

Community Demographics

The Colony, Texas

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TheRetailCoach®



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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.

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|---|---------------|-------|
| Population | | |
| 2014 Projection | 51,039 | |
| 2009 Estimate | 42,314 | |
| 2000 Census | 26,531 | |
| 1990 Census | 22,178 | |
| Growth 2009-2014 | 20.62% | |
| Growth 2000-2009 | 59.49% | |
| Growth 1990-2000 | 19.63% | |
| 2009 Est. Population by Single Race Classification | 42,314 | |
| White Alone | 33,864 | 80.03 |
| Black or African American Alone | 2,949 | 6.97 |
| American Indian and Alaska Native Alone | 370 | 0.87 |
| Asian Alone | 832 | 1.97 |
| Native Hawaiian and Other Pacific Islander Alone | 24 | 0.06 |
| Some Other Race Alone | 2,943 | 6.96 |
| Two or More Races | 1,332 | 3.15 |
| 2009 Est. Population Hispanic or Latino by Origin* | 42,314 | |
| Not Hispanic or Latino | 34,450 | 81.42 |
| Hispanic or Latino: | 7,864 | 18.58 |
| Mexican | 5,313 | 67.56 |
| Puerto Rican | 248 | 3.15 |
| Cuban | 143 | 1.82 |
| All Other Hispanic or Latino | 2,160 | 27.47 |
| 2009 Est. Hispanic or Latino by Single Race Class. | 7,864 | |
| White Alone | 4,333 | 55.10 |
| Black or African American Alone | 27 | 0.34 |
| American Indian and Alaska Native Alone | 29 | 0.37 |
| Asian Alone | 8 | 0.10 |
| Native Hawaiian and Other Pacific Islander Alone | 11 | 0.14 |
| Some Other Race Alone | 2,912 | 37.03 |
| Two or More Races | 544 | 6.92 |

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| DESCRIPTION | DATA | % |
|---|---------------|-------|
| 2009 Est. Pop. Asian Alone Race by Category* | 832 | |
| Chinese, except Taiwanese | 115 | 13.82 |
| Filipino | 123 | 14.78 |
| Japanese | 37 | 4.45 |
| Asian Indian | 147 | 17.67 |
| Korean | 98 | 11.78 |
| Vietnamese | 211 | 25.36 |
| Cambodian | 21 | 2.52 |
| Hmong | 0 | 0.00 |
| Laotian | 5 | 0.60 |
| Thai | 21 | 2.52 |
| Other Asian | 39 | 4.69 |
| Two or more Asian categories | 15 | 1.80 |
| 2009 Est. Population by Ancestry | 42,314 | |
| Pop, Arab | 179 | 0.42 |
| Pop, Czech | 254 | 0.60 |
| Pop, Danish | 171 | 0.40 |
| Pop, Dutch | 457 | 1.08 |
| Pop, English | 3,141 | 7.42 |
| Pop, French (except Basque) | 629 | 1.49 |
| Pop, French Canadian | 214 | 0.51 |
| Pop, German | 5,912 | 13.97 |
| Pop, Greek | 122 | 0.29 |
| Pop, Hungarian | 38 | 0.09 |
| Pop, Irish | 3,006 | 7.10 |
| Pop, Italian | 1,052 | 2.49 |
| Pop, Lithuanian | 22 | 0.05 |
| Pop, United States or American | 3,516 | 8.31 |
| Pop, Norwegian | 267 | 0.63 |
| Pop, Polish | 497 | 1.17 |
| Pop, Portuguese | 36 | 0.09 |
| Pop, Russian | 173 | 0.41 |
| Pop, Scottish | 475 | 1.12 |
| Pop, Scotch-Irish | 631 | 1.49 |
| Pop, Slovak | 44 | 0.10 |
| Pop, Sub-Saharan African | 149 | 0.35 |
| Pop, Swedish | 244 | 0.58 |
| Pop, Swiss | 31 | 0.07 |
| Pop, Ukrainian | 107 | 0.25 |
| Pop, Welsh | 297 | 0.70 |
| Pop, West Indian (exc Hisp groups) | 58 | 0.14 |

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| DESCRIPTION | DATA | % |
|--|---------------|-------|
| 2009 Est. Population by Ancestry | | |
| Pop, Other ancestries | 11,179 | 26.42 |
| Pop, Ancestry Unclassified | 9,413 | 22.25 |
| 2009 Est. Pop Age 5+ by Language Spoken At Home | 38,802 | |
| Speak Only English at Home | 33,755 | 86.99 |
| Speak Asian/Pacific Islander Language at Home | 703 | 1.81 |
| Speak IndoEuropean Language at Home | 463 | 1.19 |
| Speak Spanish at Home | 3,673 | 9.47 |
| Speak Other Language at Home | 208 | 0.54 |
| 2009 Est. Population by Sex | 42,314 | |
| Male | 21,072 | 49.80 |
| Female | 21,242 | 50.20 |
| Male/Female Ratio | 0.99 | |
| 2009 Est. Population by Age | 42,314 | |
| Age 0 - 4 | 3,512 | 8.30 |
| Age 5 - 9 | 3,620 | 8.56 |
| Age 10 - 14 | 3,583 | 8.47 |
| Age 15 - 17 | 2,340 | 5.53 |
| Age 18 - 20 | 1,667 | 3.94 |
| Age 21 - 24 | 2,291 | 5.41 |
| Age 25 - 34 | 6,017 | 14.22 |
| Age 35 - 44 | 7,413 | 17.52 |
| Age 45 - 49 | 3,478 | 8.22 |
| Age 50 - 54 | 2,911 | 6.88 |
| Age 55 - 59 | 2,227 | 5.26 |
| Age 60 - 64 | 1,504 | 3.55 |
| Age 65 - 74 | 1,289 | 3.05 |
| Age 75 - 84 | 370 | 0.87 |
| Age 85 and over | 92 | 0.22 |
| Age 16 and over | 30,741 | 72.65 |
| Age 18 and over | 29,259 | 69.15 |
| Age 21 and over | 27,592 | 65.21 |
| Age 65 and over | 1,751 | 4.14 |
| 2009 Est. Median Age | 31.89 | |
| 2009 Est. Average Age | 31.86 | |

Community Demographics

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| DESCRIPTION | DATA | % |
|---|---------------|-------|
| 2009 Est. Male Population by Age | 21,072 | |
| Age 0 - 4 | 1,822 | 8.65 |
| Age 5 - 9 | 1,818 | 8.63 |
| Age 10 - 14 | 1,746 | 8.29 |
| Age 15 - 17 | 1,167 | 5.54 |
| Age 18 - 20 | 942 | 4.47 |
| Age 21 - 24 | 1,153 | 5.47 |
| Age 25 - 34 | 3,007 | 14.27 |
| Age 35 - 44 | 3,634 | 17.25 |
| Age 45 - 49 | 1,734 | 8.23 |
| Age 50 - 54 | 1,431 | 6.79 |
| Age 55 - 59 | 1,072 | 5.09 |
| Age 60 - 64 | 736 | 3.49 |
| Age 65 - 74 | 627 | 2.98 |
| Age 75 - 84 | 147 | 0.70 |
| Age 85 and over | 36 | 0.17 |
| 2009 Est. Median Age, Male | 31.28 | |
| 2009 Est. Average Age, Male | 31.48 | |
| 2009 Est. Female Population by Age | 21,242 | |
| Age 0 - 4 | 1,690 | 7.96 |
| Age 5 - 9 | 1,802 | 8.48 |
| Age 10 - 14 | 1,837 | 8.65 |
| Age 15 - 17 | 1,173 | 5.52 |
| Age 18 - 20 | 725 | 3.41 |
| Age 21 - 24 | 1,138 | 5.36 |
| Age 25 - 34 | 3,010 | 14.17 |
| Age 35 - 44 | 3,779 | 17.79 |
| Age 45 - 49 | 1,744 | 8.21 |
| Age 50 - 54 | 1,480 | 6.97 |
| Age 55 - 59 | 1,155 | 5.44 |
| Age 60 - 64 | 768 | 3.62 |
| Age 65 - 74 | 662 | 3.12 |
| Age 75 - 84 | 223 | 1.05 |
| Age 85 and over | 56 | 0.26 |
| 2009 Est. Median Age, Female | 32.49 | |
| 2009 Est. Average Age, Female | 32.24 | |

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|--|---------------|--------------|
| 2009 Est. Population Age 15+ by Marital Status* | 31,599 | |
| Total, Never Married | 6,696 | 21.19 |
| Married, Spouse present | 20,737 | 65.63 |
| Married, Spouse absent | 671 | 2.12 |
| Widowed | 613 | 1.94 |
| Divorced | 2,882 | 9.12 |
| Males, Never Married | 3,568 | 11.29 |
| Previously Married | 1,335 | 4.22 |
| Females, Never Married | 3,128 | 9.90 |
| Previously Married | 2,160 | 6.84 |
| 2009 Est. Pop. Age 25+ by Educational Attainment* | 25,301 | |
| Less than 9th grade | 584 | 2.31 |
| Some High School, no diploma | 1,805 | 7.13 |
| High School Graduate (or GED) | 6,254 | 24.72 |
| Some College, no degree | 8,241 | 32.57 |
| Associate Degree | 2,340 | 9.25 |
| Bachelor's Degree | 4,846 | 19.15 |
| Master's Degree | 943 | 3.73 |
| Professional School Degree | 141 | 0.56 |
| Doctorate Degree | 147 | 0.58 |
| Households | | |
| 2014 Projection | 16,401 | |
| 2009 Estimate | 13,536 | |
| 2000 Census | 8,462 | |
| 1990 Census | 6,794 | |
| Growth 2009-2014 | 21.17% | |
| Growth 2000-2009 | 59.96% | |
| Growth 1990-2000 | 24.55% | |
| 2009 Est. Households by Household Type | 13,536 | |
| Family Households | 11,329 | 83.70 |
| Nonfamily Households | 2,207 | 16.30 |
| 2009 Est. Group Quarters Population | 0 | |
| 2009 Households by Ethnicity, Hispanic/Latino | 1,880 | 13.89 |

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|---|------------------|-------|
| 2009 Est. Households by Household Income | 13,536 | |
| Income Less than \$15,000 | 295 | 2.18 |
| Income \$15,000 - \$24,999 | 279 | 2.06 |
| Income \$25,000 - \$34,999 | 635 | 4.69 |
| Income \$35,000 - \$49,999 | 1,627 | 12.02 |
| Income \$50,000 - \$74,999 | 3,228 | 23.85 |
| Income \$75,000 - \$99,999 | 2,977 | 21.99 |
| Income \$100,000 - \$149,999 | 3,307 | 24.43 |
| Income \$150,000 - \$249,999 | 1,052 | 7.77 |
| Income \$250,000 - \$499,999 | 101 | 0.75 |
| Income \$500,000 and more | 35 | 0.26 |
| 2009 Est. Average Household Income | 89,884.20 | |
| 2009 Est. Median Household Income | 80,914.20 | |
| 2009 Est. Per Capita Income | 28,753.43 | |
| 2009 Est. Household Type, Presence Own Children* | 13,536 | |
| Single Male Householder | 787 | 5.81 |
| Single Female Householder | 803 | 5.93 |
| Married-Couple Family, own children | 5,923 | 43.76 |
| Married-Couple Family, no own children | 3,416 | 25.24 |
| Male Householder, own children | 370 | 2.73 |
| Male Householder, no own children | 213 | 1.57 |
| Female Householder, own children | 971 | 7.17 |
| Female Householder, no own children | 436 | 3.22 |
| Nonfamily, Male Householder | 341 | 2.52 |
| Nonfamily, Female Householder | 276 | 2.04 |
| 2009 Est. Households by Household Size* | 13,536 | |
| 1-person household | 1,590 | 11.75 |
| 2-person household | 3,653 | 26.99 |
| 3-person household | 3,013 | 22.26 |
| 4-person household | 3,147 | 23.25 |
| 5-person household | 1,401 | 10.35 |
| 6-person household | 490 | 3.62 |
| 7 or more person household | 242 | 1.79 |
| 2009 Est. Average Household Size | 3.13 | |

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|---|---------------|-------|
| 2009 Est. Households by Presence of People* | 13,536 | |
| Households with 1 or more People under Age 18: | | |
| Married-Couple Family | 6,163 | 45.53 |
| Other Family, Male Householder | 401 | 2.96 |
| Other Family, Female Householder | 1,068 | 7.89 |
| Nonfamily, Male Householder | 41 | 0.30 |
| Nonfamily, Female Householder | 17 | 0.13 |
| Households no People under Age 18: | | |
| Married-Couple Family | 3,176 | 23.46 |
| Other Family, Male Householder | 182 | 1.34 |
| Other Family, Female Householder | 339 | 2.50 |
| Nonfamily, Male Householder | 1,087 | 8.03 |
| Nonfamily, Female Householder | 1,062 | 7.85 |
| 2009 Est. Households by Number of Vehicles* | 13,536 | |
| No Vehicles | 295 | 2.18 |
| 1 Vehicle | 2,657 | 19.63 |
| 2 Vehicles | 7,365 | 54.41 |
| 3 Vehicles | 2,410 | 17.80 |
| 4 Vehicles | 713 | 5.27 |
| 5 or more Vehicles | 96 | 0.71 |
| 2009 Est. Average Number of Vehicles* | 2.07 | |
| Family Households | | |
| 2014 Projection | 13,704 | |
| 2009 Estimate | 11,329 | |
| 2000 Census | 7,138 | |
| 1990 Census | 5,906 | |
| Growth 2009-2014 | 20.96% | |
| Growth 2000-2009 | 58.71% | |
| Growth 1990-2000 | 20.86% | |

Community Demographics

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| DESCRIPTION | DATA | % |
|--|------------------|-------|
| 2009 Est. Family Households by Household Income | 11,329 | |
| Income Less than \$15,000 | 126 | 1.11 |
| Income \$15,000 - \$24,999 | 181 | 1.60 |
| Income \$25,000 - \$34,999 | 405 | 3.57 |
| Income \$35,000 - \$49,999 | 1,027 | 9.07 |
| Income \$50,000 - \$74,999 | 2,634 | 23.25 |
| Income \$75,000 - \$99,999 | 2,808 | 24.79 |
| Income \$100,000 - \$149,999 | 2,992 | 26.41 |
| Income \$150,000 - \$249,999 | 1,044 | 9.22 |
| Income \$250,000 - \$499,999 | 83 | 0.73 |
| Income \$500,000 and more | 29 | 0.26 |
| 2009 Est. Average Family Household Income | 95,225.97 | |
| 2009 Est. Median Family Household Income | 86,498.76 | |
| 2009 Est. Families by Poverty Status* | 11,329 | |
| Income At or Above Poverty Level: | | |
| Married-Couple Family, own children | 6,168 | 54.44 |
| Married-Couple Family, no own children | 3,113 | 27.48 |
| Male Householder, own children | 387 | 3.42 |
| Male Householder, no own children | 172 | 1.52 |
| Female Householder, own children | 904 | 7.98 |
| Female Householder, no own children | 373 | 3.29 |
| Income Below Poverty Level: | | |
| Married-Couple Family, own children | 45 | 0.40 |
| Married-Couple Family, no own children | 13 | 0.11 |
| Male Householder, own children | 20 | 0.18 |
| Male Householder, no own children | 4 | 0.04 |
| Female Householder, own children | 124 | 1.09 |
| Female Householder, no own children | 6 | 0.05 |
| 2009 Est. Pop Age 16+ by Employment Status* | 30,741 | |
| In Armed Forces | 0 | 0.00 |
| Civilian - Employed | 23,649 | 76.93 |
| Civilian - Unemployed | 718 | 2.34 |
| Not in Labor Force | 6,374 | 20.73 |

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|---|---------------|-------|
| 2009 Est. Civ Employed Pop 16+ Class of Worker* | 23,649 | |
| For-Profit Private Workers | 19,923 | 84.24 |
| Non-Profit Private Workers | 840 | 3.55 |
| Local Government Workers | 1,139 | 4.82 |
| State Government Workers | 419 | 1.77 |
| Federal Government Workers | 254 | 1.07 |
| Self-Emp Workers | 1,057 | 4.47 |
| Unpaid Family Workers | 17 | 0.07 |
| 2009 Est. Civ Employed Pop 16+ by Occupation* | 23,649 | |
| Management, Business, and Financial Operations | 4,112 | 17.39 |
| Professional and Related Occupations | 4,733 | 20.01 |
| Service | 2,221 | 9.39 |
| Sales and Office | 8,078 | 34.16 |
| Farming, Fishing, and Forestry | 11 | 0.05 |
| Construction, Extraction and Maintenance | 2,313 | 9.78 |
| Production, Transportation and Material Moving | 2,181 | 9.22 |
| 2009 Est. Pop 16+ by Occupation Classification* | 23,649 | |
| Blue Collar | 4,494 | 19.00 |
| White Collar | 16,914 | 71.52 |
| Service and Farm | 2,241 | 9.48 |
| 2009 Est. Workers Age 16+, Transportation To Work* | 23,370 | |
| Drove Alone | 20,009 | 85.62 |
| Car Pooled | 2,340 | 10.01 |
| Public Transportation | 69 | 0.30 |
| Walked | 42 | 0.18 |
| Motorcycle | 0 | 0.00 |
| Bicycle | 0 | 0.00 |
| Other Means | 143 | 0.61 |
| Worked at Home | 767 | 3.28 |
| 2009 Est. Workers Age 16+ by Travel Time to Work* | 22,603 | |
| Less than 15 Minutes | 3,117 | 13.79 |
| 15 - 29 Minutes | 6,110 | 27.03 |
| 30 - 44 Minutes | 7,831 | 34.65 |
| 45 - 59 Minutes | 3,631 | 16.06 |
| 60 or more Minutes | 1,914 | 8.47 |
| 2009 Est. Average Travel Time to Work in Minutes* | 34.75 | |

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|--|-------------------|-------|
| 2009 Est. Tenure of Occupied Housing Units | 13,536 | |
| Owner Occupied | 11,139 | 82.29 |
| Renter Occupied | 2,397 | 17.71 |
| 2009 Occ Housing Units, Avg Length of Residence | 5.74 | |
| 2009 Est. All Owner-Occupied Housing Values | 11,139 | |
| Value Less than \$20,000 | 11 | 0.10 |
| Value \$20,000 - \$39,999 | 2 | 0.02 |
| Value \$40,000 - \$59,999 | 76 | 0.68 |
| Value \$60,000 - \$79,999 | 308 | 2.77 |
| Value \$80,000 - \$99,999 | 1,023 | 9.18 |
| Value \$100,000 - \$149,999 | 5,640 | 50.63 |
| Value \$150,000 - \$199,999 | 2,553 | 22.92 |
| Value \$200,000 - \$299,999 | 1,242 | 11.15 |
| Value \$300,000 - \$399,999 | 243 | 2.18 |
| Value \$400,000 - \$499,999 | 28 | 0.25 |
| Value \$500,000 - \$749,999 | 2 | 0.02 |
| Value \$750,000 - \$999,999 | 0 | 0.00 |
| Value \$1,000,000 or more | 11 | 0.10 |
| 2009 Est. Median All Owner-Occupied Housing Value | 136,784.30 | |
| 2009 Est. Housing Units by Units in Structure* | 13,808 | |
| 1 Unit Attached | 535 | 3.87 |
| 1 Unit Detached | 12,724 | 92.15 |
| 2 Units | 50 | 0.36 |
| 3 to 19 Units | 343 | 2.48 |
| 20 to 49 Units | 42 | 0.30 |
| 50 or More Units | 59 | 0.43 |
| Mobile Home or Trailer | 55 | 0.40 |
| Boat, RV, Van, etc. | 0 | 0.00 |

Community Demographics

The Colony, Texas

| DESCRIPTION | DATA | % |
|--|-----------------|-------|
| 2009 Est. Housing Units by Year Structure Built | 13,808 | |
| Housing Units Built 1999 to 2009 | 5,601 | 40.56 |
| Housing Unit Built 1995 to 1998 | 907 | 6.57 |
| Housing Unit Built 1990 to 1994 | 478 | 3.46 |
| Housing Unit Built 1980 to 1989 | 3,217 | 23.30 |
| Housing Unit Built 1970 to 1979 | 3,429 | 24.83 |
| Housing Unit Built 1960 to 1969 | 113 | 0.82 |
| Housing Unit Built 1950 to 1959 | 55 | 0.40 |
| Housing Unit Built 1940 to 1949 | 8 | 0.06 |
| Housing Unit Built 1939 or Earlier | 0 | 0.00 |
| 2009 Est. Median Year Structure Built ** | 1,990.86 | |

*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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