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Research Request for Retail Marketplace Profile Providence City, UT

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Retail MarketPlace Profile

Providence City, UT
 Providence City, UT (4962360)
 Geography: Place

Prepared by Esri

Summary Demographics

2020 Population	7,949
2020 Households	2,441
2020 Median Disposable Income	\$61,314
2020 Per Capita Income	\$28,669

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 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	\$94,200,073	\$20,276,111	\$73,923,962	64.6	25
Total Retail Trade	44-45	\$84,891,832	\$15,702,157	\$69,189,675	68.8	19
Total Food & Drink	722	\$9,308,241	\$4,573,954	\$4,734,287	34.1	6

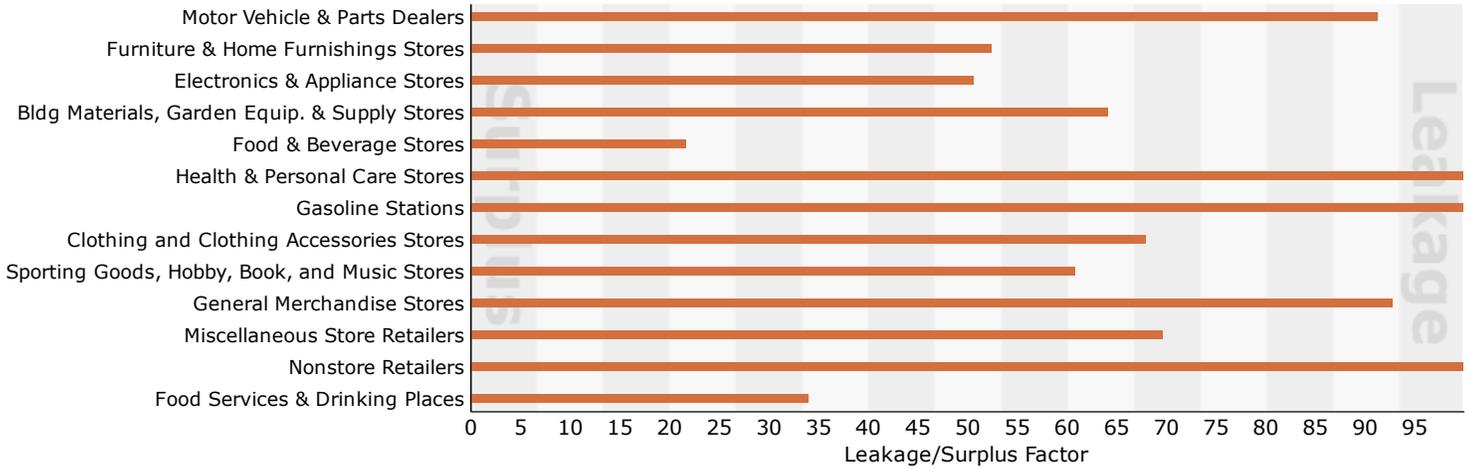
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$17,929,546	\$801,245	\$17,128,301	91.4	3
Automobile Dealers	4411	\$14,786,166	\$0	\$14,786,166	100.0	0
Other Motor Vehicle Dealers	4412	\$1,651,834	\$0	\$1,651,834	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,491,546	\$801,245	\$690,301	30.1	3
Furniture & Home Furnishings Stores	442	\$2,675,191	\$829,818	\$1,845,373	52.6	1
Furniture Stores	4421	\$1,703,336	\$829,818	\$873,518	34.5	1
Home Furnishings Stores	4422	\$971,855	\$0	\$971,855	100.0	0
Electronics & Appliance Stores	443	\$2,993,978	\$976,073	\$2,017,905	50.8	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,754,115	\$1,255,654	\$4,498,461	64.2	2
Bldg Material & Supplies Dealers	4441	\$5,348,380	\$298,783	\$5,049,597	89.4	1
Lawn & Garden Equip & Supply Stores	4442	\$405,735	\$956,871	-\$551,136	-40.4	1
Food & Beverage Stores	445	\$13,964,523	\$8,967,134	\$4,997,389	21.8	2
Grocery Stores	4451	\$12,488,714	\$8,783,965	\$3,704,749	17.4	1
Specialty Food Stores	4452	\$923,762	\$183,169	\$740,593	66.9	1
Beer, Wine & Liquor Stores	4453	\$552,047	\$0	\$552,047	100.0	0
Health & Personal Care Stores	446,4461	\$3,873,964	\$0	\$3,873,964	100.0	0
Gasoline Stations	447,4471	\$9,130,034	\$0	\$9,130,034	100.0	0
Clothing & Clothing Accessories Stores	448	\$4,229,278	\$803,848	\$3,425,430	68.1	2
Clothing Stores	4481	\$2,934,065	\$782,044	\$2,152,021	57.9	1
Shoe Stores	4482	\$472,681	\$0	\$472,681	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$822,532	\$21,804	\$800,728	94.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,571,601	\$868,125	\$2,703,476	60.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,174,656	\$868,125	\$2,306,531	57.1	3
Book, Periodical & Music Stores	4512	\$396,945	\$0	\$396,945	100.0	0
General Merchandise Stores	452	\$15,770,105	\$579,120	\$15,190,985	92.9	1
Department Stores Excluding Leased Depts.	4521	\$9,370,751	\$0	\$9,370,751	100.0	0
Other General Merchandise Stores	4529	\$6,399,354	\$579,120	\$5,820,234	83.4	1
Miscellaneous Store Retailers	453	\$3,477,506	\$621,140	\$2,856,366	69.7	4
Florists	4531	\$145,870	\$0	\$145,870	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$750,745	\$0	\$750,745	100.0	0
Used Merchandise Stores	4533	\$425,301	\$385,324	\$39,977	4.9	3
Other Miscellaneous Store Retailers	4539	\$2,155,590	\$235,816	\$1,919,774	80.3	1
Nonstore Retailers	454	\$1,521,991	\$0	\$1,521,991	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,347,236	\$0	\$1,347,236	100.0	0
Vending Machine Operators	4542	\$35,133	\$0	\$35,133	100.0	0
Direct Selling Establishments	4543	\$139,622	\$0	\$139,622	100.0	0
Food Services & Drinking Places	722	\$9,308,241	\$4,573,954	\$4,734,287	34.1	6
Special Food Services	7223	\$177,506	\$0	\$177,506	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$281,978	\$0	\$281,978	100.0	0
Restaurants/Other Eating Places	7225	\$8,848,757	\$4,573,954	\$4,274,803	31.8	6

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.

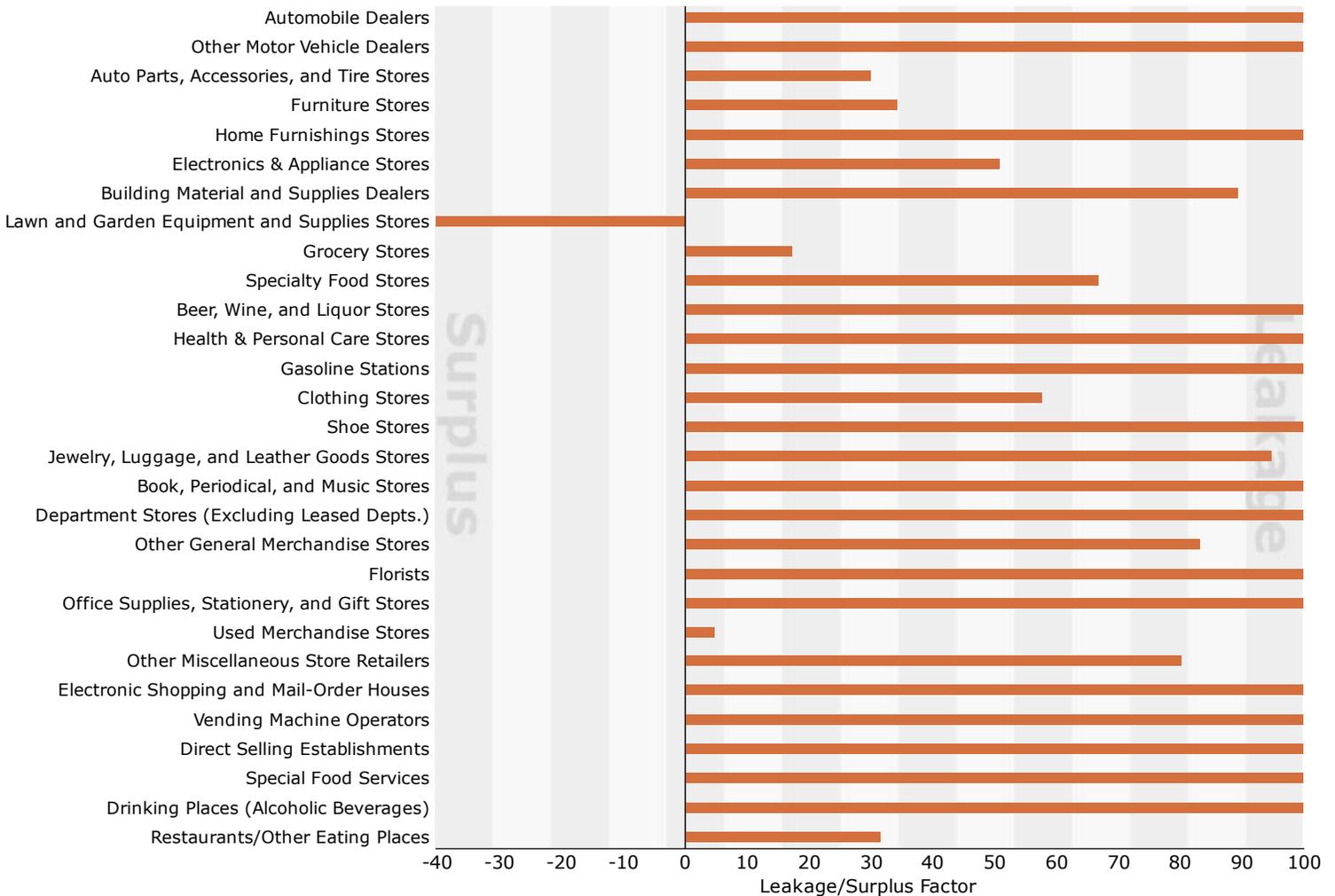
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2020 Updated Demographics. Esri 2017 Retail MarketPlace. ©2020 Esri. ©2017 Infogroup, Inc. All rights reserved.

2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Understanding the Leakage/Surplus Factor

The Leakage/Surplus Factor measures the balance between the volume of retail sales (supply) generated by retail businesses and the volume of retail potential (demand) produced by household spending on retail goods within the same industry. The Leakage/Surplus Factor, an Esri exclusive calculation, is the result of a more sophisticated approach for normalization of the gap between supply and demand. The result is an index scaled to upper and lower bound values ranging from -100 to +100. Using the Leakage/Surplus Factor allows users a simple way to identify business opportunity.

Leakage in an area represents a condition where demand exceeds supply. In other words, retailers outside the market area are fulfilling the demand for retail products; therefore, demand is "leaking" out of the trade area. Such a condition highlights an opportunity for new retailers to enter the trade area or for existing retailers to extend their marketing outreach to accommodate the excess demand. In the Retail MarketPlace Profile report, leakage is indicated by a green, or positive, Leakage/Surplus Factor.

Surplus in an area represents a condition where supply exceeds the area's demand. Retailers are attracting shoppers that reside outside the trade area. The "surplus" is in market supply. Brand positioning and product mix are key differentiators in these types of markets. In the Retail MarketPlace Profile report, surplus is indicated by a red, or negative, Leakage/Surplus Factor.

Retail MarketPlace Profile						
Proposed Location 100 S Wacker Dr, Chicago, Illinois, 60606 Ring: 1 mile radius				Sample Report Latitude: 41.88055 Longitude: -87.63701		
Summary Demographics						
2015 Population						57,033
2015 Households						32,801
2015 Median Disposable Income						\$68,583
2015 Per Capita Income						\$70,916
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	\$2,128,809,390	\$5,359,159,113	-\$3,230,349,723	-43.1	3,042
Total Retail Trade	44-45	\$1,895,668,408	\$4,100,808,979	-\$2,205,140,571	-36.8	1,774
Total Food & Drink	722	\$233,140,982	\$1,258,350,134	-\$1,025,209,152	-68.7	1,268
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$418,990,668	\$212,654,335	\$206,336,333	32.7	36
Automobile Dealers	4411	\$361,885,256	\$77,326,215	\$284,559,041	64.8	13
Other Motor Vehicle Dealers	4412	\$31,744,839	\$127,441,619	-\$95,696,780	-60.1	12
Auto Parts, Accessories & Tire Stores	4413	\$25,360,573	\$7,886,501	\$17,474,072	68.6	12
Furniture & Home Furnishings Stores	442	\$57,158,463	\$108,934,542	-\$51,776,079	-31.2	110
Furniture Stores	4421	\$37,243,429	\$68,160,523	-\$30,917,094	-29.3	65
Home Furnishings Stores	4422	\$19,915,034	\$40,774,019	-\$20,858,985	-34.4	46
Electronics & Appliance Stores	443	\$94,163,885	\$921,223,508	-\$827,059,623	-81.5	292
Bldg Materials, Garden Equip. & Supply Stores	444	\$74,767,140	\$65,106,536	\$9,660,604	6.9	83
Bldg Material & Supplies Dealers	4441	\$64,374,400	\$63,975,804	\$398,596	0.3	82
Lawn & Garden Equip & Supply Stores	4442	\$10,392,740	\$1,130,732	\$9,262,008	80.4	1
Food & Beverage Stores	445	\$376,561,333	\$513,394,065	-\$136,832,732	-15.4	187
Grocery Stores	4451	\$332,666,194	\$419,265,501	-\$80,599,367	-10.8	100
Specialty Food Stores	4452	\$43,895,139	\$67,128,564	-\$17,437,048	-53.9	67

In the Retail MarketPlace Profile report, leakage is indicated by a green, or positive, Leakage/Surplus Factor and surplus is indicated by a red, or negative, Leakage/Surplus Factor.