



Retail MarketPlace Profile

Westwood Village
2700 W 4700 S, Salt Lake City, Utah, 84129
Ring: 1 mile radius

City Of Taylorsville
Latitude: 40.66767
Longitude: -111.95806

Summary Demographics

2019 Population	16,810
2019 Households	5,397
2019 Median Disposable Income	\$56,191
2019 Per Capita Income	\$26,783

2017 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	\$191,254,797	\$94,108,077	\$97,146,720	34.0	63
Total Retail Trade	44-45	\$172,443,464	\$74,554,547	\$97,888,917	39.6	39
Total Food & Drink	722	\$18,811,333	\$19,553,530	-\$742,197	-1.9	24

2017 Industry Group

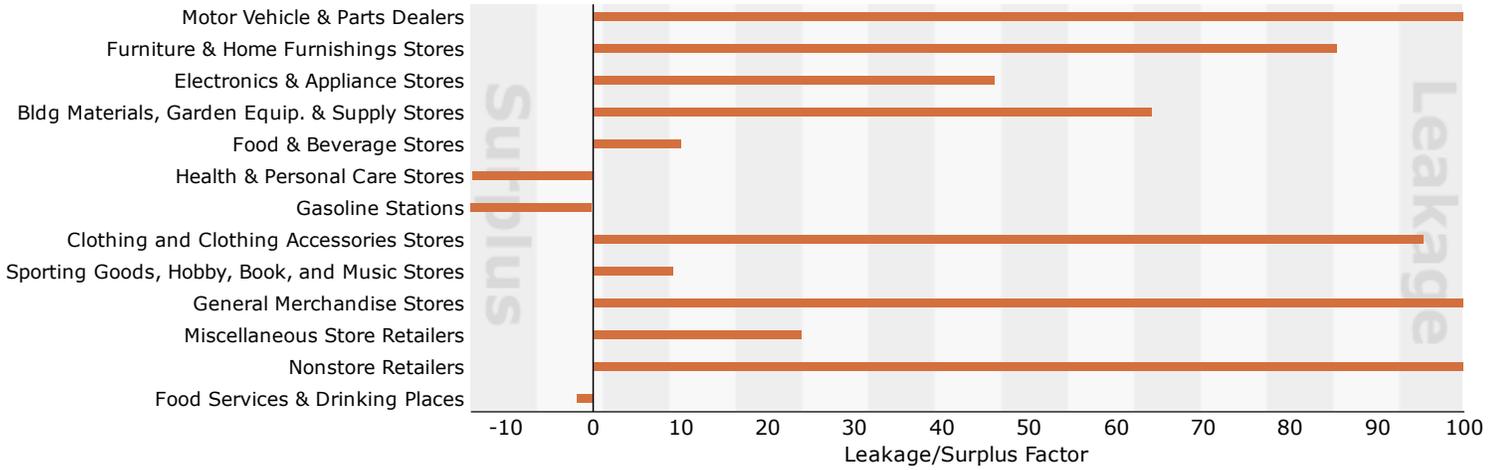
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$36,290,864	\$0	\$36,290,864	100.0	0
Automobile Dealers	4411	\$29,942,507	\$0	\$29,942,507	100.0	0
Other Motor Vehicle Dealers	4412	\$3,297,087	\$0	\$3,297,087	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,051,269	\$0	\$3,051,269	100.0	0
Furniture & Home Furnishings Stores	442	\$5,385,030	\$421,330	\$4,963,700	85.5	1
Furniture Stores	4421	\$3,463,487	\$384,910	\$3,078,577	80.0	1
Home Furnishings Stores	4422	\$1,921,543	\$0	\$1,921,543	100.0	0
Electronics & Appliance Stores	443	\$6,139,895	\$2,257,348	\$3,882,547	46.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$11,267,715	\$2,445,687	\$8,822,028	64.3	6
Bldg Material & Supplies Dealers	4441	\$10,493,201	\$2,344,136	\$8,149,065	63.5	5
Lawn & Garden Equip & Supply Stores	4442	\$774,515	\$0	\$774,515	100.0	0
Food & Beverage Stores	445	\$28,613,092	\$23,327,582	\$5,285,510	10.2	6
Grocery Stores	4451	\$25,596,747	\$23,262,381	\$2,334,366	4.8	6
Specialty Food Stores	4452	\$1,900,021	\$0	\$1,900,021	100.0	0
Beer, Wine & Liquor Stores	4453	\$1,116,324	\$0	\$1,116,324	100.0	0
Health & Personal Care Stores	446,4461	\$7,884,862	\$10,448,884	-\$2,564,022	-14.0	6
Gasoline Stations	447,4471	\$18,879,711	\$25,101,520	-\$6,221,809	-14.1	5
Clothing & Clothing Accessories Stores	448	\$8,557,652	\$195,631	\$8,362,021	95.5	1
Clothing Stores	4481	\$5,938,348	\$195,631	\$5,742,717	93.6	1
Shoe Stores	4482	\$951,974	\$0	\$951,974	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,667,331	\$0	\$1,667,331	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,219,730	\$5,991,921	\$1,227,809	9.3	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,408,065	\$5,794,135	\$613,930	5.0	6
Book, Periodical & Music Stores	4512	\$811,665	\$197,786	\$613,879	60.8	1
General Merchandise Stores	452	\$32,070,168	\$0	\$32,070,168	100.0	0
Department Stores Excluding Leased Depts.	4521	\$18,968,570	\$0	\$18,968,570	100.0	0
Other General Merchandise Stores	4529	\$13,101,598	\$0	\$13,101,598	100.0	0
Miscellaneous Store Retailers	453	\$7,057,887	\$4,312,461	\$2,745,426	24.1	6
Florists	4531	\$270,049	\$0	\$270,049	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,518,187	\$0	\$1,518,187	100.0	0
Used Merchandise Stores	4533	\$866,264	\$1,489,800	-\$623,536	-26.5	1
Other Miscellaneous Store Retailers	4539	\$4,403,387	\$2,822,661	\$1,580,726	21.9	5
Nonstore Retailers	454	\$3,076,858	\$0	\$3,076,858	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,727,505	\$0	\$2,727,505	100.0	0
Vending Machine Operators	4542	\$71,987	\$0	\$71,987	100.0	0
Direct Selling Establishments	4543	\$277,366	\$0	\$277,366	100.0	0
Food Services & Drinking Places	722	\$18,811,333	\$19,553,530	-\$742,197	-1.9	24
Special Food Services	7223	\$347,502	\$0	\$347,502	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$569,378	\$0	\$569,378	100.0	0
Restaurants/Other Eating Places	7225	\$17,894,453	\$19,553,530	-\$1,659,077	-4.4	24

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

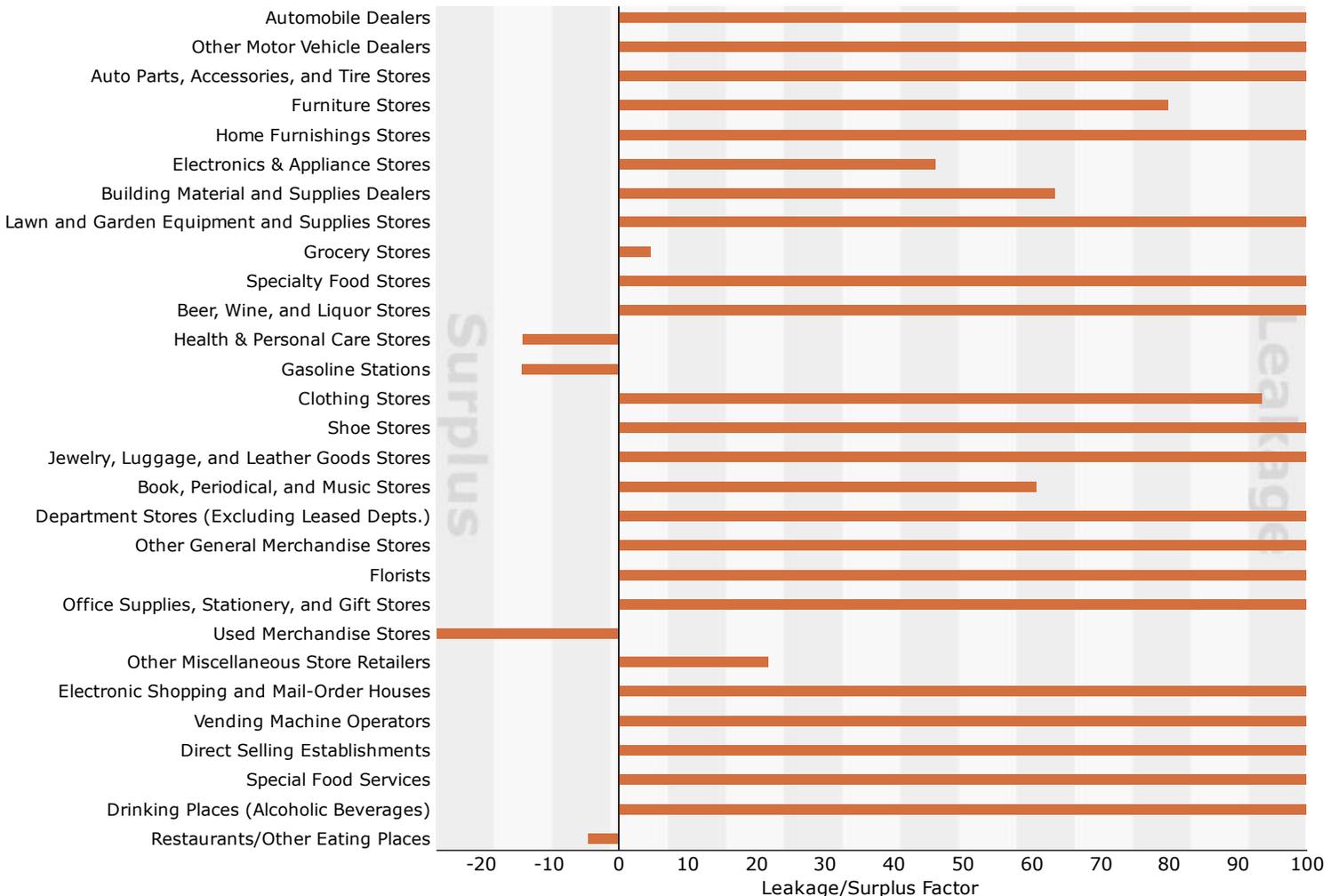
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June 28, 2019

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Westwood Village
2700 W 4700 S, Salt Lake City, Utah, 84129
Ring: 3 mile radius

City Of Taylorsville
Latitude: 40.66767
Longitude: -111.95806

Summary Demographics

2019 Population	179,272
2019 Households	56,868
2019 Median Disposable Income	\$50,595
2019 Per Capita Income	\$23,494

2017 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	\$1,840,725,868	\$1,985,542,730	-\$144,816,862	-3.8	771
Total Retail Trade	44-45	\$1,659,371,243	\$1,802,310,829	-\$142,939,586	-4.1	542
Total Food & Drink	722	\$181,354,625	\$183,231,901	-\$1,877,276	-0.5	229

2017 Industry Group

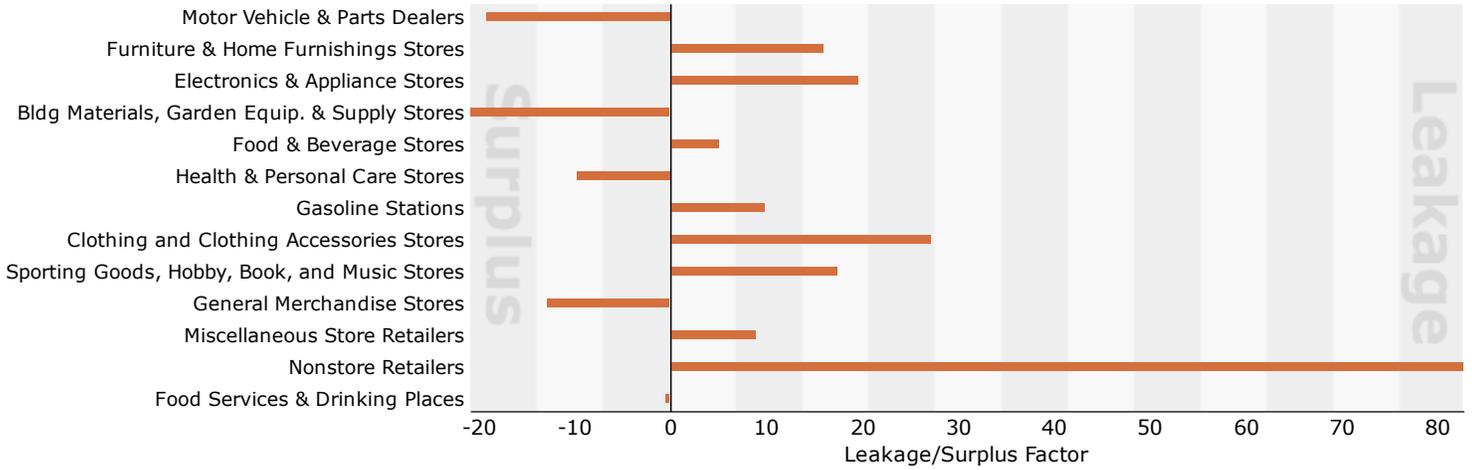
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$349,402,415	\$516,037,595	-\$166,635,180	-19.3	61
Automobile Dealers	4411	\$288,773,766	\$446,216,105	-\$157,442,339	-21.4	24
Other Motor Vehicle Dealers	4412	\$31,437,748	\$21,349,931	\$10,087,817	19.1	6
Auto Parts, Accessories & Tire Stores	4413	\$29,190,901	\$48,471,559	-\$19,280,658	-24.8	30
Furniture & Home Furnishings Stores	442	\$51,420,526	\$37,186,456	\$14,234,070	16.1	27
Furniture Stores	4421	\$33,463,522	\$14,788,789	\$18,674,733	38.7	8
Home Furnishings Stores	4422	\$17,957,004	\$22,397,667	-\$4,440,663	-11.0	19
Electronics & Appliance Stores	443	\$58,790,363	\$39,454,805	\$19,335,558	19.7	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$104,013,822	\$159,123,812	-\$55,109,990	-20.9	63
Bldg Material & Supplies Dealers	4441	\$97,048,211	\$152,906,485	-\$55,858,274	-22.3	54
Lawn & Garden Equip & Supply Stores	4442	\$6,965,610	\$6,217,327	\$748,283	5.7	8
Food & Beverage Stores	445	\$277,505,637	\$250,762,729	\$26,742,908	5.1	69
Grocery Stores	4451	\$248,371,252	\$227,669,276	\$20,701,976	4.3	54
Specialty Food Stores	4452	\$18,529,954	\$8,936,715	\$9,593,239	34.9	12
Beer, Wine & Liquor Stores	4453	\$10,604,431	\$14,156,738	-\$3,552,307	-14.3	3
Health & Personal Care Stores	446,4461	\$75,149,280	\$91,592,240	-\$16,442,960	-9.9	49
Gasoline Stations	447,4471	\$184,032,401	\$150,733,323	\$33,299,078	9.9	36
Clothing & Clothing Accessories Stores	448	\$82,133,011	\$47,057,145	\$35,075,866	27.2	69
Clothing Stores	4481	\$57,289,500	\$29,578,654	\$27,710,846	31.9	42
Shoe Stores	4482	\$9,309,994	\$10,320,485	-\$1,010,491	-5.1	13
Jewelry, Luggage & Leather Goods Stores	4483	\$15,533,518	\$7,158,007	\$8,375,511	36.9	14
Sporting Goods, Hobby, Book & Music Stores	451	\$69,751,253	\$48,953,308	\$20,797,945	17.5	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$61,860,674	\$45,491,324	\$16,369,350	15.2	39
Book, Periodical & Music Stores	4512	\$7,890,579	\$3,461,984	\$4,428,595	39.0	4
General Merchandise Stores	452	\$310,274,357	\$402,004,112	-\$91,729,755	-12.9	34
Department Stores Excluding Leased Depts.	4521	\$182,987,885	\$235,966,736	-\$52,978,851	-12.6	12
Other General Merchandise Stores	4529	\$127,286,472	\$166,037,377	-\$38,750,905	-13.2	22
Miscellaneous Store Retailers	453	\$67,866,326	\$56,676,831	\$11,189,495	9.0	67
Florists	4531	\$2,404,202	\$868,256	\$1,535,946	46.9	7
Office Supplies, Stationery & Gift Stores	4532	\$14,580,176	\$12,582,666	\$1,997,510	7.4	17
Used Merchandise Stores	4533	\$8,407,534	\$10,029,398	-\$1,621,864	-8.8	9
Other Miscellaneous Store Retailers	4539	\$42,474,415	\$33,196,511	\$9,277,904	12.3	34
Nonstore Retailers	454	\$29,031,851	\$2,728,472	\$26,303,379	82.8	6
Electronic Shopping & Mail-Order Houses	4541	\$26,055,888	\$1,458,230	\$24,597,658	89.4	1
Vending Machine Operators	4542	\$701,043	\$605,089	\$95,954	7.3	2
Direct Selling Establishments	4543	\$2,274,920	\$665,154	\$1,609,766	54.8	3
Food Services & Drinking Places	722	\$181,354,625	\$183,231,901	-\$1,877,276	-0.5	229
Special Food Services	7223	\$3,310,539	\$2,205,435	\$1,105,104	20.0	4
Drinking Places - Alcoholic Beverages	7224	\$5,461,124	\$5,082,302	\$378,822	3.6	6
Restaurants/Other Eating Places	7225	\$172,582,962	\$175,944,164	-\$3,361,202	-1.0	219

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

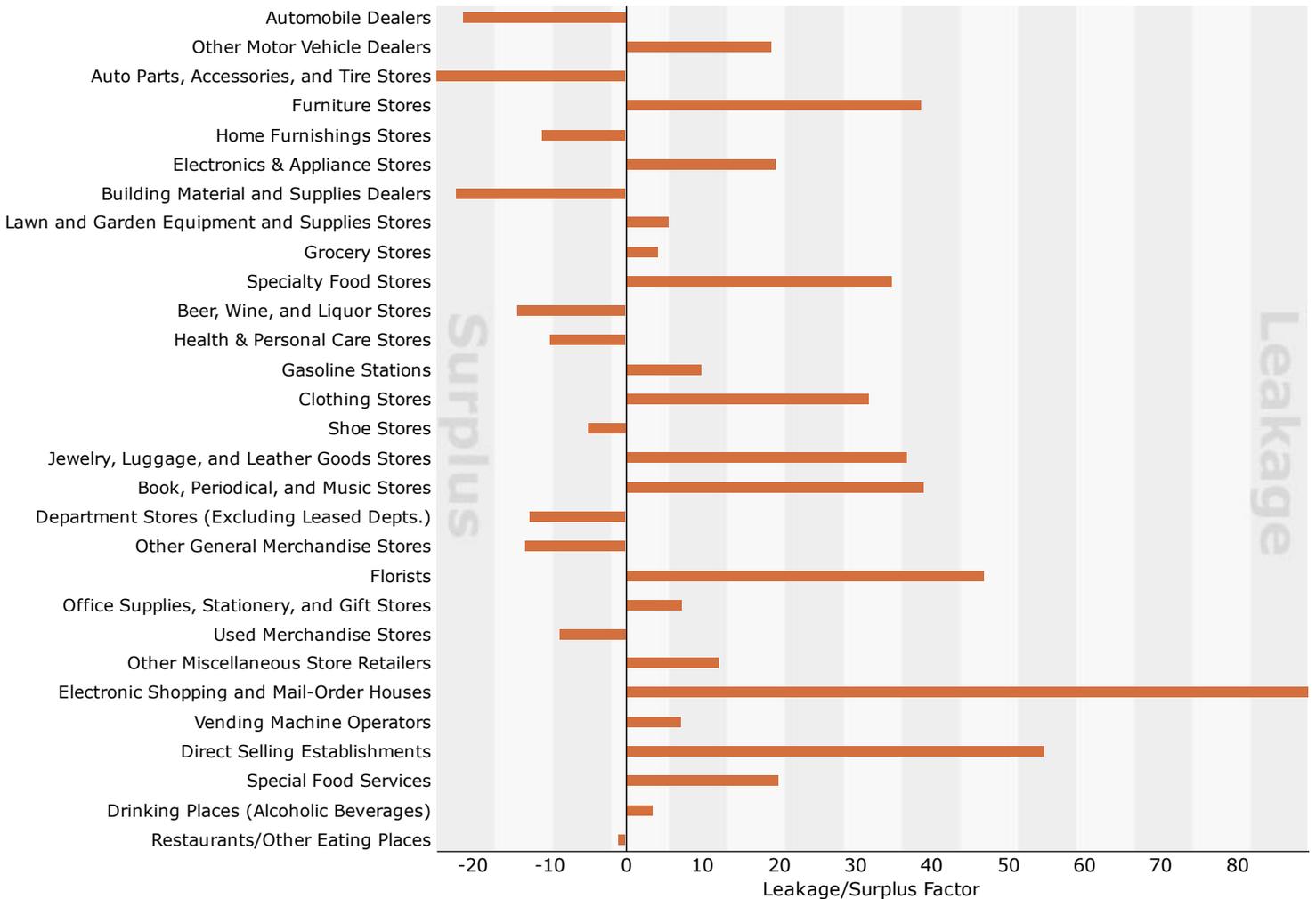
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Westwood Village
2700 W 4700 S, Salt Lake City, Utah, 84129
Ring: 5 mile radius

City Of Taylorsville
Latitude: 40.66767
Longitude: -111.95806

Summary Demographics

2019 Population	379,169
2019 Households	120,045
2019 Median Disposable Income	\$51,589
2019 Per Capita Income	\$23,757

2017 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	\$3,884,796,718	\$7,861,500,075	-\$3,976,703,357	-33.9	2,518
Total Retail Trade	44-45	\$3,500,967,549	\$7,354,709,565	-\$3,853,742,016	-35.5	1,878
Total Food & Drink	722	\$383,829,169	\$506,790,509	-\$122,961,340	-13.8	641

2017 Industry Group

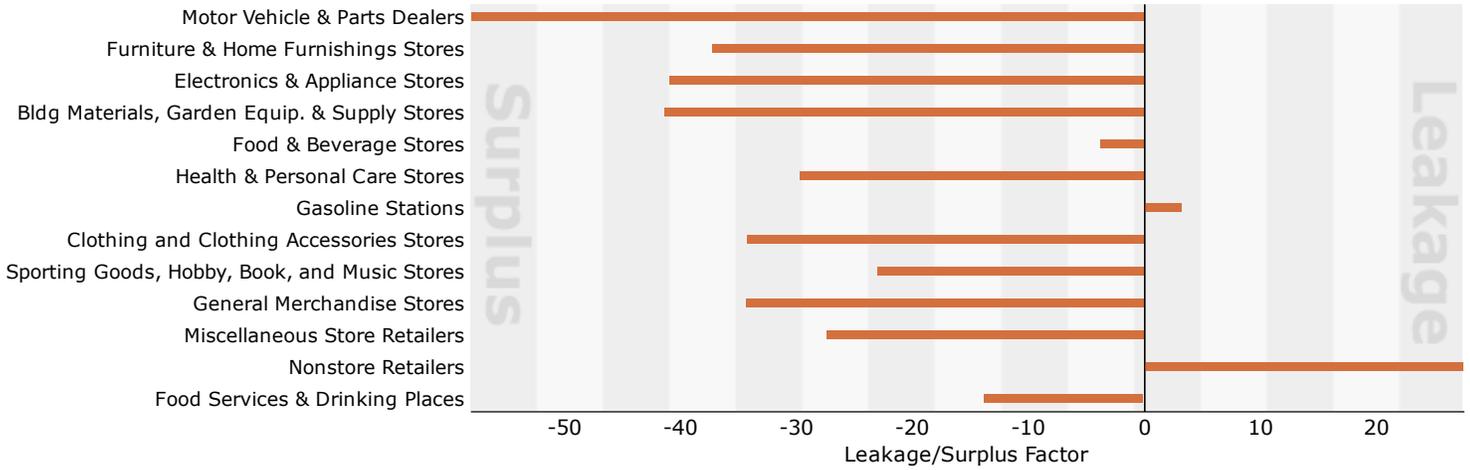
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$739,099,774	\$2,791,361,426	-\$2,052,261,652	-58.1	318
Automobile Dealers	4411	\$611,336,836	\$2,424,165,490	-\$1,812,828,654	-59.7	147
Other Motor Vehicle Dealers	4412	\$66,364,323	\$186,815,024	-\$120,450,701	-47.6	45
Auto Parts, Accessories & Tire Stores	4413	\$61,398,615	\$180,380,911	-\$118,982,296	-49.2	125
Furniture & Home Furnishings Stores	442	\$108,583,250	\$237,875,245	-\$129,291,995	-37.3	134
Furniture Stores	4421	\$71,000,887	\$126,003,709	-\$55,002,822	-27.9	56
Home Furnishings Stores	4422	\$37,582,363	\$111,871,536	-\$74,289,173	-49.7	79
Electronics & Appliance Stores	443	\$124,165,447	\$296,640,069	-\$172,474,622	-41.0	92
Bldg Materials, Garden Equip. & Supply Stores	444	\$216,951,574	\$523,020,058	-\$306,068,484	-41.4	232
Bldg Material & Supplies Dealers	4441	\$202,655,109	\$504,196,695	-\$301,541,586	-42.7	200
Lawn & Garden Equip & Supply Stores	4442	\$14,296,465	\$18,823,362	-\$4,526,897	-13.7	32
Food & Beverage Stores	445	\$585,392,909	\$631,385,533	-\$45,992,624	-3.8	174
Grocery Stores	4451	\$523,977,438	\$529,182,687	-\$5,205,249	-0.5	126
Specialty Food Stores	4452	\$39,151,991	\$75,690,739	-\$36,538,748	-31.8	38
Beer, Wine & Liquor Stores	4453	\$22,263,481	\$26,512,107	-\$4,248,626	-8.7	9
Health & Personal Care Stores	446,4461	\$157,391,982	\$291,282,427	-\$133,890,445	-29.8	148
Gasoline Stations	447,4471	\$389,829,490	\$365,109,439	\$24,720,051	3.3	75
Clothing & Clothing Accessories Stores	448	\$173,102,446	\$354,170,270	-\$181,067,824	-34.3	224
Clothing Stores	4481	\$120,876,818	\$268,951,138	-\$148,074,320	-38.0	153
Shoe Stores	4482	\$19,722,249	\$33,376,712	-\$13,654,463	-25.7	28
Jewelry, Luggage & Leather Goods Stores	4483	\$32,503,379	\$51,842,419	-\$19,339,040	-22.9	42
Sporting Goods, Hobby, Book & Music Stores	451	\$147,348,620	\$235,546,901	-\$88,198,281	-23.0	130
Sporting Goods/Hobby/Musical Instr Stores	4511	\$130,612,967	\$206,038,435	-\$75,425,468	-22.4	115
Book, Periodical & Music Stores	4512	\$16,735,653	\$29,508,466	-\$12,772,813	-27.6	16
General Merchandise Stores	452	\$655,136,113	\$1,341,929,476	-\$686,793,363	-34.4	95
Department Stores Excluding Leased Depts.	4521	\$386,270,164	\$795,075,488	-\$408,805,324	-34.6	35
Other General Merchandise Stores	4529	\$268,865,949	\$546,853,988	-\$277,988,039	-34.1	60
Miscellaneous Store Retailers	453	\$143,145,347	\$251,866,334	-\$108,720,987	-27.5	225
Florists	4531	\$4,919,869	\$5,375,997	-\$456,128	-4.4	19
Office Supplies, Stationery & Gift Stores	4532	\$30,790,245	\$59,193,262	-\$28,403,017	-31.6	60
Used Merchandise Stores	4533	\$17,833,759	\$38,503,399	-\$20,669,640	-36.7	26
Other Miscellaneous Store Retailers	4539	\$89,601,474	\$148,793,676	-\$59,192,202	-24.8	120
Nonstore Retailers	454	\$60,820,596	\$34,522,388	\$26,298,208	27.6	29
Electronic Shopping & Mail-Order Houses	4541	\$54,891,669	\$19,770,276	\$35,121,393	47.0	13
Vending Machine Operators	4542	\$1,482,389	\$3,413,390	-\$1,931,001	-39.4	5
Direct Selling Establishments	4543	\$4,446,538	\$11,338,722	-\$6,892,184	-43.7	11
Food Services & Drinking Places	722	\$383,829,169	\$506,790,509	-\$122,961,340	-13.8	641
Special Food Services	7223	\$6,994,911	\$5,634,132	\$1,360,779	10.8	18
Drinking Places - Alcoholic Beverages	7224	\$11,551,591	\$13,609,472	-\$2,057,881	-8.2	26
Restaurants/Other Eating Places	7225	\$365,282,667	\$487,546,905	-\$122,264,238	-14.3	597

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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

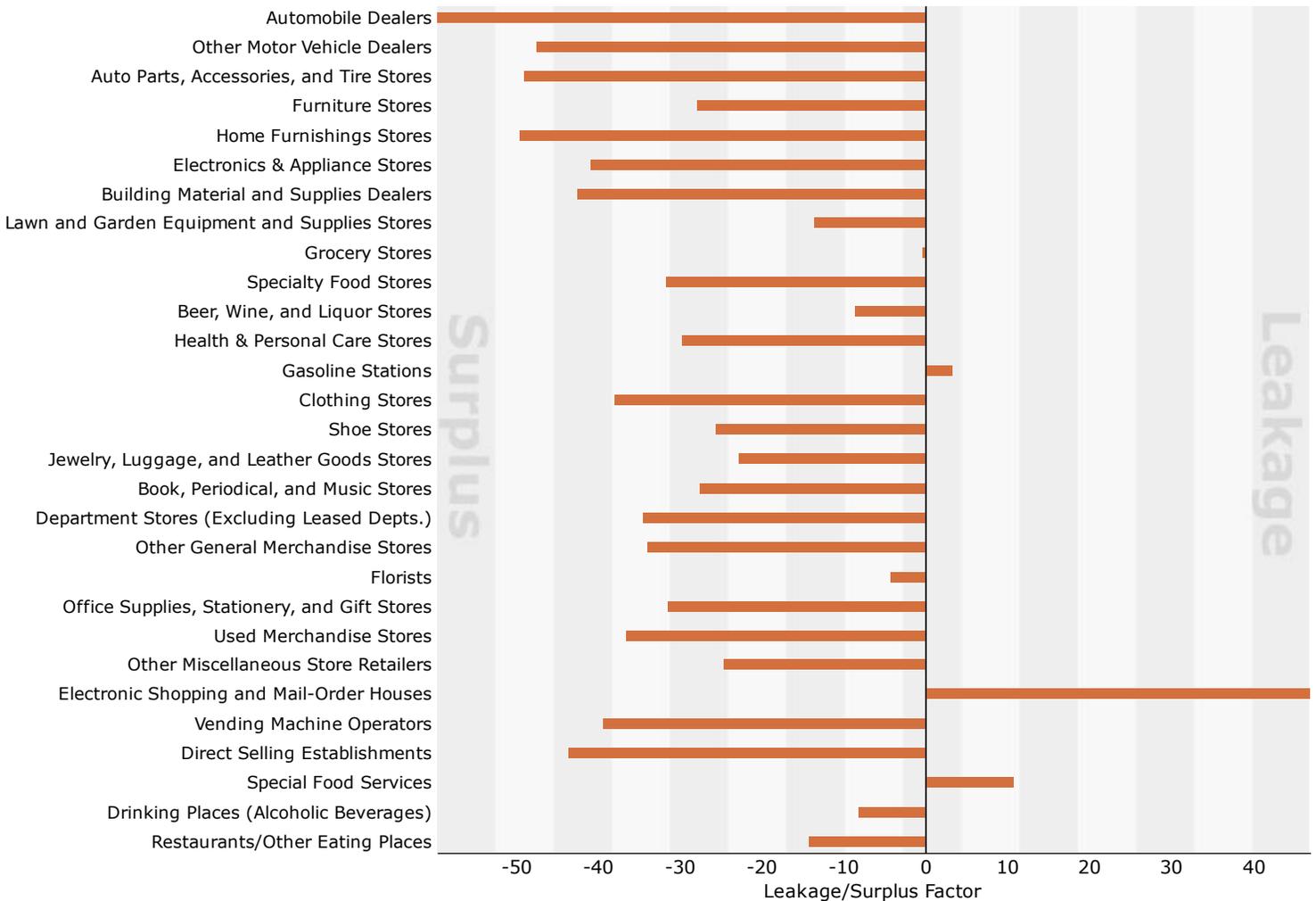
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