



The**Retail**Coach.®

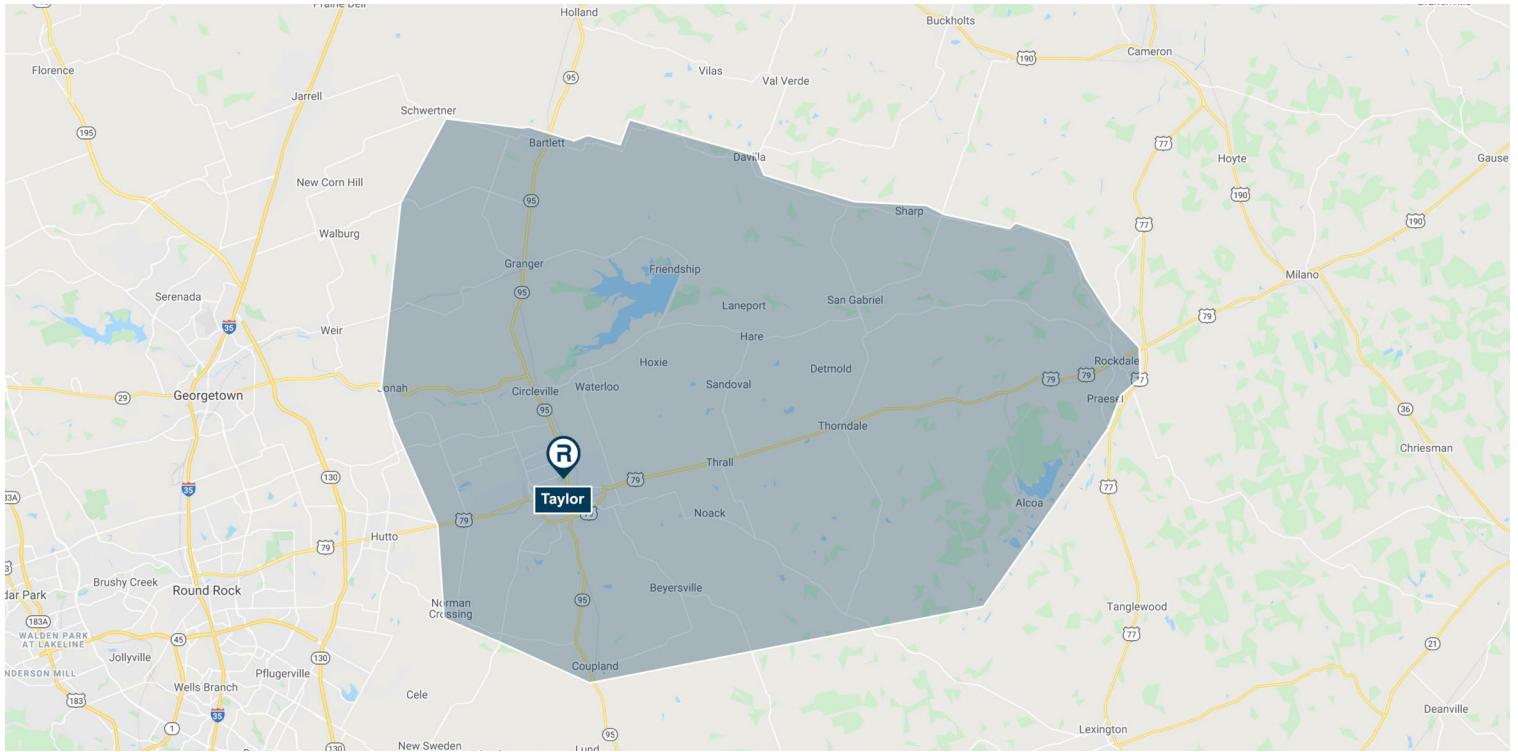
# Retail Trade Area Demographic Profile

TAYLOR, TEXAS

Prepared for City of Taylor  
January 2022

# Retail Trade Area • Demographic Snapshot

## Taylor, Texas



### Population

2010	35,709
2022	41,020

### Educational Attainment (%)

Graduate or Professional Degree	4.57%
Bachelors Degree	10.46%
Associate Degree	7.35%
Some College	21.18%
High School Graduate (GED)	38.29%
Some High School, No Degree	9.64%
Less than 9th Grade	8.52%

### Income

Average HH	\$83,321
Median HH	\$62,410
Per Capita	\$32,440

### Age

0 - 9 Years	11.53%
10 - 17 Years	10.95%
18 - 24 Years	8.83%
25 - 34 Years	12.91%
35 - 44 Years	13.67%
45 - 54 Years	12.38%
55 - 64 Years	11.69%
65 and Older	18.05%
Median Age	39.22
Average Age	40.17

### Race Distribution (%)

White	76.11%
Black/African American	7.36%
American Indian/Alaskan	1.11%
Asian	1.09%
Native Hawaiian/Islander	0.08%
Other Race	11.03%
Two or More Races	3.23%
Hispanic	36.78%



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# Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Estimate	41,020	
2010 Census	35,709	
2000 Census	33,288	
Growth 2010 - 2022		14.87%
Growth 2000 - 2010		7.27%
<b>2022 Est. Population by Single-Classification Race</b>	<b>41,020</b>	
White Alone	31,219	76.11%
Black or African American Alone	3,017	7.36%
Amer. Indian and Alaska Native Alone	456	1.11%
Asian Alone	448	1.09%
Native Hawaiian and Other Pacific Island Alone	31	0.08%
Some Other Race Alone	4,524	11.03%
Two or More Races	1,326	3.23%
<b>2022 Est. Population by Hispanic or Latino Origin</b>	<b>41,020</b>	
Not Hispanic or Latino	25,935	63.23%
Hispanic or Latino	15,085	36.78%
Mexican	13,636	90.39%
Puerto Rican	149	0.99%
Cuban	32	0.21%
All Other Hispanic or Latino	1,268	8.41%
<b>2022 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>15,085</b>	
White Alone	9,292	61.60%
Black or African American Alone	264	1.75%
American Indian and Alaska Native Alone	310	2.06%
Asian Alone	23	0.15%
Native Hawaiian and Other Pacific Islander Alone	8	0.05%
Some Other Race Alone	4,474	29.66%
Two or More Races	714	4.73%
<b>2022 Est. Pop by Race, Asian Alone, by Category</b>	<b>448</b>	
Chinese, except Taiwanese	73	16.30%
Filipino	48	10.71%
Japanese	57	12.72%
Asian Indian	124	27.68%
Korean	16	3.57%
Vietnamese	53	11.83%
Cambodian	2	0.45%
Hmong	0	0.00%
Laotian	1	0.22%
Thai	1	0.22%
All Other Asian Races Including 2+ Category	73	16.30%

DESCRIPTION	DATA	%
<b>2022 Est. Population by Ancestry</b>	<b>41,020</b>	
Arab	589	1.44%
Czech	1,742	4.25%
Danish	39	0.10%
Dutch	208	0.51%
English	1,703	4.15%
French (except Basque)	483	1.18%
French Canadian	29	0.07%
German	5,847	14.25%
Greek	69	0.17%
Hungarian	73	0.18%
Irish	2,776	6.77%
Italian	575	1.40%
Lithuanian	5	0.01%
United States or American	1,720	4.19%
Norwegian	210	0.51%
Polish	297	0.72%
Portuguese	73	0.18%
Russian	46	0.11%
Scottish	383	0.93%
Scotch-Irish	317	0.77%
Slovak	13	0.03%
Subsaharan African	136	0.33%
Swedish	352	0.86%
Swiss	59	0.14%
Ukrainian	61	0.15%
Welsh	90	0.22%
West Indian (except Hisp. groups)	93	0.23%
Other ancestries	14,957	36.46%
Ancestry Unclassified	8,075	19.69%
<b>2022 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	29,378	75.69%
Speak Asian/Pacific Island Language at Home	190	0.49%
Speak IndoEuropean Language at Home	500	1.29%
Speak Spanish at Home	8,672	22.34%
Speak Other Language at Home	74	0.19%

# Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2022 Est. Population by Age</b>	<b>41,020</b>	
Age 0 - 4	2,206	5.38%
Age 5 - 9	2,525	6.16%
Age 10 - 14	2,759	6.73%
Age 15 - 17	1,733	4.22%
Age 18 - 20	1,563	3.81%
Age 21 - 24	2,058	5.02%
Age 25 - 34	5,296	12.91%
Age 35 - 44	5,606	13.67%
Age 45 - 54	5,076	12.38%
Age 55 - 64	4,797	11.69%
Age 65 - 74	4,100	10.00%
Age 75 - 84	2,266	5.52%
Age 85 and over	1,036	2.53%
Age 16 and over	32,966	80.37%
Age 18 and over	31,799	77.52%
Age 21 and over	30,235	73.71%
Age 65 and over	7,402	18.05%
2022 Est. Median Age		39.22
2022 Est. Average Age		40.17
<b>2022 Est. Population by Sex</b>	<b>41,020</b>	
Male	20,377	49.68%
Female	20,643	50.32%

DESCRIPTION	DATA	%
<b>2022 Est. Male Population by Age</b>	<b>20,377</b>	
Age 0 - 4	1,144	5.61%
Age 5 - 9	1,286	6.31%
Age 10 - 14	1,423	6.98%
Age 15 - 17	900	4.42%
Age 18 - 20	822	4.03%
Age 21 - 24	1,060	5.20%
Age 25 - 34	2,700	13.25%
Age 35 - 44	2,807	13.78%
Age 45 - 54	2,561	12.57%
Age 55 - 64	2,407	11.81%
Age 65 - 74	1,960	9.62%
Age 75 - 84	970	4.76%
Age 85 and over	336	1.65%
2022 Est. Median Age, Male		38.03
2022 Est. Average Age, Male		38.98
<b>2022 Est. Female Population by Age</b>	<b>20,643</b>	
Age 0 - 4	1,062	5.14%
Age 5 - 9	1,238	6.00%
Age 10 - 14	1,336	6.47%
Age 15 - 17	833	4.04%
Age 18 - 20	741	3.59%
Age 21 - 24	999	4.84%
Age 25 - 34	2,595	12.57%
Age 35 - 44	2,799	13.56%
Age 45 - 54	2,515	12.18%
Age 55 - 64	2,390	11.58%
Age 65 - 74	2,139	10.36%
Age 75 - 84	1,296	6.28%
Age 85 and over	699	3.39%
2022 Est. Median Age, Female		40.39
2022 Est. Average Age, Female		41.42

# Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	10,167	30.32%
Males, Never Married	5,422	16.17%
Females, Never Married	4,745	14.15%
Married, Spouse present	14,116	42.10%
Married, Spouse absent	2,317	6.91%
Widowed	2,515	7.50%
Males Widowed	1,022	3.05%
Females Widowed	1,493	4.45%
Divorced	4,416	13.17%
Males Divorced	2,186	6.52%
Females Divorced	2,229	6.65%
<b>2022 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	2,401	8.52%
Some High School, no diploma	2,716	9.64%
High School Graduate (or GED)	10,790	38.29%
Some College, no degree	5,967	21.18%
Associate Degree	2,070	7.35%
Bachelor's Degree	2,946	10.46%
Master's Degree	1,052	3.73%
Professional School Degree	155	0.55%
Doctorate Degree	80	0.28%
<b>2022 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	3,083	36.20%
High School Graduate	3,068	36.02%
Some College or Associate's Degree	1,764	20.71%
Bachelor's Degree or Higher	602	7.07%
<b>Households</b>		
2022 Estimate	15,343	
2010 Census	12,591	
2000 Census	11,745	
Growth 2010 - 2022		21.86%
Growth 2000 - 2010		7.20%
<b>2022 Est. Households by Household Type</b>	<b>15,343</b>	
Family Households	10,937	71.28%
Nonfamily Households	4,407	28.72%
2022 Est. Group Quarters Population	1,612	
2022 Households by Ethnicity, Hispanic/Latino	3,996	

DESCRIPTION	DATA	%
<b>2022 Est. Households by Household Income</b>	<b>15,343</b>	
Income < \$15,000	1,252	8.16%
Income \$15,000 - \$24,999	1,233	8.04%
Income \$25,000 - \$34,999	1,620	10.56%
Income \$35,000 - \$49,999	2,092	13.64%
Income \$50,000 - \$74,999	2,776	18.09%
Income \$75,000 - \$99,999	2,115	13.79%
Income \$100,000 - \$124,999	1,428	9.31%
Income \$125,000 - \$149,999	1,040	6.78%
Income \$150,000 - \$199,999	901	5.87%
Income \$200,000 - \$249,999	400	2.61%
Income \$250,000 - \$499,999	356	2.32%
Income \$500,000+	129	0.84%
2022 Est. Average Household Income		\$83,321
2022 Est. Median Household Income		\$62,410
<b>2022 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$64,821
Black or African American Alone		\$45,548
American Indian and Alaska Native Alone		\$64,039
Asian Alone		\$64,917
Native Hawaiian and Other Pacific Islander Alone		\$68,198
Some Other Race Alone		\$61,227
Two or More Races		\$43,150
Hispanic or Latino		\$51,499
Not Hispanic or Latino		\$66,970
<b>2022 Est. Family HH Type by Presence of Own Child.</b>	<b>10,937</b>	
Married-Couple Family, own children	3,289	30.07%
Married-Couple Family, no own children	4,828	44.14%
Male Householder, own children	445	4.07%
Male Householder, no own children	443	4.05%
Female Householder, own children	1,070	9.78%
Female Householder, no own children	861	7.87%
<b>2022 Est. Households by Household Size</b>	<b>15,343</b>	
1-person	4,003	26.09%
2-person	5,214	33.98%
3-person	2,423	15.79%
4-person	1,921	12.52%
5-person	1,030	6.71%
6-person	490	3.19%
7-or-more-person	263	1.71%
2022 Est. Average Household Size		2.57

# Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Households by Presence of People Under 18</b>	<b>15,343</b>	
Households with 1 or More People under Age 18:	5,542	36.12%
Married-Couple Family	3,655	65.95%
Other Family, Male Householder	534	9.64%
Other Family, Female Householder	1,305	23.55%
Nonfamily, Male Householder	38	0.69%
Nonfamily, Female Householder	10	0.18%
<b>Households with No People under Age 18:</b>	<b>9,802</b>	
Married-Couple Family	4,461	45.51%
Other Family, Male Householder	354	3.61%
Other Family, Female Householder	624	6.37%
Nonfamily, Male Householder	2,014	20.55%
Nonfamily, Female Householder	2,349	23.96%
<b>2022 Est. Households by Number of Vehicles</b>	<b>15,343</b>	
No Vehicles	620	4.04%
1 Vehicle	4,544	29.62%
2 Vehicles	6,303	41.08%
3 Vehicles	2,647	17.25%
4 Vehicles	725	4.72%
5 or more Vehicles	505	3.29%
2022 Est. Average Number of Vehicles		2.0
<b>Family Households</b>		
2022 Estimate	10,937	
2010 Census	8,946	
2000 Census	8,552	
Growth 2010 - 2022		22.26%
Growth 2000 - 2010		4.61%
<b>2022 Est. Families by Poverty Status</b>	<b>10,937</b>	
2022 Families at or Above Poverty	9,999	91.42%
2022 Families at or Above Poverty with Children	4,168	38.11%
2022 Families Below Poverty	938	8.58%
2022 Families Below Poverty with Children	657	6.01%
<b>2022 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	18,617	56.47%
Civilian Labor Force, Unemployed	1,129	3.42%
Armed Forces	13	0.04%
Not in Labor Force	13,207	40.06%

DESCRIPTION	DATA	%
<b>2022 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>18,308</b>	
For-Profit Private Workers	12,327	67.33%
Non-Profit Private Workers	1,228	6.71%
Local Government Workers	258	1.41%
State Government Workers	1,134	6.19%
Federal Government Workers	1,691	9.24%
Self-Employed Workers	1,625	8.88%
Unpaid Family Workers	45	0.25%
<b>2022 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>18,308</b>	
Architect/Engineer	323	1.76%
Arts/Entertainment/Sports	363	1.98%
Building Grounds Maintenance	918	5.01%
Business/Financial Operations	524	2.86%
Community/Social Services	272	1.49%
Computer/Mathematical	533	2.91%
Construction/Extraction	1,955	10.68%
Education/Training/Library	1,104	6.03%
Farming/Fishing/Forestry	105	0.57%
Food Prep/Serving	1,146	6.26%
Health Practitioner/Technician	538	2.94%
Healthcare Support	454	2.48%
Maintenance Repair	810	4.42%
Legal	79	0.43%
Life/Physical/Social Science	40	0.22%
Management	1,652	9.02%
Office/Admin. Support	2,342	12.79%
Production	1,212	6.62%
Protective Services	283	1.55%
Sales/Related	1,707	9.32%
Personal Care/Service	429	2.34%
Transportation/Moving	1,519	8.30%
<b>2022 Est. Pop 16+ by Occupation Classification</b>	<b>18,308</b>	
White Collar	9,476	51.76%
Blue Collar	5,496	30.02%
Service and Farm	3,336	18.22%
<b>2022 Est. Workers Age 16+ by Transp. to Work</b>	<b>17,876</b>	
Drove Alone	14,437	80.76%
Car Pooled	2,044	11.43%
Public Transportation	75	0.42%
Walked	139	0.78%
Bicycle	42	0.24%
Other Means	161	0.90%
Worked at Home	978	5.47%

# Retail Trade Area • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
<b>2022 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	4,905	
15 - 29 Minutes	3,558	
30 - 44 Minutes	4,194	
45 - 59 Minutes	2,254	
60 or more Minutes	2,135	
2022 Est. Avg Travel Time to Work in Minutes		33
2022 Est. Occupied Housing Units by Tenure	15,343	
Owner Occupied	10,884	70.94%
Renter Occupied	4,460	29.07%
2022 Owner Occ. HUs: Avg. Length of Residence		14.91%
2022 Renter Occ. HUs: Avg. Length of Residence		6.69%
<b>2022 Est. Owner-Occupied Housing Units by Value</b>	<b>15,343</b>	
Value Less than \$20,000	206	1.89%
Value \$20,000 - \$39,999	327	3.00%
Value \$40,000 - \$59,999	322	2.96%
Value \$60,000 - \$79,999	412	3.79%
Value \$80,000 - \$99,999	844	7.75%
Value \$100,000 - \$149,999	1,382	12.70%
Value \$150,000 - \$199,999	1,094	10.05%
Value \$200,000 - \$299,999	2,111	19.39%
Value \$300,000 - \$399,999	1,697	15.59%
Value \$400,000 - \$499,999	905	8.32%
Value \$500,000 - \$749,999	875	8.04%
Value \$750,000 - \$999,999	463	4.25%
Value \$1,000,000 or \$1,499,999	208	1.91%
Value \$1,500,000 or \$1,999,999	6	0.06%
Value \$2,000,000+	31	0.28%
2022 Est. Median All Owner-Occupied Housing Value		\$239,153
<b>2022 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	13,949	80.24%
1 Unit Attached	295	1.70%
2 Units	682	3.92%
3 or 4 Units	437	2.51%
5 to 19 Units	356	2.05%
20 to 49 Units	139	0.80%
50 or More Units	192	1.10%
Mobile Home or Trailer	1,298	7.47%
Boat, RV, Van, etc.	36	0.21%

DESCRIPTION	DATA	%
<b>2022 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	3,265	18.78%
Housing Units Built 2010 to 2014	485	2.79%
Housing Units Built 2000 to 2009	2,629	15.12%
Housing Units Built 1990 to 1999	1,935	11.13%
Housing Units Built 1980 to 1989	1,966	11.31%
Housing Units Built 1970 to 1979	1,946	11.19%
Housing Units Built 1960 to 1969	1,048	6.03%
Housing Units Built 1950 to 1959	1,586	9.12%
Housing Units Built 1940 to 1949	772	4.44%
Housing Unit Built 1939 or Earlier	1,751	10.07%
2022 Est. Median Year Structure Built		1988

# 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**Retail**Coach®

## 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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