



# Retail MarketPlace Profile

Fayetteville, Arkansas  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 36.06320  
Longitude: -94.15791

## Summary Demographics

2017 Population	14,324
2017 Households	6,202
2017 Median Disposable Income	\$24,375
2017 Per Capita Income	\$22,373

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	\$145,769,895	\$239,657,135	-\$93,887,240	-24.4	238
Total Retail Trade	44-45	\$131,139,783	\$176,872,453	-\$45,732,670	-14.8	137
Total Food & Drink	722	\$14,630,112	\$62,784,682	-\$48,154,570	-62.2	100

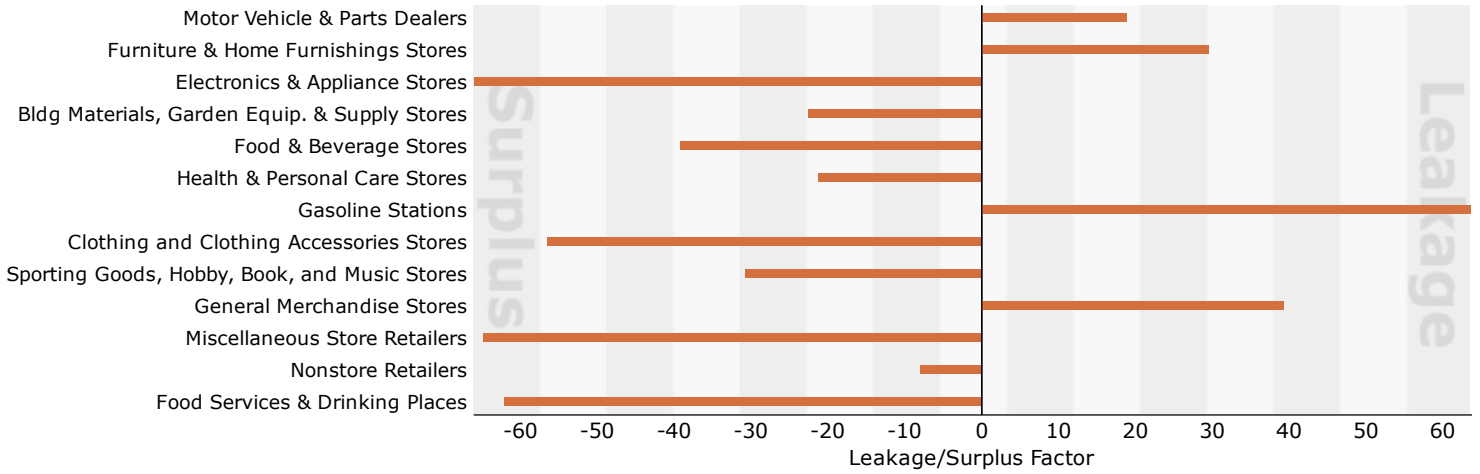
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,674,179	\$18,836,064	\$8,838,115	19.0	15
Automobile Dealers	4411	\$22,763,267	\$8,610,626	\$14,152,641	45.1	8
Other Motor Vehicle Dealers	4412	\$1,949,993	\$766,656	\$1,183,337	43.6	2
Auto Parts, Accessories & Tire Stores	4413	\$2,960,919	\$9,458,781	-\$6,497,862	-52.3	6
Furniture & Home Furnishings Stores	442	\$3,960,238	\$2,149,940	\$1,810,298	29.6	5
Furniture Stores	4421	\$2,615,172	\$1,306,731	\$1,308,441	33.4	2
Home Furnishings Stores	4422	\$1,345,066	\$843,209	\$501,857	22.9	3
Electronics & Appliance Stores	443	\$3,745,350	\$18,444,961	-\$14,699,611	-66.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,090,841	\$11,253,802	-\$4,162,961	-22.7	5
Bldg Material & Supplies Dealers	4441	\$6,666,383	\$11,186,203	-\$4,519,820	-25.3	4
Lawn & Garden Equip & Supply Stores	4442	\$424,458	\$67,599	\$356,859	72.5	1
Food & Beverage Stores	445	\$21,429,975	\$49,130,668	-\$27,700,693	-39.3	19
Grocery Stores	4451	\$18,710,452	\$39,371,596	-\$20,661,144	-35.6	10
Specialty Food Stores	4452	\$634,703	\$3,360,776	-\$2,726,073	-68.2	5
Beer, Wine & Liquor Stores	4453	\$2,084,820	\$6,398,297	-\$4,313,477	-50.8	5
Health & Personal Care Stores	446,4461	\$6,195,921	\$9,562,246	-\$3,366,325	-21.4	6
Gasoline Stations	447,4471	\$16,001,046	\$3,533,515	\$12,467,531	63.8	2
Clothing & Clothing Accessories Stores	448	\$4,831,605	\$17,482,710	-\$12,651,105	-56.7	32
Clothing Stores	4481	\$3,245,015	\$14,214,071	-\$10,969,056	-62.8	25
Shoe Stores	4482	\$650,402	\$0	\$650,402	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$936,187	\$3,268,639	-\$2,332,452	-55.5	6
Sporting Goods, Hobby, Book & Music Stores	451	\$4,006,729	\$7,586,007	-\$3,579,278	-30.9	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,404,238	\$4,281,357	-\$877,119	-11.4	7
Book, Periodical & Music Stores	4512	\$602,490	\$3,304,650	-\$2,702,160	-69.2	3
General Merchandise Stores	452	\$29,667,942	\$12,903,290	\$16,764,652	39.4	5
Department Stores Excluding Leased Depts.	4521	\$22,909,429	\$10,142,466	\$12,766,963	38.6	1
Other General Merchandise Stores	4529	\$6,758,514	\$2,760,825	\$3,997,689	42.0	5
Miscellaneous Store Retailers	453	\$5,183,075	\$24,398,432	-\$19,215,357	-65.0	31
Florists	4531	\$284,998	\$507,572	-\$222,574	-28.1	3
Office Supplies, Stationery & Gift Stores	4532	\$1,153,548	\$2,951,956	-\$1,798,408	-43.8	6
Used Merchandise Stores	4533	\$872,874	\$5,093,509	-\$4,220,635	-70.7	10
Other Miscellaneous Store Retailers	4539	\$2,871,655	\$15,845,395	-\$12,973,740	-69.3	12
Nonstore Retailers	454	\$1,352,882	\$1,590,819	-\$237,937	-8.1	3
Electronic Shopping & Mail-Order Houses	4541	\$759,416	\$1,233,477	-\$474,061	-23.8	1
Vending Machine Operators	4542	\$225,813	\$357,342	-\$131,529	-22.6	2
Direct Selling Establishments	4543	\$367,654	\$0	\$367,654	100.0	0
Food Services & Drinking Places	722	\$14,630,112	\$62,784,682	-\$48,154,570	-62.2	100
Special Food Services	7223	\$154,865	\$0	\$154,865	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$399,458	\$9,478,429	-\$9,078,971	-91.9	10
Restaurants/Other Eating Places	7225	\$14,075,790	\$53,125,971	-\$39,050,181	-58.1	90

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>

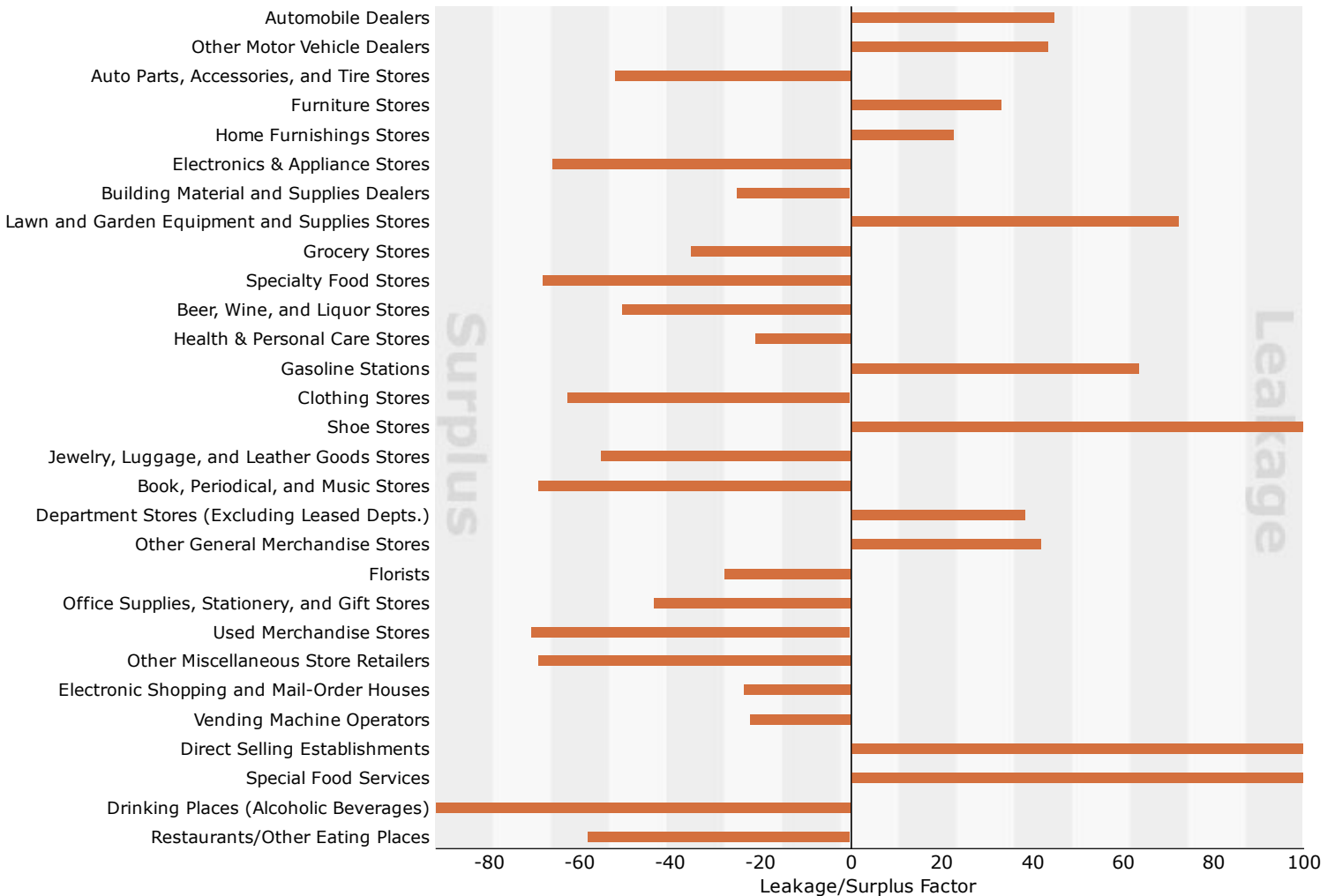
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September 25, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Fayetteville, Arkansas  
Drive Time: 20 minute radius

Prepared by Esri  
Latitude: 36.06320  
Longitude: -94.15791

## Summary Demographics

2017 Population	155,354
2017 Households	60,651
2017 Median Disposable Income	\$35,832
2017 Per Capita Income	\$25,370

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	\$1,857,875,386	\$3,095,924,215	-\$1,238,048,829	-25.0	1,466
Total Retail Trade	44-45	\$1,674,098,394	\$2,771,463,411	-\$1,097,365,017	-24.7	985
Total Food & Drink	722	\$183,776,992	\$324,460,804	-\$140,683,812	-27.7	482

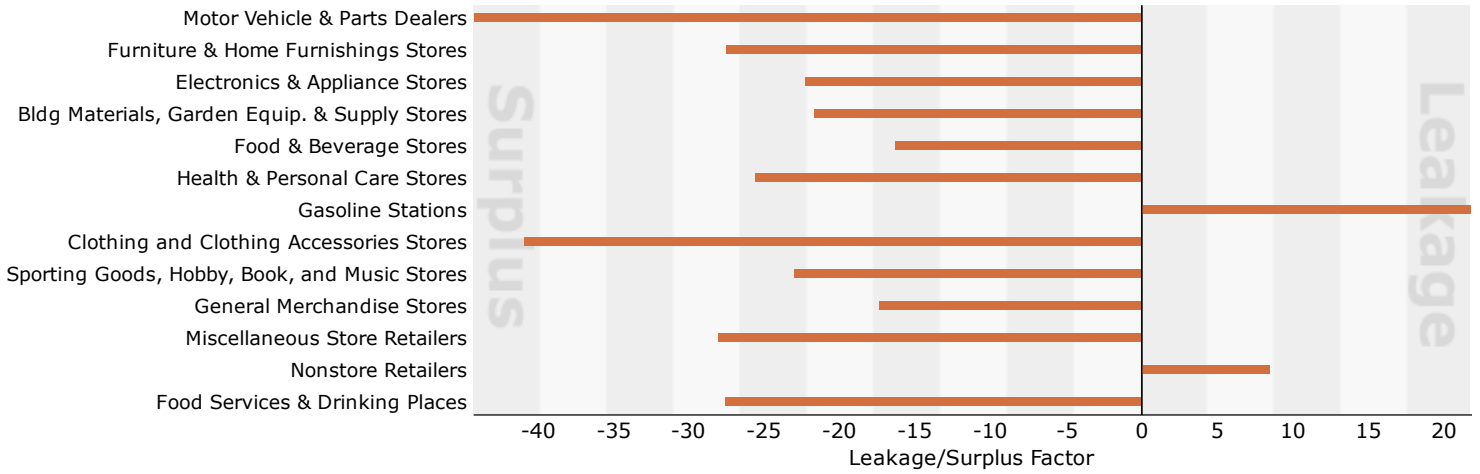
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$354,485,199	\$918,177,545	-\$563,692,346	-44.3	146
Automobile Dealers	4411	\$290,289,692	\$842,506,948	-\$552,217,256	-48.7	88
Other Motor Vehicle Dealers	4412	\$26,348,051	\$24,849,107	\$1,498,944	2.9	16
Auto Parts, Accessories & Tire Stores	4413	\$37,847,457	\$50,821,491	-\$12,974,034	-14.6	42
Furniture & Home Furnishings Stores	442	\$51,493,326	\$90,691,293	-\$39,197,967	-27.6	64
Furniture Stores	4421	\$32,316,047	\$49,714,651	-\$17,398,604	-21.2	38
Home Furnishings Stores	4422	\$19,177,279	\$40,976,643	-\$21,799,364	-36.2	26
Electronics & Appliance Stores	443	\$46,348,672	\$72,894,894	-\$26,546,222	-22.3	30
Bldg Materials, Garden Equip. & Supply Stores	444	\$103,891,070	\$161,572,504	-\$57,681,434	-21.7	72
Bldg Material & Supplies Dealers	4441	\$97,937,297	\$156,776,344	-\$58,839,047	-23.1	57
Lawn & Garden Equip & Supply Stores	4442	\$5,953,774	\$4,796,159	\$1,157,615	10.8	15
Food & Beverage Stores	445	\$268,605,638	\$374,027,053	-\$105,421,415	-16.4	108
Grocery Stores	4451	\$234,601,817	\$321,865,492	-\$87,263,675	-15.7	64
Specialty Food Stores	4452	\$7,915,635	\$12,831,677	-\$4,916,042	-23.7	23
Beer, Wine & Liquor Stores	4453	\$26,088,186	\$39,329,884	-\$13,241,698	-20.2	21
Health & Personal Care Stores	446,4461	\$80,561,781	\$136,130,736	-\$55,568,955	-25.6	79
Gasoline Stations	447,4471	\$199,450,841	\$127,856,491	\$71,594,350	21.9	46
Clothing & Clothing Accessories Stores	448	\$60,589,131	\$144,725,147	-\$84,136,016	-41.0	147
Clothing Stores	4481	\$40,544,081	\$115,965,343	-\$75,421,262	-48.2	116
Shoe Stores	4482	\$8,316,736	\$18,019,208	-\$9,702,472	-36.8	11
Jewelry, Luggage & Leather Goods Stores	4483	\$11,728,314	\$10,740,595	\$987,719	4.4	21
Sporting Goods, Hobby, Book & Music Stores	451	\$51,051,024	\$81,654,466	-\$30,603,442	-23.1	66
Sporting Goods/Hobby/Musical Instr Stores	4511	\$44,213,957	\$65,246,632	-\$21,032,675	-19.2	56
Book, Periodical & Music Stores	4512	\$6,837,067	\$16,407,834	-\$9,570,767	-41.2	10
General Merchandise Stores	452	\$376,015,618	\$534,626,405	-\$158,610,787	-17.4	48
Department Stores Excluding Leased Depts.	4521	\$290,848,522	\$428,107,875	-\$137,259,353	-19.1	18
Other General Merchandise Stores	4529	\$85,167,096	\$106,518,530	-\$21,351,434	-11.1	30
Miscellaneous Store Retailers	453	\$64,245,445	\$114,481,420	-\$50,235,975	-28.1	161
Florists	4531	\$4,171,057	\$3,942,206	\$228,851	2.8	15
Office Supplies, Stationery & Gift Stores	4532	\$15,005,528	\$23,535,799	-\$8,530,271	-22.1	38
Used Merchandise Stores	4533	\$10,664,287	\$20,468,565	-\$9,804,278	-31.5	48
Other Miscellaneous Store Retailers	4539	\$34,404,573	\$66,534,850	-\$32,130,277	-31.8	60
Nonstore Retailers	454	\$17,360,647	\$14,625,458	\$2,735,189	8.6	19
Electronic Shopping & Mail-Order Houses	4541	\$9,849,308	\$4,995,918	\$4,853,390	32.7	6
Vending Machine Operators	4542	\$2,819,170	\$5,709,110	-\$2,889,940	-33.9	8
Direct Selling Establishments	4543	\$4,692,169	\$3,920,430	\$771,739	9.0	5
Food Services & Drinking Places	722	\$183,776,992	\$324,460,804	-\$140,683,812	-27.7	482
Special Food Services	7223	\$1,986,524	\$1,786,061	\$200,463	5.3	7
Drinking Places - Alcoholic Beverages	7224	\$5,152,081	\$19,219,456	-\$14,067,375	-57.7	24
Restaurants/Other Eating Places	7225	\$176,638,387	\$303,455,287	-\$126,816,900	-26.4	450

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>

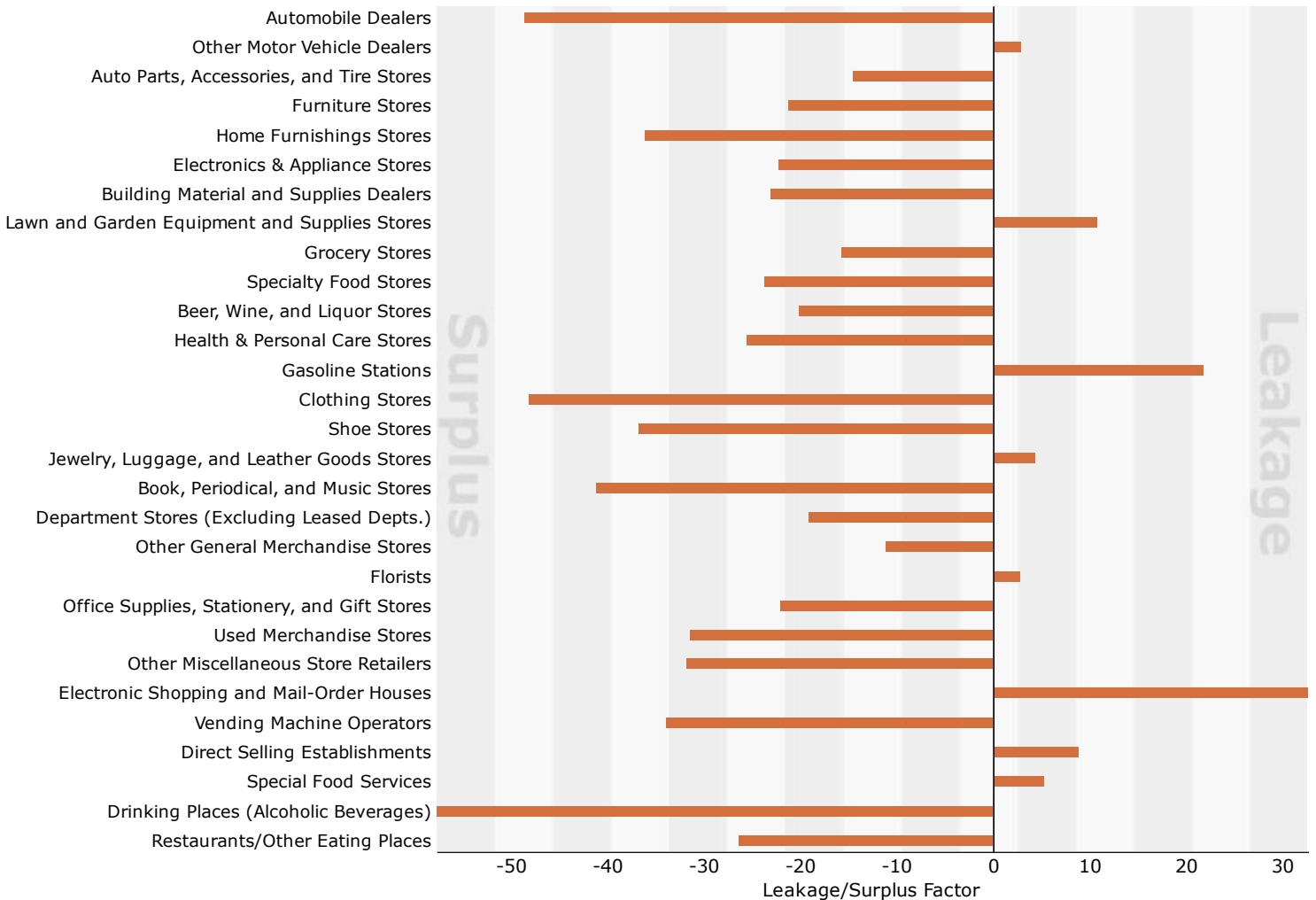
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September 25, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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



# Retail MarketPlace Profile

Fayetteville, Arkansas  
 Drive Time: 30 minute radius

Prepared by Esri  
 Latitude: 36.06320  
 Longitude: -94.15791

## Summary Demographics

2017 Population	254,622
2017 Households	94,690
2017 Median Disposable Income	\$39,527
2017 Per Capita Income	\$25,610

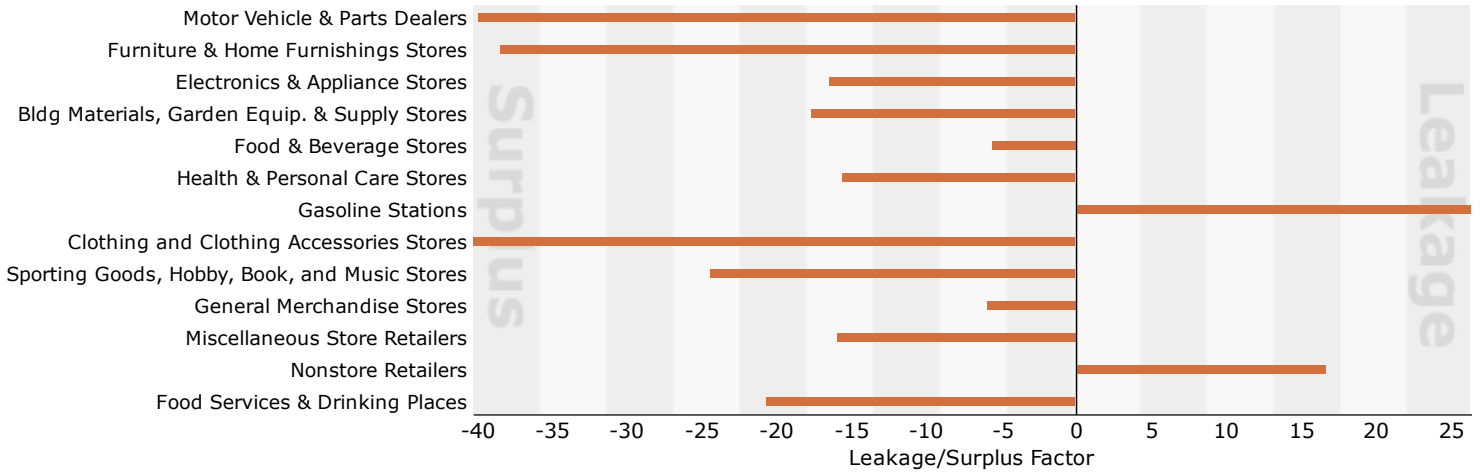
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$3,113,515,526	\$4,556,009,816	-\$1,442,494,290	-18.8	2,154
Total Retail Trade	44-45	\$2,808,700,204	\$4,092,459,436	-\$1,283,759,232	-18.6	1,494
Total Food & Drink	722	\$304,815,322	\$463,550,380	-\$158,735,058	-20.7	660

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$597,579,556	\$1,395,711,752	-\$798,132,196	-40.0	228
Automobile Dealers	4411	\$489,020,304	\$1,281,174,703	-\$792,154,399	-44.7	140
Other Motor Vehicle Dealers	4412	\$45,191,948	\$37,115,818	\$8,076,130	9.8	25
Auto Parts, Accessories & Tire Stores	4413	\$63,367,304	\$77,421,231	-\$14,053,927	-10.0	64
Furniture & Home Furnishings Stores	442	\$86,112,793	\$193,721,406	-\$107,608,613	-38.5	108
Furniture Stores	4421	\$53,410,085	\$95,112,494	-\$41,702,409	-28.1	59
Home Furnishings Stores	4422	\$32,702,708	\$98,608,912	-\$65,906,204	-50.2	49
Electronics & Appliance Stores	443	\$76,788,459	\$107,180,821	-\$30,392,362	-16.5	42
Bldg Materials, Garden Equip. & Supply Stores	444	\$180,628,778	\$258,357,345	-\$77,728,567	-17.7	118
Bldg Material & Supplies Dealers	4441	\$170,413,018	\$248,825,662	-\$78,412,644	-18.7	93
Lawn & Garden Equip & Supply Stores	4442	\$10,215,760	\$9,531,683	\$684,077	3.5	25
Food & Beverage Stores	445	\$447,600,089	\$502,210,761	-\$54,610,672	-5.7	165
Grocery Stores	4451	\$391,318,772	\$426,963,970	-\$35,645,198	-4.4	93
Specialty Food Stores	4452	\$13,179,346	\$21,517,044	-\$8,337,698	-24.0	42
Beer, Wine & Liquor Stores	4453	\$43,101,971	\$53,729,747	-\$10,627,776	-11.0	30
Health & Personal Care Stores	446,4461	\$136,043,402	\$186,529,878	-\$50,486,476	-15.7	108
Gasoline Stations	447,4471	\$333,590,390	\$194,407,890	\$139,182,500	26.4	72
Clothing & Clothing Accessories Stores	448	\$100,470,647	\$236,153,853	-\$135,683,206	-40.3	212
Clothing Stores	4481	\$67,270,651	\$181,523,932	-\$114,253,281	-45.9	164
Shoe Stores	4482	\$13,869,017	\$28,652,653	-\$14,783,636	-34.8	19
Jewelry, Luggage & Leather Goods Stores	4483	\$19,330,979	\$25,977,268	-\$6,646,289	-14.7	29
Sporting Goods, Hobby, Book & Music Stores	451	\$85,293,993	\$140,509,408	-\$55,215,415	-24.5	97
Sporting Goods/Hobby/Musical Instr Stores	4511	\$74,166,532	\$120,590,876	-\$46,424,344	-23.8	82
Book, Periodical & Music Stores	4512	\$11,127,461	\$19,918,532	-\$8,791,071	-28.3	15
General Merchandise Stores	452	\$627,796,314	\$708,483,746	-\$80,687,432	-6.0	87
Department Stores Excluding Leased Depts.	4521	\$485,496,757	\$584,173,122	-\$98,676,365	-9.2	31
Other General Merchandise Stores	4529	\$142,299,557	\$124,310,624	\$17,988,933	6.7	56
Miscellaneous Store Retailers	453	\$107,440,651	\$148,246,301	-\$40,805,650	-16.0	231
Florists	4531	\$7,119,089	\$5,078,388	\$2,040,701	16.7	22
Office Supplies, Stationery & Gift Stores	4532	\$25,082,273	\$29,101,625	-\$4,019,352	-7.4	52
Used Merchandise Stores	4533	\$17,601,224	\$25,450,748	-\$7,849,524	-18.2	70
Other Miscellaneous Store Retailers	4539	\$57,638,065	\$88,615,539	-\$30,977,474	-21.2	88
Nonstore Retailers	454	\$29,355,131	\$20,946,277	\$8,408,854	16.7	25
Electronic Shopping & Mail-Order Houses	4541	\$16,541,860	\$8,286,017	\$8,255,843	33.3	8
Vending Machine Operators	4542	\$4,688,255	\$7,714,849	-\$3,026,594	-24.4	9
Direct Selling Establishments	4543	\$8,125,015	\$4,945,411	\$3,179,604	24.3	8
Food Services & Drinking Places	722	\$304,815,322	\$463,550,380	-\$158,735,058	-20.7	660
Special Food Services	7223	\$3,330,908	\$2,393,475	\$937,433	16.4	12
Drinking Places - Alcoholic Beverages	7224	\$8,539,103	\$20,113,423	-\$11,574,320	-40.4	29
Restaurants/Other Eating Places	7225	\$292,945,311	\$441,043,482	-\$148,098,171	-20.2	619

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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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

