



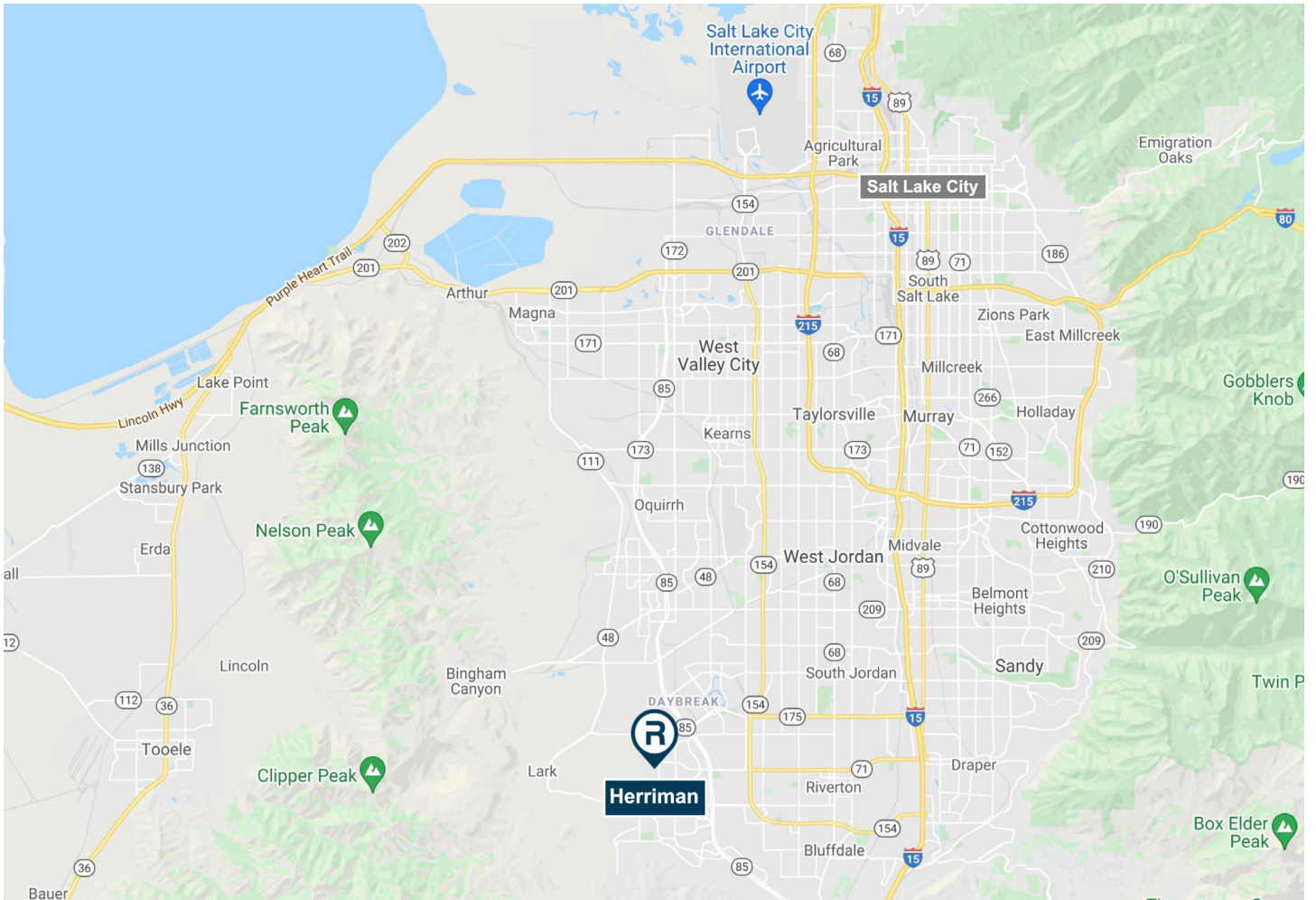
The**Retail**Coach.®

Community Demographic Profile

HERRIMAN CITY, UTAH

Prepared for Herriman City, Utah
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Community



Prepared for:



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Herriman City, Utah

DESCRIPTION	DATA	%
Population		
2026 Projection	44,459	
2021 Estimate	40,571	
2010 Census	21,785	
2000 Census	4,594	
Growth 2021 - 2026		9.58%
Growth 2010 - 2021		86.23%
Growth 2000 - 2010		374.20%
2021 Est. Population by Single-Classification Race	40,571	
White Alone	36,578	90.16%
Black or African American Alone	298	0.74%
Amer. Indian and Alaska Native Alone	120	0.30%
Asian Alone	1,162	2.86%
Native Hawaiian and Other Pacific Island Alone	286	0.71%
Some Other Race Alone	729	1.80%
Two or More Races	1,398	3.45%
2021 Est. Population by Hispanic or Latino Origin	40,571	
Not Hispanic or Latino	37,372	92.11%
Hispanic or Latino	3,199	7.88%
Mexican	1,843	57.61%
Puerto Rican	111	3.47%
Cuban	30	0.94%
All Other Hispanic or Latino	1,215	37.98%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	3,199	
White Alone	2,017	63.05%
Black or African American Alone	56	1.75%
American Indian and Alaska Native Alone	55	1.72%
Asian Alone	16	0.50%
Native Hawaiian and Other Pacific Islander Alone	9	0.28%
Some Other Race Alone	692	21.63%
Two or More Races	354	11.07%
2021 Est. Pop by Race, Asian Alone, by Category	1,162	
Chinese, except Taiwanese	623	53.62%
Filipino	356	30.64%
Japanese	81	6.97%
Asian Indian	0	0.00%
Korean	32	2.75%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	52	4.47%
All Other Asian Races Including 2+ Category	18	1.55%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	40,571	
Arab	14	0.03%
Czech	29	0.07%
Danish	1,535	3.78%
Dutch	982	2.42%
English	7,657	18.87%
French (except Basque)	987	2.43%
French Canadian	89	0.22%
German	3,262	8.04%
Greek	320	0.79%
Hungarian	31	0.08%
Irish	1,195	2.95%
Italian	1,255	3.09%
Lithuanian	0	0.00%
United States or American	2,128	5.25%
Norwegian	746	1.84%
Polish	228	0.56%
Portuguese	81	0.20%
Russian	68	0.17%
Scottish	1,186	2.92%
Scotch-Irish	167	0.41%
Slovak	50	0.12%
Subsaharan African	41	0.10%
Swedish	1,408	3.47%
Swiss	311	0.77%
Ukrainian	344	0.85%
Welsh	242	0.60%
West Indian (except Hisp. groups)	140	0.35%
Other ancestries	9,999	24.65%
Ancestry Unclassified	6,076	14.98%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	33,007	92.96%
Speak Asian/Pacific Island Language at Home	873	2.46%
Speak IndoEuropean Language at Home	640	1.80%
Speak Spanish at Home	890	2.51%
Speak Other Language at Home	95	0.27%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	40,571	
Age 0 - 4	5,066	12.49%
Age 5 - 9	4,562	11.25%
Age 10 - 14	3,508	8.65%
Age 15 - 17	1,979	4.88%
Age 18 - 20	1,789	4.41%
Age 21 - 24	2,392	5.90%
Age 25 - 34	5,561	13.71%
Age 35 - 44	6,098	15.03%
Age 45 - 54	5,226	12.88%
Age 55 - 64	2,488	6.13%
Age 65 - 74	1,348	3.32%
Age 75 - 84	461	1.14%
Age 85 and over	93	0.23%
Age 16 and over	26,787	66.03%
Age 18 and over	25,456	62.74%
Age 21 and over	23,667	58.34%
Age 65 and over	1,902	4.69%
2021 Est. Median Age		26.75
2021 Est. Average Age		28.90
2021 Est. Population by Sex	40,571	
Male	20,261	49.94%
Female	20,310	50.06%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	20,261	
Age 0 - 4	2,615	12.91%
Age 5 - 9	2,269	11.20%
Age 10 - 14	1,803	8.90%
Age 15 - 17	1,018	5.02%
Age 18 - 20	928	4.58%
Age 21 - 24	1,228	6.06%
Age 25 - 34	2,601	12.84%
Age 35 - 44	2,954	14.58%
Age 45 - 54	2,649	13.07%
Age 55 - 64	1,318	6.50%
Age 65 - 74	627	3.10%
Age 75 - 84	212	1.05%
Age 85 and over	39	0.19%
2021 Est. Median Age, Male		25.97
2021 Est. Average Age, Male		28.60
2021 Est. Female Population by Age	20,310	
Age 0 - 4	2,451	12.07%
Age 5 - 9	2,293	11.29%
Age 10 - 14	1,705	8.40%
Age 15 - 17	961	4.73%
Age 18 - 20	861	4.24%
Age 21 - 24	1,164	5.73%
Age 25 - 34	2,960	14.57%
Age 35 - 44	3,144	15.48%
Age 45 - 54	2,577	12.69%
Age 55 - 64	1,170	5.76%
Age 65 - 74	721	3.55%
Age 75 - 84	249	1.23%
Age 85 and over	54	0.27%
2021 Est. Median Age, Female		27.47
2021 Est. Average Age, Female		29.10

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,087	25.83%
Males, Never Married	3,574	13.03%
Females, Never Married	3,513	12.81%
Married, Spouse present	17,035	62.09%
Married, Spouse absent	789	2.88%
Widowed	562	2.05%
Males Widowed	109	0.40%
Females Widowed	453	1.65%
Divorced	1,962	7.15%
Males Divorced	673	2.45%
Females Divorced	1,289	4.70%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	46	0.22%
Some High School, no diploma	380	1.79%
High School Graduate (or GED)	4,001	18.81%
Some College, no degree	6,349	29.84%
Associate Degree	2,919	13.72%
Bachelor's Degree	5,318	25.00%
Master's Degree	1,678	7.89%
Professional School Degree	512	2.41%
Doctorate Degree	72	0.34%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	45	2.90%
High School Graduate	249	16.07%
Some College or Associate's Degree	811	52.32%
Bachelor's Degree or Higher	445	28.71%
Households		
2026 Projection	11,856	
2021 Estimate	10,763	
2010 Census	5,683	
2000 Census	1,256	
Growth 2021 - 2026		10.16%
Growth 2010 - 2021		89.39%
Growth 2000 - 2010		352.47%
2021 Est. Households by Household Type	10,763	
Family Households	9,633	89.50%
Nonfamily Households	1,130	10.50%
2021 Est. Group Quarters Population	0	
2021 Households by Ethnicity, Hispanic/Latino	720	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	10,763	
Income < \$15,000	126	1.17%
Income \$15,000 - \$24,999	113	1.05%
Income \$25,000 - \$34,999	339	3.15%
Income \$35,000 - \$49,999	517	4.80%
Income \$50,000 - \$74,999	1,357	12.61%
Income \$75,000 - \$99,999	1,775	16.49%
Income \$100,000 - \$124,999	1,762	16.37%
Income \$125,000 - \$149,999	1,621	15.06%
Income \$150,000 - \$199,999	1,455	13.52%
Income \$200,000 - \$249,999	673	6.25%
Income \$250,000 - \$499,999	741	6.88%
Income \$500,000+	284	2.64%
2021 Est. Average Household Income		\$141,009
2021 Est. Median Household Income		\$116,231
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$116,503
Black or African American Alone		\$109,526
American Indian and Alaska Native Alone		\$116,744
Asian Alone		\$118,457
Native Hawaiian and Other Pacific Islander Alone		\$97,641
Some Other Race Alone		\$101,600
Two or More Races		\$125,172
Hispanic or Latino		\$76,340
Not Hispanic or Latino		\$117,502
2021 Est. Family HH Type by Presence of Own Child.	9,633	
Married-Couple Family, own children	6,144	63.78%
Married-Couple Family, no own children	2,395	24.86%
Male Householder, own children	254	2.64%
Male Householder, no own children	112	1.16%
Female Householder, own children	547	5.68%
Female Householder, no own children	181	1.88%
2021 Est. Households by Household Size	10,763	
1-person	838	7.79%
2-person	2,180	20.25%
3-person	1,856	17.24%
4-person	2,442	22.69%
5-person	1,785	16.58%
6-person	1,064	9.89%
7-or-more-person	598	5.56%
2021 Est. Average Household Size		3.77

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	10,763	
Households with 1 or More People under Age 18:	7,299	67.82%
Married-Couple Family	6,377	87.37%
Other Family, Male Householder	281	3.85%
Other Family, Female Householder	601	8.23%
Nonfamily, Male Householder	31	0.43%
Nonfamily, Female Householder	9	0.12%
Households with No People under Age 18:	3,464	
Married-Couple Family	2,163	62.44%
Other Family, Male Householder	86	2.48%
Other Family, Female Householder	126	3.64%
Nonfamily, Male Householder	588	16.98%
Nonfamily, Female Householder	501	14.46%
2021 Est. Households by Number of Vehicles	10,763	
No Vehicles	32	0.30%
1 Vehicle	1,574	14.62%
2 Vehicles	4,969	46.17%
3 Vehicles	2,738	25.44%
4 Vehicles	1,024	9.51%
5 or more Vehicles	426	3.96%
2021 Est. Average Number of Vehicles		2.5
Family Households		
2026 Projection	10,609	
2021 Estimate	9,633	
2010 Census	5,087	
2000 Census	1,142	
Growth 2021 - 2026		10.13%
Growth 2010 - 2021		89.36%
Growth 2000 - 2010		345.45%
2021 Est. Families by Poverty Status	9,633	
2021 Families at or Above Poverty	9,486	98.47%
2021 Families at or Above Poverty with Children	6,694	69.49%
2021 Families Below Poverty	147	1.53%
2021 Families Below Poverty with Children	123	1.28%
2021 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	19,905	74.31%
Civilian Labor Force, Unemployed	471	1.76%
Armed Forces	77	0.29%
Not in Labor Force	6,334	23.65%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	19,507	
For-Profit Private Workers	13,716	70.31%
Non-Profit Private Workers	1,408	7.22%
Local Government Workers	286	1.47%
State Government Workers	763	3.91%
Federal Government Workers	1,046	5.36%
Self-Employed Workers	2,253	11.55%
Unpaid Family Workers	35	0.18%
2021 Est. Civ. Employed Pop 16+ by Occupation	19,507	
Architect/Engineer	379	1.94%
Arts/Entertainment/Sports	343	1.76%
Building Grounds Maintenance	251	1.29%
Business/Financial Operations	1,341	6.87%
Community/Social Services	288	1.48%
Computer/Mathematical	1,152	5.91%
Construction/Extraction	1,272	6.52%
Education/Training/Library	787	4.03%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	593	3.04%
Health Practitioner/Technician	1,345	6.89%
Healthcare Support	526	2.70%
Maintenance Repair	359	1.84%
Legal	310	1.59%
Life/Physical/Social Science	219	1.12%
Management	2,796	14.33%
Office/Admin. Support	2,758	14.14%
Production	549	2.81%
Protective Services	535	2.74%
Sales/Related	2,451	12.57%
Personal Care/Service	510	2.61%
Transportation/Moving	743	3.81%
2021 Est. Pop 16+ by Occupation Classification	19,507	
White Collar	14,169	72.64%
Blue Collar	2,923	14.98%
Service and Farm	2,415	12.38%
2021 Est. Workers Age 16+ by Transp. to Work	19,444	
Drove Alone	14,921	76.74%
Car Pooled	1,806	9.29%
Public Transportation	254	1.31%
Walked	172	0.89%
Bicycle	18	0.09%
Other Means	98	0.50%
Worked at Home	2,175	11.19%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,843	
15 - 29 Minutes	6,571	
30 - 44 Minutes	4,929	
45 - 59 Minutes	2,281	
60 or more Minutes	941	
2021 Est. Avg Travel Time to Work in Minutes		31
2021 Est. Occupied Housing Units by Tenure	10,763	
Owner Occupied	9,151	85.02%
Renter Occupied	1,612	14.98%
2021 Owner Occ. HUs: Avg. Length of Residence		8.90%
2021 Renter Occ. HUs: Avg. Length of Residence		3.50%
2021 Est. Owner-Occupied Housing Units by Value	10,763	
Value Less than \$20,000	33	0.36%
Value \$20,000 - \$39,999	58	0.63%
Value \$40,000 - \$59,999	1	0.01%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	4	0.04%
Value \$150,000 - \$199,999	29	0.32%
Value \$200,000 - \$299,999	706	7.71%
Value \$300,000 - \$399,999	2,153	23.53%
Value \$400,000 - \$499,999	2,428	26.53%
Value \$500,000 - \$749,999	2,618	28.61%
Value \$750,000 - \$999,999	877	9.58%
Value \$1,000,000 or \$1,499,999	201	2.20%
Value \$1,500,000 or \$1,999,999	16	0.18%
Value \$2,000,000+	27	0.30%
2021 Est. Median All Owner-Occupied Housing Value		\$463,677
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	8,550	75.46%
1 Unit Attached	1,462	12.90%
2 Units	71	0.63%
3 or 4 Units	230	2.03%
5 to 19 Units	242	2.14%
20 to 49 Units	343	3.03%
50 or More Units	199	1.76%
Mobile Home or Trailer	233	2.06%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,894	34.37%
Housing Units Built 2010 to 2014	1,311	11.57%
Housing Units Built 2000 to 2009	4,781	42.20%
Housing Units Built 1990 to 1999	958	8.46%
Housing Units Built 1980 to 1989	117	1.03%
Housing Units Built 1970 to 1979	118	1.04%
Housing Units Built 1960 to 1969	16	0.14%
Housing Units Built 1950 to 1959	10	0.09%
Housing Units Built 1940 to 1949	0	0.00%
Housing Unit Built 1939 or Earlier	125	1.10%
2021 Est. Median Year Structure Built		2009

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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