



Community Profile

Retail Trade Area
 Wylie Wellness
 Drive time bands: 0-10, 10-20, 20-30 minute radii

Prepared by Esri
 Latitude: 33.00738
 Longitude: -96.54689

	0 - 10 minute	10 - 20 minute	20 - 30 minute
Population Summary			
2010 Total Population	92,390	411,910	1,029,189
2020 Total Population	122,765	473,545	1,195,968
2020 Group Quarters	236	2,878	10,311
2023 Total Population	133,309	488,618	1,244,865
2023 Group Quarters	240	2,859	10,329
2028 Total Population	140,396	499,015	1,286,316
2023-2028 Annual Rate	1.04%	0.42%	0.66%
2023 Total Daytime Population	101,026	465,392	1,389,186
Workers	37,796	231,302	816,237
Residents	63,230	234,090	572,949
Household Summary			
2010 Households	29,320	140,467	406,142
2010 Average Household Size	3.14	2.92	2.52
2020 Total Households	38,388	166,125	468,699
2020 Average Household Size	3.19	2.83	2.53
2023 Households	41,913	173,437	489,046
2023 Average Household Size	3.17	2.80	2.52
2028 Households	44,400	179,433	507,643
2028 Average Household Size	3.16	2.77	2.51
2023-2028 Annual Rate	1.16%	0.68%	0.75%
2010 Families	24,785	106,529	260,513
2010 Average Family Size	3.43	3.37	3.17
2023 Families	34,771	126,444	304,495
2023 Average Family Size	3.52	3.32	3.25
2028 Families	36,694	130,172	316,838
2028 Average Family Size	3.50	3.29	3.22
2023-2028 Annual Rate	1.08%	0.58%	0.80%
Housing Unit Summary			
2000 Housing Units	13,570	120,740	389,138
Owner Occupied Housing Units	83.9%	69.9%	50.0%
Renter Occupied Housing Units	11.9%	26.7%	44.6%
Vacant Housing Units	4.1%	3.4%	5.4%
2010 Housing Units	30,599	147,856	442,605
Owner Occupied Housing Units	83.0%	67.7%	49.6%
Renter Occupied Housing Units	12.8%	27.3%	42.2%
Vacant Housing Units	4.2%	5.0%	8.2%
2020 Housing Units	39,651	174,960	502,171
Owner Occupied Housing Units	79.6%	60.2%	46.8%
Renter Occupied Housing Units	17.2%	34.7%	46.5%
Vacant Housing Units	3.1%	5.0%	6.7%
2023 Housing Units	43,220	182,579	523,569
Owner Occupied Housing Units	77.9%	60.3%	47.4%
Renter Occupied Housing Units	19.1%	34.7%	46.0%
Vacant Housing Units	3.0%	5.0%	6.6%
2028 Housing Units	45,659	189,819	545,491
Owner Occupied Housing Units	77.4%	59.4%	47.5%
Renter Occupied Housing Units	19.9%	35.1%	45.6%
Vacant Housing Units	2.8%	5.5%	6.9%

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	41,913	173,433	489,027
<\$15,000	2.7%	5.7%	7.2%
\$15,000 - \$24,999	2.7%	4.9%	6.0%
\$25,000 - \$34,999	3.0%	5.5%	6.5%
\$35,000 - \$49,999	6.7%	10.2%	11.1%
\$50,000 - \$74,999	14.3%	18.1%	17.4%
\$75,000 - \$99,999	12.8%	13.5%	12.2%
\$100,000 - \$149,999	24.8%	19.9%	17.0%
\$150,000 - \$199,999	15.5%	10.3%	9.3%
\$200,000+	17.6%	11.9%	13.4%
Average Household Income	\$143,976	\$116,081	\$118,649
2028 Households by Income			
Household Income Base	44,400	179,433	507,624
<\$15,000	2.3%	5.1%	6.3%
\$15,000 - \$24,999	2.0%	3.9%	4.8%
\$25,000 - \$34,999	2.3%	4.6%	5.5%
\$35,000 - \$49,999	5.4%	8.9%	9.9%
\$50,000 - \$74,999	12.0%	16.9%	16.6%
\$75,000 - \$99,999	11.6%	13.5%	12.4%
\$100,000 - \$149,999	26.0%	21.3%	18.5%
\$150,000 - \$199,999	18.9%	12.5%	11.4%
\$200,000+	19.4%	13.3%	14.7%
Average Household Income	\$160,115	\$129,710	\$132,144
2023 Owner Occupied Housing Units by Value			
Total	33,679	110,095	248,202
<\$50,000	2.6%	1.4%	1.3%
\$50,000 - \$99,999	0.9%	1.3%	1.8%
\$100,000 - \$149,999	0.7%	4.1%	3.2%
\$150,000 - \$199,999	3.7%	9.9%	7.6%
\$200,000 - \$249,999	10.1%	17.5%	10.6%
\$250,000 - \$299,999	13.8%	19.1%	12.6%
\$300,000 - \$399,999	28.5%	21.5%	23.0%
\$400,000 - \$499,999	22.7%	12.1%	16.1%
\$500,000 - \$749,999	13.0%	9.3%	16.7%
\$750,000 - \$999,999	2.8%	2.4%	4.4%
\$1,000,000 - \$1,499,999	0.9%	0.8%	1.7%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	0.2%	0.5%	0.6%
Average Home Value	\$394,223	\$350,334	\$416,072
2028 Owner Occupied Housing Units by Value			
Total	35,332	112,798	258,855
<\$50,000	0.5%	0.4%	0.4%
\$50,000 - \$99,999	0.4%	0.2%	0.5%
\$100,000 - \$149,999	0.5%	1.0%	0.9%
\$150,000 - \$199,999	1.4%	5.1%	4.0%
\$200,000 - \$249,999	6.9%	14.7%	9.0%
\$250,000 - \$299,999	12.4%	20.3%	13.0%
\$300,000 - \$399,999	31.6%	26.7%	26.5%
\$400,000 - \$499,999	28.1%	16.6%	19.8%
\$500,000 - \$749,999	14.5%	11.1%	18.7%
\$750,000 - \$999,999	2.7%	2.4%	4.6%
\$1,000,000 - \$1,499,999	0.7%	0.8%	1.8%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.4%
\$2,000,000 +	0.1%	0.5%	0.5%
Average Home Value	\$418,287	\$383,749	\$443,441

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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Median Household Income			
2023	\$111,164	\$83,543	\$78,113
2028	\$121,830	\$93,445	\$87,591
Median Home Value			
2023	\$363,701	\$291,506	\$356,411
2028	\$388,147	\$331,045	\$383,919
Per Capita Income			
2023	\$45,478	\$41,186	\$46,628
2028	\$50,903	\$46,611	\$52,162
Median Age			
2010	33.8	35.1	34.7
2020	36.6	36.6	36.0
2023	35.5	36.8	36.7
2028	35.0	37.4	36.9
2020 Population by Age			
Total	122,765	473,545	1,195,968
0 - 4	6.3%	5.7%	6.1%
5 - 9	8.0%	6.4%	6.5%
10 - 14	9.1%	7.3%	6.8%
15 - 24	13.9%	14.7%	13.5%
25 - 34	10.4%	13.8%	15.6%
35 - 44	15.3%	13.3%	14.2%
45 - 54	15.4%	13.6%	12.7%
55 - 64	11.5%	12.4%	11.6%
65 - 74	6.7%	8.0%	7.8%
75 - 84	2.8%	3.7%	3.8%
85 +	0.8%	1.2%	1.4%
18 +	71.2%	76.1%	76.5%
2023 Population by Age			
Total	133,308	488,618	1,244,863
0 - 4	7.3%	6.2%	6.3%
5 - 9	8.2%	6.7%	6.6%
10 - 14	8.2%	7.0%	6.7%
15 - 24	12.3%	12.9%	13.0%
25 - 34	13.2%	14.6%	15.0%
35 - 44	16.1%	13.8%	14.6%
45 - 54	14.0%	12.7%	12.2%
55 - 64	10.9%	12.2%	11.6%
65 - 74	6.8%	8.8%	8.6%
75 - 84	2.5%	3.9%	4.1%
85 +	0.6%	1.1%	1.4%
18 +	71.8%	76.1%	76.6%
2028 Population by Age			
Total	140,396	499,017	1,286,315
0 - 4	7.5%	6.3%	6.4%
5 - 9	7.9%	6.5%	6.4%
10 - 14	8.0%	6.8%	6.5%
15 - 24	11.5%	12.0%	12.8%
25 - 34	14.9%	14.6%	15.0%
35 - 44	15.6%	14.6%	14.5%
45 - 54	13.2%	12.2%	12.2%
55 - 64	10.2%	11.2%	10.6%
65 - 74	7.1%	9.4%	9.0%
75 - 84	3.2%	5.0%	5.1%
85 +	0.7%	1.4%	1.6%
18 +	72.3%	76.6%	77.1%
2020 Population by Sex			

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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Males	59,864	233,828	582,845
Females	62,901	239,717	613,123
2023 Population by Sex			
Males	65,453	241,354	610,921
Females	67,856	247,264	633,944
2028 Population by Sex			
Males	68,600	245,627	628,824
Females	71,796	253,389	657,492
2010 Population by Race/Ethnicity			
Total	92,391	411,910	1,029,190
White Alone	69.2%	65.5%	64.6%
Black Alone	10.6%	11.2%	13.9%
American Indian Alone	0.7%	0.7%	0.6%
Asian Alone	11.5%	10.1%	8.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.1%	9.5%	9.9%
Two or More Races	3.0%	3.0%	2.9%
Hispanic Origin	14.5%	25.9%	24.5%
Diversity Index	62.0	71.5	71.4
2020 Population by Race/Ethnicity			
Total	122,765	473,545	1,195,968
White Alone	54.2%	47.3%	48.1%
Black Alone	12.0%	12.6%	15.4%
American Indian Alone	0.8%	1.0%	0.9%
Asian Alone	15.6%	13.4%	10.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.2%	11.6%	11.3%
Two or More Races	11.1%	14.1%	13.5%
Hispanic Origin	16.6%	28.2%	26.8%
Diversity Index	74.8	82.7	81.9
2023 Population by Race/Ethnicity			
Total	133,310	488,619	1,244,866
White Alone	53.1%	45.9%	47.3%
Black Alone	11.9%	13.0%	15.3%
American Indian Alone	0.8%	1.0%	0.9%
Asian Alone	15.8%	13.6%	11.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.5%	11.9%	11.5%
Two or More Races	11.8%	14.5%	14.0%
Hispanic Origin	17.4%	28.7%	27.5%
Diversity Index	75.8	83.4	82.5
2028 Population by Race/Ethnicity			
Total	140,396	499,016	1,286,316
White Alone	50.5%	43.2%	45.2%
Black Alone	12.1%	13.6%	15.5%
American Indian Alone	0.8%	1.1%	0.9%
Asian Alone	17.1%	14.7%	11.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.8%	12.3%	12.0%
Two or More Races	12.6%	15.0%	14.6%
Hispanic Origin	18.1%	29.3%	28.3%
Diversity Index	77.6	84.5	83.5

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2020 Population by Relationship and Household Type			
Total	122,765	473,545	1,195,968
In Households	99.8%	99.4%	99.1%
Householder	31.3%	35.0%	39.2%
Opposite-Sex Spouse	21.2%	18.6%	17.7%
Same-Sex Spouse	0.2%	0.2%	0.2%
Opposite-Sex Unmarried Partner	1.2%	1.8%	2.1%
Same-Sex Unmarried Partner	0.1%	0.1%	0.2%
Biological Child	34.7%	30.0%	28.2%
Adopted Child	0.7%	0.6%	0.5%
Stepchild	1.4%	1.2%	1.0%
Grandchild	2.0%	2.5%	1.9%
Brother or Sister	1.1%	1.6%	1.4%
Parent	1.9%	1.8%	1.6%
Parent-in-law	0.7%	0.5%	0.4%
Son-in-law or Daughter-in-law	0.5%	0.6%	0.4%
Other Relatives	1.3%	1.8%	1.4%
Foster Child	0.1%	0.1%	0.1%
Other Nonrelatives	1.4%	2.9%	2.9%
In Group Quarters	0.2%	0.6%	0.9%
Institutionalized	0.2%	0.3%	0.3%
Noninstitutionalized	0.0%	0.3%	0.5%
2023 Population 25+ by Educational Attainment			
Total	85,321	328,362	839,970
Less than 9th Grade	2.7%	6.1%	4.5%
9th - 12th Grade, No Diploma	3.4%	5.3%	4.5%
High School Graduate	17.2%	17.0%	16.5%
GED/Alternative Credential	2.6%	2.9%	2.3%
Some College, No Degree	18.8%	18.8%	16.7%
Associate Degree	8.8%	8.8%	7.4%
Bachelor's Degree	31.3%	27.0%	30.7%
Graduate/Professional Degree	15.2%	14.1%	17.3%
2023 Population 15+ by Marital Status			
Total	101,666	391,228	1,001,594
Never Married	26.1%	31.8%	32.9%
Married	62.7%	55.7%	53.4%
Widowed	3.3%	4.1%	4.1%
Divorced	7.9%	8.3%	9.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	74,207	269,127	706,681
Population 16+ Employed	95.9%	96.2%	96.7%
Population 16+ Unemployment rate	4.1%	3.8%	3.3%
Population 16-24 Employed	10.8%	12.4%	12.8%
Population 16-24 Unemployment rate	12.6%	8.5%	6.3%
Population 25-54 Employed	68.5%	63.9%	64.2%
Population 25-54 Unemployment rate	2.8%	3.1%	2.5%
Population 55-64 Employed	15.5%	16.6%	15.2%
Population 55-64 Unemployment rate	3.3%	3.3%	3.5%
Population 65+ Employed	5.2%	7.1%	7.9%
Population 65+ Unemployment rate	4.6%	3.0%	3.6%

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2023 Employed Population 16+ by Industry			
Total	71,140	258,881	683,599
Agriculture/Mining	0.6%	0.4%	0.5%
Construction	5.7%	7.8%	7.3%
Manufacturing	10.1%	9.7%	7.7%
Wholesale Trade	1.9%	2.0%	1.9%
Retail Trade	10.6%	10.4%	10.3%
Transportation/Utilities	4.6%	4.8%	5.7%
Information	4.0%	2.6%	2.6%
Finance/Insurance/Real Estate	11.1%	9.6%	10.8%
Services	49.4%	50.1%	50.9%
Public Administration	2.1%	2.8%	2.4%
2023 Employed Population 16+ by Occupation			
Total	71,139	258,880	683,598
White Collar	72.1%	65.9%	68.4%
Management/Business/Financial	22.2%	19.3%	22.1%
Professional	30.2%	26.2%	26.4%
Sales	8.6%	8.9%	9.3%
Administrative Support	11.1%	11.4%	10.6%
Services	12.9%	15.4%	14.7%
Blue Collar	15.0%	18.7%	16.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.2%	5.3%	4.9%
Installation/Maintenance/Repair	3.0%	3.4%	2.4%
Production	3.2%	4.2%	3.2%
Transportation/Material Moving	5.5%	5.9%	6.3%
2020 Households by Type			
Total	38,388	166,125	468,699
Married Couple Households	68.2%	53.7%	45.8%
With Own Children <18	36.2%	23.1%	20.0%
Without Own Children <18	32.0%	30.6%	25.8%
Cohabiting Couple Households	4.0%	5.4%	5.9%
With Own Children <18	1.7%	1.9%	1.9%
Without Own Children <18	2.3%	3.4%	4.0%
Male Householder, No Spouse/Partner	10.1%	16.5%	19.5%
Living Alone	5.4%	9.6%	13.3%
65 Years and over	1.4%	2.1%	2.5%
With Own Children <18	1.7%	1.7%	1.6%
Without Own Children <18, With Relatives	2.2%	3.3%	2.7%
No Relatives Present	0.7%	1.9%	1.9%
Female Householder, No Spouse/Partner	17.8%	24.4%	28.8%
Living Alone	7.4%	11.8%	15.9%
65 Years and over	3.2%	5.1%	5.8%
With Own Children <18	4.8%	5.2%	5.9%
Without Own Children <18, With Relatives	4.9%	6.4%	5.8%
No Relatives Present	0.6%	1.1%	1.2%
2020 Households by Size			
Total	38,388	166,125	468,699
1 Person Household	12.8%	21.5%	29.2%
2 Person Household	27.2%	30.4%	30.7%
3 Person Household	18.8%	17.4%	15.7%
4 Person Household	22.2%	16.1%	13.7%
5 Person Household	11.3%	8.5%	6.5%
6 Person Household	4.8%	3.8%	2.7%
7 + Person Household	2.9%	2.4%	1.6%

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2020 Households by Tenure and Mortgage Status			
Total	38,388	166,125	468,699
Owner Occupied	82.3%	63.4%	50.2%
Owned with a Mortgage/Loan	65.5%	44.5%	34.9%
Owned Free and Clear	16.8%	18.9%	15.2%
Renter Occupied	17.7%	36.6%	49.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	106	105	81
Percent of Income for Mortgage	19.7%	21.0%	27.4%
Wealth Index	141	110	111
2020 Housing Units By Urban/ Rural Status			
Total	39,651	174,960	502,171
Urban Housing Units	98.5%	97.7%	97.7%
Rural Housing Units	1.5%	2.3%	2.3%
2020 Population By Urban/ Rural Status			
Total	122,765	473,545	1,195,968
Urban Population	98.6%	97.5%	97.2%
Rural Population	1.4%	2.5%	2.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Up and Coming Families (7A)	Home Improvement (4B)	Young and Restless (11B)
2.	Boomburbs (1C)	Workday Drive (4A)	Metro Renters (3B)
3.	Workday Drive (4A)	Urban Edge Families (7C)	Home Improvement (4B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$122,571,098	\$416,220,707	\$1,229,980,795
Average Spent	\$2,924.42	\$2,399.84	\$2,515.06
Spending Potential Index	133	109	114
Education: Total \$	\$95,362,595	\$333,288,079	\$985,321,175
Average Spent	\$2,275.25	\$1,921.67	\$2,014.78
Spending Potential Index	127	107	112
Entertainment/Recreation: Total \$	\$212,945,617	\$698,694,254	\$2,002,508,295
Average Spent	\$5,080.66	\$4,028.52	\$4,094.72
Spending Potential Index	134	107	108
Food at Home: Total \$	\$360,519,760	\$1,250,975,622	\$3,674,508,694
Average Spent	\$8,601.62	\$7,212.85	\$7,513.63
Spending Potential Index	126	106	110
Food Away from Home: Total \$	\$213,473,903	\$717,111,785	\$2,103,044,323
Average Spent	\$5,093.26	\$4,134.71	\$4,300.30
Spending Potential Index	137	111	116
Health Care: Total \$	\$398,381,753	\$1,337,069,882	\$3,799,896,189
Average Spent	\$9,504.97	\$7,709.25	\$7,770.02
Spending Potential Index	129	105	106
HH Furnishings & Equipment: Total \$	\$168,200,461	\$556,788,547	\$1,606,632,951
Average Spent	\$4,013.09	\$3,210.32	\$3,285.24
Spending Potential Index	136	109	111
Personal Care Products & Services: Total \$	\$53,808,001	\$182,253,575	\$531,748,864
Average Spent	\$1,283.80	\$1,050.83	\$1,087.32
Spending Potential Index	134	110	114
Shelter: Total \$	\$1,367,688,060	\$4,682,622,783	\$13,689,664,519
Average Spent	\$32,631.60	\$26,998.98	\$27,992.59
Spending Potential Index	132	109	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$183,389,206	\$584,371,158	\$1,637,974,293
Average Spent	\$4,375.47	\$3,369.36	\$3,349.33
Spending Potential Index	140	108	107
Travel: Total \$	\$132,619,445	\$429,762,311	\$1,223,481,621
Average Spent	\$3,164.16	\$2,477.92	\$2,501.77
Spending Potential Index	141	110	111
Vehicle Maintenance & Repairs: Total \$	\$73,448,862	\$246,524,650	\$714,784,007
Average Spent	\$1,752.41	\$1,421.41	\$1,461.59
Spending Potential Index	134	108	112

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.