



Retail Market Potential

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

Prepared by Jeffrey B. Jones, AICP

Demographic Summary	2017	2022
Population	40,804	44,307
Population 18+	30,548	33,743
Households	14,497	15,697
Median Household Income	\$96,149	\$100,087

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	15,247	49.9%	105
Bought any women's clothing in last 12 months	14,079	46.1%	106
Bought clothing for child <13 years in last 6 months	8,764	28.7%	104
Bought any shoes in last 12 months	17,724	58.0%	108
Bought costume jewelry in last 12 months	6,487	21.2%	111
Bought any fine jewelry in last 12 months	5,659	18.5%	103
Bought a watch in last 12 months	4,673	15.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	13,094	90.3%	106
HH bought/leased new vehicle last 12 mo	1,980	13.7%	139
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	27,335	89.5%	105
Bought/changed motor oil in last 12 months	14,034	45.9%	95
Had tune-up in last 12 months	9,598	31.4%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	21,298	69.7%	105
Drank regular cola in last 6 months	11,769	38.5%	87
Drank beer/ale in last 6 months	14,535	47.6%	113
Cameras (Adults)			
Own digital point & shoot camera/camcorder	8,049	26.3%	124
Own digital SLR camera/camcorder	3,503	11.5%	138
Printed digital photos in last 12 months	5,069	16.6%	119
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	10,998	36.0%	99
Have a smartphone	23,391	76.6%	114
Have a smartphone: Android phone (any brand)	9,043	29.6%	93
Have a smartphone: Apple iPhone	13,244	43.4%	142
Number of cell phones in household: 1	3,431	23.7%	74
Number of cell phones in household: 2	5,970	41.2%	109
Number of cell phones in household: 3+	4,776	32.9%	126
HH has cell phone only (no landline telephone)	5,648	39.0%	86
Computers (Households)			
HH owns a computer	12,608	87.0%	114
HH owns desktop computer	7,226	49.8%	117
HH owns laptop/notebook	9,415	64.9%	117
HH owns any Apple/Mac brand computer	3,277	22.6%	147
HH owns any PC/non-Apple brand computer	10,486	72.3%	109
HH purchased most recent computer in a store	6,276	43.3%	116
HH purchased most recent computer online	2,430	16.8%	129
Spent <\$500 on most recent home computer	2,004	13.8%	90
Spent \$500-\$999 on most recent home computer	3,114	21.5%	117
Spent \$1,000-\$1,499 on most recent home computer	1,852	12.8%	140
Spent \$1,500-\$1,999 on most recent home computer	899	6.2%	145
Spent \$2,000+ on most recent home computer	779	5.4%	151

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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Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	16,121	52.8%	106
Bought brewed coffee at convenience store in last 30 days	4,843	15.9%	102
Bought cigarettes at convenience store in last 30 days	2,492	8.2%	67
Bought gas at convenience store in last 30 days	9,563	31.3%	92
Spent at convenience store in last 30 days: <\$20	2,861	9.4%	119
Spent at convenience store in last 30 days: \$20-\$39	3,050	10.0%	109
Spent at convenience store in last 30 days: \$40-\$50	2,319	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	1,335	4.4%	94
Spent at convenience store in last 30 days: \$100+	6,218	20.4%	87
Entertainment (Adults)			
Attended a movie in last 6 months	20,338	66.6%	113
Went to live theater in last 12 months	5,152	16.9%	130
Went to a bar/night club in last 12 months	6,024	19.7%	117
Dined out in last 12 months	16,464	53.9%	119
Gambled at a casino in last 12 months	4,777	15.6%	113
Visited a theme park in last 12 months	6,562	21.5%	120
Viewed movie (video-on-demand) in last 30 days	7,774	25.4%	139
Viewed TV show (video-on-demand) in last 30 days	5,792	19.0%	144
Watched any pay-per-view TV in last 12 months	4,641	15.2%	122
Downloaded a movie over the Internet in last 30 days	2,963	9.7%	117
Downloaded any individual song in last 6 months	7,539	24.7%	117
Watched a movie online in the last 30 days	6,417	21.0%	112
Watched a TV program online in last 30 days	6,139	20.1%	118
Played a video/electronic game (console) in last 12 months	2,835	9.3%	94
Played a video/electronic game (portable) in last 12 months	1,282	4.2%	93
Financial (Adults)			
Have home mortgage (1st)	12,540	41.1%	134
Used ATM/cash machine in last 12 months	17,784	58.2%	117
Own any stock	3,118	10.2%	141
Own U.S. savings bond	1,872	6.1%	119
Own shares in mutual fund (stock)	3,185	10.4%	142
Own shares in mutual fund (bonds)	2,264	7.4%	147
Have interest checking account	10,530	34.5%	127
Have non-interest checking account	9,733	31.9%	108
Have savings account	19,277	63.1%	116
Have 401K retirement savings plan	6,122	20.0%	137
Own/used any credit/debit card in last 12 months	25,344	83.0%	110
Avg monthly credit card expenditures: <\$111	3,579	11.7%	98
Avg monthly credit card expenditures: \$111-\$225	2,059	6.7%	95
Avg monthly credit card expenditures: \$226-\$450	2,418	7.9%	120
Avg monthly credit card expenditures: \$451-\$700	2,080	6.8%	128
Avg monthly credit card expenditures: \$701-\$1,000	1,899	6.2%	134
Avg monthly credit card expenditures: \$1,001+	4,590	15.0%	162
Did banking online in last 12 months	14,443	47.3%	129
Did banking on mobile device in last 12 months	6,590	21.6%	125
Paid bills online in last 12 months	16,906	55.3%	124

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	10,127	69.9%	100
Used bread in last 6 months	13,628	94.0%	100
Used chicken (fresh or frozen) in last 6 months	10,522	72.6%	105
Used turkey (fresh or frozen) in last 6 months	2,389	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	8,279	57.1%	105
Used fresh fruit/vegetables in last 6 months	12,932	89.2%	103
Used fresh milk in last 6 months	12,800	88.3%	101
Used organic food in last 6 months	3,588	24.7%	120
Health (Adults)			
Exercise at home 2+ times per week	10,373	34.0%	117
Exercise at club 2+ times per week	5,682	18.6%	139
Visited a doctor in last 12 months	24,601	80.5%	106
Used vitamin/dietary supplement in last 6 months	17,075	55.9%	106
Home (Households)			
Any home improvement in last 12 months	4,694	32.4%	119
Used housekeeper/maid/professional HH cleaning service in last 12	2,621	18.1%	135
Purchased low ticket HH furnishings in last 12 months	2,678	18.5%	114
Purchased big ticket HH furnishings in last 12 months	3,443	23.7%	111
Bought any small kitchen appliance in last 12 months	3,425	23.6%	107
Bought any large kitchen appliance in last 12 months	2,032	14.0%	111
Insurance (Adults/Households)			
Currently carry life insurance	14,941	48.9%	113
Carry medical/hospital/accident insurance	22,783	74.6%	108
Carry homeowner insurance	17,185	56.3%	120
Carry renter's insurance	2,522	8.3%	94
Have auto insurance: 1 vehicle in household covered	3,626	25.0%	80
Have auto insurance: 2 vehicles in household covered	5,011	34.6%	121
Have auto insurance: 3+ vehicles in household covered	3,946	27.2%	126
Pets (Households)			
Household owns any pet	8,437	58.2%	107
Household owns any cat	3,361	23.2%	103
Household owns any dog	6,452	44.5%	108
Psychographics (Adults)			
Buying American is important to me	11,943	39.1%	94
Usually buy items on credit rather than wait	3,800	12.4%	102
Usually buy based on quality - not price	5,417	17.7%	97
Price is usually more important than brand name	7,647	25.0%	94
Usually use coupons for brands I buy often	5,265	17.2%	95
Am interested in how to help the environment	4,968	16.3%	99
Usually pay more for environ safe product	4,082	13.4%	100
Usually value green products over convenience	2,880	9.4%	87
Likely to buy a brand that supports a charity	10,511	34.4%	98
Reading (Adults)			
Bought digital book in last 12 months	5,935	19.4%	137
Bought hardcover book in last 12 months	7,667	25.1%	122
Bought paperback book in last 12 month	10,640	34.8%	117
Read any daily newspaper (paper version)	7,472	24.5%	101
Read any digital newspaper in last 30 days	13,131	43.0%	126
Read any magazine (paper/electronic version) in last 6 months	28,727	94.0%	104

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	24,258	79.4%	106
Went to family restaurant/steak house: 4+ times a month	8,883	29.1%	106
Went to fast food/drive-in restaurant in last 6 months	27,930	91.4%	101
Went to fast food/drive-in restaurant 9+ times/mo	12,241	40.1%	102
Fast food/drive-in last 6 months: eat in	11,803	38.6%	106
Fast food/drive-in last 6 months: home delivery	2,550	8.3%	108
Fast food/drive-in last 6 months: take-out/drive-thru	14,692	48.1%	104
Fast food/drive-in last 6 months: take-out/walk-in	6,803	22.3%	110
Television & Electronics (Adults/Households)			
Own any tablet	13,261	43.4%	129
Own any e-reader	3,630	11.9%	137
Own e-reader/tablet: iPad	9,074	29.7%	144
HH has Internet connectable TV	3,733	25.8%	128
Own any portable MP3 player	10,753	35.2%	126
HH owns 1 TV	2,645	18.2%	88
HH owns 2 TVs	3,727	25.7%	99
HH owns 3 TVs	3,304	22.8%	106
HH owns 4+ TVs	3,170	21.9%	120
HH subscribes to cable TV	7,205	49.7%	104
HH subscribes to fiber optic	1,789	12.3%	154
HH owns portable GPS navigation device	4,803	33.1%	122
HH purchased video game system in last 12 mos	1,168	8.1%	104
HH owns Internet video device for TV	2,217	15.3%	138
Travel (Adults)			
Domestic travel in last 12 months	19,513	63.9%	126
Took 3+ domestic non-business trips in last 12 months	4,713	15.4%	138
Spent on domestic vacations in last 12 months: <\$1,000	3,682	12.1%	116
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,309	7.6%	132
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,547	5.1%	138
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,757	5.8%	152
Spent on domestic vacations in last 12 months: \$3,000+	2,707	8.9%	155
Domestic travel in the 12 months: used general travel website	2,934	9.6%	137
Foreign travel in last 3 years	10,575	34.6%	143
Took 3+ foreign trips by plane in last 3 years	2,167	7.1%	161
Spent on foreign vacations in last 12 months: <\$1,000	1,790	5.9%	137
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,418	4.6%	133
Spent on foreign vacations in last 12 months: \$3,000+	2,699	8.8%	175
Foreign travel in last 3 years: used general travel website	2,572	8.4%	147
Nights spent in hotel/motel in last 12 months: any	16,046	52.5%	127
Took cruise of more than one day in last 3 years	3,345	10.9%	137
Member of any frequent flyer program	8,474	27.7%	170
Member of any hotel rewards program	6,844	22.4%	151

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