



# Retail MarketPlace Profile

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

## Summary Demographics

2019 Population	4,267
2019 Households	1,857
2019 Median Disposable Income	\$84,078
2019 Per Capita Income	\$54,498

## 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	\$98,511,175	\$178,135,658	-\$79,624,483	-28.8	66
Total Retail Trade	44-45	\$88,509,803	\$155,457,612	-\$66,947,809	-27.4	39
Total Food & Drink	722	\$10,001,372	\$22,678,046	-\$12,676,674	-38.8	27

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,005,198	\$11,000,166	\$8,005,032	26.7	6
Automobile Dealers	4411	\$15,203,082	\$0	\$15,203,082	100.0	0
Other Motor Vehicle Dealers	4412	\$1,924,195	\$3,536,598	-\$1,612,403	-29.5	2
Auto Parts, Accessories & Tire Stores	4413	\$1,877,922	\$3,069,016	-\$1,191,094	-24.1	4
Furniture & Home Furnishings Stores	442	\$2,881,596	\$5,462,811	-\$2,581,215	-30.9	4
Furniture Stores	4421	\$1,763,194	\$1,985,171	-\$221,977	-5.9	2
Home Furnishings Stores	4422	\$1,118,402	\$3,477,640	-\$2,359,238	-51.3	2
Electronics & Appliance Stores	443	\$2,240,188	\$14,892,964	-\$12,652,776	-73.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,013,724	\$8,276,982	-\$2,263,258	-15.8	4
Bldg Material & Supplies Dealers	4441	\$5,776,611	\$7,674,362	-\$1,897,751	-14.1	3
Lawn & Garden Equip & Supply Stores	4442	\$237,113	\$602,620	-\$365,507	-43.5	1
Food & Beverage Stores	445	\$15,562,318	\$57,376,884	-\$41,814,566	-57.3	4
Grocery Stores	4451	\$13,633,232	\$53,060,070	-\$39,426,838	-59.1	2
Specialty Food Stores	4452	\$516,571	\$1,973,418	-\$1,456,847	-58.5	1
Beer, Wine & Liquor Stores	4453	\$1,412,515	\$2,343,395	-\$930,880	-24.8	1
Health & Personal Care Stores	446,4461	\$5,287,438	\$6,940,864	-\$1,653,426	-13.5	4
Gasoline Stations	447,4471	\$10,311,994	\$6,485,007	\$3,826,987	22.8	2
Clothing & Clothing Accessories Stores	448	\$4,218,016	\$2,803,482	\$1,414,534	20.1	3
Clothing Stores	4481	\$2,628,023	\$1,804,047	\$823,976	18.6	2
Shoe Stores	4482	\$813,618	\$697,571	\$116,047	7.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$776,374	\$301,864	\$474,510	44.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,030,181	\$8,406,670	-\$6,376,489	-61.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,594,819	\$8,406,670	-\$6,811,851	-68.1	3
Book, Periodical & Music Stores	4512	\$435,362	\$0	\$435,362	100.0	0
General Merchandise Stores	452	\$16,738,678	\$29,514,353	-\$12,775,675	-27.6	2
Department Stores Excluding Leased Depts.	4521	\$12,475,988	\$28,331,285	-\$15,855,297	-38.9	2
Other General Merchandise Stores	4529	\$4,262,690	\$1,183,068	\$3,079,622	56.6	1
Miscellaneous Store Retailers	453	\$3,326,561	\$1,240,444	\$2,086,117	45.7	1
Florists	4531	\$135,563	\$0	\$135,563	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$713,700	\$0	\$713,700	100.0	0
Used Merchandise Stores	4533	\$393,564	\$395,332	-\$1,768	-0.2	1
Other Miscellaneous Store Retailers	4539	\$2,083,734	\$845,112	\$1,238,622	42.3	1
Nonstore Retailers	454	\$893,910	\$3,056,986	-\$2,163,076	-54.7	1
Electronic Shopping & Mail-Order Houses	4541	\$526,918	\$0	\$526,918	100.0	0
Vending Machine Operators	4542	\$149,114	\$0	\$149,114	100.0	0
Direct Selling Establishments	4543	\$217,878	\$951,306	-\$733,428	-62.7	1
Food Services & Drinking Places	722	\$10,001,372	\$22,678,046	-\$12,676,674	-38.8	27
Special Food Services	7223	\$265,634	\$503,109	-\$237,475	-30.9	1
Drinking Places - Alcoholic Beverages	7224	\$212,755	\$392,271	-\$179,516	-29.7	1
Restaurants/Other Eating Places	7225	\$9,522,984	\$21,782,667	-\$12,259,683	-39.2	25

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 22, 2020



## Retail MarketPlace Profile

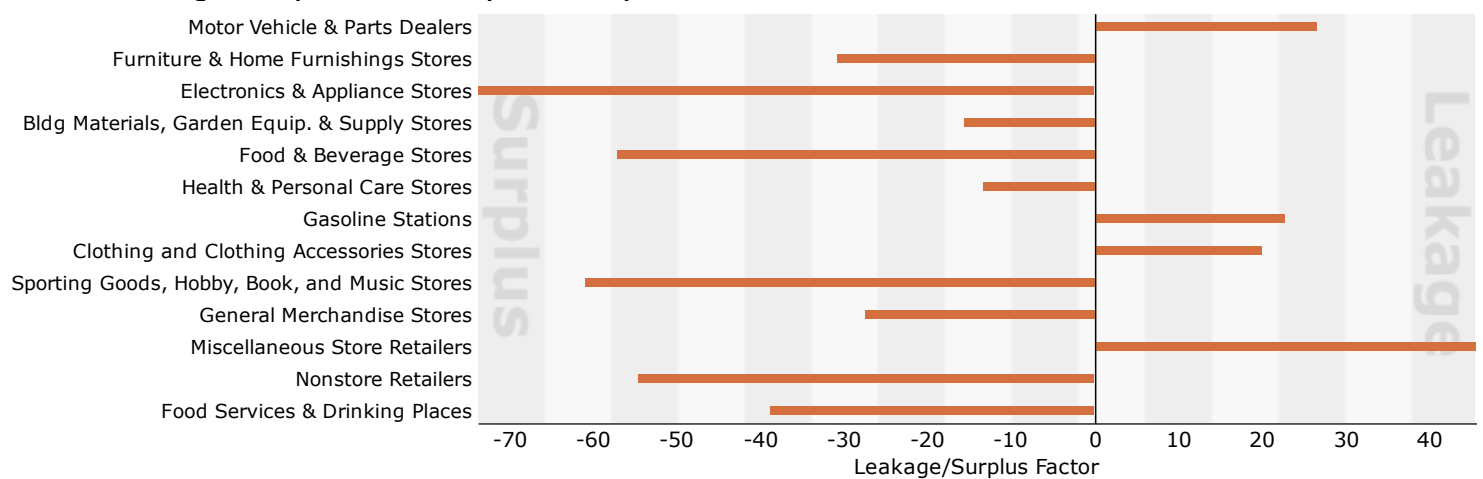
Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

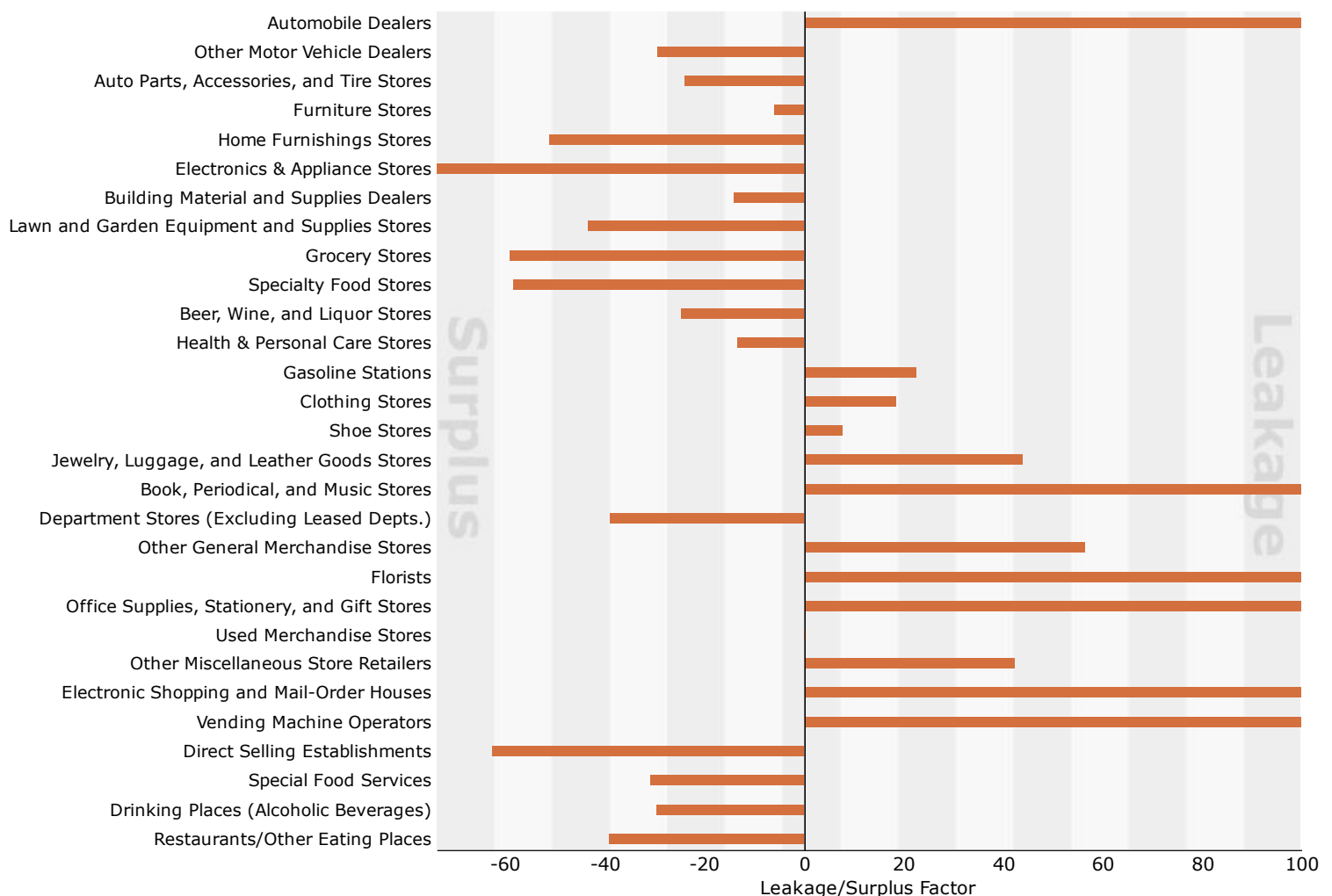
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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January 22, 2020



# Retail MarketPlace Profile

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

## Summary Demographics

2019 Population	45,839
2019 Households	17,617
2019 Median Disposable Income	\$75,347
2019 Per Capita Income	\$49,752

## 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	\$927,481,733	\$788,689,458	\$138,792,275	8.1	302
Total Retail Trade	44-45	\$834,661,522	\$684,517,334	\$150,144,188	9.9	189
Total Food & Drink	722	\$92,820,211	\$104,172,124	-\$11,351,913	-5.8	113

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$178,381,988	\$67,280,610	\$111,101,378	45.2	25
Automobile Dealers	4411	\$142,405,589	\$15,963,257	\$126,442,332	79.8	4
Other Motor Vehicle Dealers	4412	\$18,015,229	\$37,810,523	-\$19,795,294	-35.5	6
Auto Parts, Accessories & Tire Stores	4413	\$17,961,171	\$13,506,829	\$4,454,342	14.2	15
Furniture & Home Furnishings Stores	442	\$26,966,932	\$23,621,026	\$3,345,906	6.6	19
Furniture Stores	4421	\$16,284,531	\$8,909,128	\$7,375,403	29.3	10
Home Furnishings Stores	4422	\$10,682,401	\$14,711,898	-\$4,029,497	-15.9	9
Electronics & Appliance Stores	443	\$20,855,113	\$48,255,726	-\$27,400,613	-39.6	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$58,806,169	\$43,709,234	\$15,096,935	14.7	20
Bldg Material & Supplies Dealers	4441	\$56,221,293	\$41,507,781	\$14,713,512	15.1	15
Lawn & Garden Equip & Supply Stores	4442	\$2,584,875	\$2,201,453	\$383,422	8.0	5
Food & Beverage Stores	445	\$146,630,084	\$204,708,515	-\$58,078,431	-16.5	21
Grocery Stores	4451	\$128,201,802	\$185,368,014	-\$57,166,212	-18.2	9
Specialty Food Stores	4452	\$4,830,921	\$7,110,783	-\$2,279,862	-19.1	6
Beer, Wine & Liquor Stores	4453	\$13,597,361	\$12,229,718	\$1,367,643	5.3	6
Health & Personal Care Stores	446,4461	\$51,730,426	\$33,892,516	\$17,837,910	20.8	20
Gasoline Stations	447,4471	\$95,793,517	\$23,473,968	\$72,319,549	60.6	8
Clothing & Clothing Accessories Stores	448	\$39,472,107	\$13,301,054	\$26,171,053	49.6	13
Clothing Stores	4481	\$24,513,499	\$9,612,215	\$14,901,284	43.7	8
Shoe Stores	4482	\$7,370,788	\$3,202,157	\$4,168,631	39.4	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,587,820	\$486,682	\$7,101,138	87.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$18,954,101	\$43,979,638	-\$25,025,537	-39.8	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$14,941,932	\$41,334,580	-\$26,392,648	-46.9	12
Book, Periodical & Music Stores	4512	\$4,012,169	\$2,645,058	\$1,367,111	20.5	1
General Merchandise Stores	452	\$156,392,216	\$152,203,802	\$4,188,414	1.4	12
Department Stores Excluding Leased Depts.	4521	\$116,479,148	\$118,828,663	-\$2,349,515	-1.0	8
Other General Merchandise Stores	4529	\$39,913,069	\$33,375,139	\$6,537,930	8.9	5
Miscellaneous Store Retailers	453	\$31,566,286	\$19,159,106	\$12,407,180	24.5	18
Florists	4531	\$1,487,125	\$0	\$1,487,125	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$6,631,180	\$2,491,476	\$4,139,704	45.4	6
Used Merchandise Stores	4533	\$3,661,224	\$1,458,187	\$2,203,037	43.0	4
Other Miscellaneous Store Retailers	4539	\$19,786,757	\$14,710,728	\$5,076,029	14.7	8
Nonstore Retailers	454	\$9,112,582	\$10,932,139	-\$1,819,557	-9.1	6
Electronic Shopping & Mail-Order Houses	4541	\$4,949,385	\$1,649,834	\$3,299,551	50.0	2
Vending Machine Operators	4542	\$1,390,705	\$6,309,474	-\$4,918,769	-63.9	1
Direct Selling Establishments	4543	\$2,772,492	\$2,972,831	-\$200,339	-3.5	3
Food Services & Drinking Places	722	\$92,820,211	\$104,172,124	-\$11,351,913	-5.8	113
Special Food Services	7223	\$2,469,398	\$1,555,283	\$914,115	22.7	3
Drinking Places - Alcoholic Beverages	7224	\$1,994,518	\$863,870	\$1,130,648	39.6	2
Restaurants/Other Eating Places	7225	\$88,356,295	\$101,752,971	-\$13,396,676	-7.0	107

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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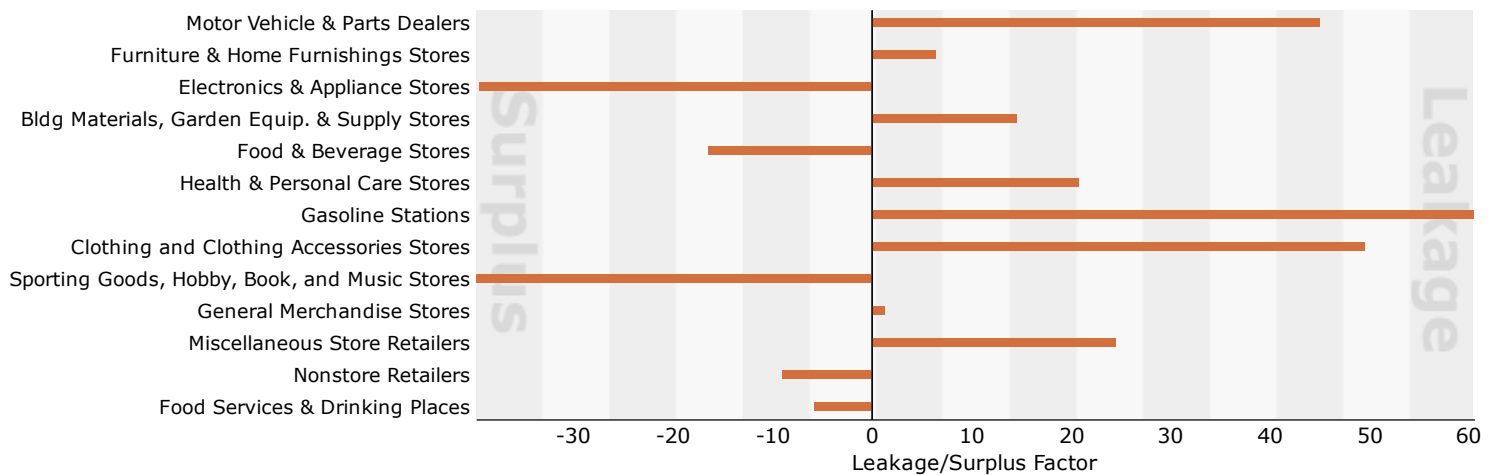


## Retail MarketPlace Profile

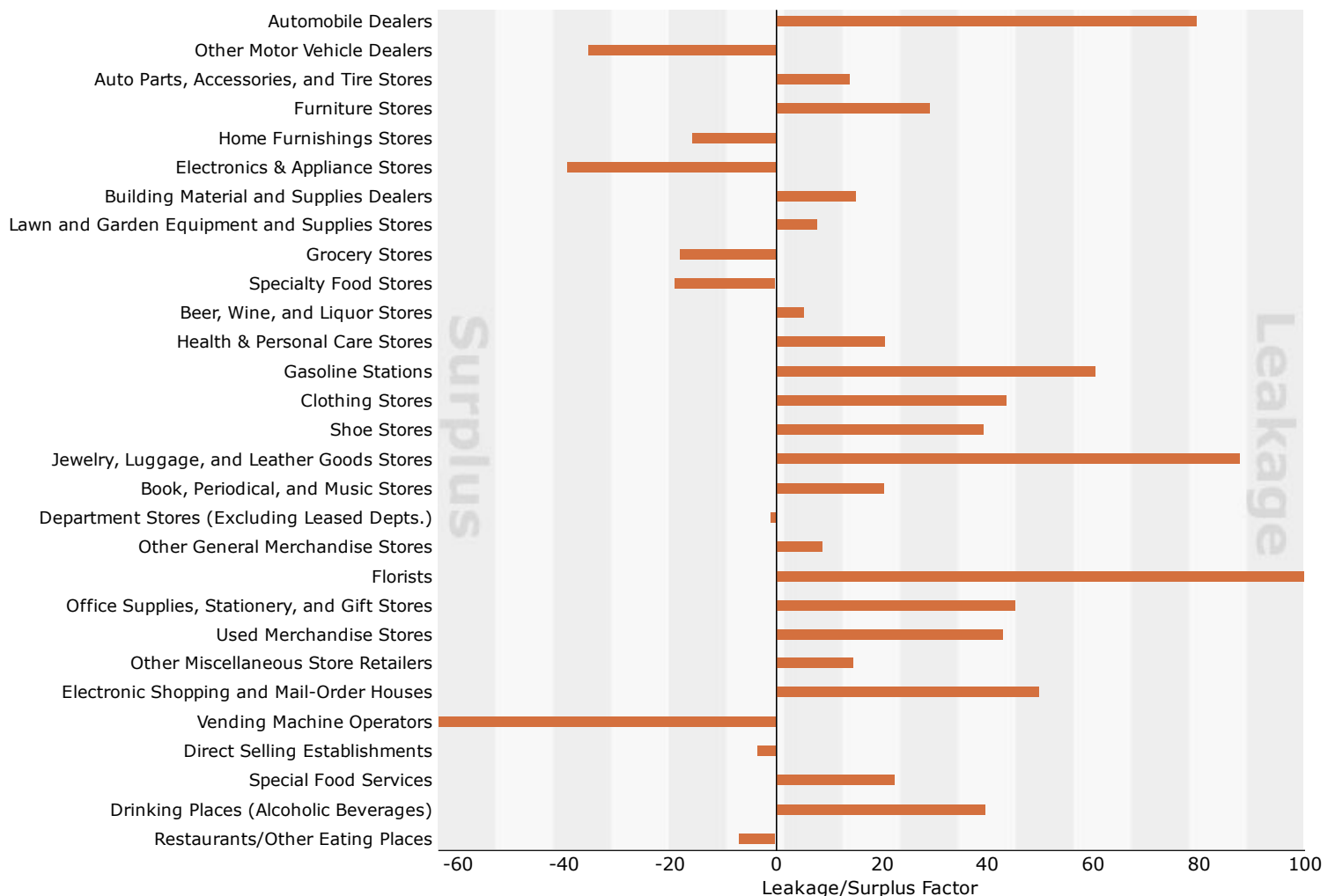
Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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January 22, 2020



# Retail MarketPlace Profile

Anchorage Plaza  
12903 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28833  
Longitude: -85.51225

## Summary Demographics

2019 Population	122,833
2019 Households	48,681
2019 Median Disposable Income	\$75,111
2019 Per Capita Income	\$49,854

## 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	\$2,436,926,547	\$2,019,595,538	\$417,331,009	9.4	845
Total Retail Trade	44-45	\$2,194,337,570	\$1,744,510,255	\$449,827,315	11.4	549
Total Food & Drink	722	\$242,588,977	\$275,085,283	-\$32,496,306	-6.3	296

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$467,632,602	\$138,225,905	\$329,406,697	54.4	51
Automobile Dealers	4411	\$373,118,758	\$60,511,404	\$312,607,354	72.1	12
Other Motor Vehicle Dealers	4412	\$47,152,175	\$47,822,796	-\$670,621	-0.7	9
Auto Parts, Accessories & Tire Stores	4413	\$47,361,670	\$29,891,706	\$17,469,964	22.6	30
Furniture & Home Furnishings Stores	442	\$70,422,767	\$73,061,610	-\$2,638,843	-1.8	47
Furniture Stores	4421	\$42,466,039	\$32,098,464	\$10,367,575	13.9	25
Home Furnishings Stores	4422	\$27,956,727	\$40,963,146	-\$13,006,419	-18.9	21
Electronics & Appliance Stores	443	\$54,523,270	\$77,431,653	-\$22,908,383	-17.4	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$154,080,201	\$123,004,517	\$31,075,684	11.2	46
Bldg Material & Supplies Dealers	4441	\$147,232,640	\$118,562,068	\$28,670,572	10.8	37
Lawn & Garden Equip & Supply Stores	4442	\$6,847,561	\$4,442,449	\$2,405,112	21.3	9
Food & Beverage Stores	445	\$386,901,893	\$423,068,919	-\$36,167,026	-4.5	52
Grocery Stores	4451	\$338,328,952	\$391,955,322	-\$53,626,370	-7.3	29
Specialty Food Stores	4452	\$12,748,668	\$10,102,855	\$2,645,813	11.6	14
Beer, Wine & Liquor Stores	4453	\$35,824,274	\$21,010,742	\$14,813,532	26.1	9
Health & Personal Care Stores	446,4461	\$137,968,762	\$124,696,066	\$13,272,696	5.1	67
Gasoline Stations	447,4471	\$252,133,713	\$60,243,506	\$191,890,207	61.4	19
Clothing & Clothing Accessories Stores	448	\$103,048,125	\$132,935,465	-\$29,887,340	-12.7	76
Clothing Stores	4481	\$64,067,264	\$104,086,446	-\$40,019,182	-23.8	57
Shoe Stores	4482	\$19,147,672	\$12,320,274	\$6,827,398	21.7	9
Jewelry, Luggage & Leather Goods Stores	4483	\$19,833,190	\$16,528,745	\$3,304,445	9.1	11
Sporting Goods, Hobby, Book & Music Stores	451	\$49,622,835	\$128,860,693	-\$79,237,858	-44.4	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$39,157,162	\$112,092,464	-\$72,935,302	-48.2	35
Book, Periodical & Music Stores	4512	\$10,465,673	\$16,768,229	-\$6,302,556	-23.1	5
General Merchandise Stores	452	\$410,254,055	\$394,305,585	\$15,948,470	2.0	30
Department Stores Excluding Leased Depts.	4521	\$305,133,690	\$226,245,113	\$78,888,577	14.8	14
Other General Merchandise Stores	4529	\$105,120,364	\$168,060,471	-\$62,940,107	-23.0	16
Miscellaneous Store Retailers	453	\$83,463,869	\$55,783,912	\$27,679,957	19.9	75
Florists	4531	\$3,893,364	\$2,602,808	\$1,290,556	19.9	5
Office Supplies, Stationery & Gift Stores	4532	\$17,327,751	\$13,628,168	\$3,699,583	12.0	18
Used Merchandise Stores	4533	\$9,572,841	\$7,526,493	\$2,046,348	12.0	20
Other Miscellaneous Store Retailers	4539	\$52,669,914	\$32,026,443	\$20,643,471	24.4	32
Nonstore Retailers	454	\$24,285,478	\$12,892,426	\$11,393,052	30.6	9
Electronic Shopping & Mail-Order Houses	4541	\$12,952,629	\$2,611,003	\$10,341,626	66.4	2
Vending Machine Operators	4542	\$3,664,394	\$6,878,053	-\$3,213,659	-30.5	2
Direct Selling Establishments	4543	\$7,668,455	\$3,403,369	\$4,265,086	38.5	4
Food Services & Drinking Places	722	\$242,588,977	\$275,085,283	-\$32,496,306	-6.3	296
Special Food Services	7223	\$6,427,495	\$3,082,084	\$3,345,411	35.2	8
Drinking Places - Alcoholic Beverages	7224	\$5,256,243	\$7,381,209	-\$2,124,966	-16.8	9
Restaurants/Other Eating Places	7225	\$230,905,240	\$264,621,989	-\$33,716,749	-6.8	280

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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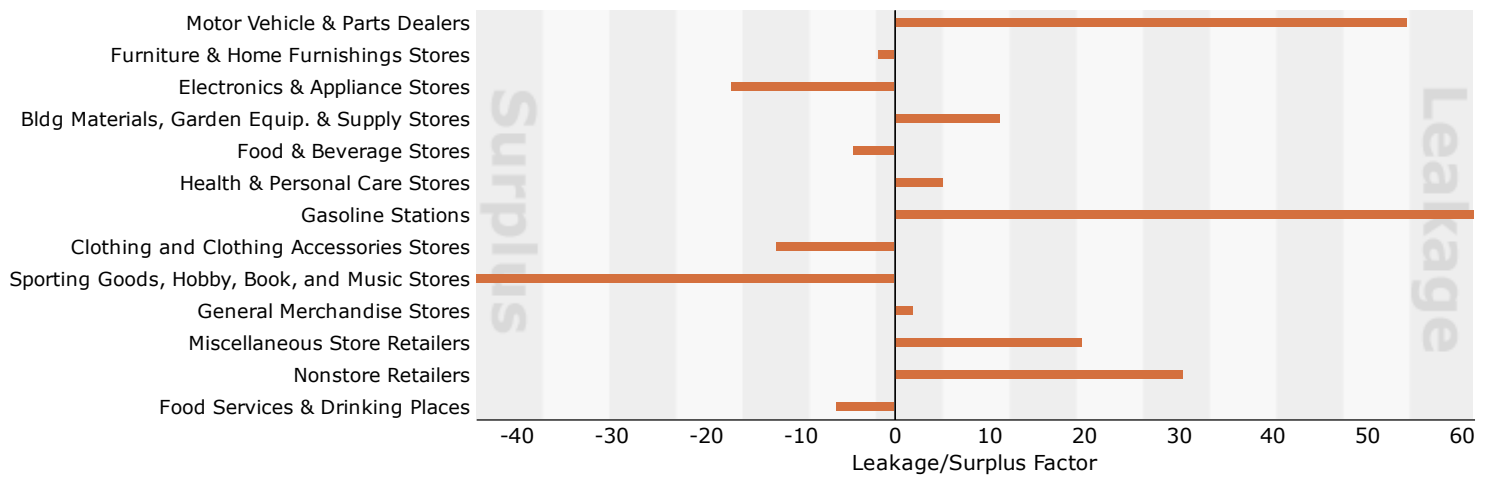
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Ring: 5 mile radius

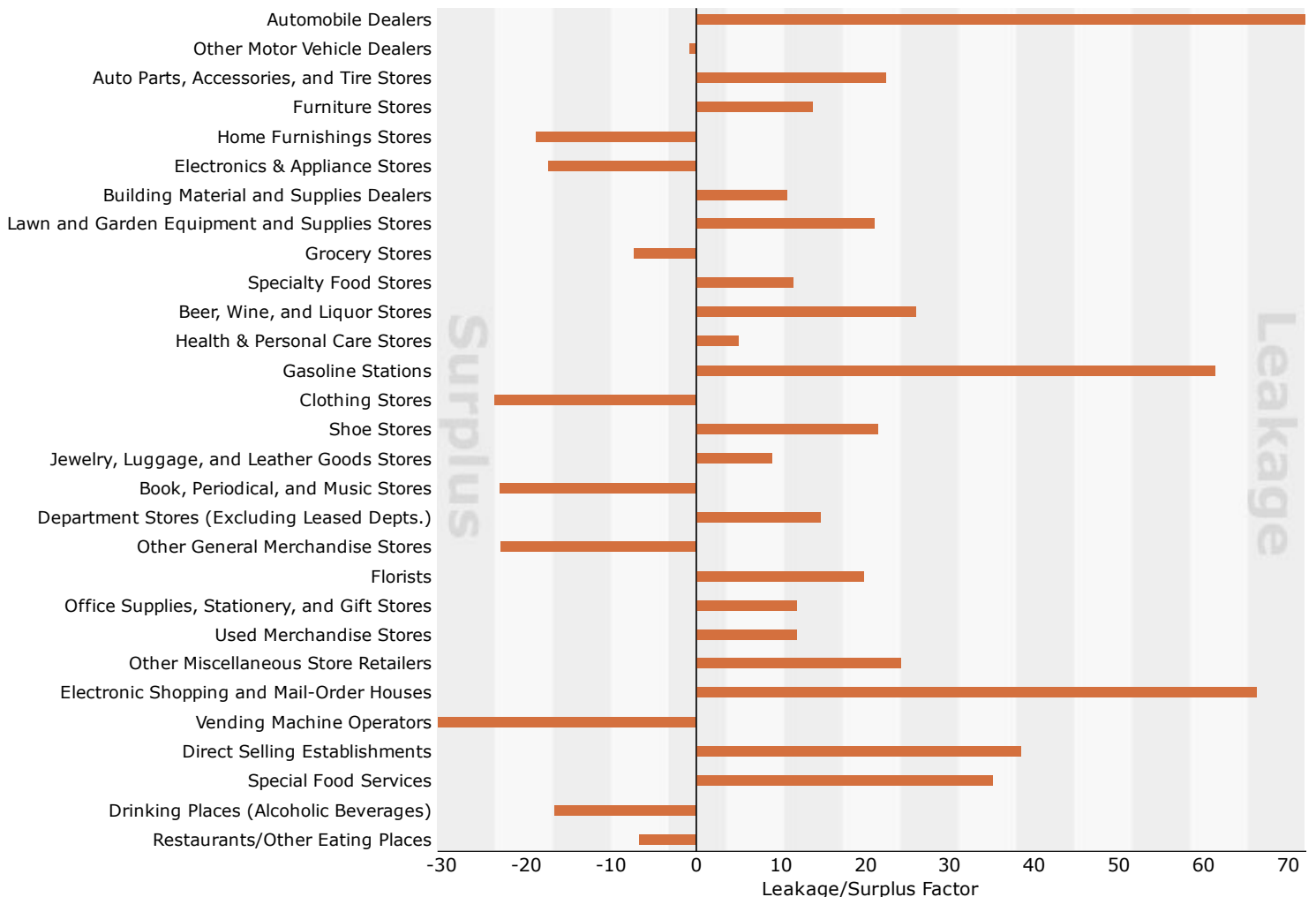
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Latitude: 38.28833  
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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