



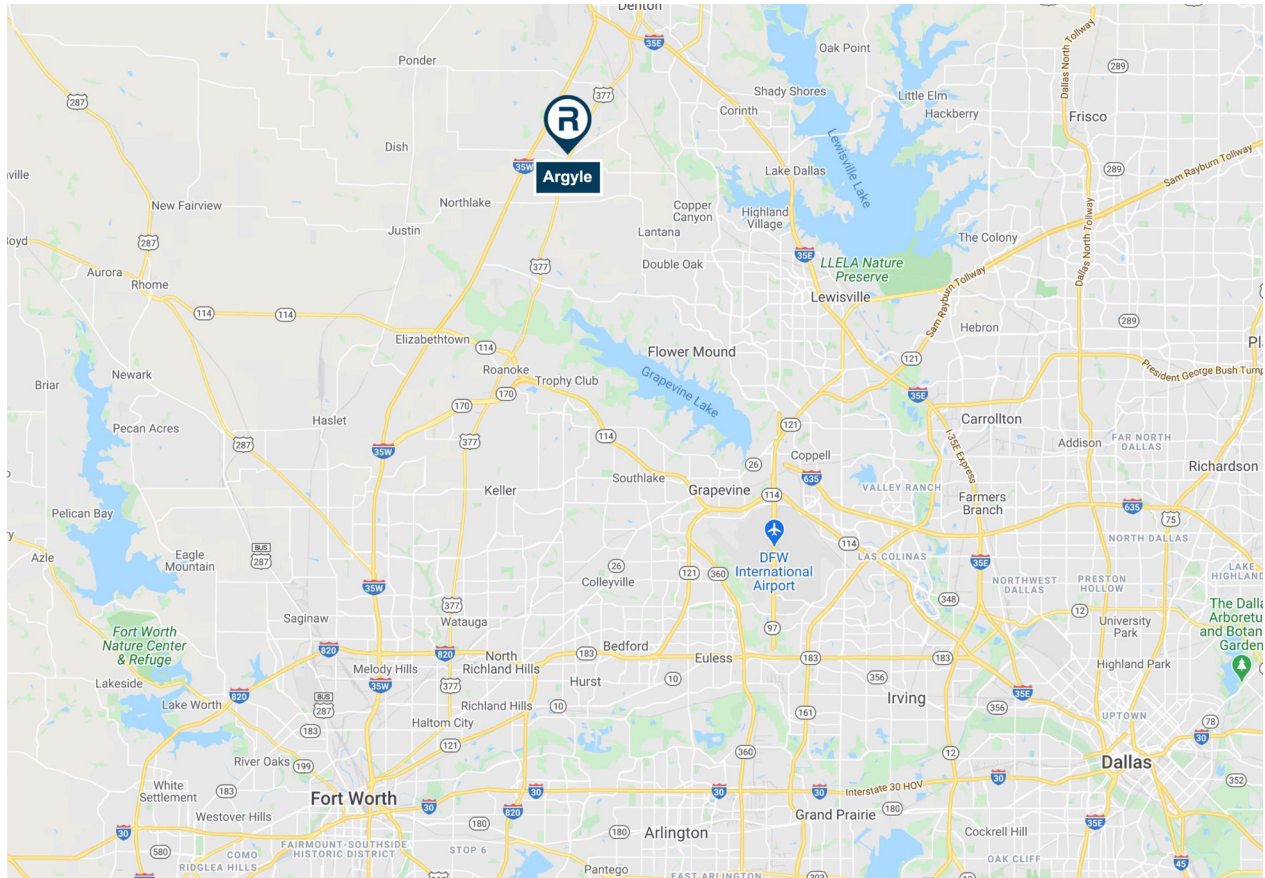
ARGYLE, TEXAS

Community Demographic Profile



800.851.0962 | INFO@THERETAILCOACH.NET | THERETAILCOACH.NET | AUSTIN, TEXAS • TUPELO, MISSISSIPPI

Community



Prepared for the Municipal Development District



Town of Argyle
Richard Olson
Town Administrator
Executive Director MDD

308 Denton Street
Argyle, Texas 76226

Phone 949.464.7273
rolson@argyletx.com
www.argyletx.com



About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



Community • Demographic Profile

Argyle, Texas

DESCRIPTION	DATA	%
Population		
2021 Estimate	4,277	
2010 Census	3,282	
2000 Census	1,627	
Growth 2010 - 2021		30.32%
Growth 2000 - 2010		101.72%
2021 Est. Population by Single-Classification Race	4,277	
White Alone	3,851	90.04%
Black or African American Alone	113	2.64%
Amer. Indian and Alaska Native Alone	17	0.40%
Asian Alone	77	1.80%
Native Hawaiian and Other Pacific Island Alone	0	0.00%
Some Other Race Alone	131	3.06%
Two or More Races	88	2.06%
2021 Est. Population by Hispanic or Latino Origin	4,277	
Not Hispanic or Latino	3,752	87.73%
Hispanic or Latino	525	12.28%
Mexican	412	78.48%
Puerto Rican	18	3.43%
Cuban	4	0.76%
All Other Hispanic or Latino	91	17.33%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	525	
White Alone	347	66.10%
Black or African American Alone	3	0.57%
American Indian and Alaska Native Alone	6	1.14%
Asian Alone	3	0.57%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	129	24.57%
Two or More Races	37	7.05%
2021 Est. Pop by Race, Asian Alone, by Category	77	
Chinese, except Taiwanese	18	23.38%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	43	55.84%
Korean	8	10.39%
Vietnamese	1	1.30%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	7	9.09%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	4,277	
Arab	3	0.07%
Czech	40	0.94%
Danish	5	0.12%
Dutch	49	1.15%
English	479	11.20%
French (except Basque)	82	1.92%
French Canadian	13	0.30%
German	567	13.26%
Greek	4	0.09%
Hungarian	12	0.28%
Irish	323	7.55%
Italian	173	4.05%
Lithuanian	19	0.44%
United States or American	329	7.69%
Norwegian	34	0.80%
Polish	110	2.57%
Portuguese	0	0.00%
Russian	5	0.12%
Scottish	181	4.23%
Scotch-Irish	98	2.29%
Slovak	30	0.70%
Subsaharan African	13	0.30%
Swedish	78	1.82%
Swiss	5	0.12%
Ukrainian	3	0.07%
Welsh	26	0.61%
West Indian (except Hisp. groups)	6	0.14%
Other ancestries	958	22.40%
Ancestry Unclassified	632	14.78%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	3,574	87.68%
Speak Asian/Pacific Island Language at Home	25	0.61%
Speak IndoEuropean Language at Home	87	2.13%
Speak Spanish at Home	383	9.40%
Speak Other Language at Home	7	0.17%

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DESCRIPTION	DATA	%
2021 Est. Population by Age	4,277	
Age 0 - 4	201	4.70%
Age 5 - 9	211	4.93%
Age 10 - 14	268	6.27%
Age 15 - 17	181	4.23%
Age 18 - 20	167	3.91%
Age 21 - 24	232	5.42%
Age 25 - 34	637	14.89%
Age 35 - 44	466	10.90%
Age 45 - 54	625	14.61%
Age 55 - 64	682	15.95%
Age 65 - 74	390	9.12%
Age 75 - 84	179	4.19%
Age 85 and over	38	0.89%
Age 16 and over	3,537	82.70%
Age 18 and over	3,416	79.87%
Age 21 and over	3,249	75.97%
Age 65 and over	607	14.19%
2021 Est. Median Age		40.18
2021 Est. Average Age		40.10
2021 Est. Population by Sex	4,277	
Male	2,132	49.85%
Female	2,145	50.15%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	2,132	
Age 0 - 4	103	4.83%
Age 5 - 9	108	5.07%
Age 10 - 14	146	6.85%
Age 15 - 17	94	4.41%
Age 18 - 20	88	4.13%
Age 21 - 24	121	5.68%
Age 25 - 34	332	15.57%
Age 35 - 44	229	10.74%
Age 45 - 54	283	13.27%
Age 55 - 64	335	15.71%
Age 65 - 74	192	9.01%
Age 75 - 84	85	3.99%
Age 85 and over	16	0.75%
2021 Est. Median Age, Male		38.03
2021 Est. Average Age, Male		39.30
2021 Est. Female Population by Age	2,145	
Age 0 - 4	98	4.57%
Age 5 - 9	103	4.80%
Age 10 - 14	122	5.69%
Age 15 - 17	87	4.06%
Age 18 - 20	79	3.68%
Age 21 - 24	111	5.18%
Age 25 - 34	305	14.22%
Age 35 - 44	237	11.05%
Age 45 - 54	342	15.94%
Age 55 - 64	347	16.18%
Age 65 - 74	198	9.23%
Age 75 - 84	94	4.38%
Age 85 and over	22	1.03%
2021 Est. Median Age, Female		42.24
2021 Est. Average Age, Female		40.90

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DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	742	20.63%
Males, Never Married	447	12.43%
Females, Never Married	295	8.20%
Married, Spouse present	2,413	67.08%
Married, Spouse absent	54	1.50%
Widowed	109	3.03%
Males Widowed	12	0.33%
Females Widowed	97	2.70%
Divorced	279	7.76%
Males Divorced	138	3.84%
Females Divorced	141	3.92%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	45	1.5%
Some High School, no diploma	62	2.1%
High School Graduate (or GED)	449	14.9%
Some College, no degree	619	20.5%
Associate Degree	179	5.9%
Bachelor's Degree	1,117	37.0%
Master's Degree	421	14.0%
Professional School Degree	56	1.9%
Doctorate Degree	69	2.3%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	60	21.35%
High School Graduate	41	14.59%
Some College or Associate's Degree	69	24.56%
Bachelor's Degree or Higher	111	39.50%
Households		
2021 Estimate	1,445	
2010 Census	1,090	
2000 Census	556	
Growth 2010 - 2021		32.57%
Growth 2000 - 2010		96.04%
2021 Est. Households by Household Type		
Family Households	1,210	83.74%
Nonfamily Households	235	16.26%
2021 Est. Group Quarters Population	18	
2021 Households by Ethnicity, Hispanic/Latino	128	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income		
Income < \$15,000	23	1.59%
Income \$15,000 - \$24,999	23	1.59%
Income \$25,000 - \$34,999	53	3.67%
Income \$35,000 - \$49,999	43	2.98%
Income \$50,000 - \$74,999	133	9.20%
Income \$75,000 - \$99,999	186	12.87%
Income \$100,000 - \$124,999	183	12.66%
Income \$125,000 - \$149,999	141	9.76%
Income \$150,000 - \$199,999	181	12.53%
Income \$200,000 - \$249,999	121	8.37%
Income \$250,000 - \$499,999	197	13.63%
Income \$500,000+	161	11.14%
2021 Est. Average Household Income		\$197,908
2021 Est. Median Household Income		\$138,092
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$135,908
Black or African American Alone		\$76,427
American Indian and Alaska Native Alone		\$200,000
Asian Alone		\$186,571
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$195,594
Two or More Races		\$191,137
Hispanic or Latino		\$89,174
Not Hispanic or Latino		\$144,684
2021 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	549	45.37%
Married-Couple Family, no own children	521	43.06%
Male Householder, own children	24	1.98%
Male Householder, no own children	19	1.57%
Female Householder, own children	59	4.88%
Female Householder, no own children	38	3.14%
2021 Est. Households by Household Size		
1-person	187	12.94%
2-person	487	33.70%
3-person	287	19.86%
4-person	281	19.45%
5-person	132	9.14%
6-person	49	3.39%
7-or-more-person	22	1.52%
2021 Est. Average Household Size		2.95

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DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	1,445	
Households with 1 or More People under Age 18:	664	45.95%
Married-Couple Family	571	85.99%
Other Family, Male Householder	26	3.92%
Other Family, Female Householder	64	9.64%
Nonfamily, Male Householder	1	0.15%
Nonfamily, Female Householder	2	0.30%
Households with No People under Age 18:	781	54.05%
Married-Couple Family	499	63.89%
Other Family, Male Householder	16	2.05%
Other Family, Female Householder	34	4.35%
Nonfamily, Male Householder	109	13.96%
Nonfamily, Female Householder	123	15.75%
2021 Est. Households by Number of Vehicles	1,445	
No Vehicles	9	0.62%
1 Vehicle	144	9.97%
2 Vehicles	880	60.90%
3 Vehicles	282	19.52%
4 Vehicles	115	7.96%
5 or more Vehicles	15	1.04%
2021 Est. Average Number of Vehicles		2.3
Family Households		
2021 Estimate	1,210	
2010 Census	912	
2000 Census	478	
Growth 2010 - 2021		32.68%
Growth 2000 - 2010		90.80%
2021 Est. Families by Poverty Status	1,210	
2021 Families at or Above Poverty	1,169	96.61%
2021 Families at or Above Poverty with Children	506	41.82%
2021 Families Below Poverty	41	3.39%
2021 Families Below Poverty with Children	22	1.82%
2021 Est. Pop 16+ by Employment Status	3,537	
Civilian Labor Force, Employed	2,294	64.86%
Civilian Labor Force, Unemployed	65	1.84%
Armed Forces	0	0.00%
Not in Labor Force	1,178	33.31%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	2,302	
For-Profit Private Workers	1,522	66.12%
Non-Profit Private Workers	126	5.47%
Local Government Workers	56	2.43%
State Government Workers	134	5.82%
Federal Government Workers	140	6.08%
Self-Employed Workers	315	13.68%
Unpaid Family Workers	9	0.39%
2021 Est. Civ. Employed Pop 16+ by Occupation	2,302	
Architect/Engineer	32	1.39%
Arts/Entertainment/Sports	45	1.96%
Building Grounds Maintenance	56	2.43%
Business/Financial Operations	176	7.65%
Community/Social Services	53	2.30%
Computer/Mathematical	96	4.17%
Construction/Extraction	57	2.48%
Education/Training/Library	148	6.43%
Farming/Fishing/Forestry	3	0.13%
Food Prep/Serving	63	2.74%
Health Practitioner/Technician	108	4.69%
Healthcare Support	50	2.17%
Maintenance Repair	39	1.69%
Legal	23	1.00%
Life/Physical/Social Science	4	0.17%
Management	552	23.98%
Office/Admin. Support	196	8.51%
Production	107	4.65%
Protective Services	19	0.83%
Sales/Related	338	14.68%
Personal Care/Service	11	0.48%
Transportation/Moving	126	5.47%
2021 Est. Pop 16+ by Occupation Classification	2,302	
White Collar	1,771	76.93%
Blue Collar	329	14.29%
Service and Farm	202	8.78%
2021 Est. Workers Age 16+ by Transp. to Work	2,273	
Drove Alone	1,860	81.83%
Car Pooled	121	5.32%
Public Transportation	0	0.00%
Walked	10	0.44%
Bicycle	0	0.00%
Other Means	26	1.14%
Worked at Home	256	11.26%

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DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	281	
15 - 29 Minutes	728	
30 - 44 Minutes	465	
45 - 59 Minutes	389	
60 or more Minutes	162	
2021 Est. Avg Travel Time to Work in Minutes		34
2021 Est. Occupied Housing Units by Tenure	1,445	
Owner Occupied	1,276	88.30%
Renter Occupied	169	11.70%
2021 Owner Occ. HUs: Avg. Length of Residence		11.1
2021 Renter Occ. HUs: Avg. Length of Residence		5.3
2021 Est. Owner-Occupied Housing Units by Value	1,445	
Value Less than \$20,000	1	0.08%
Value \$20,000 - \$39,999	7	0.55%
Value \$40,000 - \$59,999	1	0.08%
Value \$60,000 - \$79,999	8	0.63%
Value \$80,000 - \$99,999	2	0.16%
Value \$100,000 - \$149,999	13	1.02%
Value \$150,000 - \$199,999	42	3.29%
Value \$200,000 - \$299,999	175	13.72%
Value \$300,000 - \$399,999	233	18.26%
Value \$400,000 - \$499,999	204	15.99%
Value \$500,000 - \$749,999	333	26.10%
Value \$750,000 - \$999,999	149	11.68%
Value \$1,000,000 or \$1,499,999	49	3.84%
Value \$1,500,000 or \$1,999,999	32	2.51%
Value \$2,000,000+	27	2.12%
2021 Est. Median All Owner-Occupied Housing Value		\$474,765
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	1,427	95.07%
1 Unit Attached	14	0.93%
2 Units	10	0.67%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	50	3.33%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	413	27.52%
Housing Units Built 2010 to 2014	133	8.86%
Housing Units Built 2000 to 2009	504	33.58%
Housing Units Built 1990 to 1999	185	12.33%
Housing Units Built 1980 to 1989	138	9.19%
Housing Units Built 1970 to 1979	78	5.20%
Housing Units Built 1960 to 1969	23	1.53%
Housing Units Built 1950 to 1959	1	0.07%
Housing Units Built 1940 to 1949	12	0.80%
Housing Unit Built 1939 or Earlier	14	0.93%
2021 Est. Median Year Structure Built		2006



ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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