

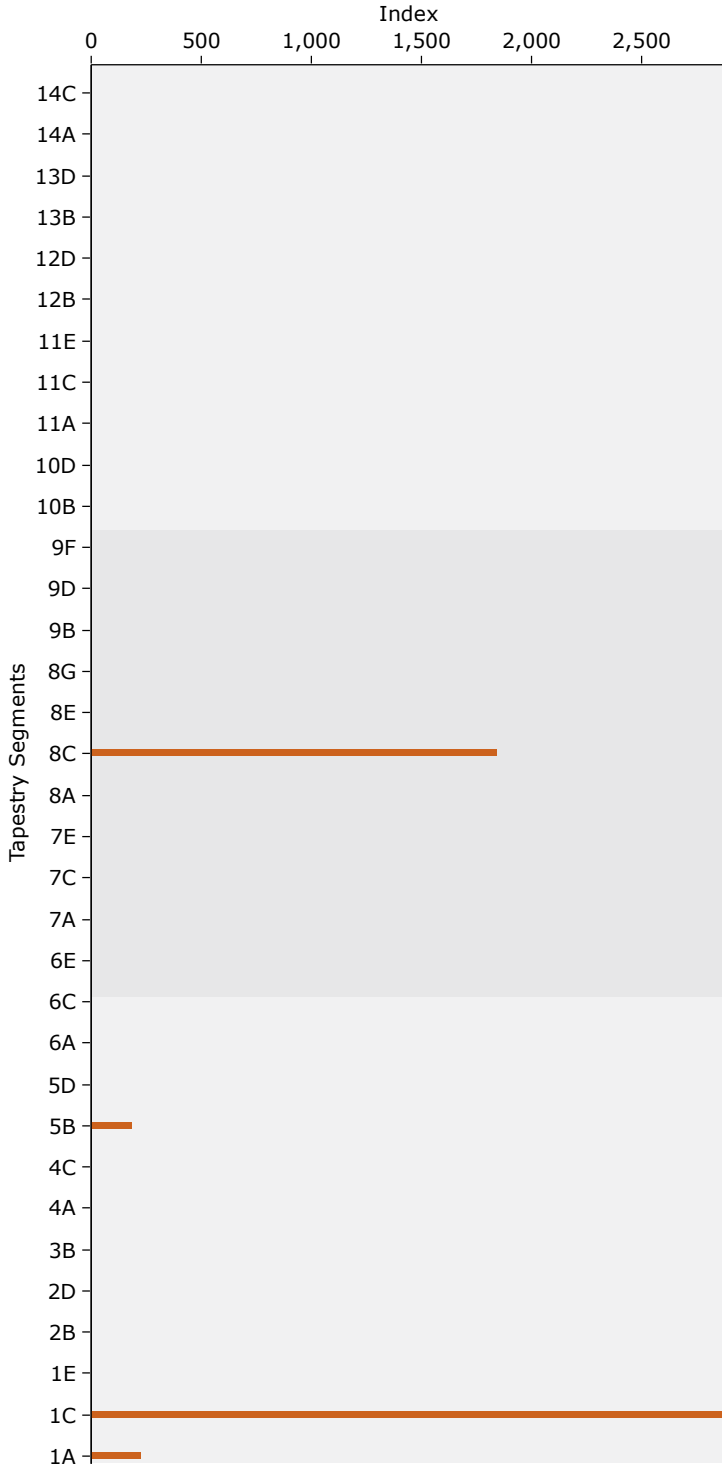


Tapestry Segmentation Area Profile

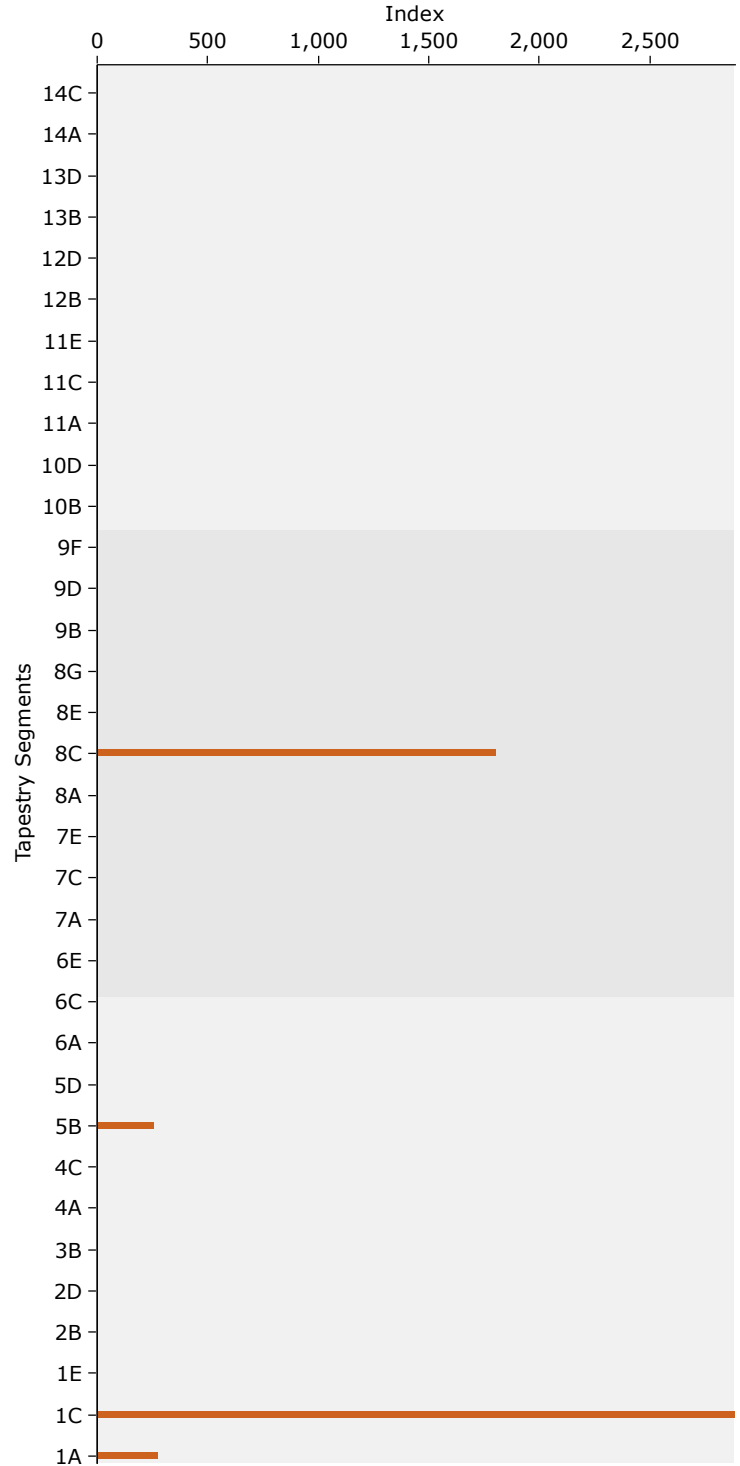
Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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

Source: Esri



Tapestry Segmentation Area Profile

Epic Plaza
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Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,857	100.0%		3,111	100.0%	
1. Affluent Estates	1,005	54.1%	543	1,805	58.0%	547
Top Tier (1A)	73	3.9%	233	156	5.0%	280
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	932	50.2%	2902	1,649	53.0%	2889
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	80	4.3%	38	168	5.4%	50
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	80	4.3%	192	168	5.4%	258
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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December 31, 2019



Tapestry Segmentation Area Profile

Epic Plaza
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Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,857	100.0%		3,111	100.0%	
8. Middle Ground	772	41.6%	383	1,138	36.6%	362
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	772	41.6%	1,848	1,138	36.6%	1,808
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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December 31, 2019



Tapestry Segmentation Area Profile

Epic Plaza
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Latitude: 38.28821
Longitude: -85.51154

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	1,857	100.0%		3,111	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	772	41.6%	250	1,138	36.6%	206
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	772	41.6%	1,848	1,138	36.6%	1,808
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	80	4.3%	24	168	5.4%	32
In Style (5B)	80	4.3%	192	168	5.4%	258
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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	Number	Percent	Index	Number	Percent	Index
Total:	1,857	100.0%		3,111	100.0%	
4. Suburban Periphery	1,005	54.1%	170	1,805	58.0%	178
Top Tier (1A)	73	3.9%	233	156	5.0%	280
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	932	50.2%	2,902	1,649	53.0%	2,889
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

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Tapestry Segmentation Area Profile

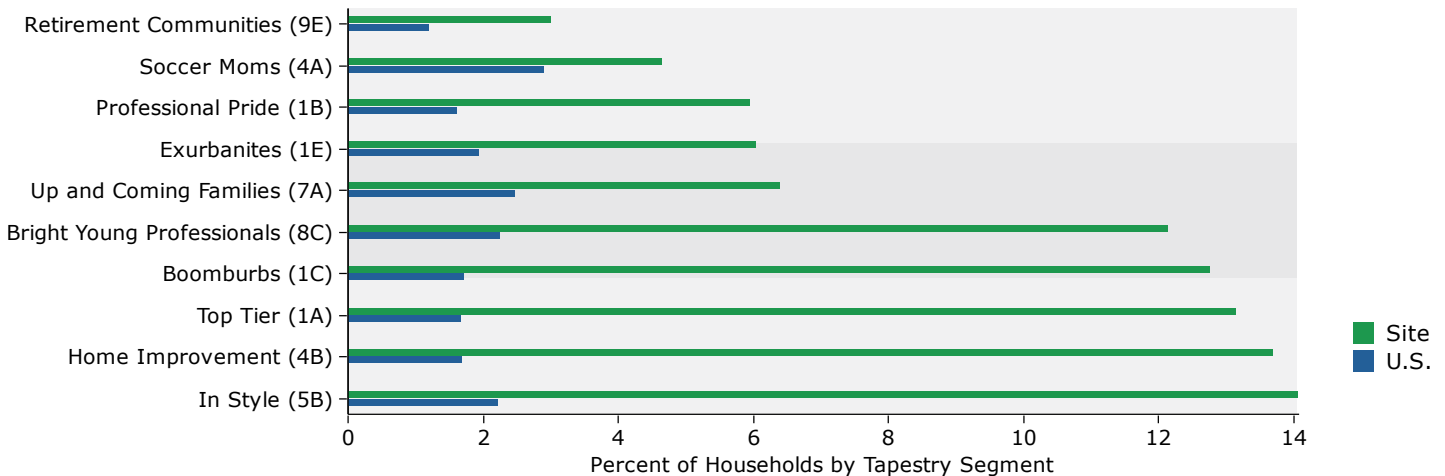
Epic Plaza
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Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
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Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	In Style (5B)	14.1%	14.1%	2.2%	2.2%	627
2	Home Improvement (4B)	13.7%	27.8%	1.7%	3.9%	801
3	Top Tier (1A)	13.2%	41.0%	1.7%	5.6%	780
4	Boomburbs (1C)	12.8%	53.8%	1.7%	7.3%	739
5	Bright Young Professionals (8C)	12.1%	65.9%	2.2%	9.6%	540
Subtotal		65.9%		9.6%		
6	Up and Coming Families (7A)	6.4%	72.3%	2.5%	12.1%	258
7	Exurbanites (1E)	6.0%	78.3%	1.9%	14.0%	311
8	Professional Pride (1B)	6.0%	84.3%	1.6%	15.6%	367
9	Soccer Moms (4A)	4.7%	89.0%	2.9%	18.5%	159
10	Retirement Communities (9E)	3.0%	92.0%	1.2%	19.7%	250
Subtotal		26.1%		10.1%		
11	Savvy Suburbanites (1D)	2.4%	94.4%	3.0%	22.7%	80
12	Enterprising Professionals (2D)	2.3%	96.7%	1.4%	24.1%	161
13	Comfortable Empty Nesters (5A)	1.7%	98.4%	2.4%	26.5%	69
14	Heartland Communities (6F)	1.7%	100.1%	2.3%	28.8%	72
Subtotal		8.1%		9.1%		
Total		100.0%		29.0%		345

Top Ten Tapestry Segments Site vs. U.S.



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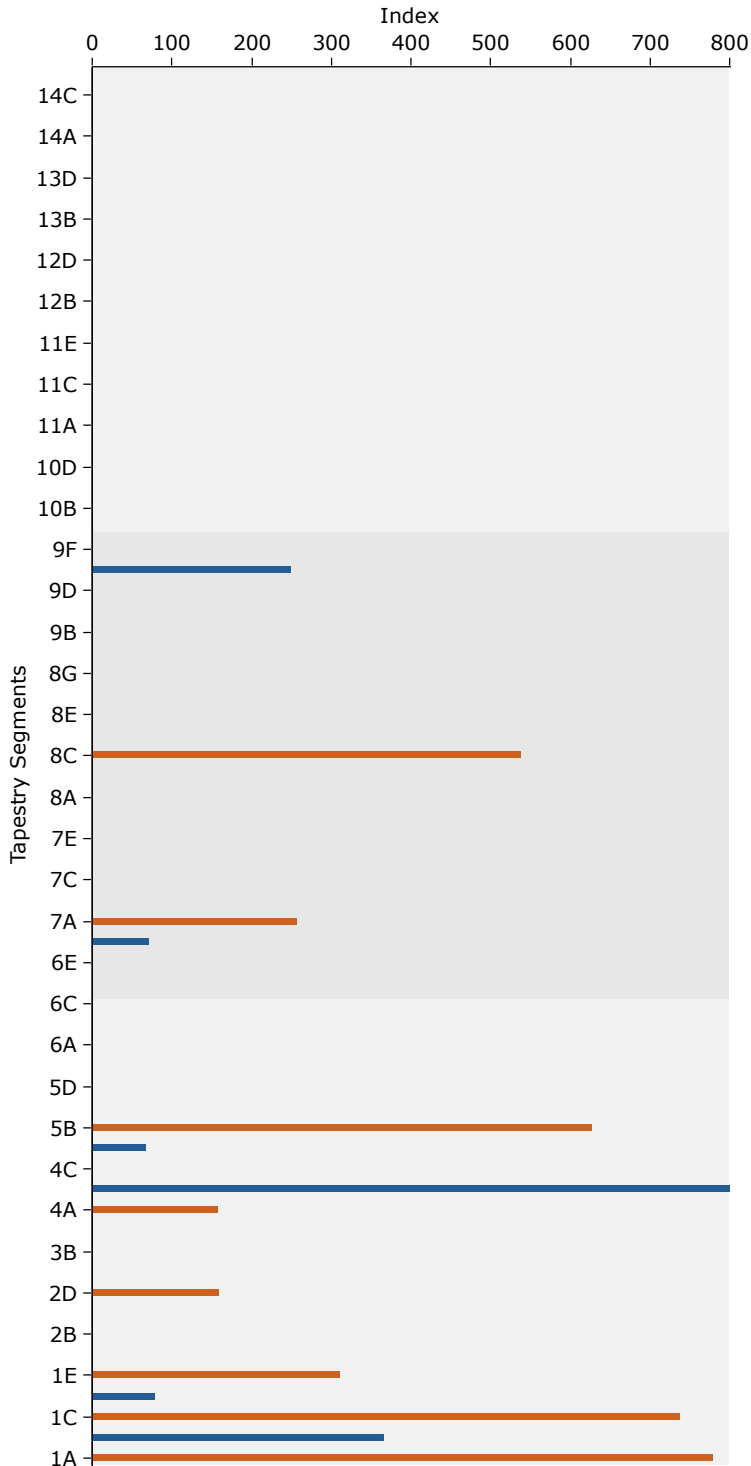


Tapestry Segmentation Area Profile

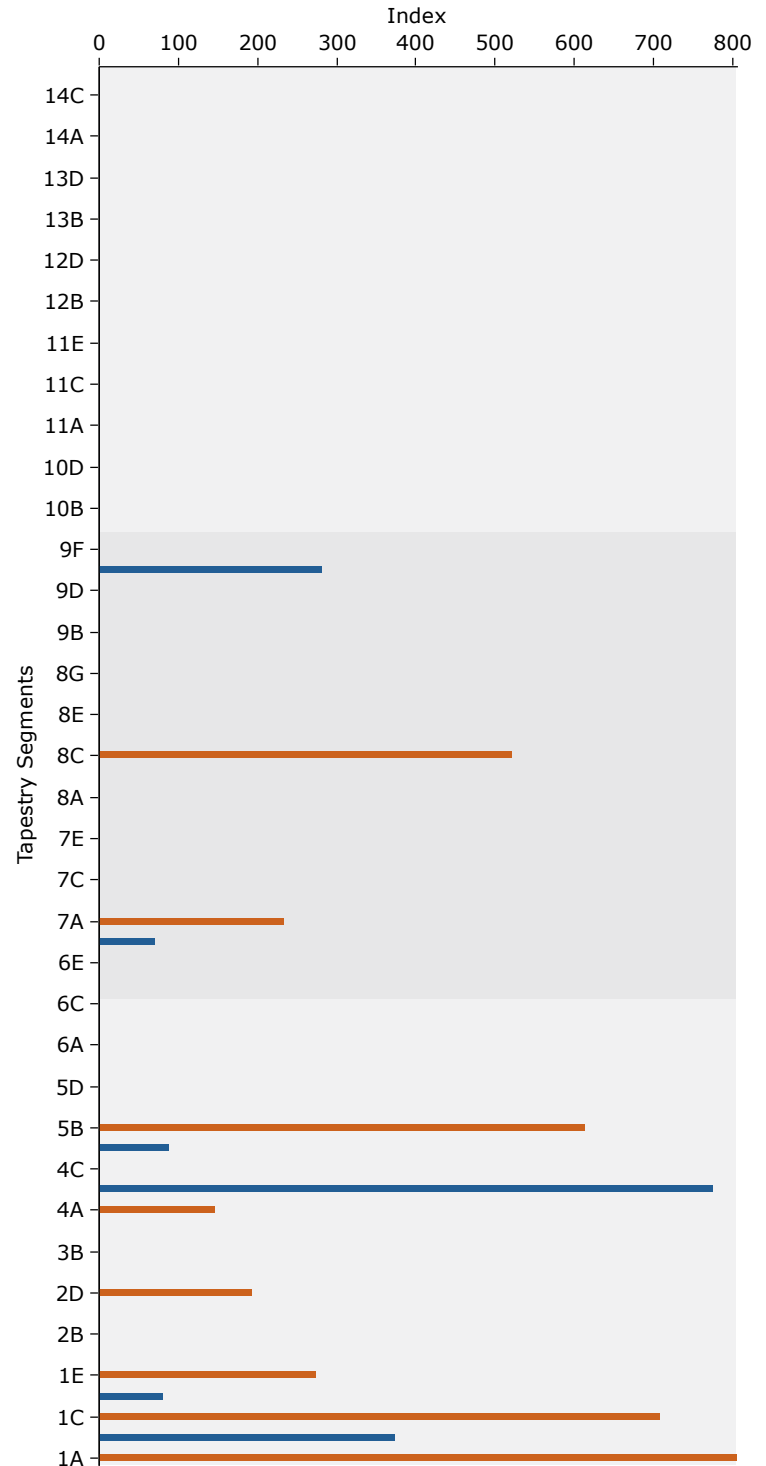
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2019 Tapestry Indexes by Total Population 18+



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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,741	100.0%		34,527	100.0%	
1. Affluent Estates	7,153	40.3%	405	14,605	42.3%	399
Top Tier (1A)	2,335	13.2%	780	4,983	14.4%	807
Professional Pride (1B)	1,059	6.0%	367	2,369	6.9%	376
Boomburbs (1C)	2,266	12.8%	739	4,499	13.0%	710
Savvy Suburbanites (1D)	421	2.4%	80	908	2.6%	82
Exurbanites (1E)	1,072	6.0%	311	1,846	5.3%	275
2. Upscale Avenues	409	2.3%	41	892	2.6%	44
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	409	2.3%	161	892	2.6%	194
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	3,258	18.4%	243	6,545	19.0%	241
Soccer Moms (4A)	826	4.7%	159	1,592	4.6%	147
Home Improvement (4B)	2,432	13.7%	801	4,953	14.3%	777
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	2,800	15.8%	139	5,207	15.1%	139
Comfortable Empty Nesters (5A)	301	1.7%	69	757	2.2%	89
In Style (5B)	2,499	14.1%	627	4,450	12.9%	615
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	293	1.7%	14	520	1.5%	13
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	293	1.7%	72	520	1.5%	71
7. Ethnic Enclaves	1,138	6.4%	90	2,129	6.2%	75
Up and Coming Families (7A)	1,138	6.4%	258	2,129	6.2%	235
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Latitude: 38.28821
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Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,741	100.0%		34,527	100.0%	
8. Middle Ground	2,155	12.1%	112	3,644	10.6%	105
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,155	12.1%	540	3,644	10.6%	522
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	535	3.0%	52	985	2.9%	57
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	535	3.0%	250	985	2.9%	283
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,741	100.0%		34,527	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	2,155	12.1%	73	3,644	10.6%	60
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	2,155	12.1%	540	3,644	10.6%	522
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,034	17.1%	94	5,435	15.7%	94
In Style (5B)	2,499	14.1%	627	4,450	12.9%	615
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	535	3.0%	250	985	2.9%	283
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	17,741	100.0%		34,527	100.0%	
4. Suburban Periphery	12,259	69.1%	217	24,928	72.2%	221
Top Tier (1A)	2,335	13.2%	780	4,983	14.4%	807
Professional Pride (1B)	1,059	6.0%	367	2,369	6.9%	376
Boomburbs (1C)	2,266	12.8%	739	4,499	13.0%	710
Savvy Suburbanites (1D)	421	2.4%	80	908	2.6%	82
Exurbanites (1E)	1,072	6.0%	311	1,846	5.3%	275
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	409	2.3%	161	892	2.6%	194
Soccer Moms (4A)	826	4.7%	159	1,592	4.6%	147
Home Improvement (4B)	2,432	13.7%	801	4,953	14.3%	777
Comfortable Empty Nesters (5A)	301	1.7%	69	757	2.2%	89
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,138	6.4%	258	2,129	6.2%	235
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	293	1.7%	18	520	1.5%	17
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	293	1.7%	72	520	1.5%	71
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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

Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

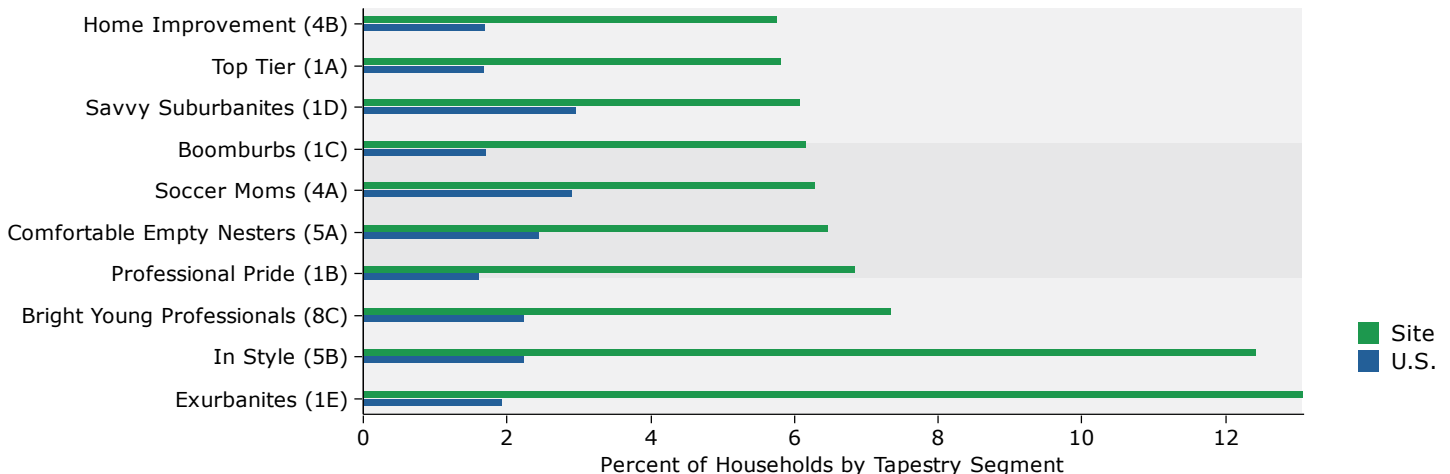
Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2019 Households		2019 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Exurbanites (1E)	13.1%	13.1%	1.9%	1.9%	674
2	In Style (5B)	12.4%	25.5%	2.2%	4.1%	553
3	Bright Young Professionals (8C)	7.4%	32.9%	2.2%	6.4%	327
4	Professional Pride (1B)	6.9%	39.8%	1.6%	8.0%	422
5	Comfortable Empty Nesters (5A)	6.5%	46.3%	2.5%	10.4%	265
Subtotal		46.3%		10.4%		
6	Soccer Moms (4A)	6.3%	52.6%	2.9%	13.3%	215
7	Boomburbs (1C)	6.2%	58.8%	1.7%	15.0%	358
8	Savvy Suburbanites (1D)	6.1%	64.9%	3.0%	18.0%	205
9	Top Tier (1A)	5.8%	70.7%	1.7%	19.7%	345
10	Home Improvement (4B)	5.8%	76.5%	1.7%	21.4%	337
Subtotal		30.2%		11.0%		
11	Old and Newcomers (8F)	5.3%	81.8%	2.3%	23.7%	232
12	Golden Years (9B)	2.8%	84.6%	1.3%	25.0%	210
13	Up and Coming Families (7A)	2.3%	86.9%	2.5%	27.5%	95
14	Enterprising Professionals (2D)	2.3%	89.2%	1.4%	28.9%	162
15	Parks and Rec (5C)	2.1%	91.3%	2.0%	30.9%	109
Subtotal		14.8%		9.5%		
16	Emerald City (8B)	1.7%	93.0%	1.4%	32.3%	122
17	Urban Chic (2A)	1.6%	94.6%	1.3%	33.6%	124
18	Middleburg (4C)	1.6%	96.2%	2.9%	36.5%	53
19	Rustbelt Traditions (5D)	1.5%	97.7%	2.2%	38.7%	69
20	Retirement Communities (9E)	1.2%	98.9%	1.2%	39.9%	103
Subtotal		7.6%		9.0%		
Total		99.0%		40.1%		247

Top Ten Tapestry Segments Site vs. U.S.



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Source: Esri

December 31, 2019

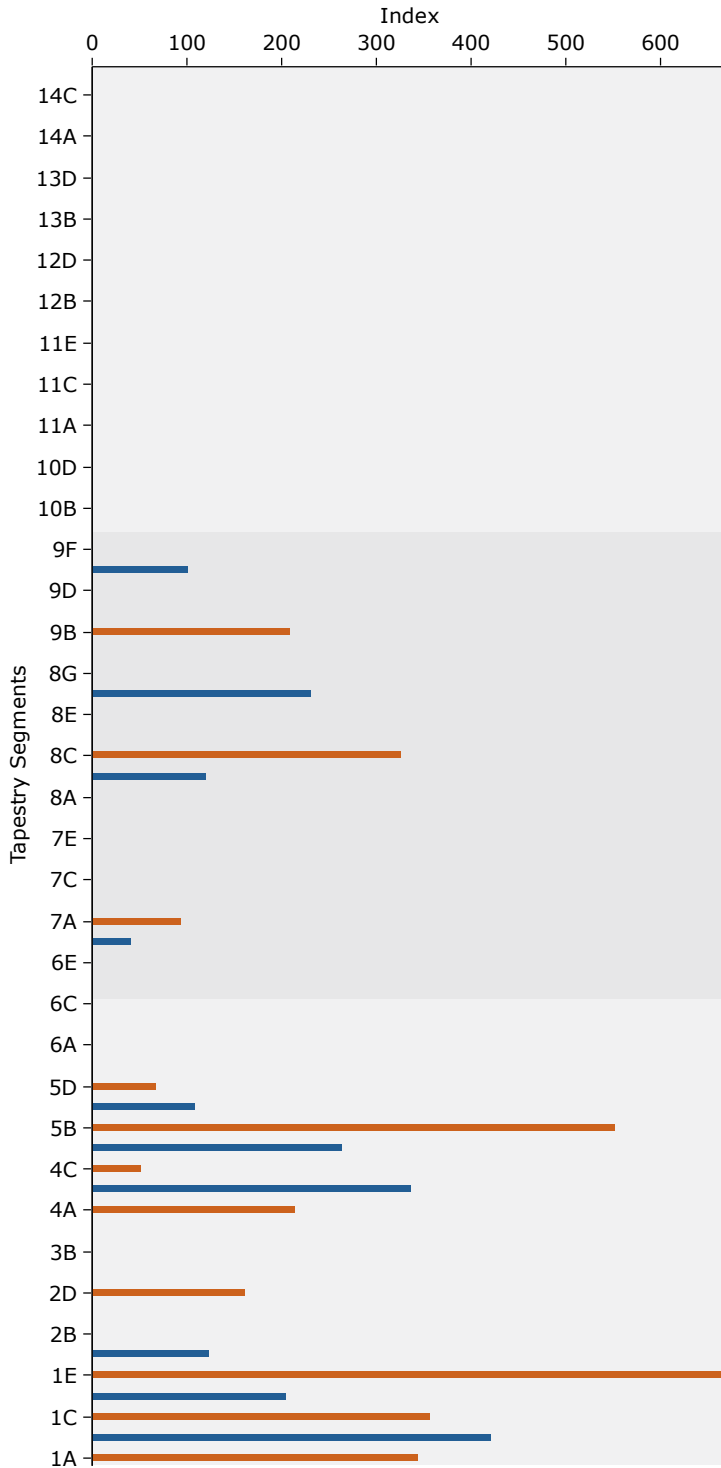


Tapestry Segmentation Area Profile

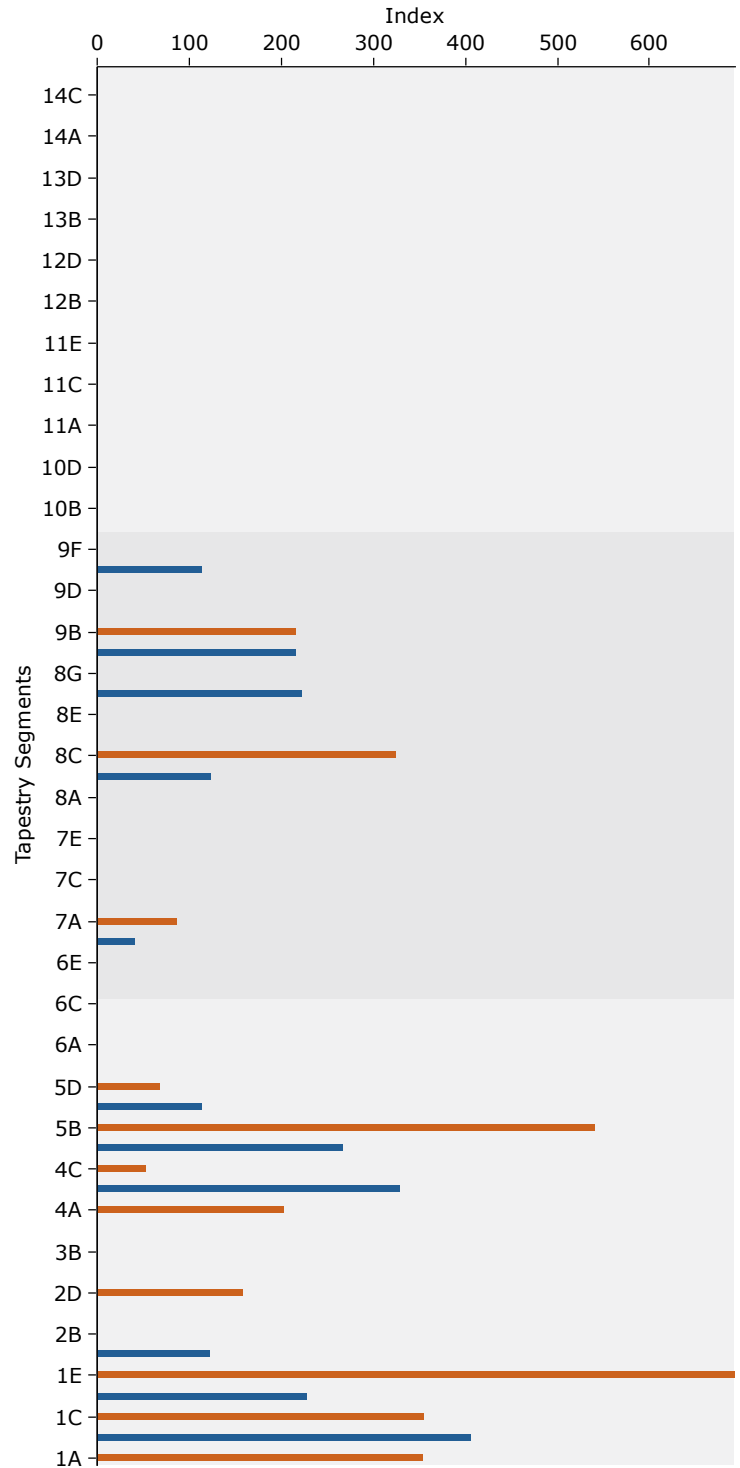
Epic Plaza
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

2019 Tapestry Indexes by Households



2019 Tapestry Indexes by Total Population 18+



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

Source: Esri



Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,432	100.0%		93,630	100.0%	
1. Affluent Estates	18,438	38.1%	382	38,543	41.2%	388
Top Tier (1A)	2,824	5.8%	345	5,925	6.3%	354
Professional Pride (1B)	3,325	6.9%	422	6,970	7.4%	408
Boomburbs (1C)	2,995	6.2%	358	6,111	6.5%	356
Savvy Suburbanites (1D)	2,953	6.1%	205	6,885	7.4%	229
Exurbanites (1E)	6,341	13.1%	674	12,652	13.5%	694
2. Upscale Avenues	1,909	3.9%	70	3,430	3.7%	62
Urban Chic (2A)	790	1.6%	124	1,434	1.5%	124
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,119	2.3%	162	1,996	2.1%	160
3. Uptown Individuals	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	6,593	13.6%	180	13,202	14.1%	179
Soccer Moms (4A)	3,051	6.3%	215	6,015	6.4%	205
Home Improvement (4B)	2,791	5.8%	337	5,712	6.1%	330
Middleburg (4C)	751	1.6%	53	1,475	1.6%	54
5. GenXurban	10,937	22.6%	199	20,246	21.6%	199
Comfortable Empty Nesters (5A)	3,143	6.5%	265	6,156	6.6%	268
In Style (5B)	6,019	12.4%	553	10,646	11.4%	543
Parks and Rec (5C)	1,039	2.1%	109	2,095	2.2%	116
Rustbelt Traditions (5D)	736	1.5%	69	1,349	1.4%	70
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	465	1.0%	8	830	0.9%	7
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	465	1.0%	42	830	0.9%	42
7. Ethnic Enclaves	1,138	2.3%	33	2,129	2.3%	28
Up and Coming Families (7A)	1,138	2.3%	95	2,129	2.3%	87
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry LifeMode Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,432	100.0%		93,630	100.0%	
8. Middle Ground	6,988	14.4%	133	11,755	12.6%	124
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	839	1.7%	122	1,426	1.5%	125
Bright Young Professionals (8C)	3,560	7.4%	327	6,153	6.6%	325
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,589	5.3%	232	4,176	4.5%	224
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	1,964	4.1%	70	3,495	3.7%	75
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,363	2.8%	210	2,397	2.6%	217
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	601	1.2%	103	1,098	1.2%	116
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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December 31, 2019



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Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,432	100.0%		93,630	100.0%	
1. Principal Urban Center	0	0.0%	0	0	0.0%	0
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	4,296	8.9%	53	7,502	8.0%	45
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	736	1.5%	69	1,349	1.4%	70
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	3,560	7.4%	327	6,153	6.6%	325
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	10,048	20.7%	114	17,346	18.5%	110
In Style (5B)	6,019	12.4%	553	10,646	11.4%	543
Emerald City (8B)	839	1.7%	122	1,426	1.5%	125
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	2,589	5.3%	232	4,176	4.5%	224
Hardscrabble Road (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	601	1.2%	103	1,098	1.2%	116
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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 Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

Source: Esri

December 31, 2019



Tapestry Segmentation Area Profile

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

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Tapestry Urbanization Groups	2019 Households			2019 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	48,432	100.0%		93,630	100.0%	
4. Suburban Periphery	32,872	67.9%	213	66,477	71.0%	217
Top Tier (1A)	2,824	5.8%	345	5,925	6.3%	354
Professional Pride (1B)	3,325	6.9%	422	6,970	7.4%	408
Boomburbs (1C)	2,995	6.2%	358	6,111	6.5%	356
Savvy Suburbanites (1D)	2,953	6.1%	205	6,885	7.4%	229
Exurbanites (1E)	6,341	13.1%	674	12,652	13.5%	694
Urban Chic (2A)	790	1.6%	124	1,434	1.5%	124
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	1,119	2.3%	162	1,996	2.1%	160
Soccer Moms (4A)	3,051	6.3%	215	6,015	6.4%	205
Home Improvement (4B)	2,791	5.8%	337	5,712	6.1%	330
Comfortable Empty Nesters (5A)	3,143	6.5%	265	6,156	6.6%	268
Parks and Rec (5C)	1,039	2.1%	109	2,095	2.2%	116
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	1,138	2.3%	95	2,129	2.3%	87
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	1,363	2.8%	210	2,397	2.6%	217
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	1,216	2.5%	27	2,305	2.5%	27
Middleburg (4C)	751	1.6%	53	1,475	1.6%	54
Heartland Communities (6F)	465	1.0%	42	830	0.9%	42
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	0	0.0%	0	0	0.0%	0
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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