



Community Profile

Rings: 1, 3, 5 mile radii

989 S Main St, Heber City, UT 84032, USA

Latitude: 40.4945

Longitude: -111.4133

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	3,575	10,454	13,269
2010 Total Population	5,554	15,739	20,315
2018 Total Population	7,855	21,633	28,269
2018 Group Quarters	64	181	213
2023 Total Population	8,837	23,835	31,610
2018-2023 Annual Rate	2.38%	1.96%	2.26%
2018 Total Daytime Population	8,258	18,297	23,842
Workers	3,827	6,279	7,876
Residents	4,431	12,018	15,966
Household Summary			
2000 Households	1,136	3,198	4,112
2000 Average Household Size	3.08	3.23	3.20
2010 Households	1,634	4,631	6,124
2010 Average Household Size	3.36	3.35	3.28
2018 Households	2,269	6,270	8,404
2018 Average Household Size	3.43	3.42	3.34
2023 Households	2,501	6,778	9,225
2023 Average Household Size	3.51	3.49	3.40
2018-2023 Annual Rate	1.97%	1.57%	1.88%
2010 Families	1,292	3,731	4,928
2010 Average Family Size	3.80	3.76	3.68
2018 Families	1,782	5,036	6,727
2018 Average Family Size	3.92	3.85	3.77
2023 Families	1,965	5,450	7,380
2023 Average Family Size	4.01	3.93	3.85
2018-2023 Annual Rate	1.97%	1.59%	1.87%
Housing Unit Summary			
2000 Housing Units	1,213	3,468	4,775
Owner Occupied Housing Units	67.5%	72.6%	68.6%
Renter Occupied Housing Units	26.2%	19.6%	17.5%
Vacant Housing Units	6.3%	7.8%	13.9%
2010 Housing Units	1,773	5,116	7,347
Owner Occupied Housing Units	63.4%	67.7%	63.3%
Renter Occupied Housing Units	28.8%	22.8%	20.1%
Vacant Housing Units	7.8%	9.5%	16.6%
2018 Housing Units	2,489	7,097	10,633
Owner Occupied Housing Units	65.7%	67.0%	59.4%
Renter Occupied Housing Units	25.5%	21.4%	19.7%
Vacant Housing Units	8.8%	11.7%	21.0%
2023 Housing Units	2,615	7,690	11,572
Owner Occupied Housing Units	70.4%	68.1%	61.2%
Renter Occupied Housing Units	25.2%	20.1%	18.6%
Vacant Housing Units	4.4%	11.9%	20.3%
Median Household Income			
2018	\$60,378	\$68,666	\$73,941
2023	\$67,782	\$75,503	\$79,106
Median Home Value			
2018	\$318,638	\$344,339	\$373,493
2023	\$335,628	\$369,054	\$399,107
Per Capita Income			
2018	\$21,855	\$27,068	\$31,095
2023	\$24,251	\$29,365	\$33,660
Median Age			
2010	28.0	29.9	30.9
2018	28.6	30.4	31.8
2023	27.6	30.2	31.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Households by Income			
Household Income Base	2,269	6,270	8,404
<\$15,000	6.7%	5.8%	5.8%
\$15,000 - \$24,999	9.2%	7.1%	6.6%
\$25,000 - \$34,999	6.9%	6.0%	5.4%
\$35,000 - \$49,999	14.6%	12.8%	11.7%
\$50,000 - \$74,999	24.1%	22.5%	21.0%
\$75,000 - \$99,999	20.0%	17.1%	16.4%
\$100,000 - \$149,999	11.5%	15.4%	15.2%
\$150,000 - \$199,999	4.3%	5.6%	6.5%
\$200,000+	2.8%	7.8%	11.3%
Average Household Income	\$73,559	\$91,636	\$102,808
2023 Households by Income			
Household Income Base	2,501	6,778	9,225
<\$15,000	5.6%	4.8%	4.8%
\$15,000 - \$24,999	7.5%	5.8%	5.3%
\$25,000 - \$34,999	5.2%	4.6%	4.2%
\$35,000 - \$49,999	10.8%	9.6%	8.9%
\$50,000 - \$74,999	26.5%	24.7%	22.9%
\$75,000 - \$99,999	22.8%	19.1%	18.0%
\$100,000 - \$149,999	13.4%	16.8%	16.5%
\$150,000 - \$199,999	4.8%	6.0%	7.0%
\$200,000+	3.5%	8.6%	12.4%
Average Household Income	\$83,421	\$101,453	\$113,326
2018 Owner Occupied Housing Units by Value			
Total	1,635	4,754	6,314
<\$50,000	0.7%	0.7%	0.6%
\$50,000 - \$99,999	0.7%	0.4%	0.3%
\$100,000 - \$149,999	2.4%	3.4%	2.9%
\$150,000 - \$199,999	11.5%	9.0%	7.5%
\$200,000 - \$249,999	13.1%	9.1%	7.5%
\$250,000 - \$299,999	14.0%	16.1%	13.5%
\$300,000 - \$399,999	40.9%	25.5%	24.2%
\$400,000 - \$499,999	6.5%	9.2%	11.8%
\$500,000 - \$749,999	7.2%	14.2%	14.4%
\$750,000 - \$999,999	1.8%	6.3%	9.0%
\$1,000,000 - \$1,499,999	0.9%	2.3%	3.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.8%
\$2,000,000 +	0.4%	3.7%	4.6%
Average Home Value	\$344,434	\$474,584	\$531,916
2023 Owner Occupied Housing Units by Value			
Total	1,841	5,235	7,077
<\$50,000	0.5%	0.5%	0.4%
\$50,000 - \$99,999	0.5%	0.3%	0.2%
\$100,000 - \$149,999	1.8%	2.7%	2.2%
\$150,000 - \$199,999	9.2%	7.1%	5.7%
\$200,000 - \$249,999	10.3%	7.1%	5.7%
\$250,000 - \$299,999	11.6%	13.1%	10.7%
\$300,000 - \$399,999	45.0%	27.9%	25.3%
\$400,000 - \$499,999	6.9%	8.9%	11.3%
\$500,000 - \$749,999	9.8%	16.6%	16.9%
\$750,000 - \$999,999	2.6%	8.2%	11.3%
\$1,000,000 - \$1,499,999	1.2%	3.0%	4.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.9%
\$2,000,000 +	0.5%	4.3%	5.3%
Average Home Value	\$373,113	\$521,848	\$585,112

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	5,554	15,737	20,313
0 - 4	11.8%	10.6%	10.1%
5 - 9	11.3%	10.7%	10.4%
10 - 14	8.9%	9.6%	9.3%
15 - 24	13.4%	13.1%	12.7%
25 - 34	17.1%	14.7%	14.0%
35 - 44	14.3%	14.5%	14.2%
45 - 54	10.0%	11.7%	12.1%
55 - 64	6.6%	7.8%	8.9%
65 - 74	3.5%	4.3%	5.0%
75 - 84	2.5%	2.5%	2.6%
85 +	0.6%	0.7%	0.7%
18 +	63.3%	64.1%	65.1%
2018 Population by Age			
Total	7,854	21,632	28,267
0 - 4	10.9%	9.9%	9.4%
5 - 9	10.5%	10.1%	9.8%
10 - 14	9.7%	9.7%	9.4%
15 - 24	13.6%	13.2%	12.7%
25 - 34	14.9%	13.6%	13.0%
35 - 44	15.4%	14.9%	14.4%
45 - 54	10.5%	11.1%	11.3%
55 - 64	7.3%	8.7%	9.7%
65 - 74	4.6%	5.7%	6.8%
75 - 84	1.8%	2.2%	2.5%
85 +	0.8%	0.8%	0.9%
18 +	63.9%	65.2%	66.5%
2023 Population by Age			
Total	8,835	23,834	31,609
0 - 4	11.3%	10.1%	9.5%
5 - 9	10.7%	10.1%	9.7%
10 - 14	10.0%	9.8%	9.6%
15 - 24	14.1%	13.4%	12.9%
25 - 34	16.5%	14.4%	13.3%
35 - 44	14.6%	14.6%	14.4%
45 - 54	10.1%	10.7%	11.0%
55 - 64	6.4%	7.9%	8.6%
65 - 74	4.1%	5.8%	7.2%
75 - 84	1.7%	2.4%	3.0%
85 +	0.6%	0.8%	0.9%
18 +	62.7%	64.8%	66.1%
2010 Population by Sex			
Males	2,778	7,968	10,271
Females	2,776	7,771	10,044
2018 Population by Sex			
Males	3,932	10,933	14,258
Females	3,923	10,699	14,010
2023 Population by Sex			
Males	4,429	12,060	15,946
Females	4,408	11,776	15,664

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	5,554	15,740	20,314
White Alone	89.0%	89.8%	90.9%
Black Alone	0.5%	0.3%	0.3%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	0.7%	0.9%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.4%	6.6%	5.8%
Two or More Races	1.6%	1.5%	1.4%
Hispanic Origin	16.6%	15.0%	13.0%
Diversity Index	42.7	39.8	36.0
2018 Population by Race/Ethnicity			
Total	7,854	21,634	28,269
White Alone	85.9%	86.2%	87.5%
Black Alone	0.8%	0.5%	0.4%
American Indian Alone	0.8%	0.8%	0.6%
Asian Alone	1.1%	1.5%	1.3%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	8.6%	8.3%	7.4%
Two or More Races	2.6%	2.5%	2.4%
Hispanic Origin	20.2%	19.0%	16.7%
Diversity Index	50.0	48.6	44.7
2023 Population by Race/Ethnicity			
Total	8,837	23,835	31,610
White Alone	85.3%	85.5%	86.8%
Black Alone	0.8%	0.5%	0.4%
American Indian Alone	1.0%	1.0%	0.8%
Asian Alone	1.3%	1.7%	1.5%
Pacific Islander Alone	0.3%	0.4%	0.4%
Some Other Race Alone	8.3%	8.1%	7.4%
Two or More Races	2.9%	2.9%	2.7%
Hispanic Origin	20.7%	19.6%	17.3%
Diversity Index	51.1	49.9	46.2
2010 Population by Relationship and Household Type			
Total	5,554	15,739	20,315
In Households	98.7%	98.7%	98.8%
In Family Households	90.7%	91.3%	91.2%
Householder	23.6%	23.9%	24.4%
Spouse	19.6%	20.3%	20.9%
Child	41.8%	41.6%	40.7%
Other relative	3.3%	3.5%	3.2%
Nonrelative	2.3%	2.1%	2.0%
In Nonfamily Households	8.1%	7.4%	7.6%
In Group Quarters	1.3%	1.3%	1.2%
Institutionalized Population	1.2%	1.3%	1.2%
Noninstitutionalized Population	0.1%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment			
Total	4,345	12,336	16,574
Less than 9th Grade	1.2%	1.2%	1.3%
9th - 12th Grade, No Diploma	8.7%	6.6%	5.5%
High School Graduate	19.0%	17.3%	15.8%
GED/Alternative Credential	2.2%	2.7%	2.2%
Some College, No Degree	29.5%	28.2%	28.5%
Associate Degree	7.4%	9.5%	9.5%
Bachelor's Degree	19.1%	23.0%	24.7%
Graduate/Professional Degree	12.8%	11.4%	12.6%
2018 Population 15+ by Marital Status			
Total	5,409	15,199	20,169
Never Married	31.0%	31.7%	29.6%
Married	58.2%	58.6%	60.1%
Widowed	2.2%	2.4%	2.2%
Divorced	8.6%	7.3%	8.1%
2018 Civilian Population 16+ in Labor Force			
Civilian Employed	97.9%	98.6%	98.7%
Civilian Unemployed (Unemployment Rate)	2.1%	1.4%	1.3%
2018 Employed Population 16+ by Industry			
Total	3,466	9,672	12,377
Agriculture/Mining	0.8%	1.6%	1.8%
Construction	10.6%	9.6%	10.9%
Manufacturing	3.8%	2.9%	3.3%
Wholesale Trade	1.0%	1.2%	1.2%
Retail Trade	8.5%	10.8%	10.2%
Transportation/Utilities	9.5%	9.9%	9.2%
Information	0.3%	0.8%	1.1%
Finance/Insurance/Real Estate	3.4%	4.8%	5.4%
Services	60.0%	53.8%	51.9%
Public Administration	2.1%	4.6%	4.9%
2018 Employed Population 16+ by Occupation			
Total	3,468	9,672	12,380
White Collar	57.5%	59.9%	61.4%
Management/Business/Financial	16.6%	15.5%	16.6%
Professional	19.8%	22.5%	22.3%
Sales	9.6%	10.5%	10.8%
Administrative Support	11.5%	11.4%	11.6%
Services	19.5%	19.5%	18.9%
Blue Collar	23.1%	20.6%	19.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	7.5%	7.2%	7.3%
Installation/Maintenance/Repair	3.5%	3.3%	3.1%
Production	4.8%	3.6%	3.4%
Transportation/Material Moving	7.1%	6.4%	5.7%
2010 Population By Urban/ Rural Status			
Total Population	5,554	15,739	20,315
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	95.8%	87.6%	82.5%
Rural Population	4.2%	12.4%	17.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	1,634	4,631	6,124
Households with 1 Person	16.5%	15.1%	15.3%
Households with 2+ People	83.5%	84.9%	84.7%
Family Households	79.1%	80.6%	80.5%
Husband-wife Families	66.0%	68.3%	69.1%
With Related Children	43.6%	42.2%	40.5%
Other Family (No Spouse Present)	13.1%	12.2%	11.4%
Other Family with Male Householder	4.2%	3.8%	3.6%
With Related Children	2.9%	2.6%	2.4%
Other Family with Female Householder	8.9%	8.4%	7.8%
With Related Children	6.1%	5.9%	5.3%
Nonfamily Households	4.5%	4.3%	4.2%
All Households with Children	53.1%	51.2%	48.6%
Multigenerational Households	4.5%	4.5%	4.3%
Unmarried Partner Households	5.1%	4.9%	4.8%
Male-female	4.6%	4.4%	4.2%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	1,633	4,631	6,124
1 Person Household	16.5%	15.1%	15.3%
2 Person Household	25.7%	27.9%	30.1%
3 Person Household	16.1%	15.2%	14.9%
4 Person Household	16.9%	16.6%	15.6%
5 Person Household	12.1%	12.1%	11.6%
6 Person Household	7.3%	7.1%	6.8%
7 + Person Household	5.4%	6.0%	5.7%
2010 Households by Tenure and Mortgage Status			
Total	1,634	4,631	6,124
Owner Occupied	68.8%	74.8%	75.9%
Owned with a Mortgage/Loan	53.3%	58.4%	58.2%
Owned Free and Clear	15.5%	16.5%	17.7%
Renter Occupied	31.2%	25.2%	24.1%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,773	5,116	7,347
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	95.3%	86.2%	77.8%
Rural Housing Units	4.7%	13.8%	22.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
	1. Up and Coming Families	Soccer Moms (4A)	Soccer Moms (4A)
	2. Middleburg (4C)	Up and Coming Families	Green Acres (6A)
	3. Bright Young Professionals	Middleburg (4C)	Up and Coming Families
2018 Consumer Spending			
Apparel & Services: Total \$	\$4,495,480	\$15,284,555	\$22,696,524
Average Spent	\$1,981.26	\$2,437.73	\$2,700.68
Spending Potential Index	91	112	124
Education: Total \$	\$2,667,417	\$9,599,433	\$14,656,392
Average Spent	\$1,175.59	\$1,531.01	\$1,743.98
Spending Potential Index	81	106	120
Entertainment/Recreation: Total \$	\$6,398,521	\$21,966,629	\$33,069,033
Average Spent	\$2,819.97	\$3,503.45	\$3,934.92
Spending Potential Index	88	109	122
Food at Home: Total \$	\$9,920,750	\$33,799,387	\$50,607,595
Average Spent	\$4,372.30	\$5,390.65	\$6,021.85
Spending Potential Index	87	107	120
Food Away from Home: Total \$	\$7,295,097	\$24,779,914	\$36,839,368
Average Spent	\$3,215.12	\$3,952.14	\$4,383.55
Spending Potential Index	92	113	125
Health Care: Total \$	\$11,118,698	\$38,218,318	\$58,135,765
Average Spent	\$4,900.26	\$6,095.43	\$6,917.63
Spending Potential Index	86	106	121
HH Furnishings & Equipment: Total \$	\$4,311,044	\$14,720,818	\$22,049,198
Average Spent	\$1,899.98	\$2,347.82	\$2,623.66
Spending Potential Index	91	112	126
Personal Care Products & Services: Total \$	\$1,703,131	\$5,834,317	\$8,728,362
Average Spent	\$750.61	\$930.51	\$1,038.60
Spending Potential Index	91	112	125
Shelter: Total \$	\$32,980,187	\$112,891,108	\$168,614,210
Average Spent	\$14,535.12	\$18,004.96	\$20,063.57
Spending Potential Index	87	107	120
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,677,067	\$16,192,255	\$24,593,021
Average Spent	\$2,061.29	\$2,582.50	\$2,926.35
Spending Potential Index	83	104	118
Travel: Total \$	\$4,323,970	\$15,017,345	\$22,648,835
Average Spent	\$1,905.67	\$2,395.11	\$2,695.01
Spending Potential Index	88	111	125
Vehicle Maintenance & Repairs: Total \$	\$2,167,527	\$7,375,232	\$11,057,349
Average Spent	\$955.28	\$1,176.27	\$1,315.72
Spending Potential Index	89	109	122

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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