



Placer.ai

State Street Foot Traffic

Feb 9, 2024 - Feb 8, 2025

Property:

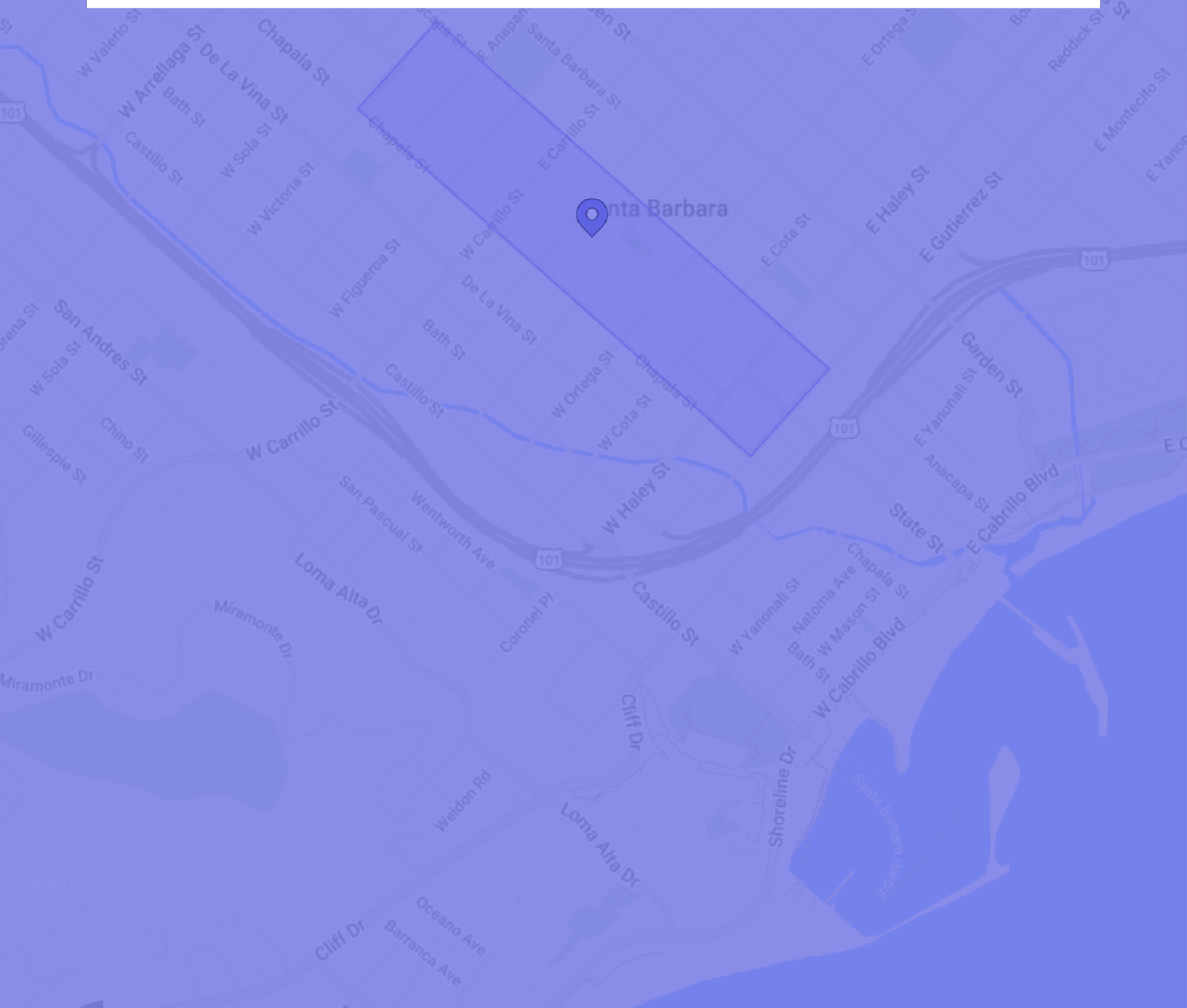


Investec Core DTSB

State Street, Santa Barbara, CA 93101



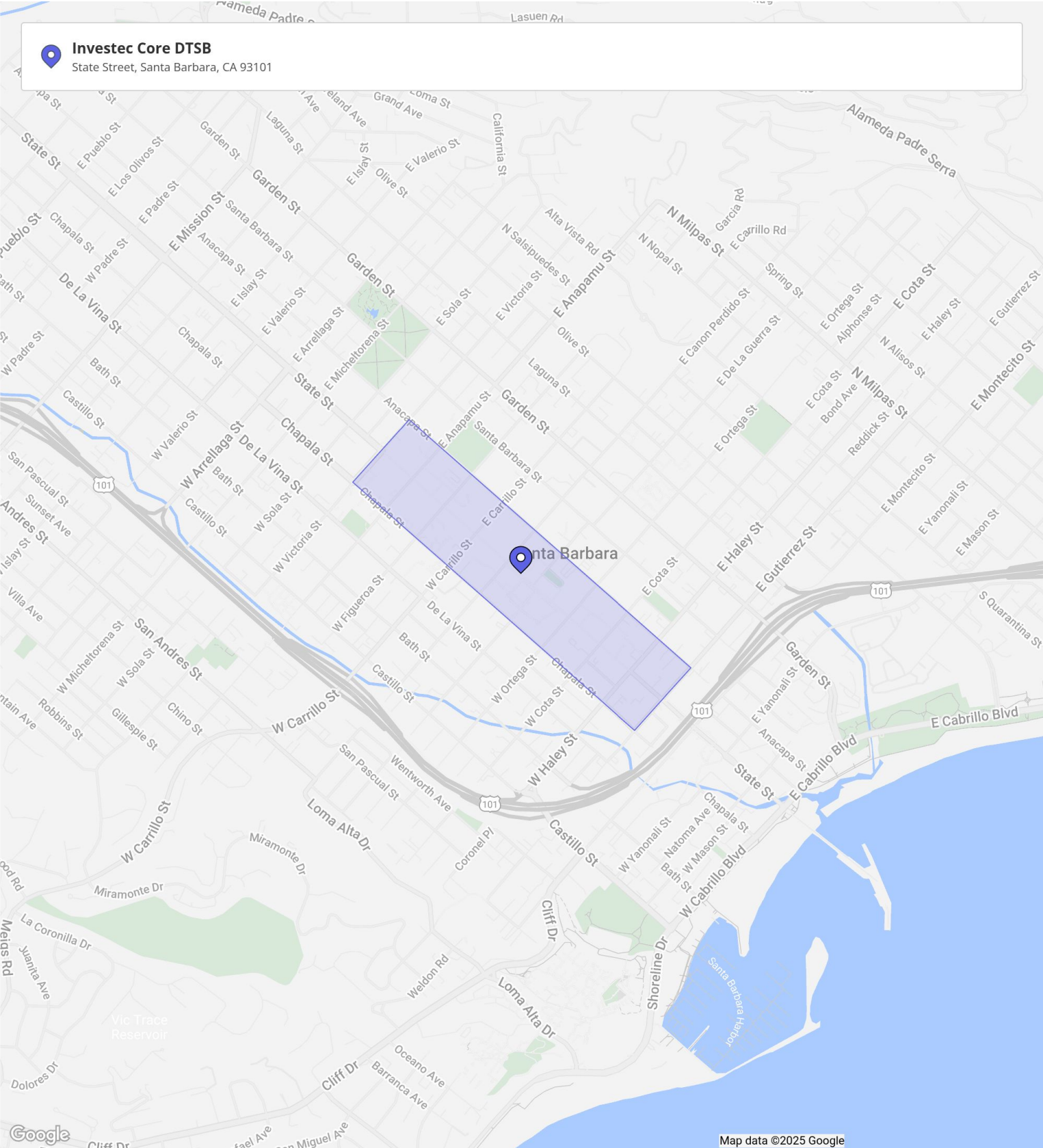
Scan to view on placer.ai platform





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Metrics

Investec Core DTSB
State Street, Santa Barbara, CA 93101

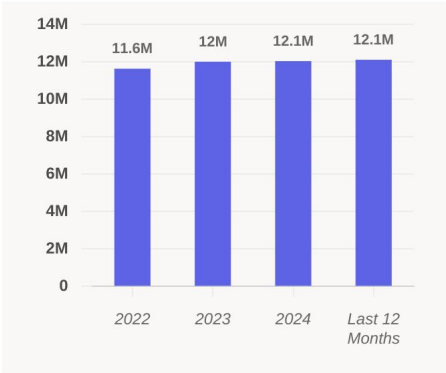
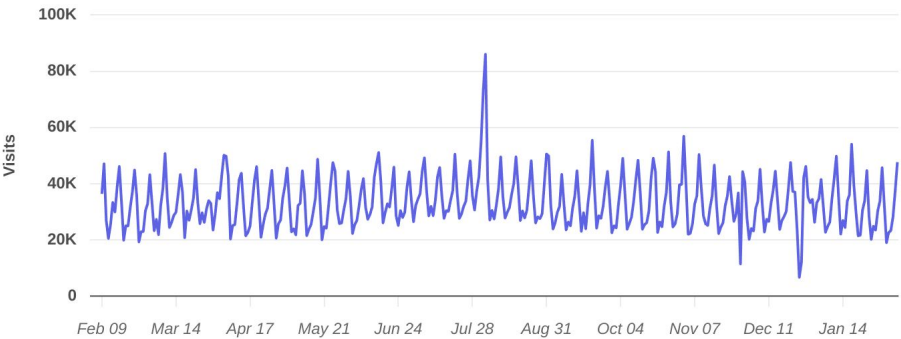
Visits	12.2M	Panel Visits	289.5K
Visitors	2.1M	Visits YoY	+1.9%
Visit Frequency	5.81	Visits Yo2Y	+2.7%
Avg. Dwell Time	105 min	Visits Yo3Y	+16.7%

Feb 9th, 2024 - Feb 8th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Investec Core DTSB
State Street, Santa Barbara, CA



Daily | Visits | Feb 9th, 2024 - Feb 8th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)





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Audience Overview

Summary

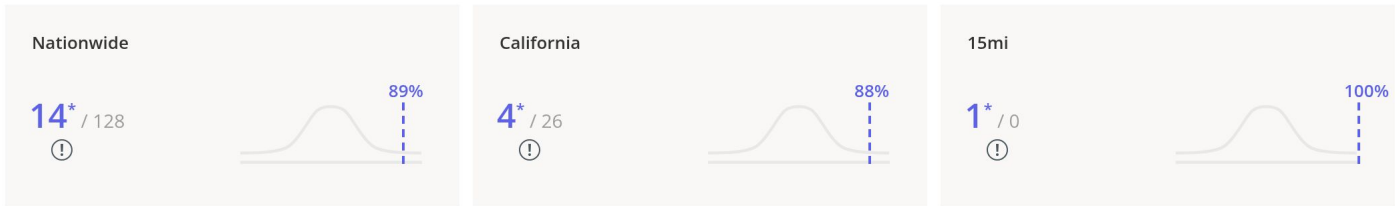
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Investec Core DTSB State Street, Santa Barba...	\$94.2K	48.0%	33.5	White (49.6%)	2.56
California	\$94K	35.8%	38.2	Hispanic (Ethnic) (39.5%)	2.87

Feb 9th, 2024 - Feb 8th, 2025 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



Ranking Overview

Investec Core DTSB
State Street, Santa Barbara, CA 93101



* Custom filters and dates are ignored. Ranking only supports 'full-months'. Showing report for: Feb 1st, 2024 - Jan 31st, 2025

Category: Shopping District | Visits | Feb 1st, 2024 - Jan 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



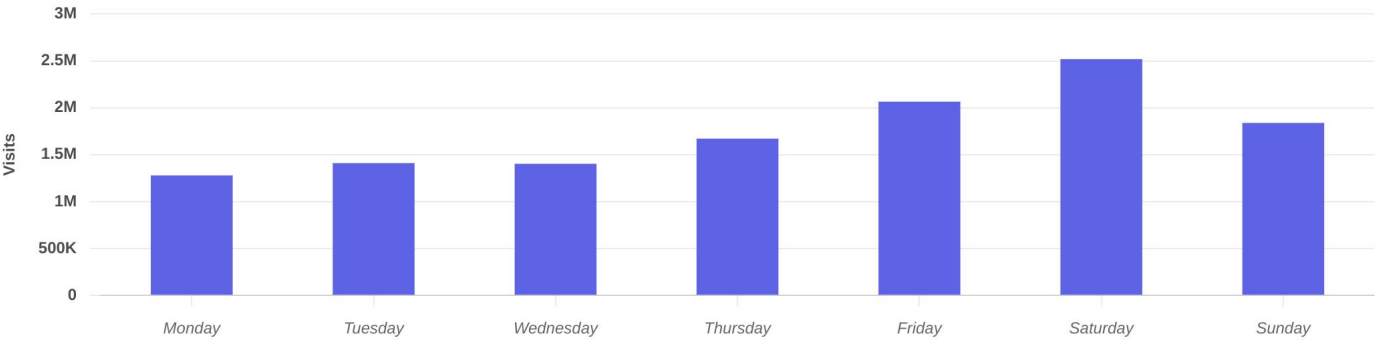


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Daily Visits

Investec Core DTSB
State Street, Santa Barbara, CA 93101

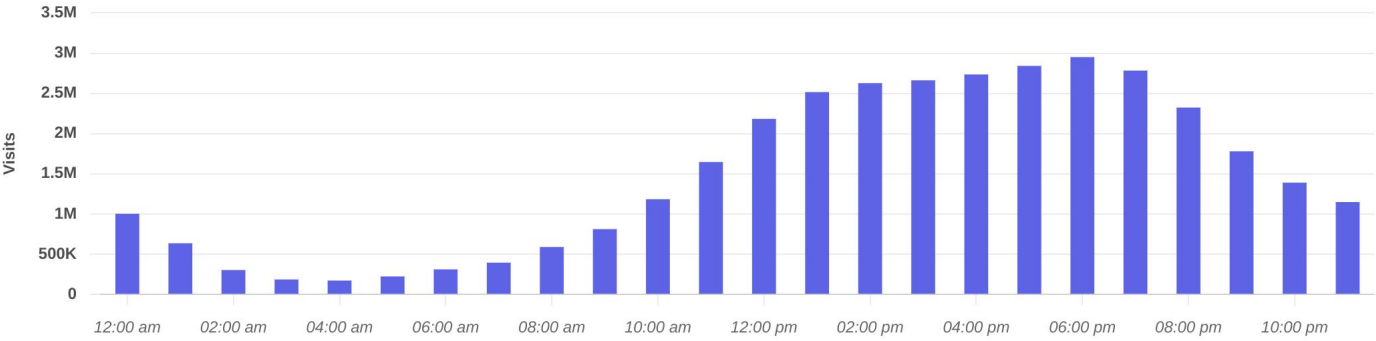


Visits | Feb 9th, 2024 - Feb 8th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



Hourly Visits

Investec Core DTSB
State Street, Santa Barbara, CA 93101



Visits | Feb 9th, 2024 - Feb 8th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



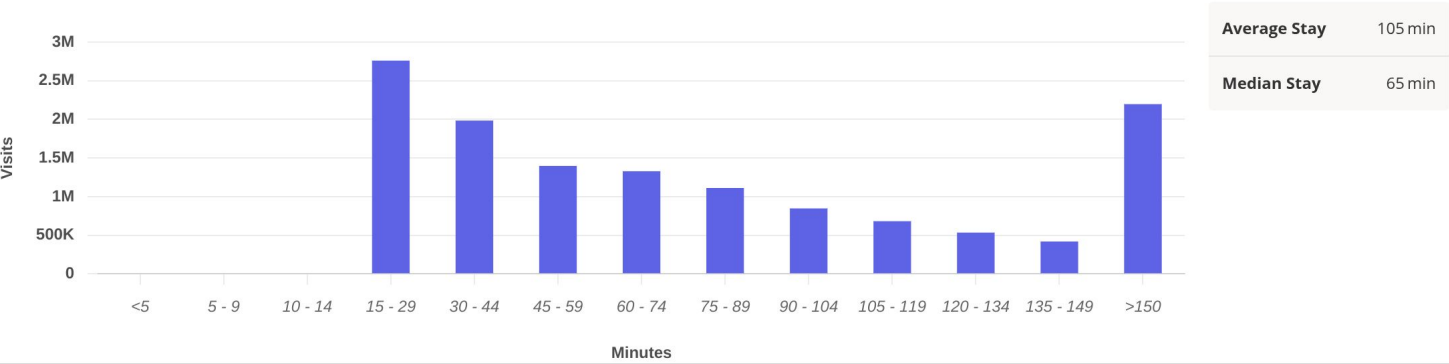


State Street Foot Traffic

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Visit Duration

Investec Core DTSB
State Street, Santa Barbara, CA 93101



Visits | Feb 9th, 2024 - Feb 8th, 2025
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