

Tooele Market Research

www.tooelebusiness.org

SBDC/BRC

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Demographic, Geographic, Physiographic and Behavioral analysis for Tooele county and major cities

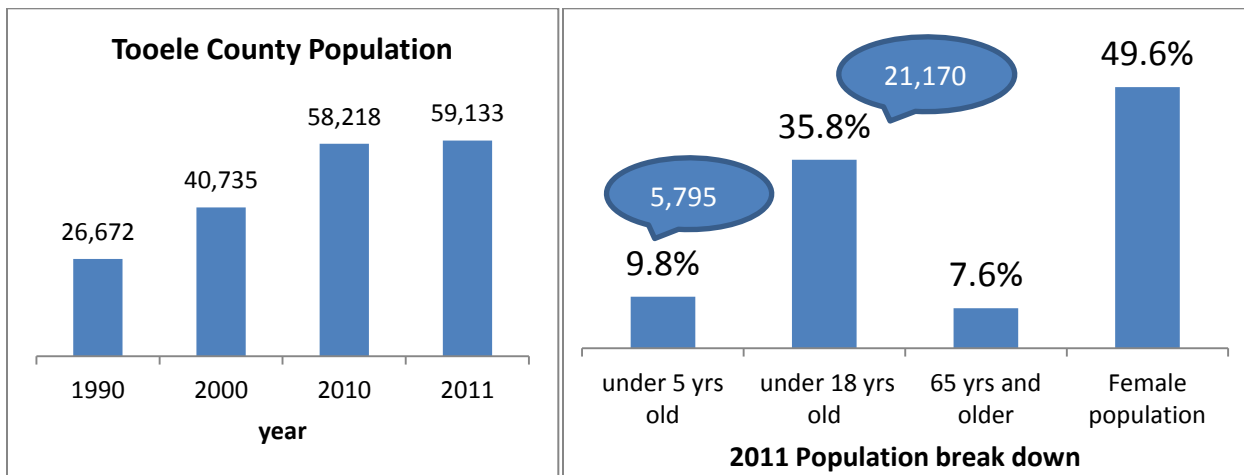


1. Demographics

Tooele County County eProfiles

Note: Tooele County’s median household income is pulled down by Tooele City—we find a great difference between Tooele city, Grantsville and Stansbury Park.

- Median household income Tooele County 2007-2011 \$63,228 (State of UT \$57,783)
- Population in Tooele County 59,870 (estimate 2012)
 - 83.9% White, not Hispanic
 - 11.7% Hispanic/Latino
- Population projected to be **71,656** by 2020 ([Estimate by the UT population estimates committee in 2008](#))
- Persons per household Tooele County **3.05**
- Average monthly wage in 2011 was **\$3,520**
- Second county with the largest population percentage of under age 18
 - Juab county 36.8%
 - Tooele county 35.8%
 - Utah county 34.8%
- 18.6% Bachelor’s degree or higher (age 25+, 2006-2010)
- Dominant religion is LDS
 - The Transcript Bulletin reports “LDS members comprised 67% of Tooele County’s population in 2010 (38,888)”



Tooele City

[\(2010 U.S. Census\)](#)

<http://quickfacts.census.gov/qfd/states/49/49045.html>

- Population from 2010 Census is 31,605 (32,115 estimate for 2012)
 - Under 5 years old 10.5% (3,010)
 - Under 14 years old 30.8% (9,733)
 - Under 18 years old 35.8% (11,314)
 - Female 49.9% (15,772)
- Total Households in 2010 is 9,919 with family size of 3.03 (2010 census)
- 17% Bachelor's degree or higher (age 25+, 2007-2011)
- Median household 2007-2011 is \$59,385
- Median age is 28 years old
- Traffic in 2010 on SR36 (Traffic per day!)
 - Main Street and 400 South.....15,290
 - Main Street and 200 North.....26,980
 - Main Street and 600 North.....25,300
 - Main Street and 2000 North20,940

Grantsville

- Population 9,275
 - Under 18 years old 35.6% (3,302)
 - Under 5 years old 8.5% (788)
- 20.4% Bachelor's degree or higher (age 25+, 2007-2011)
- Median household income \$66,648

Stansbury Park

- Population 9381
 - Under 18 years old 37.2% (3,490)
 - Under 5 years old 9.7% (910)
- 35% Bachelor's degree or higher (age 25+, 2007-2011)
- Median household income \$91,837

2. Geographic

- Tooele city is a small town that more than doubled its size between 1990 and 2010; it settled in 1851 and it is only 30-35 miles west of Salt Lake City. Very attractive to young couples because of its affordable housing compared to Salt Lake City.
- All four weather seasons can be witness and appreciated
- There are two canyons that are well attended and only 5-10 miles away—middle canyon and settlement canyon in the Oquirrh Mountains (6000ft. elevation). Activities include biking, scenic driving, cultural-history sites, camping, fishing and more. \$5-6 dollars for a day pass. April to October (weather permitting.) There are also several campgrounds close by; Vernon Reservoir, Grantsville Reservoir and more. These can be considered indirect competitors.
- Average annual precipitation 15.48 inches
- Average July temperature 76 degrees Fahrenheit
- Average January temperature 28.7 degrees Fahrenheit

3. Physiographic (moral values, lifestyle, culture, personality) Social Media! A flaw is assumption—look at behavior

- Small town, country-farmer lifestyle for the most part.
- Non-formal, non-high class and recreational
- Future Farmers of America (FFA) is the largest club at Tooele High School and qualified for nationals in Agri-science 2012-13

4. Behavioral

- The fast growth in the late 1990s and early 2000 has come to divide Tooele:
 - The originals “Tooelians” born and raised with the small town values
 - The new-comers “implants” i.e. Salt Lake or out-of-state new comers that have expanded roots here. For the most part attracted by the affordable housing. Still have the demand of values or goods from larger cities. (they expect this service)
 - We can see the demand for growth and the indirect repellency to it as well.
- Community oriented
 - Community activities are popular e.g. “Friday Nights on Vine”
- Community leaders as well as local businesses promote *shop local* but it is well known among the community that there is a leakage of tax dollars going into Salt Lake City.
- Several high school students expressed that they rather shop in the larger cities to avoid having the same clothing then other students. (non-formal study)

References & Important links

- Largest employers per county: <http://jobs.utah.gov/wi/pubs/eprofile/tooele/majoremployers.html>
- Demographics
<http://jobs.utah.gov/wi/pubs/eprofile/tooele/demographics.html>
- Quick Facts
<http://jobs.utah.gov/wi/pubs/eprofile/tooele/factsheet.html>
Tooele City <http://quickfacts.census.gov/qfd/states/49/4976680.html>
- Population projections by Tooele County
[http://www.tooeleeconomicdevelopment.com/PDF/projections.pdf](http://www.tooeleconomicdevelopment.com/PDF/projections.pdf)
- Tooele City Demographics
<http://www.tooelecitey.org/pdfs/Economic%20Development/Demographics.pdf>
- Tooele City Facts
<http://www.usacityfacts.com/ut/tooele/tooele/>
<http://www.tooelecitey.org/citydepartments/Demographics.asp>
<http://www.tooelecitey.org/pdfs/Economic%20Development/2010U.S.CensusData.pdf>
<http://www.tooelecitey.org/citydepartments/Demographics.asp>
- Explore Tooele
<http://www.exploretooele.com/>
<http://www.exploretooele.com/thingstodo.html>
<http://www.exploretooele.com/visitorfacts.html>
- Transcript Bulletin “Study: LDS church gains ground in Tooele County
<http://tooeleonline.com/wp-content/uploads/2013/02/5-8-12-Transcript-Bulletin.pdf>
- Facebook—Tooele REC
<https://www.facebook.com/TooeleRec>
- Things to do in Tooele UT.
http://www.utah.com/playgrounds/tooele_top10.htm