



TheRetailCoach®

RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Wylie, Texas

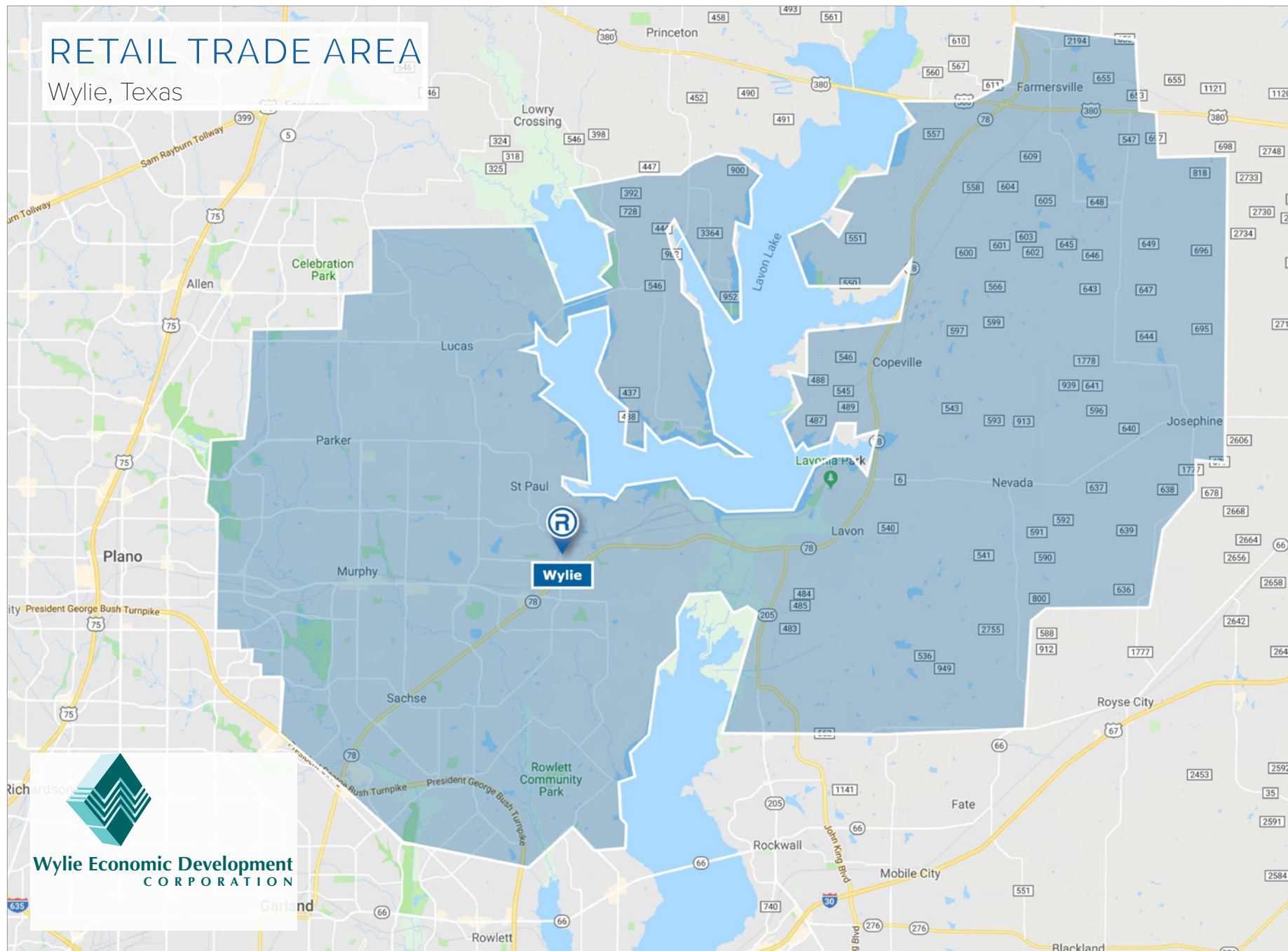
Prepared for
Wylie Economic Development Corporation
March 2019



Wylie Economic Development
CORPORATION

RETAIL TRADE AREA

Wylie, Texas



CONTACT

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RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2024 Projection	244,836	
2019 Estimate	221,443	
2010 Census	170,114	
2000 Census	84,620	
Growth 2019 - 2024		10.56%
Growth 2010 - 2019		30.17%
Growth 2000 - 2010		101.03%
2019 Est. Population by Single-Classification Race	221,443	
White Alone	136,895	61.82%
Black or African American Alone	26,274	11.87%
Amer. Indian and Alaska Native Alone	1,274	0.58%
Asian Alone	37,860	17.10%
Native Hawaiian and Other Pacific Island Alone	132	0.06%
Some Other Race Alone	11,259	5.08%
Two or More Races	7,749	3.50%
2019 Est. Population by Hispanic or Latino Origin	221,443	
Not Hispanic or Latino	188,781	85.25%
Hispanic or Latino	32,663	14.75%
Mexican	25,321	77.52%
Puerto Rican	1,087	3.33%
Cuban	393	1.20%
All Other Hispanic or Latino	5,861	17.94%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	32,663	
White Alone	18,779	57.49%
Black or African American Alone	432	1.32%
American Indian and Alaska Native Alone	365	1.12%
Asian Alone	106	0.33%
Native Hawaiian and Other Pacific Islander Alone	16	0.05%
Some Other Race Alone	10,874	33.29%
Two or More Races	2,090	6.40%
2019 Est. Pop by Race, Asian Alone, by Category	37,860	
Chinese, except Taiwanese	3,411	9.01%
Filipino	3,022	7.98%
Japanese	205	0.54%
Asian Indian	12,171	32.15%
Korean	985	2.60%
Vietnamese	11,927	31.50%
Cambodian	386	1.02%
Hmong	13	0.03%
Laotian	353	0.93%
Thai	201	0.53%
All Other Asian Races Including 2+ Category	5,186	13.70%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	221,443	
Arab	1,357	0.61%
Czech	652	0.29%
Danish	373	0.17%
Dutch	1,029	0.47%
English	15,994	7.22%
French (except Basque)	2,159	0.98%
French Canadian	555	0.25%
German	19,967	9.02%
Greek	583	0.26%
Hungarian	380	0.17%
Irish	13,682	6.18%
Italian	4,371	1.97%
Lithuanian	82	0.04%
United States or American	16,370	7.39%
Norwegian	1,022	0.46%
Polish	2,116	0.96%
Portuguese	267	0.12%
Russian	262	0.12%
Scottish	3,544	1.60%
Scotch-Irish	1,487	0.67%
Slovak	71	0.03%
Subsaharan African	6,949	3.14%
Swedish	809	0.37%
Swiss	304	0.14%
Ukrainian	113	0.05%
Welsh	756	0.34%
West Indian (except Hisp. groups)	466	0.21%
Other ancestries	93,547	42.24%
Ancestry Unclassified	32,176	14.53%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	151,960	73.59%
Speak Asian/Pacific Island Language at Home	14,720	7.13%
Speak IndoEuropean Language at Home	10,522	5.10%
Speak Spanish at Home	23,538	11.40%
Speak Other Language at Home	5,760	2.79%
2019 Est. Population by Age	221,443	
Age 0 - 4	14,943	6.75%
Age 5 - 9	16,417	7.41%
Age 10 - 14	17,901	8.08%
Age 15 - 17	11,047	4.99%
Age 18 - 20	9,621	4.35%
Age 21 - 24	11,921	5.38%
Age 25 - 34	23,246	10.50%
Age 35 - 44	31,389	14.18%
Age 45 - 54	35,153	15.87%
Age 55 - 64	26,895	12.15%
Age 65 - 74	15,313	6.92%
Age 75 - 84	6,027	2.72%
Age 85 and over	1,571	0.71%
Age 16 and over	168,556	76.12%
Age 18 and over	161,135	72.77%
Age 21 and over	151,514	68.42%
Age 65 and over	22,911	10.35%
2019 Est. Median Age		36.97
2019 Est. Average Age		36.25

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Population by Sex	221,443	
Male	108,879	49.17%
Female	112,565	50.83%
2019 Est. Male Population by Age	108,879	
Age 0 - 4	7,581	6.96%
Age 5 - 9	8,263	7.59%
Age 10 - 14	9,106	8.36%
Age 15 - 17	5,605	5.15%
Age 18 - 20	4,946	4.54%
Age 21 - 24	6,064	5.57%
Age 25 - 34	11,276	10.36%
Age 35 - 44	14,633	13.44%
Age 45 - 54	17,420	16.00%
Age 55 - 64	13,489	12.39%
Age 65 - 74	7,172	6.59%
Age 75 - 84	2,742	2.52%
Age 85 and over	580	0.53%
2019 Est. Median Age, Male		36.21
2019 Est. Average Age, Male		35.72

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	112,565	
Age 0 - 4	7,362	6.54%
Age 5 - 9	8,154	7.24%
Age 10 - 14	8,795	7.81%
Age 15 - 17	5,442	4.84%
Age 18 - 20	4,675	4.15%
Age 21 - 24	5,857	5.20%
Age 25 - 34	11,969	10.63%
Age 35 - 44	16,756	14.89%
Age 45 - 54	17,732	15.75%
Age 55 - 64	13,406	11.91%
Age 65 - 74	8,141	7.23%
Age 75 - 84	3,285	2.92%
Age 85 and over	990	0.88%
2019 Est. Median Age, Female		37.61
2019 Est. Average Age, Female		36.77
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	42,680	24.79%
Males, Never Married	22,583	13.12%
Females, Never Married	20,096	11.67%
Married, Spouse present	102,950	59.79%
Married, Spouse absent	6,994	4.06%
Widowed	6,194	3.60%
Males Widowed	1,091	0.63%
Females Widowed	5,103	2.96%
Divorced	13,364	7.76%
Males Divorced	5,724	3.32%
Females Divorced	7,639	4.44%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,188	3.7%
Some High School, no diploma	6,071	4.3%
High School Graduate (or GED)	29,409	21.1%
Some College, no degree	28,472	20.4%
Associate Degree	11,339	8.1%
Bachelor's Degree	39,847	28.5%
Master's Degree	14,487	10.4%
Professional School Degree	2,999	2.1%
Doctorate Degree	1,782	1.3%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,793	28.61%
High School Graduate	4,225	25.22%
Some College or Associate's Degree	4,154	24.80%
Bachelor's Degree or Higher	3,581	21.38%
Households		
2024 Projection	76,701	
2019 Estimate	69,805	
2010 Census	54,853	
2000 Census	28,568	
Growth 2019 - 2024		9.88%
Growth 2010 - 2019		27.26%
Growth 2000 - 2010		92.01%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	69,805	
Family Households	58,454	83.74%
Nonfamily Households	11,350	16.26%
2019 Est. Group Quarters Population	214	
2019 Households by Ethnicity, Hispanic/Latino	7,951	
2019 Est. Households by Household Income	69,805	
Income < \$15,000	2,247	3.22%
Income \$15,000 - \$24,999	2,384	3.42%
Income \$25,000 - \$34,999	2,798	4.01%
Income \$35,000 - \$49,999	5,768	8.26%
Income \$50,000 - \$74,999	10,306	14.76%
Income \$75,000 - \$99,999	9,825	14.08%
Income \$100,000 - \$124,999	9,543	13.67%
Income \$125,000 - \$149,999	7,747	11.10%
Income \$150,000 - \$199,999	8,901	12.75%
Income \$200,000 - \$249,999	4,285	6.14%
Income \$250,000 - \$499,999	4,275	6.12%
Income \$500,000+	1,723	2.47%
2019 Est. Average Household Income		\$128,956
2019 Est. Median Household Income		\$103,990

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$104,604
Black or African American Alone		\$99,451
American Indian and Alaska Native Alone		\$83,725
Asian Alone		\$114,317
Native Hawaiian and Other Pacific Islander Alone		\$48,234
Some Other Race Alone		\$84,707
Two or More Races		\$106,852
Hispanic or Latino		\$80,720
Not Hispanic or Latino		\$107,331
2019 Est. Family HH Type by Presence of Own Child.	58,454	
Married-Couple Family, own children	27,847	47.64%
Married-Couple Family, no own children	21,436	36.67%
Male Householder, own children	1,542	2.64%
Male Householder, no own children	1,312	2.25%
Female Householder, own children	3,800	6.50%
Female Householder, no own children	2,516	4.30%
2019 Est. Households by Household Size	69,805	
1-person	9,011	12.91%
2-person	19,606	28.09%
3-person	13,797	19.77%
4-person	14,452	20.70%
5-person	7,757	11.11%
6-person	3,229	4.63%
7-or-more-person	1,954	2.80%
2019 Est. Average Household Size		3.17

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	69,805	
Households with 1 or More People under Age 18:	35,462	50.80%
Married-Couple Family	29,064	81.96%
Other Family, Male Householder	1,825	5.15%
Other Family, Female Householder	4,431	12.50%
Nonfamily, Male Householder	123	0.35%
Nonfamily, Female Householder	20	0.06%
Households with No People under Age 18:	34,343	49.20%
Married-Couple Family	20,221	58.88%
Other Family, Male Householder	1,038	3.02%
Other Family, Female Householder	1,882	5.48%
Nonfamily, Male Householder	5,499	16.01%
Nonfamily, Female Householder	5,702	16.60%
2019 Est. Households by Number of Vehicles	69,805	
No Vehicles	923	1.32%
1 Vehicle	12,474	17.87%
2 Vehicles	33,986	48.69%
3 Vehicles	15,300	21.92%
4 Vehicles	4,840	6.93%
5 or more Vehicles	2,282	3.27%
2019 Est. Average Number of Vehicles		2.28

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
Family Households		
2024 Projection	64,226	
2019 Estimate	58,454	
2010 Census	45,875	
2000 Census	23,668	
Growth 2019 - 2024		9.87%
Growth 2010 - 2019		27.42%
Growth 2000 - 2010		93.83%
2019 Est. Families by Poverty Status	58,454	
2019 Families at or Above Poverty	56,347	96.40%
2019 Families at or Above Poverty with Children	32,451	55.52%
2019 Families Below Poverty	2,107	3.61%
2019 Families Below Poverty with Children	1,441	2.47%
2019 Est. Pop 16+ by Employment Status	168,556	
Civilian Labor Force, Employed	113,648	67.43%
Civilian Labor Force, Unemployed	5,121	3.04%
Armed Forces	28	0.02%
Not in Labor Force	49,759	29.52%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	114,779	
For-Profit Private Workers	85,430	74.43%
Non-Profit Private Workers	6,160	5.37%
Local Government Workers	1,294	1.13%
State Government Workers	2,954	2.57%
Federal Government Workers	7,686	6.70%
Self-Employed Workers	11,130	9.70%
Unpaid Family Workers	124	0.11%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	114,779	
Architect/Engineer	4,223	3.68%
Arts/Entertainment/Sports	2,060	1.80%
Building Grounds Maintenance	2,619	2.28%
Business/Financial Operations	8,010	6.98%
Community/Social Services	1,220	1.06%
Computer/Mathematical	7,290	6.35%
Construction/Extraction	3,813	3.32%
Education/Training/Library	8,136	7.09%
Farming/Fishing/Forestry	28	0.02%
Food Prep/Serving	4,242	3.70%
Health Practitioner/Technician	8,012	6.98%
Healthcare Support	925	0.81%
Maintenance Repair	3,431	2.99%
Legal	1,112	0.97%
Life/Physical/Social Science	781	0.68%
Management	16,080	14.01%
Office/Admin. Support	14,721	12.83%
Production	4,286	3.73%
Protective Services	1,779	1.55%
Sales/Related	13,722	11.96%
Personal Care/Service	4,047	3.53%
Transportation/Moving	4,243	3.70%
2019 Est. Pop 16+ by Occupation Classification	114,779	
White Collar	85,367	74.38%
Blue Collar	15,773	13.74%
Service and Farm	13,639	11.88%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	112,989	
Drove Alone	92,556	81.92%
Car Pooled	8,702	7.70%
Public Transportation	1,438	1.27%
Walked	735	0.65%
Bicycle	55	0.05%
Other Means	1,007	0.89%
Worked at Home	8,495	7.52%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,362	
15 - 29 Minutes	30,760	
30 - 44 Minutes	29,819	
45 - 59 Minutes	16,638	
60 or more Minutes	12,047	
2019 Est. Avg Travel Time to Work in Minutes		35.34
2019 Est. Occupied Housing Units by Tenure	69,805	
Owner Occupied	59,674	85.49%
Renter Occupied	10,130	14.51%
2019 Owner Occ. HUs: Avg. Length of Residence		11.22
2019 Renter Occ. HUs: Avg. Length of Residence		5.74

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	69,805	
Value Less than \$20,000	1,160	1.94%
Value \$20,000 - \$39,999	862	1.44%
Value \$40,000 - \$59,999	604	1.01%
Value \$60,000 - \$79,999	778	1.30%
Value \$80,000 - \$99,999	835	1.40%
Value \$100,000 - \$149,999	3,876	6.50%
Value \$150,000 - \$199,999	9,200	15.42%
Value \$200,000 - \$299,999	15,836	26.54%
Value \$300,000 - \$399,999	11,924	19.98%
Value \$400,000 - \$499,999	7,024	11.77%
Value \$500,000 - \$749,999	4,957	8.31%
Value \$750,000 - \$999,999	1,783	2.99%
Value \$1,000,000 or \$1,499,999	502	0.84%
Value \$1,500,000 or \$1,999,999	118	0.20%
Value \$2,000,000+	215	0.36%
2019 Est. Median All Owner-Occupied Housing Value		\$276,965
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	61,452	84.91%
1 Unit Detached	1,516	2.10%
2 Units	209	0.29%
3 or 4 Units	479	0.66%
5 to 19 Units	2,105	2.91%
20 to 49 Units	794	1.10%
50 or More Units	1,459	2.02%
Mobile Home or Trailer	4,271	5.90%
Boat, RV, Van, etc.	86	0.12%

RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

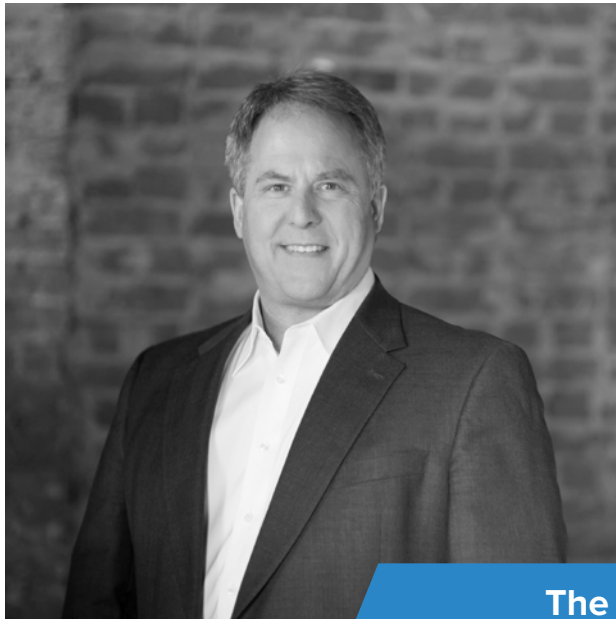
Wylie, Texas

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,257	16.94%
Housing Units Built 2010 to 2014	3,568	4.93%
Housing Units Built 2000 to 2009	26,045	35.99%
Housing Units Built 1990 to 1999	15,108	20.88%
Housing Units Built 1980 to 1989	8,513	11.76%
Housing Units Built 1970 to 1979	3,516	4.86%
Housing Units Built 1960 to 1969	1,673	2.31%
Housing Units Built 1950 to 1959	947	1.31%
Housing Units Built 1940 to 1949	279	0.39%
Housing Unit Built 1939 or Earlier	466	0.64%
2019 Est. Median Year Structure Built		2002

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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