The**Retail**Coach®

Walmart Supercenter Mobile Data Survey

FAIRMONT, MINNESOTA

MARTIN COUNTY
—ECONOMIC DEVELOPMENT—

FAIRMONT™
ECONOMIC DEVELOPMENT

Walmart Supercenter • Mobile Data Analysis

Fairmont, Minnesota • September 1, 2022 - August 31, 2023
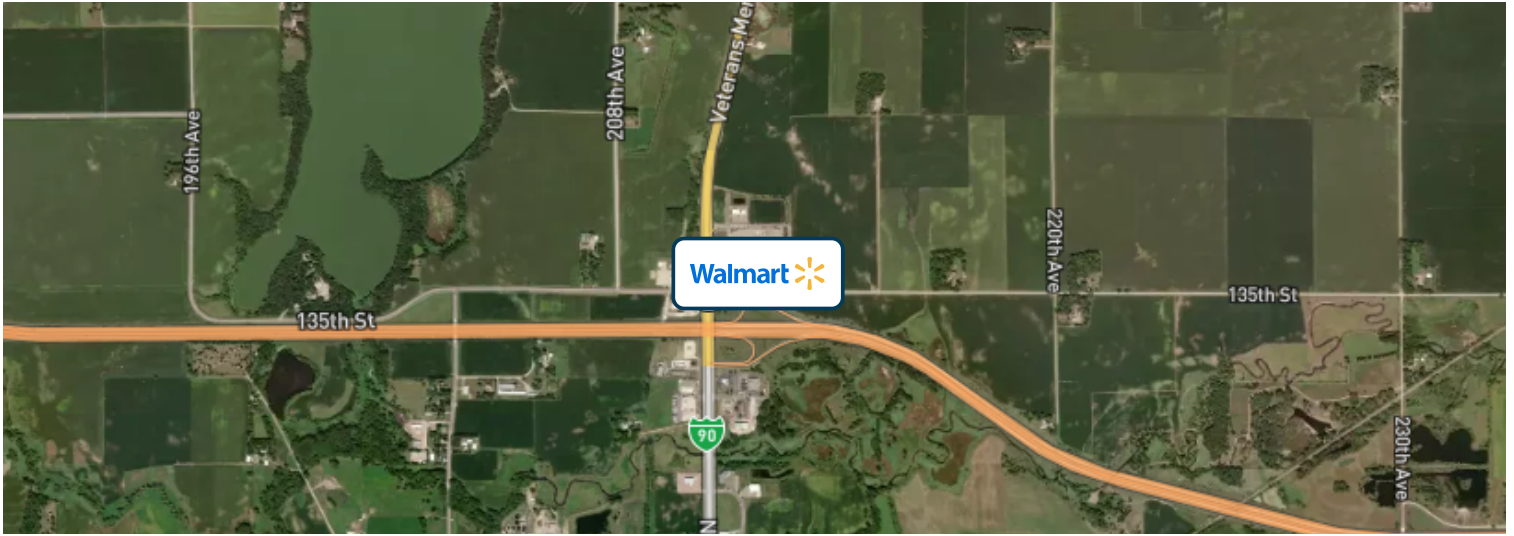
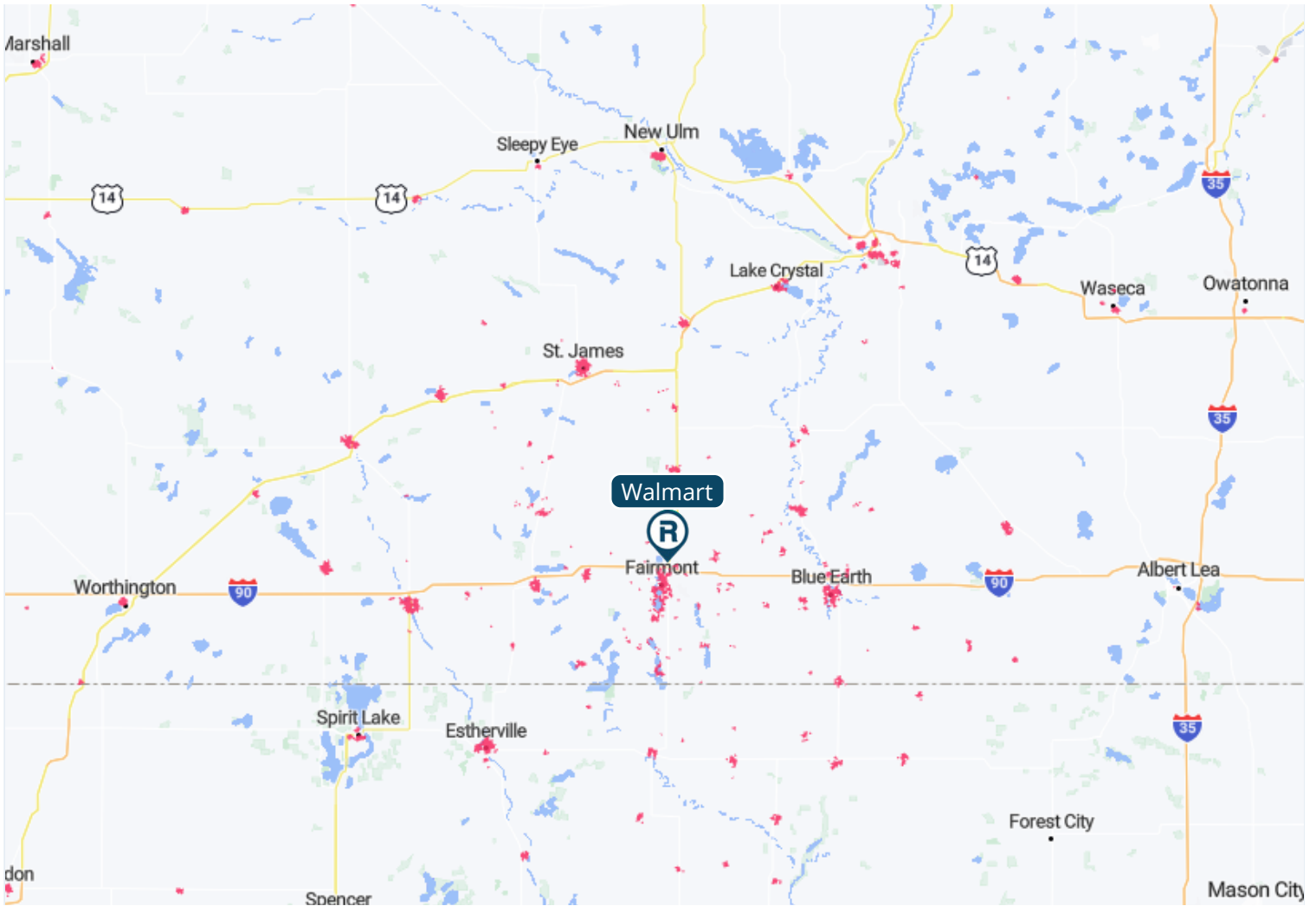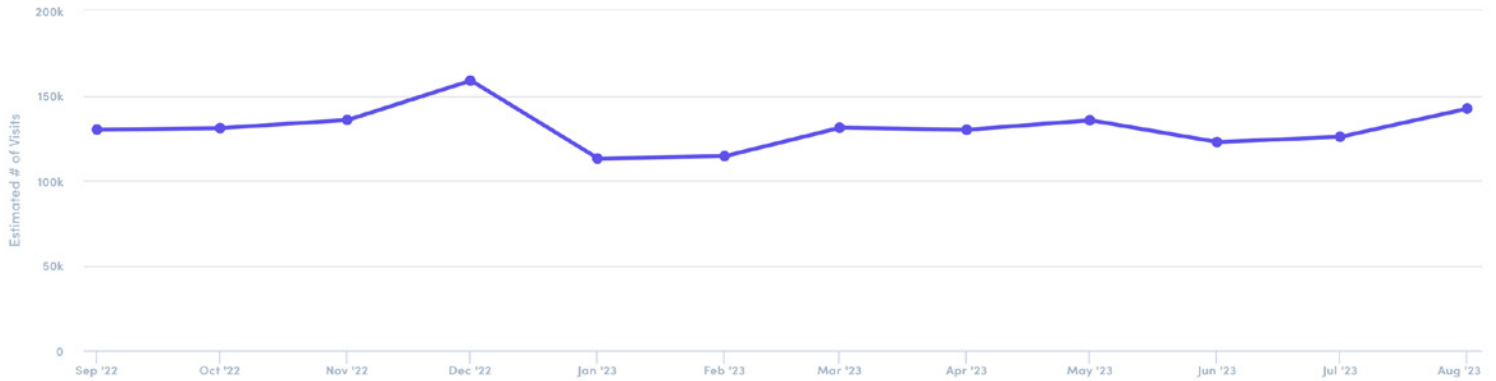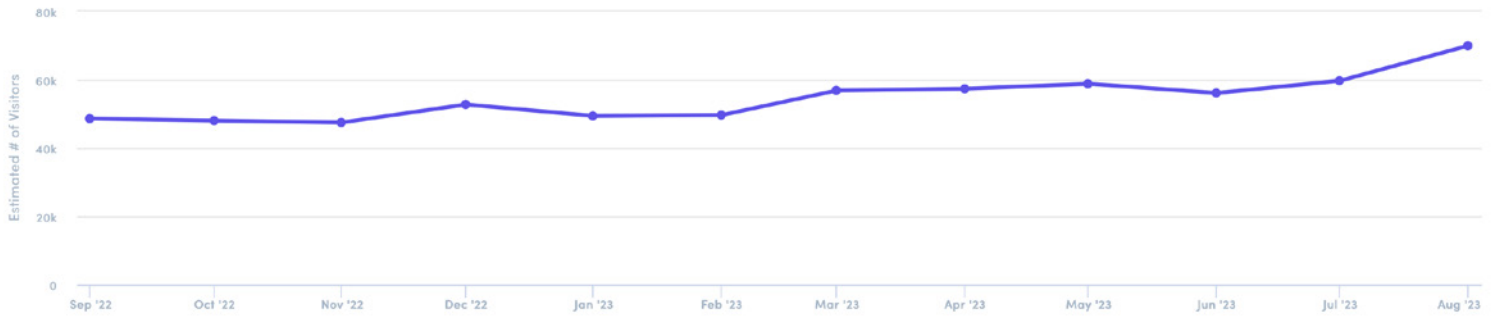## True Trade Area

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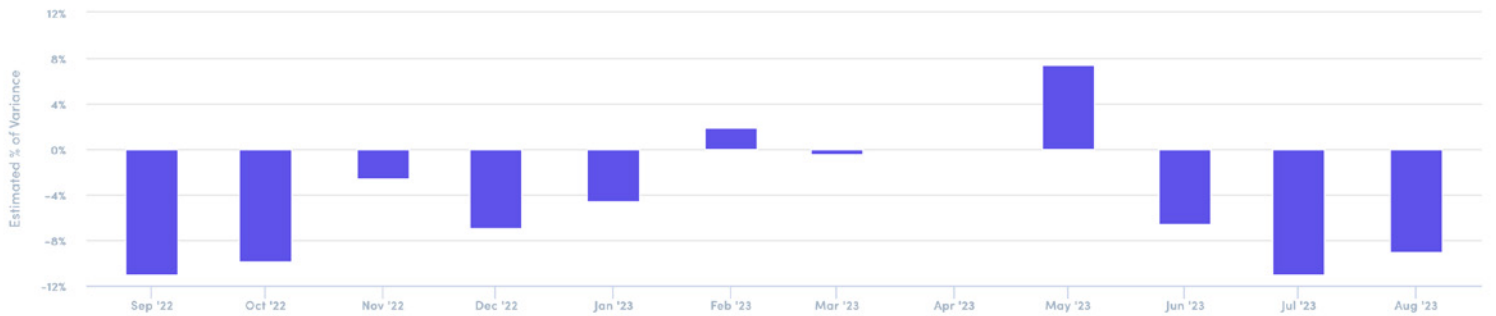Fairmont, Minnesota • September 1, 2022 - August 31, 2023

Visit Trend - 1,569,360 Total Visits

Visitor Trend - 54,557 Average Monthly Visitors

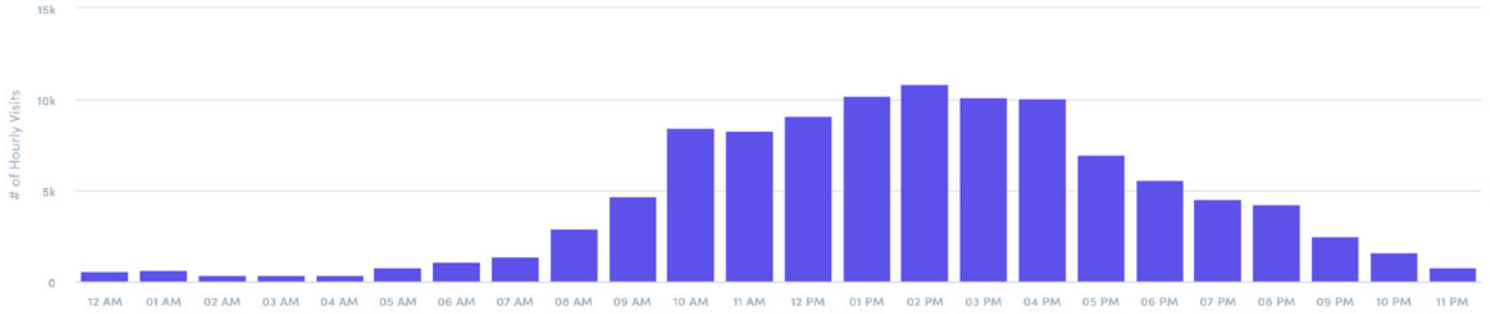## Variance of Visits - Year over Year

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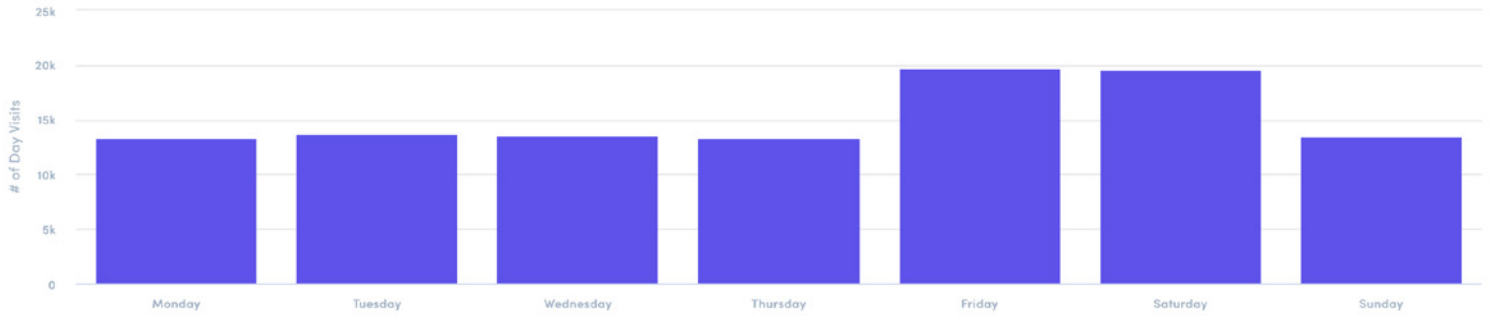# Walmart Supercenter • Mobile Data Analysis

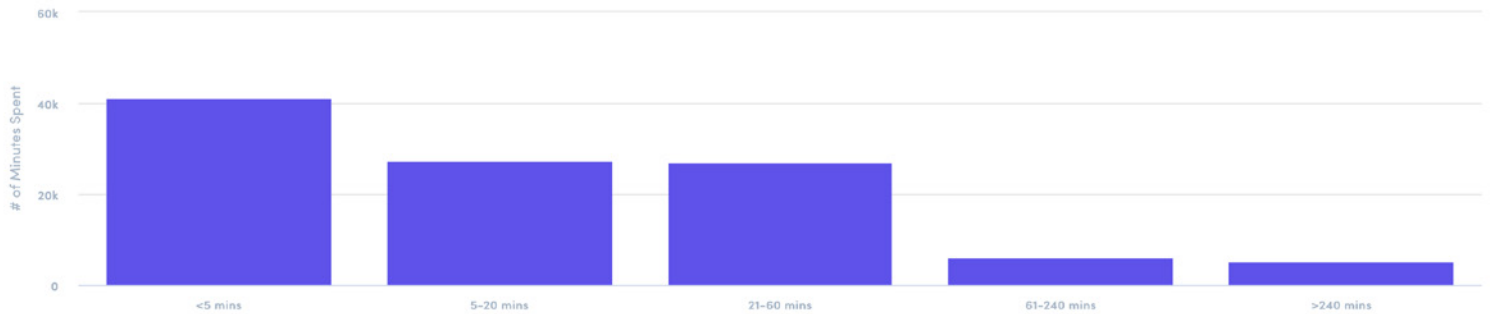Fairmont, Minnesota • September 1, 2022 - August 31, 2023

Hourly Foot Traffic

Daily Foot Traffic

Length of Stay - Average 20 Minutes

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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS	CITY	STATE	ZIP CODE	% OF CUSTOMERS
Fairmont	MN	56031	23.40%	Alexandria	MN	56308	0.43%
Blue Earth	MN	56013	7.48%	Hartford	SD	57033	0.43%
Truman	MN	56088	4.19%	Sioux Falls	SD	57104	0.43%
Armstrong	IA	50514	3.16%	Rockford	IL	61109	0.43%
Winnebago	MN	56098	2.95%	Bloomington	IL	61704	0.43%
Jackson	MN	56143	2.65%	Virden	IL	62690	0.43%
Welcome	MN	56181	2.44%	Strafford	MO	65757	0.43%
Mankato	MN	56001	2.05%	Omaha	NE	68134	0.43%
Estherville	IA	51334	1.71%	White Hall	AR	71602	0.43%
Saint James	MN	56081	1.71%	Springdale	AR	72762	0.43%
Dunnell	MN	56127	1.54%	Edmond	OK	73012	0.43%
Granada	MN	56039	1.50%	Colorado Springs	CO	80909	0.43%
Sherburn	MN	56171	1.46%	Fowler	CO	81039	0.43%
Elmore	MN	56027	1.33%	Los Angeles	CA	90035	0.43%
Ceylon	MN	56121	0.98%	Lakota	IA	50451	0.39%
Swea City	IA	50590	0.94%	Lubbock	TX	79412	0.39%
Lake Placid	FL	33852	0.85%	Cotopaxi	CO	81223	0.39%
Des Moines	IA	50309	0.85%	Ringsted	IA	50578	0.34%
New Ulm	MN	56073	0.85%	Duluth	MN	55802	0.34%
Fergus Falls	MN	56537	0.85%	Los Angeles	CA	90040	0.34%
Trimont	MN	56176	0.77%	Cresco	IA	52136	0.30%
Belle Fourche	SD	57717	0.77%	Egan	SD	57024	0.30%
Amboy	MN	56010	0.73%	Wadsworth	IL	60083	0.30%
Butterfield	MN	56120	0.73%	Romeoville	IL	60446	0.30%
Sioux Falls	SD	57106	0.73%	Owensboro	KY	42301	0.26%
Bancroft	IA	50517	0.64%	Elkhart	IN	46517	0.26%
Wells	MN	56097	0.64%	Buffalo Center	IA	50424	0.26%
Delavan	MN	56023	0.56%	Ledyard	IA	50556	0.26%
Alpha	MN	56111	0.56%	Ormsby	MN	56162	0.26%
Sioux Falls	SD	57105	0.56%	Baltic	SD	57003	0.26%
Mcgregor	MN	55760	0.51%	Newhall	IA	52315	0.21%
Duluth	MN	55806	0.51%	Janesville	WI	53548	0.21%
Schenectady	NY	12307	0.43%	Bricelyn	MN	56014	0.21%
Prosperity	SC	29127	0.43%	Westbrook	MN	56183	0.21%
Atlanta	GA	30337	0.43%	Laporte	MN	56461	0.21%
Stratford	IA	50249	0.43%	Palisade	MN	56469	0.21%
Des Moines	IA	50315	0.43%	Owensboro	KY	42303	0.17%
Forest City	IA	50436	0.43%	Goshen	IN	46526	0.17%
Algona	IA	50511	0.43%	Marcus	IA	51035	0.17%
Emmetsburg	IA	50536	0.43%	Janesville	WI	53545	0.17%
Le Mars	IA	51031	0.43%	Glenwood City	WI	54013	0.17%
Ida Grove	IA	51445	0.43%	Odin	MN	56160	0.17%
Mauston	WI	53948	0.43%	Elkton	SD	57026	0.17%
Fond Du Lac	WI	54935	0.43%	West Fargo	ND	58078	0.17%
Weyauwega	WI	54983	0.43%	Titonka	IA	50480	0.13%
Faribault	MN	55021	0.43%	Ridgeway	IA	52165	0.13%
Owatonna	MN	55060	0.43%	Van Horne	IA	52346	0.13%
Saint Paul	MN	55110	0.43%	Wilson	WI	54027	0.13%
Saint Paul	MN	55122	0.43%	Aitkin	MN	56431	0.13%
Fairfax	MN	55332	0.43%	Nevis	MN	56467	0.13%
Winthrop	MN	55396	0.43%	Aurora	SD	57002	0.13%
Minneapolis	MN	55425	0.43%	Flandreau	SD	57028	0.13%
Minneapolis	MN	55441	0.43%	Mapleton	ND	58059	0.13%
Minneapolis	MN	55445	0.43%	Washta	IA	51061	0.09%
Cloquet	MN	55720	0.43%	Graettinger	IA	51342	0.09%
Austin	MN	55912	0.43%	Kasota	MN	56050	0.09%
Mankato	MN	56003	0.43%	Lewisville	MN	56060	0.09%
Albert Lea	MN	56007	0.43%	Minnesota Lake	MN	56068	0.09%
Easton	MN	56025	0.43%	Windom	MN	56101	0.09%
Lakefield	MN	56150	0.43%	Revere	MN	56166	0.09%
Worthington	MN	56187	0.43%	Walnut Grove	MN	56180	0.09%

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About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.

ACKNOWLEDGMENTS

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, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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