



Retail MarketPlace Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Summary Demographics

2017 Population	3,946
2017 Households	1,673
2017 Median Disposable Income	\$77,321
2017 Per Capita Income	\$51,402

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$99,587,641	\$180,318,623	-\$80,730,982	-28.8	67
Total Retail Trade	44-45	\$89,478,596	\$157,003,167	-\$67,524,571	-27.4	39
Total Food & Drink	722	\$10,109,045	\$23,315,456	-\$13,206,411	-39.5	27

Industry Group

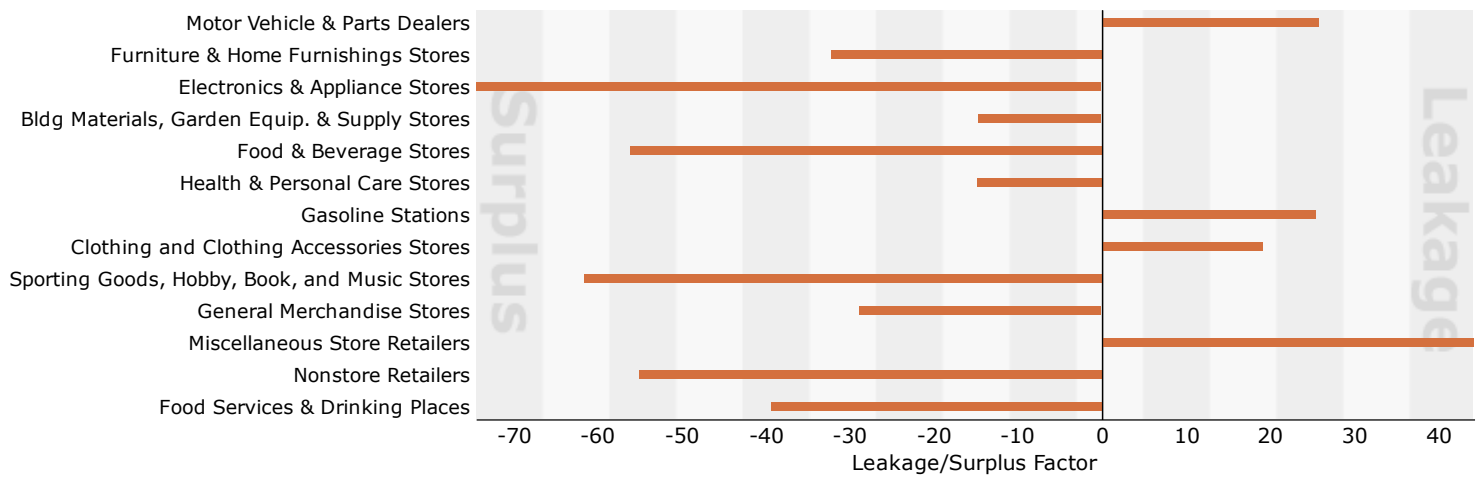
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,214,011	\$11,342,451	\$7,871,560	25.8	6
Automobile Dealers	4411	\$15,371,082	\$0	\$15,371,082	100.0	0
Other Motor Vehicle Dealers	4412	\$1,944,427	\$3,670,573	-\$1,726,146	-30.7	2
Auto Parts, Accessories & Tire Stores	4413	\$1,898,502	\$3,095,582	-\$1,197,080	-24.0	4
Furniture & Home Furnishings Stores	442	\$2,911,553	\$5,683,497	-\$2,771,944	-32.3	4
Furniture Stores	4421	\$1,782,216	\$2,077,500	-\$295,284	-7.7	2
Home Furnishings Stores	4422	\$1,129,338	\$3,605,997	-\$2,476,659	-52.3	2
Electronics & Appliance Stores	443	\$2,264,170	\$15,485,643	-\$13,221,473	-74.5	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,072,230	\$8,173,755	-\$2,101,525	-14.8	4
Bldg Material & Supplies Dealers	4441	\$5,832,709	\$7,553,203	-\$1,720,494	-12.9	3
Lawn & Garden Equip & Supply Stores	4442	\$239,520	\$620,552	-\$381,032	-44.3	1
Food & Beverage Stores	445	\$15,737,520	\$56,186,954	-\$40,449,434	-56.2	4
Grocery Stores	4451	\$13,787,289	\$51,850,718	-\$38,063,429	-58.0	2
Specialty Food Stores	4452	\$522,464	\$2,060,115	-\$1,537,651	-59.5	1
Beer, Wine & Liquor Stores	4453	\$1,427,768	\$2,276,121	-\$848,353	-22.9	1
Health & Personal Care Stores	446,4461	\$5,346,069	\$7,227,914	-\$1,881,845	-15.0	4
Gasoline Stations	447,4471	\$10,430,565	\$6,192,162	\$4,238,403	25.5	2
Clothing & Clothing Accessories Stores	448	\$4,262,447	\$2,894,958	\$1,367,489	19.1	3
Clothing Stores	4481	\$2,656,050	\$1,878,656	\$777,394	17.1	2
Shoe Stores	4482	\$822,220	\$726,420	\$95,800	6.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$784,177	\$289,882	\$494,295	46.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,051,701	\$8,669,505	-\$6,617,804	-61.7	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,611,515	\$8,669,505	-\$7,057,990	-68.7	3
Book, Periodical & Music Stores	4512	\$440,186	\$0	\$440,186	100.0	0
General Merchandise Stores	452	\$16,920,211	\$30,728,260	-\$13,808,049	-29.0	2
Department Stores Excluding Leased Depts.	4521	\$12,609,922	\$29,496,264	-\$16,886,342	-40.1	2
Other General Merchandise Stores	4529	\$4,310,290	\$1,231,996	\$3,078,294	55.5	1
Miscellaneous Store Retailers	453	\$3,364,464	\$1,297,476	\$2,066,988	44.3	1
Florists	4531	\$136,873	\$0	\$136,873	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$721,304	\$0	\$721,304	100.0	0
Used Merchandise Stores	4533	\$397,835	\$411,682	-\$13,847	-1.7	1
Other Miscellaneous Store Retailers	4539	\$2,108,452	\$885,794	\$1,222,658	40.8	1
Nonstore Retailers	454	\$903,654	\$3,120,593	-\$2,216,939	-55.1	1
Electronic Shopping & Mail-Order Houses	4541	\$532,579	\$0	\$532,579	100.0	0
Vending Machine Operators	4542	\$150,802	\$0	\$150,802	100.0	0
Direct Selling Establishments	4543	\$220,273	\$927,829	-\$707,556	-61.6	1
Food Services & Drinking Places	722	\$10,109,045	\$23,315,456	-\$13,206,411	-39.5	27
Special Food Services	7223	\$268,376	\$523,916	-\$255,540	-32.3	1
Drinking Places - Alcoholic Beverages	7224	\$215,128	\$379,006	-\$163,878	-27.6	1
Restaurants/Other Eating Places	7225	\$9,625,541	\$22,412,533	-\$12,786,992	-39.9	26

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

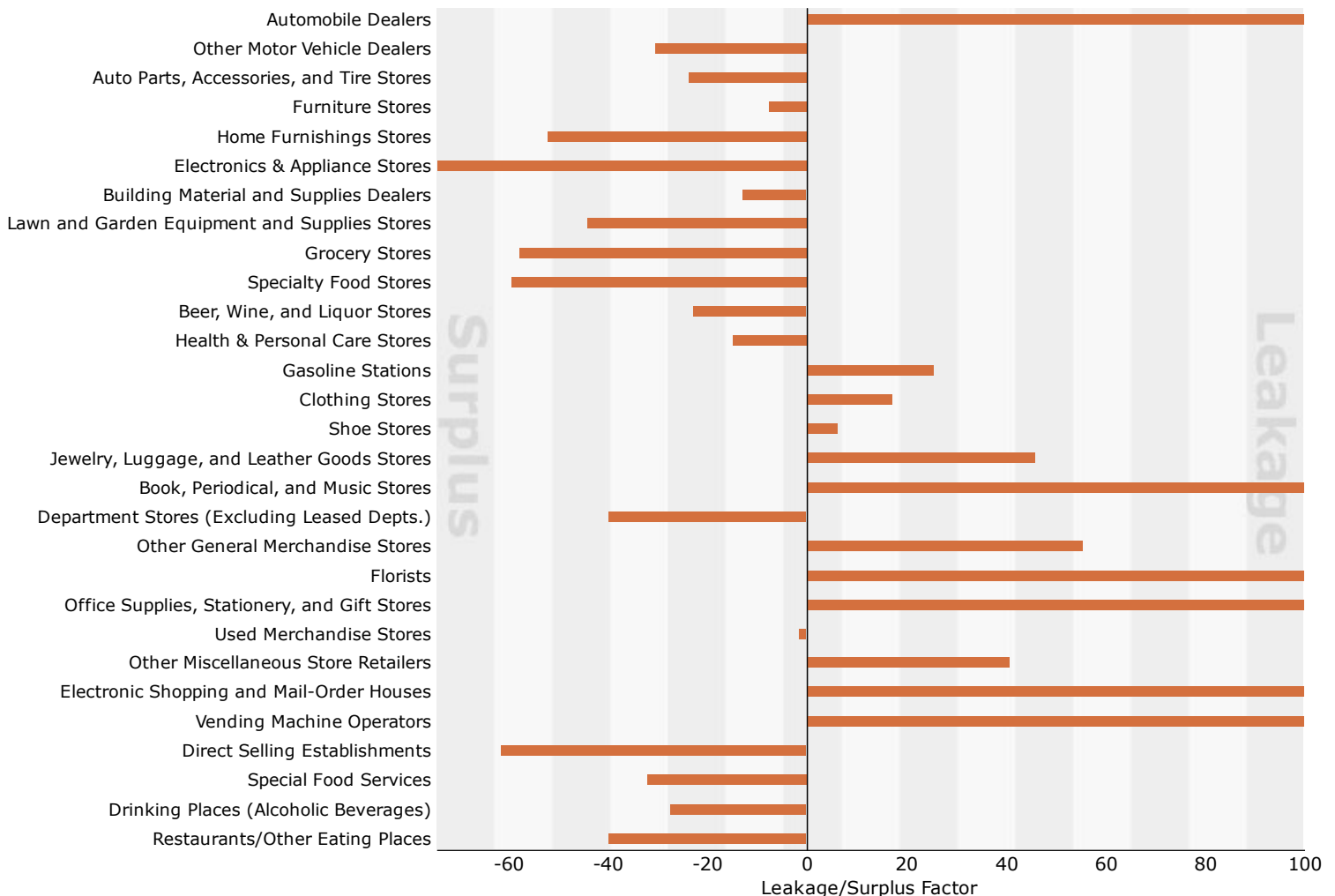
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January 23, 2018

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Summary Demographics

2017 Population	44,658
2017 Households	17,016
2017 Median Disposable Income	\$65,370
2017 Per Capita Income	\$46,277

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$937,594,851	\$803,564,039	\$134,030,812	7.7	305
Total Retail Trade	44-45	\$843,773,268	\$697,894,336	\$145,878,932	9.5	191
Total Food & Drink	722	\$93,821,583	\$105,669,703	-\$11,848,120	-5.9	114

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,359,478	\$67,751,552	\$112,607,926	45.4	25
Automobile Dealers	4411	\$143,979,836	\$16,018,417	\$127,961,419	80.0	4
Other Motor Vehicle Dealers	4412	\$18,222,573	\$38,352,845	-\$20,130,272	-35.6	7
Auto Parts, Accessories & Tire Stores	4413	\$18,157,069	\$13,380,291	\$4,776,778	15.1	15
Furniture & Home Furnishings Stores	442	\$27,267,728	\$24,121,516	\$3,146,212	6.1	20
Furniture Stores	4421	\$16,460,530	\$8,832,146	\$7,628,384	30.2	10
Home Furnishings Stores	4422	\$10,807,198	\$15,289,370	-\$4,482,172	-17.2	9
Electronics & Appliance Stores	443	\$21,075,963	\$48,162,168	-\$27,086,205	-39.1	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$59,513,357	\$44,695,706	\$14,817,651	14.2	20
Bldg Material & Supplies Dealers	4441	\$56,894,775	\$42,539,297	\$14,355,478	14.4	16
Lawn & Garden Equip & Supply Stores	4442	\$2,618,581	\$2,156,410	\$462,171	9.7	5
Food & Beverage Stores	445	\$148,189,359	\$216,656,057	-\$68,466,698	-18.8	21
Grocery Stores	4451	\$129,562,097	\$196,874,236	-\$67,312,139	-20.6	9
Specialty Food Stores	4452	\$4,881,562	\$7,078,646	-\$2,197,084	-18.4	6
Beer, Wine & Liquor Stores	4453	\$13,745,700	\$12,703,174	\$1,042,526	3.9	6
Health & Personal Care Stores	446,4461	\$52,297,273	\$34,417,655	\$17,879,618	20.6	21
Gasoline Stations	447,4471	\$96,790,284	\$22,371,330	\$74,418,954	62.5	8
Clothing & Clothing Accessories Stores	448	\$39,903,396	\$13,942,917	\$25,960,479	48.2	13
Clothing Stores	4481	\$24,778,866	\$10,100,001	\$14,678,865	42.1	8
Shoe Stores	4482	\$7,451,747	\$3,348,155	\$4,103,592	38.0	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,672,783	\$494,760	\$7,178,023	87.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$19,161,879	\$43,800,089	-\$24,638,210	-39.1	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,107,255	\$41,135,697	-\$26,028,442	-46.3	12
Book, Periodical & Music Stores	4512	\$4,054,625	\$2,664,393	\$1,390,232	20.7	1
General Merchandise Stores	452	\$158,088,628	\$151,590,426	\$6,498,202	2.1	12
Department Stores Excluding Leased Depts.	4521	\$117,747,657	\$120,937,924	-\$3,190,267	-1.3	8
Other General Merchandise Stores	4529	\$40,340,972	\$30,652,502	\$9,688,470	13.6	5
Miscellaneous Store Retailers	453	\$31,908,431	\$19,470,010	\$12,438,421	24.2	18
Florists	4531	\$1,506,799	\$0	\$1,506,799	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$6,702,931	\$2,681,464	\$4,021,467	42.9	6
Used Merchandise Stores	4533	\$3,700,573	\$1,456,041	\$2,244,532	43.5	4
Other Miscellaneous Store Retailers	4539	\$19,998,128	\$14,819,119	\$5,179,009	14.9	8
Nonstore Retailers	454	\$9,217,492	\$10,914,908	-\$1,697,416	-8.4	6
Electronic Shopping & Mail-Order Houses	4541	\$5,002,929	\$1,632,603	\$3,370,326	50.8	2
Vending Machine Operators	4542	\$1,405,337	\$6,309,474	-\$4,904,137	-63.6	1
Direct Selling Establishments	4543	\$2,809,226	\$2,972,831	-\$163,605	-2.8	3
Food Services & Drinking Places	722	\$93,821,583	\$105,669,703	-\$11,848,120	-5.9	114
Special Food Services	7223	\$2,498,622	\$1,557,192	\$941,430	23.2	3
Drinking Places - Alcoholic Beverages	7224	\$2,015,454	\$859,017	\$1,156,437	40.2	2
Restaurants/Other Eating Places	7225	\$89,307,507	\$103,253,495	-\$13,945,988	-7.2	108

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.
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January 23, 2018

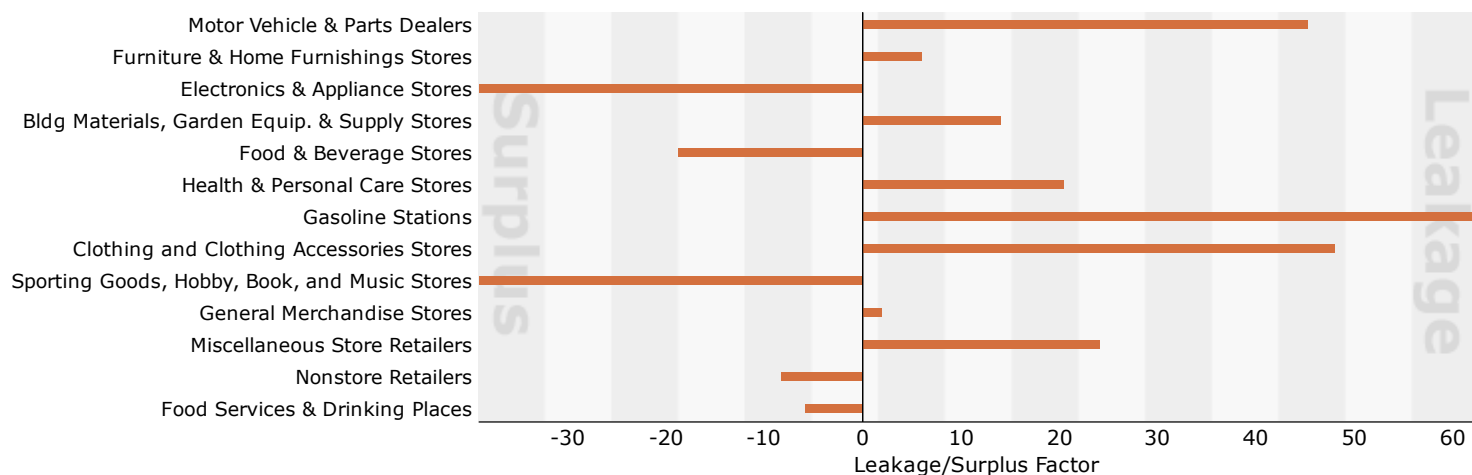
Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

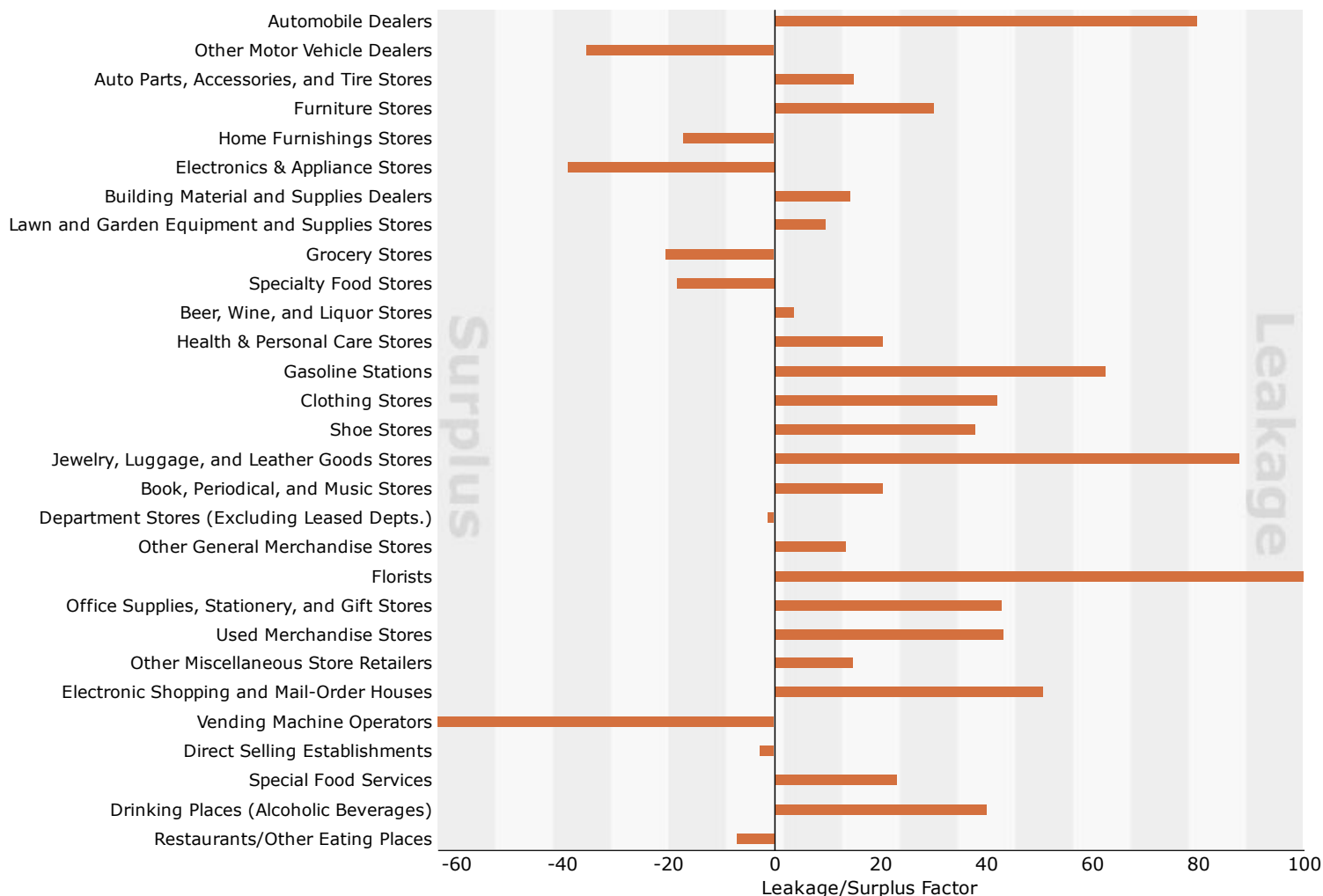
Latitude: 38.28821

Longitude: -85.51154

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Anchorage Plaza- Phase Three
12910 Factory Ln, Louisville, Kentucky, 40245
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.28821
Longitude: -85.51154

Summary Demographics

2017 Population	117,205
2017 Households	46,231
2017 Median Disposable Income	\$64,094
2017 Per Capita Income	\$45,737

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$2,423,222,221	\$2,005,972,963	\$417,249,258	9.4	839
Total Retail Trade	44-45	\$2,182,003,578	\$1,735,665,766	\$446,337,812	11.4	545
Total Food & Drink	722	\$241,218,642	\$270,307,197	-\$29,088,555	-5.7	294

Industry Group

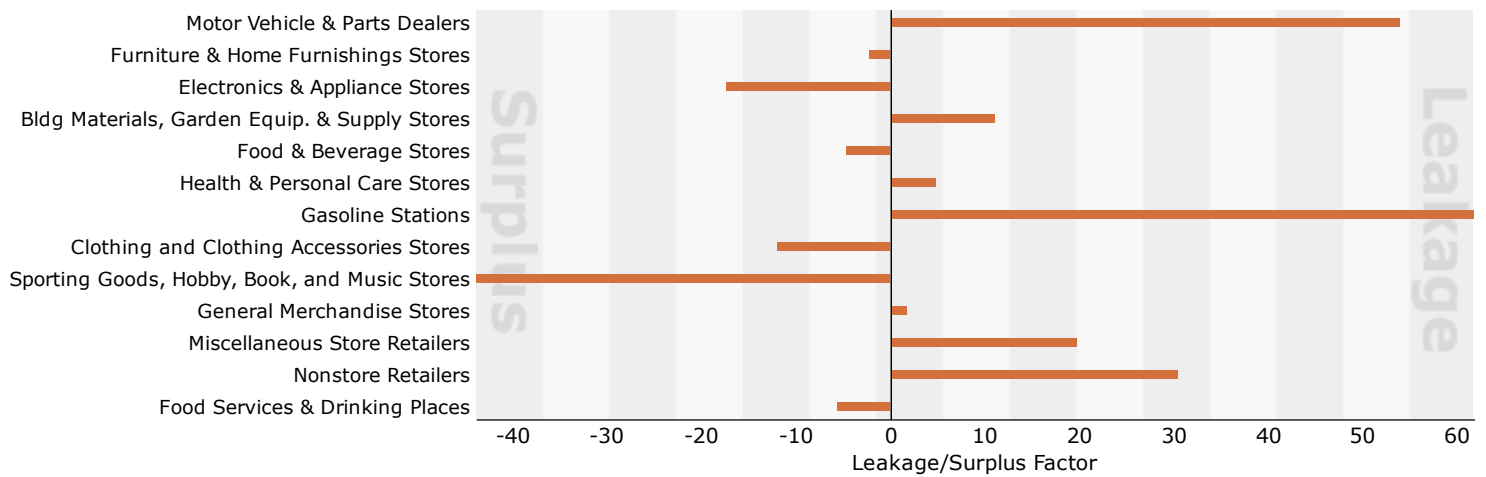
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$465,053,700	\$138,988,968	\$326,064,732	54.0	51
Automobile Dealers	4411	\$371,063,007	\$61,121,679	\$309,941,328	71.7	12
Other Motor Vehicle Dealers	4412	\$46,897,159	\$47,878,871	-\$981,712	-1.0	9
Auto Parts, Accessories & Tire Stores	4413	\$47,093,535	\$29,988,418	\$17,105,117	22.2	30
Furniture & Home Furnishings Stores	442	\$70,032,815	\$73,345,348	-\$3,312,533	-2.3	47
Furniture Stores	4421	\$42,228,635	\$32,403,812	\$9,824,823	13.2	25
Home Furnishings Stores	4422	\$27,804,180	\$40,941,536	-\$13,137,356	-19.1	21
Electronics & Appliance Stores	443	\$54,215,094	\$77,018,161	-\$22,803,067	-17.4	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$153,246,945	\$122,367,014	\$30,879,931	11.2	46
Bldg Material & Supplies Dealers	4441	\$146,437,727	\$117,945,891	\$28,491,836	10.8	37
Lawn & Garden Equip & Supply Stores	4442	\$6,809,218	\$4,421,122	\$2,388,096	21.3	9
Food & Beverage Stores	445	\$384,683,964	\$422,309,718	-\$37,625,754	-4.7	52
Grocery Stores	4451	\$336,391,548	\$391,267,299	-\$54,875,751	-7.5	29
Specialty Food Stores	4452	\$12,675,448	\$10,031,982	\$2,643,466	11.6	14
Beer, Wine & Liquor Stores	4453	\$35,616,968	\$21,010,438	\$14,606,530	25.8	9
Health & Personal Care Stores	446,4461	\$137,175,578	\$124,294,661	\$12,880,917	4.9	67
Gasoline Stations	447,4471	\$250,716,162	\$59,004,187	\$191,711,975	61.9	19
Clothing & Clothing Accessories Stores	448	\$102,462,978	\$130,370,819	-\$27,907,841	-12.0	75
Clothing Stores	4481	\$63,703,841	\$102,691,428	-\$38,987,587	-23.4	56
Shoe Stores	4482	\$19,040,902	\$12,279,896	\$6,761,006	21.6	9
Jewelry, Luggage & Leather Goods Stores	4483	\$19,718,235	\$15,399,496	\$4,318,739	12.3	10
Sporting Goods, Hobby, Book & Music Stores	451	\$49,345,197	\$126,542,710	-\$77,197,513	-43.9	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,938,958	\$112,049,086	-\$73,110,128	-48.4	35
Book, Periodical & Music Stores	4512	\$10,406,239	\$14,493,623	-\$4,087,384	-16.4	4
General Merchandise Stores	452	\$407,938,483	\$393,172,521	\$14,765,962	1.8	30
Department Stores Excluding Leased Depts.	4521	\$303,415,369	\$226,251,720	\$77,163,649	14.6	14
Other General Merchandise Stores	4529	\$104,523,114	\$166,920,801	-\$62,397,687	-23.0	16
Miscellaneous Store Retailers	453	\$82,989,325	\$55,400,035	\$27,589,290	19.9	75
Florists	4531	\$3,871,762	\$2,603,894	\$1,267,868	19.6	5
Office Supplies, Stationery & Gift Stores	4532	\$17,230,231	\$13,375,048	\$3,855,183	12.6	18
Used Merchandise Stores	4533	\$9,518,609	\$7,444,685	\$2,073,924	12.2	20
Other Miscellaneous Store Retailers	4539	\$52,368,723	\$31,976,408	\$20,392,315	24.2	32
Nonstore Retailers	454	\$24,143,336	\$12,851,624	\$11,291,712	30.5	9
Electronic Shopping & Mail-Order Houses	4541	\$12,879,570	\$2,601,138	\$10,278,432	66.4	2
Vending Machine Operators	4542	\$3,643,410	\$6,861,005	-\$3,217,595	-30.6	2
Direct Selling Establishments	4543	\$7,620,356	\$3,389,481	\$4,230,875	38.4	4
Food Services & Drinking Places	722	\$241,218,642	\$270,307,197	-\$29,088,555	-5.7	294
Special Food Services	7223	\$6,392,248	\$3,089,985	\$3,302,263	34.8	8
Drinking Places - Alcoholic Beverages	7224	\$5,225,731	\$6,214,052	-\$988,321	-8.6	8
Restaurants/Other Eating Places	7225	\$229,600,663	\$261,003,161	-\$31,402,498	-6.4	278

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

