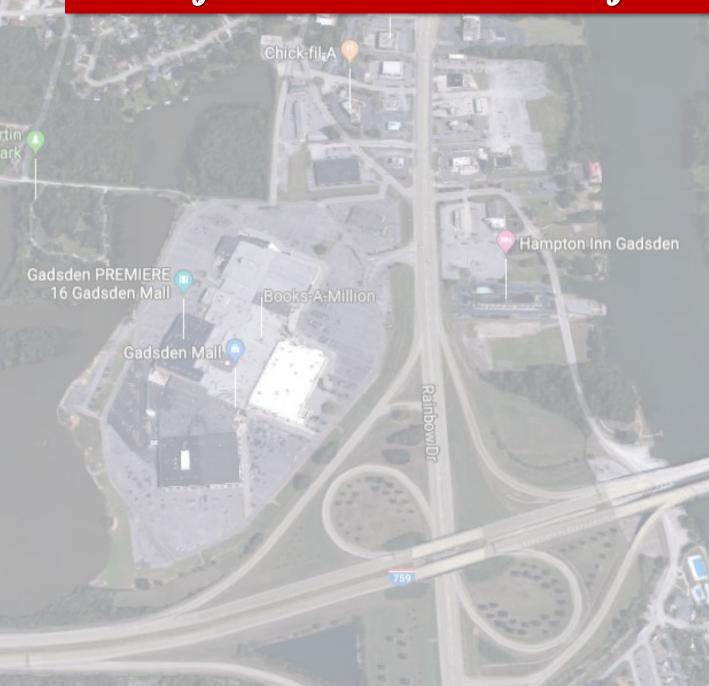
# THE GADSDEN MALL

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## Target Customer Analysis



**ALABAMA POWER BUSINESS INTELLIGENCE** 

PREPARED BY SENIOR BUSINESS INTELLIGENCE RESEARCH ANALYST, ANDREW RHODES

#### **MOBILE MAPPING:** THE GADSDEN MALL

#### **How Does Mobile Mapping Work?**

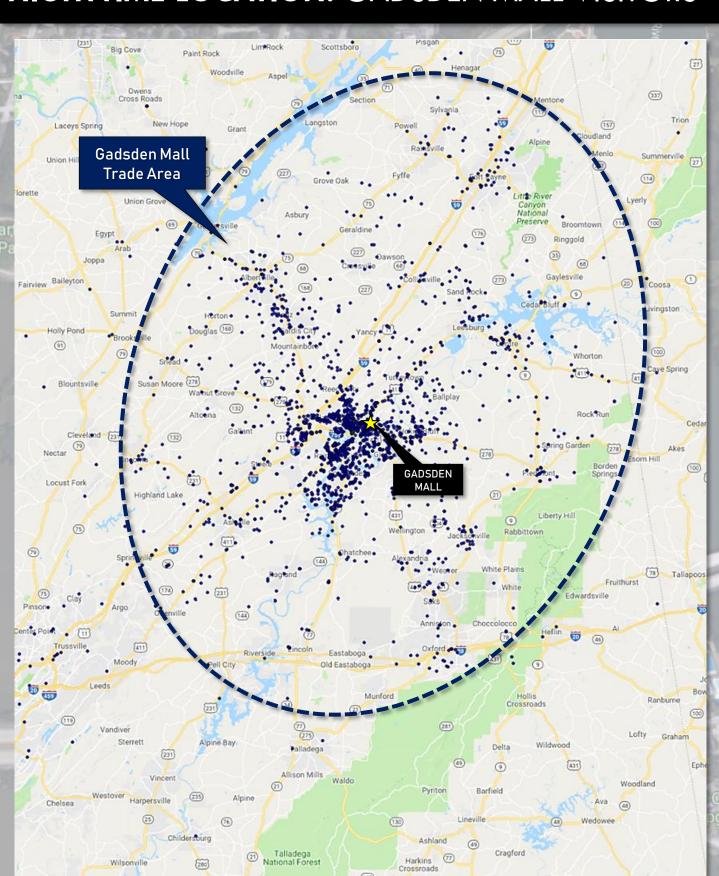
Alabama Power subscribes to a mobile mapping software service that enables the mapping of geolocation data for over 900 million customers that utilize 250+ participating smartphone applications.

The mobile mapping process works by setting a "geofence" around a business and/or point-of-interest and then monitoring customers that enter/exit the area during a specified period of time (typically a month or year). Data is then mapped using pins or a "heat map" to indicate the estimated daytime and/or nighttime location of a participating customer's device.

#### Geofence Boundary Around The Gadsden Mall (Gadsden, AL)



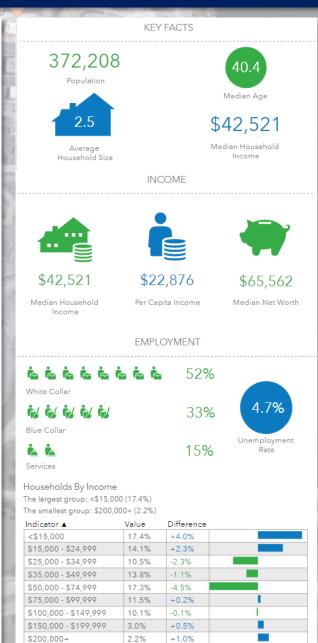
## **NIGHTTIME LOCATION: GADSDEN MALL VISITORS**



#### **DEMOGRAPHICS:** GADSDEN MALL TRADE AREA

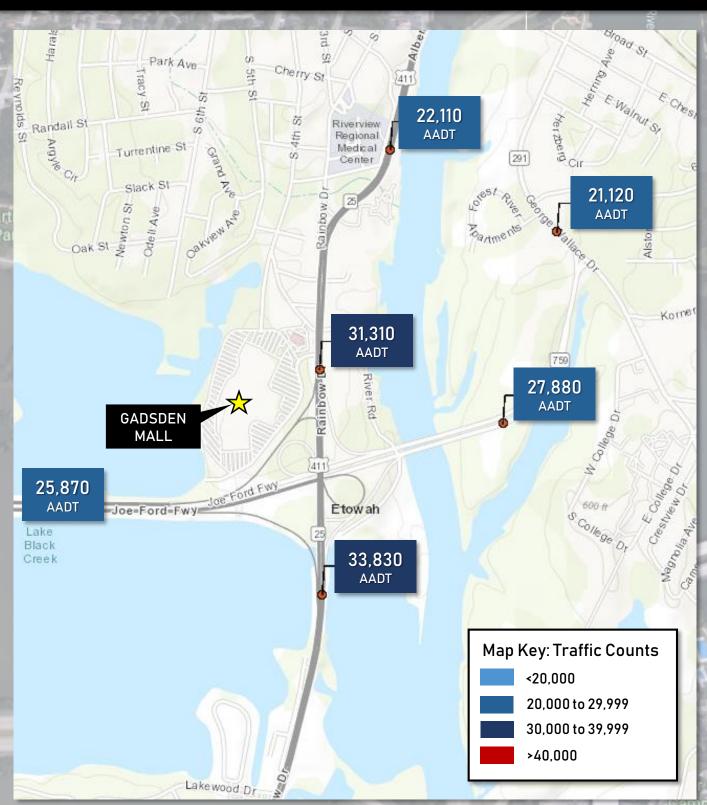
#### Demographics Summary: Gadsden Mall Trade Area

Population Summary   2000 Total Population   342,522   2010 Total Population   368,021   2019 Total Population   372,208   2019 Group Quarters   7,689   2024 Total Population   373,253   2019-2024 Annual Rate   0.06%   2019 Total Daytime Population   348,697   Workers   129,007   Residents   219,690   Residents   214,905   2000 Average Household Size   2.48   2010 Households   142,995   2010 Average Household Size   2.52   2019 Households   143,495   2019 Average Household Size   2.54   2024 Households   143,495   2019 Average Household Size   2.55   2019-2024 Annual Rate   -0.01%   2010 Families   99,132   2010 Average Family Size   3.03   2019 Families   97,882   2019 Average Family Size   3.08   2024 Families   97,882   2019 Average Family Size   3.08   2024 Average Family Size   3.08   2024 Average Family Size   3.10   2024 Average Family Size   3.10   2019-2024 Annual Rate   -0.12%   Housing Units   66.0%   Renter Occupied Housing Units   66.0%   Renter Occupied Housing Units   12.2%   2010 Housing Units   12.2%   2010 Housing Units   12.2%   2019 Housing Units   13.3%   2019 Housing Units   13.3%   2019 Housing Units   13.3%   2024 Housing Units   13.3%   2024 Housing Units   14.6%   2024 Housing Units   170,497   2024 Housing Units   22,576   2024   24,525   2024   24,525   2024   24,525   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526   2024   24,526	A THE PART OF THE PARTY OF THE	- Senie Around
2010 Total Population 372,208 2019 Total Population 372,208 2019 Group Quarters 7,689 2024 Total Population 373,253 2019-2024 Annual Rate 0,06% 2019 Total Daytime Population 348,697 Workers 129,007 Residents 219,690  Household Summary 2000 Households 134,921 2000 Average Household Size 2,48 2010 Mouseholds 142,905 2010 Average Household Size 2,52 2019 Households 143,495 2019 Average Household Size 2,54 2024 Households 143,495 2019 Average Household Size 2,54 2024 Households 143,495 2019 Average Household Size 2,54 2019 Average Household Size 2,55 2019-2024 Annual Rate -0,01% 2010 Families 99,132 2010 Average Family Size 3,03 2019 Families 97,882 2019 Families 97,882 2019 Average Family Size 3,08 2024 Average Family Size 3,08 2024 Average Family Size 3,08 2024 Average Family Size 3,10 2024 Average Family Size 3,10 2024 Average Household Size 2,55 2019-2024 India Size 3,08 2019 Average Household Size 97,300 2024 Average Household Size 97,300 2024 Average Household Size 1,08 2024 Families 97,882 2010 Average Household Size 3,08 2024 Families 97,882 2010 Housing Units 153,677 Owner Occupied Housing Units 66,0% Renter Occupied Housing Units 164,850 Owner Occupied Housing Units 12,2% 2010 Housing Units 168,082 Owner Occupied Housing Units 13,3% Vacant Housing Units 168,082 Owner Occupied Housing Units 170,497 Owner Occupied Housing Units 170,497 Owner Occupied Housing Units 170,497 Owner Occupied Housing Units 15,9% Median Household Income 2019 \$42,521 2024 Median Household Income 2019 \$22,876 2024 \$42,521 2024 \$42,521 2024 \$42,521 2024 \$42,521 2024 \$25,653 Median Age 2010 38,5	Population Summary	
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2019-2024 Annual Rate	2019 Group Quarters	7,689
2019 Total Daytime Population   348,697   Workers   129,007   Residents   219,690   Household Summary   2000 Households   134,921   2000 Average Household Size   2.48   2010 Households   142,905   2010 Average Household Size   2.52   2019 Households   143,495   2019 Average Household Size   2.54   2.54   2019 Households   143,495   2019 Average Household Size   2.55   2019 Households   143,495   2019 Average Household Size   2.55   2019 - 2024 Annual Rate   -0.01%   2010 Families   99,132   2010 Average Family Size   3.03   2019 Families   97,882   2019 Average Family Size   3.08   2024 Families   97,300   2024 Families   97,300   2024 Average Family Size   3.10   2019 - 2024 Annual Rate   -0.12%   Housing Units Summary   2000 Housing Units   153,677   Owner Occupied Housing Units   21.8%   Vacant Housing Units   12.2%   2010 Housing Units   12.2%   2010 Housing Units   12.2%   2010 Housing Units   164,850   Owner Occupied Housing Units   24.3%   Vacant Housing Units   13.3%   2019 Housing Units   169,882   Owner Occupied Housing Units   170,497   Owner Occupied Housing Units   15.9%   Median Household Income   2019   \$47,452   2024   \$47,4	2024 Total Population	373,253
Workers   129,007	2019-2024 Annual Rate	0.06%
Residents	2019 Total Daytime Population	348,697
Household Summary   2000 Households   134,921   2000 Average Household Size   2.48   2010 Households   142,905   2010 Average Household Size   2.52   2019 Households   143,495   2019 Average Household Size   2.54   2024 Households   143,439   2024 Average Household Size   2.55   2019-2024 Annual Rate   -0.01%   2010 Families   99,132   2010 Average Family Size   3.03   2019 Families   97,882   2019 Average Family Size   3.08   2024 Families   97,882   2019 Average Family Size   3.09   2024 Average Family Size   3.10   2019-2024 Annual Rate   -0.12%   400	Workers	129,007
2000 Households	Residents	219,690
2000 Average Household Size 2010 Households 2010 Average Household Size 2019 Households 2019 Average Household Size 2019 Average Household Size 2024 Households 2024 Average Household Size 2024 Average Household Size 2019-2024 Annual Rate 2010 Families 2010 Average Family Size 2019 Families 2019 Families 2019 Families 2019 Average Family Size 2019 Average Family Size 2019 Average Family Size 2019 Average Family Size 3.08 2024 Families 97,300 2024 Average Family Size 3.10 2019-2024 Annual Rate -0.12% Housing Unit Summary 2000 Housing Units 2000 Housing Units 2000 Housing Units 2010 Housing Units 2019 Housing Units 2019 Housing Units 2024 Housing Units 2024 Housing Units 2024 Search Housing Units 2019 2024 2019 2024 2019 2024 2019 2024 2019 2024 2029 2024 2020 2030 2040 2050 2060 2060 2070 2080 2080 2080 2080 2080 2080 208	Household Summary	
2010 Households	2000 Households	134,921
2010 Average Household Size   2.52	2000 Average Household Size	
2019 Households	2010 Households	142,905
2019 Average Household Size 2024 Households 2024 Average Household Size 2019-2024 Annual Rate 2010 Families 2010 Average Family Size 2019 Families 2019 Families 2019 Families 2019 Average Family Size 2019 Average Family Size 2019 Average Family Size 2024 Families 2024 Families 2019-2024 Annual Rate 2019-2024 Annual Rate 31.0 2019-2024 Annual Rate 4-0.12% 40using Unit Summary 2000 Housing Units 2000 Housing Units 2010 Renter Occupied Housing Units 2010 Housing Units 2019 Housing Units 2024 Housing Units 2024 Housing Units 2034 Renter Occupied Housing Units 2045 Vacant Housing Units 2046 Renter Occupied Housing Units 2050 Wacant Housing Units 2060 Annual Rate 2070 Annual Rate 2070 Annual Rate 2070 Annual Rate 2070 Salva	2010 Average Household Size	
2024 Households       143,439         2024 Average Household Size       2.55         2019-2024 Annual Rate       -0.01%         2010 Families       99,132         2010 Average Family Size       3.03         2019 Families       97,882         2019 Average Family Size       3.08         2024 Families       97,300         2024 Average Family Size       3.10         2019-2024 Annual Rate       -0.12%         Housing Units Summary         2000 Housing Units       153,677         Owner Occupied Housing Units       66.0%         Renter Occupied Housing Units       12.2%         2010 Housing Units       164,850         Owner Occupied Housing Units       62.4%         Renter Occupied Housing Units       24.3%         Vacant Housing Units       13.3%         2019 Housing Units       60.4%         Renter Occupied Housing Units       50.4%         Renter Occupied Housing Units       160.4%         Renter Occupied Housing Units       25.0%         Vacant Housing Units       170,497         Owner Occupied Housing Units       25.0%         Vacant Housing Units       170,497         Owner Occupied Housing Units       24.7% <td></td> <td></td>		
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2019-2024 Annual Rate		
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2010 Average Family Size 97,882 2019 Families 97,882 2019 Average Family Size 3.08 2024 Families 97,300 2024 Average Family Size 3.10 2019-2024 Annual Rate -0.12% Housing Unit Summary 2000 Housing Units 153,677 Owner Occupied Housing Units 66.0% Renter Occupied Housing Units 12.2% 2010 Housing Units 164,850 Owner Occupied Housing Units 62.4% Renter Occupied Housing Units 13.3% Vacant Housing Units 13.3% Vacant Housing Units 13.3% Vacant Housing Units 168,082 Owner Occupied Housing Units 560.4% Renter Occupied Housing Units 168,082 Owner Occupied Housing Units 50.4% Renter Occupied Housing Units 50.4% Renter Occupied Housing Units 50.4% Renter Occupied Housing Units 59.4% Vacant Housing Units 170,497 Owner Occupied Housing Units 59.4% Renter Occupied Housing Units 59.4% Median Household Income 2019 \$42,521 2024 \$47,452 Median Home Value 2019 \$123,315 2024 \$47,452 Median Home Value 2019 \$22,876 2024 \$25,653 Median Age 2010 38.5		
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Housing Unit Summary   153,677   2000 Housing Units   153,677   2000 Housing Units   66.0%   Renter Occupied Housing Units   21.8%   Vacant Housing Units   12.2%   2010 Housing Units   164,850   2010 Housing Units   62.4%   Renter Occupied Housing Units   24.3%   Vacant Housing Units   13.3%   2019 Housing Units   168,082   2019 Housing Units   25.0%   Vacant Housing Units   25.0%   Vacant Housing Units   25.0%   Vacant Housing Units   25.0%   Vacant Housing Units   170,497   2024 Housing Units   24.7%   Vacant Housing Units   24.7%   Vacant Housing Units   25.9%   Vacant Housing Units   25.9%   Vacant Housing Units   24.7%   Vacant Housing Units   24.7%   Vacant Housing Units   24.7%   Vacant Housing Units   25.9%   Vacant Housing Units   25.9%   Vacant Housing Units   25.9%   Vacant Housing Units   25.9%   Vacant Household Income   2019   \$42,521   2024   \$47,452   Vacant Home Value   2019   \$123,315   2024   \$140,233   Vacant Household Income   2019   \$22,876   2024   \$25,653   2019   2024   \$25,653   2019   2024   2024   2024   2024   2025   2026   202		
2000 Housing Units Owner Occupied Housing Units Renter Occupied Housing Units Vacant Housing Units 21.8% Vacant Housing Units 2010 Housing Units Cowner Occupied Housing Units Renter Occupied Housing Units Renter Occupied Housing Units Vacant Housing Units Vacant Housing Units Vacant Housing Units 2019 Housing Units Cowner Occupied Housing Units Renter Occupied Housing Units Renter Occupied Housing Units Vacant Housing Units Vacant Housing Units Vacant Housing Units Vacant Housing Units Solve Vacant Housing Units Renter Occupied Housing Units Renter Occupied Housing Units Vacant Housing Units Renter Occupied Housing Units Vacant Housing Units Vacant Housing Units Vacant Housing Units Vacant Household Income 2019 \$42,521 2024 \$47,452  Median Home Value 2019 \$123,315 2024 \$140,233  Per Capita Income 2019 \$22,876 2024 \$25,653  Median Age 2010 38.5 2019		-0.12%
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Renter Occupied Housing Units       21.8%         Vacant Housing Units       12.2%         2010 Housing Units       164,850         Owner Occupied Housing Units       62.4%         Renter Occupied Housing Units       24.3%         Vacant Housing Units       168,082         Owner Occupied Housing Units       60.4%         Renter Occupied Housing Units       25.0%         Vacant Housing Units       170,497         Owner Occupied Housing Units       59.4%         Renter Occupied Housing Units       24.7%         Vacant Housing Units       15.9%         Median Household Income       2019       \$42,521         2024       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       38.5         2019       40.4		
Vacant Housing Units       12.2%         2010 Housing Units       164,850         Owner Occupied Housing Units       62.4%         Renter Occupied Housing Units       24.3%         Vacant Housing Units       13.3%         2019 Housing Units       168,082         Owner Occupied Housing Units       60.4%         Renter Occupied Housing Units       25.0%         Vacant Housing Units       170,497         Owner Occupied Housing Units       59.4%         Renter Occupied Housing Units       24.7%         Vacant Housing Units       15.9%         Median Household Income       2019         2019       \$42,521         2024       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       38.5         2019       40.4		
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Renter Occupied Housing Units       24.3%         Vacant Housing Units       13.3%         2019 Housing Units       168,082         Owner Occupied Housing Units       60.4%         Renter Occupied Housing Units       25.0%         Vacant Housing Units       14.6%         2024 Housing Units       59.4%         Renter Occupied Housing Units       24.7%         Vacant Housing Units       15.9%         Median Household Income       542,521         2024       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       38.5         2019       40.4		
Vacant Housing Units       13.3%         2019 Housing Units       168,082         Owner Occupied Housing Units       60.4%         Renter Occupied Housing Units       25.0%         Vacant Housing Units       14.6%         2024 Housing Units       170,497         Owner Occupied Housing Units       59.4%         Renter Occupied Housing Units       24.7%         Vacant Housing Units       15.9%         Median Household Income       542,521         2024       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       38.5         2019       40.4		
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Renter Occupied Housing Units       25.0%         Vacant Housing Units       14.6%         2024 Housing Units       170,497         Owner Occupied Housing Units       59.4%         Renter Occupied Housing Units       24.7%         Vacant Housing Units       15.9%         Median Household Income       42,521         2024       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       38.5         2019       40.4		
Vacant Housing Units       14.6%         2024 Housing Units       170,497         Owner Occupied Housing Units       59.4%         Renter Occupied Housing Units       24.7%         Vacant Housing Units       15.9%         Median Household Income       \$42,521         2024       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       38.5         2019       40.4		25.0%
Owner Occupied Housing Units 59.4% Renter Occupied Housing Units 24.7% Vacant Housing Units 15.9%  Median Household Income  2019 \$42,521 2024 \$47,452  Median Home Value  2019 \$123,315 2024 \$140,233  Per Capita Income  2019 \$22,876 2024 \$25,653  Median Age 2010 38.5 2019 \$40.4		14.6%
Owner Occupied Housing Units 59.4% Renter Occupied Housing Units 24.7% Vacant Housing Units 15.9%  Median Household Income  2019 \$42,521 2024 \$47,452  Median Home Value 2019 \$123,315 2024 \$140,233  Per Capita Income 2019 \$22,876 2024 \$25,653  Median Age 2010 38.5 2019 \$40.4	2024 Housing Units	170,497
Vacant Housing Units 15.9%  Median Household Income  2019 \$42,521 2024 \$47,452  Median Home Value  2019 \$123,315 2024 \$140,233  Per Capita Income  2019 \$22,876 2024 \$25,653  Median Age 2010 38.5 2019 40.4		59.4%
Median Household Income       \$42,521         2019       \$47,452         Median Home Value       \$123,315         2024       \$140,233         Per Capita Income       \$22,876         2024       \$25,653         Median Age       38.5         2019       40.4	Renter Occupied Housing Units	24.7%
2019 \$42,521 2024 \$47,452 Median Home Value 2019 \$123,315 2024 \$140,233 Per Capita Income 2019 \$22,876 2024 \$25,653 Median Age 2010 38.5 2019 40.4		15.9%
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2019 \$123,315 2024 \$140,233 Per Capita Income  2019 \$22,876 2024 \$25,653 Median Age  2010 38.5 2019 40.4		\$47,452
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Per Capita Income 2019 \$22,876 2024 \$25,653  Median Age 2010 38.5 2019 40.4	2019	\$123,315
2019 \$22,876 2024 \$25,653 Median Age 2010 38.5 2019 40.4	2024	\$140,233
2024 \$25,653  Median Age 2010 38.5 2019 40.4		
Median Age         38.5           2019         40.4		
2010 38.5 2019 40.4		\$25,653
2019 40.4		
2024 41.8		
	2024	41.8





### **AVERAGE DAILY TRAFFIC COUNTS: ALDOT**



Source: Alabama Department of Transportation; Alabama Traffic Data

### **CONTACT INFORMATION**



## **Andrew Rhodes**

Senior Business Intelligence Analyst Alabama Power Company (205) 257-3550 ahrhodes@southernco.com

