




unacast.

Client A

BIG BOX RETAILER, MARLTON, NJ
VENUE ANALYSIS + REPORT



JANUARY 6TH, 2020



In this report, we survey visitation patterns for **Big Box Retailer, Marlton, NJ** between **January 01, 2019** and **January 5, 2020**.

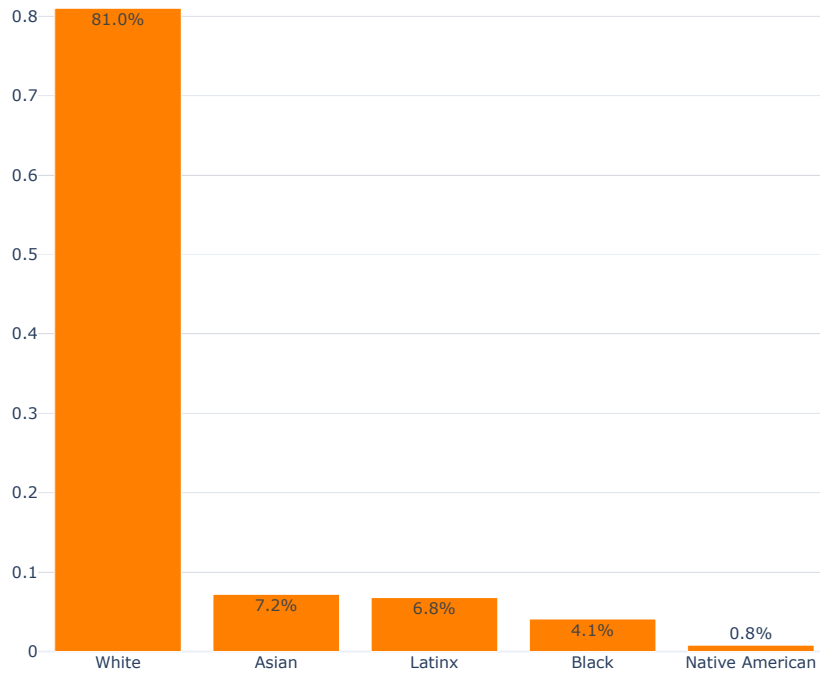
Contents

Visitors Profile.....	1
Site Statistics.....	3
Competitive Intelligence.....	7
Local Trade Area.....	11
Venue vs. Brand.....	17
Conclusion.....	22

Visitors Profile

Demographic breakdown of visitors' genders, races, and median age.

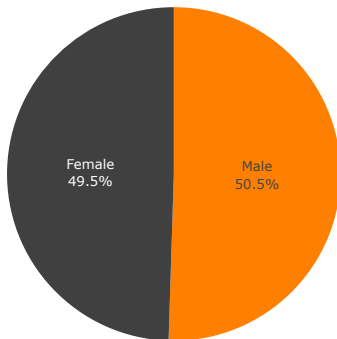
ETHNICITY



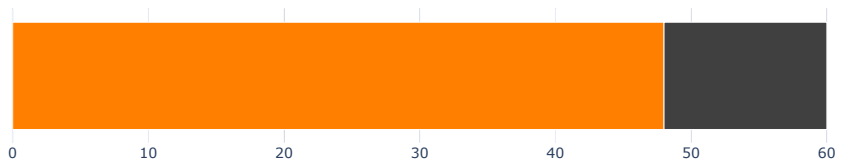
While this venue's visitors are majority "White" (>80%), they are slightly under-represented compared to the city's demographics. Conversely, "Asian" (8.5%) visitors are over-represented.

Visitors are fairly split at 49.5% "female" and 50.5% "male", with a median age of 48.

GENDER



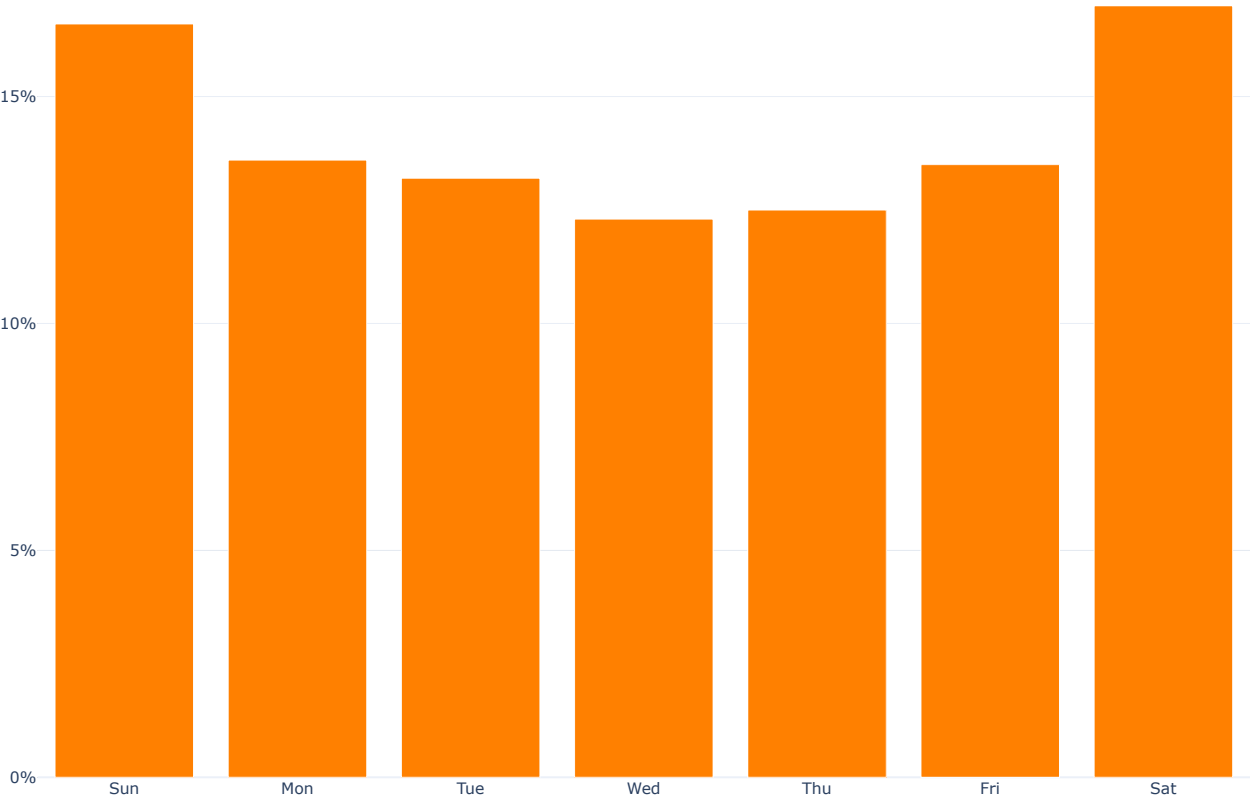
MEDIAN AGE: 48



Site Statistics

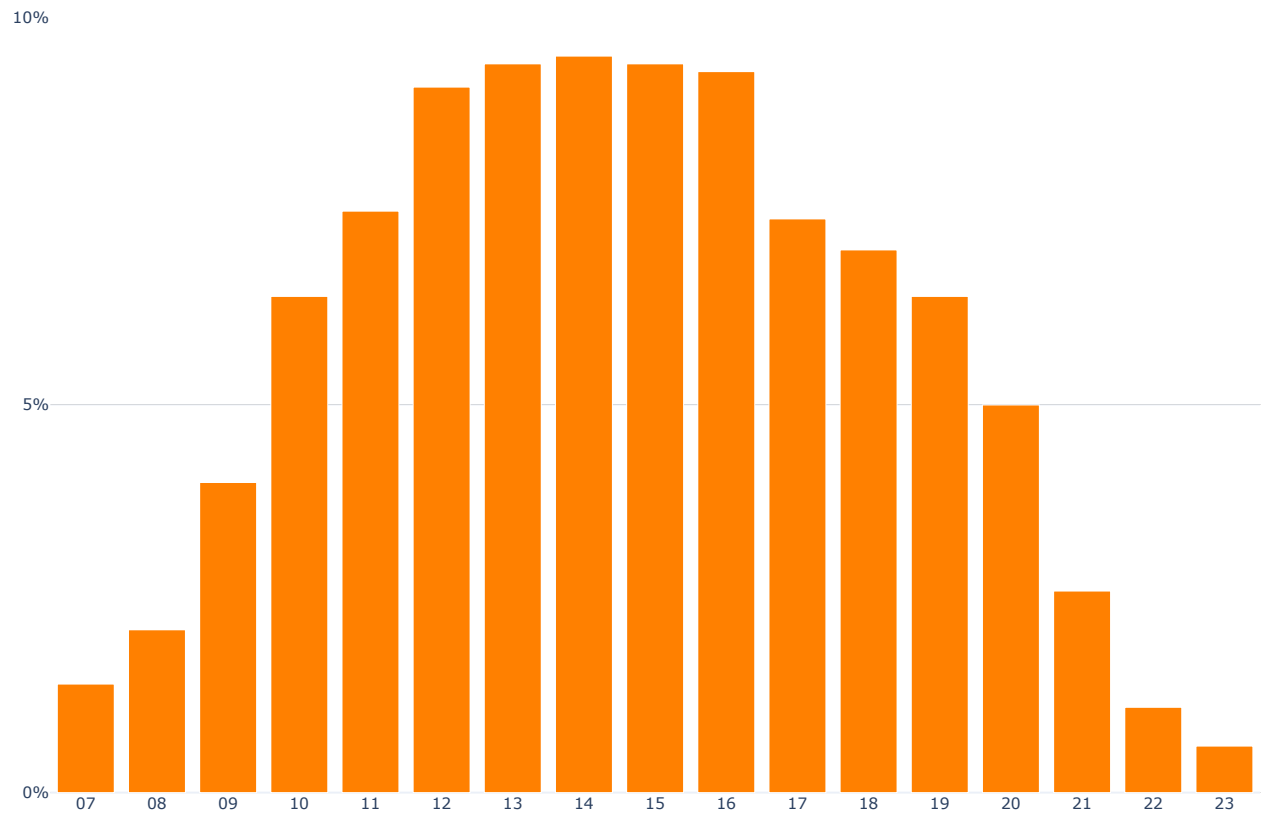
Basic information about site visitation, including how many daily visits the venue receives, how long visitors remain, and what percentage of passersby the venue attracts.

VISITOR DISTRIBUTION: DAY OF WEEK



As expected, traffic is highest on the weekends and lower during the weekdays, with Wednesday seeing the least amount of traffic.

VISITOR DISTRIBUTION: HOUR OF DAY



Peak hours are between 12:00 and 16:00 (4 PM) before sharply dropping off for the rest of the day.

Competitive Intelligence

Information about the other venues and brands your visitors visit frequently.

TOP CROSS-VISITED VENUES

	BRAND	VENUE NAME	SIC	ST	CITY
1	Regal Nails Salon & Spa	Wal-Mart	Beauty shops	NJ	Marlton
2	Target	Target Marlton	Miscellaneous general merchandise	NJ	Marlton
3	Kohl's	Kohl's Marlton	Department stores	NJ	Marlton
4	Wawa	WAWA, STORE # 0369	Grocery stores	NJ	Marlton
5	ShopRite	ShopRite of Medford	Grocery stores	NJ	Medford
6	Chick-fil-A	Marlton	Eating places	NJ	Marlton
7	PNC Bank	MARLTON @ SHOPRITE	Commercial banks, nec	NJ	MARLTON
8	Wawa	WAWA, STORE # 8334	Grocery stores	NJ	MARLTON
9	Marshalls	Marlton	Family clothing stores	NJ	Marlton
10	Urban Edge Properties	Marlton Commons	Real estate investment trusts	NJ	Marlton

TOP CROSS-VISITED BRANDS

	BRAND	SIC
1	Wawa	Grocery stores
2	Regal Nails Salon & Spa	Beauty shops
3	Target	Miscellaneous general merchandise
4	CVS	Drug stores and proprietary stores
5	ShopRite	Grocery stores
6	PNC Bank	Commercial banks, nec
7	McDonald's	Eating places
8	Dunkin' Donuts	Retail bakeries
9	Chick-fil-A	Eating places
10	Starbucks	Eating places

This venue's top cross-visited brands are: local services, competitive big box retailers, convenience stores and gas stations, pharmacies, and grocery stores.

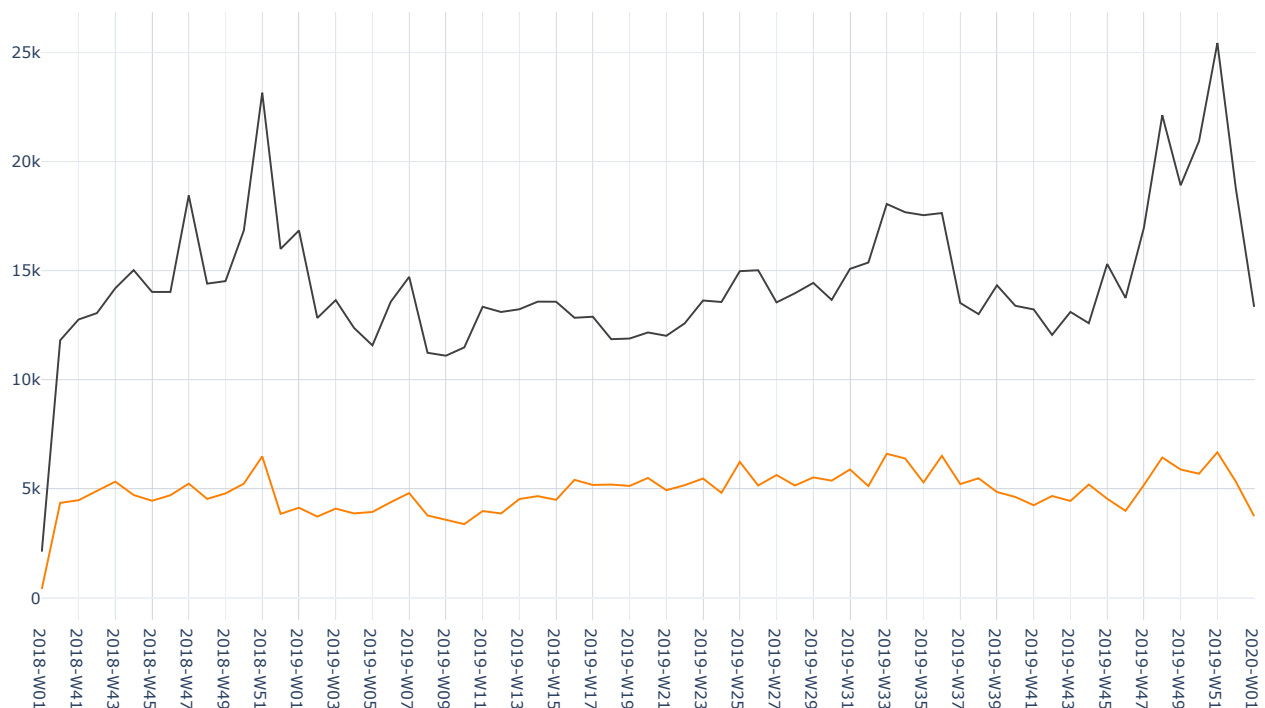
At the local level, the top cross visited venues also include a competitive big box retailer, a department store, a convenience store, and a quick-service restaurant.

BIG BOX COMPETITOR: TOP LOCATIONS

	ADDRESS	CITY + STATE	MEDIAN DAILY VISITS
1	11100 Parkside Dr	Knoxville,TN	6533
2	1201 Beaver Creek Commons Dr	Apex,NC	6340
3	4885 Eldorado Pkwy	Frisco,TX	6309
4	12000 Retail Dr	Wake Forest,NC	5472
5	3343 Daniels Rd	Winter Garden,FL	5413
6	13924 N Pennsylvania Ave	Oklahoma City,OK	5088
7	100 Grand Hill Place	Holly Springs,NC	5033
8	15345 W 119th St	Olathe,KS	4790
9	2021 Walnut St	Cary,NC	4746
10	5959 Long Prairie Rd	Flower Mound,TX	4684

This chart compares the venue to a competitor's location in the same city. We can see that while the two venues follow similar traffic patterns, the competitor's location has 3 - 4 times the visitation of this venue.

BIG BOX COMPETITOR: TOP LOCATION VISITATION



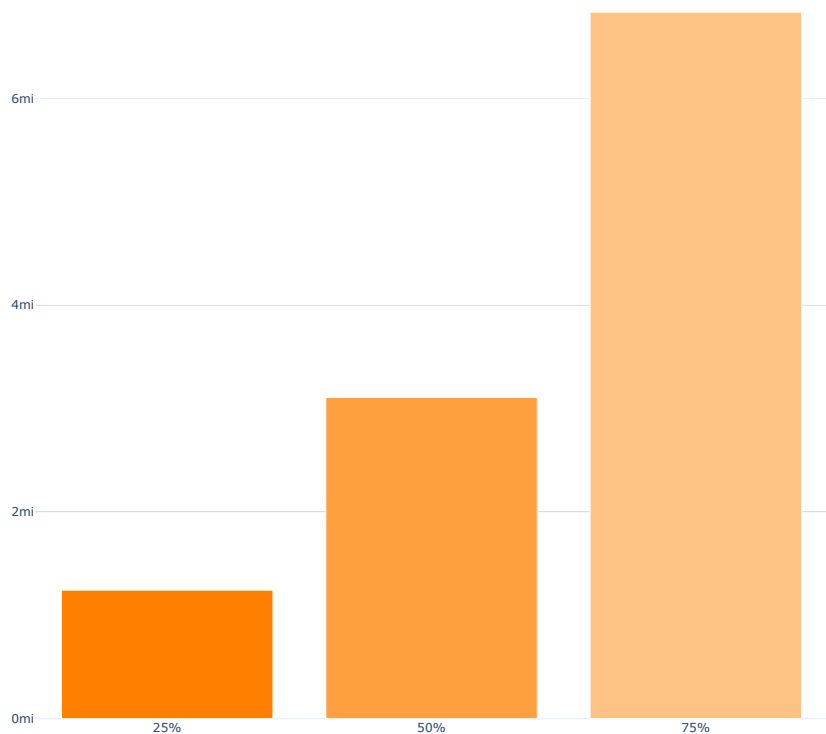
Local Trade Area

Maps showing where your visitors live and work at the census block group (CBG) level — as well as aggregated statistics like the average distance they travel to reach your venue.

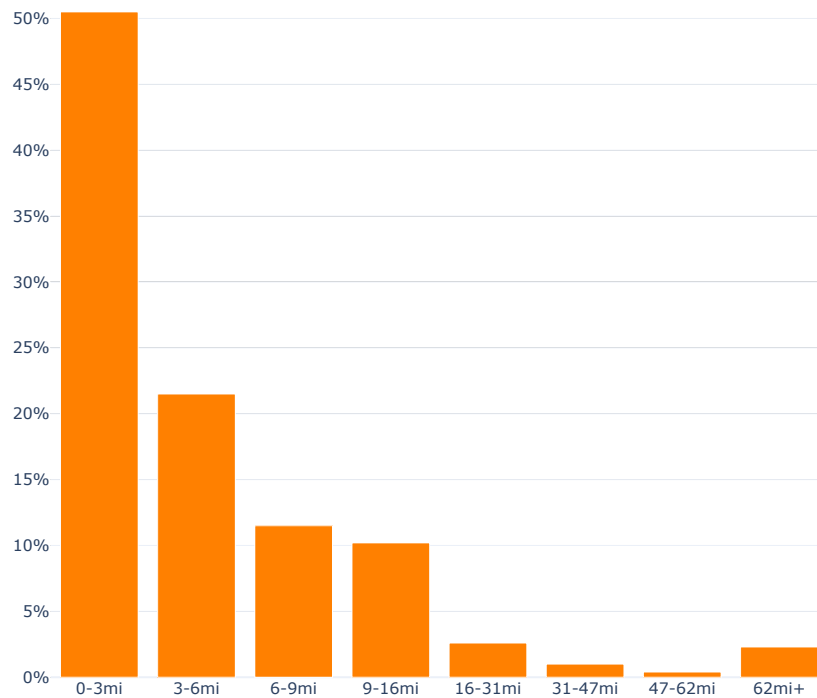
ORIGIN DISTRIBUTION

This visualization shows the local trade area of the venue in concentric circles. We can see that it draws mostly local traffic.

25% of visitors travel 1.2 miles or less, and 75% of visitors travel within 6.8 miles.



DISTANCE FROM HOME

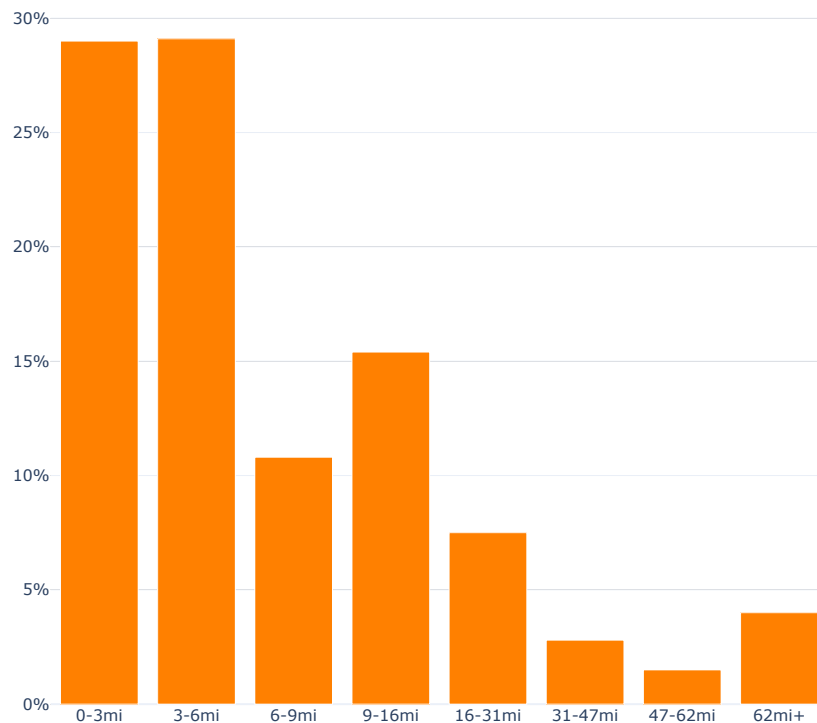


**MEDIAN DISTANCE
TRAVELED**

3.1 mi

This venue draws mostly local visitors, with the median visitor traveling about 3 miles from their home. Less than 5% live farther than 30 miles away.

DISTANCE FROM WORK

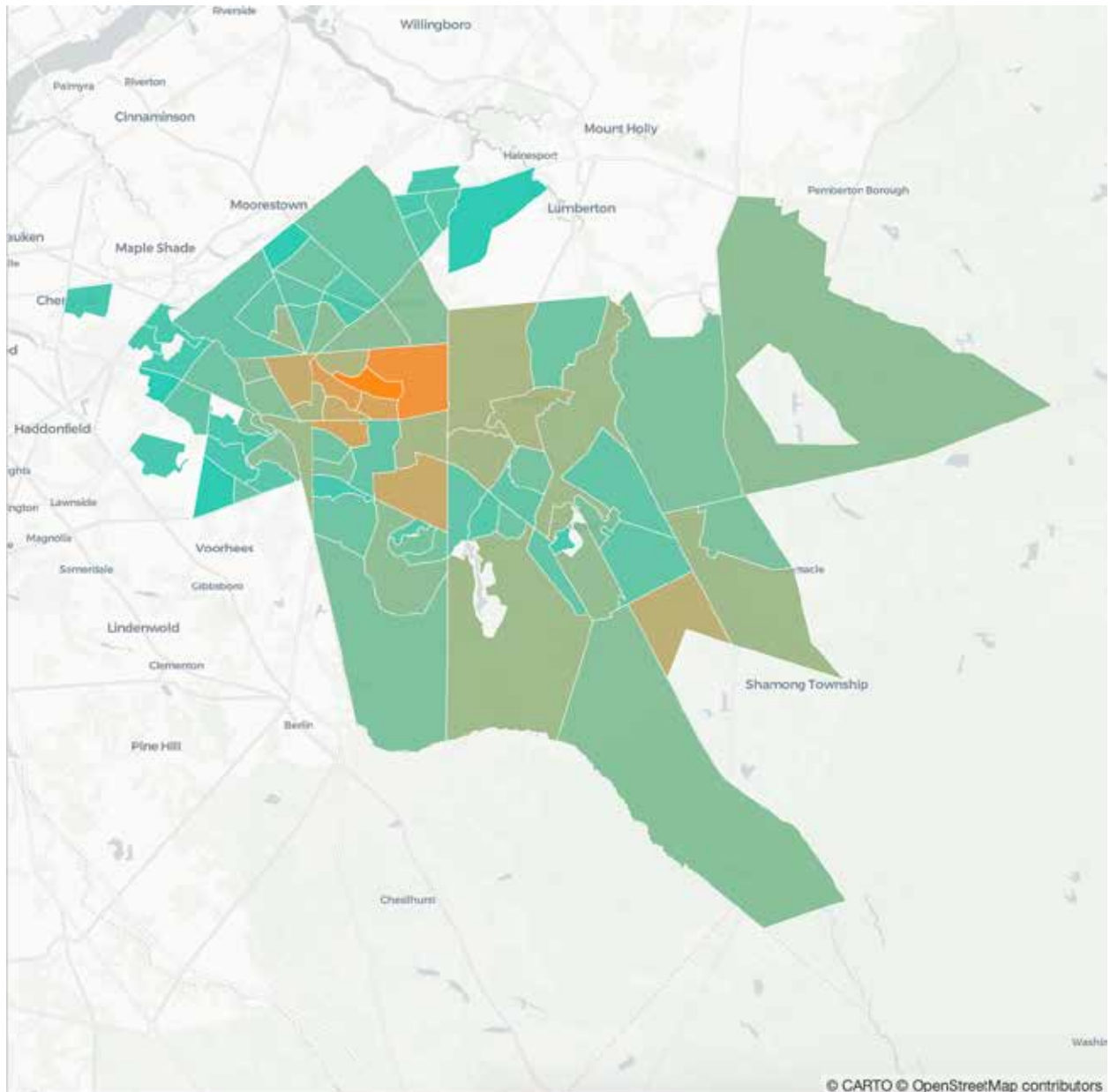


**MEDIAN DISTANCE
TRAVELED**

5.6 mi

As noted in previous charts, visitors to this venue tend to live in the same areas in which they work. Despite this, there is greater distance between the visitor's workplaces and the venue of interest. For example, the percentage of people who work 31+ miles from this venue is almost 9%.

HOME ORIGIN

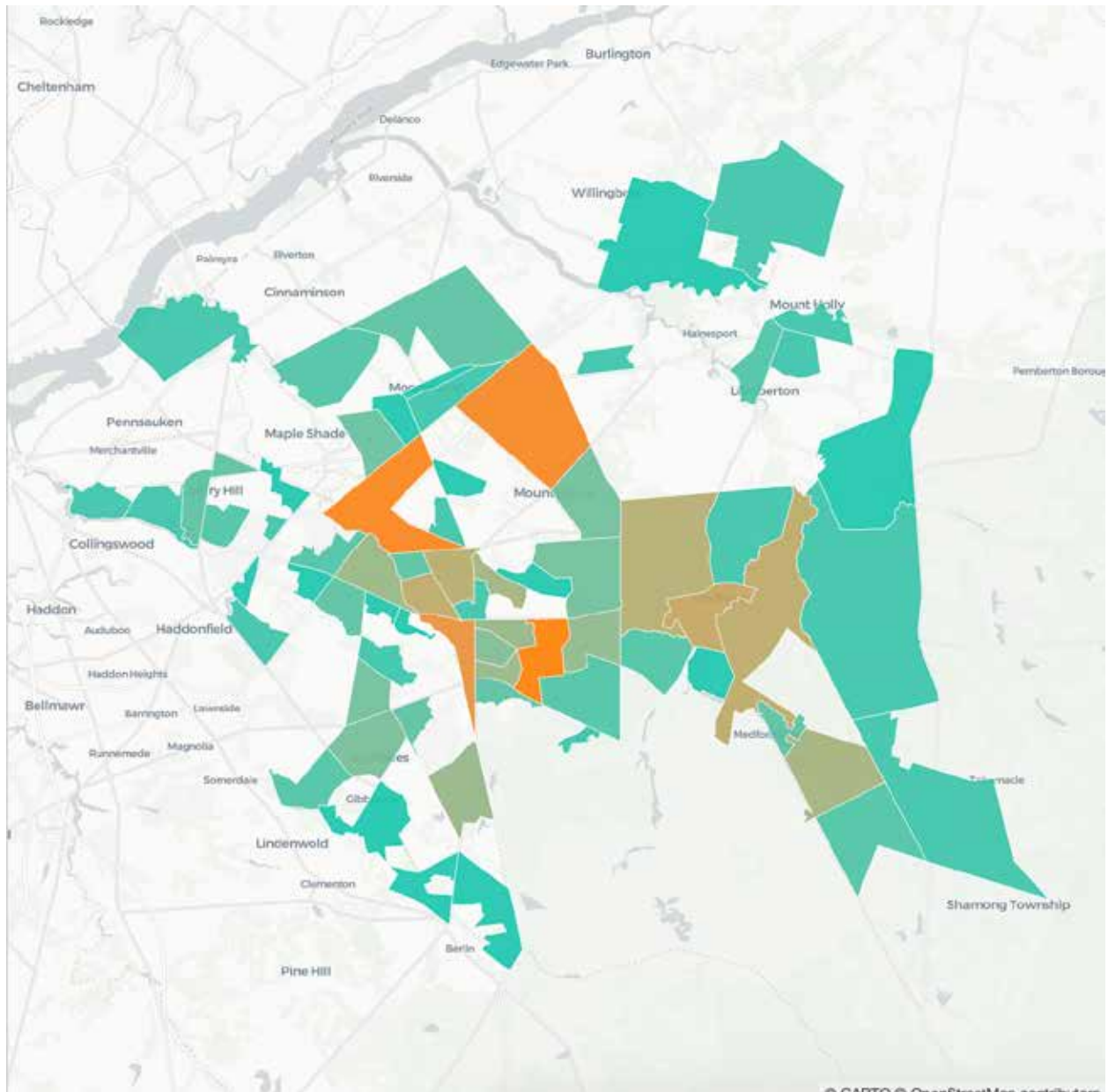


This visualization shows the local trade area of the venue from a census block group (CBG) perspective. As noted in the previous charts, we can see that it draws mostly local visitors albeit from many different CBGs.

Range Max: 0.038

Range Min: 0.002

WORK ORIGIN



We can also see in which CBGs people who visit the venue work. Compared to the visitors home, we can see that their workplaces are farther from the venue.

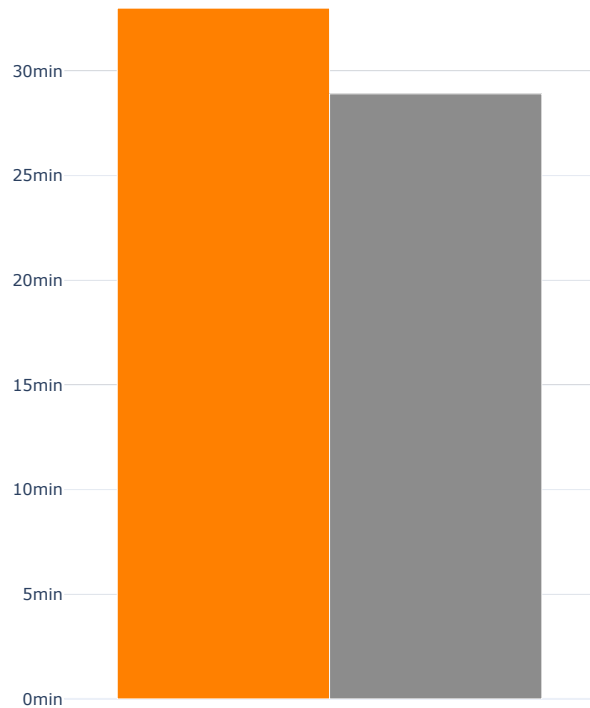
Range Max: 0.038

Range Min: 0.002

Venue vs. Brand

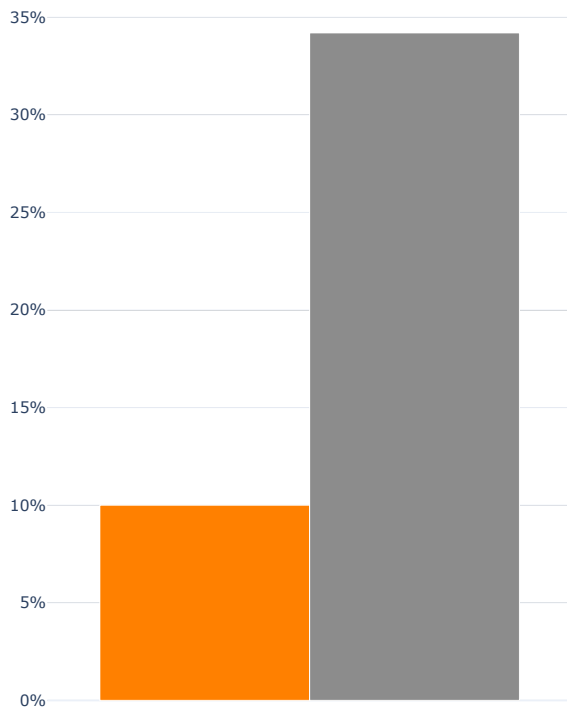
Comparison of traffic and visitation patterns between a single venue and the average nationwide values for all of a brand's venues.

MEDIAN DWELL TIME



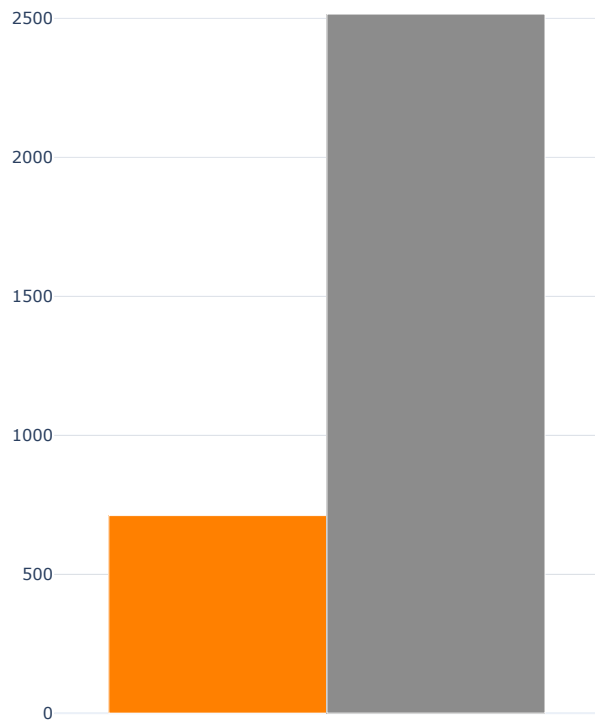
Visit duration is slightly longer than the national level (33 minutes compared to the national 29 minutes). However, we will see in other metrics that this venue outperforms the national benchmarks.

MEDIAN CAPTURE RATE

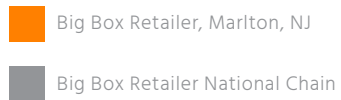


This venue has a significantly lower capture rate (10%) than the brand's national average (34%), which contributes to the lower median daily visits.

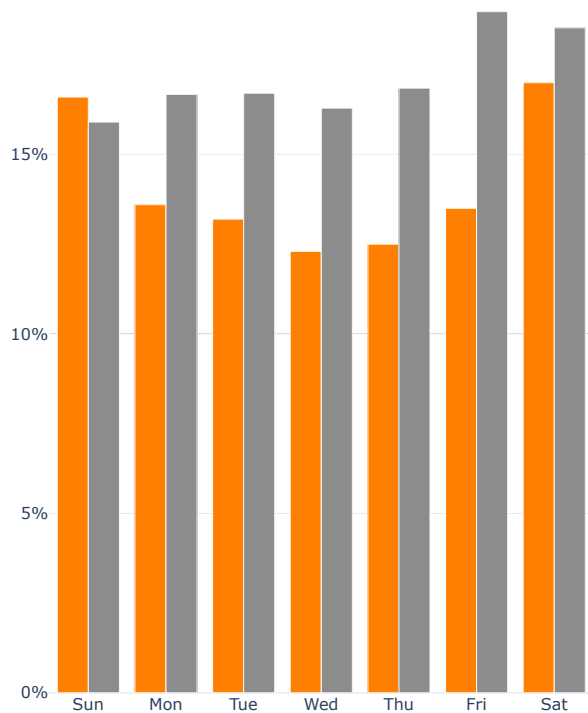
MEDIAN DAILY VISITS



Compared to the national chain, this venue sees approximately 710 visitors, (~71%) less on a given day.



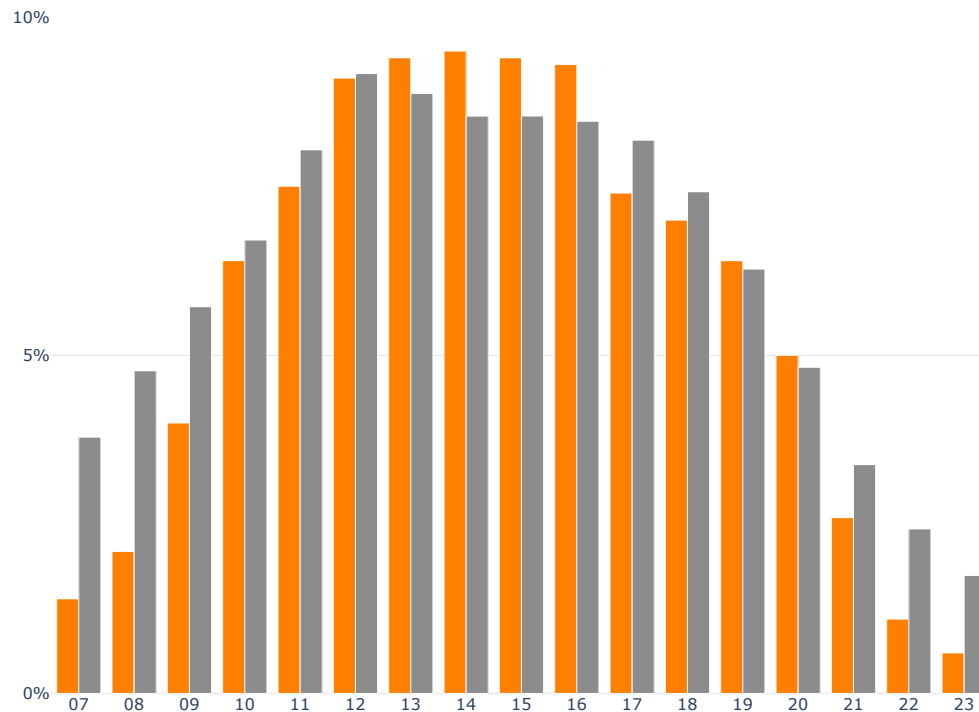
VISITOR DISTRIBUTION: DAY OF WEEK



While the national chain average sees the most traffic on Friday and Saturday, this venue sees the most traffic on the weekends.

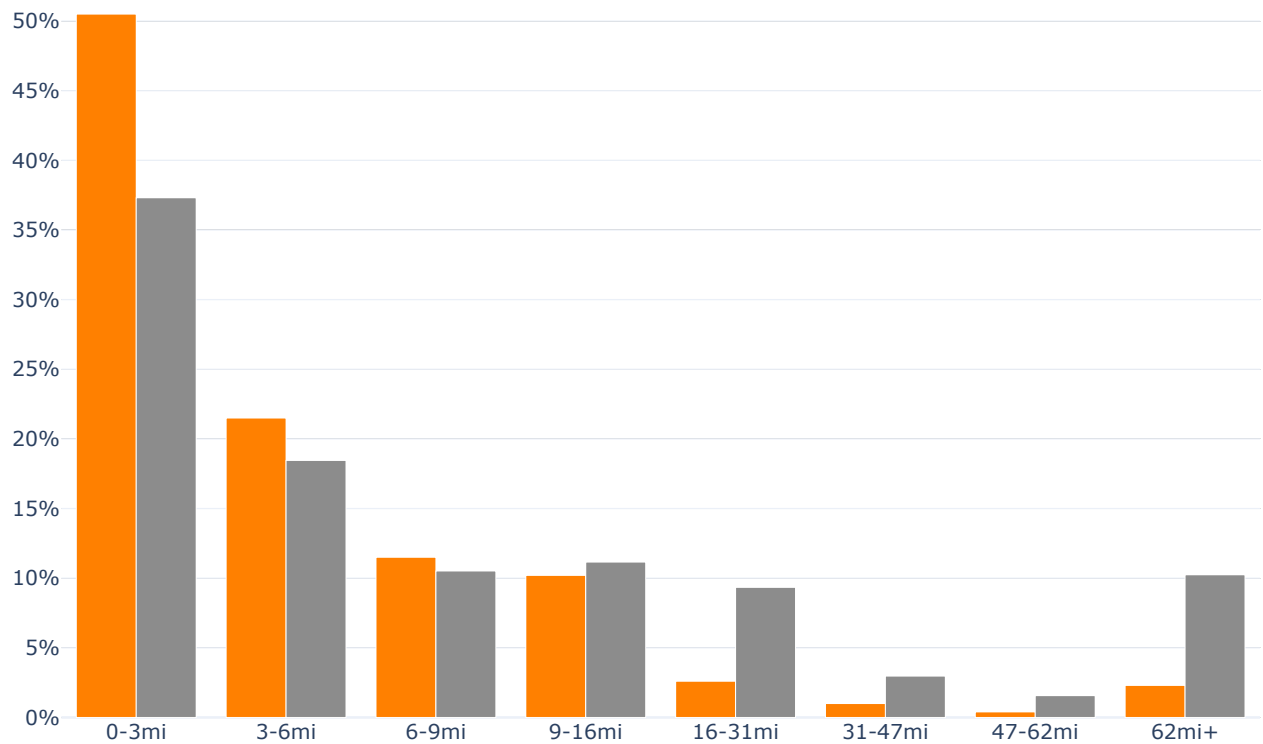
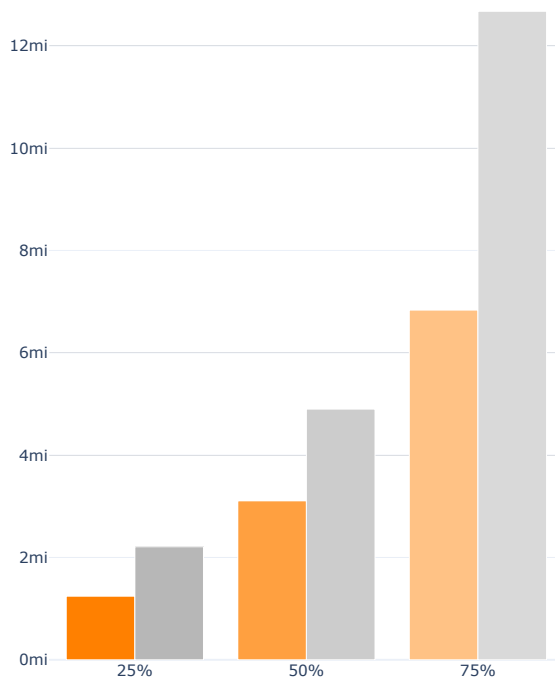
This venue is an "afternoon site", with more traffic than the national during the hours of 13:00 - 16:00 (1 PM - 4 PM).

VISITOR DISTRIBUTION: HOUR OF DAY



LOCAL TRADE AREA

Compared to the national chain average, this location sees much more local traffic.



Conclusion

With some exceptions, the demographics of this venue's visitors are mostly in line with the local area.

Traffic is highest during weekends and during afternoon hours, which slightly differs from the national chain. While this venue captures less of its surrounding traffic than the average chain venue, it sees a slightly longer visit duration.

Visitation is mostly local, with 75% of people traveling under 7 miles from their homes. Local trade area is more contracted than the national chain average.

Compared to a local competitor's store, this venue gets much less traffic. Cross visitation is highest with local services, competitive big box retailers, convenience stores and gas stations, pharmacies, and grocery stores.

ABOUT UNACAST

Creating usable and transformative insights from unwieldy amounts of data

Showing the core data as it is, without bias, skew, or preconceived notions

We **harness the power** of location data by building the gold standard for **depicting human movement: accessible, accurate, and trustworthy.**

Lowering the threshold by providing delivery options for a variety of data users


Reflecting real-world events through the highest-quality data available

Delivering privacy-forward, ethical, and transparent data you can rely on

unacast.

READY TO LEARN MORE?

 unacast.com

 646.300.0708

 linkedin.com/company/unacast

 [@unacast](https://twitter.com/unacast)

