

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.
 Lat/Lon: 33.0686/-96.889

The Colony Plaza S Hwy 121 & Main St, The Colony TX 75056	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2023)	9,181		88,560		240,139	
Projected Population (2028)	10,107		96,619		264,850	
Census Population (2020)	8,580		83,781		224,775	
Census Population (2010)	4,742		58,852		166,015	
Projected Annual Growth (2023 to 2028)	926	2.0%	8,059	1.8%	24,711	2.1%
Historical Annual Growth (2020 to 2023)	601	2.3%	4,779	1.9%	15,364	2.3%
Historical Annual Growth (2010 to 2020)	3,839	27.0%	24,929	14.1%	58,761	11.8%
Estimated Population Density (2023)	2,924 psm		3,133 psm		3,059 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2023)	3,161		35,169		95,986	
Projected Households (2028)	3,753		41,326		113,489	
Census Households (2020)	2,927		32,856		88,986	
Census Households (2010)	1,656		21,810		64,508	
Estimated Households with Children (2023)	1,304	41.3%	12,375	35.2%	33,635	35.0%
Estimated Average Household Size (2023)	2.90		2.52		2.50	
Average Household Income						
Estimated Average Household Income (2023)	\$112,167		\$145,162		\$154,689	
Projected Average Household Income (2028)	\$98,611		\$129,260		\$137,496	
Estimated Average Family Income (2023)	\$106,908		\$170,398		\$185,369	
Median Household Income						
Estimated Median Household Income (2023)	\$123,041		\$123,298		\$126,042	
Projected Median Household Income (2028)	\$120,104		\$122,035		\$125,426	
Estimated Median Family Income (2023)	\$133,401		\$149,571		\$156,179	
Per Capita Income						
Estimated Per Capita Income (2023)	\$38,621		\$57,653		\$61,850	
Projected Per Capita Income (2028)	\$36,617		\$55,294		\$58,935	
Estimated Per Capita Income 5 Year Growth	-\$2,003	-5.2%	-\$2,360	-4.1%	-\$2,915	-4.7%
Estimated Average Household Net Worth (2023)	\$921,337		\$813,712		\$889,288	
Daytime Demos (2023)						
Total Businesses	572		3,371		14,010	
Total Employees	4,023		27,641		132,524	
Company Headquarter Businesses	10	1.8%	74	2.2%	486	3.5%
Company Headquarter Employees	186	4.6%	5,249	19.0%	32,694	24.7%
Employee Population per Business	7.0		8.2		9.5	
Residential Population per Business	16.0		26.3		17.1	

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S Hwy 121 & Main St, The Colony TX 75056							
Race & Ethnicity							
White (2023)	4,247	46.3%	48,669	55.0%	126,562	52.7%	
Black or African American (2023)	1,261	13.7%	10,191	11.5%	30,966	12.9%	
American Indian or Alaska Native (2023)	56	0.6%	478	0.5%	1,264	0.5%	
Asian (2023)	2,090	22.8%	15,927	18.0%	44,830	18.7%	
Hawaiian or Pacific Islander (2023)	8	-	59	-	144	-	
Other Race (2023)	535	5.8%	4,432	5.0%	12,615	5.3%	
Two or More Races (2023)	984	10.7%	8,804	9.9%	23,757	9.9%	
Not Hispanic or Latino Population (2023)	7,447	81.1%	73,265	82.7%	198,659	82.7%	
Hispanic or Latino Population (2023)	1,734	18.9%	15,295	17.3%	41,481	17.3%	
Not Hispanic or Latino Population (2028)	8,213	81.3%	80,020	82.8%	219,437	82.9%	
Hispanic or Latino Population (2028)	1,894	18.7%	16,599	17.2%	45,413	17.1%	
Not Hispanic or Latino Population (2020)	6,909	80.5%	69,159	82.5%	185,037	82.3%	
Hispanic or Latino Population (2020)	1,671	19.5%	14,622	17.5%	39,739	17.7%	
Not Hispanic or Latino Population (2010)	3,727	78.6%	49,047	83.3%	138,240	83.3%	
Hispanic or Latino Population (2010)	1,015	21.4%	9,805	16.7%	27,774	16.7%	
Projected Hispanic Annual Growth (2023 to 2028)	160	1.8%	1,304	1.7%	3,933	1.9%	
Historic Hispanic Annual Growth (2010 to 2023)	719	5.4%	5,489	4.3%	13,706	3.8%	
Age Distribution (2023)							
Age Under 5	521	5.7%	4,782	5.4%	12,849	5.4%	
Age 5 to 9 Years	617	6.7%	5,443	6.1%	14,965	6.2%	
Age 10 to 14 Years	696	7.6%	5,925	6.7%	16,426	6.8%	
Age 15 to 19 Years	659	7.2%	5,857	6.6%	15,737	6.6%	
Age 20 to 24 Years	538	5.9%	5,113	5.8%	13,688	5.7%	
Age 25 to 29 Years	590	6.4%	6,617	7.5%	17,382	7.2%	
Age 30 to 34 Years	695	7.6%	7,073	8.0%	18,262	7.6%	
Age 35 to 39 Years	683	7.4%	7,217	8.1%	19,351	8.1%	
Age 40 to 44 Years	741	8.1%	7,271	8.2%	19,615	8.2%	
Age 45 to 49 Years	736	8.0%	7,206	8.1%	19,648	8.2%	
Age 50 to 54 Years	668	7.3%	6,738	7.6%	18,356	7.6%	
Age 55 to 59 Years	612	6.7%	5,712	6.5%	15,732	6.6%	
Age 60 to 64 Years	498	5.4%	4,484	5.1%	12,866	5.4%	
Age 65 to 74 Years	599	6.5%	5,581	6.3%	16,274	6.8%	
Age 75 to 84 Years	257	2.8%	2,777	3.1%	7,111	3.0%	
Age 85 Years or Over	72	0.8%	765	0.9%	1,878	0.8%	
Median Age	36.3		36.7		37.3		
Gender Age Distribution (2023)							
Female Population	4,667	50.8%	45,244	51.1%	121,905	50.8%	
Age 0 to 19 Years	1,245	26.7%	10,727	23.7%	29,290	24.0%	
Age 20 to 64 Years	2,907	62.3%	29,294	64.7%	78,656	64.5%	
Age 65 Years or Over	514	11.0%	5,223	11.5%	13,959	11.5%	
Female Median Age	36.5		37.3		37.6		
Male Population	4,514	49.2%	43,316	48.9%	118,234	49.2%	
Age 0 to 19 Years	1,247	27.6%	11,280	26.0%	30,687	26.0%	
Age 20 to 64 Years	2,853	63.2%	28,137	65.0%	76,244	64.5%	
Age 65 Years or Over	415	9.2%	3,899	9.0%	11,303	9.6%	
Male Median Age	36.0		36.2		36.8		

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1 mi radius 3 mi radius 5 mi radius

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Household Income Distribution (2023)						
HH Income \$200,000 or More	762	24.1%	7,136	20.3%	22,506	23.4%
HH Income \$150,000 to \$199,999	398	12.6%	5,115	14.5%	12,213	12.7%
HH Income \$100,000 to \$149,999	727	23.0%	7,097	20.2%	16,787	17.5%
HH Income \$75,000 to \$99,999	395	12.5%	4,504	12.8%	11,769	12.3%
HH Income \$50,000 to \$74,999	519	16.4%	5,117	14.6%	13,839	14.4%
HH Income \$35,000 to \$49,999	231	7.3%	2,709	7.7%	8,126	8.5%
HH Income \$25,000 to \$34,999	103	3.3%	1,164	3.3%	4,078	4.2%
HH Income \$15,000 to \$24,999	5	0.2%	896	2.5%	2,318	2.4%
HH Income Under \$15,000	21	0.7%	1,430	4.1%	4,348	4.5%
HH Income \$35,000 or More	3,032	95.9%	31,679	90.1%	85,241	88.8%
HH Income \$75,000 or More	2,282	72.2%	23,852	67.8%	63,276	65.9%
Housing (2023)						
Total Housing Units	3,294		38,149		104,088	
Housing Units Occupied	3,161	96.0%	35,169	92.2%	95,986	92.2%
Housing Units Owner-Occupied	1,892	59.9%	19,970	56.8%	51,991	54.2%
Housing Units, Renter-Occupied	1,269	40.1%	15,199	43.2%	43,994	45.8%
Housing Units, Vacant	133	4.2%	2,980	8.5%	8,103	8.4%
Marital Status (2023)						
Never Married	1,740	23.7%	21,161	29.2%	57,687	29.4%
Currently Married	4,671	63.6%	39,632	54.7%	106,247	54.2%
Separated	123	1.7%	1,830	2.5%	6,354	3.2%
Widowed	166	2.3%	2,240	3.1%	5,269	2.7%
Divorced	648	8.8%	7,547	10.4%	20,344	10.4%
Household Type (2023)						
Population Family	8,423	91.7%	74,380	84.0%	201,383	83.9%
Population Non-Family	758	8.3%	14,079	15.9%	38,119	15.9%
Population Group Quarters	-	-	100	0.1%	638	0.3%
Family Households	2,558	80.9%	23,626	67.2%	64,268	67.0%
Non-Family Households	604	19.1%	11,543	32.8%	31,717	33.0%
Married Couple with Children	904	19.4%	9,202	23.2%	24,624	23.2%
Average Family Household Size	3.3		3.1		3.1	
Household Size (2023)						
1 Person Households	482	15.3%	9,638	27.4%	26,564	27.7%
2 Person Households	943	29.8%	11,203	31.9%	31,113	32.4%
3 Person Households	706	22.3%	6,130	17.4%	16,412	17.1%
4 Person Households	620	19.6%	5,214	14.8%	14,035	14.6%
5 Person Households	289	9.1%	2,120	6.0%	5,573	5.8%
6 or More Person Households	121	3.8%	864	2.5%	2,289	2.4%
Household Vehicles (2023)						
Households with 0 Vehicles Available	11	0.4%	832	2.4%	2,735	2.8%
Households with 1 Vehicles Available	986	31.2%	12,349	35.1%	34,601	36.0%
Households with 2 or More Vehicles Available	2,164	68.5%	21,988	62.5%	58,649	61.1%
Total Vehicles Available	6,417		66,078		176,505	
Average Vehicles Per Household	2.0		1.9		1.8	

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Labor Force (2023)						
Estimated Labor Population Age 16 Years or Over	7,210		71,159		192,450	
Estimated Civilian Employed	5,731	79.5%	55,530	78.0%	146,059	75.9%
Estimated Civilian Unemployed	311	4.3%	1,816	2.6%	4,567	2.4%
Estimated in Armed Forces	-	-	4	-	41	-
Estimated Not in Labor Force	1,168	16.2%	13,808	19.4%	41,784	21.7%
Unemployment Rate	4.3%		2.6%		2.4%	
Occupation (2023)						
Occupation: Population Age 16 Years or Over	5,731		55,530		146,059	
Management, Business, Financial Operations	1,701	29.7%	16,275	29.3%	40,990	28.1%
Professional, Related	1,843	32.2%	16,094	29.0%	42,137	28.8%
Service	461	8.0%	5,151	9.3%	14,395	9.9%
Sales, Office	1,245	21.7%	12,112	21.8%	32,275	22.1%
Farming, Fishing, Forestry	-	-	56	-	100	-
Construct, Extraction, Maintenance	142	2.5%	2,266	4.1%	6,180	4.2%
Production, Transport Material Moving	338	5.9%	3,576	6.4%	9,982	6.8%
White Collar Workers	4,789	83.6%	44,482	80.1%	115,402	79.0%
Blue Collar Workers	942	16.4%	11,049	19.9%	30,656	21.0%
Consumer Expenditure (2023)						
Total Household Expenditure	\$241.73 M		\$3.25 B		\$9.34 B	
Total Non-Retail Expenditure	\$128.28 M	53.1%	\$1.73 B	53.2%	\$4.98 B	53.3%
Total Retail Expenditure	\$113.45 M	46.9%	\$1.52 B	46.8%	\$4.36 B	46.7%
Apparel	\$8.83 M	3.7%	\$118.46 M	3.6%	\$340.67 M	3.6%
Contributions	\$8.52 M	3.5%	\$115.03 M	3.5%	\$336.12 M	3.6%
Education	\$8.59 M	3.6%	\$115.76 M	3.6%	\$340.11 M	3.6%
Entertainment	\$14.15 M	5.9%	\$190.18 M	5.8%	\$546.69 M	5.9%
Food and Beverages	\$34.9 M	14.4%	\$469.35 M	14.4%	\$1.34 B	14.4%
Furnishings and Equipment	\$8.73 M	3.6%	\$117.36 M	3.6%	\$336.92 M	3.6%
Gifts	\$6.65 M	2.8%	\$89.05 M	2.7%	\$263.5 M	2.8%
Health Care	\$19.23 M	8.0%	\$259.5 M	8.0%	\$739.95 M	7.9%
Household Operations	\$9.73 M	4.0%	\$131.11 M	4.0%	\$378.2 M	4.1%
Miscellaneous Expenses	\$4.6 M	1.9%	\$62.02 M	1.9%	\$178.13 M	1.9%
Personal Care	\$3.24 M	1.3%	\$43.59 M	1.3%	\$124.81 M	1.3%
Personal Insurance	\$1.85 M	0.8%	\$24.78 M	0.8%	\$71.79 M	0.8%
Reading	\$528.01 K	0.2%	\$7.15 M	0.2%	\$20.58 M	0.2%
Shelter	\$50.73 M	21.0%	\$686.27 M	21.1%	\$1.97 B	21.1%
Tobacco	\$1.2 M	0.5%	\$16.32 M	0.5%	\$45.94 M	0.5%
Transportation	\$43.83 M	18.1%	\$586.41 M	18.0%	\$1.67 B	17.9%
Utilities	\$16.42 M	6.8%	\$221.56 M	6.8%	\$630.18 M	6.7%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	6,151		61,440		166,474	
Elementary (Grade Level 0 to 8)	39	0.6%	1,057	1.7%	3,838	2.3%
Some High School (Grade Level 9 to 11)	210	3.4%	1,955	3.2%	4,606	2.8%
High School Graduate	843	13.7%	8,582	14.0%	23,020	13.8%
Some College	1,670	27.2%	11,743	19.1%	29,653	17.8%
Associate Degree Only	491	8.0%	4,890	8.0%	11,768	7.1%
Bachelor Degree Only	1,995	32.4%	21,904	35.7%	60,594	36.4%
Graduate Degree	903	14.7%	11,307	18.4%	32,994	19.8%

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Units In Structure (2023)							
1 Detached Unit		2,074	125.3%	21,646	99.3%	56,064	86.9%
1 Attached Unit		72	4.4%	1,338	6.1%	3,289	5.1%
2 to 4 Units		83	5.0%	1,273	5.8%	4,265	6.6%
5 to 9 Units		100	6.0%	1,571	7.2%	6,115	9.5%
10 to 19 Units		193	11.7%	2,463	11.3%	7,615	11.8%
20 to 49 Units		375	22.7%	2,829	13.0%	6,084	9.4%
50 or More Units		228	13.7%	3,751	17.2%	11,615	18.0%
Mobile Home or Trailer		30	1.8%	225	1.0%	768	1.2%
Other Structure		6	0.3%	73	0.3%	171	0.3%
Homes Built By Year (2023)							
Homes Built 2010 or later		1,268	76.6%	11,831	54.2%	28,464	44.1%
Homes Built 2000 to 2009		546	33.0%	9,720	44.6%	24,131	37.4%
Homes Built 1990 to 1999		657	39.6%	4,306	19.7%	16,182	25.1%
Homes Built 1980 to 1989		227	13.7%	4,937	22.6%	16,473	25.5%
Homes Built 1970 to 1979		414	25.0%	3,306	15.2%	7,852	12.2%
Homes Built 1960 to 1969		31	1.9%	523	2.4%	1,381	2.1%
Homes Built 1950 to 1959		3	0.2%	191	0.9%	614	1.0%
Homes Built Before 1949		16	1.0%	354	1.6%	888	1.4%
Home Values (2023)							
Home Values \$1,000,000 or More		28	1.5%	636	3.2%	2,169	4.2%
Home Values \$500,000 to \$999,999		210	11.1%	5,209	26.1%	16,634	32.0%
Home Values \$400,000 to \$499,999		385	20.4%	3,475	17.4%	9,127	17.6%
Home Values \$300,000 to \$399,999		696	36.8%	4,804	24.1%	11,386	21.9%
Home Values \$200,000 to \$299,999		383	20.2%	4,328	21.7%	9,544	18.4%
Home Values \$150,000 to \$199,999		110	5.8%	650	3.3%	1,314	2.5%
Home Values \$100,000 to \$149,999		21	1.1%	353	1.8%	704	1.4%
Home Values \$70,000 to \$99,999		5	0.3%	125	0.6%	217	0.4%
Home Values \$50,000 to \$69,999		2	0.1%	23	0.1%	69	0.1%
Home Values \$25,000 to \$49,999		31	1.6%	133	0.7%	256	0.5%
Home Values Under \$25,000		21	1.1%	234	1.2%	571	1.1%
Owner-Occupied Median Home Value		\$354,394		\$407,985		\$451,037	
Renter-Occupied Median Rent		\$1,368		\$1,315		\$1,293	
Transportation To Work (2023)							
Drive to Work Alone		3,284	57.3%	33,965	61.2%	84,860	58.1%
Drive to Work in Carpool		330	5.8%	3,188	5.7%	8,161	5.6%
Travel to Work by Public Transportation		12	0.2%	153	0.3%	548	0.4%
Drive to Work on Motorcycle		-	-	21	-	45	-
Walk or Bicycle to Work		61	1.1%	319	0.6%	1,204	0.8%
Other Means		36	0.6%	540	1.0%	1,785	1.2%
Work at Home		2,009	35.0%	17,345	31.2%	49,456	33.9%
Travel Time (2023)							
Travel to Work in 14 Minutes or Less		720	12.6%	6,706	12.1%	18,665	12.8%
Travel to Work in 15 to 29 Minutes		1,245	21.7%	16,700	30.1%	41,700	28.5%
Travel to Work in 30 to 59 Minutes		1,598	27.9%	13,281	23.9%	32,588	22.3%
Travel to Work in 60 Minutes or More		159	2.8%	1,499	2.7%	3,651	2.5%
Average Minutes Travel to Work		26.8		24.2		23.5	

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