



The**Retail**Coach®

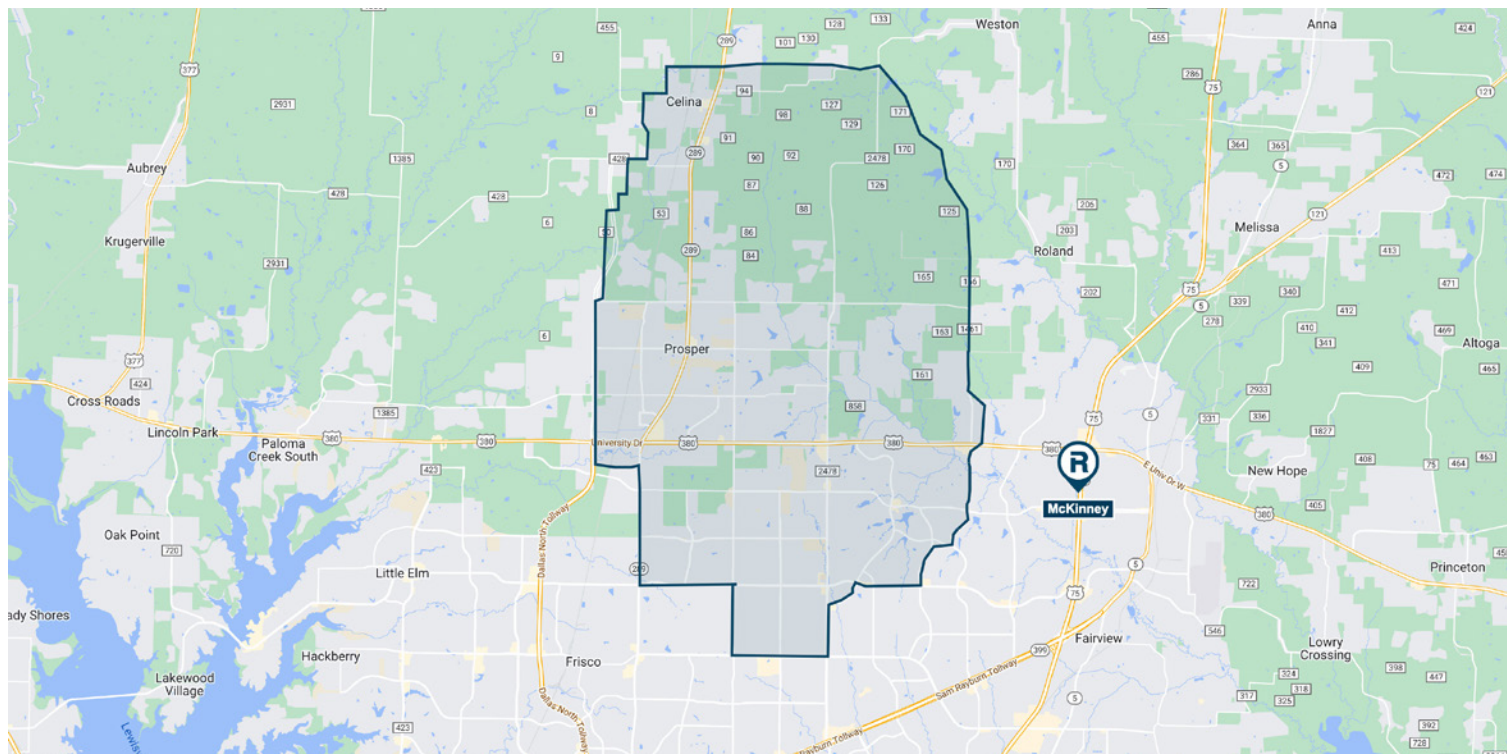
Custer Road Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Custer Road Retail Trade Area • Demographic Snapshot

McKinney, Texas



Population

2020	149,349	0 - 9 Years	14.73%
2024	176,637	10 - 17 Years	14.93%
2029	190,991	18 - 24 Years	9.84%

Educational Attainment (%)

Graduate or Professional Degree	22.30%	25 - 34 Years	7.61%
Bachelors Degree	38.83%	35 - 44 Years	17.35%
Associate Degree	7.10%	45 - 54 Years	16.27%
Some College	16.95%	55 - 64 Years	10.01%
High School Graduate (or GED)	11.68%	65 and Older	9.27%
Some High School, No Degree	1.64%	Median Age	36.99
Less than 9th Grade	1.49%	Average Age	35.20

Income

Average HH	\$196,352	Race Distribution (%)	
Median HH	\$153,023	White	53.82%
Per Capita	\$59,811	Black/African American	10.13%
		American Indian/Alaskan	0.50%
		Asian	21.59%
		Native Hawaiian/Islander	0.08%
		Other Race	2.90%
		Two or More Races	10.99%
		Hispanic	11.21%



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Cindy Schneible

McKinney Community Development Corporation
President

7300 SH 121, SB, Suite 200
McKinney, Texas 75070

Phone 972.547.7653

Cell 214.755.4829

CSchneible@McKinneyCDC.org

www.McKinneyCDC.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155

Cell 662.231.0608

AFarmer@TheRetailCoach.net

www.TheRetailCoach.net



Custer Road Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	190,991	
2024 Estimate	176,637	
2020 Census	149,349	
2010 Census	69,822	
Growth 2024 - 2029		8.13%
Growth 2020 - 2024		18.27%
Growth 2010 - 2020		113.90%
2024 Est. Population by Single-Classification Race	176,637	
White Alone	95,072	53.82%
Black or African American Alone	17,885	10.13%
Amer. Indian and Alaska Native Alone	880	0.50%
Asian Alone	38,134	21.59%
Native Hawaiian and Other Pacific Island Alone	148	0.08%
Some Other Race Alone	5,115	2.90%
Two or More Races	19,404	10.99%
2024 Est. Population by Hispanic or Latino Origin	176,637	
Not Hispanic or Latino	156,840	88.79%
Hispanic or Latino	19,797	11.21%
Mexican	13,022	65.78%
Puerto Rican	984	4.97%
Cuban	347	1.75%
All Other Hispanic or Latino	5,444	27.50%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	19,797	
White Alone	4,450	22.48%
Black or African American Alone	304	1.54%
American Indian and Alaska Native Alone	306	1.55%
Asian Alone	164	0.83%
Native Hawaiian and Other Pacific Islander Alone	28	0.14%
Some Other Race Alone	4,316	21.80%
Two or More Races	10,230	51.67%
2024 Est. Pop by Race, Asian Alone, by Category	38,134	
Chinese, except Taiwanese	3,203	8.40%
Filipino	2,293	6.01%
Japanese	788	2.07%
Asian Indian	25,321	66.40%
Korean	992	2.60%
Vietnamese	1,654	4.34%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	27	0.07%
Thai	59	0.16%
All Other Asian Races Including 2+ Category	3,797	9.96%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	176,637	
Arab	1,249	0.71%
Czech	795	0.45%
Danish	386	0.22%
Dutch	1,056	0.60%
English	16,375	9.27%
French (except Basque)	2,978	1.69%
French Canadian	517	0.29%
German	17,394	9.85%
Greek	317	0.18%
Hungarian	681	0.39%
Irish	10,747	6.08%
Italian	4,725	2.67%
Lithuanian	236	0.13%
United States or American	9,701	5.49%
Norwegian	1,631	0.92%
Polish	2,140	1.21%
Portuguese	503	0.28%
Russian	833	0.47%
Scottish	2,904	1.64%
Scotch-Irish	885	0.50%
Slovak	126	0.07%
Subsaharan African	2,807	1.59%
Swedish	1,487	0.84%
Swiss	199	0.11%
Ukrainian	417	0.24%
Welsh	1,053	0.60%
West Indian (except Hisp. groups)	400	0.23%
Other ancestries	59,187	33.51%
Ancestry Unclassified	34,907	19.76%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	124,941	75.45%
Speak Asian/Pacific Island Language at Home	14,716	8.89%
Speak IndoEuropean Language at Home	11,113	6.71%
Speak Spanish at Home	11,493	6.94%
Speak Other Language at Home	3,323	2.01%

Custer Road Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	176,637	
Age 0 - 4	11,051	6.26%
Age 5 - 9	14,962	8.47%
Age 10 - 14	17,290	9.79%
Age 15 - 17	9,085	5.14%
Age 18 - 20	8,377	4.74%
Age 21 - 24	9,000	5.09%
Age 25 - 34	13,440	7.61%
Age 35 - 44	30,643	17.35%
Age 45 - 54	28,735	16.27%
Age 55 - 64	17,680	10.01%
Age 65 - 74	9,800	5.55%
Age 75 - 84	5,332	3.02%
Age 85 and over	1,242	0.70%
Age 16 and over	130,315	73.78%
Age 18 and over	124,250	70.34%
Age 21 and over	115,872	65.60%
Age 65 and over	16,374	9.27%
2024 Est. Median Age		36.99
2024 Est. Average Age		35.20
2024 Est. Population by Sex	176,637	
Male	86,807	49.14%
Female	89,830	50.86%
2024 Est. Male Population by Age	86,807	
Age 0 - 4	5,641	6.50%
Age 5 - 9	7,660	8.82%
Age 10 - 14	8,911	10.27%
Age 15 - 17	4,680	5.39%
Age 18 - 20	4,306	4.96%
Age 21 - 24	4,578	5.27%
Age 25 - 34	6,315	7.28%
Age 35 - 44	13,757	15.85%
Age 45 - 54	14,638	16.86%
Age 55 - 64	9,042	10.42%
Age 65 - 74	4,457	5.13%
Age 75 - 84	2,346	2.70%
Age 85 and over	476	0.55%
2024 Est. Median Age, Male		36.18
2024 Est. Average Age, Male		34.58
2024 Est. Female Population by Age	89,830	
Age 0 - 4	5,411	6.02%
Age 5 - 9	7,301	8.13%
Age 10 - 14	8,378	9.33%
Age 15 - 17	4,405	4.90%
Age 18 - 20	4,071	4.53%
Age 21 - 24	4,422	4.92%
Age 25 - 34	7,125	7.93%
Age 35 - 44	16,886	18.80%
Age 45 - 54	14,097	15.69%
Age 55 - 64	8,639	9.62%
Age 65 - 74	5,343	5.95%
Age 75 - 84	2,986	3.32%
Age 85 and over	766	0.85%
2024 Est. Median Age, Female		37.60
2024 Est. Average Age, Female		35.78

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	27,431	20.57%
Males, Never Married	13,936	10.45%
Females, Never Married	13,495	10.12%
Married, Spouse present	89,595	67.20%
Married, Spouse absent	3,725	2.79%
Widowed	4,001	3.00%
Males Widowed	837	0.63%
Females Widowed	3,164	2.37%
Divorced	8,583	6.44%
Males Divorced	3,216	2.41%
Females Divorced	5,366	4.03%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,597	1.49%
Some High School, no diploma	1,756	1.64%
High School Graduate (or GED)	12,485	11.68%
Some College, no degree	18,113	16.95%
Associate Degree	7,589	7.10%
Bachelor's Degree	41,503	38.83%
Master's Degree	19,400	18.15%
Professional School Degree	2,703	2.53%
Doctorate Degree	1,727	1.62%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,094	10.44%
High School Graduate	1,884	17.98%
Some College or Associate's Degree	2,945	28.11%
Bachelor's Degree or Higher	4,554	43.47%
Households		
2029 Projection	57,576	
2024 Estimate	53,705	
2020 Census	46,213	
2010 Census	22,719	
Growth 2024 - 2029		7.21%
Growth 2020 - 2024		16.21%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	53,705	
Family Households	45,052	83.89%
Nonfamily Households	8,653	16.11%
2024 Est. Group Quarters Population	331	
2024 Households by Ethnicity, Hispanic/Latino	4,870	

Custer Road Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	53,705	
Income < \$15,000	1,239	2.31%
Income \$15,000 - \$24,999	1,093	2.04%
Income \$25,000 - \$34,999	1,253	2.33%
Income \$35,000 - \$49,999	2,327	4.33%
Income \$50,000 - \$74,999	4,181	7.79%
Income \$75,000 - \$99,999	4,400	8.19%
Income \$100,000 - \$124,999	5,585	10.40%
Income \$125,000 - \$149,999	6,076	11.31%
Income \$150,000 - \$199,999	9,910	18.45%
Income \$200,000 - \$249,999	5,219	9.72%
Income \$250,000 - \$499,999	7,451	13.87%
Income \$500,000+	4,972	9.26%
2024 Est. Average Household Income		\$196,352
2024 Est. Median Household Income		\$153,023
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$181,870
Black or African American Alone		\$124,455
American Indian and Alaska Native Alone		\$116,966
Asian Alone		\$189,760
Native Hawaiian and Other Pacific Islander Alone		\$94,278
Some Other Race Alone		\$180,294
Two or More Races		\$185,486
Hispanic or Latino		\$136,277
Not Hispanic or Latino		\$183,246
2024 Est. HH by Type and Presence of Own Child.	53,705	
Family Households with Children	30,271	56.37%
Family Households without Children	23,434	43.64%
Married-Couple Families	42,297	78.76%
Married-Couple Family, own children	26,602	49.53%
Married-Couple Family, no own children	15,695	29.23%
Cohabiting-Couple Families	1,450	2.70%
Cohabiting-Couple Family, own children	701	1.30%
Cohabiting-Couple Family, no own children	749	1.39%
Male Householder Families	3,189	5.94%
Male Householder, own children	669	1.25%
Male Householder, no own children	370	0.69%
Male Householder, only Nonrelatives	250	0.47%
Male Householder, Living Alone	1,900	3.54%
Female Householder Families	6,769	12.60%
Female Householder, own children	2,299	4.28%
Female Householder, no own children	1,046	1.95%
Female Householder, only Nonrelatives	403	0.75%
Female Householder, Living Alone	3,020	5.62%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	53,705	
1-person	5,459	10.16%
2-person	13,168	24.52%
3-person	10,019	18.66%
4-person	15,842	29.50%
5-person	6,063	11.29%
6-person	2,224	4.14%
7-or-more-person	930	1.73%
2024 Est. Average Household Size		3.28
2024 Est. Households by Number of Vehicles	53,705	
No Vehicles	1,172	2.18%
1 Vehicle	9,188	17.11%
2 Vehicles	29,822	55.53%
3 Vehicles	9,570	17.82%
4 Vehicles	3,028	5.64%
5 or more Vehicles	925	1.72%
2024 Est. Average Number of Vehicles		2.1
Family Households		
2029 Projection	48,345	
2024 Estimate	45,052	
2020 Estimate	39,724	
2010 Census	18,761	
Growth 2024 - 2029		7.31%
Growth 2020 - 2024		13.41%
Growth 2010 - 2020		111.74%
2024 Est. Families by Poverty Status	45,052	
2024 Families at or Above Poverty	43,668	96.93%
2024 Families at or Above Poverty with Children	28,339	62.90%
2024 Families Below Poverty	1,384	3.07%
2024 Families Below Poverty with Children	993	2.20%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	86,629	66.48%
Civilian Labor Force, Unemployed	4,373	3.36%
Armed Forces	125	0.10%
Not in Labor Force	39,189	30.07%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	66,120	74.56%
Non-Profit Private Workers	3,810	4.30%
Local Government Workers	1,020	1.15%
State Government Workers	1,843	2.08%
Federal Government Workers	6,627	7.47%
Self-Employed Workers	9,204	10.38%
Unpaid Family Workers	54	0.06%

Custer Road Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,687	4.16%
Arts/Entertainment/Sports	2,123	2.39%
Building Grounds Maintenance	1,077	1.21%
Business/Financial Operations	9,291	10.48%
Community/Social Services	1,586	1.79%
Computer/Mathematical	9,182	10.35%
Construction/Extraction	2,034	2.29%
Education/Training/Library	6,283	7.08%
Farming/Fishing/Forestry	208	0.24%
Food Prep/Serving	2,602	2.93%
Health Practitioner/Technician	5,388	6.08%
Healthcare Support	1,035	1.17%
Maintenance Repair	1,173	1.32%
Legal	1,017	1.15%
Life/Physical/Social Science	338	0.38%
Management	17,271	19.48%
Office/Admin. Support	7,427	8.38%
Production	1,559	1.76%
Protective Services	1,482	1.67%
Sales/Related	9,250	10.43%
Personal Care/Service	1,723	1.94%
Transportation/Moving	2,942	3.32%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	72,843	82.14%
Blue Collar	7,709	8.69%
Service and Farm	8,128	9.17%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	52,673	60.20%
Car Pooled	5,137	5.87%
Public Transportation	166	0.19%
Walked	276	0.32%
Bicycle	32	0.04%
Other Means	1,456	1.66%
Worked at Home	27,752	31.72%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,105	
15 - 29 Minutes	23,444	
30 - 44 Minutes	19,365	
45 - 59 Minutes	8,913	
60 or more Minutes	6,135	
2024 Est. Avg Travel Time to Work in Minutes		33
2024 Est. Occupied Housing Units by Tenure		
Owner Occupied	43,708	77.89%
Renter Occupied	9,998	18.62%
2024 Owner Occ. HUs: Avg. Length of Residence		9.30 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.14 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value		
Value Less than \$20,000	430	0.98%
Value \$20,000 - \$39,999	50	0.11%
Value \$40,000 - \$59,999	100	0.23%
Value \$60,000 - \$79,999	57	0.13%
Value \$80,000 - \$99,999	22	0.05%
Value \$100,000 - \$149,999	146	0.33%
Value \$150,000 - \$199,999	242	0.55%
Value \$200,000 - \$299,999	1,705	3.90%
Value \$300,000 - \$399,999	5,759	13.18%
Value \$400,000 - \$499,999	8,905	20.37%
Value \$500,000 - \$749,999	16,239	37.15%
Value \$750,000 - \$999,999	6,991	16.00%
Value \$1,000,000 or \$1,499,999	2,317	5.30%
Value \$1,500,000 or \$1,999,999	543	1.24%
Value \$2,000,000+	204	0.47%
2024 Est. Median All Owner-Occupied Housing Value		
		\$556,425
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	51,034	90.95%
1 Unit Attached	311	0.55%
2 Units	147	0.26%
3 or 4 Units	317	0.56%
5 to 19 Units	2,270	4.04%
20 to 49 Units	409	0.73%
50 or More Units	1,370	2.44%
Mobile Home or Trailer	208	0.37%
Boat, RV, Van, etc.	49	0.09%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	7,674	13.68%
Housing Units Built 2010 to 2019	22,699	40.45%
Housing Units Built 2000 to 2009	18,670	33.27%
Housing Units Built 1990 to 1999	4,181	7.45%
Housing Units Built 1980 to 1989	1,150	2.05%
Housing Units Built 1970 to 1979	584	1.04%
Housing Units Built 1960 to 1969	443	0.79%
Housing Units Built 1950 to 1959	289	0.52%
Housing Units Built 1940 to 1949	254	0.45%
Housing Unit Built 1939 or Earlier	171	0.31%
2024 Est. Median Year Structure Built		2011

[†] 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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