

Placer.ai | **South Pointe** ⋮
 1215 S Main Street, Sikeston, MO 63801

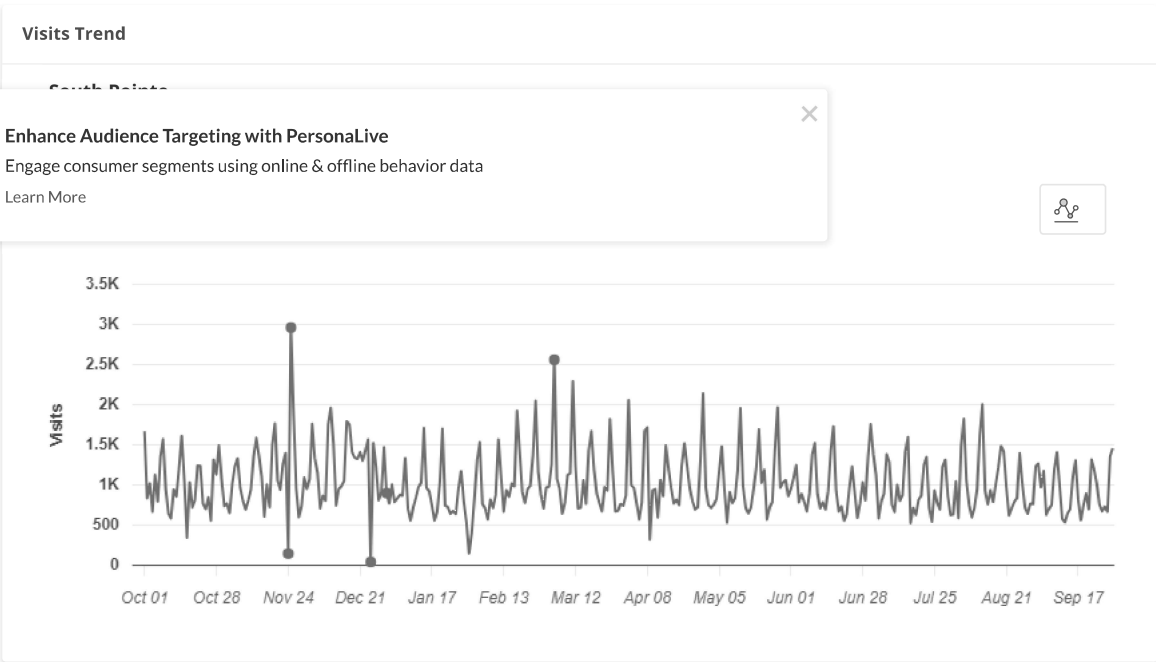
📅 Last 12 Months

📄 Export ▾

Metrics

Property: South Pointe / S Main Street, ... 📊 📄

Visits	371.6K	Avg. Dwell Time	39 min
Visits / sq ft	4.47	Panel Visits	23K
Size - sq ft	83.2K (GLA)	Visits YoY	-4.4%
Visitors	128K	Visits Yo2Y	+9.5%
Visit Frequency	2.9	Visits Yo3Y	+68.7%



Tenants Overview

Property:

South Pointe / S Main Street, ...

Category:

Compare to:

All Categories

Oct 1, 2021 - Sep 30, 2022



Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank
Ollie's Bargain Out... Discount & Dollar Sto... 1215 S Main Street, Sikeston, 63801, MO	120.7K (+26%)	2/2 (-1) 50%	2/2 (-1)
Harbor Freight Tools Home Improvement 1209 S Main St, Sikeston, 63801, MO	69.7K (-2%)	22/29 (-2) 27%	23/29 (-2)
Hibbett Sports Recreational & Sporting Goods 1213 S Main St Ste 209, Sikeston, 63801, MO	49.3K (-20%)	6/19 (-3) 73%	7/19 (-3)
GameStop Electronics Stores 1213 S Main St, Sikeston, 63801, MO	22.5K (+9%)	29/41 (+3) 31%	27/41 (+3)

Showing 1 - 4 / 4

< 1 >

Market Landscape



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Midtowner Village
 South Pointe
 Visits 371.6K
 249.6K



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

[Learn more](#)

Audience Overview

South Pointe

1215 S Main Street, Sikeston, ...

Dataset:

STI: Popstats

View:

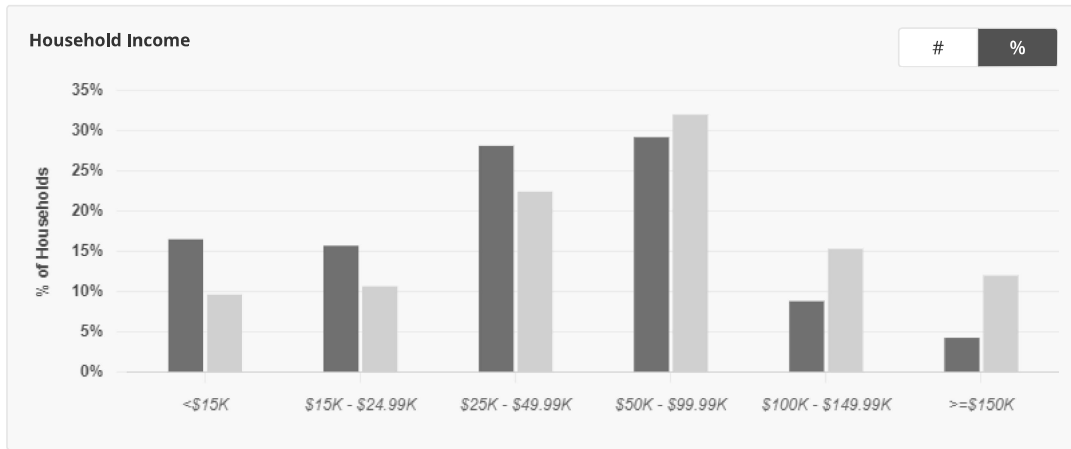
Potential Market

Compare to:

Missouri



Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
South Pointe S Main Street, Si...	\$41.7K	19.7%	37.9	White (77.2%)	2.35
Missouri	\$61.5K	30.3%	38.6	White (80%)	2.45



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: STI: Popstats

Ranking Overview



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Nationwide	Missouri	Local: 15mi
7,541 / 16,636	127 / 299	1 / 2
54%	57%	100%
View List	View List	View List

Favorite Places

Category: All Categories ▼ Min. Visits: 1

South Pointe / S Main Street, Sikeston, MO			
Rank	Name	Distance	Visitors
1	Walmart / 1303 S Main St, Sikeston, MO 63801	0.2 mi	90.3K (70.6%)
2	West Park Mall / 3049 William St, Cape Girardeau, MO 63703	30.2 mi	67.9K (53.1%)
3	Cape West Plaza / 294 Siemers Dr, Cape Girardeau, MO 63701	30.3 mi	62.1K (48.5%)
4	Sam's Club / 232 Shirley Dr, Cape Girardeau, MO 63701	30.4 mi	55.4K (43.3%)
5	Walmart / 3439 William St, Cape Girardeau, MO 63701	30.5 mi	55.3K (43.2%)

Visitor Journey

Property: South Pointe / S Main Street, ...

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



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Visitor Journey - Routes

Property:

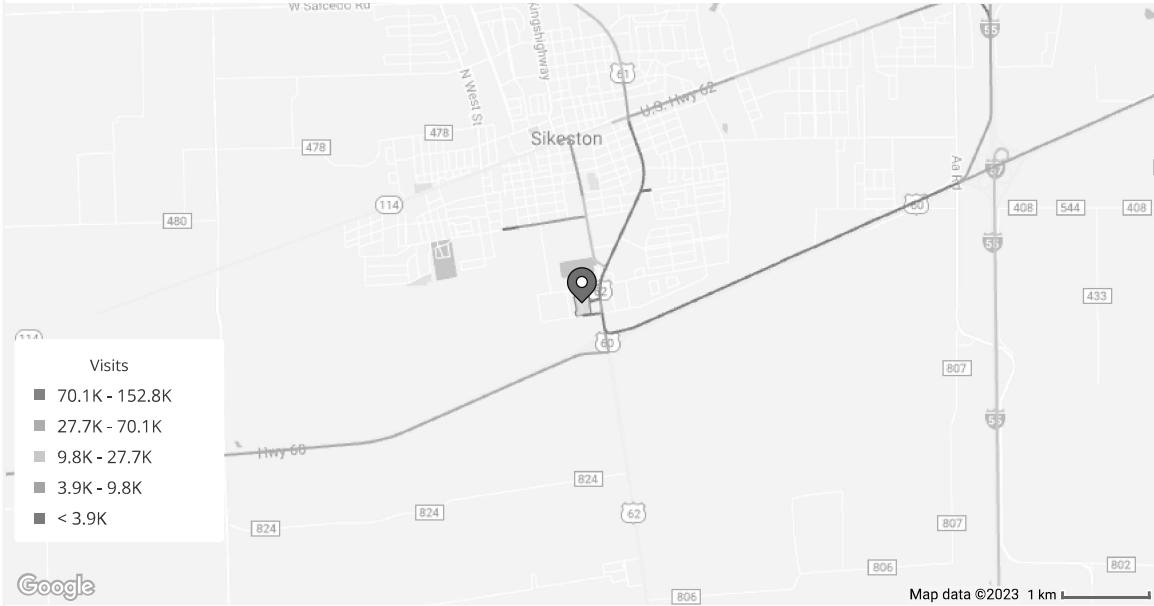
South Pointe / S Main Street, ...

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](#)

Dismiss



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

Hourly Visits

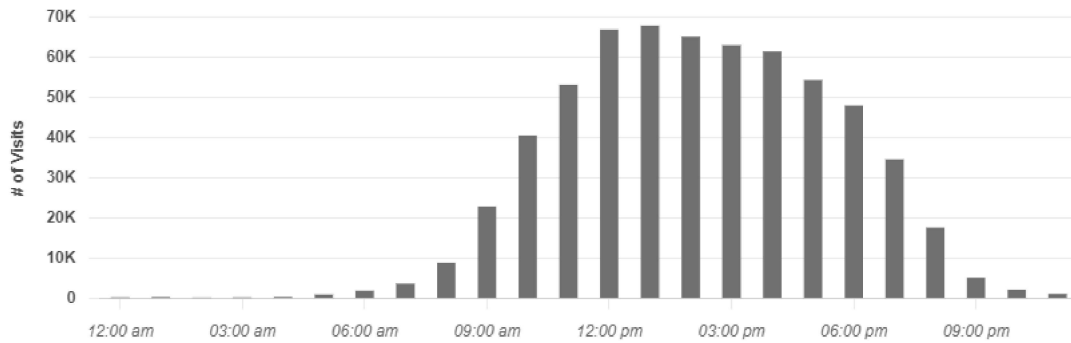


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Visits



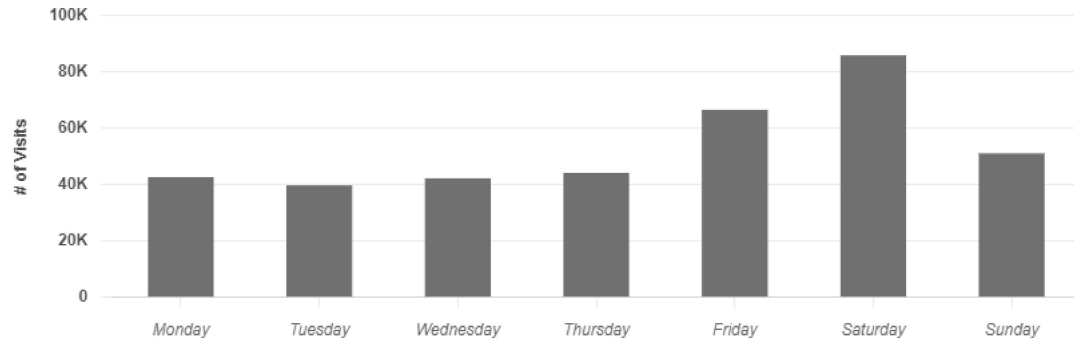
Daily Visits

South Pointe

1215 S Main Street, Sikeston, ...

Metric:

Visits



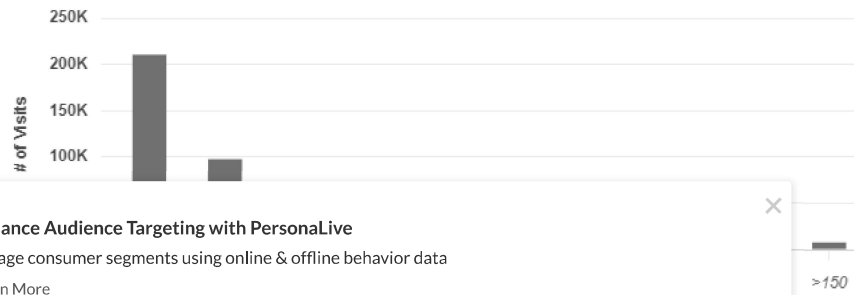
Length of Stay

South Pointe

1215 S Main Street, Sikeston, ...

Metric:

Visits



- Average Stay
- Median Stay



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