



The**Retail**Coach®

McDonald's Mobile Data Survey

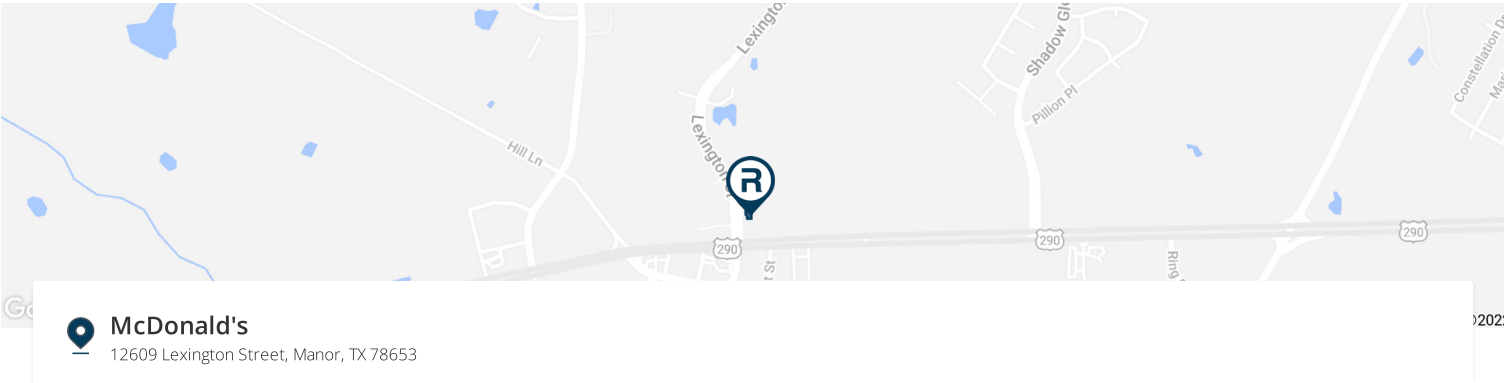
MANOR, TEXAS



Prepared for City of Manor, Texas
April 1, 2021 – March 31, 2022

McDonald's • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

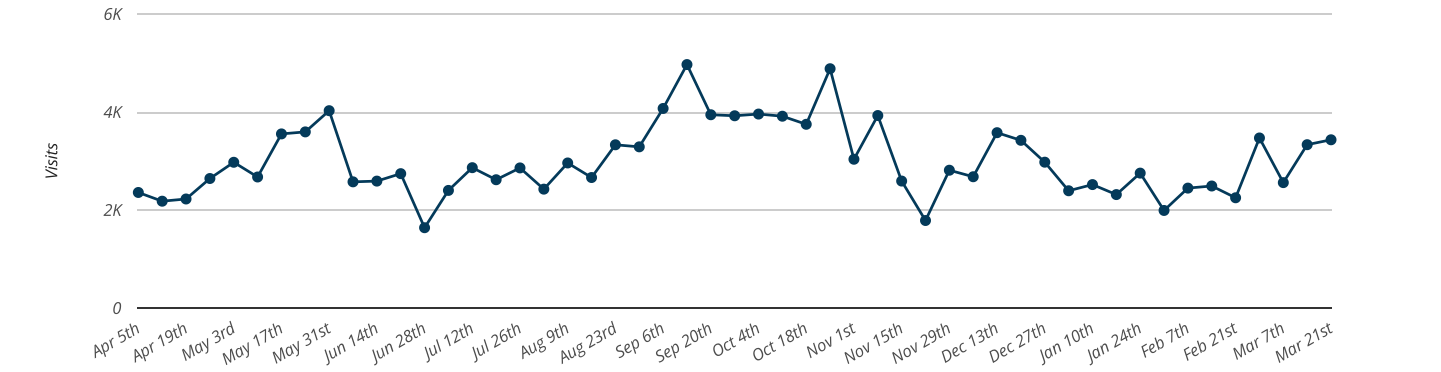


Metrics

	Est. # of Customers	Est. # of Visits
McDonald's	73.5K	157.3K

Visits Trend

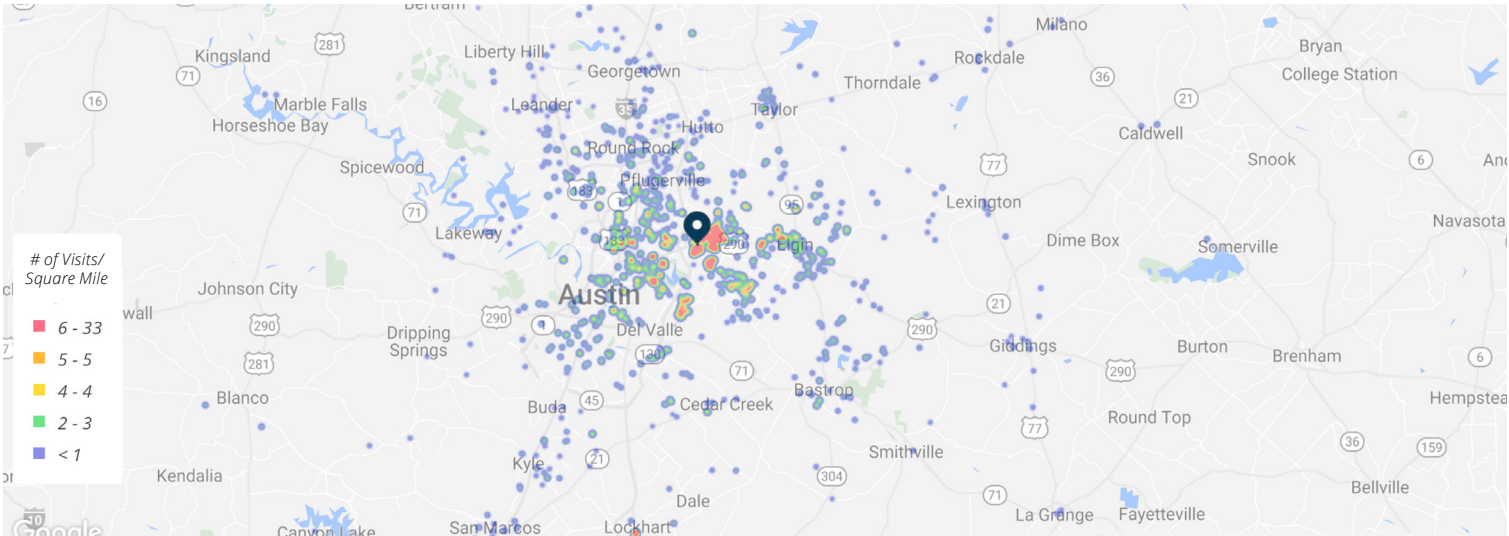
● McDonald's / Lexington Street



McDonald's • Mobile Data Analysis


Manor, Texas • April 1, 2021 — March 31, 2022

Trade Area - Home Locations



Typical Customer Persona

McDonald's



Ethnicity

Hispanic

Income

\$75K - \$100K

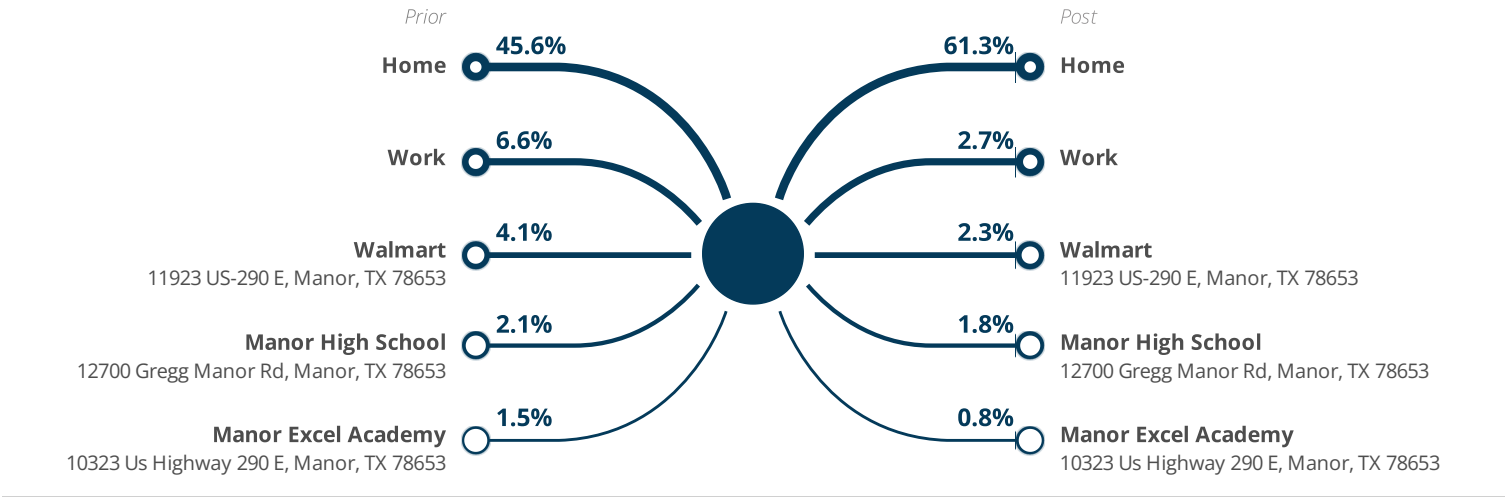
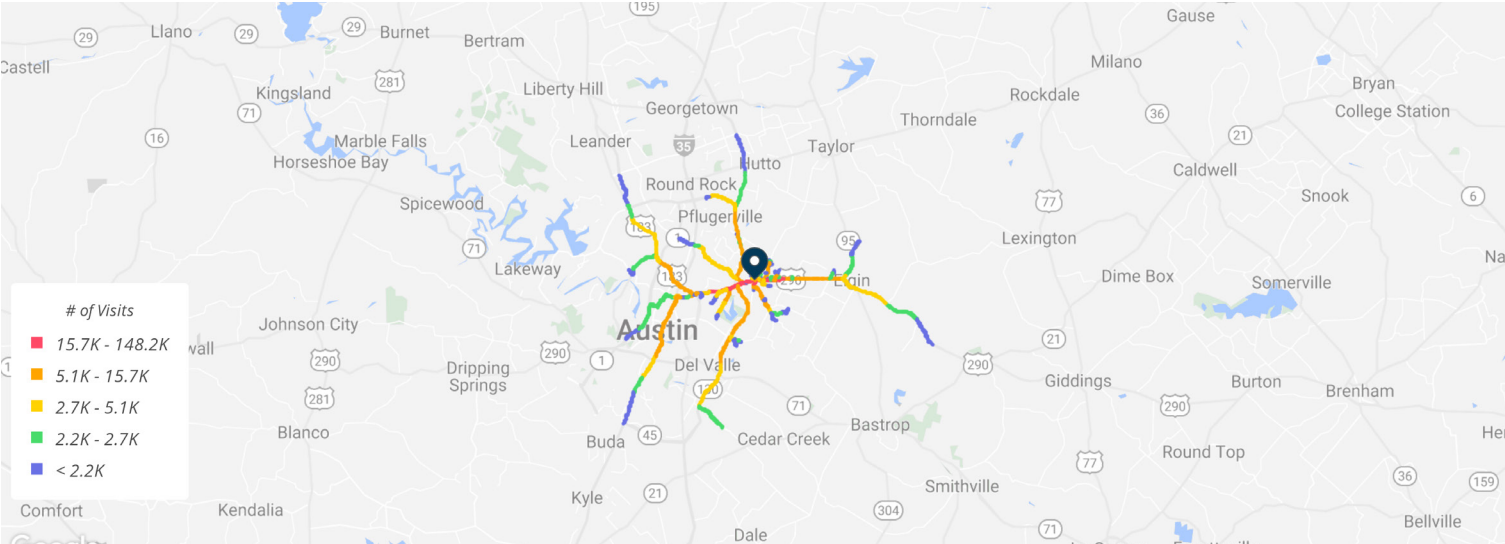
Favorite Places

1	Walmart US-290 E	0.7 mi	35.7K (48.6%)
2	Stone Hill Town Center Limestone Commercial Dr	8.54 mi	34K (46.2%)
3	Manor Commons Ring Rd	0.89 mi	30.7K (41.8%)
4	Capital Plaza N Interstate Hwy	9.27 mi	28.8K (39.2%)
5	Tech Ridge Center Canyon Ridge	7.78 mi	26K (35.4%)

McDonald's • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

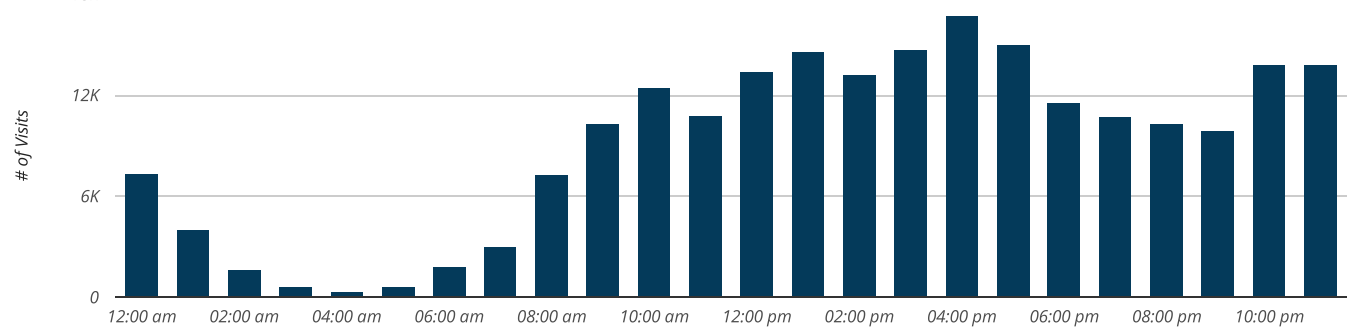
Customer Journey



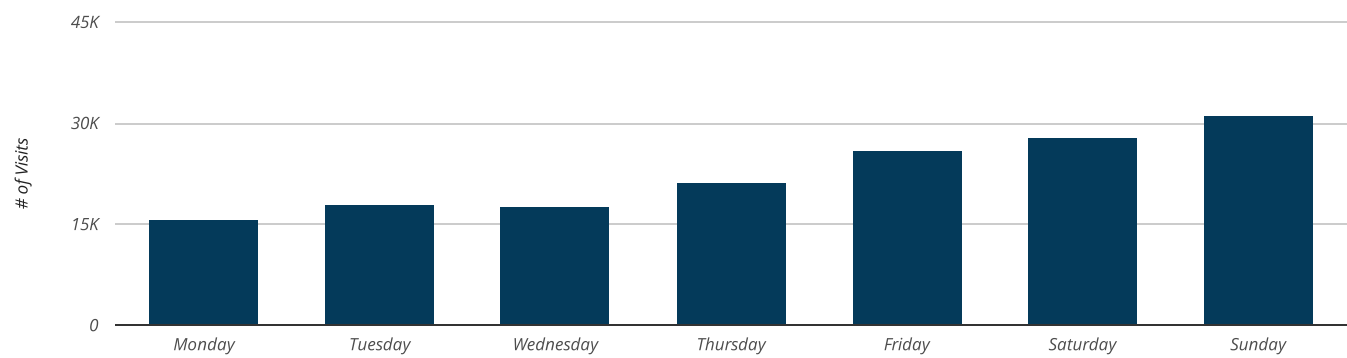
McDonald's • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

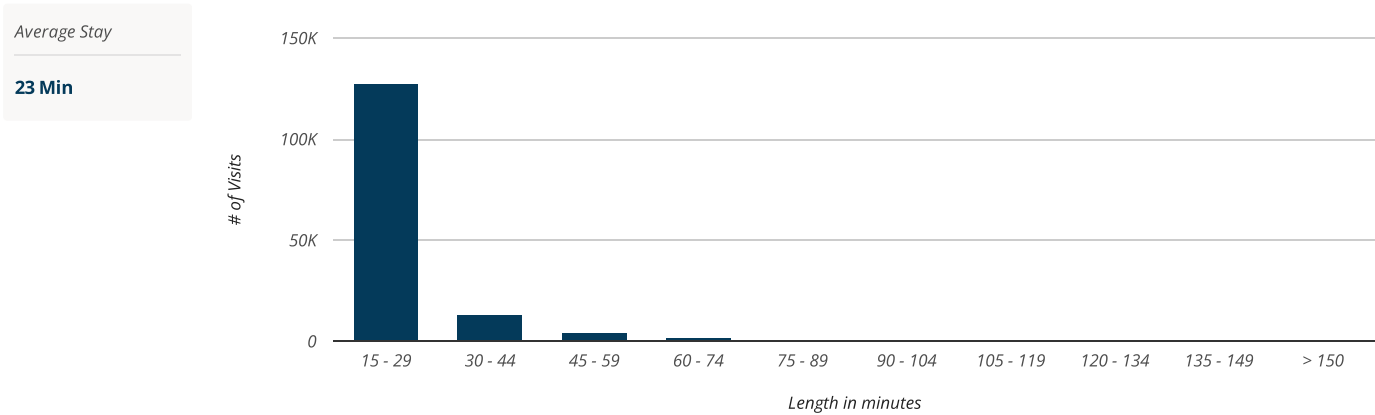
Hourly Visits



Daily Visits



Length of Stay



McDonald's • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Manor	TX	78653	18.94
Elgin	TX	78621	9.90
Austin	TX	78724	7.57
Austin	TX	78753	4.02
Austin	TX	78725	2.50
Pflugerville	TX	78660	2.44
Austin	TX	78754	2.37
Austin	TX	78723	2.11
Austin	TX	78758	1.67
Del Valle	TX	78617	1.41
Bastrop	TX	78602	1.36
Austin	TX	78741	1.32
Taylor	TX	76574	1.10
Austin	TX	78744	0.93
Austin	TX	78745	0.88
Austin	TX	78704	0.84
Austin	TX	78727	0.75
Round Rock	TX	78664	0.75
Austin	TX	78757	0.73
Austin	TX	78752	0.69
San Marcos	TX	78666	0.69
Austin	TX	78728	0.68
Kyle	TX	78640	0.66
Austin	TX	78721	0.66
Leander	TX	78641	0.65
Round Rock	TX	78681	0.63
Round Rock	TX	78665	0.62
Austin	TX	78705	0.60
Austin	TX	78759	0.56
Cedar Park	TX	78613	0.52
Austin	TX	78750	0.50
Georgetown	TX	78626	0.49
College Station	TX	77840	0.47
Hutto	TX	78634	0.43
Austin	TX	78729	0.41

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Austin	TX	78748	0.39
Giddings	TX	78942	0.37
Austin	TX	78747	0.36
Austin	TX	78702	0.36
Lexington	TX	78947	0.35
Pearland	TX	77584	0.33
Mc Dade	TX	78650	0.30
Austin	TX	78731	0.29
Lockhart	TX	78644	0.29
Fort Hood	TX	76544	0.29
Rockdale	TX	76567	0.28
Seguin	TX	78155	0.26
Killeen	TX	76542	0.26
Austin	TX	78717	0.26
San Antonio	TX	78223	0.26
Houston	TX	77080	0.25
Katy	TX	77449	0.25
Georgetown	TX	78633	0.24
Belle Glade	FL	33430	0.24
Coupland	TX	78615	0.24
Houston	TX	77041	0.24
Spring	TX	77379	0.24
Paige	TX	78659	0.24
College Station	TX	77845	0.22
Georgetown	TX	78628	0.22
Kingwood	TX	77345	0.22
Austin	TX	78726	0.21
Baltimore	MD	21230	0.20
Galveston	TX	77550	0.20
Los Angeles	CA	90018	0.19
Bryan	TX	77807	0.19
Sugar Land	TX	77479	0.18
Austin	TX	78734	0.18
Austin	TX	78735	0.17
Humble	TX	77346	0.17

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.

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



The**Retail**Coach®

Walmart Mobile Data Survey

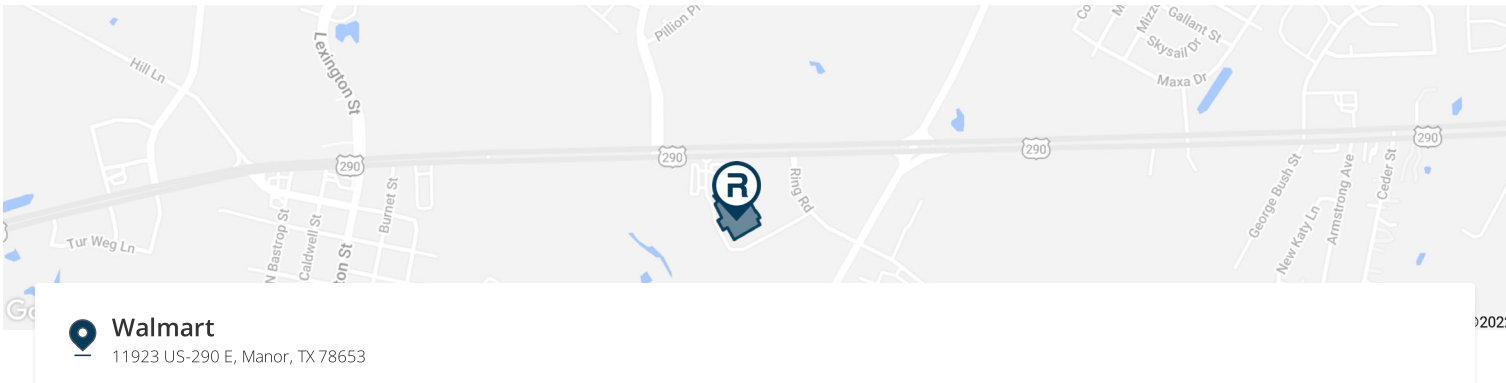
MANOR, TEXAS



Prepared for City of Manor, Texas
April 1, 2021 – March 31, 2022

Walmart • Mobile Data Analysis

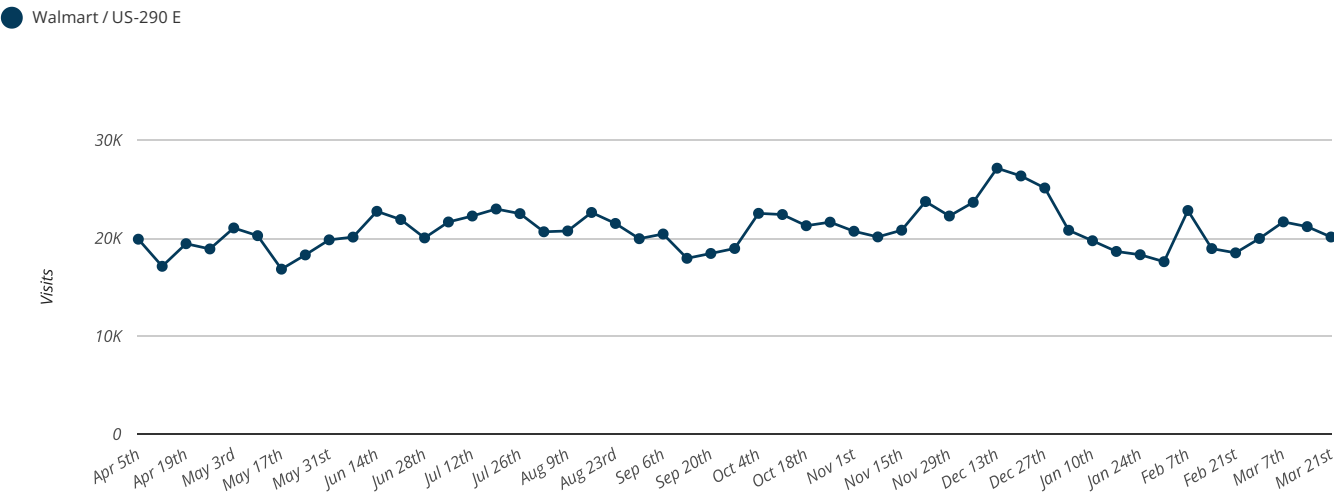
Manor, Texas • April 1, 2021 – March 31, 2022



Metrics

	Est. # of Customers	Est. # of Visits
Walmart	167.9K	1.09M

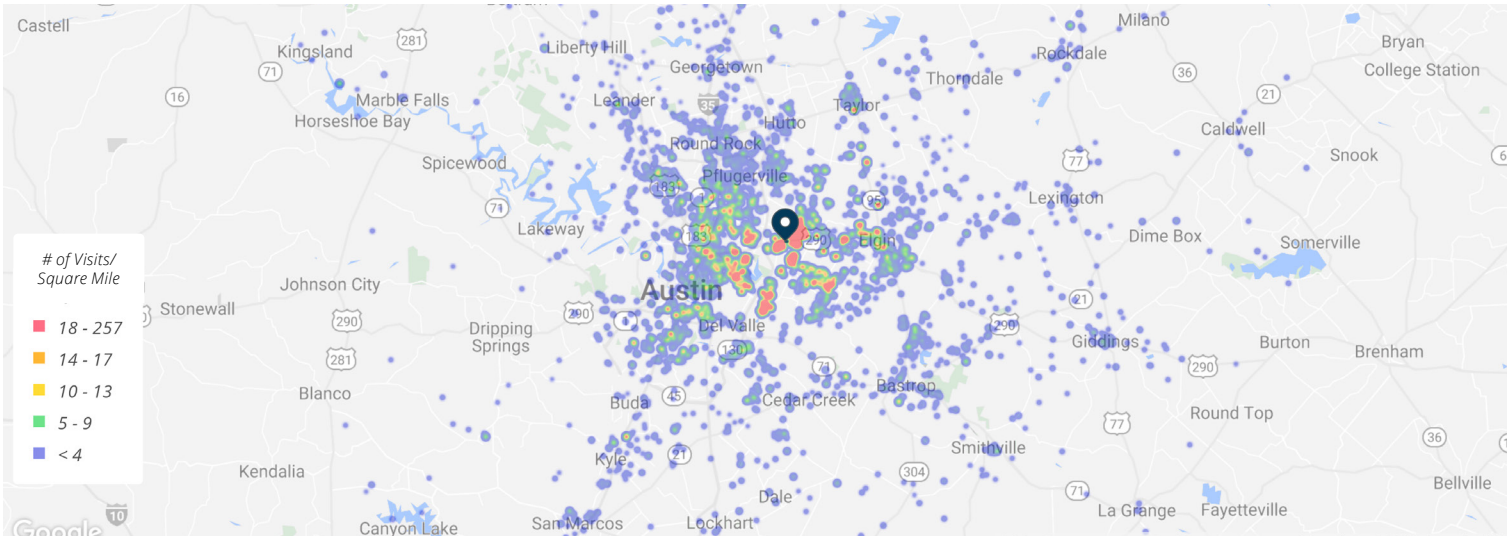
Visits Trend





Walmart • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Trade Area - Home Locations



Typical Customer Persona



Ethnicity

Hispanic

Income

\$75K - \$100K

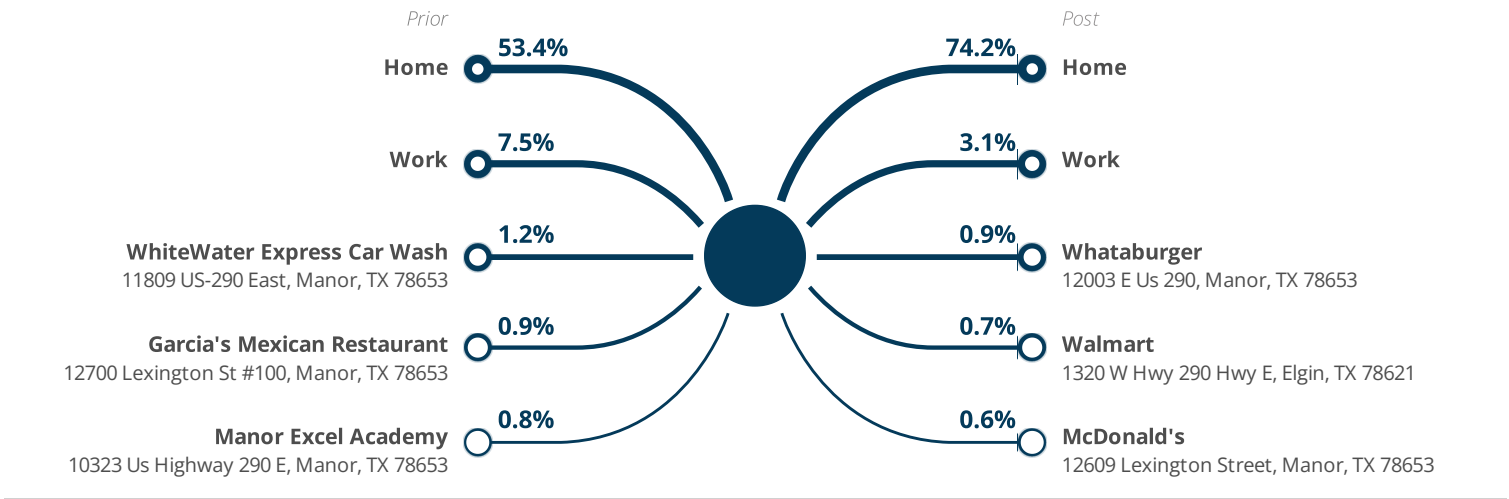
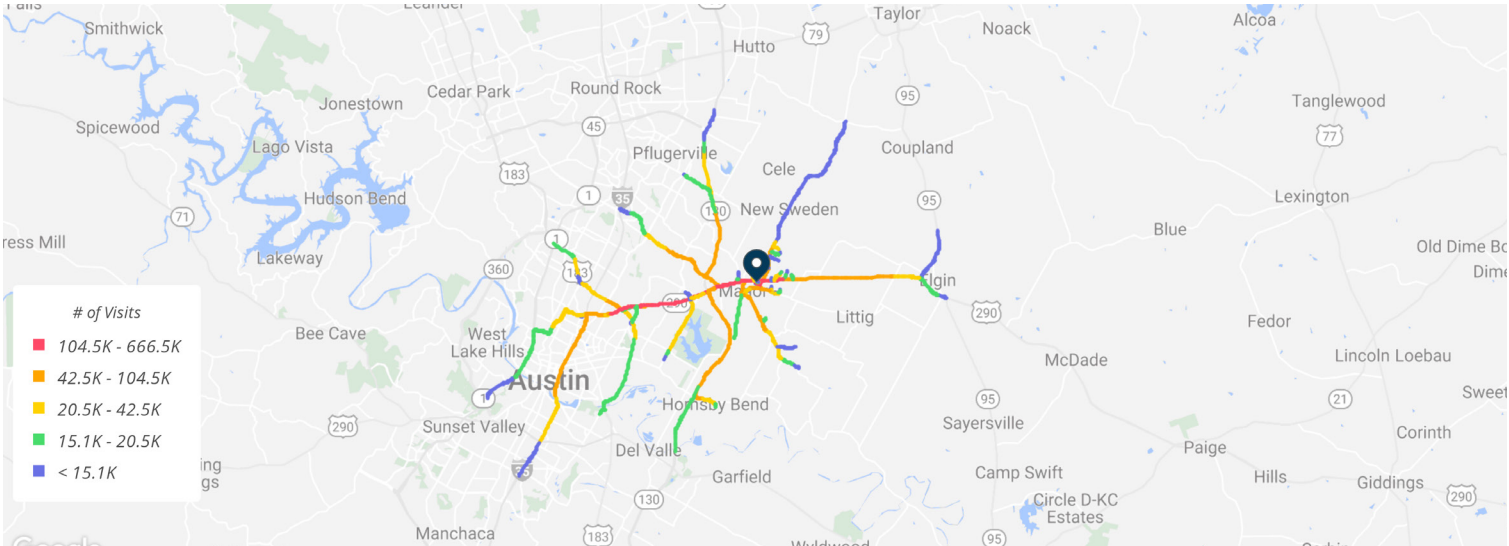
Favorite Places

1	Capital Plaza N Interstate Hwy	9.9 mi	71.1K (42.4%)
2	Stone Hill Town Center Limestone Commercial Dr	8.9 mi	65.6K (39.1%)
3	Mueller Regional Retail Center Barbara Jordan Blvd	10.29 mi	63.3K (37.7%)
4	Tech Ridge Center Canyon Ridge	8.45 mi	57.5K (34.3%)
5	Manor Commons Ring Rd	0.21 mi	56.3K (33.5%)

Walmart • Mobile Data Analysis

Manor, Texas • April 1, 2021 – March 31, 2022

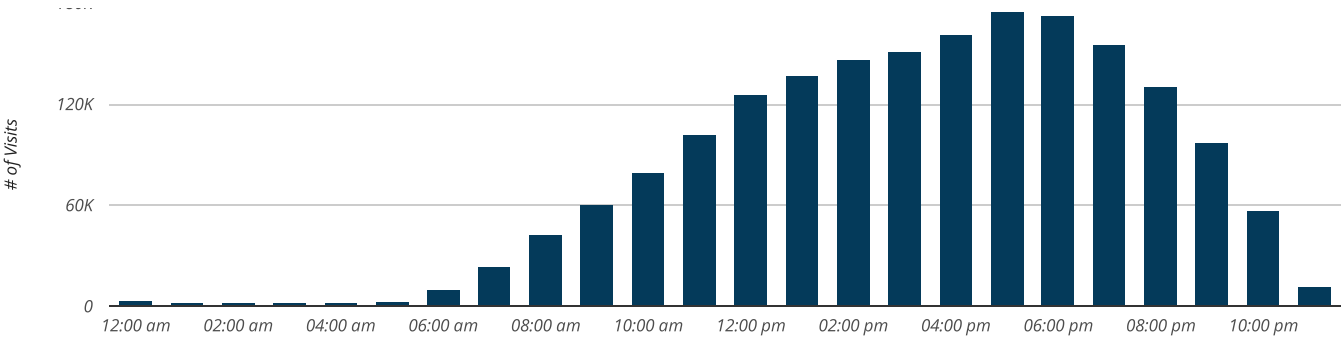
Customer Journey



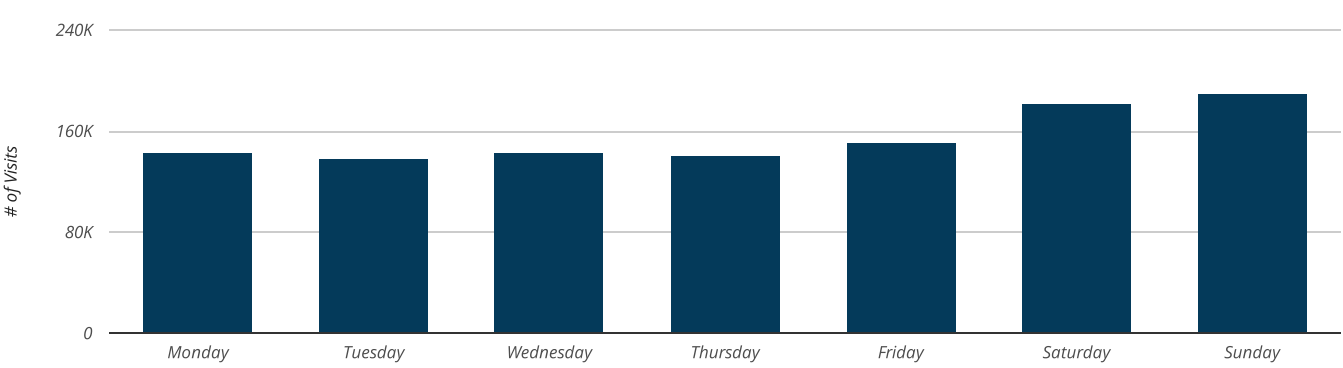
Walmart • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Hourly Visits

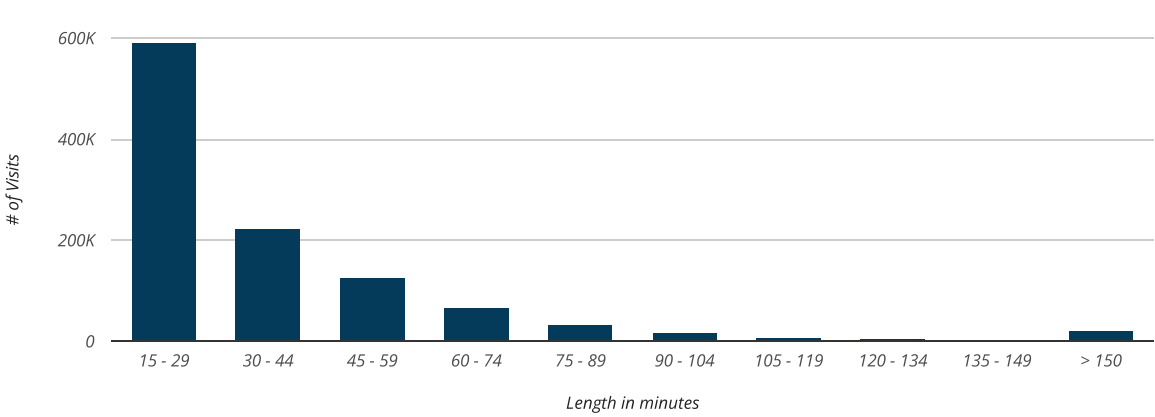


Daily Visits



Length of Stay

Average Stay
38 Min



Walmart • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Manor	TX	78653	11.47
Elgin	TX	78621	7.70
Austin	TX	78724	7.31
Austin	TX	78753	3.80
Austin	TX	78725	3.13
Pflugerville	TX	78660	2.63
Austin	TX	78723	2.62
Austin	TX	78754	2.41
Austin	TX	78741	2.10
Austin	TX	78758	2.03
Bastrop	TX	78602	1.96
Austin	TX	78744	1.57
Del Valle	TX	78617	1.54
Taylor	TX	76574	1.47
Austin	TX	78752	1.01
Austin	TX	78702	0.98
Austin	TX	78721	0.94
Round Rock	TX	78664	0.93
Austin	TX	78759	0.70
Austin	TX	78728	0.69
Giddings	TX	78942	0.65
Austin	TX	78729	0.62
Austin	TX	78727	0.61
Lexington	TX	78947	0.61
Austin	TX	78704	0.59
Cedar Creek	TX	78612	0.51
Kyle	TX	78640	0.50
Hutto	TX	78634	0.46
Smithville	TX	78957	0.46
Round Rock	TX	78681	0.45
Austin	TX	78750	0.43
Paige	TX	78659	0.40
San Marcos	TX	78666	0.39
Austin	TX	78745	0.39
Austin	TX	78748	0.38

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Austin	TX	78731	0.36
Georgetown	TX	78626	0.33
Leander	TX	78641	0.32
Rockdale	TX	76567	0.32
Round Rock	TX	78665	0.30
Austin	TX	78747	0.30
Mc Dade	TX	78650	0.29
Houston	TX	77084	0.27
Cedar Park	TX	78613	0.26
Dale	TX	78616	0.26
Georgetown	TX	78628	0.25
Coupland	TX	78615	0.25
Austin	TX	78751	0.24
College Station	TX	77840	0.23
Brenham	TX	77833	0.22
Thrall	TX	76578	0.22
Cameron	TX	76520	0.22
Austin	TX	78705	0.20
Austin	TX	78757	0.20
Austin	TX	78756	0.20
Austin	TX	78722	0.20
Austin	TX	78735	0.19
Lockhart	TX	78644	0.18
Bryan	TX	77803	0.17
Killeen	TX	76549	0.17
Seguin	TX	78155	0.16
Buda	TX	78610	0.16
Bossier City	LA	71111	0.16
Austin	TX	78717	0.16
Jacksonville	TX	75766	0.15
Houston	TX	77076	0.14
Austin	TX	78746	0.14
Abilene	TX	79603	0.14
Houston	TX	77064	0.13
Tyler	TX	75702	0.13

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.

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



The**Retail**Coach®

Whataburger Mobile Data Survey

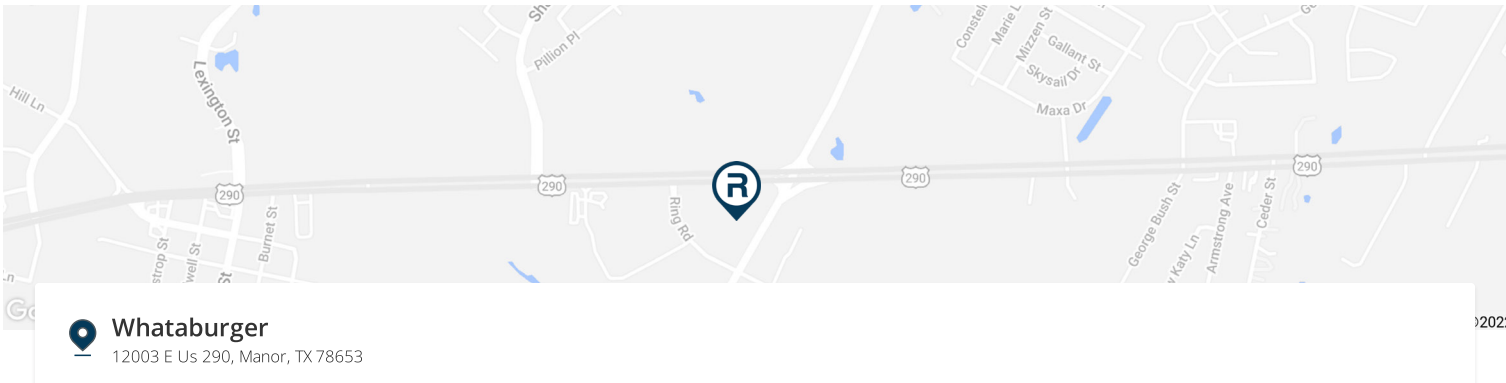
MANOR, TEXAS



Prepared for City of Manor, Texas
April 1, 2021 – March 31, 2022

Whataburger • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

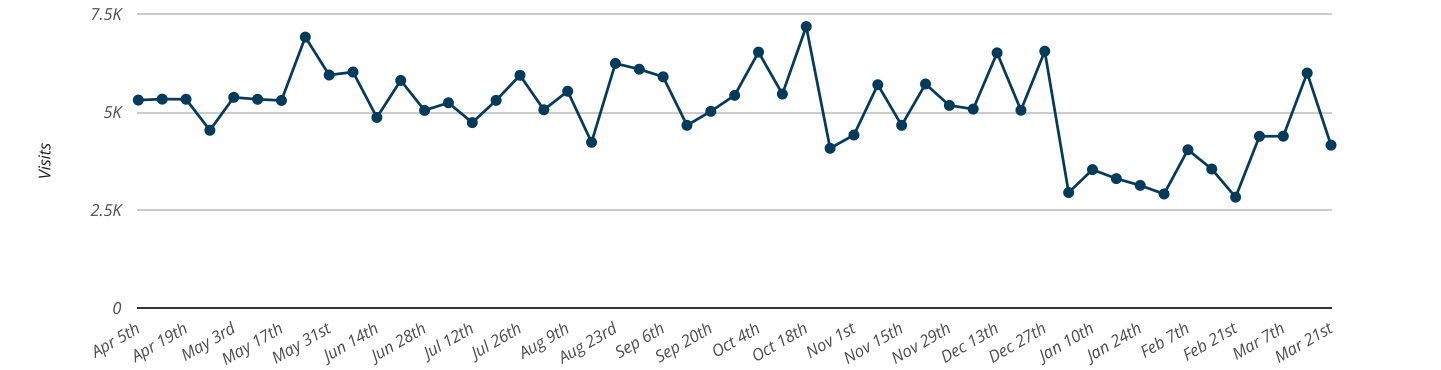


Metrics

	Est. # of Customers	Est. # of Visits
Whataburger	135.1K	263.5K

Visits Trend

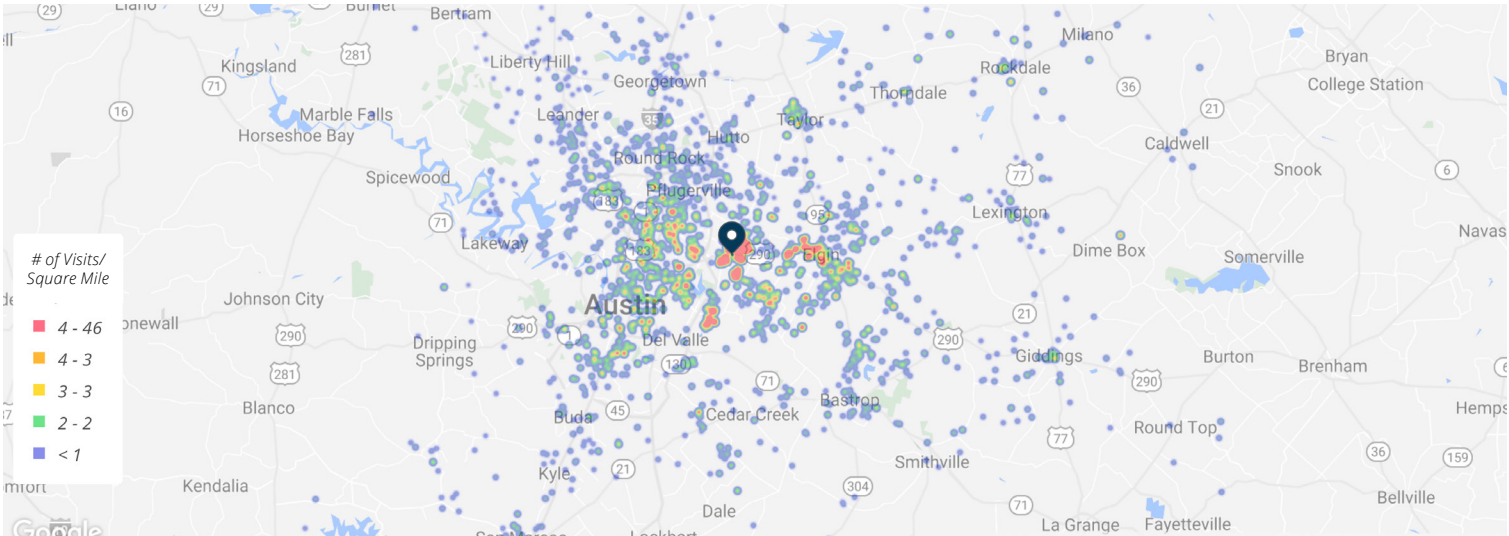
● Whataburger / E Us 290




Whataburger • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Trade Area - Home Locations



Typical Customer Persona




Ethnicity

White

Income

\$75K - \$100K

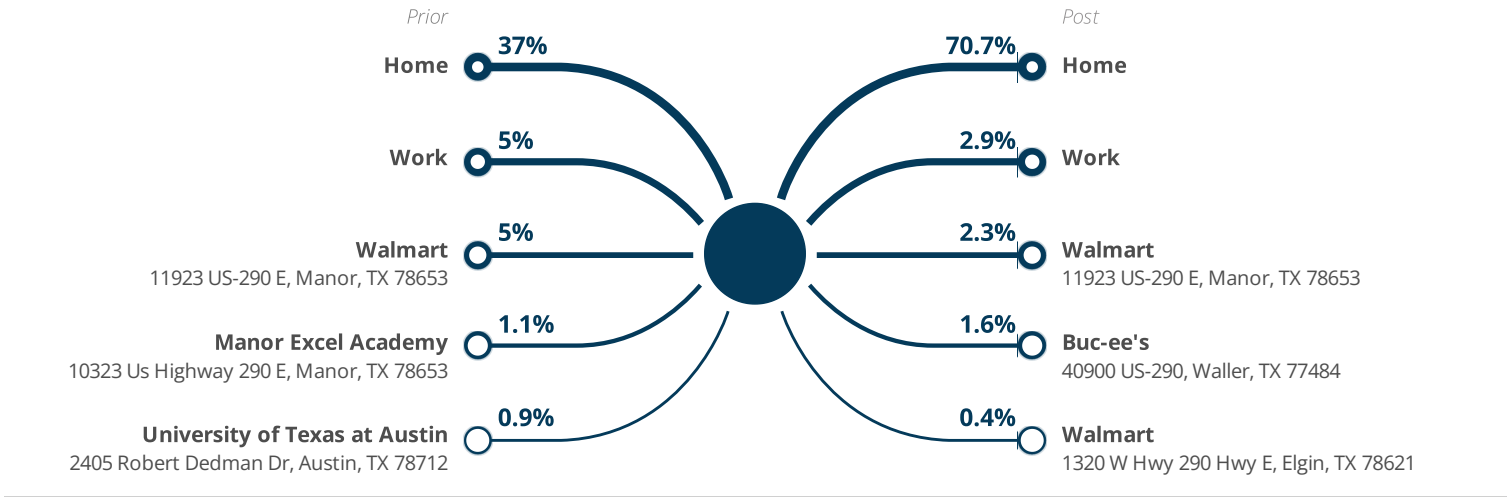
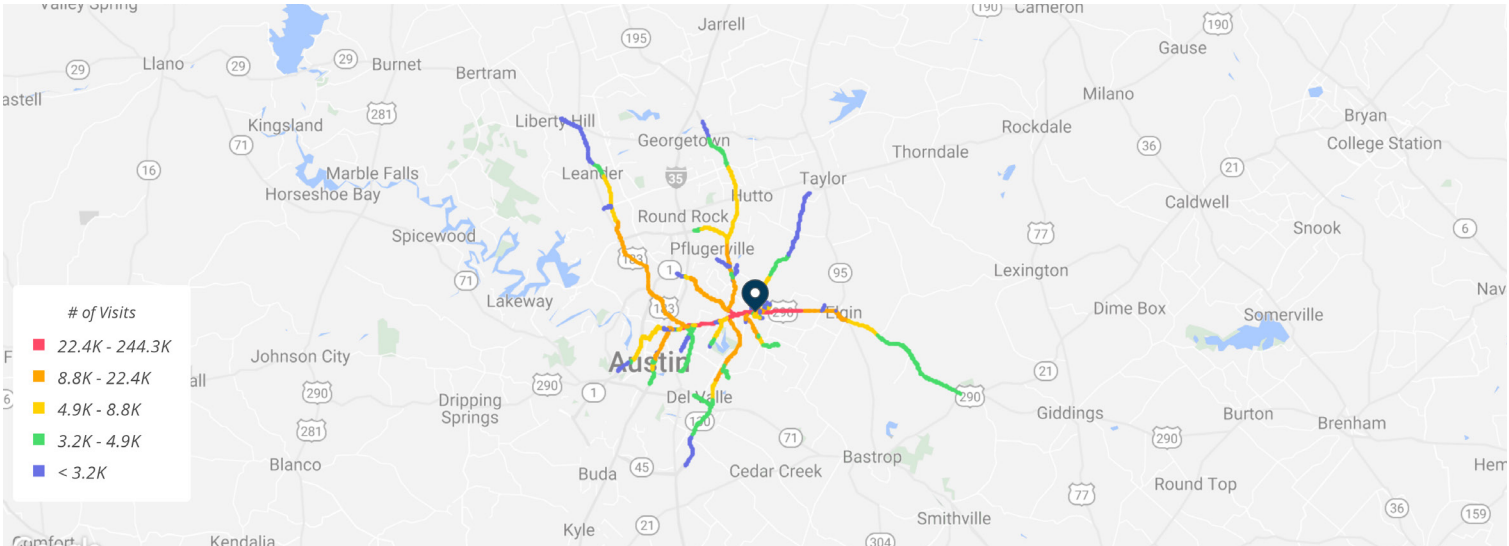
Favorite Places

1	Stone Hill Town Center Limestone Commercial Dr	8.92 mi	46K (34%)
2	Walmart US-290 E	0.24 mi	40.4K (29.9%)
3	Austin-Bergstrom International Airport Presidential Blvd	12.63 mi	38.1K (28.2%)
4	La Frontera Village La Frontera Blvd	12.51 mi	35.9K (26.6%)
5	Capital Plaza N Interstate Hwy	10.14 mi	34.6K (25.6%)

Whataburger • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

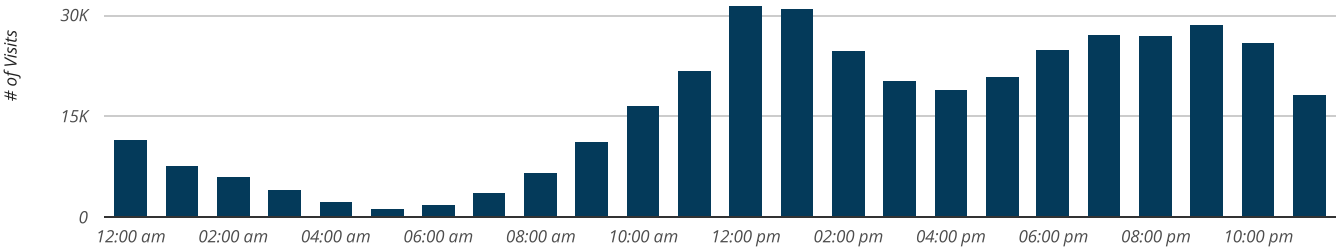
Customer Journey



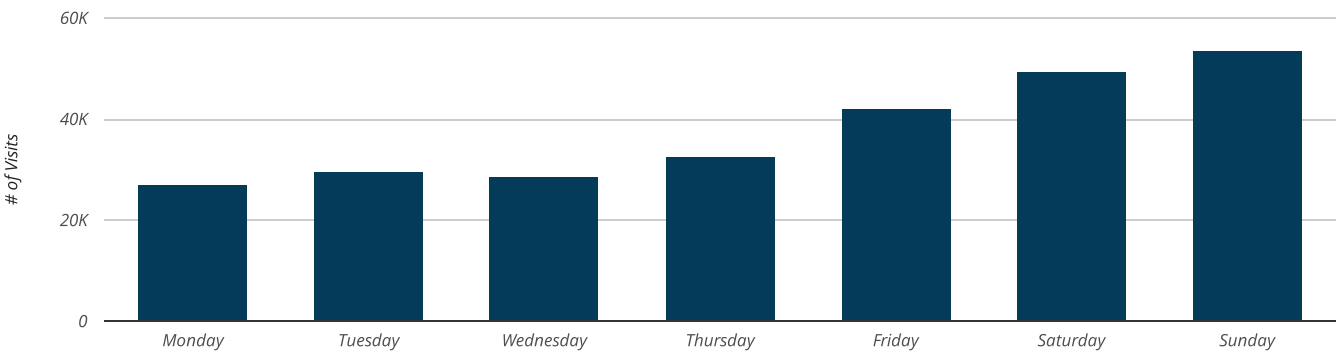
Whataburger • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Hourly Visits

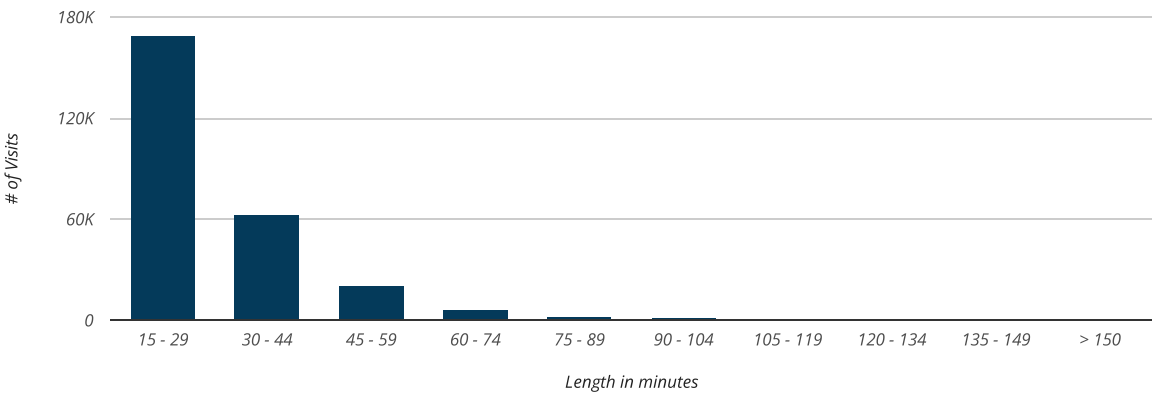


Daily Visits



Length of Stay

Average Stay
29 Min



Whataburger • Mobile Data Analysis

Manor, Texas • April 1, 2021 — March 31, 2022

Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Manor	TX	78653	10.09
Elgin	TX	78621	9.34
Austin	TX	78724	3.17
Austin	TX	78753	2.65
Pflugerville	TX	78660	2.16
Bastrop	TX	78602	1.77
Austin	TX	78725	1.56
Austin	TX	78754	1.54
Taylor	TX	76574	1.42
Austin	TX	78758	1.39
Austin	TX	78741	1.11
Austin	TX	78723	0.90
Austin	TX	78744	0.89
Lexington	TX	78947	0.83
Giddings	TX	78942	0.82
Del Valle	TX	78617	0.76
Cedar Park	TX	78613	0.73
Austin	TX	78759	0.71
Rockdale	TX	76567	0.71
Round Rock	TX	78664	0.70
Austin	TX	78704	0.70
Cypress	TX	77429	0.62
Cameron	TX	76520	0.61
Austin	TX	78729	0.59
Austin	TX	78727	0.57
Round Rock	TX	78665	0.52
Austin	TX	78748	0.51
Austin	TX	78702	0.51
Round Rock	TX	78681	0.48
Georgetown	TX	78626	0.48
Austin	TX	78752	0.48
Hutto	TX	78634	0.47
College Station	TX	77840	0.47
Paige	TX	78659	0.45
Austin	TX	78756	0.45

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Cedar Creek	TX	78612	0.44
San Marcos	TX	78666	0.43
Austin	TX	78745	0.43
Austin	TX	78705	0.43
Cypress	TX	77433	0.43
Spring	TX	77379	0.42
Austin	TX	78728	0.41
College Station	TX	77845	0.40
Brenham	TX	77833	0.37
Austin	TX	78731	0.37
Mc Dade	TX	78650	0.33
Houston	TX	77064	0.33
Austin	TX	78722	0.33
Austin	TX	78751	0.32
Thorndale	TX	76577	0.32
Buda	TX	78610	0.32
Leander	TX	78641	0.31
Bryan	TX	77802	0.31
Spring	TX	77381	0.31
Houston	TX	77024	0.31
Houston	TX	77095	0.30
Georgetown	TX	78628	0.30
Kyle	TX	78640	0.30
Tomball	TX	77377	0.29
Katy	TX	77449	0.29
Houston	TX	77084	0.29
Austin	TX	78750	0.29
Missouri City	TX	77459	0.29
Austin	TX	78757	0.29
Humble	TX	77346	0.28
Austin	TX	78721	0.28
Austin	TX	78703	0.27
Tomball	TX	77375	0.27
Houston	TX	77055	0.26
Austin	TX	78746	0.26

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.

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