



# Retail MarketPlace Profile

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28911  
Longitude: -85.51468

## Summary Demographics

2020 Population	3,556
2020 Households	1,458
2020 Median Disposable Income	\$90,246
2020 Per Capita Income	\$55,006

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

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	\$88,039,672	\$135,529,924	-\$47,490,252	-21.2	48
Total Retail Trade	44-45	\$79,086,910	\$119,958,277	-\$40,871,367	-20.5	29
Total Food & Drink	722	\$8,952,762	\$15,571,647	-\$6,618,885	-27.0	19
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,971,459	\$7,956,350	\$9,015,109	36.2	4
Automobile Dealers	4411	\$13,564,568	\$0	\$13,564,568	100.0	0
Other Motor Vehicle Dealers	4412	\$1,728,847	\$2,386,513	-\$657,666	-16.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,678,044	\$2,703,139	-\$1,025,095	-23.4	3
Furniture & Home Furnishings Stores	442	\$2,592,117	\$3,659,010	-\$1,066,893	-17.1	3
Furniture Stores	4421	\$1,577,797	\$1,290,383	\$287,414	10.0	1
Home Furnishings Stores	4422	\$1,014,319	\$2,368,626	-\$1,354,307	-40.0	1
Electronics & Appliance Stores	443	\$2,006,977	\$9,834,932	-\$7,827,955	-66.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,460,245	\$8,281,760	-\$2,821,515	-20.5	4
Bldg Material & Supplies Dealers	4441	\$5,245,730	\$7,843,432	-\$2,597,702	-19.8	3
Lawn & Garden Equip & Supply Stores	4442	\$214,515	\$438,328	-\$223,813	-34.3	1
Food & Beverage Stores	445	\$13,850,248	\$50,496,189	-\$36,645,941	-57.0	3
Grocery Stores	4451	\$12,126,794	\$47,032,218	-\$34,905,424	-59.0	2
Specialty Food Stores	4452	\$458,828	\$1,346,585	-\$887,757	-49.2	1
Beer, Wine & Liquor Stores	4453	\$1,264,626	\$2,117,386	-\$852,760	-25.2	1
Health & Personal Care Stores	446,4461	\$4,720,418	\$4,527,733	\$192,685	2.1	3
Gasoline Stations	447,4471	\$9,147,698	\$4,841,487	\$4,306,211	30.8	1
Clothing & Clothing Accessories Stores	448	\$3,787,021	\$1,916,521	\$1,870,500	32.8	2
Clothing Stores	4481	\$2,355,625	\$1,176,834	\$1,178,791	33.4	1
Shoe Stores	4482	\$729,777	\$0	\$729,777	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$701,618	\$284,640	\$416,978	42.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,821,549	\$5,905,212	-\$4,083,663	-52.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,433,463	\$5,905,212	-\$4,471,749	-60.9	2
Book, Periodical & Music Stores	4512	\$388,086	\$0	\$388,086	100.0	0
General Merchandise Stores	452	\$14,972,543	\$19,296,447	-\$4,323,904	-12.6	2
Department Stores Excluding Leased Depts.	4521	\$11,174,683	\$18,524,697	-\$7,350,014	-24.7	1
Other General Merchandise Stores	4529	\$3,797,861	\$0	\$3,797,861	100.0	0
Miscellaneous Store Retailers	453	\$2,956,260	\$842,056	\$2,114,204	55.7	1
Florists	4531	\$123,328	\$0	\$123,328	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$639,792	\$0	\$639,792	100.0	0
Used Merchandise Stores	4533	\$351,935	\$0	\$351,935	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,841,206	\$584,169	\$1,257,037	51.8	1
Nonstore Retailers	454	\$800,374	\$2,400,580	-\$1,600,206	-50.0	1
Electronic Shopping & Mail-Order Houses	4541	\$471,899	\$0	\$471,899	100.0	0
Vending Machine Operators	4542	\$132,586	\$0	\$132,586	100.0	0
Direct Selling Establishments	4543	\$195,889	\$1,026,982	-\$831,093	-68.0	1
Food Services & Drinking Places	722	\$8,952,762	\$15,571,647	-\$6,618,885	-27.0	19
Special Food Services	7223	\$239,150	\$0	\$239,150	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$189,590	\$390,872	-\$201,282	-34.7	1
Restaurants/Other Eating Places	7225	\$8,524,022	\$14,852,582	-\$6,328,560	-27.1	17

**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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July 20, 2020



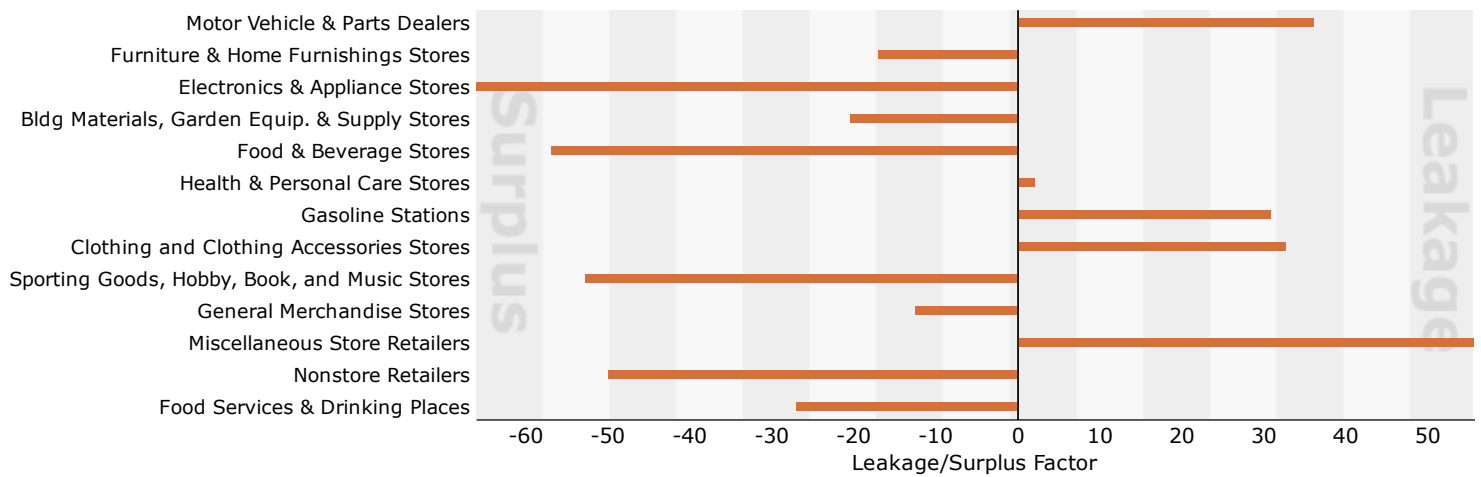
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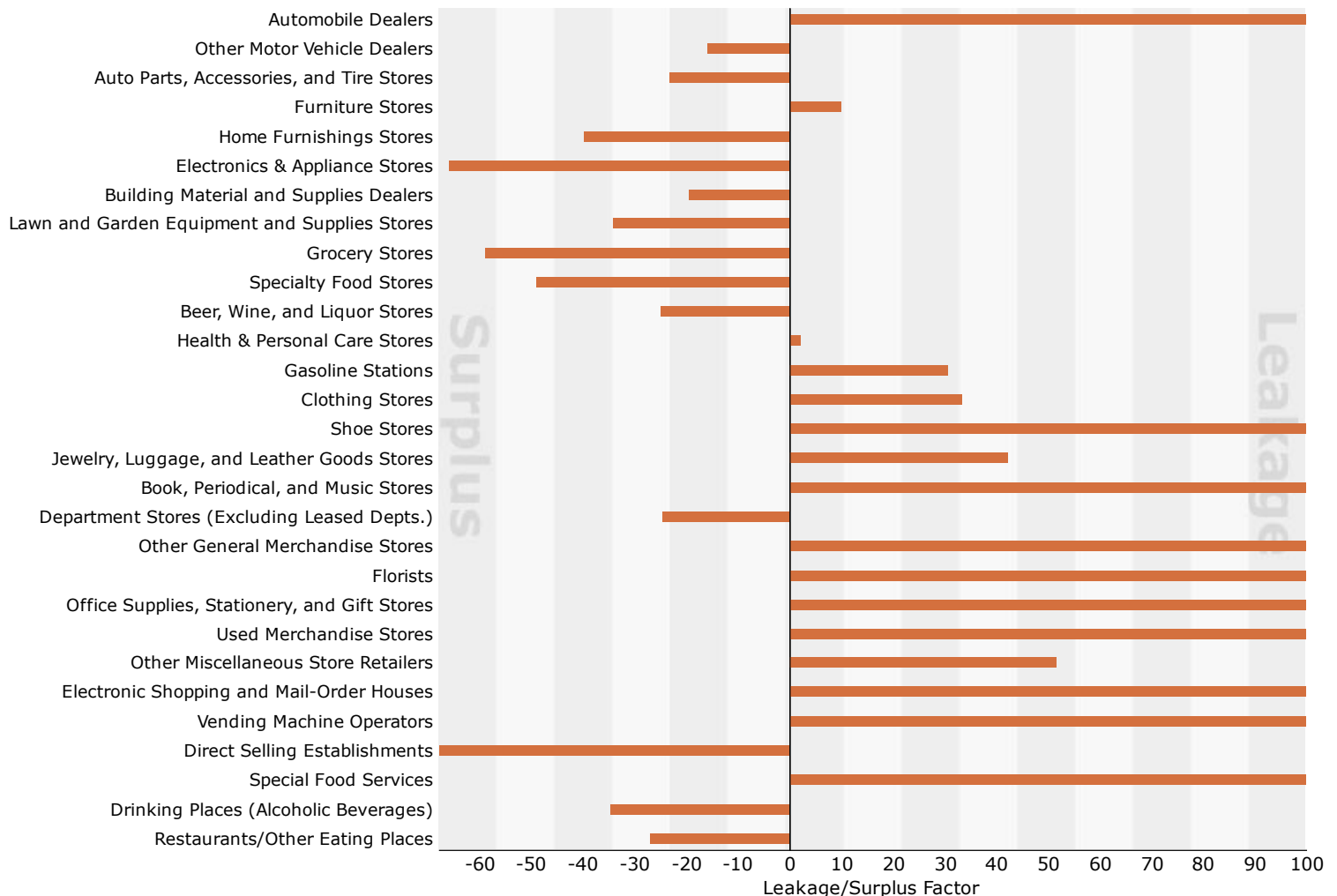
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
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## Summary Demographics

2020 Population	47,637
2020 Households	18,421
2020 Median Disposable Income	\$75,869
2020 Per Capita Income	\$50,937

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
<b>2017 Industry Summary</b>						
Total Retail Trade and Food & Drink	44-45,722	\$960,361,158	\$808,381,237	\$151,979,921	8.6	295
Total Retail Trade	44-45	\$864,298,503	\$703,565,718	\$160,732,785	10.3	184
Total Food & Drink	722	\$96,062,655	\$104,815,519	-\$8,752,864	-4.4	112
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
<b>2017 Industry Group</b>						
Motor Vehicle & Parts Dealers	441	\$184,662,970	\$64,036,684	\$120,626,286	48.5	23
Automobile Dealers	4411	\$147,415,125	\$14,308,079	\$133,107,046	82.3	4
Other Motor Vehicle Dealers	4412	\$18,643,018	\$36,675,878	-\$18,032,860	-32.6	6
Auto Parts, Accessories & Tire Stores	4413	\$18,604,826	\$13,052,727	\$5,552,099	17.5	14
Furniture & Home Furnishings Stores	442	\$27,907,645	\$21,924,123	\$5,983,522	12.0	18
Furniture Stores	4421	\$16,853,028	\$8,174,139	\$8,678,889	34.7	10
Home Furnishings Stores	4422	\$11,054,617	\$13,749,984	-\$2,695,367	-10.9	8
Electronics & Appliance Stores	443	\$21,595,625	\$43,104,071	-\$21,508,446	-33.2	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$60,833,005	\$47,202,600	\$13,630,405	12.6	19
Bldg Material & Supplies Dealers	4441	\$58,161,930	\$45,217,904	\$12,944,026	12.5	15
Lawn & Garden Equip & Supply Stores	4442	\$2,671,076	\$1,984,696	\$686,380	14.7	4
Food & Beverage Stores	445	\$151,895,767	\$211,499,095	-\$59,603,328	-16.4	21
Grocery Stores	4451	\$132,808,794	\$192,555,087	-\$59,746,293	-18.4	9
Specialty Food Stores	4452	\$5,004,772	\$6,454,186	-\$1,449,414	-12.6	6
Beer, Wine & Liquor Stores	4453	\$14,082,202	\$12,489,822	\$1,592,380	6.0	5
Health & Personal Care Stores	446,4461	\$53,648,387	\$32,921,366	\$20,727,021	23.9	20
Gasoline Stations	447,4471	\$99,243,742	\$24,085,024	\$75,158,718	60.9	9
Clothing & Clothing Accessories Stores	448	\$40,839,890	\$13,003,144	\$27,836,746	51.7	12
Clothing Stores	4481	\$25,367,368	\$9,436,363	\$15,931,005	45.8	8
Shoe Stores	4482	\$7,620,849	\$3,072,472	\$4,548,377	42.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,851,673	\$494,309	\$7,357,364	88.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$19,622,716	\$48,323,075	-\$28,700,359	-42.2	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,470,926	\$45,539,400	-\$30,068,474	-49.3	11
Book, Periodical & Music Stores	4512	\$4,151,790	\$2,783,675	\$1,368,115	19.7	1
General Merchandise Stores	452	\$161,906,653	\$167,760,292	-\$5,853,639	-1.8	12
Department Stores Excluding Leased Depts.	4521	\$120,569,772	\$116,940,122	\$3,629,650	1.5	7
Other General Merchandise Stores	4529	\$41,336,881	\$50,820,170	-\$9,483,289	-10.3	5
Miscellaneous Store Retailers	453	\$32,705,133	\$19,559,258	\$13,145,875	25.2	18
Florists	4531	\$1,534,690	\$0	\$1,534,690	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$6,863,179	\$2,728,791	\$4,134,388	43.1	6
Used Merchandise Stores	4533	\$3,789,491	\$1,309,363	\$2,480,128	48.6	3
Other Miscellaneous Store Retailers	4539	\$20,517,774	\$15,079,712	\$5,438,062	15.3	8
Nonstore Retailers	454	\$9,436,970	\$10,146,985	-\$710,015	-3.6	5
Electronic Shopping & Mail-Order Houses	4541	\$5,124,450	\$1,672,230	\$3,452,220	50.8	2
Vending Machine Operators	4542	\$1,440,521	\$5,501,924	-\$4,061,403	-58.5	1
Direct Selling Establishments	4543	\$2,872,000	\$2,972,831	-\$100,831	-1.7	3
Food Services & Drinking Places	722	\$96,062,655	\$104,815,519	-\$8,752,864	-4.4	112
Special Food Services	7223	\$2,550,407	\$1,364,138	\$1,186,269	30.3	3
Drinking Places - Alcoholic Beverages	7224	\$2,065,786	\$894,331	\$1,171,455	39.6	2
Restaurants/Other Eating Places	7225	\$91,446,463	\$102,557,050	-\$11,110,587	-5.7	106

**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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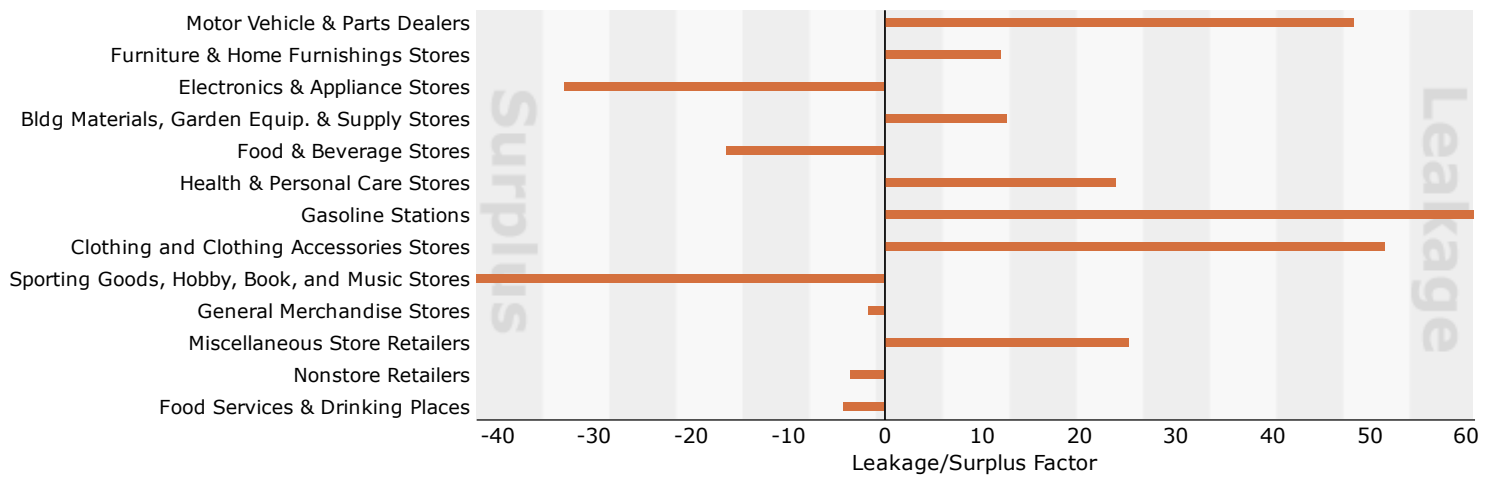
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Ring: 3 mile radius

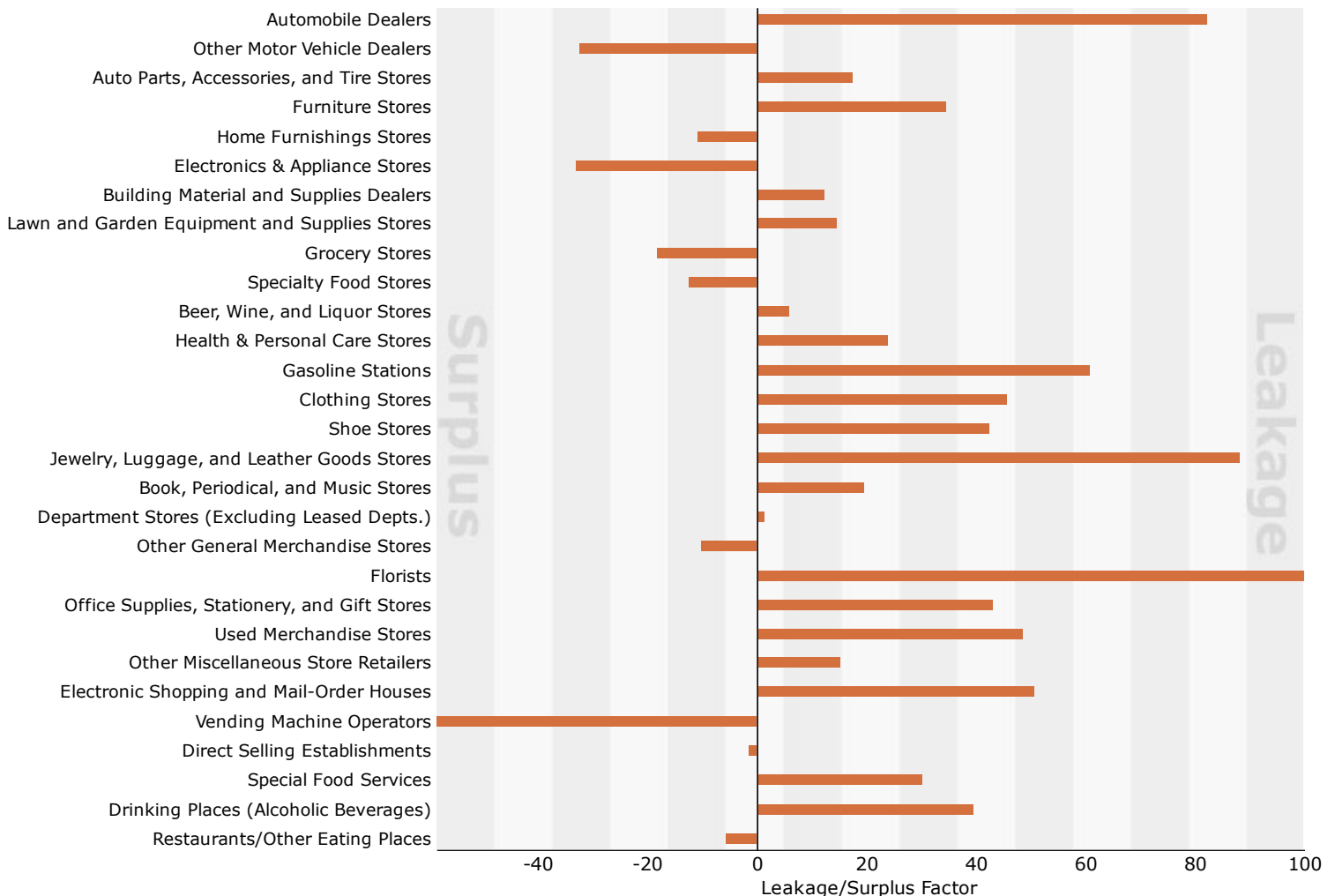
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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July 20, 2020



# Retail MarketPlace Profile

2614 Chamberlain Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28911  
Longitude: -85.51468

## Summary Demographics

2020 Population	126,116
2020 Households	50,040
2020 Median Disposable Income	\$75,943
2020 Per Capita Income	\$50,888

**NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.**

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	\$2,496,333,745	\$2,038,022,702	\$458,311,043	10.1	856
Total Retail Trade	44-45	\$2,247,755,922	\$1,758,670,173	\$489,085,749	12.2	556
Total Food & Drink	722	\$248,577,823	\$279,352,529	-\$30,774,706	-5.8	301
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$478,976,476	\$138,487,787	\$340,488,689	55.1	51
Automobile Dealers	4411	\$382,173,644	\$60,109,229	\$322,064,415	72.8	12
Other Motor Vehicle Dealers	4412	\$48,289,648	\$47,793,211	\$496,437	0.5	9
Auto Parts, Accessories & Tire Stores	4413	\$48,513,183	\$30,585,347	\$17,927,836	22.7	30
Furniture & Home Furnishings Stores	442	\$72,145,401	\$77,768,336	-\$5,622,935	-3.8	47
Furniture Stores	4421	\$43,512,628	\$36,855,725	\$6,656,903	8.3	26
Home Furnishings Stores	4422	\$28,632,773	\$40,912,611	-\$12,279,838	-17.7	21
Electronics & Appliance Stores	443	\$55,864,832	\$77,695,335	-\$21,830,503	-16.3	37
Bldg Materials, Garden Equip. & Supply Stores	444	\$157,749,998	\$122,821,051	\$34,928,947	12.4	46
Bldg Material & Supplies Dealers	4441	\$150,737,048	\$118,434,332	\$32,302,716	12.0	37
Lawn & Garden Equip & Supply Stores	4442	\$7,012,950	\$4,386,718	\$2,626,232	23.0	9
Food & Beverage Stores	445	\$396,357,913	\$424,860,565	-\$28,502,652	-3.5	53
Grocery Stores	4451	\$346,584,936	\$393,763,931	-\$47,178,995	-6.4	30
Specialty Food Stores	4452	\$13,060,033	\$10,080,647	\$2,979,386	12.9	14
Beer, Wine & Liquor Stores	4453	\$36,712,945	\$21,015,987	\$15,696,958	27.2	9
Health & Personal Care Stores	446,4461	\$141,284,270	\$126,557,747	\$14,726,523	5.5	68
Gasoline Stations	447,4471	\$258,244,714	\$60,014,441	\$198,230,273	62.3	19
Clothing & Clothing Accessories Stores	448	\$105,605,949	\$136,543,521	-\$30,937,572	-12.8	79
Clothing Stores	4481	\$65,653,236	\$106,923,568	-\$41,270,332	-23.9	59
Shoe Stores	4482	\$19,622,221	\$12,360,131	\$7,262,090	22.7	9
Jewelry, Luggage & Leather Goods Stores	4483	\$20,330,491	\$17,259,822	\$3,070,669	8.2	11
Sporting Goods, Hobby, Book & Music Stores	451	\$50,840,452	\$130,418,918	-\$79,578,466	-43.9	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$40,113,814	\$112,121,954	-\$72,008,140	-47.3	36
Book, Periodical & Music Stores	4512	\$10,726,639	\$18,296,964	-\$7,570,325	-26.1	5
General Merchandise Stores	452	\$420,310,964	\$394,064,009	\$26,246,955	3.2	30
Department Stores Excluding Leased Depts.	4521	\$312,624,451	\$226,227,696	\$86,396,755	16.0	14
Other General Merchandise Stores	4529	\$107,686,513	\$167,836,313	-\$60,149,800	-21.8	16
Miscellaneous Store Retailers	453	\$85,499,251	\$56,561,179	\$28,938,072	20.4	77
Florists	4531	\$3,988,673	\$2,602,314	\$1,386,359	21.0	5
Office Supplies, Stationery & Gift Stores	4532	\$17,752,622	\$13,815,999	\$3,936,623	12.5	18
Used Merchandise Stores	4533	\$9,809,917	\$7,533,681	\$2,276,236	13.1	20
Other Miscellaneous Store Retailers	4539	\$53,948,039	\$32,609,185	\$21,338,854	24.7	33
Nonstore Retailers	454	\$24,875,701	\$12,877,284	\$11,998,417	31.8	9
Electronic Shopping & Mail-Order Houses	4541	\$13,270,377	\$2,604,203	\$10,666,174	67.2	2
Vending Machine Operators	4542	\$3,754,022	\$6,875,204	-\$3,121,182	-29.4	2
Direct Selling Establishments	4543	\$7,851,302	\$3,397,878	\$4,453,424	39.6	4
Food Services & Drinking Places	722	\$248,577,823	\$279,352,529	-\$30,774,706	-5.8	301
Special Food Services	7223	\$6,586,455	\$3,270,153	\$3,316,302	33.6	9
Drinking Places - Alcoholic Beverages	7224	\$5,387,538	\$8,176,014	-\$2,788,476	-20.6	9
Restaurants/Other Eating Places	7225	\$236,603,830	\$267,906,363	-\$31,302,533	-6.2	283

**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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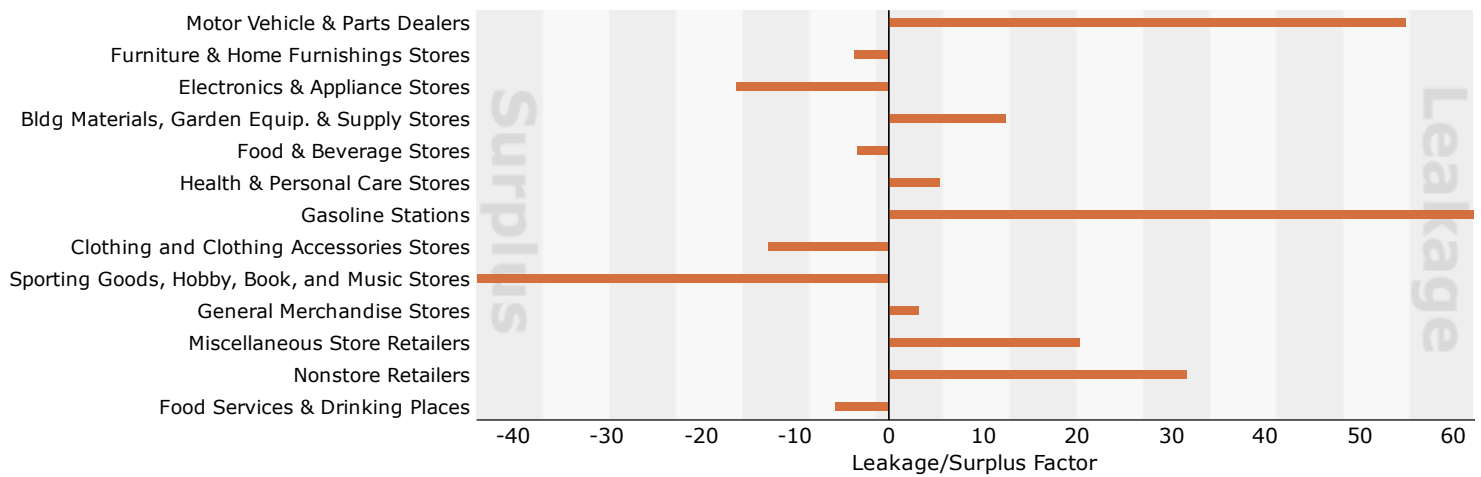
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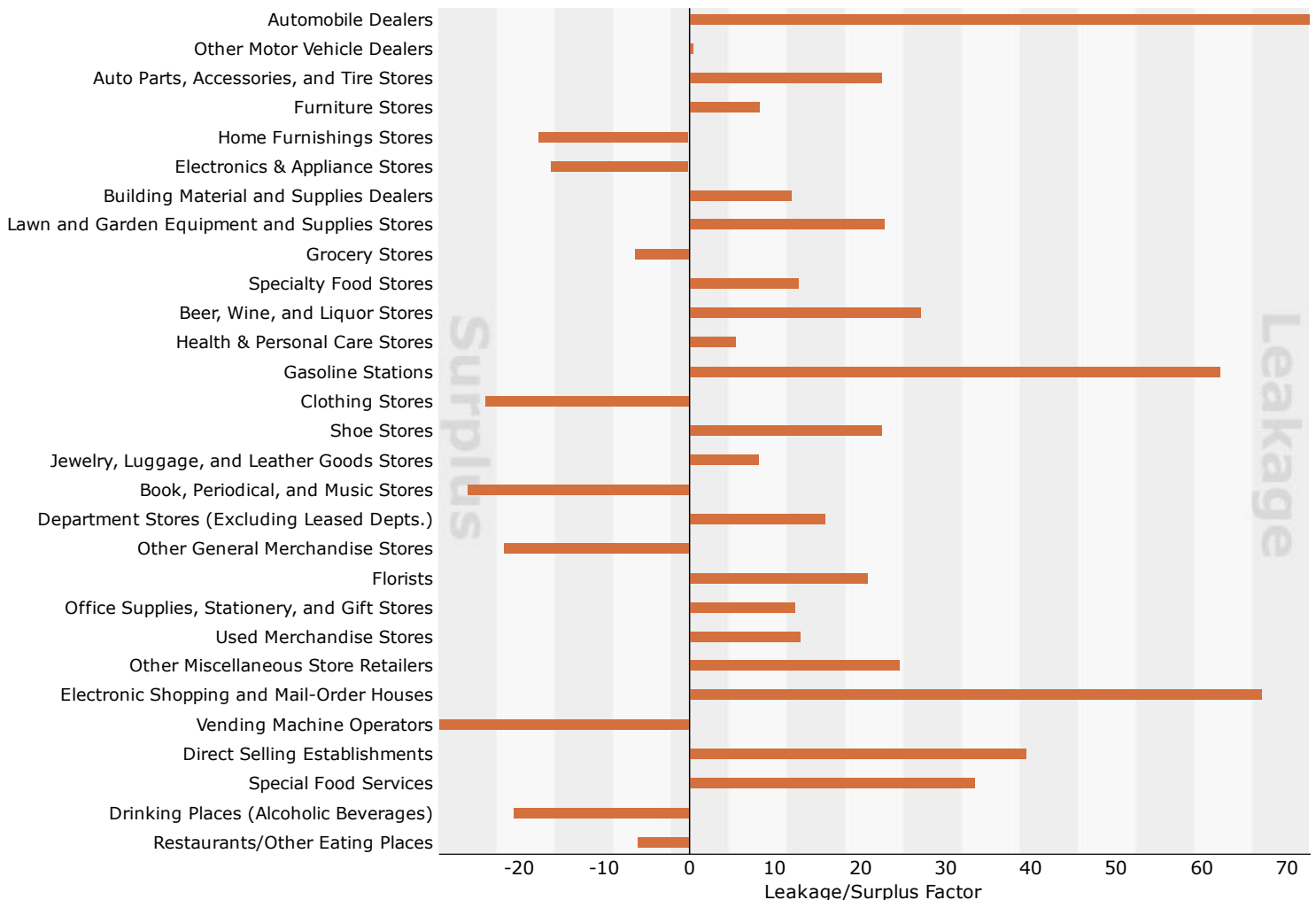
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### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group



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