TheRetailCoach®

DOWNTOWN 3-MINUTE DRIVE TIME WORKPLACE POPULATION

Tyler, Texas

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Prepared for
The Retail Coach
November 2018

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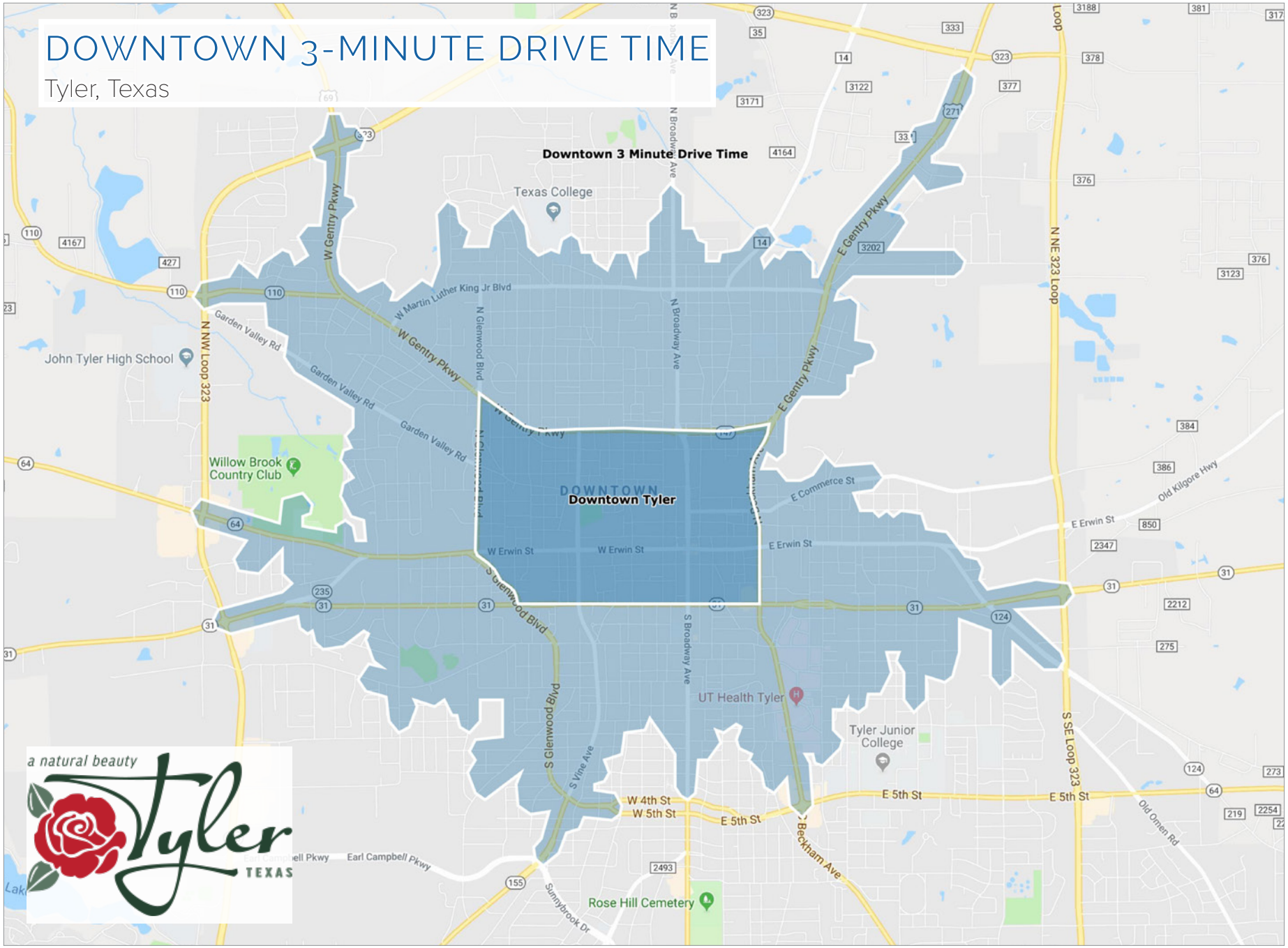

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
Grand Total	**2,597**	**32,296**	**12**
11: Agriculture, Forestry, Fishing and Hunting	**1**	**4**	**4**
111: Crop Production			
112: Animal Production and Aquaculture			
113: Forestry and Logging			
114: Fishing, Hunting and Trapping			
115: Support Activities for Agriculture and Forestry	1	4	4
21: Mining, Quarrying, and Oil and Gas Extraction	**36**	**204**	**5**
211: Oil and Gas Extraction	23	122	5
212: Mining (except Oil and Gas)			
213: Support Activities for Mining	13	82	6
22: Utilities	**3**	**16**	**5**
221: Utilities	3	16	5
23: Construction	**59**	**467**	**7**
236: Construction of Buildings	16	62	3
237: Heavy and Civil Engineering Construction	1	5	5
238: Specialty Trade Contractors	42	400	9
31: Manufacturing	**9**	**381**	**42**
311: Food Manufacturing	5	315	63
312: Beverage and Tobacco Product Manufacturing			
313: Textile Mills			
314: Textile Product Mills	3	46	15
315: Apparel Manufacturing			
316: Leather and Allied Product Manufacturing	1	20	20

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
32: Manufacturing	**6**	**135**	**22**
321: Wood Product Manufacturing	1	10	10
322: Paper Manufacturing			
323: Printing and Related Support Activities	4	25	6
324: Petroleum and Coal Products Manufacturing			
325: Chemical Manufacturing			
326: Plastics and Rubber Products Manufacturing			
327: Nonmetallic Mineral Product Manufacturing	1	100	100
33: Manufacturing	**20**	**293**	**14**
331: Primary Metal Manufacturing			
332: Fabricated Metal Product Manufacturing	5	46	9
333: Machinery Manufacturing	4	52	13
334: Computer and Electronic Product Manufacturing			
335: Electrical Equipment, Appliance, and Component Manufacturing	1	3	3
336: Transportation Equipment Manufacturing	3	20	6
337: Furniture and Related Product Manufacturing	2	57	28
339: Miscellaneous Manufacturing	5	115	23
42: Wholesale Trade	**53**	**599**	**11**
423: Merchant Wholesalers, Durable Goods	34	415	12
424: Merchant Wholesalers, Nondurable Goods	16	169	10
425: Wholesale Electronic Markets and Agents and Brokers	3	15	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
44: Retail Trade	**159**	**1,224**	**7**
441: Motor Vehicle and Parts Dealers	52	279	5
442: Furniture and Home Furnishings Stores	8	38	4
443: Electronics and Appliance Stores	9	111	12
444: Building Material and Garden Equipment and Supplies Dealers	13	112	8
445: Food and Beverage Stores	28	391	13
446: Health and Personal Care Stores	18	149	8
447: Gasoline Stations	19	114	6
448: Clothing and Clothing Accessories Stores	12	30	2
45: Retail Trade	**54**	**518**	**9**
451: Sporting Goods, Hobby, Musical Instrument, and Book Stores	5	143	28
452: General Merchandise Stores	14	103	7
453: Miscellaneous Store Retailers	27	166	6
454: Nonstore Retailers	8	106	13
48: Transportation and Warehousing	**22**	**374**	**17**
481: Air Transportation	1	10	10
482: Rail Transportation			
483: Water Transportation			
484: Truck Transportation	9	145	16
485: Transit and Ground Passenger Transportation	7	171	24
486: Pipeline Transportation	1	20	20
487: Scenic and Sightseeing Transportation			
488: Support Activities for Transportation	4	28	7

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49: Transportation and Warehousing	**4**	**163**	**40**
491: Postal Service	2	159	79
492: Couriers and Messengers			
493: Warehousing and Storage	2	4	2
51: Information	**31**	**889**	**28**
511: Publishing Industries (except Internet)	4	507	126
512: Motion Picture and Sound Recording Industries	4	16	4
515: Broadcasting (except Internet)	9	293	32
517: Telecommunications	7	25	3
518: Data Processing, Hosting, and Related Services	2	9	4
519: Other Information Services	5	39	7
52: Finance and Insurance	**191**	**614**	**3**
521: Monetary Authorities-Central Bank			
522: Credit Intermediation and Related Activities	96	341	3
523: Securities, Commodity Contracts, and Other Financial Investments and Related Activities	37	116	3
524: Insurance Carriers and Related Activities	58	157	2
525: Funds, Trusts, and Other Financial Vehicles			
53: Real Estate and Rental and Leasing	**61**	**207**	**3**
531: Real Estate	45	162	3
532: Rental and Leasing Services	15	43	2
533: Lessors of Nonfinancial Intangible Assets (except Copyrighted Works)	1	2	2
54: Professional, Scientific, and Technical Services	**300**	**1500**	**5**
541: Professional, Scientific, and Technical Services	300	1500	5

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
55: Management of Companies and Enterprises	**6**	**134**	**22**
551: Management of Companies and Enterprises	6	134	22
56: Administrative and Support and Waste Management and Remediation Services	**38**	**356**	**9**
561: Administrative and Support Services	35	344	9
562: Waste Management and Remediation Services	3	12	4
61: Educational Services	**35**	**1,364**	**38**
611: Educational Services	35	1,364	38
62: Health Care and Social Assistance	**963**	**17,793**	**18**
621: Ambulatory Health Care Services	902	10,597	11
622: Hospitals	15	6,027	401
623: Nursing and Residential Care Facilities	5	87	17
624: Social Assistance	41	1082	26
71: Arts, Entertainment, and Recreation	**25**	**210**	**8**
711: Performing Arts, Spectator Sports, and Related Industries	9	37	4
712: Museums, Historical Sites, and Similar Institutions	8	39	4
713: Amusement, Gambling, and Recreation Industries	8	134	16
72: Accommodation and Food Services	**100**	**1,219**	**12**
721: Accommodation	20	145	7
722: Food Services and Drinking Places	**80**	**1,074**	**13**

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BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
81: Other Services (except Public Administration)	**262**	**1,335**	**5**
811: Repair and Maintenance	71	339	4
812: Personal and Laundry Services	61	262	4
813: Religious, Grantmaking, Civic, Professional, and Similar Organizations	130	734	5
92: Public Administration	**93**	**2,285**	**24**
921: Executive, Legislative, and Other General Government Support	71	1,290	18
922: Justice, Public Order, and Safety Activities	16	934	58
923: Administration of Human Resource Programs	1	12	12
924: Administration of Environmental Quality Programs	3	29	9
925: Administration of Housing Programs, Urban Planning, and Community Development			
926: Administration of Economic Programs	2	20	10
927: Space Research and Technology			
928: National Security and International Affairs			
99: Unassigned	**66**	**12**	**0**
999: Unassigned	66	12	0

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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” data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –
“It’s not about data. It’s about your success.”

ACKNOWLEDGEMENTS

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 Analytica 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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