



IGA/Dollar General

84 US 84, Ludowici, 31316, GA

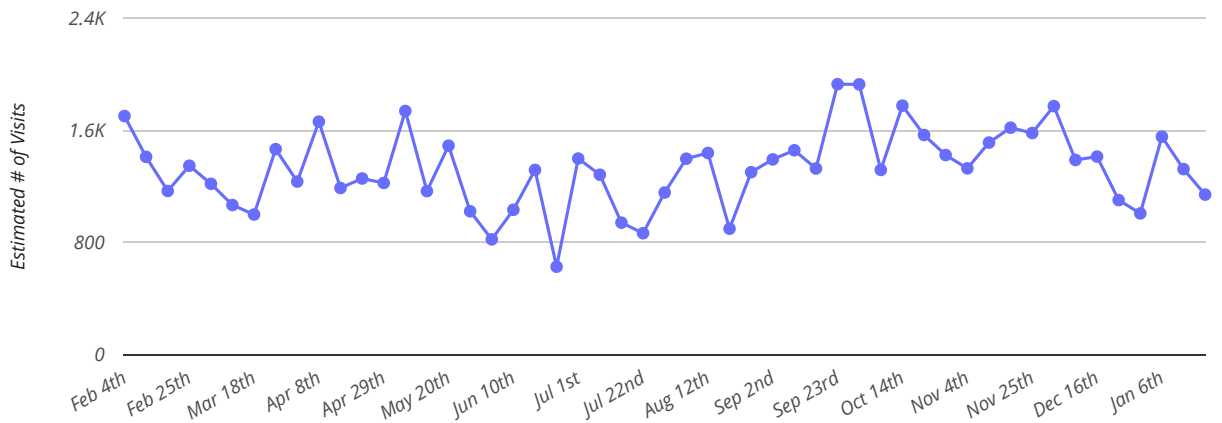


Feb 01, 2019 - Jan 31, 2020

Metrics

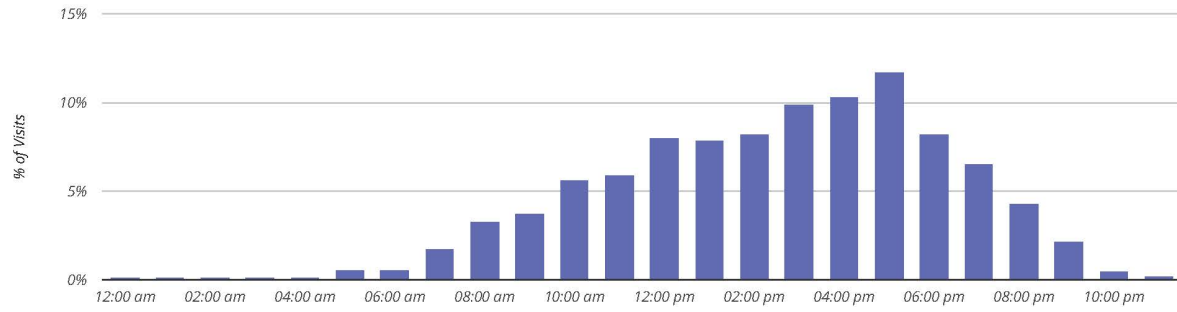
	Est. # of Customers	Est. # of Visits	Avg. Visits / Customer	Panel Visits
IGA/Dollar General / US 84	19.8K	69.4K	3.50	2.2K

Visits Trend



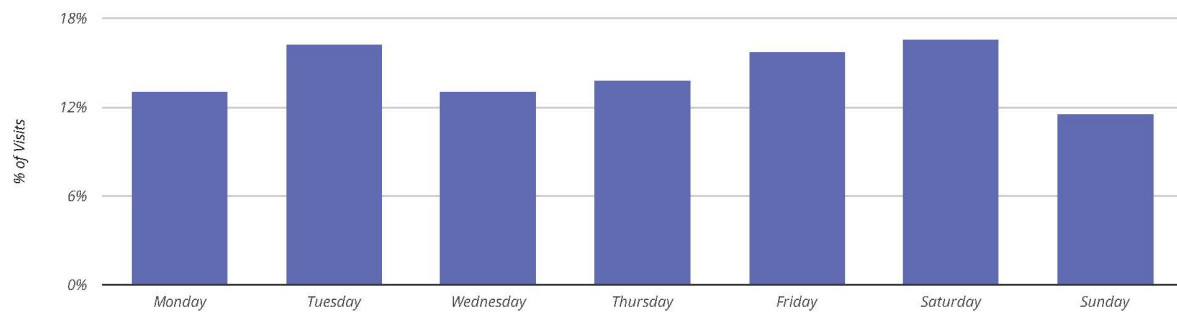
Hourly Visits

● IGA/Dollar General / US 84



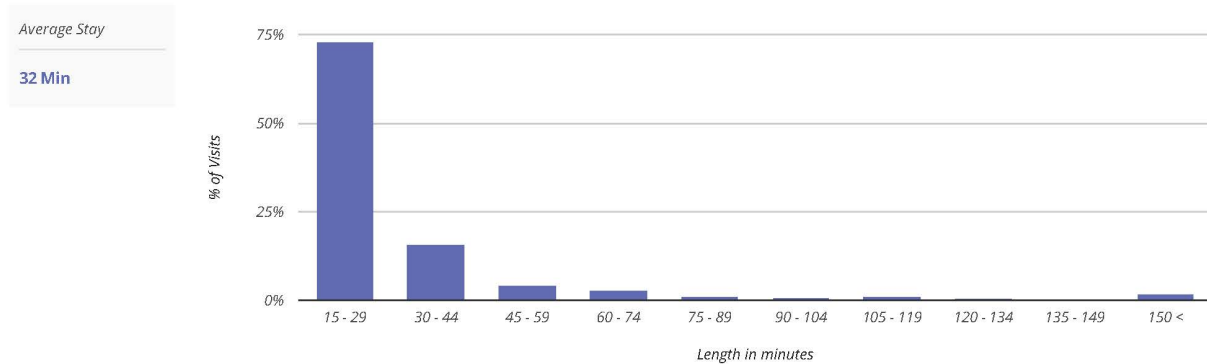
Daily Visits

● IGA/Dollar General / US 84



Length-Of-Stay

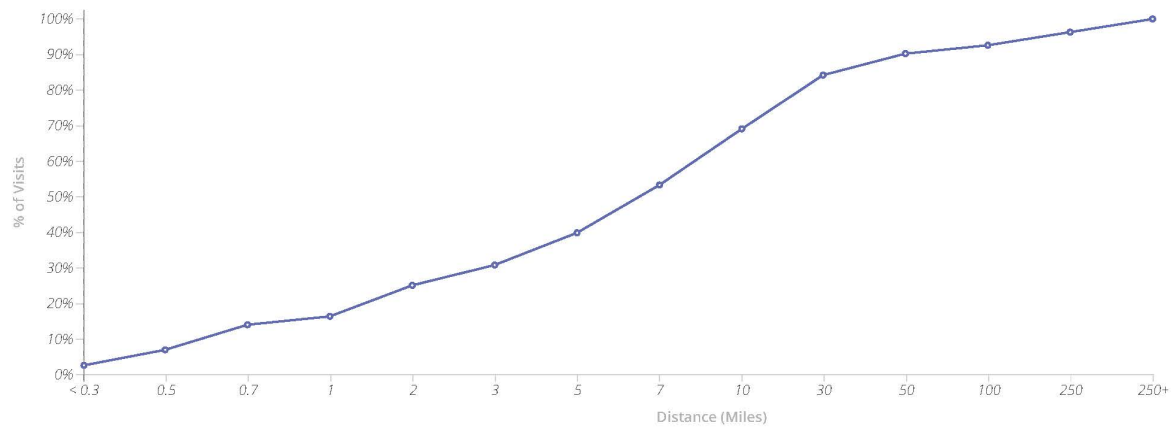
● IGA/Dollar General / US 84



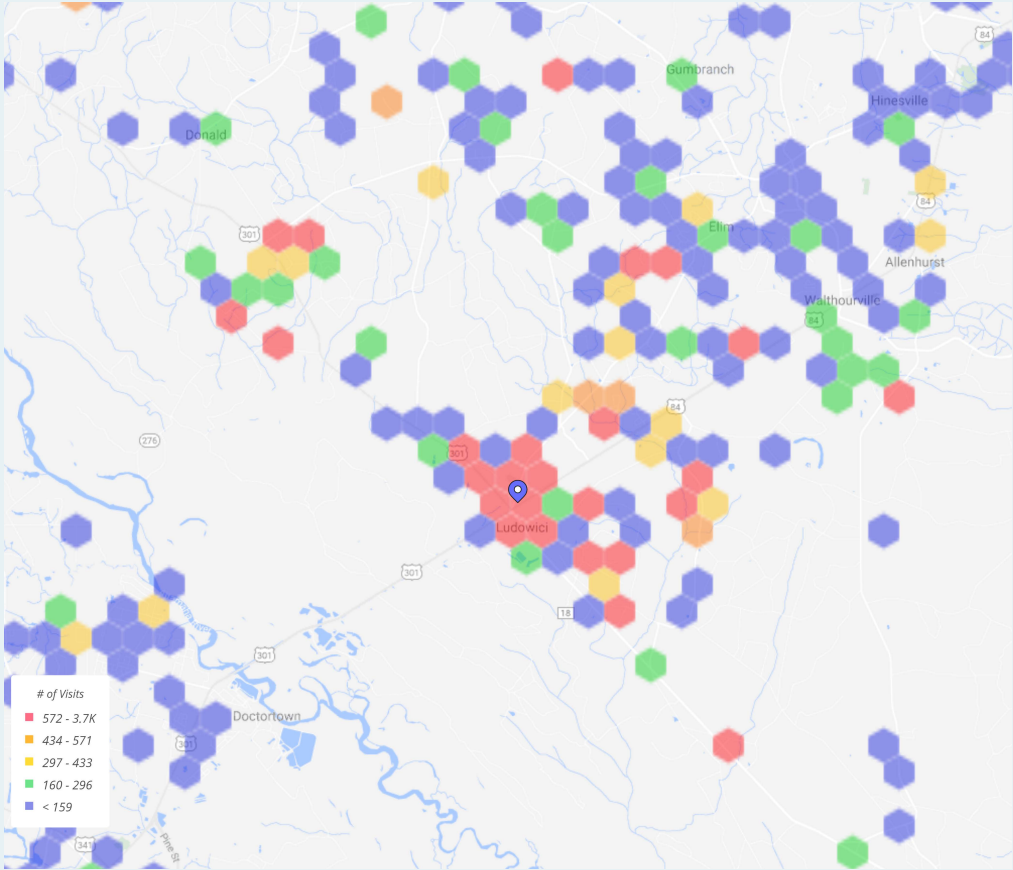
Trade Area Coverage by Distance

Trade Area Coverage By Distance

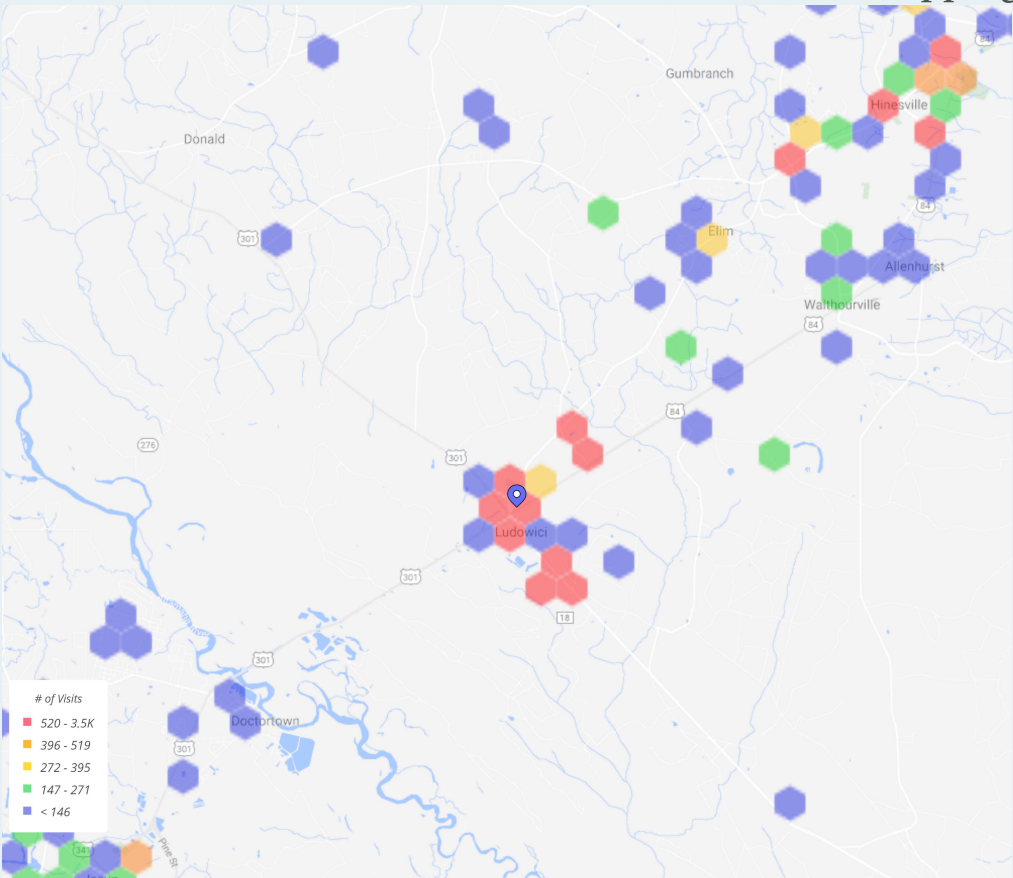
● IGA/Dollar General / US 84



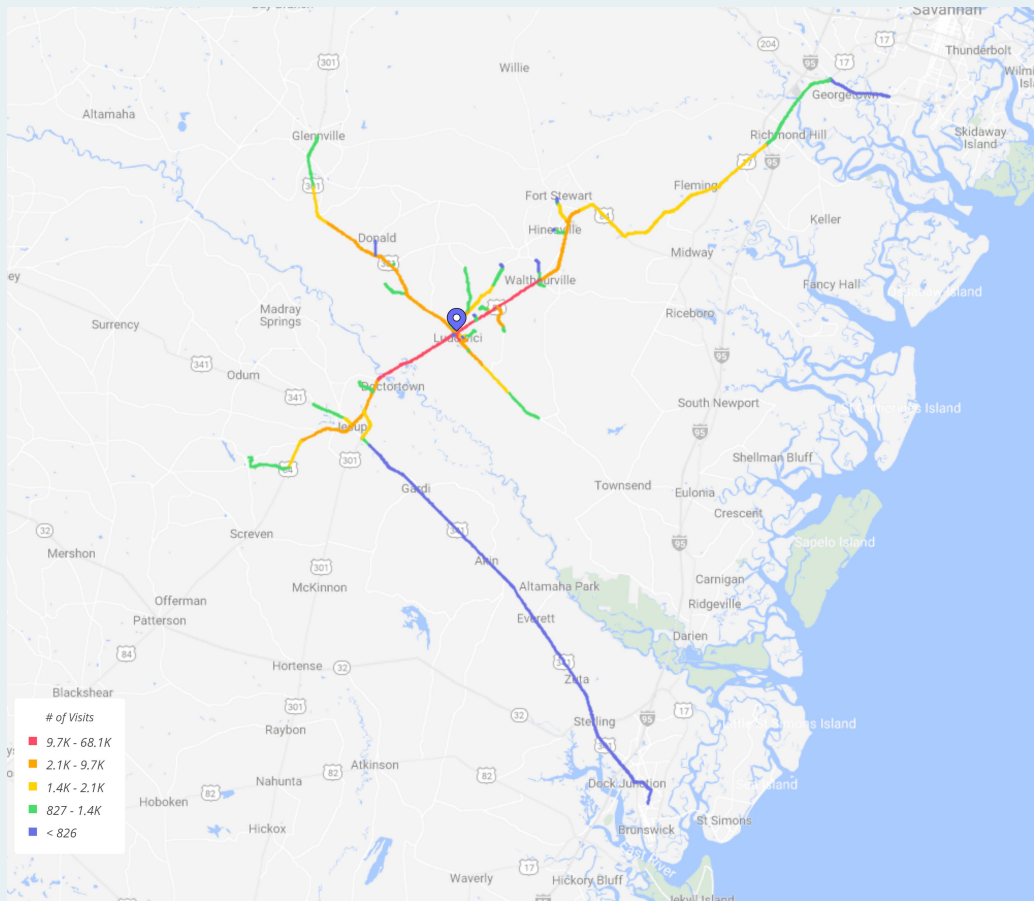
IGA/Dollar General: Home Location Mobile Mapping



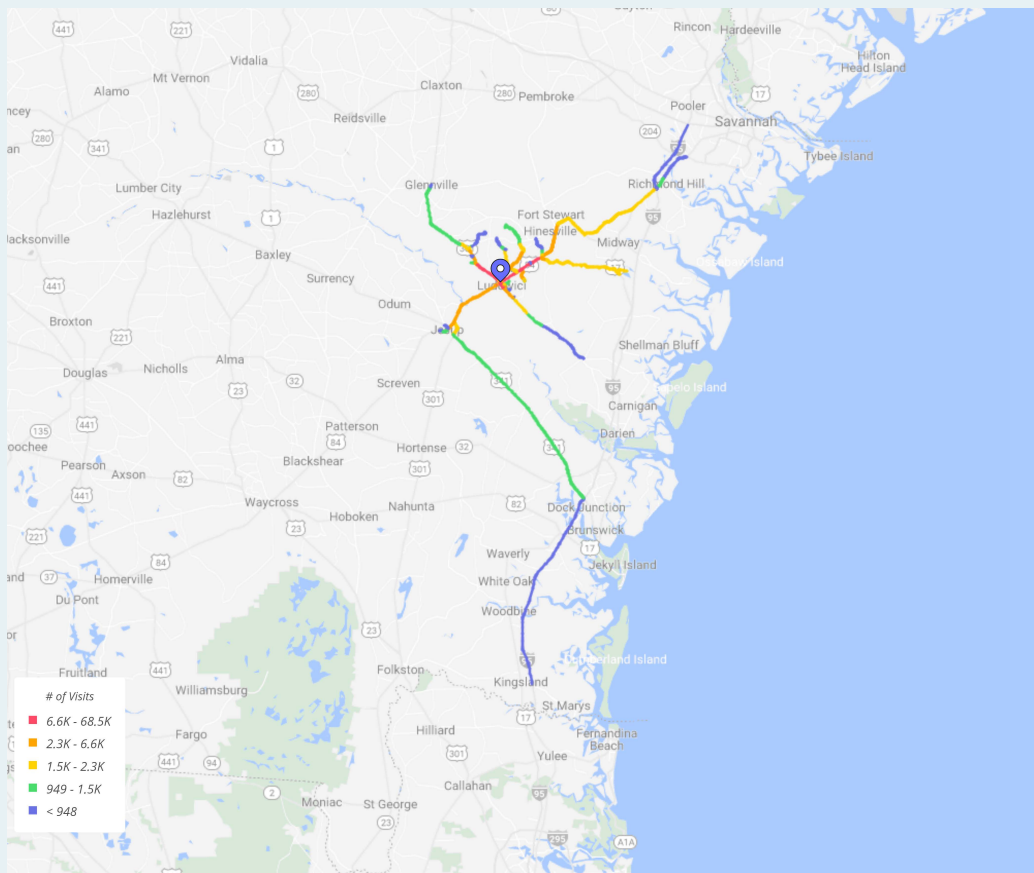
IGA/Dollar General: Work Location Mobile Mapping



IGA/Dollar General: Customer Travel Patterns - Prior Location



IGA/Dollar General: Customer Travel Patterns - Post Location



IGA/Dollar General: Customer Journey

Prior		Post		
	Venue Name	Foot-Traffic	Venue Name	Foot-Traffic
1	First Presbyterian Christian Academy / Bradwell St	3.47%	1 Long County Recreation Department / Ludowici	1.09%
2	Walmart Supercenter / N 1st St	1.46%	2 Walmart Supercenter / W Oglethorpe Hwy	0.67%
3	Walmart Supercenter / W Oglethorpe Hwy	1.3%	3 First Presbyterian Christian Academy / Bradwell St	0.65%
4	Long County Recreation Department / Ludowici	0.95%	4 Family Dollar / E Cypress St	0.54%
5	Family Dollar / E Cypress St	0.83%	5 Huddle House / West Cypress Street	0.48%
6	Huddle House / West Cypress Street	0.78%	6 Long County High School / Ga Highway 57	0.47%
7	Dairy Queen / Highway 301 S	0.68%	7 Walmart Neighborhood Mar... / W Oglethorpe Hwy St...	0.47%
8	Flash Foods / South Main St.	0.53%	8 interstate paper - Riceboro,Ga / Interstate Rd	0.45%
9	Inject Ink / E Cypress St	0.53%	9 Walmart Supercenter / N 1st St	0.41%
10	Compass Worship / E. Cypress St	0.51%	10 Coastal Manor Nursing Home / Coastal Manor Dr SE	0.39%
11	Jarchitos Mexican Stre / E Cypress St	0.5%	11 Southeast Cheer / N Macon St	0.38%
12	Parker's / Savannah Hwy	0.47%	12 Dollar General / Rayonier Rd	0.38%
13	Lowe's Home Improvement / West Oglethorpe Highway	0.45%	13 Dairy Queen / Highway 301 S	0.33%
14	Smiley Elementary School / GA Highway 57	0.44%	14 Dollar General / Airport Road	0.32%
15	Sandalwood Terrace / NW 4th St	0.44%	15 Ludowici-Long County Fire & EMS / Thornton Dr NE	0.28%
16	Hinesville Central Shopping C... / W Oglethorpe High...	0.42%	16 Crawdaddys / S McDonald St	0.25%
17	921 Boxing Club / N McDonald St.	0.41%	17 Hobby Lobby / West Oglethorpe Hwy	0.24%
18	Popeyes Louisiana Kitc... / E Oglethorpe Ave (State Rd ...	0.38%	18 Travel Centers of America - Sava... / Sommers Boule...	0.22%
19	Long County High School / Ga Highway 57	0.38%	19 Wendy's / Hwy 40 E	0.22%
20	Five Below / Oglethorpe Highway	0.35%	20 Flash Foods / South Main St.	0.21%
21	US Post Office / E Academy St	0.32%	21 Dollar General / Ga Highway 57	0.2%
22	First Baptist Church Ludowici / N McDonald Street	0.32%	22 Sandalwood Terrace / NW 4th St	0.19%
23	Its a matter of the heart. / 1020B South Pierce Street	0.31%	23 Ron's (Ranger Joe's) Barber Shop / Hinesville	0.18%
24	Walmart Neighborhood Mar... / W Oglethorpe Hwy St...	0.28%	24 Baymont Inn & Suites Hinesville Fort S... / Veterans ...	0.18%
25	Cracker Barrel Old Country Store / Abercorn St.	0.28%	25 Family Dollar / W Oglethorpe Hwy	0.16%
26	The Historic Strand / W Cherry Street	0.28%	26 Low Country Paintball / Low Country Ln SW	0.16%
27	Bennett Union Missionary Baptist Church / W Pine St	0.28%	27 SUBWAY / Cypress St	0.16%
28	LongHorn Steakhouse / West Oglethorpe Hwy	0.26%	28 Advance Auto Parts / South First St.	0.16%
29	Tidal Wave Auto Spa of Hinesville / W Oglethorpe Hwy	0.25%	29 Compass Worship / E. Cypress St	0.16%
30	Long County Health Department / Ludowici	0.24%	30 Walmart Supercenter / Ogeechee Rd	0.16%

IGA/Dollar General: Customer Journey

Prior		Post	
Venue Name	Foot-Traffic	Venue Name	Foot-Traffic
31 Family Dollar / W Oglethorpe Hwy	0.23%	31 Bootleggers Package Store / W Oglethorpe Hwy Suite A	0.16%
32 Hobby Lobby / West Oglethorpe Hwy	0.23%	32 Captain Joe's - Jesup, Ga / Jesup	0.16%
33 Town & Country Shopping Center / E Parker St	0.22%	33 Long County Public Library / S Main St	0.16%
34 Canal Crossing / Kinstle	0.22%	34 Hermes Telecom Inc. / Executive Circle Unit 15	0.15%
35 Southeast Georgia Health System / Parkwood Drive	0.22%	35 Inject Ink / E Cypress St	0.15%
36 Chick-fil-A / W Oglethorpe Hwy	0.22%	36 Wayne Memorial Hospital / S 1st St	0.15%
37 Shops at Sunset Blvd & S 1st St / Sunset Boulevard	0.21%	37 Piggly Wiggly / US Highway 17	0.15%
38 Long County Wingmen / Ludowici	0.21%	38 Smiley Elementary School / GA Highway 57	0.15%
39 Wayne Memorial Hospital / S 1st St	0.21%	39 Parker's / Savannah Hwy	0.15%
40 Southeast Cheer / N Macon St	0.2%	40 First Baptist Church Ludowici / N McDonald Street	0.14%
41 Ludowici Drug and Pharmacy / East Cypress Street	0.2%	41 Goodwill / N Macon St	0.13%
42 Simply Elegant Hair & Tanning Salon / N Macon St	0.2%	42 B and J's Steaks and Seafood / North Way	0.13%
43 Little Crusaders Pre-School & Day... / S McDonald Str...	0.2%	43 Starbucks / W Oglethorpe Hwy	0.13%
44 Cherry Street Plaza / W Cherry St	0.19%	44 Dollar Tree / W 15th St	0.13%
45 Glynn Isles / 100-919 Glynn Isle	0.17%	45 Massingale Park / Ocean Blvd	0.13%
46 PetSmart / W Oglethorpe Hwy	0.17%	46 Hinesville Ford / N 1st St	0.12%
47 Kalypso Keepsakes / North Macon Street	0.17%	47 Hungry Hillbillys Grill & BBQ / Northview Dr	0.12%
48 Harvey's / S 1st St	0.17%	48 Coastal Pines Technical College / W Cherry St	0.12%
49 Auto Shine / W Oglethorpe Hwy	0.16%	49 IHG Army Hotels Main Lodge / Coe Ave Bldg 4951	0.12%
50 Roadside Peach Stand / Townsend	0.16%	50 Lowe's Home Improvement / West Oglethorpe Highway	0.11%
51 Western Sizzlin / US Highway 80 E	0.16%	51 Wayne County Car Wash / N Macon St	0.11%
52 Parker's / Abercorn St	0.16%	52 Taco Bell / N 1st St	0.11%
53 A New Beginning Church / GA Highway 57	0.16%	53 Harvey's / S 1st St	0.11%
54 Panda Express / W Oglethorpe Hwy	0.16%	54 Senior Center, Ludowici Ga / Thornton Dr NE	0.11%
55 Coastal Manor Nursing Home / Coastal Manor Dr SE	0.15%	55 A New Beginning Church / GA Highway 57	0.11%
56 Dollar General / Airport Road	0.15%	56 Live Oak Church / Live Oak Church Rd	0.11%
57 Goodwill / N Macon St	0.14%	57 Urological Associates of Savannah / E De Renne Ave	0.11%
58 Ulta Beauty / West Oglethorpe Highway	0.14%	58 Kroger / Exchange St	0.11%
59 McDonald's / DOWNEY MUSGROVE HWY	0.14%	59 755-766 West Oglethorpe High... / 755-766 West Ogle...	0.11%
60 Ole Times Country Buffet / E Oglethorpe Hwy	0.14%	60 Emma Jane's Monograms & Designs / Ludowici	0.11%

Favorite Places by Category

All Apparel Dining Electronics Fitness Groceries ▾

Min. Visit 1

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IGA/Dollar General

	Place	Customers
1	First Presbyterian Christian Academy / Bradwell St	16.6K (83.5%)
2	Walmart Supercenter / W Oglethorpe Hwy	13.7K (68.9%)
3	Walmart Supercenter / N 1st St	11.6K (58.3%)
4	Hinesville Central Shopping Center / W Oglethorpe Highway	9.8K (49.4%)
5	Lowe's Home Improvement / West Oglethorpe Highway	8.5K (43.1%)

All Apparel Dining Electronics Fitness Groceries ▾

Min. Visit 1

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IGA/Dollar General

	Place	Customers
1	DICK'S Sporting Goods / Suite 101 863 Oglethorpe Highway	4.1K (20.5%)
2	Bass Pro Shops / Abercorn St	3.3K (16.6%)
3	Balls Outlet / Sunset Blvd	3.2K (15.9%)
4	Academy Sports + Outdoors / Canal Crossing	3.1K (15.6%)
5	Balls Outlet / W Oglethorpe Hwy	3K (15.3%)

All Apparel Dining Electronics Fitness Groceries ▾

Min. Visit 1

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IGA/Dollar General

	Place	Customers
1	Chick-fil-A / W Oglethorpe Hwy	7.2K (36.6%)
2	LongHorn Steakhouse / West Oglethorpe Hwy	6.9K (34.7%)
3	Huddle House / West Cypress Street	6K (30.3%)
4	Dairy Queen / Highway 301 S	5.9K (29.8%)
5	McDonald's / W Oglethorpe Highway	5.4K (27.2%)

All Apparel Dining Electronics Fitness Groceries ▾

Min. Visit 1

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IGA/Dollar General

	Place	Customers
1	Walmart Neighborhood Market / W Oglethorpe Hwy Ste A	8.5K (42.6%)
2	Kroger / W Oglethorpe Hwy	6.6K (33.1%)
3	Food Lion Grocery Store / GA Highway 196 W	6.4K (32.3%)
4	Flash Foods / South Main St.	4.5K (22.9%)
5	Harvey's / S 1st St	3.2K (16.2%)

Favorite Places by Category

All Apparel Dining Electronics Fitness **Home Improvement** ▾

Min. Visit **1**

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IGA/Dollar General		
Place		Customers
1	Lowe's Home Improvement / West Oglethorpe Highway	8.5K (43.1%)
2	Tractor Supply Co. / West Oglethorpe Hwy	3.3K (16.6%)
3	Tractor Supply Co. / North First St	2.8K (14.1%)
4	The Home Depot / Altama Connector	1.2K (5.9%)
5	Lowe's Home Improvement / Glynn Isles	1.1K (5.3%)

All Apparel Dining Electronics Fitness **Leisure** ▾

Min. Visit **1**

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IGA/Dollar General		
Place		Customers
1	The Historic Strand / W Cherry Street	4.8K (24.2%)
2	Georgia Theatre Company / W Oglethorpe Hwy	4.3K (21.6%)
3	Hal Richardson Recreation Park / West Poplar Street	4K (20%)
4	Long County Recreation Department / Ludowici	3.8K (19.1%)
5	Long County High School / Ga Highway 57	3.5K (17.9%)

All Apparel Dining Electronics Fitness **Shopping Centers** ▾

Min. Visit **1**

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IGA/Dollar General		
Place		Customers
1	Hinesville Central Shopping Center / W Oglethorpe Highway	9.8K (49.4%)
2	Magnolia Oaks Village / West Hwy 196	7.2K (36.1%)
3	Glynn Isles / 100-919 Glynn Isle	6.7K (33.9%)
4	Savannah Mall / Abercorn St	6.3K (31.6%)
5	Canal Crossing / Kinstle	6.2K (31%)

All Apparel Dining Electronics Fitness **Superstores** ▾

Min. Visit **1**

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IGA/Dollar General		
Place		Customers
1	Walmart Supercenter / W Oglethorpe Hwy	13.7K (68.9%)
2	Walmart Supercenter / N 1st St	11.6K (58.3%)
3	Sam's Club / Canal Crossing	4.4K (22.1%)
4	Big Lots / W Oglethorpe Hwy	4.2K (20.9%)
5	Target / Glynn Isle	3.2K (16.1%)