

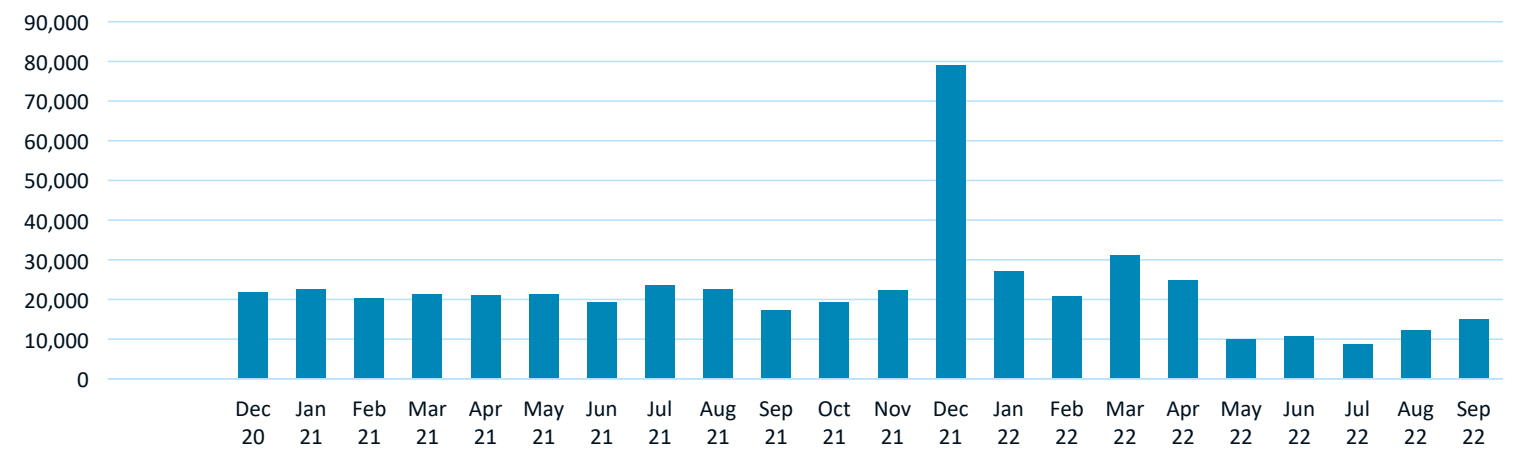
Mobile Insights Summary



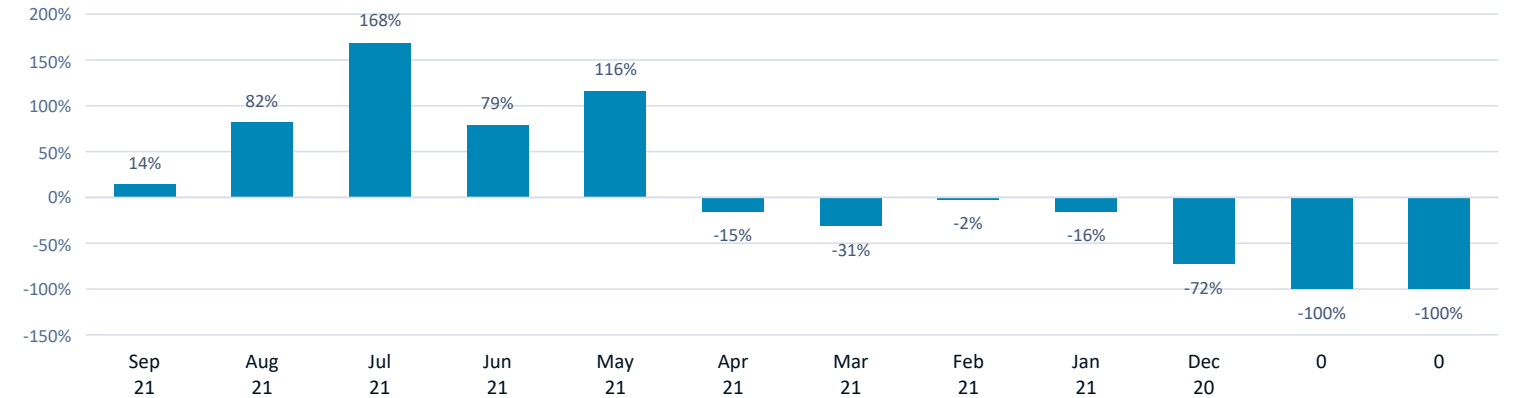
Costco

Location Name	Costco	Estimated Annual Visits	239,750
Address	2395 E Lacey Blvd	Repeat Visitors	42%
City, State	Hanford, CA	Tourist Visits	15.7%
Category	Warehouse Club	Average Distance From Home	9.56 mi
Brand	Costco	Average Dwell Time	26 min

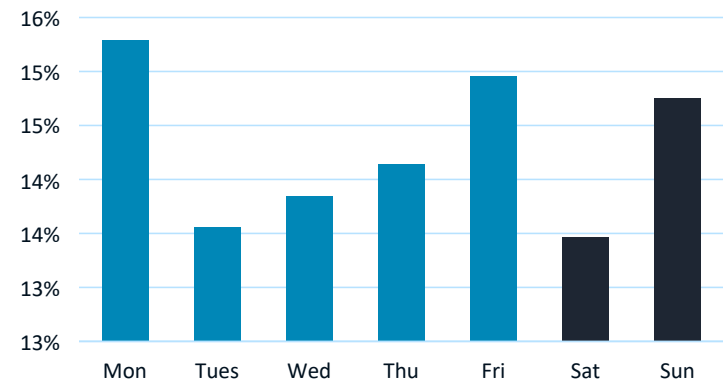
Estimated Visits by Month



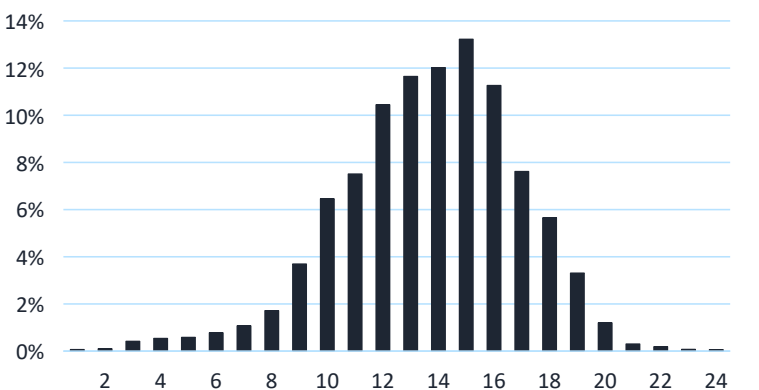
Month over Month Change in Estimated Visits



Visits by Day of the Week



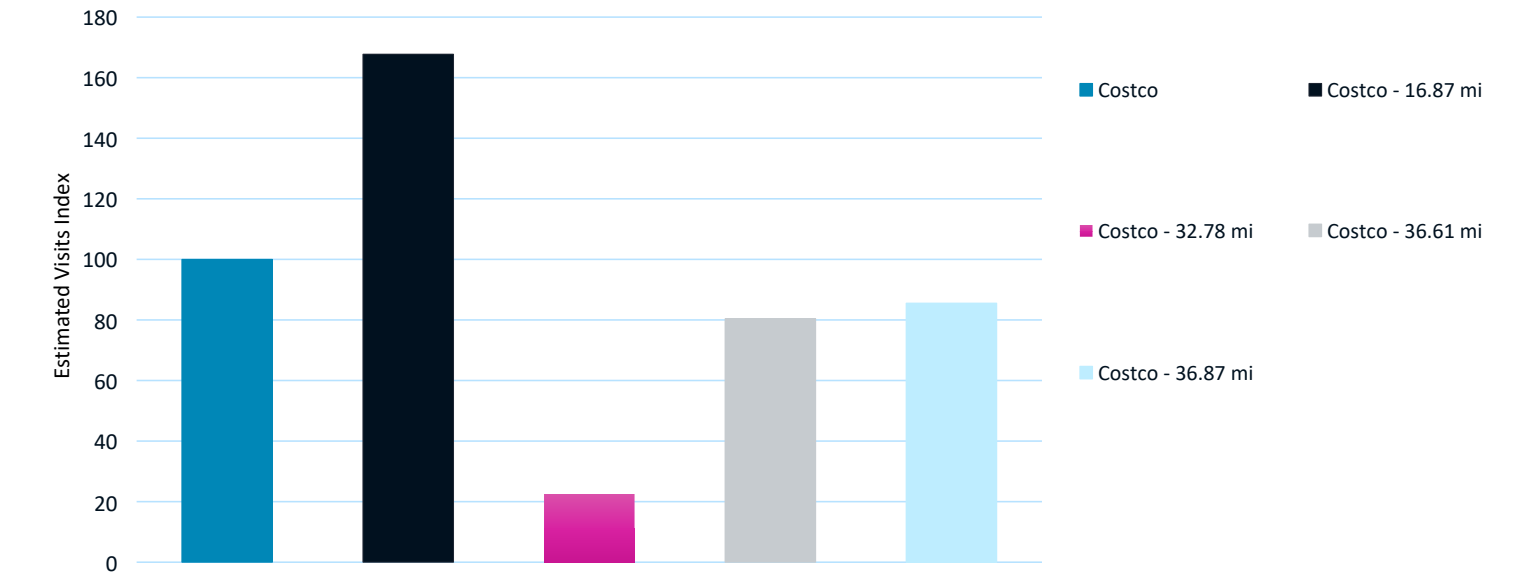
Visits by Time of Day



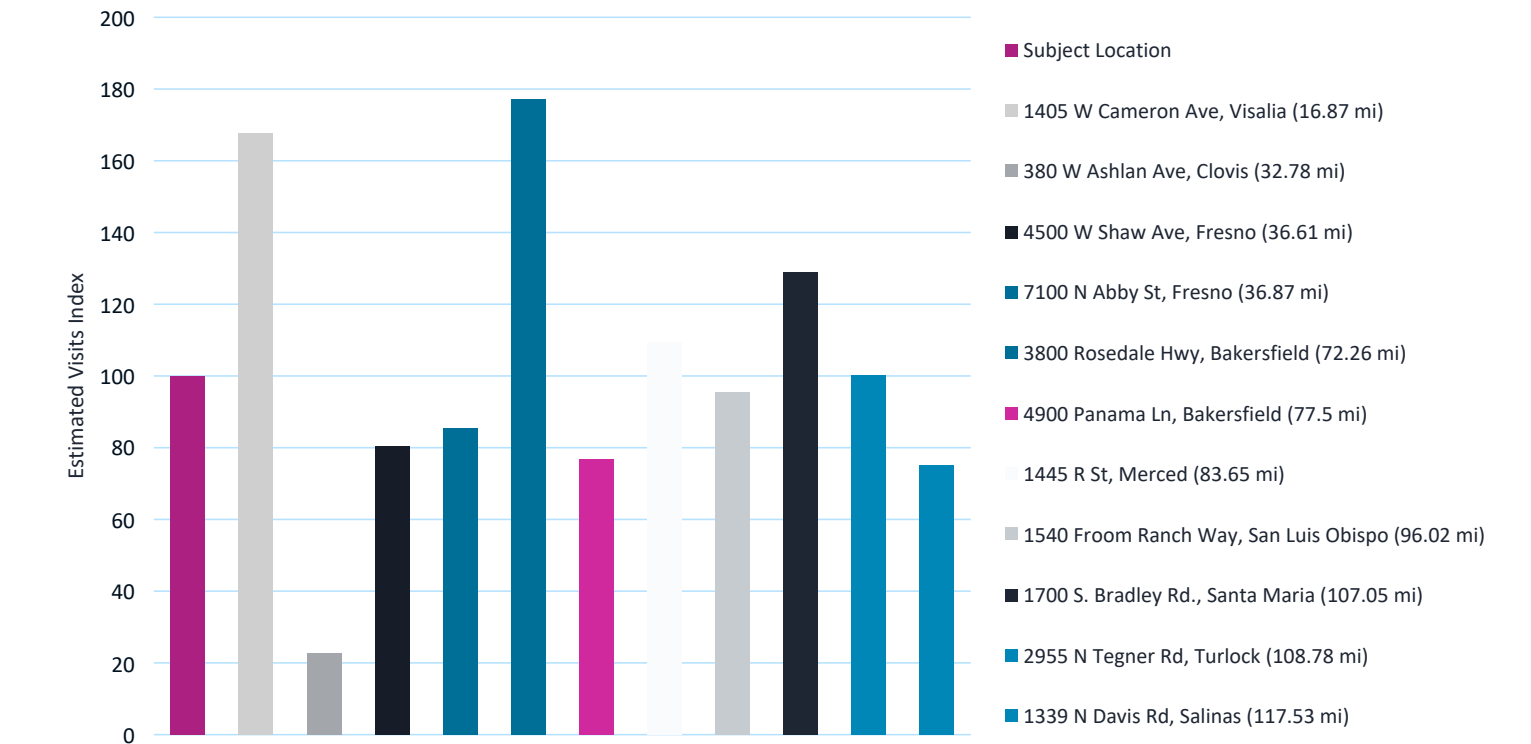
Ranking Summary

Warehouse Club Rank in State	#1 of 1	Costco Rank in CA	#61 of 124
Warehouse Club Rank in DMA (Fresno-Visalia, CA)	#1 of 8	Costco Rank in DMA	#3 of 6

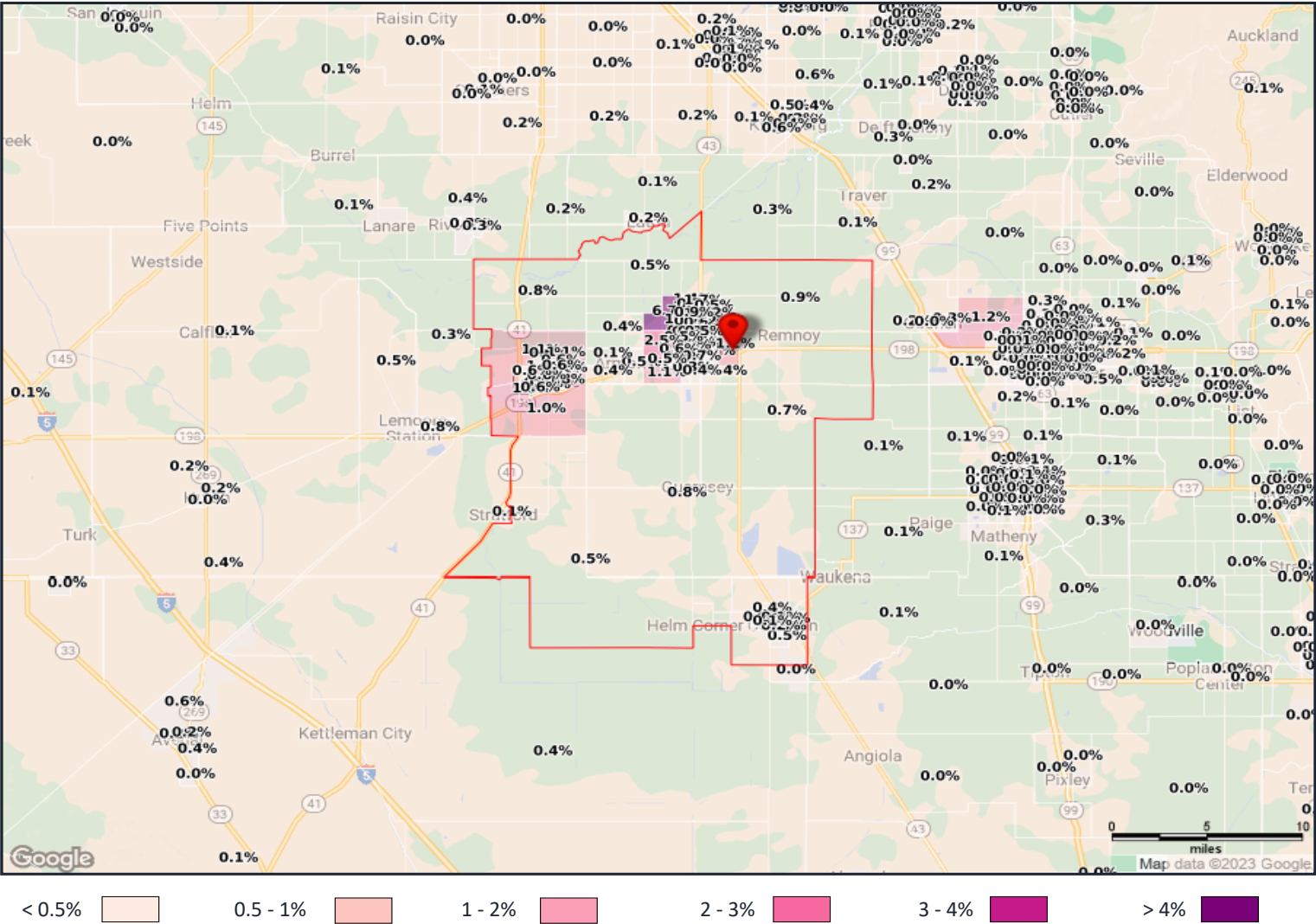
Nearest 5 Warehouse Club Competitors



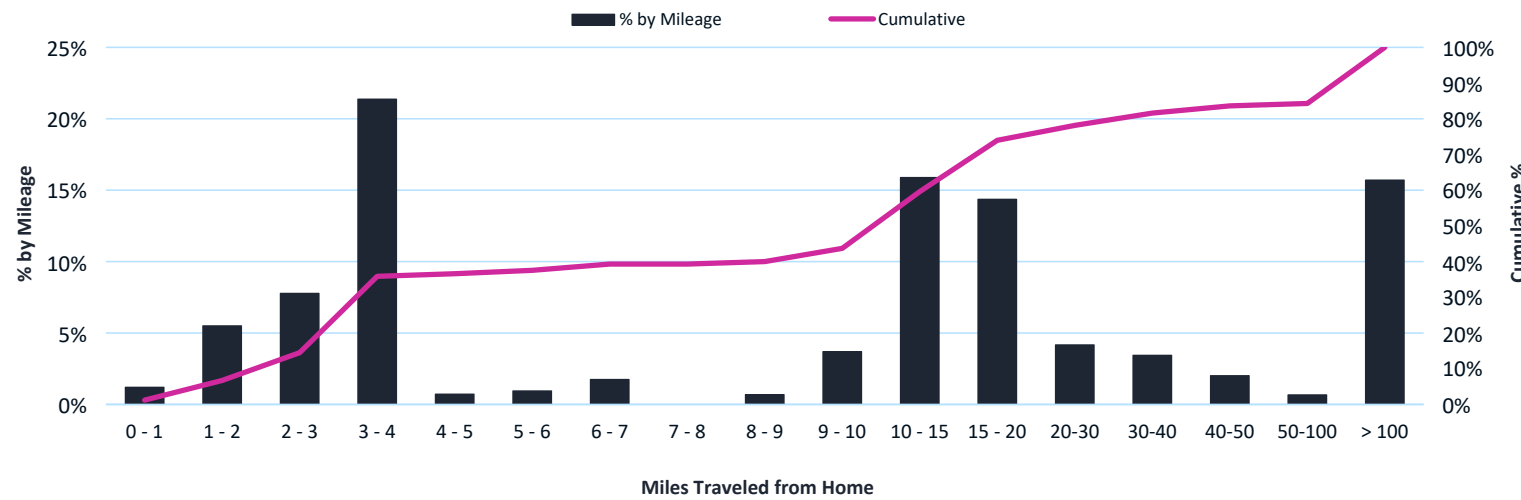
Nearest 10 Costco



Percent of Visitors by Blockgroup



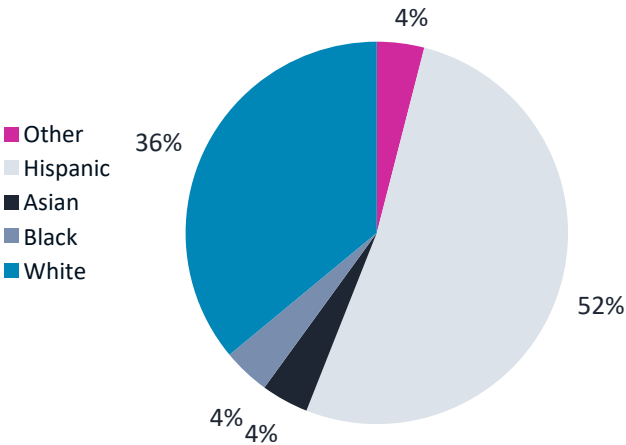
Visitor's Distance Traveled from Home



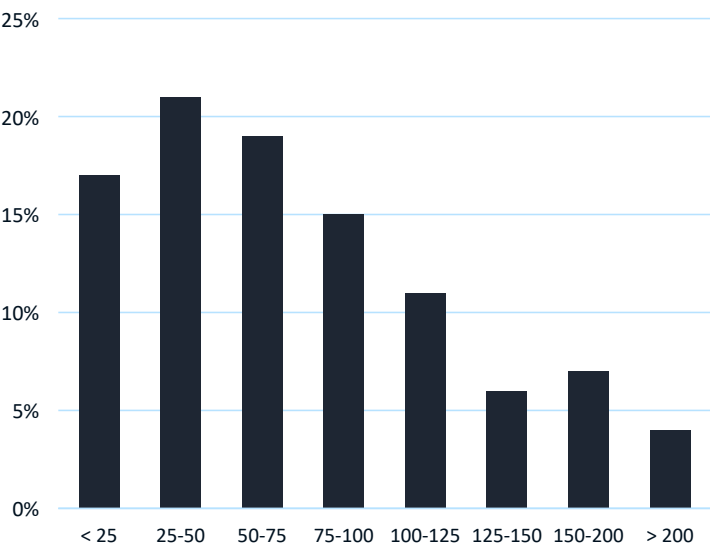
Population & Household Summary

2022 Population Estimate	115,916
2027 Projected Population	124,632
Pop. Growth 2010 - 2022	2.9%
Pop. Growth 2022 - 2027	7.5%
Median Age	34.1
2022 Household Estimate	36,942
2027 Household Estimate	39,757
HHd. Growth 2022 - 2027	7.6%
HHd. Growth 2010 - 2022	2.6%
Median Income	\$64,467

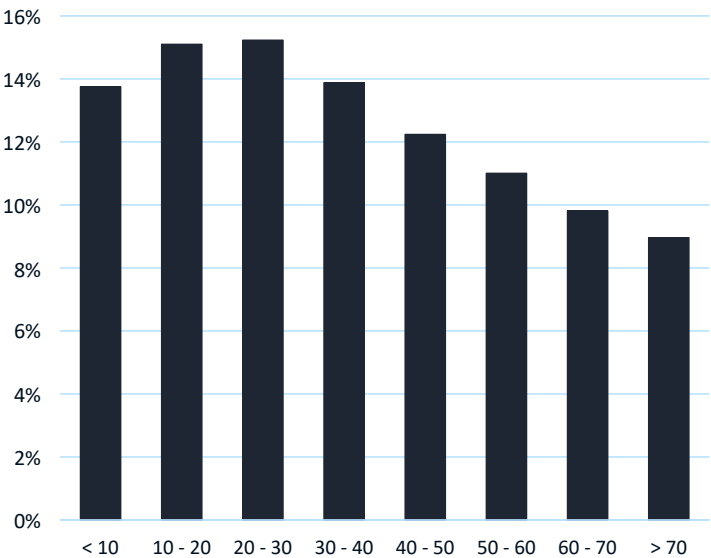
Population by Race



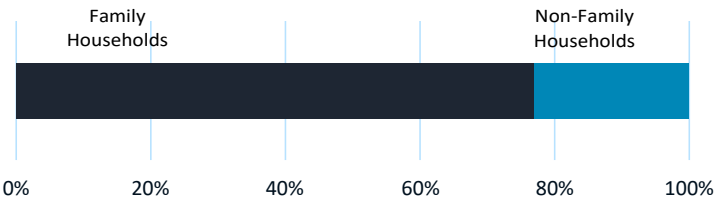
Household Income



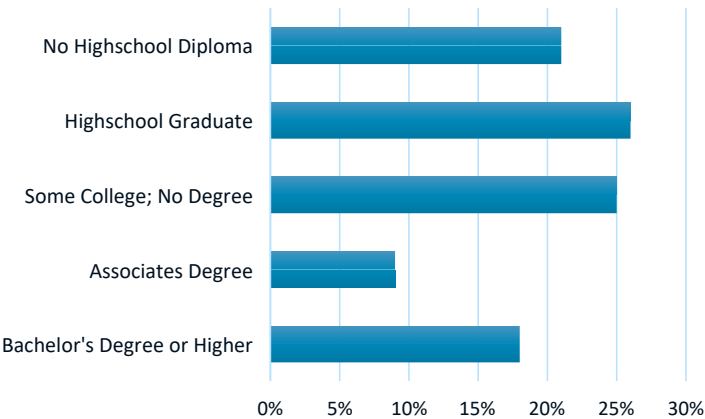
Household Age



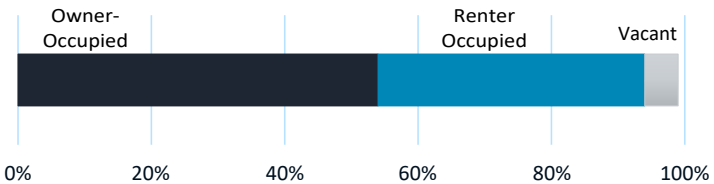
Type of Household



Educational Attainment



Household by Tenure



Estimated Annual Visits

Number of estimated visits within the last twelve months. The estimated visits is created using a machine learning model that uses ground truth data and other features to tune the estimation model.

Average Dwell Time

Average minimum dwell time in minutes from visits tracked within the last month.

Average Distance Traveled in Miles

Average distance from visitor's likely home location.

Repeat Visitors

% of visitors who have made multiple visits to this location during the last month.

Visits by Day

The % of visits by day of the week. This information is representative of the last month.

Visits by Month

The % of visits by month. This information is representative of the last twelve months.

Visits by Time of Day

The % of visits by hour. This information is representative of the last month.

% Tourists

The % of visitors who's likely home location is not within 100 miles of the subject site.