



The**Retail**Coach®

# Downtown Taylor Mobile Data Survey

TAYLOR, TEXAS



Prepared for City of Taylor, TX  
January 1, 2022 - December 31, 2022

## Taylor, Texas • January 1, 2022 - December 31, 2022



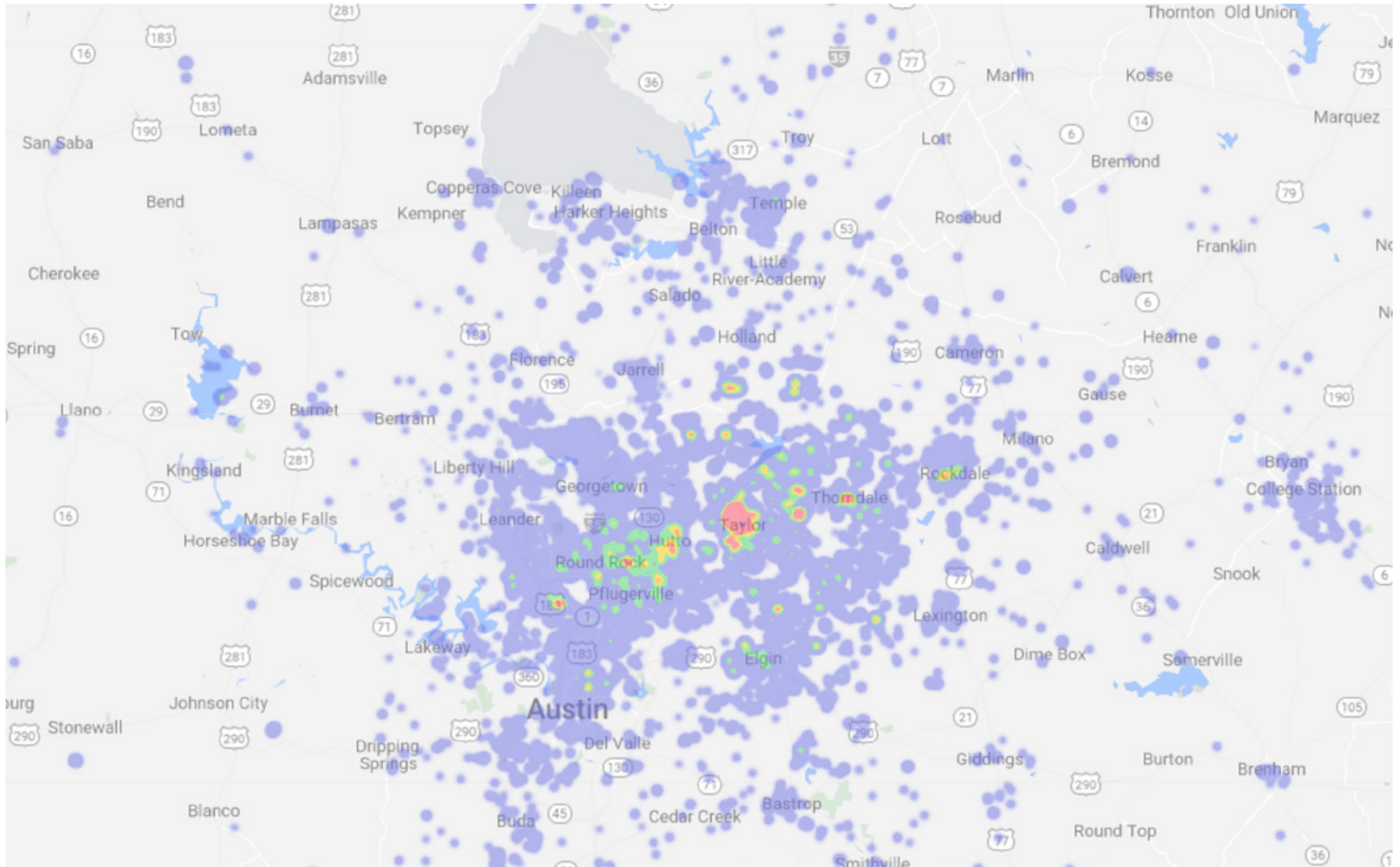
The line chart displays the weekly visit count to the website over a 12-month period. The Y-axis is labeled 'Visits' and ranges from 0 to 18K in increments of 6K. The X-axis shows dates from Jan 03 to Dec 05. The data shows a steady increase in visits throughout the year, with a notable peak in late October/early November reaching nearly 18K visits. There are several smaller peaks and troughs throughout the year, with a significant dip in early January and another in late November.

Date	Visits (K)
Jan 03	11.5
Jan 10	10.5
Jan 17	11.5
Jan 24	13.0
Jan 31	10.0
Feb 07	13.5
Feb 14	13.0
Feb 21	14.0
Feb 28	13.5
Mar 06	13.5
Mar 13	14.0
Mar 20	13.5
Mar 27	13.0
Apr 03	14.5
Apr 10	13.5
Apr 17	14.5
Apr 24	13.5
May 01	13.0
May 08	13.0
May 15	12.0
May 22	12.5
May 29	12.5
Jun 05	12.5
Jun 12	12.5
Jun 19	12.0
Jun 26	12.5
Jul 03	11.5
Jul 10	12.0
Jul 17	12.0
Jul 24	13.5
Jul 31	12.5
Aug 07	12.5
Aug 14	11.5
Aug 21	11.0
Aug 28	12.0
Sep 04	13.0
Sep 11	14.0
Sep 18	12.5
Sep 25	13.0
Oct 02	13.0
Oct 09	12.5
Oct 16	18.5
Oct 23	13.5
Oct 30	11.5
Nov 06	11.5
Nov 13	10.5
Nov 20	13.5
Nov 27	12.5
Dec 04	11.5
Dec 11	11.0

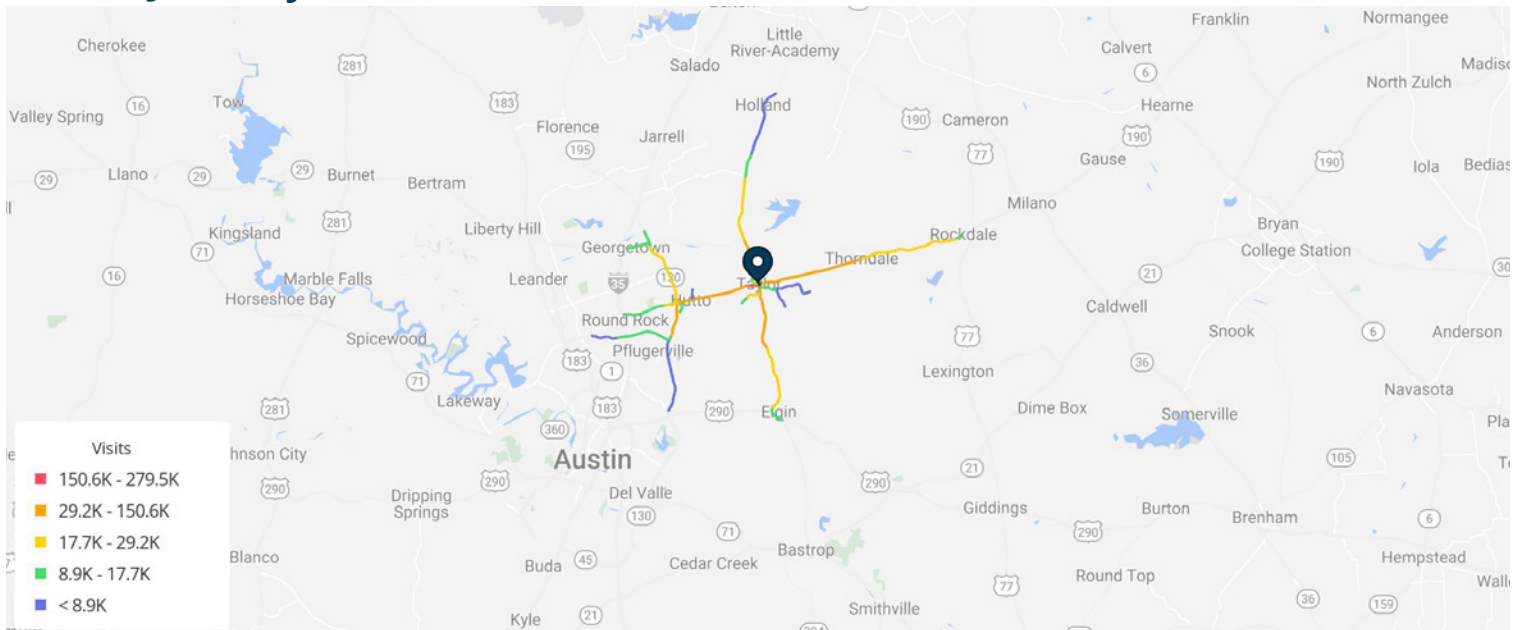
# Downtown Taylor • Mobile Data Analysis

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## Trade Area - Home Locations



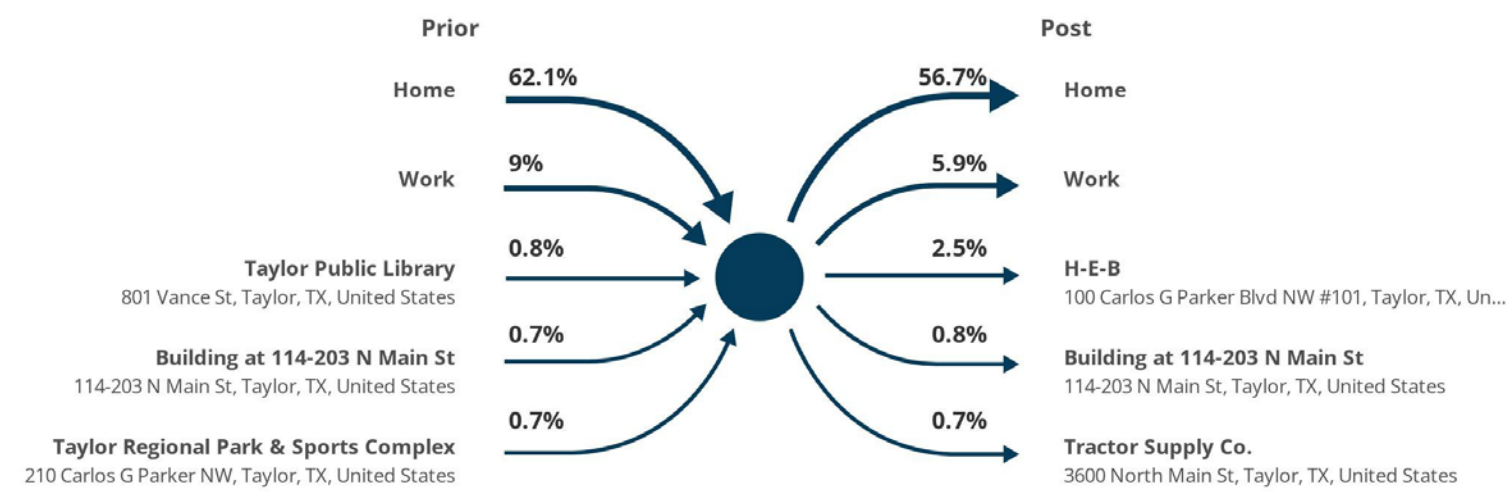
## Visitor Journey - Routes



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## Customer Journey



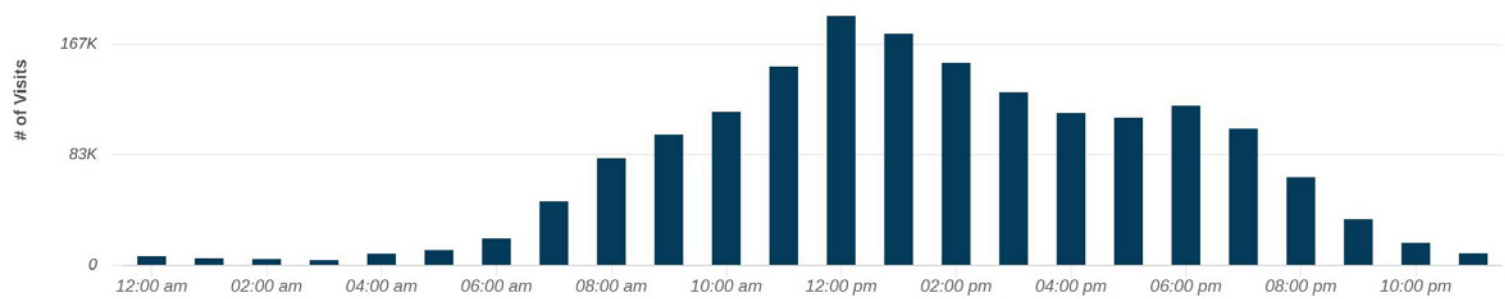
## Favorite Places

Rank	Name	Distance	Visitors
1	La Frontera Village / 2601 La Frontera Blvd, Round Rock, TX 78681	17.1 mi	75.3K (48.7%)
2	Stone Hill Town Center / 500 Limestone Commercial Dr, Pflugerville, TX 78660	13.2 mi	72.5K (47%)
3	Hanson's Corner / 600 W Hwy 79, Hutto, TX 78634	9 mi	64.3K (41.7%)
4	Austin-Bergstrom International Airport / 3600 Presidential Blvd, Austin, TX 78719	29.7 mi	57.1K (37%)
5	Wolf Ranch Town Center / 1015 W University Ave, Georgetown, TX 78628	17.5 mi	56.8K (36.8%)
6	University Oaks Shopping Center / 201 University Oaks Blvd, Round Rock, TX 78665	16.6 mi	56.3K (36.5%)
7	Round Rock Premium Outlets / 4401 N Interstate Hwy, Round Rock, TX 78664	16.7 mi	55.7K (36.1%)
8	H-E-B / 100 Carlos G Parker Blvd NW #101, Taylor, TX 76574-7059	2.3 mi	53.1K (34.4%)
9	The Domain / 11410 Century Oaks Terrace, Austin, TX 78758	22.2 mi	48.1K (31.2%)
10	Boardwalk Center / 2601 S I-35 Frontage Rd, Round Rock, TX 78664	16.6 mi	46K (29.8%)

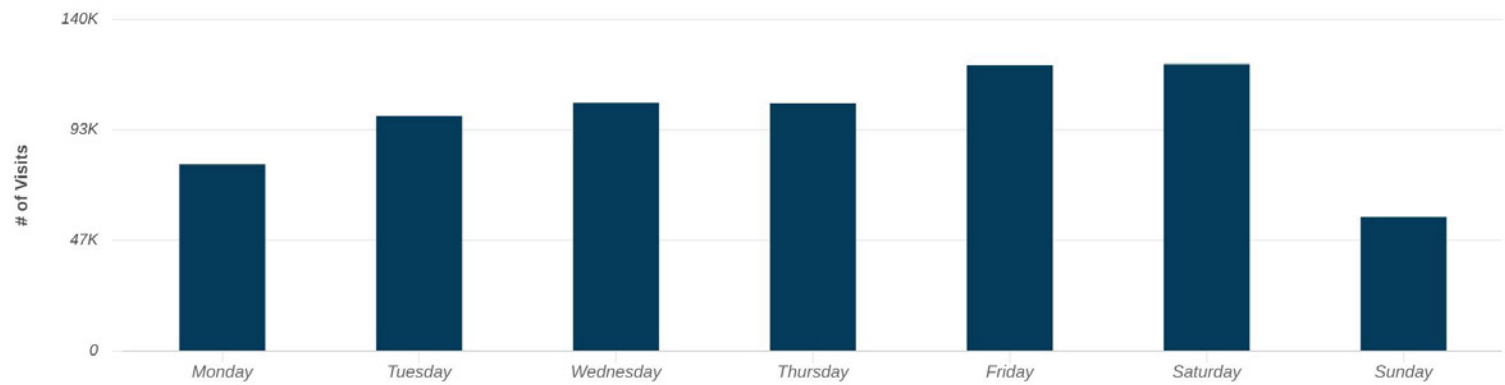
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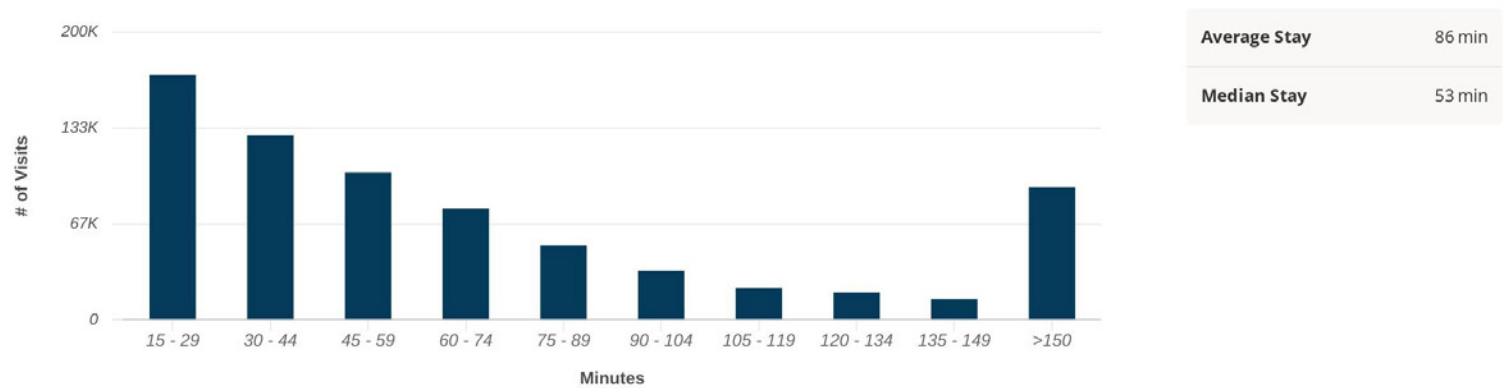
## Hourly Visits



## Daily Visits



## Length of Stay



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## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Taylor	TX	76574	43.36
Hutto	TX	78634	4.53
Thorndale	TX	76577	4.12
Elgin	TX	78621	3.59
Thrall	TX	76578	2.70
Pflugerville	TX	78660	2.53
Round Rock	TX	78665	2.22
Rockdale	TX	76567	2.12
Round Rock	TX	78664	2.05
Bartlett	TX	76511	1.76
Granger	TX	76530	1.73
Georgetown	TX	78626	1.43
Round Rock	TX	78681	1.36
Austin	TX	78729	0.93
Georgetown	TX	78628	0.85
Coupland	TX	78615	0.82
Cedar Park	TX	78613	0.77
Georgetown	TX	78633	0.72
Temple	TX	76502	0.72
Belton	TX	76513	0.66
Austin	TX	78717	0.52
Lexington	TX	78947	0.47
Leander	TX	78641	0.44
Manor	TX	78653	0.40
Austin	TX	78753	0.38
Bastrop	TX	78602	0.33
Corpus Christi	TX	78412	0.30
Austin	TX	78758	0.29
Austin	TX	78728	0.27
Austin	TX	78723	0.24
Holland	TX	76534	0.23
Mc Dade	TX	78650	0.21
Austin	TX	78750	0.20
Burnet	TX	78611	0.20
Temple	TX	76501	0.20

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Temple	TX	76504	0.19
Jarrell	TX	76537	0.19
Austin	TX	78759	0.18
College Station	TX	77845	0.18
Cameron	TX	76520	0.18
Salado	TX	76571	0.18
Waco	TX	76706	0.18
Austin	TX	78745	0.18
Tahoka	TX	79373	0.18
Cleburne	TX	76033	0.18
Austin	TX	78727	0.17
Austin	TX	78749	0.15
Buckholts	TX	76518	0.15
Austin	TX	78754	0.14
Greenbrier	AR	72058	0.14
Harker Heights	TX	76548	0.14
Caldwell	TX	77836	0.14
Austin	TX	78741	0.14
Leander	TX	78645	0.14
Kyle	TX	78640	0.13
Milano	TX	76556	0.13
Austin	TX	78731	0.12
Austin	TX	78751	0.12
Georgetown	CO	80444	0.11
Austin	TX	78757	0.11
Florence	TX	76527	0.11
Liberty Hill	TX	78642	0.11
Buda	TX	78610	0.09
San Marcos	TX	78666	0.09
Austin	TX	78752	0.09
Killeen	TX	76542	0.09
Killeen	TX	76549	0.09
Austin	TX	78724	0.09
Austin	TX	78730	0.09
Alpine	TX	79830	0.09

# 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.





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## 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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