

Cell Phone Analysis

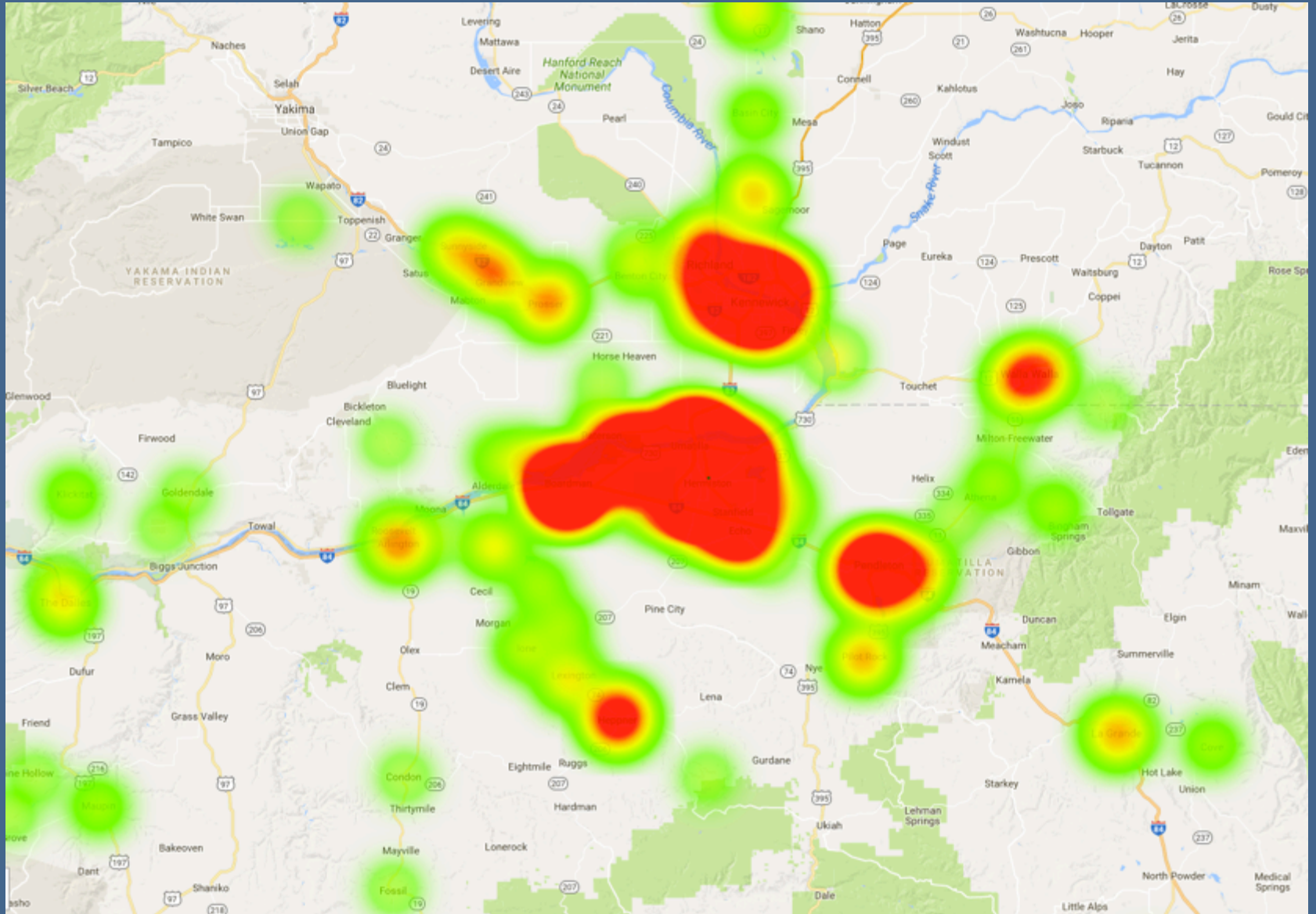
City of Hermiston, Oregon
August 2016



Cell Phone Analysis Collection Information

- **The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information**
- **The data was collected between August 8, 2015 and August 8, 2016.**
- **One blue dot represents one household shopping at the retail location.**
- **On the heat maps, the darker the red, the higher concentration of shoppers that have visited the retail location during the one year period.**

Walmart – 1350 N. 1st St., Hermiston, OR 97838



Home Depot –300 W. Harper Rd., Hermiston, OR 97838

