



TheRetailCoach®

# SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Grapevine, Texas

Prepared for  
City of Grapevine, Texas  
May 2017

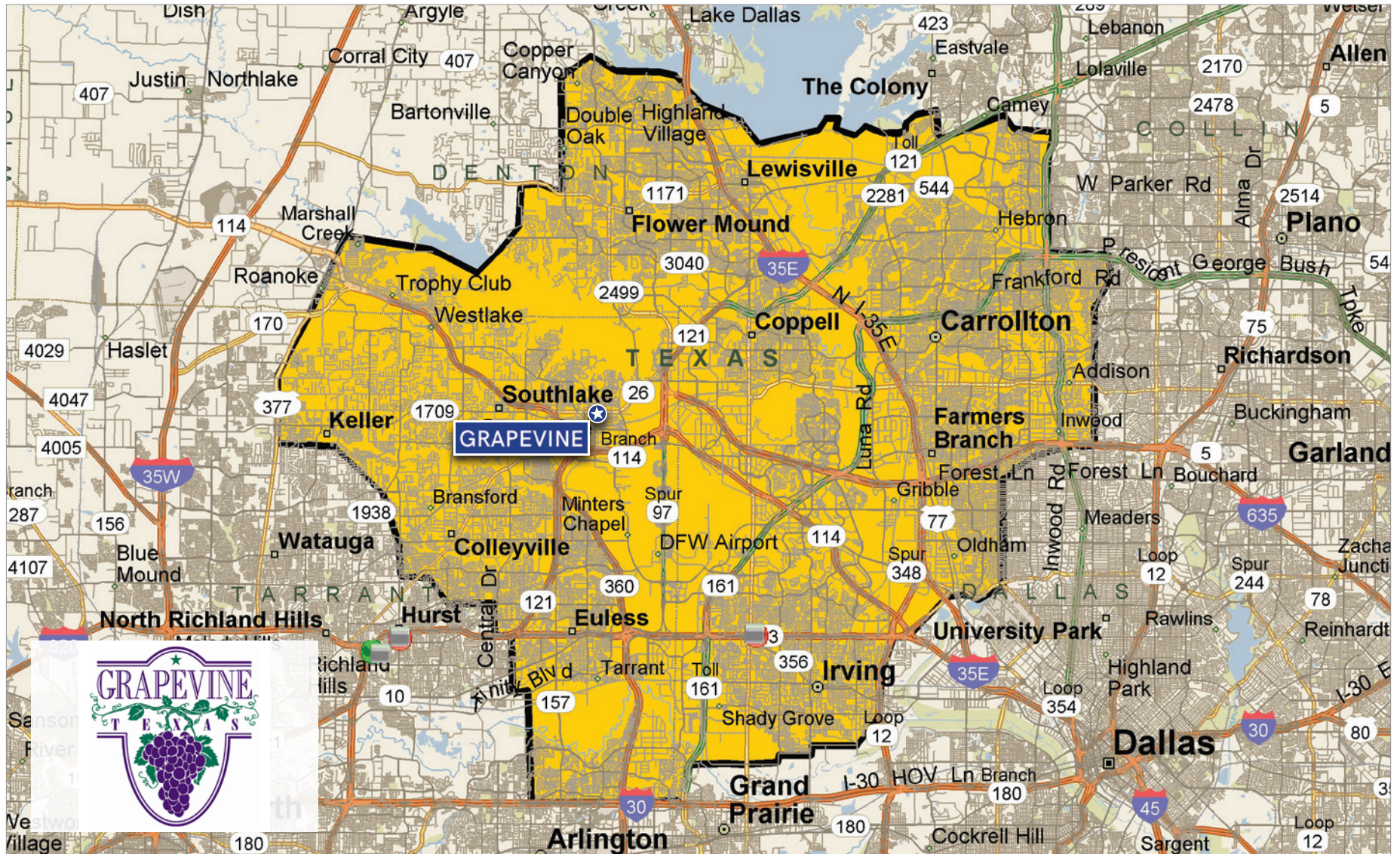






# SECONDARY RETAIL TRADE AREA

Grapevine, Texas



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# SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Grapevine, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>\$27,500,320,763</b>	<b>\$2,139,433,512</b>	<b>\$25,360,887,251</b>	<b>0.078</b>
441	Motor Vehicle and Parts Dealers	\$6,131,654,021.43	\$438,806,040.00	\$5,692,847,981.43	0.072
4411	Automotive Dealers	\$5,277,486,239.28	\$406,147,895.00	\$4,871,338,344.28	0.077
4412	Other Motor Vehicle Dealers	\$342,903,213.39	\$12,086,798.00	\$330,816,415.39	0.035
4413	Automotive Parts/Accsrs, Tire Stores	\$511,264,568.76	\$20,571,347.00	\$490,693,221.76	0.040
442	Furniture and Home Furnishings Stores	\$625,614,070.11	\$40,681,873.00	\$584,932,197.11	0.065
4421	Furniture Stores	\$359,575,160.88	\$17,581,326.00	\$341,993,834.88	0.049
4422	Home Furnishing Stores	\$266,038,909.22	\$23,100,547.00	\$242,938,362.22	0.087
443	Electronics and Appliance Stores	\$991,311,014.95	\$92,164,126.00	\$899,146,888.95	0.093
44311	Appliances, TVs, Electronics Stores	\$495,655,507.48	\$44,082,063.00	\$451,573,444.48	0.089
443111	Household Appliances Stores	\$63,864,350.94	\$5,443,393.00	\$58,420,957.94	0.085
443112	Electronics Stores	\$431,791,156.54	\$42,638,670.00	\$389,152,486.54	0.099
444	Building Material, Garden Equip Stores	\$2,716,118,739.15	\$14,770,925.00	\$2,701,347,814.15	0.005
4441	Building Material and Supply Dealers	\$2,493,333,853.08	\$10,652,535.00	\$2,482,681,318.08	0.004
44411	Home Centers	\$967,041,182.45	\$0.00	\$967,041,182.45	0.000
44412	Paint and Wallpaper Stores	\$69,312,079.76	\$2,060,501.00	\$67,251,578.76	0.030
44413	Hardware Stores	\$229,340,193.00	\$2,122,967.00	\$227,217,226.00	0.009
44419	Other Building Materials Dealers	\$1,227,640,397.87	\$6,469,067.00	\$1,221,171,330.87	0.005
444191	Building Materials, Lumberyards	\$458,035,371.44	\$4,068,742.00	\$453,966,629.44	0.009
4442	Lawn, Garden Equipment, Supplies Stores	\$222,784,886.07	\$4,118,390.00	\$218,666,496.07	0.018
44421	Outdoor Power Equipment Stores	\$32,923,486.89	\$152,522.00	\$32,770,964.89	0.005
44422	Nursery and Garden Centers	\$189,861,399.18	\$3,965,868.00	\$185,895,531.18	0.021



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$3,472,381,886.21	\$67,376,122.00	\$3,405,005,764.21	0.019
4451	Grocery Stores	\$3,159,058,371.79	\$55,893,331.00	\$3,103,165,040.79	0.018
44511	Supermarkets, Grocery (Ex Conv) Stores	\$2,902,049,234.93	\$51,823,223.00	\$2,850,226,011.93	0.018
44512	Convenience Stores	\$257,009,136.86	\$4,070,108.00	\$252,939,028.86	0.016
4452	Specialty Food Stores	\$136,089,543.22	\$4,091,551.00	\$131,997,992.22	0.030
4453	Beer, Wine and Liquor Stores	\$177,233,971.20	\$7,391,240.00	\$169,842,731.20	0.042
446	Health and Personal Care Stores	\$1,695,864,612.26	\$32,625,718.00	\$1,663,238,894.26	0.019
44611	Pharmacies and Drug Stores	\$1,352,543,257.31	\$26,825,227.00	\$1,325,718,030.31	0.020
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$167,474,010.80	\$3,884,340.00	\$163,589,670.80	0.023
44613	Optical Goods Stores	\$54,667,716.38	\$442,453.00	\$54,225,263.38	0.008
44619	Other Health and Personal Care Stores	\$121,179,627.77	\$1,473,698.00	\$119,705,929.77	0.012
447	Gasoline Stations	\$2,117,498,376.21	\$32,882,877.00	\$2,084,615,499.21	0.016
44711	Gasoline Stations With Conv Stores	\$1,153,490,390.07	\$30,726,848.00	\$1,122,763,542.07	0.027
44719	Other Gasoline Stations	\$964,007,986.14	\$2,156,029.00	\$961,851,957.14	0.002
448	Clothing and Clothing Accessories Stores	\$1,190,841,133.63	\$185,022,001.00	\$1,005,819,132.63	0.155
4481	Clothing Stores	\$873,230,748.09	\$139,075,673.00	\$734,155,075.09	0.159
44811	Men's Clothing Stores	\$34,146,390.62	\$775,619.00	\$33,370,771.62	0.023
44812	Women's Clothing Stores	\$188,192,030.53	\$29,756,688.00	\$158,435,342.53	0.158
44813	Childrens, Infants Clothing Stores	\$41,321,508.94	\$2,057,255.00	\$39,264,253.94	0.050
44814	Family Clothing Stores	\$493,608,540.08	\$87,714,269.00	\$405,894,271.08	0.178
44815	Clothing Accessories Stores	\$44,950,172.61	\$4,631,969.00	\$40,318,203.61	0.103
44819	Other Clothing Stores	\$71,012,105.31	\$14,139,873.00	\$56,872,232.31	0.199
4482	Shoe Stores	\$176,870,916.60	\$30,770,309.00	\$146,100,607.60	0.174
4483	Jewelry, Luggage, Leather Goods Stores	\$140,739,468.94	\$15,176,019.00	\$125,563,449.94	0.108
44831	Jewelry Stores	\$127,649,515.89	\$13,164,643.00	\$114,484,872.89	0.103
44832	Luggage and Leather Goods Stores	\$13,089,953.04	\$2,011,376.00	\$11,078,577.04	0.154



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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$546,615,593.22	\$95,741,261.00	\$450,874,332.22	0.175
4511	Sportng Goods, Hobby, Musical Inst Stores	\$463,774,248.22	\$95,533,223.00	\$368,241,025.22	0.206
45111	Sporting Goods Stores	\$331,488,829.40	\$83,531,646.00	\$247,957,183.40	0.252
45112	Hobby, Toys and Games Stores	\$90,645,530.47	\$10,276,034.00	\$80,369,496.47	0.113
45113	Sew/Needlework/Piece Goods Stores	\$16,856,631.94	\$1,713,057.00	\$15,143,574.94	0.102
45114	Musical Instrument and Supplies Stores	\$24,783,256.41	\$12,486.00	\$24,770,770.41	0.001
4512	Book, Periodical and Music Stores	\$82,841,344.99	\$208,038.00	\$82,633,306.99	0.003
45121	Book Stores and News Dealers	\$82,841,344.99	\$208,038.00	\$82,633,306.99	0.003
451211	Book Stores	\$73,954,432.22	\$208,038.00	\$73,746,394.22	0.003
451212	News Dealers and Newsstands	\$8,886,912.77	\$0.00	\$8,886,912.77	0.000
452	General Merchandise Stores	\$3,119,809,909.34	\$425,439,299.00	\$2,694,370,610.34	0.136
4521	Department Stores Excl Leased Depts	\$2,045,927,173.41	\$75,791,101.00	\$1,970,136,072.41	0.037
4529	Other General Merchandise Stores	\$1,073,882,735.93	\$349,648,198.00	\$724,234,537.93	0.326
453	Miscellaneous Store Retailers	\$695,763,540.61	\$30,253,941.00	\$665,509,599.61	0.043
4531	Florists	\$32,565,163.14	\$645,384.00	\$31,919,779.14	0.020
4532	Office Supplies, Stationery, Gift Stores	\$240,052,743.10	\$17,932,126.00	\$222,120,617.10	0.075
45321	Office Supplies and Stationery Stores	\$136,200,675.72	\$11,683,487.00	\$124,517,188.72	0.086
45322	Gift, Novelty and Souvenir Stores	\$103,852,067.38	\$6,248,639.00	\$97,603,428.38	0.060
4533	Used Merchandise Stores	\$107,514,167.20	\$3,255,258.00	\$104,258,909.20	0.030
4539	Other Miscellaneous Store Retailers	\$315,631,467.16	\$8,421,173.00	\$307,210,294.16	0.027
454	Non-Store Retailers	\$1,225,889,131.56	\$454,029,639.00	\$771,859,492.56	0.370



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722	Foodservice and Drinking Places	\$2,970,958,734.58	\$229,639,690.00	\$2,741,319,044.58	0.077
7223	Special Foodservices	\$178,746,124.06	\$10,070,743.00	\$168,675,381.06	0.056
7224	Drinking Places -Alcoholic Beverages	\$98,651,611.65	\$6,397,248.00	\$92,254,363.65	0.065
722511	Full Service Restaurants	\$1,320,260,414.30	\$132,094,611.00	\$1,188,165,803.30	0.100
722513	Limited Service Eating Places	\$1,220,689,713.74	\$61,871,291.00	\$1,158,818,422.74	0.051
722514	Cafeterias, Grill Buffets, and Buffets	\$50,050,736.13	\$0.00	\$50,050,736.13	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$102,560,134.71	\$19,205,797.00	\$83,354,337.71	0.187



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	1,250,277	
2017 Estimate	1,160,896	
2010 Census	1,033,602	
2000 Census	915,490	
Growth 2017 - 2022		7.70%
Growth 2010 - 2017		12.32%
Growth 2000 - 2010		12.90%
<b>2017 Est. Population by Single-Classification Race</b>	1,160,896	
White Alone	717,940	61.84%
Black or African American Alone	129,434	11.15%
Amer. Indian and Alaska Native Alone	7,316	0.63%
Asian Alone	130,478	11.24%
Native Hawaiian and Other Pac. Isl. Alone	2,220	0.19%
Some Other Race Alone	134,754	11.61%
Two or More Races	38,754	3.34%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	1,160,896	
Not Hispanic or Latino	825,104	71.07%
Hispanic or Latino	335,792	28.93%
Mexican	253,401	75.46%
Puerto Rican	8,086	2.41%
Cuban	2,899	0.86%
All Other Hispanic or Latino	71,406	21.26%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	335,792	
White Alone	179,855	53.56%
Black or African American Alone	3,817	1.14%
American Indian and Alaska Native Alone	3,518	1.05%
Asian Alone	775	0.23%
Native Hawaiian and Other Pacific Islander Alone	148	0.04%
Some Other Race Alone	132,520	39.47%
Two or More Races	15,159	4.51%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	130,478	
Chinese, except Taiwanese	13,593	10.42%
Filipino	5,139	3.94%
Japanese	1,997	1.53%
Asian Indian	52,366	40.13%
Korean	19,237	14.74%
Vietnamese	17,053	13.07%
Cambodian	1,828	1.40%
Hmong	26	0.02%
Laotian	1,753	1.34%
Thai	780	0.60%
All Other Asian Races Including 2+ Category	16,705	12.80%



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	1,160,896	
Arab	5,523	0.48%
Czech	3,810	0.33%
Danish	2,029	0.17%
Dutch	6,914	0.60%
English	69,178	5.96%
French (except Basque)	16,978	1.46%
French Canadian	2,397	0.21%
German	90,999	7.84%
Greek	1,639	0.14%
Hungarian	1,753	0.15%
Irish	61,104	5.26%
Italian	23,949	2.06%
Lithuanian	838	0.07%
United States or American	51,838	4.47%
Norwegian	6,184	0.53%
Polish	10,101	0.87%
Portuguese	1,160	0.10%
Russian	3,791	0.33%
Scottish	14,139	1.22%
Scotch-Irish	10,486	0.90%
Slovak	618	0.05%
Subsaharan African	19,533	1.68%
Swedish	5,751	0.50%
Swiss	1,367	0.12%
Ukrainian	1,325	0.11%
Welsh	3,469	0.30%
West Indian (except Hisp. groups)	3,345	0.29%
Other ancestries	617,090	53.16%
Ancestry Unclassified	123,590	10.65%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	1,087,260	
Speak Only English at Home	699,854	64.37%
Speak Asian/Pac. Isl. Lang. at Home	64,018	5.89%
Speak IndoEuropean Language at Home	52,170	4.80%
Speak Spanish at Home	256,217	23.57%
Speak Other Language at Home	15,001	1.38%
<b>2017 Est. Population by Age</b>	1,160,896	
Age 0 - 4	73,636	6.34%
Age 5 - 9	77,209	6.65%
Age 10 - 14	81,838	7.05%
Age 15 - 17	47,109	4.06%
Age 18 - 20	42,878	3.69%
Age 21 - 24	56,922	4.90%
Age 25 - 34	186,752	16.09%
Age 35 - 44	167,801	14.45%
Age 45 - 54	170,277	14.67%
Age 55 - 64	140,221	12.08%
Age 65 - 74	75,867	6.54%
Age 75 - 84	29,761	2.56%
Age 85 and over	10,627	0.92%
Age 16 and over	912,760	78.63%
Age 18 and over	881,105	75.90%
Age 21 and over	838,228	72.21%
Age 65 and over	116,254	10.01%
<b>2017 Est. Median Age</b>	35.8	
<b>2017 Est. Average Age</b>	36.6	





# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	1,160,896	
Male	573,255	49.38%
Female	587,641	50.62%
<b>2017 Est. Male Population by Age</b>	573,255	
Age 0 - 4	37,553	6.55%
Age 5 - 9	39,584	6.91%
Age 10 - 14	41,806	7.29%
Age 15 - 17	23,961	4.18%
Age 18 - 20	21,898	3.82%
Age 21 - 24	28,501	4.97%
Age 25 - 34	93,127	16.25%
Age 35 - 44	82,815	14.45%
Age 45 - 54	84,021	14.66%
Age 55 - 64	68,124	11.88%
Age 65 - 74	35,473	6.19%
Age 75 - 84	12,826	2.24%
Age 85 and over	3,564	0.62%
<b>2017 Est. Median Age, Male</b>	35.0	
<b>2017 Est. Average Age, Male</b>	35.9	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	587,641	
Age 0 - 4	36,083	6.14%
Age 5 - 9	37,624	6.40%
Age 10 - 14	40,032	6.81%
Age 15 - 17	23,147	3.94%
Age 18 - 20	20,979	3.57%
Age 21 - 24	28,421	4.84%
Age 25 - 34	93,625	15.93%
Age 35 - 44	84,985	14.46%
Age 45 - 54	86,256	14.68%
Age 55 - 64	72,097	12.27%
Age 65 - 74	40,394	6.87%
Age 75 - 84	16,935	2.88%
Age 85 and over	7,063	1.20%
<b>2017 Est. Median Age, Female</b>	36.6	
<b>2017 Est. Average Age, Female</b>	37.3	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	928,214	
Total, Never Married	293,587	31.63%
Males, Never Married	154,866	16.68%
Females, Never Married	138,721	14.94%
Married, Spouse present	441,982	47.62%
Married, Spouse absent	53,505	5.76%
Widowed	33,195	3.58%
Males Widowed	6,521	0.70%
Females Widowed	26,674	2.87%
Divorced	105,945	11.41%
Males Divorced	43,270	4.66%
Females Divorced	62,675	6.75%



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	781,305	
Less than 9th grade	51,995	6.65%
Some High School, no diploma	47,360	6.06%
High School Graduate (or GED)	142,389	18.22%
Some College, no degree	165,257	21.15%
Associate Degree	52,652	6.74%
Bachelor's Degree	215,783	27.62%
Master's Degree	81,597	10.44%
Professional School Degree	15,636	2.00%
Doctorate Degree	8,638	1.11%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	187,000	
No High School Diploma	76,210	40.75%
High School Graduate	45,709	24.44%
Some College or Associate's Degree	39,197	20.96%
Bachelor's Degree or Higher	25,884	13.84%
<b>Households</b>		
2022 Projection	494,156	
2017 Estimate	458,626	
2010 Census	407,551	
2000 Census	361,331	
Growth 2017 - 2022		7.75%
Growth 2010 - 2017		12.53%
Growth 2000 - 2010		12.79%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	458,626	
Family Households	288,491	62.90%
Nonfamily Households	170,134	37.10%
2017 Est. Group Quarters Population	3,293	
2017 HHs by Ethnicity, Hispanic/Latino	98,909	
<b>2017 Est. Households by HH Income</b>	458,626	
Income < \$15,000	33,099	7.22%
Income \$15,000 - \$24,999	37,012	8.07%
Income \$25,000 - \$34,999	41,656	9.08%
Income \$35,000 - \$49,999	62,169	13.56%
Income \$50,000 - \$74,999	81,036	17.67%
Income \$75,000 - \$99,999	53,731	11.72%
Income \$100,000 - \$124,999	39,944	8.71%
Income \$125,000 - \$149,999	28,621	6.24%
Income \$150,000 - \$199,999	34,054	7.43%
Income \$200,000 - \$249,999	16,327	3.56%
Income \$250,000 - \$499,999	20,877	4.55%
Income \$500,000+	10,099	2.20%
<b>2017 Est. Average Household Income</b>	\$99,350	
<b>2017 Est. Median Household Income</b>	\$67,084	



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DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$75,803	
Black or African American Alone	\$45,824	
American Indian and Alaska Native Alone	\$57,864	
Asian Alone	\$91,235	
Native Hawaiian and Other Pacific Islander Alone	\$69,021	
Some Other Race Alone	\$42,141	
Two or More Races	\$57,123	
Hispanic or Latino	\$45,779	
Not Hispanic or Latino	\$74,840	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	288,491	
Married-Couple Family, own children	108,166	37.49%
Married-Couple Family, no own children	107,845	37.38%
Male Householder, own children	10,453	3.62%
Male Householder, no own children	10,830	3.75%
Female Householder, own children	31,773	11.01%
Female Householder, no own children	19,425	6.73%
<b>2017 Est. Households by Household Size</b>	458,626	
1-person	137,920	30.07%
2-person	135,753	29.60%
3-person	74,124	16.16%
4-person	61,738	13.46%
5-person	29,820	6.50%
6-person	11,864	2.59%
7-or-more-person	7,407	1.61%
<b>2017 Est. Average Household Size</b>	2.52	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	458,626	
Households with 1 or More People under Age 18:	162,438	35.42%
Married-Couple Family	113,107	69.63%
Other Family, Male Householder	12,352	7.60%
Other Family, Female Householder	35,813	22.05%
Nonfamily, Male Householder	852	0.52%
Nonfamily, Female Householder	315	0.19%
<b>Households with No People under Age 18:</b>	296,188	64.58%
Married-Couple Family	102,924	34.75%
Other Family, Male Householder	8,934	3.02%
Other Family, Female Householder	15,390	5.20%
Nonfamily, Male Householder	84,577	28.56%
Nonfamily, Female Householder	84,364	28.48%
<b>2017 Est. Households by Number of Vehicles</b>	458,626	
No Vehicles	18,797	4.10%
1 Vehicle	175,268	38.22%
2 Vehicles	187,995	40.99%
3 Vehicles	57,015	12.43%
4 Vehicles	15,237	3.32%
5 or more Vehicles	4,313	0.94%
<b>2017 Est. Average Number of Vehicles</b>	1.8	



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DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	310,188	
2017 Estimate	288,491	
2010 Census	258,367	
2000 Census	229,089	
Growth 2017 - 2022		7.52%
Growth 2010 - 2017		11.66%
Growth 2000 - 2010		12.78%
<b>2017 Est. Families by Poverty Status</b>	288,491	
2017 Families at or Above Poverty	260,958	90.46%
2017 Families at or Above Poverty with Children	133,855	46.40%
2017 Families Below Poverty	27,533	9.54%
2017 Families Below Poverty with Children	23,196	8.04%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	912,760	
In Armed Forces	556	0.06%
Civilian - Employed	640,458	70.17%
Civilian - Unemployed	38,103	4.17%
Not in Labor Force	233,643	25.60%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	640,454	
For-Profit Private Workers	500,067	78.08%
Non-Profit Private Workers	29,309	4.58%
Local Government Workers	29,678	4.63%
State Government Workers	12,513	1.95%
Federal Government Workers	9,608	1.50%
Self-Employed Workers	58,392	9.12%
Unpaid Family Workers	887	0.14%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	640,454	
Architect/Engineer	12,427	1.94%
Arts/Entertainment/Sports	12,302	1.92%
Building Grounds Maintenance	23,529	3.67%
Business/Financial Operations	50,138	7.83%
Community/Social Services	6,215	0.97%
Computer/Mathematical	34,771	5.43%
Construction/Extraction	28,847	4.50%
Education/Training/Library	32,633	5.10%
Farming/Fishing/Forestry	614	0.10%
Food Prep/Serving	35,615	5.56%
Health Practitioner/Technician	29,336	4.58%
Healthcare Support	9,402	1.47%
Maintenance Repair	17,553	2.74%
Legal	6,938	1.08%
Life/Physical/Social Science	3,220	0.50%
Management	79,411	12.40%
Office/Admin. Support	86,033	13.43%
Production	28,787	4.49%
Protective Services	8,611	1.34%
Sales/Related	78,474	12.25%
Personal Care/Service	19,937	3.11%
Transportation/Moving	35,663	5.57%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	640,454	
Blue Collar	110,850	17.31%
White Collar	431,896	67.44%
Service and Farm	97,708	15.26%





# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	628,062	
Drove Alone	508,511	80.97%
Car Pooled	60,135	9.57%
Public Transportation	9,226	1.47%
Walked	6,782	1.08%
Bicycle	1,266	0.20%
Other Means	8,350	1.33%
Worked at Home	33,792	5.38%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	140,291	
15 - 29 Minutes	242,897	
30 - 44 Minutes	141,200	
45 - 59 Minutes	42,604	
60 or more Minutes	26,705	
2017 Est. Avg Travel Time to Work in Minutes	27.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	458,626	
Owner Occupied	227,539	49.61%
Renter Occupied	231,087	50.39%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	13.7	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	5.3	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	227,539	
Value Less than \$20,000	4,495	1.98%
Value \$20,000 - \$39,999	2,148	0.94%
Value \$40,000 - \$59,999	1,633	0.72%
Value \$60,000 - \$79,999	3,102	1.36%
Value \$80,000 - \$99,999	7,209	3.17%
Value \$100,000 - \$149,999	30,658	13.47%
Value \$150,000 - \$199,999	39,675	17.44%
Value \$200,000 - \$299,999	57,423	25.24%
Value \$300,000 - \$399,999	31,830	13.99%
Value \$400,000 - \$499,999	21,050	9.25%
Value \$500,000 - \$749,999	16,903	7.43%
Value \$750,000 - \$999,999	6,470	2.84%
Value \$1,000,000 or more	4,943	2.17%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$243,275	
<b>2017 Est. Housing Units by Units in Structure</b>	494,282	
1 Unit Attached	18,800	3.80%
1 Unit Detached	236,428	47.83%
2 Units	3,987	0.81%
3 or 4 Units	20,992	4.25%
5 to 19 Units	122,262	24.74%
20 to 49 Units	42,947	8.69%
50 or More Units	40,299	8.15%
Mobile Home or Trailer	8,427	1.70%
Boat, RV, Van, etc.	141	0.03%



# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grapevine, Texas

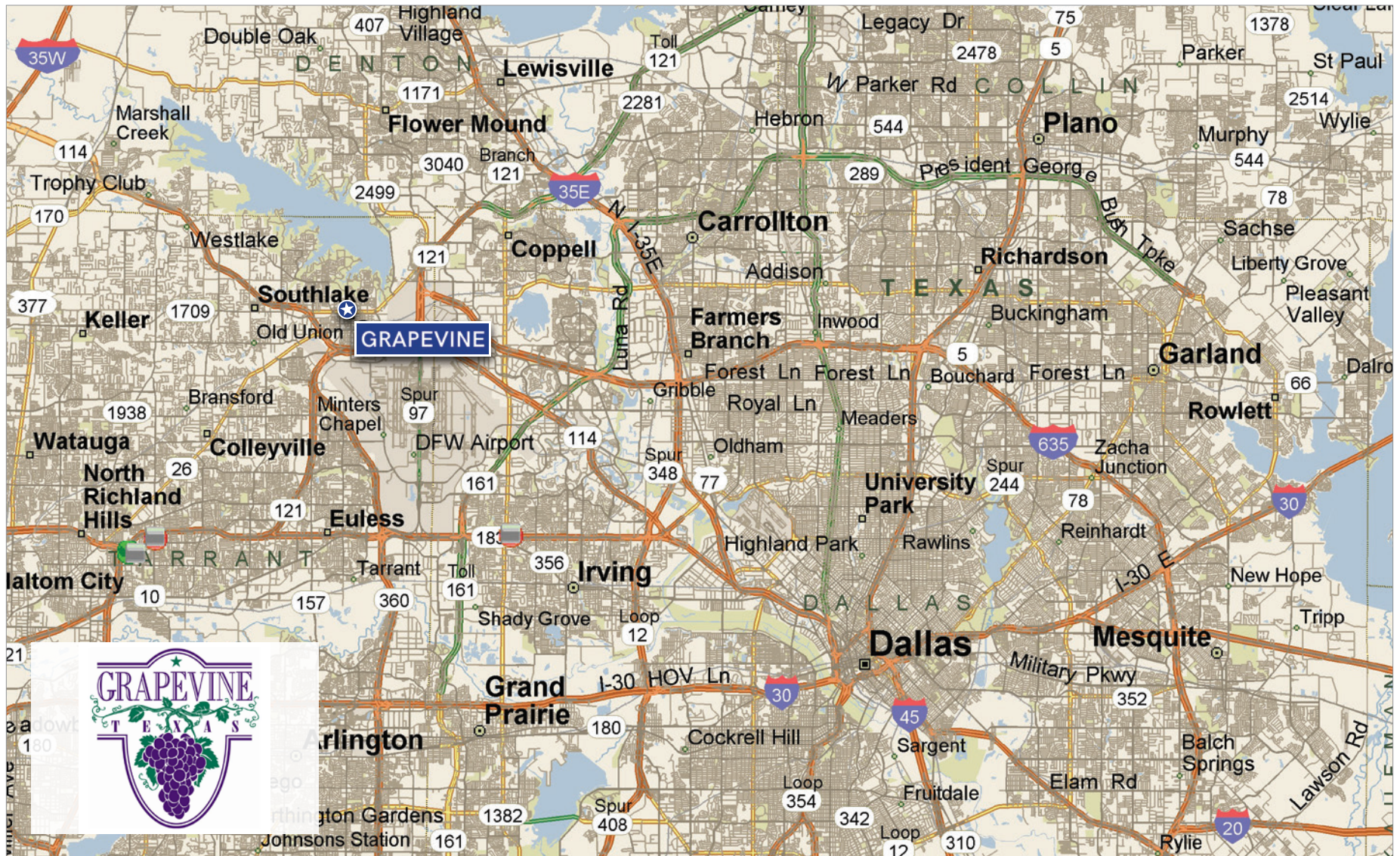
DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	494,282	
Housing Units Built 2010 or later	60,754	12.29%
Housing Units Built 2000 to 2009	72,693	14.71%
Housing Units Built 1990 to 1999	102,362	20.71%
Housing Units Built 1980 to 1989	130,477	26.40%
Housing Units Built 1970 to 1979	64,242	13.00%
Housing Units Built 1960 to 1969	37,140	7.51%
Housing Units Built 1950 to 1959	20,908	4.23%
Housing Units Built 1940 to 1949	3,156	0.64%
Housing Unit Built 1939 or Earlier	2,550	0.52%
<b>2017 Est. Median Year Structure Built</b>	1989	





# LOCATION

Grapevine, Texas



## CONTACT DAN TRUEX, ECONOMIC DEVELOPMENT MANAGER

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dant@grapevintexas.gov | www.grapevintexas.gov





# COMMUNITY • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
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%
<b>2017 Est. Population by Single-Classification Race</b>	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%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	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	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	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%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	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	%
<b>2017 Est. Population by Ancestry</b>	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	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	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%
<b>2017 Est. Population by Age</b>	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%
<b>2017 Est. Median Age</b>	39.3	
<b>2017 Est. Average Age</b>	38.8	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	52,599	
Male	26,025	49.48%
Female	26,574	50.52%
<b>2017 Est. Male Population by Age</b>	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%
<b>2017 Est. Median Age, Male</b>	38.1	
<b>2017 Est. Average Age, Male</b>	38.0	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	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%
<b>2017 Est. Median Age, Female</b>	40.5	
<b>2017 Est. Average Age, Female</b>	39.5	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	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	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	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%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	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%
<b>Households</b>		
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	%
<b>2017 Est. Households by Household Type</b>	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	
<b>2017 Est. Households by HH Income</b>	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%
<b>2017 Est. Average Household Income</b>	\$111,699	
<b>2017 Est. Median Household Income</b>	\$78,491	



# COMMUNITY • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
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	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	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%
<b>2017 Est. Households by Household Size</b>	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%
<b>2017 Est. Average Household Size</b>	2.48	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	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%
<b>Households with No People under Age 18:</b>	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%
<b>2017 Est. Households by Number of Vehicles</b>	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%
<b>2017 Est. Average Number of Vehicles</b>	1.9	





# COMMUNITY • DEMOGRAPHIC PROFILE

## Grapevine, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
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%
<b>2017 Est. Families by Poverty Status</b>	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%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	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%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	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	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	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%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	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	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	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%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
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	
<b>2017 Est. Occupied Housing Units by Tenure</b>	21,072	
Owner Occupied	12,105	57.45%
Renter Occupied	8,967	42.55%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	14.1	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	5.1	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	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%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$273,872	
<b>2017 Est. Housing Units by Units in Structure</b>	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	%
<b>2017 Est. Housing Units by Year Structure Built</b>	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%
<b>2017 Est. Median Year Structure Built</b>	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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