



**TheRetailCoach®**

# **WALMART SUPERCENTER MOBILE DATA SURVEY**

Fredericksburg, Texas

Prepared for  
Gillespie County Economic Development Commission  
July 2019



*Gillespie County*  
Economic Development Commission  
302 E. AUSTIN ST. FREDERICKSBURG, TX 78624



# WALMART SUPERCENTER - MOBILE DATA SURVEY



TheRetailCoach

## Walmart Supercenter

1435 E Main St, Fredericksburg, 78624, TX

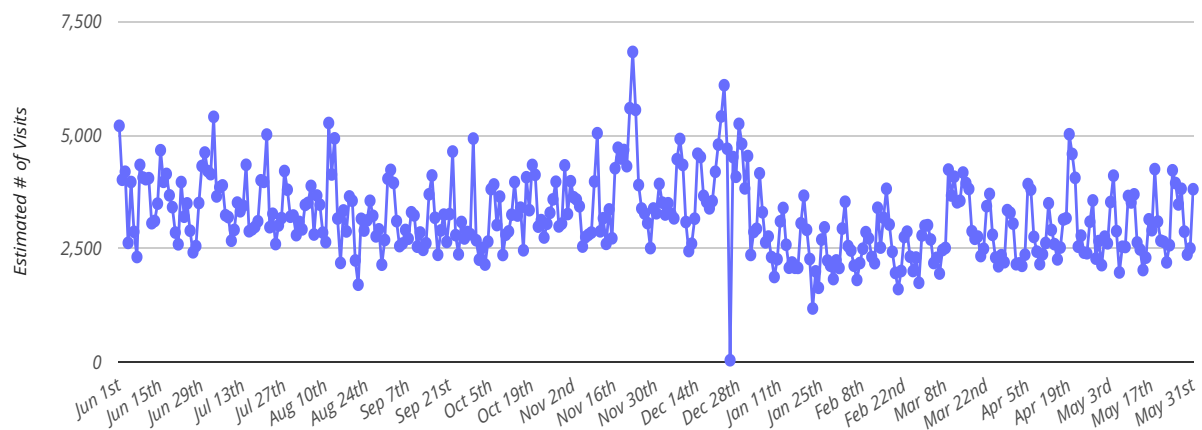


Last 12 Months

### Metrics

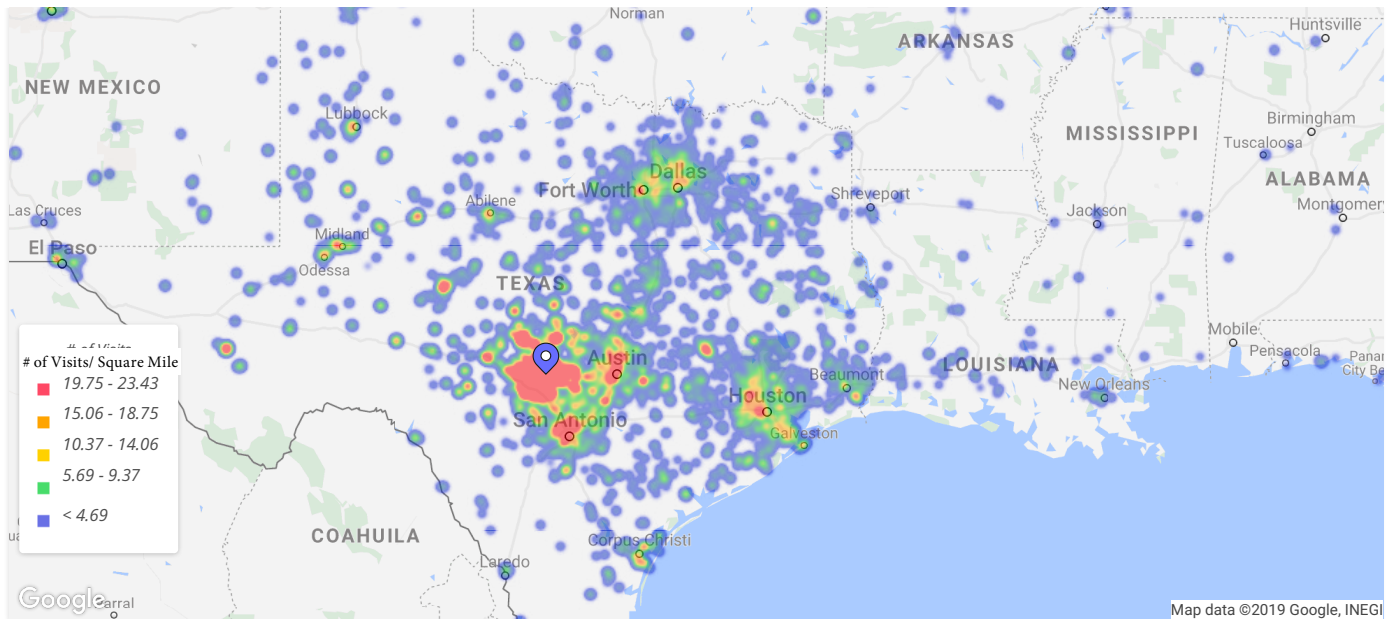
	Est. # of Customers	Est. # of Visits	Panel Devices	Panel Visits
Walmart Supercenter / E Main St	219.1K	1.2M	9.8K	33.5K

### Visits Trend





# WALMART SUPERCENTER - MOBILE DATA SURVEY



## Typical Customer Persona

### Walmart Supercenter



Ethnicity	White
Income	\$60K - \$75K

## Favorite Places

All Apparel Dining Groceries Home Improvement Leisure ▼

Min. Visit 1

### Walmart Supercenter

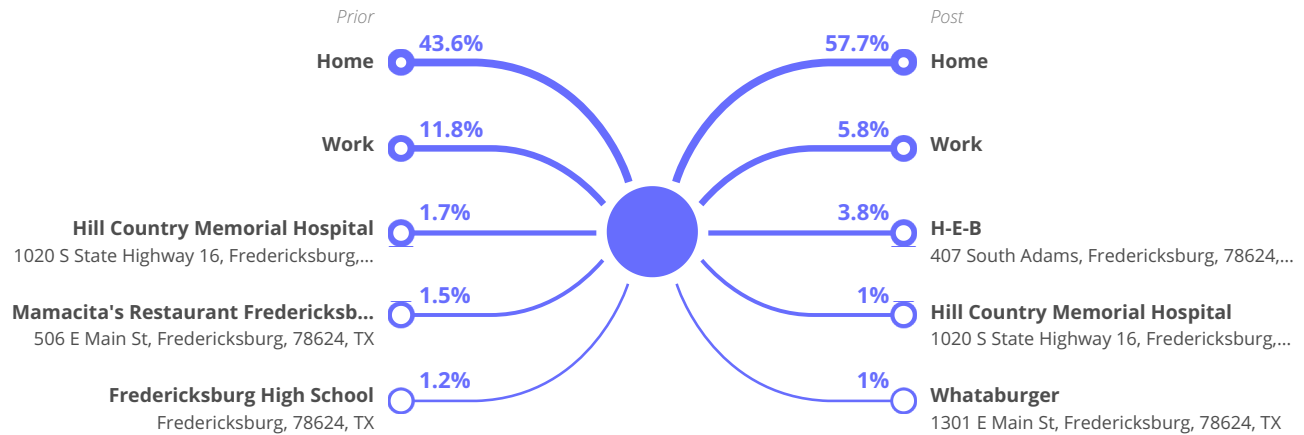
	Place	Customers
1	H-E-B / South Adams	69K (31.5%)
2	Mamacita's Restaurant Fredericksburg / E Main St	59K (26.9%)
3	Fredericksburg Marketplace / E Main St	55.6K (25.4%)
4	The Rim / West IH-10	54.3K (24.8%)
5	Whataburger / E Main St	48.1K (22%)



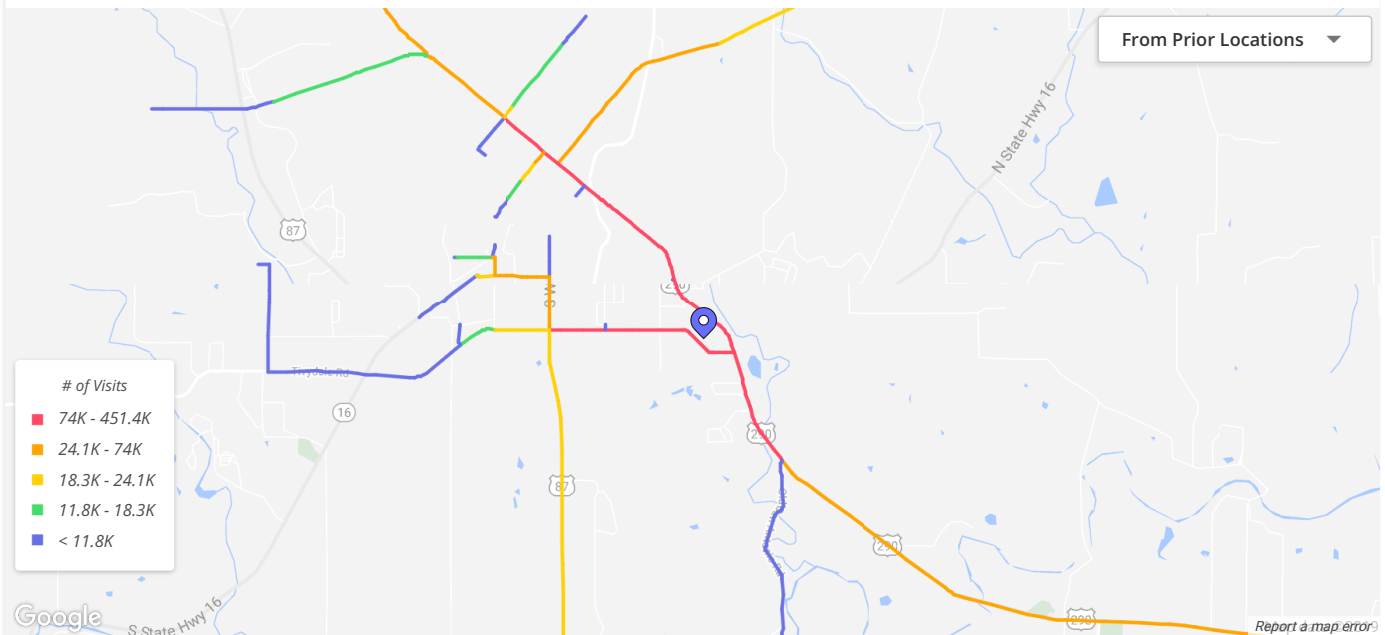
# WALMART SUPERCENTER - MOBILE DATA SURVEY

## Customer Journey

### Walmart Supercenter / E Main St



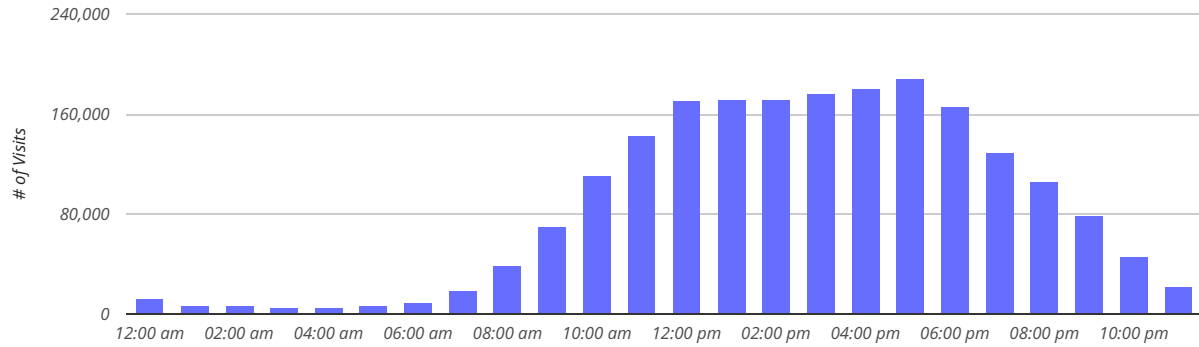
## Customer Journey - Routes



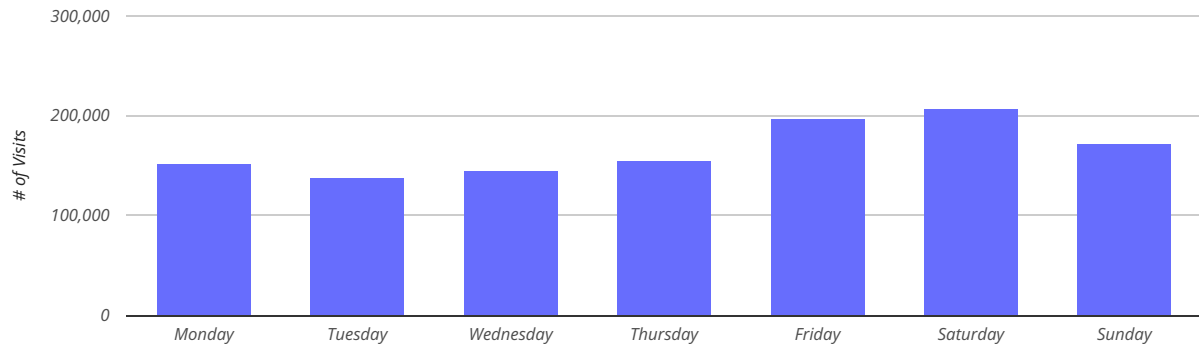


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Hourly Visits



Daily Visits





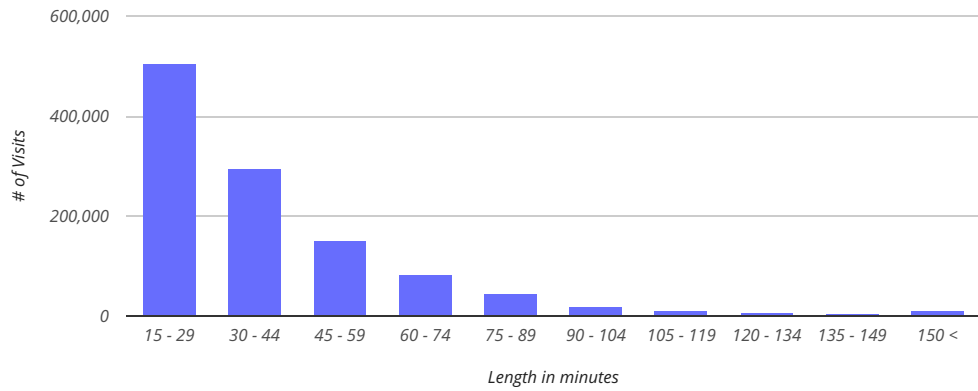


# WALMART SUPERCENTER - MOBILE DATA SURVEY

## Length-of-Stay

Average Stay

40 Min





# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



C. Kelly Cofer  
President & CEO  
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach –**

*“It’s not about data. It’s about your success.”*



# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics 2019, ESRI 2019, Placer.ai, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI, Placer, and/or Microsoft Corporation.

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