Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
Lat/Lon: 32.8518/-97.1115

Harwood Hills Village Harwood & S Hwy 121, Bedford TX 76021	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	14,240		127,457		222,688	
Projected Population (2028)	14,432		128,960		226,612	
Census Population (2020)	14,167		126,141		219,640	
Census Population (2010)	13,128		111,519		194,039	
Projected Annual Growth (2023 to 2028)	192	0.3%	1,503	0.2%	3,924	0.4%
Historical Annual Growth (2020 to 2023)	73	0.2%	1,316	0.3%	3,048	0.5%
Historical Annual Growth (2010 to 2020)	1,039	2.6%	14,623	4.4%	25,601	4.4%
Estimated Population Density (2023)	4,535	psm	4,512	psm	2,836	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2023)	6,025		52,902		92,491	
Projected Households (2028)	6,321		55,406		97,378	
Census Households (2020)	5,920		51,686		90,118	
Census Households (2010)	5,638		47,002		80,733	
Estimated Households with Children (2023)	1,678	27.9%	15,583	29.5%	27,827	30.1%
Estimated Average Household Size (2023)	2.35		2.40		2.40	
Average Household Income						
Estimated Average Household Income (2023)	$127,789		$121,087		$128,255	
Projected Average Household Income (2028)	$124,567		$118,247		$125,701	
Estimated Average Family Income (2023)	$154,584		$148,448		$157,913	
Median Household Income						
Estimated Median Household Income (2023)	$97,063		$93,998		$98,678	
Projected Median Household Income (2028)	$91,996		$90,363		$95,722	
Estimated Median Family Income (2023)	$118,625		$118,954		$124,822	
Per Capita Income						
Estimated Per Capita Income (2023)	$54,114		$50,284		$53,304	
Projected Per Capita Income (2028)	$54,604		$50,829		$54,049	
Estimated Per Capita Income 5 Year Growth	$489	0.9%	$545	1.1%	$745	1.4%
Estimated Average Household Net Worth (2023)	$620,819		$588,287		$634,125	
Daytime Demos (2023)						
Total Businesses	655		5,388		10,982	
Total Employees	6,462		43,992		93,538	
Company Headquarter Businesses	16	2.4%	157	2.9%	332	3.0%
Company Headquarter Employees	772	11.9%	6,805	15.5%	14,420	15.4%
Employee Population per Business	9.9		8.2		8.5	
Residential Population per Business	21.7		23.7		20.3	

Quine & Associates, Inc.
Lat/Lon: 32.8518/-97.1115

Harwood Hills Village Harwood & S Hwy 121, Bedford TX 76021	1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity						
White (2023)	9,065	63.7%	72,314	56.7%	129,087	58.0%
Black or African American (2023)	1,629	11.4%	18,748	14.7%	33,468	15.0%
American Indian or Alaska Native (2023)	76	0.5%	661	0.5%	1,259	0.6%
Asian (2023)	1,073	7.5%	14,126	11.1%	20,033	9.0%
Hawaiian or Pacific Islander (2023)	114	0.8%	1,302	1.0%	1,624	0.7%
Other Race (2023)	661	4.6%	6,570	5.2%	12,845	5.8%
Two or More Races (2023)	1,622	11.4%	13,736	10.8%	24,373	10.9%
Not Hispanic or Latino Population (2023)	11,516	80.9%	103,390	81.1%	178,639	80.2%
Hispanic or Latino Population (2023)	2,725	19.1%	24,067	18.9%	44,049	19.8%
Not Hispanic or Latino Population (2028)	11,664	80.8%	104,574	81.1%	181,653	80.2%
Hispanic or Latino Population (2028)	2,768	19.2%	24,386	18.9%	44,958	19.8%
Not Hispanic or Latino Population (2020)	11,701	82.6%	104,389	82.8%	179,540	81.7%
Hispanic or Latino Population (2020)	2,466	17.4%	21,752	17.2%	40,100	18.3%
Not Hispanic or Latino Population (2010)	11,577	88.2%	95,207	85.4%	163,245	84.1%
Hispanic or Latino Population (2010)	1,551	11.8%	16,311	14.6%	30,794	15.9%
Projected Hispanic Annual Growth (2023 to 2028)	44	0.3%	319	0.3%	910	0.4%
Historic Hispanic Annual Growth (2010 to 2023)	1,174	5.8%	7,756	3.7%	13,255	3.3%
Age Distribution (2023)						
Age Under 5	709	5.0%	7,069	5.5%	12,230	5.5%
Age 5 to 9 Years	817	5.7%	7,752	6.1%	13,537	6.1%
Age 10 to 14 Years	953	6.7%	8,690	6.8%	15,028	6.7%
Age 15 to 19 Years	946	6.6%	8,534	6.7%	14,688	6.6%
Age 20 to 24 Years	761	5.3%	7,501	5.9%	13,673	6.1%
Age 25 to 29 Years	960	6.7%	8,990	7.1%	15,951	7.2%
Age 30 to 34 Years	1,015	7.1%	8,921	7.0%	15,650	7.0%
Age 35 to 39 Years	964	6.8%	8,614	6.8%	15,008	6.7%
Age 40 to 44 Years	941	6.6%	8,557	6.7%	14,967	6.7%
Age 45 to 49 Years	918	6.4%	8,632	6.8%	15,141	6.8%
Age 50 to 54 Years	1,067	7.5%	9,378	7.4%	16,121	7.2%
Age 55 to 59 Years	1,172	8.2%	9,178	7.2%	15,661	7.0%
Age 60 to 64 Years	1,105	7.8%	8,592	6.7%	14,720	6.6%
Age 65 to 74 Years	1,263	8.9%	11,365	8.9%	19,802	8.9%
Age 75 to 84 Years	487	3.4%	4,268	3.3%	7,971	3.6%
Age 85 Years or Over	160	1.1%	1,414	1.1%	2,539	1.1%
Median Age	39.1		38.1		38.3	
Gender Age Distribution (2023)						
Female Population	7,344	51.6%	65,351	51.3%	113,981	51.2%
Age 0 to 19 Years	1,675	22.8%	15,677	24.0%	27,198	23.9%
Age 20 to 64 Years	4,603	62.7%	40,307	61.7%	70,074	61.5%
Age 65 Years or Over	1,066	14.5%	9,367	14.3%	16,709	14.7%
Female Median Age	40.3		39.0		39.0	
Male Population	6,896	48.4%	62,106	48.7%	108,707	48.8%
Age 0 to 19 Years	1,749	25.4%	16,369	26.4%	28,285	26.0%
Age 20 to 64 Years	4,302	62.4%	38,057	61.3%	66,819	61.5%
Age 65 Years or Over	845	12.3%	7,681	12.4%	13,602	12.5%
Male Median Age	38.0		37.4		37.5	

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
Lat/Lon: 32.8518/-97.1115

Harwood Hills Village Harwood & S Hwy 121, Bedford TX 76021	1 mi radius		3 mi radius		5 mi radius	
Household Income Distribution (2023)						
HH Income $200,000 or More	827	13.7%	7,058	13.3%	13,935	15.1%
HH Income $150,000 to $199,999	745	12.4%	4,997	9.4%	8,614	9.3%
HH Income $100,000 to $149,999	1,280	21.2%	9,752	18.4%	16,300	17.6%
HH Income $75,000 to $99,999	1,022	17.0%	6,955	13.1%	11,575	12.5%
HH Income $50,000 to $74,999	874	14.5%	9,641	18.2%	15,660	16.9%
HH Income $35,000 to $49,999	454	7.5%	5,546	10.5%	10,131	11.0%
HH Income $25,000 to $34,999	278	4.6%	3,894	7.4%	6,758	7.3%
HH Income $15,000 to $24,999	210	3.5%	2,327	4.4%	4,497	4.9%
HH Income Under $15,000	334	5.5%	2,732	5.2%	5,021	5.4%
HH Income $35,000 or More	5,203	86.4%	43,949	83.1%	76,215	82.4%
HH Income $75,000 or More	3,875	64.3%	28,763	54.4%	50,424	54.5%
Housing (2023)						
Total Housing Units	6,233		56,096		99,305	
Housing Units Occupied	6,025	96.7%	52,902	94.3%	92,491	93.1%
Housing Units Owner-Occupied	3,611	59.9%	27,399	51.8%	48,636	52.6%
Housing Units, Renter-Occupied	2,413	40.1%	25,503	48.2%	43,856	47.4%
Housing Units, Vacant	209	3.5%	3,194	6.0%	6,814	7.4%
Marital Status (2023)						
Never Married	3,210	27.3%	32,069	30.9%	56,550	31.1%
Currently Married	5,860	49.8%	49,568	47.7%	89,589	49.3%
Separated	476	4.0%	4,001	3.8%	6,678	3.7%
Widowed	441	3.8%	4,930	4.7%	8,227	4.5%
Divorced	1,773	15.1%	13,377	12.9%	20,849	11.5%
Household Type (2023)						
Population Family	11,469	80.5%	102,604	80.5%	180,349	81.0%
Population Non-Family	2,669	18.7%	24,374	19.1%	41,389	18.6%
Population Group Quarters	103	0.7%	479	0.4%	950	0.4%
Family Households	3,833	63.6%	33,033	62.4%	58,538	63.3%
Non-Family Households	2,191	36.4%	19,869	37.6%	33,953	36.7%
Married Couple with Children	1,162	19.8%	10,244	20.7%	18,418	20.6%
Average Family Household Size	3.0		3.1		3.1	
Household Size (2023)						
1 Person Households	1,779	29.5%	16,259	30.7%	28,029	30.3%
2 Person Households	2,145	35.6%	17,955	33.9%	31,873	34.5%
3 Person Households	1,017	16.9%	8,633	16.3%	14,674	15.9%
4 Person Households	698	11.6%	6,167	11.7%	10,942	11.8%
5 Person Households	264	4.4%	2,539	4.8%	4,583	5.0%
6 or More Person Households	121	2.0%	1,350	2.6%	2,391	2.6%
Household Vehicles (2023)						
Households with 0 Vehicles Available	279	4.6%	2,011	3.8%	3,485	3.8%
Households with 1 Vehicles Available	2,127	35.3%	19,618	37.1%	34,073	36.8%
Households with 2 or More Vehicles Available	3,619	60.1%	31,274	59.1%	54,933	59.4%
Total Vehicles Available	10,803		95,071		167,244	
Average Vehicles Per Household	1.8		1.8		1.8	

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
Lat/Lon: 32.8518/-97.1115

Harwood Hills Village Harwood & S Hwy 121, Bedford TX 76021	1 mi radius		3 mi radius		5 mi radius	
Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	11,564		102,070		178,758	
Estimated Civilian Employed	8,295	71.7%	73,041	71.6%	129,376	72.4%
Estimated Civilian Unemployed	386	3.3%	2,621	2.6%	4,567	2.6%
Estimated in Armed Forces	8	-	21	-	26	-
Estimated Not in Labor Force	2,875	24.9%	26,387	25.9%	44,789	25.1%
Unemployment Rate	3.3%		2.6%		2.6%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	8,295		73,041		129,376	
Management, Business, Financial Operations	1,891	22.8%	15,706	21.5%	28,521	22.0%
Professional, Related	2,390	28.8%	18,055	24.7%	31,076	24.0%
Service	732	8.8%	9,454	12.9%	17,564	13.6%
Sales, Office	2,037	24.6%	16,298	22.3%	28,371	21.9%
Farming, Fishing, Forestry	2	-	19	-	70	-
Construct, Extraction, Maintenance	472	5.7%	4,321	5.9%	7,243	5.6%
Production, Transport Material Moving	772	9.3%	9,188	12.6%	16,530	12.8%
White Collar Workers	6,318	76.2%	50,059	68.5%	87,968	68.0%
Blue Collar Workers	1,977	23.8%	22,982	31.5%	41,408	32.0%
Consumer Expenditure (2023)						
Total Household Expenditure	$504.39 M		$4.27 B		$7.8 B	
Total Non-Retail Expenditure	$267.04 M	52.9%	$2.27 B	53.0%	$4.14 B	53.1%
Total Retail Expenditure	$237.35 M	47.1%	$2.01 B	47.0%	$3.66 B	46.9%
Apparel	$18.08 M	3.6%	$152.88 M	3.6%	$279.7 M	3.6%
Contributions	$17.18 M	3.4%	$145.43 M	3.4%	$269.41 M	3.5%
Education	$16.52 M	3.3%	$139.44 M	3.3%	$260.59 M	3.3%
Entertainment	$29.13 M	5.8%	$245.23 M	5.7%	$448.98 M	5.8%
Food and Beverages	$73.5 M	14.6%	$622.68 M	14.6%	$1.13 B	14.5%
Furnishings and Equipment	$18.05 M	3.6%	$151.94 M	3.6%	$277.79 M	3.6%
Gifts	$13.03 M	2.6%	$112 M	2.6%	$208.21 M	2.7%
Health Care	$41.46 M	8.2%	$351 M	8.2%	$636.62 M	8.2%
Household Operations	$20.05 M	4.0%	$169.67 M	4.0%	$311.16 M	4.0%
Miscellaneous Expenses	$9.59 M	1.9%	$81.18 M	1.9%	$148.23 M	1.9%
Personal Care	$6.78 M	1.3%	$57.31 M	1.3%	$104.43 M	1.3%
Personal Insurance	$3.72 M	0.7%	$31.19 M	0.7%	$57.57 M	0.7%
Reading	$1.11 M	0.2%	$9.36 M	0.2%	$17.13 M	0.2%
Shelter	$106.2 M	21.1%	$902.77 M	21.1%	$1.65 B	21.1%
Tobacco	$2.75 M	0.5%	$23.8 M	0.6%	$42.44 M	0.5%
Transportation	$91.68 M	18.2%	$774.64 M	18.1%	$1.41 B	18.1%
Utilities	$35.56 M	7.1%	$302.9 M	7.1%	$547.58 M	7.0%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	10,054		87,910		153,531	
Elementary (Grade Level 0 to 8)	195	1.9%	2,516	2.9%	4,773	3.1%
Some High School (Grade Level 9 to 11)	427	4.2%	3,547	4.0%	5,874	3.8%
High School Graduate	1,545	15.4%	16,264	18.5%	27,534	17.9%
Some College	2,184	21.7%	19,572	22.3%	33,315	21.7%
Associate Degree Only	880	8.8%	7,704	8.8%	13,123	8.5%
Bachelor Degree Only	3,333	33.2%	25,194	28.7%	45,035	29.3%
Graduate Degree	1,490	14.8%	13,113	14.9%	23,877	15.6%

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
Lat/Lon: 32.8518/-97.1115

Harwood Hills Village Harwood & S Hwy 121, Bedford TX 76021	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2023)						
1 Detached Unit	4,054	71.9%	31,810	67.7%	55,639	68.9%
1 Attached Unit	272	4.8%	2,915	6.2%	4,657	5.8%
2 to 4 Units	248	4.4%	3,517	7.5%	6,105	7.6%
5 to 9 Units	422	7.5%	4,392	9.3%	7,496	9.3%
10 to 19 Units	405	7.2%	4,094	8.7%	7,591	9.4%
20 to 49 Units	182	3.2%	2,105	4.5%	3,764	4.7%
50 or More Units	371	6.6%	3,330	7.1%	5,768	7.1%
Mobile Home or Trailer	69	1.2%	732	1.6%	1,457	1.8%
Other Structure	2	-	8	-	15	-
Homes Built By Year (2023)						
Homes Built 2010 or later	740	13.1%	6,608	14.1%	12,912	16.0%
Homes Built 2000 to 2009	975	17.3%	6,309	13.4%	10,561	13.1%
Homes Built 1990 to 1999	855	15.2%	7,084	15.1%	13,677	16.9%
Homes Built 1980 to 1989	1,945	34.5%	15,796	33.6%	23,480	29.1%
Homes Built 1970 to 1979	948	16.8%	8,032	17.1%	14,569	18.0%
Homes Built 1960 to 1969	312	5.5%	5,903	12.6%	10,284	12.7%
Homes Built 1950 to 1959	169	3.0%	2,514	5.3%	5,678	7.0%
Homes Built Before 1949	81	1.4%	657	1.4%	1,330	1.6%
Home Values (2023)						
Home Values $1,000,000 or More	53	1.5%	476	1.7%	1,096	2.3%
Home Values $500,000 to $999,999	204	5.6%	2,882	10.5%	7,240	14.9%
Home Values $400,000 to $499,999	267	7.4%	3,563	13.0%	6,564	13.5%
Home Values $300,000 to $399,999	929	25.7%	6,288	22.9%	10,894	22.4%
Home Values $200,000 to $299,999	1,628	45.1%	9,216	33.6%	14,436	29.7%
Home Values $150,000 to $199,999	337	9.3%	2,826	10.3%	4,524	9.3%
Home Values $100,000 to $149,999	85	2.3%	1,079	3.9%	1,784	3.7%
Home Values $70,000 to $99,999	37	1.0%	321	1.2%	567	1.2%
Home Values $50,000 to $69,999	11	0.3%	177	0.6%	354	0.7%
Home Values $25,000 to $49,999	9	0.2%	171	0.6%	322	0.7%
Home Values Under $25,000	52	1.4%	401	1.5%	855	1.8%
Owner-Occupied Median Home Value	$282,865		$311,956		$336,427	
Renter-Occupied Median Rent	$1,167		$1,164		$1,145	
Transportation To Work (2023)						
Drive to Work Alone	5,628	67.9%	50,241	68.8%	89,199	68.9%
Drive to Work in Carpool	648	7.8%	5,905	8.1%	10,167	7.9%
Travel to Work by Public Transportation	19	0.2%	283	0.4%	585	0.5%
Drive to Work on Motorcycle	25	0.3%	60	-	103	-
Walk or Bicycle to Work	91	1.1%	653	0.9%	1,191	0.9%
Other Means	100	1.2%	826	1.1%	1,540	1.2%
Work at Home	1,783	21.5%	15,073	20.6%	26,591	20.6%
Travel Time (2023)						
Travel to Work in 14 Minutes or Less	1,641	19.8%	13,223	18.1%	24,169	18.7%
Travel to Work in 15 to 29 Minutes	2,536	30.6%	24,749	33.9%	42,176	32.6%
Travel to Work in 30 to 59 Minutes	2,136	25.7%	17,546	24.0%	32,213	24.9%
Travel to Work in 60 Minutes or More	198	2.4%	2,451	3.4%	4,227	3.3%
Average Minutes Travel to Work	22.3		22.0		22.4	