



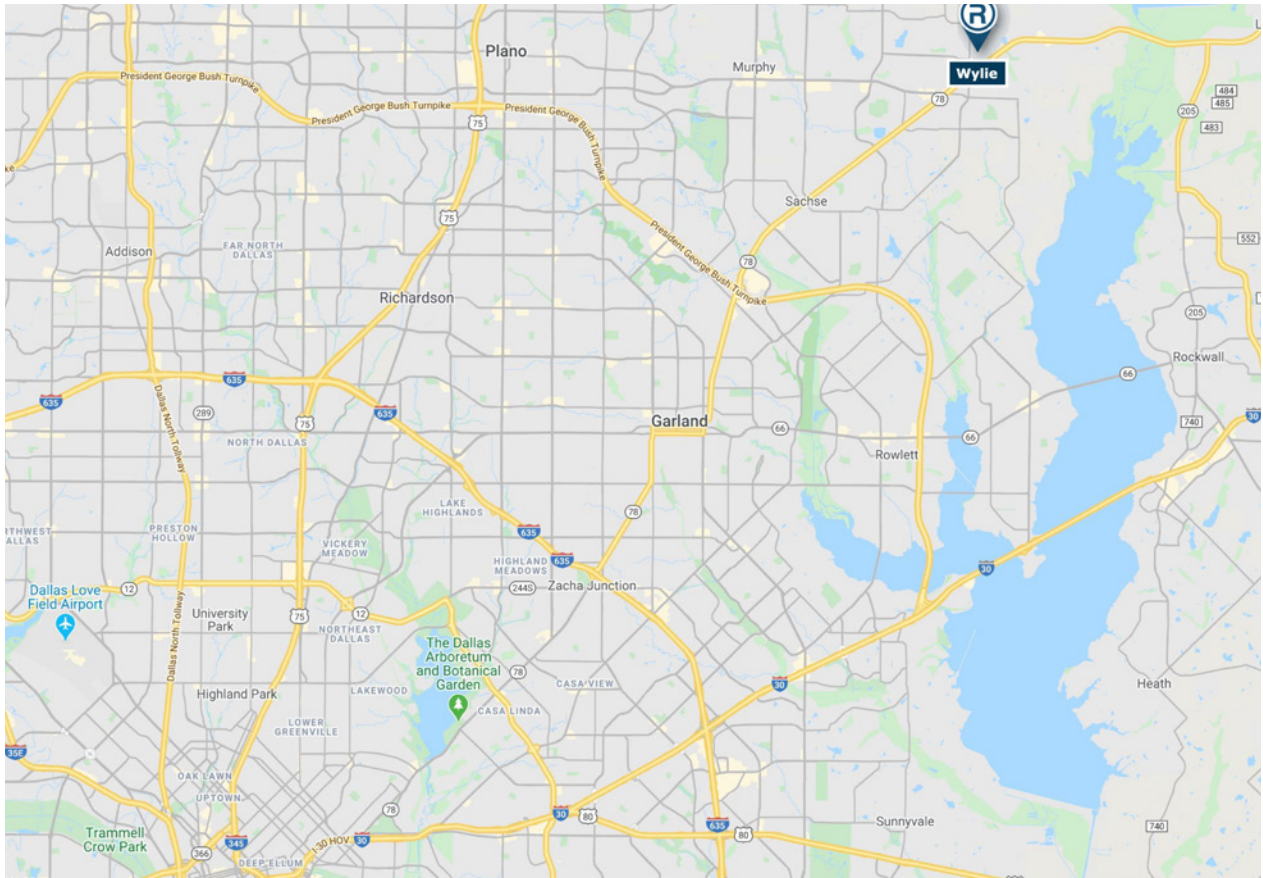
WYLIE, TEXAS

Community Demographic Profile



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Contact Information



WYLIE, TX

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About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted 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.



Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	63,522	
2020 Estimate	57,536	
2010 Census	41,427	
2000 Census	16,019	
Growth 2020 - 2025		10.40%
Growth 2010 - 2020		38.89%
Growth 2000 - 2010		158.61%
2020 Est. Population by Single-Classification Race	57,536	
White Alone	35,281	61.32%
Black or African American Alone	9,324	16.21%
Amer. Indian and Alaska Native Alone	344	0.60%
Asian Alone	5,812	10.10%
Native Hawaiian and Other Pacific Island Alone	40	0.07%
Some Other Race Alone	4,489	7.80%
Two or More Races	2,246	3.90%
2020 Est. Population by Hispanic or Latino Origin	57,536	
Not Hispanic or Latino	46,351	80.56%
Hispanic or Latino	11,185	19.44%
Mexican	8,589	76.79%
Puerto Rican	372	3.33%
Cuban	151	1.35%
All Other Hispanic or Latino	2,073	18.53%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	11,185	
White Alone	5,773	51.61%
Black or African American Alone	168	1.50%
American Indian and Alaska Native Alone	108	0.97%
Asian Alone	25	0.22%
Native Hawaiian and Other Pacific Islander Alone	6	0.05%
Some Other Race Alone	4,389	39.24%
Two or More Races	716	6.40%
2020 Est. Pop by Race, Asian Alone, by Category	5,812	
Chinese, except Taiwanese	438	7.54%
Filipino	894	15.38%
Japanese	82	1.41%
Asian Indian	2,283	39.28%
Korean	85	1.46%
Vietnamese	1,004	17.28%
Cambodian	77	1.33%
Hmong	75	1.29%
Laotian	0	0.00%
Thai	24	0.41%
All Other Asian Races Including 2+ Category	850	14.63%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	57,536	
Arab	198	0.34%
Czech	105	0.18%
Danish	51	0.09%
Dutch	489	0.85%
English	4,277	7.43%
French (except Basque)	1,083	1.88%
French Canadian	148	0.26%
German	5,597	9.73%
Greek	75	0.13%
Hungarian	130	0.23%
Irish	4,408	7.66%
Italian	995	1.73%
Lithuanian	28	0.05%
United States or American	8,381	14.57%
Norwegian	226	0.39%
Polish	650	1.13%
Portuguese	11	0.02%
Russian	119	0.21%
Scottish	651	1.13%
Scotch-Irish	679	1.18%
Slovak	7	0.01%
Subsaharan African	525	0.91%
Swedish	347	0.60%
Swiss	195	0.34%
Ukrainian	25	0.04%
Welsh	269	0.47%
West Indian (except Hisp. groups)	16	0.03%
Other ancestries	15,584	27.09%
Ancestry Unclassified	12,267	21.32%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	40,882	76.73%
Speak Asian/Pacific Island Language at Home	2,676	5.02%
Speak IndoEuropean Language at Home	1,613	3.03%
Speak Spanish at Home	7,883	14.79%
Speak Other Language at Home	230	0.43%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	57,536	
Age 0 - 4	4,252	7.39%
Age 5 - 9	4,441	7.72%
Age 10 - 14	4,829	8.39%
Age 15 - 17	2,884	5.01%
Age 18 - 20	2,484	4.32%
Age 21 - 24	3,007	5.23%
Age 25 - 34	6,381	11.09%
Age 35 - 44	9,606	16.70%
Age 45 - 54	8,986	15.62%
Age 55 - 64	5,717	9.94%
Age 65 - 74	3,189	5.54%
Age 75 - 84	1,378	2.40%
Age 85 and over	382	0.66%
Age 16 and over	43,067	74.85%
Age 18 and over	41,130	71.49%
Age 21 and over	38,646	67.17%
Age 65 and over	4,949	8.60%
2020 Est. Median Age		35.58
2020 Est. Average Age		34.80
2020 Est. Population by Sex	57,536	
Male	28,203	49.02%
Female	29,333	50.98%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	28,203	
Age 0 - 4	2,136	7.57%
Age 5 - 9	2,230	7.91%
Age 10 - 14	2,438	8.64%
Age 15 - 17	1,465	5.20%
Age 18 - 20	1,272	4.51%
Age 21 - 24	1,520	5.39%
Age 25 - 34	3,072	10.89%
Age 35 - 44	4,634	16.43%
Age 45 - 54	4,468	15.84%
Age 55 - 64	2,846	10.09%
Age 65 - 74	1,431	5.07%
Age 75 - 84	567	2.01%
Age 85 and over	124	0.44%
2020 Est. Median Age, Male		34.91
2020 Est. Average Age, Male		34.10
2020 Est. Female Population by Age	29,333	
Age 0 - 4	2,116	7.21%
Age 5 - 9	2,211	7.54%
Age 10 - 14	2,391	8.15%
Age 15 - 17	1,419	4.84%
Age 18 - 20	1,212	4.13%
Age 21 - 24	1,487	5.07%
Age 25 - 34	3,309	11.28%
Age 35 - 44	4,972	16.95%
Age 45 - 54	4,518	15.40%
Age 55 - 64	2,871	9.79%
Age 65 - 74	1,758	5.99%
Age 75 - 84	811	2.77%
Age 85 and over	258	0.88%
2020 Est. Median Age, Female		36.17
2020 Est. Average Age, Female		35.40

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,381	25.86%
Males, Never Married	6,124	13.91%
Females, Never Married	5,257	11.94%
Married, Spouse present	24,571	55.83%
Married, Spouse absent	1,963	4.46%
Widowed	1,799	4.09%
Males Widowed	309	0.70%
Females Widowed	1,490	3.39%
Divorced	4,300	9.77%
Males Divorced	1,908	4.34%
Females Divorced	2,392	5.44%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,203	3.4%
Some High School, no diploma	1,814	5.1%
High School Graduate (or GED)	8,181	23.0%
Some College, no degree	8,144	22.9%
Associate Degree	3,196	9.0%
Bachelor's Degree	9,569	26.9%
Master's Degree	2,861	8.0%
Professional School Degree	402	1.1%
Doctorate Degree	269	0.8%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,643	28.65%
High School Graduate	1,514	26.40%
Some College or Associate's Degree	1,528	26.64%
Bachelor's Degree or Higher	1,050	18.31%
Households		
2025 Projection	19,796	
2020 Estimate	18,038	
2010 Census	13,306	
2000 Census	5,327	
Growth 2020 - 2025		9.75%
Growth 2010 - 2020		35.56%
Growth 2000 - 2010		149.78%
2020 Est. Households by Household Type		
Family Households	14,929	82.76%
Nonfamily Households	3,109	17.24%
2020 Est. Group Quarters Population		
	184	
2020 Households by Ethnicity, Hispanic/Latino		
	2,760	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income		
Income < \$15,000	505	2.80%
Income \$15,000 - \$24,999	712	3.95%
Income \$25,000 - \$34,999	612	3.39%
Income \$35,000 - \$49,999	1,580	8.76%
Income \$50,000 - \$74,999	2,827	15.67%
Income \$75,000 - \$99,999	2,580	14.30%
Income \$100,000 - \$124,999	2,670	14.80%
Income \$125,000 - \$149,999	2,366	13.12%
Income \$150,000 - \$199,999	2,338	12.96%
Income \$200,000 - \$249,999	931	5.16%
Income \$250,000 - \$499,999	706	3.91%
Income \$500,000+	211	1.17%
2020 Est. Average Household Income		
		\$117,087
2020 Est. Median Household Income		
		\$101,895
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$103,017
Black or African American Alone		\$104,089
American Indian and Alaska Native Alone		\$104,818
Asian Alone		\$98,607
Native Hawaiian and Other Pacific Islander Alone		\$104,036
Some Other Race Alone		\$90,395
Two or More Races		\$99,366
Hispanic or Latino		\$80,741
Not Hispanic or Latino		\$105,833
2020 Est. Family HH Type by Presence of Own Child.		
	14,929	
Married-Couple Family, own children	7,291	48.84%
Married-Couple Family, no own children	4,702	31.50%
Male Householder, own children	493	3.30%
Male Householder, no own children	392	2.63%
Female Householder, own children	1,321	8.85%
Female Householder, no own children	730	4.89%
2020 Est. Households by Household Size		
	18,038	
1-person	2,428	13.46%
2-person	4,757	26.37%
3-person	3,739	20.73%
4-person	3,719	20.62%
5-person	2,045	11.34%
6-person	836	4.64%
7-or-more-person	514	2.85%
2020 Est. Average Household Size		
		3.18

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	18,038	
Households with 1 or More People under Age 18:	9,698	53.76%
Married-Couple Family	7,573	78.09%
Other Family, Male Householder	574	5.92%
Other Family, Female Householder	1,498	15.45%
Nonfamily, Male Householder	43	0.44%
Nonfamily, Female Householder	10	0.10%
Households with No People under Age 18:	8,340	46.24%
Married-Couple Family	4,420	53.00%
Other Family, Male Householder	310	3.72%
Other Family, Female Householder	553	6.63%
Nonfamily, Male Householder	1,435	17.21%
Nonfamily, Female Householder	1,622	19.45%
2020 Est. Households by Number of Vehicles	18,038	
No Vehicles	359	1.99%
1 Vehicle	3,775	20.93%
2 Vehicles	8,944	49.58%
3 Vehicles	3,588	19.89%
4 Vehicles	912	5.06%
5 or more Vehicles	460	2.55%
2020 Est. Average Number of Vehicles		2.2
Family Households		
2025 Projection	16,385	
2020 Estimate	14,929	
2010 Census	11,003	
2000 Census	4,399	
Growth 2020 - 2025		9.75%
Growth 2010 - 2020		35.68%
Growth 2000 - 2010		150.13%

2020 Est. Families by Poverty Status	14,929	
2020 Families at or Above Poverty	14,278	95.64%
2020 Families at or Above Poverty with Children	9,015	60.39%
2020 Families Below Poverty	651	4.36%
2020 Families Below Poverty with Children	442	2.96%
2020 Est. Pop 16+ by Employment Status	43,067	
Civilian Labor Force, Employed	29,848	69.31%
Civilian Labor Force, Unemployed	1,374	3.19%
Armed Forces	2	0.01%
Not in Labor Force	11,843	27.50%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	29,764	
For-Profit Private Workers	22,529	75.69%
Non-Profit Private Workers	1,500	5.04%
Local Government Workers	352	1.18%
State Government Workers	652	2.19%
Federal Government Workers	2,361	7.93%
Self-Employed Workers	2,348	7.89%
Unpaid Family Workers	22	0.07%
2020 Est. Civ. Employed Pop 16+ by Occupation	29,764	
Architect/Engineer	1,158	3.89%
Arts/Entertainment/Sports	505	1.70%
Building Grounds Maintenance	1,103	3.71%
Business/Financial Operations	2,018	6.78%
Community/Social Services	378	1.27%
Computer/Mathematical	1,689	5.68%
Construction/Extraction	1,422	4.78%
Education/Training/Library	2,555	8.58%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	1,020	3.43%
Health Practitioner/Technician	1,520	5.11%
Healthcare Support	189	0.64%
Maintenance Repair	1,121	3.77%
Legal	330	1.11%
Life/Physical/Social Science	181	0.61%
Management	3,328	11.18%
Office/Admin. Support	3,912	13.14%
Production	1,180	3.97%
Protective Services	427	1.44%
Sales/Related	3,445	11.57%
Personal Care/Service	862	2.90%
Transportation/Moving	1,421	4.77%

2020 Est. Pop 16+ by Occupation Classification	29,764	
White Collar	21,019	70.62%
Blue Collar	5,144	17.28%
Service and Farm	3,601	12.10%
2020 Est. Workers Age 16+ by Transp. to Work	29,400	
Drove Alone	24,165	82.19%
Car Pooled	2,392	8.14%
Public Transportation	259	0.88%
Walked	125	0.43%
Bicycle	16	0.05%
Other Means	424	1.44%
Worked at Home	2,019	6.87%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,923	
15 - 29 Minutes	7,238	
30 - 44 Minutes	7,928	
45 - 59 Minutes	4,619	
60 or more Minutes	3,858	
2020 Est. Avg Travel Time to Work in Minutes		37
2020 Est. Occupied Housing Units by Tenure	18,038	
Owner Occupied	15,046	83.41%
Renter Occupied	2,992	16.59%
2020 Owner Occ. HUs: Avg. Length of Residence		10.8
2020 Renter Occ. HUs: Avg. Length of Residence		5.7
2020 Est. Owner-Occupied Housing Units by Value	18,038	
Value Less than \$20,000	481	3.20%
Value \$20,000 - \$39,999	213	1.42%
Value \$40,000 - \$59,999	94	0.63%
Value \$60,000 - \$79,999	91	0.61%
Value \$80,000 - \$99,999	131	0.87%
Value \$100,000 - \$149,999	1,033	6.87%
Value \$150,000 - \$199,999	2,022	13.44%
Value \$200,000 - \$299,999	4,311	28.65%
Value \$300,000 - \$399,999	3,387	22.51%
Value \$400,000 - \$499,999	1,866	12.40%
Value \$500,000 - \$749,999	977	6.49%
Value \$750,000 - \$999,999	344	2.29%
Value \$1,000,000 or \$1,499,999	85	0.57%
Value \$1,500,000 or \$1,999,999	6	0.04%
Value \$2,000,000+	5	0.03%
2020 Est. Median All Owner-Occupied Housing Value		\$279,181

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,585	19.21%
Housing Units Built 2010 to 2014	1,051	5.63%
Housing Units Built 2000 to 2009	7,740	41.48%
Housing Units Built 1990 to 1999	2,703	14.49%
Housing Units Built 1980 to 1989	2,122	11.37%
Housing Units Built 1970 to 1979	628	3.37%
Housing Units Built 1960 to 1969	479	2.57%
Housing Units Built 1950 to 1959	226	1.21%
Housing Units Built 1940 to 1949	86	0.46%
Housing Unit Built 1939 or Earlier	39	0.21%
2020 Est. Median Year Structure Built		2004

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	15,740	84.36%
1 Unit Detached	484	2.59%
2 Units	103	0.55%
3 or 4 Units	181	0.97%
5 to 19 Units	505	2.71%
20 to 49 Units	266	1.43%
50 or More Units	199	1.07%
Mobile Home or Trailer	1,164	6.24%
Boat, RV, Van, etc.	17	0.09%



All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

