

# Retail Trade Area Demographics

## The Colony, Texas

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The**RetailCoach**®



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# About The Retail Coach

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

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

## The Retail Coach 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.

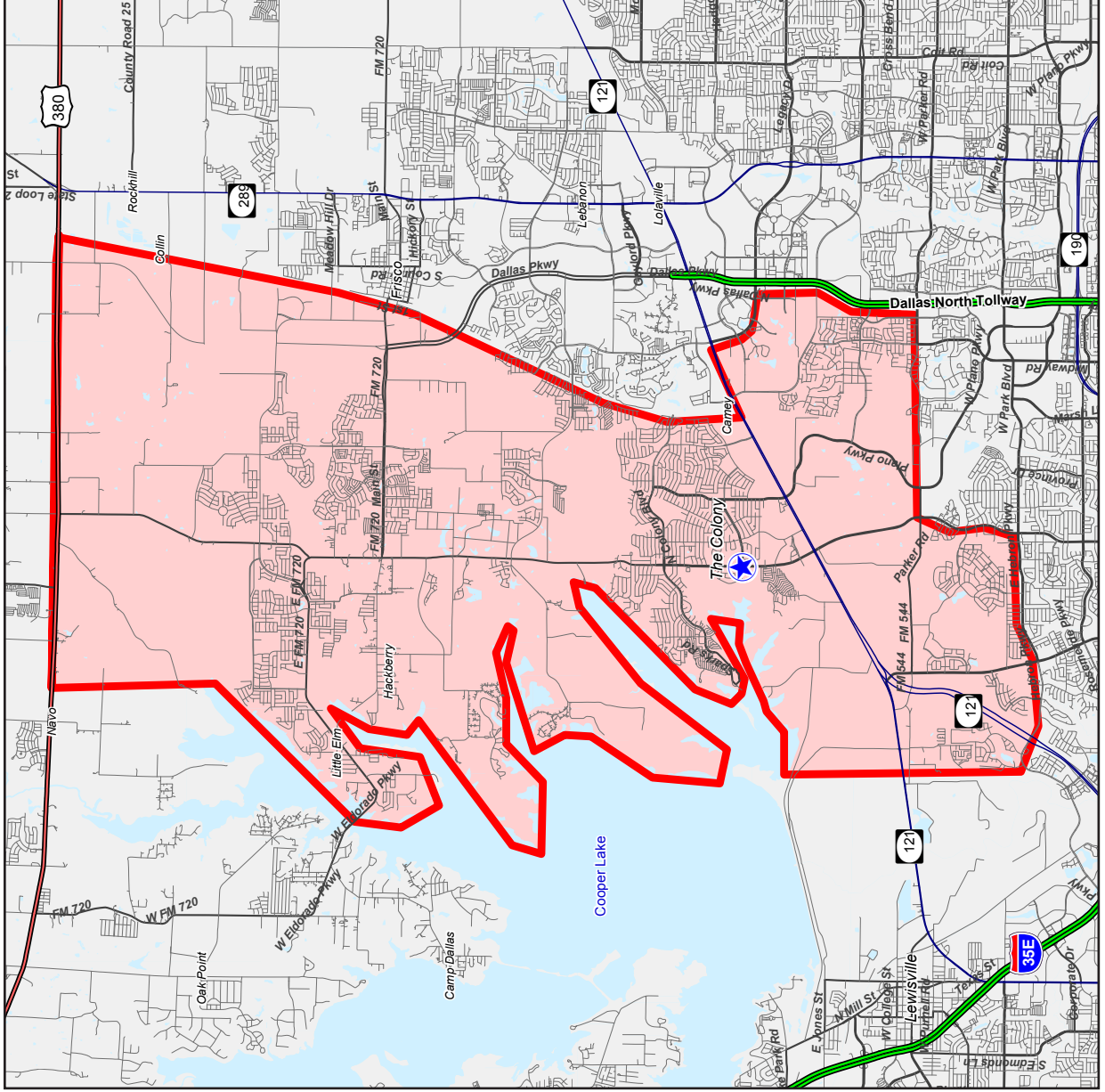
Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients they are getting the latest and best information for their retail needs — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

The Retail Coach 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.

# Retail Trade Area Map

## The Colony, Texas



# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2014 Projection	145,659	
2009 Estimate	111,197	
2000 Census	45,901	
1990 Census	28,079	
Growth 2009-2014	30.99%	
Growth 2000-2009	142.25%	
Growth 1990-2000	63.47%	
<b>2009 Est. Population by Single Race Classification</b>	<b>111,197</b>	
White Alone	84,750	76.22
Black or African American Alone	7,087	6.37
American Indian and Alaska Native Alone	776	0.70
Asian Alone	5,738	5.16
Native Hawaiian and Other Pacific Islander Alone	43	0.04
Some Other Race Alone	9,594	8.63
Two or More Races	3,209	2.89
<b>2009 Est. Population Hispanic or Latino by Origin*</b>	<b>111,197</b>	
Not Hispanic or Latino	90,444	81.34
Hispanic or Latino:	20,753	18.66
Mexican	15,344	73.94
Puerto Rican	533	2.57
Cuban	297	1.43
All Other Hispanic or Latino	4,579	22.06
<b>2009 Est. Hispanic or Latino by Single Race Class.</b>	<b>20,753</b>	
White Alone	9,745	46.96
Black or African American Alone	135	0.65
American Indian and Alaska Native Alone	89	0.43
Asian Alone	37	0.18
Native Hawaiian and Other Pacific Islander Alone	12	0.06
Some Other Race Alone	9,471	45.64
Two or More Races	1,263	6.09

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Pop. Asian Alone Race by Category*</b>	<b>5,738</b>	
Chinese, except Taiwanese	926	16.14
Filipino	590	10.28
Japanese	157	2.74
Asian Indian	1,838	32.03
Korean	684	11.92
Vietnamese	867	15.11
Cambodian	122	2.13
Hmong	0	0.00
Laotian	106	1.85
Thai	63	1.10
Other Asian	314	5.47
Two or more Asian categories	72	1.25
<b>2009 Est. Population by Ancestry</b>	<b>111,197</b>	
Pop, Arab	304	0.27
Pop, Czech	930	0.84
Pop, Danish	325	0.29
Pop, Dutch	1,361	1.22
Pop, English	8,520	7.66
Pop, French (except Basque)	1,709	1.54
Pop, French Canadian	601	0.54
Pop, German	14,292	12.85
Pop, Greek	262	0.24
Pop, Hungarian	196	0.18
Pop, Irish	8,279	7.45
Pop, Italian	3,105	2.79
Pop, Lithuanian	82	0.07
Pop, United States or American	10,321	9.28
Pop, Norwegian	850	0.76
Pop, Polish	1,689	1.52
Pop, Portuguese	113	0.10
Pop, Russian	423	0.38
Pop, Scottish	1,523	1.37
Pop, Scotch-Irish	1,794	1.61
Pop, Slovak	101	0.09
Pop, Sub-Saharan African	375	0.34
Pop, Swedish	912	0.82
Pop, Swiss	133	0.12
Pop, Ukrainian	138	0.12
Pop, Welsh	572	0.51
Pop, West Indian (exc Hisp groups)	128	0.12

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Population by Ancestry</b>		
Pop, Other ancestries	28,762	25.87
Pop, Ancestry Unclassified	23,399	21.04
<b>2009 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>100,559</b>	
Speak Only English at Home	83,913	83.45
Speak Asian/Pacific Islander Language at Home	2,767	2.75
Speak IndoEuropean Language at Home	1,793	1.78
Speak Spanish at Home	11,684	11.62
Speak Other Language at Home	402	0.40
<b>2009 Est. Population by Sex</b>	<b>111,197</b>	
Male	56,016	50.38
Female	55,181	49.62
Male/Female Ratio	1.02	
<b>2009 Est. Population by Age</b>	<b>111,197</b>	
Age 0 - 4	10,638	9.57
Age 5 - 9	9,899	8.90
Age 10 - 14	9,094	8.18
Age 15 - 17	5,510	4.96
Age 18 - 20	3,541	3.18
Age 21 - 24	5,207	4.68
Age 25 - 34	16,608	14.94
Age 35 - 44	20,052	18.03
Age 45 - 49	8,610	7.74
Age 50 - 54	7,139	6.42
Age 55 - 59	5,470	4.92
Age 60 - 64	3,978	3.58
Age 65 - 74	3,794	3.41
Age 75 - 84	1,276	1.15
Age 85 and over	382	0.34
Age 16 and over	79,631	71.61
Age 18 and over	76,057	68.40
Age 21 and over	72,515	65.21
Age 65 and over	5,451	4.90
<b>2009 Est. Median Age</b>	<b>32.05</b>	
<b>2009 Est. Average Age</b>	<b>31.84</b>	

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Male Population by Age</b>	<b>56,016</b>	
Age 0 - 4	5,444	9.72
Age 5 - 9	5,117	9.13
Age 10 - 14	4,664	8.33
Age 15 - 17	2,814	5.02
Age 18 - 20	1,893	3.38
Age 21 - 24	2,650	4.73
Age 25 - 34	8,026	14.33
Age 35 - 44	10,246	18.29
Age 45 - 49	4,364	7.79
Age 50 - 54	3,613	6.45
Age 55 - 59	2,692	4.81
Age 60 - 64	1,949	3.48
Age 65 - 74	1,872	3.34
Age 75 - 84	534	0.95
Age 85 and over	138	0.25
<b>2009 Est. Median Age, Male</b>	<b>31.76</b>	
<b>2009 Est. Average Age, Male</b>	<b>31.49</b>	
<b>2009 Est. Female Population by Age</b>	<b>55,181</b>	
Age 0 - 4	5,193	9.41
Age 5 - 9	4,782	8.67
Age 10 - 14	4,431	8.03
Age 15 - 17	2,696	4.89
Age 18 - 20	1,649	2.99
Age 21 - 24	2,557	4.63
Age 25 - 34	8,582	15.55
Age 35 - 44	9,806	17.77
Age 45 - 49	4,246	7.69
Age 50 - 54	3,526	6.39
Age 55 - 59	2,778	5.03
Age 60 - 64	2,030	3.68
Age 65 - 74	1,921	3.48
Age 75 - 84	741	1.34
Age 85 and over	243	0.44
<b>2009 Est. Median Age, Female</b>	<b>32.32</b>	
<b>2009 Est. Average Age, Female</b>	<b>32.20</b>	

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Population Age 15+ by Marital Status*</b>	<b>81,566</b>	
Total, Never Married	15,321	18.78
Married, Spouse present	54,033	66.24
Married, Spouse absent	2,689	3.30
Widowed	2,297	2.82
Divorced	7,227	8.86
Males, Never Married	8,637	10.59
Previously Married	3,840	4.71
Females, Never Married	6,684	8.19
Previously Married	5,684	6.97
<b>2009 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>67,308</b>	
Less than 9th grade	2,763	4.11
Some High School, no diploma	5,117	7.60
High School Graduate (or GED)	13,196	19.61
Some College, no degree	18,520	27.52
Associate Degree	4,861	7.22
Bachelor's Degree	17,147	25.48
Master's Degree	4,217	6.27
Professional School Degree	960	1.43
Doctorate Degree	529	0.79
<b>Households</b>		
2014 Projection	49,025	
2009 Estimate	37,364	
2000 Census	15,217	
1990 Census	8,885	
Growth 2009-2014	31.21%	
Growth 2000-2009	145.54%	
Growth 1990-2000	71.27%	
<b>2009 Est. Households by Household Type</b>	<b>37,364</b>	
Family Households	29,930	80.10
Nonfamily Households	7,434	19.90
<b>2009 Est. Group Quarters Population</b>	<b>197</b>	
<b>2009 Households by Ethnicity, Hispanic/Latino</b>	<b>4,985</b>	<b>13.34</b>

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Households by Household Income</b>	<b>37,364</b>	
Income Less than \$15,000	1,455	3.89
Income \$15,000 - \$24,999	1,027	2.75
Income \$25,000 - \$34,999	1,945	5.21
Income \$35,000 - \$49,999	3,980	10.65
Income \$50,000 - \$74,999	7,218	19.32
Income \$75,000 - \$99,999	6,489	17.37
Income \$100,000 - \$149,999	8,943	23.93
Income \$150,000 - \$249,999	4,726	12.65
Income \$250,000 - \$499,999	1,191	3.19
Income \$500,000 and more	390	1.04
<b>2009 Est. Average Household Income</b>	<b>105,262.70</b>	
<b>2009 Est. Median Household Income</b>	<b>86,777.73</b>	
<b>2009 Est. Per Capita Income</b>	<b>35,390.89</b>	
<b>2009 Est. Household Type, Presence Own Children*</b>	<b>37,364</b>	
Single Male Householder	2,947	7.89
Single Female Householder	2,509	6.72
Married-Couple Family, own children	14,987	40.11
Married-Couple Family, no own children	10,441	27.94
Male Householder, own children	880	2.36
Male Householder, no own children	628	1.68
Female Householder, own children	2,045	5.47
Female Householder, no own children	948	2.54
Nonfamily, Male Householder	1,228	3.29
Nonfamily, Female Householder	751	2.01
<b>2009 Est. Households by Household Size*</b>	<b>37,364</b>	
1-person household	5,456	14.60
2-person household	11,348	30.37
3-person household	7,813	20.91
4-person household	7,485	20.03
5-person household	3,406	9.12
6-person household	1,164	3.12
7 or more person household	693	1.85
<b>2009 Est. Average Household Size</b>	<b>2.97</b>	

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Households by Presence of People*</b>	<b>37,364</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	15,522	41.54
Other Family, Male Householder	1,008	2.70
Other Family, Female Householder	2,275	6.09
Nonfamily, Male Householder	130	0.35
Nonfamily, Female Householder	43	0.12
<b>Households no People under Age 18:</b>		
Married-Couple Family	9,907	26.51
Other Family, Male Householder	500	1.34
Other Family, Female Householder	718	1.92
Nonfamily, Male Householder	4,044	10.82
Nonfamily, Female Householder	3,217	8.61
<b>2009 Est. Households by Number of Vehicles*</b>	<b>37,364</b>	
No Vehicles	785	2.10
1 Vehicle	7,683	20.56
2 Vehicles	21,687	58.04
3 Vehicles	5,336	14.28
4 Vehicles	1,504	4.03
5 or more Vehicles	370	0.99
<b>2009 Est. Average Number of Vehicles*</b>	<b>2.02</b>	
<b>Family Households</b>		
2014 Projection	39,132	
2009 Estimate	29,930	
2000 Census	12,379	
1990 Census	7,498	
Growth 2009-2014	30.75%	
Growth 2000-2009	141.78%	
Growth 1990-2000	65.10%	

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Family Households by Household Income</b>	<b>29,930</b>	
Income Less than \$15,000	770	2.57
Income \$15,000 - \$24,999	613	2.05
Income \$25,000 - \$34,999	1,163	3.89
Income \$35,000 - \$49,999	2,403	8.03
Income \$50,000 - \$74,999	5,352	17.88
Income \$75,000 - \$99,999	5,839	19.51
Income \$100,000 - \$149,999	7,728	25.82
Income \$150,000 - \$249,999	4,554	15.22
Income \$250,000 - \$499,999	1,140	3.81
Income \$500,000 and more	368	1.23
<b>2009 Est. Average Family Household Income</b>	<b>114,937.10</b>	
<b>2009 Est. Median Family Household Income</b>	<b>94,967.89</b>	
<b>2009 Est. Families by Poverty Status*</b>	<b>29,930</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	15,086	50.40
Married-Couple Family, no own children	9,886	33.03
Male Householder, own children	902	3.01
Male Householder, no own children	390	1.30
Female Householder, own children	1,791	5.98
Female Householder, no own children	661	2.21
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	360	1.20
Married-Couple Family, no own children	96	0.32
Male Householder, own children	187	0.62
Male Householder, no own children	29	0.10
Female Householder, own children	470	1.57
Female Householder, no own children	70	0.23
<b>2009 Est. Pop Age 16+ by Employment Status*</b>	<b>79,631</b>	
In Armed Forces	18	0.02
Civilian - Employed	59,888	75.21
Civilian - Unemployed	2,055	2.58
Not in Labor Force	17,669	22.19

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>59,888</b>	
For-Profit Private Workers	49,664	82.93
Non-Profit Private Workers	2,249	3.76
Local Government Workers	2,721	4.54
State Government Workers	1,217	2.03
Federal Government Workers	761	1.27
Self-Emp Workers	3,043	5.08
Unpaid Family Workers	233	0.39
<b>2009 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>59,888</b>	
Management, Business, and Financial Operations	12,094	20.19
Professional and Related Occupations	12,493	20.86
Service	5,764	9.62
Sales and Office	18,097	30.22
Farming, Fishing, and Forestry	109	0.18
Construction, Extraction and Maintenance	5,485	9.16
Production, Transportation and Material Moving	5,845	9.76
<b>2009 Est. Pop 16+ by Occupation Classification*</b>	<b>59,888</b>	
Blue Collar	11,330	18.92
White Collar	42,619	71.16
Service and Farm	5,939	9.92
<b>2009 Est. Workers Age 16+, Transportation To Work*</b>	<b>58,806</b>	
Drove Alone	48,682	82.78
Car Pooled	6,577	11.18
Public Transportation	254	0.43
Walked	387	0.66
Motorcycle	3	0.01
Bicycle	0	0.00
Other Means	367	0.62
Worked at Home	2,536	4.31
<b>2009 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>56,270</b>	
Less than 15 Minutes	7,706	13.69
15 - 29 Minutes	16,123	28.65
30 - 44 Minutes	18,009	32.00
45 - 59 Minutes	8,745	15.54
60 or more Minutes	5,687	10.11
<b>2009 Est. Average Travel Time to Work in Minutes*</b>	<b>35.05</b>	

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Tenure of Occupied Housing Units</b>	<b>37,364</b>	
Owner Occupied	30,091	80.53
Renter Occupied	7,273	19.47
<b>2009 Occ Housing Units, Avg Length of Residence</b>	<b>4.15</b>	
<b>2009 Est. All Owner-Occupied Housing Values</b>	<b>30,091</b>	
Value Less than \$20,000	401	1.33
Value \$20,000 - \$39,999	693	2.30
Value \$40,000 - \$59,999	972	3.23
Value \$60,000 - \$79,999	1,117	3.71
Value \$80,000 - \$99,999	1,794	5.96
Value \$100,000 - \$149,999	8,173	27.16
Value \$150,000 - \$199,999	5,455	18.13
Value \$200,000 - \$299,999	6,591	21.90
Value \$300,000 - \$399,999	2,740	9.11
Value \$400,000 - \$499,999	1,194	3.97
Value \$500,000 - \$749,999	618	2.05
Value \$750,000 - \$999,999	201	0.67
Value \$1,000,000 or more	142	0.47
<b>2009 Est. Median All Owner-Occupied Housing Value</b>	<b>167,375.40</b>	
<b>2009 Est. Housing Units by Units in Structure*</b>	<b>38,640</b>	
1 Unit Attached	586	1.52
1 Unit Detached	28,879	74.74
2 Units	74	0.19
3 to 19 Units	2,211	5.72
20 to 49 Units	229	0.59
50 or More Units	851	2.20
Mobile Home or Trailer	5,751	14.88
Boat, RV, Van, etc.	59	0.15

# Retail Trade Area Demographics

## The Colony, Texas

DESCRIPTION	DATA	%
<b>2009 Est. Housing Units by Year Structure Built</b>	<b>38,640</b>	
Housing Units Built 1999 to 2009	25,243	65.33
Housing Unit Built 1995 to 1998	3,304	8.55
Housing Unit Built 1990 to 1994	1,423	3.68
Housing Unit Built 1980 to 1989	4,338	11.23
Housing Unit Built 1970 to 1979	3,811	9.86
Housing Unit Built 1960 to 1969	299	0.77
Housing Unit Built 1950 to 1959	154	0.40
Housing Unit Built 1940 to 1949	49	0.13
Housing Unit Built 1939 or Earlier	19	0.05
<b>2009 Est. Median Year Structure Built **</b>	<b>2,001.35</b>	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

\*\*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 2008/2009, ESRI 2008/2009, 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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