



Market Profile

Westwood Village Shopping Center
 2658 W 4700 S, Salt Lake City, UT, 84118
 Drive Time: 3 minutes

Latitude: 40.66796
 Longitude: -111.95653

	0 - 3 minutes	0 - 5 minutes
Population Summary		
2000 Total Population	14,733	69,959
2010 Total Population	14,070	68,342
2012 Total Population	14,260	69,082
2012 Group Quarters	13	66
2017 Total Population	14,951	72,165
2012-2017 Annual Rate	0.95%	0.88%
Household Summary		
2000 Households	4,609	22,521
2000 Average Household Size	3.20	3.10
2010 Households	4,556	22,354
2010 Average Household Size	3.09	3.05
2012 Households	4,624	22,593
2012 Average Household Size	3.08	3.05
2017 Households	4,888	23,728
2017 Average Household Size	3.06	3.04
2012-2017 Annual Rate	1.12%	0.99%
2010 Families	3,474	16,666
2010 Average Family Size	3.47	3.49
2012 Families	3,473	16,591
2012 Average Family Size	3.46	3.48
2017 Families	3,702	17,595
2017 Average Family Size	3.45	3.48
2012-2017 Annual Rate	1.28%	1.18%
Housing Unit Summary		
2000 Housing Units	4,708	23,264
Owner Occupied Housing Units	73.4%	65.3%
Renter Occupied Housing Units	24.5%	31.5%
Vacant Housing Units	2.1%	3.2%
2010 Housing Units	4,786	23,486
Owner Occupied Housing Units	69.7%	63.6%
Renter Occupied Housing Units	25.4%	31.5%
Vacant Housing Units	4.8%	4.8%
2012 Housing Units	4,844	23,745
Owner Occupied Housing Units	67.1%	61.0%
Renter Occupied Housing Units	28.3%	34.1%
Vacant Housing Units	4.5%	4.9%
2017 Housing Units	5,096	24,863
Owner Occupied Housing Units	67.1%	61.0%
Renter Occupied Housing Units	28.8%	34.4%
Vacant Housing Units	4.1%	4.6%
Median Household Income		
2012	\$52,774	\$47,762
2017	\$64,113	\$56,132
Median Home Value		
2012	\$173,046	\$171,226
2017	\$185,091	\$182,799
Per Capita Income		
2012	\$21,431	\$19,721
2017	\$25,011	\$22,788
Median Age		
2010	31.6	30.9
2012	31.9	31.1
2017	32.5	31.7

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	4,624	22,593
<\$15,000	9.8%	11.0%
\$15,000 - \$24,999	9.0%	9.4%
\$25,000 - \$34,999	10.4%	12.6%
\$35,000 - \$49,999	17.4%	19.0%
\$50,000 - \$74,999	20.3%	21.2%
\$75,000 - \$99,999	13.7%	11.5%
\$100,000 - \$149,999	14.1%	11.0%
\$150,000 - \$199,999	2.4%	2.5%
\$200,000+	2.7%	1.8%
Average Household Income	\$66,697	\$60,458
2017 Households by Income		
Household Income Base	4,888	23,728
<\$15,000	9.2%	11.0%
\$15,000 - \$24,999	6.6%	7.3%
\$25,000 - \$34,999	7.4%	9.0%
\$35,000 - \$49,999	14.3%	15.9%
\$50,000 - \$74,999	18.9%	20.4%
\$75,000 - \$99,999	19.4%	17.0%
\$100,000 - \$149,999	17.5%	13.8%
\$150,000 - \$199,999	3.4%	3.5%
\$200,000+	3.2%	2.1%
Average Household Income	\$77,197	\$69,478
2012 Owner Occupied Housing Units by Value		
Total	3,251	14,485
<\$50,000	0.7%	0.8%
\$50,000 - \$99,999	4.6%	5.8%
\$100,000 - \$149,999	22.2%	24.6%
\$150,000 - \$199,999	49.0%	44.4%
\$200,000 - \$249,999	17.6%	16.3%
\$250,000 - \$299,999	4.5%	4.9%
\$300,000 - \$399,999	1.2%	2.6%
\$400,000 - \$499,999	0.2%	0.6%
\$500,000 - \$749,999	0.1%	0.1%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$174,856	\$175,603
2017 Owner Occupied Housing Units by Value		
Total	3,418	15,166
<\$50,000	0.6%	0.7%
\$50,000 - \$99,999	4.7%	6.0%
\$100,000 - \$149,999	17.5%	19.8%
\$150,000 - \$199,999	38.8%	35.8%
\$200,000 - \$249,999	26.0%	22.9%
\$250,000 - \$299,999	9.0%	8.7%
\$300,000 - \$399,999	2.7%	4.7%
\$400,000 - \$499,999	0.6%	1.1%
\$500,000 - \$749,999	0.1%	0.2%
\$750,000 - \$999,999	0.1%	0.1%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$189,859	\$190,768

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	14,070	68,343
0 - 4	8.3%	9.0%
5 - 9	7.9%	8.0%
10 - 14	7.0%	7.0%
15 - 24	15.2%	15.8%
25 - 34	16.9%	16.8%
35 - 44	12.0%	12.0%
45 - 54	12.5%	12.0%
55 - 64	11.7%	10.5%
65 - 74	5.5%	5.5%
75 - 84	2.2%	2.7%
85 +	0.7%	0.8%
18 +	72.1%	71.5%
2012 Population by Age		
Total	14,261	69,082
0 - 4	8.3%	8.9%
5 - 9	7.8%	7.9%
10 - 14	6.9%	6.8%
15 - 24	15.0%	15.6%
25 - 34	17.2%	17.1%
35 - 44	11.6%	11.6%
45 - 54	12.2%	11.7%
55 - 64	12.3%	11.0%
65 - 74	5.9%	5.9%
75 - 84	2.2%	2.6%
85 +	0.7%	0.8%
18 +	72.6%	72.1%
2017 Population by Age		
Total	14,951	72,166
0 - 4	8.2%	8.9%
5 - 9	7.7%	7.8%
10 - 14	6.9%	6.9%
15 - 24	14.1%	14.6%
25 - 34	17.3%	17.3%
35 - 44	11.4%	11.4%
45 - 54	11.3%	10.8%
55 - 64	12.9%	11.6%
65 - 74	7.2%	7.2%
75 - 84	2.3%	2.8%
85 +	0.7%	0.8%
18 +	73.0%	72.4%
2010 Population by Sex		
Males	7,041	34,194
Females	7,029	34,148
2012 Population by Sex		
Males	7,151	34,627
Females	7,109	34,455
2017 Population by Sex		
Males	7,497	36,173
Females	7,454	35,992

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	14,070	68,341
White Alone	75.5%	73.2%
Black Alone	1.8%	1.9%
American Indian Alone	1.2%	1.2%
Asian Alone	4.0%	3.8%
Pacific Islander Alone	3.2%	3.1%
Some Other Race Alone	10.5%	13.1%
Two or More Races	3.8%	3.6%
Hispanic Origin	21.4%	24.0%
Diversity Index	61.9	65.8
2012 Population by Race/Ethnicity		
Total	14,261	69,082
White Alone	74.8%	72.4%
Black Alone	1.8%	1.9%
American Indian Alone	1.3%	1.3%
Asian Alone	4.1%	4.0%
Pacific Islander Alone	3.2%	3.1%
Some Other Race Alone	10.9%	13.6%
Two or More Races	4.0%	3.8%
Hispanic Origin	22.2%	24.9%
Diversity Index	63.2	67.0
2017 Population by Race/Ethnicity		
Total	14,951	72,165
White Alone	72.5%	70.1%
Black Alone	1.9%	2.0%
American Indian Alone	1.4%	1.4%
Asian Alone	4.5%	4.3%
Pacific Islander Alone	3.2%	3.1%
Some Other Race Alone	12.2%	15.0%
Two or More Races	4.4%	4.1%
Hispanic Origin	24.6%	27.3%
Diversity Index	66.7	70.2
2010 Population by Relationship and Household Type		
Total	14,070	68,342
In Households	99.9%	99.9%
In Family Households	89.2%	88.7%
Householder	24.4%	24.3%
Spouse	18.1%	17.5%
Child	36.8%	36.7%
Other relative	6.4%	6.6%
Nonrelative	3.5%	3.6%
In Nonfamily Households	10.7%	11.2%
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.

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2010 Households by Type		
Total	4,556	22,354
Households with 1 Person	17.6%	19.2%
Households with 2+ People	82.4%	80.8%
Family Households	76.3%	74.6%
Husband-wife Families	56.7%	53.8%
With Related Children	28.3%	27.0%
Other Family (No Spouse Present)	19.6%	20.8%
Other Family with Male Householder	6.5%	6.7%
With Related Children	3.9%	4.0%
Other Family with Female Householder	13.1%	14.1%
With Related Children	8.1%	9.1%
Nonfamily Households	6.1%	6.3%
All Households with Children	40.9%	40.9%
Multigenerational Households	7.2%	7.0%
Unmarried Partner Households	5.9%	6.6%
Male-female	5.2%	5.8%
Same-sex	0.7%	0.8%
2010 Households by Size		
Total	4,557	22,353
1 Person Household	17.6%	19.2%
2 Person Household	29.1%	29.0%
3 Person Household	18.7%	18.0%
4 Person Household	14.7%	14.6%
5 Person Household	9.0%	8.9%
6 Person Household	5.6%	5.4%
7 + Person Household	5.3%	5.0%
2010 Households by Tenure and Mortgage Status		
Total	4,556	22,354
Owner Occupied	73.3%	66.9%
Owned with a Mortgage/Loan	58.2%	51.4%
Owned Free and Clear	15.1%	15.4%
Renter Occupied	26.7%	33.1%

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