



Retail Market Potential

Silver Summit CDP, UT
 Silver Summit CDP, UT (4969280)
 Geography: Place

Prepared by Jeffrey B. Jones, AICP

Demographic Summary		2017	2022
Population		4,323	4,723
Population 18+		3,073	3,386
Households		1,356	1,479
Median Household Income		\$124,236	\$126,851

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,559	50.7%	106
Bought any women's clothing in last 12 months	1,410	45.9%	106
Bought clothing for child <13 years in last 6 months	903	29.4%	107
Bought any shoes in last 12 months	1,805	58.7%	109
Bought costume jewelry in last 12 months	656	21.3%	112
Bought any fine jewelry in last 12 months	561	18.3%	101
Bought a watch in last 12 months	456	14.8%	97
Automobiles (Households)			
HH owns/leases any vehicle	1,269	93.6%	110
HH bought/leased new vehicle last 12 mo	201	14.8%	150
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,830	92.1%	108
Bought/changed motor oil in last 12 months	1,459	47.5%	98
Had tune-up in last 12 months	939	30.6%	107
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,160	70.3%	106
Drank regular cola in last 6 months	1,193	38.8%	88
Drank beer/ale in last 6 months	1,443	47.0%	111
Cameras (Adults)			
Own digital point & shoot camera/camcorder	834	27.1%	128
Own digital SLR camera/camcorder	378	12.3%	148
Printed digital photos in last 12 months	517	16.8%	121
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,117	36.3%	100
Have a smartphone	2,371	77.2%	115
Have a smartphone: Android phone (any brand)	943	30.7%	96
Have a smartphone: Apple iPhone	1,303	42.4%	138
Number of cell phones in household: 1	274	20.2%	63
Number of cell phones in household: 2	558	41.2%	109
Number of cell phones in household: 3+	505	37.2%	143
HH has cell phone only (no landline telephone)	483	35.6%	79
Computers (Households)			
HH owns a computer	1,214	89.5%	117
HH owns desktop computer	741	54.6%	128
HH owns laptop/notebook	897	66.2%	119
HH owns any Apple/Mac brand computer	292	21.5%	140
HH owns any PC/non-Apple brand computer	1,039	76.6%	116
HH purchased most recent computer in a store	637	47.0%	126
HH purchased most recent computer online	230	17.0%	130
Spent <\$500 on most recent home computer	200	14.7%	96
Spent \$500-\$999 on most recent home computer	315	23.2%	127
Spent \$1,000-\$1,499 on most recent home computer	185	13.6%	150
Spent \$1,500-\$1,999 on most recent home computer	87	6.4%	150
Spent \$2,000+ on most recent home computer	81	6.0%	168

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	1,635	53.2%	107
Bought brewed coffee at convenience store in last 30 days	504	16.4%	105
Bought cigarettes at convenience store in last 30 days	235	7.6%	63
Bought gas at convenience store in last 30 days	1,030	33.5%	99
Spent at convenience store in last 30 days: <\$20	314	10.2%	130
Spent at convenience store in last 30 days: \$20-\$39	319	10.4%	114
Spent at convenience store in last 30 days: \$40-\$50	228	7.4%	98
Spent at convenience store in last 30 days: \$51-\$99	118	3.8%	83
Spent at convenience store in last 30 days: \$100+	647	21.1%	90
Entertainment (Adults)			
Attended a movie in last 6 months	2,083	67.8%	115
Went to live theater in last 12 months	477	15.5%	119
Went to a bar/night club in last 12 months	570	18.5%	110
Dined out in last 12 months	1,709	55.6%	123
Gambled at a casino in last 12 months	502	16.3%	118
Visited a theme park in last 12 months	694	22.6%	126
Viewed movie (video-on-demand) in last 30 days	842	27.4%	150
Viewed TV show (video-on-demand) in last 30 days	623	20.3%	154
Watched any pay-per-view TV in last 12 months	490	15.9%	129
Downloaded a movie over the Internet in last 30 days	298	9.7%	117
Downloaded any individual song in last 6 months	788	25.6%	121
Watched a movie online in the last 30 days	609	19.8%	105
Watched a TV program online in last 30 days	591	19.2%	113
Played a video/electronic game (console) in last 12 months	297	9.7%	97
Played a video/electronic game (portable) in last 12 months	139	4.5%	101
Financial (Adults)			
Have home mortgage (1st)	1,405	45.7%	149
Used ATM/cash machine in last 12 months	1,811	58.9%	119
Own any stock	304	9.9%	136
Own U.S. savings bond	205	6.7%	130
Own shares in mutual fund (stock)	304	9.9%	135
Own shares in mutual fund (bonds)	219	7.1%	141
Have interest checking account	1,116	36.3%	134
Have non-interest checking account	980	31.9%	108
Have savings account	2,045	66.5%	122
Have 401K retirement savings plan	621	20.2%	138
Own/used any credit/debit card in last 12 months	2,641	85.9%	114
Avg monthly credit card expenditures: <\$111	397	12.9%	108
Avg monthly credit card expenditures: \$111-\$225	251	8.2%	115
Avg monthly credit card expenditures: \$226-\$450	265	8.6%	131
Avg monthly credit card expenditures: \$451-\$700	211	6.9%	129
Avg monthly credit card expenditures: \$701-\$1,000	183	6.0%	129
Avg monthly credit card expenditures: \$1,001+	445	14.5%	157
Did banking online in last 12 months	1,516	49.3%	135
Did banking on mobile device in last 12 months	704	22.9%	132
Paid bills online in last 12 months	1,751	57.0%	127

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	994	73.3%	105
Used bread in last 6 months	1,286	94.8%	101
Used chicken (fresh or frozen) in last 6 months	1,016	74.9%	109
Used turkey (fresh or frozen) in last 6 months	248	18.3%	115
Used fish/seafood (fresh or frozen) in last 6 months	780	57.5%	105
Used fresh fruit/vegetables in last 6 months	1,221	90.0%	104
Used fresh milk in last 6 months	1,215	89.6%	102
Used organic food in last 6 months	314	23.2%	112
Health (Adults)			
Exercise at home 2+ times per week	1,088	35.4%	122
Exercise at club 2+ times per week	611	19.9%	149
Visited a doctor in last 12 months	2,526	82.2%	109
Used vitamin/dietary supplement in last 6 months	1,731	56.3%	107
Home (Households)			
Any home improvement in last 12 months	489	36.1%	133
Used housekeeper/maid/professional HH cleaning service in last 12	238	17.6%	131
Purchased low ticket HH furnishings in last 12 months	265	19.5%	120
Purchased big ticket HH furnishings in last 12 months	336	24.8%	116
Bought any small kitchen appliance in last 12 months	328	24.2%	109
Bought any large kitchen appliance in last 12 months	207	15.3%	121
Insurance (Adults/Households)			
Currently carry life insurance	1,622	52.8%	122
Carry medical/hospital/accident insurance	2,372	77.2%	112
Carry homeowner insurance	1,923	62.6%	133
Carry renter's insurance	241	7.8%	90
Have auto insurance: 1 vehicle in household covered	298	22.0%	71
Have auto insurance: 2 vehicles in household covered	491	36.2%	127
Have auto insurance: 3+ vehicles in household covered	443	32.7%	151
Pets (Households)			
Household owns any pet	854	63.0%	116
Household owns any cat	333	24.6%	109
Household owns any dog	674	49.7%	120
Psychographics (Adults)			
Buying American is important to me	1,272	41.4%	100
Usually buy items on credit rather than wait	370	12.0%	98
Usually buy based on quality - not price	541	17.6%	96
Price is usually more important than brand name	757	24.6%	93
Usually use coupons for brands I buy often	537	17.5%	96
Am interested in how to help the environment	475	15.5%	94
Usually pay more for environ safe product	378	12.3%	92
Usually value green products over convenience	282	9.2%	85
Likely to buy a brand that supports a charity	1,066	34.7%	99
Reading (Adults)			
Bought digital book in last 12 months	615	20.0%	141
Bought hardcover book in last 12 months	743	24.2%	118
Bought paperback book in last 12 month	1,077	35.0%	118
Read any daily newspaper (paper version)	756	24.6%	102
Read any digital newspaper in last 30 days	1,304	42.4%	125
Read any magazine (paper/electronic version) in last 6 months	2,907	94.6%	105

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	2,492	81.1%	108
Went to family restaurant/steak house: 4+ times a month	964	31.4%	114
Went to fast food/drive-in restaurant in last 6 months	2,861	93.1%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,333	43.4%	110
Fast food/drive-in last 6 months: eat in	1,183	38.5%	105
Fast food/drive-in last 6 months: home delivery	252	8.2%	106
Fast food/drive-in last 6 months: take-out/drive-thru	1,563	50.9%	110
Fast food/drive-in last 6 months: take-out/walk-in	721	23.5%	116
Television & Electronics (Adults/Households)			
Own any tablet	1,338	43.5%	129
Own any e-reader	389	12.7%	146
Own e-reader/tablet: iPad	906	29.5%	143
HH has Internet connectable TV	387	28.5%	142
Own any portable MP3 player	1,122	36.5%	131
HH owns 1 TV	191	14.1%	68
HH owns 2 TVs	326	24.0%	92
HH owns 3 TVs	346	25.5%	118
HH owns 4+ TVs	359	26.5%	145
HH subscribes to cable TV	680	50.1%	105
HH subscribes to fiber optic	205	15.1%	189
HH owns portable GPS navigation device	496	36.6%	135
HH purchased video game system in last 12 mos	115	8.5%	110
HH owns Internet video device for TV	218	16.1%	145
Travel (Adults)			
Domestic travel in last 12 months	1,993	64.9%	128
Took 3+ domestic non-business trips in last 12 months	484	15.8%	141
Spent on domestic vacations in last 12 months: <\$1,000	400	13.0%	125
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	221	7.2%	126
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	164	5.3%	145
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	169	5.5%	145
Spent on domestic vacations in last 12 months: \$3,000+	308	10.0%	175
Domestic travel in the 12 months: used general travel website	278	9.0%	129
Foreign travel in last 3 years	1,022	33.3%	137
Took 3+ foreign trips by plane in last 3 years	188	6.1%	139
Spent on foreign vacations in last 12 months: <\$1,000	154	5.0%	117
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	134	4.4%	125
Spent on foreign vacations in last 12 months: \$3,000+	229	7.5%	148
Foreign travel in last 3 years: used general travel website	229	7.5%	130
Nights spent in hotel/motel in last 12 months: any	1,654	53.8%	130
Took cruise of more than one day in last 3 years	352	11.5%	143
Member of any frequent flyer program	793	25.8%	158
Member of any hotel rewards program	699	22.7%	153

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