



The**Retail**Coach®

Taylor Plaza Mobile Data Survey

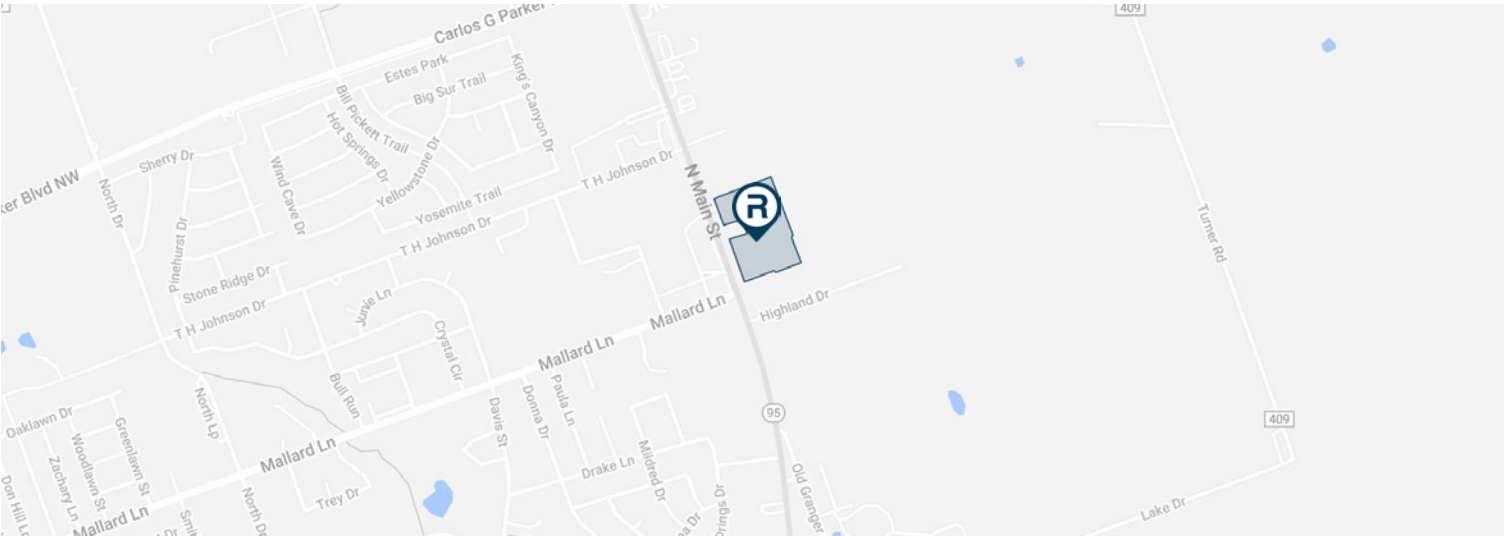
TAYLOR, TEXAS



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

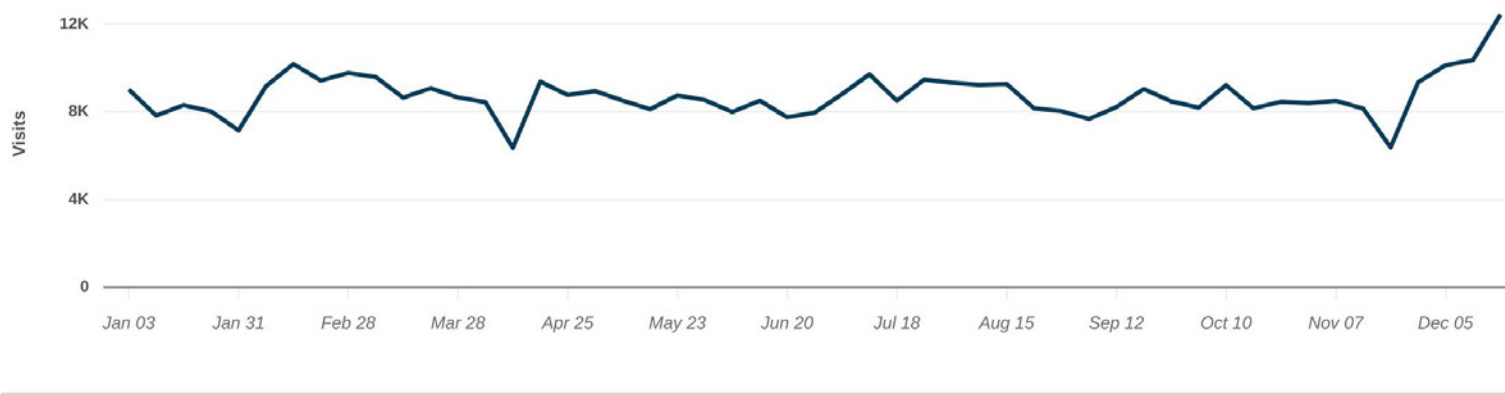
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Taylor, Texas • January 1, 2022 - December 31, 2022



| | |
|---------------------|------------|
| Est. # of Visits | 460.1K |
| Est. # of Customers | 92.4K |
| Visit Frequency | 4.98 |
| Average Dwell Time | 52 Minutes |

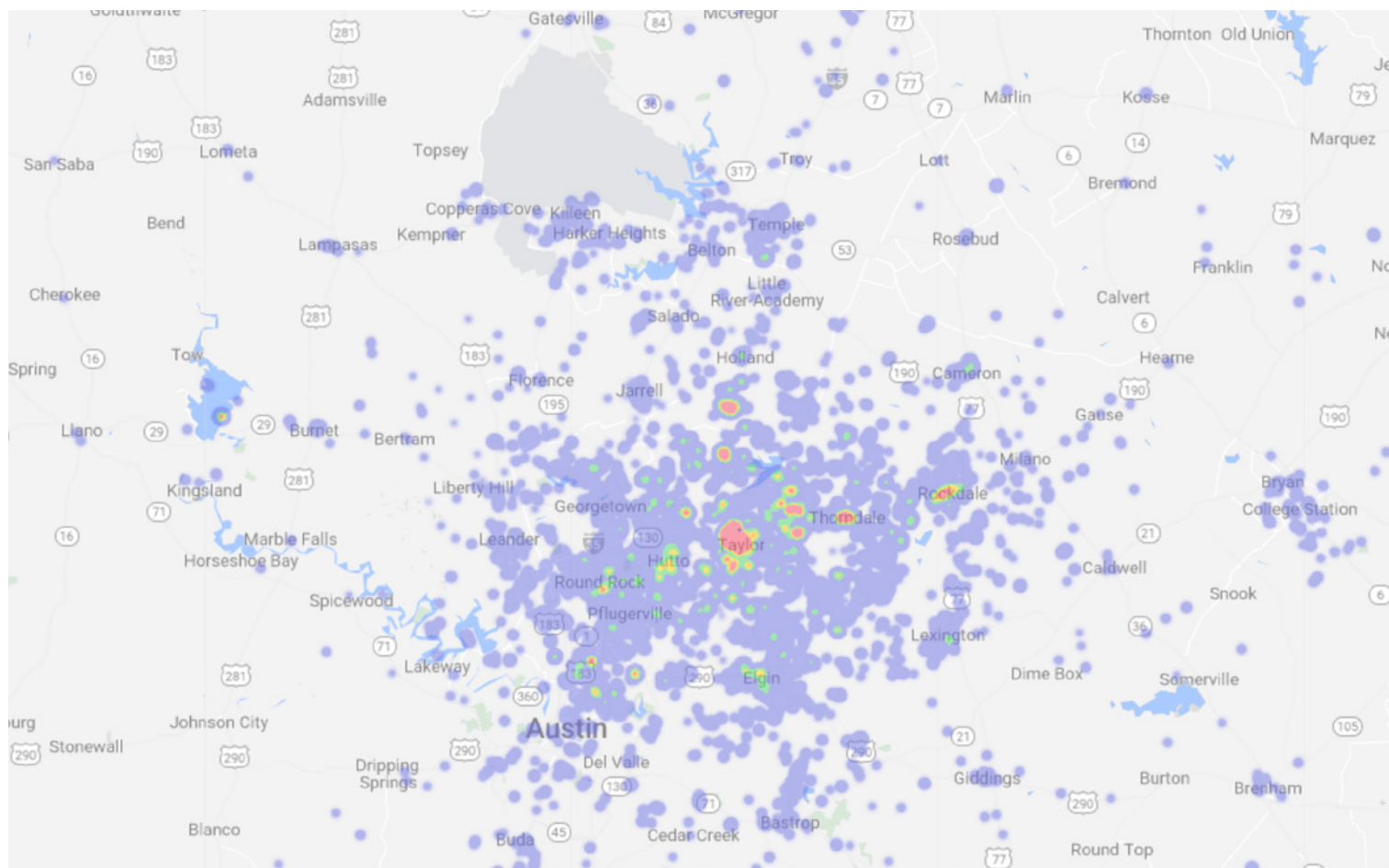
Visit Trend



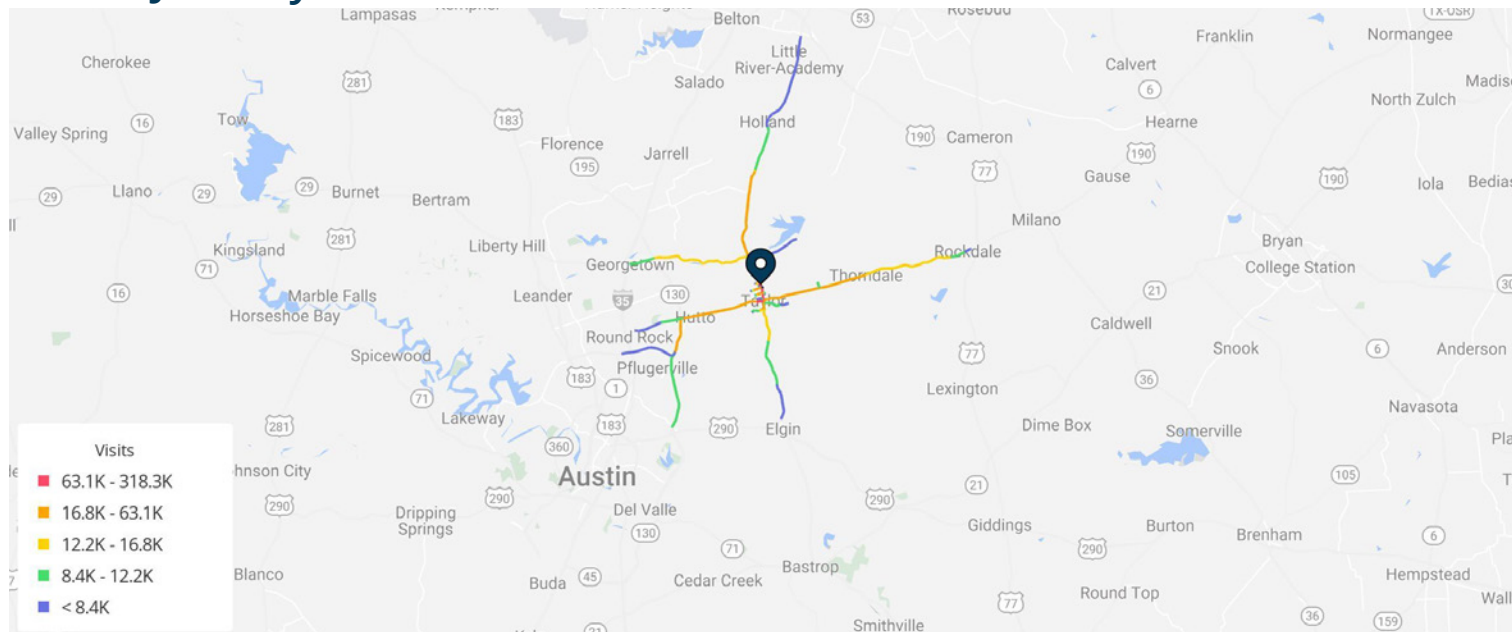
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Trade Area - Home Locations



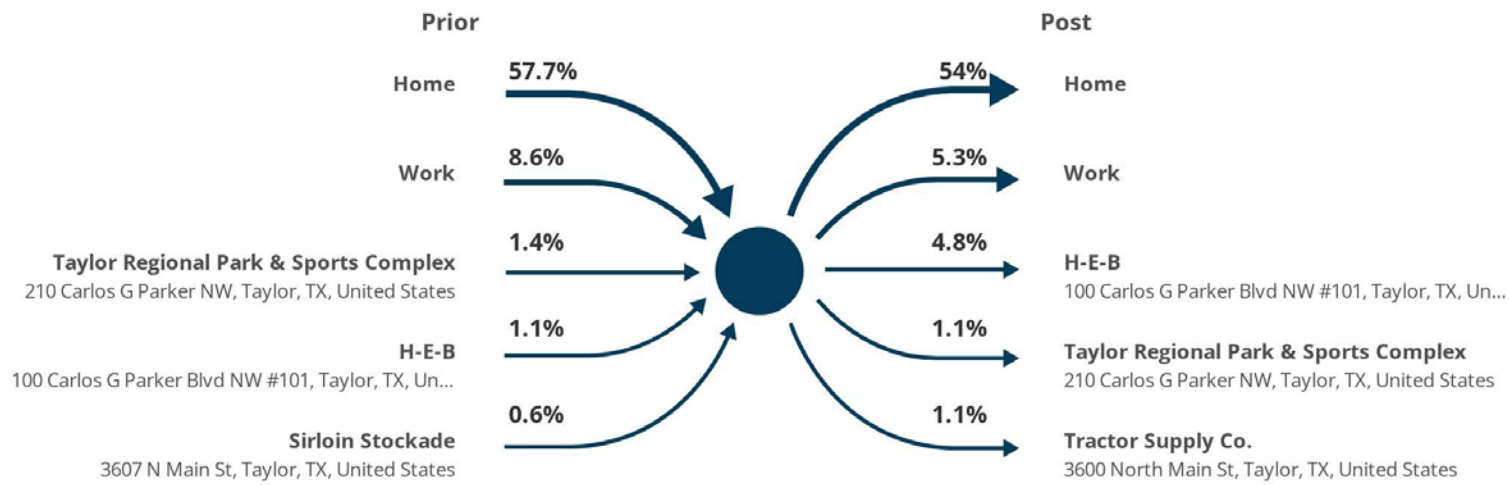
Visitor Journey - Routes



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Customer Journey



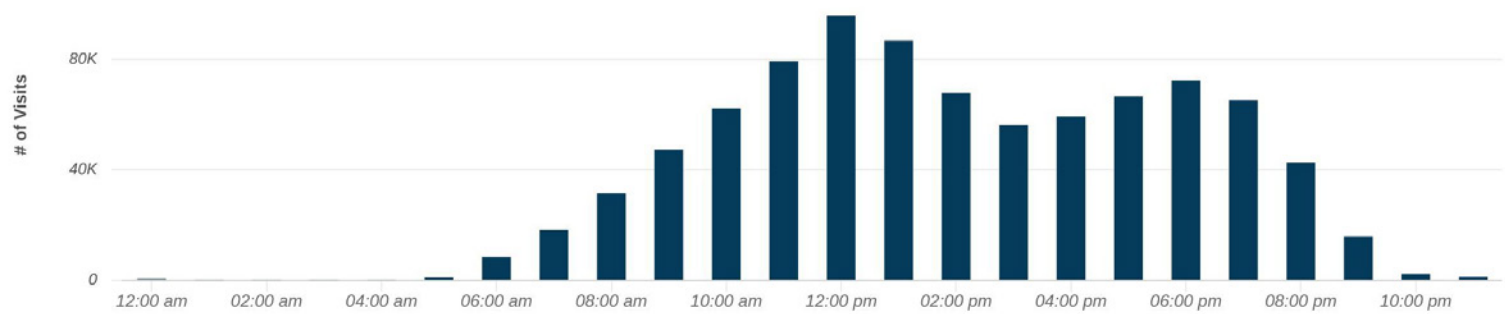
Favorite Places

| Rank | Name | Distance | Visitors |
|------|--|----------|---------------|
| 1 | Hanson's Corner / 600 W Hwy 79, Hutto, TX 78634 | 9.4 mi | 51.8K (56%) |
| 2 | H-E-B / 100 Carlos G Parker Blvd NW #101, Taylor, TX 76574-7059 | 0.7 mi | 48.6K (52.6%) |
| 3 | Stone Hill Town Center / 500 Limestone Commercial Dr, Pflugerville, TX 78660 | 14.1 mi | 47.3K (51.2%) |
| 4 | La Frontera Village / 2601 La Frontera Blvd, Round Rock, TX 78681 | 17.7 mi | 43.5K (47%) |
| 5 | Mariachis de Jalisco #3 / 3100 N Main St, Taylor, TX 76574 | 0 mi | 38K (41.2%) |
| 6 | University Oaks Shopping Center / 201 University Oaks Blvd, Round Rock, TX 78665 | 16.7 mi | 32.9K (35.6%) |
| 7 | Wolf Ranch Town Center / 1015 W University Ave, Georgetown, TX 78628 | 17.1 mi | 32.4K (35%) |
| 8 | Round Rock Premium Outlets / 4401 N Interstate Hwy, Round Rock, TX 78664 | 16.7 mi | 31.6K (34.2%) |
| 9 | Boardwalk Center / 2601 S I-35 Frontage Rd, Round Rock, TX 78664 | 17.2 mi | 29.1K (31.5%) |
| 10 | Whataburger / 3510 N Main St, Taylor, TX 76574 | 0.3 mi | 28.9K (31.2%) |

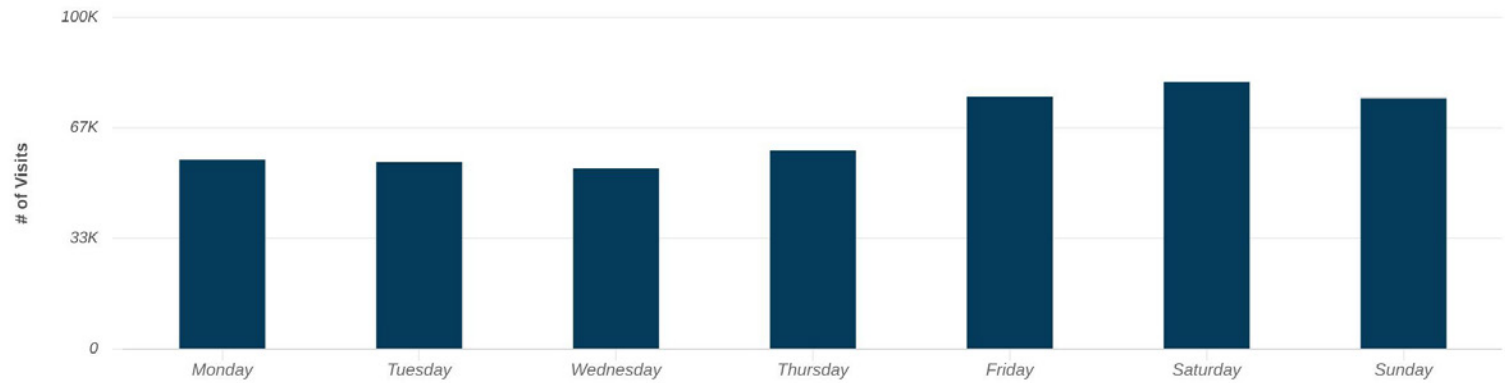
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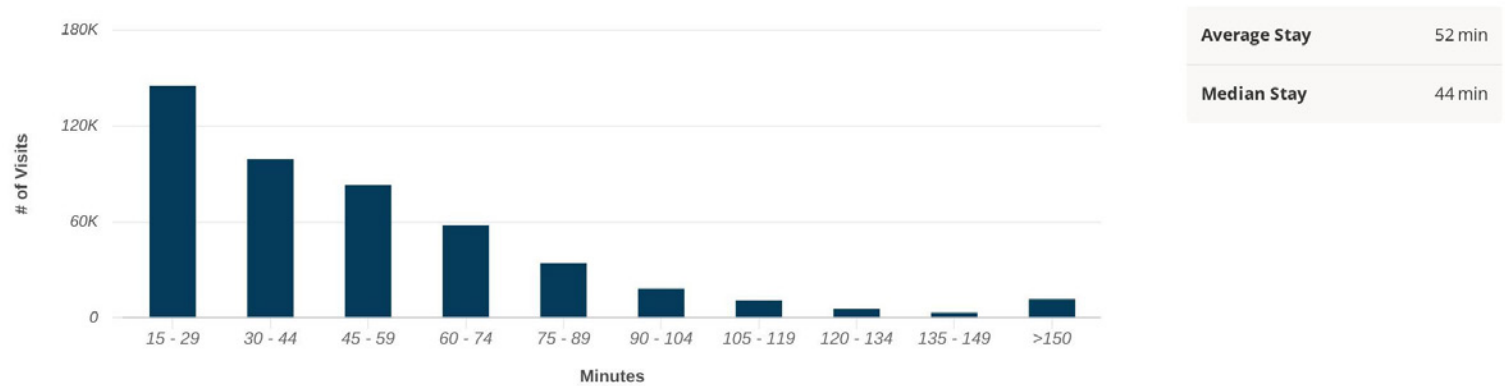
Hourly Visits



Daily Visits



Length of Stay



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Top Zip Codes

| CITY | STATE | ZIP CODE | % OF CUSTOMERS |
|--------------|-------|----------|----------------|
| Taylor | TX | 76574 | 45.43 |
| Thorndale | TX | 76577 | 4.53 |
| Elgin | TX | 78621 | 3.86 |
| Hutto | TX | 78634 | 3.73 |
| Rockdale | TX | 76567 | 3.67 |
| Granger | TX | 76530 | 3.66 |
| Bartlett | TX | 76511 | 3.31 |
| Thrall | TX | 76578 | 3.08 |
| Georgetown | TX | 78626 | 1.81 |
| Round Rock | TX | 78664 | 1.48 |
| Pflugerville | TX | 78660 | 1.11 |
| Coupland | TX | 78615 | 1.07 |
| Manor | TX | 78653 | 0.92 |
| Lexington | TX | 78947 | 0.88 |
| Austin | TX | 78758 | 0.86 |
| Round Rock | TX | 78665 | 0.72 |
| Round Rock | TX | 78681 | 0.66 |
| Austin | TX | 78754 | 0.55 |
| Burnet | TX | 78611 | 0.48 |
| Georgetown | TX | 78628 | 0.47 |
| Cameron | TX | 76520 | 0.41 |
| Katy | TX | 77450 | 0.40 |
| Holland | TX | 76534 | 0.39 |
| Austin | TX | 78753 | 0.36 |
| Bastrop | TX | 78602 | 0.36 |
| Austin | TX | 78752 | 0.35 |
| Georgetown | TX | 78633 | 0.34 |
| Buckholts | TX | 76518 | 0.33 |
| Cedar Park | TX | 78613 | 0.31 |
| Austin | TX | 78757 | 0.28 |
| Austin | TX | 78723 | 0.26 |
| Salado | TX | 76571 | 0.24 |
| Caldwell | TX | 77836 | 0.24 |
| Leander | TX | 78641 | 0.23 |
| Austin | TX | 78724 | 0.23 |

| CITY | STATE | ZIP CODE | % OF CUSTOMERS |
|----------------------|-------|----------|----------------|
| Temple | TX | 76502 | 0.21 |
| Austin | TX | 78729 | 0.20 |
| Mc Dade | TX | 78650 | 0.19 |
| Belton | TX | 76513 | 0.18 |
| Temple | TX | 76501 | 0.17 |
| Haskell | TX | 79521 | 0.16 |
| San Marcos | TX | 78666 | 0.16 |
| Gautier | MS | 39553 | 0.16 |
| San Juan | TX | 78589 | 0.16 |
| Milano | TX | 76556 | 0.16 |
| Jarrell | TX | 76537 | 0.14 |
| Kyle | TX | 78640 | 0.14 |
| Temple | TX | 76504 | 0.13 |
| Artesia | NM | 88210 | 0.12 |
| Austin | TX | 78750 | 0.12 |
| Austin | TX | 78728 | 0.12 |
| Killeen | TX | 76549 | 0.12 |
| Austin | TX | 78727 | 0.12 |
| Austin | TX | 78744 | 0.11 |
| Liberty Hill | TX | 78642 | 0.11 |
| Cedar Creek | TX | 78612 | 0.11 |
| Florence | TX | 76527 | 0.11 |
| Little River Academy | TX | 76554 | 0.10 |
| Killeen | TX | 76541 | 0.10 |
| Dallas | TX | 75209 | 0.10 |
| Austin | TX | 78741 | 0.10 |
| Del Valle | TX | 78617 | 0.10 |
| Killeen | TX | 76542 | 0.09 |
| Grand Junction | CO | 81506 | 0.09 |
| Austin | TX | 78717 | 0.09 |
| Kingwood | TX | 77339 | 0.09 |
| Corpus Christi | TX | 78412 | 0.09 |
| Albuquerque | NM | 87121 | 0.08 |
| Buda | TX | 78610 | 0.08 |
| Mineral Wells | TX | 76067 | 0.08 |

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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