TheRetailCoach®

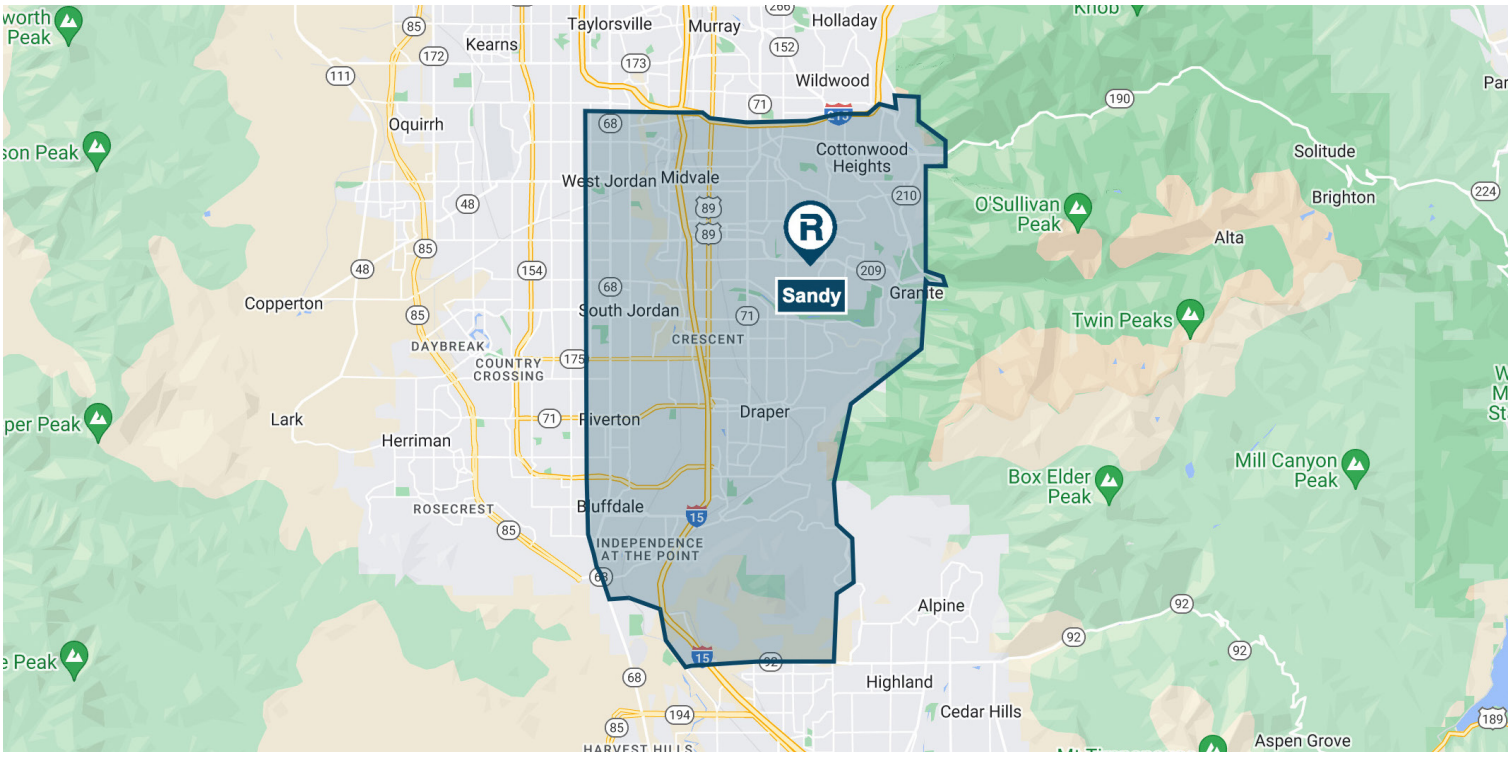
Primary Retail Trade Area Demographic Profile

SANDY, UTAH

Prepared for Sandy Economic Development/RDA
April 2024

Primary Retail Trade Area • Demographic Snapshot

Sandy, Utah



Population

2020	318,139
2024	324,423
2029	334,623

Educational Attainment (%)

Graduate or Professional Degree	14.75%
Bachelors Degree	27.70%
Associate Degree	9.16%
Some College	24.39%
High School Graduate (or GED)	18.66%
Some High School, No Degree	3.56%
Less than 9th Grade	1.78%

Income

Average HH	$135,037
Median HH	$100,932
Per Capita	$46,935

Age

0 - 9 Years	13.23%
10 - 17 Years	11.70%
18 - 24 Years	9.75%
25 - 34 Years	14.43%
35 - 44 Years	14.46%
45 - 54 Years	12.12%
55 - 64 Years	10.15%
65 and Older	14.15%
Median Age	35.60
Average Age	37.18

Race Distribution (%)

White	78.09%
Black/African American	1.30%
American Indian/ Alaskan	0.78%
Asian	4.47%
Native Hawaiian/ Islander	0.94%
Other Race	5.10%
Two or More Races	9.32%
Hispanic	12.73%

Sandy ECONOMIC DEVELOPMENT

SANDY CITY RDA The Gold Standard

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DESCRIPTION	DATA	%
Population		
2029 Projection	334,623	
2024 Estimate	324,423	
2020 Census	318,139	
2010 Census	270,547	
Growth 2024 - 2029		3.14%
Growth 2020 - 2024		1.98%
Growth 2010 - 2020		17.59%
2024 Est. Population by Single-Classification Race	**324,423**	
White Alone	253,358	78.09%
Black or African American Alone	4,227	1.30%
Amer. Indian and Alaska Native Alone	2,525	0.78%
Asian Alone	14,491	4.47%
Native Hawaiian and Other Pacific Island Alone	3,052	0.94%
Some Other Race Alone	16,542	5.10%
Two or More Races	30,229	9.32%
2024 Est. Population by Hispanic or Latino Origin	**324,423**	
Not Hispanic or Latino	283,129	87.27%
Hispanic or Latino	41,293	12.73%
Mexican	26,309	63.71%
Puerto Rican	1,139	2.76%
Cuban	662	1.60%
All Other Hispanic or Latino	13,183	31.93%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**41,293**	
White Alone	9,431	22.84%
Black or African American Alone	402	0.97%
American Indian and Alaska Native Alone	959	2.32%
Asian Alone	212	0.51%
Native Hawaiian and Other Pacific Islander Alone	96	0.23%
Some Other Race Alone	14,910	36.11%
Two or More Races	15,282	37.01%
2024 Est. Pop by Race, Asian Alone, by Category	**14,491**	
Chinese, except Taiwanese	3,584	24.73%
Filipino	900	6.21%
Japanese	878	6.06%
Asian Indian	4,347	30.00%
Korean	971	6.70%
Vietnamese	1,142	7.88%
Cambodian	127	0.88%
Hmong	400	2.76%
Laotian	725	5.00%
Thai	317	2.19%
All Other Asian Races Including 2+ Category	1,098	7.58%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**324,423**	
Arab	1,254	0.39%
Czech	510	0.16%
Danish	9,848	3.04%
Dutch	3,623	1.12%
English	71,157	21.93%
French (except Basque)	4,604	1.42%
French Canadian	602	0.19%
German	26,971	8.31%
Greek	1,266	0.39%
Hungarian	604	0.19%
Irish	17,469	5.38%
Italian	7,881	2.43%
Lithuanian	243	0.08%
United States or American	8,042	2.48%
Norwegian	5,677	1.75%
Polish	3,163	0.98%
Portuguese	428	0.13%
Russian	1,880	0.58%
Scottish	10,539	3.25%
Scotch-Irish	1,307	0.40%
Slovak	276	0.09%
Subsaharan African	1,967	0.61%
Swedish	8,676	2.67%
Swiss	2,002	0.62%
Ukrainian	663	0.20%
Welsh	4,254	1.31%
West Indian (except Hisp. groups)	383	0.12%
Other ancestries	76,555	23.60%
Ancestry Unclassified	52,576	16.21%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	257,886	85.06%
Speak Asian/Pacific Island Language at Home	8,112	2.68%
Speak IndoEuropean Language at Home	11,384	3.75%
Speak Spanish at Home	23,363	7.71%
Speak Other Language at Home	1,386	0.46%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	**324,423**	
Age 0 - 4	21,251	6.55%
Age 5 - 9	21,657	6.67%
Age 10 - 14	23,665	7.29%
Age 15 - 17	14,286	4.40%
Age 18 - 20	14,044	4.33%
Age 21 - 24	17,601	5.42%
Age 25 - 34	46,826	14.43%
Age 35 - 44	46,911	14.46%
Age 45 - 54	39,325	12.12%
Age 55 - 64	32,939	10.15%
Age 65 - 74	27,580	8.50%
Age 75 - 84	14,119	4.35%
Age 85 and over	4,220	1.30%
Age 16 and over	253,087	78.01%
Age 18 and over	243,564	75.08%
Age 21 and over	229,520	70.75%
Age 65 and over	45,919	14.15%
2024 Est. Median Age		35.60
2024 Est. Average Age		37.18
2024 Est. Population by Sex	**324,423**	
Male	162,228	50.01%
Female	162,195	50.00%

2024 Est. Male Population by Age	**162,228**	
Age 0 - 4	10,873	6.70%
Age 5 - 9	11,061	6.82%
Age 10 - 14	12,008	7.40%
Age 15 - 17	7,345	4.53%
Age 18 - 20	7,224	4.45%
Age 21 - 24	8,994	5.54%
Age 25 - 34	23,913	14.74%
Age 35 - 44	23,861	14.71%
Age 45 - 54	19,790	12.20%
Age 55 - 64	16,036	9.89%
Age 65 - 74	13,148	8.11%
Age 75 - 84	6,358	3.92%
Age 85 and over	1,617	1.00%
2024 Est. Median Age, Male		34.87
2024 Est. Average Age, Male		36.44
2024 Est. Female Population by Age	**162,195**	
Age 0 - 4	10,378	6.40%
Age 5 - 9	10,596	6.53%
Age 10 - 14	11,658	7.19%
Age 15 - 17	6,941	4.28%
Age 18 - 20	6,820	4.20%
Age 21 - 24	8,607	5.31%
Age 25 - 34	22,914	14.13%
Age 35 - 44	23,049	14.21%
Age 45 - 54	19,534	12.04%
Age 55 - 64	16,903	10.42%
Age 65 - 74	14,432	8.90%
Age 75 - 84	7,761	4.79%
Age 85 and over	2,603	1.60%
2024 Est. Median Age, Female		36.36
2024 Est. Average Age, Female		37.87

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	75,349	29.22%
Males, Never Married	42,057	16.31%
Females, Never Married	33,292	12.91%
Married, Spouse present	138,090	53.55%
Married, Spouse absent	9,006	3.49%
Widowed	10,128	3.93%
Males Widowed	2,511	0.97%
Females Widowed	7,617	2.95%
Divorced	25,277	9.80%
Males Divorced	10,820	4.20%
Females Divorced	14,457	5.61%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,766	1.78%
Some High School, no diploma	7,545	3.56%
High School Graduate (or GED)	39,535	18.66%
Some College, no degree	51,694	24.39%
Associate Degree	19,403	9.16%
Bachelor's Degree	58,713	27.70%
Master's Degree	23,144	10.92%
Professional School Degree	5,282	2.49%
Doctorate Degree	2,837	1.34%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	4,295	18.71%
High School Graduate	6,343	27.63%
Some College or Associate's Degree	6,750	29.40%
Bachelor's Degree or Higher	5,569	24.26%
Households		
2029 Projection	115,225	
2024 Estimate	111,281	
2020 Census	108,476	
2010 Census	88,375	
Growth 2024 - 2029		3.54%
Growth 2020 - 2024		2.59%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**111,281**	
Family Households	84,420	75.86%
Nonfamily Households	26,861	24.14%
2024 Est. Group Quarters Population	4,259	
2024 Households by Ethnicity, Hispanic/Latino	11,160	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**111,281**	
Income < $15,000	4,766	4.28%
Income $15,000 - $24,999	4,127	3.71%
Income $25,000 - $34,999	4,747	4.27%
Income $35,000 - $49,999	8,433	7.58%
Income $50,000 - $74,999	17,035	15.31%
Income $75,000 - $99,999	15,995	14.37%
Income $100,000 - $124,999	13,061	11.74%
Income $125,000 - $149,999	10,570	9.50%
Income $150,000 - $199,999	13,210	11.87%
Income $200,000 - $249,999	7,047	6.33%
Income $250,000 - $499,999	8,217	7.38%
Income $500,000+	4,073	3.66%
2024 Est. Average Household Income		$135,037
2024 Est. Median Household Income		$100,932
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$104,467
Black or African American Alone		$46,789
American Indian and Alaska Native Alone		$70,876
Asian Alone		$106,791
Native Hawaiian and Other Pacific Islander Alone		$84,136
Some Other Race Alone		$66,291
Two or More Races		$97,076
Hispanic or Latino		$77,338
Not Hispanic or Latino		$103,833
2024 Est. HH by Type and Presence of Own Child.	**111,281**	
Family Households with Children	37,044	33.29%
Family Households without Children	74,237	66.71%
Married-Couple Families	**65,804**	**59.13%**
Married-Couple Family, own children	29,886	26.86%
Married-Couple Family, no own children	35,918	32.28%
Cohabitating-Couple Families	**6,568**	**5.90%**
Cohabitating-Couple Family, own children	2,084	1.87%
Cohabitating-Couple Family, no own children	4,484	4.03%
Male Householder Families	**16,487**	**14.82%**
Male Householder, own children	1,268	1.14%
Male Householder, no own children	2,368	2.13%
Male Householder, only Nonrelatives	1,988	1.79%
Male Householder, Living Alone	10,863	9.76%
Female Householder Families	**22,422**	**20.15%**
Female Householder, own children	3,806	3.42%
Female Householder, no own children	4,643	4.17%
Female Householder, only Nonrelatives	1,113	1.00%
Female Householder, Living Alone	12,860	11.56%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**111,281**	
1-person	23,046	20.71%
2-person	34,965	31.42%
3-person	18,062	16.23%
4-person	16,224	14.58%
5-person	9,780	8.79%
6-person	5,554	4.99%
7-or-more-person	3,651	3.28%
2024 Est. Average Household Size		2.88
2024 Est. Households by Number of Vehicles	**111,281**	
No Vehicles	3,853	3.46%
1 Vehicle	28,504	25.61%
2 Vehicles	47,338	42.54%
3 Vehicles	20,121	18.08%
4 Vehicles	8,200	7.37%
5 or more Vehicles	3,264	2.93%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	87,380	
2024 Estimate	84,420	
2020 Estimate	79,218	
2010 Census	67,490	
Growth 2024 - 2029		3.51%
Growth 2020 - 2024		6.57%
Growth 2010 - 2020		17.38%
2024 Est. Families by Poverty Status	**84,420**	
2024 Families at or Above Poverty	80,599	95.47%
2024 Families at or Above Poverty with Children	39,399	46.67%
2024 Families Below Poverty	3,822	4.53%
2024 Families Below Poverty with Children	2,320	2.75%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	172,000	67.96%
Civilian Labor Force, Unemployed	5,651	2.23%
Armed Forces	115	0.04%
Not in Labor Force	75,321	29.76%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	121,158	69.91%
Non-Profit Private Workers	13,050	7.53%
Local Government Workers	2,255	1.30%
State Government Workers	7,276	4.20%
Federal Government Workers	9,788	5.65%
Self-Employed Workers	19,614	11.32%
Unpaid Family Workers	170	0.10%

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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	4,708	2.72%
Arts/Entertainment/Sports	3,833	2.21%
Building Grounds Maintenance	4,069	2.35%
Business/Financial Operations	14,277	8.24%
Community/Social Services	2,308	1.33%
Computer/Mathematical	10,072	5.81%
Construction/Extraction	7,866	4.54%
Education/Training/Library	8,094	4.67%
Farming/Fishing/Forestry	117	0.07%
Food Prep/Serving	6,328	3.65%
Health Practitioner/Technician	10,768	6.21%
Healthcare Support	3,500	2.02%
Maintenance Repair	4,071	2.35%
Legal	2,190	1.26%
Life/Physical/Social Science	1,712	0.99%
Management	25,090	14.48%
Office/Admin. Support	22,759	13.13%
Production	6,363	3.67%
Protective Services	2,490	1.44%
Sales/Related	19,202	11.08%
Personal Care/Service	4,142	2.39%
Transportation/Moving	9,354	5.40%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	125,012	72.13%
Blue Collar	27,654	15.96%
Service and Farm	20,646	11.91%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	112,224	65.38%
Car Pooled	14,283	8.32%
Public Transportation	2,461	1.43%
Walked	2,440	1.42%
Bicycle	731	0.43%
Other Means	1,804	1.05%
Worked at Home	37,713	21.97%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	41,410	
15 - 29 Minutes	65,947	
30 - 44 Minutes	26,765	
45 - 59 Minutes	6,427	
60 or more Minutes	4,620	
2024 Est. Avg Travel Time to Work in Minutes		24
2024 Est. Occupied Housing Units by Tenure	**111,281**	
Owner Occupied	75,211	67.59%
Renter Occupied	36,070	32.41%
2024 Owner Occ. HUs: Avg. Length of Residence		15.67†
2024 Renter Occ. HUs: Avg. Length of Residence		6.27†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**75,211**	
Value Less than $20,000	535	0.71%
Value $20,000 - $39,999	447	0.59%
Value $40,000 - $59,999	332	0.44%
Value $60,000 - $79,999	289	0.38%
Value $80,000 - $99,999	113	0.15%
Value $100,000 - $149,999	221	0.29%
Value $150,000 - $199,999	220	0.29%
Value $200,000 - $299,999	2,366	3.15%
Value $300,000 - $399,999	8,233	10.95%
Value $400,000 - $499,999	12,960	17.23%
Value $500,000 - $749,999	24,176	32.14%
Value $750,000 - $999,999	15,266	20.30%
Value $1,000,000 or $1,499,999	7,093	9.43%
Value $1,500,000 or $1,999,999	1,682	2.24%
Value $2,000,000+	1,278	1.70%
2024 Est. Median All Owner-Occupied Housing Value		$609,790
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	75,211	64.15%
1 Unit Attached	11,246	9.59%
2 Units	1,167	1.00%
3 or 4 Units	3,181	2.71%
5 to 19 Units	11,936	10.18%
20 to 49 Units	5,836	4.98%
50 or More Units	6,719	5.73%
Mobile Home or Trailer	1,940	1.65%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,780	3.22%
Housing Units Built 2010 to 2019	18,979	16.19%
Housing Units Built 2000 to 2009	18,174	15.50%
Housing Units Built 1990 to 1999	21,741	18.55%
Housing Units Built 1980 to 1989	15,539	13.26%
Housing Units Built 1970 to 1979	23,739	20.25%
Housing Units Built 1960 to 1969	7,932	6.77%
Housing Units Built 1950 to 1959	4,607	3.93%
Housing Units Built 1940 to 1949	1,160	0.99%
Housing Unit Built 1939 or Earlier	1,586	1.35%
2024 Est. Median Year Structure Built		1992

† Years

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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