



TheRetailCoach®

DOWNTOWN 3-MILE RADIAL OPPORTUNITY ANALYSIS

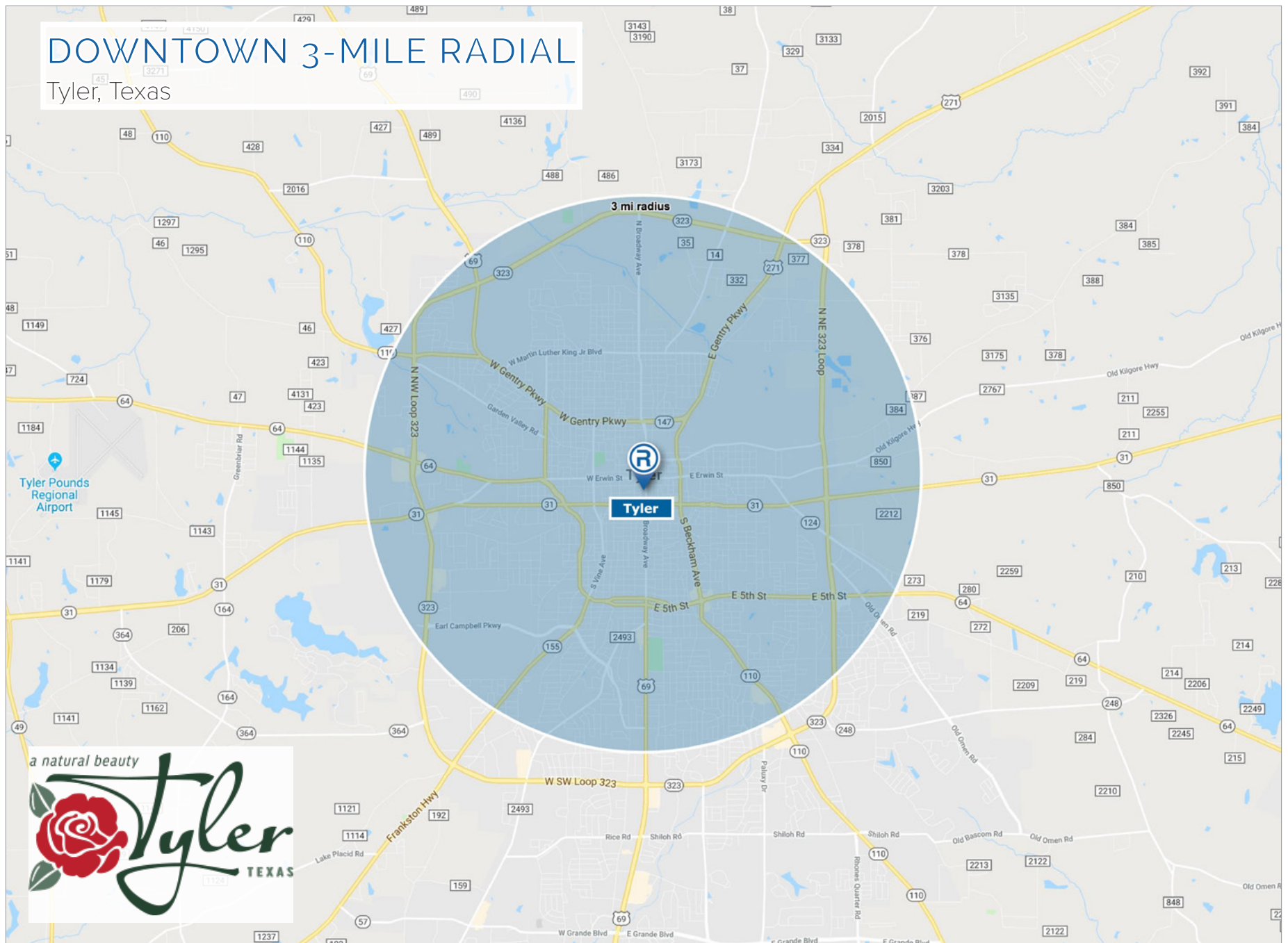
Tyler, Texas

Prepared for
The Retail Coach
November 2018



DOWNTOWN 3-MILE RADIAL

Tyler, Texas



CONTACT **AARON FARMER, SENIOR VICE PRESIDENT**

The Retail Coach | Tupelo, Mississippi | Austin, Texas | 662.231.0608 | 662.844.2155
afarmer@theretailcoach.net | www.theretailcoach.net

DOWNTOWN 3-MILE RADIAL • OPPORTUNITY ANALYSIS

Tyler, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
44, 45, 722	Total retail trade including food and drinking places	\$586,616,721
441	Motor vehicle and parts dealers	\$145,359,378
4411	Automobile dealers	\$127,934,696
4412	Other motor vehicle dealers	\$7,607,636
4413	Automotive parts, accessories, and tire stores	\$9,817,046
442	Furniture and home furnishings stores	\$12,099,726
4421	Furniture stores	\$6,524,204
4422	Home furnishings stores	\$5,575,523
443	Electronics and appliance stores	\$10,218,926
443141	Household appliance stores	\$1,597,365
443142	Electronics stores	\$8,621,561
444	Building material and garden equipment and supplies dealers	\$34,918,101
4441	Building material and supplies dealers	\$31,025,431
44411	Home centers	\$16,981,289
44412	Paint and wallpaper stores	\$598,273
44413	Hardware stores	\$2,043,246
44419	Other building material dealers	\$11,402,624
4442	Lawn and garden equipment and supplies stores	\$3,892,670
44421	Outdoor power equipment stores	\$425,592
44422	Nursery, garden center, and farm supply stores	\$3,467,078
445	Food and beverage stores	\$70,071,530
4451	Grocery stores	\$64,716,520
44511	Supermarkets and other grocery (except convenience) stores	\$62,563,456
44512	Convenience stores	\$2,153,064
4452	Specialty food stores	\$1,554,709
4453	Beer, wine, and liquor stores	\$3,800,302

*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.

DOWNTOWN 3-MILE RADIAL • OPPORTUNITY ANALYSIS

Tyler, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
446	Health and personal care stores	\$29,276,375
44611	Pharmacies and drug stores	\$24,364,753
44612	Cosmetics, beauty supplies, and perfume stores	\$1,847,877
44613	Optical goods stores	\$1,122,385
44619	Other health and personal care stores	\$1,941,360
447	Gasoline stations	\$58,824,942
44711	Gasoline stations with convenience stores	\$47,752,575
44719	Other gasoline stations	\$11,072,367
448	Clothing and clothing accessories stores	\$24,750,514
4481	Clothing stores	\$17,250,977
44811	Men's clothing stores	\$780,542
44812	Women's clothing stores	\$3,929,331
44813	Children's and infants' clothing stores	\$1,033,322
44814	Family clothing stores	\$8,994,718
44815	Clothing accessories stores	\$1,054,090
44819	Other clothing stores	\$1,458,974
4482	Shoe stores	\$4,297,933
4483	Jewelry, luggage, and leather goods stores	\$3,201,604
44831	Jewelry stores	\$2,993,181
44832	Luggage and leather goods stores	\$208,423
451	Sporting goods, hobby, musical instrument, and book stores	\$11,034,436
4511	Sporting goods, hobby, and musical instrument stores	\$9,806,406
45111	Sporting goods stores	\$7,205,992
45112	Hobby, toy, and game stores	\$1,950,982
45113	Sewing, needlework, and piece goods stores	\$252,700
45114	Musical instrument and supplies stores	\$396,733
4512	Book stores and news dealers	\$1,228,030

*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.

DOWNTOWN 3-MILE RADIAL • OPPORTUNITY ANALYSIS

Tyler, Texas



SECTOR	DESCRIPTION	POTENTIAL SALES
452	General merchandise stores	\$73,232,436
4522	Department stores	\$13,628,063
4523	Other general merchandise stores	\$59,604,373
453	Miscellaneous store retailers	\$9,434,900
4531	Florists	\$481,472
4532	Office supplies, stationery, and gift stores	\$2,564,733
45321	Office supplies and stationery stores	\$1,268,633
45322	Gift, novelty, and souvenir stores	\$1,296,100
4533	Used merchandise stores	\$2,104,406
4539	Other miscellaneous store retailers	\$4,284,290
45391	Pet and pet supplies stores	\$2,013,720
45399	All other miscellaneous store retailers	\$2,270,570
454	Non-store retailers	\$34,301,668
722	Food services and drinking places	\$73,093,789
7223	Special food services	\$4,859,915
7224	Drinking places (alcoholic beverages)	\$2,646,811
7225	Restaurants and other eating places	\$65,587,063
722511	Full-service restaurants	\$28,707,098
722513	Limited-service restaurants	\$32,540,789
722514	Cafeterias, grill buffets, and buffets	\$1,413,400
722515	Snack and nonalcoholic beverage bars	\$2,925,777

*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.

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	56,781	
2018 Estimate	55,219	
2010 Census	53,815	
2000 Census	51,463	
Growth 2018 - 2023		2.83%
Growth 2010 - 2018		2.61%
Growth 2000 - 2010		4.57%
2018 Est. Population by Single-Classification Race	55,219	
White Alone	25,878	46.86%
Black or African American Alone	15,967	28.92%
Amer. Indian and Alaska Native Alone	347	0.63%
Asian Alone	359	0.65%
Native Hawaiian and Other Pacific Island Alone	21	0.04%
Some Other Race Alone	11,211	20.30%
Two or More Races	1,437	2.60%
2018 Est. Population by Hispanic or Latino Origin	55,219	
Not Hispanic or Latino	33,265	60.24%
Hispanic or Latino	21,954	39.76%
Mexican	19,978	91.00%
Puerto Rican	132	0.60%
Cuban	31	0.14%
All Other Hispanic or Latino	1,813	8.26%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	21,954	
White Alone	9,532	43.42%
Black or African American Alone	244	1.11%
American Indian and Alaska Native Alone	226	1.03%
Asian Alone	23	0.11%
Native Hawaiian and Other Pacific Islander Alone	13	0.06%
Some Other Race Alone	11,140	50.74%
Two or More Races	777	3.54%
2018 Est. Pop by Race, Asian Alone, by Category	359	
Chinese, except Taiwanese	25	6.96%
Filipino	28	7.80%
Japanese	10	2.79%
Asian Indian	121	33.71%
Korean	1	0.28%
Vietnamese	135	37.60%
Cambodian	9	2.51%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	18	5.01%
All Other Asian Races Including 2+ Category	10	2.79%

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	55,219	
Arab	59	0.11%
Czech	41	0.07%
Danish	33	0.06%
Dutch	113	0.21%
English	1,766	3.20%
French (except Basque)	547	0.99%
French Canadian	5	0.01%
German	1,627	2.95%
Greek	50	0.09%
Hungarian	27	0.05%
Irish	1,919	3.48%
Italian	413	0.75%
Lithuanian	56	0.10%
United States or American	4,892	8.86%
Norwegian	83	0.15%
Polish	83	0.15%
Portuguese	0	0.00%
Russian	45	0.08%
Scottish	437	0.79%
Scotch-Irish	421	0.76%
Slovak	0	0.00%
Subsaharan African	790	1.43%
Swedish	166	0.30%
Swiss	10	0.02%
Ukrainian	0	0.00%
Welsh	120	0.22%
West Indian (except Hisp. groups)	76	0.14%
Other ancestries	35,648	64.56%
Ancestry Unclassified	5,793	10.49%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	33,724	66.48%
Speak Asian/Pacific Island Language at Home	140	0.28%
Speak IndoEuropean Language at Home	314	0.62%
Speak Spanish at Home	16,521	32.57%
Speak Other Language at Home	32	0.06%
2018 Est. Population by Age	55,219	
Age 0 - 4	4,488	8.13%
Age 5 - 9	4,258	7.71%
Age 10 - 14	3,980	7.21%
Age 15 - 17	2,433	4.41%
Age 18 - 20	2,984	5.40%
Age 21 - 24	3,137	5.68%
Age 25 - 34	8,292	15.02%
Age 35 - 44	6,715	12.16%
Age 45 - 54	5,916	10.71%
Age 55 - 64	5,641	10.22%
Age 65 - 74	3,968	7.19%
Age 75 - 84	2,293	4.15%
Age 85 and over	1,114	2.02%
Age 16 and over	41,701	75.52%
Age 18 and over	40,060	72.55%
Age 21 and over	37,076	67.14%
Age 65 and over	7,375	13.36%
2018 Est. Median Age		32.54
2018 Est. Average Age		35.70

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
2018 Est. Population by Sex	55,219	
Male	26,553	48.09%
Female	28,667	51.92%
2018 Est. Male Population by Age	26,553	
Age 0 - 4	2,287	8.61%
Age 5 - 9	2,144	8.07%
Age 10 - 14	2,005	7.55%
Age 15 - 17	1,240	4.67%
Age 18 - 20	1,542	5.81%
Age 21 - 24	1,640	6.18%
Age 25 - 34	4,043	15.23%
Age 35 - 44	3,254	12.26%
Age 45 - 54	2,814	10.60%
Age 55 - 64	2,633	9.92%
Age 65 - 74	1,711	6.44%
Age 75 - 84	895	3.37%
Age 85 and over	344	1.30%
2018 Est. Median Age, Male		30.83
2018 Est. Average Age, Male		34.17

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	28,667	
Age 0 - 4	2,201	7.68%
Age 5 - 9	2,114	7.37%
Age 10 - 14	1,975	6.89%
Age 15 - 17	1,192	4.16%
Age 18 - 20	1,443	5.03%
Age 21 - 24	1,497	5.22%
Age 25 - 34	4,249	14.82%
Age 35 - 44	3,461	12.07%
Age 45 - 54	3,102	10.82%
Age 55 - 64	3,007	10.49%
Age 65 - 74	2,256	7.87%
Age 75 - 84	1,398	4.88%
Age 85 and over	770	2.69%
2018 Est. Median Age, Female		34.17
2018 Est. Average Age, Female		37.00
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	16,611	39.09%
Males, Never Married	8,221	19.35%
Females, Never Married	8,390	19.74%
Married, Spouse present	14,069	33.11%
Married, Spouse absent	3,196	7.52%
Widowed	2,988	7.03%
Males Widowed	632	1.49%
Females Widowed	2,356	5.54%
Divorced	5,629	13.25%
Males Divorced	2,447	5.76%
Females Divorced	3,183	7.49%

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,978	14.7%
Some High School, no diploma	4,638	13.7%
High School Graduate (or GED)	8,230	24.2%
Some College, no degree	7,688	22.7%
Associate Degree	2,764	8.1%
Bachelor's Degree	3,842	11.3%
Master's Degree	1,294	3.8%
Professional School Degree	298	0.9%
Doctorate Degree	208	0.6%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	7,291	65.76%
High School Graduate	2,334	21.05%
Some College or Associate's Degree	1,286	11.60%
Bachelor's Degree or Higher	176	1.59%
Households		
2023 Projection	19,360	
2018 Estimate	18,792	
2010 Census	18,472	
2000 Census	18,198	
Growth 2018 - 2023		3.02%
Growth 2010 - 2018		1.73%
Growth 2000 - 2010		1.51%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type		
Family Households	12,591	67.00%
Nonfamily Households	6,201	33.00%
2018 Est. Group Quarters Population	2,990	
2018 Households by Ethnicity, Hispanic/Latino	5,238	
2018 Est. Households by Household Income		
Income < \$15,000	2,972	15.82%
Income \$15,000 - \$24,999	2,657	14.14%
Income \$25,000 - \$34,999	2,341	12.46%
Income \$35,000 - \$49,999	3,235	17.22%
Income \$50,000 - \$74,999	3,092	16.45%
Income \$75,000 - \$99,999	1,737	9.24%
Income \$100,000 - \$124,999	1,150	6.12%
Income \$125,000 - \$149,999	565	3.01%
Income \$150,000 - \$199,999	530	2.82%
Income \$200,000 - \$249,999	241	1.28%
Income \$250,000 - \$499,999	199	1.06%
Income \$500,000+	73	0.39%
2018 Est. Average Household Income		\$57,996
2018 Est. Median Household Income		\$41,246

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$46,595
Black or African American Alone		\$31,962
American Indian and Alaska Native Alone		\$48,534
Asian Alone		\$62,389
Native Hawaiian and Other Pacific Islander Alone		\$29,299
Some Other Race Alone		\$45,602
Two or More Races		\$44,483
Hispanic or Latino		\$38,770
Not Hispanic or Latino		\$42,504
2018 Est. Family HH Type by Presence of Own Child.	12,591	
Married-Couple Family, own children	3,709	29.46%
Married-Couple Family, no own children	4,130	32.80%
Male Householder, own children	448	3.56%
Male Householder, no own children	545	4.33%
Female Householder, own children	2,014	16.00%
Female Householder, no own children	1,746	13.87%
2018 Est. Households by Household Size	18,792	
1-person	5,216	27.76%
2-person	5,199	27.67%
3-person	2,997	15.95%
4-person	2,386	12.70%
5-person	1,555	8.28%
6-person	797	4.24%
7-or-more-person	641	3.41%
2018 Est. Average Household Size		2.75

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	18,792	
Households with 1 or More People under Age 18:	7,285	38.77%
Married-Couple Family	4,108	56.39%
Other Family, Male Householder	574	7.88%
Other Family, Female Householder	2,549	34.99%
Nonfamily, Male Householder	32	0.44%
Nonfamily, Female Householder	22	0.30%
Households with No People under Age 18:	11,508	61.24%
Married-Couple Family	3,729	32.40%
Other Family, Male Householder	421	3.66%
Other Family, Female Householder	1,207	10.49%
Nonfamily, Male Householder	2,574	22.37%
Nonfamily, Female Householder	3,576	31.07%
2018 Est. Households by Number of Vehicles	18,792	
No Vehicles	1,297	6.90%
1 Vehicle	7,622	40.56%
2 Vehicles	6,940	36.93%
3 Vehicles	2,067	11.00%
4 Vehicles	692	3.68%
5 or more Vehicles	174	0.93%
2018 Est. Average Number of Vehicles		1.68

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
Family Households		
2023 Projection	12,981	
2018 Estimate	12,591	
2010 Census	12,353	
2000 Census	12,343	
Growth 2018 - 2023		3.10%
Growth 2010 - 2018		1.93%
Growth 2000 - 2010		0.08%
2018 Est. Families by Poverty Status	12,591	
2018 Families at or Above Poverty	9,943	78.97%
2018 Families at or Above Poverty with Children	4,646	36.90%
2018 Families Below Poverty	2,648	21.03%
2018 Families Below Poverty with Children	2,284	18.14%
2018 Est. Pop 16+ by Employment Status	41,700	
Civilian Labor Force, Employed	23,490	56.33%
Civilian Labor Force, Unemployed	1,575	3.78%
Armed Forces	13	0.03%
Not in Labor Force	16,622	39.86%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	23,409	
For-Profit Private Workers	16,961	72.46%
Non-Profit Private Workers	2,186	9.34%
Local Government Workers	192	0.82%
State Government Workers	972	4.15%
Federal Government Workers	1,126	4.81%
Self-Employed Workers	1,917	8.19%
Unpaid Family Workers	55	0.24%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	23,409	
Architect/Engineer	94	0.40%
Arts/Entertainment/Sports	221	0.94%
Building Grounds Maintenance	1,591	6.80%
Business/Financial Operations	607	2.59%
Community/Social Services	475	2.03%
Computer/Mathematical	220	0.94%
Construction/Extraction	2,184	9.33%
Education/Training/Library	1,056	4.51%
Farming/Fishing/Forestry	278	1.19%
Food Prep/Serving	1,884	8.05%
Health Practitioner/Technician	1,022	4.37%
Healthcare Support	841	3.59%
Maintenance Repair	848	3.62%
Legal	211	0.90%
Life/Physical/Social Science	73	0.31%
Management	1,428	6.10%
Office/Admin. Support	2,337	9.98%
Production	1,525	6.52%
Protective Services	337	1.44%
Sales/Related	2,661	11.37%
Personal Care/Service	1,200	5.13%
Transportation/Moving	2,314	9.89%
2018 Est. Pop 16+ by Occupation Classification	23,409	
White Collar	10,406	44.45%
Blue Collar	6,872	29.36%
Service and Farm	6,131	26.19%

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas



DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	22,778	
Drove Alone	18,591	81.62%
Car Pooled	2,395	10.52%
Public Transportation	91	0.40%
Walked	318	1.40%
Bicycle	96	0.42%
Other Means	698	3.06%
Worked at Home	588	2.58%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	7,767	
15 - 29 Minutes	8,529	
30 - 44 Minutes	4,088	
45 - 59 Minutes	965	
60 or more Minutes	776	
2018 Est. Avg Travel Time to Work in Minutes		23.15
2018 Est. Occupied Housing Units by Tenure	18,792	
Owner Occupied	10,727	57.08%
Renter Occupied	8,065	42.92%
2018 Owner Occ. HUs: Avg. Length of Residence		18.24
2018 Renter Occ. HUs: Avg. Length of Residence		5.97

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	18,792	
Value Less than \$20,000	274	2.55%
Value \$20,000 - \$39,999	710	6.62%
Value \$40,000 - \$59,999	1,537	14.33%
Value \$60,000 - \$79,999	1,727	16.10%
Value \$80,000 - \$99,999	1,558	14.52%
Value \$100,000 - \$149,999	1,977	18.43%
Value \$150,000 - \$199,999	1,358	12.66%
Value \$200,000 - \$299,999	836	7.79%
Value \$300,000 - \$399,999	366	3.41%
Value \$400,000 - \$499,999	183	1.71%
Value \$500,000 - \$749,999	141	1.31%
Value \$750,000 - \$999,999	42	0.39%
Value \$1,000,000 or \$1,499,999	12	0.11%
Value \$1,500,000 or \$1,999,999	6	0.06%
Value \$2,000,000+	1	0.01%
2018 Est. Median All Owner-Occupied Housing Value		\$93,849
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	16,015	76.81%
1 Unit Detached	514	2.47%
2 Units	978	4.69%
3 or 4 Units	577	2.77%
5 to 19 Units	1,566	7.51%
20 to 49 Units	292	1.40%
50 or More Units	363	1.74%
Mobile Home or Trailer	542	2.60%
Boat, RV, Van, etc.	3	0.01%

DOWNTOWN 3-MILE RADIAL • DEMOGRAPHIC PROFILE

Tyler, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	501	2.40%
Housing Units Built 2010 to 2014	305	1.46%
Housing Units Built 2000 to 2009	1,667	8.00%
Housing Units Built 1990 to 1999	696	3.34%
Housing Units Built 1980 to 1989	1,980	9.50%
Housing Units Built 1970 to 1979	3,494	16.76%
Housing Units Built 1960 to 1969	3,378	16.20%
Housing Units Built 1950 to 1959	4,833	23.18%
Housing Units Built 1940 to 1949	2,133	10.23%
Housing Unit Built 1939 or Earlier	1,862	8.93%
2018 Est. Median Year Structure Built		1964