

2025 COMMUNITY DEMOGRAPHICS

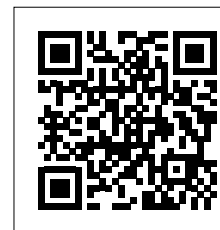
THE  COLONY
Economic Development Corporation

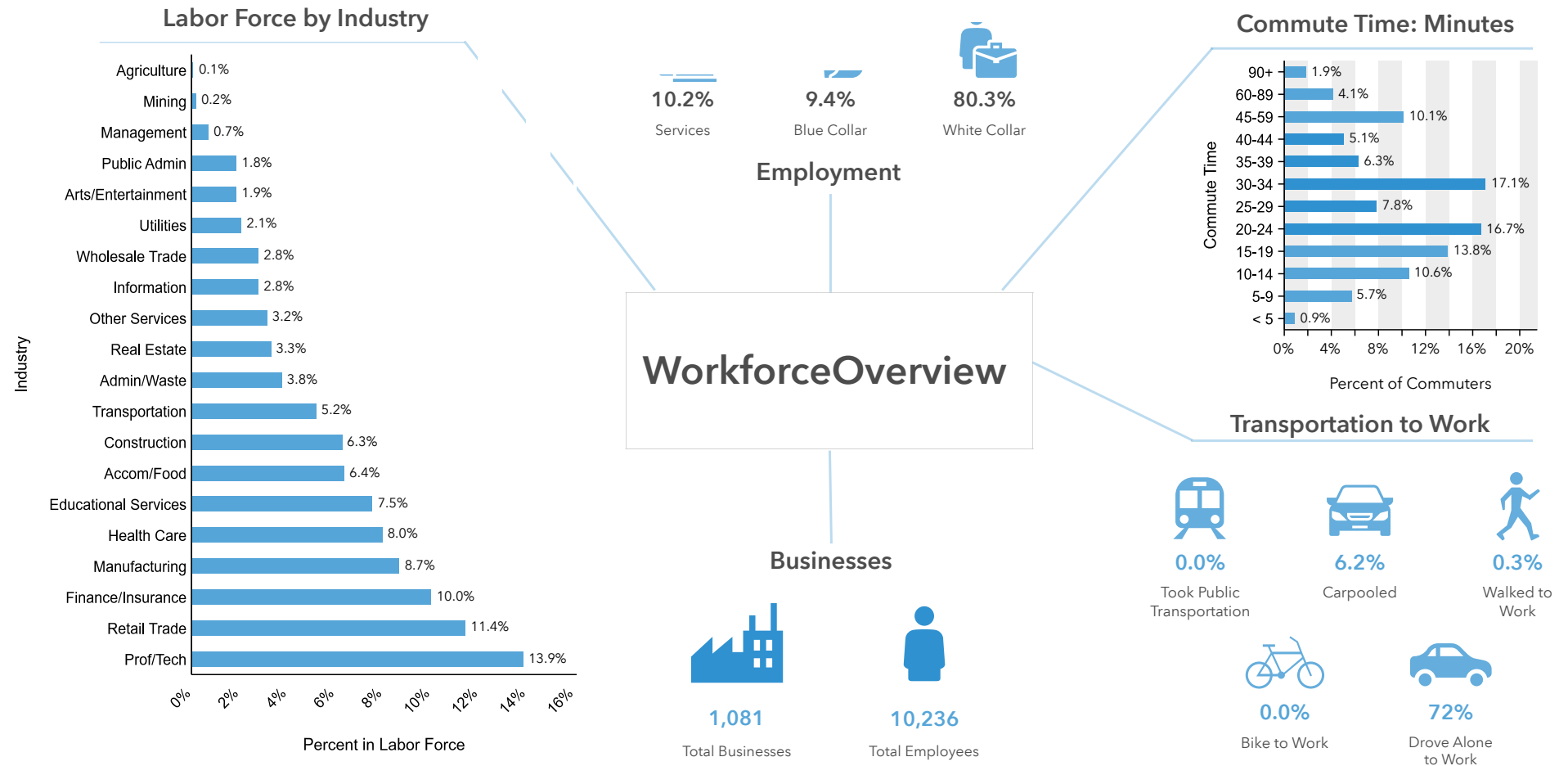
COMMUNITY DEMOGRAPHICS

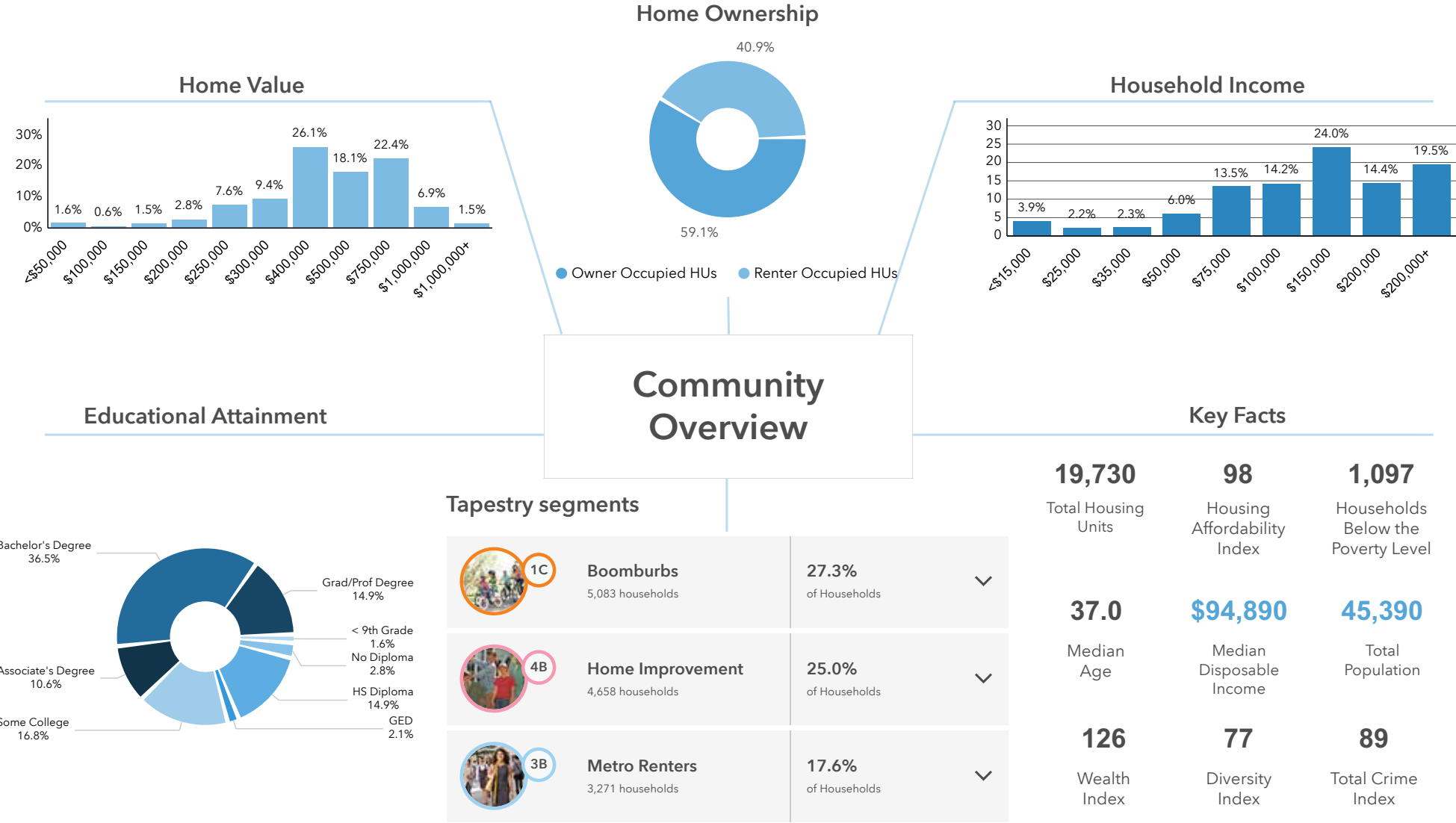


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Source: This infographic contains data provided by Esri (2024), Esri-Data Axle (2024), ACS (2018-2022), Esri-U.S. BLS (2024), AGS (2024).

DEMOGRAPHICS

POPULATION & HOUSEHOLDS



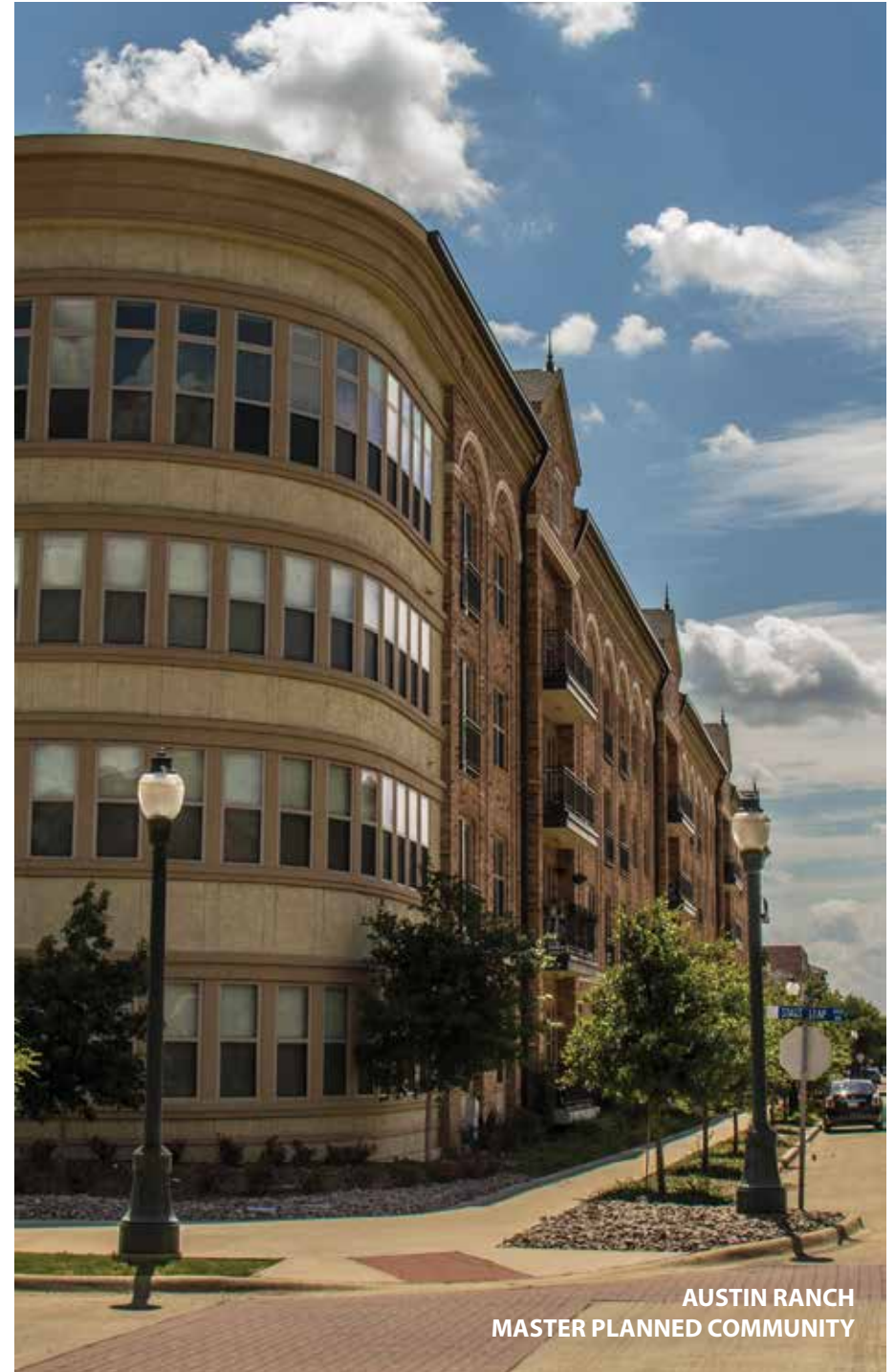
POPULATION SUMMARY	
2010 Total Population	36,361
2020 Total Population	44,534
2024 Total Population	45,390
2029 Total Population	45,769
2024-2029 Annual Rate	0.17%
2024 Total Daytime Population	35,012
Workers	17,564
Residents	17,448
HOUSEHOLD SUMMARY	
2020 Total Households	17,742
2020 Average Household Size	2.51
2024 Households	18,634
2024 Average Household Size	2.44
2029 Households	19,455
2029 Average Household Size	2.35
2024-2029 Annual Rate	0.87%
2024 Families	11,618
2024 Average Family Size	3.09
2029 Families	11,618
2029 Average Family Size	3.05

HOUSING UNIT SUMMARY	
2010 Housing Units	14,066
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	29.5%
Vacant Housing Units	6.3%
2020 Housing Units	18,814
Owner Occupied Housing Units	54.7%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	5.7%
2024 Housing Units	19,730
Owner Occupied Housing Units	55.8%
Renter Occupied Housing Units	38.6%
Vacant Housing Units	5.6%
MEDIAN HOUSEHOLD INCOME	
2024	\$111,703
MEDIAN HOME VALUE	
2024	\$402,339
PER CAPITA INCOME	
2024	\$61,420
MEDIAN AGE	
2020	35.7
2024	37.0

DEMOGRAPHICS

HOUSEHOLDS

2024 HOUSEHOLDS BY INCOME	
Household Income Base	18,634
<\$15,000	3.9%
\$15,000 - \$24,999	2.2%
\$25,000 - \$34,999	2.3%
\$35,000 - \$49,999	6.0%
\$50,000 - \$74,999	13.5%
\$75,000 - \$99,999	14.2%
\$100,000 - \$149,999	24.0%
\$150,000 - \$199,999	14.4%
\$200,000+	19.5%
Average Household Income	\$149,610
2024 OWNER OCCUPIED HOUSING UNITS BY VALUE	
Total	10,989
<\$50,000	1.6%
\$50,000 - \$99,999	0.6%
\$100,000 - \$149,999	1.5%
\$150,000 - \$199,999	2.8%
\$200,000 - \$249,999	7.6%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	26.1%
\$400,000 - \$499,999	18.1%
\$500,000 - \$749,999	22.4%
\$750,000 - \$999,999	6.9%
\$1,000,000 +	3.1%
Average Home Value	\$473,624



DEMOGRAPHICS

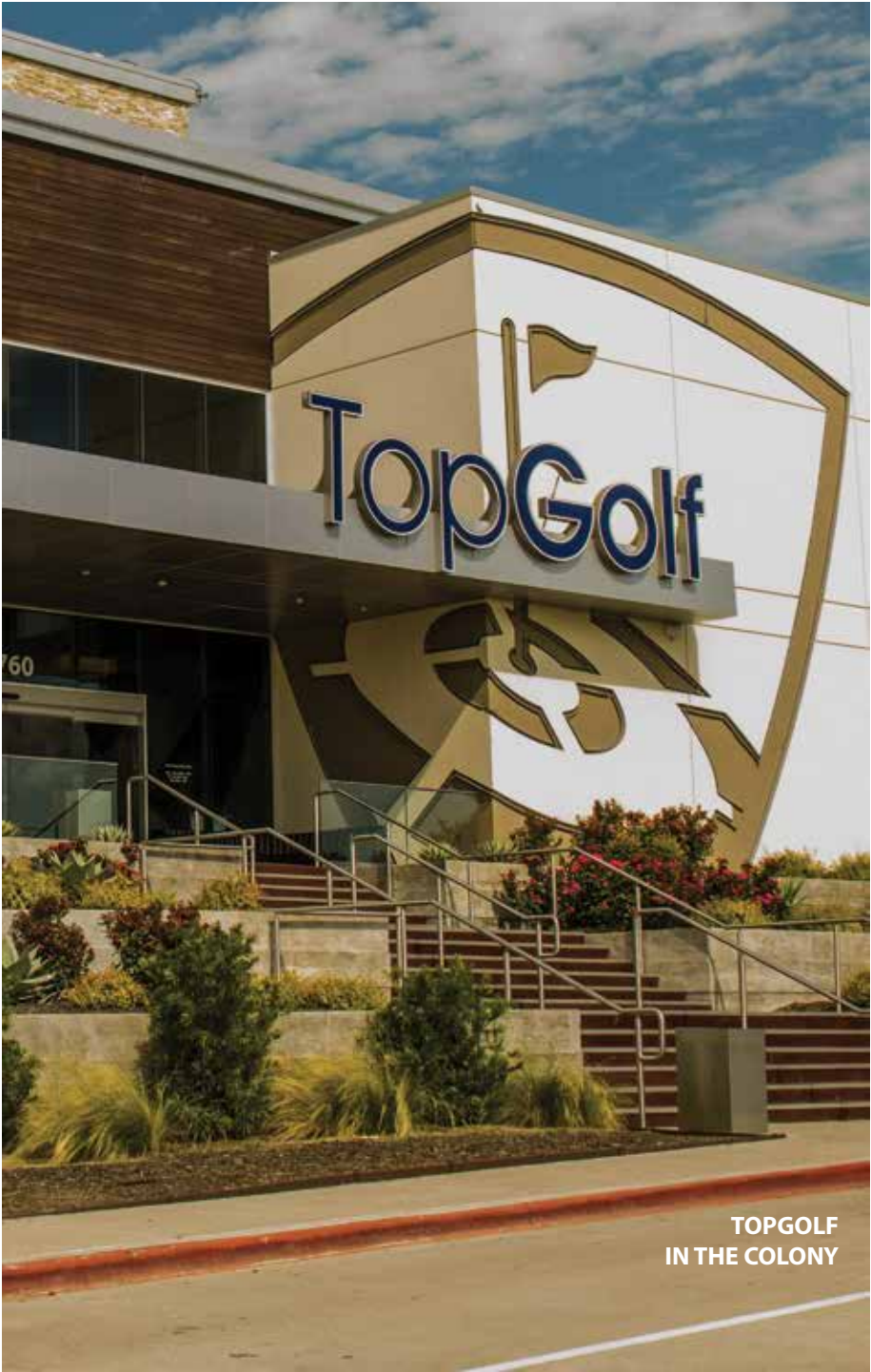
AGE

2024 POPULATION BY AGE	
Total	45,390
0 - 4	5.5%
5 - 9	5.9%
10 - 14	5.4%
15 - 24	11.1%
25 - 34	18.6%
35 - 44	16.5%
45 - 54	13.7%
55 - 64	12.1%
65 - 74	7.8%
75 - 84	2.9%
85 +	0.6%
18 +	80.2%
2024 POPULATION BY SEX	
Males	22,892
Females	22,498

UPSCALE LIVING & RECREATION



- The Tribute - A premier lakeside golf community
- TopGolf - Award-winning entertainment complex
- 3 shoreline miles on Lake Lewisville
- 3,000 acres of park land - one of highest acres of parks per capita in TX



TOPGOLF
IN THE COLONY

DEMOGRAPHICS

RACE/
ETHNICITY

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
2024 POPULATION BY RACE/ETHNICITY	
Total	45,390
White Alone	54.4%
Black Alone	10.7%
American Indian Alone	0.9%
Asian Alone	11.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	8.0%
Two or More Races	14.5%
Hispanic Origin	22.8%
Diversity Index	77.4



THE GALAXY THEATER
IN THE GRANDSCAPE DEVELOPMENT

DEMOGRAPHICS

EDUCATION & LABOR FORCE

2024 EDUCATIONAL ATTAINMENT	
Total	32,766
Less than 9th Grade	1.6%
9-12th Grade/No Diploma	2.8%
High School Diploma	14.9%
GED/Alternative Credential	2.1%
Some College/No Degree	16.8%
Associate's Degree	10.6%
Bachelor's Degree	36.5%
Graduate/Professional Degree	14.9%
2024 LABOR FORCE BY INDUSTRY	
Civilian Population Age 16+ in Labor Force	28,355
Agriculture/Mining	0.4%
Construction	5.4%
Manufacturing	8.9%
Wholesale Trade	2.4%
Retail Trade	12.5%
Transportation/Utilities	7.0%
Information	3.2%
Finance/Insurance/Real Estate	14.4%
Services	43.7%
Public Administration	2.0%



AWARD-WINNING COMMERCIAL DEVELOPMENTS



- Grandscape - 400-acre mixed use development
- The Cascades - mixed use along SH 121
- Austin Ranch - mixed use minutes from SH 121
- Nebraska Furniture Mart
- Scheels - sports and outdoor recreation

ALL DATA PROVIDED BY ESRI, AUGUST, 2024. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.