



Alexander Babbage
Babbage Spend



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Key Features

- ✓ Coverage of 350+ brands across the U.S.
- ✓ Geographic Filters: ZIP Code, CBSA, State, National
- ✓ Time Filters: Week, Month, Year
- ✓ Revenue Per Shopper™ (RPS) trendlines by category and tenant
- ✓ Data Levels: Instore, Online, and Total

Summary of Data

Data available back to January 2020

Data is anonymized - no Personally Identifiable Information (PII)

Data available by merchant by ZIP Code by week

Data sourced from banks, credit unions, and transaction processors

Covers credit, debit, and post-pay transactions

Covered ~65% of GAFO in 2024

A Smarter Way to Value Retail

Alexander Babbage's Revenue Per Shopper™ (RPS) delivers spend-backed insights across hundreds of national retailers. Powered by anonymized transaction data and tailored AI-driven consumer modeling, this data helps you move beyond traffic to strategic performance.

Variable Definitions

The "Target in GA for 2024" tab includes data for Target in the state of Georgia for CY 2024.

Variables included are:

- ✓ RPS_instore: The Revenue Per Shopper when purchasing items physically in the store
- ✓ RPS_online: The Revenue Per Shopper when purchasing items from Target online (shipped or pick-up in store)
- ✓ PTC_instore: The percentage of all observed spending that was conducted physically in the store
- ✓ PTC_online: The percentage of all observed spending that was conducted online
- ✓ Population: The total population of the given ZIP Code
- ✓ Pop_Growth: The expected population growth for the ZIP code from 2024 to 2029
- ✓ AVG_Income: The average household income for the given ZIP Code

Contact Link

Find out more information and contact Alexander Babbage to discuss how Babbage Spend and Revenue Per Shopper™ can help you!

<https://alexanderbabbage.com/babbage-spend-revenue-per-shopper/>

Brand	BrandID	ZipCode	CBSA	State	RPS_instore	RPS_online	PCT_instore	PCT_online	Population	Pop_Growth	AVG_Income
TARGET	548	31701	Albany, GA	GA	\$57.12	\$50.70	79.34%	20.66%	17,526	-3.10%	\$53,129
TARGET	548	31704	Albany, GA	GA	\$27.97		100.00%	0.00%	179	-1.12%	\$66,638
TARGET	548	31707	Albany, GA	GA	\$52.77	\$40.38	83.04%	16.96%	22,836	-1.92%	\$67,874
TARGET	548	31712	Albany, GA	GA	\$65.03	\$21.90	87.97%	12.03%	1,050	-6.57%	\$75,878
TARGET	548	31721	Albany, GA	GA	\$55.15	\$47.37	83.80%	16.20%	20,368	-3.12%	\$98,061
TARGET	548	31763	Albany, GA	GA	\$59.56	\$51.00	82.52%	17.48%	28,878	3.55%	\$102,024
TARGET	548	31764	Albany, GA	GA	\$46.33	\$45.52	58.96%	41.04%	1,091	0.64%	\$74,180
TARGET	548	31768	Albany, GA	GA	\$64.36	\$61.25	81.16%	18.84%	22,902	-0.21%	\$72,368
TARGET	548	31771	Albany, GA	GA	\$64.32	\$68.76	80.86%	19.14%	5,975	0.30%	\$85,682
TARGET	548	31772	Albany, GA	GA	\$87.72		100.00%	0.00%	438	-2.51%	\$70,963
TARGET	548	31775	Albany, GA	GA	\$56.96	\$57.35	81.47%	18.53%	3,119	-2.02%	\$73,249
TARGET	548	31781	Albany, GA	GA	\$54.42	\$112.65	83.53%	16.47%	1,484	-2.16%	\$71,361
TARGET	548	31791	Albany, GA	GA	\$62.41	\$58.18	85.69%	14.31%	11,157	-2.76%	\$73,488
TARGET	548	31795	Albany, GA	GA	\$152.46	\$68.21	98.79%	1.21%	2,144	0.61%	\$91,936
TARGET	548	39813	Albany, GA	GA	\$54.69	\$44.32	72.08%	27.92%	1,668	-6.18%	\$57,892
TARGET	548	39826	Albany, GA	GA	\$55.19	\$43.87	65.00%	35.00%	550	-1.09%	\$74,795
TARGET	548	39842	Albany, GA	GA	\$57.42	\$55.63	82.54%	17.46%	7,977	-4.05%	\$58,908
TARGET	548	39862	Albany, GA	GA	\$71.06	\$69.01	71.70%	28.30%	1,047	-4.58%	\$75,508
TARGET	548	39870	Albany, GA	GA	\$48.70	\$48.45	82.52%	17.48%	1,944	-6.02%	\$64,228
TARGET	548	31058	Americus, GA	GA	\$52.53	\$44.88	75.18%	24.82%	1,665	-2.34%	\$57,096
TARGET	548	31709	Americus, GA	GA	\$61.50	\$45.44	85.06%	14.94%	15,053	-2.75%	\$69,441
TARGET	548	31711	Americus, GA	GA	\$47.08	\$50.47	57.69%	42.31%	826	-4.12%	\$71,548
TARGET	548	31719	Americus, GA	GA	\$61.71	\$48.34	82.36%	17.64%	8,529	-4.13%	\$72,471
TARGET	548	31735	Americus, GA	GA	\$67.52	\$64.10	77.99%	22.01%	781	2.82%	\$72,647
TARGET	548	31787	Americus, GA	GA	\$59.29	\$25.69	95.06%	4.94%	1,796	2.95%	\$102,180
TARGET	548	31806	Americus, GA	GA	\$68.11	\$57.06	86.47%	13.53%	4,185	-2.56%	\$66,927
TARGET	548	30565	Athens-Clarke County, GA	GA	\$57.04	\$40.85	79.04%	20.96%	4,990	5.61%	\$85,176
TARGET	548	30602	Athens-Clarke County, GA	GA	\$40.70	\$51.05	83.58%	16.42%	6,393	0.42%	\$26,756
TARGET	548	30605	Athens-Clarke County, GA	GA	\$41.65	\$45.28	83.39%	16.61%	42,053	0.16%	\$72,345
TARGET	548	30606	Athens-Clarke County, GA	GA	\$52.99	\$42.84	80.37%	19.63%	49,129	3.14%	\$102,784
TARGET	548	30609	Athens-Clarke County, GA	GA	\$23.10	\$25.42	76.52%	23.48%	164	-4.88%	\$38,870
TARGET	548	30619	Athens-Clarke County, GA	GA	\$89.39	\$49.70	83.45%	16.55%	1,656	2.78%	\$72,635
TARGET	548	30627	Athens-Clarke County, GA	GA	\$68.09	\$73.22	76.51%	23.49%	2,327	3.74%	\$78,769
TARGET	548	30628	Athens-Clarke County, GA	GA	\$67.08	\$43.57	87.94%	12.06%	8,131	1.91%	\$98,665
TARGET	548	30629	Athens-Clarke County, GA	GA	\$68.95	\$58.73	62.05%	37.95%	5,331	5.66%	\$78,828
TARGET	548	30630	Athens-Clarke County, GA	GA	\$46.15	\$55.24	79.62%	20.38%	2,295	1.61%	\$72,430
TARGET	548	30648	Athens-Clarke County, GA	GA	\$69.16	\$46.57	86.74%	13.26%	3,033	4.42%	\$103,349
TARGET	548	30667	Athens-Clarke County, GA	GA	\$56.46	\$45.90	94.12%	5.88%	842	5.23%	\$86,628
TARGET	548	30683	Athens-Clarke County, GA	GA	\$65.49	\$54.07	86.34%	13.66%	7,166	1.55%	\$85,187
TARGET	548	30002	Atlanta-Sandy Springs-Roswell, GA	GA	\$63.82	\$51.54	85.82%	14.18%	5,472	-1.68%	\$138,106
TARGET	548	30004	Atlanta-Sandy Springs-Roswell, GA	GA	\$45.91	\$44.28	85.06%	14.94%	70,126	1.82%	\$194,246
TARGET	548	30005	Atlanta-Sandy Springs-Roswell, GA	GA	\$47.92	\$42.11	79.95%	20.05%	40,808	1.47%	\$206,927
TARGET	548	30008	Atlanta-Sandy Springs-Roswell, GA	GA	\$49.61	\$40.11	86.19%	13.81%	34,990	2.20%	\$87,267
TARGET	548	30009	Atlanta-Sandy Springs-Roswell, GA	GA	\$48.00	\$49.13	86.30%	13.70%	20,774	3.11%	\$187,130
TARGET	548	30011	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.86	\$43.64	85.28%	14.72%	23,859	11.48%	\$118,526
TARGET	548	30012	Atlanta-Sandy Springs-Roswell, GA	GA	\$45.57	\$42.94	87.42%	12.58%	32,567	-0.19%	\$89,419
TARGET	548	30013	Atlanta-Sandy Springs-Roswell, GA	GA	\$52.31	\$48.46	86.43%	13.57%	31,689	4.89%	\$104,820
TARGET	548	30014	Atlanta-Sandy Springs-Roswell, GA	GA	\$60.81	\$45.03	81.31%	18.69%	41,266	8.11%	\$92,577
TARGET	548	30016	Atlanta-Sandy Springs-Roswell, GA	GA	\$51.35	\$42.49	82.41%	17.59%	62,290	3.32%	\$95,191
TARGET	548	30017	Atlanta-Sandy Springs-Roswell, GA	GA	\$49.20	\$42.91	77.01%	22.99%	27,919	5.41%	\$148,774
TARGET	548	30019	Atlanta-Sandy Springs-Roswell, GA	GA	\$50.81	\$65.51	73.81%	26.19%	53,870	4.39%	\$140,883
TARGET	548	30021	Atlanta-Sandy Springs-Roswell, GA	GA	\$44.38	\$39.28	88.38%	11.62%	24,730	-0.83%	\$75,540
TARGET	548	30022	Atlanta-Sandy Springs-Roswell, GA	GA	\$48.12	\$43.42	83.46%	16.54%	66,003	-1.09%	\$197,324
TARGET	548	30024	Atlanta-Sandy Springs-Roswell, GA	GA	\$47.50	\$43.95	79.94%	20.06%	93,765	4.45%	\$176,664
TARGET	548	30025	Atlanta-Sandy Springs-Roswell, GA	GA	\$81.40	\$49.14	83.03%	16.97%	10,975	7.24%	\$114,756
TARGET	548	30028	Atlanta-Sandy Springs-Roswell, GA	GA	\$53.77	\$44.53	78.12%	21.88%	36,596	20.00%	\$154,531
TARGET	548	30030	Atlanta-Sandy Springs-Roswell, GA	GA	\$59.25	\$54.69	79.53%	20.47%	34,604	3.08%	\$182,911
TARGET	548	30032	Atlanta-Sandy Springs-Roswell, GA	GA	\$50.37	\$48.25	80.81%	19.19%	45,801	1.75%	\$79,462
TARGET	548	30033	Atlanta-Sandy Springs-Roswell, GA	GA	\$54.25	\$49.39	84.21%	15.79%	35,689	-0.30%	\$147,930
TARGET	548	30034	Atlanta-Sandy Springs-Roswell, GA	GA	\$42.17	\$42.61	83.30%	16.70%	47,508	-1.09%	\$83,908
TARGET	548	30035	Atlanta-Sandy Springs-Roswell, GA	GA	\$48.07	\$42.42	88.57%	11.43%	21,734	0.44%	\$79,039
TARGET	548	30038	Atlanta-Sandy Springs-Roswell, GA	GA	\$50.75	\$46.70	85.88%	14.12%	44,631	1.56%	\$92,088
TARGET	548	30039	Atlanta-Sandy Springs-Roswell, GA	GA	\$43.53	\$41.25	82.04%	17.96%	47,955	0.68%	\$108,503
TARGET	548	30040	Atlanta-Sandy Springs-Roswell, GA	GA	\$50.84	\$45.41	80.89%	19.11%	91,216	10.42%	\$162,841
TARGET	548	30041	Atlanta-Sandy Springs-Roswell, GA	GA	\$49.21	\$44.95	84.48%	15.52%	80,828	9.95%	\$179,907
TARGET	548	30043	Atlanta-Sandy Springs-Roswell, GA	GA	\$45.79	\$38.00	82.00%	18.00%	90,606	4.90%	\$121,614
TARGET	548	30044	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.57	\$41.32	84.49%	15.51%	95,195	1.73%	\$102,873
TARGET	548	30045	Atlanta-Sandy Springs-Roswell, GA	GA	\$44.98	\$45.21	83.56%	16.44%	42,591	3.86%	\$122,283
TARGET	548	30046	Atlanta-Sandy Springs-Roswell, GA	GA	\$47.64	\$39.77	82.95%	17.05%	43,055	4.11%	\$86,484
TARGET	548	30047	Atlanta-Sandy Springs-Roswell, GA	GA	\$50.86	\$41.96	83.17%	16.83%	73,214	0.83%	\$112,527
TARGET	548	30052	Atlanta-Sandy Springs-Roswell, GA	GA	\$53.00	\$46.66	80.27%	19.73%	83,329	5.18%	\$117,996
TARGET	548	30054	Atlanta-Sandy Springs-Roswell, GA	GA	\$61.99	\$50.86	76.58%	23.42%	13,768	6.90%	\$109,761
TARGET	548	30055	Atlanta-Sandy Springs-Roswell, GA	GA	\$71.62	\$54.36	84.09%	15.91%	4,099	3.24%	\$104,097
TARGET	548	30056	Atlanta-Sandy Springs-Roswell, GA	GA	\$60.54	\$67.60	76.92%	23.08%	3,020	5.66%	\$94,027
TARGET	548	30058	Atlanta-Sandy Springs-Roswell, GA	GA	\$47.40	\$39.62	84.68%	15.32%	60,657	0.28%	\$85,771
TARGET	548	30060	Atlanta-Sandy Springs-Roswell, GA	GA	\$48.99	\$43.04	86.98%	13.02%	41,324	0.34%	\$96,869
TARGET	548	30062	Atlanta-Sandy Springs-Roswell, GA	GA	\$48.14	\$44.68	84.91%	15.09%	66,519	-0.47%	\$175,511
TARGET	548	30064	Atlanta-Sandy Springs-Roswell, GA	GA	\$49.75	\$43.08	85.56%	14.44%	51,988	1.31%	\$164,692
TARGET	548	30066	Atlanta-Sandy Springs-Roswell, GA	GA	\$47.59	\$43.24	84.18%	15.82%	62,755	0.29%	\$146,129
TARGET	548	30067	Atlanta-Sandy Springs-Roswell, GA	GA	\$47.42	\$44.38	82.56%	17.44%	49,910	1.35%	\$121,519
TARGET	548	30068	Atlanta-Sandy Springs-Roswell, GA	GA	\$53.91	\$45.64	84.31%	15.69%	34,724	-0.74%	\$213,908
TARGET	548	30071	Atlanta-Sandy Springs-Roswell, GA	GA	\$39.72	\$36.78	87.02%	12.98%	27,687	5.95%	\$104,321
TARGET	548	30072	Atlanta-Sandy Springs-Roswell, GA	GA	\$62.29	\$52.18	82.38%	17.62%	716	-6.01%	\$67,153
TARGET	548	30075	Atlanta-Sandy Springs-Roswell, GA	GA	\$53.12	\$45.37	84.42%	15.58%	55,478	-1.43%	\$214,817
TARGET	548	30076	Atlanta-Sandy Springs-Roswell, GA	GA	\$52.84	\$44.57	83.04%	16.96%	44,503	-1.71%	\$154,012
TARGET	548	30078	Atlanta-Sandy Springs-Roswell, GA	GA	\$48.16	\$33.87	72.12%	27.88%	40,839	2.81%	\$116,156
TARGET	548	30079	Atlanta-Sandy Springs-Roswell, GA	GA	\$56.11	\$52.57	82.84%	17.16%	4,075	3.85%	\$98,516
TARGET	548	30080	Atlanta-Sandy Springs-Roswell, GA	GA	\$44.54	\$39.97	81.23%	18.77%	54,490	4.49%	\$136,323
TARGET	548	30082	Atlanta-Sandy Springs-Roswell, GA	GA	\$56.18	\$42.89	81.45%	18.55%	28,756	0.48%	\$142,136
TARGET	548	30083	Atlanta-Sandy Springs-Roswell, GA	GA	\$45.26	\$43.15	86.34%	13.66%	58,266	-0.27%	\$70,477
TARGET	548	30084	Atlanta-Sandy Springs-Roswell, GA	GA	\$51.47	\$41.05	84.61%	15.39%	42,807	0.78%	\$110,891
TARGET	548	30087	Atlanta-Sandy Springs-Roswell, GA	GA	\$51.44	\$49.24	79.54%	20.46%	38,415	0.40%	\$131,423
TARGET	548	30088	Atlanta-Sandy Springs-Roswell, GA	GA	\$45.99	\$42.52	86.16%	13.84%	27,431	-1.12%	\$87,661
TARGET	548	30092	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.54	\$34.94	83.65%	16.35%	35,240	6.45%	\$133,378
TARGET	548	30093	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.72	\$42.67	87.34%	12.66%	54,424	1.38%	\$65,912
TARGET	548	30094	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.20	\$43.62	87.60%	12.40%	33,824	4.27%	\$108,016
TARGET	548	30096	Atlanta-Sandy Springs-Roswell, GA	GA	\$49.48	\$87.63	70.19%	29.81%	70,485	1.78%	\$99,195
TARGET	548	30097	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.26	\$48.48	85.43%	14.57%	53,082	3.49%	\$178,279
TARGET	548	30101	Atlanta-Sandy Springs-Roswell, GA	GA	\$51.33	\$42.47	84.77%	15.23%	63,647	3.13%	\$143,815
TARGET	548	30102	Atlanta-Sandy Springs-Roswell, GA	GA	\$46.97	\$41.62	80.51%	19.49%	47,368	6.88%	\$112,143
TARGET	548	30104	Atlanta-Sandy Springs-Roswell, GA	GA	\$68.40	\$61.34	89.46%	10.54%	4,853	-0.84%	\$84,755
TARGET	548	30106	Atlanta-Sandy Springs-Roswell, GA	GA	\$41.43	\$39.50	87.43%	12.57%	22,370	2.97%	\$90,717
TARGET	548	30107	Atlanta-Sandy Springs-Roswell, GA	GA	\$62.83	\$53.33	78.07%	21.93%	19,302	11.80%	\$131,752
TARGET	548	30108	Atlanta-Sandy Springs-Roswell, GA								