TheRetail**Coach**®

PRIMARY RETAIL TRADE AREA
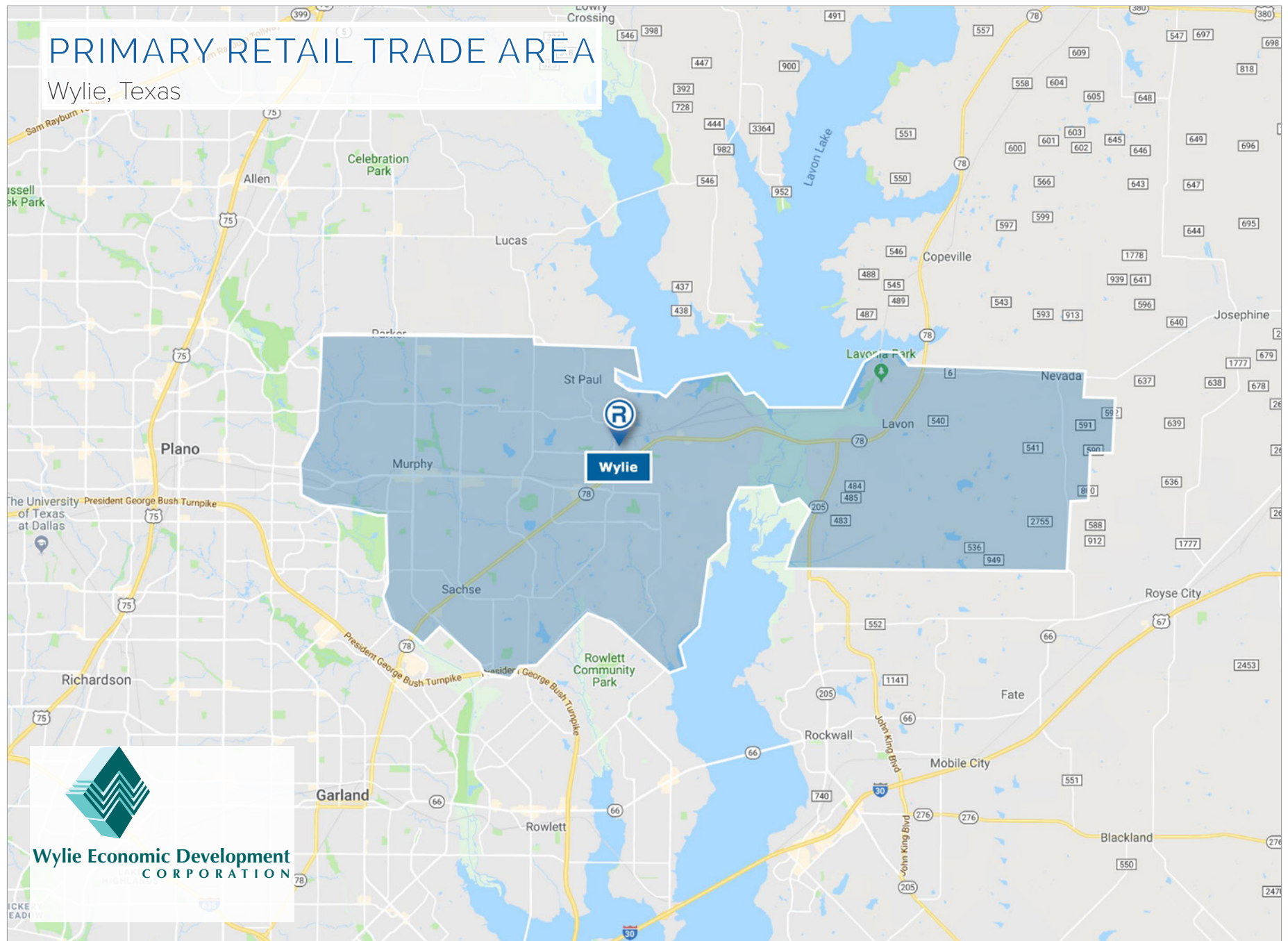# DEMOGRAPHIC PROFILE
Wylie, Texas

Prepared for
Wylie Economic Development Corporation
March 2019

Wylie Economic Development
C O R P O R A T I O N

PRIMARY RETAIL TRADE AREA
Wylie, Texas

Wylie

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Wylie, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	154,079	
2019 Estimate	138,887	
2010 Census	104,772	
2000 Census	44,180	
Growth 2019 - 2024		10.94%
Growth 2010 - 2019		32.56%
Growth 2000 - 2010		137.15%
2019 Est. Population by Single-Classification Race	138,887	
White Alone	83,015	59.77%
Black or African American Alone	17,989	12.95%
Amer. Indian and Alaska Native Alone	786	0.57%
Asian Alone	24,784	17.85%
Native Hawaiian and Other Pacific Island Alone	83	0.06%
Some Other Race Alone	7,220	5.20%
Two or More Races	5,010	3.61%
2019 Est. Population by Hispanic or Latino Origin	138,887	
Not Hispanic or Latino	118,343	85.21%
Hispanic or Latino	20,544	14.79%
Mexican	15,730	76.57%
Puerto Rican	709	3.45%
Cuban	252	1.23%
All Other Hispanic or Latino	3,853	18.76%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	20,544	
White Alone	11,575	56.34%
Black or African American Alone	289	1.41%
American Indian and Alaska Native Alone	224	1.09%
Asian Alone	67	0.33%
Native Hawaiian and Other Pacific Islander Alone	11	0.05%
Some Other Race Alone	6,982	33.99%
Two or More Races	1,396	6.80%
2019 Est. Pop by Race, Asian Alone, by Category	24,784	
Chinese, except Taiwanese	1,704	6.88%
Filipino	2,076	8.38%
Japanese	97	0.39%
Asian Indian	7,955	32.10%
Korean	560	2.26%
Vietnamese	8,410	33.93%
Cambodian	238	0.96%
Hmong	13	0.05%
Laotian	37	0.15%
Thai	65	0.26%
All Other Asian Races Including 2+ Category	3,628	14.64%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	138,887	
Arab	467	0.34%
Czech	409	0.30%
Danish	308	0.22%
Dutch	657	0.47%
English	10,221	7.36%
French (except Basque)	1,164	0.84%
French Canadian	402	0.29%
German	12,977	9.34%
Greek	216	0.16%
Hungarian	321	0.23%
Irish	8,616	6.20%
Italian	2,415	1.74%
Lithuanian	44	0.03%
United States or American	9,975	7.18%
Norwegian	669	0.48%
Polish	1,099	0.79%
Portuguese	204	0.15%
Russian	161	0.12%
Scottish	2,644	1.90%
Scotch-Irish	902	0.65%
Slovak	41	0.03%
Subsaharan African	5,580	4.02%
Swedish	393	0.28%
Swiss	238	0.17%
Ukrainian	13	0.01%
Welsh	367	0.26%
West Indian (except Hisp. groups)	263	0.19%
Other ancestries	57,774	41.60%
Ancestry Unclassified	20,347	14.65%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	93,821	72.77%
Speak Asian/Pacific Island Language at Home	9,343	7.25%
Speak IndoEuropean Language at Home	6,991	5.42%
Speak Spanish at Home	14,958	11.60%
Speak Other Language at Home	3,811	2.96%
2019 Est. Population by Age	138,887	
Age 0 - 4	9,963	7.17%
Age 5 - 9	10,843	7.81%
Age 10 - 14	11,459	8.25%
Age 15 - 17	7,005	5.04%
Age 18 - 20	6,058	4.36%
Age 21 - 24	7,382	5.32%
Age 25 - 34	14,371	10.35%
Age 35 - 44	20,999	15.12%
Age 45 - 54	22,061	15.88%
Age 55 - 64	15,692	11.30%
Age 65 - 74	8,777	6.32%
Age 75 - 84	3,396	2.45%
Age 85 and over	881	0.63%
Age 16 and over	104,323	75.11%
Age 18 and over	99,617	71.73%
Age 21 and over	93,559	67.36%
Age 65 and over	13,053	9.40%
2019 Est. Median Age		36.26
2019 Est. Average Age		35.44

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2019 Est. Population by Sex	138,887	
Male	68,249	49.14%
Female	70,637	50.86%
2019 Est. Male Population by Age	68,249	
Age 0 - 4	5,052	7.40%
Age 5 - 9	5,430	7.96%
Age 10 - 14	5,814	8.52%
Age 15 - 17	3,536	5.18%
Age 18 - 20	3,103	4.55%
Age 21 - 24	3,760	5.51%
Age 25 - 34	6,960	10.20%
Age 35 - 44	9,829	14.40%
Age 45 - 54	10,947	16.04%
Age 55 - 64	7,912	11.59%
Age 65 - 74	4,072	5.97%
Age 75 - 84	1,528	2.24%
Age 85 and over	306	0.45%
2019 Est. Median Age, Male		35.54
2019 Est. Average Age, Male		34.92

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	70,637	
Age 0 - 4	4,911	6.95%
Age 5 - 9	5,413	7.66%
Age 10 - 14	5,644	7.99%
Age 15 - 17	3,470	4.91%
Age 18 - 20	2,956	4.19%
Age 21 - 24	3,622	5.13%
Age 25 - 34	7,412	10.49%
Age 35 - 44	11,170	15.81%
Age 45 - 54	11,114	15.73%
Age 55 - 64	7,780	11.01%
Age 65 - 74	4,704	6.66%
Age 75 - 84	1,868	2.65%
Age 85 and over	575	0.81%
2019 Est. Median Age, Female		36.88
2019 Est. Average Age, Female		35.94
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	26,804	25.14%
Males, Never Married	13,853	12.99%
Females, Never Married	12,951	12.15%
Married, Spouse present	63,273	59.34%
Married, Spouse absent	4,529	4.25%
Widowed	3,586	3.36%
Males Widowed	596	0.56%
Females Widowed	2,990	2.80%
Divorced	8,431	7.91%
Males Divorced	3,616	3.39%
Females Divorced	4,814	4.52%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,215	3.7%
Some High School, no diploma	3,949	4.6%
High School Graduate (or GED)	18,471	21.4%
Some College, no degree	17,633	20.5%
Associate Degree	7,391	8.6%
Bachelor's Degree	24,227	28.1%
Master's Degree	8,651	10.0%
Professional School Degree	1,694	2.0%
Doctorate Degree	946	1.1%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	2,847	27.15%
High School Graduate	2,668	25.44%
Some College or Associate's Degree	2,732	26.05%
Bachelor's Degree or Higher	2,239	21.35%
Households		
2024 Projection	47,212	
2019 Estimate	42,855	
2010 Census	33,118	
2000 Census	14,657	
Growth 2019 - 2024		10.17%
Growth 2010 - 2019		29.40%
Growth 2000 - 2010		125.95%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	42,855	
Family Households	36,383	84.90%
Nonfamily Households	6,472	15.10%
2019 Est. Group Quarters Population	209	
2019 Households by Ethnicity, Hispanic/Latino	5,040	
2019 Est. Households by Household Income	42,855	
Income < $15,000	1,145	2.67%
Income $15,000 - $24,999	1,446	3.37%
Income $25,000 - $34,999	1,480	3.45%
Income $35,000 - $49,999	3,414	7.97%
Income $50,000 - $74,999	6,633	15.48%
Income $75,000 - $99,999	6,372	14.87%
Income $100,000 - $124,999	6,339	14.79%
Income $125,000 - $149,999	5,076	11.85%
Income $150,000 - $199,999	5,381	12.56%
Income $200,000 - $249,999	2,485	5.80%
Income $250,000 - $499,999	2,286	5.33%
Income $500,000+	799	1.86%
2019 Est. Average Household Income		$124,788
2019 Est. Median Household Income		$103,602

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DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$105,148
Black or African American Alone		$100,948
American Indian and Alaska Native Alone		$87,640
Asian Alone		$107,889
Native Hawaiian and Other Pacific Islander Alone		$51,999
Some Other Race Alone		$86,878
Two or More Races		$104,280
Hispanic or Latino		$84,743
Not Hispanic or Latino		$106,797
2019 Est. Family HH Type by Presence of Own Child.	36,383	
Married-Couple Family, own children	18,018	49.52%
Married-Couple Family, no own children	12,600	34.63%
Male Householder, own children	958	2.63%
Male Householder, no own children	811	2.23%
Female Householder, own children	2,509	6.90%
Female Householder, no own children	1,487	4.09%
2019 Est. Households by Household Size	42,855	
1-person	5,039	11.76%
2-person	11,574	27.01%
3-person	8,715	20.34%
4-person	9,216	21.51%
5-person	5,002	11.67%
6-person	2,076	4.84%
7-or-more-person	1,233	2.88%
2019 Est. Average Household Size		3.23

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	42,855	
Households with 1 or More People under Age 18:	22,819	53.25%
Married-Couple Family	18,707	81.98%
Other Family, Male Householder	1,128	4.94%
Other Family, Female Householder	2,885	12.64%
Nonfamily, Male Householder	85	0.37%
Nonfamily, Female Householder	13	0.06%
Households with No People under Age 18:	20,036	46.75%
Married-Couple Family	11,909	59.44%
Other Family, Male Householder	644	3.21%
Other Family, Female Householder	1,109	5.54%
Nonfamily, Male Householder	3,127	15.61%
Nonfamily, Female Householder	3,247	16.21%
2019 Est. Households by Number of Vehicles	42,855	
No Vehicles	599	1.40%
1 Vehicle	7,353	17.16%
2 Vehicles	21,481	50.13%
3 Vehicles	9,232	21.54%
4 Vehicles	2,847	6.64%
5 or more Vehicles	1,343	3.13%
2019 Est. Average Number of Vehicles		2.28

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Wylie, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	40,073	
2019 Estimate	36,383	
2010 Census	28,081	
2000 Census	12,276	
Growth 2019 - 2024		10.14%
Growth 2010 - 2019		29.56%
Growth 2000 - 2010		128.75%
2019 Est. Families by Poverty Status	36,383	
2019 Families at or Above Poverty	35,245	96.87%
2019 Families at or Above Poverty with Children	21,123	58.06%
2019 Families Below Poverty	1,139	3.13%
2019 Families Below Poverty with Children	732	2.01%
2019 Est. Pop 16+ by Employment Status	104,324	
Civilian Labor Force, Employed	71,199	68.25%
Civilian Labor Force, Unemployed	3,153	3.02%
Armed Forces	10	0.01%
Not in Labor Force	29,962	28.72%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	71,131	
For-Profit Private Workers	53,353	75.01%
Non-Profit Private Workers	4,028	5.66%
Local Government Workers	811	1.14%
State Government Workers	1,746	2.46%
Federal Government Workers	4,972	6.99%
Self-Employed Workers	6,161	8.66%
Unpaid Family Workers	60	0.08%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	71,131	
Architect/Engineer	2,746	3.86%
Arts/Entertainment/Sports	1,370	1.93%
Building Grounds Maintenance	1,531	2.15%
Business/Financial Operations	5,036	7.08%
Community/Social Services	769	1.08%
Computer/Mathematical	4,043	5.68%
Construction/Extraction	2,331	3.28%
Education/Training/Library	5,214	7.33%
Farming/Fishing/Forestry	8	0.01%
Food Prep/Serving	2,419	3.40%
Health Practitioner/Technician	5,197	7.31%
Healthcare Support	490	0.69%
Maintenance Repair	2,090	2.94%
Legal	574	0.81%
Life/Physical/Social Science	392	0.55%
Management	9,492	13.34%
Office/Admin. Support	9,502	13.36%
Production	2,565	3.61%
Protective Services	1,283	1.80%
Sales/Related	8,645	12.15%
Personal Care/Service	2,807	3.95%
Transportation/Moving	2,628	3.70%
2019 Est. Pop 16+ by Occupation Classification	71,131	
White Collar	52,980	74.48%
Blue Collar	9,613	13.51%
Service and Farm	8,538	12.00%

PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	69,850	
Drove Alone	57,384	82.15%
Car Pooled	5,432	7.78%
Public Transportation	823	1.18%
Walked	410	0.59%
Bicycle	40	0.06%
Other Means	697	1.00%
Worked at Home	5,062	7.25%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,621	
15 - 29 Minutes	18,527	
30 - 44 Minutes	18,591	
45 - 59 Minutes	10,648	
60 or more Minutes	7,482	
2019 Est. Avg Travel Time to Work in Minutes		35.56
2019 Est. Occupied Housing Units by Tenure	42,855	
Owner Occupied	37,329	87.11%
Renter Occupied	5,526	12.90%
2019 Owner Occ. HUs: Avg. Length of Residence		10.77
2019 Renter Occ. HUs: Avg. Length of Residence		5.82

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	42,855	
Value Less than $20,000	898	2.41%
Value $20,000 - $39,999	514	1.38%
Value $40,000 - $59,999	260	0.70%
Value $60,000 - $79,999	351	0.94%
Value $80,000 - $99,999	366	0.98%
Value $100,000 - $149,999	2,460	6.59%
Value $150,000 - $199,999	6,113	16.38%
Value $200,000 - $299,999	10,299	27.59%
Value $300,000 - $399,999	7,868	21.08%
Value $400,000 - $499,999	4,372	11.71%
Value $500,000 - $749,999	2,515	6.74%
Value $750,000 - $999,999	829	2.22%
Value $1,000,000 or $1,499,999	263	0.71%
Value $1,500,000 or $1,999,999	74	0.20%
Value $2,000,000+	144	0.39%
2019 Est. Median All Owner-Occupied Housing Value		$272,372
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	38,561	87.00%
1 Unit Detached	1,099	2.48%
2 Units	149	0.34%
3 or 4 Units	268	0.61%
5 to 19 Units	1,111	2.51%
20 to 49 Units	439	0.99%
50 or More Units	559	1.26%
Mobile Home or Trailer	2,120	4.78%
Boat, RV, Van, etc.	15	0.03%

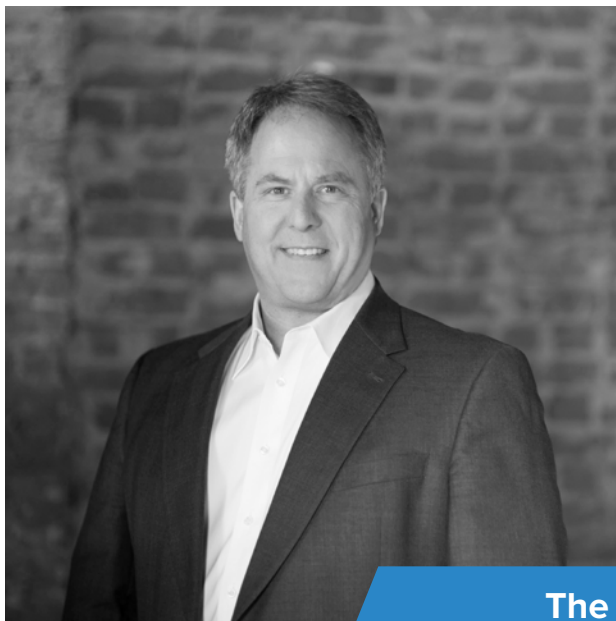# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,011	18.08%
Housing Units Built 2010 to 2014	2,246	5.07%
Housing Units Built 2000 to 2009	17,890	40.37%
Housing Units Built 1990 to 1999	8,303	18.73%
Housing Units Built 1980 to 1989	4,650	10.49%
Housing Units Built 1970 to 1979	1,655	3.73%
Housing Units Built 1960 to 1969	940	2.12%
Housing Units Built 1950 to 1959	383	0.86%
Housing Units Built 1940 to 1949	135	0.31%
Housing Unit Built 1939 or Earlier	109	0.25%
2019 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.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"It's not about data. It's about your success."

ACKNOWLEDGEMENTS

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

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