

Retail MarketPlace Profile

GIS Market Area Analysis - Ephraim, Utah
 1-53 S Main St, Ephraim, Utah, 84627
 Ring: 25 mile radius

Prepared by Utah SBDC Network
 Latitude: 39.35976
 Longitude: -111.58713

Summary Demographics

2020 Population	31,341
2020 Households	8,983
2020 Median Disposable Income	\$44,114
2020 Per Capita Income	\$19,071

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.

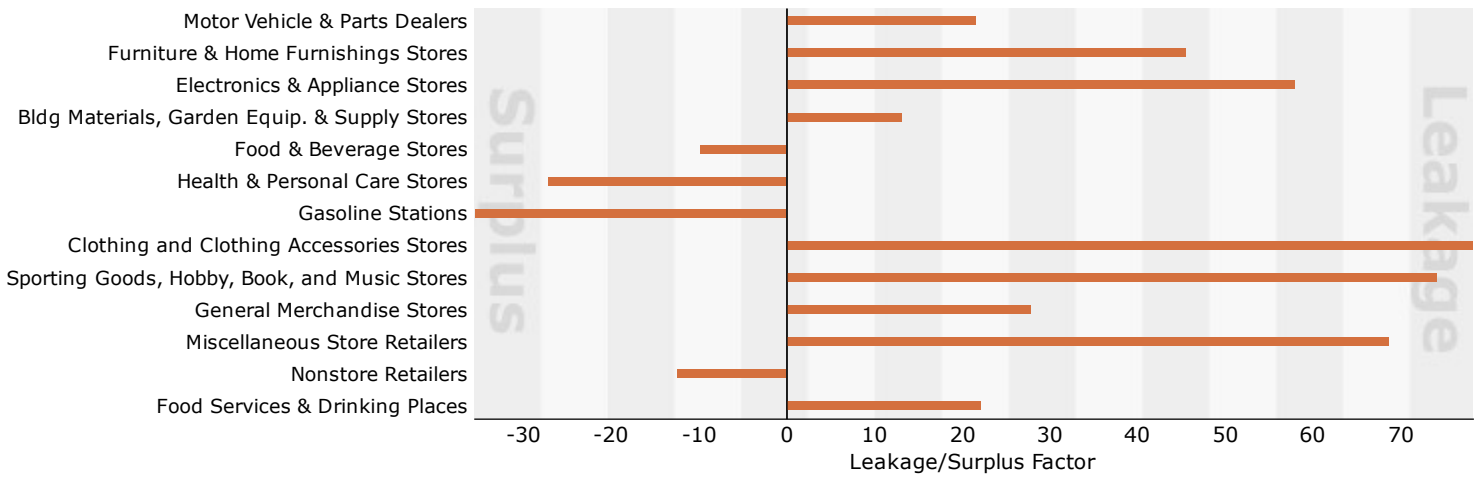
2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$258,052,788	\$222,211,772	\$35,841,016	7.5	166
Total Retail Trade	44-45	\$235,348,979	\$207,756,335	\$27,592,644	6.2	125
Total Food & Drink	722	\$22,703,809	\$14,455,437	\$8,248,372	22.2	41
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$52,940,339	\$34,072,388	\$18,867,951	21.7	22
Automobile Dealers	4411	\$43,772,753	\$21,954,857	\$21,817,896	33.2	7
Other Motor Vehicle Dealers	4412	\$5,100,440	\$7,366,178	-\$2,265,738	-18.2	5
Auto Parts, Accessories & Tire Stores	4413	\$4,067,146	\$4,751,353	-\$684,207	-7.8	10
Furniture & Home Furnishings Stores	442	\$6,460,370	\$2,415,544	\$4,044,826	45.6	6
Furniture Stores	4421	\$4,140,254	\$1,973,455	\$2,166,799	35.4	3
Home Furnishings Stores	4422	\$2,320,117	\$442,089	\$1,878,028	68.0	3
Electronics & Appliance Stores	443	\$7,381,575	\$1,956,971	\$5,424,604	58.1	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,648,658	\$12,791,470	\$3,857,188	13.1	20
Bldg Material & Supplies Dealers	4441	\$15,323,250	\$11,200,218	\$4,123,032	15.5	16
Lawn & Garden Equip & Supply Stores	4442	\$1,325,409	\$1,591,252	-\$265,843	-9.1	4
Food & Beverage Stores	445	\$38,686,492	\$47,296,689	-\$8,610,197	-10.0	11
Grocery Stores	4451	\$34,772,171	\$46,104,679	-\$11,332,508	-14.0	7
Specialty Food Stores	4452	\$2,564,636	\$501,264	\$2,063,372	67.3	3
Beer, Wine & Liquor Stores	4453	\$1,349,685	\$690,746	\$658,939	32.3	1
Health & Personal Care Stores	446,4461	\$11,228,764	\$19,604,717	-\$8,375,953	-27.2	12
Gasoline Stations	447,4471	\$26,641,523	\$56,258,755	-\$29,617,232	-35.7	19
Clothing & Clothing Accessories Stores	448	\$9,891,058	\$1,195,154	\$8,695,904	78.4	4
Clothing Stores	4481	\$7,043,436	\$1,195,154	\$5,848,282	71.0	4
Shoe Stores	4482	\$1,122,721	\$0	\$1,122,721	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,724,901	\$0	\$1,724,901	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$8,953,132	\$1,319,410	\$7,633,722	74.3	7
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,975,463	\$1,076,551	\$6,898,912	76.2	6
Book, Periodical & Music Stores	4512	\$977,669	\$242,859	\$734,810	60.2	1
General Merchandise Stores	452	\$41,910,457	\$23,580,362	\$18,330,095	28.0	6
Department Stores Excluding Leased Depts.	4521	\$23,919,116	\$21,289,865	\$2,629,251	5.8	2
Other General Merchandise Stores	4529	\$17,991,341	\$2,290,497	\$15,700,844	77.4	4
Miscellaneous Store Retailers	453	\$10,463,491	\$1,931,312	\$8,532,179	68.8	12
Florists	4531	\$359,677	\$577,840	-\$218,163	-23.3	3
Office Supplies, Stationery & Gift Stores	4532	\$1,860,867	\$236,161	\$1,624,706	77.5	3
Used Merchandise Stores	4533	\$1,037,619	\$222,108	\$815,511	64.7	2
Other Miscellaneous Store Retailers	4539	\$7,205,329	\$895,203	\$6,310,126	77.9	4
Nonstore Retailers	454	\$4,143,119	\$5,333,563	-\$1,190,444	-12.6	4
Electronic Shopping & Mail-Order Houses	4541	\$3,465,489	\$1,583,953	\$1,881,536	37.3	1
Vending Machine Operators	4542	\$95,227	\$0	\$95,227	100.0	0
Direct Selling Establishments	4543	\$582,403	\$3,749,610	-\$3,167,207	-73.1	3
Food Services & Drinking Places	722	\$22,703,809	\$14,455,437	\$8,248,372	22.2	41
Special Food Services	7223	\$456,497	\$1,865,349	-\$1,408,852	-60.7	1
Drinking Places - Alcoholic Beverages	7224	\$660,711	\$0	\$660,711	100.0	0
Restaurants/Other Eating Places	7225	\$21,586,601	\$12,586,601	\$9,000,000	26.3	40

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

