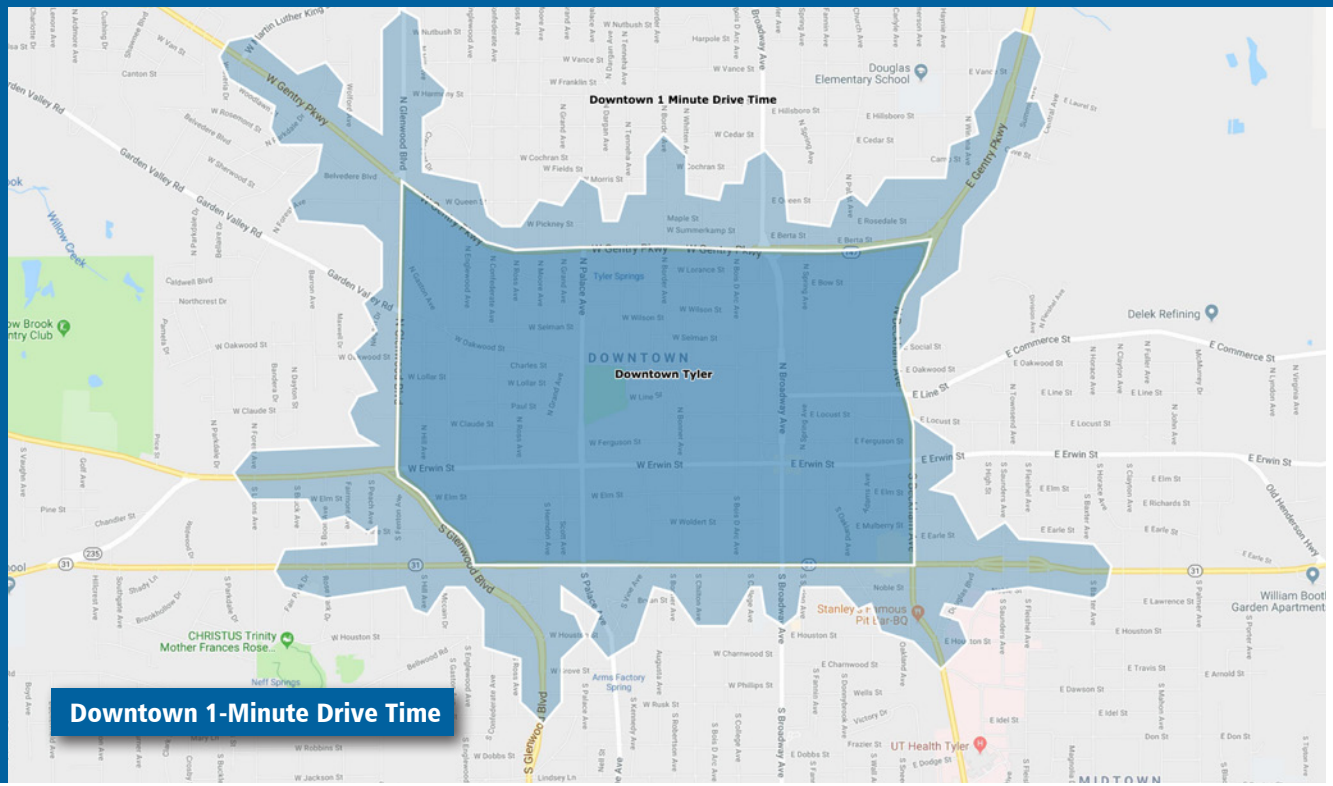
Retail Market Profile 2018



a natural beauty Tyler TEXAS

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November 2018. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2018 ESTIMATE	2023 PROJECTION
Downtown 1-Minute Drive Time	6,103	6,260	6,505	6,700

Income

	2018 ESTIMATE
Average Household	$42,269
Median Household	$31,143
Per Capita	$14,417

Educational Attainment

	2018 ESTIMATE
Graduate or Professional	2.5%
Bachelor's Degree	5.1%
Associate Degree	5.6%
Some College, No Degree	21.1%
High School Graduate	26.5%
Some High School, No Degree	19.8%
Less than 9th Grade	19.5%

Race Distribution

	2018 ESTIMATE
White	38.80%
Black or African American	26.90%
American Indian/ Alaskan	0.74%
Asian	0.25%
Native Hawaiian/ Islander	0.02%
Other Race	31.13%
Two or More Races	2.15%
Hispanic or Latino (of any race)	54.44%

Age

GROUPS	2018 ESTIMATE
9 Years and Under	16.99%
10-17 Years	11.73%
18-24 Years	9.87%
25-34 Years	18.13%
35-44 Years	13.47%
45-54 Years	11.65%
55-64 Years	9.59%
65 Years and Over	8.58%
DISTRIBUTION	**2018 ESTIMATE**
Median Age	31.26
Average Age	33.27

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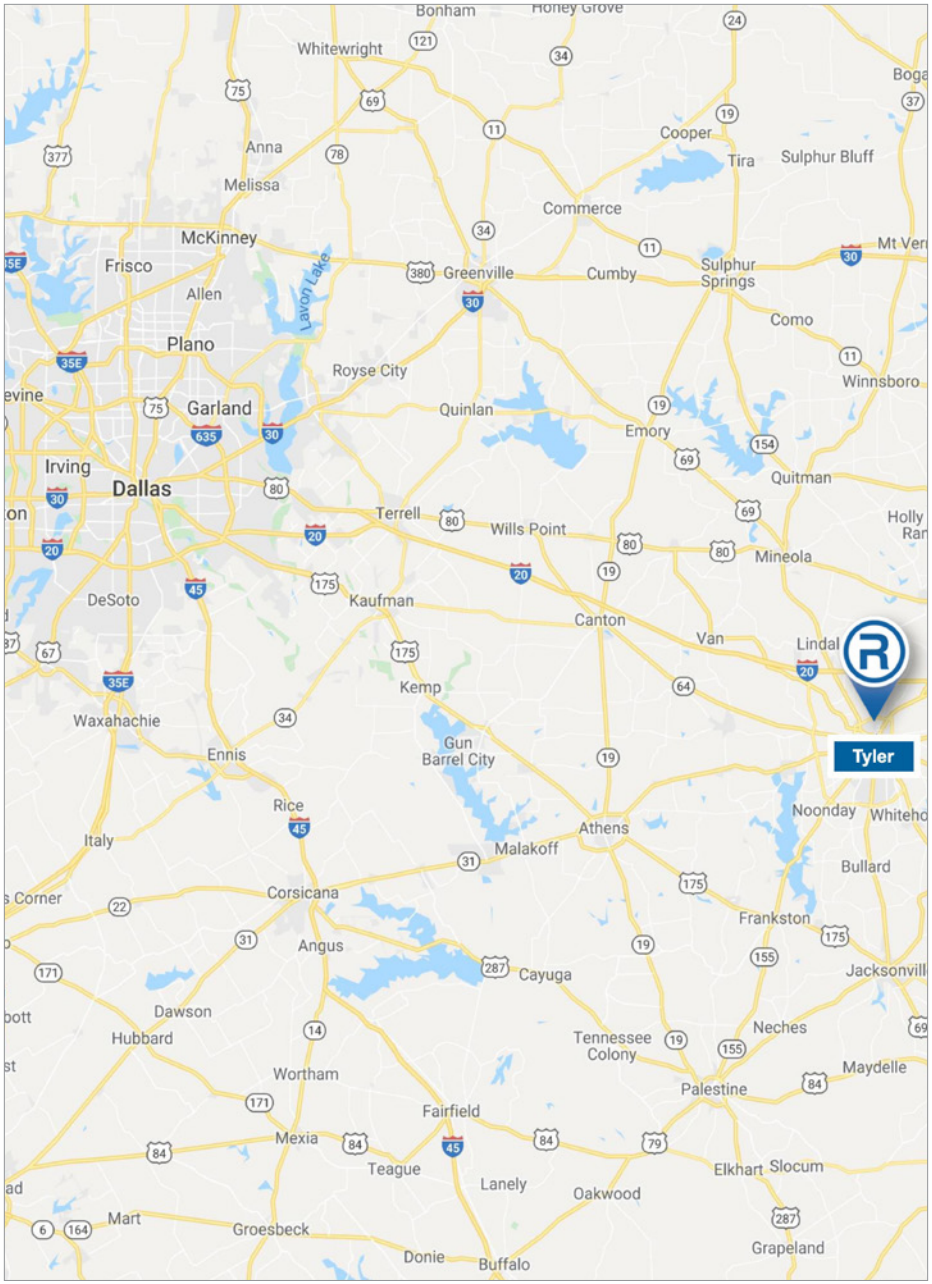
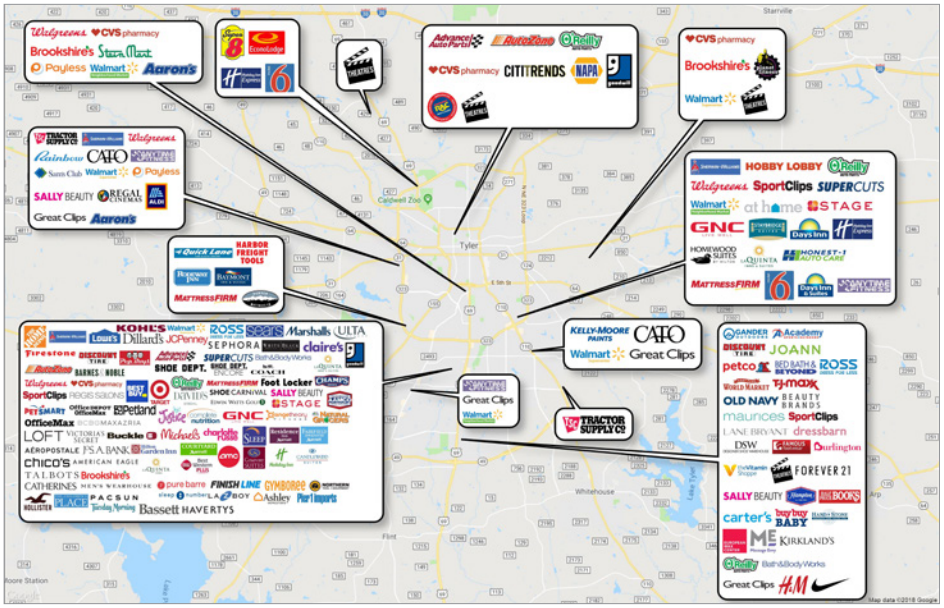
LOCATION MAP



EXISTING RETAIL



EXISTING RESTAURANTS

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Data souces used may include: ESRI, AGS, Nielsen, RegisPro, SitesUSA, TxDOT and/or Microsoft Corporation.

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