



# Market Profile

West Point  
 3855 W 5400 S, Salt Lake City, Utah, 84129  
 Rings: 1, 3, 5 mile radii

City Of Taylorsville  
 Latitude: 40.65275  
 Longitude: -111.98213

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	22,953	155,275	297,574
2010 Total Population	22,028	164,965	340,454
2019 Total Population	22,136	171,526	370,777
2019 Group Quarters	7	284	3,188
2024 Total Population	22,451	177,100	389,877
2019-2024 Annual Rate	0.28%	0.64%	1.01%
2019 Total Daytime Population	13,754	122,623	337,873
Workers	2,555	34,941	149,618
Residents	11,199	87,682	188,255
<b>Household Summary</b>			
2000 Households	6,468	44,107	88,056
2000 Average Household Size	3.55	3.51	3.35
2010 Households	6,411	48,480	101,603
2010 Average Household Size	3.43	3.40	3.32
2019 Households	6,414	50,166	110,423
2019 Average Household Size	3.45	3.41	3.33
2024 Households	6,493	51,688	116,086
2024 Average Household Size	3.46	3.42	3.33
2019-2024 Annual Rate	0.25%	0.60%	1.01%
2010 Families	5,163	39,087	79,462
2010 Average Family Size	3.74	3.73	3.71
2019 Families	5,080	39,770	84,564
2019 Average Family Size	3.78	3.77	3.76
2024 Families	5,120	40,786	88,327
2024 Average Family Size	3.80	3.79	3.77
2019-2024 Annual Rate	0.16%	0.51%	0.87%
<b>Housing Unit Summary</b>			
2000 Housing Units	6,580	45,266	91,328
Owner Occupied Housing Units	84.9%	80.3%	72.8%
Renter Occupied Housing Units	13.4%	17.2%	23.6%
Vacant Housing Units	1.7%	2.6%	3.6%
2010 Housing Units	6,627	50,352	106,542
Owner Occupied Housing Units	78.6%	74.4%	68.8%
Renter Occupied Housing Units	18.1%	21.9%	26.6%
Vacant Housing Units	3.3%	3.7%	4.6%
2019 Housing Units	6,664	51,807	114,764
Owner Occupied Housing Units	76.8%	73.5%	67.2%
Renter Occupied Housing Units	19.4%	23.3%	29.0%
Vacant Housing Units	3.8%	3.2%	3.8%
2024 Housing Units	6,727	53,208	120,234
Owner Occupied Housing Units	77.2%	73.8%	67.1%
Renter Occupied Housing Units	19.3%	23.3%	29.4%
Vacant Housing Units	3.5%	2.9%	3.4%
<b>Median Household Income</b>			
2019	\$62,425	\$69,034	\$65,925
2024	\$70,265	\$79,329	\$76,894
<b>Median Home Value</b>			
2019	\$199,017	\$237,245	\$250,852
2024	\$228,587	\$277,246	\$291,245
<b>Per Capita Income</b>			
2019	\$21,196	\$23,876	\$23,607
2024	\$24,219	\$27,696	\$27,577
<b>Median Age</b>			
2010	29.5	29.8	29.2
2019	31.9	31.8	30.9
2024	33.3	32.7	31.6

**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	6,414	50,166	110,423
<\$15,000	4.1%	4.8%	6.1%
\$15,000 - \$24,999	5.2%	5.3%	6.3%
\$25,000 - \$34,999	9.7%	7.5%	8.1%
\$35,000 - \$49,999	13.7%	12.2%	12.4%
\$50,000 - \$74,999	28.3%	24.4%	23.4%
\$75,000 - \$99,999	18.8%	17.4%	16.6%
\$100,000 - \$149,999	15.0%	20.4%	19.0%
\$150,000 - \$199,999	3.9%	5.2%	5.3%
\$200,000+	1.3%	2.8%	2.8%
Average Household Income	\$73,292	\$81,671	\$79,183
<b>2024 Households by Income</b>			
Household Income Base	6,493	51,688	116,086
<\$15,000	3.0%	3.6%	4.6%
\$15,000 - \$24,999	3.9%	3.8%	4.6%
\$25,000 - \$34,999	8.2%	6.2%	6.7%
\$35,000 - \$49,999	11.4%	9.9%	10.2%
\$50,000 - \$74,999	27.0%	22.5%	22.1%
\$75,000 - \$99,999	20.1%	17.8%	17.3%
\$100,000 - \$149,999	18.8%	24.6%	22.9%
\$150,000 - \$199,999	5.7%	7.9%	7.9%
\$200,000+	1.8%	3.8%	3.7%
Average Household Income	\$83,900	\$94,943	\$92,530
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	5,118	38,088	77,150
<\$50,000	2.8%	2.0%	4.1%
\$50,000 - \$99,999	2.2%	0.8%	1.1%
\$100,000 - \$149,999	10.4%	5.7%	5.2%
\$150,000 - \$199,999	35.3%	20.1%	15.4%
\$200,000 - \$249,999	29.4%	28.8%	23.9%
\$250,000 - \$299,999	10.6%	18.5%	19.3%
\$300,000 - \$399,999	4.2%	13.8%	19.7%
\$400,000 - \$499,999	3.1%	5.2%	5.9%
\$500,000 - \$749,999	1.1%	3.1%	3.5%
\$750,000 - \$999,999	0.4%	0.8%	0.8%
\$1,000,000 - \$1,499,999	0.4%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.2%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$217,596	\$277,874	\$285,052
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	5,192	39,282	80,719
<\$50,000	1.3%	0.7%	2.5%
\$50,000 - \$99,999	0.8%	0.3%	0.4%
\$100,000 - \$149,999	5.2%	2.6%	2.5%
\$150,000 - \$199,999	24.4%	10.7%	8.3%
\$200,000 - \$249,999	31.8%	22.8%	17.6%
\$250,000 - \$299,999	16.3%	23.6%	22.7%
\$300,000 - \$399,999	7.6%	21.1%	27.6%
\$400,000 - \$499,999	7.2%	9.6%	9.9%
\$500,000 - \$749,999	3.4%	5.3%	5.5%
\$750,000 - \$999,999	1.2%	1.4%	1.4%
\$1,000,000 - \$1,499,999	0.8%	1.0%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.5%	0.3%
\$2,000,000 +	0.0%	0.4%	0.5%
Average Home Value	\$266,464	\$331,673	\$334,932

**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	22,026	164,965	340,454
0 - 4	9.4%	9.3%	9.7%
5 - 9	9.2%	9.1%	9.2%
10 - 14	7.9%	8.2%	8.3%
15 - 24	15.4%	15.3%	15.5%
25 - 34	17.3%	16.8%	17.3%
35 - 44	12.2%	12.8%	13.3%
45 - 54	11.7%	12.0%	11.6%
55 - 64	10.0%	9.4%	8.5%
65 - 74	3.7%	4.4%	4.1%
75 - 84	2.5%	2.2%	2.0%
85 +	0.6%	0.6%	0.6%
18 +	68.6%	68.4%	68.0%
<b>2019 Population by Age</b>			
Total	22,136	171,525	370,777
0 - 4	9.1%	8.8%	9.1%
5 - 9	8.8%	8.6%	8.7%
10 - 14	8.4%	8.1%	8.2%
15 - 24	12.4%	13.1%	13.7%
25 - 34	17.0%	16.9%	17.3%
35 - 44	15.1%	14.5%	14.6%
45 - 54	9.7%	10.2%	10.3%
55 - 64	9.4%	9.7%	9.0%
65 - 74	7.0%	6.8%	6.0%
75 - 84	2.1%	2.6%	2.4%
85 +	0.9%	0.8%	0.7%
18 +	69.4%	70.3%	69.8%
<b>2024 Population by Age</b>			
Total	22,451	177,098	389,877
0 - 4	8.8%	8.8%	9.1%
5 - 9	8.6%	8.4%	8.5%
10 - 14	8.8%	8.3%	8.3%
15 - 24	13.0%	13.0%	13.7%
25 - 34	13.7%	15.5%	16.4%
35 - 44	16.8%	15.6%	15.4%
45 - 54	10.7%	10.5%	10.5%
55 - 64	8.4%	8.5%	8.1%
65 - 74	7.3%	7.2%	6.3%
75 - 84	3.2%	3.4%	2.9%
85 +	0.8%	0.9%	0.8%
18 +	69.1%	70.1%	69.7%
<b>2010 Population by Sex</b>			
Males	11,130	82,635	171,246
Females	10,898	82,330	169,208
<b>2019 Population by Sex</b>			
Males	11,175	85,672	185,964
Females	10,961	85,854	184,813
<b>2024 Population by Sex</b>			
Males	11,380	88,519	195,270
Females	11,071	88,581	194,607

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<b>2010 Population by Race/Ethnicity</b>			
Total	22,027	164,965	340,454
White Alone	74.3%	74.7%	74.1%
Black Alone	1.6%	1.5%	1.7%
American Indian Alone	1.2%	1.1%	1.1%
Asian Alone	2.1%	3.2%	3.7%
Pacific Islander Alone	2.7%	2.8%	2.5%
Some Other Race Alone	14.7%	13.4%	13.4%
Two or More Races	3.3%	3.4%	3.5%
Hispanic Origin	26.2%	24.7%	25.2%
Diversity Index	66.0	64.8	65.7
<b>2019 Population by Race/Ethnicity</b>			
Total	22,135	171,526	370,776
White Alone	70.3%	70.5%	70.1%
Black Alone	1.9%	1.7%	2.0%
American Indian Alone	1.3%	1.1%	1.2%
Asian Alone	2.9%	4.3%	4.9%
Pacific Islander Alone	3.1%	3.1%	2.7%
Some Other Race Alone	16.6%	15.1%	14.9%
Two or More Races	3.9%	4.1%	4.2%
Hispanic Origin	29.4%	27.4%	27.7%
Diversity Index	71.0	69.8	70.3
<b>2024 Population by Race/Ethnicity</b>			
Total	22,450	177,100	389,876
White Alone	67.6%	67.9%	67.5%
Black Alone	2.1%	1.9%	2.3%
American Indian Alone	1.4%	1.2%	1.2%
Asian Alone	3.3%	5.0%	5.6%
Pacific Islander Alone	3.2%	3.3%	2.9%
Some Other Race Alone	18.1%	16.3%	16.1%
Two or More Races	4.3%	4.4%	4.5%
Hispanic Origin	31.7%	29.4%	29.6%
Diversity Index	73.9	72.8	73.2
<b>2010 Population by Relationship and Household Type</b>			
Total	22,028	164,965	340,454
In Households	100.0%	99.8%	99.1%
In Family Households	91.9%	92.0%	90.2%
Householder	23.4%	23.7%	23.3%
Spouse	17.3%	17.9%	17.5%
Child	40.0%	39.8%	39.4%
Other relative	7.1%	6.8%	6.4%
Nonrelative	4.2%	3.7%	3.6%
In Nonfamily Households	8.1%	7.8%	8.9%
In Group Quarters	0.0%	0.2%	0.9%
Institutionalized Population	0.0%	0.1%	0.8%
Noninstitutionalized Population	0.0%	0.0%	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	13,561	105,370	223,761
Less than 9th Grade	4.7%	5.1%	5.2%
9th - 12th Grade, No Diploma	10.7%	9.4%	9.2%
High School Graduate	31.3%	26.6%	26.1%
GED/Alternative Credential	4.9%	4.2%	4.2%
Some College, No Degree	24.2%	24.9%	24.6%
Associate Degree	9.4%	9.7%	9.3%
Bachelor's Degree	11.6%	14.7%	15.5%
Graduate/Professional Degree	3.2%	5.3%	5.8%
<b>2019 Population 15+ by Marital Status</b>			
Total	16,316	127,840	274,537
Never Married	33.2%	32.9%	33.4%
Married	52.5%	53.0%	51.9%
Widowed	4.6%	3.8%	3.7%
Divorced	9.7%	10.2%	11.0%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.4%	97.0%	97.2%
Civilian Unemployed (Unemployment Rate)	2.6%	3.0%	2.8%
<b>2019 Employed Population 16+ by Industry</b>			
Total	11,113	85,428	184,662
Agriculture/Mining	1.0%	1.1%	0.8%
Construction	9.6%	9.7%	9.5%
Manufacturing	14.2%	13.6%	13.4%
Wholesale Trade	3.1%	3.1%	3.1%
Retail Trade	9.8%	10.5%	10.0%
Transportation/Utilities	7.5%	7.0%	7.6%
Information	2.6%	2.2%	2.2%
Finance/Insurance/Real Estate	7.1%	7.9%	8.1%
Services	42.1%	41.4%	41.8%
Public Administration	3.1%	3.5%	3.5%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	11,113	85,427	184,663
White Collar	51.1%	53.9%	54.6%
Management/Business/Financial	9.7%	11.2%	11.8%
Professional	14.1%	14.9%	15.4%
Sales	8.7%	8.8%	9.1%
Administrative Support	18.5%	18.9%	18.4%
Services	15.4%	16.2%	16.2%
Blue Collar	33.5%	29.9%	29.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	7.1%	7.4%	7.5%
Installation/Maintenance/Repair	5.3%	4.6%	4.5%
Production	11.6%	9.8%	9.4%
Transportation/Material Moving	9.5%	8.0%	7.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	22,028	164,965	340,454
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	6,411	48,479	101,602
Households with 1 Person	14.3%	14.6%	16.4%
Households with 2+ People	85.7%	85.4%	83.6%
Family Households	80.5%	80.6%	78.2%
Husband-wife Families	59.4%	61.0%	58.5%
With Related Children	33.2%	34.4%	34.3%
Other Family (No Spouse Present)	21.1%	19.6%	19.7%
Other Family with Male Householder	7.3%	6.6%	6.5%
With Related Children	4.6%	4.1%	4.1%
Other Family with Female Householder	13.8%	13.0%	13.2%
With Related Children	8.9%	8.6%	9.1%
Nonfamily Households	5.2%	4.8%	5.4%
All Households with Children	47.8%	48.0%	48.2%
Multigenerational Households	9.2%	8.5%	7.7%
Unmarried Partner Households	6.3%	5.9%	6.4%
Male-female	5.5%	5.2%	5.6%
Same-sex	0.8%	0.8%	0.8%
<b>2010 Households by Size</b>			
Total	6,411	48,479	101,603
1 Person Household	14.3%	14.6%	16.4%
2 Person Household	25.1%	25.9%	25.7%
3 Person Household	18.5%	17.7%	17.3%
4 Person Household	16.5%	17.0%	16.6%
5 Person Household	11.4%	11.3%	11.3%
6 Person Household	7.1%	6.8%	6.6%
7 + Person Household	7.2%	6.7%	6.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	6,411	48,480	101,603
Owner Occupied	81.3%	77.3%	72.1%
Owned with a Mortgage/Loan	67.1%	64.2%	59.9%
Owned Free and Clear	14.2%	13.0%	12.2%
Renter Occupied	18.7%	22.7%	27.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	6,627	50,352	106,542
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.	American Dreamers (7C)	American Dreamers (7C)	Up and Coming Families (7A)
3.	Rustbelt Traditions (5D)	Up and Coming Families (7A)	American Dreamers (7C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$11,546,204	\$101,864,011	\$220,606,297
Average Spent	\$1,800.16	\$2,030.54	\$1,997.83
Spending Potential Index	84	95	93
Education: Total \$	\$8,035,276	\$70,266,233	\$150,179,049
Average Spent	\$1,252.77	\$1,400.67	\$1,360.03
Spending Potential Index	79	88	85
Entertainment/Recreation: Total \$	\$17,417,426	\$151,899,660	\$323,969,366
Average Spent	\$2,715.53	\$3,027.94	\$2,933.89
Spending Potential Index	83	93	90
Food at Home: Total \$	\$27,399,192	\$241,401,837	\$522,795,618
Average Spent	\$4,271.78	\$4,812.06	\$4,734.48
Spending Potential Index	83	93	91
Food Away from Home: Total \$	\$19,911,089	\$175,368,429	\$379,263,652
Average Spent	\$3,104.32	\$3,495.76	\$3,434.64
Spending Potential Index	84	95	93
Health Care: Total \$	\$31,835,990	\$275,306,568	\$583,094,297
Average Spent	\$4,963.52	\$5,487.91	\$5,280.55
Spending Potential Index	84	92	89
HH Furnishings & Equipment: Total \$	\$11,939,582	\$103,913,836	\$221,317,312
Average Spent	\$1,861.49	\$2,071.40	\$2,004.27
Spending Potential Index	87	97	94
Personal Care Products & Services: Total \$	\$4,932,002	\$43,047,021	\$92,258,645
Average Spent	\$768.94	\$858.09	\$835.50
Spending Potential Index	87	97	94
Shelter: Total \$	\$99,080,288	\$867,047,817	\$1,865,721,678
Average Spent	\$15,447.50	\$17,283.57	\$16,896.13
Spending Potential Index	83	93	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,311,677	\$115,309,862	\$244,163,640
Average Spent	\$2,075.41	\$2,298.57	\$2,211.17
Spending Potential Index	84	93	89
Travel: Total \$	\$12,360,433	\$106,609,758	\$224,128,951
Average Spent	\$1,927.10	\$2,125.14	\$2,029.73
Spending Potential Index	86	95	90
Vehicle Maintenance & Repairs: Total \$	\$6,085,765	\$53,602,524	\$116,201,758
Average Spent	\$948.83	\$1,068.50	\$1,052.33
Spending Potential Index	83	93	92

**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.