



Tapestry Segmentation Area Profile

4003 Madison Ave
Retail Condo
Ring: 1 mile radius

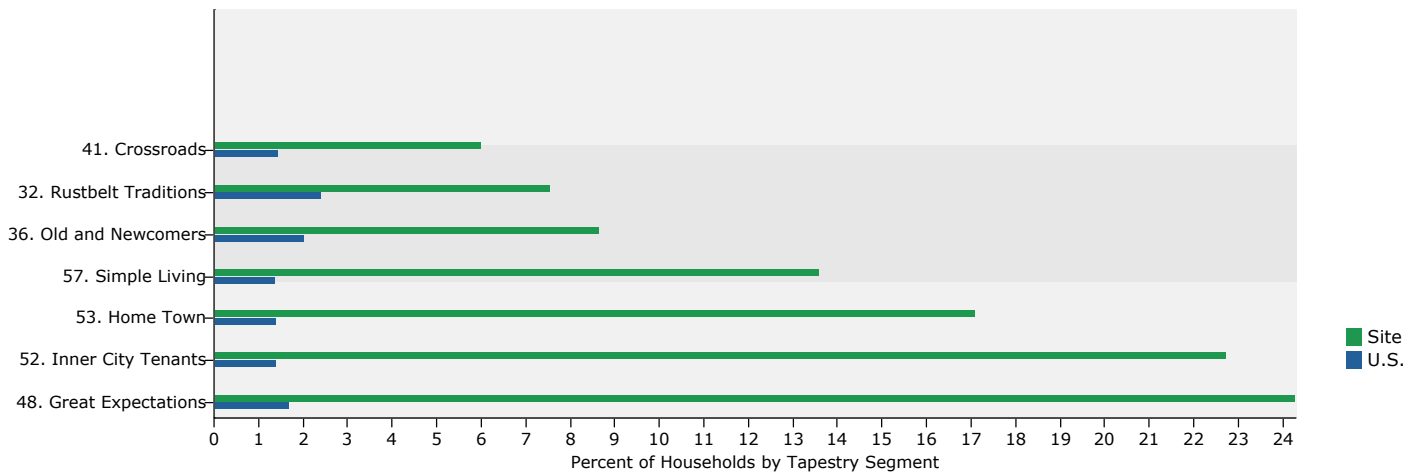
Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	48. Great Expectations	24.3%	24.3%	1.7%	1.7%	1433
2	52. Inner City Tenants	22.8%	47.1%	1.4%	3.1%	1,630
3	53. Home Town	17.1%	64.2%	1.4%	4.5%	1,211
4	57. Simple Living	13.6%	77.8%	1.4%	5.9%	979
5	36. Old and Newcomers	8.7%	86.5%	2.0%	7.9%	425
Subtotal		86.5%		7.9%		
6	32. Rustbelt Traditions	7.5%	94.0%	2.4%	10.3%	313
7	41. Crossroads	6.0%	100.0%	1.5%	11.8%	413
Subtotal		13.5%		3.9%		
Total		100.0%		11.8%		848

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

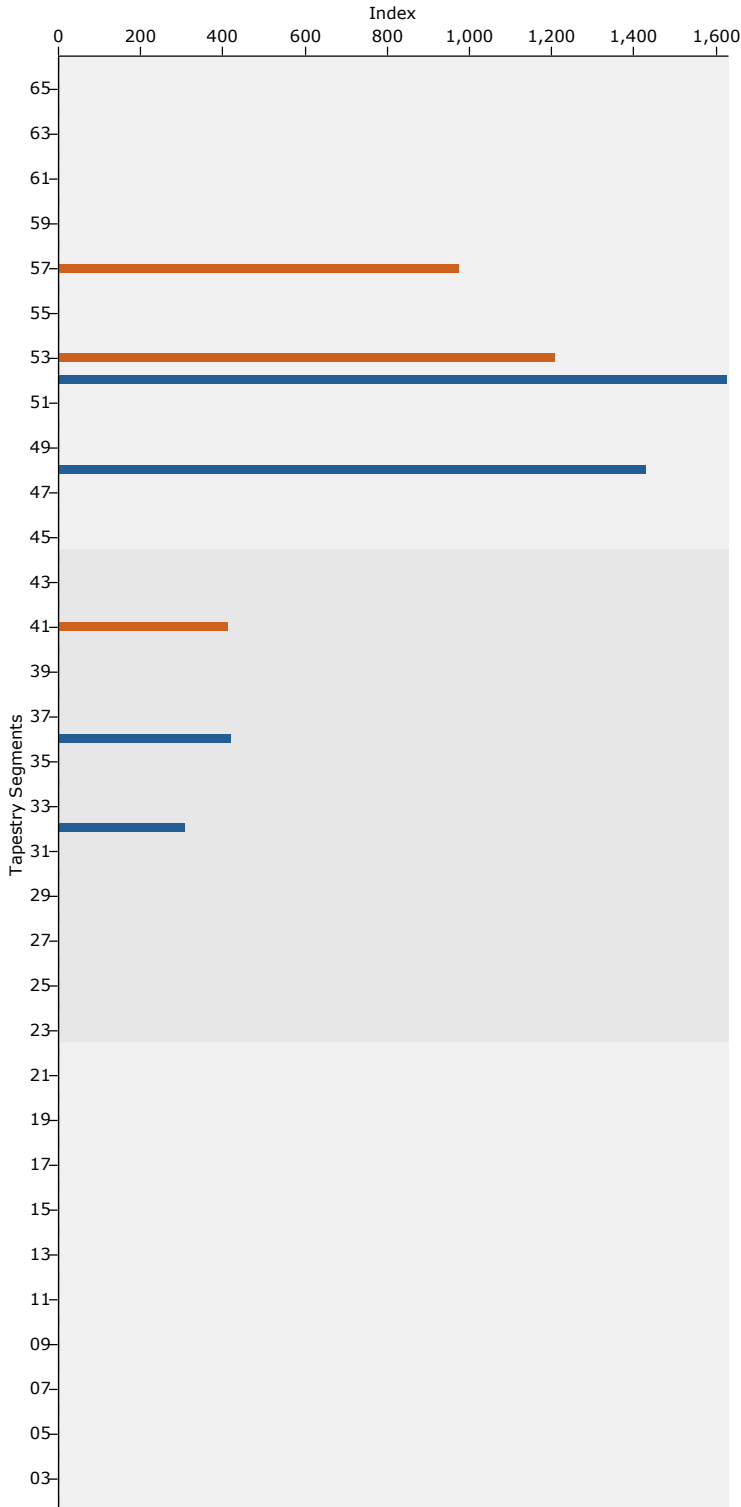


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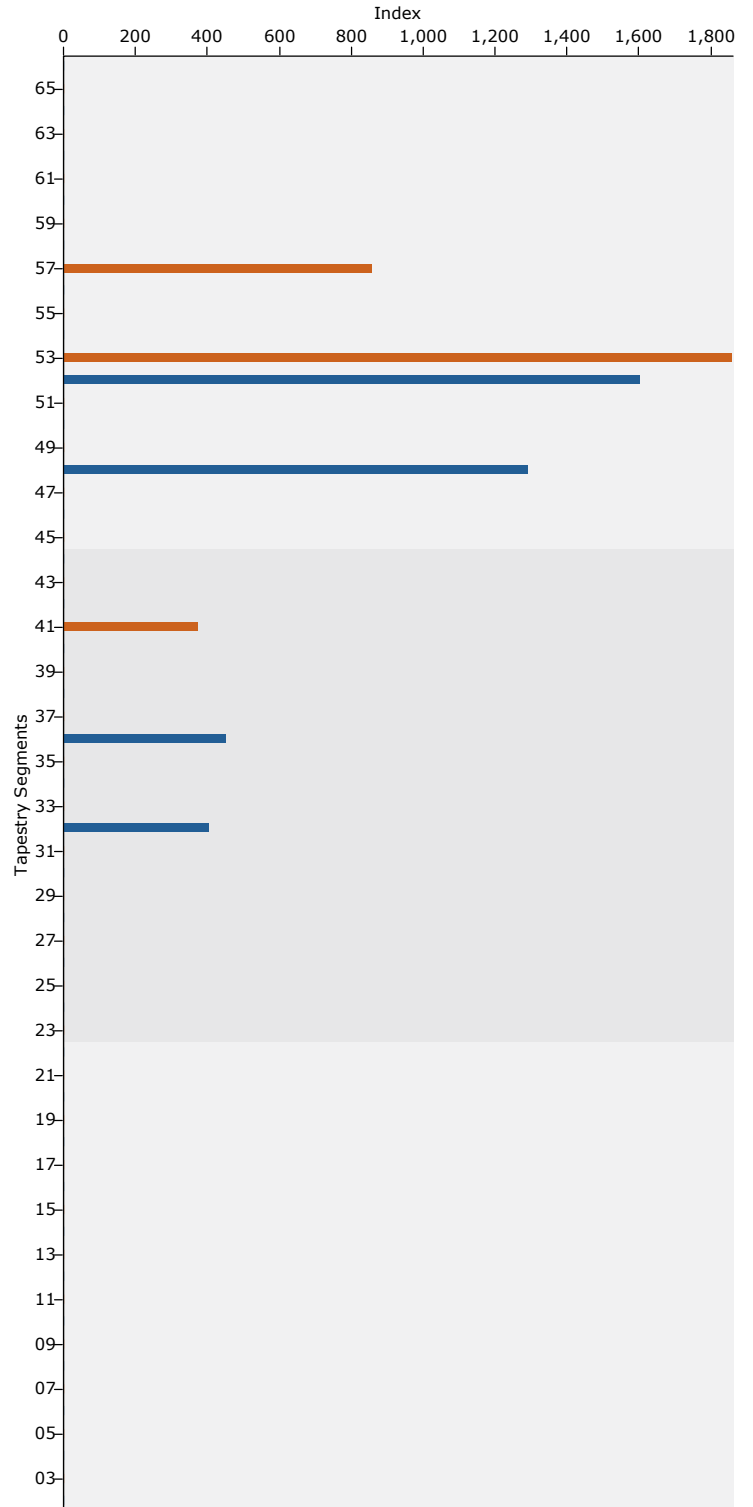
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Tapestry Indexes by Households



Tapestry Indexes by Population



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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,399	100.0%		12,241	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	381	8.7%	118	887	7.2%	131
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	381	8.7%	425	887	7.2%	457
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	599	13.6%	108	1,227	10.0%	94
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
57 Simple Living	599	13.6%	979	1,227	10.0%	862
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,399	100.0%		12,241	100.0%	
L7. High Hopes	1,069	24.3%	601	2,445	20.0%	518
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,069	24.3%	1433	2,445	20.0%	1297
L8. Global Roots	1,001	22.8%	274	2,617	21.4%	217
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,001	22.7%	1629	2,617	21.4%	1605
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
L10. Traditional Living	332	7.5%	94	1,168	9.5%	125
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	332	7.5%	313	1,168	9.5%	408
33 Midlife Junction	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	753	17.1%	183	3,182	26.0%	281
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
53 Home Town	753	17.1%	1211	3,182	26.0%	1862
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	264	6.0%	69	715	5.8%	68
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	264	6.0%	413	715	5.8%	378
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	4,399	100.0%		12,241	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	1,382	31.4%	284	3,504	28.6%	284
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	381	8.7%	425	887	7.2%	457
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	1,001	22.7%	1629	2,617	21.4%	1605
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	1,401	31.8%	304	3,613	29.5%	264
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	332	7.5%	313	1,168	9.5%	408
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	1,069	24.3%	1433	2,445	20.0%	1297

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Total:	4,399	100.0%		12,241	100.0%	
U6. Urban Outskirts II	599	13.6%	267	1,227	10.0%	193
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	599	13.6%	979	1,227	10.0%	862
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	0	0.0%	0	0	0.0%	0
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	753	17.1%	192	3,182	26.0%	313
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	0	0.0%	0	0	0.0%	0
33 Midlife Junction	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	753	17.1%	1211	3,182	26.0%	1862
U9. Small Towns	264	6.0%	130	715	5.8%	134
41 Crossroads	264	6.0%	413	715	5.8%	378
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	0	0.0%	0	0	0.0%	0
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	0	0.0%	0	0	0.0%	0
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

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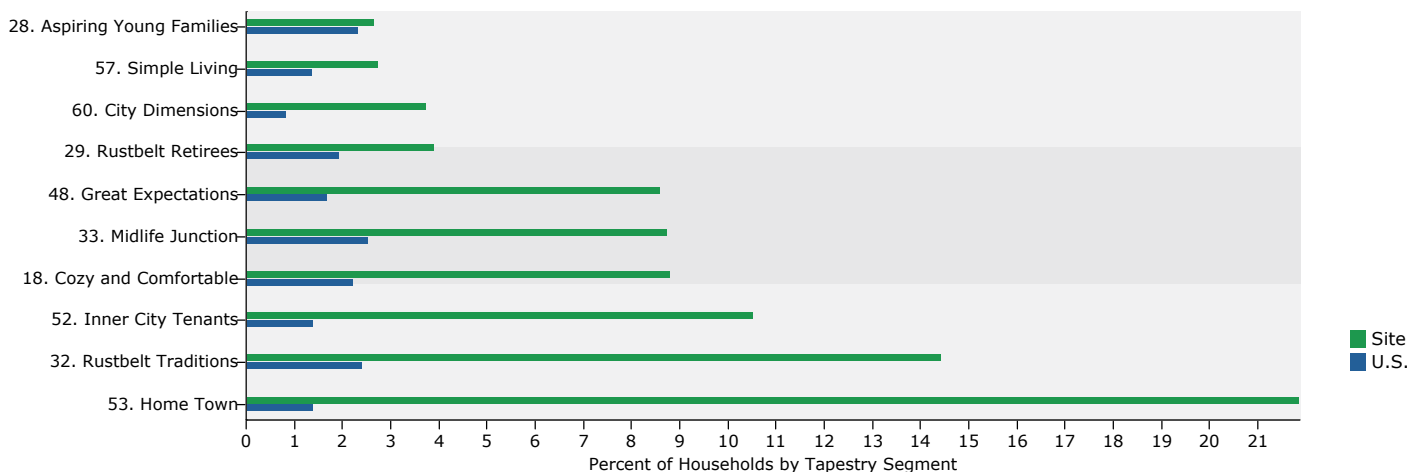
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Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	53. Home Town	21.9%	21.9%	1.4%	1.4%	1547
2	32. Rustbelt Traditions	14.4%	36.3%	2.4%	3.8%	599
3	52. Inner City Tenants	10.6%	46.9%	1.4%	5.2%	756
4	18. Cozy and Comfortable	8.8%	55.7%	2.2%	7.4%	397
5	33. Midlife Junction	8.8%	64.5%	2.5%	9.9%	344
Subtotal		64.5%		9.9%		
6	48. Great Expectations	8.6%	73.1%	1.7%	11.6%	507
7	29. Rustbelt Retirees	3.9%	77.0%	2.0%	13.6%	202
8	60. City Dimensions	3.7%	80.7%	0.9%	14.5%	436
9	57. Simple Living	2.8%	83.5%	1.4%	15.9%	198
10	28. Aspiring Young Families	2.7%	86.2%	2.3%	18.2%	114
Subtotal		21.7%		8.3%		
11	36. Old and Newcomers	2.5%	88.7%	2.0%	20.2%	122
12	39. Young and Restless	2.0%	90.7%	1.5%	21.7%	134
13	41. Crossroads	1.9%	92.6%	1.5%	23.2%	127
14	14. Prosperous Empty Nesters	1.8%	94.4%	2.1%	25.3%	85
15	64. City Commons	1.7%	96.1%	0.7%	26.0%	246
Subtotal		9.9%		7.8%		
16	12. Up and Coming Families	1.4%	97.5%	4.1%	30.1%	34
17	19. Milk and Cookies	1.0%	98.5%	2.2%	32.3%	45
18	42. Southern Satellites	0.9%	99.4%	2.6%	34.9%	36
19	50. Heartland Communities	0.7%	100.1%	2.0%	36.9%	35
Subtotal		4.0%		10.9%		
Total		100.0%		37.0%		270

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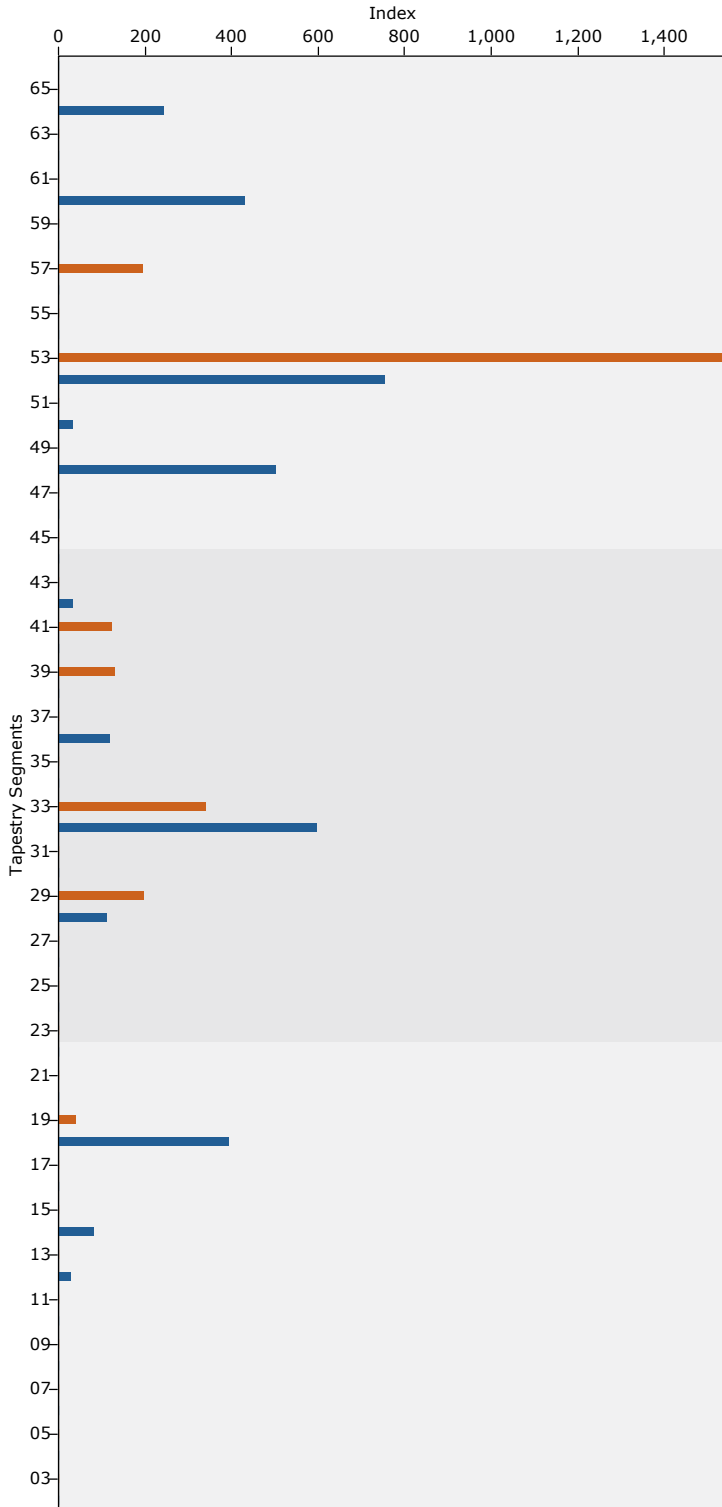


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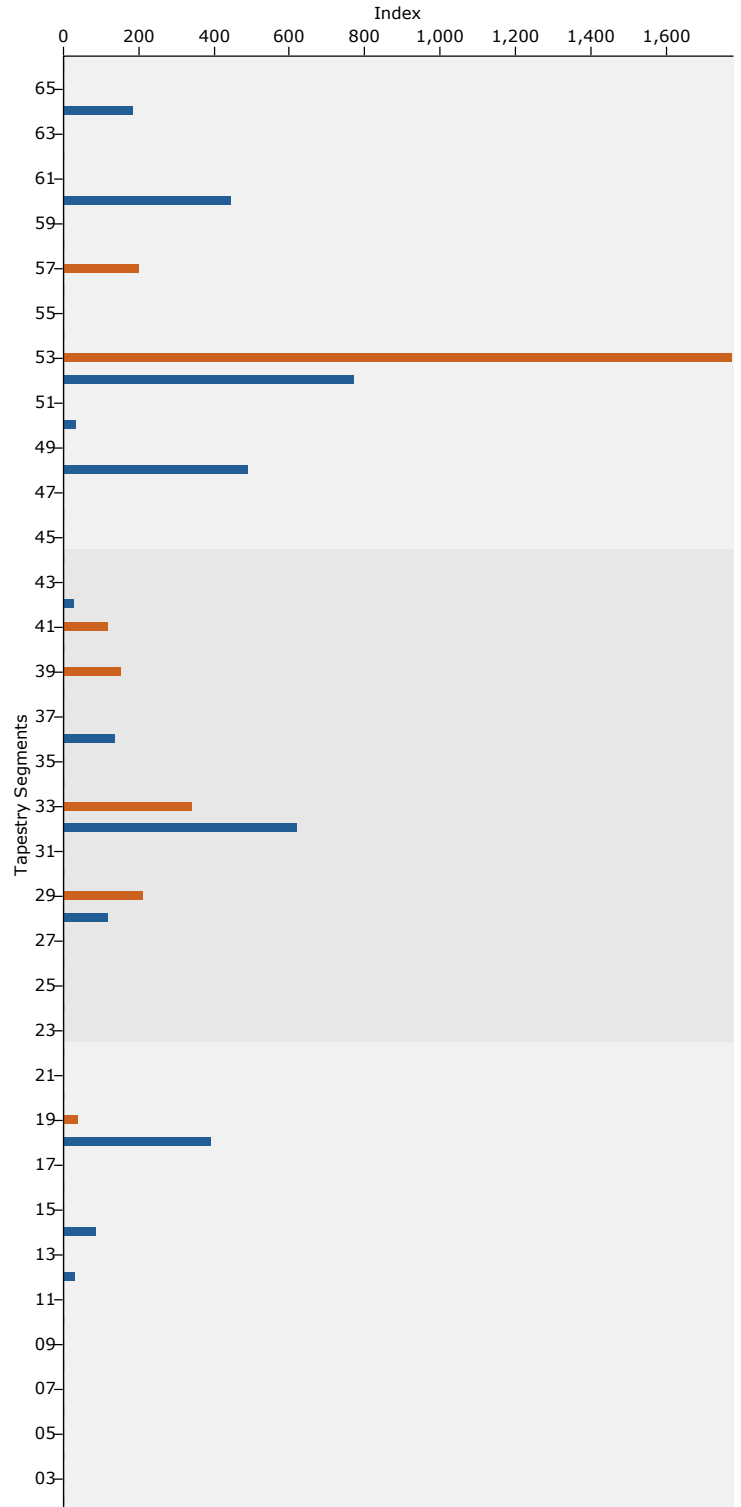
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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,595	100.0%		77,626	100.0%	
L1. High Society	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	2,698	8.8%	67	6,714	8.6%	66
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	2,698	8.8%	397	6,714	8.6%	396
L3. Metropolis	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	1,370	4.5%	61	3,130	4.0%	73
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	761	2.5%	122	1,717	2.2%	140
39 Young and Restless	609	2.0%	134	1,413	1.8%	155
L5. Senior Styles	2,806	9.2%	73	6,665	8.6%	81
14 Prosperous Empty Nesters	542	1.8%	85	1,337	1.7%	90
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,203	3.9%	202	2,952	3.8%	215
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	217	0.7%	35	528	0.7%	37
57 Simple Living	844	2.8%	198	1,848	2.4%	205
65 Social Security Set	0	0.0%	0	0	0.0%	0
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Ring: 3 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,595	100.0%		77,626	100.0%	
L7. High Hopes	3,448	11.3%	279	8,113	10.5%	271
28 Aspiring Young Families	820	2.7%	114	2,208	2.8%	123
48 Great Expectations	2,628	8.6%	507	5,905	7.6%	494
L8. Global Roots	4,372	14.3%	172	11,213	14.4%	147
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	3,228	10.6%	756	8,005	10.3%	774
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	1,144	3.7%	436	3,208	4.1%	448
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	1,251	4.1%	46	3,047	3.9%	37
12 Up and Coming Families	435	1.4%	34	1,222	1.6%	33
19 Milk and Cookies	303	1.0%	45	795	1.0%	42
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	513	1.7%	246	1,030	1.3%	188
L10. Traditional Living	7,103	23.2%	289	17,350	22.4%	292
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	4,420	14.4%	599	11,288	14.5%	622
33 Midlife Junction	2,683	8.8%	344	6,062	7.8%	344
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	6,981	22.8%	244	19,925	25.7%	278
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	289	0.9%	36	652	0.8%	32
53 Home Town	6,692	21.9%	1547	19,273	24.8%	1778
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	566	1.8%	21	1,469	1.9%	22
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	566	1.8%	127	1,469	1.9%	122
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

4003 Madison Ave
Retail Condo
Ring: 3 mile radius

Prepared by Clint Fultz
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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,595	100.0%		77,626	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	513	1.7%	35	1,030	1.3%	24
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	513	1.7%	246	1,030	1.3%	188
65 Social Security Set	0	0.0%	0	0	0.0%	0
U3. Metro Cities I	303	1.0%	8	795	1.0%	8
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	303	1.0%	45	795	1.0%	42
22 Metropolitan	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	6,562	21.4%	194	16,551	21.3%	212
28 Aspiring Young Families	820	2.7%	114	2,208	2.8%	123
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	761	2.5%	122	1,717	2.2%	140
39 Young and Restless	609	2.0%	134	1,413	1.8%	155
52 Inner City Tenants	3,228	10.6%	756	8,005	10.3%	774
60 City Dimensions	1,144	3.7%	436	3,208	4.1%	448
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	7,048	23.0%	220	17,193	22.1%	198
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	4,420	14.4%	599	11,288	14.5%	622
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	2,628	8.6%	507	5,905	7.6%	494

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

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Retail Condo
Ring: 3 mile radius

Prepared by Clint Fultz
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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	30,595	100.0%		77,626	100.0%	
U6. Urban Outskirts II	844	2.8%	54	1,848	2.4%	46
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	844	2.8%	198	1,848	2.4%	205
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	977	3.2%	20	2,559	3.3%	20
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	435	1.4%	34	1,222	1.6%	33
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	542	1.8%	85	1,337	1.7%	90
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	13,276	43.4%	486	35,001	45.1%	543
18 Cozy and Comfortable	2,698	8.8%	397	6,714	8.6%	396
29 Rustbelt Retirees	1,203	3.9%	202	2,952	3.8%	215
33 Midlife Junction	2,683	8.8%	344	6,062	7.8%	344
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	6,692	21.9%	1547	19,273	24.8%	1778
U9. Small Towns	783	2.6%	55	1,997	2.6%	59
41 Crossroads	566	1.8%	127	1,469	1.9%	122
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	217	0.7%	35	528	0.7%	37
U10. Rural I	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	0	0.0%	0	0	0.0%	0
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	289	0.9%	12	652	0.8%	11
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	289	0.9%	36	652	0.8%	32
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

4003 Madison Ave
Retail Condo
Ring: 5 mile radius

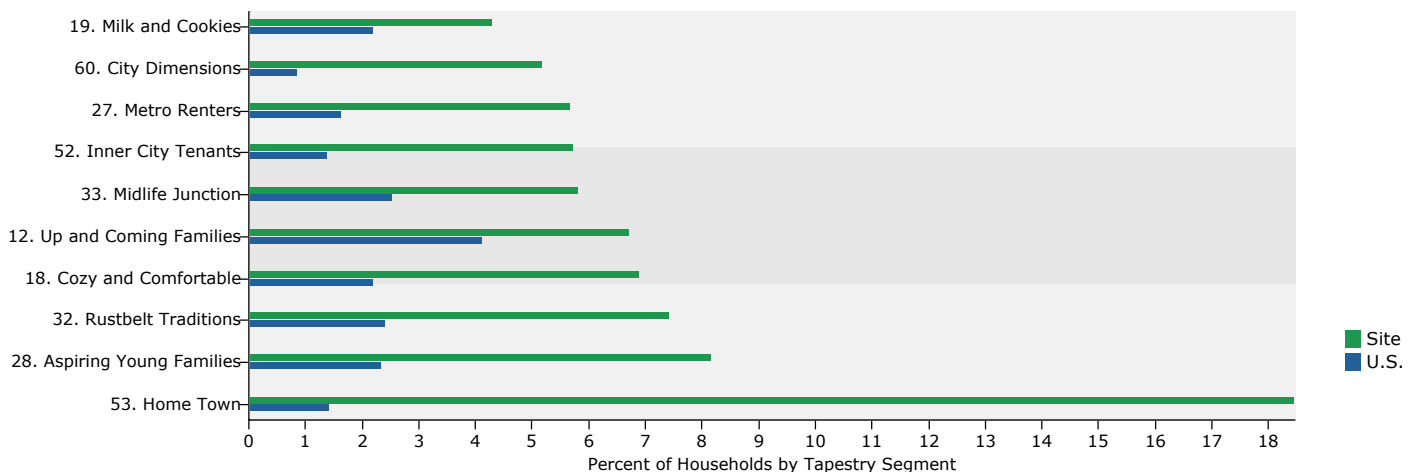
Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Top Twenty Tapestry Segments

Tapestry descriptions can be found [here](#)

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	53. Home Town	18.5%	18.5%	1.4%	1.4%	1306
2	28. Aspiring Young Families	8.2%	26.7%	2.3%	3.7%	349
3	32. Rustbelt Traditions	7.4%	34.1%	2.4%	6.1%	308
4	18. Cozy and Comfortable	6.9%	41.0%	2.2%	8.3%	311
5	12. Up and Coming Families	6.7%	47.7%	4.1%	12.4%	162
Subtotal		47.7%		12.4%		
6	33. Midlife Junction	5.8%	53.5%	2.5%	14.9%	228
7	52. Inner City Tenants	5.7%	59.2%	1.4%	16.3%	411
8	27. Metro Renters	5.7%	64.9%	1.6%	17.9%	346
9	60. City Dimensions	5.2%	70.1%	0.9%	18.8%	605
10	19. Milk and Cookies	4.3%	74.4%	2.2%	21.0%	195
Subtotal		26.7%		8.6%		
11	36. Old and Newcomers	3.9%	78.3%	2.0%	23.0%	193
12	48. Great Expectations	3.7%	82.0%	1.7%	24.7%	218
13	29. Rustbelt Retirees	2.5%	84.5%	2.0%	26.7%	129
14	57. Simple Living	2.2%	86.7%	1.4%	28.1%	157
15	39. Young and Restless	2.1%	88.8%	1.5%	29.6%	145
Subtotal		14.4%		8.6%		
16	13. In Style	1.5%	90.3%	2.3%	31.9%	66
17	65. Social Security Set	1.5%	91.8%	0.7%	32.6%	203
18	14. Prosperous Empty Nesters	1.3%	93.1%	2.1%	34.7%	64
19	26. Midland Crowd	1.3%	94.4%	3.2%	37.9%	39
20	64. City Commons	1.1%	95.5%	0.7%	38.6%	160
Subtotal		6.7%		9.0%		
Total		95.7%		38.8%		247

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

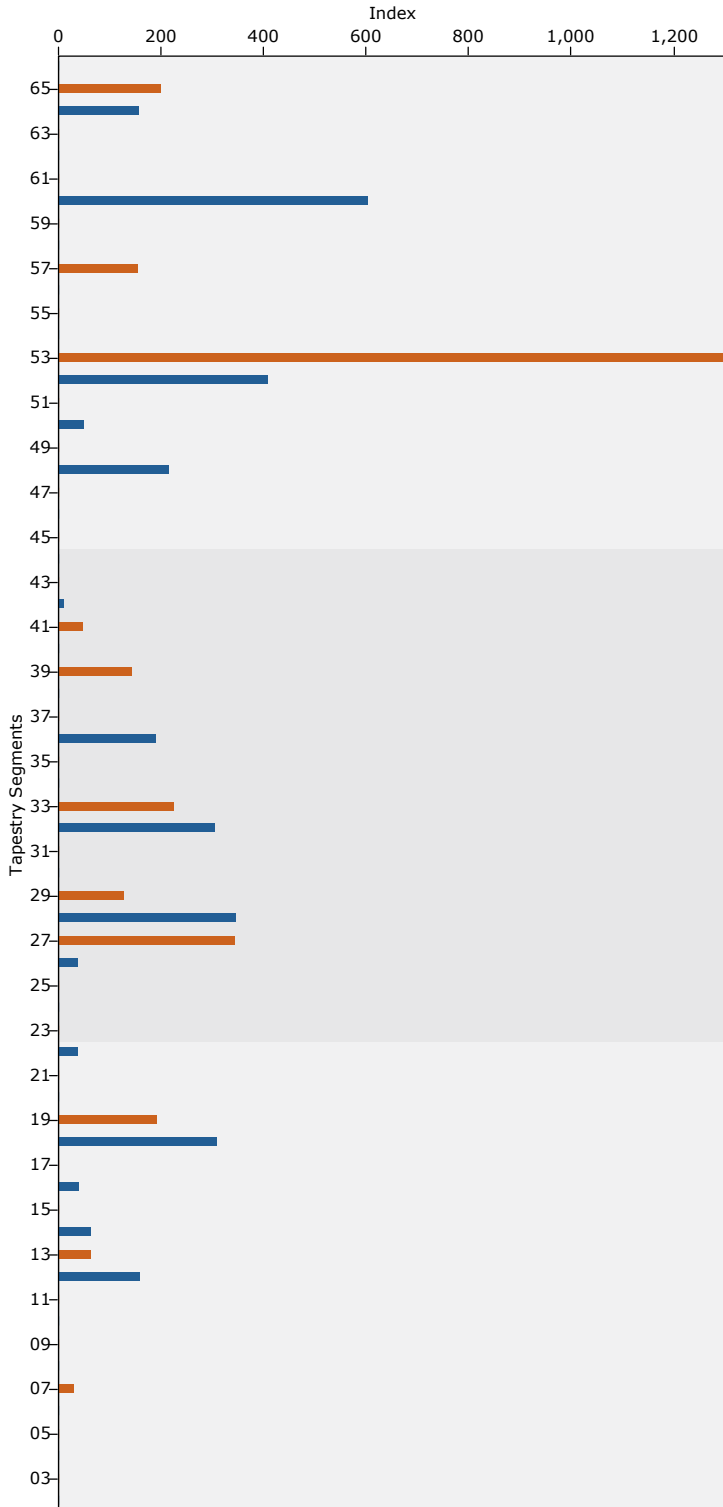


Tapestry Segmentation Area Profile

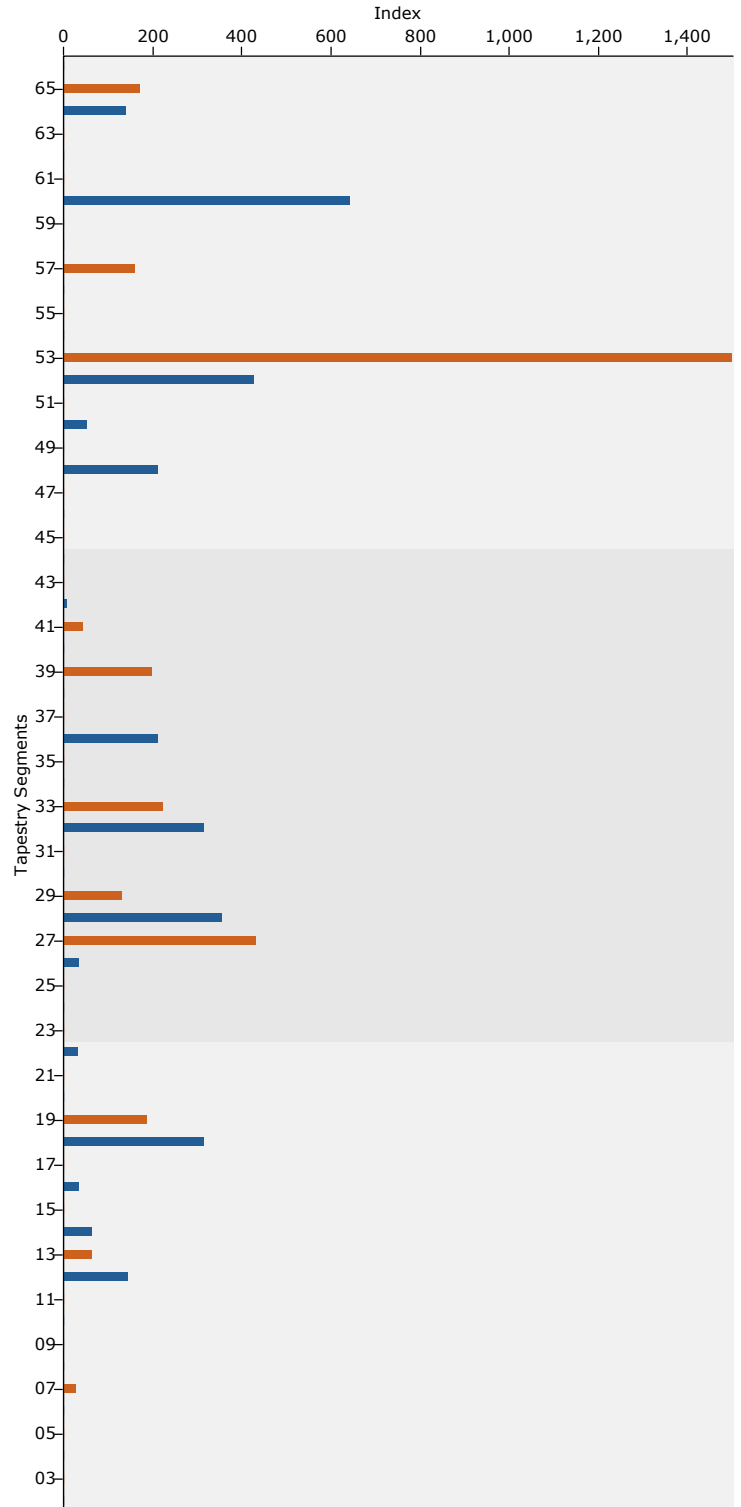
4003 Madison Ave
Retail Condo
Ring: 5 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Tapestry Indexes by Households



Tapestry Indexes by Population



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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

4003 Madison Ave
Retail Condo
Ring: 5 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,709	100.0%		206,187	100.0%	
L1. High Society	671	0.8%	7	1,617	0.8%	6
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	671	0.8%	33	1,617	0.8%	32
L2. Upscale Avenues	7,566	9.3%	70	18,528	9.0%	69
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	1,248	1.5%	66	2,834	1.4%	65
16 Enterprising Professionals	670	0.8%	43	1,311	0.6%	38
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	5,648	6.9%	311	14,383	7.0%	319
L3. Metropolis	467	0.6%	11	867	0.4%	8
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitan	467	0.6%	40	867	0.4%	35
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
L4. Solo Acts	9,627	11.8%	160	21,489	10.4%	188
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	4,655	5.7%	346	9,637	4.7%	433
36 Old and Newcomers	3,216	3.9%	193	7,006	3.4%	214
39 Young and Restless	1,756	2.1%	145	4,846	2.4%	200
L5. Senior Styles	7,016	8.6%	68	15,428	7.5%	70
14 Prosperous Empty Nesters	1,088	1.3%	64	2,582	1.3%	66
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,052	2.5%	129	4,913	2.4%	135
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	860	1.1%	52	2,079	1.0%	55
57 Simple Living	1,785	2.2%	157	3,913	1.9%	163
65 Social Security Set	1,231	1.5%	203	1,941	0.9%	175
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

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Tapestry LifeMode Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,709	100.0%		206,187	100.0%	
L7. High Hopes	9,707	11.9%	294	23,942	11.6%	301
28 Aspiring Young Families	6,687	8.2%	349	17,066	8.3%	358
48 Great Expectations	3,020	3.7%	218	6,876	3.3%	216
L8. Global Roots	8,936	10.9%	132	24,150	11.7%	119
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	4,689	5.7%	411	11,844	5.7%	431
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	4,247	5.2%	606	12,306	6.0%	647
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	9,907	12.1%	136	26,109	12.7%	120
12 Up and Coming Families	5,489	6.7%	162	14,442	7.0%	147
19 Milk and Cookies	3,527	4.3%	195	9,586	4.6%	190
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	891	1.1%	160	2,081	1.0%	143
L10. Traditional Living	10,817	13.2%	165	26,049	12.6%	165
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	6,061	7.4%	308	15,435	7.5%	320
33 Midlife Junction	4,756	5.8%	228	10,614	5.1%	227
34 Family Foundations	0	0.0%	0	0	0.0%	0
L11. Factories & Farms	15,379	18.8%	201	43,913	21.3%	231
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	289	0.4%	13	652	0.3%	12
53 Home Town	15,090	18.5%	1306	43,261	21.0%	1502
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
L12. American Quilt	1,616	2.0%	23	4,095	2.0%	23
26 Midland Crowd	1,035	1.3%	39	2,583	1.3%	38
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	581	0.7%	49	1,512	0.7%	47
46 Rooted Rural	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,709	100.0%		206,187	100.0%	
U1. Principal Urban Centers I	4,655	5.7%	68	9,637	4.7%	57
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	4,655	5.7%	346	9,637	4.7%	433
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	2,122	2.6%	54	4,022	2.0%	36
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	891	1.1%	160	2,081	1.0%	143
65 Social Security Set	1,231	1.5%	203	1,941	0.9%	175
U3. Metro Cities I	4,664	5.7%	47	11,764	5.7%	47
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	670	0.8%	43	1,311	0.6%	38
19 Milk and Cookies	3,527	4.3%	195	9,586	4.6%	190
22 Metropolitan	467	0.6%	40	867	0.4%	35
U4. Metro Cities II	20,595	25.2%	228	53,068	25.7%	255
28 Aspiring Young Families	6,687	8.2%	349	17,066	8.3%	358
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	3,216	3.9%	193	7,006	3.4%	214
39 Young and Restless	1,756	2.1%	145	4,846	2.4%	200
52 Inner City Tenants	4,689	5.7%	411	11,844	5.7%	431
60 City Dimensions	4,247	5.2%	606	12,306	6.0%	647
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	9,081	11.1%	106	22,311	10.8%	97
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	6,061	7.4%	308	15,435	7.5%	320
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	3,020	3.7%	218	6,876	3.3%	216

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 population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri



Tapestry Segmentation Area Profile

4003 Madison Ave
Retail Condo
Ring: 5 mile radius

Prepared by Clint Fultz
Latitude: 39.70765
Longitude: -86.141734

Tapestry Urbanization Groups	2013 Households			2013 Population		
	Number	Percent	Index	Number	Percent	Index
Total:	81,709	100.0%		206,187	100.0%	
U6. Urban Outskirts II	1,785	2.2%	43	3,913	1.9%	36
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,785	2.2%	157	3,913	1.9%	163
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	0	0.0%	0	0	0.0%	0
U7. Suburban Periphery I	8,496	10.4%	64	21,475	10.4%	63
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	671	0.8%	33	1,617	0.8%	32
12 Up and Coming Families	5,489	6.7%	162	14,442	7.0%	147
13 In Style	1,248	1.5%	66	2,834	1.4%	65
14 Prosperous Empty Nesters	1,088	1.3%	64	2,582	1.3%	66
15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	27,546	33.7%	377	73,171	35.5%	428
18 Cozy and Comfortable	5,648	6.9%	311	14,383	7.0%	319
29 Rustbelt Retirees	2,052	2.5%	129	4,913	2.4%	135
33 Midlife Junction	4,756	5.8%	228	10,614	5.1%	227
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	15,090	18.5%	1306	43,261	21.0%	1502
U9. Small Towns	1,441	1.8%	38	3,591	1.7%	40
41 Crossroads	581	0.7%	49	1,512	0.7%	47
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	860	1.1%	52	2,079	1.0%	55
U10. Rural I	1,035	1.3%	12	2,583	1.3%	12
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	1,035	1.3%	39	2,583	1.3%	38
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	289	0.4%	5	652	0.3%	4
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	289	0.4%	13	652	0.3%	12
46 Rooted Rural	0	0.0%	0	0	0.0%	0
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
66 Unclassified	0	0.0%	0	0	0.0%	0

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