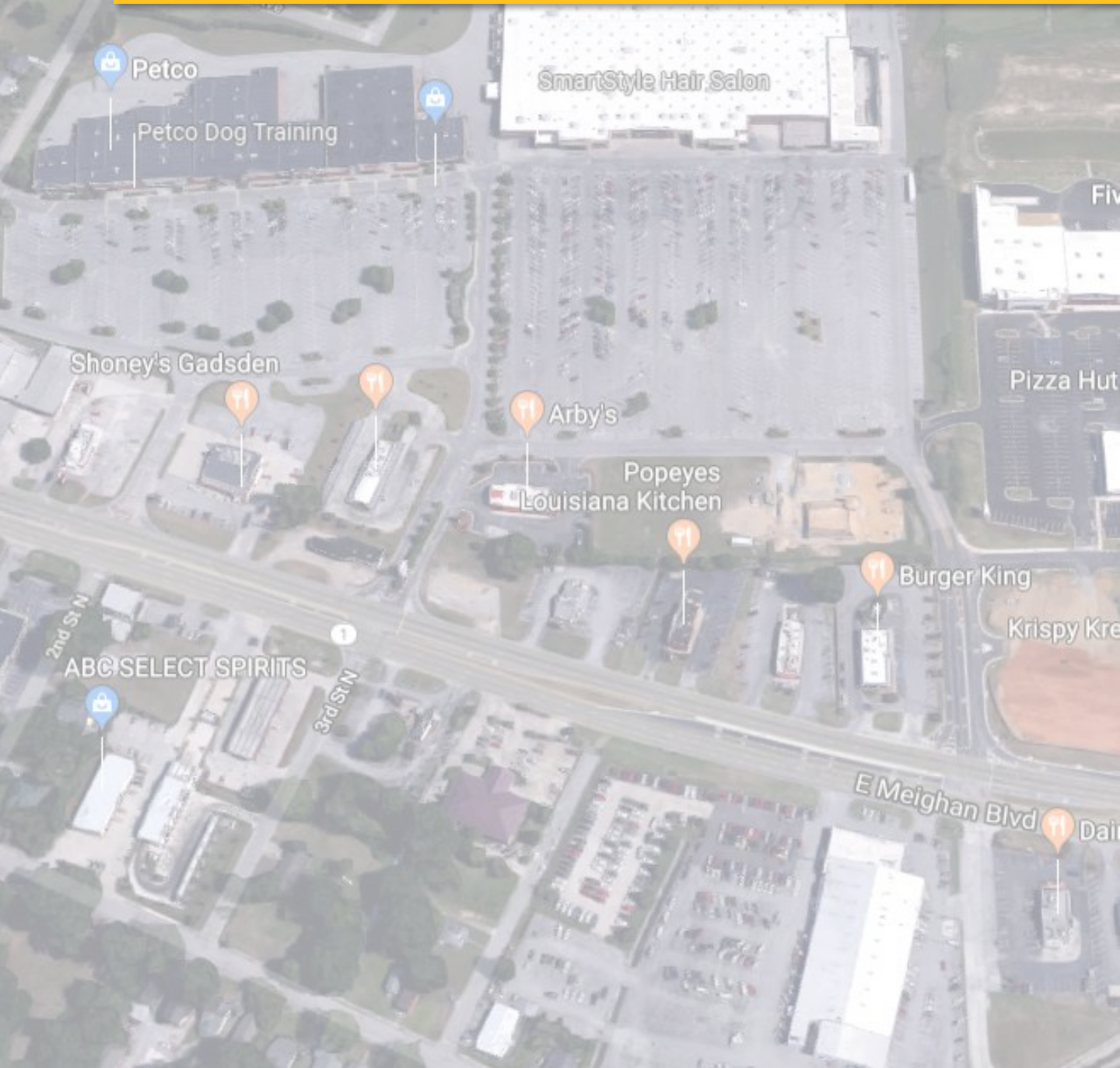


# GADSDEN WALMART

## *Target Customer Analysis*



**ALABAMA POWER BUSINESS INTELLIGENCE**

PREPARED BY ANDREW RHODES, SENIOR BUSINESS INTELLIGENCE RESEARCH ANALYST



# MOBILE MAPPING: GADSDEN WALMART

## 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 340 E Meighan Blvd, Gadsden, AL 35903





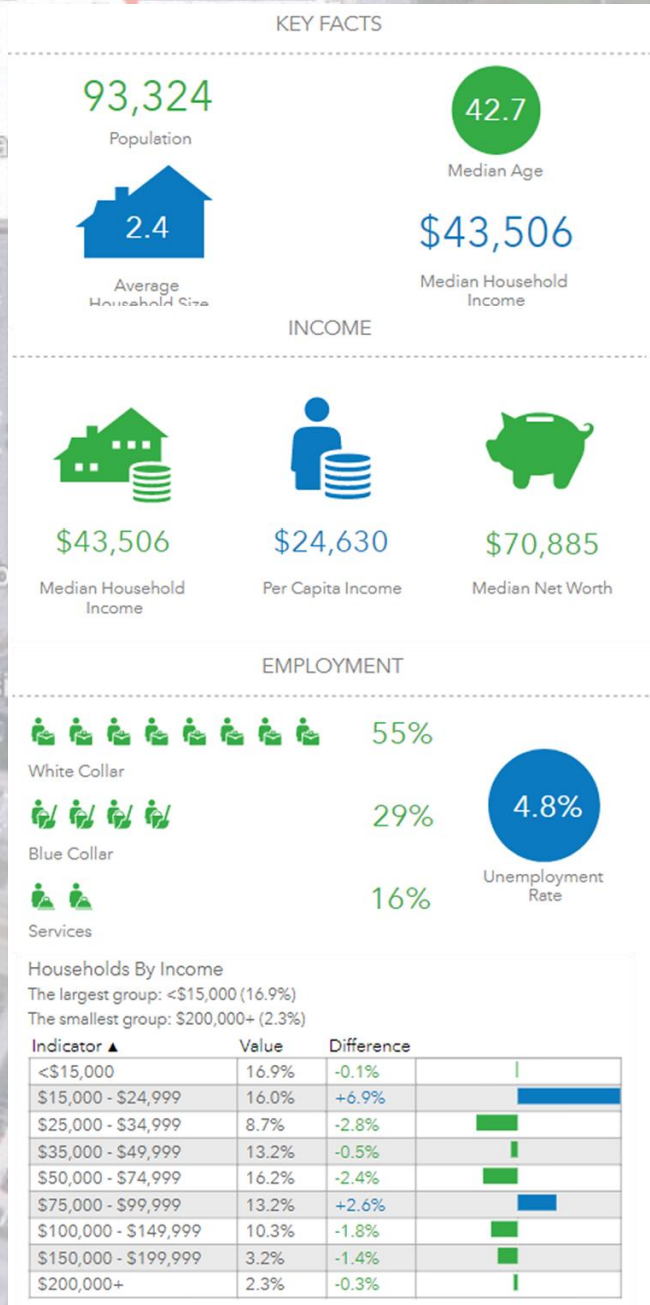
The map displays the Columbus, Georgia metropolitan area and surrounding regions. A yellow star marks the center of the Primary Trade Area, located near the intersection of I-75 and I-85. The Primary Trade Area is defined by a blue dashed circle, while the Extended Trade Area is defined by a larger orange dashed circle. The map shows major highways (I-75, I-85, I-20, I-90, I-475, I-275, I-285, I-375, I-475, I-575, I-675, I-775, I-875, I-975, I-1075, I-1175, I-1275, I-1375, I-1475, I-1575, I-1675, I-1775, I-1875, I-1975, I-2075, I-2175, I-2275, I-2375, I-2475, I-2575, I-2675, I-2775, I-2875, I-2975, I-3075, I-3175, I-3275, I-3375, I-3475, I-3575, I-3675, I-3775, I-3875, I-3975, I-4075, I-4175, I-4275, I-4375, I-4475, I-4575, I-4675, I-4775, I-4875, I-4975, I-5075, I-5175, I-5275, I-5375, I-5475, I-5575, I-5675, I-5775, I-5875, I-5975, I-6075, I-6175, I-6275, I-6375, I-6475, I-6575, I-6675, I-6775, I-6875, I-6975, I-7075, I-7175, I-7275, I-7375, I-7475, I-7575, I-7675, I-7775, I-7875, I-7975, I-8075, I-8175, I-8275, I-8375, I-8475, I-8575, I-8675, I-8775, I-8875, I-8975, I-9075, I-9175, I-9275, I-9375, I-9475, I-9575, I-9675, I-9775, I-9875, I-9975, I-10075, I-10175, I-10275, I-10375, I-10475, I-10575, I-10675, I-10775, I-10875, I-10975, I-11075, I-11175, I-11275, I-11375, I-11475, I-11575, I-11675, I-11775, I-11875, I-11975, I-12075, I-12175, I-12275, I-12375, I-12475, I-12575, I-12675, I-12775, I-12875, I-12975, I-13075, I-13175, I-13275, I-13375, I-13475, I-13575, I-13675, I-13775, I-13875, I-13975, I-14075, I-14175, I-14275, I-14375, I-14475, I-14575, I-14675, I-14775, I-14875, I-14975, I-15075, I-15175, I-15275, I-15375, I-15475, I-15575, I-15675, I-15775, I-15875, I-15975, I-16075, I-16175, I-16275, I-16375, I-16475, I-16575, I-16675, I-16775, I-16875, I-16975, I-17075, I-17175, I-17275, I-17375, I-17475, I-17575, I-17675, I-17775, I-17875, I-17975, I-18075, I-18175, I-18275, I-18375, I-18475, I-18575, I-18675, I-18775, I-18875, I-18975, I-19075, I-19175, I-19275, I-19375, I-19475, I-19575, I-19675, I-19775, I-19875, I-19975, I-20075, I-20175, I-20275, I-20375, I-20475, I-20575, I-20675, I-20775, I-20875, I-20975, I-21075, I-21175, I-21275, I-21375, I-21475, I-21575, I-21675, I-21775, I-21875, I-21975, I-22075, I-22175, I-22275, I-22375, I-22475, I-22575, I-22675, I-22775, I-22875, I-22975, I-23075, I-23175, I-23275, I-23375, I-23475, I-23575, I-23675, I-23775, I-23875, I-23975, I-24075, I-24175, I-24275, I-24375, I-24475, I-24575, I-24675, I-24775, I-24875, I-24975, I-25075, I-25175, I-25275, I-25375, I-25475, I-25575, I-25675, I-25775, I-25875, I-25975, I-26075, I-26175, I-26275, I-26375, I-26475, I-26575, I-26675, I-26775, I-26875, I-26975, I-27075, I-27175, I-27275, I-27375, I-27475, I-27575, I-27675, I-27775, I-27875, I-27975, I-28075, I-28175, I-28275, I-28375, I-28475, I-28575, I-28675, I-28775, I-28875, I-28975, I-29075, I-29175, I-29275, I-29375, I-29475, I-29575, I-29675, I-29775, I-29875, I-29975, I-30075, I-30175, I-30275, I-30375, I-30475, I-30575, I-30675, I-30775, I-30875, I-30975, I-31075, I-31175, I-31275, I-31375, I-31475, I-31575, I-31675, I-31775, I-31875, I-31975, I-32075, I-32175, I-32275, I-32375, I-32475, I-32575, I-32675, I-32775, I-32875, I-32975, I-33075, I-33175, I-33275, I-33375, I-33475, I-33575, I-33675, I-33775, I-33875, I-33975, I-34075, I-34175, I-34275, I-34375, I-34475, I-34575, I-34675, I-34775, I-34875, I-34975, I-35075, I-35175, I-35275, I-35375, I-35475, I-35575, I-35675, I-35775, I-35875, I-35975, I-36075, I-36175, I-36275, I-36375, I-36475, I-36575, I-36675, I-36775, I-36875, I-36975, I-37075, I-37175, I-37275, I-37375, I-37475, I-37575, I-37675, I-37775, I-37875, I-37975, I-38075, I-38175, I-38275, I-38375, I-38475, I-38575, I-38675, I-38775, I-38875, I-38975, I-39075, I-39175, I-39275, I-39375, I-39475, I-39575, I-39675, I-39775, I-39875, I-39975, I-40075, I-40175, I-40275, I-40375, I-40475, I-40575, I-40675, I-40775, I-40875, I-40975, I-41075, I-41175, I-41275, I-41375, I-41475, I-41575, I-41675, I-41775, I-41875, I-41975, I-42075, I-42175, I-42275, I-42375, I-42475, I-42575, I-42675, I-42775, I-42875, I-42975, I-43075, I-43175, I-43275, I-43375, I-43475, I-43575, I-43675, I-43775, I-43875, I-43975, I-44075, I-44175, I-44275, I-44375, I-44475, I-44575, I-44675, I-44775, I-44875, I-44975, I-45075, I-45175, I-45275, I-45375, I-45475, I-45575, I-45675, I-45775, I-45875, I-45975, I-46075, I-46175, I-46275, I-46375, I-46475, I-46575, I-46675, I-46775, I-46875, I-46975, I-47075, I-47175, I-47275, I-47375, I-47475, I-47575, I-47675, I-47775, I-47875, I-47975, I-48075, I-48175, I-48275, I-48375, I-48475, I-48575, I-48675, I-48775, I-48875, I-48975, I-49075, I-49175, I-49275, I-49375, I-49475, I-49575, I-49675, I-49775, I-49875, I-49975, I-50075, I-50175, I-50275, I-50375, I-50475, I-50575, I-50675, I-



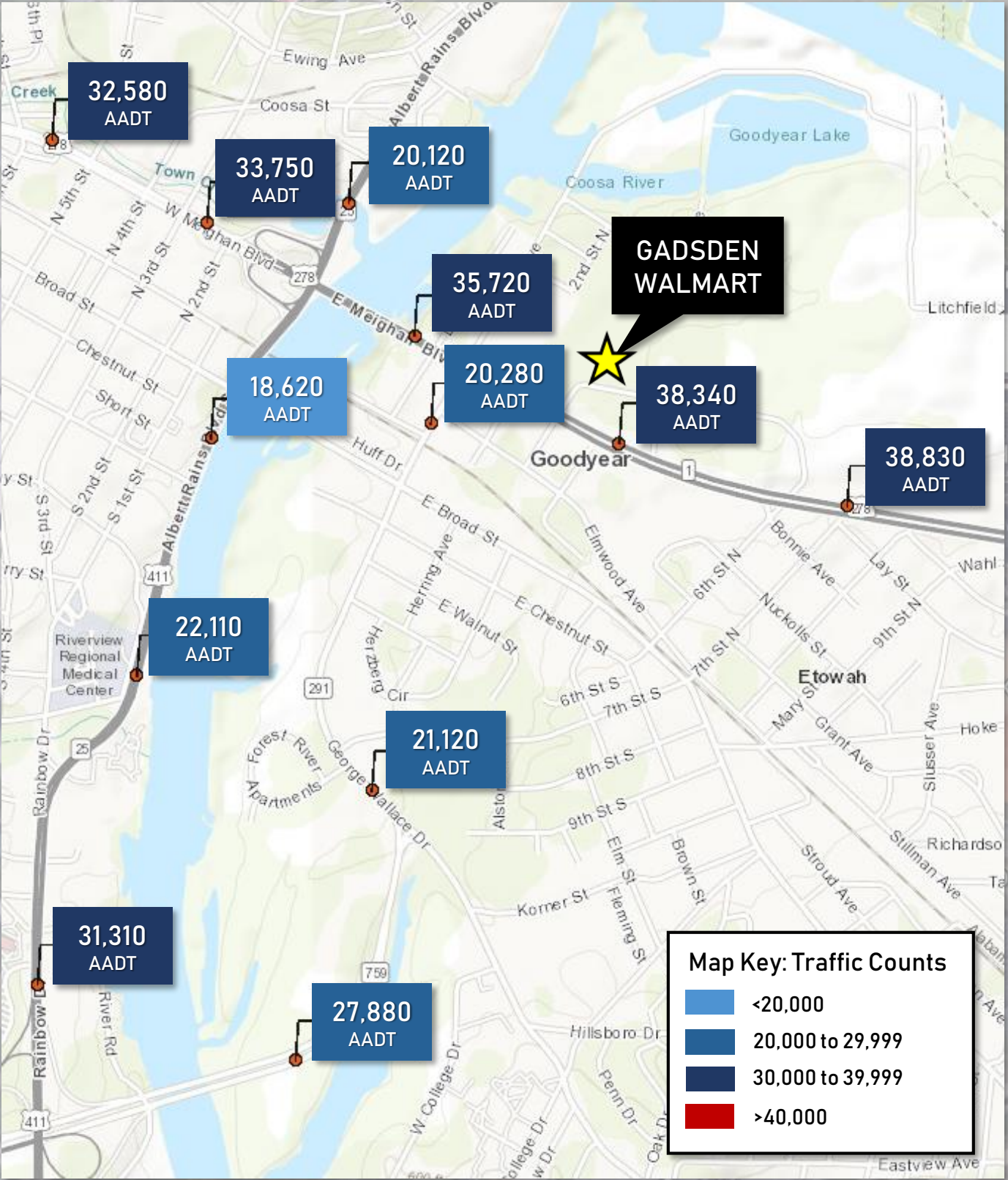
# DEMOGRAPHICS: GADSDEN WALMART TRADE AREA

## Gadsden Walmart Primary & Extended Trade Area Demographics

Population Summary	Primary	Extended
2000 Total Population	93,997	243,783
2010 Total Population	94,320	260,469
2019 Total Population	93,324	261,748
2019 Group Quarters	2,098	5,114
2024 Total Population	92,420	261,232
2019-2024 Annual Rate	-0.19%	-0.04%
2019 Total Daytime Population	91,750	251,486
Workers	37,321	97,020
Residents	54,429	154,466
<b>Household Summary</b>		
2000 Households	37,951	97,037
2000 Average Household Size	2.42	2.46
2010 Households	38,146	102,027
2010 Average Household Size	2.42	2.50
2019 Households	37,706	101,652
2019 Average Household Size	2.42	2.52
2024 Households	37,322	101,108
2024 Average Household Size	2.42	2.53
2019-2024 Annual Rate	-0.20%	-0.11%
2010 Families	25,795	69,966
2010 Average Family Size	2.96	3.02
2019 Families	25,012	68,479
2019 Average Family Size	2.99	3.07
2024 Families	24,590	67,707
2024 Average Family Size	3.00	3.09
2019-2024 Annual Rate	-0.34%	-0.23%
<b>Housing Unit Summary</b>		
2000 Housing Units	41,962	110,202
Owner Occupied Housing Units	66.7%	65.1%
Renter Occupied Housing Units	23.8%	22.9%
Vacant Housing Units	9.6%	11.9%
2010 Housing Units	43,046	116,995
Owner Occupied Housing Units	63.4%	61.6%
Renter Occupied Housing Units	25.2%	25.6%
Vacant Housing Units	11.4%	12.8%
2019 Housing Units	43,007	118,324
Owner Occupied Housing Units	60.4%	60.0%
Renter Occupied Housing Units	27.3%	25.9%
Vacant Housing Units	12.3%	14.1%
2024 Housing Units	43,179	119,534
Owner Occupied Housing Units	59.4%	59.0%
Renter Occupied Housing Units	27.0%	25.6%
Vacant Housing Units	13.6%	15.4%
<b>Median Household Income</b>		
2019	\$43,506	\$42,564
2024	\$50,144	\$47,897
<b>Median Home Value</b>		
2019	\$121,817	\$120,987
2024	\$142,814	\$138,469
<b>Per Capita Income</b>		
2019	\$24,630	\$23,069
2024	\$28,066	\$25,989
<b>Median Age</b>		
2010	40.3	38.2
2019	42.7	40.1
2024	43.9	41.5



# AVERAGE DAILY TRAFFIC COUNTS: ALDOT



Source: Alabama Department of Transportation; Alabama Traffic Data



# CONTACT INFORMATION



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