



Property Overview

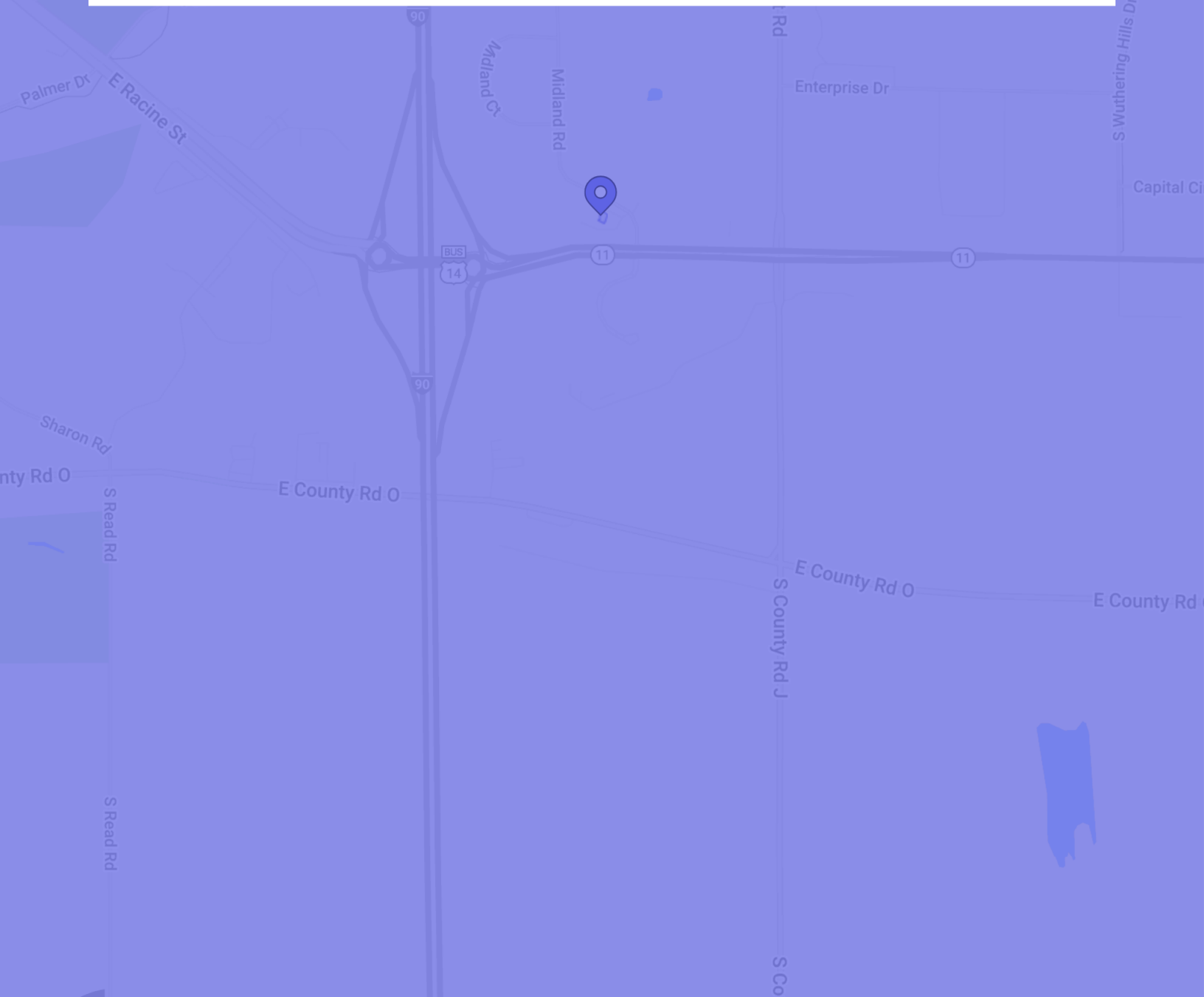
Dec 1, 2023 - Nov 30, 2024

Property:



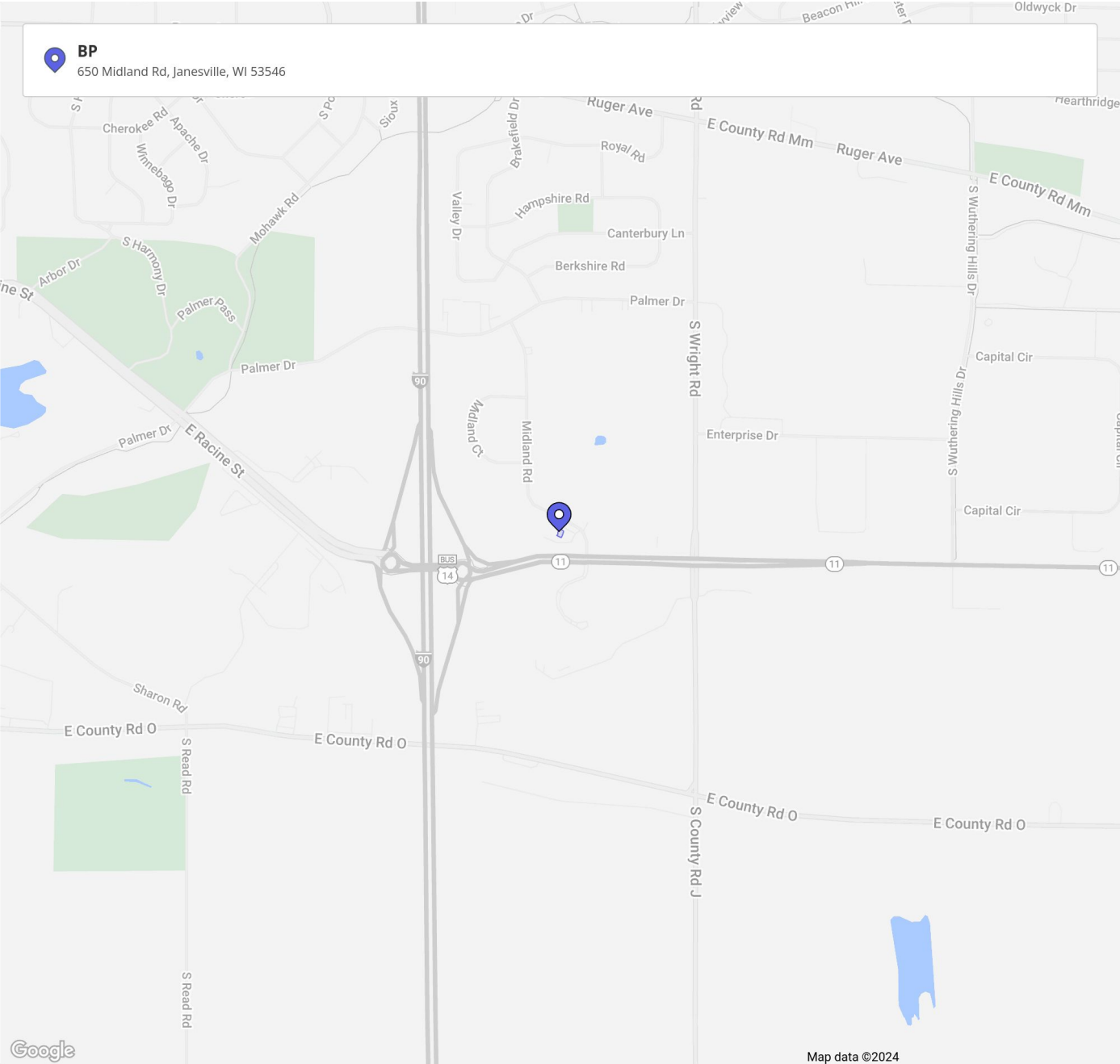
BP

650 Midland Rd, Janesville, WI 53546



Property Overview

Dec 1, 2023 - Nov 30, 2024



Metrics

BP

650 Midland Rd, Janesville, WI 53546

Visits	337.2K	Avg. Dwell Time	11 min
Visits / sq ft	94.37	Panel Visits	25.6K
Size - sq ft	3.6K	Visits YoY	-0.5%
Visitors	217.5K	Visits Yo2Y	-9.9%
Visit Frequency	1.54	Visits Yo3Y	-10%

Dec 1st, 2023 - Nov 30th, 2024

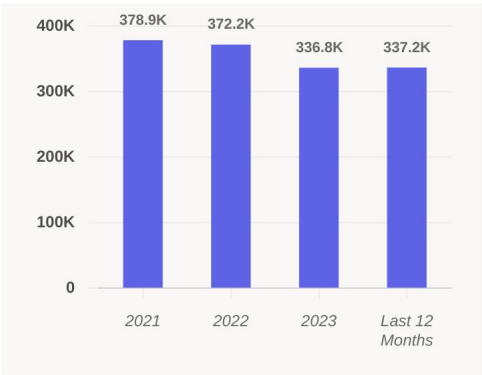
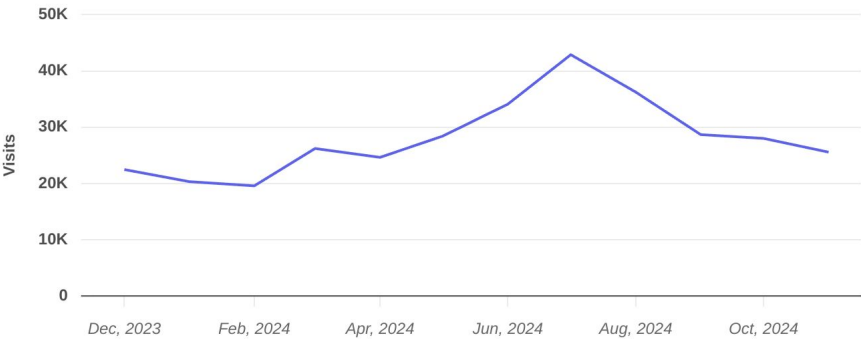
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

BP

Midland Rd, Janesville, WI



Monthly | Visits | Dec 1st, 2023 - Nov 30th, 2024

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Audience Overview

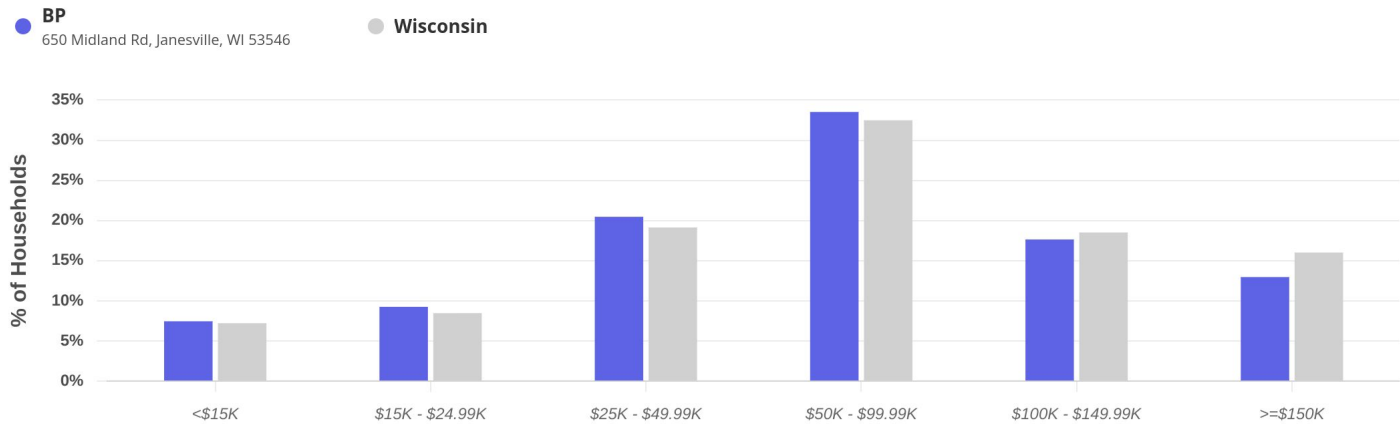
Summary

Property	Median Household Income	Bachelor's Degree or Higher	Most Common Ethnicity	Persons per Household
BP Midland Rd, Janesville, WI	\$68K	28.1%	White (77.6%)	2.35
Wisconsin	\$73.1K	32.1%	White (79.5%)	2.37

Dec 1st, 2023 - Nov 30th, 2024 | Data Source: STI: Popstats
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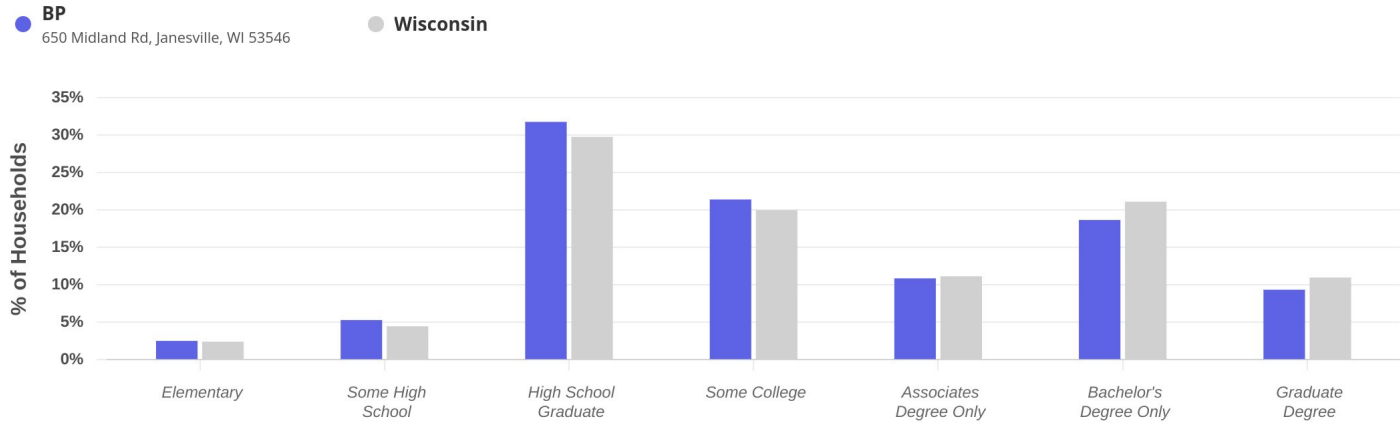
Household Income



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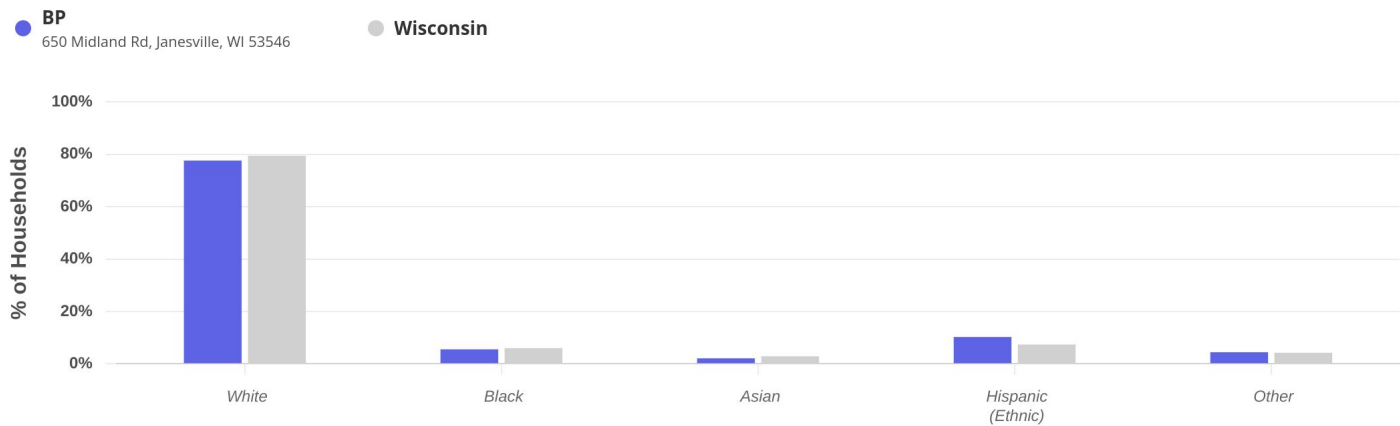
Education



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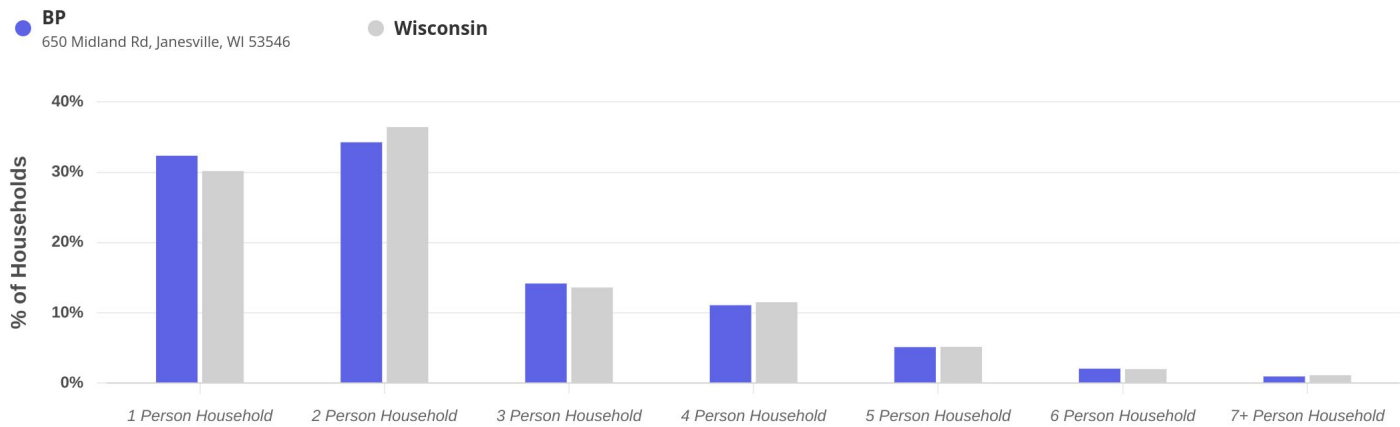
Ethnicity



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Household Size



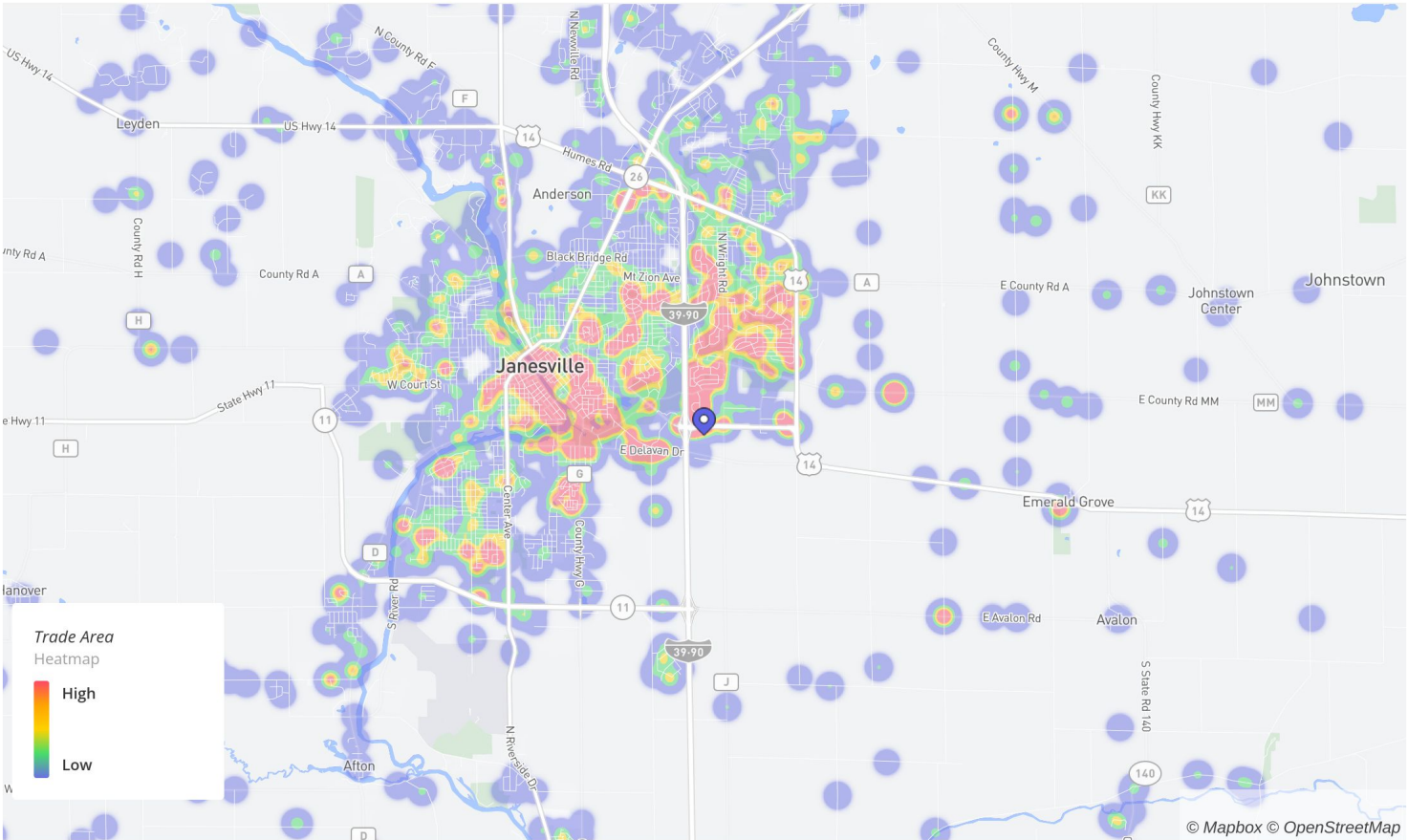
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Market Landscape



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

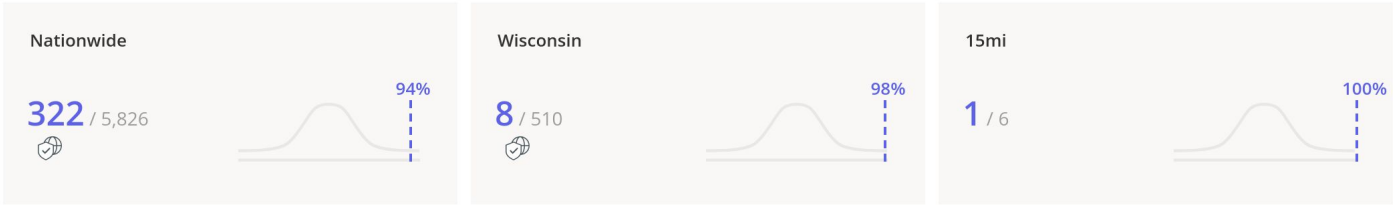
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Ranking Overview

● BP

650 Midland Rd, Janesville, WI 53546



Chain: BP | Visits | Dec 1st, 2023 - Nov 30th, 2024

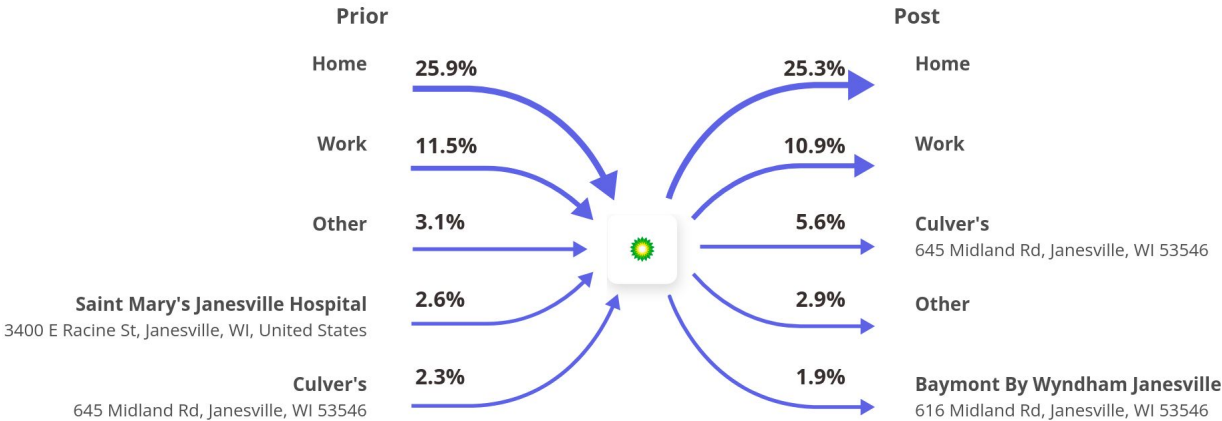
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Visitor Journey

● BP

650 Midland Rd, Janesville, WI 53546



Show by: | Dec 1st, 2023 - Nov 30th, 2024

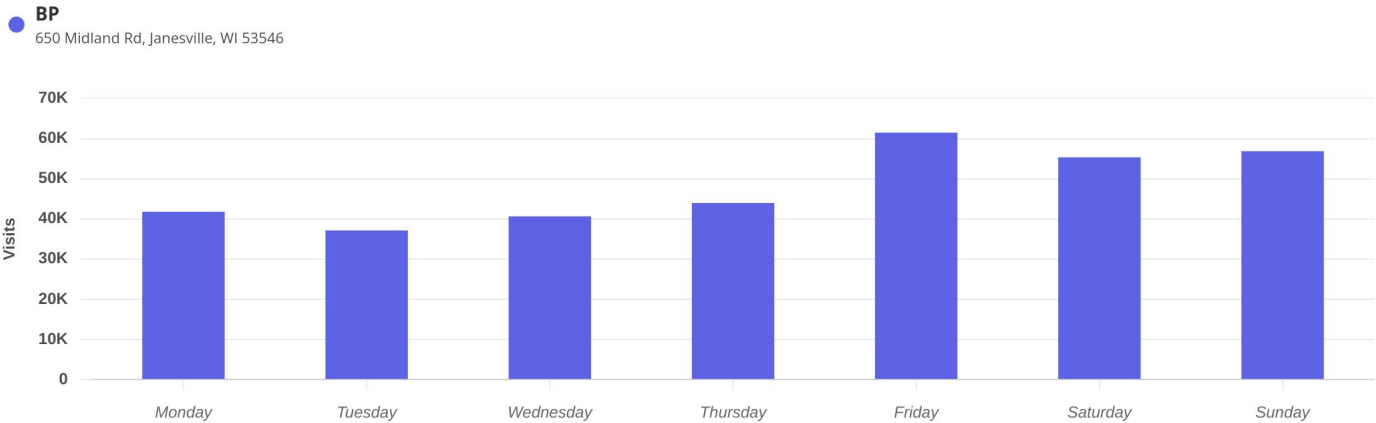
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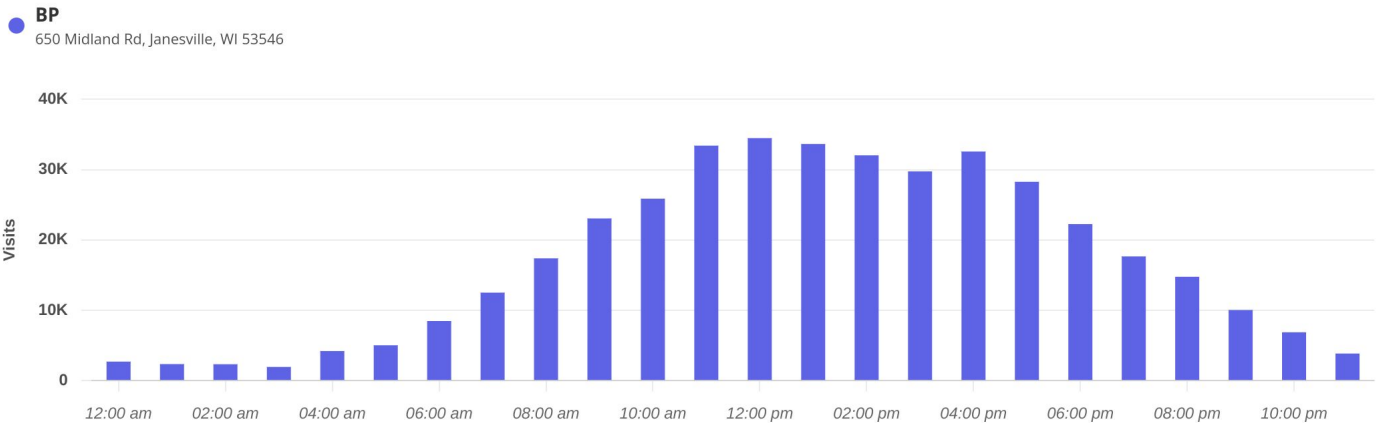
Daily Visits



Visits | Dec 1st, 2023 - Nov 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits



Visits | Dec 1st, 2023 - Nov 30th, 2024
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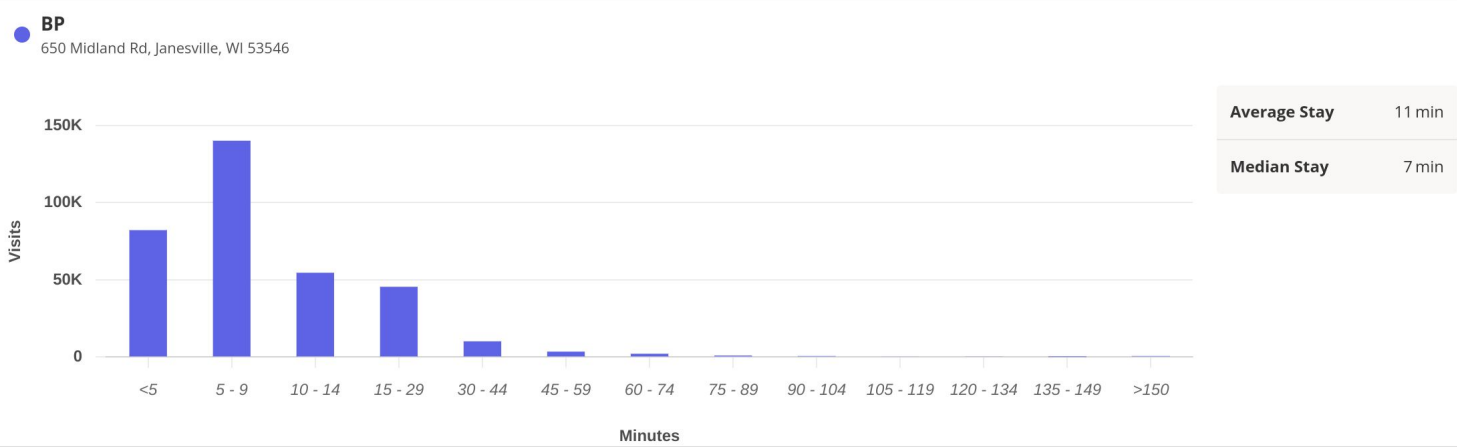
Favorite Places

BP / Midland Rd, Janesville, WI			
Rank	Name	Distance	Visitors
1	O'Hare International Airport / 10000 W O'Hare Ave, Chicago, IL 60666	72.7 mi	35.7K (16.4%)
2	Pine Tree Plaza / 2900 Deerfield Dr, Janesville, WI 53546	3.3 mi	21.3K (9.8%)
3	Janesville Mall / 2500 Milton Ave, Janesville, WI 53545	3 mi	19.7K (9.1%)
4	Walmart / 3800 Deerfield Dr, Janesville, WI 53546	3.7 mi	19.1K (8.8%)
5	Woodman's Market / 2819 N Lexington Dr, Janesville, WI 53545	3.2 mi	15.6K (7.2%)
6	Minneapolis - Saint Paul International Airport / 4300 Glumack Dr, Minneapolis, MN 55450	260.7 mi	13.8K (6.3%)
7	Target / 2017 Humes Rd, Janesville, WI 53545	3.7 mi	13.7K (6.3%)
8	Kwik Trip / 1919 Humes Rd, Janesville, WI 53545	3.6 mi	13.7K (6.3%)
9	West Towne Mall / 66 W Towne Mall, Madison, WI 53719	37.8 mi	13.3K (6.1%)
10	Prairie Lakes / 2804 Prairie Lakes Dr, Sun Prairie, WI 53590	37.3 mi	13K (6%)

Category: All Categories | Min. Visits: 3 | Dec 1st, 2023 - Nov 30th, 2024
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Visit Duration



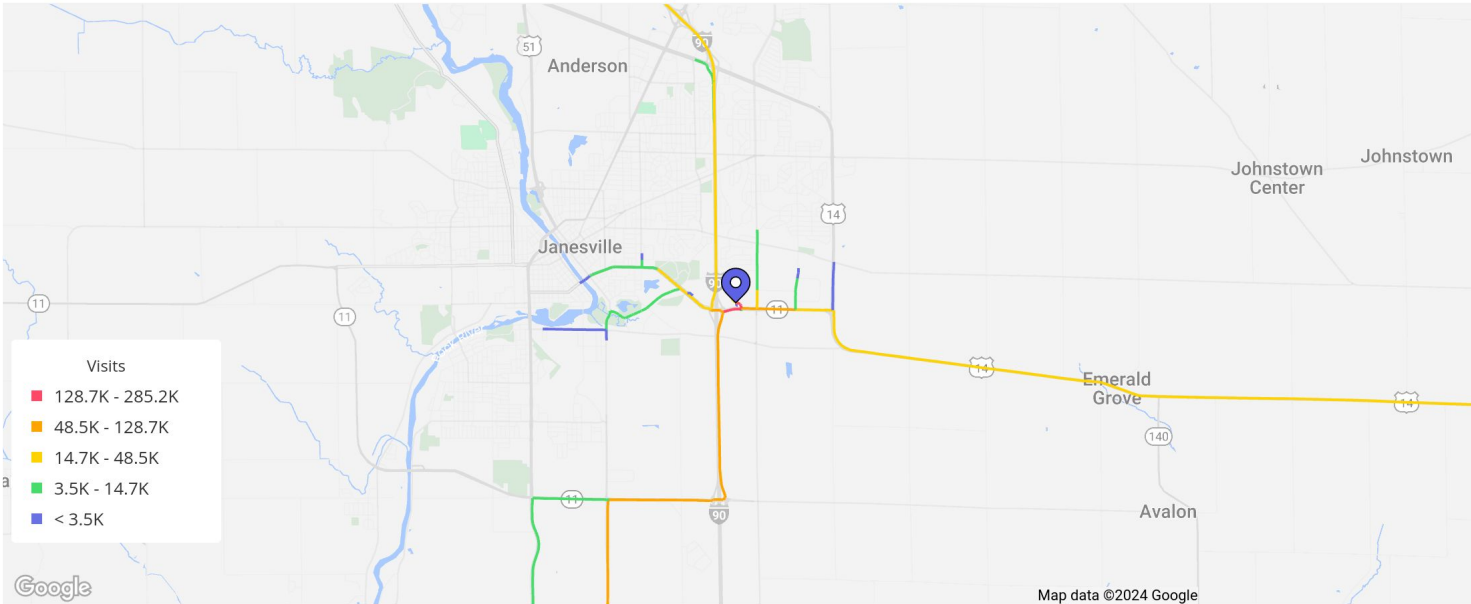
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Visitor Journey - Routes



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

Journey Direction: To Property | Dec 1st, 2023 - Nov 30th, 2024
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