



# Retail MarketPlace Profile

Silver Summit CDP, UT  
 Silver Summit CDP, UT (4969280)  
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

## Summary Demographics

2017 Population	4,323
2017 Households	1,356
2017 Median Disposable Income	\$91,388
2017 Per Capita Income	\$50,186

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	\$96,282,648	\$51,572,439	\$44,710,209	30.2	20
Total Retail Trade	44-45	\$86,673,086	\$50,016,147	\$36,656,939	26.8	15
Total Food & Drink	722	\$9,609,562	\$1,556,292	\$8,053,270	72.1	5

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$18,176,873	\$0	\$18,176,873	100.0	0
Automobile Dealers	4411	\$14,961,560	\$0	\$14,961,560	100.0	0
Other Motor Vehicle Dealers	4412	\$1,691,033	\$0	\$1,691,033	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,524,280	\$0	\$1,524,280	100.0	0
Furniture & Home Furnishings Stores	442	\$2,767,426	\$584,032	\$2,183,394	65.1	1
Furniture Stores	4421	\$1,747,566	\$584,032	\$1,163,534	49.9	1
Home Furnishings Stores	4422	\$1,019,860	\$0	\$1,019,860	100.0	0
Electronics & Appliance Stores	443	\$3,093,290	\$5,364,778	-\$2,271,488	-26.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,970,399	\$17,335,855	-\$11,365,456	-48.8	7
Bldg Material & Supplies Dealers	4441	\$5,549,599	\$16,877,518	-\$11,327,919	-50.5	6
Lawn & Garden Equip & Supply Stores	4442	\$420,800	\$458,337	-\$37,537	-4.3	1
Food & Beverage Stores	445	\$14,201,931	\$0	\$14,201,931	100.0	0
Grocery Stores	4451	\$12,692,282	\$0	\$12,692,282	100.0	0
Specialty Food Stores	4452	\$937,765	\$0	\$937,765	100.0	0
Beer, Wine & Liquor Stores	4453	\$571,884	\$0	\$571,884	100.0	0
Health & Personal Care Stores	446,4461	\$3,930,601	\$0	\$3,930,601	100.0	0
Gasoline Stations	447,4471	\$9,177,978	\$24,783,139	-\$15,605,161	-46.0	3
Clothing & Clothing Accessories Stores	448	\$4,395,570	\$1,880,206	\$2,515,364	40.1	2
Clothing Stores	4481	\$3,037,727	\$1,880,206	\$1,157,521	23.5	2
Shoe Stores	4482	\$489,734	\$0	\$489,734	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$868,109	\$0	\$868,109	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,697,796	\$0	\$3,697,796	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,289,899	\$0	\$3,289,899	100.0	0
Book, Periodical & Music Stores	4512	\$407,897	\$0	\$407,897	100.0	0
General Merchandise Stores	452	\$16,161,081	\$0	\$16,161,081	100.0	0
Department Stores Excluding Leased Depts.	4521	\$9,662,013	\$0	\$9,662,013	100.0	0
Other General Merchandise Stores	4529	\$6,499,068	\$0	\$6,499,068	100.0	0
Miscellaneous Store Retailers	453	\$3,530,201	\$68,137	\$3,462,064	96.2	1
Florists	4531	\$154,286	\$0	\$154,286	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$775,804	\$0	\$775,804	100.0	0
Used Merchandise Stores	4533	\$438,422	\$0	\$438,422	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,161,689	\$68,137	\$2,093,552	93.9	1
Nonstore Retailers	454	\$1,569,940	\$0	\$1,569,940	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,390,998	\$0	\$1,390,998	100.0	0
Vending Machine Operators	4542	\$35,775	\$0	\$35,775	100.0	0
Direct Selling Establishments	4543	\$143,167	\$0	\$143,167	100.0	0
Food Services & Drinking Places	722	\$9,609,562	\$1,556,292	\$8,053,270	72.1	5
Special Food Services	7223	\$185,005	\$0	\$185,005	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$292,161	\$0	\$292,161	100.0	0
Restaurants/Other Eating Places	7225	\$9,132,396	\$1,556,292	\$7,576,104	70.9	5

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.

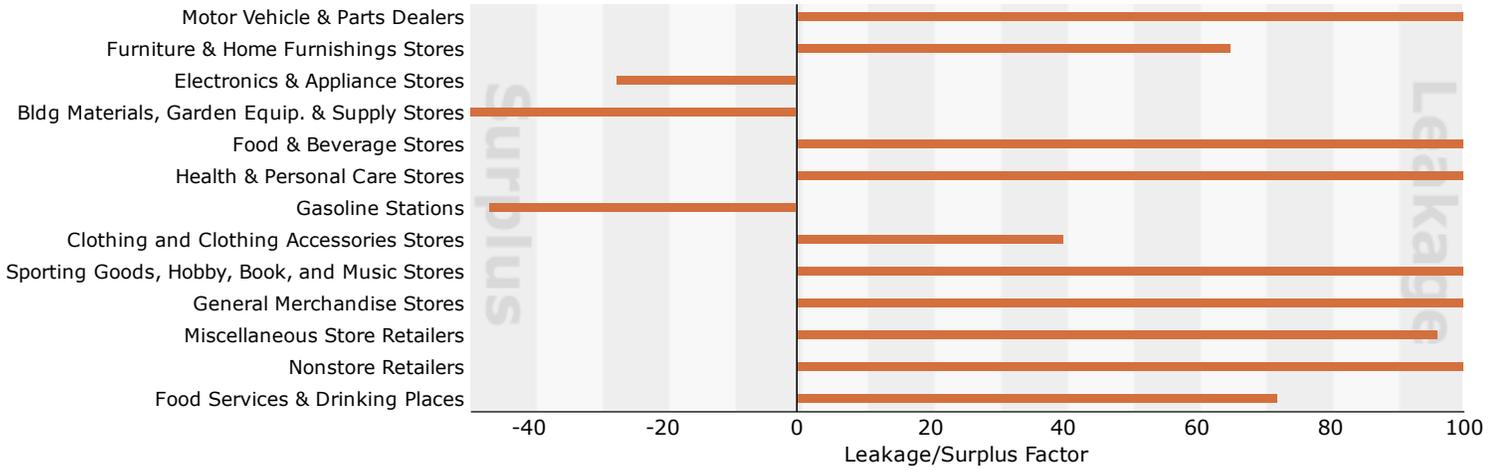


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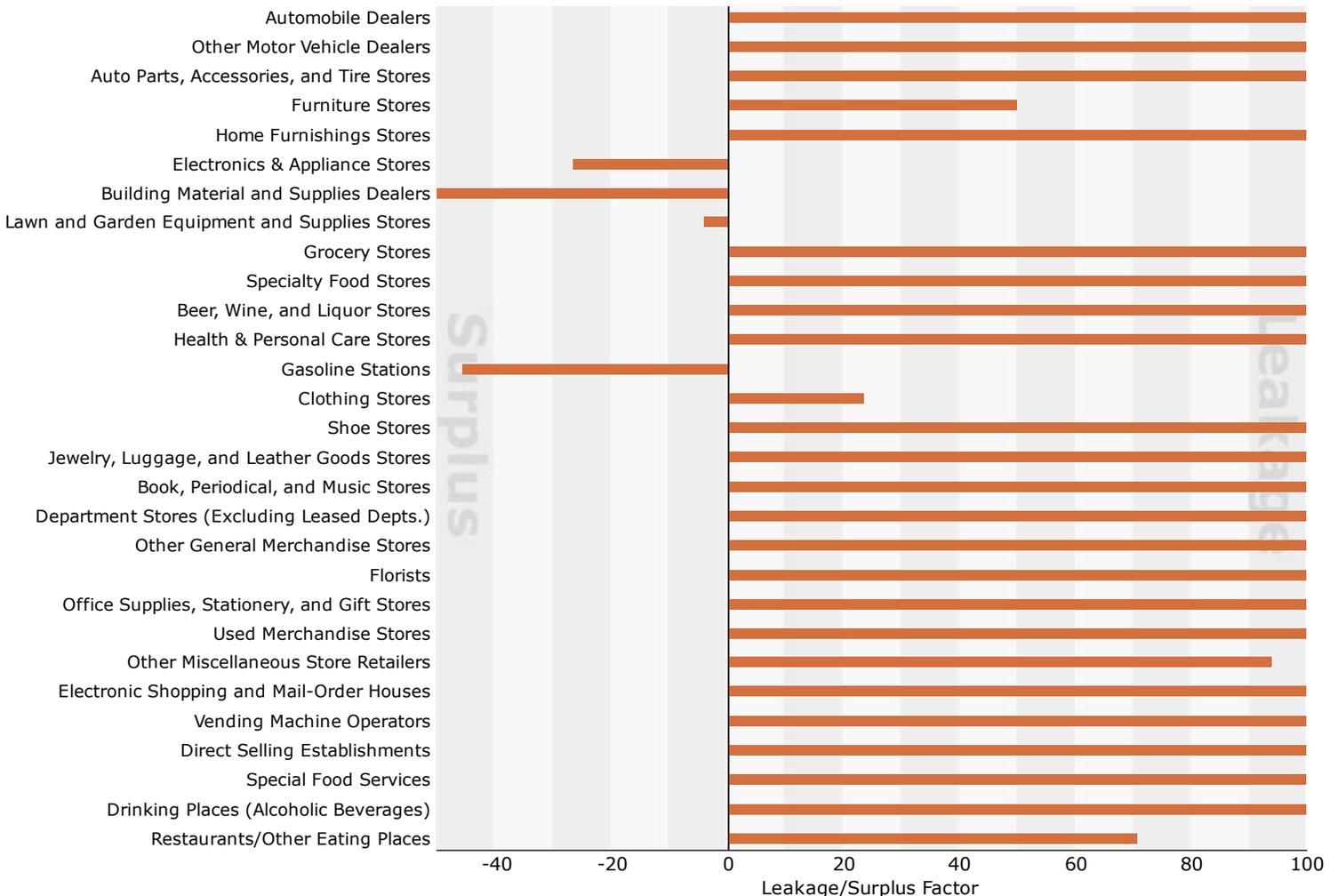
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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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