



12-MONTH PATTERN:

VISITATION: Steady

YOY Visits: -0.6%

SALES HIGH: Dec 2024

SALES LOW: Jan 2025

TOP INDUSTRIES: Retail, Dining, Services

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (16%)

H.H. INCOME: \$250k+

H.H. SIZE: 5+ Persons

AVG. AGE: 51-65

World travelers with a taste for luxury in homes and vehicles, a penchant for charitable giving, and a preference for healthy lifestyles.

The vast majority are married homeowners, but nearly half are without kids.

Across the Ages (7%)

H.H. INCOME: \$125k-149k

H.H. SIZE: 5+ Persons

AVG. AGE: 51-65

Multi-generational households with deep roots and a preference for the suburbs, outdoor hobbies, and an inclination toward making donations to charity.

3 in 4 are married with children ranging in age from 13-18 on average.

Philanthropic Sophists. (6%)

H.H. INCOME: \$100k-124k

H.H. SIZE: 2 Persons

AVG. AGE: 66-75

Comfortably retired and most likely married, with kids in the home more likely to be young grandchildren. This crowd values quality and considers themselves experienced connoisseurs.

Less likely to be tech-savvy than other demographics.



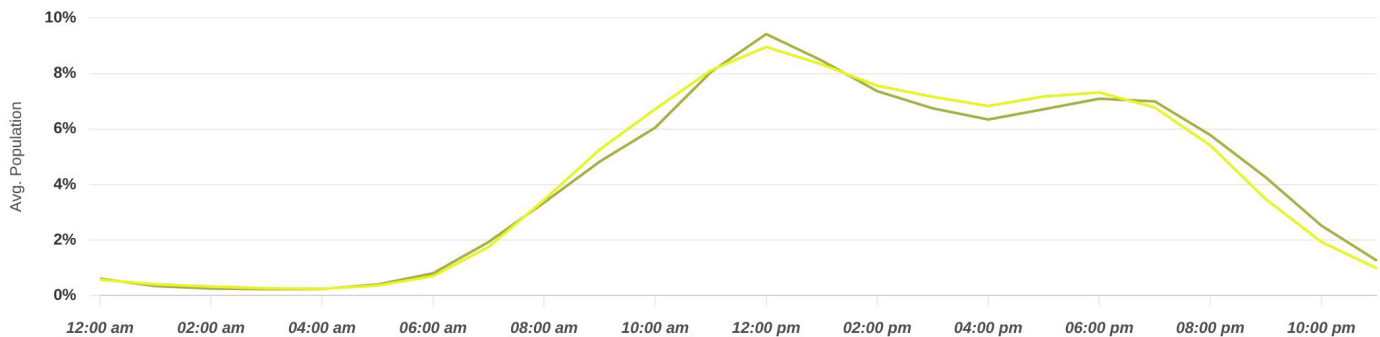
This report was assembled in October 2025 by the City of Grapevine Economic Development Department. It contains anonymized sales tax information and Placer.ai foot traffic estimates from a rolling 12 month period that was current at the time of assembly.

Visit choosegrapevinetx.com or contact Steven Jones (sjones@grapevinetexas.gov) for more information.

LOOKING CLOSER

Overall Daily
Avg. Hourly Visits

Fridays Only
Avg. Hourly Visits



Avg. Population | Oct 1st, 2024 - Sep 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Northwest Highway plays host to an estimated 24,000 daily vehicles, boosting commuter-friendly brands to the top the list of most frequented businesses in the Community Highway District. Like most of Grapevine, this corridor thrives on weekends but enjoys steady traffic during the work week. Unique to the area, however, is a disproportionate share of weekend visits: Fridays outdrew the overall daily average by around 2,500 daily visits. Several factors likely contribute to this pattern:



Grocery Go-Getters. The share of visitors at Tom Thumb more than doubles when comparing Fridays in the District to weekly averages. The average visit duration is only a minute shorter on the last day of the work week, and a shift towards evening visits at both the store and the district as a whole suggests locals are wont to knock out their grocery lists between the end of the work day and the start of their weekend in earnest.

Rolling the Pork Barrel. Famous for its Pork Chop lunch, Perry's is one of the most successful restaurants not only in this area, but in all of Grapevine. Nearly a third of visits to the restaurant so far this year have occurred on Fridays, driven in part by extended hours. About 3 in 10 Friday customers at Perry's arrive between 11 am - 1 pm, creating a 6% jump in visitor share and helping to explain the shift in consumer preference for noontime visits across the region.



Payday Pick-Me-Ups. Restaurants and coffee shops in the area get a boosted share of visits on Friday compared to the rest of the work week, from Braum's (+4%) to Sauce'd Pizza and Burgers (+2%). That said, shoppers in the corridor tend to be less affluent at the end of the week. Such a shift suggests that date nights, family excursions, and special morning or lunchtime treats in anticipation of the weekend all contribute to the Friday surge.