HEB
Mobile Data Survey

TAYLOR, TEXAS

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

# HEB • Mobile Data Analysis

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

Est. # of Visits	**1.1M**
Est. # of Customers	**127.1K**
Visit Frequency	**9.01**
Average Dwell Time	**34 Minutes**

Visit Trend
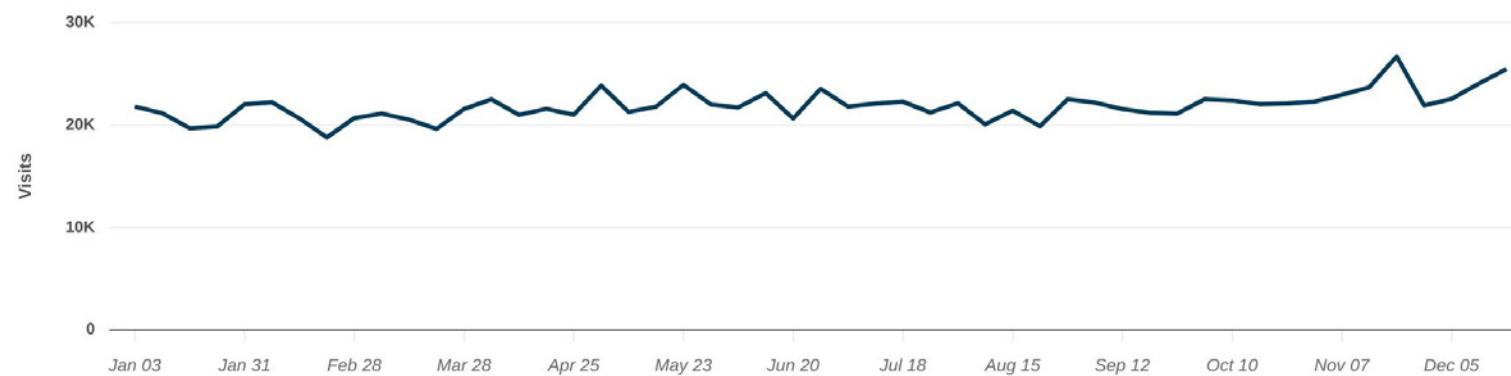
Trade Area - Home Locations
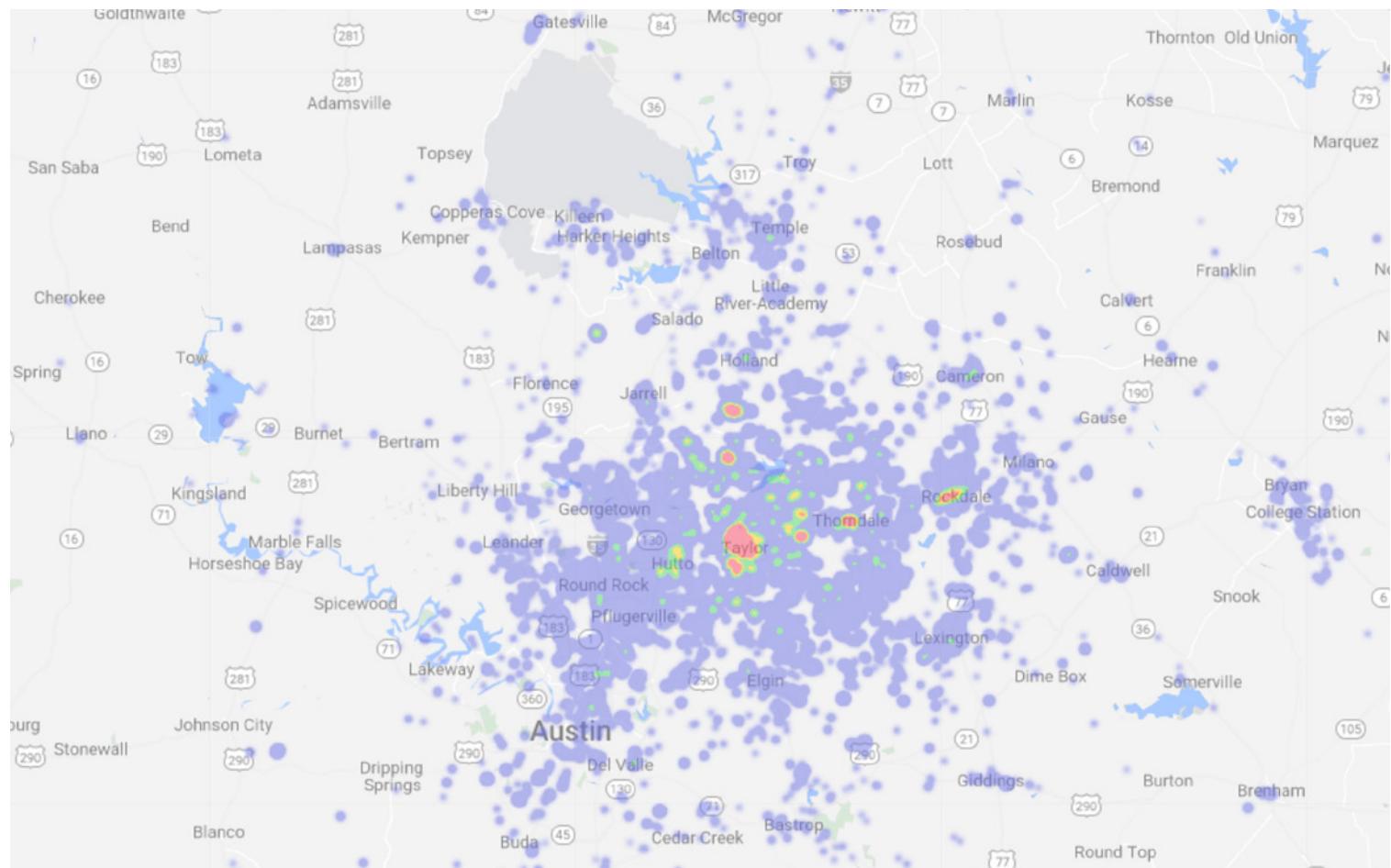
Visitor Journey - Routes
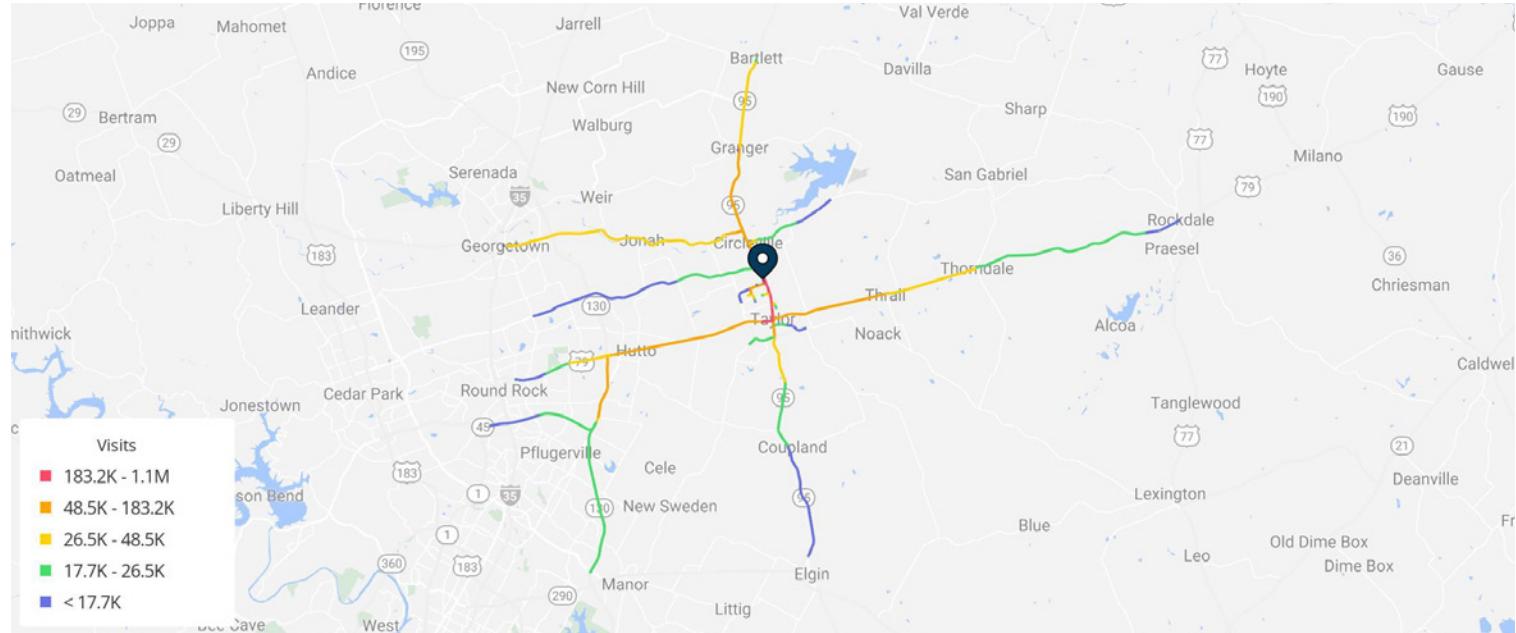
Visits

- ■ 183.2K - 1.1M
- ■ 48.5K - 183.2K
- ■ 26.5K - 48.5K
- ■ 17.7K - 26.5K
- ■ < 17.7K

Customer Journey

Prior					Post	
Home	53.1%			81.8%	Home	
Work	8.2%			2.2%	Work	
Dollar Tree 3800-4136 N Main St, Taylor, TX, United States	1.7%		H·E·B	0.7%	**Taylor Regional Park & Sports Complex** 210 Carlos G Parker NW, Taylor, TX, United States	
Tractor Supply Co. 3600 North Main St, Taylor, TX, United States	0.7%			0.6%	**Whataburger** 3510 N Main St, Taylor, TX, United States	
Mariachis de Jalisco #3 3100 N Main St, Taylor, TX, United States	0.7%			0.5%	**SONIC Drive In** 1700 N. Main, Taylor, TX, United States	
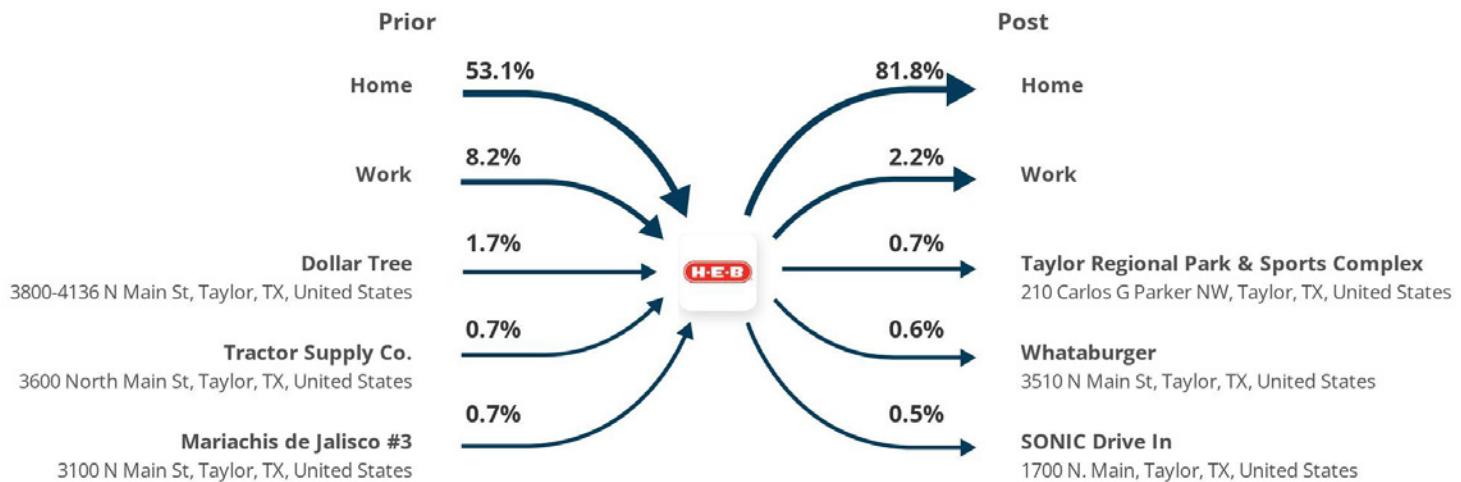
Favorite Places

Rank	Name	Distance	Visitors
1	**Hanson's Corner** / 600 W Hwy 79, Hutto, TX 78634	9.3 mi	65.6K (51.6%)
2	**Stone Hill Town Center** / 500 Limestone Commercial Dr, Pflugerville, TX 78660	14.1 mi	60.5K (47.6%)
3	**La Frontera Village** / 2601 La Frontera Blvd, Round Rock, TX 78681	17.6 mi	56.9K (44.8%)
4	**Taylor Plaza** / 3114 N Main St, Taylor, TX 76574	0.7 mi	50.8K (40%)
5	**Wolf Ranch Town Center** / 1015 W University Ave, Georgetown, TX 78628	16.6 mi	42K (33%)
6	**Round Rock Premium Outlets** / 4401 N Interstate Hwy, Round Rock, TX 78664	16.4 mi	41.7K (32.8%)
7	**University Oaks Shopping Center** / 201 University Oaks Blvd, Round Rock, TX 78665	16.4 mi	40.4K (31.8%)
8	**Whataburger** / 3510 N Main St, Taylor, TX 76574	0.3 mi	37.9K (29.9%)
9	**Boardwalk Center** / 2601 S I-35 Frontage Rd, Round Rock, TX 78664	17.2 mi	36K (28.3%)
10	**Austin-Bergstrom International Airport** / 3600 Presidential Blvd, Austin, TX 78719	31.4 mi	32.9K (25.9%)

HEB • Mobile Data Analysis

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

Hourly Visits
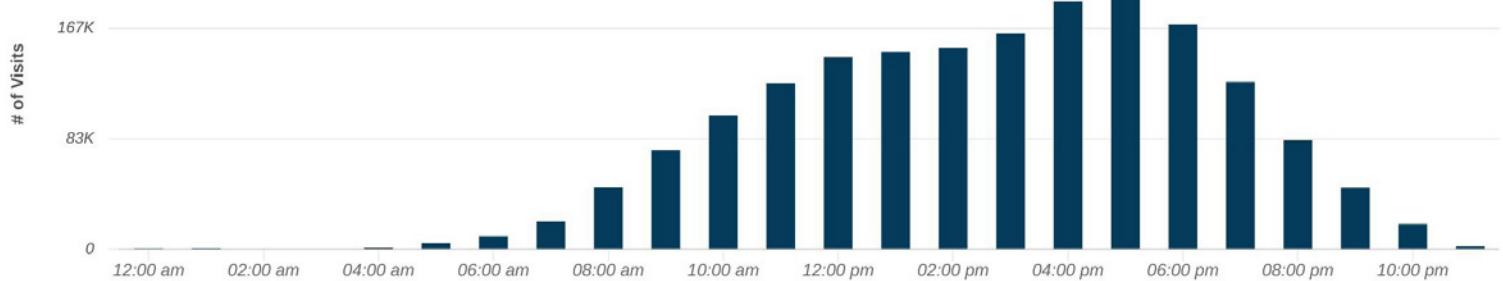
Daily Visits

Length of Stay

Average Stay	34 min
Median Stay	28 min
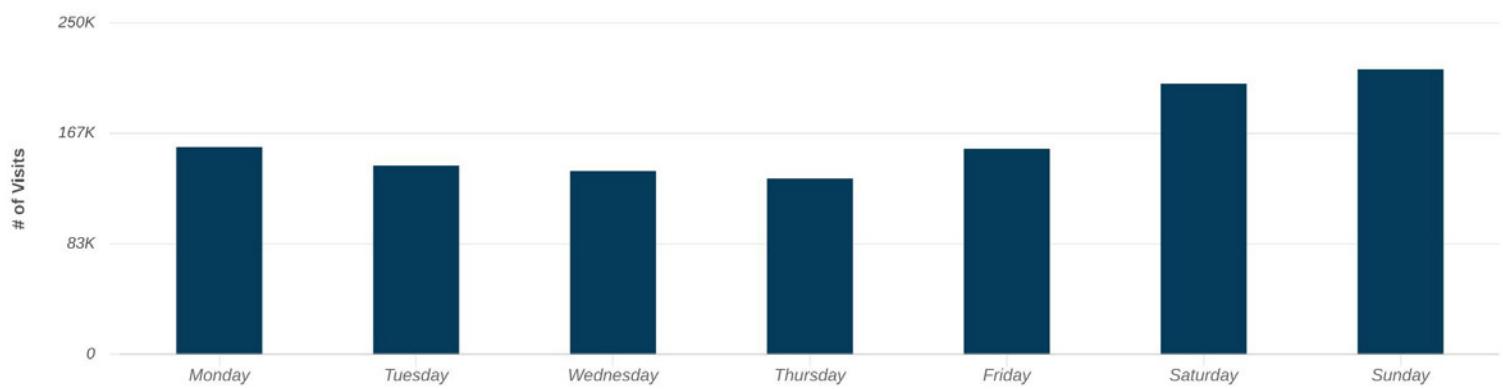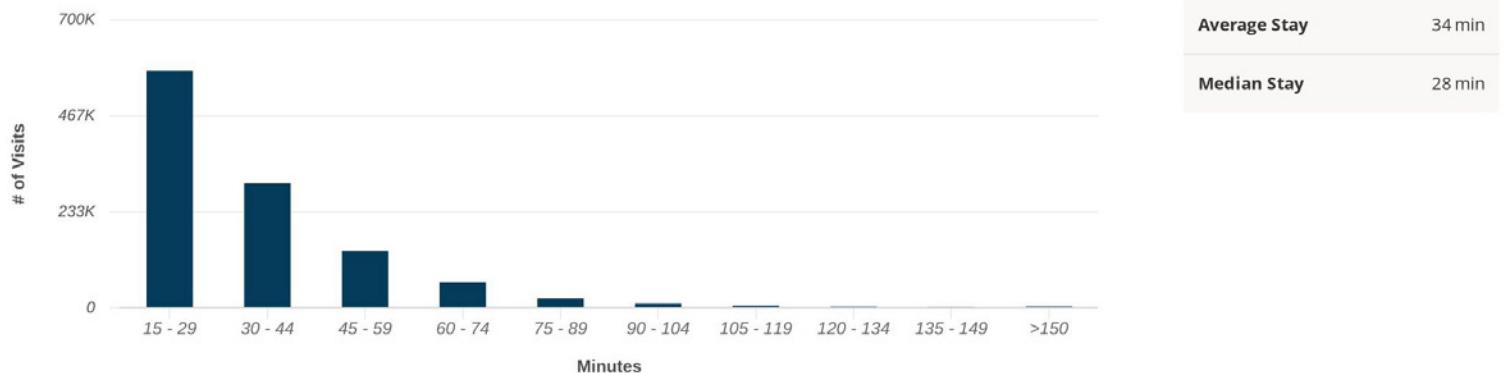
HEB • Mobile Data Analysis

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

Top Zip Codes

| CITY	STATE	ZIP CODE	% OF CUSTOMERS
Taylor	TX	76574	51.38
Thorndale	TX	76577	6.04
Granger	TX	76530	5.66
Rockdale	TX	76567	4.36
Thrall	TX	76578	3.65
Hutto	TX	78634	3.25
Bartlett	TX	76511	3.16
Elgin	TX	78621	1.84
Lexington	TX	78947	1.43
Georgetown	TX	78626	1.38
Coupland	TX	78615	1.24
Pflugerville	TX	78660	0.77
Holland	TX	76534	0.67
Round Rock	TX	78681	0.55
Round Rock	TX	78664	0.54
Cameron	TX	76520	0.46
Buckholts	TX	76518	0.42
Round Rock	TX	78665	0.41
Austin	TX	78753	0.35
Salado	TX	76571	0.35
Manor	TX	78653	0.29
Milano	TX	76556	0.25
Caldwell	TX	77836	0.25
Temple	TX	76502	0.24
Nacogdoches	TX	75962	0.22
Cedar Park	TX	78613	0.20
Mc Dade	TX	78650	0.19
Georgetown	TX	78628	0.19
Leander	TX	78641	0.18
Temple	TX	76501	0.18
Austin	TX	78754	0.18
Belton	TX	76513	0.16
Austin	TX	78728	0.16
Hacienda Heights	CA	91745	0.15
Bastrop	TX	78602	0.15

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Austin	TX	78759	0.15
Austin	TX	78758	0.15
Kyle	TX	78640	0.14
Austin	TX	78729	0.13
Jarrell	TX	76537	0.12
Gatesville	TX	76528	0.12
Palm Beach Gardens	FL	33418	0.12
Austin	TX	78717	0.12
Temple	TX	76504	0.11
Austin	TX	78750	0.10
Dublin	TX	76446	0.09
Georgetown	TX	78633	0.09
Fort Worth	TX	76102	0.09
San Marcos	TX	78666	0.09
Killeen	TX	76541	0.08
Little River Academy	TX	76554	0.08
Williamsport	PA	17701	0.08
Austin	TX	78741	0.07
College Station	TX	77845	0.07
Las Vegas	NM	87701	0.07
Austin	TX	78748	0.07
Artesia	NM	88210	0.06
Fort Bliss	TX	79916	0.06
Georgetown	CO	80444	0.06
Austin	TX	78757	0.06
Austin	TX	78723	0.06
Giddings	TX	78942	0.06
Corpus Christi	TX	78412	0.06
Huntsville	TX	77340	0.06
College Station	TX	77840	0.06
Gautier	MS	39553	0.05
Austin	TX	78744	0.05
Austin	TX	78727	0.05
Smithville	TX	78957	0.05
Houston	TX	77079	0.05

The Retail Coach.

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