



Retail MarketPlace Profile

Hermiston Core Mkt
Geography: ZIP Code

DLCD Economic Development

Summary Demographics

2016 Population	38,511
2016 Households	12,727
2016 Median Disposable Income	\$38,766
2016 Per Capita Income	\$20,514

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	\$407,645,962	\$427,246,157	-\$19,600,195	-2.3	264
Total Retail Trade	44-45	\$370,752,574	\$394,153,274	-\$23,400,700	-3.1	197
Total Food & Drink	722	\$36,893,388	\$33,092,883	\$3,800,505	5.4	67

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$82,238,767	\$105,899,394	-\$23,660,627	-12.6	33
Automobile Dealers	4411	\$66,060,036	\$84,177,306	-\$18,117,270	-12.1	14
Other Motor Vehicle Dealers	4412	\$10,094,461	\$13,223,307	-\$3,128,846	-13.4	10
Auto Parts, Accessories & Tire Stores	4413	\$6,084,270	\$8,498,781	-\$2,414,511	-16.6	9
Furniture & Home Furnishings Stores	442	\$10,466,591	\$6,427,259	\$4,039,332	23.9	11
Furniture Stores	4421	\$6,385,140	\$4,075,201	\$2,309,939	22.1	5
Home Furnishings Stores	4422	\$4,081,451	\$2,352,058	\$1,729,393	26.9	6
Electronics & Appliance Stores	443	\$23,514,191	\$6,356,801	\$17,157,390	57.4	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,185,796	\$23,423,617	-\$6,237,821	-15.4	19
Bldg Material & Supplies Dealers	4441	\$13,716,772	\$19,984,832	-\$6,268,060	-18.6	12
Lawn & Garden Equip & Supply Stores	4442	\$3,469,024	\$3,438,785	\$30,239	0.4	7
Food & Beverage Stores	445	\$73,010,095	\$53,693,463	\$19,316,632	15.2	27
Grocery Stores	4451	\$65,051,784	\$43,242,852	\$21,808,932	20.1	16
Specialty Food Stores	4452	\$3,562,267	\$9,762,771	-\$6,200,504	-46.5	9
Beer, Wine & Liquor Stores	4453	\$4,396,044	\$687,840	\$3,708,204	72.9	2
Health & Personal Care Stores	446,4461	\$19,993,969	\$13,350,299	\$6,643,670	19.9	14
Gasoline Stations	447,4471	\$23,375,557	\$60,085,894	-\$36,710,337	-44.0	12
Clothing & Clothing Accessories Stores	448	\$19,105,365	\$8,904,478	\$10,200,887	36.4	20
Clothing Stores	4481	\$13,550,505	\$5,453,495	\$8,097,010	42.6	12
Shoe Stores	4482	\$2,746,299	\$829,416	\$1,916,883	53.6	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,808,561	\$2,621,567	\$186,994	3.4	6
Sporting Goods, Hobby, Book & Music Stores	451	\$11,273,266	\$8,179,737	\$3,093,529	15.9	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,958,023	\$7,963,557	\$1,994,466	11.1	13
Book, Periodical & Music Stores	4512	\$1,315,243	\$216,180	\$1,099,063	71.8	1
General Merchandise Stores	452	\$62,627,768	\$93,590,634	-\$30,962,866	-19.8	6
Department Stores Excluding Leased Depts.	4521	\$48,009,333	\$89,579,844	-\$41,570,511	-30.2	3
Other General Merchandise Stores	4529	\$14,618,435	\$4,010,790	\$10,607,645	56.9	3
Miscellaneous Store Retailers	453	\$21,560,801	\$12,250,272	\$9,310,529	27.5	32
Florists	4531	\$351,960	\$1,076,604	-\$724,644	-50.7	4
Office Supplies, Stationery & Gift Stores	4532	\$4,462,566	\$2,210,907	\$2,251,659	33.7	5
Used Merchandise Stores	4533	\$3,155,710	\$1,487,614	\$1,668,096	35.9	8
Other Miscellaneous Store Retailers	4539	\$13,590,565	\$7,475,147	\$6,115,418	29.0	15
Nonstore Retailers	454	\$6,400,408	\$1,991,426	\$4,408,982	52.5	2
Electronic Shopping & Mail-Order Houses	4541	\$4,708,190	\$1,247,403	\$3,460,787	58.1	1
Vending Machine Operators	4542	\$279,069	\$0	\$279,069	100.0	0
Direct Selling Establishments	4543	\$1,413,149	\$744,023	\$669,126	31.0	1
Food Services & Drinking Places	722	\$36,893,388	\$33,092,883	\$3,800,505	5.4	67
Full-Service Restaurants	7221	\$20,301,015	\$17,649,283	\$2,651,732	7.0	40
Limited-Service Eating Places	7222	\$14,056,630	\$14,704,802	-\$648,172	-2.3	23
Special Food Services	7223	\$576,756	\$0	\$576,756	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,958,987	\$738,798	\$1,220,189	45.2	4

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 click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

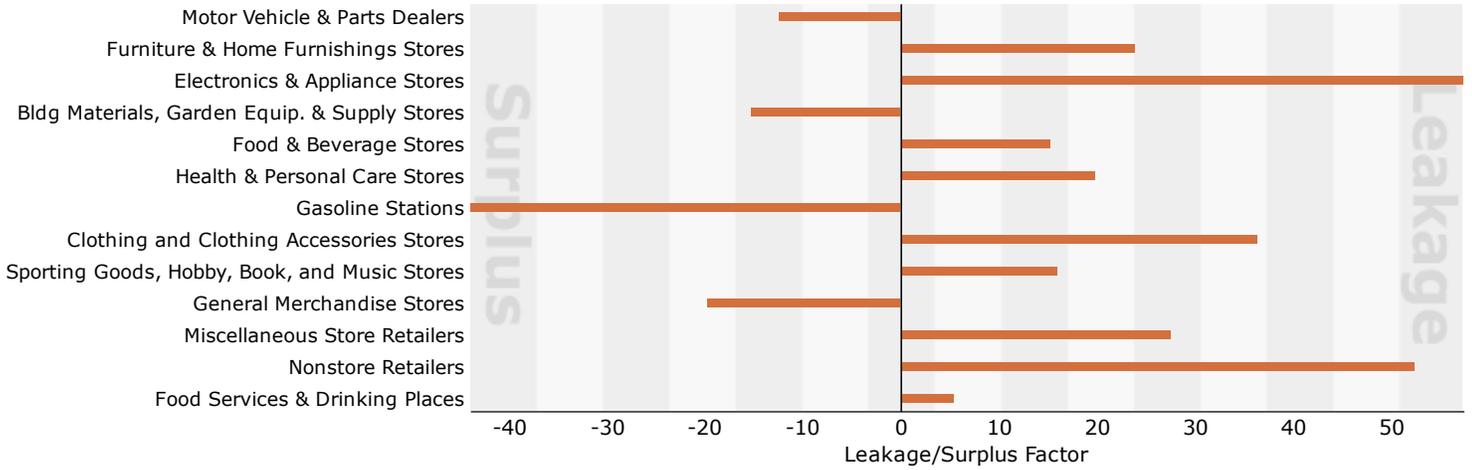


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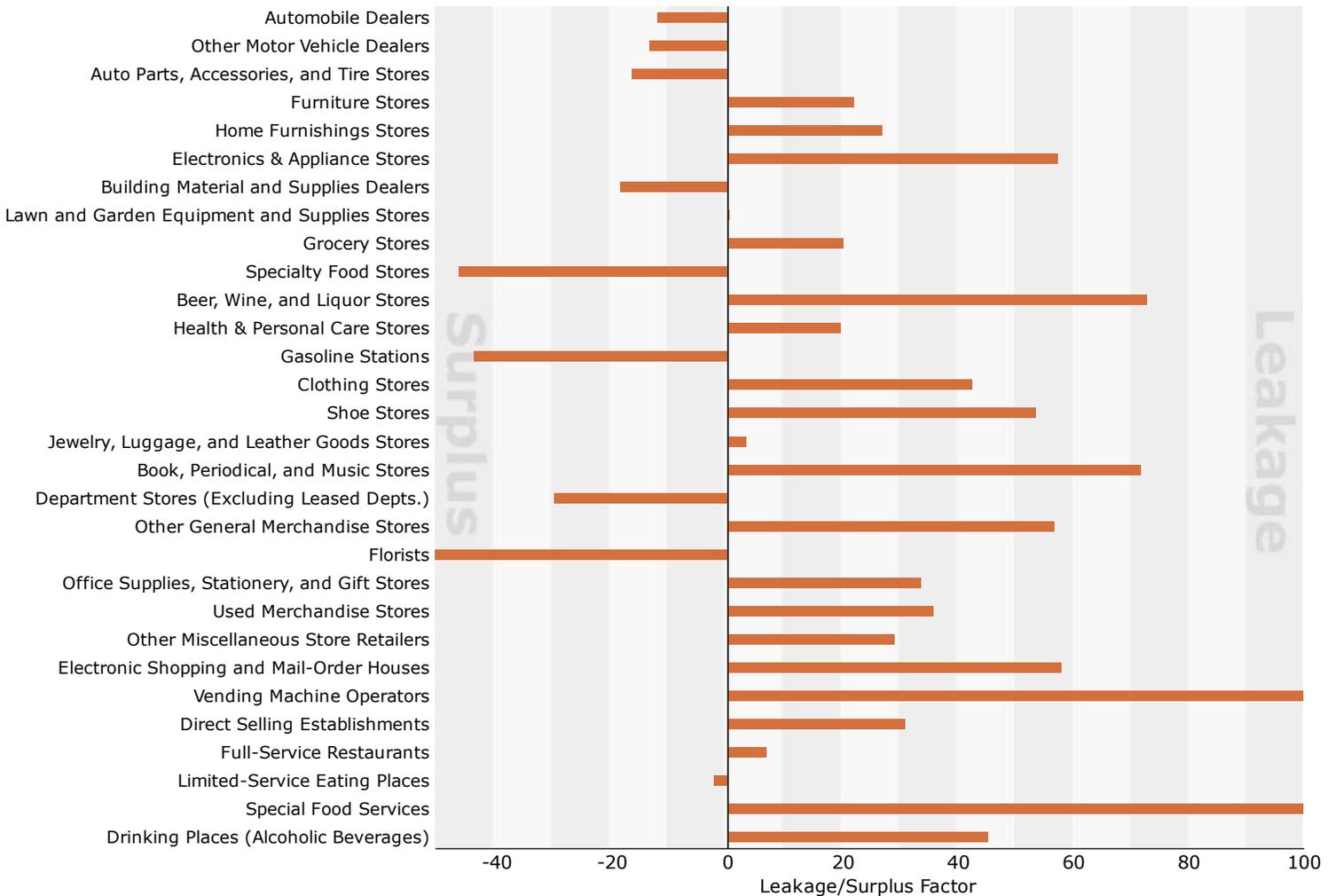
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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