

### Walmart

373 Benner Pike, State College, PA 16801 # 2230

Last full 12 months
All Visit Durations

### Metrics ?

Property:  
[Walmart / Benner Pike, State ...](#)

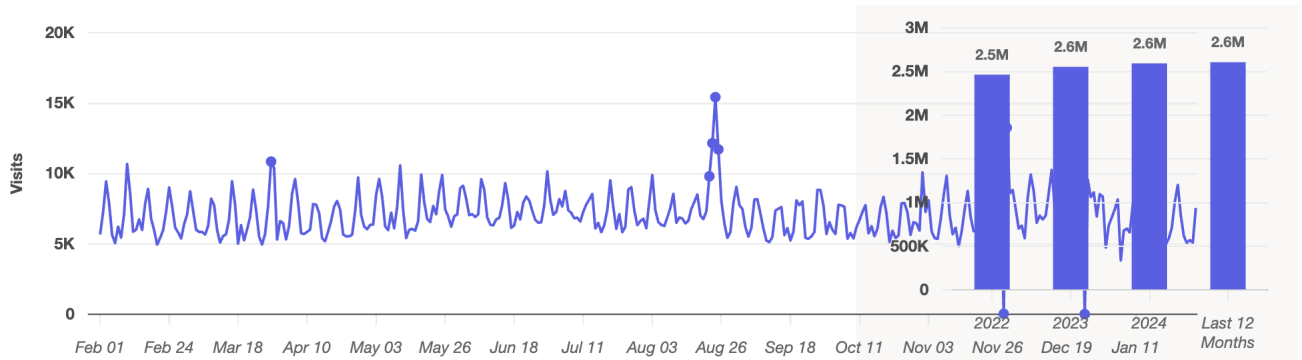
Visits	2.6M	Sales	\$87.3M
Visits / sq ft	12.5	Sales / sq ft	\$418.2
Size - sq ft	208.7K	Transactions	1.5M
Visitors	<div style="width: 80%;"></div>	Average Ticket Size	\$58.3
Visit Frequency	<div style="width: 80%;"></div>	Visits YoY	+2.2%
Avg. Dwell Time	33 min	Visits Yo2Y	+5.1%
Panel Visits	135.2K	Visits Yo3Y	+10.1%

### Visits Trend ?

#### Walmart

373 Benner Pike, State Colleg...

Metric: **Visits**    Aggregation: **Daily**    Annual Summary:     Outlier Indicators:



### Sales Trend ?

**Walmart**

373 Benner Pike, State Colleg...

Aggregation:

Monthly

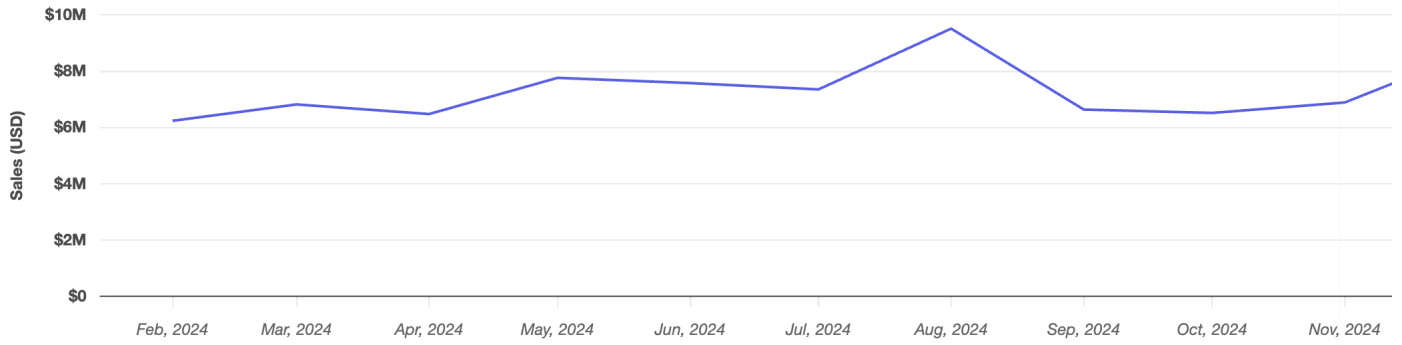
Metric:

Sales

Compare:

None

Annual Summary:



### Market Landscape ?



2 km

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Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses. [Learn more](#)

### Audience Overview ?

**Walmart**

373 Benner Pike, State Colleg...

Dataset:

Census 2021

View:

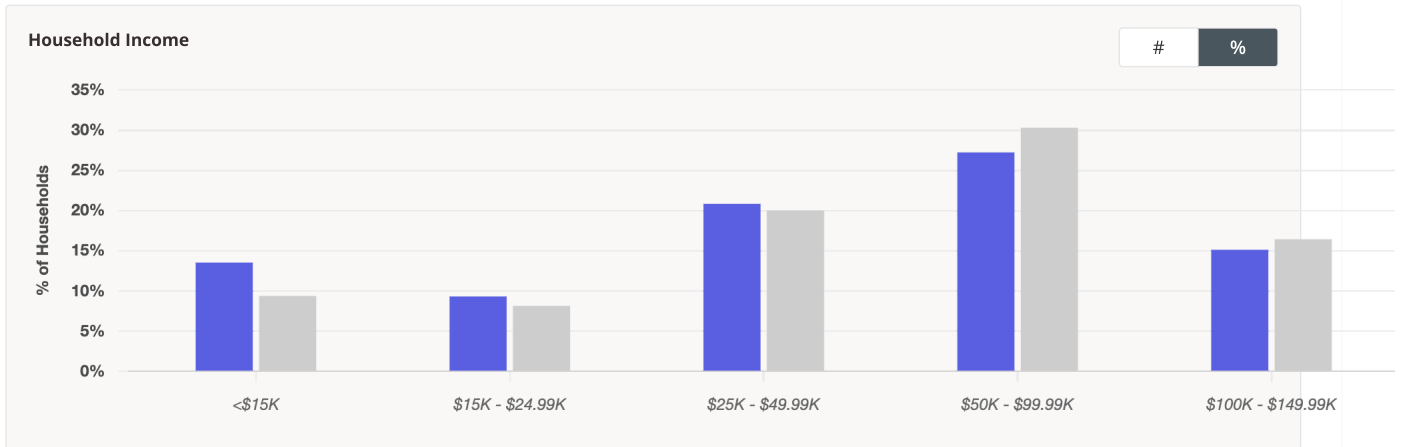
Potential Market

Compare to:

Pennsylvania



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Walmart Benner Pike, State Col...	\$59K	52.7%	28.2	White (83.2%)	2.70
Pennsylvania	\$68K	33.1%	40.6	White (75%)	2.52



\*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2021

### Ranking Overview ?

**Walmart**

373 Benner Pike, State Colleg...

Benchmark:

Chain: Walmart

Metric:

Visits

Region	Rank	Total	Percentage
Nationwide	977	3,879	74%
Pennsylvania	41	133	69%
Local: 15mi	2	2	50%

\* Coverage levels should be considered when comparing ranking results. [Learn more](#)

**Favorite Places** ?

Loading...



**Visitor Journey** ?

Loading...



**Visitor Journey - Routes** ?

Loading...



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Hourly Visits ?

Loading...



Daily Visits ?

Loading...



Visit Duration ?

Loading...

