

Community Profile

W FM 544 & Hwy 78
W FM 544, Wylie, Texas, 75098
Drive time: 15, 30, 45 minute radii



Population Summary	15 minutes	30 minutes	45 minutes
2010 Total Population	171,759	1,385,553	3,321,653
2020 Total Population	218,921	1,600,801	4,011,664
2020 Group Quarters	566	12,637	37,749
2025 Total Population	243,920	1,699,681	4,327,745
2025 Group Quarters	658	14,351	39,954
2030 Total Population	259,053	1,777,850	4,599,922
2025-2030 Annual Rate	1.21%	0.90%	1.23%
2025 Total Daytime Population	194,560	1,824,868	4,672,116
Workers	81,041	1,038,212	2,669,021
Residents	113,519	786,656	2,003,095
Household Summary			
2010 Total Households	55,281	520,826	1,220,541
2010 Average Household Size	3.10	2.65	2.69
2020 Total Households	71,714	602,692	1,488,155
2020 Average Household Size	3.04	2.64	2.67
2025 Total Households	82,331	650,852	1,635,381
2025 Average Household Size	2.95	2.59	2.62
2030 Total Households	88,687	689,061	1,757,758
2030 Average Household Size	2.91	2.56	2.59
2025-2030 Annual Rate	1.50%	1.15%	1.45%
2025 Families	63,764	422,485	1,056,325
2025 Average Family Size	3.38	3.26	3.32
2030 Families	68,249	445,183	1,131,449
2030 Average Family Size	3.35	3.23	3.30
2025-2030 Growth Rate	1.4%	1.1%	1.4%
Median Household Income			
2025	\$121,572	\$91,523	\$95,268
2030	\$136,099	\$102,394	\$106,186

Per Capita Income	15 minutes	30 minutes	45 minutes
2025	\$52,124	\$49,098	\$51,641
2030	\$58,274	\$54,522	\$57,204

2025 Households by Income			
Household Income Base	82,331	650,840	1,635,338
<\$10,000	2.1%	4.0%	3.8%
\$10,000-14,999	0.7%	1.7%	1.8%
\$15,000-19,999	0.9%	1.6%	1.7%
\$20,000-24,999	1.6%	2.5%	2.3%
\$25,000-29,999	1.5%	2.2%	2.1%
\$30,000-34,999	1.5%	2.6%	2.7%
\$35,000-39,999	1.9%	2.7%	2.6%
\$40,000-44,999	2.2%	3.0%	2.9%
\$45,000-49,999	2.2%	3.1%	3.0%
\$50,000-59,999	5.4%	6.7%	6.5%
\$60,000-74,999	8.1%	10.2%	10.0%
\$75000-99999	12.2%	13.4%	12.7%
\$100,000-124,999	11.1%	10.6%	10.6%
\$125,000-149,999	9.8%	8.2%	8.0%
\$150000-199999	14.6%	10.9%	10.9%
\$200,000-249,999	9.5%	6.2%	6.6%
\$250,000-299,999	5.3%	3.5%	3.7%
\$300,000-399,999	5.2%	3.1%	3.4%
\$400,000-499,999	0.8%	0.8%	1.0%
\$500,000+	3.6%	3.0%	3.8%
Average Household Income	\$154,555	\$128,283	\$136,547

2025 Affordability, Mortgage and Wealth			
Housing Affordability Index	91	74	74
Percent of Income for Mortgage	23.0%	28.1%	28.3%
Wealth Index	137	109	112

Median Home Value			
2025	\$447,134	\$411,331	\$430,900
2030	\$520,620	\$485,258	\$503,083

2025 Home Value	15 minutes	30 minutes	45 minutes
Total Owner Occupied Housing Units	60,197	358,727	888,630
<\$50,000	2.3%	1.6%	2.4%
\$50,000 - \$99,999	0.4%	0.8%	1.7%
\$100,000 - \$149,999	0.5%	1.9%	2.4%
\$150,000 - \$199,999	1.9%	3.9%	3.8%
\$200,000 - \$249,999	4.5%	6.5%	5.9%
\$250,000 - \$299,999	9.1%	10.2%	8.6%
\$300,000 - \$399,999	21.4%	23.1%	20.2%
\$400,000 - \$499,999	21.2%	17.4%	16.1%
\$500,000 - \$749,999	28.3%	22.2%	24.1%
\$750,000 - \$999,999	6.4%	7.8%	8.8%
\$1,000,000 - \$1,499,999	2.9%	2.9%	3.3%
\$1,500,000 - \$1,999,999	0.6%	0.8%	1.2%
\$2,000,000 +	0.6%	0.9%	1.5%
Average Home Value	\$503,685	\$489,895	\$514,409

Housing Unit Summary			
2010 Total Housing Units	57,596	562,204	1,329,737
Owner Occupied Housing Units	81.8%	58.8%	57.5%
Renter Occupied Housing Units	18.1%	41.2%	42.5%
Vacant Housing Units	4.0%	7.4%	8.2%
2020 Housing Units	74,583	641,793	1,593,970
Owner Occupied Housing Units	74.1%	54.3%	53.5%
Renter Occupied Housing Units	25.9%	45.7%	46.5%
Vacant Housing Units	3.8%	6.1%	6.6%
2025 Housing Units	85,842	692,697	1,755,793
Owner Occupied Housing Units	73.1%	55.2%	54.4%
Renter Occupied Housing Units	26.9%	44.8%	45.6%
Vacant Housing Units	4.1%	6.0%	6.9%
2030 Total Housing Units	92,509	735,322	1,886,722
Owner Occupied Housing Units	73.5%	55.7%	54.9%
Renter Occupied Housing Units	26.5%	44.3%	45.1%
Vacant Housing Units	4.1%	6.3%	6.8%

2025 Population by Sex	15 minutes	30 minutes	45 minutes
Males	120,654	841,926	2,161,403
Females	123,266	857,755	2,166,342

Median Age			
2010	34.4	34.5	33.4
2020	36.8	36.1	35.1
2025	37.3	37.0	36.0
2030	37.6	37.8	36.8

2025 Population by Age			
Total	243,921	1,699,680	4,327,745
0 - 4	5.8%	5.8%	6.0%
5 - 9	6.6%	6.1%	6.4%
10 - 14	7.2%	6.3%	6.6%
15 - 24	14.0%	14.0%	14.1%
25 - 34	13.5%	15.1%	15.5%
35 - 44	13.6%	14.0%	14.6%
45 - 54	14.0%	12.7%	13.3%
55 - 64	12.1%	11.3%	10.9%
65 - 74	8.0%	8.6%	7.8%
75 - 84	4.0%	4.7%	4.0%
85 +	0.9%	1.4%	1.2%
18 +	75.9%	77.9%	77.0%

2025 Population 15+ by Marital Status			
Total	196,100	1,390,840	3,508,077
Never Married	29.4%	34.1%	34.8%
Married	58.7%	52.6%	52.5%
Widowed	3.9%	4.1%	3.8%
Divorced	8.0%	9.2%	8.9%

2025 Pop 25+ by Educational Attainment	15 minutes	30 minutes	45 minutes
Total	162,055	1,153,173	2,898,864
Less than 9th Grade	3.6%	4.9%	5.5%
9th - 12th Grade, No Diploma	3.5%	4.5%	5.0%
High School Graduate	15.7%	17.1%	16.7%
GED/Alternative Credential	2.2%	2.5%	2.7%
Some College, No Degree	17.3%	17.1%	15.7%
Associate Degree	9.8%	8.7%	8.0%
Bachelor's Degree	30.2%	28.4%	28.9%
Graduate/Professional Degree	17.8%	16.8%	17.6%

2020 Population by Race/Ethnicity			
Total	218,921	1,600,801	4,011,664
White Alone	50.4%	47.5%	45.5%
Black Alone	12.8%	15.1%	15.6%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	17.1%	11.0%	11.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.3%	11.8%	12.6%
Two or More Races	7.3%	11.8%	12.6%
Hispanic Origin	18.9%	27.8%	29.7%
Diversity Index	77.9	82.5	83.7

2025 Population by Race/Ethnicity			
Total	243,921	1,699,681	4,327,746
White Alone	46.2%	44.4%	42.8%
Black Alone	13.7%	15.4%	15.9%
American Indian Alone	0.8%	0.9%	1.0%
Asian Alone	19.4%	12.7%	13.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	7.5%	12.2%	12.8%
Two or More Races	12.3%	14.3%	14.5%
Hispanic Origin	19.7%	28.8%	30.2%
Diversity Index	80.1	83.9	84.8

2025 Employed Pop 16+ by Occupation	15 minutes	30 minutes	45 minutes
Total	137,516	961,362	2,434,697
White Collar	72.1%	67.2%	67.8%
Management/Business/Financial	22.5%	21.0%	22.5%
Professional	30.3%	26.1%	26.2%
Sales	8.3%	9.0%	8.8%
Administrative Support	11.0%	11.1%	10.3%
Services	13.3%	14.9%	13.8%

2025 Employed Pop 16+ by Occupation			
Total	137,516	961,362	2,434,697
Blue Collar	14.6%	17.9%	18.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.4%	5.0%	5.5%
Installation/Maintenance/Repair	2.8%	2.8%	2.5%
Production	3.1%	3.5%	3.5%
Transportation/Material Moving	5.2%	6.4%	6.9%
White Collar	72.1%	67.2%	67.8%
Management/Business/Financial	22.5%	21.0%	22.5%
Professional	30.3%	26.1%	26.2%
Sales	8.3%	9.0%	8.8%
Administrative Support	11.0%	11.1%	10.3%
Services	13.3%	14.9%	13.8%

2025 Civilian Population 16+ in Labor Force			
Civilian Population 16+	137,516	961,362	2,434,697
Population 16+ Employed	96.3%	96.5%	96.7%
Population 16+ Unemployment rate	3.7%	3.5%	3.3%
Population 16-24 Employed	11.5%	12.6%	12.6%
Population 16-24 Unemployment rate	10.0%	7.4%	7.0%
Population 25-54 Employed	62.5%	62.3%	64.1%
Population 25-54 Unemployment rate	2.7%	2.6%	2.6%
Population 55-64 Employed	16%	14%	14%
Population 55-64 Unemployment rate	2.6%	3.2%	3.2%
Population 65+ Employed	6%	7%	6%
Population 65+ Unemployment rate	4.2%	3.8%	3.5%

2025 Employed Population 16+ by Industry	15 minutes	30 minutes	45 minutes
Total	132,389	928,190	2,353,274
Agriculture/Mining	0.5%	0.4%	0.5%
Construction	6.0%	7.6%	8.0%
Manufacturing	9.5%	8.2%	8.0%
Wholesale Trade	1.9%	2.1%	2.3%
Retail Trade	10.0%	10.7%	10.0%
Transportation/Utilities	4.3%	5.2%	5.9%
Information	4%	3%	2%
Finance/Insurance/Real Estate	10.9%	10.2%	10.6%
Services	51.0%	50.8%	49.8%
Public Administration	2.3%	2.4%	2.5%

2025 Consumer Spending			
Apparel & Services: Total \$	\$271,620,257	\$1,817,194,861	\$4,883,651,076
Average Spent	\$3,299.12	\$2,792.02	\$2,986.25
Spending Potential Index	135	114	122
Education: Total \$	\$185,555,515	\$1,259,653,019	\$3,343,630,298
Average Spent	\$2,253.77	\$1,935.39	\$2,044.56
Spending Potential Index	126	109	115
Entertainment/Recreation: Total \$	\$443,069,497	\$2,890,243,218	\$7,711,495,182
Average Spent	\$5,381.56	\$4,440.71	\$4,715.41
Spending Potential Index	131	108	115
Food at Home: Total \$	\$779,437,407	\$5,342,051,439	\$14,278,389,152
Average Spent	\$9,467.12	\$8,207.78	\$8,730.93
Spending Potential Index	127	110	117
Food Away from Home: Total \$	\$457,422,647	\$3,071,358,861	\$8,263,332,705
Average Spent	\$5,555.90	\$4,718.98	\$5,052.85
Spending Potential Index	135	114	122
Health Care: Total \$	\$811,992,207	\$5,322,995,183	\$14,119,734,297
Average Spent	\$9,862.53	\$8,178.50	\$8,633.91
Spending Potential Index	128	106	112
HH Furnishings & Equipment: Total \$	\$320,256,328	\$2,086,796,098	\$5,572,624,561
Average Spent	\$3,889.86	\$3,206.25	\$3,407.54
Spending Potential Index	134	110	117
Personal Care Products & Services: Total \$	\$115,474,548	\$777,795,343	\$2,078,325,409
Average Spent	\$1,402.56	\$1,195.04	\$1,270.85
Spending Potential Index	134	114	121

2025 Consumer Spending	15 minutes	30 minutes	45 minutes
Shelter: Total \$	\$2,865,551,194	\$19,410,495,879	\$51,944,889,690
Average Spent	\$34,805.25	\$29,823.21	\$31,763.17
Spending Potential Index	131	112	119
Support Payments/Gifts in Kind: Total \$	\$384,677,461	\$2,337,377,456	\$6,220,777,658
Average Spent	\$4,672.33	\$3,591.26	\$3,803.87
Spending Potential Index	141	109	115
Travel: Total \$	\$395,301,959	\$2,518,168,432	\$6,722,229,206
Average Spent	\$4,801.37	\$3,869.03	\$4,110.50
Spending Potential Index	133	107	114
Vehicle Maintenance & Repairs: Total \$	\$146,558,531	\$981,907,574	\$2,614,937,089
Average Spent	\$1,780.11	\$1,508.65	\$1,598.98
Spending Potential Index	132	112	119

Top Tapestry Segment		
15 minutes	30 minutes	45 minutes
Boomburbs (H2): This segment is characterized by high-earning suburban families in the South and West. Learn more about this segment...	Young and Restless (A6): This segment is characterized by young, mobile labor force in urban areas. Learn more about this segment...	Professional Pride (L2): This segment is characterized by married, high-income tech households in the South and West. 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.