Market Landscape

Ranking Overview

<table>
<thead>
<tr>
<th>Within</th>
<th>Metric</th>
<th>Category: City</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td></td>
<td>37⁺ / 50</td>
<td>28%</td>
</tr>
<tr>
<td>Illinois</td>
<td></td>
<td>1⁺ / 1</td>
<td>100%</td>
</tr>
<tr>
<td>Local: 15mi</td>
<td></td>
<td>1⁺ / 1</td>
<td>100%</td>
</tr>
</tbody>
</table>

https://analytics.placer.ai/#/admin/insights/complexes/620cdc5...2end%22:%222022-08-31%22,%22start%22:%222022-03-01%22%7D%7D%5D
**Typical Visitor Persona**

*Dixon, IL*

<table>
<thead>
<tr>
<th>Race</th>
<th>Income Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>$75K - $100K</td>
</tr>
</tbody>
</table>

**Favorite Places**

Category: All Categories  Min. Visits: 1

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>Distance</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Walmart / 1640 S Galena Ave, Dixon, IL 61021</td>
<td>1.2 mi</td>
<td>102.6K</td>
</tr>
<tr>
<td>2</td>
<td>O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666</td>
<td>81.4 mi</td>
<td>81.9K</td>
</tr>
<tr>
<td>3</td>
<td>Walmart / 4115 E Lincolnway, Sterling, IL 61081</td>
<td>8.8 mi</td>
<td>80.8K</td>
</tr>
<tr>
<td>4</td>
<td>Road Ranger Truck Stop / 825 Bloody Gulch Road, Dixon, IL 61021</td>
<td>1.5 mi</td>
<td>63K</td>
</tr>
<tr>
<td>5</td>
<td>Forest Plaza / 6125 E State St, Rockford, IL 61108</td>
<td>38.3 mi</td>
<td>58.8K</td>
</tr>
</tbody>
</table>
Visitor Journey

Property:
Dixon, IL / Dixon, IL

Show by:
Location, Category, Category Group
Show Home/Work:
On

Prior
- Home: 69.1%
- Work: 7.1%

Pignatelli & Associates
102 E Rock Falls Rd, Rock Fal...
0.7%

Walmart
1640 S Galena Ave, Dixon, IL...
0.6%

Walmart
4115 E Lincolnway, Sterling, ...
0.6%

Post
- Home: 69.4%
- Work: 5.1%

Walmart
4115 E Lincolnway, Sterling, ...
1.1%

Pignatelli & Associates
102 E Rock Falls Rd, Rock Fal...
1.1%

Walmart
1640 S Galena Ave, Dixon, IL...
0.8%
Visitor Journey - Routes

Property:
Dixon, IL / Dixon, IL

Journey Direction:
To Property From Property

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

Visits
- 306.2K - 904.5K
- 121.8K - 306.2K
- 95.3K - 121.8K
- 56.8K - 95.3K
- < 56.8K

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

Map data ©2022 1 km
Length of Stay

Dixon, IL

Metric:

Visits

Average Stay

Median Stay