



Retail MarketPlace Profile

West Point Shopping Center
3800 W 5400 S, Salt Lake City, UT, 84118
Drive Time: 3 minutes

Latitude: 40.65273
Longitude: -111.98229

Summary Demographics

2010 Population	23,705
2010 Households	6,898
2010 Median Disposable Income	\$49,414
2010 Per Capita Income	\$20,409

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$180,446,966	\$133,710,088	\$46,736,878	14.9	117
Total Retail Trade (NAICS 44-45)	\$154,202,950	\$113,434,795	\$40,768,155	15.2	77
Total Food & Drink (NAICS 722)	\$26,244,016	\$20,275,293	\$5,968,723	12.8	40

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$37,715,142	\$8,028,363	\$29,686,779	64.9	6
Automobile Dealers (NAICS 4411)	\$32,434,157	\$0	\$32,434,157	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$2,742,938	\$0	\$2,742,938	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$2,538,047	\$8,028,363	\$-5,490,316	-52.0	6
Furniture & Home Furnishings Stores (NAICS 442)	\$7,851,964	\$22,591,750	\$-14,739,786	-48.4	2
Furniture Stores (NAICS 4421)	\$5,818,682	\$22,452,241	\$-16,633,559	-58.8	1
Home Furnishings Stores (NAICS 4422)	\$2,033,282	\$139,509	\$1,893,773	87.2	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$3,670,106	\$836,806	\$2,833,300	62.9	4
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$5,790,970	\$1,098,796	\$4,692,174	68.1	8
Building Material and Supplies Dealers (NAICS 4441)	\$5,403,328	\$1,056,494	\$4,346,834	67.3	7
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$387,642	\$42,302	\$345,340	80.3	1
Food & Beverage Stores (NAICS 445)	\$25,524,345	\$17,276,470	\$8,247,875	19.3	16
Grocery Stores (NAICS 4451)	\$24,272,470	\$12,664,960	\$11,607,510	31.4	10
Specialty Food Stores (NAICS 4452)	\$684,055	\$3,495,349	\$-2,811,294	-67.3	5
Beer, Wine, and Liquor Stores (NAICS 4453)	\$567,820	\$1,116,161	\$-548,341	-32.6	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$2,005,399	\$4,572,847	\$-2,567,448	-39.0	7
Gasoline Stations (NAICS 447/4471)	\$24,450,110	\$26,701,771	\$-2,251,661	-4.4	6
Clothing and Clothing Accessories Stores (NAICS 448)	\$6,775,740	\$1,390,551	\$5,385,189	65.9	4
Clothing Stores (NAICS 4481)	\$5,743,379	\$1,075,084	\$4,668,295	68.5	2
Shoe Stores (NAICS 4482)	\$561,097	\$0	\$561,097	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$471,264	\$315,467	\$155,797	19.8	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,980,488	\$587,012	\$1,393,476	54.3	6
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$1,288,620	\$587,012	\$701,608	37.4	6
Book, Periodical, and Music Stores (NAICS 4512)	\$691,868	\$0	\$691,868	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.

Sources: Esri and Infogroup



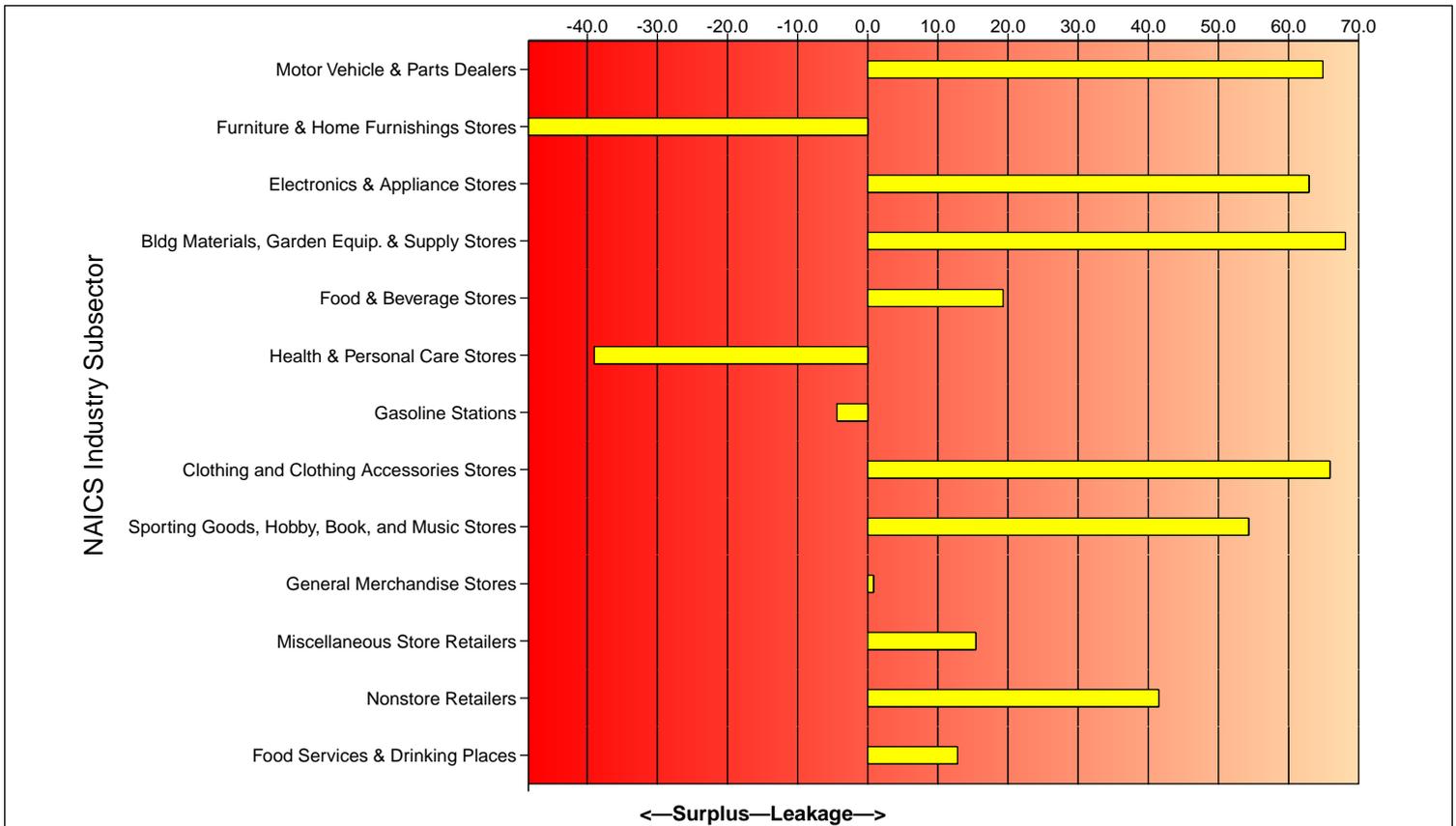
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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$23,764,708	\$23,397,857	\$366,851	0.8	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$6,884,351	\$4,018,600	\$2,865,751	26.3	1
Other General Merchandise Stores (NAICS 4529)	\$16,880,357	\$19,379,257	-\$2,498,900	-6.9	1
Miscellaneous Store Retailers (NAICS 453)	\$2,787,505	\$2,044,193	\$743,312	15.4	12
Florists (NAICS 4531)	\$264,484	\$363,174	-\$98,690	-15.7	2
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$751,283	\$259,836	\$491,447	48.6	3
Used Merchandise Stores (NAICS 4533)	\$80,922	\$0	\$80,922	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,690,816	\$1,421,183	\$269,633	8.7	7
Nonstore Retailers (NAICS 454)	\$11,886,473	\$4,908,379	\$6,978,094	41.5	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$6,793,575	\$1,433,034	\$5,360,541	65.2	1
Vending Machine Operators (NAICS 4542)	\$726,316	\$542,570	\$183,746	14.5	1
Direct Selling Establishments (NAICS 4543)	\$4,366,582	\$2,932,775	\$1,433,807	19.6	2
Food Services & Drinking Places (NAICS 722)	\$26,244,016	\$20,275,293	\$5,968,723	12.8	40
Full-Service Restaurants (NAICS 7221)	\$10,572,467	\$9,153,499	\$1,418,968	7.2	25
Limited-Service Eating Places (NAICS 7222)	\$12,241,528	\$9,689,463	\$2,552,065	11.6	11
Special Food Services (NAICS 7223)	\$1,880,731	\$806,023	\$1,074,708	40.0	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$1,549,290	\$626,308	\$922,982	42.4	2

Leakage/Surplus Factor by Industry Subsector

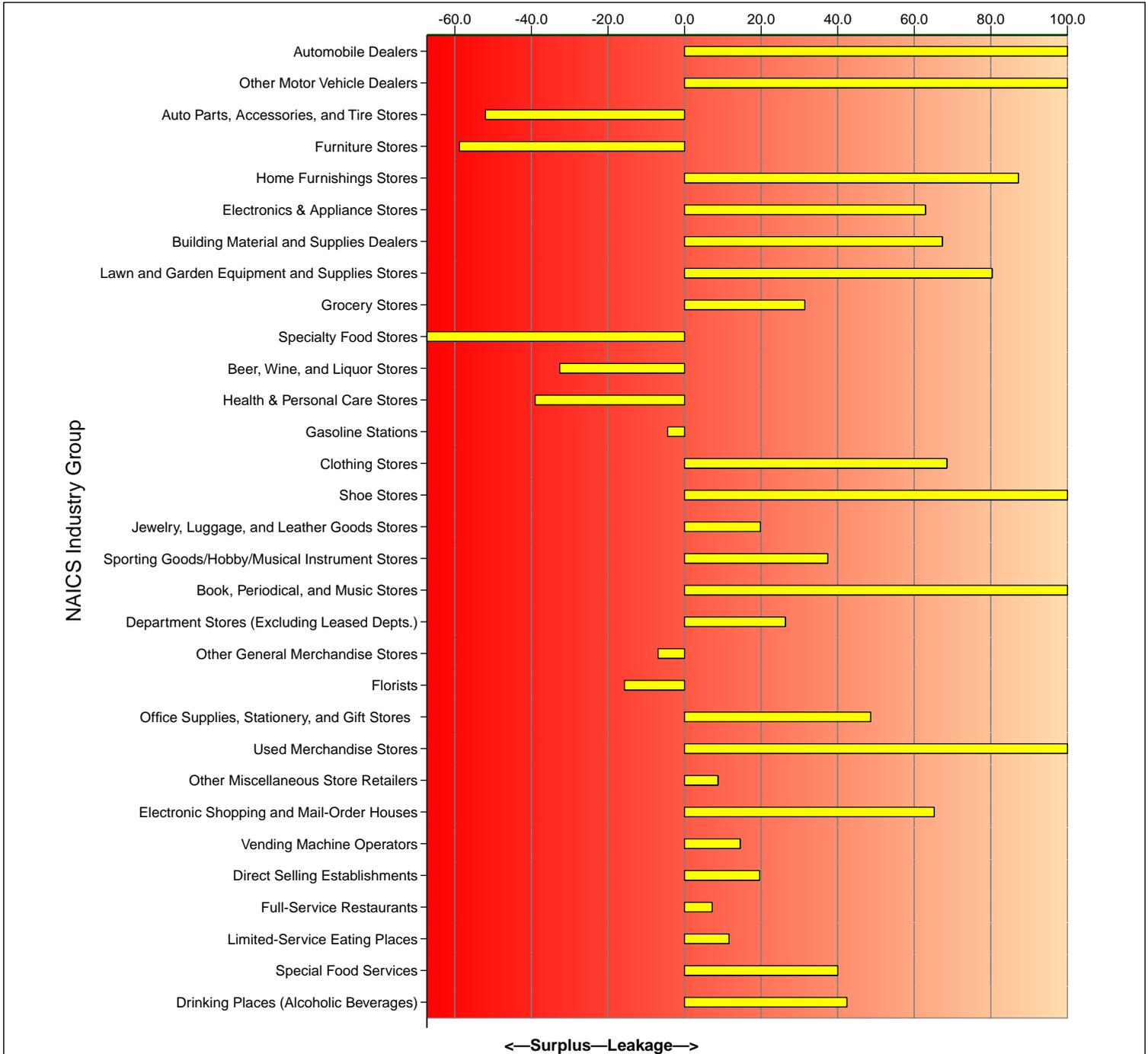


Sources: Esri and Infogroup

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Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

West Point Shopping Center
3800 W 5400 S, Salt Lake City, UT, 84118
Drive Time: 5 minutes

Latitude: 40.65273
Longitude: -111.98229

Summary Demographics

2010 Population	84,765
2010 Households	24,664
2010 Median Disposable Income	\$50,480
2010 Per Capita Income	\$21,161

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$667,910,437	\$396,509,999	\$271,400,438	25.5	267
Total Retail Trade (NAICS 44-45)	\$570,408,909	\$347,608,916	\$222,799,993	24.3	186
Total Food & Drink (NAICS 722)	\$97,501,528	\$48,901,083	\$48,600,445	33.2	81

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$139,972,717	\$11,076,464	\$128,896,253	85.3	10
Automobile Dealers (NAICS 4411)	\$120,272,727	\$1,028,842	\$119,243,885	98.3	1
Other Motor Vehicle Dealers (NAICS 4412)	\$10,275,095	\$1,375,935	\$8,899,160	76.4	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$9,424,895	\$8,671,687	\$753,208	4.2	8
Furniture & Home Furnishings Stores (NAICS 442)	\$29,227,222	\$30,818,819	-\$1,591,597	-2.7	7
Furniture Stores (NAICS 4421)	\$21,656,521	\$29,977,323	-\$8,320,802	-16.1	4
Home Furnishings Stores (NAICS 4422)	\$7,570,701	\$841,496	\$6,729,205	80.0	3
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$13,669,294	\$3,310,124	\$10,359,170	61.0	10
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$21,628,636	\$24,477,432	-\$2,848,796	-6.2	18
Building Material and Supplies Dealers (NAICS 4441)	\$20,213,689	\$23,431,330	-\$3,217,641	-7.4	15
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$1,414,947	\$1,046,102	\$368,845	15.0	3
Food & Beverage Stores (NAICS 445)	\$94,401,363	\$104,797,282	-\$10,395,919	-5.2	32
Grocery Stores (NAICS 4451)	\$89,743,628	\$99,950,379	-\$10,206,751	-5.4	22
Specialty Food Stores (NAICS 4452)	\$2,535,648	\$3,730,742	-\$1,195,094	-19.1	9
Beer, Wine, and Liquor Stores (NAICS 4453)	\$2,122,087	\$1,116,161	\$1,005,926	31.1	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$7,321,410	\$13,335,887	-\$6,014,477	-29.1	16
Gasoline Stations (NAICS 447/4471)	\$89,764,553	\$68,155,299	\$21,609,254	13.7	15
Clothing and Clothing Accessories Stores (NAICS 448)	\$25,244,870	\$4,087,202	\$21,157,668	72.1	14
Clothing Stores (NAICS 4481)	\$21,384,049	\$3,264,016	\$18,120,033	73.5	9
Shoe Stores (NAICS 4482)	\$2,100,043	\$470,910	\$1,629,133	63.4	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,760,778	\$352,276	\$1,408,502	66.7	3
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$7,392,618	\$8,643,725	-\$1,251,107	-7.8	26
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$4,802,847	\$7,438,629	-\$2,635,782	-21.5	23
Book, Periodical, and Music Stores (NAICS 4512)	\$2,589,771	\$1,205,096	\$1,384,675	36.5	3

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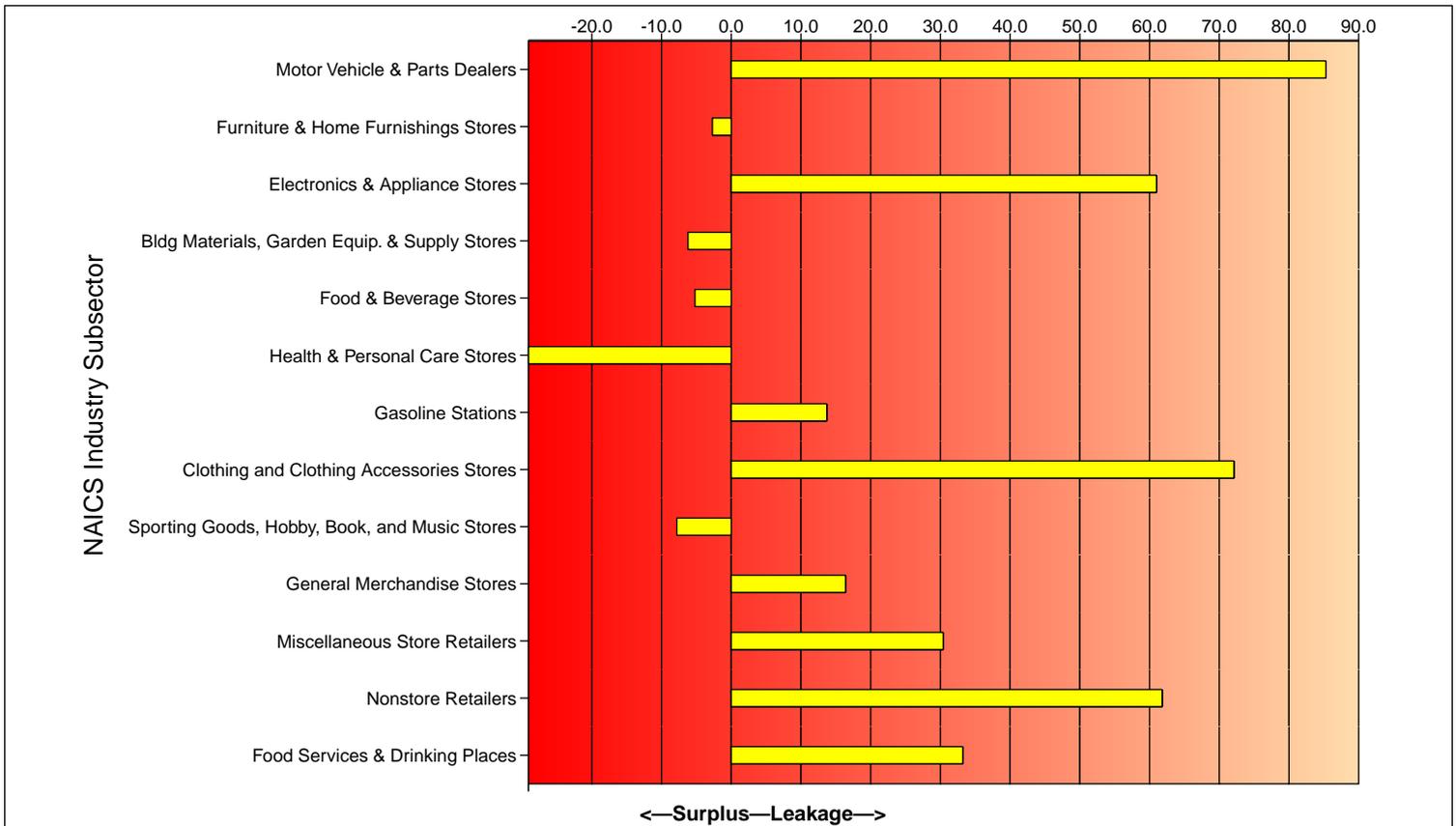
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General Merchandise Stores (NAICS 452)	\$87,944,279	\$63,163,460	\$24,780,819	16.4	11
Department Stores Excluding Leased Depts.(NAICS 4521)	\$25,563,193	\$26,613,082	\$-1,049,889	-2.0	5
Other General Merchandise Stores (NAICS 4529)	\$62,381,086	\$36,550,378	\$25,830,708	26.1	6
Miscellaneous Store Retailers (NAICS 453)	\$10,240,926	\$5,462,960	\$4,777,966	30.4	21
Florists (NAICS 4531)	\$965,225	\$560,581	\$404,644	26.5	3
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$2,785,569	\$761,623	\$2,023,946	57.1	4
Used Merchandise Stores (NAICS 4533)	\$303,521	\$20,003	\$283,518	87.6	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$6,186,611	\$4,120,753	\$2,065,858	20.0	14
Nonstore Retailers (NAICS 454)	\$43,601,021	\$10,280,262	\$33,320,759	61.8	6
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$24,936,929	\$5,699,814	\$19,237,115	62.8	2
Vending Machine Operators (NAICS 4542)	\$2,693,686	\$542,570	\$2,151,116	66.5	1
Direct Selling Establishments (NAICS 4543)	\$15,970,406	\$4,037,878	\$11,932,528	59.6	3
Food Services & Drinking Places (NAICS 722)	\$97,501,528	\$48,901,083	\$48,600,445	33.2	81
Full-Service Restaurants (NAICS 7221)	\$39,279,189	\$26,483,877	\$12,795,312	19.5	52
Limited-Service Eating Places (NAICS 7222)	\$45,464,584	\$20,801,874	\$24,662,710	37.2	25
Special Food Services (NAICS 7223)	\$6,986,422	\$989,024	\$5,997,398	75.2	2
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$5,771,333	\$626,308	\$5,145,025	80.4	2

Leakage/Surplus Factor by Industry Subsector

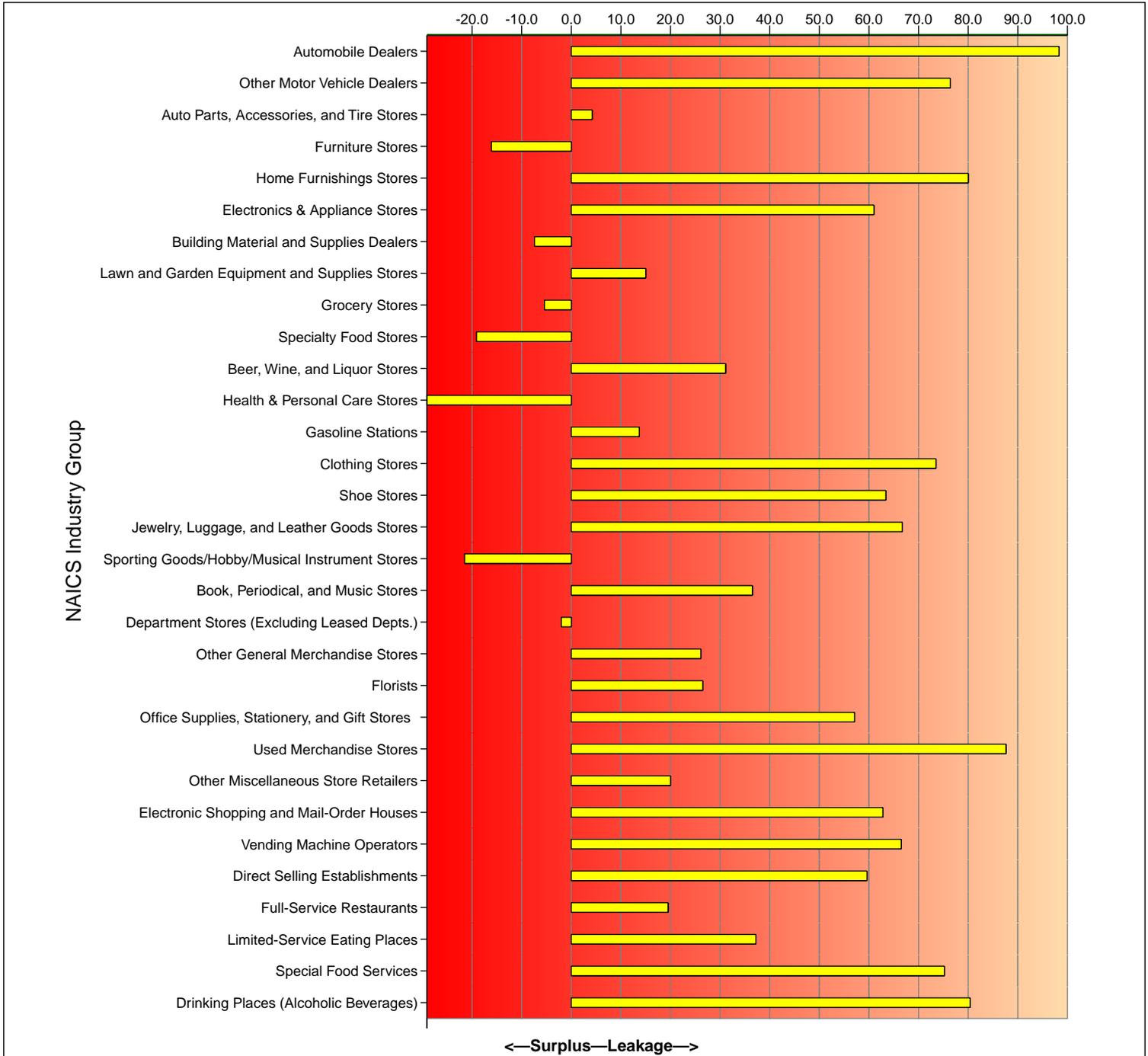


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Leakage/Surplus Factor by Industry Group



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