The**Retail**Coach.

Applebee's Mobile Data Survey

TAYLOR, TEXAS

Prepared for City of Taylor, TX
January 1, 2022 - December 31, 2022
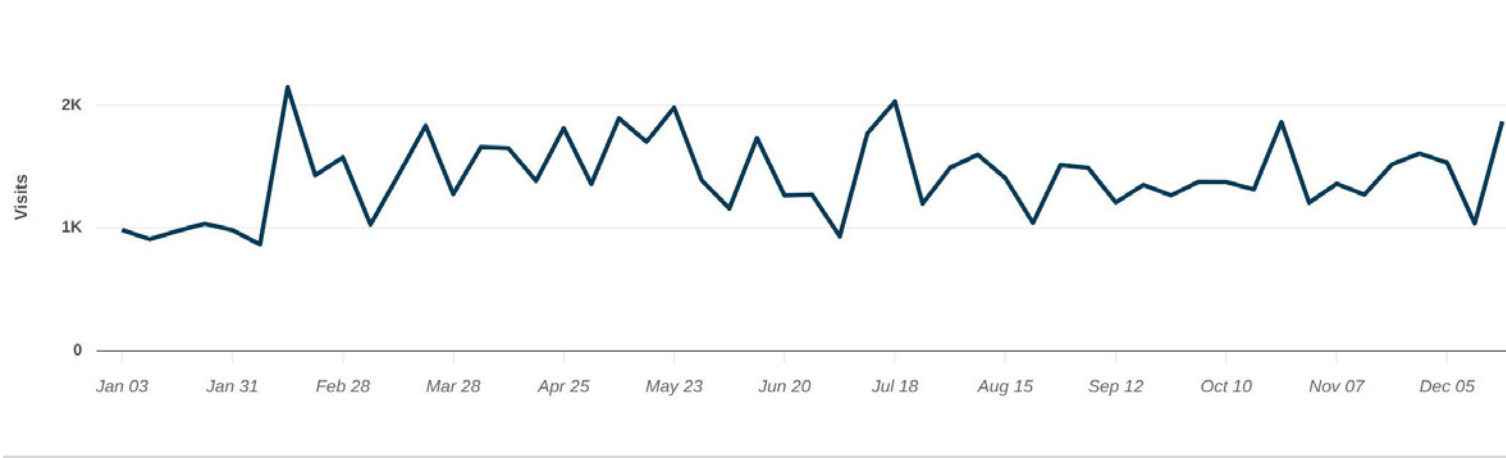
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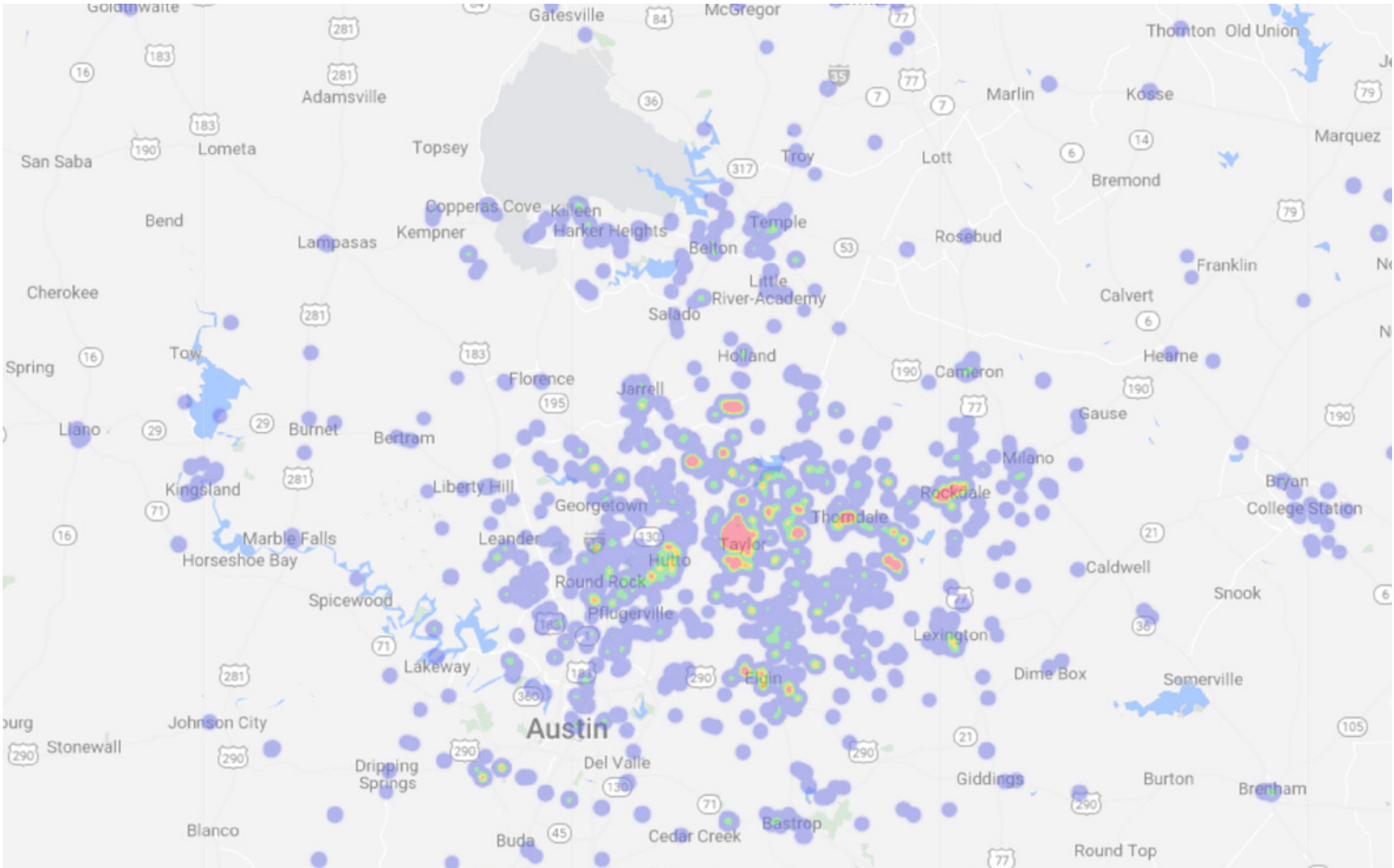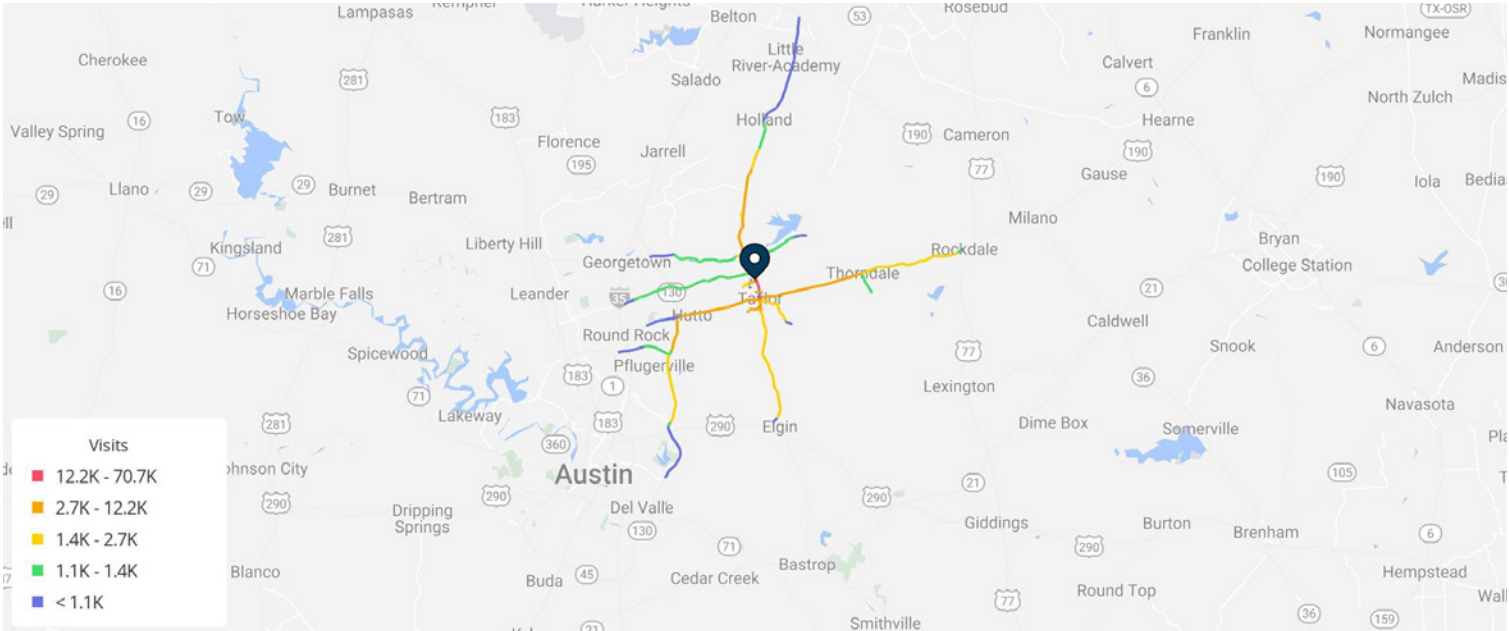|	
Est. # of Visits	**73.9K**
Est. # of Customers	**33.8K**
Visit Frequency	**2.19**
Average Dwell Time	**74 Minutes**

Visit Trend

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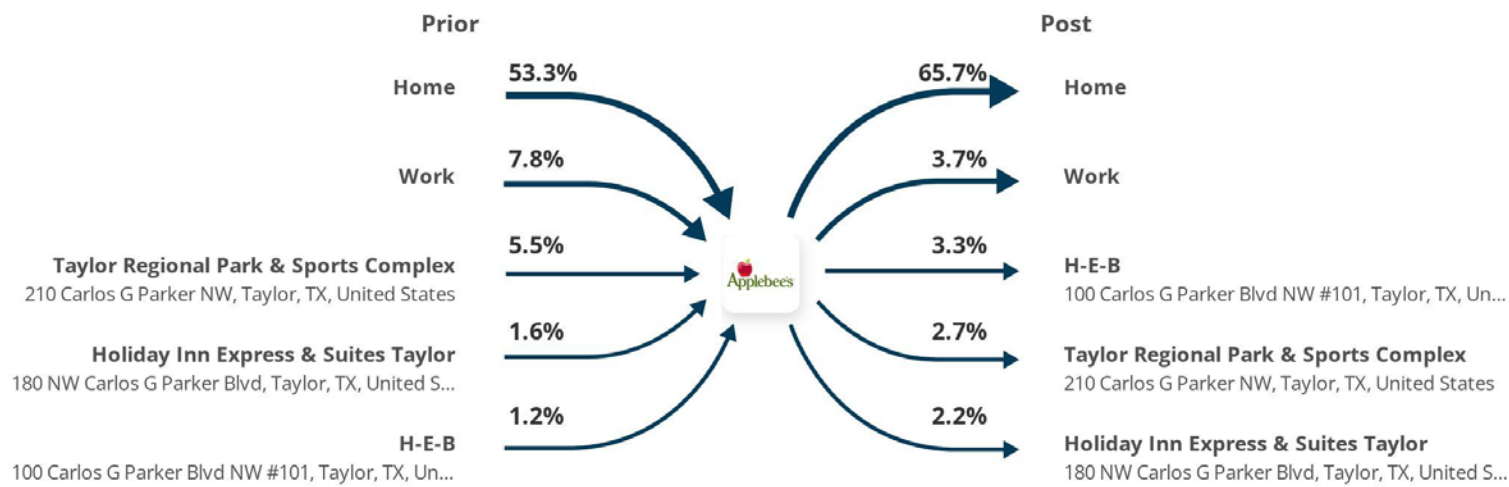Taylor, Texas • January 1, 2022 - December 31, 2022

Trade Area - Home Locations

Visitor Journey - Routes

Visits
- ■ 12.2K - 70.7K
- ■ 2.7K - 12.2K
- ■ 1.4K - 2.7K
- ■ 1.1K - 1.4K
- ■ < 1.1K

Customer Journey

Prior			Post
Home	53.3%	65.7%	Home
Work	7.8%	3.7%	Work
Taylor Regional Park & Sports Complex 210 Carlos G Parker NW, Taylor, TX, United States	5.5%	3.3%	H-E-B 100 Carlos G Parker Blvd NW #101, Taylor, TX, Un...
Holiday Inn Express & Suites Taylor 180 NW Carlos G Parker Blvd, Taylor, TX, United S...	1.6%	2.7%	Taylor Regional Park & Sports Complex 210 Carlos G Parker NW, Taylor, TX, United States
H-E-B 100 Carlos G Parker Blvd NW #101, Taylor, TX, Un...	1.2%	2.2%	Holiday Inn Express & Suites Taylor 180 NW Carlos G Parker Blvd, Taylor, TX, United S...

Favorite Places

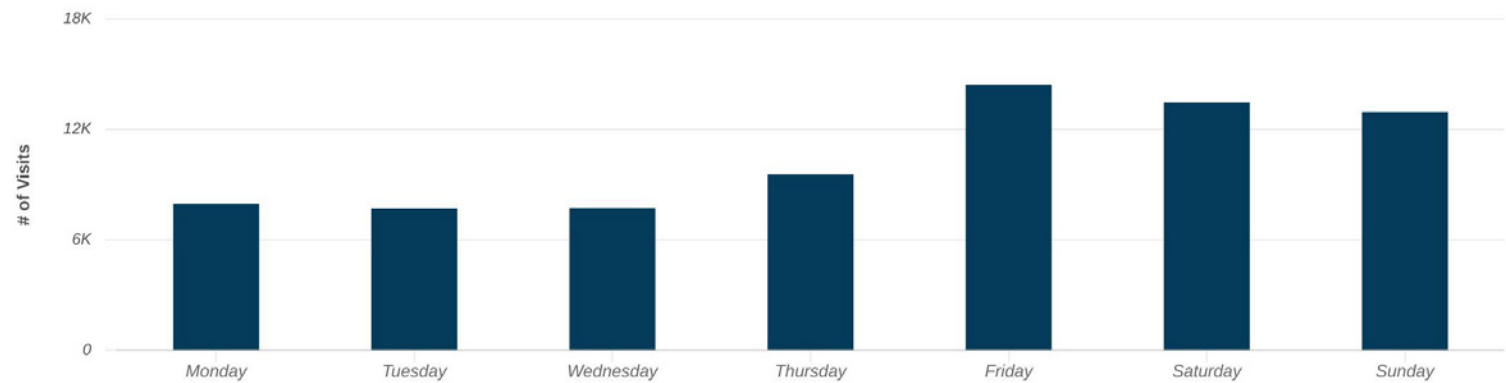| Rank	Name	Distance	Visitors
1	Hanson's Corner / 600 W Hwy 79, Hutto, TX 78634	9.3 mi	19.7K (58.4%)
2	H-E-B / 100 Carlos G Parker Blvd NW #101, Taylor, TX 76574-7059	0.2 mi	19.3K (57%)
3	Stone Hill Town Center / 500 Limestone Commercial Dr, Pflugerville, TX 78660	14.1 mi	17.8K (52.8%)
4	La Frontera Village / 2601 La Frontera Blvd, Round Rock, TX 78681	17.6 mi	16.6K (49.1%)
5	Taylor Plaza / 3114 N Main St, Taylor, TX 76574	0.5 mi	16K (47.2%)
6	Whataburger / 3510 N Main St, Taylor, TX 76574	0.2 mi	13.3K (39.2%)
7	Wolf Ranch Town Center / 1015 W University Ave, Georgetown, TX 78628	16.7 mi	12.3K (36.4%)
8	Round Rock Premium Outlets / 4401 N Interstate Hwy, Round Rock, TX 78664	16.4 mi	12.2K (36%)
9	University Oaks Shopping Center / 201 University Oaks Blvd, Round Rock, TX 78665	16.4 mi	12K (35.5%)
10	McDonald's / 2501 N Main, Taylor, TX 76574	0.8 mi	9.8K (29%)

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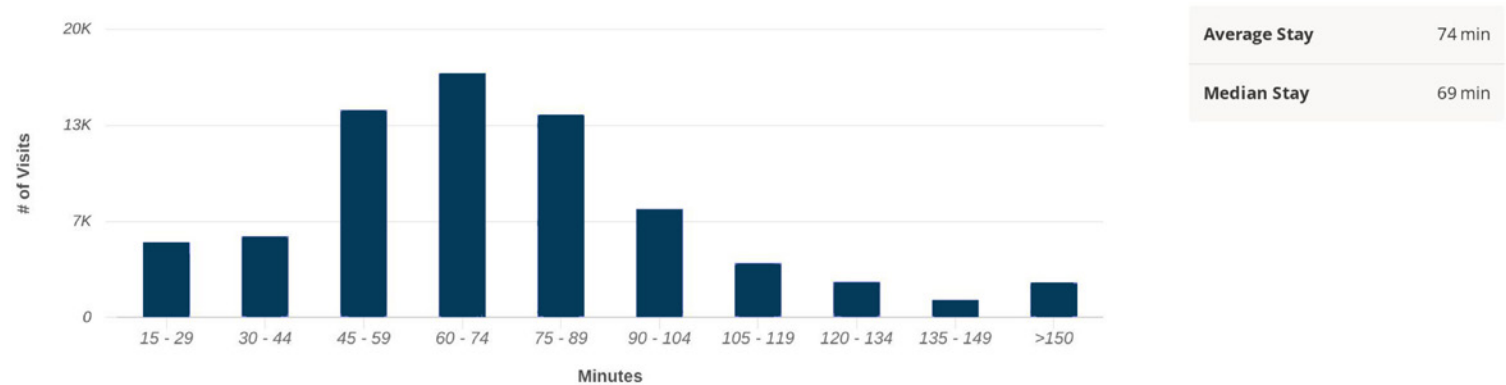Taylor, Texas • January 1, 2022 - December 31, 2022

Hourly Visits

Daily Visits

Length of Stay

Average Stay	74 min
Median Stay	69 min

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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS	CITY	STATE	ZIP CODE	% OF CUSTOMERS
Taylor	TX	76574	37.18	Cedar Creek	TX	78612	0.24
Rockdale	TX	76567	5.50	Killeen	TX	76549	0.24
Thorndale	TX	76577	5.37	Temple	TX	76504	0.23
Elgin	TX	78621	4.80	Georgetown	TX	78633	0.22
Granger	TX	76530	3.93	Alvarado	TX	76009	0.21
Hutto	TX	78634	3.00	Kempner	TX	76539	0.21
Thrall	TX	76578	2.76	Llano	TX	78643	0.21
Bartlett	TX	76511	2.66	Killeen	TX	76541	0.21
Winnsboro	TX	75494	1.37	Austin	TX	78730	0.20
Georgetown	TX	78626	1.35	North Richland Hills	TX	76180	0.20
Lexington	TX	78947	1.28	Austin	TX	78739	0.18
Round Rock	TX	78664	1.18	Kosse	TX	76653	0.17
Round Rock	TX	78681	0.92	Oceanside	CA	92054	0.16
Round Rock	TX	78665	0.66	Giddings	TX	78942	0.16
Bastrop	TX	78602	0.63	Dallas	TX	75209	0.15
Pflugerville	TX	78660	0.62	Haskell	TX	79521	0.16
Coupland	TX	78615	0.59	Killeen	TX	76543	0.15
Belton	TX	76513	0.49	Buckholts	TX	76518	0.15
Nacogdoches	TX	75962	0.47	Austin	TX	78759	0.15
Milano	TX	76556	0.43	Oregon House	CA	95962	0.15
Smithville	TX	78957	0.42	Nacogdoches	TX	75964	0.15
Georgetown	TX	78628	0.42	Austin	TX	78729	0.14
Temple	TX	76502	0.40	Tacoma	WA	98433	0.14
Cedar Park	TX	78613	0.36	Brenham	TX	77833	0.14
Leander	TX	78641	0.30	Fort Worth	TX	76111	0.14
Manor	TX	78653	0.29	Caldwell	TX	77836	0.14
San Antonio	TX	78209	0.29	Austin	TX	78727	0.14
Ottumwa	IA	52501	0.28	Conifer	CO	80433	0.13
Temple	TX	76501	0.28	Kyle	TX	78640	0.13
Jarrell	TX	76537	0.28	San Antonio	TX	78233	0.13
Holland	TX	76534	0.27	Killeen	TX	76542	0.13
Cameron	TX	76520	0.27	Casa Grande	AZ	85194	0.13
Kingsland	TX	78639	0.27	Austin	TX	78752	0.13
Haltom City	TX	76117	0.26	Jewett	TX	75846	0.12
Mc Dade	TX	78650	0.25	Leander	TX	78645	0.12

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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