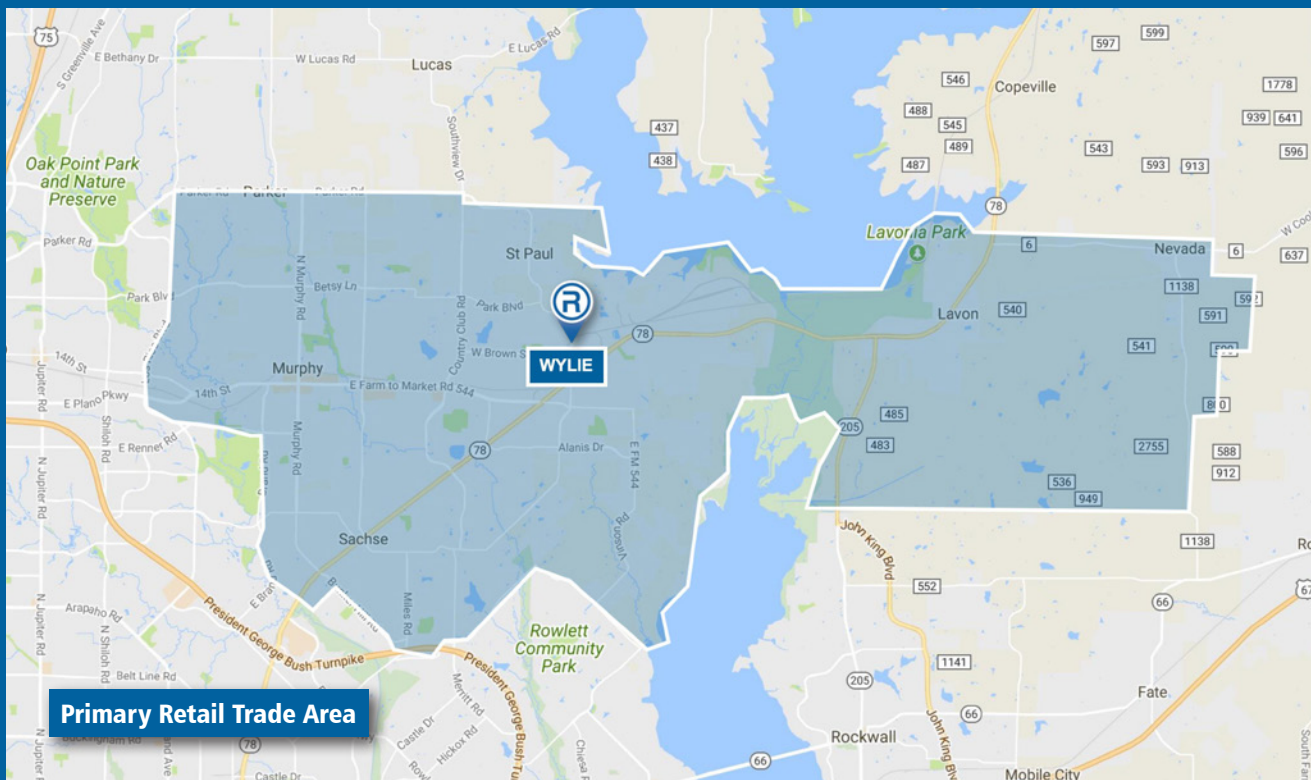


# Retail Market Profile 2018



**Primary Retail Trade Area**



**Wylie Economic Development  
CORPORATION**

## Contact Information

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## Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Primary Retail Trade Area	44,164	104,772	135,603	151,468

## Income

	2018 ESTIMATE
Average Household	\$118,333
Median Household	\$99,294
Per Capita	\$36,400

## Educational Attainment

	2018 ESTIMATE
Graduate or Professional	12.2%
Bachelor's Degree	28.2%
Associate Degree	8.6%
Some College, No Degree	22.1%
High School Graduate	21.2%
Some High School, No Degree	4.5%
Less than 9th Grade	3.2%

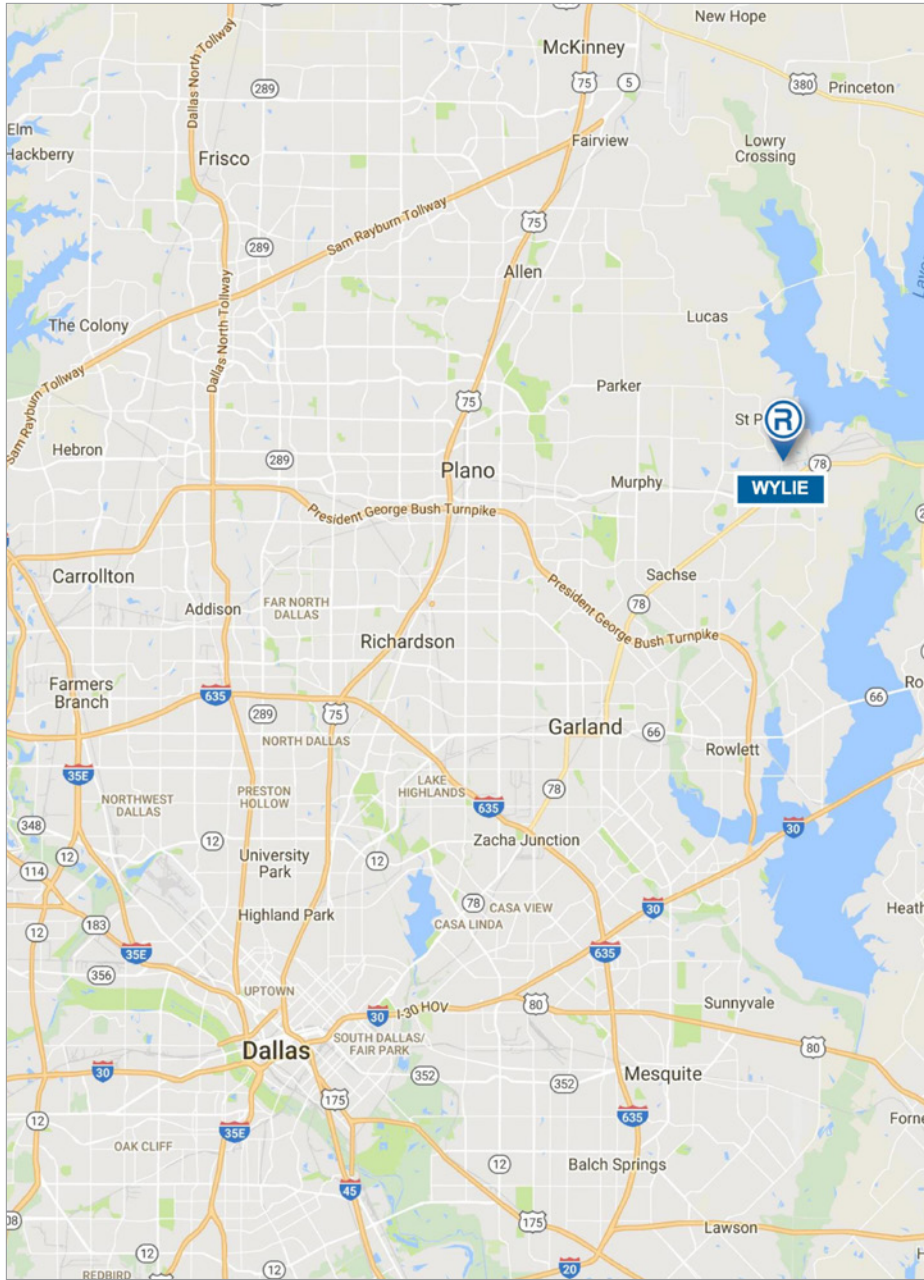
## Race Distribution

	2018 ESTIMATE
White	60.90%
Black or African American	12.64%
American Indian/Alaskan	0.58%
Asian	17.02%
Native Hawaiian/Islander	0.06%
Other Race	5.25%
Two or More Races	3.54%
Hispanic or Latino (of any race)	14.87%

## Age

GROUPS	2018 ESTIMATE
9 Years and Under	15.16%
10-17 Years	13.48%
18-24 Years	9.61%
25-34 Years	10.17%
35-44 Years	15.75%
45-54 Years	15.74%
55-64 Years	11.09%
65 Years and Over	9.01%
DISTRIBUTION	2018 ESTIMATE
Median Age	36.14
Average Age	35.17

## LOCATION MAP



## EXISTING RETAIL

