



Retail MarketPlace Profile

Kamas City, UT
 Kamas City, UT (4939810)
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Summary Demographics						
2017 Population						2,083
2017 Households						689
2017 Median Disposable Income						\$55,416
2017 Per Capita Income						\$27,843
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	\$27,461,481	\$35,404,551	-\$7,943,070	-12.6	22
Total Retail Trade	44-45	\$24,753,039	\$31,109,901	-\$6,356,862	-11.4	16
Total Food & Drink	722	\$2,708,442	\$4,294,650	-\$1,586,208	-22.7	6
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,262,454	\$3,155,871	\$2,106,583	25.0	4
Automobile Dealers	4411	\$4,342,717	\$868,736	\$3,473,981	66.7	1
Other Motor Vehicle Dealers	4412	\$488,530	\$1,700,603	-\$1,212,073	-55.4	1
Auto Parts, Accessories & Tire Stores	4413	\$431,207	\$586,532	-\$155,325	-15.3	2
Furniture & Home Furnishings Stores	442	\$783,856	\$0	\$783,856	100.0	0
Furniture Stores	4421	\$498,866	\$0	\$498,866	100.0	0
Home Furnishings Stores	4422	\$284,990	\$0	\$284,990	100.0	0
Electronics & Appliance Stores	443	\$869,876	\$0	\$869,876	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,675,456	\$1,769,091	-\$93,635	-2.7	1
Bldg Material & Supplies Dealers	4441	\$1,564,705	\$1,769,091	-\$204,386	-6.1	1
Lawn & Garden Equip & Supply Stores	4442	\$110,751	\$0	\$110,751	100.0	0
Food & Beverage Stores	445	\$4,051,248	\$354,913	\$3,696,335	83.9	1
Grocery Stores	4451	\$3,626,064	\$0	\$3,626,064	100.0	0
Specialty Food Stores	4452	\$268,942	\$0	\$268,942	100.0	0
Beer, Wine & Liquor Stores	4453	\$156,242	\$354,913	-\$198,671	-38.9	1
Health & Personal Care Stores	446,4461	\$1,121,021	\$719,164	\$401,857	21.8	1
Gasoline Stations	447,4471	\$2,681,340	\$22,385,664	-\$19,704,324	-78.6	3
Clothing & Clothing Accessories Stores	448	\$1,215,611	\$952,895	\$262,716	12.1	1
Clothing Stores	4481	\$848,130	\$952,895	-\$104,765	-5.8	1
Shoe Stores	4482	\$139,189	\$0	\$139,189	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$228,292	\$0	\$228,292	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,044,775	\$306,681	\$738,094	54.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$929,964	\$306,681	\$623,283	50.4	1
Book, Periodical & Music Stores	4512	\$114,811	\$0	\$114,811	100.0	0
General Merchandise Stores	452	\$4,598,864	\$1,220,911	\$3,377,953	58.0	2
Department Stores Excluding Leased Depts.	4521	\$2,731,974	\$0	\$2,731,974	100.0	0
Other General Merchandise Stores	4529	\$1,866,890	\$1,220,911	\$645,979	20.9	2
Miscellaneous Store Retailers	453	\$1,015,608	\$244,711	\$770,897	61.2	2
Florists	4531	\$39,216	\$89,080	-\$49,864	-38.9	1
Office Supplies, Stationery & Gift Stores	4532	\$219,522	\$155,631	\$63,891	17.0	1
Used Merchandise Stores	4533	\$123,410	\$0	\$123,410	100.0	0
Other Miscellaneous Store Retailers	4539	\$633,460	\$0	\$633,460	100.0	0
Nonstore Retailers	454	\$432,930	\$0	\$432,930	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$391,161	\$0	\$391,161	100.0	0
Vending Machine Operators	4542	\$10,243	\$0	\$10,243	100.0	0
Direct Selling Establishments	4543	\$31,526	\$0	\$31,526	100.0	0
Food Services & Drinking Places	722	\$2,708,442	\$4,294,650	-\$1,586,208	-22.7	6
Special Food Services	7223	\$51,872	\$0	\$51,872	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$80,978	\$0	\$80,978	100.0	0
Restaurants/Other Eating Places	7225	\$2,575,592	\$4,294,650	-\$1,719,058	-25.0	6

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>

Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

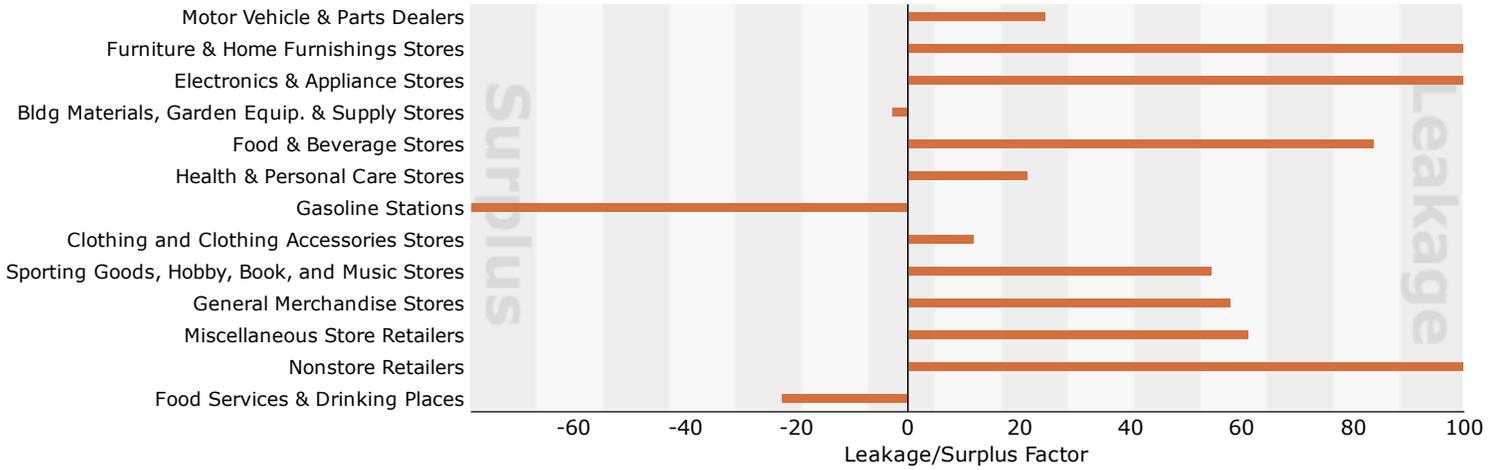


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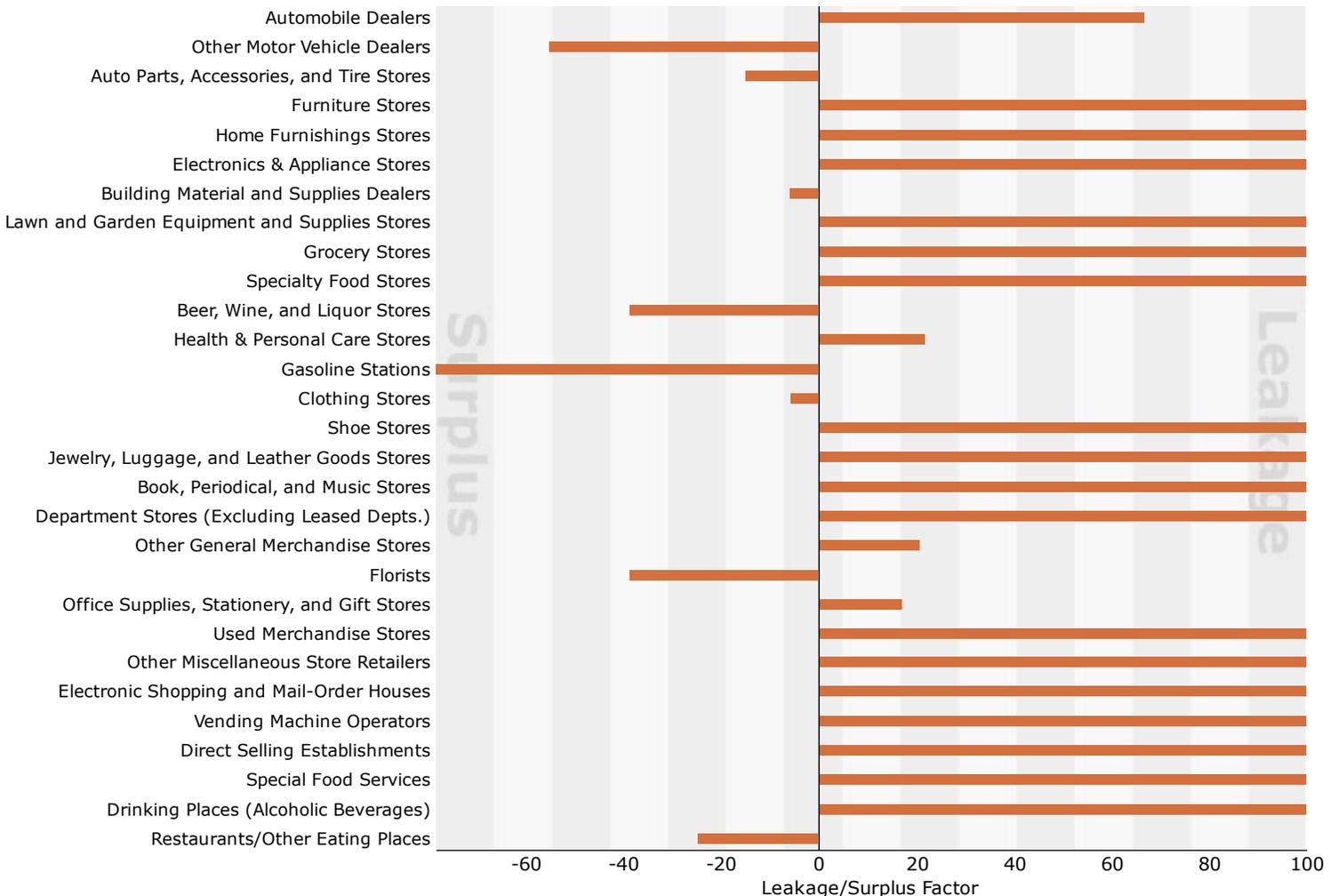
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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