



Retail MarketPlace Profile

Hermiston Trade Area
Geography: ZIP Code

DLCD Economic Development

Summary Demographics

2016 Population	50,415
2016 Households	16,844
2016 Median Disposable Income	\$39,017
2016 Per Capita Income	\$20,673

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	\$543,223,345	\$518,384,094	\$24,839,251	2.3	320
Total Retail Trade	44-45	\$494,937,257	\$482,432,688	\$12,504,569	1.3	237
Total Food & Drink	722	\$48,286,088	\$35,951,406	\$12,334,682	14.6	83

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$110,498,540	\$109,920,958	\$577,582	0.3	40
Automobile Dealers	4411	\$88,492,301	\$84,569,071	\$3,923,230	2.3	15
Other Motor Vehicle Dealers	4412	\$14,048,912	\$13,223,307	\$825,605	3.0	10
Auto Parts, Accessories & Tire Stores	4413	\$7,957,327	\$12,128,580	-\$4,171,253	-20.8	15
Furniture & Home Furnishings Stores	442	\$13,776,042	\$6,427,259	\$7,348,783	36.4	11
Furniture Stores	4421	\$8,376,101	\$4,075,201	\$4,300,900	34.5	5
Home Furnishings Stores	4422	\$5,399,941	\$2,352,058	\$3,047,883	39.3	6
Electronics & Appliance Stores	443	\$30,842,660	\$7,264,295	\$23,578,365	61.9	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,224,367	\$25,908,645	-\$2,684,278	-5.5	22
Bldg Material & Supplies Dealers	4441	\$18,417,001	\$22,469,860	-\$4,052,859	-9.9	15
Lawn & Garden Equip & Supply Stores	4442	\$4,807,366	\$3,438,785	\$1,368,581	16.6	7
Food & Beverage Stores	445	\$97,295,871	\$90,311,113	\$6,984,758	3.7	37
Grocery Stores	4451	\$86,803,209	\$64,663,352	\$22,139,857	14.6	21
Specialty Food Stores	4452	\$4,743,330	\$20,370,334	-\$15,627,004	-62.2	12
Beer, Wine & Liquor Stores	4453	\$5,749,332	\$5,277,427	\$471,905	4.3	4
Health & Personal Care Stores	446,4461	\$26,984,094	\$13,531,529	\$13,452,565	33.2	15
Gasoline Stations	447,4471	\$31,460,797	\$101,598,850	-\$70,138,053	-52.7	18
Clothing & Clothing Accessories Stores	448	\$25,039,504	\$9,524,801	\$15,514,703	44.9	23
Clothing Stores	4481	\$17,790,116	\$5,669,483	\$12,120,633	51.7	13
Shoe Stores	4482	\$3,637,549	\$1,066,436	\$2,571,113	54.7	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,611,839	\$2,788,882	\$822,957	12.9	7
Sporting Goods, Hobby, Book & Music Stores	451	\$15,025,386	\$9,249,659	\$5,775,727	23.8	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,324,769	\$8,810,852	\$4,513,917	20.4	17
Book, Periodical & Music Stores	4512	\$1,700,617	\$438,807	\$1,261,810	59.0	2
General Merchandise Stores	452	\$83,016,057	\$93,590,634	-\$10,574,577	-6.0	6
Department Stores Excluding Leased Depts.	4521	\$63,480,147	\$89,579,844	-\$26,099,697	-17.1	3
Other General Merchandise Stores	4529	\$19,535,910	\$4,010,790	\$15,525,120	65.9	3
Miscellaneous Store Retailers	453	\$29,187,788	\$13,113,519	\$16,074,269	38.0	34
Florists	4531	\$470,920	\$1,890,099	-\$1,419,179	-60.1	5
Office Supplies, Stationery & Gift Stores	4532	\$5,936,081	\$2,260,659	\$3,675,422	44.8	6
Used Merchandise Stores	4533	\$4,096,593	\$1,487,614	\$2,608,979	46.7	8
Other Miscellaneous Store Retailers	4539	\$18,684,194	\$7,475,147	\$11,209,047	42.8	15
Nonstore Retailers	454	\$8,586,151	\$1,991,426	\$6,594,725	62.3	2
Electronic Shopping & Mail-Order Houses	4541	\$6,231,309	\$1,247,403	\$4,983,906	66.6	1
Vending Machine Operators	4542	\$371,075	\$0	\$371,075	100.0	0
Direct Selling Establishments	4543	\$1,983,767	\$744,023	\$1,239,744	45.4	1
Food Services & Drinking Places	722	\$48,286,088	\$35,951,406	\$12,334,682	14.6	83
Full-Service Restaurants	7221	\$26,563,175	\$20,264,982	\$6,298,193	13.4	54
Limited-Service Eating Places	7222	\$18,474,932	\$14,704,802	\$3,770,130	11.4	23
Special Food Services	7223	\$753,551	\$0	\$753,551	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,494,430	\$981,622	\$1,512,808	43.5	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. 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.

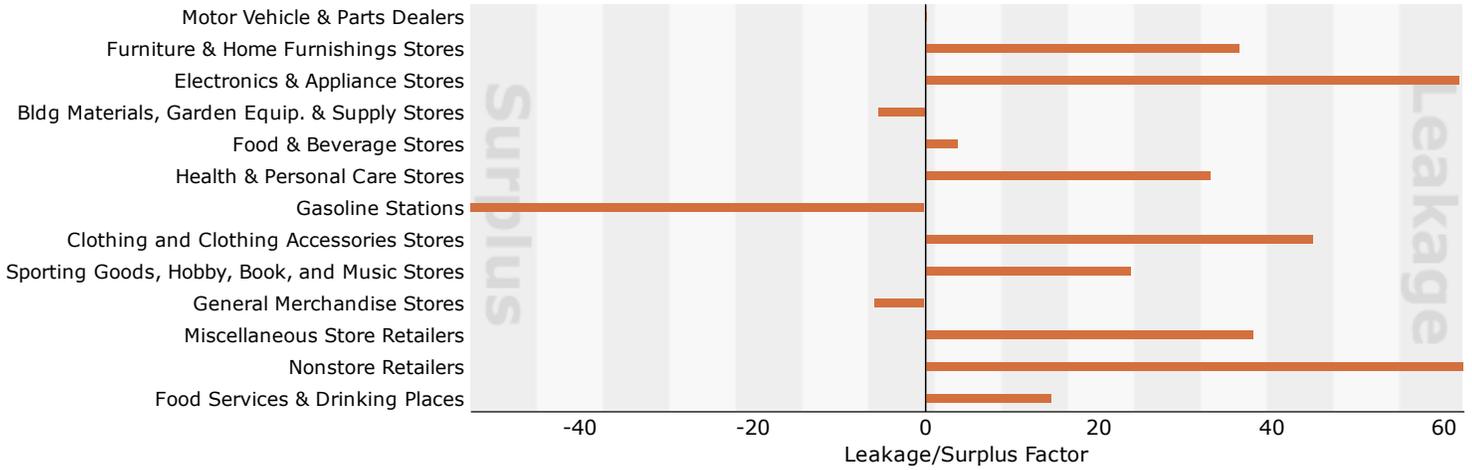


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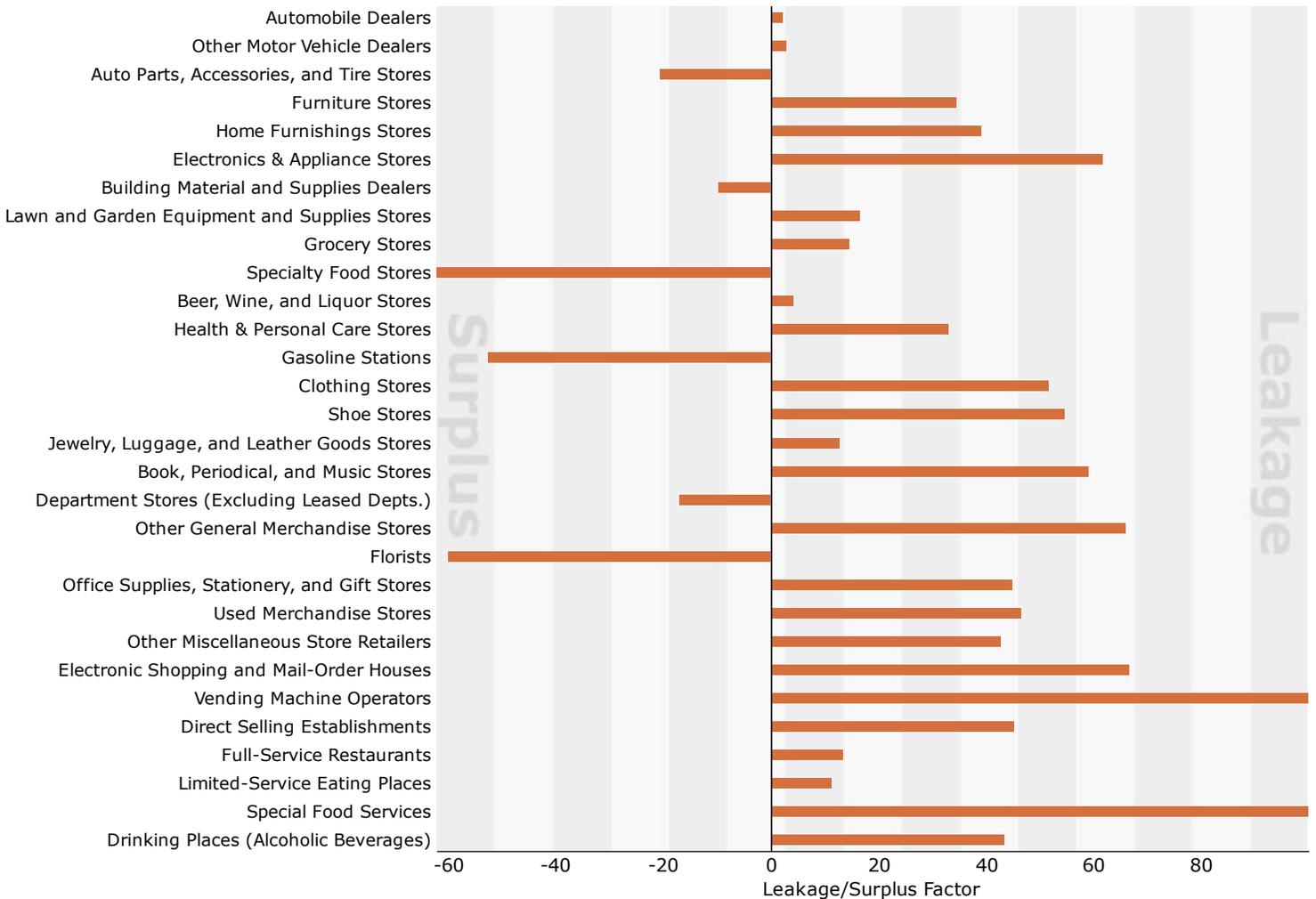
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DLCD Economic Development

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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