

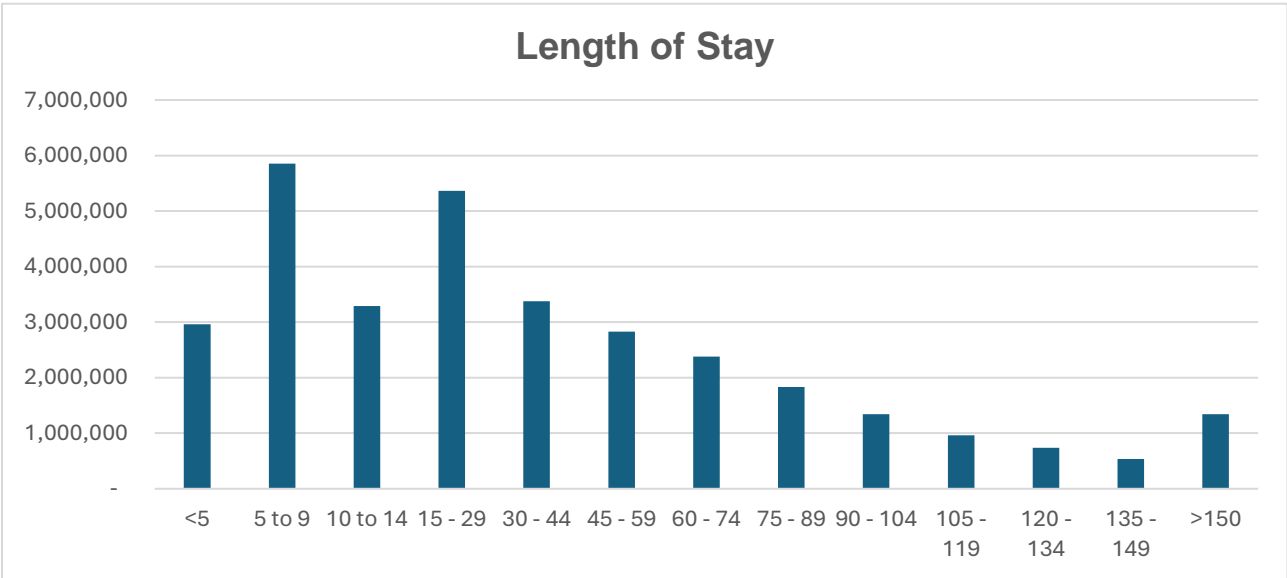
### Overview

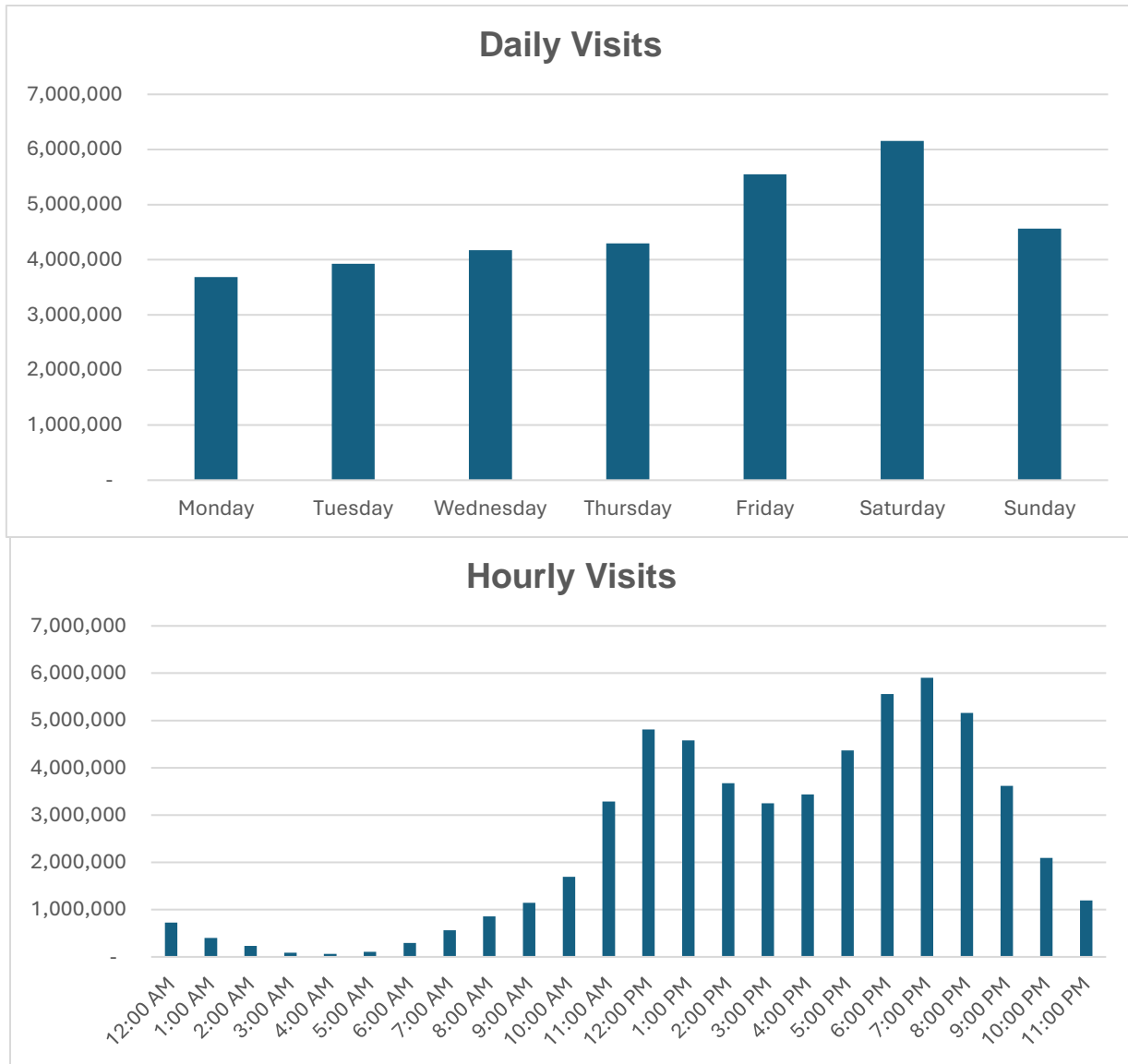
Placer.ai, a location analytics company, studies visit trends, trade areas, and demographic patterns by aggregating location data based on mobile app usage. Using Placer.ai's platform, geographic polygons are drawn to capture data from mobile users who spend more than two minutes within a point of interest (POI). For this report, visits to 246 retail establishments in Addison, TX were tracked from the beginning of 2023 through September 20, 2023.

### Retail Visit Insights

During this period, there were **32.4 million** visits to retail locations across Addison. This translates to an average of **138,500** visits per location and **52,000** daily visits to retail chains. The captured market had an average household income of **\$82,000**, with **47.1%** of visitors holding a bachelor's degree or higher. These figures surpass the national averages of \$76,000 and 34.4%, respectively.

The average duration of visits was **44 minutes**, with the most common duration being between 5 and 9 minutes. The busiest day of the week was Saturday, with **6.2 million** visits, while Monday was the least popular, attracting **3.7 million** visits. The most common time for retail visits was at **7:00 PM**.





**Top 10 Most Visited Retail Locations in Addison**

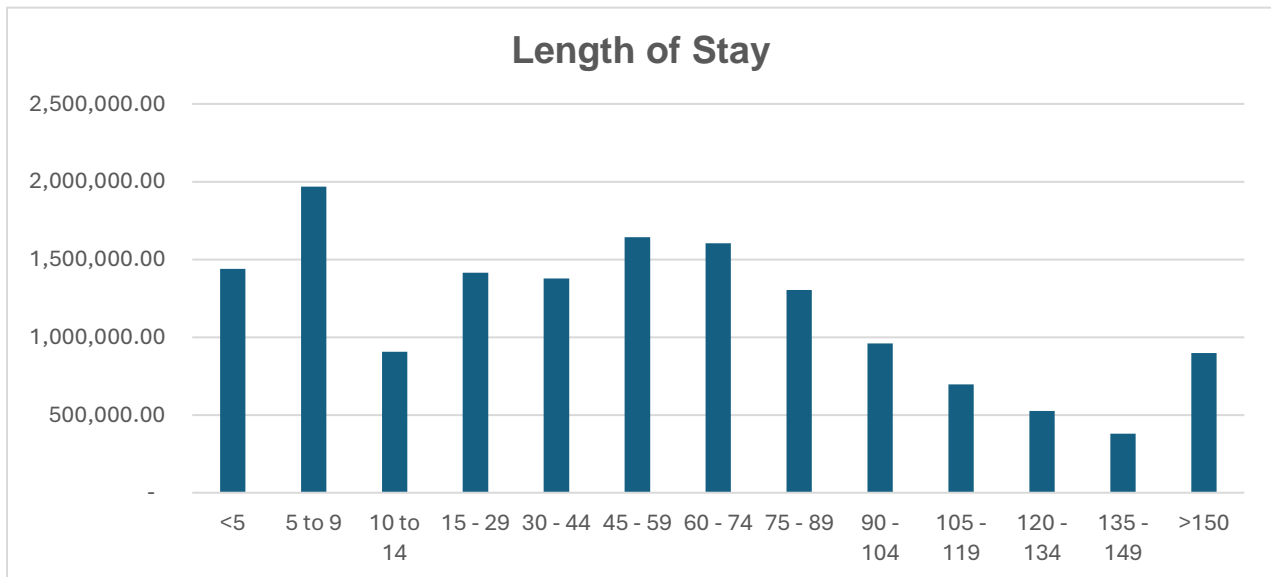
1. **Target / Belt Line Rd** – 2 million visits
2. **Kroger / Belt Line Rd** – 1.4 million visits
3. **Tom Thumb / Marsh Ln** – 1.2 million visits
4. **Whole Foods Market / Belt Line Rd** – 1.1 million visits
5. **RaceTrac / Marsh Ln** – 1.1 million visits

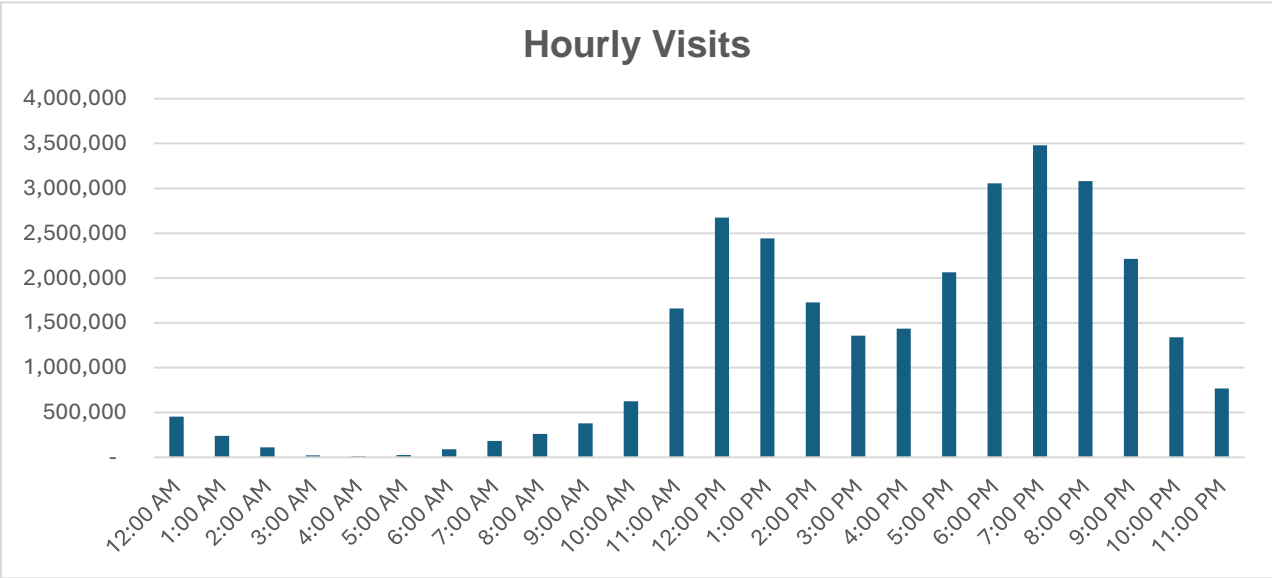
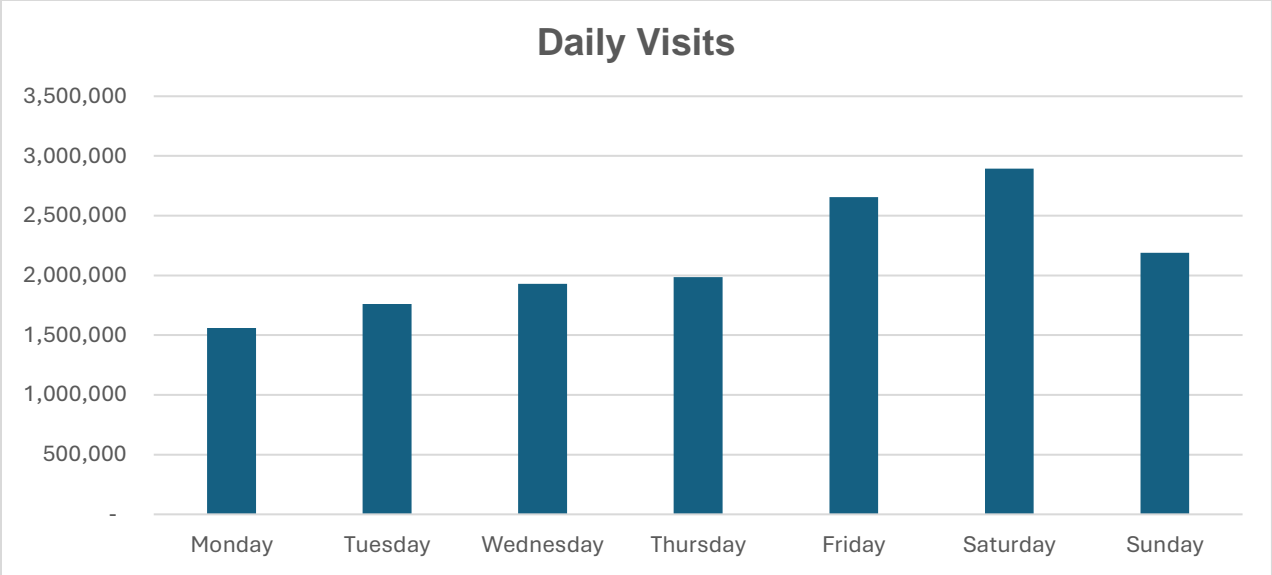
6. **McDonald's / Beltline Rd** – 825.7K visits
7. **Chick-fil-A / Belt Line Rd** – 624.4K visits
8. **Dutch Bros. Coffee / Marsh Ln** – 601K visits
9. **Spec's / Inwood Rd** – 535.3K visits
10. **Sidecar Social / Belt Line Rd** – 452.3K visits

### Restaurant and Bar Visit Insights

In addition to general retail, Placer.ai also tracked visits to 97 restaurants and bars in Addison during the same time frame. These establishments saw a total of **15 million** visits, which averages **158,300** visits per location and **24,000** daily visits across the town’s restaurants. The average household income for restaurant visitors was **\$84,000**, with **49.3%** of visitors holding a bachelor’s degree or higher.

The most popular day for dining out was Saturday, with **2.9 million** visits, while Monday was again the least visited day, with **1.6 million** visits. The average stay at restaurants was **57.5 minutes**, though the most common visit length remained between **5 and 9 minutes**. Similar to retail locations, the peak time for restaurant visits was **7:00 PM**.





**Top 10 Most Visited Restaurants and Bars in Addison**

1. **McDonald's / Beltline Rd** – 825.7K visits
2. **Chick-fil-A / Belt Line Rd** – 624.4K visits
3. **Sidecar Social / Belt Line Rd** – 452.3K visits
4. **Raising Cane's Chicken Fingers / Belt Line Rd** – 441.9K visits
5. **Ida Claire / Belt Line Rd (Dallas)** – 427.4K visits

6. **Olive Garden / Belt Line Rd** – 417.3K visits
7. **Yard House / Belt Line Rd (Dallas)** – 414.9K visits
8. **Lazy Dog Restaurant & Bar / Belt Line Rd** – 374.8K visits
9. **Pluckers Wing Bar / Belt Line Rd** – 339.6K visits
10. **RA Sushi Bar Restaurant / Belt Line Rd** – 332.1K visits