TheRetailCoach®

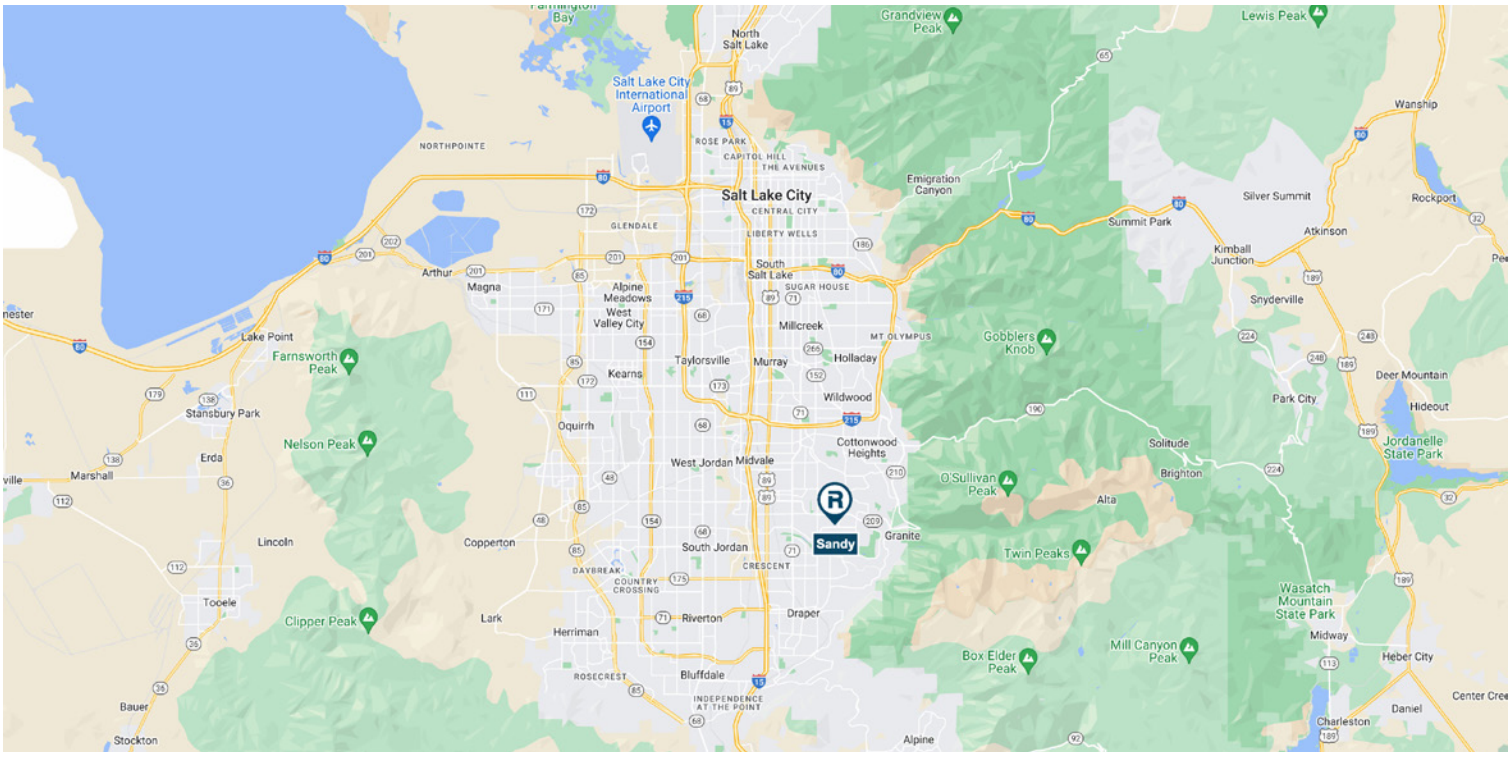
Community Demographic Profile

SANDY, UTAH

Prepared for Sandy Economic Development/RDA
April 2024

Community • Demographic Snapshot

Sandy, Utah



Population

2020	96,904
2024	96,813
2029	97,894

Educational Attainment (%)

Graduate or Professional Degree	14.89%
Bachelors Degree	28.84%
Associate Degree	8.22%
Some College	24.82%
High School Graduate (or GED)	18.34%
Some High School, No Degree	3.35%
Less than 9th Grade	1.53%

Income

Average HH	$140,308
Median HH	$106,421
Per Capita	$48,973

Age

0 - 9 Years	12.21%
10 - 17 Years	11.59%
18 - 24 Years	9.68%
25 - 34 Years	12.75%
35 - 44 Years	13.76%
45 - 54 Years	12.29%
55 - 64 Years	11.04%
65 and Older	16.68%
Median Age	37.75
Average Age	38.80

Race Distribution (%)

White	79.56%
Black/African American	1.09%
American Indian/ Alaskan	0.70%
Asian	4.26%
Native Hawaiian/ Islander	0.76%
Other Race	4.53%
Two or More Races	9.11%
Hispanic	11.92%

Sandy ECONOMIC DEVELOPMENT

SANDY CITY RDA The Gold Standard

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DESCRIPTION	DATA	%
Population		
2029 Projection	97,894	
2024 Estimate	96,813	
2020 Census	96,904	
2010 Census	91,324	
Growth 2024 - 2029		1.12%
Growth 2020 - 2024		-0.8%
Growth 2010 - 2020		6.11%
2024 Est. Population by Single-Classification Race	**96,813**	
White Alone	77,021	79.56%
Black or African American Alone	1,058	1.09%
Amer. Indian and Alaska Native Alone	675	0.70%
Asian Alone	4,124	4.26%
Native Hawaiian and Other Pacific Island Alone	735	0.76%
Some Other Race Alone	4,383	4.53%
Two or More Races	8,817	9.11%
2024 Est. Population by Hispanic or Latino Origin	**96,813**	
Not Hispanic or Latino	85,273	88.08%
Hispanic or Latino	11,540	11.92%
Mexican	6,486	56.21%
Puerto Rican	375	3.25%
Cuban	153	1.33%
All Other Hispanic or Latino	4,526	39.22%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**11,540**	
White Alone	2,669	23.13%
Black or African American Alone	130	1.13%
American Indian and Alaska Native Alone	261	2.26%
Asian Alone	64	0.56%
Native Hawaiian and Other Pacific Islander Alone	30	0.26%
Some Other Race Alone	3,936	34.11%
Two or More Races	4,450	38.56%
2024 Est. Pop by Race, Asian Alone, by Category	**4,124**	
Chinese, except Taiwanese	1,684	40.83%
Filipino	382	9.26%
Japanese	135	3.27%
Asian Indian	786	19.06%
Korean	318	7.71%
Vietnamese	103	2.50%
Cambodian	0	0.00%
Hmong	4	0.10%
Laotian	184	4.46%
Thai	104	2.52%
All Other Asian Races Including 2+ Category	424	10.28%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**96,813**	
Arab	347	0.36%
Czech	150	0.16%
Danish	2,805	2.90%
Dutch	1,099	1.13%
English	21,923	22.64%
French (except Basque)	1,357	1.40%
French Canadian	184	0.19%
German	9,011	9.31%
Greek	421	0.44%
Hungarian	86	0.09%
Irish	5,210	5.38%
Italian	2,267	2.34%
Lithuanian	96	0.10%
United States or American	2,419	2.50%
Norwegian	1,575	1.63%
Polish	964	1.00%
Portuguese	88	0.09%
Russian	568	0.59%
Scottish	3,306	3.41%
Scotch-Irish	382	0.40%
Slovak	53	0.06%
Subsaharan African	283	0.29%
Swedish	2,806	2.90%
Swiss	701	0.72%
Ukrainian	276	0.28%
Welsh	1,441	1.49%
West Indian (except Hisp. groups)	154	0.16%
Other ancestries	22,793	23.54%
Ancestry Unclassified	14,048	14.51%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,183	84.93%
Speak Asian/Pacific Island Language at Home	2,049	2.25%
Speak IndoEuropean Language at Home	4,326	4.76%
Speak Spanish at Home	6,948	7.65%
Speak Other Language at Home	116	0.13%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	**96,813**	
Age 0 - 4	5,938	6.13%
Age 5 - 9	5,883	6.08%
Age 10 - 14	6,956	7.18%
Age 15 - 17	4,261	4.40%
Age 18 - 20	4,180	4.32%
Age 21 - 24	5,195	5.37%
Age 25 - 34	12,343	12.75%
Age 35 - 44	13,317	13.76%
Age 45 - 54	11,902	12.29%
Age 55 - 64	10,691	11.04%
Age 65 - 74	9,890	10.22%
Age 75 - 84	4,893	5.05%
Age 85 and over	1,364	1.41%
Age 16 and over	76,609	79.13%
Age 18 and over	73,775	76.20%
Age 21 and over	69,595	71.89%
Age 65 and over	16,147	16.68%
2024 Est. Median Age		37.75
2024 Est. Average Age		38.80
2024 Est. Population by Sex	**96,813**	
Male	47,986	49.57%
Female	48,827	50.43%

2024 Est. Male Population by Age	**47,986**	
Age 0 - 4	3,055	6.37%
Age 5 - 9	3,037	6.33%
Age 10 - 14	3,498	7.29%
Age 15 - 17	2,150	4.48%
Age 18 - 20	2,120	4.42%
Age 21 - 24	2,655	5.53%
Age 25 - 34	6,280	13.09%
Age 35 - 44	6,669	13.90%
Age 45 - 54	5,914	12.32%
Age 55 - 64	5,069	10.56%
Age 65 - 74	4,758	9.91%
Age 75 - 84	2,250	4.69%
Age 85 and over	531	1.11%
2024 Est. Median Age, Male		36.80
2024 Est. Average Age, Male		38.00
2024 Est. Female Population by Age	**48,827**	
Age 0 - 4	2,883	5.90%
Age 5 - 9	2,846	5.83%
Age 10 - 14	3,458	7.08%
Age 15 - 17	2,111	4.32%
Age 18 - 20	2,060	4.22%
Age 21 - 24	2,540	5.20%
Age 25 - 34	6,063	12.42%
Age 35 - 44	6,648	13.62%
Age 45 - 54	5,988	12.26%
Age 55 - 64	5,622	11.51%
Age 65 - 74	5,132	10.51%
Age 75 - 84	2,643	5.41%
Age 85 and over	833	1.71%
2024 Est. Median Age, Female		38.71
2024 Est. Average Age, Female		39.60

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,801	27.94%
Males, Never Married	11,981	15.35%
Females, Never Married	9,820	12.58%
Married, Spouse present	43,049	55.17%
Married, Spouse absent	2,769	3.55%
Widowed	3,153	4.04%
Males Widowed	837	1.07%
Females Widowed	2,316	2.97%
Divorced	7,264	9.31%
Males Divorced	2,983	3.82%
Females Divorced	4,281	5.49%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	987	1.53%
Some High School, no diploma	2,157	3.35%
High School Graduate (or GED)	11,813	18.34%
Some College, no degree	15,984	24.82%
Associate Degree	5,295	8.22%
Bachelor's Degree	18,572	28.84%
Master's Degree	7,048	10.94%
Professional School Degree	1,670	2.59%
Doctorate Degree	874	1.36%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	757	12.14%
High School Graduate	1,918	30.75%
Some College or Associate's Degree	2,088	33.48%
Bachelor's Degree or Higher	1,474	23.63%
Households		
2029 Projection	34,298	
2024 Estimate	33,659	
2020 Census	33,329	
2010 Census	29,725	
Growth 2024 - 2029		1.90%
Growth 2020 - 2024		0.99%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**33,659**	
Family Households	26,267	78.04%
Nonfamily Households	7,392	21.96%
2024 Est. Group Quarters Population	379	
2024 Households by Ethnicity, Hispanic/Latino	3,054	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**33,659**	
Income < $15,000	1,254	3.73%
Income $15,000 - $24,999	1,244	3.70%
Income $25,000 - $34,999	1,527	4.54%
Income $35,000 - $49,999	2,059	6.12%
Income $50,000 - $74,999	4,925	14.63%
Income $75,000 - $99,999	4,684	13.92%
Income $100,000 - $124,999	4,203	12.49%
Income $125,000 - $149,999	3,396	10.09%
Income $150,000 - $199,999	4,130	12.27%
Income $200,000 - $249,999	2,288	6.80%
Income $250,000 - $499,999	2,567	7.63%
Income $500,000+	1,382	4.11%
2024 Est. Average Household Income		$140,308
2024 Est. Median Household Income		$106,421
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$108,827
Black or African American Alone		$42,309
American Indian and Alaska Native Alone		$68,262
Asian Alone		$123,230
Native Hawaiian and Other Pacific Islander Alone		$79,510
Some Other Race Alone		$70,486
Two or More Races		$105,255
Hispanic or Latino		$85,332
Not Hispanic or Latino		$108,939
2024 Est. HH by Type and Presence of Own Child.	**33,659**	
Family Households with Children	10,891	32.36%
Family Households without Children	22,768	67.64%
Married-Couple Families	**21,192**	**62.96%**
Married-Couple Family, own children	9,001	26.74%
Married-Couple Family, no own children	12,191	36.22%
Cohabitating-Couple Families	**1,898**	**5.64%**
Cohabitating-Couple Family, own children	670	1.99%
Cohabitating-Couple Family, no own children	1,228	3.65%
Male Householder Families	**4,376**	**13.00%**
Male Householder, own children	447	1.33%
Male Householder, no own children	662	1.97%
Male Householder, only Nonrelatives	550	1.63%
Male Householder, Living Alone	2,717	8.07%
Female Householder Families	**6,193**	**18.40%**
Female Householder, own children	773	2.30%
Female Householder, no own children	1,664	4.94%
Female Householder, only Nonrelatives	210	0.62%
Female Householder, Living Alone	3,546	10.54%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**33,659**	
1-person	6,515	19.36%
2-person	10,958	32.56%
3-person	5,730	17.02%
4-person	5,030	14.94%
5-person	2,887	8.58%
6-person	1,551	4.61%
7-or-more-person	988	2.93%
2024 Est. Average Household Size		2.87
2024 Est. Households by Number of Vehicles	**33,659**	
No Vehicles	1,178	3.50%
1 Vehicle	7,505	22.30%
2 Vehicles	14,428	42.87%
3 Vehicles	6,779	20.14%
4 Vehicles	2,818	8.37%
5 or more Vehicles	951	2.83%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	26,711	
2024 Estimate	26,267	
2020 Estimate	24,991	
2010 Census	23,560	
Growth 2024 - 2029		1.69%
Growth 2020 - 2024		5.11%
Growth 2010 - 2020		6.07%
2024 Est. Families by Poverty Status	**26,267**	
2024 Families at or Above Poverty	25,279	96.24%
2024 Families at or Above Poverty with Children	11,800	44.92%
2024 Families Below Poverty	988	3.76%
2024 Families Below Poverty with Children	390	1.49%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	50,932	66.48%
Civilian Labor Force, Unemployed	1,423	1.86%
Armed Forces	37	0.05%
Not in Labor Force	24,217	31.61%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	35,897	69.33%
Non-Profit Private Workers	3,843	7.42%
Local Government Workers	801	1.55%
State Government Workers	2,265	4.37%
Federal Government Workers	3,121	6.03%
Self-Employed Workers	5,782	11.17%
Unpaid Family Workers	66	0.13%

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,445	2.79%
Arts/Entertainment/Sports	1,146	2.21%
Building Grounds Maintenance	1,157	2.23%
Business/Financial Operations	4,444	8.58%
Community/Social Services	741	1.43%
Computer/Mathematical	3,017	5.83%
Construction/Extraction	2,322	4.49%
Education/Training/Library	2,497	4.82%
Farming/Fishing/Forestry	11	0.02%
Food Prep/Serving	2,015	3.89%
Health Practitioner/Technician	3,468	6.70%
Healthcare Support	1,074	2.07%
Maintenance Repair	1,245	2.40%
Legal	763	1.47%
Life/Physical/Social Science	571	1.10%
Management	7,448	14.39%
Office/Admin. Support	6,191	11.96%
Production	1,802	3.48%
Protective Services	788	1.52%
Sales/Related	5,886	11.37%
Personal Care/Service	1,149	2.22%
Transportation/Moving	2,595	5.01%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	37,617	72.65%
Blue Collar	7,964	15.38%
Service and Farm	6,194	11.96%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	33,820	66.06%
Car Pooled	4,513	8.82%
Public Transportation	907	1.77%
Walked	799	1.56%
Bicycle	151	0.30%
Other Means	423	0.83%
Worked at Home	10,584	20.67%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,219	
15 - 29 Minutes	19,486	
30 - 44 Minutes	8,502	
45 - 59 Minutes	2,007	
60 or more Minutes	1,618	
2024 Est. Avg Travel Time to Work in Minutes		24
2024 Est. Occupied Housing Units by Tenure	**33,659**	
Owner Occupied	24,497	72.78%
Renter Occupied	9,162	27.22%
2024 Owner Occ. HUs: Avg. Length of Residence		17.60†
2024 Renter Occ. HUs: Avg. Length of Residence		6.20†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**24,497**	
Value Less than $20,000	184	0.75%
Value $20,000 - $39,999	212	0.87%
Value $40,000 - $59,999	133	0.54%
Value $60,000 - $79,999	25	0.10%
Value $80,000 - $99,999	10	0.04%
Value $100,000 - $149,999	69	0.28%
Value $150,000 - $199,999	57	0.23%
Value $200,000 - $299,999	722	2.95%
Value $300,000 - $399,999	2,447	9.99%
Value $400,000 - $499,999	4,372	17.85%
Value $500,000 - $749,999	8,512	34.75%
Value $750,000 - $999,999	4,778	19.50%
Value $1,000,000 or $1,499,999	2,200	8.98%
Value $1,500,000 or $1,999,999	413	1.69%
Value $2,000,000+	363	1.48%
2024 Est. Median All Owner-Occupied Housing Value		$605,149
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	25,691	72.89%
1 Unit Attached	2,011	5.71%
2 Units	243	0.69%
3 or 4 Units	519	1.47%
5 to 19 Units	2,048	5.81%
20 to 49 Units	1,418	4.02%
50 or More Units	2,526	7.17%
Mobile Home or Trailer	790	2.24%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	610	1.73%
Housing Units Built 2010 to 2019	3,708	10.52%
Housing Units Built 2000 to 2009	3,395	9.63%
Housing Units Built 1990 to 1999	6,477	18.38%
Housing Units Built 1980 to 1989	6,285	17.83%
Housing Units Built 1970 to 1979	10,895	30.91%
Housing Units Built 1960 to 1969	2,101	5.96%
Housing Units Built 1950 to 1959	1,085	3.08%
Housing Units Built 1940 to 1949	239	0.68%
Housing Unit Built 1939 or Earlier	451	1.28%
2024 Est. Median Year Structure Built		1984

† Years

TheRetailCoach

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.

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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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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