



Market Profile

The Crossroads of Taylorsville
 5500 S Redwood Rd, Taylorsville, Utah, 84123
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65129
 Longitude: -111.94081

	3 minutes	5 minutes
Population Summary		
2000 Total Population	2,260	21,200
2010 Total Population	2,167	20,573
2015 Total Population	2,201	20,867
2015 Group Quarters	3	55
2020 Total Population	2,273	21,520
2015-2020 Annual Rate	0.65%	0.62%
Household Summary		
2000 Households	841	6,661
2000 Average Household Size	2.68	3.18
2010 Households	838	6,887
2010 Average Household Size	2.58	2.98
2015 Households	855	7,028
2015 Average Household Size	2.57	2.96
2020 Households	883	7,270
2020 Average Household Size	2.57	2.95
2015-2020 Annual Rate	0.65%	0.68%
2010 Families	539	5,233
2010 Average Family Size	3.27	3.42
2015 Families	548	5,342
2015 Average Family Size	3.25	3.39
2020 Families	565	5,522
2020 Average Family Size	3.25	3.38
2015-2020 Annual Rate	0.61%	0.67%
Housing Unit Summary		
2000 Housing Units	872	6,890
Owner Occupied Housing Units	55.7%	72.4%
Renter Occupied Housing Units	40.7%	24.3%
Vacant Housing Units	3.6%	3.3%
2010 Housing Units	902	7,255
Owner Occupied Housing Units	52.5%	70.1%
Renter Occupied Housing Units	40.4%	24.8%
Vacant Housing Units	7.1%	5.1%
2015 Housing Units	915	7,409
Owner Occupied Housing Units	49.8%	68.1%
Renter Occupied Housing Units	43.5%	26.8%
Vacant Housing Units	6.6%	5.1%
2020 Housing Units	945	7,655
Owner Occupied Housing Units	48.5%	67.8%
Renter Occupied Housing Units	45.0%	27.2%
Vacant Housing Units	6.6%	5.0%
Median Household Income		
2015	\$53,719	\$65,796
2020	\$64,931	\$77,570
Median Home Value		
2015	\$217,376	\$239,844
2020	\$257,181	\$278,041
Per Capita Income		
2015	\$24,044	\$26,466
2020	\$27,737	\$29,850
Median Age		
2010	31.5	33.1
2015	32.3	34.0
2020	32.1	34.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2015 Households by Income		
Household Income Base	855	7,028
<\$15,000	9.5%	4.6%
\$15,000 - \$24,999	11.2%	8.6%
\$25,000 - \$34,999	10.5%	8.2%
\$35,000 - \$49,999	14.7%	13.0%
\$50,000 - \$74,999	18.9%	21.7%
\$75,000 - \$99,999	17.9%	19.1%
\$100,000 - \$149,999	14.3%	16.9%
\$150,000 - \$199,999	1.8%	4.8%
\$200,000+	1.1%	3.1%
Average Household Income	\$62,661	\$78,346
2020 Households by Income		
Household Income Base	883	7,270
<\$15,000	8.3%	4.0%
\$15,000 - \$24,999	7.9%	5.9%
\$25,000 - \$34,999	8.4%	6.3%
\$35,000 - \$49,999	13.0%	11.1%
\$50,000 - \$74,999	18.2%	19.5%
\$75,000 - \$99,999	20.8%	21.9%
\$100,000 - \$149,999	20.0%	22.4%
\$150,000 - \$199,999	2.2%	5.7%
\$200,000+	1.2%	3.2%
Average Household Income	\$72,172	\$88,131
2015 Owner Occupied Housing Units by Value		
Total	456	5,046
<\$50,000	0.4%	0.2%
\$50,000 - \$99,999	1.3%	0.8%
\$100,000 - \$149,999	11.4%	4.6%
\$150,000 - \$199,999	26.1%	19.6%
\$200,000 - \$249,999	30.9%	31.2%
\$250,000 - \$299,999	17.8%	22.0%
\$300,000 - \$399,999	7.9%	14.0%
\$400,000 - \$499,999	3.1%	5.4%
\$500,000 - \$749,999	1.1%	2.1%
\$750,000 - \$999,999	0.0%	0.1%
\$1,000,000 +	0.0%	0.1%
Average Home Value	\$227,741	\$260,010
2020 Owner Occupied Housing Units by Value		
Total	458	5,187
<\$50,000	0.4%	0.1%
\$50,000 - \$99,999	1.1%	0.5%
\$100,000 - \$149,999	3.5%	1.4%
\$150,000 - \$199,999	13.3%	9.8%
\$200,000 - \$249,999	28.8%	26.2%
\$250,000 - \$299,999	20.5%	21.4%
\$300,000 - \$399,999	16.6%	21.9%
\$400,000 - \$499,999	11.8%	13.6%
\$500,000 - \$749,999	3.9%	4.5%
\$750,000 - \$999,999	0.2%	0.5%
\$1,000,000 +	0.0%	0.1%
Average Home Value	\$286,874	\$308,801

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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2010 Population by Age		
Total	2,170	20,573
0 - 4	8.6%	7.9%
5 - 9	7.3%	7.3%
10 - 14	6.3%	6.9%
15 - 24	15.3%	15.1%
25 - 34	18.9%	15.7%
35 - 44	12.3%	11.8%
45 - 54	13.4%	14.0%
55 - 64	10.2%	12.3%
65 - 74	4.6%	5.6%
75 - 84	2.1%	2.6%
85 +	0.9%	0.9%
18 +	73.6%	73.4%
2015 Population by Age		
Total	2,201	20,868
0 - 4	8.3%	7.7%
5 - 9	7.5%	7.4%
10 - 14	6.6%	6.8%
15 - 24	14.7%	13.3%
25 - 34	17.5%	16.4%
35 - 44	13.8%	13.0%
45 - 54	11.2%	11.1%
55 - 64	10.9%	13.0%
65 - 74	6.0%	7.4%
75 - 84	2.5%	2.9%
85 +	0.8%	1.0%
18 +	74.4%	74.5%
2020 Population by Age		
Total	2,274	21,521
0 - 4	8.3%	7.7%
5 - 9	7.4%	7.2%
10 - 14	6.9%	7.2%
15 - 24	13.5%	11.7%
25 - 34	18.6%	16.3%
35 - 44	14.5%	14.6%
45 - 54	9.8%	10.1%
55 - 64	10.3%	11.5%
65 - 74	7.2%	9.2%
75 - 84	2.8%	3.5%
85 +	0.9%	1.0%
18 +	73.9%	74.1%
2010 Population by Sex		
Males	1,072	10,189
Females	1,095	10,384
2015 Population by Sex		
Males	1,088	10,315
Females	1,113	10,552
2020 Population by Sex		
Males	1,120	10,626
Females	1,154	10,894

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity		
Total	2,168	20,572
White Alone	78.1%	82.6%
Black Alone	1.8%	1.3%
American Indian Alone	0.9%	0.7%
Asian Alone	6.0%	4.1%
Pacific Islander Alone	1.4%	1.6%
Some Other Race Alone	8.7%	6.7%
Two or More Races	3.2%	3.0%
Hispanic Origin	19.3%	15.2%
Diversity Index	57.7	49.1
2015 Population by Race/Ethnicity		
Total	2,200	20,866
White Alone	75.9%	80.8%
Black Alone	2.0%	1.5%
American Indian Alone	0.9%	0.7%
Asian Alone	6.9%	4.7%
Pacific Islander Alone	1.4%	1.7%
Some Other Race Alone	9.5%	7.3%
Two or More Races	3.5%	3.4%
Hispanic Origin	20.8%	16.4%
Diversity Index	61.1	52.4
2020 Population by Race/Ethnicity		
Total	2,273	21,520
White Alone	73.2%	78.6%
Black Alone	2.3%	1.7%
American Indian Alone	0.9%	0.7%
Asian Alone	7.7%	5.3%
Pacific Islander Alone	1.5%	1.8%
Some Other Race Alone	10.5%	8.1%
Two or More Races	3.9%	3.8%
Hispanic Origin	22.7%	18.0%
Diversity Index	64.8	56.2
2010 Population by Relationship and Household Type		
Total	2,167	20,573
In Households	99.9%	99.7%
In Family Households	83.6%	89.3%
Householder	24.5%	25.5%
Spouse	17.9%	19.8%
Child	34.1%	36.5%
Other relative	4.8%	5.2%
Nonrelative	2.2%	2.3%
In Nonfamily Households	16.2%	10.4%
In Group Quarters	0.1%	0.3%
Institutionalized Population	0.0%	0.1%
Noninstitutionalized Population	0.1%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2015 Population 25+ by Educational Attainment		
Total	1,386	13,515
Less than 9th Grade	1.9%	1.7%
9th - 12th Grade, No Diploma	3.8%	3.6%
High School Graduate	27.8%	24.2%
GED/Alternative Credential	2.0%	2.3%
Some College, No Degree	29.7%	31.2%
Associate Degree	7.1%	9.6%
Bachelor's Degree	18.5%	19.0%
Graduate/Professional Degree	9.2%	8.3%
2015 Population 15+ by Marital Status		
Total	1,709	16,280
Never Married	34.7%	29.7%
Married	49.1%	55.6%
Widowed	2.9%	3.9%
Divorced	13.3%	10.9%
2015 Civilian Population 16+ in Labor Force		
Civilian Employed	96.6%	95.9%
Civilian Unemployed	3.4%	4.1%
2015 Employed Population 16+ by Industry		
Total	1,231	11,170
Agriculture/Mining	0.6%	0.8%
Construction	7.2%	6.9%
Manufacturing	12.4%	13.7%
Wholesale Trade	1.5%	2.3%
Retail Trade	11.5%	12.2%
Transportation/Utilities	7.9%	6.9%
Information	0.8%	1.3%
Finance/Insurance/Real Estate	5.1%	6.5%
Services	51.7%	45.8%
Public Administration	1.5%	3.6%
2015 Employed Population 16+ by Occupation		
Total	1,231	11,172
White Collar	55.4%	61.8%
Management/Business/Financial	8.9%	12.7%
Professional	16.7%	20.1%
Sales	10.7%	9.6%
Administrative Support	19.0%	19.5%
Services	20.5%	14.5%
Blue Collar	24.1%	23.8%
Farming/Forestry/Fishing	0.0%	0.0%
Construction/Extraction	6.9%	6.0%
Installation/Maintenance/Repair	3.4%	4.0%
Production	10.0%	8.3%
Transportation/Material Moving	3.8%	5.5%

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2010 Households by Type		
Total	838	6,888
Households with 1 Person	29.8%	18.9%
Households with 2+ People	70.2%	81.1%
Family Households	64.3%	76.0%
Husband-wife Families	46.9%	59.1%
With Related Children	23.0%	28.1%
Other Family (No Spouse Present)	17.4%	16.9%
Other Family with Male Householder	4.8%	5.4%
With Related Children	2.6%	2.8%
Other Family with Female Householder	12.6%	11.5%
With Related Children	7.6%	6.9%
Nonfamily Households	5.8%	5.1%
All Households with Children	33.5%	38.3%
Multigenerational Households	4.7%	6.3%
Unmarried Partner Households	4.9%	4.8%
Male-female	4.4%	4.2%
Same-sex	0.5%	0.5%
2010 Households by Size		
Total	838	6,887
1 Person Household	29.8%	18.9%
2 Person Household	28.9%	30.5%
3 Person Household	15.5%	18.3%
4 Person Household	13.1%	14.9%
5 Person Household	6.8%	8.8%
6 Person Household	3.3%	5.0%
7 + Person Household	2.5%	3.7%
2010 Households by Tenure and Mortgage Status		
Total	838	6,887
Owner Occupied	56.6%	73.9%
Owned with a Mortgage/Loan	46.3%	58.4%
Owned Free and Clear	10.3%	15.4%
Renter Occupied	43.4%	26.1%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments		
1.	Bright Young Professionals	Bright Young Professionals
2.	Metro Fusion (11C)	Home Improvement (4B)
3.	Rustbelt Traditions (5D)	Soccer Moms (4A)
2015 Consumer Spending		
Apparel & Services: Total \$	\$1,733,185	\$17,180,831
Average Spent	\$2,027.12	\$2,444.63
Spending Potential Index	88	106
Computers & Accessories: Total \$	\$195,417	\$1,956,412
Average Spent	\$228.56	\$278.37
Spending Potential Index	90	109
Education: Total \$	\$1,079,006	\$11,331,483
Average Spent	\$1,262.00	\$1,612.33
Spending Potential Index	83	106
Entertainment/Recreation: Total \$	\$2,328,448	\$24,228,966
Average Spent	\$2,723.33	\$3,447.49
Spending Potential Index	82	104
Food at Home: Total \$	\$3,820,522	\$37,900,098
Average Spent	\$4,468.45	\$5,392.73
Spending Potential Index	86	103
Food Away from Home: Total \$	\$2,439,283	\$24,430,209
Average Spent	\$2,852.96	\$3,476.13
Spending Potential Index	87	106
Health Care: Total \$	\$3,215,410	\$34,163,710
Average Spent	\$3,760.71	\$4,861.09
Spending Potential Index	79	103
HH Furnishings & Equipment: Total \$	\$1,338,630	\$13,685,295
Average Spent	\$1,565.65	\$1,947.25
Spending Potential Index	85	106
Investments: Total \$	\$1,569,030	\$17,328,079
Average Spent	\$1,835.12	\$2,465.58
Spending Potential Index	67	89
Retail Goods: Total \$	\$18,209,091	\$185,810,108
Average Spent	\$21,297.18	\$26,438.55
Spending Potential Index	84	104
Shelter: Total \$	\$12,168,686	\$122,671,956
Average Spent	\$14,232.38	\$17,454.75
Spending Potential Index	87	106
TV/Video/Audio: Total \$	\$959,048	\$9,538,224
Average Spent	\$1,121.69	\$1,357.17
Spending Potential Index	86	104
Travel: Total \$	\$1,342,440	\$14,590,739
Average Spent	\$1,570.11	\$2,076.09
Spending Potential Index	80	106
Vehicle Maintenance & Repairs: Total \$	\$808,196	\$8,260,988
Average Spent	\$945.26	\$1,175.44
Spending Potential Index	85	105

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.