

Princeton Demographics

Princeton is located on U.S. Highway 380 between the cities of McKinney and Greenville, Texas. Since the 2000 Census our population has experienced a 51% growth rate, which continues to escalate. Princeton has been deemed the 6th fastest growing city in North Texas by the USDA Rural Development. Our location has opened opportunities for retail and commercial growth and has become a popular target for planned residential development in the central part of Collin County, the fastest growing county in Texas. Utilizing Princeton's five (5), ten (10) and fifteen (15) minute drive time analysis, the "primary" retail trade area for Princeton was determined to be approximately 24,000 persons. This is a population base that retailers and restaurants can expect to capture on a regular basis. As you can see from the map, the trade area does not extend very far to the west due to McKinney's retail offerings. To the southwest, the trade area extends to E. Lucas Road. The area south of E. Lucas Road is in the Princeton Independent School District and should be considered in the Princeton Retail Trade Area. The trade area extends to just north of CR 550 to the southeast. Heading east on U.S. 380 the trade area extends past Farmersville then people are going to shop in Greenville. To the north, the trade area extends to FM 545 which includes Valdasta and Blue Ridge.

