

## Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections  
Calculated using Weighted Block Centroid from Block Groups

Quine & Associates, Inc.  
Lat/Lon: 33.007/-96.5498



Westgate Crossing II		1 mi radius		3 mi radius		5 mi radius	
SWQ FM 544 & Hwy 78, Wylie TX 75098							
Population							
Estimated Population (2023)	10,489		76,614		146,610		
Projected Population (2028)	11,507		87,559		164,447		
Census Population (2020)	9,793		71,206		138,545		
Census Population (2010)	8,450		53,146		105,420		
Projected Annual Growth (2023 to 2028)	1,018	1.9%	10,945	2.9%	17,837	2.4%	
Historical Annual Growth (2020 to 2023)	696	2.4%	5,408	2.5%	8,065	1.9%	
Historical Annual Growth (2010 to 2020)	1,343	5.3%	18,061	11.3%	33,126	10.5%	
Estimated Population Density (2023)	3,340	psm	2,710	psm	1,867	psm	
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	
Households							
Estimated Households (2023)	3,651		24,687		46,153		
Projected Households (2028)	4,228		29,625		53,897		
Census Households (2020)	3,364		22,596		42,992		
Census Households (2010)	2,931		17,272		33,118		
Estimated Households with Children (2023)	1,612	44.2%	11,959	48.4%	22,155	48.0%	
Estimated Average Household Size (2023)	2.85		3.10		3.17		
Average Household Income							
Estimated Average Household Income (2023)	\$97,394		\$133,122		\$151,978		
Projected Average Household Income (2028)	\$85,403		\$115,013		\$136,664		
Estimated Average Family Income (2023)	\$99,937		\$136,916		\$153,583		
Median Household Income							
Estimated Median Household Income (2023)	\$83,825		\$113,033		\$125,456		
Projected Median Household Income (2028)	\$80,663		\$111,873		\$125,015		
Estimated Median Family Income (2023)	\$93,606		\$124,082		\$135,690		
Per Capita Income							
Estimated Per Capita Income (2023)	\$33,954		\$42,904		\$47,853		
Projected Per Capita Income (2028)	\$31,428		\$38,922		\$44,800		
Estimated Per Capita Income 5 Year Growth	-\$2,526	-7.4%	-\$3,982	-9.3%	-\$3,053	-6.4%	
Estimated Average Household Net Worth (2023)	\$497,524		\$752,734		\$878,785		
Daytime Demos (2023)							
Total Businesses	488		2,179		4,744		
Total Employees	3,785		14,221		26,016		
Company Headquarter Businesses	13	2.6%	51	2.4%	87	1.8%	
Company Headquarter Employees	639	16.9%	1,915	13.5%	2,362	9.1%	
Employee Population per Business	7.8		6.5		5.5		
Residential Population per Business	21.5		35.2		30.9		

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1 mi radius

3 mi radius

5 mi radius

Race & Ethnicity						
White (2023)	6,079	58.0%	44,444	58.0%	80,108	54.6%
Black or African American (2023)	1,612	15.4%	10,763	14.0%	20,463	14.0%
American Indian or Alaska Native (2023)	75	0.7%	546	0.7%	888	0.6%
Asian (2023)	888	8.5%	8,480	11.1%	23,413	16.0%
Hawaiian or Pacific Islander (2023)	13	0.1%	72	-	121	-
Other Race (2023)	790	7.5%	4,842	6.3%	7,531	5.1%
Two or More Races (2023)	1,032	9.8%	7,466	9.7%	14,086	9.6%
Not Hispanic or Latino Population (2023)	8,398	80.1%	62,561	81.7%	122,363	83.5%
Hispanic or Latino Population (2023)	2,091	19.9%	14,053	18.3%	24,248	16.5%
Not Hispanic or Latino Population (2028)	9,243	80.3%	71,714	81.9%	137,394	83.5%
Hispanic or Latino Population (2028)	2,264	19.7%	15,845	18.1%	27,053	16.5%
Not Hispanic or Latino Population (2020)	7,701	78.6%	57,789	81.2%	116,164	83.8%
Hispanic or Latino Population (2020)	2,092	21.4%	13,417	18.8%	22,381	16.2%
Not Hispanic or Latino Population (2010)	6,770	80.1%	44,199	83.2%	90,689	86.0%
Hispanic or Latino Population (2010)	1,680	19.9%	8,947	16.8%	14,730	14.0%
Projected Hispanic Annual Growth (2023 to 2028)	174	1.7%	1,792	2.5%	2,805	2.3%
Historic Hispanic Annual Growth (2010 to 2023)	411	1.9%	5,106	4.4%	9,517	5.0%
Age Distribution (2023)						
Age Under 5	663	6.3%	5,177	6.8%	9,536	6.5%
Age 5 to 9 Years	755	7.2%	5,899	7.7%	11,440	7.8%
Age 10 to 14 Years	840	8.0%	6,374	8.3%	12,245	8.4%
Age 15 to 19 Years	778	7.4%	5,570	7.3%	10,433	7.1%
Age 20 to 24 Years	717	6.8%	4,220	5.5%	7,304	5.0%
Age 25 to 29 Years	719	6.9%	4,695	6.1%	8,119	5.5%
Age 30 to 34 Years	772	7.4%	5,865	7.7%	10,509	7.2%
Age 35 to 39 Years	810	7.7%	6,673	8.7%	12,964	8.8%
Age 40 to 44 Years	769	7.3%	6,228	8.1%	12,479	8.5%
Age 45 to 49 Years	727	6.9%	5,506	7.2%	11,179	7.6%
Age 50 to 54 Years	709	6.8%	5,167	6.7%	10,163	6.9%
Age 55 to 59 Years	577	5.5%	4,424	5.8%	8,652	5.9%
Age 60 to 64 Years	483	4.6%	3,605	4.7%	7,247	4.9%
Age 65 to 74 Years	689	6.6%	4,683	6.1%	9,414	6.4%
Age 75 to 84 Years	375	3.6%	2,035	2.7%	3,953	2.7%
Age 85 Years or Over	106	1.0%	493	0.6%	973	0.7%
Median Age	34.2		34.5		35.6	
Gender Age Distribution (2023)						
Female Population	5,354	51.0%	38,711	50.5%	73,857	50.4%
Age 0 to 19 Years	1,490	27.8%	11,366	29.4%	21,478	29.1%
Age 20 to 64 Years	3,177	59.3%	23,346	60.3%	44,546	60.3%
Age 65 Years or Over	688	12.8%	3,999	10.3%	7,833	10.6%
Female Median Age	35.4		34.9		35.8	
Male Population	5,135	49.0%	37,903	49.5%	72,754	49.6%
Age 0 to 19 Years	1,546	30.1%	11,655	30.8%	22,176	30.5%
Age 20 to 64 Years	3,105	60.5%	23,037	60.8%	44,070	60.6%
Age 65 Years or Over	483	9.4%	3,212	8.5%	6,508	8.9%
Male Median Age	32.9		34.0		35.3	

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1 mi radius

3 mi radius

5 mi radius

#### Household Income Distribution (2023)

HH Income \$200,000 or More	352	9.7%	4,396	17.8%	10,238	22.2%
HH Income \$150,000 to \$199,999	385	10.6%	3,549	14.4%	7,198	15.6%
HH Income \$100,000 to \$149,999	793	21.7%	6,067	24.6%	10,840	23.5%
HH Income \$75,000 to \$99,999	572	15.7%	3,355	13.6%	5,489	11.9%
HH Income \$50,000 to \$74,999	722	19.8%	3,623	14.7%	5,561	12.0%
HH Income \$35,000 to \$49,999	359	9.8%	1,799	7.3%	2,866	6.2%
HH Income \$25,000 to \$34,999	279	7.6%	770	3.1%	1,371	3.0%
HH Income \$15,000 to \$24,999	136	3.7%	568	2.3%	1,128	2.4%
HH Income Under \$15,000	52	1.4%	559	2.3%	1,462	3.2%
HH Income \$35,000 or More	3,184	87.2%	22,790	92.3%	42,192	91.4%
HH Income \$75,000 or More	2,103	57.6%	17,368	70.4%	33,765	73.2%

#### Housing (2023)

Total Housing Units	3,805		25,919		48,337	
Housing Units Occupied	3,651	95.9%	24,687	95.2%	46,153	95.5%
Housing Units Owner-Occupied	2,360	64.6%	18,995	76.9%	37,179	80.6%
Housing Units, Renter-Occupied	1,291	35.4%	5,692	23.1%	8,974	19.4%
Housing Units, Vacant	154	4.2%	1,232	5.0%	2,184	4.7%

#### Marital Status (2023)

Never Married	2,674	32.5%	15,153	25.6%	29,862	26.3%
Currently Married	3,832	46.6%	33,766	57.1%	66,042	58.2%
Separated	440	5.3%	2,774	4.7%	4,599	4.1%
Widowed	326	4.0%	2,025	3.4%	3,890	3.4%
Divorced	960	11.7%	5,445	9.2%	8,996	7.9%

#### Household Type (2023)

Population Family	9,249	88.2%	71,021	92.7%	137,604	93.9%
Population Non-Family	1,149	11.0%	5,480	7.2%	8,784	6.0%
Population Group Quarters	91	0.9%	113	0.1%	222	0.2%
Family Households	2,740	75.0%	20,363	82.5%	39,228	85.0%
Non-Family Households	911	25.0%	4,323	17.5%	6,925	15.0%
Married Couple with Children	1,083	28.3%	9,022	26.7%	17,497	26.5%
Average Family Household Size	3.4		3.5		3.5	

#### Household Size (2023)

1 Person Households	735	20.1%	3,491	14.1%	5,570	12.1%
2 Person Households	1,083	29.7%	6,994	28.3%	13,044	28.3%
3 Person Households	727	19.9%	5,292	21.4%	9,992	21.6%
4 Person Households	646	17.7%	5,087	20.6%	9,947	21.6%
5 Person Households	288	7.9%	2,515	10.2%	4,908	10.6%
6 or More Person Households	173	4.7%	1,308	5.3%	2,692	5.8%

#### Household Vehicles (2023)

Households with 0 Vehicles Available	25	0.7%	281	1.1%	654	1.4%
Households with 1 Vehicles Available	965	26.4%	5,354	21.7%	8,894	19.3%
Households with 2 or More Vehicles Available	2,661	72.9%	19,052	77.2%	36,605	79.3%
Total Vehicles Available	7,597		53,196		103,612	
Average Vehicles Per Household	2.1		2.2		2.2	

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5 mi radius

<b>Labor Force (2023)</b>						
Estimated Labor Population Age 16 Years or Over	8,058		57,877		110,993	
Estimated Civilian Employed	6,361	78.9%	42,936	74.2%	80,706	72.7%
Estimated Civilian Unemployed	178	2.2%	1,901	3.3%	3,602	3.2%
Estimated in Armed Forces	-	-	3	-	18	-
Estimated Not in Labor Force	1,519	18.8%	13,037	22.5%	26,667	24.0%
Unemployment Rate	2.2%		3.3%		3.2%	
<b>Occupation (2023)</b>						
Occupation: Population Age 16 Years or Over	6,361		42,936		80,706	
Management, Business, Financial Operations	1,103	17.3%	9,438	22.0%	18,547	23.0%
Professional, Related	1,726	27.1%	12,671	29.5%	24,533	30.4%
Service	1,033	16.2%	5,509	12.8%	9,867	12.2%
Sales, Office	1,339	21.1%	8,636	20.1%	15,949	19.8%
Farming, Fishing, Forestry	7	0.1%	39	-	68	-
Construct, Extraction, Maintenance	441	6.9%	2,869	6.7%	4,864	6.0%
Production, Transport Material Moving	713	11.2%	3,774	8.8%	6,877	8.5%
White Collar Workers	4,168	65.5%	30,745	71.6%	59,030	73.1%
Blue Collar Workers	2,193	34.5%	12,191	28.4%	21,676	26.9%
<b>Consumer Expenditure (2023)</b>						
Total Household Expenditure	\$252.74 M		\$2.14 B		\$4.43 B	
Total Non-Retail Expenditure	\$133.11 M	52.7%	\$1.13 B	52.8%	\$2.35 B	53.0%
Total Retail Expenditure	\$119.63 M	47.3%	\$1.01 B	47.2%	\$2.08 B	47.0%
Apparel	\$9.02 M	3.6%	\$77.6 M	3.6%	\$161.89 M	3.7%
Contributions	\$8.31 M	3.3%	\$73.58 M	3.4%	\$156.35 M	3.5%
Education	\$7.83 M	3.1%	\$72.87 M	3.4%	\$157.8 M	3.6%
Entertainment	\$14.47 M	5.7%	\$124.89 M	5.8%	\$260.78 M	5.9%
Food and Beverages	\$37.11 M	14.7%	\$310.35 M	14.5%	\$639.69 M	14.4%
Furnishings and Equipment	\$8.99 M	3.6%	\$77.16 M	3.6%	\$160.75 M	3.6%
Gifts	\$6.35 M	2.5%	\$56.09 M	2.6%	\$119.83 M	2.7%
Health Care	\$20.95 M	8.3%	\$172.58 M	8.1%	\$353.77 M	8.0%
Household Operations	\$9.94 M	3.9%	\$85.49 M	4.0%	\$178.84 M	4.0%
Miscellaneous Expenses	\$4.78 M	1.9%	\$40.57 M	1.9%	\$84.3 M	1.9%
Personal Care	\$3.39 M	1.3%	\$28.66 M	1.3%	\$59.35 M	1.3%
Personal Insurance	\$1.83 M	0.7%	\$16.22 M	0.8%	\$34.34 M	0.8%
Reading	\$545.92 K	0.2%	\$4.65 M	0.2%	\$9.68 M	0.2%
Shelter	\$53.08 M	21.0%	\$447.02 M	20.9%	\$926.32 M	20.9%
Tobacco	\$1.43 M	0.6%	\$10.9 M	0.5%	\$21.58 M	0.5%
Transportation	\$46.54 M	18.4%	\$390.2 M	18.3%	\$803.65 M	18.1%
Utilities	\$18.18 M	7.2%	\$147.73 M	6.9%	\$301.11 M	6.8%
<b>Educational Attainment (2023)</b>						
Adult Population Age 25 Years or Over	6,736		49,373		95,652	
Elementary (Grade Level 0 to 8)	252	3.7%	1,909	3.9%	3,237	3.4%
Some High School (Grade Level 9 to 11)	375	5.6%	1,927	3.9%	3,578	3.7%
High School Graduate	1,453	21.6%	10,189	20.6%	17,811	18.6%
Some College	1,536	22.8%	10,509	21.3%	19,139	20.0%
Associate Degree Only	537	8.0%	4,101	8.3%	7,797	8.2%
Bachelor Degree Only	1,863	27.7%	14,351	29.1%	29,041	30.4%
Graduate Degree	720	10.7%	6,387	12.9%	15,049	15.7%

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1 mi radius

3 mi radius

5 mi radius

#### Units In Structure (2023)

1 Detached Unit	2,482	84.7%	19,527	113.1%	37,838	114.3%
1 Attached Unit	136	4.7%	795	4.6%	1,429	4.3%
2 to 4 Units	105	3.6%	425	2.5%	751	2.3%
5 to 9 Units	206	7.0%	694	4.0%	942	2.8%
10 to 19 Units	203	6.9%	746	4.3%	1,105	3.3%
20 to 49 Units	68	2.3%	397	2.3%	752	2.3%
50 or More Units	323	11.0%	1,267	7.3%	1,933	5.8%
Mobile Home or Trailer	119	4.1%	827	4.8%	1,390	4.2%
Other Structure	8	0.3%	10	-	12	-

#### Homes Built By Year (2023)

Homes Built 2010 or later	795	27.1%	7,550	43.7%	12,800	38.6%
Homes Built 2000 to 2009	1,146	39.1%	8,728	50.5%	16,884	51.0%
Homes Built 1990 to 1999	558	19.0%	3,178	18.4%	7,012	21.2%
Homes Built 1980 to 1989	627	21.4%	2,939	17.0%	5,109	15.4%
Homes Built 1970 to 1979	200	6.8%	1,267	7.3%	2,284	6.9%
Homes Built 1960 to 1969	198	6.7%	605	3.5%	1,164	3.5%
Homes Built 1950 to 1959	78	2.7%	264	1.5%	525	1.6%
Homes Built Before 1949	48	1.6%	157	0.9%	376	1.1%

#### Home Values (2023)

Home Values \$1,000,000 or More	33	1.4%	258	1.4%	578	1.6%
Home Values \$500,000 to \$999,999	397	16.8%	2,766	14.6%	5,819	15.7%
Home Values \$400,000 to \$499,999	231	9.8%	3,053	16.1%	7,284	19.6%
Home Values \$300,000 to \$399,999	437	18.5%	4,905	25.8%	9,450	25.4%
Home Values \$200,000 to \$299,999	755	32.0%	5,652	29.8%	10,262	27.6%
Home Values \$150,000 to \$199,999	210	8.9%	992	5.2%	1,668	4.5%
Home Values \$100,000 to \$149,999	51	2.2%	272	1.4%	525	1.4%
Home Values \$70,000 to \$99,999	10	0.4%	115	0.6%	218	0.6%
Home Values \$50,000 to \$69,999	13	0.6%	237	1.2%	328	0.9%
Home Values \$25,000 to \$49,999	20	0.9%	194	1.0%	305	0.8%
Home Values Under \$25,000	203	8.6%	551	2.9%	740	2.0%
Owner-Occupied Median Home Value	\$286,159		\$327,461		\$348,784	
Renter-Occupied Median Rent	\$1,346		\$1,421		\$1,432	

#### Transportation To Work (2023)

Drive to Work Alone	4,194	65.9%	25,482	59.3%	47,143	58.4%
Drive to Work in Carpool	614	9.6%	3,257	7.6%	5,902	7.3%
Travel to Work by Public Transportation	10	0.2%	186	0.4%	434	0.5%
Drive to Work on Motorcycle	2	-	32	-	54	-
Walk or Bicycle to Work	32	0.5%	205	0.5%	439	0.5%
Other Means	63	1.0%	609	1.4%	1,216	1.5%
Work at Home	1,446	22.7%	13,167	30.7%	25,518	31.6%

#### Travel Time (2023)

Travel to Work in 14 Minutes or Less	1,354	21.3%	5,189	12.1%	8,977	11.1%
Travel to Work in 15 to 29 Minutes	1,294	20.3%	8,986	20.9%	17,641	21.9%
Travel to Work in 30 to 59 Minutes	1,925	30.3%	13,029	30.3%	23,475	29.1%
Travel to Work in 60 Minutes or More	342	5.4%	2,565	6.0%	5,095	6.3%
Average Minutes Travel to Work	25.1		28.1		28.1	