



Market Profile

University Plaza 2
900 Airport Fwy, Hurst, Texas, 76054
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 32.83984
Longitude: -97.19253

	0 - 1 mile	1 - 3 mile	3 - 5 mile
Population Summary			
2010 Total Population	11,776	91,506	135,944
2020 Total Population	12,689	99,832	150,024
2020 Group Quarters	34	569	569
2023 Total Population	12,646	101,915	150,584
2023 Group Quarters	34	568	570
2028 Total Population	12,373	102,103	149,574
2023-2028 Annual Rate	-0.44%	0.04%	-0.13%
2023 Total Daytime Population	16,242	94,288	142,362
Workers	10,521	46,334	70,455
Residents	5,721	47,954	71,907
Household Summary			
2010 Households	4,989	36,389	52,122
2010 Average Household Size	2.35	2.50	2.59
2020 Total Households	5,391	38,791	56,952
2020 Average Household Size	2.35	2.56	2.62
2023 Households	5,442	39,734	57,186
2023 Average Household Size	2.32	2.55	2.62
2028 Households	5,345	40,004	57,056
2028 Average Household Size	2.31	2.54	2.61
2023-2028 Annual Rate	-0.36%	0.14%	-0.05%
2010 Families	3,081	24,753	36,544
2010 Average Family Size	2.93	3.02	3.11
2023 Families	3,204	26,016	38,716
2023 Average Family Size	3.00	3.17	3.22
2028 Families	3,122	25,988	38,344
2028 Average Family Size	3.00	3.16	3.21
2023-2028 Annual Rate	-0.52%	-0.02%	-0.19%
Housing Unit Summary			
2000 Housing Units	4,945	34,687	48,053
Owner Occupied Housing Units	47.1%	65.0%	63.7%
Renter Occupied Housing Units	47.6%	31.1%	32.3%
Vacant Housing Units	5.3%	3.9%	4.0%
2010 Housing Units	5,475	38,786	55,282
Owner Occupied Housing Units	41.2%	62.4%	63.0%
Renter Occupied Housing Units	49.9%	31.4%	31.3%
Vacant Housing Units	8.9%	6.2%	5.7%
2020 Housing Units	5,709	40,683	59,397
Owner Occupied Housing Units	40.0%	60.5%	61.0%
Renter Occupied Housing Units	54.4%	34.9%	34.9%
Vacant Housing Units	5.5%	4.6%	4.2%
2023 Housing Units	5,827	41,660	59,653
Owner Occupied Housing Units	39.8%	61.5%	63.4%
Renter Occupied Housing Units	53.6%	33.9%	32.5%
Vacant Housing Units	6.6%	4.6%	4.1%
2028 Housing Units	5,839	42,333	60,309
Owner Occupied Housing Units	40.2%	61.3%	63.2%
Renter Occupied Housing Units	51.3%	33.2%	31.4%
Vacant Housing Units	8.5%	5.5%	5.4%

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: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	5,442	39,734	57,186
<\$15,000	3.5%	4.8%	5.4%
\$15,000 - \$24,999	5.8%	5.5%	5.4%
\$25,000 - \$34,999	12.3%	8.0%	7.1%
\$35,000 - \$49,999	15.7%	13.5%	11.6%
\$50,000 - \$74,999	19.1%	18.0%	16.9%
\$75,000 - \$99,999	17.2%	14.7%	15.1%
\$100,000 - \$149,999	14.9%	19.2%	17.8%
\$150,000 - \$199,999	6.7%	8.9%	9.1%
\$200,000+	4.8%	7.4%	11.5%
Average Household Income	\$88,337	\$100,911	\$114,947
2028 Households by Income			
Household Income Base	5,345	40,004	57,056
<\$15,000	3.1%	4.2%	4.8%
\$15,000 - \$24,999	4.7%	4.4%	4.4%
\$25,000 - \$34,999	10.8%	6.6%	6.1%
\$35,000 - \$49,999	14.2%	11.9%	10.5%
\$50,000 - \$74,999	18.5%	17.4%	16.3%
\$75,000 - \$99,999	18.4%	15.5%	15.5%
\$100,000 - \$149,999	16.8%	21.0%	19.2%
\$150,000 - \$199,999	8.3%	11.1%	10.8%
\$200,000+	5.3%	8.1%	12.5%
Average Household Income	\$98,016	\$112,008	\$126,274
2023 Owner Occupied Housing Units by Value			
Total	2,319	25,632	37,816
<\$50,000	0.6%	1.4%	2.1%
\$50,000 - \$99,999	0.9%	0.7%	1.3%
\$100,000 - \$149,999	5.1%	3.0%	3.6%
\$150,000 - \$199,999	9.2%	9.0%	9.6%
\$200,000 - \$249,999	23.2%	20.3%	16.7%
\$250,000 - \$299,999	22.4%	21.8%	17.6%
\$300,000 - \$399,999	27.2%	26.0%	20.3%
\$400,000 - \$499,999	5.6%	11.5%	12.7%
\$500,000 - \$749,999	5.1%	5.4%	11.7%
\$750,000 - \$999,999	0.2%	0.3%	2.0%
\$1,000,000 - \$1,499,999	0.0%	0.3%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.5%	0.2%	0.8%
Average Home Value	\$302,014	\$315,440	\$367,278
2028 Owner Occupied Housing Units by Value			
Total	2,347	25,930	38,121
<\$50,000	0.0%	0.0%	0.7%
\$50,000 - \$99,999	0.0%	0.0%	0.2%
\$100,000 - \$149,999	0.3%	0.4%	0.5%
\$150,000 - \$199,999	2.7%	3.0%	4.0%
\$200,000 - \$249,999	19.9%	17.0%	15.7%
\$250,000 - \$299,999	25.0%	22.7%	20.0%
\$300,000 - \$399,999	35.2%	32.7%	25.0%
\$400,000 - \$499,999	7.5%	15.4%	16.5%
\$500,000 - \$749,999	8.9%	7.8%	13.1%
\$750,000 - \$999,999	0.2%	0.3%	2.1%
\$1,000,000 - \$1,499,999	0.0%	0.3%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.5%	0.2%	0.5%
Average Home Value	\$343,494	\$351,635	\$394,833

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.

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Median Household Income			
2023	\$64,312	\$75,251	\$79,692
2028	\$72,656	\$82,286	\$85,922
Median Home Value			
2023	\$274,422	\$285,732	\$297,319
2028	\$306,174	\$320,824	\$335,598
Per Capita Income			
2023	\$36,119	\$39,600	\$43,462
2028	\$40,193	\$44,166	\$47,973
Median Age			
2010	33.9	39.4	36.9
2020	34.5	39.3	38.5
2023	36.6	41.6	39.0
2028	37.1	42.1	39.6
2020 Population by Age			
Total	12,689	99,832	150,024
0 - 4	6.7%	5.9%	5.8%
5 - 9	5.9%	6.1%	6.4%
10 - 14	6.2%	6.5%	6.9%
15 - 24	14.5%	11.9%	12.6%
25 - 34	17.5%	13.6%	13.3%
35 - 44	13.0%	13.0%	13.1%
45 - 54	11.0%	12.1%	13.1%
55 - 64	10.6%	13.5%	13.7%
65 - 74	7.2%	9.8%	9.4%
75 - 84	5.0%	5.4%	4.2%
85 +	2.4%	2.2%	1.4%
18 +	77.4%	77.7%	76.5%
2023 Population by Age			
Total	12,647	101,915	150,584
0 - 4	6.4%	5.4%	5.9%
5 - 9	6.1%	5.7%	6.4%
10 - 14	5.8%	6.0%	6.7%
15 - 24	12.8%	11.2%	12.1%
25 - 34	16.6%	13.0%	13.4%
35 - 44	13.0%	13.1%	13.6%
45 - 54	10.6%	12.1%	13.0%
55 - 64	10.5%	13.6%	13.3%
65 - 74	9.1%	11.5%	9.9%
75 - 84	6.6%	6.1%	4.4%
85 +	2.3%	2.3%	1.4%
18 +	78.4%	79.4%	77.2%
2028 Population by Age			
Total	12,376	102,103	149,571
0 - 4	6.7%	5.5%	6.0%
5 - 9	5.8%	5.6%	6.1%
10 - 14	5.6%	5.9%	6.5%
15 - 24	13.7%	11.0%	12.0%
25 - 34	15.3%	12.5%	13.0%
35 - 44	12.8%	13.5%	13.8%
45 - 54	10.8%	11.9%	12.6%
55 - 64	9.9%	12.2%	12.2%
65 - 74	9.1%	12.0%	10.4%
75 - 84	7.4%	7.4%	5.7%
85 +	2.9%	2.6%	1.7%
18 +	78.8%	79.7%	77.7%
2020 Population by Sex			

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Males	6,186	48,195	73,221
Females	6,503	51,637	76,803
2023 Population by Sex			
Males	6,239	49,470	73,760
Females	6,407	52,445	76,824
2028 Population by Sex			
Males	6,010	49,456	73,019
Females	6,363	52,646	76,555
2010 Population by Race/Ethnicity			
Total	11,774	91,507	135,944
White Alone	78.0%	82.0%	77.1%
Black Alone	6.4%	5.5%	7.5%
American Indian Alone	0.9%	0.6%	0.7%
Asian Alone	2.7%	3.1%	5.4%
Pacific Islander Alone	0.2%	0.3%	0.3%
Some Other Race Alone	8.5%	5.6%	6.2%
Two or More Races	3.4%	2.9%	2.8%
Hispanic Origin	23.0%	16.8%	17.5%
Diversity Index	59.9	51.0	56.8
2020 Population by Race/Ethnicity			
Total	12,689	99,832	150,024
White Alone	61.3%	65.5%	60.7%
Black Alone	10.8%	8.8%	10.6%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	3.5%	4.2%	6.8%
Pacific Islander Alone	0.5%	0.6%	0.5%
Some Other Race Alone	8.0%	7.1%	7.9%
Two or More Races	15.0%	13.0%	12.8%
Hispanic Origin	25.1%	20.7%	21.4%
Diversity Index	73.9	69.1	73.0
2023 Population by Race/Ethnicity			
Total	12,646	101,915	150,584
White Alone	59.3%	63.1%	58.0%
Black Alone	11.5%	9.5%	11.5%
American Indian Alone	0.9%	0.8%	0.8%
Asian Alone	3.9%	4.7%	7.7%
Pacific Islander Alone	0.5%	0.6%	0.5%
Some Other Race Alone	8.4%	7.5%	8.3%
Two or More Races	15.6%	13.7%	13.3%
Hispanic Origin	26.0%	21.8%	22.3%
Diversity Index	75.6	71.4	75.2
2028 Population by Race/Ethnicity			
Total	12,372	102,102	149,574
White Alone	55.1%	59.0%	53.6%
Black Alone	13.0%	10.9%	13.0%
American Indian Alone	1.0%	0.9%	0.8%
Asian Alone	4.5%	5.5%	8.9%
Pacific Islander Alone	0.6%	0.7%	0.5%
Some Other Race Alone	9.3%	8.3%	9.1%
Two or More Races	16.5%	14.7%	14.1%
Hispanic Origin	27.6%	23.3%	23.6%
Diversity Index	78.4	74.8	78.3

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.

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2020 Population by Relationship and Household Type			
Total	12,689	99,832	150,024
In Households	99.7%	99.4%	99.6%
Householder	41.0%	39.1%	37.9%
Opposite-Sex Spouse	16.6%	19.2%	19.4%
Same-Sex Spouse	0.3%	0.2%	0.2%
Opposite-Sex Unmarried Partner	3.1%	2.2%	2.0%
Same-Sex Unmarried Partner	0.2%	0.1%	0.2%
Biological Child	26.7%	26.7%	28.1%
Adopted Child	0.5%	0.6%	0.6%
Stepchild	1.4%	1.5%	1.4%
Grandchild	2.3%	2.5%	2.5%
Brother or Sister	1.3%	1.2%	1.2%
Parent	1.1%	1.3%	1.4%
Parent-in-law	0.2%	0.4%	0.4%
Son-in-law or Daughter-in-law	0.4%	0.5%	0.5%
Other Relatives	1.2%	1.2%	1.3%
Foster Child	0.0%	0.1%	0.1%
Other Nonrelatives	3.5%	2.6%	2.4%
In Group Quarters	0.3%	0.6%	0.4%
Institutionalized	0.2%	0.6%	0.4%
Noninstitutionalized	0.0%	0.0%	0.0%
2023 Population 25+ by Educational Attainment			
Total	8,698	73,050	103,755
Less than 9th Grade	4.6%	2.8%	3.2%
9th - 12th Grade, No Diploma	4.1%	4.4%	5.1%
High School Graduate	20.5%	18.8%	19.5%
GED/Alternative Credential	4.4%	4.4%	4.1%
Some College, No Degree	20.7%	21.9%	20.8%
Associate Degree	11.6%	9.9%	9.0%
Bachelor's Degree	22.6%	27.2%	26.7%
Graduate/Professional Degree	11.4%	10.5%	11.6%
2023 Population 15+ by Marital Status			
Total	10,320	84,470	121,975
Never Married	34.1%	28.9%	28.9%
Married	48.4%	54.4%	56.0%
Widowed	6.3%	6.1%	4.9%
Divorced	11.2%	10.6%	10.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,276	56,457	82,587
Population 16+ Employed	96.9%	97.1%	96.9%
Population 16+ Unemployment rate	3.1%	2.9%	3.1%
Population 16-24 Employed	16.4%	11.4%	12.5%
Population 16-24 Unemployment rate	5.2%	7.4%	7.8%
Population 25-54 Employed	62.2%	59.5%	62.4%
Population 25-54 Unemployment rate	3.1%	2.4%	2.3%
Population 55-64 Employed	13.9%	19.5%	18.1%
Population 55-64 Unemployment rate	1.8%	1.5%	2.0%
Population 65+ Employed	7.4%	9.6%	7.0%
Population 65+ Unemployment rate	0.0%	2.4%	4.2%

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2023 Employed Population 16+ by Industry			
Total	7,054	54,844	79,994
Agriculture/Mining	0.0%	0.3%	0.7%
Construction	10.1%	6.6%	5.6%
Manufacturing	3.8%	7.3%	9.0%
Wholesale Trade	1.9%	1.9%	2.6%
Retail Trade	12.6%	11.6%	11.5%
Transportation/Utilities	10.9%	12.4%	12.4%
Information	1.2%	1.7%	1.6%
Finance/Insurance/Real Estate	9.4%	8.2%	9.7%
Services	47.9%	46.8%	44.0%
Public Administration	2.1%	3.3%	2.9%
2023 Employed Population 16+ by Occupation			
Total	7,052	54,846	79,994
White Collar	60.2%	64.5%	64.7%
Management/Business/Financial	19.8%	20.4%	21.1%
Professional	18.3%	22.1%	21.6%
Sales	9.9%	9.8%	9.3%
Administrative Support	12.2%	12.2%	12.6%
Services	20.2%	15.8%	13.9%
Blue Collar	19.6%	19.7%	21.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	7.6%	3.8%	3.8%
Installation/Maintenance/Repair	2.9%	3.5%	3.1%
Production	3.6%	3.3%	4.3%
Transportation/Material Moving	5.5%	9.1%	9.9%
2020 Households by Type			
Total	5,391	38,791	56,952
Married Couple Households	41.1%	49.8%	52.0%
With Own Children <18	16.5%	18.8%	20.7%
Without Own Children <18	24.6%	31.0%	31.3%
Cohabiting Couple Households	8.3%	5.8%	5.8%
With Own Children <18	2.7%	2.1%	2.1%
Without Own Children <18	5.6%	3.7%	3.7%
Male Householder, No Spouse/Partner	20.6%	16.8%	16.5%
Living Alone	13.1%	11.0%	10.9%
65 Years and over	2.9%	3.1%	2.7%
With Own Children <18	2.0%	1.5%	1.6%
Without Own Children <18, With Relatives	2.9%	3.0%	2.7%
No Relatives Present	2.5%	1.3%	1.3%
Female Householder, No Spouse/Partner	30.0%	27.6%	25.7%
Living Alone	15.7%	15.3%	13.2%
65 Years and over	7.5%	8.1%	6.0%
With Own Children <18	6.6%	5.0%	5.3%
Without Own Children <18, With Relatives	6.7%	6.4%	6.2%
No Relatives Present	1.1%	0.9%	1.0%
2020 Households by Size			
Total	5,391	38,791	56,952
1 Person Household	28.8%	26.4%	24.1%
2 Person Household	34.1%	33.7%	32.8%
3 Person Household	16.1%	16.5%	16.9%
4 Person Household	12.0%	12.9%	14.6%
5 Person Household	5.3%	6.2%	6.9%
6 Person Household	2.6%	2.7%	2.9%
7 + Person Household	1.2%	1.5%	1.7%

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2020 Households by Tenure and Mortgage Status			
Total	5,391	38,791	56,952
Owner Occupied	42.4%	63.4%	63.6%
Owned with a Mortgage/Loan	27.3%	42.5%	44.1%
Owned Free and Clear	15.0%	20.9%	19.5%
Renter Occupied	57.6%	36.6%	36.4%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	96	95
Percent of Income for Mortgage	25.6%	22.8%	22.4%
Wealth Index	66	95	116
2020 Housing Units By Urban/ Rural Status			
Total	5,709	40,683	59,397
Urban Housing Units	100.0%	100.0%	100.0%
Rural Housing Units	0.0%	0.0%	0.0%
2020 Population By Urban/ Rural Status			
Total	12,689	99,832	150,024
Urban Population	100.0%	100.0%	100.0%
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.

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Top 3 Tapestry Segments			
1.	Young and Restless (11B)	Comfortable Empty Nesters	Home Improvement (4B)
2.	Bright Young Professionals	Rustbelt Traditions (5D)	Professional Pride (1B)
3.	Parks and Rec (5C)	Bright Young Professionals	Young and Restless (11B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$10,283,673	\$82,824,461	\$136,121,805
Average Spent	\$1,889.69	\$2,084.47	\$2,380.33
Spending Potential Index	86	95	108
Education: Total \$	\$8,375,189	\$66,681,204	\$110,480,012
Average Spent	\$1,538.99	\$1,678.19	\$1,931.94
Spending Potential Index	86	94	108
Entertainment/Recreation: Total \$	\$16,734,042	\$140,908,187	\$230,198,284
Average Spent	\$3,074.98	\$3,546.29	\$4,025.43
Spending Potential Index	81	94	106
Food at Home: Total \$	\$31,237,858	\$253,145,273	\$411,312,833
Average Spent	\$5,740.14	\$6,371.00	\$7,192.54
Spending Potential Index	84	94	106
Food Away from Home: Total \$	\$17,385,735	\$140,452,527	\$232,737,985
Average Spent	\$3,194.73	\$3,534.82	\$4,069.84
Spending Potential Index	86	95	109
Health Care: Total \$	\$32,380,274	\$277,189,464	\$443,921,515
Average Spent	\$5,950.07	\$6,976.13	\$7,762.77
Spending Potential Index	81	95	105
HH Furnishings & Equipment: Total \$	\$13,329,791	\$111,220,356	\$182,465,989
Average Spent	\$2,449.43	\$2,799.12	\$3,190.75
Spending Potential Index	83	95	108
Personal Care Products & Services: Total \$	\$4,482,948	\$36,571,009	\$59,615,765
Average Spent	\$823.77	\$920.40	\$1,042.49
Spending Potential Index	86	96	109
Shelter: Total \$	\$114,468,137	\$930,342,930	\$1,522,319,308
Average Spent	\$21,034.20	\$23,414.28	\$26,620.49
Spending Potential Index	85	95	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,651,324	\$119,702,777	\$193,405,898
Average Spent	\$2,508.51	\$3,012.60	\$3,382.05
Spending Potential Index	80	96	108
Travel: Total \$	\$9,954,812	\$84,693,623	\$139,624,265
Average Spent	\$1,829.26	\$2,131.52	\$2,441.58
Spending Potential Index	81	95	109
Vehicle Maintenance & Repairs: Total \$	\$6,057,110	\$49,736,791	\$81,391,352
Average Spent	\$1,113.03	\$1,251.74	\$1,423.27
Spending Potential Index	85	96	109

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

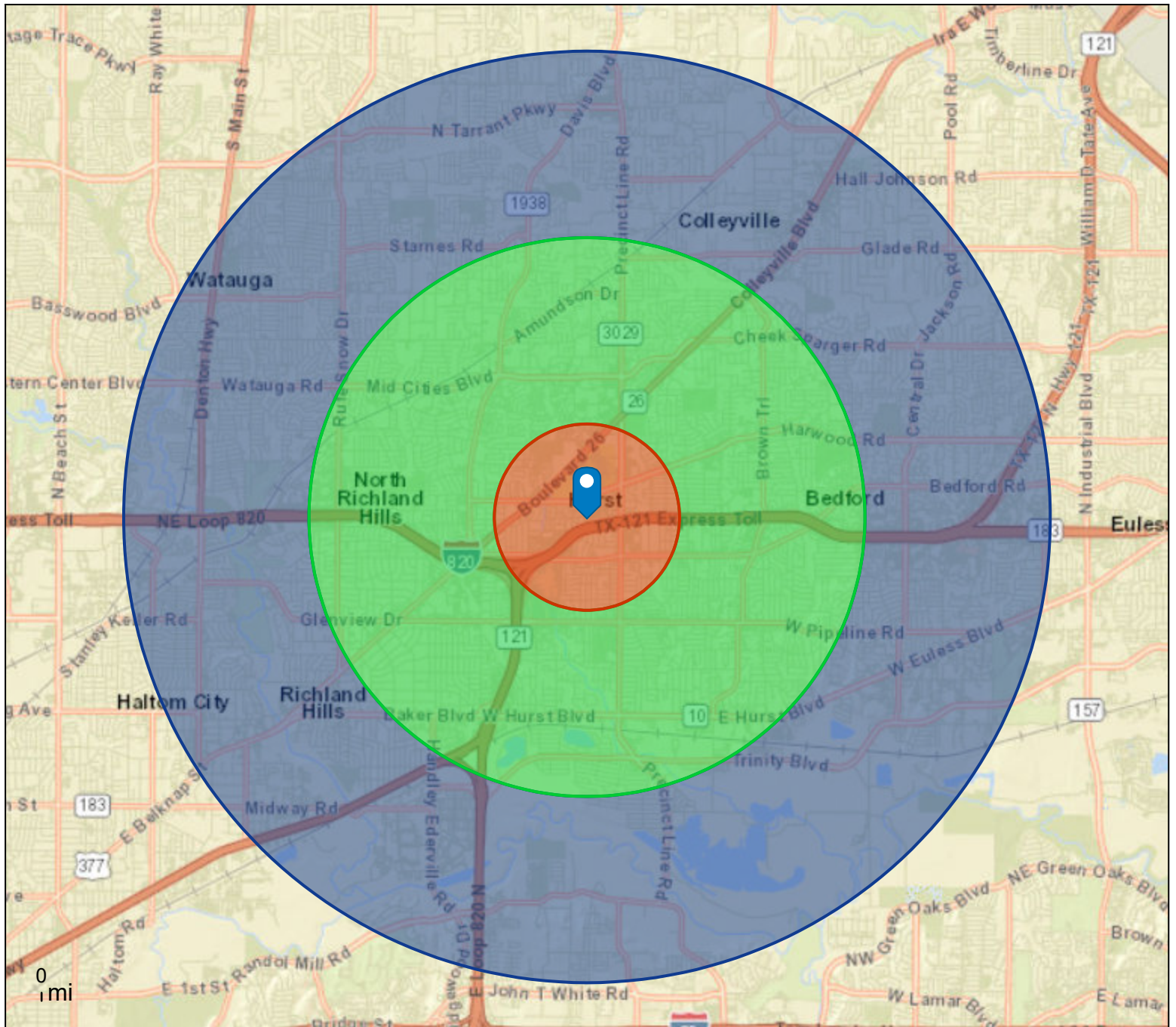
March 25, 2024



Site Details Map

University Plaza 2
900 Airport Fwy, Hurst, Texas, 76054
Ring bands: 0-1, 1-3, 3-5 mile radii

Prepared by Esri
Latitude: 32.83984
Longitude: -97.19253



This site is located in:

City: Hurst
County: Tarrant County
State: Texas
ZIP Code: 76054
Census Tract: 48439113613
Census Block Group: 484391136133
CBSA: Dallas-Fort Worth-Arlington, TX Metropolitan Statistical Area

March 25, 2024