



The**Retail**Coach.®

# BBQ on Ballard Mobile Data Survey

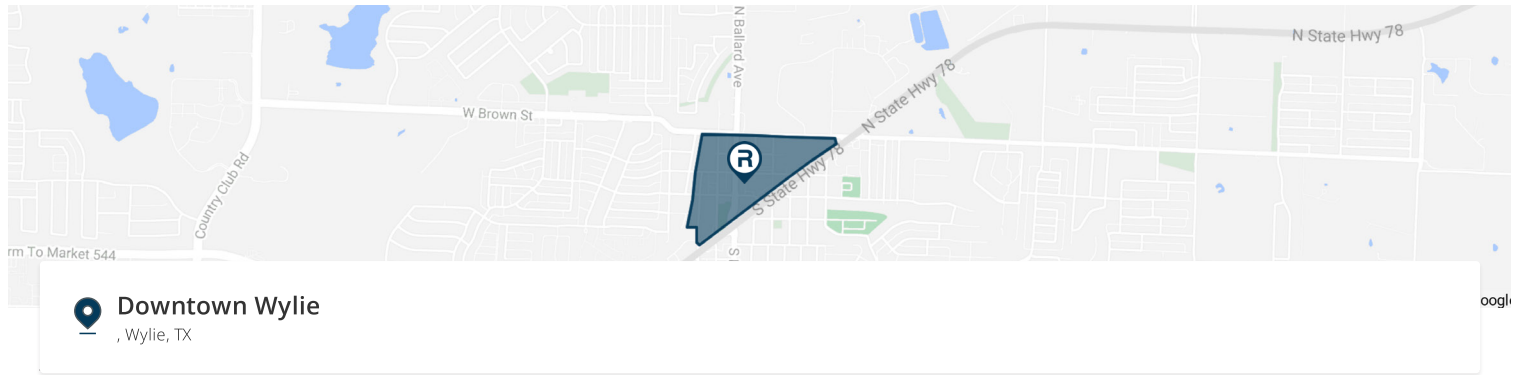
WYLIE, TEXAS

**WYLIE**EDDC

Prepared for Wylie Economic Development Corporation  
May 14, 2022

# BBQ on Ballard • Mobile Data Analysis

Wylie, Texas • May 14, 2022



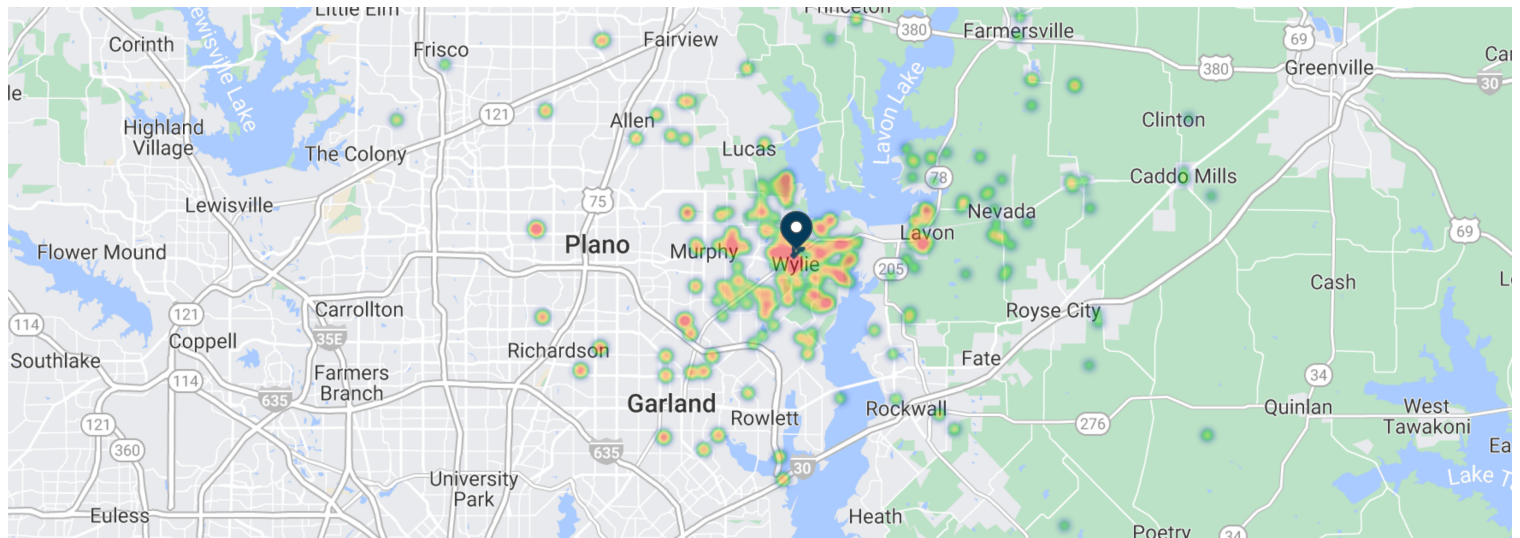
## Metrics

Est. # of Visits

**BBQ on Ballard**

**5K**

## Trade Area - Home Locations



## Typical Customer Persona

Downtown Wylie



Ethnicity White

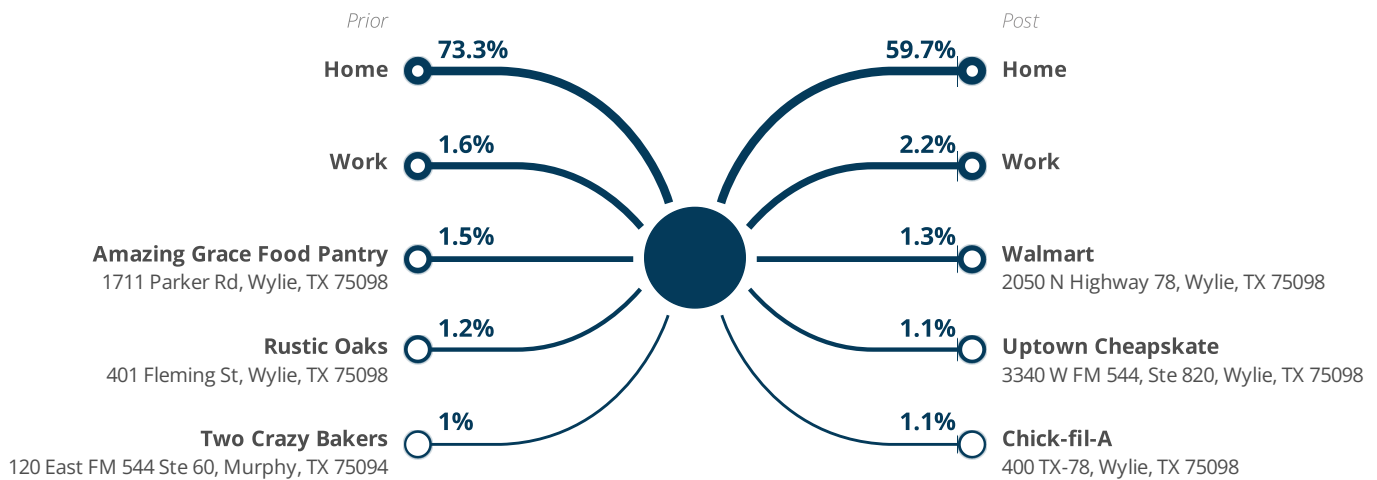
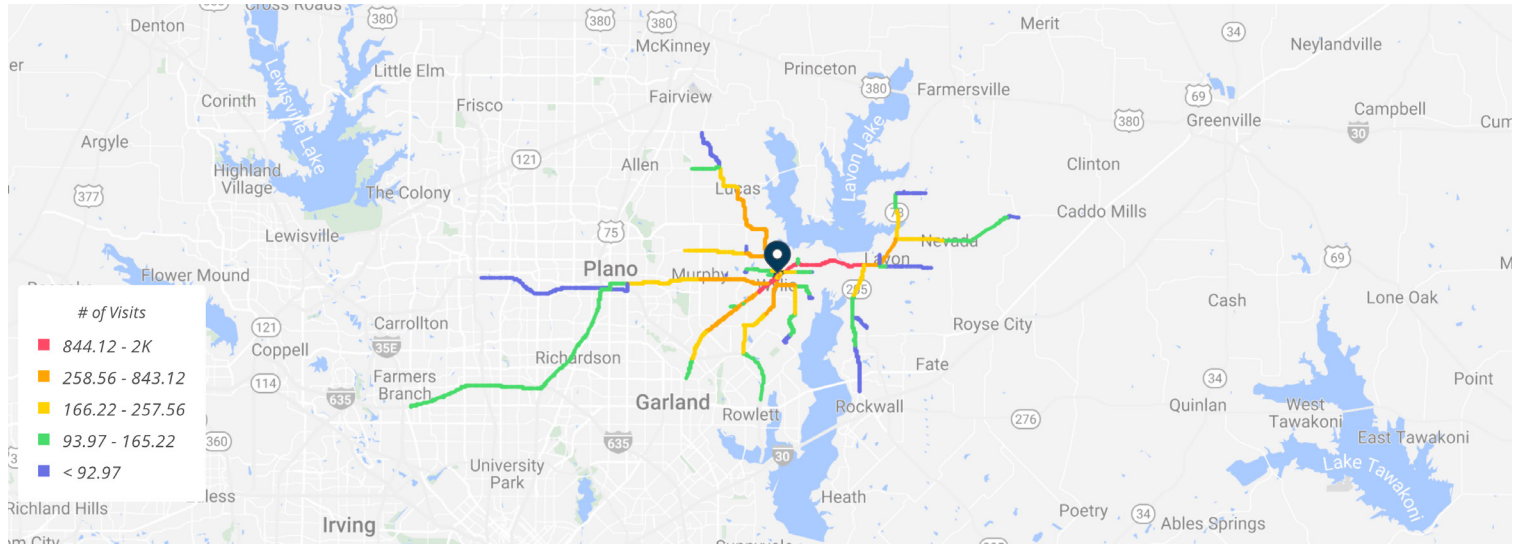
Income \$75K - \$100K



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## Customer Journey



## Favorite Places

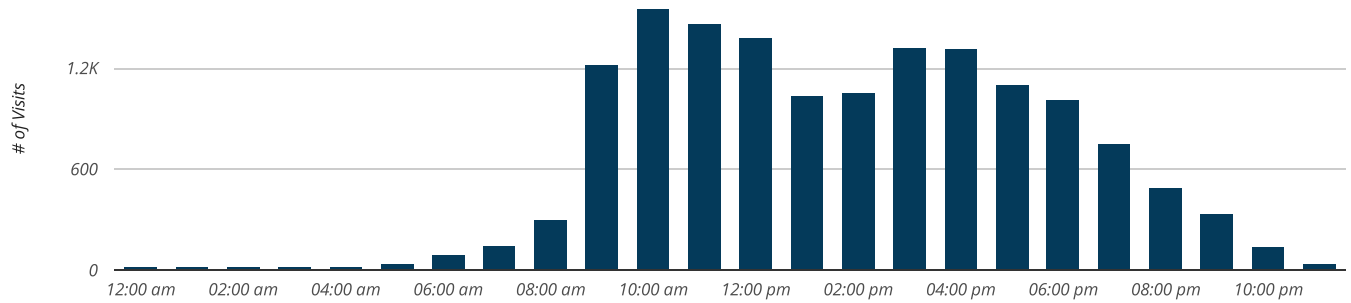
1	<b>Olde City Park</b> N Ballard Ave	0.17 mi	1.1K (21.8%)
2	<b>First Baptist Wylie</b> Wylie	0.08 mi	717 (14.5%)
3	<b>Ballard Street Cafe</b> N Ballard Ave	0.04 mi	714 (14.4%)
4	<b>Taste of Home</b> N Ballard Ave	0.09 mi	475 (9.6%)
5	<b>Woodbridge Crossing</b> Fm 544	3.09 mi	350 (7.1%)



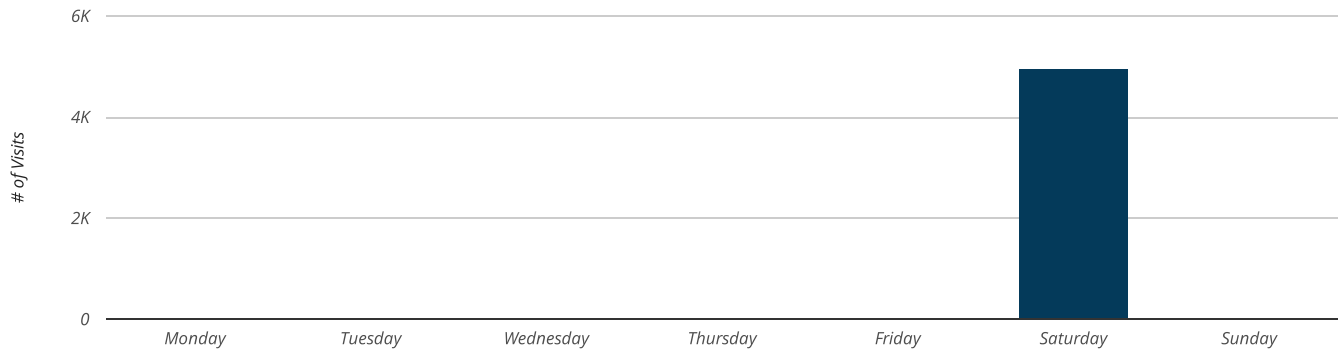
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## Hourly Visits



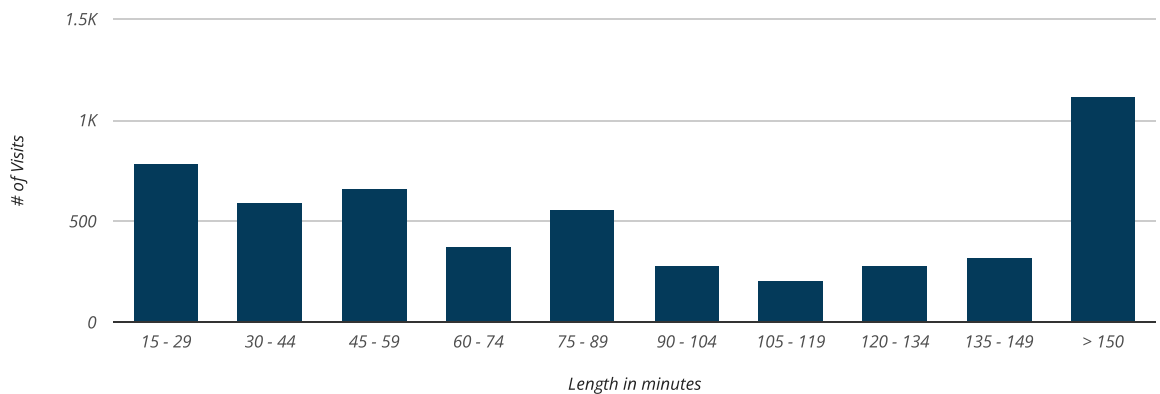
## Daily Visits



## Length of Stay

Average Stay

**107 Min**



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## Top Zip Codes

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Wylie	TX	75098	35.40
Sachse	TX	75048	7.18
Nevada	TX	75173	5.71
Lavon	TX	75166	5.04
Garland	TX	75040	3.13
Allen	TX	75002	3.05
Plano	TX	75094	2.54
Farmersville	TX	75442	1.98
Garland	TX	75044	1.96
Rowlett	TX	75089	1.80
Garland	TX	75043	1.77
Rockwall	TX	75087	1.69
Richardson	TX	75081	1.57
Lancaster	TX	75146	1.49
Plano	TX	75075	1.39
Royse City	TX	75189	1.33
Texarkana	TX	75501	1.23
San Jose	CA	95132	1.13
Fayetteville	AR	72701	0.89
Bella Vista	AR	72715	0.83
Pittsburg	TX	75686	0.81
Caddo Mills	TX	75135	0.79
Garland	TX	75041	0.79
Princeton	TX	75407	0.77
McKinney	TX	75070	0.75
Fort Worth	TX	76116	0.73
Grand Prairie	TX	75050	0.71
Grand Prairie	TX	75052	0.69
Richardson	TX	75080	0.69

CITY	STATE	ZIP CODE	% OF CUSTOMERS
Rockwall	TX	75032	0.67
Fayetteville	GA	30214	0.63
Forney	TX	75126	0.63
San Antonio	TX	78247	0.63
Marshall	TX	75672	0.61
Plano	TX	75025	0.58
Santa Clarita	CA	91350	0.58
Richardson	TX	75082	0.56
Parsons	KS	67357	0.50
McKinney	TX	75069	0.48
Eagle Pass	TX	78852	0.46
Rowlett	TX	75088	0.46
Blue Ridge	TX	75424	0.42
Midland	TX	79705	0.40
Terrell	TX	75160	0.38
The Colony	TX	75056	0.36
Belton	TX	76513	0.36
Tallahassee	FL	32304	0.36
Cooper	TX	75432	0.34
Loganville	GA	30052	0.32
Brandon	MS	39042	0.30
McKinney	TX	75071	0.30
Quinlan	TX	75474	0.28
Stephenville	TX	76401	0.28
Haughton	LA	71037	0.28
Frisco	TX	75034	0.26
Stephenville	TX	76402	0.26
Van Alstyne	TX	75495	0.20
Anna	TX	75409	0.20

# 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.



The**RetailCoach**.®

## 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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