



Retail MarketPlace Profile

Crittenden County, AR 5
 Crittenden County, AR (05035)
 Geography: County

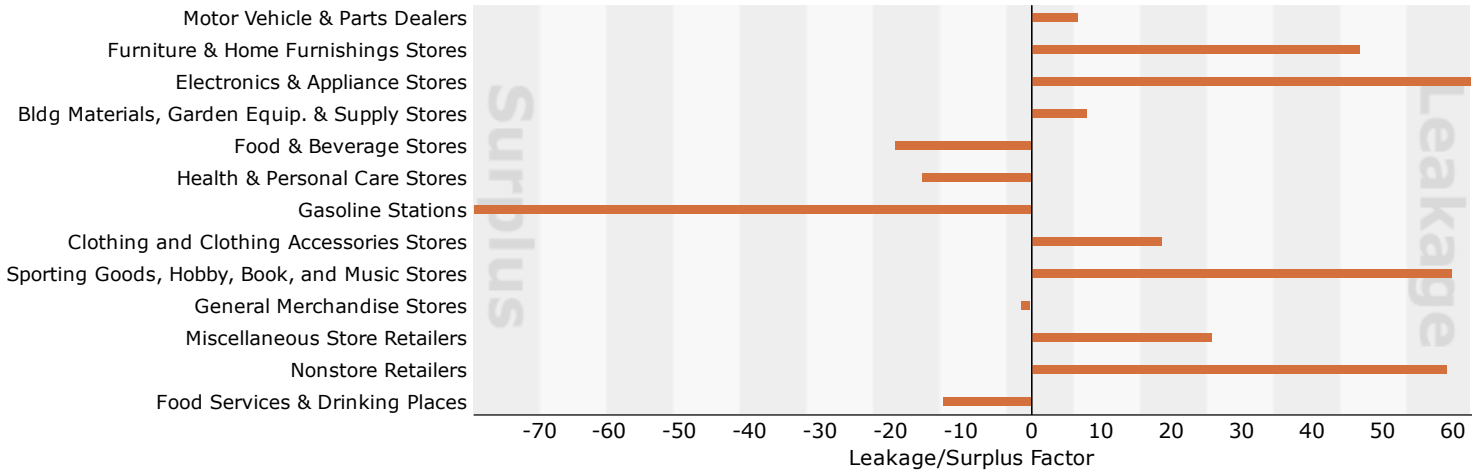
Prepared by Esri

Summary Demographics						
2016 Population						50,125
2016 Households						18,651
2016 Median Disposable Income						\$33,739
2016 Per Capita Income						\$20,512
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	\$567,872,105	\$866,650,481	-\$298,778,376	-20.8	365
Total Retail Trade	44-45	\$516,274,418	\$800,268,094	-\$283,993,676	-21.6	262
Total Food & Drink	722	\$51,597,687	\$66,382,387	-\$14,784,700	-12.5	103
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$119,361,420	\$104,264,960	\$15,096,460	6.8	45
Automobile Dealers	4411	\$100,396,978	\$85,071,304	\$15,325,674	8.3	25
Other Motor Vehicle Dealers	4412	\$9,301,852	\$3,697,933	\$5,603,919	43.1	5
Auto Parts, Accessories & Tire Stores	4413	\$9,662,590	\$15,495,723	-\$5,833,133	-23.2	15
Furniture & Home Furnishings Stores	442	\$13,625,266	\$4,918,750	\$8,706,516	47.0	8
Furniture Stores	4421	\$8,674,607	\$3,418,352	\$5,256,255	43.5	5
Home Furnishings Stores	4422	\$4,950,659	\$1,500,398	\$3,450,261	53.5	3
Electronics & Appliance Stores	443	\$20,622,200	\$4,709,018	\$15,913,182	62.8	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$29,618,246	\$25,182,720	\$4,435,526	8.1	22
Bldg Material & Supplies Dealers	4441	\$27,490,886	\$22,075,103	\$5,415,783	10.9	17
Lawn & Garden Equip & Supply Stores	4442	\$2,127,360	\$3,107,617	-\$980,257	-18.7	5
Food & Beverage Stores	445	\$85,520,690	\$126,785,158	-\$41,264,468	-19.4	40
Grocery Stores	4451	\$75,410,596	\$119,545,769	-\$44,135,173	-22.6	28
Specialty Food Stores	4452	\$3,415,414	\$3,754,072	-\$338,658	-4.7	8
Beer, Wine & Liquor Stores	4453	\$6,694,680	\$3,485,317	\$3,209,363	31.5	4
Health & Personal Care Stores	446,4461	\$24,684,782	\$33,795,234	-\$9,110,452	-15.6	12
Gasoline Stations	447,4471	\$39,437,190	\$343,852,095	-\$304,414,905	-79.4	45
Clothing & Clothing Accessories Stores	448	\$15,651,602	\$10,695,532	\$4,956,070	18.8	21
Clothing Stores	4481	\$10,679,536	\$6,322,162	\$4,357,374	25.6	13
Shoe Stores	4482	\$2,027,912	\$1,920,431	\$107,481	2.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,944,154	\$2,452,939	\$491,215	9.1	5
Sporting Goods, Hobby, Book & Music Stores	451	\$13,762,508	\$3,444,371	\$10,318,137	60.0	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$11,846,985	\$2,951,024	\$8,895,961	60.1	7
Book, Periodical & Music Stores	4512	\$1,915,523	\$493,347	\$1,422,176	59.0	1
General Merchandise Stores	452	\$123,452,052	\$126,944,532	-\$3,492,480	-1.4	22
Department Stores Excluding Leased Depts.	4521	\$98,594,448	\$106,143,230	-\$7,548,782	-3.7	6
Other General Merchandise Stores	4529	\$24,857,604	\$20,801,302	\$4,056,302	8.9	16
Miscellaneous Store Retailers	453	\$23,609,431	\$13,906,973	\$9,702,458	25.9	31
Florists	4531	\$1,356,149	\$2,504,591	-\$1,148,442	-29.7	7
Office Supplies, Stationery & Gift Stores	4532	\$4,054,654	\$1,752,702	\$2,301,952	39.6	6
Used Merchandise Stores	4533	\$2,767,415	\$517,930	\$2,249,485	68.5	7
Other Miscellaneous Store Retailers	4539	\$15,431,213	\$9,131,750	\$6,299,463	25.6	11
Nonstore Retailers	454	\$6,929,031	\$1,768,751	\$5,160,280	59.3	1
Electronic Shopping & Mail-Order Houses	4541	\$3,173,285	\$1,768,751	\$1,404,534	28.4	1
Vending Machine Operators	4542	\$1,002,915	\$0	\$1,002,915	100.0	0
Direct Selling Establishments	4543	\$2,752,831	\$0	\$2,752,831	100.0	0
Food Services & Drinking Places	722	\$51,597,687	\$66,382,387	-\$14,784,700	-12.5	103
Special Food Services	7223	\$560,488	\$503,960	\$56,528	5.3	5
Drinking Places - Alcoholic Beverages	7224	\$1,336,294	\$92,182	\$1,244,112	87.1	1
Restaurants/Other Eating Places	7225	\$49,700,905	\$65,786,245	-\$16,085,340	-14	97

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/data/esri_data/methodology-statements

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 2. Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

