



VISITOR MOBILE  
MAPPING ANALYSIS

# GADSDEN MALL

**GADSDEN, AL**  
JAN 2018 THRU JULY 2021

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# PLACER.AI – HOW DOES THE VISITOR MOBILE MAPPING PROCESS WORK?

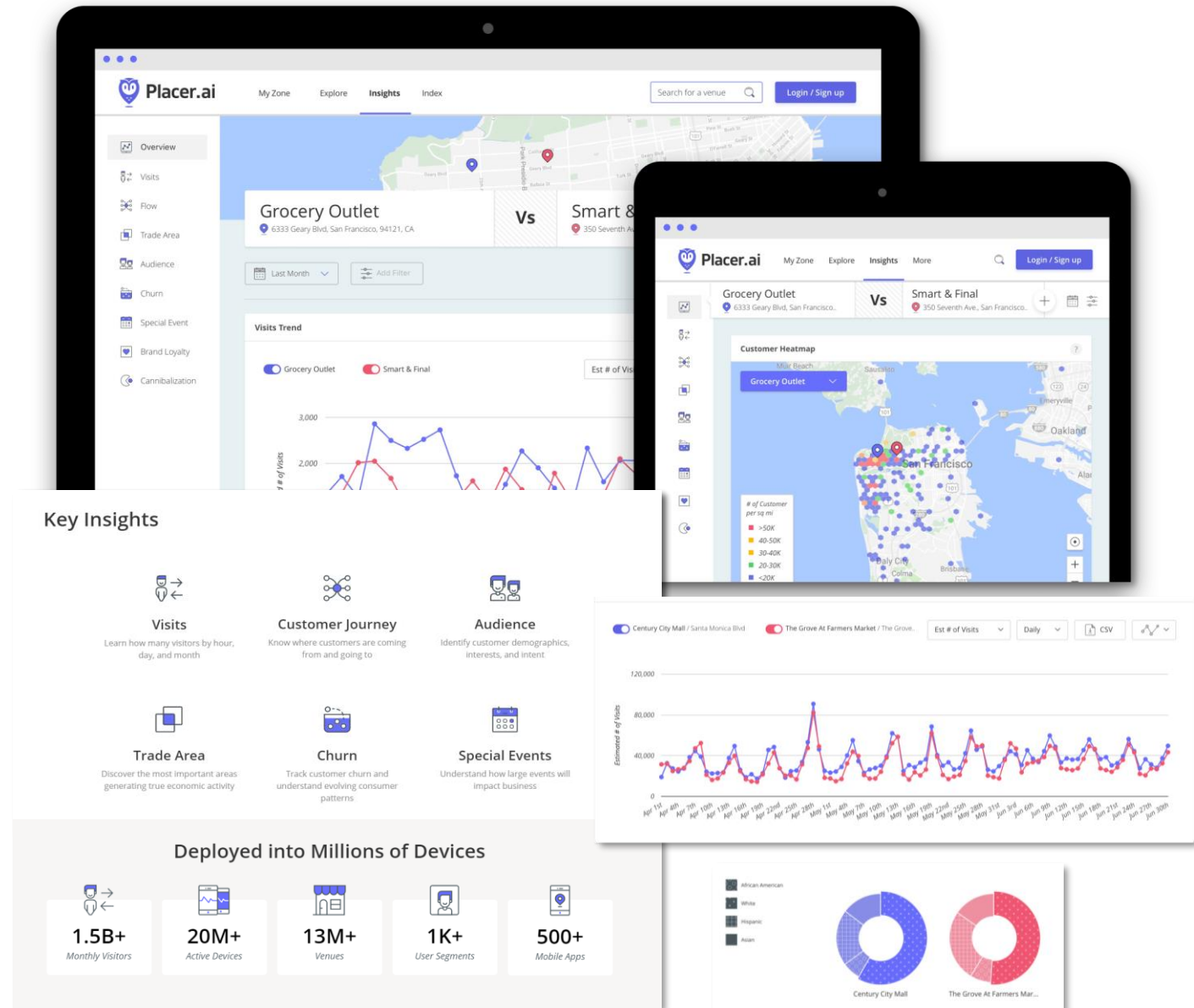
## WHAT IS VISITOR MOBILE MAPPING?

Placer.ai collects real-time location data from 20+ million anonymized mobile consumers for businesses such as retailers, hotels and commercial real estate owners.

The mobile mapping process works by placing a “geofence boundary” around a business or an area-of-interest where customer movement data will be collected.

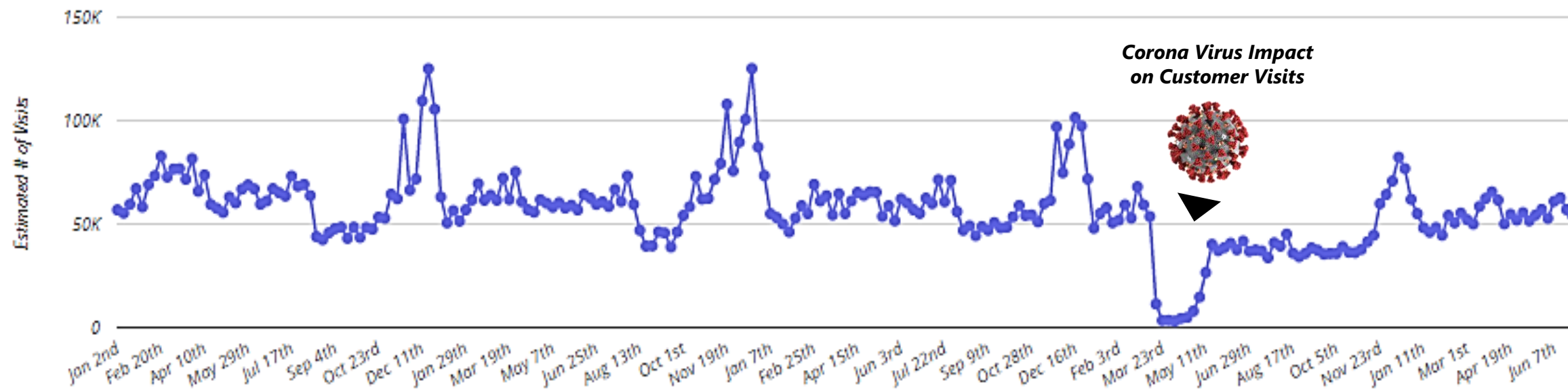
Placer.ai *aggregates* and *anonymizes* the data to limit the possibility that identities of people are exposed.

Placer.ai’s online tool then allows Alabama Power to analyze the data to better understand how consumers are interacting with the space – with customized maps, data tables, and travel routes taken by visitors.

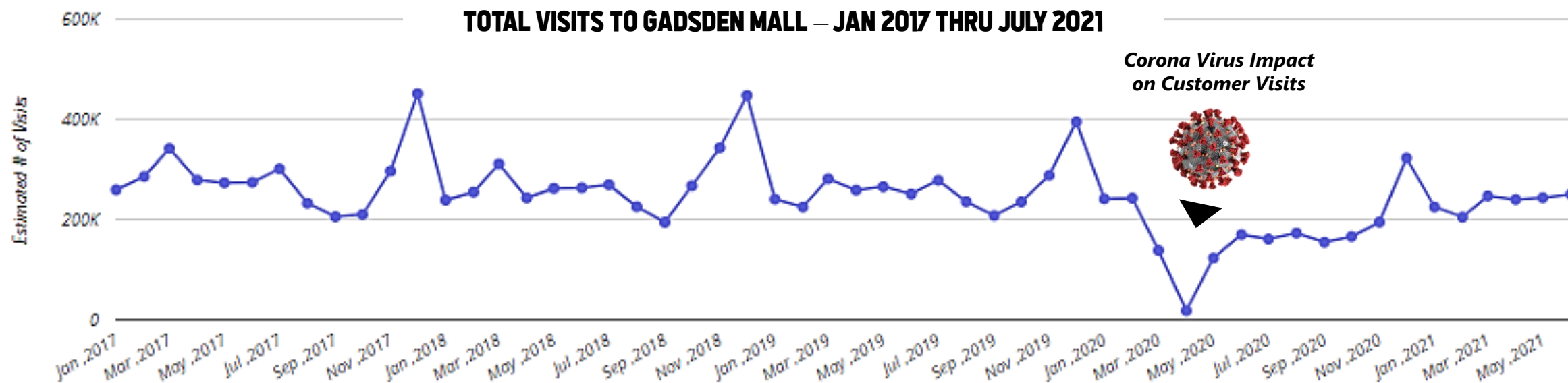


# GADSDEN MALL — TOTAL WEEKLY & MONTHLY MALL VISITORS

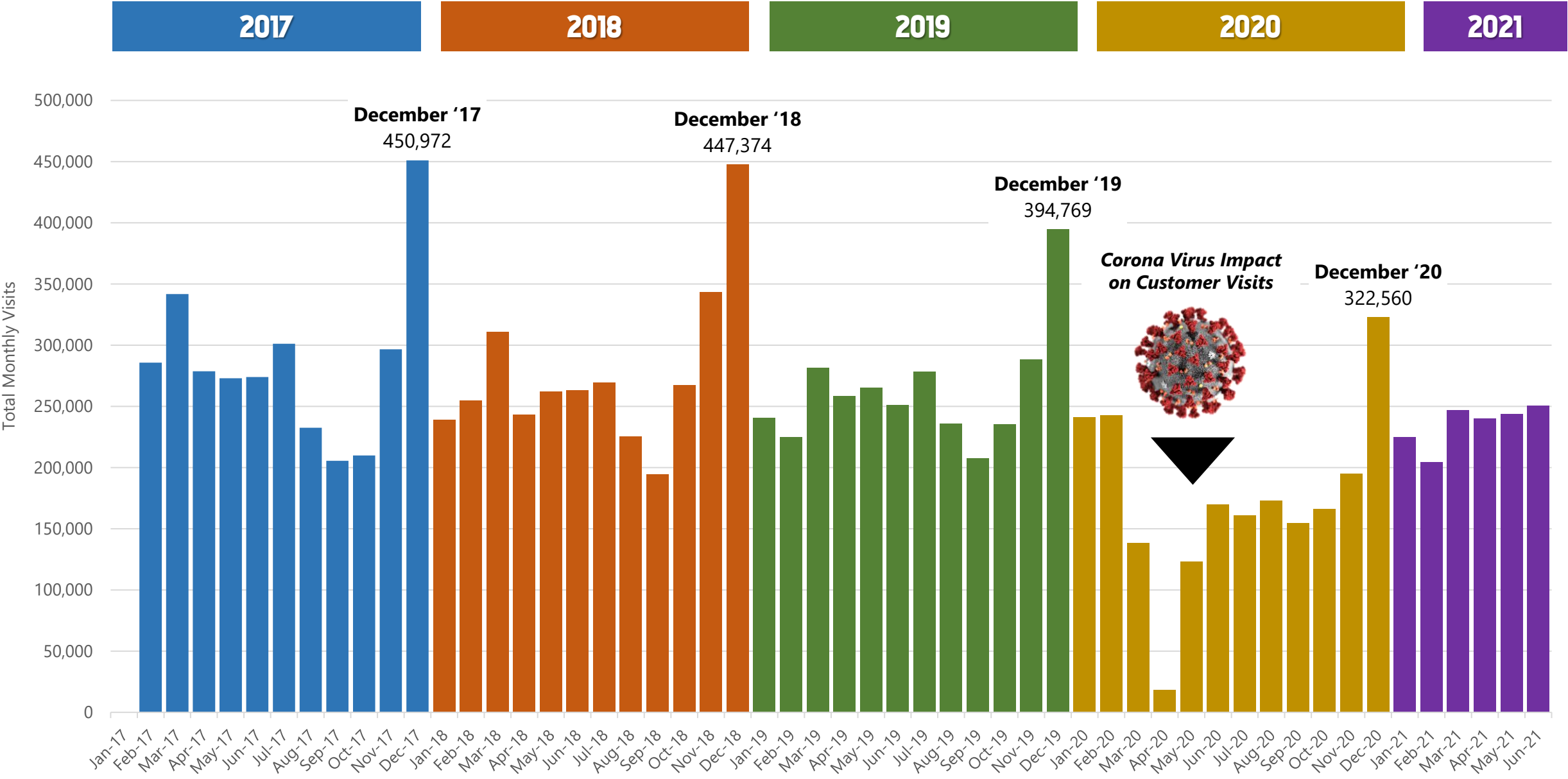
TOTAL WEEKLY VISITS TO GADSDEN MALL — JAN 2017 THRU JULY 2021



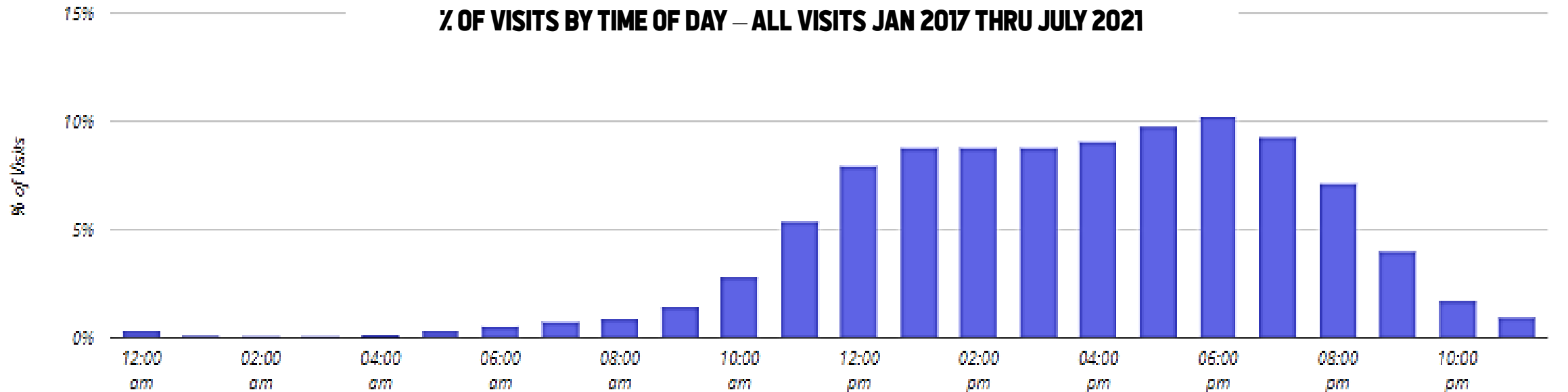
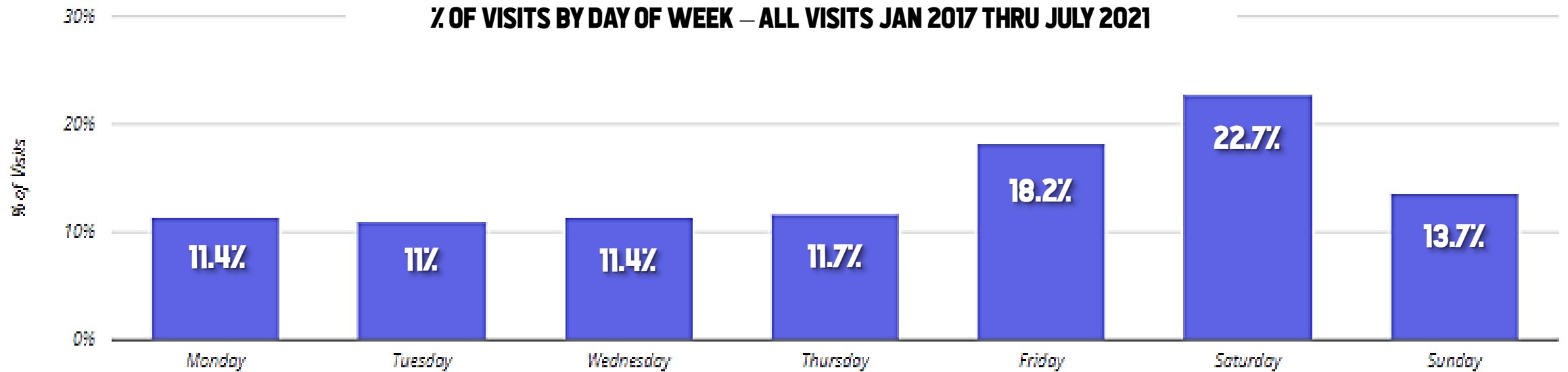
TOTAL VISITS TO GADSDEN MALL — JAN 2017 THRU JULY 2021



# GADSDEN MALL — TOTAL MONTHLY MALL VISITORS COMPARED BY YEAR



# GADSDEN MALL — DAY OF WEEK & TIME OF DAY WHEN VISITS MADE



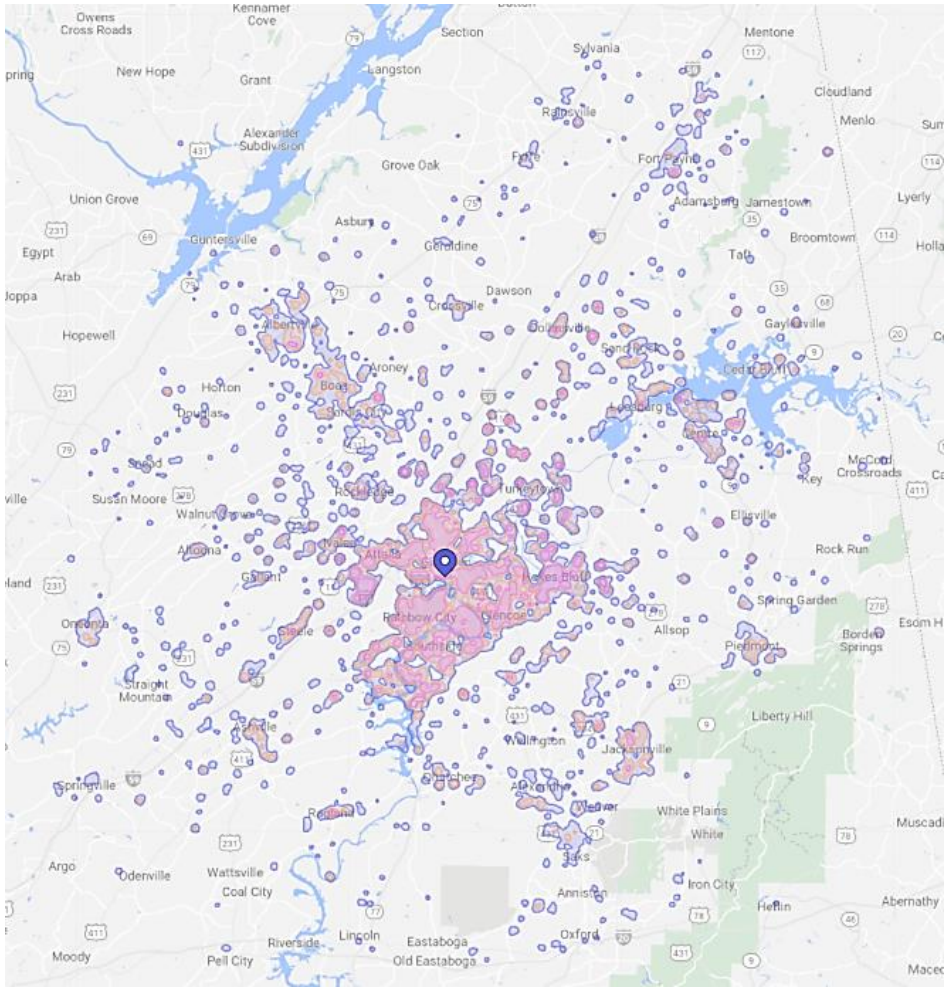




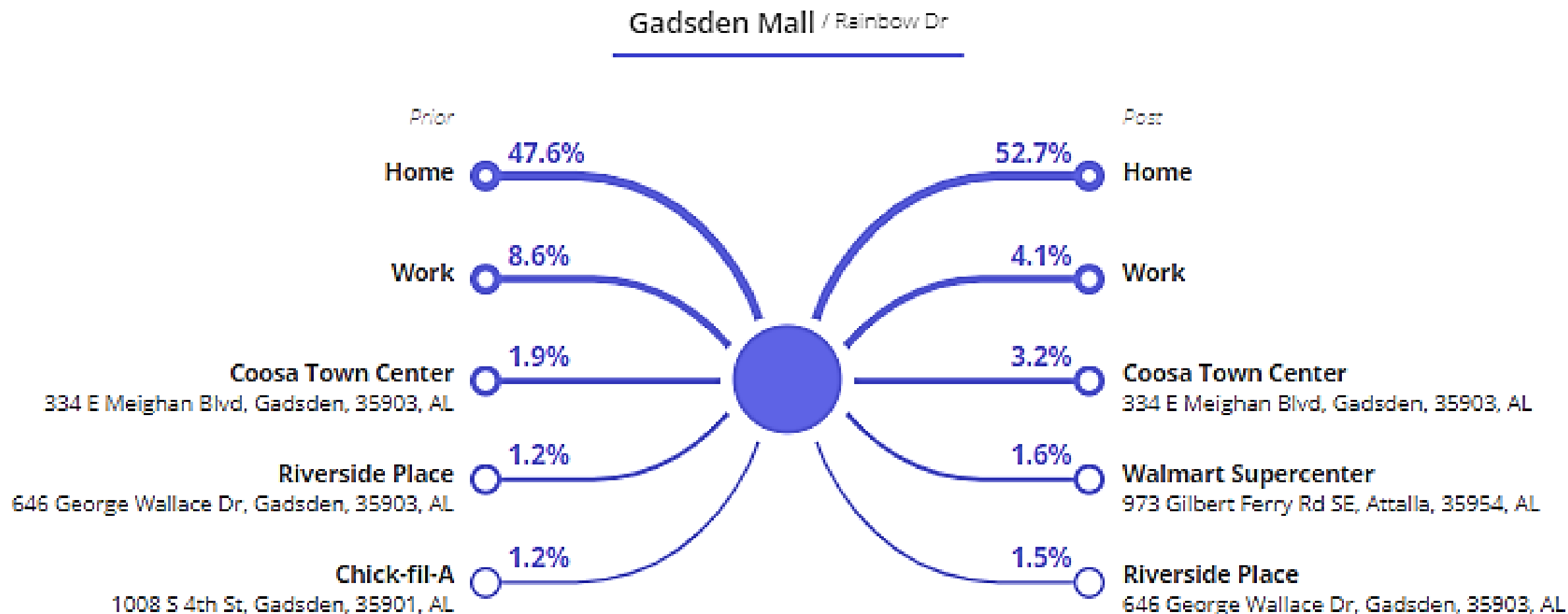
# GADSDEN MALL — CUSTOMER TRADE AREA DEMOGRAPHICS

40 % Traffic      60 % Traffic      80 % Traffic

Overview						
Population	47,316		95,988		167,390	
Households						
Households	18,409		36,534		62,727	
Family households	11,204	(60.9%)	23,396	(64%)	41,760	(66.6%)
Non Family households	7,205	(39.1%)	13,138	(36%)	20,967	(33.4%)
Persons per Household	2.57		2.63		2.67	
Household Income						
Household Average Income	\$51,118.7		\$54,604.31		\$55,098.07	
Average Income Per Person	\$19,888.5		\$20,782.95		\$20,647.21	
Household Median Income	\$35,960.51		\$39,360.19		\$40,708.84	



# GADSDEN MALL — PRIOR & POST LOCATION OF MALL VISITORS





# GADSDEN MALL — PRIOR & POST LOCATION OF MALL VISITORS

Prior			Post		
	Venue Name	Foot-Traffic		Venue Name	Foot-Traffic
1	Coosa Town Center / E Meighan Blvd	1.94%	1	Coosa Town Center / E Meighan Blvd	3.22%
2	Riverside Place / George Wallace Dr	1.19%	2	Walmart Supercenter / Gilbert Ferry Rd SE	1.57%
3	Chick-fil-A / S 4th St	1.17%	3	Riverside Place / George Wallace Dr	1.47%
4	Martin's Family Clothing / Quintard Ave	0.75%	4	Walmart Supercenter / E Meighan Blvd	1.28%
5	Top O' The River / Rainbow Dr	0.72%	5	Martin's Family Clothing / Quintard Ave	1.19%
6	Chili's Grill & Bar / Albert Rains Blvd.	0.62%	6	Chick-fil-A / S 4th St	1.18%
7	Red Lobster / Rainbow Drive	0.59%	7	Academy Sports + Outdoors / George Wallace Drive	1%
8	Walmart Supercenter / E Meighan Blvd	0.51%	8	Rainbow Plaza Shopping Center / Rainbow Dr	0.58%
9	Academy Sports + Outdoors / George Wallace Drive	0.5%	9	Chili's Grill & Bar / Albert Rains Blvd.	0.57%
10	Pruett's Bar-B-Que / Rainbow Dr	0.5%	10	Five Below / E Meighan Blvd	0.49%
11	Villa Fiesta / Rainbow Dr	0.5%	11	Top O' The River / Rainbow Dr	0.46%
12	Noccalula Falls / Noccalula Rd	0.47%	12	Red Lobster / Rainbow Drive	0.44%
13	Applebee's / Rainbow Drive	0.45%	13	Riverview Plaza / George Wallace Dr	0.43%
14	Super Hibachi Buffet And Grill / River Rd	0.43%	14	Ulta Beauty / East Meighan Boulevard	0.41%
15	Tara's Inc / Bay street	0.42%	15	Aldi / N Hood Ave	0.4%