



Retail Demand Outlook

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

Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2022	2027
Southern Satellites (10A)	14.9%	Population	46,471	47,469
Hometown Heritage (8G)	13.3%	Households	17,947	18,315
Midlife Constants (5E)	12.6%	Families	12,480	12,716
Salt of the Earth (6B)	12.5%	Median Age	40.5	41.6
Rooted Rural (10B)	9.9%	Median Household Income	\$51,645	\$56,696
		2022	2027	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$29,095,267	\$33,026,356	\$3,931,089
Men's		\$5,288,357	\$6,003,113	\$714,756
Women's		\$10,299,597	\$11,693,483	\$1,393,886
Children's		\$4,331,467	\$4,915,162	\$583,695
Footwear		\$6,866,963	\$7,794,145	\$927,182
Watches & Jewelry		\$1,909,726	\$2,167,303	\$257,577
Apparel Products and Services (1)		\$658,787	\$747,977	\$89,190
Computer				
Computers and Hardware for Home Use		\$2,158,194	\$2,449,514	\$291,320
Portable Memory		\$62,237	\$70,606	\$8,369
Computer Software		\$117,141	\$132,958	\$15,817
Computer Accessories		\$249,928	\$283,810	\$33,882
Entertainment & Recreation		\$47,514,825	\$53,940,674	\$6,425,849
Fees and Admissions		\$8,794,463	\$9,989,504	\$1,195,041
Membership Fees for Clubs (2)		\$3,030,833	\$3,443,123	\$412,290
Fees for Participant Sports, excl. Trips		\$1,372,490	\$1,559,241	\$186,751
Tickets to Theatre/Operas/Concerts		\$967,071	\$1,098,568	\$131,497
Tickets to Movies		\$657,603	\$746,625	\$89,022
Tickets to Parks or Museums		\$441,700	\$501,411	\$59,711
Admission to Sporting Events, excl. Trips		\$823,547	\$935,407	\$111,860
Fees for Recreational Lessons		\$1,486,742	\$1,688,697	\$201,955
Dating Services		\$14,478	\$16,431	\$1,953
TV/Video/Audio		\$17,987,826	\$20,413,112	\$2,425,286
Cable and Satellite Television Services		\$12,814,854	\$14,542,077	\$1,727,223
Televisions		\$1,561,840	\$1,772,528	\$210,688
Satellite Dishes		\$22,619	\$25,709	\$3,090
VCRs, Video Cameras, and DVD Players		\$71,892	\$81,627	\$9,735
Miscellaneous Video Equipment		\$230,458	\$261,594	\$31,136
Video Cassettes and DVDs		\$108,873	\$123,572	\$14,699
Video Game Hardware/Accessories		\$453,339	\$514,406	\$61,067
Video Game Software		\$236,410	\$268,266	\$31,856
Rental/Streaming/Downloaded Video		\$997,724	\$1,132,522	\$134,798
Installation of Televisions		\$5,998	\$6,811	\$813
Audio (3)		\$1,426,529	\$1,619,147	\$192,618
Rental and Repair of TV/Radio/Sound Equipment		\$57,291	\$64,852	\$7,561
Pets		\$12,163,083	\$13,805,829	\$1,642,746
Toys/Games/Crafts/Hobbies (4)		\$1,723,211	\$1,956,159	\$232,948
Recreational Vehicles and Fees (5)		\$1,783,888	\$2,025,853	\$241,965
Sports/Recreation/Exercise Equipment (6)		\$2,694,144	\$3,060,386	\$366,242
Photo Equipment and Supplies (7)		\$595,505	\$676,342	\$80,837
Reading (8)		\$1,426,896	\$1,620,826	\$193,930
Catered Affairs (9)		\$347,968	\$395,116	\$47,148
Food		\$131,160,771	\$148,852,935	\$17,692,164
Food at Home		\$79,292,585	\$89,987,297	\$10,694,712
Bakery and Cereal Products		\$10,209,386	\$11,585,768	\$1,376,382
Meats, Poultry, Fish, and Eggs		\$17,353,869	\$19,693,168	\$2,339,299
Dairy Products		\$7,907,169	\$8,975,036	\$1,067,867
Fruits and Vegetables		\$14,731,960	\$16,720,588	\$1,988,628
Snacks and Other Food at Home (10)		\$29,090,200	\$33,012,737	\$3,922,537
Food Away from Home		\$51,868,186	\$58,865,638	\$6,997,452
Alcoholic Beverages		\$8,205,347	\$9,317,302	\$1,111,955

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	2022 Consumer Spending	2027 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$341,760,086	\$388,468,582	\$46,708,496
Value of Retirement Plans	\$1,328,267,463	\$1,509,309,118	\$181,041,655
Value of Other Financial Assets	\$127,053,833	\$144,353,650	\$17,299,817
Vehicle Loan Amount excluding Interest	\$44,018,686	\$49,950,267	\$5,931,581
Value of Credit Card Debt	\$39,150,792	\$44,440,161	\$5,289,369
Health			
Nonprescription Drugs	\$2,664,964	\$3,025,206	\$360,242
Prescription Drugs	\$5,974,768	\$6,780,813	\$806,045
Eyeglasses and Contact Lenses	\$1,494,176	\$1,696,596	\$202,420
Home			
Mortgage Payment and Basics (11)	\$140,082,235	\$159,151,956	\$19,069,721
Maintenance and Remodeling Services	\$38,739,481	\$44,011,033	\$5,271,552
Maintenance and Remodeling Materials (12)	\$9,944,767	\$11,291,100	\$1,346,333
Utilities, Fuel, and Public Services	\$76,363,106	\$86,652,684	\$10,289,578
Household Furnishings and Equipment			
Household Textiles (13)	\$1,376,696	\$1,562,394	\$185,698
Furniture	\$8,935,403	\$10,141,813	\$1,206,410
Rugs	\$432,616	\$491,152	\$58,536
Major Appliances (14)	\$5,441,780	\$6,177,394	\$735,614
Housewares (15)	\$1,245,997	\$1,414,753	\$168,756
Small Appliances	\$745,891	\$846,555	\$100,664
Luggage	\$212,043	\$240,703	\$28,660
Telephones and Accessories	\$1,331,863	\$1,512,576	\$180,713
Household Operations			
Child Care	\$6,457,767	\$7,332,721	\$874,954
Lawn and Garden (16)	\$7,953,808	\$9,032,840	\$1,079,032
Moving/Storage/Freight Express	\$902,321	\$1,024,032	\$121,711
Housekeeping Supplies (17)	\$11,802,063	\$13,396,584	\$1,594,521
Insurance			
Owners and Renters Insurance	\$10,281,218	\$11,673,584	\$1,392,366
Vehicle Insurance	\$27,722,972	\$31,454,682	\$3,731,710
Life/Other Insurance	\$9,011,716	\$10,229,776	\$1,218,060
Health Insurance	\$63,843,612	\$72,473,976	\$8,630,364
Personal Care Products (18)	\$7,133,490	\$8,096,980	\$963,490
School Books and Supplies (19)	\$1,793,030	\$2,034,676	\$241,646
Smoking Products	\$7,174,157	\$8,131,567	\$957,410
Transportation			
Payments on Vehicles excluding Leases	\$40,836,095	\$46,341,331	\$5,505,236
Gasoline and Motor Oil	\$36,397,237	\$41,295,253	\$4,898,016
Vehicle Maintenance and Repairs	\$16,684,161	\$18,936,755	\$2,252,594
Travel			
Airline Fares	\$7,372,336	\$8,374,763	\$1,002,427
Lodging on Trips	\$9,498,080	\$10,787,084	\$1,289,004
Auto/Truck Rental on Trips	\$657,481	\$746,590	\$89,109
Food and Drink on Trips	\$7,872,340	\$8,939,242	\$1,066,902

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

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