



# Market Profile

The Crossroads of Taylorsville  
 5500 S Redwood Rd, Taylorsville, Utah, 84123  
 Rings: 1, 3, 5 mile radii

City Of Taylorsville  
 Latitude: 40.65129  
 Longitude: -111.94081

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	15,431	137,845	358,588
2010 Total Population	15,177	143,397	385,423
2019 Total Population	15,967	152,246	415,702
2019 Group Quarters	30	873	3,814
2024 Total Population	16,633	158,787	436,415
2019-2024 Annual Rate	0.82%	0.84%	0.98%
2019 Total Daytime Population	13,748	154,893	428,880
Workers	5,952	79,319	219,787
Residents	7,796	75,574	209,093
<b>Household Summary</b>			
2000 Households	4,936	44,116	116,635
2000 Average Household Size	3.12	3.11	3.04
2010 Households	5,125	47,590	127,853
2010 Average Household Size	2.96	2.99	2.99
2019 Households	5,359	50,670	138,109
2019 Average Household Size	2.97	2.99	2.98
2024 Households	5,571	52,979	145,027
2024 Average Household Size	2.98	2.98	2.98
2019-2024 Annual Rate	0.78%	0.90%	0.98%
2010 Families	3,847	34,872	91,418
2010 Average Family Size	3.43	3.47	3.50
2019 Families	3,952	36,151	95,970
2019 Average Family Size	3.47	3.51	3.55
2024 Families	4,088	37,459	99,930
2024 Average Family Size	3.49	3.51	3.56
2019-2024 Annual Rate	0.68%	0.71%	0.81%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,130	45,688	121,943
Owner Occupied Housing Units	69.1%	68.1%	64.0%
Renter Occupied Housing Units	27.1%	28.4%	31.7%
Vacant Housing Units	3.8%	3.4%	4.4%
2010 Housing Units	5,438	49,702	134,581
Owner Occupied Housing Units	67.1%	64.9%	61.1%
Renter Occupied Housing Units	27.2%	30.9%	33.9%
Vacant Housing Units	5.8%	4.2%	5.0%
2019 Housing Units	5,621	52,672	144,322
Owner Occupied Housing Units	66.8%	63.1%	59.2%
Renter Occupied Housing Units	28.6%	33.1%	36.5%
Vacant Housing Units	4.7%	3.8%	4.3%
2024 Housing Units	5,810	54,882	151,048
Owner Occupied Housing Units	66.7%	62.6%	59.0%
Renter Occupied Housing Units	29.2%	33.9%	37.1%
Vacant Housing Units	4.1%	3.5%	4.0%
<b>Median Household Income</b>			
2019	\$69,618	\$62,996	\$61,286
2024	\$84,404	\$74,148	\$71,717
<b>Median Home Value</b>			
2019	\$287,159	\$250,769	\$254,933
2024	\$331,161	\$288,089	\$296,729
<b>Per Capita Income</b>			
2019	\$29,792	\$26,031	\$25,365
2024	\$35,160	\$30,443	\$29,744
<b>Median Age</b>			
2010	32.9	30.8	30.3
2019	34.6	32.8	32.2
2024	35.5	33.7	32.8

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



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<b>2019 Households by Income</b>			
Household Income Base	5,359	50,670	138,109
<\$15,000	4.4%	6.9%	7.8%
\$15,000 - \$24,999	6.6%	7.2%	7.1%
\$25,000 - \$34,999	7.4%	9.0%	8.7%
\$35,000 - \$49,999	14.1%	12.9%	13.4%
\$50,000 - \$74,999	20.8%	22.6%	23.2%
\$75,000 - \$99,999	13.1%	14.6%	15.0%
\$100,000 - \$149,999	22.2%	18.1%	16.8%
\$150,000 - \$199,999	6.5%	5.5%	4.9%
\$200,000+	4.9%	3.2%	3.0%
Average Household Income	\$87,636	\$78,446	\$76,317
<b>2024 Households by Income</b>			
Household Income Base	5,571	52,979	145,027
<\$15,000	3.2%	5.1%	5.8%
\$15,000 - \$24,999	4.6%	5.3%	5.2%
\$25,000 - \$34,999	5.9%	7.5%	7.3%
\$35,000 - \$49,999	11.1%	10.7%	11.2%
\$50,000 - \$74,999	19.2%	21.9%	22.5%
\$75,000 - \$99,999	13.6%	15.8%	16.2%
\$100,000 - \$149,999	26.7%	21.7%	20.6%
\$150,000 - \$199,999	9.3%	7.9%	7.2%
\$200,000+	6.5%	4.1%	4.0%
Average Household Income	\$103,510	\$91,574	\$89,464
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,753	33,213	85,366
<\$50,000	0.9%	4.6%	4.2%
\$50,000 - \$99,999	0.3%	1.4%	1.2%
\$100,000 - \$149,999	1.6%	4.4%	5.0%
\$150,000 - \$199,999	7.5%	15.0%	14.7%
\$200,000 - \$249,999	20.9%	24.3%	23.2%
\$250,000 - \$299,999	25.4%	20.3%	18.0%
\$300,000 - \$399,999	23.1%	17.4%	19.2%
\$400,000 - \$499,999	12.3%	7.3%	7.0%
\$500,000 - \$749,999	6.0%	3.7%	4.9%
\$750,000 - \$999,999	0.7%	0.6%	1.2%
\$1,000,000 - \$1,499,999	0.5%	0.4%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.9%	0.3%	0.5%
Average Home Value	\$337,770	\$283,146	\$298,553
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	3,874	34,381	89,060
<\$50,000	0.2%	3.3%	2.5%
\$50,000 - \$99,999	0.1%	0.5%	0.4%
\$100,000 - \$149,999	0.3%	2.2%	2.4%
\$150,000 - \$199,999	2.7%	7.9%	7.9%
\$200,000 - \$249,999	11.8%	17.8%	17.1%
\$250,000 - \$299,999	26.4%	24.1%	21.0%
\$300,000 - \$399,999	27.3%	23.8%	26.1%
\$400,000 - \$499,999	18.8%	12.1%	11.3%
\$500,000 - \$749,999	9.4%	6.1%	7.4%
\$750,000 - \$999,999	1.4%	1.0%	1.9%
\$1,000,000 - \$1,499,999	0.7%	0.7%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.9%	0.3%	0.5%
Average Home Value	\$384,028	\$328,694	\$349,398

**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>2010 Population by Age</b>			
Total	15,177	143,395	385,421
0 - 4	8.0%	8.9%	9.1%
5 - 9	7.4%	8.0%	8.2%
10 - 14	6.8%	7.1%	7.3%
15 - 24	15.2%	15.7%	15.3%
25 - 34	16.0%	17.1%	17.9%
35 - 44	12.1%	12.2%	12.7%
45 - 54	14.0%	12.3%	11.7%
55 - 64	11.6%	10.4%	9.2%
65 - 74	5.7%	5.0%	4.9%
75 - 84	2.4%	2.6%	2.7%
85 +	0.9%	0.8%	1.0%
18 +	73.2%	71.7%	71.0%
<b>2019 Population by Age</b>			
Total	15,966	152,246	415,702
0 - 4	7.5%	8.3%	8.5%
5 - 9	7.3%	7.9%	8.0%
10 - 14	6.9%	7.4%	7.5%
15 - 24	12.5%	12.9%	13.4%
25 - 34	16.4%	17.2%	17.4%
35 - 44	13.9%	14.3%	14.4%
45 - 54	10.6%	10.2%	10.3%
55 - 64	11.9%	10.2%	9.5%
65 - 74	8.5%	7.5%	6.8%
75 - 84	3.4%	3.0%	3.1%
85 +	1.0%	1.0%	1.2%
18 +	74.7%	72.5%	72.1%
<b>2024 Population by Age</b>			
Total	16,634	158,788	436,414
0 - 4	7.5%	8.2%	8.4%
5 - 9	7.2%	7.7%	7.8%
10 - 14	7.0%	7.5%	7.6%
15 - 24	12.5%	13.5%	13.7%
25 - 34	15.1%	15.3%	16.1%
35 - 44	14.8%	15.3%	15.0%
45 - 54	11.0%	10.7%	10.6%
55 - 64	10.0%	9.0%	8.7%
65 - 74	9.4%	7.9%	7.2%
75 - 84	4.4%	3.9%	3.7%
85 +	1.2%	1.1%	1.2%
18 +	74.5%	72.5%	72.1%
<b>2010 Population by Sex</b>			
Males	7,517	71,405	192,536
Females	7,660	71,992	192,887
<b>2019 Population by Sex</b>			
Males	7,878	75,631	207,428
Females	8,089	76,615	208,275
<b>2024 Population by Sex</b>			
Males	8,190	78,807	217,335
Females	8,443	79,981	219,080

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<b>2010 Population by Race/Ethnicity</b>			
Total	15,178	143,397	385,423
White Alone	81.9%	77.4%	75.7%
Black Alone	1.3%	1.9%	1.8%
American Indian Alone	0.7%	1.1%	1.2%
Asian Alone	4.6%	3.7%	3.4%
Pacific Islander Alone	1.6%	2.1%	2.1%
Some Other Race Alone	7.0%	10.4%	12.2%
Two or More Races	3.1%	3.4%	3.5%
Hispanic Origin	15.8%	20.5%	23.4%
Diversity Index	50.7	59.5	63.0
<b>2019 Population by Race/Ethnicity</b>			
Total	15,967	152,247	415,702
White Alone	78.1%	73.4%	71.8%
Black Alone	1.6%	2.2%	2.2%
American Indian Alone	0.7%	1.2%	1.3%
Asian Alone	6.2%	5.0%	4.6%
Pacific Islander Alone	1.8%	2.4%	2.3%
Some Other Race Alone	7.9%	11.8%	13.6%
Two or More Races	3.7%	4.0%	4.1%
Hispanic Origin	17.7%	23.0%	25.8%
Diversity Index	56.4	64.9	68.0
<b>2024 Population by Race/Ethnicity</b>			
Total	16,633	158,788	436,416
White Alone	75.6%	70.8%	69.3%
Black Alone	1.8%	2.5%	2.5%
American Indian Alone	0.7%	1.2%	1.3%
Asian Alone	7.2%	5.7%	5.3%
Pacific Islander Alone	2.0%	2.5%	2.4%
Some Other Race Alone	8.6%	12.8%	14.7%
Two or More Races	4.1%	4.4%	4.5%
Hispanic Origin	19.1%	24.8%	27.6%
Diversity Index	60.1	68.3	70.9
<b>2010 Population by Relationship and Household Type</b>			
Total	15,177	143,397	385,423
In Households	99.8%	99.4%	99.1%
In Family Households	89.0%	87.7%	86.5%
Householder	25.5%	24.2%	23.7%
Spouse	19.7%	17.8%	17.1%
Child	36.4%	36.6%	36.2%
Other relative	5.3%	5.8%	6.0%
Nonrelative	2.2%	3.2%	3.4%
In Nonfamily Households	10.8%	11.7%	12.6%
In Group Quarters	0.2%	0.6%	0.9%
Institutionalized Population	0.1%	0.5%	0.9%
Noninstitutionalized Population	0.1%	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	10,502	96,576	260,543
Less than 9th Grade	1.5%	4.0%	5.0%
9th - 12th Grade, No Diploma	5.1%	8.3%	8.6%
High School Graduate	21.8%	24.7%	23.8%
GED/Alternative Credential	4.0%	4.2%	4.1%
Some College, No Degree	26.5%	25.1%	24.8%
Associate Degree	8.6%	9.3%	8.8%
Bachelor's Degree	24.2%	17.3%	17.3%
Graduate/Professional Degree	8.4%	7.1%	7.5%
<b>2019 Population 15+ by Marital Status</b>			
Total	12,502	116,270	316,085
Never Married	31.9%	33.1%	33.9%
Married	51.5%	50.9%	49.6%
Widowed	4.9%	4.2%	4.5%
Divorced	11.7%	11.7%	11.9%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.1%	97.2%	97.2%
Civilian Unemployed (Unemployment Rate)	2.9%	2.8%	2.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	8,315	78,056	209,255
Agriculture/Mining	0.9%	0.7%	0.8%
Construction	11.0%	8.8%	8.9%
Manufacturing	8.9%	12.0%	12.0%
Wholesale Trade	1.9%	2.9%	2.8%
Retail Trade	10.8%	10.1%	10.6%
Transportation/Utilities	5.9%	6.6%	6.9%
Information	2.9%	2.2%	2.1%
Finance/Insurance/Real Estate	11.2%	8.1%	8.2%
Services	43.0%	44.8%	44.5%
Public Administration	3.5%	3.7%	3.4%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	8,316	78,056	209,255
White Collar	57.9%	56.7%	56.9%
Management/Business/Financial	13.4%	12.1%	12.1%
Professional	16.7%	17.1%	17.0%
Sales	10.3%	9.3%	9.7%
Administrative Support	17.5%	18.2%	18.1%
Services	17.1%	16.8%	16.7%
Blue Collar	25.0%	26.5%	26.5%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.9%	6.7%	6.9%
Installation/Maintenance/Repair	5.0%	4.7%	4.3%
Production	7.2%	8.1%	8.2%
Transportation/Material Moving	5.9%	6.8%	6.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,177	143,397	385,423
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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<b>2010 Households by Type</b>			
Total	5,125	47,590	127,852
Households with 1 Person	19.9%	20.3%	21.8%
Households with 2+ People	80.1%	79.7%	78.2%
Family Households	75.1%	73.3%	71.5%
Husband-wife Families	57.9%	53.8%	51.6%
With Related Children	27.9%	27.5%	27.6%
Other Family (No Spouse Present)	17.2%	19.5%	19.9%
Other Family with Male Householder	5.5%	6.0%	6.3%
With Related Children	2.9%	3.5%	3.7%
Other Family with Female Householder	11.7%	13.5%	13.6%
With Related Children	7.1%	8.8%	9.0%
Nonfamily Households	5.0%	6.4%	6.7%
All Households with Children	38.3%	40.4%	41.0%
Multigenerational Households	6.1%	6.6%	6.3%
Unmarried Partner Households	4.7%	6.3%	6.7%
Male-female	4.2%	5.5%	5.8%
Same-sex	0.5%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	5,125	47,591	127,853
1 Person Household	19.9%	20.3%	21.8%
2 Person Household	30.3%	29.1%	28.6%
3 Person Household	18.0%	17.5%	16.8%
4 Person Household	15.0%	14.4%	14.3%
5 Person Household	8.6%	9.1%	9.0%
6 Person Household	4.7%	5.1%	5.0%
7 + Person Household	3.5%	4.5%	4.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,125	47,590	127,853
Owner Occupied	71.2%	67.7%	64.3%
Owned with a Mortgage/Loan	56.4%	53.1%	50.5%
Owned Free and Clear	14.8%	14.6%	13.9%
Renter Occupied	28.8%	32.3%	35.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,438	49,702	134,581
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	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.

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<b>Top 3 Tapestry Segments</b>			
1.	Bright Young Professionals (8C)	Home Improvement (4B)	Home Improvement (4B)
2.	Soccer Moms (4A)	Young and Restless (11B)	Bright Young Professionals
3.	Metro Fusion (11C)	Bright Young Professionals	Young and Restless (11B)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,682,107	\$99,867,963	\$267,437,008
Average Spent	\$2,179.90	\$1,970.95	\$1,936.42
Spending Potential Index	102	92	90
Education: Total \$	\$8,275,147	\$69,905,395	\$183,106,636
Average Spent	\$1,544.16	\$1,379.62	\$1,325.81
Spending Potential Index	97	87	83
Entertainment/Recreation: Total \$	\$17,442,125	\$147,296,638	\$390,383,140
Average Spent	\$3,254.74	\$2,906.98	\$2,826.63
Spending Potential Index	100	89	86
Food at Home: Total \$	\$27,964,192	\$238,110,048	\$637,897,890
Average Spent	\$5,218.17	\$4,699.23	\$4,618.80
Spending Potential Index	101	91	89
Food Away from Home: Total \$	\$20,126,906	\$171,611,994	\$459,330,992
Average Spent	\$3,755.72	\$3,386.86	\$3,325.86
Spending Potential Index	102	92	91
Health Care: Total \$	\$31,747,375	\$265,420,806	\$702,678,854
Average Spent	\$5,924.12	\$5,238.22	\$5,087.86
Spending Potential Index	100	88	86
HH Furnishings & Equipment: Total \$	\$11,721,626	\$99,545,490	\$264,495,411
Average Spent	\$2,187.28	\$1,964.58	\$1,915.12
Spending Potential Index	103	92	90
Personal Care Products & Services: Total \$	\$4,926,396	\$41,617,889	\$110,853,990
Average Spent	\$919.28	\$821.35	\$802.66
Spending Potential Index	104	93	91
Shelter: Total \$	\$99,544,557	\$853,647,242	\$2,276,485,515
Average Spent	\$18,575.21	\$16,847.19	\$16,483.25
Spending Potential Index	100	91	89
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,173,387	\$110,865,277	\$293,774,059
Average Spent	\$2,458.18	\$2,187.99	\$2,127.12
Spending Potential Index	99	88	86
Travel: Total \$	\$11,979,739	\$101,320,546	\$266,570,309
Average Spent	\$2,235.44	\$1,999.62	\$1,930.14
Spending Potential Index	100	89	86
Vehicle Maintenance & Repairs: Total \$	\$6,268,471	\$53,246,284	\$142,804,869
Average Spent	\$1,169.71	\$1,050.84	\$1,034.00
Spending Potential Index	102	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 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.