



Retail MarketPlace Profile

Taylorville Town Center
1763 W 4700 S, Salt Lake City, UT, 84118
Drive Time: 3 minutes

Latitude: 40.66747
Longitude: -111.94127

Summary Demographics

2012 Population	12,699
2012 Households	4,444
2012 Median Disposable Income	\$39,931
2012 Per Capita Income	\$21,265

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	\$109,015,183	\$144,247,824	-\$35,232,641	-13.9	83
Total Retail Trade	44-45	\$98,085,924	\$123,229,954	-\$25,144,030	-11.4	64
Total Food & Drink	722	\$10,929,259	\$21,017,869	-\$10,088,610	-31.6	19

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,351,390	\$1,317,647	\$18,033,743	87.3	1
Automobile Dealers	4411	\$16,376,595	\$619,269	\$15,757,326	92.7	1
Other Motor Vehicle Dealers	4412	\$1,277,730	\$35,267	\$1,242,463	94.6	0
Auto Parts, Accessories & Tire Stores	4413	\$1,697,065	\$663,110	\$1,033,954	43.8	1
Furniture & Home Furnishings Stores	442	\$2,526,014	\$1,377,983	\$1,148,031	29.4	3
Furniture Stores	4421	\$1,680,611	\$0	\$1,680,611	100.0	0
Home Furnishings Stores	4422	\$845,403	\$1,377,983	-\$532,581	-24.0	3
Electronics & Appliance Stores	4431	\$2,404,812	\$5,094,723	-\$2,689,911	-35.9	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,080,255	\$143,499	\$2,936,756	91.1	2
Bldg Material & Supplies Dealers	4441	\$2,685,971	\$143,499	\$2,542,472	89.9	2
Lawn & Garden Equip & Supply Stores	4442	\$394,284	\$0	\$394,284	100.0	0
Food & Beverage Stores	445	\$14,615,982	\$76,671,244	-\$62,055,261	-68.0	9
Grocery Stores	4451	\$13,767,815	\$76,452,948	-\$62,685,133	-69.5	7
Specialty Food Stores	4452	\$361,892	\$218,296	\$143,596	24.7	2
Beer, Wine & Liquor Stores	4453	\$486,275	\$0	\$486,275	100.0	0
Health & Personal Care Stores	446,4461	\$5,335,741	\$11,621,656	-\$6,285,915	-37.1	5
Gasoline Stations	447,4471	\$11,300,196	\$14,916,551	-\$3,616,355	-13.8	3
Clothing & Clothing Accessories Stores	448	\$5,805,215	\$2,127,932	\$3,677,283	46.4	8
Clothing Stores	4481	\$4,539,259	\$1,826,411	\$2,712,848	42.6	6
Shoe Stores	4482	\$751,246	\$214,693	\$536,553	55.5	1
Jewelry, Luggage & Leather Goods Stores	4483	\$514,710	\$86,828	\$427,882	71.1	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,278,453	\$4,804,352	-\$2,525,899	-35.7	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,839,162	\$3,539,654	-\$1,700,492	-31.6	6
Book, Periodical & Music Stores	4512	\$439,291	\$1,264,698	-\$825,407	-48.4	3
General Merchandise Stores	452	\$19,977,997	\$539,046	\$19,438,951	94.7	1
Department Stores Excluding Leased Depts.	4521	\$5,943,179	\$539,046	\$5,404,132	83.4	1
Other General Merchandise Stores	4529	\$14,034,819	\$0	\$14,034,819	100.0	0
Miscellaneous Store Retailers	453	\$3,285,194	\$2,808,826	\$476,368	7.8	16
Florists	4531	\$120,585	\$95,590	\$24,995	11.6	1
Office Supplies, Stationery & Gift Stores	4532	\$817,746	\$106,566	\$711,180	76.9	2
Used Merchandise Stores	4533	\$207,009	\$755,767	-\$548,758	-57.0	1
Other Miscellaneous Store Retailers	4539	\$2,139,855	\$1,850,903	\$288,951	7.2	13
Nonstore Retailers	454	\$8,124,674	\$1,806,496	\$6,318,178	63.6	4
Electronic Shopping & Mail-Order Houses	4541	\$6,639,207	\$422,810	\$6,216,397	88.0	1
Vending Machine Operators	4542	\$387,096	\$96,546	\$290,550	60.1	0
Direct Selling Establishments	4543	\$1,098,370	\$1,287,139	-\$188,769	-7.9	2
Food Services & Drinking Places	722	\$10,929,259	\$21,017,869	-\$10,088,610	-31.6	19
Full-Service Restaurants	7221	\$4,837,272	\$9,056,152	-\$4,218,881	-30.4	10
Limited-Service Eating Places	7222	\$4,949,733	\$11,784,174	-\$6,834,441	-40.8	9
Special Food Services	7223	\$513,368	\$177,543	\$335,826	48.6	1
Drinking Places - Alcoholic Beverages	7224	\$628,886	\$0	\$628,886	100.0	0

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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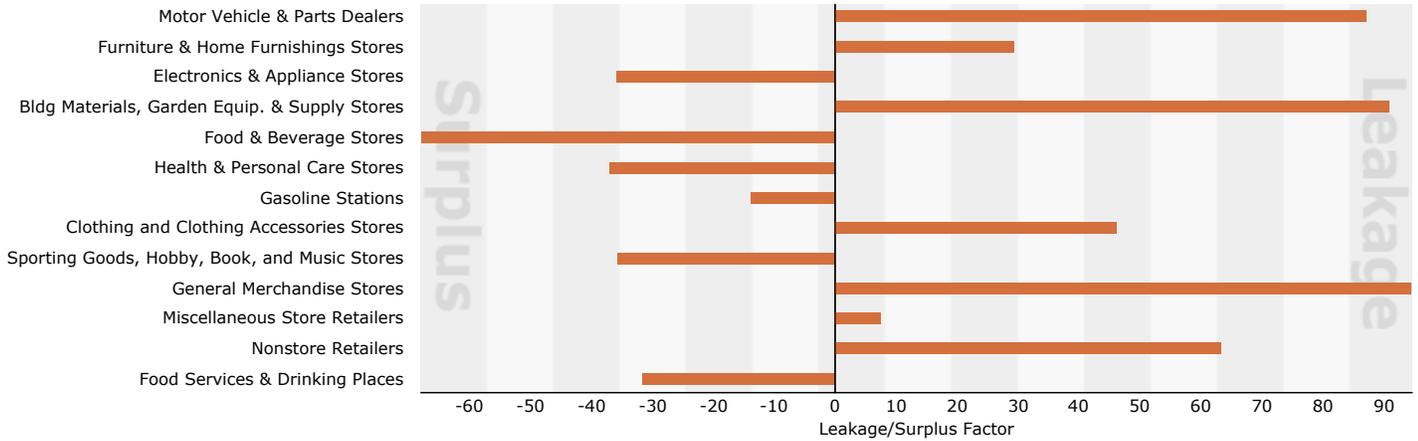


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Taylorville Town Center
 1763 W 4700 S, Salt Lake City, UT, 84118
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Taylorville Town Center
1763 W 4700 S, Salt Lake City, UT, 84118
Drive Time: 5 minutes

Latitude: 40.66747
Longitude: -111.94127

Summary Demographics

2012 Population	57,956
2012 Households	20,506
2012 Median Disposable Income	\$38,669
2012 Per Capita Income	\$20,272

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	\$483,513,156	\$869,573,641	-\$386,060,485	-28.5	421
Total Retail Trade	44-45	\$434,586,737	\$792,198,762	-\$357,612,025	-29.2	342
Total Food & Drink	722	\$48,926,419	\$77,374,878	-\$28,448,460	-22.5	79

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$86,093,534	\$89,227,831	-\$3,134,297	-1.8	25
Automobile Dealers	4411	\$73,082,933	\$36,624,310	\$36,458,623	33.2	10
Other Motor Vehicle Dealers	4412	\$5,530,545	\$42,070,824	-\$36,540,279	-76.8	6
Auto Parts, Accessories & Tire Stores	4413	\$7,480,056	\$10,532,697	-\$3,052,641	-16.9	9
Furniture & Home Furnishings Stores	442	\$11,163,373	\$31,025,407	-\$19,862,033	-47.1	19
Furniture Stores	4421	\$7,478,475	\$19,395,691	-\$11,917,217	-44.3	4
Home Furnishings Stores	4422	\$3,684,899	\$11,629,715	-\$7,944,817	-51.9	14
Electronics & Appliance Stores	4431	\$10,711,373	\$33,362,865	-\$22,651,492	-51.4	27
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,256,182	\$17,729,544	-\$4,473,363	-14.4	18
Bldg Material & Supplies Dealers	4441	\$11,593,529	\$17,614,091	-\$6,020,563	-20.6	17
Lawn & Garden Equip & Supply Stores	4442	\$1,662,653	\$115,453	\$1,547,200	87.0	1
Food & Beverage Stores	445	\$64,812,185	\$182,152,938	-\$117,340,754	-47.5	36
Grocery Stores	4451	\$61,039,364	\$180,811,660	-\$119,772,296	-49.5	25
Specialty Food Stores	4452	\$1,605,576	\$1,341,278	\$264,297	9.0	11
Beer, Wine & Liquor Stores	4453	\$2,167,245	\$0	\$2,167,245	100.0	0
Health & Personal Care Stores	446,4461	\$23,315,851	\$19,188,369	\$4,127,482	9.7	22
Gasoline Stations	447,4471	\$50,507,029	\$51,060,241	-\$553,212	-0.5	14
Clothing & Clothing Accessories Stores	448	\$25,842,778	\$68,651,297	-\$42,808,518	-45.3	53
Clothing Stores	4481	\$20,178,696	\$41,652,747	-\$21,474,051	-34.7	34
Shoe Stores	4482	\$3,352,647	\$24,368,464	-\$21,015,818	-75.8	8
Jewelry, Luggage & Leather Goods Stores	4483	\$2,311,436	\$2,630,086	-\$318,650	-6.4	11
Sporting Goods, Hobby, Book & Music Stores	451	\$10,173,554	\$26,279,442	-\$16,105,888	-44.2	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$8,197,302	\$24,020,400	-\$15,823,098	-49.1	25
Book, Periodical & Music Stores	4512	\$1,976,252	\$2,259,042	-\$282,790	-6.7	7
General Merchandise Stores	452	\$88,806,126	\$215,608,710	-\$126,802,584	-41.7	12
Department Stores Excluding Leased Depts.	4521	\$26,485,538	\$18,569,599	\$7,915,939	17.6	6
Other General Merchandise Stores	4529	\$62,320,587	\$197,039,110	-\$134,718,523	-51.9	6
Miscellaneous Store Retailers	453	\$14,508,980	\$22,033,890	-\$7,524,909	-20.6	62
Florists	4531	\$505,009	\$757,061	-\$252,052	-20.0	6
Office Supplies, Stationery & Gift Stores	4532	\$3,616,960	\$6,342,962	-\$2,726,002	-27.4	15
Used Merchandise Stores	4533	\$914,909	\$1,606,768	-\$691,858	-27.4	3
Other Miscellaneous Store Retailers	4539	\$9,472,102	\$13,327,099	-\$3,854,996	-16.9	38
Nonstore Retailers	454	\$35,395,772	\$35,878,229	-\$482,457	-0.7	22
Electronic Shopping & Mail-Order Houses	4541	\$29,305,123	\$25,738,555	\$3,566,568	6.5	3
Vending Machine Operators	4542	\$1,722,810	\$2,376,406	-\$653,596	-15.9	9
Direct Selling Establishments	4543	\$4,367,839	\$7,763,268	-\$3,395,429	-28.0	10
Food Services & Drinking Places	722	\$48,926,419	\$77,374,878	-\$28,448,460	-22.5	79
Full-Service Restaurants	7221	\$21,665,409	\$34,054,888	-\$12,389,478	-22.2	39
Limited-Service Eating Places	7222	\$22,199,524	\$35,587,798	-\$13,388,274	-23.2	30
Special Food Services	7223	\$2,274,431	\$5,582,670	-\$3,308,239	-42.1	4
Drinking Places - Alcoholic Beverages	7224	\$2,787,054	\$2,149,523	\$637,531	12.9	5

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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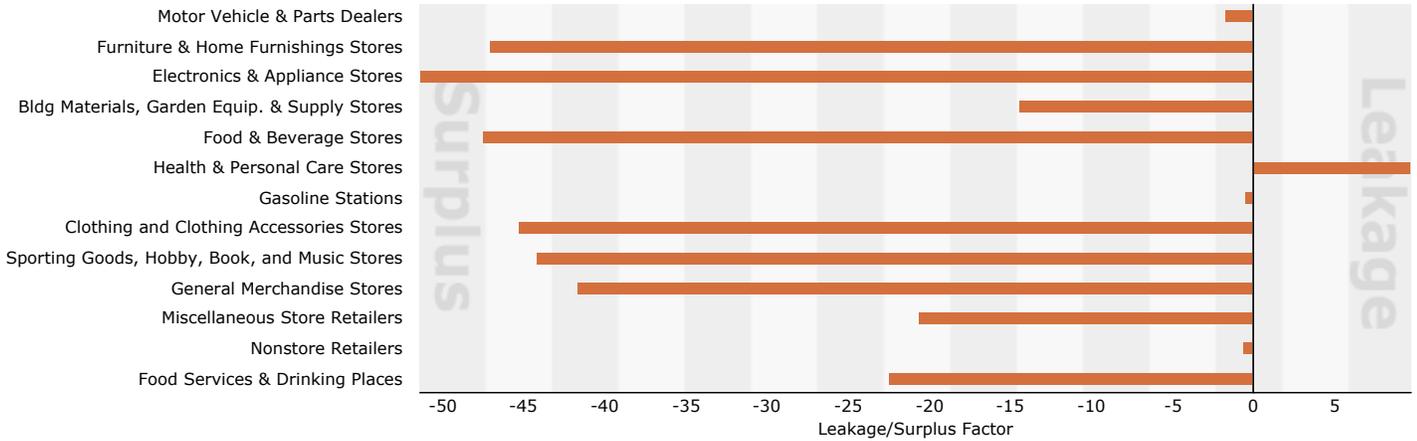


Retail MarketPlace Profile

Taylorsville Town Center
 1763 W 4700 S, Salt Lake City, UT, 84118
 Drive Time: 5 minutes

Latitude: 40.66747
 Longitude: -111.94127

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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