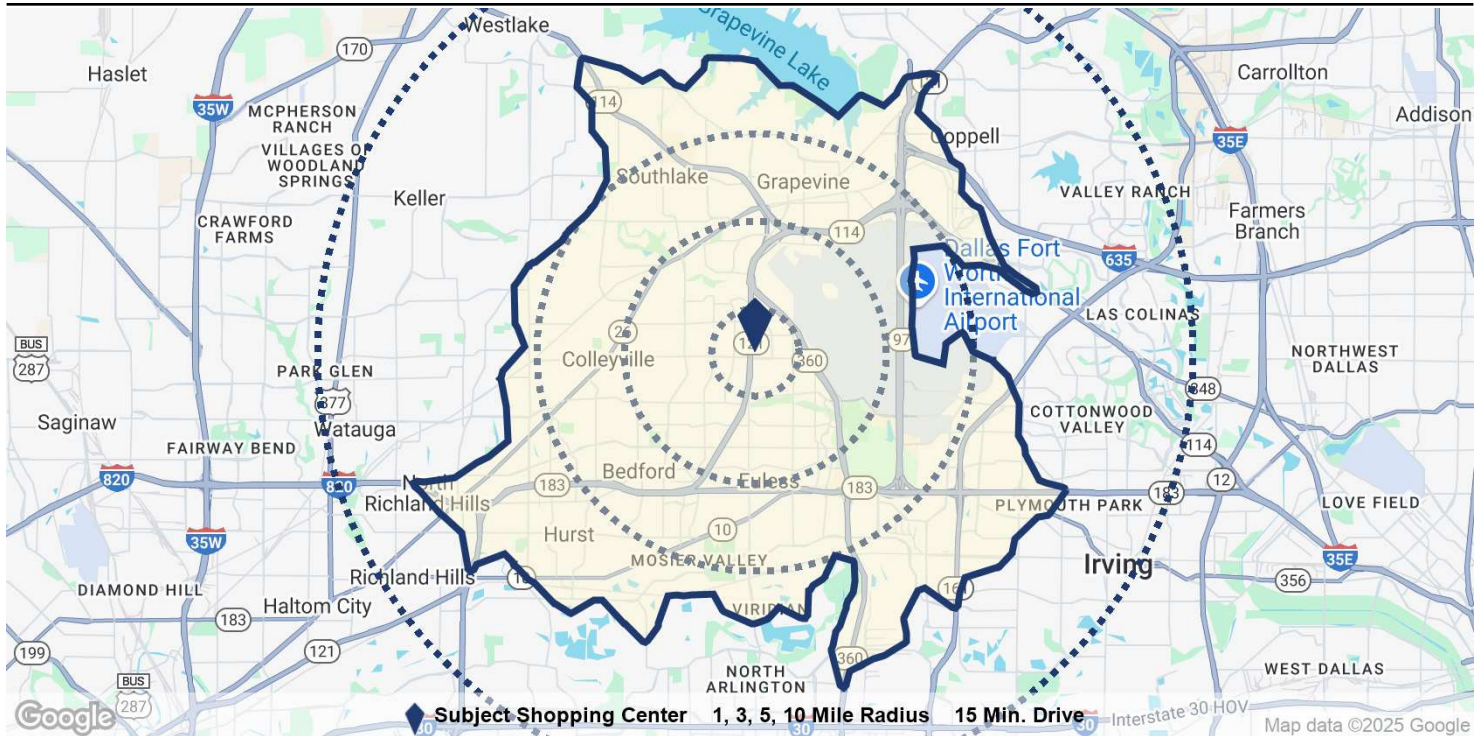


# Subject Shopping Center

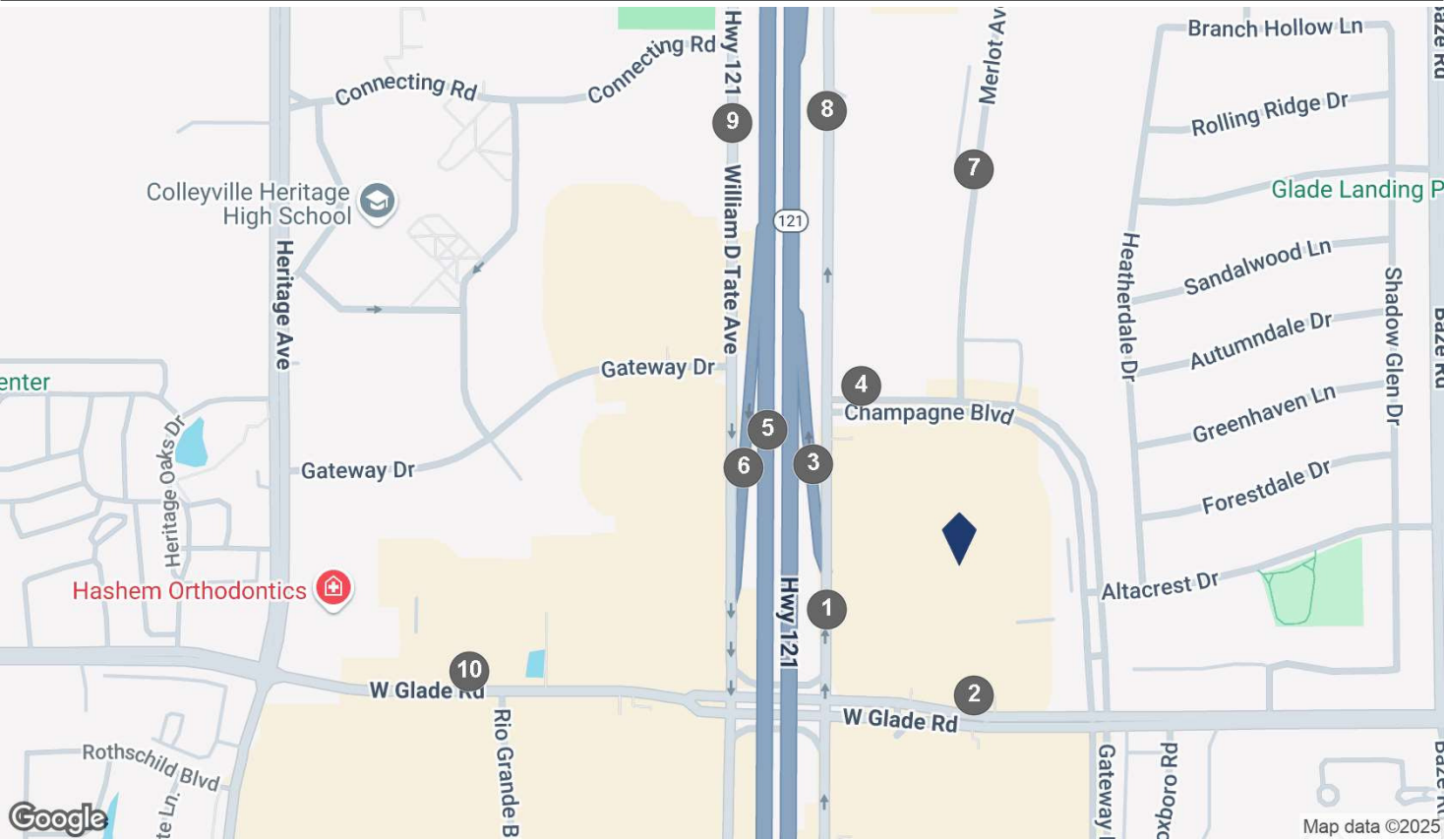
Vineyard Marketplace

## DEMOGRAPHICS



Population	1 Mile	3 Miles	5 Miles	10 Miles	15 Min. Drive
Population	14,471	84,202	196,968	871,550	334,076
5 Yr Growth	5.1%	4.8%	5.0%	4.2%	3.9%
Median Age	40	40	39	37	38
5 Yr Forecast	42	41	41	39	40
White / Black / Hispanic	63% / 6% / 13%	59% / 10% / 18%	58% / 12% / 18%	49% / 13% / 24%	52% / 15% / 22%
5 Yr Forecast	63% / 6% / 13%	59% / 10% / 18%	58% / 12% / 18%	49% / 13% / 24%	52% / 14% / 22%
Employment	6,631	26,353	128,914	498,683	187,497
Buying Power	\$620.5M	\$3.1B	\$6.8B	\$27.8B	\$10.4B
5 Yr Growth	3.9%	5.2%	4.4%	3.8%	4.1%
College Graduates	54.8%	47.4%	42.8%	41.2%	51.9%
<b>Household</b>					
Households	5,610	33,957	79,288	337,093	132,862
5 Yr Growth	5.2%	4.9%	4.9%	4.2%	3.8%
Median Household Income	\$110,609	\$91,532	\$85,413	\$82,454	\$77,908
5 Yr Forecast	\$109,199	\$91,789	\$84,984	\$82,122	\$78,111
Average Household Income	\$135,478	\$122,161	\$115,214	\$111,461	\$107,844
5 Yr Forecast	\$134,036	\$122,367	\$114,851	\$111,618	\$108,246
% High Income (>\$75K)	65%	59%	55%	54%	52%
<b>Housing</b>					
Median Home Value	\$399,957	\$388,176	\$374,775	\$344,173	\$352,348
Median Year Built	1991	1988	1987	1988	1986
Owner / Renter Occupied	61% / 39%	55% / 45%	54% / 46%	51% / 49%	50% / 50%

TRAFFIC COUNTS



COUNTS BY STREETS

Collection Street	Cross Street - Direction	Traffic Volume	Count Year	Dist from Subject
1 Hwy 121	Glade Rd - S	9,452	2024	0.11 mi
2 Glade Rd	Hwy 121 - W	17,663	2025	0.11 mi
3 Hwy 121	Champagne Blvd - N	6,752	2025	0.12 mi
4 Champagne Blvd	Hwy 121 - W	1,128	2018	0.14 mi
5 State Hwy 121	Glade Rd - S	97,049	2025	0.16 mi
6 Hwy 121	Champagne Blvd - NE	6,096	2025	0.17 mi
7 Merlot Ave	Hughes Rd - N	384	2025	0.27 mi
8 Hwy 121	Hughes Rd - N	3,140	2025	0.33 mi
9 Hwy 121	Hughes Rd - NE	3,140	2025	0.35 mi
10 Glade Rd	Rio Grande Blvd - E	26,082	2025	0.37 mi



## Demographics

# Vineyard Marketplace

2030-2040 Glade Rd

121,228 SF Neighborhood Center

Grapevine, TX 76051 - Grapevine/Colleyville Submarket

PREPARED BY



Matias Henry



# Income & Spending Demographics

Vineyard Marketplace

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
2024 Households by HH Income	5,609		33,957		79,289		132,862	
<\$25,000	422	7.52%	2,591	7.63%	6,798	8.57%	13,323	10.03%
\$25,000 - \$50,000	622	11.09%	4,957	14.60%	14,705	18.55%	27,683	20.84%
\$50,000 - \$75,000	909	16.21%	6,284	18.51%	13,821	17.43%	23,388	17.60%
\$75,000 - \$100,000	641	11.43%	4,758	14.01%	10,372	13.08%	17,501	13.17%
\$100,000 - \$125,000	496	8.84%	3,419	10.07%	8,681	10.95%	13,482	10.15%
\$125,000 - \$150,000	598	10.66%	2,588	7.62%	5,813	7.33%	9,143	6.88%
\$150,000 - \$200,000	874	15.58%	3,872	11.40%	7,205	9.09%	10,771	8.11%
\$200,000+	1,047	18.67%	5,488	16.16%	11,894	15.00%	17,569	13.22%
2024 Avg Household Income	\$135,478		\$122,161		\$115,214		\$107,844	
2024 Med Household Income	\$110,609		\$91,532		\$85,413		\$77,908	

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
Total Specified Consumer Spending	\$215.8M		\$1.2B		\$2.7B		\$4.3B	
Total Apparel	\$11.1M	5.15%	\$61.6M	5.11%	\$139.6M	5.14%	\$227.9M	5.29%
Women's Apparel	\$4.5M	2.07%	\$24.5M	2.03%	\$54.9M	2.02%	\$88.1M	2.04%
Men's Apparel	\$2.3M	1.06%	\$12.9M	1.07%	\$29.1M	1.07%	\$46.9M	1.09%
Girl's Apparel	\$787.7K	0.36%	\$4.2M	0.35%	\$9.7M	0.36%	\$16.3M	0.38%
Boy's Apparel	\$548.9K	0.25%	\$3.1M	0.25%	\$7.2M	0.26%	\$12M	0.28%
Infant Apparel	\$468.7K	0.22%	\$2.7M	0.23%	\$6.4M	0.23%	\$11M	0.25%
Footwear	\$2.6M	1.19%	\$14.2M	1.18%	\$32.4M	1.19%	\$53.7M	1.25%

Total Entertainment & Hobbies	\$31.6M	14.66%	\$177.3M	14.72%	\$401.5M	14.80%	\$629.4M	14.61%
Entertainment	\$3M	1.38%	\$17.4M	1.44%	\$40.8M	1.50%	\$65.4M	1.52%
Audio & Visual Equipment/Service	\$6.8M	3.15%	\$39.2M	3.26%	\$89.8M	3.31%	\$145.7M	3.38%
Reading Materials	\$442.1K	0.20%	\$2.4M	0.20%	\$5.2M	0.19%	\$7.7M	0.18%
Pets, Toys, & Hobbies	\$5.5M	2.54%	\$29.8M	2.48%	\$66.6M	2.45%	\$102.3M	2.37%
Personal Items	\$15.9M	7.38%	\$88.5M	7.35%	\$199.1M	7.34%	\$308.4M	7.16%

Total Food and Alcohol	\$56.6M	26.25%	\$319.1M	26.49%	\$719.9M	26.53%	\$1.2B	26.94%
Food At Home	\$27.6M	12.78%	\$156.5M	12.99%	\$357.1M	13.16%	\$583.3M	13.54%
Food Away From Home	\$25M	11.57%	\$139.6M	11.59%	\$311.8M	11.49%	\$497.9M	11.55%
Alcoholic Beverages	\$4.1M	1.90%	\$23M	1.91%	\$50.9M	1.88%	\$79.5M	1.85%

Total Household	\$36.6M	16.94%	\$201M	16.69%	\$450.2M	16.59%	\$700.9M	16.27%
House Maintenance & Repair	\$6.8M	3.16%	\$37.3M	3.10%	\$84.9M	3.13%	\$129.5M	3.01%
Household Equip & Furnishings	\$13.9M	6.43%	\$76.4M	6.34%	\$171.2M	6.31%	\$269.7M	6.26%
Household Operations	\$11M	5.09%	\$61M	5.06%	\$136.3M	5.02%	\$213.6M	4.96%
Housing Costs	\$4.9M	2.26%	\$26.4M	2.19%	\$57.8M	2.13%	\$88.2M	2.05%



# Income & Spending Demographics

Vineyard Marketplace

	1 Mile		3 Miles		5 Miles		15 Min. Drive	
<b>Total Transportation/Maint.</b>	<b>\$53.3M</b>	<b>24.71%</b>	<b>\$302.2M</b>	<b>25.09%</b>	<b>\$685.7M</b>	<b>25.27%</b>	<b>\$1.1B</b>	<b>25.60%</b>
Vehicle Purchases	\$26M	12.06%	\$147.9M	12.28%	\$337.1M	12.42%	\$541.5M	12.57%
Gasoline	\$13.2M	6.10%	\$76.8M	6.37%	\$176.2M	6.49%	\$289.8M	6.72%
Vehicle Expenses	\$1.5M	0.67%	\$7.3M	0.61%	\$16.3M	0.60%	\$24.5M	0.57%
Transportation	\$6.4M	2.95%	\$33.8M	2.81%	\$73.8M	2.72%	\$114.2M	2.65%
Automotive Repair & Maintenance	\$6.3M	2.93%	\$36.4M	3.02%	\$82.3M	3.03%	\$132.9M	3.08%
<b>Total Health Care</b>	<b>\$10.2M</b>	<b>4.74%</b>	<b>\$57M</b>	<b>4.73%</b>	<b>\$128.1M</b>	<b>4.72%</b>	<b>\$198.5M</b>	<b>4.61%</b>
Medical Services	\$5.9M	2.73%	\$32.7M	2.71%	\$73.2M	2.70%	\$113.6M	2.64%
Prescription Drugs	\$3.2M	1.48%	\$17.9M	1.49%	\$40.6M	1.50%	\$62.4M	1.45%
Medical Supplies	\$1.1M	0.53%	\$6.4M	0.53%	\$14.3M	0.53%	\$22.5M	0.52%
<b>Total Education/Day Care</b>	<b>\$16.3M</b>	<b>7.55%</b>	<b>\$86.3M</b>	<b>7.17%</b>	<b>\$188.3M</b>	<b>6.94%</b>	<b>\$288.3M</b>	<b>6.69%</b>
Education	\$10.5M	4.87%	\$55.3M	4.59%	\$120.5M	4.44%	\$184.8M	4.29%
Fees & Admissions	\$5.8M	2.68%	\$31M	2.57%	\$67.8M	2.50%	\$103.5M	2.40%