



The**Retail**Coach®

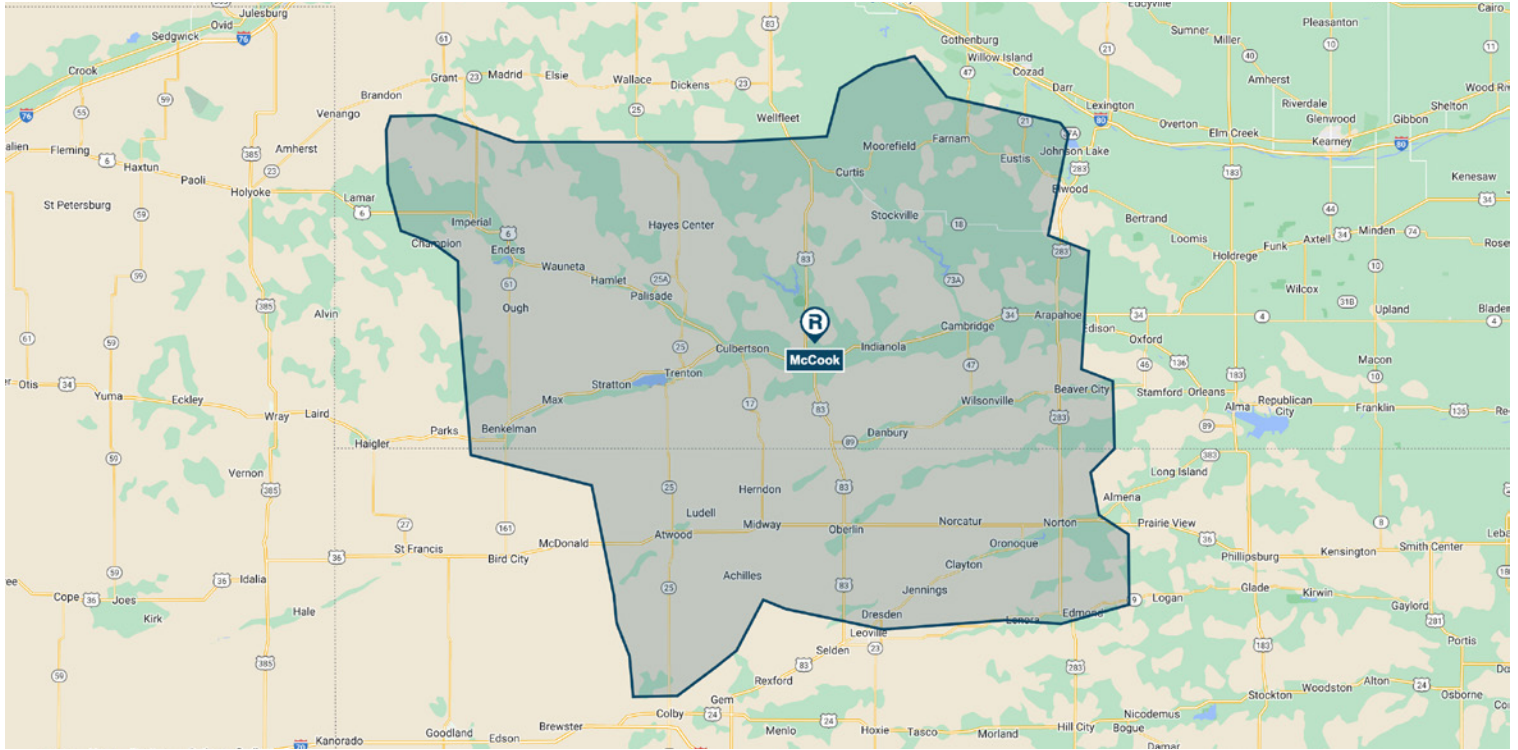
Primary Retail Trade Area Demographic Profile

MCCOOK, NEBRASKA

Prepared for McCook Economic Development Corporation
January 2024

Primary Retail Trade Area • Demographic Snapshot

McCook, Nebraska



Population

2020	35,989	0 - 9 Years	12.07%
2024	35,176	10 - 17 Years	9.65%
2029	34,773	18 - 24 Years	8.03%

Educational Attainment (%)

Graduate or Professional Degree	6.44%	25 - 34 Years	10.16%
Bachelors Degree	16.73%	35 - 44 Years	10.92%
Associate Degree	11.55%	45 - 54 Years	10.14%
Some College	27.68%	55 - 64 Years	13.15%
High School Graduate (or GED)	29.88%	65 and Older	25.88%
Some High School, No Degree	5.50%	Median Age	44.23
Less than 9th Grade	2.23%	Average Age	43.72

Income

Average HH	\$83,565
Median HH	\$62,718
Per Capita	\$36,416

Race Distribution (%)

White	89.59%
Black/African American	1.14%
American Indian/Alaskan	0.49%
Asian	0.35%
Native Hawaiian/Islander	0.07%
Other Race	2.88%
Two or More Races	5.49%
Hispanic	7.11%



Charlie McPherson, MBA
 McCook Economic Development Corporation
 Executive Director

402 Norris Ave #301
 McCook, Nebraska 69001

Phone 308.345.1200
 Cell 308.350.1117
 Charlie@McCookNE.org
 www.McCookNE.org

Kyle Cofer
 The Retail Coach, LLC
 Project Director

Office 662.844.2155
 Cell 662.319.7144
 KyleCofer@TheRetailCoach.net
 www.TheRetailCoach.net



Primary Retail Trade Area • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
Population		
2029 Projection	34,773	
2024 Estimate	35,176	
2020 Census	35,989	
2010 Census	37,914	
Growth 2024 - 2029		-1.14%
Growth 2020 - 2024		-2.25%
Growth 2010 - 2020		-5.7%
2024 Est. Population by Single-Classification Race	35,176	
White Alone	31,515	89.59%
Black or African American Alone	400	1.14%
Amer. Indian and Alaska Native Alone	172	0.49%
Asian Alone	123	0.35%
Native Hawaiian and Other Pacific Island Alone	23	0.07%
Some Other Race Alone	1,012	2.88%
Two or More Races	1,931	5.49%
2024 Est. Population by Hispanic or Latino Origin	35,176	
Not Hispanic or Latino	32,675	92.89%
Hispanic or Latino	2,501	7.11%
Mexican	1,930	77.17%
Puerto Rican	69	2.76%
Cuban	0	0.00%
All Other Hispanic or Latino	502	20.07%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	2,501	
White Alone	748	29.91%
Black or African American Alone	13	0.52%
American Indian and Alaska Native Alone	55	2.20%
Asian Alone	7	0.28%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	965	38.59%
Two or More Races	712	28.47%
2024 Est. Pop by Race, Asian Alone, by Category	123	
Chinese, except Taiwanese	10	8.13%
Filipino	50	40.65%
Japanese	0	0.00%
Asian Indian	5	4.07%
Korean	3	2.44%
Vietnamese	42	34.15%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	7	5.69%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	4.88%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	35,176	
Arab	11	0.03%
Czech	575	1.63%
Danish	203	0.58%
Dutch	394	1.12%
English	3,089	8.78%
French (except Basque)	395	1.12%
French Canadian	64	0.18%
German	9,654	27.44%
Greek	19	0.05%
Hungarian	55	0.16%
Irish	3,102	8.82%
Italian	442	1.26%
Lithuanian	0	0.00%
United States or American	1,423	4.04%
Norwegian	321	0.91%
Polish	394	1.12%
Portuguese	5	0.01%
Russian	168	0.48%
Scottish	585	1.66%
Scotch-Irish	190	0.54%
Slovak	1	0.00%
Subsaharan African	25	0.07%
Swedish	982	2.79%
Swiss	171	0.49%
Ukrainian	2	0.01%
Welsh	123	0.35%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	4,555	12.95%
Ancestry Unclassified	8,228	23.39%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	31,646	95.88%
Speak Asian/Pacific Island Language at Home	48	0.15%
Speak IndoEuropean Language at Home	128	0.39%
Speak Spanish at Home	1,162	3.52%
Speak Other Language at Home	21	0.06%



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DESCRIPTION	DATA	%
2024 Est. Population by Age	35,176	
Age 0 - 4	2,171	6.17%
Age 5 - 9	2,073	5.89%
Age 10 - 14	2,107	5.99%
Age 15 - 17	1,287	3.66%
Age 18 - 20	1,289	3.66%
Age 21 - 24	1,536	4.37%
Age 25 - 34	3,575	10.16%
Age 35 - 44	3,842	10.92%
Age 45 - 54	3,568	10.14%
Age 55 - 64	4,624	13.15%
Age 65 - 74	4,862	13.82%
Age 75 - 84	2,846	8.09%
Age 85 and over	1,394	3.96%
Age 16 and over	28,398	80.73%
Age 18 and over	27,538	78.29%
Age 21 and over	26,248	74.62%
Age 65 and over	9,102	25.88%
2024 Est. Median Age		44.23
2024 Est. Average Age		43.72
2024 Est. Population by Sex	35,176	
Male	18,030	51.26%
Female	17,146	48.74%
2024 Est. Male Population by Age	18,030	
Age 0 - 4	1,119	6.21%
Age 5 - 9	1,094	6.07%
Age 10 - 14	1,095	6.07%
Age 15 - 17	648	3.59%
Age 18 - 20	651	3.61%
Age 21 - 24	798	4.43%
Age 25 - 34	1,990	11.04%
Age 35 - 44	2,096	11.63%
Age 45 - 54	1,885	10.46%
Age 55 - 64	2,372	13.16%
Age 65 - 74	2,469	13.69%
Age 75 - 84	1,291	7.16%
Age 85 and over	523	2.90%
2024 Est. Median Age, Male		42.69
2024 Est. Average Age, Male		42.61
2024 Est. Female Population by Age	17,146	
Age 0 - 4	1,052	6.14%
Age 5 - 9	979	5.71%
Age 10 - 14	1,012	5.90%
Age 15 - 17	638	3.72%
Age 18 - 20	639	3.73%
Age 21 - 24	739	4.31%
Age 25 - 34	1,585	9.24%
Age 35 - 44	1,746	10.18%
Age 45 - 54	1,683	9.82%
Age 55 - 64	2,252	13.13%
Age 65 - 74	2,393	13.96%
Age 75 - 84	1,556	9.08%
Age 85 and over	871	5.08%
2024 Est. Median Age, Female		46.12
2024 Est. Average Age, Female		44.84

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	6,890	23.90%
Males, Never Married	4,171	14.47%
Females, Never Married	2,719	9.43%
Married, Spouse present	15,632	54.23%
Married, Spouse absent	896	3.11%
Widowed	2,354	8.17%
Males Widowed	555	1.93%
Females Widowed	1,798	6.24%
Divorced	3,054	10.60%
Males Divorced	1,593	5.53%
Females Divorced	1,461	5.07%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	552	2.23%
Some High School, no diploma	1,359	5.50%
High School Graduate (or GED)	7,384	29.88%
Some College, no degree	6,840	27.68%
Associate Degree	2,855	11.55%
Bachelor's Degree	4,133	16.73%
Master's Degree	1,129	4.57%
Professional School Degree	366	1.48%
Doctorate Degree	96	0.39%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	474	39.24%
High School Graduate	387	32.04%
Some College or Associate's Degree	302	25.00%
Bachelor's Degree or Higher	45	3.73%
Households		
2029 Projection	14,516	
2024 Estimate	14,731	
2020 Census	15,099	
2010 Census	16,149	
Growth 2024 - 2029		-1.45%
Growth 2020 - 2024		-2.43%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	14,731	
Family Households	9,286	63.04%
Nonfamily Households	5,445	36.96%
2024 Est. Group Quarters Population	1,372	
2024 Households by Ethnicity, Hispanic/Latino	674	



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McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	14,731	
Income < \$15,000	1,130	7.67%
Income \$15,000 - \$24,999	1,218	8.27%
Income \$25,000 - \$34,999	1,549	10.52%
Income \$35,000 - \$49,999	2,009	13.64%
Income \$50,000 - \$74,999	2,677	18.17%
Income \$75,000 - \$99,999	1,936	13.14%
Income \$100,000 - \$124,999	1,480	10.05%
Income \$125,000 - \$149,999	1,008	6.84%
Income \$150,000 - \$199,999	839	5.70%
Income \$200,000 - \$249,999	461	3.13%
Income \$250,000 - \$499,999	297	2.02%
Income \$500,000+	128	0.87%
2024 Est. Average Household Income		\$83,565
2024 Est. Median Household Income		\$62,718
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$62,837
Black or African American Alone		\$55,417
American Indian and Alaska Native Alone		\$40,807
Asian Alone		\$46,565
Native Hawaiian and Other Pacific Islander Alone		\$28,932
Some Other Race Alone		\$59,420
Two or More Races		\$75,000
Hispanic or Latino		\$49,839
Not Hispanic or Latino		\$63,487
2024 Est. HH by Type and Presence of Own Child.	14,731	
Family Households with Children	3,521	23.90%
Family Households without Children	11,210	76.10%
Married-Couple Families	7,867	53.40%
Married-Couple Family, own children	2,743	18.62%
Married-Couple Family, no own children	5,124	34.78%
Cohabiting-Couple Families	653	4.43%
Cohabiting-Couple Family, own children	190	1.29%
Cohabiting-Couple Family, no own children	463	3.14%
Male Householder Families	2,777	18.85%
Male Householder, own children	126	0.86%
Male Householder, no own children	225	1.53%
Male Householder, only Nonrelatives	82	0.56%
Male Householder, Living Alone	2,343	15.91%
Female Householder Families	3,435	23.32%
Female Householder, own children	462	3.14%
Female Householder, no own children	298	2.02%
Female Householder, only Nonrelatives	27	0.18%
Female Householder, Living Alone	2,648	17.98%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	14,731	
1-person	5,079	34.48%
2-person	5,360	36.39%
3-person	1,562	10.60%
4-person	1,338	9.08%
5-person	818	5.55%
6-person	382	2.59%
7-or-more-person	191	1.30%
2024 Est. Average Household Size		2.28
2024 Est. Households by Number of Vehicles	14,731	
No Vehicles	625	4.24%
1 Vehicle	3,811	25.87%
2 Vehicles	5,396	36.63%
3 Vehicles	2,745	18.63%
4 Vehicles	1,365	9.27%
5 or more Vehicles	789	5.36%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	9,148	
2024 Estimate	9,286	
2020 Estimate	9,503	
2010 Census	10,200	
Growth 2024 - 2029		-1.48%
Growth 2020 - 2024		-2.27%
Growth 2010 - 2020		-6.82%
2024 Est. Families by Poverty Status	9,286	
2024 Families at or Above Poverty	8,622	92.85%
2024 Families at or Above Poverty with Children	3,297	35.51%
2024 Families Below Poverty	664	7.15%
2024 Families Below Poverty with Children	453	4.88%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	17,026	59.96%
Civilian Labor Force, Unemployed	502	1.77%
Armed Forces	22	0.08%
Not in Labor Force	10,849	38.20%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	9,576	56.17%
Non-Profit Private Workers	1,212	7.11%
Local Government Workers	374	2.19%
State Government Workers	959	5.62%
Federal Government Workers	1,938	11.37%
Self-Employed Workers	2,910	17.07%
Unpaid Family Workers	80	0.47%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	162	0.95%
Arts/Entertainment/Sports	163	0.96%
Building Grounds Maintenance	536	3.14%
Business/Financial Operations	512	3.00%
Community/Social Services	221	1.30%
Computer/Mathematical	194	1.14%
Construction/Extraction	799	4.69%
Education/Training/Library	1,093	6.41%
Farming/Fishing/Forestry	757	4.44%
Food Prep/Serving	958	5.62%
Health Practitioner/Technician	1,102	6.46%
Healthcare Support	691	4.05%
Maintenance Repair	735	4.31%
Legal	82	0.48%
Life/Physical/Social Science	170	1.00%
Management	2,441	14.32%
Office/Admin. Support	1,807	10.60%
Production	784	4.60%
Protective Services	251	1.47%
Sales/Related	1,536	9.01%
Personal Care/Service	415	2.43%
Transportation/Moving	1,640	9.62%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	9,484	55.63%
Blue Collar	3,958	23.21%
Service and Farm	3,608	21.16%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	13,098	79.30%
Car Pooled	1,080	6.54%
Public Transportation	21	0.13%
Walked	761	4.61%
Bicycle	17	0.10%
Other Means	139	0.84%
Worked at Home	1,401	8.48%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,528	
15 - 29 Minutes	3,167	
30 - 44 Minutes	1,374	
45 - 59 Minutes	378	
60 or more Minutes	699	
2024 Est. Avg Travel Time to Work in Minutes		17
2024 Est. Occupied Housing Units by Tenure	14,731	
Owner Occupied	10,797	58.79%
Renter Occupied	3,935	26.71%
2024 Owner Occ. HUs: Avg. Length of Residence		20.04 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.86 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	10,797	
Value Less than \$20,000	664	6.15%
Value \$20,000 - \$39,999	688	6.37%
Value \$40,000 - \$59,999	875	8.10%
Value \$60,000 - \$79,999	834	7.72%
Value \$80,000 - \$99,999	1,055	9.77%
Value \$100,000 - \$149,999	1,861	17.24%
Value \$150,000 - \$199,999	1,341	12.42%
Value \$200,000 - \$299,999	1,864	17.26%
Value \$300,000 - \$399,999	895	8.29%
Value \$400,000 - \$499,999	383	3.55%
Value \$500,000 - \$749,999	179	1.66%
Value \$750,000 - \$999,999	49	0.45%
Value \$1,000,000 or \$1,499,999	60	0.56%
Value \$1,500,000 or \$1,999,999	26	0.24%
Value \$2,000,000+	22	0.20%
2024 Est. Median All Owner-Occupied Housing Value		\$132,228
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	15,233	82.95%
1 Unit Attached	143	0.78%
2 Units	323	1.76%
3 or 4 Units	325	1.77%
5 to 19 Units	575	3.13%
20 to 49 Units	283	1.54%
50 or More Units	94	0.51%
Mobile Home or Trailer	1,366	7.44%
Boat, RV, Van, etc.	23	0.13%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	96	0.52%
Housing Units Built 2010 to 2019	437	2.38%
Housing Units Built 2000 to 2009	748	4.07%
Housing Units Built 1990 to 1999	1,278	6.96%
Housing Units Built 1980 to 1989	1,468	7.99%
Housing Units Built 1970 to 1979	2,621	14.27%
Housing Units Built 1960 to 1969	1,824	9.93%
Housing Units Built 1950 to 1959	2,307	12.56%
Housing Units Built 1940 to 1949	1,462	7.96%
Housing Unit Built 1939 or Earlier	6,123	33.34%
2024 Est. Median Year Structure Built		1957

[†] 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.





The**RetailCoach**.®

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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