



# Retail MarketPlace Profile

Marion City, AR 4  
 Marion City, AR (0544180)  
 Geography: Place

Prepared by Esri

## Summary Demographics

2016 Population	12,844
2016 Households	4,727
2016 Median Disposable Income	\$50,617
2016 Per Capita Income	\$27,610

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	\$167,372,460	\$113,226,298	\$54,146,162	19.3	68
Total Retail Trade	44-45	\$151,377,949	\$99,738,093	\$51,639,856	20.6	43
Total Food & Drink	722	\$15,994,511	\$13,488,205	\$2,506,306	8.5	25

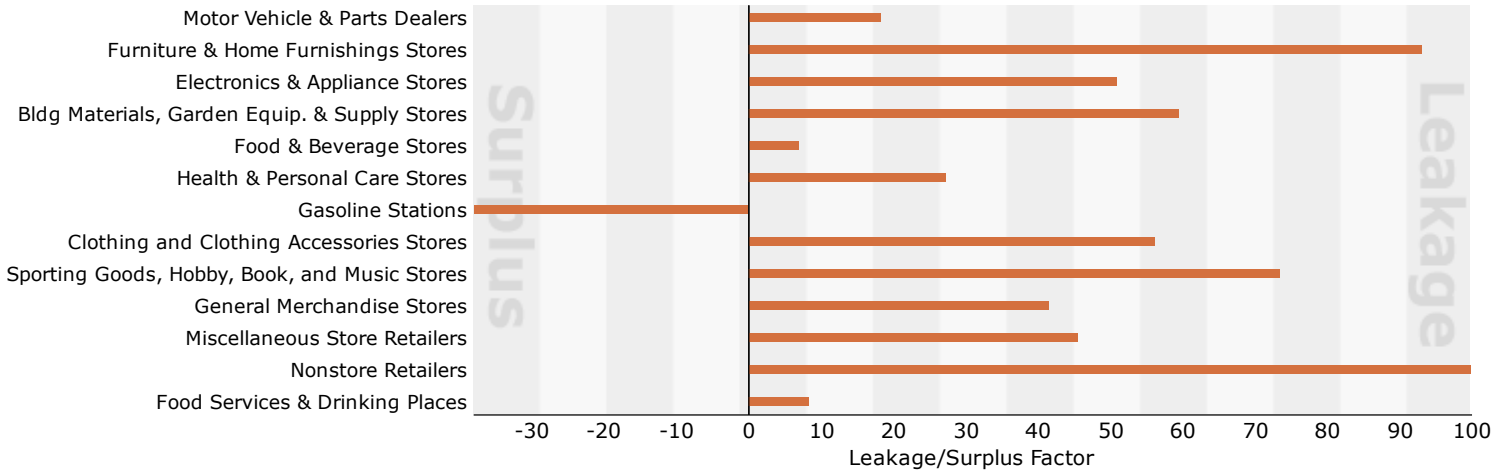
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$35,854,596	\$24,740,914	\$11,113,682	18.3	8
Automobile Dealers	4411	\$29,432,187	\$22,523,982	\$6,908,205	13.3	5
Other Motor Vehicle Dealers	4412	\$3,648,879	\$796,864	\$2,852,015	64.2	1
Auto Parts, Accessories & Tire Stores	4413	\$2,773,530	\$1,420,068	\$1,353,462	32.3	2
Furniture & Home Furnishings Stores	442	\$3,677,581	\$129,914	\$3,547,667	93.2	1
Furniture Stores	4421	\$2,509,968	\$0	\$2,509,968	100.0	0
Home Furnishings Stores	4422	\$1,167,613	\$129,914	\$1,037,699	80.0	1
Electronics & Appliance Stores	443	\$4,302,238	\$1,400,780	\$2,901,458	50.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,911,652	\$1,742,045	\$5,169,607	59.7	2
Bldg Material & Supplies Dealers	4441	\$5,981,723	\$1,742,045	\$4,239,678	54.9	2
Lawn & Garden Equip & Supply Stores	4442	\$929,929	\$0	\$929,929	100.0	0
Food & Beverage Stores	445	\$23,279,456	\$20,234,481	\$3,044,975	7.0	4
Grocery Stores	4451	\$20,906,988	\$19,100,089	\$1,806,899	4.5	2
Specialty Food Stores	4452	\$1,025,934	\$1,134,392	-\$108,458	-5.0	2
Beer, Wine & Liquor Stores	4453	\$1,346,534	\$0	\$1,346,534	100.0	0
Health & Personal Care Stores	446,4461	\$7,447,001	\$4,248,083	\$3,198,918	27.4	4
Gasoline Stations	447,4471	\$11,567,916	\$25,815,133	-\$14,247,217	-38.1	6
Clothing & Clothing Accessories Stores	448	\$4,706,516	\$1,314,960	\$3,391,556	56.3	3
Clothing Stores	4481	\$3,169,858	\$481,868	\$2,687,990	73.6	2
Shoe Stores	4482	\$561,290	\$0	\$561,290	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$975,368	\$833,092	\$142,276	7.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,407,589	\$516,036	\$2,891,553	73.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,805,175	\$516,036	\$2,289,139	68.9	1
Book, Periodical & Music Stores	4512	\$602,414	\$0	\$602,414	100.0	0
General Merchandise Stores	452	\$39,953,595	\$16,465,414	\$23,488,181	41.6	4
Department Stores Excluding Leased Depts.	4521	\$31,474,914	\$2,797,452	\$28,677,462	83.7	1
Other General Merchandise Stores	4529	\$8,478,681	\$13,667,962	-\$5,189,281	-23.4	3
Miscellaneous Store Retailers	453	\$8,390,517	\$3,130,333	\$5,260,184	45.7	8
Florists	4531	\$289,258	\$131,122	\$158,136	37.6	1
Office Supplies, Stationery & Gift Stores	4532	\$1,628,977	\$120,680	\$1,508,297	86.2	1
Used Merchandise Stores	4533	\$2,035,192	\$345,653	\$1,689,539	71.0	3
Other Miscellaneous Store Retailers	4539	\$4,437,090	\$2,532,878	\$1,904,212	27.3	3
Nonstore Retailers	454	\$1,879,292	\$0	\$1,879,292	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,148,884	\$0	\$1,148,884	100.0	0
Vending Machine Operators	4542	\$249,836	\$0	\$249,836	100.0	0
Direct Selling Establishments	4543	\$480,572	\$0	\$480,572	100.0	0
Food Services & Drinking Places	722	\$15,994,511	\$13,488,205	\$2,506,306	8.5	25
Full-Service Restaurants	7221	\$8,095,707	\$4,536,828	\$3,558,879	28.2	11
Limited-Service Eating Places	7222	\$6,918,297	\$8,951,377	-\$2,033,080	-12.8	14
Special Food Services	7223	\$199,083	\$0	\$199,083	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$781,424	\$0	\$781,424	100.0	0

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.

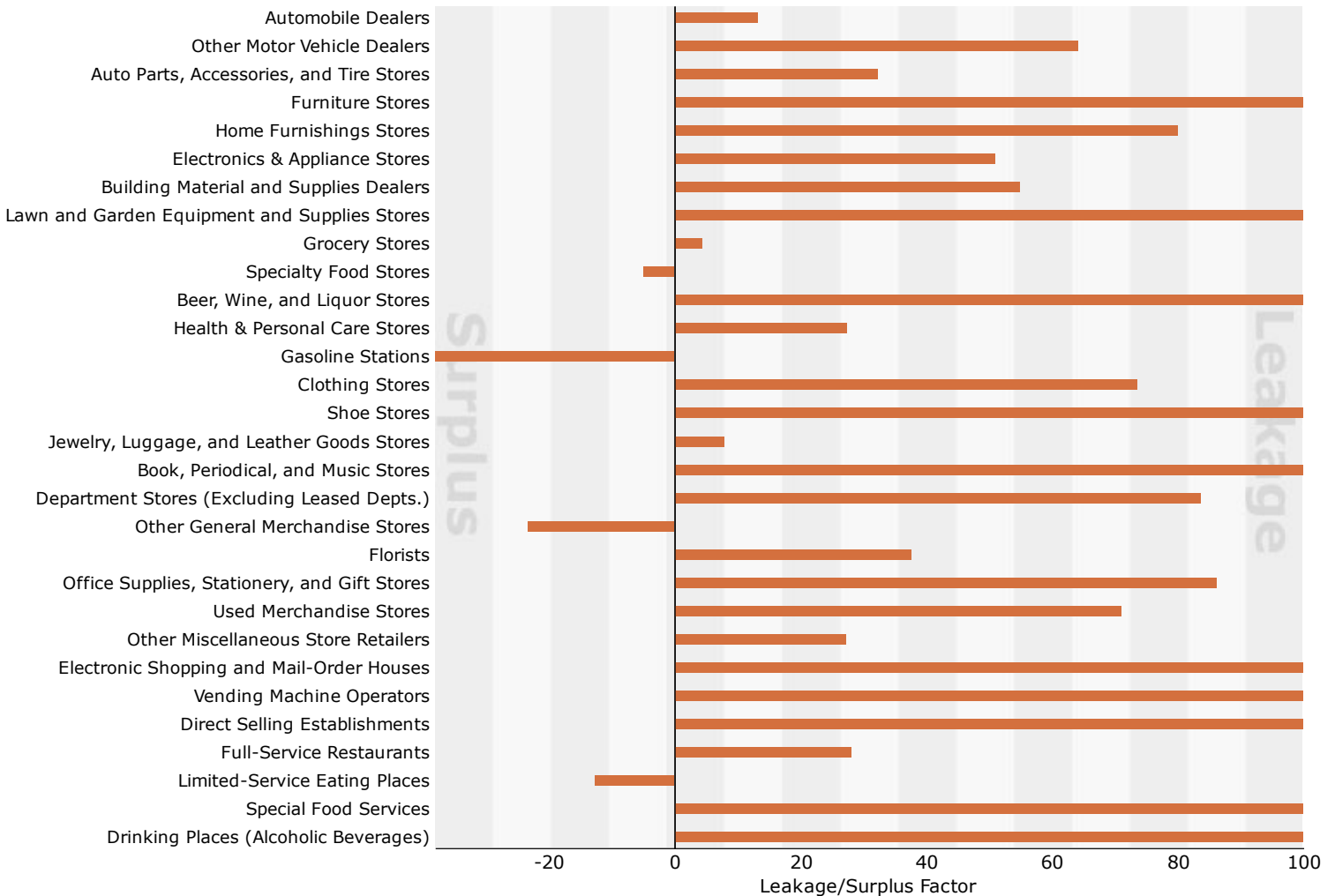
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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