



Tapestry Segmentation Area Profile

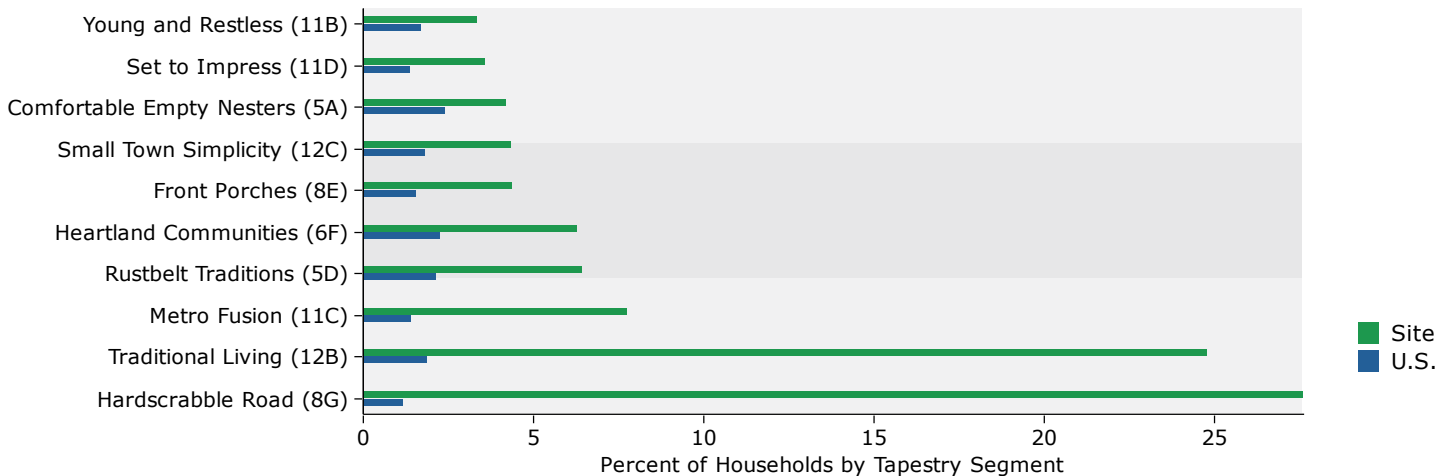
128 N 17th Ave
 128 N 17th Ave, Beech Grove, Indiana, 46107
 Ring: 2 mile radius

Prepared by Esri
 Latitude: 39.72455
 Longitude: -86.10243

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households		2018 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Hardscrabble Road (8G)	27.6%	27.6%	1.2%	1.2%	2280
2	Traditional Living (12B)	24.8%	52.4%	1.9%	3.1%	1,285
3	Metro Fusion (11C)	7.8%	60.2%	1.4%	4.5%	551
4	Rustbelt Traditions (5D)	6.5%	66.7%	2.2%	6.7%	294
5	Heartland Communities (6F)	6.3%	73.0%	2.3%	9.0%	275
Subtotal		73.0%		9.0%		
6	Front Porches (8E)	4.4%	77.4%	1.6%	10.6%	278
7	Small Town Simplicity (12C)	4.4%	81.8%	1.9%	12.5%	236
8	Comfortable Empty Nesters (5A)	4.2%	86.0%	2.5%	15.0%	171
9	Set to Impress (11D)	3.6%	89.6%	1.4%	16.4%	259
10	Young and Restless (11B)	3.4%	93.0%	1.7%	18.1%	195
Subtotal		20.0%		9.1%		
11	City Commons (11E)	2.8%	95.8%	0.9%	19.0%	311
12	Social Security Set (9F)	2.7%	98.5%	0.8%	19.8%	332
13	College Towns (14B)	1.6%	100.1%	1.0%	20.8%	166
14	Down the Road (10D)	0.0%	100.1%	1.1%	21.9%	3
Subtotal		7.1%		3.8%		
Total		100.0%		21.9%		457

Top Ten Tapestry Segments Site vs. U.S.



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

Source: Esri

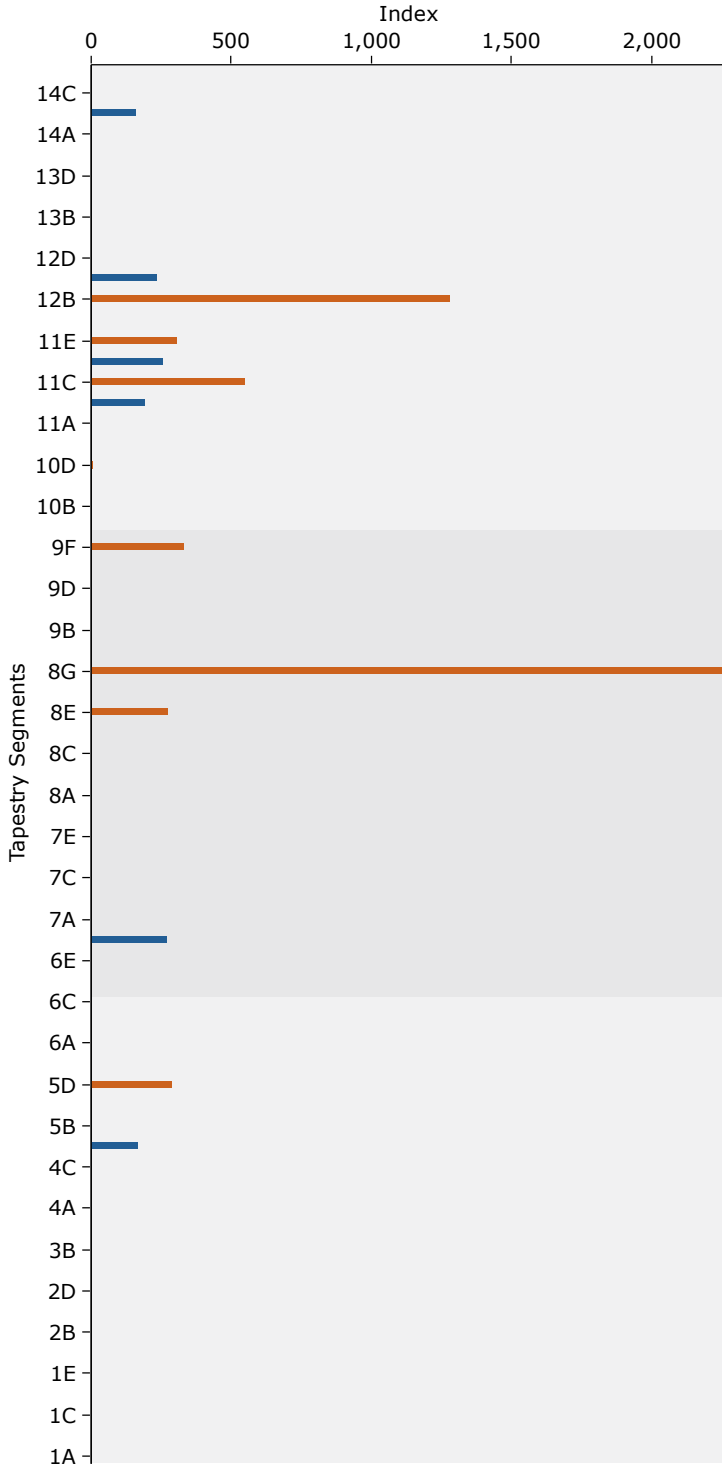


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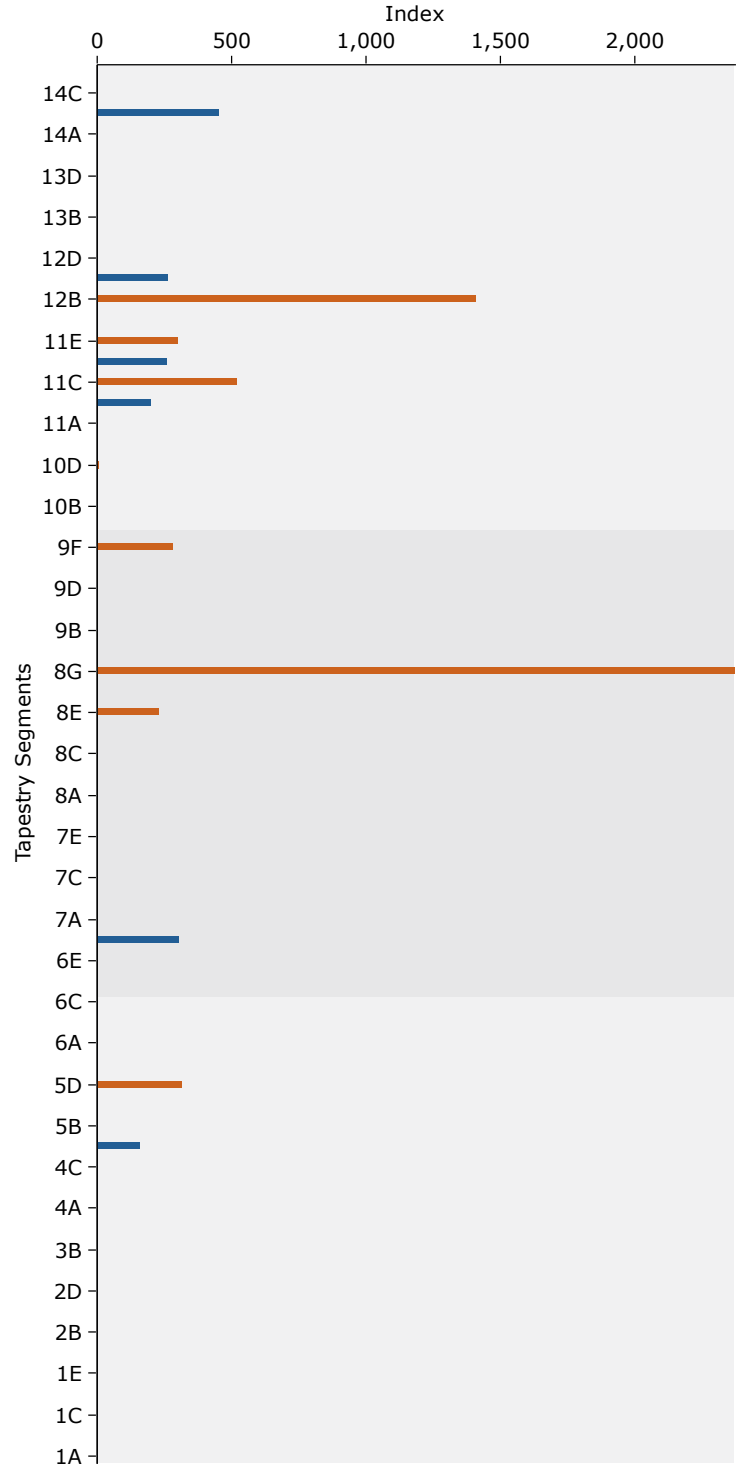
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2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,287	100.0%		32,252	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	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	1,734	10.6%	94	3,433	10.6%	98
Comfortable Empty Nesters (5A)	683	4.2%	171	1,293	4.0%	164
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)	1,051	6.5%	294	2,140	6.6%	321
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	1,027	6.3%	53	2,122	6.6%	56
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)	1,027	6.3%	275	2,122	6.6%	307
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,287	100.0%		32,252	100.0%	
8. Middle Ground	5,216	32.0%	294	10,022	31.1%	306
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	717	4.4%	278	1,141	3.5%	233
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	4,499	27.6%	2,280	8,881	27.5%	2,374
9. Senior Styles	442	2.7%	47	614	1.9%	38
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)	442	2.7%	332	614	1.9%	285
10. Rustic Outposts	6	0.0%	0	11	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)	6	0.0%	3	11	0.0%	3
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	2,851	17.5%	283	4,888	15.2%	277
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	553	3.4%	195	910	2.8%	203
Metro Fusion (11C)	1,265	7.8%	551	2,206	6.8%	523
Set to Impress (11D)	585	3.6%	259	995	3.1%	260
City Commons (11E)	448	2.8%	311	777	2.4%	303
12. Hometown	4,753	29.2%	476	9,630	29.9%	515
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	4,040	24.8%	1,285	8,186	25.4%	1,412
Small Town Simplicity (12C)	713	4.4%	236	1,444	4.5%	267
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	258	1.6%	98	1,532	4.8%	208
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	258	1.6%	166	1,532	4.8%	459
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	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,287	100.0%		32,252	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,316	14.2%	85	4,346	13.5%	76
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	1,051	6.5%	294	2,140	6.6%	321
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)	1,265	7.8%	551	2,206	6.8%	523
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	11,542	70.9%	389	23,036	71.4%	424
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)	717	4.4%	278	1,141	3.5%	233
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	4,499	27.6%	2,280	8,881	27.5%	2,374
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	442	2.7%	332	614	1.9%	285
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Total:	16,287	100.0%		32,252	100.0%	
4. Suburban Periphery	683	4.2%	13	1,293	4.0%	12
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)	683	4.2%	171	1,293	4.0%	164
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	1,746	10.7%	115	3,577	11.1%	123
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	1,027	6.3%	275	2,122	6.6%	307
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)	6	0.0%	3	11	0.0%	3
Small Town Simplicity (12C)	713	4.4%	236	1,444	4.5%	267
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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