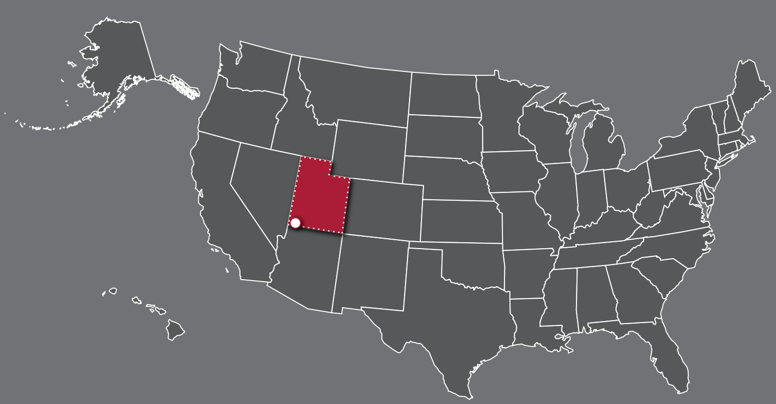
HUD PD&R **Housing Market Profiles**

St. George, Utah

Quick Facts About St. George

- **Current sales market conditions: balanced**
- **Current rental market conditions: slightly soft**
- **Zion National Park, just 40 miles from St. George, drew more than 4.6 million visitors in 2023, making it the third most visited national park that year. Those visitors contributed an estimated $676 million to local economies near the park, supporting about 10,800 jobs (National Park Service, Zion National Park).**



By Emilio Meneses | As of August 1, 2025

Overview

The St. George Metropolitan Statistical Area (hereafter, St. George metropolitan area) is coterminous with Washington County in southwestern Utah. The metropolitan area, which borders Arizona and Nevada, is approximately 300 miles south of Salt Lake City and 120 miles northeast of Las Vegas. The city of St. George is the county seat and the fifth most populous city in Utah, with a recent estimate of more than 106,200 people in 2024 (American Community Survey [ACS] 1-year data). The metropolitan area is a popular tourist and retirement destination because of its moderate-to-warm climate and proximity to outdoor attractions, including Zion National Park and Snow Canyon State Park. As a result, St. George has been one of the nation's fastest growing metropolitan areas in terms of population during much of the past 2 decades. That growth has contributed to significant job gains in the service-providing sectors, particularly jobs associated with health care for retirees, and in the construction subsector.

- As of August 1, 2025, the population in the metropolitan area was estimated at 213,700, an average increase of 6,275, or 3.2 percent, a year from April 2020. During the

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period, net in-migration averaged 5,775 people annually, accounting for approximately 92 percent of total population growth (U.S. Census Bureau decennial census; estimates by the analyst).

- Population growth peaked during the COVID-19 pandemic from 2020 to 2021, at an increase of 9,025, or 5.0 percent, primarily because of net in-migration of retirees and remote workers. For context, during the 2010s, population growth in the metropolitan area and the nation averaged 2.7 and 0.7 percent, respectively, each year.
- Retirees have become an increasingly significant part of the population of the metropolitan area since 2010. The share of all residents aged 65 and older increased from 16.9 percent in 2010 to 23.5 percent in 2024 (ACS 1-year data).

Economic Conditions

Economic conditions in the St. George metropolitan area are strong, with 8 of the 11 nonfarm payroll sectors rising year over year and the 3 remaining sectors unchanged in the past year. Nonfarm payrolls averaged 89,000 as of the 3 months ending July 2025, an increase of 3,200 jobs, or 3.7 percent, from the 3 months ending July 2024, when payrolls increased by 2.6 percent from a year earlier. By comparison, the number of jobs in Utah and the nation rose by 2.3 and 1.0 percent, respectively, in the past year. The currently strong economic conditions were preceded by an exceptionally rapid post-COVID-19 recovery, largely because of significant population growth. Although the metropolitan area initially lost 1,000 jobs, or 1.4 percent of total nonfarm payrolls, from the 3 months ending July 2019 to the 3 months ending July 2020, those losses were recovered within a single year. In the following year, job growth surged to 7,775 jobs, or 11.2 percent. For context, job growth rates in Utah and the nation during the same period were 7.6 and 6.7 percent, respectively.

As of the 3 months ending July 2025—

- The education and health services and the mining, logging, and construction sectors added the most jobs, increasing by 900 and 800 jobs, or 6.1 and 7.4 percent, respectively. Large-scale developments, including the 2024 opening of the St. George Coral Desert Orthopaedics surgery clinic and the ongoing construction of the $17 million Intermountain Desert Color Parkway Primary Care Clinic in southern Washington County, drove job gains in both sectors.
- The fastest job growth was in the information sector, which expanded by 100 jobs, or 10.0 percent. Expanded hiring by St. George-based companies—including Zonos, which specializes in international e-commerce software, and Intergalactic, an aerospace systems integrator—supported job growth in the sector last year.

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All but three payroll sectors added jobs in the St. George metropolitan area during the 3 months ending July 2025.

	3 Months Ending		Year-Over-Year Change	
	July 2024 (Thousands)	July 2025 (Thousands)	Absolute (Thousands)	Percent
Total Nonfarm Payrolls	85.8	89.0	3.2	3.7
Goods-Producing Sectors	14.9	15.7	0.8	5.4
Mining, Logging, & Construction	10.8	11.6	0.8	7.4
Manufacturing	4.1	4.1	0.0	0.0
Service-Providing Sectors	70.9	73.3	2.4	3.4
Wholesale & Retail Trade	14.1	14.1	0.0	0.0
Transportation & Utilities	4.4	4.5	0.1	2.3
Information	1.0	1.1	0.1	10.0
Financial Activities	3.2	3.3	0.1	3.1
Professional & Business Services	7.7	8.3	0.6	7.8
Education & Health Services	14.8	15.7	0.9	6.1
Leisure & Hospitality	13.0	13.4	0.4	3.1
Other Services	2.6	2.6	0.0	0.0
Government	10.0	10.2	0.2	2.0
Unemployment Rate	3.6%	3.6%		

Note: Numbers may not add to totals due to rounding.
Source: U.S. Bureau of Labor Statistics

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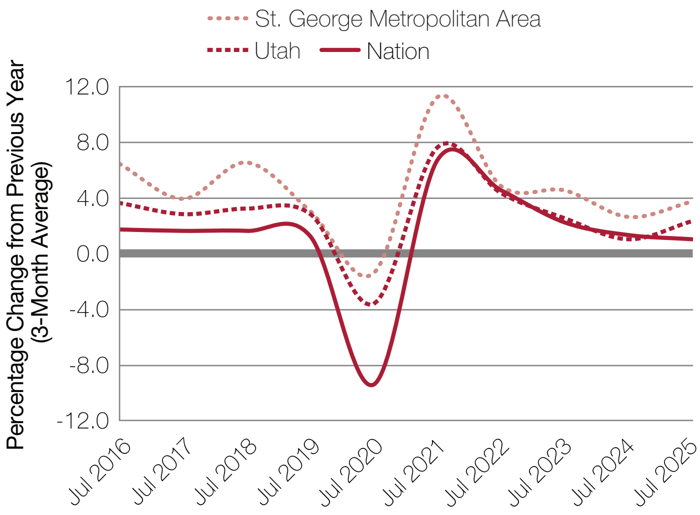
- The leisure and hospitality sector also had strong growth, rising by 400 jobs, or 3.1 percent. The $2 billion Black Desert Resort, a large-scale luxury development that opened in the spring of 2025, contributed significantly to recent job growth in the sector and is projected to generate more than $1.9 billion in local economic activity through visitor and resident spending during the next 25 years (KSL).
- The unemployment rate in the metropolitan area averaged 3.6 percent during the 3 months ending July 2025, unchanged from a year ago and lower than the national rate of 4.3 percent.

Spurred by rapid population expansion, the education and health services and the mining, logging, and construction sectors have accounted for a significant portion of the economic growth in the metropolitan area since 2010. Driven largely by net in-migration, the metropolitan area population grew by an estimated 41 percent from 2010 to 2024. The number of jobs increased 66 percent from 2011 through 2024. During the period, the number of jobs in the education and health services and the mining, logging, and construction sectors expanded approximately 64 percent and 119 percent, respectively, accounting for a combined 34 percent of the total nonfarm payroll growth. Strong job growth is expected to continue in both sectors, supported by major planned projects. Such projects include the ongoing construction of the Intermountain St. George Regional Hospital Surgical Services tower, a new three-story, 42,000-square-foot facility that broke ground in February 2025. Further expanding the region's medical capacity, Encompass Health recently announced plans for a freestanding, 50-bed inpatient rehabilitation hospital in the metropolitan area that is expected to open in 2027. The construction subsector will benefit from those developments and from strong residential construction (single-family and multifamily), including major projects such as Desert Color, a master-planned community in the city of St. George that is expected to have approximately 10,000 residential units and 180 acres of commercial development upon completion.

The rate of job growth in the St. George metropolitan area has outpaced the rates for Utah and the nation since 2016.



Source: U.S. Bureau of Labor Statistics

Largest Employers in the St. George Metropolitan Area

Name of Employer	Nonfarm Payroll Sector	Number of Employees
Intermountain Health	Education & Health Services	4,000–4,999
Utah Tech University	Government	2,000–2,999
Walmart Inc.	Wholesale & Retail Trade	1,000–1,999

Note: Excludes local school districts.
Source: Department of Workforce Services, 2023 data

Sales Market Conditions

The home sales market in the St. George metropolitan area is balanced. The sales vacancy rate is estimated at 2.7 percent, up from 1.7 percent in 2020, when conditions were also balanced. The market tightened in 2020, when low interest rates increased the demand for sales housing, but has eased since late 2022, with months of inventory increasing as significantly higher interest rates put downward pressure on sales demand. The metropolitan area had approximately 9.0 months of for-sale inventory in July 2025, up slightly from 8.5 months in July 2024 and well above the 1.7 months in July 2021 (Redfin, a national real estate brokerage). As of July 2025, the average interest rate for a 30-year, fixed-rate mortgage was 6.7 percent, down from 6.9 percent a year ago but well above the average of 2.9 percent in July 2021 (Freddie Mac). During the 12 months ending July 2025, new and existing home sales in the metropolitan area decreased 3 percent year over year to 7,025 homes sold, compared with a 3-percent increase a year earlier (Cotality, with adjustments by the analyst).

- During the 12 months ending July 2025, the average home sales price for new and existing homes in the metropolitan area was $556,200, down 5 percent from a year earlier. By comparison, the average home price during the 12 months ending July 2024 was $587,800, an increase of 1 percent from the previous 12 months.

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- New home sales fell 7 percent to 1,250 homes sold during the 12 months ending July 2025 compared with a 2-percent decrease a year earlier. The average price for a new home increased 2 percent to $551,600 during the most recent 12 months.
- During the 12 months ending July 2025, existing home sales, which include regular resales and real estate owned (REO) sales, declined 3 percent to 5,775 homes sold, compared with a 5-percent increase a year earlier. The average price of $557,200 for existing homes was down 7 percent compared with a year earlier, when the average price increased 3 percent to $597,800.
- The share of seriously delinquent mortgages and REO properties in the metropolitan area increased slightly to 0.4 percent in July 2025, up from 0.3 percent a year earlier (Cotality). The rate of seriously delinquent mortgages and REO properties reached a recent high of 2.2 percent in August 2020, when job losses due to the pandemic-related economic contraction made staying current on mortgage payments more difficult for many homeowners.

Sales construction activity in the metropolitan area, as measured by the number of homes permitted, increased significantly in 2020 and continued to rise through 2021, when the sales market was tight. Easing sales market conditions, however, have contributed to a general trend of declining permitting activity since 2022.

- Approximately 2,550 homes were permitted during the 12 months ending July 2025, down 5 percent from 2,675 homes permitted during the previous 12 months (preliminary data, with adjustments by the analyst).
- Homebuilding activity averaged 1,850 sales units permitted each year from 2010 through 2020 before rising to a recent peak of 3,225 units in 2021, when demand for new homes was notably strong.

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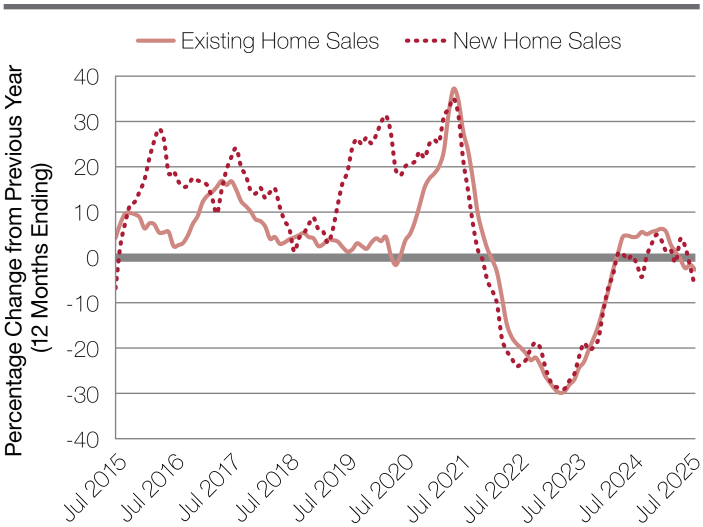
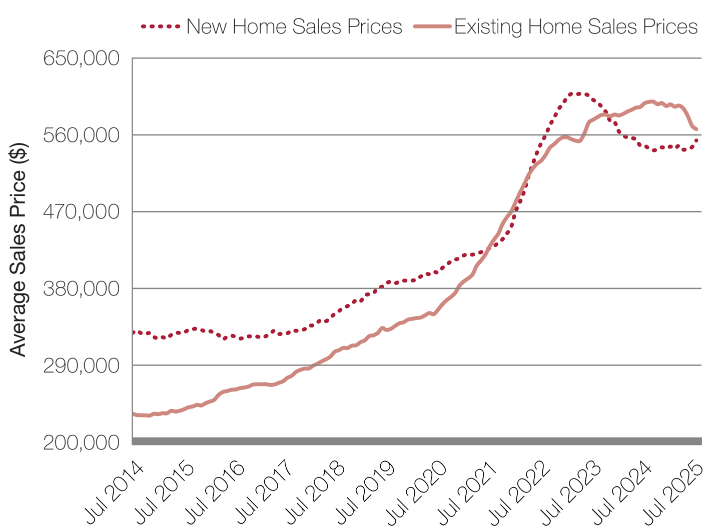
New and existing home sales declined in the St. George metropolitan area during the past year.



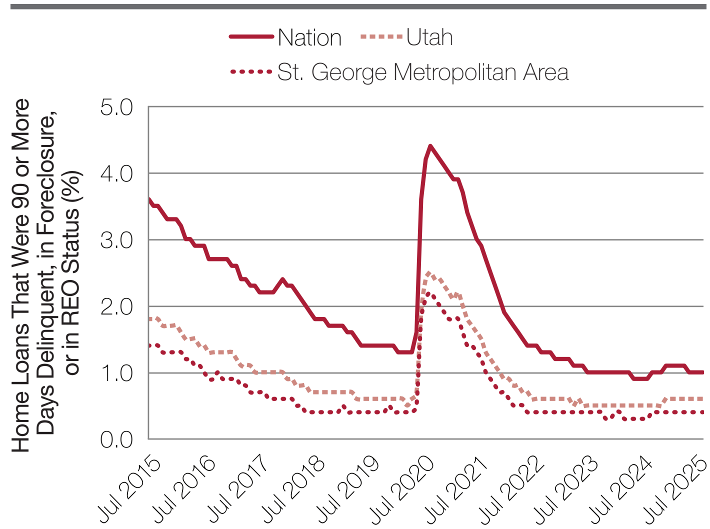
Note: Includes single-family homes, townhomes, and condominiums.
Source: Cotality, with adjustments by the analyst

The average sales price for existing homes in the St. George metropolitan area has declined during the past 12 months.



Note: Includes single-family homes, townhomes, and condominiums.
Source: Cotality, with adjustments by the analyst

The proportion of seriously delinquent loans and REO properties in the St. George metropolitan area increased during early 2020, but it has since declined and is now below the state and national averages.



REO = real estate owned.
Source: Cotality

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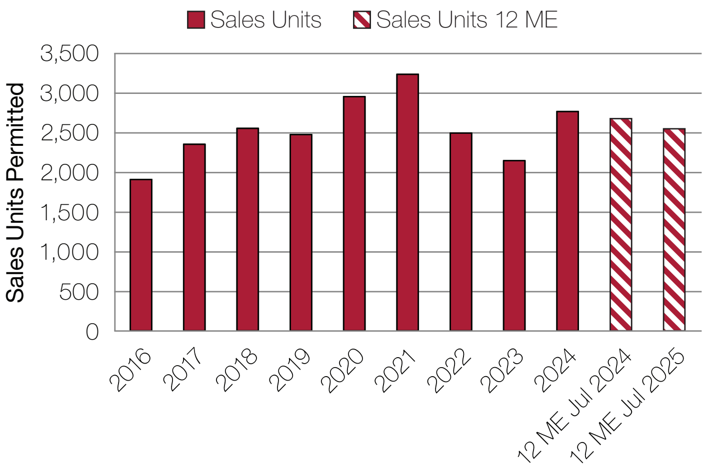
- Sales developments that are underway include Regency at Desert Color, a luxury, active-adult, 55+ community consisting of 550 homes within the larger Desert Color master-planned community in the city of St. George. The community is expected to be complete in 2026 and currently offers multiple collections and 14 different floor plans ranging from approximately 1,425 to more than 3,294 square feet, with prices ranging from $450,000 to $900,000.

The number of sales units permitted in the St. George metropolitan area has exceeded 2,000 units each year since 2017.



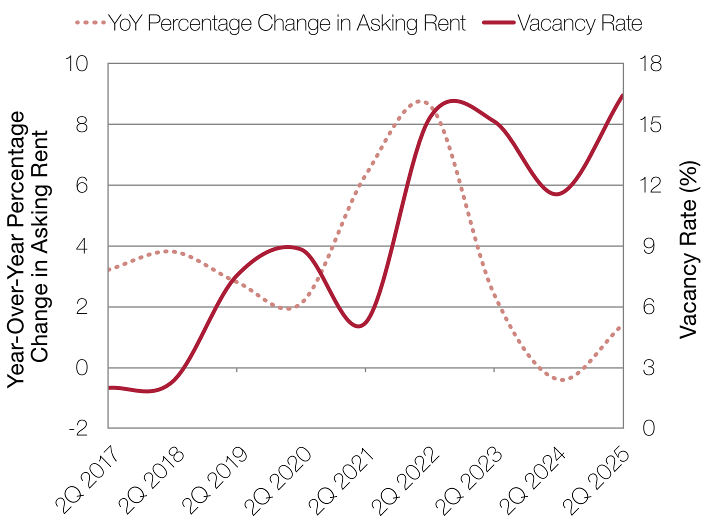
12 ME = 12 months ending.
Sources: U.S. Census Bureau, Building Permits Survey; 2016–24—final data and estimates by the analyst; past 24 months of data—preliminary data and estimates by the analyst

Rental Market Conditions

The rental market in the St. George metropolitan area is slightly soft. The estimated vacancy rate for all rental units—including single-family homes, mobile homes, apartments, and other rental housing—is 12.8 percent as of August 1, 2025, up from 9.2 percent in April 2020, when conditions were balanced. High levels of new apartment construction, including a relatively large number of units in lease up, accounted for much of the vacancy rate increase during the period. Single-family homes accounted for approximately 54 percent of all renter-occupied units in 2024, up from 50 percent in 2019 (ACS 1-year data). Rental units in structures with five or more units, typically apartments, accounted for 32 percent of all renter-occupied units in 2024, up from 24 percent in 2019.

- Professionally managed, single-family homes generally have notably lower vacancy rates than the overall rental market, and in July 2025, the vacancy rate was 3.3 percent, up slightly from 3.2 percent a year earlier (Cotality). The average rent for a two-bedroom, single-family home was $1,889, up nearly 4 percent from a year ago.
- The apartment market in the metropolitan area was soft as of the second quarter of 2025, with a 16.4-percent vacancy rate, up from 11.5 percent a year earlier (CoStar Group). The average apartment rent was $1,815, up 1 percent from the second quarter of 2024.

The apartment vacancy rate in the St. George metropolitan area has trended sharply upward since the late 2010s because new apartment deliveries have outpaced absorption.



2Q = second quarter. YoY = year-over-year.
Source: CoStar Group

- The apartment vacancy rate increased in the past year due to rental construction significantly outpacing absorption. During the 12 months ending June 2025, 750 new apartment units were delivered, and only 420 units were absorbed.

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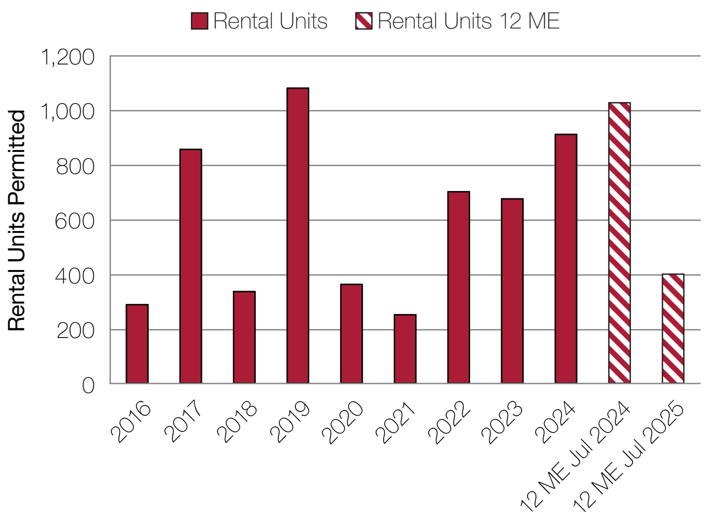
- A significant wave of new apartment construction in the metropolitan area has exceeded absorption since the late 2010s, with net deliveries and net absorption averaging 420 and 360 units, respectively, from 2018 through 2024. For context, from 2010 through 2017, an average of fewer than 10 new apartment units were delivered annually, and absorption averaged 15 units a year.

High levels of net in-migration drove significant increases in multifamily development activity in the late 2010s, including a peak of 1,075 units during 2019, and again from 2022 through 2024. During the past year, however, softening rental market conditions contributed to a sharp decline in rental permitting.

- Approximately 400 rental units were permitted during the 12 months ending July 2025, down from 1,025 units permitted during the previous 12 months (preliminary data).
- The number of rental units permitted averaged 310 units annually from 2020 through 2021 before increasing to an average of 760 units permitted each year from 2022 through 2024. By comparison, the average of 760 units permitted each year from 2017 through 2019 was up from an average of only 80 units a year from 2010 through 2016.
- Recent rental construction in the metropolitan area includes The Ash Apartments & Townhomes, a 200-unit luxury complex that began lease up in June 2025. The property, located in the city of Washington, approximately 10 miles from downtown St. George, consists of 168 apartments and 32 townhomes, with rents ranging from $1,680 for one-bedroom units to $2,435 for three-bedroom units.
- Ascesa Court, a 184-unit apartment community in the city of St. George, also opened in 2025. Monthly rents range from $1,375 for one-bedroom units to $1,825 for three-bedroom units.

Rental permitting declined significantly during the past 12 months as builders responded to softening rental market conditions.



12 ME = 12 months ending.
Sources: U.S. Census Bureau, Building Permits Survey; 2016–24—final data and estimates by the analyst; past 24 months of data—preliminary data and estimates by the analyst

Terminology Definitions and Notes

A. Definitions

Absorption	The net change, positive or negative, in the number of occupied units in a given geographic range.
Apartment Vacancy Rate/Average Monthly Rent	Data are for market-rate and mixed market-rate and affordable general occupancy apartment properties with five or more units, including only those that are stabilized.
Building Permits	Building permits do not necessarily reflect all residential building activity. Some units are constructed or created without a building permit or are issued a different type of building permit. For example, some units classified as commercial structures are not reflected in the residential building permits. As a result, the analyst, through diligent fieldwork, makes an estimate of this additional construction activity. Some of these estimates are included in the discussions of single-family and multifamily building permits.
Existing Home Sales	Includes resales, short sales, and real estate owned sales.
Home Sales/Home Sales Prices	Includes single-family home, townhome, and condominium sales.
Rental Market/Rental Vacancy Rate	Includes apartments and other rental units, such as single-family, multifamily, and mobile homes.
Seriously Delinquent Mortgages	Mortgages 90 or more days delinquent or in foreclosure.

B. Notes on Geography

1.	The metropolitan statistical area definition noted in this report is based on the delineations established by the Office of Management and Budget (OMB) in the OMB Bulletin dated July 21, 2023.