



The**Retail**Coach®

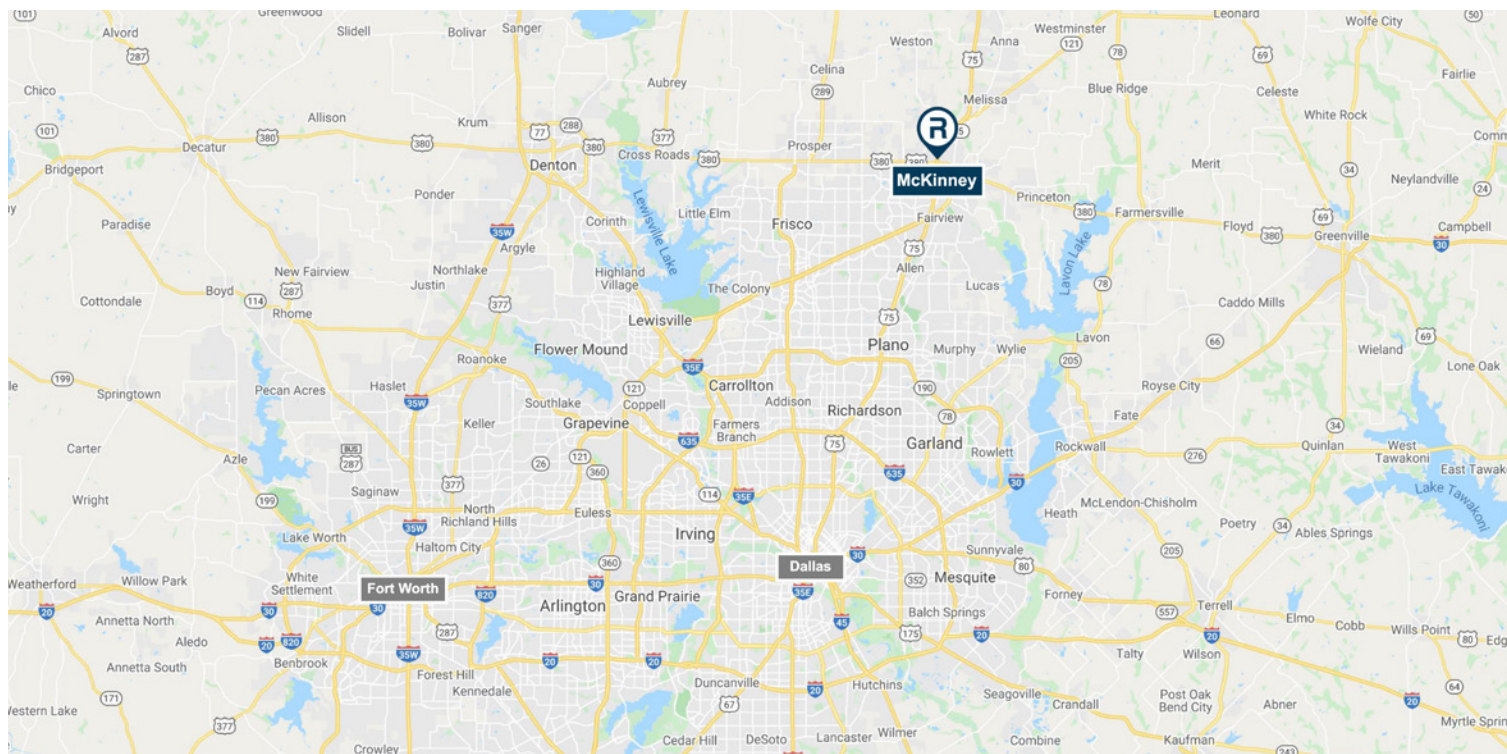
# Community Workplace Population

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation  
November 2023

# Community • Demographic Snapshot

## McKinney, Texas



### Population

2010	131,117	0 - 9 Years	14.51%
2022	199,083	10 - 17 Years	12.90%
2027	214,544	18 - 24 Years	9.57%

### Educational Attainment (%)

Graduate or Professional Degree	16.21%	25 - 34 Years	11.76%
Bachelors Degree	31.95%	35 - 44 Years	15.93%
Associate Degree	8.80%	45 - 54 Years	15.22%
Some College	19.75%	55 - 64 Years	10.13%
High School Graduate (GED)	15.95%	65 and Older	9.99%
Some High School, No Degree	2.80%	Median Age	35.86
Less than 9th Grade	4.54%	Average Age	35.60

### Income

Average HH	\$129,147	<b>Race Distribution (%)</b>	
Median HH	\$99,769	White	65.50%
Per Capita	\$44,042	Black/African American	14.04%
		American Indian/Alaskan	0.69%
		Asian	9.22%
		Native Hawaiian/Islander	0.11%
		Other Race	6.31%
		Two or More Races	4.13%
		Hispanic	19.38%



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# Community • Workplace Population

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Grand Total</b>	<b>7,826</b>	<b>66,851</b>	<b>9</b>
<b>11: Agriculture, Forestry, Fishing and Hunting</b>	<b>24</b>	<b>146</b>	<b>6</b>
111: Crop Production	6	74	12
112: Animal Production and Aquaculture	14	63	5
113: Forestry and Logging	0	0	0
114: Fishing, Hunting and Trapping	2	6	3
115: Support Activities for Agriculture and Forestry	2	3	2
<b>21: Mining, Quarrying, and Oil and Gas Extraction</b>	<b>6</b>	<b>44</b>	<b>7</b>
211: Oil and Gas Extraction	3	32	11
212: Mining (except Oil and Gas)	0	0	0
213: Support Activities for Mining	3	12	4
<b>22: Utilities</b>	<b>3</b>	<b>23</b>	<b>8</b>
221: Utilities	3	23	8
<b>23: Construction</b>	<b>470</b>	<b>2926</b>	<b>6</b>
236: Construction of Buildings	189	885	5
237: Heavy and Civil Engineering Construction	20	207	10
238: Specialty Trade Contractors	261	1834	7
<b>31: Manufacturing</b>	<b>43</b>	<b>716</b>	<b>17</b>
311: Food Manufacturing	35	675	19
312: Beverage and Tobacco Product Manufacturing	4	27	7
313: Textile Mills	0	0	0
314: Textile Product Mills	2	7	4
315: Apparel Manufacturing	1	4	4
316: Leather and Allied Product Manufacturing	1	3	3
<b>32: Manufacturing</b>	<b>17</b>	<b>179</b>	<b>11</b>
321: Wood Product Manufacturing	2	14	7
322: Paper Manufacturing	2	114	57
323: Printing and Related Support Activities	9	23	3
324: Petroleum and Coal Products Manufacturing	0	0	0
325: Chemical Manufacturing	3	22	7
326: Plastics and Rubber Products Manufacturing	0	0	0
327: Nonmetallic Mineral Product Manufacturing	1	6	6

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<b>33: Manufacturing</b>	<b>67</b>	<b>2620</b>	<b>39</b>
331: Primary Metal Manufacturing	3	1021	340
332: Fabricated Metal Product Manufacturing	16	269	17
333: Machinery Manufacturing	3	95	32
334: Computer and Electronic Product Manufacturing	6	183	31
335: Electrical Equipment, Appliance, and Component Manufacturing	4	39	10
336: Transportation Equipment Manufacturing	4	520	130
337: Furniture and Related Product Manufacturing	8	334	42
339: Miscellaneous Manufacturing	23	159	7
<b>42: Wholesale Trade</b>	<b>113</b>	<b>2785</b>	<b>25</b>
423: Merchant Wholesalers, Durable Goods	87	2248	26
424: Merchant Wholesalers, Nondurable Goods	22	318	14
425: Wholesale Electronic Markets and Agents and Brokers	4	219	55
<b>44: Retail Trade</b>	<b>459</b>	<b>6,453</b>	<b>14</b>
441: Motor Vehicle and Parts Dealers	87	2143	25
442: Furniture and Home Furnishings Stores	30	150	5
443: Electronics and Appliance Stores	19	192	10
444: Building Material and Garden Equipment and Supplies Dealers	54	1141	21
445: Food and Beverage Stores	85	1668	20
446: Health and Personal Care Stores	96	834	9
447: Gasoline Stations	20	51	3
448: Clothing and Clothing Accessories Stores	68	274	4
<b>45: Retail Trade</b>	<b>230</b>	<b>3670</b>	<b>16</b>
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	46	703	15
452: General Merchandise Stores	46	2305	50
453: Miscellaneous Store Retailers	98	533	5
454: Nonstore Retailers	40	129	3
<b>48: Transportation and Warehousing</b>	<b>76</b>	<b>679</b>	<b>9</b>
481: Air Transportation	1	52	52
482: Rail Transportation	0	0	0
483: Water Transportation	0	0	0
484: Truck Transportation	43	193	4
485: Transit and Ground Passenger Transportation	13	302	23
486: Pipeline Transportation	0	0	0
487: Scenic and Sightseeing Transportation	0	0	0
488: Support Activities for Transportation	19	132	7
<b>49: Transportation and Warehousing</b>	<b>5</b>	<b>212</b>	<b>42</b>
491: Postal Service	2	204	102
492: Couriers and Messengers	0	0	0
493: Warehousing and Storage	3	8	3

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<b>51: Information</b>	<b>117</b>	<b>1112</b>	<b>10</b>
511: Publishing Industries (except Internet)	47	468	10
512: Motion Picture and Sound Recording Industries	6	138	23
515: Broadcasting (except Internet)	2	12	6
517: Telecommunications	49	338	7
518: Data Processing, Hosting, and Related Services	8	83	10
519: Other Information Services	5	73	15
<b>52: Finance and Insurance</b>	<b>529</b>	<b>4436</b>	<b>8</b>
521: Monetary Authorities-Central Bank	0	0	0
522: Credit Intermediation and Related Activities	204	1125	6
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	120	441	4
524: Insurance Carriers and Related Activities	201	2838	14
525: Funds, Trusts, and Other Financial Vehicles	4	32	8
<b>53: Real Estate and Rental and Leasing</b>	<b>312</b>	<b>2029</b>	<b>7</b>
531: Real Estate	256	1794	7
532: Rental and Leasing Services	56	235	4
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	0	0	0
<b>54: Professional, Scientific, and Technical Services</b>	<b>690</b>	<b>4075</b>	<b>6</b>
541: Professional, Scientific, and Technical Services	690	4075	6
<b>55: Management of Companies and Enterprises</b>	<b>28</b>	<b>130</b>	<b>5</b>
551: Management of Companies and Enterprises	28	130	5
<b>56: Administrative and Support and Waste Management and Remediation Services</b>	<b>213</b>	<b>1338</b>	<b>6</b>
561: Administrative and Support Services	204	1033	5
562: Waste Management and Remediation Services	9	305	34
<b>61: Educational Services</b>	<b>143</b>	<b>4,394</b>	<b>31</b>
611: Educational Services	143	4,394	31
<b>62: Health Care and Social Assistance</b>	<b>2121</b>	<b>11,632</b>	<b>5</b>
621: Ambulatory Health Care Services	1811	7,163	4
622: Hospitals	32	1,822	57
623: Nursing and Residential Care Facilities	33	954	29
624: Social Assistance	245	1693	7

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<b>71: Arts, Entertainment, and Recreation</b>	<b>124</b>	<b>1621</b>	<b>13</b>
711: Performing Arts, Spectator Sports, and Related Industries	25	109	4
712: Museums, Historical Sites, and Similar Institutions	23	599	26
713: Amusement, Gambling, and Recreation Industries	76	913	12
<b>72: Accommodation and Food Services</b>	<b>440</b>	<b>6,783</b>	<b>15</b>
721: Accommodation	33	474	14
<b>722: Food Services and Drinking Places</b>	<b>407</b>	<b>6,309</b>	<b>16</b>
<b>81: Other Services (except Public Administration)</b>	<b>642</b>	<b>4,485</b>	<b>7</b>
811: Repair and Maintenance	154	1181	8
812: Personal and Laundry Services	294	1762	6
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	194	1542	8
<b>92: Public Administration</b>	<b>126</b>	<b>3,903</b>	<b>31</b>
921: Executive, Legislative, and Other General Government Support	94	3,331	35
922: Justice, Public Order, and Safety Activities	15	341	23
923: Administration of Human Resource Programs	4	41	10
924: Administration of Environmental Quality Programs	2	63	32
925: Administration of Housing Programs, Urban Planning, and Community Development	3	48	16
926: Administration of Economic Programs	5	72	14
927: Space Research and Technology	0	0	0
928: National Security and International Affairs	3	7	2
<b>99: Unassigned</b>	<b>828</b>	<b>460</b>	<b>1</b>
999: Unassigned	828	460	1

# 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.





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## 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, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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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