



House and Home Expenditures

Richfield DRI Training
 Richfield city, UT
 Geography: Place

2021 Housing Summary		2021 Demographic Summary		
Housing Units	3,008	Population	8,148	
2021-2026 Percent Change	3.86%	Households	2,771	
Percent Occupied	92.1%	Families	2,016	
Percent Owner Households	65.1%	Median Age	33.1	
Median Home Value	\$220,755	Median Household Income	\$49,870	
		Spending Potential Index	Average Amount Spent	
			Total	
Owned Dwellings		65	\$9,281.15	\$25,718,054
Mortgage/Other Loan Payments & Basics		65	\$6,889.69	\$19,091,340
Mortgage Interest		64	\$2,114.33	\$5,858,807
Interest Paid on Home Equity Loan		63	\$21.83	\$60,500
Interest Paid on Home Equity Line of Credit		64	\$81.59	\$226,081
Mortgage Principal		65	\$1,545.52	\$4,282,647
Principal Paid on Home Equity Loan		65	\$45.22	\$125,315
Principal Paid on Home Equity Line of Credit		66	\$184.22	\$510,478
Special Lump Sum Mortgage Payments		62	\$482.15	\$1,336,030
Special Assessments		75	\$8.41	\$23,293
Closing Costs		66	\$200.92	\$556,741
Property Taxes		64	\$1,733.67	\$4,803,990
Homeowners Insurance		72	\$425.62	\$1,179,403
Ground Rent		67	\$46.21	\$128,055
Maintenance and Remodeling Services		66	\$1,890.07	\$5,237,372
Maintenance and Remodeling Materials		69	\$425.22	\$1,178,296
Property Management and Security		64	\$76.16	\$211,046
Rented Dwellings		61	\$3,265.41	\$9,048,443
Rent		61	\$3,179.52	\$8,810,463
Tenant's Insurance		71	\$23.30	\$64,569
Maintenance and Repair Services		64	\$41.94	\$116,222
Maintenance and Repair Materials		71	\$20.64	\$57,188
Other Lodging		66	\$374.86	\$1,038,742
Owned Vacation Homes		67	\$321.41	\$890,640
Principal Paid on Home Loans		67	\$43.18	\$119,644
Closing Costs on Purchase of Property		66	\$22.05	\$61,097
Interest Paid on Home Loans		67	\$56.56	\$156,733
Property Taxes		67	\$91.74	\$254,206
Homeowners Insurance		71	\$9.64	\$26,710
Maintenance and Remodeling		67	\$80.24	\$222,347
Property Management and Security		64	\$18.01	\$49,903
Housing While Attending School		61	\$53.45	\$148,101
Household Operations		67	\$1,474.24	\$4,085,130
Child Care		62	\$328.81	\$911,144
Care for Elderly or Handicapped		70	\$43.69	\$121,058
Appliance Rental and Repair		68	\$17.14	\$47,497
Computer Information Services		68	\$452.57	\$1,254,065
Home Security System Services		70	\$29.93	\$82,934
Non-Apparel Household Laundry/Dry Cleaning		64	\$15.48	\$42,882
Housekeeping Services		63	\$118.36	\$327,968
Lawn and Garden		70	\$351.94	\$975,230
Moving/Storage/Freight Express		65	\$46.45	\$128,709
Installation of Computers		70	\$0.26	\$716
PC Repair (Personal Use)		68	\$4.69	\$13,008
Reupholstering/Furniture Repair		71	\$7.19	\$19,910
Termite/Pest Control		71	\$30.19	\$83,654
Water Softening Services		71	\$4.23	\$11,725
Internet Services Away from Home		67	\$2.77	\$7,667
Other Home Services (1)		66	\$20.56	\$56,961

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 2021 and 2026; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.



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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	69	\$3,456.89	\$9,579,051
Bottled Gas	76	\$40.01	\$110,877
Electricity	71	\$1,295.47	\$3,589,753
Fuel Oil	54	\$43.83	\$121,458
Natural Gas	68	\$353.88	\$980,611
Phone Services	69	\$1,186.78	\$3,288,578
Water and Other Public Services	69	\$531.26	\$1,472,131
Coal/Wood/Other Fuel	74	\$5.65	\$15,643
Housekeeping Supplies	69	\$536.62	\$1,486,983
Laundry and Cleaning Supplies	68	\$153.15	\$424,365
Postage and Stationery	69	\$107.29	\$297,296
Other HH Products (2)	69	\$276.19	\$765,322
Household Textiles	66	\$67.14	\$186,051
Bathroom Linens	67	\$10.82	\$29,974
Bedroom Linens	67	\$35.81	\$99,222
Kitchen, Dining Room and other Linens	68	\$6.47	\$17,938
Curtains and Draperies	61	\$9.75	\$27,006
Slipcovers, Decorative Pillows	66	\$4.30	\$11,910
Furniture	67	\$430.37	\$1,192,550
Mattresses and Box Springs	69	\$79.67	\$220,760
Other Bedroom Furniture	67	\$77.36	\$214,352
Sofas	67	\$120.48	\$333,839
Living Room Chairs	72	\$37.09	\$102,782
Living Room Tables	66	\$11.78	\$32,631
Kitchen, Dining Room Furniture	63	\$33.31	\$92,313
Infant Furniture	72	\$9.17	\$25,424
Outdoor Furniture	66	\$24.55	\$68,021
Wall Units, Cabinets, Other Furniture (3)	65	\$36.96	\$102,428
Major Appliances	68	\$258.37	\$715,947
Dishwashers, Disposals & Range Hoods	70	\$22.68	\$62,852
Refrigerators and Freezers	70	\$73.96	\$204,956
Clothes Washers & Dryers	68	\$72.24	\$200,163
Cooking Stoves and Ovens	68	\$36.78	\$101,906
Microwave Ovens	70	\$13.07	\$36,210
Window Air Conditioners	62	\$4.91	\$13,595
Electric Floor Cleaning Equipment	69	\$19.46	\$53,926
Sewing Machines and Miscellaneous Appliances	62	\$15.28	\$42,340

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	Spending Potential Index	Average Amount Spent	Total
Other Household Furnishings and Equipment			
Rugs	68	\$21.34	\$59,140
Housewares	68	\$60.02	\$166,311
Small Appliances	68	\$35.60	\$98,641
Sewing/Needlework/Quilt Materials/Items	72	\$8.09	\$22,426
Window Coverings	64	\$18.77	\$52,018
Lamps/Lighting Fixtures/Ceiling Fans	77	\$40.38	\$111,900
Infant Equipment	70	\$13.67	\$37,887
Rental of Furniture	76	\$5.01	\$13,879
Laundry and Cleaning Equipment	69	\$20.08	\$55,653
Closet and Storage Items	72	\$17.24	\$47,771
Luggage	66	\$11.00	\$30,484
Clocks and Other Household Decoratives	64	\$141.77	\$392,849
Telephones and Accessories	66	\$65.75	\$182,189
Outdoor Equipment	66	\$30.12	\$83,461
Power Tools	71	\$32.53	\$90,130
Hand Tools	69	\$6.88	\$19,076
Office Furniture/Equipment for Home Use	68	\$10.00	\$27,715
Computers and Hardware for Home Use	65	\$108.43	\$300,454
Portable Memory	68	\$2.96	\$8,201
Computer Software	64	\$6.18	\$17,119
Computer Accessories	71	\$12.71	\$35,218
Other Household Appliances	70	\$15.88	\$43,996
Misc Equipment incl Ladders/Sheds/Etc	67	\$79.72	\$220,917

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units, Cabinets, Other Furniture includes entertainment centers, bookcases, cabinets, desks and other family, recreation, or living room furniture.

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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Retail MarketPlace Profile

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Summary Demographics

2021 Population	8,148
2021 Households	2,771
2021 Median Disposable Income	\$40,745
2021 Per Capita Income	\$20,981

NOTE: This database is in mature status. While the data are presented in current year geography, all supply- and demand-related estimates remain vintage 2017.

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$73,004,582	\$243,602,638	-\$170,598,056	-53.9	98
Total Retail Trade	44-45	\$66,098,595	\$230,480,687	-\$164,382,092	-55.4	75
Total Food & Drink	722	\$6,905,987	\$13,121,951	-\$6,215,964	-31.0	23
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,191,516	\$50,487,996	-\$36,296,480	-56.1	12
Automobile Dealers	4411	\$11,733,062	\$33,947,083	-\$22,214,021	-48.6	4
Other Motor Vehicle Dealers	4412	\$1,298,466	\$9,987,304	-\$8,688,838	-77.0	2
Auto Parts, Accessories & Tire Stores	4413	\$1,159,988	\$6,553,609	-\$5,393,621	-69.9	6
Furniture & Home Furnishings Stores	442	\$1,978,776	\$2,076,417	-\$97,641	-2.4	2
Furniture Stores	4421	\$1,279,034	\$1,643,893	-\$364,859	-12.5	1
Home Furnishings Stores	4422	\$699,742	\$432,524	\$267,218	23.6	1
Electronics & Appliance Stores	443	\$2,241,048	\$2,671,919	-\$430,871	-8.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,338,855	\$24,150,270	-\$19,811,415	-69.5	10
Bldg Material & Supplies Dealers	4441	\$4,021,751	\$22,950,536	-\$18,928,785	-70.2	8
Lawn & Garden Equip & Supply Stores	4442	\$317,104	\$1,199,734	-\$882,630	-58.2	2
Food & Beverage Stores	445	\$11,017,939	\$22,277,284	-\$11,259,345	-33.8	4
Grocery Stores	4451	\$9,877,350	\$21,464,342	-\$11,586,992	-37.0	1
Specialty Food Stores	4452	\$731,314	\$268,461	\$462,853	46.3	2
Beer, Wine & Liquor Stores	4453	\$409,275	\$544,481	-\$135,206	-14.2	1
Health & Personal Care Stores	446,4461	\$3,139,402	\$3,547,163	-\$407,761	-6.1	5
Gasoline Stations	447,4471	\$7,363,436	\$46,327,348	-\$38,963,912	-72.6	9
Clothing & Clothing Accessories Stores	448	\$3,075,698	\$2,528,668	\$547,030	9.8	6
Clothing Stores	4481	\$2,162,812	\$1,874,151	\$288,661	7.2	5
Shoe Stores	4482	\$345,529	\$654,517	-\$308,988	-30.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$567,357	\$0	\$567,357	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,659,603	\$3,073,826	-\$414,223	-7.2	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,360,832	\$3,073,826	-\$712,994	-13.1	6
Book, Periodical & Music Stores	4512	\$298,771	\$0	\$298,771	100.0	0
General Merchandise Stores	452	\$12,133,169	\$67,806,525	-\$55,673,356	-69.6	4
Department Stores Excluding Leased Depts.	4521	\$7,068,055	\$61,068,308	-\$54,000,253	-79.3	2
Other General Merchandise Stores	4529	\$5,065,114	\$6,738,217	-\$1,673,103	-14.2	2
Miscellaneous Store Retailers	453	\$2,793,623	\$4,298,469	-\$1,504,846	-21.2	12
Florists	4531	\$101,426	\$81,242	\$20,184	11.0	1
Office Supplies, Stationery & Gift Stores	4532	\$560,709	\$1,150,923	-\$590,214	-34.5	3
Used Merchandise Stores	4533	\$317,255	\$1,216,306	-\$899,051	-58.6	2
Other Miscellaneous Store Retailers	4539	\$1,814,233	\$1,849,998	-\$35,765	-1.0	6
Nonstore Retailers	454	\$1,165,530	\$1,234,802	-\$69,272	-2.9	2
Electronic Shopping & Mail-Order Houses	4541	\$1,017,643	\$0	\$1,017,643	100.0	0
Vending Machine Operators	4542	\$27,464	\$0	\$27,464	100.0	0
Direct Selling Establishments	4543	\$120,423	\$1,234,802	-\$1,114,379	-82.2	2
Food Services & Drinking Places	722	\$6,905,987	\$13,121,951	-\$6,215,964	-31.0	23
Special Food Services	7223	\$128,881	\$0	\$128,881	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$208,421	\$0	\$208,421	100.0	0
Restaurants/Other Eating Places	7225	\$6,568,685	\$13,121,951	-\$6,553,266	-33.3	23

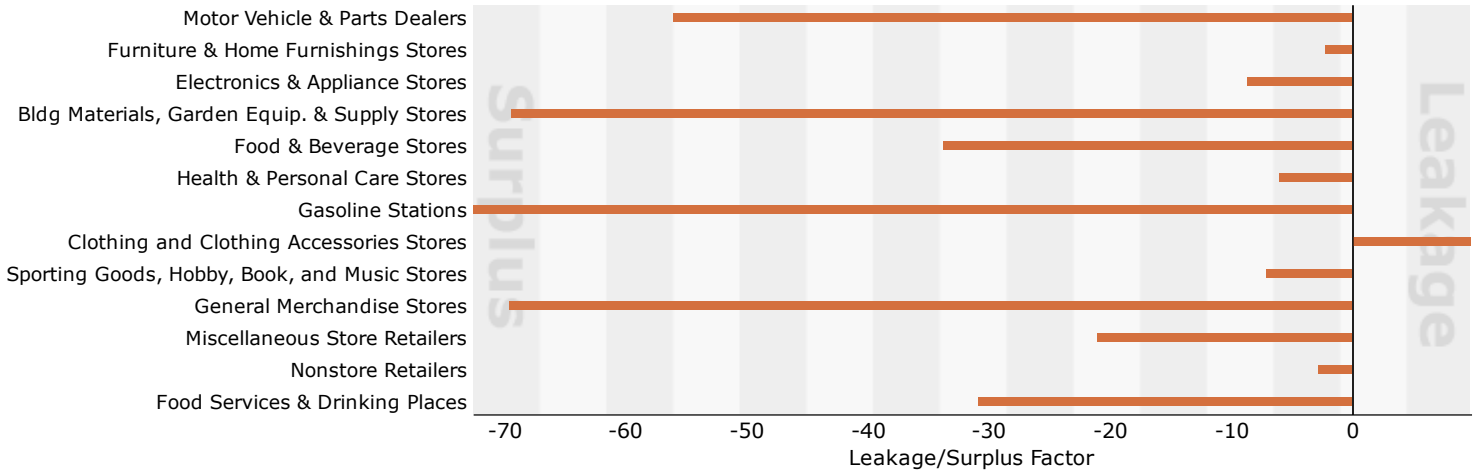
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

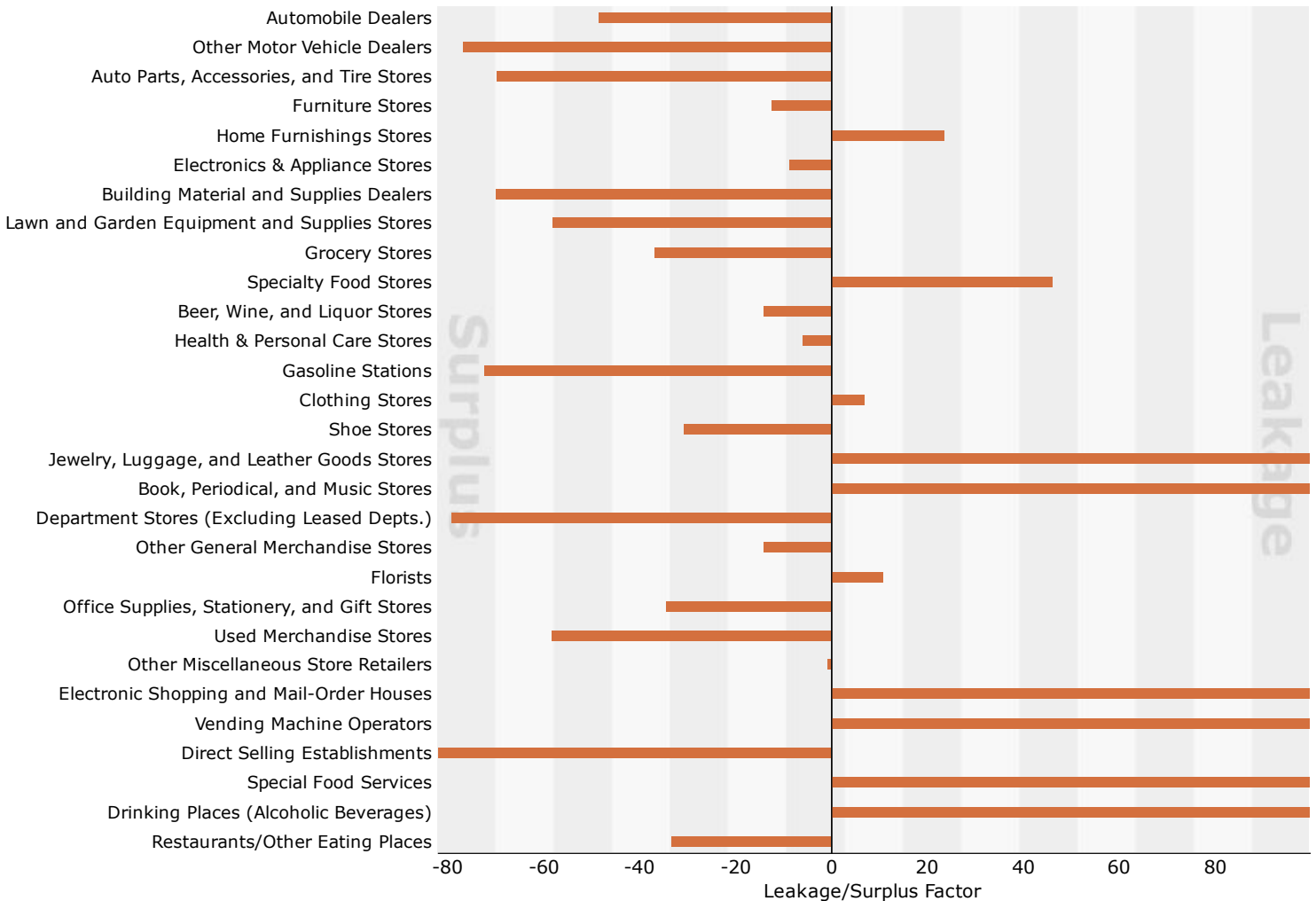
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2017 Leakage/Surplus Factor by Industry Subsector



2017 Leakage/Surplus Factor by Industry Group



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Site Map

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