



# Demographic and Income Profile

Prepared by EG

10803 N Alpine Hwy  
Highland, UT 84003

Site Type: Radius

Latitude: 40.428405  
Longitude: -111.785725  
Radius: 1.0 mile

Summary	2000	2006	2011
Population	4,776	6,933	9,154
Households	1,066	1,582	2,104
Families	1,012	1,488	1,971
Average Household Size	4.48	4.38	4.35
Owner Occupied HUs	1,005	1,481	1,967
Renter Occupied HUs	61	101	136
Median Age	20.8	22.9	23.6

Trends: 2006-2011 Annual Rate	Area	State	National
Population	5.72%	2.37%	1.30%
Households	5.87%	2.4%	1.33%
Families	5.78%	2.32%	1.08%
Owner HHs	5.84%	2.53%	1.41%
Median Household Income	4.5%	3.43%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	30	2.9%	36	2.3%	38	1.8%
\$15,000 - \$24,999	34	3.3%	63	4.0%	44	2.1%
\$25,000 - \$34,999	51	5.0%	31	2.0%	55	2.6%
\$35,000 - \$49,999	121	11.9%	127	8.0%	99	4.7%
\$50,000 - \$74,999	221	21.6%	258	16.3%	227	10.8%
\$75,000 - \$99,999	219	21.4%	279	17.6%	314	14.9%
\$100,000 - \$149,999	188	18.4%	416	26.3%	572	27.2%
\$150,000 - \$199,000	113	11.1%	149	9.4%	330	15.7%
\$200,000+	44	4.3%	223	14.1%	424	20.2%
Median Household Income	\$79,505		\$99,640		\$124,168	
Average Household Income	\$89,818		\$120,533		\$155,817	
Per Capita Income	\$19,307		\$27,491		\$35,776	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	425	8.9%	682	9.8%	920	10.1%
5 - 9	599	12.5%	865	12.5%	1,138	12.4%
10 - 14	705	14.8%	939	13.5%	1,303	14.2%
15 - 19	616	12.9%	734	10.6%	892	9.7%
20 - 24	293	6.1%	433	6.2%	450	4.9%
25 - 34	390	8.2%	708	10.2%	1,016	11.1%
35 - 44	720	15.1%	956	13.8%	1,318	14.4%
45 - 54	566	11.8%	883	12.7%	1,108	12.1%
55 - 64	245	5.1%	422	6.1%	616	6.7%
65 - 74	141	3.0%	196	2.8%	249	2.7%
75 - 84	69	1.4%	98	1.4%	117	1.3%
85+	10	0.2%	19	0.3%	27	0.3%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,662	97.7%	6,735	97.1%	8,852	96.7%
Black Alone	6	0.1%	10	0.1%	14	0.2%
American Indian Alone	9	0.2%	14	0.2%	20	0.2%
Asian Alone	10	0.2%	21	0.3%	34	0.4%
Pacific Islander Alone	5	0.1%	10	0.1%	15	0.2%
Some Other Race Alone	33	0.7%	66	1.0%	109	1.2%
Two or More Races	49	1.0%	77	1.1%	110	1.2%
Hispanic Origin (Any Race)	92	1.9%	177	2.6%	285	3.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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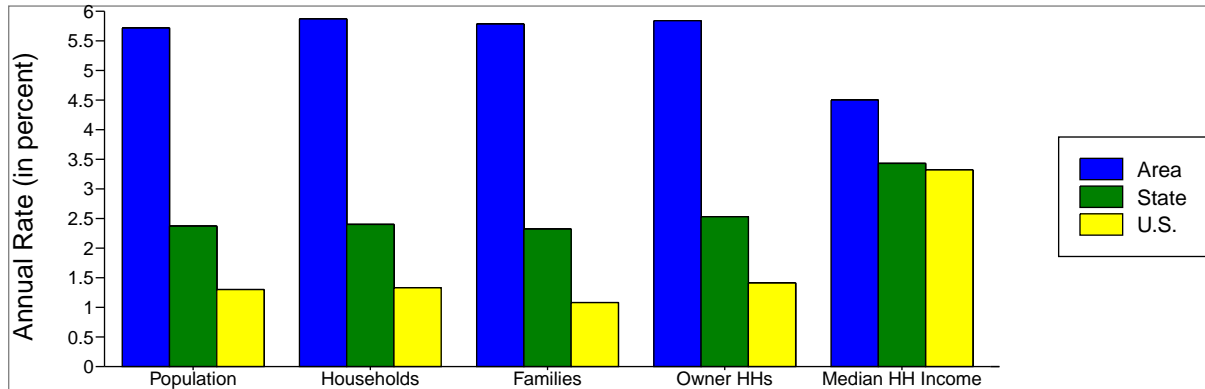
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10803 N Alpine Hwy  
Highland, UT 84003

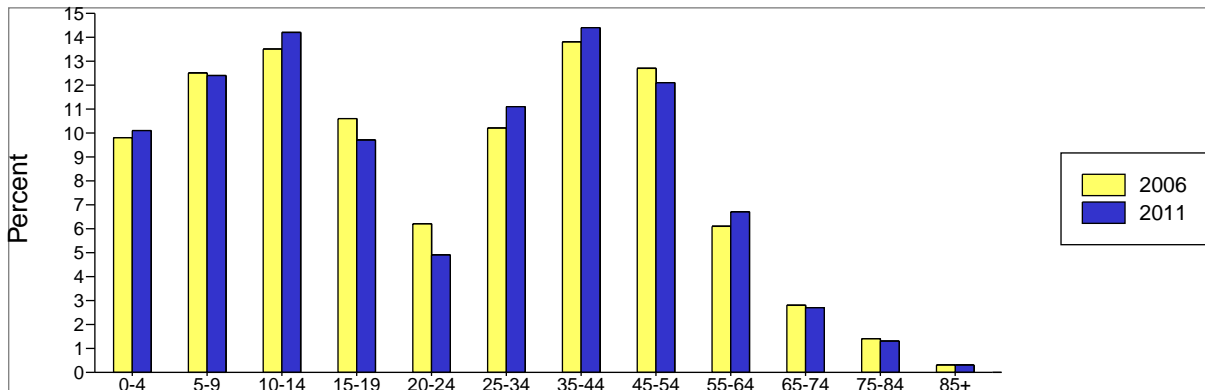
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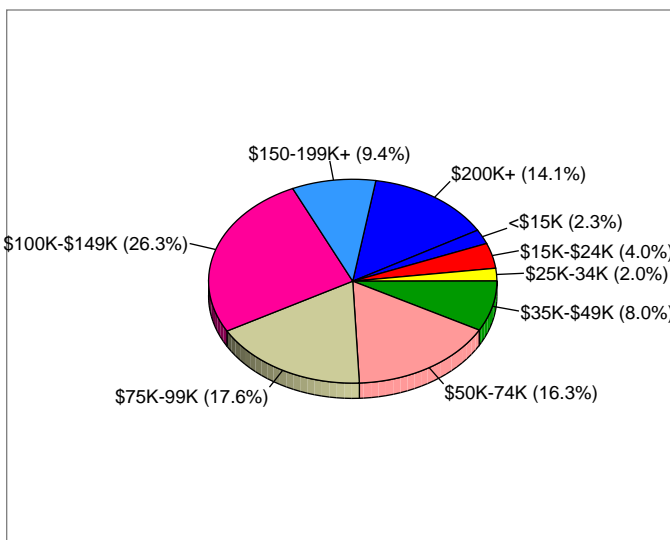
Trends 2006-2011



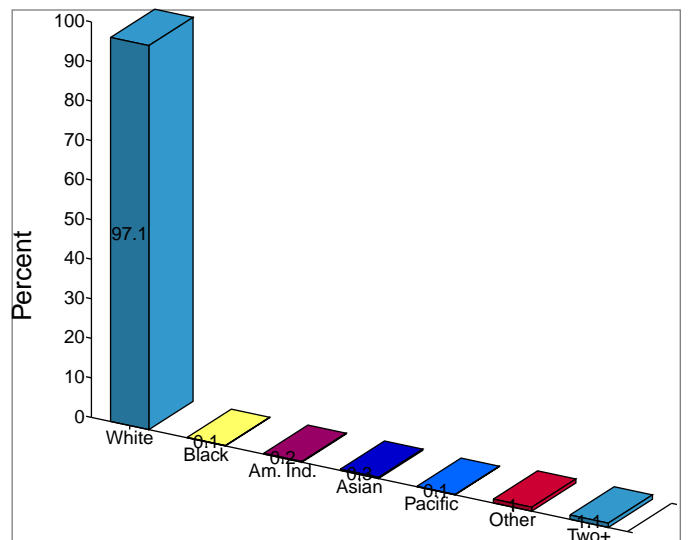
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 2.6%



# Demographic and Income Profile

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10803 N Alpine Hwy  
Highland, UT 84003

Site Type: Radius

Latitude: 40.428405  
Longitude: -111.785725  
Radius: 3.0 mile

Summary	2000	2006	2011
Population	30,548	46,430	61,325
Households	7,073	10,942	14,539
Families	6,613	10,149	13,443
Average Household Size	4.28	4.22	4.20
Owner Occupied HUs	6,496	9,987	13,277
Renter Occupied HUs	577	955	1,262
Median Age	22.4	23.9	25.2

Trends: 2006-2011 Annual Rate	Area	State	National
Population	5.72%	2.37%	1.30%
Households	5.85%	2.4%	1.33%
Families	5.78%	2.32%	1.08%
Owner HHs	5.86%	2.53%	1.41%
Median Household Income	4.62%	3.43%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	220	3.1%	245	2.2%	248	1.7%
\$15,000 - \$24,999	295	4.2%	335	3.1%	258	1.8%
\$25,000 - \$34,999	444	6.3%	387	3.5%	365	2.5%
\$35,000 - \$49,999	999	14.3%	911	8.3%	877	6.0%
\$50,000 - \$74,999	1,959	27.9%	2,271	20.8%	1,929	13.3%
\$75,000 - \$99,999	1,359	19.4%	2,150	19.6%	2,618	18.0%
\$100,000 - \$149,999	1,033	14.7%	2,695	24.6%	3,741	25.7%
\$150,000 - \$199,000	422	6.0%	892	8.2%	2,279	15.7%
\$200,000+	279	4.0%	1,056	9.7%	2,222	15.3%
Median Household Income	\$68,668		\$88,333		\$110,735	
Average Household Income	\$81,291		\$111,205		\$144,537	
Per Capita Income	\$18,775		\$26,355		\$34,391	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,329	10.9%	5,655	12.2%	7,706	12.6%
5 - 9	3,841	12.6%	5,504	11.9%	7,406	12.1%
10 - 14	3,864	12.6%	5,360	11.5%	7,055	11.5%
15 - 19	3,373	11.0%	4,286	9.2%	5,219	8.5%
20 - 24	1,828	6.0%	3,057	6.6%	3,113	5.1%
25 - 34	3,488	11.4%	6,155	13.3%	9,343	15.2%
35 - 44	4,479	14.7%	6,198	13.3%	8,103	13.2%
45 - 54	3,082	10.1%	5,015	10.8%	6,405	10.4%
55 - 64	1,681	5.5%	2,977	6.4%	4,196	6.8%
65 - 74	982	3.2%	1,371	3.0%	1,732	2.8%
75 - 84	478	1.6%	657	1.4%	778	1.3%
85+	122	0.4%	195	0.4%	269	0.4%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	29,634	97.0%	44,741	96.4%	58,795	95.9%
Black Alone	53	0.2%	123	0.3%	183	0.3%
American Indian Alone	80	0.3%	134	0.3%	189	0.3%
Asian Alone	151	0.5%	292	0.6%	457	0.7%
Pacific Islander Alone	59	0.2%	102	0.2%	147	0.2%
Some Other Race Alone	185	0.6%	414	0.9%	670	1.1%
Two or More Races	387	1.3%	625	1.3%	884	1.4%
Hispanic Origin (Any Race)	636	2.1%	1,280	2.8%	2,049	3.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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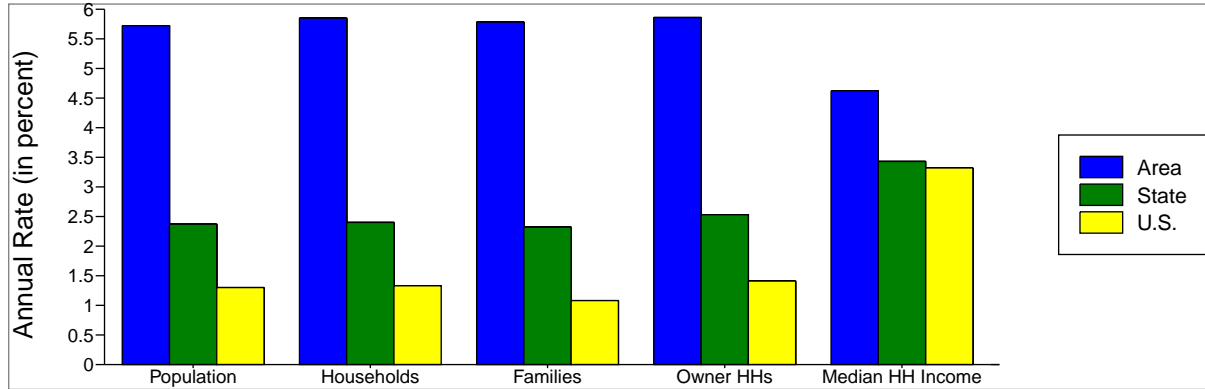
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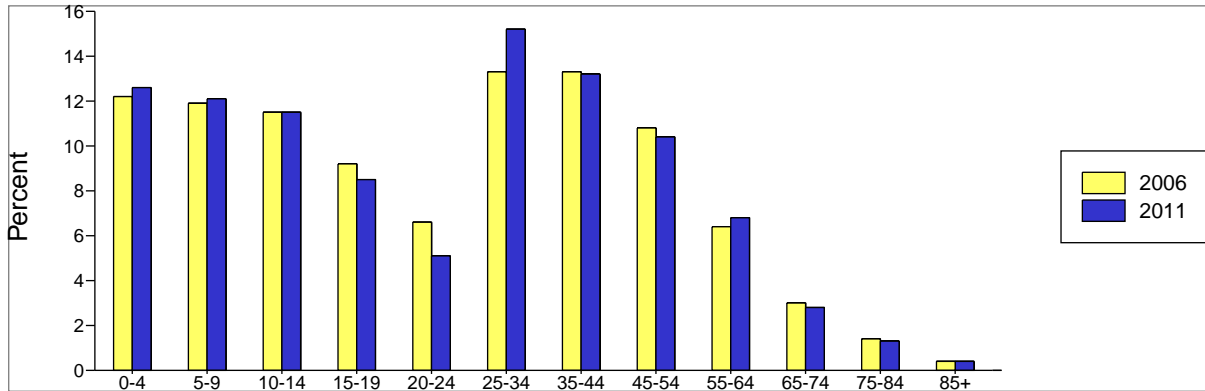
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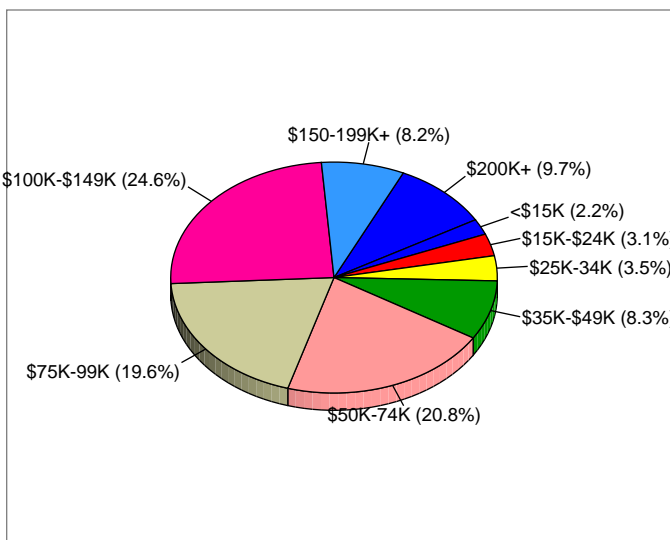
Trends 2006-2011



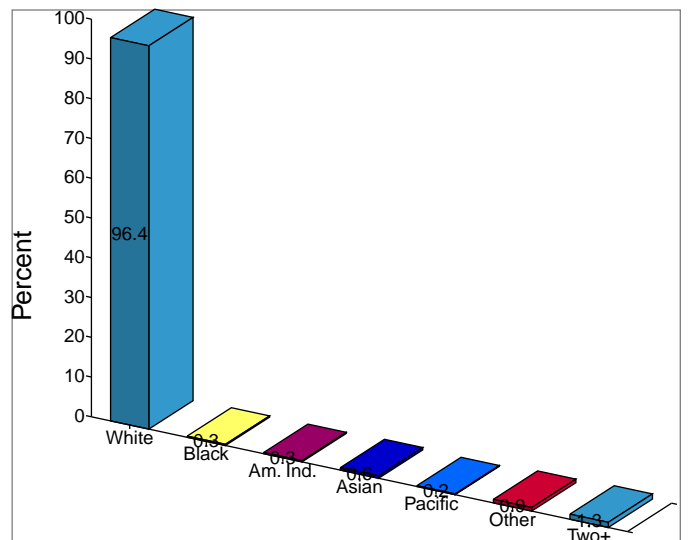
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 2.8%



# Demographic and Income Profile

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10803 N Alpine Hwy  
Highland, UT 84003

Site Type: Radius

Latitude: 40.428405  
Longitude: -111.785725  
Radius: 5.0 mile

Summary	2000	2006	2011
Population	68,914	98,884	128,999
Households	17,511	25,117	32,822
Families	15,700	22,377	29,160
Average Household Size	3.91	3.92	3.92
Owner Occupied HUs	14,509	21,012	27,728
Renter Occupied HUs	3,002	4,106	5,094
Median Age	23.4	25.0	25.8

Trends: 2006-2011 Annual Rate	Area	State	National
Population	5.46%	2.37%	1.30%
Households	5.5%	2.4%	1.33%
Families	5.44%	2.32%	1.08%
Owner HHs	5.7%	2.53%	1.41%
Median Household Income	4.04%	3.43%	3.32%

Households by Income	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,013	5.8%	927	3.7%	906	2.8%
\$15,000 - \$24,999	1,256	7.2%	1,227	4.9%	1,103	3.4%
\$25,000 - \$34,999	1,838	10.5%	1,681	6.7%	1,421	4.3%
\$35,000 - \$49,999	3,081	17.6%	3,021	12.0%	3,240	9.9%
\$50,000 - \$74,999	4,646	26.5%	6,080	24.2%	5,854	17.8%
\$75,000 - \$99,999	2,824	16.1%	4,319	17.2%	6,074	18.5%
\$100,000 - \$149,999	1,859	10.6%	5,125	20.4%	7,330	22.3%
\$150,000 - \$199,000	620	3.5%	1,336	5.3%	3,846	11.7%
\$200,000+	371	2.1%	1,400	5.6%	3,045	9.3%
Median Household Income	\$57,238		\$73,082		\$89,067	
Average Household Income	\$66,940		\$90,558		\$116,088	
Per Capita Income	\$17,150		\$23,104		\$29,635	

Population by Age	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,600	12.5%	13,281	13.4%	17,816	13.8%
5 - 9	8,212	11.9%	11,542	11.7%	15,237	11.8%
10 - 14	7,448	10.8%	10,071	10.2%	13,481	10.5%
15 - 19	6,717	9.7%	7,900	8.0%	9,718	7.5%
20 - 24	5,091	7.4%	6,682	6.8%	6,683	5.2%
25 - 34	9,908	14.4%	16,985	17.2%	23,817	18.5%
35 - 44	9,178	13.3%	12,252	12.4%	16,413	12.7%
45 - 54	6,152	8.9%	9,265	9.4%	11,668	9.0%
55 - 64	3,474	5.0%	5,738	5.8%	7,989	6.2%
65 - 74	2,285	3.3%	2,886	2.9%	3,490	2.7%
75 - 84	1,346	2.0%	1,635	1.7%	1,883	1.5%
85+	502	0.7%	645	0.7%	804	0.6%

Race and Ethnicity	2000		2006		2011	
	Number	Percent	Number	Percent	Number	Percent
White Alone	66,082	95.9%	94,163	95.2%	122,040	94.6%
Black Alone	136	0.2%	251	0.3%	359	0.3%
American Indian Alone	276	0.4%	426	0.4%	593	0.5%
Asian Alone	363	0.5%	650	0.7%	993	0.8%
Pacific Islander Alone	194	0.3%	338	0.3%	491	0.4%
Some Other Race Alone	919	1.3%	1,601	1.6%	2,484	1.9%
Two or More Races	943	1.4%	1,455	1.5%	2,038	1.6%
Hispanic Origin (Any Race)	2,328	3.4%	4,049	4.1%	6,255	4.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



# Demographic and Income Profile

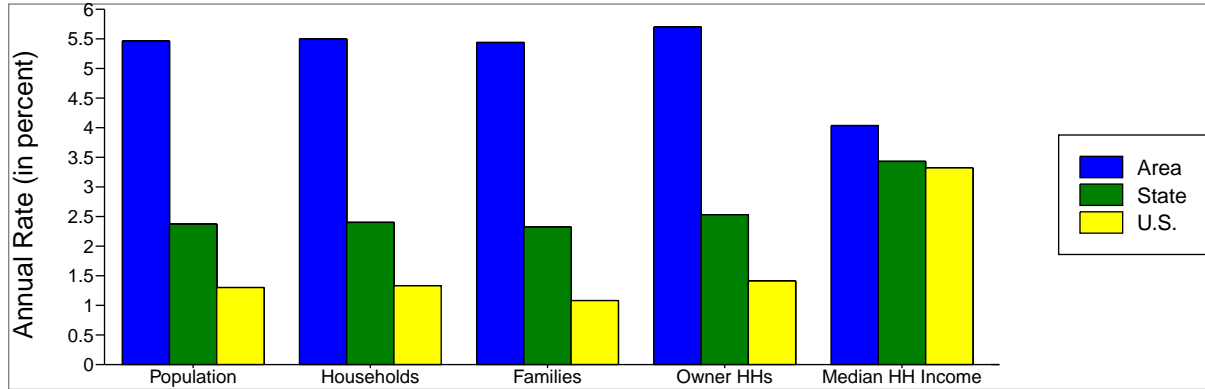
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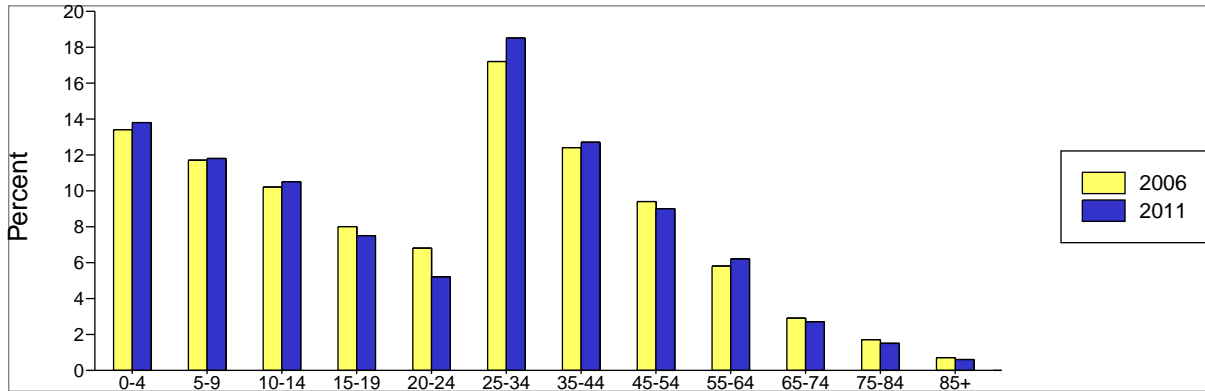
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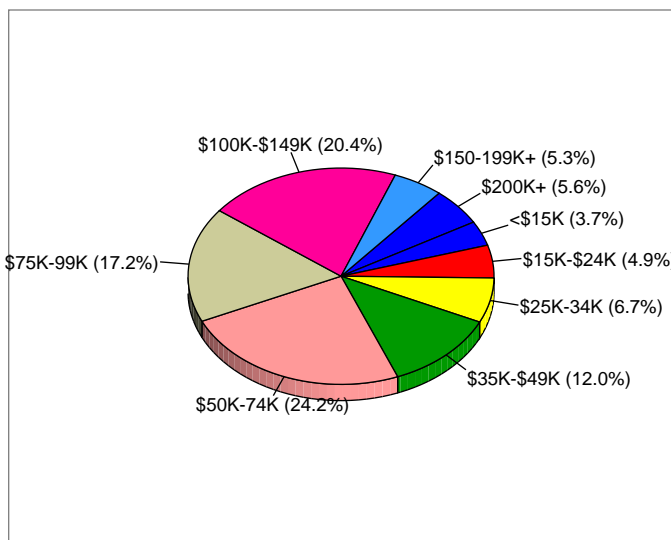
Trends 2006-2011



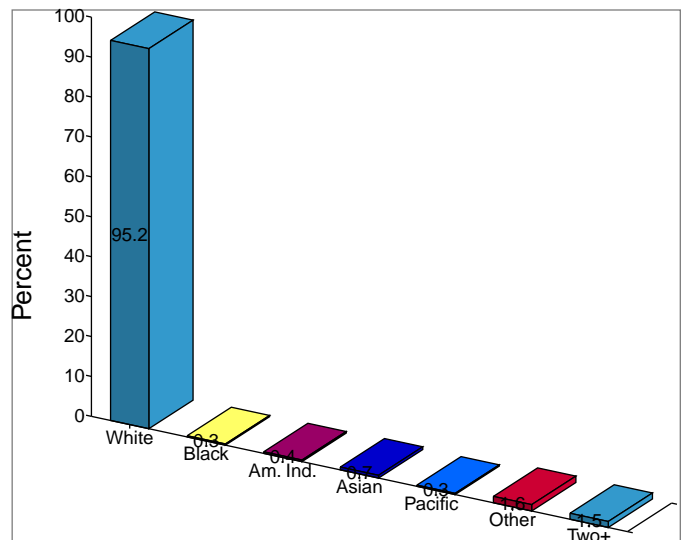
Population by Age



2006 Household Income



2006 Population by Race



2006 Percent Hispanic Origin: 4.1%



Site Type: Radius

10803 N Alpine Hwy  
Highland, UT 84003  
Radius: 1.0 mile

10803 N Alpine Hwy  
Highland, UT 84003  
Radius: 3.0 mile

10803 N Alpine Hwy  
Highland, UT 84003  
Radius: 5.0 mile

## 2006 Population

	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
Total Population	6,933	46,430	98,884
Male Population	50.5%	50.3%	50.0%
Female Population	49.5%	49.7%	50.0%
Median Age	22.9	23.9	25.0

## 2006 Income

	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
Median HH Income	\$99,640	\$88,333	\$73,082
Per Capita Income	\$27,491	\$26,355	\$23,104
Average HH Income	\$120,533	\$111,205	\$90,558

## Households

	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
Total Households	1,582	10,942	25,117
Average Household Size	4.38	4.22	3.92
1990-2000 Annual Rate	7.02%	7.13%	5.52%

## 2006 Housing

	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
Owner Occupied Housing Units	90.0%	88.1%	80.5%
Renter Occupied Housing Units	6.1%	8.4%	15.7%
Vacant Housing Units	3.8%	3.5%	3.7%

## Population

	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
1990 Population	2,693	16,464	40,856
2000 Population	4,776	30,548	68,914
2006 Population	6,933	46,430	98,884
5 Year Projected population	9,154	61,325	128,999
1990-2000 Annual Rate	5.9%	6.38%	5.37%
2000-2006 Annual Rate	6.14%	6.93%	5.95%
2006-2011 Annual Rate	5.72%	5.72%	5.46%

In the identified market area, the current year population is 98,884. In 2000, the Census count in the market area was 68,914. The rate of change since 2000 was 5.95 percent annually. The five-year projection for the population in the market area is 128,999, representing a change of 5.46 percent annually from 2006 to 2011. Currently, the population is 50.0 percent male and 50.0 percent female.

## Households

	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
1990 Census	541	3,552	10,234
2000 Census	1,066	7,073	17,511
Current Year	1,582	10,942	25,117
5 Year Projected	2,104	14,539	32,822
1990-2000 Annual Rate	7.02%	7.13%	5.52%
2000-2006 Annual Rate	6.52%	7.23%	5.94%
2006-2011 Annual Rate	5.87%	5.85%	5.5%

The household count in this market area has changed from 17,511 in 2000 to 25,117 in the current year, a change of 5.94 percent annually. The five-year projection of households is 32,822, a change of 5.5 percent annually from the current year total. Average household size is currently 3.92, compared to 3.91 in the year 2000. The number of families in the current year is 22,377 in the market area.

## Housing

Currently, 80.5 percent of the 26,086 housing units in the market area are owner occupied; 15.7 percent, renter occupied; and 3.7 percent are vacant. In 2000, there were 18,109 housing units— 80.1 percent owner occupied, 16.6 percent renter occupied and 3.3 percent vacant. The rate of change in housing units since 2000 is 6.01 percent. Median home value in the market area is \$217,944, compared to a median home value of \$181,127 for the U.S. In five years, median home value is projected to change by 3.94 percent annually to \$264,348. From 2000 to the current year, median home value changed by 4.16 percent annually.



Site Type: Radius	10803 N Alpine Hwy Highland, UT 84003 Radius: 1.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 3.0 mile	10803 N Alpine Hwy Highland, UT 84003 Radius: 5.0 mile
<b>Median Household Income</b>			
1990 Median HH Income	\$41,098	\$38,219	\$32,239
2000 Median HH Income	\$79,505	\$68,668	\$57,238
Current Year Median HH Income	\$99,640	\$88,333	\$73,082
5Y Projected Median HH Income	\$124,168	\$110,735	\$89,067
1990-2000 Annual Rate	6.82%	6.03%	5.91%
2000-2006 Annual Rate	3.68%	4.11%	3.99%
2006-2011 Annual Rate	4.5%	4.62%	4.04%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$9,596	\$9,791	\$9,203
2000 Per Capita Income	\$19,307	\$18,775	\$17,150
Current Year Per Capita Income	\$27,491	\$26,355	\$23,104
5Y Projected Per Capita Income	\$35,776	\$34,391	\$29,635
1990-2000 Annual Rate	7.24%	6.73%	6.42%
2000-2006 Annual Rate	5.82%	5.58%	4.88%
2006-2011 Annual Rate	5.41%	5.47%	5.1%
<b>Average Household Income</b>			
1990 Average Household Income	\$47,183	\$44,786	\$36,798
2000 Average Household Income	\$89,818	\$81,291	\$66,940
Current Year Average HH Income	\$120,533	\$111,205	\$90,558
5Y Projected Average HH Income	\$155,817	\$144,537	\$116,088
1990-2000 Annual Rate	6.65%	6.14%	6.17%
2000-2006 Annual Rate	4.82%	5.14%	4.95%
2006-2011 Annual Rate	5.27%	5.38%	5.09%

### Households by Income

Current median household income is \$73,082 in the market area, compared to \$51,546 for all U.S. households. Median household income is projected to be \$89,067 in five years. In 2000, median household income was \$57,238, compared to \$32,239 in 1990.

Current average household income is \$90,558 in this market area, compared to \$71,092 for all U.S. households. Average household income is projected to be \$116,088 in five years. In 2000, average household income was \$66,940, compared to \$36,798 in 1990.

Current per capita income is \$23,104 in the market area, compared to the U.S. per capita income of \$27,084. The per capita income is projected to be \$29,635 in five years. In 2000, the per capita income was \$17,150, compared to \$9,203 in 1990.

### Population by Employment

Currently, 96.1 percent of the civilian labor force in the identified market area is employed and 3.9 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.3 percent of the civilian labor force, and unemployment will be 3.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.8 percent, and 6.2 percent will be unemployed. In 2000, 68.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 62.5 percent in white collar jobs (compared to 60.5 percent of U.S. employment)
- 15.3 percent in service jobs (compared to 16.4 percent of U.S. employment)
- 22.1 percent in blue collar jobs (compared to 23.1 percent of U.S. employment)

In 2000, 77.9 percent of the market area population drove alone to work, and 6.3 percent worked at home. The average travel time to work in 2000 was 22.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 7.3 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 20.8 percent were high school graduates only (28.6 percent in the U.S.)
- 9.3 percent had completed an Associate degree (6.3 percent in the U.S.)
- 22.1 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 10.2 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)