



TheRetailCoach®

# SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

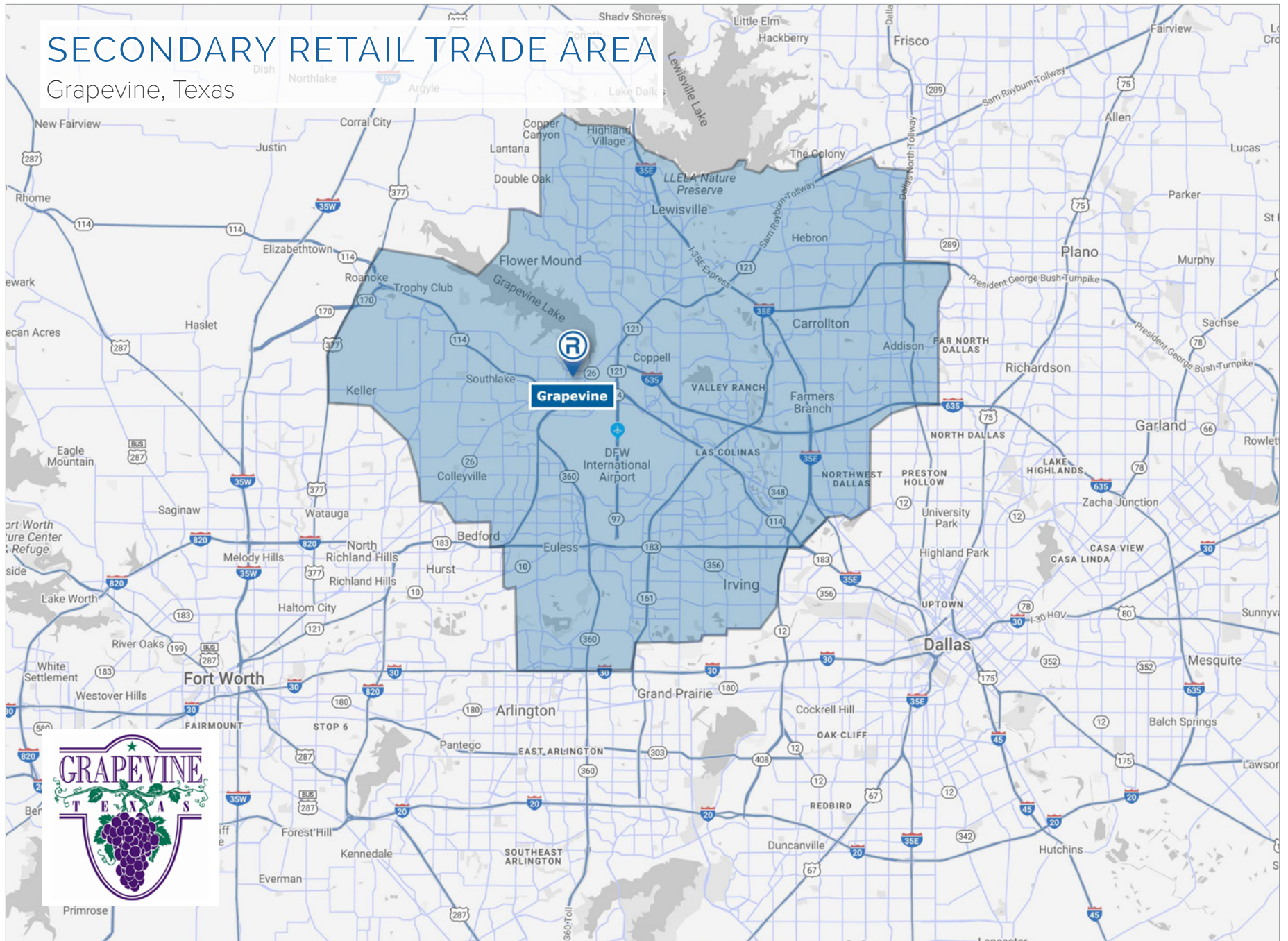
Grapevine, Texas

Prepared for  
City of Grapevine, Texas  
April 2019



# SECONDARY RETAIL TRADE AREA

Grapevine, Texas



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# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Grapevine, Texas



DESCRIPTION	DATA	%
<b>Population</b>		
2024 Projection	1,288,071	
2019 Estimate	1,199,179	
2010 Census	1,034,633	
2000 Census	917,648	
Growth 2019 - 2024		7.41%
Growth 2010 - 2019		15.90%
Growth 2000 - 2010		12.75%
<b>2019 Est. Population by Single-Classification Race</b>	1,199,179	
White Alone	722,366	60.24%
Black or African American Alone	138,940	11.59%
Amer. Indian and Alaska Native Alone	7,470	0.62%
Asian Alone	146,188	12.19%
Native Hawaiian and Other Pacific Island Alone	2,270	0.19%
Some Other Race Alone	140,742	11.74%
Two or More Races	41,203	3.44%
<b>2019 Est. Population by Hispanic or Latino Origin</b>	1,199,179	
Not Hispanic or Latino	850,564	70.93%
Hispanic or Latino	348,615	29.07%
Mexican	262,782	75.38%
Puerto Rican	8,536	2.45%
Cuban	3,064	0.88%
All Other Hispanic or Latino	74,233	21.29%

DESCRIPTION	DATA	%
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>	348,615	
White Alone	185,778	53.29%
Black or African American Alone	3,988	1.14%
American Indian and Alaska Native Alone	3,688	1.06%
Asian Alone	800	0.23%
Native Hawaiian and Other Pacific Islander Alone	158	0.05%
Some Other Race Alone	138,442	39.71%
Two or More Races	15,763	4.52%
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>	146,188	
Chinese, except Taiwanese	13,790	9.43%
Filipino	5,964	4.08%
Japanese	1,770	1.21%
Asian Indian	65,543	44.84%
Korean	16,296	11.15%
Vietnamese	15,527	10.62%
Cambodian	2,768	1.89%
Hmong	8	0.01%
Laotian	1,042	0.71%
Thai	1,268	0.87%
All Other Asian Races Including 2+ Category	22,211	15.19%

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2019 Est. Population by Ancestry</b>	1,199,179	
Arab	6,345	0.53%
Czech	4,152	0.35%
Danish	2,001	0.17%
Dutch	6,073	0.51%
English	68,550	5.72%
French (except Basque)	15,101	1.26%
French Canadian	2,939	0.25%
German	90,644	7.56%
Greek	2,192	0.18%
Hungarian	1,524	0.13%
Irish	58,947	4.92%
Italian	24,366	2.03%
Lithuanian	786	0.07%
United States or American	52,894	4.41%
Norwegian	6,662	0.56%
Polish	9,685	0.81%
Portuguese	1,187	0.10%
Russian	3,792	0.32%
Scottish	13,424	1.12%
Scotch-Irish	10,115	0.84%
Slovak	674	0.06%
Subsaharan African	23,614	1.97%
Swedish	5,353	0.45%
Swiss	1,442	0.12%
Ukrainian	1,152	0.10%
Welsh	3,187	0.27%
West Indian (except Hisp. groups)	3,035	0.25%
Other ancestries	635,489	52.99%
Ancestry Unclassified	143,852	12.00%

DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	709,934	63.15%
Speak Asian/Pacific Island Language at Home	70,748	6.29%
Speak IndoEuropean Language at Home	60,604	5.39%
Speak Spanish at Home	265,847	23.65%
Speak Other Language at Home	17,130	1.52%
<b>2019 Est. Population by Age</b>	1,199,179	
Age 0 - 4	74,915	6.25%
Age 5 - 9	77,382	6.45%
Age 10 - 14	82,944	6.92%
Age 15 - 17	48,764	4.07%
Age 18 - 20	44,201	3.69%
Age 21 - 24	58,366	4.87%
Age 25 - 34	191,319	15.95%
Age 35 - 44	170,376	14.21%
Age 45 - 54	172,511	14.39%
Age 55 - 64	148,707	12.40%
Age 65 - 74	85,241	7.11%
Age 75 - 84	32,863	2.74%
Age 85 and over	11,590	0.97%
Age 16 and over	947,924	79.05%
Age 18 and over	915,174	76.32%
Age 21 and over	870,973	72.63%
Age 65 and over	129,695	10.82%
<b>2019 Est. Median Age</b>		36.23
<b>2019 Est. Average Age</b>		37.06

# SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Grapevine, Texas



DESCRIPTION	DATA	%
<b>2019 Est. Population by Sex</b>	1,199,179	
Male	591,157	49.30%
Female	608,021	50.70%
<b>2019 Est. Male Population by Age</b>	591,157	
Age 0 - 4	38,226	6.47%
Age 5 - 9	39,652	6.71%
Age 10 - 14	42,197	7.14%
Age 15 - 17	24,785	4.19%
Age 18 - 20	22,533	3.81%
Age 21 - 24	29,158	4.93%
Age 25 - 34	95,237	16.11%
Age 35 - 44	84,115	14.23%
Age 45 - 54	84,984	14.38%
Age 55 - 64	72,304	12.23%
Age 65 - 74	39,757	6.73%
Age 75 - 84	14,263	2.41%
Age 85 and over	3,946	0.67%
<b>2019 Est. Median Age, Male</b>		35.43
<b>2019 Est. Average Age, Male</b>		36.41

DESCRIPTION	DATA	%
<b>2019 Est. Female Population by Age</b>	608,021	
Age 0 - 4	36,689	6.03%
Age 5 - 9	37,731	6.21%
Age 10 - 14	40,747	6.70%
Age 15 - 17	23,978	3.94%
Age 18 - 20	21,668	3.56%
Age 21 - 24	29,208	4.80%
Age 25 - 34	96,082	15.80%
Age 35 - 44	86,261	14.19%
Age 45 - 54	87,527	14.40%
Age 55 - 64	76,403	12.57%
Age 65 - 74	45,485	7.48%
Age 75 - 84	18,600	3.06%
Age 85 and over	7,644	1.26%
<b>2019 Est. Median Age, Female</b>		37.02
<b>2019 Est. Average Age, Female</b>		37.67
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	314,410	32.62%
Males, Never Married	166,267	17.25%
Females, Never Married	148,143	15.37%
Married, Spouse present	460,255	47.75%
Married, Spouse absent	51,430	5.34%
Widowed	35,980	3.73%
Males Widowed	7,616	0.79%
Females Widowed	28,364	2.94%
Divorced	101,863	10.57%
Males Divorced	40,454	4.20%
Females Divorced	61,409	6.37%

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DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	55,498	6.8%
Some High School, no diploma	45,173	5.6%
High School Graduate (or GED)	144,118	17.7%
Some College, no degree	163,090	20.1%
Associate Degree	53,674	6.6%
Bachelor's Degree	231,653	28.5%
Master's Degree	92,876	11.4%
Professional School Degree	17,087	2.1%
Doctorate Degree	9,439	1.2%
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	76,580	39.08%
High School Graduate	47,719	24.35%
Some College or Associate's Degree	39,152	19.98%
Bachelor's Degree or Higher	32,484	16.58%
<b>Households</b>		
2024 Projection	506,965	
2019 Estimate	472,449	
2010 Census	408,023	
2000 Census	362,290	
Growth 2019 - 2024		7.31%
Growth 2010 - 2019		15.79%
Growth 2000 - 2010		12.62%

DESCRIPTION	DATA	%
<b>2019 Est. Households by Household Type</b>	472,449	
Family Households	297,117	62.89%
Nonfamily Households	175,331	37.11%
2019 Est. Group Quarters Population	3,602	
2019 Households by Ethnicity, Hispanic/Latino	103,037	
<b>2019 Est. Households by Household Income</b>	472,449	
Income < \$15,000	27,178	5.75%
Income \$15,000 - \$24,999	31,721	6.71%
Income \$25,000 - \$34,999	37,391	7.91%
Income \$35,000 - \$49,999	61,031	12.92%
Income \$50,000 - \$74,999	82,370	17.44%
Income \$75,000 - \$99,999	57,530	12.18%
Income \$100,000 - \$124,999	44,992	9.52%
Income \$125,000 - \$149,999	32,339	6.85%
Income \$150,000 - \$199,999	37,805	8.00%
Income \$200,000 - \$249,999	20,218	4.28%
Income \$250,000 - \$499,999	25,300	5.36%
Income \$500,000+	14,574	3.09%
<b>2019 Est. Average Household Income</b>		\$110,732
<b>2019 Est. Median Household Income</b>		\$73,773

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DESCRIPTION	DATA	%
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$84,983
Black or African American Alone		\$50,256
American Indian and Alaska Native Alone		\$66,222
Asian Alone		\$101,566
Native Hawaiian and Other Pacific Islander Alone		\$59,244
Some Other Race Alone		\$47,044
Two or More Races		\$62,350
Hispanic or Latino		\$50,821
Not Hispanic or Latino		\$83,763
<b>2019 Est. Family HH Type by Presence of Own Child.</b>	297,117	
Married-Couple Family, own children	111,726	37.60%
Married-Couple Family, no own children	111,330	37.47%
Male Householder, own children	10,677	3.59%
Male Householder, no own children	11,059	3.72%
Female Householder, own children	32,413	10.91%
Female Householder, no own children	19,913	6.70%
<b>2019 Est. Households by Household Size</b>	472,449	
1-person	141,008	29.85%
2-person	140,239	29.68%
3-person	76,369	16.17%
4-person	64,056	13.56%
5-person	30,871	6.53%
6-person	12,154	2.57%
7-or-more-person	7,752	1.64%
<b>2019 Est. Average Household Size</b>		2.53

DESCRIPTION	DATA	%
<b>2019 Est. Households by Presence of People Under 18</b>	472,449	
Households with 1 or More People under Age 18:	167,122	35.37%
Married-Couple Family	116,787	69.88%
Other Family, Male Householder	12,592	7.54%
Other Family, Female Householder	36,542	21.87%
Nonfamily, Male Householder	882	0.53%
Nonfamily, Female Householder	320	0.19%
<b>Households with No People under Age 18:</b>	305,327	64.63%
Married-Couple Family	106,281	34.81%
Other Family, Male Householder	9,137	2.99%
Other Family, Female Householder	15,803	5.18%
Nonfamily, Male Householder	87,112	28.53%
Nonfamily, Female Householder	86,994	28.49%
<b>2019 Est. Households by Number of Vehicles</b>	472,449	
No Vehicles	16,147	3.42%
1 Vehicle	175,231	37.09%
2 Vehicles	191,655	40.57%
3 Vehicles	64,465	13.65%
4 Vehicles	18,977	4.02%
5 or more Vehicles	5,973	1.26%
<b>2019 Est. Average Number of Vehicles</b>		1.83

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2024 Projection	318,414	
2019 Estimate	297,117	
2010 Census	258,565	
2000 Census	229,571	
Growth 2019 - 2024		7.17%
Growth 2010 - 2019		14.91%
Growth 2000 - 2010		12.63%
<b>2019 Est. Families by Poverty Status</b>	297,117	
2019 Families at or Above Poverty	272,757	91.80%
2019 Families at or Above Poverty with Children	138,682	46.68%
2019 Families Below Poverty	24,360	8.20%
2019 Families Below Poverty with Children	20,246	6.81%
<b>2019 Est. Pop 16+ by Employment Status</b>	947,924	
Civilian Labor Force, Employed	676,312	71.35%
Civilian Labor Force, Unemployed	27,273	2.88%
Armed Forces	426	0.05%
Not in Labor Force	243,913	25.73%
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>	670,879	
For-Profit Private Workers	525,920	78.39%
Non-Profit Private Workers	30,278	4.51%
Local Government Workers	9,398	1.40%
State Government Workers	11,894	1.77%
Federal Government Workers	30,423	4.54%
Self-Employed Workers	61,791	9.21%
Unpaid Family Workers	1,175	0.18%

DESCRIPTION	DATA	%
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>	670,879	
Architect/Engineer	12,162	1.81%
Arts/Entertainment/Sports	13,272	1.98%
Building Grounds Maintenance	22,861	3.41%
Business/Financial Operations	52,371	7.81%
Community/Social Services	7,503	1.12%
Computer/Mathematical	40,263	6.00%
Construction/Extraction	32,145	4.79%
Education/Training/Library	33,014	4.92%
Farming/Fishing/Forestry	606	0.09%
Food Prep/Serving	38,347	5.72%
Health Practitioner/Technician	32,015	4.77%
Healthcare Support	9,198	1.37%
Maintenance Repair	17,279	2.58%
Legal	7,444	1.11%
Life/Physical/Social Science	3,009	0.45%
Management	86,673	12.92%
Office/Admin. Support	87,029	12.97%
Production	28,400	4.23%
Protective Services	8,629	1.29%
Sales/Related	79,614	11.87%
Personal Care/Service	20,037	2.99%
Transportation/Moving	39,010	5.82%
<b>2019 Est. Pop 16+ by Occupation Classification</b>	670,879	
White Collar	454,368	67.73%
Blue Collar	116,833	17.42%
Service and Farm	99,678	14.86%



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DESCRIPTION	DATA	%
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>	658,891	
Drove Alone	531,388	80.65%
Car Pooled	60,195	9.14%
Public Transportation	9,714	1.47%
Walked	7,524	1.14%
Bicycle	1,044	0.16%
Other Means	7,132	1.08%
Worked at Home	41,895	6.36%
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	138,759	
15 - 29 Minutes	246,093	
30 - 44 Minutes	155,536	
45 - 59 Minutes	48,879	
60 or more Minutes	31,502	
2019 Est. Avg Travel Time to Work in Minutes		27.91
<b>2019 Est. Occupied Housing Units by Tenure</b>	472,449	
Owner Occupied	234,822	49.70%
Renter Occupied	237,627	50.30%
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		12.2
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		5.18

DESCRIPTION	DATA	%
<b>2019 Est. Owner-Occupied Housing Units by Value</b>	472,449	
Value Less than \$20,000	3,634	1.55%
Value \$20,000 - \$39,999	1,954	0.83%
Value \$40,000 - \$59,999	1,136	0.48%
Value \$60,000 - \$79,999	2,112	0.90%
Value \$80,000 - \$99,999	4,776	2.03%
Value \$100,000 - \$149,999	24,463	10.42%
Value \$150,000 - \$199,999	32,223	13.72%
Value \$200,000 - \$299,999	58,782	25.03%
Value \$300,000 - \$399,999	37,158	15.82%
Value \$400,000 - \$499,999	26,549	11.31%
Value \$500,000 - \$749,999	25,245	10.75%
Value \$750,000 - \$999,999	9,824	4.18%
Value \$1,000,000 or \$1,499,999	4,327	1.84%
Value \$1,500,000 or \$1,999,999	1,385	0.59%
Value \$2,000,000+	1,254	0.53%
<b>2019 Est. Median All Owner-Occupied Housing Value</b>		\$277,539
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	242,883	47.82%
1 Unit Detached	19,394	3.82%
2 Units	4,705	0.93%
3 or 4 Units	23,081	4.54%
5 to 19 Units	121,650	23.95%
20 to 49 Units	45,527	8.96%
50 or More Units	42,281	8.32%
Mobile Home or Trailer	8,175	1.61%
Boat, RV, Van, etc.	240	0.05%

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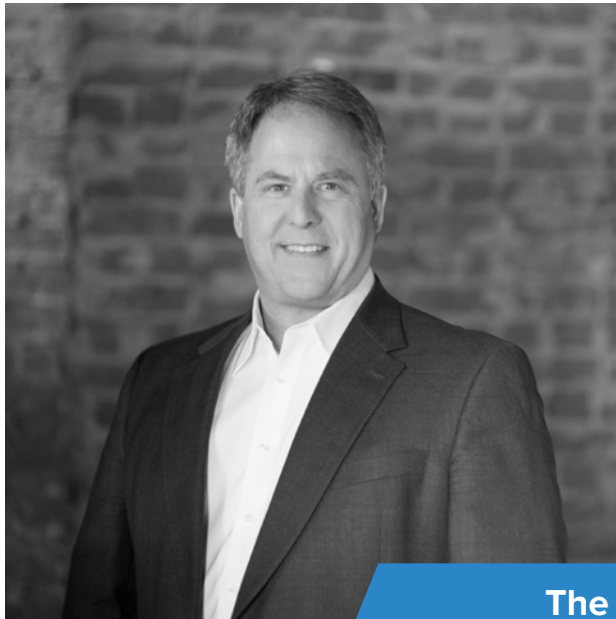
DESCRIPTION	DATA	%
<b>2019 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	54,446	10.72%
Housing Units Built 2010 to 2014	14,776	2.91%
Housing Units Built 2000 to 2009	70,646	13.91%
Housing Units Built 1990 to 1999	110,838	21.82%
Housing Units Built 1980 to 1989	129,078	25.41%
Housing Units Built 1970 to 1979	64,231	12.65%
Housing Units Built 1960 to 1969	36,691	7.22%
Housing Units Built 1950 to 1959	21,698	4.27%
Housing Units Built 1940 to 1949	3,235	0.64%
Housing Unit Built 1939 or Earlier	2,298	0.45%
<b>2019 Est. Median Year Structure Built</b>		
		1990

# 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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