



Retail MarketPlace Profile

St. Helens
 St Helens, OR
 Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.86376
 Longitude: -122.79742

Summary Demographics

2010 Population	5,518
2010 Households	2,048
2010 Median Disposable Income	\$38,900
2010 Per Capita Income	\$21,271

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	\$43,025,287	\$30,949,799	\$12,075,488	16.3	58
Total Retail Trade	44-45	\$36,808,434	\$25,094,201	\$11,714,234	18.9	44
Total Food & Drink	722	\$6,216,852	\$5,855,598	\$361,254	3.0	14

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$8,427,162	\$1,964,541	\$6,462,621	62.2	2
Automobile Dealers	4411	\$7,127,079	\$1,014,881	\$6,112,198	75.1	1
Other Motor Vehicle Dealers	4412	\$685,290	\$3,250	\$682,040	99.1	0
Auto Parts, Accessories & Tire Stores	4413	\$614,792	\$946,410	\$-331,617	-21.2	1
Furniture & Home Furnishings Stores	442	\$957,775	\$2,406,912	\$-1,449,137	-43.1	3
Furniture Stores	4421	\$488,848	\$1,690,358	\$-1,201,510	-55.1	1
Home Furnishings Stores	4422	\$468,927	\$716,554	\$-247,627	-20.9	2
Electronics & Appliance Stores	4431	\$859,885	\$634,756	\$225,129	15.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,616,393	\$4,012,272	\$-2,395,879	-42.6	2
Bldg Material & Supplies Dealers	4441	\$1,294,617	\$4,012,272	\$-2,717,655	-51.2	2
Lawn & Garden Equip & Supply Stores	4442	\$321,776	\$0	\$321,776	100.0	0
Food & Beverage Stores	445	\$7,695,285	\$10,692,512	\$-2,997,227	-16.3	6
Grocery Stores	4451	\$7,369,180	\$10,212,978	\$-2,843,798	-16.2	4
Specialty Food Stores	4452	\$63,257	\$100,101	\$-36,844	-22.6	1
Beer, Wine & Liquor Stores	4453	\$262,847	\$379,433	\$-116,585	-18.2	1
Health & Personal Care Stores	446,4461	\$988,489	\$873,313	\$115,176	6.2	2
Gasoline Stations	447,4471	\$6,044,819	\$0	\$6,044,819	100.0	0
Clothing & Clothing Accessories Stores	448	\$644,897	\$172,378	\$472,519	57.8	2
Clothing Stores	4481	\$432,946	\$84,802	\$348,144	67.2	1
Shoe Stores	4482	\$87,373	\$87,576	\$-203	-0.1	1
Jewelry, Luggage & Leather Goods Stores	4483	\$124,578	\$0	\$124,578	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$371,855	\$646,687	\$-274,833	-27.0	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$267,153	\$555,779	\$-288,626	-35.1	4
Book, Periodical & Music Stores	4512	\$104,702	\$90,908	\$13,794	7.1	1
General Merchandise Stores	452	\$7,160,419	\$2,456,582	\$4,703,837	48.9	3
Department Stores Excluding Leased Depts.	4521	\$4,159,345	\$823,328	\$3,336,017	67.0	2
Other General Merchandise Stores	4529	\$3,001,074	\$1,633,254	\$1,367,820	29.5	1
Miscellaneous Store Retailers	453	\$723,463	\$1,234,248	\$-510,785	-26.1	17
Florists	4531	\$39,279	\$0	\$39,279	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$136,110	\$342,007	\$-205,897	-43.1	2
Used Merchandise Stores	4533	\$60,597	\$186,091	\$-125,495	-50.9	8
Other Miscellaneous Store Retailers	4539	\$487,477	\$706,150	\$-218,673	-18.3	7
Nonstore Retailers	454	\$1,317,993	\$0	\$1,317,993	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,003,824	\$0	\$1,003,824	100.0	0
Vending Machine Operators	4542	\$49,701	\$0	\$49,701	100.0	0
Direct Selling Establishments	4543	\$264,468	\$0	\$264,468	100.0	0
Food Services & Drinking Places	722	\$6,216,852	\$5,855,598	\$361,254	3.0	14
Full-Service Restaurants	7221	\$2,667,856	\$5,197,838	\$-2,529,982	-32.2	11
Limited-Service Eating Places	7222	\$2,674,500	\$2,639	\$2,671,861	99.8	0
Special Food Services	7223	\$364,957	\$182,606	\$182,351	33.3	1
Drinking Places - Alcoholic Beverages	7224	\$509,539	\$472,515	\$37,024	3.8	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>.

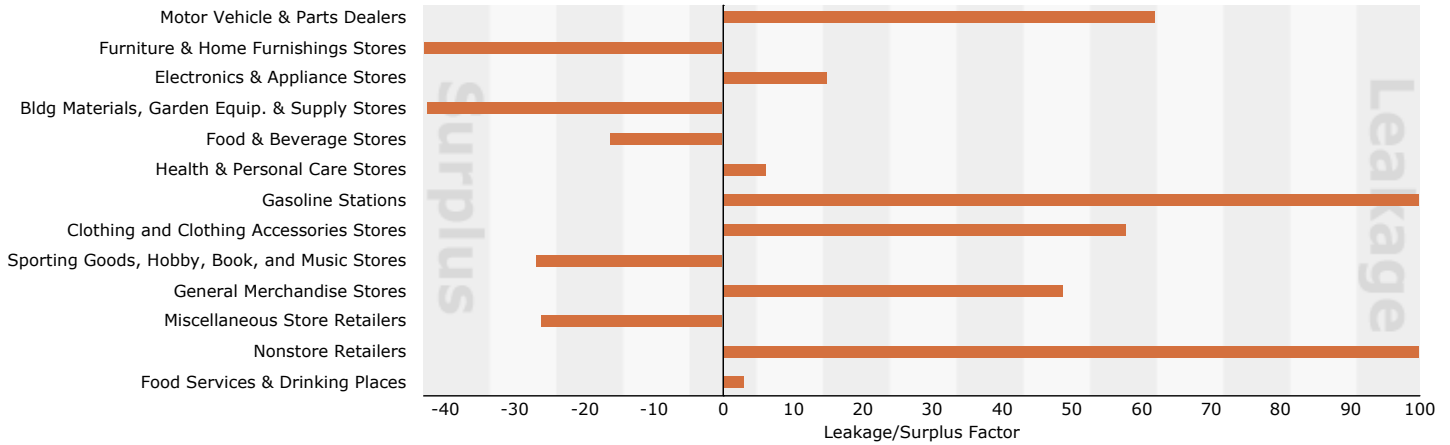
Source: Esri and Infogroup



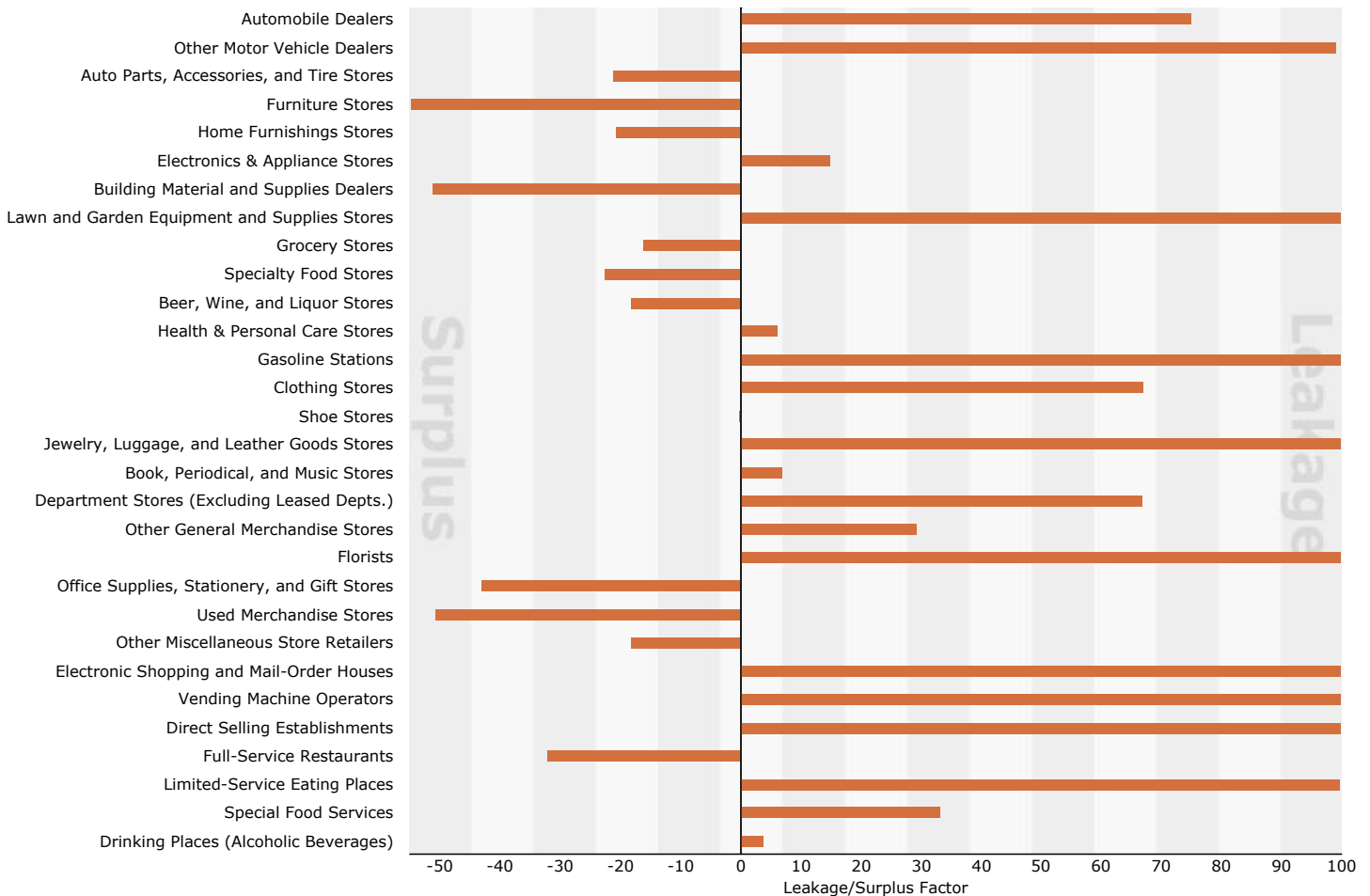
St. Helens
 St Helens, OR
 Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.86376
 Longitude: -122.79742

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

St. Helens
 St Helens, OR
 Drive Time: 10 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.86376
 Longitude: -122.79742

Summary Demographics

2010 Population	15,863
2010 Households	5,942
2010 Median Disposable Income	\$42,341
2010 Per Capita Income	\$23,821

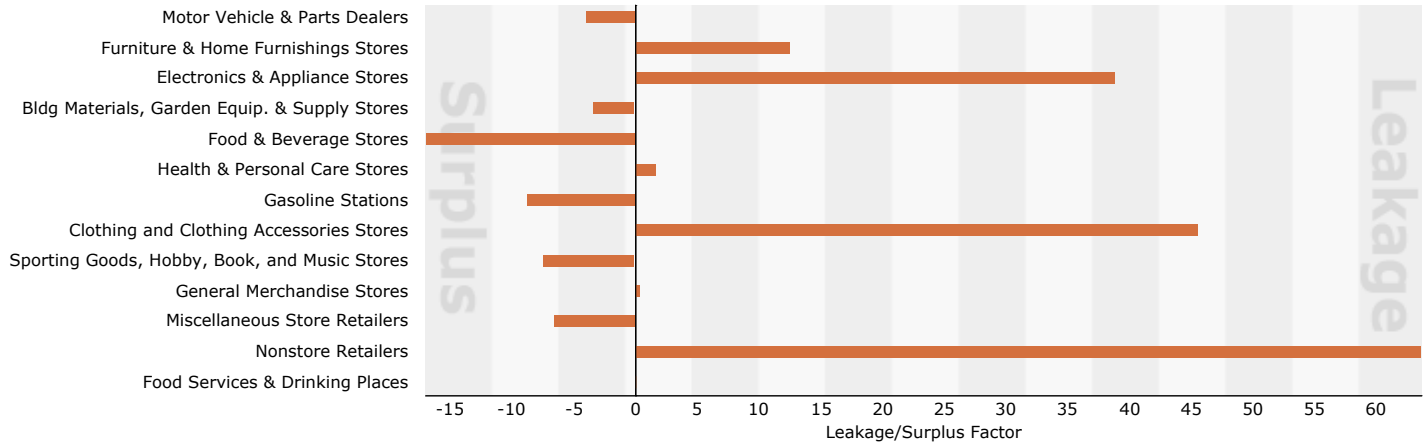
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$139,802,700	\$149,788,245	\$-9,985,544	-3.4	126
Total Retail Trade	44-45	\$119,855,778	\$129,843,917	\$-9,988,138	-4.0	93
Total Food & Drink	722	\$19,946,922	\$19,944,328	\$2,594	0.0	33

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$27,419,690	\$29,723,044	\$-2,303,354	-4.0	12
Automobile Dealers	4411	\$23,084,764	\$24,113,003	\$-1,028,238	-2.2	4
Other Motor Vehicle Dealers	4412	\$2,352,450	\$3,349,490	\$-997,040	-17.5	3
Auto Parts, Accessories & Tire Stores	4413	\$1,982,476	\$2,260,552	\$-278,076	-6.6	5
Furniture & Home Furnishings Stores	442	\$3,119,258	\$2,419,433	\$699,825	12.6	3
Furniture Stores	4421	\$1,570,953	\$1,702,879	\$-131,926	-4.0	1
Home Furnishings Stores	4422	\$1,548,305	\$716,554	\$831,751	36.7	2
Electronics & Appliance Stores	4431	\$2,786,271	\$1,224,374	\$1,561,897	38.9	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,385,754	\$5,761,589	\$-375,835	-3.4	8
Bldg Material & Supplies Dealers	4441	\$4,269,418	\$5,630,676	\$-1,361,258	-13.7	7
Lawn & Garden Equip & Supply Stores	4442	\$1,116,336	\$130,913	\$985,423	79.0	2
Food & Beverage Stores	445	\$24,815,927	\$34,990,967	\$-10,175,040	-17.0	10
Grocery Stores	4451	\$23,775,744	\$34,261,181	\$-10,485,437	-18.1	7
Specialty Food Stores	4452	\$203,293	\$350,353	\$-147,060	-26.6	2
Beer, Wine & Liquor Stores	4453	\$836,890	\$379,433	\$457,457	37.6	1
Health & Personal Care Stores	446,4461	\$3,304,374	\$3,185,849	\$118,525	1.8	7
Gasoline Stations	447,4471	\$19,835,448	\$23,684,375	\$-3,848,927	-8.8	4
Clothing & Clothing Accessories Stores	448	\$2,066,648	\$772,617	\$1,294,031	45.6	3
Clothing Stores	4481	\$1,388,947	\$685,041	\$703,906	33.9	2
Shoe Stores	4482	\$275,755	\$87,576	\$188,179	51.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$401,946	\$0	\$401,946	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,201,003	\$1,396,122	\$-195,119	-7.5	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$869,034	\$785,134	\$83,900	5.1	7
Book, Periodical & Music Stores	4512	\$331,969	\$610,988	\$-279,019	-29.6	2
General Merchandise Stores	452	\$23,197,879	\$23,005,783	\$192,096	0.4	8
Department Stores Excluding Leased Depts.	4521	\$13,456,643	\$8,612,895	\$4,843,748	21.9	3
Other General Merchandise Stores	4529	\$9,741,236	\$14,392,888	\$-4,651,652	-19.3	5
Miscellaneous Store Retailers	453	\$2,379,250	\$2,715,806	\$-336,555	-6.6	22
Florists	4531	\$137,423	\$26,866	\$110,557	67.3	1
Office Supplies, Stationery & Gift Stores	4532	\$443,130	\$926,402	\$-483,272	-35.3	5
Used Merchandise Stores	4533	\$193,835	\$186,091	\$7,744	2.0	8
Other Miscellaneous Store Retailers	4539	\$1,604,862	\$1,576,447	\$28,415	0.9	9
Nonstore Retailers	454	\$4,344,275	\$963,958	\$3,380,318	63.7	1
Electronic Shopping & Mail-Order Houses	4541	\$3,257,309	\$0	\$3,257,309	100.0	0
Vending Machine Operators	4542	\$159,553	\$8,172	\$151,381	90.3	0
Direct Selling Establishments	4543	\$927,414	\$955,786	\$-28,372	-1.5	1
Food Services & Drinking Places	722	\$19,946,922	\$19,944,328	\$2,594	0.0	33
Full-Service Restaurants	7221	\$8,549,378	\$9,677,528	\$-1,128,150	-6.2	19
Limited-Service Eating Places	7222	\$8,578,895	\$8,978,124	\$-399,229	-2.3	10
Special Food Services	7223	\$1,170,359	\$523,470	\$646,889	38.2	1
Drinking Places - Alcoholic Beverages	7224	\$1,648,290	\$765,206	\$883,084	36.6	3

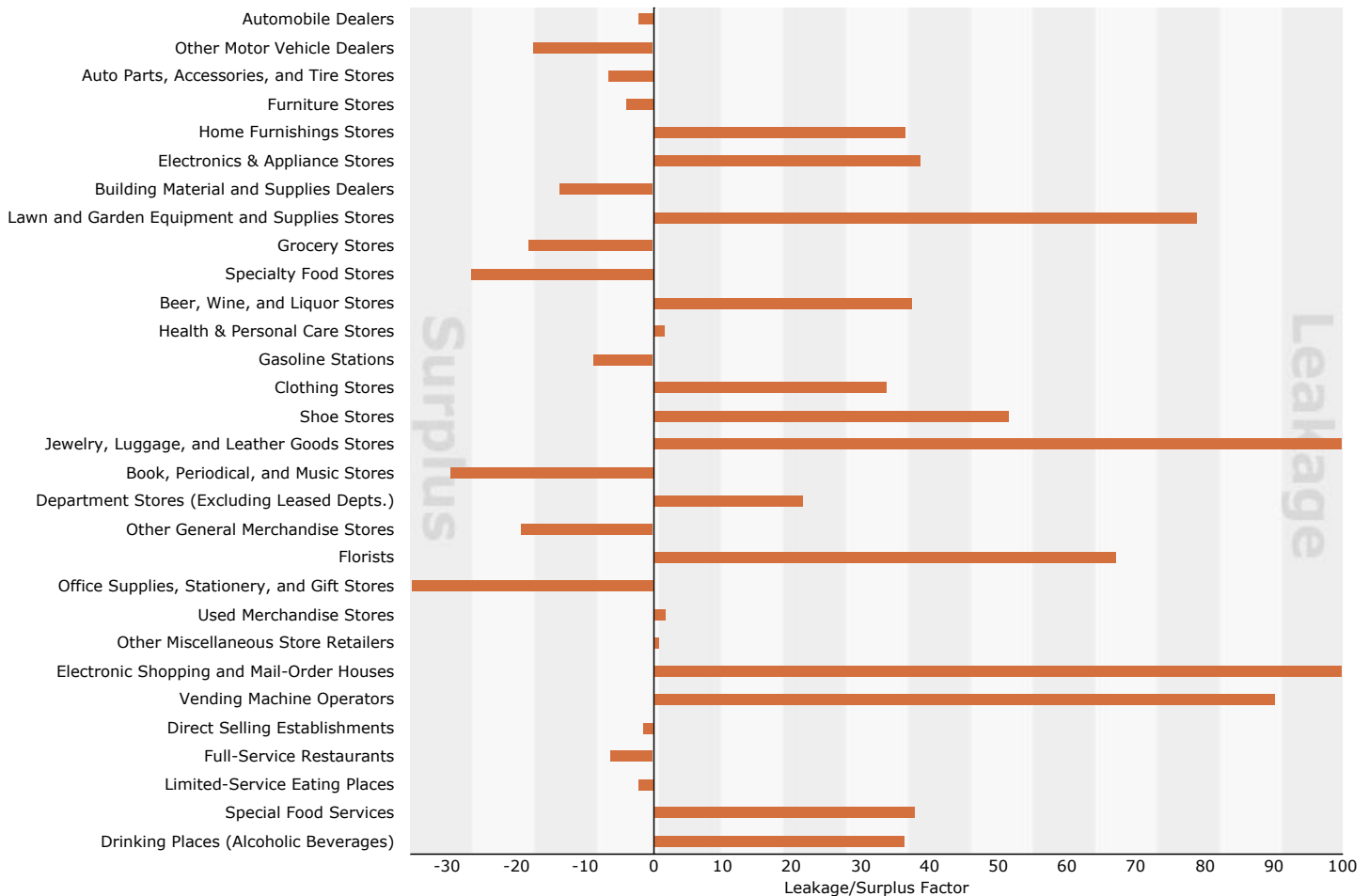
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Source: Esri and Infogroup

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

St. Helens
 St Helens, OR
 Drive Time: 20 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.86376
 Longitude: -122.79742

Summary Demographics

2010 Population	30,178
2010 Households	11,412
2010 Median Disposable Income	\$43,659
2010 Per Capita Income	\$24,988

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	\$281,149,377	\$221,939,577	\$59,209,801	11.8	227
Total Retail Trade	44-45	\$241,671,273	\$184,153,512	\$57,517,761	13.5	162
Total Food & Drink	722	\$39,478,104	\$37,786,065	\$1,692,039	2.2	65

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$56,008,963	\$35,544,860	\$20,464,103	22.4	21
Automobile Dealers	4411	\$47,102,407	\$25,408,258	\$21,694,149	29.9	4
Other Motor Vehicle Dealers	4412	\$4,961,967	\$6,231,297	-\$1,269,330	-11.3	9
Auto Parts, Accessories & Tire Stores	4413	\$3,944,589	\$3,905,305	\$39,284	0.5	8
Furniture & Home Furnishings Stores	442	\$6,240,291	\$3,309,088	\$2,931,203	30.7	7
Furniture Stores	4421	\$3,138,475	\$1,978,344	\$1,160,131	22.7	2
Home Furnishings Stores	4422	\$3,101,815	\$1,330,744	\$1,771,071	40.0	5
Electronics & Appliance Stores	4431	\$5,615,499	\$3,033,951	\$2,581,548	29.8	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,930,731	\$11,587,118	-\$656,387	-2.9	21
Bldg Material & Supplies Dealers	4441	\$8,607,973	\$8,547,266	\$60,706	0.4	12
Lawn & Garden Equip & Supply Stores	4442	\$2,322,759	\$3,039,852	-\$717,093	-13.4	9
Food & Beverage Stores	445	\$49,377,302	\$43,128,944	\$6,248,357	6.8	15
Grocery Stores	4451	\$47,325,571	\$41,678,939	\$5,646,633	6.3	10
Specialty Food Stores	4452	\$407,674	\$501,423	-\$93,749	-10.3	3
Beer, Wine & Liquor Stores	4453	\$1,644,056	\$948,583	\$695,473	26.8	2
Health & Personal Care Stores	446,4461	\$6,722,618	\$4,426,304	\$2,296,314	20.6	10
Gasoline Stations	447,4471	\$40,397,192	\$36,030,368	\$4,366,824	5.7	7
Clothing & Clothing Accessories Stores	448	\$4,107,711	\$1,648,999	\$2,458,712	42.7	6
Clothing Stores	4481	\$2,766,568	\$1,160,769	\$1,605,799	40.9	4
Shoe Stores	4482	\$547,370	\$487,576	\$59,794	72.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$793,774	\$400,655	\$393,119	32.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,405,513	\$1,849,463	\$556,050	13.1	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,749,296	\$1,208,233	\$541,063	18.3	9
Book, Periodical & Music Stores	4512	\$656,217	\$641,230	\$14,987	1.2	2
General Merchandise Stores	452	\$46,354,069	\$35,306,760	\$11,047,309	13.5	10
Department Stores Excluding Leased Depts.	4521	\$26,870,904	\$19,355,317	\$7,515,587	16.3	4
Other General Merchandise Stores	4529	\$19,483,165	\$15,951,443	\$3,531,722	10.0	6
Miscellaneous Store Retailers	453	\$4,816,547	\$4,329,297	\$487,250	5.3	38
Florists	4531	\$287,946	\$334,757	-\$46,811	-7.5	4
Office Supplies, Stationery & Gift Stores	4532	\$889,251	\$974,951	-\$85,700	-4.6	5
Used Merchandise Stores	4533	\$384,172	\$255,064	\$129,108	20.2	11
Other Miscellaneous Store Retailers	4539	\$3,255,178	\$2,764,525	\$490,652	8.2	19
Nonstore Retailers	454	\$8,694,838	\$3,958,359	\$4,736,479	37.4	4
Electronic Shopping & Mail-Order Houses	4541	\$6,509,132	\$2,692,049	\$3,817,083	41.5	1
Vending Machine Operators	4542	\$320,421	\$310,524	\$9,898	1.6	2
Direct Selling Establishments	4543	\$1,865,285	\$955,786	\$909,499	32.2	1
Food Services & Drinking Places	722	\$39,478,104	\$37,786,065	\$1,692,039	2.2	65
Full-Service Restaurants	7221	\$16,917,346	\$16,317,447	\$599,899	1.8	38
Limited-Service Eating Places	7222	\$17,024,470	\$17,592,338	-\$567,868	-1.6	20
Special Food Services	7223	\$2,327,032	\$2,313,008	\$14,024	0.3	2
Drinking Places - Alcoholic Beverages	7224	\$3,209,256	\$1,563,272	\$1,645,984	34.5	5

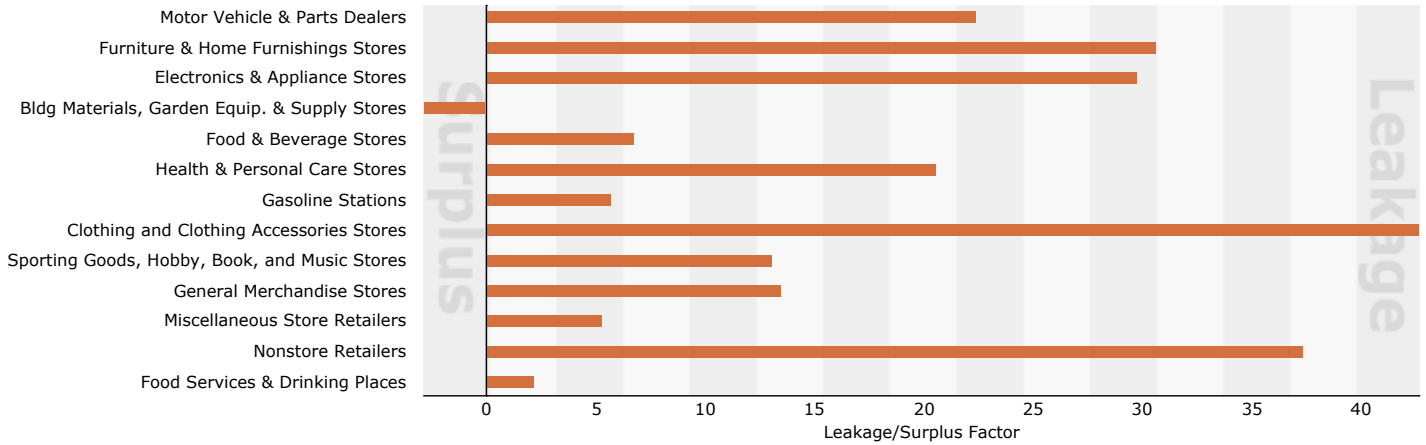
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Source: Esri and Infogroup

June 13, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

