



# Retail Goods and Services Expenditures

25 Mile Ring Study - Ephraim, UT  
 Ephraim, Utah, United States  
 Ring: 25 mile radius

Prepared by Robert Head, Utah SBDC  
 Latitude: 39.35968  
 Longitude: -111.58631

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Salt of the Earth	30.2%	Population	29,626	31,227
Midland Crowd	20.6%	Households	8,536	9,069
Rural Resort Dwellers	14.5%	Families	6,510	6,892
Midlife Junction	9.6%	Median Age	28.7	28.8
Southern Satellites	8.8%	Median Household	\$43,799	\$49,763
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>				
		46	\$1,043.30	\$8,905,581
Men's		44	\$188.27	\$1,607,111
Women's		40	\$321.65	\$2,745,621
Children's		52	\$191.11	\$1,631,335
Footwear		35	\$148.33	\$1,266,121
Watches & Jewelry		69	\$103.72	\$885,339
Apparel Products and Services (1)		95	\$90.21	\$770,054
<b>Computer</b>				
Computers and Hardware for Home Use		70	\$143.94	\$1,228,674
Portable Memory		71	\$5.41	\$46,179
Computer Software		68	\$13.45	\$114,834
Computer Accessories		74	\$12.27	\$104,716
<b>Entertainment &amp; Recreation</b>				
Fees and Admissions		77	\$2,493.23	\$21,282,248
		64	\$404.92	\$3,456,365
Membership Fees for Clubs (2)		67	\$111.01	\$947,620
Fees for Participant Sports, excl. Trips		64	\$75.21	\$641,958
Admission to Movie/Theatre/Opera/Ballet		64	\$100.89	\$861,176
Admission to Sporting Events, excl. Trips		69	\$43.31	\$369,670
Fees for Recreational Lessons		60	\$74.16	\$632,996
Dating Services		81	\$0.35	\$2,945
TV/Video/Audio		76	\$980.03	\$8,365,533
Cable and Satellite Television Services		78	\$675.53	\$5,766,297
Televisions		73	\$116.53	\$994,714
Satellite Dishes		82	\$1.29	\$11,024
VCRs, Video Cameras, and DVD Players		69	\$8.88	\$75,828
Miscellaneous Video Equipment		64	\$4.96	\$42,346
Video Cassettes and DVDs		74	\$25.93	\$221,372
Video Game Hardware/Accessories		72	\$19.32	\$164,949
Video Game Software		74	\$22.04	\$188,173
Streaming/Downloaded Video		61	\$2.28	\$19,448
Rental of Video Cassettes and DVDs		71	\$19.42	\$165,810
Installation of Televisions		57	\$0.49	\$4,185
Audio (3)		69	\$79.30	\$676,911
Rental and Repair of TV/Radio/Sound Equipment		84	\$4.04	\$34,475
Pets		99	\$527.37	\$4,501,602
Toys and Games (4)		73	\$102.09	\$871,415
Recreational Vehicles and Fees (5)		76	\$170.30	\$1,453,722
Sports/Recreation/Exercise Equipment (6)		68	\$121.58	\$1,037,782
Photo Equipment and Supplies (7)		72	\$56.24	\$480,083
Reading (8)		75	\$114.99	\$981,576
Catered Affairs (9)		60	\$15.72	\$134,171
<b>Food</b>				
Food at Home		74	\$6,090.42	\$51,987,804
		76	\$3,800.23	\$32,438,796
Bakery and Cereal Products		76	\$535.49	\$4,570,947
Meats, Poultry, Fish, and Eggs		75	\$827.68	\$7,065,092
Dairy Products		76	\$411.07	\$3,508,858
Fruits and Vegetables		73	\$692.19	\$5,908,502
Snacks and Other Food at Home (10)		77	\$1,333.81	\$11,385,397
Food Away from Home		72	\$2,290.18	\$19,549,009
Alcoholic Beverages		70	\$372.24	\$3,177,404
Nonalcoholic Beverages at Home		77	\$363.87	\$3,106,006

**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.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	50	\$1,031.24	\$8,802,694
Vehicle Loans	78	\$2,999.33	\$25,602,315
<b>Health</b>			
Nonprescription Drugs	83	\$102.44	\$874,457
Prescription Drugs	85	\$412.03	\$3,517,120
Eyeglasses and Contact Lenses	79	\$68.03	\$580,703
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$6,635.70	\$56,642,293
Maintenance and Remodeling Services	77	\$1,246.04	\$10,636,158
Maintenance and Remodeling Materials (12)	92	\$266.29	\$2,273,087
Utilities, Fuel, and Public Services	78	\$3,918.82	\$33,451,084
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	73	\$76.71	\$654,766
Furniture	73	\$351.01	\$2,996,226
Rugs	69	\$17.62	\$150,444
Major Appliances (14)	81	\$223.78	\$1,910,148
Housewares (15)	64	\$47.65	\$406,763
Small Appliances	79	\$35.30	\$301,335
Luggage	63	\$5.64	\$48,107
Telephones and Accessories	63	\$33.69	\$287,574
<b>Household Operations</b>			
Child Care	64	\$283.87	\$2,423,115
Lawn and Garden (16)	83	\$352.72	\$3,010,860
Moving/Storage/Freight Express	66	\$43.16	\$368,400
Housekeeping Supplies (17)	77	\$551.31	\$4,705,970
<b>Insurance</b>			
Owners and Renters Insurance	81	\$399.53	\$3,410,368
Vehicle Insurance	74	\$885.00	\$7,554,336
Life/Other Insurance	82	\$357.65	\$3,052,928
Health Insurance	79	\$1,967.09	\$16,791,103
Personal Care Products (18)	73	\$323.20	\$2,758,802
School Books and Supplies (19)	76	\$143.05	\$1,221,060
Smoking Products	88	\$429.55	\$3,666,673
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	79	\$2,829.83	\$24,155,447
Gasoline and Motor Oil	80	\$2,468.06	\$21,067,370
Vehicle Maintenance and Repairs	75	\$817.94	\$6,981,946
<b>Travel</b>			
Airline Fares	63	\$289.97	\$2,475,146
Lodging on Trips	72	\$307.56	\$2,625,300
Auto/Truck/Van Rental on Trips	64	\$21.46	\$183,162
Food and Drink on Trips	71	\$312.90	\$2,670,886

**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.

**Source:** Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

September 18, 2014



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Ring: 25 mile radius

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Latitude: 39.35968  
Longitude: -111.58631

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, 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.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, 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, decorative pillows, and materials for slipcovers and curtains.
- (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 plastic dinnerware, china, flatware, glassware, 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, giftwrap supplies, postage, and delivery services.

**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.

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September 18, 2014

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# Retail Goods and Services Expenditures - Utah

Utah  
Area: 85,220.04 square miles

Prepared by Robert Head, Utah SBDC  
Latitude: 39.31564277  
Longitude: -111.675395

Top Tapestry Segments	Percen	Demographic Summary	2013	2018
Up and Coming Families	18.4%	Population	2,889,543	3,110,751
Sophisticated Squires	8.4%	Households	919,418	992,225

Aspiring Young Families	6.4%	Families	690,062	742,313
Main Street, USA	5.6%	Median Age	29.7	30.4
Milk and Cookies	4.5%	Median Household	\$56,336	\$68,188

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	68	\$1,547.39	\$1,422,694,697
Men's	65	\$276.84	\$254,528,997
Women's	59	\$469.02	\$431,223,928
Children's	76	\$281.97	\$259,244,723
Footwear	50	\$211.95	\$194,870,307
Watches & Jewelry	105	\$157.86	\$145,134,855
Apparel Products and Services (1)	158	\$149.76	\$137,691,887
<b>Computer</b>			
Computers and Hardware for Home Use	103	\$210.93	\$193,929,712
Portable Memory	107	\$8.12	\$7,463,122
Computer Software	106	\$21.03	\$19,334,127
Computer Accessories	103	\$17.23	\$15,846,091
<b>Entertainment &amp; Recreation</b>	105	\$3,403.10	\$3,128,866,902
Fees and Admissions	105	\$663.97	\$610,462,362
Membership Fees for Clubs (2)	105	\$175.67	\$161,509,698
Fees for Participant Sports, excl. Trips	107	\$126.73	\$116,513,797
Admission to Movie/Theatre/Opera/Ballet	105	\$165.20	\$151,890,197
Admission to Sporting Events, excl. Trips	106	\$66.84	\$61,455,392
Fees for Recreational Lessons	104	\$129.08	\$118,681,522
Dating Services	105	\$0.45	\$411,756
TV/Video/Audio	101	\$1,302.02	\$1,197,105,127
Cable and Satellite Television Services	99	\$857.87	\$788,741,059
Televisions	105	\$166.00	\$152,621,587
Satellite Dishes	102	\$1.61	\$1,483,119
VCRs, Video Cameras, and DVD Players	106	\$13.67	\$12,572,590
Miscellaneous Video Equipment	112	\$8.59	\$7,898,136
Video Cassettes and DVDs	105	\$37.18	\$34,187,898
Video Game Hardware/Accessories	106	\$28.51	\$26,217,119
Video Game Software	105	\$31.31	\$28,786,894
Streaming/Downloaded Video	108	\$4.04	\$3,716,216
Rental of Video Cassettes and DVDs	107	\$29.20	\$26,851,153
Installation of Televisions	101	\$0.87	\$797,384
Audio (3)	102	\$118.50	\$108,953,051
Rental and Repair of TV/Radio/Sound Equipment	97	\$4.65	\$4,278,921
Pets	121	\$642.41	\$590,639,210
Toys and Games (4)	102	\$141.90	\$130,467,760
Recreational Vehicles and Fees (5)	101	\$227.91	\$209,544,616
Sports/Recreation/Exercise Equipment (6)	91	\$162.55	\$149,451,132
Photo Equipment and Supplies (7)	104	\$81.19	\$74,648,535
Reading (8)	100	\$154.22	\$141,797,076
Catered Affairs (9)	102	\$26.92	\$24,751,083
<b>Food</b>	101	\$8,330.50	\$7,659,207,865
Food at Home	100	\$5,045.47	\$4,638,892,271
Bakery and Cereal Products	100	\$703.89	\$647,167,171
Meats, Poultry, Fish, and Eggs	100	\$1,105.40	\$1,016,323,353
Dairy Products	100	\$537.33	\$494,030,009
Fruits and Vegetables	101	\$957.75	\$880,569,091
Snacks and Other Food at Home (10)	100	\$1,741.10	\$1,600,802,647
Food Away from Home	103	\$3,285.03	\$3,020,315,594
Alcoholic Beverages	103	\$548.98	\$504,744,123
Nonalcoholic Beverages at Home	100	\$474.06	\$435,856,213

**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.

Details on our methodology can be found at [www.nielsen.com/spendingpotential](#)



## Retail Goods and Services Expenditures

Polygon 2  
Area: 85,220.04 square miles

Prepared by Robert Head, Utah SBDC

Latitude: 39.31564277

Longitude: -111.675395

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	106	\$2,204.57	\$2,026,917,416
Vehicle Loans	105	\$4,010.58	\$3,687,399,507
<b>Health</b>			
Nonprescription Drugs	99	\$122.27	\$112,418,764
Prescription Drugs	96	\$466.19	\$428,623,310
Eyeglasses and Contact Lenses	99	\$85.52	\$78,633,059
<b>Home</b>			
Mortgage Payment and Basics (11)	105	\$9,962.84	\$9,160,011,633
Maintenance and Remodeling Services	100	\$1,626.87	\$1,495,772,543
Maintenance and Remodeling Materials (12)	98	\$283.73	\$260,869,038
Utilities, Fuel, and Public Services	100	\$5,057.63	\$4,650,077,041
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	102	\$107.40	\$98,744,929
Furniture	104	\$499.65	\$459,391,562
Rugs	97	\$24.73	\$22,735,206
Major Appliances (14)	102	\$280.51	\$257,903,307
Housewares (15)	89	\$66.66	\$61,286,402
Small Appliances	100	\$44.87	\$41,255,560
Luggage	106	\$9.42	\$8,658,106
Telephones and Accessories	94	\$50.71	\$46,623,491
<b>Household Operations</b>			
Child Care	107	\$475.62	\$437,292,246
Lawn and Garden (16)	98	\$414.33	\$380,946,688
Moving/Storage/Freight Express	104	\$68.13	\$62,640,367
Housekeeping Supplies (17)	100	\$712.94	\$655,489,034
<b>Insurance</b>			
Owners and Renters Insurance	101	\$496.21	\$456,223,993
Vehicle Insurance	102	\$1,213.77	\$1,115,959,690
Life/Other Insurance	99	\$430.68	\$395,971,040
Health Insurance	99	\$2,458.29	\$2,260,196,456
Personal Care Products (18)	103	\$457.84	\$420,944,386
School Books and Supplies (19)	104	\$195.26	\$179,529,859
Smoking Products	95	\$463.59	\$426,229,641
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	103	\$3,714.85	\$3,415,498,816
Gasoline and Motor Oil	102	\$3,148.92	\$2,895,169,585
Vehicle Maintenance and Repairs	102	\$1,119.76	\$1,029,531,813
<b>Travel</b>			
Airline Fares	105	\$481.08	\$442,310,024
Lodging on Trips	102	\$433.16	\$398,252,873
Auto/Truck/Van Rental on Trips	104	\$35.05	\$32,221,163
Food and Drink on Trips	103	\$450.05	\$413,780,888

