



The**Retail**Coach®

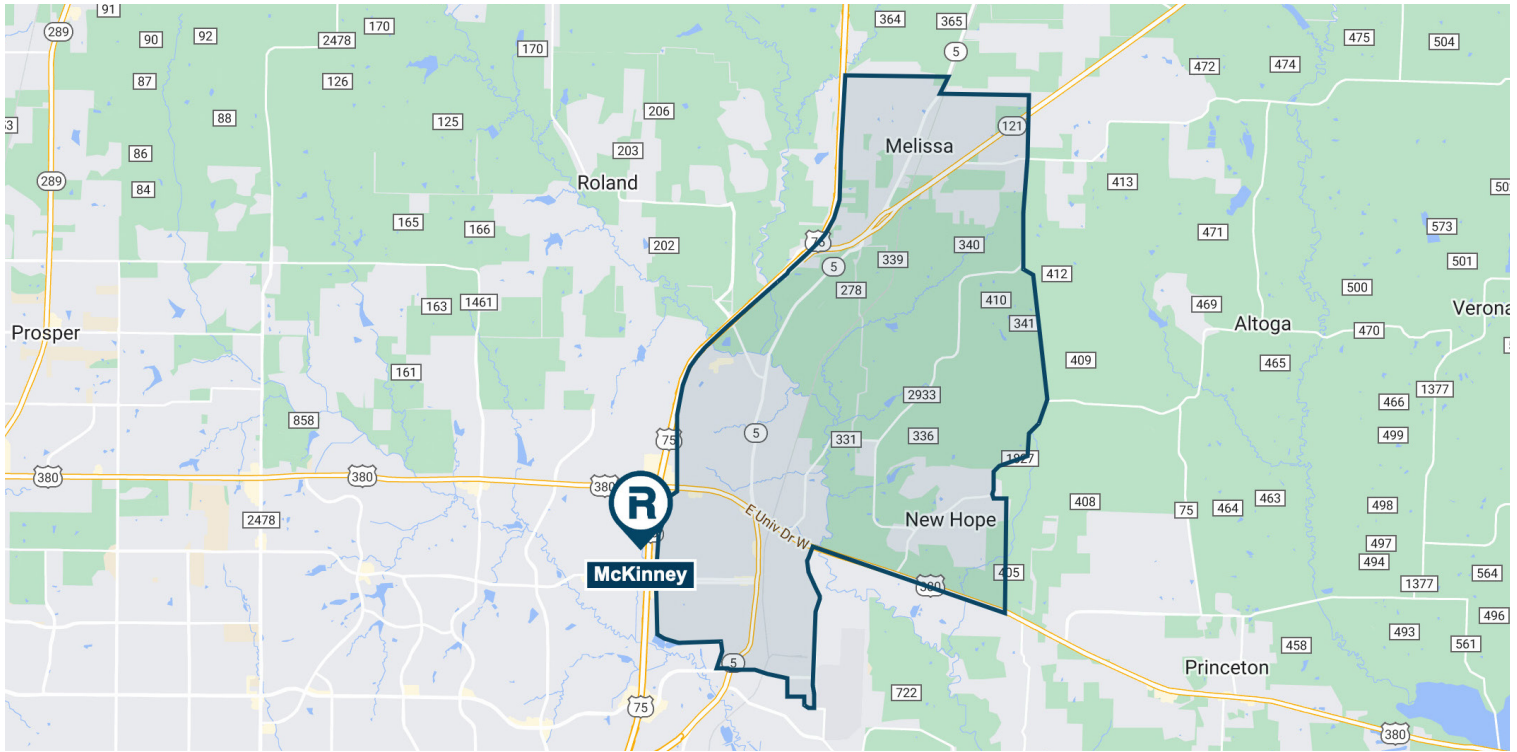
Highway 5 Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Highway 5 Retail Trade Area • Demographic Snapshot

McKinney, Texas



Population

2020	31,926
2024	36,100
2029	38,221

Educational Attainment (%)

Graduate or Professional Degree	9.78%
Bachelors Degree	22.05%
Associate Degree	7.28%
Some College	19.23%
High School Graduate (or GED)	26.20%
Some High School, No Degree	6.07%
Less than 9th Grade	9.40%

Income

Average HH	\$109,383
Median HH	\$80,432
Per Capita	\$37,771

Age

0 - 9 Years	13.31%
10 - 17 Years	12.47%
18 - 24 Years	10.60%
25 - 34 Years	12.42%
35 - 44 Years	14.59%
45 - 54 Years	13.17%
55 - 64 Years	11.50%
65 and Older	11.94%
Median Age	35.85
Average Age	36.57

Race Distribution (%)

White	49.78%
Black/African American	14.44%
American Indian/Alaskan	1.41%
Asian	2.84%
Native Hawaiian/Islander	0.08%
Other Race	13.60%
Two or More Races	17.86%
Hispanic	34.37%



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Highway 5 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	38,221	
2024 Estimate	36,100	
2020 Census	31,926	
2010 Census	24,038	
Growth 2024 - 2029		5.87%
Growth 2020 - 2024		13.07%
Growth 2010 - 2020		32.82%
2024 Est. Population by Single-Classification Race	36,100	
White Alone	17,970	49.78%
Black or African American Alone	5,213	14.44%
Amer. Indian and Alaska Native Alone	509	1.41%
Asian Alone	1,025	2.84%
Native Hawaiian and Other Pacific Island Alone	28	0.08%
Some Other Race Alone	4,909	13.60%
Two or More Races	6,446	17.86%
2024 Est. Population by Hispanic or Latino Origin	36,100	
Not Hispanic or Latino	23,692	65.63%
Hispanic or Latino	12,408	34.37%
Mexican	11,456	92.33%
Puerto Rican	59	0.48%
Cuban	163	1.31%
All Other Hispanic or Latino	730	5.88%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	12,408	
White Alone	2,313	18.64%
Black or African American Alone	152	1.22%
American Indian and Alaska Native Alone	316	2.55%
Asian Alone	30	0.24%
Native Hawaiian and Other Pacific Islander Alone	5	0.04%
Some Other Race Alone	4,771	38.45%
Two or More Races	4,822	38.86%
2024 Est. Pop by Race, Asian Alone, by Category	1,025	
Chinese, except Taiwanese	206	20.10%
Filipino	11	1.07%
Japanese	138	13.46%
Asian Indian	345	33.66%
Korean	5	0.49%
Vietnamese	102	9.95%
Cambodian	2	0.20%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	217	21.17%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	36,100	
Arab	3	0.01%
Czech	58	0.16%
Danish	14	0.04%
Dutch	122	0.34%
English	3,198	8.86%
French (except Basque)	538	1.49%
French Canadian	34	0.09%
German	2,327	6.45%
Greek	8	0.02%
Hungarian	8	0.02%
Irish	2,122	5.88%
Italian	639	1.77%
Lithuanian	30	0.08%
United States or American	3,891	10.78%
Norwegian	136	0.38%
Polish	456	1.26%
Portuguese	24	0.07%
Russian	41	0.11%
Scottish	557	1.54%
Scotch-Irish	340	0.94%
Slovak	2	0.01%
Subsaharan African	641	1.78%
Swedish	246	0.68%
Swiss	1	0.00%
Ukrainian	0	0.00%
Welsh	139	0.39%
West Indian (except Hisp. groups)	29	0.08%
Other ancestries	14,682	40.67%
Ancestry Unclassified	5,813	16.10%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	23,702	70.32%
Speak Asian/Pacific Island Language at Home	510	1.51%
Speak IndoEuropean Language at Home	428	1.27%
Speak Spanish at Home	8,868	26.31%
Speak Other Language at Home	199	0.59%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	36,100	
Age 0 - 4	2,392	6.63%
Age 5 - 9	2,413	6.68%
Age 10 - 14	2,769	7.67%
Age 15 - 17	1,734	4.80%
Age 18 - 20	1,697	4.70%
Age 21 - 24	2,128	5.89%
Age 25 - 34	4,484	12.42%
Age 35 - 44	5,266	14.59%
Age 45 - 54	4,753	13.17%
Age 55 - 64	4,153	11.50%
Age 65 - 74	2,743	7.60%
Age 75 - 84	1,202	3.33%
Age 85 and over	366	1.01%
Age 16 and over	27,949	77.42%
Age 18 and over	26,792	74.22%
Age 21 and over	25,094	69.51%
Age 65 and over	4,311	11.94%
2024 Est. Median Age		35.85
2024 Est. Average Age		36.57
2024 Est. Population by Sex	36,100	
Male	17,725	49.10%
Female	18,375	50.90%
2024 Est. Male Population by Age	17,725	
Age 0 - 4	1,219	6.88%
Age 5 - 9	1,184	6.68%
Age 10 - 14	1,374	7.75%
Age 15 - 17	906	5.11%
Age 18 - 20	885	4.99%
Age 21 - 24	1,106	6.24%
Age 25 - 34	2,284	12.89%
Age 35 - 44	2,604	14.69%
Age 45 - 54	2,311	13.04%
Age 55 - 64	2,010	11.34%
Age 65 - 74	1,218	6.87%
Age 75 - 84	510	2.88%
Age 85 and over	114	0.64%
2024 Est. Median Age, Male		34.59
2024 Est. Average Age, Male		35.59
2024 Est. Female Population by Age	18,375	
Age 0 - 4	1,173	6.38%
Age 5 - 9	1,230	6.69%
Age 10 - 14	1,395	7.59%
Age 15 - 17	828	4.51%
Age 18 - 20	812	4.42%
Age 21 - 24	1,022	5.56%
Age 25 - 34	2,200	11.97%
Age 35 - 44	2,662	14.49%
Age 45 - 54	2,442	13.29%
Age 55 - 64	2,143	11.66%
Age 65 - 74	1,524	8.29%
Age 75 - 84	692	3.77%
Age 85 and over	252	1.37%
2024 Est. Median Age, Female		37.06
2024 Est. Average Age, Female		37.50

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,461	33.17%
Males, Never Married	4,742	16.62%
Females, Never Married	4,719	16.54%
Married, Spouse present	13,739	48.17%
Married, Spouse absent	1,426	5.00%
Widowed	1,278	4.48%
Males Widowed	364	1.28%
Females Widowed	914	3.20%
Divorced	2,622	9.19%
Males Divorced	1,055	3.70%
Females Divorced	1,567	5.49%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,158	9.40%
Some High School, no diploma	1,394	6.07%
High School Graduate (or GED)	6,017	26.20%
Some College, no degree	4,416	19.23%
Associate Degree	1,671	7.28%
Bachelor's Degree	5,064	22.05%
Master's Degree	1,833	7.98%
Professional School Degree	259	1.13%
Doctorate Degree	154	0.67%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,140	46.07%
High School Graduate	1,693	24.84%
Some College or Associate's Degree	1,147	16.83%
Bachelor's Degree or Higher	836	12.27%
Households		
2029 Projection	13,077	
2024 Estimate	12,354	
2020 Census	10,956	
2010 Census	7,812	
Growth 2024 - 2029		5.85%
Growth 2020 - 2024		12.76%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	12,354	
Family Households	9,117	73.80%
Nonfamily Households	3,237	26.2%
2024 Est. Group Quarters Population	323	
2024 Households by Ethnicity, Hispanic/Latino	3,234	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	12,354	
Income < \$15,000	960	7.77%
Income \$15,000 - \$24,999	748	6.05%
Income \$25,000 - \$34,999	789	6.39%
Income \$35,000 - \$49,999	1,460	11.82%
Income \$50,000 - \$74,999	1,854	15.01%
Income \$75,000 - \$99,999	1,568	12.69%
Income \$100,000 - \$124,999	1,248	10.10%
Income \$125,000 - \$149,999	958	7.75%
Income \$150,000 - \$199,999	1,290	10.44%
Income \$200,000 - \$249,999	625	5.06%
Income \$250,000 - \$499,999	588	4.76%
Income \$500,000+	266	2.15%
2024 Est. Average Household Income		\$109,383
2024 Est. Median Household Income		\$80,432
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$90,709
Black or African American Alone		\$45,622
American Indian and Alaska Native Alone		\$121,424
Asian Alone		\$66,473
Native Hawaiian and Other Pacific Islander Alone		\$138,549
Some Other Race Alone		\$73,890
Two or More Races		\$91,264
Hispanic or Latino		\$68,145
Not Hispanic or Latino		\$85,893
2024 Est. HH by Type and Presence of Own Child.	12,354	
Family Households with Children	4,670	37.80%
Family Households without Children	7,684	62.20%
Married-Couple Families	6,845	55.41%
Married-Couple Family, own children	3,428	27.75%
Married-Couple Family, no own children	3,416	27.65%
Cohabiting-Couple Families	551	4.46%
Cohabiting-Couple Family, own children	262	2.12%
Cohabiting-Couple Family, no own children	289	2.34%
Male Householder Families	1,739	14.08%
Male Householder, own children	220	1.78%
Male Householder, no own children	448	3.63%
Male Householder, only Nonrelatives	149	1.21%
Male Householder, Living Alone	921	7.45%
Female Householder Families	3,219	26.06%
Female Householder, own children	759	6.14%
Female Householder, no own children	782	6.33%
Female Householder, only Nonrelatives	132	1.07%
Female Householder, Living Alone	1,546	12.51%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	12,354	
1-person	2,395	19.39%
2-person	3,662	29.64%
3-person	2,147	17.38%
4-person	2,096	16.97%
5-person	1,215	9.84%
6-person	527	4.27%
7-or-more-person	312	2.53%
2024 Est. Average Household Size		2.92
2024 Est. Households by Number of Vehicles	12,354	
No Vehicles	672	5.44%
1 Vehicle	3,873	31.35%
2 Vehicles	4,912	39.76%
3 Vehicles	2,126	17.21%
4 Vehicles	711	5.75%
5 or more Vehicles	60	0.49%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	9,691	
2024 Estimate	9,117	
2020 Estimate	7,971	
2010 Census	5,540	
Growth 2024 - 2029		6.30%
Growth 2020 - 2024		14.38%
Growth 2010 - 2020		43.88%
2024 Est. Families by Poverty Status	9,117	
2024 Families at or Above Poverty	8,200	89.94%
2024 Families at or Above Poverty with Children	4,229	46.39%
2024 Families Below Poverty	917	10.06%
2024 Families Below Poverty with Children	753	8.26%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	18,182	65.05%
Civilian Labor Force, Unemployed	754	2.70%
Armed Forces	0	0.00%
Not in Labor Force	9,013	32.25%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	14,265	77.31%
Non-Profit Private Workers	786	4.26%
Local Government Workers	91	0.49%
State Government Workers	229	1.24%
Federal Government Workers	1,247	6.76%
Self-Employed Workers	1,763	9.56%
Unpaid Family Workers	70	0.38%

Highway 5 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	352	1.91%
Arts/Entertainment/Sports	268	1.45%
Building Grounds Maintenance	1,277	6.92%
Business/Financial Operations	996	5.40%
Community/Social Services	365	1.98%
Computer/Mathematical	727	3.94%
Construction/Extraction	1,238	6.71%
Education/Training/Library	1,091	5.91%
Farming/Fishing/Forestry	66	0.36%
Food Prep/Serving	1,167	6.32%
Health Practitioner/Technician	861	4.67%
Healthcare Support	498	2.70%
Maintenance Repair	569	3.08%
Legal	162	0.88%
Life/Physical/Social Science	185	1.00%
Management	1,526	8.27%
Office/Admin. Support	1,884	10.21%
Production	754	4.09%
Protective Services	299	1.62%
Sales/Related	2,392	12.96%
Personal Care/Service	403	2.18%
Transportation/Moving	1,370	7.42%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	10,810	58.58%
Blue Collar	3,931	21.30%
Service and Farm	3,712	20.12%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	12,470	67.50%
Car Pooled	1,868	10.11%
Public Transportation	12	0.07%
Walked	126	0.68%
Bicycle	232	1.26%
Other Means	591	3.20%
Worked at Home	3,174	17.18%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,926	
15 - 29 Minutes	6,258	
30 - 44 Minutes	3,015	
45 - 59 Minutes	1,221	
60 or more Minutes	1,070	
2024 Est. Avg Travel Time to Work in Minutes		26
2024 Est. Occupied Housing Units by Tenure	12,354	
Owner Occupied	7,379	56.56%
Renter Occupied	4,975	40.27%
2024 Owner Occ. HUs: Avg. Length of Residence		12.56 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.65 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	7,379	
Value Less than \$20,000	73	0.99%
Value \$20,000 - \$39,999	83	1.12%
Value \$40,000 - \$59,999	93	1.26%
Value \$60,000 - \$79,999	139	1.88%
Value \$80,000 - \$99,999	119	1.61%
Value \$100,000 - \$149,999	286	3.88%
Value \$150,000 - \$199,999	220	2.98%
Value \$200,000 - \$299,999	1,063	14.41%
Value \$300,000 - \$399,999	1,400	18.97%
Value \$400,000 - \$499,999	1,520	20.60%
Value \$500,000 - \$749,999	1,417	19.20%
Value \$750,000 - \$999,999	519	7.03%
Value \$1,000,000 or \$1,499,999	305	4.13%
Value \$1,500,000 or \$1,999,999	92	1.25%
Value \$2,000,000+	50	0.68%
2024 Est. Median All Owner-Occupied Housing Value		\$413,746
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	9,816	75.24%
1 Unit Attached	131	1.00%
2 Units	394	3.02%
3 or 4 Units	325	2.49%
5 to 19 Units	1,375	10.54%
20 to 49 Units	149	1.14%
50 or More Units	324	2.48%
Mobile Home or Trailer	505	3.87%
Boat, RV, Van, etc.	26	0.20%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,538	11.79%
Housing Units Built 2010 to 2019	2,663	20.41%
Housing Units Built 2000 to 2009	2,002	15.35%
Housing Units Built 1990 to 1999	1,483	11.37%
Housing Units Built 1980 to 1989	1,265	9.70%
Housing Units Built 1970 to 1979	893	6.84%
Housing Units Built 1960 to 1969	1,153	8.84%
Housing Units Built 1950 to 1959	679	5.20%
Housing Units Built 1940 to 1949	438	3.36%
Housing Unit Built 1939 or Earlier	932	7.14%
2024 Est. Median Year Structure Built		1998

[†] 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.



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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.

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