

Retail Goods and Services Expenditures

GIS Market Area Analysis
Sanpete County, UT (49039)
Geography: County

Prepared by Robert Head, Utah SBDC

Top Tapestry Segments	Percen	Demographic Summary	2020	2025
Salt of the Earth (6B)	26.7%	Population	30,818	32,144
Prairie Living (6D)	18.0%	Households	8,794	9,237
Middleburg (4C)	8.3%	Families	6,663	6,971
College Towns (14B)	6.6%	Median Age	29.9	31.0
In Style (5B)	6.4%	Median Household	\$52,827	\$54,919
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		72	\$1,539.06	\$13,534,451
Men's		71	\$297.63	\$2,617,335
Women's		74	\$554.19	\$4,873,510
Children's		71	\$226.87	\$1,995,116
Footwear		70	\$335.16	\$2,947,403
Watches & Jewelry		77	\$89.34	\$785,658
Apparel Products and Services (1)		62	\$35.87	\$315,429
Computer				
Computers and Hardware for Home Use		69	\$112.45	\$988,919
Portable Memory		70	\$2.71	\$23,814
Computer Software		65	\$6.36	\$55,886
Computer Accessories		71	\$12.60	\$110,766
Entertainment & Recreation		81	\$2,617.64	\$23,019,534
Fees and Admissions		64	\$455.75	\$4,007,842
Membership Fees for Clubs (2)		65	\$155.51	\$1,367,514
Fees for Participant Sports, excl. Trips		65	\$64.26	\$565,128
Tickets to Theatre/Operas/Concerts		63	\$50.52	\$444,302
Tickets to Movies		63	\$36.42	\$320,280
Tickets to Parks or Museums		69	\$22.59	\$198,638
Admission to Sporting Events, excl. Trips		68	\$42.98	\$377,976
Fees for Recreational Lessons		57	\$82.95	\$729,493
Dating Services		63	\$0.51	\$4,512
TV/Video/Audio		80	\$931.02	\$8,187,361
Cable and Satellite Television Services		82	\$663.44	\$5,834,301
Televisions		75	\$80.58	\$708,601
Satellite Dishes		96	\$1.12	\$9,888
VCRs, Video Cameras, and DVD Players		78	\$4.06	\$35,708
Miscellaneous Video Equipment		86	\$21.49	\$188,999
Video Cassettes and DVDs		76	\$7.59	\$66,725
Video Game Hardware/Accessories		76	\$21.53	\$189,378
Video Game Software		74	\$12.24	\$107,598
Rental/Streaming/Downloaded Video		75	\$40.20	\$353,528
Installation of Televisions		70	\$0.76	\$6,650
Audio (3)		72	\$76.30	\$670,987
Rental and Repair of TV/Radio/Sound Equipment		70	\$1.71	\$14,997
Pets		99	\$686.10	\$6,033,571
Toys/Games/Crafts/Hobbies (4)		79	\$96.62	\$849,649
Recreational Vehicles and Fees (5)		93	\$145.18	\$1,276,699
Sports/Recreation/Exercise Equipment (6)		79	\$160.47	\$1,411,198
Photo Equipment and Supplies (7)		71	\$36.16	\$317,964
Reading (8)		79	\$85.02	\$747,626
Catered Affairs (9)		71	\$21.34	\$187,625
Food		76	\$6,894.01	\$60,625,884
Food at Home		78	\$4,155.56	\$36,544,007
Bakery and Cereal Products		78	\$544.49	\$4,788,246
Meats, Poultry, Fish, and Eggs		76	\$882.47	\$7,760,460
Dairy Products		82	\$451.44	\$3,969,959
Fruits and Vegetables		74	\$776.09	\$6,824,919
Snacks and Other Food at Home (10)		80	\$1,501.07	\$13,200,422
Food Away from Home		73	\$2,738.44	\$24,081,877
Alcoholic Beverages		67	\$419.67	\$3,690,595

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	\$17,876.79	\$157,208,475
Value of Retirement Plans	72	\$68,995.34	\$606,745,018
Value of Other Financial Assets	80	\$6,507.26	\$57,224,886
Vehicle Loan Amount excluding Interest	76	\$2,232.84	\$19,635,638
Value of Credit Card Debt	74	\$1,923.04	\$16,911,175
Health			
Nonprescription Drugs	90	\$132.95	\$1,169,191
Prescription Drugs	91	\$319.83	\$2,812,583
Eyeglasses and Contact Lenses	93	\$86.61	\$761,688
Home			
Mortgage Payment and Basics (11)	74	\$7,750.00	\$68,153,531
Maintenance and Remodeling Services	76	\$1,942.51	\$17,082,458
Maintenance and Remodeling Materials (12)	96	\$526.91	\$4,633,637
Utilities, Fuel, and Public Services	80	\$3,913.07	\$34,411,499
Household Furnishings and Equipment			
Household Textiles (13)	74	\$75.08	\$660,263
Furniture	72	\$460.67	\$4,051,157
Rugs	79	\$27.91	\$245,451
Major Appliances (14)	79	\$284.04	\$2,497,829
Housewares (15)	83	\$80.92	\$711,582
Small Appliances	77	\$38.05	\$334,637
Luggage	64	\$9.36	\$82,336
Telephones and Accessories	73	\$64.48	\$567,079
Household Operations			
Child Care	67	\$344.96	\$3,033,537
Lawn and Garden (16)	86	\$420.81	\$3,700,575
Moving/Storage/Freight Express	66	\$39.73	\$349,347
Housekeeping Supplies (17)	81	\$632.16	\$5,559,190
Insurance			
Owners and Renters Insurance	87	\$522.45	\$4,594,412
Vehicle Insurance	78	\$1,397.14	\$12,286,459
Life/Other Insurance	79	\$428.47	\$3,767,976
Health Insurance	82	\$3,045.05	\$26,778,150
Personal Care Products (18)	77	\$384.76	\$3,383,537
School Books and Supplies (19)	72	\$106.16	\$933,584
Smoking Products	92	\$369.78	\$3,251,880
Transportation			
Payments on Vehicles excluding Leases	85	\$2,197.56	\$19,325,302
Gasoline and Motor Oil	80	\$1,899.74	\$16,706,313
Vehicle Maintenance and Repairs	82	\$948.56	\$8,341,664
Travel			
Airline Fares	65	\$390.58	\$3,434,717
Lodging on Trips	76	\$496.69	\$4,367,857
Auto/Truck Rental on Trips	68	\$19.63	\$172,595
Food and Drink on Trips	74	\$423.23	\$3,721,922

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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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