Founded in 1848 by pioneers who were members of the Church of Jesus Christ of Latter-day Saints, the church has played an influential role in Salt Lake City’s economy. Just fewer than half of the city’s residents now identify as “Mormon,” as newcomers from across the U.S. and world have moved in to the city. Salt Lake City has earned the label “Silicon Slopes,” as a result of the growth of tech startups and outdoor tourism over the past two decades.

**EDUCATION**
- 88% GRADUATE HIGH SCHOOL
- 45% COLLEGE

**DEMOGRAPHICS**
- 191,446 POPULATION
- 65% WHITE
- 22% HISPANIC / 2% BLACK
- 32 MEDIAN AGE
- 45% PARTICIPATION RATE

**EMPLOYMENT**
- $50,353 MEDIAN INCOME
- 3.0% UNEMPLOYMENT RATE
- 19.1% POVERTY RATE

**PRIMARY SECTOR OF JOBS**
- TRANSPORTATION, TRADE, AND UTILITIES