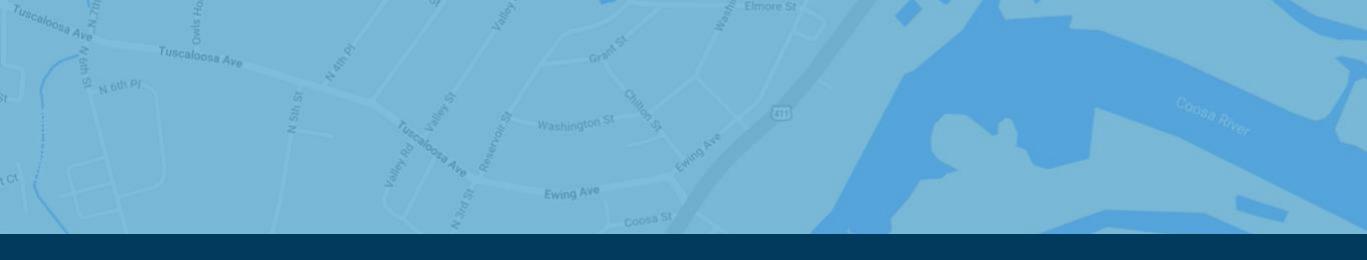


Coosa Town Center

January 2020 - October 2022 Visitor Mobile Mapping Analysis

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What is Placer Mobile Mapping?

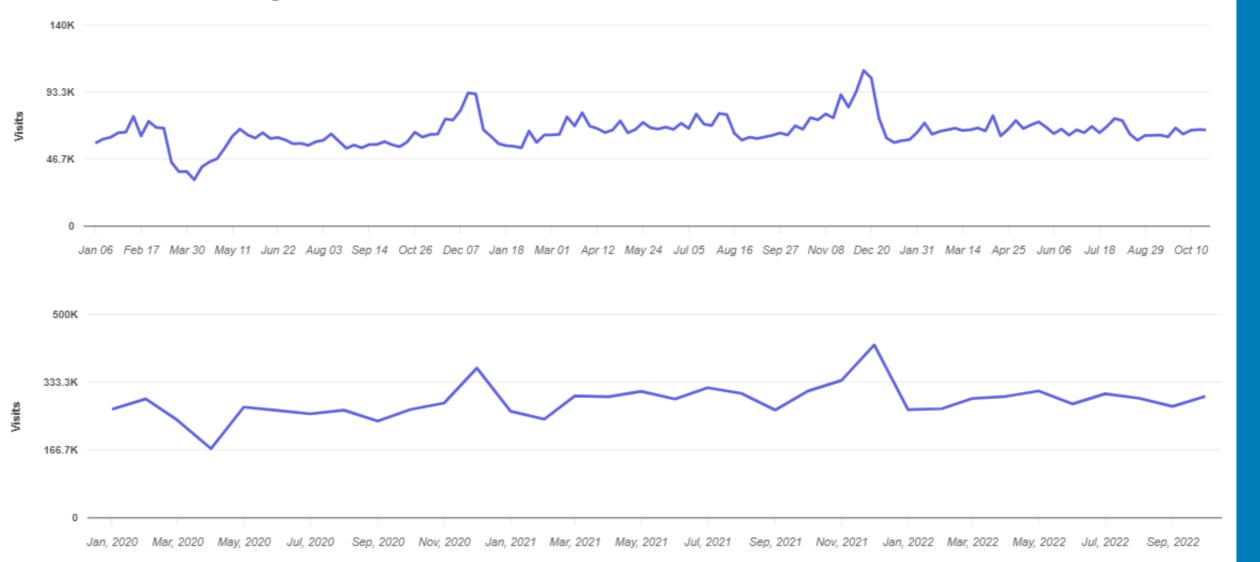


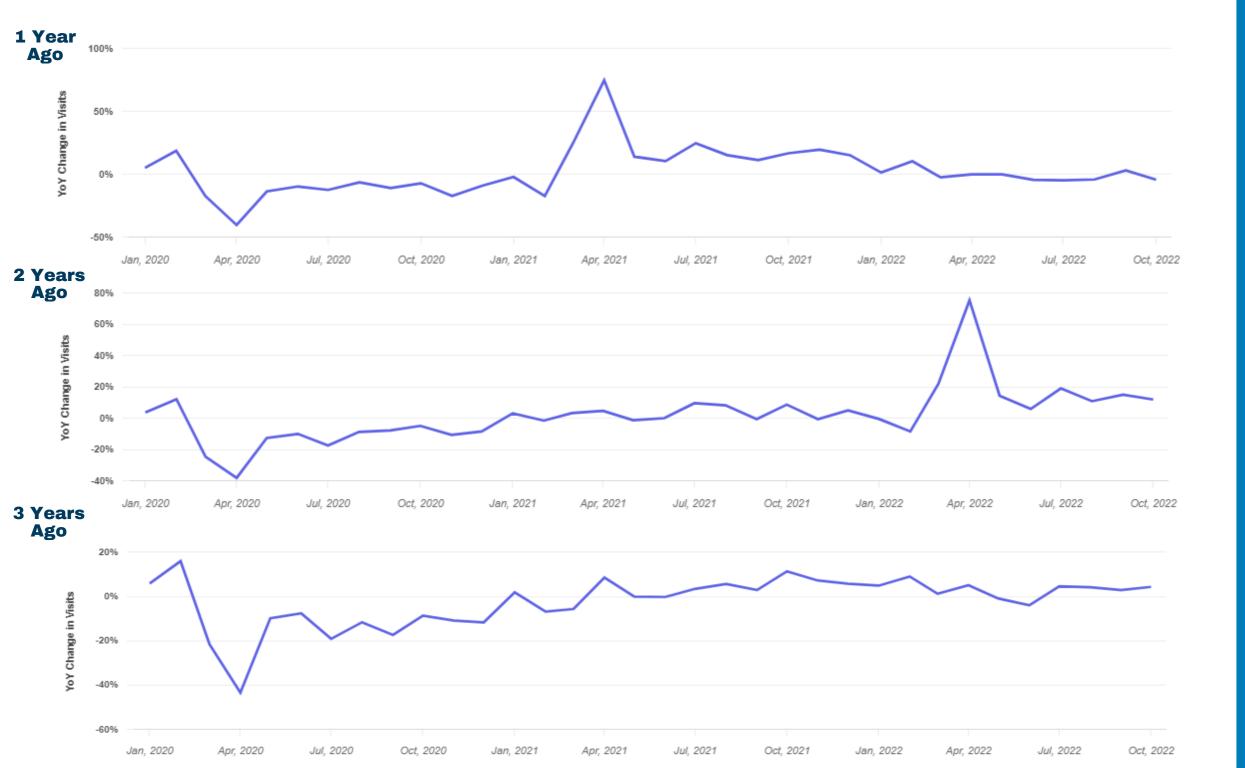
A geofence boundary is placed around a POI where anonymized movement data will be collected from mobile consumers, anonymized, and aggregated.



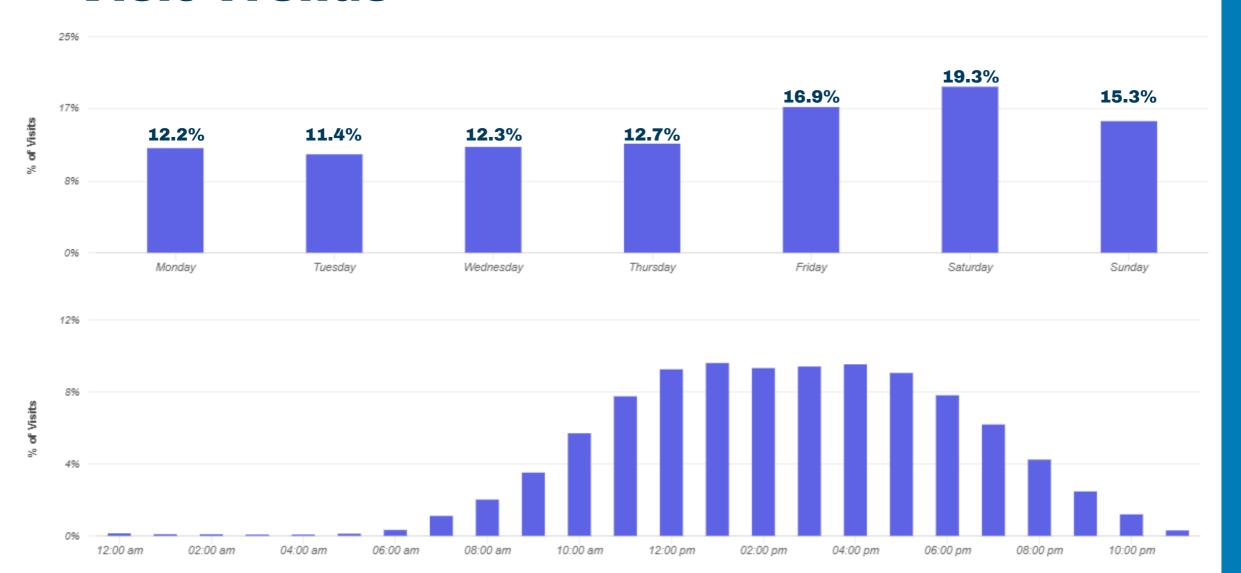
This tool allows Alabama Power to analyze consumer behavior and demographics using maps, data tables, and travel routes without violating privacy.

Total Weekly and Monthly Mall Visitors January 2020 - October 2022





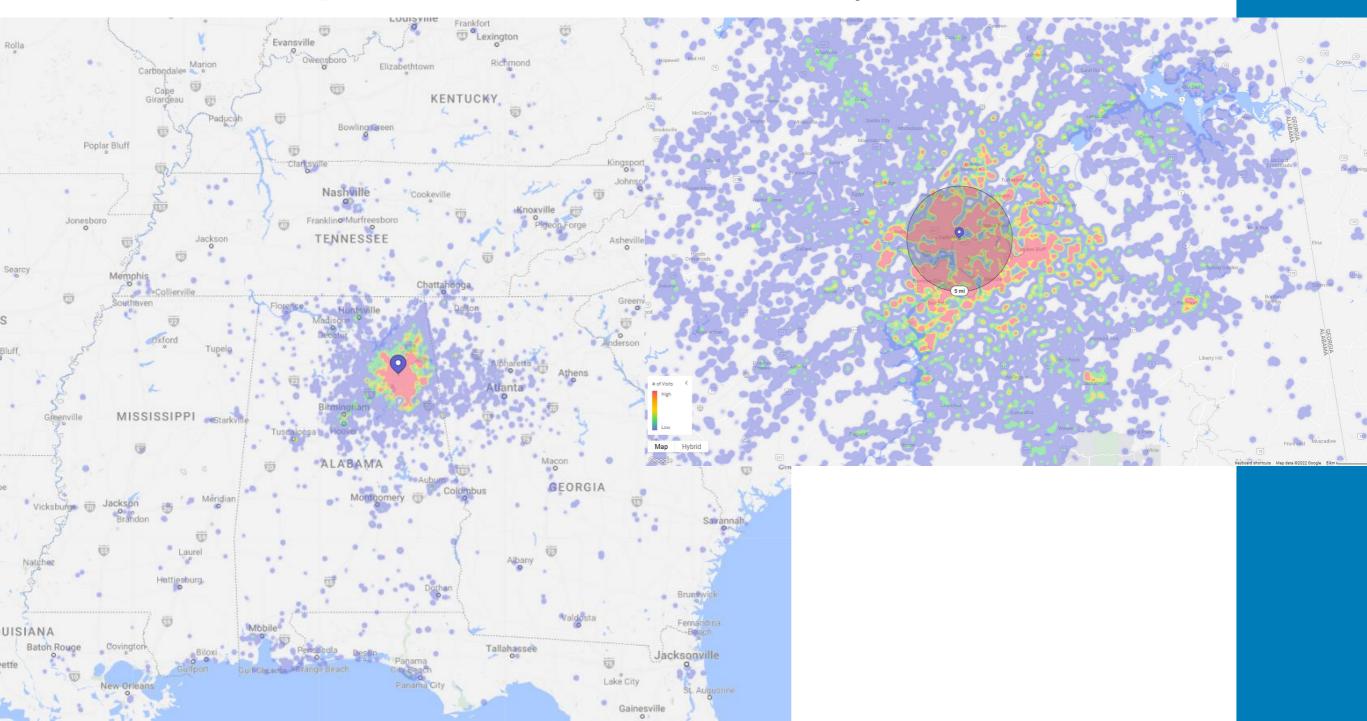
Day of Week and Time of Day Visit Trends



Home Location of Regular Visitors to Coosa Town Center

2000	tion of Regular Visitors to Goosa Town Genter	
Distance to	Paint Rock Lim Rock Scottsboro Woodyille Kennamer Sputton Point Rock Scottsboro Villanow Villanow Chestnutflat	# of Visits
Home	Triana Cove Section Mentone Resaca	7
0 - 0.3 Miles	O.06% Laceys Spring New Hope Grant Langston Valhermoso Valhermoso Valhermoso Cloudland Cloudland Cloudland	Low
0.3 - 0.5 Miles	O.38% Springs Rainaville Monto Summerville Gote Sore	Cash
0.5 - 0.7 Miles	O-66% Grove Oak Fort Payrie Adamsburg: Jamestown Fierry, Plainville	Sonoraville
0.7 – 1 Miles	2.13% Abbuty Hopewell Geraldine 6 Geraldine 6 Figure 5 - Gunter 5 - William Common	rille (140)
1 – 2 Miles	8.35% Arab Arab Dayson Crosspille Arab Dayson Arab Dayson Arab Dayson Arab Dayson	
2 - 3 Miles	8.65% Fairview, Baileyton Hopewell Aberty Le Boille ville Sand Rock (a) Coosa Coosa Kingston Kingston	n • • • • • • • • • • • • • • • • • • •
3 – 5 Miles	19.66% Boat Boat Boat Boat Boat Boat Boat Boat	41 20
5 – 7 Miles	13.59%	ee Emer
7 – 10 Miles	12.95% White City Blountsville Susan Moore Flagget Reactions (49)	sboro
10 - 30 Miles	22.36% Hanceville Value Value Properties Altoqua Alto	
30 - 50 Miles	3.80% Caeveland (23) Geltant (13) From hokes Bluft (13) Spring Garden (23)	Wilde
50 - 100 Miles	2.93% Boulet Series States Sta	Dallas
100 - 250 Miles	1.48% Poissum Trot Felton	Sudie Hiran
250+ Miles	2.98% Warrior Remiap Achylife Wallington Vaccion tile Buchanan	Villow Creek
	Sumition Rayland Dora Pinson Argo Odenylife Wattwille Coal City Aministon Almandria Whate Plains Whate Plains Fruithurs Tallapoosa Fruithurs Tallapoosa Temple Villa I Wattoville Wattoville Anniston Anniston Anniston	Dougli Rica Winston S Anno
	Grapsyille Grapsyille Filtondale Frussyille Grapsyille	Fairplay Chattahoo Hills
	Birmingham Sail Fairfield Remayood New London: Thurnord Crossroads Rendunct To White	esburg Yates
	Tailadega Della Merrison Crossroad Ephesus Adger Vincent (2) Weldo Woodfand Centralhatchee	Sargent White
	McCalla (13) Chelsea (20) Harpersville Algine Highland Barffeld Ava (3) Riverside Keyboard shortcuts Map data ©2022 Google	10 km

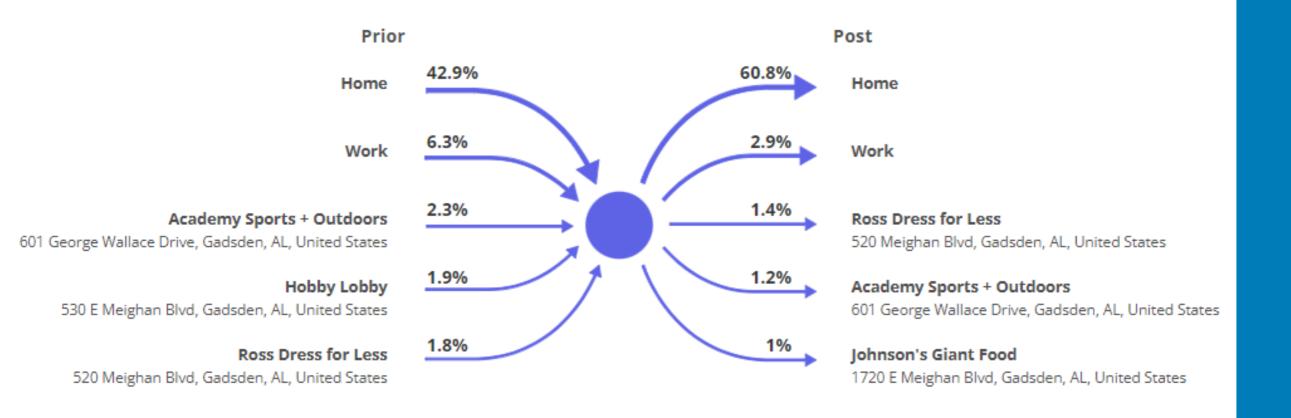
Home Location of Regular Visitors to Coosa Town Center | 2+ Visits



Customer Trade Area Demographics Within 50 Miles Nationwide Benchmark (Census 2019 ACS)

	40 % 11	attic		60 % 11	ranic		80 % 11	ranic	
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%)	91	14,387	(61.4%)	94	30,636	(63.7%)	97
Non-Family Households	6,227	(40.4%)	117	9,031	(38.6%)	112	17,439	(36.3%)	105
Persons per Household	2.56		95	2.6		97	2.65		98
Household Average Income	\$49,928.3		56	\$55,376.97	,	62	\$56,855.86	5	64
Average Income per Person	\$21,593.05		63	\$23,510.35	i	69	\$23,236.28	В	68
Household Median Income	\$36,823.03		58	\$39,639.48	3	63	\$42,472.9	1	67
<\$10K	1,445	(9.4%)	155	2,202	(9.4%)	155	4,165	(8.796)	143
\$10K - \$15K	1,208	(7.8%)	182	1,607	(6.9%)	160	3,434	(7.196)	166
\$15K - \$20K	1,516	(9.8%)	224	1,948	(8.3%)	190	3,476	(7.296)	165
\$20K - \$25K	1,324	(8.6%)	190	1,898	(8.196)	179	3,513	(7.3%)	162
\$25K - \$30K	1,077	(7%)	159	1,463	(6.2%)	143	2,868	(6%)	136
\$30K - \$35K	801	(5.2%)	114	1,317	(5.6%)	123	2,830	(5.9%)	129
\$35K - \$40K	938	(6.1%)	144	1,373	(5.9%)	139	2,656	(5.5%)	131
\$40K - \$45K	601	(3.9%)	93	895	(3.8%)	91	2,215	(4.6%)	109
\$45K - \$50K	816	(5.3%)	137	1,123	(4.8%)	125	2,152	(4.5%)	116
\$50K - \$60K	1,346	(8.7%)	116	1,810	(7.7%)	103	4,082	(8.5%)	113
\$60K - \$75K	1,194	(7.7%)	80	1,871	(896)	82	4,562	(9.5%)	98
\$75K - \$100K	1,549	(1096)	79	2,696	(11.596)	90	5,380	(11.296)	88
\$100K - \$125K	735	(4.8%)	52	1,309	(5.6%)	61	2,798	(5.8%)	64
\$125K - \$150K	399	(2.6%)	43	905	(3.9%)	64	1,849	(3.8%)	64
\$150K - \$200K	326	(2.1%)	31	604	(2.6%)	38	1,168	(2.496)	36
>\$200K	151	(196)	13	397	(1.796)	22	927	(1.996)	25

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

