



The**Retail**Coach®

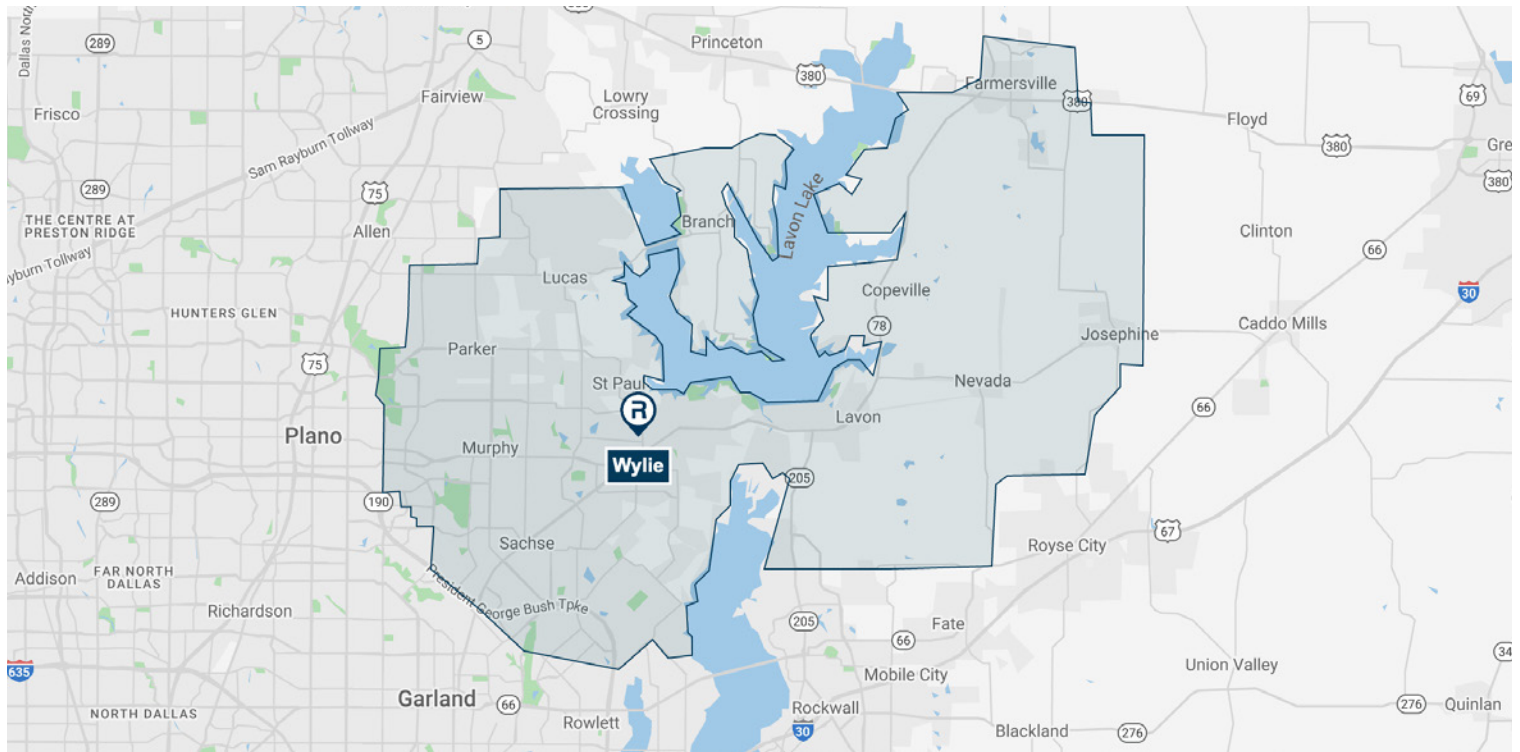
# Retail Trade Area Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation  
February 2023

# Retail Trade Area • Demographic Snapshot

## Wylie, Texas



### Population

2020	223,050	0 - 9 Years	13.32%
2023	240,216	10 - 17 Years	12.35%
2028	259,085	18 - 24 Years	9.31%

### Educational Attainment (%)

Graduate or Professional Degree	14.90%	25 - 34 Years	11.97%
Bachelors Degree	26.86%	35 - 44 Years	14.00%
Associate Degree	8.26%	45 - 54 Years	14.77%
Some College	21.06%	55 - 64 Years	12.43%
High School Graduate (GED)	21.56%	65 and Older	11.85%
Some High School, No Degree	3.93%	Median Age	37.28
Less than 9th Grade	3.42%	Average Age	37.16

### Income

Average HH	\$143,877
Median HH	\$112,384
Per Capita	\$45,500

### Age

0 - 9 Years	13.32%
10 - 17 Years	12.35%
18 - 24 Years	9.31%
25 - 34 Years	11.97%
35 - 44 Years	14.00%
45 - 54 Years	14.77%
55 - 64 Years	12.43%
65 and Older	11.85%
Median Age	37.28
Average Age	37.16

### Race Distribution (%)

White	51.74%
Black/African American	11.68%
American Indian/Alaskan	0.83%
Asian	17.37%
Native Hawaiian/Islander	0.07%
Other Race	6.69%
Two or More Races	11.62%
Hispanic	18.12%

# 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



# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2028 Projection	259,085	
2023 Estimate	240,216	
2020 Census	223,050	
2010 Census	172,128	
Growth 2023 - 2028		7.86%
Growth 2020 - 2023		7.70%
Growth 2010 - 2020		29.58%
<b>2023 Est. Population by Single-Classification Race</b>	<b>240,216</b>	
White Alone	124,281	51.74%
Black or African American Alone	28,067	11.68%
Amer. Indian and Alaska Native Alone	1,989	0.83%
Asian Alone	41,730	17.37%
Native Hawaiian and Other Pacific Island Alone	178	0.07%
Some Other Race Alone	16,061	6.69%
Two or More Races	27,911	11.62%
<b>2023 Est. Population by Hispanic or Latino Origin</b>	<b>240,216</b>	
Not Hispanic or Latino	196,691	81.88%
Hispanic or Latino	43,525	18.12%
Mexican	33,453	76.86%
Puerto Rican	1,615	3.71%
Cuban	394	0.91%
All Other Hispanic or Latino	8,063	18.53%
<b>2023 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>43,525</b>	
White Alone	8,966	20.60%
Black or African American Alone	434	1.00%
American Indian and Alaska Native Alone	871	2.00%
Asian Alone	195	0.45%
Native Hawaiian and Other Pacific Islander Alone	37	0.09%
Some Other Race Alone	15,194	34.91%
Two or More Races	17,828	40.96%
<b>2023 Est. Pop by Race, Asian Alone, by Category</b>	<b>41,730</b>	
Chinese, except Taiwanese	4,173	10.00%
Filipino	3,160	7.57%
Japanese	204	0.49%
Asian Indian	14,533	34.83%
Korean	900	2.16%
Vietnamese	11,959	28.66%
Cambodian	139	0.33%
Hmong	149	0.36%
Laotian	139	0.33%
Thai	76	0.18%
All Other Asian Races Including 2+ Category	6,298	15.09%

DESCRIPTION	DATA	%
<b>2023 Est. Population by Ancestry</b>	<b>240,216</b>	
Arab	115	0.05%
Czech	980	0.41%
Danish	550	0.23%
Dutch	1,597	0.67%
English	18,134	7.55%
French (except Basque)	3,490	1.45%
French Canadian	504	0.21%
German	19,746	8.22%
Greek	327	0.14%
Hungarian	380	0.16%
Irish	15,946	6.64%
Italian	4,396	1.83%
Lithuanian	48	0.02%
United States or American	16,416	6.83%
Norwegian	1,348	0.56%
Polish	4,494	1.87%
Portuguese	231	0.10%
Russian	497	0.21%
Scottish	3,586	1.49%
Scotch-Irish	2,717	1.13%
Slovak	62	0.03%
Subsaharan African	5,905	2.46%
Swedish	1,569	0.65%
Swiss	310	0.13%
Ukrainian	416	0.17%
Welsh	1,302	0.54%
West Indian (except Hisp. groups)	416	0.17%
Other ancestries	94,013	39.14%
Ancestry Unclassified	40,724	16.95%
<b>2023 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>225,219</b>	
Speak Only English at Home	160,739	71.37%
Speak Asian/Pacific Island Language at Home	17,986	7.99%
Speak IndoEuropean Language at Home	11,889	5.28%
Speak Spanish at Home	27,382	12.16%
Speak Other Language at Home	7,225	3.21%

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	240,216	
Age 0 - 4	14,994	6.24%
Age 5 - 9	17,002	7.08%
Age 10 - 14	18,547	7.72%
Age 15 - 17	11,124	4.63%
Age 18 - 20	9,820	4.09%
Age 21 - 24	12,554	5.23%
Age 25 - 34	28,742	11.97%
Age 35 - 44	33,633	14.00%
Age 45 - 54	35,482	14.77%
Age 55 - 64	29,849	12.43%
Age 65 - 74	18,439	7.68%
Age 75 - 84	8,119	3.38%
Age 85 and over	1,907	0.79%
Age 16 and over	186,018	77.44%
Age 18 and over	178,548	74.33%
Age 21 and over	168,728	70.24%
Age 65 and over	28,466	11.85%
2023 Est. Median Age		37.28
2023 Est. Average Age		37.16
2023 Est. Population by Sex	240,216	
Male	118,542	49.35%
Female	121,674	50.65%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	118,542	
Age 0 - 4	7,568	6.38%
Age 5 - 9	8,539	7.20%
Age 10 - 14	9,458	7.98%
Age 15 - 17	5,691	4.80%
Age 18 - 20	5,070	4.28%
Age 21 - 24	6,376	5.38%
Age 25 - 34	14,184	11.97%
Age 35 - 44	16,059	13.55%
Age 45 - 54	17,618	14.86%
Age 55 - 64	14,849	12.53%
Age 65 - 74	8,697	7.34%
Age 75 - 84	3,682	3.11%
Age 85 and over	750	0.63%
2023 Est. Median Age, Male		36.56
2023 Est. Average Age, Male		36.61
2023 Est. Female Population by Age	121,674	
Age 0 - 4	7,428	6.11%
Age 5 - 9	8,465	6.96%
Age 10 - 14	9,088	7.47%
Age 15 - 17	5,434	4.47%
Age 18 - 20	4,749	3.90%
Age 21 - 24	6,177	5.08%
Age 25 - 34	14,558	11.97%
Age 35 - 44	17,573	14.44%
Age 45 - 54	17,864	14.68%
Age 55 - 64	15,001	12.33%
Age 65 - 74	9,742	8.01%
Age 75 - 84	4,437	3.65%
Age 85 and over	1,156	0.95%
2023 Est. Median Age, Female		37.93
2023 Est. Average Age, Female		37.69

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	51,742	27.28%
Males, Never Married	27,709	14.61%
Females, Never Married	24,033	12.67%
Married, Spouse present	106,262	56.03%
Married, Spouse absent	7,348	3.87%
Widowed	7,522	3.97%
Males Widowed	1,580	0.83%
Females Widowed	5,942	3.13%
Divorced	16,795	8.86%
Males Divorced	6,640	3.50%
Females Divorced	10,155	5.35%
<b>2023 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	5,347	3.4%
Some High School, no diploma	6,136	3.9%
High School Graduate (or GED)	33,674	21.6%
Some College, no degree	32,885	21.1%
Associate Degree	12,901	8.3%
Bachelor's Degree	41,949	26.9%
Master's Degree	17,857	11.4%
Professional School Degree	3,372	2.2%
Doctorate Degree	2,049	1.3%
<b>2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	7,255	25.64%
High School Graduate	9,425	33.31%
Some College or Associate's Degree	6,818	24.10%
Bachelor's Degree or Higher	4,799	16.96%
<b>Households</b>		
2028 Projection	81,724	
2023 Estimate	75,855	
2020 Census	71,250	
2010 Census	55,432	
Growth 2023 - 2028		7.74%
Growth 2020 - 2023		6.46%
Growth 2010 - 2020		28.54%
<b>2023 Est. Households by Household Type</b>		
Family Households	63,457	83.66%
Nonfamily Households	12,397	16.34%
<b>2023 Est. Group Quarters Population</b>		
	351	
<b>2023 Households by Ethnicity, Hispanic/Latino</b>		
	10,198	

DESCRIPTION	DATA	%
<b>2023 Est. Households by Household Income</b>		
Income < \$15,000	2,501	3.30%
Income \$15,000 - \$24,999	2,356	3.11%
Income \$25,000 - \$34,999	2,794	3.68%
Income \$35,000 - \$49,999	5,609	7.39%
Income \$50,000 - \$74,999	10,003	13.19%
Income \$75,000 - \$99,999	9,963	13.13%
Income \$100,000 - \$124,999	9,297	12.26%
Income \$125,000 - \$149,999	8,429	11.11%
Income \$150,000 - \$199,999	10,280	13.55%
Income \$200,000 - \$249,999	5,585	7.36%
Income \$250,000 - \$499,999	6,027	7.95%
Income \$500,000+	3,011	3.97%
<b>2023 Est. Average Household Income</b>		
		\$143,877
<b>2023 Est. Median Household Income</b>		
		\$112,384
<b>2023 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$112,999
Black or African American Alone		\$101,714
American Indian and Alaska Native Alone		\$110,363
Asian Alone		\$124,918
Native Hawaiian and Other Pacific Islander Alone		\$107,040
Some Other Race Alone		\$97,638
Two or More Races		\$116,227
Hispanic or Latino		\$88,330
Not Hispanic or Latino		\$116,700
<b>2023 Est. Family HH Type by Presence of Own Child.</b>		
	63,457	
Married-Couple Family, own children	29,987	47.26%
Married-Couple Family, no own children	23,578	37.16%
Male Householder, own children	1,660	2.62%
Male Householder, no own children	1,443	2.27%
Female Householder, own children	4,070	6.41%
Female Householder, no own children	2,719	4.29%
<b>2023 Est. Households by Household Size</b>		
	75,855	
1-person	9,619	12.68%
2-person	21,705	28.61%
3-person	15,448	20.37%
4-person	16,284	21.47%
5-person	7,698	10.15%
6-person	3,481	4.59%
7-or-more-person	1,619	2.13%
<b>2023 Est. Average Household Size</b>		
		3.13

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Households by Presence of People Under 18</b>	<b>75,855</b>	
Households with 1 or More People under Age 18:	38,213	50.38%
Married-Couple Family	62,214	82.02%
Other Family, Male Householder	3,903	5.15%
Other Family, Female Householder	9,427	12.43%
Nonfamily, Male Householder	252	0.33%
Nonfamily, Female Householder	58	0.08%
<b>Households with No People under Age 18:</b>	<b>37,642</b>	<b>49.62%</b>
Married-Couple Family	44,781	59.04%
Other Family, Male Householder	2,295	3.03%
Other Family, Female Householder	4,097	5.40%
Nonfamily, Male Householder	12,138	16.00%
Nonfamily, Female Householder	12,544	16.54%
<b>2023 Est. Households by Number of Vehicles</b>	<b>75,855</b>	
No Vehicles	1,341	1.77%
1 Vehicle	13,914	18.34%
2 Vehicles	36,080	47.56%
3 Vehicles	15,970	21.05%
4 Vehicles	5,898	7.78%
5 or more Vehicles	2,652	3.50%
2023 Est. Average Number of Vehicles		2.29
<b>Family Households</b>		
2028 Projection	68,345	
2023 Estimate	63,457	
2010 Census	46,423	
Growth 2023 - 2028		7.70%
Growth 2010 - 2023		36.69%
<b>2023 Est. Families by Poverty Status</b>	<b>63,457</b>	
2023 Families at or Above Poverty	61,202	96.45%
2023 Families at or Above Poverty with Children	33,824	53.30%
2023 Families Below Poverty	2,255	3.55%
2023 Families Below Poverty with Children	1,699	2.68%
<b>2023 Est. Pop 16+ by Employment Status</b>	<b>186,018</b>	
Civilian Labor Force, Employed	126,550	68.03%
Civilian Labor Force, Unemployed	5,696	3.06%
Armed Forces	54	0.03%
Not in Labor Force	53,720	28.88%

DESCRIPTION	DATA	%
<b>2023 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>126,604</b>	
For-Profit Private Workers	93,629	73.95%
Non-Profit Private Workers	6,362	5.03%
Local Government Workers	1,855	1.47%
State Government Workers	2,706	2.14%
Federal Government Workers	9,052	7.15%
Self-Employed Workers	12,786	10.10%
Unpaid Family Workers	213	0.17%
<b>2023 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>126,604</b>	
Architect/Engineer	3,996	3.16%
Arts/Entertainment/Sports	2,487	1.96%
Building Grounds Maintenance	3,590	2.84%
Business/Financial Operations	10,136	8.01%
Community/Social Services	1,670	1.32%
Computer/Mathematical	8,527	6.74%
Construction/Extraction	5,616	4.44%
Education/Training/Library	8,443	6.67%
Farming/Fishing/Forestry	63	0.05%
Food Prep/Serving	5,373	4.24%
Health Practitioner/Technician	8,412	6.64%
Healthcare Support	2,227	1.76%
Maintenance Repair	3,869	3.06%
Legal	1,152	0.91%
Life/Physical/Social Science	708	0.56%
Management	17,062	13.48%
Office/Admin. Support	13,588	10.73%
Production	5,219	4.12%
Protective Services	1,874	1.48%
Sales/Related	12,343	9.75%
Personal Care/Service	3,165	2.50%
Transportation/Moving	7,087	5.60%
<b>2023 Est. Pop 16+ by Occupation Classification</b>	<b>126,604</b>	
White Collar	88,522	69.92%
Blue Collar	21,791	17.21%
Service and Farm	16,291	12.87%
<b>2023 Est. Workers Age 16+ by Transp. to Work</b>	<b>126,604</b>	
Drove Alone	99,908	78.91%
Car Pooled	9,873	7.80%
Public Transportation	1,238	0.98%
Walked	703	0.56%
Bicycle	190	0.15%
Other Means	1,614	1.28%
Worked at Home	13,079	10.33%

# Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2023 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	15,697	13.83%
15 - 29 Minutes	32,843	28.93%
30 - 44 Minutes	31,070	27.37%
45 - 59 Minutes	19,161	16.88%
60 or more Minutes	14,753	13.00%
2023 Est. Avg Travel Time to Work in Minutes		36
<b>2023 Est. Occupied Housing Units by Tenure</b>		
Owner Occupied	61,867	81.56%
Renter Occupied	13,988	18.44%
2023 Owner Occ. HUs: Avg. Length of Residence		11.4 <sup>†</sup>
2023 Renter Occ. HUs: Avg. Length of Residence		5.01 <sup>†</sup>
<b>2023 Est. Owner-Occupied Housing Units by Value</b>		
	<b>75,855</b>	
Value Less than \$20,000	1,092	1.44%
Value \$20,000 - \$39,999	599	0.79%
Value \$40,000 - \$59,999	468	0.62%
Value \$60,000 - \$79,999	187	0.25%
Value \$80,000 - \$99,999	462	0.61%
Value \$100,000 - \$149,999	1,534	2.02%
Value \$150,000 - \$199,999	2,414	3.18%
Value \$200,000 - \$299,999	14,076	18.56%
Value \$300,000 - \$399,999	18,134	23.91%
Value \$400,000 - \$499,999	16,113	21.24%
Value \$500,000 - \$749,999	14,123	18.62%
Value \$750,000 - \$999,999	4,229	5.58%
Value \$1,000,000 or \$1,499,999	1,711	2.26%
Value \$1,500,000 or \$1,999,999	376	0.50%
Value \$2,000,000+	336	0.44%
2023 Est. Median All Owner-Occupied Housing Value		\$394,202
<b>2023 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	64,405	84.91%
1 Unit Attached	1,208	1.59%
2 Units	221	0.29%
3 or 4 Units	312	0.41%
5 to 19 Units	2,458	3.24%
20 to 49 Units	1,037	1.37%
50 or More Units	1,940	2.56%
Mobile Home or Trailer	4,147	5.47%
Boat, RV, Van, etc.	129	0.17%

DESCRIPTION	DATA	%
<b>2023 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	13,248	17.47%
Housing Units Built 2010 to 2014	4,758	6.27%
Housing Units Built 2000 to 2009	27,853	36.72%
Housing Units Built 1990 to 1999	13,944	18.38%
Housing Units Built 1980 to 1989	9,367	12.35%
Housing Units Built 1970 to 1979	3,770	4.97%
Housing Units Built 1960 to 1969	1,336	1.76%
Housing Units Built 1950 to 1959	721	0.95%
Housing Units Built 1940 to 1949	454	0.60%
Housing Unit Built 1939 or Earlier	404	0.53%
2023 Est. Median Year Structure Built		2003

<sup>†</sup> 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.