



The**Retail**Coach.®

Oakland Thrift Center Mobile Data Survey

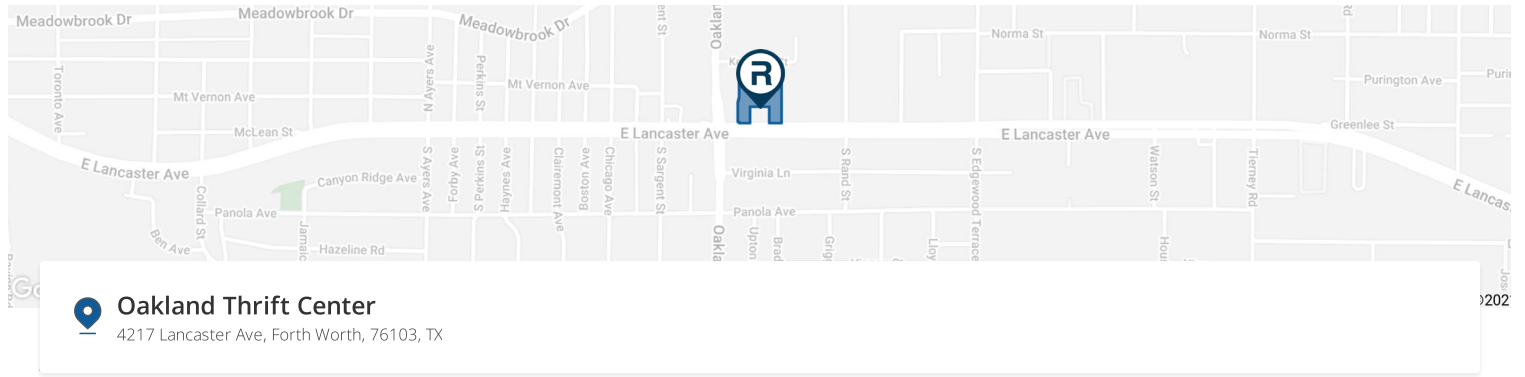
FORT WORTH, TEXAS



Prepared for The City of Fort Worth, Texas
October 1, 2020 - September 30, 2021

Oakland Thrift Center • Mobile Data Analysis

Fort Worth, Texas • October 1, 2020 – September 30, 2021



Metrics

Est. # of Customers

Est. # of Visits

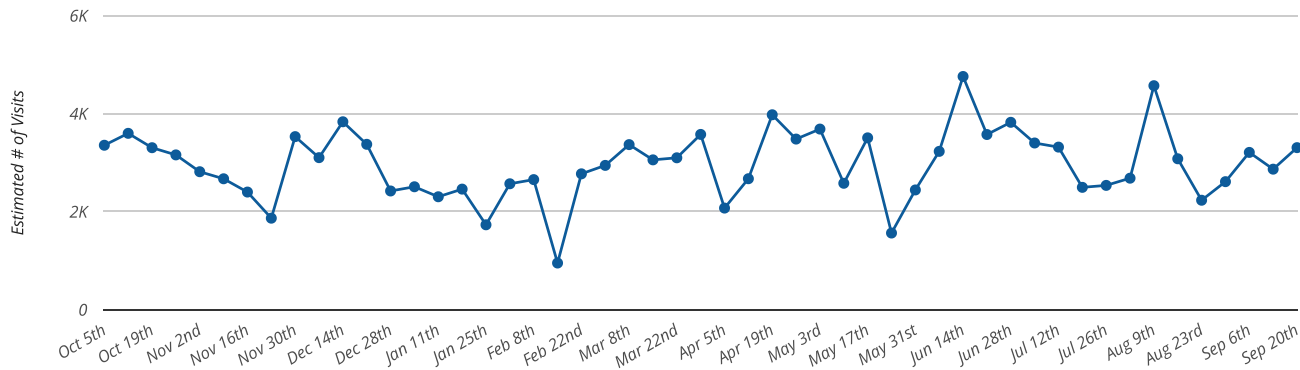
Oakland Thrift Center

49.8K

154.3K

Visits Trend

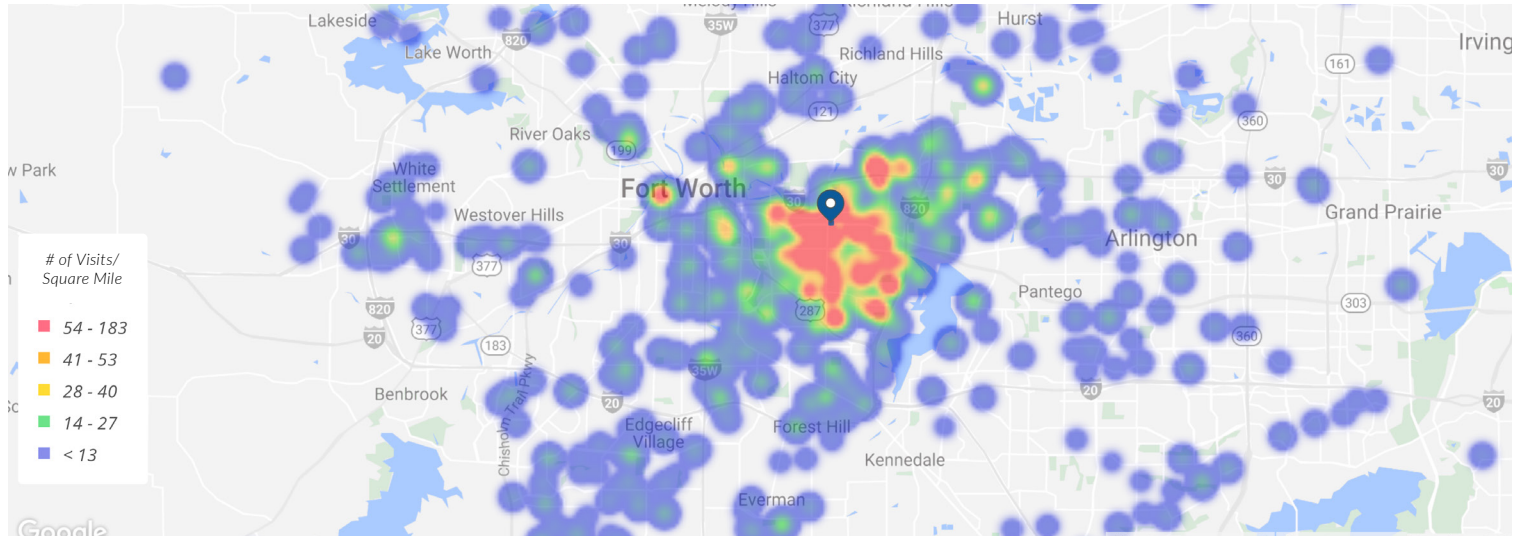
● Oakland Thrift Center / Lancaster Ave



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Trade Area - Home Locations



Typical Customer Persona

Oakland Thrift Center



Ethnicity Hispanic

Income <\$10K

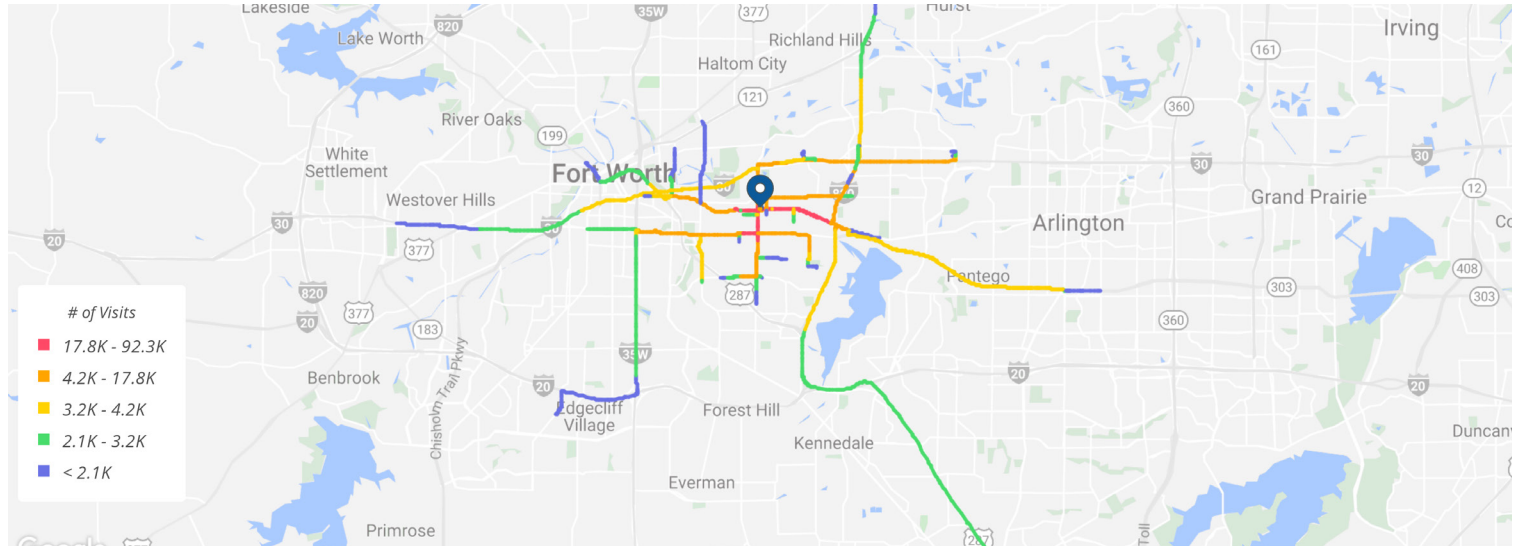
Favorite Places

1	Renaissance Square Renaissance Dr	2.49 mi	32.9K (66.1%)
2	Walmart Renaissance Sq	2.51 mi	28K (56.1%)
3	Eastchase Village Anderson Blvd	5.47 mi	24.9K (50%)
4	La Gran Plaza South Fwy	5.4 mi	24.8K (49.8%)
5	Eastchase Market Eastchase Pkwy	5.42 mi	21.4K (42.9%)

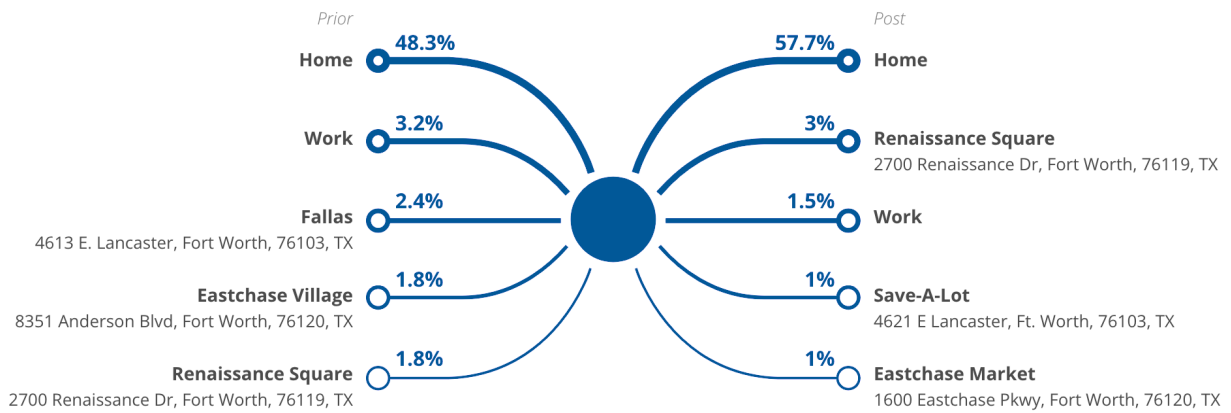
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Customer Journey



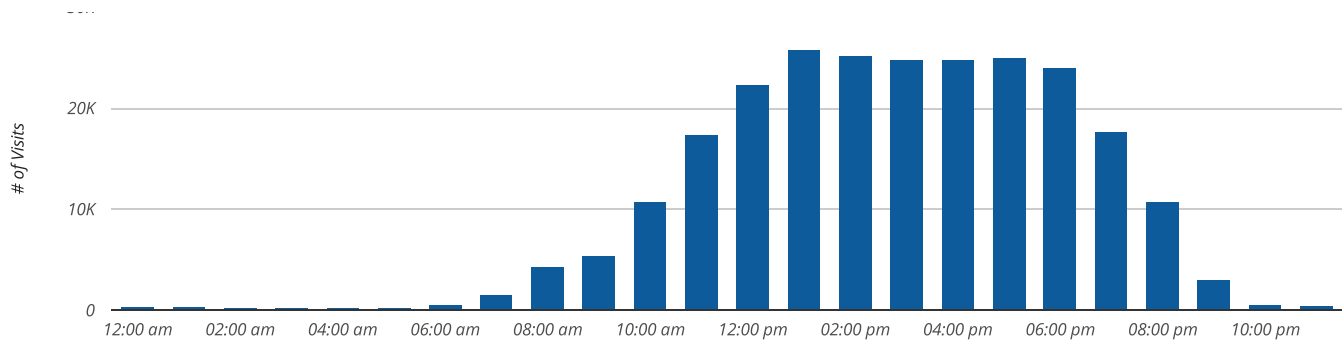
Oakland Thrift Center / Lancaster Ave



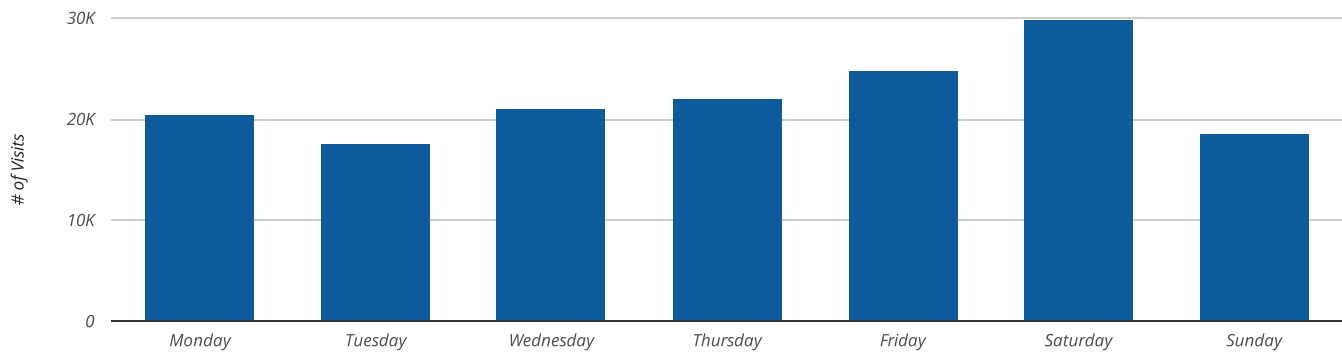
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Hourly Visits

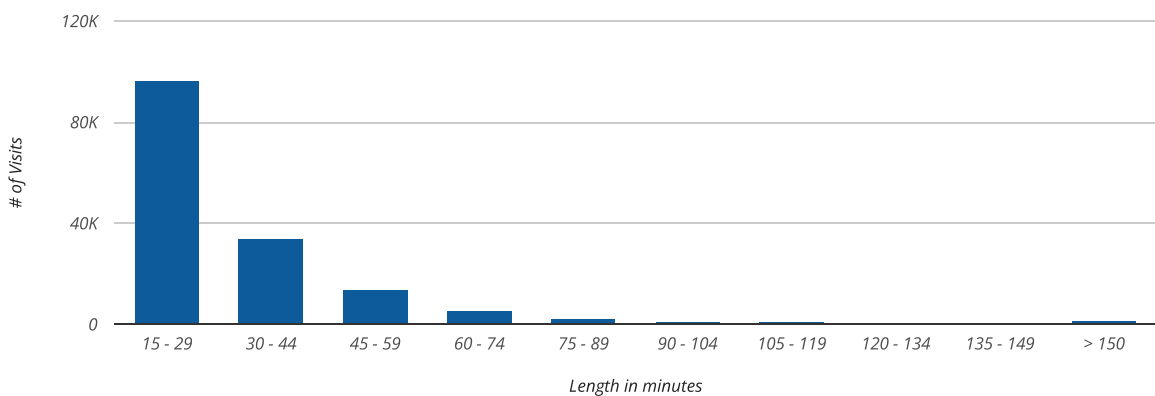


Daily Visits



Length of Stay

Average Stay
36 Min



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Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Fort Worth	TX	76105	19.21
Fort Worth	TX	76112	14.10
Fort Worth	TX	76103	12.12
Fort Worth	TX	76119	9.87
Fort Worth	TX	76104	4.20
Fort Worth	TX	76116	2.71
Fort Worth	TX	76111	2.56
Fort Worth	TX	76120	2.27
Haltom City	TX	76117	1.40
Fort Worth	TX	76133	1.18
Fort Worth	TX	76106	1.16
Fort Worth	TX	76132	1.12
Fort Worth	TX	76164	1.11
Fort Worth	TX	76134	1.09
Fort Worth	TX	76123	1.06
Fort Worth	TX	76140	1.04
Fort Worth	TX	76137	1.04
Fort Worth	TX	76115	0.81
Fort Worth	TX	76110	0.78
Arlington	TX	76014	0.64
Arlington	TX	76015	0.59
Jackson	MS	39203	0.55
Fort Worth	TX	76108	0.53
Fort Worth	TX	76109	0.48
Fort Worth	TX	76107	0.48
Grand Prairie	TX	75052	0.47
Hurst	TX	76053	0.46
Burleson	TX	76028	0.45
Arlington	TX	76002	0.44
Grand Prairie	TX	75050	0.43
North Richland Hills	TX	76180	0.41
Arlington	TX	76012	0.40
Fort Worth	TX	76102	0.39
Arlington	TX	76011	0.39
Fort Worth	TX	76118	0.38

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Arlington	TX	76010	0.38
Fort Worth	TX	76148	0.33
Fort Worth	TX	76135	0.33
Crowley	TX	76036	0.31
Keller	TX	76244	0.31
Fort Worth	TX	76131	0.30
Bedford	TX	76022	0.27
Racine	WI	53406	0.26
Dallas	TX	75216	0.26
Atlanta	GA	30312	0.26
Lake Providence	LA	71254	0.26
Euless	TX	76040	0.26
Arlington	TX	76016	0.25
Monroe	LA	71202	0.24
Arlington	TX	76001	0.23
Dallas	TX	75220	0.22
Mansfield	TX	76063	0.22
Hutchins	TX	75141	0.22
Dallas	TX	75228	0.21
Columbia	SC	29209	0.19
Fort Worth	TX	76179	0.18
Las Vegas	NV	89142	0.18
Arlington	TX	76017	0.18
Arlington	TX	76006	0.17
Missouri City	TX	77489	0.17
Arlington	TX	76013	0.16
Fairbanks	AK	99709	0.16
Dallas	TX	75201	0.16
Dallas	TX	75211	0.16
Arlington	TX	76018	0.15
Wichita Falls	TX	76306	0.15
Wichita	KS	67220	0.15
North Richland Hills	TX	76182	0.15
Midland	TX	79705	0.14
Plainview	TX	79072	0.14

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.



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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, Placer.AI, 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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