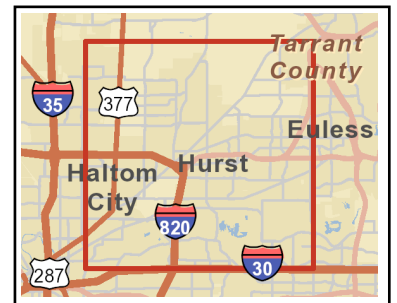
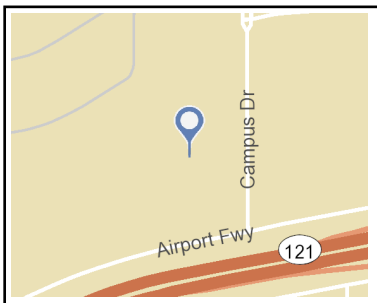
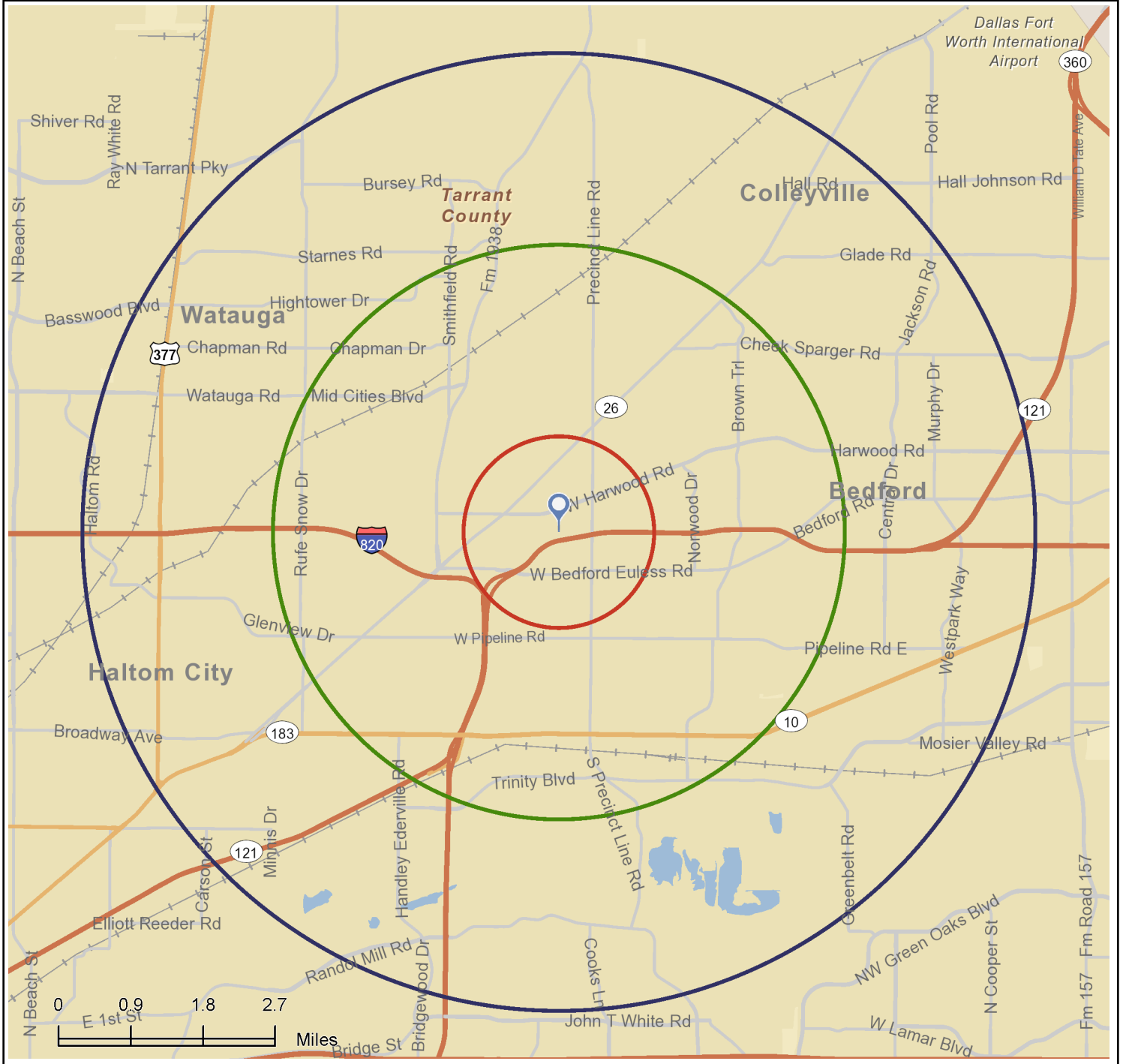





University Plaza  
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	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	11,176	96,790	217,657
2000 Group Quarters	33	752	1,597
2010 Total Population	11,812	107,374	244,894
2015 Total Population	12,573	114,448	261,840
2010 - 2015 Annual Rate	1.26%	1.28%	1.35%
 2000 Households	4,737	37,853	83,654
2000 Average Household Size	2.35	2.54	2.58
2010 Households	5,019	41,855	93,716
2010 Average Household Size	2.35	2.55	2.59
2015 Households	5,336	44,537	100,047
2015 Average Household Size	2.35	2.55	2.6
2010 - 2015 Annual Rate	1.23%	1.25%	1.32%
2000 Families	3,044	26,851	59,514
2000 Average Family Size	2.88	3.01	3.07
2010 Families	3,017	28,474	64,386
2010 Average Family Size	2.97	3.1	3.15
2015 Families	3,129	29,800	67,763
2015 Average Family Size	3.01	3.13	3.18
2010 - 2015 Annual Rate	0.73%	0.91%	1.03%
 <b>2000 Housing Units</b>	5,016	39,499	87,180
Owner Occupied Housing Units	46.1%	62.5%	63.2%
Renter Occupied Housing Units	49.2%	33.3%	32.8%
Vacant Housing Units	4.8%	4.2%	4.1%
<b>2010 Housing Units</b>	5,459	44,615	99,696
Owner Occupied Housing Units	41.6%	56.7%	58.2%
Renter Occupied Housing Units	50.3%	37.2%	35.8%
Vacant Housing Units	8.1%	6.2%	6.0%
<b>2015 Housing Units</b>	5,827	47,660	106,810
Owner Occupied Housing Units	41.4%	55.9%	57.9%
Renter Occupied Housing Units	50.1%	37.5%	35.8%
Vacant Housing Units	8.4%	6.6%	6.3%
<b>Median Household Income</b>			
2000	\$42,840	\$52,544	\$53,744
2010	\$53,063	\$64,737	\$67,121
2015	\$61,247	\$72,751	\$75,473
<b>Median Home Value</b>			
2000	\$95,623	\$96,696	\$98,069
2010	\$117,114	\$120,568	\$123,418
2015	\$132,934	\$138,707	\$142,328
<b>Per Capita Income</b>			
2000	\$22,738	\$25,218	\$25,674
2010	\$26,298	\$29,316	\$30,333
2015	\$29,562	\$32,124	\$33,190
<b>Median Age</b>			
2000	33.3	36.1	35.0
2010	33.0	37.5	36.4
2015	33.5	37.3	36.2


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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Income</b>			
 Household Income Base	4,658	37,871	83,597
< \$15,000	10.3%	7.4%	7.4%
\$15,000 - \$24,999	13.1%	9.9%	9.6%
\$25,000 - \$34,999	16.0%	11.8%	11.7%
\$35,000 - \$49,999	18.3%	17.8%	17.0%
\$50,000 - \$74,999	22.5%	23.6%	23.5%
\$75,000 - \$99,999	10.5%	14.2%	14.1%
\$100,000 - \$149,999	6.2%	10.9%	11.6%
\$150,000 - \$199,999	1.5%	2.7%	3.0%
\$200,000+	1.6%	1.7%	2.2%
Average Household Income	\$54,071	\$63,527	\$66,224
<b>2010 Households by Income</b>			
Household Income Base	5,019	41,855	93,715
< \$15,000	7.8%	5.1%	4.9%
\$15,000 - \$24,999	9.0%	6.0%	5.7%
\$25,000 - \$34,999	9.6%	7.0%	6.7%
\$35,000 - \$49,999	20.1%	16.4%	15.6%
\$50,000 - \$74,999	23.3%	24.9%	24.2%
\$75,000 - \$99,999	18.1%	20.2%	20.2%
\$100,000 - \$149,999	9.0%	14.6%	15.4%
\$150,000 - \$199,999	1.4%	3.5%	4.4%
\$200,000+	1.8%	2.3%	3.0%
Average Household Income	\$63,105	\$74,641	\$79,127
<b>2015 Households by Income</b>			
Household Income Base	5,336	44,538	100,047
< \$15,000	6.3%	4.0%	3.8%
\$15,000 - \$24,999	7.6%	4.9%	4.6%
\$25,000 - \$34,999	7.4%	5.2%	5.0%
\$35,000 - \$49,999	14.4%	11.3%	10.7%
\$50,000 - \$74,999	26.5%	26.3%	25.2%
\$75,000 - \$99,999	20.8%	22.5%	22.4%
\$100,000 - \$149,999	12.7%	18.9%	19.4%
\$150,000 - \$199,999	1.9%	4.1%	5.3%
\$200,000+	2.3%	2.7%	3.6%
Average Household Income	\$71,086	\$81,924	\$86,714
<b>2000 Owner Occupied HUs by Value</b>			
Total	2,304	24,697	55,007
<\$50,000	6.1%	4.6%	6.1%
\$50,000 - 99,999	50.7%	49.8%	46.1%
\$100,000 - 149,999	35.2%	30.9%	27.6%
\$150,000 - 199,999	5.1%	10.1%	10.9%
\$200,000 - \$299,999	2.3%	3.5%	6.4%
\$300,000 - 499,999	0.5%	1.0%	2.5%
\$500,000 - 999,999	0.0%	0.1%	0.4%
\$1,000,000+	0.0%	0.0%	0.1%
Average Home Value	\$100,835	\$109,406	\$119,442
<b>2000 Specified Renter Occupied HUs by Contract Rent</b>			
Total	2,377	13,033	28,585
With Cash Rent	98.8%	98.5%	98.0%
No Cash Rent	1.2%	1.5%	2.0%
Median Rent	\$533	\$580	\$578
Average Rent	\$567	\$612	\$611


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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Age</b>			
 Total	11,176	96,789	217,655
Age 0 - 4	7.3%	6.9%	7.1%
Age 5 - 9	6.2%	6.9%	7.4%
Age 10 - 14	6.1%	7.1%	7.6%
Age 15 - 19	7.1%	6.9%	7.0%
Age 20 - 24	9.4%	6.0%	6.0%
Age 25 - 34	16.6%	14.2%	14.9%
Age 35 - 44	15.0%	17.0%	17.8%
Age 45 - 54	10.7%	14.0%	14.4%
Age 55 - 64	9.5%	9.6%	8.6%
Age 65 - 74	7.2%	6.6%	5.2%
Age 75 - 84	4.0%	3.7%	3.0%
Age 85+	0.8%	1.1%	1.0%
Age 18+	76.7%	74.9%	73.5%
<b>2010 Population by Age</b>			
Total	11,811	107,376	244,891
Age 0 - 4	7.6%	6.9%	7.1%
Age 5 - 9	6.2%	6.5%	6.9%
Age 10 - 14	5.4%	6.4%	6.8%
Age 15 - 19	5.6%	6.3%	6.7%
Age 20 - 24	9.2%	6.5%	6.5%
Age 25 - 34	18.7%	14.1%	14.0%
Age 35 - 44	11.7%	13.2%	13.9%
Age 45 - 54	12.0%	15.1%	15.7%
Age 55 - 64	10.0%	11.8%	11.5%
Age 65 - 74	7.2%	7.2%	6.1%
Age 75 - 84	4.7%	4.3%	3.4%
Age 85+	1.5%	1.7%	1.3%
Age 18+	77.7%	76.3%	75.1%
<b>2015 Population by Age</b>			
Total	12,573	114,448	261,842
Age 0 - 4	7.6%	6.8%	7.1%
Age 5 - 9	6.4%	6.6%	6.9%
Age 10 - 14	5.7%	6.7%	7.0%
Age 15 - 19	5.4%	6.1%	6.3%
Age 20 - 24	8.0%	6.3%	6.4%
Age 25 - 34	19.7%	14.7%	14.8%
Age 35 - 44	11.4%	12.5%	12.9%
Age 45 - 54	10.9%	13.5%	14.0%
Age 55 - 64	10.7%	12.3%	12.0%
Age 65 - 74	8.1%	8.5%	7.6%
Age 75 - 84	4.6%	4.4%	3.5%
Age 85+	1.6%	1.7%	1.4%
Age 18+	77.4%	76.2%	75.1%
<b>2000 Population by Sex</b>			
Males	50.0%	48.7%	48.9%
Females	50.0%	51.3%	51.1%
<b>2010 Population by Sex</b>			
Males	50.1%	48.7%	48.8%
Females	49.9%	51.3%	51.2%
<b>2015 Population by Sex</b>			
Males	49.9%	48.7%	48.8%
Females	50.1%	51.3%	51.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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

	1 mile radius	3 miles radius	5 miles radius
<b>2000 Population by Race/Ethnicity</b>			
 Total	11,177	96,789	217,656
White Alone	83.4%	87.0%	86.0%
Black Alone	3.9%	3.5%	4.0%
American Indian Alone	0.6%	0.6%	0.6%
Asian or Pacific Islander Alone	2.8%	2.7%	3.5%
Some Other Race Alone	6.6%	4.1%	3.9%
Two or More Races	2.7%	2.1%	2.1%
Hispanic Origin	15.4%	10.0%	9.9%
Diversity Index	48.4	37.7	39.1
<b>2010 Population by Race/Ethnicity</b>			
Total	11,814	107,374	244,895
White Alone	74.5%	79.0%	78.0%
Black Alone	5.2%	5.1%	5.8%
American Indian Alone	0.8%	0.8%	0.8%
Asian or Pacific Islander Alone	3.4%	3.7%	4.7%
Some Other Race Alone	12.0%	8.1%	7.5%
Two or More Races	4.0%	3.2%	3.2%
Hispanic Origin	27.2%	19.3%	18.8%
Diversity Index	66.2	56.7	57.3
<b>2015 Population by Race/Ethnicity</b>			
Total	12,572	114,448	261,839
White Alone	72.2%	76.6%	75.6%
Black Alone	5.6%	5.6%	6.3%
American Indian Alone	0.8%	0.9%	0.8%
Asian or Pacific Islander Alone	3.6%	4.0%	5.1%
Some Other Race Alone	13.3%	9.4%	8.6%
Two or More Races	4.4%	3.6%	3.6%
Hispanic Origin	31.4%	23.0%	22.2%
Diversity Index	70.1	61.8	62.1
<b>2000 Population 3+ by School Enrollment</b>			
 Total	10,523	92,786	208,307
Enrolled in Nursery/Preschool	1.4%	1.8%	2.1%
Enrolled in Kindergarten	2.0%	1.6%	1.5%
Enrolled in Grade 1-8	11.1%	12.0%	12.8%
Enrolled in Grade 9-12	4.2%	5.4%	5.9%
Enrolled in College	5.8%	4.4%	4.4%
Enrolled in Grad/Prof School	0.6%	0.6%	0.7%
Not Enrolled in School	74.9%	74.2%	72.5%
<b>2010 Population 25+ by Educational Attainment</b>			
Total	7,781	72,305	161,478
Less than 9th Grade	4.7%	3.3%	3.2%
9th - 12th Grade, No Diploma	6.2%	5.9%	6.3%
High School Graduate	29.7%	25.8%	25.4%
Some College, No Degree	26.6%	28.6%	27.4%
Associate Degree	7.1%	8.5%	8.3%
Bachelor's Degree	18.2%	20.6%	21.4%
Graduate/Professional Degree	7.5%	7.3%	8.0%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population 15+ by Marital Status</b>			
 Total	9,542	86,029	193,784
Never Married	30.2%	25.1%	25.9%
Married	50.2%	56.1%	56.6%
Widowed	5.4%	5.3%	4.6%
Divorced	14.2%	13.4%	12.9%
<b>2000 Population 16+ by Employment Status</b>			
 Total	8,607	75,185	166,110
In Labor Force	71.0%	72.0%	73.5%
Civilian Employed	68.6%	69.2%	70.9%
Civilian Unemployed	2.2%	2.6%	2.5%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	29.0%	28.0%	26.5%
<b>2010 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	92.4%	91.9%	92.3%
Civilian Unemployed	7.6%	8.1%	7.7%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.7%	93.3%	93.7%
Civilian Unemployed	6.3%	6.7%	6.3%
<b>2000 Females 16+ by Employment Status and Age of Children</b>			
Total	4,358	39,234	86,005
Own Children < 6 Only	7.1%	7.9%	8.7%
Employed/in Armed Forces	3.8%	5.0%	5.5%
Unemployed	0.1%	0.2%	0.3%
Not in Labor Force	3.2%	2.7%	2.9%
Own Children < 6 and 6-17 Only	5.3%	6.6%	6.7%
Employed/in Armed Forces	3.6%	3.9%	3.9%
Unemployed	0.0%	0.2%	0.1%
Not in Labor Force	1.7%	2.5%	2.7%
Own Children 6-17 Only	15.9%	17.9%	19.7%
Employed/in Armed Forces	12.8%	14.3%	15.0%
Unemployed	0.3%	0.4%	0.4%
Not in Labor Force	2.7%	3.2%	4.2%
No Own Children < 18	71.8%	67.6%	64.9%
Employed/in Armed Forces	40.0%	38.6%	38.7%
Unemployed	1.3%	1.6%	1.6%
Not in Labor Force	30.4%	27.3%	24.6%
<b>2010 Employed Population 16+ by Industry</b>			
 Total	5,570	50,704	116,395
Agriculture/Mining	0.4%	0.5%	0.4%
Construction	6.8%	6.2%	6.4%
Manufacturing	7.8%	8.4%	9.0%
Wholesale Trade	2.8%	3.7%	3.8%
Retail Trade	13.6%	12.5%	12.7%
Transportation/Utilities	8.4%	9.3%	10.4%
Information	2.2%	3.3%	3.1%
Finance/Insurance/Real Estate	11.0%	10.5%	9.6%
Services	44.8%	42.4%	41.1%
Public Administration	2.2%	3.3%	3.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
<b>2010 Employed Population 16+ by Occupation</b>			
Total	5,570	50,704	116,395
White Collar	63.7%	68.2%	67.7%
Management/Business/Financial	13.6%	17.1%	17.3%
Professional	20.0%	20.3%	20.1%
Sales	12.8%	13.5%	13.4%
Administrative Support	17.3%	17.4%	16.9%
Services	18.7%	14.6%	14.0%
Blue Collar	17.5%	17.1%	18.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	5.5%	4.4%	4.4%
Installation/Maintenance/Repair	3.1%	3.6%	3.8%
Production	4.6%	4.6%	4.8%
Transportation/Material Moving	4.3%	4.6%	5.3%
<b>2000 Workers 16+ by Means of Transportation to Work</b>			
 Total	5,833	51,219	115,793
Drove Alone - Car, Truck, or Van	82.9%	84.9%	85.4%
Carpooled - Car, Truck, or Van	10.7%	9.6%	9.6%
Public Transportation	0.2%	0.2%	0.2%
Walked	2.0%	1.4%	1.0%
Other Means	2.4%	1.2%	0.9%
Worked at Home	1.9%	2.8%	2.9%
<b>2000 Workers 16+ by Travel Time to Work</b>			
Total	5,834	51,220	115,794
Did Not Work at Home	98.1%	97.2%	97.1%
Less than 5 minutes	2.2%	1.9%	1.8%
5 to 9 minutes	12.9%	8.7%	8.0%
10 to 19 minutes	29.3%	26.9%	26.6%
20 to 24 minutes	19.5%	17.8%	16.8%
25 to 34 minutes	20.1%	23.2%	23.7%
35 to 44 minutes	4.2%	5.5%	6.4%
45 to 59 minutes	5.2%	7.4%	7.9%
60 to 89 minutes	3.4%	4.0%	4.2%
90 or more minutes	1.4%	1.8%	1.8%
Worked at Home	1.9%	2.8%	2.9%
Average Travel Time to Work (in min)	22.6	25.3	26.0
<b>2000 Households by Vehicles Available</b>			
Total	4,693	37,754	83,615
None	4.9%	3.6%	3.4%
1	41.0%	33.0%	32.1%
2	39.3%	46.1%	46.9%
3	12.3%	13.7%	13.3%
4	1.9%	2.8%	3.3%
5+	0.6%	0.8%	0.8%
Average Number of Vehicles Available	1.7	1.8	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile radius	3 miles radius	5 miles radius
<b>2000 Households by Type</b>			
 Total	4,737	37,853	83,655
Family Households	64.3%	70.9%	71.1%
Married-couple Family	48.0%	56.2%	57.3%
With Related Children	20.4%	26.0%	28.9%
Other Family (No Spouse)	16.3%	14.8%	13.9%
With Related Children	10.4%	9.6%	9.3%
Nonfamily Households	35.7%	29.1%	28.9%
Householder Living Alone	28.4%	23.8%	23.5%
Householder Not Living Alone	7.3%	5.3%	5.4%
Households with Related Children	30.8%	35.7%	38.2%
Households with Persons 65+	20.1%	19.8%	16.4%
<b>2000 Households by Size</b>			
Total	4,737	37,853	83,654
1 Person Household	28.4%	23.8%	23.5%
2 Person Household	36.1%	35.3%	33.4%
3 Person Household	16.3%	17.9%	18.1%
4 Person Household	11.7%	14.5%	15.7%
5 Person Household	4.9%	5.8%	6.3%
6 Person Household	1.7%	1.8%	2.0%
7+ Person Household	1.0%	0.9%	1.0%
<b>2000 Households by Year Householder Moved In</b>			
Total	4,693	37,751	83,615
Moved in 1999 to March 2000	34.0%	23.2%	24.4%
Moved in 1995 to 1998	28.3%	30.6%	31.7%
Moved in 1990 to 1994	10.5%	14.3%	15.8%
Moved in 1980 to 1989	7.4%	13.4%	14.0%
Moved in 1970 to 1979	8.1%	10.0%	8.0%
Moved in 1969 or Earlier	11.6%	8.5%	6.1%
Median Year Householder Moved In	1997	1996	1996
<b>2000 Housing Units by Units in Structure</b>			
 Total	4,914	39,358	87,110
1, Detached	48.1%	66.2%	67.3%
1, Attached	1.2%	3.7%	2.7%
2	0.8%	1.6%	1.2%
3 or 4	7.7%	5.4%	4.7%
5 to 9	16.8%	9.0%	7.8%
10 to 19	9.9%	5.3%	6.0%
20+	13.4%	7.8%	8.4%
Mobile Home	2.2%	0.9%	1.8%
Other	0.0%	0.0%	0.0%
<b>2000 Housing Units by Year Structure Built</b>			
Total	4,956	39,346	87,100
1999 to March 2000	3.4%	2.3%	2.2%
1995 to 1998	5.3%	5.9%	7.6%
1990 to 1994	3.8%	6.0%	8.7%
1980 to 1989	22.3%	23.9%	30.8%
1970 to 1979	23.2%	26.2%	23.3%
1969 or Earlier	42.1%	35.7%	27.3%
Median Year Structure Built	1973	1975	1980

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

University Plaza  
 900 Airport Frwy, Hurst, TX 76054-3250  
 Ring: 1, 3, 5 Miles

Latitude: 32.83973  
 Longitude: -97.19225

	1 mile radius	3 miles radius	5 miles radius
<b>Top 3 Tapestry Segments</b>			
1.	Young and Restless	Aspiring Young Familie	Milk and Cookies
2.	Rustbelt Retirees	Rustbelt Retirees	Aspiring Young Familie
3.	Aspiring Young Familie	Milk and Cookies	Young and Restless



**2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$7,901,904	\$76,094,771	\$181,292,498
Average Spent	\$1,574.40	\$1,818.06	\$1,934.49
Spending Potential Index	66	76	81
Computers & Accessories: Total \$	\$1,030,970	\$10,066,750	\$24,030,496
Average Spent	\$205.41	\$240.51	\$256.42
Spending Potential Index	93	109	117
Education: Total \$	\$5,770,944	\$57,023,453	\$135,534,805
Average Spent	\$1,149.82	\$1,362.40	\$1,446.23
Spending Potential Index	94	112	119
Entertainment/Recreation: Total \$	\$14,683,270	\$146,345,103	\$347,389,450
Average Spent	\$2,925.54	\$3,496.48	\$3,706.83
Spending Potential Index	91	108	115
Food at Home: Total \$	\$20,919,772	\$199,692,074	\$471,186,714
Average Spent	\$4,168.12	\$4,771.04	\$5,027.82
Spending Potential Index	93	107	112
Food Away from Home: Total \$	\$15,274,495	\$146,890,852	\$348,959,965
Average Spent	\$3,043.33	\$3,509.52	\$3,723.59
Spending Potential Index	95	109	116
Health Care: Total \$	\$16,744,158	\$163,539,263	\$379,655,458
Average Spent	\$3,336.15	\$3,907.28	\$4,051.13
Spending Potential Index	90	105	109
HH Furnishings & Equipment: Total \$	\$8,071,711	\$81,171,918	\$193,246,094
Average Spent	\$1,608.23	\$1,939.36	\$2,062.04
Spending Potential Index	78	94	100
Investments: Total \$	\$6,978,340	\$71,657,109	\$166,760,020
Average Spent	\$1,390.38	\$1,712.03	\$1,779.42
Spending Potential Index	80	98	102
Retail Goods: Total \$	\$108,431,783	\$1,065,785,064	\$2,524,872,713
Average Spent	\$21,604.26	\$25,463.75	\$26,941.75
Spending Potential Index	87	102	108
Shelter: Total \$	\$72,715,207	\$718,688,617	\$1,713,068,867
Average Spent	\$14,487.99	\$17,170.91	\$18,279.36
Spending Potential Index	92	109	116
TV/Video/Audio: Total \$	\$5,857,759	\$55,901,667	\$132,468,087
Average Spent	\$1,167.12	\$1,335.60	\$1,413.51
Spending Potential Index	94	108	114
Travel: Total \$	\$8,159,142	\$84,664,018	\$200,828,354
Average Spent	\$1,625.65	\$2,022.79	\$2,142.95
Spending Potential Index	86	107	113
Vehicle Maintenance & Repairs: Total \$	\$4,347,314	\$42,449,118	\$100,494,819
Average Spent	\$866.17	\$1,014.19	\$1,072.33
Spending Potential Index	92	108	114

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



# Demographic and Income Profile

University Plaza  
 900 Airport Frwy, Hurst, TX 76054-3250  
 Ring: 1 mile radius

Latitude: 32.83973  
 Longitude: -97.19225

Summary	2000	2010	2015
Population	11,176	11,812	12,573
Households	4,737	5,019	5,336
Families	3,044	3,017	3,129
Average Household Size	2.35	2.35	2.35
Owner Occupied Housing Units	2,292	2,272	2,414
Renter Occupied Housing Units	2,445	2,747	2,922
Median Age	33.3	33.0	33.5

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.26%	1.65%	0.76%
Households	1.23%	1.63%	0.78%
Families	0.73%	1.48%	0.64%
Owner HHs	1.22%	1.72%	0.82%
Median Household Income	2.91%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	480	10.3%	389	7.8%	334	6.3%
\$15,000 - \$24,999	612	13.1%	452	9.0%	406	7.6%
\$25,000 - \$34,999	743	16.0%	484	9.6%	397	7.4%
\$35,000 - \$49,999	854	18.3%	1,007	20.1%	768	14.4%
\$50,000 - \$74,999	1,046	22.5%	1,168	23.3%	1,415	26.5%
\$75,000 - \$99,999	489	10.5%	908	18.1%	1,112	20.8%
\$100,000 - \$149,999	288	6.2%	452	9.0%	679	12.7%
\$150,000 - \$199,999	71	1.5%	71	1.4%	101	1.9%
\$200,000+	75	1.6%	88	1.8%	124	2.3%

Median Household Income	\$42,840	\$53,063	\$61,247
Average Household Income	\$54,071	\$63,105	\$71,086
Per Capita Income	\$22,739	\$26,298	\$29,562

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	819	7.3%	896	7.6%	950	7.6%
5 - 9	690	6.2%	735	6.2%	807	6.4%
10 - 14	683	6.1%	640	5.4%	718	5.7%
15 - 19	796	7.1%	666	5.6%	678	5.4%
20 - 24	1,045	9.4%	1,092	9.2%	1,002	8.0%
25 - 34	1,856	16.6%	2,207	18.7%	2,481	19.7%
35 - 44	1,677	15.0%	1,386	11.7%	1,428	11.4%
45 - 54	1,201	10.7%	1,421	12.0%	1,373	10.9%
55 - 64	1,064	9.5%	1,184	10.0%	1,343	10.7%
65 - 74	805	7.2%	853	7.2%	1,016	8.1%
75 - 84	447	4.0%	552	4.7%	582	4.6%
85+	92	0.8%	179	1.5%	195	1.6%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	9,320	83.4%	8,804	74.5%	9,081	72.2%
Black Alone	435	3.9%	620	5.2%	703	5.6%
American Indian Alone	65	0.6%	96	0.8%	105	0.8%
Asian Alone	284	2.5%	353	3.0%	398	3.2%
Pacific Islander Alone	32	0.3%	54	0.5%	60	0.5%
Some Other Race Alone	742	6.6%	1,420	12.0%	1,677	13.3%
Two or More Races	299	2.7%	467	4.0%	548	4.4%
Hispanic Origin (Any Race)	1,724	15.4%	3,215	27.2%	3,951	31.4%

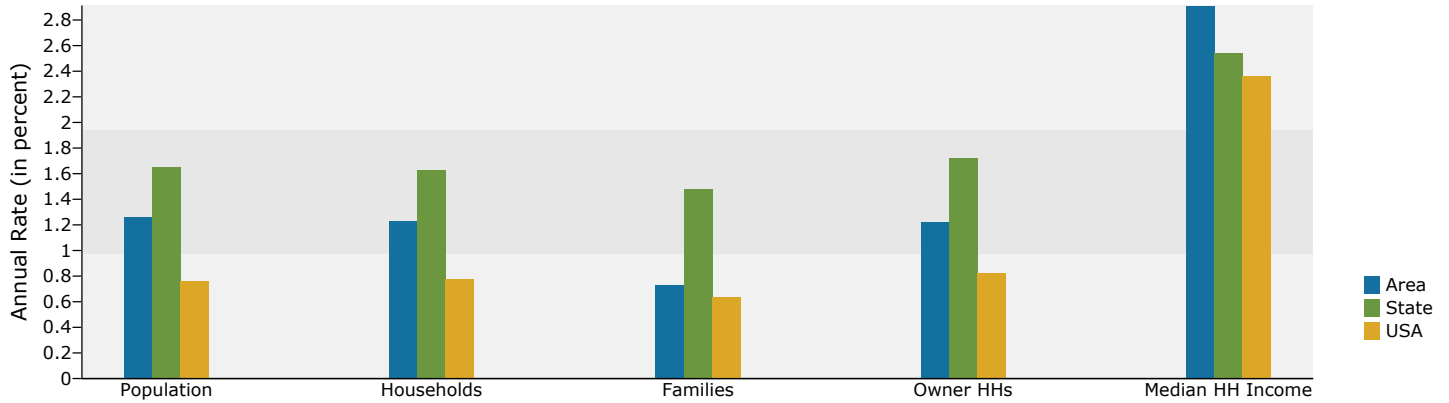
**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

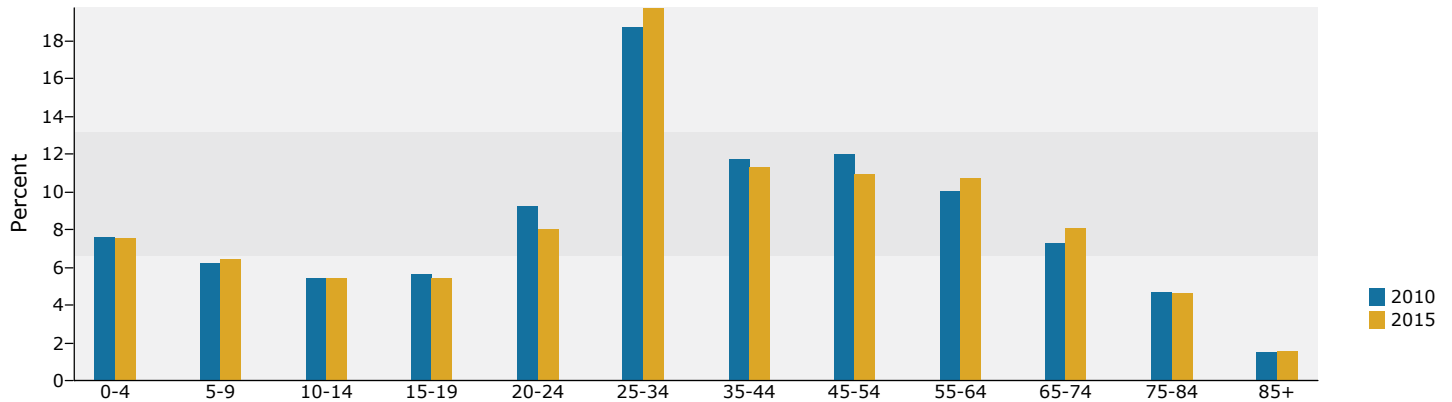
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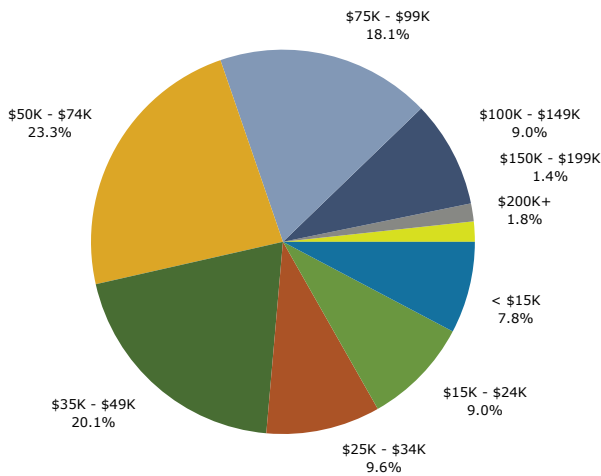
## Trends 2010-2015



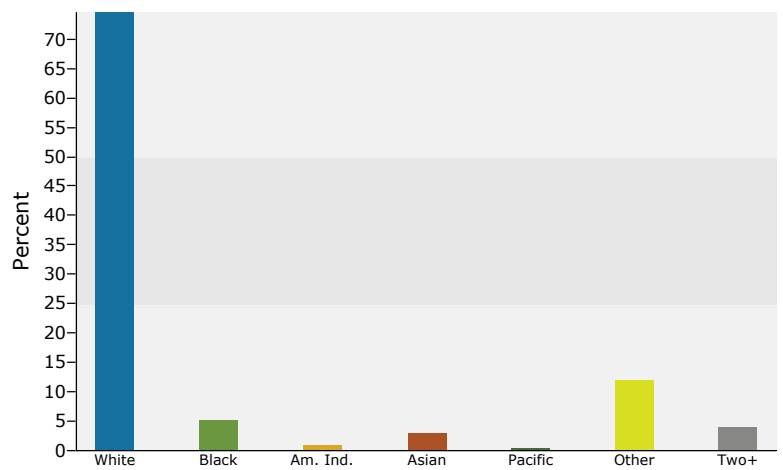
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 27.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Demographic and Income Profile

University Plaza  
 900 Airport Frwy, Hurst, TX 76054-3250  
 Ring: 3 miles radius

Latitude: 32.83973  
 Longitude: -97.19225

Summary	2000	2010	2015
Population	96,790	107,374	114,448
Households	37,853	41,855	44,537
Families	26,851	28,474	29,800
Average Household Size	2.54	2.55	2.55
Owner Occupied Housing Units	24,677	25,277	26,646
Renter Occupied Housing Units	13,176	16,577	17,890
Median Age	36.1	37.5	37.3

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.28%	1.65%	0.76%
Households	1.25%	1.63%	0.78%
Families	0.91%	1.48%	0.64%
Owner HHs	1.06%	1.72%	0.82%
Median Household Income	2.36%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,819	7.4%	2,130	5.1%	1,771	4.0%
\$15,000 - \$24,999	3,751	9.9%	2,531	6.0%	2,192	4.9%
\$25,000 - \$34,999	4,473	11.8%	2,937	7.0%	2,332	5.2%
\$35,000 - \$49,999	6,727	17.8%	6,884	16.4%	5,041	11.3%
\$50,000 - \$74,999	8,948	23.6%	10,410	24.9%	11,732	26.3%
\$75,000 - \$99,999	5,365	14.2%	8,440	20.2%	10,009	22.5%
\$100,000 - \$149,999	4,139	10.9%	6,101	14.6%	8,433	18.9%
\$150,000 - \$199,999	1,014	2.7%	1,458	3.5%	1,808	4.1%
\$200,000+	635	1.7%	964	2.3%	1,220	2.7%

Median Household Income	\$52,544	\$64,737	\$72,751
Average Household Income	\$63,527	\$74,641	\$81,924
Per Capita Income	\$25,218	\$29,316	\$32,124

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,631	6.9%	7,410	6.9%	7,821	6.8%
5 - 9	6,679	6.9%	7,020	6.5%	7,533	6.6%
10 - 14	6,909	7.1%	6,914	6.4%	7,622	6.7%
15 - 19	6,705	6.9%	6,790	6.3%	6,927	6.1%
20 - 24	5,843	6.0%	6,934	6.5%	7,169	6.3%
25 - 34	13,715	14.2%	15,089	14.1%	16,775	14.7%
35 - 44	16,407	17.0%	14,177	13.2%	14,292	12.5%
45 - 54	13,538	14.0%	16,213	15.1%	15,505	13.5%
55 - 64	9,311	9.6%	12,696	11.8%	14,127	12.3%
65 - 74	6,347	6.6%	7,720	7.2%	9,740	8.5%
75 - 84	3,612	3.7%	4,628	4.3%	4,990	4.4%
85+	1,092	1.1%	1,785	1.7%	1,947	1.7%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	84,241	87.0%	84,870	79.0%	87,623	76.6%
Black Alone	3,430	3.5%	5,518	5.1%	6,424	5.6%
American Indian Alone	571	0.6%	896	0.8%	982	0.9%
Asian Alone	2,357	2.4%	3,529	3.3%	4,169	3.6%
Pacific Islander Alone	234	0.2%	392	0.4%	421	0.4%
Some Other Race Alone	3,969	4.1%	8,741	8.1%	10,735	9.4%
Two or More Races	1,987	2.1%	3,428	3.2%	4,094	3.6%
Hispanic Origin (Any Race)	9,643	10.0%	20,719	19.3%	26,274	23.0%

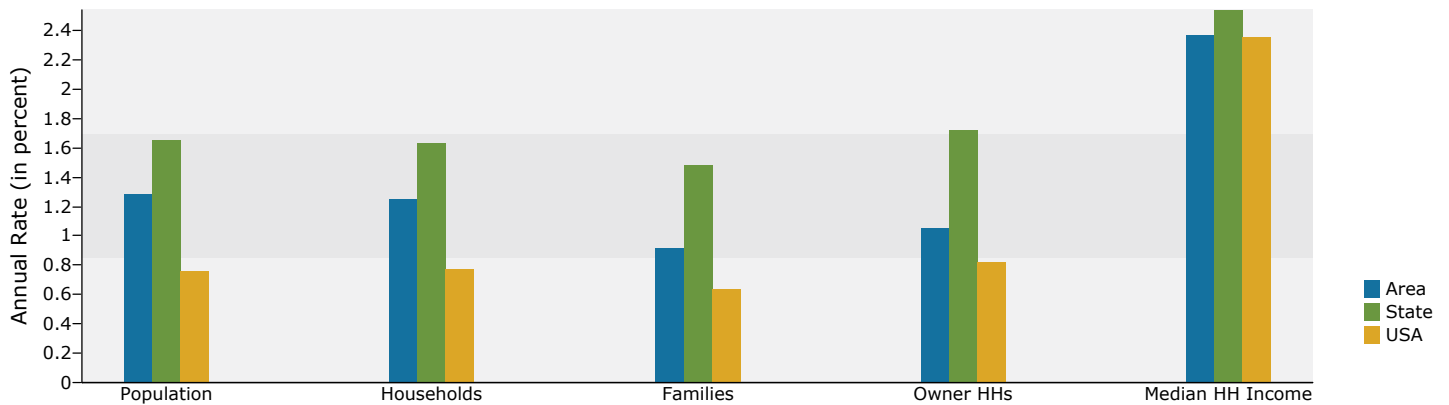
**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

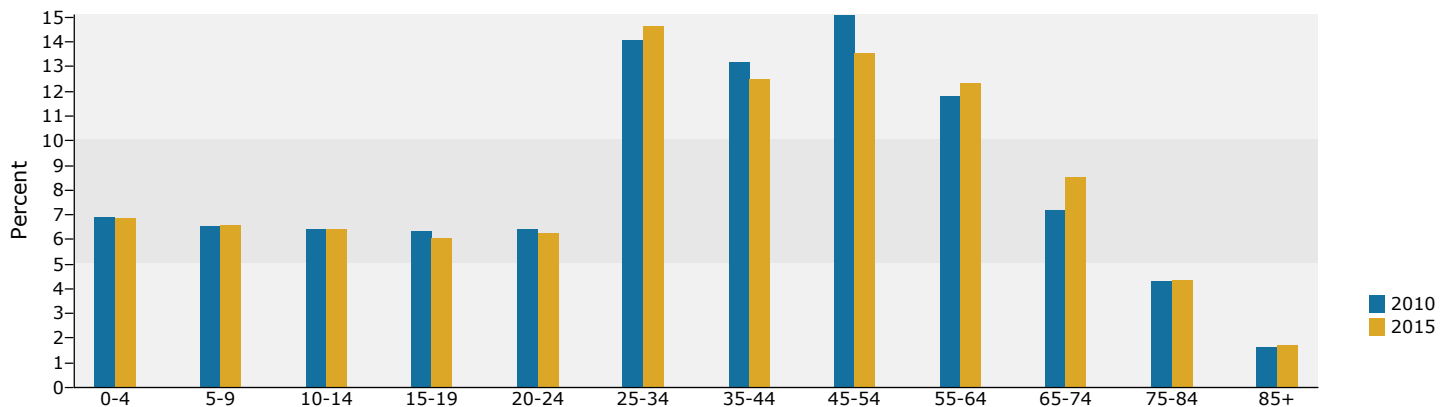
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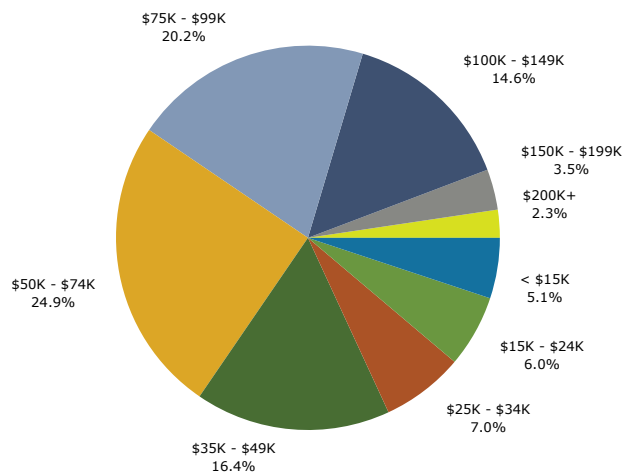
## Trends 2010-2015



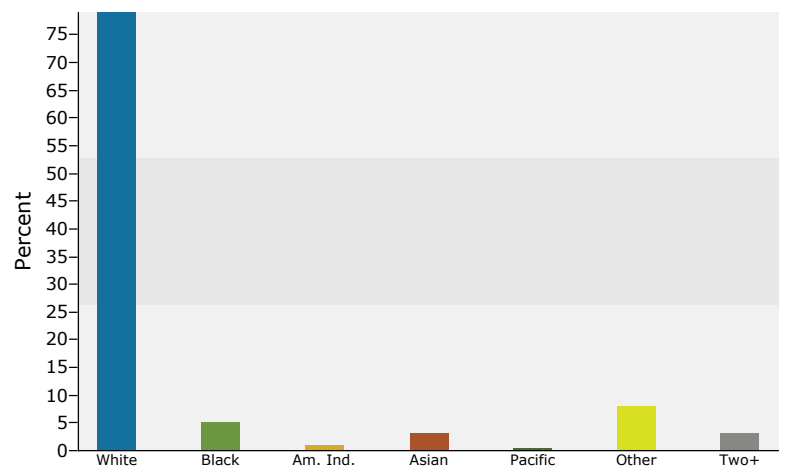
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 19.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Demographic and Income Profile

University Plaza  
 900 Airport Frwy, Hurst, TX 76054-3250  
 Ring: 5 miles radius

Latitude: 32.83973  
 Longitude: -97.19225

Summary	2000	2010	2015
Population	217,657	244,894	261,840
Households	83,654	93,716	100,047
Families	59,514	64,386	67,763
Average Household Size	2.58	2.59	2.60
Owner Occupied Housing Units	55,073	58,071	61,798
Renter Occupied Housing Units	28,581	35,646	38,249
Median Age	35.0	36.4	36.2

Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	1.35%	1.65%	0.76%
Households	1.32%	1.63%	0.78%
Families	1.03%	1.48%	0.64%
Owner HHs	1.25%	1.72%	0.82%
Median Household Income	2.37%	2.54%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	6,177	7.4%	4,596	4.9%	3,825	3.8%
\$15,000 - \$24,999	8,020	9.6%	5,323	5.7%	4,603	4.6%
\$25,000 - \$34,999	9,791	11.7%	6,254	6.7%	4,993	5.0%
\$35,000 - \$49,999	14,185	17.0%	14,580	15.6%	10,714	10.7%
\$50,000 - \$74,999	19,674	23.5%	22,673	24.2%	25,247	25.2%
\$75,000 - \$99,999	11,749	14.1%	18,918	20.2%	22,376	22.4%
\$100,000 - \$149,999	9,674	11.6%	14,407	15.4%	19,401	19.4%
\$150,000 - \$199,999	2,487	3.0%	4,120	4.4%	5,282	5.3%
\$200,000+	1,840	2.2%	2,844	3.0%	3,606	3.6%
Median Household Income	\$53,744		\$67,121		\$75,473	
Average Household Income	\$66,224		\$79,127		\$86,714	
Per Capita Income	\$25,674		\$30,333		\$33,190	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,520	7.1%	17,468	7.1%	18,476	7.1%
5 - 9	16,081	7.4%	16,906	6.9%	18,124	6.9%
10 - 14	16,499	7.6%	16,735	6.8%	18,400	7.0%
15 - 19	15,306	7.0%	16,346	6.7%	16,592	6.3%
20 - 24	13,110	6.0%	15,960	6.5%	16,780	6.4%
25 - 34	32,338	14.9%	34,330	14.0%	38,664	14.8%
35 - 44	38,761	17.8%	34,065	13.9%	33,699	12.9%
45 - 54	31,428	14.4%	38,334	15.7%	36,784	14.0%
55 - 64	18,636	8.6%	28,167	11.5%	31,534	12.0%
65 - 74	11,320	5.2%	15,056	6.1%	20,004	7.6%
75 - 84	6,538	3.0%	8,243	3.4%	9,224	3.5%
85+	2,119	1.0%	3,280	1.3%	3,561	1.4%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	187,137	86.0%	191,073	78.0%	197,959	75.6%
Black Alone	8,624	4.0%	14,155	5.8%	16,547	6.3%
American Indian Alone	1,249	0.6%	1,963	0.8%	2,150	0.8%
Asian Alone	7,160	3.3%	10,586	4.3%	12,406	4.7%
Pacific Islander Alone	550	0.3%	902	0.4%	965	0.4%
Some Other Race Alone	8,396	3.9%	18,406	7.5%	22,508	8.6%
Two or More Races	4,540	2.1%	7,810	3.2%	9,304	3.6%
Hispanic Origin (Any Race)	21,577	9.9%	45,941	18.8%	58,014	22.2%

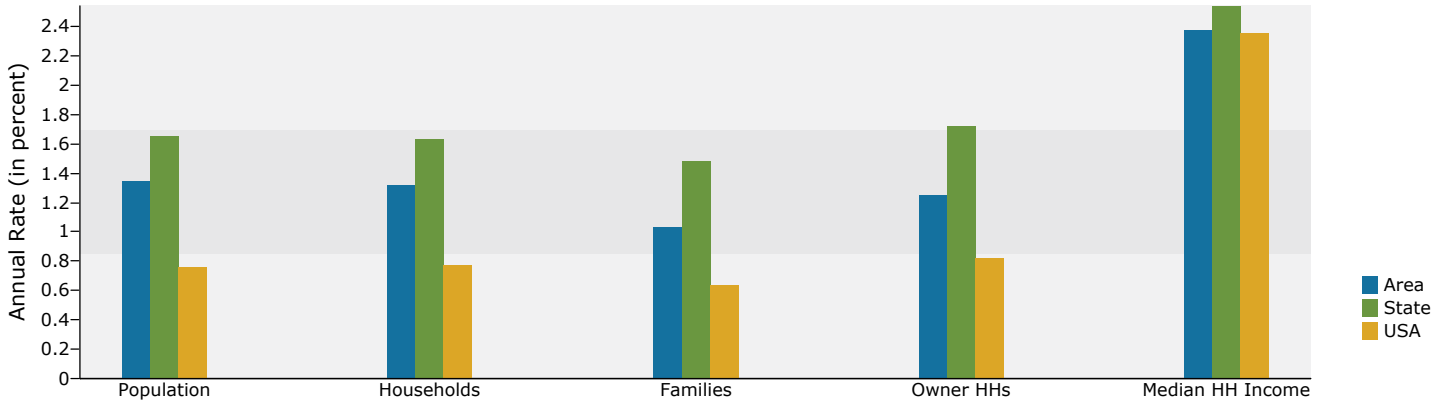
**Data Note:** Income is expressed in current dollars

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

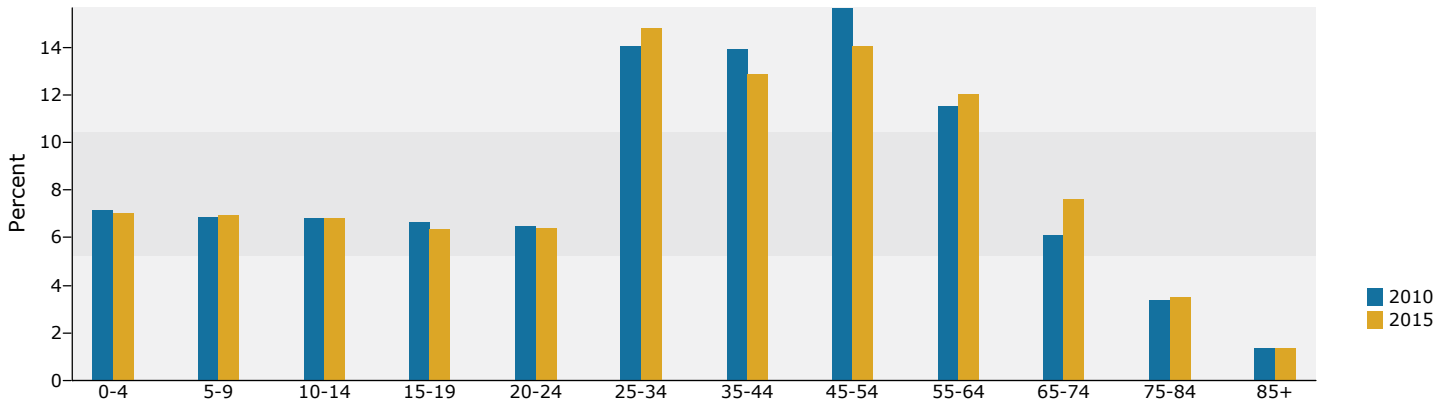
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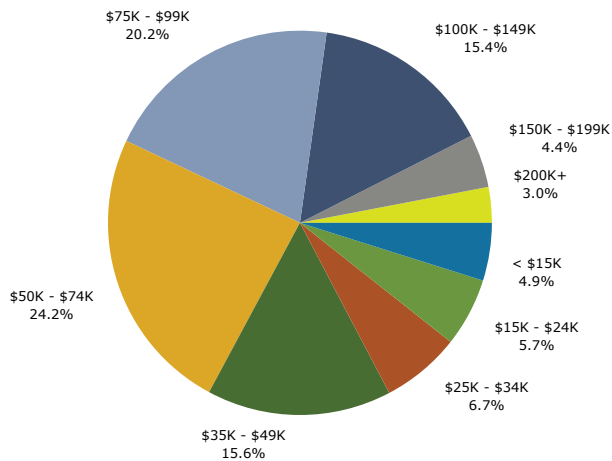
## Trends 2010-2015



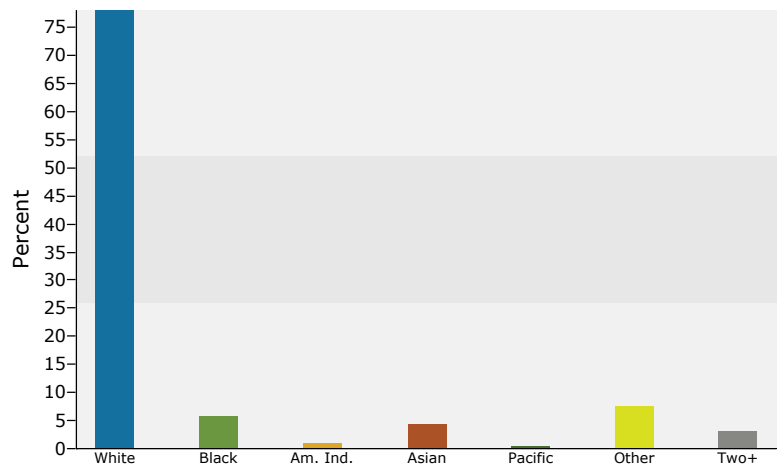
## Population by Age



## 2010 Household Income



## 2010 Population by Race



2010 Percent Hispanic Origin: 18.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Retail Goods and Services Expenditures

University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 1 mile radius

Latitude: 32.83973  
Longitude: -97.19225

Top Tapestry Segments:		Demographic Summary		2010	2015
Young and Restless	26.6%	Population		11,812	12,573
Rustbelt Retirees	26.3%	Households		5,019	5,336
Aspiring Young Families	18.6%	Families		3,017	3,129
Old and Newcomers	11.9%	Median Age		33.0	33.5
Midlife Junction	7.6%	Median Household Income		\$53,063	\$61,247

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	66	\$1,574.40	\$7,901,904
Men's	62	\$283.86	\$1,424,683
Women's	58	\$480.64	\$2,412,334
Children's	71	\$283.00	\$1,420,401
Footwear	47	\$195.57	\$981,545
Watches & Jewelry	89	\$173.36	\$870,103
Apparel Products and Services <sup>1</sup>	169	\$157.97	\$792,836
<b>Computer</b>			
Computers and Hardware for Home Use	93	\$178.58	\$896,274
Software and Accessories for Home Use	94	\$26.84	\$134,696
<b>Entertainment &amp; Recreation</b>	91	\$2,925.54	\$14,683,270
<b>Fees and Admissions</b>	88	\$542.00	\$2,720,308
Membership Fees for Clubs <sup>2</sup>	87	\$142.42	\$714,784
Fees for Participant Sports, excl. Trips	87	\$93.23	\$467,937
Admission to Movie/Theatre/Opera/Ballet	93	\$141.26	\$708,963
Admission to Sporting Events, excl. Trips	89	\$53.04	\$266,208
Fees for Recreational Lessons	82	\$111.25	\$558,377
Dating Services	104	\$0.80	\$4,039
<b>TV/Video/Audio</b>	94	\$1,167.12	\$5,857,759
Community Antenna or Cable TV	94	\$679.84	\$3,412,134
Televisions	92	\$178.44	\$895,584
VCRs, Video Cameras, and DVD Players	97	\$19.84	\$99,576
Video Cassettes and DVDs	100	\$52.55	\$263,769
Video and Computer Game Hardware and Software	100	\$56.01	\$281,094
Satellite Dishes	88	\$1.11	\$5,546
Rental of Video Cassettes and DVDs	99	\$40.97	\$205,605
Streaming/Downloaded Video	91	\$1.27	\$6,361
Audio <sup>3</sup>	89	\$130.43	\$654,616
Rental and Repair of TV/Radio/Audio	88	\$6.67	\$33,475
Pets	107	\$461.27	\$2,315,128
Toys and Games <sup>4</sup>	94	\$136.75	\$686,336
Recreational Vehicles and Fees <sup>5</sup>	72	\$232.70	\$1,167,940
Sports/Recreation/Exercise Equipment <sup>6</sup>	69	\$125.30	\$628,894
Photo Equipment and Supplies <sup>7</sup>	90	\$93.36	\$468,577
Reading <sup>8</sup>	89	\$138.54	\$695,317
Catered Affairs <sup>9</sup>	116	\$28.49	\$143,010
<b>Food</b>	94	\$7,211.45	\$36,194,268
<b>Food at Home</b>	93	\$4,168.12	\$20,919,772
Bakery and Cereal Products	92	\$551.47	\$2,767,822
Meat, Poultry, Fish, and Eggs	94	\$971.08	\$4,873,873
Dairy Products	92	\$459.50	\$2,306,236
Fruit and Vegetables	92	\$723.82	\$3,632,868
Snacks and Other Food at Home <sup>10</sup>	94	\$1,462.24	\$7,338,973
<b>Food Away from Home</b>	95	\$3,043.33	\$15,274,495
Alcoholic Beverages	100	\$569.08	\$2,856,220
Nonalcoholic Beverages at Home	94	\$411.39	\$2,064,759



# Retail Goods and Services Expenditures

University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 1 mile radius

Latitude: 32.83973  
Longitude: -97.19225

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	80	\$1,390.38	\$6,978,340
Vehicle Loans	93	\$4,558.09	\$22,877,049
<b>Health</b>			
Nonprescription Drugs	89	\$92.22	\$462,849
Prescription Drugs	89	\$445.71	\$2,237,041
Eyeglasses and Contact Lenses	89	\$68.48	\$343,688
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	81	\$7,574.24	\$38,015,125
Maintenance and Remodeling Services	79	\$1,568.14	\$7,870,480
Maintenance and Remodeling Materials <sup>12</sup>	77	\$286.16	\$1,436,240
Utilities, Fuel, and Public Services	93	\$4,221.21	\$21,186,231
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	89	\$118.07	\$592,584
Furniture	89	\$536.45	\$2,692,432
Floor Coverings	87	\$65.14	\$326,929
Major Appliances <sup>14</sup>	85	\$258.11	\$1,295,444
Housewares <sup>15</sup>	82	\$70.87	\$355,718
Small Appliances	92	\$30.00	\$150,558
Luggage	87	\$8.07	\$40,483
Telephones and Accessories	67	\$28.38	\$142,446
<b>Household Operations</b>			
Child Care	94	\$436.09	\$2,188,753
Lawn and Garden <sup>16</sup>	81	\$338.94	\$1,701,155
Moving/Storage/Freight Express	92	\$55.94	\$280,767
Housekeeping Supplies <sup>17</sup>	92	\$642.67	\$3,225,550
<b>Insurance</b>			
Owners and Renters Insurance	84	\$387.69	\$1,945,814
Vehicle Insurance	93	\$1,086.11	\$5,451,195
Life/Other Insurance	85	\$354.06	\$1,777,025
Health Insurance	90	\$1,745.14	\$8,758,843
Personal Care Products <sup>18</sup>	94	\$373.41	\$1,874,164
School Books and Supplies <sup>19</sup>	103	\$110.41	\$554,128
Smoking Products	101	\$429.90	\$2,157,667
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	92	\$4,045.33	\$20,303,499
Gasoline and Motor Oil	94	\$2,697.52	\$13,538,847
Vehicle Maintenance and Repairs	92	\$866.17	\$4,347,314
<b>Travel</b>			
Airline Fares	88	\$401.94	\$2,017,348
Lodging on Trips	84	\$365.68	\$1,835,370
Auto/Truck/Van Rental on Trips	88	\$32.40	\$162,619
Food and Drink on Trips	86	\$374.06	\$1,877,383

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 1 mile radius

Latitude: 32.83973  
Longitude: -97.19225

- 
- <sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- <sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- <sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- <sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- <sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- <sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- <sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- <sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- <sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- <sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- <sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- <sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- <sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- <sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- <sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- <sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- <sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- <sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- <sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- <sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 3 miles radius

Latitude: 32.83973  
Longitude: -97.19225

Top Tapestry Segments:		Demographic Summary		2010	2015
Aspiring Young Families	20.3%	Population		107,374	114,448
Rustbelt Retirees	11.8%	Households		41,855	44,537
Milk and Cookies	8.8%	Families		28,474	29,800
Exurbanites	8.5%	Median Age		37.5	37.3
Sophisticated Squires	5.6%	Median Household Income		\$64,737	\$72,751

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	76	\$1,818.06	\$76,094,771
Men's	71	\$327.96	\$13,726,632
Women's	68	\$560.88	\$23,475,429
Children's	81	\$326.08	\$13,648,156
Footwear	53	\$222.41	\$9,309,028
Watches & Jewelry	107	\$207.49	\$8,684,594
Apparel Products and Services <sup>1</sup>	185	\$173.24	\$7,250,929
<b>Computer</b>			
Computers and Hardware for Home Use	109	\$209.09	\$8,751,581
Software and Accessories for Home Use	110	\$31.42	\$1,315,169
<b>Entertainment &amp; Recreation</b>	108	\$3,496.48	\$146,345,103
<b>Fees and Admissions</b>	109	\$677.61	\$28,361,556
Membership Fees for Clubs <sup>2</sup>	109	\$177.87	\$7,444,675
Fees for Participant Sports, excl. Trips	110	\$117.00	\$4,897,101
Admission to Movie/Theatre/Opera/Ballet	110	\$167.14	\$6,995,439
Admission to Sporting Events, excl. Trips	112	\$66.66	\$2,789,972
Fees for Recreational Lessons	109	\$148.13	\$6,199,986
Dating Services	106	\$0.82	\$34,383
<b>TV/Video/Audio</b>	108	\$1,335.60	\$55,901,667
Community Antenna or Cable TV	107	\$769.20	\$32,194,856
Televisions	110	\$213.44	\$8,933,632
VCRs, Video Cameras, and DVD Players	110	\$22.44	\$939,071
Video Cassettes and DVDs	111	\$58.22	\$2,436,880
Video and Computer Game Hardware and Software	115	\$64.04	\$2,680,391
Satellite Dishes	108	\$1.36	\$56,982
Rental of Video Cassettes and DVDs	112	\$46.13	\$1,930,644
Streaming/Downloaded Video	109	\$1.52	\$63,689
Audio <sup>3</sup>	103	\$151.35	\$6,334,573
Rental and Repair of TV/Radio/Audio	104	\$7.91	\$330,948
Pets	130	\$558.39	\$23,371,581
Toys and Games <sup>4</sup>	109	\$158.19	\$6,620,834
Recreational Vehicles and Fees <sup>5</sup>	95	\$306.37	\$12,823,217
Sports/Recreation/Exercise Equipment <sup>6</sup>	84	\$152.60	\$6,387,261
Photo Equipment and Supplies <sup>7</sup>	109	\$112.38	\$4,703,560
Reading <sup>8</sup>	106	\$164.73	\$6,894,908
Catered Affairs <sup>9</sup>	124	\$30.59	\$1,280,522
<b>Food</b>	108	\$8,280.56	\$346,582,926
<b>Food at Home</b>	107	\$4,771.04	\$199,692,074
Bakery and Cereal Products	106	\$633.48	\$26,514,282
Meat, Poultry, Fish, and Eggs	107	\$1,106.70	\$46,321,098
Dairy Products	106	\$526.80	\$22,049,136
Fruit and Vegetables	106	\$834.12	\$34,912,255
Snacks and Other Food at Home <sup>10</sup>	107	\$1,669.94	\$69,895,300
<b>Food Away from Home</b>	109	\$3,509.52	\$146,890,852
Alcoholic Beverages	112	\$637.73	\$26,692,102
Nonalcoholic Beverages at Home	107	\$468.30	\$19,600,891



# Retail Goods and Services Expenditures

University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 3 miles radius

Latitude: 32.83973  
Longitude: -97.19225

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	98	\$1,712.03	\$71,657,109
Vehicle Loans	108	\$5,298.49	\$221,768,476
<b>Health</b>			
Nonprescription Drugs	104	\$106.92	\$4,475,116
Prescription Drugs	103	\$514.47	\$21,533,259
Eyeglasses and Contact Lenses	108	\$82.74	\$3,463,030
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	108	\$10,156.43	\$425,097,352
Maintenance and Remodeling Services	106	\$2,109.96	\$88,312,407
Maintenance and Remodeling Materials <sup>12</sup>	101	\$376.51	\$15,758,879
Utilities, Fuel, and Public Services	107	\$4,850.07	\$202,999,712
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	107	\$141.82	\$5,935,700
Furniture	108	\$647.64	\$27,107,071
Floor Coverings	108	\$80.85	\$3,383,865
Major Appliances <sup>14</sup>	104	\$316.48	\$13,246,431
Housewares <sup>15</sup>	96	\$82.32	\$3,445,306
Small Appliances	106	\$34.84	\$1,458,236
Luggage	109	\$10.05	\$420,471
Telephones and Accessories	75	\$32.05	\$1,341,279
<b>Household Operations</b>			
Child Care	113	\$523.03	\$21,891,490
Lawn and Garden <sup>16</sup>	103	\$433.22	\$18,132,517
Moving/Storage/Freight Express	104	\$63.43	\$2,654,880
Housekeeping Supplies <sup>17</sup>	107	\$750.17	\$31,398,391
<b>Insurance</b>			
Owners and Renters Insurance	107	\$493.50	\$20,655,543
Vehicle Insurance	108	\$1,257.60	\$52,636,697
Life/Other Insurance	106	\$441.19	\$18,465,976
Health Insurance	105	\$2,030.70	\$84,994,771
Personal Care Products <sup>18</sup>	109	\$433.84	\$18,158,367
School Books and Supplies <sup>19</sup>	113	\$120.97	\$5,063,302
Smoking Products	105	\$450.59	\$18,859,495
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	108	\$4,740.22	\$198,401,803
Gasoline and Motor Oil	107	\$3,081.69	\$128,983,955
Vehicle Maintenance and Repairs	108	\$1,014.19	\$42,449,118
<b>Travel</b>			
Airline Fares	109	\$499.86	\$20,921,688
Lodging on Trips	106	\$463.87	\$19,415,280
Auto/Truck/Van Rental on Trips	111	\$40.90	\$1,712,032
Food and Drink on Trips	106	\$462.59	\$19,361,886

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 3 miles radius

Latitude: 32.83973  
Longitude: -97.19225

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



# Retail Goods and Services Expenditures

University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 5 miles radius

Latitude: 32.83973  
Longitude: -97.19225

Top Tapestry Segments:		Demographic Summary		2010	2015
Milk and Cookies	13.2%	Population		244,894	261,840
Aspiring Young Families	11.3%	Households		93,716	100,047
Young and Restless	10.1%	Families		64,386	67,763
Sophisticated Squires	7.5%	Median Age		36.4	36.2
Rustbelt Retirees	6.9%	Median Household Income		\$67,121	\$75,473

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	81	\$1,934.49	\$181,292,498
Men's	76	\$348.98	\$32,705,343
Women's	71	\$593.35	\$55,606,248
Children's	87	\$350.21	\$32,819,947
Footwear	57	\$236.81	\$22,193,278
Watches & Jewelry	114	\$220.86	\$20,698,443
Apparel Products and Services <sup>1</sup>	197	\$184.27	\$17,269,240
<b>Computer</b>			
Computers and Hardware for Home Use	116	\$222.95	\$20,894,000
Software and Accessories for Home Use	117	\$33.47	\$3,136,496
<b>Entertainment &amp; Recreation</b>	115	\$3,706.83	\$347,389,450
<b>Fees and Admissions</b>	117	\$722.04	\$67,666,955
Membership Fees for Clubs <sup>2</sup>	115	\$187.86	\$17,605,576
Fees for Participant Sports, excl. Trips	117	\$124.34	\$11,652,489
Admission to Movie/Theatre/Opera/Ballet	117	\$178.08	\$16,688,774
Admission to Sporting Events, excl. Trips	120	\$71.53	\$6,703,553
Fees for Recreational Lessons	117	\$159.38	\$14,936,520
Dating Services	110	\$0.85	\$80,043
<b>TV/Video/Audio</b>	114	\$1,413.51	\$132,468,087
Community Antenna or Cable TV	112	\$806.97	\$75,626,440
Televisions	118	\$228.96	\$21,456,910
VCRs, Video Cameras, and DVD Players	118	\$23.98	\$2,247,623
Video Cassettes and DVDs	118	\$62.18	\$5,827,569
Video and Computer Game Hardware and Software	123	\$68.83	\$6,450,428
Satellite Dishes	117	\$1.48	\$138,277
Rental of Video Cassettes and DVDs	120	\$49.44	\$4,632,990
Streaming/Downloaded Video	115	\$1.61	\$150,631
Audio <sup>3</sup>	110	\$161.70	\$15,153,504
Rental and Repair of TV/Radio/Audio	110	\$8.36	\$783,714
Pets	137	\$589.81	\$55,274,913
Toys and Games <sup>4</sup>	116	\$168.47	\$15,788,654
Recreational Vehicles and Fees <sup>5</sup>	101	\$325.48	\$30,502,890
Sports/Recreation/Exercise Equipment <sup>6</sup>	90	\$163.29	\$15,302,765
Photo Equipment and Supplies <sup>7</sup>	116	\$119.80	\$11,227,064
Reading <sup>8</sup>	111	\$171.56	\$16,078,216
Catered Affairs <sup>9</sup>	133	\$32.86	\$3,079,905
<b>Food</b>	114	\$8,751.41	\$820,146,679
<b>Food at Home</b>	112	\$5,027.82	\$471,186,714
Bakery and Cereal Products	112	\$665.84	\$62,399,881
Meat, Poultry, Fish, and Eggs	113	\$1,166.53	\$109,322,185
Dairy Products	111	\$554.18	\$51,935,152
Fruit and Vegetables	112	\$878.26	\$82,306,679
Snacks and Other Food at Home <sup>10</sup>	113	\$1,763.02	\$165,222,817
<b>Food Away from Home</b>	116	\$3,723.59	\$348,959,965
Alcoholic Beverages	118	\$675.54	\$63,308,511
Nonalcoholic Beverages at Home	113	\$494.62	\$46,353,622



# Retail Goods and Services Expenditures

University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 5 miles radius

Latitude: 32.83973  
Longitude: -97.19225

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	102	\$1,779.42	\$166,760,020
Vehicle Loans	115	\$5,663.77	\$530,785,945
<b>Health</b>			
Nonprescription Drugs	109	\$112.16	\$10,511,123
Prescription Drugs	106	\$528.36	\$49,515,663
Eyeglasses and Contact Lenses	113	\$86.70	\$8,125,296
<b>Home</b>			
Mortgage Payment and Basics <sup>11</sup>	116	\$10,850.65	\$1,016,879,675
Maintenance and Remodeling Services	112	\$2,229.50	\$208,940,021
Maintenance and Remodeling Materials <sup>12</sup>	107	\$397.58	\$37,259,727
Utilities, Fuel, and Public Services	112	\$5,091.29	\$477,134,922
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>13</sup>	113	\$150.54	\$14,107,704
Furniture	115	\$692.99	\$64,944,640
Floor Coverings	112	\$84.09	\$7,880,983
Major Appliances <sup>14</sup>	110	\$333.73	\$31,275,628
Housewares <sup>15</sup>	102	\$87.42	\$8,192,880
Small Appliances	111	\$36.51	\$3,421,569
Luggage	116	\$10.72	\$1,005,053
Telephones and Accessories	81	\$34.47	\$3,230,598
<b>Household Operations</b>			
Child Care	124	\$573.70	\$53,765,055
Lawn and Garden <sup>16</sup>	109	\$454.81	\$42,622,721
Moving/Storage/Freight Express	112	\$68.14	\$6,385,770
Housekeeping Supplies <sup>17</sup>	113	\$790.86	\$74,116,344
<b>Insurance</b>			
Owners and Renters Insurance	112	\$518.19	\$48,562,790
Vehicle Insurance	114	\$1,327.43	\$124,401,751
Life/Other Insurance	111	\$461.44	\$43,244,740
Health Insurance	109	\$2,098.45	\$196,658,697
Personal Care Products <sup>18</sup>	116	\$460.94	\$43,197,345
School Books and Supplies <sup>19</sup>	121	\$128.61	\$12,052,542
Smoking Products	110	\$470.06	\$44,052,548
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>20</sup>	115	\$5,054.49	\$473,686,849
Gasoline and Motor Oil	114	\$3,263.03	\$305,798,518
Vehicle Maintenance and Repairs	114	\$1,072.33	\$100,494,819
<b>Travel</b>			
Airline Fares	116	\$532.41	\$49,895,548
Lodging on Trips	113	\$490.64	\$45,980,678
Auto/Truck/Van Rental on Trips	119	\$43.88	\$4,111,845
Food and Drink on Trips	112	\$489.57	\$45,880,141

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



University Plaza  
900 Airport Frwy, Hurst, TX 76054-3250  
Ring: 5 miles radius

Latitude: 32.83973  
Longitude: -97.19225

<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

<sup>5</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>6</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>7</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>8</sup>**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

<sup>9</sup>**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.

<sup>10</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>11</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>12</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

<sup>13</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>14</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>15</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>16</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>17</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

<sup>18</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>19</sup>**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

<sup>20</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.