



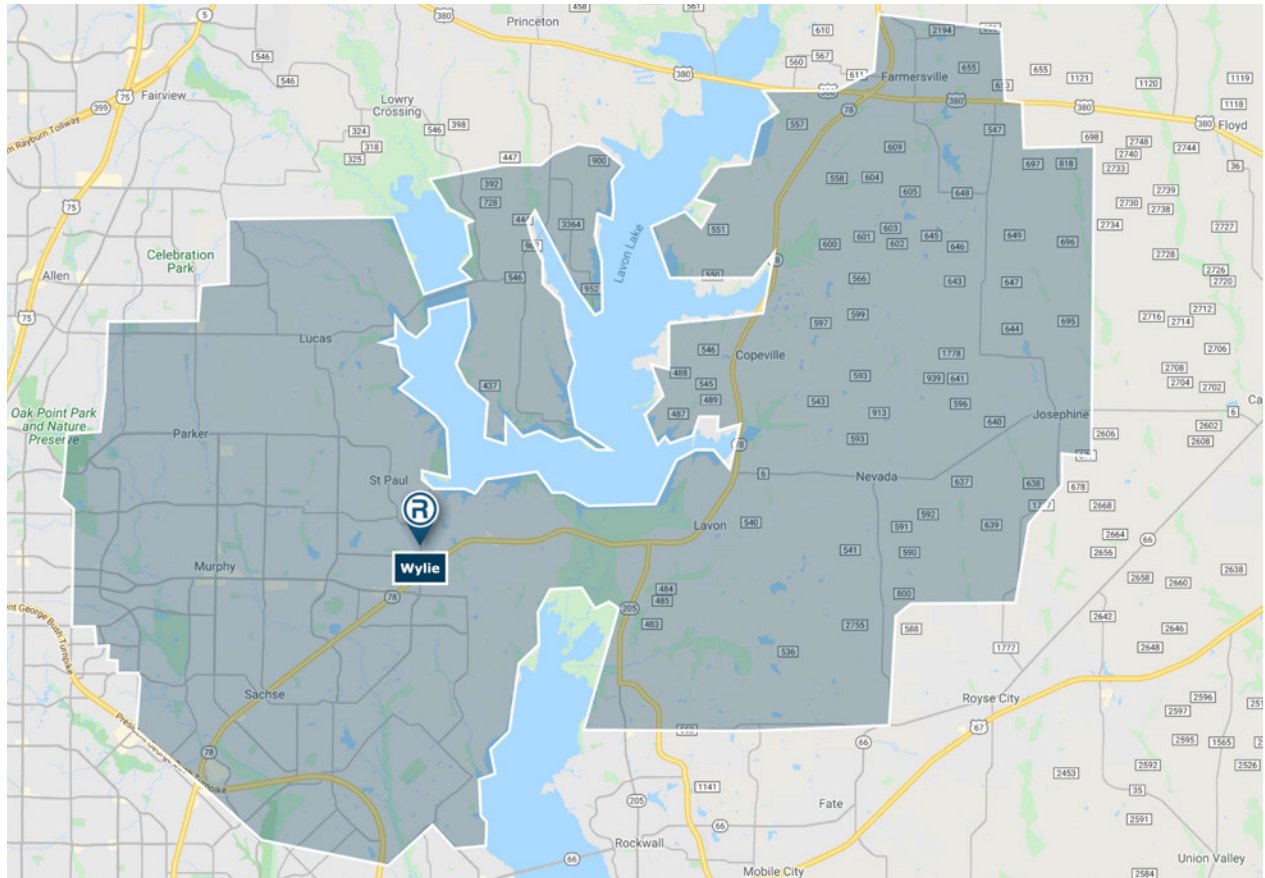
WYLIE, TEXAS

# Retail Trade Area Demographic Profile



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# Contact Information



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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.



# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2025 Projection	251,179	
2020 Estimate	228,639	
2010 Census	170,152	
2000 Census	84,638	
Growth 2020 - 2025		9.86%
Growth 2010 - 2020		34.37%
Growth 2000 - 2010		101.04%
<b>2020 Est. Population by Single-Classification Race</b>	<b>228,639</b>	
White Alone	138,355	60.51%
Black or African American Alone	27,437	12.00%
Amer. Indian and Alaska Native Alone	1,317	0.58%
Asian Alone	41,191	18.02%
Native Hawaiian and Other Pacific Island Alone	145	0.06%
Some Other Race Alone	11,997	5.25%
Two or More Races	8,197	3.59%
<b>2020 Est. Population by Hispanic or Latino Origin</b>	<b>228,639</b>	
Not Hispanic or Latino	193,827	84.77%
Hispanic or Latino	34,813	15.23%
Mexican	26,989	77.53%
Puerto Rican	1,157	3.32%
Cuban	422	1.21%
All Other Hispanic or Latino	6,243	17.93%
<b>2020 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>34,813</b>	
White Alone	20,017	57.50%
Black or African American Alone	451	1.30%
American Indian and Alaska Native Alone	398	1.14%
Asian Alone	115	0.33%
Native Hawaiian and Other Pacific Islander Alone	15	0.04%
Some Other Race Alone	11,599	33.32%
Two or More Races	2,218	6.37%
<b>2020 Est. Pop by Race, Asian Alone, by Category</b>	<b>41,191</b>	
Chinese, except Taiwanese	2,894	7.03%
Filipino	3,142	7.63%
Japanese	218	0.53%
Asian Indian	14,180	34.43%
Korean	1,248	3.03%
Vietnamese	12,878	31.26%
Cambodian	486	1.18%
Hmong	156	0.38%
Laotian	324	0.79%
Thai	195	0.47%
All Other Asian Races Including 2+ Category	5,470	13.28%

DESCRIPTION	DATA	%
<b>2020 Est. Population by Ancestry</b>	<b>228,639</b>	
Arab	1,725	0.75%
Czech	688	0.30%
Danish	439	0.19%
Dutch	1,850	0.81%
English	17,022	7.45%
French (except Basque)	3,825	1.67%
French Canadian	796	0.35%
German	23,153	10.13%
Greek	496	0.22%
Hungarian	405	0.18%
Irish	16,053	7.02%
Italian	4,868	2.13%
Lithuanian	112	0.05%
United States or American	27,270	11.93%
Norwegian	1,055	0.46%
Polish	2,441	1.07%
Portuguese	119	0.05%
Russian	686	0.30%
Scottish	3,129	1.37%
Scotch-Irish	2,869	1.26%
Slovak	87	0.04%
Subsaharan African	2,642	1.16%
Swedish	1,297	0.57%
Swiss	610	0.27%
Ukrainian	215	0.09%
Welsh	896	0.39%
West Indian (except Hisp. groups)	244	0.11%
Other ancestries	69,888	30.57%
Ancestry Unclassified	43,762	19.14%
<b>2020 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	160,219	75.07%
Speak Asian/Pacific Island Language at Home	17,275	8.09%
Speak IndoEuropean Language at Home	8,828	4.14%
Speak Spanish at Home	25,133	11.78%
Speak Other Language at Home	1,964	0.92%



# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2020 Est. Population by Age	228,639	
Age 0 - 4	15,221	6.66%
Age 5 - 9	16,697	7.30%
Age 10 - 14	18,083	7.91%
Age 15 - 17	11,344	4.96%
Age 18 - 20	9,933	4.34%
Age 21 - 24	12,391	5.42%
Age 25 - 34	24,618	10.77%
Age 35 - 44	31,759	13.89%
Age 45 - 54	36,199	15.83%
Age 55 - 64	28,034	12.26%
Age 65 - 74	16,078	7.03%
Age 75 - 84	6,665	2.92%
Age 85 and over	1,618	0.71%
Age 16 and over	174,913	76.50%
Age 18 and over	167,294	73.17%
Age 21 and over	157,361	68.83%
Age 65 and over	24,361	10.66%
2020 Est. Median Age		37.06
2020 Est. Average Age		36.47
2020 Est. Population by Sex	228,639	
Male	112,547	49.23%
Female	116,092	50.78%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	112,547	
Age 0 - 4	7,718	6.86%
Age 5 - 9	8,424	7.49%
Age 10 - 14	9,203	8.18%
Age 15 - 17	5,767	5.12%
Age 18 - 20	5,093	4.53%
Age 21 - 24	6,290	5.59%
Age 25 - 34	12,059	10.72%
Age 35 - 44	14,805	13.15%
Age 45 - 54	17,921	15.92%
Age 55 - 64	14,119	12.55%
Age 65 - 74	7,494	6.66%
Age 75 - 84	3,034	2.70%
Age 85 and over	619	0.55%
2020 Est. Median Age, Male		36.27
2020 Est. Average Age, Male		35.93
2020 Est. Female Population by Age	116,092	
Age 0 - 4	7,503	6.46%
Age 5 - 9	8,273	7.13%
Age 10 - 14	8,880	7.65%
Age 15 - 17	5,577	4.80%
Age 18 - 20	4,840	4.17%
Age 21 - 24	6,101	5.26%
Age 25 - 34	12,558	10.82%
Age 35 - 44	16,954	14.60%
Age 45 - 54	18,278	15.74%
Age 55 - 64	13,915	11.99%
Age 65 - 74	8,584	7.39%
Age 75 - 84	3,631	3.13%
Age 85 and over	998	0.86%
2020 Est. Median Age, Female		37.75
2020 Est. Average Age, Female		36.99

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	45,132	25.27%
Males, Never Married	24,464	13.70%
Females, Never Married	20,668	11.57%
Married, Spouse present	105,250	58.92%
Married, Spouse absent	7,041	3.94%
Widowed	6,623	3.71%
Males Widowed	1,161	0.65%
Females Widowed	5,462	3.06%
Divorced	14,593	8.17%
Males Divorced	6,107	3.42%
Females Divorced	8,486	4.75%
<b>2020 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,760	3.3%
Some High School, no diploma	6,774	4.7%
High School Graduate (or GED)	29,860	20.6%
Some College, no degree	29,955	20.7%
Associate Degree	11,993	8.3%
Bachelor's Degree	41,341	28.5%
Master's Degree	15,329	10.6%
Professional School Degree	3,097	2.1%
Doctorate Degree	1,860	1.3%
<b>2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	5,490	30.37%
High School Graduate	4,001	22.13%
Some College or Associate's Degree	4,889	27.04%
Bachelor's Degree or Higher	3,700	20.47%
<b>Households</b>		
2025 Projection	78,434	
2020 Estimate	71,827	
2010 Census	54,859	
2000 Census	28,573	
Growth 2020 - 2025		9.20%
Growth 2010 - 2020		30.93%
Growth 2000 - 2010		92.00%
<b>2020 Est. Households by Household Type</b>		
Family Households	60,156	83.75%
Nonfamily Households	11,671	16.25%
<b>2020 Est. Group Quarters Population</b>		
	189	
<b>2020 Households by Ethnicity, Hispanic/Latino</b>		
	8,502	

DESCRIPTION	DATA	%
<b>2020 Est. Households by Household Income</b>		
Income < \$15,000	2,285	3.18%
Income \$15,000 - \$24,999	2,483	3.46%
Income \$25,000 - \$34,999	3,049	4.25%
Income \$35,000 - \$49,999	5,380	7.49%
Income \$50,000 - \$74,999	9,776	13.61%
Income \$75,000 - \$99,999	9,834	13.69%
Income \$100,000 - \$124,999	9,170	12.77%
Income \$125,000 - \$149,999	7,993	11.13%
Income \$150,000 - \$199,999	10,065	14.01%
Income \$200,000 - \$249,999	4,861	6.77%
Income \$250,000 - \$499,999	4,866	6.78%
Income \$500,000+	2,065	2.88%
<b>2020 Est. Average Household Income</b>		
		\$134,780
<b>2020 Est. Median Household Income</b>		
		\$108,210
<b>2020 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$107,794
Black or African American Alone		\$105,124
American Indian and Alaska Native Alone		\$96,488
Asian Alone		\$122,443
Native Hawaiian and Other Pacific Islander Alone		\$84,438
Some Other Race Alone		\$88,533
Two or More Races		\$114,824
Hispanic or Latino		\$83,266
Not Hispanic or Latino		\$112,265
<b>2020 Est. Family HH Type by Presence of Own Child.</b>		
	60,156	
Married-Couple Family, own children	28,677	47.67%
Married-Couple Family, no own children	22,049	36.65%
Male Householder, own children	1,590	2.64%
Male Householder, no own children	1,358	2.26%
Female Householder, own children	3,901	6.49%
Female Householder, no own children	2,581	4.29%
<b>2020 Est. Households by Household Size</b>		
	71,827	
1-person	9,262	12.90%
2-person	20,103	27.99%
3-person	14,200	19.77%
4-person	14,701	20.47%
5-person	8,081	11.25%
6-person	3,417	4.76%
7-or-more-person	2,064	2.87%
<b>2020 Est. Average Household Size</b>		
		3.18

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2020 Est. Households by Presence of People Under 18</b>	<b>71,827</b>	
Households with 1 or More People under Age 18:	36,501	50.82%
Married-Couple Family	29,926	81.99%
Other Family, Male Householder	1,870	5.12%
Other Family, Female Householder	4,554	12.48%
Nonfamily, Male Householder	128	0.35%
Nonfamily, Female Householder	25	0.07%
<b>Households with No People under Age 18:</b>	<b>35,326</b>	<b>49.18%</b>
Married-Couple Family	20,798	58.88%
Other Family, Male Householder	1,077	3.05%
Other Family, Female Householder	1,930	5.46%
Nonfamily, Male Householder	5,662	16.03%
Nonfamily, Female Householder	5,859	16.59%
<b>2020 Est. Households by Number of Vehicles</b>	<b>71,827</b>	
No Vehicles	1,036	1.44%
1 Vehicle	13,045	18.16%
2 Vehicles	35,000	48.73%
3 Vehicles	15,689	21.84%
4 Vehicles	4,727	6.58%
5 or more Vehicles	2,331	3.25%
2020 Est. Average Number of Vehicles		2.27
<b>Family Households</b>		
2025 Projection	65,695	
2020 Estimate	60,156	
2010 Census	45,878	
2000 Census	23,676	
Growth 2020 - 2025		9.21%
Growth 2010 - 2020		31.12%
Growth 2000 - 2010		93.77%

<b>2020 Est. Families by Poverty Status</b>	<b>60,156</b>	
2020 Families at or Above Poverty	58,024	96.46%
2020 Families at or Above Poverty with Children	33,191	55.18%
2020 Families Below Poverty	2,132	3.54%
2020 Families Below Poverty with Children	1,422	2.36%
<b>2020 Est. Pop 16+ by Employment Status</b>	<b>174,913</b>	
Civilian Labor Force, Employed	117,818	67.36%
Civilian Labor Force, Unemployed	5,058	2.89%
Armed Forces	16	0.01%
Not in Labor Force	52,021	29.74%

DESCRIPTION	DATA	%
<b>2020 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>118,663</b>	
For-Profit Private Workers	87,735	73.94%
Non-Profit Private Workers	5,976	5.04%
Local Government Workers	1,637	1.38%
State Government Workers	3,050	2.57%
Federal Government Workers	8,030	6.77%
Self-Employed Workers	12,121	10.22%
Unpaid Family Workers	113	0.10%
<b>2020 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>118,663</b>	
Architect/Engineer	3,898	3.29%
Arts/Entertainment/Sports	2,140	1.80%
Building Grounds Maintenance	3,515	2.96%
Business/Financial Operations	8,491	7.16%
Community/Social Services	1,406	1.19%
Computer/Mathematical	8,322	7.01%
Construction/Extraction	4,770	4.02%
Education/Training/Library	8,176	6.89%
Farming/Fishing/Forestry	21	0.02%
Food Prep/Serving	4,312	3.63%
Health Practitioner/Technician	7,595	6.40%
Healthcare Support	1,003	0.85%
Maintenance Repair	3,890	3.28%
Legal	1,149	0.97%
Life/Physical/Social Science	1,092	0.92%
Management	16,088	13.56%
Office/Admin. Support	15,295	12.89%
Production	4,170	3.51%
Protective Services	1,875	1.58%
Sales/Related	13,545	11.42%
Personal Care/Service	3,494	2.94%
Transportation/Moving	4,415	3.72%

<b>2020 Est. Pop 16+ by Occupation Classification</b>	<b>118,663</b>	
White Collar	87,198	73.48%
Blue Collar	17,245	14.53%
Service and Farm	14,220	11.98%
<b>2020 Est. Workers Age 16+ by Transp. to Work</b>	<b>117,093</b>	
Drove Alone	95,525	81.58%
Car Pooled	8,118	6.93%
Public Transportation	1,496	1.28%
Walked	669	0.57%
Bicycle	35	0.03%
Other Means	1,309	1.12%
Worked at Home	9,942	8.49%

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	14,333	
15 - 29 Minutes	32,386	
30 - 44 Minutes	30,050	
45 - 59 Minutes	18,017	
60 or more Minutes	13,180	
2020 Est. Avg Travel Time to Work in Minutes		36
2020 Est. Occupied Housing Units by Tenure	71,827	
Owner Occupied	61,445	85.55%
Renter Occupied	10,383	14.46%
2020 Owner Occ. HUs: Avg. Length of Residence		11.38
2020 Renter Occ. HUs: Avg. Length of Residence		5.45
2020 Est. Owner-Occupied Housing Units by Value	71,827	
Value Less than \$20,000	902	1.47%
Value \$20,000 - \$39,999	619	1.01%
Value \$40,000 - \$59,999	379	0.62%
Value \$60,000 - \$79,999	446	0.73%
Value \$80,000 - \$99,999	619	1.01%
Value \$100,000 - \$149,999	2,749	4.47%
Value \$150,000 - \$199,999	6,385	10.39%
Value \$200,000 - \$299,999	15,430	25.11%
Value \$300,000 - \$399,999	14,085	22.92%
Value \$400,000 - \$499,999	9,461	15.40%
Value \$500,000 - \$749,999	6,964	11.33%
Value \$750,000 - \$999,999	2,300	3.74%
Value \$1,000,000 or \$1,499,999	722	1.18%
Value \$1,500,000 or \$1,999,999	133	0.22%
Value \$2,000,000+	250	0.41%
2020 Est. Median All Owner-Occupied Housing Value		\$321,212

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	14,029	18.86%
Housing Units Built 2010 to 2014	4,033	5.42%
Housing Units Built 2000 to 2009	26,294	35.34%
Housing Units Built 1990 to 1999	14,969	20.12%
Housing Units Built 1980 to 1989	8,557	11.50%
Housing Units Built 1970 to 1979	3,299	4.43%
Housing Units Built 1960 to 1969	1,536	2.06%
Housing Units Built 1950 to 1959	1,001	1.35%
Housing Units Built 1940 to 1949	267	0.36%
Housing Unit Built 1939 or Earlier	419	0.56%
2020 Est. Median Year Structure Built		2003

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	63,372	85.17%
1 Unit Detached	1,481	1.99%
2 Units	196	0.26%
3 or 4 Units	483	0.65%
5 to 19 Units	2,273	3.06%
20 to 49 Units	859	1.16%
50 or More Units	1,451	1.95%
Mobile Home or Trailer	4,168	5.60%
Boat, RV, Van, etc.	121	0.16%





## 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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