

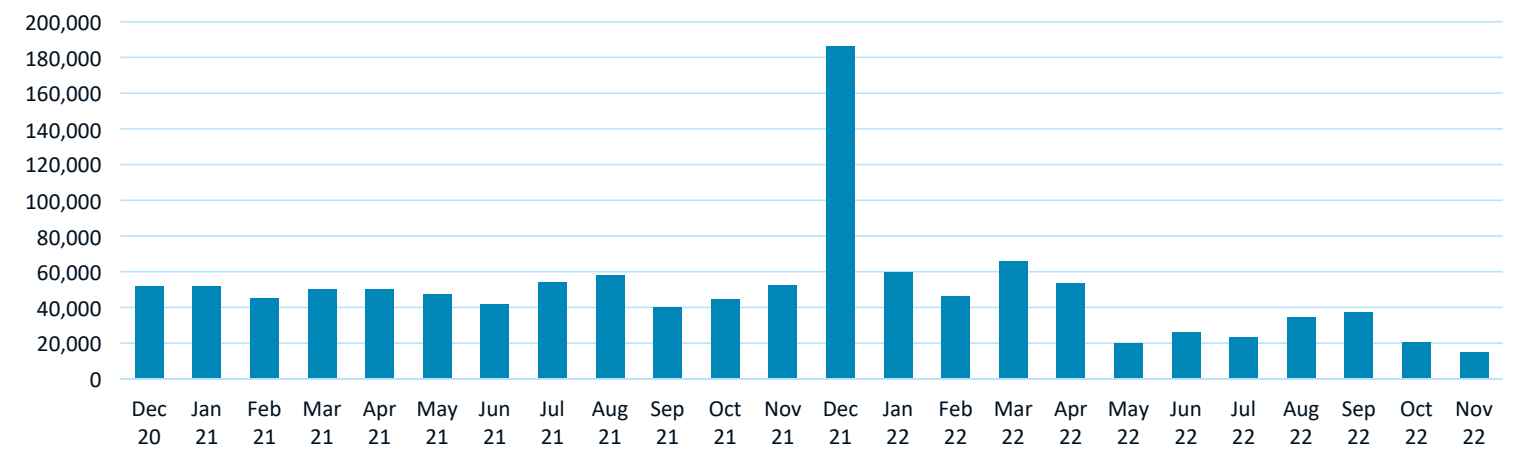
Mobile Insights Summary

Marketplace at Hanford, The

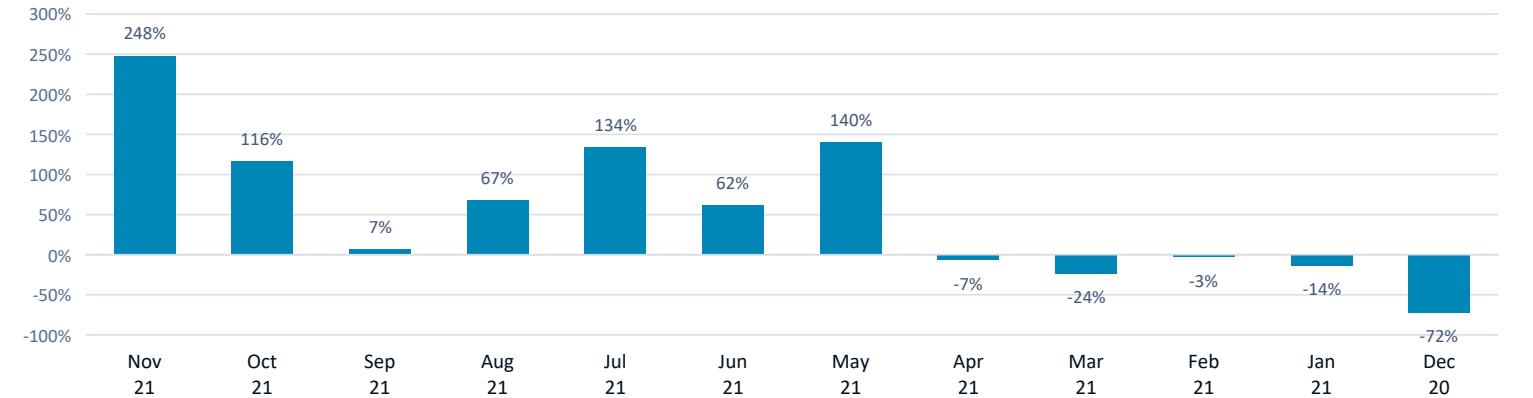


Location Name	Marketplace at Hanford, The	Estimated Annual Visits	587,190
Address	110 12th Ave	Repeat Visitors	30%
City, State	Hanford, CA	Tourist Visits	18.2%
Category	Malls and Shopping Centers	Average Distance From Home	3.87 mi
Brand	Shopping Centers & Malls	Average Dwell Time	31 min

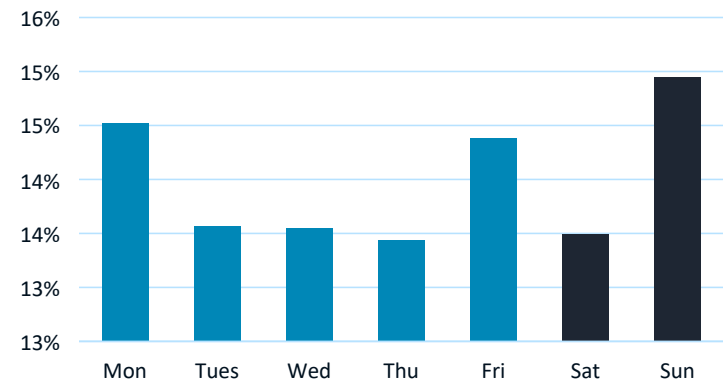
Estimated Visits by Month



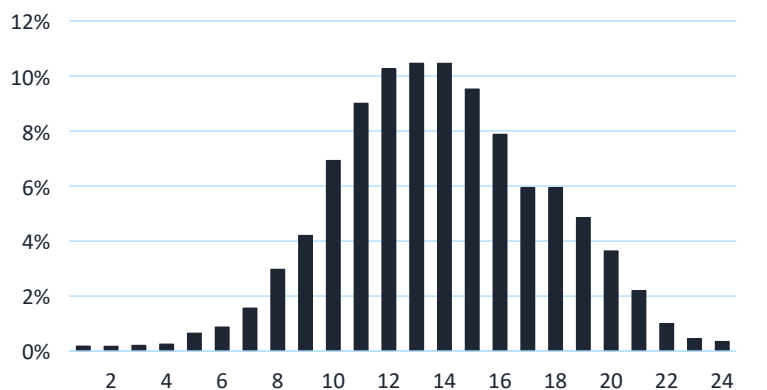
Month over Month Change in Estimated Visits



Visits by Day of the Week



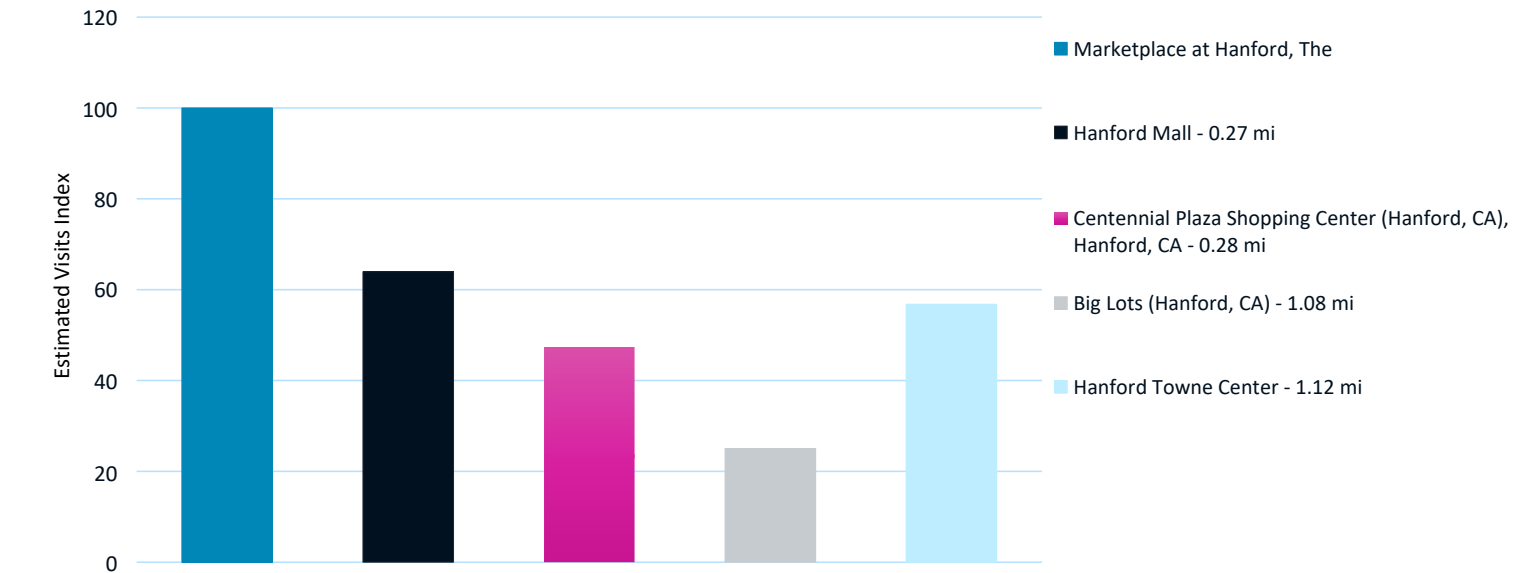
Visits by Time of Day



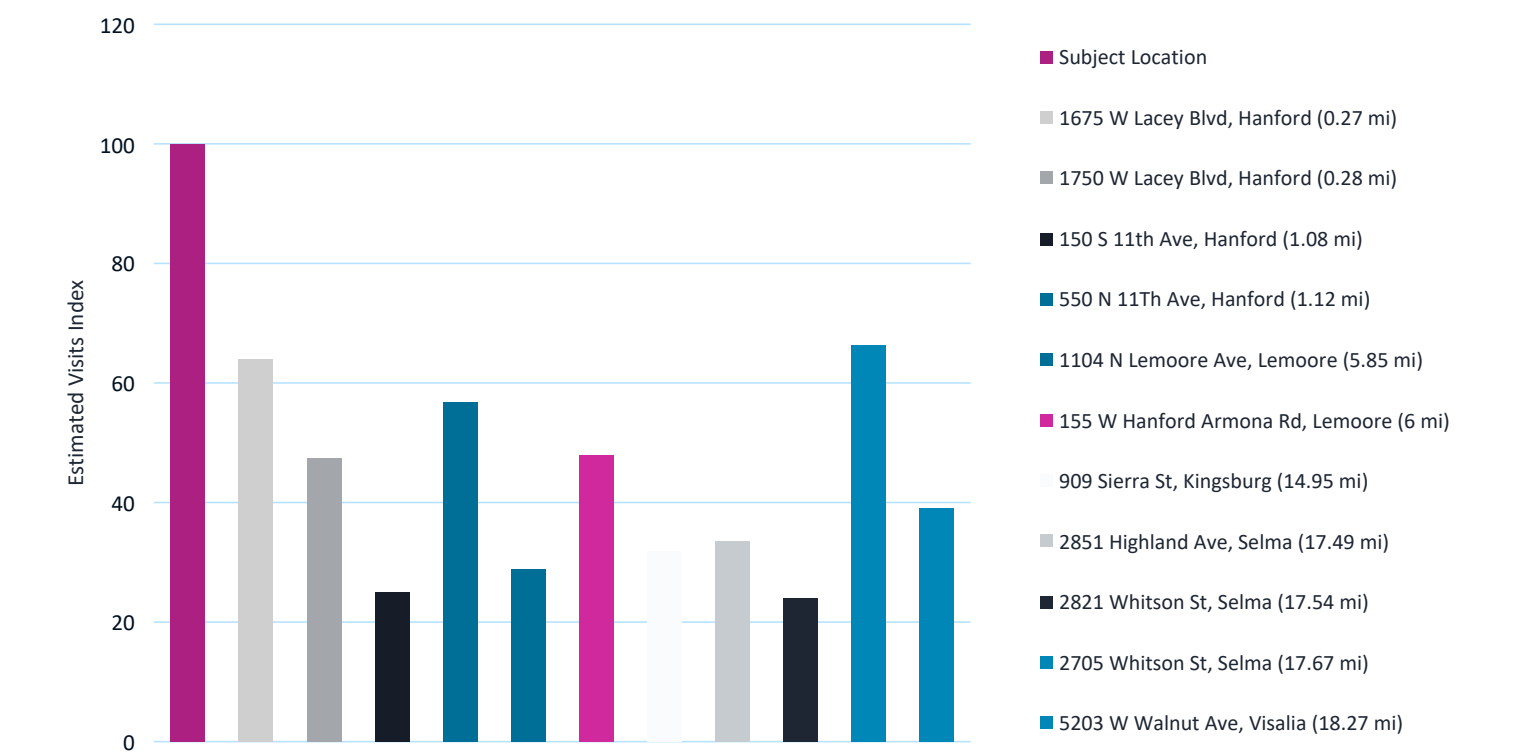
Ranking Summary

Malls and Shopping Centers Rank in State	#1 of 7	Shopping Centers & Malls Rank in CA	#204 of 2796
Malls and Shopping Centers Rank in DMA (Fres	#1 of 156	Shopping Centers & Malls Rank in DMA	#11 of 156

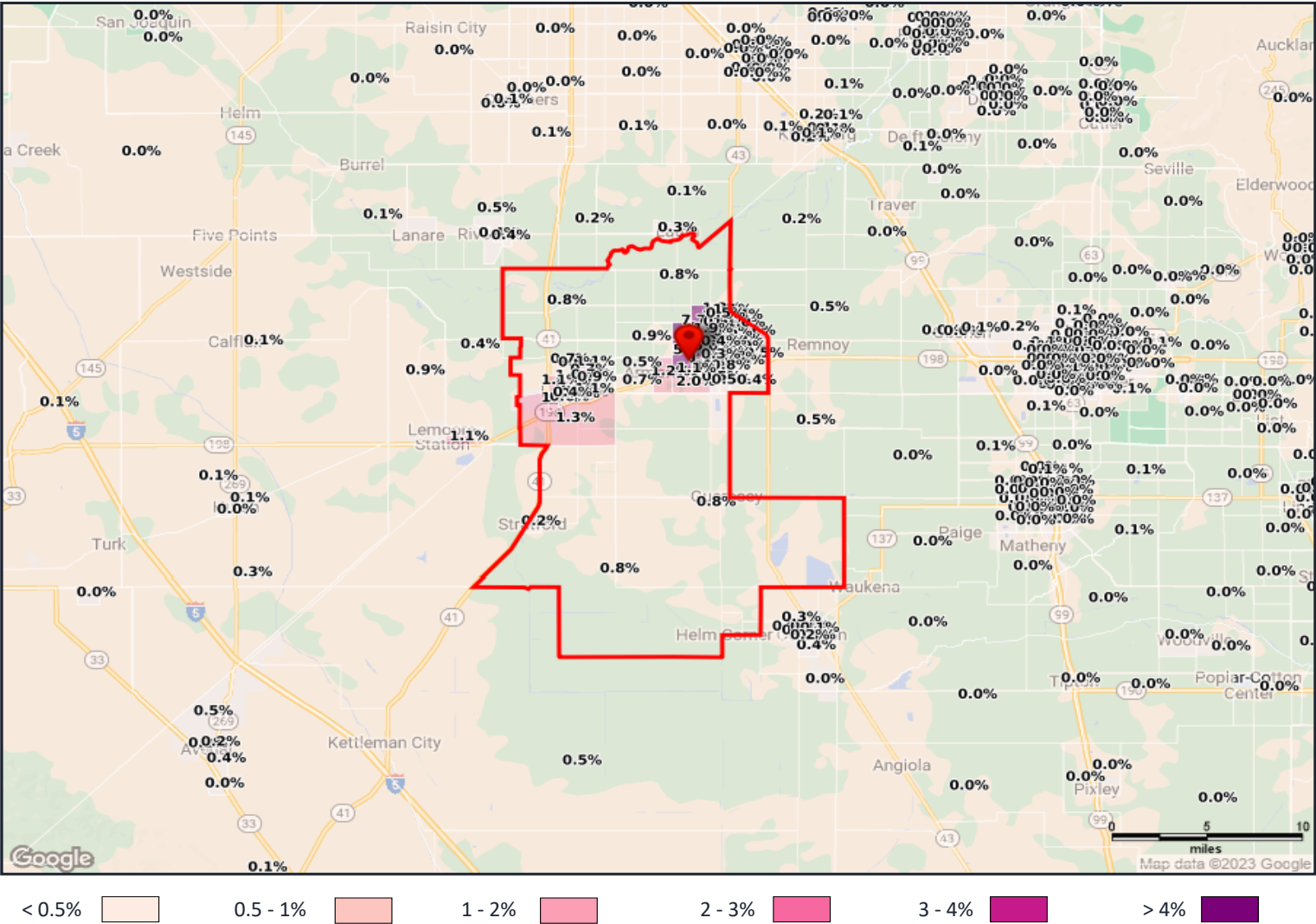
Nearest 5 Malls and Shopping Centers Competitors



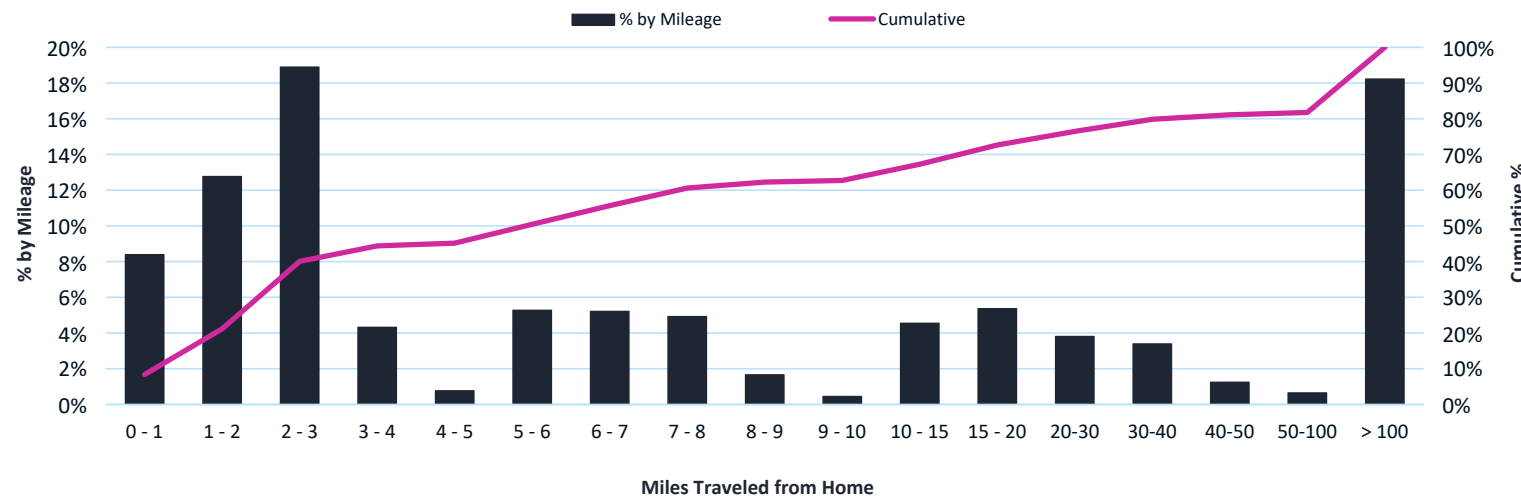
Nearest 10 Shopping Centers & Malls



Percent of Visitors by Blockgroup



Visitor's Distance Traveled from Home



# Mobile Insights Summary

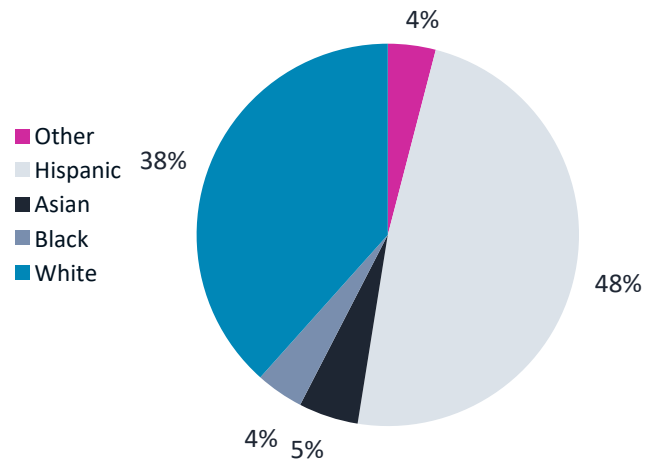
Marketplace at Hanford, The



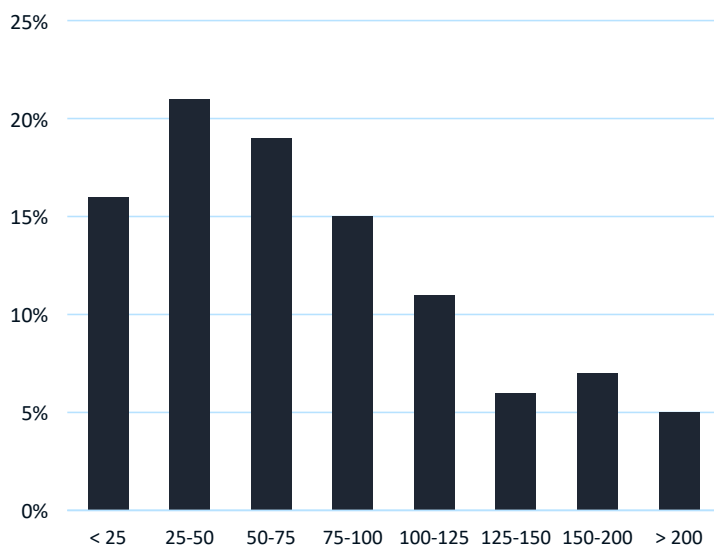
## Population & Household Summary

2022 Population Estimate	101,005
2027 Projected Population	108,827
Pop. Growth 2010 - 2022	3.2%
Pop. Growth 2022 - 2027	7.7%
Median Age	34.4
2022 Household Estimate	32,558
2027 Household Estimate	35,110
HHd. Growth 2022 - 2027	7.8%
HHd. Growth 2010 - 2022	2.9%
Median Income	\$66,739

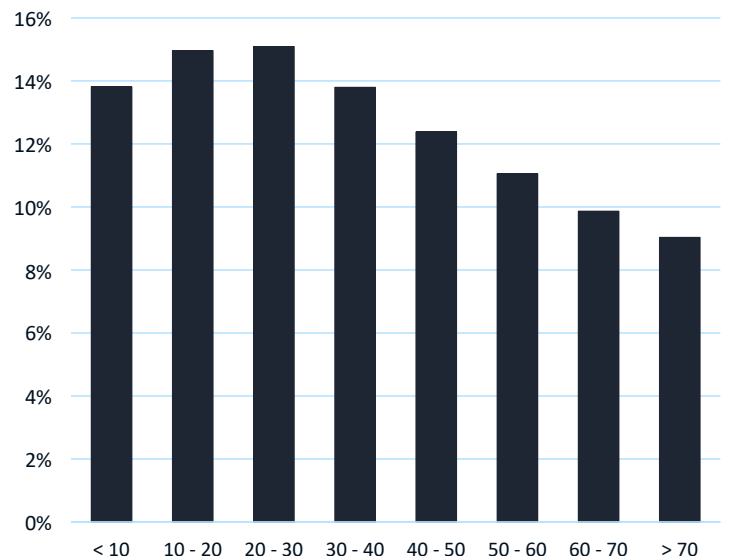
## Population by Race



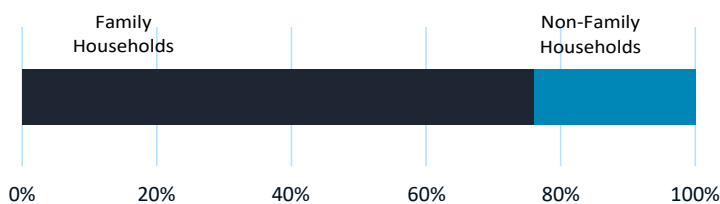
## Household Income



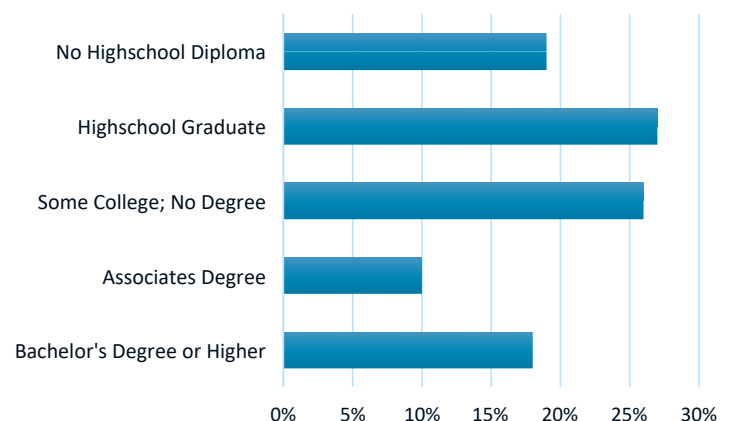
## Household Age



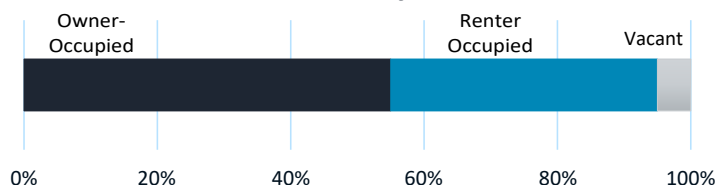
## Type of Household



## Educational Attainment



## Household by Tenure



## Definitions

---

### 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.