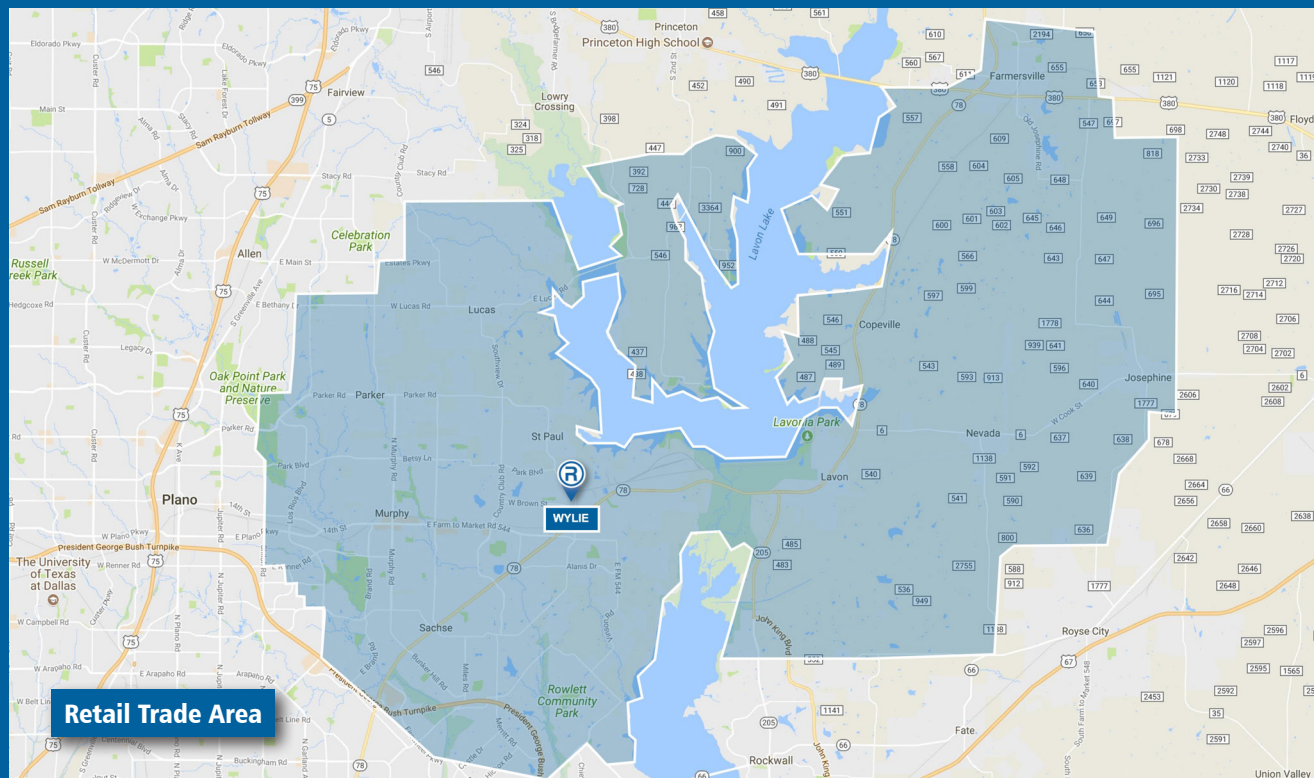


# Retail Market Profile



**Wylie Economic Development  
CORPORATION**

## Contact Information

Wylie Economic Development Corporation  
250 South Highway 78  
Wylie, Texas 75098  
Phone 972.442.7901  
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All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2020 ESTIMATE	2025 PROJECTION
Retail Trade Area	84,684	170,215	233,705	246,203

## Income

	2020 ESTIMATE
Average Household	\$121,603
Median Household	\$98,516
Per Capita	\$38,249

## Educational Attainment

	2020 ESTIMATE
Graduate or Professional	13.2%
Bachelor's Degree	28.3%
Associate Degree	8.1%
Some College, No Degree	21.5%
High School Graduate	20.6%
Some High School, No Degree	4.5%
Less than 9th Grade	3.8%

## Race Distribution

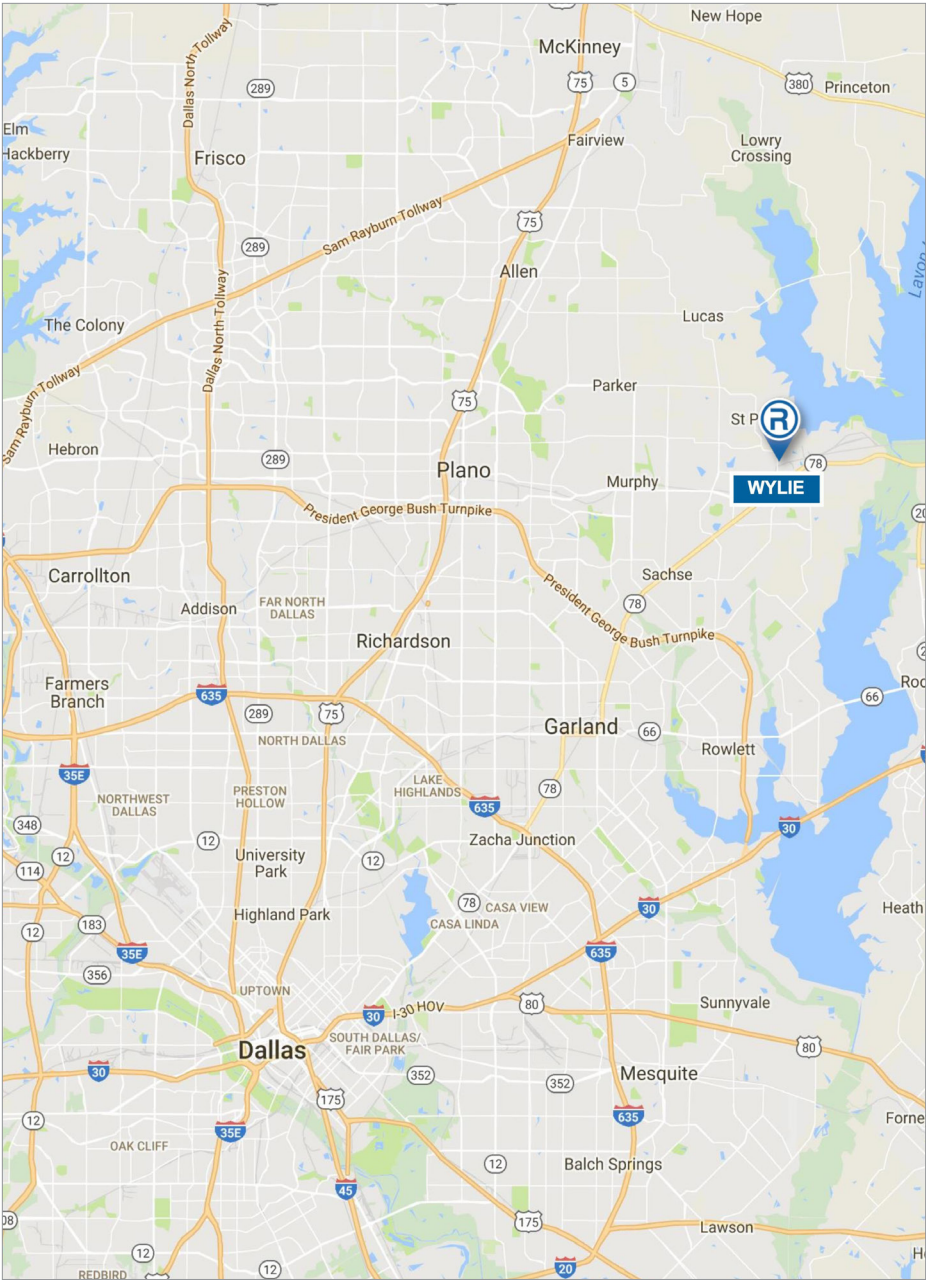
	2020 ESTIMATE
White	62.74%
Black or African American	11.61%
American Indian/Alaskan	0.59%
Asian	16.46%
Native Hawaiian/Islander	0.06%
Other Race	5.10%
Two or More Races	3.44%
Hispanic or Latino (of any race)	14.78%

## Age

GROUPS	2020 ESTIMATE
9 Years and Under	14.32%
10-17 Years	13.30%
18-24 Years	9.68%
25-34 Years	10.23%
35-44 Years	14.78%
45-54 Years	15.86%
55-64 Years	11.94%
65 Years and Over	9.90%
DISTRIBUTION	2020 ESTIMATE
Median Age	36.86
Average Age	35.99



# LOCATION MAP



# EXISTING RETAIL

