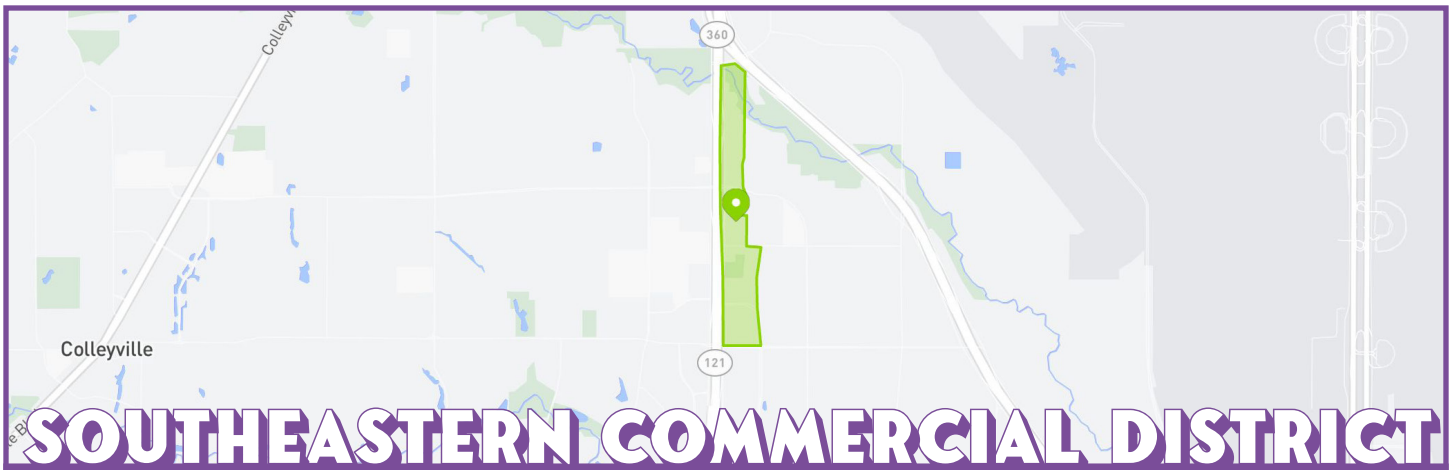




In the midst of an evolution, this neighborhood runs on targeted visits that vary in purpose and dwell time but yield a balanced guest profile.



12-MONTH PATTERN:

VISITATION: Regulars Rising **YOY Visits:** -1%

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

TOP INDUSTRIES: Food, Retail

KEY CUSTOMER PROFILES (EXPERIAN MOSAIC):

American Royalty (13%)

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 Sophisticates (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 July 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.