



The**Retail**Coach®

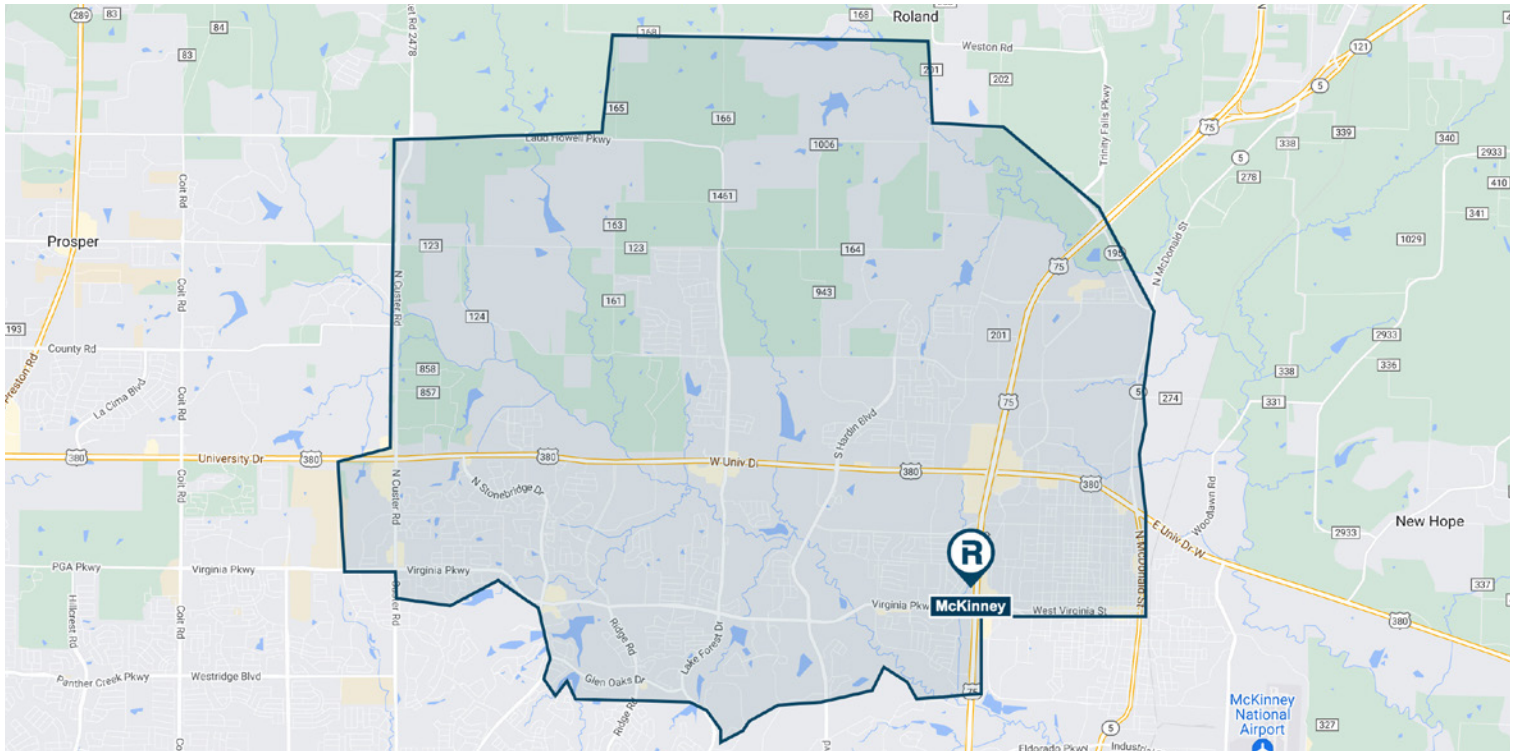
Lake Forest Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Lake Forest Retail Trade Area • Demographic Snapshot

McKinney, Texas



Population

2020	65,816	0 - 9 Years	12.68%
2024	75,526	10 - 17 Years	12.50%
2029	79,735	18 - 24 Years	10.34%

Educational Attainment (%)

Graduate or Professional Degree	16.00%	25 - 34 Years	10.03%
Bachelors Degree	32.55%	35 - 44 Years	14.35%
Associate Degree	8.56%	45 - 54 Years	15.21%
Some College	19.89%	55 - 64 Years	11.93%
High School Graduate (or GED)	16.35%	65 and Older	12.96%
Some High School, No Degree	2.76%	Median Age	38.35
Less than 9th Grade	3.89%	Average Age	37.78

Income

Average HH	\$159,418	Race Distribution (%)	
Median HH	\$120,227	White	60.49%
Per Capita	\$54,044	Black/African American	13.08%
		American Indian/Alaskan	0.67%
		Asian	7.42%
		Native Hawaiian/Islander	0.08%
		Other Race	5.33%
		Two or More Races	12.95%
		Hispanic	17.41%



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Lake Forest Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	79,735	
2024 Estimate	75,526	
2020 Census	65,816	
2010 Census	47,944	
Growth 2024 - 2029		5.57%
Growth 2020 - 2024		14.75%
Growth 2010 - 2020		37.28%
2024 Est. Population by Single-Classification Race	75,526	
White Alone	45,682	60.49%
Black or African American Alone	9,875	13.08%
Amer. Indian and Alaska Native Alone	506	0.67%
Asian Alone	5,601	7.42%
Native Hawaiian and Other Pacific Island Alone	60	0.08%
Some Other Race Alone	4,024	5.33%
Two or More Races	9,777	12.95%
2024 Est. Population by Hispanic or Latino Origin	75,526	
Not Hispanic or Latino	62,378	82.59%
Hispanic or Latino	13,148	17.41%
Mexican	10,176	77.40%
Puerto Rican	297	2.26%
Cuban	354	2.69%
All Other Hispanic or Latino	2,321	17.65%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	13,148	
White Alone	2,982	22.68%
Black or African American Alone	250	1.90%
American Indian and Alaska Native Alone	248	1.89%
Asian Alone	53	0.40%
Native Hawaiian and Other Pacific Islander Alone	14	0.11%
Some Other Race Alone	3,681	28.00%
Two or More Races	5,920	45.03%
2024 Est. Pop by Race, Asian Alone, by Category	5,601	
Chinese, except Taiwanese	930	16.60%
Filipino	430	7.68%
Japanese	121	2.16%
Asian Indian	1,670	29.82%
Korean	579	10.34%
Vietnamese	907	16.19%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	175	3.12%
Thai	24	0.43%
All Other Asian Races Including 2+ Category	764	13.64%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	75,526	
Arab	393	0.52%
Czech	332	0.44%
Danish	168	0.22%
Dutch	493	0.65%
English	8,494	11.25%
French (except Basque)	1,146	1.52%
French Canadian	225	0.30%
German	7,450	9.86%
Greek	84	0.11%
Hungarian	153	0.20%
Irish	5,218	6.91%
Italian	1,637	2.17%
Lithuanian	89	0.12%
United States or American	6,020	7.97%
Norwegian	765	1.01%
Polish	980	1.30%
Portuguese	212	0.28%
Russian	293	0.39%
Scottish	1,383	1.83%
Scotch-Irish	539	0.71%
Slovak	23	0.03%
Subsaharan African	1,762	2.33%
Swedish	592	0.78%
Swiss	101	0.13%
Ukrainian	173	0.23%
Welsh	576	0.76%
West Indian (except Hisp. groups)	179	0.24%
Other ancestries	22,938	30.37%
Ancestry Unclassified	13,108	17.36%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	55,841	78.66%
Speak Asian/Pacific Island Language at Home	1,905	2.68%
Speak IndoEuropean Language at Home	2,540	3.58%
Speak Spanish at Home	8,907	12.55%
Speak Other Language at Home	1,798	2.53%

Lake Forest Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	75,526	
Age 0 - 4	4,535	6.00%
Age 5 - 9	5,041	6.67%
Age 10 - 14	5,749	7.61%
Age 15 - 17	3,692	4.89%
Age 18 - 20	3,564	4.72%
Age 21 - 24	4,242	5.62%
Age 25 - 34	7,573	10.03%
Age 35 - 44	10,840	14.35%
Age 45 - 54	11,490	15.21%
Age 55 - 64	9,009	11.93%
Age 65 - 74	5,797	7.68%
Age 75 - 84	3,145	4.16%
Age 85 and over	848	1.12%
Age 16 and over	58,973	78.08%
Age 18 and over	56,508	74.82%
Age 21 and over	52,944	70.10%
Age 65 and over	9,790	12.96%
2024 Est. Median Age		38.35
2024 Est. Average Age		37.78
2024 Est. Population by Sex	75,526	
Male	37,123	49.15%
Female	38,403	50.85%
2024 Est. Male Population by Age	37,123	
Age 0 - 4	2,331	6.28%
Age 5 - 9	2,536	6.83%
Age 10 - 14	2,914	7.85%
Age 15 - 17	1,886	5.08%
Age 18 - 20	1,832	4.93%
Age 21 - 24	2,200	5.93%
Age 25 - 34	3,897	10.50%
Age 35 - 44	5,161	13.90%
Age 45 - 54	5,610	15.11%
Age 55 - 64	4,460	12.01%
Age 65 - 74	2,598	7.00%
Age 75 - 84	1,386	3.73%
Age 85 and over	313	0.84%
2024 Est. Median Age, Male		37.03
2024 Est. Average Age, Male		36.88
2024 Est. Female Population by Age	38,403	
Age 0 - 4	2,205	5.74%
Age 5 - 9	2,505	6.52%
Age 10 - 14	2,835	7.38%
Age 15 - 17	1,806	4.70%
Age 18 - 20	1,732	4.51%
Age 21 - 24	2,042	5.32%
Age 25 - 34	3,676	9.57%
Age 35 - 44	5,679	14.79%
Age 45 - 54	5,880	15.31%
Age 55 - 64	4,549	11.85%
Age 65 - 74	3,199	8.33%
Age 75 - 84	1,760	4.58%
Age 85 and over	535	1.39%
2024 Est. Median Age, Female		39.50
2024 Est. Average Age, Female		38.53

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	15,140	25.15%
Males, Never Married	8,166	13.57%
Females, Never Married	6,974	11.59%
Married, Spouse present	35,651	59.22%
Married, Spouse absent	1,903	3.16%
Widowed	2,605	4.33%
Males Widowed	418	0.69%
Females Widowed	2,187	3.63%
Divorced	4,901	8.14%
Males Divorced	1,947	3.23%
Females Divorced	2,954	4.91%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,897	3.89%
Some High School, no diploma	1,345	2.76%
High School Graduate (or GED)	7,965	16.35%
Some College, no degree	9,685	19.89%
Associate Degree	4,168	8.56%
Bachelor's Degree	15,850	32.55%
Master's Degree	6,016	12.35%
Professional School Degree	1,121	2.30%
Doctorate Degree	655	1.34%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,000	27.89%
High School Graduate	1,513	21.10%
Some College or Associate's Degree	1,193	16.64%
Bachelor's Degree or Higher	2,466	34.39%
Households		
2029 Projection	26,352	
2024 Estimate	25,039	
2020 Census	22,030	
2010 Census	15,700	
Growth 2024 - 2029		5.24%
Growth 2020 - 2024		13.66%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	25,039	
Family Households	19,737	78.82%
Nonfamily Households	5,302	21.18%
2024 Est. Group Quarters Population	1,667	
2024 Households by Ethnicity, Hispanic/Latino	3,323	

Lake Forest Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	25,039	
Income < \$15,000	900	3.59%
Income \$15,000 - \$24,999	1,075	4.29%
Income \$25,000 - \$34,999	1,127	4.50%
Income \$35,000 - \$49,999	1,916	7.65%
Income \$50,000 - \$74,999	2,453	9.80%
Income \$75,000 - \$99,999	2,846	11.37%
Income \$100,000 - \$124,999	2,689	10.74%
Income \$125,000 - \$149,999	2,271	9.07%
Income \$150,000 - \$199,999	3,799	15.17%
Income \$200,000 - \$249,999	1,945	7.77%
Income \$250,000 - \$499,999	2,425	9.69%
Income \$500,000+	1,592	6.36%
2024 Est. Average Household Income		\$159,418
2024 Est. Median Household Income		\$120,227
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$126,002
Black or African American Alone		\$87,583
American Indian and Alaska Native Alone		\$146,505
Asian Alone		\$124,142
Native Hawaiian and Other Pacific Islander Alone		\$200,000
Some Other Race Alone		\$67,251
Two or More Races		\$175,793
Hispanic or Latino		\$103,138
Not Hispanic or Latino		\$122,864
2024 Est. HH by Type and Presence of Own Child.	25,039	
Family Households with Children	10,628	42.45%
Family Households without Children	14,411	57.55%
Married-Couple Families	16,835	67.23%
Married-Couple Family, own children	8,854	35.36%
Married-Couple Family, no own children	7,981	31.87%
Cohabiting-Couple Families	1,135	4.53%
Cohabiting-Couple Family, own children	522	2.08%
Cohabiting-Couple Family, no own children	613	2.45%
Male Householder Families	2,569	10.26%
Male Householder, own children	255	1.02%
Male Householder, no own children	431	1.72%
Male Householder, only Nonrelatives	553	2.21%
Male Householder, Living Alone	1,330	5.31%
Female Householder Families	4,499	17.97%
Female Householder, own children	996	3.98%
Female Householder, no own children	933	3.73%
Female Householder, only Nonrelatives	115	0.46%
Female Householder, Living Alone	2,454	9.80%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	25,039	
1-person	3,606	14.40%
2-person	7,938	31.70%
3-person	4,796	19.15%
4-person	5,199	20.76%
5-person	2,259	9.02%
6-person	825	3.29%
7-or-more-person	416	1.66%
2024 Est. Average Household Size		2.95
2024 Est. Households by Number of Vehicles	25,039	
No Vehicles	831	3.32%
1 Vehicle	5,350	21.37%
2 Vehicles	13,374	53.41%
3 Vehicles	4,157	16.60%
4 Vehicles	974	3.89%
5 or more Vehicles	353	1.41%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	20,790	
2024 Estimate	19,737	
2020 Estimate	17,433	
2010 Census	12,264	
Growth 2024 - 2029		5.33%
Growth 2020 - 2024		13.22%
Growth 2010 - 2020		42.15%
2024 Est. Families by Poverty Status	19,737	
2024 Families at or Above Poverty	18,741	94.95%
2024 Families at or Above Poverty with Children	10,283	52.10%
2024 Families Below Poverty	996	5.05%
2024 Families Below Poverty with Children	666	3.37%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	39,492	66.97%
Civilian Labor Force, Unemployed	1,472	2.50%
Armed Forces	7	0.01%
Not in Labor Force	18,002	30.53%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	29,402	73.92%
Non-Profit Private Workers	2,062	5.18%
Local Government Workers	242	0.61%
State Government Workers	828	2.08%
Federal Government Workers	3,264	8.21%
Self-Employed Workers	3,936	9.90%
Unpaid Family Workers	40	0.10%

Lake Forest Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,310	3.29%
Arts/Entertainment/Sports	781	1.96%
Building Grounds Maintenance	881	2.21%
Business/Financial Operations	3,416	8.59%
Community/Social Services	823	2.07%
Computer/Mathematical	2,390	6.01%
Construction/Extraction	1,224	3.08%
Education/Training/Library	3,243	8.15%
Farming/Fishing/Forestry	58	0.15%
Food Prep/Serving	1,817	4.57%
Health Practitioner/Technician	2,402	6.04%
Healthcare Support	687	1.73%
Maintenance Repair	693	1.74%
Legal	363	0.91%
Life/Physical/Social Science	162	0.41%
Management	7,016	17.64%
Office/Admin. Support	3,698	9.30%
Production	1,210	3.04%
Protective Services	730	1.83%
Sales/Related	3,656	9.19%
Personal Care/Service	784	1.97%
Transportation/Moving	2,430	6.11%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	29,261	73.57%
Blue Collar	5,557	13.97%
Service and Farm	4,957	12.46%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	26,835	67.83%
Car Pooled	2,448	6.19%
Public Transportation	90	0.23%
Walked	256	0.65%
Bicycle	225	0.57%
Other Means	795	2.01%
Worked at Home	8,910	22.52%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,616	
15 - 29 Minutes	11,274	
30 - 44 Minutes	7,939	
45 - 59 Minutes	3,482	
60 or more Minutes	2,364	
2024 Est. Avg Travel Time to Work in Minutes		29
2024 Est. Occupied Housing Units by Tenure	25,039	
Owner Occupied	17,901	67.92%
Renter Occupied	7,138	28.51%
2024 Owner Occ. HUs: Avg. Length of Residence		10.79 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.58 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	17,901	
Value Less than \$20,000	174	0.97%
Value \$20,000 - \$39,999	29	0.16%
Value \$40,000 - \$59,999	32	0.18%
Value \$60,000 - \$79,999	51	0.28%
Value \$80,000 - \$99,999	28	0.16%
Value \$100,000 - \$149,999	140	0.78%
Value \$150,000 - \$199,999	227	1.27%
Value \$200,000 - \$299,999	1,819	10.16%
Value \$300,000 - \$399,999	3,632	20.29%
Value \$400,000 - \$499,999	4,215	23.55%
Value \$500,000 - \$749,999	4,920	27.48%
Value \$750,000 - \$999,999	1,876	10.48%
Value \$1,000,000 or \$1,499,999	552	3.08%
Value \$1,500,000 or \$1,999,999	131	0.73%
Value \$2,000,000+	74	0.41%
2024 Est. Median All Owner-Occupied Housing Value		\$465,237
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	21,989	83.42%
1 Unit Attached	409	1.55%
2 Units	303	1.15%
3 or 4 Units	339	1.29%
5 to 19 Units	1,740	6.60%
20 to 49 Units	244	0.93%
50 or More Units	1,146	4.35%
Mobile Home or Trailer	157	0.60%
Boat, RV, Van, etc.	31	0.12%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,224	12.23%
Housing Units Built 2010 to 2019	5,835	22.14%
Housing Units Built 2000 to 2009	8,742	33.17%
Housing Units Built 1990 to 1999	3,794	14.39%
Housing Units Built 1980 to 1989	1,454	5.52%
Housing Units Built 1970 to 1979	1,006	3.82%
Housing Units Built 1960 to 1969	792	3.00%
Housing Units Built 1950 to 1959	488	1.85%
Housing Units Built 1940 to 1949	436	1.65%
Housing Unit Built 1939 or Earlier	587	2.23%
2024 Est. Median Year Structure Built		2005

[†] 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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