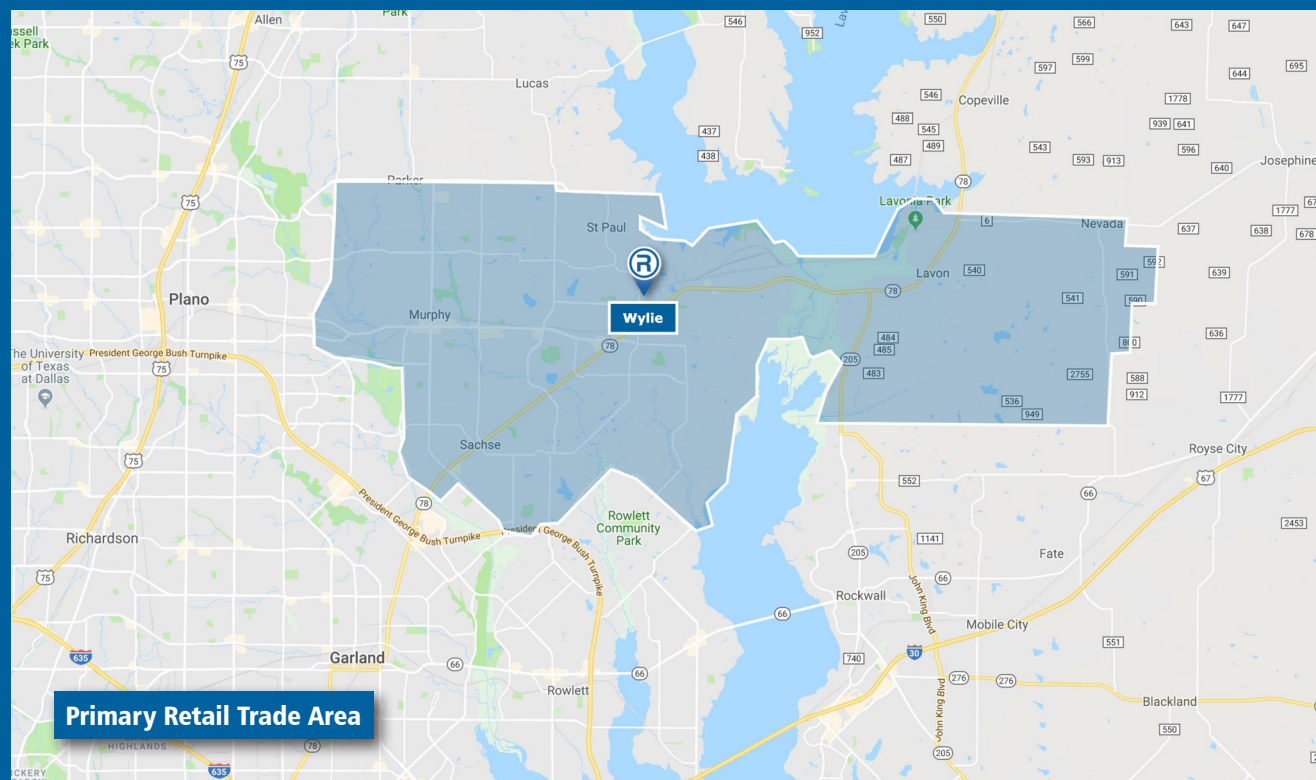


Retail Market Profile 2019



WYLIE, TX

ECONOMIC DEVELOPMENT CORPORATION

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May 2019. 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	2019 ESTIMATE	2024 PROJECTION
Primary Retail Trade Area	44,180	104,772	138,887	154,079

Income

	2019 ESTIMATE
Average Household	\$124,788
Median Household	\$103,602
Per Capita	\$38,563

Educational Attainment

	2019 ESTIMATE
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%

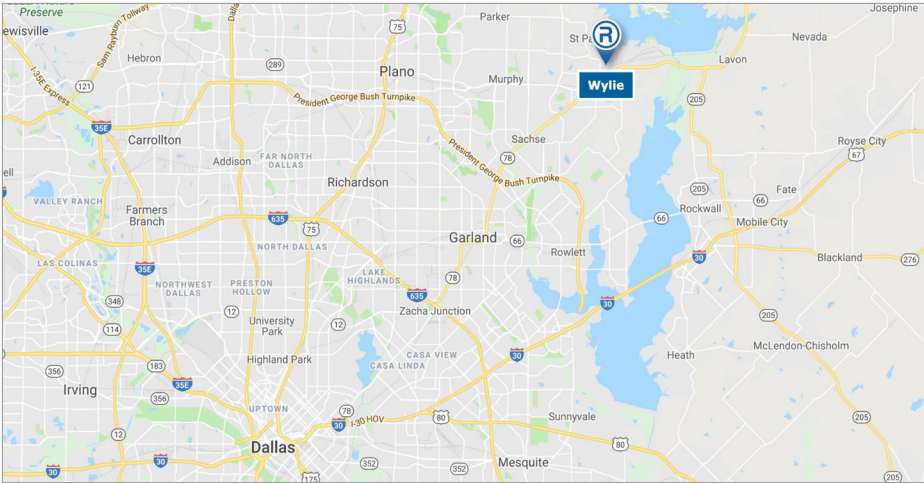
Race Distribution

	2019 ESTIMATE
White	59.77%
Black or African American	12.95%
American Indian/Alaskan	0.57%
Asian	17.85%
Native Hawaiian/Islander	0.06%
Other Race	5.20%
Two or More Races	3.61%
Hispanic or Latino (of any race)	14.79%

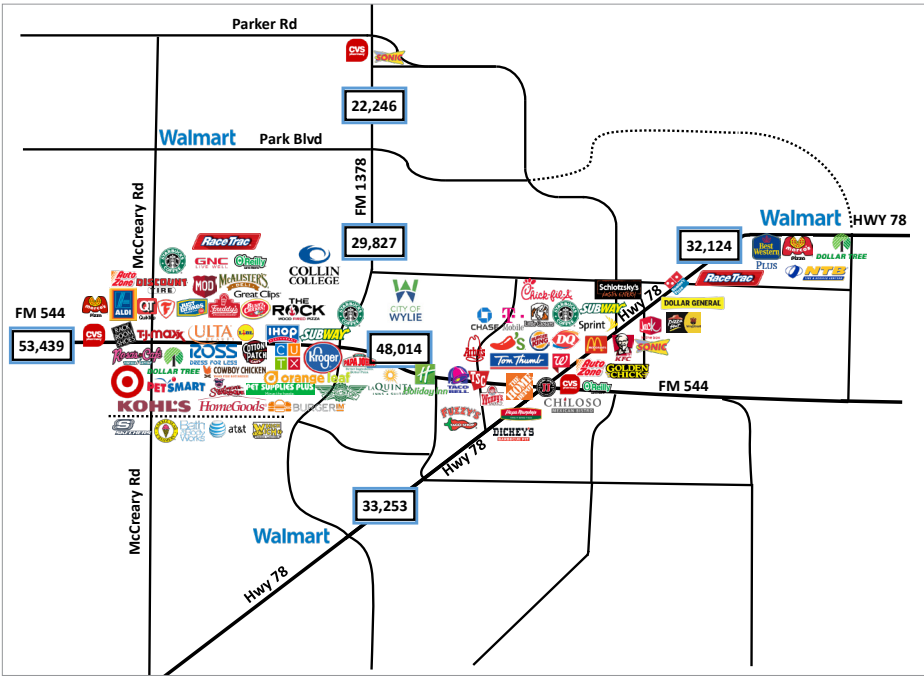
Age

GROUPS	2019 ESTIMATE
9 Years and Under	14.98%
10-17 Years	13.30%
18-24 Years	9.68%
25-34 Years	10.35%
35-44 Years	15.12%
45-54 Years	15.88%
55-64 Years	11.30%
65 Years and Over	9.40%
DISTRIBUTION	2019 ESTIMATE
Median Age	36.26
Average Age	35.44

LOCATION MAP



TRAFFIC COUNTS



EXISTING RETAIL



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.