TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE
McKinney, Texas
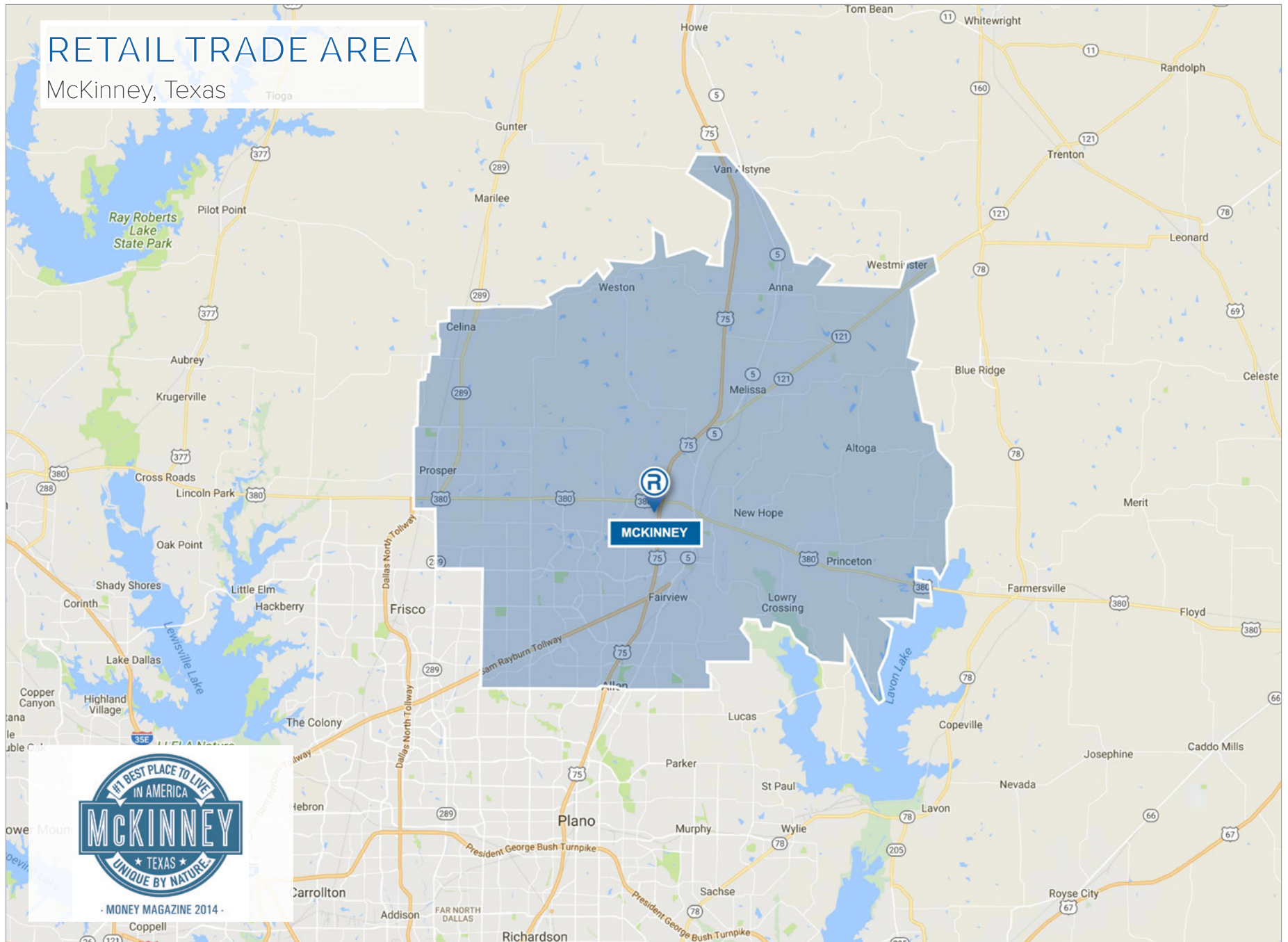
Prepared for
McKinney Community Development Corporation
November 2018

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RETAIL TRADE AREA
McKinney, Texas

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
McKinney, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	434,862	
2019 Estimate	393,768	
2010 Census	270,624	
2000 Census	113,551	
Growth 2019 - 2024		10.44%
Growth 2010 - 2019		45.50%
Growth 2000 - 2010		138.33%
2019 Est. Population by Single-Classification Race	393,768	
White Alone	270,908	68.80%
Black or African American Alone	41,718	10.60%
Amer. Indian and Alaska Native Alone	2,592	0.66%
Asian Alone	44,226	11.23%
Native Hawaiian and Other Pacific Island Alone	324	0.08%
Some Other Race Alone	19,812	5.03%
Two or More Races	14,188	3.60%
2019 Est. Population by Hispanic or Latino Origin	393,768	
Not Hispanic or Latino	332,341	84.40%
Hispanic or Latino	61,426	15.60%
Mexican	46,242	75.28%
Puerto Rican	2,455	4.00%
Cuban	846	1.38%
All Other Hispanic or Latino	11,883	19.35%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	61,426	
White Alone	36,461	59.36%
Black or African American Alone	937	1.53%
American Indian and Alaska Native Alone	730	1.19%
Asian Alone	287	0.47%
Native Hawaiian and Other Pacific Islander Alone	33	0.05%
Some Other Race Alone	19,220	31.29%
Two or More Races	3,759	6.12%
2019 Est. Pop by Race, Asian Alone, by Category	44,226	
Chinese, except Taiwanese	7,561	17.10%
Filipino	4,653	10.52%
Japanese	629	1.42%
Asian Indian	18,236	41.23%
Korean	3,515	7.95%
Vietnamese	4,009	9.07%
Cambodian	322	0.73%
Hmong	2	0.01%
Laotian	320	0.72%
Thai	567	1.28%
All Other Asian Races Including 2+ Category	4,411	9.97%

McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	393,768	
Arab	2,073	0.53%
Czech	988	0.25%
Danish	678	0.17%
Dutch	2,197	0.56%
English	24,679	6.27%
French (except Basque)	6,498	1.65%
French Canadian	652	0.17%
German	41,580	10.56%
Greek	710	0.18%
Hungarian	707	0.18%
Irish	24,835	6.31%
Italian	9,584	2.43%
Lithuanian	181	0.05%
United States or American	37,705	9.58%
Norwegian	2,394	0.61%
Polish	3,305	0.84%
Portuguese	514	0.13%
Russian	1,849	0.47%
Scottish	7,007	1.78%
Scotch-Irish	4,430	1.13%
Slovak	120	0.03%
Subsaharan African	6,940	1.76%
Swedish	2,412	0.61%
Swiss	494	0.13%
Ukrainian	387	0.10%
Welsh	1,454	0.37%
West Indian (except Hisp. groups)	1,458	0.37%
Other ancestries	152,276	38.67%
Ancestry Unclassified	55,661	14.14%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	287,054	78.55%
Speak Asian/Pacific Island Language at Home	19,699	5.39%
Speak IndoEuropean Language at Home	13,780	3.77%
Speak Spanish at Home	38,681	10.58%
Speak Other Language at Home	6,243	1.71%
2019 Est. Population by Age	393,768	
Age 0 - 4	28,311	7.19%
Age 5 - 9	30,408	7.72%
Age 10 - 14	32,892	8.35%
Age 15 - 17	19,812	5.03%
Age 18 - 20	17,026	4.32%
Age 21 - 24	20,217	5.13%
Age 25 - 34	42,340	10.75%
Age 35 - 44	61,830	15.70%
Age 45 - 54	60,716	15.42%
Age 55 - 64	40,618	10.32%
Age 65 - 74	25,136	6.38%
Age 75 - 84	11,150	2.83%
Age 85 and over	3,312	0.84%
Age 16 and over	295,656	75.08%
Age 18 and over	282,344	71.70%
Age 21 and over	265,318	67.38%
Age 65 and over	39,598	10.06%
2019 Est. Median Age		36.06
2019 Est. Average Age		35.48

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2019 Est. Population by Sex	393,768	
Male	193,856	49.23%
Female	199,912	50.77%
2019 Est. Male Population by Age	193,856	
Age 0 - 4	14,519	7.49%
Age 5 - 9	15,660	8.08%
Age 10 - 14	16,798	8.67%
Age 15 - 17	10,149	5.24%
Age 18 - 20	8,855	4.57%
Age 21 - 24	10,437	5.38%
Age 25 - 34	20,339	10.49%
Age 35 - 44	29,456	15.20%
Age 45 - 54	30,235	15.60%
Age 55 - 64	20,164	10.40%
Age 65 - 74	11,336	5.85%
Age 75 - 84	4,794	2.47%
Age 85 and over	1,113	0.57%
2019 Est. Median Age, Male		35.07
2019 Est. Average Age, Male		34.69

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	199,912	
Age 0 - 4	13,792	6.90%
Age 5 - 9	14,748	7.38%
Age 10 - 14	16,094	8.05%
Age 15 - 17	9,663	4.83%
Age 18 - 20	8,170	4.09%
Age 21 - 24	9,780	4.89%
Age 25 - 34	22,001	11.01%
Age 35 - 44	32,374	16.19%
Age 45 - 54	30,481	15.25%
Age 55 - 64	20,453	10.23%
Age 65 - 74	13,800	6.90%
Age 75 - 84	6,355	3.18%
Age 85 and over	2,199	1.10%
2019 Est. Median Age, Female		36.93
2019 Est. Average Age, Female		36.25
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	75,641	25.03%
Males, Never Married	39,753	13.16%
Females, Never Married	35,889	11.88%
Married, Spouse present	182,046	60.25%
Married, Spouse absent	10,197	3.38%
Widowed	9,887	3.27%
Males Widowed	1,509	0.50%
Females Widowed	8,378	2.77%
Divorced	24,385	8.07%
Males Divorced	8,634	2.86%
Females Divorced	15,750	5.21%

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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	8,544	3.5%
Some High School, no diploma	7,107	2.9%
High School Graduate (or GED)	38,355	15.6%
Some College, no degree	49,344	20.1%
Associate Degree	20,733	8.5%
Bachelor's Degree	80,327	32.8%
Master's Degree	31,540	12.9%
Professional School Degree	5,917	2.4%
Doctorate Degree	3,234	1.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	8,423	26.92%
High School Graduate	7,851	25.09%
Some College or Associate's Degree	7,777	24.85%
Bachelor's Degree or Higher	7,239	23.13%
Households		
2024 Projection	143,626	
2019 Estimate	130,474	
2010 Census	91,059	
2000 Census	38,653	
Growth 2019 - 2024		10.08%
Growth 2010 - 2019		43.29%
Growth 2000 - 2010		135.58%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	130,474	
Family Households	102,948	78.90%
Nonfamily Households	27,526	21.10%
2019 Est. Group Quarters Population	3,083	
2019 Households by Ethnicity, Hispanic/Latino	15,227	
2019 Est. Households by Household Income	130,474	
Income < $15,000	5,670	4.35%
Income $15,000 - $24,999	5,185	3.97%
Income $25,000 - $34,999	5,145	3.94%
Income $35,000 - $49,999	10,543	8.08%
Income $50,000 - $74,999	19,370	14.85%
Income $75,000 - $99,999	16,992	13.02%
Income $100,000 - $124,999	15,237	11.68%
Income $125,000 - $149,999	12,973	9.94%
Income $150,000 - $199,999	16,847	12.91%
Income $200,000 - $249,999	8,786	6.73%
Income $250,000 - $499,999	9,197	7.05%
Income $500,000+	4,528	3.47%
2019 Est. Average Household Income		$134,813
2019 Est. Median Household Income		$103,631

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

McKinney, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$105,535
Black or African American Alone		$88,571
American Indian and Alaska Native Alone		$108,965
Asian Alone		$135,568
Native Hawaiian and Other Pacific Islander Alone		$77,466
Some Other Race Alone		$53,964
Two or More Races		$74,970
Hispanic or Latino		$67,188
Not Hispanic or Latino		$109,314
2019 Est. Family HH Type by Presence of Own Child.	102,948	
Married-Couple Family, own children	50,257	48.82%
Married-Couple Family, no own children	35,456	34.44%
Male Householder, own children	2,986	2.90%
Male Householder, no own children	1,942	1.89%
Female Householder, own children	8,058	7.83%
Female Householder, no own children	4,249	4.13%
2019 Est. Households by Household Size	130,474	
1-person	21,889	16.78%
2-person	37,401	28.67%
3-person	24,215	18.56%
4-person	26,385	20.22%
5-person	12,981	9.95%
6-person	4,941	3.79%
7-or-more-person	2,662	2.04%
2019 Est. Average Household Size		2.99

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	130,474	
Households with 1 or More People under Age 18:	64,676	49.57%
Married-Couple Family	51,894	80.24%
Other Family, Male Householder	3,367	5.21%
Other Family, Female Householder	9,050	13.99%
Nonfamily, Male Householder	284	0.44%
Nonfamily, Female Householder	82	0.13%
Households with No People under Age 18:	65,797	50.43%
Married-Couple Family	33,808	51.38%
Other Family, Male Householder	1,561	2.37%
Other Family, Female Householder	3,270	4.97%
Nonfamily, Male Householder	12,224	18.58%
Nonfamily, Female Householder	14,934	22.70%
2019 Est. Households by Number of Vehicles	130,474	
No Vehicles	2,829	2.17%
1 Vehicle	31,407	24.07%
2 Vehicles	64,550	49.47%
3 Vehicles	22,281	17.08%
4 Vehicles	7,383	5.66%
5 or more Vehicles	2,024	1.55%
2019 Est. Average Number of Vehicles		2.07

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Family Households		
2024 Projection	113,305	
2019 Estimate	102,948	
2010 Census	71,585	
2000 Census	30,628	
Growth 2019 - 2024		10.06%
Growth 2010 - 2019		43.81%
Growth 2000 - 2010		133.72%
2019 Est. Families by Poverty Status	102,948	
2019 Families at or Above Poverty	97,902	95.10%
2019 Families at or Above Poverty with Children	58,517	56.84%
2019 Families Below Poverty	5,046	4.90%
2019 Families Below Poverty with Children	3,930	3.82%
2019 Est. Pop 16+ by Employment Status	295,656	
Civilian Labor Force, Employed	199,609	67.51%
Civilian Labor Force, Unemployed	6,997	2.37%
Armed Forces	187	0.06%
Not in Labor Force	88,863	30.06%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	200,853	
For-Profit Private Workers	151,489	75.42%
Non-Profit Private Workers	10,183	5.07%
Local Government Workers	2,302	1.15%
State Government Workers	4,741	2.36%
Federal Government Workers	12,736	6.34%
Self-Employed Workers	19,028	9.47%
Unpaid Family Workers	373	0.19%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	200,853	
Architect/Engineer	6,885	3.43%
Arts/Entertainment/Sports	3,901	1.94%
Building Grounds Maintenance	4,458	2.22%
Business/Financial Operations	15,376	7.66%
Community/Social Services	2,257	1.12%
Computer/Mathematical	13,057	6.50%
Construction/Extraction	5,606	2.79%
Education/Training/Library	14,031	6.99%
Farming/Fishing/Forestry	301	0.15%
Food Prep/Serving	7,819	3.89%
Health Practitioner/Technician	13,558	6.75%
Healthcare Support	2,756	1.37%
Maintenance Repair	4,494	2.24%
Legal	1,807	0.90%
Life/Physical/Social Science	889	0.44%
Management	32,934	16.40%
Office/Admin. Support	21,778	10.84%
Production	5,062	2.52%
Protective Services	3,423	1.70%
Sales/Related	27,671	13.78%
Personal Care/Service	5,659	2.82%
Transportation/Moving	7,131	3.55%
2019 Est. Pop 16+ by Occupation Classification	200,853	
White Collar	154,143	76.74%
Blue Collar	22,294	11.10%
Service and Farm	24,416	12.16%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	198,264	
Drove Alone	162,940	82.18%
Car Pooled	12,289	6.20%
Public Transportation	1,392	0.70%
Walked	1,235	0.62%
Bicycle	76	0.04%
Other Means	2,355	1.19%
Worked at Home	17,977	9.07%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	33,912	
15 - 29 Minutes	58,499	
30 - 44 Minutes	42,866	
45 - 59 Minutes	24,281	
60 or more Minutes	21,120	
2019 Est. Avg Travel Time to Work in Minutes		33.62
2019 Est. Occupied Housing Units by Tenure	130,474	
Owner Occupied	98,545	75.53%
Renter Occupied	31,929	24.47%
2019 Owner Occ. HUs: Avg. Length of Residence		9.72
2019 Renter Occ. HUs: Avg. Length of Residence		4.76

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	130,474	
Value Less than $20,000	924	0.94%
Value $20,000 - $39,999	671	0.68%
Value $40,000 - $59,999	591	0.60%
Value $60,000 - $79,999	1,145	1.16%
Value $80,000 - $99,999	1,026	1.04%
Value $100,000 - $149,999	3,706	3.76%
Value $150,000 - $199,999	9,752	9.90%
Value $200,000 - $299,999	23,140	23.48%
Value $300,000 - $399,999	21,802	22.12%
Value $400,000 - $499,999	16,248	16.49%
Value $500,000 - $749,999	12,960	13.15%
Value $750,000 - $999,999	4,614	4.68%
Value $1,000,000 or $1,499,999	1,136	1.15%
Value $1,500,000 or $1,999,999	381	0.39%
Value $2,000,000+	447	0.45%
2019 Est. Median All Owner-Occupied Housing Value		$336,512
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	107,991	78.43%
1 Unit Detached	2,972	2.16%
2 Units	955	0.69%
3 or 4 Units	1,649	1.20%
5 to 19 Units	13,141	9.54%
20 to 49 Units	3,684	2.68%
50 or More Units	4,647	3.38%
Mobile Home or Trailer	2,630	1.91%
Boat, RV, Van, etc.	18	0.01%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
McKinney, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	31,209	22.67%
Housing Units Built 2010 to 2014	11,873	8.62%
Housing Units Built 2000 to 2009	52,932	38.44%
Housing Units Built 1990 to 1999	22,015	15.99%
Housing Units Built 1980 to 1989	9,168	6.66%
Housing Units Built 1970 to 1979	4,296	3.12%
Housing Units Built 1960 to 1969	2,020	1.47%
Housing Units Built 1950 to 1959	1,617	1.17%
Housing Units Built 1940 to 1949	971	0.71%
Housing Unit Built 1939 or Earlier	1,586	1.15%
2019 Est. Median Year Structure Built		2005

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

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" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

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ACKNOWLEDGEMENTS

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, Environics Analytics 2019, ESRI 2018, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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