



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,285	82,344	202,442
2010 Total Population	5,524	86,619	223,227
2020 Total Population	6,040	96,861	253,091
2020 Group Quarters	1	396	1,232
2025 Total Population	6,289	101,447	266,562
2020-2025 Annual Rate	0.81%	0.93%	1.04%
2020 Total Daytime Population	6,161	96,475	267,882
Workers	3,274	50,353	144,590
Residents	2,887	46,122	123,292
Household Summary			
2000 Households	1,658	30,699	77,779
2000 Average Household Size	3.19	2.67	2.59
2010 Households	1,895	34,227	87,885
2010 Average Household Size	2.91	2.52	2.53
2020 Households	2,067	37,932	98,677
2020 Average Household Size	2.92	2.54	2.55
2025 Households	2,146	39,535	103,555
2025 Average Household Size	2.93	2.56	2.56
2020-2025 Annual Rate	0.75%	0.83%	0.97%
2010 Families	1,679	24,638	60,480
2010 Average Family Size	3.11	2.99	3.06
2020 Families	1,818	27,220	67,550
2020 Average Family Size	3.13	3.03	3.10
2025 Families	1,884	28,329	70,749
2025 Average Family Size	3.15	3.04	3.12
2020-2025 Annual Rate	0.72%	0.80%	0.93%
Housing Unit Summary			
2000 Housing Units	1,685	31,670	81,043
Owner Occupied Housing Units	95.7%	70.2%	59.8%
Renter Occupied Housing Units	2.7%	26.7%	36.2%
Vacant Housing Units	1.6%	3.1%	4.0%
2010 Housing Units	1,944	35,724	93,371
Owner Occupied Housing Units	92.5%	69.9%	59.9%
Renter Occupied Housing Units	4.9%	25.9%	34.2%
Vacant Housing Units	2.5%	4.2%	5.9%
2020 Housing Units	2,070	38,869	102,503
Owner Occupied Housing Units	94.1%	68.4%	59.0%
Renter Occupied Housing Units	5.7%	29.2%	37.2%
Vacant Housing Units	0.1%	2.4%	3.7%
2025 Housing Units	2,147	40,433	107,342
Owner Occupied Housing Units	94.2%	68.0%	58.7%
Renter Occupied Housing Units	5.8%	29.8%	37.8%
Vacant Housing Units	0.0%	2.2%	3.5%
Median Household Income			
2020	\$168,427	\$104,791	\$83,865
2025	\$179,296	\$108,630	\$87,841
Median Home Value			
2020	\$493,613	\$316,884	\$287,188
2025	\$506,260	\$339,400	\$310,020
Per Capita Income			
2020	\$76,625	\$55,846	\$46,810
2025	\$82,237	\$60,429	\$50,480
Median Age			
2010	46.3	42.3	38.6
2020	49.9	44.9	40.6
2025	51.2	45.5	41.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	2,067	37,932	98,674
<\$15,000	1.6%	3.6%	4.8%
\$15,000 - \$24,999	0.8%	4.7%	5.7%
\$25,000 - \$34,999	2.0%	6.2%	7.6%
\$35,000 - \$49,999	2.9%	7.4%	10.9%
\$50,000 - \$74,999	6.2%	13.2%	16.2%
\$75,000 - \$99,999	8.2%	11.9%	11.7%
\$100,000 - \$149,999	21.1%	21.0%	18.2%
\$150,000 - \$199,999	16.1%	12.6%	10.0%
\$200,000+	41.0%	19.4%	14.9%
Average Household Income	\$220,409	\$141,933	\$120,276
2025 Households by Income			
Household Income Base	2,146	39,535	103,552
<\$15,000	1.9%	3.5%	4.6%
\$15,000 - \$24,999	0.8%	4.2%	5.2%
\$25,000 - \$34,999	2.0%	5.8%	7.2%
\$35,000 - \$49,999	2.8%	6.9%	10.3%
\$50,000 - \$74,999	6.1%	12.8%	16.0%
\$75,000 - \$99,999	7.7%	11.8%	11.8%
\$100,000 - \$149,999	18.9%	20.7%	18.3%
\$150,000 - \$199,999	15.0%	12.9%	10.4%
\$200,000+	44.8%	21.4%	16.4%
Average Household Income	\$237,299	\$154,179	\$130,177
2020 Owner Occupied Housing Units by Value			
Total	1,948	26,564	60,489
<\$50,000	0.1%	0.4%	0.8%
\$50,000 - \$99,999	0.2%	0.4%	2.4%
\$100,000 - \$149,999	0.2%	2.9%	7.5%
\$150,000 - \$199,999	0.7%	9.9%	12.9%
\$200,000 - \$249,999	1.7%	13.7%	14.6%
\$250,000 - \$299,999	5.9%	19.0%	16.0%
\$300,000 - \$399,999	17.1%	21.7%	16.7%
\$400,000 - \$499,999	25.7%	13.2%	10.9%
\$500,000 - \$749,999	28.7%	12.5%	12.1%
\$750,000 - \$999,999	9.3%	4.1%	3.9%
\$1,000,000 - \$1,499,999	4.9%	1.5%	1.7%
\$1,500,000 - \$1,999,999	1.9%	0.3%	0.3%
\$2,000,000 +	3.5%	0.4%	0.3%
Average Home Value	\$631,494	\$386,889	\$360,919
2025 Owner Occupied Housing Units by Value			
Total	2,022	27,499	62,981
<\$50,000	0.0%	0.2%	0.5%
\$50,000 - \$99,999	0.0%	0.2%	1.6%
\$100,000 - \$149,999	0.0%	1.8%	5.4%
\$150,000 - \$199,999	0.3%	6.9%	9.7%
\$200,000 - \$249,999	1.1%	12.1%	13.7%
\$250,000 - \$299,999	5.0%	19.5%	17.2%
\$300,000 - \$399,999	16.1%	23.7%	18.7%
\$400,000 - \$499,999	26.6%	14.9%	12.6%
\$500,000 - \$749,999	31.6%	14.2%	13.8%
\$750,000 - \$999,999	9.5%	3.8%	4.2%
\$1,000,000 - \$1,499,999	4.5%	1.9%	2.0%
\$1,500,000 - \$1,999,999	1.8%	0.4%	0.3%
\$2,000,000 +	3.4%	0.5%	0.4%
Average Home Value	\$637,018	\$408,112	\$386,329

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	5,522	86,618	223,229
0 - 4	3.4%	4.9%	6.0%
5 - 9	6.2%	6.3%	6.9%
10 - 14	9.3%	7.4%	7.4%
15 - 24	12.8%	12.2%	12.5%
25 - 34	3.7%	9.8%	12.3%
35 - 44	11.4%	13.5%	14.4%
45 - 54	25.6%	19.7%	17.7%
55 - 64	16.8%	15.0%	12.5%
65 - 74	7.1%	6.9%	6.1%
75 - 84	2.7%	3.1%	3.1%
85 +	1.0%	1.3%	1.2%
18 +	74.4%	76.4%	75.0%
2020 Population by Age			
Total	6,041	96,858	253,092
0 - 4	3.3%	4.4%	5.3%
5 - 9	4.6%	5.2%	5.8%
10 - 14	7.1%	6.5%	6.5%
15 - 24	12.7%	11.6%	12.6%
25 - 34	7.3%	11.0%	12.9%
35 - 44	7.8%	11.5%	12.1%
45 - 54	17.7%	14.9%	14.2%
55 - 64	21.7%	17.1%	15.1%
65 - 74	12.6%	11.6%	9.8%
75 - 84	4.2%	4.6%	4.1%
85 +	1.2%	1.6%	1.5%
18 +	80.0%	80.0%	78.4%
2025 Population by Age			
Total	6,289	101,445	266,560
0 - 4	3.4%	4.5%	5.4%
5 - 9	4.5%	5.1%	5.6%
10 - 14	5.7%	5.8%	6.0%
15 - 24	10.5%	10.7%	11.8%
25 - 34	8.7%	11.5%	13.3%
35 - 44	9.1%	12.0%	12.4%
45 - 54	14.0%	13.2%	12.7%
55 - 64	20.5%	15.8%	14.3%
65 - 74	15.9%	13.2%	11.4%
75 - 84	6.2%	6.5%	5.6%
85 +	1.5%	1.8%	1.7%
18 +	82.0%	81.1%	79.4%
2010 Population by Sex			
Males	2,700	41,879	108,828
Females	2,824	44,740	114,399
2020 Population by Sex			
Males	2,961	46,859	123,423
Females	3,079	50,002	129,668
2025 Population by Sex			
Males	3,084	49,019	129,733
Females	3,205	52,428	136,829

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	5,524	86,617	223,228
White Alone	88.7%	84.3%	79.3%
Black Alone	2.1%	4.1%	6.0%
American Indian Alone	0.5%	0.5%	0.6%
Asian Alone	6.2%	5.4%	5.7%
Pacific Islander Alone	0.0%	0.2%	0.6%
Some Other Race Alone	0.7%	3.3%	5.0%
Two or More Races	1.8%	2.2%	2.8%
Hispanic Origin	5.6%	10.1%	14.2%
Diversity Index	29.3	41.5	51.9
2020 Population by Race/Ethnicity			
Total	6,040	96,861	253,092
White Alone	83.9%	79.1%	73.3%
Black Alone	3.0%	5.5%	7.8%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	9.0%	7.8%	7.9%
Pacific Islander Alone	0.0%	0.2%	0.8%
Some Other Race Alone	1.0%	3.9%	6.1%
Two or More Races	2.6%	3.0%	3.6%
Hispanic Origin	7.7%	12.7%	17.5%
Diversity Index	38.9	50.7	60.9
2025 Population by Race/Ethnicity			
Total	6,288	101,447	266,562
White Alone	81.0%	76.1%	70.2%
Black Alone	3.6%	6.3%	8.7%
American Indian Alone	0.5%	0.5%	0.5%
Asian Alone	10.7%	9.2%	9.1%
Pacific Islander Alone	0.0%	0.2%	0.8%
Some Other Race Alone	1.2%	4.2%	6.6%
Two or More Races	3.0%	3.4%	4.0%
Hispanic Origin	9.1%	14.4%	19.4%
Diversity Index	44.2	55.4	65.0
2010 Population by Relationship and Household Type			
Total	5,524	86,619	223,227
In Households	100.0%	99.6%	99.5%
In Family Households	95.3%	86.3%	84.6%
Householder	30.8%	28.5%	27.0%
Spouse	28.5%	23.8%	21.4%
Child	33.4%	30.3%	31.2%
Other relative	1.9%	2.6%	3.4%
Nonrelative	0.7%	1.1%	1.6%
In Nonfamily Households	4.7%	13.3%	14.9%
In Group Quarters	0.0%	0.4%	0.5%
Institutionalized Population	0.0%	0.4%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	4,372	70,076	176,594
Less than 9th Grade	2.7%	1.9%	2.9%
9th - 12th Grade, No Diploma	0.9%	2.0%	3.4%
High School Graduate	5.5%	12.1%	14.7%
GED/Alternative Credential	1.6%	2.3%	2.6%
Some College, No Degree	15.5%	20.8%	21.8%
Associate Degree	4.2%	8.2%	8.3%
Bachelor's Degree	37.3%	33.2%	29.7%
Graduate/Professional Degree	32.3%	19.6%	16.6%
2020 Population 15+ by Marital Status			
Total	5,138	81,274	208,464
Never Married	17.8%	25.7%	28.4%
Married	69.4%	59.3%	55.3%
Widowed	3.3%	4.7%	4.7%
Divorced	9.5%	10.3%	11.6%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,385	55,509	143,160
Population 16+ Employed	93.6%	92.0%	91.3%
Population 16+ Unemployment rate	6.4%	8.0%	8.7%
Population 16-24 Employed	10.6%	10.1%	11.8%
Population 16-24 Unemployment rate	12.9%	13.9%	14.1%
Population 25-54 Employed	50.9%	57.9%	60.5%
Population 25-54 Unemployment rate	6.0%	7.7%	8.1%
Population 55-64 Employed	28.4%	23.2%	20.5%
Population 55-64 Unemployment rate	5.2%	6.9%	7.5%
Population 65+ Employed	10.1%	8.8%	7.1%
Population 65+ Unemployment rate	4.8%	6.3%	6.7%
2020 Employed Population 16+ by Industry			
Total	3,168	51,049	130,758
Agriculture/Mining	0.5%	0.9%	0.8%
Construction	4.1%	3.9%	4.9%
Manufacturing	12.2%	7.8%	8.1%
Wholesale Trade	5.2%	3.9%	3.6%
Retail Trade	7.1%	9.5%	10.6%
Transportation/Utilities	5.7%	10.1%	10.5%
Information	2.8%	2.5%	2.1%
Finance/Insurance/Real Estate	13.2%	12.7%	11.0%
Services	45.6%	46.1%	45.5%
Public Administration	3.6%	2.8%	3.0%
2020 Employed Population 16+ by Occupation			
Total	3,167	51,051	130,758
White Collar	87.1%	78.1%	71.9%
Management/Business/Financial	32.8%	25.3%	21.6%
Professional	30.2%	25.4%	22.8%
Sales	14.3%	13.8%	12.6%
Administrative Support	9.8%	13.6%	14.8%
Services	7.8%	11.3%	13.2%
Blue Collar	5.1%	10.6%	14.9%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	0.8%	1.6%	2.6%
Installation/Maintenance/Repair	1.7%	2.2%	3.1%
Production	0.6%	1.9%	2.9%
Transportation/Material Moving	1.9%	4.7%	6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

February 16, 2021



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,895	34,227	87,885
Households with 1 Person	9.6%	23.3%	25.5%
Households with 2+ People	90.4%	76.7%	74.5%
Family Households	88.6%	72.0%	68.8%
Husband-wife Families	81.7%	60.1%	54.3%
With Related Children	35.5%	26.3%	25.6%
Other Family (No Spouse Present)	6.9%	11.9%	14.5%
Other Family with Male Householder	2.4%	3.2%	4.1%
With Related Children	1.6%	1.9%	2.4%
Other Family with Female Householder	4.5%	8.7%	10.4%
With Related Children	3.1%	5.7%	7.1%
Nonfamily Households	1.8%	4.7%	5.7%
All Households with Children	40.4%	34.2%	35.3%
Multigenerational Households	2.7%	2.7%	3.3%
Unmarried Partner Households	2.0%	4.2%	5.3%
Male-female	1.4%	3.4%	4.5%
Same-sex	0.5%	0.7%	0.8%
2010 Households by Size			
Total	1,895	34,227	87,883
1 Person Household	9.6%	23.3%	25.5%
2 Person Household	39.5%	36.0%	33.6%
3 Person Household	20.9%	18.0%	17.3%
4 Person Household	18.6%	14.8%	14.5%
5 Person Household	8.3%	5.5%	6.1%
6 Person Household	2.4%	1.7%	2.0%
7 + Person Household	0.7%	0.7%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	1,895	34,227	87,885
Owner Occupied	94.9%	73.0%	63.7%
Owned with a Mortgage/Loan	70.8%	56.8%	49.5%
Owned Free and Clear	24.1%	16.2%	14.2%
Renter Occupied	5.1%	27.0%	36.3%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	155	153	135
Percent of Income for Mortgage	12.2%	12.6%	14.3%
Wealth Index	368	200	157
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,944	35,724	93,371
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	5,524	86,619	223,227
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



Community Profile

Vineyard Marketplace
 2030 Glade Rd, Colleyville, Texas, 76034
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 32.88192
 Longitude: -97.13551

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Professional Pride (1B)	Professional Pride (1B)	Professional Pride (1B)
2.	Top Tier (1A)	Savvy Suburbanites (1D)	Young and Restless (11B)
3.	Savvy Suburbanites (1D)	Top Tier (1A)	Savvy Suburbanites (1D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$10,223,179	\$126,344,153	\$285,945,307
Average Spent	\$4,945.90	\$3,330.81	\$2,897.79
Spending Potential Index	231	155	135
Education: Total \$	\$10,804,531	\$115,144,992	\$245,182,756
Average Spent	\$5,227.16	\$3,035.56	\$2,484.70
Spending Potential Index	292	170	139
Entertainment/Recreation: Total \$	\$15,911,113	\$190,173,996	\$421,115,659
Average Spent	\$7,697.68	\$5,013.55	\$4,267.62
Spending Potential Index	237	154	131
Food at Home: Total \$	\$24,070,184	\$303,943,606	\$689,292,089
Average Spent	\$11,644.99	\$8,012.85	\$6,985.34
Spending Potential Index	218	150	131
Food Away from Home: Total \$	\$17,570,264	\$219,658,529	\$496,924,193
Average Spent	\$8,500.37	\$5,790.85	\$5,035.87
Spending Potential Index	225	154	134
Health Care: Total \$	\$26,861,134	\$331,537,616	\$738,013,780
Average Spent	\$12,995.23	\$8,740.31	\$7,479.09
Spending Potential Index	226	152	130
HH Furnishings & Equipment: Total \$	\$10,844,695	\$130,667,244	\$290,512,382
Average Spent	\$5,246.59	\$3,444.78	\$2,944.07
Spending Potential Index	240	158	135
Personal Care Products & Services: Total \$	\$4,465,223	\$54,837,420	\$122,905,368
Average Spent	\$2,160.24	\$1,445.68	\$1,245.53
Spending Potential Index	235	157	136
Shelter: Total \$	\$93,926,904	\$1,143,989,713	\$2,550,840,209
Average Spent	\$45,441.17	\$30,158.96	\$25,850.40
Spending Potential Index	235	156	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,720,684	\$139,403,300	\$306,203,714
Average Spent	\$5,670.38	\$3,675.08	\$3,103.09
Spending Potential Index	242	157	133
Travel: Total \$	\$13,064,865	\$148,468,111	\$319,083,628
Average Spent	\$6,320.69	\$3,914.06	\$3,233.62
Spending Potential Index	262	162	134
Vehicle Maintenance & Repairs: Total \$	\$5,306,850	\$67,462,099	\$152,826,394
Average Spent	\$2,567.42	\$1,778.50	\$1,548.75
Spending Potential Index	222	153	134

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.