

Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 1 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

Top Tapestry Segments	Percent	Demographic Summary	2019	2024
Boomburbs (1C)	50.2%	Population	4,267	4,503
Bright Young Professionals (8C)	41.6%	Households	1,857	1,984
In Style (5B)	4.3%	Families	1,177	1,240
Top Tier (1A)	3.9%	Median Age	34.6	35.9
Professional Pride (1B)	0.0%	Median Household Income	\$109,381	\$121,727
		2019	2024	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$6,195,335	\$7,568,644	\$1,373,309
Men's		\$1,166,725	\$1,425,283	\$258,558
Women's		\$2,019,811	\$2,467,707	\$447,896
Children's		\$1,021,647	\$1,247,272	\$225,625
Footwear		\$1,379,871	\$1,687,499	\$307,628
Watches & Jewelry		\$420,944	\$513,848	\$92,904
Apparel Products and Services (1)		\$186,337	\$227,036	\$40,699
Computer		1 ,	, ,	
Computers and Hardware for Home	Use	\$486,012	\$594,080	\$108,068
Portable Memory		\$13,164	\$16,059	\$2,895
Computer Software		\$29,565	\$36,176	\$6,611
Computer Accessories		\$55,425	\$67,644	\$12,219
Entertainment & Recreation		\$9,007,843	\$10,996,136	\$1,988,293
Fees and Admissions		\$2,122,983	\$2,584,019	\$461,036
Membership Fees for Clubs (2)		\$681,361	\$829,505	\$148,144
Fees for Participant Sports, excl.	Trips	\$335,449	\$408,452	\$73,003
Tickets to Theatre/Operas/Concer		\$202,350	\$246,835	\$44,485
Tickets to Movies		\$175,766	\$214,607	\$38,841
Tickets to Parks or Museums		\$92,401	\$112,807	\$20,406
Admission to Sporting Events, ex	cl Trins	\$180,717	\$219,749	\$39,032
Fees for Recreational Lessons		\$453,038	\$549,719	\$96,681
Dating Services		\$1,901	\$2,344	\$443
TV/Video/Audio		\$3,263,571	\$3,995,341	\$731,770
Cable and Satellite Television Ser	vices	\$2,246,391	\$2,749,924	\$503,533
Televisions		\$307,438	\$376,475	\$69,037
Satellite Dishes		\$4,519	\$5,499	\$980
VCRs, Video Cameras, and DVD F	Plavers	\$18,814	\$23,023	\$4,209
Miscellaneous Video Equipment	layers	\$76,707	\$93,826	\$17,119
Video Cassettes and DVDs		\$33,524	\$41,032	\$7,508
Video Game Hardware/Accessorie	20	\$84,748	\$104,103	\$19,355
Video Game Software		\$45,441	\$55,805	\$10,364
Rental/Streaming/Downloaded Vi	deo	\$146,925	\$180,200	\$33,275
Installation of Televisions		\$3,032	\$100,200	\$663
Audio (3)		\$287,366	\$351,095	\$63,729
Rental and Repair of TV/Radio/So	und Equipment	\$8,667	10,664	\$1,997
Pets	and equipment	\$1,710,728	\$2,089,236	\$378,508
Toys/Games/Crafts/Hobbies (4)		\$351,528	\$429,516	\$77,988
Recreational Vehicles and Fees (5)		\$370,834	\$449,989	\$79,155
Sports/Recreation/Exercise Equipme	ent (6)	\$671,563	\$817,074	\$145,511
Photo Equipment and Supplies (7)		\$157,511	\$192,459	\$34,948
Reading (8)		\$285,143	\$348,105	\$62,962
Catered Affairs (9)		\$73,983	90,398	\$16,415
Food		\$24,796,608	\$30,321,423	\$5,524,815
Food at Home		\$14,137,097	\$17,296,842	\$3,159,745
Bakery and Cereal Products		\$1,854,610	\$2,268,916	\$414,306
Meats, Poultry, Fish, and Eggs		\$3,099,373	\$3,793,275	\$693,902
Dairy Products		\$1,442,139	\$1,764,072	\$321,933
Fruits and Vegetables		\$2,798,075	\$3,421,699	\$623,624
Snacks and Other Food at Home	(10)	\$4,942,900	\$6,048,880	\$1,105,980
Food Away from Home	(10)	\$10,659,511	\$13,024,581	\$2,365,070
Alcoholic Beverages		\$1,665,971	\$2,033,372	\$367,401
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Epic Plaza

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Latitude: 38.28821 Longitude: -85.51154

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$55,198,823	\$67,236,188	\$12,037,365
Value of Retirement Plans	\$249,733,978	\$303,730,383	\$53,996,405
Value of Other Financial Assets	\$13,353,957	\$16,315,730	\$2,961,773
Vehicle Loan Amount excluding Interest	\$8,609,813	\$10,523,355	\$1,913,542
Value of Credit Card Debt	\$6,773,448	\$8,273,300	\$1,499,852
Health			
Nonprescription Drugs	\$382,239	\$467,934	\$85,695
Prescription Drugs	\$902,339	\$1,103,780	\$201,441
Eyeglasses and Contact Lenses	\$235,565	\$287,728	\$52,163
Home			
Mortgage Payment and Basics (11)	\$28,437,045	\$34,514,218	\$6,077,173
Maintenance and Remodeling Services	\$6,086,669	\$7,386,647	\$1,299,978
Maintenance and Remodeling Materials (12)	\$1,282,612	\$1,559,408	\$276,796
Utilities, Fuel, and Public Services	\$12,939,764	\$15,832,296	\$2,892,532
Household Furnishings and Equipment			
Household Textiles (13)	\$282,409	\$345,281	\$62,872
Furniture	\$1,784,423	\$2,178,588	\$394,165
Rugs	\$93,402	\$113,628	\$20,226
Major Appliances (14)	\$985,438	\$1,201,523	\$216,085
Housewares (15)	\$296,967	\$362,780	\$65,813
Small Appliances	\$134,357	\$164,513	\$30,156
Luggage	\$42,394	\$51,708	\$9,314
Telephones and Accessories	\$239,638	\$292,571	\$52,933
Household Operations			
Child Care	\$1,652,264	\$2,011,043	\$358,779
Lawn and Garden (16)	\$1,243,189	\$1,512,123	\$268,934
Moving/Storage/Freight Express	\$215,422	\$264,235	\$48,813
Housekeeping Supplies (17)	\$2,067,590	\$2,527,537	\$459,947
Insurance			
Owners and Renters Insurance	\$1,541,239	\$1,877,001	\$335,762
Vehicle Insurance	\$4,247,257	\$5,200,140	\$952,883
Life/Other Insurance	\$1,186,244	\$1,445,042	\$258,798
Health Insurance	\$10,364,845	\$12,665,502	\$2,300,657
Personal Care Products (18)	\$1,454,176	\$1,777,622	\$323,446
School Books and Supplies (19)	\$458,403	560,376	\$101,973
Smoking Products	\$939,102	\$1,155,996	\$216,894
Transportation			
Payments on Vehicles excluding Leases	\$7,339,928	\$8,967,117	\$1,627,189
Gasoline and Motor Oil	\$6,331,503	\$7,749,882	\$1,418,379
Vehicle Maintenance and Repairs	\$3,189,157	\$3,902,727	\$713,570
Travel			
Airline Fares	\$1,599,059	\$1,947,432	\$348,373
Lodging on Trips	\$1,719,883	\$2,093,788	\$373,905
Auto/Truck Rental on Trips	\$78,449	\$95,540	\$17,091
Food and Drink on Trips	\$1,539,681	\$1,876,902	\$337,221



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 1 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp Latitude: 38.28821

Longitude: -85.51154

ig: 5 mile radius			Longitude: -05.5115
Percent	Demographic Summary	2019	2024
14.1%	Population	46,130	48,276
13.7%	Households	17,743	18,632
13.2%	Families	12,587	13,143
12.8%	Median Age	39.1	39.9
) 12.1%	Median Household Income	\$97,046	\$107,576
	2019	2024	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
	\$55,617,189	\$65,589,648	\$9,972,459
	\$10,644,810	\$12,554,977	\$1,910,167
	\$18,753,478	\$22,131,596	\$3,378,118
	\$8,562,938	\$10,078,707	\$1,515,769
	\$12,137,480	\$14,314,213	\$2,176,733
	\$3,739,004	\$4,409,723	\$670,719
(1)	\$1,779,480	\$2,100,431	\$320,951
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lome Use	\$4,392,145	\$5,180,635	\$788,490
	\$118,802	\$140,129	\$21,327
	\$263,462	\$310,888	\$47,426
	\$513,126	\$605,127	\$92,001
	\$913,120	\$100,213,027	\$15,265,804
	\$20,015,835	\$23,608,527	\$3,592,692
2)	\$6,599,261	\$7,787,816	\$1,188,555
excl. Trips	\$3,096,016	\$3,650,629	\$554,613
oncerts	\$2,037,325	\$2,406,356	\$369,031
Uncerts			
	\$1,505,282	\$1,773,823	\$268,541
	\$839,088 \$1,749,368	\$989,586 \$2,063,791	\$150,498 \$314,423
s, excl. Trips			
S	\$4,172,664	\$4,916,616	\$743,952
	\$16,832	\$19,910	\$3,078
Comisso	\$30,323,994	\$35,781,498	\$5,457,504
n Services	\$21,362,413	\$25,215,755	\$3,853,342
	\$2,762,604	\$3,257,969	\$495,365
	\$41,049	\$48,361	\$7,312
VD Players	\$160,283	\$188,857	\$28,574
ent	\$686,086	\$808,625	\$122,539
	\$299,337	\$352,871	\$53,534
ssories	\$702,853	\$828,300	\$125,447
	\$380,373	\$448,432	\$68,059
ed Video	\$1,238,987	\$1,460,381	\$221,394
	\$33,476	\$39,528	\$6,052
	\$2,582,732	\$3,045,333	\$462,601
io/Sound Equipment	\$73,800	87,088	\$13,288
	\$16,453,213	\$19,414,817	\$2,961,604
)	\$3,111,861	\$3,667,102	\$555,241
(5)	\$4,172,260	\$4,924,787	\$752,527
uipment (6)	\$5,962,649	\$7,024,172	\$1,061,523
(7)	\$1,413,998	\$1,667,197	\$253,199
	\$2,804,716	\$3,312,128	\$507,412
	\$688,696	812,799	\$124,103
	\$225,660,788	\$266,200,704	\$40,539,916
	\$129,873,743	\$153,230,823	\$23,357,080
	\$17,070,835	\$20,139,782	\$3,068,947
js	\$28,383,387	\$33,490,593	\$5,107,206
	\$13,394,236	\$15,804,815	\$2,410,579
	\$25,821,664	\$30,467,962	\$4,646,298
ome (10)	\$45,203,621	\$53,327,671	\$8,124,050
	\$95,787,046	\$112,969,881	\$17,182,835
	\$15,433,413	\$18,214,411	\$2,780,998



Epic Plaza

12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius Prepared by Charlotte Hollkamp

Latitude: 38.28821 Longitude: -85.51154

	2019 Consumer Spending	2024 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$599,071,434	\$708,077,718	\$109,006,284
Value of Retirement Plans	\$2,654,487,319	\$3,134,706,163	\$480,218,844
Value of Other Financial Assets	\$145,343,284	\$172,024,875	\$26,681,591
Vehicle Loan Amount excluding Interest	\$74,607,138	\$87,895,804	\$13,288,666
Value of Credit Card Debt	\$63,554,871	\$74,966,528	\$11,411,657
Health			
Nonprescription Drugs	\$3,635,822	\$4,292,059	\$656,237
Prescription Drugs	\$8,995,947	\$10,623,384	\$1,627,437
Eyeglasses and Contact Lenses	\$2,322,624	\$2,741,154	\$418,530
Home			
Mortgage Payment and Basics (11)	\$281,683,494	\$332,133,808	\$50,450,314
Maintenance and Remodeling Services	\$60,749,074	\$71,653,540	\$10,904,466
Maintenance and Remodeling Materials (12)	\$13,017,745	\$15,350,051	\$2,332,306
Utilities, Fuel, and Public Services	\$120,870,269	\$142,593,800	\$21,723,531
Household Furnishings and Equipment			
Household Textiles (13)	\$2,599,331	\$3,066,074	\$466,743
Furniture	\$16,391,719	\$19,329,392	\$2,937,673
Rugs	\$911,905	\$1,075,441	\$163,536
Major Appliances (14)	\$9,362,917	\$11,038,811	\$1,675,894
Housewares (15)	\$2,786,224	\$3,287,332	\$501,108
Small Appliances	\$1,215,582	\$1,434,198	\$218,616
Luggage	\$382,487	\$451,086	\$68,599
Telephones and Accessories	\$2,105,733	\$2,482,515	\$376,782
Household Operations			
Child Care	\$14,256,525	\$16,786,349	\$2,529,824
Lawn and Garden (16)	\$12,501,089	\$14,754,391	\$2,253,302
Moving/Storage/Freight Express	\$1,792,931	\$2,115,414	\$322,483
Housekeeping Supplies (17)	\$19,093,449	\$22,525,423	\$3,431,974
Insurance			
Owners and Renters Insurance	\$15,192,281	\$17,918,053	\$2,725,772
Vehicle Insurance	\$38,653,740	\$45,591,410	\$6,937,670
Life/Other Insurance	\$12,062,023	\$14,234,853	\$2,172,830
Health Insurance	\$100,099,403	\$118,136,139	\$18,036,736
Personal Care Products (18)	\$13,079,220	\$15,425,975	\$2,346,755
School Books and Supplies (19)	\$4,073,216	4,802,846	\$729,630
Smoking Products	\$8,699,763	\$10,272,496	\$1,572,733
Transportation			
Payments on Vehicles excluding Leases	\$65,267,774	\$76,901,560	\$11,633,786
Gasoline and Motor Oil	\$56,901,320	\$67,096,088	\$10,194,768
Vehicle Maintenance and Repairs	\$29,914,137	\$35,314,192	\$5,400,055
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Airline Fares	\$15,074,037	\$17,787,463	\$2,713,426
Lodging on Trips	\$16,909,768	\$19,954,375	\$3,044,607
Auto/Truck Rental on Trips	\$736,187	\$868,544	\$132,357
Food and Drink on Trips	\$14,642,304	\$17,274,840	\$2,632,536



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 3 mile radius

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(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

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(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.



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Top Tapestry Segments Percent Demographic Summary 2019 2024 Exurbanks (Lf) 13.1% Population 122.354 122.354 122.354 122.354 122.354 122.354 122.354 122.354 122.354 122.354 122.354 122.354 122.354 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.318 123.323.318 123.315.318 123.315.318 123.328.55.216.65 123.238 123.328.55.216.65 123.238 123.328.55.216.65 123.248.55.218 123.328.55.218.55.328 123.331.554 123.248.55.218 123.328.55.218.55.328 123.431.553.45.328 123.248.55.302 123.448.84 124.248.84.84 124.248.85.218 123.458.55.227.66 123.228.2268.260 123.248.55.238 123.331.554 123.255 123.255.232 124.458.239 124.248.239.249.266 123.248.55.232 124.268.259 123.458.259.260 123.458.259.260 123.458.259.260 123.458.259.260 123.458.259	J -				
In Style (58) 12.4% Households 48,433 51,318 Bright Young Professional Pride (18) 6.9% Median Age 4.1.2 423,142 Comfortable Empty Nesters (5A) 6.5% Median Household Income 95,819 \$107,133 Computer Spending Forcasted Demand Spending Growth Spending Growth Apparel and Services \$147,104,433 \$52,879,855 \$43,274,337 Meris \$27,7906,285 \$33,448,991 \$5,562,706 Wormen's \$47,0649,520 \$52,879,855 \$43,274,338 Footwear \$31,161,258 \$33,468,991 \$5,562,706 Wartches & Bewelry \$37,173,330 \$17,104,443 \$52,879,855 \$43,274,338 Apparel Products and Services (1) \$4,069,224 \$5,063,922 \$39,46,103 \$20,502 Computer Sand Hardware for Home Use \$11,533,285 \$13,81,554 \$2,298,269 \$20,601 \$20,605 Computer Software \$30,202,138 \$30,402,138 \$31,449,774,51 \$13,841,752 \$2,608,605 Computer Software \$30,207,013 \$41,497,4					
Bright Young Portessionals (8C) 7.4% Families 33,147 34,992 Professional Pride (18) 6.9% Median Age 41.2 42.1 Confortable Empty Nesters (SA) 6.5% Median Household Income 983,519 5107,133 Merris \$223 Projected Speading Growth Speading Growth Merris \$27,906,285 533,468,991 S52,562,705 Women's \$49,062,231 S53,673,955 54,224,995 Yotcheward \$31,161,258 S17,900,553 54,224,995 Watches & Jaweiry \$31,161,258 \$13,331,554 \$22,928,203 Computer Software \$11,532,285 \$13,331,554 \$22,928,203 Computer Software \$11,532,493 \$11,614,013 \$269,659 Entertainment & Recreation \$224,583,260 \$269,601,11 \$14,974,974,51 Computer Software \$13,36,744 \$13,616,401 \$269,659 Entertainment & Recreation \$224,583,260 \$263,267,011 \$44,497,451 Frees and Admissions \$55,74,583,260 \$21,03,035 \$35,252,456	Exurbanites (1E)	13.1%	Population	122,354	129,557
Professional Pride (1B) 6.9% Median Household Income 40.12 4.12 4.21 Comfortable Empty Nesters (SA) 6.5% Median Household Income 595,819 F107,133 Apparel and Services \$145,228,300 \$137,418,443 \$222,956,355 Men's \$27,900,285 \$33,468,991 \$55,522,706 Wornen's \$427,900,285 \$33,468,991 \$55,522,706 Children's \$21,10,40,320 \$53,70,733 \$43,724,935 Footwar \$31,161,2,52 \$33,468,991 \$55,829 \$43,274,935 Footwar \$31,161,2,53 \$51,33,1554 \$22,298,265 \$35,22 Computers and Hardware for Home Use \$11,533,285 \$13,811,554 \$2,298,269 Computer Software \$90,91,212 \$22,97,030 \$81,679 Computer Software \$13,341,554 \$2,298,269 \$2,696,503 Entertainment & Recreation \$2,249,826 \$2,696,653 \$144,977,431 Frees of Participant'Sonts, excl. Trips \$84,607,202 \$2,648,089 \$41,129 Computer Accessories \$3,240,723	In Style (5B)	12.4%	Households	48,433	51,318
Comfortable Empty Nesters (SA) 6.5% Median Household Income 995.819 1107.133 Consumer Spending Forecastd Demand Spending Growth Apparel and Services \$121,522,330 \$17,41,84,843 \$22,856,535 Men's \$27,906,285 \$33,466,991 \$5,562,706 Ownen's \$49,062,231 \$59,627,437 \$9,945,206 Children's \$21,604,920 \$22,587,856 \$42,274,936 Footwar \$31,518,258 \$37,900,933 \$65,622,065 Watches & Jeweley \$9,717,330 \$11,533,285 \$13,831,554 \$22,298,269 Ormputer Computer \$338,701 \$370,380 \$51,763,332 \$59,643,332 \$29,721,330 Computer Software \$619,321 \$823,703 \$51,763,330 \$21,753,308 \$51,763,332 \$29,721,733 Computer Software \$52,683,192 \$328,703 \$51,832,763 \$32,70,380 \$51,735,900,733 Computer Software \$52,683,192 \$328,703 \$51,735,900,733 \$32,742,703 Computer Software \$51,335,344 \$22,985,071,1544	Bright Young Professionals (8C)	7.4%	Families	33,147	34,992
2019 2024 Projected Consume Spending Operatiand Services \$145,223,008 \$174,184,843 \$229,956,353 Men's \$27,906,285 \$33,468,901 \$55,552,706 Worners \$49,682,231 \$55,627,487 \$9,945,206 Children's \$21,043,225 \$23,878,856 \$42,473,385 Footwear \$31,183,258 \$37,900,953 \$56,282,695 Watches & Javekry \$9,717,330 \$11,662,214 \$1,944,884 Apparel Products and Services (1) \$4,699,284 \$5,645,392 \$946,108 Computer soft Mardware for Home Use \$11,533,285 \$13,331,554 \$2,298,269 Computer Software \$601,921 \$327,380 \$61,679 Computer Software \$61,321 \$326,350 \$13,384,384 Mernbership Fees for Clubs (2) \$17,733,008 \$22,496,659 \$13,357,54 \$52,627,658 Frees and Admissions \$52,527,48 \$6,639,623 \$11,12,165 \$14,497,451 Frees for Clubs (2) \$17,533,008 \$21,633,257 \$14,632,499 \$76,2356 Frees for		6.9%	Median Age		42.1
2019 2024 Projected Consume Spending Operatiand Services \$145,228,308 \$174,184,843 \$28,956,335 Men's \$27,906,285 \$33,466,901 \$55,562,706 Worners \$49,682,231 \$55,862,7437 \$59,945,206 Children's \$21,604,920 \$22,879,856 \$42,479,386 Footwear \$31,618,278 \$37,900,953 \$56,282,695 Watches & Javelry \$9,717,330 \$11,662,214 \$1,944,884 Apparel Products and Services (1) \$4,699,284 \$5,645,392 \$946,108 Computers and Hardware for Home Use \$11,533,285 \$13,381,554 \$2,298,209 Computer Software \$691,921 \$82,611 \$137,690 Computer Accessories \$1,346,744 \$1,616,403 \$269,6591 Computer Software \$690,821 \$263,387,030 \$10,888,388 Membership Fees for Clubs (2) \$17,753,608 \$2,167,332 \$4,632,99 Create Admission \$5,274,518 \$6,63,96,623 \$1,112,165 Tickets to Thestry/Operas/Concerts \$5,534,9463 \$3,97,91,553 <td></td> <td>6.5%</td> <td>0</td> <td>\$95,819</td> <td>\$107,133</td>		6.5%	0	\$95,819	\$107,133
Consumer Spending Forecasted Demand Spending Growth Apparal and Services \$174,184,481 \$22,956,535 Men's \$27,902,825 \$33,466,991 \$5,562,706 Women's \$49,682,231 \$59,627,473 \$9,945,206 Children's \$21,604,920 \$22,879,856 \$41,274,936 Footwar \$31,518,258 \$37,900,953 \$65,224,955 Watches & Jewelry \$9,717,330 \$11,532,925 \$946,018 Computer Computer Sand Hardware for Home Use \$11,533,285 \$11,363,154 \$22,298,269 Portable Memory \$308,701 \$327,038 \$51,763,308 \$51,763,308 Computer Software \$69,921 \$822,861 \$137,690 Computer Accessories \$1,346,744 \$1,816,403 \$22,998,277,310 Computer Accessories \$21,346,744 \$1,816,403 \$22,998,277,310 Computer Accessories \$1,346,744 \$1,816,743 \$10,588,88 Membership Fees for Clubs (2) \$1,753,400 \$21,063,035 \$3,529,427 Fees and Admissions \$22,07,070 <					
Apparel and Services \$145,282,308 \$174,184,843 \$28,956,335 Men's \$27,906,282 \$33,468,991 \$55,562,763 Women's \$49,662,231 \$55,62,7637 \$9,945,206 Children's \$51,618,258 \$33,7900,953 \$65,226,955 Watches & Beweiry \$9,917,330 \$11,662,214 \$11,944,884 Apparel Products and Services (1) \$4,999,284 \$5,665,392 \$946,108 Computers and Hardware for Home Use \$11,353,285 \$13,831,554 \$22,982,695 Portable Memory \$308,701 \$330,303 \$51,679 Computer Software \$691,921 \$829,661 \$13,7900 Computer Accessories \$13,46,744 \$1,61,6403 \$269,659 Filtertainment & Recreation \$224,533,260 \$25,7030 \$10,1588,838 Membership Fees for Clubs (2) \$17,533,608 \$21,063,035 \$31,269,427 Tickets to Mavies \$3,240,7248 \$46,633,029 \$45,223,981,921 Tickets to Mavies \$3,240,7248 \$46,033,029 \$45,223,981,921 Tickets to Mavies \$3,2					
Men's \$27,06,285 \$33,468,991 \$5,562,706 Women's \$49,682,231 \$59,627,437 \$99,945,206 Children's \$21,664,920 \$25,879,856 \$4,224,936 Footwear \$31,618,258 \$37,900,953 \$65,282,695 Watches 8, Jewelry \$97,77,330 \$11,662,214 \$1,944,884 Apparel Products and Services (1) \$44,699,284 \$5,645,392 \$946,108 Computers and Hardware for Home Use \$11,513,285 \$13,313,554 \$22,298,209 Portable Memory \$308,701 \$370,380 \$61,679 Computer Software \$613,921 \$829,90,611 \$137,690 Computer Accessories \$1,346,744 \$80,780 \$24,693,200 \$10,588,838 Membership Fees for Clubs (2) \$17,753,608 \$21,063,305 \$35,329,427 Fees and Admissions \$2,207,073 \$24,648,209 \$10,588,838 Membership Fees for Clubs (2) \$17,753,608 \$21,003,079 \$12,488,306 Tickets to Movies \$3,209,073 \$4,648,209 \$5,584,468 \$99,9749 Admi	Annarel and Services				
Women's \$49,682,231 \$59,627,437 \$69,427,436 Children's \$21,604,202 \$25,879,386 \$41,274,336 Footwear \$31,618,228 \$37,900,953 \$6,282,695 Watches & Jewelry \$9,717,330 \$11,662,214 \$1,944,884 Apparel Poducts and Services (1) \$4,699,284 \$5,645,392 \$946,108 Computers montains \$308,701 \$370,300 \$61,673 Computer Software \$61,921 \$229,8269 \$77,330 \$11,66,403 \$269,659 Fortable Memory \$308,701 \$370,380 \$61,673 \$26,658,102 \$63,287,030 \$10,888,388 Computer Accessories \$1,346,744 \$1,616,403 \$269,650 \$26,658,102 \$63,287,030 \$10,888,388 Membership Fees for Clubs (2) \$17,753,368 \$21,063,305 \$3,259,427 \$16,863,803 \$10,863,723 \$44,603,029 \$762,305 Tickets to Movies \$3,840,723 \$46,603,029 \$762,306 \$11,82,469 \$45,934 \$99,99,99 Tickets to Movies \$3,840,723 \$46,603,029					
Children's \$21,664,920 \$25,879,856 \$4,224,936 Fortwear \$31,618,258 \$37,900,953 \$65,282,695 Watches 8, Jewelry \$9,71,7330 \$11,662,214 \$1,944,884 Apparel Products and Services (1) \$44,699,284 \$5,645,392 \$946,108 Computer \$308,701 \$370,380 \$61,679 Computer Accessories \$11,333,261 \$22,98,260 \$269,559 Computer Accessories \$13,46,744 \$1,616,403 \$269,659 Entertainment & Recreation \$22,42,583,260 \$269,550,711 \$44,977,451 Fees and Admissions \$22,698,192 \$450,305 \$3,529,427 Fees for Participant Sports, excl. Trips \$80,789,028 \$9,701,552 \$1,623,524 Trickets to Movies \$3,280,723 \$4,603,029 \$5,124,48 \$9,701,552 \$1,622,206 Trickets to Participant Sporting Events, excl. Trips \$4,648,299 \$5,584,648,089 \$441,019 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,584,648 \$939,749 Fees for Participant Sporting Events, excl. Trips \$4,648,299 <td></td> <td></td> <td></td> <td></td> <td></td>					
Footweer \$31,618,258 \$37,900,953 \$65,628,695 Watches & Jaweiry \$9,717,330 \$11,662,214 \$1,944,884 Apparel Products and Services (1) \$4,699,284 \$5,645,392 \$946,108 Computers and Hardware for Home Use \$11,533,285 \$13,831,554 \$2,298,269 Portable Memony \$508,701 \$517,0300 \$61,679 Computer Software \$513,346,744 \$11,616,403 \$229,659 Entertainment & Recreation \$224,533,260 \$2,166,403 \$229,659 Entertainment & Recreation \$224,533,260 \$2,160,035 \$33,59,427 Fees and Admissions \$55,27,438 \$6,639,623 \$1,12,165 Tickets to Movies \$3,840,723 \$4,603,035 \$3,759,427 Tickets to Movies \$3,840,723 \$4,603,039 \$7,721,538 Dating Services \$4,6226 \$55,374 \$11,21,615 Tickets to Movies \$2,207,017 \$2,468,039 \$2,171,538 Dating Services \$5,721,4648,299 \$5,588,048 \$23,971,513 Tickets to Parks or Museums					
Watches & Jeweiry \$9,717,330 \$11,662,214 \$1,944,884 Apparel Products and Services (1) \$4,699,284 \$5,645,392 \$946,108 Computers and Hardware for Home Use \$11,533,285 \$13,831,554 \$2,28,269 Portable Memory \$308,701 \$2,70,380 \$51,679 Computer Software \$691,921 \$422,9,611 \$13,7690 Computer Accessories \$1,346,744 \$1,161,403 \$269,659 Entertainment & Recreation \$22,681,912 \$53,287,9130 \$10,588,038 Membership Fees for Clubs (2) \$17,533,608 \$27,01552 \$1,623,524 Tickets to Theatre/Operas/Concerts \$5,527,458 \$6,639,623 \$1,112,165 Tickets to Mavies \$3,840,723 \$4,608,0029 \$762,236 Tickets to Mavies \$3,840,723 \$4,608,029 \$57,524,368 Admission to Sporting Events, excl. Trips \$4,648,299 \$55,5344 \$9,9108 TV/Video/Audio \$80,714,424 \$66,510,971 \$11,414,547 Cable and Satellite Television Services \$12,71,538 \$12,5262 \$20,0899					
Apparel Products and Services (1) \$4,699,284 \$5,645,392 \$946,108 Computers and Hardware for Home Use \$11,533,285 \$13,831,554 \$2,298,269 Portable Memory \$308,701 \$370,380 \$510,679 Computer Software \$619,121 \$829,611 \$137,690 Computer Accessories \$1,346,744 \$1,616,403 \$229,659 Entertainment & Recreation \$52,698,192 \$63,287,030 \$10,588,383 Membership Fees for Clubs (2) \$17,533,608 \$21,063,035 \$3,529,427 Fees for Participant Sports, excl. Trips \$8,0078,028 \$89,701,552 \$1,1,21,655 Tickets to Mavices \$3,840,723 \$4,603,029 \$72,230 Tickets to Parks or Museums \$2,207,070 \$2,464,089 \$441,019 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$939,749 Faes for Racreational Lessons \$10,816,771 \$12,988,090 \$2,171,738 Dating Services \$57,104,442 \$68,518,971 \$141,414,547 Televisions \$7,215,768 \$8,650,398 \$1,144,540					
Computer v Computers and Hardware for Home Use \$11,533,285 \$13,831,554 \$2,298,269 Portable Memory \$300,701 \$370,300 \$511,673 Computer Software \$00,701 \$370,300 \$52,799 Computer Accessories \$1,346,744 \$1,616,403 \$229,659 Entertainment & Recreation \$224,583,260 \$260,560,711 \$444,977,451 Fees for Participant Sports, excl. Trips \$8,070,208 \$9,701,552 \$1,623,524 Tickets to Thoetary Operas/Concerts \$5,527,458 \$6,639,623 \$1,112,165 Tickets to Movies \$3,840,723 \$4,643,299 \$5,588,048 \$93,9749 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,171,533 Mainsion to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$93,97,499 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,171,533 Mainsion to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$93,97,499 Gele and Satellite Television Services \$10,816,771 \$12,988,309 \$2,171,533	•				
Computers and Hardware for Home Use \$11,532,285 \$12,831,554 \$2,298,269 Portable Memory \$300,300 \$610,679 Computer Software \$691,921 \$829,611 \$1370,300 Computer Software \$691,921 \$829,611 \$4137,690 Computer Accessories \$12,46,3260 \$220,550,711 \$44,4977,451 Fees and Admissions \$522,698,192 \$63,287,030 \$10,588,838 Membership Fees for Clubs (2) \$17,533,608 \$21,1063,032 \$3,529,427 Fees for Participant Sports, excl. Trips \$6,076,028 \$9,701,552 \$1,623,524 Tickets to Novies \$3,840,723 \$4,603,029 \$762,306 Tickets to Novies \$3,840,723 \$4,603,029 \$2,717,338 Dating Services \$10,81,771 \$12,298,309 \$2,17,1338 Dating Services \$57,104,424 \$56,518,971 \$11,414,547 Televisions \$72,15,768 \$4,603,938 \$1,4,43,430 Satellite Dishes \$10,416,424 \$56,518,971 \$11,414,547 Televisions \$72,21,768 \$4,602,338<			\$4,699,284	\$5,645,392	\$946,108
Portable Memory \$308,701 \$370,380 \$61,679 Computer Software \$691,921 \$829,611 \$137,690 Computer Software \$24,983,260 \$269,550,711 \$44,977,451 Fees and Admissions \$52,699,192 \$63,287,030 \$10,388,383 Membership Fees for Clubs (2) \$17,533,608 \$21,063,035 \$3,529,427 Fees for Participant Sports, excl. Trips \$8,070,28 \$9,701,552 \$1,623,524 Tickets to Theatre/Operas/Concerts \$5,527,458 \$6,639,623 \$11,12,165 Tickets to Maxieum \$2,207,070 \$2,648,089 \$441,019 Admission to Sponting Events, excl. Trips \$4,642,299 \$5,588,048 \$99,749 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,171,538 Dating Services \$46,236 \$55,344 \$9,014,223 Cable and Satellite Television Services \$77,176,424 \$66,503,98 \$11,414,547 Torlidee/Audio \$80,414,824 \$96,647,041 \$16,042,237 Cable and Satellite Television Services \$77,175,768 \$86,650,398 \$14,434,300	-				
Computer Software \$691,921 \$829,611 \$137,690 Computer Accessories \$1,816,6744 \$1,816,6103 \$269,550 Entertainment & Recreation \$224,583,260 \$269,560,711 \$44,977,451 Fees and Admissions \$52,698,192 \$63,287,030 \$10,588,6838 Membership Fees for Clubs (2) \$17,733,508 \$\$21,065,035 \$3,529,427 Fees for Participant Sports, excl. Trips \$8,078,028 \$9,701,552 \$1,623,524 Tickets to Movies \$3,840,723 \$4,603,029 \$762,306 Tickets to Novies or Museums \$2,207,070 \$2,648,089 \$441,019 Admission to Sporting Events, excl. Trips \$4,648,239 \$5,588,048 \$939,749 Fees for Recreational Lessons \$10,816,771 \$11,848,571 \$11,414,547 Cable and Satellite Television Services \$57,710,424 \$56,513,971 \$11,414,547 Tobios \$7,715,768 \$8,650,398 \$1,434,630 Satellite Dishes \$10,82,266 \$23,7657 \$155,391 Video Cameras, and DVD Players \$408,287 \$489,218 \$800,311 <td>Computers and Hardware for Home U</td> <td>se</td> <td></td> <td></td> <td></td>	Computers and Hardware for Home U	se			
Computer Accessories \$1,346,744 \$1,616,403 \$269,569 Entertainment & Recreation \$224,583,260 \$269,560,711 \$44,977,451 Fees and Admissions \$52,2698,192 \$63,287,030 \$10,588,838 Membership Fees for Club (2) \$17,533,608 \$21,063,035 \$3,3294,427 Fees for Participant Sports, excl. Trips \$8,070,228 \$9,701,552 \$1,122,165 Tickets to Theatre/Operas/Concerts \$5,527,458 \$6,639,623 \$1,112,165 Tickets to Mavies \$3,404,723 \$4,603,029 \$762,306 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,588,408 \$939,749 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,171,538 Dating Services \$57,104,424 \$96,457,061 \$11,044,247 Televisions \$7,715,768 \$8,865,039 \$11,414,4547 Televisions \$7,715,768 \$8,865,039 \$1,434,630 Satellite Dishes \$104,603 \$122,502 \$20,899 Viceo Cameras, and DVD Players \$408,027 \$489,214 \$33,727,91	Portable Memory				
Entertainment & Recreation \$224,583,260 \$269,560,711 \$44,977,451 Fees and Admissions \$52,698,192 \$63,287,030 \$10,588,388 Membership Fees for Clubs (2) \$17,533,608 \$21,066,035 \$3,529,427 Fees for Participant Sports, excl. Trips \$8,078,028 \$9,701,552 \$1,122,165 Tickets to Movies \$3,840,723 \$4,603,029 \$762,306 Tickets to Parks or Museums \$2,207,070 \$2,648,089 \$441,019 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$939,749 Fees for Recreational Lessons \$410,816,771 \$12,988,309 \$2,171,533 Dating Services \$46,236 \$55,344 \$9,108 T/V/video/Audio \$80,414,824 \$96,457,061 \$16,042,237 Cable and Satellite Television Services \$7,715,768 \$8,650,398 \$1,144,547 Televisions \$7,215,768 \$8,650,398 \$1,343,630 Satellite Dishes \$10,424 \$546,2147,157 \$12,5502 \$20,899 VCRs, Video Cameras, and DVD Players \$408,287 \$489,218 <	Computer Software		\$691,921	\$829,611	\$137,690
Fees and Admissions \$\$2,698,192 \$63,287,080 \$10,586,938 Membership Fees for Clubs (2) \$17,533,608 \$21,063,035 \$3,529,427 Fees for Participant Sports, excl. Trips \$80,078,028 \$97,011,552 \$1,623,524 Tickets to Theatre/Operas/Concerts \$5,527,458 \$6,639,623 \$1,112,165 Tickets to Movies \$3,840,723 \$4,663,029 \$5,788,048 \$939,749 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$939,749 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,217,538 Dating Services \$46,236 \$55,344 \$9,103 TV/Video/Audio \$80,0414,824 \$50,6157,061 \$16,042,237 Cable and Satellite Television Services \$7,104,424 \$66,518,971 \$11,040,52,77 Televisions \$7,215,768 \$46,6247 \$357,781 Video Cameras, and DVD Players \$408,870 \$449,218 \$409,311 Misce Cameras, and DVD Players \$782,266 \$937,657 \$155,37,81 Video Came Hardware/Accessories \$1,812,277 \$2,168,	Computer Accessories		\$1,346,744	\$1,616,403	\$269,659
Membership Fees for Clubs (2) \$17,533.608 \$21,063,035 \$3,529,427 Fees for Participant Soorts, excl. Trips \$8,078,028 \$9,701.552 \$1,623,524 Tickets to Theatre/Operas/Concerts \$5,527,458 \$6,639,623 \$1,112,165 Tickets to Narks or Museums \$2,207,070 \$2,648,069 \$446,1019 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$939,749 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,171,538 Dating Services \$46,236 \$55,344 \$9,108 TV/Video/Audio \$80,414,824 \$96,457,061 \$116,042,237 Cable and Satellite Television Services \$7,215,768 \$88,650,398 \$1,434,630 Satellite Dishes \$104,603 \$125,502 \$20,899 VCRs, Video Cameras, and DVD Players \$408,287 \$489,218 \$809,331 Miscelaneous Video Equipment \$1,788,966 \$2,146,247 \$357,281 Video Game Hardware/Accessories \$1,812,217 \$2,184,175 \$194,453 Rental/Streaming/Downloaded Video \$3,197,912 \$3,827,796 <td>Entertainment & Recreation</td> <td></td> <td>\$224,583,260</td> <td>\$269,560,711</td> <td>\$44,977,451</td>	Entertainment & Recreation		\$224,583,260	\$269,560,711	\$44,977,451
Fees for Participant Sports, excl. Trips \$8,078,028 \$9,701,552 \$1,623,524 Tickets to Theatre/Operas/Concerts \$5,527,458 \$6,639,623 \$1,112,165 Tickets to Movies \$3,840,723 \$4,603,029 \$762,306 Tickets to Parks or Museums \$2,207,070 \$2,648,089 \$441,019 Admission to Sporting Events, excl. Trips \$46,618,771 \$12,988,309 \$2,171,538 Dating Services \$46,236 \$55,344 \$9,108 TV/Video/Audio \$80,414,624 \$96,6457,061 \$116,042,237 Cable and Satellite Television Services \$77,125,768 \$8,650,398 \$14,346,630 Satellite Dishes \$10,442,424 \$96,6457,061 \$16,042,237 Televisions \$7,215,768 \$8,850,398 \$1,434,630 Satellite Dishes \$10,4603 \$125,502 \$20,899 VCRs, Video Cameras, and DVD Players \$408,287 \$489,218 \$80,931 Miscellaneous Video Equipment \$1,812,277 \$2,168,221 \$155,391 Video Game Hardware/Accessories \$1,812,277 \$2,168,221 \$179,401	Fees and Admissions		\$52,698,192	\$63,287,030	\$10,588,838
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Tickets to Theatre/Operas/Concerts \$\$,527,488 \$\$,639,623 \$\$,1,12,165 Tickets to Novies \$3,840,723 \$\$4,603,029 \$762,306 Tickets to Parks or Museums \$2,207,070 \$2,2648,089 \$\$441,019 Admission to Sporting Events, excl. Trips \$\$4,648,299 \$\$5,588,048 \$\$939,749 Pees for Recreational Lessons \$10,816,771 \$12,988,309 \$\$2,177,1538 Dating Services \$\$6,726 \$\$55,344 \$\$9108 TV/Video/Audio \$\$80,414,824 \$\$96,457,061 \$\$16,042,237 Cable and Satellite Television Services \$\$7215,768 \$\$8,650,398 \$\$1,434,630 Satellite Dishes \$\$104,603 \$\$125,502 \$\$20,899 VCRs, Video Cameras, and DVD Players \$408,287 \$\$489,218 \$\$80,931 Miscellaneous Video Equipment \$\$1782,266 \$\$37,557 \$\$155,531 Video Game Bardware/Accessories \$1,812,277 \$2,168,321 \$\$156,944 Video Game Bortware \$\$88,261 \$\$106,221 \$\$17,960 Audio (3) \$\$6,728,440 \$\$8,07,910 \$\$4,063,07432 \$\$	Fees for Participant Sports, excl. Tri	ps	\$8,078,028	\$9,701,552	\$1,623,524
Tickets to Novies \$3,840,723 \$4,603,029 \$762,306 Tickets to Parks or Museums \$2,207,070 \$2,648,089 \$441,019 Admission to Sporting Events, excl. Trips \$4,648,299 \$5,588,048 \$939,749 Fees for Recreational Lessons \$10,816,771 \$12,988,309 \$2,171,538 Dating Services \$46,236 \$55,344 \$9,108 TV/Video/Audio \$80,414,824 \$96,457,061 \$16,042,237 Cable and Satellite Television Services \$57,215,766 \$8,650,398 \$1,43,630 Satellite Dishes \$104,603 \$125,502 \$20,899 VCRs, Video Cameras, and DVD Players \$408,277 \$488,218 \$80,931 Video Game Hardware/Accessories \$1,788,966 \$2,146,247 \$357,281 Video Game Hardware/Accessories \$1,812,277 \$2,168,321 \$356,044 Video Game Hardware/Accessories \$1,82,779 \$2,649,416 \$8,72,23 Rental/Streaming/Downloaded Video \$3,197,912 \$3,827,796 \$629,884 Installation of Televisions \$88,261 \$106,221 \$17,960 <		-	\$5,527,458		
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	AICUIUIIC DEVELAYES		\$40,809,575	\$49,000,778	\$0,101,203



Epic Plaza

12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius Prepared by Charlotte Hollkamp

Latitude: 38.28821 Longitude: -85.51154

	2019	2024	Projected
	Consumer Spending	Forecasted Demand	Spending Growth
Financial		±1 001 000 222	+224 442 401
Value of Stocks/Bonds/Mutual Funds	\$1,647,556,742	\$1,981,999,223	\$334,442,481
Value of Retirement Plans	\$7,258,893,625	\$8,733,231,692	\$1,474,338,067
Value of Other Financial Assets	\$403,369,051	\$485,045,903	\$81,676,852
Vehicle Loan Amount excluding Interest	\$191,647,194	\$229,814,648	\$38,167,454
Value of Credit Card Debt	\$168,615,690	\$202,336,289	\$33,720,599
Health	to 711 704		
Nonprescription Drugs	\$9,711,704	\$11,657,267	\$1,945,563
Prescription Drugs	\$24,378,219	\$29,281,353	\$4,903,134
Eyeglasses and Contact Lenses	\$6,228,390	\$7,479,954	\$1,251,564
Home	+742 206 510	+000 747 710	+150 441 101
Mortgage Payment and Basics (11)	\$743,306,519	\$893,747,710	\$150,441,191
Maintenance and Remodeling Services	\$160,548,850	\$193,083,422	\$32,534,572
Maintenance and Remodeling Materials (12)	\$34,638,733	\$41,642,813	\$7,004,080
Utilities, Fuel, and Public Services	\$319,801,173	\$383,661,634	\$63,860,461
Household Furnishings and Equipment	tc 0.40 000	10 215 011	** 266 642
Household Textiles (13)	\$6,849,329	\$8,215,941	\$1,366,612
Furniture	\$42,920,159	\$51,493,869	\$8,573,710
Rugs	\$2,443,472	\$2,933,792	\$490,320
Major Appliances (14)	\$24,595,463	\$29,528,556	\$4,933,093
Housewares (15)	\$7,379,494	\$8,858,804	\$1,479,310
Small Appliances	\$3,205,399	\$3,842,550	\$637,151
Luggage	\$996,104	\$1,195,368	\$199,264
Telephones and Accessories	\$5,389,766	\$6,465,473	\$1,075,707
Household Operations			
Child Care	\$36,329,780	\$43,553,853	\$7,224,073
Lawn and Garden (16)	\$33,437,402	\$40,204,730	\$6,767,328
Moving/Storage/Freight Express	\$4,638,457	\$5,557,309	\$918,852
Housekeeping Supplies (17)	\$50,315,218	\$60,372,500	\$10,057,282
Insurance			
Owners and Renters Insurance	\$40,276,837	\$48,406,637	\$8,129,800
Vehicle Insurance	\$101,434,998	\$121,635,038	\$20,200,040
Life/Other Insurance	\$32,534,428	\$39,113,185	\$6,578,757
Health Insurance	\$267,320,239	\$320,947,753	\$53,627,514
Personal Care Products (18)	\$34,217,583	\$41,045,022	\$6,827,439
School Books and Supplies (19)	\$10,587,089	12,697,157	\$2,110,068
Smoking Products	\$23,539,219	\$28,189,210	\$4,649,991
Transportation			
Payments on Vehicles excluding Leases	\$168,777,305	\$202,403,016	\$33,625,711
Gasoline and Motor Oil	\$148,732,612	\$178,334,593	\$29,601,981
Vehicle Maintenance and Repairs	\$79,415,095	\$95,258,181	\$15,843,086
Travel			
Airline Fares	\$39,663,304	\$47,630,634	\$7,967,330
Lodging on Trips	\$45,035,288	\$54,120,688	\$9,085,400
Auto/Truck Rental on Trips	\$1,938,761	\$2,327,889	\$389,128
Food and Drink on Trips	\$38,699,288	\$46,473,585	\$7,774,297



Epic Plaza 12910 Factory Ln, Louisville, Kentucky, 40245 Ring: 5 mile radius

(1) Apparel Products and Services includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/ downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.

(19) School Books and Supplies includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.