



## Retail MarketPlace Profile

Anchorage Plaza- Phase Three  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 1 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28821  
Longitude: -85.51154

### Summary Demographics

2018 Population	4,280
2018 Households	1,858
2018 Median Disposable Income	\$76,378
2018 Per Capita Income	\$50,724

### 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	\$99,153,957	\$178,593,033	-\$79,439,076	-28.6	67
Total Retail Trade	44-45	\$89,088,387	\$155,537,001	-\$66,448,614	-27.2	39
Total Food & Drink	722	\$10,065,569	\$23,056,032	-\$12,990,463	-39.2	27

### 2017 Industry Group

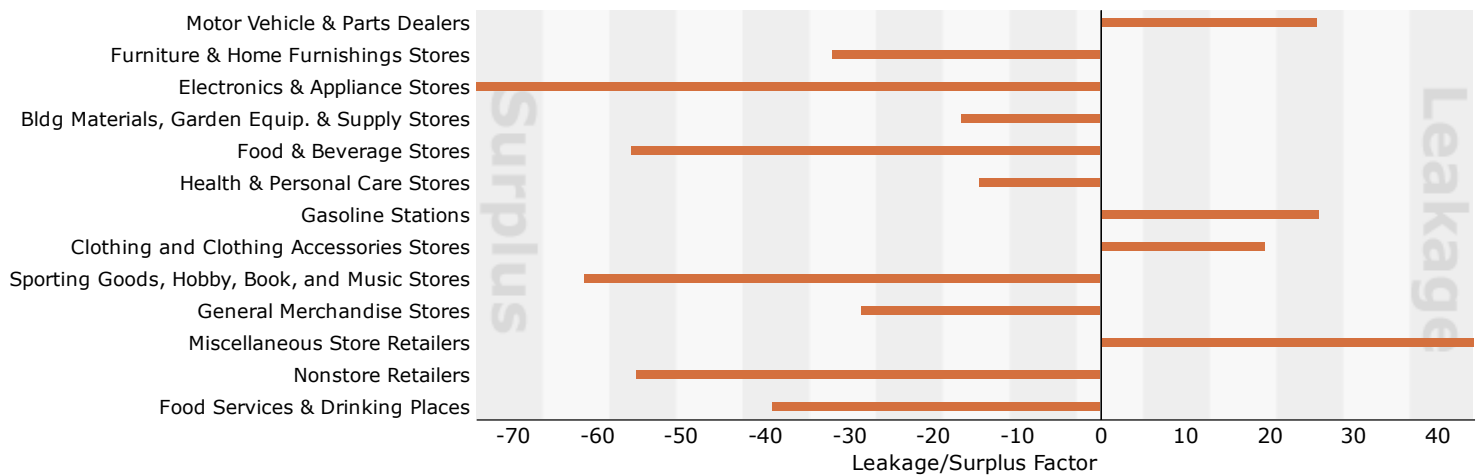
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,129,824	\$11,295,418	\$7,834,406	25.7	6
Automobile Dealers	4411	\$15,303,294	\$0	\$15,303,294	100.0	0
Other Motor Vehicle Dealers	4412	\$1,936,303	\$3,635,073	-\$1,698,770	-30.5	2
Auto Parts, Accessories & Tire Stores	4413	\$1,890,226	\$3,142,094	-\$1,251,868	-24.9	4
Furniture & Home Furnishings Stores	442	\$2,899,507	\$5,626,797	-\$2,727,290	-32.0	4
Furniture Stores	4421	\$1,774,530	\$2,052,620	-\$278,090	-7.3	2
Home Furnishings Stores	4422	\$1,124,976	\$3,574,177	-\$2,449,201	-52.1	2
Electronics & Appliance Stores	443	\$2,254,495	\$15,342,286	-\$13,087,791	-74.4	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,049,016	\$8,471,012	-\$2,421,996	-16.7	4
Bldg Material & Supplies Dealers	4441	\$5,810,439	\$7,852,041	-\$2,041,602	-14.9	3
Lawn & Garden Equip & Supply Stores	4442	\$238,577	\$618,971	-\$380,394	-44.4	1
Food & Beverage Stores	445	\$15,666,813	\$55,332,383	-\$39,665,570	-55.9	4
Grocery Stores	4451	\$13,725,093	\$51,047,112	-\$37,322,019	-57.6	2
Specialty Food Stores	4452	\$520,082	\$2,045,386	-\$1,525,304	-59.5	1
Beer, Wine & Liquor Stores	4453	\$1,421,638	\$2,239,885	-\$818,247	-22.3	1
Health & Personal Care Stores	446,4461	\$5,322,604	\$7,136,238	-\$1,813,634	-14.6	4
Gasoline Stations	447,4471	\$10,382,569	\$6,111,550	\$4,271,019	25.9	2
Clothing & Clothing Accessories Stores	448	\$4,244,542	\$2,857,142	\$1,387,400	19.5	3
Clothing Stores	4481	\$2,644,746	\$1,854,828	\$789,918	17.6	2
Shoe Stores	4482	\$818,738	\$717,207	\$101,531	6.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$781,057	\$285,107	\$495,950	46.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,043,036	\$8,594,099	-\$6,551,063	-61.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,604,804	\$8,594,099	-\$6,989,295	-68.5	3
Book, Periodical & Music Stores	4512	\$438,232	\$0	\$438,232	100.0	0
General Merchandise Stores	452	\$16,847,019	\$30,344,545	-\$13,497,526	-28.6	2
Department Stores Excluding Leased Depts.	4521	\$12,555,942	\$29,128,175	-\$16,572,233	-39.8	2
Other General Merchandise Stores	4529	\$4,291,077	\$1,216,369	\$3,074,708	55.8	1
Miscellaneous Store Retailers	453	\$3,349,185	\$1,287,990	\$2,061,195	44.4	1
Florists	4531	\$136,360	\$0	\$136,360	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$718,236	\$0	\$718,236	100.0	0
Used Merchandise Stores	4533	\$396,111	\$406,460	-\$10,349	-1.3	1
Other Miscellaneous Store Retailers	4539	\$2,098,478	\$881,530	\$1,216,948	40.8	1
Nonstore Retailers	454	\$899,779	\$3,137,542	-\$2,237,763	-55.4	1
Electronic Shopping & Mail-Order Houses	4541	\$530,298	\$0	\$530,298	100.0	0
Vending Machine Operators	4542	\$150,119	\$0	\$150,119	100.0	0
Direct Selling Establishments	4543	\$219,362	\$972,591	-\$753,229	-63.2	1
Food Services & Drinking Places	722	\$10,065,569	\$23,056,032	-\$12,990,463	-39.2	27
Special Food Services	7223	\$267,273	\$517,270	-\$249,997	-31.9	1
Drinking Places - Alcoholic Beverages	7224	\$214,170	\$382,459	-\$168,289	-28.2	1
Restaurants/Other Eating Places	7225	\$9,584,126	\$22,156,303	-\$12,572,177	-39.6	26

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>

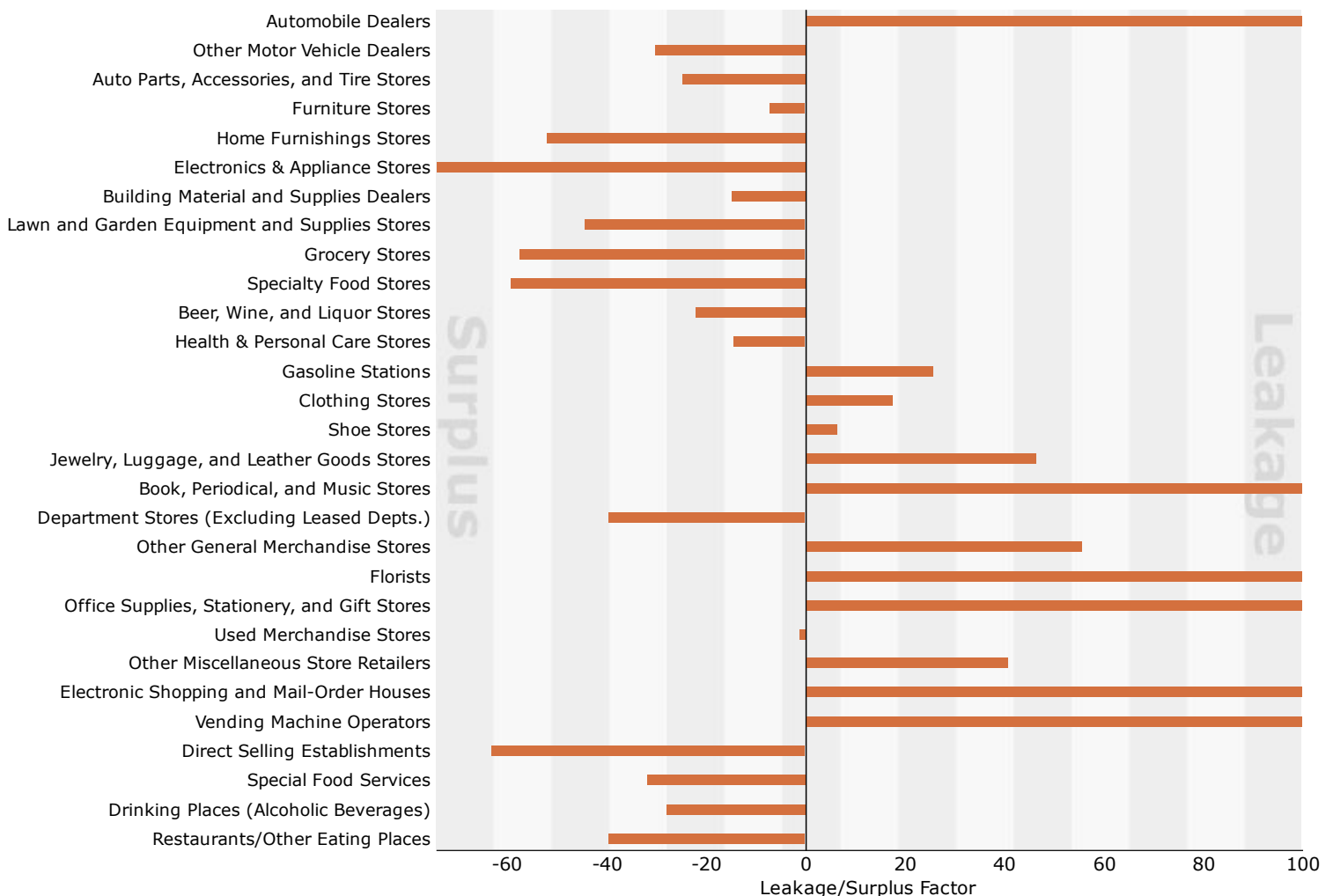
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July 16, 2018

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





## Retail MarketPlace Profile

Anchorage Plaza- Phase Three  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 3 mile radius

Prepared by Charlotte Hollkamp

Latitude: 38.28821

Longitude: -85.51154

### Summary Demographics

2018 Population	45,553
2018 Households	17,438
2018 Median Disposable Income	\$68,676
2018 Per Capita Income	\$47,393

### 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	\$937,078,347	\$801,338,938	\$135,739,409	7.8	306
Total Retail Trade	44-45	\$843,307,844	\$695,328,645	\$147,979,199	9.6	192
Total Food & Drink	722	\$93,770,503	\$106,010,293	-\$12,239,790	-6.1	114

### 2017 Industry Group

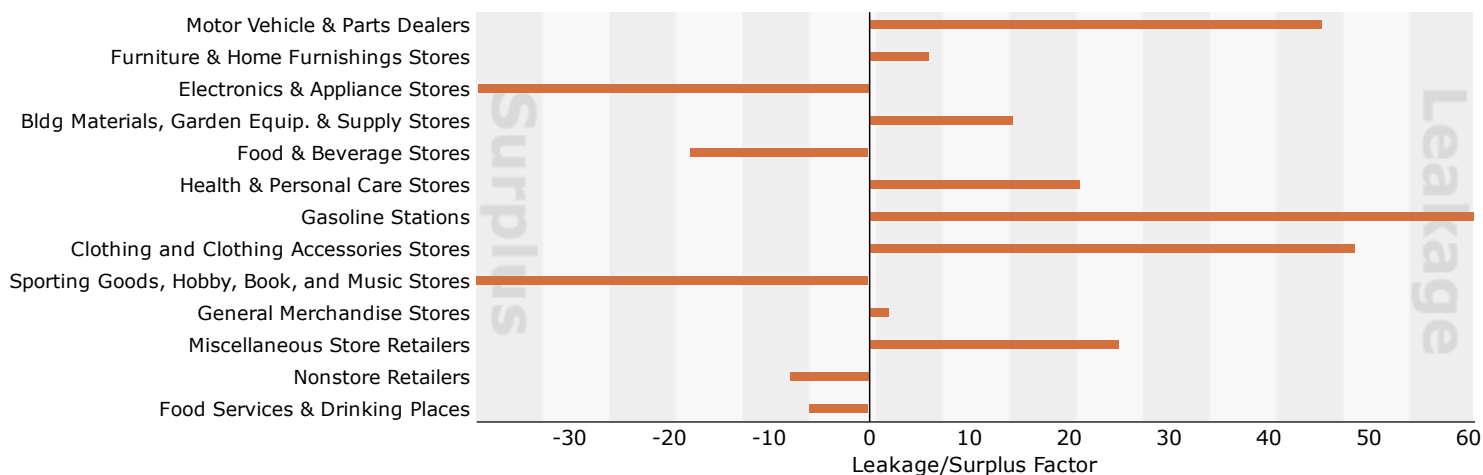
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$180,261,421	\$67,838,594	\$112,422,827	45.3	25
Automobile Dealers	4411	\$143,901,946	\$16,010,748	\$127,891,198	80.0	4
Other Motor Vehicle Dealers	4412	\$18,212,639	\$38,419,289	-\$20,206,650	-35.7	7
Auto Parts, Accessories & Tire Stores	4413	\$18,146,835	\$13,408,557	\$4,738,278	15.0	14
Furniture & Home Furnishings Stores	442	\$27,252,590	\$24,167,103	\$3,085,487	6.0	20
Furniture Stores	4421	\$16,451,613	\$8,948,906	\$7,502,707	29.5	10
Home Furnishings Stores	4422	\$10,800,978	\$15,218,196	-\$4,417,218	-17.0	9
Electronics & Appliance Stores	443	\$21,064,143	\$48,307,258	-\$27,243,115	-39.3	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$59,479,527	\$44,515,014	\$14,964,513	14.4	20
Bldg Material & Supplies Dealers	4441	\$56,862,397	\$42,325,889	\$14,536,508	14.7	16
Lawn & Garden Equip & Supply Stores	4442	\$2,617,130	\$2,189,125	\$428,005	8.9	5
Food & Beverage Stores	445	\$148,107,807	\$213,093,345	-\$64,985,538	-18.0	21
Grocery Stores	4451	\$129,491,060	\$193,359,832	-\$63,868,772	-19.8	9
Specialty Food Stores	4452	\$4,878,905	\$7,112,707	-\$2,233,802	-18.6	6
Beer, Wine & Liquor Stores	4453	\$13,737,842	\$12,620,806	\$1,117,036	4.2	6
Health & Personal Care Stores	446,4461	\$52,266,542	\$34,046,123	\$18,220,419	21.1	21
Gasoline Stations	447,4471	\$96,737,901	\$23,697,879	\$73,040,022	60.6	8
Clothing & Clothing Accessories Stores	448	\$39,881,477	\$13,756,531	\$26,124,946	48.7	13
Clothing Stores	4481	\$24,765,313	\$9,960,776	\$14,804,537	42.6	8
Shoe Stores	4482	\$7,447,866	\$3,303,467	\$4,144,399	38.5	3
Jewelry, Luggage & Leather Goods Stores	4483	\$7,668,298	\$492,288	\$7,176,010	87.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$19,151,215	\$44,045,072	-\$24,893,857	-39.4	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,098,747	\$41,464,394	-\$26,365,647	-46.6	12
Book, Periodical & Music Stores	4512	\$4,052,468	\$2,580,678	\$1,471,790	22.2	1
General Merchandise Stores	452	\$158,002,115	\$151,947,220	\$6,054,895	2.0	12
Department Stores Excluding Leased Depts.	4521	\$117,683,136	\$120,353,657	-\$2,670,521	-1.1	8
Other General Merchandise Stores	4529	\$40,318,979	\$31,593,563	\$8,725,416	12.1	5
Miscellaneous Store Retailers	453	\$31,890,883	\$19,098,654	\$12,792,229	25.1	18
Florists	4531	\$1,505,976	\$0	\$1,505,976	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$6,699,258	\$2,616,017	\$4,083,241	43.8	6
Used Merchandise Stores	4533	\$3,698,561	\$1,443,702	\$2,254,859	43.8	4
Other Miscellaneous Store Retailers	4539	\$19,987,088	\$14,474,732	\$5,512,356	16.0	8
Nonstore Retailers	454	\$9,212,221	\$10,815,852	-\$1,603,631	-8.0	6
Electronic Shopping & Mail-Order Houses	4541	\$5,000,138	\$1,533,547	\$3,466,591	53.1	2
Vending Machine Operators	4542	\$1,404,573	\$6,309,474	-\$4,904,901	-63.6	1
Direct Selling Establishments	4543	\$2,807,510	\$2,972,831	-\$165,321	-2.9	3
Food Services & Drinking Places	722	\$93,770,503	\$106,010,293	-\$12,239,790	-6.1	114
Special Food Services	7223	\$2,497,368	\$1,556,607	\$940,761	23.2	3
Drinking Places - Alcoholic Beverages	7224	\$2,014,346	\$860,663	\$1,153,683	40.1	2
Restaurants/Other Eating Places	7225	\$89,258,789	\$103,593,023	-\$14,334,234	-7.4	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>

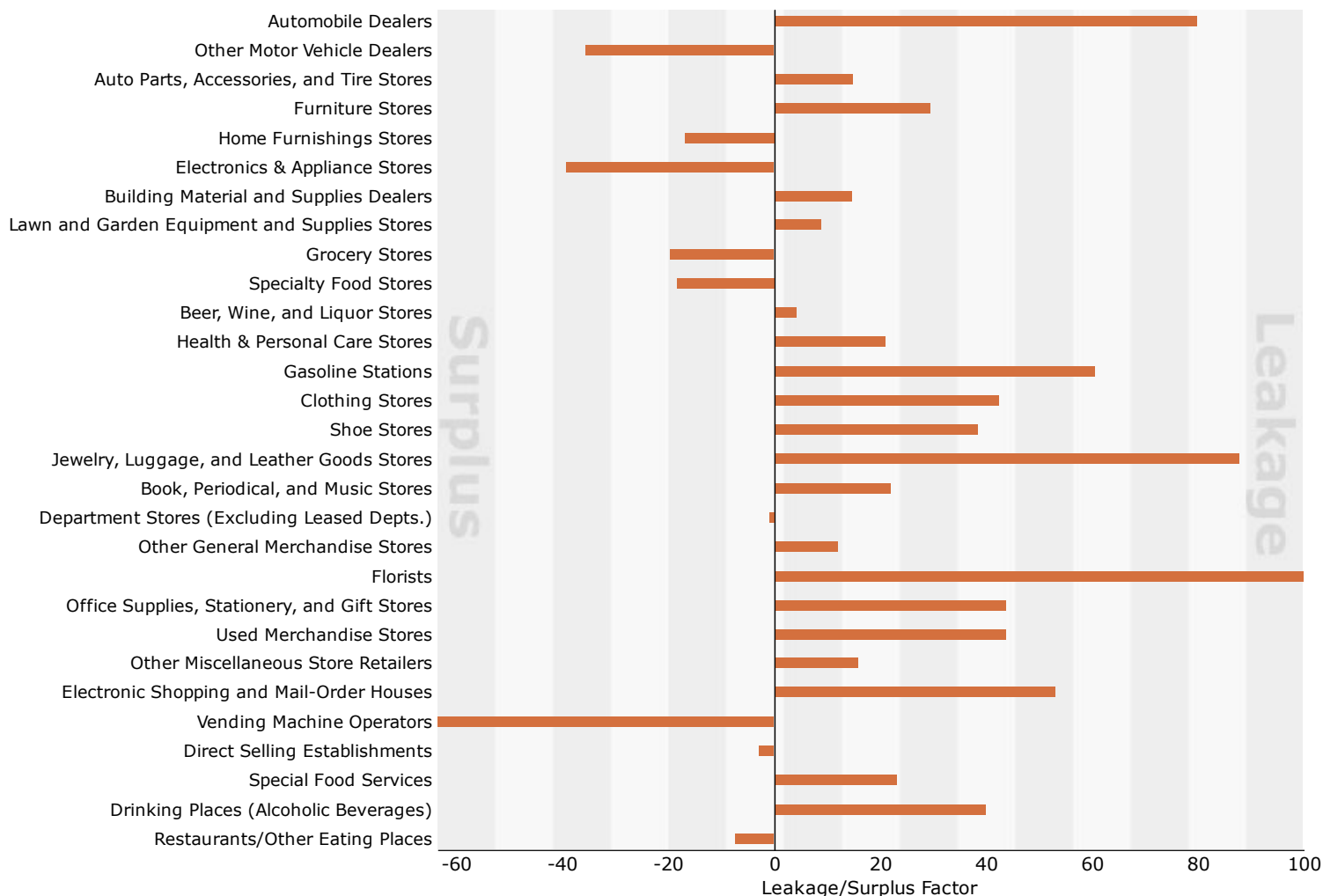
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July 16, 2018

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group





## Retail MarketPlace Profile

Anchorage Plaza- Phase Three  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

Prepared by Charlotte Hollkamp  
Latitude: 38.28821  
Longitude: -85.51154

### Summary Demographics

2018 Population	121,103
2018 Households	47,790
2018 Median Disposable Income	\$68,018
2018 Per Capita Income	\$47,275

### 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	\$2,430,994,754	\$2,007,772,886	\$423,221,868	9.5	839
Total Retail Trade	44-45	\$2,188,987,372	\$1,737,364,555	\$451,622,817	11.5	545
Total Food & Drink	722	\$242,007,382	\$270,408,331	-\$28,400,949	-5.5	294

### 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$466,555,970	\$139,896,940	\$326,659,030	53.9	51
Automobile Dealers	4411	\$372,261,245	\$61,878,022	\$310,383,223	71.5	12
Other Motor Vehicle Dealers	4412	\$47,051,535	\$47,860,179	-\$808,644	-0.9	9
Auto Parts, Accessories & Tire Stores	4413	\$47,243,189	\$30,158,739	\$17,084,450	22.1	30
Furniture & Home Furnishings Stores	442	\$70,265,522	\$72,393,264	-\$2,127,742	-1.5	46
Furniture Stores	4421	\$42,367,235	\$32,474,747	\$9,892,488	13.2	26
Home Furnishings Stores	4422	\$27,898,287	\$39,918,516	-\$12,020,229	-17.7	21
Electronics & Appliance Stores	443	\$54,387,827	\$76,418,841	-\$22,031,014	-16.8	36
Bldg Materials, Garden Equip. & Supply Stores	444	\$153,760,407	\$120,494,319	\$33,266,088	12.1	46
Bldg Material & Supplies Dealers	4441	\$146,927,140	\$116,050,553	\$30,876,587	11.7	37
Lawn & Garden Equip & Supply Stores	4442	\$6,833,268	\$4,443,767	\$2,389,501	21.2	9
Food & Beverage Stores	445	\$385,894,992	\$423,340,369	-\$37,445,377	-4.6	52
Grocery Stores	4451	\$337,447,552	\$392,175,523	-\$54,727,971	-7.5	29
Specialty Food Stores	4452	\$12,714,975	\$10,140,709	\$2,574,266	11.3	14
Beer, Wine & Liquor Stores	4453	\$35,732,465	\$21,024,137	\$14,708,328	25.9	9
Health & Personal Care Stores	446,4461	\$137,600,685	\$125,378,496	\$12,222,189	4.6	67
Gasoline Stations	447,4471	\$251,486,548	\$59,643,101	\$191,843,447	61.7	19
Clothing & Clothing Accessories Stores	448	\$102,802,421	\$130,479,235	-\$27,676,814	-11.9	74
Clothing Stores	4481	\$63,912,726	\$103,008,894	-\$39,096,168	-23.4	55
Shoe Stores	4482	\$19,105,237	\$12,273,880	\$6,831,357	21.8	9
Jewelry, Luggage & Leather Goods Stores	4483	\$19,784,458	\$15,196,461	\$4,587,997	13.1	10
Sporting Goods, Hobby, Book & Music Stores	451	\$49,505,842	\$126,848,740	-\$77,342,898	-43.9	40
Sporting Goods/Hobby/Musical Instr Stores	4511	\$39,065,701	\$112,094,302	-\$73,028,601	-48.3	35
Book, Periodical & Music Stores	4512	\$10,440,141	\$14,754,439	-\$4,314,298	-17.1	4
General Merchandise Stores	452	\$409,256,670	\$394,210,391	\$15,046,279	1.9	30
Department Stores Excluding Leased Depts.	4521	\$304,401,900	\$225,921,034	\$78,480,866	14.8	14
Other General Merchandise Stores	4529	\$104,854,770	\$168,289,357	-\$63,434,587	-23.2	16
Miscellaneous Store Retailers	453	\$83,249,899	\$55,366,542	\$27,883,357	20.1	75
Florists	4531	\$3,886,119	\$2,605,114	\$1,281,005	19.7	5
Office Supplies, Stationery & Gift Stores	4532	\$17,286,391	\$13,408,987	\$3,877,404	12.6	18
Used Merchandise Stores	4533	\$9,549,605	\$7,348,134	\$2,201,471	13.0	20
Other Miscellaneous Store Retailers	4539	\$52,527,783	\$32,004,307	\$20,523,476	24.3	32
Nonstore Retailers	454	\$24,220,588	\$12,894,316	\$11,326,272	30.5	9
Electronic Shopping & Mail-Order Houses	4541	\$12,920,829	\$2,620,275	\$10,300,554	66.3	2
Vending Machine Operators	4542	\$3,654,852	\$6,868,551	-\$3,213,699	-30.5	2
Direct Selling Establishments	4543	\$7,644,906	\$3,405,491	\$4,239,415	38.4	4
Food Services & Drinking Places	722	\$242,007,382	\$270,408,331	-\$28,400,949	-5.5	294
Special Food Services	7223	\$6,414,853	\$3,075,580	\$3,339,273	35.2	8
Drinking Places - Alcoholic Beverages	7224	\$5,242,473	\$6,341,964	-\$1,099,491	-9.5	8
Restaurants/Other Eating Places	7225	\$230,350,057	\$260,990,786	-\$30,640,729	-6.2	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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July 16, 2018

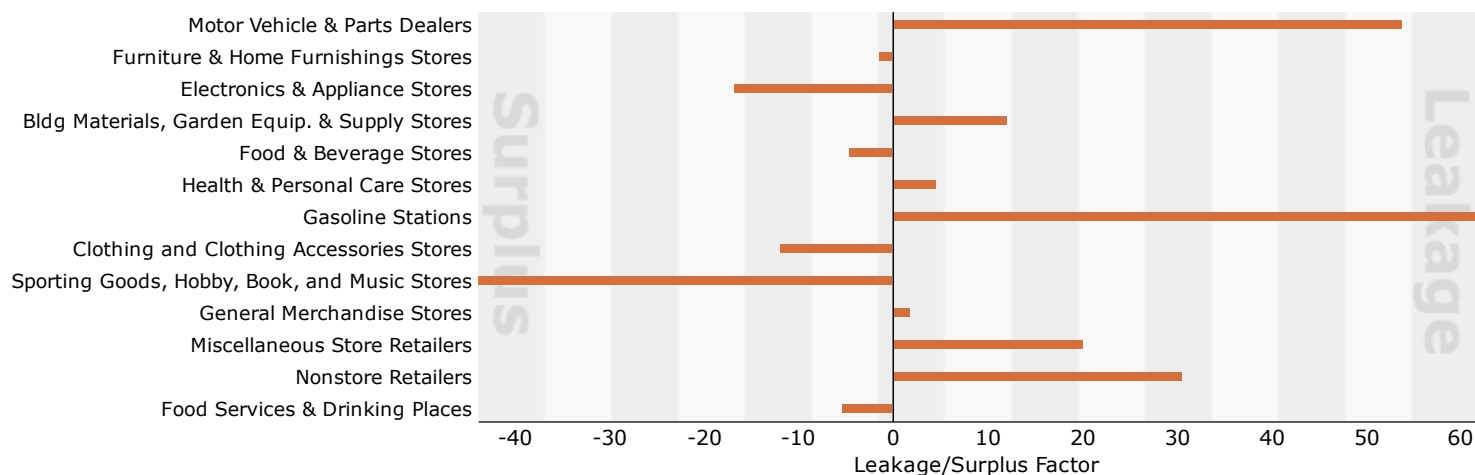
Anchorage Plaza- Phase Three  
12910 Factory Ln, Louisville, Kentucky, 40245  
Ring: 5 mile radius

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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group

