



Market Profile

Plaza 5400
 1699 W 5400 S, Salt Lake City, UT, 84123
 Drive Time: 3 minutes

Latitude: 40.65316
 Longitude: -111.93878

	0 - 3 minutes	0 - 5 minutes
Population Summary		
2000 Total Population	15,545	64,333
2010 Total Population	14,891	62,491
2012 Total Population	15,114	63,130
2012 Group Quarters	18	125
2017 Total Population	15,903	65,897
2012-2017 Annual Rate	1.02%	0.86%
Household Summary		
2000 Households	5,091	20,248
2000 Average Household Size	3.05	3.17
2010 Households	5,127	20,741
2010 Average Household Size	2.90	3.01
2012 Households	5,205	20,958
2012 Average Household Size	2.90	3.01
2017 Households	5,503	22,001
2017 Average Household Size	2.89	2.99
2012-2017 Annual Rate	1.12%	0.98%
2010 Families	3,801	15,629
2010 Average Family Size	3.37	3.44
2012 Families	3,803	15,569
2012 Average Family Size	3.37	3.43
2017 Families	4,070	16,506
2017 Average Family Size	3.36	3.42
2012-2017 Annual Rate	1.37%	1.18%
Housing Unit Summary		
2000 Housing Units	5,283	20,961
Owner Occupied Housing Units	67.8%	71.8%
Renter Occupied Housing Units	28.6%	24.8%
Vacant Housing Units	3.6%	3.4%
2010 Housing Units	5,455	21,653
Owner Occupied Housing Units	65.7%	69.6%
Renter Occupied Housing Units	28.3%	26.2%
Vacant Housing Units	6.0%	4.2%
2012 Housing Units	5,516	21,911
Owner Occupied Housing Units	63.2%	67.0%
Renter Occupied Housing Units	31.2%	28.7%
Vacant Housing Units	5.6%	4.3%
2017 Housing Units	5,799	22,968
Owner Occupied Housing Units	63.1%	66.8%
Renter Occupied Housing Units	31.8%	29.0%
Vacant Housing Units	5.1%	4.2%
Median Household Income		
2012	\$52,322	\$53,167
2017	\$63,437	\$63,829
Median Home Value		
2012	\$186,370	\$183,457
2017	\$209,903	\$203,110
Per Capita Income		
2012	\$22,662	\$22,220
2017	\$26,085	\$25,494
Median Age		
2010	32.3	32.0
2012	32.5	32.3
2017	33.0	32.9

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2012 Households by Income		
Household Income Base	5,205	20,958
<\$15,000	10.4%	8.4%
\$15,000 - \$24,999	6.9%	8.4%
\$25,000 - \$34,999	11.1%	11.5%
\$35,000 - \$49,999	18.9%	17.7%
\$50,000 - \$74,999	19.9%	21.3%
\$75,000 - \$99,999	13.6%	13.2%
\$100,000 - \$149,999	13.8%	14.5%
\$150,000 - \$199,999	3.4%	3.0%
\$200,000+	2.0%	2.0%
Average Household Income	\$66,212	\$66,645
2017 Households by Income		
Household Income Base	5,503	22,001
<\$15,000	9.9%	8.2%
\$15,000 - \$24,999	5.1%	6.4%
\$25,000 - \$34,999	7.9%	8.1%
\$35,000 - \$49,999	15.7%	14.6%
\$50,000 - \$74,999	18.1%	19.7%
\$75,000 - \$99,999	19.2%	18.9%
\$100,000 - \$149,999	17.0%	17.8%
\$150,000 - \$199,999	4.8%	4.1%
\$200,000+	2.3%	2.3%
Average Household Income	\$75,825	\$76,050
2012 Owner Occupied Housing Units by Value		
Total	3,485	14,679
<\$50,000	0.6%	0.7%
\$50,000 - \$99,999	5.0%	4.8%
\$100,000 - \$149,999	18.4%	18.1%
\$150,000 - \$199,999	35.8%	39.5%
\$200,000 - \$249,999	23.9%	22.3%
\$250,000 - \$299,999	9.4%	8.7%
\$300,000 - \$399,999	5.4%	4.7%
\$400,000 - \$499,999	1.2%	1.0%
\$500,000 - \$749,999	0.2%	0.2%
\$750,000 - \$999,999	0.1%	0.0%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$195,560	\$192,168
2017 Owner Occupied Housing Units by Value		
Total	3,657	15,347
<\$50,000	0.5%	0.6%
\$50,000 - \$99,999	4.5%	4.6%
\$100,000 - \$149,999	13.1%	13.4%
\$150,000 - \$199,999	26.1%	29.7%
\$200,000 - \$249,999	29.2%	28.0%
\$250,000 - \$299,999	15.1%	14.0%
\$300,000 - \$399,999	8.8%	7.5%
\$400,000 - \$499,999	2.3%	1.9%
\$500,000 - \$749,999	0.4%	0.3%
\$750,000 - \$999,999	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$216,935	\$211,171

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age		
Total	14,891	62,489
0 - 4	8.2%	8.2%
5 - 9	7.3%	7.6%
10 - 14	6.8%	7.0%
15 - 24	15.6%	15.6%
25 - 34	16.4%	16.2%
35 - 44	11.9%	11.6%
45 - 54	13.7%	13.1%
55 - 64	11.6%	11.7%
65 - 74	5.3%	5.5%
75 - 84	2.4%	2.8%
85 +	0.8%	0.8%
18 +	73.2%	72.7%
2012 Population by Age		
Total	15,115	63,129
0 - 4	8.1%	8.2%
5 - 9	7.2%	7.5%
10 - 14	6.6%	6.8%
15 - 24	15.4%	15.4%
25 - 34	16.7%	16.4%
35 - 44	11.6%	11.2%
45 - 54	13.3%	12.8%
55 - 64	12.2%	12.3%
65 - 74	5.7%	5.9%
75 - 84	2.4%	2.7%
85 +	0.8%	0.9%
18 +	73.7%	73.2%
2017 Population by Age		
Total	15,902	65,897
0 - 4	8.1%	8.1%
5 - 9	7.1%	7.4%
10 - 14	6.7%	6.8%
15 - 24	14.5%	14.5%
25 - 34	16.9%	16.6%
35 - 44	11.3%	11.0%
45 - 54	12.3%	11.9%
55 - 64	12.8%	12.9%
65 - 74	6.9%	7.1%
75 - 84	2.5%	2.9%
85 +	0.8%	0.9%
18 +	74.0%	73.6%
2010 Population by Sex		
Males	7,377	30,974
Females	7,514	31,517
2012 Population by Sex		
Males	7,504	31,355
Females	7,610	31,775
2017 Population by Sex		
Males	7,901	32,744
Females	8,001	33,153

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.

July 26, 2013

Made with Esri Business Analyst



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2010 Population by Race/Ethnicity		
Total	14,891	62,491
White Alone	81.1%	81.0%
Black Alone	1.4%	1.7%
American Indian Alone	0.8%	0.9%
Asian Alone	4.4%	3.2%
Pacific Islander Alone	1.7%	1.9%
Some Other Race Alone	7.6%	8.0%
Two or More Races	3.1%	3.3%
Hispanic Origin	16.8%	16.6%
Diversity Index	52.5	52.4
2012 Population by Race/Ethnicity		
Total	15,114	63,131
White Alone	80.4%	80.4%
Black Alone	1.4%	1.7%
American Indian Alone	0.8%	0.9%
Asian Alone	4.5%	3.3%
Pacific Islander Alone	1.7%	1.9%
Some Other Race Alone	8.0%	8.3%
Two or More Races	3.2%	3.4%
Hispanic Origin	17.6%	17.3%
Diversity Index	53.9	53.8
2017 Population by Race/Ethnicity		
Total	15,902	65,897
White Alone	78.4%	78.4%
Black Alone	1.5%	1.8%
American Indian Alone	0.8%	1.0%
Asian Alone	4.9%	3.7%
Pacific Islander Alone	1.7%	1.9%
Some Other Race Alone	9.0%	9.4%
Two or More Races	3.6%	3.8%
Hispanic Origin	19.6%	19.3%
Diversity Index	57.7	57.5
2010 Population by Relationship and Household Type		
Total	14,891	62,491
In Households	99.9%	99.8%
In Family Households	88.5%	88.8%
Householder	25.3%	25.1%
Spouse	19.2%	18.8%
Child	36.3%	36.7%
Other relative	5.3%	5.4%
Nonrelative	2.4%	2.9%
In Nonfamily Households	11.4%	11.0%
In Group Quarters	0.1%	0.2%
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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017. Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type		
Total	5,126	20,741
Households with 1 Person	20.4%	18.9%
Households with 2+ People	79.6%	81.1%
Family Households	74.2%	75.4%
Husband-wife Families	56.2%	56.7%
With Related Children	27.2%	27.4%
Other Family (No Spouse Present)	17.9%	18.7%
Other Family with Male Householder	5.7%	5.7%
With Related Children	3.0%	3.1%
Other Family with Female Householder	12.2%	13.0%
With Related Children	7.4%	8.2%
Nonfamily Households	5.4%	5.8%
All Households with Children	38.0%	39.2%
Multigenerational Households	6.1%	6.5%
Unmarried Partner Households	5.1%	5.7%
Male-female	4.6%	5.0%
Same-sex	0.5%	0.7%
2010 Households by Size		
Total	5,126	20,741
1 Person Household	20.4%	18.9%
2 Person Household	30.2%	30.2%
3 Person Household	18.2%	18.3%
4 Person Household	14.5%	14.5%
5 Person Household	8.4%	9.0%
6 Person Household	4.7%	5.2%
7 + Person Household	3.5%	4.0%
2010 Households by Tenure and Mortgage Status		
Total	5,127	20,741
Owner Occupied	69.9%	72.6%
Owned with a Mortgage/Loan	55.6%	55.7%
Owned Free and Clear	14.3%	17.0%
Renter Occupied	30.1%	27.4%

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 2012 and 2017. Esri converted Census 2000 data into 2010 geography.