



Market Overview

Dec 1, 2024 - Nov 30, 2025

Market:

F **Fairview**
Town • Texas

New Hope

McKinney

380

Milligan

Prince

546

Lowry Crossing

Allen

WATTERS
CREEK

Winningkoff

Lavon Lake

Branch

3286

Trinity Park

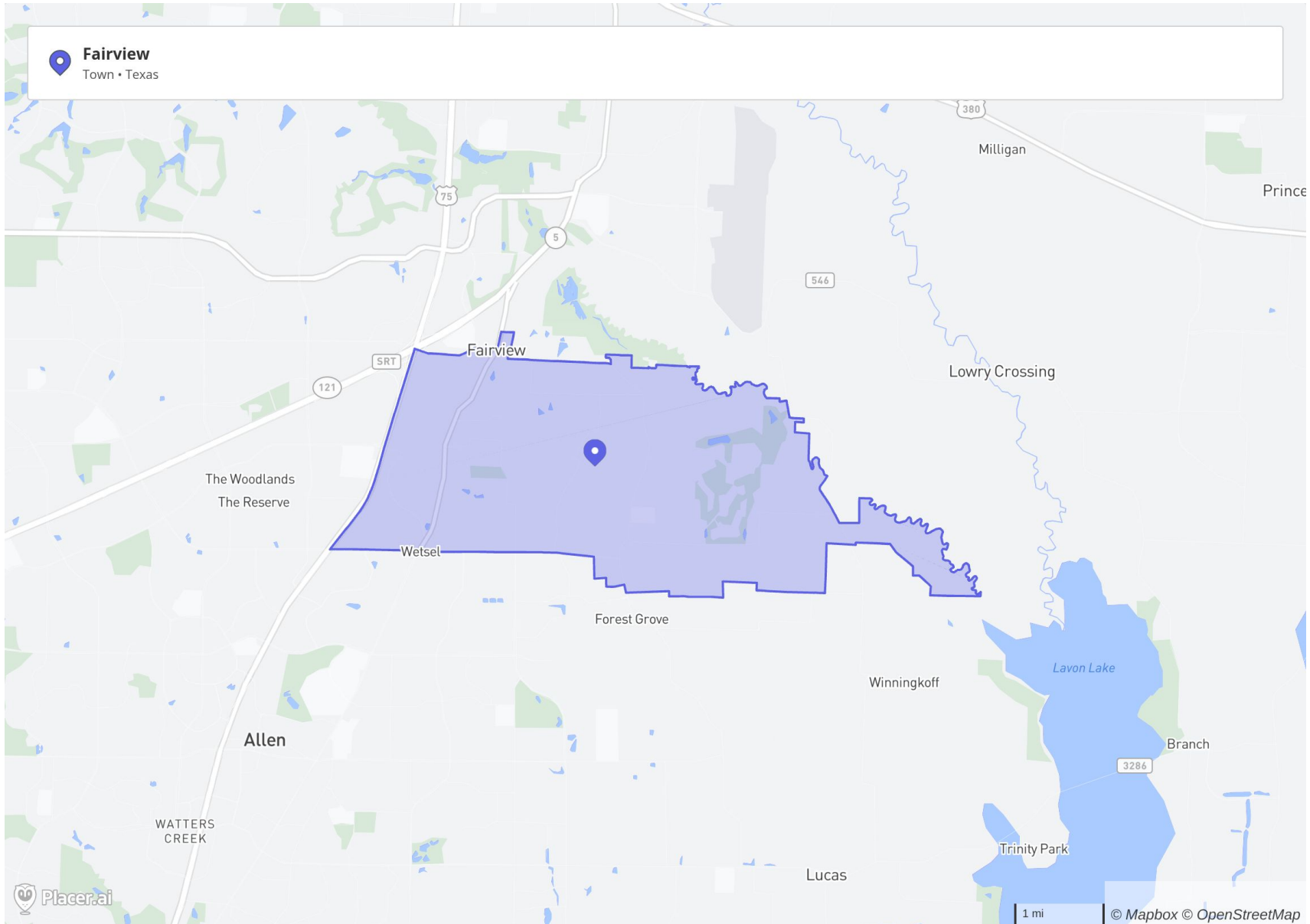
Lucas

Clea



Market Overview

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Market Population Metrics

Fairview Town • Texas

Resident Population (Census 2023)	10.5K (+3.2% vs. 2021)	Employees	3.2K (+17.1% YO2Y)
Out-of-Market Visitors	1.5M (+0.6% YO2Y)	Daytime Population (STI: Workplace 2024)	11.8K
Non-Resident Visits	7.3M (-1.3% YO2Y)		

Compared to: 2 Years Ago | Dec 1st, 2024 - Nov 30th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



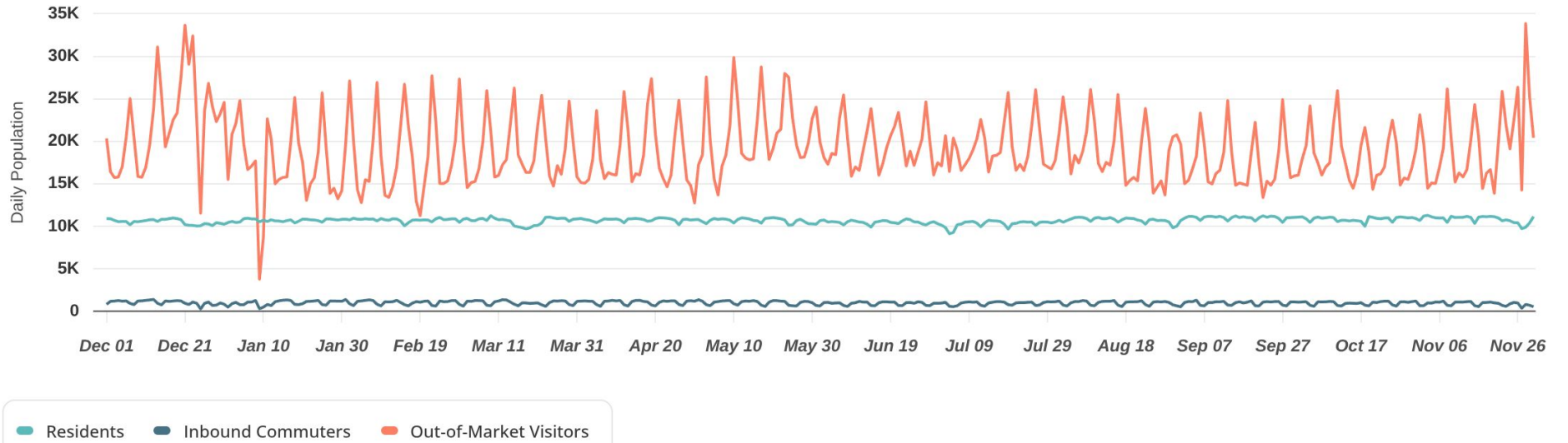
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Population Trend

Fairview

Town • Texas



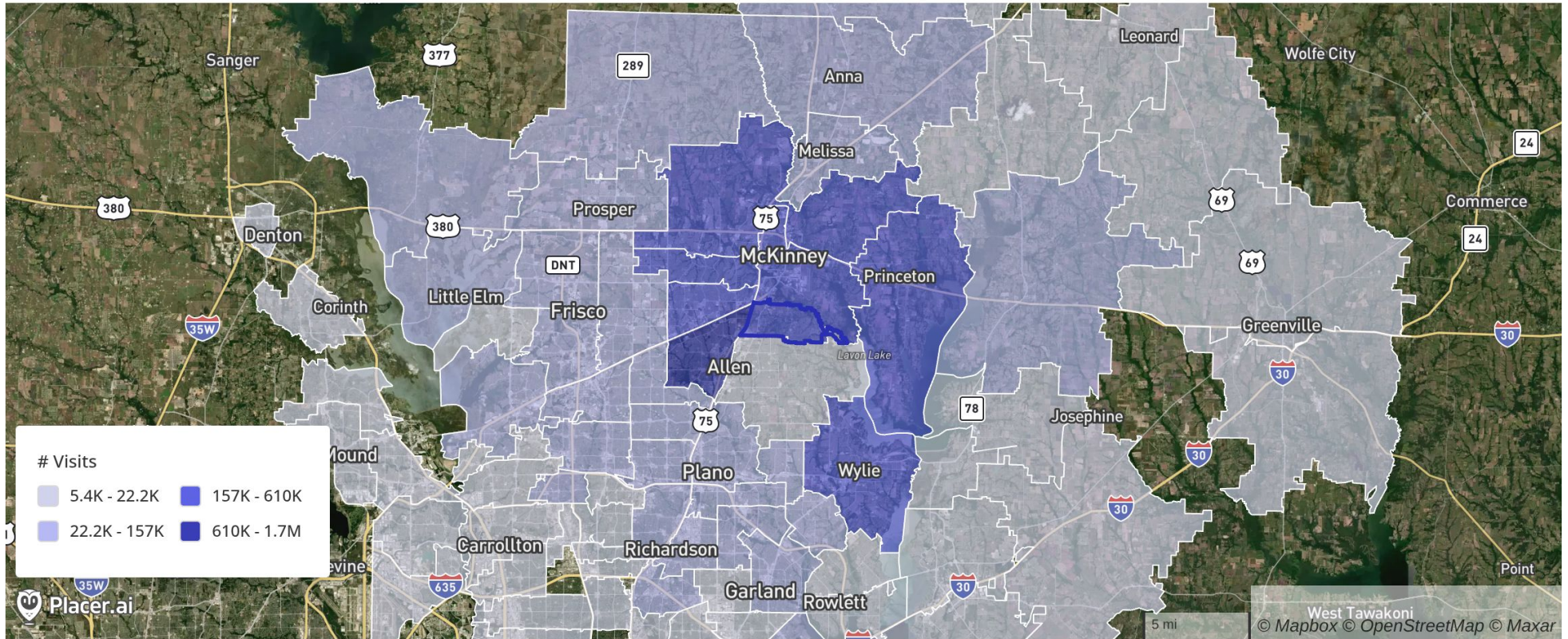
Daily | Visits | Dec 1st, 2024 - Nov 30th, 2025
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Non-Resident Origins



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Zip Codes	Visits (% of Total)
75002 Lucas, TX	1.7M (23%)
75013 Allen, TX	685K (9.4%)
75070 Mckinney, TX	459K (6.3%)
75071 Mckinney, TX	331K (4.5%)
75072 Mckinney, TX	287K (3.9%)
75069 Mckinney, TX	278K (3.8%)
75098 Wylie, TX	193K (2.6%)




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Zip Codes	Visits (% of Total)
75407 Princeton, TX	186K (2.5%)
75074 Plano, TX	149K (2%)
75025 Plano, TX	136K (1.9%)

Visits | * Showing data for top 10 Zip Codes of of this market | Dec 1st, 2024 - Nov 30th, 2025
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Top Visited Places

Fairview

Town • Texas

Rank	Name	City	Total Visits
1	Fairview Town Center 329 Town Pl, Fairview, TX 75069	Fairview	5.6M
2	Whole Foods Market 105 Stacy Rd, Fairview, TX 75069	Fairview	881.9K
3	RaceTrac Full Site 371 E Stacy Rd, Fairview, TX 75069	Fairview	806.3K
4	RaceTrac 371 E Stacy Rd, Mckinney, TX 75069	McKinney	804.9K
5	24 Hour Fitness 361 Southwind Lane, Fairview, TX 75069	Fairview	390.4K
6	JCPenney 301 Stacy Rd, Fairview, TX 75069	Fairview	311.3K
7	Dillard's 121 E Stacy Rd, Fairview, TX 75069	Fairview	299.4K
8	7-Eleven 421 Stacy Rd, Fairview, TX 75069	Fairview	240.5K
9	7-Eleven Full Site 421 Stacy Rd., Fairview, TX 75069	Fairview	240.3K
10	Old Navy 231 E Stacy Rd, Fairview, TX 75069	Fairview	222.5K

Category: All Categories | In Market Only | Dec 1st, 2024 - Nov 30th, 2025

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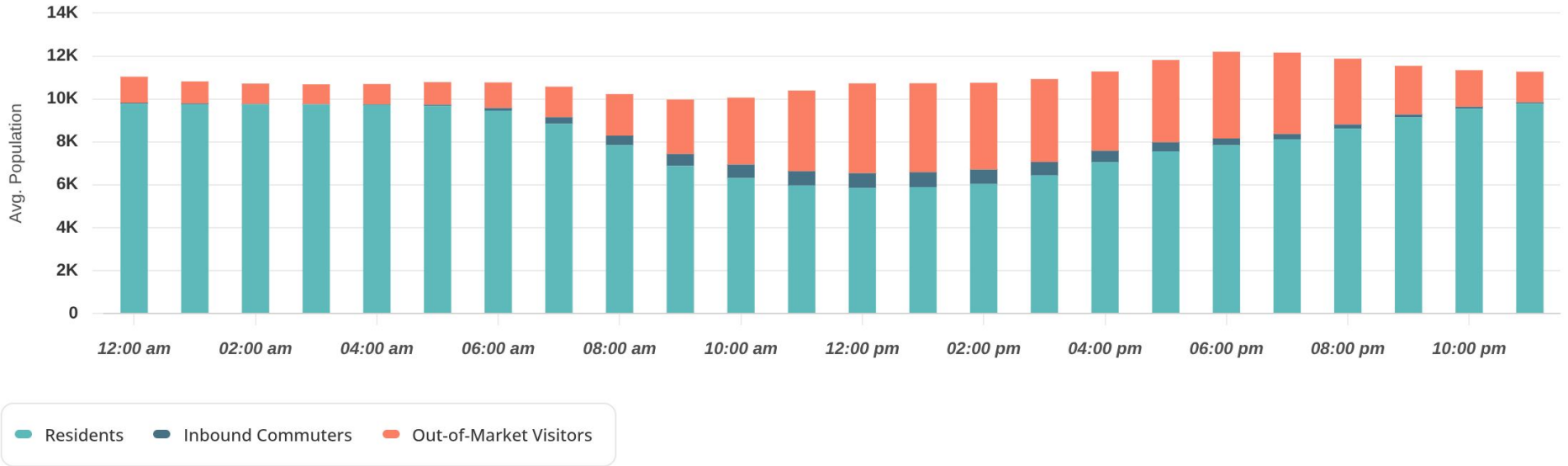


Market Overview

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Hourly Activity

Fairview
Town • Texas



Avg. Population | Dec 1st, 2024 - Nov 30th, 2025
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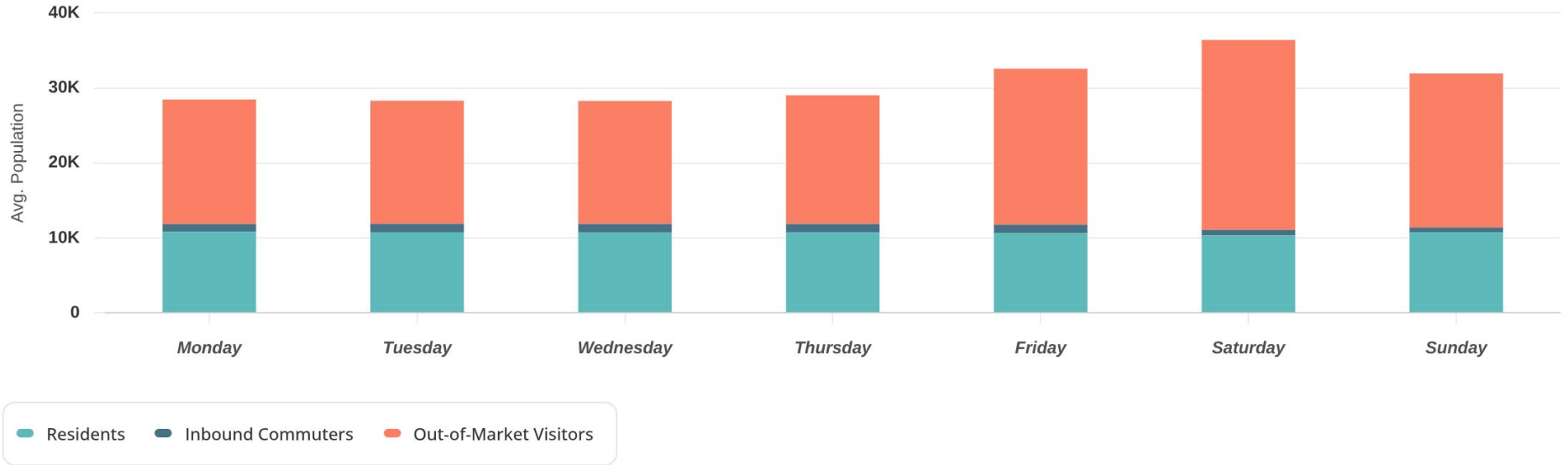


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Daily Activity

Fairview
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Avg. Population | Dec 1st, 2024 - Nov 30th, 2025
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