



The**Retail**Coach.®

Sip & Shop Mobile Data Survey

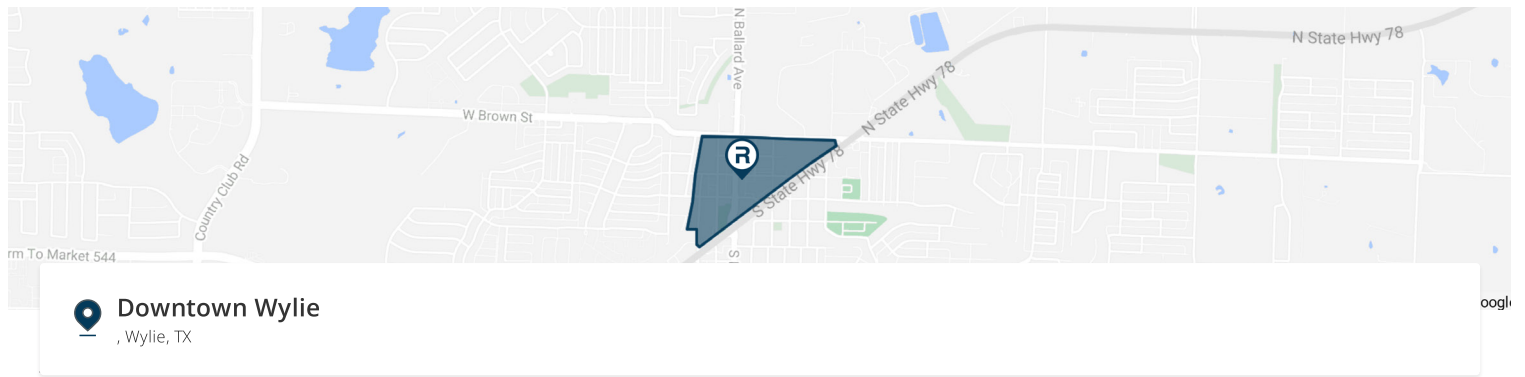
WYLIE, TEXAS

WYLIE EDC

Prepared for Wylie Economic Development Corporation
May 7, 2022

Sip & Shop • Mobile Data Analysis

Wylie, Texas • May 7, 2022



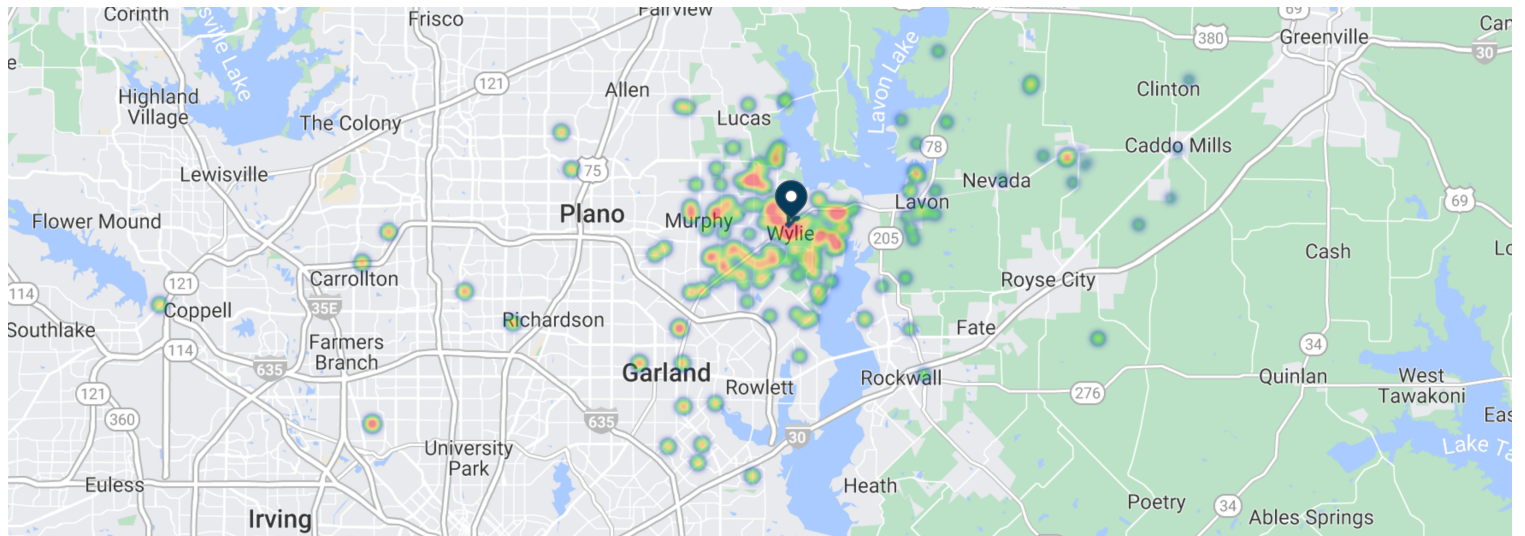
Metrics

Est. # of Visits

Sip & Shop

4.6K

Trade Area - Home Locations



Typical Customer Persona

Downtown Wylie



Ethnicity White

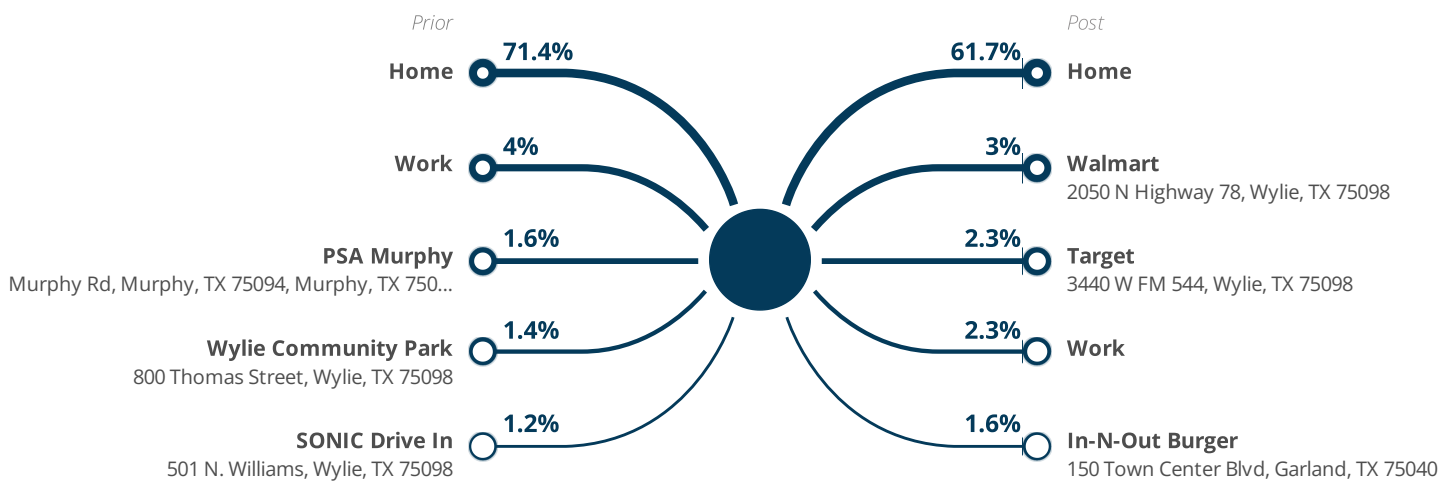
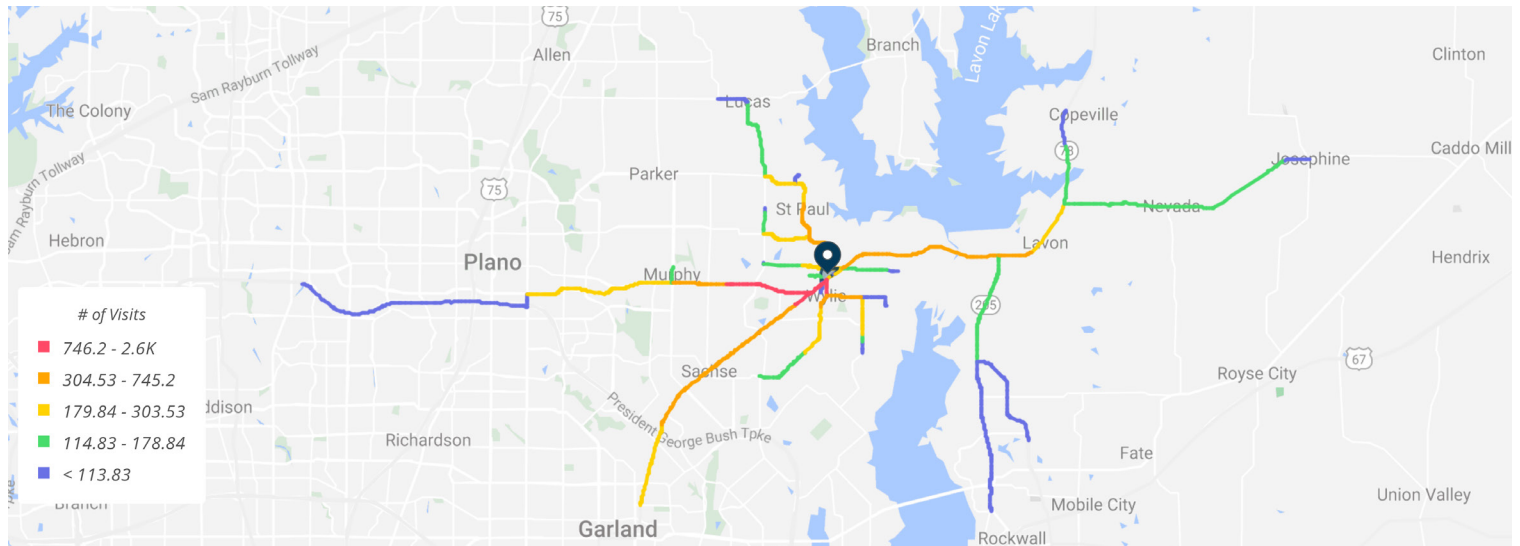
Income \$75K - \$100K



Sip & Shop • Mobile Data Analysis

Wylie, Texas • May 7, 2022

Customer Journey



Favorite Places

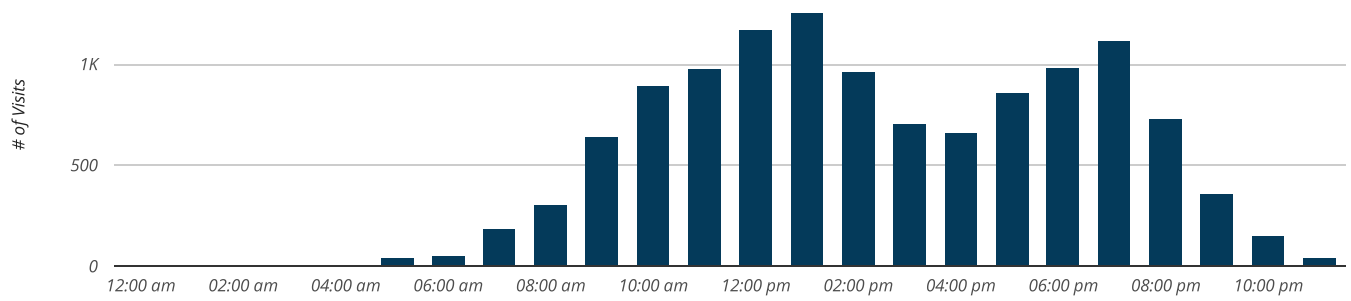
1	Ballard Street Cafe N Ballard Ave	0.04 mi	921 (20.2%)
2	Taste of Home N Ballard Ave	0.09 mi	523 (11.5%)
3	Woodbridge Crossing Fm 544	3.09 mi	451 (9.9%)
4	Olde City Park N Ballard Ave	0.17 mi	428 (9.4%)
5	Fb Wylie Event Center N Ballard Ave	0.05 mi	372 (8.1%)



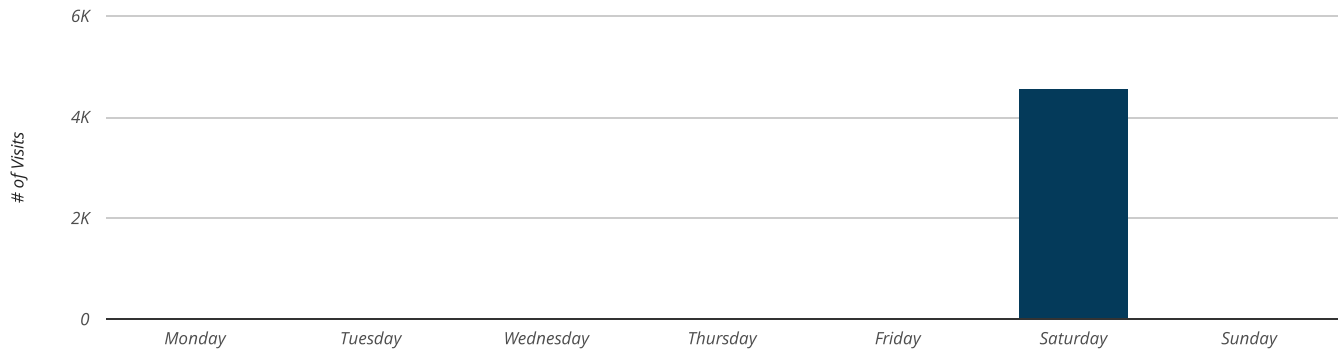
Sip & Shop • Mobile Data Analysis

Wylie, Texas • May 7, 2022

Hourly Visits



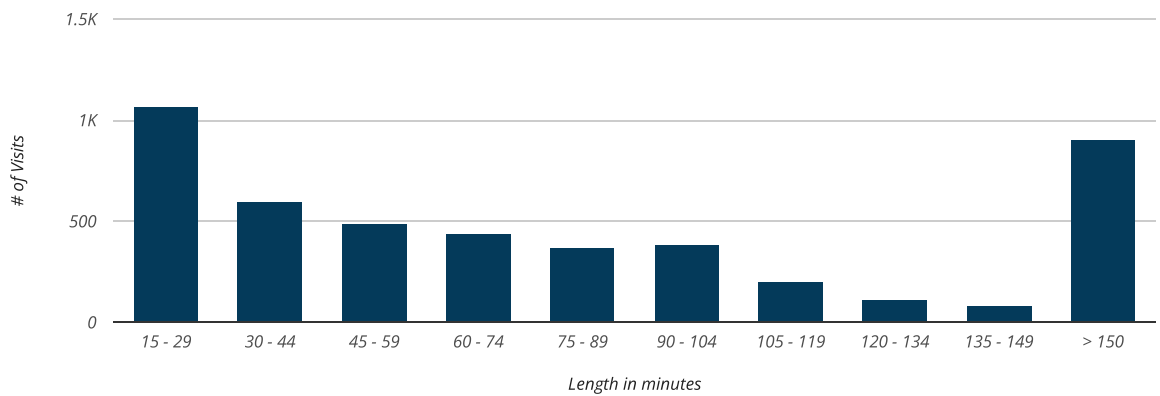
Daily Visits



Length of Stay

Average Stay

94 Min



Sip & Shop • Mobile Data Analysis

Wylie, Texas • May 7, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Wylie	TX	75098	41.78
Sachse	TX	75048	9.41
Plano	TX	75094	5.78
Lavon	TX	75166	3.33
Garland	TX	75043	3.26
Nevada	TX	75173	3.15
Allen	TX	75002	2.65
Garland	TX	75040	2.10
Rowlett	TX	75089	1.84
Rockwall	TX	75087	1.49
Garland	TX	75044	1.47
Dallas	TX	75220	1.42
Richardson	TX	75082	1.20
Newport News	VA	23602	1.01
Garland	TX	75042	0.94
Dallas	TX	75248	0.92
Pittsburg	TX	75686	0.88
Dallas	TX	75287	0.88
Carrollton	TX	75006	0.88
Princeton	TX	75407	0.85
Royse City	TX	75189	0.83
Garland	TX	75041	0.83
Oklahoma City	OK	73122	0.74
Plano	TX	75025	0.72
Richardson	TX	75080	0.70
Plano	TX	75023	0.70

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Forney	TX	75126	0.68
Mesquite	TX	75181	0.68
Grapevine	TX	76051	0.68
Boerne	TX	78006	0.66
Farmersville	TX	75442	0.57
Seagoville	TX	75159	0.48
Caddo Mills	TX	75135	0.48
San Angelo	TX	76901	0.48
Piedmont	OK	73078	0.46
Commerce	TX	75428	0.42
Culbertson	MT	59218	0.42
Red Oak	TX	75154	0.39
Dike	TX	75437	0.37
San Angelo	TX	76904	0.37
Rockwall	TX	75032	0.35
Lubbock	TX	79407	0.35
Belton	TX	76513	0.35
Terrell	TX	75161	0.33
Leander	TX	78641	0.33
Fort Worth	TX	76131	0.28
Conroe	TX	77384	0.26
Blue Ridge	TX	75424	0.24
Hallsville	TX	75650	0.22
Aubrey	TX	76227	0.20
Anna	TX	75409	0.18

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.

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