



Gadsden Mall

January 2020 - October 2022 Visitor Mobile Mapping Analysis

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What is Placer Mobile Mapping?



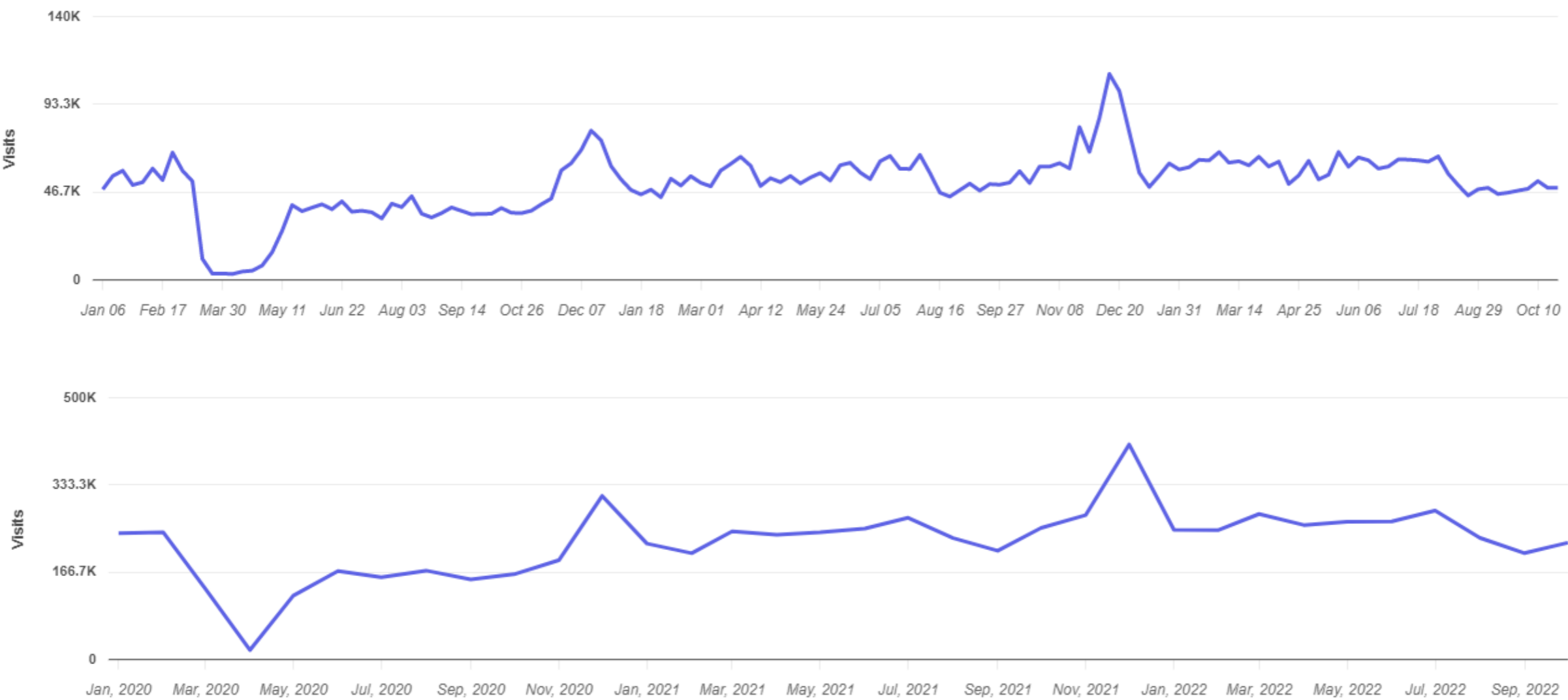
A geofence boundary is placed around a POI where anonymized movement data will be collected from mobile consumers, anonymized, and aggregated.



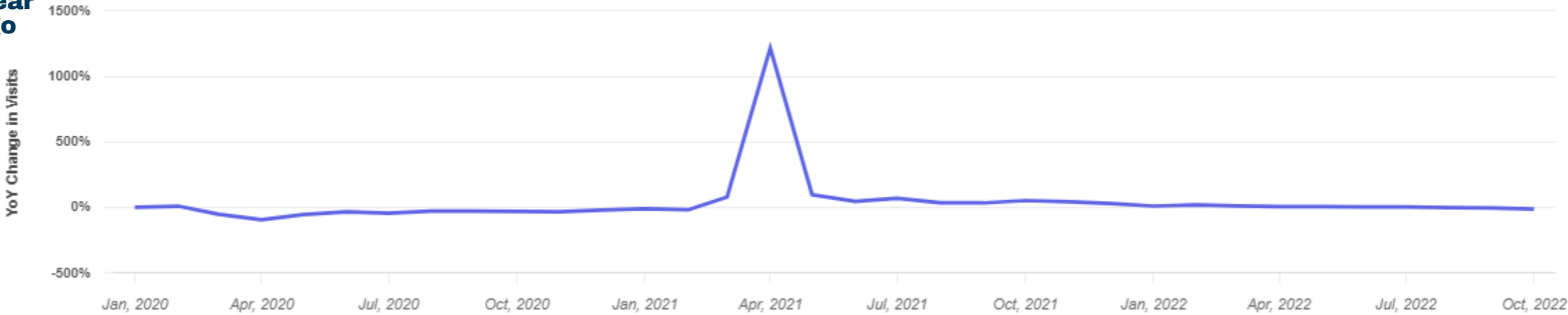
This tool allows Alabama Power to analyze consumer behavior and demographics using maps, data tables, and travel routes without violating privacy.



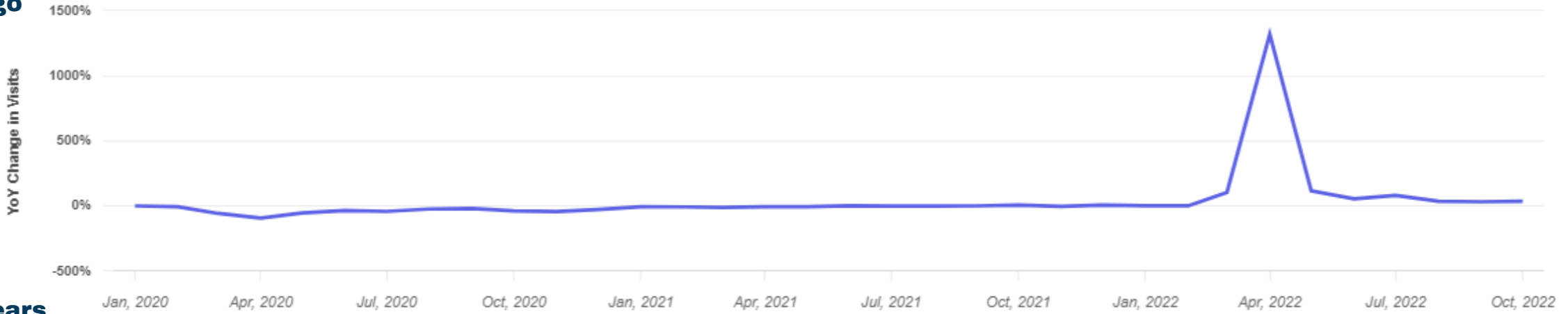
Total Weekly and Monthly Mall Visitors January 2020 - October 2022



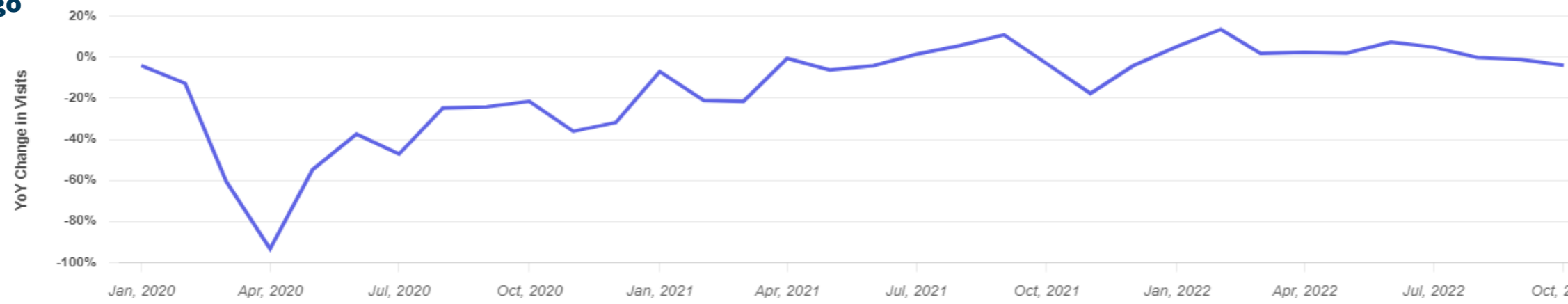
1 Year Ago



2 Years Ago



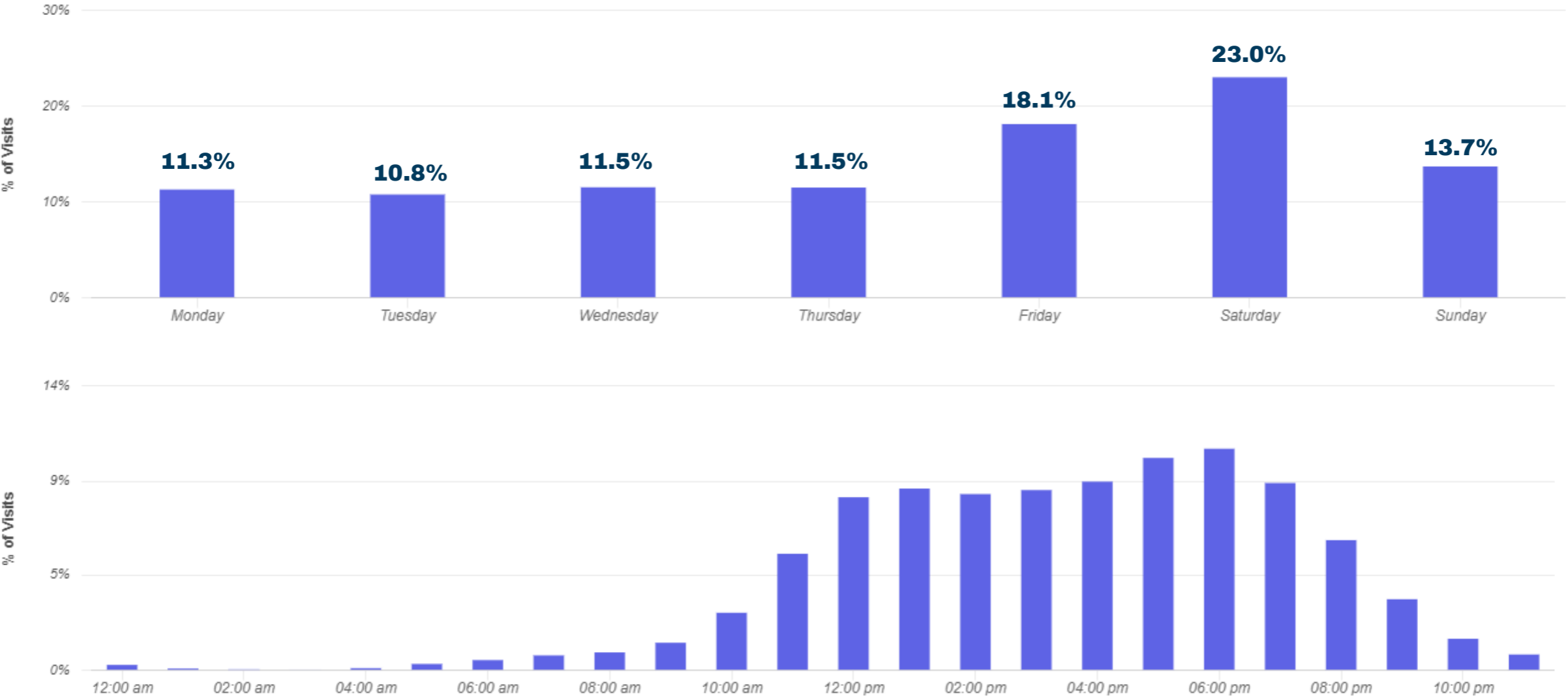
3 Years Ago



Total Monthly Mall Variance
Year Comparisons

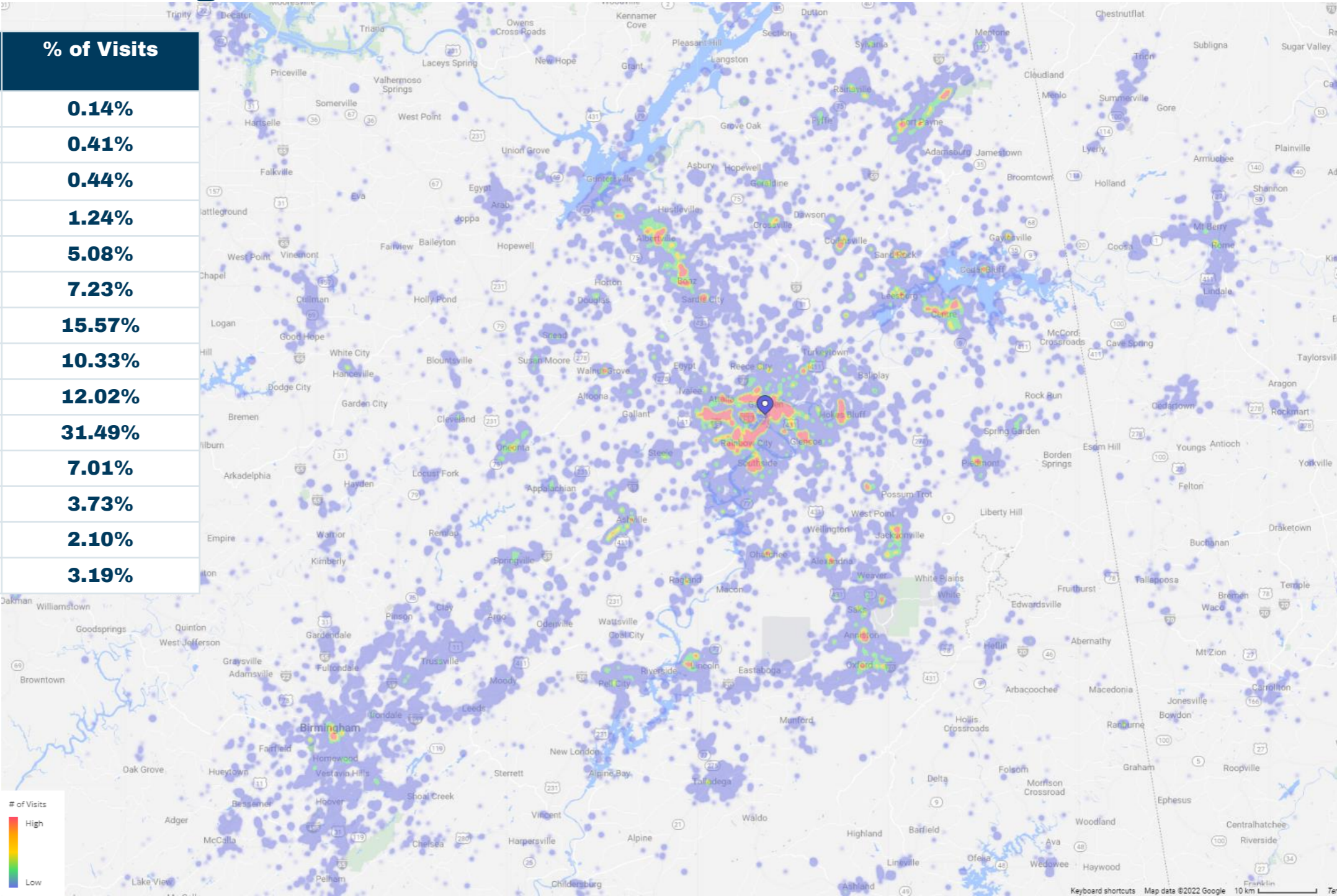


Day of Week and Time of Day Visit Trends

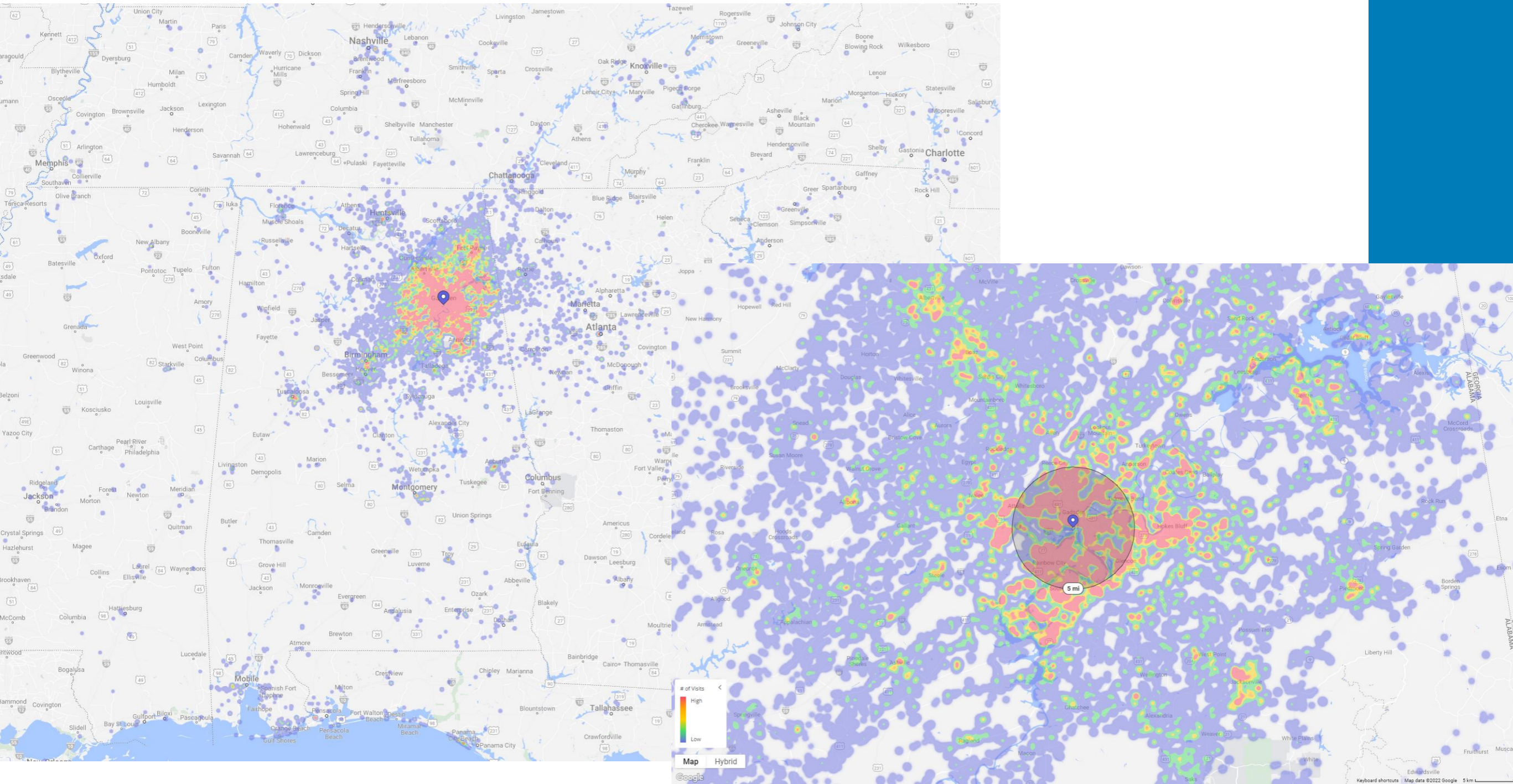


Home Location of Regular Visitors to Gadsden Mall

Distance to Home	% of Visits
0 – 0.3 Miles	0.14%
0.3 – 0.5 Miles	0.41%
0.5 – 0.7 Miles	0.44%
0.7 – 1 Miles	1.24%
1 – 2 Miles	5.08%
2 – 3 Miles	7.23%
3 – 5 Miles	15.57%
5 – 7 Miles	10.33%
7 – 10 Miles	12.02%
10 – 30 Miles	31.49%
30 – 50 Miles	7.01%
50 – 100 Miles	3.73%
100 – 250 Miles	2.10%
250+ Miles	3.19%



Home Location of Regular Visitors to Gadsden Mall | 2+ Visits

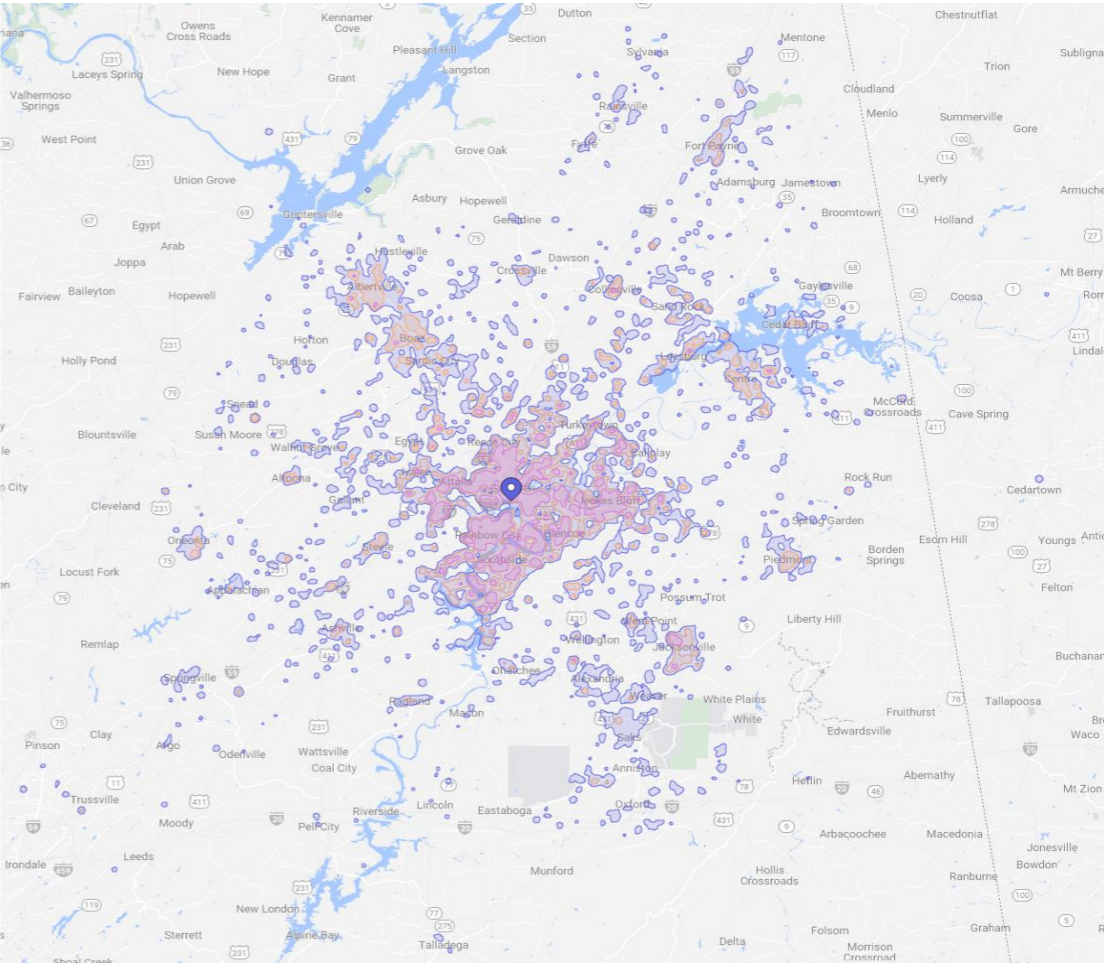


Customer Trade Area Demographics

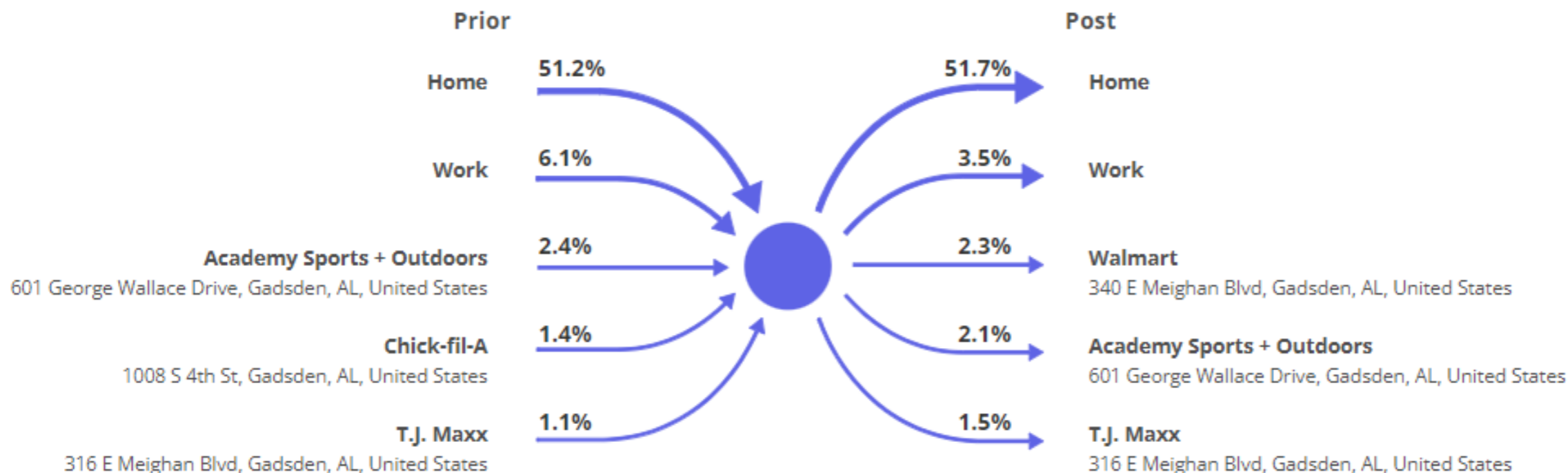
Within 50 Miles

Nationwide Benchmark (Census 2019 ACS)

			40 % Traffic			60 % Traffic				80 % Traffic		
Overview												
Population	58,951				98,179					199,289		
Pop density (per sq mile)	559				508					247		
Area (based on blockgroups) sq mi	105.54				193.23					805.44		
Households												
Households	22,430				37,185					75,217		
Family Households	13,471	(60.1%)		92	22,856	(61.5%)		94		49,125	(65.3%)	100
Non-Family Households	8,959	(39.9%)		116	14,329	(38.5%)		112		26,092	(34.7%)	101
Persons per Household	2.63			98	2.64			98		2.65		99
Household Average Income	\$56,031.32			63	\$56,208.94			63		\$57,529.28		65
Average Income per Person	\$23,579.55			69	\$23,120.22			68		\$23,152.64		68
Household Median Income	\$39,665.45			63	\$40,804.58			65		\$42,982.26		68
<\$10K	2,159	(9.6%)		159	3,525	(9.5%)		157		6,386	(8.5%)	140
\$10K - \$15K	1,436	(6.4%)		149	2,507	(6.7%)		157		5,266	(7%)	163
\$15K - \$20K	1,969	(8.8%)		200	2,775	(7.5%)		170		5,854	(7.8%)	177
\$20K - \$25K	1,727	(7.7%)		170	2,928	(7.9%)		174		5,159	(6.9%)	152
\$25K - \$30K	1,376	(6.1%)		140	2,372	(6.4%)		146		4,110	(5.5%)	125
\$30K - \$35K	1,265	(5.6%)		124	2,124	(5.7%)		125		4,509	(6%)	131
\$35K - \$40K	1,375	(6.1%)		145	2,077	(5.6%)		132		4,021	(5.3%)	127
\$40K - \$45K	930	(4.1%)		99	1,768	(4.8%)		113		3,862	(5.1%)	122
\$45K - \$50K	1,016	(4.5%)		118	1,619	(4.4%)		113		3,217	(4.3%)	111
\$50K - \$60K	1,667	(7.4%)		99	3,002	(8.1%)		107		6,611	(8.8%)	117
\$60K - \$75K	1,748	(7.8%)		80	3,217	(8.7%)		89		6,907	(9.2%)	95
\$75K - \$100K	2,535	(11.3%)		89	4,101	(11%)		87		8,519	(11.3%)	89
\$100K - \$125K	1,291	(5.8%)		63	2,118	(5.7%)		62		4,449	(5.9%)	65
\$125K - \$150K	951	(4.2%)		70	1,442	(3.9%)		64		2,840	(3.8%)	63
\$150K - \$200K	578	(2.6%)		38	963	(2.6%)		38		2,079	(2.8%)	41
>\$200K	407	(1.8%)		24	647	(1.7%)		23		1,428	(1.9%)	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...	2.4%	1	Walmart / E Meighan Blvd, Gadsden, AL	2.3%
2	Chick-fil-A / S 4th St, Gadsden, AL	1.4%	2	Academy Sports + Outdoors / George Wallace Drive, Gadsde...	2.1%
3	T.J. Maxx / E Meighan Blvd, Gadsden, AL	1.1%	3	T.J. Maxx / E Meighan Blvd, Gadsden, AL	1.5%
4	Walmart / E Meighan Blvd, Gadsden, AL	1%	4	Walmart / Gilbert Ferry Rd Se, Attalla, AL	1.5%
5	Martin's Family Clothing / Quintard Ave, Oxford, AL	0.9%	5	Chick-fil-A / S 4th St, Gadsden, AL	0.9%
6	Hobby Lobby / E Meighan Blvd, Gadsden, AL	0.7%	6	Martin's Family Clothing / Quintard Ave, Oxford, AL	0.9%
7	Lowe's / George Wallace Drive, Gadsden, AL	0.6%	7	Publix / W Grand Ave, Rainbow City, AL	0.6%
8	Villa Fiesta / Rainbow Dr, Gadsden, AL	0.5%	8	Buffalo Wild Wings / East Chestnut Street, Gadsden, AL	0.6%
9	Gadsden Regional Medical Center / Goodyear Avenue, Gads...	0.5%	9	SONIC Drive In / Rainbow Drive, Rainbow City, AL	0.6%
10	Tara's Inc / Bay street, Gadsden, AL	<0.5%	10	Chili's Grill & Bar / Albert Rains Blvd., Gadsden, AL	0.6%

