



TheRetailCoach®

DOWNTOWN 2-MILE RADIAL OPPORTUNITY ANALYSIS

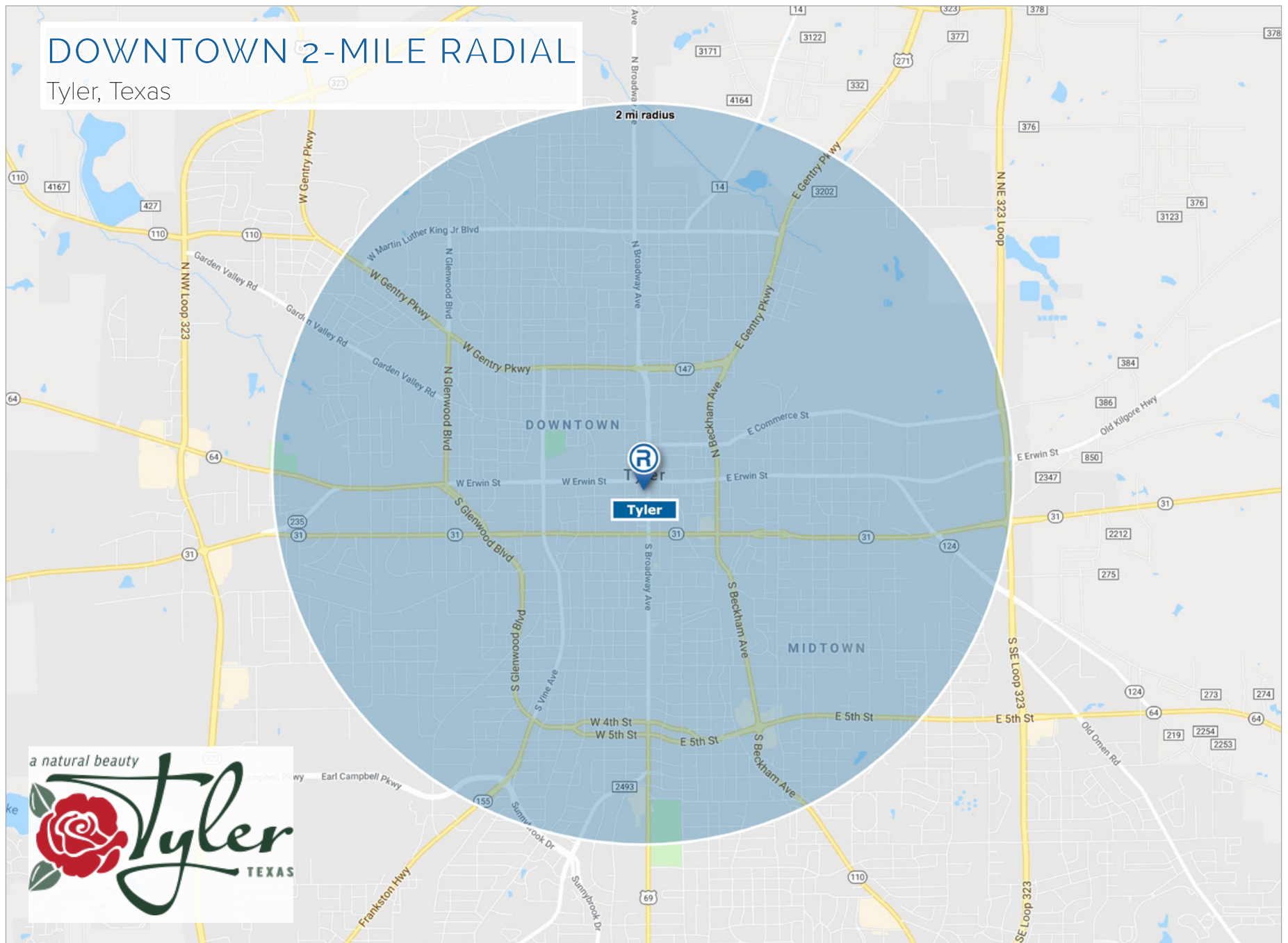
Tyler, Texas

Prepared for
The Retail Coach
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DOWNTOWN 2-MILE RADIAL

Tyler, Texas



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DOWNTOWN 2-MILE RADIAL • OPPORTUNITY ANALYSIS

Tyler, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$322,086,341
441	Motor vehicle and parts dealers	\$79,810,664
4411	Automobile dealers	\$70,243,511
4412	Other motor vehicle dealers	\$4,177,030
4413	Automotive parts, accessories, and tire stores	\$5,390,123
442	Furniture and home furnishings stores	\$6,643,446
4421	Furniture stores	\$3,582,163
4422	Home furnishings stores	\$3,061,283
443	Electronics and appliance stores	\$5,610,779
443141	Household appliance stores	\$877,046
443142	Electronics stores	\$4,733,733
444	Building material and garden equipment and supplies dealers	\$19,172,047
4441	Building material and supplies dealers	\$17,034,747
44411	Home centers	\$9,323,705
44412	Paint and wallpaper stores	\$328,486
44413	Hardware stores	\$1,121,859
44419	Other building material dealers	\$6,260,697
4442	Lawn and garden equipment and supplies stores	\$2,137,300
44421	Outdoor power equipment stores	\$233,674
44422	Nursery, garden center, and farm supply stores	\$1,903,626
445	Food and beverage stores	\$38,473,303
4451	Grocery stores	\$35,533,094
44511	Supermarkets and other grocery (except convenience) stores	\$34,350,938
44512	Convenience stores	\$1,182,156
4452	Specialty food stores	\$853,625
4453	Beer, wine, and liquor stores	\$2,086,584

*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	\$16,074,415
44611	Pharmacies and drug stores	\$13,377,652
44612	Cosmetics, beauty supplies, and perfume stores	\$1,014,591
44613	Optical goods stores	\$616,254
44619	Other health and personal care stores	\$1,065,919
447	Gasoline stations	\$32,298,278
44711	Gasoline stations with convenience stores	\$26,218,912
44719	Other gasoline stations	\$6,079,367
448	Clothing and clothing accessories stores	\$13,589,457
4481	Clothing stores	\$9,471,779
44811	Men's clothing stores	\$428,563
44812	Women's clothing stores	\$2,157,429
44813	Children's and infants' clothing stores	\$567,353
44814	Family clothing stores	\$4,938,618
44815	Clothing accessories stores	\$578,756
44819	Other clothing stores	\$801,061
4482	Shoe stores	\$2,359,813
4483	Jewelry, luggage, and leather goods stores	\$1,757,865
44831	Jewelry stores	\$1,643,429
44832	Luggage and leather goods stores	\$114,436
451	Sporting goods, hobby, musical instrument, and book stores	\$6,058,540
4511	Sporting goods, hobby, and musical instrument stores	\$5,384,281
45111	Sporting goods stores	\$3,956,504
45112	Hobby, toy, and game stores	\$1,071,201
45113	Sewing, needlework, and piece goods stores	\$138,747
45114	Musical instrument and supplies stores	\$217,829
4512	Book stores and news dealers	\$674,259

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SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	\$40,208,822
4522	Department stores	\$7,482,591
4523	Other general merchandise stores	\$32,726,231
453	Miscellaneous store retailers	\$5,180,303
4531	Florists	\$264,356
4532	Office supplies, stationery, and gift stores	\$1,408,186
45321	Office supplies and stationery stores	\$696,552
45322	Gift, novelty, and souvenir stores	\$711,633
4533	Used merchandise stores	\$1,155,440
4539	Other miscellaneous store retailers	\$2,352,322
45391	Pet and pet supplies stores	\$1,105,648
45399	All other miscellaneous store retailers	\$1,246,673
454	Non-store retailers	\$18,833,590
722	Food services and drinking places	\$40,132,697
7223	Special food services	\$2,668,373
7224	Drinking places (alcoholic beverages)	\$1,453,252
7225	Restaurants and other eating places	\$36,011,072
722511	Full-service restaurants	\$15,761,849
722513	Limited-service restaurants	\$17,866,766
722514	Cafeterias, grill buffets, and buffets	\$776,038
722515	Snack and nonalcoholic beverage bars	\$1,606,420

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DOWNTOWN 2-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
Population		
2023 Projection	34,707	
2018 Estimate	33,868	
2010 Census	33,092	
2000 Census	31,770	
Growth 2018 - 2023		2.48%
Growth 2010 - 2018		2.35%
Growth 2000 - 2010		4.16%
2018 Est. Population by Single-Classification Race	33,868	
White Alone	14,060	41.51%
Black or African American Alone	10,845	32.02%
Amer. Indian and Alaska Native Alone	220	0.65%
Asian Alone	144	0.43%
Native Hawaiian and Other Pacific Island Alone	14	0.04%
Some Other Race Alone	7,754	22.90%
Two or More Races	830	2.45%
2018 Est. Population by Hispanic or Latino Origin	33,868	
Not Hispanic or Latino	18,798	55.50%
Hispanic or Latino	15,070	44.50%
Mexican	13,797	91.55%
Puerto Rican	74	0.49%
Cuban	16	0.11%
All Other Hispanic or Latino	1,183	7.85%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	15,070	
White Alone	6,520	43.27%
Black or African American Alone	175	1.16%
American Indian and Alaska Native Alone	152	1.01%
Asian Alone	9	0.06%
Native Hawaiian and Other Pacific Islander Alone	12	0.08%
Some Other Race Alone	7,706	51.14%
Two or More Races	496	3.29%
2018 Est. Pop by Race, Asian Alone, by Category	144	
Chinese, except Taiwanese	8	5.56%
Filipino	23	15.97%
Japanese	1	0.69%
Asian Indian	32	22.22%
Korean	0	0.00%
Vietnamese	64	44.44%
Cambodian	7	4.86%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	5	3.47%
All Other Asian Races Including 2+ Category	5	3.47%

DOWNTOWN 2-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	33,868	
Arab	41	0.12%
Czech	27	0.08%
Danish	22	0.07%
Dutch	39	0.12%
English	805	2.38%
French (except Basque)	276	0.82%
French Canadian	1	0.00%
German	807	2.38%
Greek	10	0.03%
Hungarian	12	0.04%
Irish	924	2.73%
Italian	186	0.55%
Lithuanian	14	0.04%
United States or American	2,218	6.55%
Norwegian	21	0.06%
Polish	18	0.05%
Portuguese	0	0.00%
Russian	12	0.04%
Scottish	178	0.53%
Scotch-Irish	180	0.53%
Slovak	0	0.00%
Subsaharan African	545	1.61%
Swedish	91	0.27%
Swiss	2	0.01%
Ukrainian	0	0.00%
Welsh	69	0.20%
West Indian (except Hisp. groups)	55	0.16%
Other ancestries	23,929	70.65%
Ancestry Unclassified	3,385	10.00%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	19,544	63.02%
Speak Asian/Pacific Island Language at Home	43	0.14%
Speak IndoEuropean Language at Home	142	0.46%
Speak Spanish at Home	11,260	36.31%
Speak Other Language at Home	21	0.07%
2018 Est. Population by Age	33,868	
Age 0 - 4	2,857	8.44%
Age 5 - 9	2,669	7.88%
Age 10 - 14	2,477	7.31%
Age 15 - 17	1,539	4.54%
Age 18 - 20	2,154	6.36%
Age 21 - 24	2,030	5.99%
Age 25 - 34	5,167	15.26%
Age 35 - 44	4,127	12.19%
Age 45 - 54	3,634	10.73%
Age 55 - 64	3,315	9.79%
Age 65 - 74	2,199	6.49%
Age 75 - 84	1,155	3.41%
Age 85 and over	544	1.61%
Age 16 and over	25,365	74.89%
Age 18 and over	24,326	71.83%
Age 21 and over	22,172	65.47%
Age 65 and over	3,898	11.51%
2018 Est. Median Age		31.08
2018 Est. Average Age		34.40

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	33,868	
Male	16,485	48.67%
Female	17,383	51.33%
2018 Est. Male Population by Age	16,485	
Age 0 - 4	1,458	8.84%
Age 5 - 9	1,344	8.15%
Age 10 - 14	1,250	7.58%
Age 15 - 17	785	4.76%
Age 18 - 20	1,107	6.72%
Age 21 - 24	1,074	6.52%
Age 25 - 34	2,524	15.31%
Age 35 - 44	2,032	12.33%
Age 45 - 54	1,768	10.73%
Age 55 - 64	1,565	9.49%
Age 65 - 74	969	5.88%
Age 75 - 84	451	2.74%
Age 85 and over	157	0.95%
2018 Est. Median Age, Male		29.67
2018 Est. Average Age, Male		33.07

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	17,383	
Age 0 - 4	1,399	8.05%
Age 5 - 9	1,325	7.62%
Age 10 - 14	1,227	7.06%
Age 15 - 17	753	4.33%
Age 18 - 20	1,047	6.02%
Age 21 - 24	957	5.51%
Age 25 - 34	2,643	15.21%
Age 35 - 44	2,095	12.05%
Age 45 - 54	1,866	10.74%
Age 55 - 64	1,750	10.07%
Age 65 - 74	1,229	7.07%
Age 75 - 84	704	4.05%
Age 85 and over	387	2.23%
2018 Est. Median Age, Female		32.41
2018 Est. Average Age, Female		35.52
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	11,001	42.53%
Males, Never Married	5,528	21.37%
Females, Never Married	5,472	21.16%
Married, Spouse present	7,470	28.88%
Married, Spouse absent	2,151	8.32%
Widowed	1,722	6.66%
Males Widowed	406	1.57%
Females Widowed	1,316	5.09%
Divorced	3,521	13.61%
Males Divorced	1,652	6.39%
Females Divorced	1,869	7.23%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,440	17.1%
Some High School, no diploma	3,105	15.4%
High School Graduate (or GED)	4,944	24.5%
Some College, no degree	4,446	22.1%
Associate Degree	1,574	7.8%
Bachelor's Degree	1,728	8.6%
Master's Degree	672	3.3%
Professional School Degree	139	0.7%
Doctorate Degree	93	0.5%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,102	67.14%
High School Graduate	1,499	19.73%
Some College or Associate's Degree	903	11.88%
Bachelor's Degree or Higher	96	1.26%
Households		
2023 Projection	11,466	
2018 Estimate	11,146	
2010 Census	10,985	
2000 Census	10,787	
Growth 2018 - 2023		2.87%
Growth 2010 - 2018		1.47%
Growth 2000 - 2010		1.84%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	7,394	66.34%
Nonfamily Households	3,752	33.66%
2018 Est. Group Quarters Population	2,458	
2018 Households by Ethnicity, Hispanic/Latino	3,633	
2018 Est. Households by Household Income		
Income < \$15,000	2,116	18.98%
Income \$15,000 - \$24,999	1,752	15.72%
Income \$25,000 - \$34,999	1,464	13.14%
Income \$35,000 - \$49,999	1,888	16.94%
Income \$50,000 - \$74,999	1,648	14.79%
Income \$75,000 - \$99,999	871	7.81%
Income \$100,000 - \$124,999	615	5.52%
Income \$125,000 - \$149,999	279	2.50%
Income \$150,000 - \$199,999	263	2.36%
Income \$200,000 - \$249,999	120	1.08%
Income \$250,000 - \$499,999	91	0.82%
Income \$500,000+	39	0.35%
2018 Est. Average Household Income		\$52,642
2018 Est. Median Household Income		\$36,727

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$42,908
Black or African American Alone		\$28,483
American Indian and Alaska Native Alone		\$51,400
Asian Alone		\$76,041
Native Hawaiian and Other Pacific Islander Alone		\$39,793
Some Other Race Alone		\$41,119
Two or More Races		\$46,601
Hispanic or Latino		\$37,178
Not Hispanic or Latino		\$36,442
2018 Est. Family HH Type by Presence of Own Child.	7,394	
Married-Couple Family, own children	2,215	29.96%
Married-Couple Family, no own children	2,115	28.60%
Male Householder, own children	286	3.87%
Male Householder, no own children	360	4.87%
Female Householder, own children	1,288	17.42%
Female Householder, no own children	1,130	15.28%
2018 Est. Households by Household Size	11,146	
1-person	3,142	28.19%
2-person	2,884	25.88%
3-person	1,738	15.59%
4-person	1,433	12.86%
5-person	965	8.66%
6-person	524	4.70%
7-or-more-person	460	4.13%
2018 Est. Average Household Size		2.82

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	11,146	
Households with 1 or More People under Age 18:	4,504	40.41%
Married-Couple Family	2,450	54.40%
Other Family, Male Householder	371	8.24%
Other Family, Female Householder	1,651	36.66%
Nonfamily, Male Householder	17	0.38%
Nonfamily, Female Householder	16	0.36%
Households with No People under Age 18:	6,642	59.59%
Married-Couple Family	1,875	28.23%
Other Family, Male Householder	281	4.23%
Other Family, Female Householder	765	11.52%
Nonfamily, Male Householder	1,647	24.80%
Nonfamily, Female Householder	2,074	31.23%
2018 Est. Households by Number of Vehicles	11,146	
No Vehicles	926	8.31%
1 Vehicle	4,715	42.30%
2 Vehicles	3,905	35.04%
3 Vehicles	1,119	10.04%
4 Vehicles	384	3.45%
5 or more Vehicles	97	0.87%
2018 Est. Average Number of Vehicles		1.61

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	7,609	
2018 Estimate	7,394	
2010 Census	7,276	
2000 Census	7,252	
Growth 2018 - 2023		2.91%
Growth 2010 - 2018		1.62%
Growth 2000 - 2010		0.33%
2018 Est. Families by Poverty Status	7,394	
2018 Families at or Above Poverty	5,460	73.84%
2018 Families at or Above Poverty with Children	2,614	35.35%
2018 Families Below Poverty	1,934	26.16%
2018 Families Below Poverty with Children	1,676	22.67%
2018 Est. Pop 16+ by Employment Status	25,365	
Civilian Labor Force, Employed	14,077	55.50%
Civilian Labor Force, Unemployed	1,018	4.01%
Armed Forces	4	0.02%
Not in Labor Force	10,266	40.47%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	14,063	
For-Profit Private Workers	10,495	74.63%
Non-Profit Private Workers	1,205	8.57%
Local Government Workers	103	0.73%
State Government Workers	526	3.74%
Federal Government Workers	676	4.81%
Self-Employed Workers	1,012	7.20%
Unpaid Family Workers	47	0.33%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	14,063	
Architect/Engineer	25	0.18%
Arts/Entertainment/Sports	116	0.83%
Building Grounds Maintenance	1,076	7.65%
Business/Financial Operations	320	2.28%
Community/Social Services	269	1.91%
Computer/Mathematical	135	0.96%
Construction/Extraction	1,521	10.82%
Education/Training/Library	469	3.34%
Farming/Fishing/Forestry	198	1.41%
Food Prep/Serving	1,273	9.05%
Health Practitioner/Technician	534	3.80%
Healthcare Support	568	4.04%
Maintenance Repair	556	3.95%
Legal	126	0.90%
Life/Physical/Social Science	35	0.25%
Management	803	5.71%
Office/Admin. Support	1,222	8.69%
Production	1,009	7.18%
Protective Services	182	1.29%
Sales/Related	1,453	10.33%
Personal Care/Service	747	5.31%
Transportation/Moving	1,427	10.15%
2018 Est. Pop 16+ by Occupation Classification	14,063	
White Collar	5,505	39.15%
Blue Collar	4,513	32.09%
Service and Farm	4,044	28.76%

DOWNTOWN 2-MILE RADIAL • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	13,628	
Drove Alone	10,695	78.48%
Car Pooled	1,628	11.95%
Public Transportation	76	0.56%
Walked	220	1.61%
Bicycle	57	0.42%
Other Means	556	4.08%
Worked at Home	397	2.91%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,511	
15 - 29 Minutes	4,973	
30 - 44 Minutes	2,650	
45 - 59 Minutes	570	
60 or more Minutes	452	
2018 Est. Avg Travel Time to Work in Minutes		23.36
2018 Est. Occupied Housing Units by Tenure	11,146	
Owner Occupied	5,744	51.53%
Renter Occupied	5,402	48.47%
2018 Owner Occ. HUs: Avg. Length of Residence		18.55
2018 Renter Occ. HUs: Avg. Length of Residence		5.91

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	11,146	
Value Less than \$20,000	180	3.13%
Value \$20,000 - \$39,999	447	7.78%
Value \$40,000 - \$59,999	1,131	19.69%
Value \$60,000 - \$79,999	1,119	19.48%
Value \$80,000 - \$99,999	831	14.47%
Value \$100,000 - \$149,999	877	15.27%
Value \$150,000 - \$199,999	527	9.18%
Value \$200,000 - \$299,999	385	6.70%
Value \$300,000 - \$399,999	135	2.35%
Value \$400,000 - \$499,999	40	0.70%
Value \$500,000 - \$749,999	56	0.98%
Value \$750,000 - \$999,999	13	0.23%
Value \$1,000,000 or \$1,499,999	3	0.05%
Value \$1,500,000 or \$1,999,999	0	0.00%
Value \$2,000,000+	1	0.02%
2018 Est. Median All Owner-Occupied Housing Value		\$79,911
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	9,574	76.53%
1 Unit Detached	268	2.14%
2 Units	807	6.45%
3 or 4 Units	399	3.19%
5 to 19 Units	972	7.77%
20 to 49 Units	184	1.47%
50 or More Units	157	1.26%
Mobile Home or Trailer	150	1.20%
Boat, RV, Van, etc.	0	0.00%

DOWNTOWN 2-MILE RADIAL • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	332	2.65%
Housing Units Built 2010 to 2014	159	1.27%
Housing Units Built 2000 to 2009	904	7.23%
Housing Units Built 1990 to 1999	234	1.87%
Housing Units Built 1980 to 1989	857	6.85%
Housing Units Built 1970 to 1979	1,904	15.22%
Housing Units Built 1960 to 1969	1,915	15.31%
Housing Units Built 1950 to 1959	2,924	23.37%
Housing Units Built 1940 to 1949	1,695	13.55%
Housing Unit Built 1939 or Earlier	1,586	12.68%
2018 Est. Median Year Structure Built		
		1960