



Retail MarketPlace Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Summary Demographics

2019 Population	23,993
2019 Households	12,135
2019 Median Disposable Income	\$24,629
2019 Per Capita Income	\$23,233

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	\$242,608,085	\$179,809,088	\$62,798,997	14.9	149
Total Retail Trade	44-45	\$218,745,896	\$156,020,561	\$62,725,335	16.7	97
Total Food & Drink	722	\$23,862,189	\$23,788,527	\$73,662	0.2	52

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$46,346,014	\$33,171,129	\$13,174,885	16.6	8
Automobile Dealers	4411	\$37,293,479	\$15,412,835	\$21,880,644	41.5	2
Other Motor Vehicle Dealers	4412	\$4,403,648	\$1,657,684	\$2,745,964	45.3	2
Auto Parts, Accessories & Tire Stores	4413	\$4,648,887	\$16,100,610	-\$11,451,723	-55.2	4
Furniture & Home Furnishings Stores	442	\$6,520,336	\$12,354,488	-\$5,834,152	-30.9	10
Furniture Stores	4421	\$4,258,830	\$2,940,292	\$1,318,538	18.3	3
Home Furnishings Stores	4422	\$2,261,506	\$9,414,196	-\$7,152,690	-61.3	7
Electronics & Appliance Stores	443	\$5,431,683	\$2,354,639	\$3,077,044	39.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,203,293	\$13,782,857	-\$1,579,564	-6.1	10
Bldg Material & Supplies Dealers	4441	\$11,651,623	\$9,399,983	\$2,251,640	10.7	9
Lawn & Garden Equip & Supply Stores	4442	\$551,671	\$4,382,874	-\$3,831,203	-77.6	1
Food & Beverage Stores	445	\$40,478,200	\$46,150,891	-\$5,672,691	-6.5	23
Grocery Stores	4451	\$35,645,571	\$43,660,192	-\$8,014,621	-10.1	19
Specialty Food Stores	4452	\$1,371,348	\$483,903	\$887,445	47.8	1
Beer, Wine & Liquor Stores	4453	\$3,461,282	\$2,006,796	\$1,454,486	26.6	3
Health & Personal Care Stores	446,4461	\$13,592,412	\$10,453,993	\$3,138,419	13.1	6
Gasoline Stations	447,4471	\$27,081,161	\$13,192,258	\$13,888,903	34.5	3
Clothing & Clothing Accessories Stores	448	\$9,933,601	\$1,866,531	\$8,067,070	68.4	4
Clothing Stores	4481	\$6,308,499	\$1,562,471	\$4,746,028	60.3	4
Shoe Stores	4482	\$1,884,858	\$0	\$1,884,858	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,740,243	\$0	\$1,740,243	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$4,827,330	\$4,247,391	\$579,939	6.4	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,677,680	\$1,478,056	\$2,199,624	42.7	3
Book, Periodical & Music Stores	4512	\$1,149,650	\$2,769,335	-\$1,619,685	-41.3	4
General Merchandise Stores	452	\$41,013,622	\$1,640,872	\$39,372,750	92.3	2
Department Stores Excluding Leased Depts.	4521	\$30,082,765	\$0	\$30,082,765	100.0	0
Other General Merchandise Stores	4529	\$10,930,857	\$1,640,872	\$9,289,985	73.9	2
Miscellaneous Store Retailers	453	\$8,955,232	\$14,918,762	-\$5,963,530	-25.0	20
Florists	4531	\$283,541	\$1,178,442	-\$894,901	-61.2	2
Office Supplies, Stationery & Gift Stores	4532	\$1,665,502	\$52,918	\$1,612,584	93.8	1
Used Merchandise Stores	4533	\$996,693	\$8,929,285	-\$7,932,592	-79.9	9
Other Miscellaneous Store Retailers	4539	\$6,009,495	\$4,758,117	\$1,251,378	11.6	9
Nonstore Retailers	454	\$2,363,012	\$1,886,751	\$476,261	11.2	2
Electronic Shopping & Mail-Order Houses	4541	\$1,283,087	\$641,981	\$641,106	33.3	1
Vending Machine Operators	4542	\$390,147	\$0	\$390,147	100.0	0
Direct Selling Establishments	4543	\$689,778	\$1,244,770	-\$554,992	-28.7	1
Food Services & Drinking Places	722	\$23,862,189	\$23,788,527	\$73,662	0.2	52
Special Food Services	7223	\$614,601	\$0	\$614,601	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$544,111	\$3,324,017	-\$2,779,906	-71.9	6
Restaurants/Other Eating Places	7225	\$22,703,477	\$20,173,784	\$2,529,693	5.9	45

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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April 15, 2020



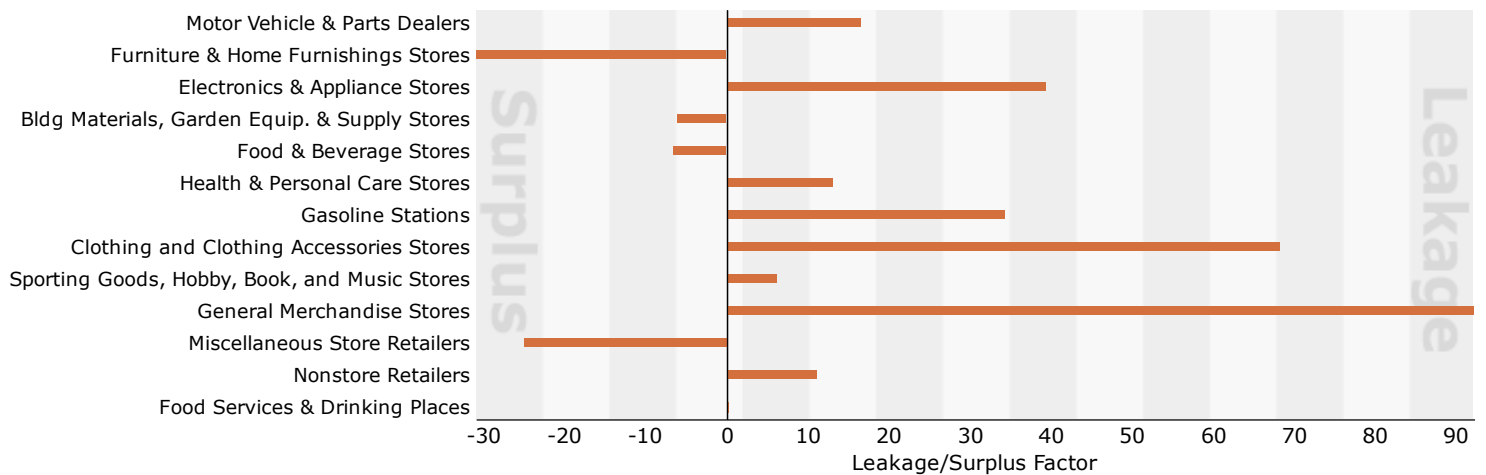
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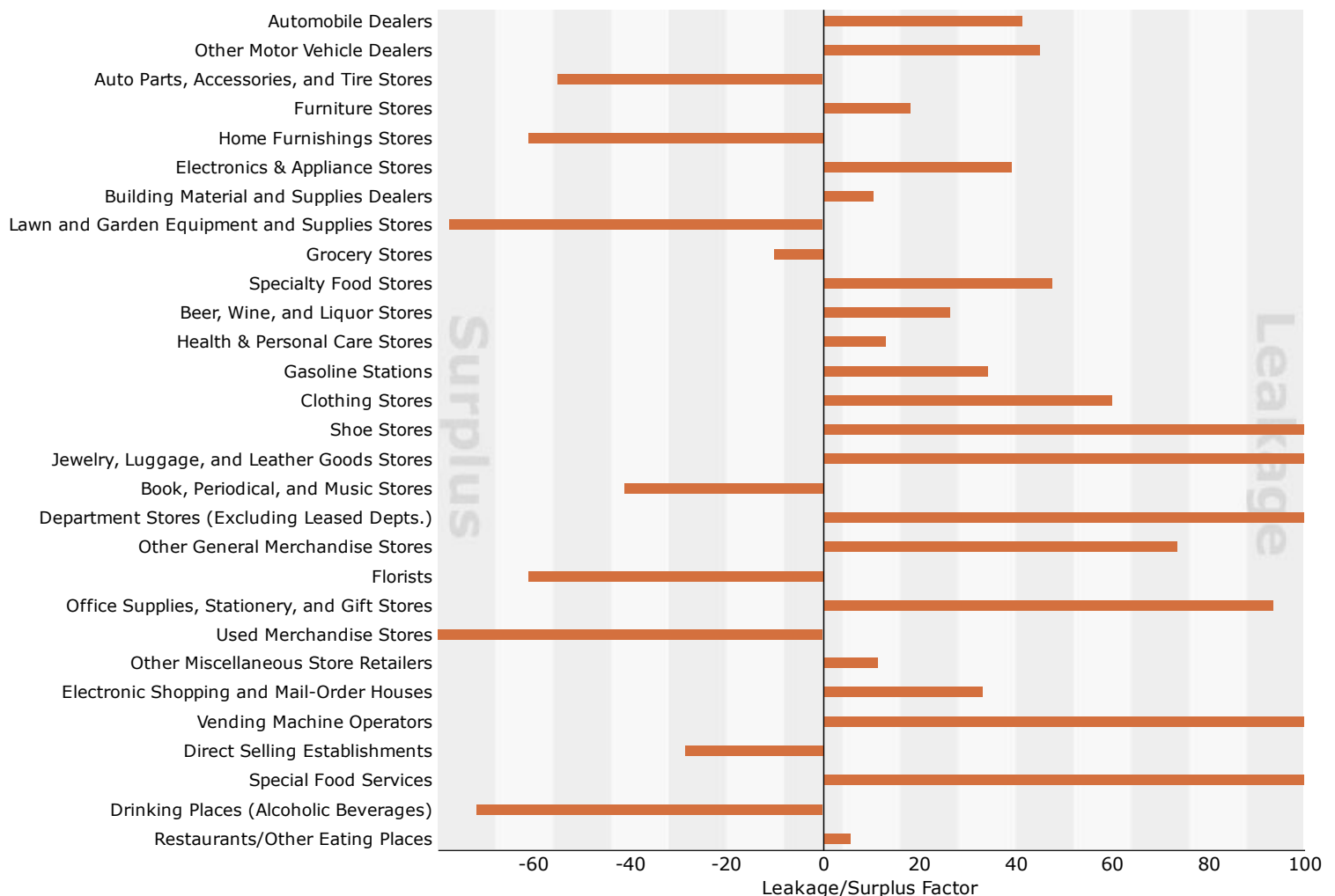
Prepared by Charlotte Hollkamp

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.23219
Longitude: -85.74940

Summary Demographics

2019 Population	122,263
2019 Households	53,863
2019 Median Disposable Income	\$30,526
2019 Per Capita Income	\$25,385

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	\$1,302,914,764	\$1,648,933,683	-\$346,018,919	-11.7	1,258
Total Retail Trade	44-45	\$1,175,562,671	\$1,277,568,320	-\$102,005,649	-4.2	734
Total Food & Drink	722	\$127,352,092	\$371,365,363	-\$244,013,271	-48.9	524

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$250,799,951	\$153,490,478	\$97,309,473	24.1	60
Automobile Dealers	4411	\$201,406,498	\$103,214,584	\$98,191,914	32.2	25
Other Motor Vehicle Dealers	4412	\$24,324,488	\$13,844,944	\$10,479,544	27.5	11
Auto Parts, Accessories & Tire Stores	4413	\$25,068,965	\$36,430,950	-\$11,361,985	-18.5	23
Furniture & Home Furnishings Stores	442	\$35,618,232	\$72,479,014	-\$36,860,782	-34.1	37
Furniture Stores	4421	\$22,765,131	\$23,277,677	-\$512,546	-1.1	13
Home Furnishings Stores	4422	\$12,853,101	\$49,201,338	-\$36,348,237	-58.6	24
Electronics & Appliance Stores	443	\$28,906,943	\$33,037,982	-\$4,131,039	-6.7	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$70,532,981	\$92,324,945	-\$21,791,964	-13.4	56
Bldg Material & Supplies Dealers	4441	\$67,344,317	\$83,228,416	-\$15,884,099	-10.5	50
Lawn & Garden Equip & Supply Stores	4442	\$3,188,664	\$9,096,529	-\$5,907,865	-48.1	6
Food & Beverage Stores	445	\$214,484,390	\$340,988,246	-\$126,503,856	-22.8	133
Grocery Stores	4451	\$188,705,300	\$288,683,625	-\$99,978,325	-20.9	81
Specialty Food Stores	4452	\$7,266,216	\$9,770,895	-\$2,504,679	-14.7	12
Beer, Wine & Liquor Stores	4453	\$18,512,875	\$42,533,726	-\$24,020,851	-39.3	41
Health & Personal Care Stores	446,4461	\$73,813,941	\$107,317,290	-\$33,503,349	-18.5	56
Gasoline Stations	447,4471	\$143,558,964	\$140,178,722	\$3,380,242	1.2	39
Clothing & Clothing Accessories Stores	448	\$52,928,962	\$40,863,667	\$12,065,295	12.9	67
Clothing Stores	4481	\$33,464,406	\$25,527,138	\$7,937,268	13.5	45
Shoe Stores	4482	\$10,033,167	\$6,451,909	\$3,581,258	21.7	7
Jewelry, Luggage & Leather Goods Stores	4483	\$9,431,389	\$8,884,620	\$546,769	3.0	15
Sporting Goods, Hobby, Book & Music Stores	451	\$25,777,504	\$35,734,348	-\$9,956,844	-16.2	46
Sporting Goods/Hobby/Musical Instr Stores	4511	\$19,948,963	\$23,180,350	-\$3,231,387	-7.5	28
Book, Periodical & Music Stores	4512	\$5,828,541	\$12,553,999	-\$6,725,458	-36.6	18
General Merchandise Stores	452	\$218,720,492	\$53,794,763	\$164,925,729	60.5	30
Department Stores Excluding Leased Depts.	4521	\$160,800,022	\$2,054,275	\$158,745,747	97.5	3
Other General Merchandise Stores	4529	\$57,920,470	\$51,740,487	\$6,179,983	5.6	27
Miscellaneous Store Retailers	453	\$47,555,356	\$182,339,257	-\$134,783,901	-58.6	159
Florists	4531	\$1,664,430	\$5,440,876	-\$3,776,446	-53.1	15
Office Supplies, Stationery & Gift Stores	4532	\$8,979,439	\$12,303,337	-\$3,323,898	-15.6	21
Used Merchandise Stores	4533	\$5,217,319	\$26,214,965	-\$20,997,646	-66.8	55
Other Miscellaneous Store Retailers	4539	\$31,694,169	\$138,380,079	-\$106,685,910	-62.7	68
Nonstore Retailers	454	\$12,864,953	\$25,019,608	-\$12,154,655	-32.1	23
Electronic Shopping & Mail-Order Houses	4541	\$7,053,115	\$9,713,030	-\$2,659,915	-15.9	6
Vending Machine Operators	4542	\$2,045,998	\$5,697,916	-\$3,651,918	-47.2	5
Direct Selling Establishments	4543	\$3,765,841	\$9,608,662	-\$5,842,821	-43.7	11
Food Services & Drinking Places	722	\$127,352,092	\$371,365,363	-\$244,013,271	-48.9	524
Special Food Services	7223	\$3,286,229	\$16,015,767	-\$12,729,538	-65.9	24
Drinking Places - Alcoholic Beverages	7224	\$2,900,050	\$22,934,057	-\$20,034,007	-77.5	48
Restaurants/Other Eating Places	7225	\$121,165,813	\$332,415,539	-\$211,249,726	-46.6	452

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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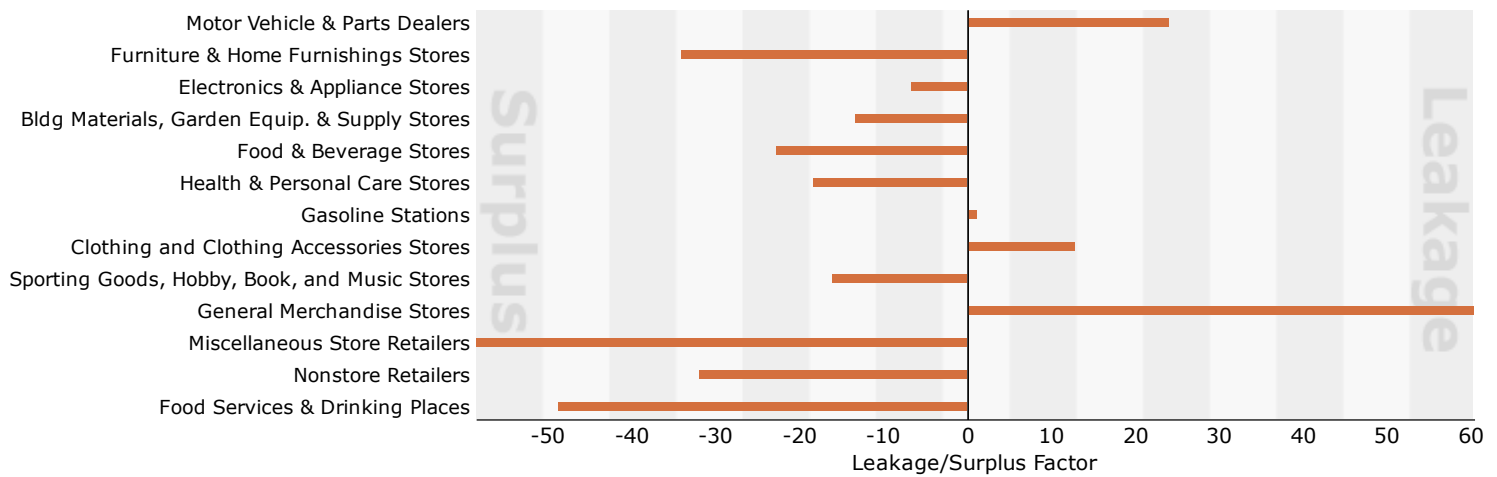
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Ring: 3 mile radius

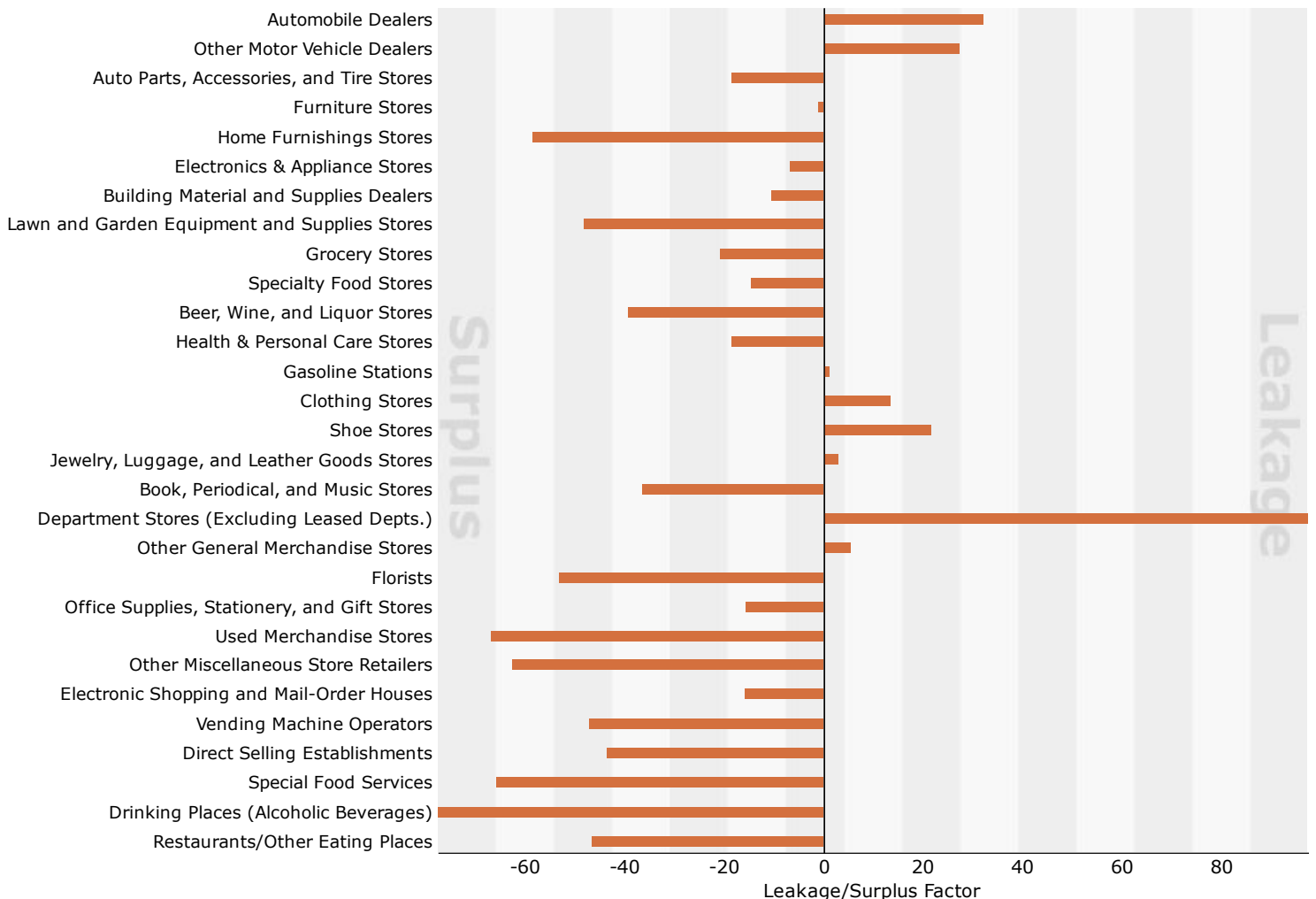
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

1253 S Preston St, Louisville, Kentucky, 40203
Ring: 5 mile radius

Prepared by Charlotte Hollkamp
Latitude: 38.23219
Longitude: -85.74940

Summary Demographics

2019 Population	270,530
2019 Households	117,349
2019 Median Disposable Income	\$34,191
2019 Per Capita Income	\$26,514

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	\$3,090,935,611	\$3,124,433,767	-\$33,498,156	-0.5	2,130
Total Retail Trade	44-45	\$2,791,523,501	\$2,581,827,413	\$209,696,088	3.9	1,351
Total Food & Drink	722	\$299,412,111	\$542,606,354	-\$243,194,243	-28.9	779

2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$598,516,809	\$473,997,349	\$124,519,460	11.6	145
Automobile Dealers	4411	\$479,199,093	\$321,348,986	\$157,850,107	19.7	65
Other Motor Vehicle Dealers	4412	\$59,556,031	\$86,267,252	-\$26,711,221	-18.3	25
Auto Parts, Accessories & Tire Stores	4413	\$59,761,685	\$66,381,111	-\$6,619,426	-5.2	55
Furniture & Home Furnishings Stores	442	\$84,800,251	\$127,047,483	-\$42,247,232	-19.9	65
Furniture Stores	4421	\$53,534,823	\$39,392,614	\$14,142,209	15.2	22
Home Furnishings Stores	4422	\$31,265,428	\$87,654,869	-\$56,389,441	-47.4	43
Electronics & Appliance Stores	443	\$68,979,326	\$46,945,848	\$22,033,478	19.0	47
Bldg Materials, Garden Equip. & Supply Stores	444	\$176,384,994	\$228,254,533	-\$51,869,539	-12.8	117
Bldg Material & Supplies Dealers	4441	\$168,067,671	\$215,244,991	-\$47,177,320	-12.3	108
Lawn & Garden Equip & Supply Stores	4442	\$8,317,324	\$13,009,542	-\$4,692,218	-22.0	9
Food & Beverage Stores	445	\$503,904,791	\$650,078,553	-\$146,173,762	-12.7	252
Grocery Stores	4451	\$442,995,955	\$556,563,813	-\$113,567,858	-11.4	158
Specialty Food Stores	4452	\$17,408,849	\$20,510,404	-\$3,101,555	-8.2	24
Beer, Wine & Liquor Stores	4453	\$43,499,987	\$73,004,336	-\$29,504,349	-25.3	70
Health & Personal Care Stores	446,4461	\$177,089,517	\$264,606,081	-\$87,516,564	-19.8	107
Gasoline Stations	447,4471	\$336,896,287	\$243,033,608	\$93,862,679	16.2	75
Clothing & Clothing Accessories Stores	448	\$124,027,473	\$74,167,098	\$49,860,375	25.2	113
Clothing Stores	4481	\$78,101,156	\$48,002,745	\$30,098,411	23.9	78
Shoe Stores	4482	\$23,514,084	\$14,278,168	\$9,235,916	24.4	14
Jewelry, Luggage & Leather Goods Stores	4483	\$22,412,233	\$11,886,185	\$10,526,048	30.7	22
Sporting Goods, Hobby, Book & Music Stores	451	\$61,119,519	\$70,146,101	-\$9,026,582	-6.9	79
Sporting Goods/Hobby/Musical Instr Stores	4511	\$47,776,583	\$49,700,280	-\$1,923,697	-2.0	55
Book, Periodical & Music Stores	4512	\$13,342,936	\$20,445,821	-\$7,102,885	-21.0	24
General Merchandise Stores	452	\$514,184,806	\$116,356,326	\$397,828,480	63.1	64
Department Stores Excluding Leased Depts.	4521	\$378,844,886	\$35,442,092	\$343,402,794	82.9	12
Other General Merchandise Stores	4529	\$135,339,920	\$80,914,233	\$54,425,687	25.2	52
Miscellaneous Store Retailers	453	\$112,864,985	\$236,018,487	-\$123,153,502	-35.3	251
Florists	4531	\$4,299,237	\$7,928,914	-\$3,629,677	-29.7	26
Office Supplies, Stationery & Gift Stores	4532	\$21,365,938	\$23,062,894	-\$1,696,956	-3.8	31
Used Merchandise Stores	4533	\$12,519,714	\$33,868,873	-\$21,349,159	-46.0	79
Other Miscellaneous Store Retailers	4539	\$74,680,095	\$171,157,806	-\$96,477,711	-39.2	115
Nonstore Retailers	454	\$32,754,742	\$51,175,947	-\$18,421,205	-21.9	35
Electronic Shopping & Mail-Order Houses	4541	\$18,567,425	\$10,357,533	\$8,209,892	28.4	7
Vending Machine Operators	4542	\$4,691,603	\$25,321,329	-\$20,629,726	-68.7	12
Direct Selling Establishments	4543	\$9,495,714	\$15,497,085	-\$6,001,371	-24.0	16
Food Services & Drinking Places	722	\$299,412,111	\$542,606,354	-\$243,194,243	-28.9	779
Special Food Services	7223	\$7,780,387	\$19,709,345	-\$11,928,958	-43.4	38
Drinking Places - Alcoholic Beverages	7224	\$6,962,885	\$29,550,402	-\$22,587,517	-61.9	70
Restaurants/Other Eating Places	7225	\$284,668,838	\$493,346,607	-\$208,677,769	-26.8	672

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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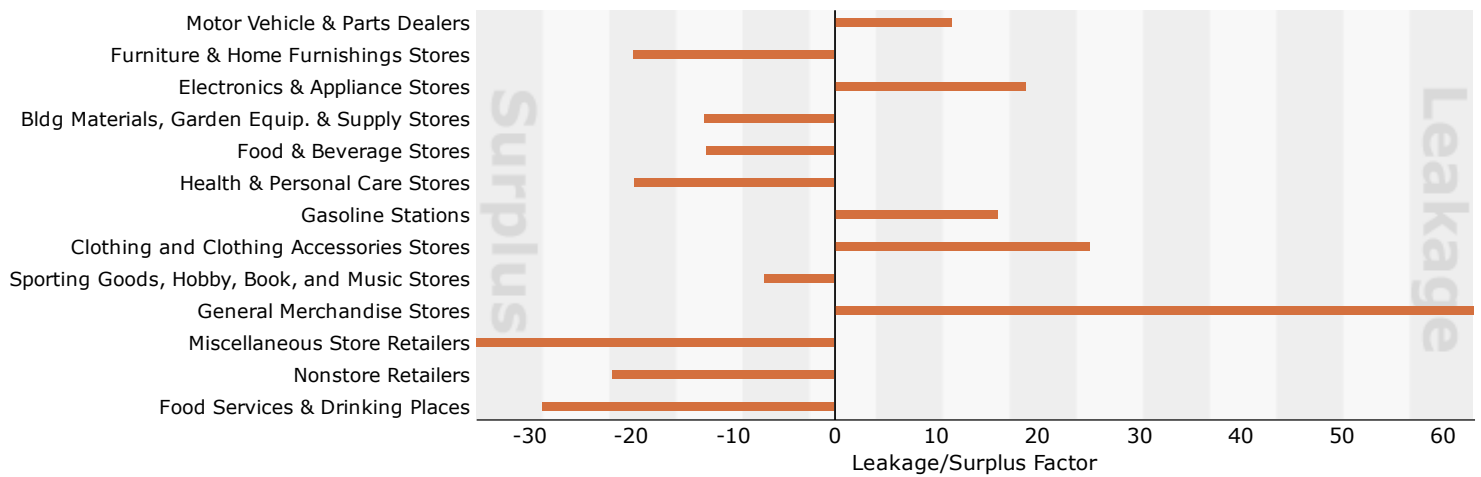
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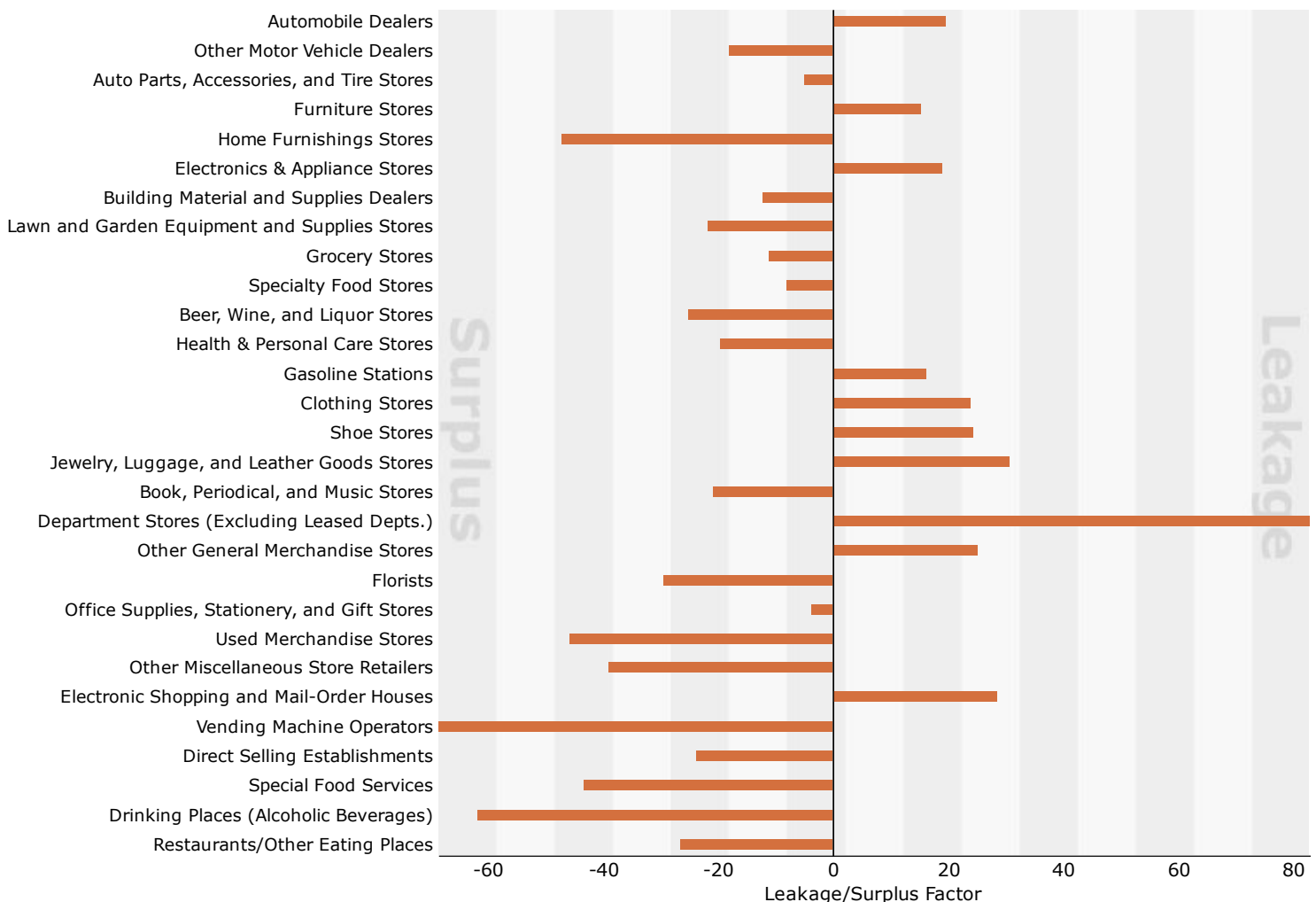
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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