



Retail MarketPlace Profile

Christian County, KY
Christian County, KY (21047)
Geography: County

Prepared by Esri

Summary Demographics

2019 Population	77,114
2019 Households	27,149
2019 Median Disposable Income	\$38,065
2019 Per Capita Income	\$22,837

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	\$756,450,487	\$1,026,917,331	-\$270,466,844	-15.2	478
Total Retail Trade	44-45	\$685,867,330	\$925,557,240	-\$239,689,910	-14.9	347
Total Food & Drink	722	\$70,583,157	\$101,360,091	-\$30,776,934	-17.9	131

2017 Industry Group

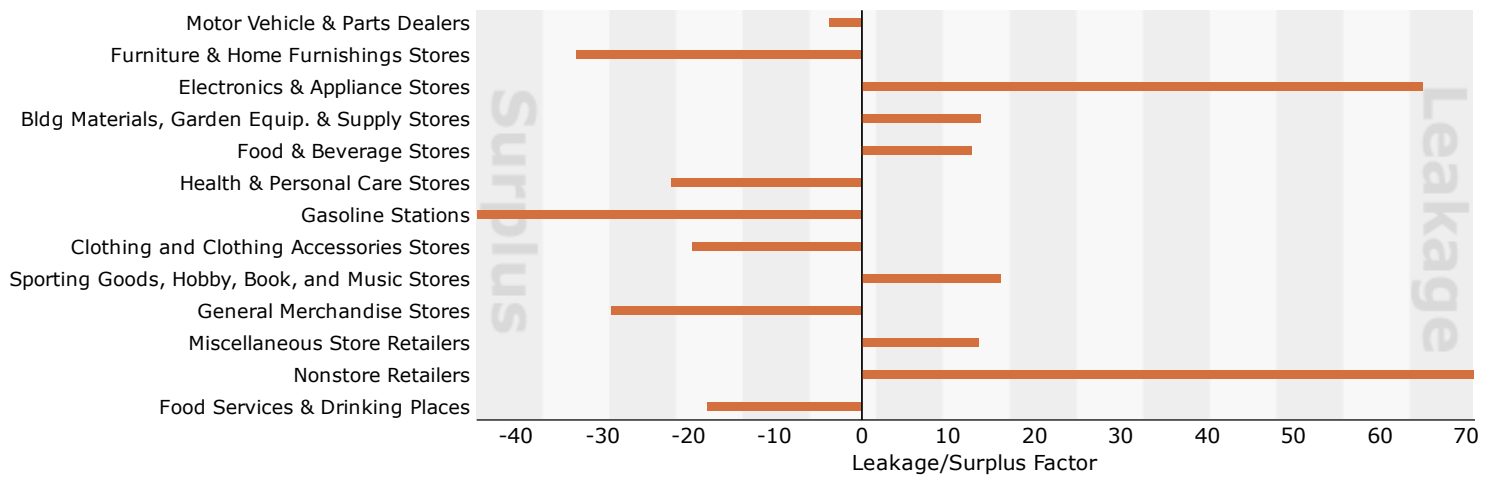
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$152,370,503	\$164,432,371	-\$12,061,868	-3.8	56
Automobile Dealers	4411	\$122,578,157	\$118,625,217	\$3,952,940	1.6	30
Other Motor Vehicle Dealers	4412	\$15,311,032	\$3,156,215	\$12,154,817	65.8	4
Auto Parts, Accessories & Tire Stores	4413	\$14,481,314	\$42,650,939	-\$28,169,625	-49.3	22
Furniture & Home Furnishings Stores	442	\$20,043,524	\$39,771,006	-\$19,727,482	-33.0	21
Furniture Stores	4421	\$12,493,839	\$37,486,212	-\$24,992,373	-50.0	15
Home Furnishings Stores	4422	\$7,549,685	\$2,284,794	\$5,264,891	53.5	6
Electronics & Appliance Stores	443	\$15,665,284	\$3,327,108	\$12,338,176	65.0	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$45,981,418	\$34,772,611	\$11,208,807	13.9	30
Bldg Material & Supplies Dealers	4441	\$43,947,766	\$30,772,050	\$13,175,716	17.6	23
Lawn & Garden Equip & Supply Stores	4442	\$2,033,652	\$4,000,561	-\$1,966,909	-32.6	7
Food & Beverage Stores	445	\$121,450,798	\$93,735,054	\$27,715,744	12.9	48
Grocery Stores	4451	\$107,328,578	\$82,779,397	\$24,549,181	12.9	27
Specialty Food Stores	4452	\$4,079,546	\$4,721,831	-\$642,285	-7.3	5
Beer, Wine & Liquor Stores	4453	\$10,042,674	\$6,233,826	\$3,808,848	23.4	16
Health & Personal Care Stores	446,4461	\$43,581,632	\$68,275,326	-\$24,693,694	-22.1	34
Gasoline Stations	447,4471	\$84,347,675	\$220,324,853	-\$135,977,178	-44.6	30
Clothing & Clothing Accessories Stores	448	\$28,884,270	\$43,049,470	-\$14,165,200	-19.7	29
Clothing Stores	4481	\$18,371,893	\$35,516,257	-\$17,144,364	-31.8	18
Shoe Stores	4482	\$5,599,929	\$3,860,120	\$1,739,809	18.4	5
Jewelry, Luggage & Leather Goods Stores	4483	\$4,912,448	\$3,673,093	\$1,239,355	14.4	6
Sporting Goods, Hobby, Book & Music Stores	451	\$14,543,305	\$10,480,419	\$4,062,886	16.2	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,457,384	\$10,360,161	\$1,097,223	5.0	20
Book, Periodical & Music Stores	4512	\$3,085,921	\$120,258	\$2,965,663	92.5	1
General Merchandise Stores	452	\$123,853,670	\$225,213,923	-\$101,360,253	-29.0	28
Department Stores Excluding Leased Depts.	4521	\$90,670,683	\$203,600,559	-\$112,929,876	-38.4	9
Other General Merchandise Stores	4529	\$33,182,987	\$21,613,364	\$11,569,623	21.1	19
Miscellaneous Store Retailers	453	\$27,525,332	\$20,882,649	\$6,642,683	13.7	43
Florists	4531	\$1,002,579	\$1,486,625	-\$484,046	-19.4	6
Office Supplies, Stationery & Gift Stores	4532	\$5,013,553	\$4,949,320	\$64,233	0.6	12
Used Merchandise Stores	4533	\$2,787,474	\$2,443,188	\$344,286	6.6	7
Other Miscellaneous Store Retailers	4539	\$18,721,726	\$12,003,516	\$6,718,210	21.9	18
Nonstore Retailers	454	\$7,619,919	\$1,292,450	\$6,327,469	71.0	2
Electronic Shopping & Mail-Order Houses	4541	\$3,893,076	\$0	\$3,893,076	100.0	0
Vending Machine Operators	4542	\$1,160,008	\$798,508	\$361,500	18.5	1
Direct Selling Establishments	4543	\$2,566,835	\$493,942	\$2,072,893	67.7	1
Food Services & Drinking Places	722	\$70,583,157	\$101,360,091	-\$30,776,934	-17.9	131
Special Food Services	7223	\$1,903,432	\$217,660	\$1,685,772	79.5	2
Drinking Places - Alcoholic Beverages	7224	\$1,479,166	\$302,535	\$1,176,631	66.0	1
Restaurants/Other Eating Places	7225	\$67,200,559	\$100,839,896	-\$33,639,337	-20.0	128

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>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group

