



Business
Information
Solutions

Latitude: 33.1005
Longitude: -97.2241

I 35w N AT Fm 407 W
Argyle, TX 76226
Radius: 3.0 miles

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Argyle, TX 76226
Radius: 5.0 miles

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2000 Total Population	2,559	8,140	115,185
2000 Group Quarters	3	112	6,521
2003 Total Population	2,947	9,572	137,398
2008 Total Population	3,727	12,262	177,308
2003 - 2008 Annual Rate	4.81%	5.08%	5.23%



2000 Households	886	2,846	41,162
2000 Average Household Size	2.88	2.82	2.64
2003 Households	1,014	3,332	48,682
2003 Average Household Size	2.9	2.84	2.69
2008 Households	1,291	4,305	63,382
2008 Average Household Size	2.89	2.82	2.69
2003 - 2008 Annual Rate	4.95%	5.26%	5.42%
2000 Families	743	2,324	28,195
2000 Average Family Size	3.15	3.12	3.15
2003 Families	851	2,704	33,712
2003 Average Family Size	3.15	3.13	3.17
2008 Families	1,083	3,480	44,217
2008 Average Family Size	3.15	3.13	3.18
2003 - 2008 Annual Rate	4.94%	5.18%	5.57%



2000 Housing Units	931	2,978	43,926
Owner Occupied Housing Units	81.5%	77.9%	62.3%
Renter Occupied Housing Units	12.4%	15.1%	31.4%
Vacant Housing Units	6.0%	7.0%	6.3%
2003 Housing Units	1,064	3,481	52,018
Owner Occupied Housing Units	83.6%	80.6%	64.5%
Renter Occupied Housing Units	11.7%	15.2%	29.1%
Vacant Housing Units	4.7%	4.3%	6.4%
2008 Housing Units	1,302	4,360	65,124
Owner Occupied Housing Units	87.7%	83.7%	68.8%
Renter Occupied Housing Units	11.4%	15.0%	28.5%
Vacant Housing Units	0.9%	1.3%	2.7%

Median Household Income

2000	\$76,569	\$65,851	\$58,172
2003	\$87,837	\$74,712	\$66,310
2008	\$103,381	\$86,363	\$77,969

Median Home Value

2000	\$210,396	\$161,042	\$162,389
2003	\$237,200	\$185,938	\$182,334
2008	\$275,620	\$219,989	\$214,657

Per Capita Income

2000	\$38,909	\$33,630	\$28,847
2003	\$44,545	\$38,082	\$32,524
2008	\$54,567	\$46,247	\$38,409

Median Age

2000	38.9	37.5	30.6
2003	40.3	38.4	31.3
2008	41.9	40.0	32.5

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 BIS forecasts for 2003 and 2008.



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2000 Households by Income

Household Income Base	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
< \$15,000	896 6.5%	2,866 7.6%	41,042 14.0%
\$15,000 - \$24,999	6.4%	7.5%	9.8%
\$25,000 - \$34,999	6.0%	7.3%	8.7%
\$35,000 - \$49,999	12.2%	13.7%	11.7%
\$50,000 - \$74,999	17.9%	20.0%	16.6%
\$75,000 - \$99,999	13.5%	13.7%	12.8%
\$100,000 - \$149,999	19.2%	16.7%	14.9%
\$150,000 - \$199,999	8.3%	6.0%	5.6%
\$200,000+	10.2%	7.5%	6.0%
Average Household Income	\$111,373	\$95,834	\$79,368

2003 Households by Income

Household Income Base	1,013	3,331	48,682
< \$15,000	5.1%	6.3%	11.9%
\$15,000 - \$24,999	5.0%	6.2%	8.3%
\$25,000 - \$34,999	5.0%	6.3%	7.7%
\$35,000 - \$49,999	11.1%	12.7%	11.3%
\$50,000 - \$74,999	16.0%	18.7%	15.8%
\$75,000 - \$99,999	13.3%	14.1%	13.2%
\$100,000 - \$149,999	22.6%	19.9%	18.1%
\$150,000 - \$199,999	8.9%	6.5%	6.2%
\$200,000+	12.9%	9.3%	7.5%
Average Household Income	\$129,491	\$109,607	\$90,138

2008 Households by Income

Household Income Base	1,291	4,306	63,383
< \$15,000	3.8%	4.9%	9.9%
\$15,000 - \$24,999	3.6%	4.5%	6.6%
\$25,000 - \$34,999	4.0%	5.2%	6.6%
\$35,000 - \$49,999	8.4%	10.1%	9.5%
\$50,000 - \$74,999	14.6%	17.8%	15.3%
\$75,000 - \$99,999	13.5%	14.5%	13.5%
\$100,000 - \$149,999	23.0%	21.7%	19.8%
\$150,000 - \$199,999	11.7%	8.8%	8.5%
\$200,000+	17.4%	12.6%	10.3%
Average Household Income	\$157,422	\$131,964	\$106,047

2000 Owner Occupied HUs by Value

Total	768	2,373	27,275
<\$50,000	11.1%	10.6%	9.5%
\$50,000 - 99,999	13.0%	21.2%	15.2%
\$100,000 - 149,999	9.9%	14.8%	20.1%
\$150,000 - 199,999	13.3%	13.6%	19.5%
\$200,000 - \$299,999	23.4%	18.5%	22.3%
\$300,000 - 499,999	17.4%	12.7%	9.7%
\$500,000 - 999,999	9.4%	6.7%	2.8%
\$1,000,000+	2.5%	1.9%	0.8%
Average Home Value	\$273,198	\$227,975	\$194,856

2000 Specified Renter Occupied HUs by Contract Rent

Total	104	440	13,708
With Cash Rent	86.5%	87.3%	97.3%
No Cash Rent	13.5%	12.7%	2.7%
Median Rent	\$479	\$519	\$531
Average Rent	\$524	\$554	\$575

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 HUs 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 BIS forecasts for 2003 and 2008.



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2000 Population by Age

Total	2,561	8,140	115,185
0 - 4	6.1%	6.5%	7.0%
5 - 9	8.6%	8.2%	7.2%
10 - 14	8.7%	8.4%	7.2%
15 - 24	10.9%	11.6%	20.2%
25 - 34	8.9%	10.7%	14.8%
35 - 44	19.8%	19.4%	17.6%
45 - 54	19.4%	17.3%	13.7%
55 - 64	10.6%	9.5%	6.8%
65 - 74	4.5%	4.6%	3.1%
75 - 84	1.9%	2.6%	1.7%
85+	0.6%	1.3%	0.7%
18+	71.5%	71.8%	74.2%

2003 Population by Age

Total	2,946	9,573	137,400
0 - 4	5.9%	6.4%	7.1%
5 - 9	7.6%	7.5%	7.2%
10 - 14	8.8%	8.3%	7.2%
15 - 24	11.2%	12.2%	19.7%
25 - 34	9.0%	10.6%	13.8%
35 - 44	17.1%	17.2%	16.6%
45 - 54	19.8%	17.8%	14.5%
55 - 64	12.6%	11.1%	8.1%
65 - 74	5.4%	5.2%	3.4%
75 - 84	2.1%	2.5%	1.7%
85+	0.6%	1.2%	0.7%
18+	73.3%	73.4%	74.4%

2008 Population by Age

Total	3,726	12,262	177,309
0 - 4	5.5%	6.1%	6.9%
5 - 9	6.5%	6.7%	6.8%
10 - 14	8.7%	8.3%	7.6%
15 - 24	12.1%	12.7%	19.6%
25 - 34	7.4%	9.4%	12.1%
35 - 44	14.9%	15.0%	14.9%
45 - 54	20.4%	18.9%	16.1%
55 - 64	14.4%	12.9%	9.6%
65 - 74	6.6%	6.2%	4.0%
75 - 84	2.6%	2.7%	1.8%
85+	0.8%	1.1%	0.7%
18+	73.9%	74.0%	74.2%

2000 Population by Sex

Males	50.4%	50.1%	50.5%
Females	49.5%	49.9%	49.5%

2003 Population by Sex

Males	50.4%	50.2%	50.5%
Females	49.6%	49.8%	49.5%

2008 Population by Sex

Males	50.2%	50.4%	50.4%
Females	49.8%	49.6%	49.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.



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2000 Population by Race/Ethnicity

Total	2,559	8,140	115,186
White Alone	94.1%	93.8%	85.3%
Black Alone	0.4%	0.6%	4.7%
American Indian Alone	0.6%	0.7%	0.5%
Asian or Pacific Islander Alone	0.5%	0.6%	2.9%
Some Other Race Alone	3.1%	3.2%	4.7%
Two or More Races	1.2%	1.2%	1.9%
Hispanic Origin	6.2%	6.4%	9.8%
Diversity Index	21.7	22.6	39.8

2003 Population by Race/Ethnicity

Total	2,947	9,571	137,400
White Alone	93.0%	92.4%	84.0%
Black Alone	0.5%	0.7%	4.8%
American Indian Alone	0.7%	0.8%	0.6%
Asian or Pacific Islander Alone	0.6%	0.8%	3.3%
Some Other Race Alone	3.9%	4.0%	5.3%
Two or More Races	1.3%	1.3%	2.0%
Hispanic Origin	7.8%	8.1%	11.3%
Diversity Index	25.8	27.3	43.3

2008 Population by Race/Ethnicity

Total	3,727	12,262	177,308
White Alone	91.8%	91.0%	82.4%
Black Alone	0.6%	0.8%	5.0%
American Indian Alone	0.8%	0.9%	0.7%
Asian or Pacific Islander Alone	0.7%	0.9%	3.7%
Some Other Race Alone	4.7%	4.9%	6.1%
Two or More Races	1.4%	1.4%	2.1%
Hispanic Origin	9.6%	10.1%	13.2%
Diversity Index	30.3	32.2	47.3



2000 Population 3+ by School Enrollment

Total	2,472	7,820	110,133
Enrolled in Nursery/Preschool	2.1%	2.0%	2.1%
Enrolled in Kindergarten	2.0%	1.8%	1.7%
Enrolled in Grade 1-8	14.1%	13.8%	12.0%
Enrolled in Grade 9-12	6.4%	6.3%	5.5%
Enrolled in College	4.0%	3.9%	13.0%
Enrolled in Grad/Prof School	0.9%	0.9%	2.4%
Not Enrolled in School	70.6%	71.4%	63.4%

2000 Population 25+ by Educational Attainment

Total	1,681	5,305	67,158
Less than 9th Grade	2.0%	3.2%	4.3%
9th - 12th Grade, No Diploma	6.7%	7.9%	5.7%
High School Graduate	22.9%	25.1%	18.8%
Some College, No Degree	26.1%	26.8%	24.6%
Associate Degree	4.6%	4.7%	6.0%
Bachelor's Degree	26.9%	23.2%	28.2%
Master's/Prof/Doctorate Degree	10.7%	9.0%	12.4%

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 BIS forecasts for 2003 and 2008.



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2000 Population 15+ by Sex and Marital Status

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	1,963	6,263	90,346
Females	49.7%	50.7%	50.1%
Never Married	7.3%	7.8%	14.2%
Married, not Separated	35.2%	33.9%	28.8%
Married, Separated	0.7%	0.7%	0.8%
Widowed	2.9%	4.3%	2.3%
Divorced	3.7%	4.0%	4.0%
Males	50.3%	49.3%	49.9%
Never Married	9.3%	9.8%	16.1%
Married, not Separated	35.9%	34.3%	29.7%
Married, Separated	0.6%	0.5%	0.5%
Widowed	0.6%	0.8%	0.6%
Divorced	4.0%	3.8%	3.0%



2000 Population 16+ by Employment Status

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	1,918	6,117	88,773
In Labor Force	72.0%	70.6%	71.7%
Civilian Employed	70.5%	68.9%	68.3%
Civilian Unemployed	1.5%	1.7%	3.4%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	28.0%	29.4%	28.3%

2003 Civilian Population 16+ in Labor Force

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Civilian Employed	98.5%	98.0%	96.8%
Civilian Unemployed	1.5%	2.0%	3.2%

2008 Civilian Population 16+ in Labor Force

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Civilian Employed	99.1%	98.5%	97.3%
Civilian Unemployed	0.9%	1.5%	2.7%

2000 Females 16+ by Employment Status and Age of Children

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	953	3,106	44,474
Own Children < 6 Only	7.6%	8.6%	9.1%
Employed/in Armed Forces	4.8%	4.7%	5.0%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	2.6%	3.8%	4.0%
Own Children < 6 and 6-17 Only	8.5%	7.9%	7.1%
Employed/in Armed Forces	4.1%	4.2%	3.6%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	4.3%	3.5%	3.3%
Own Children 6-17 Only	22.6%	21.1%	17.4%
Employed/in Armed Forces	15.3%	14.8%	11.9%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	7.0%	6.1%	5.3%
No Own Children < 18	61.4%	62.5%	66.4%
Employed/in Armed Forces	36.3%	35.3%	39.2%
Unemployed	0.8%	1.1%	2.6%
Not in Labor Force	24.2%	26.1%	24.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003.



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2003 Employed Population 16+ by Industry

Total	1,439	4,561	66,149
Agriculture/Mining	3.3%	2.7%	1.0%
Construction	12.0%	11.9%	6.8%
Manufacturing	9.9%	9.9%	8.6%
Wholesale Trade	4.9%	4.6%	4.1%
Retail Trade	10.0%	11.0%	12.6%
Transportation/Utilities	7.9%	9.2%	7.1%
Information	5.6%	5.5%	5.9%
Finance/Insurance/Real Estate	7.6%	7.4%	7.6%
Services	35.6%	34.6%	44.2%
Public Administration	3.2%	3.1%	2.3%

2003 Employed Population 16+ by Occupation

Total	1,436	4,561	66,148
White Collar	68.3%	65.5%	71.1%
Management/Business/Financial	18.5%	16.7%	17.1%
Professional	19.0%	18.2%	22.4%
Sales	17.1%	15.7%	16.5%
Administrative Support	13.7%	14.9%	15.1%
Services	10.9%	11.2%	12.9%
Blue Collar	20.8%	23.3%	15.9%
Farming/Forestry/Fishing	0.6%	0.5%	0.1%
Construction/Extraction	6.1%	6.4%	3.9%
Installation/Maintenance/Repair	4.3%	5.6%	4.1%
Production	3.9%	4.3%	3.5%
Transportation/Material Moving	5.9%	6.6%	4.3%



2000 Workers 16+ by Means of Transportation to Work

Total	1,336	4,158	59,625
Drove Alone - Car, Truck, or Van	82.0%	81.4%	79.1%
Carpooled - Car, Truck, or Van	7.6%	9.7%	10.4%
Public Transportation	0.1%	0.1%	0.5%
Walked	1.9%	1.6%	3.6%
Other Means	1.4%	1.3%	1.8%
Worked at Home	6.9%	5.8%	4.6%

2000 Workers 16+ by Travel Time to Work

Total	1,339	4,156	59,626
Did Not Work at Home	93.1%	94.2%	95.4%
Less than 5 minutes	2.5%	2.9%	2.6%
5 to 9 minutes	5.6%	6.3%	11.3%
10 to 19 minutes	18.1%	18.3%	25.3%
20 to 24 minutes	11.8%	11.9%	9.5%
25 to 34 minutes	17.5%	18.9%	17.0%
35 to 44 minutes	10.2%	9.5%	8.4%
45 to 59 minutes	15.8%	14.9%	12.9%
60 to 89 minutes	8.4%	8.2%	6.5%
90 or more minutes	3.3%	3.3%	2.0%
Worked at Home	6.9%	5.8%	4.6%
Average Travel Time to Work (in min)	33.7	32.8	28.1

2000 Households by Vehicles Available

Total	888	2,834	40,936
None	1.5%	2.0%	4.1%
1	16.6%	19.7%	27.6%
2	51.1%	50.0%	47.6%
3	22.1%	20.4%	16.0%
4	6.3%	5.5%	3.5%
5+	2.5%	2.4%	1.2%
Average Number of Vehicles Available	2.2	2.2	1.9

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2000 Households by Type

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	886	2,846	41,162
Family Households	84.0%	81.6%	68.5%
Married-couple Family	74.8%	71.9%	58.6%
With Related Children	37.0%	36.2%	31.5%
Other Family (No Spouse)	9.1%	9.8%	9.9%
With Related Children	5.6%	6.3%	6.4%
Nonfamily Households	16.0%	18.4%	31.5%
Householder Living Alone	12.5%	14.8%	21.7%
Householder Not Living Alone	3.5%	3.6%	9.8%
Households with Related Children	42.7%	42.5%	37.9%
Households with Persons 65+	15.2%	15.6%	10.7%

2000 Households by Size

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	886	2,846	41,162
1 Person Household	12.6%	14.9%	21.6%
2 Person Household	37.2%	35.8%	34.2%
3 Person Household	19.8%	19.4%	17.1%
4 Person Household	17.6%	17.3%	16.7%
5 Person Household	8.3%	8.4%	7.2%
6 Person Household	3.0%	3.0%	2.1%
7+ Person Household	1.4%	1.2%	1.1%

2000 Households by Year Householder Moved In

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	887	2,847	41,116
Moved in 1999 to March 2000	18.5%	21.7%	33.8%
Moved in 1995 to 1998	34.7%	34.5%	35.8%
Moved in 1990 to 1994	19.3%	16.5%	13.2%
Moved in 1980 to 1989	17.7%	16.3%	11.3%
Moved in 1970 to 1979	6.4%	6.5%	3.7%
Moved in 1969 or Earlier	3.4%	4.5%	2.3%
Median Year Householder Moved In	1995	1996	1997



2000 Housing Units by Units in Structure

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	947	3,090	43,706
1, Detached	78.0%	74.1%	63.7%
1, Attached	0.4%	0.6%	1.0%
2	0.3%	0.3%	1.2%
3 or 4	0.1%	1.3%	3.0%
5 to 9	0.1%	0.9%	4.4%
10 to 19	0.0%	1.5%	5.0%
20+	1.7%	2.6%	11.0%
Mobile Home	19.2%	18.7%	10.4%
Other	0.1%	0.1%	0.2%

2000 Housing Units by Year Structure Built

	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W	I 35w N AT Fm 407 W
Total	930	2,979	43,890
1999 to March 2000	7.0%	10.0%	10.0%
1995 to 1998	18.3%	19.0%	17.8%
1990 to 1994	13.8%	11.2%	11.1%
1980 to 1989	29.9%	26.6%	28.5%
1970 to 1979	15.8%	14.7%	15.6%
1969 or Earlier	15.3%	18.5%	16.8%
Median Year Structure Built	1986	1986	1986

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



Latitude: 33.1005
Longitude: -97.2241

I 35w N AT Fm 407 W
Argyle, TX 76226
Radius: 3.0 miles

I 35w N AT Fm 407 W
Argyle, TX 76226
Radius: 5.0 miles

I 35w N AT Fm 407 W
Argyle, TX 76226
Radius: 10.0 miles

Top 3 Tapestry Segments

1.	Suburban Splendor	Suburban Splendor	Suburban Splendor
2.	Green Acres	Green Acres	Boomburbs
3.	Enterprising Professio	Midland Crowd	Up and Coming Families



2003 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 \$	\$6,146,547	\$17,002,361	\$210,441,076
Average Spent	\$6,061.68	\$5,102.75	\$4,322.77
Spending Potential Index	227	191	162
Computers & Accessories: Total \$	\$585,914	\$1,601,153	\$20,006,476
Average Spent	\$577.82	\$480.54	\$410.96
Spending Potential Index	195	162	139
Education: Total \$	\$1,942,512	\$5,172,517	\$71,789,804
Average Spent	\$1,915.69	\$1,552.38	\$1,474.67
Spending Potential Index	198	160	152
Entertainment/Recreation: Total \$	\$5,958,010	\$16,668,457	\$197,616,564
Average Spent	\$5,875.75	\$5,002.54	\$4,059.34
Spending Potential Index	199	170	138
Food at Home: Total \$	\$9,860,127	\$28,253,449	\$346,750,072
Average Spent	\$9,723.99	\$8,479.43	\$7,122.76
Spending Potential Index	216	188	158
Food Away from Home: Total \$	\$6,758,482	\$18,918,850	\$235,688,816
Average Spent	\$6,665.17	\$5,677.93	\$4,841.40
Spending Potential Index	224	191	163
Health Care: Total \$	\$5,599,173	\$16,289,777	\$187,822,295
Average Spent	\$5,521.87	\$4,888.89	\$3,858.15
Spending Potential Index	176	156	123
HH Furnishings & Equipment: Total \$	\$4,381,251	\$12,066,986	\$144,466,965
Average Spent	\$4,320.76	\$3,621.54	\$2,967.56
Spending Potential Index	211	177	145
Investments: Total \$	\$20,541,936	\$51,108,681	\$591,629,873
Average Spent	\$20,258.32	\$15,338.74	\$12,152.95
Spending Potential Index	239	181	143
Retail Goods: Total \$	\$46,779,429	\$133,554,052	\$1,608,338,609
Average Spent	\$46,133.56	\$40,082.25	\$33,037.64
Spending Potential Index	199	173	142
Shelter: Total \$	\$24,653,090	\$67,337,934	\$828,297,655
Average Spent	\$24,312.71	\$20,209.46	\$17,014.45
Spending Potential Index	191	158	133
TV/Video/Sound Equipment: Total \$	\$1,719,574	\$4,880,078	\$1,719,574
Average Spent	\$1,695.83	\$1,464.61	\$1,250.85
Spending Potential Index	178	153	131
Travel: Total \$	\$3,506,728	\$9,518,439	\$112,771,864
Average Spent	\$3,458.31	\$2,856.67	\$2,316.50
Spending Potential Index	198	164	133
Vehicle Maintenance & Repairs: Total \$	\$1,834,129	\$5,202,218	\$63,901,745
Average Spent	\$1,808.81	\$1,561.29	\$1,312.64
Spending Potential Index	183	158	133

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the Consumer Expenditure Surveys, Bureau of Labor Statistics.