



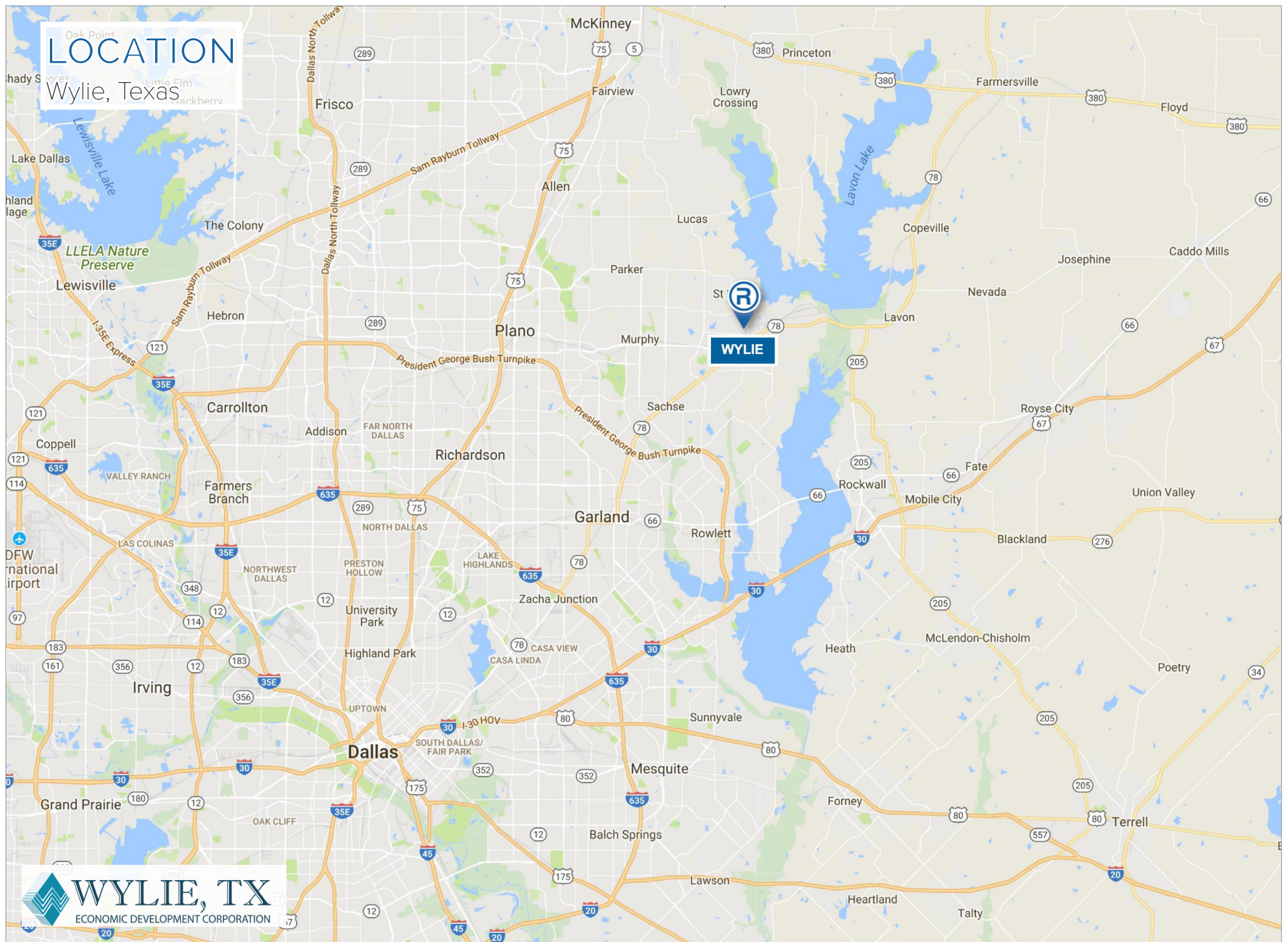
TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Wylie, Texas

Prepared for
Wylie Economic Development Corporation
September 2018





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COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	61,153	
2018 Estimate	54,607	
2010 Census	41,427	
2000 Census	16,019	
Growth 2018 - 2023		11.99%
Growth 2010 - 2018		31.82%
Growth 2000 - 2010		158.61%
2018 Est. Population by Single-Classification Race	54,607	
White Alone	34,790	63.71%
Black or African American Alone	8,370	15.33%
Amer. Indian and Alaska Native Alone	347	0.64%
Asian Alone	4,801	8.79%
Native Hawaiian and Other Pacific Island Alone	36	0.07%
Some Other Race Alone	4,213	7.72%
Two or More Races	2,050	3.75%
2018 Est. Population by Hispanic or Latino Origin	54,607	
Not Hispanic or Latino	44,124	80.80%
Hispanic or Latino	10,483	19.20%
Mexican	8,039	76.69%
Puerto Rican	349	3.33%
Cuban	144	1.37%
All Other Hispanic or Latino	1,951	18.61%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	10,483	
White Alone	5,396	51.47%
Black or African American Alone	158	1.51%
American Indian and Alaska Native Alone	102	0.97%
Asian Alone	24	0.23%
Native Hawaiian and Other Pacific Islander Alone	6	0.06%
Some Other Race Alone	4,120	39.30%
Two or More Races	677	6.46%
2018 Est. Pop by Race, Asian Alone, by Category	4,801	
Chinese, except Taiwanese	347	7.23%
Filipino	965	20.10%
Japanese	96	2.00%
Asian Indian	1,920	39.99%
Korean	46	0.96%
Vietnamese	724	15.08%
Cambodian	25	0.52%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	22	0.46%
All Other Asian Races Including 2+ Category	656	13.66%

COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	54,607	
Arab	154	0.28%
Czech	88	0.16%
Danish	64	0.12%
Dutch	152	0.28%
English	3,875	7.10%
French (except Basque)	363	0.67%
French Canadian	124	0.23%
German	5,646	10.34%
Greek	16	0.03%
Hungarian	167	0.31%
Irish	3,840	7.03%
Italian	793	1.45%
Lithuanian	0	0.00%
United States or American	3,731	6.83%
Norwegian	253	0.46%
Polish	269	0.49%
Portuguese	109	0.20%
Russian	67	0.12%
Scottish	1,358	2.49%
Scotch-Irish	451	0.83%
Slovak	15	0.03%
Subsaharan African	2,345	4.29%
Swedish	116	0.21%
Swiss	130	0.24%
Ukrainian	9	0.02%
Welsh	105	0.19%
West Indian (except Hisp. groups)	68	0.13%
Other ancestries	22,243	40.73%
Ancestry Unclassified	8,056	14.75%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	39,413	78.10%
Speak Asian/Pacific Island Language at Home	1,333	2.64%
Speak IndoEuropean Language at Home	1,923	3.81%
Speak Spanish at Home	6,158	12.20%
Speak Other Language at Home	1,635	3.24%
2018 Est. Population by Age	54,607	
Age 0 - 4	4,145	7.59%
Age 5 - 9	4,356	7.98%
Age 10 - 14	4,698	8.60%
Age 15 - 17	2,774	5.08%
Age 18 - 20	2,374	4.35%
Age 21 - 24	2,819	5.16%
Age 25 - 34	6,116	11.20%
Age 35 - 44	9,392	17.20%
Age 45 - 54	8,223	15.06%
Age 55 - 64	5,280	9.67%
Age 65 - 74	2,895	5.30%
Age 75 - 84	1,181	2.16%
Age 85 and over	354	0.65%
Age 16 and over	40,497	74.16%
Age 18 and over	38,634	70.75%
Age 21 and over	36,260	66.40%
Age 65 and over	4,430	8.11%
2018 Est. Median Age		35.03
2018 Est. Average Age		34.30

COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	54,607	
Male	26,710	48.91%
Female	27,897	51.09%
2018 Est. Male Population by Age	26,710	
Age 0 - 4	2,082	7.80%
Age 5 - 9	2,168	8.12%
Age 10 - 14	2,387	8.94%
Age 15 - 17	1,404	5.26%
Age 18 - 20	1,217	4.56%
Age 21 - 24	1,432	5.36%
Age 25 - 34	2,916	10.92%
Age 35 - 44	4,511	16.89%
Age 45 - 54	4,113	15.40%
Age 55 - 64	2,591	9.70%
Age 65 - 74	1,293	4.84%
Age 75 - 84	489	1.83%
Age 85 and over	107	0.40%
2018 Est. Median Age, Male		34.24
2018 Est. Average Age, Male		33.60

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	27,897	
Age 0 - 4	2,063	7.40%
Age 5 - 9	2,188	7.84%
Age 10 - 14	2,311	8.28%
Age 15 - 17	1,370	4.91%
Age 18 - 20	1,157	4.15%
Age 21 - 24	1,387	4.97%
Age 25 - 34	3,200	11.47%
Age 35 - 44	4,881	17.50%
Age 45 - 54	4,110	14.73%
Age 55 - 64	2,689	9.64%
Age 65 - 74	1,602	5.74%
Age 75 - 84	692	2.48%
Age 85 and over	247	0.89%
2018 Est. Median Age, Female		35.62
2018 Est. Average Age, Female		34.90
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,566	25.52%
Males, Never Married	5,410	13.07%
Females, Never Married	5,156	12.45%
Married, Spouse present	23,900	57.72%
Married, Spouse absent	1,805	4.36%
Widowed	1,543	3.73%
Males Widowed	333	0.80%
Females Widowed	1,210	2.92%
Divorced	3,594	8.68%
Males Divorced	1,562	3.77%
Females Divorced	2,032	4.91%

COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	829	2.5%
Some High School, no diploma	1,551	4.6%
High School Graduate (or GED)	7,927	23.7%
Some College, no degree	8,094	24.2%
Associate Degree	3,148	9.4%
Bachelor's Degree	8,927	26.7%
Master's Degree	2,583	7.7%
Professional School Degree	193	0.6%
Doctorate Degree	189	0.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,275	24.10%
High School Graduate	1,450	27.41%
Some College or Associate's Degree	1,598	30.20%
Bachelor's Degree or Higher	968	18.30%
Households		
2023 Projection	18,957	
2018 Estimate	17,045	
2010 Census	13,306	
2000 Census	5,327	
Growth		
Growth 2018 - 2023		11.22%
Growth 2010 - 2018		28.10%
Growth 2000 - 2010		149.78%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	14,091	82.67%
Nonfamily Households	2,954	17.33%
2018 Est. Group Quarters Population		
2018 Est. Group Quarters Population	199	
2018 Households by Ethnicity, Hispanic/Latino		
2018 Households by Ethnicity, Hispanic/Latino	2,551	
2018 Est. Households by Household Income		
Income < \$15,000	629	3.69%
Income \$15,000 - \$24,999	667	3.91%
Income \$25,000 - \$34,999	615	3.61%
Income \$35,000 - \$49,999	1,722	10.10%
Income \$50,000 - \$74,999	3,126	18.34%
Income \$75,000 - \$99,999	2,875	16.87%
Income \$100,000 - \$124,999	2,853	16.74%
Income \$125,000 - \$149,999	1,915	11.24%
Income \$150,000 - \$199,999	1,609	9.44%
Income \$200,000 - \$249,999	551	3.23%
Income \$250,000 - \$499,999	402	2.36%
Income \$500,000+	81	0.48%
2018 Est. Average Household Income		
2018 Est. Average Household Income		\$101,631
2018 Est. Median Household Income		
2018 Est. Median Household Income		\$90,216

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$92,115
Black or African American Alone		\$89,921
American Indian and Alaska Native Alone		\$98,558
Asian Alone		\$82,560
Native Hawaiian and Other Pacific Islander Alone		\$94,810
Some Other Race Alone		\$84,944
Two or More Races		\$100,000
Hispanic or Latino		\$79,393
Not Hispanic or Latino		\$92,733
2018 Est. Family HH Type by Presence of Own Child.	14,091	
Married-Couple Family, own children	6,876	48.80%
Married-Couple Family, no own children	4,416	31.34%
Male Householder, own children	473	3.36%
Male Householder, no own children	370	2.63%
Female Householder, own children	1,263	8.96%
Female Householder, no own children	693	4.92%
2018 Est. Households by Household Size	17,045	
1-person	2,295	13.46%
2-person	4,452	26.12%
3-person	3,532	20.72%
4-person	3,501	20.54%
5-person	1,957	11.48%
6-person	806	4.73%
7-or-more-person	502	2.95%
2018 Est. Average Household Size		3.19

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	17,045	
Households with 1 or More People under Age 18:	9,168	53.79%
Married-Couple Family	7,141	77.89%
Other Family, Male Householder	551	6.01%
Other Family, Female Householder	1,426	15.55%
Nonfamily, Male Householder	40	0.44%
Nonfamily, Female Householder	10	0.11%
Households with No People under Age 18:	7,877	46.21%
Married-Couple Family	4,155	52.75%
Other Family, Male Householder	293	3.72%
Other Family, Female Householder	528	6.70%
Nonfamily, Male Householder	1,359	17.25%
Nonfamily, Female Householder	1,542	19.58%
2018 Est. Households by Number of Vehicles	17,045	
No Vehicles	260	1.53%
1 Vehicle	3,477	20.40%
2 Vehicles	8,886	52.13%
3 Vehicles	3,178	18.65%
4 Vehicles	926	5.43%
5 or more Vehicles	318	1.87%
2018 Est. Average Number of Vehicles		2.1

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Wylie, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	15,675	
2018 Estimate	14,091	
2010 Census	11,003	
2000 Census	4,399	
Growth 2018 - 2023		11.24%
Growth 2010 - 2018		28.07%
Growth 2000 - 2010		150.13%
2018 Est. Families by Poverty Status	14,091	
2018 Families at or Above Poverty	13,468	95.58%
2018 Families at or Above Poverty with Children	8,435	59.86%
2018 Families Below Poverty	623	4.42%
2018 Families Below Poverty with Children	434	3.08%
2018 Est. Pop 16+ by Employment Status	40,497	
Civilian Labor Force, Employed	28,119	69.44%
Civilian Labor Force, Unemployed	1,541	3.81%
Armed Forces	4	0.01%
Not in Labor Force	10,833	26.75%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	28,218	
For-Profit Private Workers	21,538	76.33%
Non-Profit Private Workers	1,409	4.99%
Local Government Workers	485	1.72%
State Government Workers	776	2.75%
Federal Government Workers	1,956	6.93%
Self-Employed Workers	2,040	7.23%
Unpaid Family Workers	14	0.05%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	28,218	
Architect/Engineer	1,245	4.41%
Arts/Entertainment/Sports	352	1.25%
Building Grounds Maintenance	507	1.80%
Business/Financial Operations	1,699	6.02%
Community/Social Services	336	1.19%
Computer/Mathematical	1,317	4.67%
Construction/Extraction	1,201	4.26%
Education/Training/Library	2,201	7.80%
Farming/Fishing/Forestry	13	0.05%
Food Prep/Serving	766	2.72%
Health Practitioner/Technician	1,977	7.01%
Healthcare Support	291	1.03%
Maintenance Repair	1,029	3.65%
Legal	338	1.20%
Life/Physical/Social Science	100	0.35%
Management	3,023	10.71%
Office/Admin. Support	4,472	15.85%
Production	1,096	3.88%
Protective Services	455	1.61%
Sales/Related	3,683	13.05%
Personal Care/Service	915	3.24%
Transportation/Moving	1,202	4.26%
2018 Est. Pop 16+ by Occupation Classification	28,218	
Blue Collar	20,743	73.51%
White Collar	4,528	16.05%
Service and Farm	2,947	10.44%

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Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	27,610	
Drove Alone	23,166	83.90%
Car Pooled	2,294	8.31%
Public Transportation	259	0.94%
Walked	182	0.66%
Bicycle	0	0.00%
Other Means	281	1.02%
Worked at Home	1,428	5.17%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,574	
15 - 29 Minutes	6,663	
30 - 44 Minutes	7,729	
45 - 59 Minutes	4,774	
60 or more Minutes	3,530	
2018 Est. Avg Travel Time to Work in Minutes		37
2018 Est. Occupied Housing Units by Tenure	17,045	
Owner Occupied	14,162	83.09%
Renter Occupied	2,883	16.91%
2018 Owner Occ. HUs: Avg. Length of Residence		10.5
2018 Renter Occ. HUs: Avg. Length of Residence		4.9

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	17,045	
Value Less than \$20,000	407	2.87%
Value \$20,000 - \$39,999	273	1.93%
Value \$40,000 - \$59,999	143	1.01%
Value \$60,000 - \$79,999	123	0.87%
Value \$80,000 - \$99,999	218	1.54%
Value \$100,000 - \$149,999	1,888	13.33%
Value \$150,000 - \$199,999	3,758	26.54%
Value \$200,000 - \$299,999	3,965	28.00%
Value \$300,000 - \$399,999	1,929	13.62%
Value \$400,000 - \$499,999	735	5.19%
Value \$500,000 - \$749,999	537	3.79%
Value \$750,000 - \$999,999	163	1.15%
Value \$1,000,000 or \$1,499,999	14	0.10%
Value \$1,500,000 or \$1,999,999	6	0.04%
Value \$2,000,000+	3	0.02%
2018 Est. Median All Owner-Occupied Housing Value		\$204,727
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	14,859	84.14%
1 Unit Detached	395	2.24%
2 Units	86	0.49%
3 or 4 Units	199	1.13%
5 to 19 Units	540	3.06%
20 to 49 Units	260	1.47%
50 or More Units	79	0.45%
Mobile Home or Trailer	1,223	6.93%
Boat, RV, Van, etc.	18	0.10%

COMMUNITY • DEMOGRAPHIC PROFILE

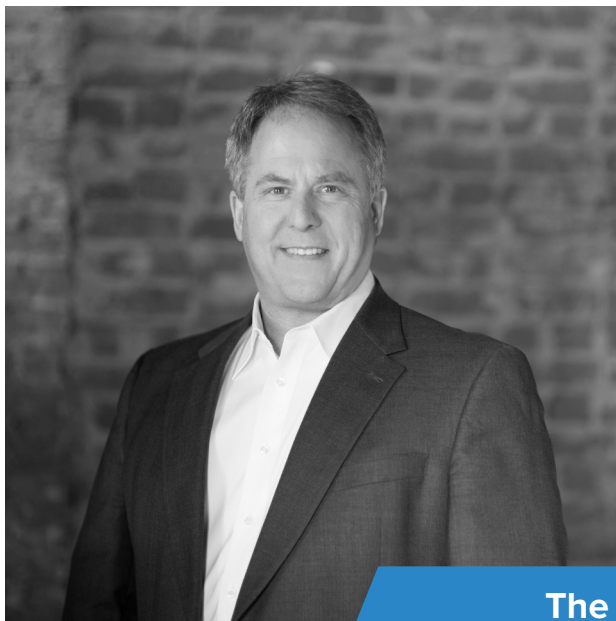
Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,604	14.75%
Housing Units Built 2010 to 2014	800	4.53%
Housing Units Built 2000 to 2009	8,039	45.52%
Housing Units Built 1990 to 1999	3,113	17.63%
Housing Units Built 1980 to 1989	1,795	10.17%
Housing Units Built 1970 to 1979	710	4.02%
Housing Units Built 1960 to 1969	272	1.54%
Housing Units Built 1950 to 1959	197	1.12%
Housing Units Built 1940 to 1949	90	0.51%
Housing Unit Built 1939 or Earlier	39	0.22%
2018 Est. Median Year Structure Built		2003

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.



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

Retail360®

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.

The Retail Coach –

“It's not about data. It's about your success.”



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 2018, ESRI 2017, 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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