



DEMOGRAPHIC REPORT

CITY OF VINEYARD

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Executive Summary

The following demographic report has been compiled due to the rate at which the city of Vineyard is growing. The purpose of this report is to update and provide the most recent data regarding specific demographic information about the residents of the city of Vineyard. This report is meant only to be used as a reference tool. The projections and data found within this report are up to date as of December 2017.

This Demographic Report is composed of individual sections in order to address specific statistics, as follows:

Population Growth and Structure - The population in Vineyard has grown rapidly in the last ten years. The current population is estimated to be at 12,403 and is expected to continue growing at the same rate.

Demographic Structure - The population is mainly comprised of young families, with the average household size being about four. Approximately 15% of residents are under the age of five with approximately 40% of the residents being under the age of 18.

Ethnic Make-up - Ethnically, 89% of the population identifies as being Caucasian in ethnicity. The next largest ethnic entity is Hispanics, which make up 6% of the overall population. It is estimated that as Vineyard grows it will continue to become more ethnic.

Employment - The unemployment rate in Vineyard is estimated to be 2.9%, which is much lower than the national average. The top five most common employment sectors in the city are retail, management, cashiers, nurses, and elementary school teachers.

Household Income - This section compares the average annual household income to the rest of the county. The average annual household income for those living in Vineyard is \$91,692.

Education - The city of Vineyard is considered to be highly-educated with 80% of the population over the age of 25 having at least completed some college. Approximately 50% of the population holds a post-secondary degree.

Quality of life - The city of Vineyard is utilizing the space it has with purposeful organization and master-planned communities. Within the next five years there will be 61 acres of parks in Vineyard and several miles of walking and biking trails. The proximity of Vineyard to Utah Lake provides access to the residents with an abundance of recreational activities.

Introduction

In the year 2000 the United States Census Bureau recorded that the town of Vineyard only had 139 residents. Since that time, Vineyard has experienced rapid growth and is now estimated to be at 12,403 residents. Vineyard is currently the fastest growing city, within the fastest growing state, in the United States. This growth can largely be attributed to the fact that land from Geneva Steel, as well as a large portion of farmland, became available for development about ten years ago.

This report is intended to provide incoming businesses, current residents, and city officials with a general idea of the demographic structure of the city of Vineyard, in light of the rapid growth that has occurred. In order to be as accurate as possible, the data in this report is based off of five cities within Utah County that show key similarities in growth and development as the city of Vineyard: Saratoga Springs, Santaquin, Mapleton, Cedar Hills, and Eagle Mountain. Out of the 21 cities and towns in Utah County these were chosen because they are the most structurally similar to Vineyard. Each of the cities listed have at least doubled in population since the year 2000, all of them are mainly suburban areas, and all of them have large housing communities that have been built within the last ten years. All of the data gathered about these cities comes from the 2010 Census and the 2015 American Community Survey.

Unless otherwise explicitly stated in this report, the demographic data discussed in this report has been based on the average of those five cities and then compared with Utah County data. All tables and figures were created by the author.

Population Growth and Structure

The overall population of Vineyard was difficult to estimate because the Census Bureau has been unable to keep up with the rapid growth in Vineyard. In order to get a more accurate representation of the city population, an estimation was created using the housing method. The housing method uses all of the houses and apartments in the city and multiplies them by their respective people per household multipliers. These multipliers evaluate the average number of people living in an owner-occupied and a renter-occupied unit. In the case of Vineyard, these units were calculated by using the average of the people per household of the five cities in Utah County mentioned in the introduction. The average owner-occupied people per household being 4.072 and renter-occupied units being 4.07.

Below is the calculation used to determine the population.

	Number of Units	Multiplier	Residents
Single-Family Homes	1207	4.072	4914.9
Multi-Family Homes	1008	4.07	4102.6

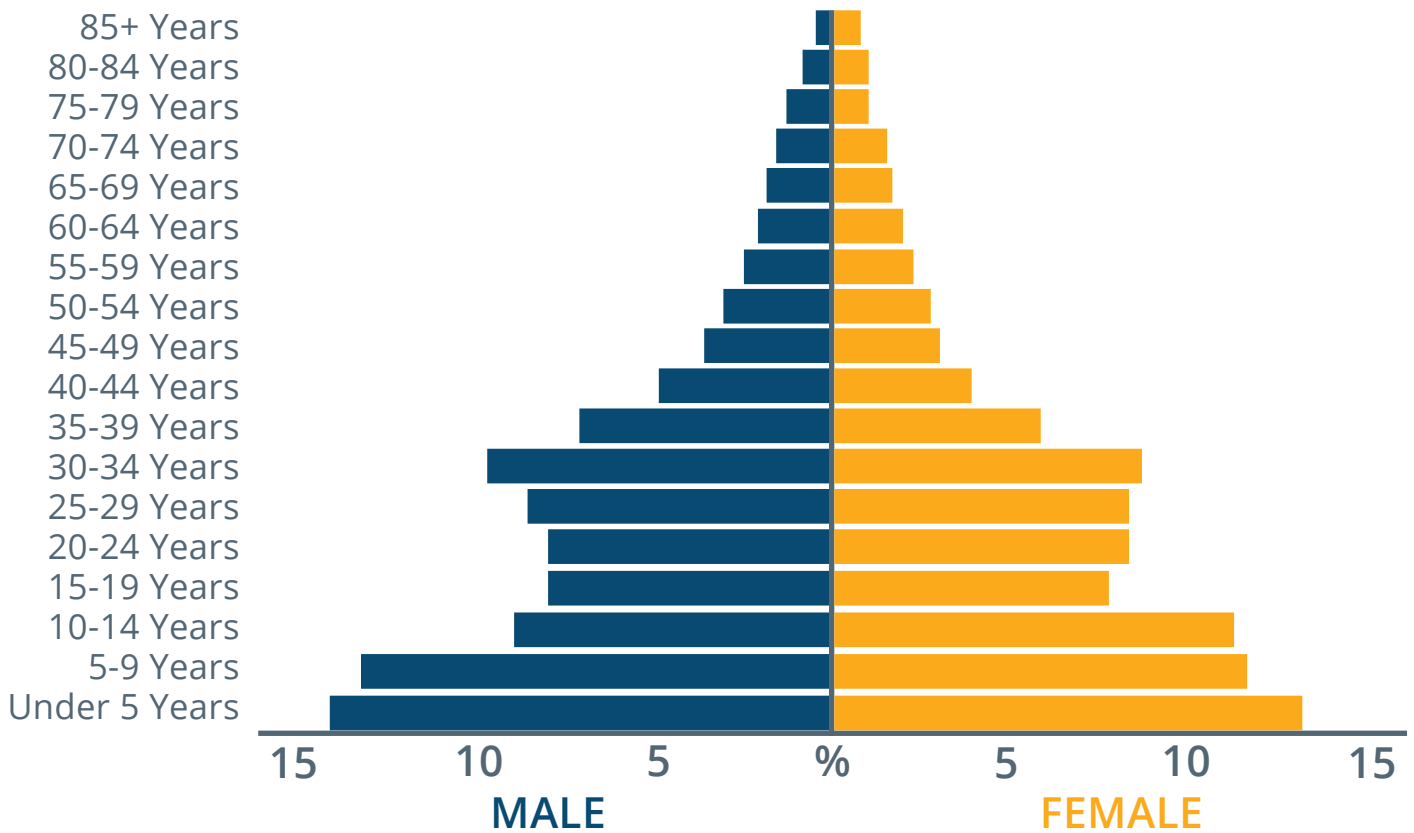
In order to determine the average between the various multi-family homes, individual apartment complexes were contacted to determine the total number of occupants/occupants per apartment. The multiplier used in this calculation was based on the average number of people living in apartments and other apartments that had the same respective number of bedrooms. This was calculated using the apartment averages from around Utah Valley (See math in the Annex). The units occupied by renters contain more precise data due to the fact that the majority of apartments in Vineyard knew their exact number of residents. The remaining rental units were calculated using the rental average of 4.03.

	Number of Units	Multiplier	Residents
Town-homes	840	4.03	3385.2

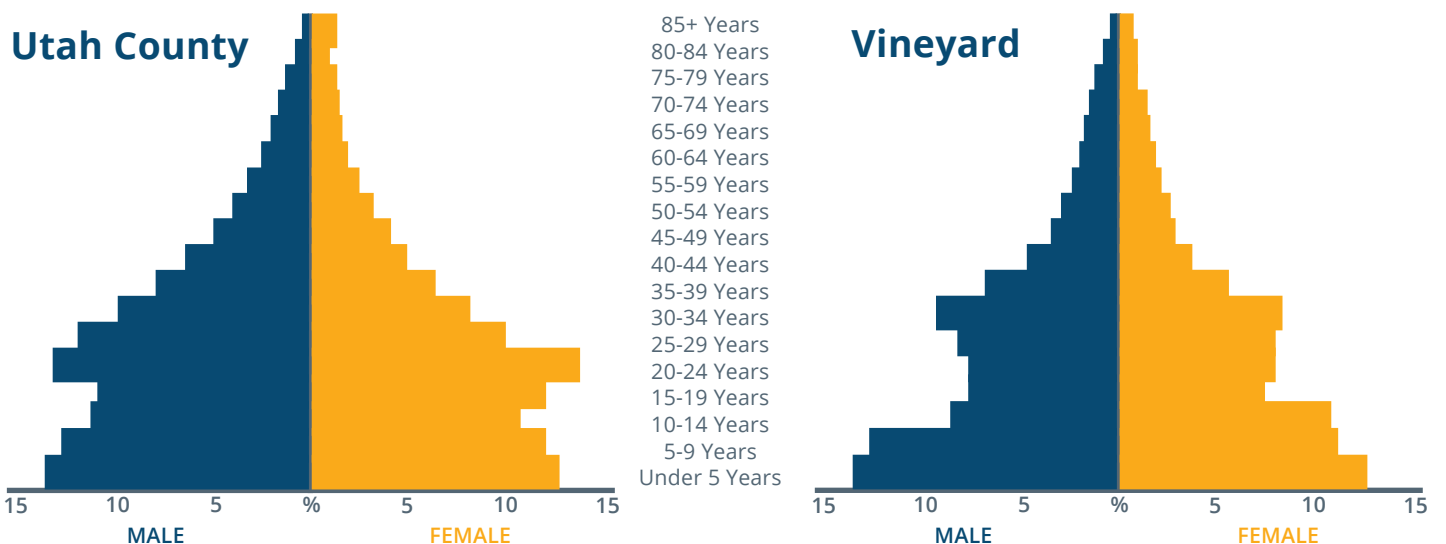
In total Vineyard has an estimated 12,403 residents. Vineyard is expected to continue to grow and the total number of residents will be recalculated by the Census Bureau in 2020.

Demographic Structure

The structure of the population is demonstrated in the chart below. The population is mainly comprised of young families, with approximately 40% of the residents being under the age of 18.

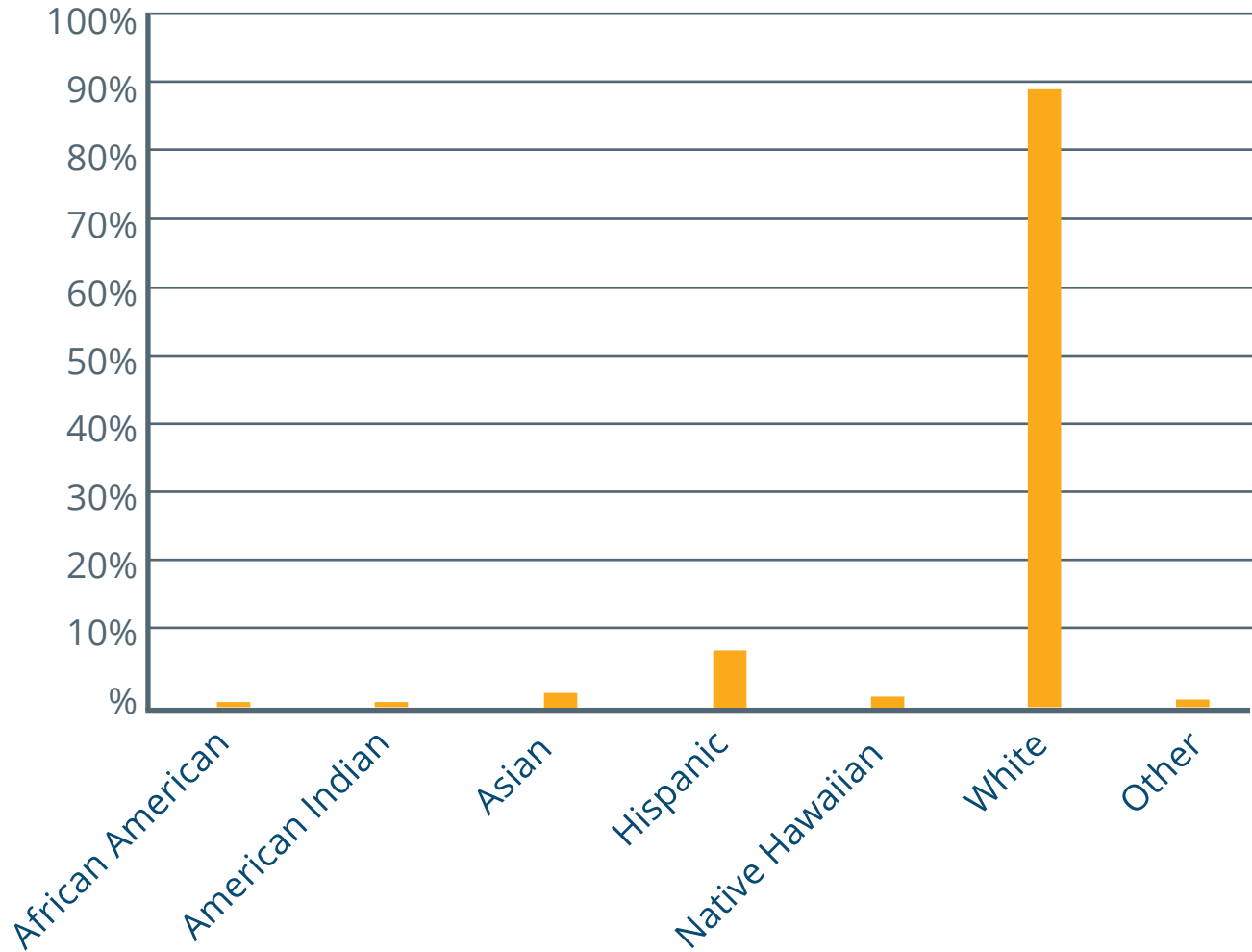


When compared with the overall population of Utah County, Vineyard’s population tends to be younger, though both trend similarly after the age of 30. Vineyard may be younger than Utah County, as a whole, due to the resident student population and the increased amount of young families. The figures below are a side by side comparison of Utah County and Vineyard City.



Ethnic Make-Up

Vineyard is predominately made up of Caucasians with those of Hispanic descent being the next largest entity. Vineyard is very similar to Utah County in this regard, the biggest difference being that Hispanics comprise 10% of the Utah County population as opposed to the 6% make-up in Vineyard.



Employment

The U.S. unemployment rate has been dropping steadily since the recession in 2009 when the unemployment rate was at 10. As of the date of this report, the unemployment rate in the United States is 4.1.

Utah's unemployment rate is currently at 3.2, which shows that the economy is stronger in the state than it is throughout the nation. The highest current unemployment rate being 7.2 in the state of Alaska and the lowest being 2.0 in the state of Hawaii.

The unemployment rate for Vineyard is estimated to be 2.9, based on the unemployment rate for the Provo-Orem Metropolitan area. This shows that although the city of Vineyard is small, its residents are in a state of relatively stable employment. According to the Bureau of Labor Statistics, the top three sectors of employment within the Provo-Orem Metropolitan area are customer service representatives, retail sales, and food preparation workers. With this information, it is important to note that just within Utah County there are two four-year colleges with over 35,000 students enrolled respectively. With thousands of students graduating every year, Vineyard City has the potential to house a large, highly-skilled labor force.

Household Income

The average annual household income for those living in Vineyard is estimated to be at \$91,692. This is considered to be “middle income” for households of three to four people living within the Provo-Orem Metropolitan area. The figure below shows a breakdown of the estimated household income brackets of those living in Vineyard.

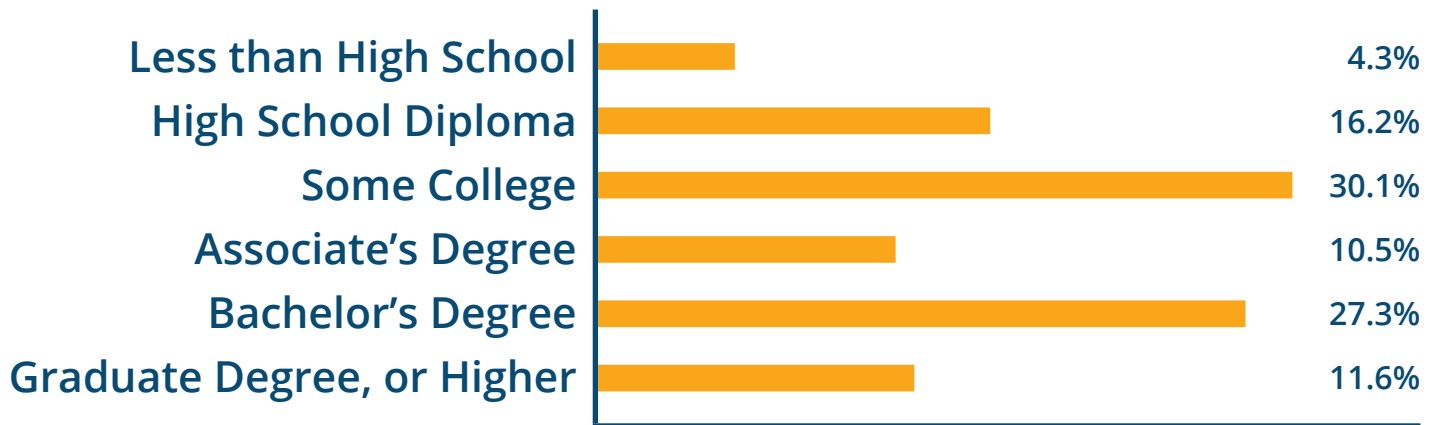


The income distribution in the city of Vineyard is above average when compared to the rest of Utah County. Approximately 26% of Utah County households are considered to be low-income households and in Vineyard that percentage is approximately 12%. It is important to note that approximately 30% of households in Vineyard are considered to be high-income households; with about 25% making between \$120,000 and \$199,999 and 5% making more than \$200,000 a year.

Education

Educational attainment has been increasing across the United States; in order to outline this increase, the U.S. Census Bureau released a detailed report in 2015. As of 2015, the Census Bureau reported that nine out of ten Americans had a high school diploma and that one in three Americans over the age of 25 held a Bachelor's degree or higher.

When comparing these statistics with those of Utah County it becomes clear that Utah County has a higher educational attainment than the national average. Approximately 37.4% of those over the age of 25 living in Utah County have a Bachelors degree or higher. Additionally, 10.8% percent have an Associates degree and 28.3% have at least attempted some college in their lifetime. This can be attributed to several factors, including religious affiliation, cultural values in reference to education, and proximity to educational institutions. Educational attainment for those over the age of 25 in Vineyard city is higher than the Utah County average. This tends to be a trend for cities that are primarily composed of suburban neighborhoods in Utah and can is likely related to household income as well. The average educational attainment for those over the age of 25 in the city of Vineyard is represented in the chart below.



About 38.88% of the population over the age of 25 has a bachelor's degree or higher. That is about 1.5% higher than the Utah County average and 5.5% higher than the U.S. average. It is also important to take into account that that does not include the 10.68% with an associates and the 30% with some college education. This means that Vineyard is a highly educated city with lots of skilled workers.

Quality of Life

The city of Vineyard is utilizing the space it has with purposeful organization and master-planned communities. Within the next five years there will be 61 acres of parks in Vineyard and several miles of walking and biking trails. The proximity of Vineyard to Utah Lake provides access to the residents with an abundance of recreational activities.

Trails - There are a variety of walking and biking trails that the residents of Vineyard have access to. Vineyard has over nine miles in existing and planned bike trails, as well as over 23 miles in existing and planned multi-use trails throughout the city.

Parks - Vineyard has approximately 61 acres worth of parks planned for development within the next five years. The largest park planned is an 18 acre sports park. There is also a six acre community park, two neighborhood parks, six pocket parks, and five detention parks.

Transportation - A FrontRunner station is planned to be built in the city of Vineyard within the next seven to ten years. The FrontRunner station is the public commuter railway that stretches from downtown Provo to Northern Weber County. The railway will increase connectivity and provide Vineyard residents the opportunity to take public transportation to the Salt Lake City Airport, as well as many other sites along the Wasatch Front.

The Vineyard Megaplex- The Vineyard Megaplex is the movie theater in Vineyard that features 13 screens, luxury seating, and a full service food court. The Megaplex also provides adaptive services for guests with special needs. These services include descriptive video services, open and closed captioning, and wheelchair accessible D-Box motion Seats.

Annex

Single-Family Unit Calculations

Cities in Utah County		Factors Determining Compatability		
Alpine		Mostly Suburban		
American Fork		At least a doubling in size since 2000		
Cedar Fort Town		Large Housing Communities built within the last ten years		
Cedar Hills City				
Draper City				
Eagle Mountain		Cities and Towns that fit the criteria		
Elk Ridge City		Cedar Hills City		
Highland		Eagle Mountain		
Lehi		Mapleton		
Lindon		Pleasant Grove		
Mapleton		Santaquin		
Orem				
Payson			Owner Occupied	Rental Occupied
Pleasant Grove City		Cedar Hills City	4.24	3.64
Provo		Eagle Mountain City	4.15	4.42
Salem		Mapleton	4.06	3.53
Santaquin		Santaquin City	3.93	3.72
Saratoga Springs		Saratoga Springs	4.03	4.14
Springville				
Woodland Hills		Total	20.41	19.45
Vineyard Town		Averages	4.082	3.89
Total # of Single Family Units	Multiplier	Total		
1068	4.08	4357.44		

Multi-Family Unit Calculations

The Alloy (Vineyard)				Multiplier	Total
One Bed	1.5	72	108	88% Full	786.72
Two Bed	3	192	576		
Three Bed	3.5	60	210		
Concord (Vineyard)					Total
1 Bed	1.5	88	132		1140
2 Bed	3	168	504		1041.96
3 Bed	3.5	144	504		

Cherry Hill (Orem)	
One Bed	2
Two Bed	3
Three Bed	4.5
Aston (Orem)	
One Bed	2
Two Bed	3.5
Three Bed	4
Mayfield (Pleasant Grove)	
1 Bed	1.5
2 Bed	2.5
3 Bed	4.5
Creasthaven (Lehi)	
One Bed	1.5
Two Bed	3.5
Three Bed	4
Aldara (Saratoga)	
One Bed	1.5
Two Bed	3
Three Bed	4.5

Averages	
One Bed	1.7
Two Bed	3
Three Bed	4.14

The Preserve Condos	# of condos	Multiplier	Total
All 3 Bed	108	4.14	447.12
Multifamily Total Pop			
Alloy	786.72		
Concord	1041.96		
The Preserve	447.12		
Total	2275.8		

Town-homes

Townhomes		Multiplier	Total
Tucker Row	3 Bed	3.89	3617.7
The Preserve	3 Bed		
Edgewater	3 Bed		
Total # of Units	930		
Multifamily + Single Family	6633.24		
Total	10249.94		

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