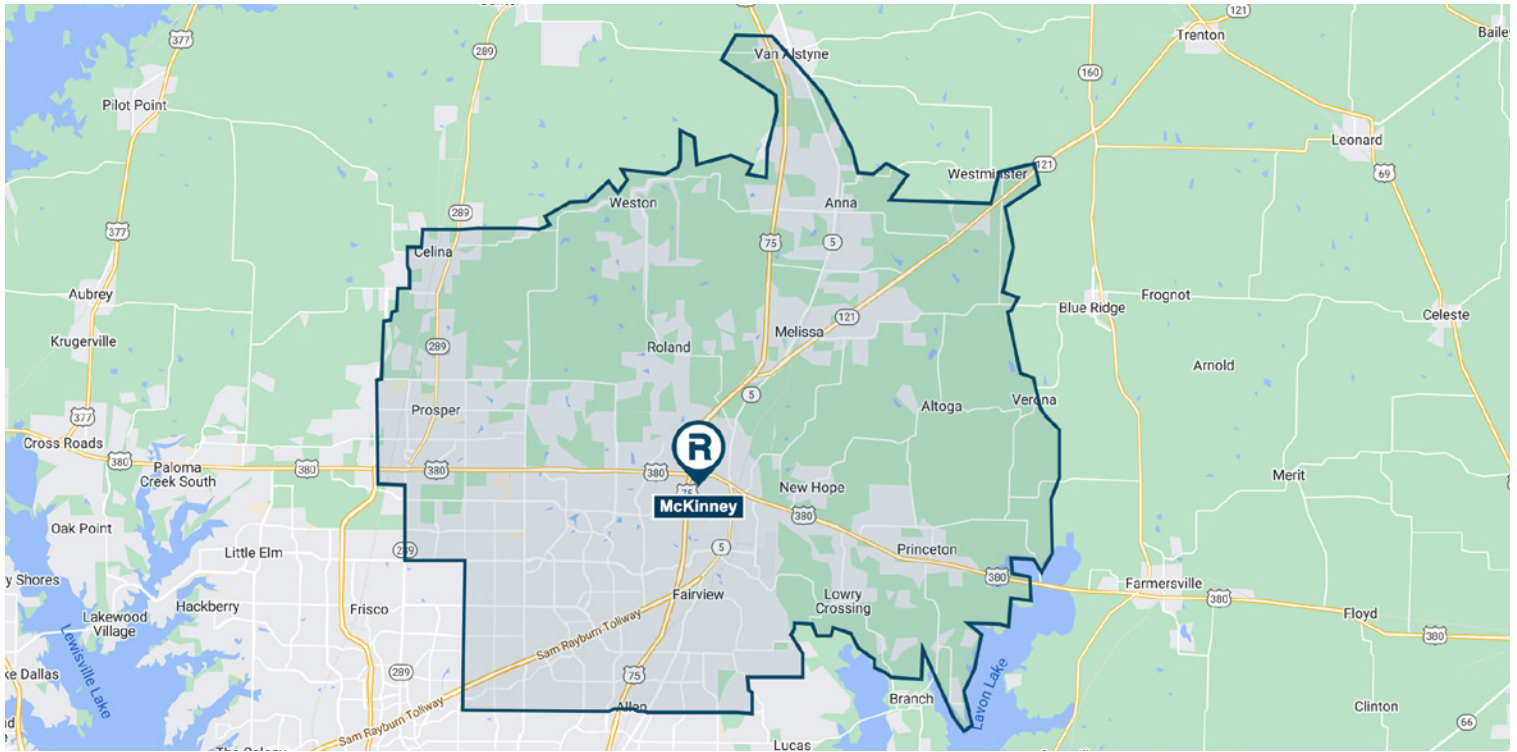# TheRetailCoach®

Retail Trade Area Demographic Profile

MCKINNEY, TEXAS

Prepared for McKinney Community Development Corporation
January 2024

Retail Trade Area • Demographic Snapshot

McKinney, Texas

Population

Year	Population
2020	450,533
2024	523,972
2029	562,909

Educational Attainment (%)

Graduate or Professional Degree	19.70%
Bachelors Degree	33.86%
Associate Degree	7.23%
Some College	18.48%
High School Graduate (or GED)	15.35%
Some High School, No Degree	2.71%
Less than 9th Grade	2.68%

Income

Average HH	$164,209
Median HH	$120,410
Per Capita	$54,446

Age

0 - 9 Years	13.33%
10 - 17 Years	13.57%
18 - 24 Years	10.13%
25 - 34 Years	10.01%
35 - 44 Years	15.66%
45 - 54 Years	15.43%
55 - 64 Years	10.89%
65 and Older	10.98%
Median Age	37.10
Average Age	36.42

Race Distribution (%)

White	51.96%
Black/African American	11.78%
American Indian/ Alaskan	0.67%
Asian	18.67%
Native Hawaiian/ Islander	0.08%
Other Race	4.90%
Two or More Races	11.94%
Hispanic	15.58%

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Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	562,909	
2024 Estimate	523,972	
2020 Census	450,533	
2010 Census	271,174	
Growth 2024 - 2029		7.43%
Growth 2020 - 2024		16.30%
Growth 2010 - 2020		66.14%
2024 Est. Population by Single-Classification Race	**523,972**	
White Alone	272,235	51.96%
Black or African American Alone	61,726	11.78%
Amer. Indian and Alaska Native Alone	3,486	0.67%
Asian Alone	97,853	18.67%
Native Hawaiian and Other Pacific Island Alone	425	0.08%
Some Other Race Alone	25,680	4.90%
Two or More Races	62,567	11.94%
2024 Est. Population by Hispanic or Latino Origin	**523,972**	
Not Hispanic or Latino	442,334	84.42%
Hispanic or Latino	81,638	15.58%
Mexican	62,712	76.82%
Puerto Rican	2,330	2.85%
Cuban	2,084	2.55%
All Other Hispanic or Latino	14,512	17.78%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	**81,638**	
White Alone	18,677	22.88%
Black or African American Alone	1,305	1.60%
American Indian and Alaska Native Alone	1,524	1.87%
Asian Alone	456	0.56%
Native Hawaiian and Other Pacific Islander Alone	55	0.07%
Some Other Race Alone	23,333	28.58%
Two or More Races	36,288	44.45%
2024 Est. Pop by Race, Asian Alone, by Category	**97,853**	
Chinese, except Taiwanese	14,253	14.57%
Filipino	4,926	5.03%
Japanese	1,940	1.98%
Asian Indian	51,794	52.93%
Korean	5,347	5.46%
Vietnamese	5,935	6.07%
Cambodian	603	0.62%
Hmong	11	0.01%
Laotian	481	0.49%
Thai	384	0.39%
All Other Asian Races Including 2+ Category	12,180	12.45%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	**523,972**	
Arab	3,296	0.63%
Czech	2,829	0.54%
Danish	934	0.18%
Dutch	2,491	0.48%
English	47,935	9.15%
French (except Basque)	7,872	1.50%
French Canadian	1,109	0.21%
German	46,010	8.78%
Greek	742	0.14%
Hungarian	1,303	0.25%
Irish	32,304	6.16%
Italian	14,248	2.72%
Lithuanian	376	0.07%
United States or American	41,009	7.83%
Norwegian	3,084	0.59%
Polish	6,040	1.15%
Portuguese	1,247	0.24%
Russian	1,779	0.34%
Scottish	8,348	1.59%
Scotch-Irish	4,155	0.79%
Slovak	433	0.08%
Subsaharan African	8,784	1.68%
Swedish	3,471	0.66%
Swiss	333	0.06%
Ukrainian	726	0.14%
Welsh	2,368	0.45%
West Indian (except Hisp. groups)	1,748	0.33%
Other ancestries	185,444	35.39%
Ancestry Unclassified	93,554	17.85%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	362,307	73.68%
Speak Asian/Pacific Island Language at Home	40,344	8.21%
Speak IndoEuropean Language at Home	27,952	5.68%
Speak Spanish at Home	52,856	10.75%
Speak Other Language at Home	8,261	1.68%

Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	**523,972**	
Age 0 - 4	32,252	6.16%
Age 5 - 9	37,599	7.18%
Age 10 - 14	45,046	8.60%
Age 15 - 17	26,051	4.97%
Age 18 - 20	24,675	4.71%
Age 21 - 24	28,401	5.42%
Age 25 - 34	52,465	10.01%
Age 35 - 44	82,048	15.66%
Age 45 - 54	80,860	15.43%
Age 55 - 64	57,060	10.89%
Age 65 - 74	34,357	6.56%
Age 75 - 84	18,523	3.54%
Age 85 and over	4,636	0.89%
Age 16 and over	400,399	76.42%
Age 18 and over	383,024	73.10%
Age 21 and over	358,349	68.39%
Age 65 and over	57,516	10.98%
2024 Est. Median Age		37.10
2024 Est. Average Age		36.42
2024 Est. Population by Sex	**523,972**	
Male	255,832	48.83%
Female	268,141	51.17%
2024 Est. Male Population by Age	**255,832**	
Age 0 - 4	16,482	6.44%
Age 5 - 9	19,166	7.49%
Age 10 - 14	22,966	8.98%
Age 15 - 17	13,371	5.23%
Age 18 - 20	12,625	4.93%
Age 21 - 24	14,379	5.62%
Age 25 - 34	25,464	9.95%
Age 35 - 44	37,506	14.66%
Age 45 - 54	40,381	15.78%
Age 55 - 64	28,375	11.09%
Age 65 - 74	15,464	6.04%
Age 75 - 84	7,916	3.09%
Age 85 and over	1,735	0.68%
2024 Est. Median Age, Male		36.05
2024 Est. Average Age, Male		35.64
2024 Est. Female Population by Age	**268,141**	
Age 0 - 4	15,770	5.88%
Age 5 - 9	18,434	6.87%
Age 10 - 14	22,079	8.23%
Age 15 - 17	12,680	4.73%
Age 18 - 20	12,050	4.49%
Age 21 - 24	14,022	5.23%
Age 25 - 34	27,000	10.07%
Age 35 - 44	44,542	16.61%
Age 45 - 54	40,479	15.10%
Age 55 - 64	28,684	10.70%
Age 65 - 74	18,893	7.05%
Age 75 - 84	10,608	3.96%
Age 85 and over	2,901	1.08%
2024 Est. Median Age, Female		37.95
2024 Est. Average Age, Female		37.13

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	99,258	24.26%
Males, Never Married	49,649	12.14%
Females, Never Married	49,609	12.13%
Married, Spouse present	249,048	60.88%
Married, Spouse absent	12,199	2.98%
Widowed	15,197	3.71%
Males Widowed	3,104	0.76%
Females Widowed	12,093	2.96%
Divorced	33,372	8.16%
Males Divorced	12,991	3.18%
Females Divorced	20,381	4.98%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,833	2.68%
Some High School, no diploma	8,944	2.71%
High School Graduate (or GED)	50,646	15.35%
Some College, no degree	60,957	18.48%
Associate Degree	23,841	7.23%
Bachelor's Degree	111,726	33.86%
Master's Degree	52,888	16.03%
Professional School Degree	7,058	2.14%
Doctorate Degree	5,057	1.53%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	9,468	21.43%
High School Graduate	9,775	22.12%
Some College or Associate's Degree	10,574	23.93%
Bachelor's Degree or Higher	14,366	32.52%
Households		
2029 Projection	185,170	
2024 Estimate	172,841	
2020 Census	149,647	
2010 Census	91,249	
Growth 2024 - 2029		7.13%
Growth 2020 - 2024		15.50%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	**172,841**	
Family Households	135,537	78.42%
Nonfamily Households	37,304	21.58%
2024 Est. Group Quarters Population	2,687	
2024 Households by Ethnicity, Hispanic/Latino	21,564	

Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	**172,841**	
Income < $15,000	6,406	3.71%
Income $15,000 - $24,999	5,768	3.34%
Income $25,000 - $34,999	6,563	3.80%
Income $35,000 - $49,999	12,057	6.98%
Income $50,000 - $74,999	20,574	11.90%
Income $75,000 - $99,999	19,817	11.47%
Income $100,000 - $124,999	18,466	10.68%
Income $125,000 - $149,999	16,018	9.27%
Income $150,000 - $199,999	24,223	14.02%
Income $200,000 - $249,999	12,765	7.38%
Income $250,000 - $499,999	17,771	10.28%
Income $500,000+	12,412	7.18%
2024 Est. Average Household Income		$164,209
2024 Est. Median Household Income		$120,410
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$120,170
Black or African American Alone		$88,978
American Indian and Alaska Native Alone		$126,712
Asian Alone		$188,499
Native Hawaiian and Other Pacific Islander Alone		$143,649
Some Other Race Alone		$81,743
Two or More Races		$112,038
Hispanic or Latino		$81,095
Not Hispanic or Latino		$126,568
2024 Est. HH by Type and Presence of Own Child.	**172,841**	
Family Households with Children	79,056	45.74%
Family Households without Children	93,785	54.26%
Married-Couple Families	**118,268**	**68.43%**
Married-Couple Family, own children	66,801	38.65%
Married-Couple Family, no own children	51,467	29.78%
Cohabitating-Couple Families	**6,463**	**3.74%**
Cohabitating-Couple Family, own children	2,627	1.52%
Cohabitating-Couple Family, no own children	3,836	2.22%
Male Householder Families	**16,850**	**9.75%**
Male Householder, own children	2,098	1.21%
Male Householder, no own children	2,627	1.52%
Male Householder, only Nonrelatives	1,260	0.73%
Male Householder, Living Alone	10,865	6.29%
Female Householder Families	**31,259**	**18.08%**
Female Householder, own children	7,529	4.36%
Female Householder, no own children	5,391	3.12%
Female Householder, only Nonrelatives	1,615	0.93%
Female Householder, Living Alone	16,724	9.68%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	**172,841**	
1-person	27,615	15.98%
2-person	47,533	27.50%
3-person	31,461	18.20%
4-person	40,591	23.48%
5-person	16,414	9.50%
6-person	6,159	3.56%
7-or-more-person	3,068	1.77%
2024 Est. Average Household Size		3.02
2024 Est. Households by Number of Vehicles	**172,841**	
No Vehicles	4,440	2.57%
1 Vehicle	43,074	24.92%
2 Vehicles	85,279	49.34%
3 Vehicles	27,683	16.02%
4 Vehicles	9,661	5.59%
5 or more Vehicles	2,703	1.56%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	145,128	
2024 Estimate	135,537	
2020 Estimate	119,204	
2010 Census	71,717	
Growth 2024 - 2029		7.08%
Growth 2020 - 2024		13.70%
Growth 2010 - 2020		66.21%
2024 Est. Families by Poverty Status	**135,537**	
2024 Families at or Above Poverty	129,497	95.54%
2024 Families at or Above Poverty with Children	75,417	55.64%
2024 Families Below Poverty	6,040	4.46%
2024 Families Below Poverty with Children	4,179	3.08%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	267,462	66.80%
Civilian Labor Force, Unemployed	11,140	2.78%
Armed Forces	140	0.04%
Not in Labor Force	121,657	30.38%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	203,919	75.01%
Non-Profit Private Workers	12,952	4.76%
Local Government Workers	2,891	1.06%
State Government Workers	5,280	1.94%
Federal Government Workers	19,424	7.14%
Self-Employed Workers	27,058	9.95%
Unpaid Family Workers	333	0.12%

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Retail Trade Area • Demographic Profile

McKinney, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	9,984	3.67%
Arts/Entertainment/Sports	5,655	2.08%
Building Grounds Maintenance	5,411	1.99%
Business/Financial Operations	26,505	9.75%
Community/Social Services	4,067	1.50%
Computer/Mathematical	24,239	8.92%
Construction/Extraction	8,210	3.02%
Education/Training/Library	18,004	6.62%
Farming/Fishing/Forestry	793	0.29%
Food Prep/Serving	12,280	4.52%
Health Practitioner/Technician	15,736	5.79%
Healthcare Support	4,464	1.64%
Maintenance Repair	5,557	2.04%
Legal	3,546	1.30%
Life/Physical/Social Science	1,173	0.43%
Management	44,262	16.28%
Office/Admin. Support	24,501	9.01%
Production	6,663	2.45%
Protective Services	4,769	1.75%
Sales/Related	28,665	10.54%
Personal Care/Service	6,057	2.23%
Transportation/Moving	11,319	4.16%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	206,337	75.90%
Blue Collar	31,748	11.68%
Service and Farm	33,773	12.42%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	173,535	64.53%
Car Pooled	16,973	6.31%
Public Transportation	766	0.28%
Walked	995	0.37%
Bicycle	421	0.16%
Other Means	4,119	1.53%
Worked at Home	72,106	26.81%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	42,333	
15 - 29 Minutes	78,024	
30 - 44 Minutes	55,883	
45 - 59 Minutes	24,374	
60 or more Minutes	17,919	
2024 Est. Avg Travel Time to Work in Minutes		31
2024 Est. Occupied Housing Units by Tenure	**172,841**	
Owner Occupied	122,406	67.36%
Renter Occupied	50,435	29.18%
2024 Owner Occ. HUs: Avg. Length of Residence		10.35[†]
2024 Renter Occ. HUs: Avg. Length of Residence		5.33[†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	**122,406**	
Value Less than $20,000	937	0.77%
Value $20,000 - $39,999	691	0.56%
Value $40,000 - $59,999	526	0.43%
Value $60,000 - $79,999	597	0.49%
Value $80,000 - $99,999	308	0.25%
Value $100,000 - $149,999	1,080	0.88%
Value $150,000 - $199,999	1,651	1.35%
Value $200,000 - $299,999	10,829	8.85%
Value $300,000 - $399,999	22,912	18.72%
Value $400,000 - $499,999	24,891	20.33%
Value $500,000 - $749,999	35,134	28.70%
Value $750,000 - $999,999	15,642	12.78%
Value $1,000,000 or $1,499,999	5,357	4.38%
Value $1,500,000 or $1,999,999	1,135	0.93%
Value $2,000,000+	716	0.58%
2024 Est. Median All Owner-Occupied Housing Value		$486,110
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	140,873	77.52%
1 Unit Attached	3,335	1.83%
2 Units	1,190	0.66%
3 or 4 Units	1,891	1.04%
5 to 19 Units	14,842	8.17%
20 to 49 Units	5,162	2.84%
50 or More Units	11,336	6.24%
Mobile Home or Trailer	3,024	1.66%
Boat, RV, Van, etc.	78	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	24,640	13.56%
Housing Units Built 2010 to 2019	56,775	31.24%
Housing Units Built 2000 to 2009	55,492	30.53%
Housing Units Built 1990 to 1999	22,762	12.53%
Housing Units Built 1980 to 1989	9,354	5.15%
Housing Units Built 1970 to 1979	5,002	2.75%
Housing Units Built 1960 to 1969	3,397	1.87%
Housing Units Built 1950 to 1959	1,710	0.94%
Housing Units Built 1940 to 1949	1,093	0.60%
Housing Unit Built 1939 or Earlier	1,505	0.83%
2024 Est. Median Year Structure Built		2008

[†] 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.

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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