TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

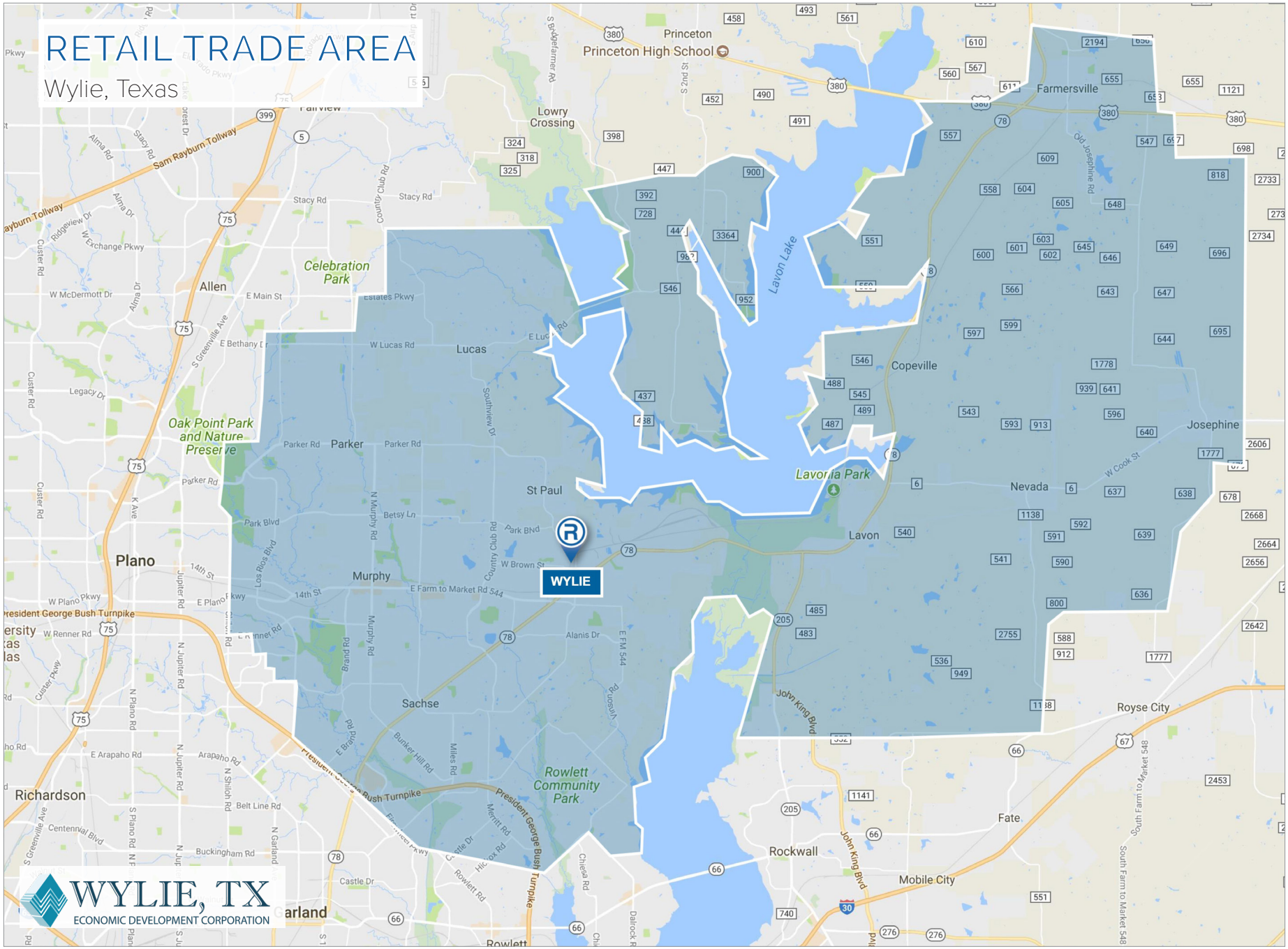
Wylie, Texas

Wylie Economic Development CORPORATION

Prepared for
Wylie Economic Development Corporation
September 2018

RETAIL TRADE AREA

Wylie, Texas



WYLIE, TX
ECONOMIC DEVELOPMENT CORPORATION

CONTACT WYLIE ECONOMIC DEVELOPMENT CORPORATION

250 South Highway 78 | Wylie, Texas 75098 | 972.442.7901

Info@wylieedc.com | www.wylieedc.com

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	239,386	
2018 Estimate	215,264	
2010 Census	170,215	
2000 Census	84,684	
Growth 2018 - 2023		11.21%
Growth 2010 - 2018		26.47%
Growth 2000 - 2010		101.00%
2018 Est. Population by Single-Classification Race	215,264	
White Alone	135,066	62.74%
Black or African American Alone	24,989	11.61%
Amer. Indian and Alaska Native Alone	1,275	0.59%
Asian Alone	35,421	16.46%
Native Hawaiian and Other Pacific Island Alone	133	0.06%
Some Other Race Alone	10,980	5.10%
Two or More Races	7,401	3.44%
2018 Est. Population by Hispanic or Latino Origin	215,264	
Not Hispanic or Latino	183,454	85.22%
Hispanic or Latino	31,811	14.78%
Mexican	24,627	77.42%
Puerto Rican	1,072	3.37%
Cuban	391	1.23%
All Other Hispanic or Latino	5,721	17.98%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	31,811	
White Alone	18,257	57.39%
Black or African American Alone	420	1.32%
American Indian and Alaska Native Alone	359	1.13%
Asian Alone	103	0.32%
Native Hawaiian and Other Pacific Islander Alone	16	0.05%
Some Other Race Alone	10,621	33.39%
Two or More Races	2,034	6.39%
2018 Est. Pop by Race, Asian Alone, by Category	35,421	
Chinese, except Taiwanese	4,522	12.77%
Filipino	3,205	9.05%
Japanese	208	0.59%
Asian Indian	11,162	31.51%
Korean	996	2.81%
Vietnamese	10,434	29.46%
Cambodian	404	1.14%
Hmong	9	0.03%
Laotian	249	0.70%
Thai	217	0.61%
All Other Asian Races Including 2+ Category	4,014	11.33%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	215,264	
Arab	1,343	0.62%
Czech	634	0.30%
Danish	353	0.16%
Dutch	1,001	0.47%
English	15,521	7.21%
French (except Basque)	2,094	0.97%
French Canadian	537	0.25%
German	19,439	9.03%
Greek	572	0.27%
Hungarian	370	0.17%
Irish	13,260	6.16%
Italian	4,246	1.97%
Lithuanian	82	0.04%
United States or American	15,902	7.39%
Norwegian	1,000	0.47%
Polish	2,059	0.96%
Portuguese	263	0.12%
Russian	254	0.12%
Scottish	3,454	1.61%
Scotch-Irish	1,450	0.67%
Slovak	70	0.03%
Subsaharan African	6,781	3.15%
Swedish	795	0.37%
Swiss	295	0.14%
Ukrainian	106	0.05%
Welsh	734	0.34%
West Indian (except Hisp. groups)	463	0.22%
Other ancestries	90,897	42.23%
Ancestry Unclassified	31,291	14.54%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	149,891	74.70%
Speak Asian/Pacific Island Language at Home	11,912	5.94%
Speak IndoEuropean Language at Home	10,284	5.13%
Speak Spanish at Home	23,287	11.61%
Speak Other Language at Home	5,278	2.63%
2018 Est. Population by Age	215,264	
Age 0 - 4	14,612	6.79%
Age 5 - 9	16,214	7.53%
Age 10 - 14	17,828	8.28%
Age 15 - 17	10,791	5.01%
Age 18 - 20	9,352	4.34%
Age 21 - 24	11,479	5.33%
Age 25 - 34	22,027	10.23%
Age 35 - 44	31,815	14.78%
Age 45 - 54	34,140	15.86%
Age 55 - 64	25,700	11.94%
Age 65 - 74	14,351	6.67%
Age 75 - 84	5,521	2.57%
Age 85 and over	1,435	0.67%
Age 16 and over	163,063	75.75%
Age 18 and over	155,819	72.39%
Age 21 and over	146,467	68.04%
Age 65 and over	21,307	9.90%
2018 Est. Median Age		36.86
2018 Est. Average Age		35.99

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Sex	215,264	
Male	105,853	49.17%
Female	109,411	50.83%
2018 Est. Male Population by Age	105,853	
Age 0 - 4	7,405	7.00%
Age 5 - 9	8,148	7.70%
Age 10 - 14	9,097	8.59%
Age 15 - 17	5,477	5.17%
Age 18 - 20	4,807	4.54%
Age 21 - 24	5,850	5.53%
Age 25 - 34	10,613	10.03%
Age 35 - 44	14,846	14.03%
Age 45 - 54	16,972	16.03%
Age 55 - 64	12,860	12.15%
Age 65 - 74	6,735	6.36%
Age 75 - 84	2,522	2.38%
Age 85 and over	522	0.49%
2018 Est. Median Age, Male		36.16
2018 Est. Average Age, Male		35.47

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	109,411	
Age 0 - 4	7,207	6.59%
Age 5 - 9	8,065	7.37%
Age 10 - 14	8,732	7.98%
Age 15 - 17	5,314	4.86%
Age 18 - 20	4,545	4.15%
Age 21 - 24	5,629	5.15%
Age 25 - 34	11,414	10.43%
Age 35 - 44	16,969	15.51%
Age 45 - 54	17,167	15.69%
Age 55 - 64	12,840	11.74%
Age 65 - 74	7,617	6.96%
Age 75 - 84	2,999	2.74%
Age 85 and over	913	0.83%
2018 Est. Median Age, Female		37.45
2018 Est. Average Age, Female		36.48
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	41,328	24.81%
Males, Never Married	21,741	13.05%
Females, Never Married	19,587	11.76%
Married, Spouse present	99,171	59.52%
Married, Spouse absent	6,791	4.08%
Widowed	6,205	3.72%
Males Widowed	1,193	0.72%
Females Widowed	5,012	3.01%
Divorced	13,116	7.87%
Males Divorced	5,906	3.55%
Females Divorced	7,210	4.33%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,095	3.8%
Some High School, no diploma	6,103	4.5%
High School Graduate (or GED)	27,806	20.6%
Some College, no degree	29,035	21.5%
Associate Degree	10,928	8.1%
Bachelor's Degree	38,248	28.3%
Master's Degree	13,837	10.3%
Professional School Degree	2,189	1.6%
Doctorate Degree	1,747	1.3%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,264	32.45%
High School Graduate	3,588	22.12%
Some College or Associate's Degree	4,015	24.75%
Bachelor's Degree or Higher	3,357	20.69%
Households		
2023 Projection	74,758	
2018 Estimate	67,644	
2010 Census	54,879	
2000 Census	28,583	
Growth 2018 - 2023		10.52%
Growth 2010 - 2018		23.26%
Growth 2000 - 2010		92.00%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	67,644	
Family Households	56,612	83.69%
Nonfamily Households	11,032	16.31%
2018 Est. Group Quarters Population	204	
2018 Households by Ethnicity, Hispanic/Latino	7,704	
2018 Est. Households by Household Income	67,644	
Income < $15,000	2,400	3.55%
Income $15,000 - $24,999	2,676	3.96%
Income $25,000 - $34,999	2,844	4.20%
Income $35,000 - $49,999	5,902	8.73%
Income $50,000 - $74,999	10,745	15.89%
Income $75,000 - $99,999	9,827	14.53%
Income $100,000 - $124,999	9,629	14.24%
Income $125,000 - $149,999	7,148	10.57%
Income $150,000 - $199,999	7,872	11.64%
Income $200,000 - $249,999	3,566	5.27%
Income $250,000 - $499,999	3,646	5.39%
Income $500,000+	1,388	2.05%
2018 Est. Average Household Income		$121,603
2018 Est. Median Household Income		$98,516

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$98,516
Black or African American Alone		$97,927
American Indian and Alaska Native Alone		$71,591
Asian Alone		$111,141
Native Hawaiian and Other Pacific Islander Alone		$76,084
Some Other Race Alone		$78,585
Two or More Races		$105,265
Hispanic or Latino		$73,837
Not Hispanic or Latino		$102,506
2018 Est. Family HH Type by Presence of Own Child.	56,612	
Married-Couple Family, own children	26,992	47.68%
Married-Couple Family, no own children	20,699	36.56%
Male Householder, own children	1,504	2.66%
Male Householder, no own children	1,270	2.24%
Female Householder, own children	3,706	6.55%
Female Householder, no own children	2,440	4.31%
2018 Est. Households by Household Size	67,644	
1-person	8,783	12.98%
2-person	18,873	27.90%
3-person	13,383	19.78%
4-person	13,816	20.43%
5-person	7,621	11.27%
6-person	3,221	4.76%
7-or-more-person	1,948	2.88%
2018 Est. Average Household Size		3.18

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	67,644	
Households with 1 or More People under Age 18:	34,385	50.83%
Married-Couple Family	28,153	81.88%
Other Family, Male Householder	1,773	5.16%
Other Family, Female Householder	4,317	12.56%
Nonfamily, Male Householder	117	0.34%
Nonfamily, Female Householder	25	0.07%
Households with No People under Age 18:	33,259	49.17%
Married-Couple Family	19,535	58.74%
Other Family, Male Householder	1,004	3.02%
Other Family, Female Householder	1,827	5.49%
Nonfamily, Male Householder	5,346	16.07%
Nonfamily, Female Householder	5,548	16.68%
2018 Est. Households by Number of Vehicles	67,644	
No Vehicles	745	1.10%
1 Vehicle	11,972	17.70%
2 Vehicles	34,582	51.12%
3 Vehicles	14,218	21.02%
4 Vehicles	4,185	6.19%
5 or more Vehicles	1,941	2.87%
2018 Est. Average Number of Vehicles		2.26

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	62,570	
2018 Estimate	56,612	
2010 Census	45,898	
2000 Census	23,679	
Growth 2018 - 2023		10.52%
Growth 2010 - 2018		23.34%
Growth 2000 - 2010		93.83%
2018 Est. Families by Poverty Status	56,612	
2018 Families at or Above Poverty	54,334	95.98%
2018 Families at or Above Poverty with Children	31,762	56.11%
2018 Families Below Poverty	2,277	4.02%
2018 Families Below Poverty with Children	1,640	2.90%
2018 Est. Pop 16+ by Employment Status	163,063	
Civilian Labor Force, Employed	110,335	67.66%
Civilian Labor Force, Unemployed	5,355	3.28%
Armed Forces	47	0.03%
Not in Labor Force	47,326	29.02%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	111,084	
For-Profit Private Workers	83,012	74.73%
Non-Profit Private Workers	5,300	4.77%
Local Government Workers	1,544	1.39%
State Government Workers	3,254	2.93%
Federal Government Workers	7,328	6.60%
Self-Employed Workers	10,548	9.50%
Unpaid Family Workers	98	0.09%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	111,084	
Architect/Engineer	4,044	3.64%
Arts/Entertainment/Sports	1,783	1.61%
Building Grounds Maintenance	2,158	1.94%
Business/Financial Operations	7,618	6.86%
Community/Social Services	1,274	1.15%
Computer/Mathematical	6,959	6.27%
Construction/Extraction	3,758	3.38%
Education/Training/Library	7,848	7.07%
Farming/Fishing/Forestry	44	0.04%
Food Prep/Serving	3,941	3.55%
Health Practitioner/Technician	7,550	6.80%
Healthcare Support	1,007	0.91%
Maintenance Repair	3,482	3.14%
Legal	1,215	1.09%
Life/Physical/Social Science	796	0.72%
Management	15,557	14.01%
Office/Admin. Support	13,869	12.49%
Production	4,401	3.96%
Protective Services	1,974	1.78%
Sales/Related	13,902	12.52%
Personal Care/Service	3,735	3.36%
Transportation/Moving	4,169	3.75%
2018 Est. Pop 16+ by Occupation Classification	111,084	
Blue Collar	82,415	74.19%
White Collar	15,809	14.23%
Service and Farm	12,860	11.58%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	109,155	
Drove Alone	89,360	81.87%
Car Pooled	8,715	7.98%
Public Transportation	1,264	1.16%
Walked	649	0.60%
Bicycle	45	0.04%
Other Means	1,125	1.03%
Worked at Home	7,997	7.33%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,800	
15 - 29 Minutes	29,413	
30 - 44 Minutes	28,933	
45 - 59 Minutes	16,824	
60 or more Minutes	11,262	
2018 Est. Avg Travel Time to Work in Minutes		35.3
2018 Est. Occupied Housing Units by Tenure	67,644	
Owner Occupied	57,708	85.31%
Renter Occupied	9,937	14.69%
2018 Owner Occ. HUs: Avg. Length of Residence		11.06
2018 Renter Occ. HUs: Avg. Length of Residence		5.26

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	67,644	
Value Less than $20,000	833	1.44%
Value $20,000 - $39,999	790	1.37%
Value $40,000 - $59,999	558	0.97%
Value $60,000 - $79,999	552	0.96%
Value $80,000 - $99,999	1,006	1.74%
Value $100,000 - $149,999	5,119	8.87%
Value $150,000 - $199,999	11,116	19.26%
Value $200,000 - $299,999	16,411	28.44%
Value $300,000 - $399,999	10,033	17.39%
Value $400,000 - $499,999	5,353	9.28%
Value $500,000 - $749,999	4,026	6.98%
Value $750,000 - $999,999	1,289	2.23%
Value $1,000,000 or $1,499,999	380	0.66%
Value $1,500,000 or $1,999,999	101	0.18%
Value $2,000,000+	141	0.24%
2018 Est. Median All Owner-Occupied Housing Value		$248,772
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	59,790	85.18%
1 Unit Detached	1,378	1.96%
2 Units	153	0.22%
3 or 4 Units	649	0.93%
5 to 19 Units	2,014	2.87%
20 to 49 Units	733	1.04%
50 or More Units	1,093	1.56%
Mobile Home or Trailer	4,191	5.97%
Boat, RV, Van, etc.	187	0.27%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	10,365	14.77%
Housing Units Built 2010 to 2014	2,621	3.73%
Housing Units Built 2000 to 2009	27,444	39.10%
Housing Units Built 1990 to 1999	15,491	22.07%
Housing Units Built 1980 to 1989	7,787	11.09%
Housing Units Built 1970 to 1979	3,628	5.17%
Housing Units Built 1960 to 1969	1,418	2.02%
Housing Units Built 1950 to 1959	825	1.18%
Housing Units Built 1940 to 1949	203	0.29%
Housing Unit Built 1939 or Earlier	406	0.58%
2018 Est. Median Year Structure Built		2002

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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