



The**Retail**Coach®

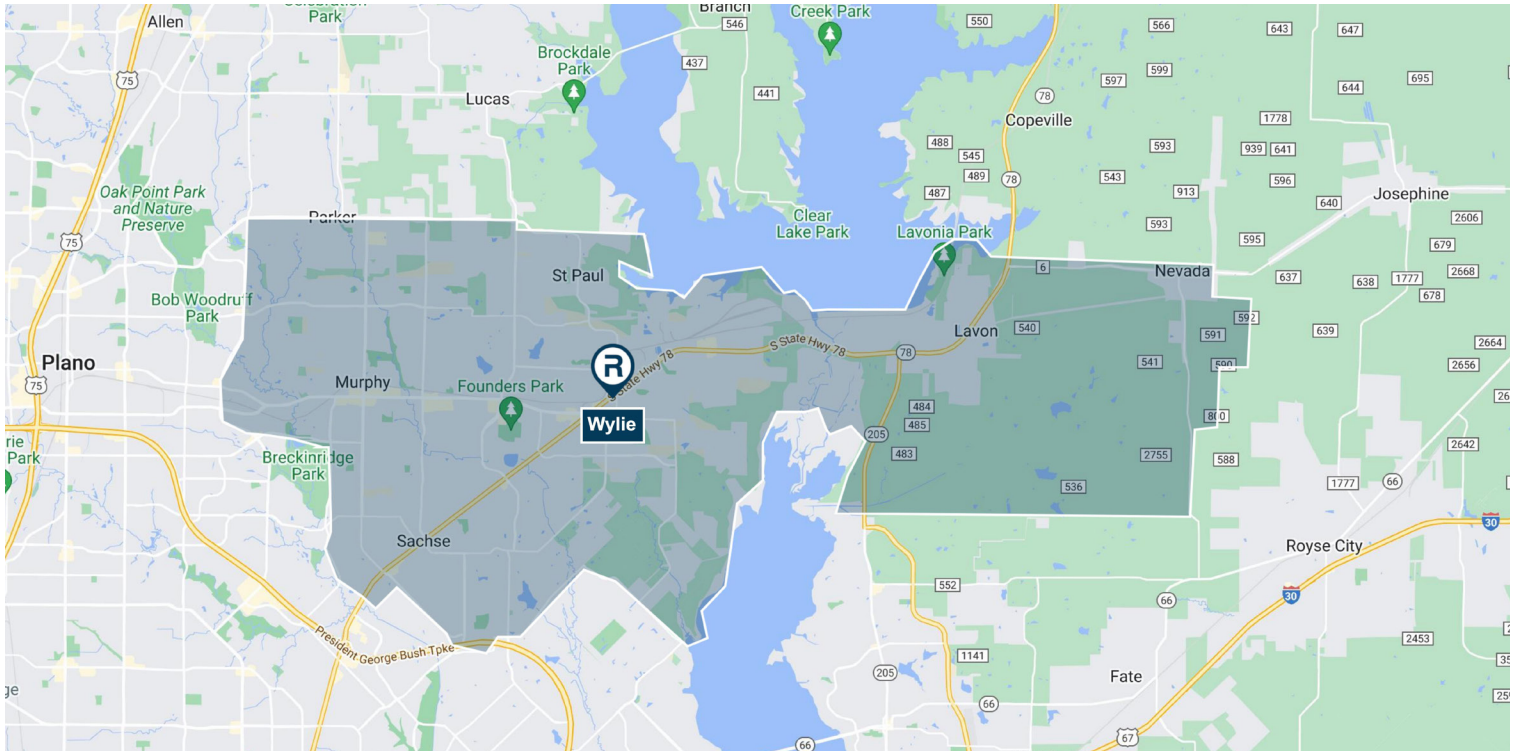
Primary Retail Trade Area Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
May 2022

Primary Retail Trade Area • Demographic Snapshot

Wylie, Texas



Population

2010	104,628	0 - 9 Years	14.26%
2022	148,295	10 - 17 Years	12.84%
2027	160,208	18 - 24 Years	9.69%

Educational Attainment (%)

Graduate or Professional Degree	14.98%	25 - 34 Years	11.47%
Bachelors Degree	27.78%	35 - 44 Years	14.30%
Associate Degree	8.97%	45 - 54 Years	15.53%
Some College	20.69%	55 - 64 Years	11.72%
High School Graduate (GED)	20.55%	65 and Older	10.20%
Some High School, No Degree	4.06%	Median Age	36.32
Less than 9th Grade	2.97%	Average Age	36.04

Income

Average HH	\$134,182
Median HH	\$111,325
Per Capita	\$41,259

Age

0 - 9 Years	14.26%
10 - 17 Years	12.84%
18 - 24 Years	9.69%
25 - 34 Years	11.47%
35 - 44 Years	14.30%
45 - 54 Years	15.53%
55 - 64 Years	11.72%
65 and Older	10.20%
Median Age	36.32
Average Age	36.04

Race Distribution (%)

White	55.73%
Black/African American	14.13%
American Indian/Alaskan	0.52%
Asian	20.36%
Native Hawaiian/Islander	0.07%
Other Race	5.44%
Two or More Races	3.76%
Hispanic	15.37%

WYLIEEDC

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Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	160,208	
2022 Estimate	148,295	
2010 Census	104,628	
2000 Census	44,029	
Growth 2022 - 2027		8.03%
Growth 2010 - 2022		41.74%
Growth 2000 - 2010		137.63%
2022 Est. Population by Single-Classification Race	148,295	
White Alone	82,645	55.73%
Black or African American Alone	20,947	14.13%
Amer. Indian and Alaska Native Alone	770	0.52%
Asian Alone	30,197	20.36%
Native Hawaiian and Other Pacific Island Alone	103	0.07%
Some Other Race Alone	8,062	5.44%
Two or More Races	5,571	3.76%
2022 Est. Population by Hispanic or Latino Origin	148,295	
Not Hispanic or Latino	125,508	84.63%
Hispanic or Latino	22,787	15.37%
Mexican	17,468	76.66%
Puerto Rican	778	3.41%
Cuban	272	1.19%
All Other Hispanic or Latino	4,269	18.73%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	22,787	
White Alone	12,786	56.11%
Black or African American Alone	318	1.40%
American Indian and Alaska Native Alone	241	1.06%
Asian Alone	76	0.33%
Native Hawaiian and Other Pacific Islander Alone	11	0.05%
Some Other Race Alone	7,809	34.27%
Two or More Races	1,545	6.78%
2022 Est. Pop by Race, Asian Alone, by Category	30,197	
Chinese, except Taiwanese	1,517	5.02%
Filipino	2,067	6.84%
Japanese	124	0.41%
Asian Indian	13,687	45.33%
Korean	432	1.43%
Vietnamese	8,632	28.59%
Cambodian	173	0.57%
Hmong	145	0.48%
Laotian	10	0.03%
Thai	39	0.13%
All Other Asian Races Including 2+ Category	3,370	11.16%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	148,295	
Arab	81	0.06%
Czech	712	0.48%
Danish	395	0.27%
Dutch	934	0.63%
English	11,664	7.87%
French (except Basque)	2,207	1.49%
French Canadian	337	0.23%
German	12,095	8.16%
Greek	215	0.15%
Hungarian	364	0.25%
Irish	9,689	6.53%
Italian	2,751	1.85%
Lithuanian	37	0.03%
United States or American	9,986	6.73%
Norwegian	907	0.61%
Polish	2,336	1.57%
Portuguese	106	0.07%
Russian	292	0.20%
Scottish	2,374	1.60%
Scotch-Irish	1,501	1.01%
Slovak	30	0.02%
Subsaharan African	3,903	2.63%
Swedish	986	0.67%
Swiss	263	0.18%
Ukrainian	242	0.16%
Welsh	861	0.58%
West Indian (except Hisp. groups)	148	0.10%
Other ancestries	59,459	40.10%
Ancestry Unclassified	23,424	15.80%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	96,285	69.66%
Speak Asian/Pacific Island Language at Home	10,233	7.40%
Speak IndoEuropean Language at Home	9,637	6.97%
Speak Spanish at Home	16,798	12.15%
Speak Other Language at Home	5,260	3.81%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	148,295	
Age 0 - 4	10,082	6.80%
Age 5 - 9	11,058	7.46%
Age 10 - 14	11,729	7.91%
Age 15 - 17	7,313	4.93%
Age 18 - 20	6,398	4.31%
Age 21 - 24	7,971	5.37%
Age 25 - 34	17,003	11.47%
Age 35 - 44	21,203	14.30%
Age 45 - 54	23,032	15.53%
Age 55 - 64	17,374	11.72%
Age 65 - 74	9,835	6.63%
Age 75 - 84	4,312	2.91%
Age 85 and over	984	0.66%
Age 16 and over	113,028	76.22%
Age 18 and over	108,113	72.90%
Age 21 and over	101,715	68.59%
Age 65 and over	15,131	10.20%
2022 Est. Median Age		36.32
2022 Est. Average Age		36.04
2022 Est. Population by Sex	148,295	
Male	72,933	49.18%
Female	75,362	50.82%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	72,933	
Age 0 - 4	5,063	6.94%
Age 5 - 9	5,565	7.63%
Age 10 - 14	5,967	8.18%
Age 15 - 17	3,688	5.06%
Age 18 - 20	3,258	4.47%
Age 21 - 24	4,033	5.53%
Age 25 - 34	8,347	11.45%
Age 35 - 44	10,016	13.73%
Age 45 - 54	11,317	15.52%
Age 55 - 64	8,791	12.05%
Age 65 - 74	4,587	6.29%
Age 75 - 84	1,926	2.64%
Age 85 and over	375	0.51%
2022 Est. Median Age, Male		35.59
2022 Est. Average Age, Male		35.55
2022 Est. Female Population by Age	75,362	
Age 0 - 4	5,019	6.66%
Age 5 - 9	5,493	7.29%
Age 10 - 14	5,763	7.65%
Age 15 - 17	3,625	4.81%
Age 18 - 20	3,140	4.17%
Age 21 - 24	3,938	5.22%
Age 25 - 34	8,657	11.49%
Age 35 - 44	11,187	14.84%
Age 45 - 54	11,715	15.55%
Age 55 - 64	8,583	11.39%
Age 65 - 74	5,248	6.96%
Age 75 - 84	2,386	3.17%
Age 85 and over	609	0.81%
2022 Est. Median Age, Female		36.97
2022 Est. Average Age, Female		36.53

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	31,578	27.36%
Males, Never Married	16,214	14.05%
Females, Never Married	15,365	13.31%
Married, Spouse present	65,552	56.79%
Married, Spouse absent	4,775	4.14%
Widowed	3,674	3.18%
Males Widowed	697	0.60%
Females Widowed	2,977	2.58%
Divorced	9,846	8.53%
Males Divorced	4,022	3.48%
Females Divorced	5,824	5.05%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,788	2.97%
Some High School, no diploma	3,803	4.06%
High School Graduate (or GED)	19,264	20.55%
Some College, no degree	19,393	20.69%
Associate Degree	8,412	8.97%
Bachelor's Degree	26,039	27.78%
Master's Degree	10,784	11.50%
Professional School Degree	2,072	2.21%
Doctorate Degree	1,189	1.27%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,383	28.17%
High School Graduate	2,986	24.86%
Some College or Associate's Degree	2,953	24.59%
Bachelor's Degree or Higher	2,689	22.39%
Households		
2027 Projection	48,891	
2022 Estimate	45,549	
2010 Census	33,075	
2000 Census	14,615	
Growth 2022 - 2027		7.34%
Growth 2010 - 2022		37.71%
Growth 2000 - 2010		126.31%
2022 Est. Households by Household Type		
Family Households	38,650	84.85%
Nonfamily Households	6,900	15.15%
2022 Est. Group Quarters Population		
	162	
2022 Households by Ethnicity, Hispanic/Latino		
	5,648	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	1,145	2.51%
Income \$15,000 - \$24,999	1,191	2.62%
Income \$25,000 - \$34,999	1,777	3.90%
Income \$35,000 - \$49,999	3,178	6.98%
Income \$50,000 - \$74,999	6,249	13.72%
Income \$75,000 - \$99,999	6,242	13.70%
Income \$100,000 - \$124,999	6,533	14.34%
Income \$125,000 - \$149,999	5,619	12.34%
Income \$150,000 - \$199,999	6,538	14.35%
Income \$200,000 - \$249,999	3,061	6.72%
Income \$250,000 - \$499,999	2,960	6.50%
Income \$500,000+	1,056	2.32%
2022 Est. Average Household Income		
		\$134,182
2022 Est. Median Household Income		
		\$111,325
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$114,015
Black or African American Alone		\$95,154
American Indian and Alaska Native Alone		\$129,988
Asian Alone		\$117,270
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$101,792
Two or More Races		\$122,810
Hispanic or Latino		\$90,752
Not Hispanic or Latino		\$114,707
2022 Est. Family HH Type by Presence of Own Child.		
	38,650	
Married-Couple Family, own children	19,150	49.55%
Married-Couple Family, no own children	13,357	34.56%
Male Householder, own children	1,029	2.66%
Male Householder, no own children	865	2.24%
Female Householder, own children	2,670	6.91%
Female Householder, no own children	1,578	4.08%
2022 Est. Households by Household Size		
	45,549	
1-person	5,371	11.79%
2-person	12,201	26.79%
3-person	9,248	20.30%
4-person	9,684	21.26%
5-person	5,394	11.84%
6-person	2,282	5.01%
7-or-more-person	1,370	3.01%
2022 Est. Average Household Size		
		3.25

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	45,549	
Households with 1 or More People under Age 18:	24,259	53.26%
Married-Couple Family	19,882	81.96%
Other Family, Male Householder	1,198	4.94%
Other Family, Female Householder	3,075	12.68%
Nonfamily, Male Householder	88	0.36%
Nonfamily, Female Householder	16	0.07%
Households with No People under Age 18:	21,290	
Married-Couple Family	12,632	59.33%
Other Family, Male Householder	690	3.24%
Other Family, Female Householder	1,180	5.54%
Nonfamily, Male Householder	3,329	15.64%
Nonfamily, Female Householder	3,459	16.25%
2022 Est. Households by Number of Vehicles	45,549	
No Vehicles	761	1.67%
1 Vehicle	7,979	17.52%
2 Vehicles	21,979	48.25%
3 Vehicles	9,868	21.66%
4 Vehicles	3,382	7.42%
5 or more Vehicles	1,580	3.47%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	41,483	
2022 Estimate	38,650	
2010 Census	28,032	
2000 Census	12,229	
Growth 2022 - 2027		7.33%
Growth 2010 - 2022		37.88%
Growth 2000 - 2010		129.23%
2022 Est. Families by Poverty Status	38,650	
2022 Families at or Above Poverty	37,288	96.48%
2022 Families at or Above Poverty with Children	21,769	56.32%
2022 Families Below Poverty	1,362	3.52%
2022 Families Below Poverty with Children	954	2.47%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	77,957	68.97%
Civilian Labor Force, Unemployed	3,563	3.15%
Armed Forces	0	0.00%
Not in Labor Force	31,508	27.88%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	78,171	
For-Profit Private Workers	58,163	74.40%
Non-Profit Private Workers	3,939	5.04%
Local Government Workers	1,041	1.33%
State Government Workers	1,772	2.27%
Federal Government Workers	6,043	7.73%
Self-Employed Workers	7,021	8.98%
Unpaid Family Workers	193	0.25%
2022 Est. Civ. Employed Pop 16+ by Occupation	78,171	
Architect/Engineer	2,750	3.52%
Arts/Entertainment/Sports	1,475	1.89%
Building Grounds Maintenance	2,129	2.72%
Business/Financial Operations	5,988	7.66%
Community/Social Services	1,130	1.45%
Computer/Mathematical	5,977	7.65%
Construction/Extraction	2,715	3.47%
Education/Training/Library	5,840	7.47%
Farming/Fishing/Forestry	10	0.01%
Food Prep/Serving	3,258	4.17%
Health Practitioner/Technician	5,244	6.71%
Healthcare Support	1,582	2.02%
Maintenance Repair	2,922	3.74%
Legal	810	1.04%
Life/Physical/Social Science	540	0.69%
Management	9,572	12.25%
Office/Admin. Support	8,543	10.93%
Production	3,050	3.90%
Protective Services	1,178	1.51%
Sales/Related	7,949	10.17%
Personal Care/Service	1,935	2.48%
Transportation/Moving	3,573	4.57%
2022 Est. Pop 16+ by Occupation Classification	78,171	
White Collar	55,820	71.41%
Blue Collar	12,260	15.68%
Service and Farm	10,092	12.91%
2022 Est. Workers Age 16+ by Transp. to Work	77,083	
Drove Alone	63,183	81.97%
Car Pooled	5,338	6.92%
Public Transportation	740	0.96%
Walked	431	0.56%
Bicycle	63	0.08%
Other Means	804	1.04%
Worked at Home	6,524	8.46%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,082	
15 - 29 Minutes	20,490	
30 - 44 Minutes	21,038	
45 - 59 Minutes	11,046	
60 or more Minutes	9,059	
2022 Est. Avg Travel Time to Work in Minutes		36
2022 Est. Occupied Housing Units by Tenure		
Owner Occupied	45,549	
Owner Occupied	39,646	87.04%
Renter Occupied	5,903	12.96%
2022 Owner Occ. HUs: Avg. Length of Residence		11.00 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.81 [†]
2022 Est. Owner-Occupied Housing Units by Value		
	45,549	
Value Less than \$20,000	731	1.84%
Value \$20,000 - \$39,999	262	0.66%
Value \$40,000 - \$59,999	143	0.36%
Value \$60,000 - \$79,999	71	0.18%
Value \$80,000 - \$99,999	176	0.44%
Value \$100,000 - \$149,999	773	1.95%
Value \$150,000 - \$199,999	1,891	4.77%
Value \$200,000 - \$299,999	9,039	22.80%
Value \$300,000 - \$399,999	10,577	26.68%
Value \$400,000 - \$499,999	8,267	20.85%
Value \$500,000 - \$749,999	5,576	14.06%
Value \$750,000 - \$999,999	1,428	3.60%
Value \$1,000,000 or \$1,499,999	451	1.14%
Value \$1,500,000 or \$1,999,999	100	0.25%
Value \$2,000,000+	160	0.40%
2022 Est. Median All Owner-Occupied Housing Value		\$362,790
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	40,963	87.09%
1 Unit Attached	922	1.96%
2 Units	285	0.61%
3 or 4 Units	264	0.56%
5 to 19 Units	1,502	3.19%
20 to 49 Units	518	1.10%
50 or More Units	578	1.23%
Mobile Home or Trailer	1,971	4.19%
Boat, RV, Van, etc.	29	0.06%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	12,173	25.88%
Housing Units Built 2010 to 2014	2,720	5.78%
Housing Units Built 2000 to 2009	17,161	36.49%
Housing Units Built 1990 to 1999	7,606	16.17%
Housing Units Built 1980 to 1989	4,188	8.90%
Housing Units Built 1970 to 1979	1,769	3.76%
Housing Units Built 1960 to 1969	759	1.61%
Housing Units Built 1950 to 1959	444	0.94%
Housing Units Built 1940 to 1949	133	0.28%
Housing Unit Built 1939 or Earlier	83	0.18%
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.

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