



The **Retail** Coach.®

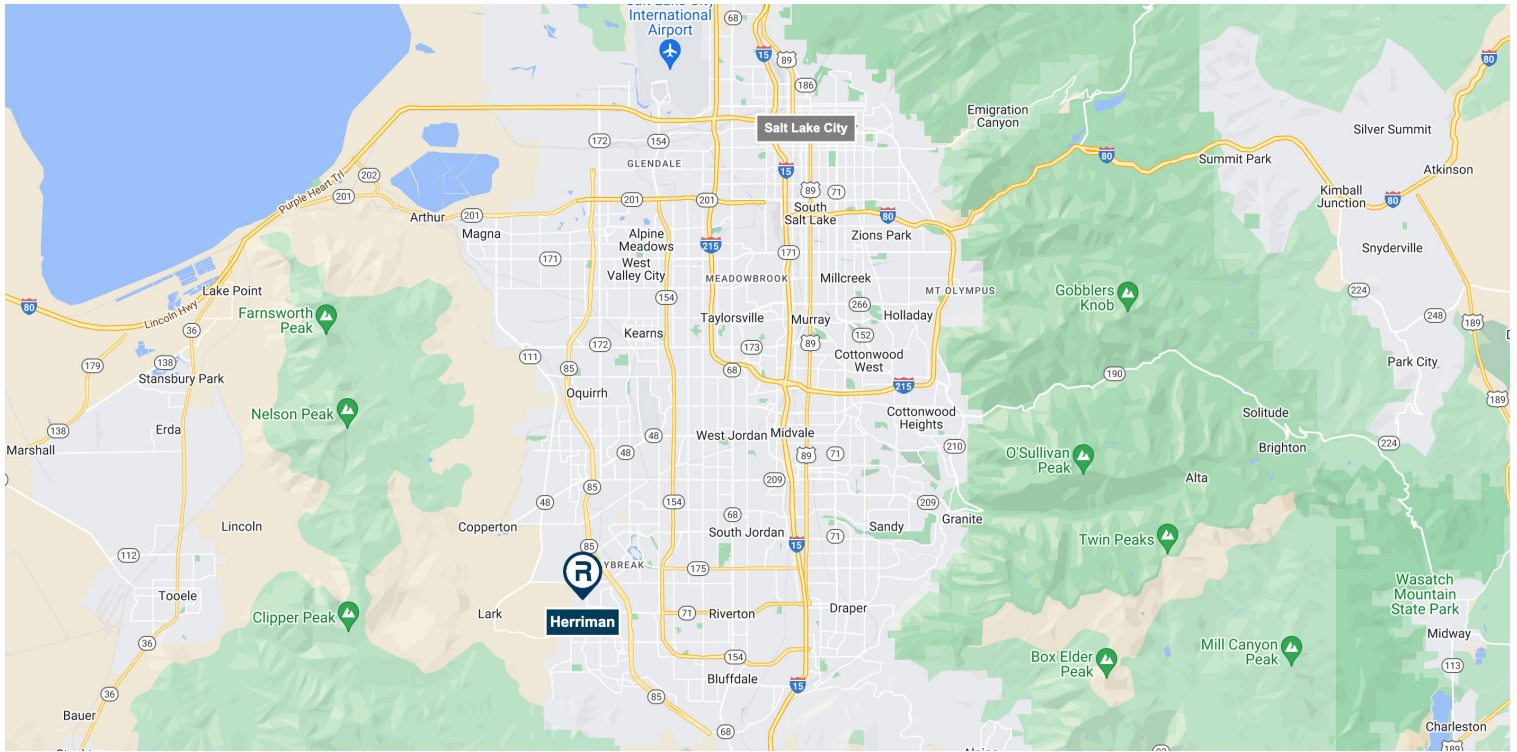
Community Demographic Profile

HERRIMAN CITY, UTAH

Prepared for Herriman City, Utah
November 2022

Community • Demographic Snapshot

Herriman City, Utah



Population

2010	21,785	0 - 9 Years	25.77%
2022	59,321	10 - 17 Years	12.90%
2027	65,046	18 - 24 Years	9.81%

Educational Attainment (%)

Graduate or Professional Degree	10.60%	25 - 34 Years	14.02%
Bachelors Degree	27.96%	35 - 44 Years	13.88%
Associate Degree	12.19%	45 - 54 Years	12.65%
Some College	27.52%	55 - 64 Years	6.22%
High School Graduate (GED)	19.05%	65 and Older	4.74%
Some High School, No Degree	2.54%	Median Age	26.08
Less than 9th Grade	0.15%	Average Age	28.30

Income

Average HH	\$136,226
Median HH	\$118,549
Per Capita	\$29,197

Age

0 - 9 Years	25.77%
10 - 17 Years	12.90%
18 - 24 Years	9.81%
25 - 34 Years	14.02%
35 - 44 Years	13.88%
45 - 54 Years	12.65%
55 - 64 Years	6.22%
65 and Older	4.74%
Median Age	26.08
Average Age	28.30

Race Distribution (%)

White	90.00%
Black/African American	0.77%
American Indian/Alaskan	0.30%
Asian	2.87%
Native Hawaiian/Islander	0.72%
Other Race	1.81%
Two or More Races	3.53%
Hispanic	8.03%



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DESCRIPTION	DATA	%
Population		
2027 Projection	65,046	
2022 Estimate	59,321	
2010 Census	21,785	
2000 Census	4,594	
Growth 2022 - 2027		9.65%
Growth 2010 - 2022		172.30%
Growth 2000 - 2010		374.21%
2022 Est. Population by Single-Classification Race	59,321	
White Alone	53,386	90.00%
Black or African American Alone	459	0.77%
Amer. Indian and Alaska Native Alone	177	0.30%
Asian Alone	1,705	2.88%
Native Hawaiian and Other Pacific Island Alone	428	0.72%
Some Other Race Alone	1,072	1.81%
Two or More Races	2,093	3.53%
2022 Est. Population by Hispanic or Latino Origin	59,321	
Not Hispanic or Latino	54,556	91.97%
Hispanic or Latino	4,765	8.03%
Mexican	2,743	57.55%
Puerto Rican	164	3.45%
Cuban	45	0.94%
All Other Hispanic or Latino	1,813	38.06%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	4,765	
White Alone	3,021	63.40%
Black or African American Alone	84	1.76%
American Indian and Alaska Native Alone	84	1.76%
Asian Alone	26	0.55%
Native Hawaiian and Other Pacific Islander Alone	10	0.21%
Some Other Race Alone	1,019	21.37%
Two or More Races	522	10.96%
2022 Est. Pop by Race, Asian Alone, by Category	1,705	
Chinese, except Taiwanese	925	54.23%
Filipino	606	35.53%
Japanese	72	4.23%
Asian Indian	0	0.00%
Korean	22	1.27%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	38	2.20%
All Other Asian Races Including 2+ Category	43	2.54%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	59,321	
Arab	0	0.00%
Czech	12	0.02%
Danish	2,020	3.41%
Dutch	1,020	1.72%
English	11,171	18.83%
French (except Basque)	1,190	2.01%
French Canadian	68	0.11%
German	4,222	7.12%
Greek	297	0.50%
Hungarian	84	0.14%
Irish	1,770	2.98%
Italian	1,288	2.17%
Lithuanian	0	0.00%
United States or American	2,799	4.72%
Norwegian	1,571	2.65%
Polish	258	0.44%
Portuguese	146	0.25%
Russian	108	0.18%
Scottish	1,910	3.22%
Scotch-Irish	338	0.57%
Slovak	0	0.00%
Subsaharan African	37	0.06%
Swedish	1,114	1.88%
Swiss	981	1.65%
Ukrainian	469	0.79%
Welsh	451	0.76%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	15,991	26.96%
Ancestry Unclassified	10,006	16.87%
2022 Est. Pop Age 5+ by Language Spoken At Home	50,279	
Speak Only English at Home	44,839	89.18%
Speak Asian/Pacific Island Language at Home	1,469	2.92%
Speak IndoEuropean Language at Home	968	1.93%
Speak Spanish at Home	3,004	5.97%
Speak Other Language at Home	0	0.00%

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DESCRIPTION	DATA	%
2022 Est. Population by Age	59,321	
Age 0 - 4	9,043	15.24%
Age 5 - 9	6,245	10.53%
Age 10 - 14	4,906	8.27%
Age 15 - 17	2,747	4.63%
Age 18 - 20	2,491	4.20%
Age 21 - 24	3,330	5.61%
Age 25 - 34	8,314	14.02%
Age 35 - 44	8,236	13.88%
Age 45 - 54	7,506	12.65%
Age 55 - 64	3,689	6.22%
Age 65 - 74	1,978	3.33%
Age 75 - 84	700	1.18%
Age 85 and over	136	0.23%
Age 16 and over	38,222	64.43%
Age 18 and over	36,380	61.33%
Age 21 and over	33,888	57.13%
Age 65 and over	2,813	4.74%
2022 Est. Median Age		26.08
2022 Est. Average Age		28.30
2022 Est. Population by Sex	59,321	
Male	29,676	50.03%
Female	29,646	49.98%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	29,676	
Age 0 - 4	4,690	15.81%
Age 5 - 9	3,108	10.47%
Age 10 - 14	2,519	8.49%
Age 15 - 17	1,411	4.75%
Age 18 - 20	1,293	4.36%
Age 21 - 24	1,705	5.75%
Age 25 - 34	3,934	13.26%
Age 35 - 44	3,964	13.36%
Age 45 - 54	3,781	12.74%
Age 55 - 64	1,953	6.58%
Age 65 - 74	938	3.16%
Age 75 - 84	320	1.08%
Age 85 and over	59	0.20%
2022 Est. Median Age, Male		25.28
2022 Est. Average Age, Male		28.00
2022 Est. Female Population by Age	29,646	
Age 0 - 4	4,353	14.68%
Age 5 - 9	3,138	10.59%
Age 10 - 14	2,388	8.05%
Age 15 - 17	1,336	4.51%
Age 18 - 20	1,199	4.04%
Age 21 - 24	1,625	5.48%
Age 25 - 34	4,380	14.77%
Age 35 - 44	4,272	14.41%
Age 45 - 54	3,725	12.57%
Age 55 - 64	1,735	5.85%
Age 65 - 74	1,040	3.51%
Age 75 - 84	379	1.28%
Age 85 and over	76	0.26%
2022 Est. Median Age, Female		26.84
2022 Est. Average Age, Female		28.60

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DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,871	25.23%
Males, Never Married	5,012	12.81%
Females, Never Married	4,859	12.42%
Married, Spouse present	23,862	60.99%
Married, Spouse absent	1,363	3.48%
Widowed	864	2.21%
Males Widowed	216	0.55%
Females Widowed	648	1.66%
Divorced	3,167	8.09%
Males Divorced	1,118	2.86%
Females Divorced	2,049	5.24%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	45	0.1%
Some High School, no diploma	776	2.5%
High School Graduate (or GED)	5,820	19.0%
Some College, no degree	8,411	27.5%
Associate Degree	3,725	12.2%
Bachelor's Degree	8,544	28.0%
Master's Degree	2,571	8.4%
Professional School Degree	478	1.6%
Doctorate Degree	190	0.6%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	156	6.36%
High School Graduate	295	12.02%
Some College or Associate's Degree	1,137	46.31%
Bachelor's Degree or Higher	867	35.31%
Households		
2027 Projection	14,010	
2022 Estimate	12,714	
2010 Census	5,683	
2000 Census	1,256	
Growth 2022 - 2027		10.19%
Growth 2010 - 2022		123.72%
Growth 2000 - 2010		352.47%
2022 Est. Households by Household Type	12,714	
Family Households	11,371	89.44%
Nonfamily Households	1,343	10.56%
2022 Est. Group Quarters Population	0	
2022 Households by Ethnicity, Hispanic/Latino	745	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	12,714	
Income < \$15,000	188	1.48%
Income \$15,000 - \$24,999	171	1.35%
Income \$25,000 - \$34,999	256	2.01%
Income \$35,000 - \$49,999	781	6.14%
Income \$50,000 - \$74,999	1,564	12.30%
Income \$75,000 - \$99,999	2,033	15.99%
Income \$100,000 - \$124,999	1,830	14.39%
Income \$125,000 - \$149,999	1,823	14.34%
Income \$150,000 - \$199,999	2,155	16.95%
Income \$200,000 - \$249,999	1,020	8.03%
Income \$250,000 - \$499,999	714	5.62%
Income \$500,000+	179	1.41%
2022 Est. Average Household Income		\$136,226
2022 Est. Median Household Income		\$118,549
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$120,248
Black or African American Alone		\$32,604
American Indian and Alaska Native Alone		\$126,827
Asian Alone		\$128,317
Native Hawaiian and Other Pacific Islander Alone		\$93,614
Some Other Race Alone		\$71,999
Two or More Races		\$67,683
Hispanic or Latino		\$89,481
Not Hispanic or Latino		\$119,853
2022 Est. Family HH Type by Presence of Own Child.	11,371	
Married-Couple Family, own children	7,260	63.84%
Married-Couple Family, no own children	2,816	24.76%
Male Householder, own children	297	2.61%
Male Householder, no own children	135	1.19%
Female Householder, own children	653	5.74%
Female Householder, no own children	212	1.86%
2022 Est. Households by Household Size	12,714	
1-person	998	7.85%
2-person	2,574	20.24%
3-person	2,200	17.30%
4-person	2,890	22.73%
5-person	2,106	16.56%
6-person	1,248	9.82%
7-or-more-person	698	5.49%
2022 Est. Average Household Size		3.76

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DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	12,714	
Households with 1 or More People under Age 18:	8,628	67.86%
Married-Couple Family	11,101	87.31%
Other Family, Male Householder	489	3.84%
Other Family, Female Householder	1,054	8.29%
Nonfamily, Male Householder	53	0.42%
Nonfamily, Female Householder	17	0.14%
Households with No People under Age 18:	4,086	32.14%
Married-Couple Family	7,906	62.19%
Other Family, Male Householder	315	2.48%
Other Family, Female Householder	463	3.65%
Nonfamily, Male Householder	2,172	17.08%
Nonfamily, Female Householder	1,857	14.61%
2022 Est. Households by Number of Vehicles	12,714	
No Vehicles	62	0.49%
1 Vehicle	2,024	15.92%
2 Vehicles	5,600	44.04%
3 Vehicles	3,183	25.04%
4 Vehicles	1,117	8.79%
5 or more Vehicles	728	5.73%
2022 Est. Average Number of Vehicles		2.5
Family Households		
2027 Projection	12,530	
2022 Estimate	11,371	
2010 Census	5,087	
2000 Census	1,142	
Growth 2022 - 2027		10.19%
Growth 2010 - 2022		123.54%
Growth 2000 - 2010		345.45%
2022 Est. Families by Poverty Status	11,371	
2022 Families at or Above Poverty	11,171	98.24%
2022 Families at or Above Poverty with Children	7,946	69.88%
2022 Families Below Poverty	200	1.76%
2022 Families Below Poverty with Children	166	1.46%
2022 Est. Pop 16+ by Employment Status	38,222	
Civilian Labor Force, Employed	28,580	74.77%
Civilian Labor Force, Unemployed	798	2.09%
Armed Forces	68	0.18%
Not in Labor Force	8,777	22.96%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	28,647	
For-Profit Private Workers	20,036	69.94%
Non-Profit Private Workers	1,984	6.93%
Local Government Workers	468	1.64%
State Government Workers	1,170	4.09%
Federal Government Workers	1,915	6.69%
Self-Employed Workers	2,998	10.47%
Unpaid Family Workers	75	0.26%
2022 Est. Civ. Employed Pop 16+ by Occupation	28,647	
Architect/Engineer	773	2.70%
Arts/Entertainment/Sports	516	1.80%
Building Grounds Maintenance	319	1.11%
Business/Financial Operations	2,177	7.60%
Community/Social Services	426	1.49%
Computer/Mathematical	1,786	6.24%
Construction/Extraction	2,010	7.02%
Education/Training/Library	1,467	5.12%
Farming/Fishing/Forestry	34	0.12%
Food Prep/Serving	814	2.84%
Health Practitioner/Technician	1,745	6.09%
Healthcare Support	541	1.89%
Maintenance Repair	516	1.80%
Legal	331	1.16%
Life/Physical/Social Science	390	1.36%
Management	4,430	15.46%
Office/Admin. Support	3,568	12.46%
Production	740	2.58%
Protective Services	773	2.70%
Sales/Related	3,047	10.64%
Personal Care/Service	940	3.28%
Transportation/Moving	1,306	4.56%
2022 Est. Pop 16+ by Occupation Classification	28,647	
White Collar	20,655	72.10%
Blue Collar	4,572	15.96%
Service and Farm	3,420	11.94%
2022 Est. Workers Age 16+ by Transp. to Work	28,647	
Drove Alone	22,366	78.07%
Car Pooled	2,479	8.65%
Public Transportation	588	2.05%
Walked	249	0.87%
Bicycle	48	0.17%
Other Means	237	0.83%
Worked at Home	2,681	9.36%

Community • Demographic Profile

Herriman City, Utah

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,109	15.82%
15 - 29 Minutes	8,495	32.72%
30 - 44 Minutes	8,222	31.66%
45 - 59 Minutes	3,448	13.28%
60 or more Minutes	1,692	6.52%
2022 Est. Avg Travel Time to Work in Minutes		32
2022 Est. Occupied Housing Units by Tenure	12,714	
Owner Occupied	10,793	84.89%
Renter Occupied	1,921	15.11%
2022 Owner Occ. HUs: Avg. Length of Residence		9.1 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		3.8 [†]
2022 Est. Owner-Occupied Housing Units by Value	12,714	
Value Less than \$20,000	121	0.95%
Value \$20,000 - \$39,999	136	1.07%
Value \$40,000 - \$59,999	0	0.00%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	0	0.00%
Value \$100,000 - \$149,999	5	0.04%
Value \$150,000 - \$199,999	14	0.11%
Value \$200,000 - \$299,999	577	4.54%
Value \$300,000 - \$399,999	2,159	16.98%
Value \$400,000 - \$499,999	3,189	25.08%
Value \$500,000 - \$749,999	4,688	36.88%
Value \$750,000 - \$999,999	1,523	11.98%
Value \$1,000,000 or \$1,499,999	247	1.94%
Value \$1,500,000 or \$1,999,999	18	0.14%
Value \$2,000,000+	38	0.30%
2022 Est. Median All Owner-Occupied Housing Value		\$505,849
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	9,014	70.90%
1 Unit Attached	1,989	15.65%
2 Units	87	0.69%
3 or 4 Units	298	2.34%
5 to 19 Units	316	2.49%
20 to 49 Units	347	2.73%
50 or More Units	326	2.57%
Mobile Home or Trailer	336	2.64%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,780	37.60%
Housing Units Built 2010 to 2014	1,732	13.62%
Housing Units Built 2000 to 2009	4,928	38.76%
Housing Units Built 1990 to 1999	900	7.08%
Housing Units Built 1980 to 1989	101	0.79%
Housing Units Built 1970 to 1979	98	0.77%
Housing Units Built 1960 to 1969	53	0.42%
Housing Units Built 1950 to 1959	7	0.05%
Housing Units Built 1940 to 1949	0	0.00%
Housing Unit Built 1939 or Earlier	115	0.91%
2022 Est. Median Year Structure Built		2010

[†] 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.



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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