



The **Retail**Coach®

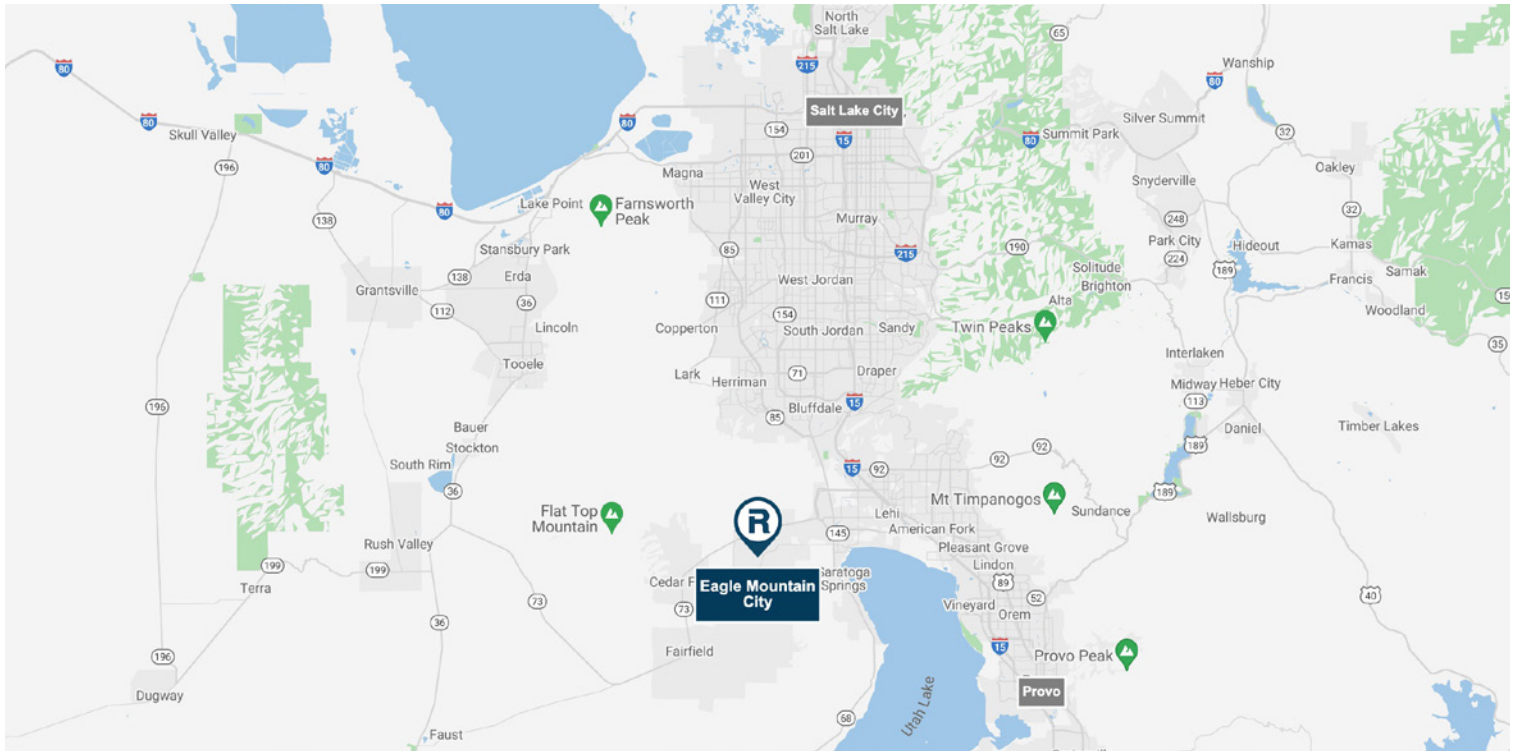
Community Demographic Profile

EAGLE MOUNTAIN CITY, UTAH

Prepared for Eagle Mountain City
March 2024

Community • Demographic Snapshot

Eagle Mountain City, Utah



Population

2020	43,623
2024	64,036
2029	78,960

Educational Attainment (%)

Graduate or Professional Degree	9.41%
Bachelors Degree	30.18%
Associate Degree	12.80%
Some College	26.55%
High School Graduate (or GED)	17.39%
Some High School, No Degree	2.54%
Less than 9th Grade	1.14%

Income

Average HH	\$133,341
Median HH	\$106,157
Per Capita	\$31,270

Age

0 - 9 Years	24.22%
10 - 17 Years	16.25%
18 - 24 Years	10.29%
25 - 34 Years	15.33%
35 - 44 Years	16.15%
45 - 54 Years	9.98%
55 - 64 Years	4.14%
65 and Older	3.64%
Median Age	24.45
Average Age	26.90

Race Distribution (%)

White	82.32%
Black/African American	0.72%
American Indian/Alaskan	0.51%
Asian	0.92%
Native Hawaiian/Islander	1.02%
Other Race	4.45%
Two or More Races	10.06%
Hispanic	12.82%



EAGLE
MOUNTAIN

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Community • Demographic Profile

Eagle Mountain City, Utah

DESCRIPTION	DATA	%
Population		
2029 Projection	78,960	
2024 Estimate	64,036	
2020 Census	43,623	
2010 Census	21,410	
Growth 2024 - 2029		23.31%
Growth 2020 - 2024		46.79%
Growth 2010 - 2020		103.75%
2024 Est. Population by Single-Classification Race	64,036	
White Alone	52,718	82.33%
Black or African American Alone	458	0.72%
Amer. Indian and Alaska Native Alone	325	0.51%
Asian Alone	588	0.92%
Native Hawaiian and Other Pacific Island Alone	654	1.02%
Some Other Race Alone	2,853	4.46%
Two or More Races	6,441	10.06%
2024 Est. Population by Hispanic or Latino Origin	64,036	
Not Hispanic or Latino	55,829	87.18%
Hispanic or Latino	8,207	12.82%
Mexican	3,993	48.66%
Puerto Rican	316	3.85%
Cuban	438	5.34%
All Other Hispanic or Latino	3,459	42.15%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	8,207	
White Alone	2,120	25.84%
Black or African American Alone	20	0.24%
American Indian and Alaska Native Alone	159	1.93%
Asian Alone	33	0.41%
Native Hawaiian and Other Pacific Islander Alone	19	0.23%
Some Other Race Alone	2,587	31.53%
Two or More Races	3,269	39.83%
2024 Est. Pop by Race, Asian Alone, by Category	588	
Chinese, except Taiwanese	165	28.00%
Filipino	17	2.95%
Japanese	74	12.63%
Asian Indian	21	3.58%
Korean	37	6.32%
Vietnamese	22	3.79%
Cambodian	166	28.21%
Hmong	1	0.21%
Laotian	31	5.26%
Thai	11	1.90%
All Other Asian Races Including 2+ Category	42	7.16%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	64,036	
Arab	52	0.08%
Czech	82	0.13%
Danish	3,473	5.42%
Dutch	575	0.90%
English	15,833	24.73%
French (except Basque)	706	1.10%
French Canadian	31	0.05%
German	5,924	9.25%
Greek	225	0.35%
Hungarian	6	0.01%
Irish	1,911	2.99%
Italian	1,229	1.92%
Lithuanian	-	0.00%
United States or American	2,581	4.03%
Norwegian	1,354	2.11%
Polish	170	0.27%
Portuguese	74	0.12%
Russian	329	0.51%
Scottish	2,095	3.27%
Scotch-Irish	390	0.61%
Slovak	69	0.11%
Subsaharan African	88	0.14%
Swedish	1,192	1.86%
Swiss	441	0.69%
Ukrainian	72	0.11%
Welsh	891	1.39%
West Indian (except Hisp. groups)	170	0.27%
Other ancestries	14,001	21.86%
Ancestry Unclassified	10,075	15.73%
2024 Est. Pop Age 5+ by Language Spoken At Home	57,328	
Speak Only English at Home	51,684	90.16%
Speak Asian/Pacific Island Language at Home	437	0.76%
Speak IndoEuropean Language at Home	499	0.87%
Speak Spanish at Home	4,644	8.10%
Speak Other Language at Home	64	0.11%

Community • Demographic Profile

Eagle Mountain City, Utah

DESCRIPTION	DATA	%
2024 Est. Population by Age	64,036	
Age 0 - 4	6,708	10.48%
Age 5 - 9	8,804	13.75%
Age 10 - 14	7,190	11.23%
Age 15 - 17	3,218	5.03%
Age 18 - 20	3,053	4.77%
Age 21 - 24	3,534	5.52%
Age 25 - 34	9,817	15.33%
Age 35 - 44	10,342	16.15%
Age 45 - 54	6,392	9.98%
Age 55 - 64	2,649	4.14%
Age 65 - 74	1,548	2.42%
Age 75 - 84	660	1.03%
Age 85 and over	120	0.19%
Age 16 and over	40,260	62.87%
Age 18 and over	38,116	59.52%
Age 21 and over	35,063	54.76%
Age 65 and over	2,328	3.64%
2024 Est. Median Age		24.45
2024 Est. Average Age		26.90
2024 Est. Population by Sex	64,036	
Male	32,174	50.24%
Female	31,862	49.76%
2024 Est. Male Population by Age	32,174	
Age 0 - 4	3,440	10.69%
Age 5 - 9	4,456	13.85%
Age 10 - 14	3,602	11.20%
Age 15 - 17	1,609	5.00%
Age 18 - 20	1,530	4.75%
Age 21 - 24	1,795	5.58%
Age 25 - 34	4,775	14.84%
Age 35 - 44	5,303	16.48%
Age 45 - 54	3,278	10.19%
Age 55 - 64	1,343	4.17%
Age 65 - 74	711	2.21%
Age 75 - 84	284	0.88%
Age 85 and over	50	0.15%
2024 Est. Median Age, Male		24.23
2024 Est. Average Age, Male		26.70
2024 Est. Female Population by Age	31,862	
Age 0 - 4	3,269	10.26%
Age 5 - 9	4,347	13.64%
Age 10 - 14	3,588	11.26%
Age 15 - 17	1,609	5.05%
Age 18 - 20	1,523	4.78%
Age 21 - 24	1,739	5.46%
Age 25 - 34	5,042	15.83%
Age 35 - 44	5,040	15.82%
Age 45 - 54	3,114	9.77%
Age 55 - 64	1,307	4.10%
Age 65 - 74	837	2.63%
Age 75 - 84	377	1.18%
Age 85 and over	71	0.22%
2024 Est. Median Age, Female		24.67
2024 Est. Average Age, Female		27.10

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,345	25.03%
Males, Never Married	5,349	12.94%
Females, Never Married	4,995	12.09%
Married, Spouse present	27,456	66.42%
Married, Spouse absent	1,076	2.60%
Widowed	256	0.62%
Males Widowed	95	0.23%
Females Widowed	161	0.39%
Divorced	2,201	5.33%
Males Divorced	1,162	2.81%
Females Divorced	1,039	2.51%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	359	1.14%
Some High School, no diploma	800	2.54%
High School Graduate (or GED)	5,485	17.40%
Some College, no degree	8,370	26.55%
Associate Degree	4,034	12.80%
Bachelor's Degree	9,515	30.18%
Master's Degree	2,487	7.89%
Professional School Degree	316	1.00%
Doctorate Degree	164	0.52%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	301	7.45%
High School Graduate	659	16.30%
Some College or Associate's Degree	1,470	36.38%
Bachelor's Degree or Higher	1,611	39.86%
Households		
2029 Projection	19,224	
2024 Estimate	15,013	
2020 Census	10,306	
2010 Census	5,098	
Growth 2024 - 2029		28.05%
Growth 2020 - 2024		45.67%
Growth 2010 - 2020		102.16%
2024 Est. Households by Household Type	15,013	
Family Households	13,924	92.75%
Nonfamily Households	1,089	7.25%
2024 Est. Group Quarters Population	17	
2024 Households by Ethnicity, Hispanic/Latino	1,233	



Community • Demographic Profile

Eagle Mountain City, Utah

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	15,013	
Income < \$15,000	318	2.12%
Income \$15,000 - \$24,999	156	1.04%
Income \$25,000 - \$34,999	127	0.85%
Income \$35,000 - \$49,999	843	5.61%
Income \$50,000 - \$74,999	2,168	14.44%
Income \$75,000 - \$99,999	3,135	20.88%
Income \$100,000 - \$124,999	2,908	19.37%
Income \$125,000 - \$149,999	1,987	13.23%
Income \$150,000 - \$199,999	1,425	9.49%
Income \$200,000 - \$249,999	642	4.28%
Income \$250,000 - \$499,999	840	5.60%
Income \$500,000+	464	3.09%
2024 Est. Average Household Income	\$133,341	
2024 Est. Median Household Income	\$106,157	
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$106,518	
Black or African American Alone	\$96,942	
American Indian and Alaska Native Alone	\$87,554	
Asian Alone	\$65,222	
Native Hawaiian and Other Pacific Islander Alone	\$47,239	
Some Other Race Alone	\$103,777	
Two or More Races	\$115,629	
Hispanic or Latino	\$87,301	
Not Hispanic or Latino	\$108,991	
2024 Est. HH by Type and Presence of Own Child.	13,924	
Family Households with Children	9,602	68.96%
Family Households without Children	4,322	31.04%
Married-Couple Families	11,549	82.94%
Married-Couple Family, own children	8,704	62.51%
Married-Couple Family, no own children	2,845	20.43%
Cohabiting-Couple Families	462	3.32%
Cohabiting-Couple Family, own children	289	2.08%
Cohabiting-Couple Family, no own children	173	1.24%
Male Householder Families	915	6.57%
Male Householder, own children	209	1.50%
Male Householder, no own children	287	2.06%
Male Householder, only Nonrelatives	107	0.77%
Male Householder, Living Alone	312	2.24%
Female Householder Families	998	7.17%
Female Householder, own children	400	2.87%
Female Householder, no own children	396	2.85%
Female Householder, only Nonrelatives	18	0.13%
Female Householder, Living Alone	184	1.32%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	15,013	
1-person	595	3.96%
2-person	2,472	16.47%
3-person	2,125	14.15%
4-person	3,355	22.35%
5-person	2,850	18.99%
6-person	1,975	13.15%
7-or-more-person	1,641	10.93%
2024 Est. Average Household Size		4.26
2024 Est. Households by Number of Vehicles	15,013	
No Vehicles	59	0.39%
1 Vehicle	1,314	8.76%
2 Vehicles	7,622	50.77%
3 Vehicles	3,913	26.07%
4 Vehicles	1,354	9.02%
5 or more Vehicles	750	5.00%
2024 Est. Average Number of Vehicles		2.50
Family Households		
2029 Projection	17,249	
2024 Estimate	13,924	
2020 Estimate	9,444	
2010 Census	4,723	
Growth 2024 - 2029		23.88%
Growth 2020 - 2024		47.44%
Growth 2010 - 2020		99.96%
2024 Est. Families by Poverty Status	13,924	
2024 Families at or Above Poverty	13,510	97.03%
2024 Families at or Above Poverty with Children	10,258	73.67%
2024 Families Below Poverty	414	2.97%
2024 Families Below Poverty with Children	397	2.85%
2024 Est. Pop 16+ by Employment Status	40,260	
Civilian Labor Force, Employed	29,125	72.34%
Civilian Labor Force, Unemployed	964	2.39%
Armed Forces	336	0.83%
Not in Labor Force	9,836	24.43%
2024 Est. Civ. Employed Pop 16+ by Class of Worker	29,461	
For-Profit Private Workers	21,649	73.48%
Non-Profit Private Workers	2,041	6.93%
Local Government Workers	237	0.80%
State Government Workers	797	2.71%
Federal Government Workers	2,424	8.23%
Self-Employed Workers	2,311	7.84%
Unpaid Family Workers	3	0.01%

Community • Demographic Profile

Eagle Mountain City, Utah

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation	29,461	
Architect/Engineer	671	2.28%
Arts/Entertainment/Sports	1,080	3.67%
Building Grounds Maintenance	446	1.51%
Business/Financial Operations	2,294	7.79%
Community/Social Services	416	1.41%
Computer/Mathematical	2,381	8.08%
Construction/Extraction	2,127	7.22%
Education/Training/Library	2,013	6.83%
Farming/Fishing/Forestry	15	0.05%
Food Prep/Serving	857	2.91%
Health Practitioner/Technician	916	3.11%
Healthcare Support	478	1.62%
Maintenance Repair	1,120	3.80%
Legal	181	0.61%
Life/Physical/Social Science	125	0.42%
Management	3,957	13.43%
Office/Admin. Support	3,817	12.96%
Production	1,419	4.82%
Protective Services	676	2.30%
Sales/Related	2,888	9.80%
Personal Care/Service	395	1.34%
Transportation/Moving	1,190	4.04%
2024 Est. Pop 16+ by Occupation Classification	29,461	
White Collar	20,738	70.39%
Blue Collar	5,855	19.88%
Service and Farm	2,868	9.73%
2024 Est. Workers Age 16+ by Transp. to Work	29,461	
Drove Alone	20,047	68.05%
Car Pooled	2,793	9.48%
Public Transportation	179	0.61%
Walked	151	0.51%
Bicycle	20	0.07%
Other Means	169	0.57%
Worked at Home	6,103	20.72%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,806	16.29%
15 - 29 Minutes	5,850	25.04%
30 - 44 Minutes	8,341	35.71%
45 - 59 Minutes	3,241	13.87%
60 or more Minutes	2,121	9.08%
2024 Est. Avg Travel Time to Work in Minutes		35.00
2024 Est. Occupied Housing Units by Tenure	15,013	
Owner Occupied	13,154	87.62%
Renter Occupied	1,637	10.90%
2024 Owner Occ. HUs: Avg. Length of Residence		8.5 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		4.8 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	13,154	
Value Less than \$20,000	81	0.62%
Value \$20,000 - \$39,999	48	0.37%
Value \$40,000 - \$59,999	154	1.17%
Value \$60,000 - \$79,999	44	0.33%
Value \$80,000 - \$99,999	-	0.00%
Value \$100,000 - \$149,999	2	0.02%
Value \$150,000 - \$199,999	91	0.69%
Value \$200,000 - \$299,999	525	3.99%
Value \$300,000 - \$399,999	2,182	16.59%
Value \$400,000 - \$499,999	3,053	23.21%
Value \$500,000 - \$749,999	4,552	34.61%
Value \$750,000 - \$999,999	2,001	15.21%
Value \$1,000,000 or \$1,499,999	348	2.64%
Value \$1,500,000 or \$1,999,999	2	0.02%
Value \$2,000,000+	71	0.54%
2024 Est. Median All Owner-Occupied Housing Value		\$515,808
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	11,313	86.01%
1 Unit Attached	889	6.76%
2 Units	38	0.29%
3 or 4 Units	52	0.40%
5 to 19 Units	769	5.85%
20 to 49 Units	-	0.00%
50 or More Units	91	0.69%
Mobile Home or Trailer	-	0.00%
Boat, RV, Van, etc.	-	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,760	13.38%
Housing Units Built 2010 to 2019	4,800	36.49%
Housing Units Built 2000 to 2009	5,525	42.00%
Housing Units Built 1990 to 1999	824	6.26%
Housing Units Built 1980 to 1989	71	0.54%
Housing Units Built 1970 to 1979	77	0.59%
Housing Units Built 1960 to 1969	14	0.11%
Housing Units Built 1950 to 1959	1	0.01%
Housing Units Built 1940 to 1949	9	0.07%
Housing Unit Built 1939 or Earlier	73	0.56%
2024 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, 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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