



The**Retail**Coach®

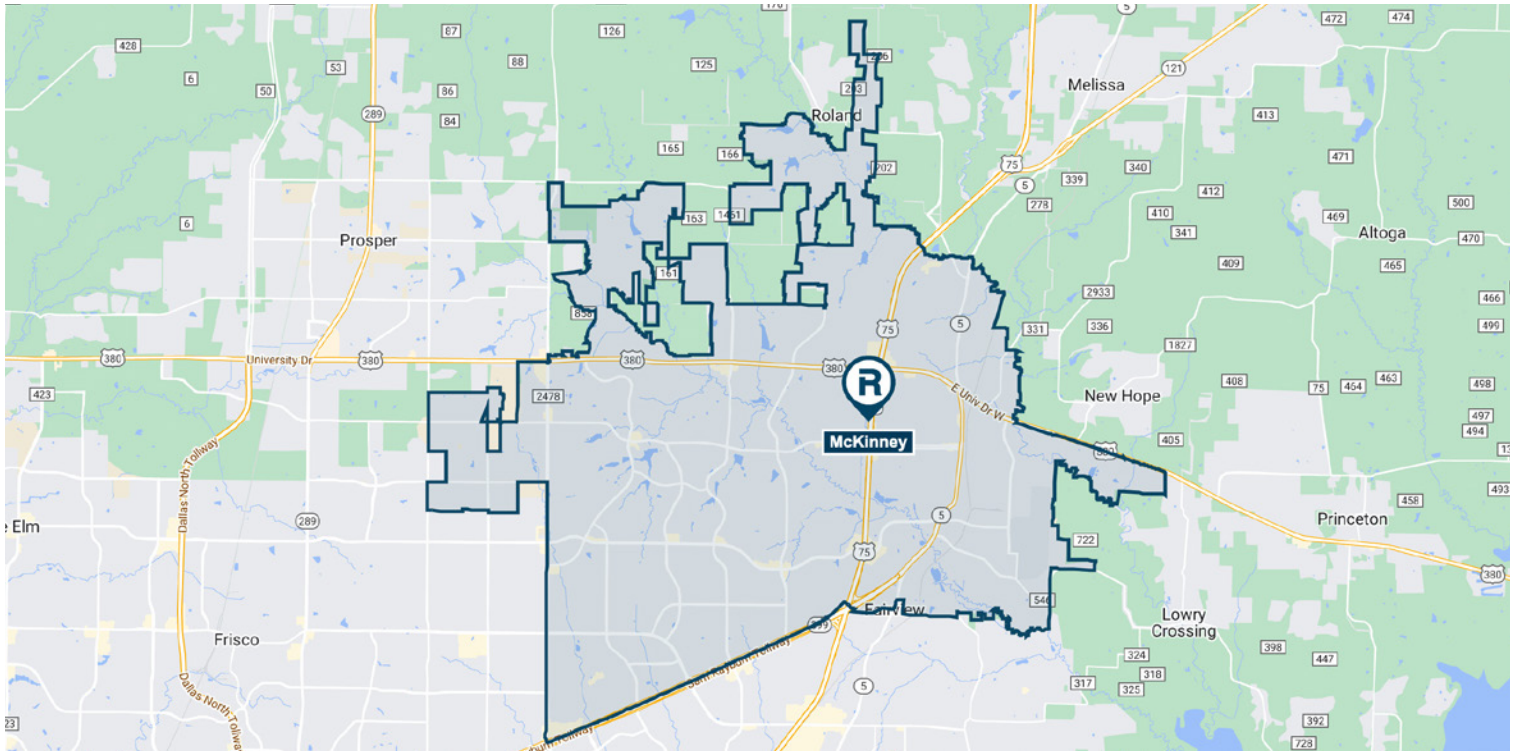
Downtown Primary Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Downtown Primary Retail Trade Area • Demographic Snapshot

McKinney, Texas



Population

2020	188,442
2024	211,706
2029	222,808

Educational Attainment (%)

Graduate or Professional Degree	17.75%
Bachelors Degree	34.18%
Associate Degree	8.20%
Some College	18.79%
High School Graduate (or GED)	15.25%
Some High School, No Degree	2.51%
Less than 9th Grade	3.33%

Income

Average HH	\$148,493
Median HH	\$108,569
Per Capita	\$52,492

Age

0 - 9 Years	12.80%
10 - 17 Years	12.43%
18 - 24 Years	10.31%
25 - 34 Years	11.48%
35 - 44 Years	15.46%
45 - 54 Years	14.80%
55 - 64 Years	10.98%
65 and Older	11.74%
Median Age	37.07
Average Age	36.97

Race Distribution (%)

White	52.65%
Black/African American	14.20%
American Indian/Alaskan	0.67%
Asian	14.11%
Native Hawaiian/Islander	0.09%
Other Race	5.48%
Two or More Races	12.80%
Hispanic	17.33%



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Downtown Primary Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	222,808	
2024 Estimate	211,706	
2020 Census	188,442	
2010 Census	129,514	
Growth 2024 - 2029		5.24%
Growth 2020 - 2024		12.35%
Growth 2010 - 2020		45.50%
2024 Est. Population by Single-Classification Race	211,706	
White Alone	111,469	52.65%
Black or African American Alone	30,056	14.20%
Amer. Indian and Alaska Native Alone	1,419	0.67%
Asian Alone	29,864	14.11%
Native Hawaiian and Other Pacific Island Alone	192	0.09%
Some Other Race Alone	11,608	5.48%
Two or More Races	27,096	12.80%
2024 Est. Population by Hispanic or Latino Origin	211,706	
Not Hispanic or Latino	175,010	82.67%
Hispanic or Latino	36,696	17.33%
Mexican	27,456	74.82%
Puerto Rican	884	2.41%
Cuban	1,462	3.98%
All Other Hispanic or Latino	6,894	18.79%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	36,696	
White Alone	8,021	21.86%
Black or African American Alone	687	1.87%
American Indian and Alaska Native Alone	710	1.93%
Asian Alone	187	0.51%
Native Hawaiian and Other Pacific Islander Alone	20	0.06%
Some Other Race Alone	10,695	29.14%
Two or More Races	16,376	44.63%
2024 Est. Pop by Race, Asian Alone, by Category	29,864	
Chinese, except Taiwanese	4,014	13.44%
Filipino	2,522	8.45%
Japanese	462	1.55%
Asian Indian	14,030	46.98%
Korean	2,815	9.43%
Vietnamese	1,773	5.94%
Cambodian	125	0.42%
Hmong	0	0.00%
Laotian	384	1.29%
Thai	22	0.07%
All Other Asian Races Including 2+ Category	3,717	12.45%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	211,706	
Arab	1,404	0.66%
Czech	861	0.41%
Danish	406	0.19%
Dutch	1,117	0.53%
English	21,851	10.32%
French (except Basque)	3,107	1.47%
French Canadian	382	0.18%
German	20,220	9.55%
Greek	335	0.16%
Hungarian	643	0.30%
Irish	12,373	5.84%
Italian	4,743	2.24%
Lithuanian	180	0.09%
United States or American	17,572	8.30%
Norwegian	1,444	0.68%
Polish	2,565	1.21%
Portuguese	571	0.27%
Russian	724	0.34%
Scottish	3,713	1.75%
Scotch-Irish	1,848	0.87%
Slovak	319	0.15%
Subsaharan African	2,503	1.18%
Swedish	1,375	0.65%
Swiss	172	0.08%
Ukrainian	315	0.15%
Welsh	1,007	0.48%
West Indian (except Hisp. groups)	497	0.24%
Other ancestries	74,330	35.11%
Ancestry Unclassified	35,128	16.59%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	150,636	75.80%
Speak Asian/Pacific Island Language at Home	11,454	5.76%
Speak IndoEuropean Language at Home	9,602	4.83%
Speak Spanish at Home	23,938	12.05%
Speak Other Language at Home	3,093	1.56%

Downtown Primary Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	211,706	
Age 0 - 4	12,983	6.13%
Age 5 - 9	14,103	6.66%
Age 10 - 14	16,159	7.63%
Age 15 - 17	10,154	4.80%
Age 18 - 20	9,851	4.65%
Age 21 - 24	11,967	5.65%
Age 25 - 34	24,313	11.48%
Age 35 - 44	32,739	15.46%
Age 45 - 54	31,333	14.80%
Age 55 - 64	23,246	10.98%
Age 65 - 74	14,487	6.84%
Age 75 - 84	8,075	3.81%
Age 85 and over	2,294	1.08%
Age 16 and over	165,074	77.97%
Age 18 and over	158,306	74.78%
Age 21 and over	148,455	70.12%
Age 65 and over	24,857	11.74%
2024 Est. Median Age		37.07
2024 Est. Average Age		36.97
2024 Est. Population by Sex	211,706	
Male	102,552	48.44%
Female	109,153	51.56%
2024 Est. Male Population by Age	102,552	
Age 0 - 4	6,640	6.47%
Age 5 - 9	7,182	7.00%
Age 10 - 14	8,132	7.93%
Age 15 - 17	5,181	5.05%
Age 18 - 20	5,009	4.88%
Age 21 - 24	6,042	5.89%
Age 25 - 34	11,966	11.67%
Age 35 - 44	15,329	14.95%
Age 45 - 54	15,222	14.84%
Age 55 - 64	11,317	11.04%
Age 65 - 74	6,386	6.23%
Age 75 - 84	3,348	3.27%
Age 85 and over	799	0.78%
2024 Est. Median Age, Male		35.79
2024 Est. Average Age, Male		35.96
2024 Est. Female Population by Age	109,153	
Age 0 - 4	6,343	5.81%
Age 5 - 9	6,922	6.34%
Age 10 - 14	8,028	7.36%
Age 15 - 17	4,973	4.56%
Age 18 - 20	4,842	4.44%
Age 21 - 24	5,925	5.43%
Age 25 - 34	12,347	11.31%
Age 35 - 44	17,410	15.95%
Age 45 - 54	16,112	14.76%
Age 55 - 64	11,929	10.93%
Age 65 - 74	8,101	7.42%
Age 75 - 84	4,727	4.33%
Age 85 and over	1,495	1.37%
2024 Est. Median Age, Female		38.16
2024 Est. Average Age, Female		37.84

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	43,241	25.67%
Males, Never Married	21,651	12.85%
Females, Never Married	21,589	12.82%
Married, Spouse present	97,988	58.17%
Married, Spouse absent	5,581	3.31%
Widowed	6,317	3.75%
Males Widowed	1,115	0.66%
Females Widowed	5,202	3.09%
Divorced	15,333	9.10%
Males Divorced	6,024	3.58%
Females Divorced	9,309	5.53%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,551	3.33%
Some High School, no diploma	3,420	2.51%
High School Graduate (or GED)	20,811	15.25%
Some College, no degree	25,650	18.79%
Associate Degree	11,187	8.20%
Bachelor's Degree	46,649	34.18%
Master's Degree	19,582	14.35%
Professional School Degree	2,692	1.97%
Doctorate Degree	1,946	1.43%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,986	24.63%
High School Graduate	4,123	20.37%
Some College or Associate's Degree	4,515	22.30%
Bachelor's Degree or Higher	6,622	32.71%
Households		
2029 Projection	77,797	
2024 Estimate	73,995	
2020 Census	66,236	
2010 Census	43,886	
Growth 2024 - 2029		5.14%
Growth 2020 - 2024		11.71%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	73,995	
Family Households	55,159	74.54%
Nonfamily Households	18,836	25.46%
2024 Est. Group Quarters Population	2,384	
2024 Households by Ethnicity, Hispanic/Latino	10,271	

Downtown Primary Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	73,995	
Income < \$15,000	3,472	4.69%
Income \$15,000 - \$24,999	3,112	4.21%
Income \$25,000 - \$34,999	3,411	4.61%
Income \$35,000 - \$49,999	6,218	8.40%
Income \$50,000 - \$74,999	9,040	12.22%
Income \$75,000 - \$99,999	8,954	12.10%
Income \$100,000 - \$124,999	7,728	10.44%
Income \$125,000 - \$149,999	6,432	8.69%
Income \$150,000 - \$199,999	9,898	13.38%
Income \$200,000 - \$249,999	5,136	6.94%
Income \$250,000 - \$499,999	6,481	8.76%
Income \$500,000+	4,112	5.56%
2024 Est. Average Household Income		\$148,493
2024 Est. Median Household Income		\$108,569
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$112,947
Black or African American Alone		\$75,591
American Indian and Alaska Native Alone		\$131,099
Asian Alone		\$149,646
Native Hawaiian and Other Pacific Islander Alone		\$120,632
Some Other Race Alone		\$75,020
Two or More Races		\$119,610
Hispanic or Latino		\$80,800
Not Hispanic or Latino		\$113,558
2024 Est. HH by Type and Presence of Own Child.	73,995	
Family Households with Children	30,254	40.89%
Family Households without Children	43,741	59.11%
Married-Couple Families	46,259	62.52%
Married-Couple Family, own children	24,299	32.84%
Married-Couple Family, no own children	21,959	29.68%
Cohabiting-Couple Families	2,903	3.92%
Cohabiting-Couple Family, own children	1,128	1.52%
Cohabiting-Couple Family, no own children	1,775	2.40%
Male Householder Families	8,636	11.67%
Male Householder, own children	919	1.24%
Male Householder, no own children	1,436	1.94%
Male Householder, only Nonrelatives	720	0.97%
Male Householder, Living Alone	5,562	7.52%
Female Householder Families	16,197	21.89%
Female Householder, own children	3,907	5.28%
Female Householder, no own children	2,532	3.42%
Female Householder, only Nonrelatives	740	1.00%
Female Householder, Living Alone	9,018	12.19%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	73,995	
1-person	14,467	19.55%
2-person	21,895	29.59%
3-person	13,320	18.00%
4-person	15,006	20.28%
5-person	6,000	8.11%
6-person	2,175	2.94%
7-or-more-person	1,132	1.53%
2024 Est. Average Household Size		2.83
2024 Est. Households by Number of Vehicles	73,995	
No Vehicles	2,408	3.25%
1 Vehicle	21,882	29.57%
2 Vehicles	36,050	48.72%
3 Vehicles	10,190	13.77%
4 Vehicles	2,797	3.78%
5 or more Vehicles	669	0.90%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	57,817	
2024 Estimate	55,159	
2020 Estimate	49,692	
2010 Census	33,721	
Growth 2024 - 2029		4.82%
Growth 2020 - 2024		11.00%
Growth 2010 - 2020		47.36%
2024 Est. Families by Poverty Status	55,159	
2024 Families at or Above Poverty	51,855	94.01%
2024 Families at or Above Poverty with Children	28,690	52.01%
2024 Families Below Poverty	3,304	5.99%
2024 Families Below Poverty with Children	2,260	4.10%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	111,231	67.38%
Civilian Labor Force, Unemployed	4,615	2.80%
Armed Forces	48	0.03%
Not in Labor Force	49,180	29.79%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	85,050	75.62%
Non-Profit Private Workers	5,617	4.99%
Local Government Workers	1,095	0.97%
State Government Workers	1,890	1.68%
Federal Government Workers	7,840	6.97%
Self-Employed Workers	10,785	9.59%
Unpaid Family Workers	188	0.17%

Downtown Primary Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,653	3.25%
Arts/Entertainment/Sports	2,343	2.08%
Building Grounds Maintenance	2,334	2.08%
Business/Financial Operations	11,010	9.79%
Community/Social Services	1,870	1.66%
Computer/Mathematical	8,614	7.66%
Construction/Extraction	3,049	2.71%
Education/Training/Library	7,720	6.86%
Farming/Fishing/Forestry	279	0.25%
Food Prep/Serving	5,036	4.48%
Health Practitioner/Technician	6,578	5.85%
Healthcare Support	2,145	1.91%
Maintenance Repair	2,178	1.94%
Legal	1,340	1.19%
Life/Physical/Social Science	364	0.32%
Management	19,120	17.00%
Office/Admin. Support	10,498	9.34%
Production	2,663	2.37%
Protective Services	1,669	1.48%
Sales/Related	12,030	10.70%
Personal Care/Service	2,542	2.26%
Transportation/Moving	5,429	4.83%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	85,139	75.70%
Blue Collar	13,320	11.84%
Service and Farm	14,006	12.45%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	75,367	67.50%
Car Pooled	6,476	5.80%
Public Transportation	236	0.21%
Walked	545	0.49%
Bicycle	361	0.32%
Other Means	1,952	1.75%
Worked at Home	26,721	23.93%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,768	
15 - 29 Minutes	33,808	
30 - 44 Minutes	22,280	
45 - 59 Minutes	9,589	
60 or more Minutes	6,973	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure	73,995	
Owner Occupied	46,039	58.66%
Renter Occupied	27,955	37.78%
2024 Owner Occ. HUs: Avg. Length of Residence		10.27 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.49 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	46,039	
Value Less than \$20,000	341	0.74%
Value \$20,000 - \$39,999	190	0.41%
Value \$40,000 - \$59,999	385	0.84%
Value \$60,000 - \$79,999	237	0.52%
Value \$80,000 - \$99,999	136	0.30%
Value \$100,000 - \$149,999	359	0.78%
Value \$150,000 - \$199,999	365	0.79%
Value \$200,000 - \$299,999	3,667	7.96%
Value \$300,000 - \$399,999	10,141	22.03%
Value \$400,000 - \$499,999	11,284	24.51%
Value \$500,000 - \$749,999	12,785	27.77%
Value \$750,000 - \$999,999	4,341	9.43%
Value \$1,000,000 or \$1,499,999	1,277	2.77%
Value \$1,500,000 or \$1,999,999	322	0.70%
Value \$2,000,000+	209	0.45%
2024 Est. Median All Owner-Occupied Housing Value		\$461,985
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	55,453	70.65%
1 Unit Attached	1,781	2.27%
2 Units	589	0.75%
3 or 4 Units	1,130	1.44%
5 to 19 Units	9,368	11.94%
20 to 49 Units	2,492	3.17%
50 or More Units	7,088	9.03%
Mobile Home or Trailer	560	0.71%
Boat, RV, Van, etc.	24	0.03%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	8,246	10.51%
Housing Units Built 2010 to 2019	21,924	27.93%
Housing Units Built 2000 to 2009	26,462	33.72%
Housing Units Built 1990 to 1999	11,484	14.63%
Housing Units Built 1980 to 1989	4,009	5.11%
Housing Units Built 1970 to 1979	2,046	2.61%
Housing Units Built 1960 to 1969	1,726	2.20%
Housing Units Built 1950 to 1959	1,033	1.32%
Housing Units Built 1940 to 1949	642	0.82%
Housing Unit Built 1939 or Earlier	916	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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