



The **Retail**Coach®

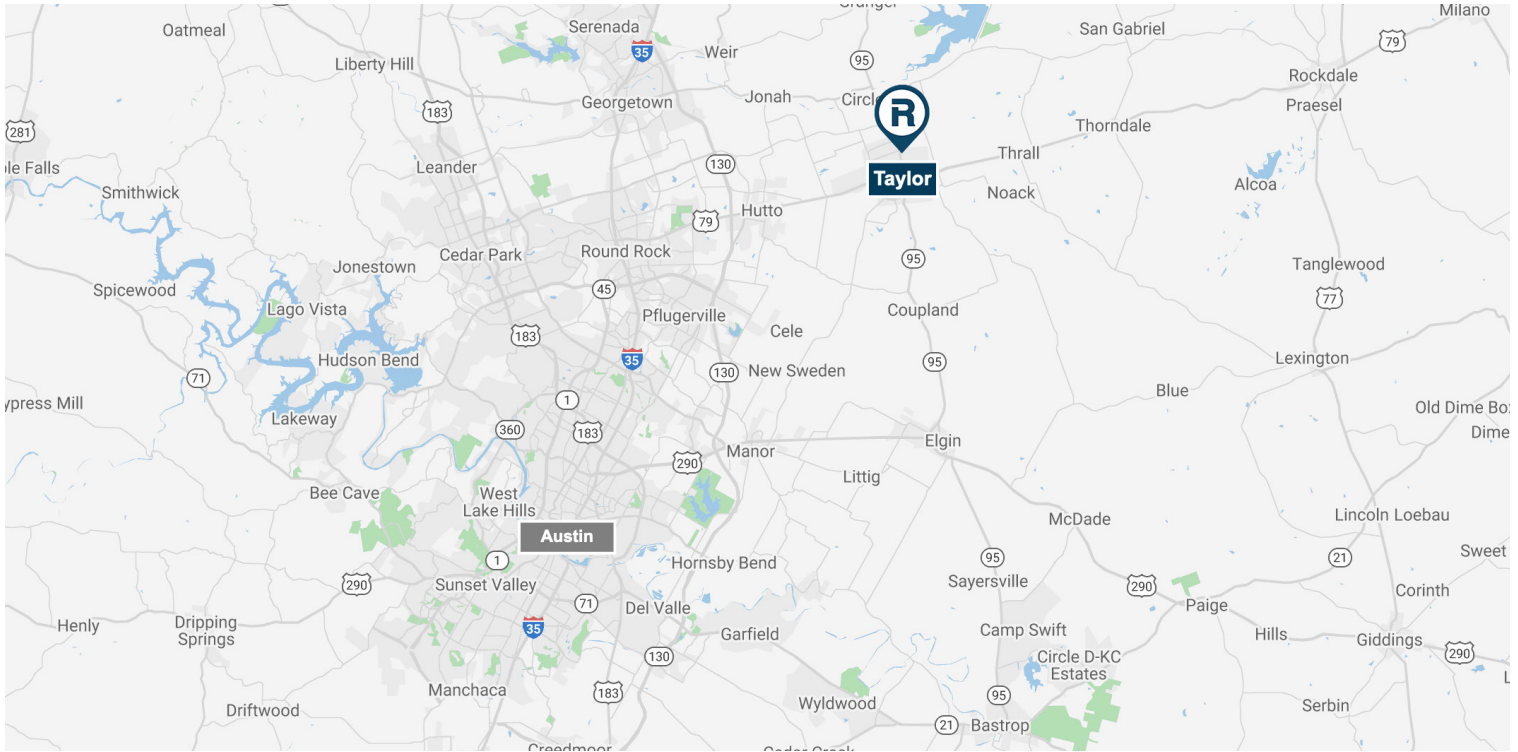
Community Demographic Profile

TAYLOR, TEXAS

Prepared for The Retail Coach, LLC
April 2024

Community • Demographic Snapshot

Taylor, Texas



Population

2020	16,267
2024	17,946
2029	19,476

Educational Attainment (%)

Graduate or Professional Degree	5.71%
Bachelors Degree	10.36%
Associate Degree	5.34%
Some College	22.67%
High School Graduate (or GED)	35.41%
Some High School, No Degree	10.37%
Less than 9th Grade	10.13%

Income

Average HH	\$85,537
Median HH	\$69,641
Per Capita	\$32,869

Age

0 - 9 Years	12.11%
10 - 17 Years	10.83%
18 - 24 Years	9.49%
25 - 34 Years	11.13%
35 - 44 Years	13.37%
45 - 54 Years	12.27%
55 - 64 Years	12.21%
65 and Older	18.59%
Median Age	39.88
Average Age	40.30

Race Distribution (%)

White	54.90%
Black/African American	9.19%
American Indian/Alaskan	1.80%
Asian	0.86%
Native Hawaiian/Islander	0.08%
Other Race	15.46%
Two or More Races	17.70%
Hispanic	43.60%



Aaron Farmer

The Retail Coach, LLC
President

86 Clark Boulevard
Tupelo, Mississippi 38804

Phone 662.844.2155
Cell 662.231.0608

AFarmer@TheRetailCoach.net
www.TheRetailCoach.net

C.Kelly Cofer

The Retail Coach, LLC
Founder & CEO

Office 662.844.2155
Cell 662.401.4327

CKCofer@TheRetailCoach.net
www.TheRetailCoach.net



Community • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
Population		
2029 Projection	19,476	
2024 Estimate	17,946	
2020 Census	16,267	
2010 Census	15,420	
Growth 2024 - 2029		8.53%
Growth 2020 - 2024		10.32%
Growth 2010 - 2020		5.49%
2024 Est. Population by Single-Classification Race	17,946	
White Alone	9,853	54.90%
Black or African American Alone	1,649	9.19%
Amer. Indian and Alaska Native Alone	324	1.80%
Asian Alone	154	0.86%
Native Hawaiian and Other Pacific Island Alone	14	0.08%
Some Other Race Alone	2,775	15.46%
Two or More Races	3,177	17.70%
2024 Est. Population by Hispanic or Latino Origin	17,946	
Not Hispanic or Latino	10,122	56.40%
Hispanic or Latino	7,824	43.60%
Mexican	6,388	81.65%
Puerto Rican	10	0.13%
Cuban	48	0.61%
All Other Hispanic or Latino	1,378	17.61%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	7,824	
White Alone	2,229	28.49%
Black or African American Alone	66	0.84%
American Indian and Alaska Native Alone	253	3.23%
Asian Alone	12	0.15%
Native Hawaiian and Other Pacific Islander Alone	7	0.09%
Some Other Race Alone	2,728	34.87%
Two or More Races	2,529	32.32%
2024 Est. Pop by Race, Asian Alone, by Category	154	
Chinese, except Taiwanese	46	29.87%
Filipino	8	5.20%
Japanese	3	1.95%
Asian Indian	30	19.48%
Korean	6	3.90%
Vietnamese	8	5.20%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	53	34.42%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	17,946	
Arab	47	0.26%
Czech	976	5.44%
Danish	14	0.08%
Dutch	22	0.12%
English	863	4.81%
French (except Basque)	151	0.84%
French Canadian	44	0.25%
German	2,143	11.94%
Greek	11	0.06%
Hungarian	15	0.08%
Irish	799	4.45%
Italian	332	1.85%
Lithuanian	1	0.01%
United States or American	528	2.94%
Norwegian	90	0.50%
Polish	255	1.42%
Portuguese	28	0.16%
Russian	1	0.01%
Scottish	147	0.82%
Scotch-Irish	161	0.90%
Slovak	17	0.10%
Subsaharan African	85	0.47%
Swedish	285	1.59%
Swiss	49	0.27%
Ukrainian	26	0.15%
Welsh	19	0.11%
West Indian (except Hisp. groups)	27	0.15%
Other ancestries	7,642	42.58%
Ancestry Unclassified	3,168	17.65%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,604	68.96%
Speak Asian/Pacific Island Language at Home	48	0.28%
Speak IndoEuropean Language at Home	422	2.51%
Speak Spanish at Home	4,670	27.75%
Speak Other Language at Home	37	0.22%

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DESCRIPTION	DATA	%
2024 Est. Population by Age	17,946	
Age 0 - 4	1,118	6.23%
Age 5 - 9	1,055	5.88%
Age 10 - 14	1,177	6.56%
Age 15 - 17	767	4.27%
Age 18 - 20	744	4.15%
Age 21 - 24	959	5.34%
Age 25 - 34	1,997	11.13%
Age 35 - 44	2,399	13.37%
Age 45 - 54	2,201	12.27%
Age 55 - 64	2,192	12.21%
Age 65 - 74	1,927	10.74%
Age 75 - 84	1,056	5.88%
Age 85 and over	354	1.97%
Age 16 and over	14,342	79.92%
Age 18 and over	13,829	77.06%
Age 21 and over	13,085	72.91%
Age 65 and over	3,337	18.59%
2024 Est. Median Age		39.88
2024 Est. Average Age		40.30
2024 Est. Population by Sex	17,946	
Male	8,746	48.74%
Female	9,200	51.27%

2024 Est. Male Population by Age	8,746	
Age 0 - 4	576	6.59%
Age 5 - 9	547	6.25%
Age 10 - 14	622	7.11%
Age 15 - 17	399	4.56%
Age 18 - 20	384	4.39%
Age 21 - 24	485	5.54%
Age 25 - 34	956	10.93%
Age 35 - 44	1,173	13.41%
Age 45 - 54	1,055	12.06%
Age 55 - 64	1,087	12.43%
Age 65 - 74	926	10.59%
Age 75 - 84	421	4.81%
Age 85 and over	115	1.31%
2024 Est. Median Age, Male		38.53
2024 Est. Average Age, Male		38.90

2024 Est. Female Population by Age	9,200	
Age 0 - 4	542	5.89%
Age 5 - 9	508	5.52%
Age 10 - 14	555	6.03%
Age 15 - 17	368	4.00%
Age 18 - 20	360	3.91%
Age 21 - 24	474	5.15%
Age 25 - 34	1,041	11.32%
Age 35 - 44	1,226	13.33%
Age 45 - 54	1,146	12.46%
Age 55 - 64	1,105	12.01%
Age 65 - 74	1,001	10.88%
Age 75 - 84	635	6.90%
Age 85 and over	239	2.60%
2024 Est. Median Age, Female		41.16
2024 Est. Average Age, Female		41.50

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,929	26.92%
Males, Never Married	2,082	14.26%
Females, Never Married	1,847	12.65%
Married, Spouse present	6,936	47.52%
Married, Spouse absent	828	5.67%
Widowed	1,072	7.34%
Males Widowed	296	2.03%
Females Widowed	776	5.32%
Divorced	1,831	12.54%
Males Divorced	703	4.82%
Females Divorced	1,128	7.73%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,228	10.13%
Some High School, no diploma	1,258	10.37%
High School Graduate (or GED)	4,294	35.41%
Some College, no degree	2,749	22.67%
Associate Degree	648	5.34%
Bachelor's Degree	1,256	10.36%
Master's Degree	583	4.81%
Professional School Degree	45	0.37%
Doctorate Degree	65	0.54%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,734	38.17%
High School Graduate	1,628	35.84%
Some College or Associate's Degree	901	19.83%
Bachelor's Degree or Higher	280	6.16%
Households		
2029 Projection	7,421	
2024 Estimate	6,760	
2020 Census	6,023	
2010 Census	5,413	
Growth 2024 - 2029		9.78%
Growth 2020 - 2024		12.24%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	6,760	
Family Households	4,791	70.87%
Nonfamily Households	1,969	29.13%
2024 Est. Group Quarters Population	354	
2024 Households by Ethnicity, Hispanic/Latino	2,251	

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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	6,760	
Income < \$15,000	472	6.98%
Income \$15,000 - \$24,999	344	5.09%
Income \$25,000 - \$34,999	611	9.04%
Income \$35,000 - \$49,999	833	12.32%
Income \$50,000 - \$74,999	1,406	20.80%
Income \$75,000 - \$99,999	1,135	16.79%
Income \$100,000 - \$124,999	773	11.44%
Income \$125,000 - \$149,999	450	6.66%
Income \$150,000 - \$199,999	376	5.56%
Income \$200,000 - \$249,999	177	2.62%
Income \$250,000 - \$499,999	139	2.06%
Income \$500,000+	44	0.65%
2024 Est. Average Household Income		\$85,537
2024 Est. Median Household Income		\$69,641
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$73,455
Black or African American Alone		\$38,670
American Indian and Alaska Native Alone		\$58,689
Asian Alone		\$46,588
Native Hawaiian and Other Pacific Islander Alone		\$32,268
Some Other Race Alone		\$77,442
Two or More Races		\$68,826
Hispanic or Latino		\$66,566
Not Hispanic or Latino		\$71,261
2024 Est. HH by Type and Presence of Own Child.	6,760	
Family Households with Children	1,726	25.53%
Family Households without Children	5,034	74.47%
Married-Couple Families	3,321	49.13%
Married-Couple Family, own children	1,098	16.24%
Married-Couple Family, no own children	2,223	32.89%
Cohabiting-Couple Families	426	6.30%
Cohabiting-Couple Family, own children	204	3.02%
Cohabiting-Couple Family, no own children	222	3.28%
Male Householder Families	1,047	15.49%
Male Householder, own children	25	0.37%
Male Householder, no own children	120	1.77%
Male Householder, only Nonrelatives	98	1.45%
Male Householder, Living Alone	804	11.89%
Female Householder Families	1,966	29.08%
Female Householder, own children	399	5.90%
Female Householder, no own children	350	5.18%
Female Householder, only Nonrelatives	48	0.71%
Female Householder, Living Alone	1,169	17.29%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	6,760	
1-person	1,841	27.23%
2-person	2,128	31.48%
3-person	1,061	15.70%
4-person	856	12.66%
5-person	484	7.16%
6-person	255	3.77%
7-or-more-person	135	2.00%
2024 Est. Average Household Size		2.60
2024 Est. Households by Number of Vehicles	6,760	
No Vehicles	364	5.38%
1 Vehicle	2,299	34.01%
2 Vehicles	2,570	38.02%
3 Vehicles	1,148	16.98%
4 Vehicles	259	3.83%
5 or more Vehicles	120	1.77%
2024 Est. Average Number of Vehicles		1.9
Family Households		
2029 Projection	5,262	
2024 Estimate	4,791	
2020 Estimate	4,150	
2010 Census	3,832	
Growth 2024 - 2029		9.83%
Growth 2020 - 2024		15.45%
Growth 2010 - 2020		8.30%
2024 Est. Families by Poverty Status	4,791	
2024 Families at or Above Poverty	4,442	92.71%
2024 Families at or Above Poverty with Children	1,849	38.59%
2024 Families Below Poverty	349	7.28%
2024 Families Below Poverty with Children	285	5.95%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,393	58.52%
Civilian Labor Force, Unemployed	564	3.93%
Armed Forces	0	0.00%
Not in Labor Force	5,385	37.55%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,750	69.44%
Non-Profit Private Workers	515	6.22%
Local Government Workers	103	1.24%
State Government Workers	368	4.44%
Federal Government Workers	761	9.19%
Self-Employed Workers	778	9.40%
Unpaid Family Workers	6	0.07%



Community • Demographic Profile

Taylor, Texas

DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	105	1.27%
Arts/Entertainment/Sports	90	1.09%
Building Grounds Maintenance	445	5.37%
Business/Financial Operations	260	3.14%
Community/Social Services	104	1.26%
Computer/Mathematical	322	3.89%
Construction/Extraction	611	7.38%
Education/Training/Library	496	5.99%
Farming/Fishing/Forestry	2	0.02%
Food Prep/Serving	821	9.91%
Health Practitioner/Technician	202	2.44%
Healthcare Support	258	3.12%
Maintenance Repair	284	3.43%
Legal	31	0.37%
Life/Physical/Social Science	68	0.82%
Management	1,059	12.79%
Office/Admin. Support	1,108	13.38%
Production	382	4.61%
Protective Services	108	1.30%
Sales/Related	726	8.77%
Personal Care/Service	126	1.52%
Transportation/Moving	673	8.13%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	4,571	55.20%
Blue Collar	1,950	23.55%
Service and Farm	1,760	21.25%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	5,852	73.98%
Car Pooled	941	11.90%
Public Transportation	6	0.08%
Walked	54	0.68%
Bicycle	17	0.22%
Other Means	98	1.24%
Worked at Home	942	11.91%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,364	
15 - 29 Minutes	1,303	
30 - 44 Minutes	2,103	
45 - 59 Minutes	759	
60 or more Minutes	793	
2024 Est. Avg Travel Time to Work in Minutes		31
2024 Est. Occupied Housing Units by Tenure	6,760	
Owner Occupied	4,574	67.66%
Renter Occupied	2,186	32.34%
2024 Owner Occ. HUs: Avg. Length of Residence		17.00 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		6.70 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	4,574	
Value Less than \$20,000	285	6.23%
Value \$20,000 - \$39,999	84	1.84%
Value \$40,000 - \$59,999	36	0.79%
Value \$60,000 - \$79,999	94	2.06%
Value \$80,000 - \$99,999	71	1.55%
Value \$100,000 - \$149,999	352	7.70%
Value \$150,000 - \$199,999	448	9.80%
Value \$200,000 - \$299,999	1,144	25.01%
Value \$300,000 - \$399,999	1,038	22.69%
Value \$400,000 - \$499,999	446	9.75%
Value \$500,000 - \$749,999	379	8.29%
Value \$750,000 - \$999,999	103	2.25%
Value \$1,000,000 or \$1,499,999	75	1.64%
Value \$1,500,000 or \$1,999,999	6	0.13%
Value \$2,000,000+	13	0.28%
2024 Est. Median All Owner-Occupied Housing Value		\$280,373
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	5,714	79.43%
1 Unit Attached	115	1.60%
2 Units	520	7.23%
3 or 4 Units	281	3.91%
5 to 19 Units	226	3.14%
20 to 49 Units	59	0.82%
50 or More Units	86	1.19%
Mobile Home or Trailer	189	2.63%
Boat, RV, Van, etc.	4	0.06%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	619	8.60%
Housing Units Built 2010 to 2019	509	7.08%
Housing Units Built 2000 to 2009	1,056	14.68%
Housing Units Built 1990 to 1999	486	6.76%
Housing Units Built 1980 to 1989	1,188	16.51%
Housing Units Built 1970 to 1979	1,191	16.56%
Housing Units Built 1960 to 1969	479	6.66%
Housing Units Built 1950 to 1959	447	6.21%
Housing Units Built 1940 to 1949	379	5.27%
Housing Unit Built 1939 or Earlier	840	11.68%
2024 Est. Median Year Structure Built		1982

[†] 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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