



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
2020 Total Population	4,265	46,329	122,933
2020 Group Quarters	7	364	1,489
2025 Total Population	4,738	49,445	131,537
2020-2025 Annual Rate	2.13%	1.31%	1.36%
2020 Total Daytime Population	9,370	53,187	138,148
Workers	7,276	28,511	73,664
Residents	2,094	24,676	64,484
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
2020 Households	1,852	17,841	48,663
2020 Average Household Size	2.30	2.58	2.50
2025 Households	2,114	19,189	52,129
2025 Average Household Size	2.24	2.56	2.49
2020-2025 Annual Rate	2.68%	1.47%	1.39%
2010 Families	1,035	11,679	29,929
2010 Average Family Size	2.92	3.09	3.02
2020 Families	1,170	12,639	33,318
2020 Average Family Size	2.91	3.08	3.04
2025 Families	1,309	13,491	35,556
2025 Average Family Size	2.86	3.08	3.04
2020-2025 Annual Rate	2.27%	1.31%	1.31%
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%
2020 Housing Units	1,909	18,590	51,367
Owner Occupied Housing Units	50.3%	71.0%	69.3%
Renter Occupied Housing Units	46.7%	25.0%	25.4%
Vacant Housing Units	3.0%	4.0%	5.3%
2025 Housing Units	2,165	19,907	54,736
Owner Occupied Housing Units	45.0%	68.1%	67.3%
Renter Occupied Housing Units	52.6%	28.3%	27.9%
Vacant Housing Units	2.4%	3.6%	4.8%
Median Household Income			
2020	\$109,341	\$96,926	\$95,726
2025	\$116,719	\$104,295	\$103,990
Median Home Value			
2020	\$346,335	\$287,692	\$284,785
2025	\$367,866	\$316,860	\$315,243
Per Capita Income			
2020	\$55,529	\$51,272	\$50,917
2025	\$63,342	\$56,685	\$56,373
Median Age			
2010	33.5	37.4	39.4
2020	34.7	39.3	41.4
2025	36.1	40.1	42.3

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income			
Household Income Base	1,852	17,841	48,663
<\$15,000	4.3%	4.6%	3.9%
\$15,000 - \$24,999	3.4%	4.5%	4.2%
\$25,000 - \$34,999	5.0%	5.0%	5.6%
\$35,000 - \$49,999	8.4%	9.1%	9.0%
\$50,000 - \$74,999	10.7%	15.7%	16.7%
\$75,000 - \$99,999	11.4%	12.4%	12.2%
\$100,000 - \$149,999	24.9%	21.3%	21.1%
\$150,000 - \$199,999	14.8%	10.4%	11.6%
\$200,000+	17.1%	17.1%	15.7%
Average Household Income	\$134,932	\$133,351	\$128,411
2025 Households by Income			
Household Income Base	2,114	19,189	52,129
<\$15,000	4.1%	4.4%	3.6%
\$15,000 - \$24,999	3.0%	4.0%	3.7%
\$25,000 - \$34,999	4.4%	4.5%	5.1%
\$35,000 - \$49,999	7.5%	8.2%	8.1%
\$50,000 - \$74,999	9.6%	14.3%	15.4%
\$75,000 - \$99,999	10.6%	11.8%	11.5%
\$100,000 - \$149,999	24.6%	22.1%	21.7%
\$150,000 - \$199,999	16.6%	11.8%	13.2%
\$200,000+	19.7%	19.0%	17.7%
Average Household Income	\$149,384	\$146,423	\$142,000
2020 Owner Occupied Housing Units by Value			
Total	960	13,194	35,611
<\$50,000	0.5%	0.6%	0.7%
\$50,000 - \$99,999	0.0%	1.0%	0.9%
\$100,000 - \$149,999	1.8%	7.8%	7.8%
\$150,000 - \$199,999	1.8%	15.8%	13.6%
\$200,000 - \$249,999	7.6%	15.9%	17.0%
\$250,000 - \$299,999	19.9%	11.8%	14.6%
\$300,000 - \$399,999	39.8%	19.4%	22.3%
\$400,000 - \$499,999	14.3%	11.6%	11.7%
\$500,000 - \$749,999	10.2%	9.7%	7.6%
\$750,000 - \$999,999	2.1%	3.4%	2.2%
\$1,000,000 - \$1,499,999	1.2%	1.7%	0.9%
\$1,500,000 - \$1,999,999	0.2%	0.5%	0.3%
\$2,000,000 +	0.6%	0.8%	0.6%
Average Home Value	\$396,120	\$364,918	\$339,903
2025 Owner Occupied Housing Units by Value			
Total	974	13,553	36,833
<\$50,000	0.1%	0.3%	0.3%
\$50,000 - \$99,999	0.0%	0.5%	0.4%
\$100,000 - \$149,999	0.7%	5.0%	4.7%
\$150,000 - \$199,999	0.9%	13.4%	11.1%
\$200,000 - \$249,999	4.9%	16.2%	15.8%
\$250,000 - \$299,999	15.3%	11.4%	14.0%
\$300,000 - \$399,999	41.4%	19.7%	24.6%
\$400,000 - \$499,999	18.3%	14.3%	14.7%
\$500,000 - \$749,999	14.1%	12.3%	10.0%
\$750,000 - \$999,999	2.3%	3.7%	2.4%
\$1,000,000 - \$1,499,999	1.2%	1.9%	1.0%
\$1,500,000 - \$1,999,999	0.2%	0.6%	0.3%
\$2,000,000 +	0.7%	0.8%	0.7%
Average Home Value	\$425,154	\$393,083	\$369,859

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 2020 and 2025 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%
2020 Population by Age			
Total	4,266	46,330	122,933
0 - 4	7.5%	6.2%	5.7%
5 - 9	9.0%	7.2%	6.6%
10 - 14	7.4%	7.5%	7.0%
15 - 24	8.0%	11.0%	10.9%
25 - 34	18.8%	11.9%	11.1%
35 - 44	18.8%	14.3%	13.5%
45 - 54	12.3%	13.6%	13.5%
55 - 64	8.7%	12.9%	13.6%
65 - 74	6.4%	9.6%	10.6%
75 - 84	2.3%	4.2%	5.2%
85 +	0.8%	1.5%	2.3%
18 +	72.9%	75.0%	76.7%
2025 Population by Age			
Total	4,736	49,446	131,537
0 - 4	7.4%	6.1%	5.6%
5 - 9	8.6%	6.9%	6.3%
10 - 14	7.6%	7.0%	6.7%
15 - 24	8.5%	10.6%	10.5%
25 - 34	15.6%	12.3%	11.4%
35 - 44	20.9%	14.2%	13.2%
45 - 54	12.0%	12.7%	12.8%
55 - 64	8.8%	12.3%	12.8%
65 - 74	6.8%	10.3%	11.3%
75 - 84	2.9%	5.8%	6.9%
85 +	0.9%	1.8%	2.5%
18 +	73.2%	76.0%	77.4%
2010 Population by Sex			
Males	1,799	20,486	52,125
Females	1,898	21,832	56,947
2020 Population by Sex			
Males	2,066	22,403	58,970
Females	2,199	23,926	63,963
2025 Population by Sex			
Males	2,290	23,937	63,245
Females	2,448	25,508	68,292

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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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
2020 Population by Race/Ethnicity			
Total	4,264	46,328	122,935
White Alone	79.2%	75.1%	79.1%
Black Alone	9.6%	12.9%	9.6%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	7.0%	7.2%	6.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.0%	1.7%	1.9%
Two or More Races	2.8%	2.9%	2.5%
Hispanic Origin	5.5%	5.1%	5.1%
Diversity Index	42.5	47.1	42.2
2025 Population by Race/Ethnicity			
Total	4,738	49,445	131,537
White Alone	76.0%	72.2%	76.4%
Black Alone	10.7%	13.8%	10.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	8.1%	8.5%	8.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	1.2%	1.9%	2.1%
Two or More Races	3.4%	3.4%	2.9%
Hispanic Origin	7.4%	6.1%	6.1%
Diversity Index	48.5	51.5	46.8
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment			
Total	2,903	31,540	85,768
Less than 9th Grade	0.8%	1.4%	1.3%
9th - 12th Grade, No Diploma	1.5%	2.3%	2.0%
High School Graduate	9.6%	13.0%	11.8%
GED/Alternative Credential	1.4%	2.0%	1.9%
Some College, No Degree	16.8%	18.4%	18.6%
Associate Degree	5.9%	7.7%	7.7%
Bachelor's Degree	39.0%	31.6%	32.7%
Graduate/Professional Degree	25.1%	23.6%	24.0%
2020 Population 15+ by Marital Status			
Total	3,245	36,654	99,141
Never Married	27.0%	26.8%	26.1%
Married	60.7%	58.8%	59.0%
Widowed	2.7%	4.7%	5.3%
Divorced	9.7%	9.8%	9.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,570	25,650	68,237
Population 16+ Employed	85.0%	85.0%	85.2%
Population 16+ Unemployment rate	15.0%	15.0%	14.8%
Population 16-24 Employed	6.5%	9.2%	9.7%
Population 16-24 Unemployment rate	19.9%	22.5%	22.7%
Population 25-54 Employed	77.0%	65.7%	62.7%
Population 25-54 Unemployment rate	15.1%	14.3%	14.1%
Population 55-64 Employed	11.7%	17.1%	18.8%
Population 55-64 Unemployment rate	12.4%	13.8%	13.4%
Population 65+ Employed	4.9%	8.0%	8.8%
Population 65+ Unemployment rate	13.7%	13.6%	13.2%
2020 Employed Population 16+ by Industry			
Total	2,184	21,812	58,126
Agriculture/Mining	0.1%	0.3%	0.3%
Construction	4.5%	4.9%	4.7%
Manufacturing	15.4%	12.5%	10.9%
Wholesale Trade	2.3%	3.4%	3.8%
Retail Trade	8.7%	8.9%	8.6%
Transportation/Utilities	6.2%	6.4%	5.7%
Information	0.9%	1.9%	2.0%
Finance/Insurance/Real Estate	14.2%	11.4%	11.4%
Services	46.1%	47.3%	49.6%
Public Administration	1.6%	2.9%	3.0%
2020 Employed Population 16+ by Occupation			
Total	2,184	21,811	58,126
White Collar	78.8%	76.3%	78.0%
Management/Business/Financial	26.6%	23.1%	22.9%
Professional	31.0%	28.9%	30.1%
Sales	12.0%	11.4%	12.3%
Administrative Support	9.2%	12.9%	12.7%
Services	7.2%	8.5%	8.9%
Blue Collar	14.0%	15.2%	13.2%
Farming/Forestry/Fishing	0.0%	0.4%	0.2%
Construction/Extraction	1.7%	3.5%	2.9%
Installation/Maintenance/Repair	2.4%	1.5%	1.6%
Production	5.3%	5.5%	4.0%
Transportation/Material Moving	4.5%	4.4%	4.4%

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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%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	176	185	184
Percent of Income for Mortgage	13.2%	12.4%	12.4%
Wealth Index	139	173	169
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%
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%

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 (8C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,144,238	\$56,207,230	\$146,304,186
Average Spent	\$3,317.62	\$3,150.45	\$3,006.48
Spending Potential Index	155	147	140
Education: Total \$	\$4,828,031	\$47,970,362	\$127,224,827
Average Spent	\$2,606.93	\$2,688.77	\$2,614.41
Spending Potential Index	146	150	146
Entertainment/Recreation: Total \$	\$8,842,132	\$84,656,905	\$222,654,366
Average Spent	\$4,774.37	\$4,745.08	\$4,575.43
Spending Potential Index	147	146	141
Food at Home: Total \$	\$14,412,560	\$135,035,514	\$354,858,790
Average Spent	\$7,782.16	\$7,568.83	\$7,292.17
Spending Potential Index	146	142	137
Food Away from Home: Total \$	\$10,703,131	\$97,855,889	\$255,140,854
Average Spent	\$5,779.23	\$5,484.89	\$5,243.02
Spending Potential Index	153	145	139
Health Care: Total \$	\$15,222,214	\$148,146,093	\$392,324,911
Average Spent	\$8,219.34	\$8,303.69	\$8,062.08
Spending Potential Index	143	144	140
HH Furnishings & Equipment: Total \$	\$6,198,919	\$58,538,728	\$153,132,423
Average Spent	\$3,347.15	\$3,281.13	\$3,146.79
Spending Potential Index	153	150	144
Personal Care Products & Services: Total \$	\$2,648,611	\$24,522,556	\$63,994,151
Average Spent	\$1,430.14	\$1,374.51	\$1,315.05
Spending Potential Index	156	150	143
Shelter: Total \$	\$53,395,104	\$503,166,061	\$1,323,040,485
Average Spent	\$28,831.05	\$28,202.79	\$27,187.81
Spending Potential Index	149	146	140
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,684,847	\$64,117,353	\$168,101,310
Average Spent	\$3,609.53	\$3,593.82	\$3,454.40
Spending Potential Index	154	153	148
Travel: Total \$	\$6,717,189	\$65,579,384	\$173,055,316
Average Spent	\$3,626.99	\$3,675.77	\$3,556.20
Spending Potential Index	150	152	148
Vehicle Maintenance & Repairs: Total \$	\$3,177,072	\$30,251,262	\$79,856,851
Average Spent	\$1,715.48	\$1,695.60	\$1,641.02
Spending Potential Index	148	146	142

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

July 15, 2020