



## Retail MarketPlace Profile

6100 Eldorado Pkwy, McKinney, Texas, 75070 2  
6100 Eldorado Pkwy, McKinney, Texas, 75070  
Drive Time: 5 minute radius

Prepared by Esri  
Latitude: 33.17416  
Longitude: -96.69595

### Summary Demographics

2019 Population	46,453
2019 Households	16,284
2019 Median Disposable Income	\$81,521
2019 Per Capita Income	\$41,933

### 2017 Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$777,029,836	\$246,707,239	\$530,322,597	51.8	74
Total Retail Trade	44-45	\$696,493,570	\$226,695,156	\$469,798,414	50.9	46
Total Food & Drink	722	\$80,536,267	\$20,012,083	\$60,524,184	60.2	28

### 2017 Industry Group

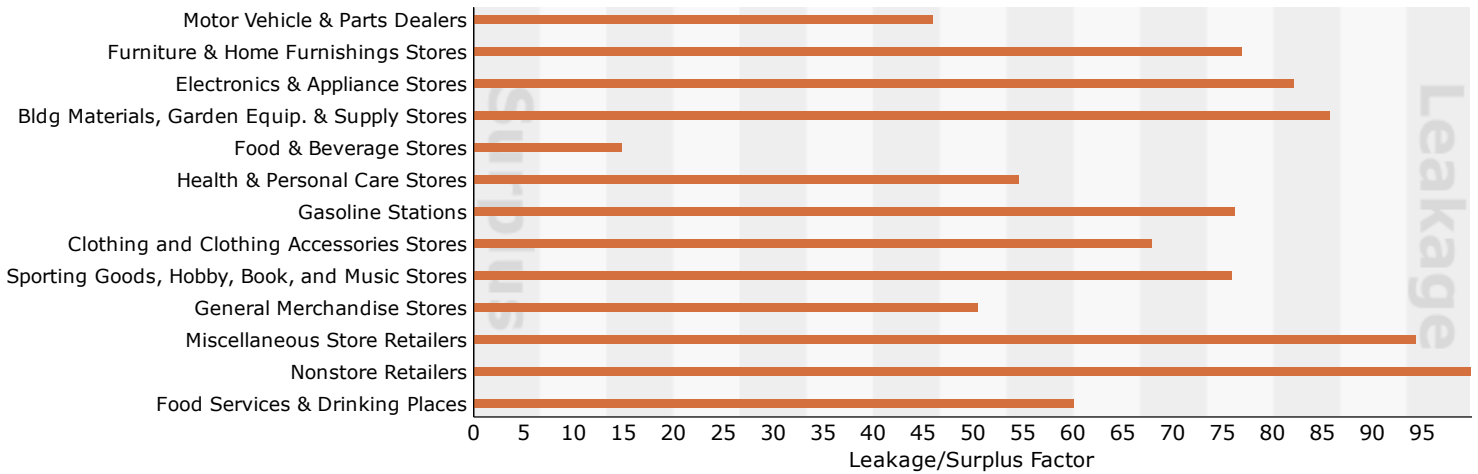
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$150,270,828	\$55,364,653	\$94,906,175	46.2	3
Automobile Dealers	4411	\$120,644,918	\$51,686,879	\$68,958,039	40.0	1
Other Motor Vehicle Dealers	4412	\$16,465,118	\$1,500,902	\$14,964,216	83.3	1
Auto Parts, Accessories & Tire Stores	4413	\$13,160,792	\$2,176,872	\$10,983,920	71.6	1
Furniture & Home Furnishings Stores	442	\$25,546,504	\$3,317,343	\$22,229,161	77.0	5
Furniture Stores	4421	\$14,733,912	\$0	\$14,733,912	100.0	0
Home Furnishings Stores	4422	\$10,812,592	\$3,127,674	\$7,684,918	55.1	4
Electronics & Appliance Stores	443	\$26,282,981	\$2,554,752	\$23,728,229	82.3	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,133,388	\$3,563,150	\$43,570,238	85.9	3
Bldg Material & Supplies Dealers	4441	\$44,629,973	\$3,137,411	\$41,492,562	86.9	1
Lawn & Garden Equip & Supply Stores	4442	\$2,503,416	\$425,739	\$2,077,677	70.9	2
Food & Beverage Stores	445	\$123,047,849	\$90,992,216	\$32,055,633	15.0	7
Grocery Stores	4451	\$111,383,511	\$90,574,489	\$20,809,022	10.3	5
Specialty Food Stores	4452	\$5,214,324	\$417,728	\$4,796,596	85.2	1
Beer, Wine & Liquor Stores	4453	\$6,450,014	\$0	\$6,450,014	100.0	0
Health & Personal Care Stores	446,4461	\$38,128,094	\$11,138,007	\$26,990,087	54.8	4
Gasoline Stations	447,4471	\$67,647,789	\$9,045,796	\$58,601,993	76.4	1
Clothing & Clothing Accessories Stores	448	\$33,125,915	\$6,288,785	\$26,837,130	68.1	6
Clothing Stores	4481	\$21,775,537	\$3,958,435	\$17,817,102	69.2	4
Shoe Stores	4482	\$4,721,546	\$1,194,225	\$3,527,321	59.6	1
Jewelry, Luggage & Leather Goods Stores	4483	\$6,628,831	\$1,136,125	\$5,492,706	70.7	2
Sporting Goods, Hobby, Book & Music Stores	451	\$24,969,424	\$3,409,371	\$21,560,053	76.0	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$22,321,273	\$2,566,973	\$19,754,300	79.4	5
Book, Periodical & Music Stores	4512	\$2,648,151	\$842,398	\$1,805,753	51.7	1
General Merchandise Stores	452	\$123,140,441	\$40,259,645	\$82,880,796	50.7	3
Department Stores Excluding Leased Depts.	4521	\$86,749,967	\$39,451,545	\$47,298,422	37.5	2
Other General Merchandise Stores	4529	\$36,390,474	\$808,100	\$35,582,374	95.7	2
Miscellaneous Store Retailers	453	\$27,135,855	\$761,437	\$26,374,418	94.5	3
Florists	4531	\$1,172,375	\$182,239	\$990,136	73.1	1
Office Supplies, Stationery & Gift Stores	4532	\$6,070,325	\$216,072	\$5,854,253	93.1	1
Used Merchandise Stores	4533	\$4,827,624	\$0	\$4,827,624	100.0	0
Other Miscellaneous Store Retailers	4539	\$15,065,531	\$238,937	\$14,826,594	96.9	2
Nonstore Retailers	454	\$10,064,501	\$0	\$10,064,501	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$7,656,538	\$0	\$7,656,538	100.0	0
Vending Machine Operators	4542	\$611,395	\$0	\$611,395	100.0	0
Direct Selling Establishments	4543	\$1,796,568	\$0	\$1,796,568	100.0	0
Food Services & Drinking Places	722	\$80,536,267	\$20,012,083	\$60,524,184	60.2	28
Special Food Services	7223	\$985,660	\$0	\$985,660	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,947,284	\$1,042,521	\$1,904,763	47.7	1
Restaurants/Other Eating Places	7225	\$76,603,322	\$18,884,236	\$57,719,086	60.4	26

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

August 16, 2019

### 2017 Leakage/Surplus Factor by Industry Subsector



### 2017 Leakage/Surplus Factor by Industry Group

