



# Market Profile

West Point Shopping Center  
 3815 W 5400 S, Salt Lake, UT, 84118  
 Drive Time: 3 minutes

Latitude: 40.65296  
 Longitude: -111.98207

	0 - 3 minutes	0 - 5 minutes
<b>Population Summary</b>		
2000 Total Population	24,158	83,112
2010 Total Population	23,386	86,194
2012 Total Population	23,567	87,131
2012 Group Quarters	9	110
2017 Total Population	24,460	91,037
2012-2017 Annual Rate	0.75%	0.88%
<b>Household Summary</b>		
2000 Households	6,896	23,708
2000 Average Household Size	3.50	3.50
2010 Households	7,032	25,829
2010 Average Household Size	3.32	3.33
2012 Households	7,092	26,132
2012 Average Household Size	3.32	3.33
2017 Households	7,404	27,487
2017 Average Household Size	3.30	3.31
2012-2017 Annual Rate	0.86%	1.02%
2010 Families	5,642	20,619
2010 Average Family Size	3.64	3.67
2012 Families	5,619	20,586
2012 Average Family Size	3.63	3.66
2017 Families	5,910	21,799
2017 Average Family Size	3.63	3.65
2012-2017 Annual Rate	1.01%	1.15%
<b>Housing Unit Summary</b>		
2000 Housing Units	7,022	24,349
Owner Occupied Housing Units	84.7%	79.3%
Renter Occupied Housing Units	13.5%	18.1%
Vacant Housing Units	1.8%	2.6%
2010 Housing Units	7,262	26,936
Owner Occupied Housing Units	77.7%	72.3%
Renter Occupied Housing Units	19.1%	23.6%
Vacant Housing Units	3.2%	4.1%
2012 Housing Units	7,321	27,234
Owner Occupied Housing Units	75.2%	69.8%
Renter Occupied Housing Units	21.6%	26.2%
Vacant Housing Units	3.1%	4.0%
2017 Housing Units	7,619	28,546
Owner Occupied Housing Units	75.6%	70.1%
Renter Occupied Housing Units	21.6%	26.2%
Vacant Housing Units	2.8%	3.7%
<b>Median Household Income</b>		
2012	\$51,895	\$51,627
2017	\$60,461	\$59,848
<b>Median Home Value</b>		
2012	\$160,299	\$166,864
2017	\$166,644	\$177,076
<b>Per Capita Income</b>		
2012	\$18,534	\$19,157
2017	\$21,315	\$22,064
<b>Median Age</b>		
2010	29.8	30.0
2012	30.1	30.3
2017	30.6	30.8

**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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<b>2012 Households by Income</b>		
Household Income Base	7,092	26,132
<\$15,000	7.1%	7.4%
\$15,000 - \$24,999	8.1%	8.1%
\$25,000 - \$34,999	13.0%	12.4%
\$35,000 - \$49,999	19.0%	19.7%
\$50,000 - \$74,999	24.3%	24.0%
\$75,000 - \$99,999	12.1%	12.6%
\$100,000 - \$149,999	13.2%	11.6%
\$150,000 - \$199,999	1.6%	2.4%
\$200,000+	1.6%	2.0%
Average Household Income	\$63,457	\$63,924
<b>2017 Households by Income</b>		
Household Income Base	7,404	27,487
<\$15,000	6.8%	7.1%
\$15,000 - \$24,999	6.3%	6.3%
\$25,000 - \$34,999	9.3%	8.9%
\$35,000 - \$49,999	15.5%	16.3%
\$50,000 - \$74,999	23.0%	22.9%
\$75,000 - \$99,999	17.9%	18.4%
\$100,000 - \$149,999	16.9%	14.5%
\$150,000 - \$199,999	2.4%	3.3%
\$200,000+	1.9%	2.3%
Average Household Income	\$72,587	\$73,139
<b>2012 Owner Occupied Housing Units by Value</b>		
Total	5,508	19,002
<\$50,000	0.7%	0.6%
\$50,000 - \$99,999	4.8%	4.6%
\$100,000 - \$149,999	35.1%	30.3%
\$150,000 - \$199,999	45.7%	42.8%
\$200,000 - \$249,999	10.9%	15.5%
\$250,000 - \$299,999	1.9%	4.0%
\$300,000 - \$399,999	0.7%	1.7%
\$400,000 - \$499,999	0.2%	0.3%
\$500,000 - \$749,999	0.0%	0.1%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$160,953	\$170,318
<b>2017 Owner Occupied Housing Units by Value</b>		
Total	5,760	20,009
<\$50,000	0.6%	0.6%
\$50,000 - \$99,999	5.5%	5.0%
\$100,000 - \$149,999	30.7%	25.6%
\$150,000 - \$199,999	39.4%	34.8%
\$200,000 - \$249,999	17.5%	22.1%
\$250,000 - \$299,999	3.9%	7.6%
\$300,000 - \$399,999	1.7%	3.3%
\$400,000 - \$499,999	0.5%	0.8%
\$500,000 - \$749,999	0.0%	0.1%
\$750,000 - \$999,999	0.1%	0.0%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$170,606	\$183,763

**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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<b>2010 Population by Age</b>		
Total	23,385	86,194
0 - 4	9.3%	9.2%
5 - 9	9.1%	8.9%
10 - 14	7.9%	7.9%
15 - 24	15.4%	15.4%
25 - 34	17.0%	16.8%
35 - 44	12.1%	12.4%
45 - 54	11.8%	12.0%
55 - 64	10.4%	9.9%
65 - 74	3.9%	4.4%
75 - 84	2.5%	2.3%
85 +	0.7%	0.7%
18 +	68.9%	69.1%
<b>2012 Population by Age</b>		
Total	23,567	87,131
0 - 4	9.2%	9.2%
5 - 9	9.0%	8.8%
10 - 14	7.8%	7.8%
15 - 24	15.2%	15.2%
25 - 34	17.3%	17.2%
35 - 44	11.8%	12.1%
45 - 54	11.5%	11.7%
55 - 64	10.9%	10.4%
65 - 74	4.2%	4.8%
75 - 84	2.5%	2.3%
85 +	0.7%	0.7%
18 +	69.4%	69.7%
<b>2017 Population by Age</b>		
Total	24,459	91,036
0 - 4	9.2%	9.1%
5 - 9	8.9%	8.7%
10 - 14	7.8%	7.8%
15 - 24	14.3%	14.2%
25 - 34	17.5%	17.3%
35 - 44	11.6%	11.9%
45 - 54	10.7%	10.9%
55 - 64	11.6%	11.0%
65 - 74	5.1%	5.8%
75 - 84	2.6%	2.5%
85 +	0.8%	0.8%
18 +	69.7%	70.0%
<b>2010 Population by Sex</b>		
Males	11,786	43,167
Females	11,600	43,027
<b>2012 Population by Sex</b>		
Males	11,902	43,724
Females	11,664	43,408
<b>2017 Population by Sex</b>		
Males	12,348	45,667
Females	12,111	45,370

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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<b>2010 Population by Race/Ethnicity</b>		
Total	23,385	86,194
White Alone	75.4%	74.2%
Black Alone	1.5%	1.5%
American Indian Alone	1.1%	1.1%
Asian Alone	2.4%	3.2%
Pacific Islander Alone	2.6%	2.8%
Some Other Race Alone	13.8%	13.7%
Two or More Races	3.3%	3.5%
Hispanic Origin	25.1%	25.2%
Diversity Index	64.5	65.6
<b>2012 Population by Race/Ethnicity</b>		
Total	23,566	87,131
White Alone	74.6%	73.5%
Black Alone	1.6%	1.5%
American Indian Alone	1.1%	1.1%
Asian Alone	2.5%	3.3%
Pacific Islander Alone	2.5%	2.8%
Some Other Race Alone	14.4%	14.2%
Two or More Races	3.4%	3.6%
Hispanic Origin	26.0%	26.1%
Diversity Index	65.7	66.7
<b>2017 Population by Race/Ethnicity</b>		
Total	24,461	91,037
White Alone	72.2%	71.2%
Black Alone	1.6%	1.6%
American Indian Alone	1.1%	1.2%
Asian Alone	2.7%	3.6%
Pacific Islander Alone	2.5%	2.8%
Some Other Race Alone	16.0%	15.8%
Two or More Races	3.8%	3.9%
Hispanic Origin	28.6%	28.6%
Diversity Index	69.0	69.9
<b>2010 Population by Relationship and Household Type</b>		
Total	23,386	86,194
In Households	100.0%	99.9%
In Family Households	91.9%	91.6%
Householder	23.6%	23.9%
Spouse	17.6%	17.7%
Child	39.7%	39.3%
Other relative	6.9%	6.9%
Nonrelative	4.0%	3.8%
In Nonfamily Households	8.1%	8.3%
In Group Quarters	0.0%	0.1%
Institutionalized Population	0.0%	0.1%
Noninstitutionalized Population	0.0%	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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<b>2010 Households by Type</b>		
Total	7,032	25,828
Households with 1 Person	14.9%	15.2%
Households with 2+ People	85.1%	84.8%
Family Households	80.2%	79.8%
Husband-wife Families	59.9%	59.4%
With Related Children	32.9%	32.5%
Other Family (No Spouse Present)	20.3%	20.5%
Other Family with Male Householder	7.0%	6.8%
With Related Children	4.4%	4.3%
Other Family with Female Householder	13.3%	13.6%
With Related Children	8.6%	9.0%
Nonfamily Households	4.9%	4.9%
All Households with Children	47.0%	46.7%
Multigenerational Households	8.7%	8.5%
Unmarried Partner Households	6.0%	6.1%
Male-female	5.2%	5.4%
Same-sex	0.8%	0.7%
<b>2010 Households by Size</b>		
Total	7,036	25,829
1 Person Household	14.9%	15.2%
2 Person Household	25.3%	26.4%
3 Person Household	18.4%	18.1%
4 Person Household	16.3%	16.4%
5 Person Household	11.5%	11.1%
6 Person Household	6.8%	6.5%
7 + Person Household	6.8%	6.4%
<b>2010 Households by Tenure and Mortgage Status</b>		
Total	7,032	25,829
Owner Occupied	80.2%	75.4%
Owned with a Mortgage/Loan	66.3%	61.8%
Owned Free and Clear	13.9%	13.6%
Renter Occupied	19.8%	24.6%

**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.