



Community Profile

Rings: 3, 5, 10 mile radii

3601 S 2700 W Suite B116, West Valley

Latitude: 40.6928

Longitude: -111.9553

	3 mile	5 mile	10 mile
Population Summary			
2010 Total Population	125,280	326,933	844,601
2020 Total Population	133,446	347,701	934,314
2020 Group Quarters	2,566	4,703	14,155
2023 Total Population	132,699	351,562	954,116
2023 Group Quarters	2,565	4,689	14,145
2028 Total Population	131,970	354,229	977,718
2023-2028 Annual Rate	-0.11%	0.15%	0.49%
2023 Total Daytime Population	154,468	405,173	1,094,270
Workers	88,337	235,212	644,358
Residents	66,131	169,961	449,912
Household Summary			
2010 Households	39,401	105,728	290,144
2010 Average Household Size	3.12	3.06	2.88
2020 Total Households	42,216	116,376	330,546
2020 Average Household Size	3.10	2.95	2.78
2023 Households	42,540	119,123	341,436
2023 Average Household Size	3.06	2.91	2.75
2028 Households	42,922	121,980	356,010
2028 Average Household Size	3.01	2.87	2.71
2023-2028 Annual Rate	0.18%	0.48%	0.84%
2010 Families	28,625	75,132	198,107
2010 Average Family Size	3.61	3.59	3.46
2023 Families	29,400	79,464	220,462
2023 Average Family Size	3.64	3.54	3.42
2028 Families	29,687	81,181	228,583
2028 Average Family Size	3.58	3.48	3.36
2023-2028 Annual Rate	0.19%	0.43%	0.73%
Housing Unit Summary			
2000 Housing Units	39,101	101,638	275,494
Owner Occupied Housing Units	61.7%	62.8%	63.1%
Renter Occupied Housing Units	34.2%	32.8%	32.0%
Vacant Housing Units	4.1%	4.4%	5.0%
2010 Housing Units	41,429	111,273	307,698
Owner Occupied Housing Units	58.9%	59.7%	60.6%
Renter Occupied Housing Units	36.2%	35.3%	33.7%
Vacant Housing Units	4.9%	5.0%	5.7%
2020 Housing Units	43,892	121,900	349,367
Owner Occupied Housing Units	56.9%	56.5%	57.4%
Renter Occupied Housing Units	39.3%	39.0%	37.2%
Vacant Housing Units	3.8%	4.6%	5.5%
2023 Housing Units	44,260	124,953	362,424
Owner Occupied Housing Units	56.8%	56.8%	58.1%
Renter Occupied Housing Units	39.3%	38.5%	36.1%
Vacant Housing Units	3.9%	4.7%	5.8%
2028 Housing Units	45,056	128,492	378,057
Owner Occupied Housing Units	56.9%	56.5%	57.5%
Renter Occupied Housing Units	38.4%	38.5%	36.7%
Vacant Housing Units	4.7%	5.1%	5.8%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income			
Household Income Base	42,540	119,123	341,428
<\$15,000	7.1%	8.0%	7.7%
\$15,000 - \$24,999	6.2%	5.7%	5.1%
\$25,000 - \$34,999	8.7%	7.5%	6.2%
\$35,000 - \$49,999	12.7%	12.4%	10.0%
\$50,000 - \$74,999	22.6%	20.9%	19.0%
\$75,000 - \$99,999	16.5%	17.0%	15.4%
\$100,000 - \$149,999	17.3%	17.8%	19.4%
\$150,000 - \$199,999	5.3%	6.2%	8.2%
\$200,000+	3.6%	4.4%	9.0%
Average Household Income	\$82,864	\$86,844	\$105,605
2028 Households by Income			
Household Income Base	42,922	121,980	356,002
<\$15,000	6.5%	7.5%	7.0%
\$15,000 - \$24,999	4.6%	4.2%	3.6%
\$25,000 - \$34,999	7.4%	6.3%	5.2%
\$35,000 - \$49,999	10.7%	10.3%	8.3%
\$50,000 - \$74,999	20.8%	19.0%	16.8%
\$75,000 - \$99,999	16.3%	16.7%	14.8%
\$100,000 - \$149,999	21.4%	21.4%	22.2%
\$150,000 - \$199,999	7.5%	8.7%	11.1%
\$200,000+	4.9%	5.9%	11.0%
Average Household Income	\$96,593	\$101,254	\$122,074
2023 Owner Occupied Housing Units by Value			
Total	25,159	70,984	210,609
<\$50,000	10.2%	6.0%	3.2%
\$50,000 - \$99,999	3.1%	1.8%	0.9%
\$100,000 - \$149,999	1.9%	2.4%	1.3%
\$150,000 - \$199,999	3.8%	3.8%	2.1%
\$200,000 - \$249,999	4.7%	5.5%	3.0%
\$250,000 - \$299,999	7.7%	6.9%	4.1%
\$300,000 - \$399,999	25.8%	26.6%	20.2%
\$400,000 - \$499,999	26.4%	23.6%	24.3%
\$500,000 - \$749,999	9.4%	15.1%	27.1%
\$750,000 - \$999,999	3.0%	4.0%	8.6%
\$1,000,000 - \$1,499,999	1.7%	1.6%	2.8%
\$1,500,000 - \$1,999,999	1.4%	0.9%	0.9%
\$2,000,000 +	1.1%	1.8%	1.4%
Average Home Value	\$407,573	\$449,870	\$531,100
2028 Owner Occupied Housing Units by Value			
Total	25,617	72,539	217,299
<\$50,000	7.3%	3.4%	1.5%
\$50,000 - \$99,999	2.2%	0.9%	0.4%
\$100,000 - \$149,999	0.3%	0.7%	0.3%
\$150,000 - \$199,999	0.9%	1.4%	0.6%
\$200,000 - \$249,999	1.0%	1.8%	0.8%
\$250,000 - \$299,999	2.0%	2.2%	1.1%
\$300,000 - \$399,999	18.0%	18.4%	12.0%
\$400,000 - \$499,999	39.8%	33.9%	30.2%
\$500,000 - \$749,999	16.6%	23.9%	35.8%
\$750,000 - \$999,999	5.1%	6.4%	10.8%
\$1,000,000 - \$1,499,999	3.3%	2.9%	3.4%
\$1,500,000 - \$1,999,999	1.8%	1.3%	1.1%
\$2,000,000 +	1.8%	2.9%	2.1%
Average Home Value	\$516,074	\$560,181	\$610,957

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Median Household Income			
2023	\$64,498	\$67,671	\$77,449
2028	\$75,050	\$78,091	\$88,617
Median Home Value			
2023	\$372,131	\$389,044	\$462,102
2028	\$446,085	\$462,555	\$522,038
Per Capita Income			
2023	\$26,744	\$29,465	\$37,916
2028	\$31,621	\$34,925	\$44,581
Median Age			
2010	29.8	29.9	31.0
2020	32.3	32.6	33.2
2023	32.3	32.7	33.5
2028	32.7	33.2	34.1
2020 Population by Age			
Total	133,446	347,701	934,314
0 - 4	7.2%	6.9%	6.4%
5 - 9	7.5%	7.1%	6.9%
10 - 14	7.7%	7.5%	7.2%
15 - 24	15.4%	15.0%	15.3%
25 - 34	16.6%	17.4%	17.1%
35 - 44	14.1%	14.5%	14.5%
45 - 54	10.8%	11.0%	10.9%
55 - 64	9.6%	9.9%	9.9%
65 - 74	6.8%	6.8%	7.2%
75 - 84	3.3%	2.9%	3.4%
85 +	0.9%	1.0%	1.3%
18 +	73.1%	74.2%	75.2%
2023 Population by Age			
Total	132,700	351,563	954,116
0 - 4	8.4%	8.2%	7.6%
5 - 9	8.3%	8.1%	7.6%
10 - 14	7.8%	7.6%	7.2%
15 - 24	13.5%	13.3%	13.4%
25 - 34	16.8%	17.0%	16.8%
35 - 44	14.8%	15.3%	15.2%
45 - 54	9.8%	10.0%	10.1%
55 - 64	8.7%	9.1%	9.4%
65 - 74	7.3%	7.2%	7.6%
75 - 84	3.6%	3.2%	3.7%
85 +	1.0%	1.1%	1.4%
18 +	71.4%	72.1%	73.7%
2028 Population by Age			
Total	131,972	354,234	977,717
0 - 4	8.4%	8.2%	7.7%
5 - 9	8.0%	7.8%	7.4%
10 - 14	7.9%	7.7%	7.2%
15 - 24	14.4%	14.0%	13.7%
25 - 34	14.6%	15.1%	15.4%
35 - 44	15.3%	15.7%	15.6%
45 - 54	11.0%	11.1%	11.1%
55 - 64	8.0%	8.1%	8.4%
65 - 74	6.9%	7.2%	7.6%
75 - 84	4.2%	3.9%	4.4%
85 +	1.2%	1.2%	1.6%
18 +	71.4%	72.2%	73.9%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	67,784	176,040	469,067
Females	65,662	171,661	465,247
2023 Population by Sex			
Males	67,459	177,600	478,689
Females	65,240	173,962	475,427
2028 Population by Sex			
Males	66,949	178,063	488,301
Females	65,020	176,166	489,417
2010 Population by Race/Ethnicity			
Total	125,281	326,934	844,602
White Alone	67.8%	70.6%	78.8%
Black Alone	2.4%	2.4%	1.8%
American Indian Alone	1.4%	1.4%	1.0%
Asian Alone	4.7%	4.1%	3.6%
Pacific Islander Alone	3.5%	2.8%	1.8%
Some Other Race Alone	16.4%	14.9%	9.8%
Two or More Races	3.8%	3.8%	3.3%
Hispanic Origin	30.0%	28.0%	19.6%
Diversity Index	71.4	68.6	56.6
2020 Population by Race/Ethnicity			
Total	133,446	347,701	934,314
White Alone	52.3%	57.2%	68.4%
Black Alone	3.4%	3.3%	2.3%
American Indian Alone	1.9%	1.8%	1.3%
Asian Alone	5.2%	5.2%	4.5%
Pacific Islander Alone	4.4%	3.4%	2.1%
Some Other Race Alone	20.1%	16.9%	11.0%
Two or More Races	12.7%	12.3%	10.5%
Hispanic Origin	36.3%	31.8%	22.3%
Diversity Index	81.9	78.7	67.7
2023 Population by Race/Ethnicity			
Total	132,700	351,561	954,116
White Alone	50.7%	55.8%	66.9%
Black Alone	3.7%	3.6%	2.5%
American Indian Alone	1.9%	1.8%	1.3%
Asian Alone	5.3%	5.3%	4.7%
Pacific Islander Alone	4.5%	3.4%	2.2%
Some Other Race Alone	20.7%	17.3%	11.4%
Two or More Races	13.2%	12.8%	11.0%
Hispanic Origin	37.2%	32.5%	23.0%
Diversity Index	82.7	79.6	69.2
2028 Population by Race/Ethnicity			
Total	131,969	354,230	977,718
White Alone	48.2%	53.4%	64.7%
Black Alone	4.0%	3.9%	2.7%
American Indian Alone	2.0%	1.9%	1.4%
Asian Alone	5.7%	5.7%	5.1%
Pacific Islander Alone	4.7%	3.5%	2.3%
Some Other Race Alone	21.5%	17.9%	11.9%
Two or More Races	13.9%	13.6%	11.9%
Hispanic Origin	38.2%	33.3%	23.8%
Diversity Index	83.9	81.0	71.2

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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2020 Population by Relationship and Household Type			
Total	133,446	347,701	934,314
In Households	98.1%	98.6%	98.5%
Householder	31.8%	33.5%	35.4%
Opposite-Sex Spouse	14.4%	14.9%	16.5%
Same-Sex Spouse	0.2%	0.3%	0.3%
Opposite-Sex Unmarried Partner	2.5%	2.6%	2.4%
Same-Sex Unmarried Partner	0.2%	0.2%	0.2%
Biological Child	29.7%	28.8%	28.3%
Adopted Child	0.6%	0.6%	0.7%
Stepchild	1.5%	1.4%	1.2%
Grandchild	3.5%	3.3%	2.6%
Brother or Sister	2.4%	2.2%	1.6%
Parent	1.9%	1.7%	1.3%
Parent-in-law	0.4%	0.4%	0.3%
Son-in-law or Daughter-in-law	0.9%	0.9%	0.7%
Other Relatives	2.8%	2.5%	1.8%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	5.2%	5.3%	5.1%
In Group Quarters	1.9%	1.4%	1.5%
Institutionalized	1.5%	0.8%	0.5%
Noninstitutionalized	0.4%	0.5%	1.0%
2023 Population 25+ by Educational Attainment			
Total	82,303	220,794	611,895
Less than 9th Grade	6.4%	5.9%	3.6%
9th - 12th Grade, No Diploma	8.5%	7.7%	5.0%
High School Graduate	28.2%	26.5%	20.1%
GED/Alternative Credential	5.7%	4.7%	3.5%
Some College, No Degree	22.4%	22.1%	20.9%
Associate Degree	9.2%	9.2%	8.9%
Bachelor's Degree	14.9%	16.5%	24.2%
Graduate/Professional Degree	4.6%	7.4%	13.7%
2023 Population 15+ by Marital Status			
Total	100,190	267,538	740,072
Never Married	38.4%	36.9%	35.7%
Married	46.9%	48.7%	50.5%
Widowed	4.1%	3.8%	3.8%
Divorced	10.6%	10.6%	9.9%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	69,818	191,229	529,533
Population 16+ Employed	96.0%	96.4%	96.8%
Population 16+ Unemployment rate	4.0%	3.6%	3.2%
Population 16-24 Employed	16.8%	15.9%	15.8%
Population 16-24 Unemployment rate	9.1%	9.3%	7.7%
Population 25-54 Employed	66.7%	67.0%	65.9%
Population 25-54 Unemployment rate	3.0%	2.6%	2.4%
Population 55-64 Employed	12.3%	12.3%	12.8%
Population 55-64 Unemployment rate	2.6%	2.5%	2.4%
Population 65+ Employed	4.2%	4.8%	5.4%
Population 65+ Unemployment rate	1.2%	1.0%	1.0%

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2023 Employed Population 16+ by Industry			
Total	67,046	184,259	512,407
Agriculture/Mining	0.3%	0.6%	0.5%
Construction	11.4%	10.0%	8.2%
Manufacturing	14.2%	13.1%	10.8%
Wholesale Trade	2.4%	2.2%	2.1%
Retail Trade	10.7%	10.8%	10.4%
Transportation/Utilities	8.6%	8.0%	6.7%
Information	1.6%	1.9%	1.9%
Finance/Insurance/Real Estate	8.0%	8.1%	9.1%
Services	39.8%	42.0%	46.6%
Public Administration	2.8%	3.2%	3.5%
2023 Employed Population 16+ by Occupation			
Total	67,046	184,258	512,408
White Collar	50.9%	54.4%	63.6%
Management/Business/Financial	12.5%	13.9%	18.3%
Professional	16.0%	18.2%	24.4%
Sales	6.9%	7.3%	7.9%
Administrative Support	15.5%	14.9%	13.0%
Services	14.9%	15.2%	13.4%
Blue Collar	34.2%	30.4%	23.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	9.0%	7.9%	6.0%
Installation/Maintenance/Repair	3.3%	3.2%	2.5%
Production	10.5%	9.0%	6.4%
Transportation/Material Moving	11.3%	10.2%	8.0%
2020 Households by Type			
Total	42,216	116,376	330,546
Married Couple Households	46.1%	45.3%	47.3%
With Own Children <18	20.7%	20.2%	20.9%
Without Own Children <18	25.4%	25.2%	26.5%
Cohabiting Couple Households	8.2%	8.3%	7.4%
With Own Children <18	3.3%	2.8%	2.1%
Without Own Children <18	4.9%	5.5%	5.4%
Male Householder, No Spouse/Partner	19.9%	20.8%	20.1%
Living Alone	10.9%	11.8%	12.3%
65 Years and over	2.6%	2.7%	2.7%
With Own Children <18	2.3%	2.1%	1.8%
Without Own Children <18, With Relatives	4.3%	4.0%	3.1%
No Relatives Present	2.3%	2.8%	2.9%
Female Householder, No Spouse/Partner	25.8%	25.6%	25.1%
Living Alone	10.7%	11.5%	13.0%
65 Years and over	4.8%	4.7%	5.3%
With Own Children <18	6.3%	5.6%	4.5%
Without Own Children <18, With Relatives	7.5%	6.8%	5.7%
No Relatives Present	1.3%	1.7%	2.0%
2020 Households by Size			
Total	42,216	116,376	330,546
1 Person Household	21.6%	23.4%	25.2%
2 Person Household	27.7%	29.3%	30.9%
3 Person Household	16.6%	16.1%	15.4%
4 Person Household	14.1%	13.4%	13.1%
5 Person Household	9.5%	8.6%	7.7%
6 Person Household	5.5%	4.9%	4.3%
7 + Person Household	4.9%	4.4%	3.4%

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2020 Households by Tenure and Mortgage Status			
Total	42,216	116,376	330,546
Owner Occupied	59.1%	59.1%	60.7%
Owned with a Mortgage/Loan	43.6%	45.6%	45.8%
Owned Free and Clear	15.6%	13.6%	14.9%
Renter Occupied	40.9%	40.9%	39.3%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	73	73	71
Percent of Income for Mortgage	34.7%	34.5%	35.9%
Wealth Index	61	63	91
2020 Housing Units By Urban/ Rural Status			
Total	43,892	121,900	349,367
Urban Housing Units	100.0%	100.0%	99.8%
Rural Housing Units	0.0%	0.0%	0.2%
2020 Population By Urban/ Rural Status			
Total	133,446	347,701	934,314
Urban Population	100.0%	100.0%	99.9%
Rural Population	0.0%	0.0%	0.1%

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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Top 3 Tapestry Segments			
1.	Home Improvement (4B)	Home Improvement (4B)	Home Improvement (4B)
2.	Metro Fusion (11C)	Bright Young Professionals	Up and Coming Families (7A)
3.	Front Porches (8E)	Metro Fusion (11C)	Bright Young Professionals
2023 Consumer Spending			
Apparel & Services: Total \$	\$75,008,374	\$220,023,818	\$758,009,490
Average Spent	\$1,763.24	\$1,847.03	\$2,220.06
Spending Potential Index	80	84	101
Education: Total \$	\$57,767,595	\$167,515,134	\$601,551,115
Average Spent	\$1,357.96	\$1,406.24	\$1,761.83
Spending Potential Index	76	78	98
Entertainment/Recreation: Total \$	\$122,250,007	\$359,884,749	\$1,255,512,531
Average Spent	\$2,873.77	\$3,021.12	\$3,677.15
Spending Potential Index	76	80	97
Food at Home: Total \$	\$227,974,815	\$665,707,176	\$2,282,793,886
Average Spent	\$5,359.07	\$5,588.40	\$6,685.86
Spending Potential Index	79	82	98
Food Away from Home: Total \$	\$128,912,826	\$378,291,899	\$1,297,247,105
Average Spent	\$3,030.39	\$3,175.64	\$3,799.39
Spending Potential Index	81	85	102
Health Care: Total \$	\$235,888,400	\$693,924,532	\$2,402,800,135
Average Spent	\$5,545.10	\$5,825.28	\$7,037.34
Spending Potential Index	75	79	96
HH Furnishings & Equipment: Total \$	\$97,861,801	\$287,999,904	\$1,001,528,374
Average Spent	\$2,300.47	\$2,417.67	\$2,933.28
Spending Potential Index	78	82	99
Personal Care Products & Services: Total \$	\$32,634,270	\$95,806,396	\$331,193,846
Average Spent	\$767.14	\$804.26	\$970.00
Spending Potential Index	80	84	101
Shelter: Total \$	\$840,183,510	\$2,458,014,110	\$8,497,984,092
Average Spent	\$19,750.44	\$20,634.25	\$24,888.95
Spending Potential Index	80	83	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$99,555,037	\$295,420,820	\$1,042,987,079
Average Spent	\$2,340.27	\$2,479.96	\$3,054.71
Spending Potential Index	75	79	98
Travel: Total \$	\$73,567,327	\$216,890,642	\$761,794,020
Average Spent	\$1,729.37	\$1,820.73	\$2,231.15
Spending Potential Index	77	81	99
Vehicle Maintenance & Repairs: Total \$	\$44,789,240	\$131,813,862	\$450,271,009
Average Spent	\$1,052.87	\$1,106.54	\$1,318.76
Spending Potential Index	80	84	101

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 23, 2024