



Grant County, WA
 Grant County, WA (53025)
 Geography: County

Summary Demographics

2010 Population	87,986
2010 Households	29,377
2010 Median Disposable Income	\$37,174
2010 Per Capita Income	\$17,802

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$604,432,985	\$433,092,680	\$171,340,305	16.5	622
Total Retail Trade (NAICS 44-45)	\$522,326,016	\$358,299,594	\$164,026,422	18.6	455
Total Food & Drink (NAICS 722)	\$82,106,969	\$74,793,086	\$7,313,883	4.7	167

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$132,224,008	\$58,883,610	\$73,340,398	38.4	77
Automobile Dealers (NAICS 4411)	\$109,844,405	\$43,423,307	\$66,421,098	43.3	27
Other Motor Vehicle Dealers (NAICS 4412)	\$11,370,900	\$3,593,269	\$7,777,631	52.0	11
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$11,008,703	\$11,867,034	\$-858,331	-3.8	39
Furniture & Home Furnishings Stores (NAICS 442)	\$16,178,343	\$6,911,196	\$9,267,147	40.1	20
Furniture Stores (NAICS 4421)	\$11,832,112	\$4,656,603	\$7,175,509	43.5	10
Home Furnishings Stores (NAICS 4422)	\$4,346,231	\$2,254,593	\$2,091,638	31.7	10
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$13,038,692	\$3,396,638	\$9,642,054	58.7	18
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$23,779,868	\$22,798,561	\$981,307	2.1	57
Building Material and Supplies Dealers (NAICS 4441)	\$18,663,569	\$19,711,068	\$-1,047,499	-2.7	46
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$5,116,299	\$3,087,493	\$2,028,806	24.7	11
Food & Beverage Stores (NAICS 445)	\$110,885,962	\$87,585,789	\$23,300,173	11.7	65
Grocery Stores (NAICS 4451)	\$97,924,054	\$77,586,667	\$20,337,387	11.6	31
Specialty Food Stores (NAICS 4452)	\$9,018,830	\$3,731,451	\$5,287,379	41.5	25
Beer, Wine, and Liquor Stores (NAICS 4453)	\$3,943,078	\$6,267,671	\$-2,324,593	-22.8	9
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$15,163,986	\$10,618,606	\$4,545,380	17.6	25
Gasoline Stations (NAICS 447/4471)	\$88,975,833	\$100,837,738	\$-11,861,905	-6.2	40
Clothing and Clothing Accessories Stores (NAICS 448)	\$12,688,004	\$4,427,478	\$8,260,526	48.3	28
Clothing Stores (NAICS 4481)	\$9,216,067	\$3,269,243	\$5,946,824	47.6	19
Shoe Stores (NAICS 4482)	\$978,220	\$469,664	\$508,556	35.1	3
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$2,493,717	\$688,571	\$1,805,146	56.7	6
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,553,655	\$3,316,122	\$1,237,533	15.7	31
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$2,572,928	\$1,492,426	\$1,080,502	26.6	25
Book, Periodical, and Music Stores (NAICS 4512)	\$1,980,727	\$1,823,696	\$157,031	4.1	6

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.

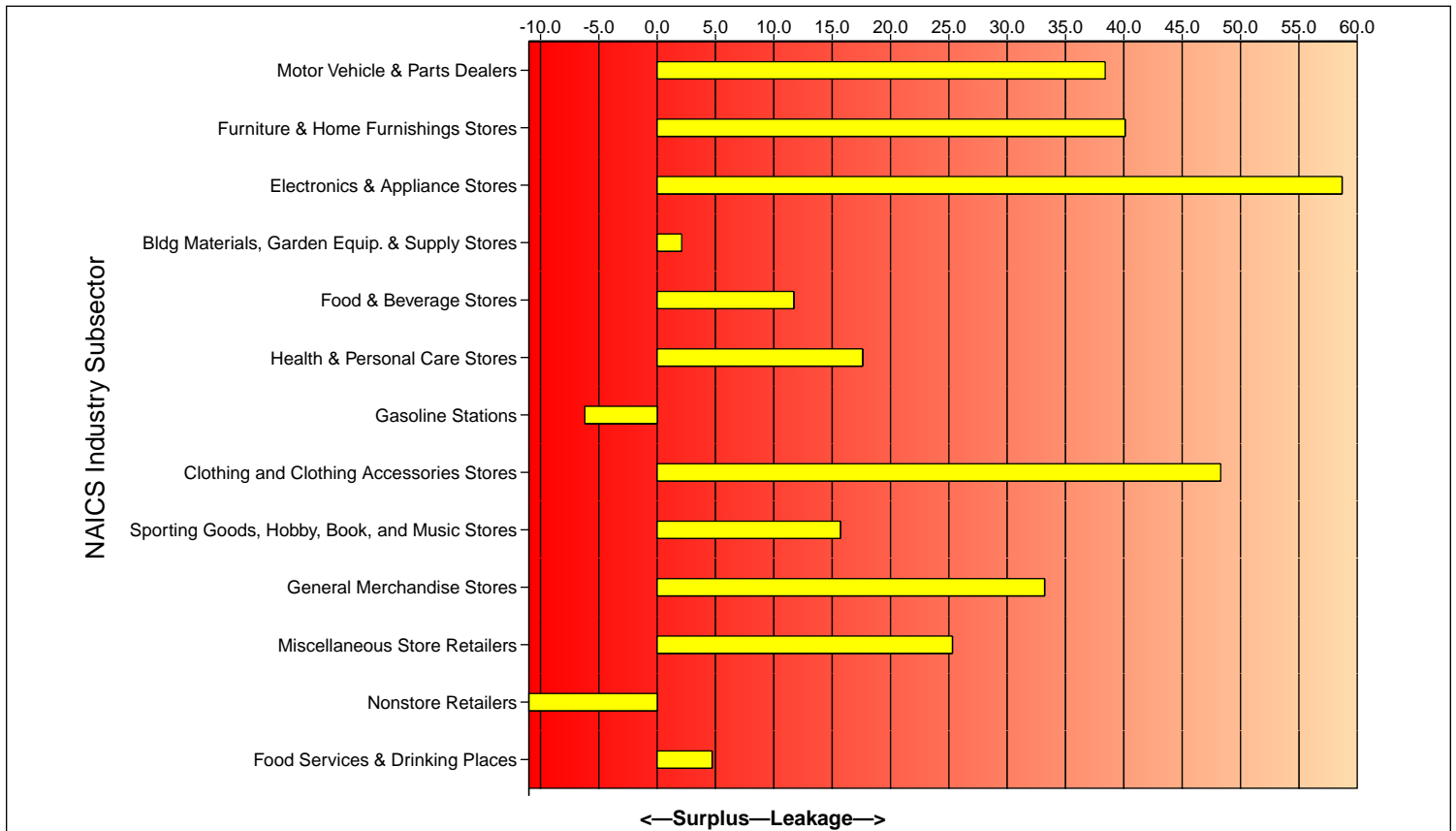
Source: ESRI and Infogroup



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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$82,766,071	\$41,461,532	\$41,304,539	33.2	15
Department Stores Excluding Leased Depts.(NAICS 4521)	\$53,493,997	\$25,937,904	\$27,556,093	34.7	9
Other General Merchandise Stores (NAICS 4529)	\$29,272,074	\$15,523,628	\$13,748,446	30.7	6
Miscellaneous Store Retailers (NAICS 453)	\$14,539,491	\$8,672,989	\$5,866,502	25.3	75
Florists (NAICS 4531)	\$417,107	\$377,786	\$39,321	4.9	12
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$3,119,860	\$1,335,107	\$1,784,753	40.1	16
Used Merchandise Stores (NAICS 4533)	\$2,045,277	\$1,225,166	\$820,111	25.1	18
Other Miscellaneous Store Retailers (NAICS 4539)	\$8,957,247	\$5,734,930	\$3,222,317	21.9	29
Nonstore Retailers (NAICS 454)	\$7,532,103	\$9,389,335	\$-1,857,232	-11.0	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$0	\$0	0.0	0
Vending Machine Operators (NAICS 4542)	\$2,210,773	\$1,531,509	\$679,264	18.2	1
Direct Selling Establishments (NAICS 4543)	\$5,321,330	\$7,857,826	\$-2,536,496	-19.2	3
Food Services & Drinking Places (NAICS 722)	\$82,106,969	\$74,793,086	\$7,313,883	4.7	167
Full-Service Restaurants (NAICS 7221)	\$31,425,487	\$30,387,238	\$1,038,249	1.7	90
Limited-Service Eating Places (NAICS 7222)	\$38,939,349	\$35,825,776	\$3,113,573	4.2	53
Special Food Services (NAICS 7223)	\$3,988,274	\$2,424,475	\$1,563,799	24.4	8
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$7,753,859	\$6,155,597	\$1,598,262	11.5	16

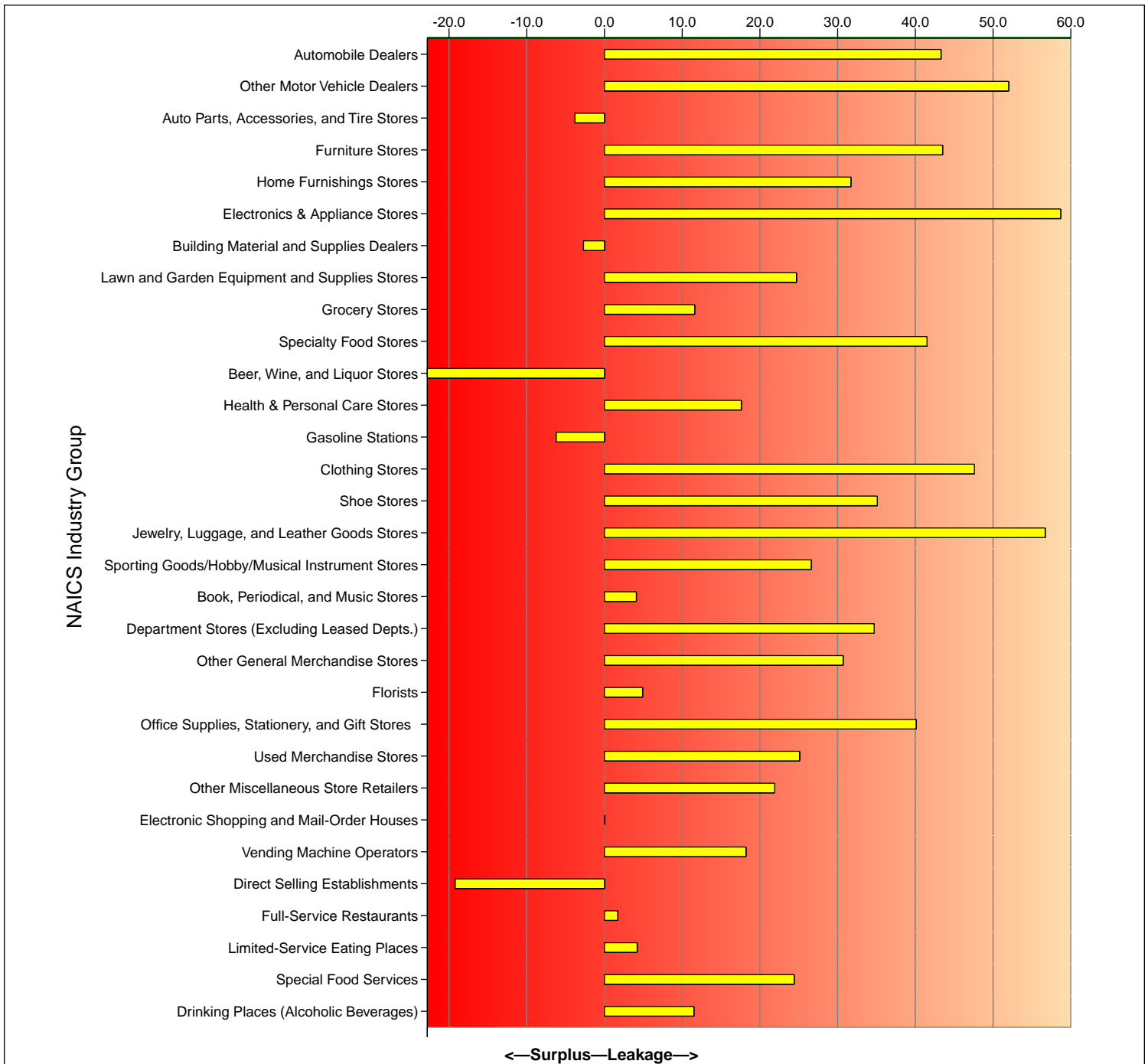
Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup

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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup