# Walmart
Mobile Data Survey

TAYLOR, TEXAS

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

# Walmart • Mobile Data Analysis

Taylor, Texas • January 1, 2022 - December 31, 2022
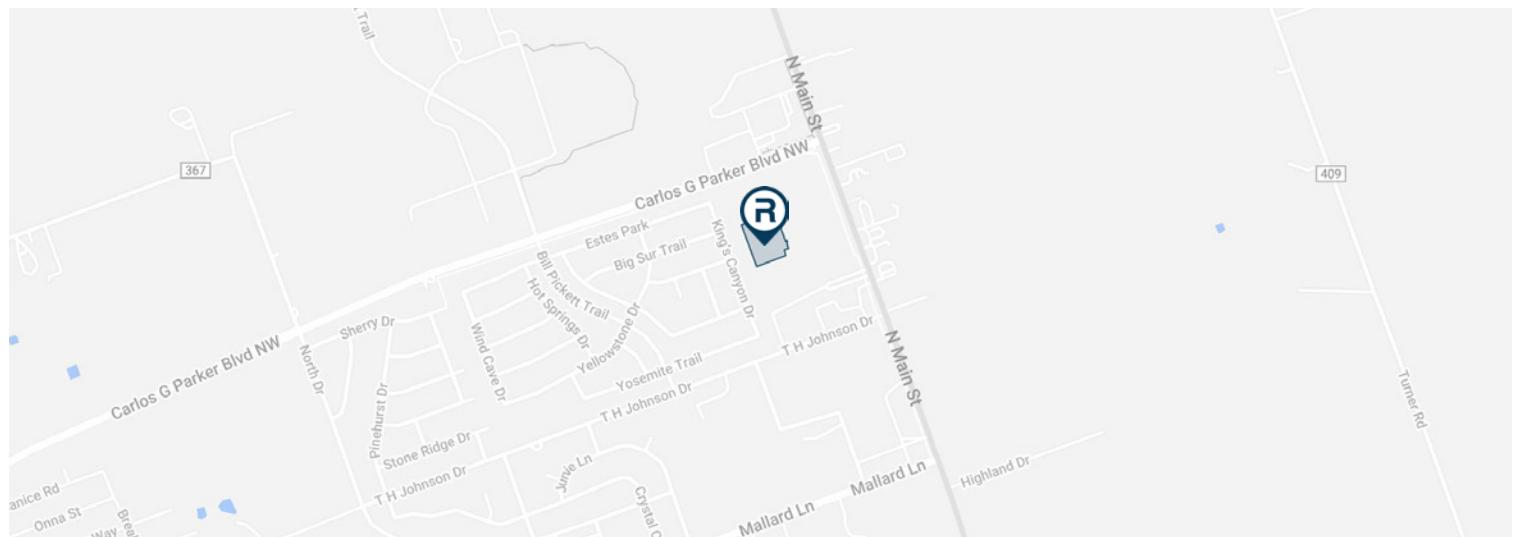
Est. # of Visits	**1.2M**
Est. # of Customers	**114.6K**
Visit Frequency	**10.71**
Average Dwell Time	**39 Minutes**

Visit Trend
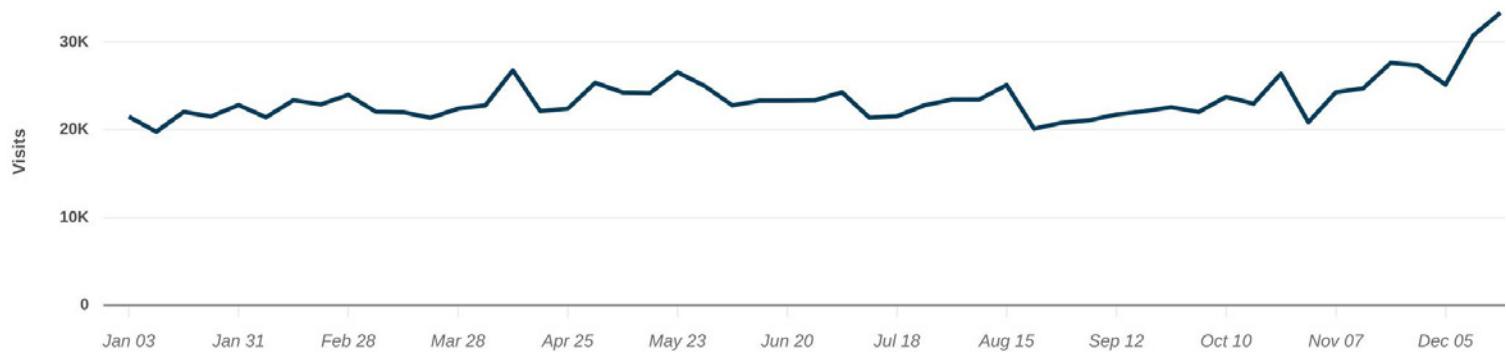
Trade Area - Home Locations
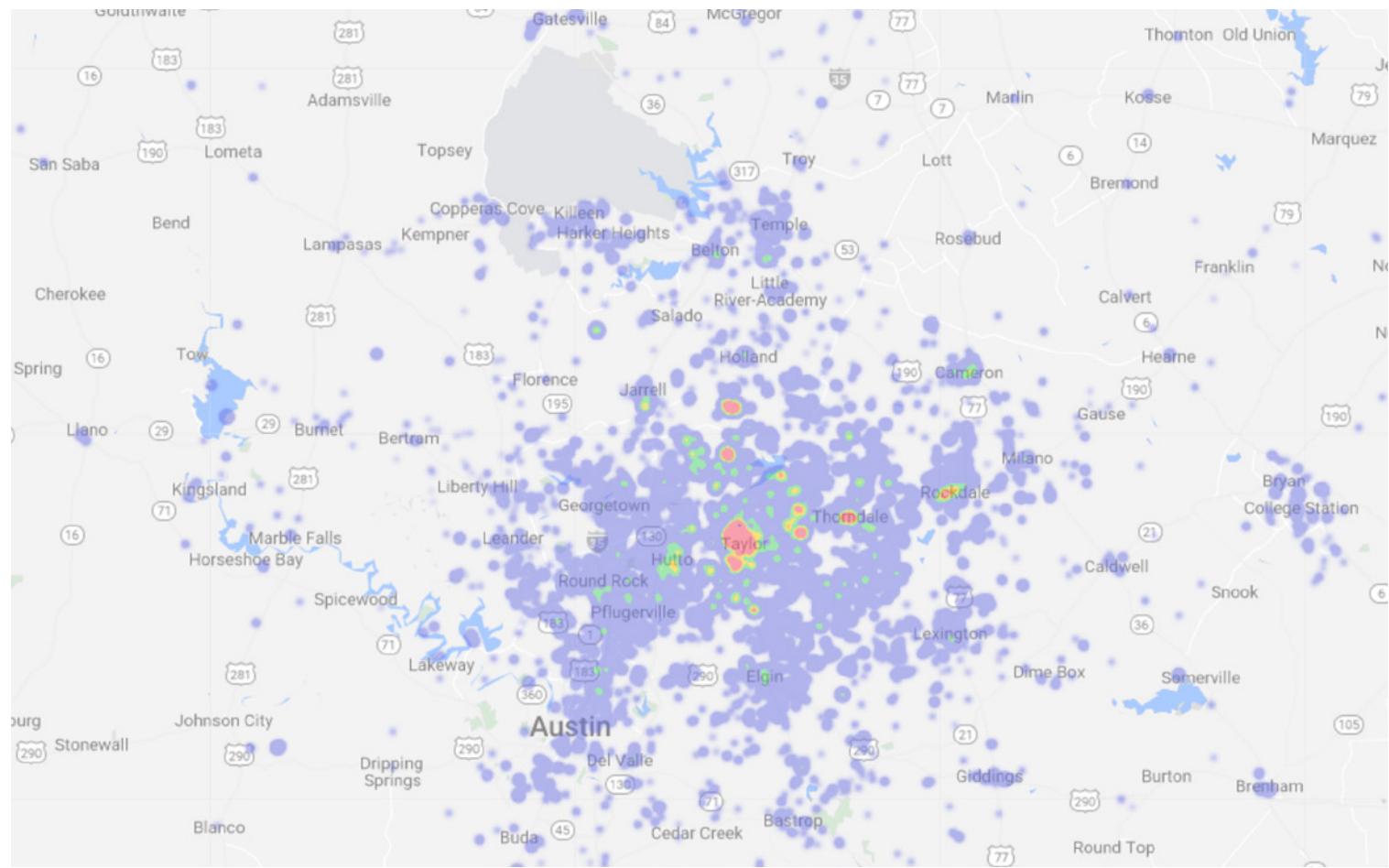
Visitor Journey - Routes

Visits

- ■ 217.5K - 749.6K
- ■ 54.9K - 217.5K
- ■ 24.6K - 54.9K
- ■ 17.8K - 24.6K
- ■ < 17.8K
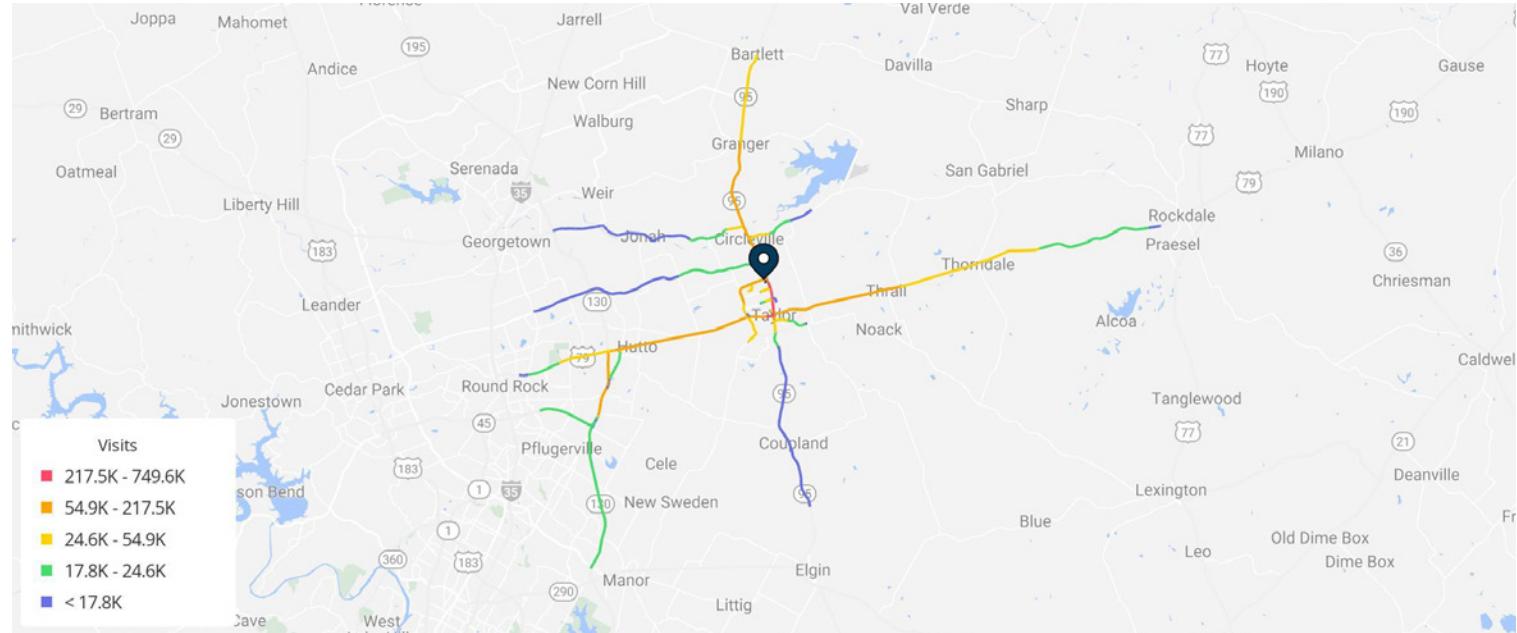
Walmart • Mobile Data Analysis

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

Customer Journey

Prior		Post	
Home	55%	Home	71%
Work	7.3%	H-E-B 100 Carlos G Parker Blvd NW #101, Taylor, TX, Un...	4.9%
H-E-B 100 Carlos G Parker Blvd NW #101, Taylor, TX, Un...	2.9%	Work	3.2%
Burkes Outlet 3100 North Main Street, Suite 101, Taylor, TX, Uni...	1.4%	McDonald's 2501 N Main, Taylor, TX, United States	1%
Mariachis de Jalisco #3 3100 N Main St, Taylor, TX, United States	1.3%	Whataburger 3510 N Main St, Taylor, TX, United States	0.8%
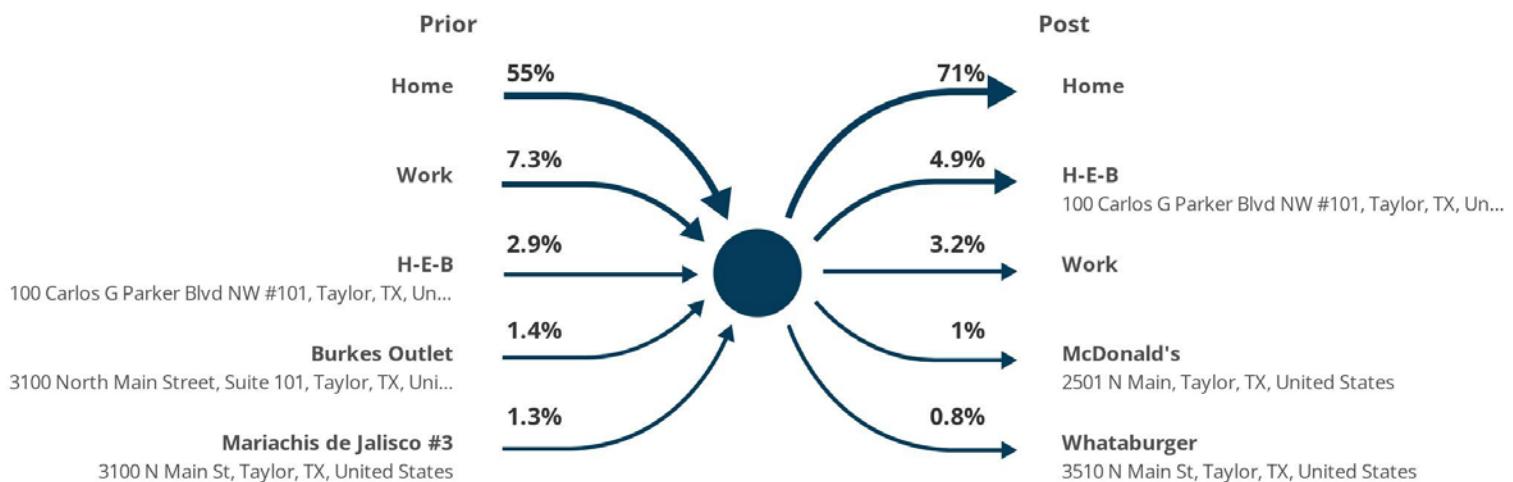
Favorite Places

| Rank	Name	Distance	Visitors
1	H-E-B / 100 Carlos G Parker Blvd NW #101, Taylor, TX 76574-7059	0.3 mi	61.1K (53.3%)
2	Hanson's Corner / 600 W Hwy 79, Hutto, TX 78634	9.2 mi	58.3K (50.9%)
3	Stone Hill Town Center / 500 Limestone Commercial Dr, Pflugerville, TX 78660	14 mi	53.6K (46.8%)
4	La Frontera Village / 2601 La Frontera Blvd, Round Rock, TX 78681	17.5 mi	45.5K (39.7%)
5	Taylor Plaza / 3114 N Main St, Taylor, TX 76574	0.5 mi	45.1K (39.4%)
6	Round Rock Premium Outlets / 4401 N Interstate Hwy, Round Rock, TX 78664	16.4 mi	36.5K (31.9%)
7	University Oaks Shopping Center / 201 University Oaks Blvd, Round Rock, TX 78665	16.3 mi	35.7K (31.2%)
8	Wolf Ranch Town Center / 1015 W University Ave, Georgetown, TX 78628	16.7 mi	35K (30.6%)
9	Whataburger / 3510 N Main St, Taylor, TX 76574	0.2 mi	34.4K (30%)
10	Boardwalk Center / 2601 S I-35 Frontage Rd, Round Rock, TX 78664	17 mi	31.3K (27.4%)

Walmart • Mobile Data Analysis

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

Hourly Visits
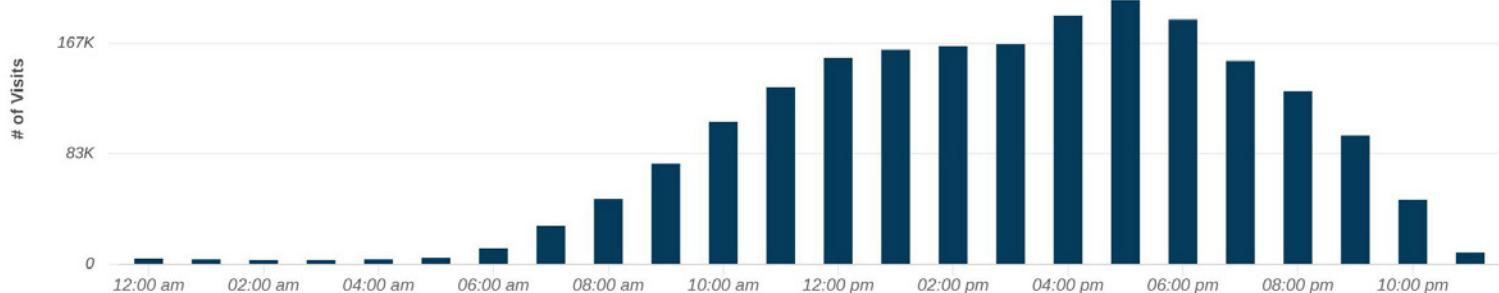
Daily Visits

Length of Stay

Average Stay	39 min
Median Stay	30 min
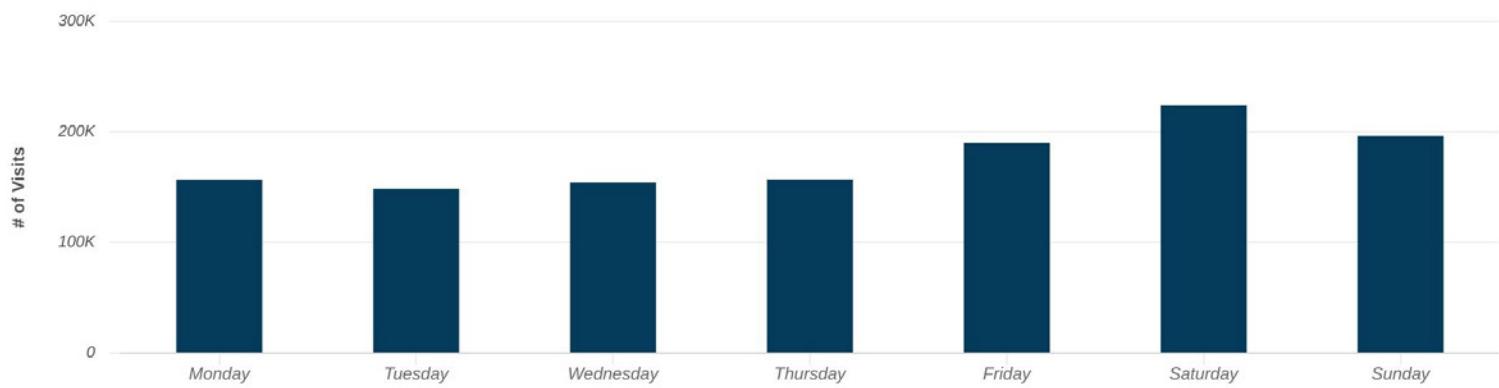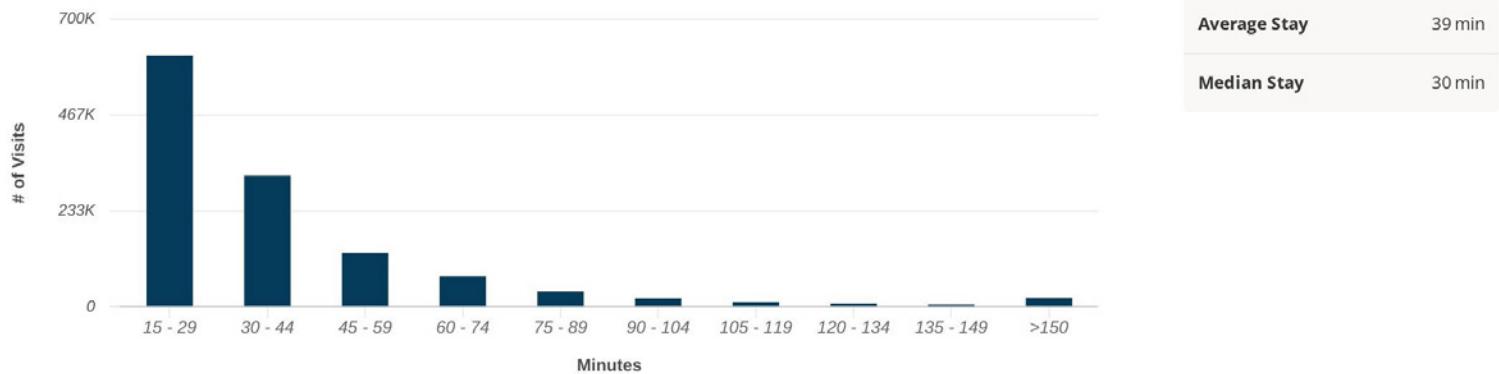
Walmart • Mobile Data Analysis

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

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Taylor	TX	76574	52.99
Granger	TX	76530	5.72
Thorndale	TX	76577	5.32
Thrall	TX	76578	3.83
Bartlett	TX	76511	3.57
Rockdale	TX	76567	3.16
Hutto	TX	78634	3.03
Elgin	TX	78621	2.27
Georgetown	TX	78626	1.15
Coupland	TX	78615	1.02
Lexington	TX	78947	0.89
Pflugerville	TX	78660	0.83
Cameron	TX	76520	0.64
Round Rock	TX	78681	0.53
Round Rock	TX	78665	0.51
Round Rock	TX	78664	0.49
Holland	TX	76534	0.44
Buckholts	TX	76518	0.34
Austin	TX	78753	0.32
Bastrop	TX	78602	0.31
Salado	TX	76571	0.28
Corpus Christi	TX	78412	0.26
Milano	TX	76556	0.26
Manor	TX	78653	0.26
Temple	TX	76502	0.24
Mc Dade	TX	78650	0.21
Hacienda Heights	CA	91745	0.21
Killeen	TX	76541	0.20
Georgetown	TX	78628	0.19
Austin	TX	78727	0.19
Austin	TX	78745	0.19
Cedar Park	TX	78613	0.18
Austin	TX	78754	0.16
Las Vegas	NM	87701	0.14
Leander	TX	78641	0.14

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Temple	TX	76504	0.14
Austin	TX	78752	0.14
Jarrell	TX	76537	0.13
Georgetown	TX	78633	0.13
Belton	TX	76513	0.12
Temple	TX	76501	0.12
Austin	TX	78729	0.12
Killeen	TX	76543	0.11
Fort Worth	TX	76102	0.11
Austin	TX	78759	0.11
Austin	TX	78758	0.10
San Marcos	TX	78666	0.10
Morgan	UT	84050	0.10
Austin	TX	78723	0.10
Austin	TX	78728	0.09
Burnet	TX	78611	0.08
Spokane	WA	99217	0.08
Gatesville	TX	76528	0.08
Austin	TX	78741	0.07
Austin	TX	78717	0.07
Falls Church	VA	22046	0.07
College Station	TX	77845	0.07
Caldwell	TX	77836	0.07
Dublin	TX	76446	0.07
Harker Heights	TX	76548	0.06
Smithville	TX	78957	0.06
Austin	TX	78704	0.06
Houston	TX	77033	0.06
Austin	TX	78748	0.06
Killeen	TX	76549	0.06
Fort Hood	TX	76544	0.06
Shallowater	TX	79363	0.06
Houston	TX	77058	0.05
Brenham	TX	77833	0.05
Giddings	TX	78942	0.05

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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.