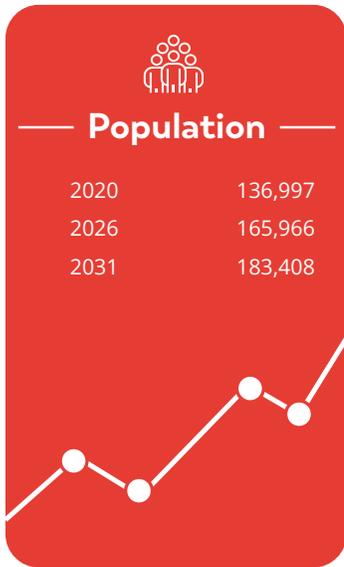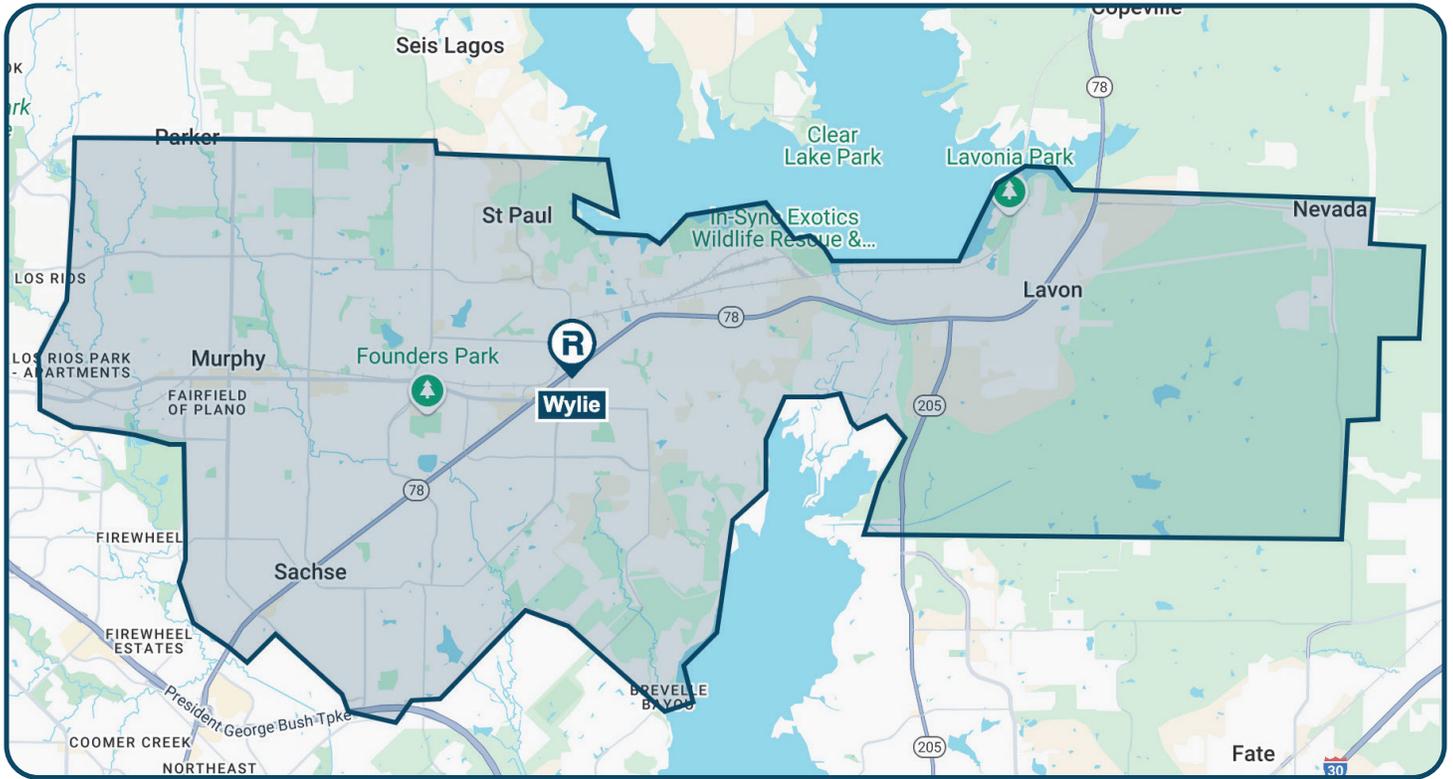# PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

WYLIE, TEXAS

PREPARED FOR WYLIE ECONOMIC DEVELOPMENT CORPORATION
FEBRUARY 2026

WYLIE EDC

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Population

2020	136,997
2026	165,966
2031	183,408

Age

0-9 Years	12.78%
10 - 17 Years	12.56%
18 - 24 Years	10.06%
25 - 34 Years	10.25%
35 - 44 Years	14.30%
45 - 54 Years	15.09%
55 - 64 Years	12.46%
65 and Older	12.49%
Median Age	38.26
Average Age	37.63

Educational Attainment (%)

Graduate or Professional Degree	17.98%
Bachelors Degree	29.47%
Associate Degree	8.17%
Some College	19.90%
High School Graduate (GED)	17.43%
Some High School, No Degree	3.57%
Less than 9th Grade	3.48%

Income

Average HH	$184,826
Median HH	$141,567
Per Capita	$57,537

Race Distribution

White	46.81%
Black/African American	12.67%
American Indian/Alaskan	0.72%
Asian	21.28%
Native Hawaiian/Islander	0.10%
Other Race	6.70%
Two or More Races	11.73%
Hispanic	17.30%
Non-Hispanic	82.70%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2031 Projection	183,408	
2026 Estimate	165,966	
2020 Census	136,997	
2010 Census	105,715	
Growth 2026 - 2031		10.51%
Growth 2020 - 2026		21.15%
Growth 2010 - 2020		29.59%
2026 Est. Population by Single-Classification Race	**165,966**	
White Alone	77,685	46.81%
Black or African American Alone	21,025	12.67%
Amer. Indian and Alaska Native Alone	1,194	0.72%
Asian Alone	35,319	21.28%
Native Hawaiian and Other Pacific Island Alone	161	0.10%
Some Other Race Alone	11,116	6.70%
Two or More Races	19,466	11.73%
2026 Est. Population by Hispanic or Latino Origin	**165,966**	
Not Hispanic or Latino	137,250	82.70%
Hispanic or Latino	28,717	17.30%
Mexican	19,707	68.62%
Puerto Rican	816	2.84%
Cuban	209	0.73%
All Other Hispanic or Latino	7,984	27.80%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**28,717**	
White Alone	5,738	19.98%
Black or African American Alone	292	1.02%
American Indian and Alaska Native Alone	586	2.04%
Asian Alone	133	0.46%
Native Hawaiian and Other Pacific Islander Alone	28	0.10%
Some Other Race Alone	10,453	36.40%
Two or More Races	11,486	40.00%
2026 Est. Pop by Race, Asian Alone, by Category	**35,319**	
Chinese, except Taiwanese	2,461	6.97%
Filipino	1,946	5.51%
Japanese	136	0.39%
Asian Indian	14,426	40.85%
Korean	436	1.24%
Vietnamese	9,158	25.93%
Cambodian	495	1.40%
Hmong	15	0.04%
Laotian	295	0.84%
Thai	121	0.34%
All Other Asian Races Including 2+ Category	5,830	16.51%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**165,966**	
Arab	3,409	2.05%
Czech	941	0.57%
Danish	395	0.24%
Dutch	917	0.55%
English	13,962	8.41%
French (except Basque)	2,076	1.25%
French Canadian	371	0.22%
German	11,799	7.11%
Greek	181	0.11%
Hungarian	235	0.14%
Irish	10,256	6.18%
Italian	2,625	1.58%
Lithuanian	62	0.04%
United States or American	8,148	4.91%
Norwegian	1,054	0.64%
Polish	1,855	1.12%
Portuguese	191	0.12%
Russian	415	0.25%
Scottish	2,327	1.40%
Scotch-Irish	1,334	0.80%
Slovak	46	0.03%
Subsaharan African	4,667	2.81%
Swedish	785	0.47%
Swiss	189	0.11%
Ukrainian	283	0.17%
Welsh	437	0.26%
West Indian (except Hisp. groups)	137	0.08%
Other ancestries	54,563	32.88%
Ancestry Unclassified	42,304	25.49%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	107,248	68.86%
Speak Asian/Pacific Island Language at Home	13,019	8.36%
Speak IndoEuropean Language at Home	12,009	7.71%
Speak Spanish at Home	16,145	10.37%
Speak Other Language at Home	7,315	4.70%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**165,966**	
Age 0 - 4	10,230	6.16%
Age 5 - 9	10,981	6.62%
Age 10 - 14	12,865	7.75%
Age 15 - 17	7,982	4.81%
Age 18 - 20	7,638	4.60%
Age 21 - 24	9,065	5.46%
Age 25 - 34	17,011	10.25%
Age 35 - 44	23,737	14.30%
Age 45 - 54	25,047	15.09%
Age 55 - 64	20,683	12.46%
Age 65 - 74	12,893	7.77%
Age 75 - 84	6,289	3.79%
Age 85 and over	1,545	0.93%
Age 16 and over	129,231	77.87%
Age 18 and over	123,908	74.66%
Age 21 and over	116,270	70.06%
Age 65 and over	20,727	12.49%
2026 Est. Median Age		38.26
2026 Est. Average Age		37.63
2026 Est. Population by Sex	**165,966**	
Male	82,109	49.47%
Female	83,857	50.53%
2026 Est. Male Population by Age	**82,109**	
Age 0 - 4	5,221	6.36%
Age 5 - 9	5,573	6.79%
Age 10 - 14	6,481	7.89%
Age 15 - 17	4,034	4.91%
Age 18 - 20	3,866	4.71%
Age 21 - 24	4,630	5.64%
Age 25 - 34	8,560	10.43%
Age 35 - 44	11,380	13.86%
Age 45 - 54	12,347	15.04%
Age 55 - 64	10,515	12.81%
Age 65 - 74	6,148	7.49%
Age 75 - 84	2,764	3.37%
Age 85 and over	589	0.72%
2026 Est. Median Age, Male		37.55
2026 Est. Average Age, Male		37.05

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**83,857**	
Age 0 - 4	5,010	5.97%
Age 5 - 9	5,408	6.45%
Age 10 - 14	6,384	7.61%
Age 15 - 17	3,948	4.71%
Age 18 - 20	3,771	4.50%
Age 21 - 24	4,435	5.29%
Age 25 - 34	8,451	10.08%
Age 35 - 44	12,357	14.74%
Age 45 - 54	12,700	15.15%
Age 55 - 64	10,168	12.13%
Age 65 - 74	6,746	8.05%
Age 75 - 84	3,524	4.20%
Age 85 and over	955	1.14%
2026 Est. Median Age, Female		38.90
2026 Est. Average Age, Female		38.19
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	37,717	28.60%
Males, Never Married	18,695	14.18%
Females, Never Married	19,022	14.42%
Married, Spouse present	73,494	55.72%
Married, Spouse absent	5,486	4.16%
Widowed	4,666	3.54%
Males Widowed	1,103	0.84%
Females Widowed	3,563	2.70%
Divorced	10,527	7.98%
Males Divorced	4,086	3.10%
Females Divorced	6,442	4.88%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,727	3.48%
Some High School, no diploma	3,826	3.57%
High School Graduate (or GED)	18,687	17.43%
Some College, no degree	21,335	19.90%
Associate Degree	8,758	8.17%
Bachelor's Degree	31,593	29.47%
Master's Degree	15,863	14.80%
Professional School Degree	2,113	1.97%
Doctorate Degree	1,304	1.22%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,175	20.29%
High School Graduate	4,077	26.05%
Some College or Associate's Degree	4,367	27.91%
Bachelor's Degree or Higher	4,030	25.75%

DESCRIPTION	DATA	%
Households		
2031 Projection	56,976	
2026 Estimate	51,579	
2020 Census	42,588	
2010 Census	33,499	
Growth 2026 - 2031		10.46%
Growth 2020 - 2026		21.11%
Growth 2010 - 2020		27.13%
2026 Est. Households by Household Type	**51,579**	
Family Households	43,461	84.26%
Nonfamily Households	8,118	15.74%
2026 Est. Group Quarters Population	280	
2026 Households by Ethnicity, Hispanic/Latino	7,159	
2026 Est. Households by Household Income	**51,579**	
Income < $15,000	1,360	2.64%
Income $15,000 - $24,999	761	1.48%
Income $25,000 - $34,999	1,189	2.31%
Income $35,000 - $49,999	2,925	5.67%
Income $50,000 - $74,999	5,096	9.88%
Income $75,000 - $99,999	5,508	10.68%
Income $100,000 - $124,999	5,546	10.75%
Income $125,000 - $149,999	5,043	9.78%
Income $150,000 - $199,999	8,289	16.07%
Income $200,000 - $249,999	5,124	9.93%
Income $250,000 - $499,999	6,467	12.54%
Income $500,000+	4,272	8.28%
2026 Est. Average Household Income		$184,826
2026 Est. Median Household Income		$141,567
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$142,448
Black or African American Alone		$129,647
American Indian and Alaska Native Alone		$188,437
Asian Alone		$192,524
Native Hawaiian and Other Pacific Islander Alone		$150,000
Some Other Race Alone		$111,803
Two or More Races		$126,011
Hispanic or Latino		$115,728
Not Hispanic or Latino		$147,311

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**51,579**	
Family Households with Children	22,445	43.52%
Family Households without Children	29,134	56.48%
Married-Couple Families	**34,728**	**67.33%**
Married-Couple Family, own children	18,815	36.48%
Married-Couple Family, no own children	15,913	30.85%
Cohabitating-Couple Families	**1,848**	**3.58%**
Cohabitating-Couple Family, own children	588	1.14%
Cohabitating-Couple Family, no own children	1,260	2.44%
Male Householder Families	**5,541**	**10.74%**
Male Householder, own children	816	1.58%
Male Householder, no own children	1,074	2.08%
Male Householder, only Nonrelatives	307	0.60%
Male Householder, Living Alone	3,344	6.48%
Female Householder Families	**9,462**	**18.34%**
Female Householder, own children	2,226	4.32%
Female Householder, no own children	2,666	5.17%
Female Householder, only Nonrelatives	311	0.60%
Female Householder, Living Alone	4,260	8.26%
2026 Est. Households by Household Size	**51,579**	
1-person	6,273	12.16%
2-person	13,988	27.12%
3-person	9,666	18.74%
4-person	11,553	22.40%
5-person	6,012	11.66%
6-person	2,550	4.94%
7-or-more-person	1,537	2.98%
2026 Est. Average Household Size		3.21
2026 Est. Households by Number of Vehicles	**51,579**	
No Vehicles	929	1.80%
1 Vehicle	10,216	19.81%
2 Vehicles	24,170	46.86%
3 Vehicles	10,865	21.07%
4 Vehicles	4,202	8.15%
5 or more Vehicles	1,197	2.32%
2026 Est. Average Number of Vehicles		2.2

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2031 Projection	48,015	
2026 Estimate	43,461	
2020 Estimate	35,964	
2010 Census	28,322	
Growth 2026 - 2031		10.48%
Growth 2020 - 2026		20.85%
Growth 2010 - 2020		26.98%
2026 Est. Families by Poverty Status	**43,461**	
2026 Families at or Above Poverty	41,889	96.38%
2026 Families at or Above Poverty with Children	23,440	53.93%
2026 Families Below Poverty	1,571	3.62%
2026 Families Below Poverty with Children	1,169	2.69%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	88,388	68.39%
Civilian Labor Force, Unemployed	3,472	2.69%
Armed Forces	4	0.00%
Not in Labor Force	37,366	28.91%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	64,630	73.67%
Non-Profit Private Workers	5,187	5.91%
Local Government Workers	1,635	1.86%
State Government Workers	1,881	2.14%
Federal Government Workers	6,376	7.27%
Self-Employed Workers	7,919	9.03%
Unpaid Family Workers	104	0.12%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	3,422	3.90%
Arts/Entertainment/Sports	1,690	1.93%
Building Grounds Maintenance	2,218	2.53%
Business/Financial Operations	7,972	9.09%
Community/Social Services	1,132	1.29%
Computer/Mathematical	7,769	8.86%
Construction/Extraction	2,277	2.60%
Education/Training/Library	5,357	6.11%
Farming/Fishing/Forestry	58	0.07%
Food Prep/Serving	2,958	3.37%
Health Practitioner/Technician	5,308	6.05%
Healthcare Support	1,586	1.81%
Maintenance Repair	2,635	3.00%
Legal	773	0.88%
Life/Physical/Social Science	559	0.64%
Management	13,444	15.32%
Office/Admin. Support	8,964	10.22%
Production	2,948	3.36%
Protective Services	1,669	1.90%
Sales/Related	8,173	9.32%
Personal Care/Service	2,326	2.65%
Transportation/Moving	4,493	5.12%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	64,564	73.59%
Blue Collar	12,352	14.08%
Service and Farm	10,816	12.33%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	57,251	66.06%
Car Pooled	7,747	8.94%
Public Transportation	480	0.55%
Walked	507	0.58%
Bicycle	49	0.06%
Other Means	1,732	2.00%
Worked at Home	18,905	21.81%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,966	
15 - 29 Minutes	18,123	
30 - 44 Minutes	21,374	
45 - 59 Minutes	9,242	
60 or more Minutes	7,367	
2026 Est. Avg Travel Time to Work in Minutes		34

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**51,579**	
Owner Occupied	42,639	82.67%
Renter Occupied	8,941	17.33%
2026 Owner Occ. HUs: Avg. Length of Residence		12.11†
2026 Renter Occ. HUs: Avg. Length of Residence		5.67†
2026 Est. Owner-Occupied Housing Units by Value	**42,639**	
Value Less than $20,000	714	1.67%
Value $20,000 - $39,999	417	0.98%
Value $40,000 - $59,999	392	0.92%
Value $60,000 - $79,999	181	0.43%
Value $80,000 - $99,999	142	0.33%
Value $100,000 - $149,999	395	0.93%
Value $150,000 - $199,999	583	1.37%
Value $200,000 - $299,999	4,157	9.75%
Value $300,000 - $399,999	8,292	19.45%
Value $400,000 - $499,999	8,439	19.79%
Value $500,000 - $749,999	12,411	29.11%
Value $750,000 - $999,999	4,627	10.85%
Value $1,000,000 or $1,499,999	1,338	3.14%
Value $1,500,000 or $1,999,999	351	0.82%
Value $2,000,000+	201	0.47%
2026 Est. Median All Owner-Occupied Housing Value		$470,084
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	44,812	84.56%
1 Unit Attached	1,372	2.59%
2 Units	149	0.28%
3 or 4 Units	337	0.64%
5 to 19 Units	1,829	3.45%
20 to 49 Units	551	1.04%
50 or More Units	1,349	2.55%
Mobile Home or Trailer	2,575	4.86%
Boat, RV, Van, etc.	22	0.04%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	9,981	18.83%
Housing Units Built 2010 to 2019	10,626	20.05%
Housing Units Built 2000 to 2009	18,475	34.86%
Housing Units Built 1990 to 1999	6,410	12.10%
Housing Units Built 1980 to 1989	4,117	7.77%
Housing Units Built 1970 to 1979	1,886	3.56%
Housing Units Built 1960 to 1969	622	1.17%
Housing Units Built 1950 to 1959	426	0.80%
Housing Units Built 1940 to 1949	156	0.29%
Housing Unit Built 1939 or Earlier	296	0.56%
2026 Est. Median Year Structure Built		2007

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.

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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