



Retail MarketPlace Profile

Park City, UT
 Park City, UT (4958070)
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Summary Demographics						
2017 Population						8,320
2017 Households						3,160
2017 Median Disposable Income						\$72,920
2017 Per Capita Income						\$51,122
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	\$191,847,080	\$334,856,873	-\$143,009,793	-27.2	272
Total Retail Trade	44-45	\$172,286,230	\$232,157,343	-\$59,871,113	-14.8	163
Total Food & Drink	722	\$19,560,850	\$102,699,530	-\$83,138,680	-68.0	109
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$34,736,824	\$30,777,061	\$3,959,763	6.0	4
Automobile Dealers	4411	\$28,589,991	\$27,929,972	\$660,019	1.2	1
Other Motor Vehicle Dealers	4412	\$3,109,084	\$1,986,368	\$1,122,716	22.0	2
Auto Parts, Accessories & Tire Stores	4413	\$3,037,749	\$860,721	\$2,177,028	55.8	1
Furniture & Home Furnishings Stores	442	\$5,336,884	\$4,279,994	\$1,056,890	11.0	9
Furniture Stores	4421	\$3,463,044	\$2,151,840	\$1,311,204	23.4	3
Home Furnishings Stores	4422	\$1,873,840	\$2,128,154	-\$254,314	-6.4	6
Electronics & Appliance Stores	443	\$6,303,393	\$11,151,143	-\$4,847,750	-27.8	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,563,754	\$3,207,414	\$7,356,340	53.4	6
Bldg Material & Supplies Dealers	4441	\$9,813,351	\$3,207,414	\$6,605,937	50.7	6
Lawn & Garden Equip & Supply Stores	4442	\$750,403	\$0	\$750,403	100.0	0
Food & Beverage Stores	445	\$29,336,763	\$76,267,098	-\$46,930,335	-44.4	18
Grocery Stores	4451	\$26,183,418	\$63,013,972	-\$36,830,554	-41.3	9
Specialty Food Stores	4452	\$1,947,261	\$3,215,182	-\$1,267,921	-24.6	6
Beer, Wine & Liquor Stores	4453	\$1,206,084	\$10,037,944	-\$8,831,860	-78.5	3
Health & Personal Care Stores	446,4461	\$7,959,065	\$13,391,259	-\$5,432,194	-25.4	7
Gasoline Stations	447,4471	\$18,399,810	\$3,056,867	\$15,342,943	71.5	2
Clothing & Clothing Accessories Stores	448	\$9,155,893	\$53,332,321	-\$44,176,428	-70.7	45
Clothing Stores	4481	\$6,295,374	\$41,250,191	-\$34,954,817	-73.5	30
Shoe Stores	4482	\$980,636	\$3,186,581	-\$2,205,945	-52.9	4
Jewelry, Luggage & Leather Goods Stores	4483	\$1,879,883	\$8,895,549	-\$7,015,666	-65.1	11
Sporting Goods, Hobby, Book & Music Stores	451	\$7,478,496	\$19,307,740	-\$11,829,244	-44.2	26
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,621,258	\$18,395,745	-\$11,774,487	-47.1	25
Book, Periodical & Music Stores	4512	\$857,238	\$911,995	-\$54,757	-3.1	1
General Merchandise Stores	452	\$32,799,244	\$3,377,246	\$29,421,998	81.3	4
Department Stores Excluding Leased Depts.	4521	\$19,560,536	\$2,132,316	\$17,428,220	80.3	2
Other General Merchandise Stores	4529	\$13,238,708	\$1,244,930	\$11,993,778	82.8	2
Miscellaneous Store Retailers	453	\$7,058,239	\$10,828,749	-\$3,770,510	-21.1	36
Florists	4531	\$265,540	\$622,634	-\$357,094	-40.2	4
Office Supplies, Stationery & Gift Stores	4532	\$1,544,620	\$2,391,610	-\$846,990	-21.5	8
Used Merchandise Stores	4533	\$914,028	\$592,288	\$321,740	21.4	4
Other Miscellaneous Store Retailers	4539	\$4,334,051	\$7,222,217	-\$2,888,166	-25.0	20
Nonstore Retailers	454	\$3,157,865	\$3,180,451	-\$22,586	-0.4	1
Electronic Shopping & Mail-Order Houses	4541	\$2,788,894	\$3,180,451	-\$391,557	-6.6	1
Vending Machine Operators	4542	\$73,804	\$0	\$73,804	100.0	0
Direct Selling Establishments	4543	\$295,167	\$0	\$295,167	100.0	0
Food Services & Drinking Places	722	\$19,560,850	\$102,699,530	-\$83,138,680	-68.0	109
Special Food Services	7223	\$343,586	\$4,276,206	-\$3,932,620	-85.1	5
Drinking Places - Alcoholic Beverages	7224	\$617,322	\$6,606,033	-\$5,988,711	-82.9	9
Restaurants/Other Eating Places	7225	\$18,599,942	\$91,817,291	-\$73,217,349	-66.3	95

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.

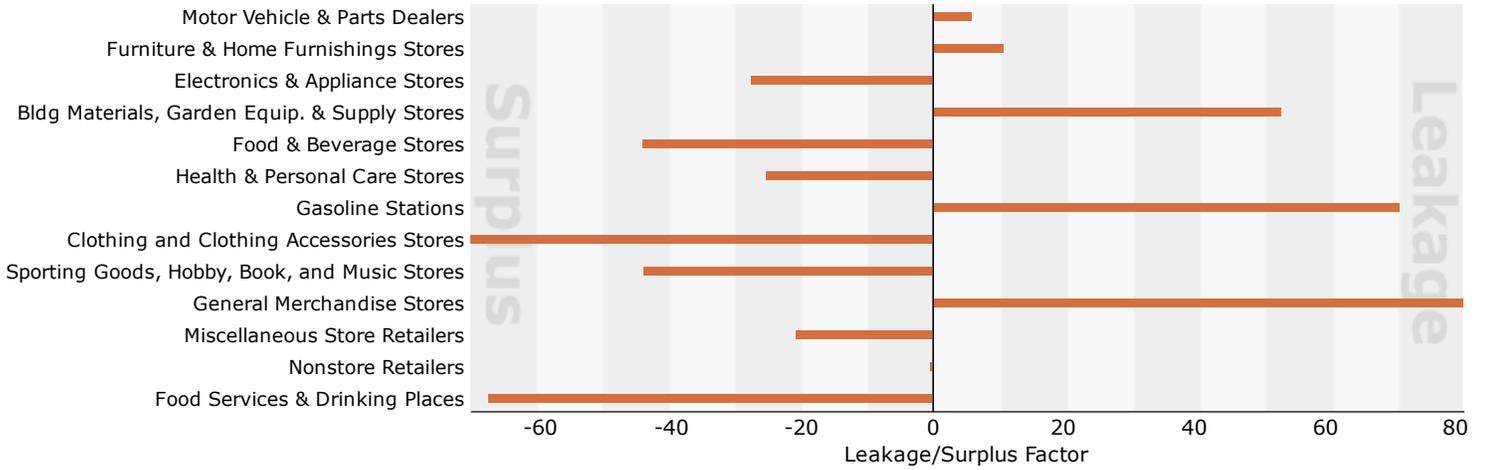


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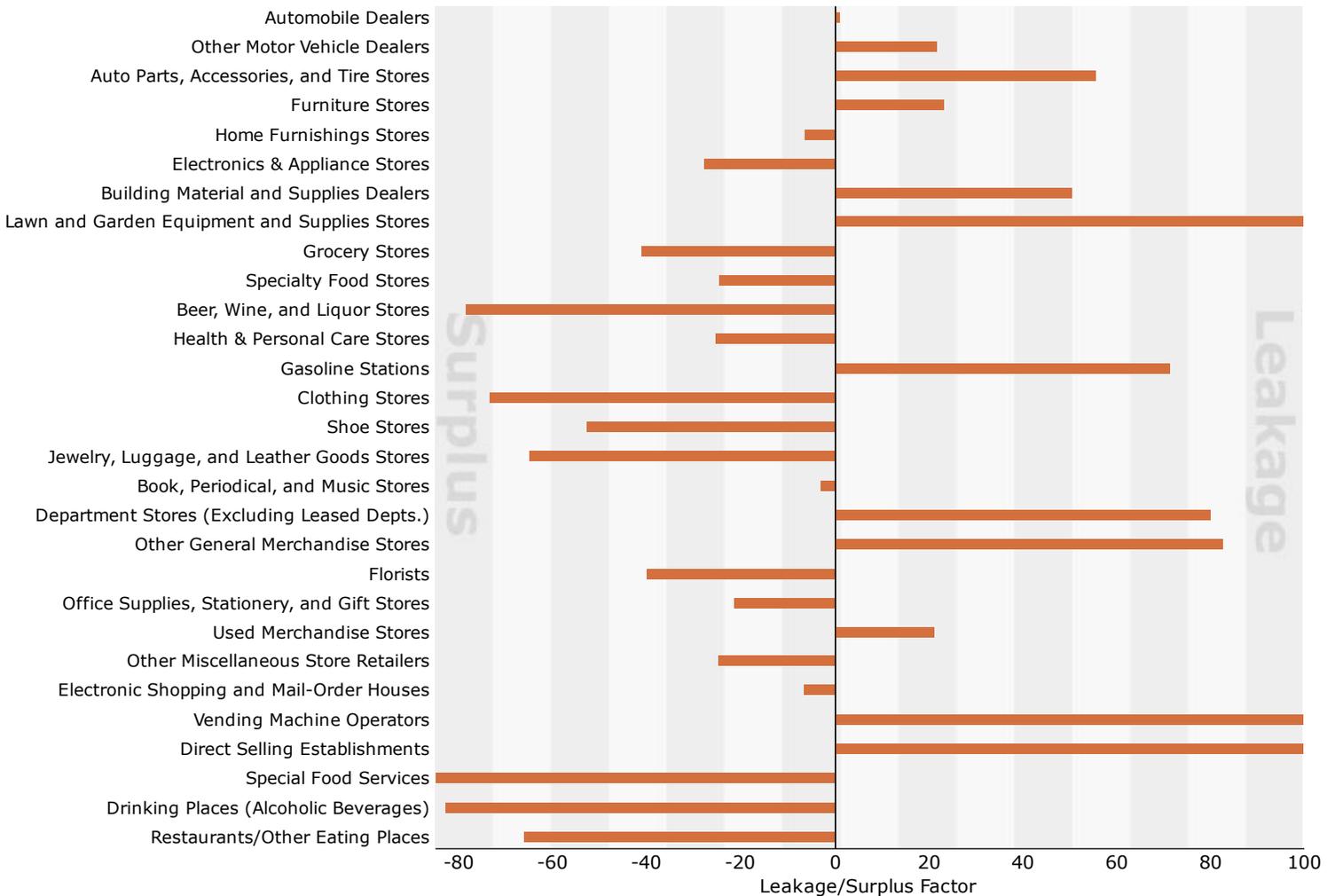
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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