



Retail Market Potential

Summit Park CDP, UT
 Summit Park CDP, UT (4974095)
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary		2017	2022
Population		8,760	9,538
Population 18+		6,657	7,428
Households		3,077	3,339
Median Household Income		\$131,660	\$134,134

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	3,391	50.9%	107
Bought any women's clothing in last 12 months	3,215	48.3%	111
Bought clothing for child <13 years in last 6 months	2,133	32.0%	116
Bought any shoes in last 12 months	4,066	61.1%	113
Bought costume jewelry in last 12 months	1,577	23.7%	124
Bought any fine jewelry in last 12 months	1,306	19.6%	109
Bought a watch in last 12 months	1,049	15.8%	103
Automobiles (Households)			
HH owns/leases any vehicle	2,885	93.8%	110
HH bought/leased new vehicle last 12 mo	504	16.4%	166
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	6,161	92.5%	109
Bought/changed motor oil in last 12 months	2,994	45.0%	93
Had tune-up in last 12 months	2,220	33.3%	116
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	4,812	72.3%	109
Drank regular cola in last 6 months	2,408	36.2%	82
Drank beer/ale in last 6 months	3,345	50.2%	119
Cameras (Adults)			
Own digital point & shoot camera/camcorder	1,915	28.8%	135
Own digital SLR camera/camcorder	876	13.2%	158
Printed digital photos in last 12 months	1,270	19.1%	137
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,460	37.0%	102
Have a smartphone	5,482	82.3%	123
Have a smartphone: Android phone (any brand)	1,840	27.6%	87
Have a smartphone: Apple iPhone	3,439	51.7%	169
Number of cell phones in household: 1	516	16.8%	52
Number of cell phones in household: 2	1,305	42.4%	113
Number of cell phones in household: 3+	1,226	39.8%	153
HH has cell phone only (no landline telephone)	1,035	33.6%	74
Computers (Households)			
HH owns a computer	2,844	92.4%	121
HH owns desktop computer	1,672	54.3%	127
HH owns laptop/notebook	2,151	69.9%	126
HH owns any Apple/Mac brand computer	822	26.7%	174
HH owns any PC/non-Apple brand computer	2,319	75.4%	114
HH purchased most recent computer in a store	1,421	46.2%	124
HH purchased most recent computer online	604	19.6%	151
Spent <\$500 on most recent home computer	389	12.6%	83
Spent \$500-\$999 on most recent home computer	704	22.9%	125
Spent \$1,000-\$1,499 on most recent home computer	462	15.0%	165
Spent \$1,500-\$1,999 on most recent home computer	237	7.7%	180
Spent \$2,000+ on most recent home computer	202	6.6%	184

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	3,640	54.7%	110
Bought brewed coffee at convenience store in last 30 days	1,028	15.4%	99
Bought cigarettes at convenience store in last 30 days	390	5.9%	48
Bought gas at convenience store in last 30 days	1,942	29.2%	86
Spent at convenience store in last 30 days: <\$20	745	11.2%	142
Spent at convenience store in last 30 days: \$20-\$39	710	10.7%	117
Spent at convenience store in last 30 days: \$40-\$50	503	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	290	4.4%	94
Spent at convenience store in last 30 days: \$100+	1,209	18.2%	77
Entertainment (Adults)			
Attended a movie in last 6 months	4,749	71.3%	121
Went to live theater in last 12 months	1,247	18.7%	144
Went to a bar/night club in last 12 months	1,434	21.5%	128
Dined out in last 12 months	3,850	57.8%	128
Gambled at a casino in last 12 months	1,144	17.2%	124
Visited a theme park in last 12 months	1,705	25.6%	143
Viewed movie (video-on-demand) in last 30 days	2,069	31.1%	170
Viewed TV show (video-on-demand) in last 30 days	1,540	23.1%	176
Watched any pay-per-view TV in last 12 months	1,192	17.9%	144
Downloaded a movie over the Internet in last 30 days	727	10.9%	132
Downloaded any individual song in last 6 months	1,818	27.3%	129
Watched a movie online in the last 30 days	1,493	22.4%	119
Watched a TV program online in last 30 days	1,438	21.6%	127
Played a video/electronic game (console) in last 12 months	562	8.4%	85
Played a video/electronic game (portable) in last 12 months	271	4.1%	90
Financial (Adults)			
Have home mortgage (1st)	3,197	48.0%	157
Used ATM/cash machine in last 12 months	4,179	62.8%	126
Own any stock	837	12.6%	173
Own U.S. savings bond	473	7.1%	138
Own shares in mutual fund (stock)	865	13.0%	177
Own shares in mutual fund (bonds)	616	9.3%	184
Have interest checking account	2,515	37.8%	139
Have non-interest checking account	2,189	32.9%	112
Have savings account	4,499	67.6%	124
Have 401K retirement savings plan	1,571	23.6%	161
Own/used any credit/debit card in last 12 months	5,699	85.6%	114
Avg monthly credit card expenditures: <\$111	750	11.3%	94
Avg monthly credit card expenditures: \$111-\$225	404	6.1%	86
Avg monthly credit card expenditures: \$226-\$450	549	8.2%	125
Avg monthly credit card expenditures: \$451-\$700	489	7.3%	139
Avg monthly credit card expenditures: \$701-\$1,000	515	7.7%	167
Avg monthly credit card expenditures: \$1,001+	1,292	19.4%	210
Did banking online in last 12 months	3,496	52.5%	144
Did banking on mobile device in last 12 months	1,590	23.9%	138
Paid bills online in last 12 months	4,003	60.1%	134

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	2,210	71.8%	103
Used bread in last 6 months	2,901	94.3%	100
Used chicken (fresh or frozen) in last 6 months	2,281	74.1%	107
Used turkey (fresh or frozen) in last 6 months	513	16.7%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,788	58.1%	106
Used fresh fruit/vegetables in last 6 months	2,777	90.3%	104
Used fresh milk in last 6 months	2,764	89.8%	103
Used organic food in last 6 months	846	27.5%	134
Health (Adults)			
Exercise at home 2+ times per week	2,458	36.9%	128
Exercise at club 2+ times per week	1,466	22.0%	165
Visited a doctor in last 12 months	5,453	81.9%	108
Used vitamin/dietary supplement in last 6 months	3,799	57.1%	108
Home (Households)			
Any home improvement in last 12 months	1,078	35.0%	129
Used housekeeper/maid/professional HH cleaning service in last 12	675	21.9%	164
Purchased low ticket HH furnishings in last 12 months	607	19.7%	121
Purchased big ticket HH furnishings in last 12 months	786	25.5%	119
Bought any small kitchen appliance in last 12 months	744	24.2%	109
Bought any large kitchen appliance in last 12 months	450	14.6%	115
Insurance (Adults/Households)			
Currently carry life insurance	3,524	52.9%	122
Carry medical/hospital/accident insurance	5,148	77.3%	112
Carry homeowner insurance	4,129	62.0%	132
Carry renter's insurance	569	8.5%	98
Have auto insurance: 1 vehicle in household covered	602	19.6%	63
Have auto insurance: 2 vehicles in household covered	1,236	40.2%	141
Have auto insurance: 3+ vehicles in household covered	951	30.9%	143
Pets (Households)			
Household owns any pet	1,862	60.5%	112
Household owns any cat	692	22.5%	100
Household owns any dog	1,424	46.3%	112
Psychographics (Adults)			
Buying American is important to me	2,417	36.3%	87
Usually buy items on credit rather than wait	823	12.4%	101
Usually buy based on quality - not price	1,122	16.9%	92
Price is usually more important than brand name	1,576	23.7%	89
Usually use coupons for brands I buy often	1,164	17.5%	96
Am interested in how to help the environment	1,051	15.8%	96
Usually pay more for environ safe product	902	13.5%	101
Usually value green products over convenience	556	8.4%	77
Likely to buy a brand that supports a charity	2,239	33.6%	96
Reading (Adults)			
Bought digital book in last 12 months	1,483	22.3%	157
Bought hardcover book in last 12 months	1,797	27.0%	132
Bought paperback book in last 12 month	2,361	35.5%	119
Read any daily newspaper (paper version)	1,585	23.8%	99
Read any digital newspaper in last 30 days	3,188	47.9%	141
Read any magazine (paper/electronic version) in last 6 months	6,382	95.9%	106

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,457	82.0%	110
Went to family restaurant/steak house: 4+ times a month	1,946	29.2%	107
Went to fast food/drive-in restaurant in last 6 months	6,122	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	2,788	41.9%	107
Fast food/drive-in last 6 months: eat in	2,770	41.6%	114
Fast food/drive-in last 6 months: home delivery	558	8.4%	109
Fast food/drive-in last 6 months: take-out/drive-thru	3,382	50.8%	110
Fast food/drive-in last 6 months: take-out/walk-in	1,562	23.5%	116
Television & Electronics (Adults/Households)			
Own any tablet	3,376	50.7%	150
Own any e-reader	946	14.2%	164
Own e-reader/tablet: iPad	2,442	36.7%	178
HH has Internet connectable TV	897	29.2%	145
Own any portable MP3 player	2,667	40.1%	143
HH owns 1 TV	471	15.3%	74
HH owns 2 TVs	789	25.6%	99
HH owns 3 TVs	720	23.4%	109
HH owns 4+ TVs	780	25.3%	139
HH subscribes to cable TV	1,565	50.9%	106
HH subscribes to fiber optic	490	15.9%	199
HH owns portable GPS navigation device	1,171	38.1%	140
HH purchased video game system in last 12 mos	248	8.1%	104
HH owns Internet video device for TV	538	17.5%	158
Travel (Adults)			
Domestic travel in last 12 months	4,688	70.4%	138
Took 3+ domestic non-business trips in last 12 months	1,218	18.3%	164
Spent on domestic vacations in last 12 months: <\$1,000	819	12.3%	118
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	601	9.0%	158
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	384	5.8%	157
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	513	7.7%	203
Spent on domestic vacations in last 12 months: \$3,000+	735	11.0%	193
Domestic travel in the 12 months: used general travel website	772	11.6%	166
Foreign travel in last 3 years	2,784	41.8%	173
Took 3+ foreign trips by plane in last 3 years	564	8.5%	193
Spent on foreign vacations in last 12 months: <\$1,000	484	7.3%	170
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	359	5.4%	155
Spent on foreign vacations in last 12 months: \$3,000+	784	11.8%	234
Foreign travel in last 3 years: used general travel website	689	10.4%	180
Nights spent in hotel/motel in last 12 months: any	4,022	60.4%	146
Took cruise of more than one day in last 3 years	900	13.5%	169
Member of any frequent flyer program	2,370	35.6%	218
Member of any hotel rewards program	1,850	27.8%	187

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