



Retail MarketPlace Profile

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 1 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
Longitude: -85.68667

Summary Demographics

2019 Population	9,597
2019 Households	4,502
2019 Median Disposable Income	\$38,768
2019 Per Capita Income	\$31,141

2017 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	\$148,993,565	\$207,208,657	-\$58,215,092	-16.3	81
Total Retail Trade	44-45	\$134,514,920	\$190,536,605	-\$56,021,685	-17.2	55
Total Food & Drink	722	\$14,478,645	\$16,672,052	-\$2,193,407	-7.0	26

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$28,547,773	\$35,151,913	-\$6,604,140	-10.4	8
Automobile Dealers	4411	\$22,844,111	\$28,833,273	-\$5,989,162	-11.6	2
Other Motor Vehicle Dealers	4412	\$2,800,133	\$1,975,394	\$824,739	17.3	1
Auto Parts, Accessories & Tire Stores	4413	\$2,903,529	\$4,343,246	-\$1,439,717	-19.9	5
Furniture & Home Furnishings Stores	442	\$4,076,978	\$7,906,176	-\$3,829,198	-32.0	3
Furniture Stores	4421	\$2,530,718	\$0	\$2,530,718	100.0	0
Home Furnishings Stores	4422	\$1,546,261	\$7,906,176	-\$6,359,915	-67.3	3
Electronics & Appliance Stores	443	\$3,256,865	\$1,468,659	\$1,788,206	37.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,695,252	\$48,582,195	-\$39,886,943	-69.6	12
Bldg Material & Supplies Dealers	4441	\$8,294,696	\$48,582,195	-\$40,287,499	-70.8	12
Lawn & Garden Equip & Supply Stores	4442	\$400,555	\$0	\$400,555	100.0	0
Food & Beverage Stores	445	\$24,389,591	\$33,160,139	-\$8,770,548	-15.2	7
Grocery Stores	4451	\$21,417,411	\$28,111,296	-\$6,693,885	-13.5	3
Specialty Food Stores	4452	\$813,992	\$3,252,872	-\$2,438,880	-60.0	2
Beer, Wine & Liquor Stores	4453	\$2,158,188	\$1,795,972	\$362,216	9.2	2
Health & Personal Care Stores	446,4461	\$8,718,717	\$25,598,994	-\$16,880,277	-49.2	3
Gasoline Stations	447,4471	\$16,018,935	\$6,617,429	\$9,401,506	41.5	4
Clothing & Clothing Accessories Stores	448	\$6,079,521	\$1,516,703	\$4,562,818	60.1	1
Clothing Stores	4481	\$3,819,933	\$1,471,457	\$2,348,476	44.4	1
Shoe Stores	4482	\$1,133,487	\$0	\$1,133,487	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,126,102	\$0	\$1,126,102	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,949,592	\$6,867,378	-\$3,917,786	-39.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,310,347	\$3,227,988	-\$917,641	-16.6	2
Book, Periodical & Music Stores	4512	\$639,244	\$3,639,389	-\$3,000,145	-70.1	1
General Merchandise Stores	452	\$24,921,762	\$8,502,791	\$16,418,971	49.1	2
Department Stores Excluding Leased Depts.	4521	\$18,346,180	\$0	\$18,346,180	100.0	0
Other General Merchandise Stores	4529	\$6,575,581	\$2,340,730	\$4,234,851	47.5	2
Miscellaneous Store Retailers	453	\$5,322,807	\$6,332,590	-\$1,009,783	-8.7	7
Florists	4531	\$213,209	\$103,550	\$109,659	34.6	1
Office Supplies, Stationery & Gift Stores	4532	\$1,030,623	\$1,873,383	-\$842,760	-29.0	1
Used Merchandise Stores	4533	\$577,709	\$0	\$577,709	100.0	0
Other Miscellaneous Store Retailers	4539	\$3,501,267	\$4,345,240	-\$843,973	-10.8	5
Nonstore Retailers	454	\$1,537,126	\$8,831,638	-\$7,294,512	-70.4	3
Electronic Shopping & Mail-Order Houses	4541	\$784,599	\$0	\$784,599	100.0	0
Vending Machine Operators	4542	\$231,889	\$5,330,775	-\$5,098,886	-91.7	1
Direct Selling Establishments	4543	\$520,639	\$3,500,863	-\$2,980,224	-74.1	2
Food Services & Drinking Places	722	\$14,478,645	\$16,672,052	-\$2,193,407	-7.0	26
Special Food Services	7223	\$370,056	\$268,389	\$101,667	15.9	3
Drinking Places - Alcoholic Beverages	7224	\$318,282	\$240,003	\$78,279	14.0	1
Restaurants/Other Eating Places	7225	\$13,790,307	\$16,163,660	-\$2,373,353	-7.9	22

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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December 31, 2019



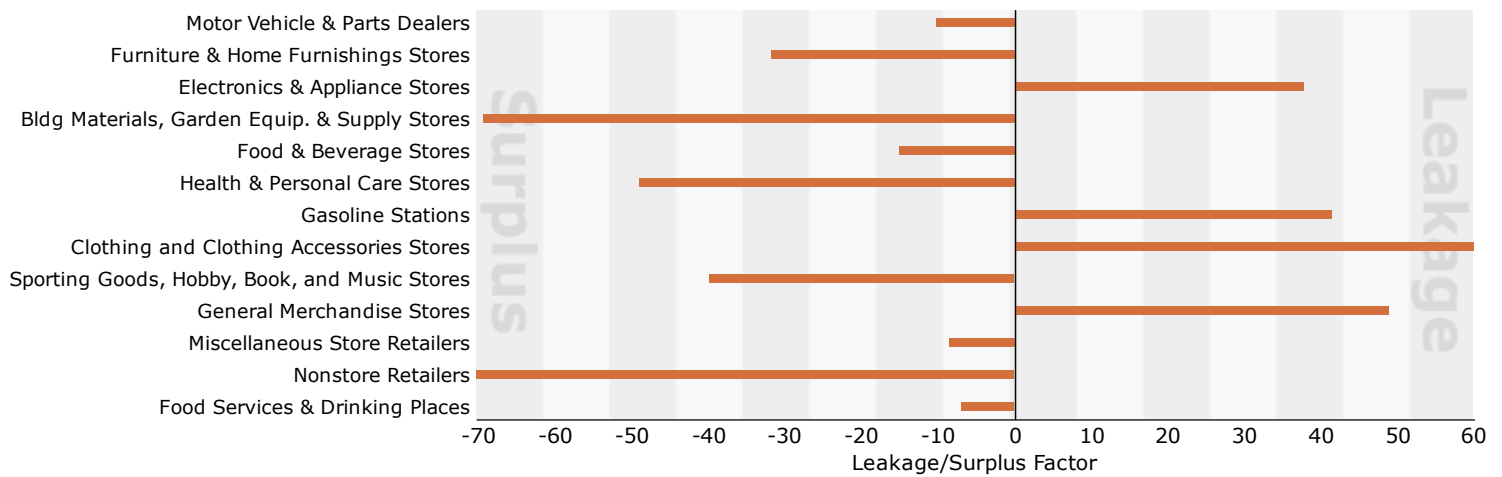
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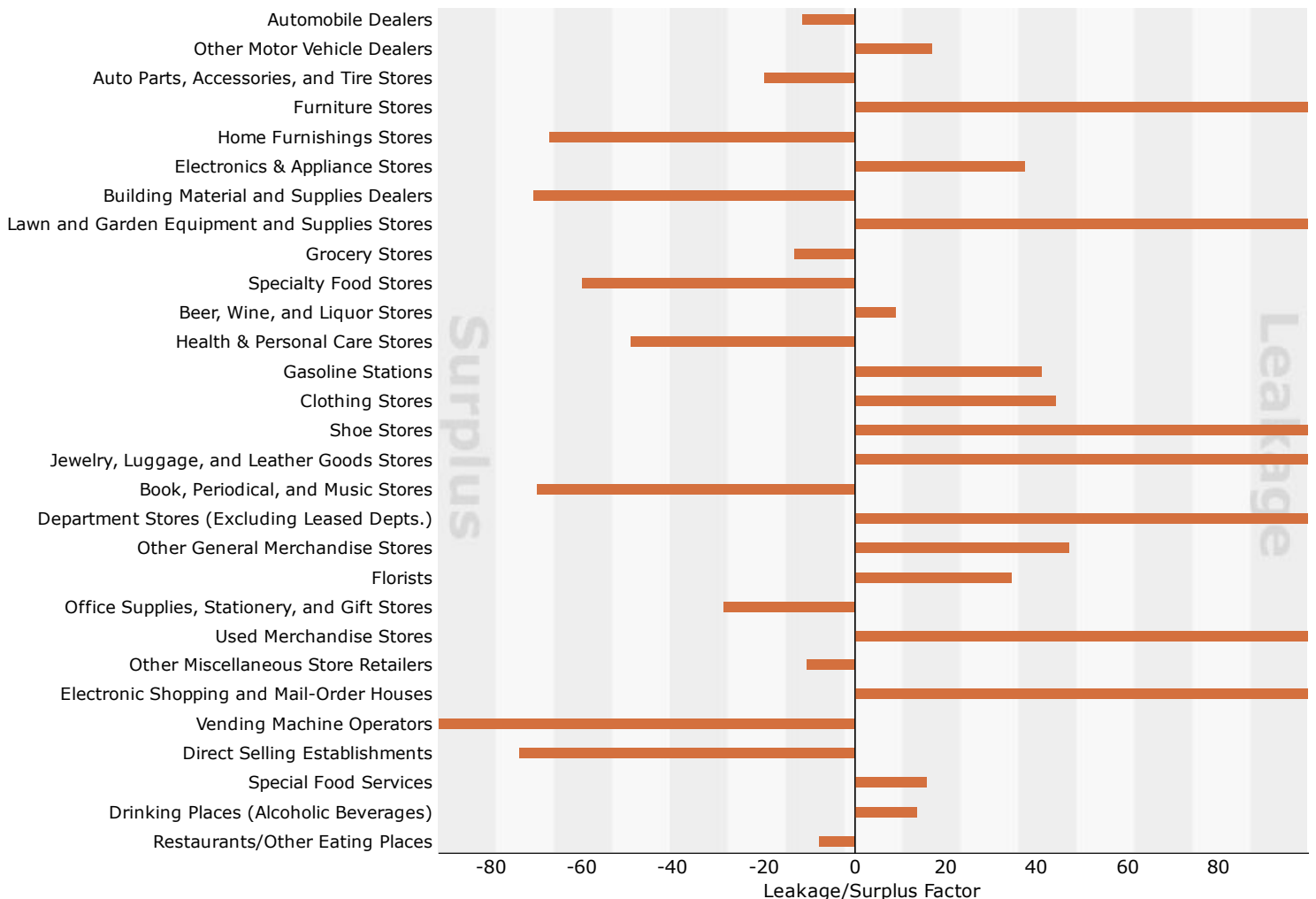
Prepared by Charlotte Hollkamp

Latitude: 38.20047
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 3 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.20047
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Summary Demographics

2019 Population	93,687
2019 Households	40,762
2019 Median Disposable Income	\$43,219
2019 Per Capita Income	\$33,893

2017 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	\$1,352,801,203	\$1,515,068,933	-\$162,267,730	-5.7	708
Total Retail Trade	44-45	\$1,220,599,952	\$1,365,045,931	-\$144,445,979	-5.6	494
Total Food & Drink	722	\$132,201,251	\$150,023,002	-\$17,821,751	-6.3	213

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$260,452,834	\$457,989,540	-\$197,536,706	-27.5	79
Automobile Dealers	4411	\$208,487,182	\$412,554,559	-\$204,067,377	-32.9	36
Other Motor Vehicle Dealers	4412	\$25,730,147	\$13,332,142	\$12,398,005	31.7	7
Auto Parts, Accessories & Tire Stores	4413	\$26,235,504	\$32,102,839	-\$5,867,335	-10.1	35
Furniture & Home Furnishings Stores	442	\$37,646,828	\$59,063,140	-\$21,416,312	-22.1	28
Furniture Stores	4421	\$23,349,085	\$19,282,739	\$4,066,346	9.5	8
Home Furnishings Stores	4422	\$14,297,743	\$39,780,401	-\$25,482,658	-47.1	20
Electronics & Appliance Stores	443	\$29,799,046	\$23,293,928	\$6,505,118	12.3	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$79,298,380	\$150,879,361	-\$71,580,981	-31.1	50
Bldg Material & Supplies Dealers	4441	\$75,731,687	\$150,772,343	-\$75,040,656	-33.1	50
Lawn & Garden Equip & Supply Stores	4442	\$3,566,693	\$107,018	\$3,459,675	94.2	1
Food & Beverage Stores	445	\$219,556,742	\$239,342,423	-\$19,785,681	-4.3	64
Grocery Stores	4451	\$192,780,720	\$205,618,458	-\$12,837,738	-3.2	36
Specialty Food Stores	4452	\$7,323,256	\$9,935,288	-\$2,612,032	-15.1	7
Beer, Wine & Liquor Stores	4453	\$19,452,767	\$23,788,677	-\$4,335,910	-10.0	21
Health & Personal Care Stores	446,4461	\$77,685,729	\$105,575,913	-\$27,890,184	-15.2	39
Gasoline Stations	447,4471	\$145,546,264	\$49,569,164	\$95,977,100	49.2	21
Clothing & Clothing Accessories Stores	448	\$55,307,263	\$34,202,432	\$21,104,831	23.6	31
Clothing Stores	4481	\$34,784,593	\$27,535,669	\$7,248,924	11.6	22
Shoe Stores	4482	\$10,364,286	\$3,215,704	\$7,148,582	52.6	3
Jewelry, Luggage & Leather Goods Stores	4483	\$10,158,384	\$3,451,060	\$6,707,324	49.3	6
Sporting Goods, Hobby, Book & Music Stores	451	\$26,996,120	\$44,026,864	-\$17,030,744	-24.0	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$21,142,571	\$32,409,510	-\$11,266,939	-21.0	28
Book, Periodical & Music Stores	4512	\$5,853,549	\$11,617,354	-\$5,763,805	-33.0	9
General Merchandise Stores	452	\$226,767,376	\$132,504,570	\$94,262,806	26.2	26
Department Stores Excluding Leased Depts.	4521	\$167,311,642	\$104,858,915	\$62,452,727	22.9	7
Other General Merchandise Stores	4529	\$59,455,734	\$27,645,655	\$31,810,079	36.5	19
Miscellaneous Store Retailers	453	\$48,097,898	\$45,954,487	\$2,143,411	2.3	84
Florists	4531	\$1,923,995	\$3,741,810	-\$1,817,815	-32.1	11
Office Supplies, Stationery & Gift Stores	4532	\$9,387,088	\$5,777,488	\$3,609,600	23.8	7
Used Merchandise Stores	4533	\$5,290,927	\$6,019,760	-\$728,833	-6.4	21
Other Miscellaneous Store Retailers	4539	\$31,495,887	\$30,415,429	\$1,080,458	1.7	46
Nonstore Retailers	454	\$13,445,471	\$22,644,111	-\$9,198,640	-25.5	11
Electronic Shopping & Mail-Order Houses	4541	\$7,111,359	\$2,661,027	\$4,450,332	45.5	2
Vending Machine Operators	4542	\$2,090,991	\$11,256,579	-\$9,165,588	-68.7	5
Direct Selling Establishments	4543	\$4,243,121	\$8,726,505	-\$4,483,384	-34.6	5
Food Services & Drinking Places	722	\$132,201,251	\$150,023,002	-\$17,821,751	-6.3	213
Special Food Services	7223	\$3,436,220	\$2,495,017	\$941,203	15.9	8
Drinking Places - Alcoholic Beverages	7224	\$2,937,120	\$5,642,140	-\$2,705,020	-31.5	17
Restaurants/Other Eating Places	7225	\$125,827,911	\$141,885,846	-\$16,057,935	-6.0	188

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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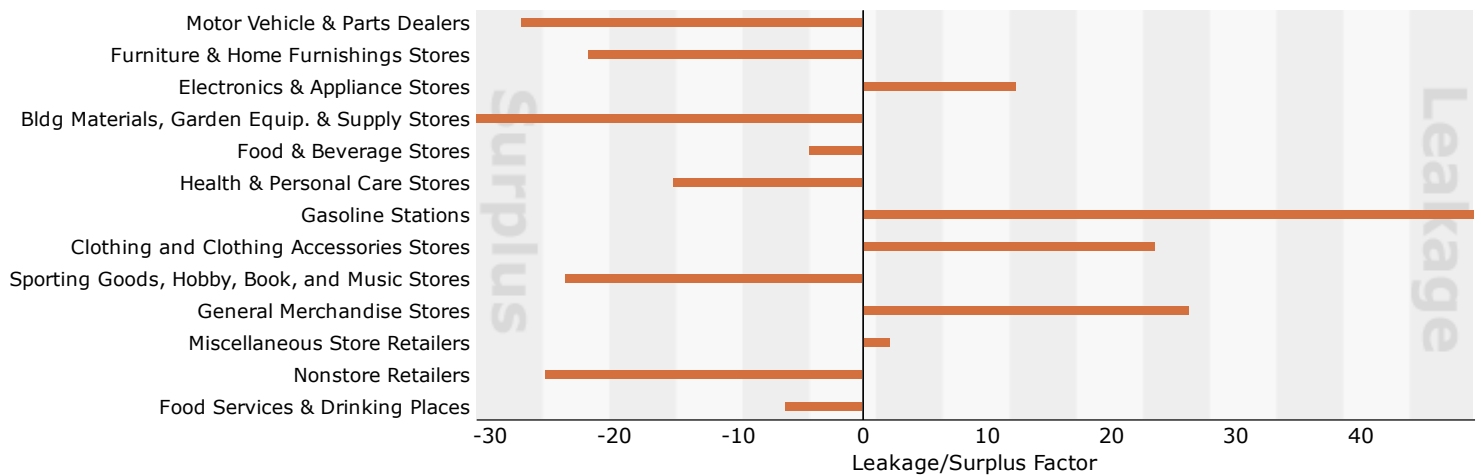


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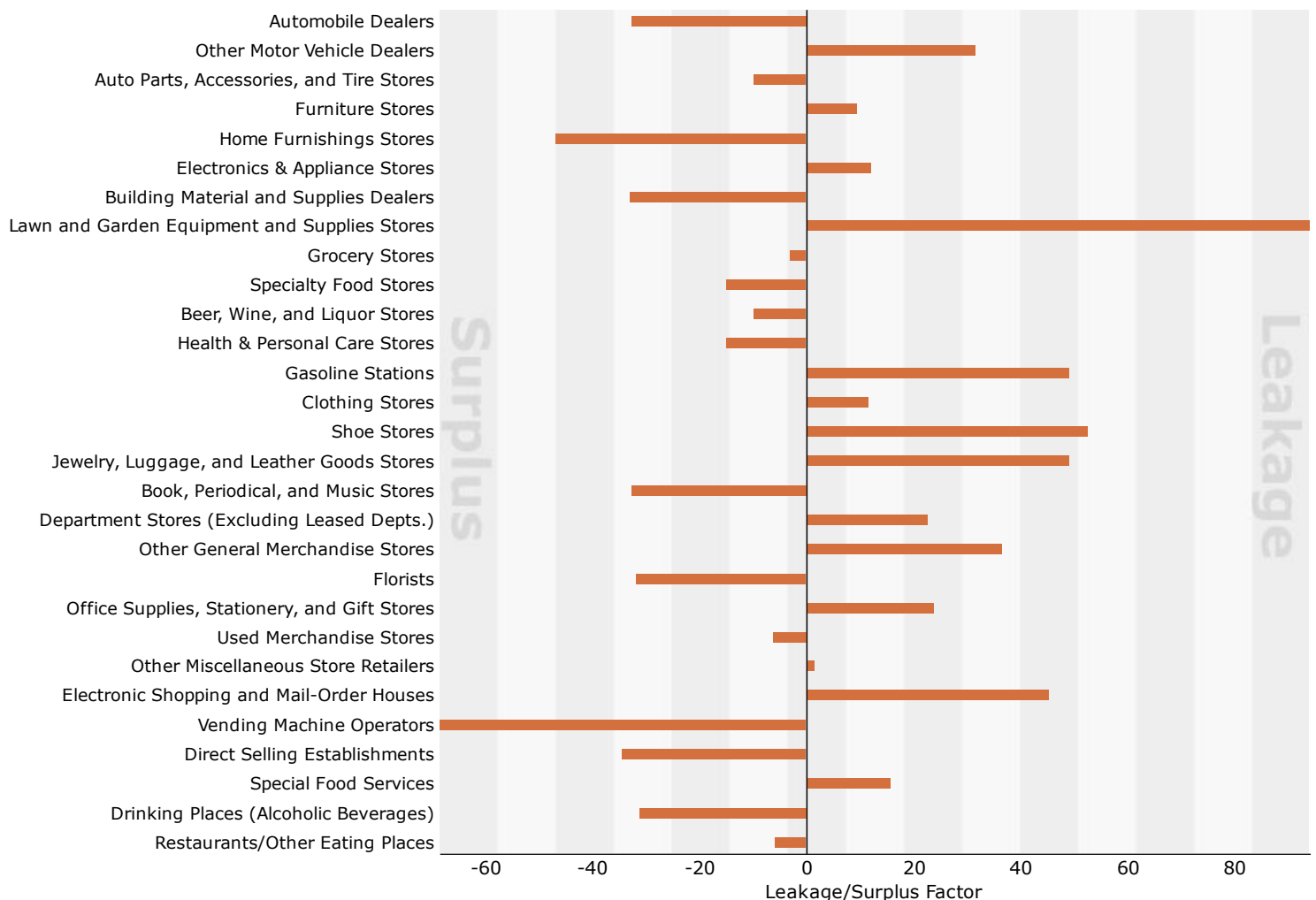
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

4208 Bishop Lane, Louisville, KY, 40218
Oriental Garden
Ring: 5 mile radius

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Latitude: 38.20047
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Summary Demographics

2019 Population	260,724
2019 Households	116,614
2019 Median Disposable Income	\$41,915
2019 Per Capita Income	\$33,147

2017 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	\$3,593,320,784	\$4,831,065,538	-\$1,237,744,754	-14.7	2,459
Total Retail Trade	44-45	\$3,241,763,916	\$4,204,086,986	-\$962,323,070	-12.9	1,652
Total Food & Drink	722	\$351,556,868	\$626,978,552	-\$275,421,684	-28.1	807

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$691,855,225	\$1,058,262,865	-\$366,407,640	-20.9	188
Automobile Dealers	4411	\$554,100,727	\$883,022,412	-\$328,921,685	-22.9	87
Other Motor Vehicle Dealers	4412	\$68,172,016	\$84,617,107	-\$16,445,091	-10.8	24
Auto Parts, Accessories & Tire Stores	4413	\$69,582,482	\$90,623,346	-\$21,040,864	-13.1	77
Furniture & Home Furnishings Stores	442	\$99,591,804	\$166,069,770	-\$66,477,966	-25.0	105
Furniture Stores	4421	\$62,041,247	\$70,725,428	-\$8,684,181	-6.5	48
Home Furnishings Stores	4422	\$37,550,557	\$95,344,341	-\$57,793,784	-43.5	56
Electronics & Appliance Stores	443	\$79,207,153	\$120,990,322	-\$41,783,169	-20.9	68
Bldg Materials, Garden Equip. & Supply Stores	444	\$208,446,091	\$283,619,698	-\$75,173,607	-15.3	123
Bldg Material & Supplies Dealers	4441	\$199,059,084	\$271,755,558	-\$72,696,474	-15.4	113
Lawn & Garden Equip & Supply Stores	4442	\$9,387,006	\$11,864,141	-\$2,477,135	-11.7	10
Food & Beverage Stores	445	\$584,235,405	\$785,182,986	-\$200,947,581	-14.7	210
Grocery Stores	4451	\$513,107,074	\$689,836,961	-\$176,729,887	-14.7	123
Specialty Food Stores	4452	\$19,513,938	\$30,959,232	-\$11,445,294	-22.7	35
Beer, Wine & Liquor Stores	4453	\$51,614,392	\$64,386,792	-\$12,772,400	-11.0	53
Health & Personal Care Stores	446,4461	\$205,534,892	\$294,317,772	-\$88,782,880	-17.8	131
Gasoline Stations	447,4471	\$387,766,781	\$183,573,270	\$204,193,511	35.7	62
Clothing & Clothing Accessories Stores	448	\$147,014,855	\$343,411,289	-\$196,396,434	-40.0	248
Clothing Stores	4481	\$92,514,999	\$245,034,817	-\$152,519,818	-45.2	162
Shoe Stores	4482	\$27,574,296	\$60,542,099	-\$32,967,803	-37.4	39
Jewelry, Luggage & Leather Goods Stores	4483	\$26,925,561	\$37,834,373	-\$10,908,812	-16.8	47
Sporting Goods, Hobby, Book & Music Stores	451	\$71,654,935	\$182,747,548	-\$111,092,613	-43.7	111
Sporting Goods/Hobby/Musical Instr Stores	4511	\$55,974,285	\$155,842,067	-\$99,867,782	-47.1	85
Book, Periodical & Music Stores	4512	\$15,680,650	\$26,905,481	-\$11,224,831	-26.4	25
General Merchandise Stores	452	\$602,674,381	\$523,831,717	\$78,842,664	7.0	87
Department Stores Excluding Leased Depts.	4521	\$444,472,988	\$350,873,492	\$93,599,496	11.8	28
Other General Merchandise Stores	4529	\$158,201,393	\$172,958,225	-\$14,756,832	-4.5	59
Miscellaneous Store Retailers	453	\$128,004,141	\$208,495,994	-\$80,491,853	-23.9	285
Florists	4531	\$5,035,752	\$17,587,960	-\$12,552,208	-55.5	26
Office Supplies, Stationery & Gift Stores	4532	\$24,910,420	\$39,240,710	-\$14,330,290	-22.3	53
Used Merchandise Stores	4533	\$14,111,634	\$36,410,365	-\$22,298,731	-44.1	79
Other Miscellaneous Store Retailers	4539	\$83,946,335	\$115,256,958	-\$31,310,623	-15.7	128
Nonstore Retailers	454	\$35,778,253	\$53,583,755	-\$17,805,502	-19.9	35
Electronic Shopping & Mail-Order Houses	4541	\$18,895,103	\$12,596,594	\$6,298,509	20.0	8
Vending Machine Operators	4542	\$5,571,065	\$26,399,674	-\$20,828,609	-65.1	14
Direct Selling Establishments	4543	\$11,312,086	\$14,587,488	-\$3,275,402	-12.6	13
Food Services & Drinking Places	722	\$351,556,868	\$626,978,552	-\$275,421,684	-28.1	807
Special Food Services	7223	\$9,150,791	\$13,788,470	-\$4,637,679	-20.2	30
Drinking Places - Alcoholic Beverages	7224	\$7,821,911	\$20,774,032	-\$12,952,121	-45.3	51
Restaurants/Other Eating Places	7225	\$334,584,167	\$592,416,051	-\$257,831,884	-27.8	727

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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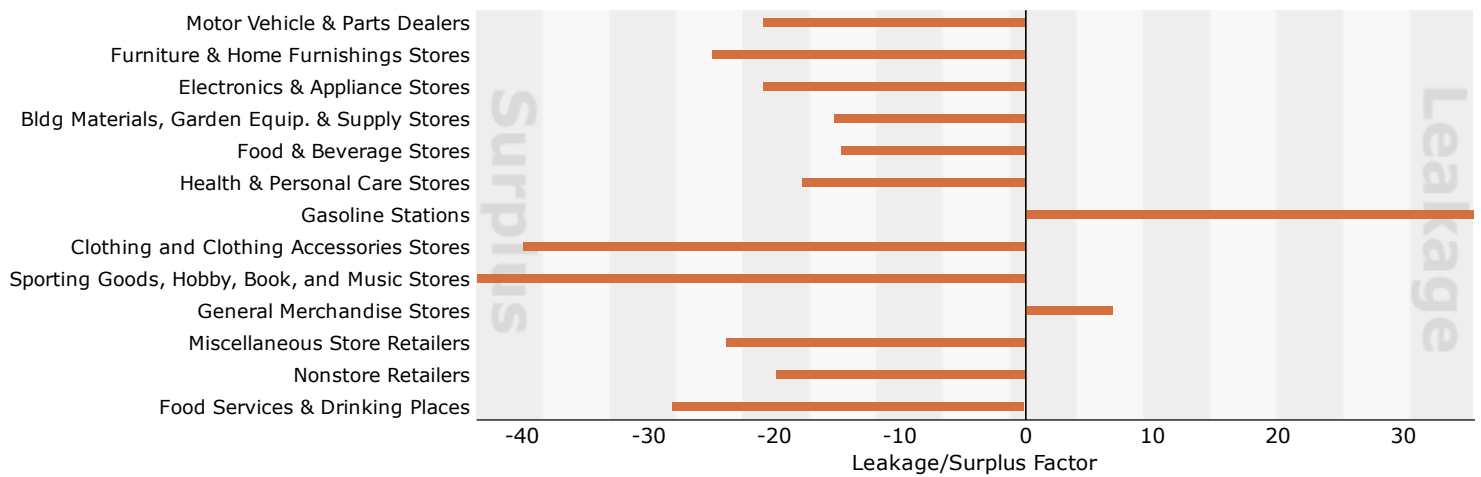


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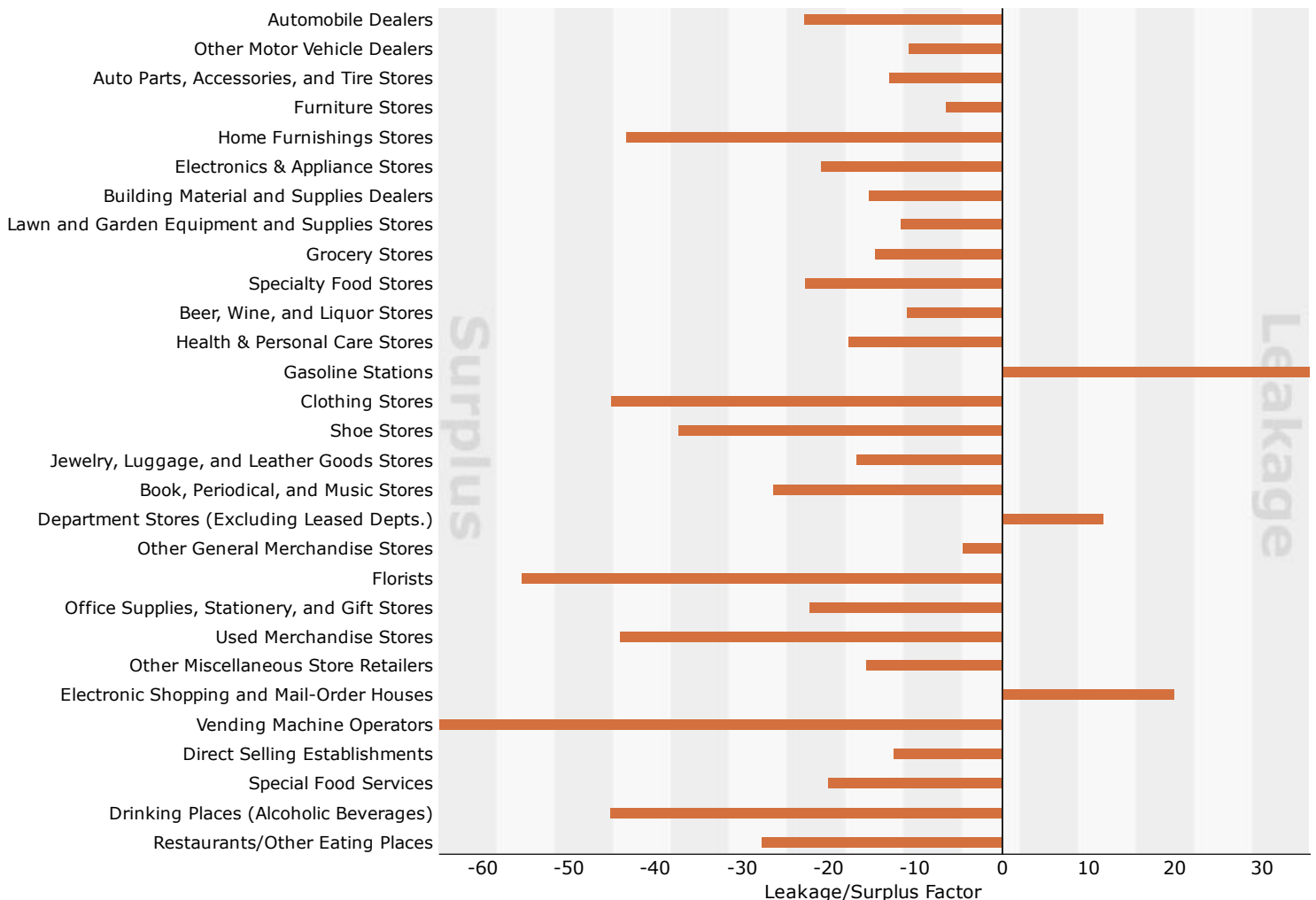
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