



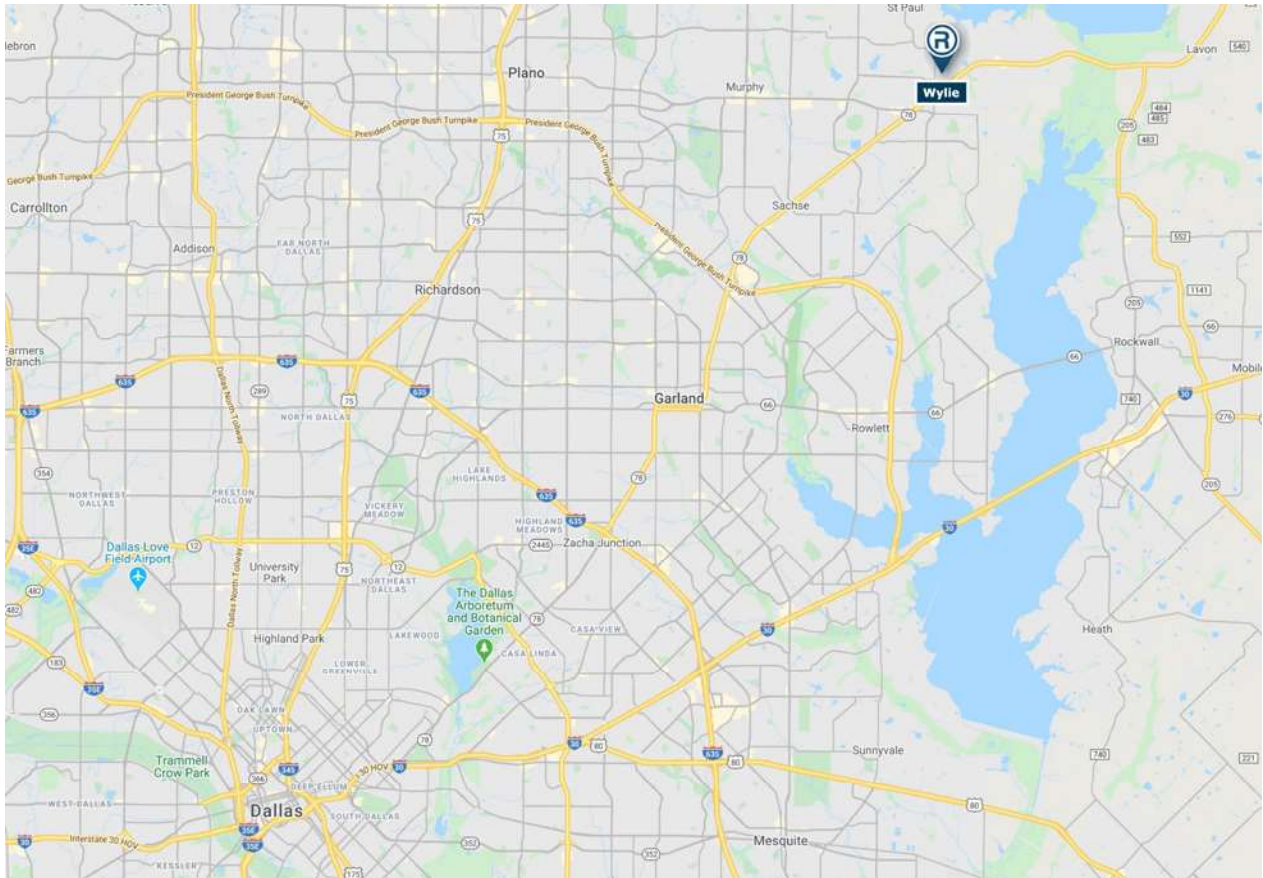
WYLIE, TEXAS

# Community Demographic Profile



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# Community



Prepared for:

## WYLIE, TX

ECONOMIC DEVELOPMENT CORPORATION

### Wylie 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.



# Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	65,517	
2021 Estimate	59,506	
2010 Census	41,427	
2000 Census	16,019	
Growth 2021 - 2026		10.10%
Growth 2010 - 2021		43.64%
Growth 2000 - 2010		158.61%
<b>2021 Est. Population by Single-Classification Race</b>	<b>59,506</b>	
White Alone	35,412	59.51%
Black or African American Alone	10,104	16.98%
Amer. Indian and Alaska Native Alone	340	0.57%
Asian Alone	6,666	11.20%
Native Hawaiian and Other Pacific Island Alone	43	0.07%
Some Other Race Alone	4,607	7.74%
Two or More Races	2,334	3.92%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>59,506</b>	
Not Hispanic or Latino	47,987	80.64%
Hispanic or Latino	11,519	19.36%
Mexican	8,847	76.80%
Puerto Rican	387	3.36%
Cuban	158	1.37%
All Other Hispanic or Latino	2,127	18.47%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>11,519</b>	
White Alone	5,962	51.76%
Black or African American Alone	176	1.53%
American Indian and Alaska Native Alone	107	0.93%
Asian Alone	27	0.23%
Native Hawaiian and Other Pacific Islander Alone	6	0.05%
Some Other Race Alone	4,503	39.09%
Two or More Races	738	6.41%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>6,666</b>	
Chinese, except Taiwanese	403	6.05%
Filipino	879	13.19%
Japanese	83	1.25%
Asian Indian	2,998	44.98%
Korean	194	2.91%
Vietnamese	1,191	17.87%
Cambodian	63	0.95%
Hmong	119	1.79%
Laotian	0	0.00%
Thai	22	0.33%
All Other Asian Races Including 2+ Category	714	10.71%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>59,506</b>	
Arab	384	0.65%
Czech	136	0.23%
Danish	112	0.19%
Dutch	489	0.82%
English	4,805	8.08%
French (except Basque)	766	1.29%
French Canadian	106	0.18%
German	5,613	9.43%
Greek	70	0.12%
Hungarian	99	0.17%
Irish	4,798	8.06%
Italian	754	1.27%
Lithuanian	1	0.00%
United States or American	4,230	7.11%
Norwegian	220	0.37%
Polish	907	1.52%
Portuguese	51	0.09%
Russian	84	0.14%
Scottish	1,053	1.77%
Scotch-Irish	581	0.98%
Slovak	10	0.02%
Subsaharan African	1,892	3.18%
Swedish	226	0.38%
Swiss	174	0.29%
Ukrainian	16	0.03%
Welsh	227	0.38%
West Indian (except Hisp. groups)	47	0.08%
Other ancestries	22,893	38.47%
Ancestry Unclassified	8,762	14.73%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	42,276	76.66%
Speak Asian/Pacific Island Language at Home	2,931	5.32%
Speak IndoEuropean Language at Home	1,702	3.09%
Speak Spanish at Home	7,990	14.49%
Speak Other Language at Home	247	0.45%



# Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Population by Age	59,506	
Age 0 - 4	4,360	7.33%
Age 5 - 9	4,516	7.59%
Age 10 - 14	4,931	8.29%
Age 15 - 17	2,968	4.99%
Age 18 - 20	2,561	4.30%
Age 21 - 24	3,107	5.22%
Age 25 - 34	6,714	11.28%
Age 35 - 44	9,821	16.50%
Age 45 - 54	9,306	15.64%
Age 55 - 64	5,993	10.07%
Age 65 - 74	3,349	5.63%
Age 75 - 84	1,492	2.51%
Age 85 and over	388	0.65%
Age 16 and over	44,721	75.15%
Age 18 and over	42,731	71.81%
Age 21 and over	40,170	67.51%
Age 65 and over	5,229	8.79%
2021 Est. Median Age		35.68
2021 Est. Average Age		35.00
2021 Est. Population by Sex	59,506	
Male	29,179	49.04%
Female	30,327	50.97%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	29,179	
Age 0 - 4	2,192	7.51%
Age 5 - 9	2,268	7.77%
Age 10 - 14	2,498	8.56%
Age 15 - 17	1,503	5.15%
Age 18 - 20	1,310	4.49%
Age 21 - 24	1,570	5.38%
Age 25 - 34	3,223	11.05%
Age 35 - 44	4,755	16.30%
Age 45 - 54	4,611	15.80%
Age 55 - 64	2,996	10.27%
Age 65 - 74	1,502	5.15%
Age 75 - 84	620	2.13%
Age 85 and over	131	0.45%
2021 Est. Median Age, Male		35.06
2021 Est. Average Age, Male		34.30
2021 Est. Female Population by Age	30,327	
Age 0 - 4	2,168	7.15%
Age 5 - 9	2,248	7.41%
Age 10 - 14	2,433	8.02%
Age 15 - 17	1,465	4.83%
Age 18 - 20	1,251	4.13%
Age 21 - 24	1,537	5.07%
Age 25 - 34	3,491	11.51%
Age 35 - 44	5,066	16.71%
Age 45 - 54	4,695	15.48%
Age 55 - 64	2,997	9.88%
Age 65 - 74	1,847	6.09%
Age 75 - 84	872	2.88%
Age 85 and over	257	0.85%
2021 Est. Median Age, Female		36.24
2021 Est. Average Age, Female		35.60

# Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	12,376	27.08%
Males, Never Married	6,347	13.89%
Females, Never Married	6,029	13.19%
Married, Spouse present	25,500	55.80%
Married, Spouse absent	2,177	4.76%
Widowed	1,725	3.78%
Males Widowed	323	0.71%
Females Widowed	1,402	3.07%
Divorced	3,921	8.58%
Males Divorced	1,744	3.82%
Females Divorced	2,177	4.76%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,328	3.6%
Some High School, no diploma	1,449	3.9%
High School Graduate (or GED)	8,703	23.5%
Some College, no degree	8,272	22.3%
Associate Degree	3,289	8.9%
Bachelor's Degree	9,856	26.6%
Master's Degree	3,325	9.0%
Professional School Degree	452	1.2%
Doctorate Degree	389	1.1%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,590	26.69%
High School Graduate	1,330	22.32%
Some College or Associate's Degree	1,308	21.95%
Bachelor's Degree or Higher	1,730	29.04%
<b>Households</b>		
2026 Projection	20,394	
2021 Estimate	18,638	
2010 Census	13,306	
2000 Census	5,327	
Growth 2021 - 2026		9.42%
Growth 2010 - 2021		40.07%
Growth 2000 - 2010		149.78%
<b>2021 Est. Households by Household Type</b>		
Family Households	15,450	82.90%
Nonfamily Households	3,188	17.11%
<b>2021 Est. Group Quarters Population</b>		
2021 Est. Group Quarters Population	187	
<b>2021 Households by Ethnicity, Hispanic/Latino</b>		
2021 Households by Ethnicity, Hispanic/Latino	2,845	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>		
Income < \$15,000	401	2.15%
Income \$15,000 - \$24,999	723	3.88%
Income \$25,000 - \$34,999	671	3.60%
Income \$35,000 - \$49,999	1,474	7.91%
Income \$50,000 - \$74,999	2,919	15.66%
Income \$75,000 - \$99,999	2,562	13.75%
Income \$100,000 - \$124,999	2,656	14.25%
Income \$125,000 - \$149,999	2,463	13.22%
Income \$150,000 - \$199,999	2,587	13.88%
Income \$200,000 - \$249,999	1,084	5.82%
Income \$250,000 - \$499,999	843	4.52%
Income \$500,000+	255	1.37%
<b>2021 Est. Average Household Income</b>		
2021 Est. Average Household Income		\$122,168
<b>2021 Est. Median Household Income</b>		
2021 Est. Median Household Income		\$105,358
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$107,657
Black or African American Alone		\$105,311
American Indian and Alaska Native Alone		\$114,812
Asian Alone		\$98,812
Native Hawaiian and Other Pacific Islander Alone		\$82,136
Some Other Race Alone		\$92,929
Two or More Races		\$127,094
Hispanic or Latino		\$86,949
Not Hispanic or Latino		\$108,554
<b>2021 Est. Family HH Type by Presence of Own Child.</b>		
2021 Est. Family HH Type by Presence of Own Child.	15,450	
Married-Couple Family, own children	7,554	48.89%
Married-Couple Family, no own children	4,887	31.63%
Male Householder, own children	508	3.29%
Male Householder, no own children	403	2.61%
Female Householder, own children	1,355	8.77%
Female Householder, no own children	743	4.81%
<b>2021 Est. Households by Household Size</b>		
2021 Est. Households by Household Size	18,638	
1-person	2,482	13.32%
2-person	4,922	26.41%
3-person	3,879	20.81%
4-person	3,839	20.60%
5-person	2,114	11.34%
6-person	873	4.68%
7-or-more-person	529	2.84%
<b>2021 Est. Average Household Size</b>		
2021 Est. Average Household Size		3.18

# Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>18,638</b>	
Households with 1 or More People under Age 18:	10,019	53.76%
Married-Couple Family	7,841	78.26%
Other Family, Male Householder	591	5.90%
Other Family, Female Householder	1,535	15.32%
Nonfamily, Male Householder	43	0.43%
Nonfamily, Female Householder	9	0.09%
<b>Households with No People under Age 18:</b>	<b>8,619</b>	<b>46.24%</b>
Married-Couple Family	4,598	53.35%
Other Family, Male Householder	320	3.71%
Other Family, Female Householder	564	6.54%
Nonfamily, Male Householder	1,466	17.01%
Nonfamily, Female Householder	1,671	19.39%
<b>2021 Est. Households by Number of Vehicles</b>	<b>18,638</b>	
No Vehicles	262	1.41%
1 Vehicle	3,927	21.07%
2 Vehicles	9,174	49.22%
3 Vehicles	3,676	19.72%
4 Vehicles	1,077	5.78%
5 or more Vehicles	522	2.80%
2021 Est. Average Number of Vehicles		2.2
<b>Family Households</b>		
2026 Projection	16,905	
2021 Estimate	15,450	
2010 Census	11,003	
2000 Census	4,399	
Growth 2021 - 2026		9.42%
Growth 2010 - 2021		40.42%
Growth 2000 - 2010		150.13%
<b>2021 Est. Families by Poverty Status</b>	<b>15,450</b>	
2021 Families at or Above Poverty	14,804	95.82%
2021 Families at or Above Poverty with Children	9,302	60.21%
2021 Families Below Poverty	646	4.18%
2021 Families Below Poverty with Children	514	3.33%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>44,721</b>	
Civilian Labor Force, Employed	31,907	71.35%
Civilian Labor Force, Unemployed	1,207	2.70%
Armed Forces	0	0.00%
Not in Labor Force	11,607	25.95%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>32,038</b>	
For-Profit Private Workers	24,593	76.76%
Non-Profit Private Workers	1,727	5.39%
Local Government Workers	397	1.24%
State Government Workers	693	2.16%
Federal Government Workers	2,317	7.23%
Self-Employed Workers	2,278	7.11%
Unpaid Family Workers	33	0.10%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>32,038</b>	
Architect/Engineer	1,500	4.68%
Arts/Entertainment/Sports	612	1.91%
Building Grounds Maintenance	1,205	3.76%
Business/Financial Operations	2,152	6.72%
Community/Social Services	485	1.51%
Computer/Mathematical	2,224	6.94%
Construction/Extraction	1,127	3.52%
Education/Training/Library	2,694	8.41%
Farming/Fishing/Forestry	2	0.01%
Food Prep/Serving	1,369	4.27%
Health Practitioner/Technician	1,768	5.52%
Healthcare Support	697	2.18%
Maintenance Repair	1,181	3.69%
Legal	329	1.03%
Life/Physical/Social Science	155	0.48%
Management	3,123	9.75%
Office/Admin. Support	3,838	11.98%
Production	1,388	4.33%
Protective Services	398	1.24%
Sales/Related	3,248	10.14%
Personal Care/Service	715	2.23%
Transportation/Moving	1,828	5.71%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>32,038</b>	
White Collar	22,128	69.07%
Blue Collar	5,524	17.24%
Service and Farm	4,386	13.69%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>31,641</b>	
Drove Alone	25,997	82.16%
Car Pooled	2,494	7.88%
Public Transportation	310	0.98%
Walked	116	0.37%
Bicycle	57	0.18%
Other Means	395	1.25%
Worked at Home	2,272	7.18%

# Community • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,147	
15 - 29 Minutes	7,518	
30 - 44 Minutes	8,719	
45 - 59 Minutes	4,766	
60 or more Minutes	4,301	
2021 Est. Avg Travel Time to Work in Minutes		37
2021 Est. Occupied Housing Units by Tenure	18,638	
Owner Occupied	15,608	83.74%
Renter Occupied	3,030	16.26%
2021 Owner Occ. HUs: Avg. Length of Residence		10.7
2021 Renter Occ. HUs: Avg. Length of Residence		5.5
2021 Est. Owner-Occupied Housing Units by Value	18,638	
Value Less than \$20,000	533	3.42%
Value \$20,000 - \$39,999	249	1.60%
Value \$40,000 - \$59,999	136	0.87%
Value \$60,000 - \$79,999	93	0.60%
Value \$80,000 - \$99,999	137	0.88%
Value \$100,000 - \$149,999	683	4.38%
Value \$150,000 - \$199,999	1,753	11.23%
Value \$200,000 - \$299,999	4,439	28.44%
Value \$300,000 - \$399,999	3,881	24.87%
Value \$400,000 - \$499,999	2,159	13.83%
Value \$500,000 - \$749,999	1,177	7.54%
Value \$750,000 - \$999,999	298	1.91%
Value \$1,000,000 or \$1,499,999	63	0.40%
Value \$1,500,000 or \$1,999,999	3	0.02%
Value \$2,000,000+	4	0.03%
2021 Est. Median All Owner-Occupied Housing Value		\$295,019
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	16,184	83.97%
1 Unit Attached	405	2.10%
2 Units	131	0.68%
3 or 4 Units	225	1.17%
5 to 19 Units	669	3.47%
20 to 49 Units	265	1.38%
50 or More Units	287	1.49%
Mobile Home or Trailer	1,087	5.64%
Boat, RV, Van, etc.	20	0.10%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,083	21.19%
Housing Units Built 2010 to 2014	1,266	6.57%
Housing Units Built 2000 to 2009	7,837	40.66%
Housing Units Built 1990 to 1999	2,616	13.57%
Housing Units Built 1980 to 1989	1,921	9.97%
Housing Units Built 1970 to 1979	723	3.75%
Housing Units Built 1960 to 1969	441	2.29%
Housing Units Built 1950 to 1959	277	1.44%
Housing Units Built 1940 to 1949	80	0.42%
Housing Unit Built 1939 or Earlier	29	0.15%
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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