



Retail MarketPlace Profile

Westwood Village Shopping Center
2658 W 4700 S, Salt Lake City, UT, 84118
Drive Time: 3 minutes

Latitude: 40.66796
Longitude: -111.95653

Summary Demographics

2012 Population	14,260
2012 Households	4,624
2012 Median Disposable Income	\$44,549
2012 Per Capita Income	\$21,431

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	\$126,030,225	\$172,980,172	-\$46,949,948	-15.7	87
Total Retail Trade	44-45	\$113,407,867	\$158,232,344	-\$44,824,477	-16.5	71
Total Food & Drink	722	\$12,622,358	\$14,747,829	-\$2,125,471	-7.8	16

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,520,849	\$434,951	\$22,085,897	96.2	1
Automobile Dealers	4411	\$19,061,845	\$0	\$19,061,845	100.0	0
Other Motor Vehicle Dealers	4412	\$1,496,657	\$0	\$1,496,657	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,962,347	\$434,951	\$1,527,395	63.7	1
Furniture & Home Furnishings Stores	442	\$2,930,733	\$11,097,039	-\$8,166,306	-58.2	4
Furniture Stores	4421	\$1,951,977	\$9,968,868	-\$8,016,891	-67.3	1
Home Furnishings Stores	4422	\$978,755	\$1,128,171	-\$149,416	-7.1	3
Electronics & Appliance Stores	4431	\$2,788,474	\$1,156,364	\$1,632,110	41.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,649,080	\$309,071	\$3,340,009	84.4	4
Bldg Material & Supplies Dealers	4441	\$3,192,802	\$262,269	\$2,930,533	84.8	3
Lawn & Garden Equip & Supply Stores	4442	\$456,278	\$46,801	\$409,477	81.4	1
Food & Beverage Stores	445	\$16,787,239	\$92,783,296	-\$75,996,057	-69.4	11
Grocery Stores	4451	\$15,808,373	\$92,520,977	-\$76,712,604	-70.8	8
Specialty Food Stores	4452	\$415,107	\$262,319	\$152,788	22.6	3
Beer, Wine & Liquor Stores	4453	\$563,759	\$0	\$563,759	100.0	0
Health & Personal Care Stores	446,4461	\$6,185,977	\$7,672,756	-\$1,486,779	-10.7	5
Gasoline Stations	447,4471	\$13,075,381	\$13,821,259	-\$745,879	-2.8	4
Clothing & Clothing Accessories Stores	448	\$6,681,866	\$6,497,655	\$184,211	1.4	7
Clothing Stores	4481	\$5,214,331	\$4,287,606	\$926,725	9.8	5
Shoe Stores	4482	\$860,487	\$2,073,676	-\$1,213,189	-41.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$607,049	\$136,373	\$470,675	63.3	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,635,187	\$5,911,228	-\$3,276,041	-38.3	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,129,721	\$5,014,418	-\$2,884,697	-40.4	9
Book, Periodical & Music Stores	4512	\$505,466	\$896,810	-\$391,344	-27.9	2
General Merchandise Stores	452	\$23,012,738	\$12,721,616	\$10,291,122	28.8	1
Department Stores Excluding Leased Depts.	4521	\$6,874,214	\$1,689,076	\$5,185,138	60.6	1
Other General Merchandise Stores	4529	\$16,138,525	\$11,032,540	\$5,105,985	18.8	0
Miscellaneous Store Retailers	453	\$3,818,219	\$2,311,870	\$1,506,349	24.6	13
Florists	4531	\$139,904	\$59,338	\$80,566	40.4	1
Office Supplies, Stationery & Gift Stores	4532	\$950,422	\$449,432	\$500,989	35.8	1
Used Merchandise Stores	4533	\$241,480	\$236,133	\$5,347	1.1	1
Other Miscellaneous Store Retailers	4539	\$2,486,413	\$1,566,967	\$919,446	22.7	9
Nonstore Retailers	454	\$9,322,124	\$3,515,238	\$5,806,886	45.2	6
Electronic Shopping & Mail-Order Houses	4541	\$7,704,154	\$52,851	\$7,651,303	98.6	0
Vending Machine Operators	4542	\$444,888	\$454,138	-\$9,250	-1.0	2
Direct Selling Establishments	4543	\$1,173,082	\$3,008,249	-\$1,835,167	-43.9	4
Food Services & Drinking Places	722	\$12,622,358	\$14,747,829	-\$2,125,471	-7.8	16
Full-Service Restaurants	7221	\$5,582,715	\$8,393,646	-\$2,810,930	-20.1	9
Limited-Service Eating Places	7222	\$5,722,280	\$6,150,652	-\$428,372	-3.6	6
Special Food Services	7223	\$590,397	\$194,190	\$396,207	50.5	1
Drinking Places - Alcoholic Beverages	7224	\$726,965	\$9,340	\$717,625	97.5	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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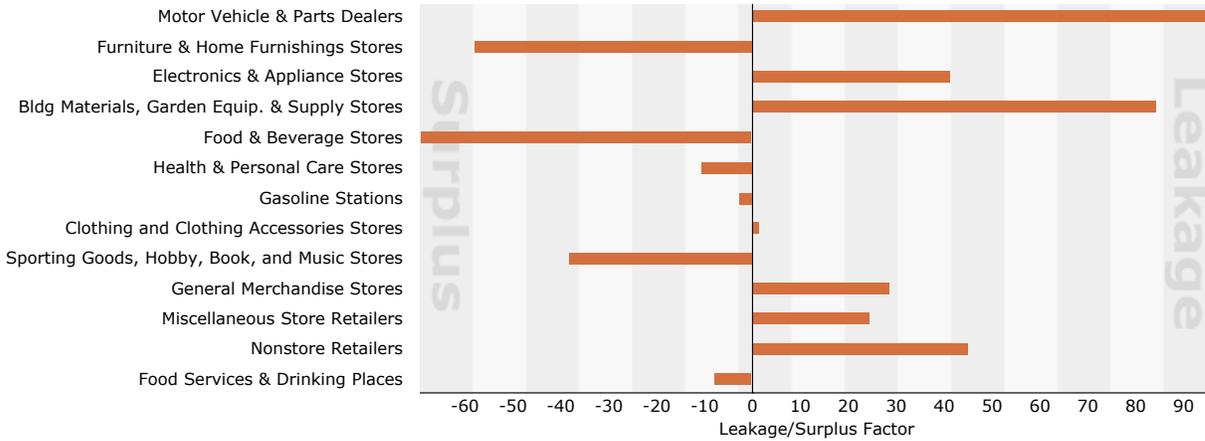


Retail MarketPlace Profile

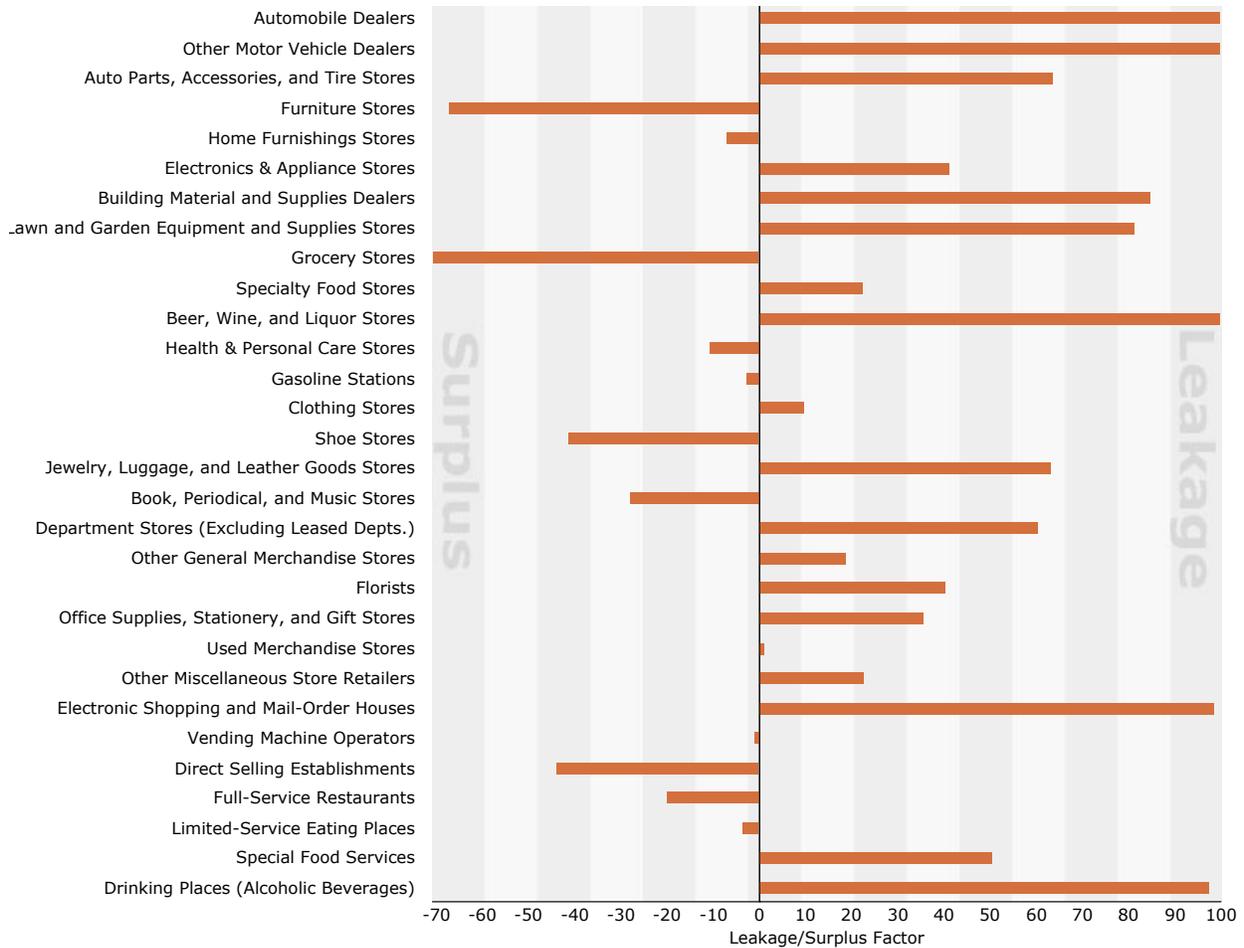
Westwood Village Shopping Center
 2658 W 4700 S, Salt Lake City, UT, 84118
 Drive Time: 3 minutes

Latitude: 40.66796
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Westwood Village Shopping Center
2658 W 4700 S, Salt Lake City, UT, 84118
Drive Time: 5 minutes

Latitude: 40.66796
Longitude: -111.95653

Summary Demographics

2012 Population	69,082
2012 Households	22,593
2012 Median Disposable Income	\$40,600
2012 Per Capita Income	\$19,721

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	\$559,688,078	\$828,158,232	-\$268,470,154	-19.3	417
Total Retail Trade	44-45	\$503,421,332	\$757,704,977	-\$254,283,645	-20.2	340
Total Food & Drink	722	\$56,266,746	\$70,453,255	-\$14,186,508	-11.2	77

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$99,639,092	\$53,823,112	\$45,815,980	29.9	15
Automobile Dealers	4411	\$84,410,988	\$6,356,289	\$78,054,699	86.0	2
Other Motor Vehicle Dealers	4412	\$6,546,493	\$40,253,719	-\$33,707,226	-72.0	5
Auto Parts, Accessories & Tire Stores	4413	\$8,681,611	\$7,213,104	\$1,468,507	9.2	8
Furniture & Home Furnishings Stores	442	\$12,948,182	\$54,623,413	-\$41,675,230	-61.7	22
Furniture Stores	4421	\$8,638,382	\$43,660,178	-\$35,021,796	-67.0	7
Home Furnishings Stores	4422	\$4,309,801	\$10,963,235	-\$6,653,434	-43.6	15
Electronics & Appliance Stores	4431	\$12,369,785	\$17,691,490	-\$5,321,705	-17.7	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,886,511	\$11,459,475	\$4,427,036	16.2	17
Bldg Material & Supplies Dealers	4441	\$13,887,293	\$10,253,840	\$3,633,453	15.1	15
Lawn & Garden Equip & Supply Stores	4442	\$1,999,217	\$1,205,635	\$793,583	24.8	2
Food & Beverage Stores	445	\$74,890,907	\$181,339,635	-\$106,448,728	-41.5	33
Grocery Stores	4451	\$70,535,726	\$179,531,134	-\$108,995,408	-43.6	22
Specialty Food Stores	4452	\$1,853,856	\$1,476,000	\$377,856	11.3	11
Beer, Wine & Liquor Stores	4453	\$2,501,325	\$332,500	\$2,168,824	76.5	0
Health & Personal Care Stores	446,4461	\$27,316,268	\$19,979,619	\$7,336,649	15.5	24
Gasoline Stations	447,4471	\$58,211,606	\$46,469,785	\$11,741,821	11.2	13
Clothing & Clothing Accessories Stores	448	\$29,726,844	\$69,722,334	-\$39,995,490	-40.2	54
Clothing Stores	4481	\$23,206,288	\$42,042,169	-\$18,835,881	-28.9	34
Shoe Stores	4482	\$3,848,757	\$24,705,855	-\$20,857,098	-73.0	9
Jewelry, Luggage & Leather Goods Stores	4483	\$2,671,799	\$2,974,310	-\$302,511	-5.4	12
Sporting Goods, Hobby, Book & Music Stores	451	\$11,708,710	\$46,647,816	-\$34,939,106	-59.9	37
Sporting Goods/Hobby/Musical Instr Stores	4511	\$9,457,687	\$44,356,743	-\$34,899,056	-64.9	30
Book, Periodical & Music Stores	4512	\$2,251,024	\$2,291,074	-\$40,050	-0.9	7
General Merchandise Stores	452	\$102,490,272	\$217,397,508	-\$114,907,236	-35.9	13
Department Stores Excluding Leased Depts.	4521	\$30,532,560	\$22,731,954	\$7,800,606	14.6	7
Other General Merchandise Stores	4529	\$71,957,712	\$194,665,553	-\$122,707,842	-46.0	5
Miscellaneous Store Retailers	453	\$16,899,508	\$27,931,461	-\$11,031,954	-24.6	66
Florists	4531	\$610,093	\$593,795	\$16,299	1.4	4
Office Supplies, Stationery & Gift Stores	4532	\$4,205,075	\$12,859,284	-\$8,654,208	-50.7	16
Used Merchandise Stores	4533	\$1,065,803	\$1,402,811	-\$337,008	-13.7	3
Other Miscellaneous Store Retailers	4539	\$11,018,536	\$13,075,572	-\$2,057,036	-8.5	42
Nonstore Retailers	454	\$41,333,648	\$10,619,331	\$30,714,317	59.1	20
Electronic Shopping & Mail-Order Houses	4541	\$34,068,549	\$1,249,505	\$32,819,044	92.9	2
Vending Machine Operators	4542	\$1,986,656	\$2,050,661	-\$64,005	-1.6	8
Direct Selling Establishments	4543	\$5,278,443	\$7,319,165	-\$2,040,722	-16.2	9
Food Services & Drinking Places	722	\$56,266,746	\$70,453,255	-\$14,186,508	-11.2	77
Full-Service Restaurants	7221	\$24,900,504	\$32,741,260	-\$7,840,756	-13.6	39
Limited-Service Eating Places	7222	\$25,523,191	\$35,801,332	-\$10,278,141	-16.8	32
Special Food Services	7223	\$2,625,973	\$613,342	\$2,012,631	62.1	2
Drinking Places - Alcoholic Beverages	7224	\$3,217,079	\$1,297,322	\$1,919,757	42.5	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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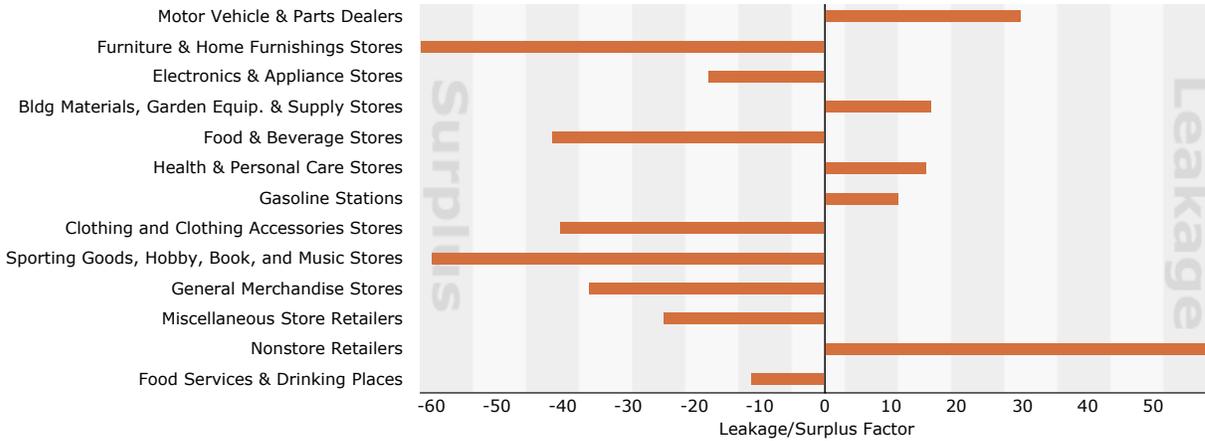


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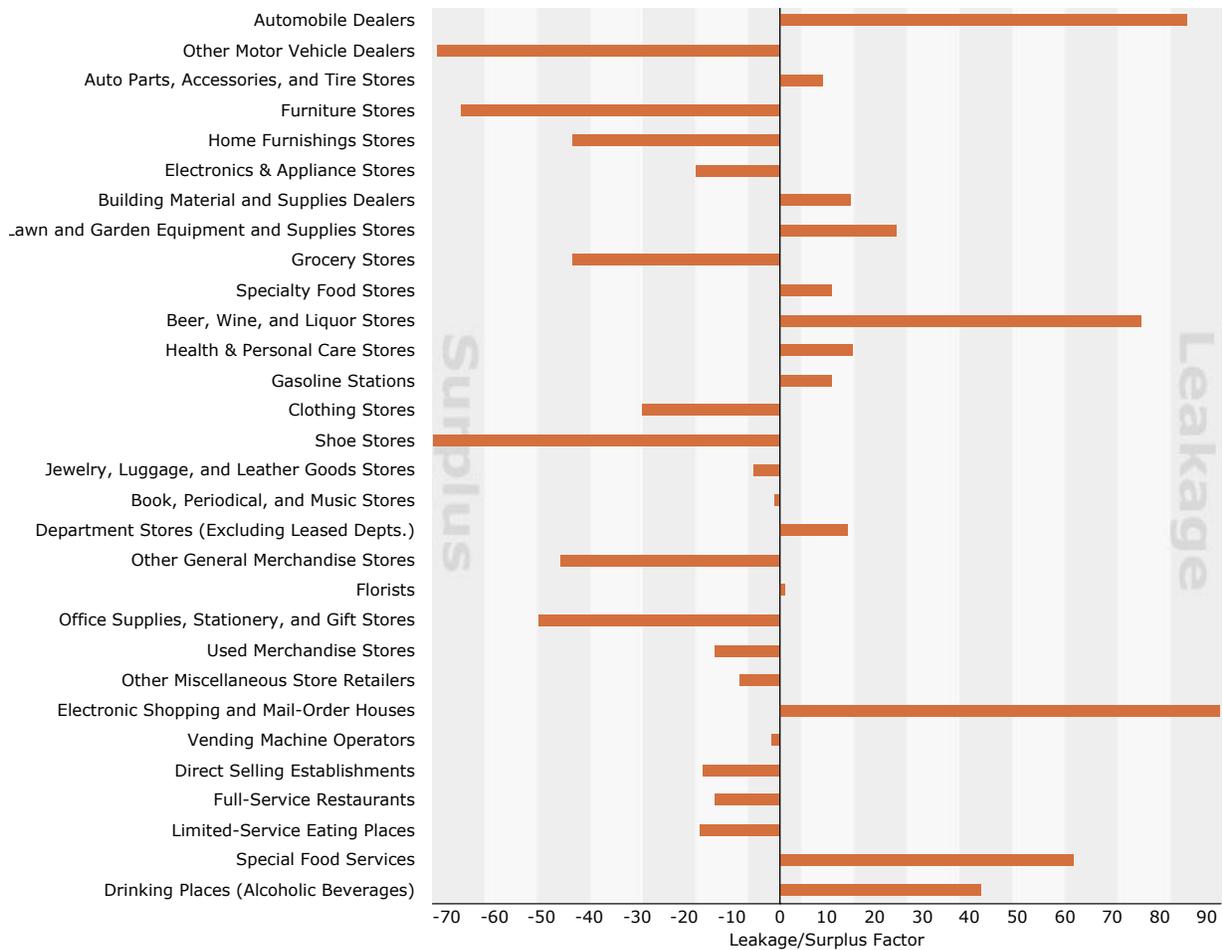
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Leakage/Surplus Factor by Industry Subsector



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