



Customer Journey Report



County Market

Grocery Or Supermarket · 1099 Jason Pl, Chatham, IL 62629, USA

- Foot Traffic Trends
- Visit Duration
- Trade Area Coverage by Distance
- Home Location Mapping
- Work Location Mapping
- Customer Retention
- Capture Rate
- Visitor Profile
- Rank



Estimated Visits

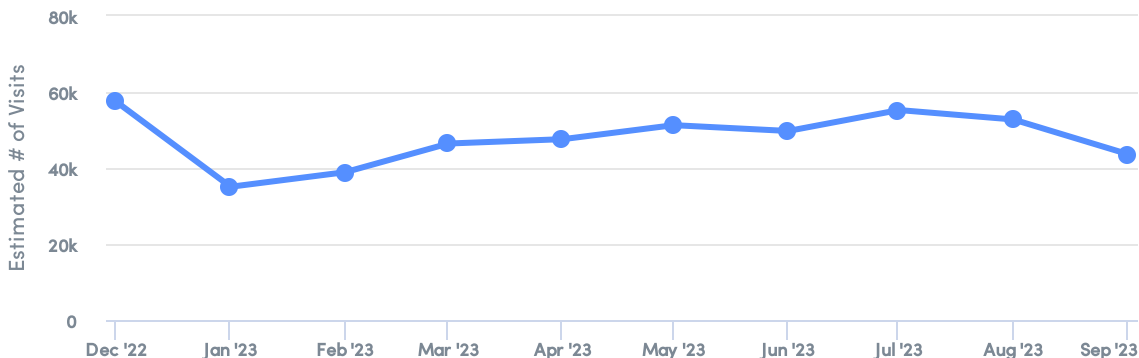
Start 11/29/2022 - End 11/29/2023 Monthly

47,813

Avg
Visits/Month

478,137

Total
Visits



Combined Estimation
by AlphaMap

Independent Mobility Providers
 Unacast Advan Olvin MobileX

Visit Duration

2023 Q2

	25th Percentile	50th Percentile	75th Percentile
Visit Duration	12 mins.	20 mins.	36 mins.

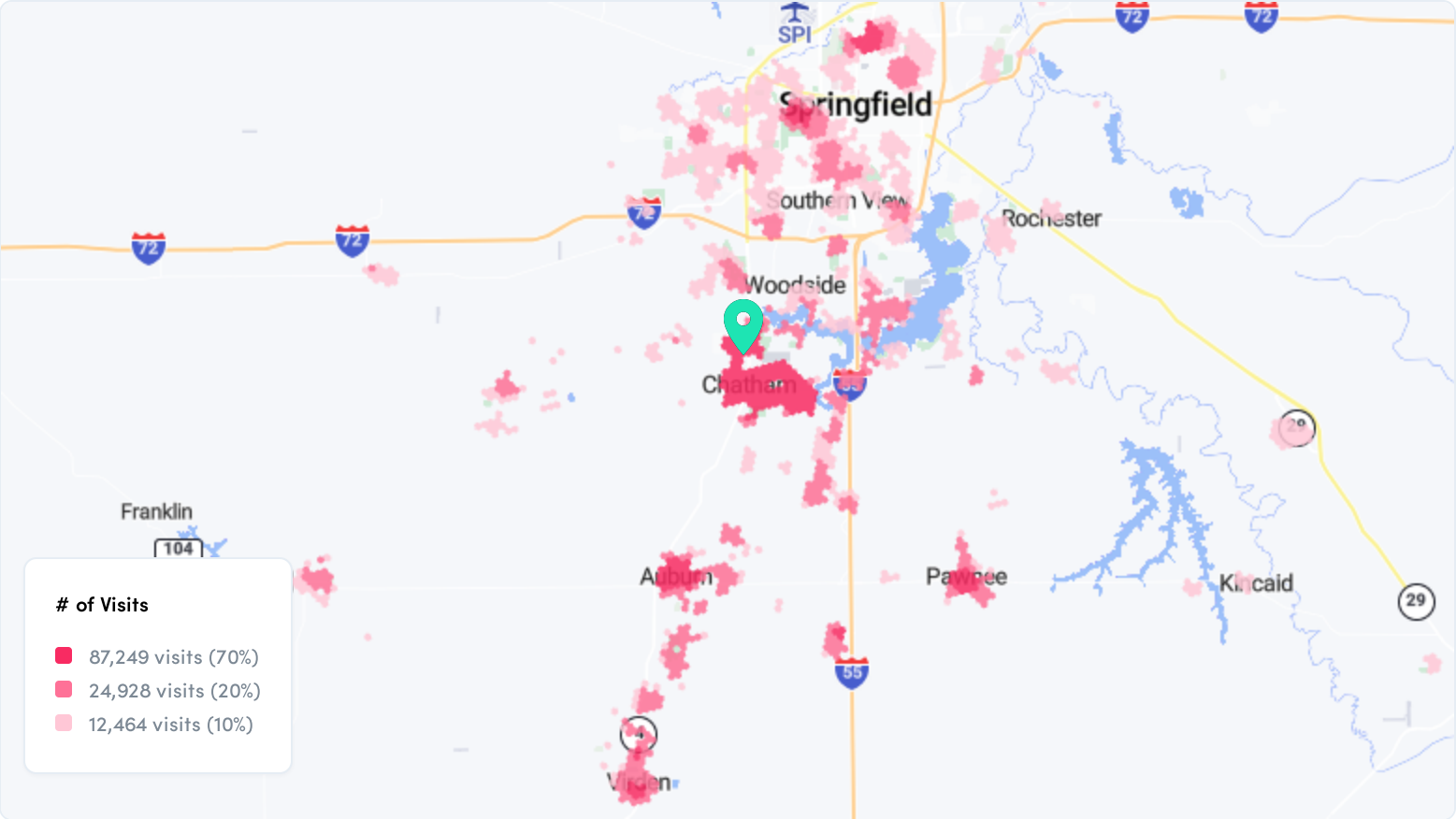
Trade Area Coverage by Distance



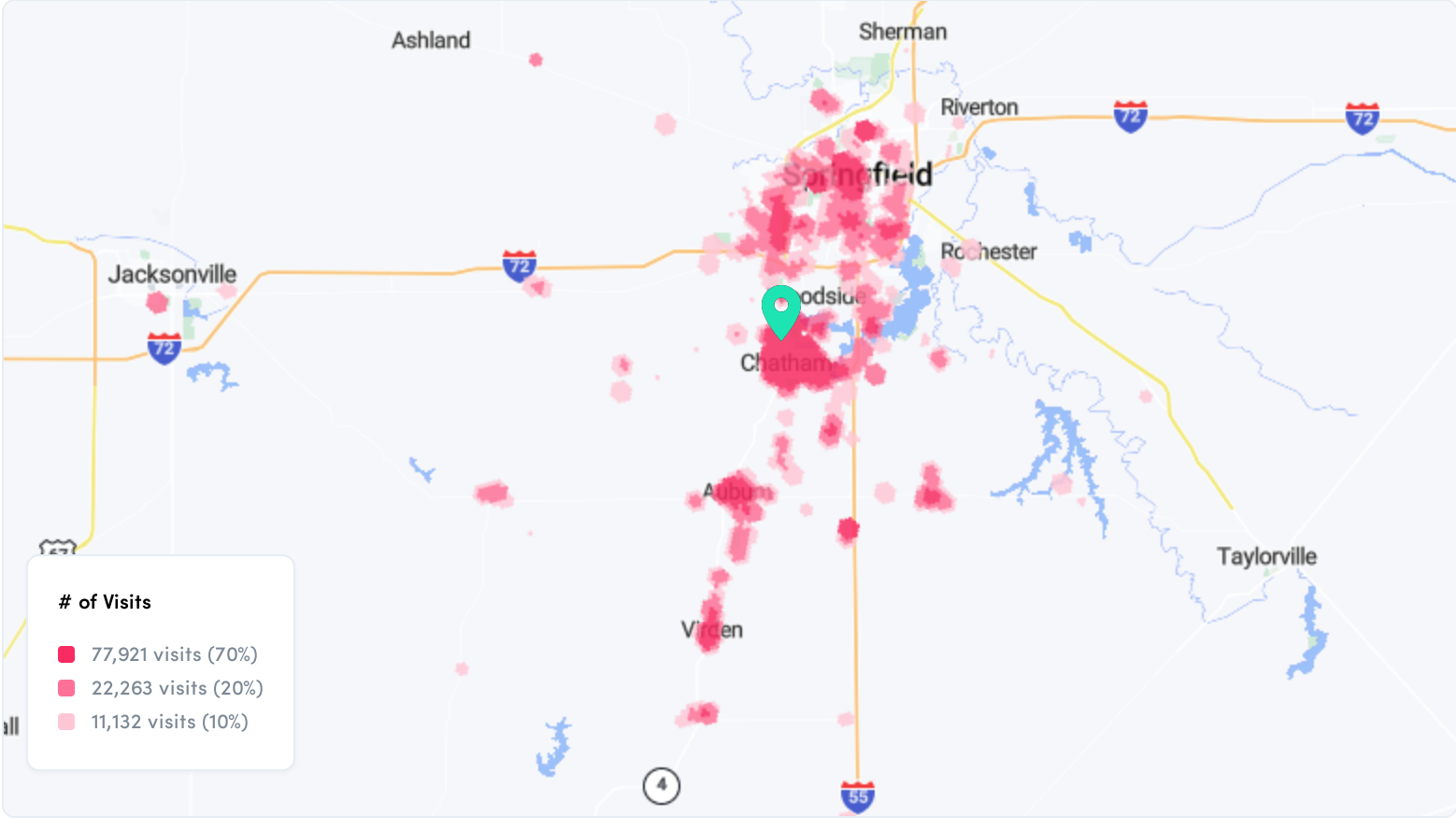
● County Market
1099 Jason Pl, Chatham, IL 62629, USA



Home Location



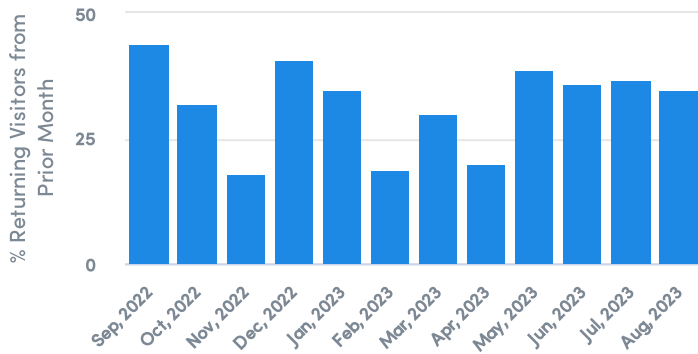
Work Location





Customer Retention

Past 12 Months



Capture Rate

2023 Q2

	25th Percentile	50th Percentile	75th Percentile
Capture Rate	38%	43%	47%

Visitor Profile

Aug 2023

	18-29	30-39	40-49	50-59	60-69	70-79	+ 80
Age	17%	20%	18%	19%	15%	7%	4%
	High School Diploma	Some College No Degree	Associates Degree	Bachelors Degree	Masters Degree		
Education	25%	24%	10%	30%	11%		
	Female	Male					
Gender	52%	48%					
	- 25k	25k-50k	50k-75k	75k-100k	100k-125k	+ 125k	
Income	12%	14%	24%	17%	12%	21%	



Percentile Rank Within Brand

National

State

County

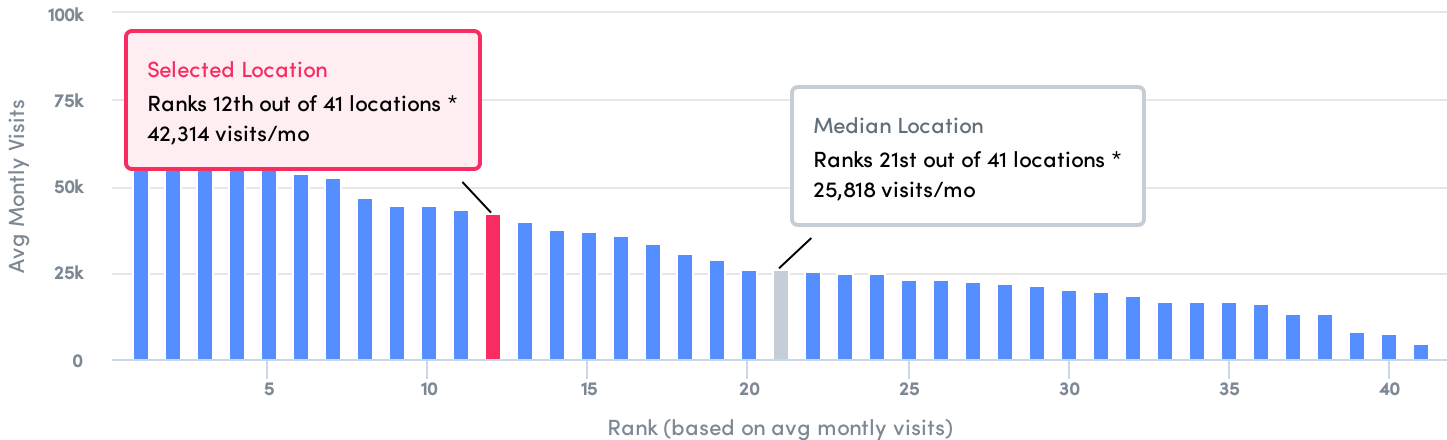
County Market

1099 Jason Pl
Chatham, IL 62629



Independent Provider Ranks ▼

Within Brand Comparison - Last 12 Months



* This is based on the total number of locations we have data for and may not be all of the locations for this brand