



Market Profile

Westwood Village
 2650 W 4700 S, Taylorsville, Utah, 84129
 Drive Times: 3, 5 minute radii

City Of Taylorsville
 Latitude: 40.66823
 Longitude: -111.95674

	3 minutes	5 minutes
Population Summary		
2000 Total Population	13,974	56,107
2010 Total Population	13,355	54,462
2016 Total Population	13,821	56,246
2016 Group Quarters	10	50
2021 Total Population	14,318	58,259
2016-2021 Annual Rate	0.71%	0.71%
Household Summary		
2000 Households	4,336	17,618
2000 Average Household Size	3.22	3.18
2010 Households	4,310	17,599
2010 Average Household Size	3.10	3.09
2016 Households	4,445	18,063
2016 Average Household Size	3.11	3.11
2021 Households	4,607	18,698
2021 Average Household Size	3.11	3.11
2016-2021 Annual Rate	0.72%	0.69%
2010 Families	3,267	13,440
2010 Average Family Size	3.49	3.48
2016 Families	3,347	13,712
2016 Average Family Size	3.51	3.51
2021 Families	3,455	14,139
2021 Average Family Size	3.52	3.52
2016-2021 Annual Rate	0.64%	0.62%
Housing Unit Summary		
2000 Housing Units	4,416	18,112
Owner Occupied Housing Units	76.0%	71.8%
Renter Occupied Housing Units	22.2%	25.5%
Vacant Housing Units	1.8%	2.7%
2010 Housing Units	4,493	18,396
Owner Occupied Housing Units	72.0%	69.0%
Renter Occupied Housing Units	23.9%	26.6%
Vacant Housing Units	4.1%	4.3%
2016 Housing Units	4,648	19,005
Owner Occupied Housing Units	69.6%	66.5%
Renter Occupied Housing Units	26.0%	28.5%
Vacant Housing Units	4.4%	5.0%
2021 Housing Units	4,818	19,698
Owner Occupied Housing Units	69.6%	66.3%
Renter Occupied Housing Units	26.0%	28.6%
Vacant Housing Units	4.4%	5.1%
Median Household Income		
2016	\$60,602	\$57,861
2021	\$73,156	\$65,627
Median Home Value		
2016	\$199,552	\$197,117
2021	\$228,825	\$225,633
Per Capita Income		
2016	\$22,940	\$22,423
2021	\$25,630	\$24,852
Median Age		
2010	32.0	31.7
2016	33.3	32.8
2021	34.7	34.0

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.



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2016 Households by Income		
Household Income Base	4,445	18,063
<\$15,000	6.1%	7.2%
\$15,000 - \$24,999	8.3%	7.9%
\$25,000 - \$34,999	11.7%	11.7%
\$35,000 - \$49,999	12.1%	13.9%
\$50,000 - \$74,999	22.2%	22.3%
\$75,000 - \$99,999	17.9%	17.2%
\$100,000 - \$149,999	16.0%	13.9%
\$150,000 - \$199,999	4.0%	4.0%
\$200,000+	1.7%	1.8%
Average Household Income	\$71,416	\$69,709
2021 Households by Income		
Household Income Base	4,607	18,698
<\$15,000	6.4%	7.8%
\$15,000 - \$24,999	7.8%	7.2%
\$25,000 - \$34,999	10.7%	10.7%
\$35,000 - \$49,999	9.5%	12.3%
\$50,000 - \$74,999	16.5%	17.0%
\$75,000 - \$99,999	20.6%	19.2%
\$100,000 - \$149,999	21.3%	18.3%
\$150,000 - \$199,999	5.3%	5.3%
\$200,000+	1.9%	2.1%
Average Household Income	\$79,839	\$77,300
2016 Owner Occupied Housing Units by Value		
Total	3,236	12,643
<\$50,000	4.3%	5.7%
\$50,000 - \$99,999	2.0%	2.8%
\$100,000 - \$149,999	11.2%	11.6%
\$150,000 - \$199,999	32.8%	31.8%
\$200,000 - \$249,999	27.7%	25.5%
\$250,000 - \$299,999	13.0%	11.7%
\$300,000 - \$399,999	6.6%	6.3%
\$400,000 - \$499,999	1.0%	1.9%
\$500,000 - \$749,999	1.1%	1.7%
\$750,000 - \$999,999	0.1%	0.2%
\$1,000,000 +	0.3%	0.9%
Average Home Value	\$210,595	\$216,913
2021 Owner Occupied Housing Units by Value		
Total	3,355	13,067
<\$50,000	3.2%	4.7%
\$50,000 - \$99,999	2.5%	3.6%
\$100,000 - \$149,999	7.9%	8.4%
\$150,000 - \$199,999	19.2%	19.4%
\$200,000 - \$249,999	29.8%	27.2%
\$250,000 - \$299,999	18.5%	16.5%
\$300,000 - \$399,999	15.4%	13.7%
\$400,000 - \$499,999	1.3%	2.5%
\$500,000 - \$749,999	1.4%	2.3%
\$750,000 - \$999,999	0.3%	0.7%
\$1,000,000 +	0.4%	1.1%
Average Home Value	\$240,872	\$247,844

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	13,356	54,459
0 - 4	8.2%	8.6%
5 - 9	7.7%	7.8%
10 - 14	6.9%	6.9%
15 - 24	15.2%	15.4%
25 - 34	16.7%	16.4%
35 - 44	11.9%	11.9%
45 - 54	12.9%	12.3%
55 - 64	11.8%	11.2%
65 - 74	5.6%	5.9%
75 - 84	2.4%	2.8%
85 +	0.7%	0.8%
18 +	72.6%	72.2%
2016 Population by Age		
Total	13,819	56,245
0 - 4	7.9%	8.3%
5 - 9	7.6%	7.8%
10 - 14	7.2%	7.2%
15 - 24	12.8%	13.3%
25 - 34	17.4%	17.1%
35 - 44	13.4%	13.1%
45 - 54	10.7%	10.5%
55 - 64	11.4%	10.9%
65 - 74	7.8%	7.7%
75 - 84	2.9%	3.2%
85 +	0.8%	0.9%
18 +	73.6%	72.9%
2021 Population by Age		
Total	14,318	58,260
0 - 4	7.8%	8.1%
5 - 9	7.3%	7.6%
10 - 14	7.4%	7.4%
15 - 24	12.1%	12.6%
25 - 34	16.0%	16.0%
35 - 44	15.3%	14.6%
45 - 54	10.4%	10.3%
55 - 64	10.4%	10.0%
65 - 74	8.7%	8.6%
75 - 84	3.7%	3.8%
85 +	1.0%	1.1%
18 +	73.6%	72.8%
2010 Population by Sex		
Males	6,676	27,197
Females	6,679	27,265
2016 Population by Sex		
Males	6,883	28,015
Females	6,938	28,231
2021 Population by Sex		
Males	7,130	29,030
Females	7,188	29,229

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



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2010 Population by Race/Ethnicity		
Total	13,355	54,462
White Alone	75.9%	75.7%
Black Alone	1.8%	1.8%
American Indian Alone	1.3%	1.1%
Asian Alone	4.1%	3.7%
Pacific Islander Alone	3.1%	2.9%
Some Other Race Alone	10.0%	11.2%
Two or More Races	3.8%	3.5%
Hispanic Origin	20.4%	21.6%
Diversity Index	60.9	61.9
2016 Population by Race/Ethnicity		
Total	13,823	56,245
White Alone	73.1%	73.0%
Black Alone	2.0%	2.1%
American Indian Alone	1.3%	1.2%
Asian Alone	5.1%	4.6%
Pacific Islander Alone	3.2%	2.9%
Some Other Race Alone	11.0%	12.3%
Two or More Races	4.3%	4.0%
Hispanic Origin	22.2%	23.5%
Diversity Index	64.8	65.6
2021 Population by Race/Ethnicity		
Total	14,318	58,260
White Alone	70.2%	70.3%
Black Alone	2.3%	2.3%
American Indian Alone	1.4%	1.2%
Asian Alone	5.9%	5.3%
Pacific Islander Alone	3.3%	3.0%
Some Other Race Alone	12.2%	13.5%
Two or More Races	4.7%	4.3%
Hispanic Origin	24.2%	25.5%
Diversity Index	68.4	69.1
2010 Population by Relationship and Household Type		
Total	13,355	54,462
In Households	99.9%	99.9%
In Family Households	89.0%	89.4%
Householder	24.5%	24.6%
Spouse	18.3%	18.2%
Child	36.4%	36.6%
Other relative	6.3%	6.5%
Nonrelative	3.5%	3.4%
In Nonfamily Households	11.0%	10.5%
In Group Quarters	0.1%	0.1%
Institutionalized Population	0.0%	0.0%
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.

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



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2016 Population 25+ by Educational Attainment		
Total	8,906	35,614
Less than 9th Grade	2.4%	3.5%
9th - 12th Grade, No Diploma	7.9%	8.6%
High School Graduate	30.6%	27.4%
GED/Alternative Credential	2.8%	2.9%
Some College, No Degree	26.5%	28.5%
Associate Degree	9.6%	9.9%
Bachelor's Degree	14.9%	13.9%
Graduate/Professional Degree	5.3%	5.2%
2016 Population 15+ by Marital Status		
Total	10,677	43,110
Never Married	30.5%	30.5%
Married	55.3%	54.3%
Widowed	3.8%	4.6%
Divorced	10.4%	10.7%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed	94.2%	94.8%
Civilian Unemployed	5.8%	5.2%
2016 Employed Population 16+ by Industry		
Total	7,044	27,989
Agriculture/Mining	0.4%	0.4%
Construction	9.0%	7.8%
Manufacturing	12.7%	12.7%
Wholesale Trade	3.4%	3.6%
Retail Trade	11.0%	11.7%
Transportation/Utilities	6.6%	7.1%
Information	1.9%	2.7%
Finance/Insurance/Real Estate	9.5%	9.0%
Services	42.2%	41.5%
Public Administration	3.3%	3.4%
2016 Employed Population 16+ by Occupation		
Total	7,044	27,994
White Collar	56.3%	58.7%
Management/Business/Financial	12.6%	12.4%
Professional	15.0%	15.7%
Sales	10.3%	10.3%
Administrative Support	18.5%	20.3%
Services	16.3%	14.5%
Blue Collar	27.4%	26.8%
Farming/Forestry/Fishing	1.5%	0.4%
Construction/Extraction	8.7%	6.9%
Installation/Maintenance/Repair	1.9%	3.4%
Production	7.8%	8.5%
Transportation/Material Moving	7.6%	7.5%
2010 Population By Urban/ Rural Status		
Total Population	13,355	54,462
Population Inside Urbanized Area	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%
Rural Population	0.0%	0.0%

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2010 Households by Type		
Total	4,310	17,599
Households with 1 Person	18.1%	17.7%
Households with 2+ People	81.9%	82.3%
Family Households	75.8%	76.4%
Husband-wife Families	56.8%	56.4%
With Related Children	27.7%	27.6%
Other Family (No Spouse Present)	18.9%	19.9%
Other Family with Male Householder	6.4%	6.6%
With Related Children	3.8%	3.8%
Other Family with Female Householder	12.6%	13.4%
With Related Children	7.6%	8.4%
Nonfamily Households	6.1%	6.0%
All Households with Children	39.8%	40.5%
Multigenerational Households	7.1%	7.1%
Unmarried Partner Households	5.8%	6.1%
Male-female	5.0%	5.4%
Same-sex	0.8%	0.7%
2010 Households by Size		
Total	4,311	17,599
1 Person Household	18.0%	17.7%
2 Person Household	29.3%	29.7%
3 Person Household	18.6%	18.5%
4 Person Household	14.5%	14.8%
5 Person Household	8.8%	9.0%
6 Person Household	5.5%	5.4%
7 + Person Household	5.2%	5.0%
2010 Households by Tenure and Mortgage Status		
Total	4,310	17,599
Owner Occupied	75.1%	72.2%
Owned with a Mortgage/Loan	59.4%	55.4%
Owned Free and Clear	15.7%	16.7%
Renter Occupied	24.9%	27.8%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	4,493	18,396
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.



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Top 3 Tapestry Segments		
1.	Home Improvement (4B)	Home Improvement (4B)
2.	Bright Young Professionals	Metro Fusion (11C)
3.	Parks and Rec (5C)	Parks and Rec (5C)
2016 Consumer Spending		
Apparel & Services: Total \$	\$8,276,352	\$33,102,742
Average Spent	\$1,861.95	\$1,832.63
Spending Potential Index	92	91
Education: Total \$	\$5,716,648	\$22,872,519
Average Spent	\$1,286.09	\$1,266.26
Spending Potential Index	91	90
Entertainment/Recreation: Total \$	\$11,969,404	\$47,423,036
Average Spent	\$2,692.78	\$2,625.42
Spending Potential Index	92	90
Food at Home: Total \$	\$20,049,816	\$80,569,053
Average Spent	\$4,510.64	\$4,460.45
Spending Potential Index	91	90
Food Away from Home: Total \$	\$12,790,100	\$51,034,651
Average Spent	\$2,877.41	\$2,825.37
Spending Potential Index	93	91
Health Care: Total \$	\$21,263,527	\$84,214,387
Average Spent	\$4,783.70	\$4,662.26
Spending Potential Index	90	88
HH Furnishings & Equipment: Total \$	\$7,358,543	\$29,114,880
Average Spent	\$1,655.47	\$1,611.85
Spending Potential Index	94	91
Personal Care Products & Services: Total \$	\$3,026,512	\$12,016,531
Average Spent	\$680.88	\$665.26
Spending Potential Index	93	91
Shelter: Total \$	\$65,079,775	\$259,920,720
Average Spent	\$14,641.12	\$14,389.68
Spending Potential Index	94	92
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,439,484	\$37,287,337
Average Spent	\$2,123.62	\$2,064.29
Spending Potential Index	92	89
Travel: Total \$	\$7,836,393	\$30,708,357
Average Spent	\$1,762.97	\$1,700.07
Spending Potential Index	95	91
Vehicle Maintenance & Repairs: Total \$	\$4,231,220	\$16,826,809
Average Spent	\$951.91	\$931.56
Spending Potential Index	92	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.