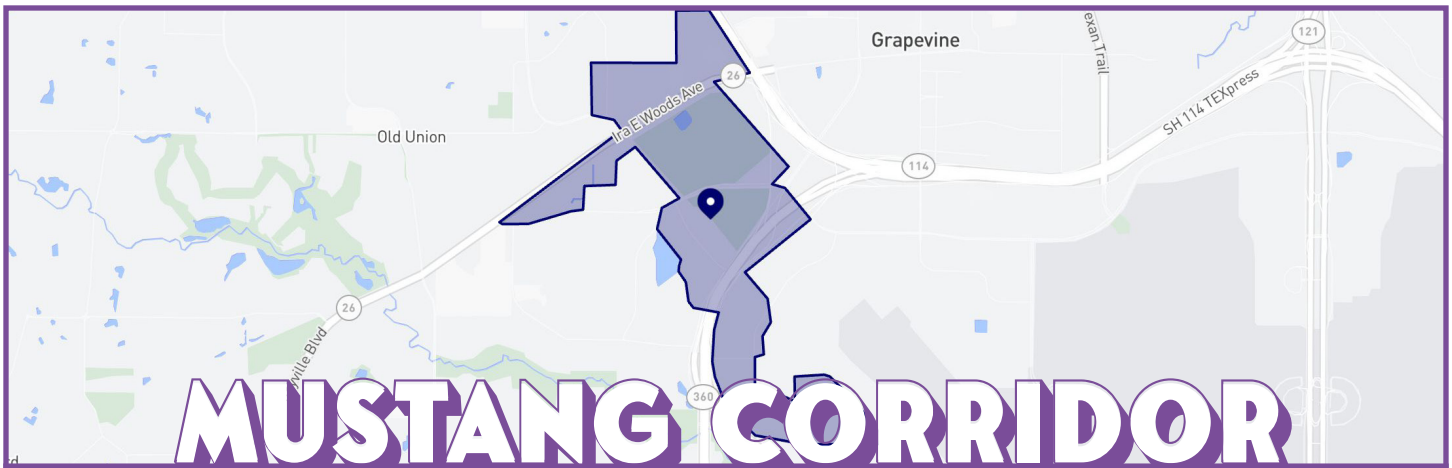




A broad path that that links Grapevine's major residential areas, the Mustang Corridor covers a breadth of essential employers while touching every major highway in the City.



12-MONTH PATTERN:

VISITATION: Bouncing Back **YOY Visitors:** +5%

SALES HIGH: Dec 2025 **SALES LOW:** Jan 2026

TOP INDUSTRIES: Retail, Wholesale, Manufacturing

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (21%)

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.

Philanthropic Sopisticates (8%)

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.

Influenced by Influencers (7%)

H.H. INCOME: \$50k-75k

H.H. SIZE: 1 Person

AVG. AGE: 25-30

Career-driven foodies who love to get out, get active, and build their career path. Generally apartment renters or first-time buyers, only 3% will have (young) children and most will be unmarried.

This demographic group also skews male.



This report was assembled in September 2026 by the 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

Mustang Corridor
District • Grapevine, TX

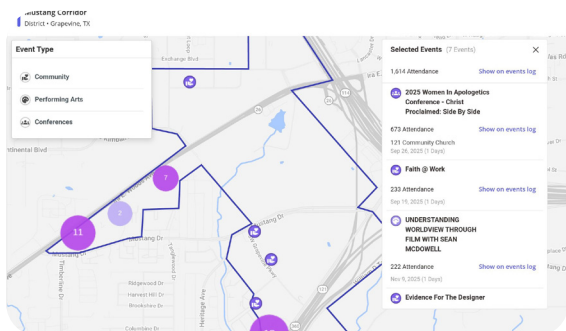


One of the City's more sprawling districts, the Mustang Corridor captures a more eclectic market than most commercial neighborhoods in Grapevine. Nearly half of the district's traffic is tied to the City's only Wal Mart, with the remaining visits split across convenience vendors, wholesalers, and auto dealerships. The bulk of those destinations are tied to regular traffic, from commuter-friendly coffee vendors to weekly household supply runs, leaving room for special events to make waves in otherwise steady data.



Back in the Club. The Mustang Corridor has been trending upward for several years now, but the most notable jump in area traffic occurred when the City's Sam's Club reopened its doors in 2024. The store, which launched a new tech-forward format for the company and includes a fuel station with special member pricing, drives nearly half of the area's visits and is likely the main catalyst behind a 31% leap in visits over the last two years.

Friday Night Lights. While Mustang-Panther Stadium can't supply the regular crowds associated with retail giants like Wal Mart and Sam's, the local school district's top-notch athletics center ranks fifth among destinations in the corridor and brought in 80k+ unique visitors in the last year. Almost half of the stadium's visits occurred on Fridays, dominating the evening hours throughout the Fall football calendar.



Frequent Flockers. While Friday and Saturday hold their customary spots atop the list of busy days, Sundays aren't far behind. 15% of Mustang Corridor traffic occurs on the final day of each weekend, and the list of impactful events in the area is dominated by church programming. Houses of worship aren't included in Placer analysis... but area mega churches would probably break into the Top 10 most popular destinations if they were.