



# Retail MarketPlace Profile

Centernton City, AR  
 Centernton city, AR (0512820)  
 Geography: Place

Prepared by Esri

## Summary Demographics

2015 Population	11,218
2015 Households	3,896
2015 Median Disposable Income	\$52,636
2015 Per Capita Income	\$27,315

## 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	\$111,971,342	\$21,667,223	\$90,304,119	67.6	41
Total Retail Trade	44-45	\$100,141,901	\$18,547,677	\$81,594,224	68.7	33
Total Food & Drink	722	\$11,829,441	\$3,119,546	\$8,709,895	58.3	8

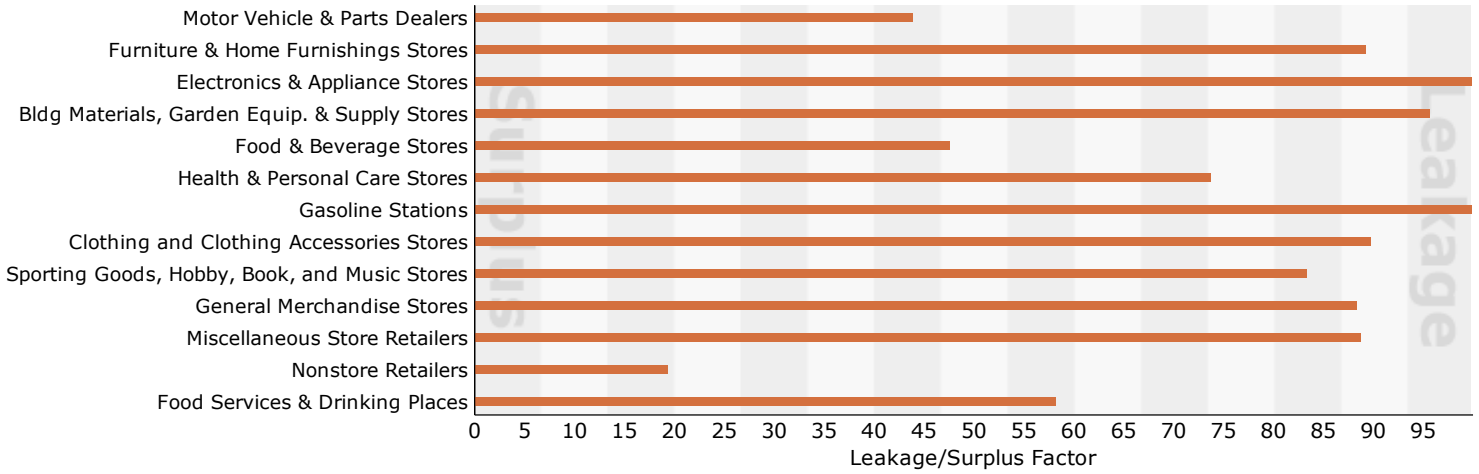
## Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$21,836,892	\$8,489,520	\$13,347,372	44.0	3
Automobile Dealers	4411	\$19,542,785	\$7,845,533	\$11,697,252	42.7	1
Other Motor Vehicle Dealers	4412	\$1,006,584	\$0	\$1,006,584	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,287,523	\$643,987	\$643,536	33.3	2
Furniture & Home Furnishings Stores	442	\$2,089,567	\$117,025	\$1,972,542	89.4	2
Furniture Stores	4421	\$1,317,924	\$0	\$1,317,924	100.0	0
Home Furnishings Stores	4422	\$771,643	\$117,025	\$654,618	73.7	2
Electronics & Appliance Stores	443	\$2,453,762	\$0	\$2,453,762	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,528,927	\$75,395	\$3,453,532	95.8	1
Bldg Material & Supplies Dealers	4441	\$2,922,494	\$75,395	\$2,847,099	95.0	1
Lawn & Garden Equip & Supply Stores	4442	\$606,433	\$0	\$606,433	100.0	0
Food & Beverage Stores	445	\$13,104,523	\$4,638,441	\$8,466,082	47.7	8
Grocery Stores	4451	\$11,487,320	\$4,207,213	\$7,280,107	46.4	4
Specialty Food Stores	4452	\$319,219	\$196,980	\$122,239	23.7	3
Beer, Wine & Liquor Stores	4453	\$1,297,984	\$234,248	\$1,063,736	69.4	1
Health & Personal Care Stores	446,4461	\$6,634,874	\$999,338	\$5,635,536	73.8	3
Gasoline Stations	447,4471	\$10,824,564	\$0	\$10,824,564	100.0	0
Clothing & Clothing Accessories Stores	448	\$5,141,232	\$273,034	\$4,868,198	89.9	2
Clothing Stores	4481	\$3,636,255	\$273,034	\$3,363,221	86.0	2
Shoe Stores	4482	\$684,393	\$0	\$684,393	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$820,584	\$0	\$820,584	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,094,927	\$188,206	\$1,906,721	83.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,679,110	\$188,206	\$1,490,904	79.8	2
Book, Periodical & Music Stores	4512	\$415,817	\$0	\$415,817	100.0	0
General Merchandise Stores	452	\$25,902,722	\$1,594,337	\$24,308,385	88.4	2
Department Stores Excluding Leased Depts.	4521	\$8,168,689	\$1,594,337	\$6,574,352	67.3	2
Other General Merchandise Stores	4529	\$17,734,033	\$0	\$17,734,033	100.0	0
Miscellaneous Store Retailers	453	\$3,622,104	\$213,114	\$3,408,990	88.9	4
Florists	4531	\$111,974	\$0	\$111,974	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$953,193	\$0	\$953,193	100.0	0
Used Merchandise Stores	4533	\$866,422	\$0	\$866,422	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,690,515	\$213,114	\$1,477,401	77.6	4
Nonstore Retailers	454	\$2,907,807	\$1,959,267	\$948,540	19.5	6
Electronic Shopping & Mail-Order Houses	4541	\$2,265,929	\$1,655,035	\$610,894	15.6	1
Vending Machine Operators	4542	\$184,574	\$225,074	-\$40,500	-9.9	3
Direct Selling Establishments	4543	\$457,304	\$79,158	\$378,146	70.5	2
Food Services & Drinking Places	722	\$11,829,441	\$3,119,546	\$8,709,895	58.3	8
Full-Service Restaurants	7221	\$3,805,020	\$794,905	\$3,010,115	65.4	4
Limited-Service Eating Places	7222	\$6,738,374	\$2,324,641	\$4,413,733	48.7	4
Special Food Services	7223	\$370,066	\$0	\$370,066	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$915,981	\$0	\$915,981	100.0	0

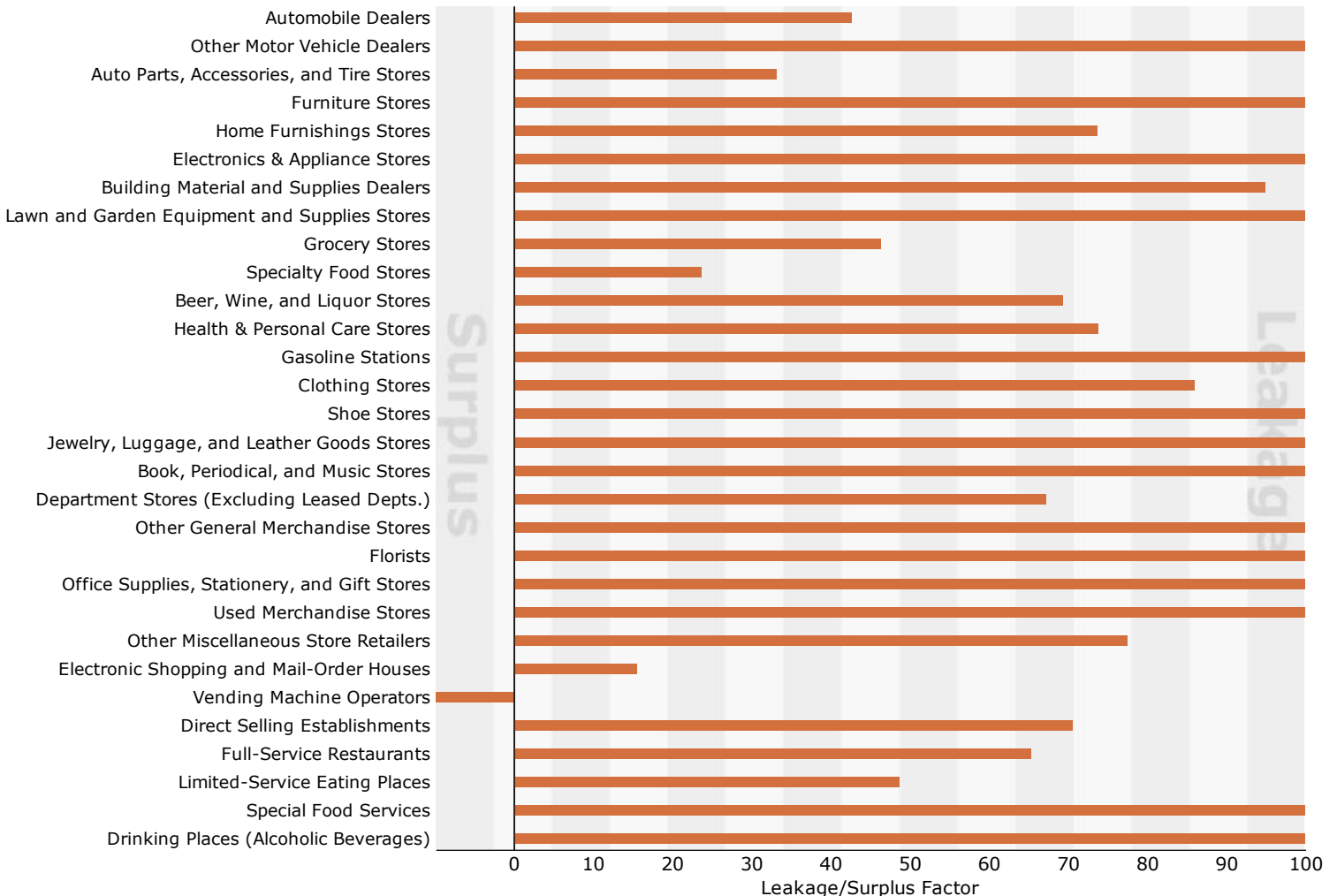
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

**Source:** Esri and Dun & Bradstreet. Copyright 2015 Dun & Bradstreet, Inc. All rights reserved.

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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