



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
Population Summary		
2000 Total Population	24,397	78,864
2010 Total Population	24,076	82,708
2016 Total Population	24,592	85,667
2016 Group Quarters	12	79
2021 Total Population	25,265	88,785
2016-2021 Annual Rate	0.54%	0.72%
Household Summary		
2000 Households	6,937	21,951
2000 Average Household Size	3.51	3.59
2010 Households	7,159	24,173
2010 Average Household Size	3.36	3.42
2016 Households	7,259	24,875
2016 Average Household Size	3.39	3.44
2021 Households	7,448	25,761
2021 Average Household Size	3.39	3.44
2016-2021 Annual Rate	0.52%	0.70%
2010 Families	5,696	19,544
2010 Average Family Size	3.70	3.73
2016 Families	5,746	19,984
2016 Average Family Size	3.73	3.76
2021 Families	5,875	20,612
2021 Average Family Size	3.74	3.77
2016-2021 Annual Rate	0.45%	0.62%
Housing Unit Summary		
2000 Housing Units	7,078	22,453
Owner Occupied Housing Units	84.4%	82.0%
Renter Occupied Housing Units	13.6%	15.8%
Vacant Housing Units	2.0%	2.2%
2010 Housing Units	7,403	25,066
Owner Occupied Housing Units	77.2%	74.3%
Renter Occupied Housing Units	19.5%	22.2%
Vacant Housing Units	3.3%	3.6%
2016 Housing Units	7,540	25,869
Owner Occupied Housing Units	74.9%	72.1%
Renter Occupied Housing Units	21.4%	24.0%
Vacant Housing Units	3.7%	3.8%
2021 Housing Units	7,736	26,751
Owner Occupied Housing Units	75.1%	72.4%
Renter Occupied Housing Units	21.2%	23.9%
Vacant Housing Units	3.7%	3.7%
Median Household Income		
2016	\$55,846	\$58,156
2021	\$60,474	\$64,974
Median Home Value		
2016	\$172,132	\$183,426
2021	\$182,761	\$204,150
Per Capita Income		
2016	\$19,028	\$20,336
2021	\$20,895	\$22,493
Median Age		
2010	29.9	29.9
2016	31.1	31.1
2021	32.5	32.4

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
2016 Households by Income		
Household Income Base	7,259	24,875
<\$15,000	5.7%	5.7%
\$15,000 - \$24,999	7.8%	7.8%
\$25,000 - \$34,999	11.7%	11.1%
\$35,000 - \$49,999	16.0%	14.7%
\$50,000 - \$74,999	26.5%	24.5%
\$75,000 - \$99,999	16.8%	17.0%
\$100,000 - \$149,999	12.0%	14.2%
\$150,000 - \$199,999	2.6%	3.2%
\$200,000+	1.0%	1.8%
Average Household Income	\$65,389	\$69,674
2021 Households by Income		
Household Income Base	7,448	25,761
<\$15,000	6.1%	6.0%
\$15,000 - \$24,999	7.3%	7.2%
\$25,000 - \$34,999	11.1%	10.4%
\$35,000 - \$49,999	14.3%	13.0%
\$50,000 - \$74,999	21.5%	19.4%
\$75,000 - \$99,999	19.0%	19.2%
\$100,000 - \$149,999	16.0%	18.2%
\$150,000 - \$199,999	3.6%	4.4%
\$200,000+	1.2%	2.1%
Average Household Income	\$71,906	\$77,118
2016 Owner Occupied Housing Units by Value		
Total	5,645	18,655
<\$50,000	3.6%	4.3%
\$50,000 - \$99,999	3.6%	2.2%
\$100,000 - \$149,999	25.2%	19.1%
\$150,000 - \$199,999	39.8%	36.3%
\$200,000 - \$249,999	18.5%	21.0%
\$250,000 - \$299,999	5.5%	8.3%
\$300,000 - \$399,999	2.3%	4.5%
\$400,000 - \$499,999	0.4%	1.7%
\$500,000 - \$749,999	0.4%	1.3%
\$750,000 - \$999,999	0.2%	0.5%
\$1,000,000 +	0.5%	0.7%
Average Home Value	\$182,263	\$204,619
2021 Owner Occupied Housing Units by Value		
Total	5,811	19,361
<\$50,000	3.1%	3.5%
\$50,000 - \$99,999	5.3%	3.2%
\$100,000 - \$149,999	22.1%	16.2%
\$150,000 - \$199,999	29.8%	25.1%
\$200,000 - \$249,999	22.6%	23.4%
\$250,000 - \$299,999	8.5%	12.0%
\$300,000 - \$399,999	5.3%	10.1%
\$400,000 - \$499,999	0.8%	2.3%
\$500,000 - \$749,999	0.9%	2.1%
\$750,000 - \$999,999	1.0%	1.2%
\$1,000,000 +	0.6%	0.8%
Average Home Value	\$202,521	\$233,034

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
2010 Population by Age		
Total	24,076	82,709
0 - 4	9.2%	9.3%
5 - 9	9.1%	9.0%
10 - 14	7.9%	8.1%
15 - 24	15.3%	15.3%
25 - 34	16.8%	16.8%
35 - 44	12.1%	12.5%
45 - 54	11.8%	11.8%
55 - 64	10.0%	9.7%
65 - 74	4.2%	4.4%
75 - 84	2.8%	2.4%
85 +	0.8%	0.7%
18 +	68.9%	68.7%
2016 Population by Age		
Total	24,591	85,669
0 - 4	9.1%	9.1%
5 - 9	8.8%	8.7%
10 - 14	8.4%	8.2%
15 - 24	13.3%	13.6%
25 - 34	17.2%	17.0%
35 - 44	13.6%	13.8%
45 - 54	10.1%	10.2%
55 - 64	9.9%	9.9%
65 - 74	6.2%	6.2%
75 - 84	2.5%	2.4%
85 +	1.0%	0.8%
18 +	69.6%	69.8%
2021 Population by Age		
Total	25,266	88,786
0 - 4	8.8%	8.9%
5 - 9	8.5%	8.5%
10 - 14	8.6%	8.4%
15 - 24	13.0%	13.0%
25 - 34	15.4%	15.8%
35 - 44	15.6%	15.5%
45 - 54	9.9%	10.1%
55 - 64	9.0%	9.0%
65 - 74	7.3%	7.2%
75 - 84	2.9%	2.9%
85 +	1.0%	0.9%
18 +	69.5%	69.7%
2010 Population by Sex		
Males	12,124	41,436
Females	11,952	41,272
2016 Population by Sex		
Males	12,374	42,848
Females	12,219	42,819
2021 Population by Sex		
Males	12,753	44,480
Females	12,512	44,304

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
2010 Population by Race/Ethnicity		
Total	24,074	82,708
White Alone	74.5%	73.4%
Black Alone	1.5%	1.5%
American Indian Alone	1.2%	1.1%
Asian Alone	2.3%	3.1%
Pacific Islander Alone	2.8%	2.9%
Some Other Race Alone	14.4%	14.5%
Two or More Races	3.2%	3.5%
Hispanic Origin	25.8%	26.2%
Diversity Index	65.6	66.9
2016 Population by Race/Ethnicity		
Total	24,594	85,668
White Alone	71.7%	70.5%
Black Alone	1.8%	1.8%
American Indian Alone	1.3%	1.2%
Asian Alone	2.9%	3.8%
Pacific Islander Alone	2.9%	3.0%
Some Other Race Alone	15.8%	15.8%
Two or More Races	3.7%	3.9%
Hispanic Origin	28.1%	28.5%
Diversity Index	69.2	70.4
2021 Population by Race/Ethnicity		
Total	25,264	88,785
White Alone	68.9%	67.6%
Black Alone	2.0%	2.0%
American Indian Alone	1.3%	1.3%
Asian Alone	3.3%	4.4%
Pacific Islander Alone	3.0%	3.1%
Some Other Race Alone	17.4%	17.4%
Two or More Races	4.0%	4.3%
Hispanic Origin	30.6%	30.9%
Diversity Index	72.6	73.6
2010 Population by Relationship and Household Type		
Total	24,076	82,708
In Households	100.0%	99.9%
In Family Households	91.7%	92.0%
Householder	23.4%	23.7%
Spouse	17.4%	17.6%
Child	39.7%	39.6%
Other relative	7.1%	7.1%
Nonrelative	4.1%	3.9%
In Nonfamily Households	8.3%	7.9%
In Group Quarters	0.0%	0.1%
Institutionalized Population	0.0%	0.0%
Noninstitutionalized Population	0.0%	0.0%

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
2016 Population 25+ by Educational Attainment		
Total	14,872	51,683
Less than 9th Grade	5.7%	5.9%
9th - 12th Grade, No Diploma	12.6%	10.8%
High School Graduate	27.9%	27.2%
GED/Alternative Credential	4.2%	3.7%
Some College, No Degree	26.1%	26.4%
Associate Degree	10.1%	9.4%
Bachelor's Degree	9.9%	11.7%
Graduate/Professional Degree	3.4%	4.7%
2016 Population 15+ by Marital Status		
Total	18,135	63,368
Never Married	31.8%	30.9%
Married	52.7%	54.8%
Widowed	4.9%	3.8%
Divorced	10.6%	10.5%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed	94.9%	94.6%
Civilian Unemployed	5.1%	5.4%
2016 Employed Population 16+ by Industry		
Total	12,278	42,103
Agriculture/Mining	0.5%	0.5%
Construction	8.8%	9.1%
Manufacturing	13.3%	14.8%
Wholesale Trade	3.4%	4.0%
Retail Trade	10.7%	11.1%
Transportation/Utilities	6.7%	6.4%
Information	2.9%	2.2%
Finance/Insurance/Real Estate	8.6%	8.9%
Services	42.2%	39.7%
Public Administration	2.9%	3.4%
2016 Employed Population 16+ by Occupation		
Total	12,277	42,103
White Collar	52.2%	54.8%
Management/Business/Financial	11.6%	12.8%
Professional	12.2%	13.3%
Sales	8.9%	10.0%
Administrative Support	19.4%	18.8%
Services	15.3%	14.1%
Blue Collar	32.5%	31.1%
Farming/Forestry/Fishing	0.3%	0.3%
Construction/Extraction	7.4%	8.3%
Installation/Maintenance/Repair	4.8%	3.9%
Production	11.2%	9.8%
Transportation/Material Moving	8.9%	8.7%
2010 Population By Urban/ Rural Status		
Total Population	24,076	82,708
Population Inside Urbanized Area	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%
Rural Population	0.0%	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
2010 Households by Type		
Total	7,158	24,173
Households with 1 Person	15.5%	14.3%
Households with 2+ People	84.5%	85.7%
Family Households	79.6%	80.9%
Husband-wife Families	59.1%	60.1%
With Related Children	32.6%	33.3%
Other Family (No Spouse Present)	20.5%	20.7%
Other Family with Male Householder	7.0%	7.0%
With Related Children	4.5%	4.4%
Other Family with Female Householder	13.5%	13.7%
With Related Children	8.6%	9.2%
Nonfamily Households	4.9%	4.9%
All Households with Children	46.7%	47.9%
Multigenerational Households	9.2%	8.8%
Unmarried Partner Households	6.0%	6.3%
Male-female	5.3%	5.5%
Same-sex	0.8%	0.8%
2010 Households by Size		
Total	7,158	24,174
1 Person Household	15.5%	14.3%
2 Person Household	25.2%	25.9%
3 Person Household	17.9%	18.1%
4 Person Household	16.0%	16.7%
5 Person Household	11.4%	11.5%
6 Person Household	6.8%	6.8%
7 + Person Household	7.1%	6.8%
2010 Households by Tenure and Mortgage Status		
Total	7,159	24,173
Owner Occupied	79.8%	77.0%
Owned with a Mortgage/Loan	65.3%	63.2%
Owned Free and Clear	14.5%	13.8%
Renter Occupied	20.2%	23.0%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	7,403	25,066
Housing Units Inside Urbanized Area	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%
Rural Housing Units	0.0%	0.0%

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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



Market Profile

West Point Shopping Center
 3815 W 5400 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.65281
 Longitude: -111.98201

	3 minutes	5 minutes
Top 3 Tapestry Segments		
1.	Home Improvement (4B)	Home Improvement (4B)
2.	American Dreamers (7C)	American Dreamers (7C)
3.	Rustbelt Traditions (5D)	Up and Coming Families
2016 Consumer Spending		
Apparel & Services: Total \$	\$12,217,351	\$45,073,834
Average Spent	\$1,683.06	\$1,812.01
Spending Potential Index	84	90
Education: Total \$	\$8,118,163	\$29,799,849
Average Spent	\$1,118.36	\$1,197.98
Spending Potential Index	79	85
Entertainment/Recreation: Total \$	\$17,948,322	\$65,544,143
Average Spent	\$2,472.56	\$2,634.94
Spending Potential Index	85	90
Food at Home: Total \$	\$29,637,111	\$109,112,143
Average Spent	\$4,082.81	\$4,386.42
Spending Potential Index	82	88
Food Away from Home: Total \$	\$19,019,908	\$70,024,691
Average Spent	\$2,620.18	\$2,815.06
Spending Potential Index	85	91
Health Care: Total \$	\$32,027,500	\$115,997,750
Average Spent	\$4,412.11	\$4,663.23
Spending Potential Index	83	88
HH Furnishings & Equipment: Total \$	\$11,049,546	\$40,298,924
Average Spent	\$1,522.19	\$1,620.06
Spending Potential Index	86	92
Personal Care Products & Services: Total \$	\$4,535,308	\$16,568,247
Average Spent	\$624.78	\$666.06
Spending Potential Index	85	91
Shelter: Total \$	\$96,551,124	\$354,478,873
Average Spent	\$13,300.88	\$14,250.41
Spending Potential Index	85	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,220,389	\$51,367,751
Average Spent	\$1,959.00	\$2,065.04
Spending Potential Index	84	89
Travel: Total \$	\$11,855,618	\$42,903,307
Average Spent	\$1,633.23	\$1,724.76
Spending Potential Index	88	93
Vehicle Maintenance & Repairs: Total \$	\$6,339,488	\$23,138,227
Average Spent	\$873.33	\$930.18
Spending Potential Index	84	90

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.