



The**Retail**Coach®

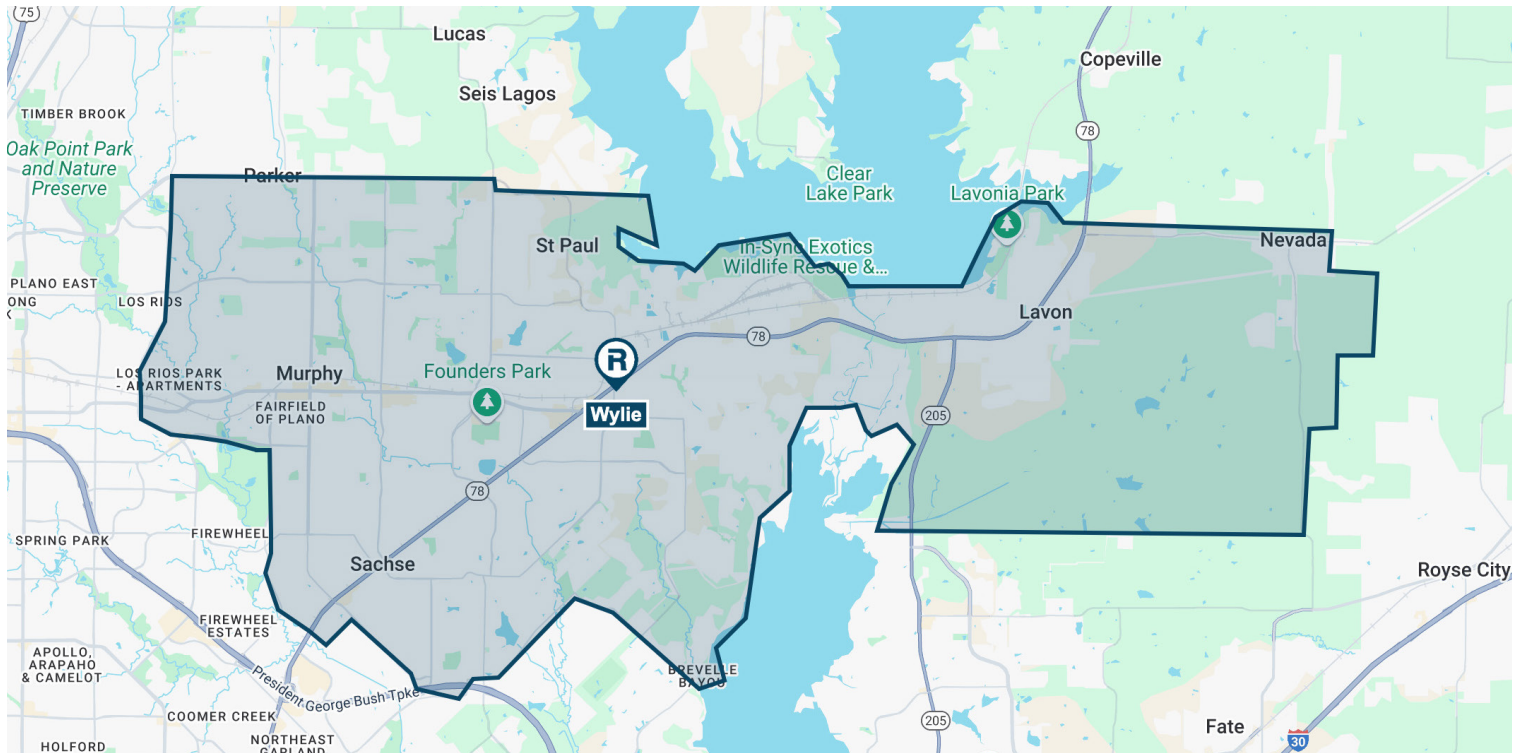
Primary Retail Trade Area Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
January 2025

Primary Retail Trade Area • Demographic Snapshot

Wylie, Texas



Population

2020	137,049	0 - 9 Years	12.77%
2025	159,359	10 - 17 Years	12.79%
2030	177,329	18 - 24 Years	10.21%

Educational Attainment (%)

Graduate or Professional Degree	17.74%	25 - 34 Years	10.01%
Bachelors Degree	29.40%	35 - 44 Years	14.34%
Associate Degree	9.01%	45 - 54 Years	15.27%
Some College	20.19%	55 - 64 Years	12.50%
High School Graduate (GED)	17.84%	65 and Older	12.11%
Some High School, No Degree	2.87%	Median Age	38.19
Less than 9th Grade	2.94%	Average Age	37.47

Income

Average HH	\$168,533	Race Distribution (%)	
Median HH	\$132,050	White	48.01%
Per Capita	\$52,409	Black/African American	12.62%
		American Indian/Alaskan	0.74%
		Asian	20.05%
		Native Hawaiian/Islander	0.10%
		Other Race	6.72%
		Two or More Races	11.77%
		Hispanic	17.52%

WYLIEEDC

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 **TheRetailCoach**

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	177,329	
2025 Estimate	159,359	
2020 Census	137,049	
2010 Census	105,755	
Growth 2025 - 2030		11.28%
Growth 2020 - 2025		16.28%
Growth 2010 - 2020		29.59%
2025 Est. Population by Single-Classification Race	159,359	
White Alone	76,505	48.01%
Black or African American Alone	20,116	12.62%
Amer. Indian and Alaska Native Alone	1,186	0.74%
Asian Alone	31,946	20.05%
Native Hawaiian and Other Pacific Island Alone	156	0.10%
Some Other Race Alone	10,702	6.72%
Two or More Races	18,749	11.77%
2025 Est. Population by Hispanic or Latino Origin	159,359	
Not Hispanic or Latino	131,444	82.48%
Hispanic or Latino	27,915	17.52%
Mexican	19,732	70.69%
Puerto Rican	934	3.35%
Cuban	182	0.65%
All Other Hispanic or Latino	7,067	25.32%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	27,915	
White Alone	5,600	20.06%
Black or African American Alone	285	1.02%
American Indian and Alaska Native Alone	582	2.08%
Asian Alone	133	0.48%
Native Hawaiian and Other Pacific Islander Alone	27	0.10%
Some Other Race Alone	10,059	36.03%
Two or More Races	11,228	40.22%
2025 Est. Pop by Race, Asian Alone, by Category	31,946	
Chinese, except Taiwanese	2,872	8.99%
Filipino	1,709	5.35%
Japanese	177	0.55%
Asian Indian	12,206	38.21%
Korean	376	1.18%
Vietnamese	7,745	24.24%
Cambodian	369	1.15%
Hmong	58	0.18%
Laotian	458	1.43%
Thai	79	0.25%
All Other Asian Races Including 2+ Category	5,895	18.45%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	159,359	
Arab	3,305	2.07%
Czech	837	0.53%
Danish	358	0.23%
Dutch	822	0.52%
English	13,811	8.67%
French (except Basque)	1,735	1.09%
French Canadian	359	0.23%
German	11,711	7.35%
Greek	319	0.20%
Hungarian	309	0.19%
Irish	10,080	6.33%
Italian	2,632	1.65%
Lithuanian	51	0.03%
United States or American	8,700	5.46%
Norwegian	945	0.59%
Polish	1,959	1.23%
Portuguese	183	0.12%
Russian	383	0.24%
Scottish	2,401	1.51%
Scotch-Irish	1,719	1.08%
Slovak	18	0.01%
Subsaharan African	3,997	2.51%
Swedish	697	0.44%
Swiss	177	0.11%
Ukrainian	177	0.11%
Welsh	756	0.47%
West Indian (except Hisp. groups)	87	0.06%
Other ancestries	49,869	31.29%
Ancestry Unclassified	40,963	25.70%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	105,985	70.85%
Speak Asian/Pacific Island Language at Home	12,350	8.26%
Speak IndoEuropean Language at Home	11,007	7.36%
Speak Spanish at Home	14,014	9.37%
Speak Other Language at Home	6,236	4.17%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	159,359	
Age 0 - 4	9,767	6.13%
Age 5 - 9	10,578	6.64%
Age 10 - 14	12,606	7.91%
Age 15 - 17	7,774	4.88%
Age 18 - 20	7,445	4.67%
Age 21 - 24	8,828	5.54%
Age 25 - 34	15,950	10.01%
Age 35 - 44	22,851	14.34%
Age 45 - 54	24,338	15.27%
Age 55 - 64	19,917	12.50%
Age 65 - 74	12,038	7.55%
Age 75 - 84	5,807	3.64%
Age 85 and over	1,458	0.92%
Age 16 and over	123,814	77.69%
Age 18 and over	118,633	74.44%
Age 21 and over	111,187	69.77%
Age 65 and over	19,303	12.11%
2025 Est. Median Age		38.19
2025 Est. Average Age		37.47
2025 Est. Population by Sex	159,359	
Male	78,914	49.52%
Female	80,445	50.48%
2025 Est. Male Population by Age	78,914	
Age 0 - 4	4,971	6.30%
Age 5 - 9	5,359	6.79%
Age 10 - 14	6,361	8.06%
Age 15 - 17	3,933	4.98%
Age 18 - 20	3,779	4.79%
Age 21 - 24	4,518	5.72%
Age 25 - 34	8,023	10.17%
Age 35 - 44	10,936	13.86%
Age 45 - 54	12,074	15.30%
Age 55 - 64	10,177	12.90%
Age 65 - 74	5,692	7.21%
Age 75 - 84	2,558	3.24%
Age 85 and over	535	0.68%
2025 Est. Median Age, Male		37.50
2025 Est. Average Age, Male		36.90
2025 Est. Female Population by Age	80,445	
Age 0 - 4	4,796	5.96%
Age 5 - 9	5,220	6.49%
Age 10 - 14	6,245	7.76%
Age 15 - 17	3,841	4.78%
Age 18 - 20	3,666	4.56%
Age 21 - 24	4,310	5.36%
Age 25 - 34	7,928	9.86%
Age 35 - 44	11,915	14.81%
Age 45 - 54	12,264	15.25%
Age 55 - 64	9,740	12.11%
Age 65 - 74	6,346	7.89%
Age 75 - 84	3,249	4.04%
Age 85 and over	923	1.15%
2025 Est. Median Age, Female		38.80
2025 Est. Average Age, Female		38.02

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	36,304	28.72%
Males, Never Married	17,729	14.03%
Females, Never Married	18,575	14.70%
Married, Spouse present	69,887	55.29%
Married, Spouse absent	5,014	3.97%
Widowed	4,484	3.55%
Males Widowed	1,120	0.89%
Females Widowed	3,364	2.66%
Divorced	10,718	8.48%
Males Divorced	4,120	3.26%
Females Divorced	6,597	5.22%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,014	2.94%
Some High School, no diploma	2,933	2.87%
High School Graduate (or GED)	18,266	17.84%
Some College, no degree	20,671	20.19%
Associate Degree	9,218	9.01%
Bachelor's Degree	30,098	29.40%
Master's Degree	14,550	14.22%
Professional School Degree	2,227	2.18%
Doctorate Degree	1,383	1.35%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,202	21.20%
High School Graduate	3,521	23.31%
Some College or Associate's Degree	4,672	30.93%
Bachelor's Degree or Higher	3,709	24.56%
Households		
2030 Projection	54,965	
2025 Estimate	49,468	
2020 Census	42,612	
2010 Census	33,516	
Growth 2025 - 2030		11.11%
Growth 2020 - 2025		16.09%
Growth 2010 - 2020		27.14%
2025 Est. Households by Household Type	49,468	
Family Households	41,654	84.20%
Nonfamily Households	7,814	15.8%
2025 Est. Group Quarters Population	283	
2025 Households by Ethnicity, Hispanic/Latino	6,941	

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	49,468	
Income < \$15,000	934	1.89%
Income \$15,000 - \$24,999	828	1.67%
Income \$25,000 - \$34,999	1,442	2.91%
Income \$35,000 - \$49,999	3,091	6.25%
Income \$50,000 - \$74,999	5,334	10.78%
Income \$75,000 - \$99,999	5,976	12.08%
Income \$100,000 - \$124,999	5,600	11.32%
Income \$125,000 - \$149,999	5,250	10.61%
Income \$150,000 - \$199,999	8,377	16.93%
Income \$200,000 - \$249,999	4,399	8.89%
Income \$250,000 - \$499,999	5,295	10.70%
Income \$500,000+	2,942	5.95%
2025 Est. Average Household Income		\$168,533
2025 Est. Median Household Income		\$132,050
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$132,707
Black or African American Alone		\$116,690
American Indian and Alaska Native Alone		\$133,746
Asian Alone		\$185,798
Native Hawaiian and Other Pacific Islander Alone		\$118,043
Some Other Race Alone		\$112,364
Two or More Races		\$130,500
Hispanic or Latino		\$117,145
Not Hispanic or Latino		\$135,324
2025 Est. HH by Type and Presence of Own Child.	49,468	
Family Households with Children	21,628	43.72%
Family Households without Children	27,841	56.28%
Married-Couple Families	33,094	66.90%
Married-Couple Family, own children	18,237	36.87%
Married-Couple Family, no own children	14,857	30.03%
Cohabiting-Couple Families	2,125	4.30%
Cohabiting-Couple Family, own children	526	1.06%
Cohabiting-Couple Family, no own children	1,600	3.23%
Male Householder Families	4,745	9.59%
Male Householder, own children	629	1.27%
Male Householder, no own children	975	1.97%
Male Householder, only Nonrelatives	250	0.51%
Male Householder, Living Alone	2,890	5.84%
Female Householder Families	9,504	19.21%
Female Householder, own children	2,236	4.52%
Female Householder, no own children	2,770	5.60%
Female Householder, only Nonrelatives	306	0.62%
Female Householder, Living Alone	4,192	8.47%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	49,468	
1-person	5,959	12.05%
2-person	13,440	27.17%
3-person	9,212	18.62%
4-person	11,143	22.53%
5-person	5,815	11.76%
6-person	2,436	4.92%
7-or-more-person	1,464	2.96%
2025 Est. Average Household Size		3.22
2025 Est. Households by Number of Vehicles	49,468	
No Vehicles	807	1.63%
1 Vehicle	10,071	20.36%
2 Vehicles	23,644	47.80%
3 Vehicles	9,644	19.50%
4 Vehicles	4,060	8.21%
5 or more Vehicles	1,243	2.51%
2025 Est. Average Number of Vehicles		2.2
Family Households		
2030 Projection	46,284	
2025 Estimate	41,654	
2020 Estimate	35,979	
2010 Census	28,334	
Growth 2025 - 2030		11.12%
Growth 2020 - 2025		15.77%
Growth 2010 - 2020		26.98%
2025 Est. Families by Poverty Status	41,654	
2025 Families at or Above Poverty	40,584	97.43%
2025 Families at or Above Poverty with Children	22,856	54.87%
2025 Families Below Poverty	1,070	2.57%
2025 Families Below Poverty with Children	792	1.90%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	86,285	69.69%
Civilian Labor Force, Unemployed	3,545	2.86%
Armed Forces	6	0.01%
Not in Labor Force	33,977	27.44%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	63,406	74.06%
Non-Profit Private Workers	4,812	5.62%
Local Government Workers	1,715	2.00%
State Government Workers	1,772	2.07%
Federal Government Workers	6,327	7.39%
Self-Employed Workers	7,425	8.67%
Unpaid Family Workers	154	0.18%

Primary Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,422	4.00%
Arts/Entertainment/Sports	1,738	2.03%
Building Grounds Maintenance	1,795	2.10%
Business/Financial Operations	7,081	8.27%
Community/Social Services	979	1.14%
Computer/Mathematical	7,776	9.08%
Construction/Extraction	2,192	2.56%
Education/Training/Library	5,850	6.83%
Farming/Fishing/Forestry	13	0.02%
Food Prep/Serving	2,647	3.09%
Health Practitioner/Technician	5,183	6.05%
Healthcare Support	1,862	2.17%
Maintenance Repair	2,708	3.16%
Legal	672	0.79%
Life/Physical/Social Science	483	0.56%
Management	11,884	13.88%
Office/Admin. Support	9,689	11.32%
Production	3,094	3.61%
Protective Services	1,616	1.89%
Sales/Related	8,201	9.58%
Personal Care/Service	2,326	2.72%
Transportation/Moving	4,399	5.14%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	62,959	73.54%
Blue Collar	12,393	14.48%
Service and Farm	10,258	11.98%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	55,819	66.07%
Car Pooled	6,590	7.80%
Public Transportation	414	0.49%
Walked	548	0.65%
Bicycle	49	0.06%
Other Means	1,819	2.15%
Worked at Home	19,242	22.78%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,981	
15 - 29 Minutes	19,149	
30 - 44 Minutes	19,840	
45 - 59 Minutes	10,300	
60 or more Minutes	7,079	
2025 Est. Avg Travel Time to Work in Minutes		34
2025 Est. Occupied Housing Units by Tenure	49,468	
Owner Occupied	40,821	82.52%
Renter Occupied	8,647	17.48%
2025 Owner Occ. HUs: Avg. Length of Residence		11.78 [†]
2025 Renter Occ. HUs: Avg. Length of Residence		6.35 [†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	40,821	
Value Less than \$20,000	728	1.78%
Value \$20,000 - \$39,999	376	0.92%
Value \$40,000 - \$59,999	399	0.98%
Value \$60,000 - \$79,999	158	0.39%
Value \$80,000 - \$99,999	105	0.26%
Value \$100,000 - \$149,999	501	1.23%
Value \$150,000 - \$199,999	371	0.91%
Value \$200,000 - \$299,999	4,176	10.23%
Value \$300,000 - \$399,999	8,383	20.54%
Value \$400,000 - \$499,999	8,216	20.13%
Value \$500,000 - \$749,999	10,913	26.73%
Value \$750,000 - \$999,999	4,528	11.09%
Value \$1,000,000 or \$1,499,999	1,434	3.51%
Value \$1,500,000 or \$1,999,999	333	0.82%
Value \$2,000,000+	199	0.49%
2025 Est. Median All Owner-Occupied Housing Value		\$461,407
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	43,393	85.32%
1 Unit Attached	1,425	2.80%
2 Units	123	0.24%
3 or 4 Units	310	0.61%
5 to 19 Units	1,799	3.54%
20 to 49 Units	567	1.11%
50 or More Units	1,244	2.45%
Mobile Home or Trailer	1,979	3.89%
Boat, RV, Van, etc.	20	0.04%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	7,351	14.45%
Housing Units Built 2010 to 2019	10,648	20.94%
Housing Units Built 2000 to 2009	18,655	36.68%
Housing Units Built 1990 to 1999	6,262	12.31%
Housing Units Built 1980 to 1989	4,427	8.70%
Housing Units Built 1970 to 1979	1,887	3.71%
Housing Units Built 1960 to 1969	646	1.27%
Housing Units Built 1950 to 1959	478	0.94%
Housing Units Built 1940 to 1949	214	0.42%
Housing Unit Built 1939 or Earlier	291	0.57%
2025 Est. Median Year Structure Built		2006

[†] 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.



The**Retail**Coach®

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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