



Retail MarketPlace Profile

Scappoose, OR
Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
Latitude: 45.75767
Longitude: -122.87663

Summary Demographics

2010 Population	7,353
2010 Households	2,908
2010 Median Disposable Income	\$44,179
2010 Per Capita Income	\$26,197

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	\$72,903,842	\$55,069,756	\$17,834,086	13.9	71
Total Retail Trade	44-45	\$62,909,993	\$40,019,287	\$22,890,706	22.2	43
Total Food & Drink	722	\$9,993,849	\$15,050,469	\$-5,056,620	-20.2	28

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,877,312	\$3,131,286	\$11,746,027	65.2	5
Automobile Dealers	4411	\$12,523,260	\$24,176	\$12,499,084	99.6	0
Other Motor Vehicle Dealers	4412	\$1,354,394	\$1,621,363	\$-266,969	-9.0	4
Auto Parts, Accessories & Tire Stores	4413	\$999,658	\$1,485,747	\$-486,089	-19.6	2
Furniture & Home Furnishings Stores	442	\$1,579,812	\$538,675	\$1,041,138	49.1	2
Furniture Stores	4421	\$796,092	\$0	\$796,092	100.0	0
Home Furnishings Stores	4422	\$783,721	\$538,675	\$245,046	18.5	2
Electronics & Appliance Stores	4431	\$1,455,775	\$1,627,060	\$-171,286	-5.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,821,419	\$3,363,961	\$-542,542	-8.8	6
Bldg Material & Supplies Dealers	4441	\$2,202,666	\$1,125,407	\$1,077,258	32.4	3
Lawn & Garden Equip & Supply Stores	4442	\$618,753	\$2,238,553	\$-1,619,800	-56.7	3
Food & Beverage Stores	445	\$12,657,139	\$6,282,119	\$6,375,019	33.7	4
Grocery Stores	4451	\$12,141,852	\$5,652,734	\$6,489,118	36.5	3
Specialty Food Stores	4452	\$103,165	\$60,236	\$42,930	26.3	0
Beer, Wine & Liquor Stores	4453	\$412,122	\$569,150	\$-157,028	-16.0	1
Health & Personal Care Stores	446,4461	\$1,753,445	\$1,049,830	\$703,615	25.1	1
Gasoline Stations	447,4471	\$10,714,341	\$11,666,229	\$-951,888	-4.3	3
Clothing & Clothing Accessories Stores	448	\$1,031,572	\$504,721	\$526,851	34.3	1
Clothing Stores	4481	\$693,773	\$206,533	\$487,240	54.1	1
Shoe Stores	4482	\$139,150	\$0	\$139,150	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$198,650	\$298,188	\$-99,539	-20.0	1
Sporting Goods, Hobby, Book & Music Stores	451	\$617,564	\$246,227	\$371,336	43.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$452,774	\$242,979	\$209,795	30.2	1
Book, Periodical & Music Stores	4512	\$164,790	\$3,248	\$161,541	96.1	0
General Merchandise Stores	452	\$11,923,429	\$9,686,216	\$2,237,213	10.4	1
Department Stores Excluding Leased Depts.	4521	\$6,904,180	\$9,686,216	\$-2,782,036	-16.8	1
Other General Merchandise Stores	4529	\$5,019,248	\$0	\$5,019,248	100.0	0
Miscellaneous Store Retailers	453	\$1,260,507	\$1,094,276	\$166,231	7.1	13
Florists	4531	\$76,588	\$300,401	\$-223,812	-59.4	3
Office Supplies, Stationery & Gift Stores	4532	\$227,509	\$0	\$227,509	100.0	0
Used Merchandise Stores	4533	\$97,550	\$66,189	\$31,361	19.2	3
Other Miscellaneous Store Retailers	4539	\$858,860	\$727,686	\$131,174	8.3	7
Nonstore Retailers	454	\$2,217,678	\$828,685	\$1,388,992	45.6	1
Electronic Shopping & Mail-Order Houses	4541	\$1,664,340	\$706,110	\$958,229	40.4	0
Vending Machine Operators	4542	\$80,836	\$122,575	\$-41,739	-20.5	1
Direct Selling Establishments	4543	\$472,502	\$0	\$472,502	100.0	0
Food Services & Drinking Places	722	\$9,993,849	\$15,050,469	\$-5,056,620	-20.2	28
Full-Service Restaurants	7221	\$4,284,867	\$6,158,010	\$-1,873,143	-17.9	16
Limited-Service Eating Places	7222	\$4,338,957	\$8,232,468	\$-3,893,511	-31.0	10
Special Food Services	7223	\$591,095	\$0	\$591,095	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$778,930	\$659,991	\$118,939	8.3	2

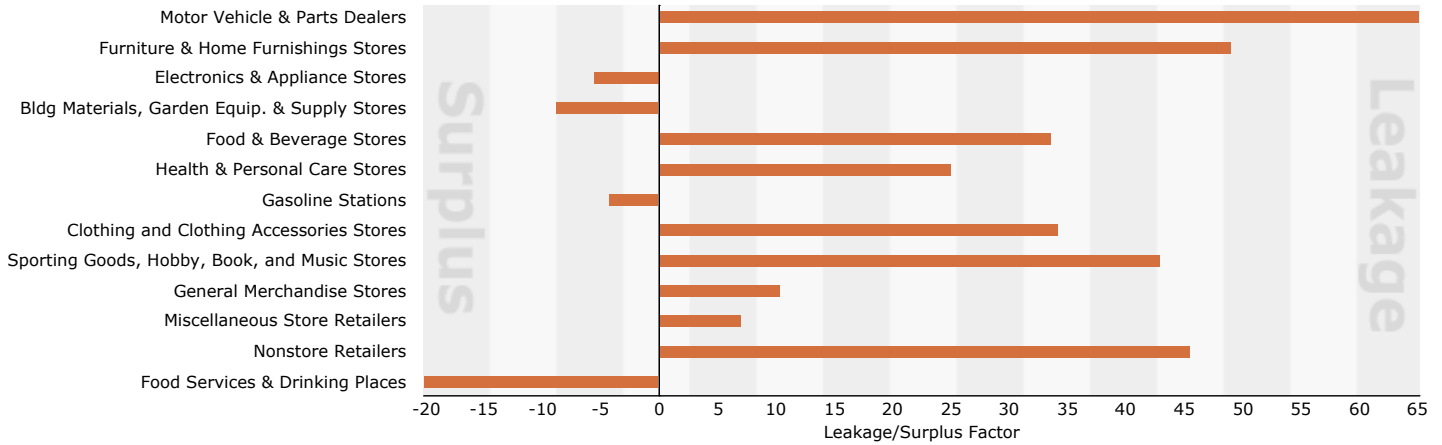
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

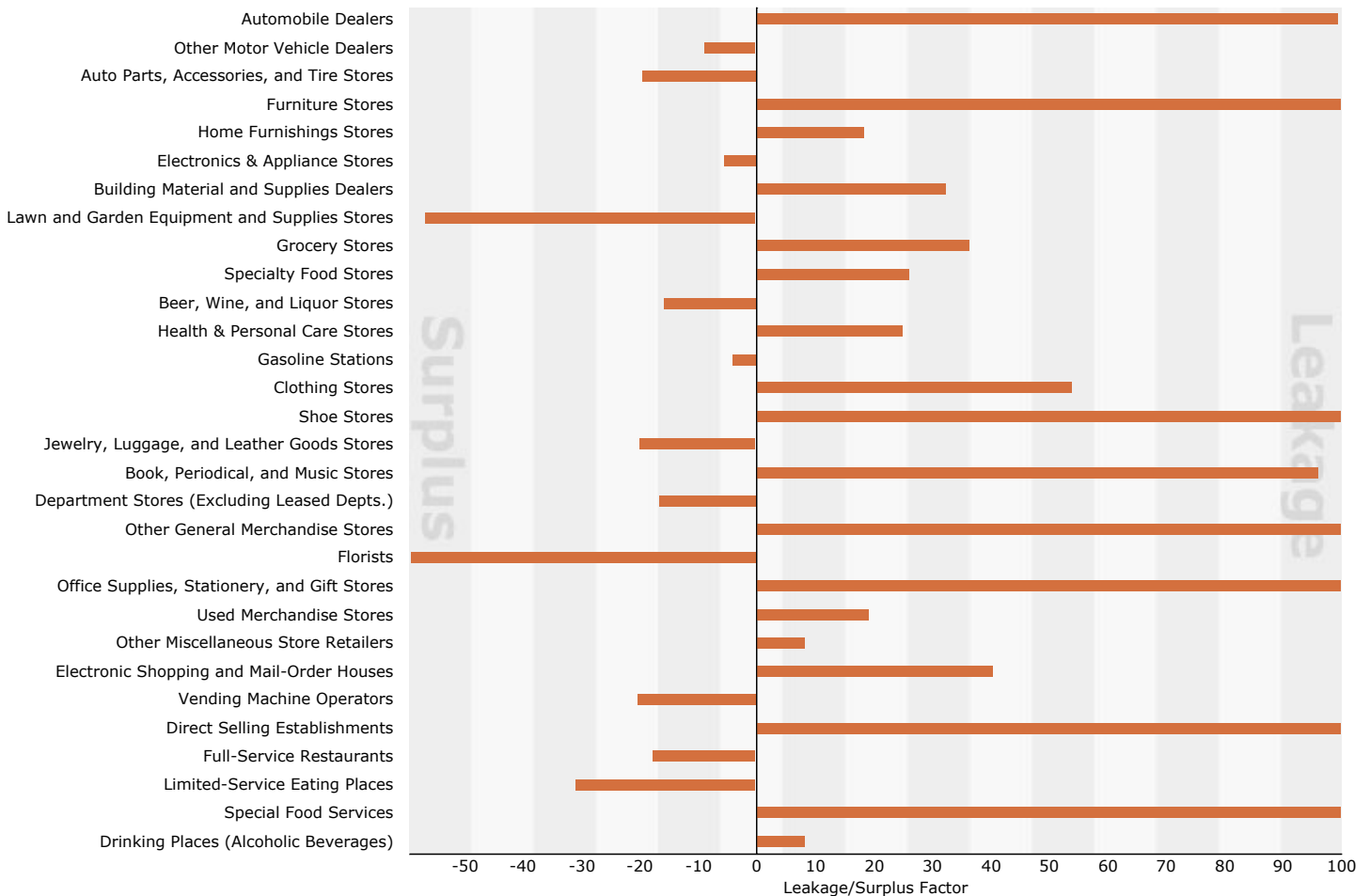
June 13, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Scappoose, OR
Drive Time: 10 minutes

For More Info: CCET, 503/397-7218

Latitude: 45.75767
Longitude: -122.87663

Summary Demographics

2010 Population	11,991
2010 Households	4,750
2010 Median Disposable Income	\$45,247
2010 Per Capita Income	\$26,843

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	\$123,052,042	\$96,523,431	\$26,528,611	12.1	106
Total Retail Trade	44-45	\$106,198,854	\$75,126,519	\$31,072,335	17.1	71
Total Food & Drink	722	\$16,853,188	\$21,396,912	\$-4,543,724	-11.9	36

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$25,058,923	\$17,174,576	\$7,884,348	18.7	12
Automobile Dealers	4411	\$21,013,274	\$10,497,411	\$10,515,863	33.4	1
Other Motor Vehicle Dealers	4412	\$2,331,000	\$4,522,497	\$-2,191,497	-32.0	7
Auto Parts, Accessories & Tire Stores	4413	\$1,714,649	\$2,154,668	\$-440,019	-11.4	4
Furniture & Home Furnishings Stores	442	\$2,724,322	\$567,202	\$2,157,119	65.5	3
Furniture Stores	4421	\$1,391,520	\$0	\$1,391,520	100.0	0
Home Furnishings Stores	4422	\$1,332,801	\$567,202	\$765,599	40.3	3
Electronics & Appliance Stores	4431	\$2,488,928	\$1,886,258	\$602,669	13.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,796,882	\$5,146,996	\$-350,115	-3.5	11
Bldg Material & Supplies Dealers	4441	\$3,776,089	\$1,669,861	\$2,106,228	38.7	6
Lawn & Garden Equip & Supply Stores	4442	\$1,020,793	\$3,477,135	\$-2,456,343	-54.6	5
Food & Beverage Stores	445	\$21,368,705	\$7,950,584	\$13,418,120	45.8	5
Grocery Stores	4451	\$20,470,712	\$7,158,732	\$13,311,979	48.2	3
Specialty Food Stores	4452	\$201,355	\$222,702	\$-21,347	-5.0	1
Beer, Wine & Liquor Stores	4453	\$696,638	\$569,150	\$127,488	10.1	1
Health & Personal Care Stores	446,4461	\$2,986,126	\$1,205,863	\$1,780,263	42.5	2
Gasoline Stations	447,4471	\$17,896,231	\$13,984,216	\$3,912,016	12.3	3
Clothing & Clothing Accessories Stores	448	\$1,886,472	\$1,458,552	\$427,919	12.8	4
Clothing Stores	4481	\$1,292,951	\$999,181	\$293,771	12.8	3
Shoe Stores	4482	\$250,283	\$0	\$250,283	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$343,237	\$459,372	\$-116,134	-14.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,065,846	\$866,394	\$199,452	10.3	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$772,001	\$560,024	\$211,976	15.9	3
Book, Periodical & Music Stores	4512	\$293,845	\$306,370	\$-12,524	-2.1	1
General Merchandise Stores	452	\$19,926,311	\$21,855,559	\$-1,929,248	-4.6	3
Department Stores Excluding Leased Depts.	4521	\$11,459,046	\$18,003,886	\$-6,544,841	-22.2	2
Other General Merchandise Stores	4529	\$8,467,266	\$3,851,673	\$4,615,593	37.5	1
Miscellaneous Store Retailers	453	\$2,135,760	\$1,391,656	\$744,103	21.1	18
Florists	4531	\$131,947	\$354,307	\$-222,360	-45.7	5
Office Supplies, Stationery & Gift Stores	4532	\$393,725	\$0	\$393,725	100.0	0
Used Merchandise Stores	4533	\$164,026	\$82,923	\$81,102	32.8	4
Other Miscellaneous Store Retailers	4539	\$1,446,062	\$954,426	\$491,636	20.5	10
Nonstore Retailers	454	\$3,864,349	\$1,638,661	\$2,225,688	40.4	2
Electronic Shopping & Mail-Order Houses	4541	\$2,836,462	\$1,456,349	\$1,380,113	32.1	1
Vending Machine Operators	4542	\$159,924	\$122,575	\$37,349	13.2	1
Direct Selling Establishments	4543	\$867,963	\$59,737	\$808,226	87.1	0
Food Services & Drinking Places	722	\$16,853,188	\$21,396,912	\$-4,543,724	-11.9	36
Full-Service Restaurants	7221	\$7,239,810	\$8,214,581	\$-974,771	-6.3	21
Limited-Service Eating Places	7222	\$7,251,493	\$11,398,032	\$-4,146,539	-22.2	13
Special Food Services	7223	\$1,025,647	\$1,107,809	\$-82,162	-3.9	1
Drinking Places - Alcoholic Beverages	7224	\$1,336,238	\$676,491	\$659,748	32.8	2

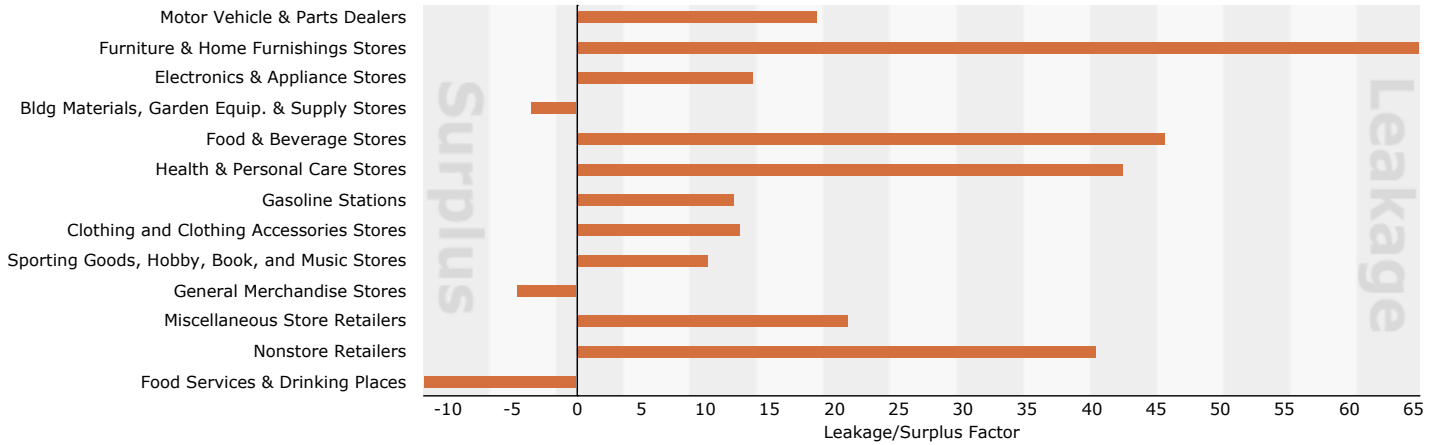
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

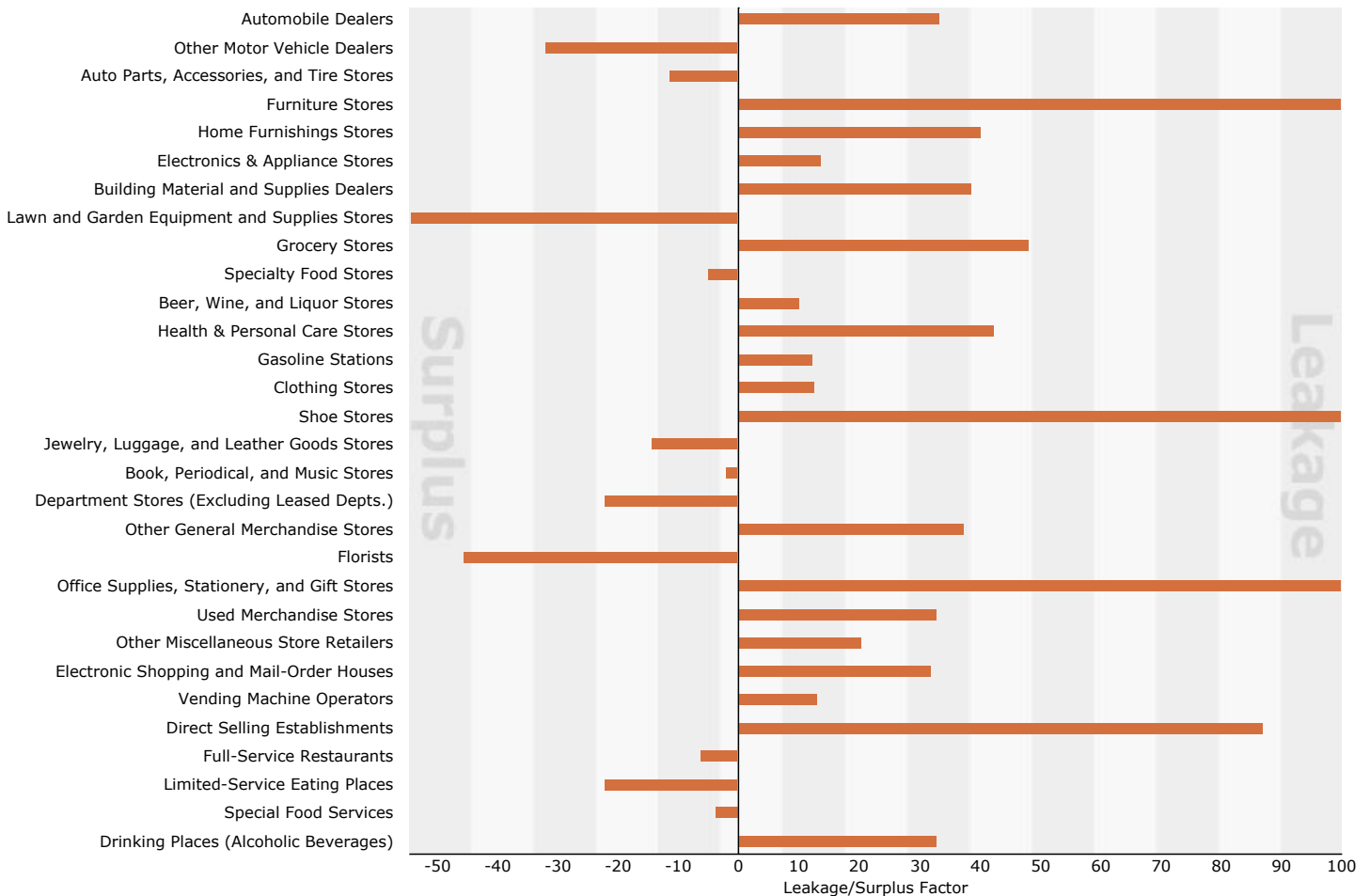
June 13, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Scappoose, OR
Drive Time: 20 minutes

For More Info: CCET, 503/397-7218

Latitude: 45.75767
Longitude: -122.87663

Summary Demographics

2010 Population	33,078
2010 Households	12,638
2010 Median Disposable Income	\$44,905
2010 Per Capita Income	\$26,196

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	\$322,801,452	\$232,120,836	\$90,680,616	16.3	251
Total Retail Trade	44-45	\$277,423,225	\$192,502,150	\$84,921,075	18.1	181
Total Food & Drink	722	\$45,378,227	\$39,618,686	\$5,759,541	6.8	69

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$64,602,414	\$37,081,683	\$27,520,731	27.1	24
Automobile Dealers	4411	\$54,184,307	\$25,829,727	\$28,354,580	35.4	5
Other Motor Vehicle Dealers	4412	\$5,764,942	\$7,078,345	\$-1,313,402	-10.2	10
Auto Parts, Accessories & Tire Stores	4413	\$4,653,165	\$4,173,612	\$479,553	5.4	9
Furniture & Home Furnishings Stores	442	\$7,457,814	\$3,760,810	\$3,697,004	33.0	7
Furniture Stores	4421	\$3,901,304	\$2,207,535	\$1,693,769	27.7	2
Home Furnishings Stores	4422	\$3,556,510	\$1,553,275	\$2,003,235	39.2	6
Electronics & Appliance Stores	4431	\$6,706,605	\$3,173,424	\$3,533,181	35.8	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,419,881	\$13,191,943	\$-772,062	-3.0	27
Bldg Material & Supplies Dealers	4441	\$9,984,415	\$9,002,613	\$981,802	5.2	17
Lawn & Garden Equip & Supply Stores	4442	\$2,435,466	\$4,189,330	\$-1,753,864	-26.5	11
Food & Beverage Stores	445	\$56,551,364	\$42,895,623	\$13,655,741	13.7	17
Grocery Stores	4451	\$54,042,930	\$40,853,442	\$13,189,489	13.9	11
Specialty Food Stores	4452	\$621,006	\$1,011,114	\$-390,108	-23.9	4
Beer, Wine & Liquor Stores	4453	\$1,887,428	\$1,031,068	\$856,360	29.3	2
Health & Personal Care Stores	446,4461	\$7,705,245	\$4,461,397	\$3,243,848	26.7	11
Gasoline Stations	447,4471	\$45,422,140	\$37,494,861	\$7,927,279	9.6	7
Clothing & Clothing Accessories Stores	448	\$5,599,689	\$2,057,831	\$3,541,858	46.3	7
Clothing Stores	4481	\$3,921,732	\$1,465,784	\$2,455,948	45.6	5
Shoe Stores	4482	\$728,361	\$125,652	\$602,708	70.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$949,596	\$466,395	\$483,202	34.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,913,080	\$2,072,557	\$840,523	16.9	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,058,933	\$1,350,982	\$707,952	20.8	10
Book, Periodical & Music Stores	4512	\$854,147	\$721,576	\$132,571	8.4	3
General Merchandise Stores	452	\$52,081,207	\$35,948,222	\$16,132,985	18.3	10
Department Stores Excluding Leased Depts.	4521	\$29,692,183	\$19,355,317	\$10,336,866	21.1	4
Other General Merchandise Stores	4529	\$22,389,024	\$16,592,905	\$5,796,119	14.9	6
Miscellaneous Store Retailers	453	\$5,522,585	\$4,442,233	\$1,080,352	10.8	43
Florists	4531	\$331,909	\$368,761	\$-36,852	-5.3	5
Office Supplies, Stationery & Gift Stores	4532	\$1,071,407	\$971,082	\$100,325	4.9	5
Used Merchandise Stores	4533	\$437,919	\$275,769	\$162,150	22.7	12
Other Miscellaneous Store Retailers	4539	\$3,681,350	\$2,826,621	\$854,729	13.1	21
Nonstore Retailers	454	\$10,441,200	\$5,921,565	\$4,519,635	27.6	4
Electronic Shopping & Mail-Order Houses	4541	\$7,576,697	\$4,096,595	\$3,480,102	29.8	1
Vending Machine Operators	4542	\$499,367	\$204,292	\$295,075	41.9	1
Direct Selling Establishments	4543	\$2,365,136	\$1,620,678	\$744,458	18.7	1
Food Services & Drinking Places	722	\$45,378,227	\$39,618,686	\$5,759,541	6.8	69
Full-Service Restaurants	7221	\$19,528,293	\$17,053,237	\$2,475,056	6.8	40
Limited-Service Eating Places	7222	\$19,287,224	\$17,936,267	\$1,350,958	3.6	20
Special Food Services	7223	\$2,829,852	\$2,661,817	\$168,036	3.1	3
Drinking Places - Alcoholic Beverages	7224	\$3,732,857	\$1,967,366	\$1,765,491	31.0	6

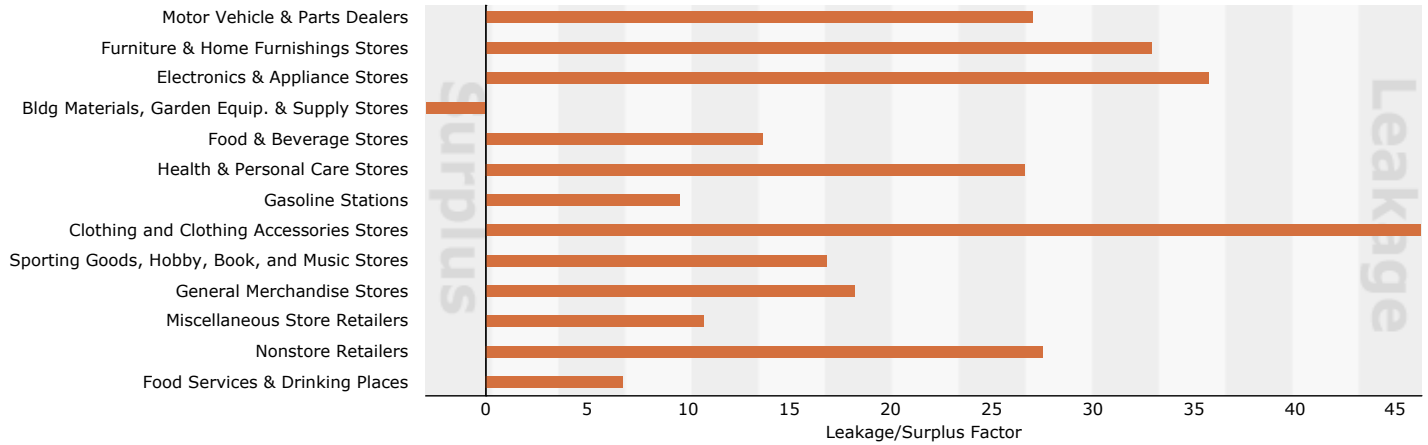
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Source: Esri and Infogroup

June 13, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

