



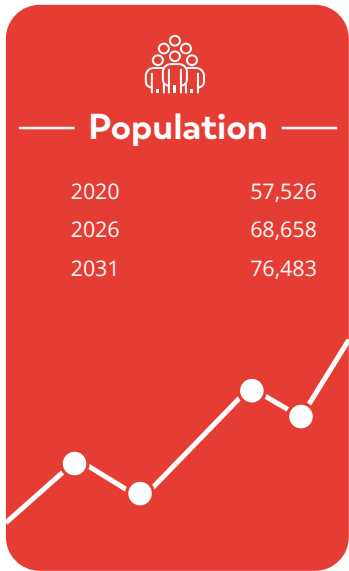
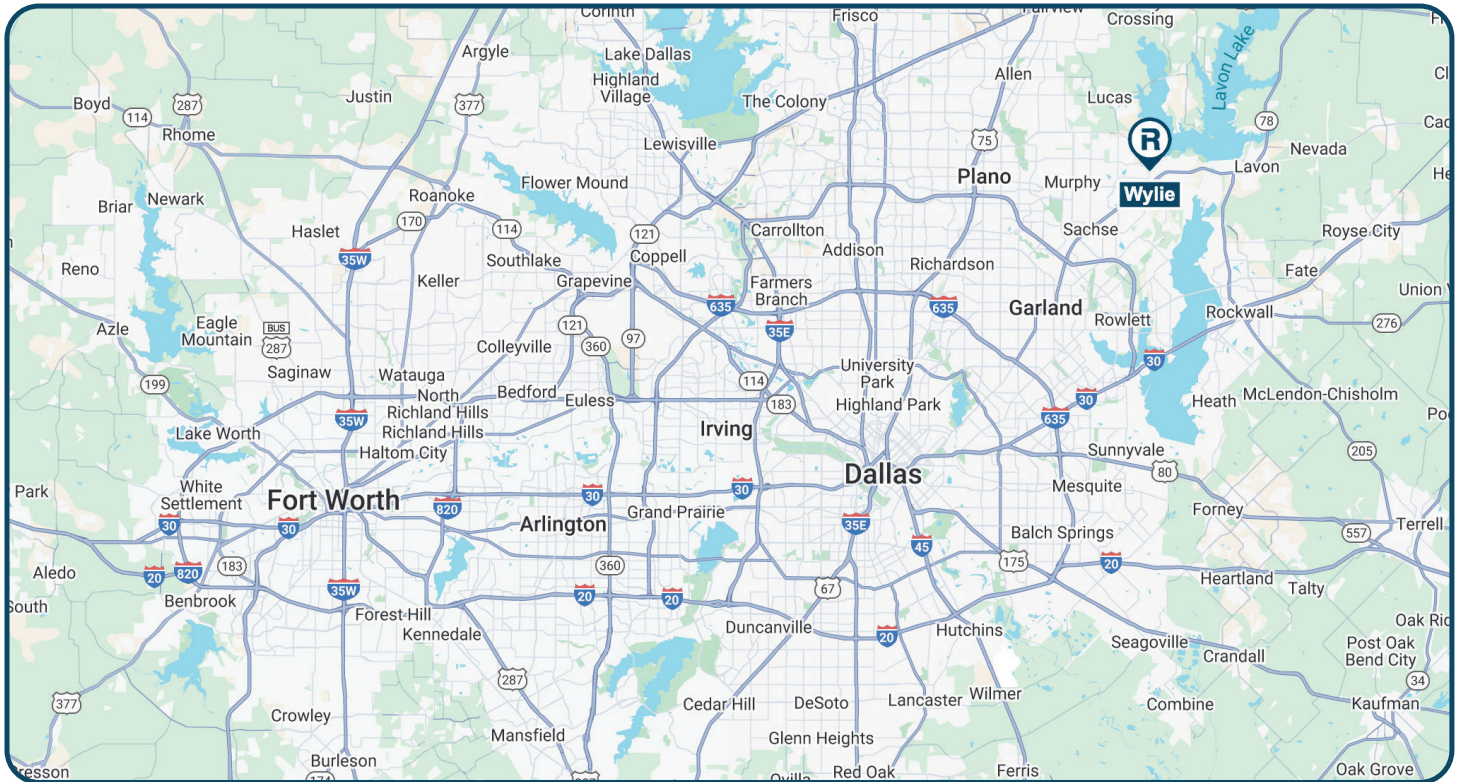
The**Retail**Coach®

COMMUNITY DEMOGRAPHIC PROFILE

WYLIE, TEXAS

PREPARED FOR WYLIE ECONOMIC DEVELOPMENT CORPORATION
FEBRUARY 2026

DEMOGRAPHIC SNAPSHOT



Age Group	Percentage
0-9 Years	13.77%
10 - 17 Years	12.69%
18 - 24 Years	9.82%
25 - 34 Years	10.35%
35 - 44 Years	16.21%
45 - 54 Years	14.78%
55 - 64 Years	11.30%
65 and Older	11.09%
Median Age	37.28
Average Age	36.60

Education Level	Percentage
Graduate or Professional Degree	14.41%
Bachelors Degree	28.47%
Associate Degree	7.84%
Some College	22.10%
High School Graduate (GED)	18.54%
Some High School, No Degree	4.33%
Less than 9th Grade	4.31%

Race	Percentage
White	49.11%
Black/African American	14.66%
American Indian/Alaskan	0.81%
Asian	14.04%
Native Hawaiian/Islander	0.10%
Other Race	8.62%
Two or More Races	12.67%
Hispanic	20.45%
Non-Hispanic	79.55%

Income Metric	Value
Average HH	\$167,435
Median HH	\$128,990
Per Capita	\$52,371

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	76,483	
2026 Estimate	68,658	
2020 Census	57,526	
2010 Census	43,585	
Growth 2026 - 2031		11.40%
Growth 2020 - 2026		19.35%
Growth 2010 - 2020		31.99%
2026 Est. Population by Single-Classification Race	68,658	
White Alone	33,719	49.11%
Black or African American Alone	10,063	14.66%
Amer. Indian and Alaska Native Alone	553	0.81%
Asian Alone	9,637	14.04%
Native Hawaiian and Other Pacific Island Alone	69	0.10%
Some Other Race Alone	5,920	8.62%
Two or More Races	8,697	12.67%
2026 Est. Population by Hispanic or Latino Origin	68,658	
Not Hispanic or Latino	54,615	79.55%
Hispanic or Latino	14,043	20.45%
Mexican	9,073	64.61%
Puerto Rican	240	1.71%
Cuban	91	0.65%
All Other Hispanic or Latino	4,639	33.03%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	14,043	
White Alone	2,764	19.68%
Black or African American Alone	152	1.08%
American Indian and Alaska Native Alone	278	1.98%
Asian Alone	68	0.48%
Native Hawaiian and Other Pacific Islander Alone	15	0.11%
Some Other Race Alone	5,619	40.01%
Two or More Races	5,147	36.65%
2026 Est. Pop by Race, Asian Alone, by Category	9,637	
Chinese, except Taiwanese	386	4.00%
Filipino	807	8.37%
Japanese	53	0.55%
Asian Indian	4,540	47.11%
Korean	160	1.66%
Vietnamese	2,171	22.53%
Cambodian	128	1.33%
Hmong	0	0.00%
Laotian	154	1.60%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1,238	12.85%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	68,658	
Arab	1,895	2.76%
Czech	209	0.30%
Danish	89	0.13%
Dutch	511	0.74%
English	5,628	8.20%
French (except Basque)	996	1.45%
French Canadian	149	0.22%
German	4,977	7.25%
Greek	54	0.08%
Hungarian	115	0.17%
Irish	3,509	5.11%
Italian	1,224	1.78%
Lithuanian	17	0.03%
United States or American	3,507	5.11%
Norwegian	457	0.67%
Polish	446	0.65%
Portuguese	14	0.02%
Russian	228	0.33%
Scottish	1,159	1.69%
Scotch-Irish	775	1.13%
Slovak	15	0.02%
Subsaharan African	2,586	3.77%
Swedish	263	0.38%
Swiss	114	0.17%
Ukrainian	40	0.06%
Welsh	236	0.34%
West Indian (except Hisp. groups)	66	0.10%
Other ancestries	21,620	31.49%
Ancestry Unclassified	17,759	25.87%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	45,165	70.33%
Speak Asian/Pacific Island Language at Home	3,596	5.60%
Speak IndoEuropean Language at Home	3,514	5.47%
Speak Spanish at Home	8,307	12.94%
Speak Other Language at Home	3,634	5.66%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	68,658	
Age 0 - 4	4,442	6.47%
Age 5 - 9	5,009	7.30%
Age 10 - 14	5,510	8.03%
Age 15 - 17	3,205	4.67%
Age 18 - 20	3,074	4.48%
Age 21 - 24	3,671	5.35%
Age 25 - 34	7,103	10.35%
Age 35 - 44	11,127	16.21%
Age 45 - 54	10,145	14.78%
Age 55 - 64	7,759	11.30%
Age 65 - 74	4,727	6.88%
Age 75 - 84	2,283	3.33%
Age 85 and over	603	0.88%
Age 16 and over	52,632	76.66%
Age 18 and over	50,492	73.54%
Age 21 and over	47,418	69.06%
Age 65 and over	7,613	11.09%
2026 Est. Median Age		37.28
2026 Est. Average Age		36.60
2026 Est. Population by Sex	68,658	
Male	33,734	49.13%
Female	34,924	50.87%
2026 Est. Male Population by Age	33,734	
Age 0 - 4	2,266	6.72%
Age 5 - 9	2,528	7.49%
Age 10 - 14	2,731	8.10%
Age 15 - 17	1,604	4.75%
Age 18 - 20	1,551	4.60%
Age 21 - 24	1,888	5.60%
Age 25 - 34	3,483	10.33%
Age 35 - 44	5,382	15.95%
Age 45 - 54	5,012	14.86%
Age 55 - 64	3,929	11.65%
Age 65 - 74	2,163	6.41%
Age 75 - 84	988	2.93%
Age 85 and over	209	0.62%
2026 Est. Median Age, Male		36.68
2026 Est. Average Age, Male		35.90

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	34,924	
Age 0 - 4	2,176	6.23%
Age 5 - 9	2,481	7.10%
Age 10 - 14	2,779	7.96%
Age 15 - 17	1,601	4.58%
Age 18 - 20	1,523	4.36%
Age 21 - 24	1,783	5.11%
Age 25 - 34	3,620	10.37%
Age 35 - 44	5,745	16.45%
Age 45 - 54	5,133	14.70%
Age 55 - 64	3,830	10.97%
Age 65 - 74	2,564	7.34%
Age 75 - 84	1,295	3.71%
Age 85 and over	394	1.13%
2026 Est. Median Age, Female		37.83
2026 Est. Average Age, Female		37.20
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,136	30.05%
Males, Never Married	7,774	14.48%
Females, Never Married	8,362	15.57%
Married, Spouse present	28,180	52.48%
Married, Spouse absent	2,593	4.83%
Widowed	1,833	3.41%
Males Widowed	454	0.85%
Females Widowed	1,379	2.57%
Divorced	4,955	9.23%
Males Divorced	2,011	3.75%
Females Divorced	2,944	5.48%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,884	4.31%
Some High School, no diploma	1,896	4.33%
High School Graduate (or GED)	8,110	18.54%
Some College, no degree	9,668	22.10%
Associate Degree	3,429	7.84%
Bachelor's Degree	12,455	28.47%
Master's Degree	5,405	12.36%
Professional School Degree	448	1.02%
Doctorate Degree	452	1.03%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,861	24.50%
High School Graduate	1,664	21.90%
Some College or Associate's Degree	2,240	29.48%
Bachelor's Degree or Higher	1,832	24.11%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2031 Projection	23,834	
2026 Estimate	21,394	
2020 Census	17,890	
2010 Census	14,034	
Growth 2026 - 2031		11.41%
Growth 2020 - 2026		19.59%
Growth 2010 - 2020		27.48%
2026 Est. Households by Household Type		
2026 Est. Households by Household Type	21,394	
Family Households	17,785	83.13%
Nonfamily Households	3,609	16.87%
2026 Est. Group Quarters Population	259	
2026 Households by Ethnicity, Hispanic/Latino	3,523	
2026 Est. Households by Household Income		
2026 Est. Households by Household Income	21,394	
Income < \$15,000	557	2.60%
Income \$15,000 - \$24,999	389	1.82%
Income \$25,000 - \$34,999	475	2.22%
Income \$35,000 - \$49,999	1,274	5.96%
Income \$50,000 - \$74,999	2,548	11.91%
Income \$75,000 - \$99,999	2,672	12.49%
Income \$100,000 - \$124,999	2,411	11.27%
Income \$125,000 - \$149,999	2,224	10.40%
Income \$150,000 - \$199,999	3,386	15.83%
Income \$200,000 - \$249,999	1,913	8.94%
Income \$250,000 - \$499,999	2,219	10.37%
Income \$500,000+	1,326	6.20%
2026 Est. Average Household Income		\$167,435
2026 Est. Median Household Income		\$128,990
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$129,063
Black or African American Alone		\$135,610
American Indian and Alaska Native Alone		\$150,000
Asian Alone		\$143,472
Native Hawaiian and Other Pacific Islander Alone		\$185,825
Some Other Race Alone		\$113,919
Two or More Races		\$126,407
Hispanic or Latino		\$112,433
Not Hispanic or Latino		\$133,332

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.		
2026 Est. HH by Type and Presence of Own Child.	21,394	
Family Households with Children	10,015	46.81%
Family Households without Children	11,379	53.19%
Married-Couple Families	13,742	64.23%
Married-Couple Family, own children	8,129	38.00%
Married-Couple Family, no own children	5,613	26.24%
Cohabiting-Couple Families	787	3.68%
Cohabiting-Couple Family, own children	150	0.70%
Cohabiting-Couple Family, no own children	637	2.98%
Male Householder Families	2,601	12.16%
Male Householder, own children	488	2.28%
Male Householder, no own children	453	2.12%
Male Householder, only Nonrelatives	173	0.81%
Male Householder, Living Alone	1,487	6.95%
Female Householder Families	4,264	19.93%
Female Householder, own children	1,248	5.83%
Female Householder, no own children	1,126	5.26%
Female Householder, only Nonrelatives	96	0.45%
Female Householder, Living Alone	1,794	8.39%
2026 Est. Households by Household Size		
2026 Est. Households by Household Size	21,394	
1-person	2,871	13.42%
2-person	5,537	25.88%
3-person	3,953	18.48%
4-person	4,876	22.79%
5-person	2,499	11.68%
6-person	1,067	4.99%
7-or-more-person	591	2.76%
2026 Est. Average Household Size		3.20
2026 Est. Households by Number of Vehicles		
2026 Est. Households by Number of Vehicles	21,394	
No Vehicles	267	1.25%
1 Vehicle	4,976	23.26%
2 Vehicles	10,298	48.14%
3 Vehicles	3,831	17.91%
4 Vehicles	1,622	7.58%
5 or more Vehicles	400	1.87%
2026 Est. Average Number of Vehicles		2.1

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	19,824	
2026 Estimate	17,785	
2020 Estimate	14,919	
2010 Census	11,602	
Growth 2026 - 2031		11.47%
Growth 2020 - 2026		19.21%
Growth 2010 - 2020		28.59%
2026 Est. Families by Poverty Status		
2026 Est. Families by Poverty Status	17,785	
2026 Families at or Above Poverty	17,110	96.20%
2026 Families at or Above Poverty with Children	10,513	59.11%
2026 Families Below Poverty	675	3.79%
2026 Families Below Poverty with Children	575	3.23%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	37,218	70.71%
Civilian Labor Force, Unemployed	1,511	2.87%
Armed Forces	3	0.01%
Not in Labor Force	13,900	26.41%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	27,716	74.69%
Non-Profit Private Workers	2,371	6.39%
Local Government Workers	636	1.71%
State Government Workers	787	2.12%
Federal Government Workers	3,184	8.58%
Self-Employed Workers	2,364	6.37%
Unpaid Family Workers	49	0.13%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	1,361	3.67%
Arts/Entertainment/Sports	694	1.87%
Building Grounds Maintenance	1,344	3.62%
Business/Financial Operations	2,834	7.64%
Community/Social Services	371	1.00%
Computer/Mathematical	2,766	7.45%
Construction/Extraction	1,224	3.30%
Education/Training/Library	2,554	6.88%
Farming/Fishing/Forestry	41	0.11%
Food Prep/Serving	1,220	3.29%
Health Practitioner/Technician	2,093	5.64%
Healthcare Support	722	1.95%
Maintenance Repair	1,118	3.01%
Legal	245	0.66%
Life/Physical/Social Science	106	0.29%
Management	5,176	13.95%
Office/Admin. Support	4,010	10.81%
Production	1,419	3.82%
Protective Services	579	1.56%
Sales/Related	3,800	10.24%
Personal Care/Service	1,052	2.83%
Transportation/Moving	2,378	6.41%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	26,010	70.09%
Blue Collar	6,139	16.54%
Service and Farm	4,958	13.36%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	24,271	66.25%
Car Pooled	4,336	11.84%
Public Transportation	153	0.42%
Walked	293	0.80%
Bicycle	2	0.01%
Other Means	685	1.87%
Worked at Home	6,894	18.82%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,741	
15 - 29 Minutes	6,855	
30 - 44 Minutes	9,811	
45 - 59 Minutes	4,466	
60 or more Minutes	3,055	
2026 Est. Avg Travel Time to Work in Minutes		34

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	21,394	
Owner Occupied	16,959	79.27%
Renter Occupied	4,435	20.73%
2026 Owner Occ. HUs: Avg. Length of Residence		11.40 [†]
2026 Renter Occ. HUs: Avg. Length of Residence		6.20 [†]
2026 Est. Owner-Occupied Housing Units by Value	16,959	
Value Less than \$20,000	388	2.29%
Value \$20,000 - \$39,999	213	1.26%
Value \$40,000 - \$59,999	130	0.77%
Value \$60,000 - \$79,999	105	0.62%
Value \$80,000 - \$99,999	40	0.24%
Value \$100,000 - \$149,999	183	1.08%
Value \$150,000 - \$199,999	223	1.31%
Value \$200,000 - \$299,999	2,143	12.64%
Value \$300,000 - \$399,999	3,898	22.98%
Value \$400,000 - \$499,999	3,494	20.60%
Value \$500,000 - \$749,999	4,093	24.14%
Value \$750,000 - \$999,999	1,342	7.91%
Value \$1,000,000 or \$1,499,999	483	2.85%
Value \$1,500,000 or \$1,999,999	162	0.96%
Value \$2,000,000+	62	0.37%
2026 Est. Median All Owner-Occupied Housing Value		\$431,083
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	18,097	82.22%
1 Unit Attached	580	2.63%
2 Units	77	0.35%
3 or 4 Units	137	0.62%
5 to 19 Units	1,043	4.74%
20 to 49 Units	209	0.95%
50 or More Units	467	2.12%
Mobile Home or Trailer	1,397	6.35%
Boat, RV, Van, etc.	4	0.02%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	3,762	17.09%
Housing Units Built 2010 to 2019	4,931	22.40%
Housing Units Built 2000 to 2009	7,902	35.90%
Housing Units Built 1990 to 1999	2,118	9.62%
Housing Units Built 1980 to 1989	1,629	7.40%
Housing Units Built 1970 to 1979	758	3.44%
Housing Units Built 1960 to 1969	415	1.88%
Housing Units Built 1950 to 1959	194	0.88%
Housing Units Built 1940 to 1949	113	0.51%
Housing Unit Built 1939 or Earlier	189	0.86%
2026 Est. Median Year Structure Built		2007

[†] 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.



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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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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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