



# House and Home Expenditures

Salina DRI Training  
Salina city, UT  
Geography: Place

2021 Housing Summary		2021 Demographic Summary	
Housing Units	1,122	Population	2,801
2021-2026 Percent Change	5.97%	Households	1,024
Percent Occupied	91.3%	Families	758
Percent Owner Households	69.9%	Median Age	33.4
Median Home Value	\$147,139	Median Household Income	\$52,677
		Spending Potential Index	Average Amount Spent
			Total
<b>Owned Dwellings</b>			
Mortgage/Other Loan Payments & Basics	63	\$9,032.55	\$9,249,327
Mortgage Interest	61	\$6,476.18	\$6,631,611
Interest Paid on Home Equity Loan	63	\$2,082.65	\$2,132,638
Interest Paid on Home Equity Line of Credit	47	\$16.15	\$16,534
Mortgage Principal	44	\$55.46	\$56,787
Principal Paid on Home Equity Loan	64	\$1,521.70	\$1,558,226
Principal Paid on Home Equity Line of Credit	62	\$43.08	\$44,117
Special Lump Sum Mortgage Payments	45	\$125.47	\$128,486
Special Assessments	51	\$397.47	\$407,014
Closing Costs	65	\$7.22	\$7,397
Property Taxes	72	\$219.20	\$224,464
Homeowners Insurance	53	\$1,451.73	\$1,486,573
Ground Rent	86	\$510.27	\$522,513
Maintenance and Remodeling Services	66	\$45.76	\$46,862
Maintenance and Remodeling Materials	67	\$1,924.28	\$1,970,464
Property Management and Security	94	\$578.42	\$592,303
<b>Rented Dwellings</b>	45	\$53.66	\$54,949
Rent	41	\$2,161.16	\$2,213,029
Tenant's Insurance	40	\$2,093.51	\$2,143,757
Maintenance and Repair Services	55	\$17.92	\$18,346
Maintenance and Repair Materials	44	\$28.61	\$29,292
<b>Other Lodging</b>	72	\$21.13	\$21,634
Owned Vacation Homes	51	\$287.24	\$294,136
Principal Paid on Home Loans	50	\$239.49	\$245,235
Closing Costs on Purchase of Property	55	\$35.73	\$36,587
Interest Paid on Home Loans	46	\$15.39	\$15,760
Property Taxes	54	\$45.72	\$46,814
Homeowners Insurance	50	\$68.09	\$69,728
Maintenance and Remodeling	54	\$7.38	\$7,553
Property Management and Security	45	\$54.49	\$55,794
Housing While Attending School	45	\$12.69	\$12,999
<b>Household Operations</b>	55	\$47.75	\$48,901
Child Care	65	\$1,444.78	\$1,479,450
Care for Elderly or Handicapped	55	\$293.57	\$300,617
Appliance Rental and Repair	44	\$27.59	\$28,255
Computer Information Services	65	\$16.25	\$16,643
Home Security System Services	68	\$452.52	\$463,377
Non-Apparel Household Laundry/Dry Cleaning	78	\$33.39	\$34,187
Housekeeping Services	55	\$13.30	\$13,618
Lawn and Garden	57	\$108.40	\$111,006
Moving/Storage/Freight Express	76	\$383.29	\$392,487
Installation of Computers	66	\$46.87	\$48,000
PC Repair (Personal Use)	65	\$0.24	\$245
Reupholstering/Furniture Repair	55	\$3.81	\$3,898
Termite/Pest Control	65	\$6.66	\$6,818
Water Softening Services	74	\$31.37	\$32,127
Internet Services Away from Home	84	\$4.97	\$5,093
Other Home Services (1)	65	\$2.68	\$2,749
	64	\$19.86	\$20,333

**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
<b>Utilities, Fuels, Public Services</b>	75	\$3,735.44	\$3,825,087
Bottled Gas	117	\$61.27	\$62,740
Electricity	84	\$1,534.75	\$1,571,584
Fuel Oil	31	\$25.24	\$25,847
Natural Gas	54	\$280.35	\$287,081
Phone Services	72	\$1,240.73	\$1,270,511
Water and Other Public Services	76	\$584.85	\$598,882
Coal/Wood/Other Fuel	107	\$8.24	\$8,442
<b>Housekeeping Supplies</b>	73	\$572.42	\$586,159
Laundry and Cleaning Supplies	78	\$174.26	\$178,445
Postage and Stationery	64	\$100.06	\$102,465
Other HH Products (2)	75	\$298.09	\$305,249
<b>Household Textiles</b>	64	\$64.77	\$66,319
Bathroom Linens	63	\$10.20	\$10,441
Bedroom Linens	63	\$33.73	\$34,543
Kitchen, Dining Room and other Linens	70	\$6.68	\$6,845
Curtains and Draperies	62	\$9.91	\$10,145
Slipcovers, Decorative Pillows	65	\$4.24	\$4,345
<b>Furniture</b>	66	\$424.42	\$434,611
Mattresses and Box Springs	67	\$78.35	\$80,227
Other Bedroom Furniture	64	\$73.99	\$75,763
Sofas	65	\$116.29	\$119,083
Living Room Chairs	87	\$44.98	\$46,061
Living Room Tables	64	\$11.40	\$11,671
Kitchen, Dining Room Furniture	65	\$34.17	\$34,986
Infant Furniture	79	\$10.05	\$10,296
Outdoor Furniture	61	\$22.69	\$23,235
Wall Units, Cabinets, Other Furniture (3)	57	\$32.51	\$33,287
<b>Major Appliances</b>	72	\$271.03	\$277,535
Dishwashers, Disposals & Range Hoods	65	\$21.20	\$21,708
Refrigerators and Freezers	78	\$81.47	\$83,430
Clothes Washers & Dryers	71	\$75.38	\$77,189
Cooking Stoves and Ovens	70	\$37.91	\$38,819
Microwave Ovens	83	\$15.59	\$15,960
Window Air Conditioners	59	\$4.67	\$4,780
Electric Floor Cleaning Equipment	70	\$19.57	\$20,044
Sewing Machines and Miscellaneous Appliances	62	\$15.24	\$15,604

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	Spending Potential Index	Average Amount Spent	Total
<b>Other Household Furnishings and Equipment</b>			
Rugs	63	\$19.69	\$20,158
Housewares	64	\$56.64	\$58,001
Small Appliances	64	\$33.43	\$34,231
Sewing/Needlework/Quilt Materials/Items	62	\$6.88	\$7,042
Window Coverings	59	\$17.16	\$17,571
Lamps/Lighting Fixtures/Ceiling Fans	79	\$41.62	\$42,623
Infant Equipment	82	\$16.16	\$16,546
Rental of Furniture	93	\$6.07	\$6,216
Laundry and Cleaning Equipment	68	\$19.64	\$20,108
Closet and Storage Items	95	\$22.82	\$23,367
Luggage	58	\$9.74	\$9,974
Clocks and Other Household Decoratives	65	\$142.50	\$145,925
Telephones and Accessories	53	\$53.37	\$54,651
Outdoor Equipment	69	\$31.30	\$32,053
Power Tools	60	\$27.44	\$28,100
Hand Tools	64	\$6.42	\$6,570
Office Furniture/Equipment for Home Use	66	\$9.70	\$9,930
Computers and Hardware for Home Use	57	\$96.56	\$98,877
Portable Memory	62	\$2.69	\$2,759
Computer Software	47	\$4.55	\$4,655
Computer Accessories	57	\$10.29	\$10,540
Other Household Appliances	74	\$16.73	\$17,135
Misc Equipment incl Ladders/Sheds/Etc	63	\$73.97	\$75,747

**(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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Salina city, UT  
Geography: Place

## Summary Demographics

2021 Population	2,801
2021 Households	1,024
2021 Median Disposable Income	\$43,331
2021 Per Capita Income	\$21,315

**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	\$28,033,189	\$60,964,018	-\$32,930,829	-37.0	34
Total Retail Trade	44-45	\$25,623,171	\$56,606,488	-\$30,983,317	-37.7	27
Total Food & Drink	722	\$2,410,018	\$4,357,530	-\$1,947,512	-28.8	7
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,898,328	\$10,344,513	-\$4,446,185	-27.4	5
Automobile Dealers	4411	\$4,904,034	\$6,064,832	-\$1,160,798	-10.6	2
Other Motor Vehicle Dealers	4412	\$558,480	\$0	\$558,480	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$435,814	\$4,279,681	-\$3,843,867	-81.5	3
Furniture & Home Furnishings Stores	442	\$688,927	\$0	\$688,927	100.0	0
Furniture Stores	4421	\$442,650	\$0	\$442,650	100.0	0
Home Furnishings Stores	4422	\$246,277	\$0	\$246,277	100.0	0
Electronics & Appliance Stores	443	\$780,558	\$667,022	\$113,536	7.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,812,921	\$519,723	\$1,293,198	55.4	2
Bldg Material & Supplies Dealers	4441	\$1,676,748	\$386,328	\$1,290,420	62.5	1
Lawn & Garden Equip & Supply Stores	4442	\$136,173	\$133,395	\$2,778	1.0	1
Food & Beverage Stores	445	\$4,162,966	\$6,736,876	-\$2,573,910	-23.6	5
Grocery Stores	4451	\$3,747,919	\$5,868,654	-\$2,120,735	-22.1	3
Specialty Food Stores	4452	\$276,453	\$142,847	\$133,606	31.9	1
Beer, Wine & Liquor Stores	4453	\$138,594	\$725,375	-\$586,781	-67.9	1
Health & Personal Care Stores	446,4461	\$1,214,633	\$1,402,581	-\$187,948	-7.2	1
Gasoline Stations	447,4471	\$2,963,244	\$34,167,009	-\$31,203,765	-84.0	7
Clothing & Clothing Accessories Stores	448	\$1,042,130	\$971,119	\$71,011	3.5	1
Clothing Stores	4481	\$747,830	\$971,119	-\$223,289	-13.0	1
Shoe Stores	4482	\$123,773	\$0	\$123,773	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$170,527	\$0	\$170,527	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$957,025	\$0	\$957,025	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$858,013	\$0	\$858,013	100.0	0
Book, Periodical & Music Stores	4512	\$99,012	\$0	\$99,012	100.0	0
General Merchandise Stores	452	\$4,520,553	\$1,489,415	\$3,031,138	50.4	1
Department Stores Excluding Leased Depts.	4521	\$2,567,008	\$0	\$2,567,008	100.0	0
Other General Merchandise Stores	4529	\$1,953,545	\$1,489,415	\$464,130	13.5	1
Miscellaneous Store Retailers	453	\$1,152,941	\$308,230	\$844,711	57.8	3
Florists	4531	\$35,148	\$40,621	-\$5,473	-7.2	1
Office Supplies, Stationery & Gift Stores	4532	\$199,117	\$113,989	\$85,128	27.2	1
Used Merchandise Stores	4533	\$105,385	\$0	\$105,385	100.0	0
Other Miscellaneous Store Retailers	4539	\$813,291	\$153,620	\$659,671	68.2	1
Nonstore Retailers	454	\$428,945	\$0	\$428,945	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$365,383	\$0	\$365,383	100.0	0
Vending Machine Operators	4542	\$10,251	\$0	\$10,251	100.0	0
Direct Selling Establishments	4543	\$53,311	\$0	\$53,311	100.0	0
Food Services & Drinking Places	722	\$2,410,018	\$4,357,530	-\$1,947,512	-28.8	7
Special Food Services	7223	\$47,098	\$0	\$47,098	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$65,415	\$0	\$65,415	100.0	0
Restaurants/Other Eating Places	7225	\$2,297,505	\$4,357,530	-\$2,060,025	-31.0	7

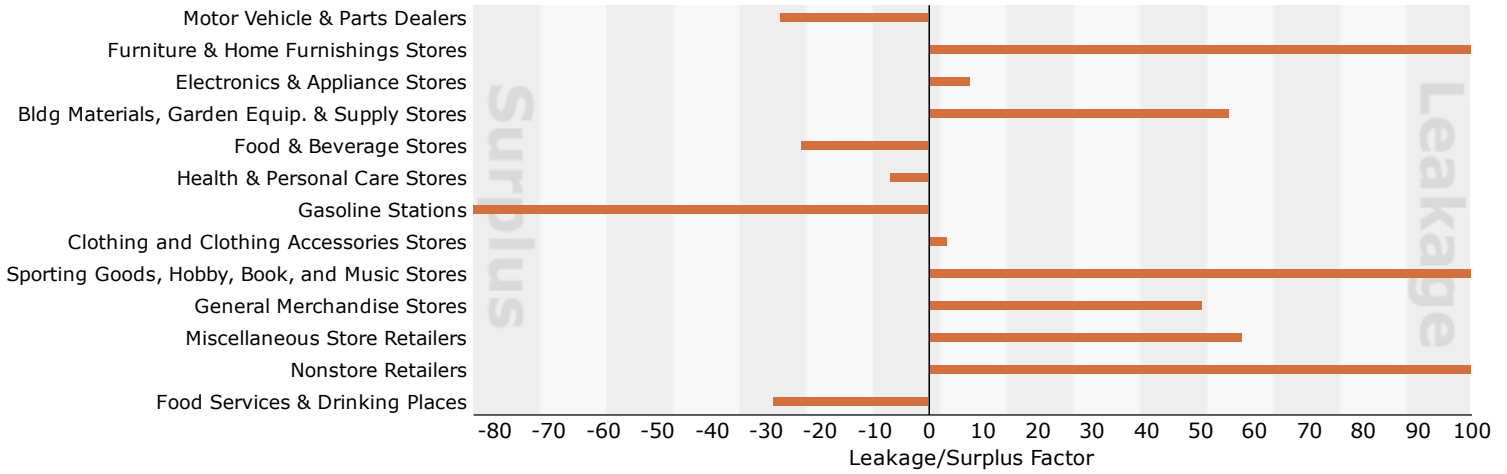
**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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>

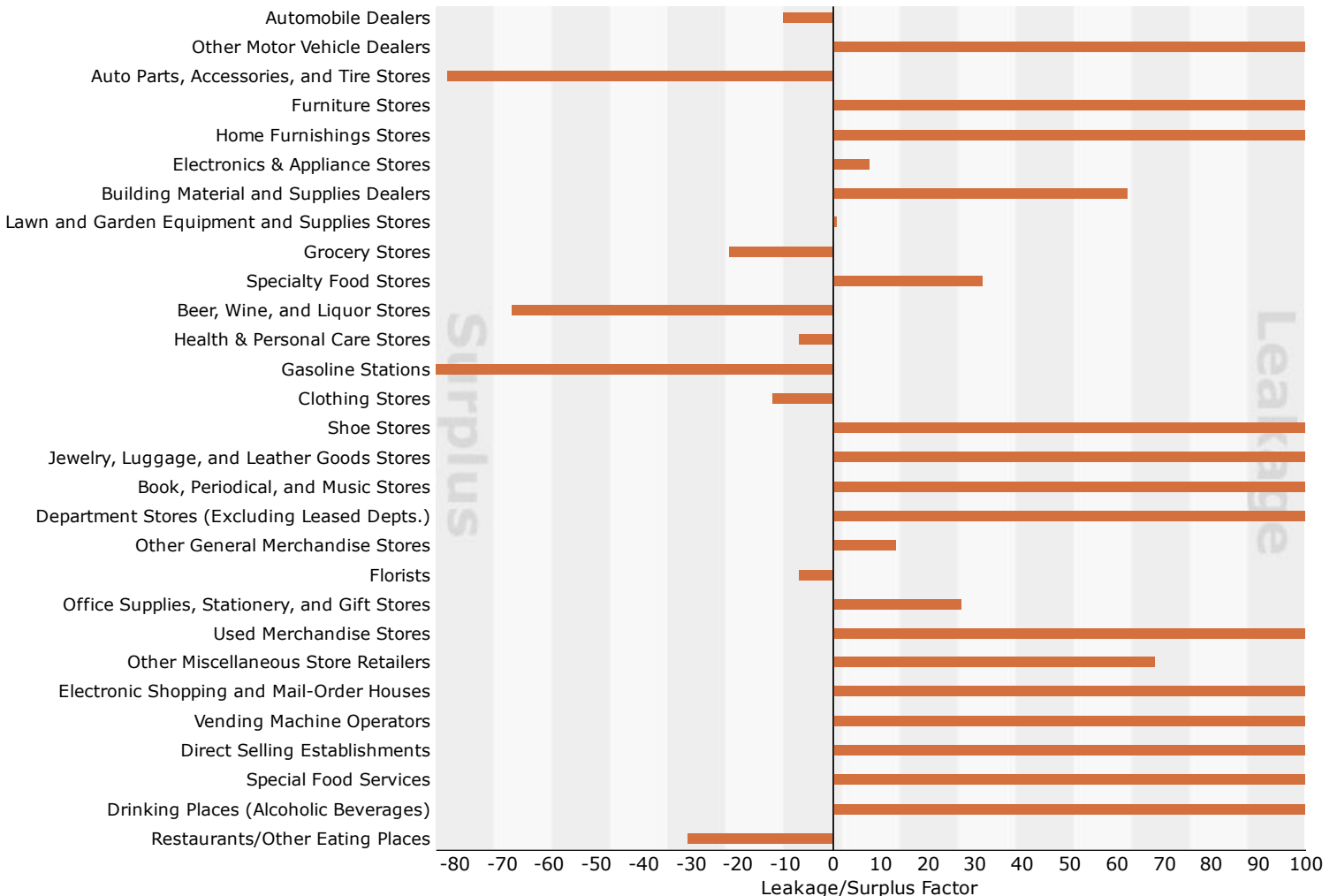
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## 2017 Leakage/Surplus Factor by Industry Subsector



## 2017 Leakage/Surplus Factor by Industry Group



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# Site Map

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