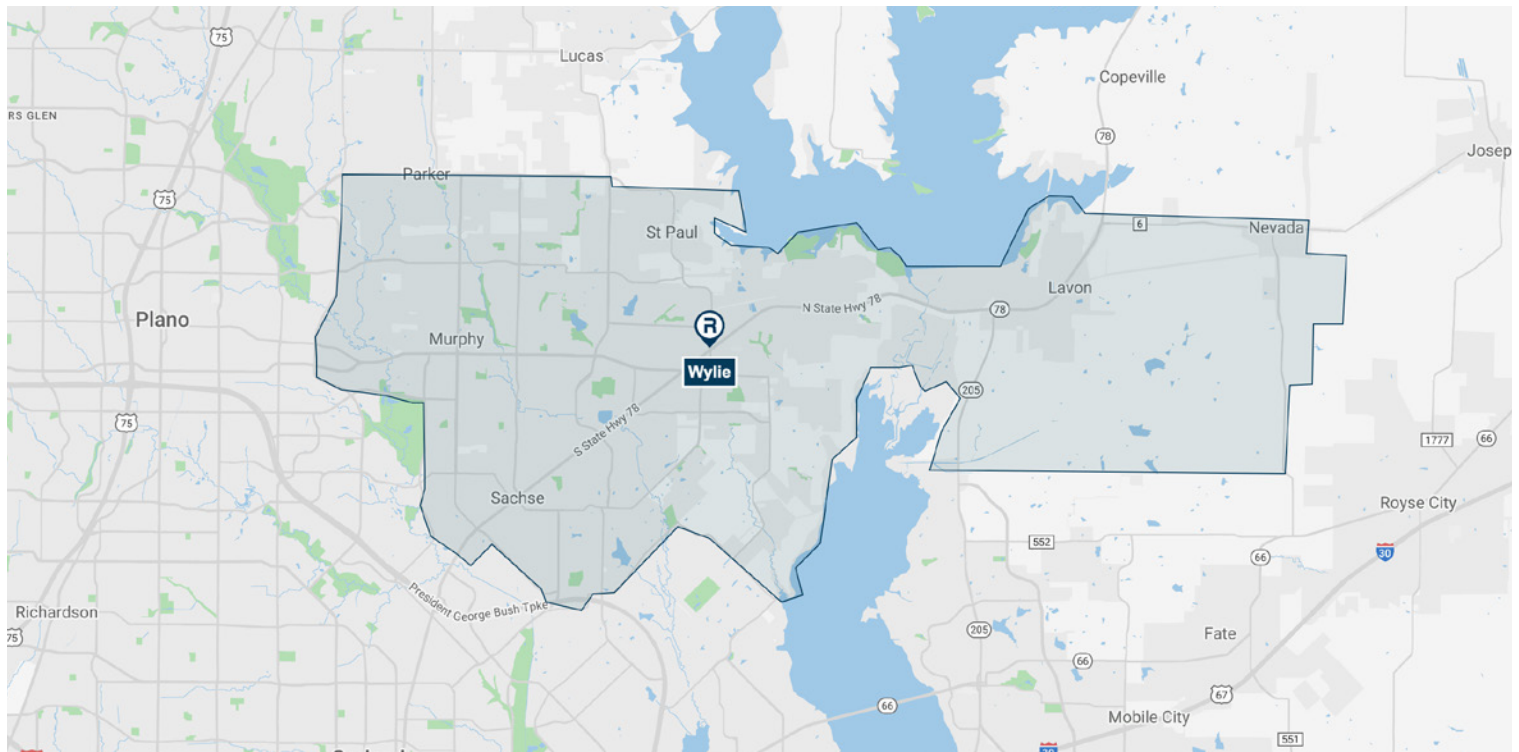# The**Retail**Coach®

Primary Retail Trade Area Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
February 2023

Primary Retail Trade Area • Demographic Snapshot
Wylie, Texas

Population

2020	137,097
2023	148,795
2028	160,747

Educational Attainment (%)

Graduate or Professional Degree	15.18%
Bachelors Degree	26.76%
Associate Degree	8.55%
Some College	21.28%
High School Graduate (GED)	20.89%
Some High School, No Degree	3.77%
Less than 9th Grade	3.57%

Income

Average HH	$142,040
Median HH	$114,409
Per Capita	$43,957

Age

0 - 9 Years	14.14%
10 - 17 Years	12.53%
18 - 24 Years	9.33%
25 - 34 Years	11.84%
35 - 44 Years	14.93%
45 - 54 Years	14.83%
55 - 64 Years	11.80%
65 and Older	10.60%
Median Age	36.54
Average Age	36.28

Race Distribution (%)

White	50.12%
Black/African American	12.50%
American Indian/Alaskan	0.82%
Asian	18.84%
Native Hawaiian/Islander	0.09%
Other Race	6.52%
Two or More Races	11.11%
Hispanic	17.24%

WYLIEEDC

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Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2028 Projection	160,747	
2023 Estimate	148,795	
2020 Census	137,097	
2010 Census	105,769	
Growth 2023 - 2028		8.03%
Growth 2020 - 2023		8.53%
Growth 2010 - 2020		29.62%
2023 Est. Population by Single-Classification Race	**148,795**	
White Alone	74,582	50.12%
Black or African American Alone	18,595	12.50%
Amer. Indian and Alaska Native Alone	1,226	0.82%
Asian Alone	28,029	18.84%
Native Hawaiian and Other Pacific Island Alone	134	0.09%
Some Other Race Alone	9,703	6.52%
Two or More Races	16,527	11.11%
2023 Est. Population by Hispanic or Latino Origin	**148,795**	
Not Hispanic or Latino	123,149	82.76%
Hispanic or Latino	25,648	17.24%
Mexican	19,106	74.50%
Puerto Rican	932	3.63%
Cuban	196	0.76%
All Other Hispanic or Latino	5,413	21.11%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**25,648**	
White Alone	5,209	20.31%
Black or African American Alone	271	1.06%
American Indian and Alaska Native Alone	528	2.06%
Asian Alone	121	0.47%
Native Hawaiian and Other Pacific Islander Alone	29	0.11%
Some Other Race Alone	9,151	35.68%
Two or More Races	10,341	40.32%
2023 Est. Pop by Race, Asian Alone, by Category	**28,029**	
Chinese, except Taiwanese	2,371	8.46%
Filipino	2,282	8.14%
Japanese	132	0.47%
Asian Indian	10,675	38.09%
Korean	503	1.79%
Vietnamese	7,241	25.83%
Cambodian	126	0.45%
Hmong	144	0.51%
Laotian	91	0.32%
Thai	73	0.26%
All Other Asian Races Including 2+ Category	4,392	15.67%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**148,795**	
Arab	77	0.05%
Czech	620	0.42%
Danish	393	0.26%
Dutch	1,134	0.76%
English	11,457	7.70%
French (except Basque)	1,884	1.27%
French Canadian	412	0.28%
German	11,359	7.63%
Greek	176	0.12%
Hungarian	269	0.18%
Irish	9,887	6.65%
Italian	2,570	1.73%
Lithuanian	12	0.01%
United States or American	10,091	6.78%
Norwegian	741	0.50%
Polish	2,583	1.74%
Portuguese	70	0.05%
Russian	330	0.22%
Scottish	2,378	1.60%
Scotch-Irish	1,775	1.19%
Slovak	13	0.01%
Subsaharan African	4,013	2.70%
Swedish	826	0.56%
Swiss	147	0.10%
Ukrainian	353	0.24%
Welsh	930	0.63%
West Indian (except Hisp. groups)	138	0.09%
Other ancestries	56,884	38.23%
Ancestry Unclassified	27,274	18.33%
2023 Est. Pop Age 5+ by Language Spoken At Home	**138,882**	
Speak Only English at Home	97,454	70.17%
Speak Asian/Pacific Island Language at Home	11,290	8.13%
Speak IndoEuropean Language at Home	8,948	6.44%
Speak Spanish at Home	15,896	11.45%
Speak Other Language at Home	5,297	3.81%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**148,795**	
Age 0 - 4	9,913	6.66%
Age 5 - 9	11,119	7.47%
Age 10 - 14	11,657	7.83%
Age 15 - 17	6,987	4.70%
Age 18 - 20	6,135	4.12%
Age 21 - 24	7,752	5.21%
Age 25 - 34	17,619	11.84%
Age 35 - 44	22,221	14.93%
Age 45 - 54	22,065	14.83%
Age 55 - 64	17,553	11.80%
Age 65 - 74	10,259	6.90%
Age 75 - 84	4,494	3.02%
Age 85 and over	1,021	0.69%
Age 16 and over	113,812	76.49%
Age 18 and over	109,119	73.34%
Age 21 and over	102,984	69.21%
Age 65 and over	15,775	10.60%
2023 Est. Median Age		36.54
2023 Est. Average Age		36.28
2023 Est. Population by Sex	**148,795**	
Male	73,332	49.28%
Female	75,463	50.72%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**73,332**	
Age 0 - 4	4,996	6.81%
Age 5 - 9	5,542	7.56%
Age 10 - 14	5,922	8.08%
Age 15 - 17	3,543	4.83%
Age 18 - 20	3,147	4.29%
Age 21 - 24	3,935	5.37%
Age 25 - 34	8,685	11.84%
Age 35 - 44	10,656	14.53%
Age 45 - 54	10,911	14.88%
Age 55 - 64	8,762	11.95%
Age 65 - 74	4,841	6.60%
Age 75 - 84	2,002	2.73%
Age 85 and over	387	0.53%
2023 Est. Median Age, Male		35.90
2023 Est. Average Age, Male		35.77
2023 Est. Female Population by Age	**75,463**	
Age 0 - 4	4,916	6.52%
Age 5 - 9	5,577	7.39%
Age 10 - 14	5,734	7.60%
Age 15 - 17	3,444	4.56%
Age 18 - 20	2,988	3.96%
Age 21 - 24	3,818	5.06%
Age 25 - 34	8,934	11.84%
Age 35 - 44	11,564	15.32%
Age 45 - 54	11,153	14.78%
Age 55 - 64	8,791	11.65%
Age 65 - 74	5,418	7.18%
Age 75 - 84	2,492	3.30%
Age 85 and over	635	0.84%
2023 Est. Median Age, Female		37.13
2023 Est. Average Age, Female		36.77

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	32,066	27.62%
Males, Never Married	16,412	14.14%
Females, Never Married	15,655	13.48%
Married, Spouse present	65,067	56.04%
Married, Spouse absent	4,485	3.86%
Widowed	4,179	3.60%
Males Widowed	1,074	0.93%
Females Widowed	3,106	2.68%
Divorced	10,310	8.88%
Males Divorced	3,957	3.41%
Females Divorced	6,353	5.47%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,397	3.6%
Some High School, no diploma	3,593	3.8%
High School Graduate (or GED)	19,893	20.9%
Some College, no degree	20,266	21.3%
Associate Degree	8,142	8.6%
Bachelor's Degree	25,486	26.8%
Master's Degree	11,235	11.8%
Professional School Degree	1,893	2.0%
Doctorate Degree	1,327	1.4%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	4,622	28.16%
High School Graduate	4,820	29.36%
Some College or Associate's Degree	4,011	24.44%
Bachelor's Degree or Higher	2,963	18.05%
Households		
2028 Projection	49,347	
2023 Estimate	45,975	
2020 Census	42,624	
2010 Census	33,520	
Growth 2023 - 2028		7.33%
Growth 2020 - 2023		7.86%
Growth 2010 - 2020		27.16%
2023 Est. Households by Household Type	**45,975**	
Family Households	38,981	84.79%
Nonfamily Households	6,995	15.21%
2023 Est. Group Quarters Population	233	
2023 Households by Ethnicity, Hispanic/Latino	5,947	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**45,975**	
Income < $15,000	1,148	2.50%
Income $15,000 - $24,999	1,221	2.66%
Income $25,000 - $34,999	1,600	3.48%
Income $35,000 - $49,999	3,679	8.00%
Income $50,000 - $74,999	5,742	12.49%
Income $75,000 - $99,999	6,031	13.12%
Income $100,000 - $124,999	6,117	13.31%
Income $125,000 - $149,999	5,471	11.90%
Income $150,000 - $199,999	6,469	14.07%
Income $200,000 - $249,999	3,524	7.67%
Income $250,000 - $499,999	3,465	7.54%
Income $500,000+	1,507	3.28%
2023 Est. Average Household Income		$142,040
2023 Est. Median Household Income		$114,409
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$116,454
Black or African American Alone		$98,010
American Indian and Alaska Native Alone		$119,521
Asian Alone		$122,628
Native Hawaiian and Other Pacific Islander Alone		$114,191
Some Other Race Alone		$102,507
Two or More Races		$128,289
Hispanic or Latino		$91,852
Not Hispanic or Latino		$118,506
2023 Est. Family HH Type by Presence of Own Child.	**38,981**	
Married-Couple Family, own children	19,238	49.35%
Married-Couple Family, no own children	13,552	34.77%
Male Householder, own children	1,030	2.64%
Male Householder, no own children	883	2.26%
Female Householder, own children	2,695	6.91%
Female Householder, no own children	1,585	4.07%
2023 Est. Households by Household Size	**45,975**	
1-person	5,528	12.02%
2-person	12,239	26.62%
3-person	10,038	21.83%
4-person	10,014	21.78%
5-person	5,023	10.93%
6-person	2,144	4.66%
7-or-more-person	987	2.15%
2023 Est. Average Household Size		3.22

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**45,975**	
Households with 1 or More People under Age 18:	24,390	53.05%
Married-Couple Family	37,646	81.88%
Other Family, Male Householder	2,279	4.96%
Other Family, Female Householder	5,843	12.71%
Nonfamily, Male Householder	169	0.37%
Nonfamily, Female Householder	40	0.09%
Households with No People under Age 18:	**21,584**	**46.95%**
Married-Couple Family	27,294	59.37%
Other Family, Male Householder	1,500	3.26%
Other Family, Female Householder	2,504	5.45%
Nonfamily, Male Householder	7,190	15.64%
Nonfamily, Female Householder	7,489	16.29%
2023 Est. Households by Number of Vehicles	**45,975**	
No Vehicles	853	1.86%
1 Vehicle	8,102	17.62%
2 Vehicles	22,408	48.74%
3 Vehicles	9,657	21.01%
4 Vehicles	3,566	7.76%
5 or more Vehicles	1,389	3.02%
2023 Est. Average Number of Vehicles		2.27
Family Households		
2028 Projection	41,072	
2023 Estimate	38,981	
2010 Census	28,338	
Growth 2023 - 2028		5.36%
Growth 2010 - 2023		35.17%
2023 Est. Families by Poverty Status	**38,981**	
2023 Families at or Above Poverty	37,560	96.35%
2023 Families at or Above Poverty with Children	21,606	55.43%
2023 Families Below Poverty	1,422	3.65%
2023 Families Below Poverty with Children	1,015	2.60%
2023 Est. Pop 16+ by Employment Status	**113,812**	
Civilian Labor Force, Employed	78,840	69.27%
Civilian Labor Force, Unemployed	3,726	3.27%
Armed Forces	3	0.00%
Not in Labor Force	31,244	27.45%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**78,843**	
For-Profit Private Workers	58,517	74.22%
Non-Profit Private Workers	4,355	5.52%
Local Government Workers	957	1.21%
State Government Workers	1,712	2.17%
Federal Government Workers	5,752	7.30%
Self-Employed Workers	7,363	9.34%
Unpaid Family Workers	186	0.24%
2023 Est. Civ. Employed Pop 16+ by Occupation	**78,843**	
Architect/Engineer	2,468	3.13%
Arts/Entertainment/Sports	1,571	1.99%
Building Grounds Maintenance	2,278	2.89%
Business/Financial Operations	5,852	7.42%
Community/Social Services	1,190	1.51%
Computer/Mathematical	5,766	7.31%
Construction/Extraction	2,891	3.67%
Education/Training/Library	5,346	6.78%
Farming/Fishing/Forestry	14	0.02%
Food Prep/Serving	3,837	4.87%
Health Practitioner/Technician	5,096	6.46%
Healthcare Support	1,564	1.98%
Maintenance Repair	2,581	3.27%
Legal	710	0.90%
Life/Physical/Social Science	475	0.60%
Management	10,258	13.01%
Office/Admin. Support	8,008	10.16%
Production	3,692	4.68%
Protective Services	1,033	1.31%
Sales/Related	7,682	9.74%
Personal Care/Service	1,890	2.40%
Transportation/Moving	4,638	5.88%
2023 Est. Pop 16+ by Occupation Classification	**78,843**	
White Collar	54,425	69.03%
Blue Collar	13,801	17.51%
Service and Farm	10,617	13.47%
2023 Est. Workers Age 16+ by Transp. to Work	**78,843**	
Drove Alone	62,722	79.55%
Car Pooled	6,068	7.70%
Public Transportation	568	0.72%
Walked	432	0.55%
Bicycle	165	0.21%
Other Means	1,103	1.40%
Worked at Home	7,786	9.88%

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Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	9,656	13.59%
15 - 29 Minutes	20,557	28.93%
30 - 44 Minutes	19,923	28.04%
45 - 59 Minutes	11,891	16.73%
60 or more Minutes	9,031	12.71%
2023 Est. Avg Travel Time to Work in Minutes		36
2023 Est. Occupied Housing Units by Tenure	45,975	
Owner Occupied	37,595	81.77%
Renter Occupied	8,380	18.23%
2023 Owner Occ. HUs: Avg. Length of Residence		11.18[†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.38[†]
2023 Est. Owner-Occupied Housing Units by Value	**45,975**	
Value Less than $20,000	840	1.83%
Value $20,000 - $39,999	343	0.75%
Value $40,000 - $59,999	297	0.65%
Value $60,000 - $79,999	69	0.15%
Value $80,000 - $99,999	227	0.49%
Value $100,000 - $149,999	673	1.46%
Value $150,000 - $199,999	1,151	2.50%
Value $200,000 - $299,999	9,485	20.63%
Value $300,000 - $399,999	11,668	25.38%
Value $400,000 - $499,999	10,204	22.20%
Value $500,000 - $749,999	8,460	18.40%
Value $750,000 - $999,999	1,966	4.28%
Value $1,000,000 or $1,499,999	375	0.82%
Value $1,500,000 or $1,999,999	69	0.15%
Value $2,000,000+	148	0.32%
2023 Est. Median All Owner-Occupied Housing Value		$384,645
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	39,392	85.68%
1 Unit Attached	928	2.02%
2 Units	188	0.41%
3 or 4 Units	169	0.37%
5 to 19 Units	1,769	3.85%
20 to 49 Units	518	1.13%
50 or More Units	779	1.70%
Mobile Home or Trailer	2,199	4.78%
Boat, RV, Van, etc.	34	0.07%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	8,041	17.49%
Housing Units Built 2010 to 2014	3,341	7.27%
Housing Units Built 2000 to 2009	19,552	42.53%
Housing Units Built 1990 to 1999	6,874	14.95%
Housing Units Built 1980 to 1989	4,823	10.49%
Housing Units Built 1970 to 1979	1,967	4.28%
Housing Units Built 1960 to 1969	765	1.67%
Housing Units Built 1950 to 1959	327	0.71%
Housing Units Built 1940 to 1949	202	0.44%
Housing Unit Built 1939 or Earlier	84	0.18%
2023 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.

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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