



# Retail MarketPlace Profile

Family Center  
5588 S Redwood Rd, Salt Lake, UT, 84123  
Drive Time: 3 minutes

Latitude: 40.64935  
Longitude: -111.93896

## Summary Demographics

2012 Population	10,527
2012 Households	3,698
2012 Median Disposable Income	\$41,429
2012 Per Capita Income	\$22,129

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	\$95,070,878	\$174,556,339	-\$79,485,462	-29.5	84
Total Retail Trade	44-45	\$85,435,489	\$151,560,619	-\$66,125,129	-27.9	61
Total Food & Drink	722	\$9,635,388	\$22,995,721	-\$13,360,332	-40.9	23

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,006,022	\$109,107	\$16,896,915	98.7	0
Automobile Dealers	4411	\$14,426,950	\$0	\$14,426,950	100.0	0
Other Motor Vehicle Dealers	4412	\$1,108,628	\$109,107	\$999,521	82.1	0
Auto Parts, Accessories & Tire Stores	4413	\$1,470,444	\$0	\$1,470,444	100.0	0
Furniture & Home Furnishings Stores	442	\$2,209,092	\$9,373,063	-\$7,163,971	-61.9	6
Furniture Stores	4421	\$1,477,774	\$517,889	\$959,885	48.1	2
Home Furnishings Stores	4422	\$731,318	\$8,855,174	-\$8,123,856	-84.7	4
Electronics & Appliance Stores	4431	\$2,112,786	\$5,001,335	-\$2,888,549	-40.6	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,659,585	\$160,640	\$2,498,946	88.6	1
Bldg Material & Supplies Dealers	4441	\$2,330,985	\$160,640	\$2,170,345	87.1	1
Lawn & Garden Equip & Supply Stores	4442	\$328,601	\$0	\$328,601	100.0	0
Food & Beverage Stores	445	\$12,671,625	\$18,937,008	-\$6,265,383	-19.8	4
Grocery Stores	4451	\$11,929,995	\$18,348,516	-\$6,418,521	-21.2	1
Specialty Food Stores	4452	\$313,918	\$588,492	-\$274,573	-30.4	3
Beer, Wine & Liquor Stores	4453	\$427,711	\$0	\$427,711	100.0	0
Health & Personal Care Stores	446,4461	\$4,578,167	\$2,918,290	\$1,659,877	22.1	5
Gasoline Stations	447,4471	\$9,869,803	\$6,661,657	\$3,208,146	19.4	2
Clothing & Clothing Accessories Stores	448	\$5,087,419	\$13,708,834	-\$8,621,415	-45.9	10
Clothing Stores	4481	\$3,969,278	\$13,334,739	-\$9,365,462	-54.1	7
Shoe Stores	4482	\$657,062	\$259,899	\$397,164	43.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$461,079	\$114,196	\$346,883	60.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,011,500	\$18,873,733	-\$16,862,233	-80.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,624,005	\$17,856,159	-\$16,232,153	-83.3	7
Book, Periodical & Music Stores	4512	\$387,494	\$1,017,574	-\$630,080	-44.8	2
General Merchandise Stores	452	\$17,413,069	\$71,501,491	-\$54,088,422	-60.8	2
Department Stores Excluding Leased Depts.	4521	\$5,218,111	\$13,978,116	-\$8,760,005	-45.6	1
Other General Merchandise Stores	4529	\$12,194,957	\$57,523,375	-\$45,328,418	-65.0	1
Miscellaneous Store Retailers	453	\$2,850,884	\$1,777,500	\$1,073,384	23.2	12
Florists	4531	\$100,241	\$129,328	-\$29,087	-12.7	2
Office Supplies, Stationery & Gift Stores	4532	\$713,019	\$261,079	\$451,941	46.4	4
Used Merchandise Stores	4533	\$180,701	\$0	\$180,701	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,856,923	\$1,387,094	\$469,829	14.5	6
Nonstore Retailers	454	\$6,965,538	\$2,537,961	\$4,427,578	46.6	6
Electronic Shopping & Mail-Order Houses	4541	\$5,775,905	\$373,702	\$5,402,202	87.8	1
Vending Machine Operators	4542	\$337,239	\$745,305	-\$408,066	-37.7	3
Direct Selling Establishments	4543	\$852,395	\$1,418,954	-\$566,559	-24.9	2
Food Services & Drinking Places	722	\$9,635,388	\$22,995,721	-\$13,360,332	-40.9	23
Full-Service Restaurants	7221	\$4,265,871	\$12,107,606	-\$7,841,735	-47.9	9
Limited-Service Eating Places	7222	\$4,365,312	\$10,473,096	-\$6,107,784	-41.2	11
Special Food Services	7223	\$449,373	\$245,362	\$204,011	29.4	1
Drinking Places - Alcoholic Beverages	7224	\$554,832	\$169,657	\$385,176	53.2	1

**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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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July 26, 2013

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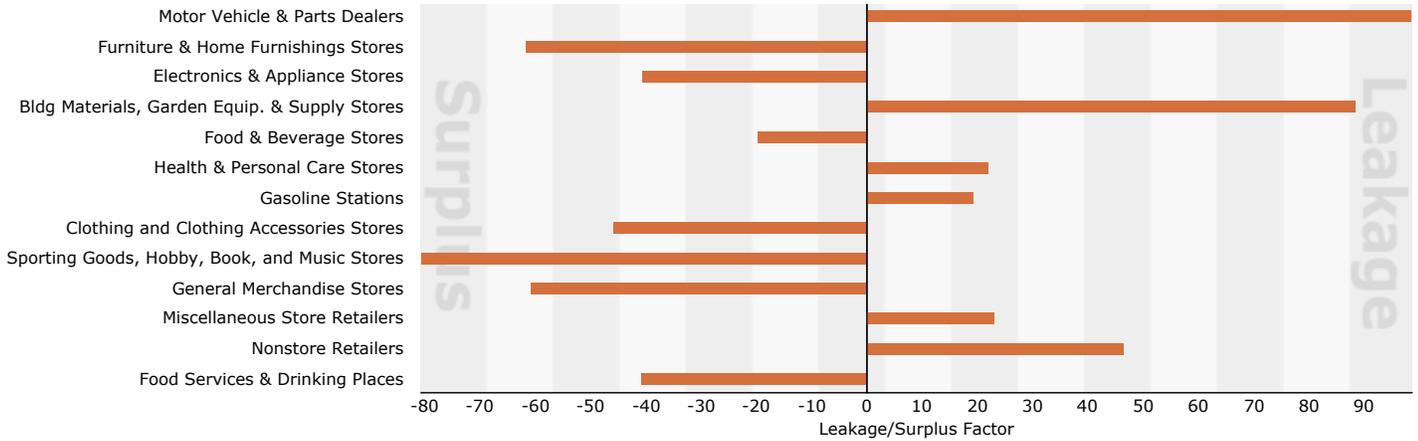


# Retail MarketPlace Profile

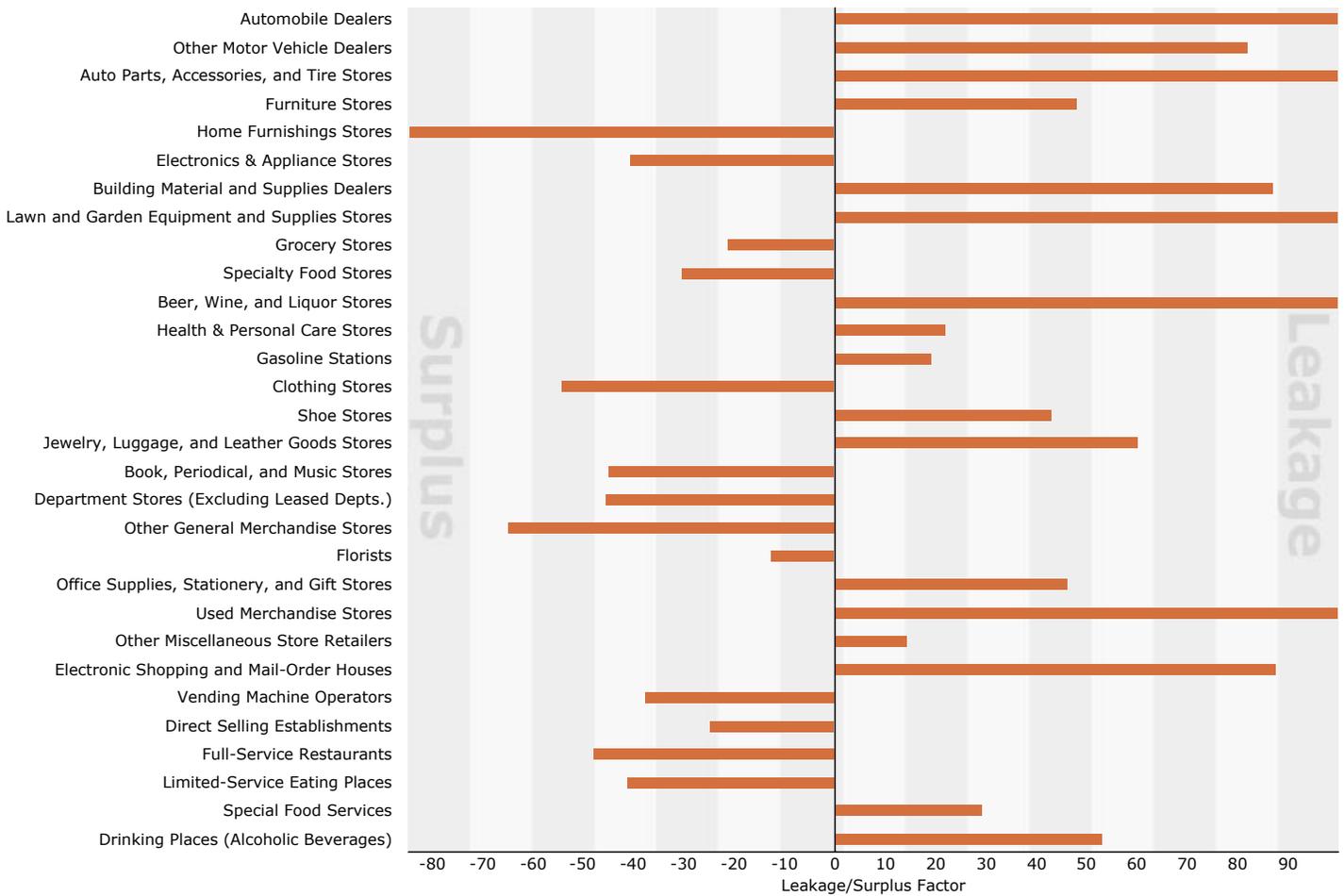
Family Center  
 5588 S Redwood Rd, Salt Lake, UT, 84123  
 Drive Time: 3 minutes

Latitude: 40.64935  
 Longitude: -111.93896

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

Family Center  
5588 S Redwood Rd, Salt Lake, UT, 84123  
Drive Time: 5 minutes

Latitude: 40.64935  
Longitude: -111.93896

## Summary Demographics

2012 Population	57,437
2012 Households	19,083
2012 Median Disposable Income	\$46,134
2012 Per Capita Income	\$22,580

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	\$526,212,581	\$531,180,850	-\$4,968,268	-0.5	379
Total Retail Trade	44-45	\$473,426,873	\$468,714,585	\$4,712,287	0.5	312
Total Food & Drink	722	\$52,785,708	\$62,466,264	-\$9,680,556	-8.4	67

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$94,116,120	\$14,301,436	\$79,814,684	73.6	15
Automobile Dealers	4411	\$79,506,422	\$4,501,431	\$75,004,991	89.3	4
Other Motor Vehicle Dealers	4412	\$6,393,844	\$3,091,235	\$3,302,609	34.8	4
Auto Parts, Accessories & Tire Stores	4413	\$8,215,854	\$6,708,770	\$1,507,084	10.1	7
Furniture & Home Furnishings Stores	442	\$12,309,361	\$16,747,966	-\$4,438,605	-15.3	23
Furniture Stores	4421	\$8,172,480	\$4,588,686	\$3,583,794	28.1	6
Home Furnishings Stores	4422	\$4,136,880	\$12,159,280	-\$8,022,399	-49.2	17
Electronics & Appliance Stores	4431	\$11,675,749	\$9,234,882	\$2,440,868	11.7	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,565,997	\$3,700,243	\$11,865,753	61.6	14
Bldg Material & Supplies Dealers	4441	\$13,644,237	\$3,245,646	\$10,398,591	61.6	14
Lawn & Garden Equip & Supply Stores	4442	\$1,921,760	\$454,598	\$1,467,162	61.7	1
Food & Beverage Stores	445	\$69,797,070	\$103,104,957	-\$33,307,887	-19.3	24
Grocery Stores	4451	\$65,709,946	\$101,181,223	-\$35,471,277	-21.3	16
Specialty Food Stores	4452	\$1,727,111	\$1,588,627	\$138,484	4.2	8
Beer, Wine & Liquor Stores	4453	\$2,360,014	\$335,107	\$2,024,907	75.1	0
Health & Personal Care Stores	446,4461	\$25,750,209	\$27,242,512	-\$1,492,302	-2.8	19
Gasoline Stations	447,4471	\$54,213,150	\$53,667,534	\$545,616	0.5	15
Clothing & Clothing Accessories Stores	448	\$28,009,615	\$35,600,147	-\$7,590,532	-11.9	39
Clothing Stores	4481	\$21,856,859	\$26,036,432	-\$4,179,573	-8.7	27
Shoe Stores	4482	\$3,597,001	\$3,758,979	-\$161,978	-2.2	6
Jewelry, Luggage & Leather Goods Stores	4483	\$2,555,754	\$5,804,736	-\$3,248,982	-38.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$11,081,228	\$49,013,760	-\$37,932,532	-63.1	44
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,968,271	\$45,162,812	-\$36,194,541	-66.9	37
Book, Periodical & Music Stores	4512	\$2,112,958	\$3,850,948	-\$1,737,991	-29.1	8
General Merchandise Stores	452	\$95,894,295	\$125,723,078	-\$29,828,784	-13.5	8
Department Stores Excluding Leased Depts.	4521	\$28,753,874	\$57,381,393	-\$28,627,519	-33.2	5
Other General Merchandise Stores	4529	\$67,140,420	\$68,341,685	-\$1,201,264	-0.9	2
Miscellaneous Store Retailers	453	\$15,907,554	\$17,096,971	-\$1,189,417	-3.6	59
Florists	4531	\$591,419	\$667,374	-\$75,955	-6.0	5
Office Supplies, Stationery & Gift Stores	4532	\$3,979,006	\$2,782,529	\$1,196,477	17.7	15
Used Merchandise Stores	4533	\$1,009,891	\$714,051	\$295,840	17.2	3
Other Miscellaneous Store Retailers	4539	\$10,327,239	\$12,933,017	-\$2,605,778	-11.2	37
Nonstore Retailers	454	\$39,106,524	\$13,281,100	\$25,825,424	49.3	24
Electronic Shopping & Mail-Order Houses	4541	\$32,226,781	\$3,281,880	\$28,944,901	81.5	3
Vending Machine Operators	4542	\$1,851,472	\$2,997,833	-\$1,146,360	-23.6	10
Direct Selling Establishments	4543	\$5,028,270	\$7,001,387	-\$1,973,117	-16.4	11
Food Services & Drinking Places	722	\$52,785,708	\$62,466,264	-\$9,680,556	-8.4	67
Full-Service Restaurants	7221	\$23,341,173	\$26,517,370	-\$3,176,197	-6.4	29
Limited-Service Eating Places	7222	\$23,875,250	\$34,346,206	-\$10,470,956	-18.0	32
Special Food Services	7223	\$2,494,670	\$857,270	\$1,637,400	48.8	2
Drinking Places - Alcoholic Beverages	7224	\$3,074,616	\$745,419	\$2,329,196	61.0	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 view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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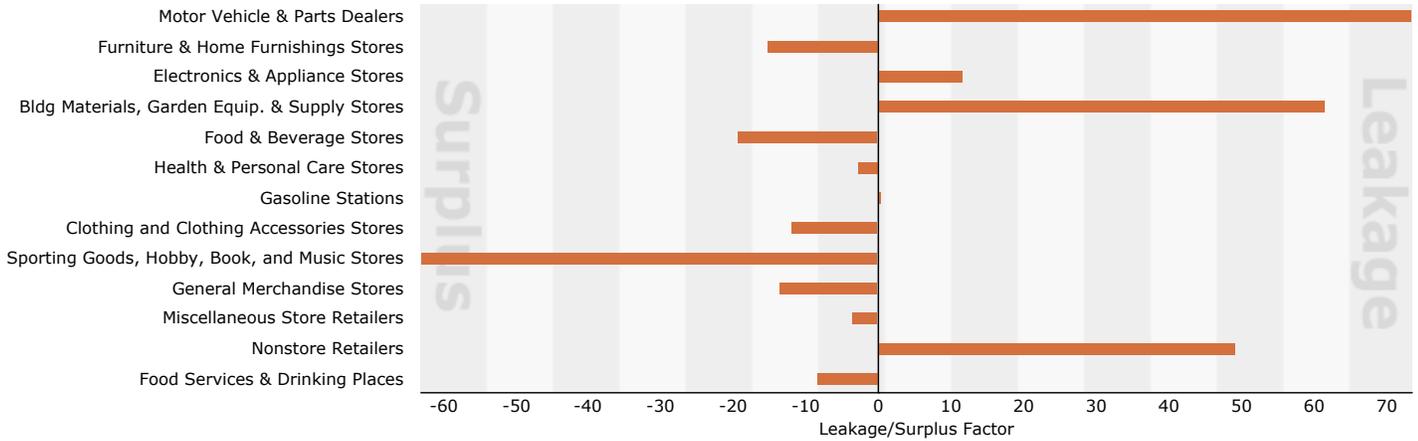


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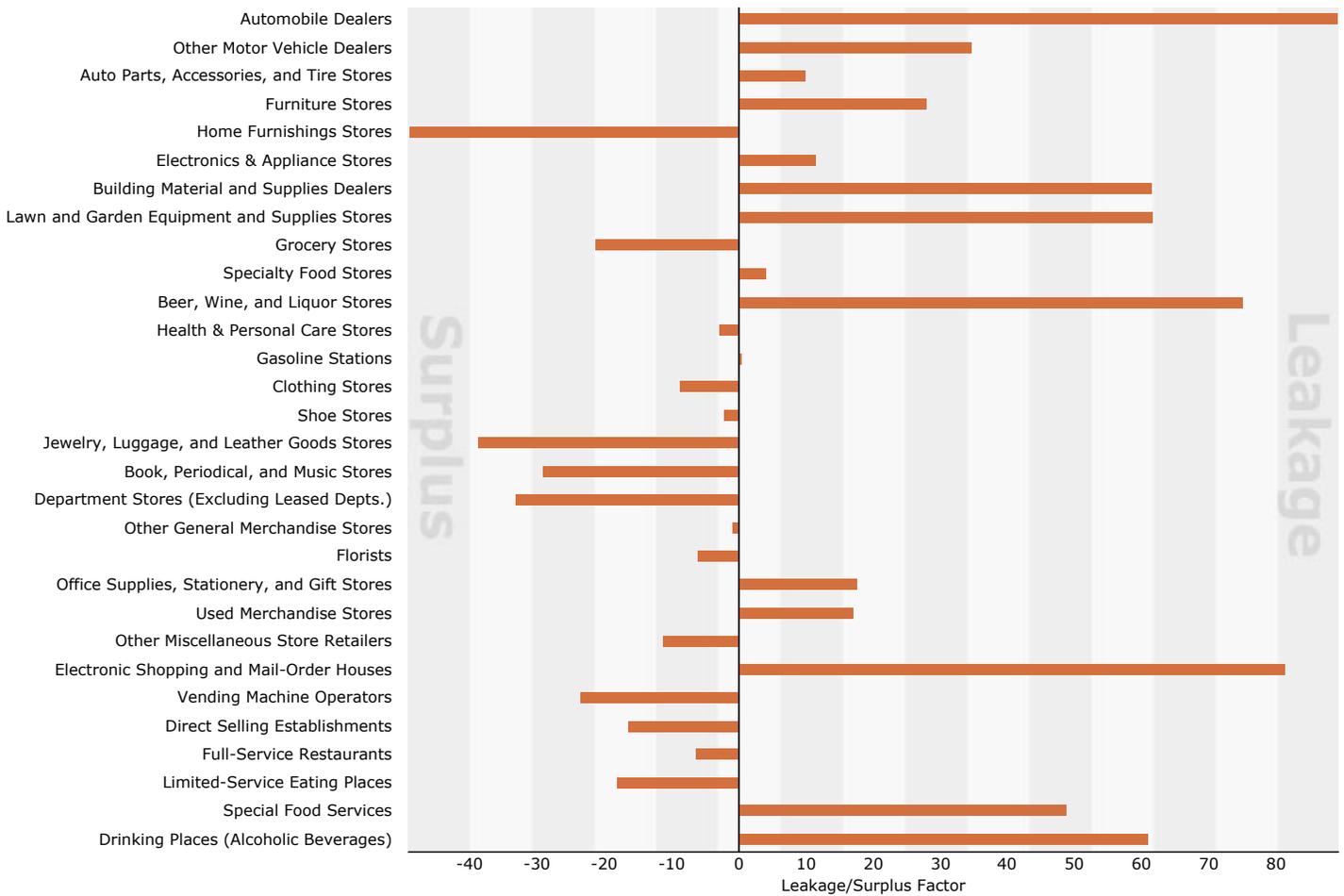
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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