



TheRetailCoach®

DOWNTOWN 1-MILE RADIAL OPPORTUNITY ANALYSIS

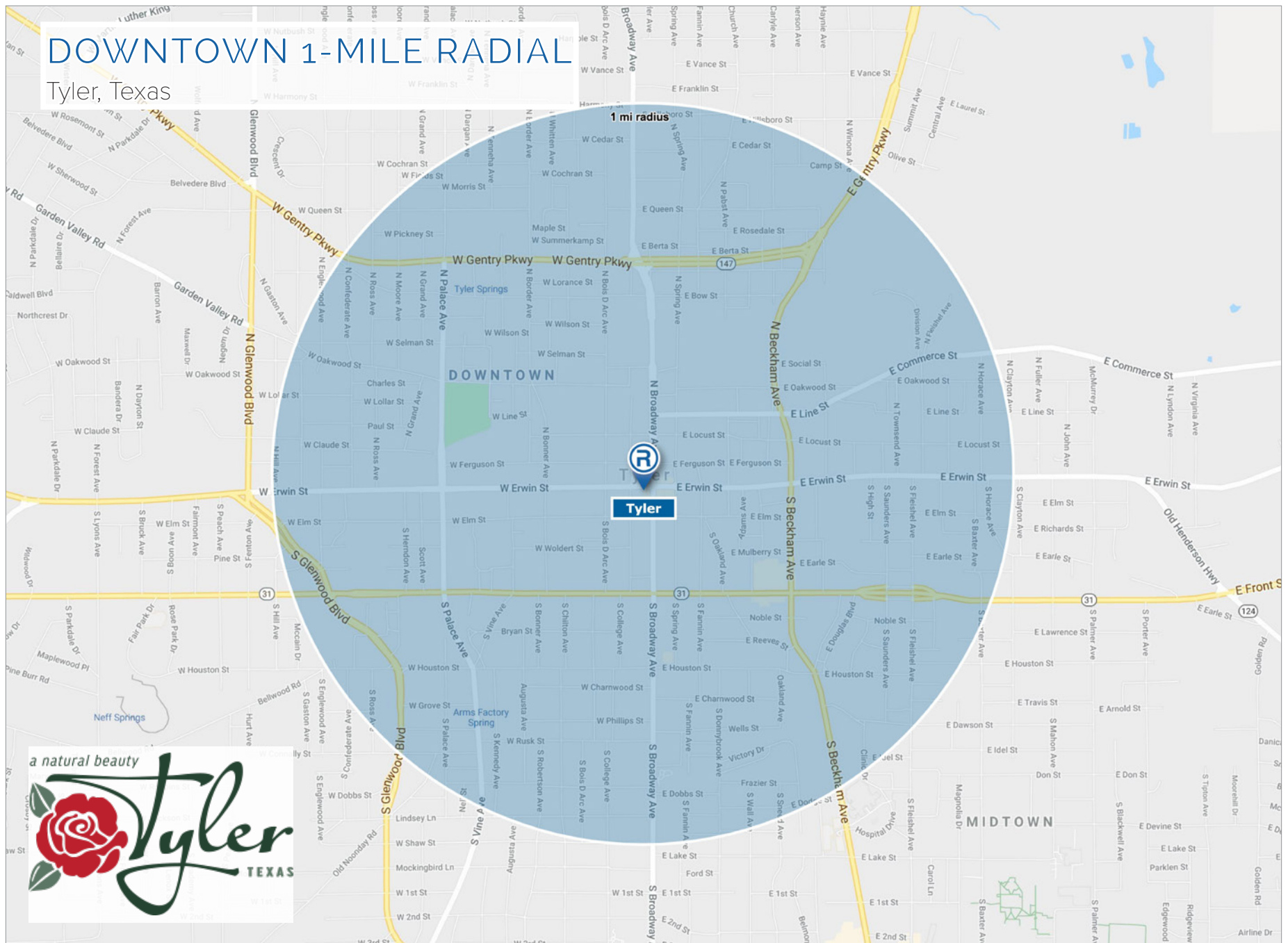
Tyler, Texas

Prepared for
The Retail Coach
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DOWNTOWN 1-MILE RADIAL

Tyler, Texas



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DOWNTOWN 1-MILE RADIAL • OPPORTUNITY ANALYSIS

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SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$87,716,731
441	Motor vehicle and parts dealers	\$21,735,571
4411	Automobile dealers	\$19,130,061
4412	Other motor vehicle dealers	\$1,137,569
4413	Automotive parts, accessories, and tire stores	\$1,467,942
442	Furniture and home furnishings stores	\$1,809,271
4421	Furniture stores	\$975,563
4422	Home furnishings stores	\$833,707
443	Electronics and appliance stores	\$1,528,035
443141	Household appliance stores	\$238,854
443142	Electronics stores	\$1,289,181
444	Building material and garden equipment and supplies dealers	\$5,221,300
4441	Building material and supplies dealers	\$4,639,229
44411	Home centers	\$2,539,210
44412	Paint and wallpaper stores	\$89,460
44413	Hardware stores	\$305,526
44419	Other building material dealers	\$1,705,033
4442	Lawn and garden equipment and supplies stores	\$582,071
44421	Outdoor power equipment stores	\$63,639
44422	Nursery, garden center, and farm supply stores	\$518,432
445	Food and beverage stores	\$10,477,788
4451	Grocery stores	\$9,677,054
44511	Supermarkets and other grocery (except convenience) stores	\$9,355,106
44512	Convenience stores	\$321,947
4452	Specialty food stores	\$232,475
4453	Beer, wine, and liquor stores	\$568,259

*Positive numbers denote leakage. negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES
446	Health and personal care stores	\$4,377,693
44611	Pharmacies and drug stores	\$3,643,259
44612	Cosmetics, beauty supplies, and perfume stores	\$276,313
44613	Optical goods stores	\$167,830
44619	Other health and personal care stores	\$290,291
447	Gasoline stations	\$8,796,087
44711	Gasoline stations with convenience stores	\$7,140,437
44719	Other gasoline stations	\$1,655,650
448	Clothing and clothing accessories stores	\$3,700,942
4481	Clothing stores	\$2,579,537
44811	Men's clothing stores	\$116,714
44812	Women's clothing stores	\$587,552
44813	Children's and infants' clothing stores	\$154,512
44814	Family clothing stores	\$1,344,979
44815	Clothing accessories stores	\$157,618
44819	Other clothing stores	\$218,160
4482	Shoe stores	\$642,669
4483	Jewelry, luggage, and leather goods stores	\$478,735
44831	Jewelry stores	\$447,570
44832	Luggage and leather goods stores	\$31,165
451	Sporting goods, hobby, musical instrument, and book stores	\$1,649,978
4511	Sporting goods, hobby, and musical instrument stores	\$1,466,351
45111	Sporting goods stores	\$1,077,511
45112	Hobby, toy, and game stores	\$291,730
45113	Sewing, needlework, and piece goods stores	\$37,786
45114	Musical instrument and supplies stores	\$59,323
4512	Book stores and news dealers	\$183,627

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SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	\$10,950,438
4522	Department stores	\$2,037,803
4523	Other general merchandise stores	\$8,912,635
453	Miscellaneous store retailers	\$1,410,800
4531	Florists	\$71,994
4532	Office supplies, stationery, and gift stores	\$383,504
45321	Office supplies and stationery stores	\$189,698
45322	Gift, novelty, and souvenir stores	\$193,806
4533	Used merchandise stores	\$314,672
4539	Other miscellaneous store retailers	\$640,629
45391	Pet and pet supplies stores	\$301,111
45399	All other miscellaneous store retailers	\$339,518
454	Non-store retailers	\$5,129,124
722	Food services and drinking places	\$10,929,706
7223	Special food services	\$726,703
7224	Drinking places (alcoholic beverages)	\$395,777
7225	Restaurants and other eating places	\$9,807,226
722511	Full-service restaurants	\$4,292,569
722513	Limited-service restaurants	\$4,865,820
722514	Cafeterias, grill buffets, and buffets	\$211,345
722515	Snack and nonalcoholic beverage bars	\$437,491

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DOWNTOWN 1-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
Population		
2023 Projection	10,412	
2018 Estimate	10,156	
2010 Census	9,891	
2000 Census	9,994	
Growth 2018 - 2023		2.52%
Growth 2010 - 2018		2.68%
Growth 2000 - 2010		-1.03%
2018 Est. Population by Single-Classification Race	10,156	
White Alone	4,639	45.68%
Black or African American Alone	2,391	23.54%
Amer. Indian and Alaska Native Alone	71	0.70%
Asian Alone	36	0.35%
Native Hawaiian and Other Pacific Island Alone	4	0.04%
Some Other Race Alone	2,767	27.25%
Two or More Races	248	2.44%
2018 Est. Population by Hispanic or Latino Origin	10,156	
Not Hispanic or Latino	4,894	48.19%
Hispanic or Latino	5,262	51.81%
Mexican	4,844	92.06%
Puerto Rican	21	0.40%
Cuban	3	0.06%
All Other Hispanic or Latino	393	7.47%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	5,262	
White Alone	2,238	42.53%
Black or African American Alone	64	1.22%
American Indian and Alaska Native Alone	45	0.86%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	3	0.06%
Some Other Race Alone	2,753	52.32%
Two or More Races	159	3.02%
2018 Est. Pop by Race, Asian Alone, by Category	36	
Chinese, except Taiwanese	4	11.11%
Filipino	11	30.56%
Japanese	0	0.00%
Asian Indian	10	27.78%
Korean	0	0.00%
Vietnamese	8	22.22%
Cambodian	3	8.33%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	1	2.78%

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Tyler, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	10,156	
Arab	14	0.14%
Czech	6	0.06%
Danish	8	0.08%
Dutch	2	0.02%
English	258	2.54%
French (except Basque)	92	0.91%
French Canadian	0	0.00%
German	237	2.33%
Greek	0	0.00%
Hungarian	1	0.01%
Irish	326	3.21%
Italian	43	0.42%
Lithuanian	1	0.01%
United States or American	727	7.16%
Norwegian	4	0.04%
Polish	5	0.05%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	54	0.53%
Scotch-Irish	35	0.35%
Slovak	0	0.00%
Subsaharan African	138	1.36%
Swedish	49	0.48%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	22	0.22%
West Indian (except Hisp. groups)	44	0.43%
Other ancestries	7,277	71.65%
Ancestry Unclassified	812	8.00%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,391	58.09%
Speak Asian/Pacific Island Language at Home	4	0.04%
Speak IndoEuropean Language at Home	42	0.45%
Speak Spanish at Home	3,839	41.37%
Speak Other Language at Home	4	0.04%
2018 Est. Population by Age	10,156	
Age 0 - 4	876	8.63%
Age 5 - 9	798	7.86%
Age 10 - 14	736	7.25%
Age 15 - 17	434	4.27%
Age 18 - 20	512	5.04%
Age 21 - 24	594	5.85%
Age 25 - 34	1,833	18.05%
Age 35 - 44	1,364	13.43%
Age 45 - 54	1,147	11.29%
Age 55 - 64	1,005	9.90%
Age 65 - 74	560	5.51%
Age 75 - 84	224	2.21%
Age 85 and over	73	0.72%
Age 16 and over	7,603	74.86%
Age 18 and over	7,311	71.99%
Age 21 and over	6,800	66.96%
Age 65 and over	858	8.45%
2018 Est. Median Age		31.10
2018 Est. Average Age		33.28

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	10,156	
Male	5,263	51.82%
Female	4,893	48.18%
2018 Est. Male Population by Age	5,263	
Age 0 - 4	444	8.44%
Age 5 - 9	407	7.73%
Age 10 - 14	378	7.18%
Age 15 - 17	239	4.54%
Age 18 - 20	280	5.32%
Age 21 - 24	329	6.25%
Age 25 - 34	949	18.03%
Age 35 - 44	727	13.81%
Age 45 - 54	601	11.42%
Age 55 - 64	510	9.69%
Age 65 - 74	282	5.36%
Age 75 - 84	97	1.84%
Age 85 and over	21	0.40%
2018 Est. Median Age, Male		30.78
2018 Est. Average Age, Male		32.86

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	4,893	
Age 0 - 4	432	8.83%
Age 5 - 9	391	7.99%
Age 10 - 14	359	7.34%
Age 15 - 17	195	3.99%
Age 18 - 20	232	4.74%
Age 21 - 24	264	5.40%
Age 25 - 34	884	18.07%
Age 35 - 44	637	13.02%
Age 45 - 54	546	11.16%
Age 55 - 64	495	10.12%
Age 65 - 74	279	5.70%
Age 75 - 84	127	2.60%
Age 85 and over	52	1.06%
2018 Est. Median Age, Female		31.45
2018 Est. Average Age, Female		33.62
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,497	45.15%
Males, Never Married	1,922	24.81%
Females, Never Married	1,576	20.35%
Married, Spouse present	2,036	26.29%
Married, Spouse absent	700	9.04%
Widowed	431	5.56%
Males Widowed	100	1.29%
Females Widowed	331	4.27%
Divorced	1,081	13.96%
Males Divorced	582	7.51%
Females Divorced	499	6.44%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,264	20.4%
Some High School, no diploma	1,012	16.3%
High School Graduate (or GED)	1,439	23.2%
Some College, no degree	1,344	21.7%
Associate Degree	438	7.1%
Bachelor's Degree	465	7.5%
Master's Degree	199	3.2%
Professional School Degree	26	0.4%
Doctorate Degree	19	0.3%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,887	69.10%
High School Graduate	510	18.67%
Some College or Associate's Degree	303	11.10%
Bachelor's Degree or Higher	32	1.17%
Households		
2023 Projection	3,544	
2018 Estimate	3,434	
2010 Census	3,354	
2000 Census	3,288	
Growth 2018 - 2023		3.20%
Growth 2010 - 2018		2.39%
Growth 2000 - 2010		2.01%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	2,139	62.29%
Nonfamily Households	1,295	37.71%
2018 Est. Group Quarters Population	813	
2018 Households by Ethnicity, Hispanic/Latino	1,318	
2018 Est. Households by Household Income		
Income < \$15,000	728	21.20%
Income \$15,000 - \$24,999	622	18.11%
Income \$25,000 - \$34,999	511	14.88%
Income \$35,000 - \$49,999	518	15.08%
Income \$50,000 - \$74,999	442	12.87%
Income \$75,000 - \$99,999	222	6.47%
Income \$100,000 - \$124,999	205	5.97%
Income \$125,000 - \$149,999	86	2.50%
Income \$150,000 - \$199,999	61	1.78%
Income \$200,000 - \$249,999	24	0.70%
Income \$250,000 - \$499,999	11	0.32%
Income \$500,000+	3	0.09%
2018 Est. Average Household Income		\$46,157
2018 Est. Median Household Income		\$31,910

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$37,159
Black or African American Alone		\$22,157
American Indian and Alaska Native Alone		\$43,750
Asian Alone		\$54,838
Native Hawaiian and Other Pacific Islander Alone		\$42,926
Some Other Race Alone		\$36,110
Two or More Races		\$50,000
Hispanic or Latino		\$33,436
Not Hispanic or Latino		\$30,869
2018 Est. Family HH Type by Presence of Own Child.	2,139	
Married-Couple Family, own children	681	31.84%
Married-Couple Family, no own children	566	26.46%
Male Householder, own children	102	4.77%
Male Householder, no own children	124	5.80%
Female Householder, own children	383	17.91%
Female Householder, no own children	283	13.23%
2018 Est. Households by Household Size	3,434	
1-person	1,056	30.75%
2-person	847	24.67%
3-person	485	14.12%
4-person	442	12.87%
5-person	294	8.56%
6-person	154	4.49%
7-or-more-person	157	4.57%
2018 Est. Average Household Size		2.79

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	3,434	
Households with 1 or More People under Age 18:	1,366	39.78%
Married-Couple Family	749	54.83%
Other Family, Male Householder	134	9.81%
Other Family, Female Householder	473	34.63%
Nonfamily, Male Householder	6	0.44%
Nonfamily, Female Householder	4	0.29%
Households with No People under Age 18:	2,068	60.22%
Married-Couple Family	497	24.03%
Other Family, Male Householder	94	4.55%
Other Family, Female Householder	192	9.28%
Nonfamily, Male Householder	643	31.09%
Nonfamily, Female Householder	643	31.09%
2018 Est. Households by Number of Vehicles	3,434	
No Vehicles	354	10.31%
1 Vehicle	1,612	46.94%
2 Vehicles	1,087	31.65%
3 Vehicles	258	7.51%
4 Vehicles	98	2.85%
5 or more Vehicles	25	0.73%
2018 Est. Average Number of Vehicles		1.47

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	2,209	
2018 Estimate	2,139	
2010 Census	2,085	
2000 Census	2,094	
Growth 2018 - 2023		3.27%
Growth 2010 - 2018		2.59%
Growth 2000 - 2010		-0.43%
2018 Est. Families by Poverty Status	2,139	
2018 Families at or Above Poverty	1,512	70.69%
2018 Families at or Above Poverty with Children	772	36.09%
2018 Families Below Poverty	627	29.31%
2018 Families Below Poverty with Children	548	25.62%
2018 Est. Pop 16+ by Employment Status	7,603	
Civilian Labor Force, Employed	4,278	56.27%
Civilian Labor Force, Unemployed	323	4.25%
Armed Forces	0	0.00%
Not in Labor Force	3,002	39.48%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	4,245	
For-Profit Private Workers	3,258	76.75%
Non-Profit Private Workers	323	7.61%
Local Government Workers	30	0.71%
State Government Workers	145	3.42%
Federal Government Workers	192	4.52%
Self-Employed Workers	285	6.71%
Unpaid Family Workers	11	0.26%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	4,245	
Architect/Engineer	5	0.12%
Arts/Entertainment/Sports	37	0.87%
Building Grounds Maintenance	333	7.85%
Business/Financial Operations	70	1.65%
Community/Social Services	89	2.10%
Computer/Mathematical	53	1.25%
Construction/Extraction	495	11.66%
Education/Training/Library	122	2.87%
Farming/Fishing/Forestry	83	1.96%
Food Prep/Serving	467	11.00%
Health Practitioner/Technician	116	2.73%
Healthcare Support	161	3.79%
Maintenance Repair	210	4.95%
Legal	40	0.94%
Life/Physical/Social Science	4	0.09%
Management	237	5.58%
Office/Admin. Support	314	7.40%
Production	334	7.87%
Protective Services	37	0.87%
Sales/Related	476	11.21%
Personal Care/Service	191	4.50%
Transportation/Moving	373	8.79%
2018 Est. Pop 16+ by Occupation Classification	4,245	
White Collar	1,562	36.80%
Blue Collar	1,412	33.26%
Service and Farm	1,271	29.94%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	4,164	
Drove Alone	3,071	73.75%
Car Pooled	563	13.52%
Public Transportation	31	0.74%
Walked	91	2.19%
Bicycle	33	0.79%
Other Means	266	6.39%
Worked at Home	109	2.62%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,476	
15 - 29 Minutes	1,508	
30 - 44 Minutes	826	
45 - 59 Minutes	131	
60 or more Minutes	94	
2018 Est. Avg Travel Time to Work in Minutes		21.87
2018 Est. Occupied Housing Units by Tenure	3,434	
Owner Occupied	1,350	39.31%
Renter Occupied	2,084	60.69%
2018 Owner Occ. HUs: Avg. Length of Residence		18.21
2018 Renter Occ. HUs: Avg. Length of Residence		5.63

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	3,434	
Value Less than \$20,000	70	5.19%
Value \$20,000 - \$39,999	121	8.96%
Value \$40,000 - \$59,999	366	27.11%
Value \$60,000 - \$79,999	271	20.07%
Value \$80,000 - \$99,999	148	10.96%
Value \$100,000 - \$149,999	186	13.78%
Value \$150,000 - \$199,999	109	8.07%
Value \$200,000 - \$299,999	59	4.37%
Value \$300,000 - \$399,999	13	0.96%
Value \$400,000 - \$499,999	1	0.07%
Value \$500,000 - \$749,999	2	0.15%
Value \$750,000 - \$999,999	3	0.22%
Value \$1,000,000 or \$1,499,999	0	0.00%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.07%
2018 Est. Median All Owner-Occupied Housing Value		\$67,763
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	2,588	65.84%
1 Unit Detached	51	1.30%
2 Units	450	11.45%
3 or 4 Units	256	6.51%
5 to 19 Units	354	9.01%
20 to 49 Units	117	2.98%
50 or More Units	53	1.35%
Mobile Home or Trailer	62	1.58%
Boat, RV, Van, etc.	0	0.00%

DOWNTOWN 1-MILE RADIAL • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	133	3.38%
Housing Units Built 2010 to 2014	32	0.81%
Housing Units Built 2000 to 2009	298	7.58%
Housing Units Built 1990 to 1999	47	1.20%
Housing Units Built 1980 to 1989	185	4.71%
Housing Units Built 1970 to 1979	474	12.06%
Housing Units Built 1960 to 1969	573	14.58%
Housing Units Built 1950 to 1959	865	22.01%
Housing Units Built 1940 to 1949	631	16.05%
Housing Unit Built 1939 or Earlier	694	17.66%
2018 Est. Median Year Structure Built		
		1957