



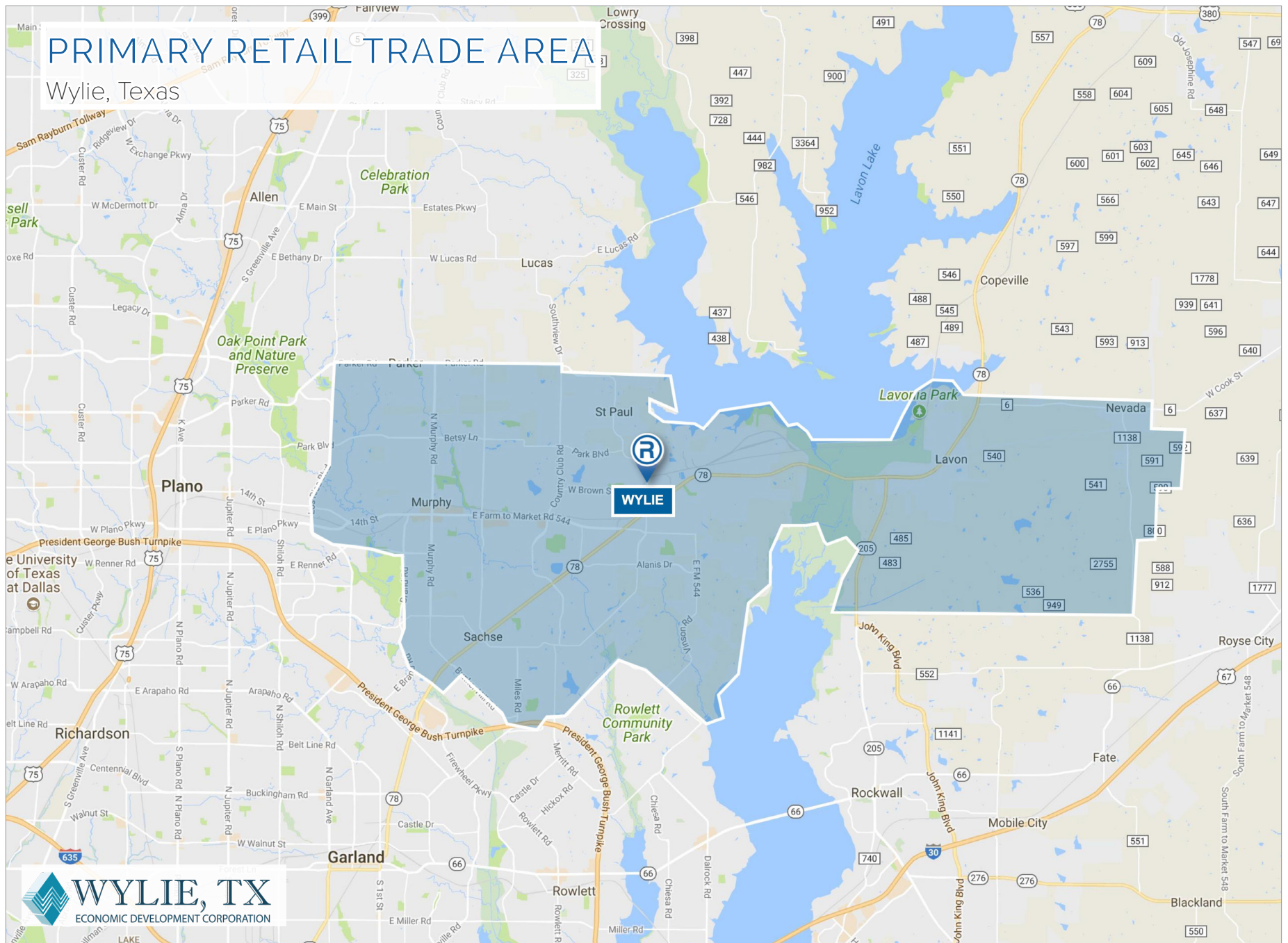
TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Wylie, Texas

Prepared for
Wylie Economic Development Corporation
September 2018





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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	151,468	
2018 Estimate	135,603	
2010 Census	104,772	
2000 Census	44,164	
Growth 2018 - 2023		11.70%
Growth 2010 - 2018		29.43%
Growth 2000 - 2010		137.23%
2018 Est. Population by Single-Classification Race	135,603	
White Alone	82,581	60.90%
Black or African American Alone	17,139	12.64%
Amer. Indian and Alaska Native Alone	788	0.58%
Asian Alone	23,083	17.02%
Native Hawaiian and Other Pacific Island Alone	83	0.06%
Some Other Race Alone	7,124	5.25%
Two or More Races	4,804	3.54%
2018 Est. Population by Hispanic or Latino Origin	135,603	
Not Hispanic or Latino	115,433	85.13%
Hispanic or Latino	20,170	14.87%
Mexican	15,440	76.55%
Puerto Rican	696	3.45%
Cuban	252	1.25%
All Other Hispanic or Latino	3,782	18.75%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	20,170	
White Alone	11,334	56.19%
Black or African American Alone	280	1.39%
American Indian and Alaska Native Alone	217	1.08%
Asian Alone	65	0.32%
Native Hawaiian and Other Pacific Islander Alone	11	0.06%
Some Other Race Alone	6,894	34.18%
Two or More Races	1,368	6.78%
2018 Est. Pop by Race, Asian Alone, by Category	23,083	
Chinese, except Taiwanese	2,324	10.07%
Filipino	2,113	9.15%
Japanese	138	0.60%
Asian Indian	7,469	32.36%
Korean	632	2.74%
Vietnamese	7,417	32.13%
Cambodian	227	0.98%
Hmong	7	0.03%
Laotian	32	0.14%
Thai	81	0.35%
All Other Asian Races Including 2+ Category	2,643	11.45%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	135,603	
Arab	457	0.34%
Czech	400	0.30%
Danish	290	0.21%
Dutch	640	0.47%
English	9,975	7.36%
French (except Basque)	1,145	0.84%
French Canadian	392	0.29%
German	12,687	9.36%
Greek	215	0.16%
Hungarian	313	0.23%
Irish	8,451	6.23%
Italian	2,366	1.75%
Lithuanian	43	0.03%
United States or American	9,751	7.19%
Norwegian	655	0.48%
Polish	1,073	0.79%
Portuguese	205	0.15%
Russian	155	0.11%
Scottish	2,593	1.91%
Scotch-Irish	886	0.65%
Slovak	40	0.03%
Subsaharan African	5,436	4.01%
Swedish	382	0.28%
Swiss	230	0.17%
Ukrainian	12	0.01%
Welsh	362	0.27%
West Indian (except Hisp. groups)	261	0.19%
Other ancestries	56,274	41.50%
Ancestry Unclassified	19,914	14.69%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	94,018	74.73%
Speak Asian/Pacific Island Language at Home	7,232	5.75%
Speak IndoEuropean Language at Home	6,773	5.38%
Speak Spanish at Home	14,175	11.27%
Speak Other Language at Home	3,612	2.87%
2018 Est. Population by Age	135,603	
Age 0 - 4	9,794	7.22%
Age 5 - 9	10,759	7.93%
Age 10 - 14	11,417	8.42%
Age 15 - 17	6,866	5.06%
Age 18 - 20	5,911	4.36%
Age 21 - 24	7,124	5.25%
Age 25 - 34	13,788	10.17%
Age 35 - 44	21,354	15.75%
Age 45 - 54	21,338	15.74%
Age 55 - 64	15,042	11.09%
Age 65 - 74	8,282	6.11%
Age 75 - 84	3,116	2.30%
Age 85 and over	813	0.60%
Age 16 and over	101,377	74.76%
Age 18 and over	96,767	71.36%
Age 21 and over	90,856	67.00%
Age 65 and over	12,210	9.00%
2018 Est. Median Age		36.14
2018 Est. Average Age		35.17

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	135,603	
Male	66,650	49.15%
Female	68,953	50.85%
2018 Est. Male Population by Age	66,650	
Age 0 - 4	4,960	7.44%
Age 5 - 9	5,379	8.07%
Age 10 - 14	5,810	8.72%
Age 15 - 17	3,474	5.21%
Age 18 - 20	3,030	4.55%
Age 21 - 24	3,639	5.46%
Age 25 - 34	6,629	9.95%
Age 35 - 44	10,001	15.01%
Age 45 - 54	10,636	15.96%
Age 55 - 64	7,563	11.35%
Age 65 - 74	3,844	5.77%
Age 75 - 84	1,409	2.11%
Age 85 and over	275	0.41%
2018 Est. Median Age, Male		35.46
2018 Est. Average Age, Male		34.66

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	68,953	
Age 0 - 4	4,834	7.01%
Age 5 - 9	5,380	7.80%
Age 10 - 14	5,607	8.13%
Age 15 - 17	3,392	4.92%
Age 18 - 20	2,881	4.18%
Age 21 - 24	3,486	5.06%
Age 25 - 34	7,159	10.38%
Age 35 - 44	11,353	16.47%
Age 45 - 54	10,701	15.52%
Age 55 - 64	7,478	10.85%
Age 65 - 74	4,438	6.44%
Age 75 - 84	1,707	2.48%
Age 85 and over	537	0.78%
2018 Est. Median Age, Female		36.71
2018 Est. Average Age, Female		35.66
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	25,935	25.03%
Males, Never Married	13,482	13.01%
Females, Never Married	12,453	12.02%
Married, Spouse present	61,927	59.76%
Married, Spouse absent	4,371	4.22%
Widowed	3,493	3.37%
Males Widowed	658	0.64%
Females Widowed	2,835	2.74%
Divorced	7,908	7.63%
Males Divorced	3,495	3.37%
Females Divorced	4,413	4.26%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,683	3.2%
Some High School, no diploma	3,784	4.5%
High School Graduate (or GED)	17,749	21.2%
Some College, no degree	18,496	22.1%
Associate Degree	7,162	8.6%
Bachelor's Degree	23,627	28.2%
Master's Degree	8,170	9.8%
Professional School Degree	1,105	1.3%
Doctorate Degree	957	1.1%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,904	28.32%
High School Graduate	2,440	23.80%
Some College or Associate's Degree	2,806	27.37%
Bachelor's Degree or Higher	2,104	20.52%
Households		
2023 Projection	46,178	
2018 Estimate	41,651	
2010 Census	33,107	
2000 Census	14,647	
Growth 2018 - 2023		10.87%
Growth 2010 - 2018		25.81%
Growth 2000 - 2010		126.03%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	41,651	
Family Households	35,357	84.89%
Nonfamily Households	6,295	15.11%
2018 Est. Group Quarters Population	199	
2018 Households by Ethnicity, Hispanic/Latino	4,903	
2018 Est. Households by Household Income	41,651	
Income < \$15,000	1,194	2.87%
Income \$15,000 - \$24,999	1,499	3.60%
Income \$25,000 - \$34,999	1,424	3.42%
Income \$35,000 - \$49,999	3,495	8.39%
Income \$50,000 - \$74,999	6,852	16.45%
Income \$75,000 - \$99,999	6,545	15.71%
Income \$100,000 - \$124,999	6,571	15.78%
Income \$125,000 - \$149,999	4,686	11.25%
Income \$150,000 - \$199,999	4,769	11.45%
Income \$200,000 - \$249,999	2,050	4.92%
Income \$250,000 - \$499,999	1,958	4.70%
Income \$500,000+	607	1.46%
2018 Est. Average Household Income		\$118,333
2018 Est. Median Household Income		\$99,294

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$100,194
Black or African American Alone		\$100,456
American Indian and Alaska Native Alone		\$79,741
Asian Alone		\$103,367
Native Hawaiian and Other Pacific Islander Alone		\$88,536
Some Other Race Alone		\$84,470
Two or More Races		\$109,186
Hispanic or Latino		\$78,761
Not Hispanic or Latino		\$102,961
2018 Est. Family HH Type by Presence of Own Child.	35,357	
Married-Couple Family, own children	17,526	49.57%
Married-Couple Family, no own children	12,202	34.51%
Male Householder, own children	939	2.66%
Male Householder, no own children	788	2.23%
Female Householder, own children	2,456	6.95%
Female Householder, no own children	1,445	4.09%
2018 Est. Households by Household Size	41,651	
1-person	4,914	11.80%
2-person	11,145	26.76%
3-person	8,474	20.35%
4-person	8,865	21.28%
5-person	4,935	11.85%
6-person	2,080	4.99%
7-or-more-person	1,239	2.98%
2018 Est. Average Household Size		3.25

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	41,651	
Households with 1 or More People under Age 18:	22,206	53.31%
Married-Couple Family	18,189	81.91%
Other Family, Male Householder	1,103	4.97%
Other Family, Female Householder	2,817	12.69%
Nonfamily, Male Householder	80	0.36%
Nonfamily, Female Householder	16	0.07%
Households with No People under Age 18:	19,446	46.69%
Married-Couple Family	11,539	59.34%
Other Family, Male Householder	629	3.24%
Other Family, Female Householder	1,079	5.55%
Nonfamily, Male Householder	3,044	15.65%
Nonfamily, Female Householder	3,155	16.22%
2018 Est. Households by Number of Vehicles	41,651	
No Vehicles	440	1.06%
1 Vehicle	7,028	16.87%
2 Vehicles	22,129	53.13%
3 Vehicles	8,418	20.21%
4 Vehicles	2,445	5.87%
5 or more Vehicles	1,192	2.86%
2018 Est. Average Number of Vehicles		2.25

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Wylie, Texas

DESCRIPTION	DATA	%
Family Households		
2023 Projection	39,203	
2018 Estimate	35,357	
2010 Census	28,075	
2000 Census	12,270	
Growth 2018 - 2023		10.88%
Growth 2010 - 2018		25.94%
Growth 2000 - 2010		128.81%
2018 Est. Families by Poverty Status	35,357	
2018 Families at or Above Poverty	34,120	96.50%
2018 Families at or Above Poverty with Children	20,623	58.33%
2018 Families Below Poverty	1,236	3.50%
2018 Families Below Poverty with Children	854	2.42%
2018 Est. Pop 16+ by Employment Status	101,376	
Civilian Labor Force, Employed	69,512	68.57%
Civilian Labor Force, Unemployed	3,476	3.43%
Armed Forces	16	0.02%
Not in Labor Force	28,372	27.99%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	69,913	
For-Profit Private Workers	52,504	75.10%
Non-Profit Private Workers	3,448	4.93%
Local Government Workers	1,040	1.49%
State Government Workers	1,950	2.79%
Federal Government Workers	4,617	6.60%
Self-Employed Workers	6,303	9.02%
Unpaid Family Workers	50	0.07%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	69,913	
Architect/Engineer	2,680	3.83%
Arts/Entertainment/Sports	1,113	1.59%
Building Grounds Maintenance	1,299	1.86%
Business/Financial Operations	4,662	6.67%
Community/Social Services	796	1.14%
Computer/Mathematical	4,043	5.78%
Construction/Extraction	2,321	3.32%
Education/Training/Library	5,119	7.32%
Farming/Fishing/Forestry	22	0.03%
Food Prep/Serving	2,205	3.15%
Health Practitioner/Technician	5,072	7.26%
Healthcare Support	595	0.85%
Maintenance Repair	2,052	2.94%
Legal	732	1.05%
Life/Physical/Social Science	471	0.67%
Management	9,330	13.35%
Office/Admin. Support	9,222	13.19%
Production	2,621	3.75%
Protective Services	1,367	1.96%
Sales/Related	8,954	12.81%
Personal Care/Service	2,818	4.03%
Transportation/Moving	2,418	3.46%
2018 Est. Pop 16+ by Occupation Classification	69,913	
Blue Collar	52,195	74.66%
White Collar	9,412	13.46%
Service and Farm	8,306	11.88%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	68,475	
Drove Alone	56,339	82.28%
Car Pooled	5,392	7.87%
Public Transportation	790	1.15%
Walked	389	0.57%
Bicycle	20	0.03%
Other Means	771	1.13%
Worked at Home	4,772	6.97%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,981	
15 - 29 Minutes	17,878	
30 - 44 Minutes	18,608	
45 - 59 Minutes	11,106	
60 or more Minutes	7,236	
2018 Est. Avg Travel Time to Work in Minutes		35.76
2018 Est. Occupied Housing Units by Tenure	41,651	
Owner Occupied	36,223	86.97%
Renter Occupied	5,429	13.04%
2018 Owner Occ. HUs: Avg. Length of Residence		10.55
2018 Renter Occ. HUs: Avg. Length of Residence		5.03

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	41,651	
Value Less than \$20,000	624	1.72%
Value \$20,000 - \$39,999	479	1.32%
Value \$40,000 - \$59,999	241	0.67%
Value \$60,000 - \$79,999	227	0.63%
Value \$80,000 - \$99,999	436	1.20%
Value \$100,000 - \$149,999	3,214	8.87%
Value \$150,000 - \$199,999	7,710	21.29%
Value \$200,000 - \$299,999	10,771	29.74%
Value \$300,000 - \$399,999	6,523	18.01%
Value \$400,000 - \$499,999	3,172	8.76%
Value \$500,000 - \$749,999	1,869	5.16%
Value \$750,000 - \$999,999	591	1.63%
Value \$1,000,000 or \$1,499,999	203	0.56%
Value \$1,500,000 or \$1,999,999	61	0.17%
Value \$2,000,000+	103	0.28%
2018 Est. Median All Owner-Occupied Housing Value		\$242,173
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	38,019	88.21%
1 Unit Detached	904	2.10%
2 Units	100	0.23%
3 or 4 Units	375	0.87%
5 to 19 Units	968	2.25%
20 to 49 Units	353	0.82%
50 or More Units	280	0.65%
Mobile Home or Trailer	2,089	4.85%
Boat, RV, Van, etc.	15	0.04%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	6,998	16.24%
Housing Units Built 2010 to 2014	1,684	3.91%
Housing Units Built 2000 to 2009	18,821	43.67%
Housing Units Built 1990 to 1999	8,531	19.79%
Housing Units Built 1980 to 1989	4,047	9.39%
Housing Units Built 1970 to 1979	1,736	4.03%
Housing Units Built 1960 to 1969	750	1.74%
Housing Units Built 1950 to 1959	323	0.75%
Housing Units Built 1940 to 1949	114	0.26%
Housing Unit Built 1939 or Earlier	98	0.23%
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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