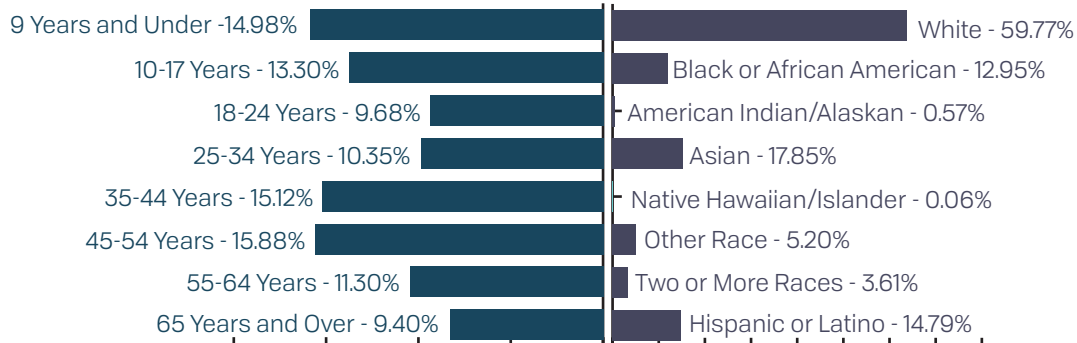


Graduate or Professional	13.1%
Bachelor's Degree	28.1%
Associate Degree	8.6%
Some College, No Degree	20.5%
High School Graduate	21.4%
Some High School, No Degree	4.6%
Less than 9th Grade	3.7%

### RACE DISTRIBUTION AND AGE



Median Age 36.26  
Average Age 35.44

### HOUSEHOLD INCOME

#### AVERAGE HOUSEHOLD INCOME

\$ 1 2 4 , 7 8 8

#### MEDIAN HOUSEHOLD INCOME

\$ 1 0 3 , 6 0 2

#### PER CAPITA INCOME

\$ 3 8 , 5 6 3

### OPPORTUNITY IN WYLIE

#### Clothing & Accessory Stores

Sales Leakage = \$71,313,191

#### Sporting Goods Services

Sales Leakage = \$30,869,504

#### Food Service & Drinking Places

Sales Leakage = \$259,046,220

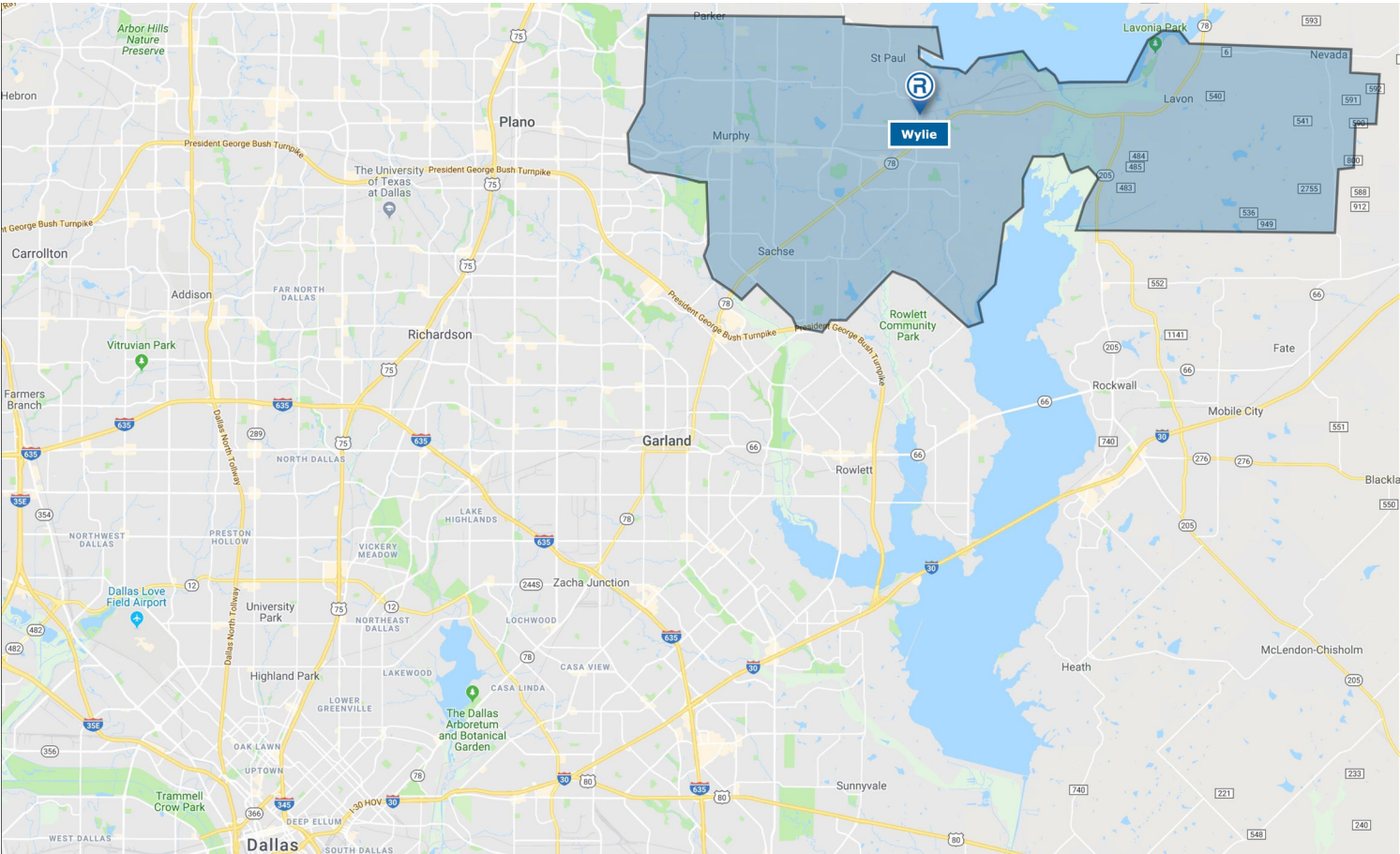
Potential Retail Sales	\$2,512,989,958
Actual Sales	\$456,818,879
Sales Leakage	\$2,056,171,079

Wylie Economic Development Corporation  
250 South Highway 78  
Wylie, TX 75098

Phone: 972.442.7901  
Info@wylieedc.com  
www.wylieedc.com

**WYLIE, TX**  
ECONOMIC DEVELOPMENT CORPORATION  
TheRetailCoach®

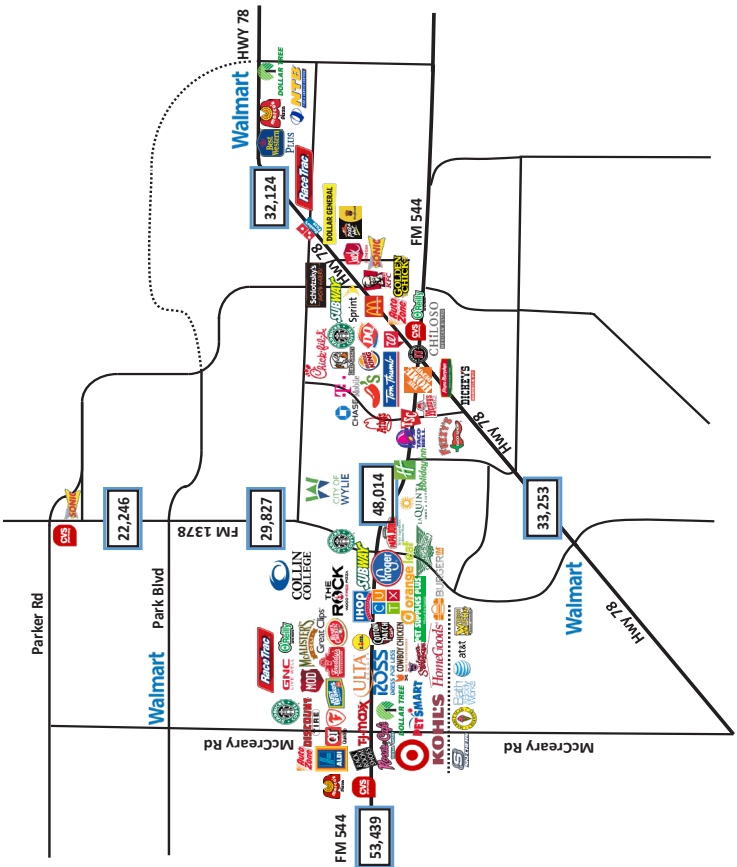
# PRIMARY RETAIL TRADE AREA



# EXISTING RETAIL



# TRAFFIC COUNTS



Information provided is for illustrative purposes only and is deemed to be correct as of publish date of this document. Data sources used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.