



Retail MarketPlace Profile

Taylorsville City, UT
Taylorsville city, UT (4975360)
Geography: Place

Summary Demographics

2012 Population	59,407
2012 Households	20,032
2012 Median Disposable Income	\$42,601
2012 Per Capita Income	\$21,400

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	\$522,945,601	\$439,115,460	\$83,830,141	8.7	285
Total Retail Trade	44-45	\$470,397,717	\$380,739,398	\$89,658,319	10.5	225
Total Food & Drink	722	\$52,547,884	\$58,376,062	-\$5,828,178	-5.3	60

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$93,646,553	\$9,160,679	\$84,485,874	82.2	12
Automobile Dealers	4411	\$79,324,602	\$1,275,345	\$78,049,257	96.8	2
Other Motor Vehicle Dealers	4412	\$6,194,016	\$1,752,484	\$4,441,532	55.9	3
Auto Parts, Accessories & Tire Stores	4413	\$8,127,935	\$6,132,850	\$1,995,085	14.0	7
Furniture & Home Furnishings Stores	442	\$12,175,719	\$54,727,034	-\$42,551,315	-63.6	18
Furniture Stores	4421	\$8,124,147	\$43,499,001	-\$35,374,854	-68.5	4
Home Furnishings Stores	4422	\$4,051,572	\$11,228,033	-\$7,176,461	-47.0	14
Electronics & Appliance Stores	4431	\$11,591,971	\$36,947,232	-\$25,355,261	-52.2	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,066,193	\$1,616,041	\$13,450,152	80.6	13
Bldg Material & Supplies Dealers	4441	\$13,198,393	\$1,535,665	\$11,662,728	79.2	12
Lawn & Garden Equip & Supply Stores	4442	\$1,867,800	\$80,376	\$1,787,424	91.7	1
Food & Beverage Stores	445	\$69,518,469	\$96,854,084	-\$27,335,615	-16.4	23
Grocery Stores	4451	\$65,454,690	\$93,880,067	-\$28,425,377	-17.8	15
Specialty Food Stores	4452	\$1,719,241	\$1,350,631	\$368,610	12.0	7
Beer, Wine & Liquor Stores	4453	\$2,344,538	\$1,623,386	\$721,152	18.2	1
Health & Personal Care Stores	446,4461	\$25,497,830	\$15,551,285	\$9,946,545	24.2	18
Gasoline Stations	447,4471	\$54,345,512	\$42,252,296	\$12,093,216	12.5	10
Clothing & Clothing Accessories Stores	448	\$27,783,348	\$16,725,788	\$11,057,560	24.8	25
Clothing Stores	4481	\$21,669,962	\$15,490,316	\$6,179,646	16.6	18
Shoe Stores	4482	\$3,577,955	\$648,959	\$2,928,996	69.3	4
Jewelry, Luggage & Leather Goods Stores	4483	\$2,535,431	\$586,513	\$1,948,918	62.4	3
Sporting Goods, Hobby, Book & Music Stores	451	\$10,974,666	\$23,582,675	-\$12,608,009	-36.5	25
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,868,642	\$21,453,833	-\$12,585,191	-41.5	19
Book, Periodical & Music Stores	4512	\$2,106,024	\$2,128,842	-\$22,818	-0.5	6
General Merchandise Stores	452	\$95,483,647	\$68,920,821	\$26,562,826	16.2	6
Department Stores Excluding Leased Depts.	4521	\$28,590,997	\$16,693,681	\$11,897,316	26.3	4
Other General Merchandise Stores	4529	\$66,892,650	\$52,227,140	\$14,665,510	12.3	2
Miscellaneous Store Retailers	453	\$15,820,084	\$7,296,546	\$8,523,538	36.9	44
Florists	4531	\$571,197	\$519,126	\$52,071	4.8	3
Office Supplies, Stationery & Gift Stores	4532	\$3,940,475	\$583,843	\$3,356,632	74.2	8
Used Merchandise Stores	4533	\$1,001,415	\$1,543,585	-\$542,170	-21.3	1
Other Miscellaneous Store Retailers	4539	\$10,306,997	\$4,649,992	\$5,657,005	37.8	32
Nonstore Retailers	454	\$38,493,725	\$7,104,917	\$31,388,808	68.8	14
Electronic Shopping & Mail-Order Houses	4541	\$31,916,526	\$761,408	\$31,155,118	95.3	1
Vending Machine Operators	4542	\$1,845,038	\$1,503,544	\$341,494	10.2	6
Direct Selling Establishments	4543	\$4,732,161	\$4,839,965	-\$107,804	-1.1	7
Food Services & Drinking Places	722	\$52,547,884	\$58,376,062	-\$5,828,178	-5.3	60
Full-Service Restaurants	7221	\$23,244,038	\$22,812,910	\$431,128	0.9	26
Limited-Service Eating Places	7222	\$23,824,179	\$34,055,430	-\$10,231,251	-17.7	30
Special Food Services	7223	\$2,455,338	\$261,092	\$2,194,246	80.8	1
Drinking Places - Alcoholic Beverages	7224	\$3,024,329	\$1,246,630	\$1,777,699	41.6	3

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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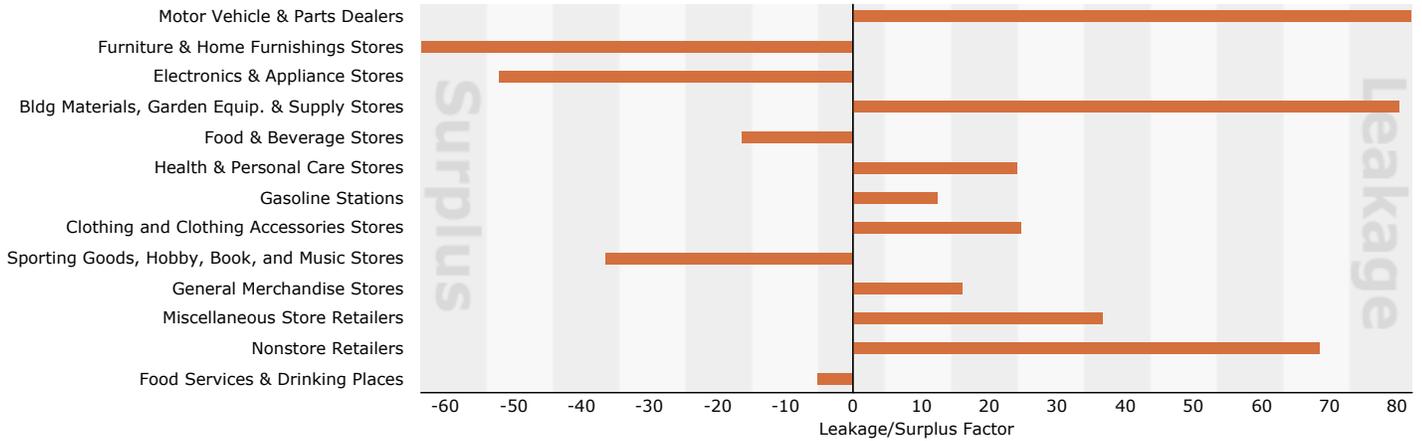
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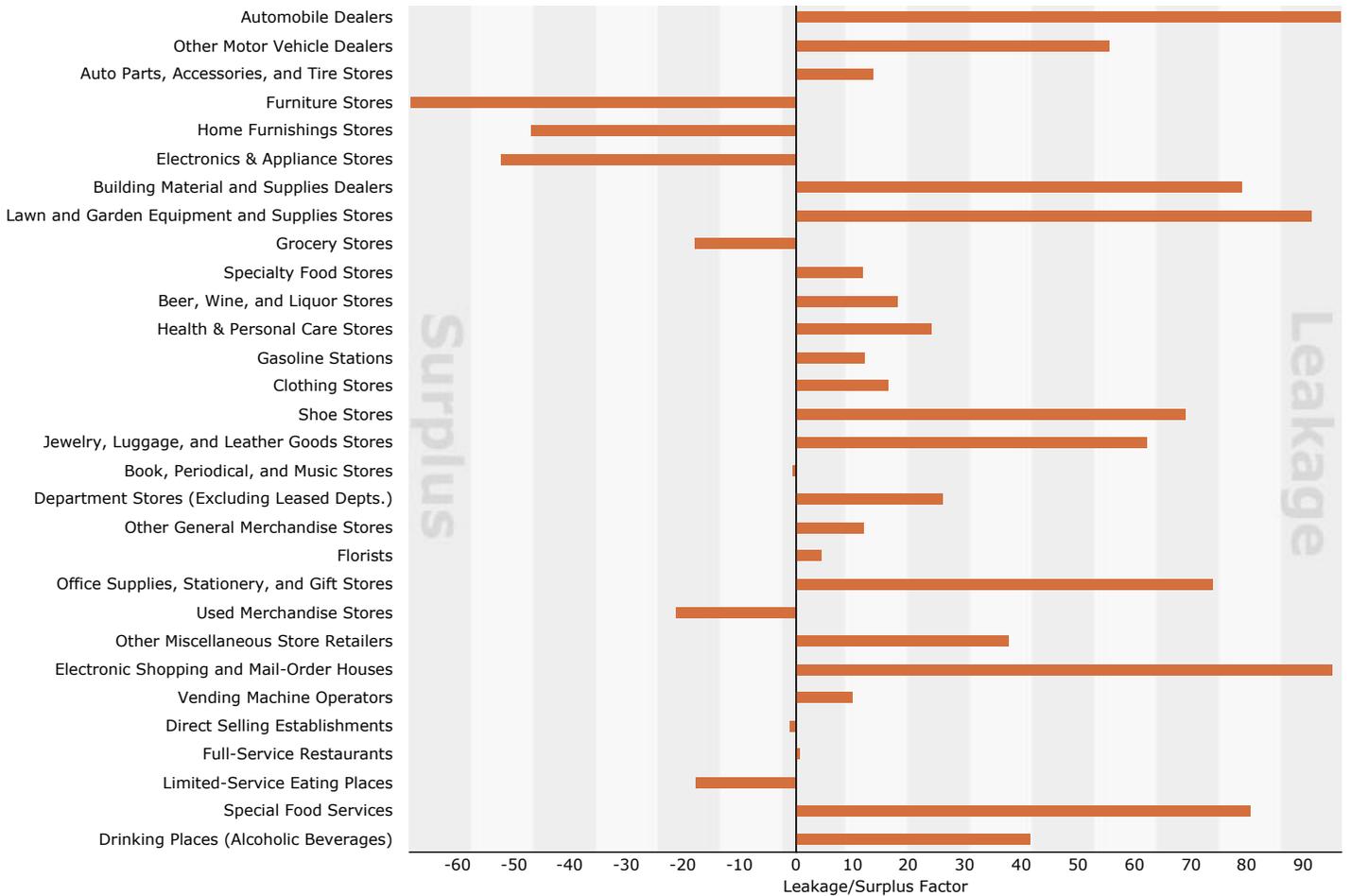
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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