 | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| 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

January 23, 2018



## Tapestry Segmentation Area Profile

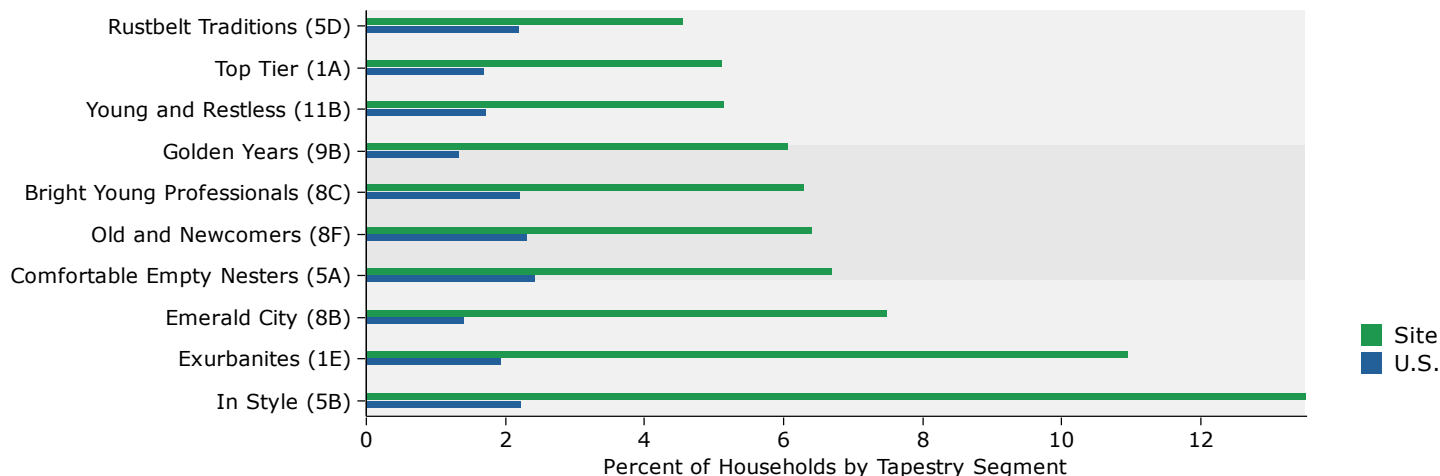
Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

### Top Twenty Tapestry Segments

| Rank            | Tapestry Segment                | 2017 Households |                    | 2017 U.S. Households |                    | Index      |
|-----------------|---------------------------------|-----------------|--------------------|----------------------|--------------------|------------|
|                 |                                 | Percent         | Cumulative Percent | Percent              | Cumulative Percent |            |
| 1               | In Style (5B)                   | 13.5%           | 13.5%              | 2.2%                 | 2.2%               | 603        |
| 2               | Exurbanites (1E)                | 11.0%           | 24.5%              | 1.9%                 | 4.1%               | 563        |
| 3               | Emerald City (8B)               | 7.5%            | 32.0%              | 1.4%                 | 5.5%               | 529        |
| 4               | Comfortable Empty Nesters (5A)  | 6.7%            | 38.7%              | 2.5%                 | 8.0%               | 273        |
| 5               | Old and Newcomers (8F)          | 6.4%            | 45.1%              | 2.3%                 | 10.3%              | 276        |
| <b>Subtotal</b> |                                 | <b>45.1%</b>    |                    | <b>10.3%</b>         |                    |            |
| 6               | Bright Young Professionals (8C) | 6.3%            | 51.4%              | 2.2%                 | 12.5%              | 283        |
| 7               | Golden Years (9B)               | 6.1%            | 57.5%              | 1.3%                 | 13.8%              | 452        |
| 8               | Young and Restless (11B)        | 5.2%            | 62.7%              | 1.7%                 | 15.5%              | 298        |
| 9               | Top Tier (1A)                   | 5.1%            | 67.8%              | 1.7%                 | 17.2%              | 300        |
| 10              | Rustbelt Traditions (5D)        | 4.6%            | 72.4%              | 2.2%                 | 19.4%              | 207        |
| <b>Subtotal</b> |                                 | <b>27.3%</b>    |                    | <b>9.1%</b>          |                    |            |
| 11              | Savvy Suburbanites (1D)         | 3.2%            | 75.6%              | 3.0%                 | 22.4%              | 107        |
| 12              | Home Improvement (4B)           | 3.0%            | 78.6%              | 1.7%                 | 24.1%              | 174        |
| 13              | Professional Pride (1B)         | 2.8%            | 81.4%              | 1.6%                 | 25.7%              | 173        |
| 14              | Boomburbs (1C)                  | 2.8%            | 84.2%              | 1.6%                 | 27.3%              | 171        |
| 15              | Urban Chic (2A)                 | 2.8%            | 87.0%              | 1.3%                 | 28.6%              | 208        |
| <b>Subtotal</b> |                                 | <b>14.6%</b>    |                    | <b>9.2%</b>          |                    |            |
| 16              | Midlife Constants (5E)          | 2.4%            | 89.4%              | 2.5%                 | 31.1%              | 96         |
| 17              | Retirement Communities (9E)     | 2.3%            | 91.7%              | 1.2%                 | 32.3%              | 187        |
| 18              | Up and Coming Families (7A)     | 1.4%            | 93.1%              | 2.4%                 | 34.7%              | 60         |
| 19              | Enterprising Professionals (2D) | 1.4%            | 94.5%              | 1.4%                 | 36.1%              | 99         |
| 20              | Parks and Rec (5C)              | 1.3%            | 95.8%              | 2.0%                 | 38.1%              | 67         |
| <b>Subtotal</b> |                                 | <b>8.8%</b>     |                    | <b>9.5%</b>          |                    |            |
| <b>Total</b>    |                                 | <b>95.7%</b>    |                    | <b>38.3%</b>         |                    | <b>250</b> |

### 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

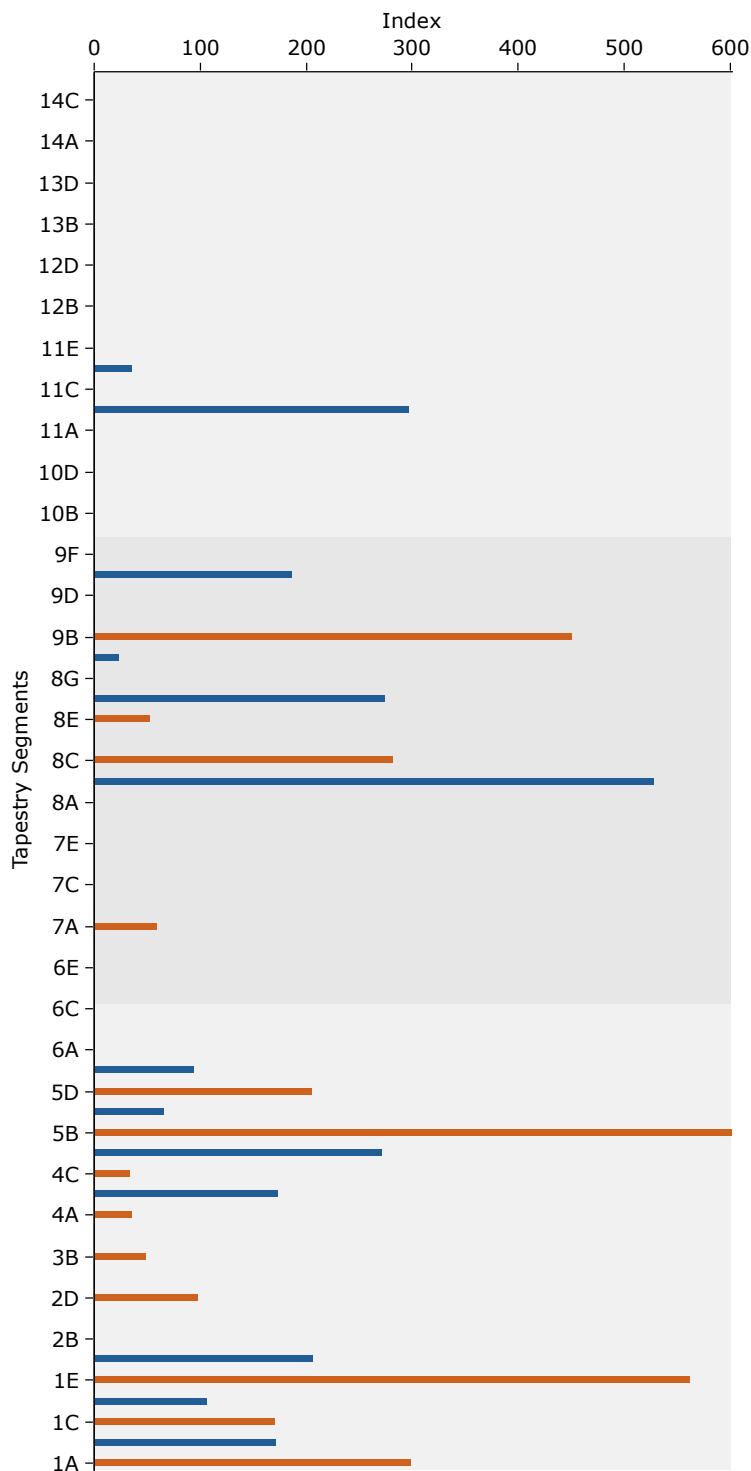


# Tapestry Segmentation Area Profile

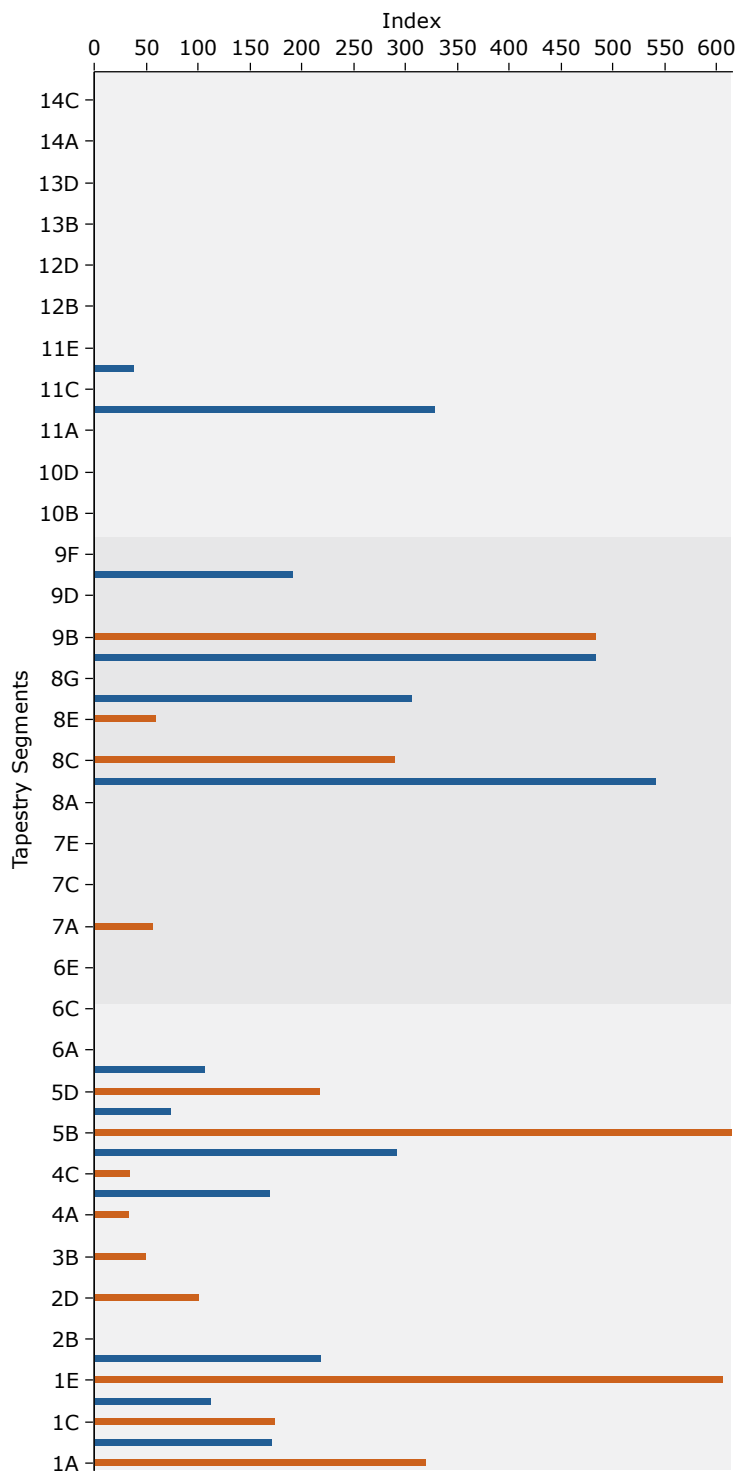
Shoppes at Forest Green  
10023 Forest Green Blvd, Louisville, Kentucky, 40223  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

### 2017 Tapestry Indexes by Households



### 2017 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        | 2017 Households |              |            | 2017 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 79,285          | 100.0%       |            | 145,220               | 100.0%       |            |
| <b>1. Affluent Estates</b>      | <b>19,697</b>   | <b>24.8%</b> | <b>252</b> | <b>39,813</b>         | <b>27.4%</b> | <b>261</b> |
| Top Tier (1A)                   | 4,075           | 5.1%         | 300        | 8,441                 | 5.8%         | 321        |
| Professional Pride (1B)         | 2,204           | 2.8%         | 173        | 4,512                 | 3.1%         | 173        |
| Boomburbs (1C)                  | 2,202           | 2.8%         | 171        | 4,380                 | 3.0%         | 175        |
| Savvy Suburbanites (1D)         | 2,517           | 3.2%         | 107        | 5,266                 | 3.6%         | 113        |
| Exurbanites (1E)                | 8,699           | 11.0%        | 563        | 17,214                | 11.9%        | 607        |
| <b>2. Upscale Avenues</b>       | <b>3,296</b>    | <b>4.2%</b>  | <b>73</b>  | <b>5,954</b>          | <b>4.1%</b>  | <b>69</b>  |
| Urban Chic (2A)                 | 2,191           | 2.8%         | 208        | 3,994                 | 2.8%         | 220        |
| Pleasantville (2B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Pacific Heights (2C)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Enterprising Professionals (2D) | 1,105           | 1.4%         | 99         | 1,960                 | 1.3%         | 103        |
| <b>3. Uptown Individuals</b>    | <b>605</b>      | <b>0.8%</b>  | <b>21</b>  | <b>890</b>            | <b>0.6%</b>  | <b>20</b>  |
| Laptops and Lattes (3A)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Renters (3B)              | 605             | 0.8%         | 49         | 890                   | 0.6%         | 51         |
| Trendsetters (3C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>4. Family Landscapes</b>     | <b>3,958</b>    | <b>5.0%</b>  | <b>67</b>  | <b>7,602</b>          | <b>5.2%</b>  | <b>68</b>  |
| Soccer Moms (4A)                | 810             | 1.0%         | 36         | 1,554                 | 1.1%         | 35         |
| Home Improvement (4B)           | 2,367           | 3.0%         | 174        | 4,573                 | 3.1%         | 170        |
| Middleburg (4C)                 | 781             | 1.0%         | 35         | 1,475                 | 1.0%         | 36         |
| <b>5. GenXurban</b>             | <b>22,620</b>   | <b>28.5%</b> | <b>251</b> | <b>41,609</b>         | <b>28.7%</b> | <b>262</b> |
| Comfortable Empty Nesters (5A)  | 5,324           | 6.7%         | 273        | 10,435                | 7.2%         | 293        |
| In Style (5B)                   | 10,725          | 13.5%        | 603        | 18,744                | 12.9%        | 616        |
| Parks and Rec (5C)              | 1,057           | 1.3%         | 67         | 2,128                 | 1.5%         | 75         |
| Rustbelt Traditions (5D)        | 3,622           | 4.6%         | 207        | 6,599                 | 4.5%         | 219        |
| Midlife Constants (5E)          | 1,892           | 2.4%         | 96         | 3,703                 | 2.5%         | 108        |
| <b>6. Cozy Country Living</b>   | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>7. Ethnic Enclaves</b>       | <b>1,126</b>    | <b>1.4%</b>  | <b>20</b>  | <b>2,093</b>          | <b>1.4%</b>  | <b>18</b>  |
| Up and Coming Families (7A)     | 1,126           | 1.4%         | 60         | 2,093                 | 1.4%         | 58         |
| Urban Villages (7B)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| American Dreamers (7C)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Barrios Urbanos (7D)            | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Valley Growers (7E)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Southwestern Families (7F)      | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |

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**Source:** Esri



## Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Tapestry LifeMode Groups         | 2017 Households |              |            | 2017 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 79,285          | 100.0%       |            | 145,220               | 100.0%       |            |
| <b>8. Middle Ground</b>          | <b>16,723</b>   | <b>21.1%</b> | <b>193</b> | <b>28,392</b>         | <b>19.6%</b> | <b>192</b> |
| City Lights (8A)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Emerald City (8B)                | 5,960           | 7.5%         | 529        | 9,621                 | 6.6%         | 543        |
| Bright Young Professionals (8C)  | 5,003           | 6.3%         | 283        | 8,506                 | 5.9%         | 291        |
| Downtown Melting Pot (8D)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Front Porches (8E)               | 674             | 0.9%         | 53         | 1,326                 | 0.9%         | 60         |
| Old and Newcomers (8F)           | 5,086           | 6.4%         | 276        | 8,939                 | 6.2%         | 307        |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>9. Senior Styles</b>          | <b>6,770</b>    | <b>8.5%</b>  | <b>148</b> | <b>11,551</b>         | <b>8.0%</b>  | <b>159</b> |
| Silver & Gold (9A)               | 143             | 0.2%         | 24         | 309                   | 0.2%         | 31         |
| Golden Years (9B)                | 4,822           | 6.1%         | 452        | 8,377                 | 5.8%         | 485        |
| The Elders (9C)                  | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Senior Escapes (9D)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 1,805           | 2.3%         | 187        | 2,865                 | 2.0%         | 193        |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>10. Rustic Outposts</b>       | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>11. Midtown Singles</b>       | <b>4,490</b>    | <b>5.7%</b>  | <b>91</b>  | <b>7,316</b>          | <b>5.0%</b>  | <b>91</b>  |
| City Strivers (11A)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 4,092           | 5.2%         | 298        | 6,623                 | 4.6%         | 330        |
| Metro Fusion (11C)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Set to Impress (11D)             | 398             | 0.5%         | 36         | 693                   | 0.5%         | 40         |
| City Commons (11E)               | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>12. Hometown</b>              | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>13. Next Wave</b>             | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| <b>14. Scholars and Patriots</b> | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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

January 23, 2018



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Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Tapestry Urbanization Groups     | 2017 Households |              |            | 2017 Adult Population |              |            |
|----------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                  | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                    | 79,285          | 100.0%       |            | 145,220               | 100.0%       |            |
| <b>1. Principal Urban Center</b> | <b>605</b>      | <b>0.8%</b>  | <b>11</b>  | <b>890</b>            | <b>0.6%</b>  | <b>9</b>   |
| Laptops and Lattes (3A)          | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Metro Renters (3B)               | 605             | 0.8%         | 49         | 890                   | 0.6%         | 51         |
| 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          |
| <b>2. Urban Periphery</b>        | <b>8,625</b>    | <b>10.9%</b> | <b>65</b>  | <b>15,105</b>         | <b>10.4%</b> | <b>58</b>  |
| Pacific Heights (2C)             | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Rustbelt Traditions (5D)         | 3,622           | 4.6%         | 207        | 6,599                 | 4.5%         | 219        |
| 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)  | 5,003           | 6.3%         | 283        | 8,506                 | 5.9%         | 291        |
| 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          |
| <b>3. Metro Cities</b>           | <b>28,740</b>   | <b>36.2%</b> | <b>198</b> | <b>48,811</b>         | <b>33.6%</b> | <b>199</b> |
| In Style (5B)                    | 10,725          | 13.5%        | 603        | 18,744                | 12.9%        | 616        |
| Emerald City (8B)                | 5,960           | 7.5%         | 529        | 9,621                 | 6.6%         | 543        |
| Front Porches (8E)               | 674             | 0.9%         | 53         | 1,326                 | 0.9%         | 60         |
| Old and Newcomers (8F)           | 5,086           | 6.4%         | 276        | 8,939                 | 6.2%         | 307        |
| Hardscrabble Road (8G)           | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Retirement Communities (9E)      | 1,805           | 2.3%         | 187        | 2,865                 | 2.0%         | 193        |
| Social Security Set (9F)         | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Young and Restless (11B)         | 4,092           | 5.2%         | 298        | 6,623                 | 4.6%         | 330        |
| Set to Impress (11D)             | 398             | 0.5%         | 36         | 693                   | 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          |

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

**Source:** Esri



## Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.26339  
Longitude: -85.57101

| Tapestry Urbanization Groups    | 2017 Households |              |            | 2017 Adult Population |              |            |
|---------------------------------|-----------------|--------------|------------|-----------------------|--------------|------------|
|                                 | Number          | Percent      | Index      | Number                | Percent      | Index      |
| <b>Total:</b>                   | 79,285          | 100.0%       |            | 145,220               | 100.0%       |            |
| <b>4. Suburban Periphery</b>    | <b>40,534</b>   | <b>51.1%</b> | <b>161</b> | <b>78,939</b>         | <b>54.4%</b> | <b>168</b> |
| Top Tier (1A)                   | 4,075           | 5.1%         | 300        | 8,441                 | 5.8%         | 321        |
| Professional Pride (1B)         | 2,204           | 2.8%         | 173        | 4,512                 | 3.1%         | 173        |
| Boomburbs (1C)                  | 2,202           | 2.8%         | 171        | 4,380                 | 3.0%         | 175        |
| Savvy Suburbanites (1D)         | 2,517           | 3.2%         | 107        | 5,266                 | 3.6%         | 113        |
| Exurbanites (1E)                | 8,699           | 11.0%        | 563        | 17,214                | 11.9%        | 607        |
| Urban Chic (2A)                 | 2,191           | 2.8%         | 208        | 3,994                 | 2.8%         | 220        |
| Pleasantville (2B)              | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Enterprising Professionals (2D) | 1,105           | 1.4%         | 99         | 1,960                 | 1.3%         | 103        |
| Soccer Moms (4A)                | 810             | 1.0%         | 36         | 1,554                 | 1.1%         | 35         |
| Home Improvement (4B)           | 2,367           | 3.0%         | 174        | 4,573                 | 3.1%         | 170        |
| Comfortable Empty Nesters (5A)  | 5,324           | 6.7%         | 273        | 10,435                | 7.2%         | 293        |
| Parks and Rec (5C)              | 1,057           | 1.3%         | 67         | 2,128                 | 1.5%         | 75         |
| Midlife Constants (5E)          | 1,892           | 2.4%         | 96         | 3,703                 | 2.5%         | 108        |
| Up and Coming Families (7A)     | 1,126           | 1.4%         | 60         | 2,093                 | 1.4%         | 58         |
| Silver & Gold (9A)              | 143             | 0.2%         | 24         | 309                   | 0.2%         | 31         |
| Golden Years (9B)               | 4,822           | 6.1%         | 452        | 8,377                 | 5.8%         | 485        |
| The Elders (9C)                 | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| Military Proximity (14A)        | 0               | 0.0%         | 0          | 0                     | 0.0%         | 0          |
| <b>5. Semirural</b>             | <b>781</b>      | <b>1.0%</b>  | <b>11</b>  | <b>1,475</b>          | <b>1.0%</b>  | <b>11</b>  |
| Middleburg (4C)                 | 781             | 1.0%         | 35         | 1,475                 | 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          |
| <b>6. Rural</b>                 | <b>0</b>        | <b>0.0%</b>  | <b>0</b>   | <b>0</b>              | <b>0.0%</b>  | <b>0</b>   |
| 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          |
| 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

January 23, 2018