



Retail MarketPlace Profile

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

Latitude: 40.66796
Longitude: -111.95653

Summary Demographics

2010 Population	11,597
2010 Households	3,583
2010 Median Disposable Income	\$52,510
2010 Per Capita Income	\$23,274

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)	\$100,826,233	\$44,456,555	\$56,369,678	38.8	29
Total Retail Trade (NAICS 44-45)	\$86,054,224	\$40,284,441	\$45,769,783	36.2	23
Total Food & Drink (NAICS 722)	\$14,772,009	\$4,172,114	\$10,599,895	56.0	6

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$21,175,144	\$642,790	\$20,532,354	94.1	2
Automobile Dealers (NAICS 4411)	\$18,182,824	\$399,796	\$17,783,028	95.7	1
Other Motor Vehicle Dealers (NAICS 4412)	\$1,564,307	\$0	\$1,564,307	100.0	0
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,428,013	\$242,994	\$1,185,019	70.9	1
Furniture & Home Furnishings Stores (NAICS 442)	\$4,443,890	\$1,281,409	\$3,162,481	55.2	1
Furniture Stores (NAICS 4421)	\$3,293,476	\$1,281,409	\$2,012,067	44.0	1
Home Furnishings Stores (NAICS 4422)	\$1,150,414	\$0	\$1,150,414	100.0	0
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,074,177	\$527,732	\$1,546,445	59.4	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$3,288,517	\$8,221,251	\$-4,932,734	-42.9	1
Building Material and Supplies Dealers (NAICS 4441)	\$3,075,708	\$8,221,251	\$-5,145,543	-45.5	1
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$212,809	\$0	\$212,809	100.0	0
Food & Beverage Stores (NAICS 445)	\$14,205,149	\$10,002,137	\$4,203,012	17.4	3
Grocery Stores (NAICS 4451)	\$13,500,788	\$9,995,563	\$3,505,225	14.9	3
Specialty Food Stores (NAICS 4452)	\$381,779	\$6,574	\$375,205	96.6	1
Beer, Wine, and Liquor Stores (NAICS 4453)	\$322,582	\$0	\$322,582	100.0	0
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,093,782	\$469,208	\$624,574	40.0	1
Gasoline Stations (NAICS 447/4471)	\$13,476,966	\$15,541,038	\$-2,064,072	-7.1	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$3,834,742	\$129,713	\$3,705,029	93.5	2
Clothing Stores (NAICS 4481)	\$3,247,224	\$129,713	\$3,117,511	92.3	2
Shoe Stores (NAICS 4482)	\$318,724	\$0	\$318,724	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$268,794	\$0	\$268,794	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,125,530	\$561,089	\$564,441	33.5	3
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$729,875	\$561,089	\$168,786	13.1	3
Book, Periodical, and Music Stores (NAICS 4512)	\$395,655	\$0	\$395,655	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



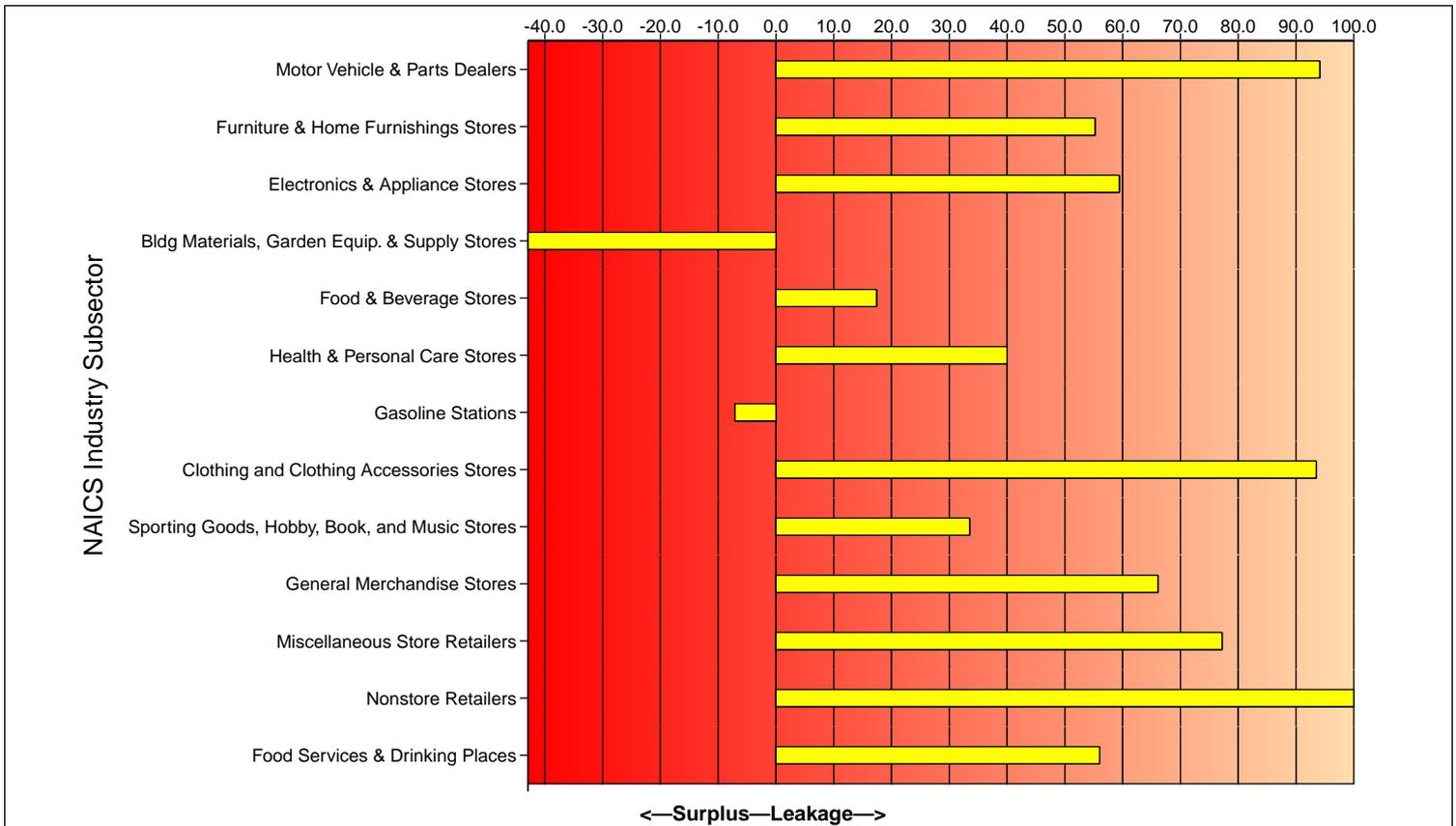
Retail MarketPlace Profile

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

Latitude: 40.66796
 Longitude: -111.95653

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$13,264,535	\$2,709,037	\$10,555,498	66.1	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$3,870,236	\$46,835	\$3,823,401	97.6	1
Other General Merchandise Stores (NAICS 4529)	\$9,394,299	\$2,662,202	\$6,732,097	55.8	1
Miscellaneous Store Retailers (NAICS 453)	\$1,543,695	\$199,037	\$1,344,658	77.2	2
Florists (NAICS 4531)	\$145,168	\$17,545	\$127,623	78.4	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$423,210	\$7,159	\$416,051	96.7	1
Used Merchandise Stores (NAICS 4533)	\$46,337	\$0	\$46,337	100.0	0
Other Miscellaneous Store Retailers (NAICS 4539)	\$928,980	\$174,333	\$754,647	68.4	2
Nonstore Retailers (NAICS 454)	\$6,528,097	\$0	\$6,528,097	100.0	0
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$3,738,986	\$0	\$3,738,986	100.0	0
Vending Machine Operators (NAICS 4542)	\$406,074	\$0	\$406,074	100.0	0
Direct Selling Establishments (NAICS 4543)	\$2,383,037	\$0	\$2,383,037	100.0	0
Food Services & Drinking Places (NAICS 722)	\$14,772,009	\$4,172,114	\$10,599,895	56.0	6
Full-Service Restaurants (NAICS 7221)	\$5,950,540	\$3,344,165	\$2,606,375	28.0	5
Limited-Service Eating Places (NAICS 7222)	\$6,886,714	\$827,949	\$6,058,765	78.5	1
Special Food Services (NAICS 7223)	\$1,058,248	\$0	\$1,058,248	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$876,507	\$0	\$876,507	100.0	0

Leakage/Surplus Factor by Industry Subsector

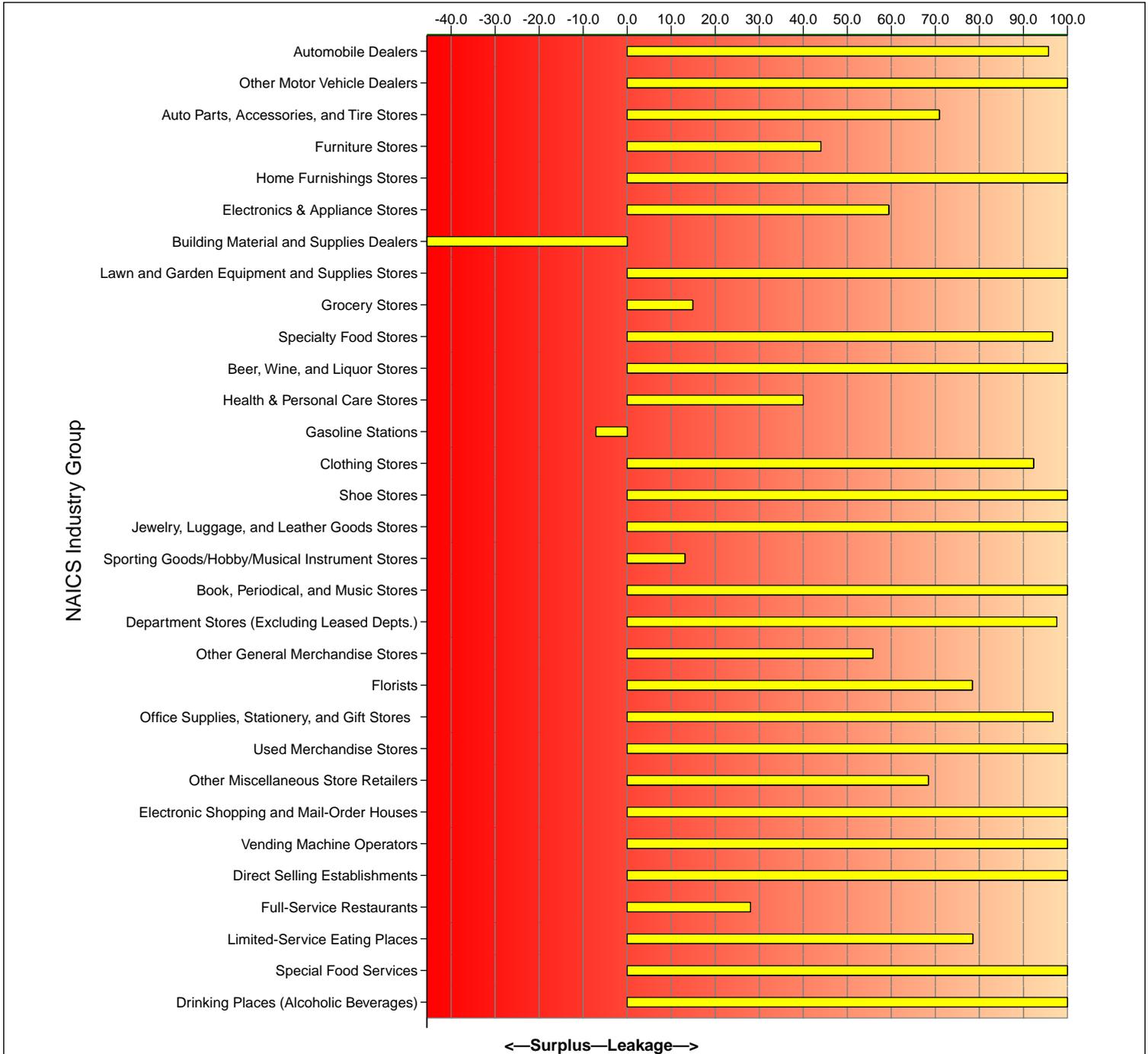


Sources: Esri and Infogroup

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

Latitude: 40.66796
Longitude: -111.95653

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup



Retail MarketPlace Profile

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

Latitude: 40.66796
Longitude: -111.95653

Summary Demographics

2010 Population	52,657
2010 Households	16,195
2010 Median Disposable Income	\$49,268
2010 Per Capita Income	\$21,630

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)	\$423,142,969	\$300,353,387	\$122,789,582	17.0	251
Total Retail Trade (NAICS 44-45)	\$361,115,600	\$250,368,937	\$110,746,663	18.1	169
Total Food & Drink (NAICS 722)	\$62,027,369	\$49,984,450	\$12,042,919	10.8	82

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$88,004,704	\$10,203,801	\$77,800,903	79.2	9
Automobile Dealers (NAICS 4411)	\$75,612,051	\$3,318,484	\$72,293,567	91.6	2
Other Motor Vehicle Dealers (NAICS 4412)	\$6,407,269	\$505,274	\$5,901,995	85.4	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$5,985,384	\$6,380,043	\$-394,659	-3.2	7
Furniture & Home Furnishings Stores (NAICS 442)	\$18,441,688	\$28,525,504	\$-10,083,816	-21.5	6
Furniture Stores (NAICS 4421)	\$13,653,420	\$28,377,695	\$-14,724,275	-35.0	5
Home Furnishings Stores (NAICS 4422)	\$4,788,268	\$147,809	\$4,640,459	94.0	1
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$8,630,979	\$2,462,315	\$6,168,664	55.6	9
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$13,602,275	\$20,729,662	\$-7,127,387	-20.8	13
Building Material and Supplies Dealers (NAICS 4441)	\$12,715,281	\$20,309,839	\$-7,594,558	-23.0	10
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$886,994	\$419,823	\$467,171	35.7	3
Food & Beverage Stores (NAICS 445)	\$60,100,277	\$73,735,502	\$-13,635,225	-10.2	28
Grocery Stores (NAICS 4451)	\$57,130,414	\$70,111,895	\$-12,981,481	-10.2	20
Specialty Food Stores (NAICS 4452)	\$1,615,968	\$2,782,193	\$-1,166,225	-26.5	7
Beer, Wine, and Liquor Stores (NAICS 4453)	\$1,353,895	\$841,414	\$512,481	23.3	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,649,838	\$13,051,480	\$-8,401,642	-47.5	17
Gasoline Stations (NAICS 447/4471)	\$56,766,014	\$59,137,762	\$-2,371,748	-2.0	15
Clothing and Clothing Accessories Stores (NAICS 448)	\$16,051,713	\$3,568,042	\$12,483,671	63.6	12
Clothing Stores (NAICS 4481)	\$13,598,581	\$2,862,835	\$10,735,746	65.2	8
Shoe Stores (NAICS 4482)	\$1,335,640	\$351,337	\$984,303	58.3	2
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$1,117,492	\$353,870	\$763,622	51.9	2
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$4,679,701	\$7,107,577	\$-2,427,876	-20.6	21
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$3,035,042	\$5,856,520	\$-2,821,478	-31.7	18
Book, Periodical, and Music Stores (NAICS 4512)	\$1,644,659	\$1,251,057	\$393,602	13.6	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.

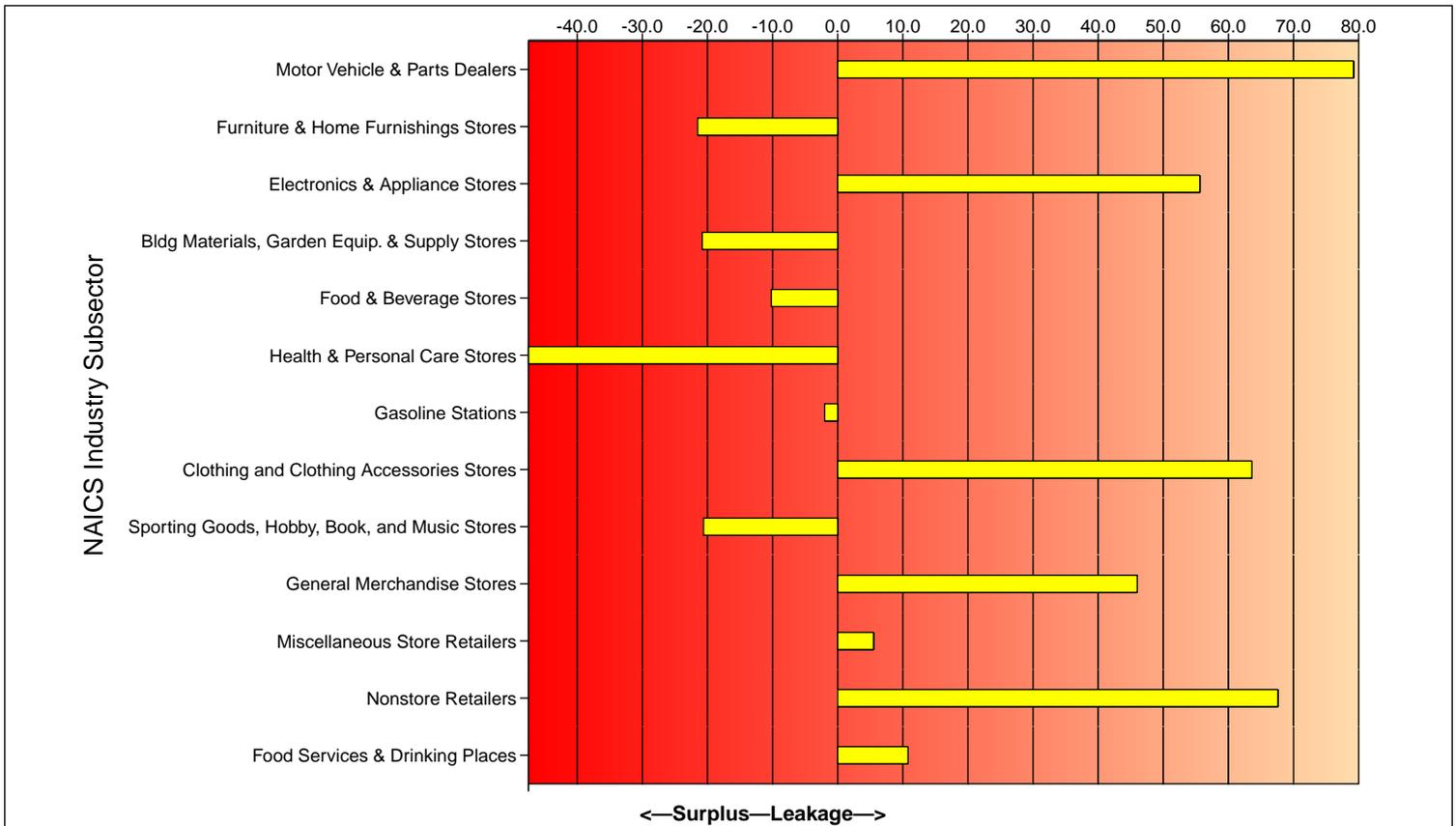
Sources: Esri and Infogroup

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

Latitude: 40.66796
 Longitude: -111.95653

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$55,861,498	\$20,669,501	\$35,191,997	46.0	7
Department Stores Excluding Leased Depts.(NAICS 4521)	\$16,194,791	\$7,097,813	\$9,096,978	39.1	3
Other General Merchandise Stores (NAICS 4529)	\$39,666,707	\$13,571,688	\$26,095,019	49.0	4
Miscellaneous Store Retailers (NAICS 453)	\$6,466,956	\$5,793,622	\$673,334	5.5	28
Florists (NAICS 4531)	\$605,006	\$758,183	\$-153,177	-11.2	6
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$1,757,458	\$1,100,932	\$656,526	23.0	5
Used Merchandise Stores (NAICS 4533)	\$192,007	\$104,854	\$87,153	29.4	1
Other Miscellaneous Store Retailers (NAICS 4539)	\$3,912,485	\$3,829,653	\$82,832	1.1	16
Nonstore Retailers (NAICS 454)	\$27,859,957	\$5,384,169	\$22,475,788	67.6	4
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$15,844,878	\$2,636,783	\$13,208,095	71.5	1
Vending Machine Operators (NAICS 4542)	\$1,715,684	\$409,014	\$1,306,670	61.5	1
Direct Selling Establishments (NAICS 4543)	\$10,299,395	\$2,338,372	\$7,961,023	63.0	2
Food Services & Drinking Places (NAICS 722)	\$62,027,369	\$49,984,450	\$12,042,919	10.8	82
Full-Service Restaurants (NAICS 7221)	\$24,996,804	\$27,205,346	\$-2,208,542	-4.2	52
Limited-Service Eating Places (NAICS 7222)	\$28,877,850	\$21,450,474	\$7,427,376	14.8	25
Special Food Services (NAICS 7223)	\$4,444,593	\$856,490	\$3,588,103	67.7	3
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$3,708,122	\$472,140	\$3,235,982	77.4	2

Leakage/Surplus Factor by Industry Subsector

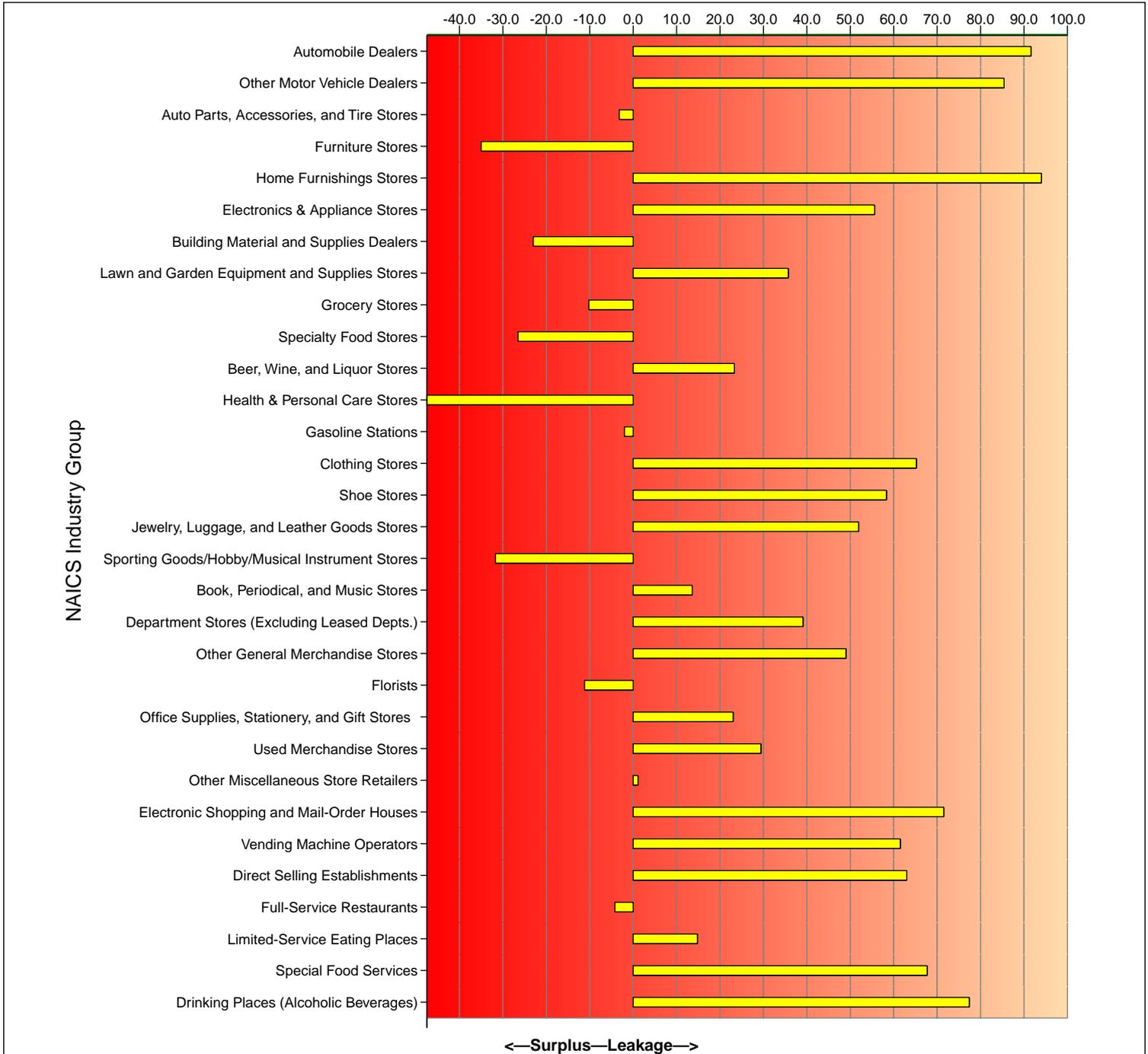


Sources: Esri and Infogroup

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

Latitude: 40.66796
 Longitude: -111.95653

Leakage/Surplus Factor by Industry Group



Sources: Esri and Infogroup