



The**Retail**Coach®

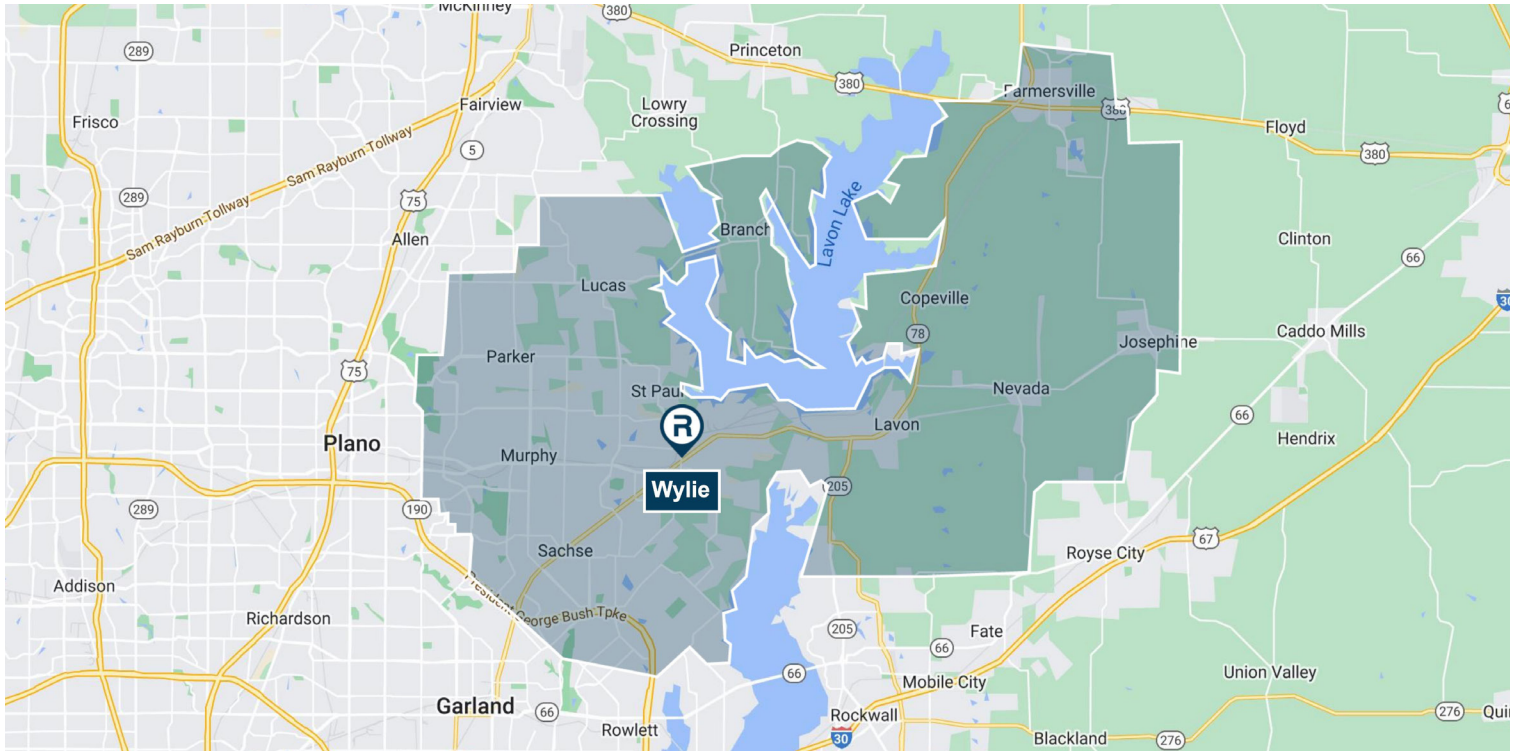
Retail Trade Area Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
May 2022

Retail Trade Area • Demographic Snapshot

Wylie, Texas



Population

2010	170,458	0 - 9 Years	13.27%
2022	239,538	10 - 17 Years	12.56%
2027	258,357	18 - 24 Years	9.68%

Educational Attainment (%)

Graduate or Professional Degree	15.18%	25 - 34 Years	11.81%
Bachelors Degree	27.89%	35 - 44 Years	13.51%
Associate Degree	8.60%	45 - 54 Years	15.25%
Some College	20.43%	55 - 64 Years	12.52%
High School Graduate (GED)	20.94%	65 and Older	11.39%
Some High School, No Degree	3.96%	Median Age	37.08
Less than 9th Grade	3.00%	Average Age	36.98

Income

Average HH	\$139,443	White	58.64%
Median HH	\$112,122	Black/African American	12.66%
Per Capita	\$43,811	American Indian/Alaskan	0.55%
		Asian	19.08%
		Native Hawaiian/Islander	0.07%
		Other Race	5.34%
		Two or More Races	3.65%
		Hispanic	15.44%

Age

0 - 9 Years	13.27%
10 - 17 Years	12.56%
18 - 24 Years	9.68%
25 - 34 Years	11.81%
35 - 44 Years	13.51%
45 - 54 Years	15.25%
55 - 64 Years	12.52%
65 and Older	11.39%
Median Age	37.08
Average Age	36.98

Race Distribution (%)

White	58.64%
Black/African American	12.66%
American Indian/Alaskan	0.55%
Asian	19.08%
Native Hawaiian/Islander	0.07%
Other Race	5.34%
Two or More Races	3.65%
Hispanic	15.44%

WYLIEEDC

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 **TheRetailCoach.**

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2027 Projection	258,357	
2022 Estimate	239,538	
2010 Census	170,458	
2000 Census	84,802	
Growth 2022 - 2027		7.86%
Growth 2010 - 2022		40.53%
Growth 2000 - 2010		101.01%
2022 Est. Population by Single-Classification Race	239,538	
White Alone	140,470	58.64%
Black or African American Alone	30,337	12.66%
Amer. Indian and Alaska Native Alone	1,309	0.55%
Asian Alone	45,712	19.08%
Native Hawaiian and Other Pacific Island Alone	168	0.07%
Some Other Race Alone	12,786	5.34%
Two or More Races	8,756	3.65%
2022 Est. Population by Hispanic or Latino Origin	239,538	
Not Hispanic or Latino	202,544	84.56%
Hispanic or Latino	36,994	15.44%
Mexican	28,760	77.74%
Puerto Rican	1,221	3.30%
Cuban	443	1.20%
All Other Hispanic or Latino	6,570	17.76%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	36,994	
White Alone	21,262	57.47%
Black or African American Alone	478	1.29%
American Indian and Alaska Native Alone	406	1.10%
Asian Alone	118	0.32%
Native Hawaiian and Other Pacific Islander Alone	19	0.05%
Some Other Race Alone	12,368	33.43%
Two or More Races	2,343	6.33%
2022 Est. Pop by Race, Asian Alone, by Category	45,712	
Chinese, except Taiwanese	3,188	6.97%
Filipino	3,243	7.09%
Japanese	216	0.47%
Asian Indian	18,702	40.91%
Korean	936	2.05%
Vietnamese	12,610	27.59%
Cambodian	211	0.46%
Hmong	164	0.36%
Laotian	213	0.47%
Thai	121	0.27%
All Other Asian Races Including 2+ Category	6,108	13.36%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	239,538	
Arab	123	0.05%
Czech	1,085	0.45%
Danish	558	0.23%
Dutch	1,450	0.61%
English	18,612	7.77%
French (except Basque)	3,764	1.57%
French Canadian	530	0.22%
German	20,012	8.35%
Greek	384	0.16%
Hungarian	500	0.21%
Irish	15,779	6.59%
Italian	4,623	1.93%
Lithuanian	97	0.04%
United States or American	16,346	6.82%
Norwegian	1,622	0.68%
Polish	3,712	1.55%
Portuguese	197	0.08%
Russian	460	0.19%
Scottish	3,978	1.66%
Scotch-Irish	2,225	0.93%
Slovak	98	0.04%
Subsaharan African	5,995	2.50%
Swedish	1,709	0.71%
Swiss	378	0.16%
Ukrainian	380	0.16%
Welsh	1,417	0.59%
West Indian (except Hisp. groups)	435	0.18%
Other ancestries	95,970	40.07%
Ancestry Unclassified	37,100	15.49%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	160,589	71.45%
Speak Asian/Pacific Island Language at Home	16,275	7.24%
Speak IndoEuropean Language at Home	13,520	6.01%
Speak Spanish at Home	27,239	12.12%
Speak Other Language at Home	7,140	3.18%

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Population by Age	239,538	
Age 0 - 4	14,775	6.17%
Age 5 - 9	17,009	7.10%
Age 10 - 14	18,507	7.73%
Age 15 - 17	11,589	4.84%
Age 18 - 20	10,213	4.26%
Age 21 - 24	12,982	5.42%
Age 25 - 34	28,286	11.81%
Age 35 - 44	32,367	13.51%
Age 45 - 54	36,536	15.25%
Age 55 - 64	29,982	12.52%
Age 65 - 74	17,658	7.37%
Age 75 - 84	7,803	3.26%
Age 85 and over	1,831	0.76%
Age 16 and over	185,443	77.42%
Age 18 and over	177,659	74.17%
Age 21 and over	167,446	69.90%
Age 65 and over	27,292	11.39%
2022 Est. Median Age		37.08
2022 Est. Average Age		36.98
2022 Est. Population by Sex	239,538	
Male	117,868	49.21%
Female	121,670	50.79%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	117,868	
Age 0 - 4	7,427	6.30%
Age 5 - 9	8,596	7.29%
Age 10 - 14	9,435	8.01%
Age 15 - 17	5,873	4.98%
Age 18 - 20	5,226	4.43%
Age 21 - 24	6,578	5.58%
Age 25 - 34	13,919	11.81%
Age 35 - 44	15,227	12.92%
Age 45 - 54	17,982	15.26%
Age 55 - 64	15,061	12.78%
Age 65 - 74	8,272	7.02%
Age 75 - 84	3,544	3.01%
Age 85 and over	729	0.62%
2022 Est. Median Age, Male		36.30
2022 Est. Average Age, Male		36.46
2022 Est. Female Population by Age	121,670	
Age 0 - 4	7,349	6.04%
Age 5 - 9	8,412	6.91%
Age 10 - 14	9,072	7.46%
Age 15 - 17	5,716	4.70%
Age 18 - 20	4,987	4.10%
Age 21 - 24	6,404	5.26%
Age 25 - 34	14,368	11.81%
Age 35 - 44	17,140	14.09%
Age 45 - 54	18,554	15.25%
Age 55 - 64	14,922	12.26%
Age 65 - 74	9,386	7.71%
Age 75 - 84	4,259	3.50%
Age 85 and over	1,103	0.91%
2022 Est. Median Age, Female		37.78
2022 Est. Average Age, Female		37.49

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	51,061	26.98%
Males, Never Married	26,759	14.14%
Females, Never Married	24,302	12.84%
Married, Spouse present	108,119	57.13%
Married, Spouse absent	7,725	4.08%
Widowed	6,526	3.45%
Males Widowed	1,270	0.67%
Females Widowed	5,256	2.78%
Divorced	15,817	8.36%
Males Divorced	6,554	3.46%
Females Divorced	9,263	4.89%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,626	3.00%
Some High School, no diploma	6,115	3.96%
High School Graduate (or GED)	32,341	20.94%
Some College, no degree	31,561	20.43%
Associate Degree	13,285	8.60%
Bachelor's Degree	43,084	27.89%
Master's Degree	17,883	11.58%
Professional School Degree	3,527	2.28%
Doctorate Degree	2,040	1.32%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,117	25.93%
High School Graduate	5,485	27.79%
Some College or Associate's Degree	4,775	24.19%
Bachelor's Degree or Higher	4,361	22.10%
Households		
2027 Projection	80,667	
2022 Estimate	75,208	
2010 Census	54,936	
2000 Census	28,617	
Growth 2022 - 2027		7.26%
Growth 2010 - 2022		36.90%
Growth 2000 - 2010		91.97%
2022 Est. Households by Household Type		
Family Households	63,028	83.81%
Nonfamily Households	12,180	16.19%
2022 Est. Group Quarters Population	166	
2022 Households by Ethnicity, Hispanic/Latino	9,070	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income		
Income < \$15,000	2,175	2.89%
Income \$15,000 - \$24,999	2,249	2.99%
Income \$25,000 - \$34,999	3,031	4.03%
Income \$35,000 - \$49,999	5,254	6.99%
Income \$50,000 - \$74,999	10,129	13.47%
Income \$75,000 - \$99,999	9,927	13.20%
Income \$100,000 - \$124,999	9,815	13.05%
Income \$125,000 - \$149,999	8,624	11.47%
Income \$150,000 - \$199,999	10,804	14.37%
Income \$200,000 - \$249,999	5,255	6.99%
Income \$250,000 - \$499,999	5,607	7.45%
Income \$500,000+	2,339	3.11%
2022 Est. Average Household Income		\$139,443
2022 Est. Median Household Income		\$112,122
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$114,016
Black or African American Alone		\$97,445
American Indian and Alaska Native Alone		\$114,170
Asian Alone		\$122,332
Native Hawaiian and Other Pacific Islander Alone		\$109,452
Some Other Race Alone		\$96,924
Two or More Races		\$105,853
Hispanic or Latino		\$88,572
Not Hispanic or Latino		\$115,646
2022 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	29,987	47.58%
Married-Couple Family, no own children	23,200	36.81%
Male Householder, own children	1,667	2.64%
Male Householder, no own children	1,424	2.26%
Female Householder, own children	4,059	6.44%
Female Householder, no own children	2,693	4.27%
2022 Est. Households by Household Size		
1-person	9,639	12.82%
2-person	21,116	28.08%
3-person	14,846	19.74%
4-person	15,387	20.46%
5-person	8,457	11.25%
6-person	3,583	4.76%
7-or-more-person	2,180	2.90%
2022 Est. Average Household Size		3.18

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	75,208	
Households with 1 or More People under Age 18:	38,162	50.74%
Married-Couple Family	31,314	82.06%
Other Family, Male Householder	1,958	5.13%
Other Family, Female Householder	4,738	12.42%
Nonfamily, Male Householder	128	0.34%
Nonfamily, Female Householder	24	0.06%
Households with No People under Age 18:	37,046	
Married-Couple Family	21,881	59.06%
Other Family, Male Householder	1,128	3.04%
Other Family, Female Householder	2,023	5.46%
Nonfamily, Male Householder	5,906	15.94%
Nonfamily, Female Householder	6,109	16.49%
2022 Est. Households by Number of Vehicles	75,208	
No Vehicles	1,187	1.58%
1 Vehicle	13,087	17.40%
2 Vehicles	35,513	47.22%
3 Vehicles	16,409	21.82%
4 Vehicles	6,132	8.15%
5 or more Vehicles	2,881	3.83%
2022 Est. Average Number of Vehicles		2.3
Family Households		
2027 Projection	67,607	
2022 Estimate	63,028	
2010 Census	45,965	
2000 Census	23,715	
Growth 2022 - 2027		7.26%
Growth 2010 - 2022		37.12%
Growth 2000 - 2010		93.82%
2022 Est. Families by Poverty Status	63,028	
2022 Families at or Above Poverty	60,639	96.21%
2022 Families at or Above Poverty with Children	33,679	53.44%
2022 Families Below Poverty	2,389	3.79%
2022 Families Below Poverty with Children	1,797	2.85%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	125,692	67.78%
Civilian Labor Force, Unemployed	5,731	3.09%
Armed Forces	23	0.01%
Not in Labor Force	53,996	29.12%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	126,739	
For-Profit Private Workers	92,630	73.09%
Non-Profit Private Workers	6,578	5.19%
Local Government Workers	1,793	1.41%
State Government Workers	2,991	2.36%
Federal Government Workers	9,676	7.63%
Self-Employed Workers	12,804	10.10%
Unpaid Family Workers	269	0.21%
2022 Est. Civ. Employed Pop 16+ by Occupation	126,739	
Architect/Engineer	4,340	3.42%
Arts/Entertainment/Sports	2,372	1.87%
Building Grounds Maintenance	3,626	2.86%
Business/Financial Operations	9,794	7.73%
Community/Social Services	1,722	1.36%
Computer/Mathematical	9,101	7.18%
Construction/Extraction	4,713	3.72%
Education/Training/Library	9,105	7.18%
Farming/Fishing/Forestry	59	0.05%
Food Prep/Serving	5,140	4.06%
Health Practitioner/Technician	8,730	6.89%
Healthcare Support	2,273	1.79%
Maintenance Repair	4,317	3.41%
Legal	1,360	1.07%
Life/Physical/Social Science	920	0.73%
Management	16,643	13.13%
Office/Admin. Support	13,872	10.95%
Production	4,685	3.70%
Protective Services	1,887	1.49%
Sales/Related	12,779	10.08%
Personal Care/Service	3,427	2.70%
Transportation/Moving	5,874	4.63%
2022 Est. Pop 16+ by Occupation Classification	126,739	
White Collar	90,739	71.59%
Blue Collar	19,588	15.46%
Service and Farm	16,412	12.95%
2022 Est. Workers Age 16+ by Transp. to Work	125,184	
Drove Alone	101,623	81.18%
Car Pooled	9,317	7.44%
Public Transportation	1,404	1.12%
Walked	845	0.68%
Bicycle	98	0.08%
Other Means	1,228	0.98%
Worked at Home	10,668	8.52%

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	15,540	
15 - 29 Minutes	33,737	
30 - 44 Minutes	32,958	
45 - 59 Minutes	18,060	
60 or more Minutes	14,646	
2022 Est. Avg Travel Time to Work in Minutes		36
2022 Est. Occupied Housing Units by Tenure		
Owner Occupied	64,440	85.68%
Renter Occupied	10,769	14.32%
2022 Owner Occ. HUs: Avg. Length of Residence		11.33 [†]
2022 Renter Occ. HUs: Avg. Length of Residence		5.83 [†]
2022 Est. Owner-Occupied Housing Units by Value		
	75,208	
Value Less than \$20,000	973	1.51%
Value \$20,000 - \$39,999	513	0.80%
Value \$40,000 - \$59,999	306	0.48%
Value \$60,000 - \$79,999	202	0.31%
Value \$80,000 - \$99,999	455	0.71%
Value \$100,000 - \$149,999	1,431	2.22%
Value \$150,000 - \$199,999	3,081	4.78%
Value \$200,000 - \$299,999	13,902	21.57%
Value \$300,000 - \$399,999	16,606	25.77%
Value \$400,000 - \$499,999	12,660	19.65%
Value \$500,000 - \$749,999	9,419	14.62%
Value \$750,000 - \$999,999	3,158	4.90%
Value \$1,000,000 or \$1,499,999	1,192	1.85%
Value \$1,500,000 or \$1,999,999	245	0.38%
Value \$2,000,000+	297	0.46%
2022 Est. Median All Owner-Occupied Housing Value		\$367,361
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	66,587	85.56%
1 Unit Attached	1,276	1.64%
2 Units	331	0.43%
3 or 4 Units	527	0.68%
5 to 19 Units	2,433	3.13%
20 to 49 Units	963	1.24%
50 or More Units	1,308	1.68%
Mobile Home or Trailer	4,301	5.53%
Boat, RV, Van, etc.	96	0.12%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	19,859	25.52%
Housing Units Built 2010 to 2014	4,227	5.43%
Housing Units Built 2000 to 2009	24,892	31.99%
Housing Units Built 1990 to 1999	14,297	18.37%
Housing Units Built 1980 to 1989	8,030	10.32%
Housing Units Built 1970 to 1979	3,477	4.47%
Housing Units Built 1960 to 1969	1,361	1.75%
Housing Units Built 1950 to 1959	951	1.22%
Housing Units Built 1940 to 1949	280	0.36%
Housing Unit Built 1939 or Earlier	450	0.58%
2022 Est. Median Year Structure Built		2004

[†] 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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