



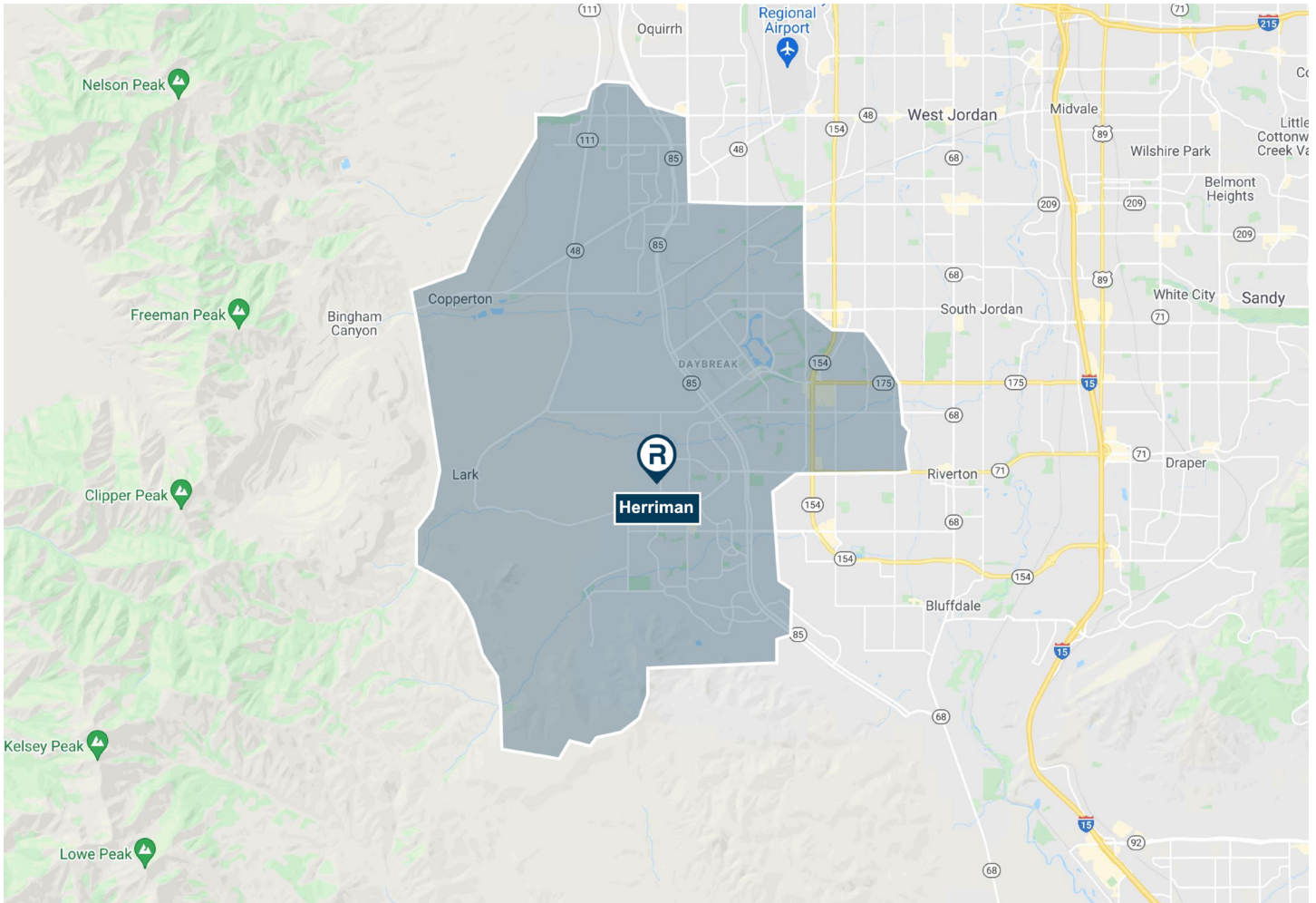
The**Retail**Coach.®

# Retail Trade Area Demographic Profile

HERRIMAN CITY, UTAH

Prepared for Herriman City, Utah  
August 2021

# Retail Trade Area



Prepared for:



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# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	129,143	
2021 Estimate	118,434	
2010 Census	75,924	
2000 Census	24,893	
Growth 2021 - 2026		9.04%
Growth 2010 - 2021		55.99%
Growth 2000 - 2010		205.00%
<b>2021 Est. Population by Single-Classification Race</b>	<b>118,434</b>	
White Alone	102,065	86.18%
Black or African American Alone	1,241	1.05%
Amer. Indian and Alaska Native Alone	388	0.33%
Asian Alone	4,741	4.00%
Native Hawaiian and Other Pacific Island Alone	1,359	1.15%
Some Other Race Alone	3,730	3.15%
Two or More Races	4,911	4.15%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>118,434</b>	
Not Hispanic or Latino	105,781	89.32%
Hispanic or Latino	12,653	10.68%
Mexican	7,540	59.59%
Puerto Rican	451	3.56%
Cuban	91	0.72%
All Other Hispanic or Latino	4,571	36.13%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>12,653</b>	
White Alone	7,451	58.89%
Black or African American Alone	130	1.03%
American Indian and Alaska Native Alone	116	0.92%
Asian Alone	52	0.41%
Native Hawaiian and Other Pacific Islander Alone	22	0.17%
Some Other Race Alone	3,607	28.51%
Two or More Races	1,274	10.07%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,741</b>	
Chinese, except Taiwanese	1,436	30.29%
Filipino	479	10.10%
Japanese	199	4.20%
Asian Indian	514	10.84%
Korean	537	11.33%
Vietnamese	520	10.97%
Cambodian	6	0.13%
Hmong	0	0.00%
Laotian	290	6.12%
Thai	351	7.40%
All Other Asian Races Including 2+ Category	410	8.65%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>118,434</b>	
Arab	174	0.15%
Czech	104	0.09%
Danish	4,935	4.17%
Dutch	2,082	1.76%
English	23,094	19.50%
French (except Basque)	2,511	2.12%
French Canadian	265	0.22%
German	10,886	9.19%
Greek	651	0.55%
Hungarian	17	0.01%
Irish	4,650	3.93%
Italian	4,054	3.42%
Lithuanian	20	0.02%
United States or American	5,103	4.31%
Norwegian	1,822	1.54%
Polish	492	0.42%
Portuguese	244	0.21%
Russian	376	0.32%
Scottish	3,490	2.95%
Scotch-Irish	493	0.42%
Slovak	128	0.11%
Subsaharan African	248	0.21%
Swedish	4,058	3.43%
Swiss	1,152	0.97%
Ukrainian	205	0.17%
Welsh	1,455	1.23%
West Indian (except Hisp. groups)	227	0.19%
Other ancestries	29,867	25.22%
Ancestry Unclassified	15,631	13.20%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	93,376	88.72%
Speak Asian/Pacific Island Language at Home	3,398	3.23%
Speak IndoEuropean Language at Home	1,862	1.77%
Speak Spanish at Home	6,110	5.81%
Speak Other Language at Home	496	0.47%

# Retail Trade Area • Demographic Profile

Herriman City, Utah

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>118,434</b>	
Age 0 - 4	13,192	11.14%
Age 5 - 9	12,386	10.46%
Age 10 - 14	10,695	9.03%
Age 15 - 17	5,921	5.00%
Age 18 - 20	5,326	4.50%
Age 21 - 24	6,981	5.89%
Age 25 - 34	16,811	14.19%
Age 35 - 44	17,021	14.37%
Age 45 - 54	15,333	12.95%
Age 55 - 64	8,202	6.92%
Age 65 - 74	4,612	3.89%
Age 75 - 84	1,635	1.38%
Age 85 and over	320	0.27%
Age 16 and over	80,217	67.73%
Age 18 and over	76,240	64.37%
Age 21 and over	70,915	59.88%
Age 65 and over	6,567	5.54%
2021 Est. Median Age		27.77
2021 Est. Average Age		29.88
<b>2021 Est. Population by Sex</b>	<b>118,434</b>	
Male	59,041	49.85%
Female	59,394	50.15%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>59,041</b>	
Age 0 - 4	6,784	11.49%
Age 5 - 9	6,238	10.57%
Age 10 - 14	5,447	9.23%
Age 15 - 17	3,060	5.18%
Age 18 - 20	2,780	4.71%
Age 21 - 24	3,563	6.04%
Age 25 - 34	7,994	13.54%
Age 35 - 44	8,329	14.11%
Age 45 - 54	7,679	13.01%
Age 55 - 64	4,096	6.94%
Age 65 - 74	2,190	3.71%
Age 75 - 84	751	1.27%
Age 85 and over	129	0.22%
2021 Est. Median Age, Male		26.98
2021 Est. Average Age, Male		29.50
<b>2021 Est. Female Population by Age</b>	<b>59,394</b>	
Age 0 - 4	6,409	10.79%
Age 5 - 9	6,147	10.35%
Age 10 - 14	5,248	8.84%
Age 15 - 17	2,861	4.82%
Age 18 - 20	2,546	4.29%
Age 21 - 24	3,417	5.75%
Age 25 - 34	8,817	14.85%
Age 35 - 44	8,692	14.64%
Age 45 - 54	7,654	12.89%
Age 55 - 64	4,106	6.91%
Age 65 - 74	2,422	4.08%
Age 75 - 84	883	1.49%
Age 85 and over	192	0.32%
2021 Est. Median Age, Female		28.51
2021 Est. Average Age, Female		30.26

# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	22,024	26.81%
Males, Never Married	11,538	14.04%
Females, Never Married	10,486	12.76%
Married, Spouse present	49,898	60.73%
Married, Spouse absent	2,215	2.70%
Widowed	1,376	1.67%
Males Widowed	287	0.35%
Females Widowed	1,089	1.32%
Divorced	6,647	8.09%
Males Divorced	2,465	3.00%
Females Divorced	4,182	5.09%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	281	0.44%
Some High School, no diploma	1,593	2.49%
High School Graduate (or GED)	12,226	19.12%
Some College, no degree	17,512	27.39%
Associate Degree	8,369	13.09%
Bachelor's Degree	16,199	25.34%
Master's Degree	5,797	9.07%
Professional School Degree	1,559	2.44%
Doctorate Degree	399	0.62%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	708	11.76%
High School Graduate	1,439	23.89%
Some College or Associate's Degree	2,304	38.25%
Bachelor's Degree or Higher	1,573	26.12%
<b>Households</b>		
2026 Projection	35,299	
2021 Estimate	32,275	
2010 Census	20,368	
2000 Census	6,578	
Growth 2021 - 2026		9.37%
Growth 2010 - 2021		58.46%
Growth 2000 - 2010		209.64%
<b>2021 Est. Households by Household Type</b>	<b>32,275</b>	
Family Households	28,745	89.06%
Nonfamily Households	3,529	10.93%
2021 Est. Group Quarters Population	243	
2021 Households by Ethnicity, Hispanic/Latino	2,884	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>32,275</b>	
Income < \$15,000	510	1.58%
Income \$15,000 - \$24,999	374	1.16%
Income \$25,000 - \$34,999	973	3.02%
Income \$35,000 - \$49,999	1,639	5.08%
Income \$50,000 - \$74,999	4,228	13.10%
Income \$75,000 - \$99,999	5,110	15.83%
Income \$100,000 - \$124,999	5,136	15.91%
Income \$125,000 - \$149,999	4,441	13.76%
Income \$150,000 - \$199,999	4,438	13.75%
Income \$200,000 - \$249,999	2,284	7.08%
Income \$250,000 - \$499,999	2,297	7.12%
Income \$500,000+	844	2.62%
2021 Est. Average Household Income		\$141,526
2021 Est. Median Household Income		\$115,842
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$115,950
Black or African American Alone		\$93,736
American Indian and Alaska Native Alone		\$110,810
Asian Alone		\$135,691
Native Hawaiian and Other Pacific Islander Alone		\$77,107
Some Other Race Alone		\$85,954
Two or More Races		\$122,653
Hispanic or Latino		\$84,997
Not Hispanic or Latino		\$117,794
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>28,745</b>	
Married-Couple Family, own children	17,459	60.74%
Married-Couple Family, no own children	7,593	26.41%
Male Householder, own children	736	2.56%
Male Householder, no own children	393	1.37%
Female Householder, own children	1,823	6.34%
Female Householder, no own children	741	2.58%
<b>2021 Est. Households by Household Size</b>	<b>32,275</b>	
1-person	2,700	8.37%
2-person	6,694	20.74%
3-person	5,581	17.29%
4-person	7,035	21.80%
5-person	5,253	16.28%
6-person	3,154	9.77%
7-or-more-person	1,859	5.76%
2021 Est. Average Household Size		3.74

# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>32,275</b>	
Households with 1 or More People under Age 18:	21,139	65.50%
Married-Couple Family	18,168	85.94%
Other Family, Male Householder	830	3.93%
Other Family, Female Householder	2,031	9.61%
Nonfamily, Male Householder	93	0.44%
Nonfamily, Female Householder	17	0.08%
<b>Households with No People under Age 18:</b>	<b>11,136</b>	
Married-Couple Family	6,890	61.87%
Other Family, Male Householder	297	2.67%
Other Family, Female Householder	528	4.74%
Nonfamily, Male Householder	1,810	16.25%
Nonfamily, Female Householder	1,611	14.47%
<b>2021 Est. Households by Number of Vehicles</b>	<b>32,275</b>	
No Vehicles	400	1.24%
1 Vehicle	5,124	15.88%
2 Vehicles	14,621	45.30%
3 Vehicles	7,823	24.24%
4 Vehicles	2,858	8.86%
5 or more Vehicles	1,448	4.49%
2021 Est. Average Number of Vehicles		2.4
<b>Family Households</b>		
2026 Projection	31,434	
2021 Estimate	28,745	
2010 Census	18,166	
2000 Census	6,043	
Growth 2021 - 2026		9.36%
Growth 2010 - 2021		58.24%
Growth 2000 - 2010		200.61%
<b>2021 Est. Families by Poverty Status</b>	<b>28,745</b>	
2021 Families at or Above Poverty	28,280	98.38%
2021 Families at or Above Poverty with Children	19,167	66.68%
2021 Families Below Poverty	465	1.62%
2021 Families Below Poverty with Children	362	1.26%
<b>2021 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	60,163	75.00%
Civilian Labor Force, Unemployed	1,305	1.63%
Armed Forces	196	0.24%
Not in Labor Force	18,554	23.13%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>60,035</b>	
For-Profit Private Workers	42,672	71.08%
Non-Profit Private Workers	3,745	6.24%
Local Government Workers	1,451	2.42%
State Government Workers	2,954	4.92%
Federal Government Workers	3,304	5.50%
Self-Employed Workers	5,828	9.71%
Unpaid Family Workers	81	0.14%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>60,035</b>	
Architect/Engineer	1,563	2.60%
Arts/Entertainment/Sports	1,110	1.85%
Building Grounds Maintenance	1,103	1.84%
Business/Financial Operations	4,550	7.58%
Community/Social Services	666	1.11%
Computer/Mathematical	3,903	6.50%
Construction/Extraction	3,108	5.18%
Education/Training/Library	2,992	4.98%
Farming/Fishing/Forestry	51	0.09%
Food Prep/Serving	2,021	3.37%
Health Practitioner/Technician	3,806	6.34%
Healthcare Support	1,136	1.89%
Maintenance Repair	1,282	2.13%
Legal	623	1.04%
Life/Physical/Social Science	516	0.86%
Management	8,455	14.08%
Office/Admin. Support	8,133	13.55%
Production	2,457	4.09%
Protective Services	1,370	2.28%
Sales/Related	6,828	11.37%
Personal Care/Service	1,587	2.64%
Transportation/Moving	2,775	4.62%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>60,035</b>	
White Collar	43,145	71.87%
Blue Collar	9,621	16.03%
Service and Farm	7,268	12.11%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>60,776</b>	
Drove Alone	46,156	75.94%
Car Pooled	5,974	9.83%
Public Transportation	1,228	2.02%
Walked	913	1.50%
Bicycle	227	0.37%
Other Means	406	0.67%
Worked at Home	5,871	9.66%

# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	9,699	
15 - 29 Minutes	21,728	
30 - 44 Minutes	16,623	
45 - 59 Minutes	4,984	
60 or more Minutes	2,657	
2021 Est. Avg Travel Time to Work in Minutes		29
2021 Est. Occupied Housing Units by Tenure	32,275	
Owner Occupied	27,311	84.62%
Renter Occupied	4,964	15.38%
2021 Owner Occ. HUs: Avg. Length of Residence		9.68%
2021 Renter Occ. HUs: Avg. Length of Residence		4.50%
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>32,275</b>	
Value Less than \$20,000	78	0.29%
Value \$20,000 - \$39,999	175	0.64%
Value \$40,000 - \$59,999	9	0.03%
Value \$60,000 - \$79,999	2	0.01%
Value \$80,000 - \$99,999	1	0.00%
Value \$100,000 - \$149,999	13	0.05%
Value \$150,000 - \$199,999	134	0.49%
Value \$200,000 - \$299,999	2,149	7.87%
Value \$300,000 - \$399,999	7,270	26.62%
Value \$400,000 - \$499,999	7,764	28.43%
Value \$500,000 - \$749,999	7,140	26.14%
Value \$750,000 - \$999,999	2,118	7.75%
Value \$1,000,000 or \$1,499,999	413	1.51%
Value \$1,500,000 or \$1,999,999	23	0.08%
Value \$2,000,000+	23	0.08%
2021 Est. Median All Owner-Occupied Housing Value		\$447,443
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	26,032	76.85%
1 Unit Attached	3,263	9.63%
2 Units	219	0.65%
3 or 4 Units	509	1.50%
5 to 19 Units	1,493	4.41%
20 to 49 Units	1,297	3.83%
50 or More Units	674	1.99%
Mobile Home or Trailer	385	1.14%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	8,572	25.31%
Housing Units Built 2010 to 2014	4,651	13.73%
Housing Units Built 2000 to 2009	14,717	43.45%
Housing Units Built 1990 to 1999	3,741	11.04%
Housing Units Built 1980 to 1989	657	1.94%
Housing Units Built 1970 to 1979	859	2.54%
Housing Units Built 1960 to 1969	85	0.25%
Housing Units Built 1950 to 1959	219	0.65%
Housing Units Built 1940 to 1949	29	0.09%
Housing Unit Built 1939 or Earlier	341	1.01%
2021 Est. Median Year Structure Built		2008

# 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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