

Retail Goods and Services Expenditures

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

Prepared by Robert Head, Utah SBDC
 Latitude: 39.35976
 Longitude: -111.58713

Top Tapestry Segments	Percen	Demographic Summary	2020	2025
Salt of the Earth (6B)	30.1%	Population	31,341	32,714
Prairie Living (6D)	17.4%	Households	8,983	9,442
Middleburg (4C)	8.1%	Families	6,779	7,096
College Towns (14B)	6.5%	Median Age	29.9	31.0
In Style (5B)	6.3%	Median Household	\$52,450	\$54,611
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,536.04	\$13,798,215
Men's		71	\$297.12	\$2,669,037
Women's		73	\$552.23	\$4,960,668
Children's		71	\$227.16	\$2,040,601
Footwear		70	\$334.53	\$3,005,116
Watches & Jewelry		76	\$89.11	\$800,447
Apparel Products and Services (1)		62	\$35.88	\$322,346
Computer				
Computers and Hardware for Home Use		69	\$112.07	\$1,006,714
Portable Memory		70	\$2.69	\$24,181
Computer Software		65	\$6.33	\$56,828
Computer Accessories		71	\$12.61	\$113,271
Entertainment & Recreation		80	\$2,603.86	\$23,390,505
Fees and Admissions		64	\$456.65	\$4,102,092
Membership Fees for Clubs (2)		65	\$155.82	\$1,399,696
Fees for Participant Sports, excl. Trips		66	\$64.43	\$578,812
Tickets to Theatre/Operas/Concerts		63	\$50.72	\$455,601
Tickets to Movies		63	\$36.37	\$326,740
Tickets to Parks or Museums		68	\$22.47	\$201,831
Admission to Sporting Events, excl. Trips		69	\$43.16	\$387,694
Fees for Recreational Lessons		57	\$83.16	\$747,034
Dating Services		64	\$0.52	\$4,685
TV/Video/Audio		79	\$926.79	\$8,325,320
Cable and Satellite Television Services		82	\$659.98	\$5,928,568
Televisions		74	\$80.37	\$721,993
Satellite Dishes		95	\$1.11	\$10,005
VCRs, Video Cameras, and DVD Players		78	\$4.05	\$36,355
Miscellaneous Video Equipment		86	\$21.48	\$192,971
Video Cassettes and DVDs		76	\$7.56	\$67,952
Video Game Hardware/Accessories		76	\$21.50	\$193,113
Video Game Software		74	\$12.21	\$109,720
Rental/Streaming/Downloaded Video		74	\$40.02	\$359,467
Installation of Televisions		69	\$0.75	\$6,772
Audio (3)		71	\$76.04	\$683,028
Rental and Repair of TV/Radio/Sound Equipment		70	\$1.71	\$15,375
Pets		98	\$678.23	\$6,092,570
Toys/Games/Crafts/Hobbies (4)		79	\$96.33	\$865,374
Recreational Vehicles and Fees (5)		93	\$144.22	\$1,295,500
Sports/Recreation/Exercise Equipment (6)		79	\$159.62	\$1,433,891
Photo Equipment and Supplies (7)		71	\$36.18	\$325,045
Reading (8)		79	\$84.53	\$759,334
Catered Affairs (9)		71	\$21.30	\$191,378
Food		75	\$6,865.04	\$61,668,614
Food at Home		77	\$4,133.81	\$37,133,975
Bakery and Cereal Products		78	\$541.55	\$4,864,723
Meats, Poultry, Fish, and Eggs		75	\$878.85	\$7,894,712
Dairy Products		81	\$448.25	\$4,026,605
Fruits and Vegetables		74	\$772.37	\$6,938,180
Snacks and Other Food at Home (10)		79	\$1,492.79	\$13,409,755
Food Away from Home		72	\$2,731.23	\$24,534,639
Alcoholic Beverages		67	\$419.89	\$3,771,862

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	73	\$17,919.41	\$160,970,025
Value of Retirement Plans	73	\$69,324.99	\$622,746,386
Value of Other Financial Assets	79	\$6,479.58	\$58,206,097
Vehicle Loan Amount excluding Interest	76	\$2,229.89	\$20,031,082
Value of Credit Card Debt	74	\$1,920.75	\$17,254,135
Health			
Nonprescription Drugs	89	\$131.75	\$1,183,477
Prescription Drugs	91	\$317.61	\$2,853,090
Eyeglasses and Contact Lenses	92	\$86.02	\$772,706
Home			
Mortgage Payment and Basics (11)	74	\$7,752.38	\$69,639,619
Maintenance and Remodeling Services	75	\$1,933.15	\$17,365,444
Maintenance and Remodeling Materials (12)	94	\$519.83	\$4,669,611
Utilities, Fuel, and Public Services	80	\$3,894.80	\$34,987,019
Household Furnishings and Equipment			
Household Textiles (13)	74	\$74.97	\$673,468
Furniture	72	\$460.35	\$4,135,296
Rugs	80	\$27.96	\$251,209
Major Appliances (14)	79	\$282.82	\$2,540,558
Housewares (15)	83	\$80.43	\$722,535
Small Appliances	77	\$37.85	\$340,047
Luggage	64	\$9.39	\$84,312
Telephones and Accessories	73	\$64.87	\$582,713
Household Operations			
Child Care	67	\$345.75	\$3,105,883
Lawn and Garden (16)	85	\$417.62	\$3,751,441
Moving/Storage/Freight Express	66	\$39.59	\$355,674
Housekeeping Supplies (17)	81	\$628.38	\$5,644,701
Insurance			
Owners and Renters Insurance	87	\$519.99	\$4,671,089
Vehicle Insurance	77	\$1,390.24	\$12,488,536
Life/Other Insurance	79	\$428.50	\$3,849,220
Health Insurance	82	\$3,032.51	\$27,241,068
Personal Care Products (18)	77	\$383.89	\$3,448,507
School Books and Supplies (19)	72	\$105.87	\$951,035
Smoking Products	91	\$366.63	\$3,293,397
Transportation			
Payments on Vehicles excluding Leases	85	\$2,185.57	\$19,632,970
Gasoline and Motor Oil	80	\$1,888.26	\$16,962,240
Vehicle Maintenance and Repairs	81	\$941.17	\$8,454,503
Travel			
Airline Fares	65	\$390.00	\$3,503,339
Lodging on Trips	76	\$494.85	\$4,445,245
Auto/Truck Rental on Trips	68	\$19.59	\$175,984
Food and Drink on Trips	74	\$421.61	\$3,787,280

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- (1) Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and health clubs.
- (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery,

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