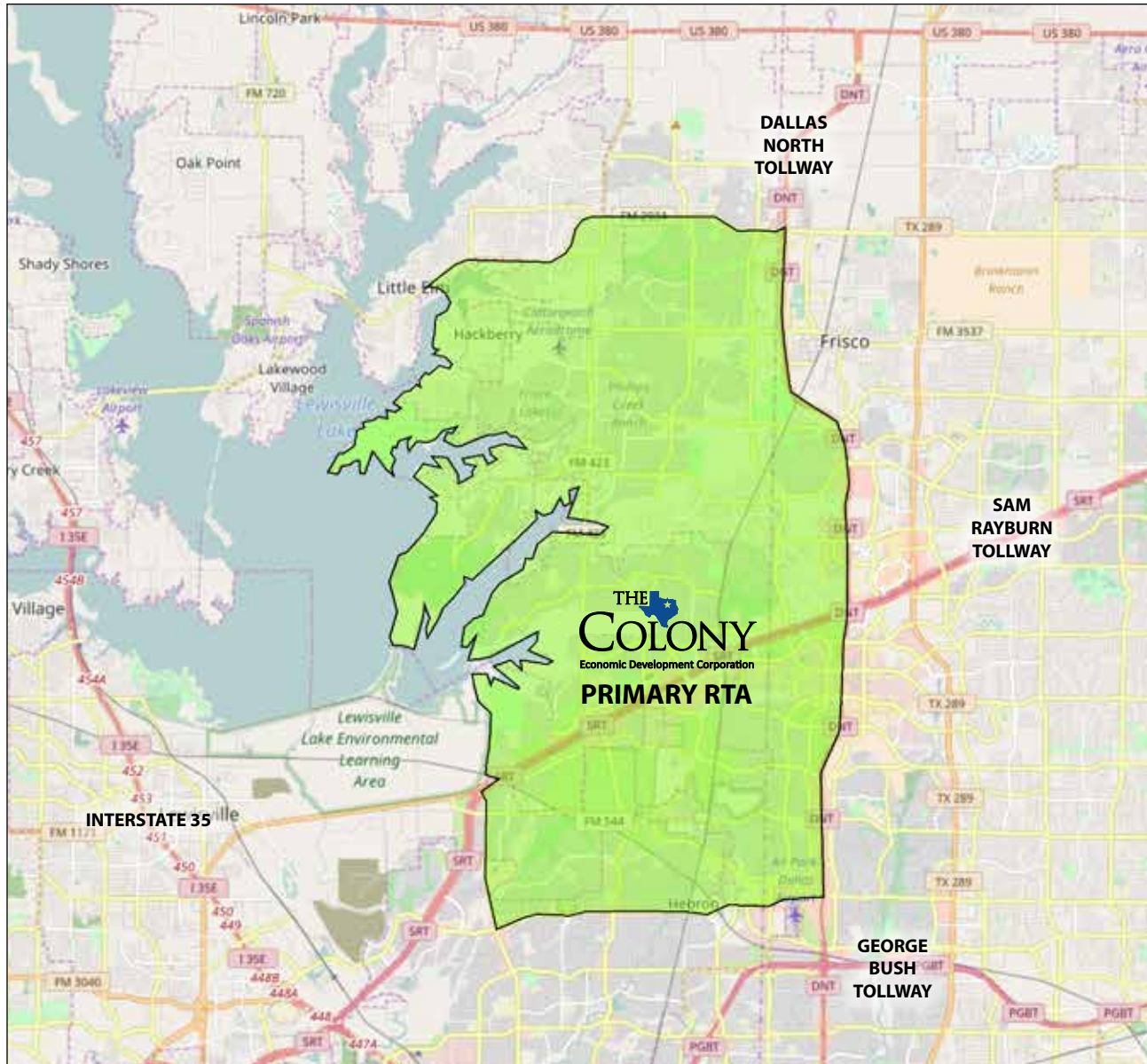


2025 PRIMARY RETAIL TRADE AREA DEMOGRAPHICS

THE
COLONY
Economic Development Corporation

PRIMARY RETAIL TRADE AREA



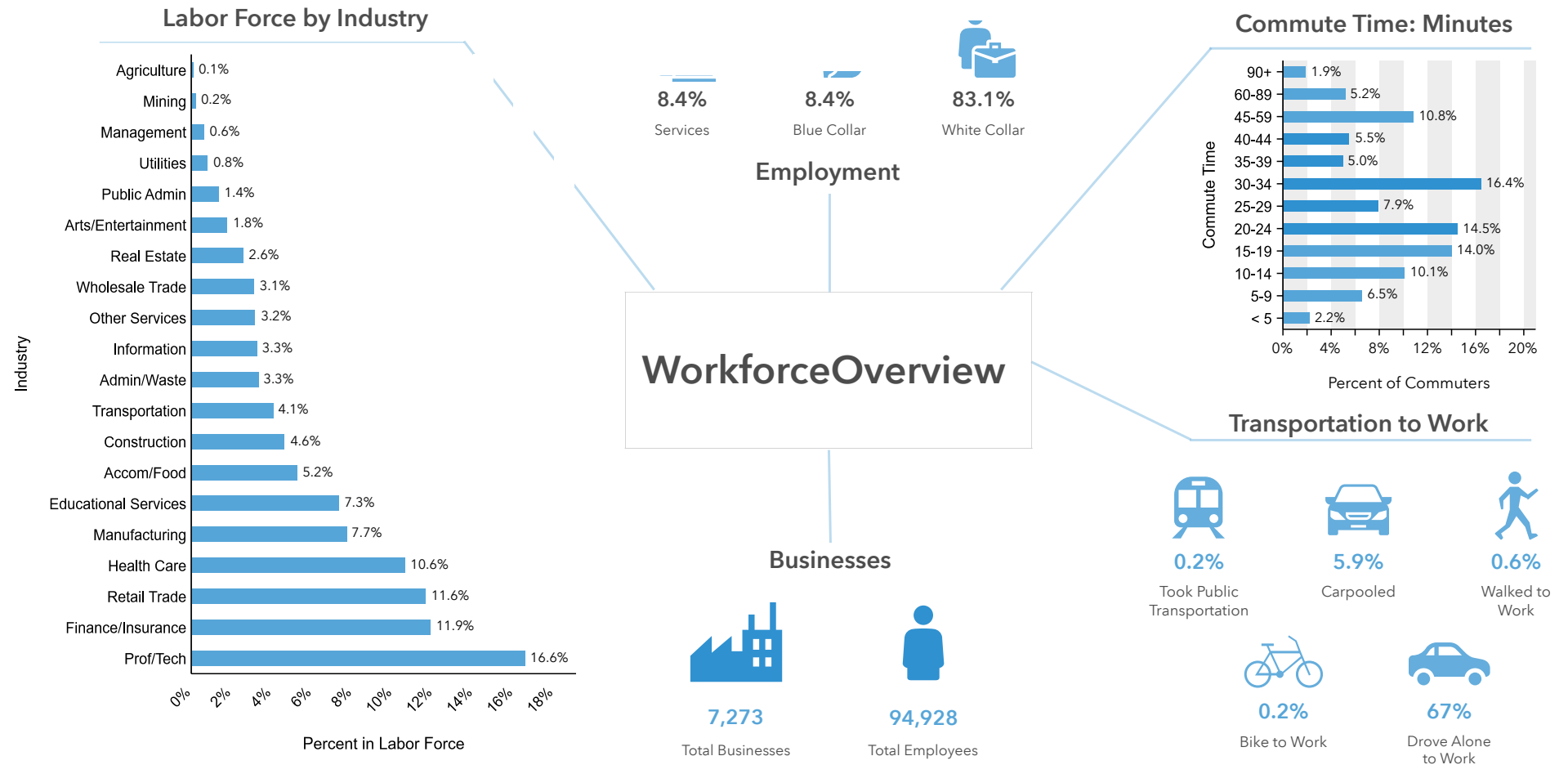
CONTACT INFORMATION

KERI SAMFORD
EXECUTIVE DIRECTOR
OF DEVELOPMENT

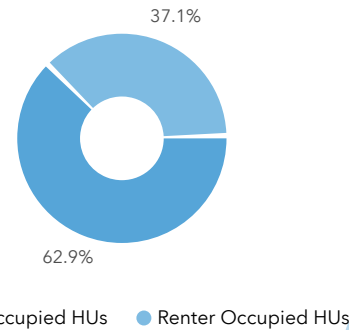
The Colony EDC
6800 Main Street,
The Colony
Texas 75056-1133

972.624.3127
edc@thecolonytx.gov
TheColonyEDC.org

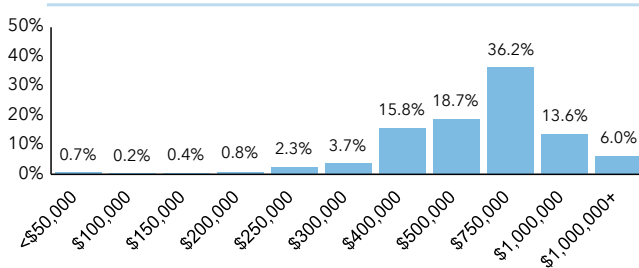




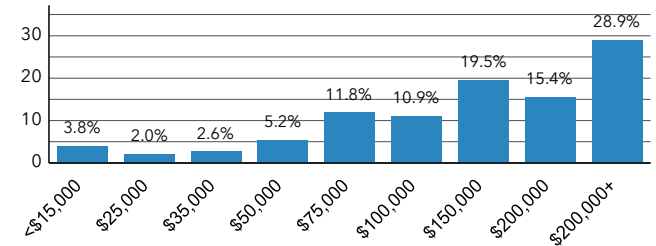
Home Ownership



Home Value

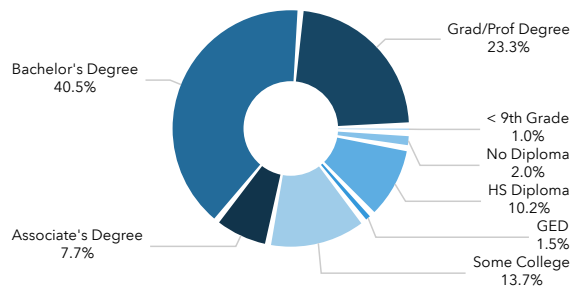


Household Income



Community Overview

Educational Attainment



Key Facts

85,609

Total Housing Units

84

Housing Affordability Index

3,472

Households Below the Poverty Level

38.1

Median Age

\$108,077

Median Disposable Income

207,554

Total Population

148

Wealth Index


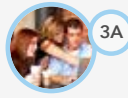
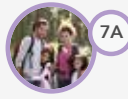
75

Diversity Index

89

Total Crime Index

Tapestry segments

	1C Boomburbs 30,064 households	37.6% of Households	▼
	3A Laptops and Lattes 10,307 households	12.9% of Households	▼
	7A Up and Coming Families 9,197 households	11.5% of Households	▼

DEMOGRAPHICS

POPULATION & HOUSEHOLDS



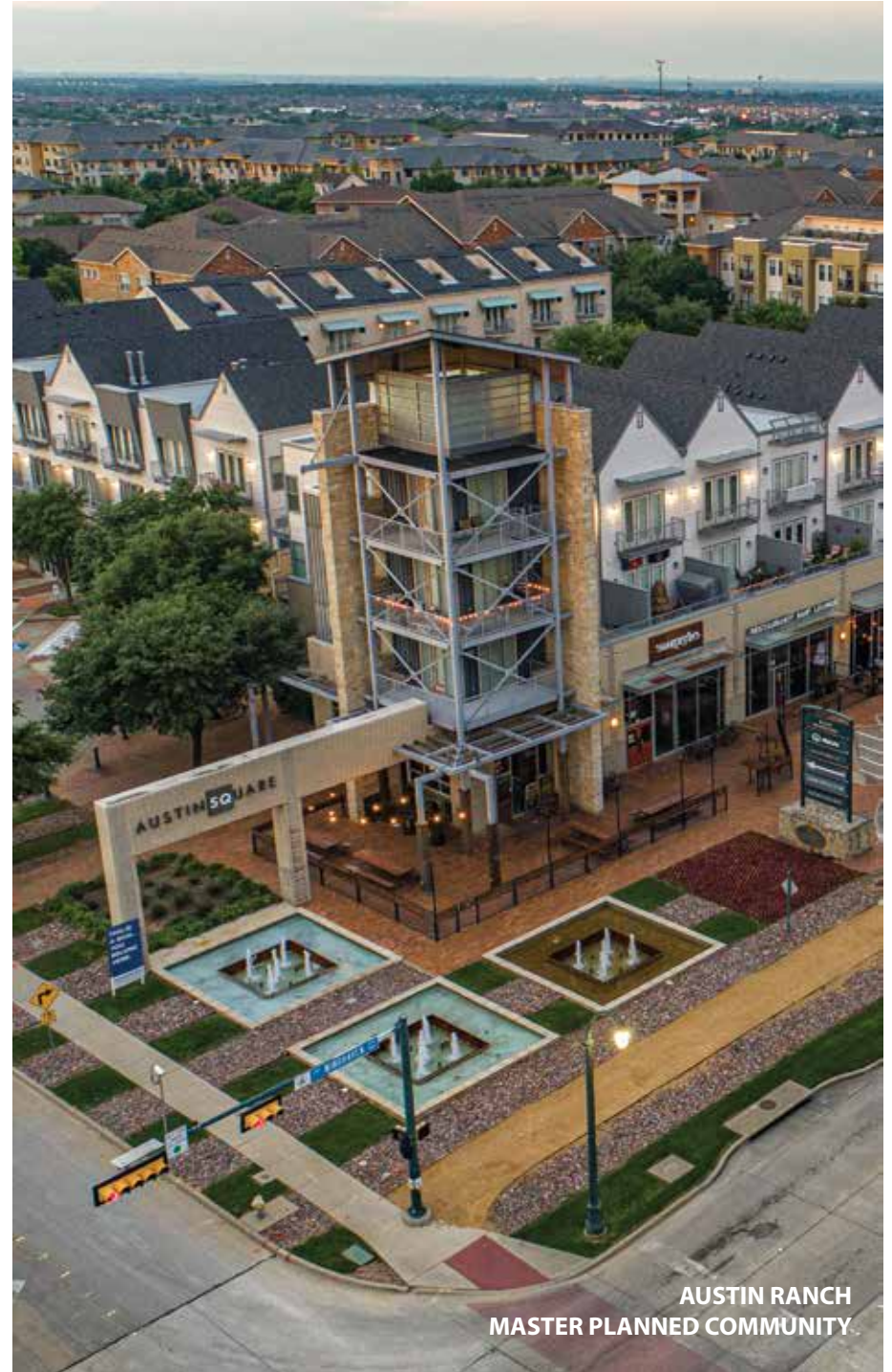
POPULATION SUMMARY	
2010 Total Population	123,039
2020 Total Population	192,398
2024 Total Population	207,554
2029 Total Population	212,232
2024-2029 Annual Rate	0.45%
2024 Total Daytime Population	224,642
Workers	131,980
Residents	92,662
HOUSEHOLD SUMMARY	
2020 Total Households	72,217
2020 Average Household Size	2.66
2024 Households	80,048
2024 Average Household Size	2.58
2029 Households	84,267
2029 Average Household Size	2.51
2024-2029 Annual Rate	1.03%
2024 Families	53,747
2024 Average Family Size	3.20
2029 Families	55,101
2029 Average Family Size	3.16

HOUSING UNIT SUMMARY	
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
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	32.9%
Vacant Housing Units	6.9%
2024 Housing Units	85,609
Owner Occupied Housing Units	58.8%
Renter Occupied Housing Units	34.7%
Vacant Housing Units	6.5%
MEDIAN HOUSEHOLD INCOME	
2024	\$131,071
MEDIAN HOME VALUE	
2024	\$551,449
PER CAPITA INCOME	
2024	\$67,222
MEDIAN AGE	
2020	37.3
2024	38.1

DEMOGRAPHICS

HOUSEHOLDS

2024 HOUSEHOLDS BY INCOME	
Household Income Base	80,044
<\$15,000	3.8%
\$15,000 - \$24,999	2.0%
\$25,000 - \$34,999	2.6%
\$35,000 - \$49,999	5.2%
\$50,000 - \$74,999	11.8%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	19.5%
\$150,000 - \$199,999	15.4%
\$200,000+	28.9%
Average Household Income	\$174,265
2024 OWNER OCCUPIED HOUSING UNITS BY VALUE	
Total	50,311
<\$50,000	0.7%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	0.8%
\$200,000 - \$249,999	2.3%
\$250,000 - \$299,999	3.7%
\$300,000 - \$399,999	15.8%
\$400,000 - \$499,999	18.7%
\$500,000 - \$749,999	36.2%
\$750,000 - \$999,999	13.6%
\$1,000,000 +	7.7%
Average Home Value	\$611,099



DEMOGRAPHICS

AGE

2024 POPULATION BY AGE	
Total	207,555
0 - 4	5.5%
5 - 9	6.7%
10 - 14	7.3%
15 - 24	12.4%
25 - 34	13.2%
35 - 44	16.6%
45 - 54	15.6%
55 - 64	10.7%
65 - 74	7.3%
75 - 84	3.7%
85 +	1.0%
18 +	76.2%
2024 POPULATION BY SEX	
Males	102,805
Females	104,749

UPSCALE LIVING & RECREATION

- The Tribute - A premier lakeside golf community
- TopGolf - Award-winning entertainment complex
- Old American - Home of the LPGA Volunteers Of America Classic
- 23 shoreline miles on Lake Lewisville
- 3,000 acres of park land - one of highest acres of parks per capita in TX

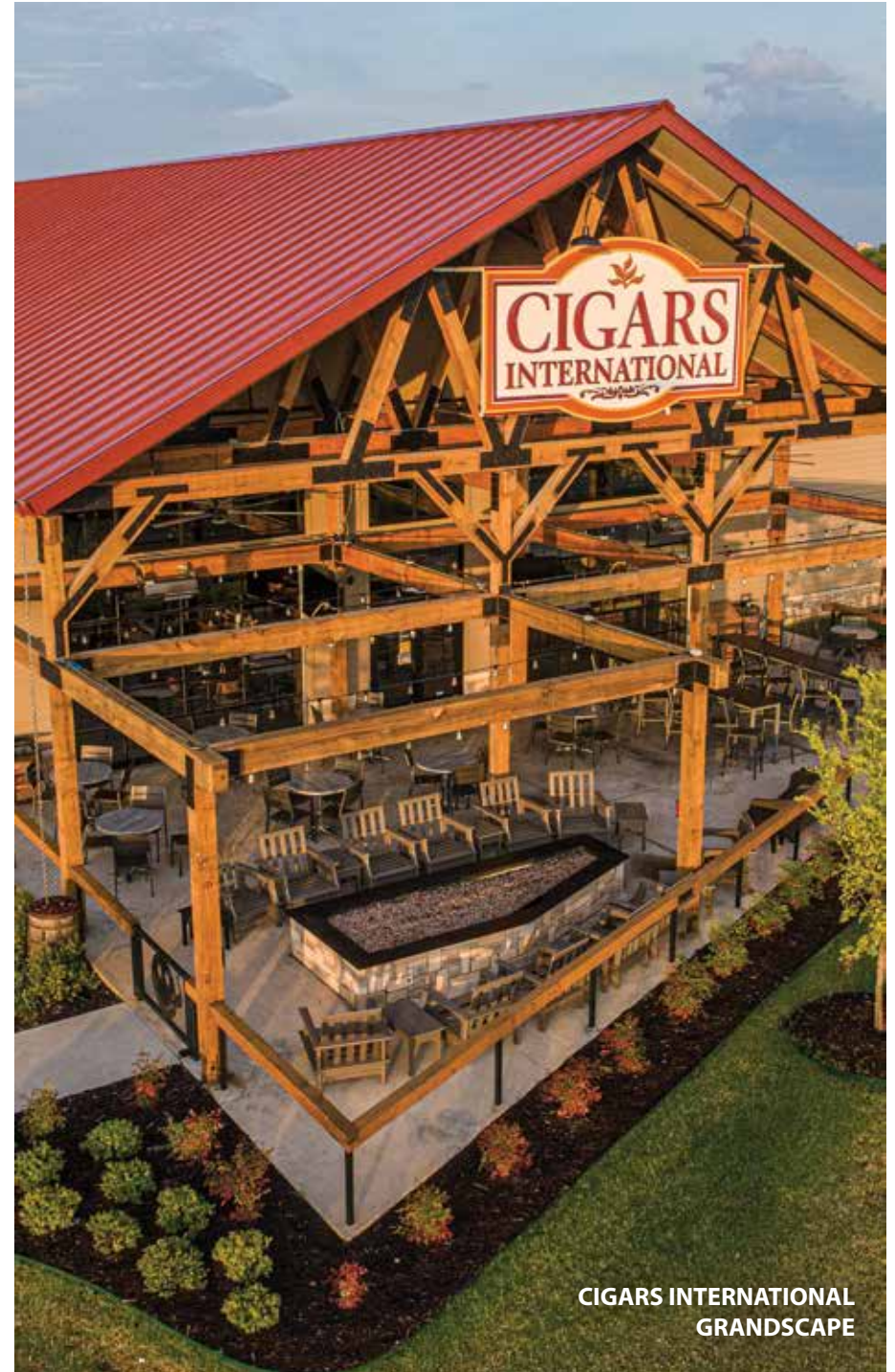


SCHEELS AT GRANDSCAPE
IN THE COLONY

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	207,554
White Alone	50.7%
Black Alone	10.2%
American Indian Alone	0.5%
Asian Alone	22.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	4.8%
Two or More Races	11.6%
Hispanic Origin	15.3%
Diversity Index	75.4



**CIGARS INTERNATIONAL
GRANDSCAPE**

DEMOGRAPHICS

EDUCATION & LABOR FORCE

2024 EDUCATIONAL ATTAINMENT	
Total	141,350
Less than 9th Grade	1.0%
9-12th Grade/No Diploma	2.0%
High School Diploma	10.2%
GED/Alternative Credential	1.5%
Some College/No Degree	13.7%
Associate's Degree	7.7%
Bachelor's Degree	40.5%
Graduate/Professional Degree	23.3%
2024 LABOR FORCE BY INDUSTRY	
Civilian Population Age 16+ in Labor Force	116,370
Agriculture/Mining	0.4%
Construction	4.1%
Manufacturing	7.8%
Wholesale Trade	2.8%
Retail Trade	10.6%
Transportation/Utilities	5.2%
Information	3.5%
Finance/Insurance/Real Estate	15.0%
Services	48.8%
Public Administration	1.7%



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.