



# Market Profile

Taylor's Landing  
 2490 W 4700 S, Salt Lake City, Utah, 84129  
 Rings: 1, 3, 5 mile radii

City Of Taylor'sville  
 Latitude: 40.66769  
 Longitude: -111.95479

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	16,026	161,023	325,785
2010 Total Population	15,298	167,855	354,957
2019 Total Population	16,008	175,509	382,692
2019 Group Quarters	10	2,601	3,808
2024 Total Population	16,556	181,873	401,362
2019-2024 Annual Rate	0.68%	0.71%	0.96%
2019 Total Daytime Population	15,509	146,732	423,209
Workers	7,692	57,321	230,096
Residents	7,817	89,411	193,113
<b>Household Summary</b>			
2000 Households	4,989	50,461	102,981
2000 Average Household Size	3.21	3.15	3.13
2010 Households	5,005	53,260	113,369
2010 Average Household Size	3.05	3.10	3.10
2019 Households	5,237	55,468	122,380
2019 Average Household Size	3.05	3.12	3.10
2024 Households	5,411	57,463	128,417
2024 Average Household Size	3.06	3.12	3.10
2019-2024 Annual Rate	0.66%	0.71%	0.97%
2010 Families	3,764	39,507	82,949
2010 Average Family Size	3.47	3.56	3.59
2019 Families	3,853	40,229	87,092
2019 Average Family Size	3.50	3.61	3.63
2024 Families	3,957	41,362	90,640
2024 Average Family Size	3.52	3.63	3.64
2019-2024 Annual Rate	0.53%	0.56%	0.80%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,074	52,425	107,450
Owner Occupied Housing Units	78.3%	66.3%	65.4%
Renter Occupied Housing Units	20.0%	29.9%	30.4%
Vacant Housing Units	1.7%	3.7%	4.2%
2010 Housing Units	5,202	55,799	119,180
Owner Occupied Housing Units	74.1%	63.1%	62.4%
Renter Occupied Housing Units	22.1%	32.3%	32.7%
Vacant Housing Units	3.8%	4.6%	4.9%
2019 Housing Units	5,407	57,819	127,771
Owner Occupied Housing Units	73.3%	61.5%	60.4%
Renter Occupied Housing Units	23.5%	34.4%	35.4%
Vacant Housing Units	3.1%	4.1%	4.2%
2024 Housing Units	5,569	59,693	133,622
Owner Occupied Housing Units	73.2%	61.4%	60.3%
Renter Occupied Housing Units	24.0%	34.9%	35.8%
Vacant Housing Units	2.8%	3.7%	3.9%
<b>Median Household Income</b>			
2019	\$68,513	\$59,206	\$60,846
2024	\$79,724	\$68,544	\$71,056
<b>Median Home Value</b>			
2019	\$246,279	\$233,288	\$245,968
2024	\$280,910	\$273,588	\$288,001
<b>Per Capita Income</b>			
2019	\$27,123	\$23,561	\$23,922
2024	\$31,674	\$27,610	\$28,104
<b>Median Age</b>			
2010	32.8	30.3	29.8
2019	34.9	32.1	31.7
2024	36.0	32.9	32.2

**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	5,237	55,468	122,380
<\$15,000	5.2%	7.7%	7.7%
\$15,000 - \$24,999	6.0%	7.8%	7.3%
\$25,000 - \$34,999	9.3%	9.8%	8.9%
\$35,000 - \$49,999	11.5%	13.8%	13.4%
\$50,000 - \$74,999	22.2%	23.0%	23.4%
\$75,000 - \$99,999	16.1%	14.2%	15.4%
\$100,000 - \$149,999	19.9%	15.9%	16.7%
\$150,000 - \$199,999	6.3%	4.9%	4.6%
\$200,000+	3.5%	2.8%	2.6%
Average Household Income	\$83,135	\$74,414	\$74,747
<b>2024 Households by Income</b>			
Household Income Base	5,411	57,463	128,417
<\$15,000	3.8%	5.7%	5.7%
\$15,000 - \$24,999	4.3%	5.8%	5.3%
\$25,000 - \$34,999	7.7%	8.4%	7.5%
\$35,000 - \$49,999	9.4%	11.8%	11.3%
\$50,000 - \$74,999	20.7%	22.5%	22.7%
\$75,000 - \$99,999	16.5%	15.4%	16.5%
\$100,000 - \$149,999	23.8%	19.4%	20.6%
\$150,000 - \$199,999	9.1%	7.1%	6.8%
\$200,000+	4.6%	3.8%	3.5%
Average Household Income	\$97,205	\$87,229	\$87,780
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	3,964	35,583	77,184
<\$50,000	1.9%	6.7%	4.3%
\$50,000 - \$99,999	1.2%	1.8%	1.3%
\$100,000 - \$149,999	2.8%	7.4%	5.6%
\$150,000 - \$199,999	15.1%	18.0%	16.5%
\$200,000 - \$249,999	31.4%	24.1%	24.3%
\$250,000 - \$299,999	25.9%	16.4%	18.2%
\$300,000 - \$399,999	9.3%	13.7%	17.3%
\$400,000 - \$499,999	8.2%	6.7%	6.1%
\$500,000 - \$749,999	3.1%	3.3%	4.2%
\$750,000 - \$999,999	0.4%	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	\$274,704	\$265,992	\$285,278
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,074	36,640	80,525
<\$50,000	0.6%	4.8%	2.7%
\$50,000 - \$99,999	0.2%	0.8%	0.5%
\$100,000 - \$149,999	0.8%	3.9%	2.6%
\$150,000 - \$199,999	6.3%	10.5%	8.9%
\$200,000 - \$249,999	21.7%	19.7%	18.3%
\$250,000 - \$299,999	32.9%	21.9%	22.3%
\$300,000 - \$399,999	14.5%	19.8%	24.6%
\$400,000 - \$499,999	16.6%	10.8%	10.1%
\$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	\$323,662	\$313,459	\$337,575

**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	15,295	167,859	354,957
0 - 4	7.9%	9.2%	9.4%
5 - 9	7.6%	8.2%	8.5%
10 - 14	6.8%	7.3%	7.6%
15 - 24	14.8%	15.9%	15.5%
25 - 34	16.3%	17.2%	17.9%
35 - 44	11.6%	12.4%	12.9%
45 - 54	13.0%	11.9%	11.7%
55 - 64	12.1%	9.8%	8.9%
65 - 74	6.3%	4.9%	4.5%
75 - 84	2.8%	2.6%	2.4%
85 +	0.9%	0.7%	0.8%
18 +	73.2%	70.9%	70.1%
<b>2019 Population by Age</b>			
Total	16,010	175,509	382,691
0 - 4	7.5%	8.6%	8.7%
5 - 9	7.3%	8.2%	8.3%
10 - 14	7.1%	7.7%	7.7%
15 - 24	11.7%	13.4%	13.5%
25 - 34	16.5%	17.2%	17.6%
35 - 44	14.5%	14.1%	14.5%
45 - 54	9.9%	10.1%	10.2%
55 - 64	11.0%	9.6%	9.3%
65 - 74	9.2%	7.1%	6.4%
75 - 84	4.0%	3.0%	2.8%
85 +	1.2%	1.0%	1.0%
18 +	74.3%	71.6%	71.3%
<b>2024 Population by Age</b>			
Total	16,557	181,874	401,363
0 - 4	7.5%	8.5%	8.7%
5 - 9	7.1%	8.0%	8.1%
10 - 14	7.2%	7.8%	7.8%
15 - 24	12.2%	13.8%	13.8%
25 - 34	14.4%	15.3%	16.3%
35 - 44	15.6%	15.1%	15.2%
45 - 54	10.8%	10.6%	10.5%
55 - 64	9.5%	8.7%	8.4%
65 - 74	9.2%	7.4%	6.8%
75 - 84	5.2%	3.7%	3.3%
85 +	1.4%	1.0%	1.0%
18 +	74.4%	71.5%	71.2%
<b>2010 Population by Sex</b>			
Males	7,595	84,556	178,307
Females	7,703	83,299	176,650
<b>2019 Population by Sex</b>			
Males	7,899	88,424	191,801
Females	8,109	87,085	190,891
<b>2024 Population by Sex</b>			
Males	8,161	91,611	200,732
Females	8,395	90,262	200,630

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	15,299	167,855	354,958
White Alone	77.3%	72.3%	73.6%
Black Alone	1.7%	2.1%	2.0%
American Indian Alone	1.2%	1.3%	1.3%
Asian Alone	3.9%	4.0%	3.7%
Pacific Islander Alone	3.0%	2.8%	2.4%
Some Other Race Alone	9.1%	14.0%	13.4%
Two or More Races	3.7%	3.6%	3.6%
Hispanic Origin	19.3%	26.2%	25.4%
Diversity Index	58.6	67.8	66.2
<b>2019 Population by Race/Ethnicity</b>			
Total	16,008	175,508	382,693
White Alone	73.2%	68.0%	69.5%
Black Alone	2.0%	2.5%	2.4%
American Indian Alone	1.3%	1.4%	1.4%
Asian Alone	5.3%	5.3%	5.0%
Pacific Islander Alone	3.4%	3.2%	2.6%
Some Other Race Alone	10.3%	15.5%	14.9%
Two or More Races	4.4%	4.2%	4.2%
Hispanic Origin	21.5%	28.9%	28.0%
Diversity Index	64.2	72.5	71.0
<b>2024 Population by Race/Ethnicity</b>			
Total	16,556	181,873	401,361
White Alone	70.6%	65.3%	66.8%
Black Alone	2.3%	2.7%	2.7%
American Indian Alone	1.3%	1.4%	1.4%
Asian Alone	6.1%	6.0%	5.8%
Pacific Islander Alone	3.7%	3.3%	2.7%
Some Other Race Alone	11.2%	16.7%	16.1%
Two or More Races	4.8%	4.5%	4.6%
Hispanic Origin	23.3%	30.8%	29.9%
Diversity Index	67.6	75.2	73.8
<b>2010 Population by Relationship and Household Type</b>			
Total	15,298	167,855	354,957
In Households	99.9%	98.5%	99.0%
In Family Households	88.8%	87.5%	87.4%
Householder	24.6%	23.5%	23.4%
Spouse	18.5%	16.9%	16.9%
Child	36.1%	36.9%	37.1%
Other relative	6.2%	6.6%	6.4%
Nonrelative	3.4%	3.6%	3.6%
In Nonfamily Households	11.2%	11.0%	11.5%
In Group Quarters	0.1%	1.5%	1.0%
Institutionalized Population	0.0%	1.4%	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.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	10,609	109,114	236,462
Less than 9th Grade	3.5%	5.9%	5.5%
9th - 12th Grade, No Diploma	8.4%	10.7%	9.3%
High School Graduate	27.1%	26.0%	24.9%
GED/Alternative Credential	2.8%	4.4%	4.2%
Some College, No Degree	25.6%	23.4%	24.6%
Associate Degree	9.4%	8.6%	8.7%
Bachelor's Degree	18.1%	15.1%	16.2%
Graduate/Professional Degree	5.0%	5.9%	6.6%
<b>2019 Population 15+ by Marital Status</b>			
Total	12,489	132,647	288,199
Never Married	36.1%	35.0%	34.4%
Married	45.9%	48.8%	49.9%
Widowed	4.4%	4.4%	4.1%
Divorced	13.7%	11.8%	11.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.3%	97.0%	97.1%
Civilian Unemployed (Unemployment Rate)	3.7%	3.0%	2.9%
<b>2019 Employed Population 16+ by Industry</b>			
Total	8,315	86,561	191,860
Agriculture/Mining	1.0%	0.6%	0.8%
Construction	12.1%	10.0%	9.2%
Manufacturing	10.0%	13.0%	12.8%
Wholesale Trade	2.1%	2.9%	2.9%
Retail Trade	10.5%	10.1%	10.5%
Transportation/Utilities	6.5%	7.1%	7.2%
Information	2.2%	2.0%	2.1%
Finance/Insurance/Real Estate	8.3%	7.6%	8.0%
Services	43.9%	43.4%	43.3%
Public Administration	3.5%	3.4%	3.3%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	8,315	86,561	191,860
White Collar	54.7%	52.2%	55.1%
Management/Business/Financial	10.1%	10.3%	11.4%
Professional	15.3%	15.0%	15.9%
Sales	7.9%	8.9%	9.3%
Administrative Support	21.4%	18.0%	18.4%
Services	16.5%	17.3%	16.8%
Blue Collar	28.8%	30.5%	28.1%
Farming/Forestry/Fishing	0.2%	0.1%	0.1%
Construction/Extraction	9.4%	7.9%	7.3%
Installation/Maintenance/Repair	2.9%	4.5%	4.3%
Production	8.4%	10.0%	9.0%
Transportation/Material Moving	7.8%	8.0%	7.5%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	15,298	167,855	354,957
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	5,005	53,260	113,368
Households with 1 Person	18.9%	19.6%	20.2%
Households with 2+ People	81.1%	80.4%	79.8%
Family Households	75.2%	74.2%	73.2%
Husband-wife Families	56.5%	53.2%	53.0%
With Related Children	27.1%	28.2%	29.4%
Other Family (No Spouse Present)	18.7%	21.0%	20.2%
Other Family with Male Householder	6.0%	6.7%	6.5%
With Related Children	3.4%	4.1%	4.0%
Other Family with Female Householder	12.7%	14.2%	13.7%
With Related Children	7.5%	9.4%	9.2%
Nonfamily Households	5.9%	6.2%	6.6%
All Households with Children	38.6%	42.5%	43.3%
Multigenerational Households	7.2%	7.3%	6.9%
Unmarried Partner Households	5.5%	6.8%	6.8%
Male-female	4.8%	6.0%	6.0%
Same-sex	0.7%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	5,005	53,260	113,369
1 Person Household	18.9%	19.6%	20.2%
2 Person Household	29.4%	27.8%	27.5%
3 Person Household	18.6%	17.3%	16.9%
4 Person Household	14.2%	14.8%	14.9%
5 Person Household	8.4%	9.6%	9.7%
6 Person Household	5.4%	5.6%	5.6%
7 + Person Household	5.1%	5.3%	5.2%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	5,005	53,260	113,369
Owner Occupied	77.0%	66.1%	65.6%
Owned with a Mortgage/Loan	60.3%	51.5%	52.6%
Owned Free and Clear	16.7%	14.6%	13.0%
Renter Occupied	23.0%	33.9%	34.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,202	55,799	119,180
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.	Midlife Constants (5E)	Metro Fusion (11C)	American Dreamers (7C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$10,612,030	\$104,292,837	\$232,579,332
Average Spent	\$2,026.36	\$1,880.23	\$1,900.47
Spending Potential Index	95	88	89
Education: Total \$	\$7,760,469	\$72,193,209	\$157,856,492
Average Spent	\$1,481.85	\$1,301.53	\$1,289.89
Spending Potential Index	93	82	81
Entertainment/Recreation: Total \$	\$16,220,371	\$152,585,169	\$338,771,518
Average Spent	\$3,097.26	\$2,750.87	\$2,768.19
Spending Potential Index	95	84	85
Food at Home: Total \$	\$25,449,323	\$248,747,609	\$553,693,161
Average Spent	\$4,859.52	\$4,484.52	\$4,524.38
Spending Potential Index	94	87	87
Food Away from Home: Total \$	\$18,250,056	\$178,835,805	\$399,290,579
Average Spent	\$3,484.83	\$3,224.13	\$3,262.71
Spending Potential Index	95	88	89
Health Care: Total \$	\$29,548,633	\$274,571,800	\$609,282,724
Average Spent	\$5,642.28	\$4,950.09	\$4,978.61
Spending Potential Index	95	83	84
HH Furnishings & Equipment: Total \$	\$10,823,994	\$103,402,987	\$230,391,836
Average Spent	\$2,066.83	\$1,864.19	\$1,882.59
Spending Potential Index	97	87	88
Personal Care Products & Services: Total \$	\$4,485,690	\$43,172,401	\$96,385,245
Average Spent	\$856.54	\$778.33	\$787.59
Spending Potential Index	97	88	89
Shelter: Total \$	\$92,284,828	\$892,314,994	\$1,973,751,486
Average Spent	\$17,621.70	\$16,087.02	\$16,128.06
Spending Potential Index	95	87	87
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,397,737	\$113,967,471	\$254,572,324
Average Spent	\$2,367.34	\$2,054.65	\$2,080.18
Spending Potential Index	95	83	84
Travel: Total \$	\$11,346,963	\$105,043,513	\$231,668,190
Average Spent	\$2,166.69	\$1,893.77	\$1,893.02
Spending Potential Index	97	84	84
Vehicle Maintenance & Repairs: Total \$	\$5,705,327	\$54,996,221	\$123,423,428
Average Spent	\$1,089.43	\$991.49	\$1,008.53
Spending Potential Index	95	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.