



The**Retail**Coach®

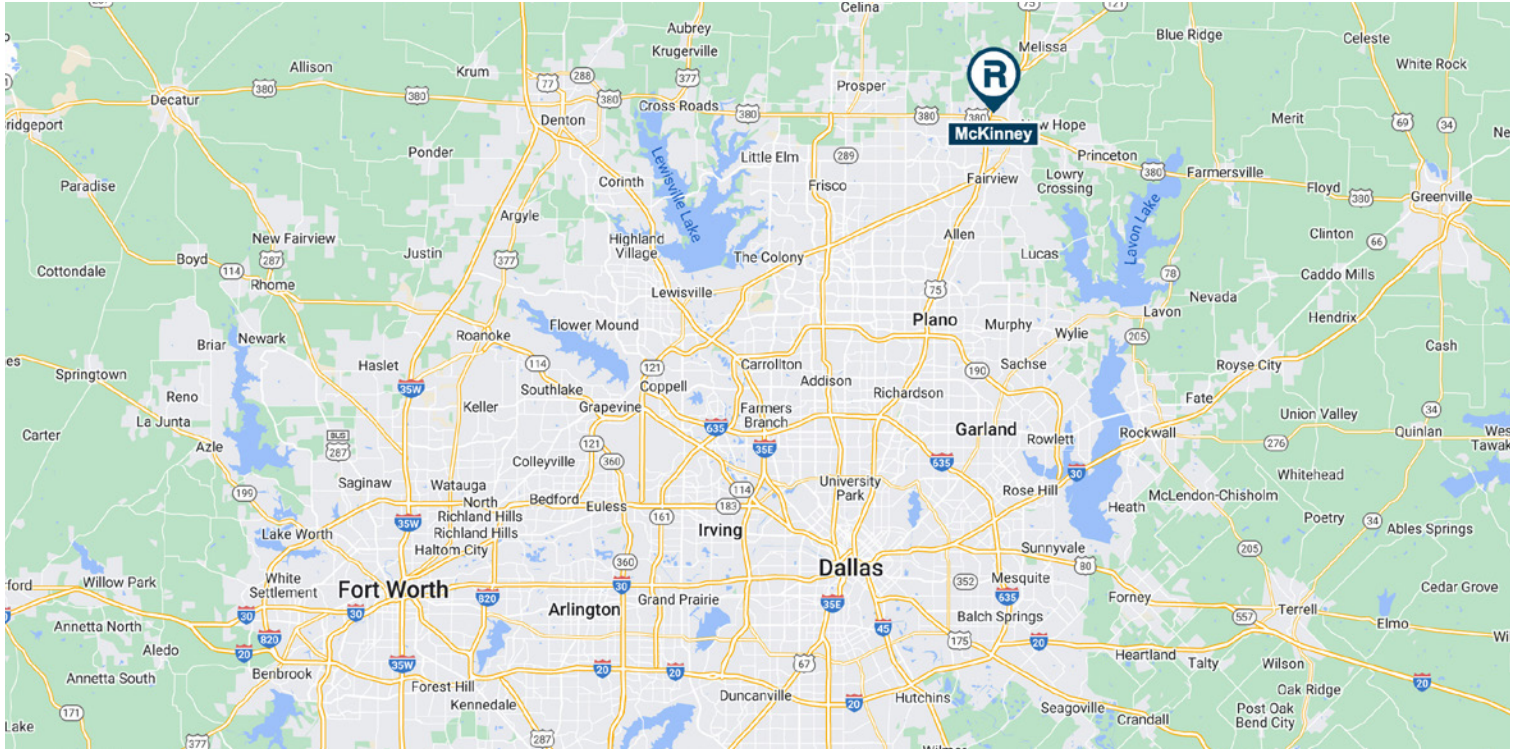
Community Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Community • Demographic Snapshot

McKinney, Texas



Population

2020	195,308	0 - 9 Years	12.94%
2024	218,719	10 - 17 Years	12.42%
2029	230,651	18 - 24 Years	10.24%

Educational Attainment (%)

Graduate or Professional Degree	17.69%	25 - 34 Years	11.40%
Bachelors Degree	34.35%	35 - 44 Years	15.61%
Associate Degree	8.13%	45 - 54 Years	14.78%
Some College	18.73%	55 - 64 Years	10.93%
High School Graduate (or GED)	15.32%	65 and Older	11.67%
Some High School, No Degree	2.48%	Median Age	37.07
Less than 9th Grade	3.29%	Average Age	36.90

Income

Average HH	\$148,590	Race Distribution (%)	
Median HH	\$109,128	White	52.53%
Per Capita	\$52,273	Black/African American	14.15%
		American Indian/Alaskan	0.67%
		Asian	14.40%
		Native Hawaiian/Islander	0.10%
		Other Race	5.41%
		Two or More Races	12.76%
		Hispanic	17.19%



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Community • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	230,651	
2024 Estimate	218,719	
2020 Census	195,308	
2010 Census	131,313	
Growth 2024 - 2029		5.45%
Growth 2020 - 2024		11.99%
Growth 2010 - 2020		48.74%
2024 Est. Population by Single-Classification Race	218,719	
White Alone	114,896	52.53%
Black or African American Alone	30,943	14.15%
Amer. Indian and Alaska Native Alone	1,461	0.67%
Asian Alone	31,485	14.40%
Native Hawaiian and Other Pacific Island Alone	209	0.10%
Some Other Race Alone	11,827	5.41%
Two or More Races	27,898	12.76%
2024 Est. Population by Hispanic or Latino Origin	218,719	
Not Hispanic or Latino	181,111	82.81%
Hispanic or Latino	37,608	17.19%
Mexican	28,129	74.79%
Puerto Rican	924	2.46%
Cuban	1,488	3.96%
All Other Hispanic or Latino	7,067	18.79%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	37,608	
White Alone	8,251	21.94%
Black or African American Alone	703	1.87%
American Indian and Alaska Native Alone	724	1.92%
Asian Alone	192	0.51%
Native Hawaiian and Other Pacific Islander Alone	20	0.05%
Some Other Race Alone	10,879	28.93%
Two or More Races	16,839	44.78%
2024 Est. Pop by Race, Asian Alone, by Category	31,485	
Chinese, except Taiwanese	4,241	13.47%
Filipino	2,666	8.47%
Japanese	495	1.57%
Asian Indian	14,760	46.88%
Korean	2,867	9.11%
Vietnamese	1,824	5.79%
Cambodian	125	0.40%
Hmong	0	0.00%
Laotian	383	1.22%
Thai	33	0.11%
All Other Asian Races Including 2+ Category	4,091	12.99%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	218,719	
Arab	1,501	0.69%
Czech	882	0.40%
Danish	407	0.19%
Dutch	1,175	0.54%
English	22,525	10.30%
French (except Basque)	3,172	1.45%
French Canadian	411	0.19%
German	20,869	9.54%
Greek	345	0.16%
Hungarian	674	0.31%
Irish	12,822	5.86%
Italian	4,861	2.22%
Lithuanian	199	0.09%
United States or American	18,027	8.24%
Norwegian	1,561	0.71%
Polish	2,626	1.20%
Portuguese	580	0.27%
Russian	763	0.35%
Scottish	3,811	1.74%
Scotch-Irish	1,908	0.87%
Slovak	320	0.15%
Subsaharan African	2,639	1.21%
Swedish	1,426	0.65%
Swiss	183	0.08%
Ukrainian	365	0.17%
Welsh	1,044	0.48%
West Indian (except Hisp. groups)	529	0.24%
Other ancestries	76,738	35.09%
Ancestry Unclassified	36,356	16.62%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	155,279	75.67%
Speak Asian/Pacific Island Language at Home	11,914	5.81%
Speak IndoEuropean Language at Home	10,063	4.90%
Speak Spanish at Home	24,655	12.01%
Speak Other Language at Home	3,301	1.61%

Community • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	218,719	
Age 0 - 4	13,507	6.17%
Age 5 - 9	14,806	6.77%
Age 10 - 14	16,714	7.64%
Age 15 - 17	10,446	4.78%
Age 18 - 20	10,124	4.63%
Age 21 - 24	12,268	5.61%
Age 25 - 34	24,934	11.40%
Age 35 - 44	34,151	15.61%
Age 45 - 54	32,334	14.78%
Age 55 - 64	23,909	10.93%
Age 65 - 74	14,926	6.82%
Age 75 - 84	8,274	3.78%
Age 85 and over	2,326	1.06%
Age 16 and over	170,210	77.82%
Age 18 and over	163,246	74.64%
Age 21 and over	153,122	70.01%
Age 65 and over	25,526	11.67%
2024 Est. Median Age		37.07
2024 Est. Average Age		36.90
2024 Est. Population by Sex	218,719	
Male	105,945	48.44%
Female	112,774	51.56%
2024 Est. Male Population by Age	105,945	
Age 0 - 4	6,914	6.53%
Age 5 - 9	7,518	7.10%
Age 10 - 14	8,404	7.93%
Age 15 - 17	5,325	5.03%
Age 18 - 20	5,141	4.85%
Age 21 - 24	6,177	5.83%
Age 25 - 34	12,247	11.56%
Age 35 - 44	16,018	15.12%
Age 45 - 54	15,732	14.85%
Age 55 - 64	11,638	10.99%
Age 65 - 74	6,575	6.21%
Age 75 - 84	3,446	3.25%
Age 85 and over	810	0.76%
2024 Est. Median Age, Male		35.85
2024 Est. Average Age, Male		35.90
2024 Est. Female Population by Age	112,774	
Age 0 - 4	6,593	5.85%
Age 5 - 9	7,288	6.46%
Age 10 - 14	8,310	7.37%
Age 15 - 17	5,121	4.54%
Age 18 - 20	4,983	4.42%
Age 21 - 24	6,091	5.40%
Age 25 - 34	12,687	11.25%
Age 35 - 44	18,133	16.08%
Age 45 - 54	16,602	14.72%
Age 55 - 64	12,271	10.88%
Age 65 - 74	8,351	7.41%
Age 75 - 84	4,828	4.28%
Age 85 and over	1,516	1.34%
2024 Est. Median Age, Female		38.11
2024 Est. Average Age, Female		37.80

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	44,204	25.45%
Males, Never Married	22,124	12.74%
Females, Never Married	22,080	12.71%
Married, Spouse present	101,639	58.52%
Married, Spouse absent	5,656	3.26%
Widowed	6,585	3.79%
Males Widowed	1,158	0.67%
Females Widowed	5,427	3.12%
Divorced	15,608	8.99%
Males Divorced	6,154	3.54%
Females Divorced	9,454	5.44%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,633	3.29%
Some High School, no diploma	3,491	2.48%
High School Graduate (or GED)	21,584	15.32%
Some College, no degree	26,381	18.73%
Associate Degree	11,457	8.13%
Bachelor's Degree	48,389	34.35%
Master's Degree	20,179	14.33%
Professional School Degree	2,748	1.95%
Doctorate Degree	1,992	1.41%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,076	24.49%
High School Graduate	4,237	20.44%
Some College or Associate's Degree	4,596	22.17%
Bachelor's Degree or Higher	6,817	32.89%
Households		
2029 Projection	80,152	
2024 Estimate	76,104	
2020 Census	68,419	
2010 Census	44,483	
Growth 2024 - 2029		5.32%
Growth 2020 - 2024		11.23%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	76,104	
Family Households	56,870	74.73%
Nonfamily Households	19,234	25.27%
2024 Est. Group Quarters Population	2,386	
2024 Households by Ethnicity, Hispanic/Latino	10,490	

Community • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	76,104	
Income < \$15,000	3,552	4.67%
Income \$15,000 - \$24,999	3,208	4.21%
Income \$25,000 - \$34,999	3,467	4.56%
Income \$35,000 - \$49,999	6,329	8.32%
Income \$50,000 - \$74,999	9,245	12.15%
Income \$75,000 - \$99,999	9,200	12.09%
Income \$100,000 - \$124,999	7,947	10.44%
Income \$125,000 - \$149,999	6,608	8.68%
Income \$150,000 - \$199,999	10,326	13.57%
Income \$200,000 - \$249,999	5,378	7.07%
Income \$250,000 - \$499,999	6,672	8.77%
Income \$500,000+	4,172	5.48%
2024 Est. Average Household Income		\$148,590
2024 Est. Median Household Income		\$109,128
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$113,103
Black or African American Alone		\$77,195
American Indian and Alaska Native Alone		\$130,786
Asian Alone		\$176,751
Native Hawaiian and Other Pacific Islander Alone		\$108,868
Some Other Race Alone		\$74,760
Two or More Races		\$119,357
Hispanic or Latino		\$81,423
Not Hispanic or Latino		\$114,094
2024 Est. HH by Type and Presence of Own Child.	76,104	
Family Households with Children	31,383	41.24%
Family Households without Children	44,721	58.76%
Married-Couple Families	47,882	62.92%
Married-Couple Family, own children	25,326	33.28%
Married-Couple Family, no own children	22,556	29.64%
Cohabiting-Couple Families	2,954	3.88%
Cohabiting-Couple Family, own children	1,161	1.52%
Cohabiting-Couple Family, no own children	1,793	2.36%
Male Householder Families	8,794	11.56%
Male Householder, own children	937	1.23%
Male Householder, no own children	1,477	1.94%
Male Householder, only Nonrelatives	774	1.02%
Male Householder, Living Alone	5,606	7.37%
Female Householder Families	16,474	21.65%
Female Householder, own children	3,959	5.20%
Female Householder, no own children	2,627	3.45%
Female Householder, only Nonrelatives	742	0.98%
Female Householder, Living Alone	9,146	12.02%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	76,104	
1-person	14,634	19.23%
2-person	22,493	29.56%
3-person	13,747	18.06%
4-person	15,563	20.45%
5-person	6,241	8.20%
6-person	2,266	2.98%
7-or-more-person	1,160	1.52%
2024 Est. Average Household Size		2.84
2024 Est. Households by Number of Vehicles	76,104	
No Vehicles	2,422	3.18%
1 Vehicle	22,341	29.36%
2 Vehicles	37,273	48.98%
3 Vehicles	10,474	13.76%
4 Vehicles	2,908	3.82%
5 or more Vehicles	686	0.90%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	59,727	
2024 Estimate	56,870	
2020 Estimate	51,574	
2010 Census	34,198	
Growth 2024 - 2029		5.02%
Growth 2020 - 2024		10.27%
Growth 2010 - 2020		50.81%
2024 Est. Families by Poverty Status	56,870	
2024 Families at or Above Poverty	53,472	94.03%
2024 Families at or Above Poverty with Children	29,737	52.29%
2024 Families Below Poverty	3,398	5.97%
2024 Families Below Poverty with Children	2,303	4.05%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	114,545	67.30%
Civilian Labor Force, Unemployed	4,752	2.79%
Armed Forces	48	0.03%
Not in Labor Force	50,865	29.88%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	87,598	75.56%
Non-Profit Private Workers	5,780	4.99%
Local Government Workers	1,124	0.97%
State Government Workers	1,999	1.72%
Federal Government Workers	8,153	7.03%
Self-Employed Workers	11,082	9.56%
Unpaid Family Workers	194	0.17%

Community • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,747	3.23%
Arts/Entertainment/Sports	2,420	2.09%
Building Grounds Maintenance	2,479	2.14%
Business/Financial Operations	11,281	9.73%
Community/Social Services	1,908	1.65%
Computer/Mathematical	9,079	7.83%
Construction/Extraction	3,145	2.71%
Education/Training/Library	7,963	6.87%
Farming/Fishing/Forestry	282	0.24%
Food Prep/Serving	5,106	4.40%
Health Practitioner/Technician	6,788	5.86%
Healthcare Support	2,233	1.93%
Maintenance Repair	2,262	1.95%
Legal	1,346	1.16%
Life/Physical/Social Science	392	0.34%
Management	19,632	16.93%
Office/Admin. Support	10,786	9.30%
Production	2,796	2.41%
Protective Services	1,802	1.55%
Sales/Related	12,352	10.66%
Personal Care/Service	2,605	2.25%
Transportation/Moving	5,526	4.77%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	87,694	75.64%
Blue Collar	13,729	11.84%
Service and Farm	14,507	12.51%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	77,552	67.43%
Car Pooled	6,687	5.82%
Public Transportation	247	0.22%
Walked	552	0.48%
Bicycle	361	0.31%
Other Means	1,988	1.73%
Worked at Home	27,615	24.01%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	21,210	
15 - 29 Minutes	35,044	
30 - 44 Minutes	22,778	
45 - 59 Minutes	9,880	
60 or more Minutes	7,238	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure		
Owner Occupied	47,913	59.38%
Renter Occupied	28,191	37.04%
2024 Owner Occ. HUs: Avg. Length of Residence		10.80 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.40 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value		
Value Less than \$20,000	384	0.80%
Value \$20,000 - \$39,999	195	0.41%
Value \$40,000 - \$59,999	408	0.85%
Value \$60,000 - \$79,999	246	0.51%
Value \$80,000 - \$99,999	139	0.29%
Value \$100,000 - \$149,999	392	0.82%
Value \$150,000 - \$199,999	375	0.78%
Value \$200,000 - \$299,999	3,770	7.87%
Value \$300,000 - \$399,999	10,491	21.90%
Value \$400,000 - \$499,999	11,775	24.58%
Value \$500,000 - \$749,999	13,401	27.97%
Value \$750,000 - \$999,999	4,479	9.35%
Value \$1,000,000 or \$1,499,999	1,311	2.74%
Value \$1,500,000 or \$1,999,999	332	0.69%
Value \$2,000,000+	215	0.45%
2024 Est. Median All Owner-Occupied Housing Value		\$462,405
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	57,489	71.25%
1 Unit Attached	1,795	2.22%
2 Units	589	0.73%
3 or 4 Units	1,130	1.40%
5 to 19 Units	9,357	11.60%
20 to 49 Units	2,503	3.10%
50 or More Units	7,083	8.78%
Mobile Home or Trailer	713	0.88%
Boat, RV, Van, etc.	33	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	8,661	10.73%
Housing Units Built 2010 to 2019	23,068	28.59%
Housing Units Built 2000 to 2009	26,802	33.22%
Housing Units Built 1990 to 1999	11,572	14.34%
Housing Units Built 1980 to 1989	4,096	5.08%
Housing Units Built 1970 to 1979	2,082	2.58%
Housing Units Built 1960 to 1969	1,776	2.20%
Housing Units Built 1950 to 1959	1,042	1.29%
Housing Units Built 1940 to 1949	647	0.80%
Housing Unit Built 1939 or Earlier	946	1.17%
2024 Est. Median Year Structure Built		2007

[†] 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**Retail**Coach®

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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