



The**Retail**Coach.®

Summer Kick-Off Mobile Data Survey

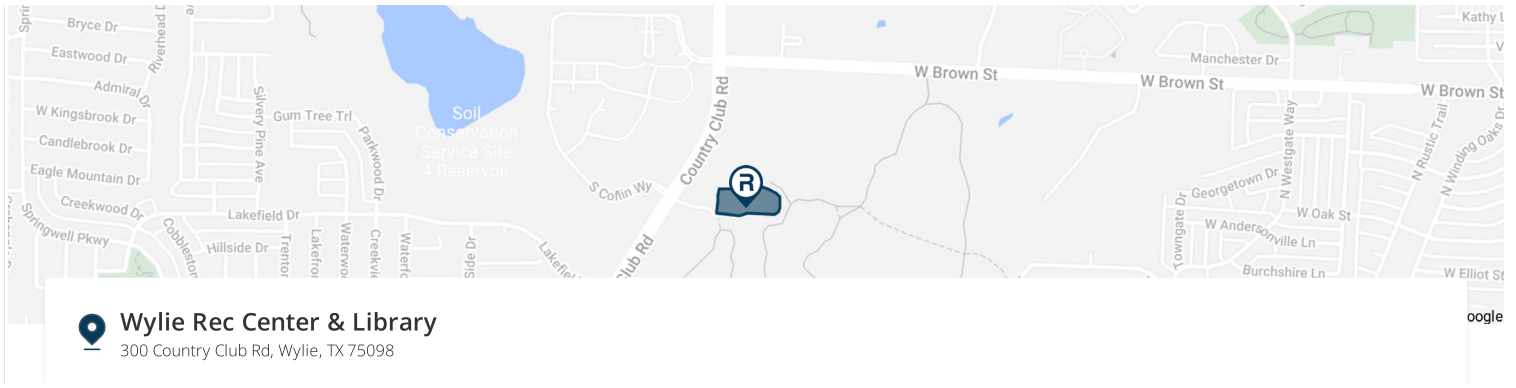
WYLIE, TEXAS

WYLIEEDDC

Prepared for Wylie Economic Development Corporation
June 3, 2022

Summer Kick-Off • Mobile Data Analysis

Wylie, Texas • June 3, 2022



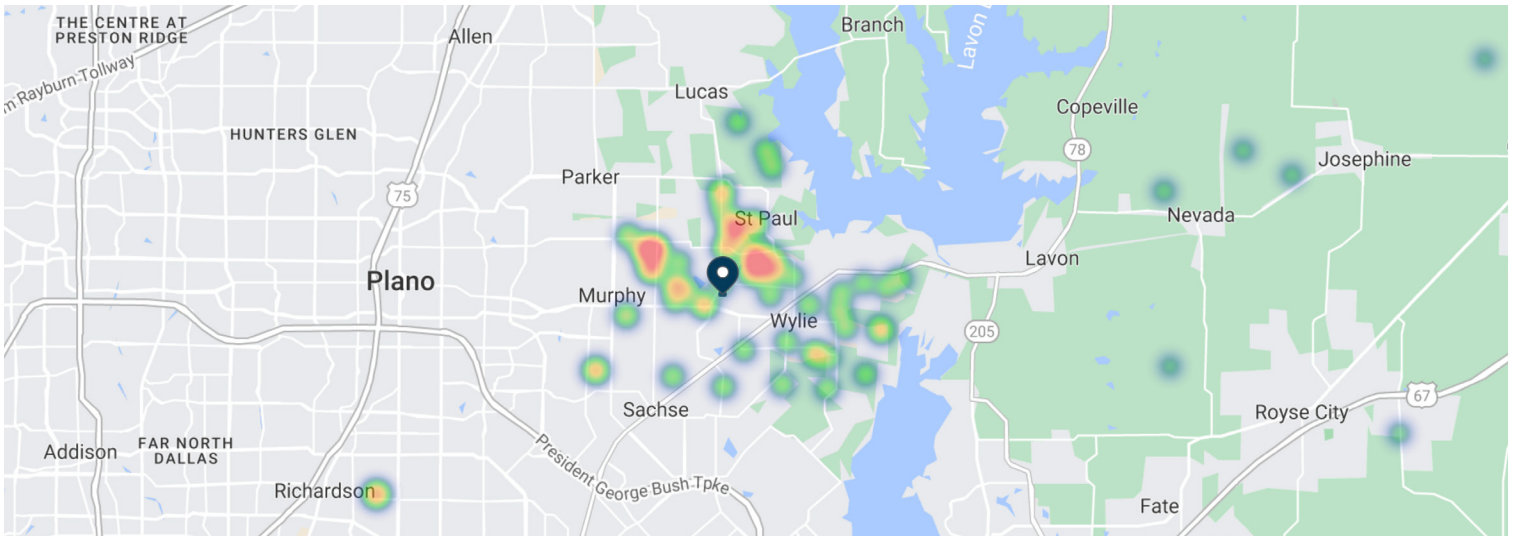
Metrics

Est. # of Visits

Summer Kick-Off

1.2K

Trade Area - Home Locations



Typical Customer Persona

Wylie Rec Center & Library



Ethnicity White

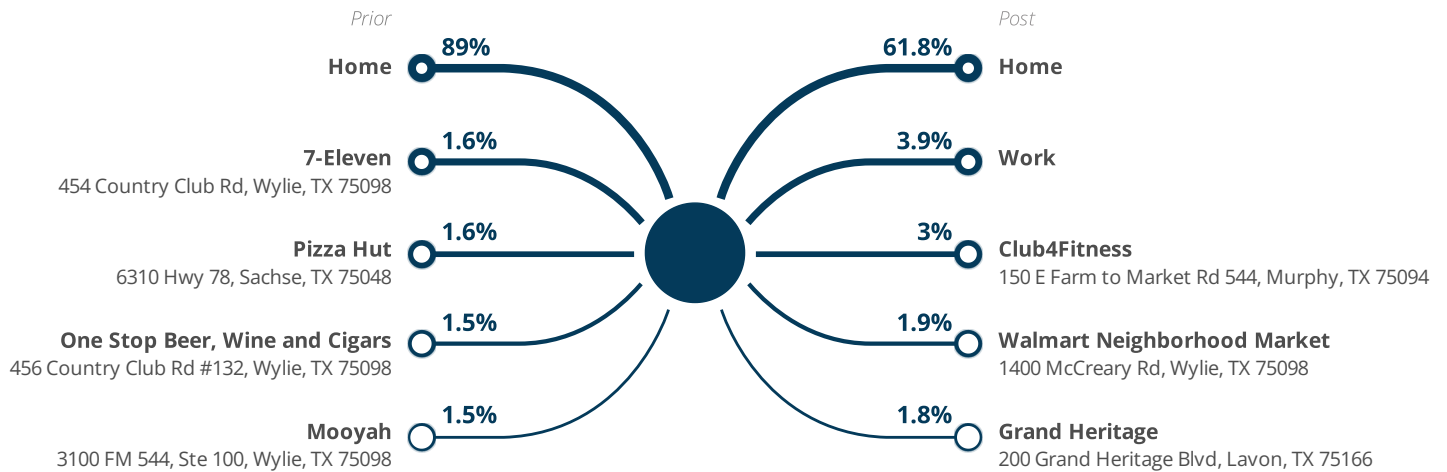
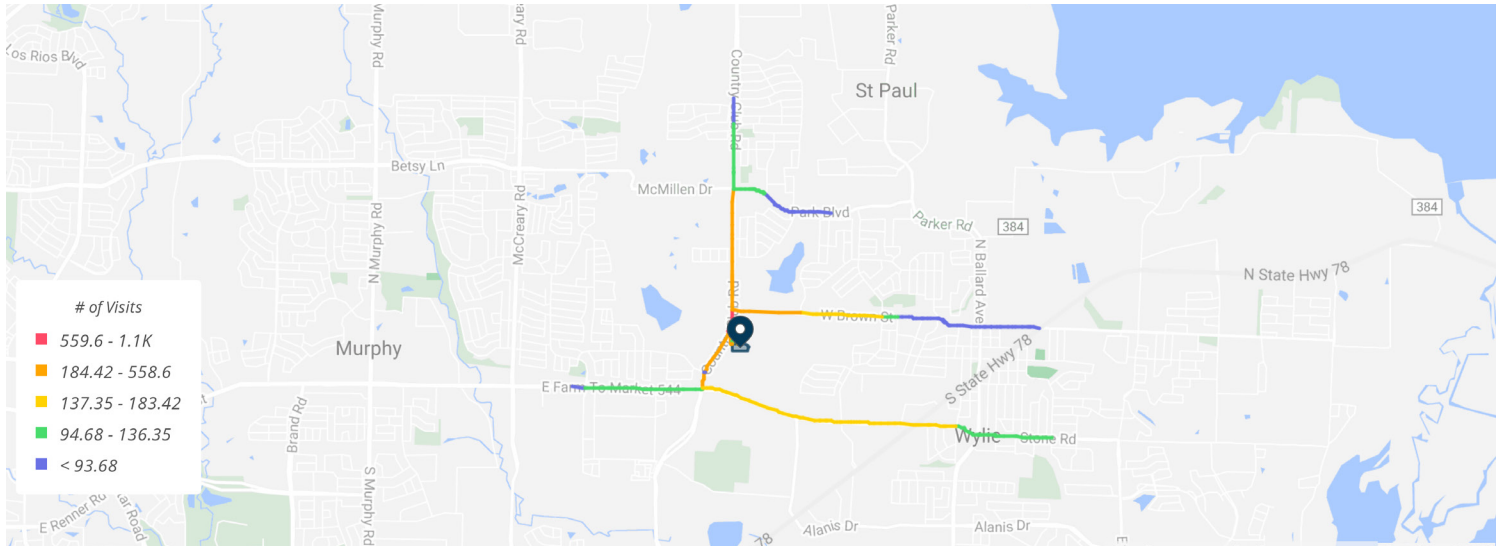
Income \$100K - \$125K



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Customer Journey



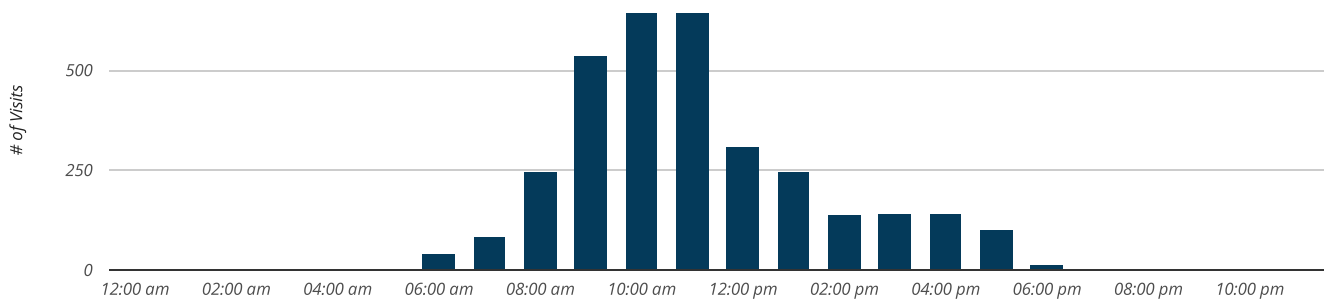
Favorite Places

1	Woodbridge Crossing Fm 544	1.4 mi	179 (14.6%)
2	Wylie High School W Fm 544	0.52 mi	137 (11.2%)
3	Murphy Crossing 120-280 East Fm 544	2.5 mi	109 (8.9%)
4	Target W FM 544	1.57 mi	85 (7%)
5	Walmart Woodbridge Pkwy	1.67 mi	71 (5.8%)

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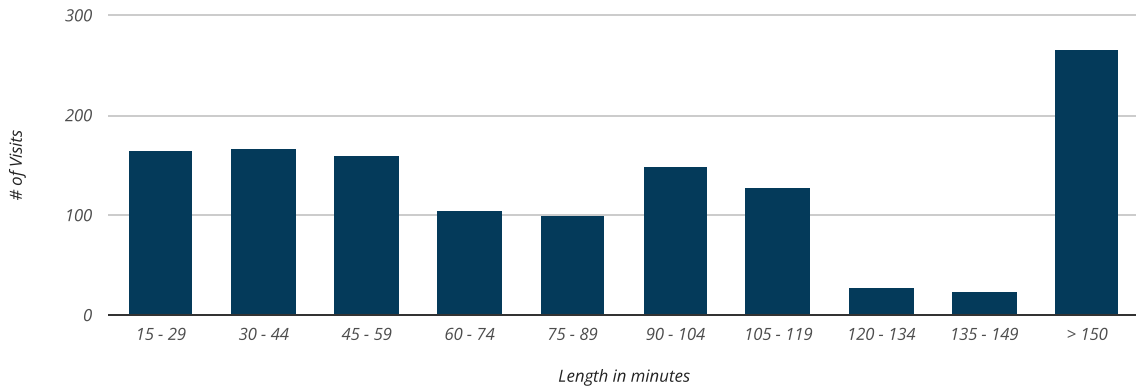
Hourly Visits



Length of Stay

Average Stay

95 Min



Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Wylie	TX	75098	61.32
Plano	TX	75094	14.96
Antioch	CA	94531	3.52
Richardson	TX	75081	3.11
Fayetteville	NC	28311	2.70
Nevada	TX	75173	2.53
Dallas	TX	75234	2.53
Richardson	TX	75082	2.45
Sachse	TX	75048	2.37
Royse City	TX	75189	1.47
Phenix City	AL	36870	1.31
Frisco	TX	75035	1.14
Caddo Mills	TX	75135	0.65

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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