



# Dairy Queen

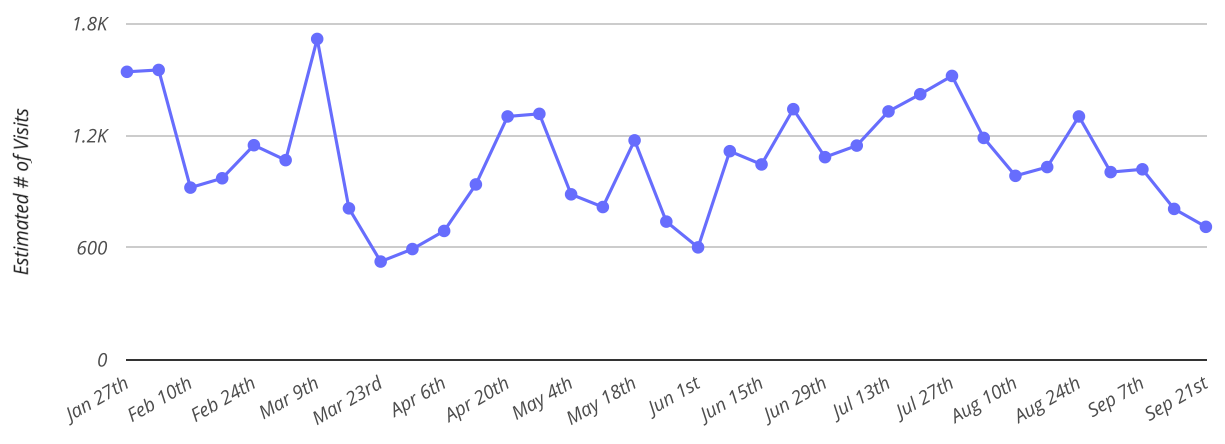
Highway 301 S, Ludowici, 31316, GA

Jan 21 - Sep 30, 2020

## Metrics

	Est. # of Customers	Est. # of Visits	Avg. Visits / Customer	Panel Visits
Dairy Queen / Highway 301 S	17.2K	38.7K	2.24	1.7K

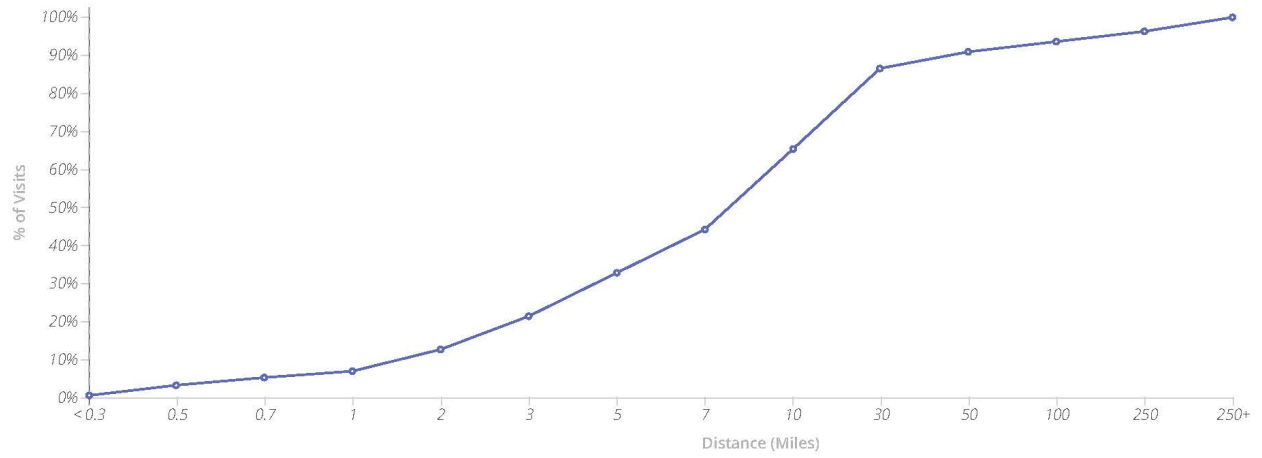
## Visits Trend



# Trade Area Coverage by Distance

Trade Area Coverage By Distance

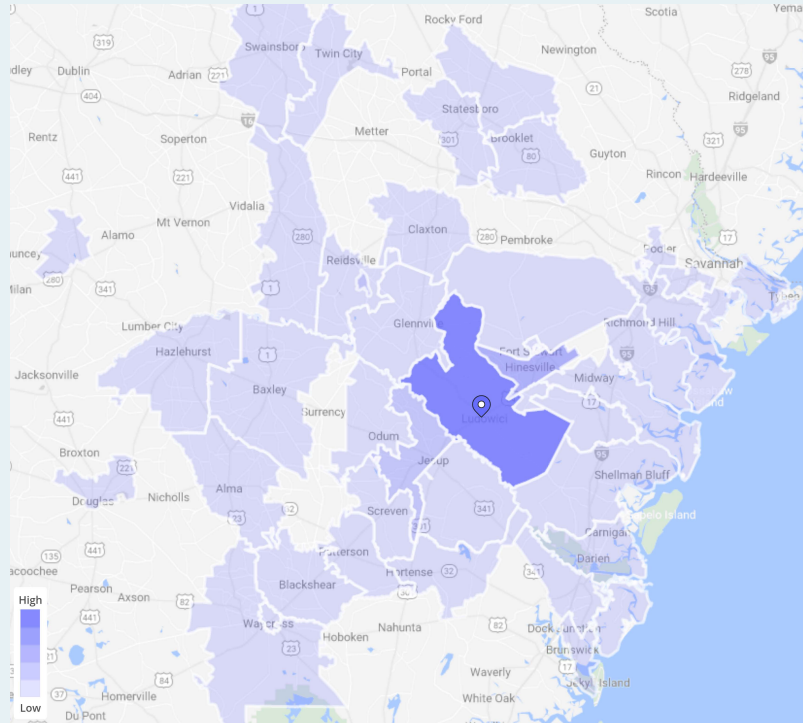
● Dairy Queen / Highway 301 S



# Dairy Queen: Customer Journey

Prior		Post	
Venue Name	Foot-Traffic	Venue Name	Foot-Traffic
1 Long County Recreation Department / Ludowici	2.48%	1 Walmart Supercenter / N 1st St	0.92%
2 Walker Elementary School / S McDonald St Ste C	2.11%	2 Walker Elementary School / S McDonald St Ste C	0.89%
3 Oglethorpe Square Shopping ... / West Oglethorpe Hi...	2.04%	3 Walmart Supercenter / W Oglethorpe Hwy	0.87%
4 First Presbyterian Christian Academy / Bradwell St	2.01%	4 Big boy's ink / W Cypress St	0.66%
5 Walmart Supercenter / N 1st St	1.7%	5 Family Dollar / E Cypress St	0.6%
6 Big boy's ink / W Cypress St	1.4%	6 Long County High School / Ga Highway 57	0.51%
7 Long County High School / Ga Highway 57	1.35%	7 Oglethorpe Square Shopping ... / West Oglethorpe Hi...	0.48%
8 Habaneros Habaneros / S 1st St	1.15%	8 Lowe's Home Improvement / West Oglethorpe Highway	0.48%
9 Huddle House / W Cypress St	1.15%	9 Long County Wingmen / Ludowici	0.44%
10 First Baptist Church Ludowici / N McDonald Street	1.04%	10 Jesup Drive-In / Savannah Hwy	0.41%
11 Dollar General / #4-6a N Macon St	1.03%	11 Automotive Repair by Immaculate Co... / w Cypres...	0.41%
12 Family Dollar / E Cypress St	0.87%	12 Jesup Health and Rehab / Savannah Hwy	0.32%
13 Hal Richardson Recreation Park / West Poplar Street	0.86%	13 Ludowici IGA / E Cypress St	0.31%
14 Walmart Supercenter / W Oglethorpe Hwy	0.65%	14 La Quinta Inn & Suites Hinesville - F... / E. Oglethorp...	0.31%
15 Faith Baptist Christian Academy / McDonald St	0.64%	15 Atkinson County Middle School / Rebel Ln	0.29%
16 Low Country Paintball / Low Country Ln SW	0.53%	16 Smiley Elementary School / GA Highway 57	0.25%
17 Lowe's Home Improvement / West Oglethorpe Highway	0.52%	17 Glynn Isles / 100-919 Glynn Isle	0.23%
18 Smiley Elementary School / GA Highway 57	0.41%	18 City of Ludowici / Main St	0.21%
19 Ludowici IGA / E Cypress St	0.41%	19 Pine Forest Country Club / Highway 301 South	0.21%
20 Oglethorpe Mall / Abercorn Extension	0.37%	20 Microtel Inn & Suites / Riverwest Dr	0.21%
21 A New Beginning Church / GA Highway 57	0.35%	21 Low Country Paintball / Low Country Ln SW	0.21%
22 Wayne Memorial Hospital / South First Street	0.33%	22 First Presbyterian Christian Academy / Bradwell St	0.21%
23 Jesup Health and Rehab / Savannah Hwy	0.32%	23 Crawdaddys / S McDonald St	0.2%
24 Compass Worship / E. Cypress St	0.28%	24 Ludowici Medical Center / McDonald St	0.19%
25 Appling County Primary School / Blackshear Hwy	0.27%	25 Inject Ink / E Cypress St	0.19%
26 Magnolia Oaks Village / West Hwy 196	0.27%	26 Wayne County Car Wash / N Macon St	0.18%
27 Memorial University Medical Center / Waters Ave	0.26%	27 Friendship Park / Ludowici	0.18%
28 Captain Joe's - Jesup, Ga / Jesup	0.25%	28 Bootleggers Package Store / W Oglethorpe Hwy Suite A	0.17%
29 The N.C. Ranch/ SECA / Ciccone Rd Ludowici GA	0.24%	29 Canal Crossing / Kinstle	0.16%
30 South Effingham High School / Noel C Conaway Rd	0.23%	30 Ellis Square / W Bryan St	0.16%

# Dairy Queen: Home Location by ZIP Code



Dairy Queen			
	Zip Code	City, State	% of Customers
1	31316	Ludowici, GA	32.52%
2	31313	Hinesville, GA	15.69%
3	31545	Jesup, GA	7.64%
4	31301	Allenhurst, GA	6.37%
5	31546	Jesup, GA	3.60%
6	30427	Glennville, GA	3.53%
7	31323	Riceboro, GA	1.44%
8	31331	Townsend, GA	1.26%
9	31305	Darien, GA	1.07%
10	31320	Midway, GA	1.02%
11	31543	Hortense, GA	0.82%
12	31560	Screven, GA	0.81%
13	31555	Odum, GA	0.71%
14	31525	Brunswick, GA	0.60%
15	30458	Statesboro, GA	0.59%
16	31322	Pooler, GA	0.58%
17	26426	Salem, WV	0.56%
18	30417	Claxton, GA	0.55%
19	30401	Swainsboro, GA	0.55%
20	31501	Waycross, GA	0.52%
21	30453	Reidsville, GA	0.52%