



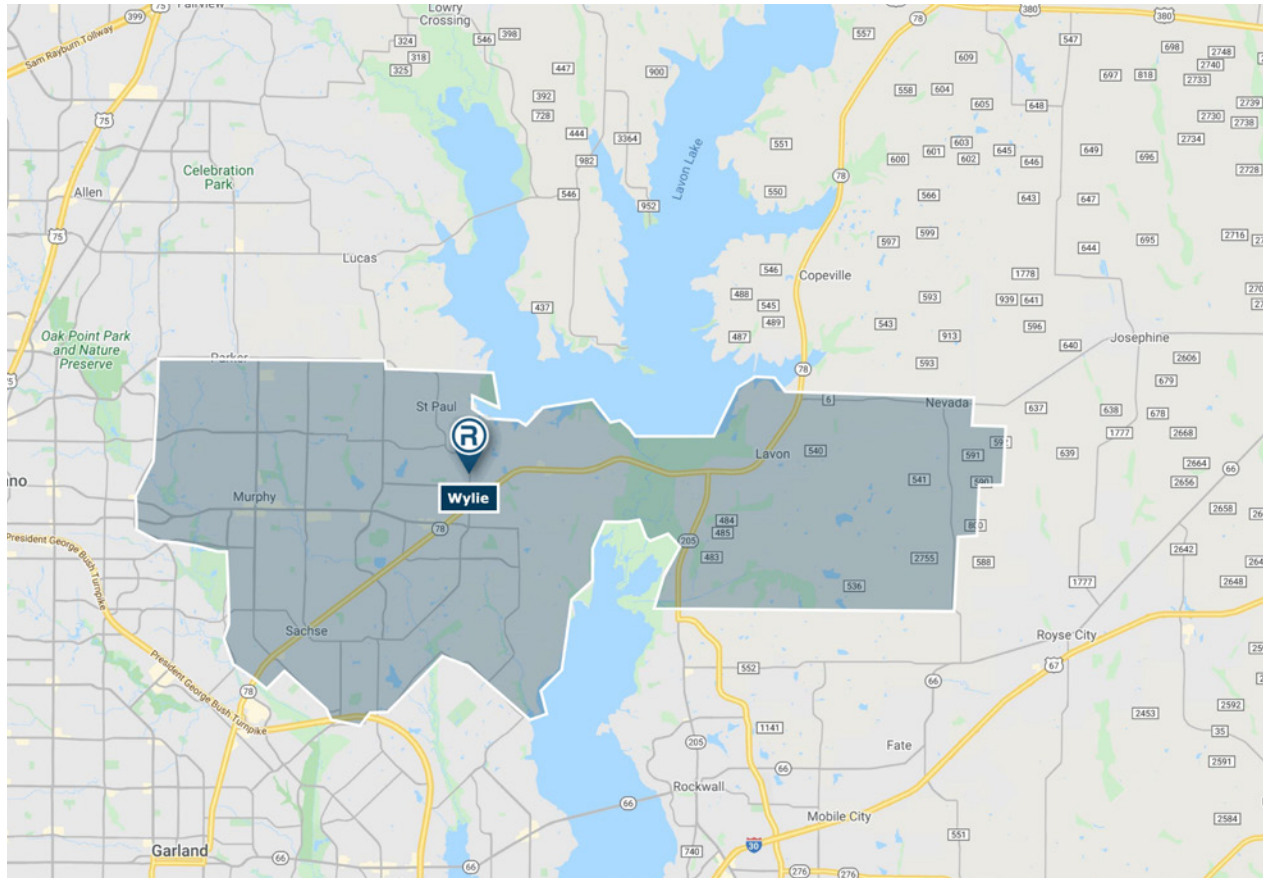
WYLIE, TEXAS

Primary Retail Trade Area Demographic Profile



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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.



Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2025 Projection	157,846	
2020 Estimate	143,272	
2010 Census	104,758	
2000 Census	44,118	
Growth 2020 - 2025		10.17%
Growth 2010 - 2020		36.77%
Growth 2000 - 2010		137.45%
2020 Est. Population by Single-Classification Race	143,272	
White Alone	83,476	58.26%
Black or African American Alone	18,868	13.17%
Amer. Indian and Alaska Native Alone	804	0.56%
Asian Alone	27,044	18.88%
Native Hawaiian and Other Pacific Island Alone	92	0.06%
Some Other Race Alone	7,699	5.37%
Two or More Races	5,289	3.69%
2020 Est. Population by Hispanic or Latino Origin	143,272	
Not Hispanic or Latino	121,396	84.73%
Hispanic or Latino	21,876	15.27%
Mexican	16,751	76.57%
Puerto Rican	749	3.42%
Cuban	268	1.23%
All Other Hispanic or Latino	4,108	18.78%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	21,876	
White Alone	12,313	56.29%
Black or African American Alone	304	1.39%
American Indian and Alaska Native Alone	245	1.12%
Asian Alone	73	0.33%
Native Hawaiian and Other Pacific Islander Alone	10	0.05%
Some Other Race Alone	7,452	34.07%
Two or More Races	1,478	6.76%
2020 Est. Pop by Race, Asian Alone, by Category	27,044	
Chinese, except Taiwanese	1,449	5.36%
Filipino	2,172	8.03%
Japanese	131	0.48%
Asian Indian	9,604	35.51%
Korean	709	2.62%
Vietnamese	9,044	33.44%
Cambodian	330	1.22%
Hmong	156	0.58%
Laotian	30	0.11%
Thai	78	0.29%
All Other Asian Races Including 2+ Category	3,341	12.35%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	143,272	
Arab	1,098	0.77%
Czech	402	0.28%
Danish	275	0.19%
Dutch	1,115	0.78%
English	10,618	7.41%
French (except Basque)	2,476	1.73%
French Canadian	513	0.36%
German	14,689	10.25%
Greek	266	0.19%
Hungarian	264	0.18%
Irish	10,210	7.13%
Italian	2,763	1.93%
Lithuanian	67	0.05%
United States or American	17,717	12.37%
Norwegian	619	0.43%
Polish	1,588	1.11%
Portuguese	39	0.03%
Russian	423	0.30%
Scottish	1,895	1.32%
Scotch-Irish	1,685	1.18%
Slovak	47	0.03%
Subsaharan African	1,785	1.25%
Swedish	840	0.59%
Swiss	395	0.28%
Ukrainian	120	0.08%
Welsh	604	0.42%
West Indian (except Hisp. groups)	151	0.11%
Other ancestries	43,195	30.15%
Ancestry Unclassified	27,412	19.13%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	98,930	74.30%
Speak Asian/Pacific Island Language at Home	11,012	8.27%
Speak IndoEuropean Language at Home	6,104	4.58%
Speak Spanish at Home	15,901	11.94%
Speak Other Language at Home	1,197	0.90%

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DESCRIPTION	DATA	%
2020 Est. Population by Age	143,272	
Age 0 - 4	10,128	7.07%
Age 5 - 9	11,021	7.69%
Age 10 - 14	11,633	8.12%
Age 15 - 17	7,196	5.02%
Age 18 - 20	6,257	4.37%
Age 21 - 24	7,692	5.37%
Age 25 - 34	15,077	10.52%
Age 35 - 44	21,270	14.85%
Age 45 - 54	22,878	15.97%
Age 55 - 64	16,332	11.40%
Age 65 - 74	9,162	6.40%
Age 75 - 84	3,734	2.61%
Age 85 and over	892	0.62%
Age 16 and over	108,127	75.47%
Age 18 and over	103,294	72.10%
Age 21 and over	97,037	67.73%
Age 65 and over	13,788	9.62%
2020 Est. Median Age		36.38
2020 Est. Average Age		35.63
2020 Est. Population by Sex	143,272	
Male	70,491	49.20%
Female	72,781	50.80%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	70,491	
Age 0 - 4	5,133	7.28%
Age 5 - 9	5,535	7.85%
Age 10 - 14	5,909	8.38%
Age 15 - 17	3,637	5.16%
Age 18 - 20	3,194	4.53%
Age 21 - 24	3,905	5.54%
Age 25 - 34	7,373	10.46%
Age 35 - 44	9,956	14.12%
Age 45 - 54	11,330	16.07%
Age 55 - 64	8,279	11.75%
Age 65 - 74	4,239	6.01%
Age 75 - 84	1,681	2.39%
Age 85 and over	321	0.46%
2020 Est. Median Age, Male		35.63
2020 Est. Average Age, Male		35.11
2020 Est. Female Population by Age	72,781	
Age 0 - 4	4,995	6.86%
Age 5 - 9	5,486	7.54%
Age 10 - 14	5,724	7.87%
Age 15 - 17	3,559	4.89%
Age 18 - 20	3,063	4.21%
Age 21 - 24	3,788	5.21%
Age 25 - 34	7,704	10.59%
Age 35 - 44	11,313	15.54%
Age 45 - 54	11,548	15.87%
Age 55 - 64	8,053	11.07%
Age 65 - 74	4,923	6.76%
Age 75 - 84	2,053	2.82%
Age 85 and over	570	0.78%
2020 Est. Median Age, Female		37.02
2020 Est. Average Age, Female		36.14

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	28,083	25.42%
Males, Never Married	15,163	13.72%
Females, Never Married	12,920	11.69%
Married, Spouse present	65,089	58.91%
Married, Spouse absent	4,394	3.98%
Widowed	3,774	3.42%
Males Widowed	632	0.57%
Females Widowed	3,142	2.84%
Divorced	9,150	8.28%
Males Divorced	3,837	3.47%
Females Divorced	5,313	4.81%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,025	3.4%
Some High School, no diploma	4,348	4.9%
High School Graduate (or GED)	18,708	20.9%
Some College, no degree	18,363	20.6%
Associate Degree	7,706	8.6%
Bachelor's Degree	25,280	28.3%
Master's Degree	9,122	10.2%
Professional School Degree	1,832	2.1%
Doctorate Degree	961	1.1%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,476	30.79%
High School Graduate	2,472	21.89%
Some College or Associate's Degree	3,082	27.30%
Bachelor's Degree or Higher	2,260	20.02%
Households		
2025 Projection	48,190	
2020 Estimate	44,044	
2010 Census	33,105	
2000 Census	14,635	
Growth 2020 - 2025		9.41%
Growth 2010 - 2020		33.04%
Growth 2000 - 2010		126.20%
2020 Est. Households by Household Type		
Family Households	37,371	84.85%
Nonfamily Households	6,673	15.15%
2020 Est. Group Quarters Population		
2020 Est. Group Quarters Population	184	
2020 Households by Ethnicity, Hispanic/Latino		
2020 Households by Ethnicity, Hispanic/Latino	5,387	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income		
Income < \$15,000	1,139	2.59%
Income \$15,000 - \$24,999	1,390	3.16%
Income \$25,000 - \$34,999	1,602	3.64%
Income \$35,000 - \$49,999	3,145	7.14%
Income \$50,000 - \$74,999	6,232	14.15%
Income \$75,000 - \$99,999	6,160	13.99%
Income \$100,000 - \$124,999	6,164	14.00%
Income \$125,000 - \$149,999	5,353	12.15%
Income \$150,000 - \$199,999	6,273	14.24%
Income \$200,000 - \$249,999	2,927	6.65%
Income \$250,000 - \$499,999	2,652	6.02%
Income \$500,000+	1,007	2.29%
2020 Est. Average Household Income		
2020 Est. Average Household Income		\$131,921
2020 Est. Median Household Income		
2020 Est. Median Household Income		\$109,391
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$110,187
Black or African American Alone		\$107,988
American Indian and Alaska Native Alone		\$96,293
Asian Alone		\$118,191
Native Hawaiian and Other Pacific Islander Alone		\$105,664
Some Other Race Alone		\$90,376
Two or More Races		\$112,232
Hispanic or Latino		\$86,763
Not Hispanic or Latino		\$113,420
2020 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	37,371	
Married-Couple Family, no own children	18,520	49.56%
Male Householder, own children	12,911	34.55%
Male Householder, no own children	988	2.64%
Female Householder, own children	837	2.24%
Female Householder, no own children	2,584	6.91%
Female Householder, no own children	1,532	4.10%
2020 Est. Households by Household Size		
1-person	44,044	
2-person	5,206	11.82%
3-person	11,814	26.82%
4-person	8,946	20.31%
5-person	9,371	21.28%
6-person	5,204	11.82%
7-or-more-person	2,195	4.98%
	1,308	2.97%
2020 Est. Average Household Size		
2020 Est. Average Household Size		3.24

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	44,044	
Households with 1 or More People under Age 18:	23,467	53.28%
Married-Couple Family	19,229	81.94%
Other Family, Male Householder	1,159	4.94%
Other Family, Female Householder	2,975	12.68%
Nonfamily, Male Householder	87	0.37%
Nonfamily, Female Householder	17	0.07%
Households with No People under Age 18:	20,577	46.72%
Married-Couple Family	12,202	59.30%
Other Family, Male Householder	669	3.25%
Other Family, Female Householder	1,138	5.53%
Nonfamily, Male Householder	3,225	15.67%
Nonfamily, Female Householder	3,343	16.25%
2020 Est. Households by Number of Vehicles	44,044	
No Vehicles	638	1.45%
1 Vehicle	7,682	17.44%
2 Vehicles	22,138	50.26%
3 Vehicles	9,468	21.50%
4 Vehicles	2,624	5.96%
5 or more Vehicles	1,495	3.39%
2020 Est. Average Number of Vehicles		2.26
Family Households		
2025 Projection	40,892	
2020 Estimate	37,371	
2010 Census	28,059	
2000 Census	12,252	
Growth 2020 - 2025		9.42%
Growth 2010 - 2020		33.19%
Growth 2000 - 2010		129.02%

2020 Est. Families by Poverty Status	37,371	
2020 Families at or Above Poverty	36,119	96.65%
2020 Families at or Above Poverty with Children	21,813	58.37%
2020 Families Below Poverty	1,252	3.35%
2020 Families Below Poverty with Children	756	2.02%
2020 Est. Pop 16+ by Employment Status	108,126	
Civilian Labor Force, Employed	73,689	68.15%
Civilian Labor Force, Unemployed	3,322	3.07%
Armed Forces	4	0.00%
Not in Labor Force	31,111	28.77%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	73,850	
For-Profit Private Workers	55,175	74.71%
Non-Profit Private Workers	3,908	5.29%
Local Government Workers	974	1.32%
State Government Workers	1,821	2.47%
Federal Government Workers	5,089	6.89%
Self-Employed Workers	6,817	9.23%
Unpaid Family Workers	66	0.09%
2020 Est. Civ. Employed Pop 16+ by Occupation	73,850	
Architect/Engineer	2,456	3.33%
Arts/Entertainment/Sports	1,359	1.84%
Building Grounds Maintenance	2,137	2.89%
Business/Financial Operations	5,230	7.08%
Community/Social Services	928	1.26%
Computer/Mathematical	5,010	6.78%
Construction/Extraction	2,822	3.82%
Education/Training/Library	5,245	7.10%
Farming/Fishing/Forestry	5	0.01%
Food Prep/Serving	2,605	3.53%
Health Practitioner/Technician	4,941	6.69%
Healthcare Support	585	0.79%
Maintenance Repair	2,461	3.33%
Legal	706	0.96%
Life/Physical/Social Science	578	0.78%
Management	9,559	12.94%
Office/Admin. Support	9,484	12.84%
Production	2,669	3.61%
Protective Services	1,317	1.78%
Sales/Related	8,549	11.58%
Personal Care/Service	2,334	3.16%
Transportation/Moving	2,868	3.88%

2020 Est. Pop 16+ by Occupation Classification	73,850	
White Collar	54,047	73.19%
Blue Collar	10,820	14.65%
Service and Farm	8,983	12.16%
2020 Est. Workers Age 16+ by Transp. to Work	72,691	
Drove Alone	59,257	81.52%
Car Pooled	5,113	7.03%
Public Transportation	833	1.15%
Walked	349	0.48%
Bicycle	25	0.03%
Other Means	894	1.23%
Worked at Home	6,220	8.56%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,793	
15 - 29 Minutes	19,725	
30 - 44 Minutes	18,904	
45 - 59 Minutes	11,400	
60 or more Minutes	8,107	
2020 Est. Avg Travel Time to Work in Minutes		36
2020 Est. Occupied Housing Units by Tenure	44,044	
Owner Occupied	38,345	87.06%
Renter Occupied	5,699	12.94%
2020 Owner Occ. HUs: Avg. Length of Residence		11.04
2020 Renter Occ. HUs: Avg. Length of Residence		5.42
2020 Est. Owner-Occupied Housing Units by Value	44,044	
Value Less than \$20,000	686	1.79%
Value \$20,000 - \$39,999	393	1.03%
Value \$40,000 - \$59,999	183	0.48%
Value \$60,000 - \$79,999	182	0.48%
Value \$80,000 - \$99,999	292	0.76%
Value \$100,000 - \$149,999	1,671	4.36%
Value \$150,000 - \$199,999	3,976	10.37%
Value \$200,000 - \$299,999	9,854	25.70%
Value \$300,000 - \$399,999	9,411	24.54%
Value \$400,000 - \$499,999	6,207	16.19%
Value \$500,000 - \$749,999	3,816	9.95%
Value \$750,000 - \$999,999	1,054	2.75%
Value \$1,000,000 or \$1,499,999	393	1.03%
Value \$1,500,000 or \$1,999,999	93	0.24%
Value \$2,000,000+	133	0.35%
2020 Est. Median All Owner-Occupied Housing Value		\$319,438

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,174	20.16%
Housing Units Built 2010 to 2014	2,589	5.69%
Housing Units Built 2000 to 2009	18,146	39.87%
Housing Units Built 1990 to 1999	7,868	17.29%
Housing Units Built 1980 to 1989	4,678	10.28%
Housing Units Built 1970 to 1979	1,494	3.28%
Housing Units Built 1960 to 1969	945	2.08%
Housing Units Built 1950 to 1959	425	0.93%
Housing Units Built 1940 to 1949	124	0.27%
Housing Unit Built 1939 or Earlier	73	0.16%
2020 Est. Median Year Structure Built		2004

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	39,620	87.05%
1 Unit Detached	1,113	2.45%
2 Units	121	0.27%
3 or 4 Units	235	0.52%
5 to 19 Units	1,272	2.80%
20 to 49 Units	439	0.97%
50 or More Units	573	1.26%
Mobile Home or Trailer	2,126	4.67%
Boat, RV, Van, etc.	17	0.04%



ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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