

Retail Trade Area Demographic Profile

Wylie, Texas

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TheRetailCoach®

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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.

Retail360 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 Retail Trade Area Demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

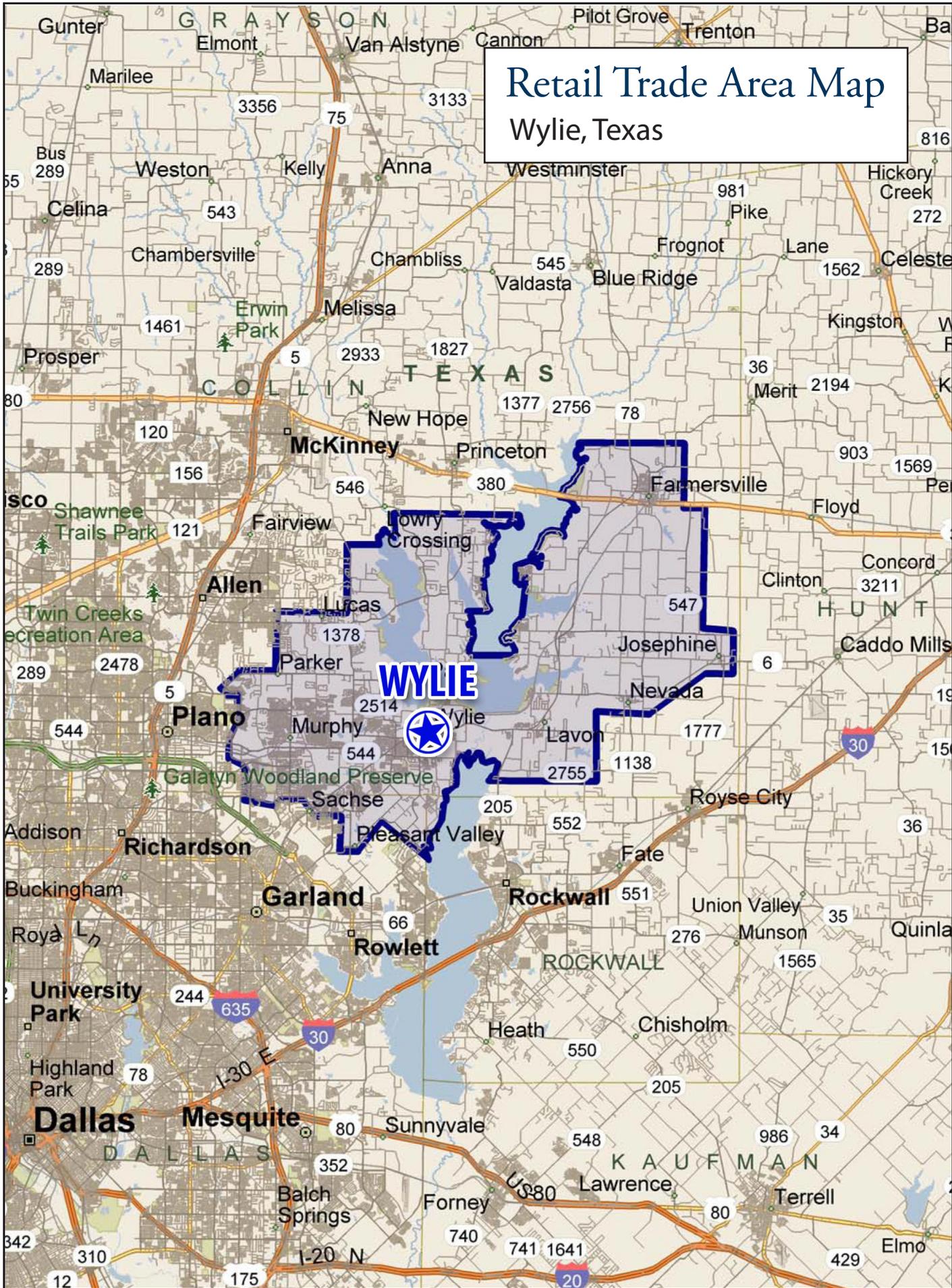
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients 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.

Retail Trade Area Map

Wylie, Texas



Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2015 Projection	135,458	
2010 Estimate	112,922	
2000 Census	55,648	
1990 Census	32,809	
Growth 2010-2015	19.96%	
Growth 2000-2010	102.92%	
Growth 1990-2000	69.61%	
2010 Est. Pop by Single Race Class	112,922	
White Alone	86,539	76.64
Black or African American Alone	8,482	7.51
Amer. Indian and Alaska Native Alone	978	0.87
Asian Alone	7,089	6.28
Native Hawaiian and Other Pac. Isl. Alone	60	0.05
Some Other Race Alone	6,380	5.65
Two or More Races	3,394	3.01
2010 Est. Pop Hisp or Latino by Origin	112,922	
Not Hispanic or Latino	95,903	84.93
Hispanic or Latino:	17,019	15.07
Mexican	13,607	79.95
Puerto Rican	213	1.25
Cuban	137	0.80
All Other Hispanic or Latino	3,062	17.99
2010 Est. Hisp or Latino by Single Race Class	17,019	
White Alone	9,261	54.42
Black or African American Alone	105	0.62
American Indian and Alaska Native Alone	170	1.00
Asian Alone	49	0.29
Native Hawaiian and Other Pacific Islander Alone	4	0.02
Some Other Race Alone	6,312	37.09
Two or More Races	1,118	6.57

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop. Asian Alone Race by Cat	7,089	
Chinese, except Taiwanese	1,159	16.35
Filipino	519	7.32
Japanese	152	2.14
Asian Indian	1,799	25.38
Korean	521	7.35
Vietnamese	1,999	28.20
Cambodian	48	0.68
Hmong	1	0.01
Laotian	37	0.52
Thai	149	2.10
All Other Asian Races Including 2+ Category	704	9.93
2010 Est. Population by Ancestry	112,922	
Pop, Arab	790	0.70
Pop, Czech	402	0.36
Pop, Danish	260	0.23
Pop, Dutch	982	0.87
Pop, English	8,452	7.48
Pop, French (except Basque)	1,905	1.69
Pop, French Canadian	218	0.19
Pop, German	11,398	10.09
Pop, Greek	317	0.28
Pop, Hungarian	239	0.21
Pop, Irish	9,667	8.56
Pop, Italian	2,025	1.79
Pop, Lithuanian	35	0.03
Pop, United States or American	12,413	10.99
Pop, Norwegian	400	0.35
Pop, Polish	1,060	0.94
Pop, Portuguese	93	0.08
Pop, Russian	313	0.28
Pop, Scottish	1,720	1.52
Pop, Scotch-Irish	1,100	0.97
Pop, Slovak	51	0.05
Pop, Sub-Saharan African	1,625	1.44
Pop, Swedish	451	0.40
Pop, Swiss	266	0.24
Pop, Ukrainian	99	0.09
Pop, Welsh	432	0.38
Pop, West Indian (exc Hisp groups)	137	0.12
Pop, Other ancestries	43,562	38.58

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Population by Ancestry		
Pop, Ancestry Unclassified	12,510	11.08
2010 Est. Pop Age 5+ by Language Spoken At Home	104,241	
Speak Only English at Home	85,229	81.76
Speak Asian/Pac. Isl. Lang. at Home	3,352	3.22
Speak IndoEuropean Language at Home	2,511	2.41
Speak Spanish at Home	11,833	11.35
Speak Other Language at Home	1,316	1.26
2010 Est. Population by Sex	112,922	
Male	56,539	50.07
Female	56,383	49.93
2010 Est. Population by Age	112,922	
Age 0 - 4	8,681	7.69
Age 5 - 9	9,242	8.18
Age 10 - 14	8,883	7.87
Age 15 - 17	5,401	4.78
Age 18 - 20	4,155	3.68
Age 21 - 24	5,519	4.89
Age 25 - 34	14,401	12.75
Age 35 - 44	17,933	15.88
Age 45 - 54	17,187	15.22
Age 55 - 64	11,491	10.18
Age 65 - 74	6,475	5.73
Age 75 - 84	2,739	2.43
Age 85 and over	815	0.72
Age 16 and over	84,249	74.61
Age 18 and over	80,716	71.48
Age 21 and over	76,561	67.80
Age 65 and over	10,030	8.88
2010 Est. Median Age	35.10	
2010 Est. Average Age	34.80	

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Male Population by Age	56,539	
Age 0 - 4	4,437	7.85
Age 5 - 9	4,712	8.33
Age 10 - 14	4,532	8.02
Age 15 - 17	2,783	4.92
Age 18 - 20	2,190	3.87
Age 21 - 24	2,808	4.97
Age 25 - 34	7,167	12.68
Age 35 - 44	8,937	15.81
Age 45 - 54	8,649	15.30
Age 55 - 64	5,675	10.04
Age 65 - 74	3,171	5.61
Age 75 - 84	1,193	2.11
Age 85 and over	285	0.50
2010 Est. Median Age, Male	34.50	
2010 Est. Average Age, Male	34.30	
2010 Est. Female Population by Age	56,383	
Age 0 - 4	4,244	7.53
Age 5 - 9	4,529	8.03
Age 10 - 14	4,351	7.72
Age 15 - 17	2,618	4.64
Age 18 - 20	1,966	3.49
Age 21 - 24	2,711	4.81
Age 25 - 34	7,234	12.83
Age 35 - 44	8,996	15.96
Age 45 - 54	8,538	15.14
Age 55 - 64	5,816	10.32
Age 65 - 74	3,305	5.86
Age 75 - 84	1,546	2.74
Age 85 and over	530	0.94
2010 Est. Median Age, Female	35.60	
2010 Est. Average Age, Female	35.30	

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 15+ by Marital Status	86,117	
Total, Never Married	20,700	24.04
Males, Never Married	11,675	13.56
Females, Never Married	9,025	10.48
Married, Spouse present	49,734	57.75
Married, Spouse absent	3,017	3.50
Widowed	3,787	4.40
Males Widowed	786	0.91
Females Widowed	3,000	3.48
Divorced	8,879	10.31
Males Divorced	3,532	4.10
Females Divorced	5,347	6.21
2010 Est. Pop. Age 25+ by Edu. Attainment	71,041	
Less than 9th grade	2,817	3.97
Some High School, no diploma	5,043	7.10
High School Graduate (or GED)	17,963	25.29
Some College, no degree	18,363	25.85
Associate Degree	5,024	7.07
Bachelor's Degree	15,094	21.25
Master's Degree	5,215	7.34
Professional School Degree	861	1.21
Doctorate Degree	661	0.93
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	8,294	
Less than 9th grade	1,586	19.12
Some High School, no diploma	1,102	13.29
High School Graduate (or GED)	2,413	29.09
Some College, no degree	1,286	15.51
Associate Degree	510	6.15
Bachelor's Degree	985	11.88
Graduate or Professional Degree	411	4.96

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
Households		
2015 Projection	45,914	
2010 Estimate	38,388	
2000 Census	18,840	
1990 Census	11,220	
Growth 2010-2015	19.61%	
Growth 2000-2010	103.76%	
Growth 1990-2000	67.91%	
2010 Est. Households by Household Type	38,388	
Family Households	30,927	80.56
Nonfamily Households	7,461	19.44
2010 Est. Group Quarters Population	188	
2010 HHs by Ethnicity, Hispanic/Latino	4,203	10.95
2010 Est. HHs by HH Income	38,388	
Income Less than \$15,000	1,938	5.05
Income \$15,000 - \$24,999	1,815	4.73
Income \$25,000 - \$34,999	2,714	7.07
Income \$35,000 - \$49,999	4,399	11.46
Income \$50,000 - \$74,999	7,865	20.49
Income \$75,000 - \$99,999	7,052	18.37
Income \$100,000 - \$124,999	4,888	12.73
Income \$125,000 - \$149,999	2,988	7.78
Income \$150,000 - \$199,999	2,313	6.03
Income \$200,000 - \$499,999	2,059	5.36
Income \$500,000 and more	357	0.93
2010 Est. Average Household Income	\$93,833	
2010 Est. Median Household Income	\$76,643	
2010 Est. Per Capita Income	\$31,910	

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Median HH Inc by Single Race Class. or Ethn		
White Alone	78,012.23	
Black or African American Alone	76,442.30	
American Indian and Alaska Native Alone	70,337.30	
Asian Alone	93,026.99	
Native Hawaiian and Other Pacific Islander Alone	87,500	
Some Other Race Alone	43,498.58	
Two or More Races	60,174.42	
Hispanic or Latino	53,548.50	
Not Hispanic or Latino	79,066.03	
2010 Est. Family HH Type, Presence Own Children	30,927	
Married-Couple Family, own children	13,444	43.47
Married-Couple Family, no own children	11,797	38.14
Male Householder, own children	1,091	3.53
Male Householder, no own children	863	2.79
Female Householder, own children	2,472	7.99
Female Householder, no own children	1,261	4.08
2010 Est. Households by Household Size	38,388	
1-person household	5,548	14.45
2-person household	11,976	31.20
3-person household	8,079	21.05
4-person household	7,615	19.84
5-person household	3,461	9.02
6-person household	1,171	3.05
7 or more person household	539	1.40
2010 Est. Average Household Size	2.94	

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Households by Presence of People	38,388	
Households with 1 or more People under Age 18:	17,885	46.59
Married-Couple Family	13,863	77.51
Other Family, Male Householder	1,172	6.55
Other Family, Female Householder	2,781	15.55
Nonfamily, Male Householder	60	0.34
Nonfamily, Female Householder	9	0.05
Households no People under Age 18:	20,503	53.41
Married-Couple Family	11,246	54.85
Other Family, Male Householder	754	3.68
Other Family, Female Householder	937	4.57
Nonfamily, Male Householder	3,714	18.11
Nonfamily, Female Householder	3,852	18.79
2010 Est. Households by Number of Vehicles	38,388	
No Vehicles	706	1.84
1 Vehicle	9,457	24.64
2 Vehicles	19,239	50.12
3 Vehicles	6,523	16.99
4 Vehicles	1,839	4.79
5 or more Vehicles	625	1.63
2010 Est. Average Number of Vehicles	2.05	
Family Households		
2015 Projection	37,013	
2010 Estimate	30,927	
2000 Census	15,500	
1990 Census	9,217	
Growth 2010-2015	19.68%	
Growth 2000-2010	99.53%	
Growth 1990-2000	68.17%	
2010 Est. Families by Poverty Status	30,927	
2010 Families at or Above Poverty	29,595	95.69
2010 Families at or Above Poverty with Children	16,730	54.10
2010 Families Below Poverty	1,332	4.31
2010 Families Below Poverty with Children	1,046	3.38

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 16+ by Employment Status	84,249	
In Armed Forces	13	0.02
Civilian - Employed	59,385	70.49
Civilian - Unemployed	2,611	3.10
Not in Labor Force	22,240	26.40
2010 Est. Civ Employed Pop 16+ Class of Worker	61,170	
For-Profit Private Workers	47,234	77.22
Non-Profit Private Workers	2,853	4.66
Local Government Workers	4,779	7.81
State Government Workers	1,243	2.03
Federal Government Workers	726	1.19
Self-Emp Workers	4,240	6.93
Unpaid Family Workers	96	0.16
2010 Est. Civ Employed Pop 16+ by Occupation	61,170	
Architect/Engineer	2,593	4.24
Arts/Entertain/Sports	907	1.48
Building Grounds Maint	2,022	3.31
Business/Financial Ops	3,130	5.12
Community/Soc Svcs	616	1.01
Computer/Mathematical	2,905	4.75
Construction/Extraction	4,922	8.05
Edu/Training/Library	3,693	6.04
Farm/Fish/Forestry	154	0.25
Food Prep/Serving	2,619	4.28
Health Practitioner/Tec	2,246	3.67
Healthcare Support	886	1.45
Maintenance Repair	2,434	3.98
Legal	394	0.64
Life/Phys/Soc Science	437	0.71
Management	6,629	10.84
Office/Admin Support	9,131	14.93
Production	2,640	4.32
Protective Svcs	1,464	2.39
Sales/Related	7,291	11.92
Personal Care/Svc	1,535	2.51
Transportation/Moving	2,522	4.12

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop 16+ by Occupation Classification	61,170	
Blue Collar	12,518	20.46
White Collar	39,972	65.35
Service and Farm	8,681	14.19
2010 Est. Workers Age 16+, Transp. To Work	60,173	
Drove Alone	50,038	83.16
Car Pooled	5,305	8.82
Public Transportation	377	0.63
Walked	475	0.79
Bicycle	111	0.18
Other Means	837	1.39
Worked at Home	3,029	5.03
2010 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	9,696	
15 - 29 Minutes	18,653	
30 - 44 Minutes	15,724	
45 - 59 Minutes	7,697	
60 or more Minutes	6,235	
2010 Est. Avg Travel Time to Work in Minutes	32.35	
2010 Est. Tenure of Occupied Housing Units	38,388	
Owner Occupied	32,822	85.50
Renter Occupied	5,566	14.50
2010 Owner Occ. HUs: Avg. Length of Residence	9.24	
2010 Renter Occ. HUs: Avg. Length of Residence	5.39	

Retail Trade Area Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. All Owner-Occupied Housing Values	32,822	
Value Less than \$20,000	1,020	3.11
Value \$20,000 - \$39,999	1,654	5.04
Value \$40,000 - \$59,999	1,752	5.34
Value \$60,000 - \$79,999	1,678	5.11
Value \$80,000 - \$99,999	1,802	5.49
Value \$100,000 - \$149,999	7,559	23.03
Value \$150,000 - \$199,999	5,797	17.66
Value \$200,000 - \$299,999	7,351	22.40
Value \$300,000 - \$399,999	2,588	7.88
Value \$400,000 - \$499,999	726	2.21
Value \$500,000 - \$749,999	526	1.60
Value \$750,000 - \$999,999	182	0.55
Value \$1,000,000 or more	186	0.57
2010 Est. Median All Owner-Occupied Housing Value	\$158,158	
2010 Est. Housing Units by Units in Structure	40,078	
1 Unit Attached	503	1.26
1 Unit Detached	32,113	80.13
2 Units	81	0.20
3 or 4 Units	384	0.96
5 to 19 Units	985	2.46
20 to 49 Units	456	1.14
50 or More Units	344	0.86
Mobile Home or Trailer	5,176	12.91
Boat, RV, Van, etc.	35	0.09
2010 Est. Housing Units by Year Structure Built	40,078	
Housing Unit Built 2000 or later	20,554	51.29
Housing Unit Built 1990 to 1999	8,320	20.76
Housing Unit Built 1980 to 1989	5,702	14.23
Housing Unit Built 1970 to 1979	2,847	7.10
Housing Unit Built 1960 to 1969	1,095	2.73
Housing Unit Built 1950 to 1959	650	1.62
Housing Unit Built 1940 to 1949	365	0.91
Housing Unit Built 1939 or Earlier	543	1.35
2010 Est. Median Year Structure Built **	1999	

***This row intentionally left blank. No total category data is available.**

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
Population		
2015 Projection	45,891	
2010 Estimate	37,980	
2000 Census	15,132	
1990 Census	8,930	
Growth 2010-2015	20.83%	
Growth 2000-2010	150.99%	
Growth 1990-2000	69.45%	
2010 Est. Pop by Single Race Class	37,980	
White Alone	31,797	83.72
Black or African American Alone	1,732	4.56
Amer. Indian and Alaska Native Alone	286	0.75
Asian Alone	473	1.25
Native Hawaiian and Other Pac. Isl. Alone	12	0.03
Some Other Race Alone	2,542	6.69
Two or More Races	1,138	3.00
2010 Est. Pop Hisp or Latino by Origin	37,980	
Not Hispanic or Latino	31,312	82.44
Hispanic or Latino:	6,668	17.56
Mexican	5,344	80.14
Puerto Rican	55	0.82
Cuban	32	0.48
All Other Hispanic or Latino	1,237	18.55
2010 Est. Hisp or Latino by Single Race Class	6,668	
White Alone	3,622	54.32
Black or African American Alone	32	0.48
American Indian and Alaska Native Alone	41	0.61
Asian Alone	11	0.16
Native Hawaiian and Other Pacific Islander Alone	2	0.03
Some Other Race Alone	2,533	37.99
Two or More Races	427	6.40

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop. Asian Alone Race by Cat	473	
Chinese, except Taiwanese	46	9.73
Filipino	61	12.90
Japanese	19	4.02
Asian Indian	69	14.59
Korean	93	19.66
Vietnamese	79	16.70
Cambodian	0	0.00
Hmong	0	0.00
Laotian	9	1.90
Thai	12	2.54
All Other Asian Races Including 2+ Category	85	17.97
2010 Est. Population by Ancestry	37,980	
Pop, Arab	153	0.40
Pop, Czech	122	0.32
Pop, Danish	50	0.13
Pop, Dutch	393	1.03
Pop, English	3,015	7.94
Pop, French (except Basque)	726	1.91
Pop, French Canadian	44	0.12
Pop, German	3,744	9.86
Pop, Greek	76	0.20
Pop, Hungarian	119	0.31
Pop, Irish	3,728	9.82
Pop, Italian	572	1.51
Pop, Lithuanian	10	0.03
Pop, United States or American	5,409	14.24
Pop, Norwegian	99	0.26
Pop, Polish	406	1.07
Pop, Portuguese	26	0.07
Pop, Russian	96	0.25
Pop, Scottish	507	1.33
Pop, Scotch-Irish	375	0.99
Pop, Slovak	3	0.01
Pop, Sub-Saharan African	257	0.68
Pop, Swedish	172	0.45
Pop, Swiss	119	0.31
Pop, Ukrainian	10	0.03
Pop, Welsh	147	0.39
Pop, West Indian (exc Hisp groups)	0	0.00
Pop, Other ancestries	12,847	33.83

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Population by Ancestry		
Pop, Ancestry Unclassified	4,755	12.52
2010 Est. Pop Age 5+ by Language Spoken At Home	35,013	
Speak Only English at Home	29,805	85.13
Speak Asian/Pac. Isl. Lang. at Home	257	0.73
Speak IndoEuropean Language at Home	461	1.32
Speak Spanish at Home	4,403	12.58
Speak Other Language at Home	87	0.25
2010 Est. Population by Sex	37,980	
Male	18,971	49.95
Female	19,009	50.05
2010 Est. Population by Age	37,980	
Age 0 - 4	2,967	7.81
Age 5 - 9	3,207	8.44
Age 10 - 14	3,131	8.24
Age 15 - 17	1,890	4.98
Age 18 - 20	1,419	3.74
Age 21 - 24	1,935	5.09
Age 25 - 34	5,085	13.39
Age 35 - 44	6,416	16.89
Age 45 - 54	5,575	14.68
Age 55 - 64	3,275	8.62
Age 65 - 74	1,903	5.01
Age 75 - 84	889	2.34
Age 85 and over	288	0.76
Age 16 and over	28,044	73.84
Age 18 and over	26,785	70.52
Age 21 and over	25,366	66.79
Age 65 and over	3,080	8.11
2010 Est. Median Age	33.73	
2010 Est. Average Age	33.80	

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Male Population by Age	18,971	
Age 0 - 4	1,503	7.92
Age 5 - 9	1,628	8.58
Age 10 - 14	1,594	8.40
Age 15 - 17	955	5.03
Age 18 - 20	756	3.99
Age 21 - 24	987	5.20
Age 25 - 34	2,538	13.38
Age 35 - 44	3,252	17.14
Age 45 - 54	2,811	14.82
Age 55 - 64	1,594	8.40
Age 65 - 74	896	4.72
Age 75 - 84	369	1.95
Age 85 and over	88	0.46
2010 Est. Median Age, Male	33.13	
2010 Est. Average Age, Male	33.20	
2010 Est. Female Population by Age	19,009	
Age 0 - 4	1,464	7.70
Age 5 - 9	1,579	8.31
Age 10 - 14	1,537	8.09
Age 15 - 17	935	4.92
Age 18 - 20	663	3.49
Age 21 - 24	948	4.99
Age 25 - 34	2,547	13.40
Age 35 - 44	3,164	16.64
Age 45 - 54	2,764	14.54
Age 55 - 64	1,681	8.84
Age 65 - 74	1,007	5.30
Age 75 - 84	520	2.74
Age 85 and over	200	1.05
2010 Est. Median Age, Female	34.34	
2010 Est. Average Age, Female	34.40	

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 15+ by Marital Status	28,675	
Total, Never Married	7,083	24.70
Males, Never Married	4,060	14.16
Females, Never Married	3,023	10.54
Married, Spouse present	15,756	54.95
Married, Spouse absent	1,171	4.08
Widowed	1,452	5.06
Males Widowed	290	1.01
Females Widowed	1,162	4.05
Divorced	3,213	11.20
Males Divorced	1,247	4.35
Females Divorced	1,966	6.86
2010 Est. Pop. Age 25+ by Edu. Attainment	23,431	
Less than 9th grade	839	3.58
Some High School, no diploma	1,981	8.45
High School Graduate (or GED)	6,189	26.41
Some College, no degree	7,101	30.31
Associate Degree	1,675	7.15
Bachelor's Degree	4,311	18.40
Master's Degree	1,059	4.52
Professional School Degree	211	0.90
Doctorate Degree	65	0.28
2010 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	3,146	
Less than 9th grade	481	15.29
Some High School, no diploma	456	14.49
High School Graduate (or GED)	1,028	32.68
Some College, no degree	492	15.64
Associate Degree	172	5.47
Bachelor's Degree	387	12.30
Graduate or Professional Degree	130	4.13

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
Households		
2015 Projection	15,508	
2010 Estimate	12,852	
2000 Census	5,085	
1990 Census	3,039	
Growth 2010-2015	20.67%	
Growth 2000-2010	152.74%	
Growth 1990-2000	67.32%	
2010 Est. Households by Household Type	12,852	
Family Households	10,229	79.59
Nonfamily Households	2,623	20.41
2010 Est. Group Quarters Population	113	
2010 HHs by Ethnicity, Hispanic/Latino	1,638	12.75
2010 Est. HHs by HH Income	12,852	
Income Less than \$15,000	569	4.43
Income \$15,000 - \$24,999	660	5.14
Income \$25,000 - \$34,999	1,084	8.43
Income \$35,000 - \$49,999	1,638	12.75
Income \$50,000 - \$74,999	3,063	23.83
Income \$75,000 - \$99,999	2,492	19.39
Income \$100,000 - \$124,999	1,416	11.02
Income \$125,000 - \$149,999	833	6.48
Income \$150,000 - \$199,999	600	4.67
Income \$200,000 - \$499,999	418	3.25
Income \$500,000 and more	79	0.61
2010 Est. Average Household Income	\$83,698	
2010 Est. Median Household Income	\$70,198	
2010 Est. Per Capita Income	\$28,346	

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Median HH Inc by Single Race Class. or Ethn		
White Alone	72,359.42	
Black or African American Alone	71,460.18	
American Indian and Alaska Native Alone	70,098.04	
Asian Alone	95,312.50	
Native Hawaiian and Other Pacific Islander Alone	62,500	
Some Other Race Alone	41,108.25	
Two or More Races	61,189.52	
Hispanic or Latino	48,190.56	
Not Hispanic or Latino	72,518.84	
2010 Est. Family HH Type, Presence Own Children	10,229	
Married-Couple Family, own children	4,623	45.20
Married-Couple Family, no own children	3,270	31.97
Male Householder, own children	451	4.41
Male Householder, no own children	306	2.99
Female Householder, own children	1,077	10.53
Female Householder, no own children	502	4.91
2010 Est. Households by Household Size	12,852	
1-person household	1,940	15.09
2-person household	3,691	28.72
3-person household	2,806	21.83
4-person household	2,717	21.14
5-person household	1,190	9.26
6-person household	358	2.79
7 or more person household	150	1.17
2010 Est. Average Household Size	2.95	

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Households by Presence of People	12,852	
Households with 1 or more People under Age 18:	6,466	50.31
Married-Couple Family	4,753	73.51
Other Family, Male Householder	476	7.36
Other Family, Female Householder	1,213	18.76
Nonfamily, Male Householder	21	0.32
Nonfamily, Female Householder	3	0.05
Households no People under Age 18:	6,386	49.69
Married-Couple Family	3,137	49.12
Other Family, Male Householder	270	4.23
Other Family, Female Householder	360	5.64
Nonfamily, Male Householder	1,218	19.07
Nonfamily, Female Householder	1,401	21.94
2010 Est. Households by Number of Vehicles	12,852	
No Vehicles	302	2.35
1 Vehicle	3,798	29.55
2 Vehicles	6,206	48.29
3 Vehicles	1,960	15.25
4 Vehicles	437	3.40
5 or more Vehicles	149	1.16
2010 Est. Average Number of Vehicles	1.92	
Family Households		
2015 Projection	12,352	
2010 Estimate	10,229	
2000 Census	4,107	
1990 Census	2,473	
Growth 2010-2015	20.75%	
Growth 2000-2010	149.06%	
Growth 1990-2000	66.07%	
2010 Est. Families by Poverty Status	10,229	
2010 Families at or Above Poverty	9,845	96.25
2010 Families at or Above Poverty with Children	6,017	58.82
2010 Families Below Poverty	384	3.75
2010 Families Below Poverty with Children	321	3.14

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop Age 16+ by Employment Status	28,044	
In Armed Forces	0	0.00
Civilian - Employed	19,998	71.31
Civilian - Unemployed	998	3.56
Not in Labor Force	7,048	25.13
2010 Est. Civ Employed Pop 16+ Class of Worker	20,442	
For-Profit Private Workers	16,041	78.47
Non-Profit Private Workers	915	4.48
Local Government Workers	1,548	7.57
State Government Workers	402	1.97
Federal Government Workers	215	1.05
Self-Emp Workers	1,308	6.40
Unpaid Family Workers	13	0.06
2010 Est. Civ Employed Pop 16+ by Occupation	20,442	
Architect/Engineer	772	3.78
Arts/Entertain/Sports	267	1.31
Building Grounds Maint	773	3.78
Business/Financial Ops	1,015	4.97
Community/Soc Svcs	192	0.94
Computer/Mathematical	858	4.20
Construction/Extraction	1,865	9.12
Edu/Training/Library	1,283	6.28
Farm/Fish/Forestry	61	0.30
Food Prep/Serving	1,066	5.21
Health Practitioner/Tec	567	2.77
Healthcare Support	273	1.34
Maintenance Repair	925	4.52
Legal	82	0.40
Life/Phys/Soc Science	130	0.64
Management	1,869	9.14
Office/Admin Support	3,344	16.36
Production	849	4.15
Protective Svcs	556	2.72
Sales/Related	2,419	11.83
Personal Care/Svc	451	2.21
Transportation/Moving	825	4.04

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. Pop 16+ by Occupation Classification	20,442	
Blue Collar	4,464	21.84
White Collar	12,798	62.61
Service and Farm	3,180	15.56
2010 Est. Workers Age 16+, Transp. To Work	20,062	
Drove Alone	16,767	83.58
Car Pooled	1,895	9.45
Public Transportation	93	0.46
Walked	257	1.28
Bicycle	74	0.37
Other Means	339	1.69
Worked at Home	637	3.18
2010 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,534	
15 - 29 Minutes	5,321	
30 - 44 Minutes	5,839	
45 - 59 Minutes	2,773	
60 or more Minutes	2,122	
2010 Est. Avg Travel Time to Work in Minutes	33.31	
2010 Est. Tenure of Occupied Housing Units	12,852	
Owner Occupied	10,888	84.72
Renter Occupied	1,964	15.28
2010 Owner Occ. HUs: Avg. Length of Residence	7.60	
2010 Renter Occ. HUs: Avg. Length of Residence	5.16	

Community Demographics

Wylie, Texas

DESCRIPTION	DATA	%
2010 Est. All Owner-Occupied Housing Values	10,888	
Value Less than \$20,000	521	4.79
Value \$20,000 - \$39,999	777	7.14
Value \$40,000 - \$59,999	740	6.80
Value \$60,000 - \$79,999	619	5.69
Value \$80,000 - \$99,999	664	6.10
Value \$100,000 - \$149,999	3,652	33.54
Value \$150,000 - \$199,999	1,956	17.96
Value \$200,000 - \$299,999	1,224	11.24
Value \$300,000 - \$399,999	476	4.37
Value \$400,000 - \$499,999	116	1.07
Value \$500,000 - \$749,999	77	0.71
Value \$750,000 - \$999,999	12	0.11
Value \$1,000,000 or more	54	0.50
2010 Est. Median All Owner-Occupied Housing Value	\$129,065	
2010 Est. Housing Units by Units in Structure	13,236	
1 Unit Attached	104	0.79
1 Unit Detached	9,822	74.21
2 Units	29	0.22
3 or 4 Units	212	1.60
5 to 19 Units	319	2.41
20 to 49 Units	50	0.38
50 or More Units	121	0.91
Mobile Home or Trailer	2,579	19.48
Boat, RV, Van, etc.	0	0.00
2010 Est. Housing Units by Year Structure Built	13,236	
Housing Unit Built 2000 or later	8,231	62.19
Housing Unit Built 1990 to 1999	2,155	16.28
Housing Unit Built 1980 to 1989	1,741	13.15
Housing Unit Built 1970 to 1979	522	3.94
Housing Unit Built 1960 to 1969	275	2.08
Housing Unit Built 1950 to 1959	163	1.23
Housing Unit Built 1940 to 1949	59	0.45
Housing Unit Built 1939 or Earlier	90	0.68
2010 Est. Median Year Structure Built **	2001	

***This row intentionally left blank. No total category data is available.**

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2009/2010, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, Mediamark Research Inc. 2009/2010 and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas and Microsoft Corporation.

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