



# Coosa Town Center

January 2020 - October 2022 Visitor Mobile Mapping Analysis

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# What is Placer Mobile Mapping?



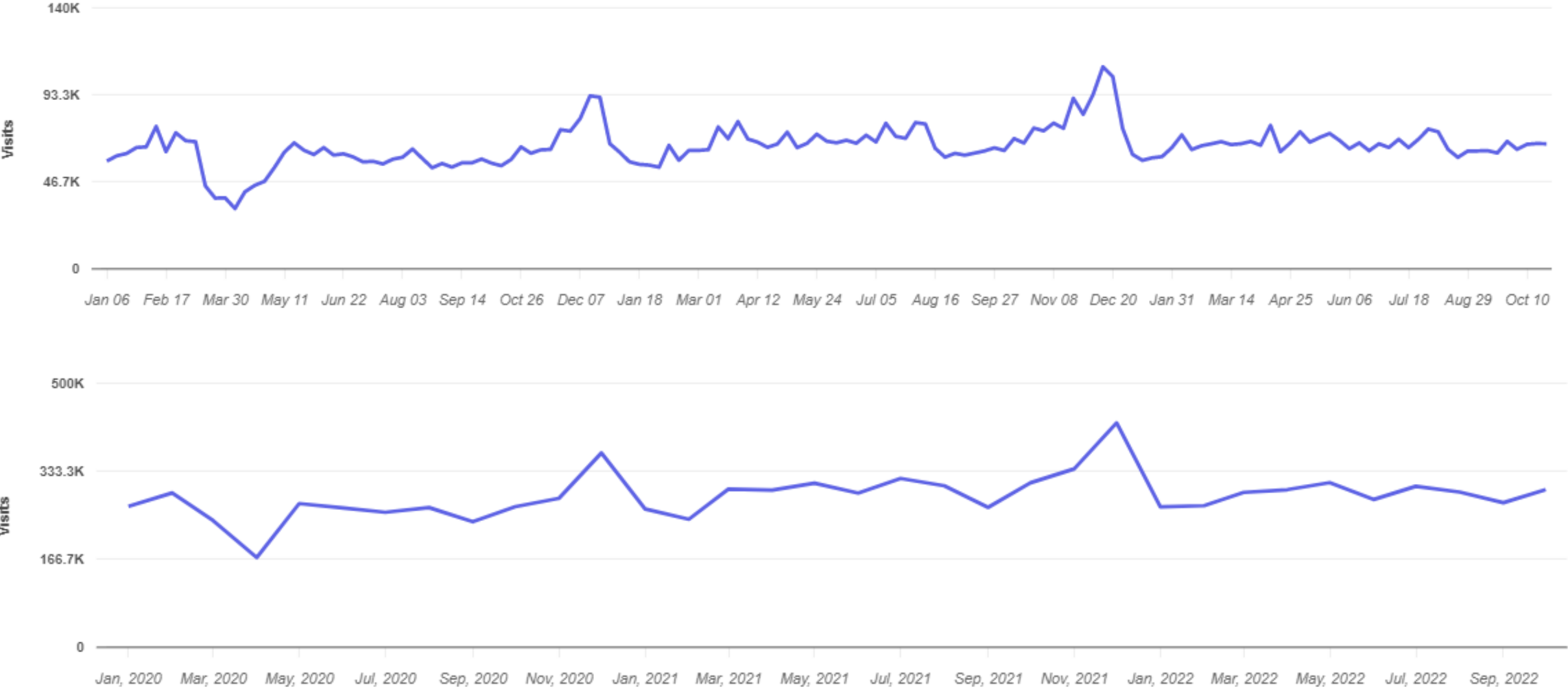
A geofence boundary is placed around a POI where anonymized movement data will be collected from mobile consumers, anonymized, and aggregated.



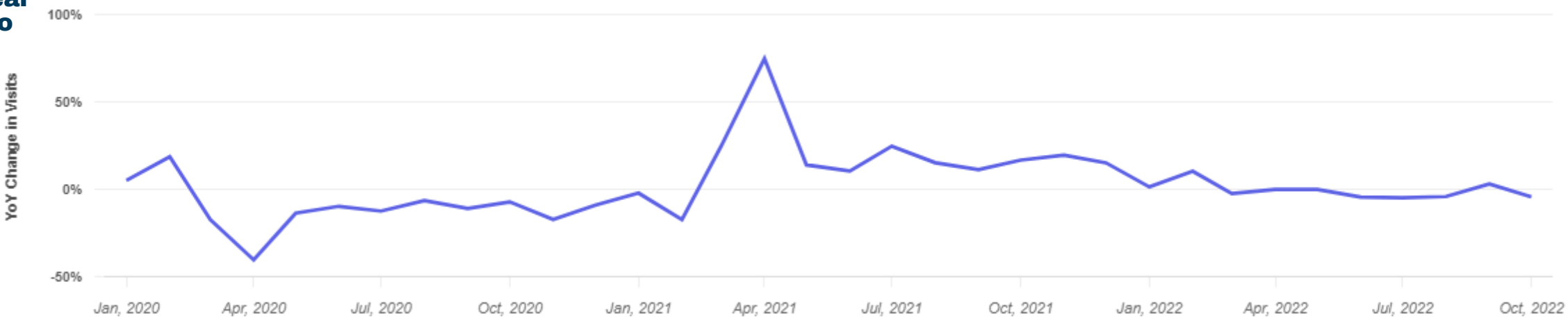
This tool allows Alabama Power to analyze consumer behavior and demographics using maps, data tables, and travel routes without violating privacy.



# Total Weekly and Monthly Mall Visitors January 2020 - October 2022



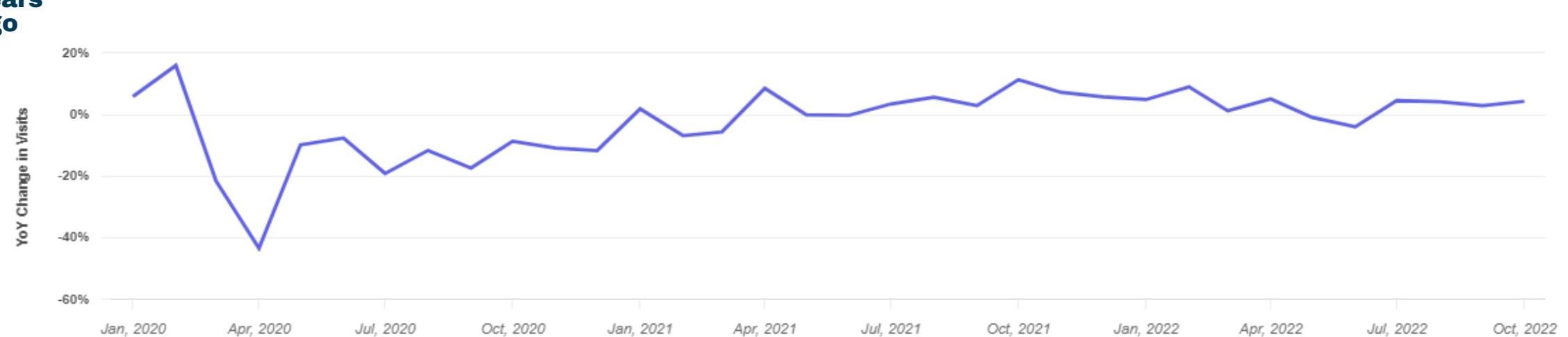
1 Year Ago



2 Years Ago



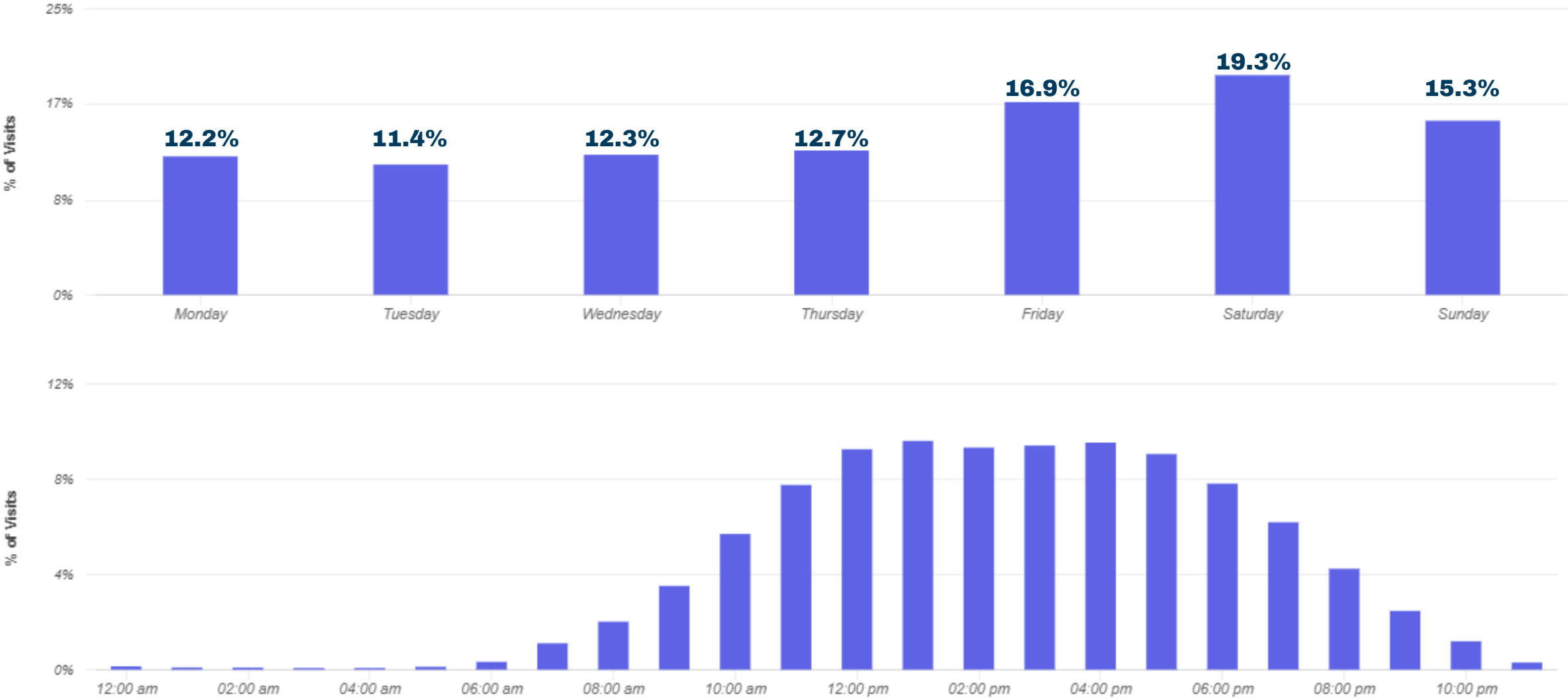
3 Years Ago



Total Monthly Mall Variance  
Year Comparisons



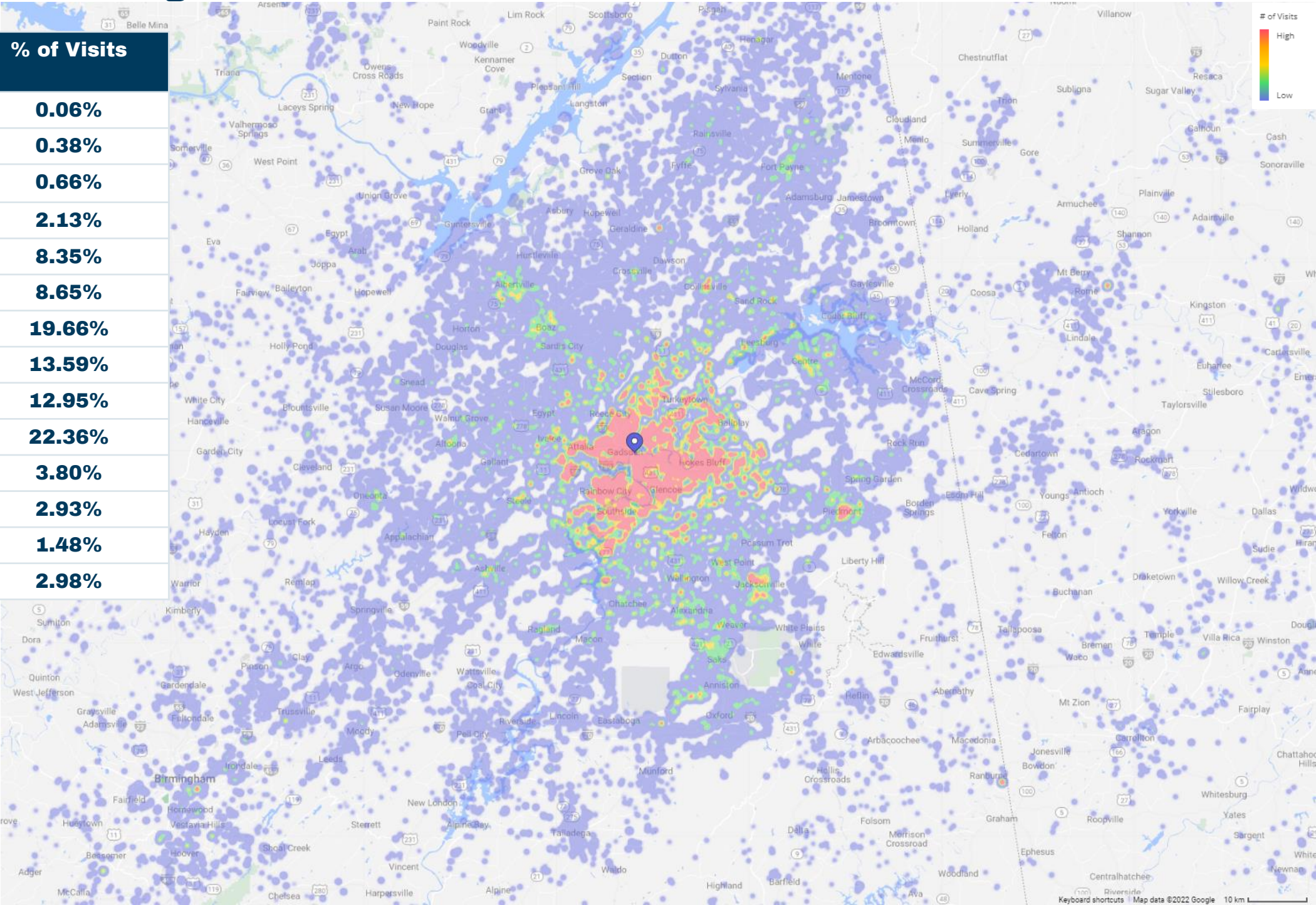
# Day of Week and Time of Day Visit Trends





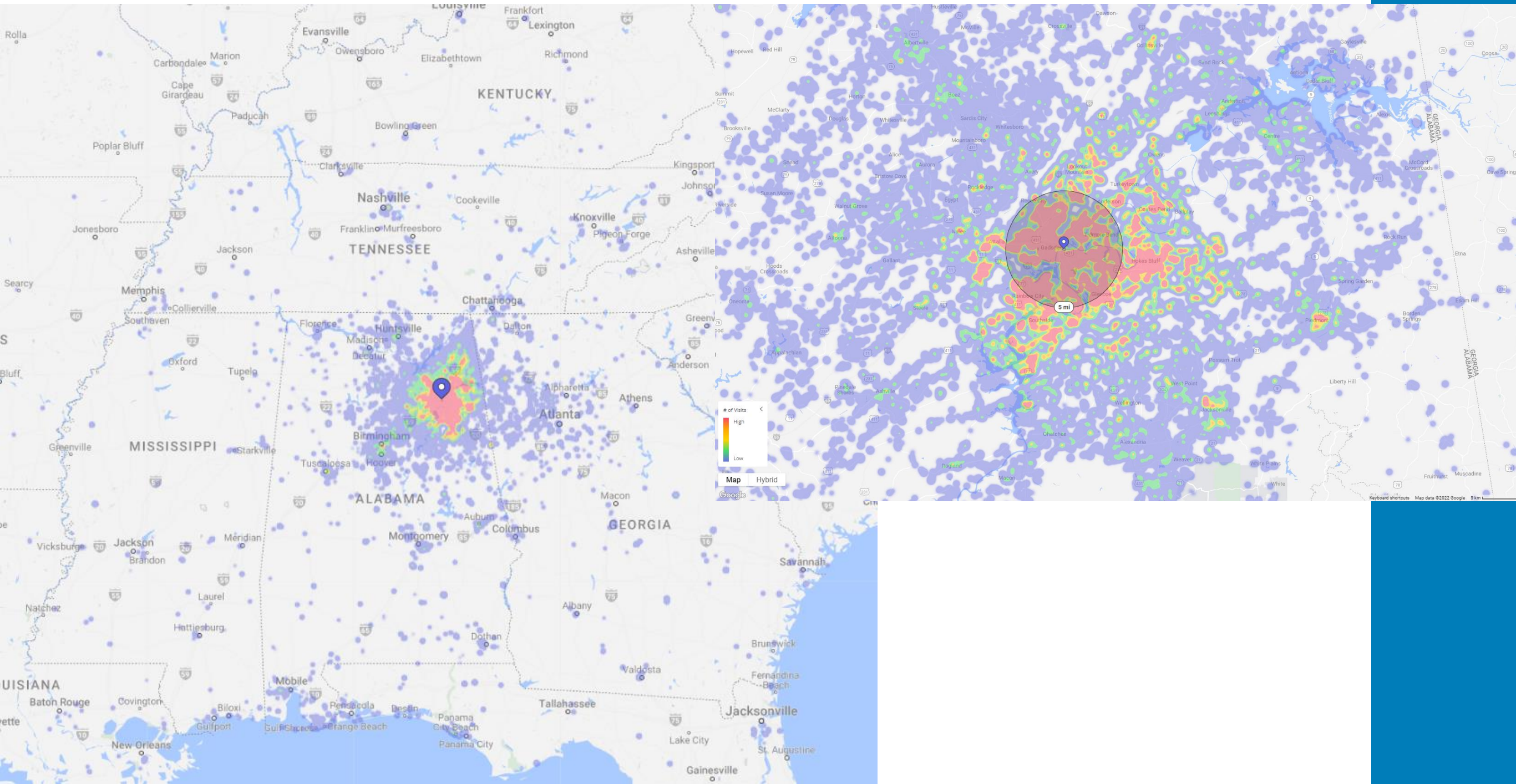
# Home Location of Regular Visitors to Coosa Town Center

Distance to Home	% of Visits
0 – 0.3 Miles	0.06%
0.3 – 0.5 Miles	0.38%
0.5 – 0.7 Miles	0.66%
0.7 – 1 Miles	2.13%
1 – 2 Miles	8.35%
2 – 3 Miles	8.65%
3 – 5 Miles	19.66%
5 – 7 Miles	13.59%
7 – 10 Miles	12.95%
10 – 30 Miles	22.36%
30 – 50 Miles	3.80%
50 – 100 Miles	2.93%
100 – 250 Miles	1.48%
250+ Miles	2.98%





# Home Location of Regular Visitors to Coosa Town Center | 2+ Visits





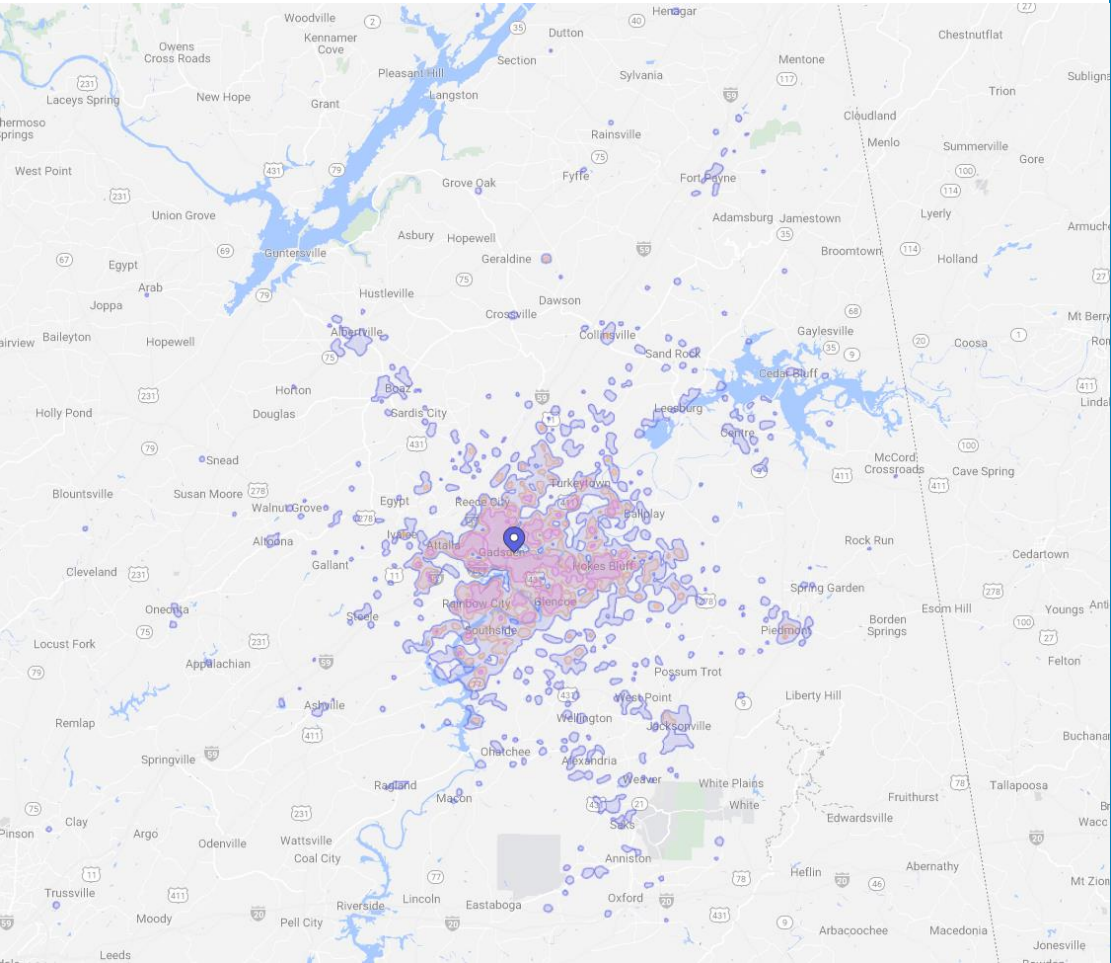
# Customer Trade Area Demographics

## Within 50 Miles

Nationwide Benchmark (Census 2019 ACS)

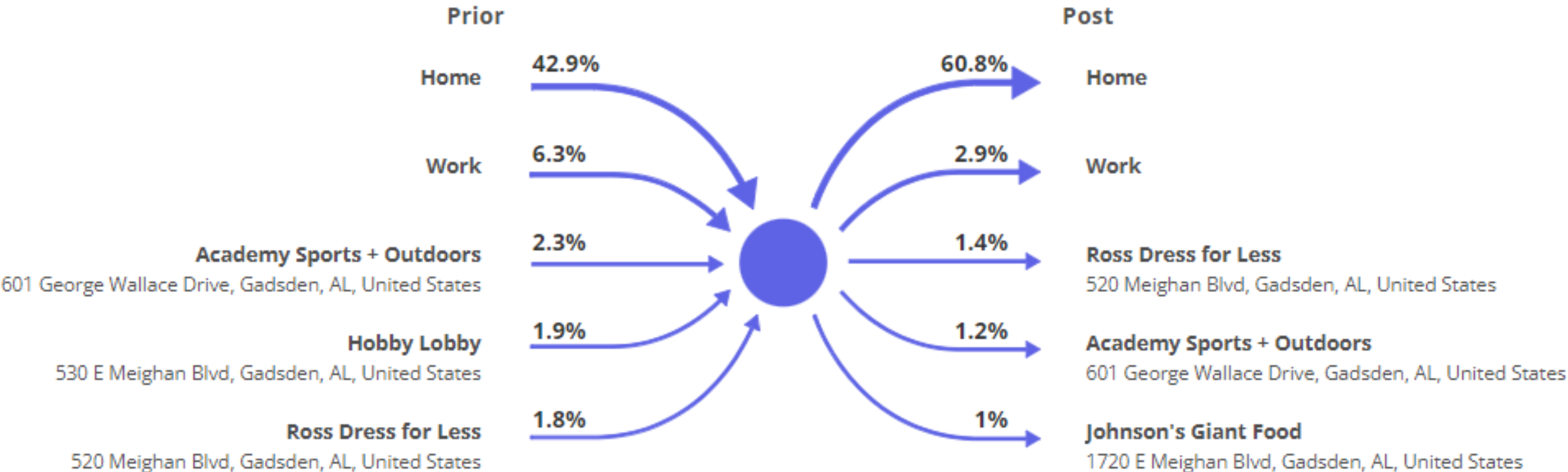
40 % Traffic60 % Traffic80 % Traffic

Overview											
Population	39,490			60,883			127,170				
Pop density (per sq mile)	894			509			307				
Area (based on blockgroups) sq mi	44.18			119.71			413.66				
Households											
Households	15,426			23,418			48,075				
Family Households	9,199	(59.6%)	<div><div>91</div></div>	14,387	(61.4%)	<div><div>94</div></div>	30,636	(63.7%)	<div><div>97</div></div>		
Non-Family Households	6,227	(40.4%)	<div><div>117</div></div>	9,031	(38.6%)	<div><div>112</div></div>	17,439	(36.3%)	<div><div>105</div></div>		
Persons per Household	2.56		<div><div>95</div></div>	2.6		<div><div>97</div></div>	2.65		<div><div>98</div></div>		
Household Average Income	\$49,928.3		<div><div>56</div></div>	\$55,376.97		<div><div>62</div></div>	\$56,855.86		<div><div>64</div></div>		
Average Income per Person	\$21,593.05		<div><div>63</div></div>	\$23,510.35		<div><div>69</div></div>	\$23,236.28		<div><div>68</div></div>		
Household Median Income	\$36,823.03		<div><div>58</div></div>	\$39,639.48		<div><div>63</div></div>	\$42,472.91		<div><div>67</div></div>		
<\$10K	1,445	(9.4%)	<div><div>155</div></div>	2,202	(9.4%)	<div><div>155</div></div>	4,165	(8.7%)	<div><div>143</div></div>		
\$10K - \$15K	1,208	(7.8%)	<div><div>182</div></div>	1,607	(6.9%)	<div><div>160</div></div>	3,434	(7.1%)	<div><div>166</div></div>		
\$15K - \$20K	1,516	(9.8%)	<div><div>224</div></div>	1,948	(8.3%)	<div><div>190</div></div>	3,476	(7.2%)	<div><div>165</div></div>		
\$20K - \$25K	1,324	(8.6%)	<div><div>190</div></div>	1,898	(8.1%)	<div><div>179</div></div>	3,513	(7.3%)	<div><div>162</div></div>		
\$25K - \$30K	1,077	(7%)	<div><div>159</div></div>	1,463	(6.2%)	<div><div>143</div></div>	2,868	(6%)	<div><div>136</div></div>		
\$30K - \$35K	801	(5.2%)	<div><div>114</div></div>	1,317	(5.6%)	<div><div>123</div></div>	2,830	(5.9%)	<div><div>129</div></div>		
\$35K - \$40K	938	(6.1%)	<div><div>144</div></div>	1,373	(5.9%)	<div><div>139</div></div>	2,656	(5.5%)	<div><div>131</div></div>		
\$40K - \$45K	601	(3.9%)	<div><div>93</div></div>	895	(3.8%)	<div><div>91</div></div>	2,215	(4.6%)	<div><div>109</div></div>		
\$45K - \$50K	816	(5.3%)	<div><div>137</div></div>	1,123	(4.8%)	<div><div>125</div></div>	2,152	(4.5%)	<div><div>116</div></div>		
\$50K - \$60K	1,346	(8.7%)	<div><div>116</div></div>	1,810	(7.7%)	<div><div>103</div></div>	4,082	(8.5%)	<div><div>113</div></div>		
\$60K - \$75K	1,194	(7.7%)	<div><div>80</div></div>	1,871	(8%)	<div><div>82</div></div>	4,562	(9.5%)	<div><div>98</div></div>		
\$75K - \$100K	1,549	(10%)	<div><div>79</div></div>	2,696	(11.5%)	<div><div>90</div></div>	5,380	(11.2%)	<div><div>88</div></div>		
\$100K - \$125K	735	(4.8%)	<div><div>52</div></div>	1,309	(5.6%)	<div><div>61</div></div>	2,798	(5.8%)	<div><div>64</div></div>		
\$125K - \$150K	399	(2.6%)	<div><div>43</div></div>	905	(3.9%)	<div><div>64</div></div>	1,849	(3.8%)	<div><div>64</div></div>		
\$150K - \$200K	326	(2.1%)	<div><div>31</div></div>	604	(2.6%)	<div><div>38</div></div>	1,168	(2.4%)	<div><div>36</div></div>		
>\$200K	151	(1%)	<div><div>13</div></div>	397	(1.7%)	<div><div>22</div></div>	927	(1.9%)	<div><div>25</div></div>		





# Top Prior and Post Locations of Visitors



# Top Prior and Post Locations of Visitors

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Academy Sports + Outdoors / George Wallace Drive, Gadsde...	2.3%	1	Ross Dress for Less / Meighan Blvd, Gadsden, AL	1.4%
2	Hobby Lobby / E Meighan Blvd, Gadsden, AL	1.9%	2	Academy Sports + Outdoors / George Wallace Drive, Gadsde...	1.2%
3	Ross Dress for Less / Meighan Blvd, Gadsden, AL	1.8%	3	Johnson's Giant Food / E Meighan Blvd, Gadsden, AL	1%
4	Lowe's / George Wallace Drive, Gadsden, AL	1.5%	4	Lowe's / George Wallace Drive, Gadsden, AL	1%
5	Aldi / N Hood Ave, Gadsden, AL	1.3%	5	Aldi / N Hood Ave, Gadsden, AL	0.9%
6	Gadsden Regional Medical Center / Goodyear Avenue, Gads...	1.1%	6	Hobby Lobby / E Meighan Blvd, Gadsden, AL	0.9%
7	Five Below / E Meighan Blvd, Gadsden, AL	1%	7	Five Below / E Meighan Blvd, Gadsden, AL	0.8%
8	Belk / Rainbow Dr, Gadsden, AL	0.9%	8	Belk / Rainbow Dr, Gadsden, AL	0.7%
9	Walmart / Gilbert Ferry Rd Se, Attalla, AL	0.8%	9	Walmart / Gilbert Ferry Rd Se, Attalla, AL	0.7%
10	Martin's Family Clothing / Quintard Ave, Oxford, AL	0.6%	10	Chick-fil-A / S 4th St, Gadsden, AL	0.5%



# Gadsden Walmart - Visitor Ranking

## Versus US, Alabama, and Local Stores

Nationwide

756 / 8,259

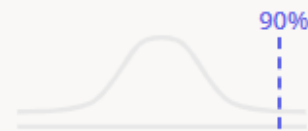
[View List](#)



Alabama ▼

17 / 166

[View List](#)



Local: 15mi ▼

1 / 3

[View List](#)



Property:

Walmart / E Meighan Blvd, Ga...

Ranked Within:

Chain: Walmart ▼

Region:

State: Alabama ▼

Metric:

Visits ▼

# of Properties: 102 Coverage: 100% 🌐

