



Retail MarketPlace Profile

Vernonia
 Vernonia, OR
 Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.85868
 Longitude: -123.1972

Summary Demographics

2010 Population	1,228
2010 Households	438
2010 Median Disposable Income	\$36,335
2010 Per Capita Income	\$19,226

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	\$9,179,798	\$6,168,905	\$3,010,893	19.6	13
Total Retail Trade	44-45	\$7,949,653	\$5,521,191	\$2,428,462	18.0	10
Total Food & Drink	722	\$1,230,145	\$647,715	\$582,430	31.0	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,873,130	\$208,181	\$1,664,949	80.0	0
Automobile Dealers	4411	\$1,580,000	\$208,181	\$1,371,819	76.7	0
Other Motor Vehicle Dealers	4412	\$169,270	\$0	\$169,270	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$123,860	\$0	\$123,860	100.0	0
Furniture & Home Furnishings Stores	442	\$191,115	\$0	\$191,115	100.0	0
Furniture Stores	4421	\$96,242	\$0	\$96,242	100.0	0
Home Furnishings Stores	4422	\$94,873	\$0	\$94,873	100.0	0
Electronics & Appliance Stores	4431	\$179,375	\$64,931	\$114,444	46.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$347,859	\$230,171	\$117,688	20.4	1
Bldg Material & Supplies Dealers	4441	\$267,948	\$230,171	\$37,777	7.6	1
Lawn & Garden Equip & Supply Stores	4442	\$79,911	\$0	\$79,911	100.0	0
Food & Beverage Stores	445	\$1,596,863	\$2,199,466	\$-602,603	-15.9	1
Grocery Stores	4451	\$1,533,667	\$2,199,466	\$-665,799	-17.8	1
Specialty Food Stores	4452	\$12,991	\$0	\$12,991	100.0	0
Beer, Wine & Liquor Stores	4453	\$50,205	\$0	\$50,205	100.0	0
Health & Personal Care Stores	446,4461	\$226,976	\$145,925	\$81,051	21.7	1
Gasoline Stations	447,4471	\$1,395,810	\$1,977,810	\$-582,000	-17.3	0
Clothing & Clothing Accessories Stores	448	\$126,609	\$202,836	\$-76,228	-23.1	1
Clothing Stores	4481	\$85,208	\$121,997	\$-36,788	-17.8	1
Shoe Stores	4482	\$17,240	\$80,840	\$-63,600	-64.8	0
Jewelry, Luggage & Leather Goods Stores	4483	\$24,161	\$0	\$24,161	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$75,444	\$138,438	\$-62,994	-29.5	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$55,768	\$138,438	\$-82,670	-42.6	2
Book, Periodical & Music Stores	4512	\$19,676	\$0	\$19,676	100.0	0
General Merchandise Stores	452	\$1,492,645	\$0	\$1,492,645	100.0	0
Department Stores Excluding Leased Depts.	4521	\$857,767	\$0	\$857,767	100.0	0
Other General Merchandise Stores	4529	\$634,878	\$0	\$634,878	100.0	0
Miscellaneous Store Retailers	453	\$161,819	\$353,432	\$-191,613	-37.2	3
Florists	4531	\$9,892	\$21,945	\$-12,054	-37.9	1
Office Supplies, Stationery & Gift Stores	4532	\$28,366	\$115,126	\$-86,760	-60.5	1
Used Merchandise Stores	4533	\$11,829	\$0	\$11,829	100.0	0
Other Miscellaneous Store Retailers	4539	\$111,733	\$216,361	\$-104,629	-31.9	2
Nonstore Retailers	454	\$282,010	\$0	\$282,010	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$206,723	\$0	\$206,723	100.0	0
Vending Machine Operators	4542	\$10,094	\$0	\$10,094	100.0	0
Direct Selling Establishments	4543	\$65,193	\$0	\$65,193	100.0	0
Food Services & Drinking Places	722	\$1,230,145	\$647,715	\$582,430	31.0	3
Full-Service Restaurants	7221	\$527,853	\$172,621	\$355,232	50.7	1
Limited-Service Eating Places	7222	\$537,690	\$0	\$537,690	100.0	0
Special Food Services	7223	\$73,190	\$262,697	\$-189,507	-56.4	1
Drinking Places - Alcoholic Beverages	7224	\$91,413	\$212,397	\$-120,984	-39.8	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

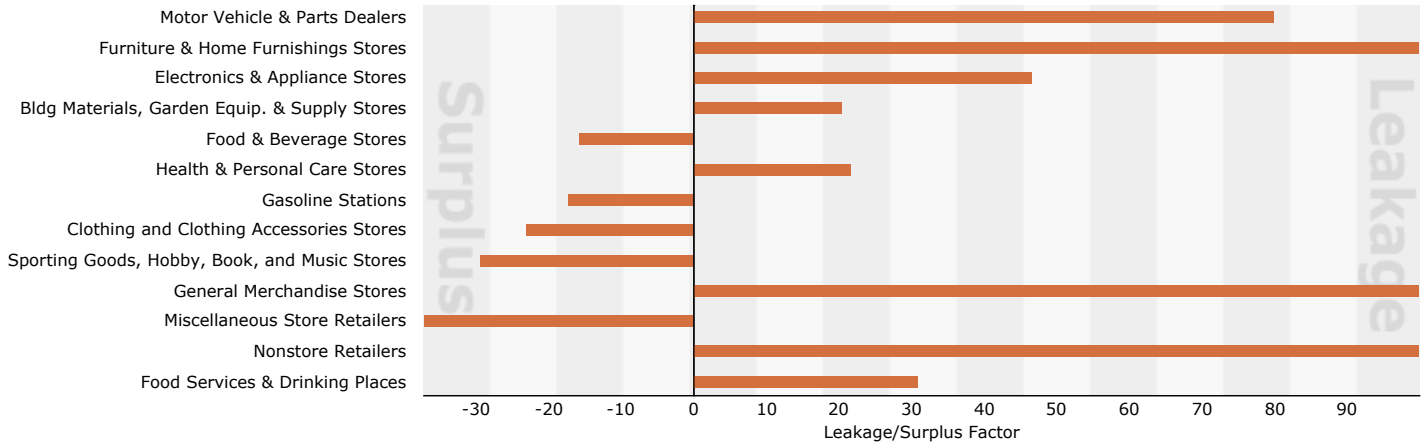
Made with Esri Business Analyst



Vernonia
 Vernonia, OR
 Drive Time: 5 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.85868
 Longitude: -123.1972

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Vernonia
 Vernonia, OR
 Drive Time: 10 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.85868
 Longitude: -123.1972

Summary Demographics

2010 Population	2,612
2010 Households	910
2010 Median Disposable Income	\$36,372
2010 Per Capita Income	\$19,066

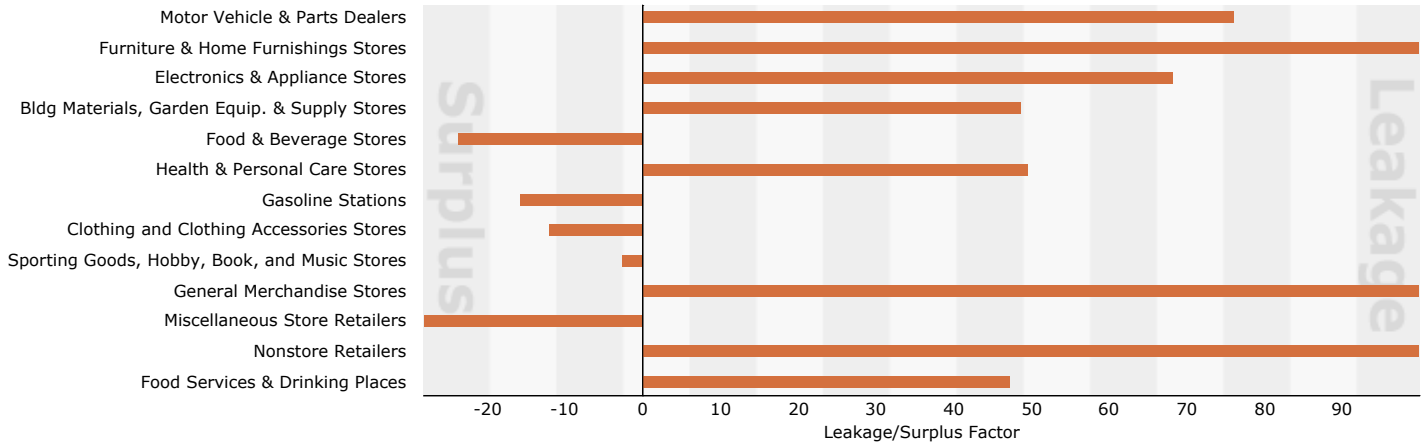
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$18,936,214	\$12,280,602	\$6,655,613	21.3	20
Total Retail Trade	44-45	\$16,395,823	\$11,375,442	\$5,020,381	18.1	15
Total Food & Drink	722	\$2,540,392	\$905,160	\$1,635,232	47.5	4

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,867,376	\$520,453	\$3,346,923	76.3	1
Automobile Dealers	4411	\$3,264,262	\$520,453	\$2,743,809	72.5	1
Other Motor Vehicle Dealers	4412	\$347,266	\$0	\$347,266	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$255,849	\$0	\$255,849	100.0	0
Furniture & Home Furnishings Stores	442	\$394,852	\$0	\$394,852	100.0	0
Furniture Stores	4421	\$199,096	\$0	\$199,096	100.0	0
Home Furnishings Stores	4422	\$195,756	\$0	\$195,756	100.0	0
Electronics & Appliance Stores	4431	\$370,119	\$69,682	\$300,437	68.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$716,720	\$247,013	\$469,708	48.7	2
Bldg Material & Supplies Dealers	4441	\$552,555	\$247,013	\$305,542	38.2	2
Lawn & Garden Equip & Supply Stores	4442	\$164,165	\$0	\$164,165	100.0	0
Food & Beverage Stores	445	\$3,293,149	\$5,333,999	\$-2,040,850	-23.7	1
Grocery Stores	4451	\$3,162,705	\$5,333,999	\$-2,171,293	-25.6	1
Specialty Food Stores	4452	\$26,792	\$0	\$26,792	100.0	0
Beer, Wine & Liquor Stores	4453	\$103,651	\$0	\$103,651	100.0	0
Health & Personal Care Stores	446,4461	\$467,699	\$156,602	\$311,097	49.8	1
Gasoline Stations	447,4471	\$2,876,911	\$3,955,633	\$-1,078,722	-15.8	1
Clothing & Clothing Accessories Stores	448	\$261,426	\$333,022	\$-71,597	-12.0	2
Clothing Stores	4481	\$175,981	\$130,923	\$45,058	14.7	1
Shoe Stores	4482	\$35,624	\$202,099	\$-166,475	-70.0	1
Jewelry, Luggage & Leather Goods Stores	4483	\$49,821	\$0	\$49,821	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$155,518	\$164,135	\$-8,617	-2.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$114,931	\$164,135	\$-49,203	-17.6	2
Book, Periodical & Music Stores	4512	\$40,587	\$0	\$40,587	100.0	0
General Merchandise Stores	452	\$3,079,471	\$0	\$3,079,471	100.0	0
Department Stores Excluding Leased Depts.	4521	\$1,770,394	\$0	\$1,770,394	100.0	0
Other General Merchandise Stores	4529	\$1,309,077	\$0	\$1,309,077	100.0	0
Miscellaneous Store Retailers	453	\$333,191	\$594,902	\$-261,711	-28.2	5
Florists	4531	\$20,314	\$23,551	\$-3,237	-7.4	1
Office Supplies, Stationery & Gift Stores	4532	\$58,544	\$187,754	\$-129,211	-52.5	2
Used Merchandise Stores	4533	\$24,421	\$0	\$24,421	100.0	0
Other Miscellaneous Store Retailers	4539	\$229,912	\$383,597	\$-153,685	-25.1	3
Nonstore Retailers	454	\$579,391	\$0	\$579,391	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$426,283	\$0	\$426,283	100.0	0
Vending Machine Operators	4542	\$20,838	\$0	\$20,838	100.0	0
Direct Selling Establishments	4543	\$132,271	\$0	\$132,271	100.0	0
Food Services & Drinking Places	722	\$2,540,392	\$905,160	\$1,635,232	47.5	4
Full-Service Restaurants	7221	\$1,090,025	\$318,036	\$771,990	54.8	2
Limited-Service Eating Places	7222	\$1,110,765	\$0	\$1,110,765	100.0	0
Special Food Services	7223	\$151,185	\$281,918	\$-130,733	-30.2	1
Drinking Places - Alcoholic Beverages	7224	\$188,417	\$305,206	\$-116,789	-23.7	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

Vernonia
 Vernonia, OR
 Drive Time: 20 minutes

For More Info: CCET, 503/397-7218
 Latitude: 45.85868
 Longitude: -123.1972

Summary Demographics

2010 Population	3,930
2010 Households	1,378
2010 Median Disposable Income	\$37,513
2010 Per Capita Income	\$19,916

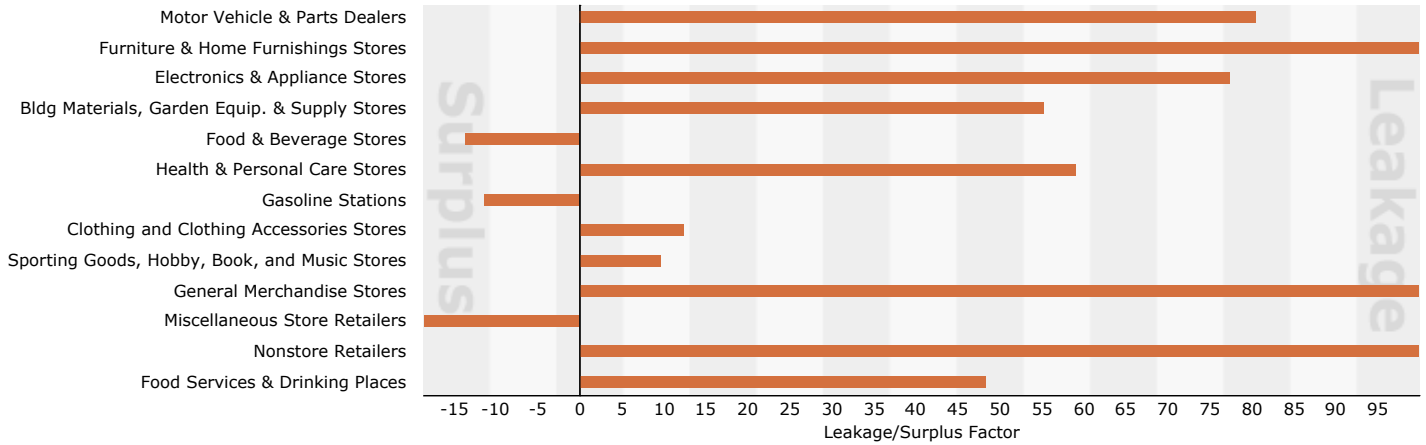
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$29,879,917	\$16,193,322	\$13,686,595	29.7	26
Total Retail Trade	44-45	\$25,831,099	\$14,788,470	\$11,042,629	27.2	20
Total Food & Drink	722	\$4,048,817	\$1,404,852	\$2,643,966	48.5	6

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,081,152	\$650,565	\$5,430,587	80.7	1
Automobile Dealers	4411	\$5,135,533	\$650,565	\$4,484,968	77.5	1
Other Motor Vehicle Dealers	4412	\$540,250	\$0	\$540,250	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$405,369	\$0	\$405,369	100.0	0
Furniture & Home Furnishings Stores	442	\$661,617	\$0	\$661,617	100.0	0
Furniture Stores	4421	\$356,924	\$0	\$356,924	100.0	0
Home Furnishings Stores	4422	\$304,693	\$0	\$304,693	100.0	0
Electronics & Appliance Stores	4431	\$648,351	\$82,352	\$565,999	77.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,108,500	\$318,017	\$790,484	55.4	2
Bldg Material & Supplies Dealers	4441	\$874,711	\$291,924	\$582,787	50.0	2
Lawn & Garden Equip & Supply Stores	4442	\$233,790	\$26,093	\$207,697	79.9	0
Food & Beverage Stores	445	\$5,103,447	\$6,718,495	\$-1,615,048	-13.7	2
Grocery Stores	4451	\$4,900,761	\$6,718,495	\$-1,817,734	-15.6	2
Specialty Food Stores	4452	\$44,852	\$0	\$44,852	100.0	0
Beer, Wine & Liquor Stores	4453	\$157,834	\$0	\$157,834	100.0	0
Health & Personal Care Stores	446,4461	\$722,625	\$185,076	\$537,549	59.2	1
Gasoline Stations	447,4471	\$4,360,653	\$5,485,282	\$-1,124,629	-11.4	1
Clothing & Clothing Accessories Stores	448	\$523,839	\$407,351	\$116,487	12.5	2
Clothing Stores	4481	\$379,804	\$154,728	\$225,076	42.1	1
Shoe Stores	4482	\$64,476	\$252,623	\$-188,147	-59.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$79,558	\$0	\$79,558	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$258,858	\$212,509	\$46,349	9.8	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$188,138	\$212,509	\$-24,371	-6.1	3
Book, Periodical & Music Stores	4512	\$70,720	\$0	\$70,720	100.0	0
General Merchandise Stores	452	\$4,947,364	\$0	\$4,947,364	100.0	0
Department Stores Excluding Leased Depts.	4521	\$2,624,285	\$0	\$2,624,285	100.0	0
Other General Merchandise Stores	4529	\$2,323,079	\$0	\$2,323,079	100.0	0
Miscellaneous Store Retailers	453	\$500,274	\$728,823	\$-228,549	-18.6	7
Florists	4531	\$29,594	\$27,833	\$1,761	3.1	1
Office Supplies, Stationery & Gift Stores	4532	\$100,323	\$229,562	\$-129,238	-39.2	2
Used Merchandise Stores	4533	\$35,005	\$0	\$35,005	100.0	0
Other Miscellaneous Store Retailers	4539	\$335,352	\$471,429	\$-136,077	-16.9	4
Nonstore Retailers	454	\$914,420	\$0	\$914,420	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$649,279	\$0	\$649,279	100.0	0
Vending Machine Operators	4542	\$31,758	\$0	\$31,758	100.0	0
Direct Selling Establishments	4543	\$233,383	\$0	\$233,383	100.0	0
Food Services & Drinking Places	722	\$4,048,817	\$1,404,852	\$2,643,966	48.5	6
Full-Service Restaurants	7221	\$1,699,826	\$438,805	\$1,261,021	59.0	3
Limited-Service Eating Places	7222	\$1,847,012	\$174,046	\$1,672,966	82.8	0
Special Food Services	7223	\$218,015	\$333,177	\$-115,162	-20.9	1
Drinking Places - Alcoholic Beverages	7224	\$283,965	\$458,825	\$-174,860	-23.5	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

