



# Market Profile

S Carriage Sq, Salt Lake City, Utah, 84129  
Rings: 1 mile radii

City Of Taylorsville  
Latitude: 40.68140  
Longitude: -111.94071

1 mile

### Population Summary

2000 Total Population	19,107
2010 Total Population	19,748
2019 Total Population	20,720
2019 Group Quarters	4
2024 Total Population	21,505
2019-2024 Annual Rate	0.75%
2019 Total Daytime Population	21,467
Workers	11,312
Residents	10,155

### Household Summary

2000 Households	7,074
2000 Average Household Size	2.70
2010 Households	7,213
2010 Average Household Size	2.74
2019 Households	7,518
2019 Average Household Size	2.76
2024 Households	7,776
2024 Average Household Size	2.77
2019-2024 Annual Rate	0.68%
2010 Families	4,813
2010 Average Family Size	3.30
2019 Families	4,880
2019 Average Family Size	3.37
2024 Families	5,008
2024 Average Family Size	3.39
2019-2024 Annual Rate	0.52%

### Housing Unit Summary

2000 Housing Units	7,312
Owner Occupied Housing Units	52.8%
Renter Occupied Housing Units	43.9%
Vacant Housing Units	3.3%
2010 Housing Units	7,579
Owner Occupied Housing Units	55.6%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	4.8%
2019 Housing Units	7,856
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	4.3%
2024 Housing Units	8,104
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	41.0%
Vacant Housing Units	4.0%

### Median Household Income

2019	\$54,700
2024	\$63,610

### Median Home Value

2019	\$231,742
2024	\$272,534

### Per Capita Income

2019	\$25,024
2024	\$29,805

### Median Age

2010	30.5
2019	32.4
2024	32.7

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	<b>1 mile</b>
<b>2019 Households by Income</b>	
Household Income Base	7,518
<\$15,000	9.8%
\$15,000 - \$24,999	7.1%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	5.7%
\$200,000+	2.3%
Average Household Income	\$69,914
<b>2024 Households by Income</b>	
Household Income Base	7,776
<\$15,000	7.2%
\$15,000 - \$24,999	5.1%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	17.5%
\$150,000 - \$199,999	8.3%
\$200,000+	3.2%
Average Household Income	\$83,553
<b>2019 Owner Occupied Housing Units by Value</b>	
Total	4,313
<\$50,000	6.6%
\$50,000 - \$99,999	3.3%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	13.6%
\$200,000 - \$249,999	27.7%
\$250,000 - \$299,999	20.9%
\$300,000 - \$399,999	9.5%
\$400,000 - \$499,999	6.4%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	1.2%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$249,913
<b>2024 Owner Occupied Housing Units by Value</b>	
Total	4,451
<\$50,000	4.8%
\$50,000 - \$99,999	1.4%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	6.2%
\$200,000 - \$249,999	18.6%
\$250,000 - \$299,999	28.5%
\$300,000 - \$399,999	19.0%
\$400,000 - \$499,999	11.2%
\$500,000 - \$749,999	1.7%
\$750,000 - \$999,999	1.6%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$296,562

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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	<b>1 mile</b>
<b>2010 Population by Age</b>	
Total	19,750
0 - 4	9.3%
5 - 9	7.5%
10 - 14	6.1%
15 - 24	16.0%
25 - 34	18.5%
35 - 44	12.3%
45 - 54	12.2%
55 - 64	9.3%
65 - 74	5.4%
75 - 84	2.8%
85 +	0.7%
18 +	73.4%
<b>2019 Population by Age</b>	
Total	20,719
0 - 4	8.5%
5 - 9	7.8%
10 - 14	7.2%
15 - 24	13.4%
25 - 34	17.5%
35 - 44	14.0%
45 - 54	10.4%
55 - 64	9.8%
65 - 74	7.0%
75 - 84	3.3%
85 +	1.0%
18 +	72.9%
<b>2024 Population by Age</b>	
Total	21,503
0 - 4	8.5%
5 - 9	7.5%
10 - 14	7.1%
15 - 24	14.4%
25 - 34	16.0%
35 - 44	14.2%
45 - 54	10.6%
55 - 64	9.4%
65 - 74	7.4%
75 - 84	3.8%
85 +	1.1%
18 +	72.9%
<b>2010 Population by Sex</b>	
Males	9,802
Females	9,946
<b>2019 Population by Sex</b>	
Males	10,319
Females	10,401
<b>2024 Population by Sex</b>	
Males	10,697
Females	10,809

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Race/Ethnicity</b>	
Total	19,748
White Alone	67.5%
Black Alone	2.8%
American Indian Alone	1.4%
Asian Alone	7.1%
Pacific Islander Alone	3.2%
Some Other Race Alone	14.0%
Two or More Races	4.0%
Hispanic Origin	26.0%
Diversity Index	71.5
<b>2019 Population by Race/Ethnicity</b>	
Total	20,720
White Alone	62.3%
Black Alone	3.3%
American Indian Alone	1.5%
Asian Alone	9.4%
Pacific Islander Alone	3.4%
Some Other Race Alone	15.4%
Two or More Races	4.6%
Hispanic Origin	28.2%
Diversity Index	76.2
<b>2024 Population by Race/Ethnicity</b>	
Total	21,505
White Alone	59.1%
Black Alone	3.6%
American Indian Alone	1.5%
Asian Alone	10.7%
Pacific Islander Alone	3.6%
Some Other Race Alone	16.5%
Two or More Races	5.0%
Hispanic Origin	29.9%
Diversity Index	78.9
<b>2010 Population by Relationship and Household Type</b>	
Total	19,748
In Households	100.0%
In Family Households	84.1%
Householder	24.1%
Spouse	16.4%
Child	33.4%
Other relative	6.7%
Nonrelative	3.6%
In Nonfamily Households	15.9%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	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.

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<b>2019 Population 25+ by Educational Attainment</b>	
Total	13,069
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	9.9%
High School Graduate	27.5%
GED/Alternative Credential	4.1%
Some College, No Degree	24.1%
Associate Degree	9.3%
Bachelor's Degree	13.5%
Graduate/Professional Degree	6.8%
<b>2019 Population 15+ by Marital Status</b>	
Total	15,848
Never Married	33.1%
Married	49.5%
Widowed	3.9%
Divorced	13.4%
<b>2019 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	97.1%
Civilian Unemployed (Unemployment Rate)	2.9%
<b>2019 Employed Population 16+ by Industry</b>	
Total	10,781
Agriculture/Mining	0.5%
Construction	7.3%
Manufacturing	13.4%
Wholesale Trade	2.8%
Retail Trade	10.0%
Transportation/Utilities	6.4%
Information	2.0%
Finance/Insurance/Real Estate	8.5%
Services	45.6%
Public Administration	3.4%
<b>2019 Employed Population 16+ by Occupation</b>	
Total	10,781
White Collar	54.1%
Management/Business/Financial	9.8%
Professional	15.0%
Sales	8.9%
Administrative Support	20.5%
Services	20.0%
Blue Collar	25.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	3.0%
Production	10.0%
Transportation/Material Moving	6.8%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	19,748
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 27, 2019



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<b>2010 Households by Type</b>	
Total	7,213
Households with 1 Person	25.3%
Households with 2+ People	74.7%
Family Households	66.7%
Husband-wife Families	45.5%
With Related Children	22.5%
Other Family (No Spouse Present)	21.3%
Other Family with Male Householder	6.7%
With Related Children	4.0%
Other Family with Female Householder	14.6%
With Related Children	9.3%
Nonfamily Households	8.0%
All Households with Children	36.3%
Multigenerational Households	5.7%
Unmarried Partner Households	7.4%
Male-female	6.5%
Same-sex	0.9%
<b>2010 Households by Size</b>	
Total	7,211
1 Person Household	25.3%
2 Person Household	30.2%
3 Person Household	16.5%
4 Person Household	12.9%
5 Person Household	7.3%
6 Person Household	4.0%
7 + Person Household	3.7%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	7,213
Owner Occupied	58.4%
Owned with a Mortgage/Loan	45.9%
Owned Free and Clear	12.6%
Renter Occupied	41.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	7,579
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. Parks and Rec (5C)
2. Young and Restless (11B)
3. Front Porches (8E)

## 2019 Consumer Spending

Apparel & Services: Total \$	\$13,319,728
Average Spent	\$1,771.71
Spending Potential Index	83
Education: Total \$	\$9,405,413
Average Spent	\$1,251.05
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$19,517,383
Average Spent	\$2,596.09
Spending Potential Index	79
Food at Home: Total \$	\$32,148,596
Average Spent	\$4,276.22
Spending Potential Index	83
Food Away from Home: Total \$	\$22,785,974
Average Spent	\$3,030.86
Spending Potential Index	82
Health Care: Total \$	\$35,056,461
Average Spent	\$4,663.00
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$12,999,746
Average Spent	\$1,729.15
Spending Potential Index	81
Personal Care Products & Services: Total \$	\$5,440,883
Average Spent	\$723.71
Spending Potential Index	82
Shelter: Total \$	\$115,323,972
Average Spent	\$15,339.71
Spending Potential Index	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,575,160
Average Spent	\$1,938.70
Spending Potential Index	78
Travel: Total \$	\$13,141,384
Average Spent	\$1,747.99
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$7,220,658
Average Spent	\$960.45
Spending Potential Index	84

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

June 27, 2019