



Retail MarketPlace Profile

Rainier
Rainier, OR
Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
Latitude: 46.08917
Longitude: -122.93627

Summary Demographics

2010 Population	1,932
2010 Households	774
2010 Median Disposable Income	\$43,205
2010 Per Capita Income	\$25,696

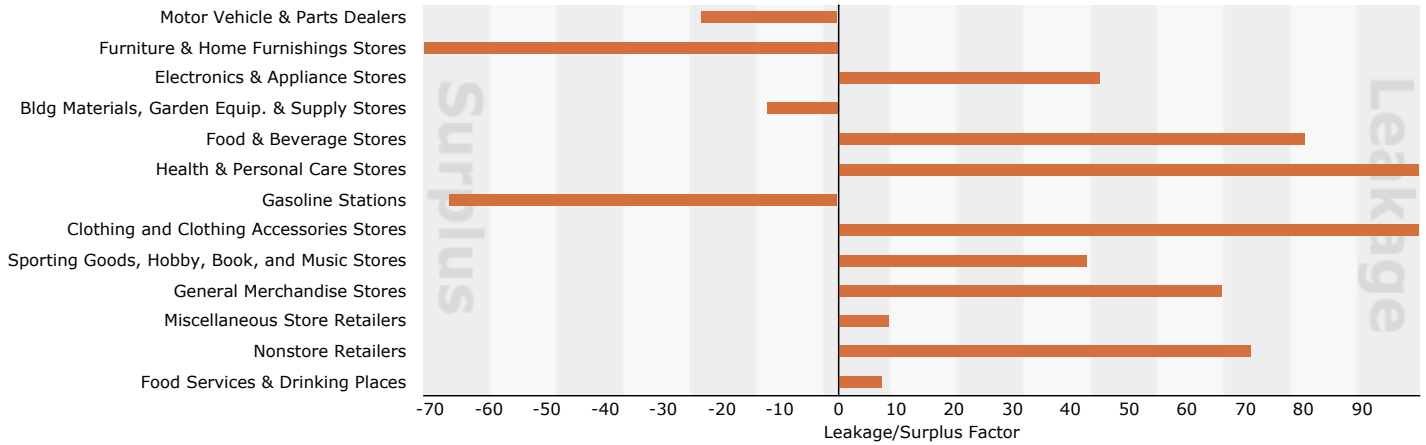
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$18,786,725	\$26,755,985	\$-7,969,260	-17.5	21
Total Retail Trade	44-45	\$16,172,494	\$24,523,038	\$-8,350,544	-20.5	14
Total Food & Drink	722	\$2,614,231	\$2,232,947	\$381,284	7.9	7

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,686,106	\$5,945,823	\$-2,259,718	-23.5	2
Automobile Dealers	4411	\$3,093,793	\$495,038	\$2,598,755	72.4	0
Other Motor Vehicle Dealers	4412	\$331,235	\$5,291,823	\$-4,960,588	-88.2	2
Auto Parts, Accessories & Tire Stores	4413	\$261,077	\$158,962	\$102,115	24.3	0
Furniture & Home Furnishings Stores	442	\$406,386	\$2,416,022	\$-2,009,636	-71.2	2
Furniture Stores	4421	\$203,743	\$0	\$203,743	100.0	0
Home Furnishings Stores	4422	\$202,643	\$2,416,022	\$-2,213,379	-84.5	2
Electronics & Appliance Stores	4431	\$369,551	\$139,365	\$230,186	45.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$728,033	\$931,883	\$-203,849	-12.3	1
Bldg Material & Supplies Dealers	4441	\$572,078	\$457,462	\$114,616	11.1	1
Lawn & Garden Equip & Supply Stores	4442	\$155,955	\$474,421	\$-318,466	-50.5	0
Food & Beverage Stores	445	\$3,340,376	\$360,804	\$2,979,572	80.5	1
Grocery Stores	4451	\$3,203,578	\$191,147	\$3,012,431	88.7	1
Specialty Food Stores	4452	\$27,334	\$8,196	\$19,138	53.9	0
Beer, Wine & Liquor Stores	4453	\$109,464	\$161,461	\$-51,997	-19.2	0
Health & Personal Care Stores	446,4461	\$455,118	\$0	\$455,118	100.0	0
Gasoline Stations	447,4471	\$2,727,406	\$13,660,166	\$-10,932,760	-66.7	2
Clothing & Clothing Accessories Stores	448	\$271,195	\$0	\$271,195	100.0	0
Clothing Stores	4481	\$181,661	\$0	\$181,661	100.0	0
Shoe Stores	4482	\$36,313	\$0	\$36,313	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$53,221	\$0	\$53,221	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$159,030	\$63,453	\$95,577	43.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$115,814	\$63,453	\$52,361	29.2	1
Book, Periodical & Music Stores	4512	\$43,216	\$0	\$43,216	100.0	0
General Merchandise Stores	452	\$3,101,172	\$630,381	\$2,470,791	66.2	1
Department Stores Excluding Leased Depts.	4521	\$1,786,126	\$0	\$1,786,126	100.0	0
Other General Merchandise Stores	4529	\$1,315,045	\$630,381	\$684,665	35.2	1
Miscellaneous Store Retailers	453	\$327,076	\$274,099	\$52,976	8.8	3
Florists	4531	\$19,225	\$23,551	\$-4,326	-10.1	1
Office Supplies, Stationery & Gift Stores	4532	\$59,059	\$0	\$59,059	100.0	0
Used Merchandise Stores	4533	\$25,387	\$20,647	\$4,741	10.3	1
Other Miscellaneous Store Retailers	4539	\$223,404	\$229,901	\$-6,497	-1.4	1
Nonstore Retailers	454	\$601,047	\$101,044	\$500,004	71.2	0
Electronic Shopping & Mail-Order Houses	4541	\$434,716	\$0	\$434,716	100.0	0
Vending Machine Operators	4542	\$21,196	\$0	\$21,196	100.0	0
Direct Selling Establishments	4543	\$145,136	\$101,044	\$44,092	17.9	0
Food Services & Drinking Places	722	\$2,614,231	\$2,232,947	\$381,284	7.9	7
Full-Service Restaurants	7221	\$1,121,102	\$901,152	\$219,950	10.9	2
Limited-Service Eating Places	7222	\$1,127,515	\$912,981	\$214,534	10.5	3
Special Food Services	7223	\$153,781	\$0	\$153,781	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$211,833	\$418,813	\$-206,981	-32.8	2

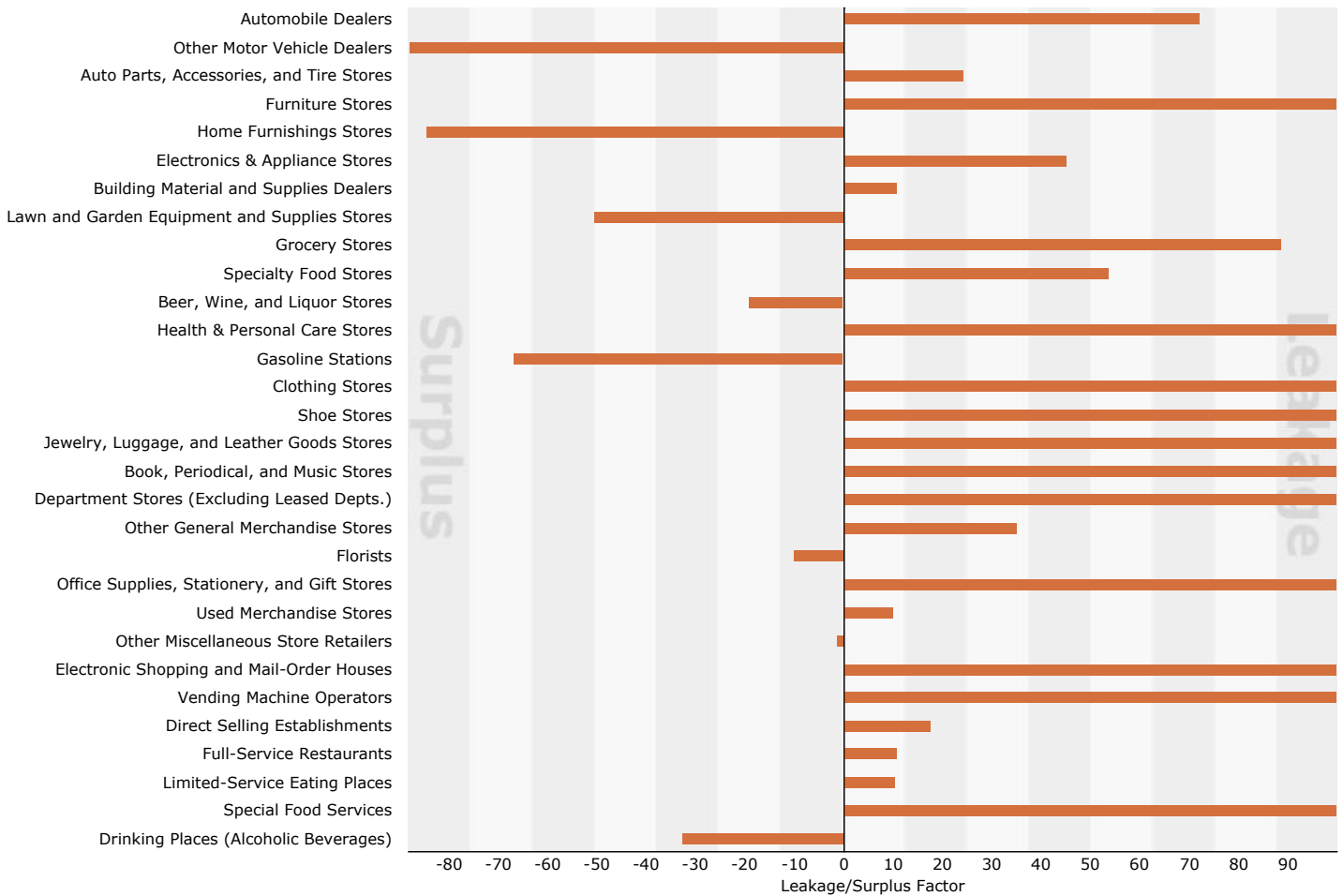
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Rainier
Rainier, OR
Drive Time: 10 minutes

For More Info: CCET, 503/397-7218
Latitude: 46.08917
Longitude: -122.93627

Summary Demographics

2010 Population	17,558
2010 Households	7,031
2010 Median Disposable Income	\$33,807
2010 Per Capita Income	\$19,341

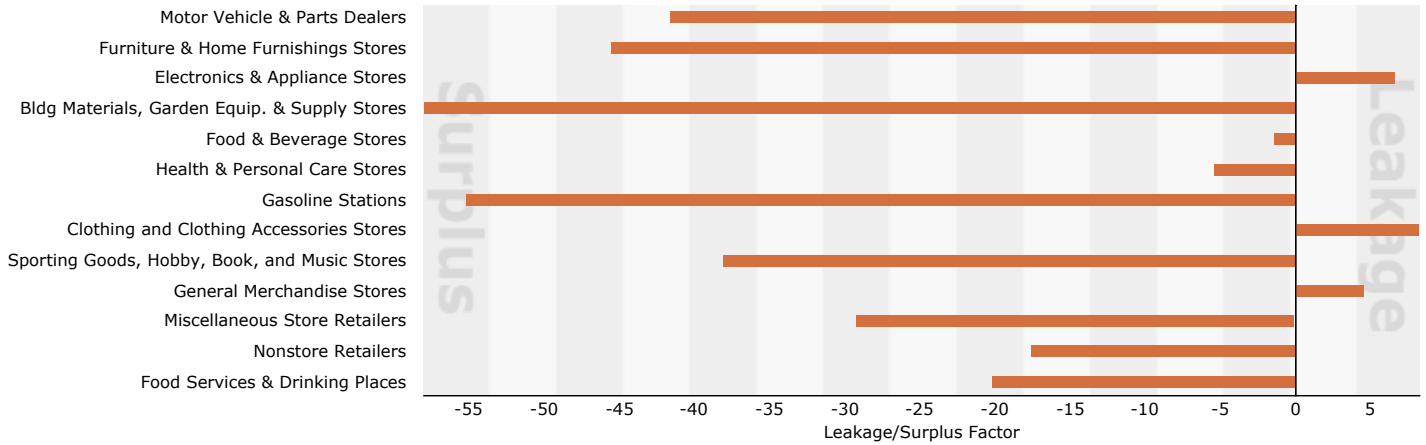
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$129,128,408	\$248,289,091	\$-119,160,682	-31.6	201
Total Retail Trade	44-45	\$111,017,366	\$220,987,510	\$-109,970,144	-33.1	142
Total Food & Drink	722	\$18,111,042	\$27,301,580	\$-9,190,538	-20.2	60

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,258,320	\$61,186,736	\$-35,928,415	-41.6	23
Automobile Dealers	4411	\$21,458,967	\$42,677,529	\$-21,218,561	-33.1	6
Other Motor Vehicle Dealers	4412	\$1,827,689	\$11,108,495	\$-9,280,806	-71.7	9
Auto Parts, Accessories & Tire Stores	4413	\$1,971,664	\$7,400,712	\$-5,429,048	-57.9	9
Furniture & Home Furnishings Stores	442	\$2,491,811	\$6,668,254	\$-4,176,443	-45.6	11
Furniture Stores	4421	\$1,543,336	\$2,173,943	\$-630,606	-17.0	3
Home Furnishings Stores	4422	\$948,475	\$4,494,312	\$-3,545,837	-65.1	8
Electronics & Appliance Stores	4431	\$1,480,918	\$1,294,739	\$186,179	6.7	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,249,891	\$15,964,411	\$-11,714,521	-58.0	15
Bldg Material & Supplies Dealers	4441	\$3,626,921	\$14,409,844	\$-10,782,923	-59.8	12
Lawn & Garden Equip & Supply Stores	4442	\$622,969	\$1,554,568	\$-931,598	-42.8	3
Food & Beverage Stores	445	\$23,795,727	\$24,484,056	\$-688,329	-1.4	17
Grocery Stores	4451	\$22,714,661	\$22,923,531	\$-208,870	-0.5	10
Specialty Food Stores	4452	\$348,019	\$559,830	\$-211,810	-23.3	6
Beer, Wine & Liquor Stores	4453	\$733,047	\$1,000,696	\$-267,648	-15.4	1
Health & Personal Care Stores	446,4461	\$3,234,124	\$3,602,665	\$-368,541	-5.4	11
Gasoline Stations	447,4471	\$21,374,048	\$74,137,373	\$-52,763,325	-55.2	12
Clothing & Clothing Accessories Stores	448	\$2,147,263	\$1,818,934	\$328,329	8.3	8
Clothing Stores	4481	\$1,565,067	\$1,465,877	\$99,190	3.3	6
Shoe Stores	4482	\$269,126	\$110,156	\$158,970	41.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$313,070	\$242,901	\$70,169	12.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$864,203	\$1,926,295	\$-1,062,092	-38.1	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$736,234	\$1,320,446	\$-584,212	-28.4	9
Book, Periodical & Music Stores	4512	\$127,969	\$605,849	\$-477,880	-65.1	2
General Merchandise Stores	452	\$15,672,249	\$14,307,243	\$1,365,005	4.6	3
Department Stores Excluding Leased Depts.	4521	\$11,020,446	\$373,862	\$10,646,584	93.4	2
Other General Merchandise Stores	4529	\$4,651,803	\$13,933,381	\$-9,281,579	-49.9	2
Miscellaneous Store Retailers	453	\$1,739,654	\$3,173,800	\$-1,434,147	-29.2	23
Florists	4531	\$111,810	\$271,861	\$-160,052	-41.7	3
Office Supplies, Stationery & Gift Stores	4532	\$351,759	\$191,114	\$160,645	29.6	4
Used Merchandise Stores	4533	\$253,995	\$943,675	\$-689,679	-57.6	6
Other Miscellaneous Store Retailers	4539	\$1,022,090	\$1,767,150	\$-745,061	-26.7	9
Nonstore Retailers	454	\$8,709,159	\$12,423,003	\$-3,713,844	-17.6	3
Electronic Shopping & Mail-Order Houses	4541	\$7,420,592	\$8,532,815	\$-1,112,223	-7.0	1
Vending Machine Operators	4542	\$348,518	\$0	\$348,518	100.0	0
Direct Selling Establishments	4543	\$940,049	\$3,890,189	\$-2,950,139	-61.1	2
Food Services & Drinking Places	722	\$18,111,042	\$27,301,580	\$-9,190,538	-20.2	60
Full-Service Restaurants	7221	\$8,611,809	\$12,881,828	\$-4,270,019	-19.9	28
Limited-Service Eating Places	7222	\$8,233,496	\$12,258,166	\$-4,024,670	-19.6	22
Special Food Services	7223	\$420,418	\$346,290	\$74,128	9.7	1
Drinking Places - Alcoholic Beverages	7224	\$845,319	\$1,815,297	\$-969,978	-36.5	9

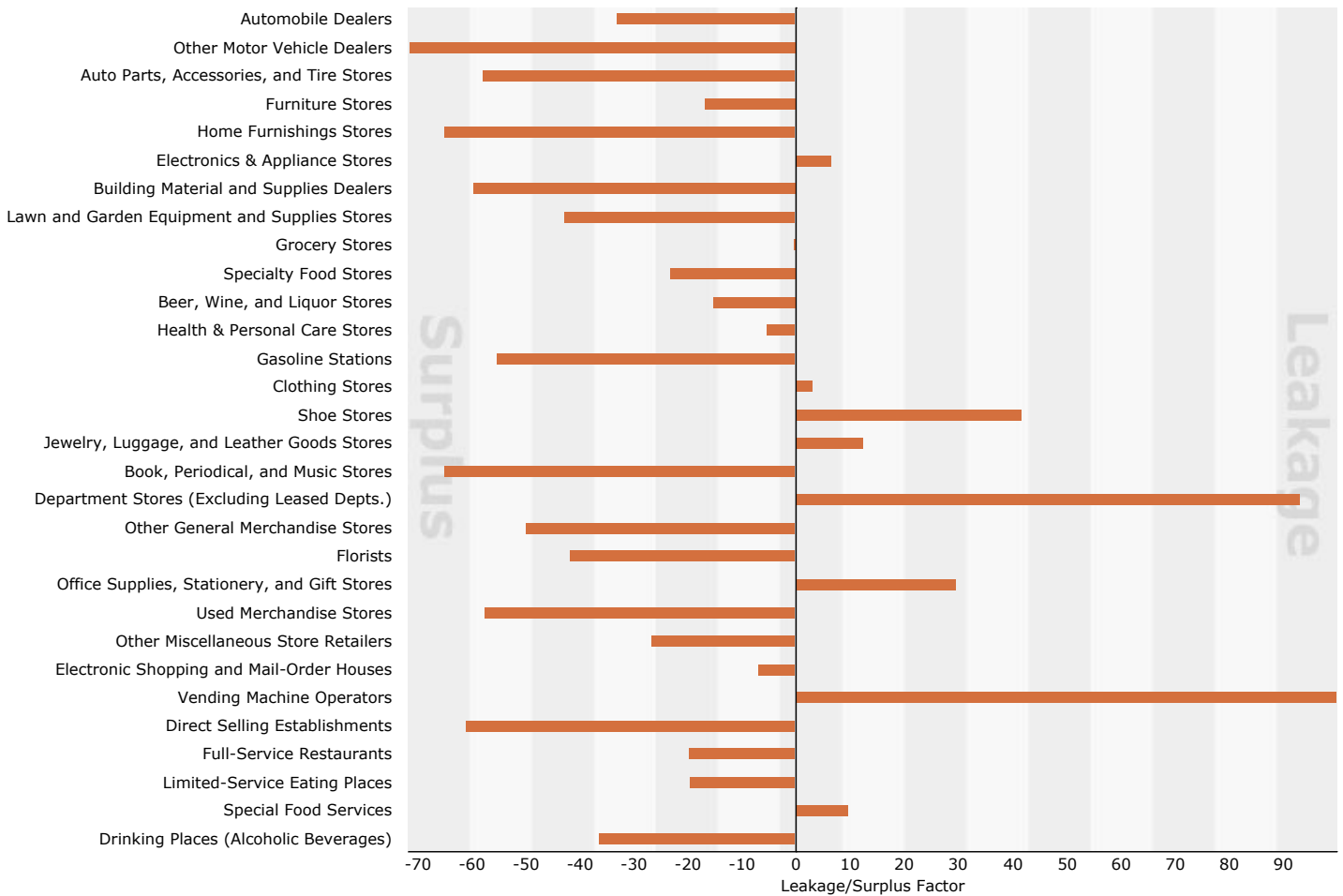
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Source: Esri and Infogroup

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Rainier
Rainier, OR
Drive Time: 20 minutes

For More Info: CCET, 503/397-7218
Latitude: 46.08917
Longitude: -122.93627

Summary Demographics

2010 Population	74,718
2010 Households	29,511
2010 Median Disposable Income	\$38,803
2010 Per Capita Income	\$22,152

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	\$619,247,142	\$674,640,865	\$-55,393,723	-4.3	622
Total Retail Trade	44-45	\$532,729,696	\$595,055,855	\$-62,326,159	-5.5	461
Total Food & Drink	722	\$86,517,446	\$79,585,010	\$6,932,435	4.2	162

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$123,514,294	\$152,019,161	\$-28,504,867	-10.3	59
Automobile Dealers	4411	\$104,680,709	\$120,612,328	\$-15,931,619	-7.1	19
Other Motor Vehicle Dealers	4412	\$9,163,943	\$18,491,631	\$-9,327,688	-33.7	17
Auto Parts, Accessories & Tire Stores	4413	\$9,669,642	\$12,915,201	\$-3,245,560	-14.4	23
Furniture & Home Furnishings Stores	442	\$12,255,757	\$12,464,248	\$-208,492	-0.8	25
Furniture Stores	4421	\$7,775,896	\$5,417,028	\$2,358,868	17.9	7
Home Furnishings Stores	4422	\$4,479,861	\$7,047,220	\$-2,567,359	-22.3	18
Electronics & Appliance Stores	4431	\$6,508,704	\$4,494,042	\$2,014,661	18.3	23
Bldg Materials, Garden Equip. & Supply Stores	444	\$21,539,397	\$28,925,688	\$-7,386,291	-14.6	50
Bldg Material & Supplies Dealers	4441	\$18,711,708	\$25,426,161	\$-6,714,453	-15.2	35
Lawn & Garden Equip & Supply Stores	4442	\$2,827,689	\$3,499,527	\$-671,838	-10.6	15
Food & Beverage Stores	445	\$112,493,791	\$95,588,380	\$16,905,411	8.1	53
Grocery Stores	4451	\$107,249,177	\$89,235,045	\$18,014,132	9.2	33
Specialty Food Stores	4452	\$1,732,023	\$1,334,356	\$397,667	13.0	14
Beer, Wine & Liquor Stores	4453	\$3,512,591	\$5,018,979	\$-1,506,388	-17.7	6
Health & Personal Care Stores	446,4461	\$15,609,789	\$12,414,237	\$3,195,552	11.4	36
Gasoline Stations	447,4471	\$102,010,780	\$142,680,744	\$-40,669,964	-16.6	32
Clothing & Clothing Accessories Stores	448	\$10,433,567	\$6,746,880	\$3,686,687	21.5	34
Clothing Stores	4481	\$7,664,595	\$4,419,303	\$3,245,292	26.9	22
Shoe Stores	4482	\$1,271,242	\$747,683	\$523,559	25.9	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,497,730	\$1,579,894	\$-82,164	-2.7	9
Sporting Goods, Hobby, Book & Music Stores	451	\$4,009,447	\$6,390,516	\$-2,381,068	-22.9	41
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,509,788	\$4,394,890	\$-885,101	-11.2	36
Book, Periodical & Music Stores	4512	\$499,659	\$1,995,626	\$-1,495,967	-60.0	5
General Merchandise Stores	452	\$71,495,214	\$99,648,251	\$-28,153,037	-16.4	17
Department Stores Excluding Leased Depts.	4521	\$52,317,933	\$62,467,755	\$-10,149,822	-8.8	12
Other General Merchandise Stores	4529	\$19,177,280	\$37,180,496	\$-18,003,216	-31.9	6
Miscellaneous Store Retailers	453	\$8,094,542	\$8,872,490	\$-777,948	-4.6	83
Florists	4531	\$560,999	\$970,531	\$-409,532	-26.7	13
Office Supplies, Stationery & Gift Stores	4532	\$1,685,961	\$1,611,052	\$74,909	2.3	19
Used Merchandise Stores	4533	\$1,298,947	\$2,255,941	\$-956,994	-26.9	28
Other Miscellaneous Store Retailers	4539	\$4,548,635	\$4,034,965	\$513,670	6.0	24
Nonstore Retailers	454	\$44,764,415	\$24,811,219	\$19,953,196	28.7	6
Electronic Shopping & Mail-Order Houses	4541	\$38,632,642	\$20,113,070	\$18,519,572	31.5	2
Vending Machine Operators	4542	\$1,763,905	\$16,343	\$1,747,562	98.2	0
Direct Selling Establishments	4543	\$4,367,868	\$4,681,806	\$-313,938	-3.5	4
Food Services & Drinking Places	722	\$86,517,446	\$79,585,010	\$6,932,435	4.2	162
Full-Service Restaurants	7221	\$41,737,718	\$38,022,878	\$3,714,841	4.7	79
Limited-Service Eating Places	7222	\$39,635,617	\$37,012,763	\$2,622,854	3.4	61
Special Food Services	7223	\$1,592,124	\$691,307	\$900,817	39.5	1
Drinking Places - Alcoholic Beverages	7224	\$3,551,986	\$3,858,062	\$-306,076	-4.1	20

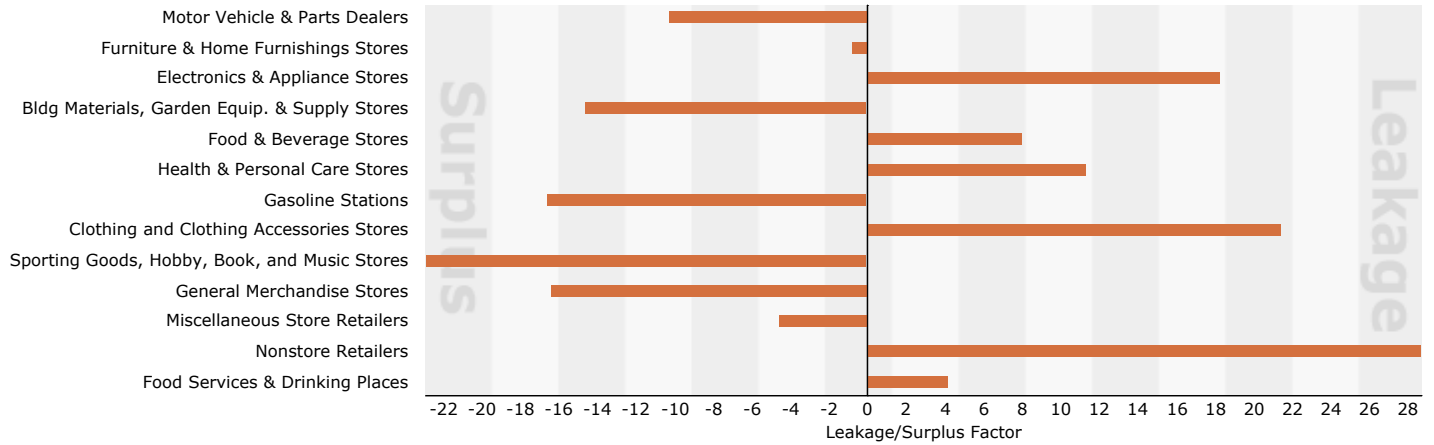
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Source: Esri and Infogroup

June 13, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

