



The**Retail**Coach.®

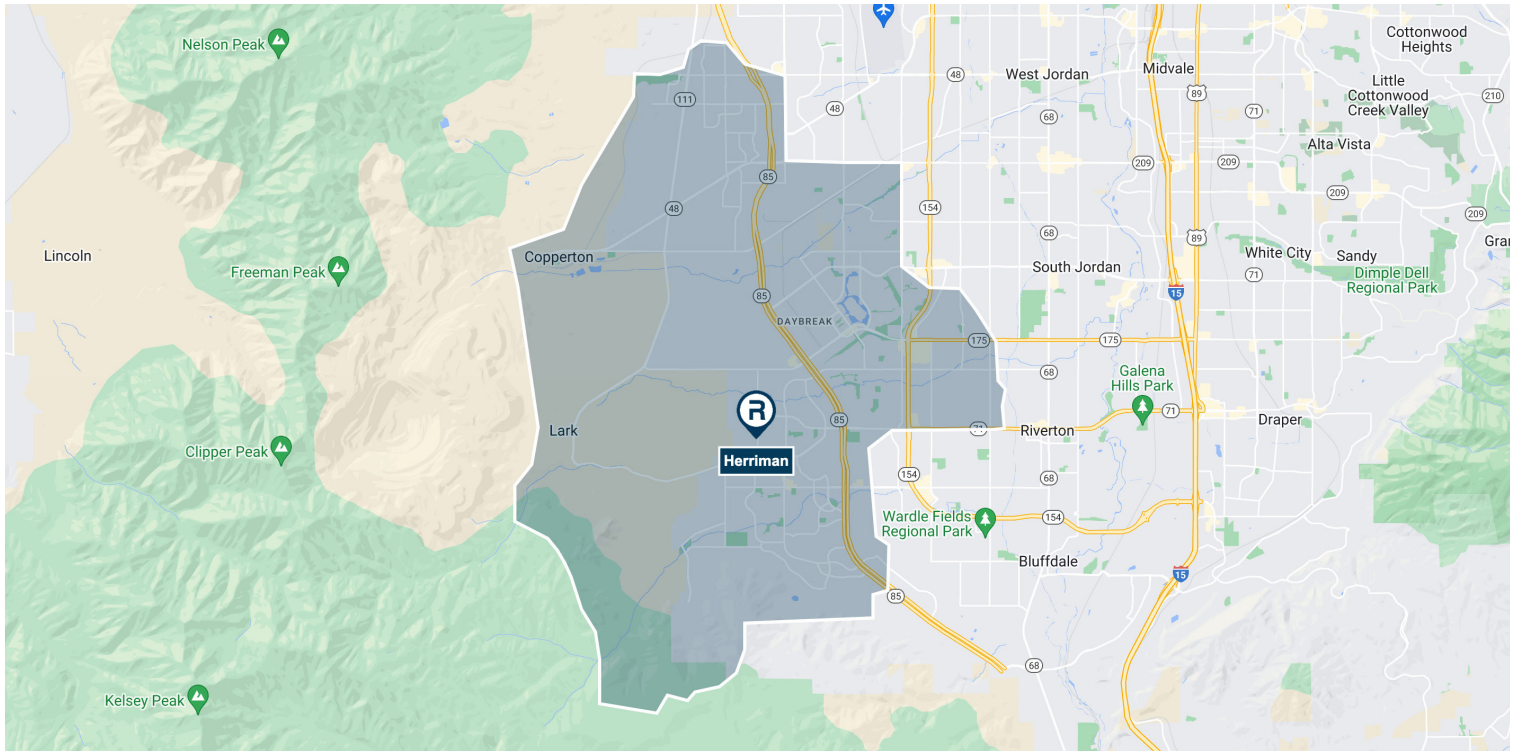
# Retail Trade Area Demographic Profile

HERRIMAN CITY, UTAH

Prepared for Herriman City, Utah  
November 2022

# Retail Trade Area • Demographic Snapshot

## Herriman City, Utah



### Population

2010	74,531
2022	117,263
2027	128,200

### Educational Attainment (%)

Graduate or Professional Degree	11.75%
Bachelors Degree	27.56%
Associate Degree	11.73%
Some College	26.10%
High School Graduate (GED)	19.32%
Some High School, No Degree	2.95%
Less than 9th Grade	0.60%

### Income

Average HH	\$140,777
Median HH	\$116,872
Per Capita	\$38,540

### Age

0 - 9 Years	22.72%
10 - 17 Years	13.59%
18 - 24 Years	10.01%
25 - 34 Years	14.66%
35 - 44 Years	13.43%
45 - 54 Years	12.75%
55 - 64 Years	7.14%
65 and Older	5.70%
Median Age	27.51
Average Age	29.67

### Race Distribution (%)

White	85.80%
Black/African American	1.13%
American Indian/Alaskan	0.34%
Asian	4.00%
Native Hawaiian/Islander	1.19%
Other Race	3.27%
Two or More Races	4.29%
Hispanic	11.05%



**Herriman City, Utah**  
 5355 West Herriman Main Street  
 Herriman, Utah 84096  
 Phone 801.446.5323  
[www.HerrimanRising.org](http://www.HerrimanRising.org)

**Sandra Llewellyn**  
 Economic Development Coordinator  
 Phone 801.446.5323  
 Direct 801.727.0950  
[sllewellyn@herriman.org](mailto:sllewellyn@herriman.org)

**Tami Moody**  
 Assistant City Manager  
 Phone 801.446.5323  
 Direct 801.727.0932  
 Cell 385.312.4212  
[tmood@herriman.org](mailto:tmood@herriman.org)

**Aaron Farmer**  
 The Retail Coach, LLC  
 President  
 Office 662.844.2155  
 Cell 662.231.0608  
[AFarmer@theretailcoach.net](mailto:AFarmer@theretailcoach.net)  
[www.TheRetailCoach.net](http://www.TheRetailCoach.net)



# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>Population</b>		
2027 Projection	128,200	
2022 Estimate	117,263	
2010 Census	74,531	
2000 Census	24,529	
Growth 2022 - 2027		9.33%
Growth 2010 - 2022		57.34%
Growth 2000 - 2010		203.85%
<b>2022 Est. Population by Single-Classification Race</b>	<b>117,263</b>	
White Alone	100,607	85.80%
Black or African American Alone	1,326	1.13%
Amer. Indian and Alaska Native Alone	393	0.34%
Asian Alone	4,687	4.00%
Native Hawaiian and Other Pacific Island Alone	1,395	1.19%
Some Other Race Alone	3,829	3.27%
Two or More Races	5,026	4.29%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>117,263</b>	
Not Hispanic or Latino	104,304	88.95%
Hispanic or Latino	12,959	11.05%
Mexican	7,738	59.71%
Puerto Rican	462	3.56%
Cuban	94	0.73%
All Other Hispanic or Latino	4,665	36.00%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>12,959</b>	
White Alone	7,642	58.97%
Black or African American Alone	127	0.98%
American Indian and Alaska Native Alone	117	0.90%
Asian Alone	52	0.40%
Native Hawaiian and Other Pacific Islander Alone	22	0.17%
Some Other Race Alone	3,711	28.64%
Two or More Races	1,288	9.94%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>4,687</b>	
Chinese, except Taiwanese	1,293	27.59%
Filipino	637	13.59%
Japanese	150	3.20%
Asian Indian	643	13.72%
Korean	413	8.81%
Vietnamese	457	9.75%
Cambodian	4	0.09%
Hmong	0	0.00%
Laotian	426	9.09%
Thai	263	5.61%
All Other Asian Races Including 2+ Category	401	8.56%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>117,263</b>	
Arab	4	0.00%
Czech	138	0.12%
Danish	4,032	3.44%
Dutch	1,644	1.40%
English	21,870	18.65%
French (except Basque)	2,133	1.82%
French Canadian	190	0.16%
German	9,092	7.75%
Greek	446	0.38%
Hungarian	36	0.03%
Irish	4,366	3.72%
Italian	2,709	2.31%
Lithuanian	8	0.01%
United States or American	4,716	4.02%
Norwegian	2,562	2.18%
Polish	405	0.35%
Portuguese	260	0.22%
Russian	302	0.26%
Scottish	4,512	3.85%
Scotch-Irish	861	0.73%
Slovak	26	0.02%
Subsaharan African	113	0.10%
Swedish	2,795	2.38%
Swiss	1,646	1.40%
Ukrainian	148	0.13%
Welsh	1,564	1.33%
West Indian (except Hisp. groups)	27	0.02%
Other ancestries	31,630	26.97%
Ancestry Unclassified	19,030	16.23%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	90,315	88.36%
Speak Asian/Pacific Island Language at Home	2,670	2.61%
Speak IndoEuropean Language at Home	1,714	1.68%
Speak Spanish at Home	7,414	7.25%
Speak Other Language at Home	94	0.09%

# Retail Trade Area • Demographic Profile

Herriman City, Utah

DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>117,263</b>	
Age 0 - 4	15,056	12.84%
Age 5 - 9	11,582	9.88%
Age 10 - 14	10,291	8.78%
Age 15 - 17	5,647	4.82%
Age 18 - 20	5,075	4.33%
Age 21 - 24	6,666	5.68%
Age 25 - 34	17,186	14.66%
Age 35 - 44	15,751	13.43%
Age 45 - 54	14,950	12.75%
Age 55 - 64	8,373	7.14%
Age 65 - 74	4,664	3.98%
Age 75 - 84	1,698	1.45%
Age 85 and over	325	0.28%
Age 16 and over	78,482	66.93%
Age 18 and over	74,688	63.69%
Age 21 and over	69,613	59.37%
Age 65 and over	6,687	5.70%
2022 Est. Median Age		27.51
2022 Est. Average Age		29.67
<b>2022 Est. Population by Sex</b>	<b>117,263</b>	
Male	58,527	49.91%
Female	58,736	50.09%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>58,527</b>	
Age 0 - 4	7,782	13.30%
Age 5 - 9	5,834	9.97%
Age 10 - 14	5,229	8.93%
Age 15 - 17	2,917	4.98%
Age 18 - 20	2,649	4.53%
Age 21 - 24	3,404	5.82%
Age 25 - 34	8,246	14.09%
Age 35 - 44	7,698	13.15%
Age 45 - 54	7,443	12.72%
Age 55 - 64	4,190	7.16%
Age 65 - 74	2,226	3.80%
Age 75 - 84	776	1.33%
Age 85 and over	133	0.23%
2022 Est. Median Age, Male		26.72
2022 Est. Average Age, Male		29.23
<b>2022 Est. Female Population by Age</b>	<b>58,736</b>	
Age 0 - 4	7,274	12.38%
Age 5 - 9	5,748	9.79%
Age 10 - 14	5,062	8.62%
Age 15 - 17	2,730	4.65%
Age 18 - 20	2,426	4.13%
Age 21 - 24	3,262	5.55%
Age 25 - 34	8,940	15.22%
Age 35 - 44	8,053	13.71%
Age 45 - 54	7,508	12.78%
Age 55 - 64	4,182	7.12%
Age 65 - 74	2,438	4.15%
Age 75 - 84	922	1.57%
Age 85 and over	193	0.33%
2022 Est. Median Age, Female		28.25
2022 Est. Average Age, Female		30.09

# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	21,440	26.69%
Males, Never Married	11,064	13.77%
Females, Never Married	10,376	12.92%
Married, Spouse present	48,417	60.27%
Married, Spouse absent	2,404	2.99%
Widowed	1,443	1.80%
Males Widowed	415	0.52%
Females Widowed	1,028	1.28%
Divorced	6,630	8.25%
Males Divorced	2,620	3.26%
Females Divorced	4,010	4.99%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	375	0.60%
Some High School, no diploma	1,858	2.95%
High School Graduate (or GED)	12,164	19.32%
Some College, no degree	16,427	26.10%
Associate Degree	7,383	11.73%
Bachelor's Degree	17,346	27.56%
Master's Degree	5,854	9.30%
Professional School Degree	1,060	1.68%
Doctorate Degree	480	0.76%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	836	13.66%
High School Graduate	1,511	24.69%
Some College or Associate's Degree	2,083	34.04%
Bachelor's Degree or Higher	1,690	27.62%
<b>Households</b>		
2027 Projection	35,128	
2022 Estimate	32,035	
2010 Census	20,007	
2000 Census	6,478	
Growth 2022 - 2027		9.66%
Growth 2010 - 2022		60.12%
Growth 2000 - 2010		208.84%
<b>2022 Est. Households by Household Type</b>	<b>32,035</b>	
Family Households	28,521	89.03%
Nonfamily Households	3,514	10.97%
2022 Est. Group Quarters Population	246	
2022 Households by Ethnicity, Hispanic/Latino	2,967	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>32,035</b>	
Income < \$15,000	428	1.34%
Income \$15,000 - \$24,999	446	1.39%
Income \$25,000 - \$34,999	768	2.40%
Income \$35,000 - \$49,999	1,685	5.26%
Income \$50,000 - \$74,999	4,118	12.86%
Income \$75,000 - \$99,999	5,159	16.10%
Income \$100,000 - \$124,999	4,965	15.50%
Income \$125,000 - \$149,999	4,191	13.08%
Income \$150,000 - \$199,999	4,867	15.19%
Income \$200,000 - \$249,999	2,610	8.15%
Income \$250,000 - \$499,999	2,094	6.54%
Income \$500,000+	703	2.19%
2022 Est. Average Household Income		\$140,777
2022 Est. Median Household Income		\$116,872
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$117,998
Black or African American Alone		\$73,100
American Indian and Alaska Native Alone		\$109,980
Asian Alone		\$137,607
Native Hawaiian and Other Pacific Islander Alone		\$84,499
Some Other Race Alone		\$73,250
Two or More Races		\$85,811
Hispanic or Latino		\$93,320
Not Hispanic or Latino		\$118,722
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>28,521</b>	
Married-Couple Family, own children	17,297	60.65%
Married-Couple Family, no own children	7,525	26.38%
Male Householder, own children	736	2.58%
Male Householder, no own children	392	1.37%
Female Householder, own children	1,827	6.41%
Female Householder, no own children	742	2.60%
<b>2022 Est. Households by Household Size</b>	<b>32,035</b>	
1-person	2,685	8.38%
2-person	6,699	20.91%
3-person	5,533	17.27%
4-person	6,966	21.75%
5-person	5,200	16.23%
6-person	3,114	9.72%
7-or-more-person	1,837	5.73%
2022 Est. Average Household Size		3.73

# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>32,035</b>	
Households with 1 or More People under Age 18:	20,972	65.47%
Married-Couple Family	17,997	85.81%
Other Family, Male Householder	833	3.97%
Other Family, Female Householder	2,036	9.71%
Nonfamily, Male Householder	91	0.43%
Nonfamily, Female Householder	16	0.08%
<b>Households with No People under Age 18:</b>	<b>11,063</b>	
Married-Couple Family	6,824	61.68%
Other Family, Male Householder	297	2.69%
Other Family, Female Householder	534	4.83%
Nonfamily, Male Householder	1,799	16.26%
Nonfamily, Female Householder	1,608	14.54%
<b>2022 Est. Households by Number of Vehicles</b>	<b>32,035</b>	
No Vehicles	397	1.24%
1 Vehicle	5,378	16.79%
2 Vehicles	14,141	44.14%
3 Vehicles	7,489	23.38%
4 Vehicles	2,681	8.37%
5 or more Vehicles	1,949	6.08%
2022 Est. Average Number of Vehicles		2.5
<b>Family Households</b>		
2027 Projection	31,271	
2022 Estimate	28,521	
2010 Census	17,839	
2000 Census	5,949	
Growth 2022 - 2027		9.64%
Growth 2010 - 2022		59.88%
Growth 2000 - 2010		199.87%
<b>2022 Est. Families by Poverty Status</b>	<b>28,521</b>	
2022 Families at or Above Poverty	28,056	98.37%
2022 Families at or Above Poverty with Children	18,956	66.46%
2022 Families Below Poverty	464	1.63%
2022 Families Below Poverty with Children	314	1.10%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	58,781	74.90%
Civilian Labor Force, Unemployed	1,410	1.80%
Armed Forces	162	0.21%
Not in Labor Force	18,129	23.10%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>58,626</b>	
For-Profit Private Workers	41,165	70.22%
Non-Profit Private Workers	3,460	5.90%
Local Government Workers	1,471	2.51%
State Government Workers	2,702	4.61%
Federal Government Workers	3,969	6.77%
Self-Employed Workers	5,752	9.81%
Unpaid Family Workers	107	0.18%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>58,626</b>	
Architect/Engineer	1,536	2.62%
Arts/Entertainment/Sports	1,061	1.81%
Building Grounds Maintenance	973	1.66%
Business/Financial Operations	4,619	7.88%
Community/Social Services	579	0.99%
Computer/Mathematical	3,734	6.37%
Construction/Extraction	3,069	5.24%
Education/Training/Library	3,181	5.43%
Farming/Fishing/Forestry	35	0.06%
Food Prep/Serving	1,938	3.31%
Health Practitioner/Technician	3,313	5.65%
Healthcare Support	1,000	1.71%
Maintenance Repair	1,265	2.16%
Legal	451	0.77%
Life/Physical/Social Science	717	1.22%
Management	8,980	15.32%
Office/Admin. Support	7,386	12.60%
Production	2,178	3.71%
Protective Services	1,363	2.33%
Sales/Related	5,976	10.19%
Personal Care/Service	1,713	2.92%
Transportation/Moving	3,560	6.07%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>58,626</b>	
White Collar	41,532	70.84%
Blue Collar	10,072	17.18%
Service and Farm	7,022	11.98%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>59,411</b>	
Drove Alone	46,188	77.74%
Car Pooled	5,584	9.40%
Public Transportation	1,393	2.35%
Walked	576	0.97%
Bicycle	190	0.32%
Other Means	430	0.72%
Worked at Home	5,051	8.50%



# Retail Trade Area • Demographic Profile

## Herriman City, Utah

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	9,726	
15 - 29 Minutes	19,255	
30 - 44 Minutes	16,849	
45 - 59 Minutes	5,668	
60 or more Minutes	2,956	
2022 Est. Avg Travel Time to Work in Minutes		30
2022 Est. Occupied Housing Units by Tenure	32,035	
Owner Occupied	27,064	84.48%
Renter Occupied	4,971	15.52%
2022 Owner Occ. HUs: Avg. Length of Residence		9.86 <sup>†</sup>
2022 Renter Occ. HUs: Avg. Length of Residence		4.50 <sup>†</sup>
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>32,035</b>	
Value Less than \$20,000	125	0.46%
Value \$20,000 - \$39,999	174	0.64%
Value \$40,000 - \$59,999	7	0.03%
Value \$60,000 - \$79,999	0	0.00%
Value \$80,000 - \$99,999	1	0.00%
Value \$100,000 - \$149,999	8	0.03%
Value \$150,000 - \$199,999	44	0.16%
Value \$200,000 - \$299,999	1,166	4.31%
Value \$300,000 - \$399,999	5,092	18.82%
Value \$400,000 - \$499,999	7,213	26.65%
Value \$500,000 - \$749,999	9,563	35.34%
Value \$750,000 - \$999,999	3,068	11.34%
Value \$1,000,000 or \$1,499,999	535	1.98%
Value \$1,500,000 or \$1,999,999	48	0.18%
Value \$2,000,000+	19	0.07%
2022 Est. Median All Owner-Occupied Housing Value		\$495,586
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	25,086	74.64%
1 Unit Attached	3,662	10.90%
2 Units	196	0.58%
3 or 4 Units	487	1.45%
5 to 19 Units	1,378	4.10%
20 to 49 Units	1,432	4.26%
50 or More Units	876	2.61%
Mobile Home or Trailer	494	1.47%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	9,366	27.87%
Housing Units Built 2010 to 2014	4,733	14.08%
Housing Units Built 2000 to 2009	14,058	41.83%
Housing Units Built 1990 to 1999	3,638	10.82%
Housing Units Built 1980 to 1989	558	1.66%
Housing Units Built 1970 to 1979	783	2.33%
Housing Units Built 1960 to 1969	122	0.36%
Housing Units Built 1950 to 1959	107	0.32%
Housing Units Built 1940 to 1949	33	0.10%
Housing Unit Built 1939 or Earlier	214	0.64%
2022 Est. Median Year Structure Built		2008

<sup>†</sup> 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.

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