



# Retail MarketPlace Profile

Clatskanie  
Clatskanie, OR  
Drive Time: 5 minutes

For More Info: CCET, 503/397-7218  
Latitude: 46.10366  
Longitude: -123.20435

## Summary Demographics

2010 Population	1,857
2010 Households	744
2010 Median Disposable Income	\$38,719
2010 Per Capita Income	\$23,055

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	\$16,691,003	\$24,408,981	\$-7,717,978	-18.8	26
Total Retail Trade	44-45	\$14,441,390	\$21,928,292	\$-7,486,902	-20.6	20
Total Food & Drink	722	\$2,249,612	\$2,480,689	\$-231,076	-4.9	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,360,533	\$182,369	\$3,178,165	89.7	1
Automobile Dealers	4411	\$2,829,043	\$0	\$2,829,043	100.0	0
Other Motor Vehicle Dealers	4412	\$303,833	\$0	\$303,833	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$227,658	\$182,369	\$45,289	11.0	1
Furniture & Home Furnishings Stores	442	\$344,795	\$496,947	\$-152,151	-18.1	2
Furniture Stores	4421	\$173,662	\$0	\$173,662	100.0	0
Home Furnishings Stores	4422	\$171,133	\$496,947	\$-325,814	-48.8	2
Electronics & Appliance Stores	4431	\$325,865	\$394,140	\$-68,274	-9.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$617,105	\$175,558	\$441,548	55.7	2
Bldg Material & Supplies Dealers	4441	\$477,966	\$175,558	\$302,408	46.3	2
Lawn & Garden Equip & Supply Stores	4442	\$139,140	\$0	\$139,140	100.0	0
Food & Beverage Stores	445	\$2,952,088	\$6,344,745	\$-3,392,657	-36.5	3
Grocery Stores	4451	\$2,833,500	\$5,429,465	\$-2,595,965	-31.4	2
Specialty Food Stores	4452	\$24,028	\$131,119	\$-107,090	-69.0	1
Beer, Wine & Liquor Stores	4453	\$94,560	\$784,161	\$-689,602	-78.5	1
Health & Personal Care Stores	446,4461	\$422,172	\$806,320	\$-384,148	-31.3	1
Gasoline Stations	447,4471	\$2,505,067	\$6,747,105	\$-4,242,038	-45.8	2
Clothing & Clothing Accessories Stores	448	\$231,216	\$0	\$231,216	100.0	0
Clothing Stores	4481	\$155,459	\$0	\$155,459	100.0	0
Shoe Stores	4482	\$31,692	\$0	\$31,692	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$44,065	\$0	\$44,065	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$138,984	\$259,068	\$-120,083	-30.2	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$100,985	\$259,068	\$-158,082	-43.9	3
Book, Periodical & Music Stores	4512	\$37,999	\$0	\$37,999	100.0	0
General Merchandise Stores	452	\$2,731,484	\$5,665,476	\$-2,933,992	-34.9	1
Department Stores Excluding Leased Depts.	4521	\$1,560,287	\$0	\$1,560,287	100.0	0
Other General Merchandise Stores	4529	\$1,171,198	\$5,665,476	\$-4,494,278	-65.7	1
Miscellaneous Store Retailers	453	\$293,887	\$396,300	\$-102,413	-14.8	3
Florists	4531	\$17,152	\$301,907	\$-284,755	-89.2	2
Office Supplies, Stationery & Gift Stores	4532	\$51,615	\$0	\$51,615	100.0	0
Used Merchandise Stores	4533	\$21,841	\$94,394	\$-72,552	-62.4	1
Other Miscellaneous Store Retailers	4539	\$203,280	\$0	\$203,280	100.0	0
Nonstore Retailers	454	\$518,192	\$460,266	\$57,926	5.9	1
Electronic Shopping & Mail-Order Houses	4541	\$381,481	\$0	\$381,481	100.0	0
Vending Machine Operators	4542	\$18,499	\$0	\$18,499	100.0	0
Direct Selling Establishments	4543	\$118,213	\$460,266	\$-342,054	-59.1	1
Food Services & Drinking Places	722	\$2,249,612	\$2,480,689	\$-231,076	-4.9	6
Full-Service Restaurants	7221	\$965,981	\$1,830,407	\$-864,426	-30.9	4
Limited-Service Eating Places	7222	\$977,372	\$458,170	\$519,202	36.2	1
Special Food Services	7223	\$133,197	\$0	\$133,197	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$173,063	\$192,112	\$-19,049	-5.2	1

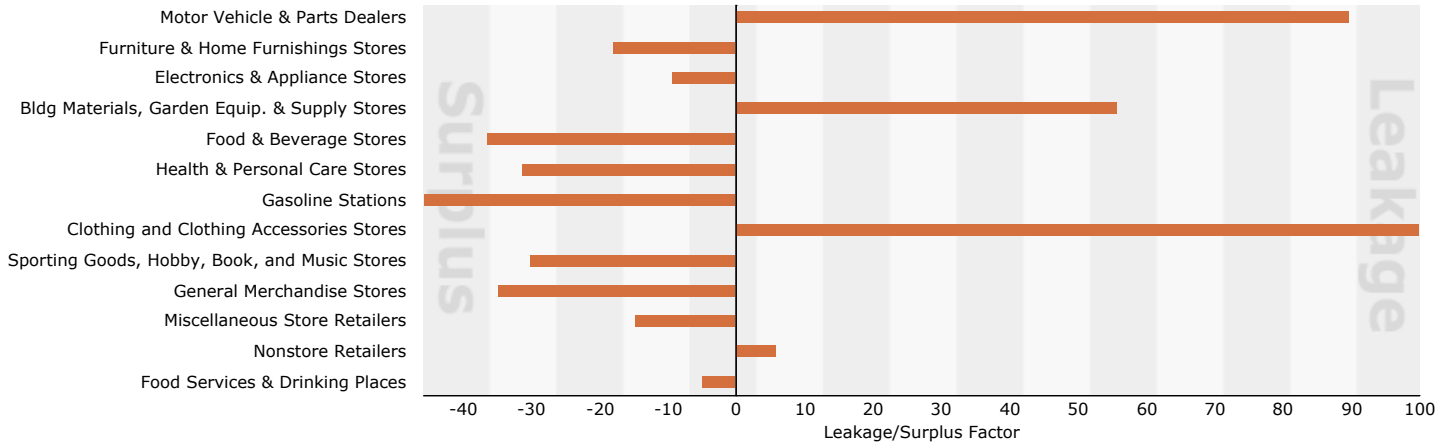
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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 Infogroup

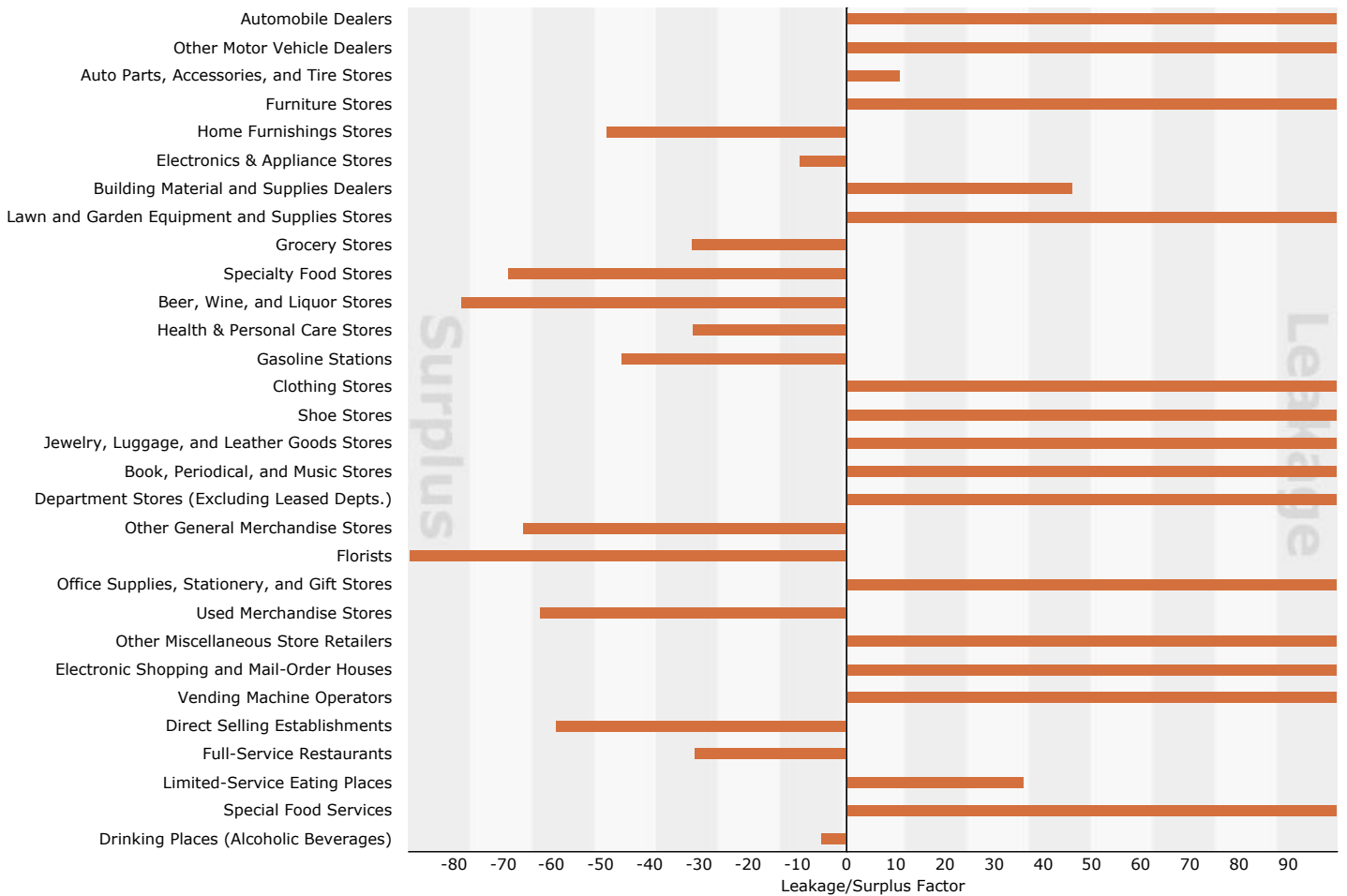
June 13, 2012

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Clatskanie  
Clatskanie, OR  
Drive Time: 10 minutes

For More Info: CCET, 503/397-7218  
Latitude: 46.10366  
Longitude: -123.20435

## Summary Demographics

2010 Population	2,564
2010 Households	1,029
2010 Median Disposable Income	\$38,980
2010 Per Capita Income	\$23,105

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	\$23,385,038	\$29,118,772	\$-5,733,734	-10.9	32
Total Retail Trade	44-45	\$20,240,863	\$26,014,523	\$-5,773,659	-12.5	25
Total Food & Drink	722	\$3,144,175	\$3,104,250	\$39,925	0.6	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,706,472	\$225,512	\$4,480,960	90.9	1
Automobile Dealers	4411	\$3,957,082	\$22,553	\$3,934,529	98.9	0
Other Motor Vehicle Dealers	4412	\$431,676	\$0	\$431,676	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$317,715	\$202,959	\$114,756	22.0	1
Furniture & Home Furnishings Stores	442	\$482,799	\$603,917	\$-121,117	-11.1	2
Furniture Stores	4421	\$242,373	\$0	\$242,373	100.0	0
Home Furnishings Stores	4422	\$240,426	\$603,917	\$-363,491	-43.1	2
Electronics & Appliance Stores	4431	\$456,571	\$438,640	\$17,932	2.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$871,196	\$206,630	\$664,567	61.7	2
Bldg Material & Supplies Dealers	4441	\$673,054	\$206,630	\$466,424	53.0	2
Lawn & Garden Equip & Supply Stores	4442	\$198,142	\$0	\$198,142	100.0	0
Food & Beverage Stores	445	\$4,127,807	\$7,188,501	\$-3,060,695	-27.0	4
Grocery Stores	4451	\$3,962,540	\$6,157,236	\$-2,194,697	-21.7	2
Specialty Food Stores	4452	\$33,590	\$145,923	\$-112,333	-62.6	1
Beer, Wine & Liquor Stores	4453	\$131,677	\$885,342	\$-753,665	-74.1	1
Health & Personal Care Stores	446,4461	\$590,602	\$918,755	\$-328,153	-21.7	1
Gasoline Stations	447,4471	\$3,519,565	\$7,543,837	\$-4,024,272	-36.4	2
Clothing & Clothing Accessories Stores	448	\$323,347	\$0	\$323,347	100.0	0
Clothing Stores	4481	\$217,343	\$0	\$217,343	100.0	0
Shoe Stores	4482	\$44,163	\$0	\$44,163	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$61,841	\$0	\$61,841	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$194,796	\$289,499	\$-94,704	-19.6	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$141,963	\$289,499	\$-147,536	-34.2	4
Book, Periodical & Music Stores	4512	\$52,833	\$0	\$52,833	100.0	0
General Merchandise Stores	452	\$3,823,043	\$7,467,975	\$-3,644,932	-32.3	1
Department Stores Excluding Leased Depts.	4521	\$2,184,343	\$0	\$2,184,343	100.0	0
Other General Merchandise Stores	4529	\$1,638,699	\$7,467,975	\$-5,829,276	-64.0	1
Miscellaneous Store Retailers	453	\$413,281	\$518,211	\$-104,930	-11.3	5
Florists	4531	\$24,465	\$349,376	\$-324,911	-86.9	2
Office Supplies, Stationery & Gift Stores	4532	\$72,266	\$0	\$72,266	100.0	0
Used Merchandise Stores	4533	\$30,506	\$125,727	\$-95,221	-60.9	2
Other Miscellaneous Store Retailers	4539	\$286,045	\$43,108	\$242,937	73.8	0
Nonstore Retailers	454	\$731,385	\$613,047	\$118,338	8.8	1
Electronic Shopping & Mail-Order Houses	4541	\$533,973	\$0	\$533,973	100.0	0
Vending Machine Operators	4542	\$25,855	\$0	\$25,855	100.0	0
Direct Selling Establishments	4543	\$171,557	\$613,047	\$-441,490	-56.3	1
Food Services & Drinking Places	722	\$3,144,175	\$3,104,250	\$39,925	0.6	7
Full-Service Restaurants	7221	\$1,350,014	\$2,367,293	\$-1,017,279	-27.4	5
Limited-Service Eating Places	7222	\$1,365,838	\$517,288	\$848,550	45.1	1
Special Food Services	7223	\$186,140	\$0	\$186,140	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$242,183	\$219,668	\$22,515	4.9	1

**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 Infogroup

June 13, 2012

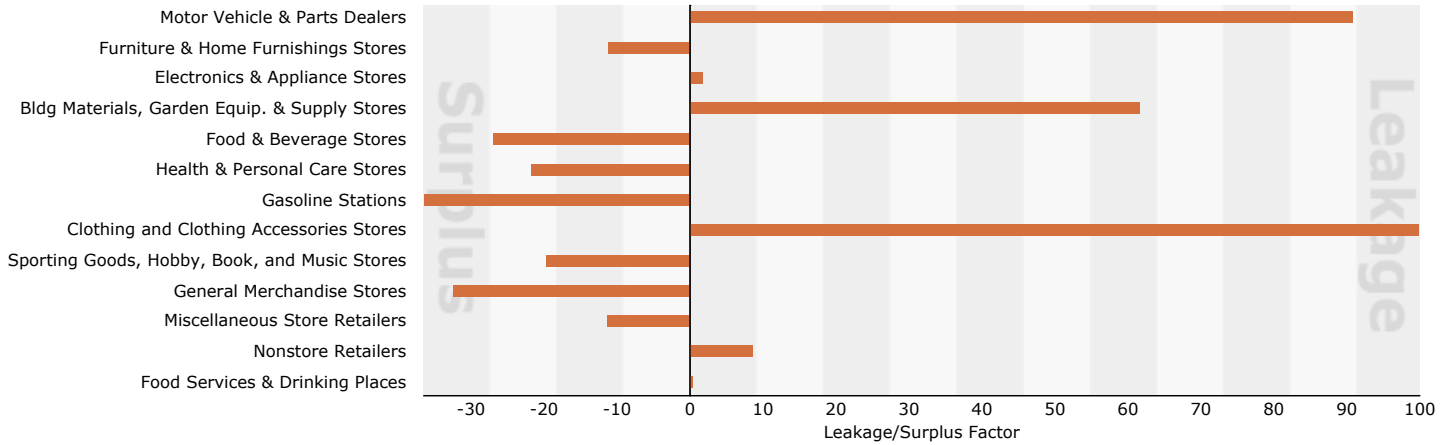
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Clatskanie  
 Clatskanie, OR  
 Drive Time: 10 minutes

For More Info: CCET, 503/397-7218  
 Latitude: 46.10366  
 Longitude: -123.20435

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Clatskanie  
Clatskanie, OR  
Drive Time: 20 minutes

For More Info: CCET, 503/397-7218  
Latitude: 46.10366  
Longitude: -123.20435

## Summary Demographics

2010 Population	17,783
2010 Households	6,726
2010 Median Disposable Income	\$36,222
2010 Per Capita Income	\$20,198

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	\$137,481,124	\$175,415,356	\$-37,934,232	-12.1	140
Total Retail Trade	44-45	\$118,703,977	\$159,371,449	\$-40,667,472	-14.6	101
Total Food & Drink	722	\$18,777,147	\$16,043,907	\$2,733,240	7.8	39

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,297,634	\$35,796,911	\$-8,499,276	-13.5	17
Automobile Dealers	4411	\$23,007,118	\$20,615,376	\$2,391,742	5.5	3
Other Motor Vehicle Dealers	4412	\$2,308,906	\$9,211,954	\$-6,903,048	-59.9	6
Auto Parts, Accessories & Tire Stores	4413	\$1,981,610	\$5,969,581	\$-3,987,971	-50.2	7
Furniture & Home Furnishings Stores	442	\$2,742,104	\$4,402,454	\$-1,660,350	-23.2	7
Furniture Stores	4421	\$1,540,158	\$439,583	\$1,100,575	55.6	1
Home Furnishings Stores	4422	\$1,201,946	\$3,962,871	\$-2,760,925	-53.5	7
Electronics & Appliance Stores	4431	\$2,160,241	\$761,120	\$1,399,121	47.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,852,931	\$13,730,167	\$-8,877,236	-47.8	13
Bldg Material & Supplies Dealers	4441	\$3,934,398	\$12,624,422	\$-8,690,024	-52.5	10
Lawn & Garden Equip & Supply Stores	4442	\$918,533	\$1,105,745	\$-187,213	-9.2	3
Food & Beverage Stores	445	\$24,315,442	\$12,389,926	\$11,925,515	32.5	13
Grocery Stores	4451	\$23,063,384	\$10,518,128	\$12,545,256	37.4	7
Specialty Food Stores	4452	\$477,288	\$485,042	\$-7,754	-0.8	4
Beer, Wine & Liquor Stores	4453	\$774,769	\$1,386,756	\$-611,987	-28.3	2
Health & Personal Care Stores	446,4461	\$3,396,919	\$1,674,406	\$1,722,513	34.0	4
Gasoline Stations	447,4471	\$21,799,645	\$69,525,661	\$-47,726,016	-52.3	11
Clothing & Clothing Accessories Stores	448	\$2,216,984	\$608,280	\$1,608,704	56.9	3
Clothing Stores	4481	\$1,569,605	\$536,890	\$1,032,715	49.0	2
Shoe Stores	4482	\$294,515	\$22,274	\$272,241	85.9	0
Jewelry, Luggage & Leather Goods Stores	4483	\$352,864	\$49,116	\$303,748	75.6	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,047,723	\$696,707	\$351,017	20.1	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$812,140	\$574,200	\$237,940	17.2	7
Book, Periodical & Music Stores	4512	\$235,583	\$122,506	\$113,077	31.6	0
General Merchandise Stores	452	\$20,134,624	\$13,514,401	\$6,620,223	19.7	3
Department Stores Excluding Leased Depts.	4521	\$12,040,474	\$75,597	\$11,964,877	98.8	0
Other General Merchandise Stores	4529	\$8,094,151	\$13,438,804	\$-5,344,653	-24.8	3
Miscellaneous Store Retailers	453	\$2,182,858	\$1,917,302	\$265,556	6.5	17
Florists	4531	\$131,777	\$555,804	\$-424,027	-61.7	5
Office Supplies, Stationery & Gift Stores	4532	\$437,814	\$38,644	\$399,169	83.8	1
Used Merchandise Stores	4533	\$219,605	\$393,532	\$-173,927	-28.4	5
Other Miscellaneous Store Retailers	4539	\$1,393,662	\$929,322	\$464,340	20.0	6
Nonstore Retailers	454	\$6,556,871	\$4,354,114	\$2,202,757	20.2	4
Electronic Shopping & Mail-Order Houses	4541	\$5,274,848	\$0	\$5,274,848	100.0	0
Vending Machine Operators	4542	\$257,766	\$0	\$257,766	100.0	0
Direct Selling Establishments	4543	\$1,024,257	\$4,354,114	\$-3,329,857	-61.9	4
Food Services & Drinking Places	722	\$18,777,147	\$16,043,907	\$2,733,240	7.8	39
Full-Service Restaurants	7221	\$8,622,040	\$8,572,505	\$49,535	0.3	19
Limited-Service Eating Places	7222	\$8,243,821	\$5,834,860	\$2,408,961	17.1	11
Special Food Services	7223	\$756,046	\$70,022	\$686,024	83.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,155,240	\$1,566,520	\$-411,281	-15.1	9

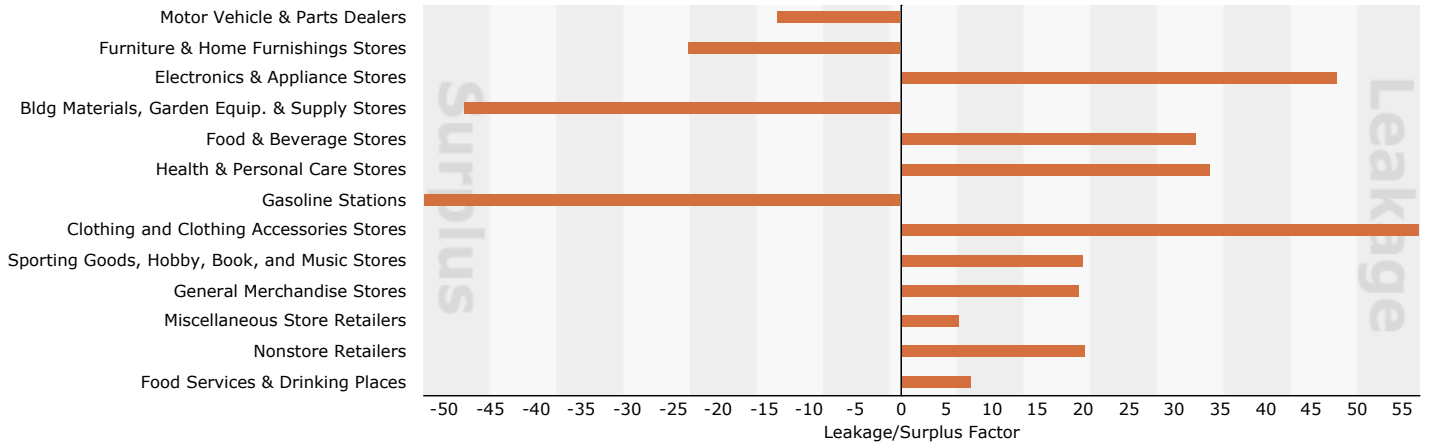
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Source: Esri and Infogroup

June 13, 2012

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

