



The**Retail**Coach®

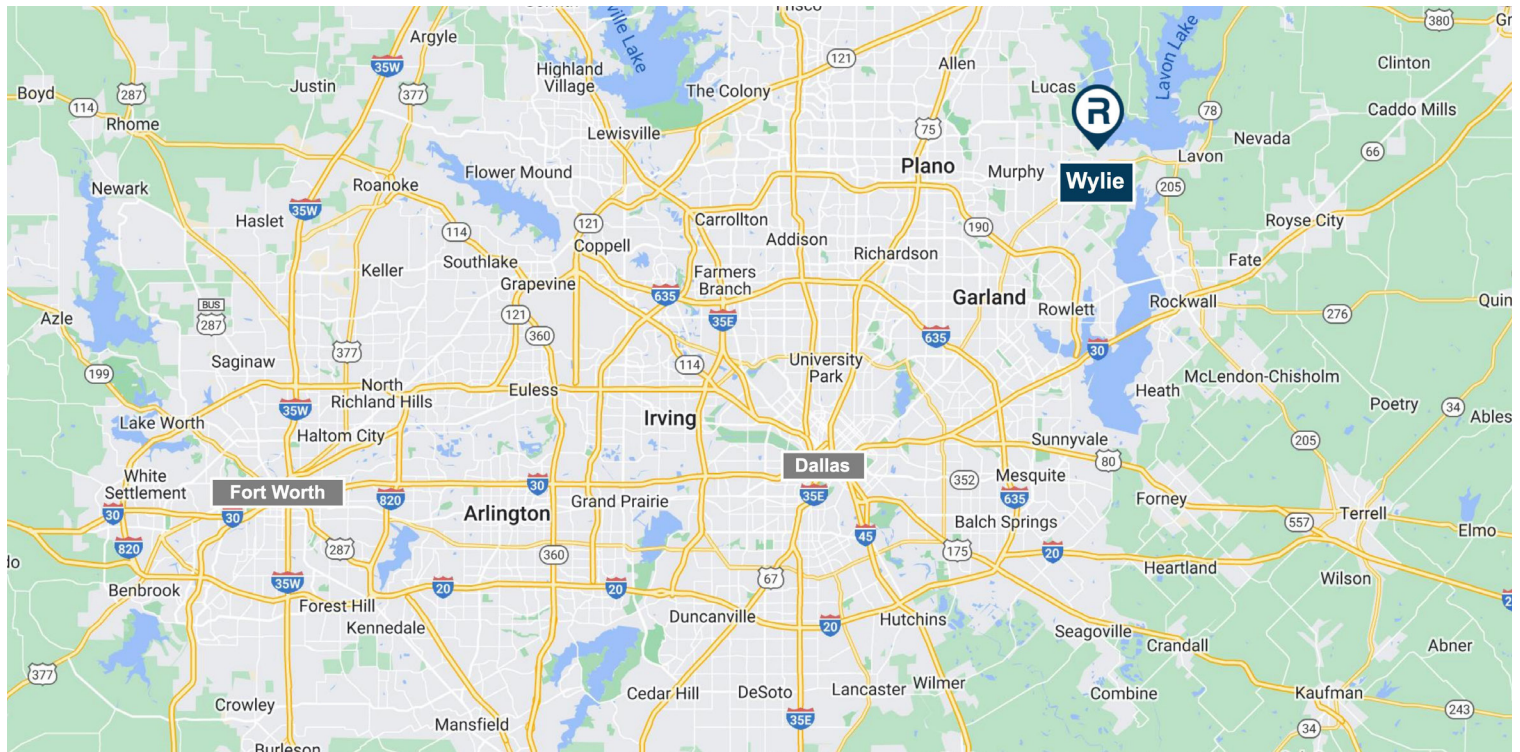
Community Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
May 2022

Community • Demographic Snapshot

Wylie, Texas



Population

2010	41,427
2022	61,195
2027	66,201

Educational Attainment (%)

Graduate or Professional Degree	11.68%
Bachelors Degree	26.55%
Associate Degree	9.19%
Some College	22.95%
High School Graduate (GED)	22.60%
Some High School, No Degree	3.90%
Less than 9th Grade	3.13%

Income

Average HH	\$119,080
Median HH	\$104,259
Per Capita	\$37,476

Age

0 - 9 Years	14.79%
10 - 17 Years	13.15%
18 - 24 Years	9.51%
25 - 34 Years	11.48%
35 - 44 Years	16.08%
45 - 54 Years	15.65%
55 - 64 Years	10.35%
65 and Older	8.99%
Median Age	35.74
Average Age	35.10

Race Distribution (%)

White	58.59%
Black/African American	17.49%
American Indian/Alaskan	0.54%
Asian	11.57%
Native Hawaiian/Islander	0.08%
Other Race	7.79%
Two or More Races	3.95%
Hispanic	19.45%

WYLIEEDC

Jason Greiner

Wylie Economic Development Corporation
Executive Director

250 South Highway 78
Wylie, Texas 75098

Phone 972.442.7181
Jason@Wylieedc.com
www.wylieedc.com

Aaron Farmer

The Retail Coach, LLC
President

Office 662.844.2155
Cell 662.231.0608
AFarmer@theretailcoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	66,201	
2022 Estimate	61,195	
2010 Census	41,427	
2000 Census	16,019	
Growth 2022 - 2027		8.18%
Growth 2010 - 2022		47.72%
Growth 2000 - 2010		158.61%
2022 Est. Population by Single-Classification Race	61,195	
White Alone	35,852	58.59%
Black or African American Alone	10,701	17.49%
Amer. Indian and Alaska Native Alone	333	0.54%
Asian Alone	7,081	11.57%
Native Hawaiian and Other Pacific Island Alone	47	0.08%
Some Other Race Alone	4,764	7.79%
Two or More Races	2,417	3.95%
2022 Est. Population by Hispanic or Latino Origin	61,195	
Not Hispanic or Latino	49,291	80.55%
Hispanic or Latino	11,904	19.45%
Mexican	9,145	76.82%
Puerto Rican	396	3.33%
Cuban	157	1.32%
All Other Hispanic or Latino	2,206	18.53%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	11,904	
White Alone	6,152	51.68%
Black or African American Alone	183	1.54%
American Indian and Alaska Native Alone	110	0.92%
Asian Alone	28	0.24%
Native Hawaiian and Other Pacific Islander Alone	6	0.05%
Some Other Race Alone	4,657	39.12%
Two or More Races	768	6.45%
2022 Est. Pop by Race, Asian Alone, by Category	7,081	
Chinese, except Taiwanese	350	4.94%
Filipino	770	10.87%
Japanese	60	0.85%
Asian Indian	3,758	53.07%
Korean	133	1.88%
Vietnamese	1,397	19.73%
Cambodian	59	0.83%
Hmong	60	0.85%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	494	6.98%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	61,195	
Arab	37	0.06%
Czech	192	0.31%
Danish	166	0.27%
Dutch	419	0.69%
English	4,270	6.98%
French (except Basque)	1,014	1.66%
French Canadian	127	0.21%
German	4,889	7.99%
Greek	79	0.13%
Hungarian	191	0.31%
Irish	4,246	6.94%
Italian	1,039	1.70%
Lithuanian	2	0.00%
United States or American	4,828	7.89%
Norwegian	333	0.54%
Polish	912	1.49%
Portuguese	24	0.04%
Russian	181	0.30%
Scottish	916	1.50%
Scotch-Irish	611	1.00%
Slovak	12	0.02%
Subsaharan African	1,654	2.70%
Swedish	332	0.54%
Swiss	119	0.19%
Ukrainian	92	0.15%
Welsh	204	0.33%
West Indian (except Hisp. groups)	5	0.01%
Other ancestries	24,523	40.07%
Ancestry Unclassified	9,778	15.98%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	40,842	72.04%
Speak Asian/Pacific Island Language at Home	2,370	4.18%
Speak IndoEuropean Language at Home	3,434	6.06%
Speak Spanish at Home	7,962	14.04%
Speak Other Language at Home	2,086	3.68%

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	61,195	
Age 0 - 4	4,501	7.36%
Age 5 - 9	4,548	7.43%
Age 10 - 14	5,006	8.18%
Age 15 - 17	3,038	4.96%
Age 18 - 20	2,629	4.30%
Age 21 - 24	3,193	5.22%
Age 25 - 34	7,027	11.48%
Age 35 - 44	9,842	16.08%
Age 45 - 54	9,578	15.65%
Age 55 - 64	6,331	10.35%
Age 65 - 74	3,508	5.73%
Age 75 - 84	1,582	2.58%
Age 85 and over	412	0.67%
Age 16 and over	46,144	75.40%
Age 18 and over	44,102	72.07%
Age 21 and over	41,473	67.77%
Age 65 and over	5,502	8.99%
2022 Est. Median Age		35.74
2022 Est. Average Age		35.10
2022 Est. Population by Sex	61,195	
Male	30,005	49.03%
Female	31,190	50.97%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	30,005	
Age 0 - 4	2,227	7.42%
Age 5 - 9	2,287	7.62%
Age 10 - 14	2,540	8.47%
Age 15 - 17	1,532	5.11%
Age 18 - 20	1,339	4.46%
Age 21 - 24	1,610	5.37%
Age 25 - 34	3,388	11.29%
Age 35 - 44	4,784	15.94%
Age 45 - 54	4,740	15.80%
Age 55 - 64	3,173	10.58%
Age 65 - 74	1,583	5.28%
Age 75 - 84	660	2.20%
Age 85 and over	142	0.47%
2022 Est. Median Age, Male		35.19
2022 Est. Average Age, Male		34.60
2022 Est. Female Population by Age	31,190	
Age 0 - 4	2,274	7.29%
Age 5 - 9	2,261	7.25%
Age 10 - 14	2,466	7.91%
Age 15 - 17	1,506	4.83%
Age 18 - 20	1,290	4.14%
Age 21 - 24	1,583	5.08%
Age 25 - 34	3,639	11.67%
Age 35 - 44	5,058	16.22%
Age 45 - 54	4,838	15.51%
Age 55 - 64	3,158	10.13%
Age 65 - 74	1,925	6.17%
Age 75 - 84	922	2.96%
Age 85 and over	270	0.87%
2022 Est. Median Age, Female		36.25
2022 Est. Average Age, Female		35.70

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	13,474	28.58%
Males, Never Married	6,749	14.32%
Females, Never Married	6,725	14.27%
Married, Spouse present	25,322	53.72%
Married, Spouse absent	2,354	4.99%
Widowed	1,693	3.59%
Males Widowed	373	0.79%
Females Widowed	1,320	2.80%
Divorced	4,297	9.12%
Males Divorced	1,861	3.95%
Females Divorced	2,436	5.17%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,198	3.13%
Some High School, no diploma	1,493	3.90%
High School Graduate (or GED)	8,651	22.60%
Some College, no degree	8,786	22.95%
Associate Degree	3,518	9.19%
Bachelor's Degree	10,163	26.55%
Master's Degree	3,476	9.08%
Professional School Degree	505	1.32%
Doctorate Degree	490	1.28%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,638	26.52%
High School Graduate	1,594	25.80%
Some College or Associate's Degree	1,426	23.09%
Bachelor's Degree or Higher	1,519	24.59%
Households		
2027 Projection	20,667	
2022 Estimate	19,208	
2010 Census	13,306	
2000 Census	5,327	
Growth 2022 - 2027		7.60%
Growth 2010 - 2022		44.36%
Growth 2000 - 2010		149.78%
2022 Est. Households by Household Type		
Family Households	15,923	82.90%
Nonfamily Households	3,285	17.10%
2022 Est. Group Quarters Population		
	162	
2022 Households by Ethnicity, Hispanic/Latino		
	2,950	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	435	2.27%
Income \$15,000 - \$24,999	631	3.29%
Income \$25,000 - \$34,999	704	3.66%
Income \$35,000 - \$49,999	1,485	7.73%
Income \$50,000 - \$74,999	3,132	16.31%
Income \$75,000 - \$99,999	2,737	14.25%
Income \$100,000 - \$124,999	2,793	14.54%
Income \$125,000 - \$149,999	2,468	12.85%
Income \$150,000 - \$199,999	2,735	14.24%
Income \$200,000 - \$249,999	1,159	6.03%
Income \$250,000 - \$499,999	759	3.95%
Income \$500,000+	170	0.89%
2022 Est. Average Household Income		
		\$119,080
2022 Est. Median Household Income		
		\$104,259
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$109,496
Black or African American Alone		\$90,374
American Indian and Alaska Native Alone		\$113,417
Asian Alone		\$98,979
Native Hawaiian and Other Pacific Islander Alone		\$94,440
Some Other Race Alone		\$98,531
Two or More Races		\$114,223
Hispanic or Latino		\$85,275
Not Hispanic or Latino		\$108,040
2022 Est. Family HH Type by Presence of Own Child.		
	15,923	
Married-Couple Family, own children	7,773	48.82%
Married-Couple Family, no own children	5,049	31.71%
Male Householder, own children	525	3.30%
Male Householder, no own children	417	2.62%
Female Householder, own children	1,393	8.75%
Female Householder, no own children	766	4.81%
2022 Est. Households by Household Size		
	19,208	
1-person	2,559	13.32%
2-person	5,093	26.51%
3-person	3,993	20.79%
4-person	3,964	20.64%
5-person	2,165	11.27%
6-person	893	4.65%
7-or-more-person	541	2.82%
2022 Est. Average Household Size		
		3.18

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	19,208	
Households with 1 or More People under Age 18:	10,311	53.68%
Married-Couple Family	8,073	78.29%
Other Family, Male Householder	608	5.90%
Other Family, Female Householder	1,577	15.29%
Nonfamily, Male Householder	43	0.42%
Nonfamily, Female Householder	10	0.10%
Households with No People under Age 18:	8,897	
Married-Couple Family	4,753	53.42%
Other Family, Male Householder	333	3.74%
Other Family, Female Householder	584	6.56%
Nonfamily, Male Householder	1,509	16.96%
Nonfamily, Female Householder	1,718	19.31%
2022 Est. Households by Number of Vehicles	19,208	
No Vehicles	414	2.15%
1 Vehicle	3,955	20.59%
2 Vehicles	9,311	48.48%
3 Vehicles	3,821	19.89%
4 Vehicles	1,274	6.63%
5 or more Vehicles	433	2.25%
2022 Est. Average Number of Vehicles		2.2
Family Households		
2027 Projection	17,132	
2022 Estimate	15,923	
2010 Census	11,003	
2000 Census	4,399	
Growth 2022 - 2027		7.59%
Growth 2010 - 2022		44.72%
Growth 2000 - 2010		150.12%
2022 Est. Families by Poverty Status	15,923	
2022 Families at or Above Poverty	15,171	95.28%
2022 Families at or Above Poverty with Children	9,167	57.57%
2022 Families Below Poverty	752	4.72%
2022 Families Below Poverty with Children	567	3.56%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	32,870	71.23%
Civilian Labor Force, Unemployed	1,392	3.02%
Armed Forces	1	0.00%
Not in Labor Force	11,881	25.75%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	33,250	
For-Profit Private Workers	24,984	75.14%
Non-Profit Private Workers	1,628	4.90%
Local Government Workers	337	1.01%
State Government Workers	955	2.87%
Federal Government Workers	2,952	8.88%
Self-Employed Workers	2,357	7.09%
Unpaid Family Workers	37	0.11%
2022 Est. Civ. Employed Pop 16+ by Occupation	33,250	
Architect/Engineer	1,308	3.93%
Arts/Entertainment/Sports	568	1.71%
Building Grounds Maintenance	1,187	3.57%
Business/Financial Operations	2,413	7.26%
Community/Social Services	540	1.62%
Computer/Mathematical	2,367	7.12%
Construction/Extraction	1,315	3.96%
Education/Training/Library	2,861	8.61%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	1,451	4.36%
Health Practitioner/Technician	1,809	5.44%
Healthcare Support	750	2.26%
Maintenance Repair	1,366	4.11%
Legal	351	1.06%
Life/Physical/Social Science	208	0.63%
Management	3,528	10.61%
Office/Admin. Support	3,851	11.58%
Production	1,377	4.14%
Protective Services	518	1.56%
Sales/Related	3,148	9.47%
Personal Care/Service	748	2.25%
Transportation/Moving	1,584	4.76%
2022 Est. Pop 16+ by Occupation Classification	33,250	
White Collar	22,952	69.03%
Blue Collar	5,642	16.97%
Service and Farm	4,656	14.00%
2022 Est. Workers Age 16+ by Transp. to Work	32,857	
Drove Alone	27,292	83.06%
Car Pooled	2,658	8.09%
Public Transportation	248	0.76%
Walked	132	0.40%
Bicycle	46	0.14%
Other Means	284	0.86%
Worked at Home	2,197	6.69%

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,538	
15 - 29 Minutes	7,815	
30 - 44 Minutes	9,144	
45 - 59 Minutes	4,976	
60 or more Minutes	4,320	
2022 Est. Avg Travel Time to Work in Minutes		37
2022 Est. Occupied Housing Units by Tenure		
Owner Occupied	16,081	83.72%
Renter Occupied	3,127	16.28%
2022 Owner Occ. HUs: Avg. Length of Residence		10.60 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.70 [†]
2022 Est. Owner-Occupied Housing Units by Value		
	19,208	
Value Less than \$20,000	514	3.20%
Value \$20,000 - \$39,999	120	0.75%
Value \$40,000 - \$59,999	96	0.60%
Value \$60,000 - \$79,999	35	0.22%
Value \$80,000 - \$99,999	88	0.55%
Value \$100,000 - \$149,999	447	2.78%
Value \$150,000 - \$199,999	1,003	6.24%
Value \$200,000 - \$299,999	4,362	27.12%
Value \$300,000 - \$399,999	4,327	26.91%
Value \$400,000 - \$499,999	2,846	17.70%
Value \$500,000 - \$749,999	1,652	10.27%
Value \$750,000 - \$999,999	477	2.97%
Value \$1,000,000 or \$1,499,999	103	0.64%
Value \$1,500,000 or \$1,999,999	8	0.05%
Value \$2,000,000+	3	0.02%
2022 Est. Median All Owner-Occupied Housing Value		\$330,375
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	16,742	84.35%
1 Unit Attached	312	1.57%
2 Units	204	1.03%
3 or 4 Units	178	0.90%
5 to 19 Units	668	3.37%
20 to 49 Units	372	1.87%
50 or More Units	191	0.96%
Mobile Home or Trailer	1,162	5.86%
Boat, RV, Van, etc.	19	0.10%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	5,165	26.02%
Housing Units Built 2010 to 2014	1,149	5.79%
Housing Units Built 2000 to 2009	7,562	38.10%
Housing Units Built 1990 to 1999	2,594	13.07%
Housing Units Built 1980 to 1989	1,887	9.51%
Housing Units Built 1970 to 1979	815	4.11%
Housing Units Built 1960 to 1969	325	1.64%
Housing Units Built 1950 to 1959	238	1.20%
Housing Units Built 1940 to 1949	100	0.50%
Housing Unit Built 1939 or Earlier	13	0.07%
2022 Est. Median Year Structure Built		2005

[†] Years

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.



The**Retail**Coach®

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.

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