



Property Overview

Jan 1 - Dec 31, 2025

Metrics

Lincoln Crossing

US-50, O'Fallon, IL

Visits	5.3M	Visitors	706.7K
Visits / sq ft	17.3	Visit Frequency	7.43
Size - sq ft	303.5K (GLA)	Avg. Dwell Time	32 Min

Jan 1st, 2025 - Dec 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





Property Overview

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Tenants Overview

Lincoln Crossing

US-50, O'Fallon, IL

The metrics displayed for each tenant are based on its default visit duration.

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Tenants / Category	Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
 Walmart Superstores 1530 W Hwy, O'fallon, IL 62269	2.5M (-2%)	28/150 (+2) 82%	60/150 (-7) 60%
 Culver's Fast Food & QSR 1702 W Hwy 50, O'Fallon, IL 62269	579.3K (+43%)	1/136 (+31) 100%	12/136 (+53) 91%
 The Home Depot Home Improvement 1706 US-50, O'fallon, IL 62269	529.6K (-2%)	67/76 (-1) 13%	67/76 (-1) 13%
 Academy Sports + Outdoors Recreational & Sporting Goods 1574 W Hwy 50, O'Fallon, IL 62269	470.2K (-12%)	1/3 100%	1/3 100%
 McDonald's Fast Food & QSR 1610 W Hwy 50, O'Fallon, IL 62269	411.3K (+3%)	508/601 (+15) 15%	497/601 (+15) 17%
 Panda Express Fast Food & QSR 1504 W Hwy, O'fallon, IL 62269	343.6K (-7%)	6/86 (-3) 94%	8/86 (-3) 91%
 PetSmart Pet Stores & Services 1570 US-50, O'fallon, IL 62269	204.1K (-11%)	31/57 (-3) 47%	28/57 (-3) 52%
 Hawaiian Bros Island Grill Restaurants 1630 W Hwy 50, O'fallon, IL 62269	132K (-10%)	2/2 50%	2/2 50%
 Mr. Tobacco & Vapor & CBD Stores & Services 1560 US-50, O'fallon, IL 62269	66K (-2%)	N/A	N/A
 Great Clips Beauty & Spa 1558 W Hwy 50, O'fallon, IL 62269	38.8K (+1%)	32/170 (-4) 81%	49/170 (-2) 71%



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Tenants / Category		Visits	Visits Chain Rank, State	Visits / sq ft Chain Rank, State
	Boost Mobile Electronics Stores 1556 W Hwy 50, O'fallon, IL 62269	14.6K (-6%)	65/160 60%	125/160 (+2) 22%
	Drip Nation Clothing 1566 W Hwy 50, O'fallon, IL 62269	13.1K (+60%)	N/A	N/A
	Rainbow Clothing 1550 W Hwy, O'fallon, IL 62269	10.6K (+9%)	22/23 (+2) 8%	20/23 (+1) 17%

All | Compared to: Jan 1st, 2024 - Dec 31st, 2024 | Jan 1st, 2025 - Dec 31st, 2025
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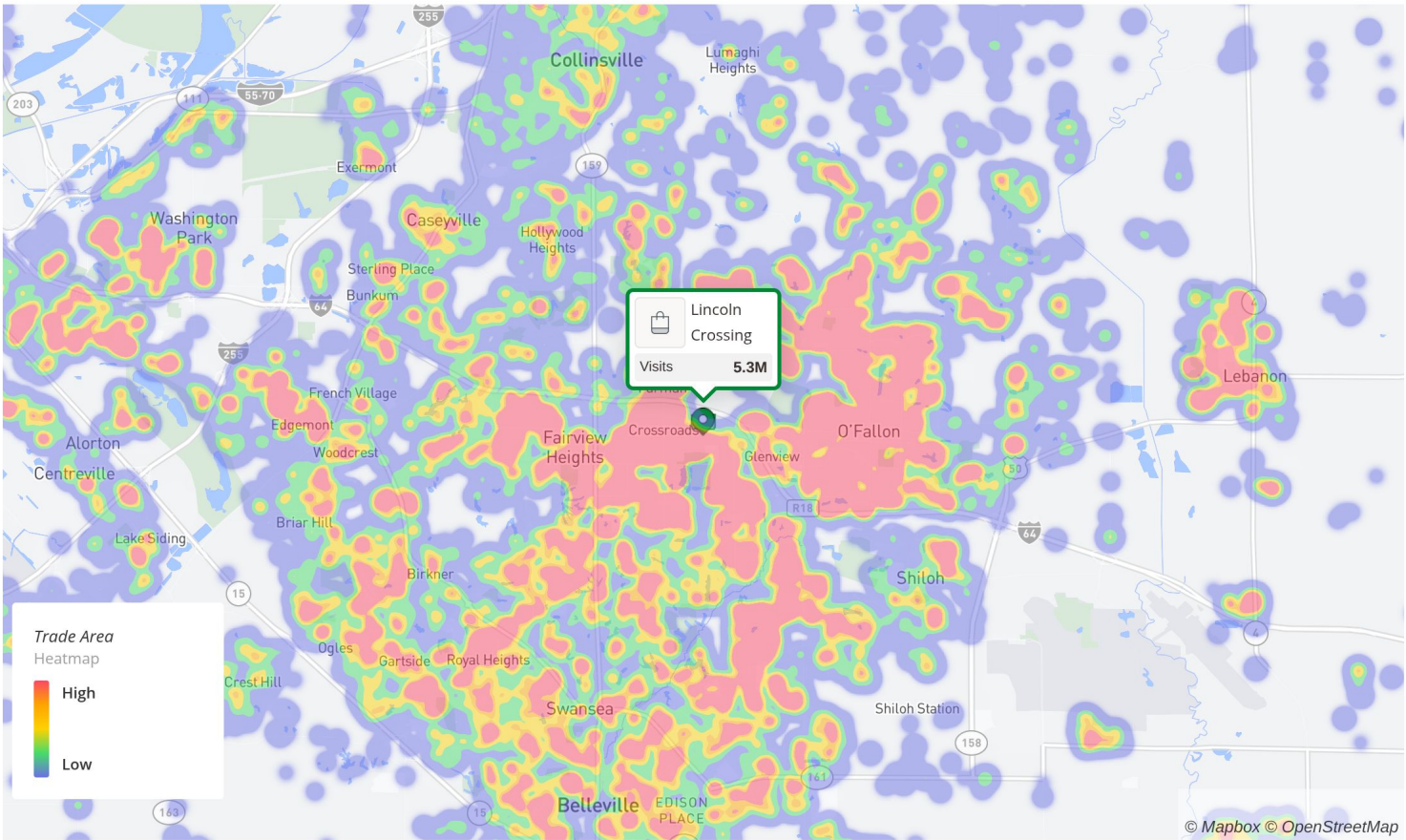




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Market Landscape



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

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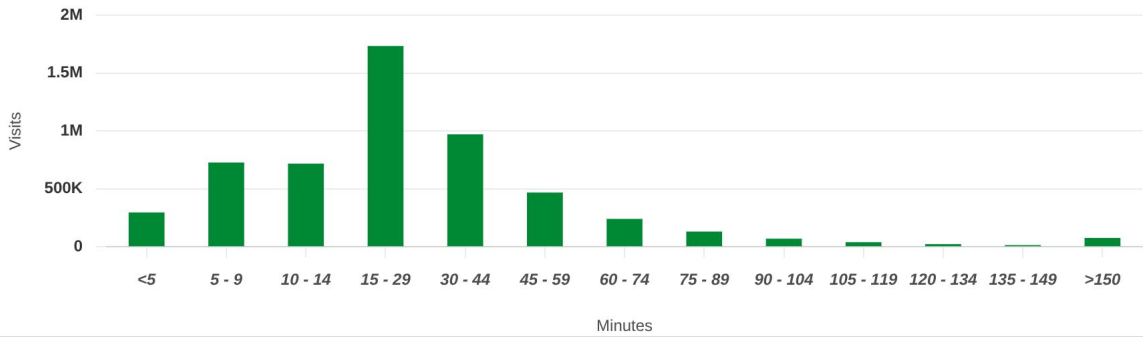


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Visit Duration

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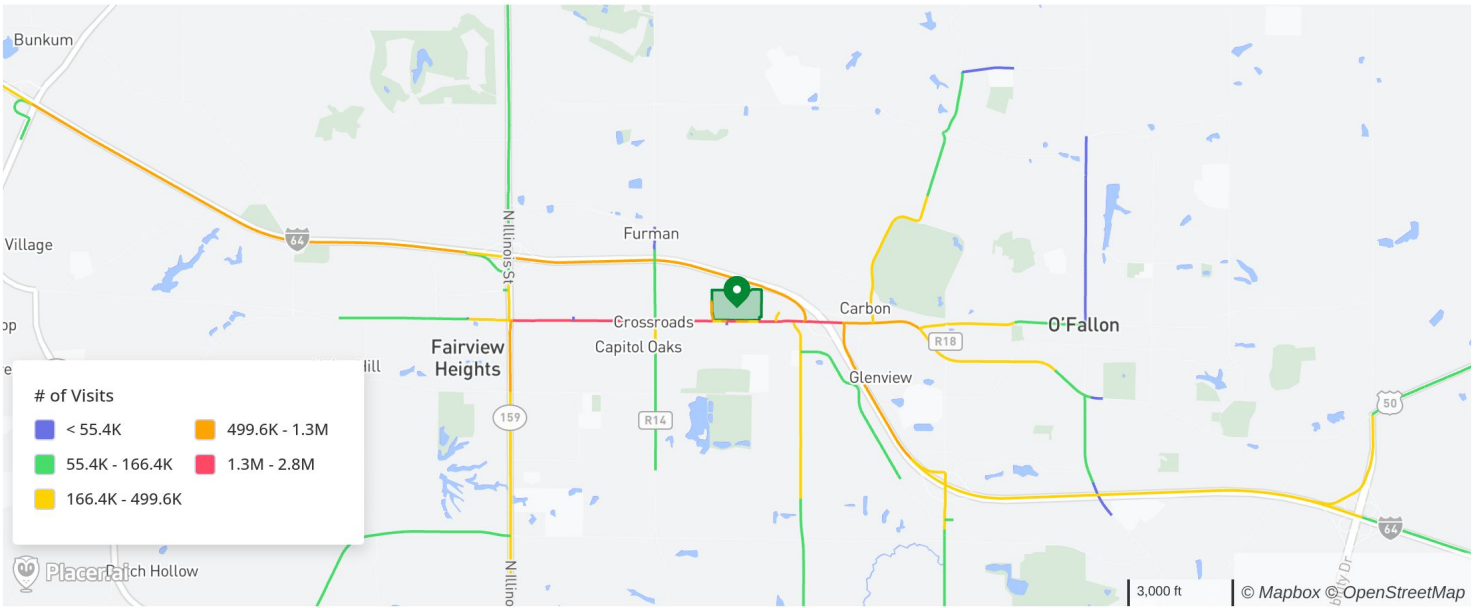
Average Stay	32 min
Median Stay	23 min

Visits | Jan 1st, 2025 - Dec 31st, 2025
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Visitor Journey - Routes

Lincoln Crossing
US-50, O'Fallon, IL



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

Journey Direction: To Property | Jan 1st, 2025 - Dec 31st, 2025
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