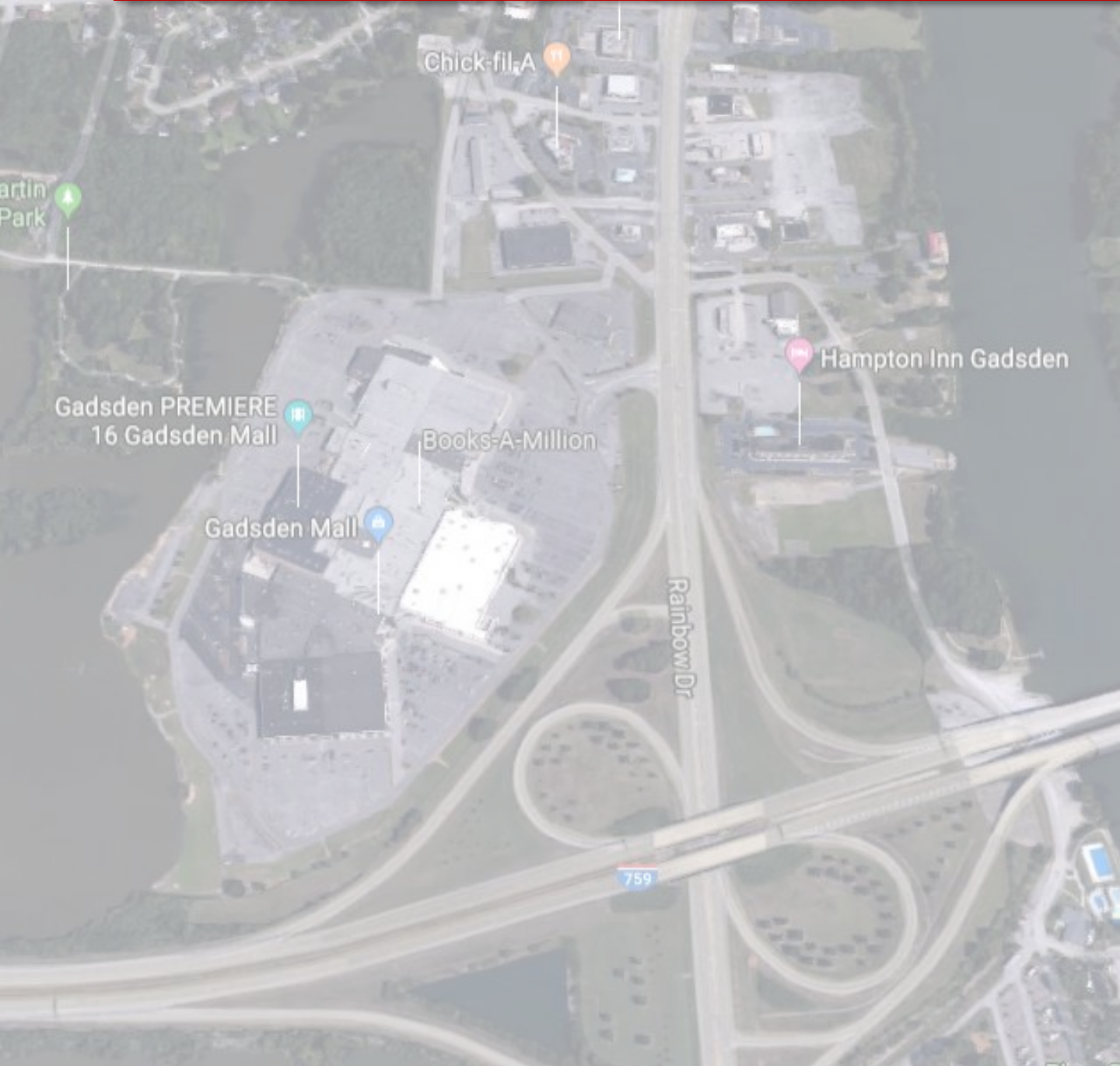


THE GADSDEN MALL

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?

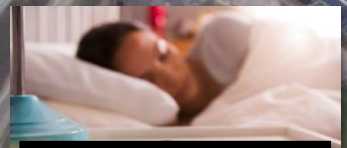
Alabama Power subscribes to a mobile mapping software service that enables the mapping of geolocation data for over 900 million customers that utilize 250+ participating smartphone applications.

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)

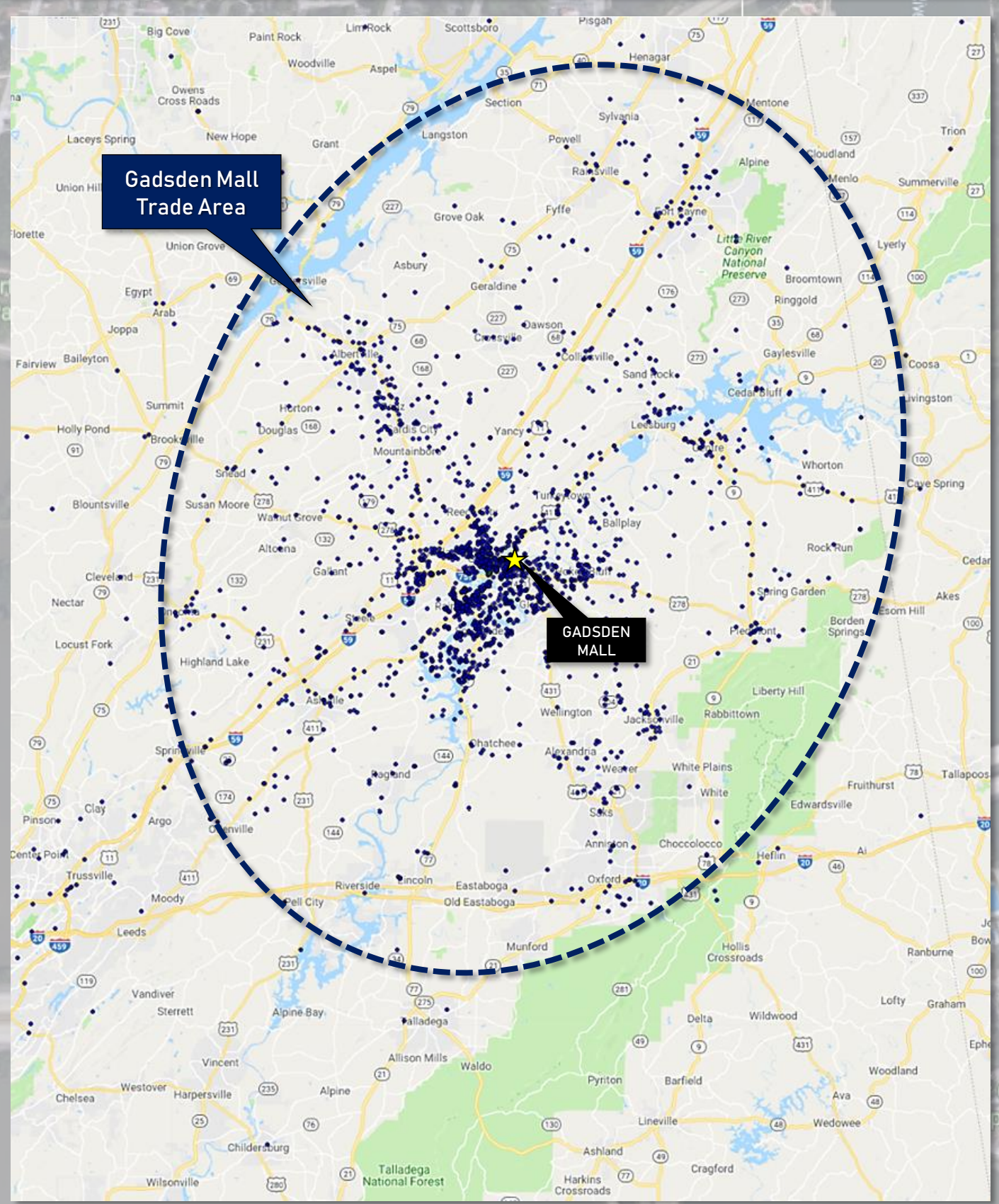


Phone Enters Geofence Boundary



Mobile Map Identifies Nighttime Location of Customer's Phone

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

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	97,300
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	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	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

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	41.8

KEY FACTS

372,208

Population



Average Household Size

40.4

Median Age

\$42,521

Median Household Income

INCOME



\$42,521

Median Household Income



\$22,876

Per Capita Income



\$65,562

Median Net Worth

EMPLOYMENT



52%

White Collar



33%

Blue Collar



15%

Services

4.7%

Unemployment Rate

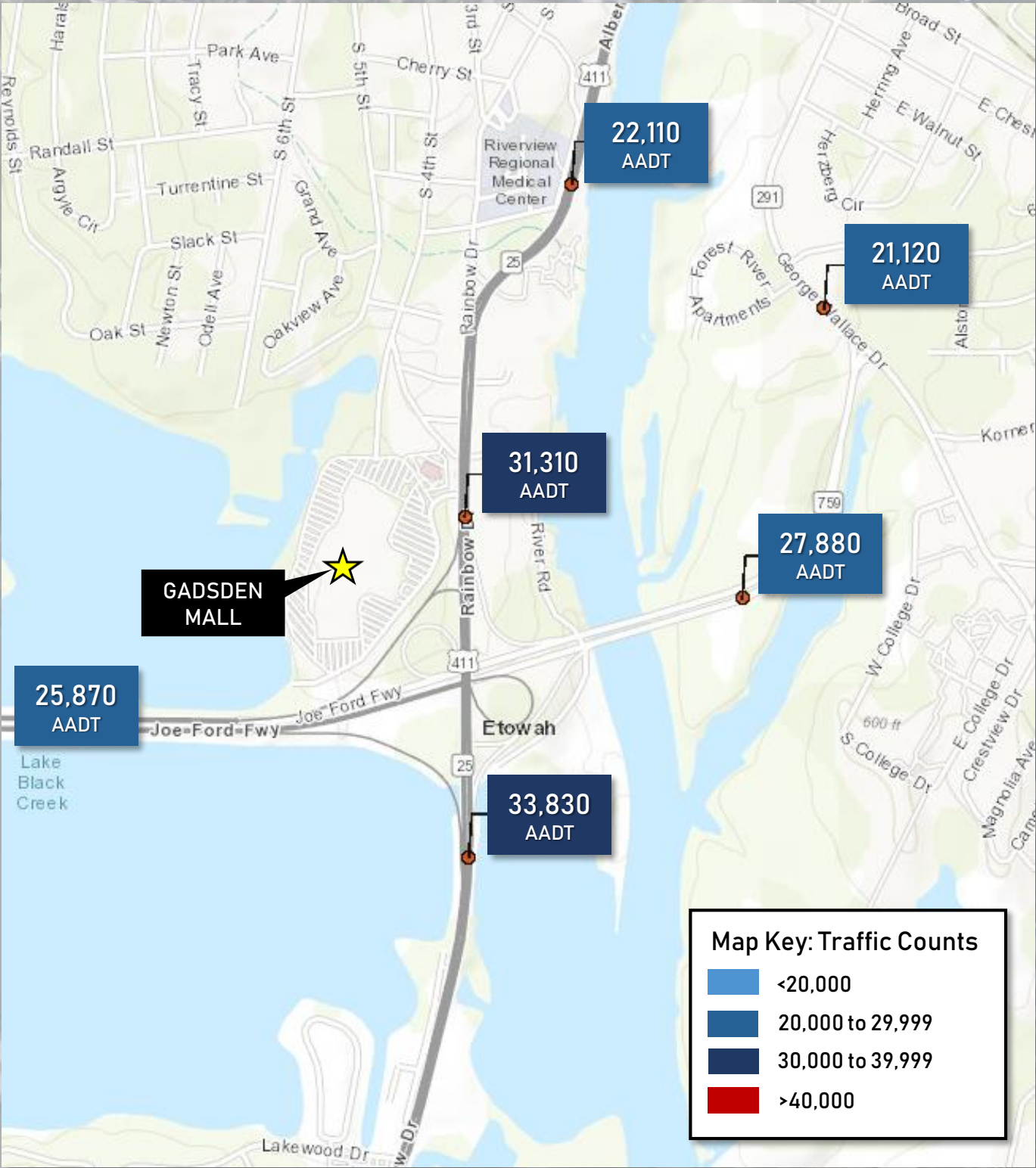
Households By Income

The largest group: <\$15,000 (17.4%)

The smallest group: \$200,000+ (2.2%)

Indicator ▲	Value	Difference	
<\$15,000	17.4%	+4.0%	
\$15,000 - \$24,999	14.1%	+2.3%	
\$25,000 - \$34,999	10.5%	-2.3%	
\$35,000 - \$49,999	13.8%	-1.1%	
\$50,000 - \$74,999	17.3%	-4.5%	
\$75,000 - \$99,999	11.5%	+0.2%	
\$100,000 - \$149,999	10.1%	-0.1%	
\$150,000 - \$199,999	3.0%	+0.5%	
\$200,000+	2.2%	+1.0%	

AVERAGE DAILY TRAFFIC COUNTS: ALDOT



Source: Alabama Department of Transportation; Alabama Traffic Data

CONTACT INFORMATION



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