



Retail MarketPlace Profile

Summit County, UT
 Summit County, UT (49043)
 Geography: County

Prepared by Jeffrey B. Jones, AICP

Summary Demographics						
2017 Population						40,804
2017 Households						14,497
2017 Median Disposable Income						\$73,348
2017 Per Capita Income						\$46,386
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	\$859,019,639	\$946,817,333	-\$87,797,694	-4.9	564
Total Retail Trade	44-45	\$772,779,954	\$782,022,926	-\$9,242,972	-0.6	370
Total Food & Drink	722	\$86,239,685	\$164,794,407	-\$78,554,722	-31.3	194
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$161,174,917	\$61,799,273	\$99,375,644	44.6	14
Automobile Dealers	4411	\$132,781,189	\$54,432,370	\$78,348,819	41.8	5
Other Motor Vehicle Dealers	4412	\$14,837,364	\$4,537,273	\$10,300,091	53.2	3
Auto Parts, Accessories & Tire Stores	4413	\$13,556,364	\$2,829,630	\$10,726,734	65.5	6
Furniture & Home Furnishings Stores	442	\$24,493,428	\$24,199,996	\$293,432	0.6	28
Furniture Stores	4421	\$15,647,833	\$15,771,941	-\$124,108	-0.4	12
Home Furnishings Stores	4422	\$8,845,595	\$8,428,055	\$417,540	2.4	16
Electronics & Appliance Stores	443	\$27,723,478	\$45,751,651	-\$18,028,173	-24.5	16
Bldg Materials, Garden Equip. & Supply Stores	444	\$51,442,274	\$39,707,091	\$11,735,183	12.9	21
Bldg Material & Supplies Dealers	4441	\$47,811,743	\$38,832,006	\$8,979,737	10.4	18
Lawn & Garden Equip & Supply Stores	4442	\$3,630,531	\$875,085	\$2,755,446	61.2	3
Food & Beverage Stores	445	\$127,675,973	\$188,896,548	-\$61,220,575	-19.3	35
Grocery Stores	4451	\$114,059,116	\$165,518,582	-\$51,459,466	-18.4	19
Specialty Food Stores	4452	\$8,442,193	\$4,696,892	\$3,745,301	28.5	10
Beer, Wine & Liquor Stores	4453	\$5,174,664	\$18,681,074	-\$13,506,410	-56.6	6
Health & Personal Care Stores	446,4461	\$35,070,004	\$22,305,713	\$12,764,291	22.2	15
Gasoline Stations	447,4471	\$81,973,567	\$102,797,031	-\$20,823,464	-11.3	18
Clothing & Clothing Accessories Stores	448	\$39,705,239	\$136,856,309	-\$97,151,070	-55.0	86
Clothing Stores	4481	\$27,396,461	\$109,966,599	-\$82,570,138	-60.1	61
Shoe Stores	4482	\$4,387,478	\$13,922,500	-\$9,535,022	-52.1	11
Jewelry, Luggage & Leather Goods Stores	4483	\$7,921,300	\$12,967,210	-\$5,045,910	-24.2	14
Sporting Goods, Hobby, Book & Music Stores	451	\$33,156,344	\$29,867,714	\$3,288,630	5.2	39
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,453,787	\$28,434,433	\$1,019,354	1.8	37
Book, Periodical & Music Stores	4512	\$3,702,557	\$1,433,281	\$2,269,276	44.2	2
General Merchandise Stores	452	\$144,758,611	\$62,015,045	\$82,743,566	40.0	13
Department Stores Excluding Leased Depts.	4521	\$86,501,863	\$56,420,595	\$30,081,268	21.0	4
Other General Merchandise Stores	4529	\$58,256,748	\$5,594,450	\$52,662,298	82.5	9
Miscellaneous Store Retailers	453	\$31,607,902	\$57,487,300	-\$25,879,398	-29.0	79
Florists	4531	\$1,319,315	\$1,368,133	-\$48,818	-1.8	6
Office Supplies, Stationery & Gift Stores	4532	\$6,896,036	\$4,043,159	\$2,852,877	26.1	11
Used Merchandise Stores	4533	\$3,972,664	\$888,432	\$3,084,232	63.4	6
Other Miscellaneous Store Retailers	4539	\$19,419,887	\$51,187,576	-\$31,767,689	-45.0	56
Nonstore Retailers	454	\$13,998,217	\$10,339,255	\$3,658,962	15.0	6
Electronic Shopping & Mail-Order Houses	4541	\$12,423,461	\$9,541,354	\$2,882,107	13.1	3
Vending Machine Operators	4542	\$321,735	\$0	\$321,735	100.0	0
Direct Selling Establishments	4543	\$1,253,021	\$797,901	\$455,120	22.2	3
Food Services & Drinking Places	722	\$86,239,685	\$164,794,407	-\$78,554,722	-31.3	194
Special Food Services	7223	\$1,621,909	\$6,157,287	-\$4,535,378	-58.3	7
Drinking Places - Alcoholic Beverages	7224	\$2,636,719	\$7,910,439	-\$5,273,720	-50.0	12
Restaurants/Other Eating Places	7225	\$81,981,057	\$150,726,681	-\$68,745,624	-29.5	175

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>

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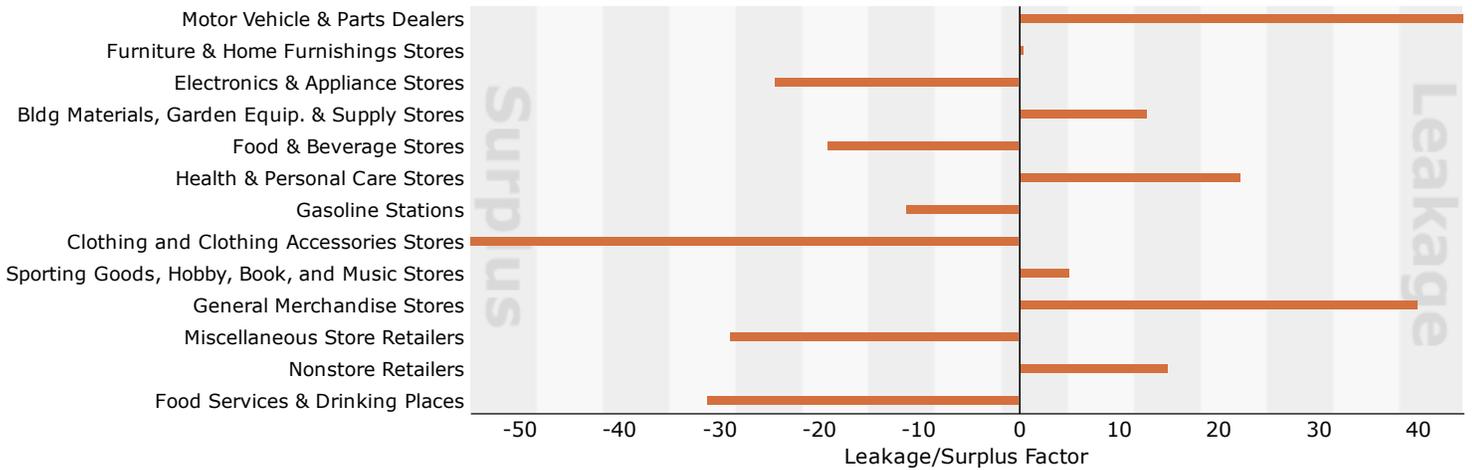


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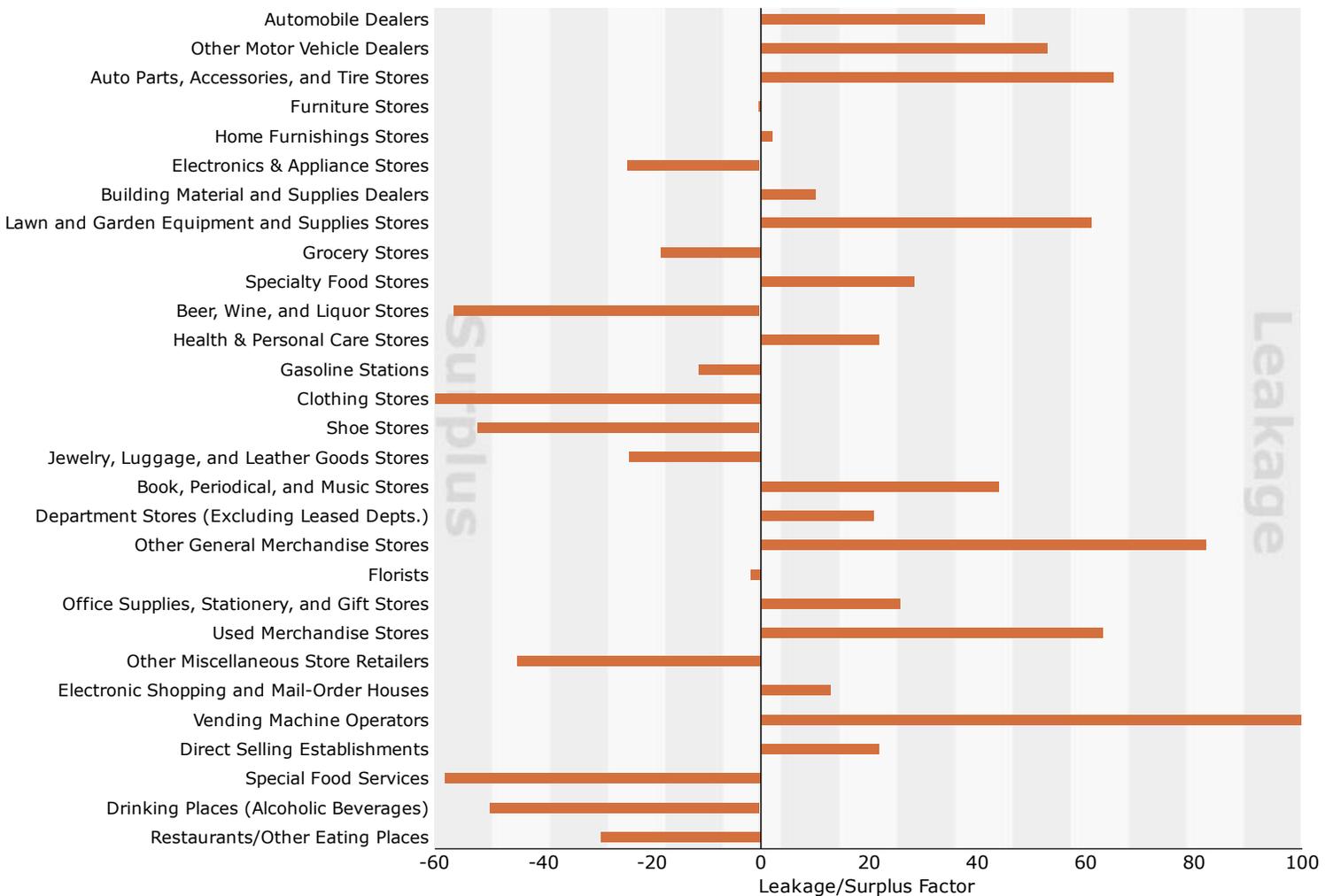
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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