



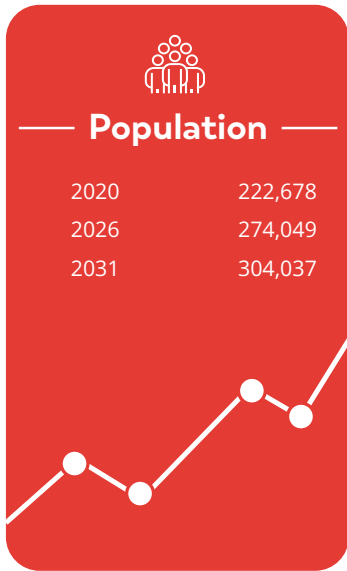
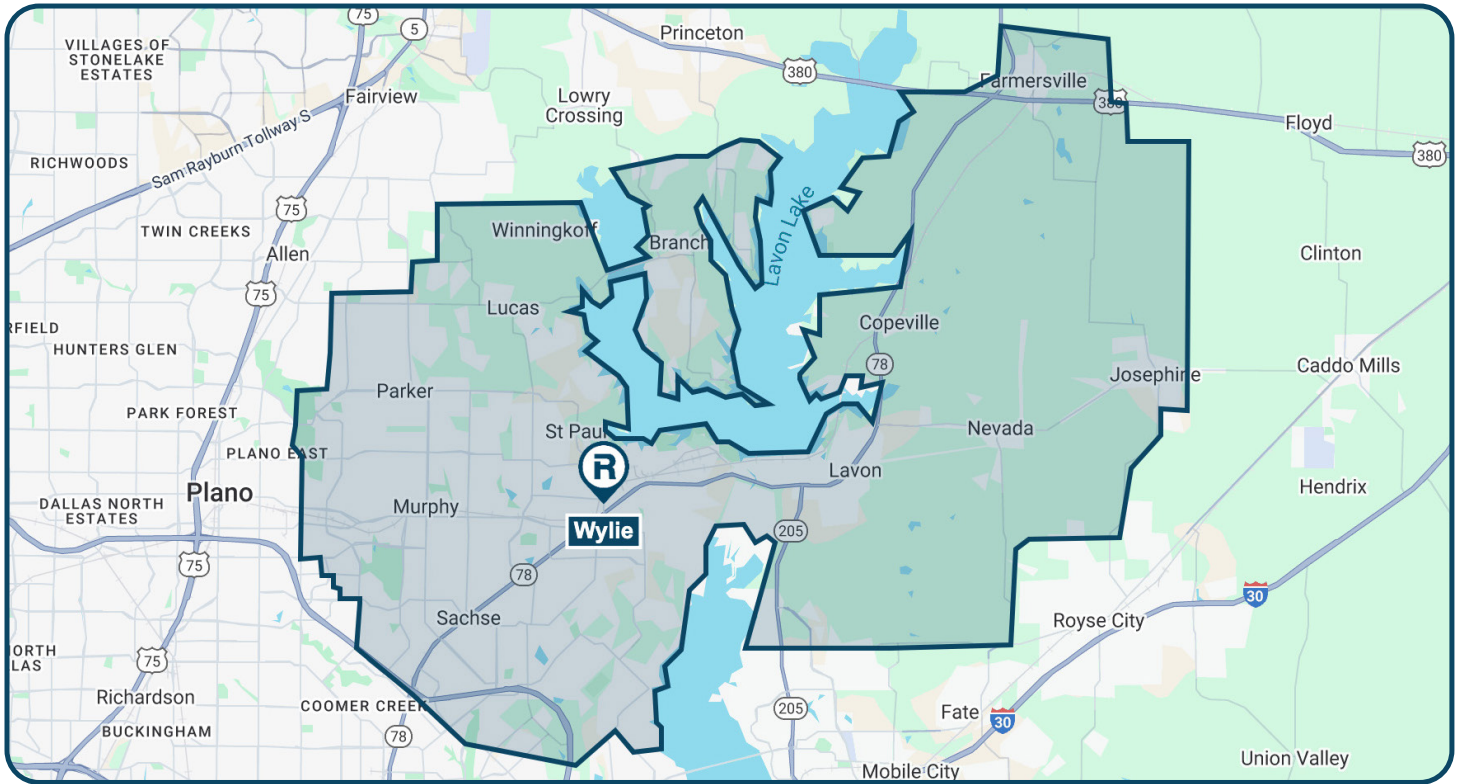
The**Retail**Coach®

# RETAIL TRADE AREA DEMOGRAPHIC PROFILE

WYLIE, TEXAS

PREPARED FOR WYLIE ECONOMIC DEVELOPMENT CORPORATION  
MAY 2026

# DEMOGRAPHIC SNAPSHOT



**Age**

0-9 Years	12.29%
10 - 17 Years	12.14%
18 - 24 Years	9.95%
25 - 34 Years	10.60%
35 - 44 Years	13.83%
45 - 54 Years	14.75%
55 - 64 Years	12.93%
65 and Older	13.51%
Median Age	38.83
Average Age	38.30

**Educational Attainment (%)**

Graduate or Professional Degree	17.40%
Bachelors Degree	29.33%
Associate Degree	7.93%
Some College	20.26%
High School Graduate (GED)	17.87%
Some High School, No Degree	3.96%
Less than 9th Grade	3.25%

**Race Distribution**

White	48.64%
Black/African American	11.71%
American Indian/Alaskan	0.76%
Asian	19.14%
Native Hawaiian/Islander	0.08%
Other Race	7.24%
Two or More Races	12.42%
Hispanic	18.91%
Non-Hispanic	81.09%

**Income**

Average HH	\$179,641
Median HH	\$134,245
Per Capita	\$57,936

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Population</b>		
2031 Projection	304,037	
2026 Estimate	274,049	
2020 Census	222,678	
2010 Census	172,171	
Growth 2026 - 2031		10.94%
Growth 2020 - 2026		23.07%
Growth 2010 - 2020		29.33%
<b>2026 Est. Population by Single-Classification Race</b>		
	<b>274,049</b>	
White Alone	133,308	48.64%
Black or African American Alone	32,094	11.71%
Amer. Indian and Alaska Native Alone	2,088	0.76%
Asian Alone	52,462	19.14%
Native Hawaiian and Other Pacific Island Alone	213	0.08%
Some Other Race Alone	19,847	7.24%
Two or More Races	34,037	12.42%
<b>2026 Est. Population by Hispanic or Latino Origin</b>		
	<b>274,049</b>	
Not Hispanic or Latino	222,219	81.09%
Hispanic or Latino	51,830	18.91%
Mexican	37,647	72.64%
Puerto Rican	2,246	4.33%
Cuban	372	0.72%
All Other Hispanic or Latino	11,565	22.31%
<b>2026 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
	<b>51,830</b>	
White Alone	10,466	20.19%
Black or African American Alone	493	0.95%
American Indian and Alaska Native Alone	1,073	2.07%
Asian Alone	224	0.43%
Native Hawaiian and Other Pacific Islander Alone	37	0.07%
Some Other Race Alone	18,783	36.24%
Two or More Races	20,754	40.04%
<b>2026 Est. Pop by Race, Asian Alone, by Category</b>		
	<b>52,462</b>	
Chinese, except Taiwanese	4,661	8.88%
Filipino	2,906	5.54%
Japanese	186	0.36%
Asian Indian	20,296	38.69%
Korean	1,109	2.11%
Vietnamese	13,348	25.44%
Cambodian	602	1.15%
Hmong	15	0.03%
Laotian	357	0.68%
Thai	147	0.28%
All Other Asian Races Including 2+ Category	8,835	16.84%

DESCRIPTION	DATA	%
<b>2026 Est. Population by Ancestry</b>		
	<b>274,049</b>	
Arab	4,225	1.54%
Czech	1,325	0.48%
Danish	754	0.28%
Dutch	1,476	0.54%
English	24,464	8.93%
French (except Basque)	3,570	1.30%
French Canadian	530	0.19%
German	20,591	7.51%
Greek	320	0.12%
Hungarian	384	0.14%
Irish	16,713	6.10%
Italian	5,268	1.92%
Lithuanian	137	0.05%
United States or American	14,147	5.16%
Norwegian	1,495	0.55%
Polish	3,364	1.23%
Portuguese	372	0.14%
Russian	544	0.20%
Scottish	3,834	1.40%
Scotch-Irish	2,240	0.82%
Slovak	69	0.03%
Subsaharan African	6,856	2.50%
Swedish	1,430	0.52%
Swiss	338	0.12%
Ukrainian	377	0.14%
Welsh	622	0.23%
West Indian (except Hisp. groups)	549	0.20%
Other ancestries	92,598	33.79%
Ancestry Unclassified	65,458	23.89%
<b>2026 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	179,975	69.87%
Speak Asian/Pacific Island Language at Home	20,106	7.81%
Speak IndoEuropean Language at Home	16,799	6.52%
Speak Spanish at Home	30,902	12.00%
Speak Other Language at Home	9,787	3.80%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Population by Age</b>	<b>274,049</b>	
Age 0 - 4	16,480	6.01%
Age 5 - 9	17,201	6.28%
Age 10 - 14	20,416	7.45%
Age 15 - 17	12,848	4.69%
Age 18 - 20	12,370	4.51%
Age 21 - 24	14,909	5.44%
Age 25 - 34	29,041	10.60%
Age 35 - 44	37,895	13.83%
Age 45 - 54	40,434	14.75%
Age 55 - 64	35,421	12.93%
Age 65 - 74	23,181	8.46%
Age 75 - 84	11,131	4.06%
Age 85 and over	2,722	0.99%
Age 16 and over	215,670	78.70%
Age 18 and over	207,104	75.57%
Age 21 and over	194,734	71.06%
Age 65 and over	37,034	13.51%
2026 Est. Median Age		38.83
2026 Est. Average Age		38.30
<b>2026 Est. Population by Sex</b>	<b>274,049</b>	
Male	136,595	49.84%
Female	137,453	50.16%
<b>2026 Est. Male Population by Age</b>	<b>136,595</b>	
Age 0 - 4	8,410	6.16%
Age 5 - 9	8,797	6.44%
Age 10 - 14	10,284	7.53%
Age 15 - 17	6,568	4.81%
Age 18 - 20	6,313	4.62%
Age 21 - 24	7,617	5.58%
Age 25 - 34	14,714	10.77%
Age 35 - 44	18,482	13.53%
Age 45 - 54	19,971	14.62%
Age 55 - 64	18,092	13.25%
Age 65 - 74	11,276	8.26%
Age 75 - 84	4,986	3.65%
Age 85 and over	1,086	0.80%
2026 Est. Median Age, Male		38.20
2026 Est. Average Age, Male		37.78

DESCRIPTION	DATA	%
<b>2026 Est. Female Population by Age</b>	<b>137,453</b>	
Age 0 - 4	8,070	5.87%
Age 5 - 9	8,404	6.11%
Age 10 - 14	10,132	7.37%
Age 15 - 17	6,279	4.57%
Age 18 - 20	6,058	4.41%
Age 21 - 24	7,292	5.30%
Age 25 - 34	14,327	10.42%
Age 35 - 44	19,413	14.12%
Age 45 - 54	20,463	14.89%
Age 55 - 64	17,330	12.61%
Age 65 - 74	11,905	8.66%
Age 75 - 84	6,144	4.47%
Age 85 and over	1,636	1.19%
2026 Est. Median Age, Female		39.42
2026 Est. Average Age, Female		38.80
<b>2026 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	62,287	28.32%
Males, Never Married	32,526	14.79%
Females, Never Married	29,762	13.53%
Married, Spouse present	123,238	56.03%
Married, Spouse absent	8,232	3.74%
Widowed	8,165	3.71%
Males Widowed	1,873	0.85%
Females Widowed	6,292	2.86%
Divorced	18,029	8.20%
Males Divorced	7,703	3.50%
Females Divorced	10,326	4.70%
<b>2026 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	5,842	3.25%
Some High School, no diploma	7,127	3.96%
High School Graduate (or GED)	32,133	17.87%
Some College, no degree	36,432	20.26%
Associate Degree	14,267	7.93%
Bachelor's Degree	52,737	29.33%
Master's Degree	25,265	14.05%
Professional School Degree	3,943	2.19%
Doctorate Degree	2,080	1.16%
<b>2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	6,534	22.93%
High School Graduate	7,005	24.59%
Some College or Associate's Degree	8,215	28.83%
Bachelor's Degree or Higher	6,736	23.64%

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Households</b>		
2031 Projection	98,123	
2026 Estimate	88,253	
2020 Census	71,101	
2010 Census	55,425	
Growth 2026 - 2031		11.18%
Growth 2020 - 2026		24.12%
Growth 2010 - 2020		28.28%
<b>2026 Est. Households by Household Type</b>	<b>88,253</b>	
Family Households	72,654	82.32%
Nonfamily Households	15,599	17.68%
2026 Est. Group Quarters Population	406	
2026 Households by Ethnicity, Hispanic/Latino	13,238	
<b>2026 Est. Households by Household Income</b>	<b>88,253</b>	
Income < \$15,000	2,870	3.25%
Income \$15,000 - \$24,999	1,487	1.69%
Income \$25,000 - \$34,999	2,239	2.54%
Income \$35,000 - \$49,999	4,867	5.51%
Income \$50,000 - \$74,999	9,660	10.95%
Income \$75,000 - \$99,999	10,187	11.54%
Income \$100,000 - \$124,999	9,622	10.90%
Income \$125,000 - \$149,999	8,241	9.34%
Income \$150,000 - \$199,999	13,224	14.98%
Income \$200,000 - \$249,999	8,217	9.31%
Income \$250,000 - \$499,999	10,368	11.75%
Income \$500,000+	7,270	8.24%
2026 Est. Average Household Income		\$179,641
2026 Est. Median Household Income		\$134,245
<b>2026 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$136,236
Black or African American Alone		\$130,092
American Indian and Alaska Native Alone		\$116,501
Asian Alone		\$189,867
Native Hawaiian and Other Pacific Islander Alone		\$117,847
Some Other Race Alone		\$101,281
Two or More Races		\$115,683
Hispanic or Latino		\$102,508
Not Hispanic or Latino		\$141,829

DESCRIPTION	DATA	%
<b>2026 Est. HH by Type and Presence of Own Child.</b>	<b>88,253</b>	
Family Households with Children	35,499	40.22%
Family Households without Children	52,754	59.78%
<b>Married-Couple Families</b>	<b>58,956</b>	<b>66.80%</b>
Married-Couple Family, own children	29,489	33.41%
Married-Couple Family, no own children	29,467	33.39%
<b>Cohabiting-Couple Families</b>	<b>3,823</b>	<b>4.33%</b>
Cohabiting-Couple Family, own children	1,186	1.34%
Cohabiting-Couple Family, no own children	2,638	2.99%
<b>Male Householder Families</b>	<b>10,356</b>	<b>11.73%</b>
Male Householder, own children	1,410	1.60%
Male Householder, no own children	1,835	2.08%
Male Householder, only Nonrelatives	646	0.73%
Male Householder, Living Alone	6,466	7.33%
<b>Female Householder Families</b>	<b>15,117</b>	<b>17.13%</b>
Female Householder, own children	3,414	3.87%
Female Householder, no own children	3,921	4.44%
Female Householder, only Nonrelatives	640	0.73%
Female Householder, Living Alone	7,143	8.09%
<b>2026 Est. Households by Household Size</b>	<b>88,253</b>	
1-person	12,578	14.25%
2-person	25,161	28.51%
3-person	16,302	18.47%
4-person	18,330	20.77%
5-person	9,492	10.76%
6-person	4,040	4.58%
7-or-more-person	2,350	2.66%
2026 Est. Average Household Size		3.10
<b>2026 Est. Households by Number of Vehicles</b>	<b>88,253</b>	
No Vehicles	1,485	1.68%
1 Vehicle	18,076	20.48%
2 Vehicles	40,374	45.75%
3 Vehicles	18,862	21.37%
4 Vehicles	7,047	7.99%
5 or more Vehicles	2,409	2.73%
2026 Est. Average Number of Vehicles		2.2

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>Family Households</b>		
2031 Projection	80,731	
2026 Estimate	72,654	
2020 Estimate	58,979	
2010 Census	46,423	
Growth 2026 - 2031		11.12%
Growth 2020 - 2026		23.19%
Growth 2010 - 2020		27.05%
<b>2026 Est. Families by Poverty Status</b>		
<b>2026 Est. Families by Poverty Status</b>	<b>72,654</b>	
2026 Families at or Above Poverty	69,996	96.34%
2026 Families at or Above Poverty with Children	36,993	50.92%
2026 Families Below Poverty	2,658	3.66%
2026 Families Below Poverty with Children	1,863	2.56%
<b>2026 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	144,604	67.05%
Civilian Labor Force, Unemployed	5,567	2.58%
Armed Forces	39	0.02%
Not in Labor Force	65,461	30.35%
<b>2026 Est. Civ. Employed Pop 16+ by Class of Worker</b>		
For-Profit Private Workers	105,027	73.04%
Non-Profit Private Workers	8,056	5.60%
Local Government Workers	2,583	1.80%
State Government Workers	2,649	1.84%
Federal Government Workers	11,235	7.81%
Self-Employed Workers	14,082	9.79%
Unpaid Family Workers	162	0.11%

DESCRIPTION	DATA	%
<b>2026 Est. Civ. Employed Pop 16+ by Occupation</b>		
Architect/Engineer	5,914	4.11%
Arts/Entertainment/Sports	2,646	1.84%
Building Grounds Maintenance	3,621	2.52%
Business/Financial Operations	12,942	9.00%
Community/Social Services	1,776	1.24%
Computer/Mathematical	12,143	8.45%
Construction/Extraction	4,062	2.83%
Education/Training/Library	8,611	5.99%
Farming/Fishing/Forestry	82	0.06%
Food Prep/Serving	4,647	3.23%
Health Practitioner/Technician	8,976	6.24%
Healthcare Support	2,353	1.64%
Maintenance Repair	4,194	2.92%
Legal	1,331	0.93%
Life/Physical/Social Science	980	0.68%
Management	21,895	15.23%
Office/Admin. Support	14,979	10.42%
Production	5,135	3.57%
Protective Services	2,798	1.95%
Sales/Related	13,532	9.41%
Personal Care/Service	3,728	2.59%
Transportation/Moving	7,448	5.18%
<b>2026 Est. Pop 16+ by Occupation Classification</b>		
White Collar	105,726	73.53%
Blue Collar	20,839	14.49%
Service and Farm	17,230	11.98%
<b>2026 Est. Workers Age 16+ by Transp. to Work</b>		
Drove Alone	94,126	66.51%
Car Pooled	12,404	8.77%
Public Transportation	932	0.66%
Walked	712	0.50%
Bicycle	63	0.04%
Other Means	2,500	1.77%
Worked at Home	30,780	21.75%
<b>2026 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	18,489	
15 - 29 Minutes	31,314	
30 - 44 Minutes	32,481	
45 - 59 Minutes	15,641	
60 or more Minutes	12,989	
2026 Est. Avg Travel Time to Work in Minutes		35

# DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
<b>2026 Est. Occupied Housing Units by Tenure</b>	<b>88,253</b>	
Owner Occupied	71,574	81.10%
Renter Occupied	16,679	18.90%
2026 Owner Occ. HUs: Avg. Length of Residence		12.40 <sup>†</sup>
2026 Renter Occ. HUs: Avg. Length of Residence		5.55 <sup>†</sup>
<b>2026 Est. Owner-Occupied Housing Units by Value</b>	<b>71,574</b>	
Value Less than \$20,000	1,003	1.40%
Value \$20,000 - \$39,999	654	0.91%
Value \$40,000 - \$59,999	518	0.72%
Value \$60,000 - \$79,999	405	0.57%
Value \$80,000 - \$99,999	289	0.40%
Value \$100,000 - \$149,999	868	1.21%
Value \$150,000 - \$199,999	1,682	2.35%
Value \$200,000 - \$299,999	6,660	9.31%
Value \$300,000 - \$399,999	13,000	18.16%
Value \$400,000 - \$499,999	13,767	19.23%
Value \$500,000 - \$749,999	20,197	28.22%
Value \$750,000 - \$999,999	7,928	11.08%
Value \$1,000,000 or \$1,499,999	3,038	4.25%
Value \$1,500,000 or \$1,999,999	906	1.27%
Value \$2,000,000+	657	0.92%
2026 Est. Median All Owner-Occupied Housing Value		\$476,459
<b>2026 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	75,309	82.62%
1 Unit Attached	1,722	1.89%
2 Units	200	0.22%
3 or 4 Units	852	0.94%
5 to 19 Units	3,234	3.55%
20 to 49 Units	1,228	1.35%
50 or More Units	3,168	3.48%
Mobile Home or Trailer	5,031	5.52%
Boat, RV, Van, etc.	403	0.44%

DESCRIPTION	DATA	%
<b>2026 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2020 or later	18,260	20.03%
Housing Units Built 2010 to 2019	17,694	19.41%
Housing Units Built 2000 to 2009	27,758	30.45%
Housing Units Built 1990 to 1999	12,905	14.16%
Housing Units Built 1980 to 1989	8,184	8.98%
Housing Units Built 1970 to 1979	3,604	3.95%
Housing Units Built 1960 to 1969	1,115	1.22%
Housing Units Built 1950 to 1959	762	0.84%
Housing Units Built 1940 to 1949	369	0.41%
Housing Unit Built 1939 or Earlier	495	0.54%
2026 Est. Median Year Structure Built		2007

<sup>†</sup> 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**RetailCoach**.®

## 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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