



The **Retail** Coach®

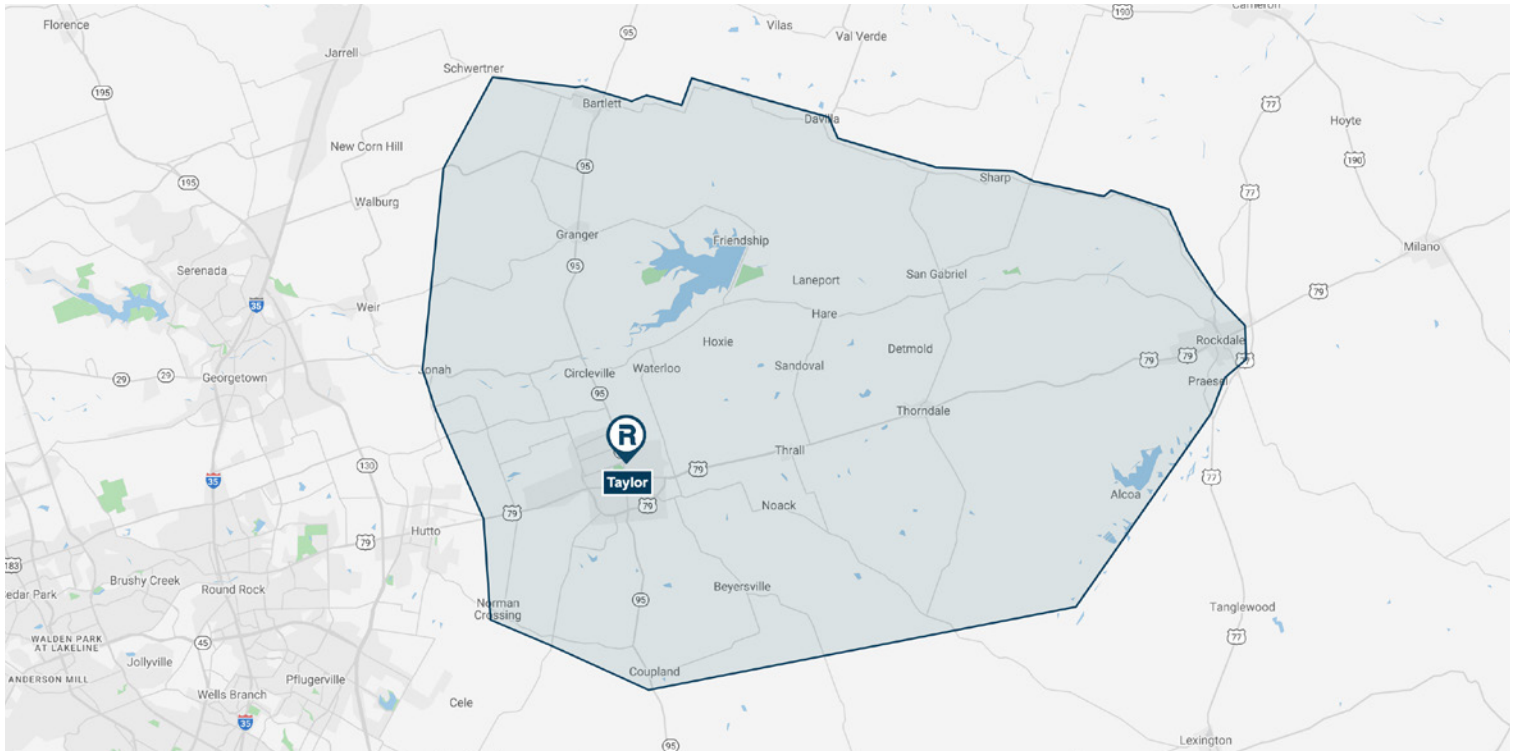
Retail Trade Area Demographic Profile

TAYLOR, TEXAS

Prepared for The Retail Coach, LLC
April 2024

Retail Trade Area • Demographic Snapshot

Taylor, Texas



Population

2020	36,648
2024	39,903
2029	43,276

Educational Attainment (%)

Graduate or Professional Degree	5.85%
Bachelors Degree	12.27%
Associate Degree	6.82%
Some College	21.47%
High School Graduate (or GED)	37.74%
Some High School, No Degree	8.24%
Less than 9th Grade	7.61%

Income

Average HH	\$89,200
Median HH	\$70,339
Per Capita	\$34,596

Age

0 - 9 Years	11.33%
10 - 17 Years	10.83%
18 - 24 Years	9.38%
25 - 34 Years	10.39%
35 - 44 Years	12.41%
45 - 54 Years	12.22%
55 - 64 Years	13.37%
65 and Older	20.07%
Median Age	41.56
Average Age	41.35

Race Distribution (%)

White	62.05%
Black/African American	7.30%
American Indian/Alaskan	1.23%
Asian	0.67%
Native Hawaiian/Islander	0.09%
Other Race	12.95%
Two or More Races	15.71%
Hispanic	35.43%



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Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	43,276	
2024 Estimate	39,903	
2020 Census	36,648	
2010 Census	35,543	
Growth 2024 - 2029		8.45%
Growth 2020 - 2024		8.88%
Growth 2010 - 2020		3.11%
2024 Est. Population by Single-Classification Race	39,903	
White Alone	24,761	62.05%
Black or African American Alone	2,914	7.30%
Amer. Indian and Alaska Native Alone	489	1.23%
Asian Alone	268	0.67%
Native Hawaiian and Other Pacific Island Alone	35	0.09%
Some Other Race Alone	5,169	12.95%
Two or More Races	6,267	15.71%
2024 Est. Population by Hispanic or Latino Origin	39,903	
Not Hispanic or Latino	25,764	64.57%
Hispanic or Latino	14,138	35.43%
Mexican	12,004	84.91%
Puerto Rican	113	0.80%
Cuban	48	0.34%
All Other Hispanic or Latino	1,974	13.96%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	14,138	
White Alone	3,843	27.18%
Black or African American Alone	137	0.97%
American Indian and Alaska Native Alone	367	2.60%
Asian Alone	17	0.12%
Native Hawaiian and Other Pacific Islander Alone	14	0.10%
Some Other Race Alone	5,025	35.54%
Two or More Races	4,734	33.48%
2024 Est. Pop by Race, Asian Alone, by Category	268	
Chinese, except Taiwanese	58	21.64%
Filipino	38	14.18%
Japanese	39	14.55%
Asian Indian	32	11.94%
Korean	10	3.73%
Vietnamese	25	9.33%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.37%
All Other Asian Races Including 2+ Category	65	24.25%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	39,903	
Arab	68	0.17%
Czech	1,957	4.90%
Danish	27	0.07%
Dutch	251	0.63%
English	2,130	5.34%
French (except Basque)	450	1.13%
French Canadian	61	0.15%
German	5,797	14.53%
Greek	14	0.04%
Hungarian	45	0.11%
Irish	2,393	6.00%
Italian	594	1.49%
Lithuanian	2	0.01%
United States or American	1,659	4.16%
Norwegian	130	0.33%
Polish	431	1.08%
Portuguese	39	0.10%
Russian	24	0.06%
Scottish	393	0.99%
Scotch-Irish	354	0.89%
Slovak	18	0.04%
Subsaharan African	135	0.34%
Swedish	434	1.09%
Swiss	115	0.29%
Ukrainian	43	0.11%
Welsh	62	0.16%
West Indian (except Hisp. groups)	32	0.08%
Other ancestries	14,523	36.40%
Ancestry Unclassified	7,717	19.34%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	28,788	76.53%
Speak Asian/Pacific Island Language at Home	117	0.31%
Speak IndoEuropean Language at Home	570	1.51%
Speak Spanish at Home	8,013	21.30%
Speak Other Language at Home	80	0.21%

Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2024 Est. Population by Age	39,903	
Age 0 - 4	2,286	5.73%
Age 5 - 9	2,236	5.60%
Age 10 - 14	2,619	6.56%
Age 15 - 17	1,703	4.27%
Age 18 - 20	1,660	4.16%
Age 21 - 24	2,083	5.22%
Age 25 - 34	4,145	10.39%
Age 35 - 44	4,954	12.41%
Age 45 - 54	4,876	12.22%
Age 55 - 64	5,335	13.37%
Age 65 - 74	4,667	11.70%
Age 75 - 84	2,490	6.24%
Age 85 and over	850	2.13%
Age 16 and over	32,194	80.68%
Age 18 and over	31,059	77.84%
Age 21 and over	29,399	73.68%
Age 65 and over	8,007	20.07%
2024 Est. Median Age		41.56
2024 Est. Average Age		41.35
2024 Est. Population by Sex	39,903	
Male	19,718	49.42%
Female	20,184	50.58%
2024 Est. Male Population by Age	19,718	
Age 0 - 4	1,173	5.95%
Age 5 - 9	1,155	5.86%
Age 10 - 14	1,354	6.87%
Age 15 - 17	889	4.51%
Age 18 - 20	868	4.40%
Age 21 - 24	1,080	5.48%
Age 25 - 34	2,045	10.37%
Age 35 - 44	2,438	12.36%
Age 45 - 54	2,369	12.01%
Age 55 - 64	2,681	13.60%
Age 65 - 74	2,278	11.55%
Age 75 - 84	1,083	5.49%
Age 85 and over	305	1.55%
2024 Est. Median Age, Male		40.39
2024 Est. Average Age, Male		40.31
2024 Est. Female Population by Age	20,184	
Age 0 - 4	1,113	5.51%
Age 5 - 9	1,081	5.36%
Age 10 - 14	1,265	6.27%
Age 15 - 17	813	4.03%
Age 18 - 20	792	3.92%
Age 21 - 24	1,003	4.97%
Age 25 - 34	2,099	10.40%
Age 35 - 44	2,517	12.47%
Age 45 - 54	2,506	12.42%
Age 55 - 64	2,654	13.15%
Age 65 - 74	2,389	11.84%
Age 75 - 84	1,407	6.97%
Age 85 and over	546	2.71%
2024 Est. Median Age, Female		42.70
2024 Est. Average Age, Female		42.36

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,625	26.33%
Males, Never Married	4,664	14.24%
Females, Never Married	3,961	12.09%
Married, Spouse present	16,428	50.15%
Married, Spouse absent	1,602	4.89%
Widowed	2,443	7.46%
Males Widowed	795	2.43%
Females Widowed	1,648	5.03%
Divorced	3,663	11.18%
Males Divorced	1,595	4.87%
Females Divorced	2,068	6.31%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,079	7.61%
Some High School, no diploma	2,251	8.24%
High School Graduate (or GED)	10,309	37.74%
Some College, no degree	5,864	21.47%
Associate Degree	1,863	6.82%
Bachelor's Degree	3,351	12.27%
Master's Degree	1,237	4.53%
Professional School Degree	185	0.68%
Doctorate Degree	177	0.65%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,791	34.62%
High School Graduate	2,891	35.86%
Some College or Associate's Degree	1,679	20.83%
Bachelor's Degree or Higher	701	8.70%
Households		
2029 Projection	16,741	
2024 Estimate	15,277	
2020 Census	13,841	
2010 Census	12,547	
Growth 2024 - 2029		9.58%
Growth 2020 - 2024		10.38%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	15,277	
Family Households	10,880	71.22%
Nonfamily Households	4,397	28.78%
2024 Est. Group Quarters Population	514	
2024 Households by Ethnicity, Hispanic/Latino	4,049	



Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2024 Est. Households by Household Income	15,277	
Income < \$15,000	1,080	7.07%
Income \$15,000 - \$24,999	921	6.03%
Income \$25,000 - \$34,999	1,432	9.37%
Income \$35,000 - \$49,999	2,007	13.14%
Income \$50,000 - \$74,999	2,659	17.41%
Income \$75,000 - \$99,999	2,360	15.45%
Income \$100,000 - \$124,999	1,681	11.00%
Income \$125,000 - \$149,999	1,116	7.30%
Income \$150,000 - \$199,999	1,032	6.75%
Income \$200,000 - \$249,999	473	3.10%
Income \$250,000 - \$499,999	386	2.53%
Income \$500,000+	129	0.84%
2024 Est. Average Household Income		\$89,200
2024 Est. Median Household Income		\$70,339
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$73,876
Black or African American Alone		\$51,272
American Indian and Alaska Native Alone		\$67,579
Asian Alone		\$59,600
Native Hawaiian and Other Pacific Islander Alone		\$32,835
Some Other Race Alone		\$57,534
Two or More Races		\$69,693
Hispanic or Latino		\$61,480
Not Hispanic or Latino		\$73,445
2024 Est. HH by Type and Presence of Own Child.	15,277	
Family Households with Children	3,806	24.91%
Family Households without Children	11,470	75.08%
Married-Couple Families	7,981	52.24%
Married-Couple Family, own children	2,782	18.21%
Married-Couple Family, no own children	5,199	34.03%
Cohabiting-Couple Families	832	5.45%
Cohabiting-Couple Family, own children	341	2.23%
Cohabiting-Couple Family, no own children	491	3.21%
Male Householder Families	2,648	17.33%
Male Householder, own children	87	0.57%
Male Householder, no own children	294	1.92%
Male Householder, only Nonrelatives	182	1.19%
Male Householder, Living Alone	2,085	13.65%
Female Householder Families	3,816	24.98%
Female Householder, own children	596	3.90%
Female Householder, no own children	926	6.06%
Female Householder, only Nonrelatives	110	0.72%
Female Householder, Living Alone	2,183	14.29%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	15,277	
1-person	4,207	27.54%
2-person	4,856	31.79%
3-person	2,390	15.64%
4-person	1,895	12.40%
5-person	1,099	7.19%
6-person	526	3.44%
7-or-more-person	303	1.98%
2024 Est. Average Household Size		2.58
2024 Est. Households by Number of Vehicles	15,277	
No Vehicles	662	4.33%
1 Vehicle	4,505	29.49%
2 Vehicles	6,030	39.47%
3 Vehicles	2,826	18.50%
4 Vehicles	866	5.67%
5 or more Vehicles	387	2.53%
2024 Est. Average Number of Vehicles		2.0
Family Households		
2029 Projection	11,937	
2024 Estimate	10,880	
2020 Estimate	9,654	
2010 Census	8,909	
Growth 2024 - 2029		9.72%
Growth 2020 - 2024		12.70%
Growth 2010 - 2020		8.36%
2024 Est. Families by Poverty Status	10,880	
2024 Families at or Above Poverty	10,060	92.46%
2024 Families at or Above Poverty with Children	4,102	37.70%
2024 Families Below Poverty	821	7.55%
2024 Families Below Poverty with Children	587	5.39%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	18,685	58.04%
Civilian Labor Force, Unemployed	1,058	3.29%
Armed Forces	25	0.08%
Not in Labor Force	12,426	38.60%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	12,422	66.54%
Non-Profit Private Workers	1,647	8.82%
Local Government Workers	203	1.09%
State Government Workers	951	5.09%
Federal Government Workers	1,492	7.99%
Self-Employed Workers	1,903	10.19%
Unpaid Family Workers	51	0.27%

Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	322	1.73%
Arts/Entertainment/Sports	185	0.99%
Building Grounds Maintenance	943	5.05%
Business/Financial Operations	538	2.88%
Community/Social Services	328	1.76%
Computer/Mathematical	618	3.31%
Construction/Extraction	1,946	10.42%
Education/Training/Library	1,077	5.77%
Farming/Fishing/Forestry	61	0.33%
Food Prep/Serving	1,363	7.30%
Health Practitioner/Technician	690	3.70%
Healthcare Support	537	2.88%
Maintenance Repair	768	4.11%
Legal	98	0.53%
Life/Physical/Social Science	111	0.60%
Management	1,940	10.39%
Office/Admin. Support	2,436	13.05%
Production	860	4.61%
Protective Services	285	1.53%
Sales/Related	1,740	9.32%
Personal Care/Service	393	2.10%
Transportation/Moving	1,430	7.66%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	10,083	54.01%
Blue Collar	5,004	26.80%
Service and Farm	3,581	19.18%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	13,632	75.64%
Car Pooled	1,789	9.93%
Public Transportation	73	0.41%
Walked	195	1.08%
Bicycle	17	0.09%
Other Means	168	0.93%
Worked at Home	2,148	11.92%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,762	
15 - 29 Minutes	3,523	
30 - 44 Minutes	4,160	
45 - 59 Minutes	1,947	
60 or more Minutes	2,125	
2024 Est. Avg Travel Time to Work in Minutes		32
2024 Est. Occupied Housing Units by Tenure	15,277	
Owner Occupied	11,023	72.15%
Renter Occupied	4,254	27.85%
2024 Owner Occ. HUs: Avg. Length of Residence		16.93 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.29 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	11,023	
Value Less than \$20,000	428	3.88%
Value \$20,000 - \$39,999	295	2.68%
Value \$40,000 - \$59,999	253	2.29%
Value \$60,000 - \$79,999	493	4.47%
Value \$80,000 - \$99,999	630	5.71%
Value \$100,000 - \$149,999	1,014	9.20%
Value \$150,000 - \$199,999	1,026	9.31%
Value \$200,000 - \$299,999	1,995	18.10%
Value \$300,000 - \$399,999	1,852	16.80%
Value \$400,000 - \$499,999	990	8.98%
Value \$500,000 - \$749,999	997	9.05%
Value \$750,000 - \$999,999	554	5.03%
Value \$1,000,000 or \$1,499,999	396	3.59%
Value \$1,500,000 or \$1,999,999	75	0.68%
Value \$2,000,000+	25	0.23%
2024 Est. Median All Owner-Occupied Housing Value		\$268,150
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	13,413	80.05%
1 Unit Attached	292	1.74%
2 Units	756	4.51%
3 or 4 Units	325	1.94%
5 to 19 Units	325	1.94%
20 to 49 Units	84	0.50%
50 or More Units	118	0.70%
Mobile Home or Trailer	1,432	8.55%
Boat, RV, Van, etc.	11	0.07%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	1,411	8.42%
Housing Units Built 2010 to 2019	1,340	8.00%
Housing Units Built 2000 to 2009	2,571	15.34%
Housing Units Built 1990 to 1999	1,708	10.19%
Housing Units Built 1980 to 1989	2,364	14.11%
Housing Units Built 1970 to 1979	2,401	14.33%
Housing Units Built 1960 to 1969	1,082	6.46%
Housing Units Built 1950 to 1959	1,464	8.74%
Housing Units Built 1940 to 1949	766	4.57%
Housing Unit Built 1939 or Earlier	1,649	9.84%
2024 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, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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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