



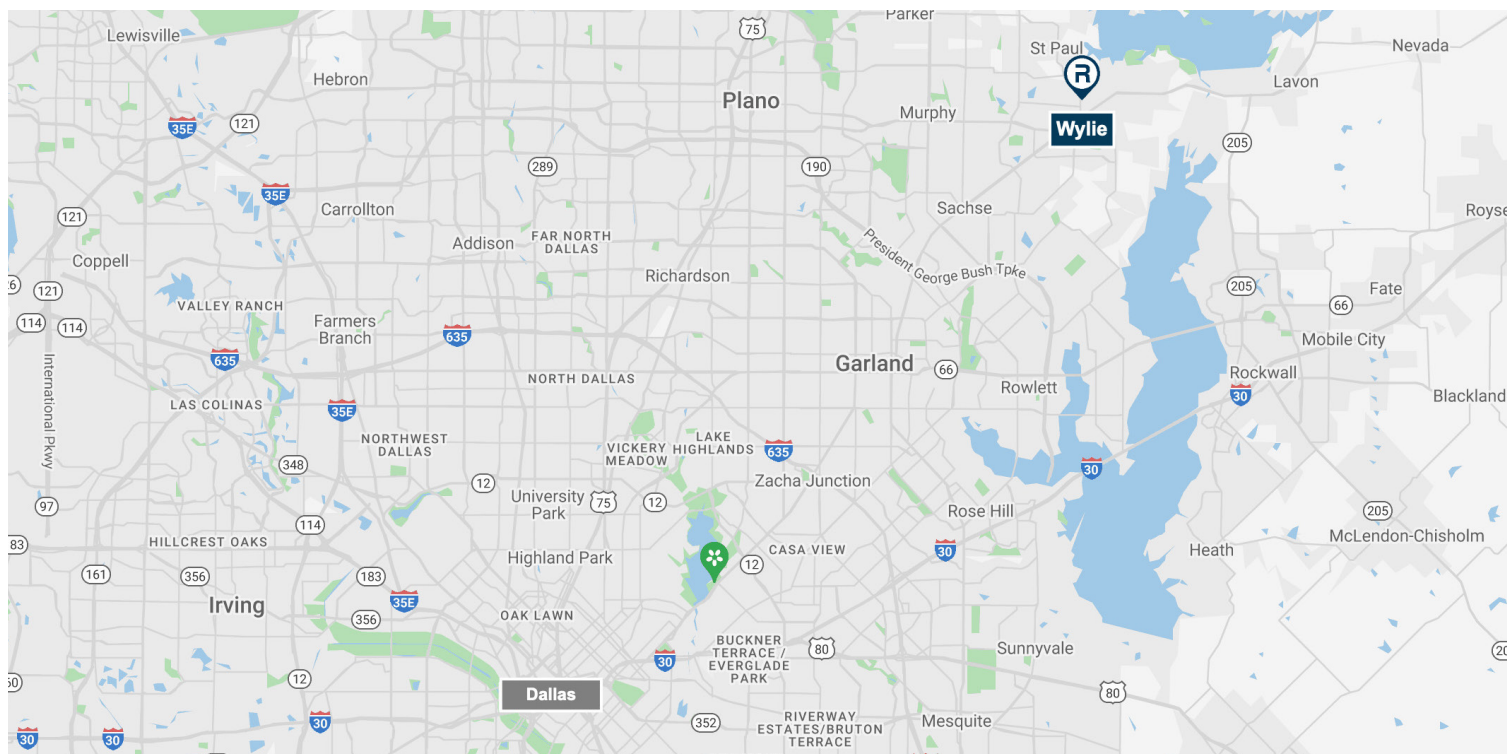
The**Retail**Coach®

Community Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
February 2023

Wylie, Texas



Age

2020	57,526	0 - 9 Years	14.12%
2023	62,196	10 - 17 Years	12.77%
2028	67,365	18 - 24 Years	9.21%

25 - 34 Years

Graduate or Professional Degree	11.76%	35 - 44 Years	16.12%
		45 - 54 Years	15.01%
Bachelors Degree	25.59%	55 - 64 Years	11.00%
Associate Degree	8.38%	65 and Older	9.65%
Some College	23.51%	Median Age	36.19
High School Graduate (GED)	22.73%	Average Age	35.80

Race Distribution (%)

Average HH	\$128,487	Asian	11.39%
Median HH	\$106,005	Native Hawaiian/Islander	0.09%
Per Capita	\$39,986	Other Race	8.71%
		Two or More Races	11.93%
		Hispanic	20.77%

White	52.73%
Black/African American	14.22%
American Indian/Alaskan	0.94%
Asian	11.39%
Native Hawaiian/Islander	0.09%
Other Race	8.71%
Two or More Races	11.93%
Hispanic	20.77%

WYLIEEDC

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Executive Director

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Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	67,365	
2023 Estimate	62,196	
2020 Census	57,526	
2010 Census	43,585	
Growth 2023 - 2028		8.31%
Growth 2020 - 2023		8.12%
Growth 2010 - 2020		31.99%
2023 Est. Population by Single-Classification Race	62,196	
White Alone	32,793	52.73%
Black or African American Alone	8,844	14.22%
Amer. Indian and Alaska Native Alone	582	0.94%
Asian Alone	7,086	11.39%
Native Hawaiian and Other Pacific Island Alone	58	0.09%
Some Other Race Alone	5,414	8.71%
Two or More Races	7,419	11.93%
2023 Est. Population by Hispanic or Latino Origin	62,196	
Not Hispanic or Latino	49,277	79.23%
Hispanic or Latino	12,919	20.77%
Mexican	9,275	71.79%
Puerto Rican	442	3.42%
Cuban	65	0.50%
All Other Hispanic or Latino	3,137	24.28%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	12,919	
White Alone	2,556	19.78%
Black or African American Alone	143	1.11%
American Indian and Alaska Native Alone	260	2.01%
Asian Alone	62	0.48%
Native Hawaiian and Other Pacific Islander Alone	16	0.12%
Some Other Race Alone	5,167	40.00%
Two or More Races	4,715	36.50%
2023 Est. Pop by Race, Asian Alone, by Category	7,086	
Chinese, except Taiwanese	456	6.43%
Filipino	749	10.57%
Japanese	48	0.68%
Asian Indian	3,481	49.13%
Korean	161	2.27%
Vietnamese	1,277	18.02%
Cambodian	55	0.78%
Hmong	141	1.99%
Laotian	28	0.40%
Thai	23	0.33%
All Other Asian Races Including 2+ Category	667	9.41%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	62,196	
Arab	40	0.06%
Czech	102	0.16%
Danish	102	0.16%
Dutch	654	1.05%
English	4,478	7.20%
French (except Basque)	802	1.29%
French Canadian	166	0.27%
German	4,433	7.13%
Greek	81	0.13%
Hungarian	128	0.21%
Irish	3,975	6.39%
Italian	1,021	1.64%
Lithuanian	0	0.00%
United States or American	4,795	7.71%
Norwegian	326	0.52%
Polish	853	1.37%
Portuguese	16	0.03%
Russian	238	0.38%
Scottish	876	1.41%
Scotch-Irish	1,125	1.81%
Slovak	10	0.02%
Subsaharan African	1,653	2.66%
Swedish	323	0.52%
Swiss	36	0.06%
Ukrainian	1	0.00%
Welsh	334	0.54%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	23,855	38.35%
Ancestry Unclassified	11,773	18.93%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	42,755	73.75%
Speak Asian/Pacific Island Language at Home	2,515	4.34%
Speak IndoEuropean Language at Home	2,633	4.54%
Speak Spanish at Home	8,616	14.86%
Speak Other Language at Home	1,453	2.51%

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	62,196	
Age 0 - 4	4,224	6.79%
Age 5 - 9	4,559	7.33%
Age 10 - 14	4,988	8.02%
Age 15 - 17	2,952	4.75%
Age 18 - 20	2,563	4.12%
Age 21 - 24	3,166	5.09%
Age 25 - 34	7,536	12.12%
Age 35 - 44	10,027	16.12%
Age 45 - 54	9,337	15.01%
Age 55 - 64	6,843	11.00%
Age 65 - 74	3,836	6.17%
Age 75 - 84	1,717	2.76%
Age 85 and over	448	0.72%
Age 16 and over	47,454	76.30%
Age 18 and over	45,473	73.11%
Age 21 and over	42,910	68.99%
Age 65 and over	6,001	9.65%
2023 Est. Median Age		36.19
2023 Est. Average Age		35.80
2023 Est. Population by Sex	62,196	
Male	30,597	49.20%
Female	31,599	50.81%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	30,597	
Age 0 - 4	2,101	6.87%
Age 5 - 9	2,278	7.45%
Age 10 - 14	2,530	8.27%
Age 15 - 17	1,494	4.88%
Age 18 - 20	1,316	4.30%
Age 21 - 24	1,611	5.26%
Age 25 - 34	3,655	11.95%
Age 35 - 44	4,932	16.12%
Age 45 - 54	4,634	15.15%
Age 55 - 64	3,406	11.13%
Age 65 - 74	1,764	5.76%
Age 75 - 84	722	2.36%
Age 85 and over	154	0.50%
2023 Est. Median Age, Male		35.69
2023 Est. Average Age, Male		35.20
2023 Est. Female Population by Age	31,599	
Age 0 - 4	2,123	6.72%
Age 5 - 9	2,281	7.22%
Age 10 - 14	2,458	7.78%
Age 15 - 17	1,458	4.61%
Age 18 - 20	1,247	3.95%
Age 21 - 24	1,555	4.92%
Age 25 - 34	3,881	12.28%
Age 35 - 44	5,095	16.12%
Age 45 - 54	4,703	14.88%
Age 55 - 64	3,437	10.88%
Age 65 - 74	2,072	6.56%
Age 75 - 84	995	3.15%
Age 85 and over	294	0.93%
2023 Est. Median Age, Female		36.67
2023 Est. Average Age, Female		36.30

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Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	14,610	30.17%
Males, Never Married	7,455	15.40%
Females, Never Married	7,155	14.78%
Married, Spouse present	24,967	51.56%
Married, Spouse absent	2,024	4.18%
Widowed	1,790	3.70%
Males Widowed	485	1.00%
Females Widowed	1,305	2.69%
Divorced	5,034	10.40%
Males Divorced	2,140	4.42%
Females Divorced	2,894	5.98%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,687	4.25%
Some High School, no diploma	1,508	3.79%
High School Graduate (or GED)	9,035	22.73%
Some College, no degree	9,344	23.51%
Associate Degree	3,329	8.38%
Bachelor's Degree	10,169	25.59%
Master's Degree	3,616	9.10%
Professional School Degree	557	1.40%
Doctorate Degree	499	1.26%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,921	29.29%
High School Graduate	1,981	30.20%
Some College or Associate's Degree	1,446	22.05%
Bachelor's Degree or Higher	1,211	18.46%
Households		
2028 Projection	20,827	
2023 Estimate	19,288	
2020 Census	17,890	
2010 Census	14,034	
Growth 2023 - 2028		7.98%
Growth 2020 - 2023		7.81%
Growth 2010 - 2020		27.48%
2023 Est. Households by Household Type		
Family Households	16,019	83.05%
Nonfamily Households	3,269	16.95%
2023 Est. Group Quarters Population		
2023 Est. Group Quarters Population	218	
2023 Households by Ethnicity, Hispanic/Latino		
2023 Households by Ethnicity, Hispanic/Latino	3,055	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income		
Income < \$15,000	360	1.87%
Income \$15,000 - \$24,999	620	3.21%
Income \$25,000 - \$34,999	619	3.21%
Income \$35,000 - \$49,999	1,592	8.25%
Income \$50,000 - \$74,999	2,933	15.21%
Income \$75,000 - \$99,999	2,829	14.67%
Income \$100,000 - \$124,999	2,823	14.64%
Income \$125,000 - \$149,999	2,412	12.51%
Income \$150,000 - \$199,999	2,423	12.56%
Income \$200,000 - \$249,999	1,178	6.11%
Income \$250,000 - \$499,999	1,082	5.61%
Income \$500,000+	417	2.16%
2023 Est. Average Household Income		
2023 Est. Average Household Income		\$128,487
2023 Est. Median Household Income		
2023 Est. Median Household Income		\$106,005
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$110,198
Black or African American Alone		\$91,994
American Indian and Alaska Native Alone		\$119,336
Asian Alone		\$104,394
Native Hawaiian and Other Pacific Islander Alone		\$110,357
Some Other Race Alone		\$95,063
Two or More Races		\$118,525
Hispanic or Latino		\$85,521
Not Hispanic or Latino		\$110,294
2023 Est. Family HH Type by Presence of Own Child.		
Married-Couple Family, own children	7,786	48.60%
Married-Couple Family, no own children	5,159	32.21%
Male Householder, own children	523	3.27%
Male Householder, no own children	422	2.63%
Female Householder, own children	1,372	8.57%
Female Householder, no own children	757	4.73%
2023 Est. Households by Household Size		
1-person	2,300	11.93%
2-person	5,058	26.22%
3-person	4,298	22.28%
4-person	4,457	23.11%
5-person	1,979	10.26%
6-person	763	3.96%
7-or-more-person	433	2.25%
2023 Est. Average Household Size		
2023 Est. Average Household Size		3.21

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	19,288	
Households with 1 or More People under Age 18:	10,306	53.43%
Married-Couple Family	8,087	78.47%
Other Family, Male Householder	608	5.90%
Other Family, Female Householder	1,554	15.08%
Nonfamily, Male Householder	44	0.43%
Nonfamily, Female Householder	13	0.13%
Households with No People under Age 18:	8,982	
Married-Couple Family	4,855	54.05%
Other Family, Male Householder	335	3.73%
Other Family, Female Householder	575	6.40%
Nonfamily, Male Householder	1,513	16.84%
Nonfamily, Female Householder	1,704	18.97%
2023 Est. Households by Number of Vehicles	19,288	
No Vehicles	333	1.73%
1 Vehicle	3,727	19.32%
2 Vehicles	9,853	51.08%
3 Vehicles	3,626	18.80%
4 Vehicles	1,399	7.25%
5 or more Vehicles	350	1.81%
2023 Est. Average Number of Vehicles		2.2
Family Households		
2028 Projection	17,299	
2023 Estimate	16,019	
2010 Census	11,602	
Growth 2023 - 2028		7.99%
Growth 2010 - 2023		38.07%
2023 Est. Families by Poverty Status	16,019	
2023 Families at or Above Poverty	15,288	95.44%
2023 Families at or Above Poverty with Children	9,270	57.87%
2023 Families Below Poverty	731	4.56%
2023 Families Below Poverty with Children	628	3.92%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	34,319	72.32%
Civilian Labor Force, Unemployed	1,501	3.16%
Armed Forces	3	0.01%
Not in Labor Force	11,631	24.51%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	34,325	
For-Profit Private Workers	25,511	74.32%
Non-Profit Private Workers	2,189	6.38%
Local Government Workers	287	0.84%
State Government Workers	890	2.59%
Federal Government Workers	2,880	8.39%
Self-Employed Workers	2,530	7.37%
Unpaid Family Workers	38	0.11%
2023 Est. Civ. Employed Pop 16+ by Occupation	34,325	
Architect/Engineer	979	2.85%
Arts/Entertainment/Sports	647	1.88%
Building Grounds Maintenance	1,475	4.30%
Business/Financial Operations	2,138	6.23%
Community/Social Services	500	1.46%
Computer/Mathematical	2,461	7.17%
Construction/Extraction	1,606	4.68%
Education/Training/Library	2,682	7.81%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	1,805	5.26%
Health Practitioner/Technician	1,735	5.05%
Healthcare Support	741	2.16%
Maintenance Repair	1,209	3.52%
Legal	270	0.79%
Life/Physical/Social Science	136	0.40%
Management	3,810	11.10%
Office/Admin. Support	3,464	10.09%
Production	1,716	5.00%
Protective Services	452	1.32%
Sales/Related	3,343	9.74%
Personal Care/Service	773	2.25%
Transportation/Moving	2,381	6.94%
2023 Est. Pop 16+ by Occupation Classification	34,325	
White Collar	22,165	64.57%
Blue Collar	6,912	20.14%
Service and Farm	5,248	15.29%
2023 Est. Workers Age 16+ by Transp. to Work	34,023	
Drove Alone	27,044	79.49%
Car Pooled	3,211	9.44%
Public Transportation	173	0.51%
Walked	172	0.51%
Bicycle	136	0.40%
Other Means	434	1.28%
Worked at Home	2,853	8.39%

Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,836	
15 - 29 Minutes	7,531	
30 - 44 Minutes	8,809	
45 - 59 Minutes	5,693	
60 or more Minutes	3,877	
2023 Est. Avg Travel Time to Work in Minutes		37
2023 Est. Occupied Housing Units by Tenure		
Owner Occupied	14,883	77.16%
Renter Occupied	4,405	22.84%
2023 Owner Occ. HUs: Avg. Length of Residence		10.50 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.00 [†]
2023 Est. Owner-Occupied Housing Units by Value		
	19,288	
Value Less than \$20,000	482	3.24%
Value \$20,000 - \$39,999	151	1.01%
Value \$40,000 - \$59,999	128	0.86%
Value \$60,000 - \$79,999	46	0.31%
Value \$80,000 - \$99,999	56	0.38%
Value \$100,000 - \$149,999	256	1.72%
Value \$150,000 - \$199,999	572	3.84%
Value \$200,000 - \$299,999	3,697	24.84%
Value \$300,000 - \$399,999	4,092	27.49%
Value \$400,000 - \$499,999	3,050	20.49%
Value \$500,000 - \$749,999	1,788	12.01%
Value \$750,000 - \$999,999	477	3.20%
Value \$1,000,000 or \$1,499,999	81	0.54%
Value \$1,500,000 or \$1,999,999	6	0.04%
Value \$2,000,000+	1	0.01%
2023 Est. Median All Owner-Occupied Housing Value		\$349,187
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	16,575	83.36%
1 Unit Attached	356	1.79%
2 Units	94	0.47%
3 or 4 Units	96	0.48%
5 to 19 Units	944	4.75%
20 to 49 Units	282	1.42%
50 or More Units	305	1.53%
Mobile Home or Trailer	1,209	6.08%
Boat, RV, Van, etc.	22	0.11%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	3,783	19.03%
Housing Units Built 2010 to 2014	1,438	7.23%
Housing Units Built 2000 to 2009	8,691	43.71%
Housing Units Built 1990 to 1999	2,455	12.35%
Housing Units Built 1980 to 1989	2,057	10.35%
Housing Units Built 1970 to 1979	769	3.87%
Housing Units Built 1960 to 1969	375	1.89%
Housing Units Built 1950 to 1959	160	0.81%
Housing Units Built 1940 to 1949	141	0.71%
Housing Unit Built 1939 or Earlier	14	0.07%
2023 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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