



# Retail MarketPlace Profile

West Point  
3855 W 5400 S, Salt Lake City, Utah, 84129  
Ring: 1 mile radius

City Of Taylorsville  
Latitude: 40.65275  
Longitude: -111.98213

## Summary Demographics

2019 Population	22,136
2019 Households	6,414
2019 Median Disposable Income	\$52,219
2019 Per Capita Income	\$21,196

## 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	\$205,210,482	\$119,510,347	\$85,700,135	26.4	80
Total Retail Trade	44-45	\$185,096,583	\$102,918,617	\$82,177,966	28.5	52
Total Food & Drink	722	\$20,113,899	\$16,591,730	\$3,522,169	9.6	28

## 2017 Industry Group

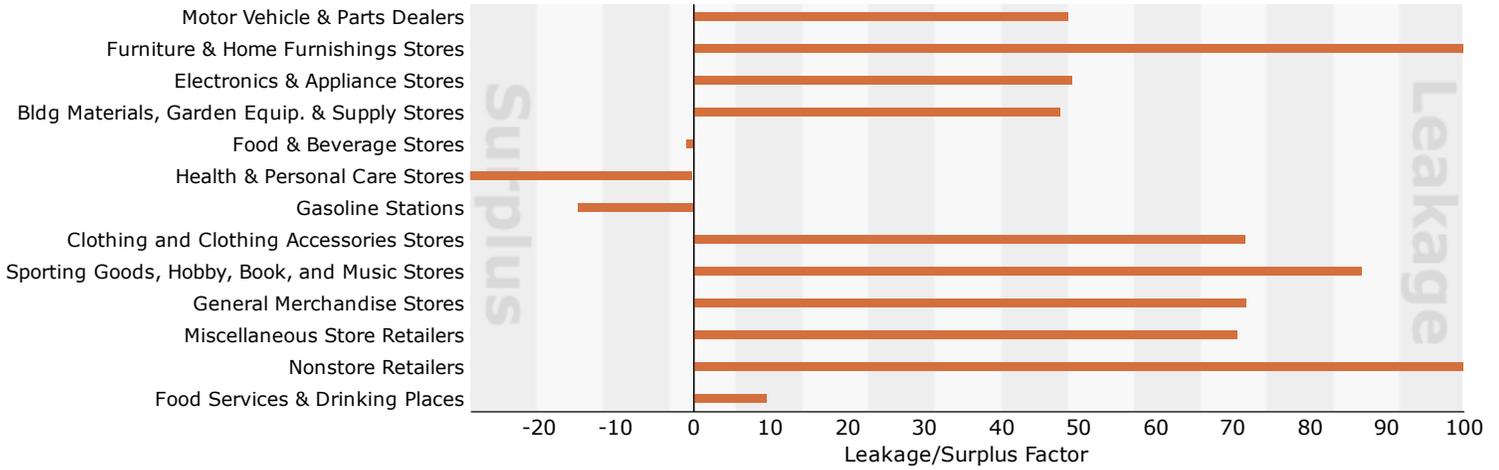
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$39,136,264	\$13,477,378	\$25,658,886	48.8	7
Automobile Dealers	4411	\$32,290,033	\$0	\$32,290,033	100.0	0
Other Motor Vehicle Dealers	4412	\$3,577,041	\$0	\$3,577,041	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,269,190	\$13,477,378	-\$10,208,188	-61.0	7
Furniture & Home Furnishings Stores	442	\$5,844,384	\$0	\$5,844,384	100.0	0
Furniture Stores	4421	\$3,738,165	\$0	\$3,738,165	100.0	0
Home Furnishings Stores	4422	\$2,106,220	\$0	\$2,106,220	100.0	0
Electronics & Appliance Stores	443	\$6,624,756	\$2,257,348	\$4,367,408	49.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$12,209,727	\$4,307,220	\$7,902,507	47.8	10
Bldg Material & Supplies Dealers	4441	\$11,425,553	\$4,186,036	\$7,239,517	46.4	9
Lawn & Garden Equip & Supply Stores	4442	\$784,174	\$121,184	\$662,990	73.2	1
Food & Beverage Stores	445	\$30,488,296	\$31,118,622	-\$630,326	-1.0	12
Grocery Stores	4451	\$27,289,478	\$21,770,168	\$5,519,310	11.3	9
Specialty Food Stores	4452	\$2,027,560	\$339,928	\$1,687,632	71.3	1
Beer, Wine & Liquor Stores	4453	\$1,171,258	\$9,008,526	-\$7,837,268	-77.0	2
Health & Personal Care Stores	446,4461	\$8,430,248	\$15,284,711	-\$6,854,463	-28.9	6
Gasoline Stations	447,4471	\$20,354,216	\$27,516,071	-\$7,161,855	-15.0	6
Clothing & Clothing Accessories Stores	448	\$9,111,449	\$1,494,049	\$7,617,400	71.8	4
Clothing Stores	4481	\$6,332,497	\$1,494,049	\$4,838,448	61.8	4
Shoe Stores	4482	\$1,029,187	\$0	\$1,029,187	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,749,765	\$0	\$1,749,765	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,778,999	\$547,573	\$7,231,426	86.8	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,915,574	\$547,573	\$6,368,001	85.3	1
Book, Periodical & Music Stores	4512	\$863,425	\$0	\$863,425	100.0	0
General Merchandise Stores	452	\$34,343,552	\$5,623,137	\$28,720,415	71.9	1
Department Stores Excluding Leased Depts.	4521	\$20,336,055	\$0	\$20,336,055	100.0	0
Other General Merchandise Stores	4529	\$14,007,497	\$5,623,137	\$8,384,360	42.7	1
Miscellaneous Store Retailers	453	\$7,536,433	\$1,292,508	\$6,243,925	70.7	4
Florists	4531	\$275,530	\$62,018	\$213,512	63.3	1
Office Supplies, Stationery & Gift Stores	4532	\$1,637,985	\$243,663	\$1,394,322	74.1	2
Used Merchandise Stores	4533	\$924,103	\$0	\$924,103	100.0	0
Other Miscellaneous Store Retailers	4539	\$4,698,815	\$986,827	\$3,711,988	65.3	1
Nonstore Retailers	454	\$3,238,259	\$0	\$3,238,259	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$2,927,471	\$0	\$2,927,471	100.0	0
Vending Machine Operators	4542	\$76,913	\$0	\$76,913	100.0	0
Direct Selling Establishments	4543	\$233,875	\$0	\$233,875	100.0	0
Food Services & Drinking Places	722	\$20,113,899	\$16,591,730	\$3,522,169	9.6	28
Special Food Services	7223	\$367,999	\$633,201	-\$265,202	-26.5	3
Drinking Places - Alcoholic Beverages	7224	\$595,226	\$0	\$595,226	100.0	0
Restaurants/Other Eating Places	7225	\$19,150,675	\$15,958,529	\$3,192,146	9.1	25

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>

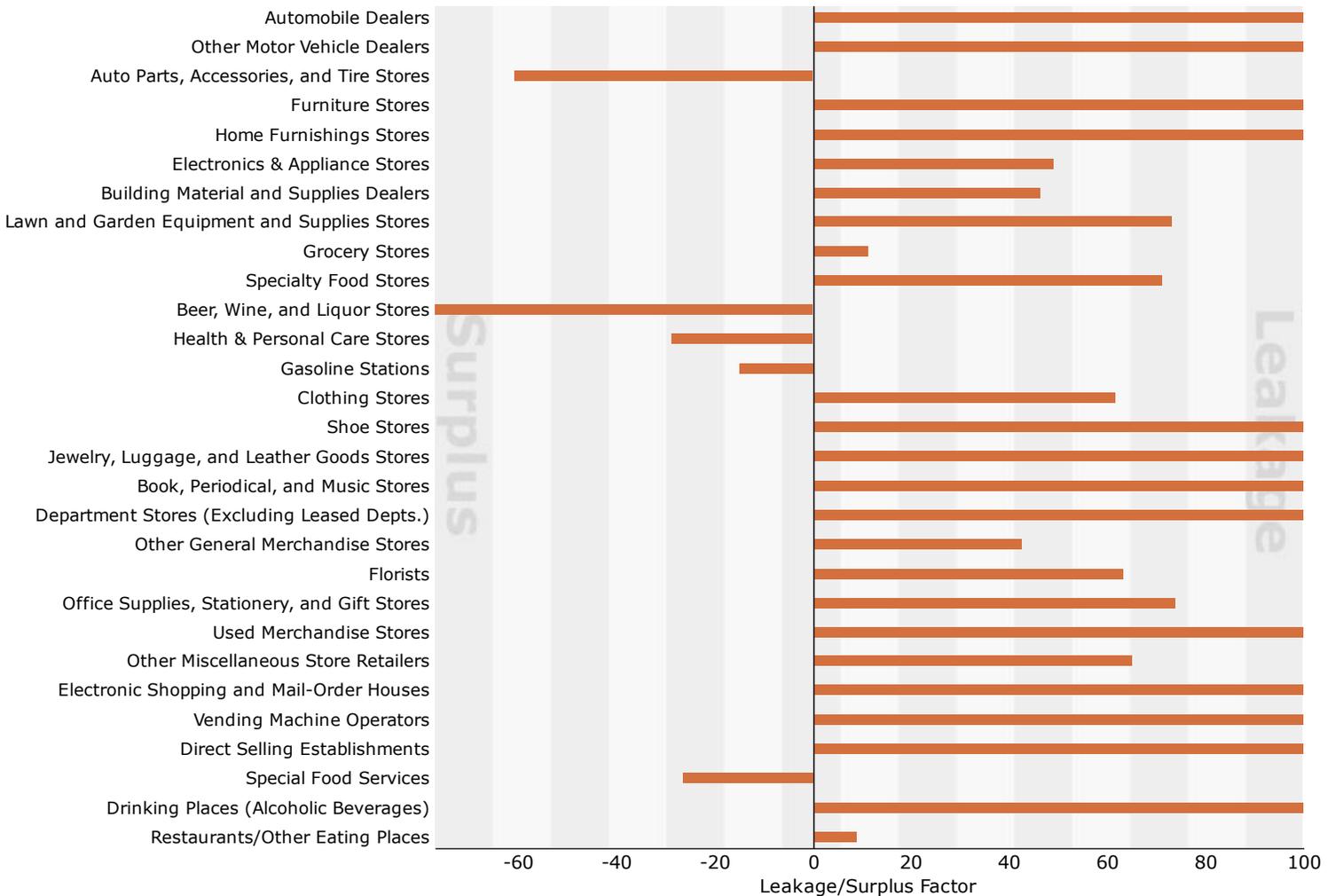
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June 28, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

West Point  
3855 W 5400 S, Salt Lake City, Utah, 84129  
Ring: 3 mile radius

City Of Taylorsville  
Latitude: 40.65275  
Longitude: -111.98213

## Summary Demographics

2019 Population	171,526
2019 Households	50,166
2019 Median Disposable Income	\$55,584
2019 Per Capita Income	\$23,876

## 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	\$1,791,265,943	\$1,649,392,415	\$141,873,528	4.1	533
Total Retail Trade	44-45	\$1,614,794,439	\$1,501,585,094	\$113,209,345	3.6	360
Total Food & Drink	722	\$176,471,503	\$147,807,321	\$28,664,182	8.8	174

## 2017 Industry Group

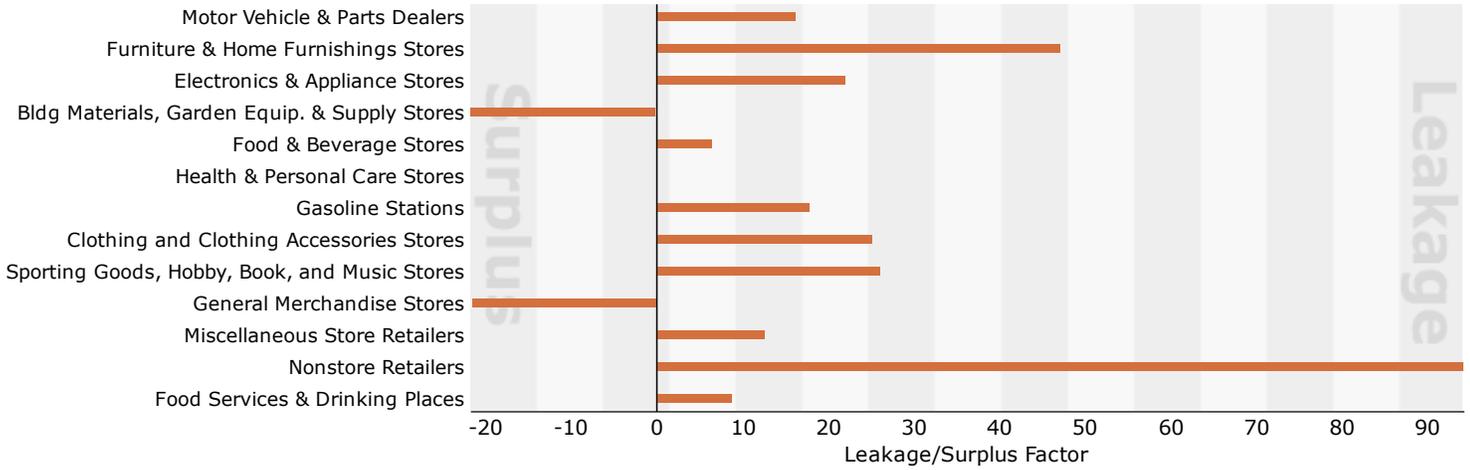
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$341,115,684	\$245,595,387	\$95,520,297	16.3	24
Automobile Dealers	4411	\$281,632,994	\$202,229,838	\$79,403,156	16.4	6
Other Motor Vehicle Dealers	4412	\$31,085,318	\$21,011,587	\$10,073,731	19.3	3
Auto Parts, Accessories & Tire Stores	4413	\$28,397,372	\$22,353,962	\$6,043,410	11.9	15
Furniture & Home Furnishings Stores	442	\$50,719,349	\$18,134,640	\$32,584,709	47.3	19
Furniture Stores	4421	\$32,660,189	\$3,129,341	\$29,530,848	82.5	4
Home Furnishings Stores	4422	\$18,059,159	\$15,005,300	\$3,053,859	9.2	15
Electronics & Appliance Stores	443	\$57,647,790	\$36,750,864	\$20,896,926	22.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$104,854,226	\$163,206,567	-\$58,352,341	-21.8	55
Bldg Material & Supplies Dealers	4441	\$98,057,737	\$160,292,520	-\$62,234,783	-24.1	48
Lawn & Garden Equip & Supply Stores	4442	\$6,796,488	\$2,914,047	\$3,882,441	40.0	7
Food & Beverage Stores	445	\$266,963,063	\$234,441,422	\$32,521,641	6.5	50
Grocery Stores	4451	\$238,936,778	\$203,868,337	\$35,068,441	7.9	40
Specialty Food Stores	4452	\$17,791,918	\$21,564,559	-\$3,772,641	-9.6	7
Beer, Wine & Liquor Stores	4453	\$10,234,366	\$9,008,526	\$1,225,840	6.4	2
Health & Personal Care Stores	446,4461	\$72,891,198	\$72,858,737	\$32,461	0.0	36
Gasoline Stations	447,4471	\$177,997,995	\$123,975,129	\$54,022,866	17.9	26
Clothing & Clothing Accessories Stores	448	\$79,853,226	\$47,621,557	\$32,231,669	25.3	31
Clothing Stores	4481	\$55,582,125	\$35,402,382	\$20,179,743	22.2	23
Shoe Stores	4482	\$9,059,181	\$10,885,358	-\$1,826,177	-9.2	5
Jewelry, Luggage & Leather Goods Stores	4483	\$15,211,920	\$1,333,817	\$13,878,103	83.9	3
Sporting Goods, Hobby, Book & Music Stores	451	\$68,084,014	\$39,809,694	\$28,274,320	26.2	28
Sporting Goods/Hobby/Musical Instr Stores	4511	\$60,483,451	\$32,685,913	\$27,797,538	29.8	25
Book, Periodical & Music Stores	4512	\$7,600,562	\$7,123,782	\$476,780	3.2	3
General Merchandise Stores	452	\$300,751,916	\$467,458,532	-\$166,706,616	-21.7	30
Department Stores Excluding Leased Depts.	4521	\$178,055,983	\$358,798,274	-\$180,742,291	-33.7	14
Other General Merchandise Stores	4529	\$122,695,934	\$108,660,258	\$14,035,676	6.1	16
Miscellaneous Store Retailers	453	\$65,699,022	\$50,899,199	\$14,799,823	12.7	43
Florists	4531	\$2,373,512	\$798,010	\$1,575,502	49.7	7
Office Supplies, Stationery & Gift Stores	4532	\$14,285,123	\$6,123,957	\$8,161,166	40.0	7
Used Merchandise Stores	4533	\$8,127,868	\$3,608,695	\$4,519,173	38.5	3
Other Miscellaneous Store Retailers	4539	\$40,912,518	\$40,368,537	\$543,981	0.7	26
Nonstore Retailers	454	\$28,216,956	\$833,364	\$27,383,592	94.3	5
Electronic Shopping & Mail-Order Houses	4541	\$25,475,719	\$0	\$25,475,719	100.0	0
Vending Machine Operators	4542	\$675,080	\$515,387	\$159,693	13.4	2
Direct Selling Establishments	4543	\$2,066,157	\$317,977	\$1,748,180	73.3	3
Food Services & Drinking Places	722	\$176,471,503	\$147,807,321	\$28,664,182	8.8	174
Special Food Services	7223	\$3,243,873	\$633,201	\$2,610,672	67.3	3
Drinking Places - Alcoholic Beverages	7224	\$5,251,802	\$988,733	\$4,263,069	68.3	2
Restaurants/Other Eating Places	7225	\$167,975,828	\$146,185,387	\$21,790,441	6.9	169

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>

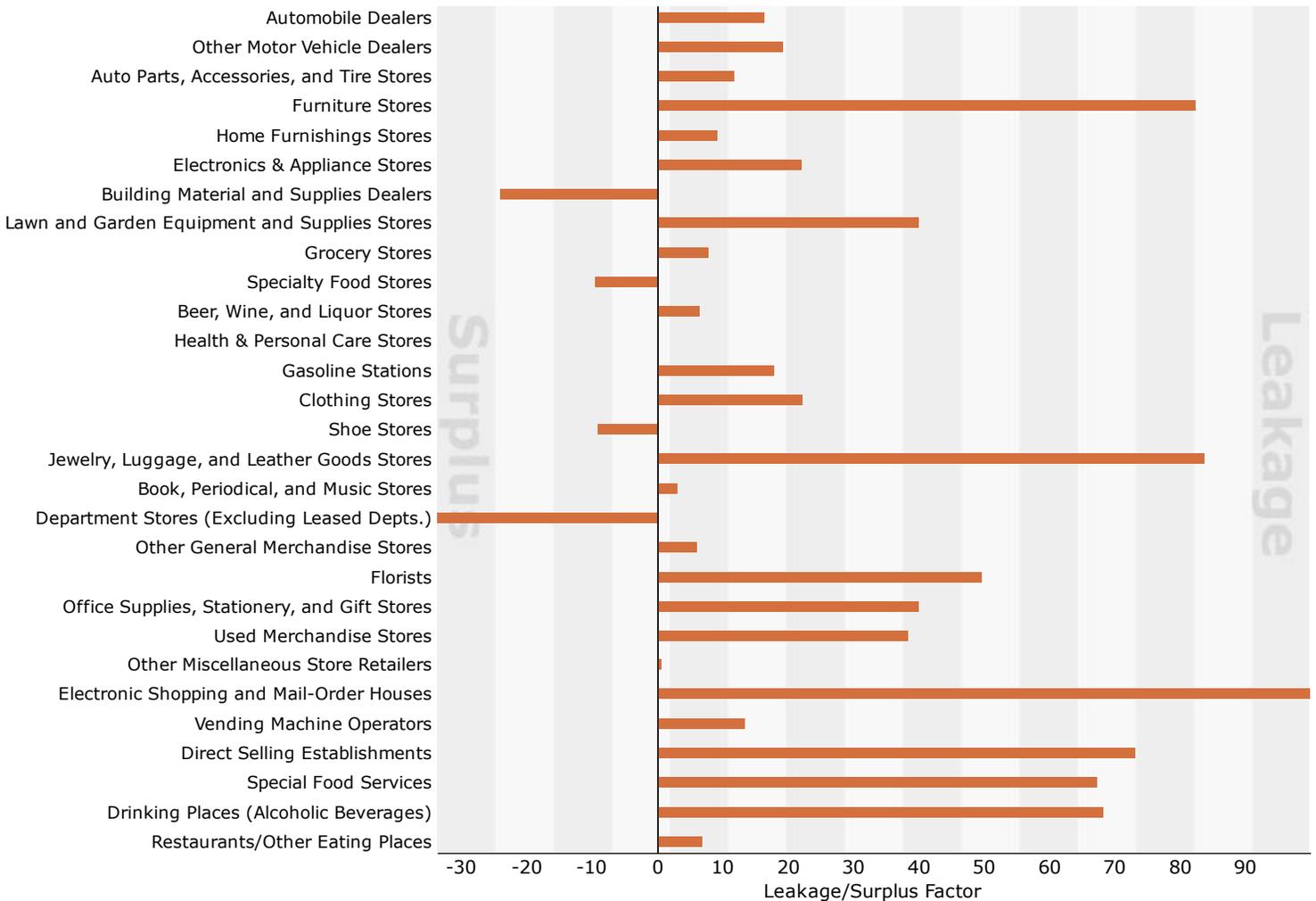
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June 28, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

West Point  
3855 W 5400 S, Salt Lake City, Utah, 84129  
Ring: 5 mile radius

City Of Taylorsville  
Latitude: 40.65275  
Longitude: -111.98213

## Summary Demographics

2019 Population	370,777
2019 Households	110,423
2019 Median Disposable Income	\$54,011
2019 Per Capita Income	\$23,607

## 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	\$3,723,994,724	\$4,959,332,072	-\$1,235,337,348	-14.2	1,690
Total Retail Trade	44-45	\$3,355,846,031	\$4,589,942,218	-\$1,234,096,187	-15.5	1,218
Total Food & Drink	722	\$368,148,693	\$369,389,853	-\$1,241,160	-0.2	472

## 2017 Industry Group

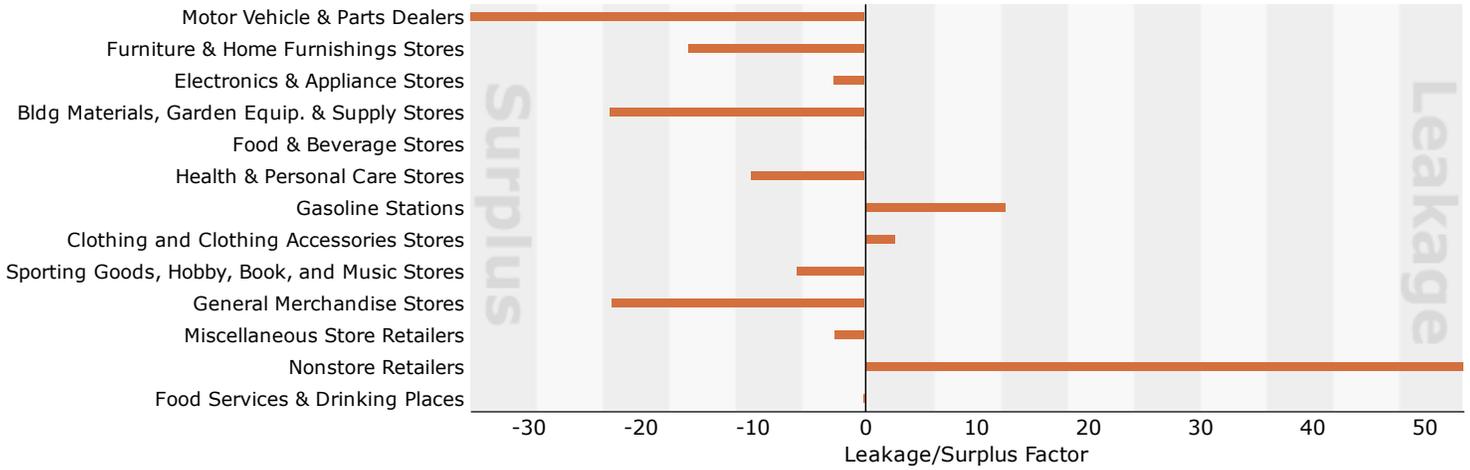
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$709,054,226	\$1,479,812,599	-\$770,758,373	-35.2	170
Automobile Dealers	4411	\$585,996,210	\$1,288,114,448	-\$702,118,238	-37.5	72
Other Motor Vehicle Dealers	4412	\$64,213,996	\$92,087,953	-\$27,873,957	-17.8	25
Auto Parts, Accessories & Tire Stores	4413	\$58,844,020	\$99,610,199	-\$40,766,179	-25.7	74
Furniture & Home Furnishings Stores	442	\$104,927,261	\$144,232,606	-\$39,305,345	-15.8	84
Furniture Stores	4421	\$68,084,625	\$77,564,113	-\$9,479,488	-6.5	35
Home Furnishings Stores	4422	\$36,842,636	\$66,668,492	-\$29,825,856	-28.8	49
Electronics & Appliance Stores	443	\$119,483,997	\$126,268,080	-\$6,784,083	-2.8	50
Bldg Materials, Garden Equip. & Supply Stores	444	\$213,204,822	\$338,947,533	-\$125,742,711	-22.8	154
Bldg Material & Supplies Dealers	4441	\$199,360,104	\$323,429,644	-\$124,069,540	-23.7	130
Lawn & Garden Equip & Supply Stores	4442	\$13,844,718	\$15,517,889	-\$1,673,171	-5.7	24
Food & Beverage Stores	445	\$557,277,011	\$555,945,904	\$1,331,107	0.1	126
Grocery Stores	4451	\$498,776,559	\$482,266,958	\$16,509,601	1.7	94
Specialty Food Stores	4452	\$37,217,343	\$52,042,339	-\$14,824,996	-16.6	26
Beer, Wine & Liquor Stores	4453	\$21,283,109	\$21,636,607	-\$353,498	-0.8	6
Health & Personal Care Stores	446,4461	\$150,580,982	\$184,766,848	-\$34,185,866	-10.2	96
Gasoline Stations	447,4471	\$371,563,826	\$287,636,717	\$83,927,109	12.7	64
Clothing & Clothing Accessories Stores	448	\$166,196,577	\$157,015,833	\$9,180,744	2.8	132
Clothing Stores	4481	\$115,879,680	\$106,538,053	\$9,341,627	4.2	81
Shoe Stores	4482	\$18,940,182	\$23,557,147	-\$4,616,965	-10.9	21
Jewelry, Luggage & Leather Goods Stores	4483	\$31,376,715	\$26,920,633	\$4,456,082	7.6	30
Sporting Goods, Hobby, Book & Music Stores	451	\$141,647,579	\$160,122,740	-\$18,475,161	-6.1	100
Sporting Goods/Hobby/Musical Instr Stores	4511	\$125,714,203	\$143,938,509	-\$18,224,306	-6.8	92
Book, Periodical & Music Stores	4512	\$15,933,376	\$16,184,231	-\$250,855	-0.8	9
General Merchandise Stores	452	\$626,821,952	\$993,305,720	-\$366,483,768	-22.6	73
Department Stores Excluding Leased Depts.	4521	\$370,638,441	\$562,128,088	-\$191,489,647	-20.5	26
Other General Merchandise Stores	4529	\$256,183,512	\$431,177,632	-\$174,994,120	-25.5	46
Miscellaneous Store Retailers	453	\$136,720,252	\$144,209,818	-\$7,489,566	-2.7	148
Florists	4531	\$4,813,950	\$5,519,810	-\$705,860	-6.8	17
Office Supplies, Stationery & Gift Stores	4532	\$29,649,953	\$28,990,422	\$659,531	1.1	34
Used Merchandise Stores	4533	\$17,018,870	\$31,307,481	-\$14,288,611	-29.6	19
Other Miscellaneous Store Retailers	4539	\$85,237,479	\$78,392,105	\$6,845,374	4.2	79
Nonstore Retailers	454	\$58,367,547	\$17,677,822	\$40,689,725	53.5	19
Electronic Shopping & Mail-Order Houses	4541	\$52,790,628	\$13,137,078	\$39,653,550	60.1	9
Vending Machine Operators	4542	\$1,411,771	\$2,115,462	-\$703,691	-20.0	4
Direct Selling Establishments	4543	\$4,165,148	\$2,425,282	\$1,739,866	26.4	6
Food Services & Drinking Places	722	\$368,148,693	\$369,389,853	-\$1,241,160	-0.2	472
Special Food Services	7223	\$6,756,475	\$4,129,955	\$2,626,520	24.1	11
Drinking Places - Alcoholic Beverages	7224	\$11,005,367	\$9,887,903	\$1,117,464	5.3	19
Restaurants/Other Eating Places	7225	\$350,386,851	\$355,371,995	-\$4,985,144	-0.7	442

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>

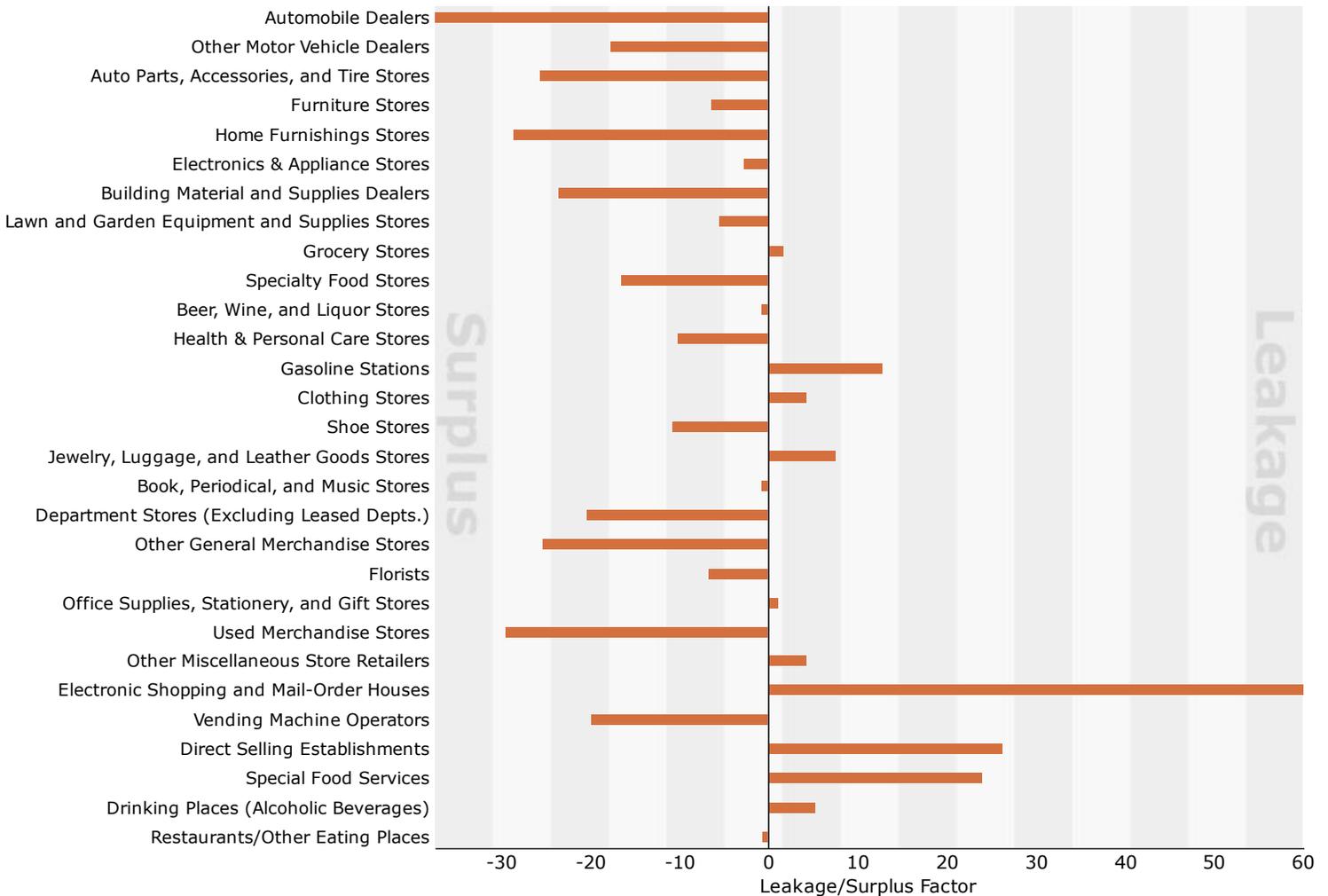
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June 28, 2019

## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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