

Community Demographics

The Colony, Texas

July 28, 2008

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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		
2013 Projection	49,288	
2008 Estimate	40,144	
2000 Census	26,531	
1990 Census	22,178	
Growth 2008-2013	22.78%	
Growth 2000-2008	51.31%	
Growth 1990-2000	19.63%	
2008 Est. Population by Single Race Classification	40,144	
White Alone	32,208	80.23
Black or African American Alone	2,731	6.80
American Indian and Alaska Native Alone	321	0.80
Asian Alone	860	2.14
Native Hawaiian and Other Pacific Islander Alone	23	0.06
Some Other Race Alone	2,760	6.88
Two or More Races	1,241	3.09
2008 Est. Population Hispanic or Latino by Origin*	40,144	
Not Hispanic or Latino	32,791	81.68
Hispanic or Latino:	7,353	18.32
Mexican	4,970	67.59
Puerto Rican	234	3.18
Cuban	135	1.84
All Other Hispanic or Latino	2,014	27.39
2008 Est. Hispanic or Latino by Single Race Class.	7,353	
White Alone	4,046	55.03
Black or African American Alone	27	0.37
American Indian and Alaska Native Alone	26	0.35
Asian Alone	8	0.11
Native Hawaiian and Other Pacific Islander Alone	11	0.15
Some Other Race Alone	2,727	37.09
Two or More Races	508	6.91

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DESCRIPTION	DATA	%
2008 Est. Pop. Asian Alone Race by Category*	860	
Chinese, except Taiwanese	124	14.42
Filipino	127	14.77
Japanese	38	4.42
Asian Indian	151	17.56
Korean	99	11.51
Vietnamese	220	25.58
Cambodian	20	2.33
Hmong	0	0.00
Laotian	5	0.58
Thai	21	2.44
Other Asian	40	4.65
Two or more Asian categories	15	1.74
2008 Est. Population by Ancestry	40,144	
Pop, Arab	172	0.43
Pop, Czech	246	0.61
Pop, Danish	160	0.40
Pop, Dutch	431	1.07
Pop, English	2,974	7.41
Pop, French (except Basque)	600	1.49
Pop, French Canadian	203	0.51
Pop, German	5,583	13.91
Pop, Greek	115	0.29
Pop, Hungarian	37	0.09
Pop, Irish	2,850	7.10
Pop, Italian	993	2.47
Pop, Lithuanian	20	0.05
Pop, United States or American	3,344	8.33
Pop, Norwegian	246	0.61
Pop, Polish	471	1.17
Pop, Portuguese	35	0.09
Pop, Russian	162	0.40
Pop, Scottish	455	1.13
Pop, Scotch-Irish	602	1.50
Pop, Slovak	44	0.11
Pop, Sub-Saharan African	144	0.36
Pop, Swedish	230	0.57
Pop, Swiss	31	0.08
Pop, Ukrainian	99	0.25
Pop, Welsh	277	0.69
Pop, West Indian (exc Hisp groups)	53	0.13

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DESCRIPTION	DATA	%
2008 Est. Population by Ancestry		
Pop, Other ancestries	10,632	26.48
Pop, Ancestry Unclassified	8,935	22.26
2008 Est. Pop Age 5+ by Language Spoken At Home	36,968	
Speak Only English at Home	32,130	86.91
Speak Asian/Pacific Islander Language at Home	677	1.83
Speak IndoEuropean Language at Home	438	1.18
Speak Spanish at Home	3,519	9.52
Speak Other Language at Home	204	0.55
2008 Est. Population by Sex	40,144	
Male	19,963	49.73
Female	20,181	50.27
Male/Female Ratio	0.99	
2008 Est. Population by Age	40,144	
Age 0 - 4	3,176	7.91
Age 5 - 9	3,248	8.09
Age 10 - 14	3,408	8.49
Age 15 - 17	2,252	5.61
Age 18 - 20	1,621	4.04
Age 21 - 24	2,239	5.58
Age 25 - 34	5,853	14.58
Age 35 - 44	7,362	18.34
Age 45 - 49	3,385	8.43
Age 50 - 54	2,707	6.74
Age 55 - 59	2,047	5.10
Age 60 - 64	1,313	3.27
Age 65 - 74	1,102	2.75
Age 75 - 84	341	0.85
Age 85 and over	90	0.22
Age 16 and over	29,490	73.46
Age 18 and over	28,060	69.90
Age 21 and over	26,439	65.86
Age 65 and over	1,533	3.82
2008 Est. Median Age	32.05	
2008 Est. Average Age	31.88	

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DESCRIPTION	DATA	%
2008 Est. Male Population by Age	19,963	
Age 0 - 4	1,648	8.26
Age 5 - 9	1,628	8.16
Age 10 - 14	1,667	8.35
Age 15 - 17	1,123	5.63
Age 18 - 20	911	4.56
Age 21 - 24	1,120	5.61
Age 25 - 34	2,902	14.54
Age 35 - 44	3,618	18.12
Age 45 - 49	1,674	8.39
Age 50 - 54	1,345	6.74
Age 55 - 59	984	4.93
Age 60 - 64	649	3.25
Age 65 - 74	524	2.62
Age 75 - 84	138	0.69
Age 85 and over	32	0.16
2008 Est. Median Age, Male	31.49	
2008 Est. Average Age, Male	31.49	
2008 Est. Female Population by Age	20,181	
Age 0 - 4	1,528	7.57
Age 5 - 9	1,620	8.03
Age 10 - 14	1,741	8.63
Age 15 - 17	1,129	5.59
Age 18 - 20	710	3.52
Age 21 - 24	1,119	5.54
Age 25 - 34	2,951	14.62
Age 35 - 44	3,744	18.55
Age 45 - 49	1,711	8.48
Age 50 - 54	1,362	6.75
Age 55 - 59	1,063	5.27
Age 60 - 64	664	3.29
Age 65 - 74	578	2.86
Age 75 - 84	203	1.01
Age 85 and over	58	0.29
2008 Est. Median Age, Female	32.60	
2008 Est. Average Age, Female	32.26	

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DESCRIPTION	DATA	%
2008 Est. Population Age 15+ by Marital Status*	30,312	
Total, Never Married	6,428	21.21
Married, Spouse present	19,889	65.61
Married, Spouse absent	644	2.12
Widowed	590	1.95
Divorced	2,761	9.11
Males, Never Married	3,428	11.31
Previously Married	1,267	4.18
Females, Never Married	3,000	9.90
Previously Married	2,084	6.88
2008 Est. Pop. Age 25+ by Educational Attainment*	24,200	
Less than 9th grade	569	2.35
Some High School, no diploma	1,720	7.11
High School Graduate (or GED)	5,937	24.53
Some College, no degree	7,857	32.47
Associate Degree	2,260	9.34
Bachelor's Degree	4,667	19.29
Master's Degree	917	3.79
Professional School Degree	131	0.54
Doctorate Degree	142	0.59
Households		
2013 Projection	15,290	
2008 Estimate	12,615	
2000 Census	8,462	
1990 Census	6,794	
Growth 2008-2013	21.20%	
Growth 2000-2008	49.08%	
Growth 1990-2000	24.55%	
2008 Est. Households by Household Type	12,615	
Family Households	10,520	83.39
Nonfamily Households	2,095	16.61
2008 Est. Group Quarters Population	0	
2008 Households by Ethnicity, Hispanic/Latino	1,723	13.66

Community Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2008 Est. Households by Household Income	12,615	
Income Less than \$15,000	294	2.33
Income \$15,000 - \$24,999	284	2.25
Income \$25,000 - \$34,999	664	5.26
Income \$35,000 - \$49,999	1,580	12.52
Income \$50,000 - \$74,999	3,103	24.60
Income \$75,000 - \$99,999	2,692	21.34
Income \$100,000 - \$149,999	3,011	23.87
Income \$150,000 - \$249,999	864	6.85
Income \$250,000 - \$499,999	95	0.75
Income \$500,000 and more	28	0.22
2008 Est. Average Household Income	\$87,715	
2008 Est. Median Household Income	\$78,556	
2008 Est. Per Capita Income	\$27,564	
2008 Est. Household Type, Presence Own Children*	12,615	
Single Male Householder	699	5.54
Single Female Householder	718	5.69
Married-Couple Family, own children	5,503	43.62
Married-Couple Family, no own children	3,172	25.14
Male Householder, own children	342	2.71
Male Householder, no own children	199	1.58
Female Householder, own children	903	7.16
Female Householder, no own children	401	3.18
Nonfamily, Male Householder	372	2.95
Nonfamily, Female Householder	306	2.43
2008 Est. Households by Household Size*	12,615	
1-person household	1,417	11.23
2-person household	3,338	26.46
3-person household	2,763	21.90
4-person household	2,947	23.36
5-person household	1,388	11.00
6-person household	500	3.96
7 or more person household	262	2.08
2008 Est. Average Household Size	3.18	

Community Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2008 Est. Households by Presence of People*	12,615	
Households with 1 or more People under Age 18:		
Married-Couple Family	5,724	45.37
Other Family, Male Householder	373	2.96
Other Family, Female Householder	992	7.86
Nonfamily, Male Householder	41	0.33
Nonfamily, Female Householder	14	0.11
Households no People under Age 18:		
Married-Couple Family	2,951	23.39
Other Family, Male Householder	168	1.33
Other Family, Female Householder	312	2.47
Nonfamily, Male Householder	1,030	8.16
Nonfamily, Female Householder	1,010	8.01
2008 Est. Households by Number of Vehicles*	12,615	
No Vehicles	277	2.20
1 Vehicle	2,494	19.77
2 Vehicles	6,874	54.49
3 Vehicles	2,222	17.61
4 Vehicles	658	5.22
5 or more Vehicles	90	0.71
2008 Est. Average Number of Vehicles*	2.07	
Family Households		
2013 Projection	12,712	
2008 Estimate	10,520	
2000 Census	7,138	
1990 Census	5,906	
Growth 2008-2013	20.84%	
Growth 2000-2008	47.38%	
Growth 1990-2000	20.86%	

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DESCRIPTION	DATA	%
2008 Est. Family Households by Household Income	10,520	
Income Less than \$15,000	121	1.15
Income \$15,000 - \$24,999	185	1.76
Income \$25,000 - \$34,999	404	3.84
Income \$35,000 - \$49,999	1,026	9.75
Income \$50,000 - \$74,999	2,552	24.26
Income \$75,000 - \$99,999	2,522	23.97
Income \$100,000 - \$149,999	2,751	26.15
Income \$150,000 - \$249,999	857	8.15
Income \$250,000 - \$499,999	77	0.73
Income \$500,000 and more	25	0.24
2008 Est. Average Family Household Income	\$93,216	
2008 Est. Median Family Household Income	\$84,636	
2008 Est. Families by Poverty Status*	10,520	
Income At or Above Poverty Level:		
Married-Couple Family, own children	5,733	54.50
Married-Couple Family, no own children	2,889	27.46
Male Householder, own children	361	3.43
Male Householder, no own children	157	1.49
Female Householder, own children	842	8.00
Female Householder, no own children	344	3.27
Income Below Poverty Level:		
Married-Couple Family, own children	42	0.40
Married-Couple Family, no own children	11	0.10
Male Householder, own children	19	0.18
Male Householder, no own children	4	0.04
Female Householder, own children	113	1.07
Female Householder, no own children	5	0.05
2008 Est. Pop Age 16+ by Employment Status*	29,490	
In Armed Forces	0	0.00
Civilian - Employed	22,684	76.92
Civilian - Unemployed	676	2.29
Not in Labor Force	6,130	20.79

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DESCRIPTION	DATA	%
2008 Est. Civ Employed Pop 16+ Class of Worker*	22,684	
For-Profit Private Workers	19,134	84.35
Non-Profit Private Workers	795	3.50
Local Government Workers	1,080	4.76
State Government Workers	402	1.77
Federal Government Workers	246	1.08
Self-Emp Workers	1,010	4.45
Unpaid Family Workers	17	0.07
2008 Est. Civ Employed Pop 16+ by Occupation*	22,684	
Management, Business, and Financial Operations	3,966	17.48
Professional and Related Occupations	4,559	20.10
Service	2,118	9.34
Sales and Office	7,739	34.12
Farming, Fishing, and Forestry	11	0.05
Construction, Extraction and Maintenance	2,215	9.76
Production, Transportation and Material Moving	2,076	9.15
2008 Est. Pop 16+ by Occupation Classification*	22,684	
Blue Collar	4,291	18.92
White Collar	16,256	71.66
Service and Farm	2,137	9.42
2008 Est. Workers Age 16+, Transportation To Work*	22,415	
Drove Alone	19,191	85.62
Car Pooled	2,241	10.00
Public Transportation	70	0.31
Walked	40	0.18
Motorcycle	0	0.00
Bicycle	0	0.00
Other Means	137	0.61
Worked at Home	736	3.28
2008 Est. Workers Age 16+ by Travel Time to Work*	21,679	
Less than 15 Minutes	2,978	13.74
15 - 29 Minutes	5,853	27.00
30 - 44 Minutes	7,529	34.73
45 - 59 Minutes	3,485	16.08
60 or more Minutes	1,834	8.46
2008 Est. Average Travel Time to Work in Minutes*	34.76	

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DESCRIPTION	DATA	%
2008 Est. Tenure of Occupied Housing Units	12,615	
Owner Occupied	10,375	82.24
Renter Occupied	2,240	17.76
2008 Occ Housing Units, Avg Length of Residence	6.24	
2008 Est. All Owner-Occupied Housing Values	10,375	
Value Less than \$20,000	13	0.13
Value \$20,000 - \$39,999	4	0.04
Value \$40,000 - \$59,999	77	0.74
Value \$60,000 - \$79,999	299	2.88
Value \$80,000 - \$99,999	1,057	10.19
Value \$100,000 - \$149,999	5,112	49.27
Value \$150,000 - \$199,999	2,408	23.21
Value \$200,000 - \$299,999	1,143	11.02
Value \$300,000 - \$399,999	227	2.19
Value \$400,000 - \$499,999	29	0.28
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	6	0.06
2008 Est. Median All Owner-Occupied Housing Value	\$136,554	
2008 Est. Housing Units by Units in Structure*	12,936	
1 Unit Attached	511	3.95
1 Unit Detached	11,879	91.83
2 Units	48	0.37
3 to 19 Units	346	2.67
20 to 49 Units	42	0.32
50 or More Units	60	0.46
Mobile Home or Trailer	50	0.39
Boat, RV, Van, etc.	0	0.00

Community Demographics

The Colony, Texas

DESCRIPTION	DATA	%
2008 Est. Housing Units by Year Structure Built	12,936	
Housing Units Built 1999 to 2008	4,718	36.47
Housing Unit Built 1995 to 1998	909	7.03
Housing Unit Built 1990 to 1994	480	3.71
Housing Unit Built 1980 to 1989	3,219	24.88
Housing Unit Built 1970 to 1979	3,436	26.56
Housing Unit Built 1960 to 1969	113	0.87
Housing Unit Built 1950 to 1959	54	0.42
Housing Unit Built 1940 to 1949	7	0.05
Housing Unit Built 1939 or Earlier	0	0.00
2008 Est. Median Year Structure Built **	1989	

*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 2007/2008, ESRI 2007/2008, 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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