



Retail MarketPlace Profile

Columbia City
Columbia City, OR
Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
Latitude: 45.8903
Longitude: -122.81144

Summary Demographics

2010 Population	7,050
2010 Households	2,620
2010 Median Disposable Income	\$42,362
2010 Per Capita Income	\$24,049

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	\$62,814,737	\$52,716,429	\$10,098,307	8.7	50
Total Retail Trade	44-45	\$53,844,414	\$47,086,148	\$6,758,265	6.7	39
Total Food & Drink	722	\$8,970,323	\$5,630,281	\$3,340,042	22.9	11

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,349,235	\$7,868,252	\$4,480,983	22.2	5
Automobile Dealers	4411	\$10,402,036	\$6,596,578	\$3,805,458	22.4	2
Other Motor Vehicle Dealers	4412	\$1,055,633	\$123,504	\$932,129	79.1	1
Auto Parts, Accessories & Tire Stores	4413	\$891,566	\$1,148,170	-\$256,604	-12.6	2
Furniture & Home Furnishings Stores	442	\$1,404,200	\$1,885,850	-\$481,650	-14.6	2
Furniture Stores	4421	\$707,323	\$1,331,875	-\$624,551	-30.6	1
Home Furnishings Stores	4422	\$696,877	\$553,975	\$142,902	11.4	2
Electronics & Appliance Stores	4431	\$1,254,005	\$262,658	\$991,347	65.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,413,292	\$3,052,274	-\$638,982	-11.7	3
Bldg Material & Supplies Dealers	4441	\$1,912,523	\$2,984,043	-\$1,071,520	-21.9	2
Lawn & Garden Equip & Supply Stores	4442	\$500,769	\$68,231	\$432,538	76.0	1
Food & Beverage Stores	445	\$11,133,173	\$14,999,333	-\$3,866,160	-14.8	5
Grocery Stores	4451	\$10,665,831	\$14,609,484	-\$3,943,653	-15.6	3
Specialty Food Stores	4452	\$91,165	\$179,054	-\$87,889	-32.5	1
Beer, Wine & Liquor Stores	4453	\$376,178	\$210,796	\$165,382	28.2	1
Health & Personal Care Stores	446,4461	\$1,484,638	\$1,647,019	-\$162,381	-5.2	4
Gasoline Stations	447,4471	\$8,909,361	\$10,170,588	-\$1,261,228	-6.6	2
Clothing & Clothing Accessories Stores	448	\$928,524	\$73,359	\$855,165	85.4	1
Clothing Stores	4481	\$624,632	\$5,653	\$618,979	98.2	0
Shoe Stores	4482	\$123,915	\$67,706	\$56,209	29.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$179,978	\$0	\$179,978	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$540,229	\$505,936	\$34,293	3.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$390,680	\$455,431	-\$64,751	-7.7	3
Book, Periodical & Music Stores	4512	\$149,548	\$50,504	\$99,044	49.5	1
General Merchandise Stores	452	\$10,421,726	\$4,710,200	\$5,711,526	37.7	4
Department Stores Excluding Leased Depts.	4521	\$6,049,319	\$636,523	\$5,412,796	81.0	2
Other General Merchandise Stores	4529	\$4,372,406	\$4,073,676	\$298,730	3.5	2
Miscellaneous Store Retailers	453	\$1,066,621	\$1,506,048	-\$439,428	-17.1	8
Florists	4531	\$61,665	\$0	\$61,665	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$199,093	\$565,293	-\$366,200	-47.9	3
Used Merchandise Stores	4533	\$87,164	\$71,344	\$15,820	10.0	2
Other Miscellaneous Store Retailers	4539	\$718,699	\$869,411	-\$150,713	-9.5	3
Nonstore Retailers	454	\$1,939,410	\$404,631	\$1,534,779	65.5	0
Electronic Shopping & Mail-Order Houses	4541	\$1,463,336	\$0	\$1,463,336	100.0	0
Vending Machine Operators	4542	\$71,661	\$16,343	\$55,317	62.9	0
Direct Selling Establishments	4543	\$404,413	\$388,288	\$16,125	2.0	0
Food Services & Drinking Places	722	\$8,970,323	\$5,630,281	\$3,340,042	22.9	11
Full-Service Restaurants	7221	\$3,844,496	\$3,479,890	\$364,606	5.0	7
Limited-Service Eating Places	7222	\$3,858,357	\$1,754,064	\$2,104,293	37.5	3
Special Food Services	7223	\$526,349	\$0	\$526,349	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$741,121	\$396,327	\$344,795	30.3	1

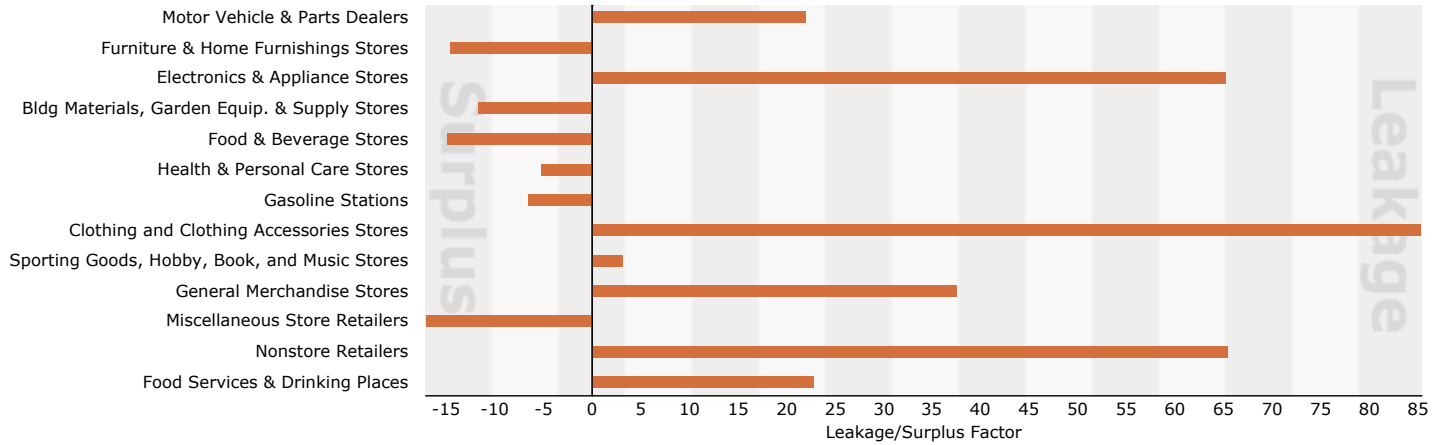
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

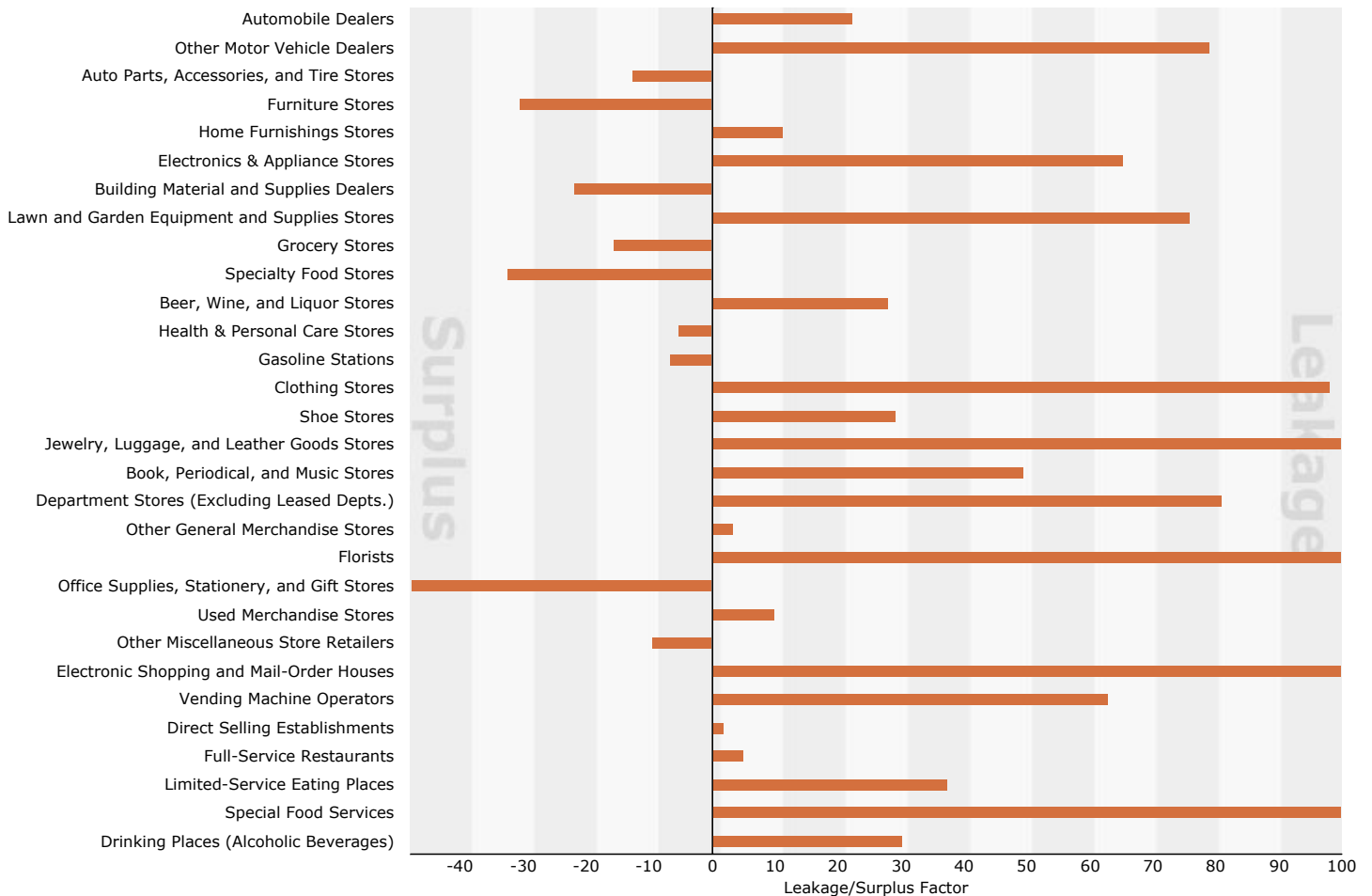
June 13, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Columbia City
Columbia City, OR
Drive Time: 10 minutes

For More Info: CCET, 503/397-7218
Latitude: 45.8903
Longitude: -122.81144

Summary Demographics

2010 Population	17,137
2010 Households	6,394
2010 Median Disposable Income	\$42,577
2010 Per Capita Income	\$23,937

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	\$151,506,125	\$154,296,189	\$-2,790,064	-0.9	131
Total Retail Trade	44-45	\$129,952,976	\$133,428,930	\$-3,475,954	-1.3	98
Total Food & Drink	722	\$21,553,149	\$20,867,259	\$685,890	1.6	34

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,757,144	\$30,600,860	\$-843,717	-1.4	13
Automobile Dealers	4411	\$25,041,086	\$24,614,629	\$426,457	0.9	4
Other Motor Vehicle Dealers	4412	\$2,572,516	\$3,664,477	\$-1,091,961	-17.5	4
Auto Parts, Accessories & Tire Stores	4413	\$2,143,541	\$2,321,754	\$-178,213	-4.0	6
Furniture & Home Furnishings Stores	442	\$3,374,243	\$2,469,518	\$904,726	15.5	3
Furniture Stores	4421	\$1,697,338	\$1,752,964	\$-55,626	-1.6	1
Home Furnishings Stores	4422	\$1,676,905	\$716,554	\$960,351	40.1	2
Electronics & Appliance Stores	4431	\$3,018,124	\$1,285,559	\$1,732,565	40.3	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,848,209	\$5,824,476	\$23,733	0.2	9
Bldg Material & Supplies Dealers	4441	\$4,628,143	\$5,654,284	\$-1,026,142	-10.0	7
Lawn & Garden Equip & Supply Stores	4442	\$1,220,066	\$170,191	\$1,049,875	75.5	2
Food & Beverage Stores	445	\$26,857,851	\$35,761,307	\$-8,903,455	-14.2	10
Grocery Stores	4451	\$25,734,724	\$35,031,521	\$-9,296,797	-15.3	7
Specialty Food Stores	4452	\$219,916	\$350,353	\$-130,437	-22.9	2
Beer, Wine & Liquor Stores	4453	\$903,211	\$379,433	\$523,779	40.8	1
Health & Personal Care Stores	446,4461	\$3,591,881	\$3,220,821	\$371,060	5.4	8
Gasoline Stations	447,4471	\$21,556,225	\$24,123,423	\$-2,567,198	-5.6	4
Clothing & Clothing Accessories Stores	448	\$2,232,701	\$842,393	\$1,390,308	45.2	3
Clothing Stores	4481	\$1,500,648	\$726,725	\$773,924	34.7	2
Shoe Stores	4482	\$297,698	\$87,576	\$210,122	54.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$434,354	\$28,092	\$406,262	87.9	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,300,118	\$1,429,430	\$-129,312	-4.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$941,802	\$793,073	\$148,729	8.6	7
Book, Periodical & Music Stores	4512	\$358,316	\$636,358	\$-278,041	-28.0	2
General Merchandise Stores	452	\$25,117,557	\$23,980,467	\$1,137,090	2.3	8
Department Stores Excluding Leased Depts.	4521	\$14,565,282	\$9,008,975	\$5,556,307	23.6	3
Other General Merchandise Stores	4529	\$10,552,275	\$14,971,492	\$-4,419,217	-17.3	5
Miscellaneous Store Retailers	453	\$2,583,989	\$2,894,032	\$-310,042	-5.7	23
Florists	4531	\$150,326	\$28,232	\$122,094	68.4	1
Office Supplies, Stationery & Gift Stores	4532	\$479,901	\$971,082	\$-491,181	-33.9	5
Used Merchandise Stores	4533	\$209,425	\$186,091	\$23,333	5.9	8
Other Miscellaneous Store Retailers	4539	\$1,744,338	\$1,708,626	\$35,711	1.0	9
Nonstore Retailers	454	\$4,714,933	\$996,644	\$3,718,289	65.1	1
Electronic Shopping & Mail-Order Houses	4541	\$3,526,755	\$0	\$3,526,755	100.0	0
Vending Machine Operators	4542	\$172,523	\$40,858	\$131,665	61.7	0
Direct Selling Establishments	4543	\$1,015,655	\$955,786	\$59,869	3.0	1
Food Services & Drinking Places	722	\$21,553,149	\$20,867,259	\$685,890	1.6	34
Full-Service Restaurants	7221	\$9,237,319	\$9,798,230	\$-560,910	-2.9	20
Limited-Service Eating Places	7222	\$9,272,770	\$9,269,056	\$3,714	0.0	10
Special Food Services	7223	\$1,264,940	\$1,034,767	\$230,173	10.0	1
Drinking Places - Alcoholic Beverages	7224	\$1,778,119	\$765,206	\$1,012,913	39.8	3

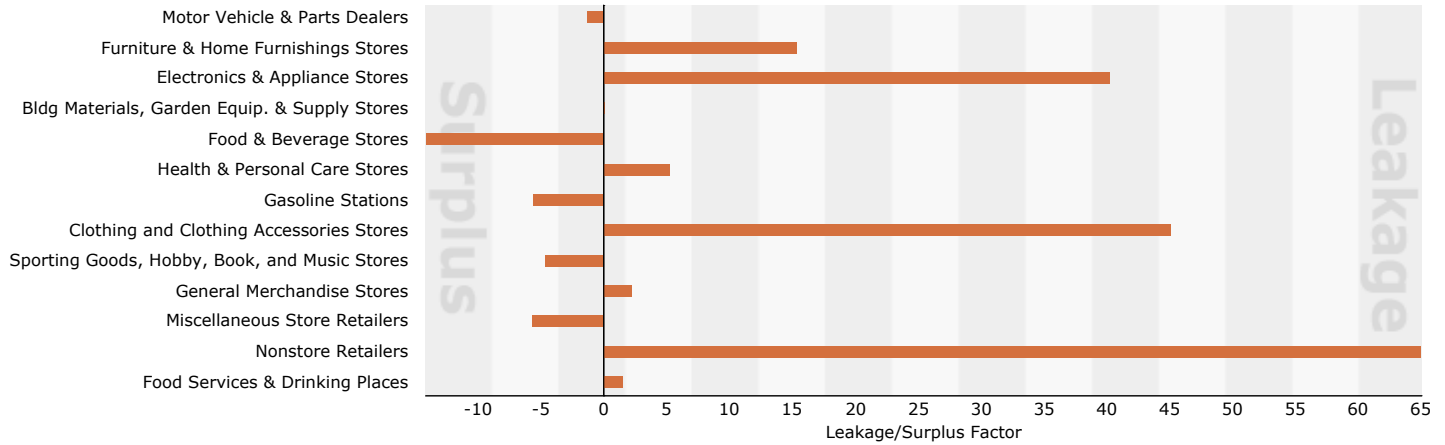
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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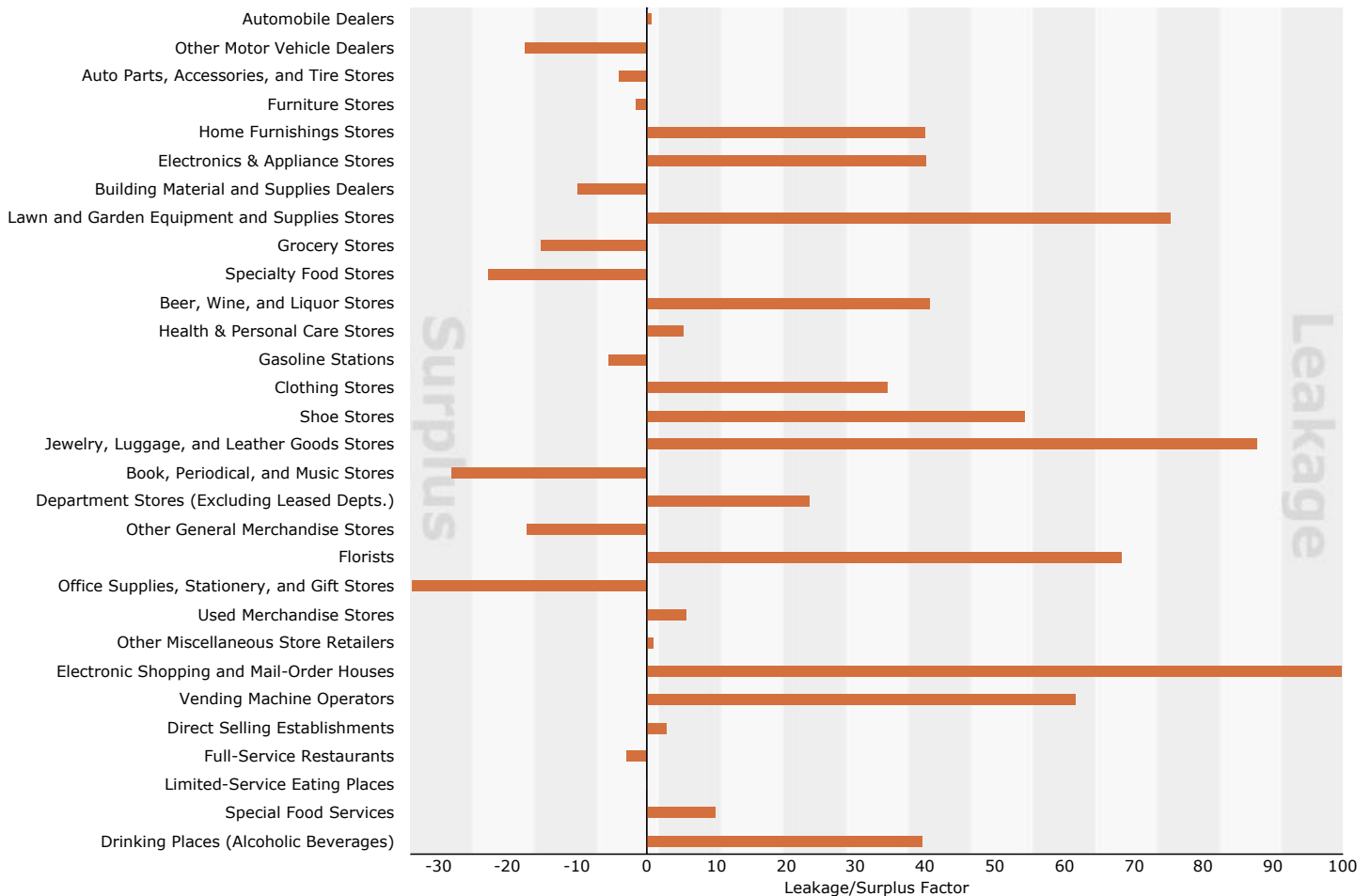
June 13, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Columbia City
Columbia City, OR
Drive Time: 20 minutes

For More Info: CCET, 503/397-7218
Latitude: 45.8903
Longitude: -122.81144

Summary Demographics

2010 Population	32,069
2010 Households	12,154
2010 Median Disposable Income	\$43,652
2010 Per Capita Income	\$24,984

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	\$299,437,201	\$232,004,073	\$67,433,128	12.7	242
Total Retail Trade	44-45	\$257,519,465	\$192,774,995	\$64,744,470	14.4	172
Total Food & Drink	722	\$41,917,736	\$39,229,078	\$2,688,658	3.3	70

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$59,691,600	\$39,779,884	\$19,911,716	20.0	23
Automobile Dealers	4411	\$50,185,277	\$25,432,434	\$24,752,843	32.7	4
Other Motor Vehicle Dealers	4412	\$5,315,953	\$10,439,493	\$-5,123,540	-32.5	11
Auto Parts, Accessories & Tire Stores	4413	\$4,190,370	\$3,907,957	\$282,413	3.5	8
Furniture & Home Furnishings Stores	442	\$6,621,680	\$5,181,832	\$1,439,848	12.2	8
Furniture Stores	4421	\$3,327,361	\$1,978,344	\$1,349,017	25.4	2
Home Furnishings Stores	4422	\$3,294,319	\$3,203,487	\$90,831	1.4	7
Electronics & Appliance Stores	4431	\$5,972,832	\$3,140,523	\$2,832,309	31.1	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,639,205	\$11,848,883	\$-209,678	-0.9	23
Bldg Material & Supplies Dealers	4441	\$9,150,983	\$8,260,435	\$890,548	5.1	13
Lawn & Garden Equip & Supply Stores	4442	\$2,488,221	\$3,588,448	\$-1,100,226	-18.1	10
Food & Beverage Stores	445	\$52,569,441	\$44,050,752	\$8,518,689	8.8	16
Grocery Stores	4451	\$50,391,477	\$42,566,766	\$7,824,711	8.4	11
Specialty Food Stores	4452	\$433,607	\$535,403	\$-101,796	-10.5	3
Beer, Wine & Liquor Stores	4453	\$1,744,357	\$948,583	\$795,774	29.6	2
Health & Personal Care Stores	446,4461	\$7,183,724	\$4,410,203	\$2,773,521	23.9	10
Gasoline Stations	447,4471	\$43,169,836	\$36,571,984	\$6,597,851	8.3	7
Clothing & Clothing Accessories Stores	448	\$4,359,135	\$1,785,722	\$2,573,413	41.9	7
Clothing Stores	4481	\$2,935,552	\$1,189,844	\$1,745,708	42.3	4
Shoe Stores	4482	\$581,049	\$87,576	\$493,473	73.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$842,534	\$508,302	\$334,231	24.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,557,505	\$1,910,288	\$647,217	14.5	12
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,861,510	\$1,265,809	\$595,701	19.0	10
Book, Periodical & Music Stores	4512	\$695,995	\$644,479	\$51,517	3.8	2
General Merchandise Stores	452	\$49,332,796	\$35,793,872	\$13,538,924	15.9	10
Department Stores Excluding Leased Depts.	4521	\$28,577,317	\$19,355,317	\$9,222,000	19.2	4
Other General Merchandise Stores	4529	\$20,755,479	\$16,438,555	\$4,316,924	11.6	6
Miscellaneous Store Retailers	453	\$5,142,997	\$4,342,692	\$800,305	8.4	40
Florists	4531	\$308,520	\$356,442	\$-47,923	-7.2	5
Office Supplies, Stationery & Gift Stores	4532	\$945,883	\$971,082	\$-25,200	-1.3	5
Used Merchandise Stores	4533	\$407,743	\$273,641	\$134,102	19.7	12
Other Miscellaneous Store Retailers	4539	\$3,480,852	\$2,741,527	\$739,325	11.9	19
Nonstore Retailers	454	\$9,278,714	\$3,958,359	\$5,320,356	40.2	4
Electronic Shopping & Mail-Order Houses	4541	\$6,925,070	\$2,692,049	\$4,233,021	44.0	1
Vending Machine Operators	4542	\$340,434	\$310,524	\$29,910	4.6	2
Direct Selling Establishments	4543	\$2,013,211	\$955,786	\$1,057,425	35.6	1
Food Services & Drinking Places	722	\$41,917,736	\$39,229,078	\$2,688,658	3.3	70
Full-Service Restaurants	7221	\$17,963,606	\$17,354,568	\$609,038	1.7	40
Limited-Service Eating Places	7222	\$18,084,270	\$17,690,488	\$393,782	1.1	20
Special Food Services	7223	\$2,471,420	\$2,313,008	\$158,412	3.3	2
Drinking Places - Alcoholic Beverages	7224	\$3,398,440	\$1,871,014	\$1,527,425	29.0	7

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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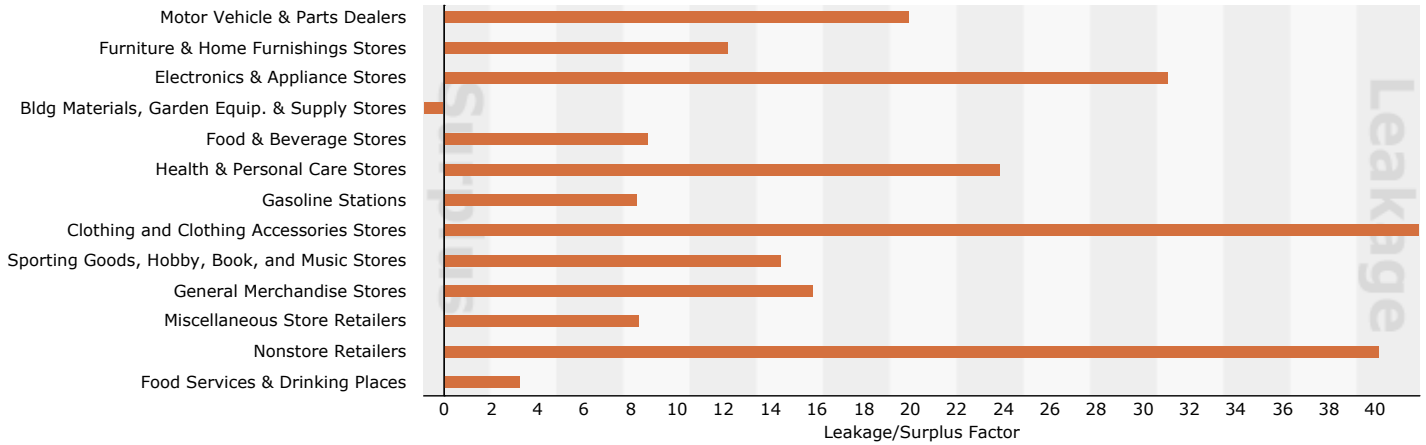
Retail MarketPlace Profile

Columbia City
 Columbia City, OR
 Drive Time: 20 minutes

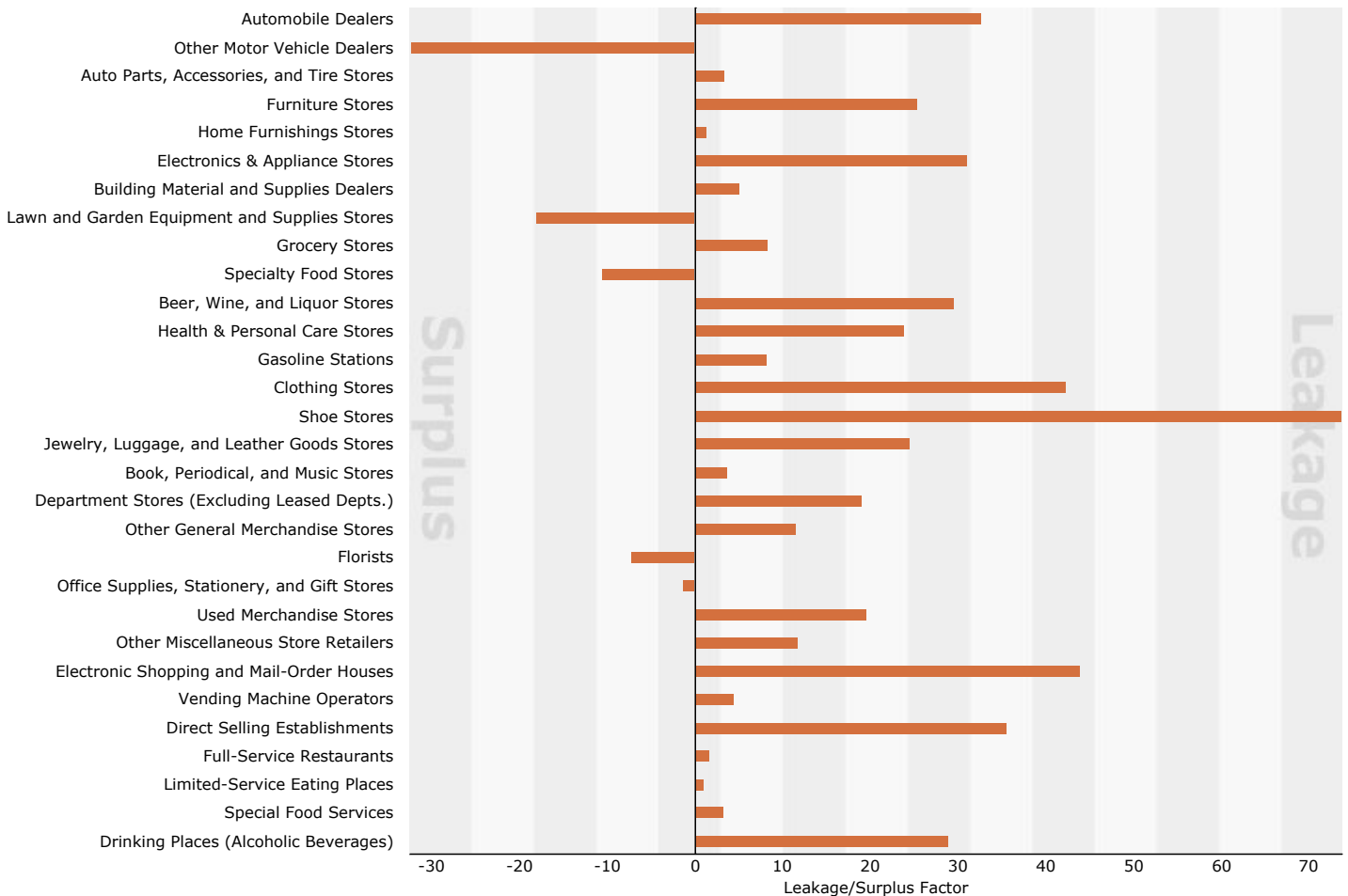
For More Info: CCET, 503/397-7218

Latitude: 45.8903
 Longitude: -122.81144

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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