Community Profile

Wylie Wellness

Drive time bands: 0-10, 10-20, 20-30 minute radii

Population Summary	0 - 10 minute	10 - 20 minute	20 - 30 minute
2010 Total Population	93,804	411,766	1,030,038
2020 Total Population	124,215	472,976	1,197,079
2020 Group Quarters	236	2,844	10,377
2025 Total Population	138,626	495,639	1,274,438
2025 Group Quarters	310	3,050	11,831
2030 Total Population	146,590	520,441	1,334,858
2025-2030 Annual Rate	1.12%	0.98%	0.93%
2025 Total Daytime Population	108,080	481,967	1,428,310
Workers	42,810	249,970	842,446
Residents	65,270	231,997	585,864

Household Summary			
2010 Total Households	29,786	140,393	407,081
2010 Average Household Size	3.14	2.92	2.52
2020 Total Households	38,802	165,939	469,841
2020 Average Household Size	3.20	2.83	2.53
2025 Total Households	44,184	178,733	507,604
2025 Average Household Size	3.13	2.76	2.49
2030 Total Households	47,361	191,222	536,819
2030 Average Household Size	3.09	2.71	2.46
2025-2030 Annual Rate	1.40%	1.36%	1.13%
2025 Families	36,208	125,713	315,599
2025 Average Family Size	3.48	3.31	3.20
2030 Families	38,485	133,109	332,384
2030 Average Family Size	3.45	3.27	3.19
2025-2030 Growth Rate	1.2%	1.1%	1.0%

Median Household Income			
2025	$134,880	$96,070	$90,400
2030	$152,181	$106,906	$101,036

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Per Capita Income	0 - 10 minute	10 - 20 minute	20 - 30 minute
2025	$53,491	$45,797	$52,134
2030	$59,940	$51,366	$57,501

2025 Households by Income			
Household Income Base	44,184	178,733	507,591
<$10,000	1.8%	3.5%	4.2%
$10,000-14,999	0.5%	1.4%	1.9%
$15,000-19,999	0.6%	1.3%	1.6%
$20,000-24,999	1.1%	2.1%	2.7%
$25,000-29,999	1.3%	1.9%	2.4%
$30,000-34,999	1.0%	2.3%	2.7%
$35,000-39,999	1.4%	2.6%	2.8%
$40,000-44,999	2.2%	2.8%	3.1%
$45,000-49,999	2.3%	2.7%	3.1%
$50,000-59,999	4.0%	6.7%	6.6%
$60,000-74,999	6.3%	10.6%	10.0%
$75000-99999	11.5%	13.9%	13.2%
$100,000-124,999	11.6%	11.0%	10.3%
$125,000-149,999	10.0%	9.0%	7.8%
$150000-199999	16.5%	12.2%	10.1%
$200,000-249,999	10.7%	6.3%	6.4%
$250,000-299,999	6.2%	3.5%	3.6%
$300,000-399,999	5.9%	3.2%	3.2%
$400,000-499,999	0.9%	0.6%	0.9%
$500,000+	4.2%	2.5%	3.3%
Average Household Income	$167,092	$127,095	$131,008

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	97	84	69
Percent of Income for Mortgage	21.6%	24.8%	30.5%
Wealth Index	151	110	110

Median Home Value			
2025	$465,178	$379,881	$440,251
2030	$536,539	$459,149	$506,903

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Home Value	0 - 10 minute	10 - 20 minute	20 - 30 minute
Total Owner Occupied Housing Units	35,968	112,439	259,568
<$50,000	2.6%	1.5%	1.4%
$50,000 - $99,999	0.5%	0.6%	0.8%
$100,000 - $149,999	0.3%	2.2%	1.7%
$150,000 - $199,999	1.8%	4.1%	3.5%
$200,000 - $249,999	3.7%	8.0%	5.5%
$250,000 - $299,999	6.1%	13.3%	8.3%
$300,000 - $399,999	20.3%	25.3%	21.8%
$400,000 - $499,999	22.6%	17.5%	17.2%
$500,000 - $749,999	31.6%	18.2%	25.1%
$750,000 - $999,999	5.7%	5.8%	9.6%
$1,000,000 - $1,499,999	3.8%	1.8%	3.2%
$1,500,000 - $1,999,999	0.5%	0.7%	0.9%
$2,000,000 +	0.5%	0.9%	1.0%
Average Home Value	$517,055	$452,075	$516,589

Housing Unit Summary			
2010 Total Housing Units	31,078	147,771	443,625
Owner Occupied Housing Units	86.5%	71.2%	54.0%
Renter Occupied Housing Units	13.5%	28.8%	46.0%
Vacant Housing Units	4.2%	5.0%	8.2%
2020 Housing Units	40,062	174,744	503,501
Owner Occupied Housing Units	82.4%	63.4%	50.1%
Renter Occupied Housing Units	17.6%	36.6%	49.9%
Vacant Housing Units	3.1%	5.0%	6.7%
2025 Housing Units	45,699	188,051	543,897
Owner Occupied Housing Units	81.4%	63.0%	51.2%
Renter Occupied Housing Units	18.6%	37.0%	48.8%
Vacant Housing Units	3.3%	5.0%	6.7%
2030 Total Housing Units	49,250	201,557	576,708
Owner Occupied Housing Units	82.2%	62.4%	51.8%
Renter Occupied Housing Units	17.8%	37.6%	48.2%
Vacant Housing Units	3.8%	5.1%	6.9%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Population by Sex	0 - 10 minute	10 - 20 minute	20 - 30 minute
Males	68,360	247,733	628,903
Females	70,266	247,906	645,535

Median Age			
2010	33.8	35.1	34.7
2020	36.7	36.6	36.0
2025	37.1	37.3	36.9
2030	36.9	38.1	37.9

2025 Population by Age			
Total	138,627	495,639	1,274,438
0 - 4	6.1%	5.5%	5.9%
5 - 9	7.0%	5.9%	6.2%
10 - 14	7.9%	6.2%	6.3%
15 - 24	14.2%	14.1%	13.6%
25 - 34	12.1%	15.2%	15.2%
35 - 44	13.8%	13.3%	14.6%
45 - 54	14.9%	12.5%	12.8%
55 - 64	11.8%	12.1%	11.0%
65 - 74	7.4%	8.9%	8.5%
75 - 84	3.6%	4.7%	4.7%
85 +	0.9%	1.3%	1.5%
18 +	74.2%	78.5%	77.8%

2025 Population 15+ by Marital Status			
Total	109,461	408,645	1,040,707
Never Married	28.0%	32.2%	34.4%
Married	60.3%	55.3%	52.0%
Widowed	3.9%	4.2%	4.0%
Divorced	7.8%	8.3%	9.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Pop 25+ by Educational Attainment	0 - 10 minute	10 - 20 minute	20 - 30 minute
Total	89,752	338,628	866,792
Less than 9th Grade	3.0%	5.7%	4.3%
9th - 12th Grade, No Diploma	3.2%	4.6%	4.1%
High School Graduate	15.3%	17.0%	16.5%
GED/Alternative Credential	2.4%	2.5%	2.4%
Some College, No Degree	17.7%	17.6%	16.5%
Associate Degree	9.2%	9.9%	8.1%
Bachelor's Degree	31.1%	27.0%	29.8%
Graduate/Professional Degree	18.1%	15.6%	18.3%

2020 Population by Race/Ethnicity			
Total	124,215	472,976	1,197,079
White Alone	54.1%	47.3%	48.1%
Black Alone	12.0%	12.7%	15.4%
American Indian Alone	0.8%	1.0%	0.9%
Asian Alone	15.8%	13.3%	10.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	11.7%	11.3%
Two or More Races	6.2%	11.7%	11.3%
Hispanic Origin	16.6%	28.3%	26.8%
Diversity Index	74.8	82.7	81.9

2025 Population by Race/Ethnicity			
Total	138,625	495,639	1,274,438
White Alone	49.0%	44.0%	45.1%
Black Alone	13.1%	13.3%	15.6%
American Indian Alone	0.7%	1.0%	0.9%
Asian Alone	19.1%	14.9%	12.6%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.3%	12.1%	11.7%
Two or More Races	11.7%	14.7%	14.1%
Hispanic Origin	17.1%	29.3%	27.8%
Diversity Index	77.6	84.2	83.4

2025 Employed Pop 16+ by Occupation	0 - 10 minute	10 - 20 minute	20 - 30 minute
Total	77,466	278,146	722,741
White Collar	72.8%	66.3%	68.7%
Management/Business/Financial	22.7%	19.7%	22.4%
Professional	30.6%	26.6%	26.6%
Sales	8.4%	8.8%	9.2%
Administrative Support	11.1%	11.3%	10.5%
Services	12.6%	15.2%	14.4%

2025 Employed Pop 16+ by Occupation			
Total	77,466	278,146	722,741
Blue Collar	14.6%	18.5%	16.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.1%	5.2%	4.8%
Installation/Maintenance/Repair	3.0%	3.4%	2.5%
Production	3.1%	4.1%	3.2%
Transportation/Material Moving	5.4%	5.9%	6.3%
White Collar	72.8%	66.3%	68.7%
Management/Business/Financial	22.7%	19.7%	22.4%
Professional	30.6%	26.6%	26.6%
Sales	8.4%	8.8%	9.2%
Administrative Support	11.1%	11.3%	10.5%
Services	12.6%	15.2%	14.4%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	77,466	278,146	722,741
Population 16+ Employed	96.1%	96.3%	96.8%
Population 16+ Unemployment rate	3.9%	3.7%	3.2%
Population 16-24 Employed	11.5%	12.7%	12.6%
Population 16-24 Unemployment rate	11.8%	8.3%	6.4%
Population 25-54 Employed	62.7%	61.3%	63.0%
Population 25-54 Unemployment rate	2.6%	2.9%	2.4%
Population 55-64 Employed	16%	16%	14%
Population 55-64 Unemployment rate	2.9%	3.1%	3.2%
Population 65+ Employed	6%	7%	7%
Population 65+ Unemployment rate	4.6%	3.5%	3.6%

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Employed Population 16+ by Industry	0 - 10 minute	10 - 20 minute	20 - 30 minute
Total	74,414	267,902	699,926
Agriculture/Mining	0.6%	0.3%	0.5%
Construction	5.6%	7.8%	7.3%
Manufacturing	9.8%	9.4%	7.6%
Wholesale Trade	2.0%	2.1%	2.1%
Retail Trade	10.6%	10.6%	10.5%
Transportation/Utilities	4.2%	4.4%	5.3%
Information	4%	2%	2%
Finance/Insurance/Real Estate	11.1%	9.6%	10.7%
Services	50.0%	50.6%	51.2%
Public Administration	2.1%	2.7%	2.4%

2025 Consumer Spending			
Apparel & Services: Total $	$156,486,076	$488,597,864	$1,452,653,971
Average Spent	$3,541.69	$2,733.67	$2,861.79
Spending Potential Index	145	112	117
Education: Total $	$105,467,645	$340,030,982	$1,012,727,949
Average Spent	$2,387.01	$1,902.45	$1,995.11
Spending Potential Index	134	107	112
Entertainment/Recreation: Total $	$257,266,728	$790,417,813	$2,297,261,829
Average Spent	$5,822.62	$4,422.34	$4,525.70
Spending Potential Index	142	108	110
Food at Home: Total $	$442,216,821	$1,434,894,476	$4,272,884,515
Average Spent	$10,008.53	$8,028.15	$8,417.75
Spending Potential Index	134	108	113
Food Away from Home: Total $	$263,592,017	$826,812,996	$2,453,016,558
Average Spent	$5,965.78	$4,625.97	$4,832.54
Spending Potential Index	145	112	117
Health Care: Total $	$468,070,044	$1,465,260,258	$4,215,005,384
Average Spent	$10,593.65	$8,198.04	$8,303.73
Spending Potential Index	137	106	107
HH Furnishings & Equipment: Total $	$185,975,174	$570,782,576	$1,657,368,485
Average Spent	$4,209.11	$3,193.49	$3,265.08
Spending Potential Index	145	110	112
Personal Care Products & Services: Total $	$66,095,493	$209,428,708	$621,803,737
Average Spent	$1,495.91	$1,171.74	$1,224.98
Spending Potential Index	143	112	117

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.

2025 Consumer Spending	0 - 10 minute	10 - 20 minute	20 - 30 minute
Shelter: Total $	$1,643,399,568	$5,208,532,499	$15,546,101,212
Average Spent	$37,194.45	$29,141.41	$30,626.44
Spending Potential Index	140	109	115
Support Payments/Gifts in Kind: Total $	$231,694,187	$653,147,283	$1,833,681,813
Average Spent	$5,243.85	$3,654.32	$3,612.43
Spending Potential Index	159	111	109
Travel: Total $	$232,354,903	$692,518,833	$2,000,880,307
Average Spent	$5,258.80	$3,874.60	$3,941.81
Spending Potential Index	146	107	109
Vehicle Maintenance & Repairs: Total $	$84,015,529	$265,557,854	$782,458,657
Average Spent	$1,901.49	$1,485.78	$1,541.47
Spending Potential Index	141	110	114

Top Tapestry Segment

0 - 10 minute

Boomburbs (H2):

This segment is characterized by high-earning suburban families in the South and West.

Learn more about this segment...

10 - 20 minute

Family Bonds (E6):

This segment is characterized by multigenerational families with immigrant and non-English speakers.

Learn more about this segment...

20 - 30 minute

Young and Restless (A6):

This segment is characterized by young, mobile labor force in urban areas.

Learn more about this segment...

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Esri forecasts for 2025 and 2030. U.S. Census 2010 and 2020 Census data converted by Esri into 2020 geography. Consumer Spending data are derived from the 2022 and 2023 Consumer Expenditure Surveys, Bureau of Labor Statistics.