



The**Retail**Coach®

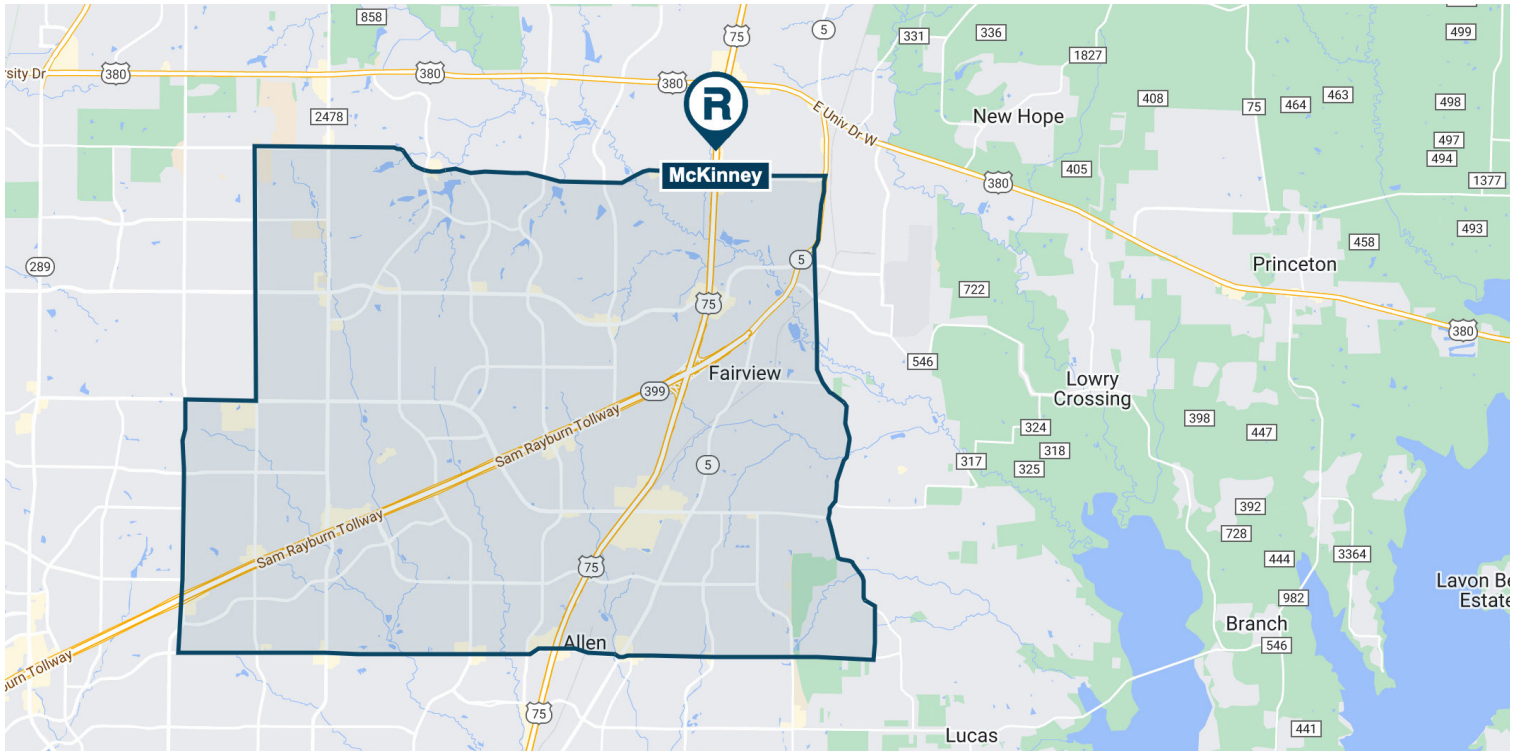
Highway 121 Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Highway 121 Retail Trade Area • Demographic Snapshot

McKinney, Texas



Population

2020	223,778	0 - 9 Years	11.83%
2024	250,509	10 - 17 Years	13.32%
2029	263,334	18 - 24 Years	10.42%

Educational Attainment (%)

Graduate or Professional Degree	23.28%	25 - 34 Years	10.33%
Bachelors Degree	36.44%	35 - 44 Years	14.52%
Associate Degree	6.61%	45 - 54 Years	16.27%
Some College	18.00%	55 - 64 Years	11.61%
High School Graduate (or GED)	12.19%	65 and Older	11.71%
Some High School, No Degree	1.87%	Median Age	38.07
Less than 9th Grade	1.61%	Average Age	37.43

Income

Average HH	\$168,834	Race Distribution (%)	
Median HH	\$118,124	White	49.02%
Per Capita	\$59,492	Black/African American	11.88%
		American Indian/Alaskan	0.52%
		Asian	24.16%
		Native Hawaiian/Islander	0.08%
		Other Race	3.42%
		Two or More Races	10.93%
		Hispanic	12.33%



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Highway 121 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	263,334	
2024 Estimate	250,509	
2020 Census	223,778	
2010 Census	157,441	
Growth 2024 - 2029		5.12%
Growth 2020 - 2024		11.95%
Growth 2010 - 2020		42.14%
2024 Est. Population by Single-Classification Race	250,509	
White Alone	122,809	49.02%
Black or African American Alone	29,750	11.88%
Amer. Indian and Alaska Native Alone	1,303	0.52%
Asian Alone	60,523	24.16%
Native Hawaiian and Other Pacific Island Alone	196	0.08%
Some Other Race Alone	8,558	3.42%
Two or More Races	27,370	10.93%
2024 Est. Population by Hispanic or Latino Origin	250,509	
Not Hispanic or Latino	219,632	87.67%
Hispanic or Latino	30,877	12.33%
Mexican	21,283	68.93%
Puerto Rican	1,161	3.76%
Cuban	1,385	4.49%
All Other Hispanic or Latino	7,048	22.83%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	30,877	
White Alone	6,906	22.37%
Black or African American Alone	602	1.95%
American Indian and Alaska Native Alone	496	1.61%
Asian Alone	190	0.62%
Native Hawaiian and Other Pacific Islander Alone	15	0.05%
Some Other Race Alone	7,447	24.12%
Two or More Races	15,222	49.30%
2024 Est. Pop by Race, Asian Alone, by Category	60,523	
Chinese, except Taiwanese	10,770	17.80%
Filipino	2,750	4.54%
Japanese	897	1.48%
Asian Indian	30,123	49.77%
Korean	3,816	6.30%
Vietnamese	3,361	5.55%
Cambodian	347	0.57%
Hmong	10	0.02%
Laotian	314	0.52%
Thai	325	0.54%
All Other Asian Races Including 2+ Category	7,809	12.90%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	250,509	
Arab	1,943	0.78%
Czech	1,789	0.71%
Danish	405	0.16%
Dutch	1,114	0.45%
English	23,523	9.39%
French (except Basque)	3,678	1.47%
French Canadian	703	0.28%
German	22,737	9.08%
Greek	367	0.15%
Hungarian	661	0.26%
Irish	14,404	5.75%
Italian	7,320	2.92%
Lithuanian	121	0.05%
United States or American	16,750	6.69%
Norwegian	1,269	0.51%
Polish	3,116	1.24%
Portuguese	510	0.20%
Russian	826	0.33%
Scottish	3,909	1.56%
Scotch-Irish	2,682	1.07%
Slovak	398	0.16%
Subsaharan African	3,898	1.56%
Swedish	1,381	0.55%
Swiss	160	0.06%
Ukrainian	284	0.11%
Welsh	988	0.39%
West Indian (except Hisp. groups)	487	0.19%
Other ancestries	91,480	36.52%
Ancestry Unclassified	43,606	17.41%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	170,642	72.16%
Speak Asian/Pacific Island Language at Home	26,034	11.01%
Speak IndoEuropean Language at Home	17,198	7.27%
Speak Spanish at Home	19,394	8.20%
Speak Other Language at Home	3,212	1.36%

Highway 121 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	250,509	
Age 0 - 4	14,030	5.60%
Age 5 - 9	15,609	6.23%
Age 10 - 14	20,596	8.22%
Age 15 - 17	12,776	5.10%
Age 18 - 20	12,105	4.83%
Age 21 - 24	14,005	5.59%
Age 25 - 34	25,871	10.33%
Age 35 - 44	36,364	14.52%
Age 45 - 54	40,751	16.27%
Age 55 - 64	29,073	11.61%
Age 65 - 74	17,001	6.79%
Age 75 - 84	9,645	3.85%
Age 85 and over	2,684	1.07%
Age 16 and over	196,009	78.24%
Age 18 and over	187,498	74.85%
Age 21 and over	175,393	70.01%
Age 65 and over	29,330	11.71%
2024 Est. Median Age		38.07
2024 Est. Average Age		37.43
2024 Est. Population by Sex	250,509	
Male	120,904	48.26%
Female	129,605	51.74%
2024 Est. Male Population by Age	120,904	
Age 0 - 4	7,170	5.93%
Age 5 - 9	7,934	6.56%
Age 10 - 14	10,399	8.60%
Age 15 - 17	6,527	5.40%
Age 18 - 20	6,139	5.08%
Age 21 - 24	6,991	5.78%
Age 25 - 34	12,634	10.45%
Age 35 - 44	16,113	13.33%
Age 45 - 54	20,115	16.64%
Age 55 - 64	14,301	11.83%
Age 65 - 74	7,610	6.29%
Age 75 - 84	3,994	3.30%
Age 85 and over	977	0.81%
2024 Est. Median Age, Male		36.82
2024 Est. Average Age, Male		36.54
2024 Est. Female Population by Age	129,605	
Age 0 - 4	6,860	5.29%
Age 5 - 9	7,675	5.92%
Age 10 - 14	10,196	7.87%
Age 15 - 17	6,249	4.82%
Age 18 - 20	5,965	4.60%
Age 21 - 24	7,014	5.41%
Age 25 - 34	13,237	10.21%
Age 35 - 44	20,252	15.63%
Age 45 - 54	20,636	15.92%
Age 55 - 64	14,772	11.40%
Age 65 - 74	9,390	7.25%
Age 75 - 84	5,651	4.36%
Age 85 and over	1,707	1.32%
2024 Est. Median Age, Female		39.02
2024 Est. Average Age, Female		38.22

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	49,972	24.95%
Males, Never Married	24,290	12.13%
Females, Never Married	25,683	12.82%
Married, Spouse present	119,901	59.87%
Married, Spouse absent	5,524	2.76%
Widowed	7,461	3.73%
Males Widowed	1,144	0.57%
Females Widowed	6,317	3.15%
Divorced	17,416	8.70%
Males Divorced	6,957	3.47%
Females Divorced	10,460	5.22%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,607	1.61%
Some High School, no diploma	3,017	1.87%
High School Graduate (or GED)	19,673	12.19%
Some College, no degree	29,055	18.00%
Associate Degree	10,668	6.61%
Bachelor's Degree	58,805	36.44%
Master's Degree	30,642	18.99%
Professional School Degree	3,770	2.34%
Doctorate Degree	3,152	1.95%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,091	12.14%
High School Graduate	2,764	16.05%
Some College or Associate's Degree	4,771	27.71%
Bachelor's Degree or Higher	7,593	44.10%
Households		
2029 Projection	92,458	
2024 Estimate	87,983	
2020 Census	78,719	
2010 Census	54,204	
Growth 2024 - 2029		5.09%
Growth 2020 - 2024		11.77%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	87,983	
Family Households	66,437	75.51%
Nonfamily Households	21,546	24.49%
2024 Est. Group Quarters Population	821	
2024 Households by Ethnicity, Hispanic/Latino	9,135	

Highway 121 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	87,983	
Income < \$15,000	3,236	3.68%
Income \$15,000 - \$24,999	3,202	3.64%
Income \$25,000 - \$34,999	3,261	3.71%
Income \$35,000 - \$49,999	6,372	7.24%
Income \$50,000 - \$74,999	10,835	12.32%
Income \$75,000 - \$99,999	10,419	11.84%
Income \$100,000 - \$124,999	8,970	10.20%
Income \$125,000 - \$149,999	7,239	8.23%
Income \$150,000 - \$199,999	11,422	12.98%
Income \$200,000 - \$249,999	6,221	7.07%
Income \$250,000 - \$499,999	9,396	10.68%
Income \$500,000+	7,410	8.42%
2024 Est. Average Household Income		\$168,834
2024 Est. Median Household Income		\$118,124
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$116,960
Black or African American Alone		\$78,647
American Indian and Alaska Native Alone		\$123,842
Asian Alone		\$191,661
Native Hawaiian and Other Pacific Islander Alone		\$120,801
Some Other Race Alone		\$81,871
Two or More Races		\$106,245
Hispanic or Latino		\$83,987
Not Hispanic or Latino		\$123,292
2024 Est. HH by Type and Presence of Own Child.	87,983	
Family Households with Children	36,991	42.04%
Family Households without Children	50,992	57.96%
Married-Couple Families	56,815	64.57%
Married-Couple Family, own children	31,389	35.68%
Married-Couple Family, no own children	25,426	28.90%
Cohabiting-Couple Families	3,154	3.58%
Cohabiting-Couple Family, own children	914	1.04%
Cohabiting-Couple Family, no own children	2,240	2.55%
Male Householder Families	9,945	11.30%
Male Householder, own children	957	1.09%
Male Householder, no own children	1,515	1.72%
Male Householder, only Nonrelatives	579	0.66%
Male Householder, Living Alone	6,893	7.83%
Female Householder Families	18,068	20.54%
Female Householder, own children	3,730	4.24%
Female Householder, no own children	2,548	2.90%
Female Householder, only Nonrelatives	989	1.12%
Female Householder, Living Alone	10,800	12.28%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	87,983	
1-person	17,518	19.91%
2-person	24,809	28.20%
3-person	15,587	17.72%
4-person	19,492	22.15%
5-person	6,993	7.95%
6-person	2,444	2.78%
7-or-more-person	1,139	1.29%
2024 Est. Average Household Size		2.84
2024 Est. Households by Number of Vehicles	87,983	
No Vehicles	2,670	3.04%
1 Vehicle	25,166	28.60%
2 Vehicles	42,313	48.09%
3 Vehicles	12,569	14.29%
4 Vehicles	4,260	4.84%
5 or more Vehicles	1,004	1.14%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	69,559	
2024 Estimate	66,437	
2020 Estimate	59,832	
2010 Census	42,295	
Growth 2024 - 2029		4.70%
Growth 2020 - 2024		11.04%
Growth 2010 - 2020		41.46%
2024 Est. Families by Poverty Status	66,437	
2024 Families at or Above Poverty	63,503	95.58%
2024 Families at or Above Poverty with Children	36,074	54.30%
2024 Families Below Poverty	2,934	4.42%
2024 Families Below Poverty with Children	1,898	2.86%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	132,121	67.41%
Civilian Labor Force, Unemployed	5,366	2.74%
Armed Forces	44	0.02%
Not in Labor Force	58,478	29.83%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	101,409	75.78%
Non-Profit Private Workers	7,341	5.49%
Local Government Workers	1,112	0.83%
State Government Workers	2,399	1.79%
Federal Government Workers	7,893	5.90%
Self-Employed Workers	13,528	10.11%
Unpaid Family Workers	148	0.11%

Highway 121 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	5,036	3.76%
Arts/Entertainment/Sports	2,810	2.10%
Building Grounds Maintenance	1,726	1.29%
Business/Financial Operations	14,424	10.78%
Community/Social Services	1,985	1.48%
Computer/Mathematical	13,941	10.42%
Construction/Extraction	2,519	1.88%
Education/Training/Library	8,518	6.37%
Farming/Fishing/Forestry	224	0.17%
Food Prep/Serving	5,976	4.46%
Health Practitioner/Technician	7,568	5.66%
Healthcare Support	1,978	1.48%
Maintenance Repair	2,270	1.70%
Legal	2,397	1.79%
Life/Physical/Social Science	503	0.38%
Management	23,487	17.55%
Office/Admin. Support	11,952	8.93%
Production	2,495	1.86%
Protective Services	1,542	1.15%
Sales/Related	14,379	10.74%
Personal Care/Service	3,129	2.34%
Transportation/Moving	4,969	3.71%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	107,000	79.95%
Blue Collar	12,254	9.16%
Service and Farm	14,575	10.89%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	86,922	65.60%
Car Pooled	6,764	5.11%
Public Transportation	478	0.36%
Walked	542	0.41%
Bicycle	163	0.12%
Other Means	1,686	1.27%
Worked at Home	35,949	27.13%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	22,473	
15 - 29 Minutes	40,111	
30 - 44 Minutes	25,895	
45 - 59 Minutes	11,001	
60 or more Minutes	7,838	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure	87,983	
Owner Occupied	55,256	59.46%
Renter Occupied	32,727	37.20%
2024 Owner Occ. HUs: Avg. Length of Residence		10.76 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.55 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	55,256	
Value Less than \$20,000	182	0.33%
Value \$20,000 - \$39,999	147	0.27%
Value \$40,000 - \$59,999	326	0.59%
Value \$60,000 - \$79,999	131	0.24%
Value \$80,000 - \$99,999	37	0.07%
Value \$100,000 - \$149,999	280	0.51%
Value \$150,000 - \$199,999	315	0.57%
Value \$200,000 - \$299,999	3,170	5.74%
Value \$300,000 - \$399,999	11,258	20.37%
Value \$400,000 - \$499,999	11,429	20.68%
Value \$500,000 - \$749,999	17,120	30.98%
Value \$750,000 - \$999,999	7,989	14.46%
Value \$1,000,000 or \$1,499,999	2,191	3.96%
Value \$1,500,000 or \$1,999,999	354	0.64%
Value \$2,000,000+	327	0.59%
2024 Est. Median All Owner-Occupied Housing Value		\$503,690
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	62,339	67.08%
1 Unit Attached	2,666	2.87%
2 Units	419	0.45%
3 or 4 Units	1,140	1.23%
5 to 19 Units	11,717	12.61%
20 to 49 Units	4,441	4.78%
50 or More Units	9,889	10.64%
Mobile Home or Trailer	314	0.34%
Boat, RV, Van, etc.	1	0.00%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	9,736	10.48%
Housing Units Built 2010 to 2019	24,935	26.83%
Housing Units Built 2000 to 2009	32,300	34.76%
Housing Units Built 1990 to 1999	16,274	17.51%
Housing Units Built 1980 to 1989	5,592	6.02%
Housing Units Built 1970 to 1979	2,188	2.35%
Housing Units Built 1960 to 1969	923	0.99%
Housing Units Built 1950 to 1959	564	0.61%
Housing Units Built 1940 to 1949	178	0.19%
Housing Unit Built 1939 or Earlier	235	0.25%
2024 Est. Median Year Structure Built		2006

[†] 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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