



# Retail Market Potential

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

Prepared by Jeffrey B. Jones, AICP

<b>Demographic Summary</b>		<b>2017</b>	<b>2022</b>
Population		8,320	8,948
Population 18+		6,662	7,326
Households		3,160	3,387
Median Household Income		\$94,518	\$99,120

  

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	3,190	47.9%	100
Bought any women's clothing in last 12 months	2,915	43.8%	101
Bought clothing for child <13 years in last 6 months	1,484	22.3%	81
Bought any shoes in last 12 months	3,647	54.7%	102
Bought costume jewelry in last 12 months	1,253	18.8%	99
Bought any fine jewelry in last 12 months	1,190	17.9%	99
Bought a watch in last 12 months	1,007	15.1%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,539	80.3%	94
HH bought/leased new vehicle last 12 mo	333	10.5%	107
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	5,253	78.9%	93
Bought/changed motor oil in last 12 months	2,551	38.3%	79
Had tune-up in last 12 months	2,015	30.2%	106
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	4,613	69.2%	104
Drank regular cola in last 6 months	2,511	37.7%	85
Drank beer/ale in last 6 months	3,243	48.7%	115
<b>Cameras (Adults)</b>			
Own digital point & shoot camera/camcorder	1,557	23.4%	110
Own digital SLR camera/camcorder	606	9.1%	109
Printed digital photos in last 12 months	1,069	16.0%	116
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,241	33.6%	93
Have a smartphone	4,991	74.9%	112
Have a smartphone: Android phone (any brand)	1,995	29.9%	94
Have a smartphone: Apple iPhone	2,751	41.3%	135
Number of cell phones in household: 1	1,015	32.1%	100
Number of cell phones in household: 2	1,250	39.6%	105
Number of cell phones in household: 3+	791	25.0%	96
HH has cell phone only (no landline telephone)	1,360	43.0%	95
<b>Computers (Households)</b>			
HH owns a computer	2,621	82.9%	109
HH owns desktop computer	1,339	42.4%	99
HH owns laptop/notebook	1,986	62.8%	113
HH owns any Apple/Mac brand computer	778	24.6%	160
HH owns any PC/non-Apple brand computer	2,078	65.8%	99
HH purchased most recent computer in a store	1,220	38.6%	103
HH purchased most recent computer online	465	14.7%	113
Spent <\$500 on most recent home computer	417	13.2%	86
Spent \$500-\$999 on most recent home computer	595	18.8%	103
Spent \$1,000-\$1,499 on most recent home computer	364	11.5%	127
Spent \$1,500-\$1,999 on most recent home computer	162	5.1%	120
Spent \$2,000+ on most recent home computer	141	4.5%	125

**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2017 and 2022.



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<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	3,344	50.2%	101
Bought brewed coffee at convenience store in last 30 days	1,056	15.9%	102
Bought cigarettes at convenience store in last 30 days	510	7.7%	63
Bought gas at convenience store in last 30 days	1,575	23.6%	70
Spent at convenience store in last 30 days: <\$20	510	7.7%	97
Spent at convenience store in last 30 days: \$20-\$39	632	9.5%	104
Spent at convenience store in last 30 days: \$40-\$50	487	7.3%	97
Spent at convenience store in last 30 days: \$51-\$99	309	4.6%	100
Spent at convenience store in last 30 days: \$100+	1,085	16.3%	69
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	4,325	64.9%	110
Went to live theater in last 12 months	1,203	18.1%	139
Went to a bar/night club in last 12 months	1,357	20.4%	121
Dined out in last 12 months	3,434	51.5%	114
Gambled at a casino in last 12 months	1,029	15.4%	111
Visited a theme park in last 12 months	1,187	17.8%	100
Viewed movie (video-on-demand) in last 30 days	1,432	21.5%	117
Viewed TV show (video-on-demand) in last 30 days	1,133	17.0%	129
Watched any pay-per-view TV in last 12 months	878	13.2%	106
Downloaded a movie over the Internet in last 30 days	693	10.4%	126
Downloaded any individual song in last 6 months	1,437	21.6%	102
Watched a movie online in the last 30 days	1,596	24.0%	127
Watched a TV program online in last 30 days	1,476	22.2%	131
Played a video/electronic game (console) in last 12 months	599	9.0%	91
Played a video/electronic game (portable) in last 12 months	241	3.6%	80
<b>Financial (Adults)</b>			
Have home mortgage (1st)	2,028	30.4%	99
Used ATM/cash machine in last 12 months	3,705	55.6%	112
Own any stock	628	9.4%	130
Own U.S. savings bond	349	5.2%	102
Own shares in mutual fund (stock)	644	9.7%	132
Own shares in mutual fund (bonds)	450	6.8%	134
Have interest checking account	2,070	31.1%	114
Have non-interest checking account	1,958	29.4%	100
Have savings account	3,777	56.7%	104
Have 401K retirement savings plan	1,122	16.8%	115
Own/used any credit/debit card in last 12 months	5,264	79.0%	105
Avg monthly credit card expenditures: <\$111	640	9.6%	80
Avg monthly credit card expenditures: \$111-\$225	398	6.0%	84
Avg monthly credit card expenditures: \$226-\$450	466	7.0%	106
Avg monthly credit card expenditures: \$451-\$700	465	7.0%	132
Avg monthly credit card expenditures: \$701-\$1,000	383	5.7%	124
Avg monthly credit card expenditures: \$1,001+	916	13.7%	149
Did banking online in last 12 months	2,778	41.7%	114
Did banking on mobile device in last 12 months	1,211	18.2%	105
Paid bills online in last 12 months	3,453	51.8%	116

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<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	1,970	62.3%	90
Used bread in last 6 months	2,907	92.0%	98
Used chicken (fresh or frozen) in last 6 months	2,198	69.6%	101
Used turkey (fresh or frozen) in last 6 months	494	15.6%	99
Used fish/seafood (fresh or frozen) in last 6 months	1,818	57.5%	105
Used fresh fruit/vegetables in last 6 months	2,785	88.1%	102
Used fresh milk in last 6 months	2,633	83.3%	95
Used organic food in last 6 months	869	27.5%	134
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	2,020	30.3%	105
Exercise at club 2+ times per week	1,090	16.4%	122
Visited a doctor in last 12 months	5,208	78.2%	103
Used vitamin/dietary supplement in last 6 months	3,729	56.0%	106
<b>Home (Households)</b>			
Any home improvement in last 12 months	842	26.6%	98
Used housekeeper/maid/professional HH cleaning service in last 12	606	19.2%	144
Purchased low ticket HH furnishings in last 12 months	548	17.3%	107
Purchased big ticket HH furnishings in last 12 months	691	21.9%	102
Bought any small kitchen appliance in last 12 months	732	23.2%	104
Bought any large kitchen appliance in last 12 months	371	11.7%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,582	38.8%	90
Carry medical/hospital/accident insurance	4,647	69.8%	101
Carry homeowner insurance	2,881	43.2%	92
Carry renter's insurance	522	7.8%	90
Have auto insurance: 1 vehicle in household covered	996	31.5%	101
Have auto insurance: 2 vehicles in household covered	820	25.9%	91
Have auto insurance: 3+ vehicles in household covered	578	18.3%	84
<b>Pets (Households)</b>			
Household owns any pet	1,504	47.6%	88
Household owns any cat	637	20.2%	89
Household owns any dog	1,061	33.6%	81
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,386	35.8%	86
Usually buy items on credit rather than wait	892	13.4%	109
Usually buy based on quality - not price	1,280	19.2%	105
Price is usually more important than brand name	1,676	25.2%	95
Usually use coupons for brands I buy often	1,057	15.9%	87
Am interested in how to help the environment	1,273	19.1%	116
Usually pay more for environ safe product	1,003	15.1%	112
Usually value green products over convenience	788	11.8%	109
Likely to buy a brand that supports a charity	2,305	34.6%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	1,117	16.8%	118
Bought hardcover book in last 12 months	1,759	26.4%	129
Bought paperback book in last 12 month	2,425	36.4%	122
Read any daily newspaper (paper version)	1,773	26.6%	110
Read any digital newspaper in last 30 days	2,756	41.4%	121
Read any magazine (paper/electronic version) in last 6 months	6,222	93.4%	103

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<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	4,916	73.8%	99
Went to family restaurant/steak house: 4+ times a month	1,739	26.1%	95
Went to fast food/drive-in restaurant in last 6 months	5,863	88.0%	98
Went to fast food/drive-in restaurant 9+ times/mo	2,169	32.6%	83
Fast food/drive-in last 6 months: eat in	2,238	33.6%	92
Fast food/drive-in last 6 months: home delivery	593	8.9%	116
Fast food/drive-in last 6 months: take-out/drive-thru	2,528	37.9%	82
Fast food/drive-in last 6 months: take-out/walk-in	1,416	21.3%	105
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any tablet	2,661	39.9%	118
Own any e-reader	664	10.0%	115
Own e-reader/tablet: iPad	1,831	27.5%	133
HH has Internet connectable TV	673	21.3%	106
Own any portable MP3 player	2,011	30.2%	108
HH owns 1 TV	813	25.7%	124
HH owns 2 TVs	844	26.7%	103
HH owns 3 TVs	605	19.1%	89
HH owns 4+ TVs	451	14.3%	78
HH subscribes to cable TV	1,712	54.2%	113
HH subscribes to fiber optic	324	10.3%	128
HH owns portable GPS navigation device	807	25.5%	94
HH purchased video game system in last 12 mos	300	9.5%	123
HH owns Internet video device for TV	476	15.1%	136
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	3,997	60.0%	118
Took 3+ domestic non-business trips in last 12 months	893	13.4%	120
Spent on domestic vacations in last 12 months: <\$1,000	724	10.9%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	463	6.9%	122
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	291	4.4%	119
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	328	4.9%	130
Spent on domestic vacations in last 12 months: \$3,000+	472	7.1%	124
Domestic travel in the 12 months: used general travel website	598	9.0%	128
Foreign travel in last 3 years	2,353	35.3%	146
Took 3+ foreign trips by plane in last 3 years	550	8.3%	188
Spent on foreign vacations in last 12 months: <\$1,000	401	6.0%	141
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	327	4.9%	141
Spent on foreign vacations in last 12 months: \$3,000+	631	9.5%	188
Foreign travel in last 3 years: used general travel website	625	9.4%	163
Nights spent in hotel/motel in last 12 months: any	3,065	46.0%	111
Took cruise of more than one day in last 3 years	609	9.1%	114
Member of any frequent flyer program	1,835	27.5%	169
Member of any hotel rewards program	1,273	19.1%	129

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