

TYLER

Economic Dashboard

November 2026

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02

ABOUT TYLER
ECONOMIC DASHBOARD

The Tyler Economic Dashboard is published quarterly and provides regional and local data on demographics, socioeconomic conditions, economic activity, taxes, the labor market, housing and office markets, and gasoline prices.

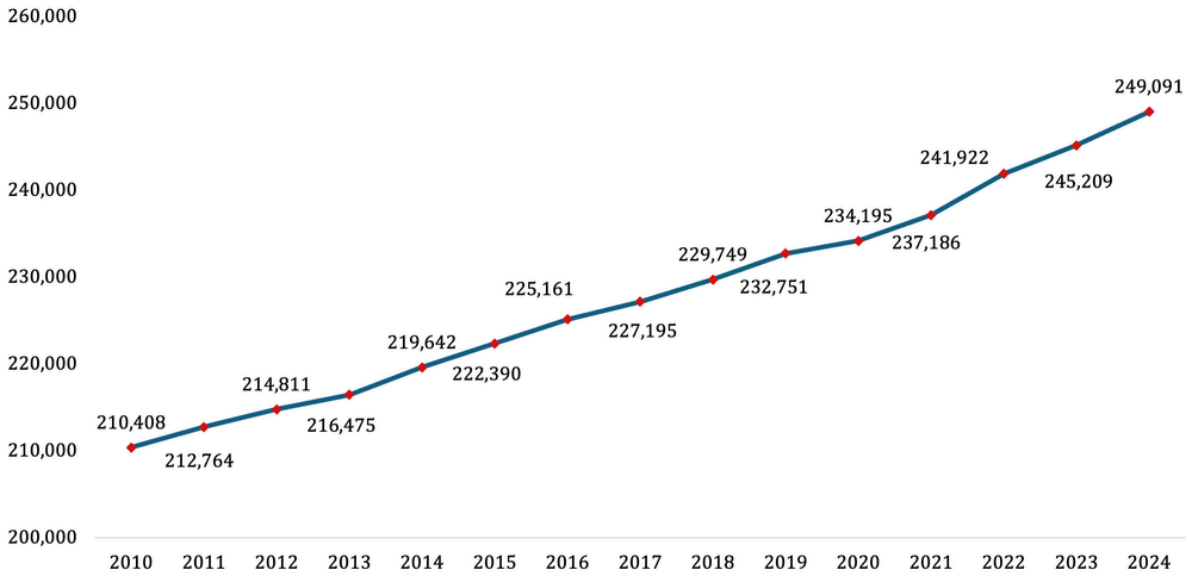
This report is a collaborative effort between the Tyler Economic Development Council and the Hibbs Institute for Business and Economic Research. Its primary goal is to deliver timely, relevant information to the public and community leaders, supporting informed and strategic decision-making.



Demographics and Socioeconomic Drivers

03

Population in the Tyler MSA (2010 -2024)



Median Age



United States



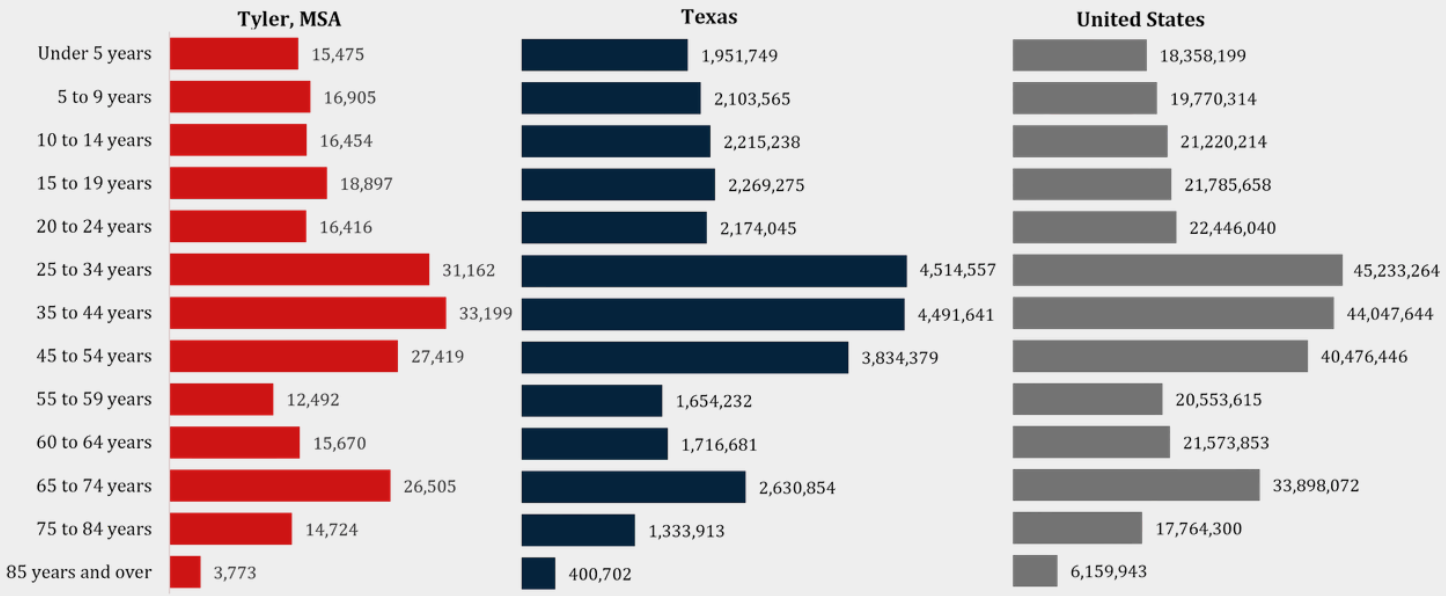
Texas



Tyler MSA

In 2024, the Tyler MSA's population exceeded 249,000, with a median age two years below the national average.

Population Distribution by Age (2024)



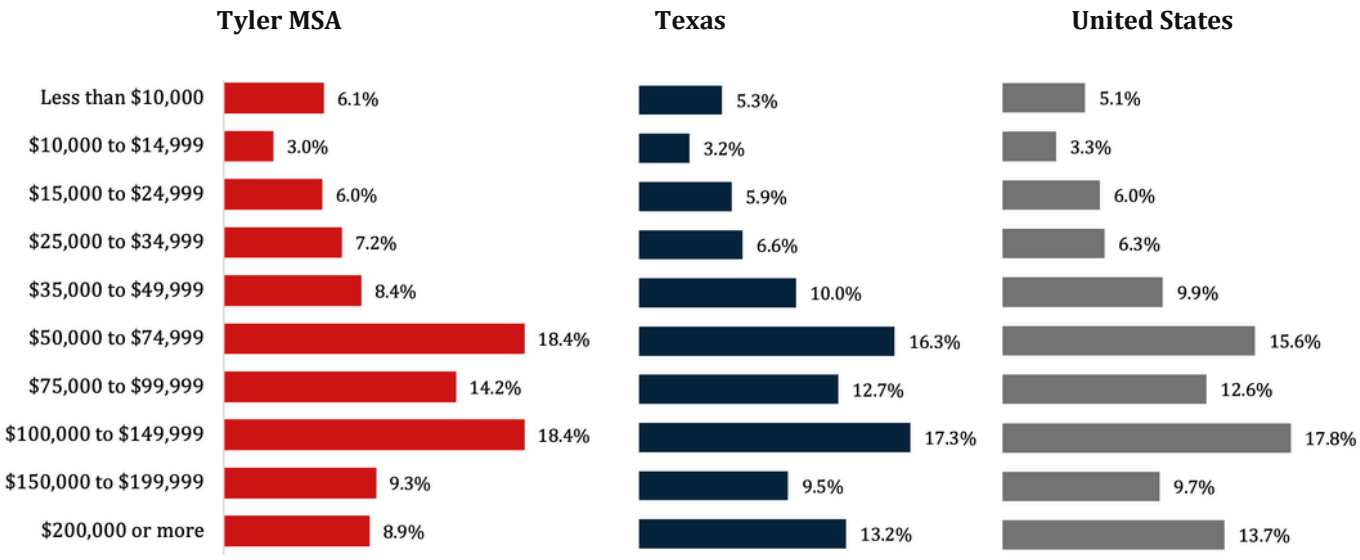
Source: U.S. Census Bureau, 2024 ACS 1-year estimates



Demographics and Socioeconomic Drivers

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Distribution of Annualized Household Income (2024)



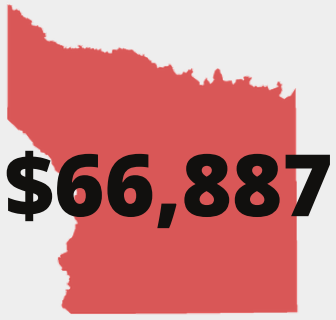
90,717
Total Households

11,449,769
Total Households

132,737,146
Total Households

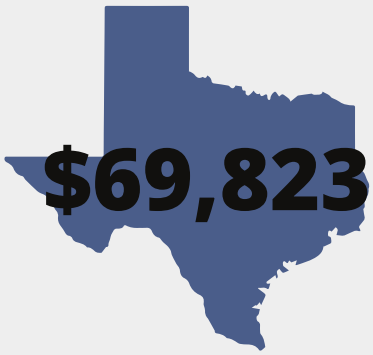
In 2024, 18.4% of Tyler MSA households earned between $100,000 and $149,999, higher than the corresponding percentages in Texas (17.3%) and the U.S. (17.8%); 8.9% of Tyler MSA households earned $200,000 or more.

Per Capita Personal Income (2024)



$66,887

Tyler MSA



$69,823

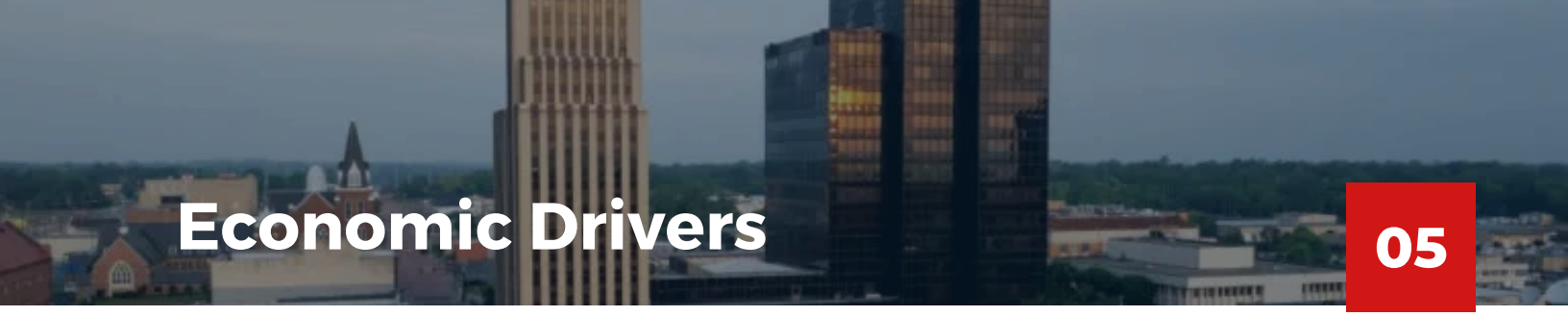
Texas



$73,204

United States

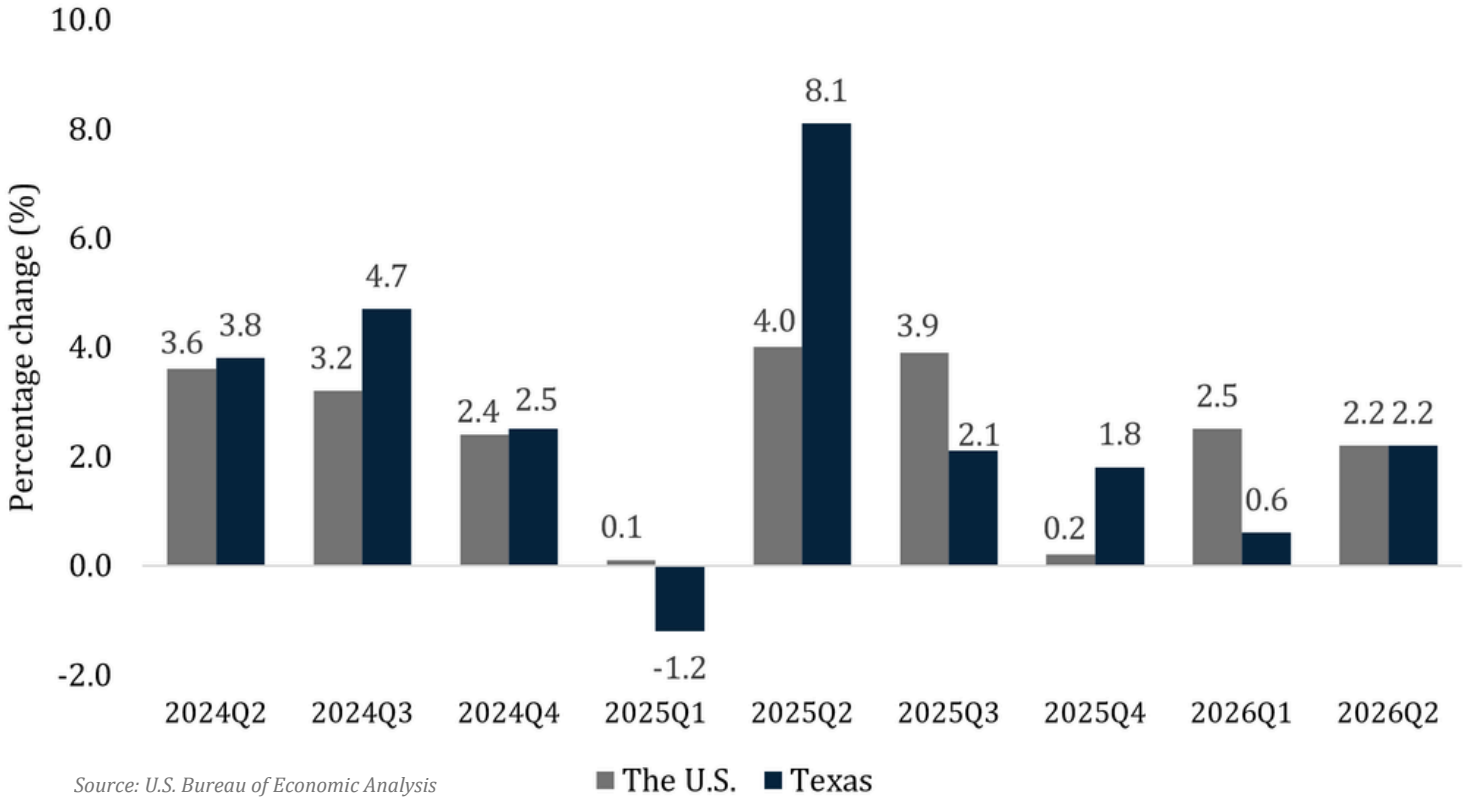
Source: 2024 ACS 1-year estimates, and U.S. Bureau of Economic Analysis



Economic Drivers

Real Gross Domestic Product (2024Q2 - 2026Q2)

Percentage change from preceding quarter



Source: U.S. Bureau of Economic Analysis

In Q2 2026, the U.S. and Texas economies grew at the same rate of 2.2%, with Texas showing a strong recovery from 0.6% in the previous quarter.

Tyler MSA

2024 Real GDP

$13,120,426

in thousands of chained 2017 dollars

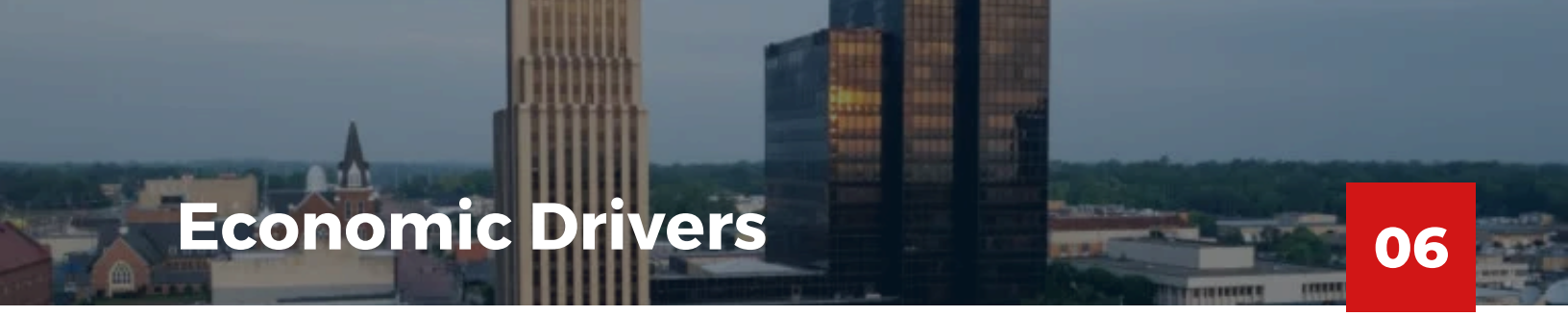
Tyler MSA

2023-2024 GDP Growth

+ 3.6 %

Gross Domestic Product (GDP)

The Gross Domestic Product (GDP) measures the total value of goods and services produced within a country, state, or local economy. It excludes intermediate goods and services used in the production process to prevent double-counting. Changes in GDP are widely used as an indicator of a region's overall economic health.

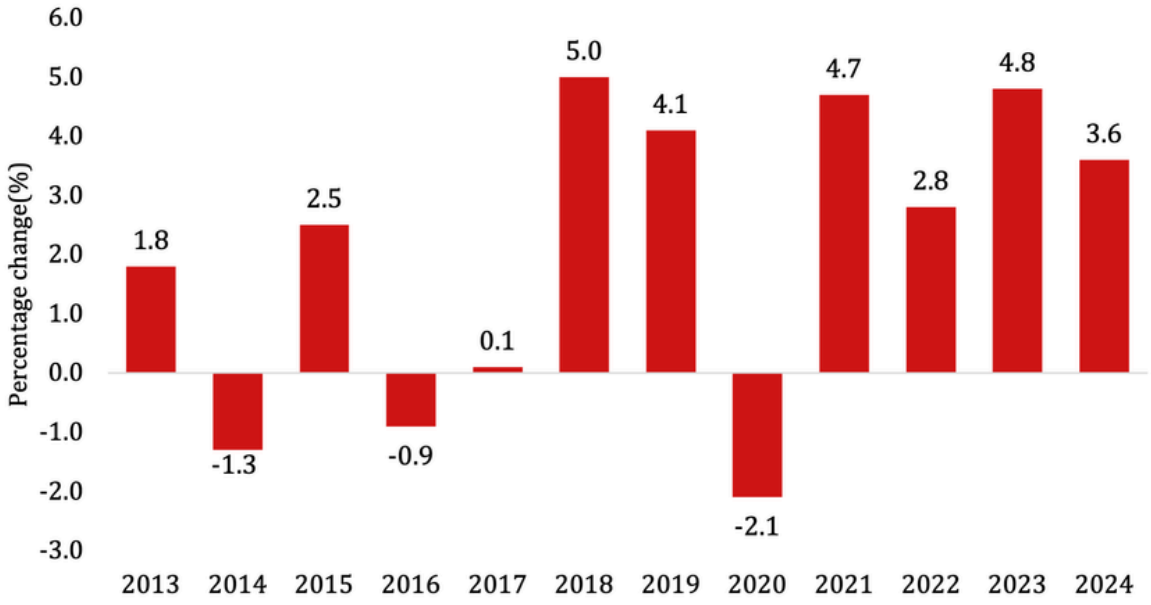


Economic Drivers

06

Real Gross Domestic Product Over Time in the Tyler MSA

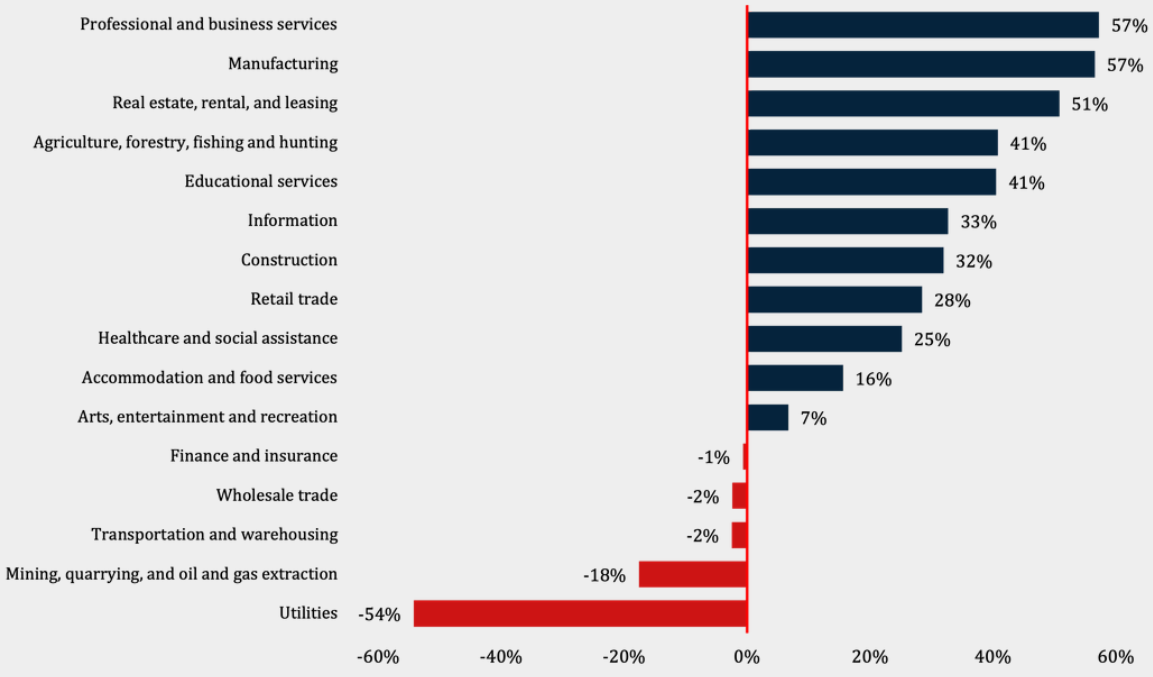
Percentage change from preceding year (2013 - 2024)



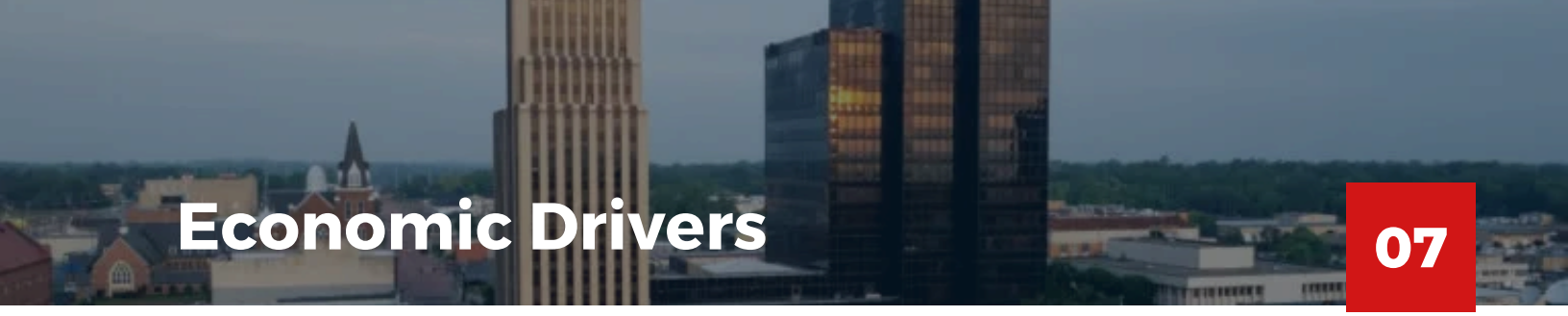
Tyler MSA's economy grew by 3.6% in 2024, marking four consecutive years of growth. From 2014 to 2024, professional and business services and manufacturing led industry growth, each expanding by 57%.

Real Gross Domestic Product Across Industries in the Tyler MSA

Percentage Change (between 2014 and 2024)



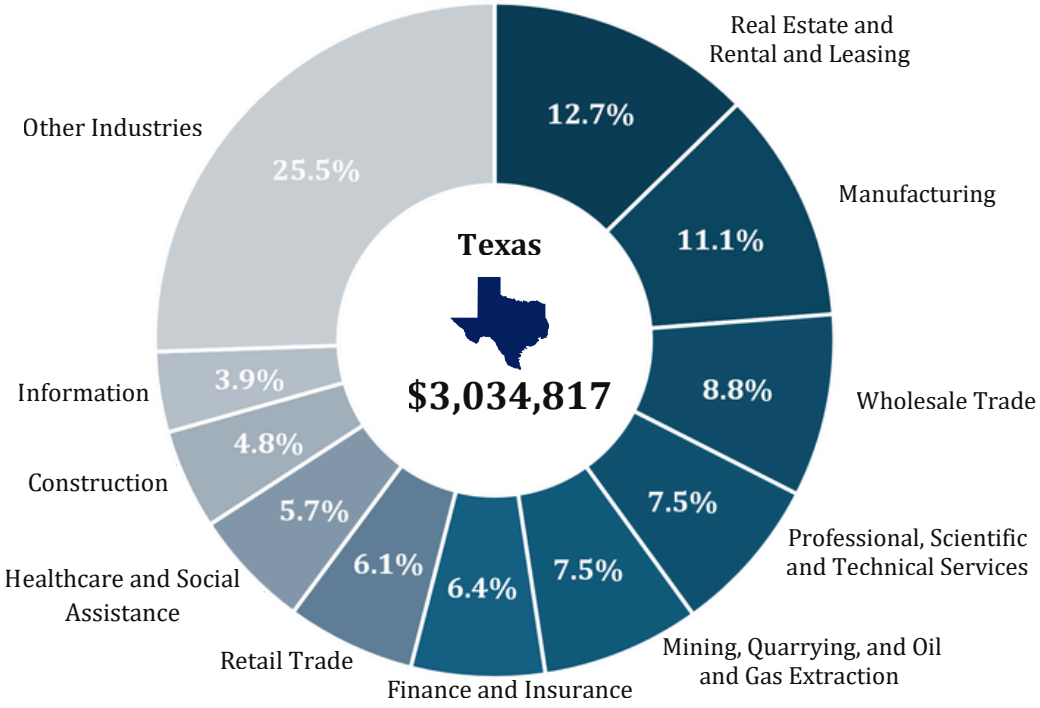
Source: U.S. Bureau of Economic Analysis



Economic Drivers

Top Ten Industries in Texas by GDP Contribution

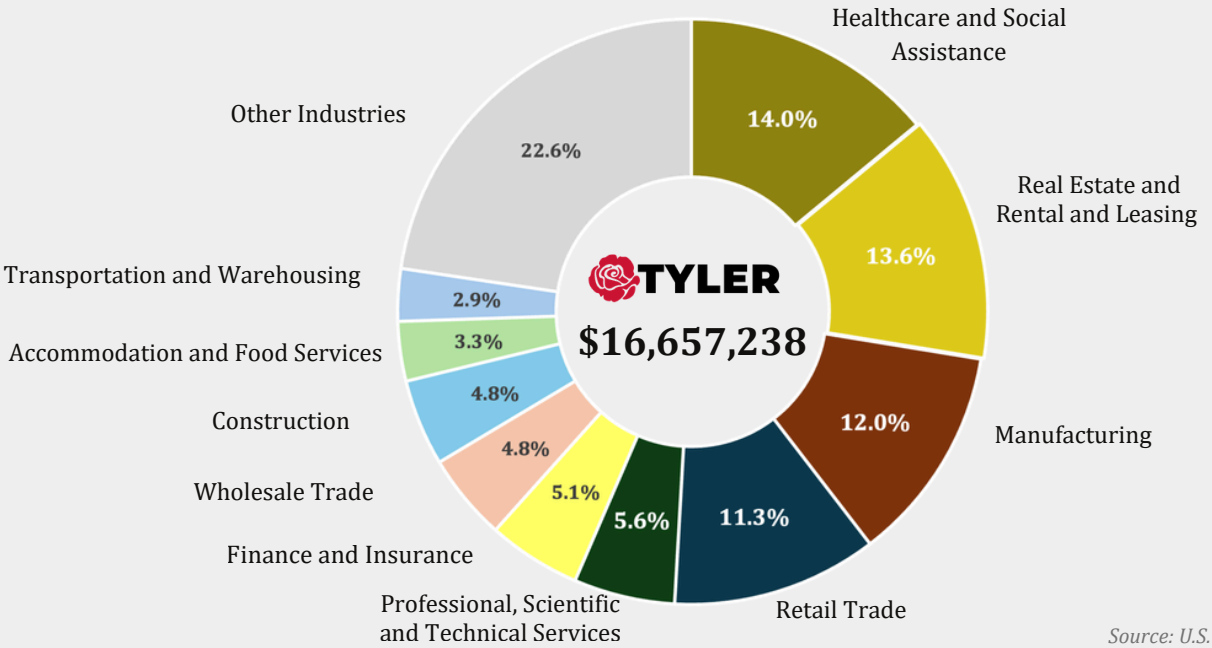
2026 Q1 figures (millions of current dollars)



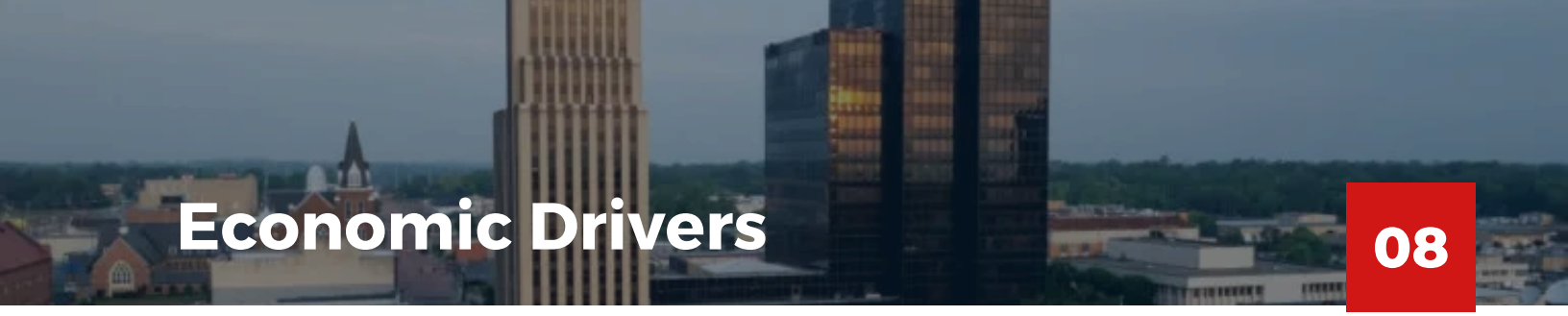
Healthcare and Social Assistance leads Tyler MSA's economy, contributing 14.0% of GDP, while Real Estate and Rental and Leasing is Texas' largest sector at 12.7%.

Top Ten Industries in the Tyler MSA by GDP Contribution

2024 Annual figures (thousands of current dollars)



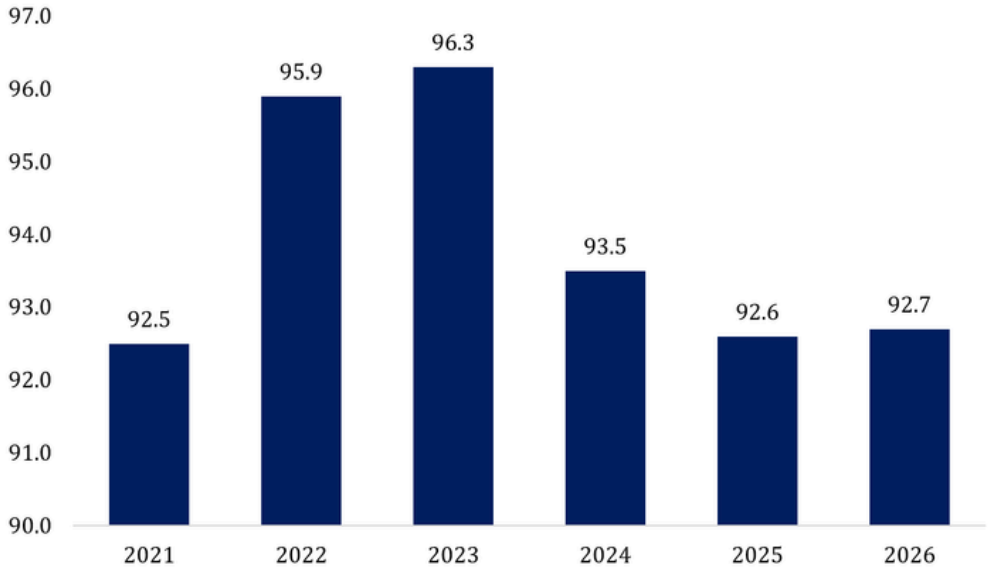
Source: U.S. Bureau of Economic Analysis



Economic Drivers

Cost of Living Index in the Tyler MSA

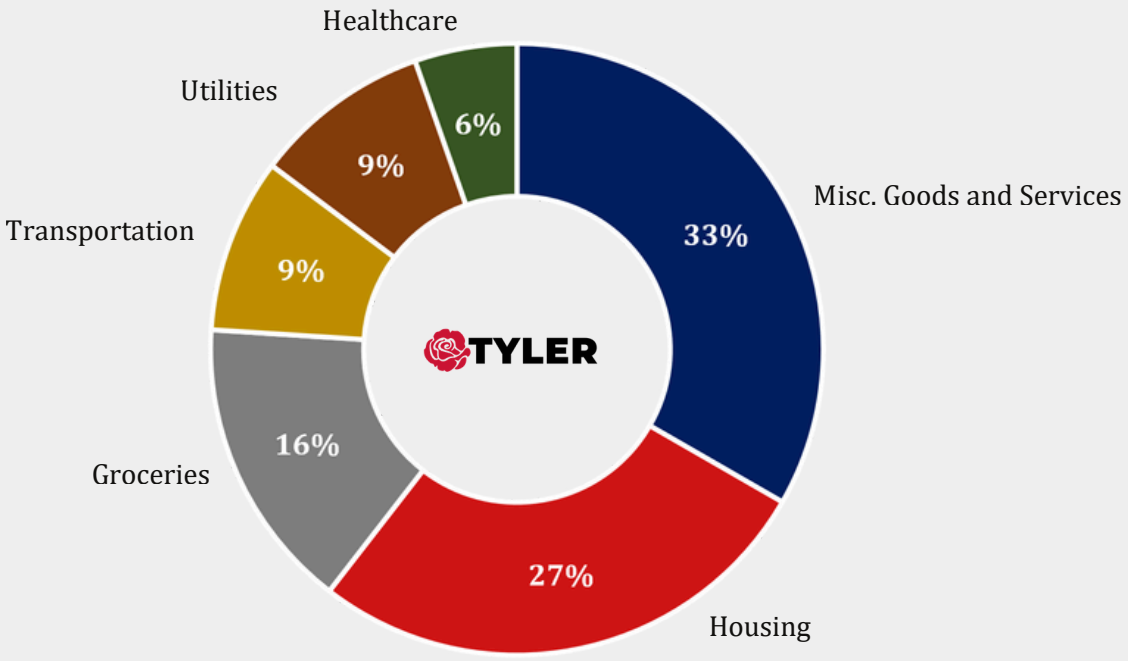
2021 to 2026 Annual Average Data (Index Base - United States = 100)



Tyler MSA's 2026 cost-of-living index was 92.7, 7.3% below the U.S. average, with miscellaneous goods and services accounting for 33% of costs.

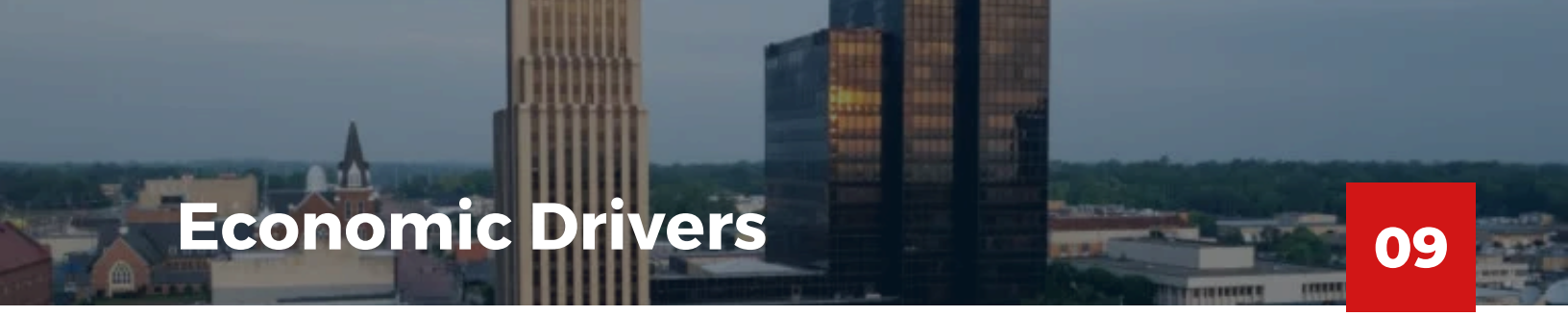
Share of Costs by Categories in the Tyler MSA

2026 Annual Average Data



Source: Council for Community and Economic Research

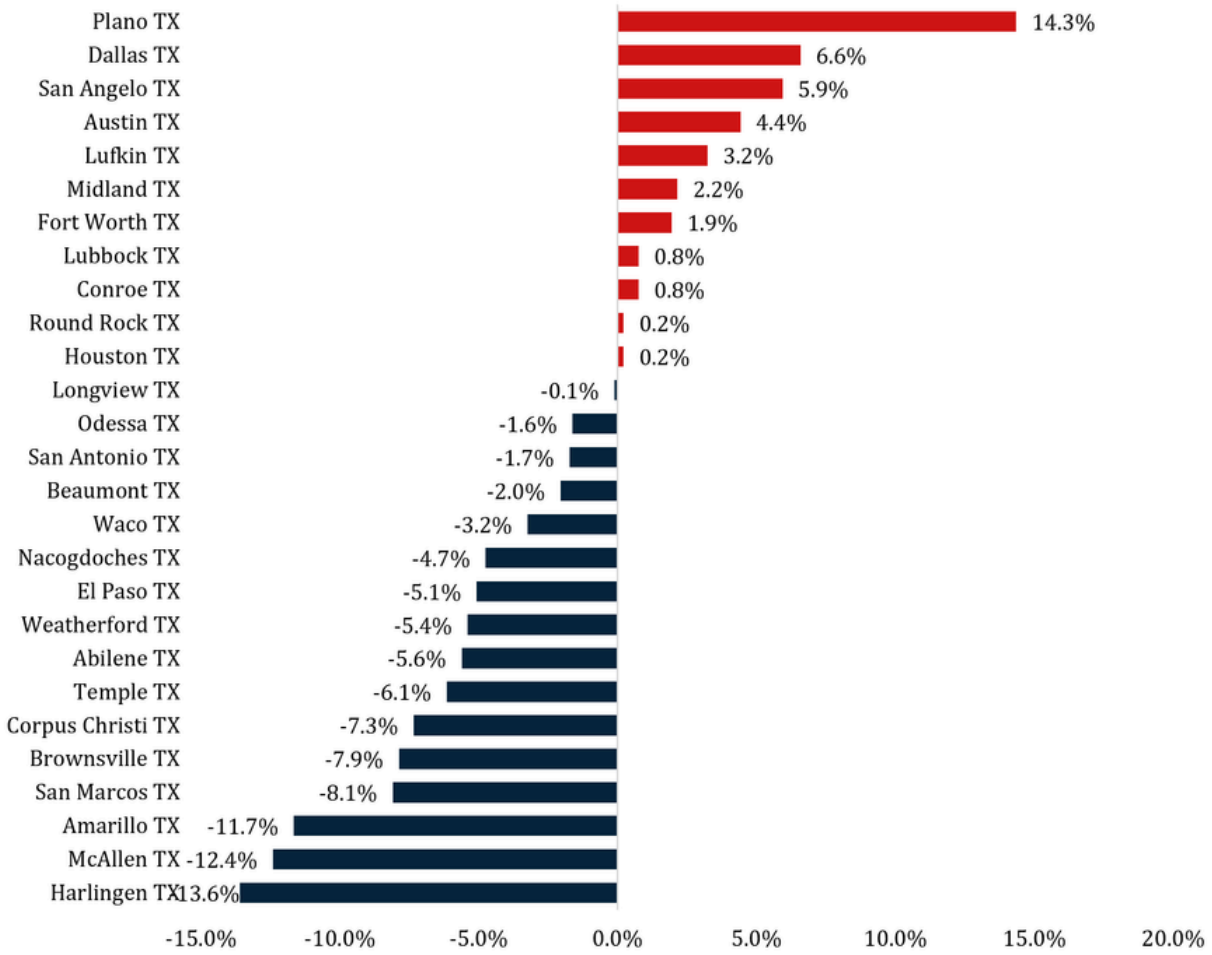
Note: 2026 Index and average prices are based on data gathered between Q22025 - Q22026



Economic Drivers

Cost of Living Index in Selected Texas MSAs, Relative to Tyler's

2026 Annual Average Data



Longview's cost of living was nearly identical to Tyler's (-0.1%). Plano was 14.3% more expensive, while Harlingen was 13.6% less expensive.

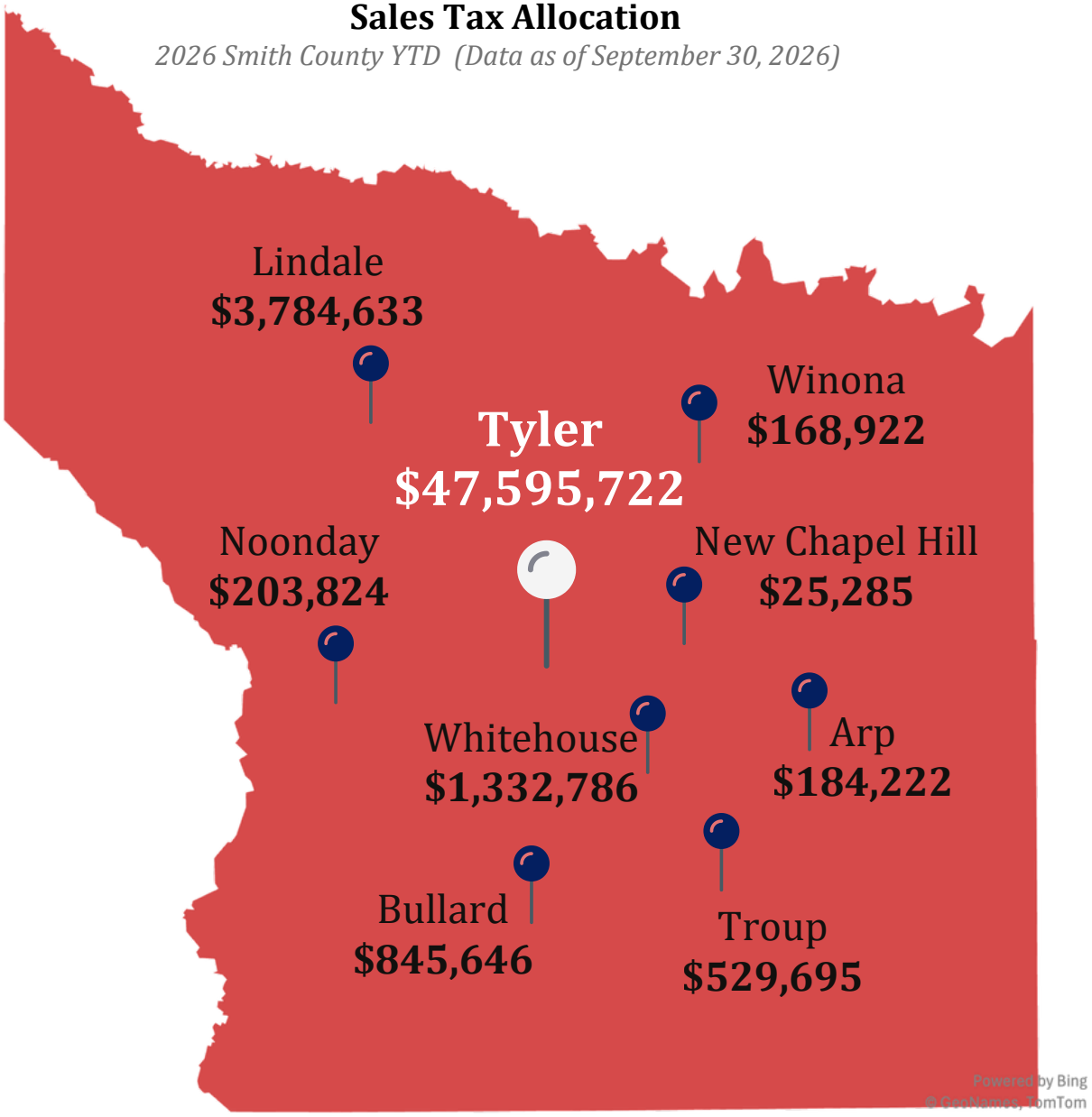
Cost of Living Index Relative to Tyler, MSA

This indicator compares the cost of living in selected Texas Metropolitan Statistical Areas (MSA) with that of the Tyler MSA. A positive percentage indicates how much additional after-tax income would be needed to maintain the same lifestyle as in Tyler, while a negative percentage reflects the potential savings in overall expenses compared to living in Tyler.

Source: Hibbs Institute and TEDC's estimates using the Cost of Living Index from the Council for Community and Economic Research
Note: 2026 Index and average prices are based on data gathered between Q22025 - Q22026

Sales Tax Allocation

2026 Smith County YTD (Data as of September 30, 2026)



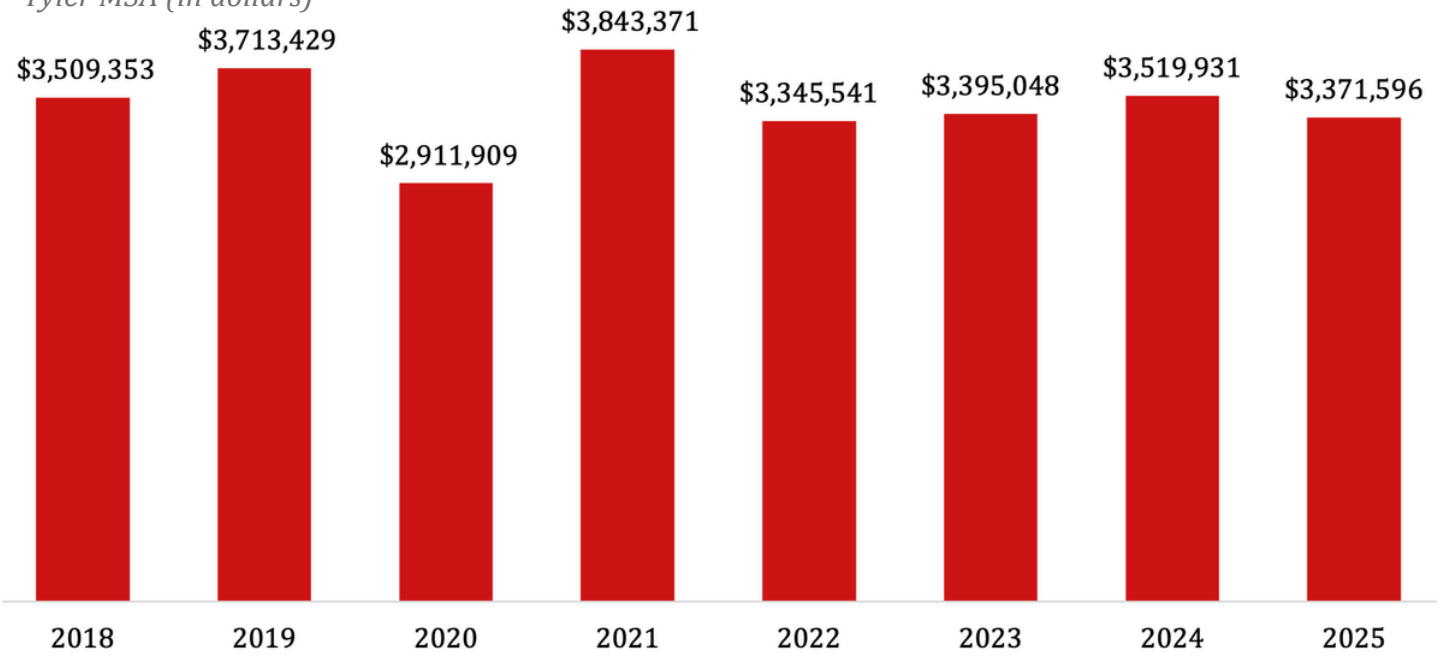
Source: Texas Comptrollers

As of September 30, 2026, Tyler accounted for the largest share of sales tax allocations in Smith County, reaching $47.6 million, more than 12 times Lindale's $3.8 million.

Taxes Drivers

Hotel Occupancy Tax Revenue

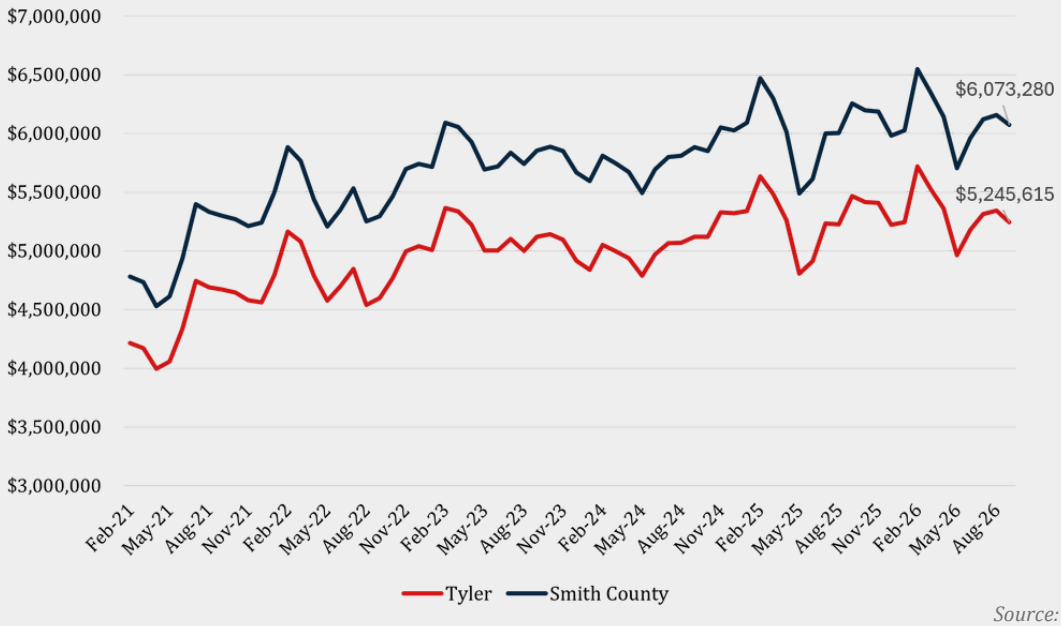
Tyler MSA (in dollars)



Tyler MSA's hotel occupancy tax revenue reached $3.37 million in 2025, while monthly sales tax averages remained strong through September 2026, reaching $6.07 million in Smith County and $5.25 million in Tyler.

Monthly Sales Tax in the City of Tyler and Smith County

3-month moving average (February 2021 through September 2026)



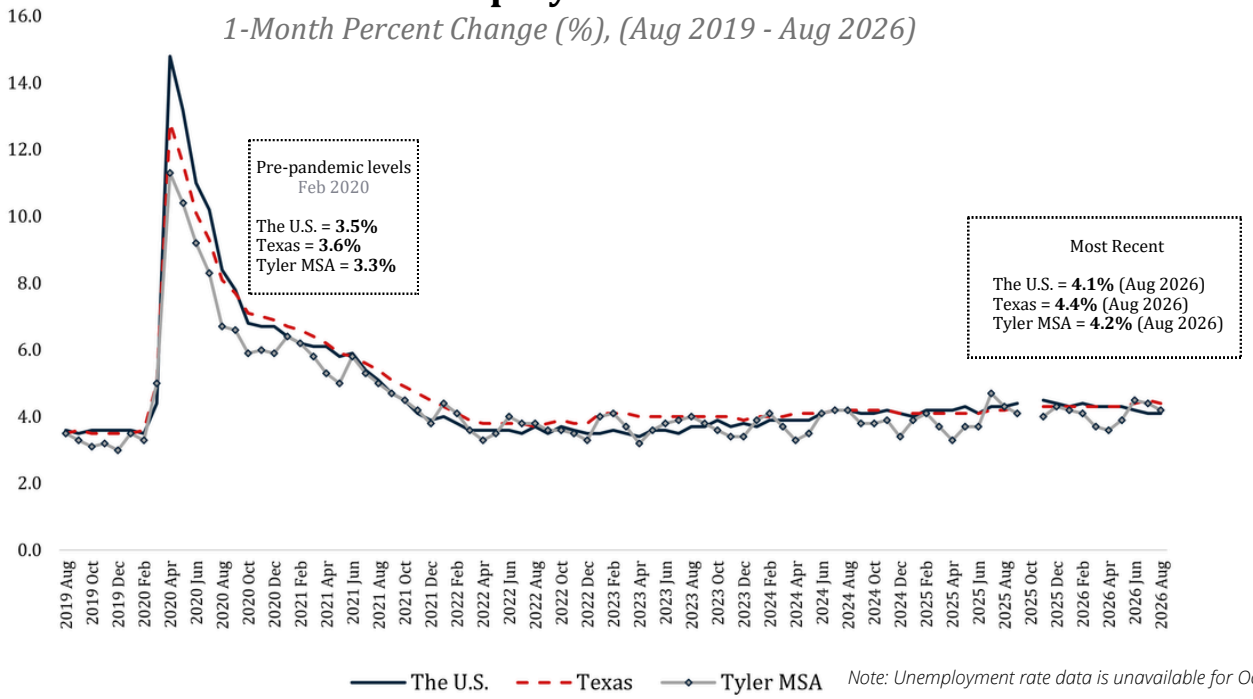
Source: Texas Comptrollers



Labor Market Drivers

Unemployment Rate

1-Month Percent Change (%), (Aug 2019 - Aug 2026)

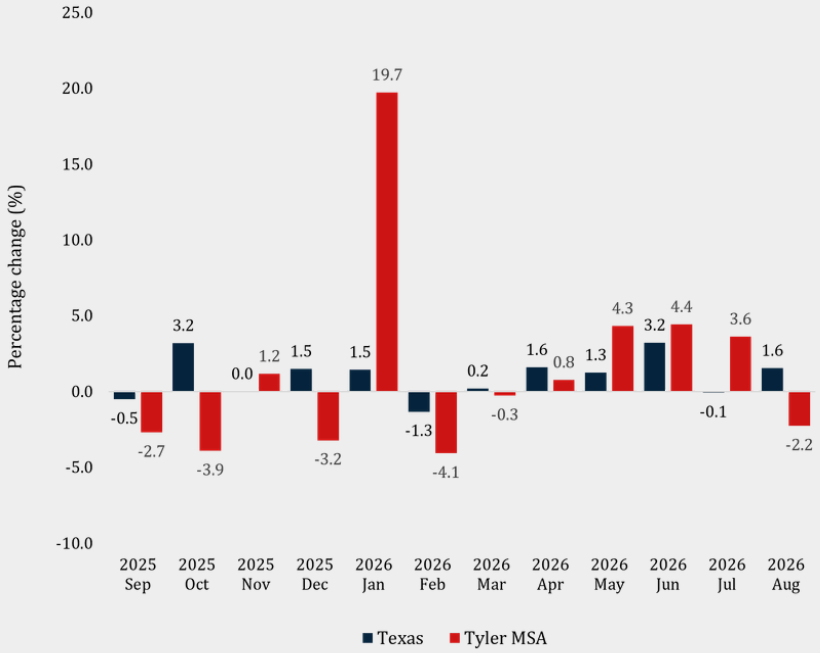


Note: Unemployment rate data is unavailable for October.

In August 2026, Tyler MSA's unemployment rate was 4.2%, below Texas (4.4%) and near the U.S. (4.1%); the region added 1,571 jobs year over year.

Employment Growth

2025 and 2026 Annualized percentage change (%)



YoY Jobs Added

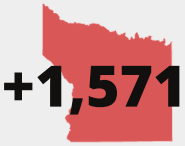
(Sep 2025 - Aug 2026)



United States



Texas



Tyler MSA

Source: U.S. Bureau of Labor Statistics; The Federal Reserve Bank of Dallas

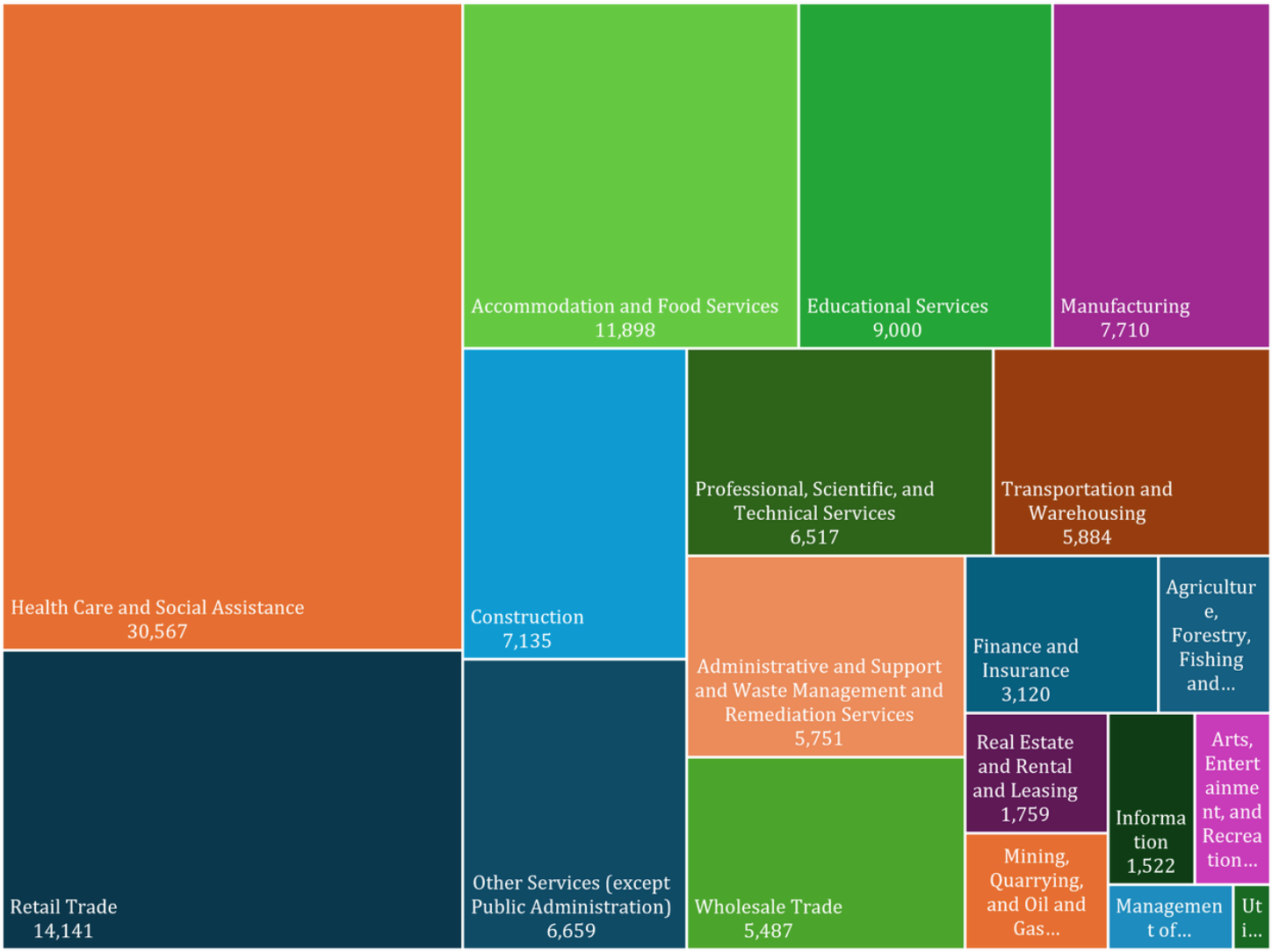
Note: Annualized percentage change converts a shorter-term change into the equivalent yearly growth rate. It does this by projecting the short-term pace over a full year, which allows for consistent comparisons across different time spans.



Labor Market Drivers

Employment by Industry in the Tyler MSA

Q1 2026 Estimates



Health Care and Social Assistance remained Tyler MSA's largest employment sector at 30,567 jobs, followed by Retail Trade at 14,141.

Number of Jobs in Tyler MSA (Q2 2026)

100,597
Private Employment

15,501
Government employment

8,441
Self-employment

Source: Chmura Economics & Analytics data.



Labor Market Drivers

Occupation	Job Postings
Registered Nurses	3,525
Retail Salespersons	1,213
Medical and Health Services Managers	1,027
First-Line Supervisors of Retail Sales Workers	1,005

Employers	Job Postings
Christus Health	1,873
Express Employment Professionals	952
The University of Texas at Tyler	912
AtWork	891
UT Health East Texas	390



Tyler MSA

Job Posting Situation

YoY figures
Sep 29, 2025 - Sep 28, 2026

Certifications	Job Postings
Basic Life Support (BLS)	2,510
Registered Nurse (RN)	1,977
Driver's License	1,249
Advanced Cardiac Life Support Certification (ACLS)	1,043
Certification in Cardiopulmonary Resuscitation (CPR)	740

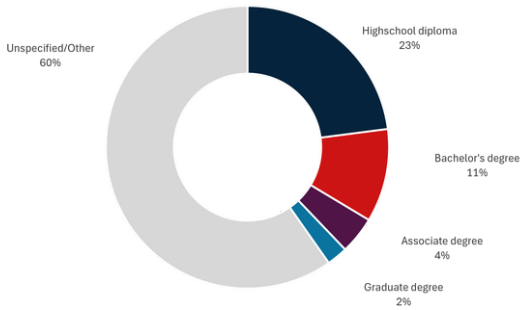
Programs	Job Postings
Nursing	959
Business	377
Accounting	193
Business Administration	190
Finance	168

80%
Full-Time Jobs

18%
Part-Time Jobs

3%
Remote Jobs

Required Education



Soft Skills

- Communication (Verbal and written skills)
- Cooperative/ Team Player
- Customer Service

Hard Skills

- Microsoft Office
- Ability to Lift 41-50 lbs.
- Microsoft Excel

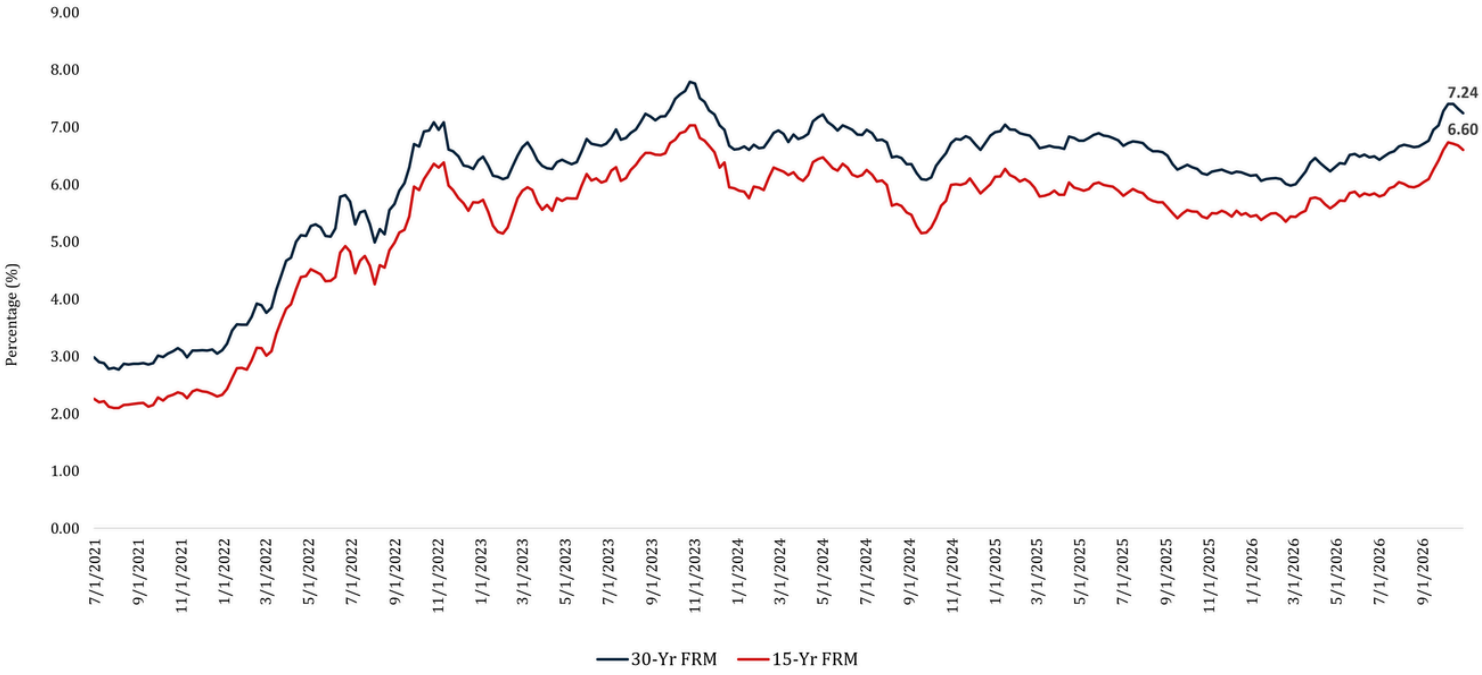
Source: Chmura Economics & Analytics. Job Posting Situation (Sep 29, 2025 - Sep 28 2026)



Housing Market Drivers

U.S. Mortgage Rates

Weekly averages as of 10/29/2026



As of October 29, 2026, mortgage rates stood at 7.24% for 30-year and 6.60% for 15-year fixed-rate mortgages, below their 2023 peaks.

	30 yr FMR	*15 yr FMR*
Most recent values	*(10/29/2026)* **7.24%**	*(10/29/2026)* **6.60%**
Minimum values	*(01/07/2021)* **2.65%**	*(07/29/2021)* **2.10%**
Maximum values	*(10/26/2023)* **7.79%**	*(10/26/2023)* **7.03%**

Source: FreddieMac

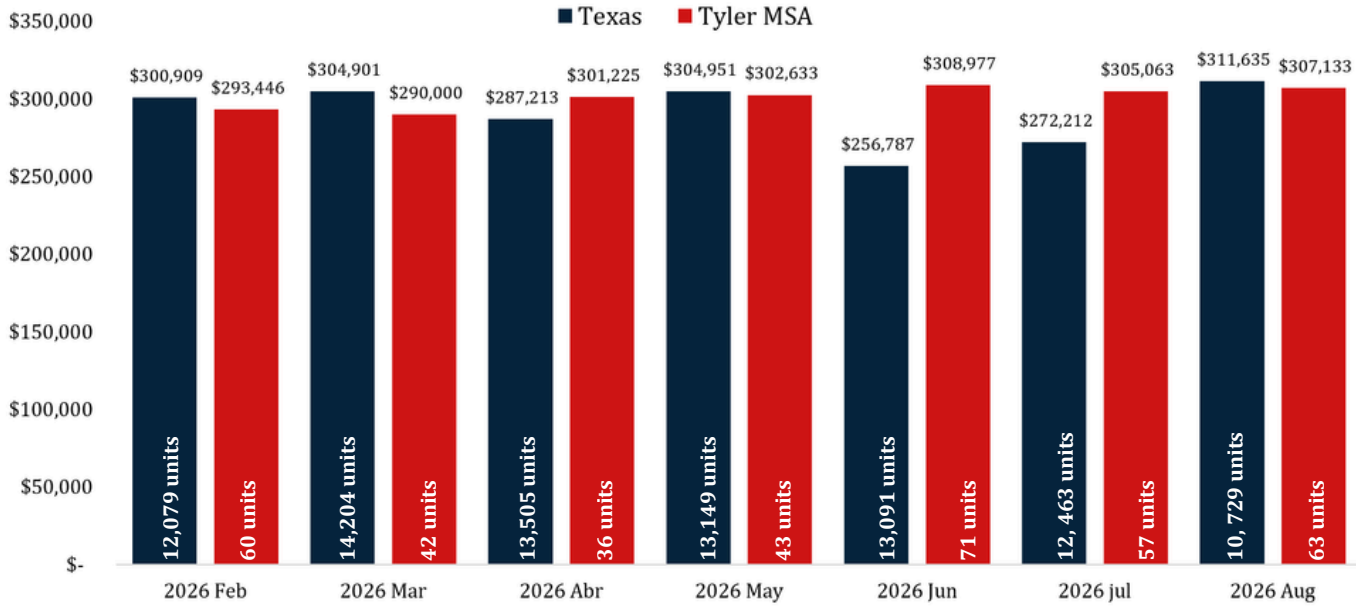


Housing Market Drivers

Monthly Building Permits by Type (Feb 2026-Aug 2026)

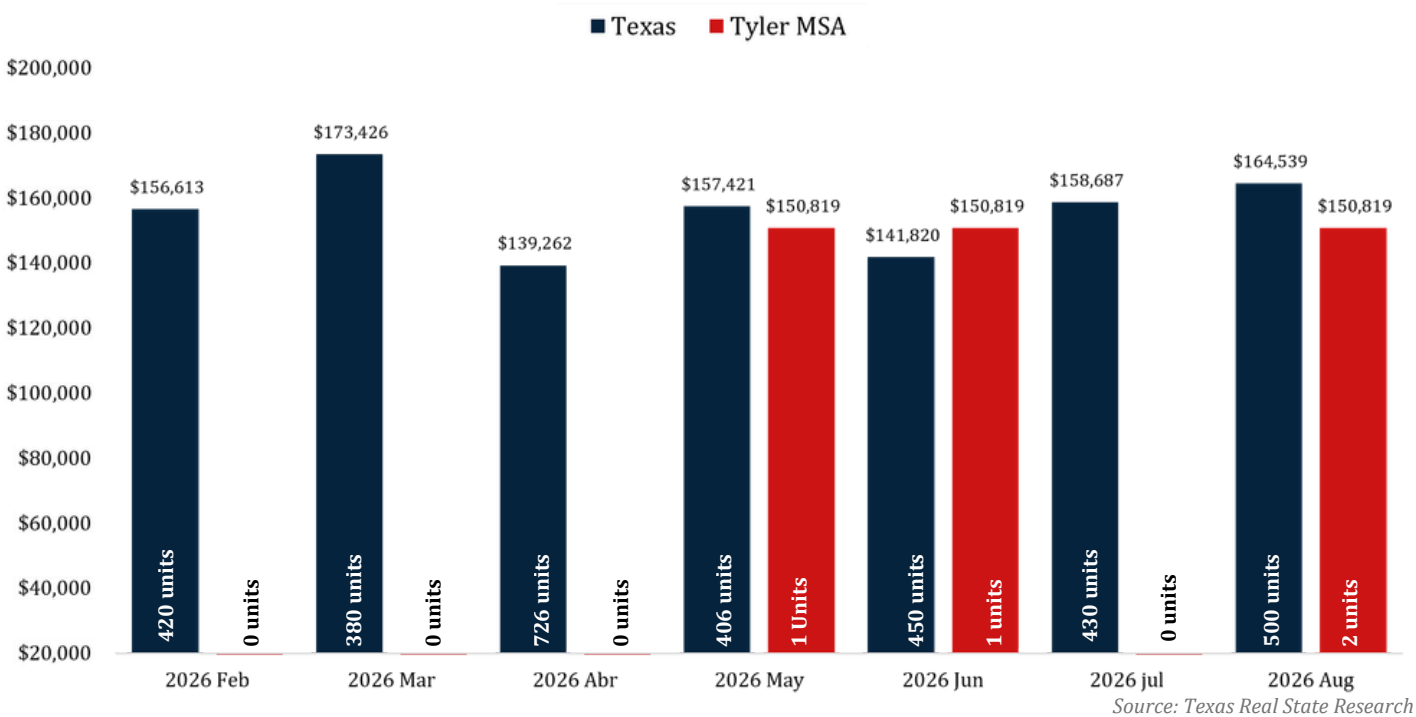
Single Family

Average value per dwelling unit



2-Family

Average value per dwelling unit



Source: Texas Real State Research Center.

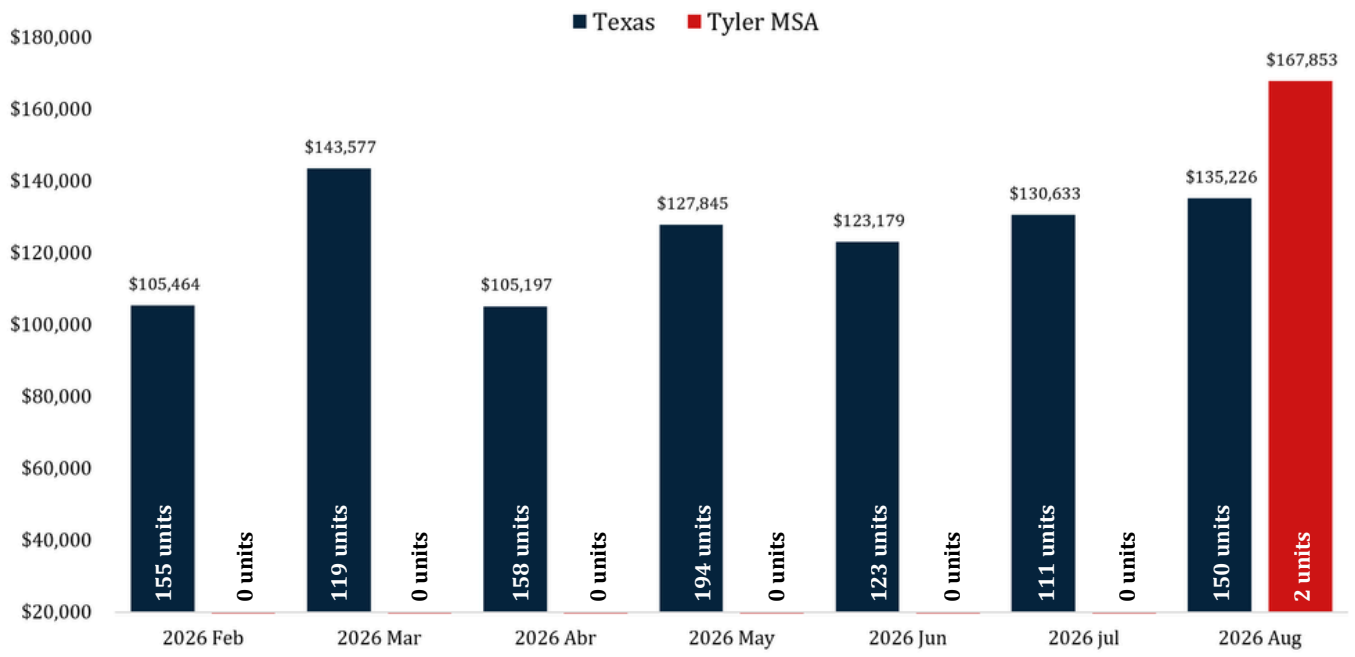


Housing Market Drivers

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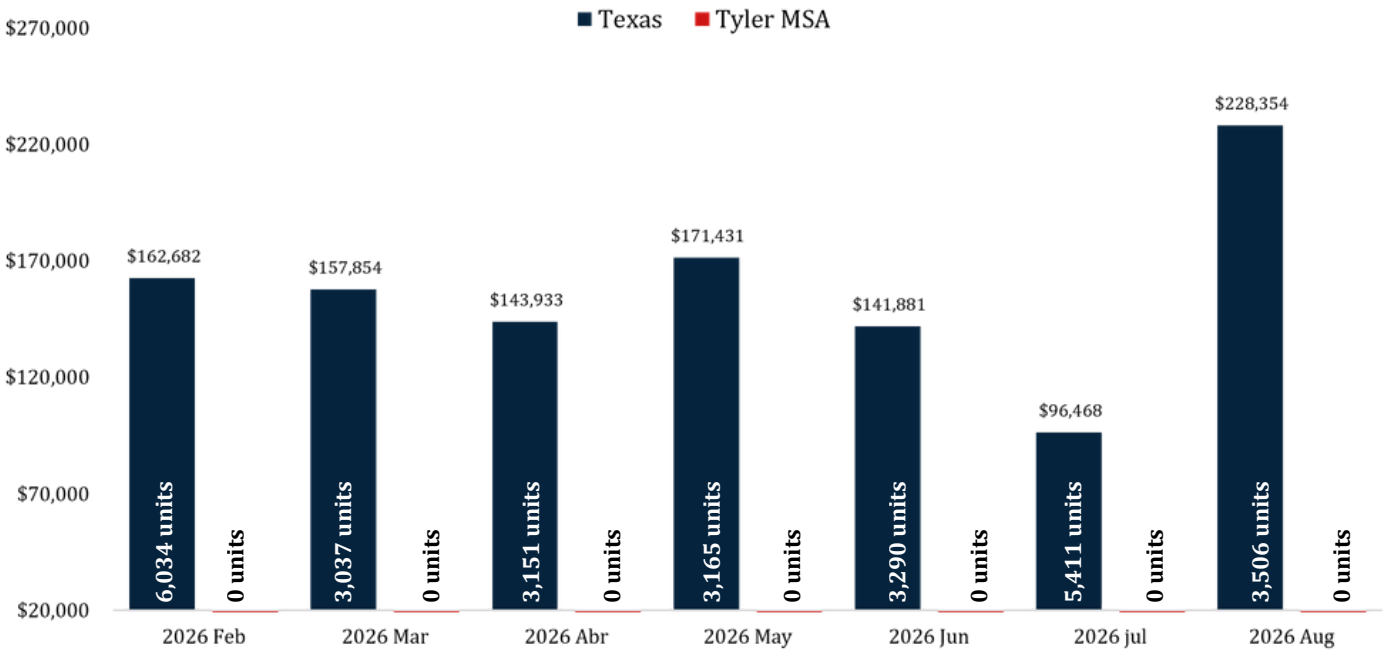
3-4 Family

Average value per dwelling unit



5+ Family

Average value per dwelling unit



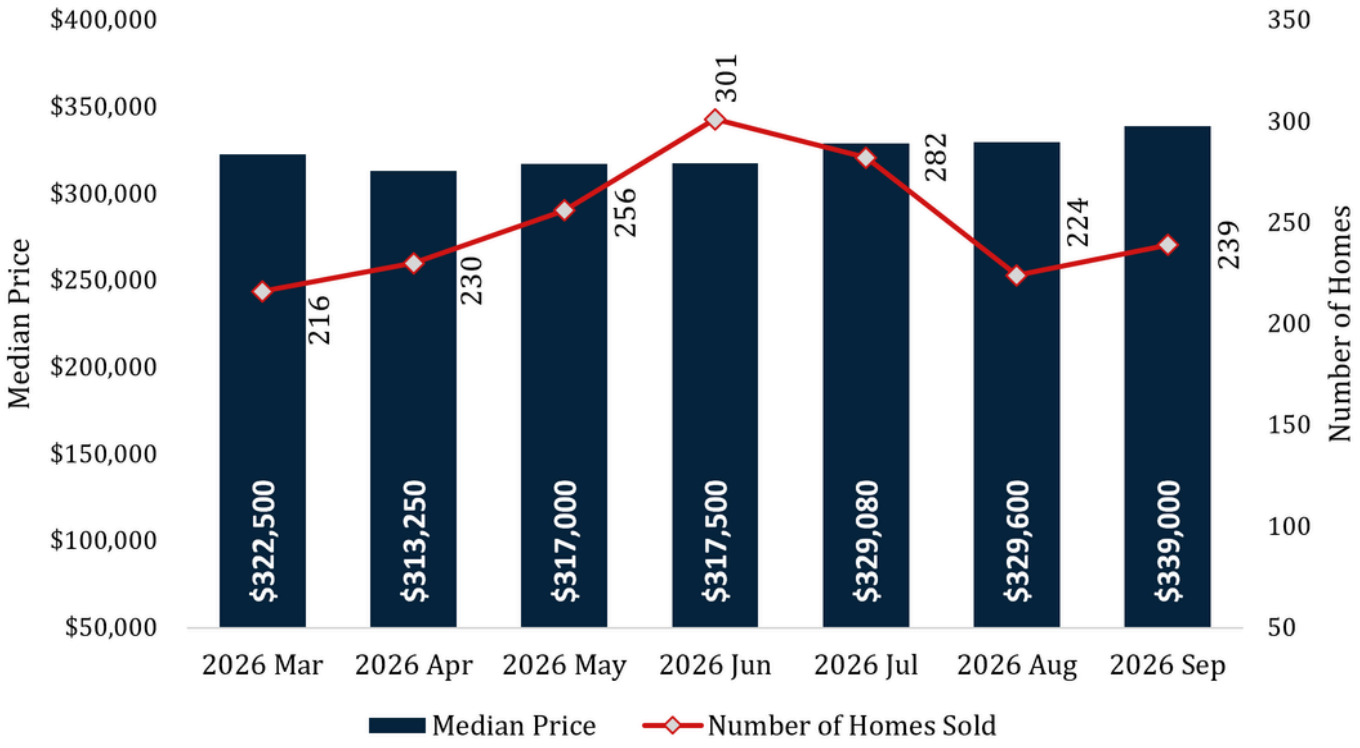
Source: Texas Real State Research Center.



Housing Market Drivers

Home Sales and Median Housing Price in Smith County

(Mar 2026 - Sep 2026)



By September 2026, Smith County recorded 2,058 YTD home closings, with a median sales price of $320,000 and 1,447 active listings.

Active Units (Listing)

Homes listed (Sep 2026)

1,447

Average Sales Price

YTD Homes Prices (Sep 2026)

$384,266

Closed Units

YTD Homes closed (Sep 2026)

2,058

Median Sales Price

YTD Homes Prices (Sep 2026)

$320,000



Source: Greater Tyler Association of REALTORS® | GTAR .



Commercial Market Drivers

Building Permits by Type and Subtype in Tyler, TX

Data as of Oct 9, 2026

Building Permits: Construction or Renovation		2025	2026*	12-month total**
Residential New	**Total**	**248**	**209**	**278**
Accessory	**Total**	**0**	**24**	**24**
Addition	**Total**	**0**	**12**	**12**
Commercial	**Total**	**92**	**86**	**112**
	AMUSEMENT / SOCIAL / RECREATION	1	1	1
	HEALTH CLUB / SPORTS FACILITY	1	0	0
	OFFICES, BANKS & PROFESSIONAL	36	23	37
	OTHER	23	15	19
	RESTAURANT	10	12	13
	SERVICE STATION & REPAIR GARAGE	2	2	2
	STORES & CUSTOMER SERVICE	7	10	14
	VET CLINIC	0	0	0
	CHURCHES & OTHER RELIGIOUS	0	1	1
	HOSPITALS & INSTITUTIONS	0	0	0
	INDUSTRIAL	4	1	2
	MULTI-FAMILY	1	11	11
	PARKING GARAGE	0	0	0
	PARKING LOTS	5	7	8
	SCHOOLS & OTHER EDUCATION	2	3	4
	HOTEL / MOTEL	0	0	0
	TEMPORARY BLDG	0	0	0
	ALTERATIONS/REMODEL	0	0	0
	COMMERCIAL	0	0	0
	BAR / NIGHT CLUB	0	0	0
Other structures	**Total**	**0**	**2**	**2**
Remodel Renovation	**Total**	**0**	**157**	**157**
	COMMERCIAL	0	94	94
	RESIDENTIAL	0	63	63
TOTAL (BUILDING PERMITS: Construction and Renovation)		**340**	**490**	**585**

Building Permits: Certificate of Occupancy and Temporary Construction	2025	2026*	12-month total**
CERTIFICATE OF OCCUPANCY	346	278	351
TEMPORARY CONSTRUCTION	0	57	57
TOTAL BUILDING PERMITS	**686**	**825**	**993**

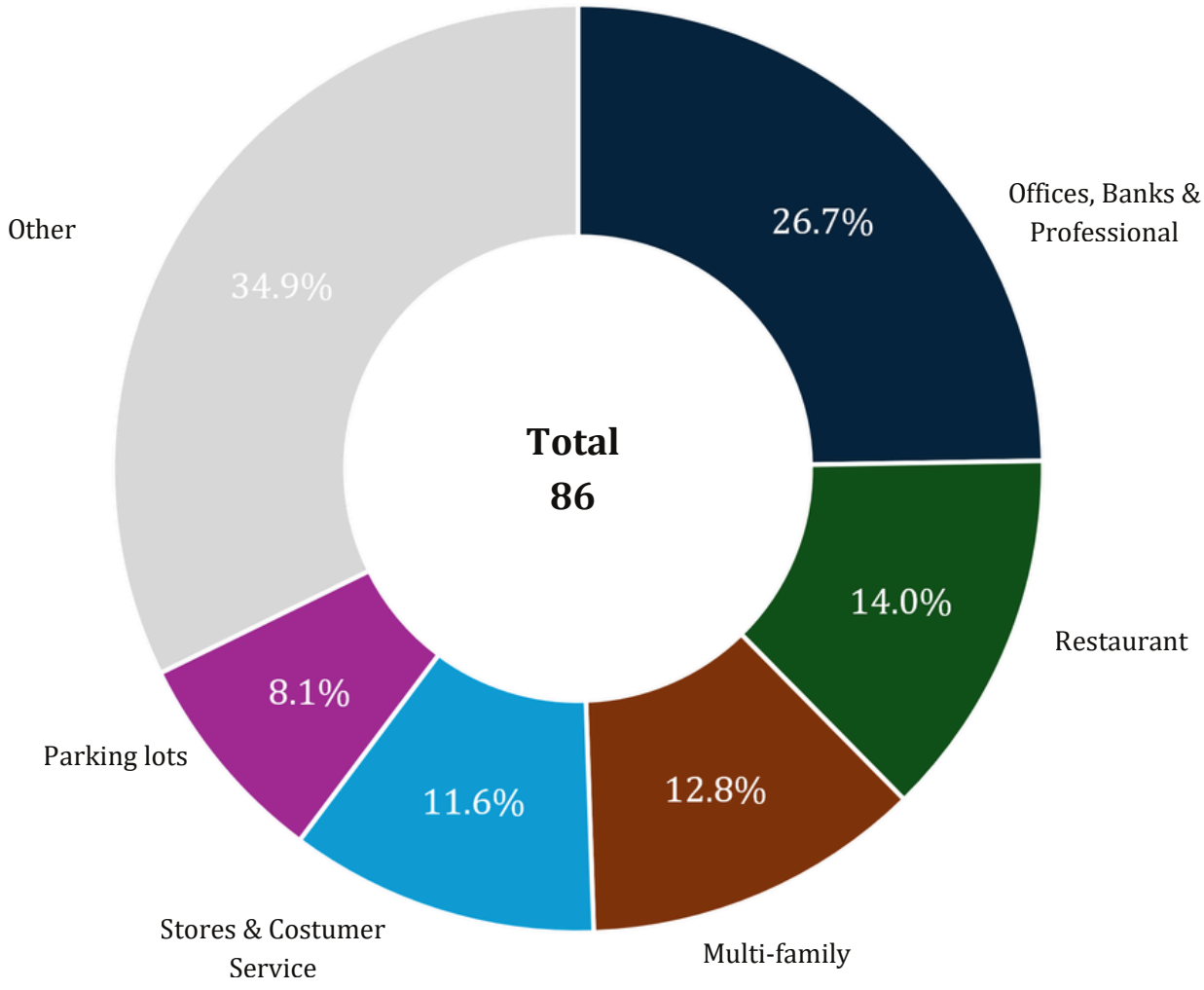
Over the past 12 months, Tyler recorded 993 building permits. Construction and renovation accounted for 585, led by 278 new residential permits.

*Notes: *The 2026 year is as of Oct 9, 2026*
*** 12-month total indicator is estimated from October 10, 2025 through October 09, 2026.*
Source: The City of Tyler.



Commercial Market Drivers

Proportion of Commercial Building Permits in Tyler, TX by Subtype (2026*)



As of October 9, 2026, Tyler had issued 86 commercial building permits, led by offices, banks, and professional projects (26.7%), followed by restaurants (14.0%) and multifamily projects (12.8%).

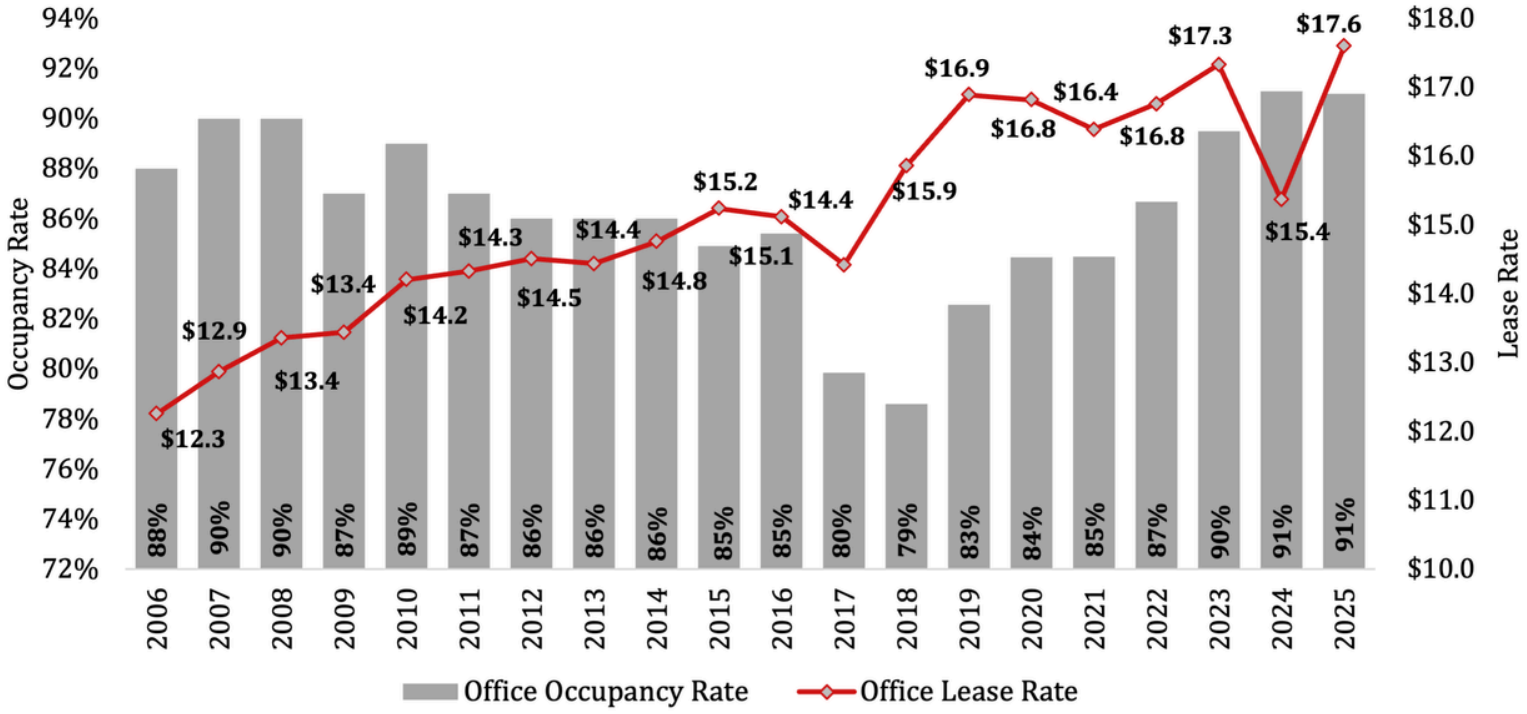
*Notes: *The 2026 year is as of Oct 9, 2026 .*
Source: The City of Tyler.



Office Market Drivers

Office Occupancy Rate and Lease Rate in Smith County

2025 Annual data



Smith County office occupancy held at 90.5% in 2025, while the average annual lease rate reached $17.60 per square foot.

Total Office Market Statistics

2025 Annual Data

- **Number of Buildings:** 72
- **Total Square Feet:** 2,428,992
- **Total Vacant Square Feet:** 208,428
- **Overall Occupancy Rate:** 90.5%
- **Average Annual Rental Rate Per SF:** $17.60



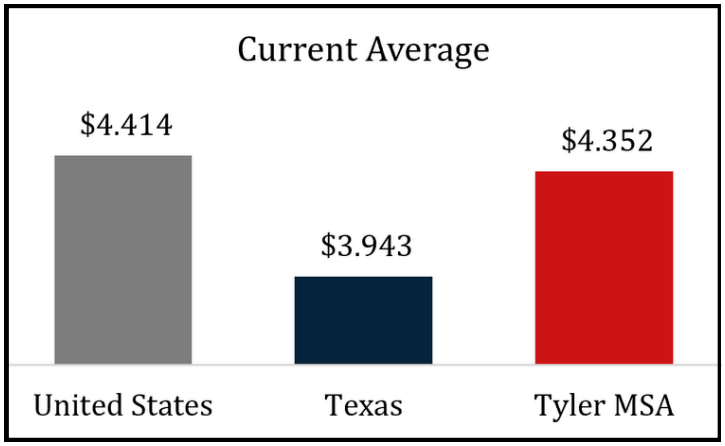
Source: Burns Commercial Properties.

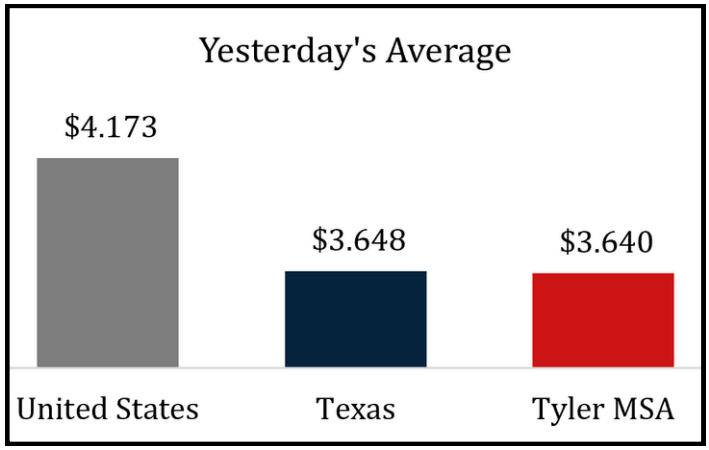


Gasoline & Diesel Prices

Regular

Prices as of 11/02/2026



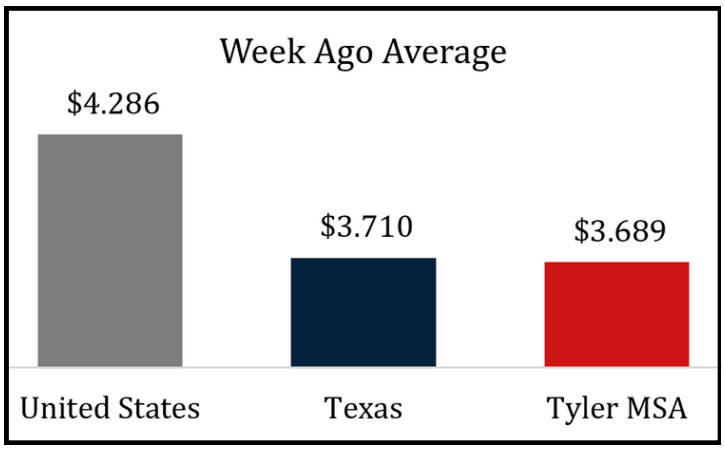


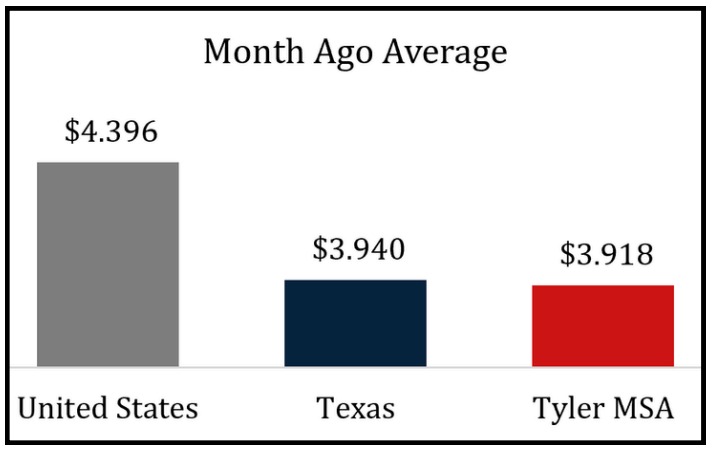
Year Ago Average

The U.S. **$3.036**

Texas **$2.554**

Tyler MSA **$2.492**





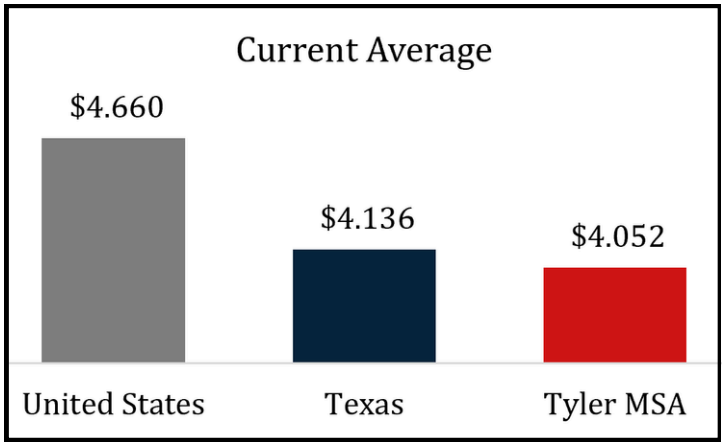
Source: 2026 AAA Gas Prices.

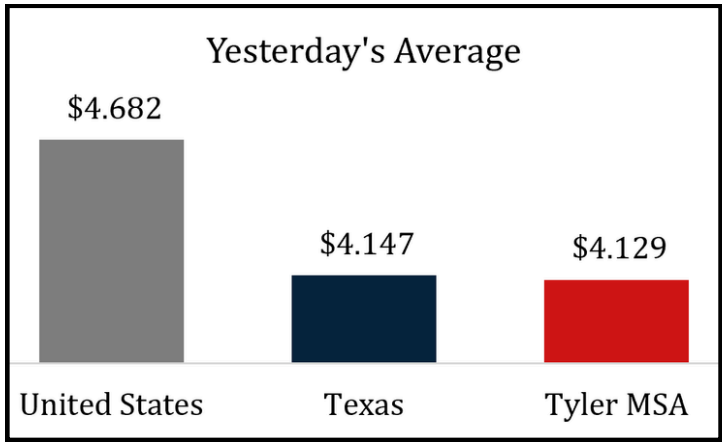


Gasoline & Diesel Prices

Mid-Grade

Prices as of 11/02/2026



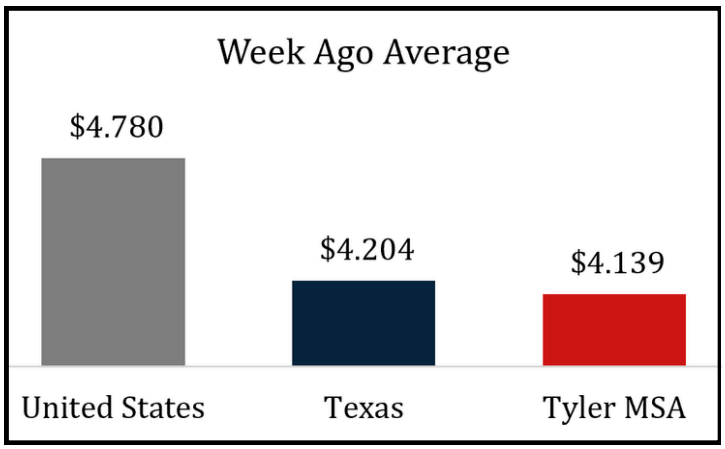


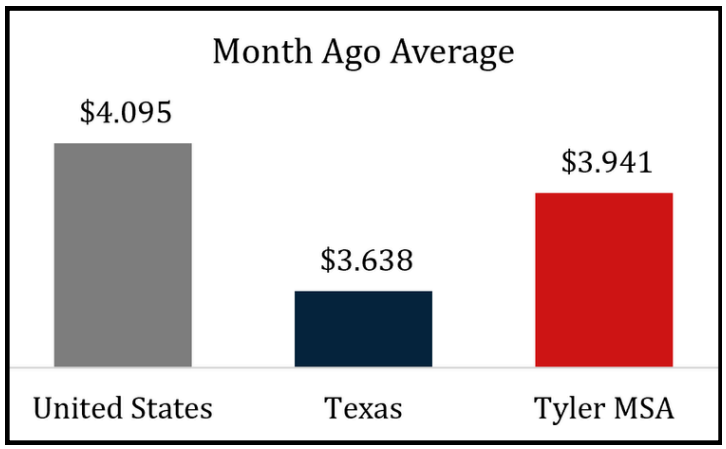
Year Ago Average

The U.S. **$3.537**

Texas **$3.022**

Tyler MSA **$2.875**





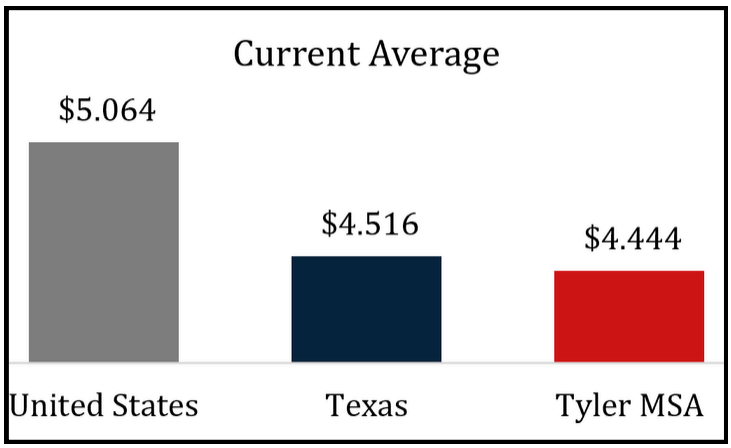
Source: 2026 AAA Gas Prices.

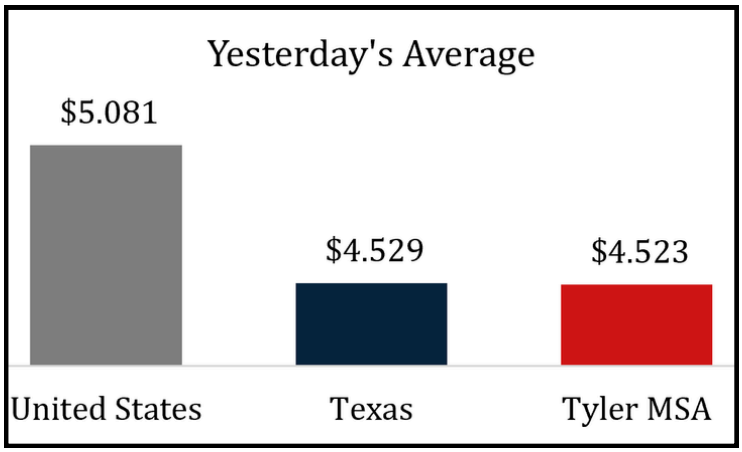


Gasoline & Diesel Prices

Premium

Prices as of 11/02/2026



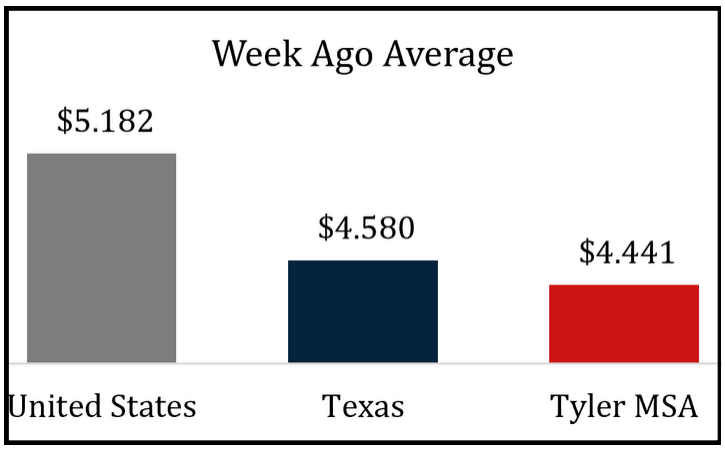


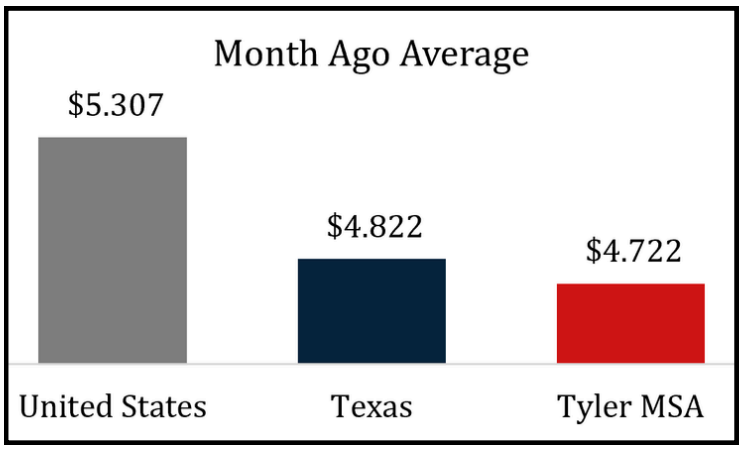
Year Ago Average

The U.S. **$3.896**

Texas **$3.383**

Tyler MSA **$3.247**





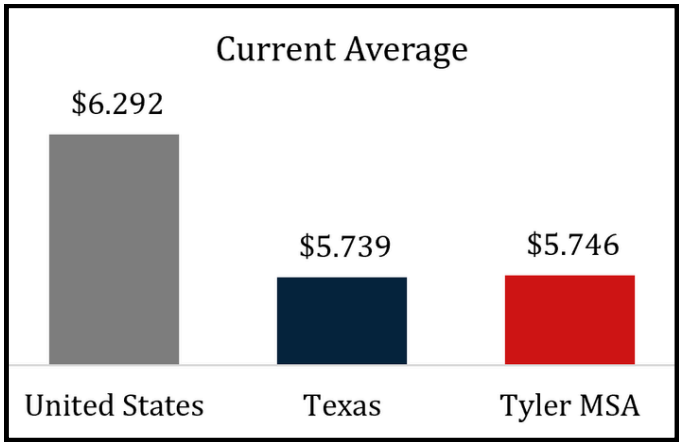
Source: 2026 AAA Gas Prices.

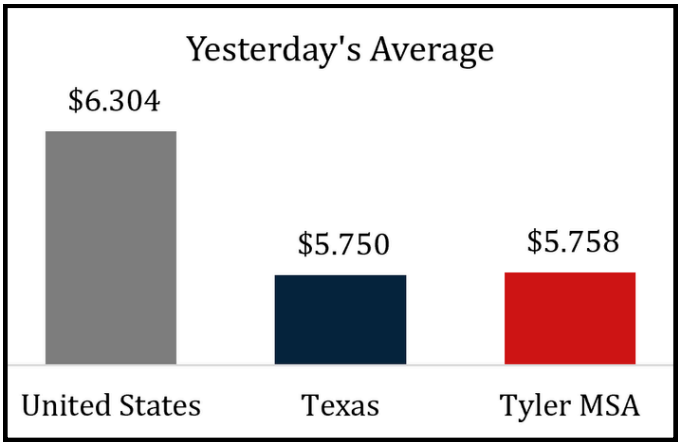


Gasoline & Diesel Prices

Diesel

Prices as of 11/02/2026



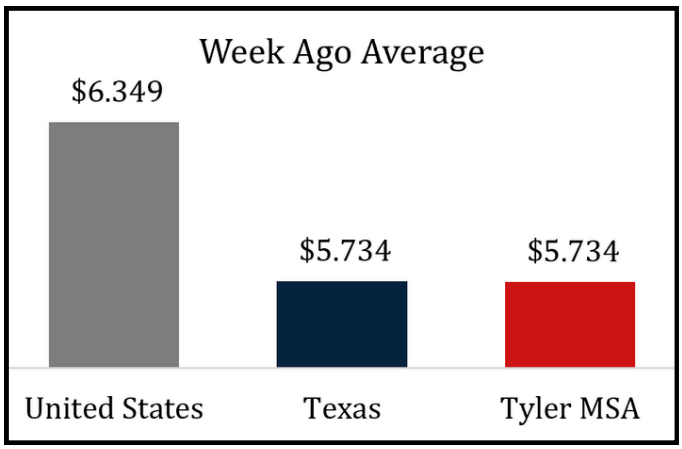


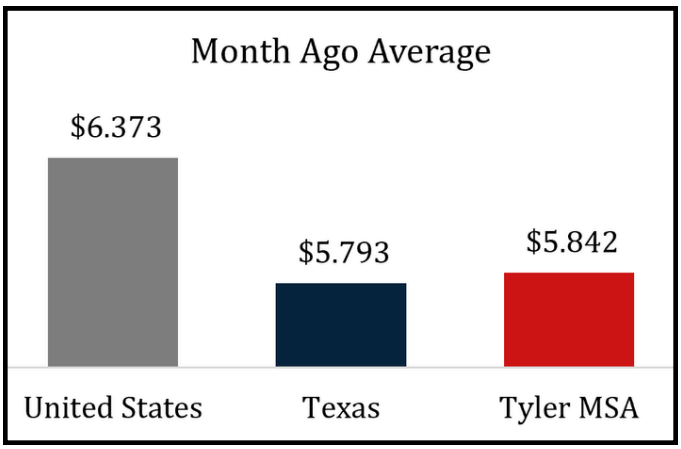
Year Ago Average

The U.S. **$3.684**

Texas **$3.181**

Tyler MSA **$3.118**





Source: 2026 AAA Gas Prices.

TYLER ECONOMIC DASHBOARD

Data Sources

Demographic Variables

U.S. Census Bureau. 2024 ACS 1-year and 5-year estimates.
https://data.census.gov/

Gross Domestic Product variables

U.S. Bureau of Economic Activity. Gross Domestic Product.
https://www.bea.gov/data/gdp/gross-domestic-product

Cost of Living Variables

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Labor Market Variables

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https://www.bls.gov/

Chmura Economics and Analytics.
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Housing Market Variables

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Burns Commercial Properties.
https://burns-commercial.com/tyler-tx-commercial-real-estate-market-trends/

Texas Real Estate Research Center
https://trerc.tamu.edu/

Commercial Permits Variables

City of Tyler Costumer Service Department
https://www.arcgis.com/apps/dashboards/685888e63a484b1b9d10bfd77ee26aa6

Gasoline and Diesel Variables

AAA Gas Prices.
https://gasprices.aaa.com/



TYLER ECONOMIC DASHBOARD

A collaborative effort by the team:

TYLEREDC

President / CEO

Scott Martinez, CEcD

Senior Vice President, Economic Development

Mary Alice Guidry

https://tedc.org/

UTTyler HIBBS INSTITUTE

Director and Senior Research Analyst

Manuel Reyes, D.E.D.

Research Analyst

Cecilia Cuellar, Ph.D.

Research Assistants

Luisa Moraes

Paula Castellanos

https://www.uttyler.edu/hibbs-institute/