



# Market Profile

Westwood Village  
 2700 W 4700 S, Salt Lake City, Utah, 84129  
 Rings: 1, 3, 5 mile radii

City Of Taylorsville  
 Latitude: 40.66767  
 Longitude: -111.95806

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	16,878	164,236	320,397
2010 Total Population	16,138	171,658	351,604
2019 Total Population	16,810	179,272	379,169
2019 Group Quarters	9	1,461	3,602
2024 Total Population	17,331	185,492	397,788
2019-2024 Annual Rate	0.61%	0.68%	0.96%
2019 Total Daytime Population	15,784	143,066	421,153
Workers	7,637	50,484	229,493
Residents	8,147	92,582	191,660
<b>Household Summary</b>			
2000 Households	5,163	51,594	100,387
2000 Average Household Size	3.27	3.16	3.16
2010 Households	5,173	54,676	111,152
2010 Average Household Size	3.12	3.12	3.13
2019 Households	5,397	56,868	120,045
2019 Average Household Size	3.11	3.13	3.13
2024 Households	5,562	58,842	126,027
2024 Average Household Size	3.11	3.13	3.13
2019-2024 Annual Rate	0.60%	0.68%	0.98%
2010 Families	3,952	40,764	82,065
2010 Average Family Size	3.51	3.57	3.61
2019 Families	4,036	41,464	86,216
2019 Average Family Size	3.53	3.62	3.65
2024 Families	4,135	42,592	89,768
2024 Average Family Size	3.54	3.63	3.66
2019-2024 Annual Rate	0.49%	0.54%	0.81%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,258	53,585	104,671
Owner Occupied Housing Units	79.1%	67.0%	66.0%
Renter Occupied Housing Units	19.1%	29.3%	29.9%
Vacant Housing Units	1.8%	3.7%	4.1%
2010 Housing Units	5,386	57,250	116,770
Owner Occupied Housing Units	74.9%	63.5%	63.0%
Renter Occupied Housing Units	21.2%	32.0%	32.2%
Vacant Housing Units	4.0%	4.5%	4.8%
2019 Housing Units	5,588	59,233	125,254
Owner Occupied Housing Units	74.0%	62.0%	61.0%
Renter Occupied Housing Units	22.6%	34.0%	34.9%
Vacant Housing Units	3.4%	4.0%	4.2%
2024 Housing Units	5,742	61,086	131,052
Owner Occupied Housing Units	73.8%	61.9%	60.8%
Renter Occupied Housing Units	23.1%	34.4%	35.4%
Vacant Housing Units	3.1%	3.7%	3.8%
<b>Median Household Income</b>			
2019	\$70,559	\$59,330	\$61,191
2024	\$81,051	\$68,614	\$71,524
<b>Median Home Value</b>			
2019	\$245,303	\$231,974	\$245,598
2024	\$281,403	\$272,571	\$287,601
<b>Per Capita Income</b>			
2019	\$26,783	\$23,494	\$23,757
2024	\$31,129	\$27,509	\$27,906
<b>Median Age</b>			
2010	32.4	30.2	29.6
2019	34.5	32.0	31.5
2024	35.7	32.9	32.1

**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	5,397	56,868	120,045
<\$15,000	4.8%	7.6%	7.6%
\$15,000 - \$24,999	5.8%	7.8%	7.2%
\$25,000 - \$34,999	9.3%	9.8%	8.9%
\$35,000 - \$49,999	10.7%	13.7%	13.4%
\$50,000 - \$74,999	22.3%	23.3%	23.4%
\$75,000 - \$99,999	16.7%	14.2%	15.5%
\$100,000 - \$149,999	21.1%	16.0%	16.9%
\$150,000 - \$199,999	5.8%	4.9%	4.6%
\$200,000+	3.6%	2.8%	2.6%
Average Household Income	\$84,187	\$74,418	\$74,927
<b>2024 Households by Income</b>			
Household Income Base	5,562	58,842	126,027
<\$15,000	3.5%	5.6%	5.6%
\$15,000 - \$24,999	4.2%	5.8%	5.3%
\$25,000 - \$34,999	7.6%	8.4%	7.5%
\$35,000 - \$49,999	8.7%	11.7%	11.2%
\$50,000 - \$74,999	20.6%	22.7%	22.6%
\$75,000 - \$99,999	17.0%	15.4%	16.6%
\$100,000 - \$149,999	25.1%	19.5%	20.8%
\$150,000 - \$199,999	8.3%	7.1%	6.9%
\$200,000+	4.8%	3.7%	3.5%
Average Household Income	\$98,010	\$87,245	\$87,969
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,133	36,734	76,341
<\$50,000	1.7%	6.6%	4.3%
\$50,000 - \$99,999	1.2%	1.8%	1.3%
\$100,000 - \$149,999	2.8%	7.7%	5.5%
\$150,000 - \$199,999	15.7%	18.5%	16.5%
\$200,000 - \$249,999	31.6%	24.2%	24.5%
\$250,000 - \$299,999	24.9%	16.1%	18.4%
\$300,000 - \$399,999	8.9%	13.5%	17.3%
\$400,000 - \$499,999	9.1%	6.6%	5.9%
\$500,000 - \$749,999	3.1%	3.3%	4.2%
\$750,000 - \$999,999	0.3%	0.7%	0.9%
\$1,000,000 - \$1,499,999	0.8%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$275,260	\$264,816	\$284,556
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,238	37,819	79,685
<\$50,000	0.5%	4.7%	2.7%
\$50,000 - \$99,999	0.3%	0.8%	0.5%
\$100,000 - \$149,999	0.8%	4.1%	2.7%
\$150,000 - \$199,999	6.5%	10.8%	8.9%
\$200,000 - \$249,999	22.0%	19.8%	18.4%
\$250,000 - \$299,999	31.8%	21.7%	22.3%
\$300,000 - \$399,999	13.8%	19.6%	24.8%
\$400,000 - \$499,999	18.1%	10.7%	9.8%
\$500,000 - \$749,999	4.9%	5.0%	6.5%
\$750,000 - \$999,999	0.6%	1.2%	1.5%
\$1,000,000 - \$1,499,999	0.8%	1.0%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.3%	0.5%
Average Home Value	\$325,124	\$312,768	\$336,821

**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	16,139	171,658	351,605
0 - 4	8.0%	9.3%	9.5%
5 - 9	7.7%	8.4%	8.6%
10 - 14	7.0%	7.4%	7.7%
15 - 24	14.8%	15.7%	15.6%
25 - 34	16.4%	17.0%	17.9%
35 - 44	11.8%	12.4%	12.9%
45 - 54	12.8%	11.8%	11.6%
55 - 64	12.2%	9.7%	8.8%
65 - 74	6.0%	4.9%	4.4%
75 - 84	2.5%	2.6%	2.3%
85 +	0.8%	0.7%	0.7%
18 +	72.6%	70.3%	69.7%
<b>2019 Population by Age</b>			
Total	16,812	179,270	379,169
0 - 4	7.6%	8.7%	8.8%
5 - 9	7.5%	8.3%	8.3%
10 - 14	7.3%	7.8%	7.8%
15 - 24	11.8%	13.3%	13.6%
25 - 34	16.6%	17.0%	17.6%
35 - 44	14.6%	14.1%	14.5%
45 - 54	10.0%	10.1%	10.2%
55 - 64	10.7%	9.6%	9.2%
65 - 74	9.1%	7.1%	6.3%
75 - 84	3.7%	3.0%	2.7%
85 +	1.1%	1.0%	0.9%
18 +	73.8%	71.2%	71.1%
<b>2024 Population by Age</b>			
Total	17,330	185,493	397,787
0 - 4	7.6%	8.6%	8.8%
5 - 9	7.2%	8.1%	8.2%
10 - 14	7.4%	7.9%	7.9%
15 - 24	12.2%	13.7%	13.8%
25 - 34	14.5%	15.1%	16.3%
35 - 44	15.8%	15.1%	15.2%
45 - 54	10.9%	10.6%	10.5%
55 - 64	9.3%	8.7%	8.4%
65 - 74	8.9%	7.4%	6.7%
75 - 84	5.0%	3.7%	3.2%
85 +	1.2%	1.0%	0.9%
18 +	73.9%	71.0%	70.9%
<b>2010 Population by Sex</b>			
Males	8,070	85,981	176,795
Females	8,068	85,677	174,809
<b>2019 Population by Sex</b>			
Males	8,346	89,839	190,219
Females	8,464	89,433	188,950
<b>2024 Population by Sex</b>			
Males	8,596	92,979	199,141
Females	8,735	92,514	198,647

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<b>2010 Population by Race/Ethnicity</b>			
Total	16,138	171,657	351,605
White Alone	76.7%	71.8%	73.4%
Black Alone	1.7%	2.0%	2.0%
American Indian Alone	1.2%	1.2%	1.3%
Asian Alone	3.9%	4.0%	3.8%
Pacific Islander Alone	3.1%	2.9%	2.4%
Some Other Race Alone	9.6%	14.4%	13.6%
Two or More Races	3.8%	3.6%	3.6%
Hispanic Origin	20.1%	26.8%	25.6%
Diversity Index	59.9	68.5	66.5
<b>2019 Population by Race/Ethnicity</b>			
Total	16,810	179,271	379,169
White Alone	72.5%	67.5%	69.2%
Black Alone	2.0%	2.4%	2.4%
American Indian Alone	1.3%	1.3%	1.4%
Asian Alone	5.3%	5.3%	5.1%
Pacific Islander Alone	3.6%	3.2%	2.6%
Some Other Race Alone	10.8%	16.0%	15.1%
Two or More Races	4.5%	4.2%	4.2%
Hispanic Origin	22.4%	29.4%	28.3%
Diversity Index	65.4	73.1	71.3
<b>2024 Population by Race/Ethnicity</b>			
Total	17,331	185,493	397,787
White Alone	69.8%	64.7%	66.5%
Black Alone	2.2%	2.6%	2.6%
American Indian Alone	1.3%	1.4%	1.4%
Asian Alone	6.1%	6.0%	5.8%
Pacific Islander Alone	3.8%	3.4%	2.8%
Some Other Race Alone	11.9%	17.3%	16.3%
Two or More Races	4.9%	4.6%	4.6%
Hispanic Origin	24.2%	31.4%	30.2%
Diversity Index	68.8	75.8	74.1
<b>2010 Population by Relationship and Household Type</b>			
Total	16,138	171,658	351,604
In Households	100.0%	99.3%	99.0%
In Family Households	89.4%	88.6%	87.8%
Householder	24.4%	23.7%	23.4%
Spouse	18.4%	17.0%	17.0%
Child	36.7%	37.5%	37.4%
Other relative	6.4%	6.7%	6.5%
Nonrelative	3.6%	3.7%	3.6%
In Nonfamily Households	10.5%	10.7%	11.2%
In Group Quarters	0.0%	0.7%	1.0%
Institutionalized Population	0.0%	0.6%	0.9%
Noninstitutionalized Population	0.0%	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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<b>2019 Population 25+ by Educational Attainment</b>			
Total	11,062	110,982	233,184
Less than 9th Grade	3.7%	6.1%	5.5%
9th - 12th Grade, No Diploma	8.7%	10.7%	9.4%
High School Graduate	27.2%	26.2%	25.1%
GED/Alternative Credential	3.0%	4.4%	4.3%
Some College, No Degree	25.6%	23.4%	24.5%
Associate Degree	9.2%	8.7%	8.8%
Bachelor's Degree	17.9%	14.7%	15.9%
Graduate/Professional Degree	4.7%	5.8%	6.4%
<b>2019 Population 15+ by Marital Status</b>			
Total	13,043	134,852	284,700
Never Married	36.6%	34.7%	34.3%
Married	47.3%	49.1%	50.2%
Widowed	3.5%	4.4%	4.0%
Divorced	12.7%	11.7%	11.5%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.2%	97.0%	97.1%
Civilian Unemployed (Unemployment Rate)	3.8%	3.0%	2.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	8,783	88,408	189,755
Agriculture/Mining	0.8%	0.7%	0.8%
Construction	11.9%	10.2%	9.3%
Manufacturing	9.5%	13.0%	12.9%
Wholesale Trade	2.1%	2.9%	2.9%
Retail Trade	10.9%	10.1%	10.4%
Transportation/Utilities	6.8%	7.1%	7.2%
Information	2.1%	2.0%	2.1%
Finance/Insurance/Real Estate	8.3%	7.5%	8.0%
Services	43.7%	43.1%	43.1%
Public Administration	3.8%	3.4%	3.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	8,783	88,410	189,755
White Collar	54.4%	51.9%	54.8%
Management/Business/Financial	9.8%	10.2%	11.4%
Professional	14.8%	14.7%	15.7%
Sales	8.0%	8.8%	9.3%
Administrative Support	21.8%	18.1%	18.4%
Services	16.6%	17.3%	16.8%
Blue Collar	29.0%	30.8%	28.4%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	9.3%	8.0%	7.3%
Installation/Maintenance/Repair	3.1%	4.6%	4.3%
Production	8.2%	10.2%	9.1%
Transportation/Material Moving	8.3%	8.0%	7.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	16,138	171,658	351,604
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	5,172	54,676	111,152
Households with 1 Person	17.8%	19.3%	19.6%
Households with 2+ People	82.2%	80.7%	80.4%
Family Households	76.4%	74.6%	73.8%
Husband-wife Families	57.9%	53.5%	53.6%
With Related Children	28.2%	28.5%	30.0%
Other Family (No Spouse Present)	18.5%	21.1%	20.3%
Other Family with Male Householder	6.0%	6.8%	6.6%
With Related Children	3.5%	4.1%	4.0%
Other Family with Female Householder	12.6%	14.3%	13.7%
With Related Children	7.5%	9.5%	9.2%
Nonfamily Households	5.8%	6.1%	6.5%
All Households with Children	39.8%	42.9%	44.0%
Multigenerational Households	7.5%	7.4%	7.0%
Unmarried Partner Households	5.5%	6.8%	6.9%
Male-female	4.7%	6.0%	6.0%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	5,173	54,675	111,152
1 Person Household	17.8%	19.3%	19.6%
2 Person Household	29.0%	27.6%	27.3%
3 Person Household	18.6%	17.3%	17.0%
4 Person Household	14.4%	14.9%	15.1%
5 Person Household	8.9%	9.8%	9.9%
6 Person Household	5.8%	5.7%	5.7%
7 + Person Household	5.5%	5.4%	5.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,173	54,676	111,152
Owner Occupied	78.0%	66.5%	66.1%
Owned with a Mortgage/Loan	61.4%	52.0%	53.4%
Owned Free and Clear	16.6%	14.5%	12.8%
Renter Occupied	22.0%	33.5%	33.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,386	57,250	116,770
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.

**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>Top 3 Tapestry Segments</b>			
1.	Home Improvement (4B)	Home Improvement (4B)	Home Improvement (4B)
2.	Bright Young Professionals (8C)	American Dreamers (7C)	Up and Coming Families (7A)
3.	Pleasantville (2B)	Metro Fusion (11C)	American Dreamers (7C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,093,022	\$106,892,120	\$228,791,541
Average Spent	\$2,055.41	\$1,879.65	\$1,905.88
Spending Potential Index	96	88	89
Education: Total \$	\$8,063,012	\$73,914,207	\$155,097,272
Average Spent	\$1,493.98	\$1,299.75	\$1,291.99
Spending Potential Index	94	82	81
Entertainment/Recreation: Total \$	\$16,899,313	\$156,453,817	\$333,064,074
Average Spent	\$3,131.24	\$2,751.17	\$2,774.49
Spending Potential Index	96	84	85
Food at Home: Total \$	\$26,483,426	\$254,854,362	\$544,210,349
Average Spent	\$4,907.06	\$4,481.51	\$4,533.39
Spending Potential Index	95	87	88
Food Away from Home: Total \$	\$19,088,394	\$183,314,601	\$392,770,857
Average Spent	\$3,536.85	\$3,223.51	\$3,271.86
Spending Potential Index	96	88	89
Health Care: Total \$	\$30,709,169	\$281,637,159	\$598,655,221
Average Spent	\$5,690.04	\$4,952.47	\$4,986.92
Spending Potential Index	96	83	84
HH Furnishings & Equipment: Total \$	\$11,343,892	\$106,125,422	\$226,728,080
Average Spent	\$2,101.89	\$1,866.17	\$1,888.69
Spending Potential Index	99	88	89
Personal Care Products & Services: Total \$	\$4,699,749	\$44,274,531	\$94,815,456
Average Spent	\$870.81	\$778.55	\$789.83
Spending Potential Index	98	88	89
Shelter: Total \$	\$96,171,860	\$914,218,150	\$1,939,753,411
Average Spent	\$17,819.50	\$16,076.14	\$16,158.55
Spending Potential Index	96	87	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,922,954	\$116,891,592	\$250,089,750
Average Spent	\$2,394.47	\$2,055.49	\$2,083.30
Spending Potential Index	97	83	84
Travel: Total \$	\$11,884,123	\$107,829,471	\$227,899,317
Average Spent	\$2,201.99	\$1,896.14	\$1,898.45
Spending Potential Index	98	84	85
Vehicle Maintenance & Repairs: Total \$	\$5,934,822	\$56,321,559	\$121,165,960
Average Spent	\$1,099.65	\$990.39	\$1,009.34
Spending Potential Index	96	87	88

**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.