

THE COLONY, TX

2023 RETAIL TRADE AREA COMMUNITY PROFILE

Population Summary

2010 Total Population	123,039
2020 Total Population	192,398
2020 Group Quarters	645
2022 Total Population	207,033
2022 Group Quarters	645
2027 Total Population	219,343
2022-2027 Annual Rate	1.16%
2022 Total Daytime Population	213,593
Workers	110,889
Residents	102,704

Household Summary

2010 Households	43,538
2010 Average Household Size	2.82
2020 Total Households	72,217
2020 Average Household Size	2.66
2022 Households	78,486
2022 Average Household Size	2.63
2027 Households	83,481
2027 Average Household Size	2.62
2022-2027 Annual Rate	1.24%
2010 Families	32,902
2010 Average Family Size	3.28
2022 Families	55,341
2022 Average Family Size	3.19
2027 Families	58,647
2027 Average Family Size	3.18
2022-2027 Annual Rate	1.17%

Housing Unit Summary

2000 Housing Units	19,758
Owner Occupied Housing Units	71.1%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	7.3%
2010 Housing Units	46,299
Owner Occupied Housing Units	70.0%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	6.0%
2020 Housing Units	77,559
Vacant Housing Units	6.9%
2022 Housing Units	84,809
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	33.5%
Vacant Housing Units	7.5%
2027 Housing Units	90,850
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	8.1%

Median Household Income

2022	\$123,493
2027	\$140,977

Median Home Value

2022	\$415,176
2027	\$426,520

Per Capita Income

2022	\$63,629
2027	\$70,738

Median Age

2010	34.7
2022	35.7
2027	35.3

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 the total population.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income

Household Income Base	78,480
<\$15,000	2.3%
\$15,000 - \$24,999	2.1%
\$25,000 - \$34,999	2.8%
\$35,000 - \$49,999	6.2%
\$50,000 - \$74,999	12.9%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	20.2%
\$150,000 - \$199,999	15.7%
\$200,000+	25.6%
Average Household Income	\$167,811

2027 Households by Income

Household Income Base	83,475
<\$15,000	1.6%
\$15,000 - \$24,999	1.5%
\$25,000 - \$34,999	2.2%
\$35,000 - \$49,999	4.9%
\$50,000 - \$74,999	10.2%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	21.3%
\$150,000 - \$199,999	19.7%
\$200,000+	27.5%
Average Household Income	\$185,825

2022 Owner Occupied Housing Units by Value

Total	50,053
<\$50,000	0.8%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	2.0%
\$150,000 - \$199,999	2.9%
\$200,000 - \$249,999	6.2%
\$250,000 - \$299,999	9.6%
\$300,000 - \$399,999	24.3%
\$400,000 - \$499,999	24.0%
\$500,000 - \$749,999	21.9%
\$750,000 - \$999,999	5.4%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.4%
Average Home Value	\$460,517

2027 Owner Occupied Housing Units by Value

Total	53,224
<\$50,000	0.0%
\$50,000 - \$99,999	0.0%
\$100,000 - \$149,999	0.6%
\$150,000 - \$199,999	1.4%
\$200,000 - \$249,999	5.1%
\$250,000 - \$299,999	9.0%
\$300,000 - \$399,999	26.3%
\$400,000 - \$499,999	28.5%
\$500,000 - \$749,999	21.8%
\$750,000 - \$999,999	4.9%
\$1,000,000 - \$1,499,999	1.8%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.3%
Average Home Value	\$473,167

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.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age

Total	123,039
0 - 4	8.4%
5 - 9	9.4%
10 - 14	8.3%
15 - 24	10.3%
25 - 34	14.0%
35 - 44	19.5%
45 - 54	15.1%
55 - 64	8.8%
65 - 74	4.0%
75 - 84	1.5%
85 +	0.6%
18 +	69.6%

2022 Population by Age

Total	207,035
0 - 4	7.2%
5 - 9	8.2%
10 - 14	7.9%
15 - 24	10.9%
25 - 34	14.4%
35 - 44	17.7%
45 - 54	13.6%
55 - 64	10.2%
65 - 74	6.5%
75 - 84	2.6%
85 +	0.8%
18 +	72.7%

2027 Population by Age

Total	219,343
0 - 4	7.4%
5 - 9	8.1%
10 - 14	7.5%
15 - 24	10.7%
25 - 34	15.8%
35 - 44	17.4%
45 - 54	12.9%
55 - 64	9.3%
65 - 74	6.7%
75 - 84	3.3%
85 +	0.9%
18 +	73.2%

2010 Population by Sex

Males	60,144
Females	62,895

2022 Population by Sex

Males	101,304
Females	105,729

2027 Population by Sex

Males	107,117
Females	112,226

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 03, 2023

THE COLONY, TX

2023 RETAIL TRADE AREA COMMUNITY PROFILE

2010 Population by Race/Ethnicity

Total	123,039
White Alone	75.4%
Black Alone	7.6%
American Indian Alone	0.5%
Asian Alone	9.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.9%
Two or More Races	3.0%
Hispanic Origin	13.9%
Diversity Index	55.4

2020 Population by Race/Ethnicity

Total	192,398
White Alone	55.4%
Black Alone	9.3%
American Indian Alone	0.6%
Asian Alone	18.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.7%
Two or More Races	11.4%
Hispanic Origin	14.9%
Diversity Index	72.7

2022 Population by Race/Ethnicity

Total	207,034
White Alone	54.2%
Black Alone	9.4%
American Indian Alone	0.6%
Asian Alone	18.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.0%
Two or More Races	11.8%
Hispanic Origin	15.3%
Diversity Index	73.7

2027 Population by Race/Ethnicity

Total	219,344
White Alone	52.3%
Black Alone	9.4%
American Indian Alone	0.6%
Asian Alone	19.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	5.6%
Two or More Races	12.5%
Hispanic Origin	15.8%
Diversity Index	75.1

2010 Population by Relationship and Household Type

Total	123,039
In Households	99.7%
In Family Households	89.0%
Householder	26.8%
Spouse	22.4%
Child	35.1%
Other relative	3.5%
Nonrelative	1.4%
In Nonfamily Households	10.6%
In Group Quarters	0.3%
Institutionalized Population	0.3%
Noninstitutionalized Population	0.0%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 RETAIL TRADE AREA COMMUNITY PROFILE



2022 Population 25+ by Educational Attainment

Total	136,023
Less than 9th Grade	1.3%
9th - 12th Grade, No Diploma	2.3%
High School Graduate	11.4%
GED/Alternative Credential	1.6%
Some College, No Degree	16.3%
Associate Degree	7.3%
Bachelor's Degree	38.9%
Graduate/Professional Degree	21.1%

2022 Population 15+ by Marital Status

Total	158,637
Never Married	29.0%
Married	58.2%
Widowed	3.6%
Divorced	9.2%

2022 Civilian Population 16+ in Labor Force

Civilian Population 16+	108,602
Population 16+ Employed	97.3%
Population 16+ Unemployment rate	2.7%
Population 16-24 Employed	10.6%
Population 16-24 Unemployment rate	2.7%
Population 25-54 Employed	72.6%
Population 25-54 Unemployment rate	2.6%
Population 55-64 Employed	13.5%
Population 55-64 Unemployment rate	2.9%
Population 65+ Employed	3.3%
Population 65+ Unemployment rate	4.0%

2022 Employed Population 16+ by Industry

Total	105,661
Agriculture/Mining	0.8%
Construction	4.3%
Manufacturing	7.0%
Wholesale Trade	3.4%
Retail Trade	11.0%
Transportation/Utilities	5.0%
Information	3.5%
Finance/Insurance/Real Estate	15.6%
Services	47.4%
Public Administration	2.0%

2022 Employed Population 16+ by Occupation

Total	105,659
White Collar	81.7%
Management/Business/Financial	30.9%
Professional	28.7%
Sales	12.0%
Administrative Support	10.2%
Services	8.5%
Blue Collar	9.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.3%
Installation/Maintenance/Repair	1.7%
Production	1.9%
Transportation/Material Moving	3.9%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

March 03, 2023

THE COLONY, TX

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2010 Households by Type

Total	43,538
Households with 1 Person	19.7%
Households with 2+ People	80.3%
Family Households	75.6%
Husband-wife Families	63.2%
With Related Children	37.3%
Other Family (No Spouse Present)	12.4%
Other Family with Male Householder	3.7%
With Related Children	2.3%
Other Family with Female Householder	8.7%
With Related Children	6.3%
Nonfamily Households	4.8%

All Households with Children	46.2%
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Multigenerational Households	3.5%
Unmarried Partner Households	4.8%
Male-female	4.1%
Same-sex	0.7%

2010 Households by Size

Total	43,538
1 Person Household	19.7%
2 Person Household	29.5%
3 Person Household	18.3%
4 Person Household	20.4%
5 Person Household	8.5%
6 Person Household	2.6%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	43,538
Owner Occupied	74.4%
Owned with a Mortgage/Loan	65.8%
Owned Free and Clear	8.6%
Renter Occupied	25.6%

2022 Affordability, Mortgage and Wealth

Housing Affordability Index	119
Percent of Income for Mortgage	17.7%
Wealth Index	150

2010 Housing Units By Urban/ Rural Status

Total Housing Units	46,299
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%

2010 Population By Urban/ Rural Status

Total Population	123,039
Population Inside Urbanized Area	99.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Top 3 Tapestry Segments

1.	Boomburbs (1C)
2.	Up and Coming Families (7A)
3.	Laptops and Lattes (3A)

2022 Consumer Spending

Apparel & Services: Total \$	\$301,774,556
Average Spent	\$3,844.95
Spending Potential Index	160
Education: Total \$	\$244,984,176
Average Spent	\$3,121.37
Spending Potential Index	159
Entertainment/Recreation: Total \$	\$444,391,533
Average Spent	\$5,662.05
Spending Potential Index	154
Food at Home: Total \$	\$734,160,214
Average Spent	\$9,354.03
Spending Potential Index	151
Food Away from Home: Total \$	\$544,349,754
Average Spent	\$6,935.63
Spending Potential Index	161
Health Care: Total \$	\$816,967,419
Average Spent	\$10,409.08
Spending Potential Index	147
HH Furnishings & Equipment: Total \$	\$321,129,635
Average Spent	\$4,091.55
Spending Potential Index	160
Personal Care Products & Services: Total \$	\$126,686,564
Average Spent	\$1,614.13
Spending Potential Index	158
Shelter: Total \$	\$2,869,074,692
Average Spent	\$36,555.24
Spending Potential Index	160
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$347,273,731
Average Spent	\$4,424.66
Spending Potential Index	163
Travel: Total \$	\$368,839,980
Average Spent	\$4,699.44
Spending Potential Index	164
Vehicle Maintenance & Repairs: Total \$	\$150,605,973
Average Spent	\$1,918.89
Spending Potential Index	152

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.