

Employment Summary

The Colony, Texas

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TheRetailCoach®

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About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

Retail360 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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 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.

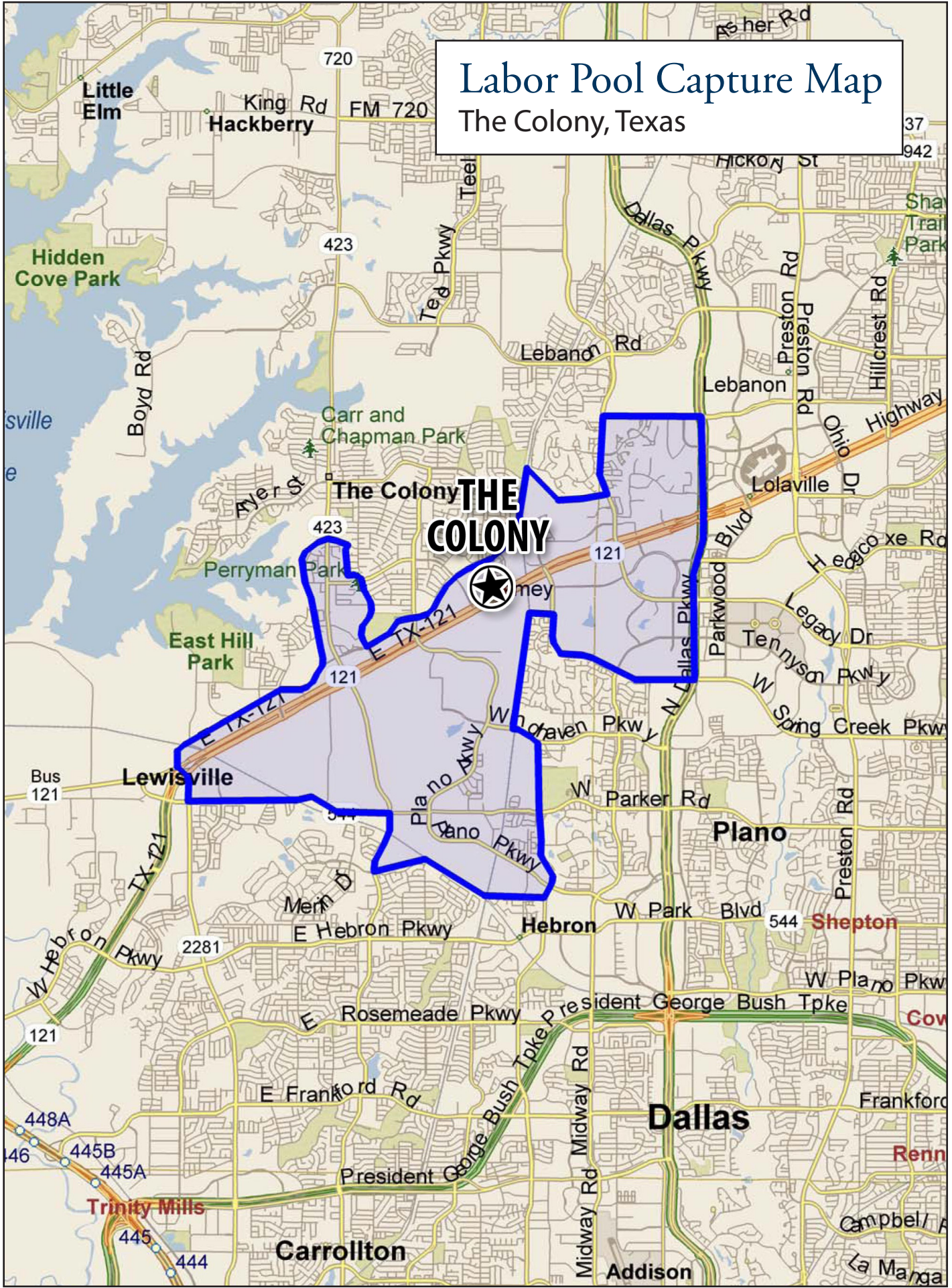
The Retail Coach — It’s not about data. It’s about your success.

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Labor Pool Capture Map

The Colony, Texas



Employment Summary

Business Description	Total Establishment	Total Employees	Employees Per Establishment
Industries (All)	693	28,012	40
Industries (Private Sector)	652	26,805	41
Industries (Government and Non-Profit)*	41	1,207	29
Agriculture (All)	9	76	8
Mining (All)	6	145	24
Construction (All)	34	259	8
Manufacturing (All)	13	2,456	189
Transportation, Communications/Public Utilities	18	613	34
Wholesale Trade (All)	30	2,309	77
Retail (All Retail)	128	10,885	85
Building Matls and Garden Supply	6	205	34
General Merchandise Stores	9	8,695	966
Food Stores	5	34	7
Auto Dealers and Gas Stations	16	335	21
Apparel and Accessory Stores	7	87	12
Home Furniture, Furnishings and Equipment	14	424	30
Eating and Drinking Places	51	953	19
Miscellaneous Retail Stores	20	152	8
Finance (All)	115	6,208	54
Bank, Savings and Lending Institutions	50	5,674	114
Security and Commodity Brokers	11	124	11
Insurance Carriers and Agencies	32	187	6
Real Estate	19	208	11
Trusts, Holdings and Other Investments	3	15	5
Service (All)	335	4,995	15
Hotel and Other Lodging	7	467	67
Personal Services	45	251	6
Business Services	84	1,905	23
Motion Picture and Amusement	10	192	19
Health Services	88	809	9
Legal Services	25	87	4
Educational Services	9	494	55
Social Services	16	394	25
Misc, Membership Orgs and Nonclassified	51	396	8
Public Administration (All)	5	66	13
CY Population	10,213		
CY Residential Pop per Business	15		
CY Households	3,754		
CY HHs per Businesses	5		

Prepared from Claritas Business-Facts which includes data from infoUSA.

* Industries (Government & Non-Profit), or the Public Sector, includes Public Administration , Museums, Educational, and Social Services. All the rest of the Industries are the Private Sector.

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
Population		
2015 Projection	13,664	
2010 Estimate	11,653	
2000 Census	5,607	
1990 Census	3,481	
Growth 2010-2015	17.26%	
Growth 2000-2010	107.83%	
Growth 1990-2000	61.07%	
2010 Est. Pop by Single Race Class	11,653	
White Alone	9,239	79.28
Black or African American Alone	839	7.20
Amer. Indian and Alaska Native Alone	61	0.52
Asian Alone	670	5.75
Native Hawaiian and Other Pac. Isl. Alone	20	0.17
Some Other Race Alone	496	4.26
Two or More Races	329	2.82
2010 Est. Pop Hisp or Latino by Origin	11,653	
Not Hispanic or Latino	10,087	86.56
Hispanic or Latino:	1,566	13.44
Mexican	1,044	66.67
Puerto Rican	93	5.94
Cuban	28	1.79
All Other Hispanic or Latino	401	25.61
2010 Est. Hisp or Latino by Single Race Class	1,566	
White Alone	963	61.49
Black or African American Alone	29	1.85
American Indian and Alaska Native Alone	2	0.13
Asian Alone	1	0.06
Native Hawaiian and Other Pacific Islander Alone	10	0.64
Some Other Race Alone	486	31.03
Two or More Races	75	4.79

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Pop. Asian Alone Race by Cat	670	
Chinese, except Taiwanese	122	18.21
Filipino	35	5.22
Japanese	15	2.24
Asian Indian	220	32.84
Korean	68	10.15
Vietnamese	129	19.25
Cambodian	27	4.03
Hmong	0	0.00
Laotian	3	0.45
Thai	8	1.19
All Other Asian Races Including 2+ Category	43	6.42
2010 Est. Population by Ancestry	11,653	
Pop, Arab	41	0.35
Pop, Czech	63	0.54
Pop, Danish	45	0.39
Pop, Dutch	103	0.88
Pop, English	937	8.04
Pop, French (except Basque)	140	1.20
Pop, French Canadian	73	0.63
Pop, German	1,600	13.73
Pop, Greek	92	0.79
Pop, Hungarian	17	0.15
Pop, Irish	914	7.84
Pop, Italian	352	3.02
Pop, Lithuanian	9	0.08
Pop, United States or American	562	4.82
Pop, Norwegian	91	0.78
Pop, Polish	173	1.48
Pop, Portuguese	19	0.16
Pop, Russian	67	0.57
Pop, Scottish	131	1.12
Pop, Scotch-Irish	154	1.32
Pop, Slovak	4	0.03
Pop, Sub-Saharan African	45	0.39
Pop, Swedish	98	0.84
Pop, Swiss	22	0.19
Pop, Ukrainian	18	0.15
Pop, Welsh	31	0.27
Pop, West Indian (exc Hisp groups)	9	0.08
Pop, Other ancestries	4,742	40.69

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Population by Ancestry		
Pop, Ancestry Unclassified	1,104	9.47
2010 Est. Pop Age 5+ by Language Spoken At Home	10,704	
Speak Only English at Home	8,576	80.12
Speak Asian/Pac. Isl. Lang. at Home	482	4.50
Speak IndoEuropean Language at Home	498	4.65
Speak Spanish at Home	1,092	10.20
Speak Other Language at Home	56	0.52
2010 Est. Population by Sex	11,653	
Male	5,700	48.91
Female	5,953	51.09
2010 Est. Population by Age	11,653	
Age 0 - 4	949	8.14
Age 5 - 9	953	8.18
Age 10 - 14	884	7.59
Age 15 - 17	542	4.65
Age 18 - 20	386	3.31
Age 21 - 24	565	4.85
Age 25 - 34	1,704	14.62
Age 35 - 44	2,086	17.90
Age 45 - 54	1,769	15.18
Age 55 - 64	1,185	10.17
Age 65 - 74	467	4.01
Age 75 - 84	138	1.18
Age 85 and over	24	0.21
Age 16 and over	8,645	74.19
Age 18 and over	8,325	71.44
Age 21 and over	7,939	68.13
Age 65 and over	629	5.40
2010 Est. Median Age	34.08	
2010 Est. Average Age	33.40	

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Male Population by Age	5,700	
Age 0 - 4	500	8.77
Age 5 - 9	471	8.26
Age 10 - 14	413	7.25
Age 15 - 17	257	4.51
Age 18 - 20	207	3.63
Age 21 - 24	276	4.84
Age 25 - 34	804	14.11
Age 35 - 44	1,024	17.96
Age 45 - 54	869	15.25
Age 55 - 64	578	10.14
Age 65 - 74	227	3.98
Age 75 - 84	63	1.11
Age 85 and over	11	0.19
2010 Est. Median Age, Male	34.02	
2010 Est. Average Age, Male	33.20	
2010 Est. Female Population by Age	5,953	
Age 0 - 4	450	7.56
Age 5 - 9	481	8.08
Age 10 - 14	472	7.93
Age 15 - 17	285	4.79
Age 18 - 20	179	3.01
Age 21 - 24	290	4.87
Age 25 - 34	900	15.12
Age 35 - 44	1,062	17.84
Age 45 - 54	900	15.12
Age 55 - 64	607	10.20
Age 65 - 74	240	4.03
Age 75 - 84	75	1.26
Age 85 and over	13	0.22
2010 Est. Median Age, Female	34.11	
2010 Est. Average Age, Female	33.60	

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 15+ by Marital Status	8,867	
Total, Never Married	2,486	28.04
Males, Never Married	1,262	14.23
Females, Never Married	1,224	13.80
Married, Spouse present	4,918	55.46
Married, Spouse absent	418	4.71
Widowed	137	1.55
Males Widowed	23	0.26
Females Widowed	115	1.30
Divorced	907	10.23
Males Divorced	368	4.15
Females Divorced	539	6.08
2010 Est. Pop. Age 25+ by Edu. Attainment	7,374	
Less than 9th grade	148	2.01
Some High School, no diploma	230	3.12
High School Graduate (or GED)	1,183	16.04
Some College, no degree	1,869	25.35
Associate Degree	651	8.83
Bachelor's Degree	2,256	30.59
Master's Degree	843	11.43
Professional School Degree	128	1.74
Doctorate Degree	65	0.88
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	861	
Less than 9th grade	113	13.12
Some High School, no diploma	87	10.10
High School Graduate (or GED)	266	30.89
Some College, no degree	220	25.55
Associate Degree	49	5.69
Bachelor's Degree	94	10.92
Graduate or Professional Degree	32	3.72

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
Households		
2015 Projection	5,085	
2010 Estimate	4,304	
2000 Census	2,040	
1990 Census	1,147	
Growth 2010-2015	18.15%	
Growth 2000-2010	110.98%	
Growth 1990-2000	77.86%	
2010 Est. Households by Household Type	4,304	
Family Households	3,211	74.61
Nonfamily Households	1,093	25.39
2010 Est. Group Quarters Population	0	
2010 HHs by Ethnicity, Hispanic/Latino	443	10.29
2010 Est. HHs by HH Income	4,304	
Income Less than \$15,000	116	2.70
Income \$15,000 - \$24,999	85	1.97
Income \$25,000 - \$34,999	187	4.34
Income \$35,000 - \$49,999	397	9.22
Income \$50,000 - \$74,999	799	18.56
Income \$75,000 - \$99,999	738	17.15
Income \$100,000 - \$124,999	570	13.24
Income \$125,000 - \$149,999	439	10.20
Income \$150,000 - \$199,999	444	10.32
Income \$200,000 - \$499,999	444	10.32
Income \$500,000 and more	87	2.02
2010 Est. Average Household Income	\$120,913	
2010 Est. Median Household Income	\$94,266	
2010 Est. Per Capita Income	\$44,658	

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Median HH Inc by Single Race Class. or Ethn		
White Alone	95,642.98	
Black or African American Alone	91,761.37	
American Indian and Alaska Native Alone	79,545.45	
Asian Alone	102,272.70	
Native Hawaiian and Other Pacific Islander Alone	162,500	
Some Other Race Alone	82,371.80	
Two or More Races	86,148.65	
Hispanic or Latino	79,741.38	
Not Hispanic or Latino	96,209.80	
2010 Est. Family HH Type, Presence Own Children	3,211	
Married-Couple Family, own children	1,383	43.07
Married-Couple Family, no own children	1,286	40.05
Male Householder, own children	93	2.90
Male Householder, no own children	75	2.34
Female Householder, own children	254	7.91
Female Householder, no own children	120	3.74
2010 Est. Households by Household Size	4,304	
1-person household	829	19.26
2-person household	1,475	34.27
3-person household	771	17.91
4-person household	790	18.36
5-person household	296	6.88
6-person household	100	2.32
7 or more person household	43	1.00
2010 Est. Average Household Size	2.71	

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Households by Presence of People	4,304	
Households with 1 or more People under Age 18:	1,821	42.31
Married-Couple Family	1,434	78.75
Other Family, Male Householder	110	6.04
Other Family, Female Householder	267	14.66
Nonfamily, Male Householder	9	0.49
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:	2,483	57.69
Married-Couple Family	1,245	50.14
Other Family, Male Householder	58	2.34
Other Family, Female Householder	107	4.31
Nonfamily, Male Householder	526	21.18
Nonfamily, Female Householder	547	22.03
2010 Est. Households by Number of Vehicles	4,304	
No Vehicles	76	1.77
1 Vehicle	1,153	26.79
2 Vehicles	2,102	48.84
3 Vehicles	721	16.75
4 Vehicles	224	5.20
5 or more Vehicles	27	0.63
2010 Est. Average Number of Vehicles	1.99	
Family Households		
2015 Projection	3,794	
2010 Estimate	3,211	
2000 Census	1,553	
1990 Census	962	
Growth 2010-2015	18.16%	
Growth 2000-2010	106.76%	
Growth 1990-2000	61.43%	
2010 Est. Families by Poverty Status	3,211	
2010 Families at or Above Poverty	3,131	97.51
2010 Families at or Above Poverty with Children	1,707	53.16
2010 Families Below Poverty	80	2.49
2010 Families Below Poverty with Children	64	1.99

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 16+ by Employment Status	8,645	
In Armed Forces	2	0.02
Civilian - Employed	6,272	72.55
Civilian - Unemployed	344	3.98
Not in Labor Force	2,027	23.45
2010 Est. Civ Employed Pop 16+ Class of Worker	6,446	
For-Profit Private Workers	5,397	83.73
Non-Profit Private Workers	247	3.83
Local Government Workers	288	4.47
State Government Workers	97	1.50
Federal Government Workers	67	1.04
Self-Emp Workers	345	5.35
Unpaid Family Workers	4	0.06
2010 Est. Civ Employed Pop 16+ by Occupation	6,446	
Architect/Engineer	103	1.60
Arts/Entertain/Sports	129	2.00
Building Grounds Maint	178	2.76
Business/Financial Ops	442	6.86
Community/Soc Svcs	64	0.99
Computer/Mathematical	431	6.69
Construction/Extraction	180	2.79
Edu/Training/Library	289	4.48
Farm/Fish/Forestry	2	0.03
Food Prep/Serving	187	2.90
Health Practitioner/Tec	315	4.89
Healthcare Support	53	0.82
Maintenance Repair	261	4.05
Legal	104	1.61
Life/Phys/Soc Science	14	0.22
Management	989	15.34
Office/Admin Support	924	14.33
Production	237	3.68
Protective Svcs	57	0.88
Sales/Related	1,113	17.27
Personal Care/Svc	197	3.06
Transportation/Moving	176	2.73

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. Pop 16+ by Occupation Classification	6,446	
Blue Collar	855	13.26
White Collar	4,917	76.28
Service and Farm	674	10.46
2010 Est. Workers Age 16+, Transp. To Work	6,393	
Drove Alone	5,281	82.61
Car Pooled	516	8.07
Public Transportation	136	2.13
Walked	29	0.45
Bicycle	1	0.02
Other Means	99	1.55
Worked at Home	331	5.18
2010 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	897	
15 - 29 Minutes	2,145	
30 - 44 Minutes	1,934	
45 - 59 Minutes	700	
60 or more Minutes	386	
2010 Est. Avg Travel Time to Work in Minutes	29.99	
2010 Est. Tenure of Occupied Housing Units	4,304	
Owner Occupied	3,163	73.49
Renter Occupied	1,141	26.51
2010 Owner Occ. HUs: Avg. Length of Residence	6.92	
2010 Renter Occ. HUs: Avg. Length of Residence	5.21	

Labor Pool Capture Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2010 Est. All Owner-Occupied Housing Values	3,163	
Value Less than \$20,000	7	0.22
Value \$20,000 - \$39,999	0	0.00
Value \$40,000 - \$59,999	7	0.22
Value \$60,000 - \$79,999	9	0.28
Value \$80,000 - \$99,999	99	3.13
Value \$100,000 - \$149,999	797	25.20
Value \$150,000 - \$199,999	859	27.16
Value \$200,000 - \$299,999	678	21.44
Value \$300,000 - \$399,999	277	8.76
Value \$400,000 - \$499,999	145	4.58
Value \$500,000 - \$749,999	178	5.63
Value \$750,000 - \$999,999	67	2.12
Value \$1,000,000 or more	40	1.26
2010 Est. Median All Owner-Occupied Housing Value	\$188,547	
2010 Est. Housing Units by Units in Structure	4,609	
1 Unit Attached	21	0.46
1 Unit Detached	3,181	69.02
2 Units	4	0.09
3 or 4 Units	19	0.41
5 to 19 Units	1,172	25.43
20 to 49 Units	115	2.50
50 or More Units	85	1.84
Mobile Home or Trailer	12	0.26
Boat, RV, Van, etc.	0	0.00
2010 Est. Housing Units by Year Structure Built	4,609	
Housing Unit Built 2000 or later	2,459	53.35
Housing Unit Built 1990 to 1999	1,086	23.56
Housing Unit Built 1980 to 1989	670	14.54
Housing Unit Built 1970 to 1979	369	8.01
Housing Unit Built 1960 to 1969	18	0.39
Housing Unit Built 1950 to 1959	6	0.13
Housing Unit Built 1940 to 1949	0	0.00
Housing Unit Built 1939 or Earlier	1	0.02
2010 Est. Median Year Structure Built **	2000	

***This row intentionally left blank. No total category data is available.**

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2009/2010, ESRI 2009/2010, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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