



The**Retail**Coach®

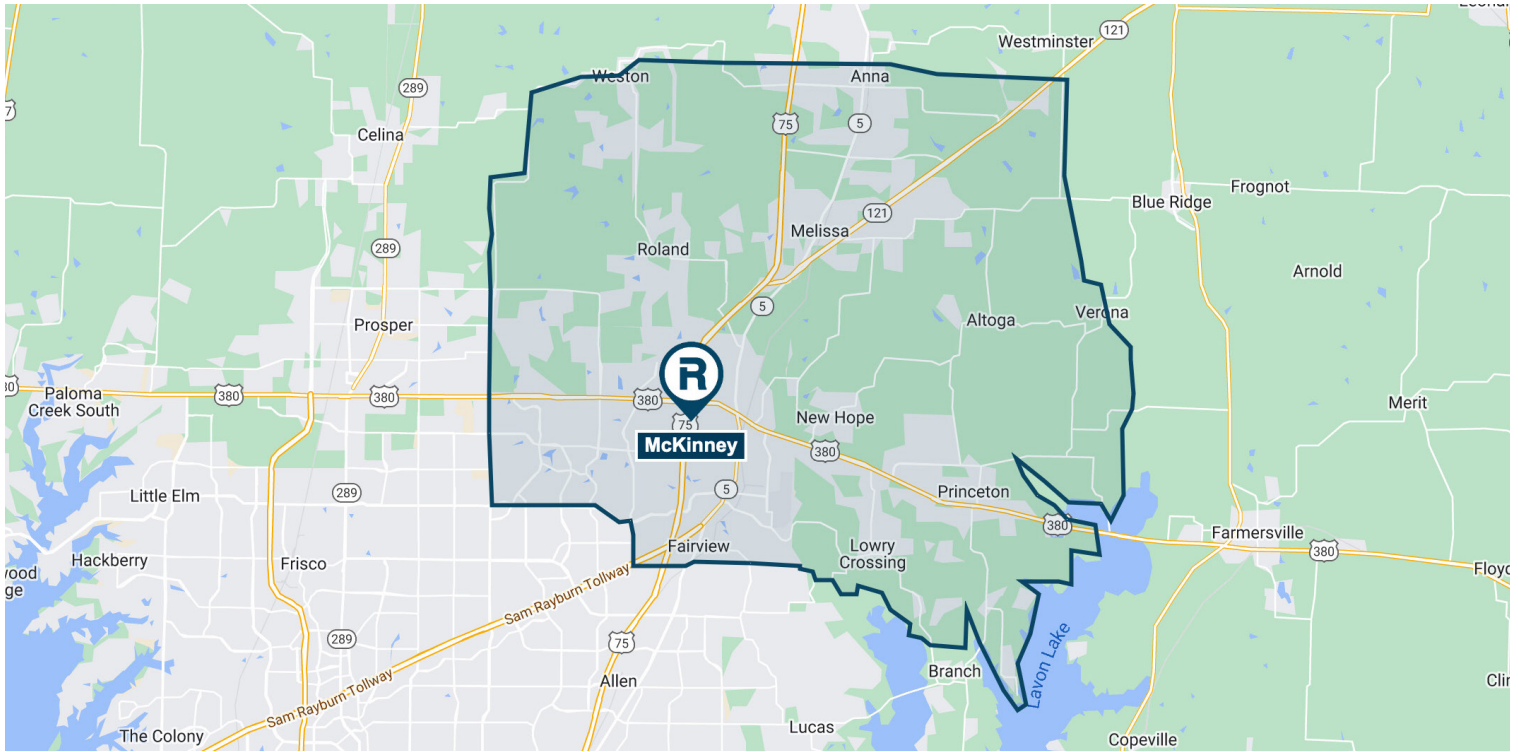
North Highway 75 Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

North Highway 75 Retail Trade Area • Demographic Snapshot

McKinney, Texas



Population

2020	180,652	0 - 9 Years	12.96%
2024	210,516	10 - 17 Years	12.34%
2029	225,434	18 - 24 Years	10.31%

Educational Attainment (%)

Graduate or Professional Degree	13.76%	25 - 34 Years	11.13%
Bachelors Degree	29.64%	35 - 44 Years	14.15%
Associate Degree	8.27%	45 - 54 Years	14.20%
Some College	20.27%	55 - 64 Years	11.95%
High School Graduate (or GED)	20.02%	65 and Older	12.96%
Some High School, No Degree	3.75%	Median Age	37.44
Less than 9th Grade	4.30%	Average Age	37.52

Income

Average HH	\$140,797	Race Distribution (%)	
Median HH	\$103,550	White	59.16%
Per Capita	\$48,151	Black/African American	13.01%
		American Indian/Alaskan	0.86%
		Asian	5.39%
		Native Hawaiian/Islander	0.09%
		Other Race	7.54%
		Two or More Races	13.95%
		Hispanic	21.69%



Cindy Schneible

McKinney Community Development Corporation
President

7300 SH 121, SB, Suite 200
McKinney, Texas 75070

Phone 972.547.7653

Cell 214.755.4829

CSchneible@McKinneyCDC.org

www.McKinneyCDC.org

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155

Cell 662.231.0608

AFarmer@TheRetailCoach.net

www.TheRetailCoach.net



North Highway 75 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	225,434	
2024 Estimate	210,516	
2020 Census	180,652	
2010 Census	125,684	
Growth 2024 - 2029		7.09%
Growth 2020 - 2024		16.53%
Growth 2010 - 2020		43.74%
2024 Est. Population by Single-Classification Race	210,516	
White Alone	124,532	59.16%
Black or African American Alone	27,379	13.01%
Amer. Indian and Alaska Native Alone	1,811	0.86%
Asian Alone	11,356	5.39%
Native Hawaiian and Other Pacific Island Alone	195	0.09%
Some Other Race Alone	15,883	7.54%
Two or More Races	29,361	13.95%
2024 Est. Population by Hispanic or Latino Origin	210,516	
Not Hispanic or Latino	164,855	78.31%
Hispanic or Latino	45,662	21.69%
Mexican	38,194	83.64%
Puerto Rican	845	1.85%
Cuban	729	1.60%
All Other Hispanic or Latino	5,895	12.91%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	45,662	
White Alone	10,337	22.64%
Black or African American Alone	674	1.48%
American Indian and Alaska Native Alone	912	2.00%
Asian Alone	163	0.36%
Native Hawaiian and Other Pacific Islander Alone	32	0.07%
Some Other Race Alone	14,921	32.68%
Two or More Races	18,622	40.78%
2024 Est. Pop by Race, Asian Alone, by Category	11,356	
Chinese, except Taiwanese	2,088	18.39%
Filipino	1,100	9.69%
Japanese	527	4.64%
Asian Indian	2,848	25.08%
Korean	1,118	9.85%
Vietnamese	1,450	12.77%
Cambodian	280	2.47%
Hmong	1	0.01%
Laotian	261	2.30%
Thai	36	0.32%
All Other Asian Races Including 2+ Category	1,646	14.49%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	210,516	
Arab	712	0.34%
Czech	647	0.31%
Danish	318	0.15%
Dutch	971	0.46%
English	21,182	10.06%
French (except Basque)	3,365	1.60%
French Canadian	362	0.17%
German	19,084	9.07%
Greek	356	0.17%
Hungarian	479	0.23%
Irish	14,175	6.73%
Italian	4,839	2.30%
Lithuanian	145	0.07%
United States or American	22,047	10.47%
Norwegian	1,545	0.73%
Polish	2,450	1.16%
Portuguese	828	0.39%
Russian	588	0.28%
Scottish	3,758	1.78%
Scotch-Irish	1,777	0.84%
Slovak	163	0.08%
Subsaharan African	3,803	1.81%
Swedish	1,553	0.74%
Swiss	161	0.08%
Ukrainian	164	0.08%
Welsh	1,098	0.52%
West Indian (except Hisp. groups)	1,152	0.55%
Other ancestries	67,821	32.22%
Ancestry Unclassified	34,973	16.61%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	154,204	78.22%
Speak Asian/Pacific Island Language at Home	4,076	2.07%
Speak IndoEuropean Language at Home	4,515	2.29%
Speak Spanish at Home	30,996	15.72%
Speak Other Language at Home	3,342	1.70%



North Highway 75 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	210,516	
Age 0 - 4	13,384	6.36%
Age 5 - 9	13,902	6.60%
Age 10 - 14	15,869	7.54%
Age 15 - 17	10,107	4.80%
Age 18 - 20	9,813	4.66%
Age 21 - 24	11,888	5.65%
Age 25 - 34	23,434	11.13%
Age 35 - 44	29,796	14.15%
Age 45 - 54	29,890	14.20%
Age 55 - 64	25,162	11.95%
Age 65 - 74	16,184	7.69%
Age 75 - 84	8,666	4.12%
Age 85 and over	2,422	1.15%
Age 16 and over	163,999	77.90%
Age 18 and over	157,255	74.70%
Age 21 and over	147,442	70.04%
Age 65 and over	27,272	12.96%
2024 Est. Median Age		37.44
2024 Est. Average Age		37.52
2024 Est. Population by Sex	210,516	
Male	102,705	48.79%
Female	107,811	51.21%
2024 Est. Male Population by Age	102,705	
Age 0 - 4	6,845	6.66%
Age 5 - 9	7,012	6.83%
Age 10 - 14	7,974	7.76%
Age 15 - 17	5,189	5.05%
Age 18 - 20	5,033	4.90%
Age 21 - 24	6,061	5.90%
Age 25 - 34	11,711	11.40%
Age 35 - 44	14,203	13.83%
Age 45 - 54	14,575	14.19%
Age 55 - 64	12,263	11.94%
Age 65 - 74	7,302	7.11%
Age 75 - 84	3,693	3.60%
Age 85 and over	845	0.82%
2024 Est. Median Age, Male		36.15
2024 Est. Average Age, Male		36.55
2024 Est. Female Population by Age	107,811	
Age 0 - 4	6,539	6.07%
Age 5 - 9	6,890	6.39%
Age 10 - 14	7,895	7.32%
Age 15 - 17	4,918	4.56%
Age 18 - 20	4,780	4.43%
Age 21 - 24	5,827	5.41%
Age 25 - 34	11,723	10.87%
Age 35 - 44	15,593	14.46%
Age 45 - 54	15,314	14.21%
Age 55 - 64	12,900	11.97%
Age 65 - 74	8,883	8.24%
Age 75 - 84	4,973	4.61%
Age 85 and over	1,577	1.46%
2024 Est. Median Age, Female		38.59
2024 Est. Average Age, Female		38.36

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	43,669	26.09%
Males, Never Married	22,459	13.42%
Females, Never Married	21,210	12.67%
Married, Spouse present	96,622	57.73%
Married, Spouse absent	5,466	3.27%
Widowed	7,355	4.39%
Males Widowed	1,820	1.09%
Females Widowed	5,535	3.31%
Divorced	14,249	8.51%
Males Divorced	5,316	3.18%
Females Divorced	8,933	5.34%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,828	4.30%
Some High School, no diploma	5,079	3.75%
High School Graduate (or GED)	27,132	20.02%
Some College, no degree	27,478	20.27%
Associate Degree	11,214	8.27%
Bachelor's Degree	40,174	29.64%
Master's Degree	14,658	10.81%
Professional School Degree	2,626	1.94%
Doctorate Degree	1,366	1.01%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	7,508	30.45%
High School Graduate	6,273	25.44%
Some College or Associate's Degree	5,045	20.46%
Bachelor's Degree or Higher	5,828	23.64%
Households		
2029 Projection	76,145	
2024 Estimate	71,155	
2020 Census	61,252	
2010 Census	42,270	
Growth 2024 - 2029		7.01%
Growth 2020 - 2024		16.17%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	71,155	
Family Households	55,274	77.68%
Nonfamily Households	15,881	22.32%
2024 Est. Group Quarters Population	2,454	
2024 Households by Ethnicity, Hispanic/Latino	11,862	

North Highway 75 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	71,155	
Income < \$15,000	3,228	4.54%
Income \$15,000 - \$24,999	3,183	4.47%
Income \$25,000 - \$34,999	3,695	5.19%
Income \$35,000 - \$49,999	6,621	9.31%
Income \$50,000 - \$74,999	8,845	12.43%
Income \$75,000 - \$99,999	8,810	12.38%
Income \$100,000 - \$124,999	7,949	11.17%
Income \$125,000 - \$149,999	6,336	8.91%
Income \$150,000 - \$199,999	8,885	12.49%
Income \$200,000 - \$249,999	4,556	6.40%
Income \$250,000 - \$499,999	5,577	7.84%
Income \$500,000+	3,470	4.88%
2024 Est. Average Household Income		\$140,797
2024 Est. Median Household Income		\$103,550
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$110,668
Black or African American Alone		\$82,122
American Indian and Alaska Native Alone		\$131,723
Asian Alone		\$107,294
Native Hawaiian and Other Pacific Islander Alone		\$150,000
Some Other Race Alone		\$72,683
Two or More Races		\$108,586
Hispanic or Latino		\$70,826
Not Hispanic or Latino		\$110,242
2024 Est. HH by Type and Presence of Own Child.	71,155	
Family Households with Children	28,840	40.53%
Family Households without Children	42,315	59.47%
Married-Couple Families	46,406	65.22%
Married-Couple Family, own children	23,073	32.43%
Married-Couple Family, no own children	23,333	32.79%
Cohabiting-Couple Families	3,136	4.41%
Cohabiting-Couple Family, own children	1,472	2.07%
Cohabiting-Couple Family, no own children	1,664	2.34%
Male Householder Families	7,511	10.56%
Male Householder, own children	915	1.29%
Male Householder, no own children	1,331	1.87%
Male Householder, only Nonrelatives	769	1.08%
Male Householder, Living Alone	4,497	6.32%
Female Householder Families	14,101	19.82%
Female Householder, own children	3,381	4.75%
Female Householder, no own children	2,757	3.87%
Female Householder, only Nonrelatives	438	0.62%
Female Householder, Living Alone	7,525	10.58%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	71,155	
1-person	12,171	17.10%
2-person	21,837	30.69%
3-person	12,861	18.07%
4-person	13,657	19.19%
5-person	6,579	9.25%
6-person	2,560	3.60%
7-or-more-person	1,490	2.09%
2024 Est. Average Household Size		2.92
2024 Est. Households by Number of Vehicles	71,155	
No Vehicles	2,308	3.24%
1 Vehicle	18,015	25.32%
2 Vehicles	33,988	47.77%
3 Vehicles	11,732	16.49%
4 Vehicles	3,972	5.58%
5 or more Vehicles	1,141	1.60%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	59,198	
2024 Estimate	55,274	
2020 Estimate	47,686	
2010 Census	32,615	
Growth 2024 - 2029		7.10%
Growth 2020 - 2024		15.91%
Growth 2010 - 2020		46.21%
2024 Est. Families by Poverty Status	55,274	
2024 Families at or Above Poverty	52,272	94.57%
2024 Families at or Above Poverty with Children	27,237	49.28%
2024 Families Below Poverty	3,002	5.43%
2024 Families Below Poverty with Children	2,330	4.21%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	106,906	65.19%
Civilian Labor Force, Unemployed	4,188	2.55%
Armed Forces	49	0.03%
Not in Labor Force	52,856	32.23%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	80,723	74.59%
Non-Profit Private Workers	4,976	4.60%
Local Government Workers	1,349	1.25%
State Government Workers	2,089	1.93%
Federal Government Workers	9,016	8.33%
Self-Employed Workers	9,952	9.20%
Unpaid Family Workers	119	0.11%

North Highway 75 Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,247	3.00%
Arts/Entertainment/Sports	1,934	1.79%
Building Grounds Maintenance	3,593	3.32%
Business/Financial Operations	9,105	8.41%
Community/Social Services	1,464	1.35%
Computer/Mathematical	5,650	5.22%
Construction/Extraction	4,497	4.16%
Education/Training/Library	7,558	6.98%
Farming/Fishing/Forestry	299	0.28%
Food Prep/Serving	5,421	5.01%
Health Practitioner/Technician	6,578	6.08%
Healthcare Support	2,505	2.31%
Maintenance Repair	2,831	2.62%
Legal	1,055	0.98%
Life/Physical/Social Science	559	0.52%
Management	14,836	13.71%
Office/Admin. Support	10,865	10.04%
Production	3,479	3.21%
Protective Services	2,609	2.41%
Sales/Related	11,918	11.01%
Personal Care/Service	2,531	2.34%
Transportation/Moving	5,688	5.26%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	74,771	69.09%
Blue Collar	16,495	15.24%
Service and Farm	16,958	15.67%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	73,112	68.16%
Car Pooled	8,249	7.69%
Public Transportation	243	0.23%
Walked	635	0.59%
Bicycle	237	0.22%
Other Means	1,853	1.73%
Worked at Home	22,943	21.39%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	20,539	
15 - 29 Minutes	31,512	
30 - 44 Minutes	22,599	
45 - 59 Minutes	9,801	
60 or more Minutes	7,548	
2024 Est. Avg Travel Time to Work in Minutes		30
2024 Est. Occupied Housing Units by Tenure	71,155	
Owner Occupied	49,753	66.59%
Renter Occupied	21,402	30.08%
2024 Owner Occ. HUs: Avg. Length of Residence		10.85 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.43 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	49,753	
Value Less than \$20,000	464	0.93%
Value \$20,000 - \$39,999	563	1.13%
Value \$40,000 - \$59,999	439	0.88%
Value \$60,000 - \$79,999	308	0.62%
Value \$80,000 - \$99,999	236	0.47%
Value \$100,000 - \$149,999	705	1.42%
Value \$150,000 - \$199,999	1,076	2.16%
Value \$200,000 - \$299,999	6,698	13.46%
Value \$300,000 - \$399,999	10,667	21.44%
Value \$400,000 - \$499,999	10,655	21.42%
Value \$500,000 - \$749,999	11,076	22.26%
Value \$750,000 - \$999,999	4,547	9.14%
Value \$1,000,000 or \$1,499,999	1,705	3.43%
Value \$1,500,000 or \$1,999,999	369	0.74%
Value \$2,000,000+	244	0.49%
2024 Est. Median All Owner-Occupied Housing Value		\$433,449
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	58,264	77.98%
1 Unit Attached	757	1.01%
2 Units	679	0.91%
3 or 4 Units	881	1.18%
5 to 19 Units	6,535	8.75%
20 to 49 Units	1,620	2.17%
50 or More Units	3,337	4.47%
Mobile Home or Trailer	2,592	3.47%
Boat, RV, Van, etc.	47	0.06%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	10,792	14.44%
Housing Units Built 2010 to 2019	17,613	23.57%
Housing Units Built 2000 to 2009	21,349	28.57%
Housing Units Built 1990 to 1999	11,279	15.10%
Housing Units Built 1980 to 1989	5,207	6.97%
Housing Units Built 1970 to 1979	2,751	3.68%
Housing Units Built 1960 to 1969	2,591	3.47%
Housing Units Built 1950 to 1959	1,258	1.68%
Housing Units Built 1940 to 1949	673	0.90%
Housing Unit Built 1939 or Earlier	1,202	1.61%
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**RetailCoach**®

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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