



TheRetailCoach®

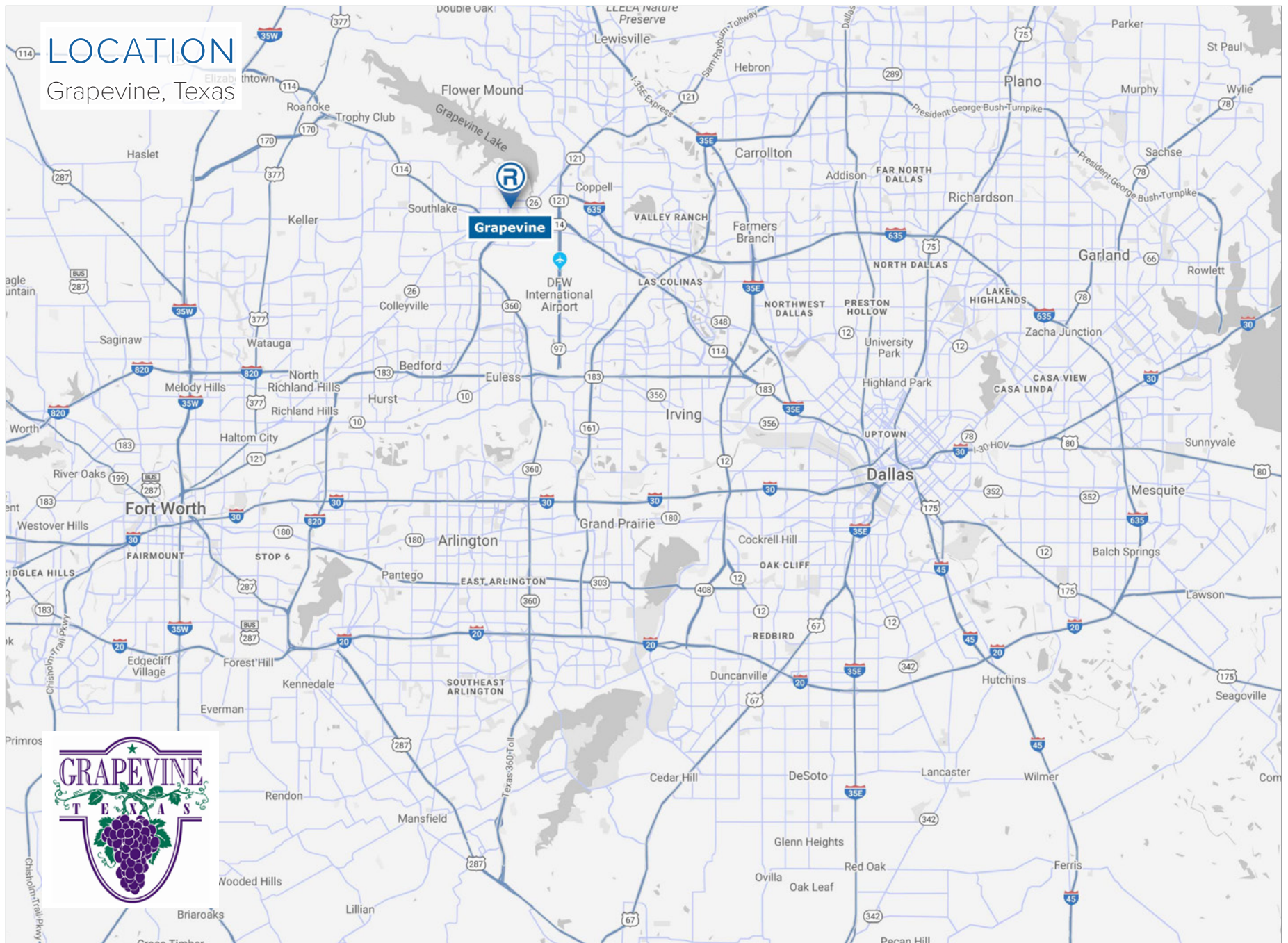
COMMUNITY DEMOGRAPHIC PROFILE

Grapevine, Texas

Prepared for
City of Grapevine, Texas
April 2019



LOCATION
Grapevine, Texas



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COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas



DESCRIPTION	DATA	%
Population		
2024 Projection	57,223	
2019 Estimate	53,293	
2010 Census	46,334	
2000 Census	45,582	
Growth 2019 - 2024		7.37%
Growth 2010 - 2019		15.02%
Growth 2000 - 2010		1.65%
2019 Est. Population by Single-Classification Race	53,293	
White Alone	41,022	76.98%
Black or African American Alone	2,108	3.96%
Amer. Indian and Alaska Native Alone	347	0.65%
Asian Alone	3,051	5.73%
Native Hawaiian and Other Pacific Island Alone	131	0.25%
Some Other Race Alone	5,206	9.77%
Two or More Races	1,428	2.68%
2019 Est. Population by Hispanic or Latino Origin	53,293	
Not Hispanic or Latino	42,357	79.48%
Hispanic or Latino	10,936	20.52%
Mexican	8,907	81.45%
Puerto Rican	442	4.04%
Cuban	119	1.09%
All Other Hispanic or Latino	1,468	13.42%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	10,936	
White Alone	5,117	46.79%
Black or African American Alone	112	1.02%
American Indian and Alaska Native Alone	141	1.29%
Asian Alone	21	0.19%
Native Hawaiian and Other Pacific Islander Alone	7	0.06%
Some Other Race Alone	5,135	46.96%
Two or More Races	403	3.69%
2019 Est. Pop by Race, Asian Alone, by Category	3,051	
Chinese, except Taiwanese	412	13.50%
Filipino	434	14.23%
Japanese	86	2.82%
Asian Indian	1,363	44.67%
Korean	86	2.82%
Vietnamese	289	9.47%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	75	2.46%
Thai	40	1.31%
All Other Asian Races Including 2+ Category	266	8.72%

COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	53,293	
Arab	104	0.20%
Czech	334	0.63%
Danish	136	0.26%
Dutch	417	0.78%
English	3,521	6.61%
French (except Basque)	933	1.75%
French Canadian	282	0.53%
German	6,096	11.44%
Greek	121	0.23%
Hungarian	187	0.35%
Irish	4,382	8.22%
Italian	1,986	3.73%
Lithuanian	67	0.13%
United States or American	2,854	5.36%
Norwegian	267	0.50%
Polish	695	1.30%
Portuguese	99	0.19%
Russian	145	0.27%
Scottish	848	1.59%
Scotch-Irish	838	1.57%
Slovak	33	0.06%
Subsaharan African	133	0.25%
Swedish	345	0.65%
Swiss	212	0.40%
Ukrainian	49	0.09%
Welsh	159	0.30%
West Indian (except Hisp. groups)	209	0.39%
Other ancestries	20,957	39.32%
Ancestry Unclassified	6,884	12.92%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	37,414	74.08%
Speak Asian/Pacific Island Language at Home	1,537	3.04%
Speak IndoEuropean Language at Home	1,915	3.79%
Speak Spanish at Home	9,369	18.55%
Speak Other Language at Home	268	0.53%
2019 Est. Population by Age	53,293	
Age 0 - 4	2,790	5.24%
Age 5 - 9	2,887	5.42%
Age 10 - 14	3,267	6.13%
Age 15 - 17	2,242	4.21%
Age 18 - 20	2,052	3.85%
Age 21 - 24	2,821	5.29%
Age 25 - 34	7,504	14.08%
Age 35 - 44	6,660	12.50%
Age 45 - 54	8,280	15.54%
Age 55 - 64	8,015	15.04%
Age 65 - 74	4,588	8.61%
Age 75 - 84	1,584	2.97%
Age 85 and over	603	1.13%
Age 16 and over	43,616	81.84%
Age 18 and over	42,107	79.01%
Age 21 and over	40,055	75.16%
Age 65 and over	6,775	12.71%
2019 Est. Median Age		39.69
2019 Est. Average Age		39.30

COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	53,293	
Male	26,331	49.41%
Female	26,962	50.59%
2019 Est. Male Population by Age	26,331	
Age 0 - 4	1,418	5.39%
Age 5 - 9	1,480	5.62%
Age 10 - 14	1,666	6.33%
Age 15 - 17	1,118	4.25%
Age 18 - 20	1,034	3.93%
Age 21 - 24	1,420	5.39%
Age 25 - 34	3,929	14.92%
Age 35 - 44	3,268	12.41%
Age 45 - 54	4,000	15.19%
Age 55 - 64	3,915	14.87%
Age 65 - 74	2,194	8.33%
Age 75 - 84	714	2.71%
Age 85 and over	175	0.67%
2019 Est. Median Age, Male		38.32
2019 Est. Average Age, Male		38.50

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	26,962	
Age 0 - 4	1,372	5.09%
Age 5 - 9	1,407	5.22%
Age 10 - 14	1,601	5.94%
Age 15 - 17	1,124	4.17%
Age 18 - 20	1,018	3.78%
Age 21 - 24	1,401	5.20%
Age 25 - 34	3,575	13.26%
Age 35 - 44	3,392	12.58%
Age 45 - 54	4,280	15.87%
Age 55 - 64	4,100	15.21%
Age 65 - 74	2,394	8.88%
Age 75 - 84	870	3.23%
Age 85 and over	428	1.59%
2019 Est. Median Age, Female		41.00
2019 Est. Average Age, Female		40.10
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,984	29.28%
Males, Never Married	7,217	16.27%
Females, Never Married	5,767	13.00%
Married, Spouse present	21,674	48.87%
Married, Spouse absent	2,487	5.61%
Widowed	1,699	3.83%
Males Widowed	367	0.83%
Females Widowed	1,332	3.00%
Divorced	5,505	12.41%
Males Divorced	1,967	4.44%
Females Divorced	3,538	7.98%

COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,780	4.8%
Some High School, no diploma	1,299	3.5%
High School Graduate (or GED)	6,315	17.0%
Some College, no degree	8,034	21.6%
Associate Degree	2,561	6.9%
Bachelor's Degree	11,216	30.1%
Master's Degree	4,737	12.7%
Professional School Degree	724	1.9%
Doctorate Degree	568	1.5%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,888	30.66%
High School Graduate	1,216	19.75%
Some College or Associate's Degree	1,518	24.66%
Bachelor's Degree or Higher	1,535	24.93%
Households		
2024 Projection	22,721	
2019 Estimate	21,164	
2010 Census	18,442	
2000 Census	17,868	
Growth 2019 - 2024		7.36%
Growth 2010 - 2019		14.76%
Growth 2000 - 2010		3.21%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	21,164	
Family Households	13,992	66.11%
Nonfamily Households	7,172	33.89%
2019 Est. Group Quarters Population	302	
2019 Households by Ethnicity, Hispanic/Latino	3,241	
2019 Est. Households by Household Income	21,164	
Income < \$15,000	929	4.39%
Income \$15,000 - \$24,999	1,072	5.07%
Income \$25,000 - \$34,999	1,251	5.91%
Income \$35,000 - \$49,999	2,350	11.10%
Income \$50,000 - \$74,999	3,560	16.82%
Income \$75,000 - \$99,999	2,531	11.96%
Income \$100,000 - \$124,999	2,342	11.07%
Income \$125,000 - \$149,999	1,685	7.96%
Income \$150,000 - \$199,999	2,180	10.30%
Income \$200,000 - \$249,999	1,209	5.71%
Income \$250,000 - \$499,999	1,440	6.80%
Income \$500,000+	615	2.91%
2019 Est. Average Household Income		\$122,781
2019 Est. Median Household Income		\$88,339

COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$95,354
Black or African American Alone		\$67,645
American Indian and Alaska Native Alone		\$84,908
Asian Alone		\$95,746
Native Hawaiian and Other Pacific Islander Alone		\$59,478
Some Other Race Alone		\$47,246
Two or More Races		\$110,628
Hispanic or Latino		\$57,686
Not Hispanic or Latino		\$95,763
2019 Est. Family HH Type by Presence of Own Child.	13,992	
Married-Couple Family, own children	5,141	36.74%
Married-Couple Family, no own children	5,732	40.97%
Male Householder, own children	472	3.37%
Male Householder, no own children	436	3.12%
Female Householder, own children	1,431	10.23%
Female Householder, no own children	780	5.58%
2019 Est. Households by Household Size	21,164	
1-person	5,804	27.42%
2-person	6,720	31.75%
3-person	3,756	17.75%
4-person	2,978	14.07%
5-person	1,251	5.91%
6-person	443	2.09%
7-or-more-person	212	1.00%
2019 Est. Average Household Size		2.5

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	21,164	
Households with 1 or More People under Age 18:	7,462	35.26%
Married-Couple Family	5,299	71.01%
Other Family, Male Householder	535	7.17%
Other Family, Female Householder	1,579	21.16%
Nonfamily, Male Householder	36	0.48%
Nonfamily, Female Householder	13	0.17%
Households with No People under Age 18:	13,702	64.74%
Married-Couple Family	5,573	40.67%
Other Family, Male Householder	369	2.69%
Other Family, Female Householder	638	4.66%
Nonfamily, Male Householder	3,610	26.35%
Nonfamily, Female Householder	3,512	25.63%
2019 Est. Households by Number of Vehicles	21,164	
No Vehicles	450	2.13%
1 Vehicle	6,697	31.64%
2 Vehicles	9,252	43.72%
3 Vehicles	3,493	16.50%
4 Vehicles	1,067	5.04%
5 or more Vehicles	205	0.97%
2019 Est. Average Number of Vehicles		1.9

COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	14,959	
2019 Estimate	13,992	
2010 Census	12,362	
2000 Census	12,014	
Growth 2019 - 2024		6.91%
Growth 2010 - 2019		13.19%
Growth 2000 - 2010		2.90%
2019 Est. Families by Poverty Status	13,992	
2019 Families at or Above Poverty	12,927	92.39%
2019 Families at or Above Poverty with Children	5,963	42.62%
2019 Families Below Poverty	1,065	7.61%
2019 Families Below Poverty with Children	889	6.35%
2019 Est. Pop 16+ by Employment Status	43,616	
Civilian Labor Force, Employed	32,331	74.13%
Civilian Labor Force, Unemployed	904	2.07%
Armed Forces	0	0.00%
Not in Labor Force	10,381	23.80%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	32,441	
For-Profit Private Workers	24,537	75.64%
Non-Profit Private Workers	1,418	4.37%
Local Government Workers	469	1.45%
State Government Workers	709	2.19%
Federal Government Workers	1,607	4.95%
Self-Employed Workers	3,614	11.14%
Unpaid Family Workers	87	0.27%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	32,441	
Architect/Engineer	785	2.42%
Arts/Entertainment/Sports	843	2.60%
Building Grounds Maintenance	1,392	4.29%
Business/Financial Operations	2,257	6.96%
Community/Social Services	407	1.26%
Computer/Mathematical	1,178	3.63%
Construction/Extraction	909	2.80%
Education/Training/Library	1,843	5.68%
Farming/Fishing/Forestry	33	0.10%
Food Prep/Serving	3,095	9.54%
Health Practitioner/Technician	1,564	4.82%
Healthcare Support	204	0.63%
Maintenance Repair	761	2.35%
Legal	271	0.84%
Life/Physical/Social Science	176	0.54%
Management	5,268	16.24%
Office/Admin. Support	3,739	11.53%
Production	1,117	3.44%
Protective Services	422	1.30%
Sales/Related	3,726	11.49%
Personal Care/Service	681	2.10%
Transportation/Moving	1,770	5.46%
2019 Est. Pop 16+ by Occupation Classification	32,441	
White Collar	22,057	67.99%
Blue Collar	4,557	14.05%
Service and Farm	5,827	17.96%

COMMUNITY • DEMOGRAPHIC PROFILE

Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	32,064	
Drove Alone	26,786	83.54%
Car Pooled	2,776	8.66%
Public Transportation	68	0.21%
Walked	405	1.26%
Bicycle	108	0.34%
Other Means	255	0.80%
Worked at Home	1,666	5.20%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,354	
15 - 29 Minutes	12,152	
30 - 44 Minutes	6,754	
45 - 59 Minutes	2,057	
60 or more Minutes	1,285	
2019 Est. Avg Travel Time to Work in Minutes		26
2019 Est. Occupied Housing Units by Tenure	21,164	
Owner Occupied	12,194	57.62%
Renter Occupied	8,970	42.38%
2019 Owner Occ. HUs: Avg. Length of Residence		14.1
2019 Renter Occ. HUs: Avg. Length of Residence		5

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	21,164	
Value Less than \$20,000	275	2.26%
Value \$20,000 - \$39,999	92	0.75%
Value \$40,000 - \$59,999	12	0.10%
Value \$60,000 - \$79,999	32	0.26%
Value \$80,000 - \$99,999	60	0.49%
Value \$100,000 - \$149,999	310	2.54%
Value \$150,000 - \$199,999	912	7.48%
Value \$200,000 - \$299,999	3,839	31.48%
Value \$300,000 - \$399,999	3,209	26.32%
Value \$400,000 - \$499,999	1,907	15.64%
Value \$500,000 - \$749,999	1,015	8.32%
Value \$750,000 - \$999,999	322	2.64%
Value \$1,000,000 or \$1,499,999	162	1.33%
Value \$1,500,000 or \$1,999,999	34	0.28%
Value \$2,000,000+	13	0.11%
2019 Est. Median All Owner-Occupied Housing Value		\$315,837
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	12,552	56.19%
1 Unit Detached	735	3.29%
2 Units	151	0.68%
3 or 4 Units	945	4.23%
5 to 19 Units	4,100	18.35%
20 to 49 Units	1,504	6.73%
50 or More Units	1,651	7.39%
Mobile Home or Trailer	702	3.14%
Boat, RV, Van, etc.	0	0.00%

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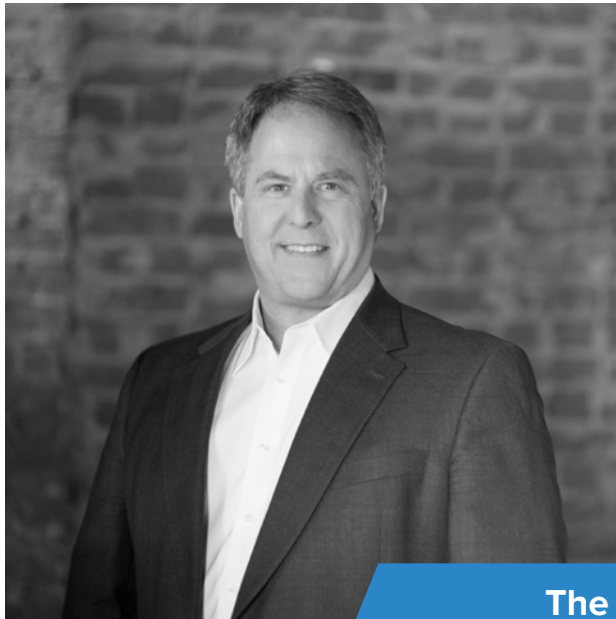
DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,488	11.14%
Housing Units Built 2010 to 2014	1,076	4.82%
Housing Units Built 2000 to 2009	3,179	14.23%
Housing Units Built 1990 to 1999	5,230	23.41%
Housing Units Built 1980 to 1989	6,370	28.51%
Housing Units Built 1970 to 1979	2,206	9.88%
Housing Units Built 1960 to 1969	972	4.35%
Housing Units Built 1950 to 1959	500	2.24%
Housing Units Built 1940 to 1949	88	0.39%
Housing Unit Built 1939 or Earlier	231	1.03%
2019 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.

 TheRetailCoach®



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, Environics Analytics, ESRI, 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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