



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

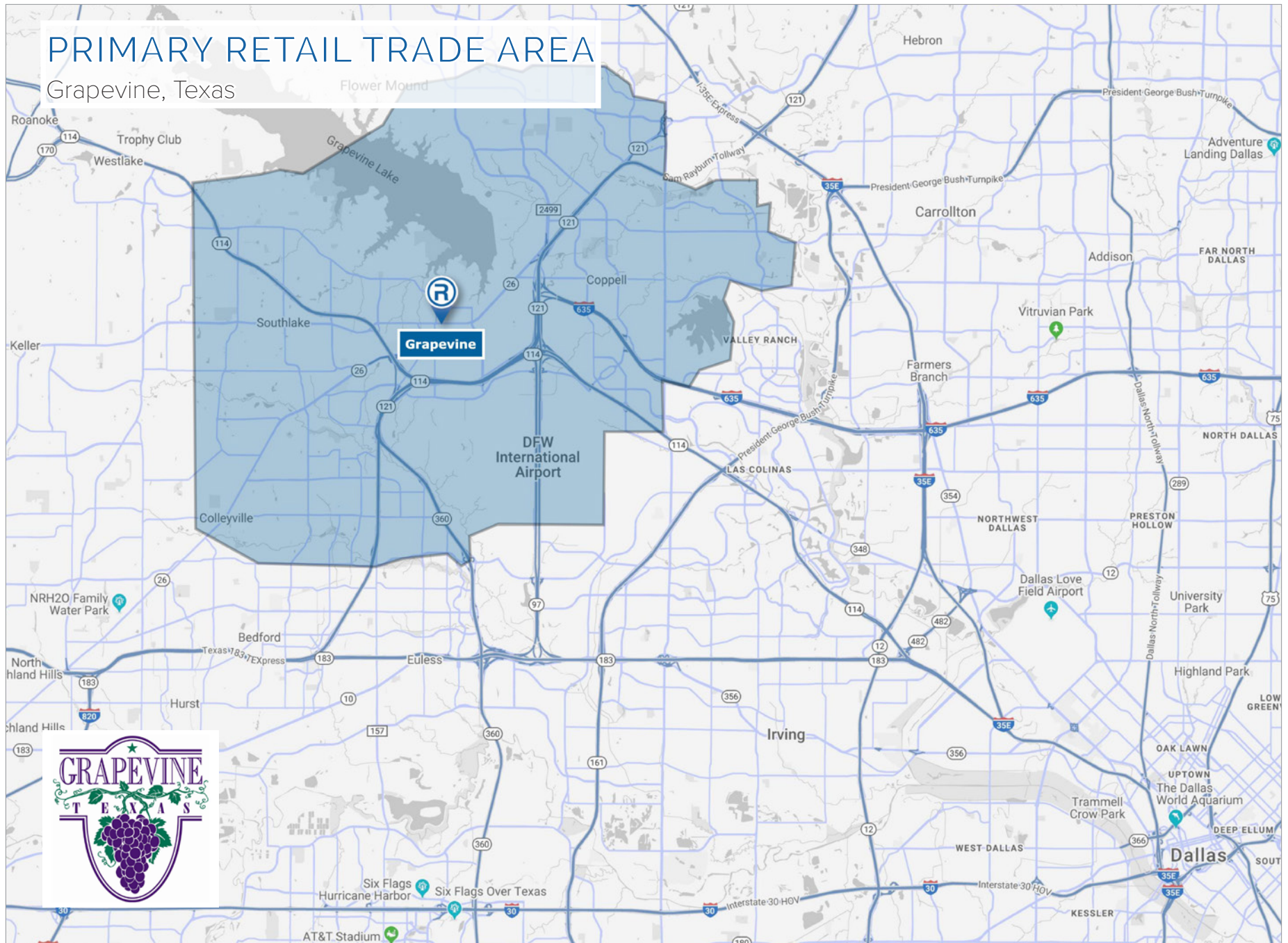
Grapevine, Texas

Prepared for
City of Grapevine, Texas
April 2019



PRIMARY RETAIL TRADE AREA

Grapevine, Texas



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grapevine, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	192,243	
2019 Estimate	178,285	
2010 Census	151,995	
2000 Census	137,507	
Growth 2019 - 2024		7.83%
Growth 2010 - 2019		17.30%
Growth 2000 - 2010		10.54%
2019 Est. Population by Single-Classification Race	178,285	
White Alone	132,361	74.24%
Black or African American Alone	7,918	4.44%
Amer. Indian and Alaska Native Alone	850	0.48%
Asian Alone	22,240	12.47%
Native Hawaiian and Other Pacific Island Alone	202	0.11%
Some Other Race Alone	9,343	5.24%
Two or More Races	5,370	3.01%
2019 Est. Population by Hispanic or Latino Origin	178,285	
Not Hispanic or Latino	152,629	85.61%
Hispanic or Latino	25,656	14.39%
Mexican	19,623	76.49%
Puerto Rican	1,211	4.72%
Cuban	452	1.76%
All Other Hispanic or Latino	4,370	17.03%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	25,656	
White Alone	14,812	57.73%
Black or African American Alone	252	0.98%
American Indian and Alaska Native Alone	271	1.06%
Asian Alone	95	0.37%
Native Hawaiian and Other Pacific Islander Alone	15	0.06%
Some Other Race Alone	9,065	35.33%
Two or More Races	1,147	4.47%
2019 Est. Pop by Race, Asian Alone, by Category	22,240	
Chinese, except Taiwanese	2,690	12.10%
Filipino	1,009	4.54%
Japanese	524	2.36%
Asian Indian	10,287	46.26%
Korean	2,243	10.09%
Vietnamese	1,837	8.26%
Cambodian	214	0.96%
Hmong	1	0.01%
Laotian	133	0.60%
Thai	469	2.11%
All Other Asian Races Including 2+ Category	2,833	12.74%

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Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	178,285	
Arab	924	0.52%
Czech	1,041	0.58%
Danish	479	0.27%
Dutch	1,247	0.70%
English	14,235	7.98%
French (except Basque)	3,465	1.94%
French Canadian	732	0.41%
German	19,152	10.74%
Greek	378	0.21%
Hungarian	469	0.26%
Irish	12,449	6.98%
Italian	6,300	3.53%
Lithuanian	164	0.09%
United States or American	10,590	5.94%
Norwegian	1,601	0.90%
Polish	1,782	1.00%
Portuguese	204	0.11%
Russian	705	0.40%
Scottish	2,616	1.47%
Scotch-Irish	2,261	1.27%
Slovak	106	0.06%
Subsaharan African	1,621	0.91%
Swedish	1,209	0.68%
Swiss	249	0.14%
Ukrainian	124	0.07%
Welsh	731	0.41%
West Indian (except Hisp. groups)	341	0.19%
Other ancestries	70,391	39.48%
Ancestry Unclassified	22,720	12.74%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	128,924	76.43%
Speak Asian/Pacific Island Language at Home	9,819	5.82%
Speak IndoEuropean Language at Home	9,116	5.40%
Speak Spanish at Home	19,485	11.55%
Speak Other Language at Home	1,338	0.79%
2019 Est. Population by Age	178,285	
Age 0 - 4	9,602	5.39%
Age 5 - 9	10,270	5.76%
Age 10 - 14	12,592	7.06%
Age 15 - 17	8,406	4.72%
Age 18 - 20	7,577	4.25%
Age 21 - 24	10,082	5.66%
Age 25 - 34	21,694	12.17%
Age 35 - 44	19,243	10.79%
Age 45 - 54	30,015	16.84%
Age 55 - 64	28,166	15.80%
Age 65 - 74	14,597	8.19%
Age 75 - 84	4,598	2.58%
Age 85 and over	1,442	0.81%
Age 16 and over	143,061	80.24%
Age 18 and over	137,414	77.08%
Age 21 and over	129,838	72.83%
Age 65 and over	20,638	11.58%
2019 Est. Median Age		39.87
2019 Est. Average Age		38.63

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Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Population by Sex	178,285	
Male	87,553	49.11%
Female	90,732	50.89%
2019 Est. Male Population by Age	87,553	
Age 0 - 4	4,925	5.63%
Age 5 - 9	5,227	5.97%
Age 10 - 14	6,471	7.39%
Age 15 - 17	4,270	4.88%
Age 18 - 20	3,893	4.45%
Age 21 - 24	5,136	5.87%
Age 25 - 34	10,905	12.46%
Age 35 - 44	8,896	10.16%
Age 45 - 54	14,264	16.29%
Age 55 - 64	13,783	15.74%
Age 65 - 74	7,195	8.22%
Age 75 - 84	2,095	2.39%
Age 85 and over	493	0.56%
2019 Est. Median Age, Male		38.41
2019 Est. Average Age, Male		38.01

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	90,732	
Age 0 - 4	4,676	5.15%
Age 5 - 9	5,043	5.56%
Age 10 - 14	6,121	6.75%
Age 15 - 17	4,136	4.56%
Age 18 - 20	3,683	4.06%
Age 21 - 24	4,946	5.45%
Age 25 - 34	10,789	11.89%
Age 35 - 44	10,347	11.40%
Age 45 - 54	15,751	17.36%
Age 55 - 64	14,383	15.85%
Age 65 - 74	7,403	8.16%
Age 75 - 84	2,504	2.76%
Age 85 and over	950	1.05%
2019 Est. Median Age, Female		41.10
2019 Est. Average Age, Female		39.22
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	37,769	25.90%
Males, Never Married	19,916	13.66%
Females, Never Married	17,853	12.24%
Married, Spouse present	85,424	58.58%
Married, Spouse absent	4,897	3.36%
Widowed	4,785	3.28%
Males Widowed	987	0.68%
Females Widowed	3,798	2.61%
Divorced	12,946	8.88%
Males Divorced	4,845	3.32%
Females Divorced	8,101	5.56%

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Grapevine, Texas



DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,140	2.6%
Some High School, no diploma	3,067	2.6%
High School Graduate (or GED)	15,309	12.8%
Some College, no degree	22,327	18.6%
Associate Degree	7,865	6.6%
Bachelor's Degree	43,060	36.0%
Master's Degree	19,098	15.9%
Professional School Degree	3,994	3.3%
Doctorate Degree	1,897	1.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,160	22.20%
High School Graduate	2,563	18.01%
Some College or Associate's Degree	3,555	24.98%
Bachelor's Degree or Higher	4,954	34.81%
Households		
2024 Projection	69,123	
2019 Estimate	64,174	
2010 Census	55,028	
2000 Census	48,814	
Growth 2019 - 2024		7.71%
Growth 2010 - 2019		16.62%
Growth 2000 - 2010		12.73%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	64,174	
Family Households	48,860	76.14%
Nonfamily Households	15,314	23.86%
2019 Est. Group Quarters Population	324	
2019 Households by Ethnicity, Hispanic/Latino	7,305	
2019 Est. Households by Household Income	64,174	
Income < \$15,000	2,007	3.13%
Income \$15,000 - \$24,999	2,206	3.44%
Income \$25,000 - \$34,999	2,861	4.46%
Income \$35,000 - \$49,999	5,142	8.01%
Income \$50,000 - \$74,999	8,045	12.54%
Income \$75,000 - \$99,999	6,801	10.60%
Income \$100,000 - \$124,999	6,744	10.51%
Income \$125,000 - \$149,999	5,807	9.05%
Income \$150,000 - \$199,999	8,331	12.98%
Income \$200,000 - \$249,999	4,835	7.53%
Income \$250,000 - \$499,999	7,021	10.94%
Income \$500,000+	4,374	6.82%
2019 Est. Average Household Income		\$162,714
2019 Est. Median Household Income		\$118,394

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$123,535
Black or African American Alone		\$75,432
American Indian and Alaska Native Alone		\$78,959
Asian Alone		\$180,569
Native Hawaiian and Other Pacific Islander Alone		\$54,066
Some Other Race Alone		\$49,315
Two or More Races		\$94,043
Hispanic or Latino		\$66,970
Not Hispanic or Latino		\$125,425
2019 Est. Family HH Type by Presence of Own Child.	48,860	
Married-Couple Family, own children	21,908	44.84%
Married-Couple Family, no own children	18,994	38.87%
Male Householder, own children	1,264	2.59%
Male Householder, no own children	986	2.02%
Female Householder, own children	3,737	7.65%
Female Householder, no own children	1,970	4.03%
2019 Est. Households by Household Size	64,174	
1-person	12,487	19.46%
2-person	19,702	30.70%
3-person	12,582	19.61%
4-person	12,165	18.96%
5-person	5,019	7.82%
6-person	1,569	2.45%
7-or-more-person	650	1.01%
2019 Est. Average Household Size		2.77

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	64,174	
Households with 1 or More People under Age 18:	28,098	43.78%
Married-Couple Family	22,489	80.04%
Other Family, Male Householder	1,412	5.03%
Other Family, Female Householder	4,080	14.52%
Nonfamily, Male Householder	83	0.30%
Nonfamily, Female Householder	34	0.12%
Households with No People under Age 18:	36,075	56.21%
Married-Couple Family	18,420	51.06%
Other Family, Male Householder	836	2.32%
Other Family, Female Householder	1,631	4.52%
Nonfamily, Male Householder	7,318	20.29%
Nonfamily, Female Householder	7,870	21.82%
2019 Est. Households by Number of Vehicles	64,174	
No Vehicles	1,015	1.58%
1 Vehicle	14,863	23.16%
2 Vehicles	30,241	47.12%
3 Vehicles	13,204	20.58%
4 Vehicles	3,981	6.20%
5 or more Vehicles	869	1.35%
2019 Est. Average Number of Vehicles		2.12

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Grapevine, Texas



DESCRIPTION	DATA	%
Family Households		
2024 Projection	52,554	
2019 Estimate	48,860	
2010 Census	42,003	
2000 Census	37,533	
Growth 2019 - 2024		7.56%
Growth 2010 - 2019		16.33%
Growth 2000 - 2010		11.91%
2019 Est. Families by Poverty Status	48,860	
2019 Families at or Above Poverty	46,782	95.75%
2019 Families at or Above Poverty with Children	24,357	49.85%
2019 Families Below Poverty	2,078	4.25%
2019 Families Below Poverty with Children	1,632	3.34%
2019 Est. Pop 16+ by Employment Status	143,061	
Civilian Labor Force, Employed	101,869	71.21%
Civilian Labor Force, Unemployed	3,261	2.28%
Armed Forces	1	0.00%
Not in Labor Force	37,930	26.51%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	101,583	
For-Profit Private Workers	75,965	74.78%
Non-Profit Private Workers	4,839	4.76%
Local Government Workers	1,602	1.58%
State Government Workers	2,263	2.23%
Federal Government Workers	4,943	4.87%
Self-Employed Workers	11,764	11.58%
Unpaid Family Workers	207	0.20%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	101,583	
Architect/Engineer	2,567	2.53%
Arts/Entertainment/Sports	2,474	2.44%
Building Grounds Maintenance	2,351	2.31%
Business/Financial Operations	8,954	8.82%
Community/Social Services	1,382	1.36%
Computer/Mathematical	5,859	5.77%
Construction/Extraction	1,920	1.89%
Education/Training/Library	6,187	6.09%
Farming/Fishing/Forestry	69	0.07%
Food Prep/Serving	5,306	5.22%
Health Practitioner/Technician	6,328	6.23%
Healthcare Support	772	0.76%
Maintenance Repair	1,893	1.86%
Legal	1,611	1.59%
Life/Physical/Social Science	553	0.54%
Management	18,503	18.22%
Office/Admin. Support	11,117	10.94%
Production	2,514	2.48%
Protective Services	1,311	1.29%
Sales/Related	13,164	12.96%
Personal Care/Service	2,151	2.12%
Transportation/Moving	4,595	4.52%
2019 Est. Pop 16+ by Occupation Classification	101,583	
White Collar	78,700	77.47%
Blue Collar	10,922	10.75%
Service and Farm	11,961	11.78%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	99,888	
Drove Alone	82,100	82.19%
Car Pooled	6,040	6.05%
Public Transportation	373	0.37%
Walked	822	0.82%
Bicycle	159	0.16%
Other Means	1,046	1.05%
Worked at Home	9,348	9.36%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,948	
15 - 29 Minutes	34,979	
30 - 44 Minutes	23,294	
45 - 59 Minutes	7,949	
60 or more Minutes	4,143	
2019 Est. Avg Travel Time to Work in Minutes		27.9
2019 Est. Occupied Housing Units by Tenure	64,174	
Owner Occupied	47,312	73.73%
Renter Occupied	16,862	26.28%
2019 Owner Occ. HUs: Avg. Length of Residence		12.46
2019 Renter Occ. HUs: Avg. Length of Residence		5.16

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	64,174	
Value Less than \$20,000	712	1.51%
Value \$20,000 - \$39,999	418	0.88%
Value \$40,000 - \$59,999	78	0.17%
Value \$60,000 - \$79,999	132	0.28%
Value \$80,000 - \$99,999	114	0.24%
Value \$100,000 - \$149,999	994	2.10%
Value \$150,000 - \$199,999	3,020	6.38%
Value \$200,000 - \$299,999	10,990	23.23%
Value \$300,000 - \$399,999	9,825	20.77%
Value \$400,000 - \$499,999	7,470	15.79%
Value \$500,000 - \$749,999	7,791	16.47%
Value \$750,000 - \$999,999	3,375	7.13%
Value \$1,000,000 or \$1,499,999	1,715	3.63%
Value \$1,500,000 or \$1,999,999	463	0.98%
Value \$2,000,000+	216	0.46%
2019 Est. Median All Owner-Occupied Housing Value		\$371,215
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	47,979	72.00%
1 Unit Detached	2,446	3.67%
2 Units	420	0.63%
3 or 4 Units	1,455	2.18%
5 to 19 Units	7,458	11.19%
20 to 49 Units	2,517	3.78%
50 or More Units	2,630	3.95%
Mobile Home or Trailer	1,736	2.61%
Boat, RV, Van, etc.	0	0.00%

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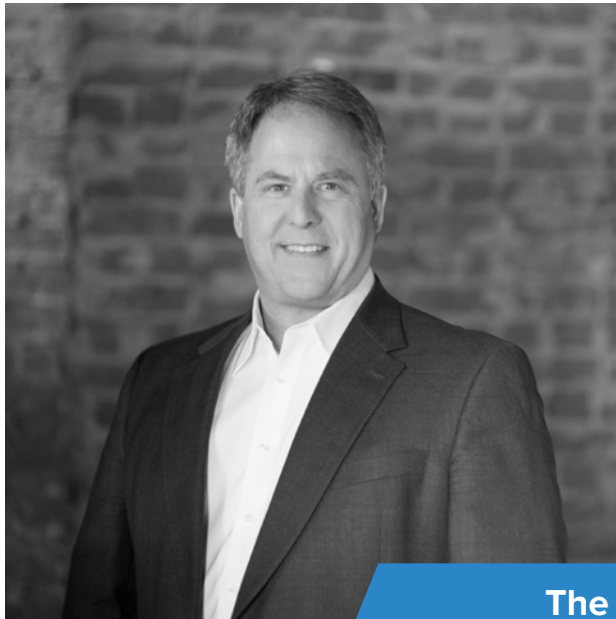
DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	7,825	11.74%
Housing Units Built 2010 to 2014	2,239	3.36%
Housing Units Built 2000 to 2009	9,812	14.72%
Housing Units Built 1990 to 1999	22,010	33.03%
Housing Units Built 1980 to 1989	17,584	26.39%
Housing Units Built 1970 to 1979	4,276	6.42%
Housing Units Built 1960 to 1969	1,670	2.51%
Housing Units Built 1950 to 1959	732	1.10%
Housing Units Built 1940 to 1949	171	0.26%
Housing Unit Built 1939 or Earlier	323	0.49%
2019 Est. Median Year Structure Built		1994

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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