



# Retail MarketPlace Profile

Greene County, AR  
 Greene County, AR (05055)  
 Geography: County

Prepared by Esri

## Summary Demographics

2018 Population	45,385
2018 Households	17,609
2018 Median Disposable Income	\$36,212
2018 Per Capita Income	\$21,918

## 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	\$478,090,448	\$570,400,732	-\$92,310,284	-8.8	316
Total Retail Trade	44-45	\$435,558,835	\$532,918,526	-\$97,359,691	-10.1	250
Total Food & Drink	722	\$42,531,613	\$37,482,206	\$5,049,407	6.3	66

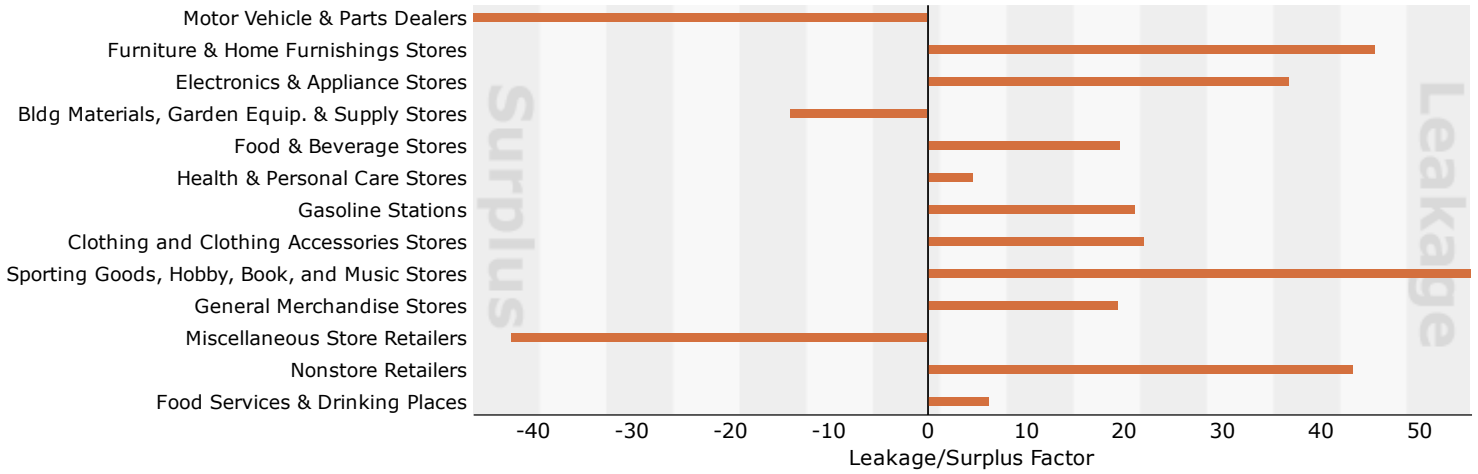
## 2017 Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$96,417,773	\$261,636,208	-\$165,218,435	-46.1	76
Automobile Dealers	4411	\$79,056,004	\$247,510,598	-\$168,454,594	-51.6	54
Other Motor Vehicle Dealers	4412	\$7,595,365	\$4,445,568	\$3,149,797	26.2	8
Auto Parts, Accessories & Tire Stores	4413	\$9,766,404	\$9,680,042	\$86,362	0.4	14
Furniture & Home Furnishings Stores	442	\$12,185,651	\$4,552,518	\$7,633,133	45.6	13
Furniture Stores	4421	\$7,456,165	\$4,060,320	\$3,395,845	29.5	11
Home Furnishings Stores	4422	\$4,729,486	\$492,198	\$4,237,288	81.1	2
Electronics & Appliance Stores	443	\$10,713,361	\$4,939,137	\$5,774,224	36.9	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$30,228,815	\$40,051,493	-\$9,822,678	-14.0	25
Bldg Material & Supplies Dealers	4441	\$28,438,900	\$36,922,070	-\$8,483,170	-13.0	19
Lawn & Garden Equip & Supply Stores	4442	\$1,789,915	\$3,129,423	-\$1,339,508	-27.2	6
Food & Beverage Stores	445	\$68,595,404	\$45,989,045	\$22,606,359	19.7	27
Grocery Stores	4451	\$60,570,014	\$40,318,869	\$20,251,145	20.1	20
Specialty Food Stores	4452	\$2,018,901	\$103,516	\$1,915,385	90.2	1
Beer, Wine & Liquor Stores	4453	\$6,006,489	\$5,566,660	\$439,829	3.8	6
Health & Personal Care Stores	446,4461	\$22,674,799	\$20,618,801	\$2,055,998	4.7	12
Gasoline Stations	447,4471	\$52,823,914	\$34,404,126	\$18,419,788	21.1	9
Clothing & Clothing Accessories Stores	448	\$13,717,685	\$8,768,574	\$4,949,111	22.0	16
Clothing Stores	4481	\$9,346,760	\$6,594,039	\$2,752,721	17.3	11
Shoe Stores	4482	\$1,902,063	\$1,488,673	\$413,390	12.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,468,862	\$685,862	\$1,783,000	56.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$12,263,163	\$3,532,200	\$8,730,963	55.3	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,763,442	\$3,049,005	\$7,714,437	55.9	8
Book, Periodical & Music Stores	4512	\$1,499,721	\$483,195	\$1,016,526	51.3	2
General Merchandise Stores	452	\$93,252,856	\$62,943,150	\$30,309,706	19.4	15
Department Stores Excluding Leased Depts.	4521	\$71,325,205	\$54,653,100	\$16,672,105	13.2	3
Other General Merchandise Stores	4529	\$21,927,651	\$8,290,050	\$13,637,601	45.1	12
Miscellaneous Store Retailers	453	\$17,617,631	\$43,478,024	-\$25,860,393	-42.3	36
Florists	4531	\$1,137,765	\$25,353,851	-\$24,216,086	-91.4	8
Office Supplies, Stationery & Gift Stores	4532	\$3,588,980	\$1,564,625	\$2,024,355	39.3	5
Used Merchandise Stores	4533	\$2,414,474	\$2,813,368	-\$398,894	-7.6	13
Other Miscellaneous Store Retailers	4539	\$10,476,412	\$13,746,180	-\$3,269,768	-13.5	10
Nonstore Retailers	454	\$5,067,783	\$2,005,250	\$3,062,533	43.3	4
Electronic Shopping & Mail-Order Houses	4541	\$2,460,505	\$0	\$2,460,505	100.0	0
Vending Machine Operators	4542	\$700,240	\$705,830	-\$5,590	-0.4	3
Direct Selling Establishments	4543	\$1,907,038	\$1,299,420	\$607,618	18.9	1
Food Services & Drinking Places	722	\$42,531,613	\$37,482,206	\$5,049,407	6.3	66
Special Food Services	7223	\$486,764	\$646,238	-\$159,474	-14.1	3
Drinking Places - Alcoholic Beverages	7224	\$1,128,824	\$405,441	\$723,383	47.1	4
Restaurants/Other Eating Places	7225	\$40,916,025	\$36,430,527	\$4,485,498	5.8	59

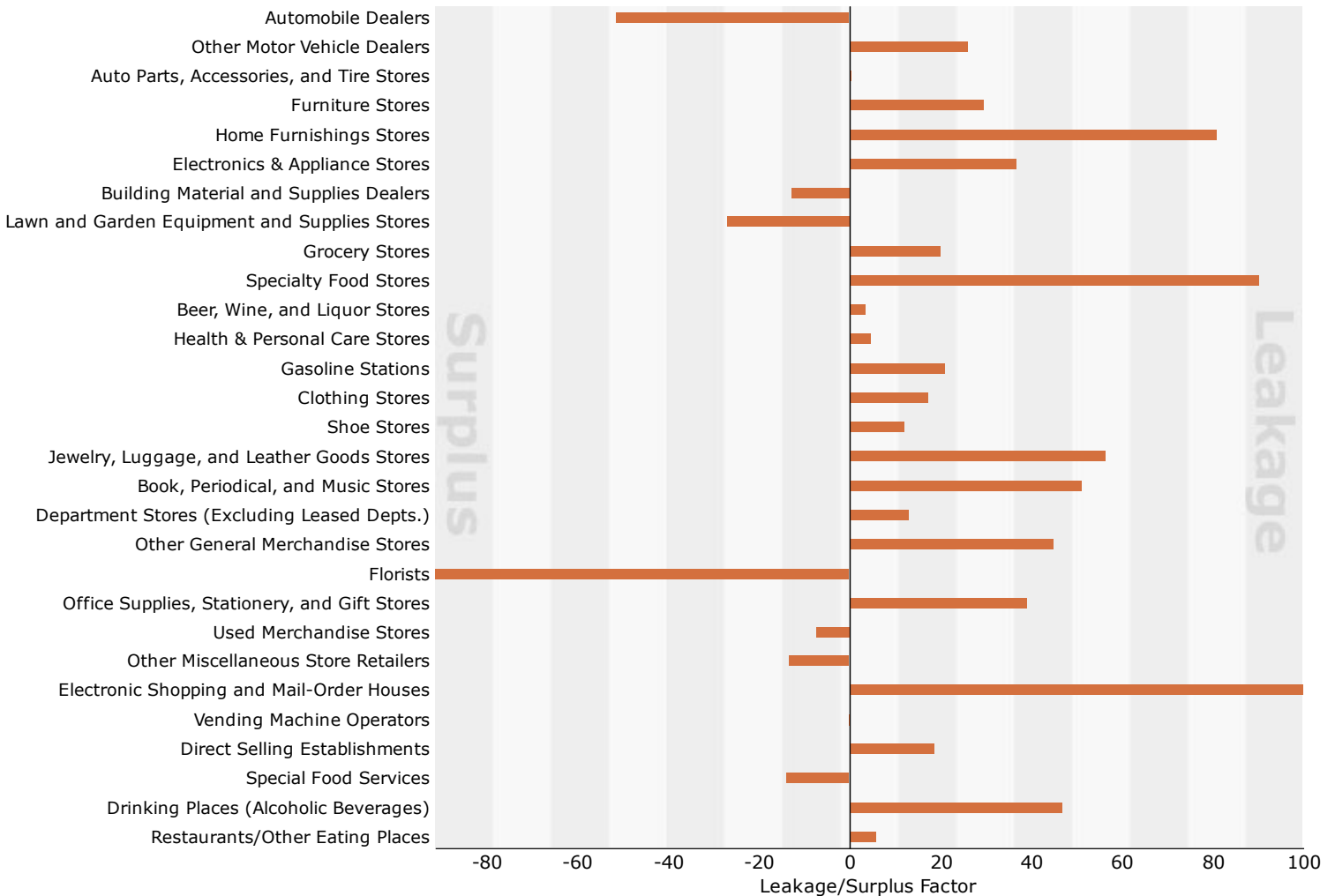
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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