



Pure Tyler

An Economic Development Strategy

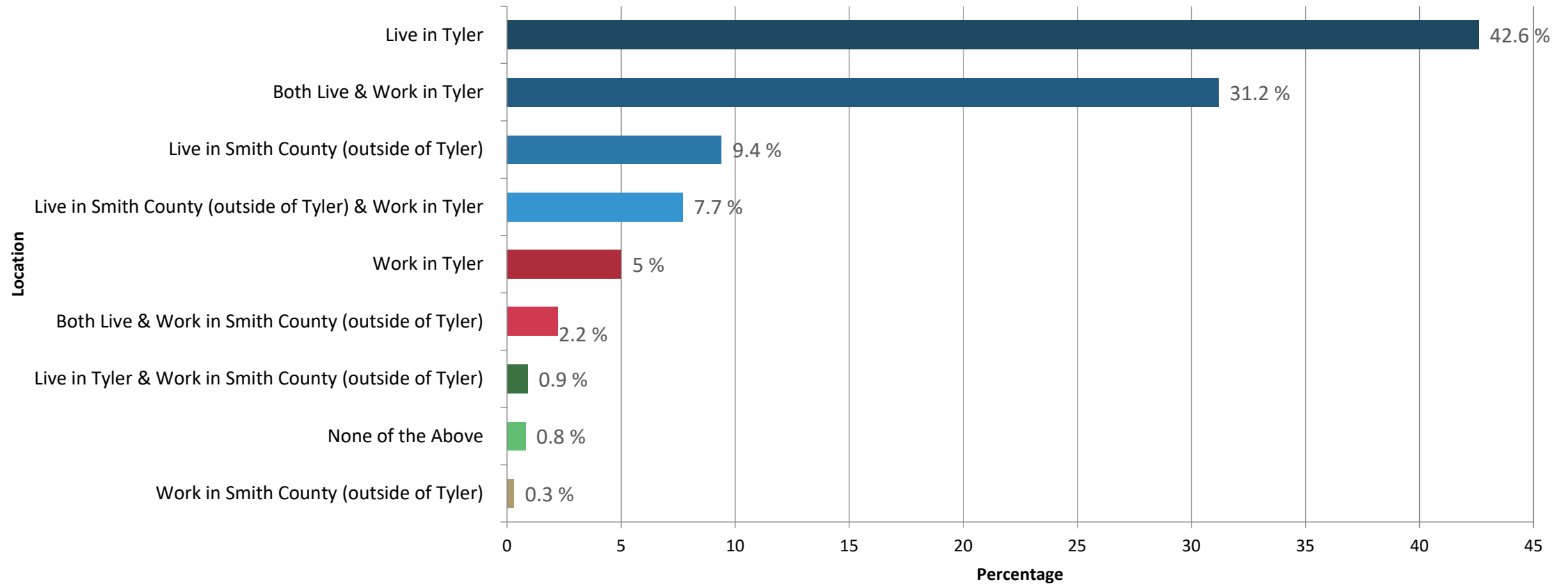
Resident Survey Summary

1,018 Total Responses
469 Millennial Participants



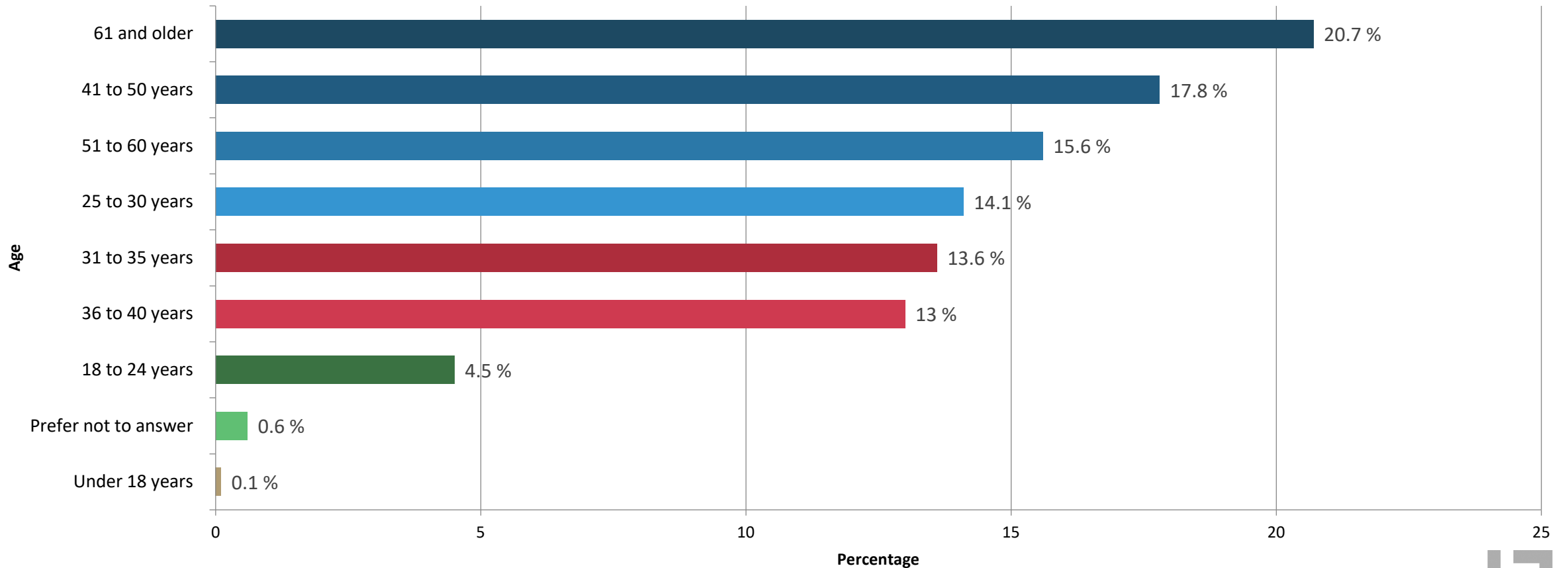
Resident Survey Summary

Do you live or work in Tyler or Smith County?



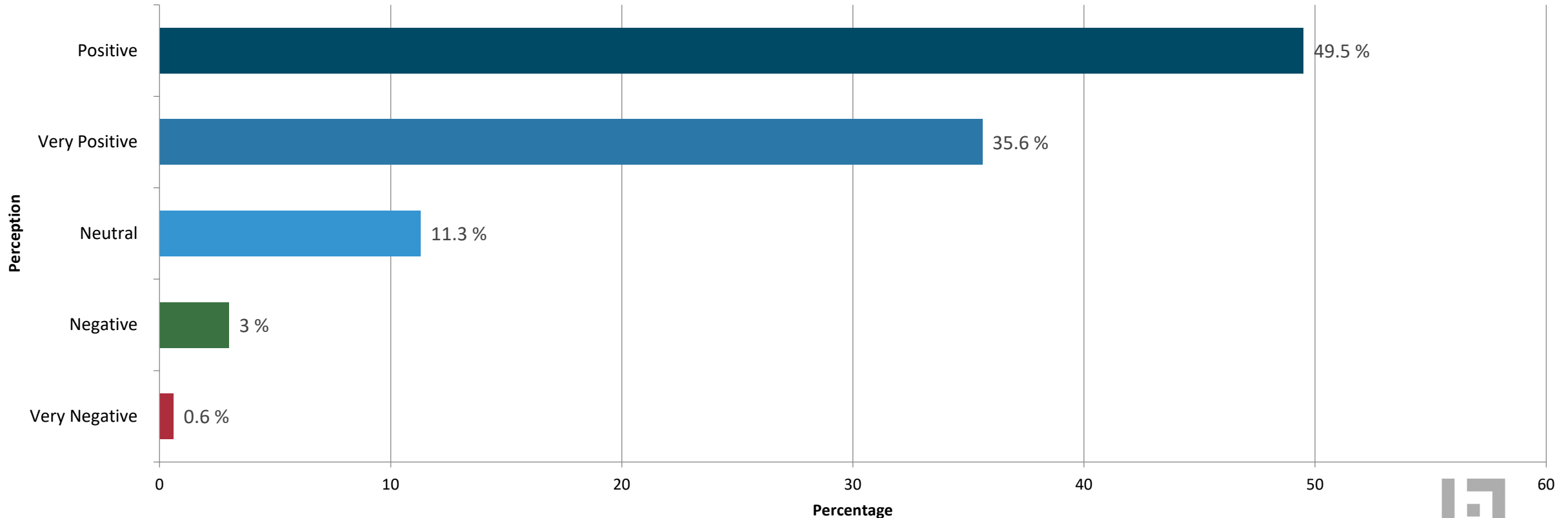
Resident Survey Summary

What is your age?



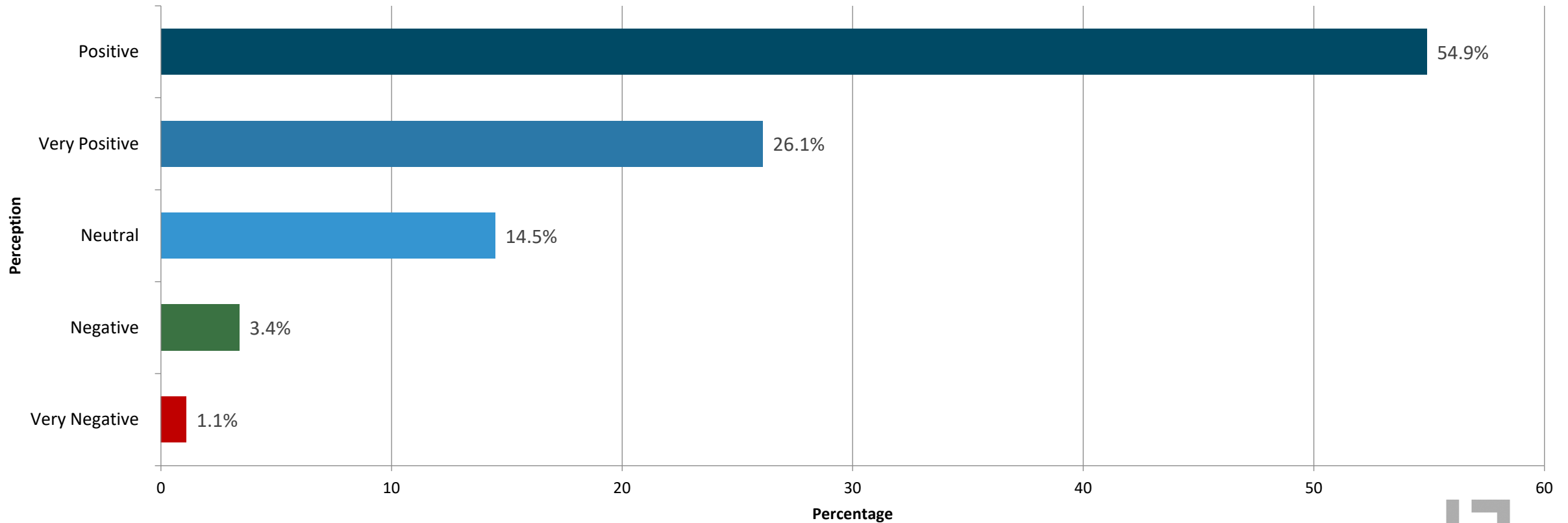
Resident Survey Summary

What is your perception of Tyler/Smith County's reputation as a place to live?



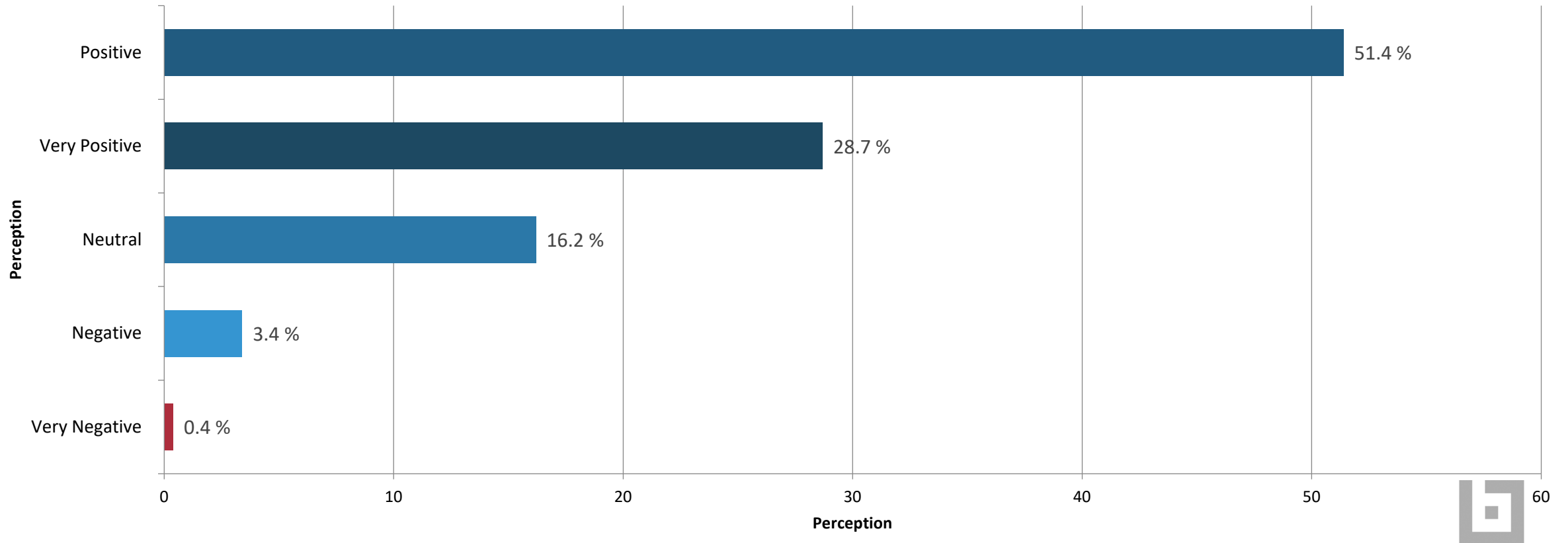
Resident Survey Summary - Millennial

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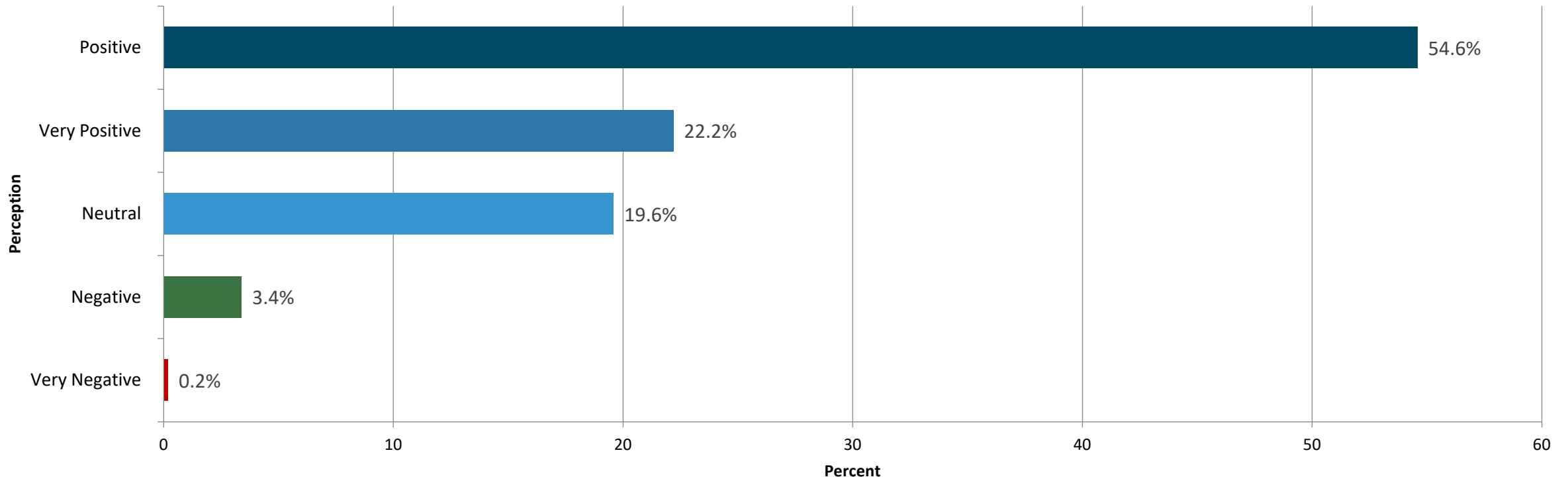
Resident Survey Summary

What is your perception of Tyler/Smith County's reputation as a place to do business?



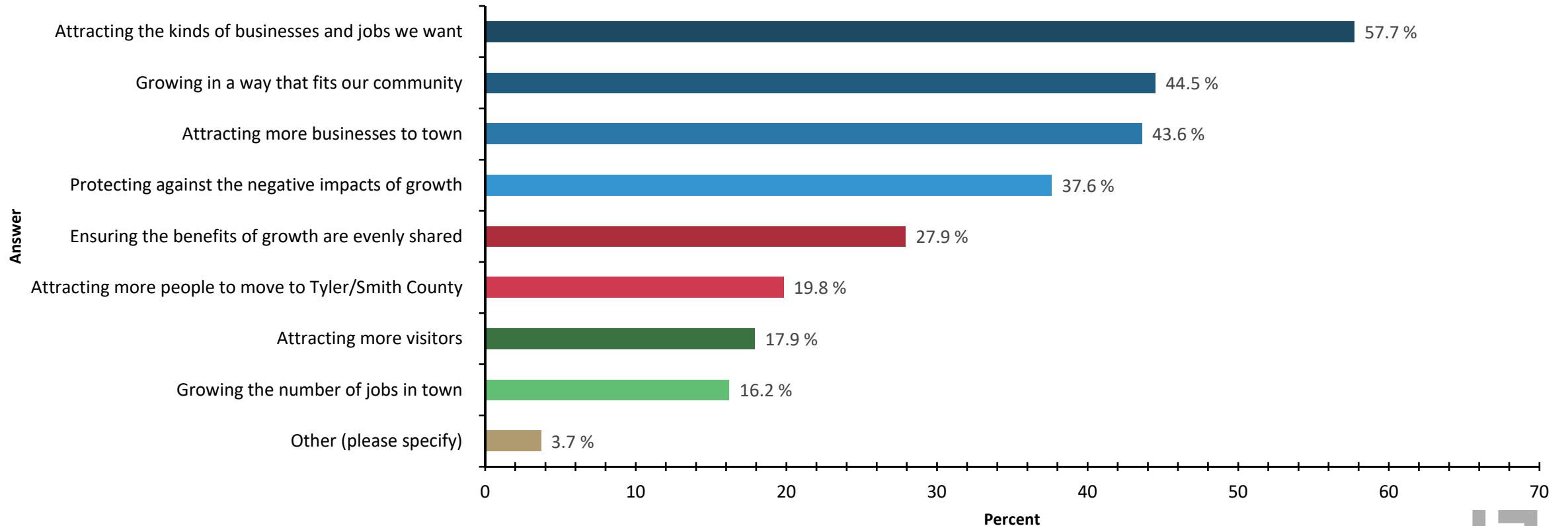
Resident Survey Summary - Millennial

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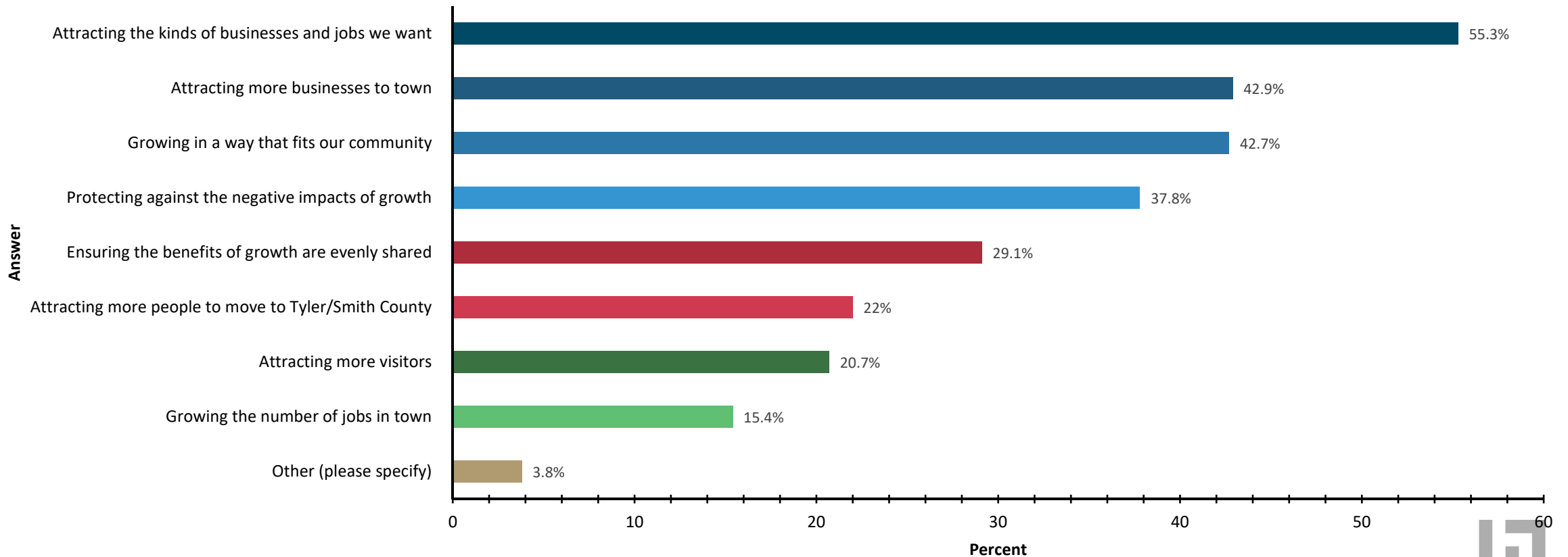
Resident Survey Summary

What does economic development success mean to you? (Please select only three.)



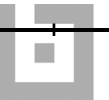
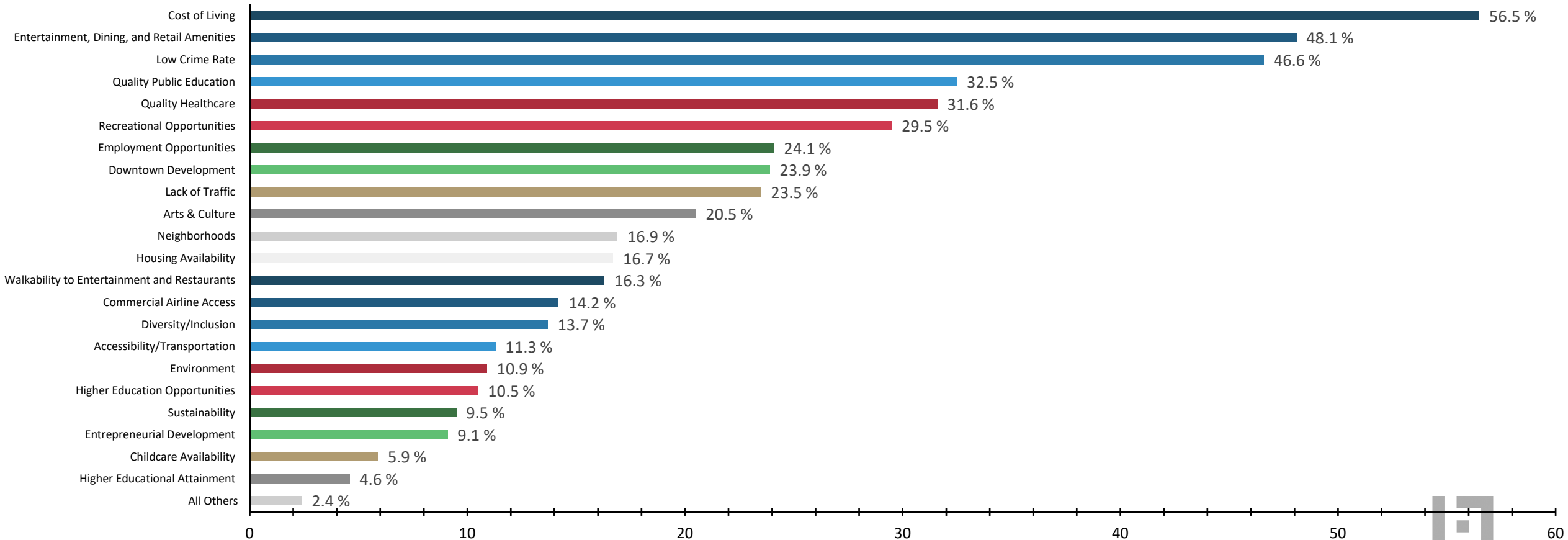
Resident Survey Summary - Millennial

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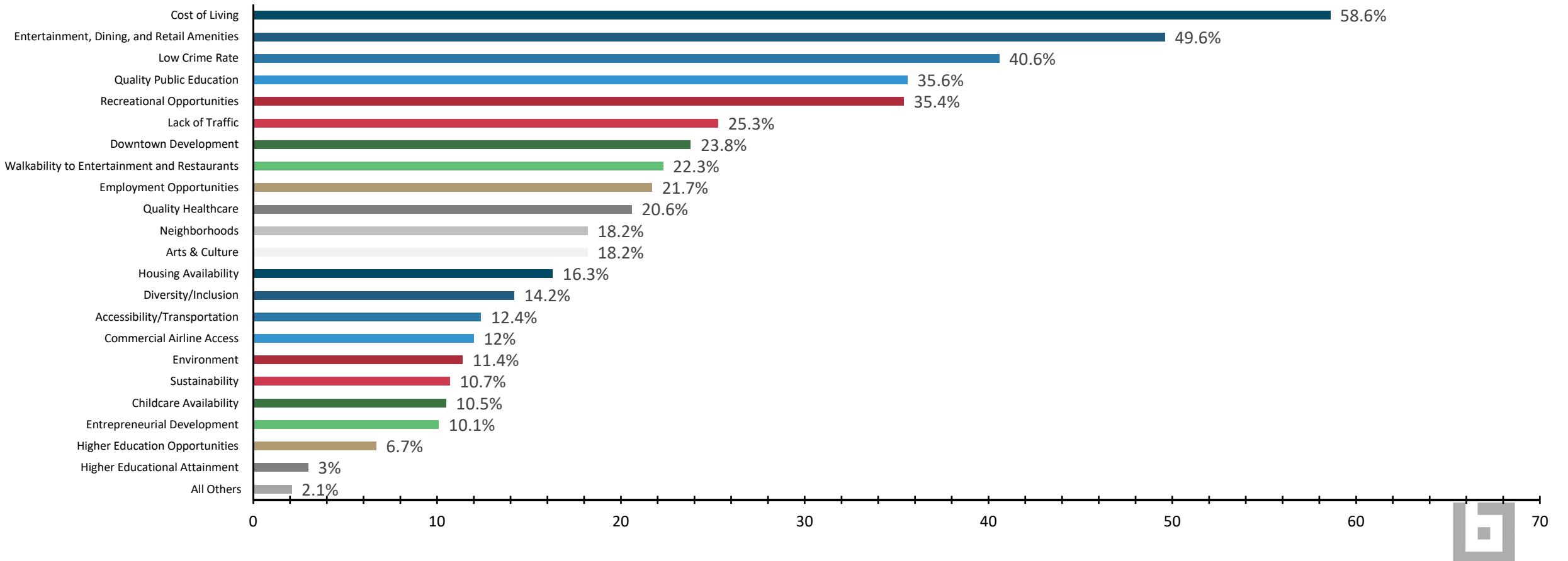
Resident Survey Summary

**What is most important to you from a livability perspective?
(Please select only five)**



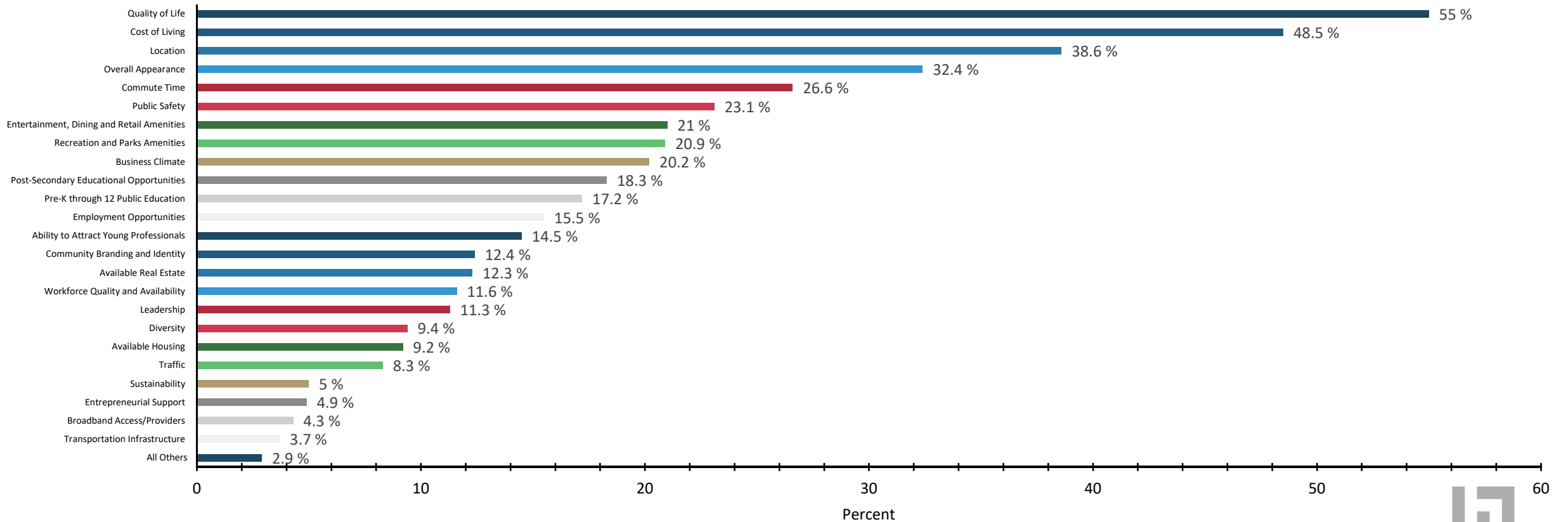
Resident Survey Summary - Millennial

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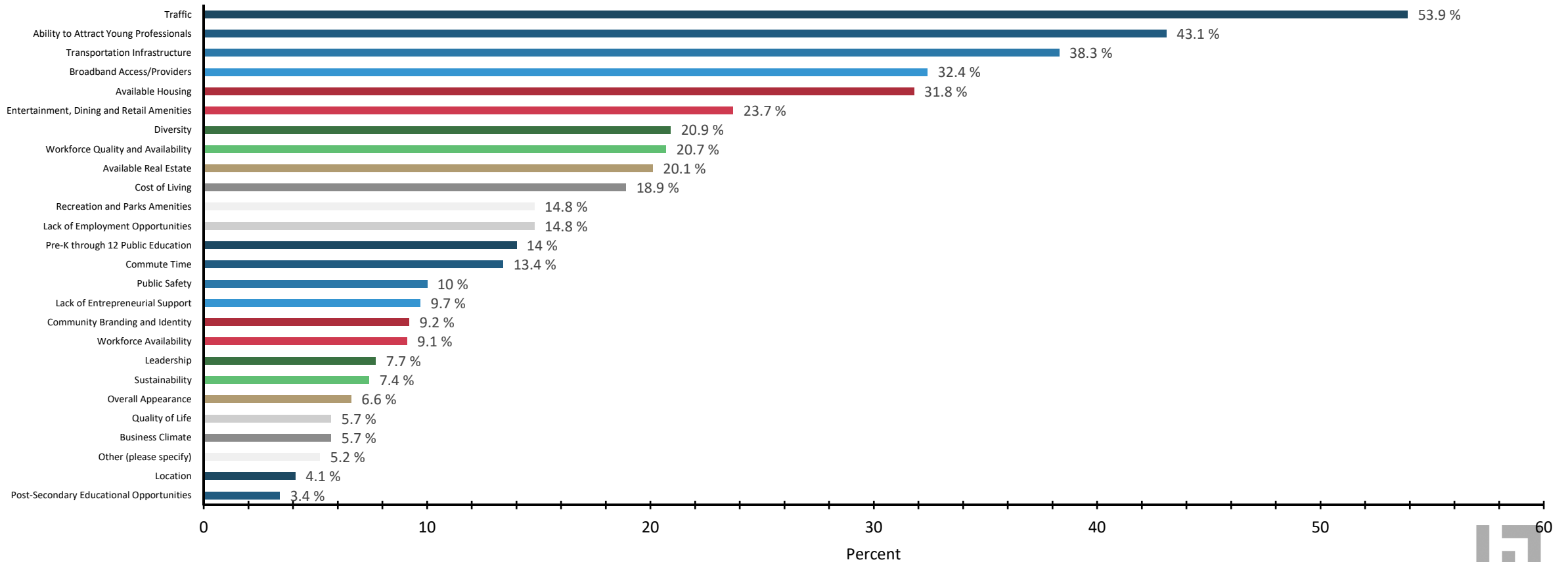
Resident Survey Summary

What are Tyler/Smith County's top five competitive advantages for economic development? (Please select only five.)



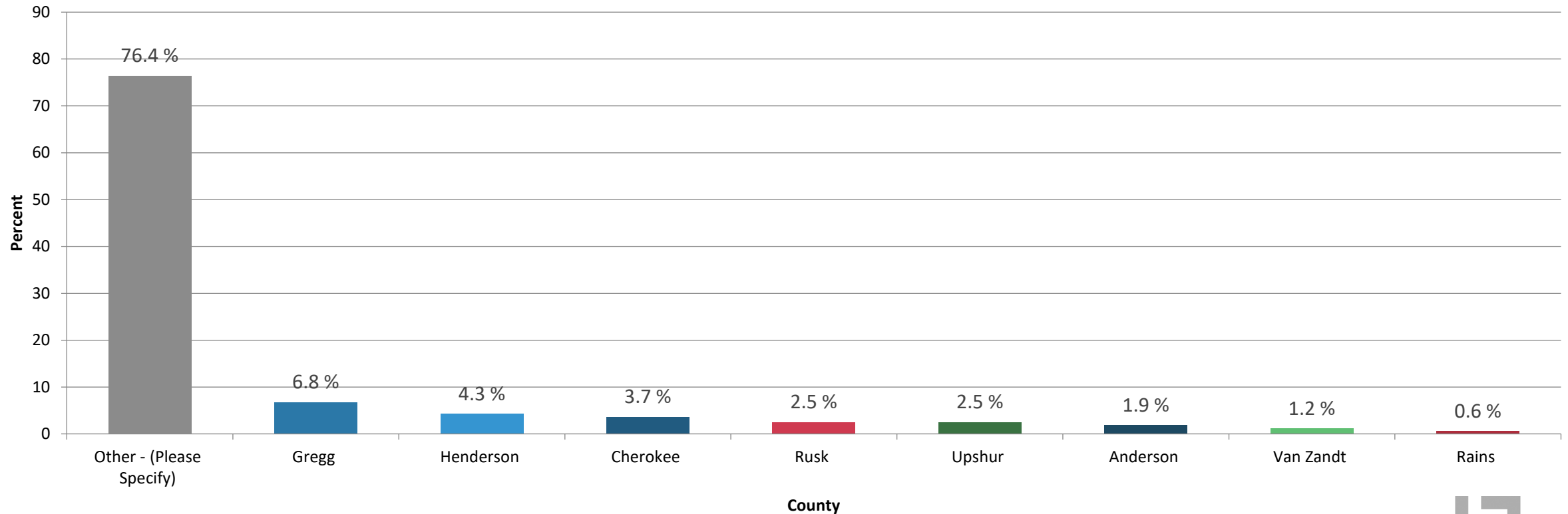
Resident Survey Summary

What are the top five greatest challenges facing Tyler/Smith County from an economic development perspective?



Resident Survey Summary

If you live in Tyler or Smith County but do not work there, in what county do you currently work?

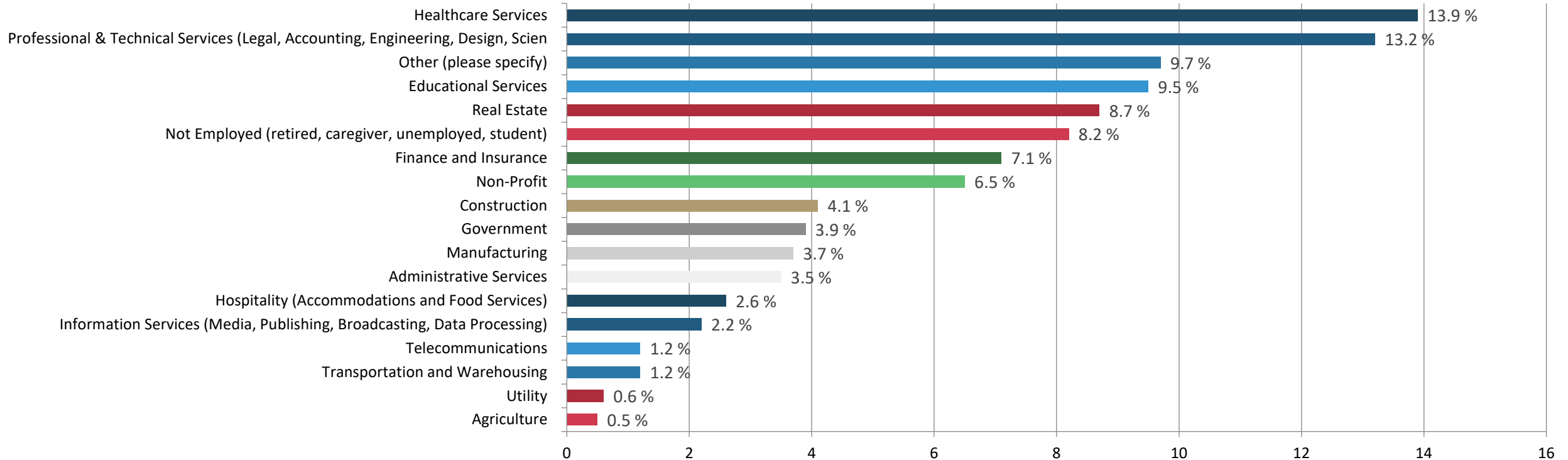


Resident Survey Summary

	Other	Count
Smith County / Tyler		36
Retired		32
N/A or Unemployed		19
Work from home / Remote work		8
Dallas		7
Homemaker		4
Collin		2
Multiple counties		2
Tarrant		2
All over Ark-La-Tex		1
Disable Veteran		1
Harris		1
Limestone		1
Nacogdoches		1
Oilfield		1
Pulaski		1
Real estate activities		1
TX, OK, AR, LA, MS		1
Travis County		1
Western Hemisphere		1
Totals		123

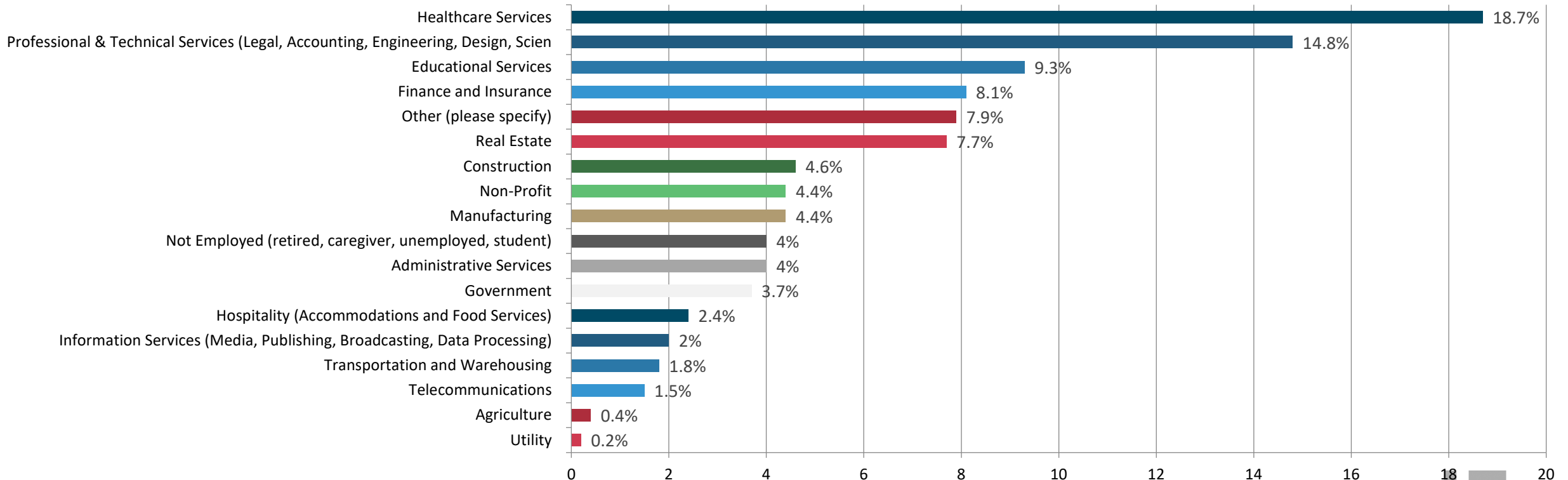
Resident Survey Summary

What industry sector best describes the nature of your employment?



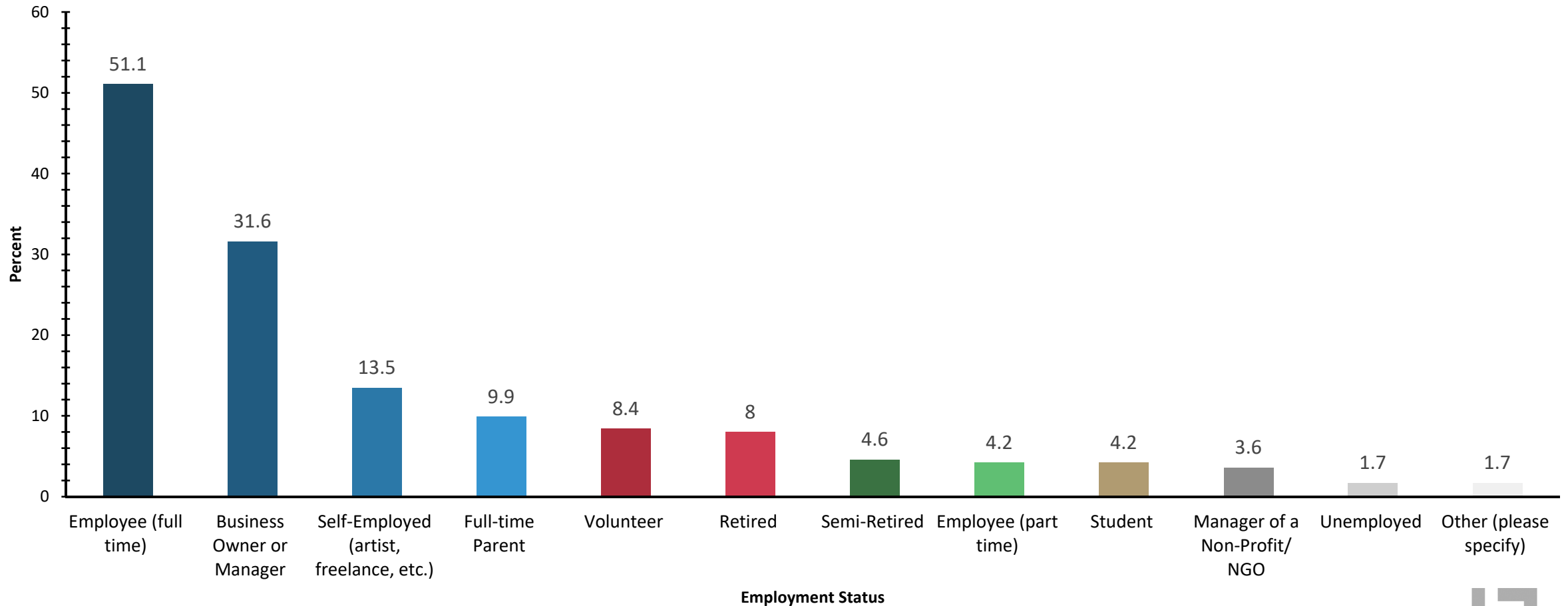
Resident Survey Summary - Millennial

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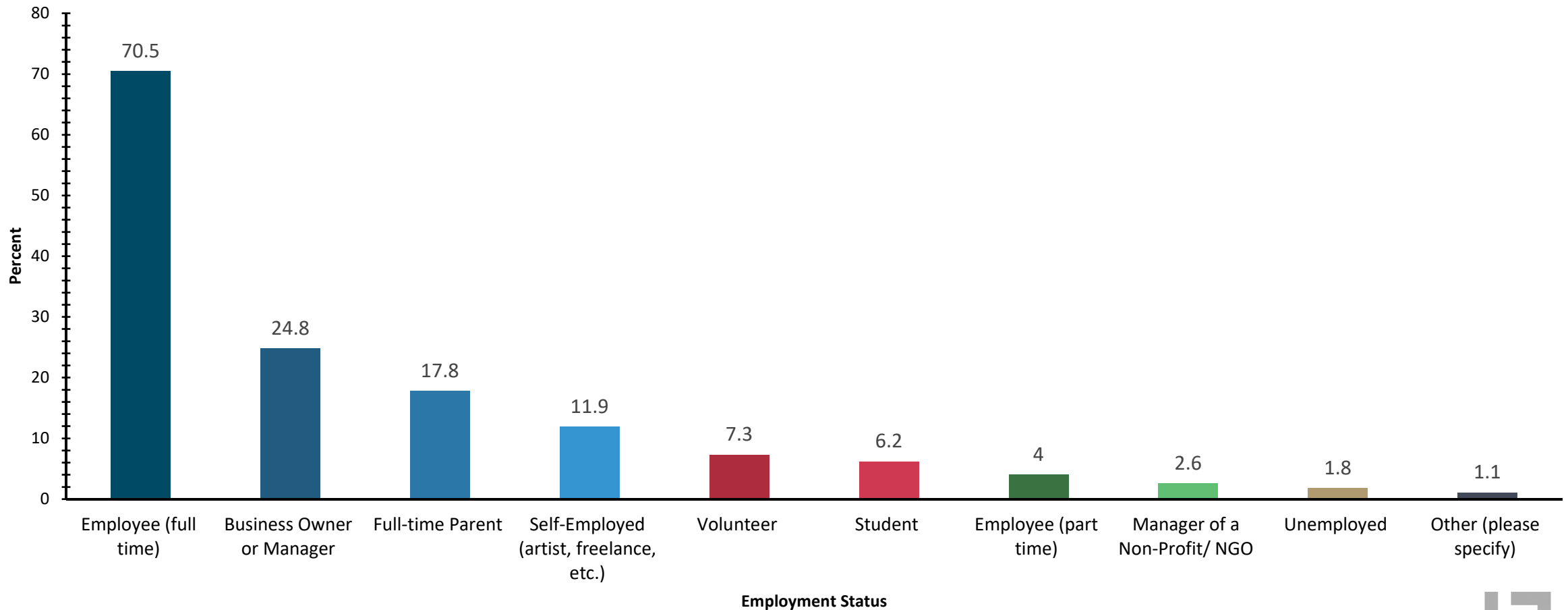
Resident Survey Summary

What answer best describes you? (Choose as many as needed.)



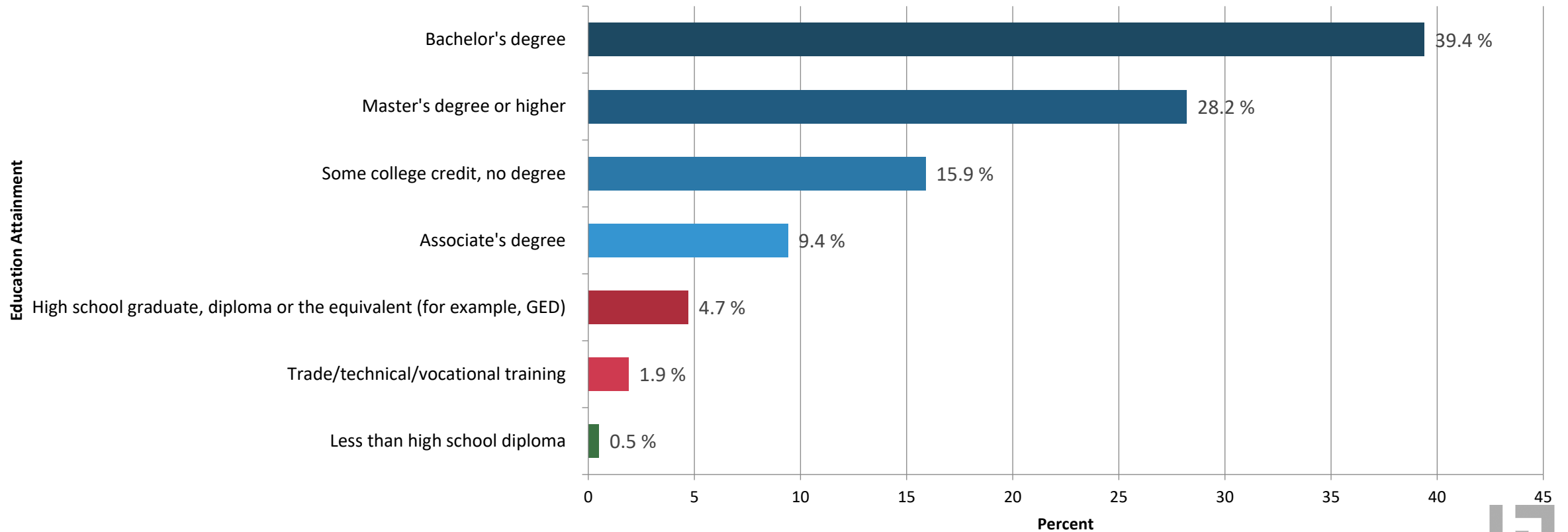
Resident Survey Summary - Millennial

What answer best describes you? (Choose as many as needed.)



Resident Survey Summary

What is the highest degree or level of school you have completed?



Resident Survey Summary

What three assets are best about Tyler?

- Location (proximity to Dallas / Shreveport)
- Healthcare facilities / Access
- Natural beauty
- Cost of living
- Big city amenities, small town feel
- Retail / Shopping options
- Dining options
- Nonprofit ecosystem
- Great place to raise a family
- Low crime
- Clean
- Conservative / Christian values
- Primary and Secondary Schools
- Outdoor recreation
- Rose Garden
- Higher education opportunities
- Fresh



Resident Survey Summary

If you could change three things about Tyler, what would they be?

- More housing
- Decreasing traffic through Broadway
- More diversity
- More entertainment options
- Increase walkability / Improve sidewalks
- More investment in business / industry
- Allow liquor sales
- Revitalize Downtown
- Better access to fresh food in the north part of town
- Better / more sidewalks
- City Government
- More hotels (especially downtown)
- More retail (Trader Joes, Costco)
- More trail access / outdoors recreation
- Better public schools
- Larger airport
- Cheaper / more housing, especially for middle class



Resident Survey Summary

What is most important to you about the place you live?

- High quality of life
- Low cost of living
- Sense of community
- Safety
- Quality primary and secondary education
- Access to entertainment and amenities
- Family oriented community
- Active church communities
- Affordability
- Cleanliness
- Employment opportunities
- Recreational opportunities
- Location
- Business / Industrial growth opportunities
- Privacy
- Proximity to an airport
- Access to high-speed internet



Resident Survey Summary

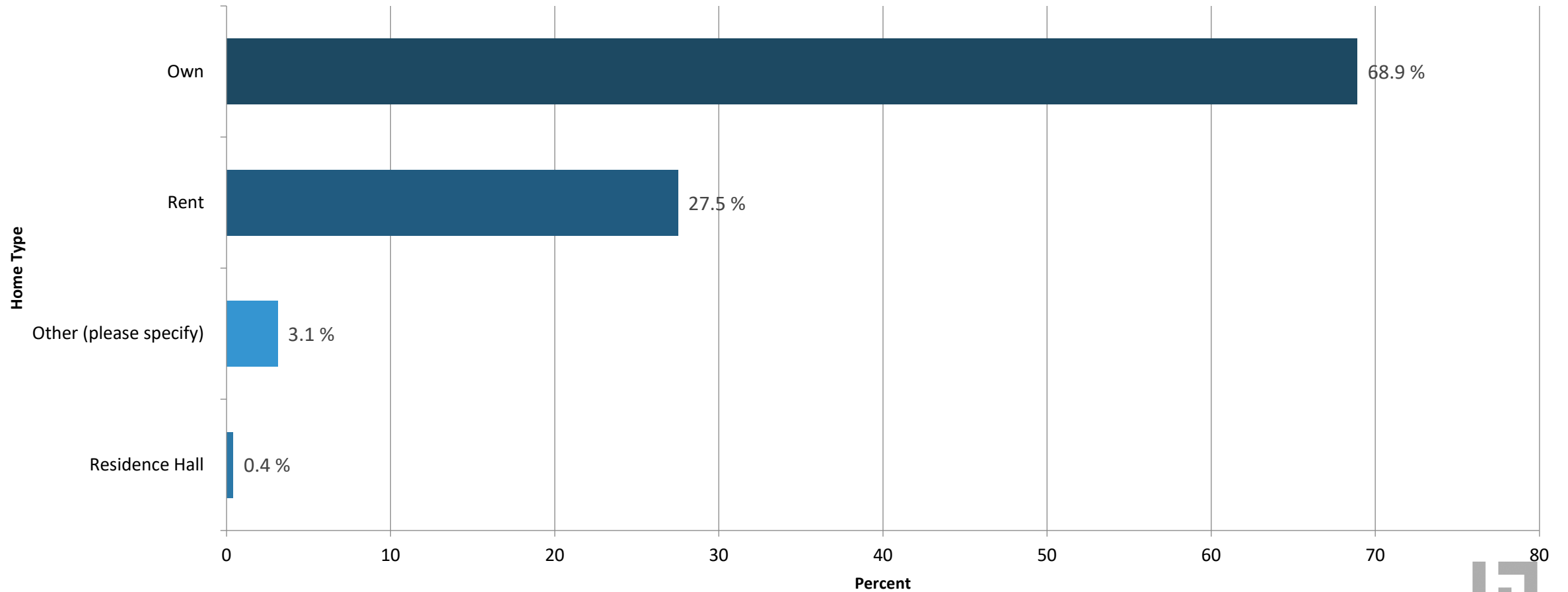
What are your goals related to your career?

- Growth / Advancement
- Expand the reach of community involvement
- Continue to develop skills
- Become a C-Suite employee
- Achieve financial independence
- Obtain higher education
- Open my own business
- Grow our market
- Become a millionaire
- Provide for my family / children
- Continue to provide growth to Tyler
- Continue to work from home
- Retire
- Stability
- Emotional fulfillment
- Create generational assets
- Make the community safer
- Stay healthy



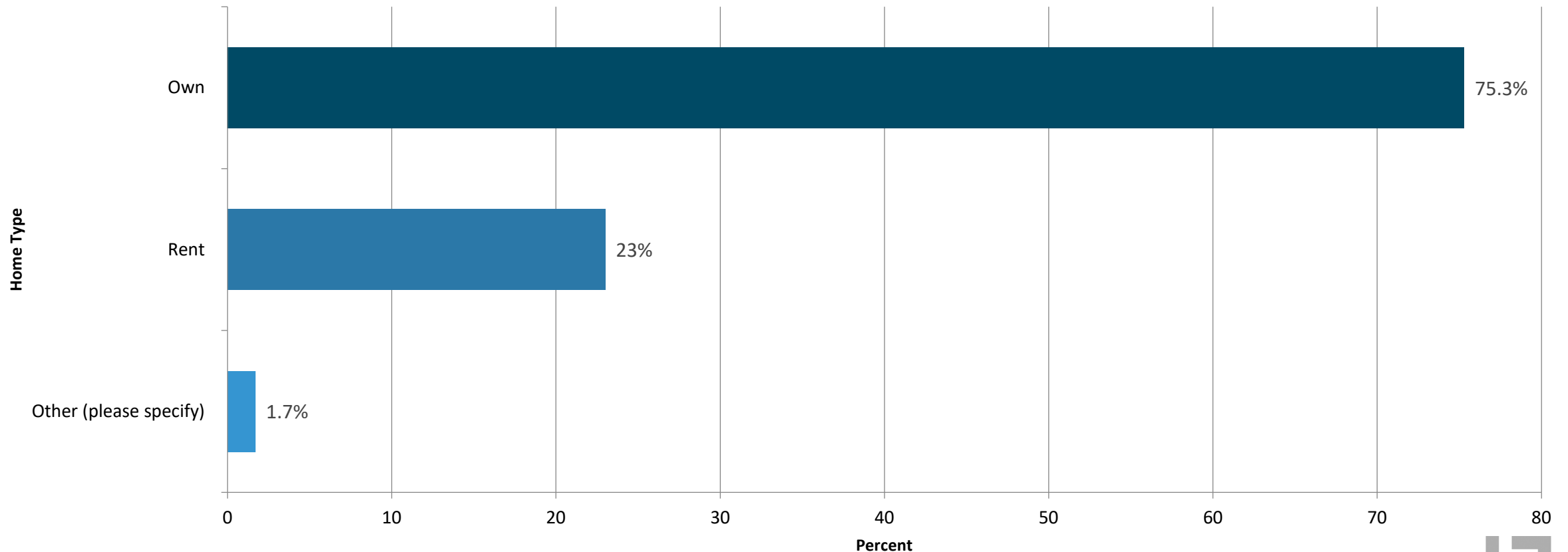
Resident Survey Summary

Do you own or rent the home where you currently reside?



Resident Survey Summary - Millennial

Do you own or rent the home where you currently reside?



Resident Survey Summary

What news headline would you like to read about Tyler/Smith County in the next five years?

- Tyler: Model City for Raising a Family
- Tyler Leads State in Income, Population and Job Growth
- Tyler Attracts New High Tech Industry Company, Creating High Paying Jobs
- New UT-Tyler Law School To Open
- Tyler: No Longer a Retirement Community!
- Tyler Becomes #1 Area for Growth Among Young Professionals
- Tyler Freezes Property Taxes
- Urban Residential Projects Approved By City Council
- Tyler Solves Traffic Congestion Problem on South Broadway, Front St
- Tyler Grows, Tyler GLOWS!
- Tyler Becomes Newest Texas Technology Hub
- Tyler: Top-100 Places to Live in USA
- Tyler Brings Southwest Airlines to East Texas
- Tyler: Open for Business
- Tyler Boasts Affordable Rent Prices
- Safest City In Texas
- Downtown Revitalization Nears Completion
- Tyler Finishes Hyperloop to Dallas



Resident Survey Summary

If I were in a leadership position, in order to positively affect the economic conditions of Tyler/Smith County, I would....

- Come up with a solution for the traffic problem
- Develop a full-service hotel
- Enforce city ordinances at the four corners area
- Lower taxes
- Provide resource access to people starting new businesses
- Provide more incentives to attract new / diverse companies
- Focus on attracting a younger workforce
- Find new ways for education and workforce players to work together for solutions of TODAY and the FUTURE
- Push harder to revitalize downtown
- Retain native Tylerites so they reinvest in Tyler / East Texas
- Attract more retail (Trader Joe's, Costco)
- Rezone Tyler inside the loop to low-rise, mixed, single, and multi family development
- Improve local recruitment of local students
- Encourage more tourist services
- Encourage more vocational / trade training
- Nurture relationships with leaders of various racial groups
- Create more affordable entertainment options

