



TheRetailCoach®

# PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Wylie, Texas

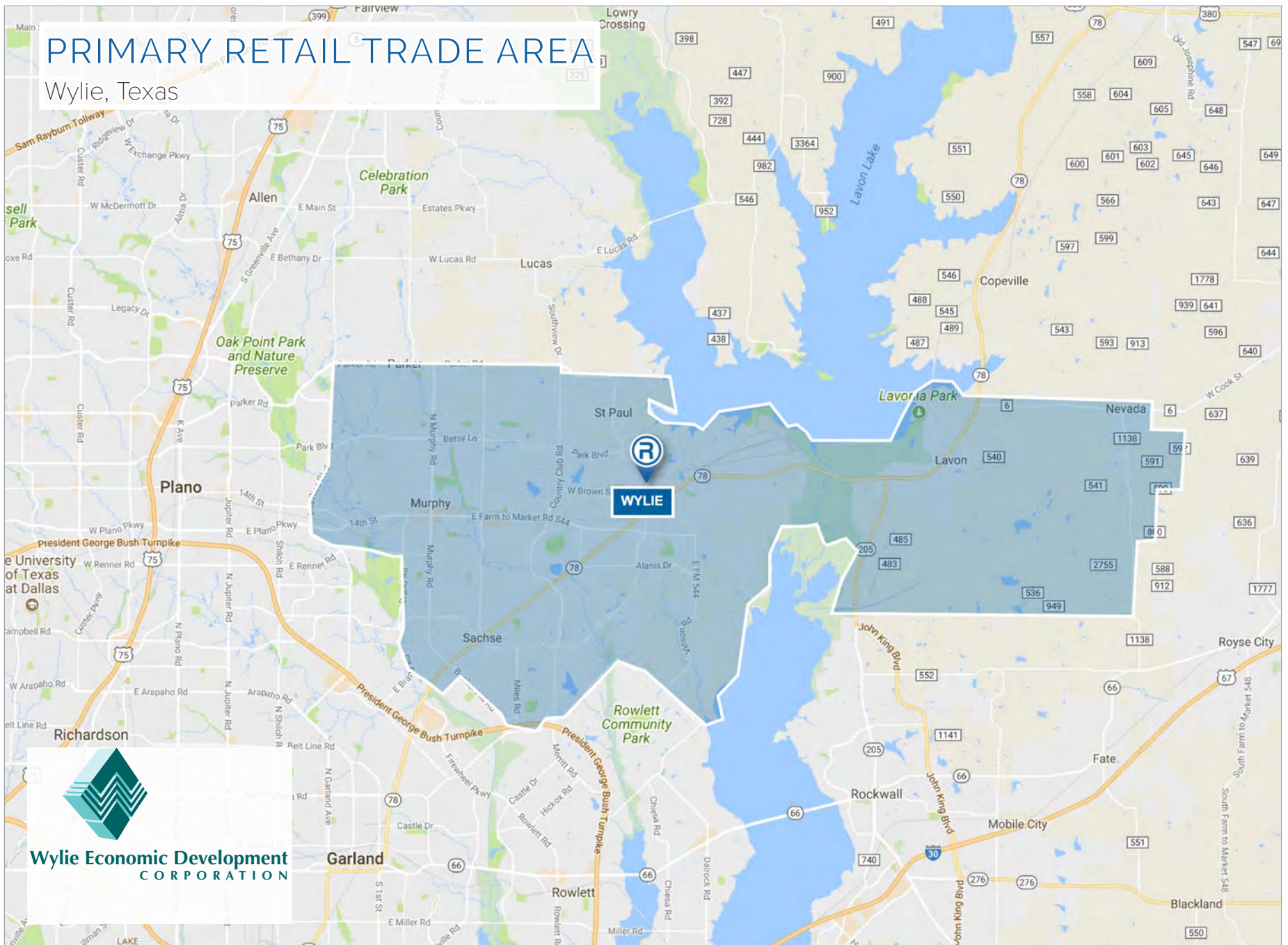
Prepared for  
Wylie Economic Development Corporation  
March 2018



**Wylie Economic Development**  
CORPORATION

# PRIMARY RETAIL TRADE AREA

Wylie, Texas



**Wylie Economic Development**  
CORPORATION

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# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Wylie, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
<b>44, 45, 722</b>	<b>Total retail trade including food and drinking places</b>	<b>\$2,512,989,958</b>	<b>\$456,818,879</b>	<b>\$2,056,171,079</b>	<b>0.18</b>
441	Motor vehicle and parts dealers	\$622,702,595	\$14,697,846	\$608,004,749	0.02
4411	Automobile dealers	\$548,057,592	\$3,950,132	\$544,107,460	0.01
4412	Other motor vehicle dealers	\$32,590,094	\$683,680	\$31,906,414	0.02
4413	Automotive parts, accessories, and tire stores	\$42,054,910	\$10,064,034	\$31,990,876	0.24
442	Furniture and home furnishings stores	\$51,833,607	\$7,635,463	\$44,198,144	0.15
4421	Furniture stores	\$27,948,814	\$3,274,982	\$24,673,832	0.12
4422	Home furnishings stores	\$23,884,793	\$4,360,481	\$19,524,312	0.18
443	Electronics and appliance stores	\$43,776,511	\$2,653,467	\$41,123,044	0.06
443141	Household appliance stores	\$6,842,899	\$331,841	\$6,511,058	0.05
443142	Electronics stores	\$36,933,612	\$2,321,626	\$34,611,986	0.06
444	Building material and garden equipment and supplies dealers	\$149,584,470	\$40,649,001	\$108,935,469	0.27
4441	Building material and supplies dealers	\$132,908,792	\$37,755,234	\$95,153,558	0.28
44411	Home centers	\$72,745,568	\$31,901,506	\$40,844,062	0.44
44412	Paint and wallpaper stores	\$2,562,921	\$1,360,518	\$1,202,403	0.53
44413	Hardware stores	\$8,752,990	\$1,662,967	\$7,090,023	0.19
44419	Other building material dealers	\$48,847,312	\$2,830,243	\$46,017,069	0.06
4442	Lawn and garden equipment and supplies stores	\$16,675,678	\$2,893,767	\$13,781,911	0.17
44421	Outdoor power equipment stores	\$1,823,178	\$784,010	\$1,039,168	0.43
44422	Nursery, garden center, and farm supply stores	\$14,852,500	\$2,109,757	\$12,742,743	0.14
445	Food and beverage stores	\$300,177,051	\$97,456,782	\$202,720,269	0.32
4451	Grocery stores	\$277,236,904	\$96,043,616	\$181,193,288	0.35
44511	Supermarkets and other grocery (except convenience) stores	\$268,013,467	\$94,582,551	\$173,430,916	0.35
44512	Convenience stores	\$9,223,437	\$1,461,065	\$7,762,372	0.16
4452	Specialty food stores	\$6,660,165	\$1,118,020	\$5,542,145	0.17
4453	Beer, wine, and liquor stores	\$16,279,983	\$295,146	\$15,984,837	0.02

\*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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Wylie, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$125,416,068	\$23,509,954	\$101,906,114	0.19
44611	Pharmacies and drug stores	\$104,375,339	\$18,741,747	\$85,633,592	0.18
44612	Cosmetics, beauty supplies, and perfume stores	\$7,916,056	\$1,971,187	\$5,944,869	0.25
44613	Optical goods stores	\$4,808,145	\$1,543,340	\$3,264,805	0.32
44619	Other health and personal care stores	\$8,316,528	\$1,253,680	\$7,062,848	0.15
447	Gasoline stations	\$251,998,172	\$30,641,439	\$221,356,733	0.12
44711	Gasoline stations with convenience stores	\$204,565,635	\$28,985,524	\$175,580,111	0.14
44719	Other gasoline stations	\$47,432,537	\$1,655,915	\$45,776,622	0.03
448	Clothing and clothing accessories stores	\$106,027,889	\$34,714,698	\$71,313,191	0.33
4481	Clothing stores	\$73,900,876	\$29,478,109	\$44,422,767	0.40
44811	Men's clothing stores	\$3,343,738	\$0	\$3,343,738	0.00
44812	Women's clothing stores	\$16,832,729	\$4,424,384	\$12,408,345	0.26
44813	Children's and infants' clothing stores	\$4,426,611	\$1,177,400	\$3,249,211	0.27
44814	Family clothing stores	\$38,532,168	\$21,586,413	\$16,945,755	0.56
44815	Clothing accessories stores	\$4,515,580	\$2,021,000	\$2,494,580	0.45
44819	Other clothing stores	\$6,250,048	\$268,912	\$5,981,136	0.04
4482	Shoe stores	\$18,411,770	\$1,594,039	\$16,817,731	0.09
4483	Jewelry, luggage, and leather goods stores	\$13,715,243	\$3,642,550	\$10,072,693	0.27
44831	Jewelry stores	\$12,822,388	\$3,642,550	\$9,179,838	0.28
44832	Luggage and leather goods stores	\$892,855	\$0	\$892,855	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$47,270,046	\$1,587,681	\$45,682,365	0.03
4511	Sporting goods, hobby, and musical instrument stores	\$42,009,329	\$1,587,681	\$40,421,648	0.04
45111	Sporting goods stores	\$30,869,504	\$0	\$30,869,504	0.00
45112	Hobby, toy, and game stores	\$8,357,744	\$1,587,681	\$6,770,063	0.19
45113	Sewing, needlework, and piece goods stores	\$1,082,531	\$0	\$1,082,531	0.00
45114	Musical instrument and supplies stores	\$1,699,550	\$0	\$1,699,550	0.00
4512	Book stores and news dealers	\$5,260,716	\$0	\$5,260,716	0.00

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$313,717,947	\$133,645,694	\$180,072,253	0.43
4522	Department stores	\$58,380,796	\$1,958,617	\$56,422,179	0.03
4523	Other general merchandise stores	\$255,337,152	\$131,687,077	\$123,650,075	0.52
453	Miscellaneous store retailers	\$40,417,849	\$11,869,566	\$28,548,283	0.29
4531	Florists	\$2,062,561	\$822,547	\$1,240,014	0.40
4532	Office supplies, stationery, and gift stores	\$10,986,971	\$43,917	\$10,943,054	0.00
45321	Office supplies and stationery stores	\$5,434,652	\$0	\$5,434,652	0.00
45322	Gift, novelty, and souvenir stores	\$5,552,319	\$43,917	\$5,508,402	0.01
4533	Used merchandise stores	\$9,014,992	\$674,655	\$8,340,337	0.07
4539	Other miscellaneous store retailers	\$18,353,325	\$10,328,447	\$8,024,878	0.56
45391	Pet and pet supplies stores	\$8,626,509	\$9,391,095	-\$764,586	1.09
45399	All other miscellaneous store retailers	\$9,726,816	\$937,352	\$8,789,464	0.10
454	Non-store retailers	\$146,943,751	\$3,679,506	\$143,264,245	0.03
722	Food services and drinking places	\$313,124,002	\$54,077,782	\$259,046,220	0.17
7223	Special food services	\$20,819,224	\$724,536	\$20,094,688	0.03
7224	Drinking places (alcoholic beverages)	\$11,338,584	\$63,777	\$11,274,807	0.01
7225	Restaurants and other eating places	\$280,966,193	\$53,289,469	\$227,676,724	0.19
722511	Full-service restaurants	\$122,977,363	\$17,485,409	\$105,491,954	0.14
722513	Limited-service restaurants	\$139,400,381	\$34,856,677	\$104,543,704	0.25
722514	Cafeterias, grill buffets, and buffets	\$6,054,814	\$0	\$6,054,814	0.00
722515	Snack and nonalcoholic beverage bars	\$12,533,635	\$947,383	\$11,586,252	0.08

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# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas



DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	151,468	
2018 Estimate	135,603	
2010 Census	104,772	
2000 Census	44,164	
Growth 2018 - 2023		11.70%
Growth 2010 - 2018		29.43%
Growth 2000 - 2010		137.23%
<b>2018 Est. Population by Single-Classification Race</b>	135,603	
White Alone	82,581	60.90%
Black or African American Alone	17,139	12.64%
Amer. Indian and Alaska Native Alone	788	0.58%
Asian Alone	23,083	17.02%
Native Hawaiian and Other Pacific Island Alone	83	0.06%
Some Other Race Alone	7,124	5.25%
Two or More Races	4,804	3.54%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	135,603	
Not Hispanic or Latino	115,433	85.13%
Hispanic or Latino	20,170	14.87%
Mexican	15,440	76.55%
Puerto Rican	696	3.45%
Cuban	252	1.25%
All Other Hispanic or Latino	3,782	18.75%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	20,170	
White Alone	11,334	56.19%
Black or African American Alone	280	1.39%
American Indian and Alaska Native Alone	217	1.08%
Asian Alone	65	0.32%
Native Hawaiian and Other Pacific Islander Alone	11	0.06%
Some Other Race Alone	6,894	34.18%
Two or More Races	1,368	6.78%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	23,083	
Chinese, except Taiwanese	2,324	10.07%
Filipino	2,113	9.15%
Japanese	138	0.60%
Asian Indian	7,469	32.36%
Korean	632	2.74%
Vietnamese	7,417	32.13%
Cambodian	227	0.98%
Hmong	7	0.03%
Laotian	32	0.14%
Thai	81	0.35%
All Other Asian Races Including 2+ Category	2,643	11.45%

# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas



DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	135,603	
Arab	457	0.34%
Czech	400	0.30%
Danish	290	0.21%
Dutch	640	0.47%
English	9,975	7.36%
French (except Basque)	1,145	0.84%
French Canadian	392	0.29%
German	12,687	9.36%
Greek	215	0.16%
Hungarian	313	0.23%
Irish	8,451	6.23%
Italian	2,366	1.75%
Lithuanian	43	0.03%
United States or American	9,751	7.19%
Norwegian	655	0.48%
Polish	1,073	0.79%
Portuguese	205	0.15%
Russian	155	0.11%
Scottish	2,593	1.91%
Scotch-Irish	886	0.65%
Slovak	40	0.03%
Subsaharan African	5,436	4.01%
Swedish	382	0.28%
Swiss	230	0.17%
Ukrainian	12	0.01%
Welsh	362	0.27%
West Indian (except Hisp. groups)	261	0.19%
Other ancestries	56,274	41.50%
Ancestry Unclassified	19,914	14.69%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	94,018	74.73%
Speak Asian/Pacific Island Language at Home	7,232	5.75%
Speak IndoEuropean Language at Home	6,773	5.38%
Speak Spanish at Home	14,175	11.27%
Speak Other Language at Home	3,612	2.87%
<b>2018 Est. Population by Age</b>	135,603	
Age 0 - 4	9,794	7.22%
Age 5 - 9	10,759	7.93%
Age 10 - 14	11,417	8.42%
Age 15 - 17	6,866	5.06%
Age 18 - 20	5,911	4.36%
Age 21 - 24	7,124	5.25%
Age 25 - 34	13,788	10.17%
Age 35 - 44	21,354	15.75%
Age 45 - 54	21,338	15.74%
Age 55 - 64	15,042	11.09%
Age 65 - 74	8,282	6.11%
Age 75 - 84	3,116	2.30%
Age 85 and over	813	0.60%
Age 16 and over	101,377	74.76%
Age 18 and over	96,767	71.36%
Age 21 and over	90,856	67.00%
Age 65 and over	12,210	9.00%
<b>2018 Est. Median Age</b>		36.14
<b>2018 Est. Average Age</b>		35.17

# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Wylie, Texas



DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	135,603	
Male	66,650	49.15%
Female	68,953	50.85%
<b>2018 Est. Male Population by Age</b>	66,650	
Age 0 - 4	4,960	7.44%
Age 5 - 9	5,379	8.07%
Age 10 - 14	5,810	8.72%
Age 15 - 17	3,474	5.21%
Age 18 - 20	3,030	4.55%
Age 21 - 24	3,639	5.46%
Age 25 - 34	6,629	9.95%
Age 35 - 44	10,001	15.01%
Age 45 - 54	10,636	15.96%
Age 55 - 64	7,563	11.35%
Age 65 - 74	3,844	5.77%
Age 75 - 84	1,409	2.11%
Age 85 and over	275	0.41%
<b>2018 Est. Median Age, Male</b>		35.46
<b>2018 Est. Average Age, Male</b>		34.66

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	68,953	
Age 0 - 4	4,834	7.01%
Age 5 - 9	5,380	7.80%
Age 10 - 14	5,607	8.13%
Age 15 - 17	3,392	4.92%
Age 18 - 20	2,881	4.18%
Age 21 - 24	3,486	5.06%
Age 25 - 34	7,159	10.38%
Age 35 - 44	11,353	16.47%
Age 45 - 54	10,701	15.52%
Age 55 - 64	7,478	10.85%
Age 65 - 74	4,438	6.44%
Age 75 - 84	1,707	2.48%
Age 85 and over	537	0.78%
<b>2018 Est. Median Age, Female</b>		36.71
<b>2018 Est. Average Age, Female</b>		35.66
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	25,935	25.03%
Males, Never Married	13,482	13.01%
Females, Never Married	12,453	12.02%
Married, Spouse present	61,927	59.76%
Married, Spouse absent	4,371	4.22%
Widowed	3,493	3.37%
Males Widowed	658	0.64%
Females Widowed	2,835	2.74%
Divorced	7,908	7.63%
Males Divorced	3,495	3.37%
Females Divorced	4,413	4.26%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,683	3.2%
Some High School, no diploma	3,784	4.5%
High School Graduate (or GED)	17,749	21.2%
Some College, no degree	18,496	22.1%
Associate Degree	7,162	8.6%
Bachelor's Degree	23,627	28.2%
Master's Degree	8,170	9.8%
Professional School Degree	1,105	1.3%
Doctorate Degree	957	1.1%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	2,904	28.32%
High School Graduate	2,440	23.80%
Some College or Associate's Degree	2,806	27.37%
Bachelor's Degree or Higher	2,104	20.52%
<b>Households</b>		
2023 Projection	46,178	
2018 Estimate	41,651	
2010 Census	33,107	
2000 Census	14,647	
Growth 2018 - 2023		10.87%
Growth 2010 - 2018		25.81%
Growth 2000 - 2010		126.03%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>		
Family Households	35,357	84.89%
Nonfamily Households	6,295	15.11%
2018 Est. Group Quarters Population	199	
2018 Households by Ethnicity, Hispanic/Latino	4,903	
<b>2018 Est. Households by Household Income</b>		
Income < \$15,000	1,194	2.87%
Income \$15,000 - \$24,999	1,499	3.60%
Income \$25,000 - \$34,999	1,424	3.42%
Income \$35,000 - \$49,999	3,495	8.39%
Income \$50,000 - \$74,999	6,852	16.45%
Income \$75,000 - \$99,999	6,545	15.71%
Income \$100,000 - \$124,999	6,571	15.78%
Income \$125,000 - \$149,999	4,686	11.25%
Income \$150,000 - \$199,999	4,769	11.45%
Income \$200,000 - \$249,999	2,050	4.92%
Income \$250,000 - \$499,999	1,958	4.70%
Income \$500,000+	607	1.46%
2018 Est. Average Household Income		\$118,333
2018 Est. Median Household Income		\$99,294

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$100,194
Black or African American Alone		\$100,456
American Indian and Alaska Native Alone		\$79,741
Asian Alone		\$103,367
Native Hawaiian and Other Pacific Islander Alone		\$88,536
Some Other Race Alone		\$84,470
Two or More Races		\$109,186
Hispanic or Latino		\$78,761
Not Hispanic or Latino		\$102,961
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	35,357	
Married-Couple Family, own children	17,526	49.57%
Married-Couple Family, no own children	12,202	34.51%
Male Householder, own children	939	2.66%
Male Householder, no own children	788	2.23%
Female Householder, own children	2,456	6.95%
Female Householder, no own children	1,445	4.09%
<b>2018 Est. Households by Household Size</b>	41,651	
1-person	4,914	11.80%
2-person	11,145	26.76%
3-person	8,474	20.35%
4-person	8,865	21.28%
5-person	4,935	11.85%
6-person	2,080	4.99%
7-or-more-person	1,239	2.98%
<b>2018 Est. Average Household Size</b>		3.25

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	41,651	
Households with 1 or More People under Age 18:	22,206	53.31%
Married-Couple Family	18,189	81.91%
Other Family, Male Householder	1,103	4.97%
Other Family, Female Householder	2,817	12.69%
Nonfamily, Male Householder	80	0.36%
Nonfamily, Female Householder	16	0.07%
<b>Households with No People under Age 18:</b>	19,446	46.69%
Married-Couple Family	11,539	59.34%
Other Family, Male Householder	629	3.24%
Other Family, Female Householder	1,079	5.55%
Nonfamily, Male Householder	3,044	15.65%
Nonfamily, Female Householder	3,155	16.22%
<b>2018 Est. Households by Number of Vehicles</b>	41,651	
No Vehicles	440	1.06%
1 Vehicle	7,028	16.87%
2 Vehicles	22,129	53.13%
3 Vehicles	8,418	20.21%
4 Vehicles	2,445	5.87%
5 or more Vehicles	1,192	2.86%
<b>2018 Est. Average Number of Vehicles</b>		2.25

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	39,203	
2018 Estimate	35,357	
2010 Census	28,075	
2000 Census	12,270	
Growth 2018 - 2023		10.88%
Growth 2010 - 2018		25.94%
Growth 2000 - 2010		128.81%
<b>2018 Est. Families by Poverty Status</b>	35,357	
2018 Families at or Above Poverty	34,120	96.50%
2018 Families at or Above Poverty with Children	20,623	58.33%
2018 Families Below Poverty	1,236	3.50%
2018 Families Below Poverty with Children	854	2.42%
<b>2018 Est. Pop 16+ by Employment Status</b>	101,376	
Civilian Labor Force, Employed	69,512	68.57%
Civilian Labor Force, Unemployed	3,476	3.43%
Armed Forces	16	0.02%
Not in Labor Force	28,372	27.99%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	69,913	
For-Profit Private Workers	52,504	75.10%
Non-Profit Private Workers	3,448	4.93%
Local Government Workers	1,040	1.49%
State Government Workers	1,950	2.79%
Federal Government Workers	4,617	6.60%
Self-Employed Workers	6,303	9.02%
Unpaid Family Workers	50	0.07%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	69,913	
Architect/Engineer	2,680	3.83%
Arts/Entertainment/Sports	1,113	1.59%
Building Grounds Maintenance	1,299	1.86%
Business/Financial Operations	4,662	6.67%
Community/Social Services	796	1.14%
Computer/Mathematical	4,043	5.78%
Construction/Extraction	2,321	3.32%
Education/Training/Library	5,119	7.32%
Farming/Fishing/Forestry	22	0.03%
Food Prep/Serving	2,205	3.15%
Health Practitioner/Technician	5,072	7.26%
Healthcare Support	595	0.85%
Maintenance Repair	2,052	2.94%
Legal	732	1.05%
Life/Physical/Social Science	471	0.67%
Management	9,330	13.35%
Office/Admin. Support	9,222	13.19%
Production	2,621	3.75%
Protective Services	1,367	1.96%
Sales/Related	8,954	12.81%
Personal Care/Service	2,818	4.03%
Transportation/Moving	2,418	3.46%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	69,913	
Blue Collar	52,195	74.66%
White Collar	9,412	13.46%
Service and Farm	8,306	11.88%

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Wylie, Texas



DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	68,475	
Drove Alone	56,339	82.28%
Car Pooled	5,392	7.87%
Public Transportation	790	1.15%
Walked	389	0.57%
Bicycle	20	0.03%
Other Means	771	1.13%
Worked at Home	4,772	6.97%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	8,981	
15 - 29 Minutes	17,878	
30 - 44 Minutes	18,608	
45 - 59 Minutes	11,106	
60 or more Minutes	7,236	
2018 Est. Avg Travel Time to Work in Minutes		35.76
<b>2018 Est. Occupied Housing Units by Tenure</b>	41,651	
Owner Occupied	36,223	86.97%
Renter Occupied	5,429	13.04%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		10.55
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		5.03

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	41,651	
Value Less than \$20,000	624	1.72%
Value \$20,000 - \$39,999	479	1.32%
Value \$40,000 - \$59,999	241	0.67%
Value \$60,000 - \$79,999	227	0.63%
Value \$80,000 - \$99,999	436	1.20%
Value \$100,000 - \$149,999	3,214	8.87%
Value \$150,000 - \$199,999	7,710	21.29%
Value \$200,000 - \$299,999	10,771	29.74%
Value \$300,000 - \$399,999	6,523	18.01%
Value \$400,000 - \$499,999	3,172	8.76%
Value \$500,000 - \$749,999	1,869	5.16%
Value \$750,000 - \$999,999	591	1.63%
Value \$1,000,000 or \$1,499,999	203	0.56%
Value \$1,500,000 or \$1,999,999	61	0.17%
Value \$2,000,000+	103	0.28%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$242,173
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	38,019	88.21%
1 Unit Detached	904	2.10%
2 Units	100	0.23%
3 or 4 Units	375	0.87%
5 to 19 Units	968	2.25%
20 to 49 Units	353	0.82%
50 or More Units	280	0.65%
Mobile Home or Trailer	2,089	4.85%
Boat, RV, Van, etc.	15	0.04%

# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

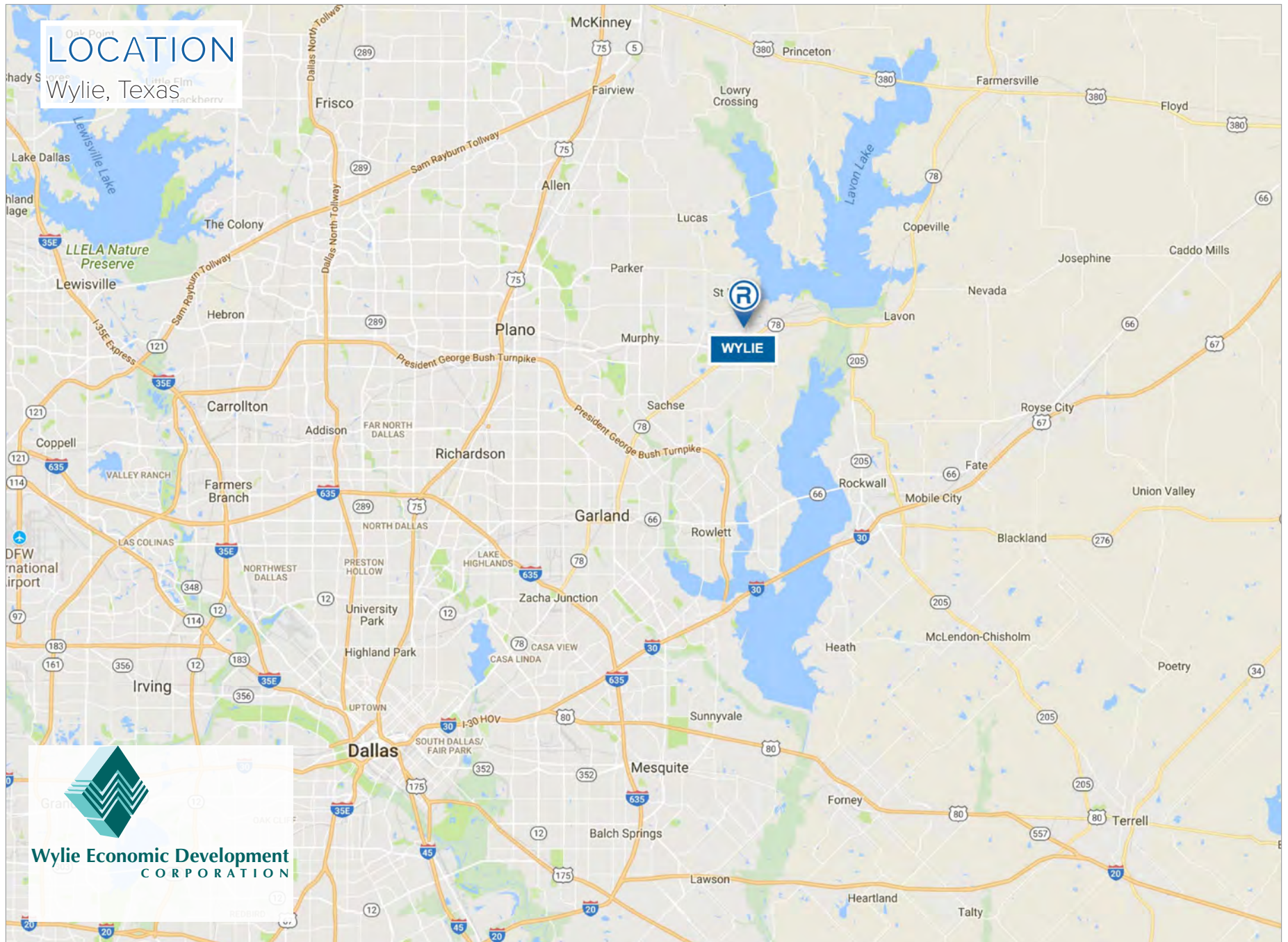
Wylie, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	6,998	16.24%
Housing Units Built 2010 to 2014	1,684	3.91%
Housing Units Built 2000 to 2009	18,821	43.67%
Housing Units Built 1990 to 1999	8,531	19.79%
Housing Units Built 1980 to 1989	4,047	9.39%
Housing Units Built 1970 to 1979	1,736	4.03%
Housing Units Built 1960 to 1969	750	1.74%
Housing Units Built 1950 to 1959	323	0.75%
Housing Units Built 1940 to 1949	114	0.26%
Housing Unit Built 1939 or Earlier	98	0.23%
<b>2018 Est. Median Year Structure Built</b>		2003



# LOCATION

Wylie, Texas



**CONTACT** SAMUEL D.R. SATTERWHITE, EXECUTIVE DIRECTOR

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Sam@Wylieedc.com | www.wylieedc.com

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas



DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	61,153	
2018 Estimate	54,607	
2010 Census	41,427	
2000 Census	16,019	
Growth 2018 - 2023		11.99%
Growth 2010 - 2018		31.82%
Growth 2000 - 2010		158.61%
<b>2018 Est. Population by Single-Classification Race</b>	54,607	
White Alone	34,790	63.71%
Black or African American Alone	8,370	15.33%
Amer. Indian and Alaska Native Alone	347	0.64%
Asian Alone	4,801	8.79%
Native Hawaiian and Other Pacific Island Alone	36	0.07%
Some Other Race Alone	4,213	7.72%
Two or More Races	2,050	3.75%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	54,607	
Not Hispanic or Latino	44,124	80.80%
Hispanic or Latino	10,483	19.20%
Mexican	8,039	76.69%
Puerto Rican	349	3.33%
Cuban	144	1.37%
All Other Hispanic or Latino	1,951	18.61%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	10,483	
White Alone	5,396	51.47%
Black or African American Alone	158	1.51%
American Indian and Alaska Native Alone	102	0.97%
Asian Alone	24	0.23%
Native Hawaiian and Other Pacific Islander Alone	6	0.06%
Some Other Race Alone	4,120	39.30%
Two or More Races	677	6.46%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	4,801	
Chinese, except Taiwanese	347	7.23%
Filipino	965	20.10%
Japanese	96	2.00%
Asian Indian	1,920	39.99%
Korean	46	0.96%
Vietnamese	724	15.08%
Cambodian	25	0.52%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	22	0.46%
All Other Asian Races Including 2+ Category	656	13.66%

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas



DESCRIPTION	DATA	%
<b>2018 Est. Population by Ancestry</b>	54,607	
Arab	154	0.28%
Czech	88	0.16%
Danish	64	0.12%
Dutch	152	0.28%
English	3,875	7.10%
French (except Basque)	363	0.67%
French Canadian	124	0.23%
German	5,646	10.34%
Greek	16	0.03%
Hungarian	167	0.31%
Irish	3,840	7.03%
Italian	793	1.45%
Lithuanian	0	0.00%
United States or American	3,731	6.83%
Norwegian	253	0.46%
Polish	269	0.49%
Portuguese	109	0.20%
Russian	67	0.12%
Scottish	1,358	2.49%
Scotch-Irish	451	0.83%
Slovak	15	0.03%
Subsaharan African	2,345	4.29%
Swedish	116	0.21%
Swiss	130	0.24%
Ukrainian	9	0.02%
Welsh	105	0.19%
West Indian (except Hisp. groups)	68	0.13%
Other ancestries	22,243	40.73%
Ancestry Unclassified	8,056	14.75%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	39,413	78.10%
Speak Asian/Pacific Island Language at Home	1,333	2.64%
Speak IndoEuropean Language at Home	1,923	3.81%
Speak Spanish at Home	6,158	12.20%
Speak Other Language at Home	1,635	3.24%
<b>2018 Est. Population by Age</b>	54,607	
Age 0 - 4	4,145	7.59%
Age 5 - 9	4,356	7.98%
Age 10 - 14	4,698	8.60%
Age 15 - 17	2,774	5.08%
Age 18 - 20	2,374	4.35%
Age 21 - 24	2,819	5.16%
Age 25 - 34	6,116	11.20%
Age 35 - 44	9,392	17.20%
Age 45 - 54	8,223	15.06%
Age 55 - 64	5,280	9.67%
Age 65 - 74	2,895	5.30%
Age 75 - 84	1,181	2.16%
Age 85 and over	354	0.65%
Age 16 and over	40,497	74.16%
Age 18 and over	38,634	70.75%
Age 21 and over	36,260	66.40%
Age 65 and over	4,430	8.11%
<b>2018 Est. Median Age</b>		35.03
<b>2018 Est. Average Age</b>		34.30

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	54,607	
Male	26,710	48.91%
Female	27,897	51.09%
<b>2018 Est. Male Population by Age</b>	26,710	
Age 0 - 4	2,082	7.80%
Age 5 - 9	2,168	8.12%
Age 10 - 14	2,387	8.94%
Age 15 - 17	1,404	5.26%
Age 18 - 20	1,217	4.56%
Age 21 - 24	1,432	5.36%
Age 25 - 34	2,916	10.92%
Age 35 - 44	4,511	16.89%
Age 45 - 54	4,113	15.40%
Age 55 - 64	2,591	9.70%
Age 65 - 74	1,293	4.84%
Age 75 - 84	489	1.83%
Age 85 and over	107	0.40%
<b>2018 Est. Median Age, Male</b>		34.24
<b>2018 Est. Average Age, Male</b>		33.60

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	27,897	
Age 0 - 4	2,063	7.40%
Age 5 - 9	2,188	7.84%
Age 10 - 14	2,311	8.28%
Age 15 - 17	1,370	4.91%
Age 18 - 20	1,157	4.15%
Age 21 - 24	1,387	4.97%
Age 25 - 34	3,200	11.47%
Age 35 - 44	4,881	17.50%
Age 45 - 54	4,110	14.73%
Age 55 - 64	2,689	9.64%
Age 65 - 74	1,602	5.74%
Age 75 - 84	692	2.48%
Age 85 and over	247	0.89%
<b>2018 Est. Median Age, Female</b>		35.62
<b>2018 Est. Average Age, Female</b>		34.90
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	10,566	25.52%
Males, Never Married	5,410	13.07%
Females, Never Married	5,156	12.45%
Married, Spouse present	23,900	57.72%
Married, Spouse absent	1,805	4.36%
Widowed	1,543	3.73%
Males Widowed	333	0.80%
Females Widowed	1,210	2.92%
Divorced	3,594	8.68%
Males Divorced	1,562	3.77%
Females Divorced	2,032	4.91%

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	829	2.5%
Some High School, no diploma	1,551	4.6%
High School Graduate (or GED)	7,927	23.7%
Some College, no degree	8,094	24.2%
Associate Degree	3,148	9.4%
Bachelor's Degree	8,927	26.7%
Master's Degree	2,583	7.7%
Professional School Degree	193	0.6%
Doctorate Degree	189	0.6%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	1,275	24.10%
High School Graduate	1,450	27.41%
Some College or Associate's Degree	1,598	30.20%
Bachelor's Degree or Higher	968	18.30%
<b>Households</b>		
2023 Projection	18,957	
2018 Estimate	17,045	
2010 Census	13,306	
2000 Census	5,327	
Growth 2018 - 2023		11.22%
Growth 2010 - 2018		28.10%
Growth 2000 - 2010		149.78%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>		
Family Households	14,091	82.67%
Nonfamily Households	2,954	17.33%
2018 Est. Group Quarters Population	199	
2018 Households by Ethnicity, Hispanic/Latino	2,551	
<b>2018 Est. Households by Household Income</b>		
Income < \$15,000	629	3.69%
Income \$15,000 - \$24,999	667	3.91%
Income \$25,000 - \$34,999	615	3.61%
Income \$35,000 - \$49,999	1,722	10.10%
Income \$50,000 - \$74,999	3,126	18.34%
Income \$75,000 - \$99,999	2,875	16.87%
Income \$100,000 - \$124,999	2,853	16.74%
Income \$125,000 - \$149,999	1,915	11.24%
Income \$150,000 - \$199,999	1,609	9.44%
Income \$200,000 - \$249,999	551	3.23%
Income \$250,000 - \$499,999	402	2.36%
Income \$500,000+	81	0.48%
2018 Est. Average Household Income		\$101,631
2018 Est. Median Household Income		\$90,216



# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class, Race or Eth.</b>		
White Alone		\$92,115
Black or African American Alone		\$89,921
American Indian and Alaska Native Alone		\$98,558
Asian Alone		\$82,560
Native Hawaiian and Other Pacific Islander Alone		\$94,810
Some Other Race Alone		\$84,944
Two or More Races		\$100,000
Hispanic or Latino		\$79,393
Not Hispanic or Latino		\$92,733
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	14,091	
Married-Couple Family, own children	6,876	48.80%
Married-Couple Family, no own children	4,416	31.34%
Male Householder, own children	473	3.36%
Male Householder, no own children	370	2.63%
Female Householder, own children	1,263	8.96%
Female Householder, no own children	693	4.92%
<b>2018 Est. Households by Household Size</b>	17,045	
1-person	2,295	13.46%
2-person	4,452	26.12%
3-person	3,532	20.72%
4-person	3,501	20.54%
5-person	1,957	11.48%
6-person	806	4.73%
7-or-more-person	502	2.95%
<b>2018 Est. Average Household Size</b>		3.19

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	17,045	
Households with 1 or More People under Age 18:	9,168	53.79%
Married-Couple Family	7,141	77.89%
Other Family, Male Householder	551	6.01%
Other Family, Female Householder	1,426	15.55%
Nonfamily, Male Householder	40	0.44%
Nonfamily, Female Householder	10	0.11%
<b>Households with No People under Age 18:</b>	7,877	46.21%
Married-Couple Family	4,155	52.75%
Other Family, Male Householder	293	3.72%
Other Family, Female Householder	528	6.70%
Nonfamily, Male Householder	1,359	17.25%
Nonfamily, Female Householder	1,542	19.58%
<b>2018 Est. Households by Number of Vehicles</b>	17,045	
No Vehicles	260	1.53%
1 Vehicle	3,477	20.40%
2 Vehicles	8,886	52.13%
3 Vehicles	3,178	18.65%
4 Vehicles	926	5.43%
5 or more Vehicles	318	1.87%
<b>2018 Est. Average Number of Vehicles</b>		2.1

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	15,675	
2018 Estimate	14,091	
2010 Census	11,003	
2000 Census	4,399	
Growth 2018 - 2023		11.24%
Growth 2010 - 2018		28.07%
Growth 2000 - 2010		150.13%
<b>2018 Est. Families by Poverty Status</b>	14,091	
2018 Families at or Above Poverty	13,468	95.58%
2018 Families at or Above Poverty with Children	8,435	59.86%
2018 Families Below Poverty	623	4.42%
2018 Families Below Poverty with Children	434	3.08%
<b>2018 Est. Pop 16+ by Employment Status</b>	40,497	
Civilian Labor Force, Employed	28,119	69.44%
Civilian Labor Force, Unemployed	1,541	3.81%
Armed Forces	4	0.01%
Not in Labor Force	10,833	26.75%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	28,218	
For-Profit Private Workers	21,538	76.33%
Non-Profit Private Workers	1,409	4.99%
Local Government Workers	485	1.72%
State Government Workers	776	2.75%
Federal Government Workers	1,956	6.93%
Self-Employed Workers	2,040	7.23%
Unpaid Family Workers	14	0.05%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	28,218	
Architect/Engineer	1,245	4.41%
Arts/Entertainment/Sports	352	1.25%
Building Grounds Maintenance	507	1.80%
Business/Financial Operations	1,699	6.02%
Community/Social Services	336	1.19%
Computer/Mathematical	1,317	4.67%
Construction/Extraction	1,201	4.26%
Education/Training/Library	2,201	7.80%
Farming/Fishing/Forestry	13	0.05%
Food Prep/Serving	766	2.72%
Health Practitioner/Technician	1,977	7.01%
Healthcare Support	291	1.03%
Maintenance Repair	1,029	3.65%
Legal	338	1.20%
Life/Physical/Social Science	100	0.35%
Management	3,023	10.71%
Office/Admin. Support	4,472	15.85%
Production	1,096	3.88%
Protective Services	455	1.61%
Sales/Related	3,683	13.05%
Personal Care/Service	915	3.24%
Transportation/Moving	1,202	4.26%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	28,218	
Blue Collar	20,743	73.51%
White Collar	4,528	16.05%
Service and Farm	2,947	10.44%

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas



DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	27,610	
Drove Alone	23,166	83.90%
Car Pooled	2,294	8.31%
Public Transportation	259	0.94%
Walked	182	0.66%
Bicycle	0	0.00%
Other Means	281	1.02%
Worked at Home	1,428	5.17%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,574	
15 - 29 Minutes	6,663	
30 - 44 Minutes	7,729	
45 - 59 Minutes	4,774	
60 or more Minutes	3,530	
2018 Est. Avg Travel Time to Work in Minutes		37
<b>2018 Est. Occupied Housing Units by Tenure</b>	17,045	
Owner Occupied	14,162	83.09%
Renter Occupied	2,883	16.91%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		10.5
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		4.9

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	17,045	
Value Less than \$20,000	407	2.87%
Value \$20,000 - \$39,999	273	1.93%
Value \$40,000 - \$59,999	143	1.01%
Value \$60,000 - \$79,999	123	0.87%
Value \$80,000 - \$99,999	218	1.54%
Value \$100,000 - \$149,999	1,888	13.33%
Value \$150,000 - \$199,999	3,758	26.54%
Value \$200,000 - \$299,999	3,965	28.00%
Value \$300,000 - \$399,999	1,929	13.62%
Value \$400,000 - \$499,999	735	5.19%
Value \$500,000 - \$749,999	537	3.79%
Value \$750,000 - \$999,999	163	1.15%
Value \$1,000,000 or \$1,499,999	14	0.10%
Value \$1,500,000 or \$1,999,999	6	0.04%
Value \$2,000,000+	3	0.02%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$204,727
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	14,859	84.14%
1 Unit Detached	395	2.24%
2 Units	86	0.49%
3 or 4 Units	199	1.13%
5 to 19 Units	540	3.06%
20 to 49 Units	260	1.47%
50 or More Units	79	0.45%
Mobile Home or Trailer	1,223	6.93%
Boat, RV, Van, etc.	18	0.10%

# COMMUNITY • DEMOGRAPHIC PROFILE

Wylie, Texas

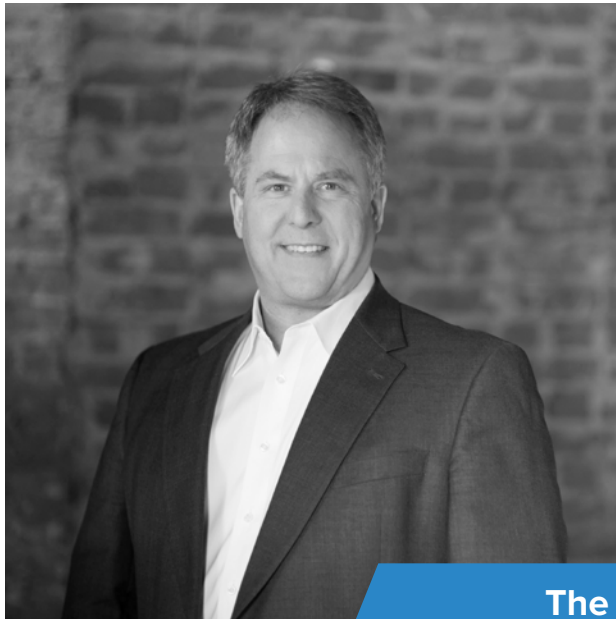
DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	2,604	14.75%
Housing Units Built 2010 to 2014	800	4.53%
Housing Units Built 2000 to 2009	8,039	45.52%
Housing Units Built 1990 to 1999	3,113	17.63%
Housing Units Built 1980 to 1989	1,795	10.17%
Housing Units Built 1970 to 1979	710	4.02%
Housing Units Built 1960 to 1969	272	1.54%
Housing Units Built 1950 to 1959	197	1.12%
Housing Units Built 1940 to 1949	90	0.51%
Housing Unit Built 1939 or Earlier	39	0.22%
<b>2018 Est. Median Year Structure Built</b>		
		2003

# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

 TheRetailCoach®



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 –

*“It’s not about data. It’s about your success.”*





# ACKNOWLEDGEMENTS

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, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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