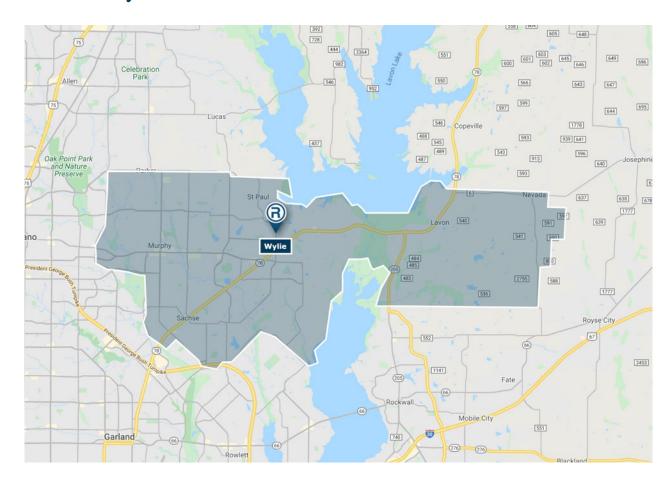WYLIE, TEXAS

Primary Retail Trade Area
Demographic Profile

Primary Retail Trade Area

Prepared for:

WYLIE, TX
ECONOMIC DEVELOPMENT CORPORATION

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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.

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2026 Projection	159,003	
2021 Estimate	144,667	
2010 Census	104,834	
2000 Census	44,155	
Growth 2021 - 2026		9.91%
Growth 2010 - 2021		38.00%
Growth 2000 - 2010		137.42%
2021 Est. Population by Single-Classification Race	**144,667**	
White Alone	81,963	56.66%
Black or African American Alone	19,788	13.68%
Amer. Indian and Alaska Native Alone	783	0.54%
Asian Alone	28,818	19.92%
Native Hawaiian and Other Pacific Island Alone	93	0.06%
Some Other Race Alone	7,826	5.41%
Two or More Races	5,396	3.73%
2021 Est. Population by Hispanic or Latino Origin	**144,667**	
Not Hispanic or Latino	122,524	84.69%
Hispanic or Latino	22,143	15.31%
Mexican	16,970	76.64%
Puerto Rican	760	3.43%
Cuban	271	1.22%
All Other Hispanic or Latino	4,142	18.71%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	**22,143**	
White Alone	12,438	56.17%
Black or African American Alone	309	1.40%
American Indian and Alaska Native Alone	240	1.08%
Asian Alone	73	0.33%
Native Hawaiian and Other Pacific Islander Alone	10	0.05%
Some Other Race Alone	7,576	34.21%
Two or More Races	1,497	6.76%
2021 Est. Pop by Race, Asian Alone, by Category	**28,818**	
Chinese, except Taiwanese	1,692	5.87%
Filipino	1,933	6.71%
Japanese	141	0.49%
Asian Indian	11,380	39.49%
Korean	803	2.79%
Vietnamese	8,984	31.18%
Cambodian	245	0.85%
Hmong	263	0.91%
Laotian	32	0.11%
Thai	72	0.25%
All Other Asian Races Including 2+ Category	3,274	11.36%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	**144,667**	
Arab	1,979	1.37%
Czech	635	0.44%
Danish	423	0.29%
Dutch	1,175	0.81%
English	11,535	7.97%
French (except Basque)	1,801	1.25%
French Canadian	374	0.26%
German	13,808	9.55%
Greek	167	0.12%
Hungarian	255	0.18%
Irish	10,538	7.28%
Italian	2,590	1.79%
Lithuanian	67	0.05%
United States or American	9,602	6.64%
Norwegian	717	0.50%
Polish	2,286	1.58%
Portuguese	135	0.09%
Russian	186	0.13%
Scottish	2,667	1.84%
Scotch-Irish	1,385	0.96%
Slovak	26	0.02%
Subsaharan African	4,802	3.32%
Swedish	857	0.59%
Swiss	372	0.26%
Ukrainian	154	0.11%
Welsh	722	0.50%
West Indian (except Hisp. groups)	280	0.19%
Other ancestries	54,207	37.47%
Ancestry Unclassified	20,924	14.46%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	99,987	74.29%
Speak Asian/Pacific Island Language at Home	11,188	8.31%
Speak IndoEuropean Language at Home	6,208	4.61%
Speak Spanish at Home	16,002	11.89%
Speak Other Language at Home	1,212	0.90%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	**144,667**	
Age 0 - 4	10,071	6.96%
Age 5 - 9	10,940	7.56%
Age 10 - 14	11,555	7.99%
Age 15 - 17	7,201	4.98%
Age 18 - 20	6,276	4.34%
Age 21 - 24	7,792	5.39%
Age 25 - 34	15,969	11.04%
Age 35 - 44	21,076	14.57%
Age 45 - 54	22,778	15.75%
Age 55 - 64	16,672	11.52%
Age 65 - 74	9,408	6.50%
Age 75 - 84	4,018	2.78%
Age 85 and over	912	0.63%
Age 16 and over	109,734	75.85%
Age 18 and over	104,901	72.51%
Age 21 and over	98,625	68.17%
Age 65 and over	14,338	9.91%
2021 Est. Median Age		36.32
2021 Est. Average Age		35.82
2021 Est. Population by Sex	**144,667**	
Male	71,194	49.21%
Female	73,473	50.79%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	**71,194**	
Age 0 - 4	5,101	7.17%
Age 5 - 9	5,504	7.73%
Age 10 - 14	5,881	8.26%
Age 15 - 17	3,637	5.11%
Age 18 - 20	3,207	4.51%
Age 21 - 24	3,952	5.55%
Age 25 - 34	7,812	10.97%
Age 35 - 44	9,904	13.91%
Age 45 - 54	11,235	15.78%
Age 55 - 64	8,456	11.88%
Age 65 - 74	4,358	6.12%
Age 75 - 84	1,809	2.54%
Age 85 and over	338	0.48%
2021 Est. Median Age, Male		35.56
2021 Est. Average Age, Male		35.30
2021 Est. Female Population by Age	**73,473**	
Age 0 - 4	4,969	6.76%
Age 5 - 9	5,436	7.40%
Age 10 - 14	5,675	7.72%
Age 15 - 17	3,563	4.85%
Age 18 - 20	3,069	4.18%
Age 21 - 24	3,841	5.23%
Age 25 - 34	8,157	11.10%
Age 35 - 44	11,172	15.21%
Age 45 - 54	11,542	15.71%
Age 55 - 64	8,216	11.18%
Age 65 - 74	5,050	6.87%
Age 75 - 84	2,209	3.01%
Age 85 and over	574	0.78%
2021 Est. Median Age, Female		36.97
2021 Est. Average Age, Female		36.32

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	30,147	26.89%
Males, Never Married	15,621	13.94%
Females, Never Married	14,526	12.96%
Married, Spouse present	64,811	57.82%
Married, Spouse absent	4,767	4.25%
Widowed	3,903	3.48%
Males Widowed	668	0.60%
Females Widowed	3,234	2.89%
Divorced	8,474	7.56%
Males Divorced	3,582	3.20%
Females Divorced	4,892	4.36%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,060	3.4%
Some High School, no diploma	3,676	4.0%
High School Graduate (or GED)	19,570	21.5%
Some College, no degree	18,493	20.4%
Associate Degree	7,848	8.6%
Bachelor's Degree	25,268	27.8%
Master's Degree	9,974	11.0%
Professional School Degree	1,786	2.0%
Doctorate Degree	1,157	1.3%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,128	27.01%
High School Graduate	2,586	22.33%
Some College or Associate's Degree	2,711	23.41%
Bachelor's Degree or Higher	3,155	27.25%
Households		
2026 Projection	48,415	
2021 Estimate	44,366	
2010 Census	33,137	
2000 Census	14,651	
Growth 2021 - 2026		9.13%
Growth 2010 - 2021		33.89%
Growth 2000 - 2010		126.18%
2021 Est. Households by Household Type	44,366	
Family Households	37,656	84.88%
Nonfamily Households	6,710	15.12%
2021 Est. Group Quarters Population	187	
2021 Households by Ethnicity, Hispanic/Latino	5,461	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	44,366	
Income < $15,000	989	2.23%
Income $15,000 - $24,999	1,334	3.01%
Income $25,000 - $34,999	1,579	3.56%
Income $35,000 - $49,999	3,064	6.91%
Income $50,000 - $74,999	6,139	13.84%
Income $75,000 - $99,999	5,859	13.21%
Income $100,000 - $124,999	6,249	14.09%
Income $125,000 - $149,999	5,617	12.66%
Income $150,000 - $199,999	6,407	14.44%
Income $200,000 - $249,999	3,034	6.84%
Income $250,000 - $499,999	2,937	6.62%
Income $500,000+	1,157	2.61%
2021 Est. Average Household Income		$136,388
2021 Est. Median Household Income		$112,808
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$114,301
Black or African American Alone		$108,437
American Indian and Alaska Native Alone		$120,764
Asian Alone		$116,045
Native Hawaiian and Other Pacific Islander Alone		$77,060
Some Other Race Alone		$97,403
Two or More Races		$130,410
Hispanic or Latino		$94,940
Not Hispanic or Latino		$115,466
2021 Est. Family HH Type by Presence of Own Child.	37,656	
Married-Couple Family, own children	18,661	49.56%
Married-Couple Family, no own children	13,018	34.57%
Male Householder, own children	998	2.65%
Male Householder, no own children	842	2.24%
Female Householder, own children	2,600	6.90%
Female Householder, no own children	1,536	4.08%
2021 Est. Households by Household Size	44,366	
1-person	5,216	11.76%
2-person	11,859	26.73%
3-person	9,013	20.32%
4-person	9,420	21.23%
5-person	5,279	11.90%
6-person	2,235	5.04%
7-or-more-person	1,344	3.03%
2021 Est. Average Household Size		3.25

Primary Retail Trade Area • Demographic Profile
Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	**44,366**	
Households with 1 or More People under Age 18:	23,632	53.27%
Married-Couple Family	19,370	81.97%
Other Family, Male Householder	1,167	4.94%
Other Family, Female Householder	2,996	12.68%
Nonfamily, Male Householder	85	0.36%
Nonfamily, Female Householder	14	0.06%
Households with No People under Age 18:	**20,734**	**46.73%**
Married-Couple Family	12,308	59.36%
Other Family, Male Householder	672	3.24%
Other Family, Female Householder	1,144	5.52%
Nonfamily, Male Householder	3,242	15.64%
Nonfamily, Female Householder	3,368	16.24%
2021 Est. Households by Number of Vehicles	**44,366**	
No Vehicles	570	1.29%
1 Vehicle	7,659	17.26%
2 Vehicles	21,936	49.44%
3 Vehicles	9,636	21.72%
4 Vehicles	2,969	6.69%
5 or more Vehicles	1,596	3.60%
2021 Est. Average Number of Vehicles		2.29
Family Households		
2026 Projection	41,084	
2021 Estimate	37,657	
2010 Census	28,087	
2000 Census	12,263	
Growth 2021 - 2026		9.10%
Growth 2010 - 2021		34.07%
Growth 2000 - 2010		129.04%
2021 Est. Families by Poverty Status	**37,657**	
2021 Families at or Above Poverty	36,404	96.67%
2021 Families at or Above Poverty with Children	21,554	57.24%
2021 Families Below Poverty	1,253	3.33%
2021 Families Below Poverty with Children	917	2.44%
2021 Est. Pop 16+ by Employment Status	**109,734**	
Civilian Labor Force, Employed	75,693	68.98%
Civilian Labor Force, Unemployed	3,256	2.97%
Armed Forces	2	0.00%
Not in Labor Force	30,783	28.05%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	**75,687**	
For-Profit Private Workers	56,721	74.94%
Non-Profit Private Workers	4,247	5.61%
Local Government Workers	1,124	1.49%
State Government Workers	1,714	2.27%
Federal Government Workers	4,901	6.48%
Self-Employed Workers	6,825	9.02%
Unpaid Family Workers	155	0.21%
2021 Est. Civ. Employed Pop 16+ by Occupation	**75,687**	
Architect/Engineer	2,891	3.82%
Arts/Entertainment/Sports	1,550	2.05%
Building Grounds Maintenance	2,236	2.95%
Business/Financial Operations	5,416	7.16%
Community/Social Services	1,097	1.45%
Computer/Mathematical	5,442	7.19%
Construction/Extraction	2,331	3.08%
Education/Training/Library	5,467	7.22%
Farming/Fishing/Forestry	10	0.01%
Food Prep/Serving	3,161	4.18%
Health Practitioner/Technician	5,165	6.82%
Healthcare Support	1,369	1.81%
Maintenance Repair	2,609	3.45%
Legal	740	0.98%
Life/Physical/Social Science	508	0.67%
Management	8,861	11.71%
Office/Admin. Support	8,788	11.61%
Production	3,013	3.98%
Protective Services	1,182	1.56%
Sales/Related	8,108	10.71%
Personal Care/Service	2,193	2.90%
Transportation/Moving	3,549	4.69%
2021 Est. Pop 16+ by Occupation Classification	**75,687**	
White Collar	54,032	71.39%
Blue Collar	11,502	15.20%
Service and Farm	10,152	13.41%
2021 Est. Workers Age 16+ by Transp. to Work	**74,437**	
Drove Alone	60,757	81.62%
Car Pooled	5,112	6.87%
Public Transportation	851	1.14%
Walked	370	0.50%
Bicycle	74	0.10%
Other Means	947	1.27%
Worked at Home	6,326	8.50%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,649	
15 - 29 Minutes	20,078	
30 - 44 Minutes	19,873	
45 - 59 Minutes	11,057	
60 or more Minutes	8,761	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	44,366	
Owner Occupied	38,619	87.05%
Renter Occupied	5,747	12.95%
2021 Owner Occ. HUs: Avg. Length of Residence		11.2
2021 Renter Occ. HUs: Avg. Length of Residence		5.56
2021 Est. Owner-Occupied Housing Units by Value	**44,366**	
Value Less than $20,000	740	1.92%
Value $20,000 - $39,999	425	1.10%
Value $40,000 - $59,999	213	0.55%
Value $60,000 - $79,999	177	0.46%
Value $80,000 - $99,999	307	0.80%
Value $100,000 - $149,999	1,208	3.13%
Value $150,000 - $199,999	3,498	9.06%
Value $200,000 - $299,999	9,743	25.23%
Value $300,000 - $399,999	9,934	25.72%
Value $400,000 - $499,999	6,538	16.93%
Value $500,000 - $749,999	4,339	11.24%
Value $750,000 - $999,999	1,042	2.70%
Value $1,000,000 or $1,499,999	334	0.87%
Value $1,500,000 or $1,999,999	62	0.16%
Value $2,000,000+	60	0.16%
2021 Est. Median All Owner-Occupied Housing Value		$329,025
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	39,899	87.04%
1 Unit Attached	891	1.94%
2 Units	157	0.34%
3 or 4 Units	302	0.66%
5 to 19 Units	1,462	3.19%
20 to 49 Units	446	0.97%
50 or More Units	648	1.41%
Mobile Home or Trailer	2,006	4.38%
Boat, RV, Van, etc.	30	0.07%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	9,500	20.72%
Housing Units Built 2010 to 2014	2,959	6.46%
Housing Units Built 2000 to 2009	17,976	39.21%
Housing Units Built 1990 to 1999	7,769	16.95%
Housing Units Built 1980 to 1989	4,528	9.88%
Housing Units Built 1970 to 1979	1,570	3.43%
Housing Units Built 1960 to 1969	885	1.93%
Housing Units Built 1950 to 1959	465	1.01%
Housing Units Built 1940 to 1949	109	0.24%
Housing Unit Built 1939 or Earlier	81	0.18%
2021 Est. Median Year Structure Built		2004

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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