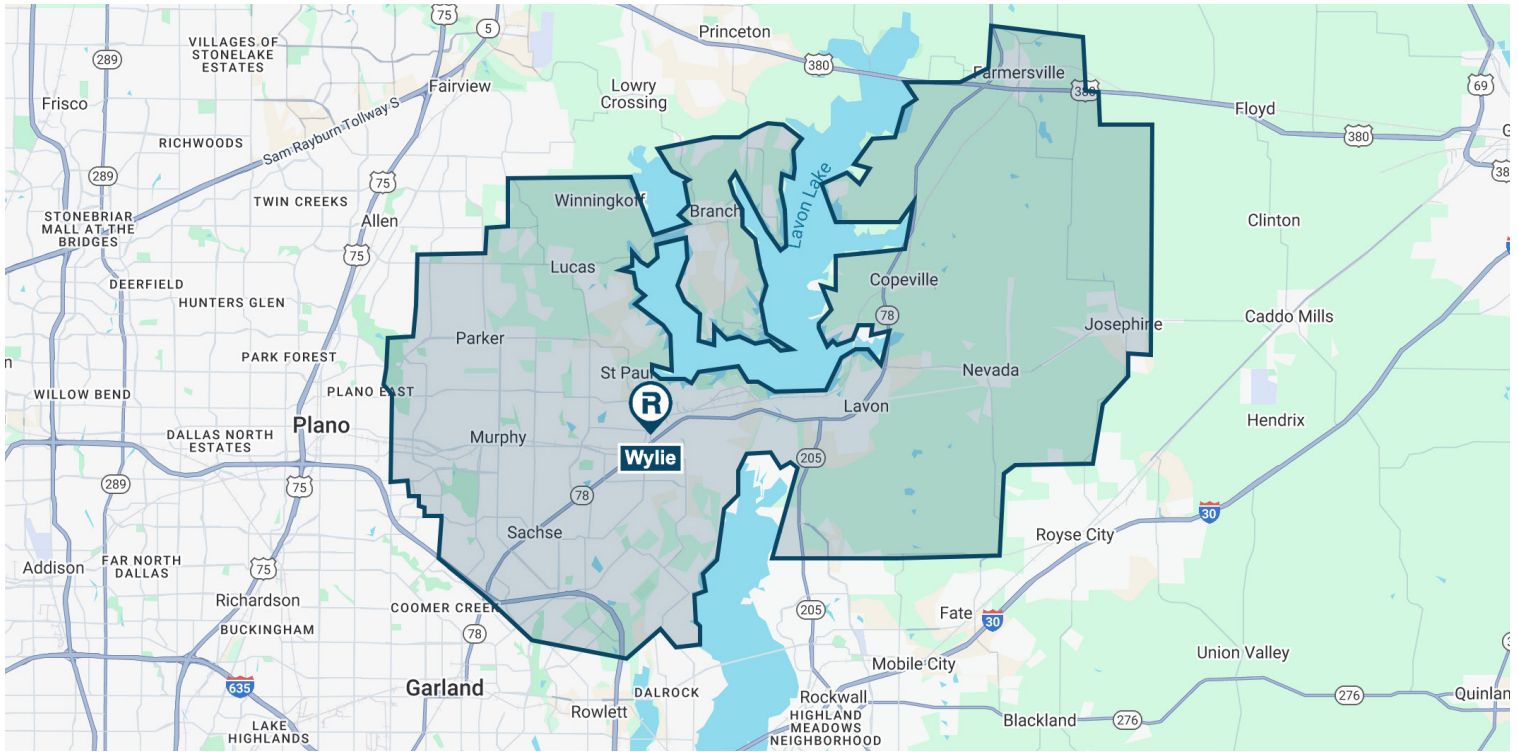# Retail Trade Area Demographic Profile

WYLIE, TEXAS

Prepared for Wylie Economic Development Corporation
January 2025

Retail Trade Area • Demographic Snapshot

Wylie, Texas

Population

2020	222,577
2025	262,320
2030	292,890

Educational Attainment (%)

Graduate or Professional Degree	17.08%
Bachelors Degree	29.51%
Associate Degree	8.63%
Some College	20.01%
High School Graduate (GED)	18.63%
Some High School, No Degree	3.27%
Less than 9th Grade	2.86%

Income

Average HH	$166,532
Median HH	$127,091
Per Capita	$53,448

Age

0 - 9 Years	12.26%
10 - 17 Years	12.37%
18 - 24 Years	10.11%
25 - 34 Years	10.36%
35 - 44 Years	13.81%
45 - 54 Years	14.98%
55 - 64 Years	13.02%
65 and Older	13.09%
Median Age	38.77
Average Age	38.14

Race Distribution (%)

White	49.70%
Black/African American	11.72%
American Indian/ Alaskan	0.77%
Asian	18.23%
Native Hawaiian/ Islander	0.08%
Other Race	7.12%
Two or More Races	12.39%
Hispanic	18.84%

WYLIE EDC

Jason Greiner
Wylie Economic Development Corporation
Executive Director

250 South Highway 78
Wylie, Texas 75098

Phone 972.442.7181
Jason@WylieEDC.com
www.WylieEDC.com

Aaron Farmer
The Retail Coach, LLC
President

Office 662.844.2155
Cell   662.231.0608
AFarmer@TheRetailCoach.com
www.TheRetailCoach.com

TheRetailCoach.

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2030 Projection	292,890	
2025 Estimate	262,320	
2020 Census	222,577	
2010 Census	172,133	
Growth 2025 - 2030		11.65%
Growth 2020 - 2025		17.86%
Growth 2010 - 2020		29.30%
2025 Est. Population by Single-Classification Race	**262,320**	
White Alone	130,365	49.70%
Black or African American Alone	30,750	11.72%
Amer. Indian and Alaska Native Alone	2,014	0.77%
Asian Alone	47,818	18.23%
Native Hawaiian and Other Pacific Island Alone	206	0.08%
Some Other Race Alone	18,670	7.12%
Two or More Races	32,496	12.39%
2025 Est. Population by Hispanic or Latino Origin	**262,320**	
Not Hispanic or Latino	212,886	81.15%
Hispanic or Latino	49,433	18.84%
Mexican	35,959	72.74%
Puerto Rican	1,776	3.59%
Cuban	439	0.89%
All Other Hispanic or Latino	11,260	22.78%
2025 Est. Hisp. or Latino Pop by Single-Class. Race	**49,433**	
White Alone	10,028	20.29%
Black or African American Alone	472	0.96%
American Indian and Alaska Native Alone	1,018	2.06%
Asian Alone	221	0.45%
Native Hawaiian and Other Pacific Islander Alone	37	0.08%
Some Other Race Alone	17,648	35.70%
Two or More Races	20,010	40.48%
2025 Est. Pop by Race, Asian Alone, by Category	**47,818**	
Chinese, except Taiwanese	4,794	10.03%
Filipino	2,720	5.69%
Japanese	245	0.51%
Asian Indian	17,375	36.34%
Korean	909	1.90%
Vietnamese	11,980	25.05%
Cambodian	454	0.95%
Hmong	63	0.13%
Laotian	531	1.11%
Thai	100	0.21%
All Other Asian Races Including 2+ Category	8,648	18.08%

DESCRIPTION	DATA	%
2025 Est. Population by Ancestry	**262,320**	
Arab	4,183	1.59%
Czech	1,153	0.44%
Danish	650	0.25%
Dutch	1,391	0.53%
English	23,641	9.01%
French (except Basque)	3,267	1.25%
French Canadian	490	0.19%
German	20,467	7.80%
Greek	514	0.20%
Hungarian	398	0.15%
Irish	16,249	6.19%
Italian	4,985	1.90%
Lithuanian	90	0.03%
United States or American	14,788	5.64%
Norwegian	1,474	0.56%
Polish	3,922	1.50%
Portuguese	396	0.15%
Russian	577	0.22%
Scottish	3,573	1.36%
Scotch-Irish	2,756	1.05%
Slovak	68	0.03%
Subsaharan African	6,087	2.32%
Swedish	1,417	0.54%
Swiss	248	0.10%
Ukrainian	211	0.08%
Welsh	967	0.37%
West Indian (except Hisp. groups)	412	0.16%
Other ancestries	84,805	32.33%
Ancestry Unclassified	63,141	24.07%
2025 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	176,685	71.63%
Speak Asian/Pacific Island Language at Home	19,370	7.85%
Speak IndoEuropean Language at Home	15,184	6.16%
Speak Spanish at Home	26,985	10.94%
Speak Other Language at Home	8,432	3.42%

®TheRetailCoach®

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2025 Est. Population by Age	**262,320**	
Age 0 - 4	15,664	5.97%
Age 5 - 9	16,495	6.29%
Age 10 - 14	19,953	7.61%
Age 15 - 17	12,484	4.76%
Age 18 - 20	12,025	4.58%
Age 21 - 24	14,501	5.53%
Age 25 - 34	27,166	10.36%
Age 35 - 44	36,221	13.81%
Age 45 - 54	39,307	14.98%
Age 55 - 64	34,160	13.02%
Age 65 - 74	21,582	8.23%
Age 75 - 84	10,218	3.89%
Age 85 and over	2,543	0.97%
Age 16 and over	206,044	78.55%
Age 18 and over	197,724	75.37%
Age 21 and over	185,699	70.79%
Age 65 and over	34,344	13.09%
2025 Est. Median Age		38.77
2025 Est. Average Age		38.14
2025 Est. Population by Sex	**262,320**	
Male	130,827	49.87%
Female	131,493	50.13%
2025 Est. Male Population by Age	**130,827**	
Age 0 - 4	7,979	6.10%
Age 5 - 9	8,433	6.45%
Age 10 - 14	10,061	7.69%
Age 15 - 17	6,391	4.88%
Age 18 - 20	6,153	4.70%
Age 21 - 24	7,424	5.67%
Age 25 - 34	13,768	10.52%
Age 35 - 44	17,601	13.45%
Age 45 - 54	19,526	14.93%
Age 55 - 64	17,504	13.38%
Age 65 - 74	10,440	7.98%
Age 75 - 84	4,572	3.50%
Age 85 and over	975	0.75%
2025 Est. Median Age, Male		38.15
2025 Est. Average Age, Male		37.62
2025 Est. Female Population by Age	**131,493**	
Age 0 - 4	7,685	5.84%
Age 5 - 9	8,062	6.13%
Age 10 - 14	9,892	7.52%
Age 15 - 17	6,093	4.63%
Age 18 - 20	5,872	4.47%
Age 21 - 24	7,077	5.38%
Age 25 - 34	13,398	10.19%
Age 35 - 44	18,621	14.16%
Age 45 - 54	19,781	15.04%
Age 55 - 64	16,656	12.67%
Age 65 - 74	11,142	8.47%
Age 75 - 84	5,646	4.29%
Age 85 and over	1,568	1.19%
2025 Est. Median Age, Female		39.35
2025 Est. Average Age, Female		38.65

DESCRIPTION	DATA	%
2025 Est. Pop Age 15+ by Marital Status		
Total, Never Married	59,276	28.20%
Males, Never Married	30,765	14.64%
Females, Never Married	28,512	13.56%
Married, Spouse present	116,832	55.58%
Married, Spouse absent	8,036	3.82%
Widowed	7,828	3.72%
Males Widowed	1,819	0.87%
Females Widowed	6,009	2.86%
Divorced	18,237	8.68%
Males Divorced	7,734	3.68%
Females Divorced	10,503	5.00%
2025 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,899	2.86%
Some High School, no diploma	5,607	3.27%
High School Graduate (or GED)	31,899	18.63%
Some College, no degree	34,252	20.01%
Associate Degree	14,772	8.63%
Bachelor's Degree	50,528	29.51%
Master's Degree	22,964	13.41%
Professional School Degree	4,129	2.41%
Doctorate Degree	2,149	1.25%
2025 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	5,795	21.45%
High School Graduate	6,748	24.98%
Some College or Associate's Degree	8,332	30.84%
Bachelor's Degree or Higher	6,144	22.74%
Households		
2030 Projection	93,903	
2025 Estimate	84,060	
2020 Census	71,071	
2010 Census	55,411	
Growth 2025 - 2030		11.71%
Growth 2020 - 2025		18.28%
Growth 2010 - 2020		28.26%
2025 Est. Households by Household Type	**84,060**	
Family Households	69,396	82.56%
Nonfamily Households	14,664	17.44%
2025 Est. Group Quarters Population	409	
2025 Households by Ethnicity, Hispanic/Latino	12,540	

TheRetailCoach.

Retail Trade Area • Demographic Profile

Wylie, Texas

DESCRIPTION	DATA	%
2025 Est. Households by Household Income	**84,060**	
Income < $15,000	2,466	2.93%
Income $15,000 - $24,999	1,856	2.21%
Income $25,000 - $34,999	2,760	3.28%
Income $35,000 - $49,999	5,165	6.14%
Income $50,000 - $74,999	9,567	11.38%
Income $75,000 - $99,999	10,319	12.28%
Income $100,000 - $124,999	9,162	10.90%
Income $125,000 - $149,999	8,373	9.96%
Income $150,000 - $199,999	13,146	15.64%
Income $200,000 - $249,999	6,961	8.28%
Income $250,000 - $499,999	8,889	10.58%
Income $500,000+	5,396	6.42%
2025 Est. Average Household Income		$166,532
2025 Est. Median Household Income		$127,091
2025 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$127,525
Black or African American Alone		$115,198
American Indian and Alaska Native Alone		$114,629
Asian Alone		$183,221
Native Hawaiian and Other Pacific Islander Alone		$111,338
Some Other Race Alone		$109,122
Two or More Races		$114,390
Hispanic or Latino		$104,030
Not Hispanic or Latino		$132,320
2025 Est. HH by Type and Presence of Own Child.	**84,060**	
Family Households with Children	34,410	40.94%
Family Households without Children	49,649	59.06%
Married-Couple Families	**56,086**	**66.72%**
Married-Couple Family, own children	28,824	34.29%
Married-Couple Family, no own children	27,262	32.43%
Cohabitating-Couple Families	**4,158**	**4.95%**
Cohabitating-Couple Family, own children	1,085	1.29%
Cohabitating-Couple Family, no own children	3,074	3.66%
Male Householder Families	**9,076**	**10.80%**
Male Householder, own children	1,193	1.42%
Male Householder, no own children	1,597	1.90%
Male Householder, only Nonrelatives	590	0.70%
Male Householder, Living Alone	5,697	6.78%
Female Householder Families	**14,739**	**17.53%**
Female Householder, own children	3,309	3.94%
Female Householder, no own children	4,058	4.83%
Female Householder, only Nonrelatives	545	0.65%
Female Householder, Living Alone	6,828	8.12%

DESCRIPTION	DATA	%
2025 Est. Households by Household Size	**84,060**	
1-person	11,511	13.69%
2-person	24,079	28.64%
3-person	15,545	18.49%
4-person	17,670	21.02%
5-person	9,149	10.88%
6-person	3,861	4.59%
7-or-more-person	2,244	2.67%
2025 Est. Average Household Size		3.12
2025 Est. Households by Number of Vehicles	**84,060**	
No Vehicles	1,401	1.67%
1 Vehicle	16,727	19.90%
2 Vehicles	40,245	47.88%
3 Vehicles	16,443	19.56%
4 Vehicles	6,799	8.09%
5 or more Vehicles	2,445	2.91%
2025 Est. Average Number of Vehicles		2.2
Family Households		
2030 Projection	77,515	
2025 Estimate	69,396	
2020 Estimate	58,953	
2010 Census	46,412	
Growth 2025 - 2030		11.70%
Growth 2020 - 2025		17.71%
Growth 2010 - 2020		27.02%
2025 Est. Families by Poverty Status	**69,396**	
2025 Families at or Above Poverty	67,396	97.12%
2025 Families at or Above Poverty with Children	36,279	52.28%
2025 Families Below Poverty	2,000	2.88%
2025 Families Below Poverty with Children	1,546	2.23%
2025 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	139,949	67.92%
Civilian Labor Force, Unemployed	5,636	2.73%
Armed Forces	77	0.04%
Not in Labor Force	60,381	29.30%
2025 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	102,020	73.40%
Non-Profit Private Workers	7,270	5.23%
Local Government Workers	2,702	1.94%
State Government Workers	2,733	1.97%
Federal Government Workers	10,597	7.62%
Self-Employed Workers	13,471	9.69%
Unpaid Family Workers	203	0.15%

Wylie, Texas

DESCRIPTION	DATA	%
2025 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	5,666	4.08%
Arts/Entertainment/Sports	2,719	1.96%
Building Grounds Maintenance	3,277	2.36%
Business/Financial Operations	12,057	8.67%
Community/Social Services	1,608	1.16%
Computer/Mathematical	11,608	8.35%
Construction/Extraction	4,209	3.03%
Education/Training/Library	8,849	6.37%
Farming/Fishing/Forestry	31	0.02%
Food Prep/Serving	3,996	2.87%
Health Practitioner/Technician	8,580	6.17%
Healthcare Support	2,684	1.93%
Maintenance Repair	4,134	2.97%
Legal	1,236	0.89%
Life/Physical/Social Science	789	0.57%
Management	19,941	14.35%
Office/Admin. Support	14,839	10.68%
Production	4,996	3.59%
Protective Services	2,591	1.86%
Sales/Related	14,079	10.13%
Personal Care/Service	3,907	2.81%
Transportation/Moving	7,199	5.18%
2025 Est. Pop 16+ by Occupation Classification		
White Collar	101,972	73.36%
Blue Collar	20,538	14.78%
Service and Farm	16,486	11.86%
2025 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	90,690	66.29%
Car Pooled	11,155	8.15%
Public Transportation	751	0.55%
Walked	845	0.62%
Bicycle	78	0.06%
Other Means	2,474	1.81%
Worked at Home	30,805	22.52%
2025 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	19,162	
15 - 29 Minutes	32,442	
30 - 44 Minutes	29,861	
45 - 59 Minutes	17,212	
60 or more Minutes	11,902	
2025 Est. Avg Travel Time to Work in Minutes		34
2025 Est. Occupied Housing Units by Tenure	**84,060**	
Owner Occupied	68,240	81.18%
Renter Occupied	15,819	18.82%
2025 Owner Occ. HUs: Avg. Length of Residence		12.05[†]
2025 Renter Occ. HUs: Avg. Length of Residence		5.96[†]

DESCRIPTION	DATA	%
2025 Est. Owner-Occupied Housing Units by Value	**68,240**	
Value Less than $20,000	1,022	1.50%
Value $20,000 - $39,999	656	0.96%
Value $40,000 - $59,999	536	0.79%
Value $60,000 - $79,999	241	0.35%
Value $80,000 - $99,999	193	0.28%
Value $100,000 - $149,999	1,265	1.85%
Value $150,000 - $199,999	1,025	1.50%
Value $200,000 - $299,999	6,316	9.26%
Value $300,000 - $399,999	12,912	18.92%
Value $400,000 - $499,999	13,055	19.13%
Value $500,000 - $749,999	17,986	26.36%
Value $750,000 - $999,999	7,947	11.65%
Value $1,000,000 or $1,499,999	3,470	5.08%
Value $1,500,000 or $1,999,999	963	1.41%
Value $2,000,000+	653	0.96%
2025 Est. Median All Owner-Occupied Housing Value		$474,611
2025 Est. Housing Units by Units in Structure		
1 Unit Detached	72,721	83.67%
1 Unit Attached	1,746	2.01%
2 Units	149	0.17%
3 or 4 Units	502	0.58%
5 to 19 Units	2,936	3.38%
20 to 49 Units	1,350	1.55%
50 or More Units	2,611	3.00%
Mobile Home or Trailer	4,722	5.43%
Boat, RV, Van, etc.	176	0.20%
2025 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	13,325	15.33%
Housing Units Built 2010 to 2019	17,192	19.78%
Housing Units Built 2000 to 2009	28,022	32.24%
Housing Units Built 1990 to 1999	12,755	14.68%
Housing Units Built 1980 to 1989	8,831	10.16%
Housing Units Built 1970 to 1979	3,889	4.47%
Housing Units Built 1960 to 1969	1,207	1.39%
Housing Units Built 1950 to 1959	748	0.86%
Housing Units Built 1940 to 1949	422	0.49%
Housing Unit Built 1939 or Earlier	522	0.60%
2025 Est. Median Year Structure Built		2005

[†] 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.

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.