



RETAIL PROFILE

SPANISH FORK / UTAH



2022

SPANISH FORK

Retail Profile / 2022

Spanish Fork is home to one of Utah's fastest growing retail centers, Canyon Creek, which has added 640,000 square feet of new retail space since 2012. Located at the junction of Interstate 15 and US Highway 6, Spanish Fork is situated to serve retail customers from a trade area that spans hundreds of miles. This situation has led companies like Costco, Lowe's, Walmart, and Cinemark to locate in the community, adding to its gravity as the region's center for commerce. Spanish Fork's dynamic local economy has fueled its continuing population growth, which will likely surpass 50,000 residents in the next year or two.



Mayor
Mike Mendenhall

1 Community Overview

Spanish Fork is growing! Our residents are young, earn a high wage, and have young families. As part of Utah's Wasatch Front, Spanish Fork has amazing outdoor recreation, urban living, and a welcoming community.

Stats	Spanish Fork	15 Min Drive Time	30 Min Drive Time	Utah
Total Population	44,636	228,669	588,102	3,370,531
Annual Growth Rate	2.25%	1.96%	2.25%	1.78%
Total Households	11,888	64,631	163,047	1,066,175
Median Household Income	\$83,509	\$64,671	\$76,185	\$76,052
Median Household Age	26.5 years	25.3 years	26.4 years	31.1 years
Employee Population	18,899	104,651	259,523	1,610,965

Source: Esri 2021 Estimates

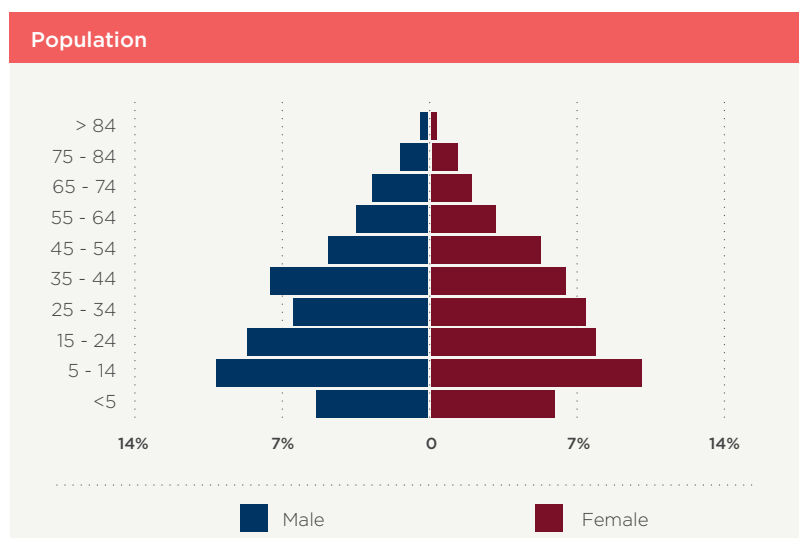
2 Consumer Characteristics

Education	City	State
No High School Diploma	5.0%	6.0%
High School Graduate	24.0%	23.0%
Some College	27.0%	25.0%
Associate's Degree	11.0%	10.0%
Bachelor's Degree	23.0%	24.0%
Post-graduate Degree	10.0%	11.0%

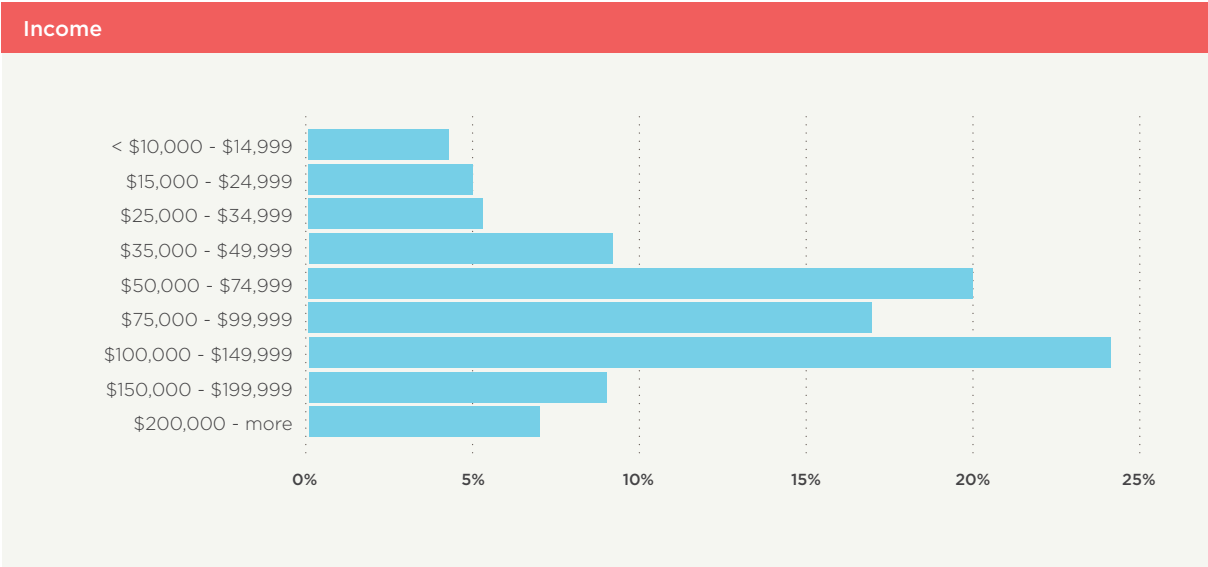
Source: Esri 2021 Estimates

Housing
9,846 Owner Occupied
2,042 Renter Occupied

Source: Esri 2021 Estimates



Source: ACS 2020 5-Year Estimates



Age and Sex

50.0%
Female

27.0
Years -
Median Age

50.0%
Male

26.0
Years -
Median Age

Source: ACS 2020 5-Year Estimates

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Top Consumer Segment

- ### Key Features
- Young Families in New Subdivisions
 - Seeks Latest & Best Technology
 - Households with Two Workers
 - Leisure = Family Activities

Segment Averages

Median Age	Persons in Household	Property Type	% Renting	% Home Ownership	Median Household Income
31.4	3.12	SINGLE FAMILY	26.1%	73.9%	\$72K

Source: Esri 2021 Estimates

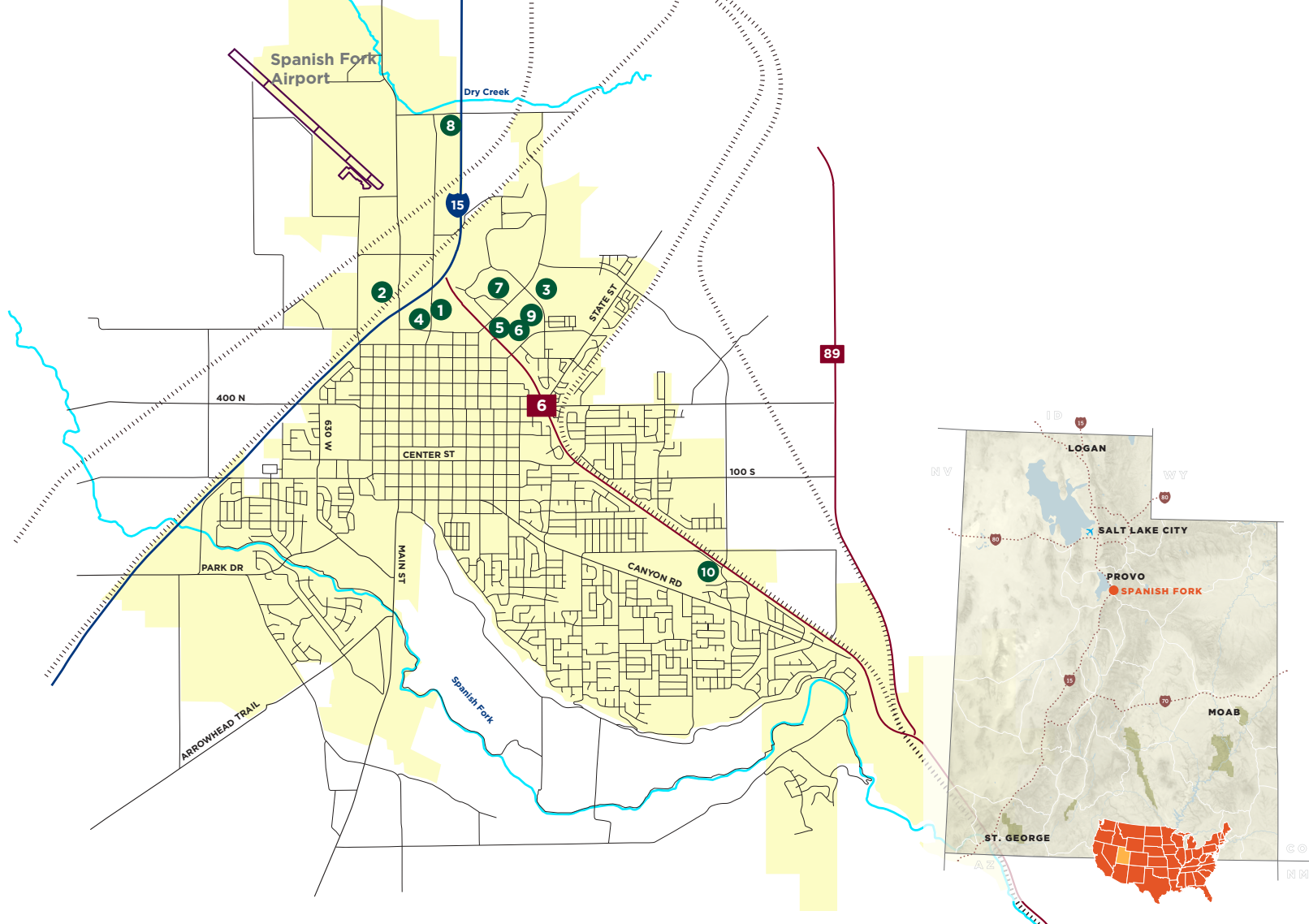
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Spending Leakage



Spanish Fork is for Families

Our consumers are young, tech-savvy, and looking for family-friendly retailers. There are significant opportunities for retailers of all types. City staff are ready and able to assist you with any inquiries about the opportunities in Spanish Fork.



Spanish Fork Details & Map

Top Retailers

- 1 Costco
- 2 Doug Smith Chevrolet
- 3 Lowe's
- 4 Macey's
- 5 Olive Garden
- 6 Ross
- 7 T.J. Maxx
- 8 Tim Dahle Ford
- 9 Walmart
- 10 Walmart Neighborhood Market

Transportation

- Rail
- Interstate 15
- Highway 6
- Highway 89

To learn more about doing business in Spanish Fork:



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