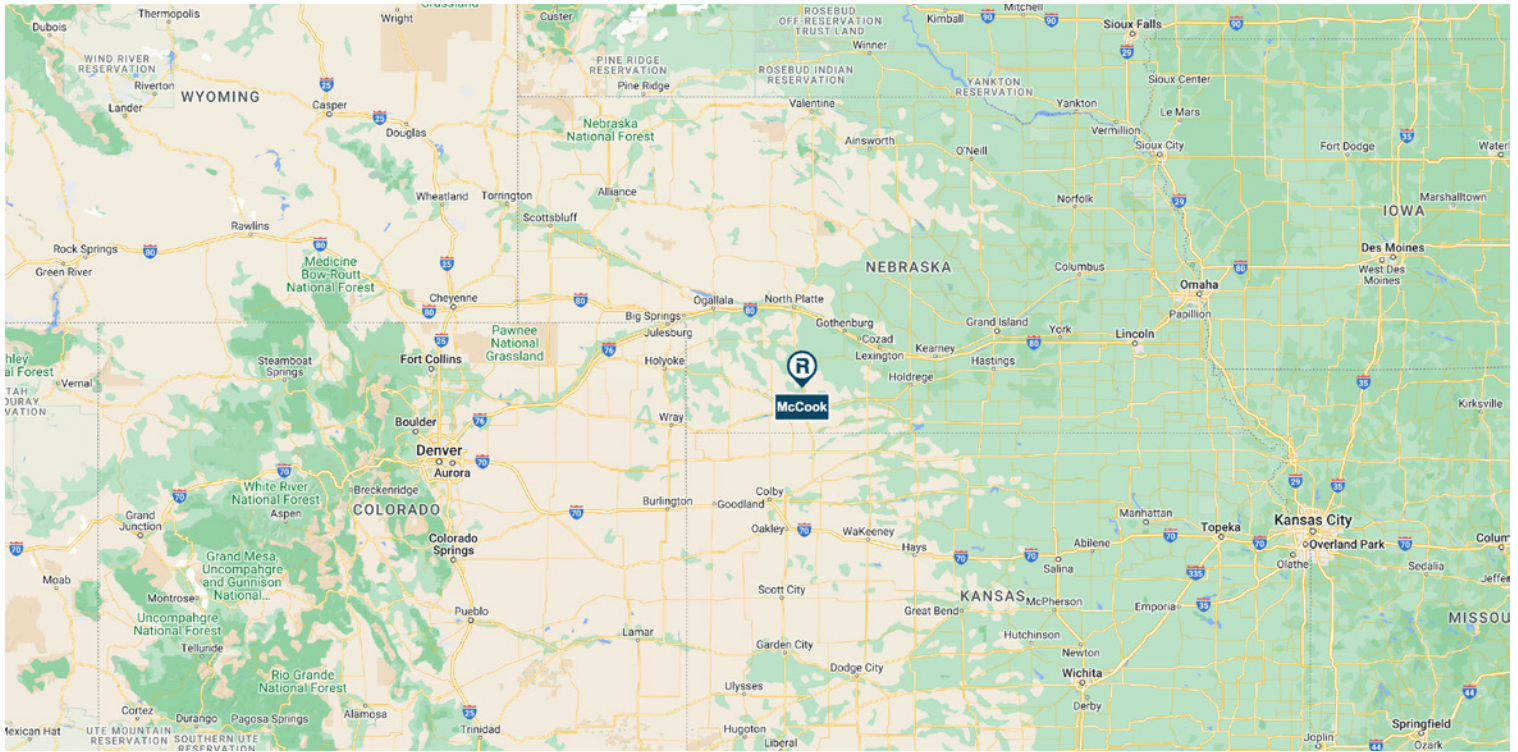# Community Demographic Profile

MCCOOK, NEBRASKA

Prepared for McCook Economic Development Corporation
January 2024

Community • Demographic Snapshot

McCook, Nebraska

Population

2020	7,446
2024	7,463
2029	7,437

Educational Attainment (%)

Graduate or Professional Degree	7.74%
Bachelors Degree	18.45%
Associate Degree	11.60%
Some College	25.18%
High School Graduate (or GED)	30.37%
Some High School, No Degree	5.25%
Less than 9th Grade	1.41%

Income

Average HH	$87,007
Median HH	$59,453
Per Capita	$38,248

Age

0 - 9 Years	12.93%
10 - 17 Years	10.04%
18 - 24 Years	8.86%
25 - 34 Years	11.95%
35 - 44 Years	11.71%
45 - 54 Years	10.28%
55 - 64 Years	11.58%
65 and Older	22.66%
Median Age	40.22
Average Age	41.70

Race Distribution (%)

White	88.97%
Black/African American	1.51%
American Indian/ Alaskan	0.55%
Asian	0.46%
Native Hawaiian/ Islander	0.15%
Other Race	3.63%
Two or More Races	4.73%
Hispanic	7.68%

MCCOOK ECONOMIC DEVELOPMENT CORPORATION

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TheRetailCoach.

Community • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
Population		
2029 Projection	7,437	
2024 Estimate	7,463	
2020 Census	7,446	
2010 Census	7,592	
Growth 2024 - 2029		-0.34%
Growth 2020 - 2024		0.23%
Growth 2010 - 2020		-1.91%
2024 Est. Population by Single-Classification Race	**7,463**	
White Alone	6,640	88.97%
Black or African American Alone	113	1.51%
Amer. Indian and Alaska Native Alone	41	0.55%
Asian Alone	34	0.46%
Native Hawaiian and Other Pacific Island Alone	11	0.15%
Some Other Race Alone	271	3.63%
Two or More Races	353	4.73%
2024 Est. Population by Hispanic or Latino Origin	**7,463**	
Not Hispanic or Latino	6,890	92.32%
Hispanic or Latino	573	7.68%
Mexican	418	72.95%
Puerto Rican	10	1.75%
Cuban	0	0.00%
All Other Hispanic or Latino	145	25.30%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**573**	
White Alone	171	29.84%
Black or African American Alone	1	0.17%
American Indian and Alaska Native Alone	11	1.92%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	258	45.03%
Two or More Races	132	23.04%
2024 Est. Pop by Race, Asian Alone, by Category	**34**	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	34	100.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**7,463**	
Arab	0	0.00%
Czech	61	0.82%
Danish	40	0.54%
Dutch	49	0.66%
English	605	8.11%
French (except Basque)	91	1.22%
French Canadian	15	0.20%
German	2,351	31.50%
Greek	5	0.07%
Hungarian	0	0.00%
Irish	570	7.64%
Italian	132	1.77%
Lithuanian	0	0.00%
United States or American	321	4.30%
Norwegian	78	1.04%
Polish	73	0.98%
Portuguese	0	0.00%
Russian	74	0.99%
Scottish	190	2.55%
Scotch-Irish	39	0.52%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	149	2.00%
Swiss	58	0.78%
Ukrainian	0	0.00%
Welsh	8	0.11%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,044	13.99%
Ancestry Unclassified	1,510	20.23%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	6,912	99.11%
Speak Asian/Pacific Island Language at Home	4	0.06%
Speak IndoEuropean Language at Home	31	0.45%
Speak Spanish at Home	27	0.39%
Speak Other Language at Home	0	0.00%

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Community • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Population by Age	**7,463**	
Age 0 - 4	489	6.55%
Age 5 - 9	476	6.38%
Age 10 - 14	468	6.27%
Age 15 - 17	281	3.77%
Age 18 - 20	278	3.73%
Age 21 - 24	383	5.13%
Age 25 - 34	892	11.95%
Age 35 - 44	874	11.71%
Age 45 - 54	767	10.28%
Age 55 - 64	864	11.58%
Age 65 - 74	847	11.35%
Age 75 - 84	544	7.29%
Age 85 and over	300	4.02%
Age 16 and over	5,937	79.55%
Age 18 and over	5,749	77.03%
Age 21 and over	5,471	73.31%
Age 65 and over	1,691	22.66%
2024 Est. Median Age		40.22
2024 Est. Average Age		41.70
2024 Est. Population by Sex	**7,463**	
Male	3,701	49.59%
Female	3,762	50.41%
2024 Est. Male Population by Age	**3,701**	
Age 0 - 4	250	6.75%
Age 5 - 9	248	6.70%
Age 10 - 14	252	6.81%
Age 15 - 17	136	3.67%
Age 18 - 20	138	3.73%
Age 21 - 24	202	5.46%
Age 25 - 34	486	13.13%
Age 35 - 44	455	12.29%
Age 45 - 54	396	10.70%
Age 55 - 64	419	11.32%
Age 65 - 74	410	11.08%
Age 75 - 84	202	5.46%
Age 85 and over	107	2.89%
2024 Est. Median Age, Male		37.95
2024 Est. Average Age, Male		39.80
2024 Est. Female Population by Age	**3,762**	
Age 0 - 4	239	6.35%
Age 5 - 9	228	6.06%
Age 10 - 14	216	5.74%
Age 15 - 17	145	3.85%
Age 18 - 20	140	3.72%
Age 21 - 24	181	4.81%
Age 25 - 34	406	10.79%
Age 35 - 44	419	11.14%
Age 45 - 54	371	9.86%
Age 55 - 64	445	11.83%
Age 65 - 74	437	11.62%
Age 75 - 84	342	9.09%
Age 85 and over	193	5.13%
2024 Est. Median Age, Female		42.72
2024 Est. Average Age, Female		43.50

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	1,867	30.96%
Males, Never Married	1,123	18.62%
Females, Never Married	744	12.34%
Married, Spouse present	2,903	48.14%
Married, Spouse absent	227	3.77%
Widowed	495	8.21%
Males Widowed	100	1.66%
Females Widowed	395	6.55%
Divorced	538	8.92%
Males Divorced	206	3.42%
Females Divorced	332	5.51%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	72	1.41%
Some High School, no diploma	267	5.25%
High School Graduate (or GED)	1,545	30.37%
Some College, no degree	1,281	25.18%
Associate Degree	590	11.60%
Bachelor's Degree	939	18.45%
Master's Degree	222	4.36%
Professional School Degree	133	2.61%
Doctorate Degree	39	0.77%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	91	36.40%
High School Graduate	107	42.80%
Some College or Associate's Degree	52	20.80%
Bachelor's Degree or Higher	0	0.00%
Households		
2029 Projection	3,154	
2024 Estimate	3,166	
2020 Census	3,158	
2010 Census	3,206	
Growth 2024 - 2029		-0.37%
Growth 2020 - 2024		0.25%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**3,166**	
Family Households	1,950	61.59%
Nonfamily Households	1,216	38.41%
2024 Est. Group Quarters Population	261	
2024 Households by Ethnicity, Hispanic/Latino	166	

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Community • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**3,166**	
Income < $15,000	246	7.77%
Income $15,000 - $24,999	249	7.87%
Income $25,000 - $34,999	383	12.10%
Income $35,000 - $49,999	473	14.94%
Income $50,000 - $74,999	532	16.80%
Income $75,000 - $99,999	337	10.64%
Income $100,000 - $124,999	315	9.95%
Income $125,000 - $149,999	178	5.62%
Income $150,000 - $199,999	162	5.12%
Income $200,000 - $249,999	181	5.72%
Income $250,000 - $499,999	77	2.43%
Income $500,000+	33	1.04%
2024 Est. Average Household Income		$87,007
2024 Est. Median Household Income		$59,453
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$57,878
Black or African American Alone		$65,799
American Indian and Alaska Native Alone		$24,073
Asian Alone		$42,965
Native Hawaiian and Other Pacific Islander Alone		$112,500
Some Other Race Alone		$58,753
Two or More Races		$200,000
Hispanic or Latino		$43,108
Not Hispanic or Latino		$62,284
2024 Est. HH by Type and Presence of Own Child.	**3,166**	
Family Households with Children	672	21.23%
Family Households without Children	2,494	78.78%
Married-Couple Families	**1,502**	**47.44%**
Married-Couple Family, own children	485	15.32%
Married-Couple Family, no own children	1,017	32.12%
Cohabitating-Couple Families	**168**	**5.31%**
Cohabitating-Couple Family, own children	1	0.03%
Cohabitating-Couple Family, no own children	167	5.28%
Male Householder Families	**608**	**19.20%**
Male Householder, own children	23	0.73%
Male Householder, no own children	51	1.61%
Male Householder, only Nonrelatives	29	0.92%
Male Householder, Living Alone	505	15.95%
Female Householder Families	**888**	**28.05%**
Female Householder, own children	163	5.15%
Female Householder, no own children	78	2.46%
Female Householder, only Nonrelatives	0	0.00%
Female Householder, Living Alone	647	20.44%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**3,166**	
1-person	1,070	33.80%
2-person	1,156	36.51%
3-person	358	11.31%
4-person	305	9.63%
5-person	178	5.62%
6-person	66	2.08%
7-or-more-person	33	1.04%
2024 Est. Average Household Size		2.27
2024 Est. Households by Number of Vehicles	**3,166**	
No Vehicles	236	7.45%
1 Vehicle	898	28.36%
2 Vehicles	1,302	41.12%
3 Vehicles	463	14.62%
4 Vehicles	182	5.75%
5 or more Vehicles	85	2.69%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	1,943	
2024 Estimate	1,950	
2020 Estimate	1,907	
2010 Census	1,974	
Growth 2024 - 2029		-0.35%
Growth 2020 - 2024		2.25%
Growth 2010 - 2020		-3.38%
2024 Est. Families by Poverty Status	**1,950**	
2024 Families at or Above Poverty	1,810	92.82%
2024 Families at or Above Poverty with Children	655	33.59%
2024 Families Below Poverty	140	7.18%
2024 Families Below Poverty with Children	109	5.59%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	3,700	62.32%
Civilian Labor Force, Unemployed	208	3.50%
Armed Forces	0	0.00%
Not in Labor Force	2,029	34.18%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	2,371	64.27%
Non-Profit Private Workers	204	5.53%
Local Government Workers	38	1.03%
State Government Workers	296	8.02%
Federal Government Workers	326	8.84%
Self-Employed Workers	452	12.25%
Unpaid Family Workers	2	0.05%

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Community • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	42	1.14%
Arts/Entertainment/Sports	74	2.01%
Building Grounds Maintenance	117	3.17%
Business/Financial Operations	135	3.66%
Community/Social Services	62	1.68%
Computer/Mathematical	35	0.95%
Construction/Extraction	163	4.42%
Education/Training/Library	205	5.56%
Farming/Fishing/Forestry	31	0.84%
Food Prep/Serving	236	6.40%
Health Practitioner/Technician	342	9.27%
Healthcare Support	139	3.77%
Maintenance Repair	158	4.28%
Legal	19	0.52%
Life/Physical/Social Science	36	0.98%
Management	307	8.32%
Office/Admin. Support	297	8.05%
Production	342	9.27%
Protective Services	40	1.08%
Sales/Related	395	10.71%
Personal Care/Service	79	2.14%
Transportation/Moving	435	11.79%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	1,949	52.83%
Blue Collar	1,098	29.76%
Service and Farm	642	17.40%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	3,212	90.05%
Car Pooled	132	3.70%
Public Transportation	0	0.00%
Walked	87	2.44%
Bicycle	1	0.03%
Other Means	2	0.06%
Worked at Home	133	3.73%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,674	
15 - 29 Minutes	426	
30 - 44 Minutes	65	
45 - 59 Minutes	35	
60 or more Minutes	240	
2024 Est. Avg Travel Time to Work in Minutes		15
2024 Est. Occupied Housing Units by Tenure	**3,166**	
Owner Occupied	2,159	59.86%
Renter Occupied	1,007	31.81%
2024 Owner Occ. HUs: Avg. Length of Residence		18.10†
2024 Renter Occ. HUs: Avg. Length of Residence		6.30†

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**2,159**	
Value Less than $20,000	130	6.02%
Value $20,000 - $39,999	51	2.36%
Value $40,000 - $59,999	83	3.84%
Value $60,000 - $79,999	80	3.71%
Value $80,000 - $99,999	133	6.16%
Value $100,000 - $149,999	439	20.33%
Value $150,000 - $199,999	442	20.47%
Value $200,000 - $299,999	469	21.72%
Value $300,000 - $399,999	227	10.51%
Value $400,000 - $499,999	85	3.94%
Value $500,000 - $749,999	2	0.09%
Value $750,000 - $999,999	5	0.23%
Value $1,000,000 or $1,499,999	13	0.60%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	0	0.00%
2024 Est. Median All Owner-Occupied Housing Value		$167,795
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	2,614	72.47%
1 Unit Attached	46	1.27%
2 Units	248	6.88%
3 or 4 Units	40	1.11%
5 to 19 Units	346	9.59%
20 to 49 Units	76	2.11%
50 or More Units	79	2.19%
Mobile Home or Trailer	158	4.38%
Boat, RV, Van, etc.	0	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	0	0.00%
Housing Units Built 2010 to 2019	37	1.03%
Housing Units Built 2000 to 2009	170	4.71%
Housing Units Built 1990 to 1999	287	7.96%
Housing Units Built 1980 to 1989	250	6.93%
Housing Units Built 1970 to 1979	440	12.20%
Housing Units Built 1960 to 1969	502	13.92%
Housing Units Built 1950 to 1959	633	17.55%
Housing Units Built 1940 to 1949	340	9.43%
Housing Unit Built 1939 or Earlier	948	26.28%
2024 Est. Median Year Structure Built		1958

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® 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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.

ACKNOWLEDGMENTS

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer. com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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