



Market Profile

Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Rings: 1, 3, 5 mile radii

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	1,335	31,309	84,257
2010 Total Population	3,697	42,318	109,072
2019 Total Population	4,267	46,130	122,354
2019 Group Quarters	7	375	1,502
2024 Total Population	4,503	48,276	129,557
2019-2024 Annual Rate	1.08%	0.91%	1.15%
2019 Total Daytime Population	12,077	54,193	137,162
Workers	10,237	32,296	80,019
Residents	1,840	21,897	57,143
Household Summary			
2000 Households	489	11,581	32,527
2000 Average Household Size	2.72	2.68	2.56
2010 Households	1,576	16,162	43,219
2010 Average Household Size	2.34	2.60	2.49
2019 Households	1,857	17,743	48,433
2019 Average Household Size	2.29	2.58	2.50
2024 Households	1,984	18,632	51,318
2024 Average Household Size	2.27	2.57	2.50
2019-2024 Annual Rate	1.33%	0.98%	1.16%
2010 Families	1,035	11,679	29,929
2010 Average Family Size	2.92	3.09	3.02
2019 Families	1,177	12,587	33,147
2019 Average Family Size	2.90	3.09	3.04
2024 Families	1,240	13,143	34,992
2024 Average Family Size	2.88	3.09	3.05
2019-2024 Annual Rate	1.05%	0.87%	1.09%
Housing Unit Summary			
2000 Housing Units	536	12,165	34,324
Owner Occupied Housing Units	84.1%	77.5%	74.4%
Renter Occupied Housing Units	7.1%	17.7%	20.3%
Vacant Housing Units	8.8%	4.8%	5.2%
2010 Housing Units	1,686	17,193	45,865
Owner Occupied Housing Units	53.1%	71.9%	71.5%
Renter Occupied Housing Units	40.3%	22.1%	22.7%
Vacant Housing Units	6.5%	6.0%	5.8%
2019 Housing Units	1,912	18,683	51,019
Owner Occupied Housing Units	49.8%	70.2%	69.2%
Renter Occupied Housing Units	47.2%	24.7%	25.7%
Vacant Housing Units	2.9%	5.0%	5.1%
2024 Housing Units	2,040	19,583	53,894
Owner Occupied Housing Units	49.2%	70.5%	69.2%
Renter Occupied Housing Units	48.0%	24.6%	26.0%
Vacant Housing Units	2.7%	4.9%	4.8%
Median Household Income			
2019	\$109,381	\$97,046	\$95,819
2024	\$121,727	\$107,576	\$107,133
Median Home Value			
2019	\$334,956	\$286,927	\$285,231
2024	\$349,868	\$310,540	\$309,357
Per Capita Income			
2019	\$54,498	\$49,844	\$49,828
2024	\$63,050	\$56,153	\$56,482
Median Age			
2010	33.5	37.4	39.4
2019	34.6	39.1	41.2
2024	35.9	39.9	42.1

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Households by Income			
Household Income Base	1,857	17,743	48,433
<\$15,000	3.1%	4.1%	3.6%
\$15,000 - \$24,999	2.2%	3.8%	3.7%
\$25,000 - \$34,999	5.2%	5.2%	5.8%
\$35,000 - \$49,999	9.8%	9.2%	9.5%
\$50,000 - \$74,999	10.9%	15.7%	16.0%
\$75,000 - \$99,999	11.4%	13.3%	13.1%
\$100,000 - \$149,999	26.8%	22.8%	22.5%
\$150,000 - \$199,999	15.4%	10.5%	11.5%
\$200,000+	15.2%	15.4%	14.3%
Average Household Income	\$132,076	\$129,754	\$125,452
2024 Households by Income			
Household Income Base	1,984	18,632	51,318
<\$15,000	2.5%	3.4%	2.8%
\$15,000 - \$24,999	1.7%	3.1%	3.0%
\$25,000 - \$34,999	4.2%	4.4%	4.9%
\$35,000 - \$49,999	8.2%	8.1%	8.3%
\$50,000 - \$74,999	8.9%	13.4%	13.9%
\$75,000 - \$99,999	9.7%	12.1%	12.0%
\$100,000 - \$149,999	26.9%	24.3%	23.9%
\$150,000 - \$199,999	19.7%	13.6%	14.5%
\$200,000+	18.2%	17.6%	16.7%
Average Household Income	\$150,714	\$145,758	\$142,127
2019 Owner Occupied Housing Units by Value			
Total	953	13,123	35,307
<\$50,000	0.1%	0.5%	0.5%
\$50,000 - \$99,999	0.0%	0.9%	0.8%
\$100,000 - \$149,999	3.0%	8.0%	7.8%
\$150,000 - \$199,999	4.2%	15.4%	12.9%
\$200,000 - \$249,999	7.9%	14.9%	16.3%
\$250,000 - \$299,999	22.5%	14.0%	16.5%
\$300,000 - \$399,999	35.6%	18.7%	22.0%
\$400,000 - \$499,999	14.0%	11.3%	11.4%
\$500,000 - \$749,999	7.9%	8.7%	7.0%
\$750,000 - \$999,999	3.4%	5.3%	3.3%
\$1,000,000 - \$1,499,999	1.0%	1.4%	0.8%
\$1,500,000 - \$1,999,999	0.2%	0.4%	0.2%
\$2,000,000 +	0.5%	0.6%	0.4%
Average Home Value	\$384,293	\$364,486	\$339,275
2024 Owner Occupied Housing Units by Value			
Total	1,003	13,806	37,310
<\$50,000	0.0%	0.1%	0.1%
\$50,000 - \$99,999	0.0%	0.3%	0.3%
\$100,000 - \$149,999	1.7%	4.4%	4.4%
\$150,000 - \$199,999	3.2%	12.8%	10.3%
\$200,000 - \$249,999	6.1%	15.0%	15.2%
\$250,000 - \$299,999	20.1%	15.2%	17.4%
\$300,000 - \$399,999	37.8%	19.7%	24.5%
\$400,000 - \$499,999	16.4%	13.3%	13.6%
\$500,000 - \$749,999	9.1%	10.0%	8.3%
\$750,000 - \$999,999	3.6%	5.8%	3.9%
\$1,000,000 - \$1,499,999	1.2%	1.9%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.3%
\$2,000,000 +	0.6%	0.7%	0.6%
Average Home Value	\$403,019	\$396,333	\$370,362

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	3,698	42,320	109,073
0 - 4	8.1%	7.1%	6.5%
5 - 9	9.2%	8.1%	7.3%
10 - 14	7.8%	8.0%	7.3%
15 - 24	10.7%	10.7%	10.5%
25 - 34	16.7%	12.6%	12.2%
35 - 44	19.7%	15.7%	14.7%
45 - 54	13.2%	15.8%	15.4%
55 - 64	8.4%	12.1%	13.0%
65 - 74	3.9%	6.0%	7.1%
75 - 84	1.9%	2.8%	4.2%
85 +	0.5%	1.1%	1.8%
18 +	71.6%	72.2%	74.6%
2019 Population by Age			
Total	4,266	46,129	122,356
0 - 4	7.5%	6.2%	5.8%
5 - 9	8.9%	7.3%	6.6%
10 - 14	7.4%	7.5%	7.1%
15 - 24	8.3%	11.0%	10.8%
25 - 34	18.7%	11.9%	11.2%
35 - 44	18.8%	14.4%	13.5%
45 - 54	12.2%	13.8%	13.5%
55 - 64	9.0%	13.0%	13.6%
65 - 74	6.1%	9.4%	10.5%
75 - 84	2.3%	4.0%	5.0%
85 +	0.7%	1.5%	2.2%
18 +	72.9%	74.8%	76.5%
2024 Population by Age			
Total	4,502	48,276	129,557
0 - 4	7.5%	6.1%	5.7%
5 - 9	8.8%	7.0%	6.4%
10 - 14	7.6%	7.1%	6.8%
15 - 24	8.2%	10.6%	10.5%
25 - 34	16.1%	12.2%	11.3%
35 - 44	20.8%	14.3%	13.3%
45 - 54	12.1%	12.9%	13.0%
55 - 64	8.8%	12.3%	12.9%
65 - 74	6.6%	10.1%	11.2%
75 - 84	2.8%	5.5%	6.6%
85 +	0.8%	1.7%	2.4%
18 +	72.9%	75.7%	77.2%
2010 Population by Sex			
Males	1,799	20,486	52,125
Females	1,898	21,832	56,947
2019 Population by Sex			
Males	2,074	22,318	58,689
Females	2,192	23,812	63,665
2024 Population by Sex			
Males	2,183	23,389	62,297
Females	2,320	24,887	67,260

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2010 Population by Race/Ethnicity			
Total	3,698	42,317	109,072
White Alone	84.9%	80.3%	83.8%
Black Alone	7.4%	11.1%	8.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	4.6%	4.8%	4.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	1.3%	1.4%
Two or More Races	1.9%	2.2%	1.9%
Hispanic Origin	3.4%	3.6%	3.6%
Diversity Index	31.9	38.6	33.8
2019 Population by Race/Ethnicity			
Total	4,267	46,131	122,353
White Alone	80.1%	75.8%	79.8%
Black Alone	9.2%	12.6%	9.4%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	6.7%	6.9%	6.4%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.9%	1.6%	1.7%
Two or More Races	2.6%	2.8%	2.4%
Hispanic Origin	5.1%	4.7%	4.7%
Diversity Index	40.9	45.8	40.9
2024 Population by Race/Ethnicity			
Total	4,503	48,276	129,557
White Alone	77.2%	73.2%	77.3%
Black Alone	10.1%	13.3%	9.9%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.1%	8.3%	7.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.7%	1.9%
Two or More Races	3.2%	3.2%	2.8%
Hispanic Origin	6.4%	5.5%	5.6%
Diversity Index	46.1	49.8	45.1
2010 Population by Relationship and Household Type			
Total	3,697	42,318	109,072
In Households	99.8%	99.2%	98.8%
In Family Households	82.5%	86.5%	84.3%
Householder	26.3%	27.6%	27.5%
Spouse	21.9%	22.3%	22.5%
Child	32.1%	33.1%	30.7%
Other relative	1.3%	2.2%	2.2%
Nonrelative	0.8%	1.3%	1.3%
In Nonfamily Households	17.3%	12.7%	14.5%
In Group Quarters	0.2%	0.8%	1.2%
Institutionalized Population	0.2%	0.8%	1.2%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	2,894	31,343	85,292
Less than 9th Grade	0.7%	1.3%	1.3%
9th - 12th Grade, No Diploma	1.6%	2.3%	2.2%
High School Graduate	11.5%	14.8%	12.9%
GED/Alternative Credential	1.0%	2.3%	2.2%
Some College, No Degree	15.5%	18.7%	19.2%
Associate Degree	5.0%	6.7%	6.9%
Bachelor's Degree	39.0%	30.7%	32.1%
Graduate/Professional Degree	25.6%	23.2%	23.2%
2019 Population 15+ by Marital Status			
Total	3,247	36,418	98,531
Never Married	24.5%	26.1%	25.1%
Married	62.6%	58.4%	59.1%
Widowed	2.8%	5.0%	5.4%
Divorced	10.1%	10.5%	10.4%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.0%	97.6%	97.7%
Civilian Unemployed (Unemployment Rate)	3.0%	2.4%	2.3%
2019 Employed Population 16+ by Industry			
Total	2,470	24,660	65,720
Agriculture/Mining	0.1%	0.3%	0.2%
Construction	4.2%	4.5%	4.4%
Manufacturing	14.9%	12.0%	10.5%
Wholesale Trade	2.4%	3.6%	4.0%
Retail Trade	10.6%	10.7%	10.5%
Transportation/Utilities	6.3%	6.5%	5.7%
Information	0.9%	1.8%	1.9%
Finance/Insurance/Real Estate	13.6%	10.9%	10.9%
Services	45.5%	47.1%	49.3%
Public Administration	1.5%	2.7%	2.7%
2019 Employed Population 16+ by Occupation			
Total	2,469	24,660	65,722
White Collar	77.3%	75.0%	76.7%
Management/Business/Financial	25.6%	22.0%	21.8%
Professional	28.9%	27.0%	28.0%
Sales	13.8%	13.2%	14.2%
Administrative Support	9.0%	12.8%	12.7%
Services	9.1%	10.3%	10.6%
Blue Collar	13.6%	14.7%	12.8%
Farming/Forestry/Fishing	0.0%	0.3%	0.2%
Construction/Extraction	1.5%	3.0%	2.6%
Installation/Maintenance/Repair	2.6%	1.7%	1.7%
Production	5.2%	5.4%	4.0%
Transportation/Material Moving	4.4%	4.3%	4.3%
2010 Population By Urban/ Rural Status			
Total Population	3,697	42,318	109,072
Population Inside Urbanized Area	100.0%	99.7%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,576	16,162	43,220
Households with 1 Person	27.6%	22.9%	25.8%
Households with 2+ People	72.4%	77.1%	74.2%
Family Households	65.7%	72.3%	69.2%
Husband-wife Families	54.9%	58.4%	56.7%
With Related Children	31.8%	29.3%	26.1%
Other Family (No Spouse Present)	10.8%	13.8%	12.6%
Other Family with Male Householder	3.4%	3.4%	3.4%
With Related Children	2.0%	2.2%	2.1%
Other Family with Female Householder	7.4%	10.4%	9.2%
With Related Children	5.0%	7.1%	6.0%
Nonfamily Households	6.7%	4.8%	5.0%
All Households with Children	38.9%	38.9%	34.4%
Multigenerational Households	1.1%	2.4%	2.2%
Unmarried Partner Households	5.5%	4.9%	4.8%
Male-female	4.8%	4.3%	4.1%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	1,576	16,163	43,218
1 Person Household	27.6%	22.9%	25.8%
2 Person Household	32.0%	33.8%	34.9%
3 Person Household	15.8%	17.1%	16.1%
4 Person Household	16.6%	16.8%	14.8%
5 Person Household	5.9%	6.7%	5.9%
6 Person Household	1.5%	2.1%	1.8%
7 + Person Household	0.6%	0.7%	0.7%
2010 Households by Tenure and Mortgage Status			
Total	1,576	16,162	43,219
Owner Occupied	56.9%	76.5%	75.9%
Owned with a Mortgage/Loan	48.8%	61.8%	58.3%
Owned Free and Clear	8.1%	14.7%	17.6%
Renter Occupied	43.1%	23.5%	24.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,686	17,193	45,865
Housing Units Inside Urbanized Area	100.0%	99.7%	97.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	2.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Boomburbs (1C)	In Style (5B)	Exurbanites (1E)
2.	Bright Young Professionals (8C)	Home Improvement (4B)	In Style (5B)
3.	In Style (5B)	Top Tier (1A)	Bright Young Professionals
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,195,335	\$55,617,189	\$145,228,308
Average Spent	\$3,336.21	\$3,134.60	\$2,998.54
Spending Potential Index	156	146	140
Education: Total \$	\$4,366,015	\$42,652,805	\$113,294,700
Average Spent	\$2,351.11	\$2,403.92	\$2,339.20
Spending Potential Index	148	151	147
Entertainment/Recreation: Total \$	\$9,007,843	\$84,947,223	\$224,583,260
Average Spent	\$4,850.75	\$4,787.65	\$4,636.99
Spending Potential Index	148	146	142
Food at Home: Total \$	\$14,137,097	\$129,873,743	\$342,981,271
Average Spent	\$7,612.87	\$7,319.72	\$7,081.56
Spending Potential Index	147	141	137
Food Away from Home: Total \$	\$10,659,511	\$95,787,046	\$250,510,355
Average Spent	\$5,740.18	\$5,398.58	\$5,172.31
Spending Potential Index	156	147	141
Health Care: Total \$	\$15,686,971	\$151,697,789	\$405,162,942
Average Spent	\$8,447.48	\$8,549.73	\$8,365.43
Spending Potential Index	142	144	141
HH Furnishings & Equipment: Total \$	\$6,164,561	\$56,980,533	\$149,511,258
Average Spent	\$3,319.63	\$3,211.44	\$3,086.97
Spending Potential Index	156	151	145
Personal Care Products & Services: Total \$	\$2,612,133	\$23,837,755	\$62,477,236
Average Spent	\$1,406.64	\$1,343.50	\$1,289.97
Spending Potential Index	159	152	146
Shelter: Total \$	\$51,248,361	\$477,117,908	\$1,262,786,138
Average Spent	\$27,597.39	\$26,890.49	\$26,072.85
Spending Potential Index	149	145	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,787,715	\$66,455,483	\$176,633,186
Average Spent	\$3,655.20	\$3,745.45	\$3,646.96
Spending Potential Index	147	151	147
Travel: Total \$	\$6,403,086	\$61,268,843	\$161,993,893
Average Spent	\$3,448.08	\$3,453.13	\$3,344.70
Spending Potential Index	154	154	149
Vehicle Maintenance & Repairs: Total \$	\$3,189,157	\$29,914,137	\$79,415,095
Average Spent	\$1,717.37	\$1,685.97	\$1,639.69
Spending Potential Index	150	147	143

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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