Community Demographic Profile
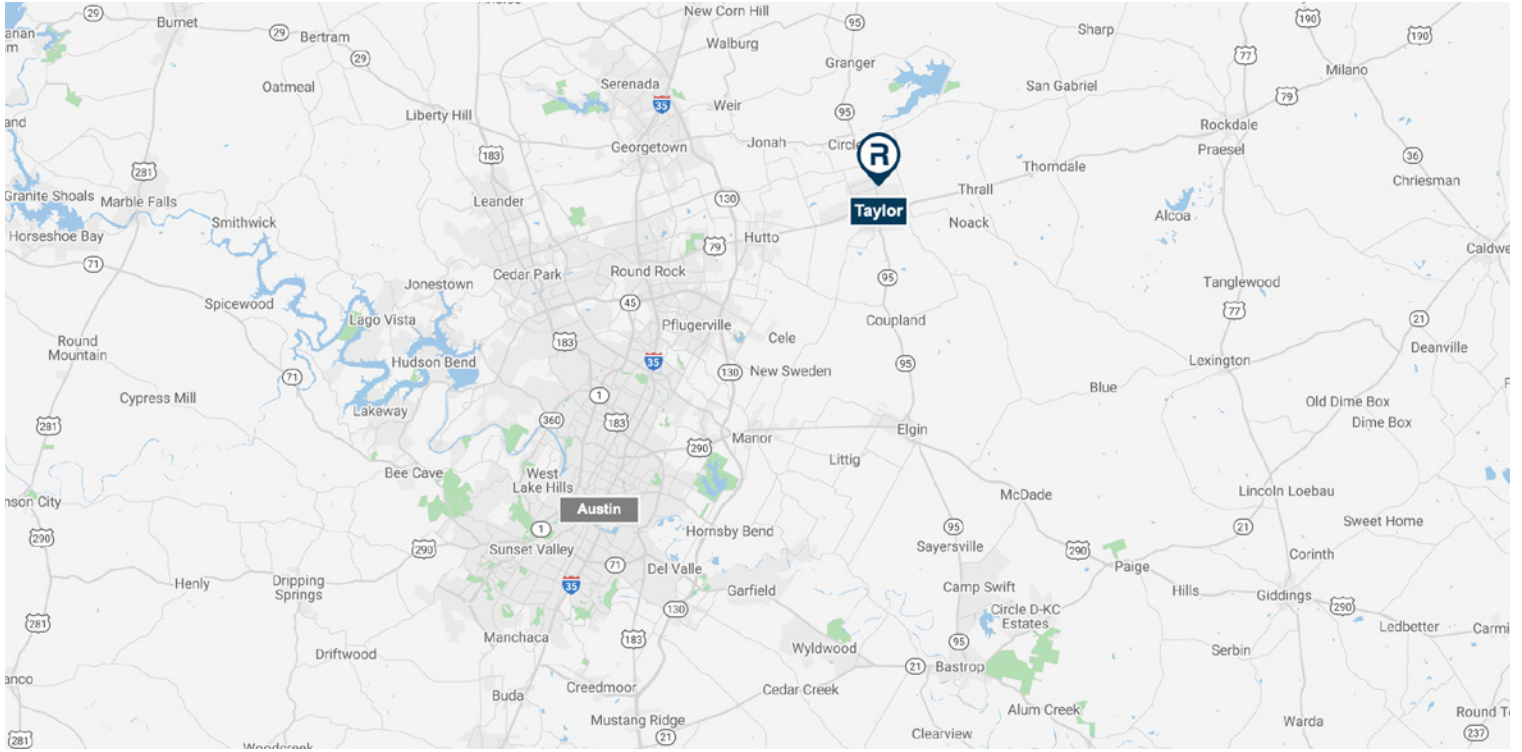
TAYLOR, TEXAS

Prepared for The Retail Coach, LLC
February 2023

Community • Demographic Snapshot

Taylor, Texas

Population

2020	16,267
2023	18,351

Educational Attainment (%)

Graduate or Professional Degree	4.82%
Bachelors Degree	10.48%
Associate Degree	6.58%
Some College	22.64%
High School Graduate (GED)	35.94%
Some High School, No Degree	8.40%
Less than 9th Grade	11.15%

Income

Average HH	$83,580
Median HH	$66,476
Per Capita	$31,812

Age

0 - 9 Years	12.92%
10 - 17 Years	11.69%
18 - 24 Years	8.94%
25 - 34 Years	11.95%
35 - 44 Years	14.97%
45 - 54 Years	13.12%
55 - 64 Years	10.20%
65 and Older	16.21%
Median Age	38.10
Average Age	38.70

Race Distribution (%)

White	55.22%
Black/African American	9.71%
American Indian/Alaskan	1.84%
Asian	0.83%
Native Hawaiian/Islander	0.09%
Other Race	15.17%
Two or More Races	17.13%
Hispanic	43.17%

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Community • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	18,351	
2020 Census	16,267	
Growth 2020 - 2023		12.81%
2023 Est. Population by Single-Classification Race	**18,351**	
White Alone	10,133	55.22%
Black or African American Alone	1,781	9.71%
Amer. Indian and Alaska Native Alone	338	1.84%
Asian Alone	153	0.83%
Native Hawaiian and Other Pacific Island Alone	17	0.09%
Some Other Race Alone	2,785	15.17%
Two or More Races	3,144	17.13%
2023 Est. Population by Hispanic or Latino Origin	**18,351**	
Not Hispanic or Latino	10,430	56.83%
Hispanic or Latino	7,921	43.17%
Mexican	6,347	80.13%
Puerto Rican	8	0.11%
Cuban	34	0.43%
All Other Hispanic or Latino	1,532	19.33%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	**7,921**	
White Alone	2,281	28.79%
Black or African American Alone	68	0.86%
American Indian and Alaska Native Alone	255	3.22%
Asian Alone	14	0.17%
Native Hawaiian and Other Pacific Islander Alone	6	0.08%
Some Other Race Alone	2,742	34.62%
Two or More Races	2,555	32.26%
2023 Est. Pop by Race, Asian Alone, by Category	**153**	
Chinese, except Taiwanese	51	33.33%
Filipino	4	2.78%
Japanese	2	1.39%
Asian Indian	33	21.53%
Korean	3	2.08%
Vietnamese	6	4.17%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.69%
All Other Asian Races Including 2+ Category	52	34.03%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	**18,351**	
Arab	7	0.04%
Czech	989	5.39%
Danish	0	0.00%
Dutch	95	0.52%
English	662	3.61%
French (except Basque)	142	0.78%
French Canadian	22	0.12%
German	2,203	12.01%
Greek	54	0.30%
Hungarian	20	0.11%
Irish	860	4.69%
Italian	338	1.84%
Lithuanian	0	0.00%
United States or American	761	4.15%
Norwegian	149	0.81%
Polish	177	0.97%
Portuguese	30	0.16%
Russian	0	0.00%
Scottish	115	0.63%
Scotch-Irish	186	1.01%
Slovak	26	0.14%
Subsaharan African	71	0.39%
Swedish	230	1.25%
Swiss	61	0.33%
Ukrainian	32	0.17%
Welsh	26	0.14%
West Indian (except Hisp. groups)	24	0.13%
Other ancestries	7,953	43.34%
Ancestry Unclassified	3,117	16.99%
2023 Est. Pop Age 5+ by Language Spoken At Home	**17,218**	
Speak Only English at Home	12,119	70.39%
Speak Asian/Pacific Island Language at Home	79	0.46%
Speak IndoEuropean Language at Home	306	1.78%
Speak Spanish at Home	4,679	27.17%
Speak Other Language at Home	35	0.20%

Community • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2023 Est. Population by Age	**18,351**	
Age 0 - 4	1,133	6.17%
Age 5 - 9	1,238	6.75%
Age 10 - 14	1,315	7.16%
Age 15 - 17	831	4.53%
Age 18 - 20	731	3.99%
Age 21 - 24	909	4.95%
Age 25 - 34	2,194	11.95%
Age 35 - 44	2,746	14.97%
Age 45 - 54	2,407	13.12%
Age 55 - 64	1,872	10.20%
Age 65 - 74	1,608	8.76%
Age 75 - 84	949	5.17%
Age 85 and over	418	2.28%
Age 16 and over	14,393	78.43%
Age 18 and over	13,834	75.39%
Age 21 and over	13,103	71.40%
Age 65 and over	2,975	16.21%
2023 Est. Median Age		38.10
2023 Est. Average Age		38.70
2023 Est. Population by Sex	**18,351**	
Male	8,907	48.54%
Female	9,444	51.47%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	**8,907**	
Age 0 - 4	582	6.54%
Age 5 - 9	629	7.06%
Age 10 - 14	655	7.35%
Age 15 - 17	417	4.68%
Age 18 - 20	370	4.15%
Age 21 - 24	444	4.99%
Age 25 - 34	1,059	11.89%
Age 35 - 44	1,357	15.24%
Age 45 - 54	1,218	13.68%
Age 55 - 64	947	10.63%
Age 65 - 74	719	8.07%
Age 75 - 84	385	4.32%
Age 85 and over	125	1.41%
2023 Est. Median Age, Male		37.30
2023 Est. Average Age, Male		37.50
2023 Est. Female Population by Age	**9,444**	
Age 0 - 4	551	5.83%
Age 5 - 9	609	6.45%
Age 10 - 14	660	6.99%
Age 15 - 17	415	4.39%
Age 18 - 20	361	3.83%
Age 21 - 24	464	4.92%
Age 25 - 34	1,135	12.02%
Age 35 - 44	1,389	14.71%
Age 45 - 54	1,189	12.59%
Age 55 - 64	925	9.79%
Age 65 - 74	890	9.42%
Age 75 - 84	564	5.98%
Age 85 and over	292	3.10%
2023 Est. Median Age, Female		38.86
2023 Est. Average Age, Female		39.80

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Taylor, Texas

DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,550	31.03%
Males, Never Married	2,402	16.38%
Females, Never Married	2,148	14.65%
Married, Spouse present	6,103	41.62%
Married, Spouse absent	863	5.89%
Widowed	1,004	6.85%
Males Widowed	286	1.95%
Females Widowed	718	4.90%
Divorced	2,145	14.63%
Males Divorced	971	6.62%
Females Divorced	1,173	8.00%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,359	11.1%
Some High School, no diploma	1,025	8.4%
High School Graduate (or GED)	4,382	35.9%
Some College, no degree	2,760	22.6%
Associate Degree	802	6.6%
Bachelor's Degree	1,278	10.5%
Master's Degree	496	4.1%
Professional School Degree	28	0.2%
Doctorate Degree	64	0.5%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,904	36.18%
High School Graduate	1,763	33.49%
Some College or Associate's Degree	1,243	23.62%
Bachelor's Degree or Higher	353	6.70%
Households		
2028 Projection	7,266	
2023 Estimate	6,855	
2020 Census	6,023	
2010 Census	5,413	
Growth 2023 - 2028		6.00%
Growth 2020 - 2023		13.81%
Growth 2010 - 2020		11.27%
2023 Est. Households by Household Type	**6,855**	
Family Households	4,861	70.91%
Nonfamily Households	1,994	29.09%
2023 Est. Group Quarters Population	341	
2023 Households by Ethnicity, Hispanic/Latino	1,967	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	**6,855**	
Income < $15,000	459	6.70%
Income $15,000 - $24,999	390	5.69%
Income $25,000 - $34,999	648	9.45%
Income $35,000 - $49,999	899	13.12%
Income $50,000 - $74,999	1,512	22.06%
Income $75,000 - $99,999	1,039	15.16%
Income $100,000 - $124,999	720	10.51%
Income $125,000 - $149,999	470	6.85%
Income $150,000 - $199,999	359	5.23%
Income $200,000 - $249,999	186	2.71%
Income $250,000 - $499,999	128	1.87%
Income $500,000+	43	0.63%
2023 Est. Average Household Income		$83,580
2023 Est. Median Household Income		$66,476
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$68,897
Black or African American Alone		$49,357
American Indian and Alaska Native Alone		$69,110
Asian Alone		$66,282
Native Hawaiian and Other Pacific Islander Alone		$50,000
Some Other Race Alone		$84,142
Two or More Races		$55,172
Hispanic or Latino		$58,541
Not Hispanic or Latino		$70,136
2023 Est. Family HH Type by Presence of Own Child.	**4,861**	
Married-Couple Family, own children	1,468	30.20%
Married-Couple Family, no own children	1,957	40.26%
Male Householder, own children	232	4.78%
Male Householder, no own children	214	4.41%
Female Householder, own children	591	12.15%
Female Householder, no own children	399	8.20%
2023 Est. Households by Household Size	**6,855**	
1-person	1,638	23.89%
2-person	2,564	37.40%
3-person	973	14.19%
4-person	717	10.46%
5-person	472	6.89%
6-person	344	5.01%
7-or-more-person	148	2.17%
2023 Est. Average Household Size		2.62

Community • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	**6,855**	
Households with 1 or More People under Age 18:	2,614	38.14%
Married-Couple Family	4,263	62.19%
Other Family, Male Householder	718	10.47%
Other Family, Female Householder	1,819	26.53%
Nonfamily, Male Householder	50	0.73%
Nonfamily, Female Householder	6	0.08%
Households with No People under Age 18:	**4,241**	**61.86%**
Married-Couple Family	2,915	42.52%
Other Family, Male Householder	276	4.03%
Other Family, Female Householder	477	6.95%
Nonfamily, Male Householder	1,421	20.74%
Nonfamily, Female Householder	1,766	25.76%
2023 Est. Households by Number of Vehicles	**6,855**	
No Vehicles	328	4.78%
1 Vehicle	2,062	30.08%
2 Vehicles	2,840	41.44%
3 Vehicles	1,294	18.88%
4 Vehicles	184	2.68%
5 or more Vehicles	147	2.15%
2023 Est. Average Number of Vehicles		1.9
Family Households		
2028 Projection	5,152	
2023 Estimate	4,861	
2010 Census	3,832	
Growth 2023 - 2028		5.99%
Growth 2010 - 2023		19.60%
2023 Est. Families by Poverty Status	**4,861**	
2023 Families at or Above Poverty	4,483	92.23%
2023 Families at or Above Poverty with Children	1,910	39.30%
2023 Families Below Poverty	378	7.77%
2023 Families Below Poverty with Children	285	5.87%
2023 Est. Pop 16+ by Employment Status	**14,393**	
Civilian Labor Force, Employed	8,450	58.71%
Civilian Labor Force, Unemployed	600	4.17%
Armed Forces	1	0.01%
Not in Labor Force	5,342	37.11%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	**8,451**	
For-Profit Private Workers	5,636	66.70%
Non-Profit Private Workers	546	6.46%
Local Government Workers	64	0.75%
State Government Workers	532	6.29%
Federal Government Workers	980	11.60%
Self-Employed Workers	684	8.10%
Unpaid Family Workers	9	0.10%
2023 Est. Civ. Employed Pop 16+ by Occupation	**8,451**	
Architect/Engineer	93	1.11%
Arts/Entertainment/Sports	212	2.51%
Building Grounds Maintenance	565	6.68%
Business/Financial Operations	243	2.87%
Community/Social Services	100	1.18%
Computer/Mathematical	325	3.85%
Construction/Extraction	578	6.84%
Education/Training/Library	491	5.81%
Farming/Fishing/Forestry	4	0.05%
Food Prep/Serving	768	9.09%
Health Practitioner/Technician	232	2.74%
Healthcare Support	186	2.20%
Maintenance Repair	208	2.46%
Legal	21	0.25%
Life/Physical/Social Science	41	0.48%
Management	840	9.94%
Office/Admin. Support	1,212	14.34%
Production	544	6.43%
Protective Services	143	1.69%
Sales/Related	886	10.49%
Personal Care/Service	126	1.50%
Transportation/Moving	634	7.50%
2023 Est. Pop 16+ by Occupation Classification	**8,451**	
White Collar	4,696	55.57%
Blue Collar	1,963	23.23%
Service and Farm	1,792	21.20%
2023 Est. Workers Age 16+ by Transp. to Work	**8,451**	
Drove Alone	6,782	80.26%
Car Pooled	1,150	13.61%
Public Transportation	6	0.07%
Walked	68	0.80%
Bicycle	26	0.31%
Other Means	92	1.08%
Worked at Home	328	3.88%

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Community • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,388	29.40%
15 - 29 Minutes	1,330	16.37%
30 - 44 Minutes	2,349	28.92%
45 - 59 Minutes	1,064	13.10%
60 or more Minutes	991	12.20%
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	6,855	
Owner Occupied	4,791	69.89%
Renter Occupied	2,064	30.11%
2023 Owner Occ. HUs: Avg. Length of Residence		15.7†
2023 Renter Occ. HUs: Avg. Length of Residence		7.3†
2023 Est. Owner-Occupied Housing Units by Value	**6,855**	
Value Less than $20,000	173	2.52%
Value $20,000 - $39,999	117	1.71%
Value $40,000 - $59,999	164	2.39%
Value $60,000 - $79,999	94	1.37%
Value $80,000 - $99,999	143	2.08%
Value $100,000 - $149,999	738	10.76%
Value $150,000 - $199,999	680	9.92%
Value $200,000 - $299,999	1,522	22.21%
Value $300,000 - $399,999	1,686	24.60%
Value $400,000 - $499,999	530	7.73%
Value $500,000 - $749,999	700	10.21%
Value $750,000 - $999,999	135	1.97%
Value $1,000,000 or $1,499,999	162	2.37%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	12	0.18%
2023 Est. Median All Owner-Occupied Housing Value		$287,343
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,369	78.33%
1 Unit Attached	128	1.87%
2 Units	490	7.15%
3 or 4 Units	264	3.84%
5 to 19 Units	227	3.31%
20 to 49 Units	73	1.06%
50 or More Units	123	1.80%
Mobile Home or Trailer	178	2.60%
Boat, RV, Van, etc.	3	0.04%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	629	9.18%
Housing Units Built 2010 to 2014	190	2.77%
Housing Units Built 2000 to 2009	1,119	16.32%
Housing Units Built 1990 to 1999	653	9.53%
Housing Units Built 1980 to 1989	1,149	16.77%
Housing Units Built 1970 to 1979	1,030	15.03%
Housing Units Built 1960 to 1969	449	6.56%
Housing Units Built 1950 to 1959	486	7.09%
Housing Units Built 1940 to 1949	294	4.29%
Housing Unit Built 1939 or Earlier	854	12.46%
2023 Est. Median Year Structure Built		1983

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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