



Retail Market Potential

808 S Main St, Salt Lake City, Utah, 84101
 Drive time: 15 minute radius

Prepared by SPARK REALTY UTAH

Latitude: 40.75134
 Longitude: -111.89158

Demographic Summary	2024	2029
Population	556,237	572,206
Population 18+	440,605	457,544
Households	220,837	234,804
Median Household Income	\$82,845	\$101,569

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	277,211	62.9%	100
Bought Women`s Clothing/12 Mo	228,767	51.9%	99
Bought Shoes/12 Mo	331,820	75.3%	100
Bought Fine Jewelry/12 Mo	99,753	22.6%	104
Bought Watch/12 Mo	59,022	13.4%	101
Automobiles (Households)			
HH Owns or Leases Any Vehicle	197,369	89.4%	99
HH Bought or Leased New Vehicle/12 Mo	18,716	8.5%	92
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	391,463	88.8%	99
Bought or Changed Motor Oil/12 Mo	224,727	51.0%	95
Had Vehicle Tune-Up/12 Mo	107,559	24.4%	102
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	161,645	36.7%	98
Drank Beer or Ale/6 Mo	174,046	39.5%	103
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	42,262	9.6%	98
Own Digital SLR Camera or Camcorder	48,036	10.9%	105
Printed Digital Photos/12 Mo	115,283	26.2%	101
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	159,379	36.2%	100
Have a Smartphone	418,181	94.9%	101
Have Android Phone (Any Brand) Smartphone	157,545	35.8%	93
Have Apple iPhone Smartphone	269,491	61.2%	107
HH Owns 1 Cell Phone	77,193	35.0%	116
HH Owns 2 Cell Phones	83,182	37.7%	96
HH Owns 3+ Cell Phones	56,032	25.4%	89
HH Has Cell Phone Only (No Landline Telephone)	164,666	74.6%	103
Computers (Households)			
HH Owns Computer	190,491	86.3%	103
HH Owns Desktop Computer	83,361	37.7%	97
HH Owns Laptop or Notebook	159,664	72.3%	104
HH Owns Apple/Mac Brand Computer	62,760	28.4%	115
HH Owns PC/Non-Apple Brand Computer	154,078	69.8%	100
HH Purchased Most Recent Home Computer at Store	81,999	37.1%	100
HH Purchased Most Recent Home Computer Online	64,219	29.1%	106
HH Spent \$1-499 on Most Recent Home Computer	29,032	13.1%	95
HH Spent \$500-999 on Most Recent Home Computer	41,432	18.8%	99
HH Spent \$1K-1499 on Most Recent Home Computer	28,046	12.7%	112
HH Spent \$1500-1999 on Most Recent Home Computer	10,634	4.8%	119
HH Spent \$2K+ on Most Recent Home Computer	15,594	7.1%	116

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 MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	282,916	64.2%	99
Bought Brewed Coffee at C-Store/30 Days	52,193	11.8%	95
Bought Cigarettes at C-Store/30 Days	24,235	5.5%	91
Bought Gas at C-Store/30 Days	166,419	37.8%	94
Spent \$1-19 at C-Store/30 Days	31,217	7.1%	104
Spent \$20-39 at C-Store/30 Days	37,728	8.6%	103
Spent \$40-50 at C-Store/30 Days	29,132	6.6%	99
Spent \$51-99 at C-Store/30 Days	24,643	5.6%	99
Spent \$100+ at C-Store/30 Days	93,099	21.1%	90
Entertainment (Adults)			
Attended Movie/6 Mo	206,074	46.8%	106
Went to Live Theater/12 Mo	41,402	9.4%	108
Went to Bar or Night Club/12 Mo	84,441	19.2%	108
Dined Out/12 Mo	246,538	56.0%	100
Gambled at Casino/12 Mo	52,044	11.8%	99
Visited Theme Park/12 Mo	74,997	17.0%	108
Viewed Movie (Video-on-Demand)/30 Days	40,072	9.1%	97
Viewed TV Show (Video-on-Demand)/30 Days	27,706	6.3%	95
Used Internet to Download Movie/30 Days	30,582	6.9%	111
Downloaded Individual Song/6 Mo	88,771	20.1%	103
Used Internet to Watch Movie/30 Days	172,002	39.0%	114
Used Internet to Watch TV Program/30 Days	115,165	26.1%	116
Played (Console) Video or Electronic Game/12 Mo	62,883	14.3%	113
Played (Portable) Video or Electronic Game/12 Mo	33,095	7.5%	109
Financial (Adults)			
Have 1st Home Mortgage	155,651	35.3%	97
Used ATM or Cash Machine/12 Mo	274,280	62.3%	101
Own Any Stock	70,712	16.0%	108
Own U.S. Savings Bonds	33,248	7.5%	102
Own Shares in Mutual Fund (Stocks)	59,990	13.6%	102
Own Shares in Mutual Fund (Bonds)	36,656	8.3%	100
Have Interest Checking Account	169,121	38.4%	99
Have Non-Interest Checking Account	159,961	36.3%	98
Have Savings Account	324,968	73.8%	102
Have 401(k) Retirement Savings Plan	112,467	25.5%	104
Own or Used Any Credit/Debit Card/12 Mo	410,058	93.1%	100
Avg \$1-110 Monthly Credit Card Expenditures	42,168	9.6%	94
Avg \$111-225 Monthly Credit Card Expenditures	30,693	7.0%	101
Avg \$226-450 Monthly Credit Card Expenditures	38,222	8.7%	99
Avg \$451-700 Monthly Credit Card Expenditures	43,332	9.8%	106
Avg \$701-1000 Monthly Credit Card Expenditures	37,138	8.4%	108
Avg \$1001-2000 Monthly Credit Card Expenditures	56,028	12.7%	106
Avg \$2001+ Monthly Credit Card Expenditures	56,473	12.8%	102
Did Banking Online/12 Mo	259,377	58.9%	103
Did Banking by Mobile Device/12 Mo	225,181	51.1%	106

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	204,946	92.8%	98
HH Used Chicken (Fresh or Frozen)/6 Mo	166,095	75.2%	98
HH Used Turkey (Fresh or Frozen)/6 Mo	42,777	19.4%	94
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	128,802	58.3%	99
HH Used Fresh Fruit or Vegetables/6 Mo	195,530	88.5%	100
HH Used Fresh Milk/6 Mo	173,915	78.8%	96
HH Used Organic Food/6 Mo	63,360	28.7%	113
Health (Adults)			
Exercise at Home 2+ Times/Wk	219,694	49.9%	103
Exercise at Club 2+ Times/Wk	59,689	13.5%	116
Visited Doctor/12 Mo	349,574	79.3%	100
Used Vitamins or Dietary Supplements/6 Mo	291,869	66.2%	100
Home (Households)			
HH Did Home Improvement/12 Mo	71,592	32.4%	89
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	75,266	34.1%	97
HH Purchased Low Ticket HH Furnishing/12 Mo	50,938	23.1%	103
HH Purchased Big Ticket HH Furnishing/12 Mo	60,523	27.4%	106
HH Bought Small Kitchen Appliance/12 Mo	56,941	25.8%	103
HH Bought Large Kitchen Appliance/12 Mo	33,983	15.4%	96
Insurance (Adults/Households)			
Currently Carry Life Insurance	216,941	49.2%	96
Personally Carry Any Med/Hosp/Accident Insur	372,165	84.5%	99
Homeowner Carries Home/Personal Property Insurance	242,185	55.0%	91
Renter Carries Home/Pers Property Insurance	73,918	16.8%	131
HH Has 1 Vehicle Covered w/Auto Insurance	75,692	34.3%	107
HH Has 2 Vehicles Covered w/Auto Insurance	69,488	31.5%	100
HH Has 3+ Vehicles Covered w/Auto Insurance	50,077	22.7%	87
Pets (Households)			
HH Owns Any Pet	98,884	44.8%	89
HH Owns Cat	45,621	20.7%	88
HH Owns Dog	70,178	31.8%	82
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	82,194	18.7%	109
Buying American Is Important: 4-Agr Cmpl	109,355	24.8%	85
Buy Based on Quality Not Price: 4-Agr Cmpl	65,415	14.8%	102
Buy on Credit Rather Than Wait: 4-Agr Cmpl	54,965	12.5%	100
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	42,617	9.7%	95
Will Pay More for Env Safe Prods: 4-Agr Cmpl	57,430	13.0%	116
Buy Based on Price Not Brands: 4-Agr Cmpl	118,192	26.8%	101
Reading (Adults)			
Bought Digital Book/12 Mo	84,000	19.1%	104
Bought Hardcover Book/12 Mo	124,040	28.2%	105
Bought Paperback Book/12 Mo	158,537	36.0%	105
Read Daily Newspaper (Paper Version)	43,253	9.8%	91
Read Digital Newspaper/30 Days	279,603	63.5%	108
Read Magazine (Paper/Electronic Vers)/6 Mo	391,677	88.9%	102

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Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	312,658	71.0%	99
Went to Family Restrnt/SteakHse 4+ Times/30 Days	99,605	22.6%	97
Went to Fast Food/Drive-In Restaurant/6 Mo	400,608	90.9%	100
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	170,979	38.8%	98
Ordered Eat-In Fast Food/6 Mo	123,383	28.0%	97
Ordered Home Delivery Fast Food/6 Mo	63,860	14.5%	112
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	223,483	50.7%	96
Ordered Take-Out/Walk-In Fast Food/6 Mo	106,509	24.2%	106
Television & Electronics (Adults/Households)			
Own Tablet	248,452	56.4%	98
Own E-Reader	73,467	16.7%	106
Own E-Reader/Tablet: Apple iPad	167,959	38.1%	104
HH Owns Internet Connectable TV	89,733	40.6%	99
Own Portable MP3 Player	39,208	8.9%	99
HH Owns 1 TV	49,458	22.4%	121
HH Owns 2 TVs	64,393	29.2%	105
HH Owns 3 TVs	45,441	20.6%	92
HH Owns 4+ TVs	39,398	17.8%	81
HH Subscribes to Cable TV	66,853	30.3%	98
HH Subscribes to Fiber Optic TV	12,192	5.5%	108
HH Owns Portable GPS Device	34,992	15.8%	86
HH Purchased Video Game System/12 Mo	18,127	8.2%	105
HH Owns Internet Video Device for TV	115,619	52.4%	99
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	266,420	60.5%	103
Took 3+ Domestic Non-Business Trips/12 Mo	75,346	17.1%	105
Spent \$1-999 on Domestic Vacations/12 Mo	56,989	12.9%	106
Spent \$1K-1499 on Domestic Vacations/12 Mo	31,662	7.2%	105
Spent \$1500-1999 on Domestic Vacations/12 Mo	20,103	4.6%	103
Spent \$2K-2999 on Domestic Vacations/12 Mo	23,320	5.3%	102
Spent \$3K+ on Domestic Vacations/12 Mo	43,055	9.8%	101
Used Intrnt Travel Site for Domestic Trip/12 Mo	30,005	6.8%	109
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	149,156	33.9%	112
Took 3+ Foreign Trips by Plane/3 Yrs	28,709	6.5%	120
Spent \$1-999 on Foreign Vacations/12 Mo	27,477	6.2%	112
Spent \$1K-2999 on Foreign Vacations/12 Mo	18,119	4.1%	123
Spent \$3K+ on Foreign Vacations/12 Mo	30,500	6.9%	116
Used General Travel Site: Foreign Trip/3 Yrs	28,170	6.4%	114
Spent Night at Hotel or Motel/12 Mo	232,177	52.7%	104
Took Cruise of More Than One Day/3 Yrs	37,748	8.6%	101
Member of Frequent Flyer Program	136,739	31.0%	112
Member of Hotel Rewards Program	130,753	29.7%	102

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Demographic Summary	2024	2029
Population	1,474,412	1,523,879
Population 18+	1,094,361	1,147,660
Households	507,859	538,145
Median Household Income	\$102,380	\$118,126

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	704,007	64.3%	102
Bought Women`s Clothing/12 Mo	576,577	52.7%	101
Bought Shoes/12 Mo	834,272	76.2%	101
Bought Fine Jewelry/12 Mo	246,156	22.5%	103
Bought Watch/12 Mo	145,410	13.3%	100
Automobiles (Households)			
HH Owns or Leases Any Vehicle	468,983	92.3%	102
HH Bought or Leased New Vehicle/12 Mo	50,562	10.0%	108
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	998,198	91.2%	102
Bought or Changed Motor Oil/12 Mo	578,062	52.8%	99
Had Vehicle Tune-Up/12 Mo	271,890	24.8%	104
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	389,606	35.6%	95
Drank Beer or Ale/6 Mo	435,368	39.8%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	113,037	10.3%	106
Own Digital SLR Camera or Camcorder	130,928	12.0%	115
Printed Digital Photos/12 Mo	305,857	27.9%	107
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	390,197	35.7%	99
Have a Smartphone	1,040,328	95.1%	101
Have Android Phone (Any Brand) Smartphone	376,385	34.4%	89
Have Apple iPhone Smartphone	686,811	62.8%	109
HH Owns 1 Cell Phone	141,830	27.9%	93
HH Owns 2 Cell Phones	199,370	39.3%	100
HH Owns 3+ Cell Phones	158,055	31.1%	109
HH Has Cell Phone Only (No Landline Telephone)	374,927	73.8%	102
Computers (Households)			
HH Owns Computer	447,068	88.0%	105
HH Owns Desktop Computer	204,379	40.2%	104
HH Owns Laptop or Notebook	373,848	73.6%	106
HH Owns Apple/Mac Brand Computer	147,206	29.0%	117
HH Owns PC/Non-Apple Brand Computer	365,821	72.0%	103
HH Purchased Most Recent Home Computer at Store	195,829	38.6%	104
HH Purchased Most Recent Home Computer Online	150,024	29.5%	108
HH Spent \$1-499 on Most Recent Home Computer	65,403	12.9%	93
HH Spent \$500-999 on Most Recent Home Computer	101,188	19.9%	105
HH Spent \$1K-1499 on Most Recent Home Computer	66,801	13.2%	116
HH Spent \$1500-1999 on Most Recent Home Computer	23,564	4.6%	115
HH Spent \$2K+ on Most Recent Home Computer	37,092	7.3%	120

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	705,270	64.4%	99
Bought Brewed Coffee at C-Store/30 Days	132,150	12.1%	97
Bought Cigarettes at C-Store/30 Days	53,056	4.8%	80
Bought Gas at C-Store/30 Days	423,498	38.7%	97
Spent \$1-19 at C-Store/30 Days	77,797	7.1%	105
Spent \$20-39 at C-Store/30 Days	93,399	8.5%	102
Spent \$40-50 at C-Store/30 Days	73,582	6.7%	101
Spent \$51-99 at C-Store/30 Days	59,895	5.5%	97
Spent \$100+ at C-Store/30 Days	237,324	21.7%	92
Entertainment (Adults)			
Attended Movie/6 Mo	513,195	46.9%	106
Went to Live Theater/12 Mo	103,512	9.5%	108
Went to Bar or Night Club/12 Mo	203,256	18.6%	105
Dined Out/12 Mo	638,967	58.4%	104
Gambled at Casino/12 Mo	132,817	12.1%	102
Visited Theme Park/12 Mo	189,917	17.4%	110
Viewed Movie (Video-on-Demand)/30 Days	113,714	10.4%	110
Viewed TV Show (Video-on-Demand)/30 Days	78,597	7.2%	109
Used Internet to Download Movie/30 Days	76,074	7.0%	111
Downloaded Individual Song/6 Mo	223,797	20.5%	105
Used Internet to Watch Movie/30 Days	410,328	37.5%	110
Used Internet to Watch TV Program/30 Days	272,845	24.9%	111
Played (Console) Video or Electronic Game/12 Mo	148,695	13.6%	108
Played (Portable) Video or Electronic Game/12 Mo	79,123	7.2%	105
Financial (Adults)			
Have 1st Home Mortgage	448,780	41.0%	112
Used ATM or Cash Machine/12 Mo	684,226	62.5%	102
Own Any Stock	184,061	16.8%	113
Own U.S. Savings Bonds	85,398	7.8%	106
Own Shares in Mutual Fund (Stocks)	161,040	14.7%	110
Own Shares in Mutual Fund (Bonds)	99,286	9.1%	109
Have Interest Checking Account	440,108	40.2%	103
Have Non-Interest Checking Account	403,231	36.8%	100
Have Savings Account	827,534	75.6%	104
Have 401(k) Retirement Savings Plan	300,341	27.4%	112
Own or Used Any Credit/Debit Card/12 Mo	1,024,157	93.6%	101
Avg \$1-110 Monthly Credit Card Expenditures	98,071	9.0%	88
Avg \$111-225 Monthly Credit Card Expenditures	75,772	6.9%	100
Avg \$226-450 Monthly Credit Card Expenditures	94,281	8.6%	98
Avg \$451-700 Monthly Credit Card Expenditures	106,229	9.7%	105
Avg \$701-1000 Monthly Credit Card Expenditures	91,323	8.3%	107
Avg \$1001-2000 Monthly Credit Card Expenditures	146,488	13.4%	112
Avg \$2001+ Monthly Credit Card Expenditures	162,353	14.8%	119
Did Banking Online/12 Mo	663,232	60.6%	106
Did Banking by Mobile Device/12 Mo	568,827	52.0%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	476,862	93.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	392,083	77.2%	100
HH Used Turkey (Fresh or Frozen)/6 Mo	105,017	20.7%	100
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	301,446	59.4%	101
HH Used Fresh Fruit or Vegetables/6 Mo	454,512	89.5%	101
HH Used Fresh Milk/6 Mo	411,108	80.9%	99
HH Used Organic Food/6 Mo	143,684	28.3%	111
Health (Adults)			
Exercise at Home 2+ Times/Wk	561,450	51.3%	106
Exercise at Club 2+ Times/Wk	147,727	13.5%	115
Visited Doctor/12 Mo	876,766	80.1%	100
Used Vitamins or Dietary Supplements/6 Mo	736,465	67.3%	102
Home (Households)			
HH Did Home Improvement/12 Mo	188,044	37.0%	102
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	193,867	38.2%	109
HH Purchased Low Ticket HH Furnishing/12 Mo	120,171	23.7%	105
HH Purchased Big Ticket HH Furnishing/12 Mo	141,427	27.8%	108
HH Bought Small Kitchen Appliance/12 Mo	130,260	25.6%	103
HH Bought Large Kitchen Appliance/12 Mo	85,727	16.9%	105
Insurance (Adults/Households)			
Currently Carry Life Insurance	579,814	53.0%	103
Personally Carry Any Med/Hosp/Accident Insur	941,289	86.0%	101
Homeowner Carries Home/Personal Property Insurance	681,387	62.3%	103
Renter Carries Home/Pers Property Insurance	151,088	13.8%	108
HH Has 1 Vehicle Covered w/Auto Insurance	154,727	30.5%	95
HH Has 2 Vehicles Covered w/Auto Insurance	173,842	34.2%	109
HH Has 3+ Vehicles Covered w/Auto Insurance	132,704	26.1%	101
Pets (Households)			
HH Owns Any Pet	251,247	49.5%	98
HH Owns Cat	107,092	21.1%	90
HH Owns Dog	190,224	37.5%	97
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	194,984	17.8%	104
Buying American Is Important: 4-Agr Cmpl	287,039	26.2%	90
Buy Based on Quality Not Price: 4-Agr Cmpl	159,485	14.6%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	138,524	12.7%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	105,004	9.6%	94
Will Pay More for Env Safe Prods: 4-Agr Cmpl	128,529	11.7%	104
Buy Based on Price Not Brands: 4-Agr Cmpl	281,255	25.7%	96
Reading (Adults)			
Bought Digital Book/12 Mo	216,652	19.8%	108
Bought Hardcover Book/12 Mo	313,131	28.6%	106
Bought Paperback Book/12 Mo	397,281	36.3%	105
Read Daily Newspaper (Paper Version)	102,012	9.3%	86
Read Digital Newspaper/30 Days	672,884	61.5%	105
Read Magazine (Paper/Electronic Vers)/6 Mo	970,513	88.7%	102

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Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2024 and 2029.



Retail Market Potential

808 S Main St, Salt Lake City, Utah, 84101
 Drive time: 30 minute radius

Prepared by SPARK REALTY UTAH

Latitude: 40.75134
 Longitude: -111.89158

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnrt/SteakHse/6 Mo	794,829	72.6%	102
Went to Family Restrnrt/SteakHse 4+ Times/30 Days	261,414	23.9%	103
Went to Fast Food/Drive-In Restaurant/6 Mo	1,002,571	91.6%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	438,948	40.1%	101
Ordered Eat-In Fast Food/6 Mo	323,054	29.5%	102
Ordered Home Delivery Fast Food/6 Mo	153,525	14.0%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	581,959	53.2%	101
Ordered Take-Out/Walk-In Fast Food/6 Mo	262,882	24.0%	106
Television & Electronics (Adults/Households)			
Own Tablet	654,981	59.9%	104
Own E-Reader	187,578	17.1%	108
Own E-Reader/Tablet: Apple iPad	453,342	41.4%	113
HH Owns Internet Connectable TV	219,373	43.2%	105
Own Portable MP3 Player	101,109	9.2%	103
HH Owns 1 TV	95,052	18.7%	101
HH Owns 2 TVs	141,389	27.8%	100
HH Owns 3 TVs	112,607	22.2%	99
HH Owns 4+ TVs	115,253	22.7%	102
HH Subscribes to Cable TV	158,308	31.2%	101
HH Subscribes to Fiber Optic TV	31,344	6.2%	121
HH Owns Portable GPS Device	88,605	17.4%	94
HH Purchased Video Game System/12 Mo	41,812	8.2%	106
HH Owns Internet Video Device for TV	283,128	55.7%	106
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	685,925	62.7%	107
Took 3+ Domestic Non-Business Trips/12 Mo	195,875	17.9%	110
Spent \$1-999 on Domestic Vacations/12 Mo	140,025	12.8%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	81,091	7.4%	108
Spent \$1500-1999 on Domestic Vacations/12 Mo	52,617	4.8%	108
Spent \$2K-2999 on Domestic Vacations/12 Mo	62,295	5.7%	109
Spent \$3K+ on Domestic Vacations/12 Mo	122,314	11.2%	116
Used Intrnt Travel Site for Domestic Trip/12 Mo	76,701	7.0%	112
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	381,131	34.8%	115
Took 3+ Foreign Trips by Plane/3 Yrs	71,573	6.5%	120
Spent \$1-999 on Foreign Vacations/12 Mo	69,345	6.3%	114
Spent \$1K-2999 on Foreign Vacations/12 Mo	43,255	4.0%	119
Spent \$3K+ on Foreign Vacations/12 Mo	78,357	7.2%	120
Used General Travel Site: Foreign Trip/3 Yrs	70,173	6.4%	114
Spent Night at Hotel or Motel/12 Mo	597,330	54.6%	108
Took Cruise of More Than One Day/3 Yrs	102,598	9.4%	110
Member of Frequent Flyer Program	365,886	33.4%	120
Member of Hotel Rewards Program	354,938	32.4%	111

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Retail Market Potential

808 S Main St, Salt Lake City, Utah, 84101
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Demographic Summary	2024	2029
Population	2,397,741	2,514,632
Population 18+	1,737,607	1,853,101
Households	789,905	845,706
Median Household Income	\$102,028	\$116,811

Product/Consumer Behavior	Expected Number of Adults or HHS	Percent of Adults/HHS	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	1,125,175	64.8%	103
Bought Women`s Clothing/12 Mo	918,358	52.9%	101
Bought Shoes/12 Mo	1,330,680	76.6%	102
Bought Fine Jewelry/12 Mo	391,375	22.5%	103
Bought Watch/12 Mo	231,161	13.3%	100
Automobiles (Households)			
HH Owns or Leases Any Vehicle	734,004	92.9%	103
HH Bought or Leased New Vehicle/12 Mo	80,256	10.2%	110
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	1,595,486	91.8%	102
Bought or Changed Motor Oil/12 Mo	930,390	53.5%	100
Had Vehicle Tune-Up/12 Mo	431,268	24.8%	103
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	622,516	35.8%	96
Drank Beer or Ale/6 Mo	688,804	39.6%	104
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	180,168	10.4%	106
Own Digital SLR Camera or Camcorder	210,000	12.1%	116
Printed Digital Photos/12 Mo	491,317	28.3%	109
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	623,575	35.9%	99
Have a Smartphone	1,654,404	95.2%	101
Have Android Phone (Any Brand) Smartphone	600,321	34.5%	90
Have Apple iPhone Smartphone	1,090,834	62.8%	109
HH Owns 1 Cell Phone	210,458	26.6%	89
HH Owns 2 Cell Phones	312,338	39.5%	100
HH Owns 3+ Cell Phones	253,984	32.2%	112
HH Has Cell Phone Only (No Landline Telephone)	588,041	74.4%	103
Computers (Households)			
HH Owns Computer	696,148	88.1%	105
HH Owns Desktop Computer	320,829	40.6%	105
HH Owns Laptop or Notebook	581,497	73.6%	106
HH Owns Apple/Mac Brand Computer	226,127	28.6%	116
HH Owns PC/Non-Apple Brand Computer	572,936	72.5%	103
HH Purchased Most Recent Home Computer at Store	305,679	38.7%	104
HH Purchased Most Recent Home Computer Online	233,498	29.6%	108
HH Spent \$1-499 on Most Recent Home Computer	102,359	13.0%	94
HH Spent \$500-999 on Most Recent Home Computer	158,723	20.1%	106
HH Spent \$1K-1499 on Most Recent Home Computer	103,526	13.1%	115
HH Spent \$1500-1999 on Most Recent Home Computer	35,449	4.5%	111
HH Spent \$2K+ on Most Recent Home Computer	57,031	7.2%	119

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Retail Market Potential

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	1,131,981	65.1%	100
Bought Brewed Coffee at C-Store/30 Days	211,023	12.1%	97
Bought Cigarettes at C-Store/30 Days	85,076	4.9%	81
Bought Gas at C-Store/30 Days	689,506	39.7%	99
Spent \$1-19 at C-Store/30 Days	123,292	7.1%	105
Spent \$20-39 at C-Store/30 Days	149,005	8.6%	103
Spent \$40-50 at C-Store/30 Days	118,324	6.8%	102
Spent \$51-99 at C-Store/30 Days	97,041	5.6%	99
Spent \$100+ at C-Store/30 Days	387,846	22.3%	95
Entertainment (Adults)			
Attended Movie/6 Mo	814,625	46.9%	106
Went to Live Theater/12 Mo	162,900	9.4%	108
Went to Bar or Night Club/12 Mo	321,034	18.5%	104
Dined Out/12 Mo	1,022,417	58.8%	105
Gambled at Casino/12 Mo	210,769	12.1%	102
Visited Theme Park/12 Mo	302,311	17.4%	111
Viewed Movie (Video-on-Demand)/30 Days	180,508	10.4%	110
Viewed TV Show (Video-on-Demand)/30 Days	125,162	7.2%	109
Used Internet to Download Movie/30 Days	120,766	7.0%	111
Downloaded Individual Song/6 Mo	359,411	20.7%	106
Used Internet to Watch Movie/30 Days	651,704	37.5%	110
Used Internet to Watch TV Program/30 Days	431,547	24.8%	111
Played (Console) Video or Electronic Game/12 Mo	238,870	13.7%	109
Played (Portable) Video or Electronic Game/12 Mo	127,135	7.3%	106
Financial (Adults)			
Have 1st Home Mortgage	730,546	42.0%	115
Used ATM or Cash Machine/12 Mo	1,085,412	62.5%	102
Own Any Stock	288,240	16.6%	111
Own U.S. Savings Bonds	133,912	7.7%	104
Own Shares in Mutual Fund (Stocks)	253,657	14.6%	109
Own Shares in Mutual Fund (Bonds)	156,303	9.0%	108
Have Interest Checking Account	699,962	40.3%	104
Have Non-Interest Checking Account	644,197	37.1%	101
Have Savings Account	1,320,085	76.0%	105
Have 401(k) Retirement Savings Plan	481,616	27.7%	113
Own or Used Any Credit/Debit Card/12 Mo	1,628,609	93.7%	101
Avg \$1-110 Monthly Credit Card Expenditures	156,321	9.0%	88
Avg \$111-225 Monthly Credit Card Expenditures	121,652	7.0%	102
Avg \$226-450 Monthly Credit Card Expenditures	150,658	8.7%	99
Avg \$451-700 Monthly Credit Card Expenditures	167,403	9.6%	104
Avg \$701-1000 Monthly Credit Card Expenditures	143,556	8.3%	106
Avg \$1001-2000 Monthly Credit Card Expenditures	231,472	13.3%	111
Avg \$2001+ Monthly Credit Card Expenditures	258,023	14.8%	119
Did Banking Online/12 Mo	1,057,386	60.9%	106
Did Banking by Mobile Device/12 Mo	908,938	52.3%	109

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	743,518	94.1%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	612,495	77.5%	101
HH Used Turkey (Fresh or Frozen)/6 Mo	164,819	20.9%	101
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	468,060	59.3%	101
HH Used Fresh Fruit or Vegetables/6 Mo	707,144	89.5%	101
HH Used Fresh Milk/6 Mo	643,067	81.4%	99
HH Used Organic Food/6 Mo	219,547	27.8%	109
Health (Adults)			
Exercise at Home 2+ Times/Wk	891,833	51.3%	106
Exercise at Club 2+ Times/Wk	234,102	13.5%	115
Visited Doctor/12 Mo	1,393,648	80.2%	101
Used Vitamins or Dietary Supplements/6 Mo	1,166,549	67.1%	101
Home (Households)			
HH Did Home Improvement/12 Mo	298,579	37.8%	104
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	304,111	38.5%	110
HH Purchased Low Ticket HH Furnishing/12 Mo	188,601	23.9%	106
HH Purchased Big Ticket HH Furnishing/12 Mo	221,823	28.1%	109
HH Bought Small Kitchen Appliance/12 Mo	203,465	25.8%	103
HH Bought Large Kitchen Appliance/12 Mo	136,068	17.2%	107
Insurance (Adults/Households)			
Currently Carry Life Insurance	935,079	53.8%	105
Personally Carry Any Med/Hosp/Accident Insur	1,499,351	86.3%	101
Homeowner Carries Home/Personal Property Insurance	1,100,073	63.3%	105
Renter Carries Home/Pers Property Insurance	234,812	13.5%	105
HH Has 1 Vehicle Covered w/Auto Insurance	235,398	29.8%	93
HH Has 2 Vehicles Covered w/Auto Insurance	274,274	34.7%	110
HH Has 3+ Vehicles Covered w/Auto Insurance	210,872	26.7%	103
Pets (Households)			
HH Owns Any Pet	400,394	50.7%	100
HH Owns Cat	169,590	21.5%	91
HH Owns Dog	306,322	38.8%	101
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	306,661	17.6%	103
Buying American Is Important: 4-Agr Cmpl	463,919	26.7%	92
Buy Based on Quality Not Price: 4-Agr Cmpl	253,694	14.6%	101
Buy on Credit Rather Than Wait: 4-Agr Cmpl	219,883	12.7%	102
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	166,675	9.6%	94
Will Pay More for Env Safe Prods: 4-Agr Cmpl	198,698	11.4%	102
Buy Based on Price Not Brands: 4-Agr Cmpl	447,237	25.7%	97
Reading (Adults)			
Bought Digital Book/12 Mo	347,503	20.0%	109
Bought Hardcover Book/12 Mo	498,600	28.7%	107
Bought Paperback Book/12 Mo	633,938	36.5%	106
Read Daily Newspaper (Paper Version)	153,559	8.8%	82
Read Digital Newspaper/30 Days	1,059,218	61.0%	104
Read Magazine (Paper/Electronic Vers)/6 Mo	1,540,374	88.6%	102

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Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	1,271,367	73.2%	103
Went to Family Restrnt/SteakHse 4+ Times/30 Days	423,090	24.3%	105
Went to Fast Food/Drive-In Restaurant/6 Mo	1,598,709	92.0%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	711,878	41.0%	103
Ordered Eat-In Fast Food/6 Mo	522,909	30.1%	104
Ordered Home Delivery Fast Food/6 Mo	244,612	14.1%	109
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	943,444	54.3%	103
Ordered Take-Out/Walk-In Fast Food/6 Mo	411,875	23.7%	104
Television & Electronics (Adults/Households)			
Own Tablet	1,048,385	60.3%	105
Own E-Reader	297,086	17.1%	108
Own E-Reader/Tablet: Apple iPad	723,896	41.7%	114
HH Owns Internet Connectable TV	345,928	43.8%	107
Own Portable MP3 Player	160,772	9.3%	103
HH Owns 1 TV	141,648	17.9%	97
HH Owns 2 TVs	217,847	27.6%	99
HH Owns 3 TVs	177,441	22.5%	100
HH Owns 4+ TVs	187,390	23.7%	107
HH Subscribes to Cable TV	241,759	30.6%	99
HH Subscribes to Fiber Optic TV	47,721	6.0%	118
HH Owns Portable GPS Device	139,914	17.7%	96
HH Purchased Video Game System/12 Mo	64,210	8.1%	104
HH Owns Internet Video Device for TV	445,947	56.5%	107
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	1,095,035	63.0%	108
Took 3+ Domestic Non-Business Trips/12 Mo	313,481	18.0%	110
Spent \$1-999 on Domestic Vacations/12 Mo	223,425	12.9%	105
Spent \$1K-1499 on Domestic Vacations/12 Mo	129,412	7.4%	109
Spent \$1500-1999 on Domestic Vacations/12 Mo	83,589	4.8%	108
Spent \$2K-2999 on Domestic Vacations/12 Mo	100,572	5.8%	111
Spent \$3K+ on Domestic Vacations/12 Mo	195,479	11.2%	116
Used Intrnt Travel Site for Domestic Trip/12 Mo	122,234	7.0%	112
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	598,683	34.5%	114
Took 3+ Foreign Trips by Plane/3 Yrs	110,762	6.4%	117
Spent \$1-999 on Foreign Vacations/12 Mo	107,334	6.2%	111
Spent \$1K-2999 on Foreign Vacations/12 Mo	66,402	3.8%	115
Spent \$3K+ on Foreign Vacations/12 Mo	122,225	7.0%	118
Used General Travel Site: Foreign Trip/3 Yrs	108,660	6.3%	111
Spent Night at Hotel or Motel/12 Mo	955,609	55.0%	108
Took Cruise of More Than One Day/3 Yrs	164,374	9.5%	111
Member of Frequent Flyer Program	580,459	33.4%	120
Member of Hotel Rewards Program	569,099	32.8%	112

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