



The**Retail**Coach[®]

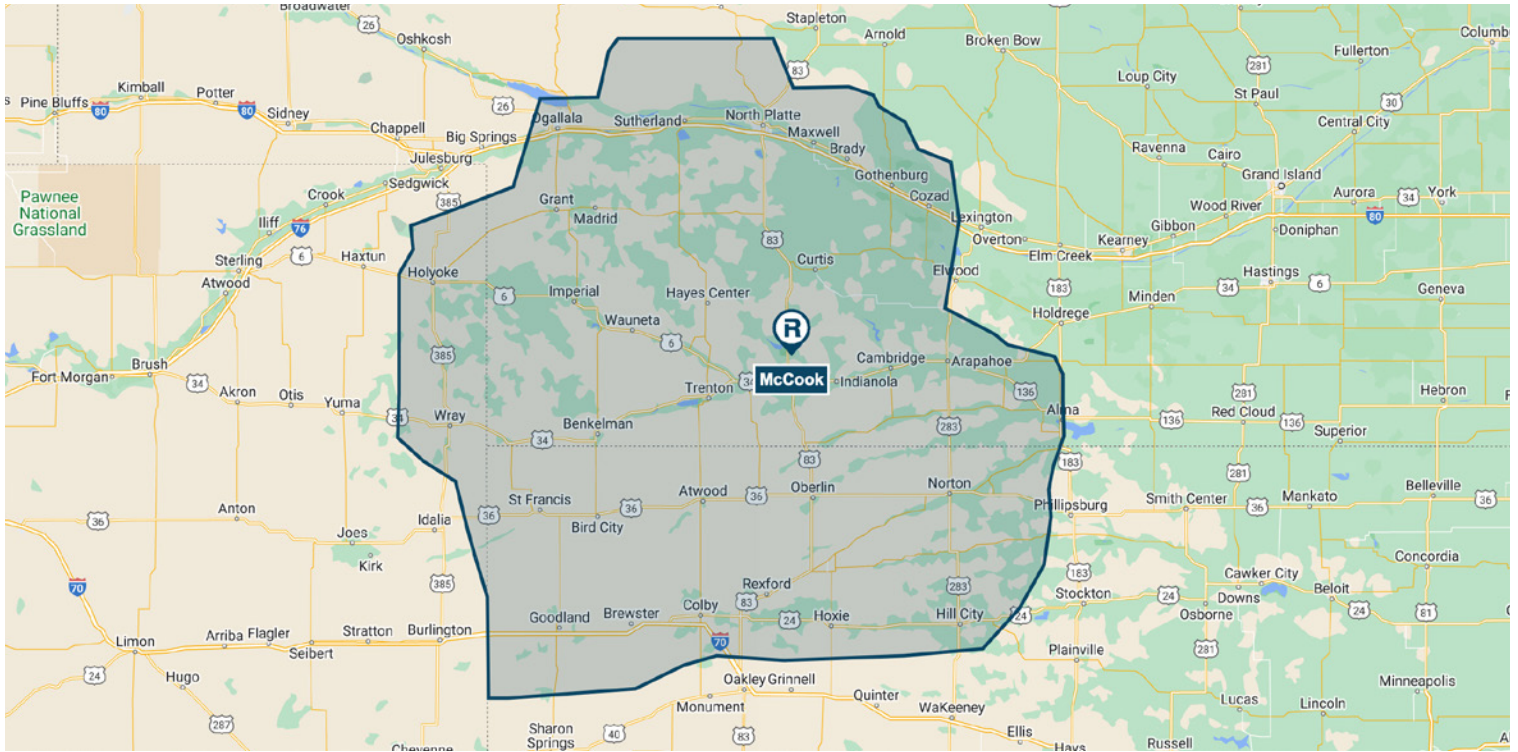
Secondary Retail Trade Area Demographic Profile

MCCOOK, NEBRASKA

Prepared for McCook Economic Development Corporation
January 2024

Secondary Retail Trade Area • Demographic Snapshot

McCook, Nebraska



Population

2020	123,120
2024	120,053
2029	118,617

Educational Attainment (%)

Graduate or Professional Degree	6.82%
Bachelors Degree	15.42%
Associate Degree	12.72%
Some College	26.78%
High School Graduate (or GED)	29.80%
Some High School, No Degree	5.55%
Less than 9th Grade	2.90%

Income

Average HH	\$86,259
Median HH	\$65,585
Per Capita	\$37,210

Age

0 - 9 Years	12.18%
10 - 17 Years	10.33%
18 - 24 Years	8.74%
25 - 34 Years	10.22%
35 - 44 Years	11.49%
45 - 54 Years	10.66%
55 - 64 Years	12.54%
65 and Older	23.85%
Median Age	42.41
Average Age	42.49

Race Distribution (%)

White	87.49%
Black/African American	1.02%
American Indian/Alaskan	0.56%
Asian	0.59%
Native Hawaiian/Islander	0.08%
Other Race	3.79%
Two or More Races	6.47%
Hispanic	10.12%



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



Secondary Retail Trade Area • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
Population		
2029 Projection	118,617	
2024 Estimate	120,053	
2020 Census	123,120	
2010 Census	127,931	
Growth 2024 - 2029		-1.19%
Growth 2020 - 2024		-2.48%
Growth 2010 - 2020		-3.75%
2024 Est. Population by Single-Classification Race	120,053	
White Alone	105,037	87.49%
Black or African American Alone	1,220	1.02%
Amer. Indian and Alaska Native Alone	666	0.56%
Asian Alone	711	0.59%
Native Hawaiian and Other Pacific Island Alone	101	0.08%
Some Other Race Alone	4,548	3.79%
Two or More Races	7,770	6.47%
2024 Est. Population by Hispanic or Latino Origin	120,053	
Not Hispanic or Latino	107,905	89.88%
Hispanic or Latino	12,148	10.12%
Mexican	10,170	83.72%
Puerto Rican	200	1.65%
Cuban	25	0.21%
All Other Hispanic or Latino	1,753	14.43%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	12,148	
White Alone	3,582	29.49%
Black or African American Alone	85	0.70%
American Indian and Alaska Native Alone	267	2.20%
Asian Alone	34	0.28%
Native Hawaiian and Other Pacific Islander Alone	11	0.09%
Some Other Race Alone	4,279	35.22%
Two or More Races	3,890	32.02%
2024 Est. Pop by Race, Asian Alone, by Category	711	
Chinese, except Taiwanese	57	8.02%
Filipino	235	33.05%
Japanese	133	18.71%
Asian Indian	58	8.16%
Korean	55	7.74%
Vietnamese	107	15.05%
Cambodian	1	0.14%
Hmong	1	0.14%
Laotian	9	1.27%
Thai	27	3.80%
All Other Asian Races Including 2+ Category	27	3.80%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	120,053	
Arab	81	0.07%
Czech	1,821	1.52%
Danish	897	0.75%
Dutch	1,495	1.25%
English	9,935	8.28%
French (except Basque)	1,811	1.51%
French Canadian	343	0.29%
German	31,466	26.21%
Greek	157	0.13%
Hungarian	194	0.16%
Irish	10,952	9.12%
Italian	1,489	1.24%
Lithuanian	6	0.01%
United States or American	5,279	4.40%
Norwegian	1,156	0.96%
Polish	1,505	1.25%
Portuguese	102	0.09%
Russian	593	0.49%
Scottish	1,894	1.58%
Scotch-Irish	834	0.70%
Slovak	2	0.00%
Subsaharan African	73	0.06%
Swedish	3,185	2.65%
Swiss	493	0.41%
Ukrainian	57	0.05%
Welsh	445	0.37%
West Indian (except Hisp. groups)	11	0.01%
Other ancestries	17,089	14.24%
Ancestry Unclassified	26,687	22.23%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	105,720	93.86%
Speak Asian/Pacific Island Language at Home	273	0.24%
Speak IndoEuropean Language at Home	810	0.72%
Speak Spanish at Home	5,767	5.12%
Speak Other Language at Home	71	0.06%



Secondary Retail Trade Area • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Population by Age	120,053	
Age 0 - 4	7,413	6.17%
Age 5 - 9	7,213	6.01%
Age 10 - 14	7,611	6.34%
Age 15 - 17	4,792	3.99%
Age 18 - 20	4,909	4.09%
Age 21 - 24	5,582	4.65%
Age 25 - 34	12,272	10.22%
Age 35 - 44	13,788	11.49%
Age 45 - 54	12,791	10.66%
Age 55 - 64	15,050	12.54%
Age 65 - 74	15,671	13.05%
Age 75 - 84	8,887	7.40%
Age 85 and over	4,074	3.39%
Age 16 and over	96,224	80.15%
Age 18 and over	93,024	77.49%
Age 21 and over	88,115	73.40%
Age 65 and over	28,632	23.85%
2024 Est. Median Age		42.41
2024 Est. Average Age		42.49
2024 Est. Population by Sex	120,053	
Male	60,475	50.37%
Female	59,579	49.63%
2024 Est. Male Population by Age	60,475	
Age 0 - 4	3,803	6.29%
Age 5 - 9	3,733	6.17%
Age 10 - 14	3,903	6.45%
Age 15 - 17	2,437	4.03%
Age 18 - 20	2,517	4.16%
Age 21 - 24	2,916	4.82%
Age 25 - 34	6,481	10.72%
Age 35 - 44	7,151	11.83%
Age 45 - 54	6,577	10.88%
Age 55 - 64	7,571	12.52%
Age 65 - 74	7,790	12.88%
Age 75 - 84	4,047	6.69%
Age 85 and over	1,547	2.56%
2024 Est. Median Age, Male		41.21
2024 Est. Average Age, Male		41.50
2024 Est. Female Population by Age	59,579	
Age 0 - 4	3,611	6.06%
Age 5 - 9	3,480	5.84%
Age 10 - 14	3,707	6.22%
Age 15 - 17	2,355	3.95%
Age 18 - 20	2,392	4.01%
Age 21 - 24	2,666	4.47%
Age 25 - 34	5,792	9.72%
Age 35 - 44	6,637	11.14%
Age 45 - 54	6,214	10.43%
Age 55 - 64	7,479	12.55%
Age 65 - 74	7,880	13.23%
Age 75 - 84	4,839	8.12%
Age 85 and over	2,527	4.24%
2024 Est. Median Age, Female		43.71
2024 Est. Average Age, Female		43.47

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	23,936	24.47%
Males, Never Married	13,961	14.27%
Females, Never Married	9,975	10.20%
Married, Spouse present	52,445	53.62%
Married, Spouse absent	3,014	3.08%
Widowed	7,308	7.47%
Males Widowed	1,763	1.80%
Females Widowed	5,544	5.67%
Divorced	11,114	11.36%
Males Divorced	5,237	5.35%
Females Divorced	5,877	6.01%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,392	2.90%
Some High School, no diploma	4,583	5.55%
High School Graduate (or GED)	24,598	29.80%
Some College, no degree	22,104	26.78%
Associate Degree	10,497	12.72%
Bachelor's Degree	12,730	15.42%
Master's Degree	4,226	5.12%
Professional School Degree	910	1.10%
Doctorate Degree	493	0.60%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,144	35.15%
High School Graduate	1,914	31.38%
Some College or Associate's Degree	1,563	25.63%
Bachelor's Degree or Higher	478	7.84%
Households		
2029 Projection	49,682	
2024 Estimate	50,347	
2020 Census	51,655	
2010 Census	54,000	
Growth 2024 - 2029		-1.31%
Growth 2020 - 2024		-2.52%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	50,347	
Family Households	32,413	64.38%
Nonfamily Households	17,934	35.62%
2024 Est. Group Quarters Population	3,339	
2024 Households by Ethnicity, Hispanic/Latino	3,539	



Secondary Retail Trade Area • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	50,347	
Income < \$15,000	4,290	8.52%
Income \$15,000 - \$24,999	4,053	8.05%
Income \$25,000 - \$34,999	4,563	9.06%
Income \$35,000 - \$49,999	6,296	12.51%
Income \$50,000 - \$74,999	9,175	18.22%
Income \$75,000 - \$99,999	6,737	13.38%
Income \$100,000 - \$124,999	5,175	10.28%
Income \$125,000 - \$149,999	3,518	6.99%
Income \$150,000 - \$199,999	3,338	6.63%
Income \$200,000 - \$249,999	1,609	3.20%
Income \$250,000 - \$499,999	1,120	2.22%
Income \$500,000+	473	0.94%
2024 Est. Average Household Income		\$86,259
2024 Est. Median Household Income		\$65,585
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$66,031
Black or African American Alone		\$50,663
American Indian and Alaska Native Alone		\$38,732
Asian Alone		\$52,880
Native Hawaiian and Other Pacific Islander Alone		\$37,259
Some Other Race Alone		\$73,220
Two or More Races		\$61,387
Hispanic or Latino		\$53,512
Not Hispanic or Latino		\$66,595
2024 Est. HH by Type and Presence of Own Child.	50,347	
Family Households with Children	12,854	25.53%
Family Households without Children	37,494	74.47%
Married-Couple Families	26,043	51.73%
Married-Couple Family, own children	9,545	18.96%
Married-Couple Family, no own children	16,498	32.77%
Cohabiting-Couple Families	2,699	5.36%
Cohabiting-Couple Family, own children	892	1.77%
Cohabiting-Couple Family, no own children	1,807	3.59%
Male Householder Families	9,685	19.24%
Male Householder, own children	511	1.01%
Male Householder, no own children	831	1.65%
Male Householder, only Nonrelatives	433	0.86%
Male Householder, Living Alone	7,910	15.71%
Female Householder Families	11,921	23.68%
Female Householder, own children	1,906	3.79%
Female Householder, no own children	1,302	2.59%
Female Householder, only Nonrelatives	193	0.38%
Female Householder, Living Alone	8,520	16.92%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	50,347	
1-person	16,647	33.07%
2-person	18,045	35.84%
3-person	5,844	11.61%
4-person	5,076	10.08%
5-person	2,843	5.65%
6-person	1,264	2.51%
7-or-more-person	628	1.25%
2024 Est. Average Household Size		2.32
2024 Est. Households by Number of Vehicles	50,347	
No Vehicles	2,431	4.83%
1 Vehicle	13,114	26.05%
2 Vehicles	18,588	36.92%
3 Vehicles	9,537	18.94%
4 Vehicles	4,332	8.60%
5 or more Vehicles	2,345	4.66%
2024 Est. Average Number of Vehicles		2.2
Family Households		
2029 Projection	31,971	
2024 Estimate	32,413	
2020 Estimate	32,742	
2010 Census	34,741	
Growth 2024 - 2029		-1.35%
Growth 2020 - 2024		-0.99%
Growth 2010 - 2020		-5.74%
2024 Est. Families by Poverty Status	32,413	
2024 Families at or Above Poverty	30,085	92.82%
2024 Families at or Above Poverty with Children	12,564	38.76%
2024 Families Below Poverty	2,328	7.18%
2024 Families Below Poverty with Children	1,507	4.65%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	59,486	61.82%
Civilian Labor Force, Unemployed	1,713	1.78%
Armed Forces	37	0.04%
Not in Labor Force	34,988	36.36%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	35,821	60.08%
Non-Profit Private Workers	4,490	7.53%
Local Government Workers	923	1.55%
State Government Workers	2,663	4.47%
Federal Government Workers	6,170	10.35%
Self-Employed Workers	9,273	15.55%
Unpaid Family Workers	286	0.48%



Secondary Retail Trade Area • Demographic Profile

McCook, Nebraska

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	326	0.55%
Arts/Entertainment/Sports	597	1.00%
Building Grounds Maintenance	2,386	4.00%
Business/Financial Operations	1,562	2.62%
Community/Social Services	996	1.67%
Computer/Mathematical	533	0.89%
Construction/Extraction	3,293	5.52%
Education/Training/Library	3,859	6.47%
Farming/Fishing/Forestry	2,275	3.81%
Food Prep/Serving	3,312	5.55%
Health Practitioner/Technician	3,661	6.14%
Healthcare Support	2,018	3.38%
Maintenance Repair	2,793	4.68%
Legal	328	0.55%
Life/Physical/Social Science	552	0.93%
Management	7,821	13.12%
Office/Admin. Support	6,453	10.82%
Production	2,968	4.98%
Protective Services	848	1.42%
Sales/Related	5,593	9.38%
Personal Care/Service	1,432	2.40%
Transportation/Moving	6,020	10.10%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	32,281	54.14%
Blue Collar	15,074	25.28%
Service and Farm	12,271	20.58%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	47,369	81.01%
Car Pooled	4,008	6.85%
Public Transportation	135	0.23%
Walked	2,060	3.52%
Bicycle	198	0.34%
Other Means	637	1.09%
Worked at Home	4,067	6.96%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	33,777	
15 - 29 Minutes	13,113	
30 - 44 Minutes	4,457	
45 - 59 Minutes	1,196	
60 or more Minutes	2,043	
2024 Est. Avg Travel Time to Work in Minutes		17
2024 Est. Occupied Housing Units by Tenure	50,347	
Owner Occupied	35,719	59.10%
Renter Occupied	14,629	29.06%
2024 Owner Occ. HUs: Avg. Length of Residence		19.24 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.94 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	35,719	
Value Less than \$20,000	1,649	4.62%
Value \$20,000 - \$39,999	1,876	5.25%
Value \$40,000 - \$59,999	1,980	5.54%
Value \$60,000 - \$79,999	2,168	6.07%
Value \$80,000 - \$99,999	2,802	7.84%
Value \$100,000 - \$149,999	6,491	18.17%
Value \$150,000 - \$199,999	5,177	14.49%
Value \$200,000 - \$299,999	6,786	19.00%
Value \$300,000 - \$399,999	3,506	9.82%
Value \$400,000 - \$499,999	1,603	4.49%
Value \$500,000 - \$749,999	949	2.66%
Value \$750,000 - \$999,999	360	1.01%
Value \$1,000,000 or \$1,499,999	227	0.64%
Value \$1,500,000 or \$1,999,999	89	0.25%
Value \$2,000,000+	55	0.15%
2024 Est. Median All Owner-Occupied Housing Value		\$157,814
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	48,280	79.88%
1 Unit Attached	1,077	1.78%
2 Units	1,196	1.98%
3 or 4 Units	1,379	2.28%
5 to 19 Units	2,075	3.43%
20 to 49 Units	817	1.35%
50 or More Units	863	1.43%
Mobile Home or Trailer	4,732	7.83%
Boat, RV, Van, etc.	24	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	206	0.34%
Housing Units Built 2010 to 2019	1,707	2.82%
Housing Units Built 2000 to 2009	3,767	6.23%
Housing Units Built 1990 to 1999	4,528	7.49%
Housing Units Built 1980 to 1989	5,192	8.59%
Housing Units Built 1970 to 1979	10,876	17.99%
Housing Units Built 1960 to 1969	7,163	11.85%
Housing Units Built 1950 to 1959	7,207	11.92%
Housing Units Built 1940 to 1949	4,671	7.73%
Housing Unit Built 1939 or Earlier	15,126	25.02%
2024 Est. Median Year Structure Built		1965

[†] 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.

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