



# Retail MarketPlace Profile

Peoa CDP, UT  
 Peoa CDP, UT (4959280)  
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Summary Demographics	
2017 Population	278
2017 Households	103
2017 Median Disposable Income	\$57,077
2017 Per Capita Income	\$28,393

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	\$4,067,276	\$0	\$4,067,276	100.0	0
Total Retail Trade	44-45	\$3,662,026	\$0	\$3,662,026	100.0	0
Total Food & Drink	722	\$405,250	\$0	\$405,250	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$772,676	\$0	\$772,676	100.0	0
Automobile Dealers	4411	\$636,601	\$0	\$636,601	100.0	0
Other Motor Vehicle Dealers	4412	\$72,128	\$0	\$72,128	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$63,947	\$0	\$63,947	100.0	0
Furniture & Home Furnishings Stores	442	\$117,179	\$0	\$117,179	100.0	0
Furniture Stores	4421	\$74,185	\$0	\$74,185	100.0	0
Home Furnishings Stores	4422	\$42,994	\$0	\$42,994	100.0	0
Electronics & Appliance Stores	443	\$130,299	\$0	\$130,299	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$249,557	\$0	\$249,557	100.0	0
Bldg Material & Supplies Dealers	4441	\$232,901	\$0	\$232,901	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$16,656	\$0	\$16,656	100.0	0
Food & Beverage Stores	445	\$598,591	\$0	\$598,591	100.0	0
Grocery Stores	4451	\$535,369	\$0	\$535,369	100.0	0
Specialty Food Stores	4452	\$39,677	\$0	\$39,677	100.0	0
Beer, Wine & Liquor Stores	4453	\$23,545	\$0	\$23,545	100.0	0
Health & Personal Care Stores	446,4461	\$164,871	\$0	\$164,871	100.0	0
Gasoline Stations	447,4471	\$391,556	\$0	\$391,556	100.0	0
Clothing & Clothing Accessories Stores	448	\$183,239	\$0	\$183,239	100.0	0
Clothing Stores	4481	\$127,328	\$0	\$127,328	100.0	0
Shoe Stores	4482	\$20,853	\$0	\$20,853	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$35,058	\$0	\$35,058	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$156,531	\$0	\$156,531	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$139,363	\$0	\$139,363	100.0	0
Book, Periodical & Music Stores	4512	\$17,168	\$0	\$17,168	100.0	0
General Merchandise Stores	452	\$683,245	\$0	\$683,245	100.0	0
Department Stores Excluding Leased Depts.	4521	\$407,995	\$0	\$407,995	100.0	0
Other General Merchandise Stores	4529	\$275,250	\$0	\$275,250	100.0	0
Miscellaneous Store Retailers	453	\$149,469	\$0	\$149,469	100.0	0
Florists	4531	\$6,026	\$0	\$6,026	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$32,813	\$0	\$32,813	100.0	0
Used Merchandise Stores	4533	\$18,490	\$0	\$18,490	100.0	0
Other Miscellaneous Store Retailers	4539	\$92,140	\$0	\$92,140	100.0	0
Nonstore Retailers	454	\$64,813	\$0	\$64,813	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$58,487	\$0	\$58,487	100.0	0
Vending Machine Operators	4542	\$1,515	\$0	\$1,515	100.0	0
Direct Selling Establishments	4543	\$4,811	\$0	\$4,811	100.0	0
Food Services & Drinking Places	722	\$405,250	\$0	\$405,250	100.0	0
Special Food Services	7223	\$7,797	\$0	\$7,797	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$12,206	\$0	\$12,206	100.0	0
Restaurants/Other Eating Places	7225	\$385,247	\$0	\$385,247	100.0	0

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.

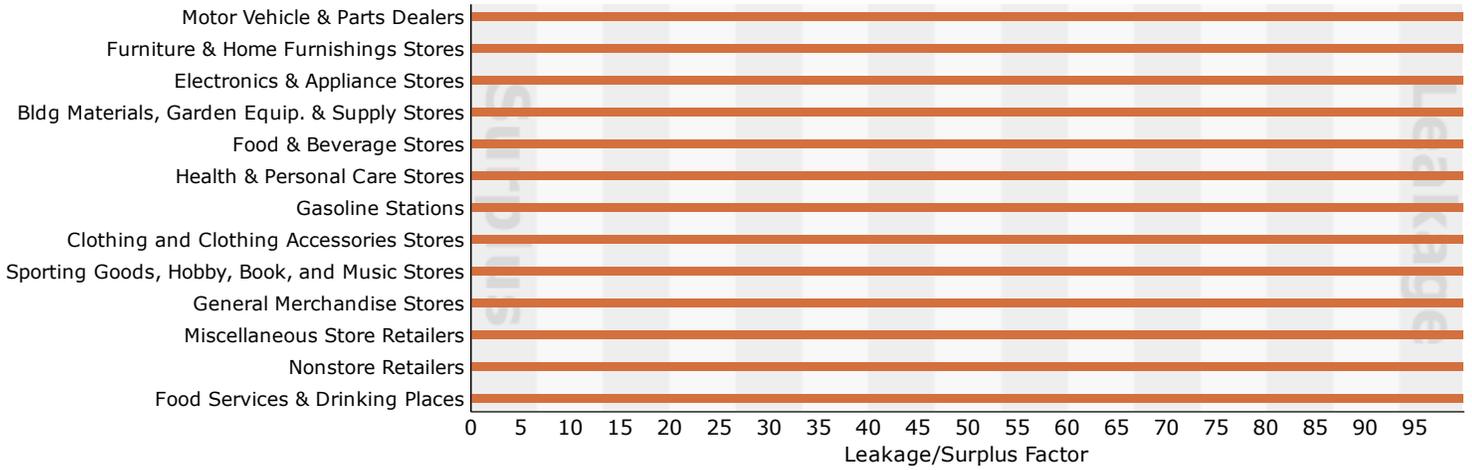


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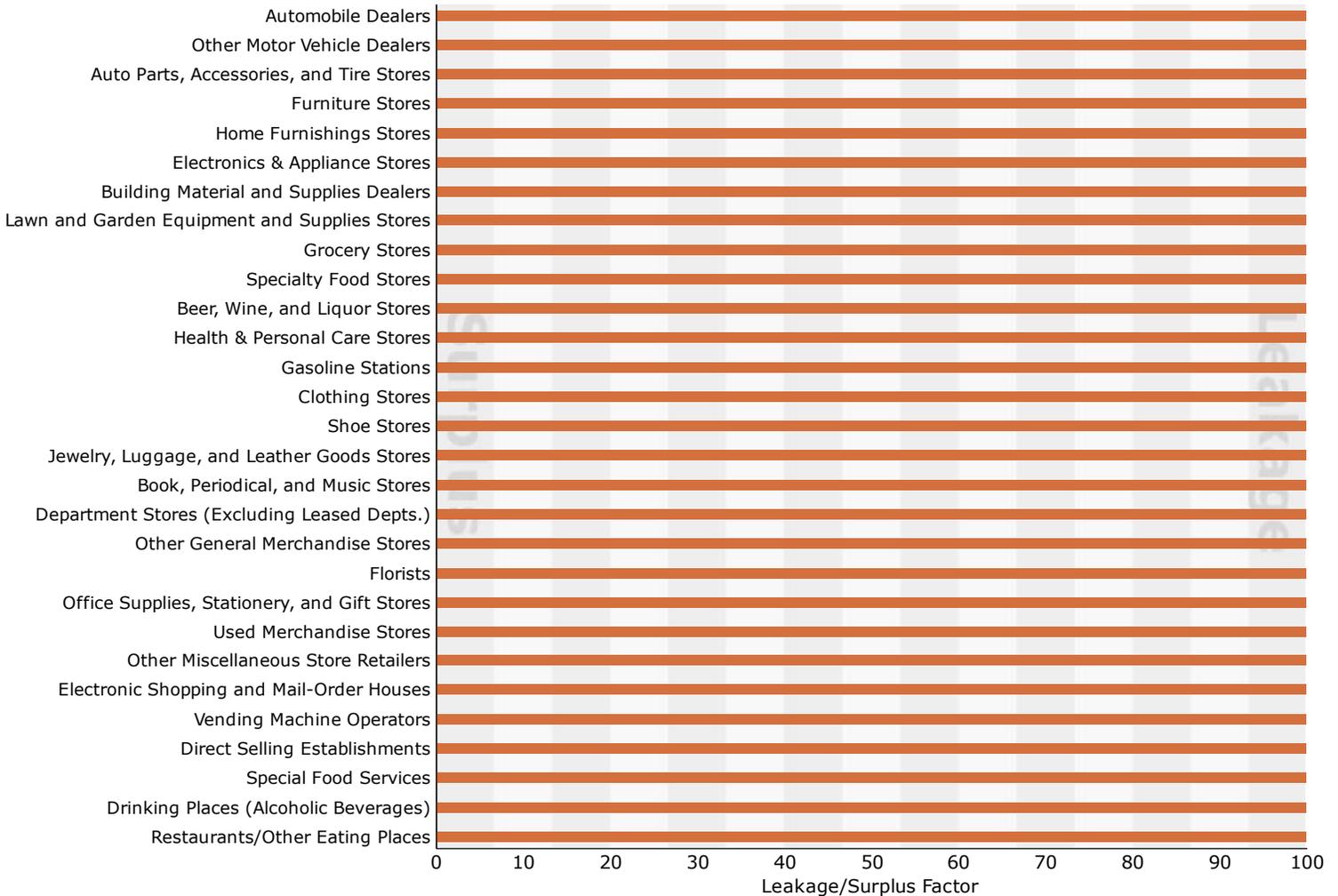
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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