

MAIN STREET DATA SOURCES

The following six categories are recommended from Main Street America for preparing a full Market Analysis. RDI has populated the list with some data sources we use and are aware of. Data sets marked with an * are data sources that are proprietary so there is a cost or subscription needed. RDI has some access and Oregon Main Street or your local Chamber of Commerce may have accounts with some of these and you can ask them to pull reports.

- 1) Trade area
 - a. [ESRI](#)* – *Provides community, as well as retail leakage data*
 - b. [PlacerAi](#)*
- 2) Population characteristics and trends
 - a. [EMSI](#)* – *Provides ZIP code level, year to year estimates on various industry and occupation data*
 - b. [ESRI](#)*
 - c. [Claritas](#)*
 - d. [Data.census.gov](#)
- 3) Sales gap
 - a. [ESRI](#)*
 - b. [Claritas](#)*
 - c. Bureau of Labor Statistics
- 4) Business inventory
 - a. [Data.Oregon.gov](#)
 - b. PPP loan Data through SBA
 - c. Local Business Licenses
- 5) Competitive context
 - a. **Star Chart on Data Snapshot**
 - b. [EMSI](#)*
 - c. [PlacerAi](#)*
- 6) Perceptions and attitudes
 - a. Surveys & Interviews

Public Data Sources

National

- <https://data.gov/> - US governmental open data portal
- [Data.census.gov](#) – Portal to access all census collected data
- [Onthemap.ces.census.gov](#) – Features commuting data, can be used to identify work and traffic patterns
- [Center on Rural Innovation](#) – Useful statistics on rural economic development and COVID 19
- County Assessor's website – Property value data
- [SBA PPP loan info](#) - lists businesses and address who applied for PPP loans to start your local business inventory



Oregon

- [Oregon by the Numbers](#) - county-level profiles and in-depth reports on a wide variety of key measures
- [Data.Oregon.gov](#) – Raw, State of Oregon collected data; features data on health, business, and education
- [Oregon Community Explorer](#) – Aggregates and presents State of Oregon data
- [Business Oregon: Oregon Prospector](#) – Features info on available commercial properties
- [Federal financial Institutions Examination Council \(FFIEC\)](#) - review census data by census track
-

Proprietary Data Sources

- [ESRI](#) – Provides community, as well as retail leakage data
 - RDI has account
- [EMSI](#) – Provides ZIP code level, year to year estimates on various industry and occupation data
 - RDI has an account
- [IMPLAN](#) – Provides similar economic estimates as EMSI
- [RDMO Tourism Data](#) – Depending on the region, can provide estimates on the number of visitors per year
- [Claritas](#)
- [Placer.ai](#)