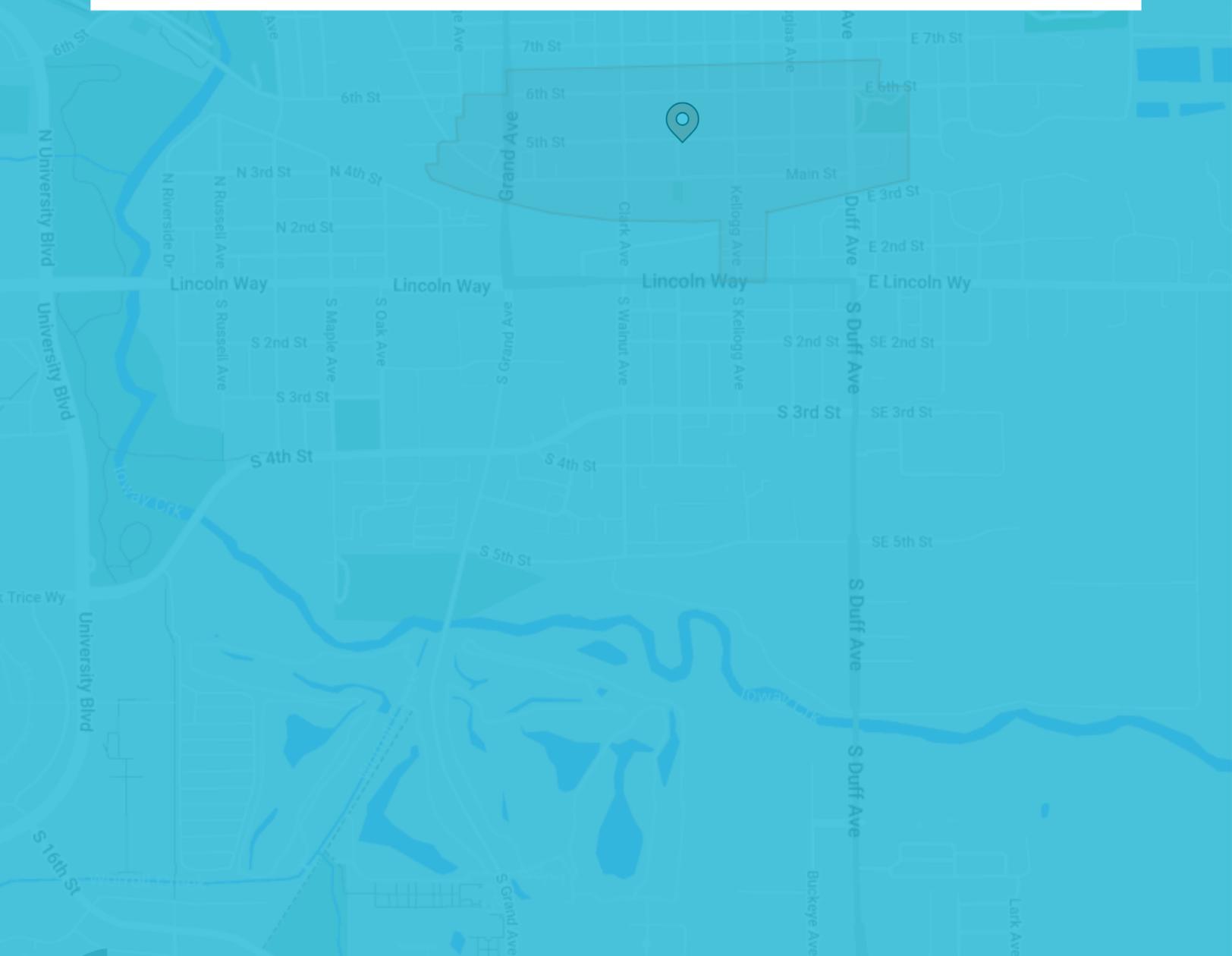


District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024

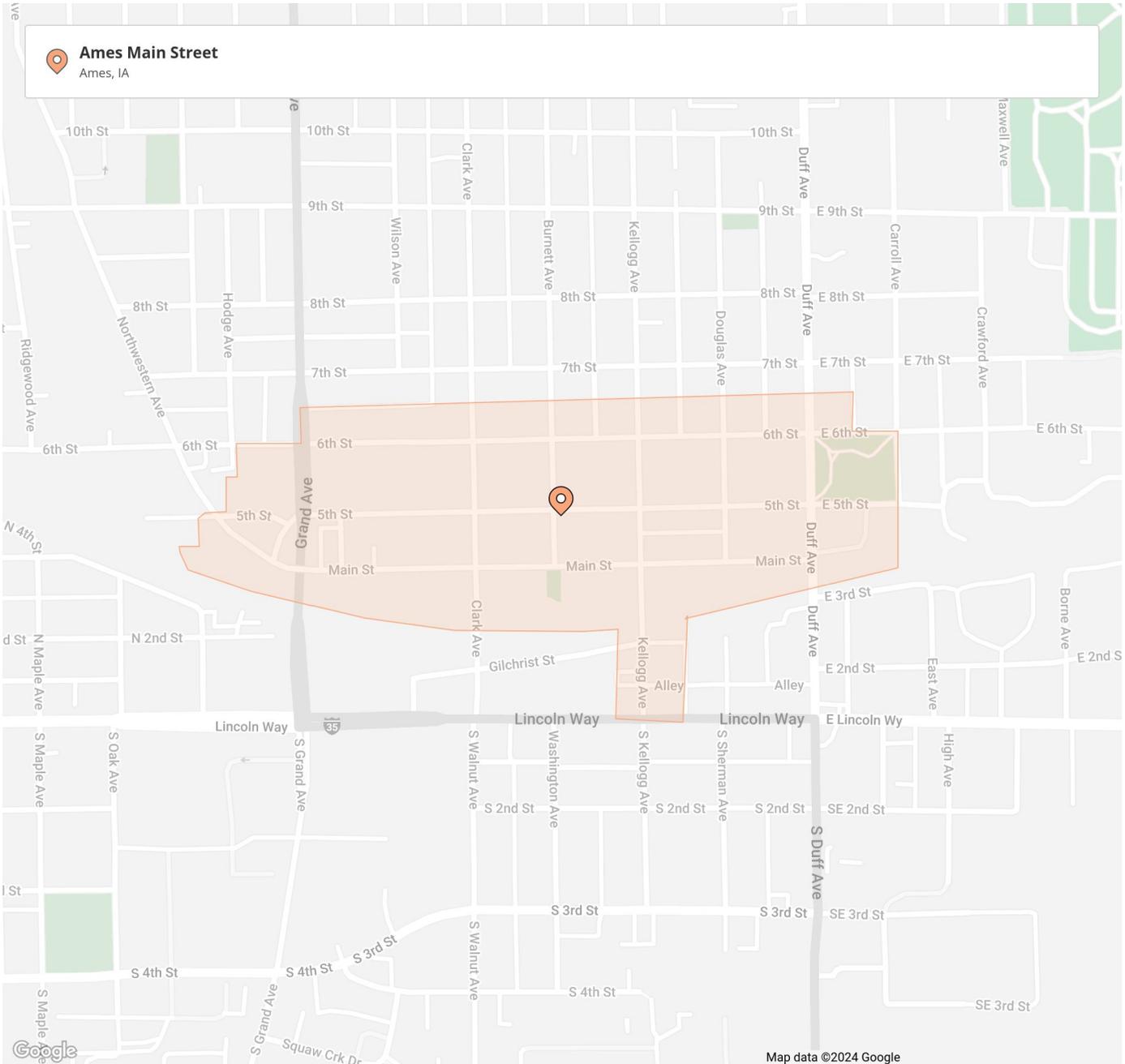
Property:

AM Ames Main Street
Ames, IA



District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



Metrics

Ames Main Street
Ames, IA

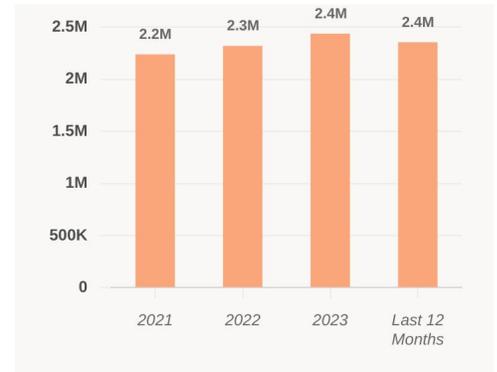
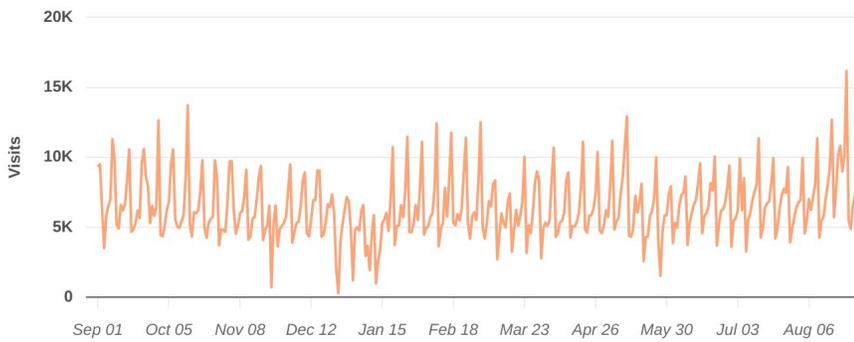
Visits	2.4M	Visits YoY	-3.3%
Visitors	486.1K	Visits Yo2Y	+0.7%
Visit Frequency	4.98	Visits Yo3Y	+16.2%
Avg. Dwell Time	99 min		

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Ames Main Street
Ames, IA



Daily | Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
 Ames Main Street Ames, IA	\$65.8K	52.7%	White (82.5%)	2.32
 Iowa	\$70.9K	30.3%	White (83.8%)	2.47

Sep 1st, 2023 - Aug 31st, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

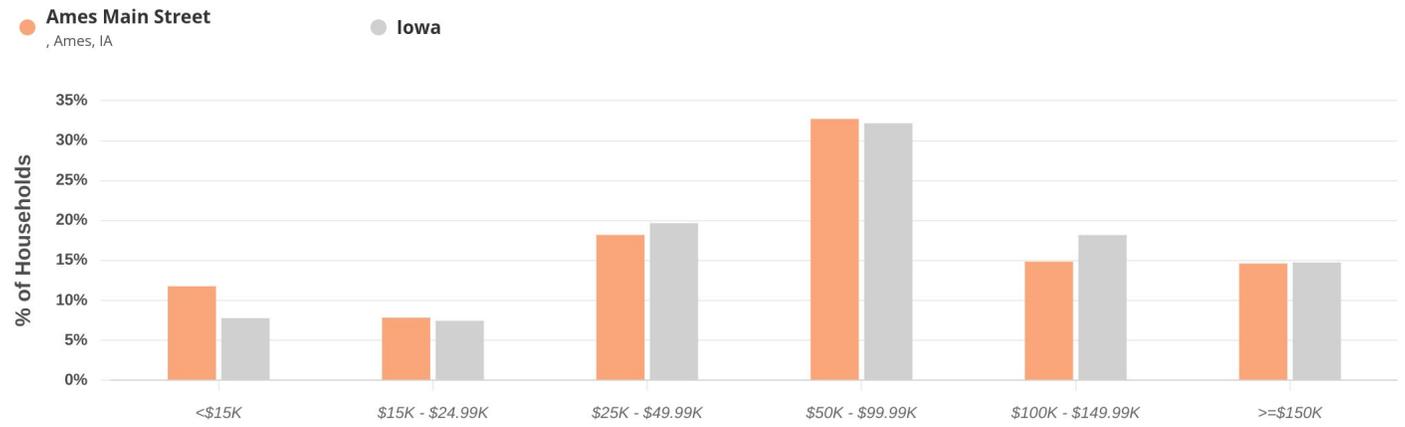


District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



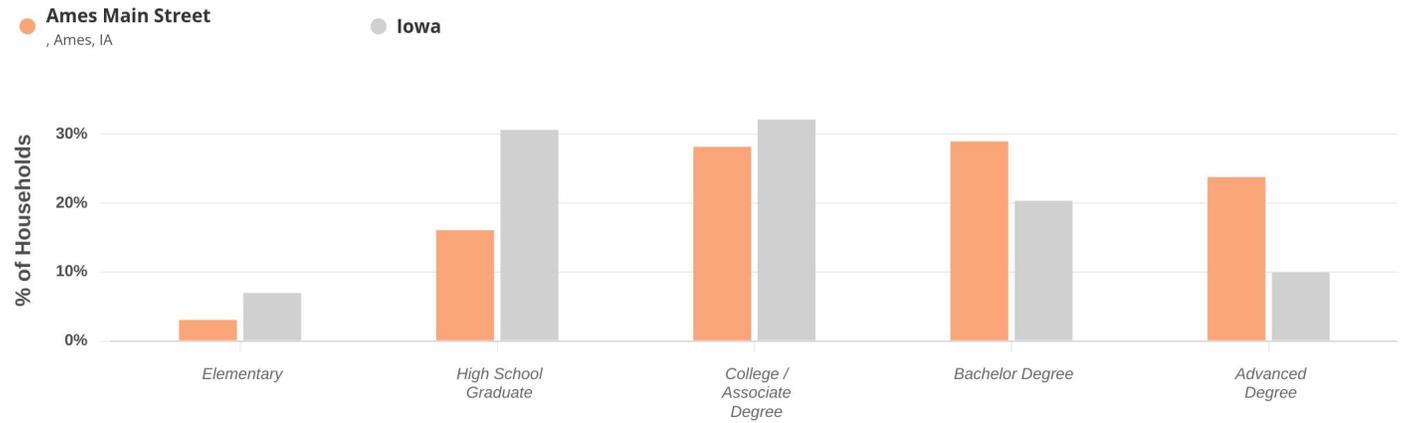
Household Income



Sep 1st, 2023 - Aug 31st, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Education



Sep 1st, 2023 - Aug 31st, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

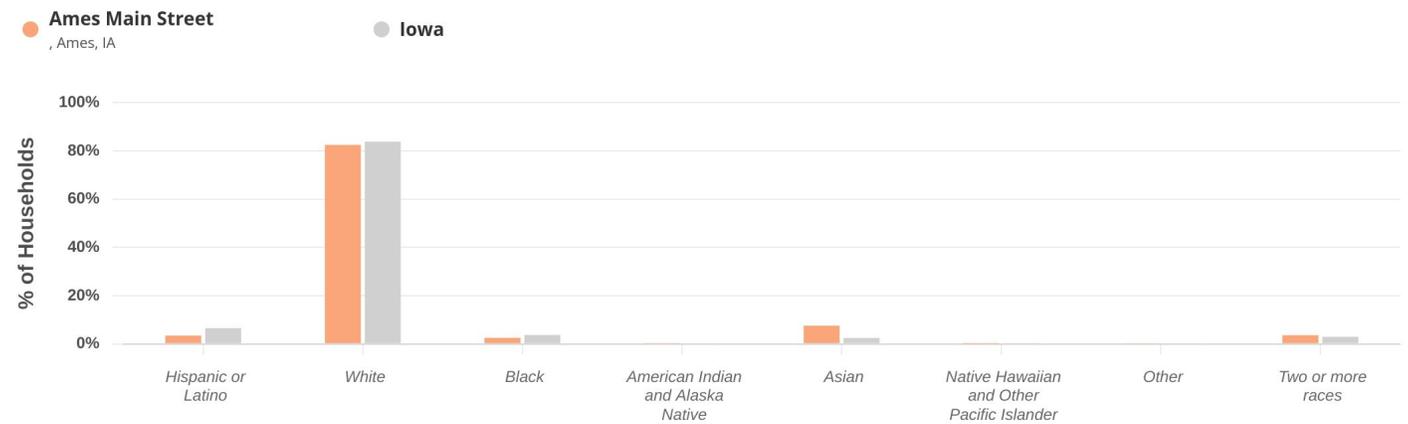


District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



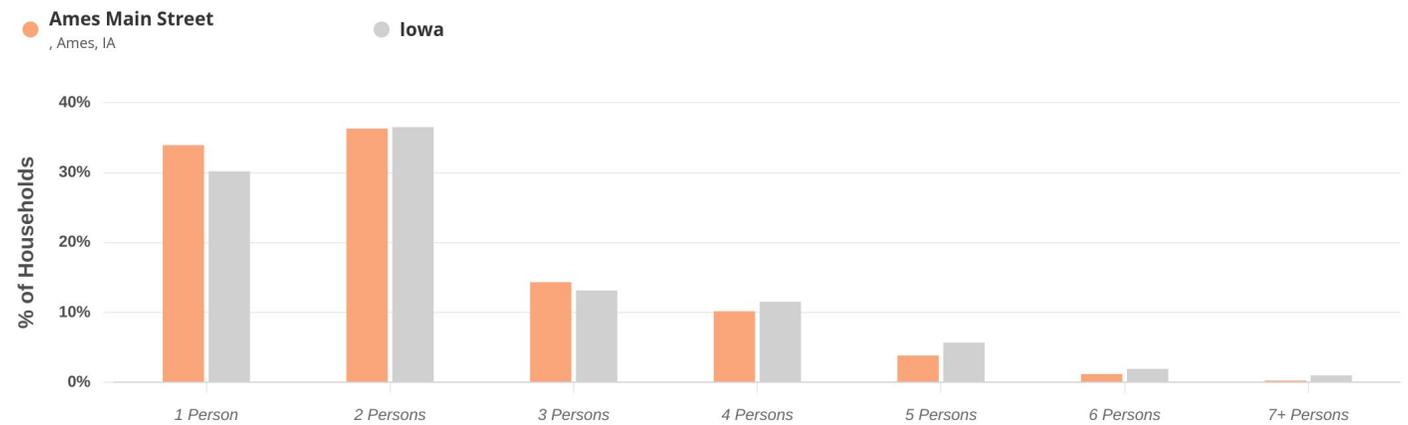
Ethnicity



Sep 1st, 2023 - Aug 31st, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Household Size



Sep 1st, 2023 - Aug 31st, 2024 | Data Source: Census 2022
Data provided by Placer Labs Inc. (www.placer.ai)

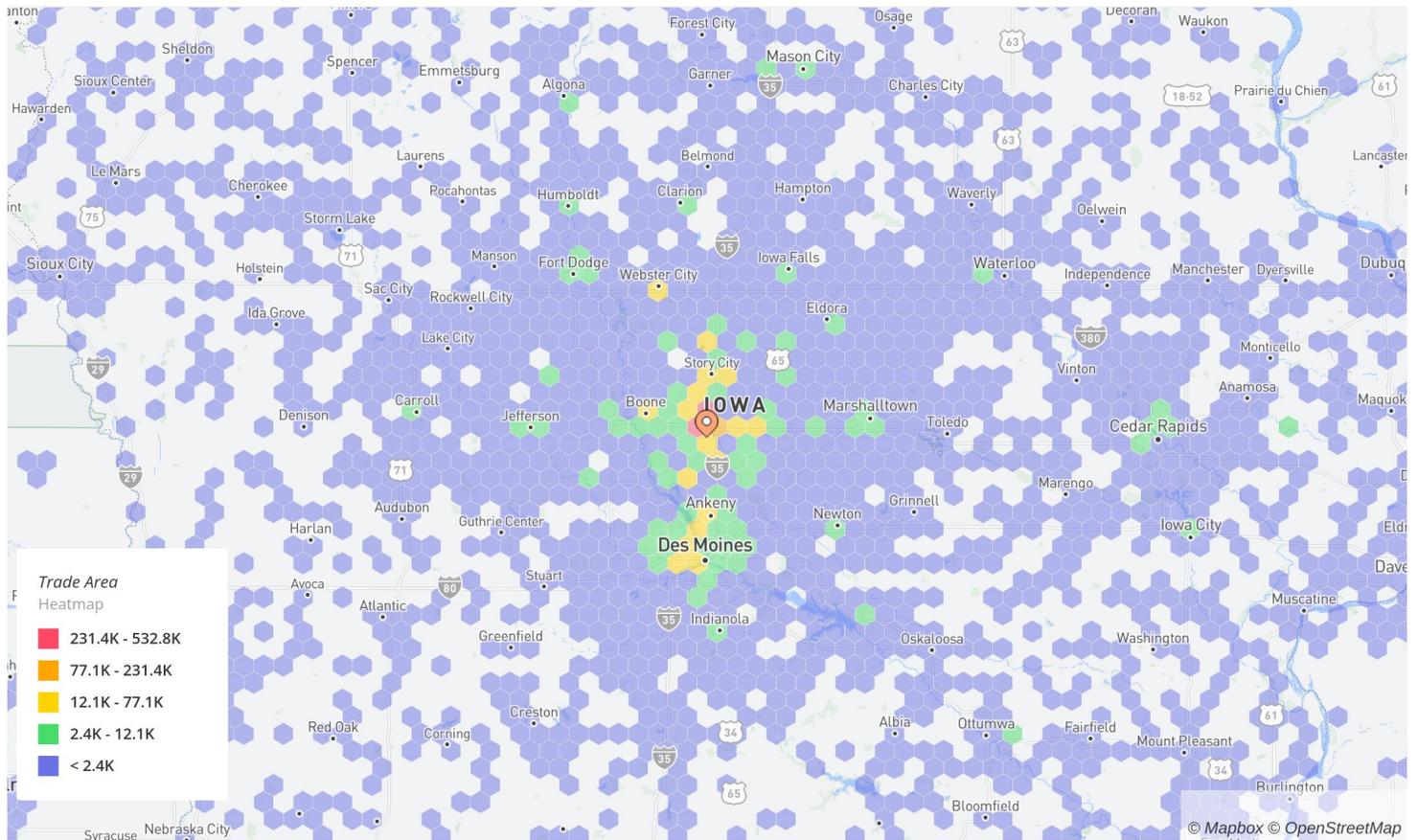


District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



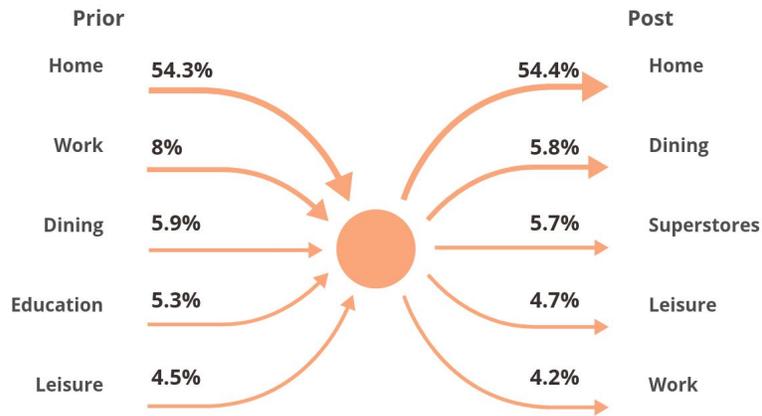
District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



Visitor Journey

● Ames Main Street
Ames, IA

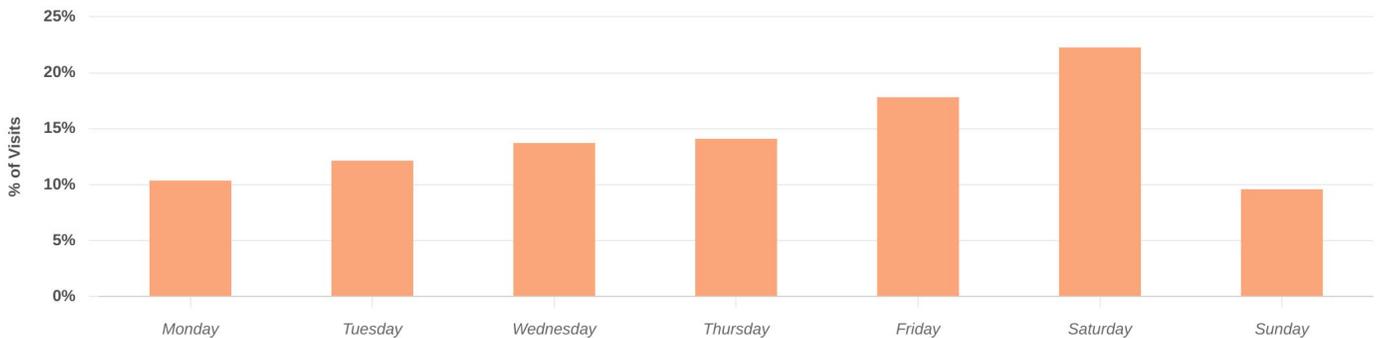


Show by: | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits

● Ames Main Street
Ames, IA



% of Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

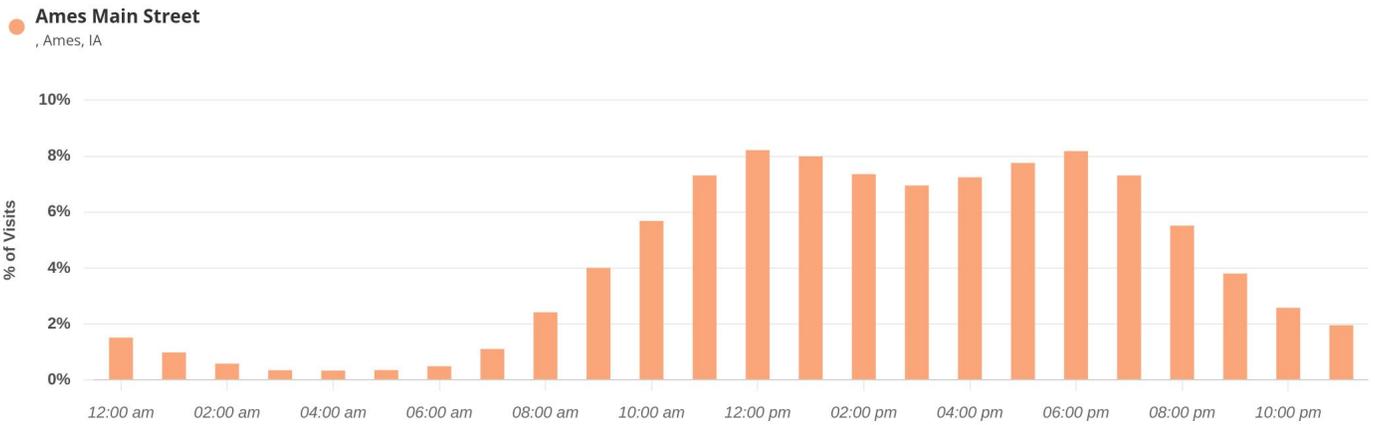


District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



Hourly Visits



% of Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

Ames Main Street / Ames, IA

Rank	Name	Distance	Visitors
1	Iowa State University / 3410 Beardshear Hall, Ames, IA 50011	1.6 mi	265.1K (54.5%)
2	Jordan Creek Town Center / 101 Jordan Creek Parkway., West Des Moines, IA 50266	33.1 mi	243.8K (50.1%)
3	Duff Plaza / 1409 Buckeye Ave, Ames, IA 50010	1.1 mi	221.1K (45.5%)
4	Target / 320 S Duff Ave, Ames, IA 50010	0.6 mi	189.6K (39%)
5	Walmart / 534 S Duff Ave, Ames, IA 50010	0.8 mi	185.5K (38.2%)
6	Lincoln Center / 626 Lincoln Way, Ames, IA 50010	0.4 mi	183.9K (37.8%)
7	North Grand Mall / 2801 Grand Ave, Ames, IA 50010	1.7 mi	170.7K (35.1%)
8	Des Moines International Airport / 5800 Fleur Dr, Des Moines, IA 50321	34.1 mi	150.4K (30.9%)
9	Jack Trice Stadium / 1732 South 4th Street, Ames, IA 50010	1.2 mi	148.9K (30.6%)
10	The Shoppes at Prairie Crossing / Interstate 80 & Hwy 65, Altoona, IA 50009	26.2 mi	137.6K (28.3%)

Category: All Categories | Min. Visits: 1 | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



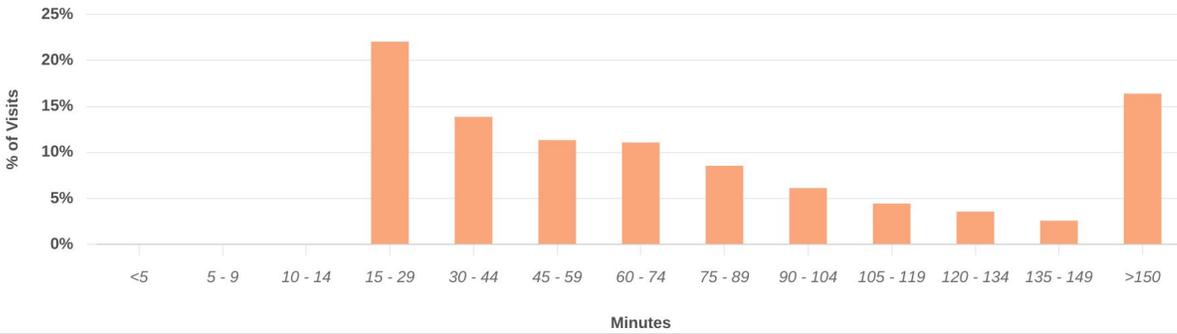
District Visits + Visitors Profile

Sep 1, 2023 - Aug 31, 2024



Visit Duration

Ames Main Street
Ames, IA

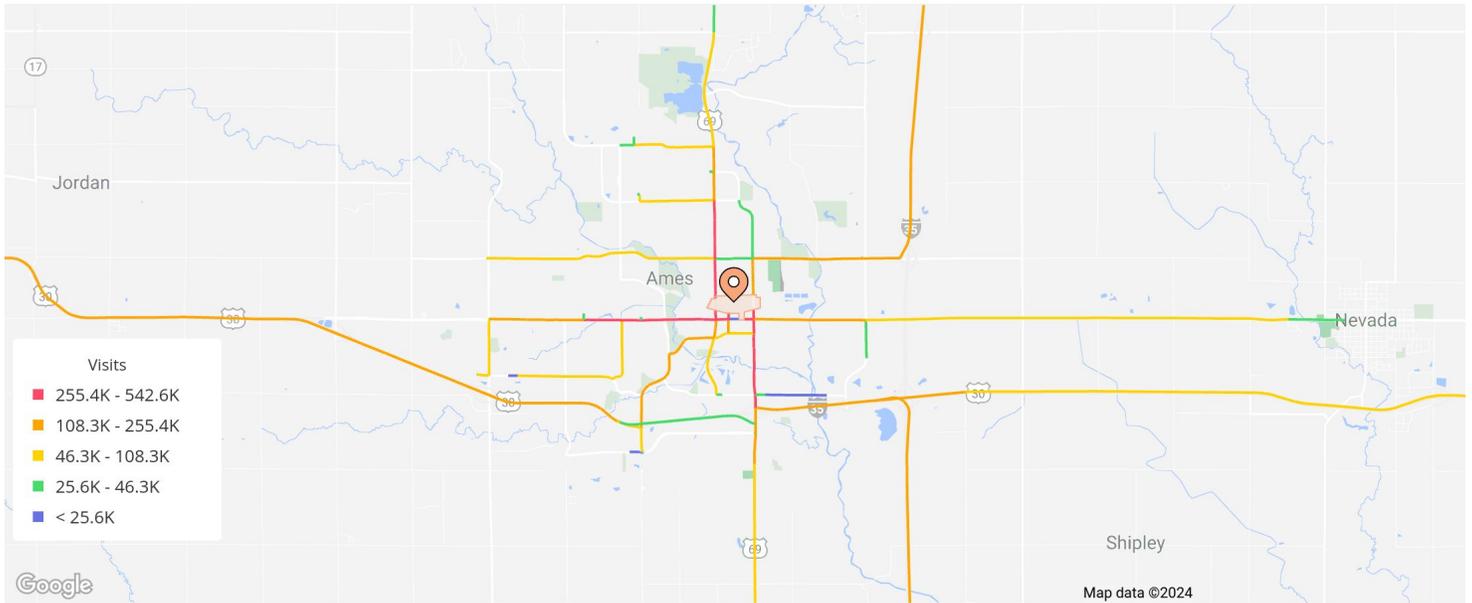


Average Stay	99 min
Median Stay	63 min

% of Visits | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Sep 1st, 2023 - Aug 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

