



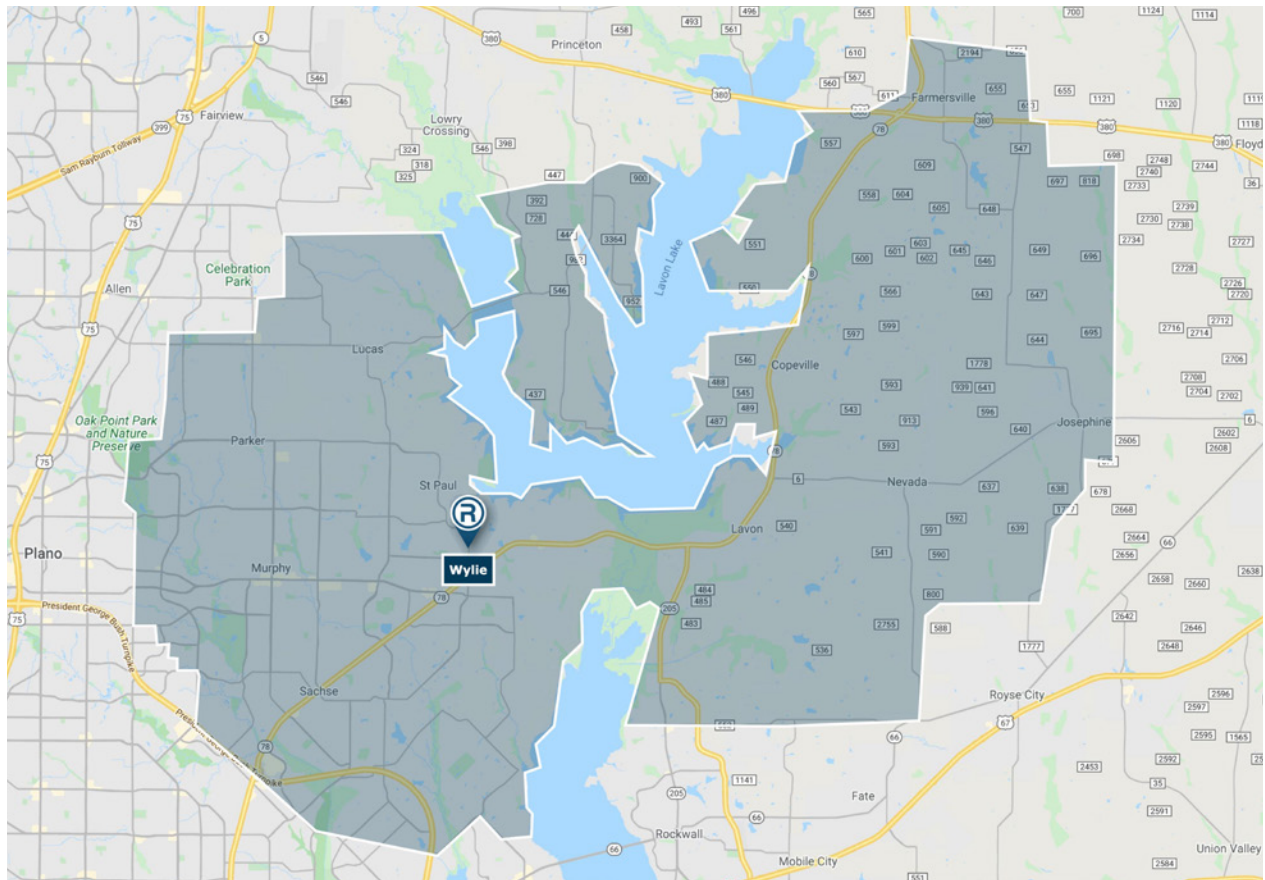
WYLIE, TEXAS

# Retail Trade Area Demographic Profile



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# Retail Trade Area



Prepared for:

## WYLIE, TX

ECONOMIC DEVELOPMENT CORPORATION

### Wylie Economic Development Corporation

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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.

## Retail:360® 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 Retail:360® 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>		
2026 Projection	253,511	
2021 Estimate	231,183	
2010 Census	170,137	
2000 Census	84,570	
Growth 2021 - 2026		9.66%
Growth 2010 - 2021		35.88%
Growth 2000 - 2010		101.18%
<b>2021 Est. Population by Single-Classification Race</b>	<b>231,183</b>	
White Alone	136,825	59.19%
Black or African American Alone	28,595	12.37%
Amer. Indian and Alaska Native Alone	1,300	0.56%
Asian Alone	43,632	18.87%
Native Hawaiian and Other Pacific Island Alone	149	0.07%
Some Other Race Alone	12,277	5.31%
Two or More Races	8,405	3.64%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>231,183</b>	
Not Hispanic or Latino	195,645	84.63%
Hispanic or Latino	35,537	15.37%
Mexican	27,597	77.66%
Puerto Rican	1,180	3.32%
Cuban	434	1.22%
All Other Hispanic or Latino	6,327	17.80%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>35,537</b>	
White Alone	20,414	57.44%
Black or African American Alone	463	1.30%
American Indian and Alaska Native Alone	396	1.11%
Asian Alone	114	0.32%
Native Hawaiian and Other Pacific Islander Alone	16	0.05%
Some Other Race Alone	11,875	33.42%
Two or More Races	2,258	6.35%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>43,632</b>	
Chinese, except Taiwanese	3,640	8.34%
Filipino	2,826	6.48%
Japanese	229	0.53%
Asian Indian	15,769	36.14%
Korean	1,292	2.96%
Vietnamese	13,045	29.90%
Cambodian	343	0.79%
Hmong	306	0.70%
Laotian	397	0.91%
Thai	194	0.45%
All Other Asian Races Including 2+ Category	5,590	12.81%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>231,183</b>	
Arab	3,090	1.34%
Czech	1,010	0.44%
Danish	541	0.23%
Dutch	1,787	0.77%
English	17,962	7.77%
French (except Basque)	3,205	1.39%
French Canadian	601	0.26%
German	22,236	9.62%
Greek	470	0.20%
Hungarian	397	0.17%
Irish	16,637	7.20%
Italian	4,372	1.89%
Lithuanian	147	0.06%
United States or American	16,094	6.96%
Norwegian	1,300	0.56%
Polish	3,537	1.53%
Portuguese	275	0.12%
Russian	436	0.19%
Scottish	4,384	1.90%
Scotch-Irish	2,175	0.94%
Slovak	88	0.04%
Subsaharan African	6,349	2.75%
Swedish	1,575	0.68%
Swiss	524	0.23%
Ukrainian	346	0.15%
Welsh	1,293	0.56%
West Indian (except Hisp. groups)	511	0.22%
Other ancestries	87,257	37.74%
Ancestry Unclassified	32,583	14.09%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	162,263	75.08%
Speak Asian/Pacific Island Language at Home	17,452	8.08%
Speak IndoEuropean Language at Home	8,937	4.14%
Speak Spanish at Home	25,488	11.79%
Speak Other Language at Home	1,972	0.91%



# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	231,183	
Age 0 - 4	15,070	6.52%
Age 5 - 9	16,628	7.19%
Age 10 - 14	17,991	7.78%
Age 15 - 17	11,326	4.90%
Age 18 - 20	9,954	4.31%
Age 21 - 24	12,538	5.42%
Age 25 - 34	26,202	11.33%
Age 35 - 44	31,642	13.69%
Age 45 - 54	35,885	15.52%
Age 55 - 64	28,528	12.34%
Age 65 - 74	16,585	7.17%
Age 75 - 84	7,166	3.10%
Age 85 and over	1,668	0.72%
Age 16 and over	177,771	76.90%
Age 18 and over	170,168	73.61%
Age 21 and over	160,214	69.30%
Age 65 and over	25,420	11.00%
2021 Est. Median Age		36.99
2021 Est. Average Age		36.67
2021 Est. Population by Sex	231,183	
Male	113,818	49.23%
Female	117,365	50.77%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	113,818	
Age 0 - 4	7,639	6.71%
Age 5 - 9	8,403	7.38%
Age 10 - 14	9,170	8.06%
Age 15 - 17	5,757	5.06%
Age 18 - 20	5,109	4.49%
Age 21 - 24	6,360	5.59%
Age 25 - 34	12,846	11.29%
Age 35 - 44	14,805	13.01%
Age 45 - 54	17,716	15.57%
Age 55 - 64	14,369	12.63%
Age 65 - 74	7,726	6.79%
Age 75 - 84	3,264	2.87%
Age 85 and over	653	0.57%
2021 Est. Median Age, Male		36.18
2021 Est. Average Age, Male		36.12
2021 Est. Female Population by Age	117,365	
Age 0 - 4	7,431	6.33%
Age 5 - 9	8,225	7.01%
Age 10 - 14	8,820	7.52%
Age 15 - 17	5,570	4.75%
Age 18 - 20	4,845	4.13%
Age 21 - 24	6,178	5.26%
Age 25 - 34	13,355	11.38%
Age 35 - 44	16,836	14.35%
Age 45 - 54	18,169	15.48%
Age 55 - 64	14,159	12.06%
Age 65 - 74	8,859	7.55%
Age 75 - 84	3,902	3.33%
Age 85 and over	1,015	0.87%
2021 Est. Median Age, Female		37.69
2021 Est. Average Age, Female		37.20

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	47,788	26.33%
Males, Never Married	25,086	13.82%
Females, Never Married	22,702	12.51%
Married, Spouse present	105,426	58.09%
Married, Spouse absent	7,746	4.27%
Widowed	6,830	3.76%
Males Widowed	1,165	0.64%
Females Widowed	5,665	3.12%
Divorced	13,704	7.55%
Males Divorced	5,918	3.26%
Females Divorced	7,786	4.29%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	4,811	3.3%
Some High School, no diploma	5,919	4.0%
High School Graduate (or GED)	31,738	21.5%
Some College, no degree	30,082	20.4%
Associate Degree	12,185	8.3%
Bachelor's Degree	41,227	27.9%
Master's Degree	16,486	11.2%
Professional School Degree	3,114	2.1%
Doctorate Degree	2,113	1.4%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	4,980	26.61%
High School Graduate	4,500	24.05%
Some College or Associate's Degree	4,454	23.80%
Bachelor's Degree or Higher	4,780	25.54%
<b>Households</b>		
2026 Projection	79,042	
2021 Estimate	72,517	
2010 Census	54,849	
2000 Census	28,553	
Growth 2021 - 2026		9.00%
Growth 2010 - 2021		32.21%
Growth 2000 - 2010		92.10%
<b>2021 Est. Households by Household Type</b>		
Family Households	60,762	83.79%
Nonfamily Households	11,755	16.21%
<b>2021 Est. Group Quarters Population</b>		
	192	
<b>2021 Households by Ethnicity, Hispanic/Latino</b>		
	8,694	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>		
Income < \$15,000	2,162	2.98%
Income \$15,000 - \$24,999	2,390	3.30%
Income \$25,000 - \$34,999	2,917	4.02%
Income \$35,000 - \$49,999	5,039	6.95%
Income \$50,000 - \$74,999	9,746	13.44%
Income \$75,000 - \$99,999	9,378	12.93%
Income \$100,000 - \$124,999	9,567	13.19%
Income \$125,000 - \$149,999	8,510	11.74%
Income \$150,000 - \$199,999	9,946	13.72%
Income \$200,000 - \$249,999	4,898	6.75%
Income \$250,000 - \$499,999	5,405	7.45%
Income \$500,000+	2,560	3.53%
<b>2021 Est. Average Household Income</b>		
		\$140,471
<b>2021 Est. Median Household Income</b>		
		\$111,956
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$112,022
Black or African American Alone		\$108,676
American Indian and Alaska Native Alone		\$107,957
Asian Alone		\$120,933
Native Hawaiian and Other Pacific Islander Alone		\$67,948
Some Other Race Alone		\$93,380
Two or More Races		\$116,126
Hispanic or Latino		\$89,861
Not Hispanic or Latino		\$114,869
<b>2021 Est. Family HH Type by Presence of Own Child.</b>		
	60,762	
Married-Couple Family, own children	28,939	47.63%
Married-Couple Family, no own children	22,315	36.73%
Male Householder, own children	1,606	2.64%
Male Householder, no own children	1,372	2.26%
Female Householder, own children	3,928	6.47%
Female Householder, no own children	2,602	4.28%
<b>2021 Est. Households by Household Size</b>		
	72,517	
1-person	9,311	12.84%
2-person	20,270	27.95%
3-person	14,337	19.77%
4-person	14,817	20.43%
5-person	8,194	11.30%
6-person	3,476	4.79%
7-or-more-person	2,112	2.91%
<b>2021 Est. Average Household Size</b>		
		3.18

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>72,517</b>	
Households with 1 or More People under Age 18:	36,830	50.79%
Married-Couple Family	30,207	82.02%
Other Family, Male Householder	1,884	5.12%
Other Family, Female Householder	4,592	12.47%
Nonfamily, Male Householder	125	0.34%
Nonfamily, Female Householder	22	0.06%
<b>Households with No People under Age 18:</b>	<b>35,687</b>	<b>49.21%</b>
Married-Couple Family	21,045	58.97%
Other Family, Male Householder	1,087	3.05%
Other Family, Female Householder	1,946	5.45%
Nonfamily, Male Householder	5,702	15.98%
Nonfamily, Female Householder	5,908	16.56%
<b>2021 Est. Households by Number of Vehicles</b>	<b>72,517</b>	
No Vehicles	963	1.33%
1 Vehicle	12,872	17.75%
2 Vehicles	34,993	48.26%
3 Vehicles	15,870	21.89%
4 Vehicles	5,305	7.32%
5 or more Vehicles	2,514	3.47%
2021 Est. Average Number of Vehicles		2.3
<b>Family Households</b>		
2026 Projection	66,220	
2021 Estimate	60,762	
2010 Census	45,885	
2000 Census	23,659	
Growth 2021 - 2026		8.98%
Growth 2010 - 2021		32.42%
Growth 2000 - 2010		93.94%
<b>2021 Est. Families by Poverty Status</b>	<b>60,762</b>	
2021 Families at or Above Poverty	58,441	96.18%
2021 Families at or Above Poverty with Children	32,671	53.77%
2021 Families Below Poverty	2,321	3.82%
2021 Families Below Poverty with Children	1,758	2.89%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>177,771</b>	
Civilian Labor Force, Employed	120,535	67.80%
Civilian Labor Force, Unemployed	5,161	2.90%
Armed Forces	54	0.03%
Not in Labor Force	52,021	29.26%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>121,500</b>	
For-Profit Private Workers	89,320	73.51%
Non-Profit Private Workers	6,861	5.65%
Local Government Workers	1,864	1.53%
State Government Workers	3,083	2.54%
Federal Government Workers	7,900	6.50%
Self-Employed Workers	12,237	10.07%
Unpaid Family Workers	235	0.19%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>121,500</b>	
Architect/Engineer	4,415	3.63%
Arts/Entertainment/Sports	2,453	2.02%
Building Grounds Maintenance	3,643	3.00%
Business/Financial Operations	8,784	7.23%
Community/Social Services	1,681	1.38%
Computer/Mathematical	8,557	7.04%
Construction/Extraction	4,261	3.51%
Education/Training/Library	8,519	7.01%
Farming/Fishing/Forestry	42	0.04%
Food Prep/Serving	4,960	4.08%
Health Practitioner/Technician	8,080	6.65%
Healthcare Support	2,000	1.65%
Maintenance Repair	3,955	3.26%
Legal	1,321	1.09%
Life/Physical/Social Science	972	0.80%
Management	15,351	12.64%
Office/Admin. Support	14,232	11.71%
Production	4,571	3.76%
Protective Services	1,780	1.47%
Sales/Related	12,882	10.60%
Personal Care/Service	3,519	2.90%
Transportation/Moving	5,523	4.55%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>121,500</b>	
White Collar	87,247	71.81%
Blue Collar	18,310	15.07%
Service and Farm	15,943	13.12%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>119,862</b>	
Drove Alone	97,698	81.51%
Car Pooled	8,327	6.95%
Public Transportation	1,394	1.16%
Walked	661	0.55%
Bicycle	117	0.10%
Other Means	1,437	1.20%
Worked at Home	10,229	8.53%

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	15,080	
15 - 29 Minutes	33,056	
30 - 44 Minutes	30,601	
45 - 59 Minutes	17,705	
60 or more Minutes	13,832	
2021 Est. Avg Travel Time to Work in Minutes		36
<b>2021 Est. Occupied Housing Units by Tenure</b>	72,517	
Owner Occupied	62,066	85.59%
Renter Occupied	10,451	14.41%
2021 Owner Occ. HUs: Avg. Length of Residence		11.4
2021 Renter Occ. HUs: Avg. Length of Residence		5.49
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>72,517</b>	
Value Less than \$20,000	961	1.55%
Value \$20,000 - \$39,999	635	1.02%
Value \$40,000 - \$59,999	459	0.74%
Value \$60,000 - \$79,999	436	0.70%
Value \$80,000 - \$99,999	740	1.19%
Value \$100,000 - \$149,999	2,002	3.23%
Value \$150,000 - \$199,999	5,566	8.97%
Value \$200,000 - \$299,999	15,015	24.19%
Value \$300,000 - \$399,999	15,137	24.39%
Value \$400,000 - \$499,999	9,973	16.07%
Value \$500,000 - \$749,999	7,629	12.29%
Value \$750,000 - \$999,999	2,411	3.89%
Value \$1,000,000 or \$1,499,999	780	1.26%
Value \$1,500,000 or \$1,999,999	138	0.22%
Value \$2,000,000+	183	0.30%
2021 Est. Median All Owner-Occupied Housing Value		\$333,059
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	64,021	85.24%
1 Unit Attached	1190	1.58%
2 Units	190	0.25%
3 or 4 Units	537	0.72%
5 to 19 Units	2,497	3.33%
20 to 49 Units	964	1.28%
50 or More Units	1,416	1.89%
Mobile Home or Trailer	4,163	5.54%
Boat, RV, Van, etc.	128	0.17%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	15,582	20.75%
Housing Units Built 2010 to 2014	4,510	6.01%
Housing Units Built 2000 to 2009	25,756	34.29%
Housing Units Built 1990 to 1999	14,500	19.31%
Housing Units Built 1980 to 1989	8,307	11.06%
Housing Units Built 1970 to 1979	3,380	4.50%
Housing Units Built 1960 to 1969	1,425	1.90%
Housing Units Built 1950 to 1959	989	1.32%
Housing Units Built 1940 to 1949	233	0.31%
Housing Unit Built 1939 or Earlier	423	0.56%
2021 Est. Median Year Structure Built		2003





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.

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.

