



The **Retail** Coach.®

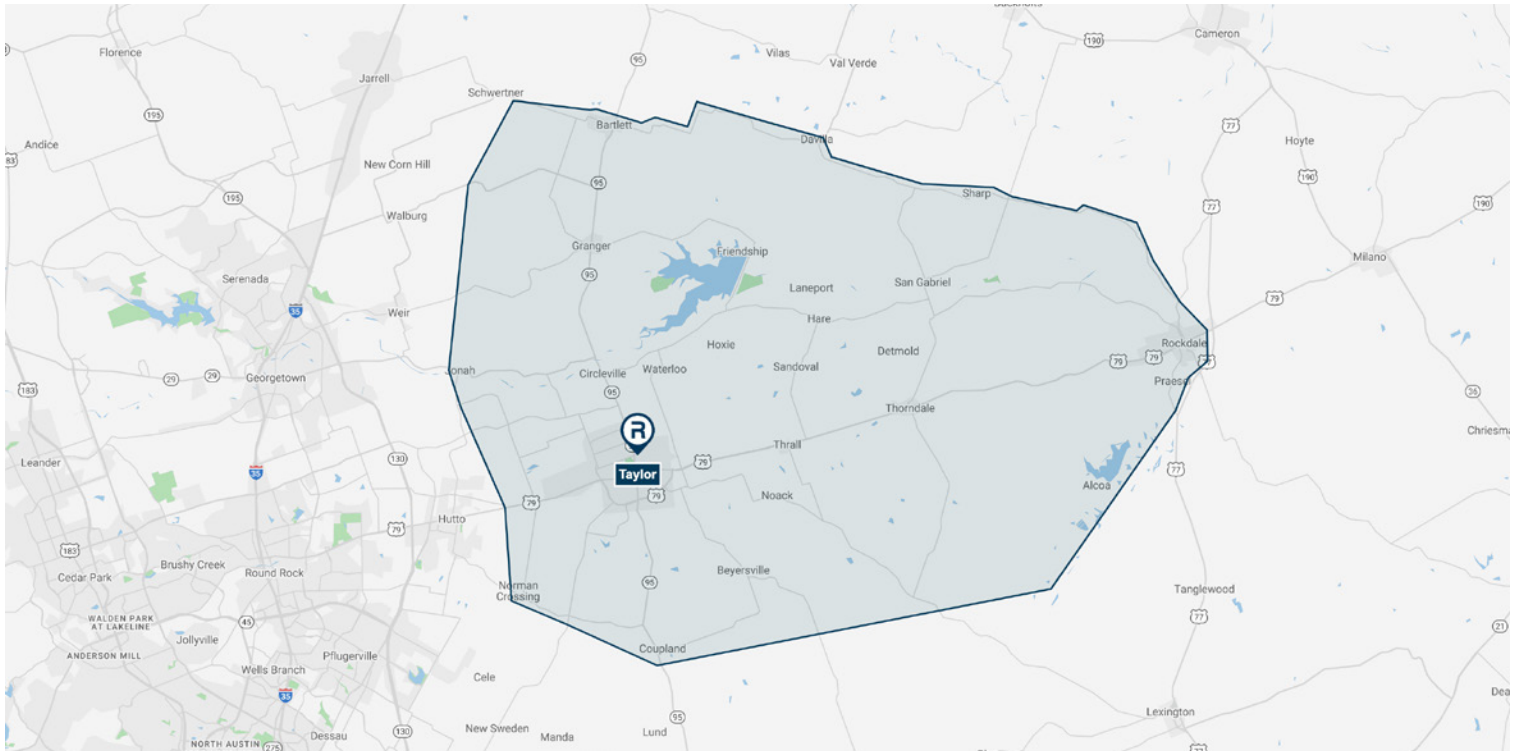
Retail Trade Area Demographic Profile

TAYLOR, TEXAS

Prepared for The Retail Coach, LLC
February 2023

Retail Trade Area • Demographic Snapshot

Taylor, Texas



Population

2020	36,884
2023	41,426

Age

0 - 9 Years	11.73%
10 - 17 Years	11.10%
18 - 24 Years	8.58%
25 - 34 Years	11.63%
35 - 44 Years	13.39%
45 - 54 Years	12.92%
55 - 64 Years	11.93%
65 and Older	18.73%
Median Age	40.26
Average Age	40.57

Educational Attainment (%)

Graduate or Professional Degree	5.04%
Bachelors Degree	11.12%
Associate Degree	7.12%
Some College	22.56%
High School Graduate (GED)	37.77%
Some High School, No Degree	8.41%
Less than 9th Grade	8.00%

Race Distribution (%)

White	62.06%
Black/African American	7.93%
American Indian/Alaskan	1.30%
Asian	0.63%
Native Hawaiian/Islander	0.09%
Other Race	12.95%
Two or More Races	15.06%
Hispanic	35.51%

Income

Average HH	\$86,414
Median HH	\$66,386
Per Capita	\$32,498



Aaron Farmer

The Retail Coach, LLC
President

86 Clark Boulevard
Tupelo, Mississippi 38804

Phone 662.844.2155
Cell 662.231.0608

AFarmer@TheRetailCoach.net
www.TheRetailCoach.net



Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
Population		
2023 Estimate	41,426	
2020 Census	36,884	
Growth 2020 - 2023		12.31%
2023 Est. Population by Single-Classification Race	41,426	
White Alone	25,707	62.06%
Black or African American Alone	3,284	7.93%
Amer. Indian and Alaska Native Alone	537	1.30%
Asian Alone	261	0.63%
Native Hawaiian and Other Pacific Island Alone	35	0.09%
Some Other Race Alone	5,364	12.95%
Two or More Races	6,238	15.06%
2023 Est. Population by Hispanic or Latino Origin	41,426	
Not Hispanic or Latino	26,717	64.49%
Hispanic or Latino	14,710	35.51%
Mexican	12,453	84.66%
Puerto Rican	38	0.26%
Cuban	39	0.26%
All Other Hispanic or Latino	2,181	14.83%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	14,710	
White Alone	4,027	27.38%
Black or African American Alone	149	1.01%
American Indian and Alaska Native Alone	379	2.58%
Asian Alone	20	0.14%
Native Hawaiian and Other Pacific Islander Alone	14	0.10%
Some Other Race Alone	5,200	35.35%
Two or More Races	4,922	33.46%
2023 Est. Pop by Race, Asian Alone, by Category	261	
Chinese, except Taiwanese	64	24.59%
Filipino	41	15.57%
Japanese	37	14.34%
Asian Indian	37	14.34%
Korean	6	2.46%
Vietnamese	14	5.33%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.41%
All Other Asian Races Including 2+ Category	61	23.36%

DESCRIPTION	DATA	%
2023 Est. Population by Ancestry	41,426	
Arab	672	1.62%
Czech	1,959	4.73%
Danish	32	0.08%
Dutch	281	0.68%
English	1,817	4.39%
French (except Basque)	411	0.99%
French Canadian	37	0.09%
German	5,767	13.92%
Greek	61	0.15%
Hungarian	65	0.16%
Irish	2,573	6.21%
Italian	708	1.71%
Lithuanian	2	0.01%
United States or American	1,995	4.82%
Norwegian	185	0.45%
Polish	351	0.85%
Portuguese	47	0.11%
Russian	45	0.11%
Scottish	326	0.79%
Scotch-Irish	307	0.74%
Slovak	27	0.07%
Subsaharan African	120	0.29%
Swedish	415	1.00%
Swiss	130	0.31%
Ukrainian	51	0.12%
Welsh	74	0.18%
West Indian (except Hisp. groups)	30	0.07%
Other ancestries	15,154	36.58%
Ancestry Unclassified	7,782	18.79%
2023 Est. Pop Age 5+ by Language Spoken At Home	39,092	
Speak Only English at Home	30,063	76.90%
Speak Asian/Pacific Island Language at Home	193	0.49%
Speak IndoEuropean Language at Home	439	1.12%
Speak Spanish at Home	8,331	21.31%
Speak Other Language at Home	67	0.17%

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DESCRIPTION	DATA	%
2023 Est. Population by Age	41,426	
Age 0 - 4	2,334	5.63%
Age 5 - 9	2,526	6.10%
Age 10 - 14	2,830	6.83%
Age 15 - 17	1,769	4.27%
Age 18 - 20	1,573	3.80%
Age 21 - 24	1,980	4.78%
Age 25 - 34	4,817	11.63%
Age 35 - 44	5,546	13.39%
Age 45 - 54	5,351	12.92%
Age 55 - 64	4,941	11.93%
Age 65 - 74	4,304	10.39%
Age 75 - 84	2,436	5.88%
Age 85 and over	1,020	2.46%
Age 16 and over	33,160	80.05%
Age 18 and over	31,968	77.17%
Age 21 and over	30,395	73.37%
Age 65 and over	7,760	18.73%
2023 Est. Median Age		40.26
2023 Est. Average Age		40.57
2023 Est. Population by Sex	41,426	
Male	20,433	49.32%
Female	20,994	50.68%

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	20,433	
Age 0 - 4	1,207	5.91%
Age 5 - 9	1,289	6.31%
Age 10 - 14	1,443	7.06%
Age 15 - 17	914	4.47%
Age 18 - 20	820	4.01%
Age 21 - 24	1,010	4.94%
Age 25 - 34	2,389	11.69%
Age 35 - 44	2,748	13.45%
Age 45 - 54	2,705	13.24%
Age 55 - 64	2,486	12.17%
Age 65 - 74	2,015	9.86%
Age 75 - 84	1,055	5.16%
Age 85 and over	351	1.72%
2023 Est. Median Age, Male		39.25
2023 Est. Average Age, Male		39.40
2023 Est. Female Population by Age	20,994	
Age 0 - 4	1,127	5.37%
Age 5 - 9	1,237	5.89%
Age 10 - 14	1,387	6.61%
Age 15 - 17	855	4.07%
Age 18 - 20	753	3.59%
Age 21 - 24	969	4.62%
Age 25 - 34	2,428	11.57%
Age 35 - 44	2,797	13.33%
Age 45 - 54	2,645	12.60%
Age 55 - 64	2,455	11.69%
Age 65 - 74	2,289	10.90%
Age 75 - 84	1,381	6.58%
Age 85 and over	669	3.19%
2023 Est. Median Age, Female		41.24
2023 Est. Average Age, Female		41.68

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DESCRIPTION	DATA	%
2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	10,000	29.64%
Males, Never Married	5,273	15.63%
Females, Never Married	4,728	14.02%
Married, Spouse present	14,978	44.40%
Married, Spouse absent	1,872	5.55%
Widowed	2,460	7.29%
Males Widowed	888	2.63%
Females Widowed	1,572	4.66%
Divorced	4,427	13.12%
Males Divorced	2,170	6.43%
Females Divorced	2,257	6.69%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,273	8.0%
Some High School, no diploma	2,389	8.4%
High School Graduate (or GED)	10,731	37.8%
Some College, no degree	6,412	22.6%
Associate Degree	2,023	7.1%
Bachelor's Degree	3,159	11.1%
Master's Degree	1,102	3.9%
Professional School Degree	190	0.7%
Doctorate Degree	138	0.5%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	3,405	33.75%
High School Graduate	3,421	33.90%
Some College or Associate's Degree	2,397	23.76%
Bachelor's Degree or Higher	868	8.61%
Households		
2028 Projection	15,604	
2023 Estimate	15,394	
2020 Census	13,914	
2010 Census	12,602	
Growth 2023 - 2028		1.36%
Growth 2020 - 2023		10.64%
Growth 2010 - 2020		10.41%
2023 Est. Households by Household Type	15,394	
Family Households	10,963	71.21%
Nonfamily Households	4,430	28.78%
2023 Est. Group Quarters Population	492	
2023 Households by Ethnicity, Hispanic/Latino	3,582	

DESCRIPTION	DATA	%
2023 Est. Households by Household Income	15,394	
Income < \$15,000	1,155	7.50%
Income \$15,000 - \$24,999	1,068	6.94%
Income \$25,000 - \$34,999	1,439	9.35%
Income \$35,000 - \$49,999	2,133	13.85%
Income \$50,000 - \$74,999	2,781	18.07%
Income \$75,000 - \$99,999	2,209	14.35%
Income \$100,000 - \$124,999	1,511	9.82%
Income \$125,000 - \$149,999	1,054	6.85%
Income \$150,000 - \$199,999	1,099	7.14%
Income \$200,000 - \$249,999	471	3.06%
Income \$250,000 - \$499,999	362	2.35%
Income \$500,000+	113	0.73%
2023 Est. Average Household Income		\$86,414
2023 Est. Median Household Income		\$66,386
2023 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$69,786
Black or African American Alone		\$47,185
American Indian and Alaska Native Alone		\$69,074
Asian Alone		\$80,536
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$74,652
Two or More Races		\$50,998
Hispanic or Latino		\$55,032
Not Hispanic or Latino		\$70,183
2023 Est. Family HH Type by Presence of Own Child.	10,963	
Married-Couple Family, own children	3,305	30.15%
Married-Couple Family, no own children	4,852	44.26%
Male Householder, own children	441	4.02%
Male Householder, no own children	444	4.05%
Female Householder, own children	1,070	9.76%
Female Householder, no own children	850	7.76%
2023 Est. Households by Household Size	15,394	
1-person	3,607	23.43%
2-person	5,663	36.79%
3-person	2,302	14.95%
4-person	1,908	12.39%
5-person	951	6.18%
6-person	693	4.50%
7-or-more-person	271	1.76%
2023 Est. Average Household Size		2.59

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DESCRIPTION	DATA	%
2023 Est. Households by Presence of People Under 18	15,394	
Households with 1 or More People under Age 18:	5,542	36.00%
Married-Couple Family	10,181	66.14%
Other Family, Male Householder	1,480	9.62%
Other Family, Female Householder	3,608	23.44%
Nonfamily, Male Householder	102	0.66%
Nonfamily, Female Householder	23	0.15%
Households with No People under Age 18:	9,852	64.00%
Married-Couple Family	7,015	45.57%
Other Family, Male Householder	555	3.61%
Other Family, Female Householder	971	6.31%
Nonfamily, Male Householder	3,149	20.46%
Nonfamily, Female Householder	3,703	24.05%
2023 Est. Households by Number of Vehicles	15,394	
No Vehicles	589	3.83%
1 Vehicle	4,445	28.87%
2 Vehicles	6,168	40.07%
3 Vehicles	2,875	18.68%
4 Vehicles	867	5.63%
5 or more Vehicles	448	2.91%
2023 Est. Average Number of Vehicles		2.05
Family Households		
2028 Projection	11,118	
2023 Estimate	10,963	
2010 Census	8,952	
Growth 2023 - 2028		1.42%
Growth 2010 - 2023		17.20%
2023 Est. Families by Poverty Status	10,963	
2023 Families at or Above Poverty	10,005	91.26%
2023 Families at or Above Poverty with Children	4,147	37.83%
2023 Families Below Poverty	958	8.74%
2023 Families Below Poverty with Children	673	6.14%
2023 Est. Pop 16+ by Employment Status	33,160	
Civilian Labor Force, Employed	19,002	57.31%
Civilian Labor Force, Unemployed	1,268	3.82%
Armed Forces	18	0.06%
Not in Labor Force	12,871	38.82%

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	19,020	
For-Profit Private Workers	12,562	66.04%
Non-Profit Private Workers	1,452	7.64%
Local Government Workers	213	1.12%
State Government Workers	1,272	6.69%
Federal Government Workers	1,729	9.09%
Self-Employed Workers	1,722	9.05%
Unpaid Family Workers	71	0.38%
2023 Est. Civ. Employed Pop 16+ by Occupation	19,020	
Architect/Engineer	308	1.62%
Arts/Entertainment/Sports	318	1.67%
Building Grounds Maintenance	1,150	6.05%
Business/Financial Operations	537	2.82%
Community/Social Services	261	1.37%
Computer/Mathematical	674	3.54%
Construction/Extraction	1,923	10.11%
Education/Training/Library	1,035	5.44%
Farming/Fishing/Forestry	38	0.20%
Food Prep/Serving	1,291	6.79%
Health Practitioner/Technician	697	3.67%
Healthcare Support	430	2.26%
Maintenance Repair	749	3.94%
Legal	94	0.49%
Life/Physical/Social Science	66	0.35%
Management	1,655	8.70%
Office/Admin. Support	3,012	15.84%
Production	1,040	5.47%
Protective Services	326	1.71%
Sales/Related	1,803	9.48%
Personal Care/Service	350	1.84%
Transportation/Moving	1,263	6.64%
2023 Est. Pop 16+ by Occupation Classification	19,020	
White Collar	10,462	55.00%
Blue Collar	4,975	26.16%
Service and Farm	3,583	18.84%
2023 Est. Workers Age 16+ by Transp. to Work	19,020	
Drove Alone	15,505	81.52%
Car Pooled	2,054	10.80%
Public Transportation	70	0.37%
Walked	227	1.20%
Bicycle	26	0.14%
Other Means	155	0.82%
Worked at Home	983	5.17%

Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,034	27.91%
15 - 29 Minutes	3,519	19.51%
30 - 44 Minutes	4,586	25.42%
45 - 59 Minutes	2,447	13.57%
60 or more Minutes	2,452	13.59%
2023 Est. Avg Travel Time to Work in Minutes		33
2023 Est. Occupied Housing Units by Tenure	15,394	
Owner Occupied	11,225	72.92%
Renter Occupied	4,168	27.08%
2023 Owner Occ. HUs: Avg. Length of Residence		15.49†
2023 Renter Occ. HUs: Avg. Length of Residence		7.05†
2023 Est. Owner-Occupied Housing Units by Value	15,394	
Value Less than \$20,000	333	2.16%
Value \$20,000 - \$39,999	365	2.37%
Value \$40,000 - \$59,999	494	3.21%
Value \$60,000 - \$79,999	403	2.62%
Value \$80,000 - \$99,999	708	4.60%
Value \$100,000 - \$149,999	2,138	13.89%
Value \$150,000 - \$199,999	1,347	8.75%
Value \$200,000 - \$299,999	2,645	17.18%
Value \$300,000 - \$399,999	2,667	17.32%
Value \$400,000 - \$499,999	1,244	8.08%
Value \$500,000 - \$749,999	1,750	11.37%
Value \$750,000 - \$999,999	527	3.43%
Value \$1,000,000 or \$1,499,999	726	4.72%
Value \$1,500,000 or \$1,999,999	23	0.15%
Value \$2,000,000+	24	0.16%
2023 Est. Median All Owner-Occupied Housing Value		\$272,151
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	12,389	80.48%
1 Unit Attached	239	1.56%
2 Units	683	4.44%
3 or 4 Units	290	1.88%
5 to 19 Units	267	1.73%
20 to 49 Units	105	0.69%
50 or More Units	166	1.08%
Mobile Home or Trailer	1,216	7.90%
Boat, RV, Van, etc.	39	0.25%

DESCRIPTION	DATA	%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,424	9.25%
Housing Units Built 2010 to 2014	507	3.29%
Housing Units Built 2000 to 2009	2,575	16.73%
Housing Units Built 1990 to 1999	1,855	12.05%
Housing Units Built 1980 to 1989	2,101	13.65%
Housing Units Built 1970 to 1979	2,042	13.26%
Housing Units Built 1960 to 1969	1,049	6.82%
Housing Units Built 1950 to 1959	1,503	9.77%
Housing Units Built 1940 to 1949	682	4.43%
Housing Unit Built 1939 or Earlier	1,656	10.76%
2023 Est. Median Year Structure Built		1984

† 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.



The**RetailCoach**.®

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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