



TheRetailCoach®

PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Grapevine, Texas

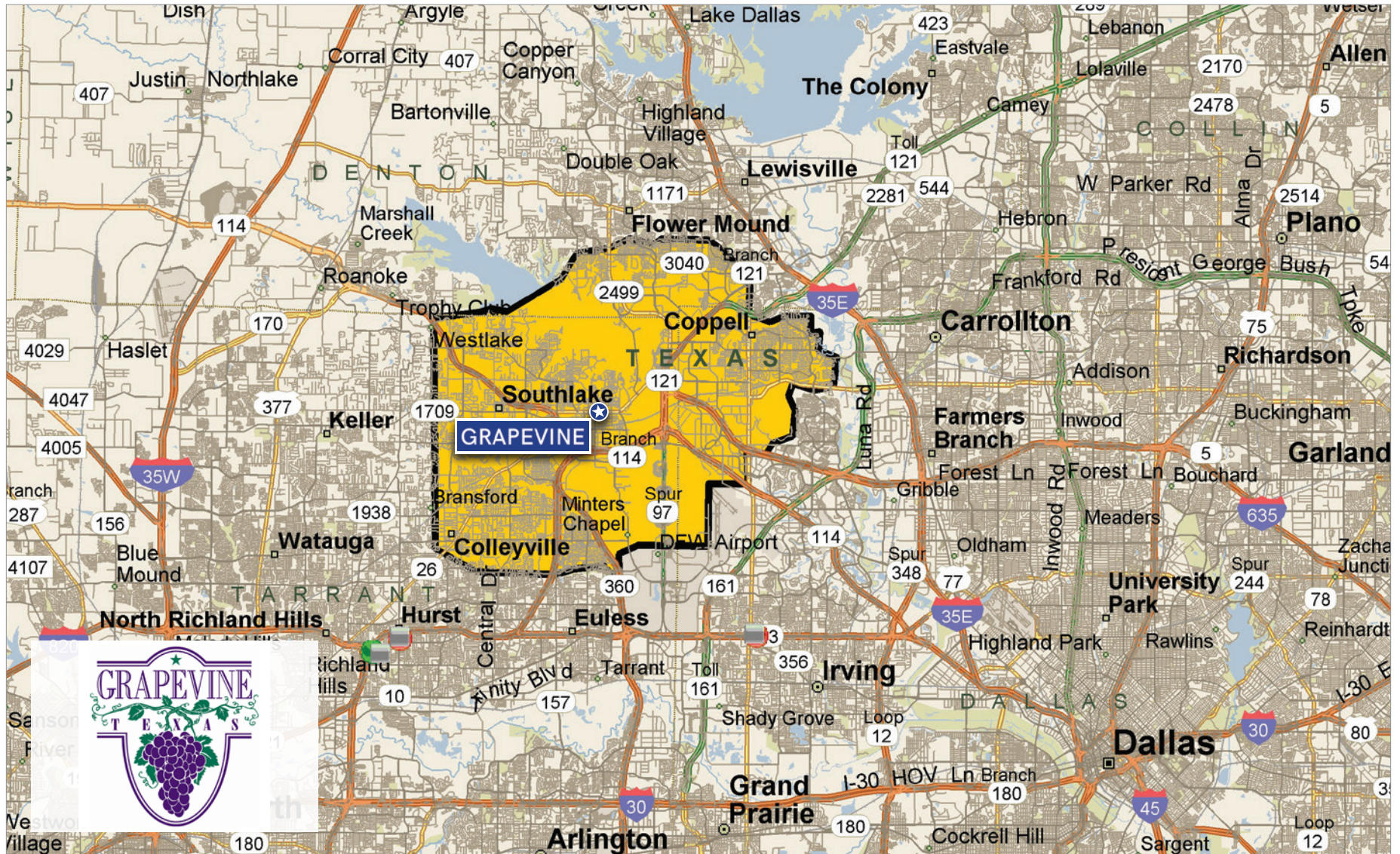
Prepared for
City of Grapevine, Texas
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PRIMARY RETAIL TRADE AREA

Grapevine, Texas



CONTACT DAN TRUEX, ECONOMIC DEVELOPMENT MANAGER

City of Grapevine, Texas | 200 South Main Street | City of Grapevine, Texas 76051 | p. 817.410.3153 | f. 817.410.3002
dant@grapevintexas.gov | www.grapevintexas.gov



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
441	Motor Vehicle and Parts Dealers	\$1,215,280,143.19	\$438,806,040.00	\$776,474,103.19	0.361
4411	Automotive Dealers	\$1,045,985,994.99	\$406,147,895.00	\$639,838,099.99	0.388
4412	Other Motor Vehicle Dealers	\$67,962,651.65	\$12,086,798.00	\$55,875,853.65	0.178
4413	Automotive Parts/Accsrs, Tire Stores	\$101,331,496.55	\$20,571,347.00	\$80,760,149.55	0.203
442	Furniture and Home Furnishings Stores	\$123,995,312.53	\$40,681,873.00	\$83,313,439.53	0.328
4421	Furniture Stores	\$71,266,994.43	\$17,581,326.00	\$53,685,668.43	0.247
4422	Home Furnishing Stores	\$52,728,318.10	\$23,100,547.00	\$29,627,771.10	0.438
443	Electronics and Appliance Stores	\$196,475,630.88	\$92,164,126.00	\$104,311,504.88	0.469
44311	Appliances, TVs, Electronics Stores	\$98,237,815.44	\$44,082,063.00	\$54,155,752.44	0.449
443111	Household Appliances Stores	\$12,657,771.83	\$5,443,393.00	\$7,214,378.83	0.430
443112	Electronics Stores	\$85,580,043.61	\$42,638,670.00	\$42,941,373.61	0.498
444	Building Material, Garden Equip Stores	\$538,328,672.61	\$14,770,925.00	\$523,557,747.61	0.027
4441	Building Material and Supply Dealers	\$494,173,205.37	\$10,652,535.00	\$483,520,670.37	0.022
44411	Home Centers	\$191,665,404.24	\$0.00	\$191,665,404.24	0.000
44412	Paint and Wallpaper Stores	\$13,737,499.53	\$2,060,501.00	\$11,676,998.53	0.150
44413	Hardware Stores	\$45,454,714.44	\$2,122,967.00	\$43,331,747.44	0.047
44419	Other Building Materials Dealers	\$243,315,587.16	\$6,469,067.00	\$236,846,520.16	0.027
444191	Building Materials, Lumberyards	\$90,781,588.43	\$4,068,742.00	\$86,712,846.43	0.045
4442	Lawn, Garden Equipment, Supplies Stores	\$44,155,467.24	\$4,118,390.00	\$40,037,077.24	0.093
44421	Outdoor Power Equipment Stores	\$6,525,361.63	\$152,522.00	\$6,372,839.63	0.023
44422	Nursery and Garden Centers	\$37,630,105.61	\$3,965,868.00	\$33,664,237.61	0.105



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$688,218,340.62	\$67,376,122.00	\$620,842,218.62	0.098
4451	Grocery Stores	\$626,118,319.30	\$55,893,331.00	\$570,224,988.30	0.089
44511	Supermarkets, Grocery (Ex Conv) Stores	\$575,179,681.93	\$51,823,223.00	\$523,356,458.93	0.090
44512	Convenience Stores	\$50,938,637.36	\$4,070,108.00	\$46,868,529.36	0.080
4452	Specialty Food Stores	\$26,972,643.76	\$4,091,551.00	\$22,881,092.76	0.152
4453	Beer, Wine and Liquor Stores	\$35,127,377.56	\$7,391,240.00	\$27,736,137.56	0.210
446	Health and Personal Care Stores	\$336,116,581.53	\$32,625,718.00	\$303,490,863.53	0.097
44611	Pharmacies and Drug Stores	\$268,071,055.16	\$26,825,227.00	\$241,245,828.16	0.100
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$33,192,975.19	\$3,884,340.00	\$29,308,635.19	0.117
44613	Optical Goods Stores	\$10,835,019.39	\$442,453.00	\$10,392,566.39	0.041
44619	Other Health and Personal Care Stores	\$24,017,531.79	\$1,473,698.00	\$22,543,833.79	0.061
447	Gasoline Stations	\$419,683,452.60	\$32,882,877.00	\$386,800,575.60	0.078
44711	Gasoline Stations With Conv Stores	\$228,619,221.10	\$30,726,848.00	\$197,892,373.10	0.134
44719	Other Gasoline Stations	\$191,064,231.50	\$2,156,029.00	\$188,908,202.50	0.011
448	Clothing and Clothing Accessories Stores	\$236,022,055.12	\$185,022,001.00	\$51,000,054.12	0.784
4481	Clothing Stores	\$173,072,385.50	\$139,075,673.00	\$33,996,712.50	0.804
44811	Men's Clothing Stores	\$6,767,738.42	\$775,619.00	\$5,992,119.42	0.115
44812	Women's Clothing Stores	\$37,299,240.47	\$29,756,688.00	\$7,542,552.47	0.798
44813	Childrens, Infants Clothing Stores	\$8,189,830.86	\$2,057,255.00	\$6,132,575.86	0.251
44814	Family Clothing Stores	\$97,832,111.07	\$87,714,269.00	\$10,117,842.07	0.897
44815	Clothing Accessories Stores	\$8,909,023.90	\$4,631,969.00	\$4,277,054.90	0.520
44819	Other Clothing Stores	\$14,074,440.80	\$14,139,873.00	-\$65,432.20	1.005
4482	Shoe Stores	\$35,055,420.95	\$30,770,309.00	\$4,285,111.95	0.878
4483	Jewelry, Luggage, Leather Goods Stores	\$27,894,248.66	\$15,176,019.00	\$12,718,229.66	0.544
44831	Jewelry Stores	\$25,299,849.18	\$13,164,643.00	\$12,135,206.18	0.520
44832	Luggage and Leather Goods Stores	\$2,594,399.48	\$2,011,376.00	\$583,023.48	0.775



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$108,337,990.71	\$95,741,261.00	\$12,596,729.71	0.884
4511	Sportng Goods, Hobby, Musical Inst Stores	\$91,919,021.00	\$95,533,223.00	-\$3,614,202.00	1.039
45111	Sporting Goods Stores	\$65,700,346.21	\$83,531,646.00	-\$17,831,299.79	1.271
45112	Hobby, Toys and Games Stores	\$17,965,741.85	\$10,276,034.00	\$7,689,707.85	0.572
45113	Sew/Needlework/Piece Goods Stores	\$3,340,946.83	\$1,713,057.00	\$1,627,889.83	0.513
45114	Musical Instrument and Supplies Stores	\$4,911,986.11	\$12,486.00	\$4,899,500.11	0.003
4512	Book, Periodical and Music Stores	\$16,418,969.70	\$208,038.00	\$16,210,931.70	0.013
45121	Book Stores and News Dealers	\$16,418,969.70	\$208,038.00	\$16,210,931.70	0.013
451211	Book Stores	\$14,657,603.42	\$208,038.00	\$14,449,565.42	0.014
451212	News Dealers and Newsstands	\$1,761,366.28	\$0.00	\$1,761,366.28	0.000
452	General Merchandise Stores	\$618,339,361.63	\$425,439,299.00	\$192,900,062.63	0.688
4521	Department Stores Excl Leased Depts	\$405,498,199.93	\$75,791,101.00	\$329,707,098.93	0.187
4529	Other General Merchandise Stores	\$212,841,161.70	\$349,648,198.00	-\$136,807,036.30	1.643
453	Miscellaneous Store Retailers	\$137,898,781.03	\$30,253,941.00	\$107,644,840.03	0.219
4531	Florists	\$6,454,342.66	\$645,384.00	\$5,808,958.66	0.100
4532	Office Supplies, Stationery, Gift Stores	\$47,577,917.96	\$17,932,126.00	\$29,645,791.96	0.377
45321	Office Supplies and Stationery Stores	\$26,994,669.97	\$11,683,487.00	\$15,311,182.97	0.433
45322	Gift, Novelty and Souvenir Stores	\$20,583,247.99	\$6,248,639.00	\$14,334,608.99	0.304
4533	Used Merchandise Stores	\$21,309,068.00	\$3,255,258.00	\$18,053,810.00	0.153
4539	Other Miscellaneous Store Retailers	\$62,557,452.41	\$8,421,173.00	\$54,136,279.41	0.135
454	Non-Store Retailers	\$242,968,490.09	\$454,029,639.00	-\$211,061,148.91	1.869



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722	Foodservice and Drinking Places	\$588,837,390.98	\$229,639,690.00	\$359,197,700.98	0.390
7223	Special Foodservices	\$35,427,082.88	\$10,070,743.00	\$25,356,339.88	0.284
7224	Drinking Places -Alcoholic Beverages	\$19,552,529.27	\$6,397,248.00	\$13,155,281.27	0.327
722511	Full Service Restaurants	\$261,672,667.72	\$132,094,611.00	\$129,578,056.72	0.505
722513	Limited Service Eating Places	\$241,937,977.08	\$61,871,291.00	\$180,066,686.08	0.256
722514	Cafeterias, Grill Buffets, and Buffets	\$9,919,944.20	\$0.00	\$9,919,944.20	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$20,327,189.82	\$19,205,797.00	\$1,121,392.82	0.945



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	183,114	
2017 Estimate	169,618	
2010 Census	151,490	
2000 Census	136,612	
Growth 2017 - 2022		7.96%
Growth 2010 - 2017		11.97%
Growth 2000 - 2010		10.89%
2017 Est. Population by Single-Classification Race	169,618	
White Alone	129,373	76.27%
Black or African American Alone	7,179	4.23%
Amer. Indian and Alaska Native Alone	804	0.47%
Asian Alone	18,563	10.94%
Native Hawaiian and Other Pac. Isl. Alone	190	0.11%
Some Other Race Alone	8,691	5.12%
Two or More Races	4,819	2.84%
2017 Est. Population by Hispanic or Latino Origin	169,618	
Not Hispanic or Latino	145,787	85.95%
Hispanic or Latino	23,831	14.05%
Mexican	18,253	76.59%
Puerto Rican	1,119	4.70%
Cuban	411	1.72%
All Other Hispanic or Latino	4,049	16.99%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	23,831	
White Alone	13,729	57.61%
Black or African American Alone	235	0.99%
American Indian and Alaska Native Alone	253	1.06%
Asian Alone	91	0.38%
Native Hawaiian and Other Pacific Islander Alone	12	0.05%
Some Other Race Alone	8,437	35.40%
Two or More Races	1,074	4.51%
2017 Est. Pop by Race, Asian Alone, by Category	18,563	
Chinese, except Taiwanese	2,624	14.14%
Filipino	796	4.29%
Japanese	628	3.38%
Asian Indian	7,220	38.90%
Korean	3,005	16.19%
Vietnamese	1,835	9.88%
Cambodian	48	0.26%
Hmong	3	0.02%
Laotian	93	0.50%
Thai	122	0.66%
All Other Asian Races Including 2+ Category	2,188	11.79%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	169,618	
Arab	773	0.46%
Czech	791	0.47%
Danish	415	0.24%
Dutch	1,340	0.79%
English	14,132	8.33%
French (except Basque)	4,221	2.49%
French Canadian	432	0.25%
German	19,587	11.55%
Greek	305	0.18%
Hungarian	538	0.32%
Irish	12,600	7.43%
Italian	6,193	3.65%
Lithuanian	259	0.15%
United States or American	10,563	6.23%
Norwegian	1,473	0.87%
Polish	2,080	1.23%
Portuguese	167	0.10%
Russian	773	0.46%
Scottish	2,656	1.57%
Scotch-Irish	2,402	1.42%
Slovak	122	0.07%
Subsaharan African	1,311	0.77%
Swedish	1,361	0.80%
Swiss	152	0.09%
Ukrainian	153	0.09%
Welsh	787	0.46%
West Indian (except Hisp. groups)	530	0.31%
Other ancestries	64,848	38.23%
Ancestry Unclassified	18,653	11.00%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	160,548	
Speak Only English at Home	126,517	78.80%
Speak Asian/Pac. Isl. Lang. at Home	8,311	5.18%
Speak IndoEuropean Language at Home	7,345	4.58%
Speak Spanish at Home	17,277	10.76%
Speak Other Language at Home	1,098	0.68%
2017 Est. Population by Age	169,618	
Age 0 - 4	9,070	5.35%
Age 5 - 9	9,901	5.84%
Age 10 - 14	13,184	7.77%
Age 15 - 17	8,282	4.88%
Age 18 - 20	7,392	4.36%
Age 21 - 24	9,597	5.66%
Age 25 - 34	18,375	10.83%
Age 35 - 44	19,892	11.73%
Age 45 - 54	30,401	17.92%
Age 55 - 64	26,016	15.34%
Age 65 - 74	12,262	7.23%
Age 75 - 84	3,961	2.34%
Age 85 and over	1,285	0.76%
Age 16 and over	134,743	79.44%
Age 18 and over	129,181	76.16%
Age 21 and over	121,789	71.80%
Age 65 and over	17,508	10.32%
2017 Est. Median Age	39.5	
2017 Est. Average Age	38.1	



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DESCRIPTION	DATA	%
2017 Est. Population by Sex	169,618	
Male	83,409	49.17%
Female	86,209	50.83%
2017 Est. Male Population by Age	83,409	
Age 0 - 4	4,638	5.56%
Age 5 - 9	5,043	6.05%
Age 10 - 14	6,766	8.11%
Age 15 - 17	4,207	5.04%
Age 18 - 20	3,820	4.58%
Age 21 - 24	4,906	5.88%
Age 25 - 34	9,246	11.09%
Age 35 - 44	9,133	10.95%
Age 45 - 54	14,526	17.42%
Age 55 - 64	12,837	15.39%
Age 65 - 74	6,088	7.30%
Age 75 - 84	1,781	2.14%
Age 85 and over	417	0.50%
2017 Est. Median Age, Male	38.4	
2017 Est. Average Age, Male	37.5	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	86,209	
Age 0 - 4	4,433	5.14%
Age 5 - 9	4,858	5.64%
Age 10 - 14	6,418	7.44%
Age 15 - 17	4,075	4.73%
Age 18 - 20	3,572	4.14%
Age 21 - 24	4,691	5.44%
Age 25 - 34	9,128	10.59%
Age 35 - 44	10,759	12.48%
Age 45 - 54	15,875	18.41%
Age 55 - 64	13,179	15.29%
Age 65 - 74	6,173	7.16%
Age 75 - 84	2,180	2.53%
Age 85 and over	868	1.01%
2017 Est. Median Age, Female	40.5	
2017 Est. Average Age, Female	38.7	
2017 Est. Pop Age 15+ by Marital Status	137,462	
Total, Never Married	33,771	24.57%
Males, Never Married	17,308	12.59%
Females, Never Married	16,463	11.98%
Married, Spouse present	81,853	59.55%
Married, Spouse absent	4,356	3.17%
Widowed	4,126	3.00%
Males Widowed	968	0.70%
Females Widowed	3,158	2.30%
Divorced	13,356	9.72%
Males Divorced	5,213	3.79%
Females Divorced	8,143	5.92%



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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	112,192	
Less than 9th grade	2,385	2.13%
Some High School, no diploma	3,253	2.90%
High School Graduate (or GED)	15,684	13.98%
Some College, no degree	22,331	19.90%
Associate Degree	7,479	6.67%
Bachelor's Degree	39,787	35.46%
Master's Degree	16,384	14.60%
Professional School Degree	3,258	2.90%
Doctorate Degree	1,630	1.45%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	12,980	
No High School Diploma	3,104	23.91%
High School Graduate	2,674	20.60%
Some College or Associate's Degree	3,337	25.71%
Bachelor's Degree or Higher	3,865	29.78%
Households		
2022 Projection	66,586	
2017 Estimate	61,601	
2010 Census	54,904	
2000 Census	48,476	
Growth 2017 - 2022		8.09%
Growth 2010 - 2017		12.20%
Growth 2000 - 2010		13.26%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	61,601	
Family Households	46,639	75.71%
Nonfamily Households	14,962	24.29%
2017 Est. Group Quarters Population	285	
2017 HHs by Ethnicity, Hispanic/Latino	6,798	
2017 Est. Households by HH Income	61,601	
Income < \$15,000	2,750	4.46%
Income \$15,000 - \$24,999	2,417	3.92%
Income \$25,000 - \$34,999	3,124	5.07%
Income \$35,000 - \$49,999	4,939	8.02%
Income \$50,000 - \$74,999	8,420	13.67%
Income \$75,000 - \$99,999	7,185	11.66%
Income \$100,000 - \$124,999	6,605	10.72%
Income \$125,000 - \$149,999	5,367	8.71%
Income \$150,000 - \$199,999	7,739	12.56%
Income \$200,000 - \$249,999	4,069	6.61%
Income \$250,000 - \$499,999	5,928	9.62%
Income \$500,000+	3,057	4.96%
2017 Est. Average Household Income	\$146,770	
2017 Est. Median Household Income	\$107,438	



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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$111,913	
Black or African American Alone	\$76,553	
American Indian and Alaska Native Alone	\$77,792	
Asian Alone	\$134,207	
Native Hawaiian and Other Pacific Islander Alone	\$65,257	
Some Other Race Alone	\$38,851	
Two or More Races	\$84,050	
Hispanic or Latino	\$58,499	
Not Hispanic or Latino	\$114,213	
2017 Est. Family HH Type by Presence of Own Child.	46,639	
Married-Couple Family, own children	20,786	44.57%
Married-Couple Family, no own children	18,127	38.87%
Male Householder, own children	1,222	2.62%
Male Householder, no own children	953	2.04%
Female Householder, own children	3,635	7.79%
Female Householder, no own children	1,915	4.11%
2017 Est. Households by Household Size	61,601	
1-person	12,372	20.08%
2-person	18,901	30.68%
3-person	12,070	19.59%
4-person	11,443	18.58%
5-person	4,742	7.70%
6-person	1,481	2.40%
7-or-more-person	592	0.96%
2017 Est. Average Household Size	2.75	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	61,601	
Households with 1 or More People under Age 18:	26,776	43.47%
Married-Couple Family	21,340	79.70%
Other Family, Male Householder	1,360	5.08%
Other Family, Female Householder	3,955	14.77%
Nonfamily, Male Householder	85	0.32%
Nonfamily, Female Householder	36	0.14%
Households with No People under Age 18:	34,825	56.53%
Married-Couple Family	17,587	50.50%
Other Family, Male Householder	818	2.35%
Other Family, Female Householder	1,582	4.54%
Nonfamily, Male Householder	7,145	20.52%
Nonfamily, Female Householder	7,693	22.09%
2017 Est. Households by Number of Vehicles	61,601	
No Vehicles	1,255	2.04%
1 Vehicle	15,621	25.36%
2 Vehicles	29,370	47.68%
3 Vehicles	11,365	18.45%
4 Vehicles	3,207	5.21%
5 or more Vehicles	784	1.27%
2017 Est. Average Number of Vehicles	2.0	



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DESCRIPTION	DATA	%
Family Households		
2022 Projection	50,261	
2017 Estimate	46,639	
2010 Census	41,877	
2000 Census	37,297	
Growth 2017 - 2022		7.77%
Growth 2010 - 2017		11.37%
Growth 2000 - 2010		12.28%
2017 Est. Families by Poverty Status	46,639	
2017 Families at or Above Poverty	44,128	94.62%
2017 Families at or Above Poverty with Children	23,191	49.72%
2017 Families Below Poverty	2,511	5.38%
2017 Families Below Poverty with Children	2,113	4.53%
2017 Est. Pop Age 16+ by Employment Status	134,743	
In Armed Forces	16	0.01%
Civilian - Employed	94,565	70.18%
Civilian - Unemployed	4,128	3.06%
Not in Labor Force	36,034	26.74%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	94,884	
For-Profit Private Workers	70,787	74.60%
Non-Profit Private Workers	4,994	5.26%
Local Government Workers	4,617	4.87%
State Government Workers	1,908	2.01%
Federal Government Workers	1,689	1.78%
Self-Employed Workers	10,804	11.39%
Unpaid Family Workers	84	0.09%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	94,884	
Architect/Engineer	2,211	2.33%
Arts/Entertainment/Sports	2,341	2.47%
Building Grounds Maintenance	2,230	2.35%
Business/Financial Operations	8,652	9.12%
Community/Social Services	876	0.92%
Computer/Mathematical	5,380	5.67%
Construction/Extraction	1,570	1.65%
Education/Training/Library	5,677	5.98%
Farming/Fishing/Forestry	58	0.06%
Food Prep/Serving	4,607	4.86%
Health Practitioner/Technician	5,685	5.99%
Healthcare Support	667	0.70%
Maintenance Repair	2,157	2.27%
Legal	1,325	1.40%
Life/Physical/Social Science	514	0.54%
Management	17,231	18.16%
Office/Admin. Support	10,519	11.09%
Production	2,308	2.43%
Protective Services	944	0.99%
Sales/Related	12,843	13.54%
Personal Care/Service	2,540	2.68%
Transportation/Moving	4,547	4.79%
2017 Est. Pop 16+ by Occupation Classification	94,884	
Blue Collar	10,582	11.15%
White Collar	73,255	77.20%
Service and Farm	11,047	11.64%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	93,138	
Drove Alone	77,849	83.59%
Car Pooled	5,605	6.02%
Public Transportation	286	0.31%
Walked	642	0.69%
Bicycle	258	0.28%
Other Means	1,115	1.20%
Worked at Home	7,384	7.93%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	19,932	
15 - 29 Minutes	34,152	
30 - 44 Minutes	20,664	
45 - 59 Minutes	7,095	
60 or more Minutes	3,735	
2017 Est. Avg Travel Time to Work in Minutes	27.00	
2017 Est. Occupied Housing Units by Tenure	61,601	
Owner Occupied	45,018	73.08%
Renter Occupied	16,584	26.92%
2017 Owner Occ. HUs: Avg. Length of Residence	13.0	
2017 Renter Occ. HUs: Avg. Length of Residence	5.4	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	45,018	
Value Less than \$20,000	815	1.81%
Value \$20,000 - \$39,999	404	0.90%
Value \$40,000 - \$59,999	79	0.18%
Value \$60,000 - \$79,999	157	0.35%
Value \$80,000 - \$99,999	189	0.42%
Value \$100,000 - \$149,999	1,701	3.78%
Value \$150,000 - \$199,999	5,049	11.22%
Value \$200,000 - \$299,999	11,760	26.12%
Value \$300,000 - \$399,999	8,676	19.27%
Value \$400,000 - \$499,999	6,147	13.66%
Value \$500,000 - \$749,999	5,957	13.23%
Value \$750,000 - \$999,999	2,383	5.29%
Value \$1,000,000 or more	1,699	3.77%
2017 Est. Median All Owner-Occupied Housing Value	\$327,120	
2017 Est. Housing Units by Units in Structure	64,066	
1 Unit Attached	2,483	3.88%
1 Unit Detached	46,324	72.31%
2 Units	362	0.56%
3 or 4 Units	1,416	2.21%
5 to 19 Units	7,086	11.06%
20 to 49 Units	2,163	3.38%
50 or More Units	2,516	3.93%
Mobile Home or Trailer	1,716	2.68%
Boat, RV, Van, etc.	0	0.00%



PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

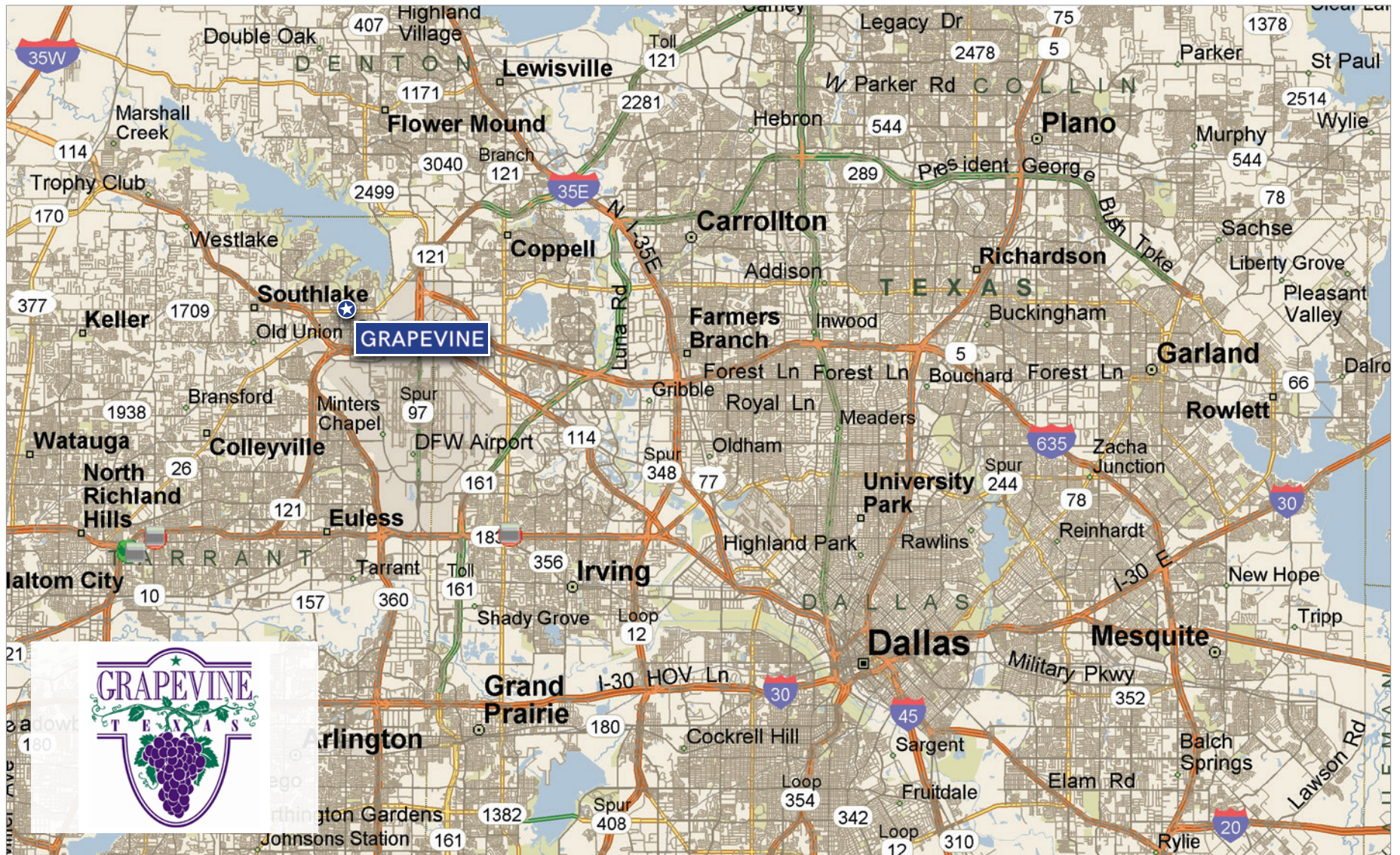
Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	64,066	
Housing Units Built 2010 or later	7,767	12.12%
Housing Units Built 2000 to 2009	10,303	16.08%
Housing Units Built 1990 to 1999	21,504	33.57%
Housing Units Built 1980 to 1989	17,386	27.14%
Housing Units Built 1970 to 1979	4,030	6.29%
Housing Units Built 1960 to 1969	1,633	2.55%
Housing Units Built 1950 to 1959	878	1.37%
Housing Units Built 1940 to 1949	200	0.31%
Housing Unit Built 1939 or Earlier	365	0.57%
2017 Est. Median Year Structure Built	1994	



LOCATION

Grapevine, Texas



CONTACT DAN TRUEX, ECONOMIC DEVELOPMENT MANAGER

City of Grapevine, Texas | 200 South Main Street | City of Grapevine, Texas 76051 | p. 817.410.3153 | f. 817.410.3002
dant@grapevintexas.gov | www.grapevintexas.gov



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
Population		
2022 Projection	56,854	
2017 Estimate	52,599	
2010 Census	46,334	
2000 Census	45,582	
Growth 2017 - 2022		8.09%
Growth 2010 - 2017		13.52%
Growth 2000 - 2010		1.65%
2017 Est. Population by Single-Classification Race	52,599	
White Alone	41,100	78.14%
Black or African American Alone	1,920	3.65%
Amer. Indian and Alaska Native Alone	334	0.63%
Asian Alone	2,801	5.33%
Native Hawaiian and Other Pac. Isl. Alone	120	0.23%
Some Other Race Alone	4,989	9.48%
Two or More Races	1,335	2.54%
2017 Est. Population by Hispanic or Latino Origin	52,599	
Not Hispanic or Latino	42,195	80.22%
Hispanic or Latino	10,404	19.78%
Mexican	8,484	81.55%
Puerto Rican	420	4.04%
Cuban	107	1.03%
All Other Hispanic or Latino	1,393	13.39%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	10,404	
White Alone	4,831	46.43%
Black or African American Alone	104	1.00%
American Indian and Alaska Native Alone	132	1.27%
Asian Alone	20	0.19%
Native Hawaiian and Other Pacific Islander Alone	6	0.06%
Some Other Race Alone	4,917	47.26%
Two or More Races	394	3.79%
2017 Est. Pop by Race, Asian Alone, by Category	2,801	
Chinese, except Taiwanese	313	11.17%
Filipino	304	10.85%
Japanese	47	1.68%
Asian Indian	1,284	45.84%
Korean	332	11.85%
Vietnamese	218	7.78%
Cambodian	11	0.39%
Hmong	2	0.07%
Laotian	75	2.68%
Thai	49	1.75%
All Other Asian Races Including 2+ Category	166	5.93%



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	52,599	
Arab	84	0.16%
Czech	243	0.46%
Danish	115	0.22%
Dutch	520	0.99%
English	3,716	7.06%
French (except Basque)	1,482	2.82%
French Canadian	204	0.39%
German	6,139	11.67%
Greek	128	0.24%
Hungarian	193	0.37%
Irish	4,530	8.61%
Italian	1,841	3.50%
Lithuanian	151	0.29%
United States or American	3,364	6.40%
Norwegian	303	0.58%
Polish	710	1.35%
Portuguese	91	0.17%
Russian	228	0.43%
Scottish	924	1.76%
Scotch-Irish	1,032	1.96%
Slovak	45	0.09%
Subsaharan African	103	0.20%
Swedish	519	0.99%
Swiss	99	0.19%
Ukrainian	75	0.14%
Welsh	140	0.27%
West Indian (except Hisp. groups)	296	0.56%
Other ancestries	19,527	37.12%
Ancestry Unclassified	5,797	11.02%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	49,848	
Speak Only English at Home	39,051	78.34%
Speak Asian/Pac. Isl. Lang. at Home	1,128	2.26%
Speak IndoEuropean Language at Home	1,499	3.01%
Speak Spanish at Home	7,996	16.04%
Speak Other Language at Home	174	0.35%
2017 Est. Population by Age	52,599	
Age 0 - 4	2,751	5.23%
Age 5 - 9	2,903	5.52%
Age 10 - 14	3,460	6.58%
Age 15 - 17	2,291	4.36%
Age 18 - 20	2,078	3.95%
Age 21 - 24	2,794	5.31%
Age 25 - 34	7,097	13.49%
Age 35 - 44	6,787	12.90%
Age 45 - 54	8,610	16.37%
Age 55 - 64	7,821	14.87%
Age 65 - 74	4,022	7.65%
Age 75 - 84	1,428	2.71%
Age 85 and over	557	1.06%
Age 16 and over	42,731	81.24%
Age 18 and over	41,194	78.32%
Age 21 and over	39,116	74.37%
Age 65 and over	6,007	11.42%
2017 Est. Median Age	39.3	
2017 Est. Average Age	38.8	



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Population by Sex	52,599	
Male	26,025	49.48%
Female	26,574	50.52%
2017 Est. Male Population by Age	26,025	
Age 0 - 4	1,389	5.34%
Age 5 - 9	1,491	5.73%
Age 10 - 14	1,747	6.71%
Age 15 - 17	1,153	4.43%
Age 18 - 20	1,062	4.08%
Age 21 - 24	1,417	5.44%
Age 25 - 34	3,736	14.36%
Age 35 - 44	3,309	12.71%
Age 45 - 54	4,158	15.98%
Age 55 - 64	3,833	14.73%
Age 65 - 74	1,945	7.47%
Age 75 - 84	628	2.41%
Age 85 and over	157	0.60%
2017 Est. Median Age, Male	38.1	
2017 Est. Average Age, Male	38.0	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	26,574	
Age 0 - 4	1,362	5.13%
Age 5 - 9	1,412	5.31%
Age 10 - 14	1,713	6.45%
Age 15 - 17	1,138	4.28%
Age 18 - 20	1,016	3.82%
Age 21 - 24	1,377	5.18%
Age 25 - 34	3,361	12.65%
Age 35 - 44	3,478	13.09%
Age 45 - 54	4,452	16.75%
Age 55 - 64	3,988	15.01%
Age 65 - 74	2,077	7.82%
Age 75 - 84	800	3.01%
Age 85 and over	400	1.51%
2017 Est. Median Age, Female	40.5	
2017 Est. Average Age, Female	39.5	
2017 Est. Pop Age 15+ by Marital Status	43,485	
Total, Never Married	11,746	27.01%
Males, Never Married	6,274	14.43%
Females, Never Married	5,472	12.58%
Married, Spouse present	22,016	50.63%
Married, Spouse absent	2,220	5.11%
Widowed	1,566	3.60%
Males Widowed	459	1.06%
Females Widowed	1,107	2.55%
Divorced	5,937	13.65%
Males Divorced	2,111	4.85%
Females Divorced	3,826	8.80%



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	36,322	
Less than 9th grade	1,473	4.06%
Some High School, no diploma	1,630	4.49%
High School Graduate (or GED)	6,681	18.39%
Some College, no degree	7,727	21.27%
Associate Degree	2,341	6.45%
Bachelor's Degree	11,031	30.37%
Master's Degree	4,280	11.78%
Professional School Degree	610	1.68%
Doctorate Degree	549	1.51%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	5,765	
No High School Diploma	1,957	33.95%
High School Graduate	1,495	25.93%
Some College or Associate's Degree	1,254	21.75%
Bachelor's Degree or Higher	1,059	18.37%
Households		
2022 Projection	22,866	
2017 Estimate	21,072	
2010 Census	18,442	
2000 Census	17,868	
Growth 2017 - 2022		8.51%
Growth 2010 - 2017		14.26%
Growth 2000 - 2010		3.21%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	21,072	
Family Households	13,919	66.05%
Nonfamily Households	7,153	33.95%
2017 Est. Group Quarters Population	265	
2017 HHs by Ethnicity, Hispanic/Latino	3,099	
2017 Est. Households by HH Income	21,072	
Income < \$15,000	1,371	6.51%
Income \$15,000 - \$24,999	1,300	6.17%
Income \$25,000 - \$34,999	1,508	7.16%
Income \$35,000 - \$49,999	2,234	10.60%
Income \$50,000 - \$74,999	3,728	17.69%
Income \$75,000 - \$99,999	2,829	13.43%
Income \$100,000 - \$124,999	2,017	9.57%
Income \$125,000 - \$149,999	1,299	6.16%
Income \$150,000 - \$199,999	2,033	9.65%
Income \$200,000 - \$249,999	988	4.69%
Income \$250,000 - \$499,999	1,286	6.10%
Income \$500,000+	479	2.27%
2017 Est. Average Household Income	\$111,699	
2017 Est. Median Household Income	\$78,491	



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$85,029	
Black or African American Alone	\$67,955	
American Indian and Alaska Native Alone	\$88,021	
Asian Alone	\$83,388	
Native Hawaiian and Other Pacific Islander Alone	\$71,591	
Some Other Race Alone	\$34,134	
Two or More Races	\$77,459	
Hispanic or Latino	\$37,711	
Not Hispanic or Latino	\$87,582	
2017 Est. Family HH Type by Presence of Own Child.	13,919	
Married-Couple Family, own children	5,099	36.63%
Married-Couple Family, no own children	5,710	41.02%
Male Householder, own children	469	3.37%
Male Householder, no own children	434	3.12%
Female Householder, own children	1,429	10.27%
Female Householder, no own children	778	5.59%
2017 Est. Households by Household Size	21,072	
1-person	5,893	27.97%
2-person	6,674	31.67%
3-person	3,746	17.78%
4-person	2,909	13.81%
5-person	1,229	5.83%
6-person	431	2.05%
7-or-more-person	190	0.90%
2017 Est. Average Household Size	2.48	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	21,072	
Households with 1 or More People under Age 18:	7,414	35.18%
Married-Couple Family	5,254	70.87%
Other Family, Male Householder	530	7.15%
Other Family, Female Householder	1,577	21.27%
Nonfamily, Male Householder	39	0.53%
Nonfamily, Female Householder	14	0.19%
Households with No People under Age 18:	13,658	64.82%
Married-Couple Family	5,550	40.64%
Other Family, Male Householder	371	2.72%
Other Family, Female Householder	633	4.63%
Nonfamily, Male Householder	3,604	26.39%
Nonfamily, Female Householder	3,500	25.63%
2017 Est. Households by Number of Vehicles	21,072	
No Vehicles	598	2.84%
1 Vehicle	7,403	35.13%
2 Vehicles	8,965	42.54%
3 Vehicles	3,107	14.74%
4 Vehicles	751	3.56%
5 or more Vehicles	248	1.18%
2017 Est. Average Number of Vehicles	1.9	



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
Family Households		
2022 Projection	15,009	
2017 Estimate	13,919	
2010 Census	12,362	
2000 Census	12,014	
Growth 2017 - 2022		7.83%
Growth 2010 - 2017		12.60%
Growth 2000 - 2010		2.90%
2017 Est. Families by Poverty Status	13,919	
2017 Families at or Above Poverty	12,577	90.36%
2017 Families at or Above Poverty with Children	5,598	40.22%
2017 Families Below Poverty	1,342	9.64%
2017 Families Below Poverty with Children	1,184	8.51%
2017 Est. Pop Age 16+ by Employment Status	42,731	
In Armed Forces	12	0.03%
Civilian - Employed	30,982	72.50%
Civilian - Unemployed	1,207	2.82%
Not in Labor Force	10,530	24.64%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	31,119	
For-Profit Private Workers	23,187	74.51%
Non-Profit Private Workers	1,805	5.80%
Local Government Workers	1,574	5.06%
State Government Workers	659	2.12%
Federal Government Workers	444	1.43%
Self-Employed Workers	3,434	11.04%
Unpaid Family Workers	16	0.05%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	31,119	
Architect/Engineer	665	2.14%
Arts/Entertainment/Sports	741	2.38%
Building Grounds Maintenance	1,386	4.45%
Business/Financial Operations	2,505	8.05%
Community/Social Services	242	0.78%
Computer/Mathematical	1,194	3.84%
Construction/Extraction	476	1.53%
Education/Training/Library	1,894	6.09%
Farming/Fishing/Forestry	22	0.07%
Food Prep/Serving	2,720	8.74%
Health Practitioner/Technician	1,342	4.31%
Healthcare Support	150	0.48%
Maintenance Repair	747	2.40%
Legal	305	0.98%
Life/Physical/Social Science	222	0.71%
Management	4,966	15.96%
Office/Admin. Support	3,611	11.60%
Production	940	3.02%
Protective Services	313	1.01%
Sales/Related	4,000	12.85%
Personal Care/Service	1,002	3.22%
Transportation/Moving	1,676	5.39%
2017 Est. Pop 16+ by Occupation Classification	31,119	
Blue Collar	3,839	12.34%
White Collar	21,687	69.69%
Service and Farm	5,593	17.97%



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	30,506	
Drove Alone	25,529	83.69%
Car Pooled	2,335	7.65%
Public Transportation	37	0.12%
Walked	270	0.89%
Bicycle	215	0.70%
Other Means	277	0.91%
Worked at Home	1,843	6.04%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,142	
15 - 29 Minutes	11,463	
30 - 44 Minutes	6,063	
45 - 59 Minutes	1,898	
60 or more Minutes	1,125	
2017 Est. Avg Travel Time to Work in Minutes	25.00	
2017 Est. Occupied Housing Units by Tenure	21,072	
Owner Occupied	12,105	57.45%
Renter Occupied	8,967	42.55%
2017 Owner Occ. HUs: Avg. Length of Residence	14.1	
2017 Renter Occ. HUs: Avg. Length of Residence	5.1	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	12,105	
Value Less than \$20,000	380	3.14%
Value \$20,000 - \$39,999	122	1.01%
Value \$40,000 - \$59,999	29	0.24%
Value \$60,000 - \$79,999	63	0.52%
Value \$80,000 - \$99,999	91	0.75%
Value \$100,000 - \$149,999	582	4.81%
Value \$150,000 - \$199,999	1,708	14.11%
Value \$200,000 - \$299,999	4,166	34.42%
Value \$300,000 - \$399,999	2,657	21.95%
Value \$400,000 - \$499,999	1,342	11.09%
Value \$500,000 - \$749,999	658	5.44%
Value \$750,000 - \$999,999	175	1.45%
Value \$1,000,000 or more	132	1.09%
2017 Est. Median All Owner-Occupied Housing Value	\$273,872	
2017 Est. Housing Units by Units in Structure	22,251	
1 Unit Attached	824	3.70%
1 Unit Detached	12,789	57.48%
2 Units	118	0.53%
3 or 4 Units	934	4.20%
5 to 19 Units	4,006	18.00%
20 to 49 Units	1,139	5.12%
50 or More Units	1,617	7.27%
Mobile Home or Trailer	824	3.70%
Boat, RV, Van, etc.	0	0.00%



COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	22,251	
Housing Units Built 2010 or later	2,888	12.98%
Housing Units Built 2000 to 2009	3,514	15.79%
Housing Units Built 1990 to 1999	5,080	22.83%
Housing Units Built 1980 to 1989	6,594	29.63%
Housing Units Built 1970 to 1979	2,122	9.54%
Housing Units Built 1960 to 1969	1,036	4.66%
Housing Units Built 1950 to 1959	626	2.81%
Housing Units Built 1940 to 1949	110	0.49%
Housing Unit Built 1939 or Earlier	281	1.26%
2017 Est. Median Year Structure Built	1991	



ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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