

Downtown Carroll

📍 529 N Adams St, Carroll, 51401, IA



Mobile Location **Data Analysis**

.....

DOWNTOWN | CARROLL, IOWA

KEY ANALYSES / HOW TO USE THIS DATA

Retail Trade Area & ZIP Code Analyses:

Where your visitors are coming from to visit your store or restaurant.

- If you aren't currently, prioritize marketing to these surrounding neighborhoods and communities.

Visitor Profile:

Your visitors' key behaviors and tendencies.

- Time of Day Analysis:

Used to determine peak hours for visits to location. Prioritize high-traffic times of day and de-prioritize low-traffic times. For example, if you are only receiving a small percentage of visits within the first hour or two of opening, and receiving consistent traffic later in the afternoon/evening, consider opening 1-2 hours later and testing elongated store hours to capture traffic later in the day.

- Day of Visit Analysis:

Many retailers and restaurants see different visit peaks depending on the day of the week. If you are seeing consistent weekend traffic, consider optimizing your hours of operation to include longer weekend hours.

- Average Duration Analysis:

The longer a visitor stays at a location, the more likely they are to purchase and the higher their purchase price tends to be. If your visitors are staying less than 15 minutes, explore ideas to keep them engaged with in-store experiences or opportunities to interact with products.

- Top Chains & Most Frequented Locations:

This analysis identifies the retail/restaurant locations your visitors are frequenting the most. Some will be in Carroll, and others will be in other area cities/markets. Try to identify products or services your visitors are leaving the market to get to see if there is potential to capture their business locally.

Background & Data

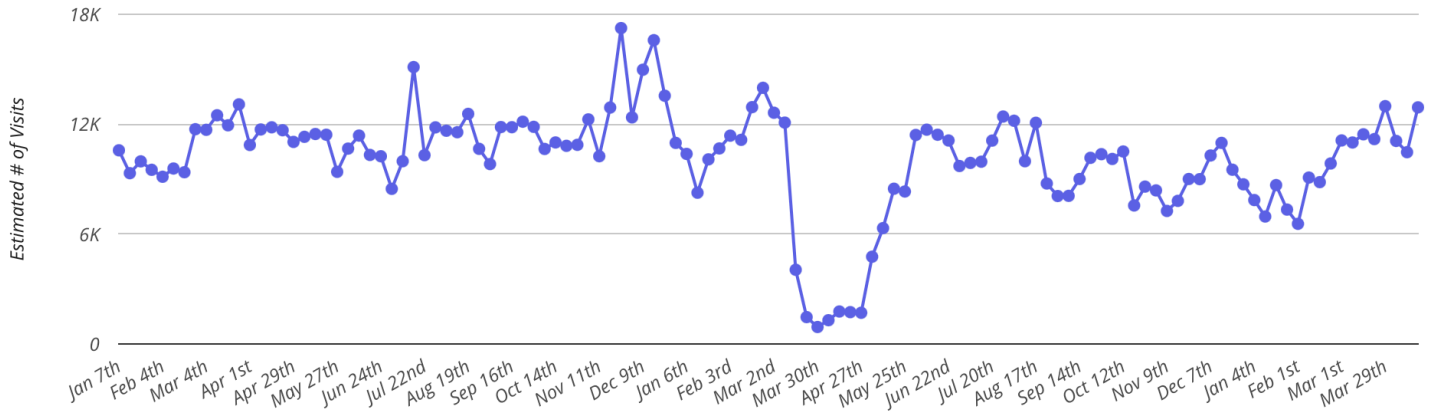
This report was compiled using GPS data from consumers' cell phones from 1/1/2019 through 2/28/2021.

The Retail Coach team utilized a custom geofence to isolate and analyze visits specifically to this location. While not perfect, this is currently considered to be the most accurate method to identify key details and behaviors of visitors (not solely customers) to retailers and restaurants.

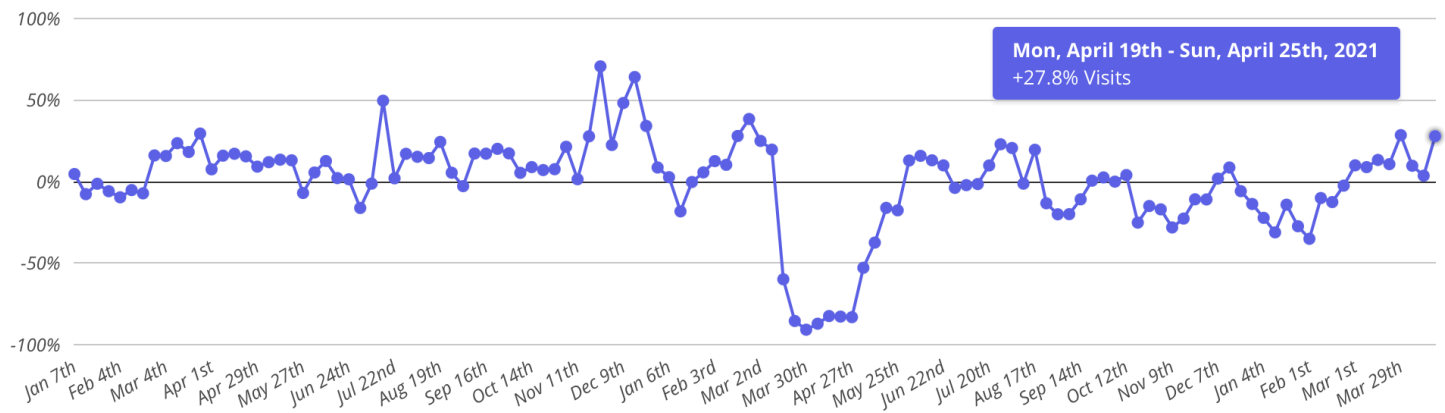
The data provided is used by a majority of the most well-known retailers in the country to:

- Identify where customers are coming from.
- Determine specific geographies to promote or market to in order to reach new audiences and potential customers.
- Determine the best ways to capture sales from visitors to their stores and restaurants.
- Drive loyalty and repeat visits.

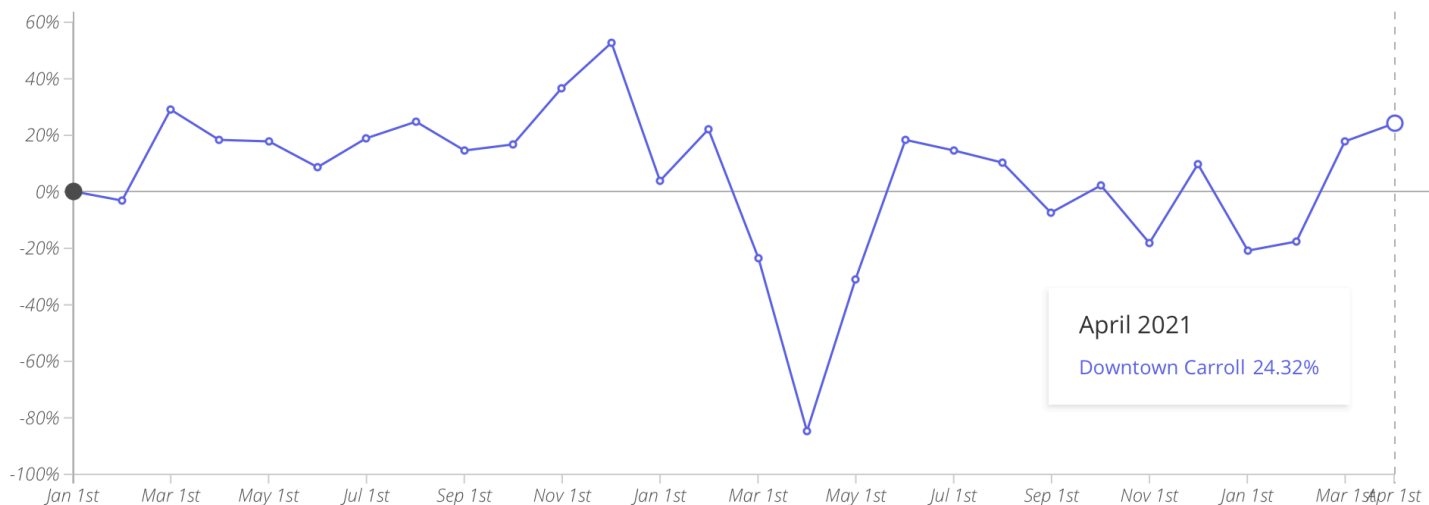
Foot Traffic:
Estimated Weekly Visits - Jan 2019 through April 2021



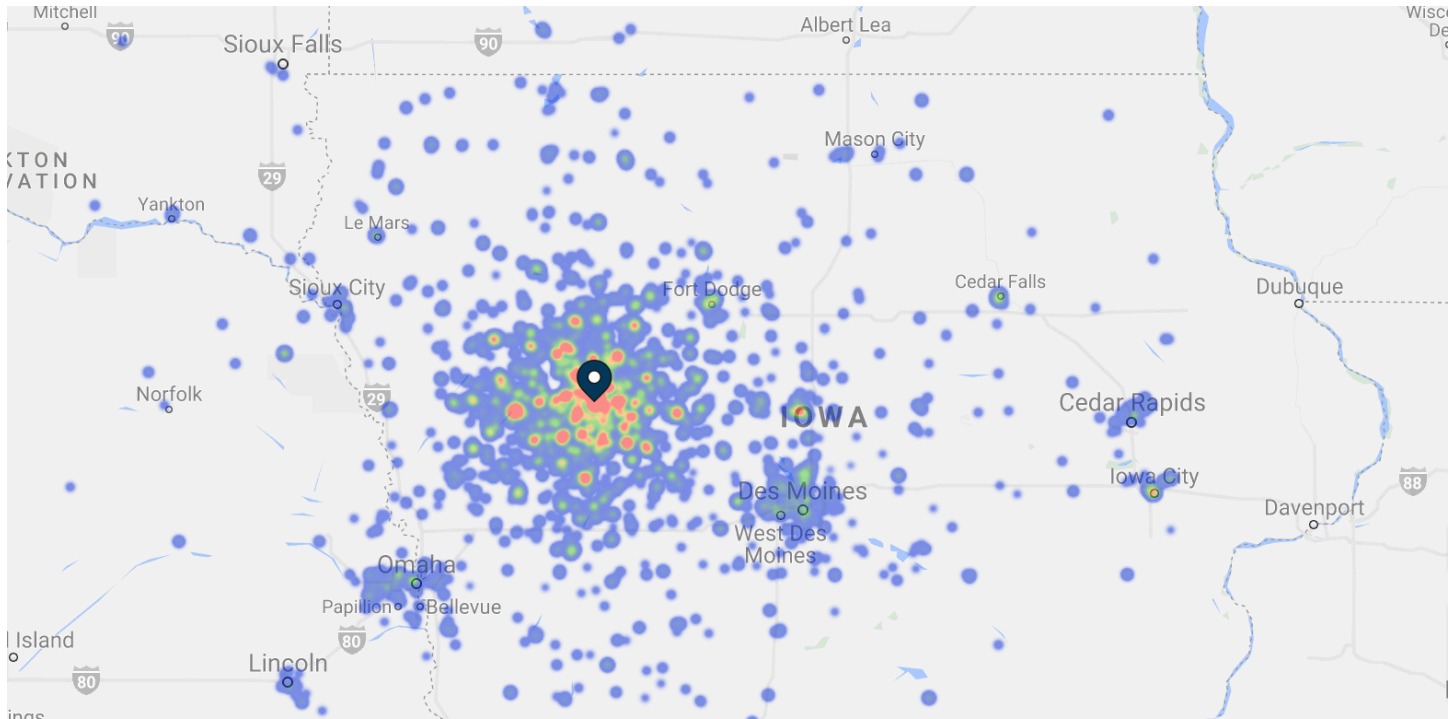
Foot Traffic:
Baseline Change in Weekly Foot Traffic (YoY) - Jan 2019 through April 2021



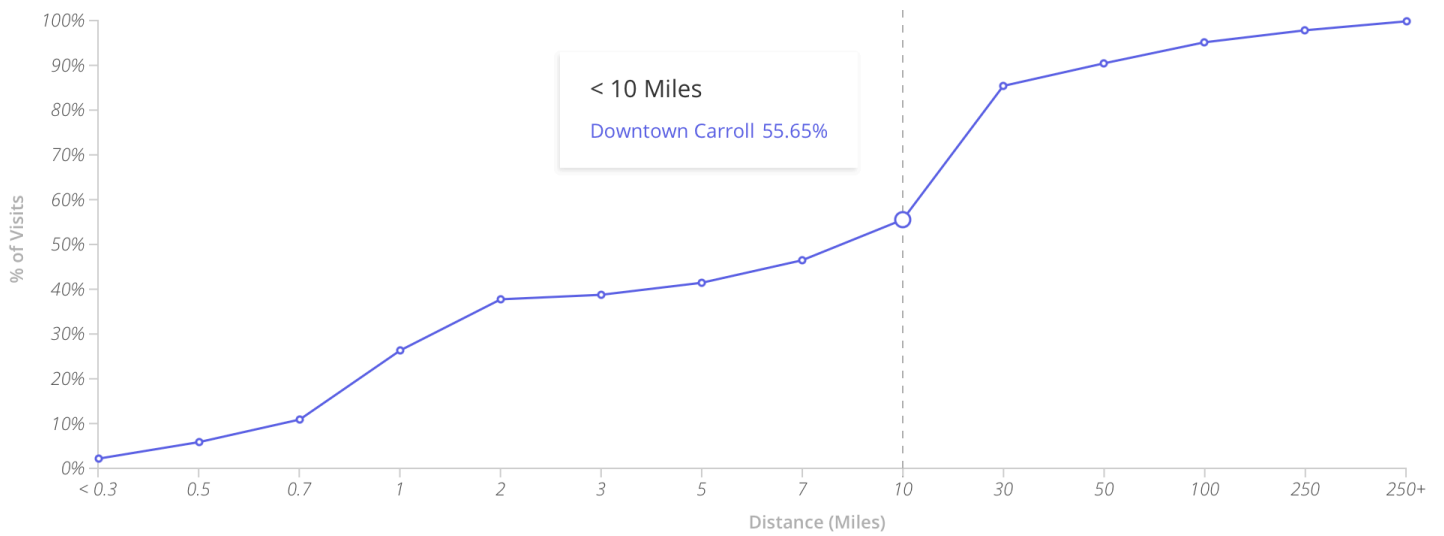
Foot Traffic:
Baseline Change in Monthly Foot Traffic (YoY) - Jan 2019 through April 2021



Trade Area:
Where Visitors are Coming From

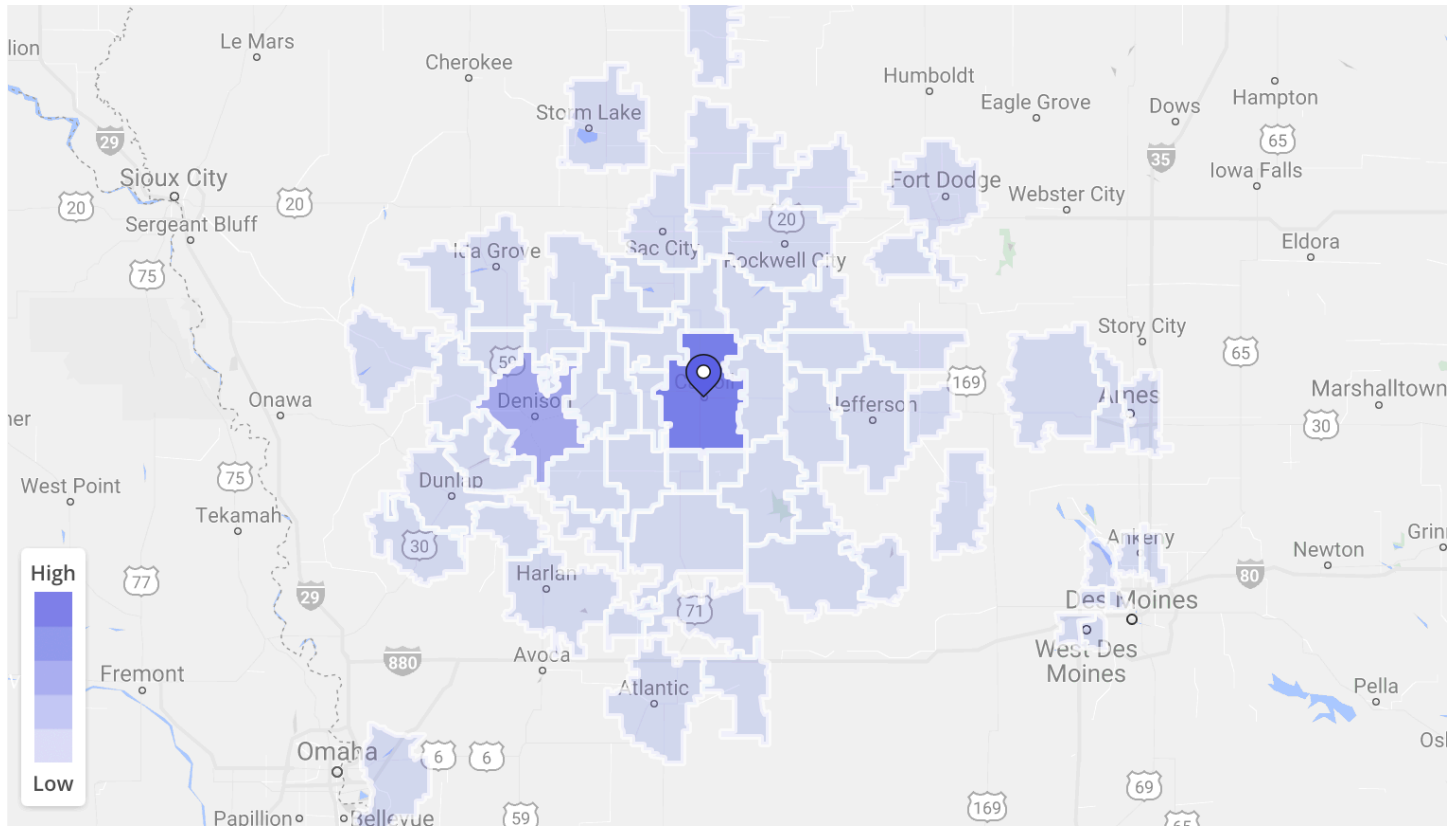


Trade Area Coverage:
How Far People are Traveling to Visit This Location



~45% of visitors come from more than 10 miles away

Trade Area:
Top Zip Codes Your Visitors are Coming From

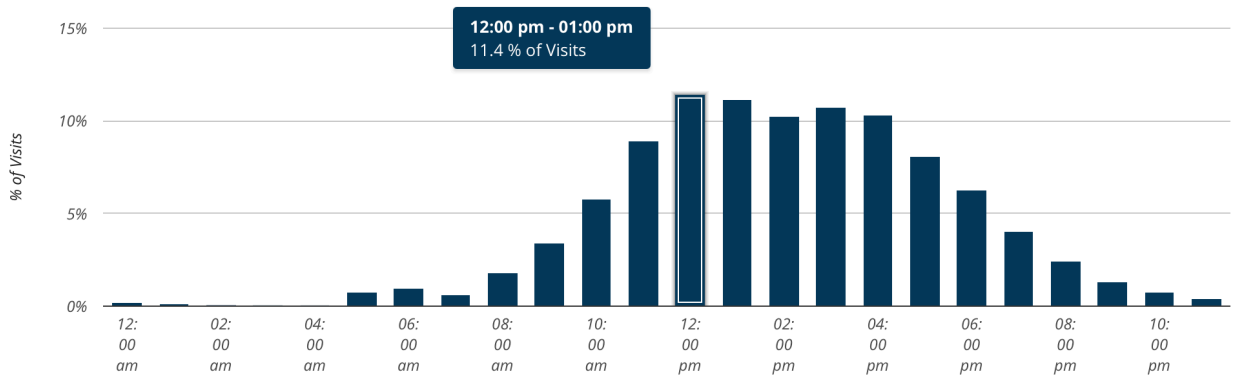


Zip Code	State	City	% of Customer	Zip Code	State	City	% of Customer
51401	IA	Carroll	15.72	50076	IA	Exira	0.72
51442	IA	Denison	7.94	51433	IA	Auburn	0.68
50025	IA	Audubon	3.03	50563	IA	Manson	0.66
50129	IA	Jefferson	2.94	50036	IA	Boone	0.64
51455	IA	Manning	2.79	51467	IA	Westside	0.64
51443	IA	Clidden	2.45	50029	IA	Bayard	0.62
50058	IA	Coon Rapids	2.26	51439	IA	Charter Oak	0.61
51449	IA	Lake City	2.25	51529	IA	Dunlap	0.6
51450	IA	Lake View	1.92	50014	IA	Ames	0.6
50583	IA	Sac City	1.69	50115	IA	Guthrie Center	0.58
51454	IA	Manilla	1.34	51528	IA	Dow City	0.51
50579	IA	Rockwell City	1.27	50217	IA	Paton	0.5
51458	IA	Odebolt	1.12	50107	IA	Grand Junction	0.5
51436	IA	Breda	1.09	50010	IA	Ames	0.43
51430	IA	Arcadia	1.06	51440	IA	Dedham	0.43
51462	IA	Scranton	1	51453	IA	Lohrville	0.43
51465	IA	Vail	0.95	50588	IA	Storm Lake	0.42
51537	IA	Harlan	0.93	51448	IA	Kiron	0.4
51466	IA	Wall Lake	0.89	51579	IA	Woodbine	0.38
51461	IA	Schleswig	0.84	51530	IA	Earling	0.38
50022	IA	Atlantic	0.83	50561	IA	Lytton	0.37
51445	IA	Ida Grove	0.82	50265	IA	West des Moines	0.35
51463	IA	Templeton	0.76	51441	IA	Deloit	0.34
50023	IA	Ankeny	0.76	52240	IA	Iowa City	0.32
50501	IA	Fort Dodge	0.76	51531	IA	Elk Horn	0.32

MOBILE LOCATION DATA - VISITOR PROFILE

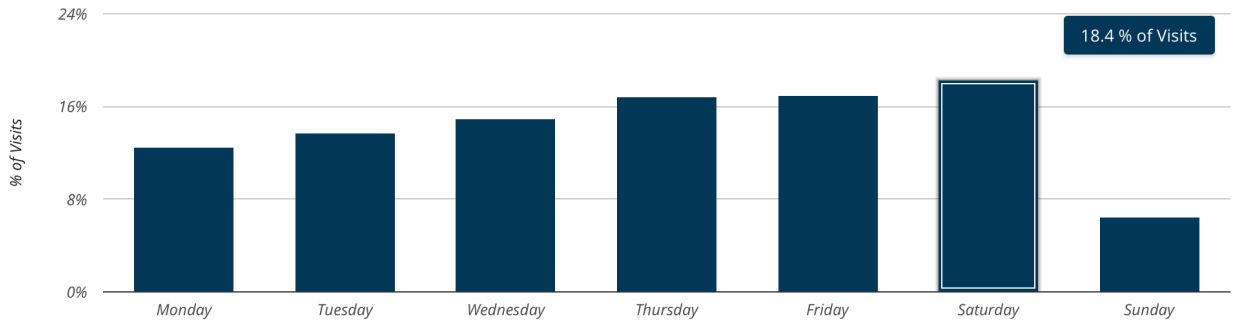
Visitor Profile: Time of Day People are Visiting This Location

● Downtown Carroll / N Adams St



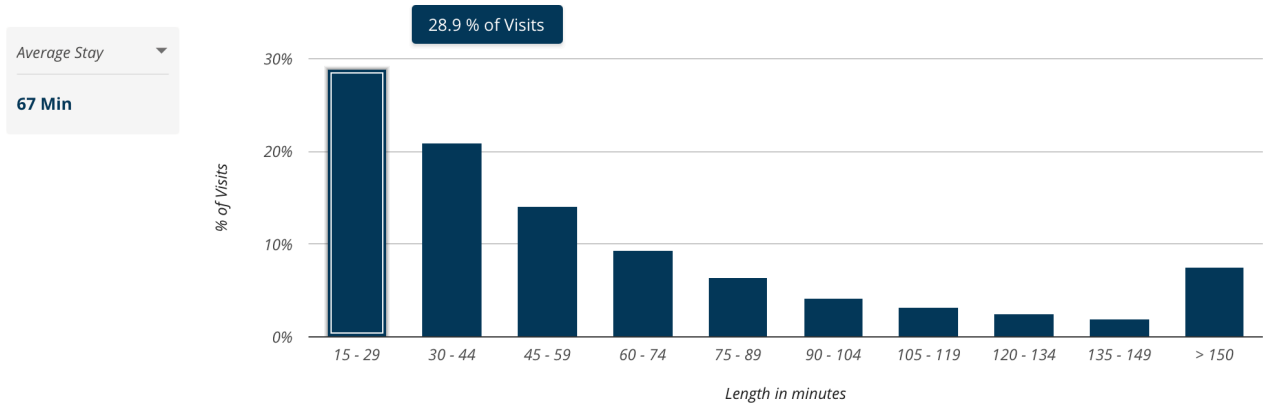
Visitor Profile: Days of the Week People are Visiting This Location

● Downtown Carroll / N Adams St



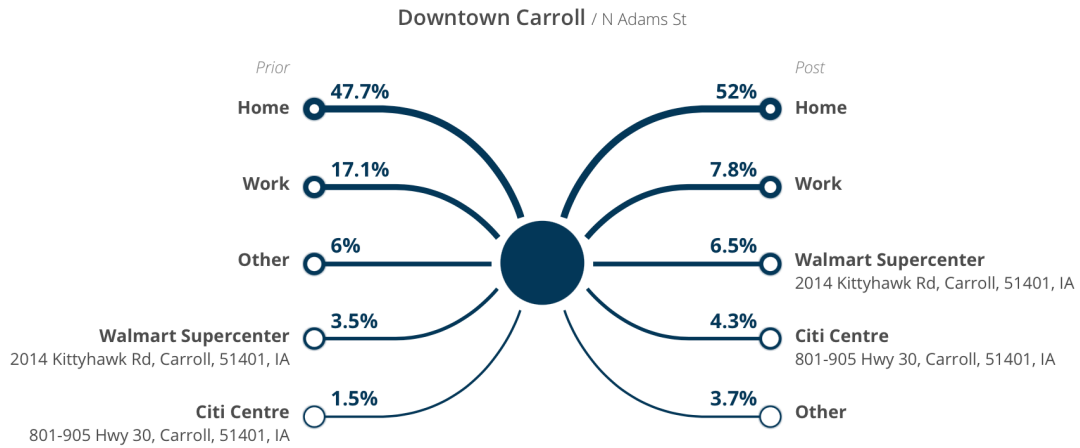
Visitor Profile: Average Length of Stay at This Location.

● Downtown Carroll / N Adams St

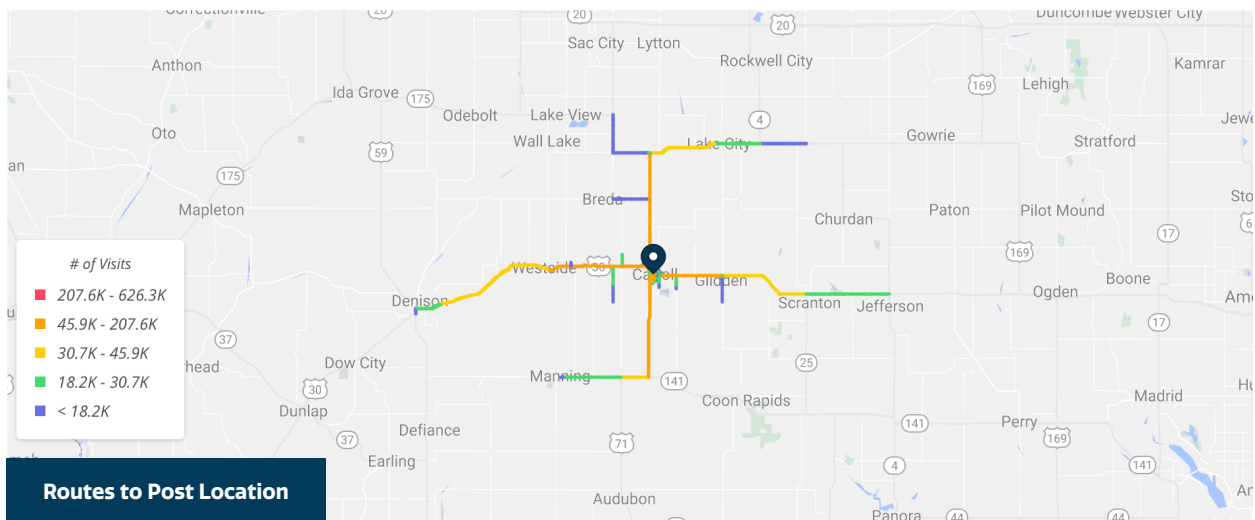
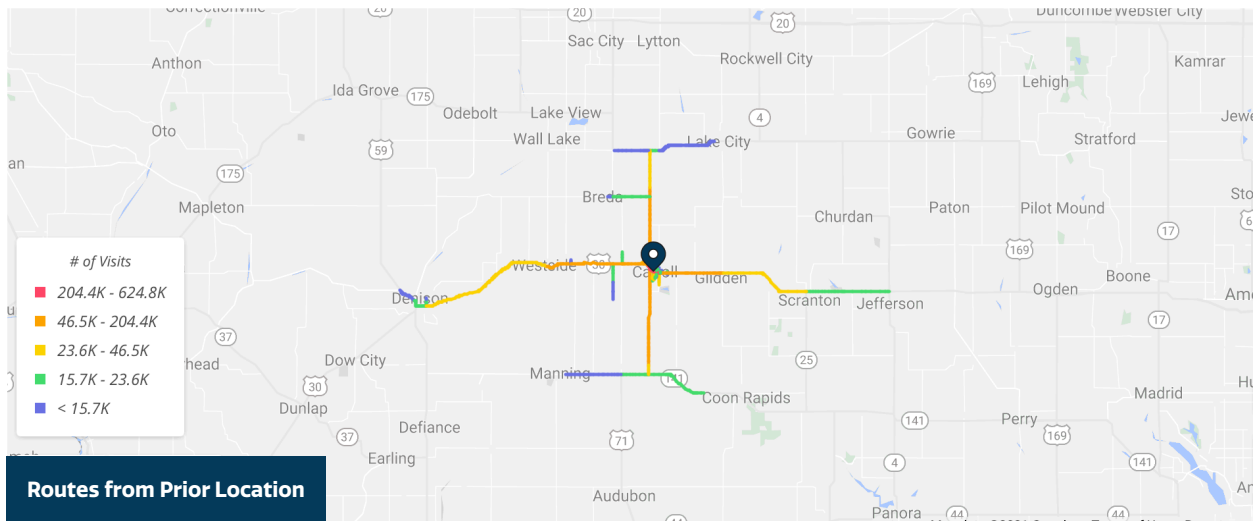


MOBILE LOCATION DATA - VISITOR PROFILE

Customer Journey: Visitors' Top Prior and Post-Visit Locations



Customer Journey: Routes - Prior and Post-Visit Routes



Visitor Leakage:

Locations Your Visitors Frequent the Most (All Categories)

Name	Sub-Category	Address	City	% Of Visitors Frequenting
Walmart Supercenter	Big Box Store	2014 Kittyhawk Rd	Carroll	53.06
Citi Centre	Shopping Center	801-905 Hwy 30	Carroll	39.3
Hy-Vee	Grocery Store	801-905 Highway 30 E	Carroll	33.06
Jordan Creek Town Center	Mall	101 Jordan Creek Pkwy	West Des Moines	29.33
Walmart Supercenter	Big Box Store	510 Avenue C	Denison	19.5
St. Anthony Regional Hospital and Nursing Home	Hospital	311 South Clark Street	Carroll	18.53
Rancho Grande	Mexican Restaurant		Carroll	18.4
Fareway	Grocery Store	709 Monterey Dr	Carroll	15.1
Culver's	Fast Food Restaurant	405 W US Hwy 30	Carroll	14.52
Carroll Recreation Center	Event Space	716 N Grant Rd	Carroll	13.79
McDonald's	Fast Food Restaurant	912 W Highway 30 St	Carroll	13.5
McFarland Clinic	Doctor's Office	1214 S Grant Rd	Carroll	12.26
Dollar Tree	Discount Store	425 W. US Hwy 30 Suite 100	Carroll	12.16
Iowa State University	University	3410 Beardshear Hall	Ames	11.12
Metro Crossing Shopping Center	Shopping Center	3626 Metro Drive	Council Bluffs	10.98
Hy-Vee	Grocery Store	1426 Broadway	Denison	10.92
Kuemper Catholic High School	High School		Carroll	10.39
Denison High School	School	819 N 16th St	Denison	9.76
Carroll High School	High School	2809 N Grant Rd	Carroll	9.56
El Jimador Mexican Grill	Mexican Restaurant	2506 4th Ave S	Denison	9.44
Bomgaars	Hardware Store	715 West Highway 30	Carroll	9.39
North Grand Mall	Mall	2801 Grand Ave	Ames	9.35
Carroll Middle School	Middle School	3203 N Grant Rd	Carroll	9.02
Graham Park	Park	N Grant Rd	Carroll	9
Swan Lake State Park	Park		Carroll	8.87
McDonald's	Fast Food Restaurant	500 Hwy 39 N	Denison	8.84
West Glen Town Center	Mall	5472 Wild Rose Ln	West Des Moines	8.66
Fridley Theatres	Movie Theater	407 N Main St	Carroll	8.47
Lakeport Commons Shopping Center	Shopping Center	5101 Sergeant Rd	Sioux City	8.2
Fareway	Grocery Store	609 Arrowhead Drive	Denison	8.02
Southern Hills Mall	Mall	4400 Sergeant Rd	Sioux City	7.59
115 S 29th St Shopping Center	Shopping Center	115 S 29th St	Fort Dodge	7.47
Crawford County Memorial Hospital	Hospital	100 Medical Parkway	Denison	7.28
Plaza at Jordan Creek	Shopping Center	450 S Jordan Creek Pkwy	West Des Moines	7.15
Charlie's	American Restaurant	1730 N US Highway 71	Carroll	7.03
Walmart Supercenter	Big Box Store	1831 Lake Ave	Storm Lake	6.94
Walgreens	Drugstore / Pharmacy	105 E 6th St	Carroll	6.92
Kuemper Catholic Middle School	Private School	1519 N West St	Carroll	6.81
Water Tower Place Shopping Center	Shopping Center	4100 University Avenue	West Des Moines	6.79
Des Moines Area Community College	College Academic Building	906 N Grant Rd	Carroll	6.73
Anytime Fitness	Gym / Fitness Center	1205 W US Highway 30	Carroll	6.73
Carroll Downtown Shopping	Shopping Center	221 W 6th St	Carroll	6.66
Menards	Hardware Store	3319 5th Ave S	Fort Dodge	6.55
Walmart Supercenter	Big Box Store	1905 E 7th St	Atlantic	6.54
Dollar Tree	Discount Store	501 Hwy 39 N.	Denison	6.53
The Shopping Center at 3201-3221 Manawa Centre	Shopping Center	3201-3221 Manawa Centre Dr	Council Bluffs	6.49
Carroll Athletic Field	Gym / Fitness Center	N Grant Rd	Carroll	6.46
Hy-Vee	Grocery Store	106 W Washington Street	Jefferson	6.45
Walmart Supercenter	Big Box Store	3036 1st Ave S	Fort Dodge	6.44
Target	Big Box Store	11148 Plum Dr	Urbandale	6.41