



TheRetailCoach®

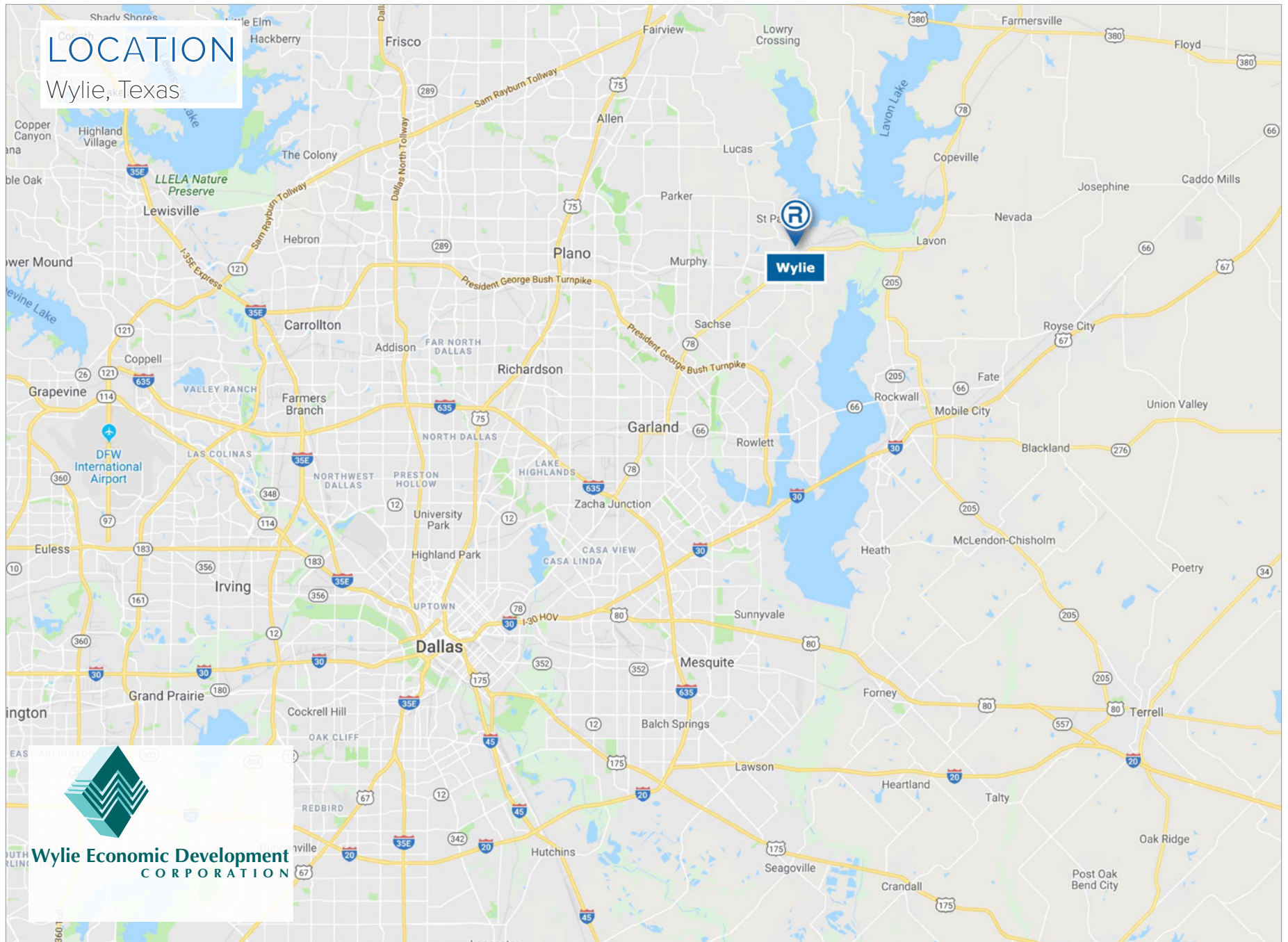
# COMMUNITY DEMOGRAPHIC PROFILE

Wylie, Texas

Prepared for  
Wylie Economic Development Corporation  
March 2019



**Wylie Economic Development**  
CORPORATION



## LOCATION

Wylie, Texas



**Wylie Economic Development  
CORPORATION**

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# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2024 Projection	62,047	
2019 Estimate	55,820	
2010 Census	41,427	
2000 Census	16,019	
Growth 2019 - 2024		11.16%
Growth 2010 - 2019		34.74%
Growth 2000 - 2010		158.61%
<b>2019 Est. Population by Single-Classification Race</b>	55,820	
White Alone	35,031	62.76%
Black or African American Alone	8,783	15.74%
Amer. Indian and Alaska Native Alone	343	0.62%
Asian Alone	5,275	9.45%
Native Hawaiian and Other Pacific Island Alone	36	0.07%
Some Other Race Alone	4,222	7.56%
Two or More Races	2,130	3.82%
<b>2019 Est. Population by Hispanic or Latino Origin</b>	55,820	
Not Hispanic or Latino	45,248	81.06%
Hispanic or Latino	10,572	18.94%
Mexican	8,114	76.75%
Puerto Rican	352	3.33%
Cuban	142	1.34%
All Other Hispanic or Latino	1,964	18.58%

DESCRIPTION	DATA	%
<b>2019 Est. Hisp. or Latino Pop by Single-Class. Race</b>	10,572	
White Alone	5,469	51.73%
Black or African American Alone	162	1.53%
American Indian and Alaska Native Alone	104	0.98%
Asian Alone	24	0.23%
Native Hawaiian and Other Pacific Islander Alone	6	0.06%
Some Other Race Alone	4,127	39.04%
Two or More Races	680	6.43%
<b>2019 Est. Pop by Race, Asian Alone, by Category</b>	5,275	
Chinese, except Taiwanese	407	7.72%
Filipino	1,020	19.34%
Japanese	65	1.23%
Asian Indian	1,899	36.00%
Korean	47	0.89%
Vietnamese	882	16.72%
Cambodian	14	0.27%
Hmong	0	0.00%
Laotian	1	0.02%
Thai	19	0.36%
All Other Asian Races Including 2+ Category	921	17.46%



# COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2019 Est. Population by Ancestry</b>	55,820	
Arab	156	0.28%
Czech	87	0.16%
Danish	68	0.12%
Dutch	157	0.28%
English	3,966	7.11%
French (except Basque)	370	0.66%
French Canadian	129	0.23%
German	5,758	10.32%
Greek	18	0.03%
Hungarian	174	0.31%
Irish	3,903	6.99%
Italian	812	1.46%
Lithuanian	0	0.00%
United States or American	3,807	6.82%
Norwegian	260	0.47%
Polish	274	0.49%
Portuguese	110	0.20%
Russian	68	0.12%
Scottish	1,389	2.49%
Scotch-Irish	461	0.83%
Slovak	16	0.03%
Subsaharan African	2,391	4.28%
Swedish	121	0.22%
Swiss	133	0.24%
Ukrainian	10	0.02%
Welsh	104	0.19%
West Indian (except Hisp. groups)	69	0.12%
Other ancestries	22,808	40.86%
Ancestry Unclassified	8,201	14.69%

DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	38,941	75.44%
Speak Asian/Pacific Island Language at Home	2,131	4.13%
Speak IndoEuropean Language at Home	2,195	4.25%
Speak Spanish at Home	6,585	12.76%
Speak Other Language at Home	1,765	3.42%
<b>2019 Est. Population by Age</b>	55,820	
Age 0 - 4	4,203	7.53%
Age 5 - 9	4,377	7.84%
Age 10 - 14	4,732	8.48%
Age 15 - 17	2,817	5.05%
Age 18 - 20	2,421	4.34%
Age 21 - 24	2,898	5.19%
Age 25 - 34	6,216	11.14%
Age 35 - 44	9,337	16.73%
Age 45 - 54	8,581	15.37%
Age 55 - 64	5,499	9.85%
Age 65 - 74	3,072	5.50%
Age 75 - 84	1,281	2.30%
Age 85 and over	386	0.69%
Age 16 and over	41,584	74.50%
Age 18 and over	39,691	71.11%
Age 21 and over	37,270	66.77%
Age 65 and over	4,739	8.49%
<b>2019 Est. Median Age</b>		35.30
<b>2019 Est. Average Age</b>		34.60

# COMMUNITY • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2019 Est. Population by Sex</b>	55,820	
Male	27,311	48.93%
Female	28,509	51.07%
<b>2019 Est. Male Population by Age</b>	27,311	
Age 0 - 4	2,115	7.74%
Age 5 - 9	2,188	8.01%
Age 10 - 14	2,393	8.76%
Age 15 - 17	1,427	5.23%
Age 18 - 20	1,240	4.54%
Age 21 - 24	1,469	5.38%
Age 25 - 34	2,973	10.89%
Age 35 - 44	4,492	16.45%
Age 45 - 54	4,274	15.65%
Age 55 - 64	2,715	9.94%
Age 65 - 74	1,378	5.05%
Age 75 - 84	526	1.93%
Age 85 and over	121	0.44%
2019 Est. Median Age, Male		34.55
2019 Est. Average Age, Male		33.90

DESCRIPTION	DATA	%
<b>2019 Est. Female Population by Age</b>	28,509	
Age 0 - 4	2,088	7.32%
Age 5 - 9	2,189	7.68%
Age 10 - 14	2,339	8.20%
Age 15 - 17	1,390	4.88%
Age 18 - 20	1,181	4.14%
Age 21 - 24	1,429	5.01%
Age 25 - 34	3,243	11.38%
Age 35 - 44	4,845	17.00%
Age 45 - 54	4,307	15.11%
Age 55 - 64	2,784	9.77%
Age 65 - 74	1,694	5.94%
Age 75 - 84	755	2.65%
Age 85 and over	265	0.93%
2019 Est. Median Age, Female		35.91
2019 Est. Average Age, Female		35.20
<b>2019 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	10,964	25.79%
Males, Never Married	5,767	13.57%
Females, Never Married	5,197	12.23%
Married, Spouse present	24,194	56.92%
Married, Spouse absent	1,904	4.48%
Widowed	1,697	3.99%
Males Widowed	263	0.62%
Females Widowed	1,434	3.37%
Divorced	3,749	8.82%
Males Divorced	1,620	3.81%
Females Divorced	2,129	5.01%

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DESCRIPTION	DATA	%
<b>2019 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,191	3.5%
Some High School, no diploma	1,569	4.6%
High School Graduate (or GED)	8,432	24.5%
Some College, no degree	7,576	22.0%
Associate Degree	3,126	9.1%
Bachelor's Degree	9,085	26.4%
Master's Degree	2,771	8.1%
Professional School Degree	368	1.1%
Doctorate Degree	254	0.7%
<b>2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,349	25.22%
High School Graduate	1,511	28.24%
Some College or Associate's Degree	1,482	27.70%
Bachelor's Degree or Higher	1,008	18.84%
<b>Households</b>		
2024 Projection	19,370	
2019 Estimate	17,533	
2010 Census	13,306	
2000 Census	5,327	
<b>Growth</b>		
Growth 2019 - 2024		10.48%
Growth 2010 - 2019		31.77%
Growth 2000 - 2010		149.78%

DESCRIPTION	DATA	%
<b>2019 Est. Households by Household Type</b>		
Family Households	14,506	82.74%
Nonfamily Households	3,027	17.27%
<b>2019 Est. Group Quarters Population</b>		
2019 Est. Group Quarters Population	209	
<b>2019 Households by Ethnicity, Hispanic/Latino</b>		
2019 Households by Ethnicity, Hispanic/Latino	2,600	
<b>2019 Est. Households by Household Income</b>		
Income < \$15,000	563	3.21%
Income \$15,000 - \$24,999	753	4.30%
Income \$25,000 - \$34,999	647	3.69%
Income \$35,000 - \$49,999	1,659	9.46%
Income \$50,000 - \$74,999	2,983	17.01%
Income \$75,000 - \$99,999	2,574	14.68%
Income \$100,000 - \$124,999	2,694	15.37%
Income \$125,000 - \$149,999	2,203	12.57%
Income \$150,000 - \$199,999	1,984	11.32%
Income \$200,000 - \$249,999	765	4.36%
Income \$250,000 - \$499,999	574	3.27%
Income \$500,000+	134	0.76%
<b>2019 Est. Average Household Income</b>		
2019 Est. Average Household Income		\$109,456
<b>2019 Est. Median Household Income</b>		
2019 Est. Median Household Income		\$95,969

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DESCRIPTION	DATA	%
<b>2019 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$99,275
Black or African American Alone		\$92,348
American Indian and Alaska Native Alone		\$91,906
Asian Alone		\$88,988
Native Hawaiian and Other Pacific Islander Alone		\$130,582
Some Other Race Alone		\$85,498
Two or More Races		\$93,921
Hispanic or Latino		\$79,488
Not Hispanic or Latino		\$98,952
<b>2019 Est. Family HH Type by Presence of Own Child.</b>	14,506	
Married-Couple Family, own children	7,076	48.78%
Married-Couple Family, no own children	4,578	31.56%
Male Householder, own children	478	3.30%
Male Householder, no own children	379	2.61%
Female Householder, own children	1,284	8.85%
Female Householder, no own children	711	4.90%
<b>2019 Est. Households by Household Size</b>	17,533	
1-person	2,371	13.52%
2-person	4,617	26.33%
3-person	3,648	20.81%
4-person	3,633	20.72%
5-person	1,974	11.26%
6-person	800	4.56%
7-or-more-person	490	2.80%
<b>2019 Est. Average Household Size</b>		3.17

DESCRIPTION	DATA	%
<b>2019 Est. Households by Presence of People Under 18</b>	17,533	
Households with 1 or More People under Age 18:	9,413	53.69%
Married-Couple Family	7,349	78.07%
Other Family, Male Householder	562	5.97%
Other Family, Female Householder	1,451	15.42%
Nonfamily, Male Householder	43	0.46%
Nonfamily, Female Householder	8	0.09%
<b>Households with No People under Age 18:</b>	8,120	46.31%
Married-Couple Family	4,305	53.02%
Other Family, Male Householder	299	3.68%
Other Family, Female Householder	542	6.68%
Nonfamily, Male Householder	1,394	17.17%
Nonfamily, Female Householder	1,580	19.46%
<b>2019 Est. Households by Number of Vehicles</b>	17,533	
No Vehicles	328	1.87%
1 Vehicle	3,624	20.67%
2 Vehicles	8,619	49.16%
3 Vehicles	3,443	19.64%
4 Vehicles	1,069	6.10%
5 or more Vehicles	450	2.57%
<b>2019 Est. Average Number of Vehicles</b>		2.2

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2024 Projection	16,023	
2019 Estimate	14,506	
2010 Census	11,003	
2000 Census	4,399	
Growth 2019 - 2024		10.46%
Growth 2010 - 2019		31.84%
Growth 2000 - 2010		150.13%
<b>2019 Est. Families by Poverty Status</b>	14,506	
2019 Families at or Above Poverty	13,902	95.84%
2019 Families at or Above Poverty with Children	8,700	59.98%
2019 Families Below Poverty	604	4.16%
2019 Families Below Poverty with Children	437	3.01%
<b>2019 Est. Pop 16+ by Employment Status</b>	41,584	
Civilian Labor Force, Employed	28,966	69.66%
Civilian Labor Force, Unemployed	1,397	3.36%
Armed Forces	6	0.01%
Not in Labor Force	11,215	26.97%
<b>2019 Est. Civ. Employed Pop 16+ by Class of Worker</b>	28,952	
For-Profit Private Workers	21,916	75.70%
Non-Profit Private Workers	1,680	5.80%
Local Government Workers	358	1.24%
State Government Workers	661	2.28%
Federal Government Workers	2,239	7.73%
Self-Employed Workers	2,088	7.21%
Unpaid Family Workers	10	0.03%

DESCRIPTION	DATA	%
<b>2019 Est. Civ. Employed Pop 16+ by Occupation</b>	28,952	
Architect/Engineer	1,269	4.38%
Arts/Entertainment/Sports	550	1.90%
Building Grounds Maintenance	840	2.90%
Business/Financial Operations	1,927	6.66%
Community/Social Services	316	1.09%
Computer/Mathematical	1,531	5.29%
Construction/Extraction	1,229	4.25%
Education/Training/Library	2,459	8.49%
Farming/Fishing/Forestry	3	0.01%
Food Prep/Serving	966	3.34%
Health Practitioner/Technician	1,696	5.86%
Healthcare Support	187	0.65%
Maintenance Repair	951	3.29%
Legal	229	0.79%
Life/Physical/Social Science	76	0.26%
Management	3,334	11.52%
Office/Admin. Support	4,270	14.75%
Production	934	3.23%
Protective Services	445	1.54%
Sales/Related	3,430	11.85%
Personal Care/Service	998	3.45%
Transportation/Moving	1,312	4.53%
<b>2019 Est. Pop 16+ by Occupation Classification</b>	28,952	
White Collar	21,087	72.83%
Blue Collar	4,426	15.29%
Service and Farm	3,439	11.88%



# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Workers Age 16+ by Transp. to Work</b>	28,406	
Drove Alone	23,654	83.27%
Car Pooled	2,270	7.99%
Public Transportation	259	0.91%
Walked	170	0.60%
Bicycle	28	0.10%
Other Means	337	1.19%
Worked at Home	1,688	5.94%
<b>2019 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,061	
15 - 29 Minutes	6,712	
30 - 44 Minutes	7,952	
45 - 59 Minutes	4,478	
60 or more Minutes	3,555	
2019 Est. Avg Travel Time to Work in Minutes		37
<b>2019 Est. Occupied Housing Units by Tenure</b>	17,533	
Owner Occupied	14,610	83.33%
Renter Occupied	2,923	16.67%
<b>2019 Owner Occ. HUs: Avg. Length of Residence</b>		10.6
<b>2019 Renter Occ. HUs: Avg. Length of Residence</b>		5.5

DESCRIPTION	DATA	%
<b>2019 Est. Owner-Occupied Housing Units by Value</b>	17,533	
Value Less than \$20,000	618	4.23%
Value \$20,000 - \$39,999	293	2.01%
Value \$40,000 - \$59,999	155	1.06%
Value \$60,000 - \$79,999	205	1.40%
Value \$80,000 - \$99,999	216	1.48%
Value \$100,000 - \$149,999	1,425	9.75%
Value \$150,000 - \$199,999	3,065	20.98%
Value \$200,000 - \$299,999	3,902	26.71%
Value \$300,000 - \$399,999	2,562	17.54%
Value \$400,000 - \$499,999	1,166	7.98%
Value \$500,000 - \$749,999	672	4.60%
Value \$750,000 - \$999,999	274	1.88%
Value \$1,000,000 or \$1,499,999	48	0.33%
Value \$1,500,000 or \$1,999,999	5	0.03%
Value \$2,000,000+	4	0.03%
<b>2019 Est. Median All Owner-Occupied Housing Value</b>		\$228,118
<b>2019 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	15,063	82.97%
1 Unit Detached	479	2.64%
2 Units	136	0.75%
3 or 4 Units	161	0.89%
5 to 19 Units	603	3.32%
20 to 49 Units	286	1.58%
50 or More Units	215	1.18%
Mobile Home or Trailer	1,196	6.59%
Boat, RV, Van, etc.	15	0.08%

# COMMUNITY • DEMOGRAPHIC PROFILE

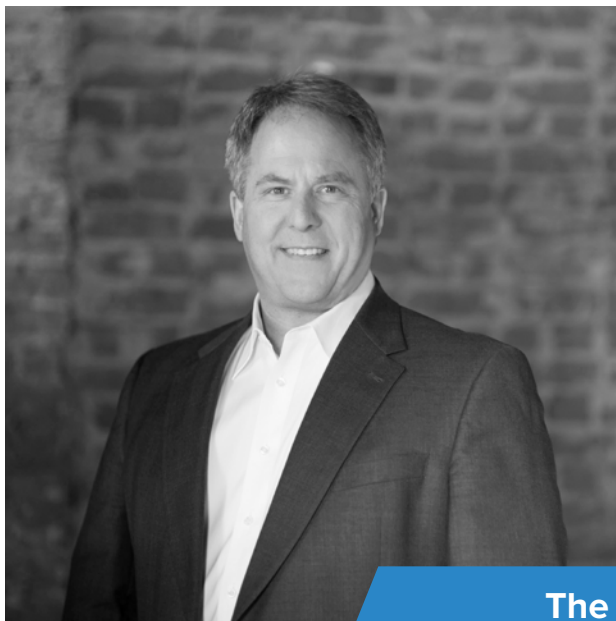
Wylie, Texas

DESCRIPTION	DATA	%
<b>2019 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,108	17.12%
Housing Units Built 2010 to 2014	1,028	5.66%
Housing Units Built 2000 to 2009	7,363	40.56%
Housing Units Built 1990 to 1999	3,027	16.67%
Housing Units Built 1980 to 1989	2,159	11.89%
Housing Units Built 1970 to 1979	670	3.69%
Housing Units Built 1960 to 1969	443	2.44%
Housing Units Built 1950 to 1959	211	1.16%
Housing Units Built 1940 to 1949	86	0.47%
Housing Unit Built 1939 or Earlier	59	0.33%
<b>2019 Est. Median Year Structure Built</b>		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 2019, ESRI 2019, 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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