



# Retail MarketPlace Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

## 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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December 31, 2019



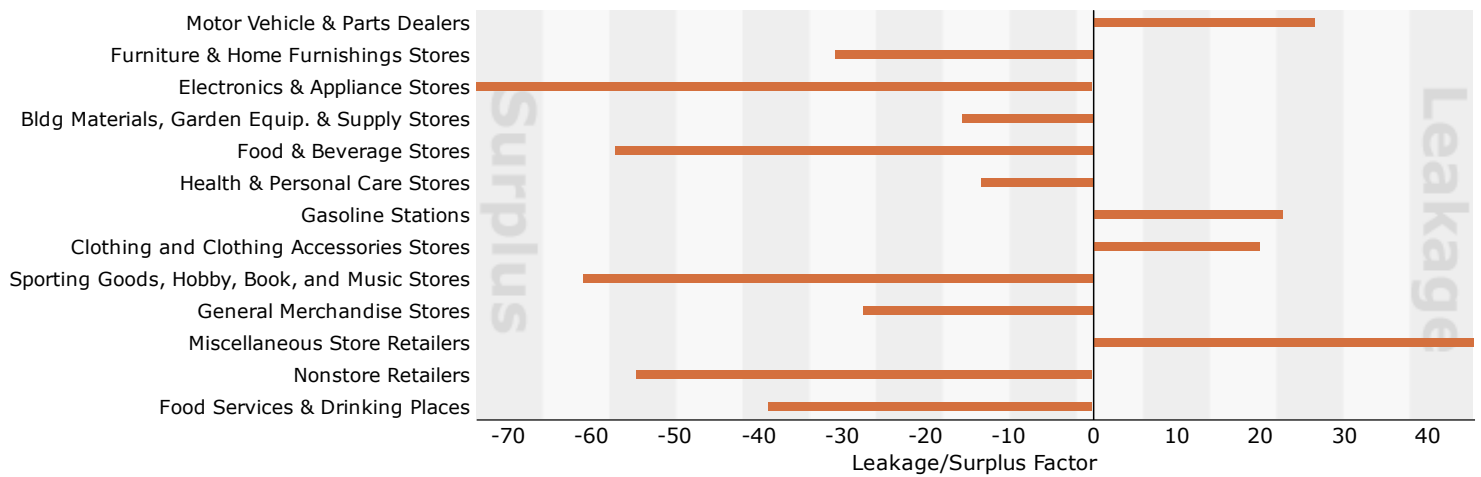
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12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

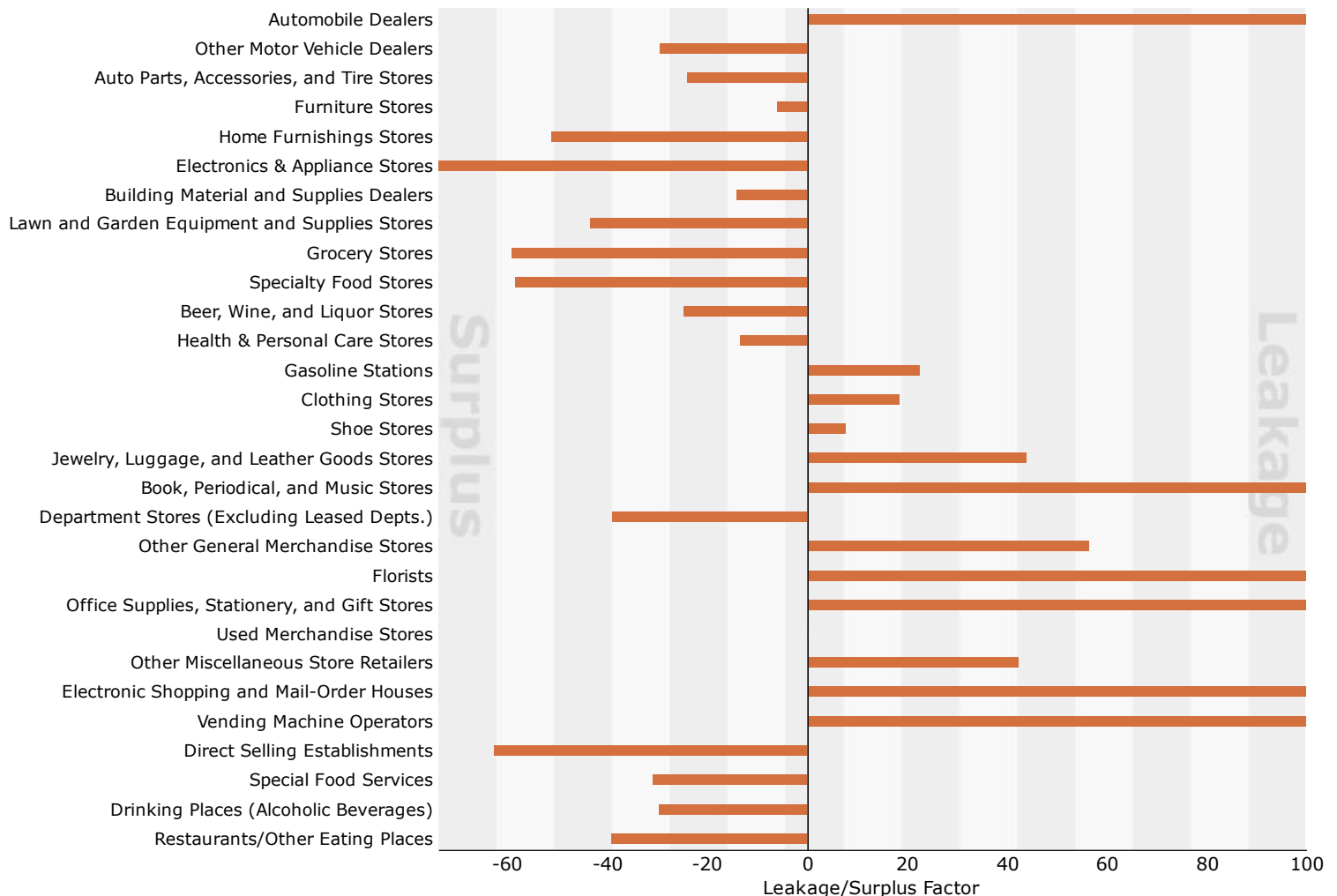
Prepared by Charlotte Hollkamp

Latitude: 38.28821  
Longitude: -85.51154

### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

## Summary Demographics

2019 Population	46,130
2019 Households	17,743
2019 Median Disposable Income	\$75,550
2019 Per Capita Income	\$49,844

## 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	\$937,138,312	\$790,472,103	\$146,666,209	8.5	304
Total Retail Trade	44-45	\$843,362,959	\$686,100,372	\$157,262,587	10.3	191
Total Food & Drink	722	\$93,775,354	\$104,371,731	-\$10,596,377	-5.3	113

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,271,701	\$67,970,378	\$112,301,323	45.2	25
Automobile Dealers	4411	\$143,910,421	\$16,101,356	\$127,809,065	79.9	4
Other Motor Vehicle Dealers	4412	\$18,213,339	\$38,400,480	-\$20,187,141	-35.7	7
Auto Parts, Accessories & Tire Stores	4413	\$18,147,941	\$13,468,541	\$4,679,400	14.8	15
Furniture & Home Furnishings Stores	442	\$27,253,444	\$23,846,672	\$3,406,772	6.7	19
Furniture Stores	4421	\$16,452,474	\$8,909,128	\$7,543,346	29.7	10
Home Furnishings Stores	4422	\$10,800,970	\$14,937,544	-\$4,136,574	-16.1	9
Electronics & Appliance Stores	443	\$21,065,143	\$48,264,348	-\$27,199,205	-39.2	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$59,479,449	\$44,424,607	\$15,054,842	14.5	21
Bldg Material & Supplies Dealers	4441	\$56,862,296	\$42,223,154	\$14,639,142	14.8	16
Lawn & Garden Equip & Supply Stores	4442	\$2,617,153	\$2,201,453	\$415,700	8.6	5
Food & Beverage Stores	445	\$148,121,260	\$204,700,272	-\$56,579,012	-16.0	21
Grocery Stores	4451	\$129,503,428	\$185,350,379	-\$55,846,951	-17.7	9
Specialty Food Stores	4452	\$4,879,409	\$7,120,174	-\$2,240,765	-18.7	6
Beer, Wine & Liquor Stores	4453	\$13,738,423	\$12,229,718	\$1,508,705	5.8	6
Health & Personal Care Stores	446,4461	\$52,271,343	\$33,881,185	\$18,390,158	21.3	20
Gasoline Stations	447,4471	\$96,746,856	\$23,369,182	\$73,377,674	61.1	8
Clothing & Clothing Accessories Stores	448	\$39,882,909	\$13,301,054	\$26,581,855	50.0	13
Clothing Stores	4481	\$24,766,425	\$9,612,215	\$15,154,210	44.1	8
Shoe Stores	4482	\$7,448,237	\$3,202,157	\$4,246,080	39.9	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,668,246	\$486,682	\$7,181,564	88.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$19,152,096	\$43,985,657	-\$24,833,561	-39.3	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,099,357	\$41,340,598	-\$26,241,241	-46.5	12
Book, Periodical & Music Stores	4512	\$4,052,739	\$2,645,058	\$1,407,681	21.0	1
General Merchandise Stores	452	\$158,012,142	\$152,203,802	\$5,808,340	1.9	12
Department Stores Excluding Leased Depts.	4521	\$117,689,663	\$118,828,663	-\$1,139,000	-0.5	8
Other General Merchandise Stores	4529	\$40,322,479	\$33,375,139	\$6,947,340	9.4	5
Miscellaneous Store Retailers	453	\$31,893,860	\$19,221,077	\$12,672,783	24.8	18
Florists	4531	\$1,505,941	\$0	\$1,505,941	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$6,699,622	\$2,511,887	\$4,187,735	45.5	6
Used Merchandise Stores	4533	\$3,698,785	\$1,458,187	\$2,240,598	43.4	4
Other Miscellaneous Store Retailers	4539	\$19,989,511	\$14,710,728	\$5,278,783	15.2	8
Nonstore Retailers	454	\$9,212,757	\$10,932,139	-\$1,719,382	-8.5	6
Electronic Shopping & Mail-Order Houses	4541	\$5,000,405	\$1,649,834	\$3,350,571	50.4	2
Vending Machine Operators	4542	\$1,404,709	\$6,309,474	-\$4,904,765	-63.6	1
Direct Selling Establishments	4543	\$2,807,643	\$2,972,831	-\$165,188	-2.9	3
Food Services & Drinking Places	722	\$93,775,354	\$104,371,731	-\$10,596,377	-5.3	113
Special Food Services	7223	\$2,497,452	\$1,555,283	\$942,169	23.2	3
Drinking Places - Alcoholic Beverages	7224	\$2,014,479	\$863,870	\$1,150,609	40.0	2
Restaurants/Other Eating Places	7225	\$89,263,423	\$101,952,578	-\$12,689,155	-6.6	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. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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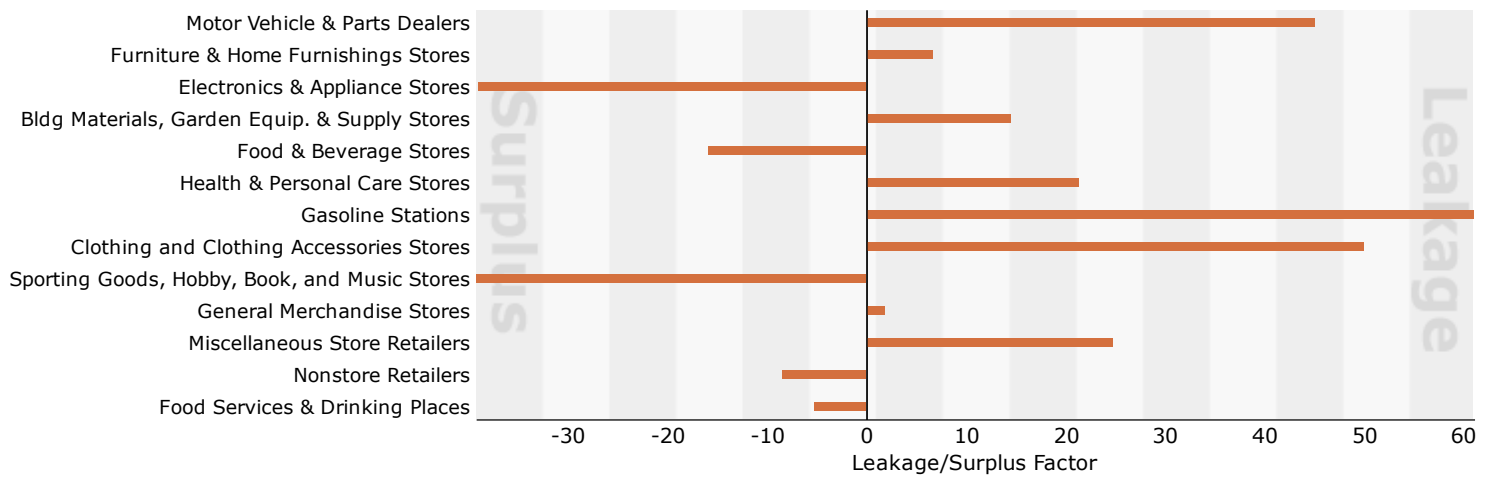
## Retail MarketPlace Profile

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

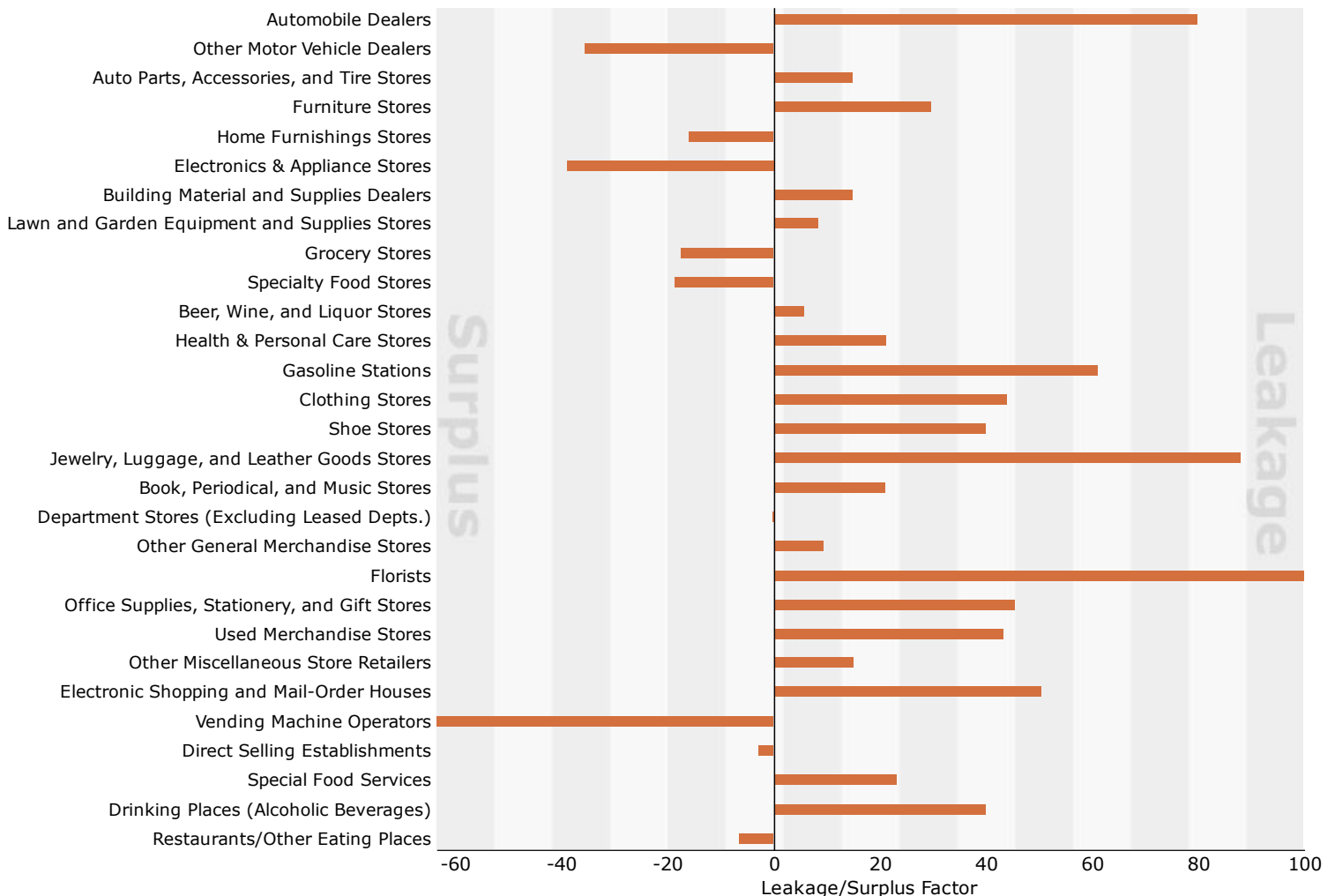
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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December 31, 2019



# Retail MarketPlace Profile

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

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

## Summary Demographics

2019 Population	122,354
2019 Households	48,433
2019 Median Disposable Income	\$75,106
2019 Per Capita Income	\$49,828

## 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	\$2,425,088,915	\$2,007,852,049	\$417,236,866	9.4	839
Total Retail Trade	44-45	\$2,183,683,416	\$1,737,146,731	\$446,536,685	11.4	545
Total Food & Drink	722	\$241,405,499	\$270,705,317	-\$29,299,818	-5.7	294

## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$465,410,903	\$138,173,241	\$327,237,662	54.2	51
Automobile Dealers	4411	\$371,347,391	\$60,511,404	\$310,835,987	72.0	12
Other Motor Vehicle Dealers	4412	\$46,933,596	\$47,770,132	-\$836,536	-0.9	9
Auto Parts, Accessories & Tire Stores	4413	\$47,129,916	\$29,891,706	\$17,238,210	22.4	30
Furniture & Home Furnishings Stores	442	\$70,087,900	\$72,454,556	-\$2,366,656	-1.7	46
Furniture Stores	4421	\$42,261,367	\$32,098,464	\$10,162,903	13.7	25
Home Furnishings Stores	4422	\$27,826,533	\$40,356,092	-\$12,529,559	-18.4	21
Electronics & Appliance Stores	443	\$54,257,469	\$76,580,435	-\$22,322,966	-17.1	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$153,368,129	\$121,419,302	\$31,948,827	11.6	46
Bldg Material & Supplies Dealers	4441	\$146,553,784	\$116,976,854	\$29,576,930	11.2	37
Lawn & Garden Equip & Supply Stores	4442	\$6,814,345	\$4,442,449	\$2,371,896	21.1	9
Food & Beverage Stores	445	\$384,977,381	\$423,068,919	-\$38,091,538	-4.7	52
Grocery Stores	4451	\$336,647,612	\$391,955,322	-\$55,307,710	-7.6	29
Specialty Food Stores	4452	\$12,685,058	\$10,102,855	\$2,582,203	11.3	14
Beer, Wine & Liquor Stores	4453	\$35,644,712	\$21,010,742	\$14,633,970	25.8	9
Health & Personal Care Stores	446,4461	\$137,281,920	\$124,494,209	\$12,787,711	4.9	67
Gasoline Stations	447,4471	\$250,905,966	\$60,067,025	\$190,838,941	61.4	19
Clothing & Clothing Accessories Stores	448	\$102,542,806	\$131,303,980	-\$28,761,174	-12.3	75
Clothing Stores	4481	\$63,753,247	\$103,690,665	-\$39,937,418	-23.9	56
Shoe Stores	4482	\$19,055,626	\$12,281,589	\$6,774,037	21.6	9
Jewelry, Luggage & Leather Goods Stores	4483	\$19,733,933	\$15,331,726	\$4,402,207	12.6	10
Sporting Goods, Hobby, Book & Music Stores	451	\$49,383,779	\$126,905,302	-\$77,521,523	-44.0	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,969,589	\$112,092,464	-\$73,122,875	-48.4	35
Book, Periodical & Music Stores	4512	\$10,414,190	\$14,812,838	-\$4,398,648	-17.4	4
General Merchandise Stores	452	\$408,253,246	\$394,312,191	\$13,941,055	1.7	30
Department Stores Excluding Leased Depts.	4521	\$303,650,324	\$226,251,720	\$77,398,604	14.6	14
Other General Merchandise Stores	4529	\$104,602,922	\$168,060,471	-\$63,457,549	-23.3	16
Miscellaneous Store Retailers	453	\$83,052,304	\$55,475,145	\$27,577,159	19.9	75
Florists	4531	\$3,874,706	\$2,602,808	\$1,271,898	19.6	5
Office Supplies, Stationery & Gift Stores	4532	\$17,243,637	\$13,435,977	\$3,807,660	12.4	18
Used Merchandise Stores	4533	\$9,525,949	\$7,468,600	\$2,057,349	12.1	20
Other Miscellaneous Store Retailers	4539	\$52,408,011	\$31,967,760	\$20,440,251	24.2	32
Nonstore Retailers	454	\$24,161,611	\$12,892,426	\$11,269,185	30.4	9
Electronic Shopping & Mail-Order Houses	4541	\$12,889,583	\$2,611,003	\$10,278,580	66.3	2
Vending Machine Operators	4542	\$3,646,180	\$6,878,053	-\$3,231,873	-30.7	2
Direct Selling Establishments	4543	\$7,625,849	\$3,403,369	\$4,222,480	38.3	4
Food Services & Drinking Places	722	\$241,405,499	\$270,705,317	-\$29,299,818	-5.7	294
Special Food Services	7223	\$6,397,115	\$3,082,084	\$3,315,031	35.0	8
Drinking Places - Alcoholic Beverages	7224	\$5,229,734	\$6,353,084	-\$1,123,350	-9.7	8
Restaurants/Other Eating Places	7225	\$229,778,649	\$261,270,149	-\$31,491,500	-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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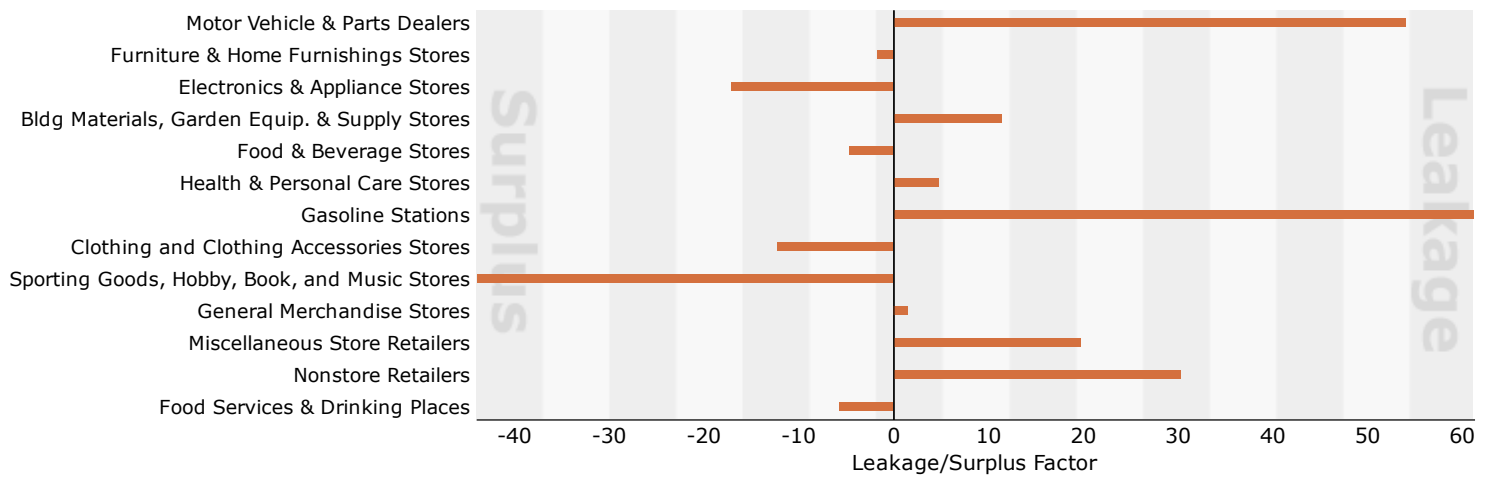
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Ring: 5 mile radius

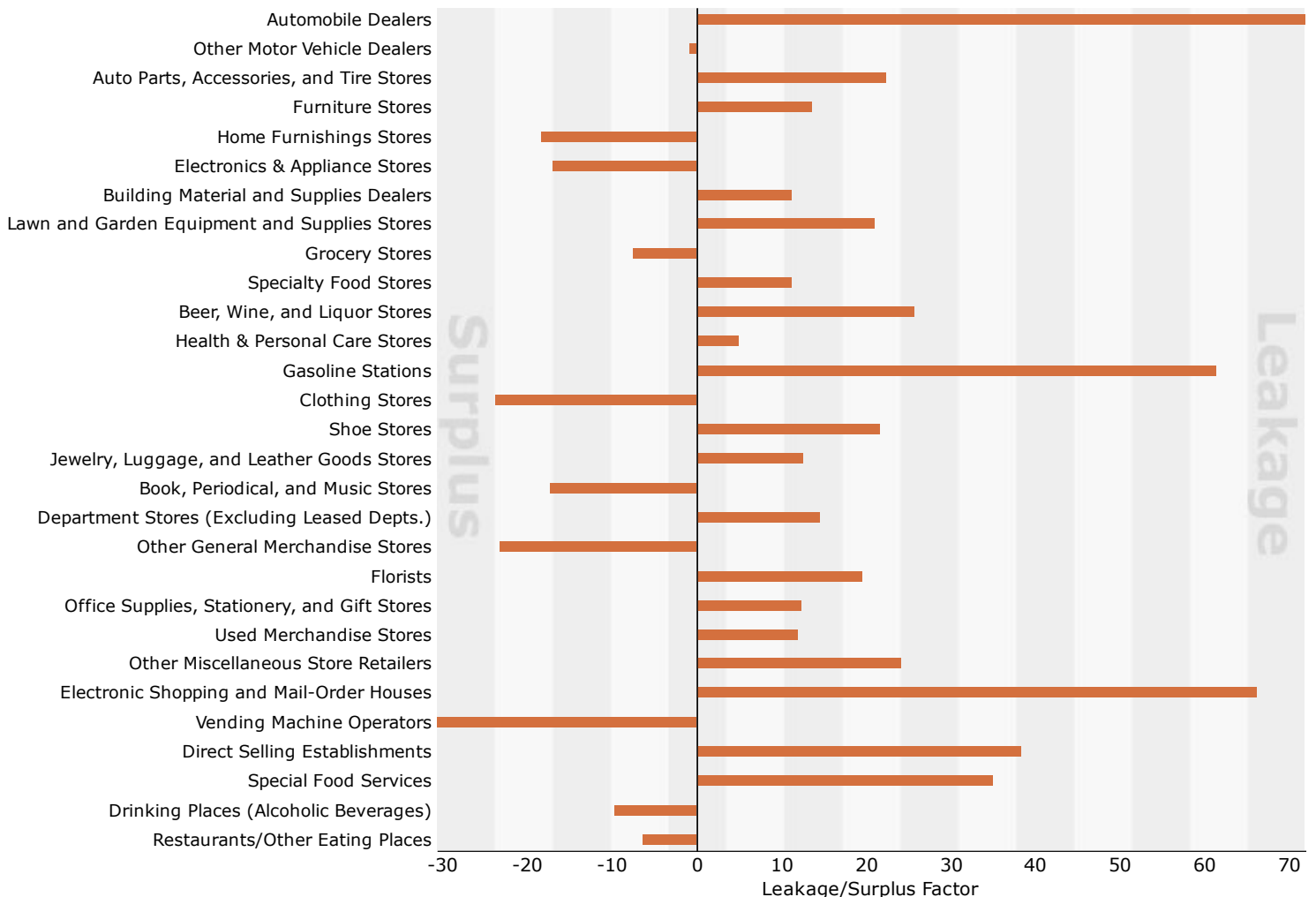
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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