

# Utah Business

# Why UTAH RULES!

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Special thanks to Ryan Lewis for his creative contributions

**#1**  
state  
to start  
a business



**#1 STATE**  
in the U.S.

**Most**  
charitable  
state in  
the nation



**4 of**  
top 5  
best cities  
to start a  
business

LOGAN



CEDAR CITY  
WASHINGTON  
ST. GEORGE



**BEST ECONOMY**

ACCORDING TO U.S. NEWS & WORLD REPORT



**Most**  
independent  
(i.e. self-reliant)  
state in  
the nation

**#1 IN EMPLOYMENT**  
BASED ON JOB GROWTH

ACCORDING TO U.S. NEWS & WORLD REPORT



CNBC

**Happiest state**  
in the nation



**78.4%**

Utah residents  
with  
health  
insurance  
coverage

Ranks #1 along with North Dakota  
according to the U.S. Census Bureau



**#1** RICH STATES,  
POOR STATES

**OVERALL ECONOMIC**  
OUTLOOK in 2023

**#1** STATE FOR  
FRANCHISING  
OPPORTUNITIES

According to 1851 Franchise Magazine

Only **22%** of Utahns have public medical coverage, which is also the lowest cost coverage in the nation



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# Why UTAH RULES!



**RANK 1** **15.05%**  
Population growth  
wisevoter.com

**RANK 4** **1.92**  
Births per woman  
Kem C. Gardner Policy Institute

**RANK 1** **31.3**  
Youngest median age in the nation  
The Washington Post



*We get to work!*

## Highest labor force participation rate in the U.S.

Based on seasonally adjusted data from the U.S. Bureau of Labor



*Greatest Snow on Earth*

## SKI magazine 2024

TOP RESORTS in the West

**RANK 1**

## POWDER MOUNTAIN

**RANK 2**

## SNOWBASIN

**RANK 7**

## ALTA

**RANK 9**

## DEER VALLEY

**RANK 13**

## SNOWBIRD

**RANK 15**

## PARK CITY

**RANK 17**

## BRIGHTON

**RANK 1**

## Best state for social mobility

Archbridge Institute

## LOGAN

**RANK 5**

Best U.S. cities to start a business

**RANK 5**

## BEST

online bachelor's programs for veterans



## SALT LAKE CITY

CNBC

Top 10 cities in job satisfaction

**RANK 9**

**RANK 5**

## MOST engaging

university social media accounts  
According to RivalIQ

## OGDEN

**RANK 1**

MarketWatch  
Most affordable cities in the Western U.S.



# 2023 RANKING ROLL CALL!

**83%**

of Utahns exercise outside of their work

[www.ptpioneer.com](http://www.ptpioneer.com)

**RANK 4** Physically active state



**1** New home construction <sup>1</sup>

Best state for trick-or-treating <sup>2</sup>

Most populous state in the nation <sup>6</sup>  
up 24% since 2010

**30**

**2**

Overall economy <sup>3</sup>

Financial literacy <sup>3</sup>

Best places to retire in the U.S. <sup>9</sup>

Median household income <sup>4</sup>

**5**

Transportation <sup>5</sup>

**15**

Best states to raise a family <sup>6</sup>

**20**

Best high schools <sup>5</sup>



## PROVO/OREM Best-performing large U.S. city

3 YEARS RUNNING!  
MILKEN INSTITUTE

**RANK 1** **Top 10 cities in job satisfaction**

**CNBC**

Population density <sup>7</sup>

**40**

**47**

Federally dependent state <sup>8</sup>

Poverty rate <sup>7</sup>

Alcohol consumption <sup>7</sup>

**50**



**ST. GEORGE**



**RANK 2** Best U.S. cities to start a business

According to Wallethub.com

Ranking sources: 1 - Portlandrealestate.com 2 - Kurufootwear.com 3 - Wallethub.com 4 - Utah Economic Dashboard 5 - U.S. News and World Report 6 - US Population Review 7 - wisevoter.com 8 - Moneygeek.com 9 - Factly.com

# Why UTAH RULES!

## AWESOME BY THE NUMBERS



### 1 Olympics games hosted by the state of Utah (2002)

With one on the way! In November, Utah was named the preferred host for the 2034 Winter Olympics—a significant move that all but guarantees the Olympic games return to Utah a little more than a decade from now.

### National parks

Utah's overall economic output generated by "Mighty 5" park visitors is estimated at \$2.6 billion. This includes direct, indirect and induced economic impacts, showcasing the ripple effect of park tourism on the state's economy.

# 5



### 15 World-class ski resorts

Utah boasts nearly 32,000 skiable acres statewide—that's roughly the same acreage as Bryce Canyon National Park. For the 2022-2023 season, ski and snowboard visitors spent \$2.54 billion.

### Film and television productions shot in 2023

According to the Utah Film Commission, these productions inject an estimated \$161 million into Utah's economy, \$135 million of which will come from productions filmed in rural Utah counties.

# 33



# 46

### State parks and recreation areas

Utah's outdoor recreation economy saw its biggest financial gains ever in 2022—raking in a total of \$8.1 billion overall according to the U.S. Department of Commerce's Bureau of Economic Analysis

### Mapped hikeable miles

Utah has over 20,000 miles of mapped trails showcasing the state's diverse landscapes. These trails offer not just stunning scenery but also a platform for various recreational activities, contributing significantly to Utah's tourism and outdoor recreation industry.

# 20,000+



### Combined points scored by Stockton and Malone

The Utah Jazz is celebrating its 50th anniversary, and a huge part of its DNA and history were defined by the dynamic duo of John Stockton and Karl Malone. The Hall of Fame teammates led the team to back-to-back NBA finals appearances in 1997 and 1998.



# 56,085

### Salt Lake City International Airport travelers

between July 2022 and June 2023, breaking the pre-COVID record. The airport has more than 320 scheduled commercial departures each day serving over 93 cities worldwide.

# 26,421,401



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