



Cannery Row YTD Property Overview

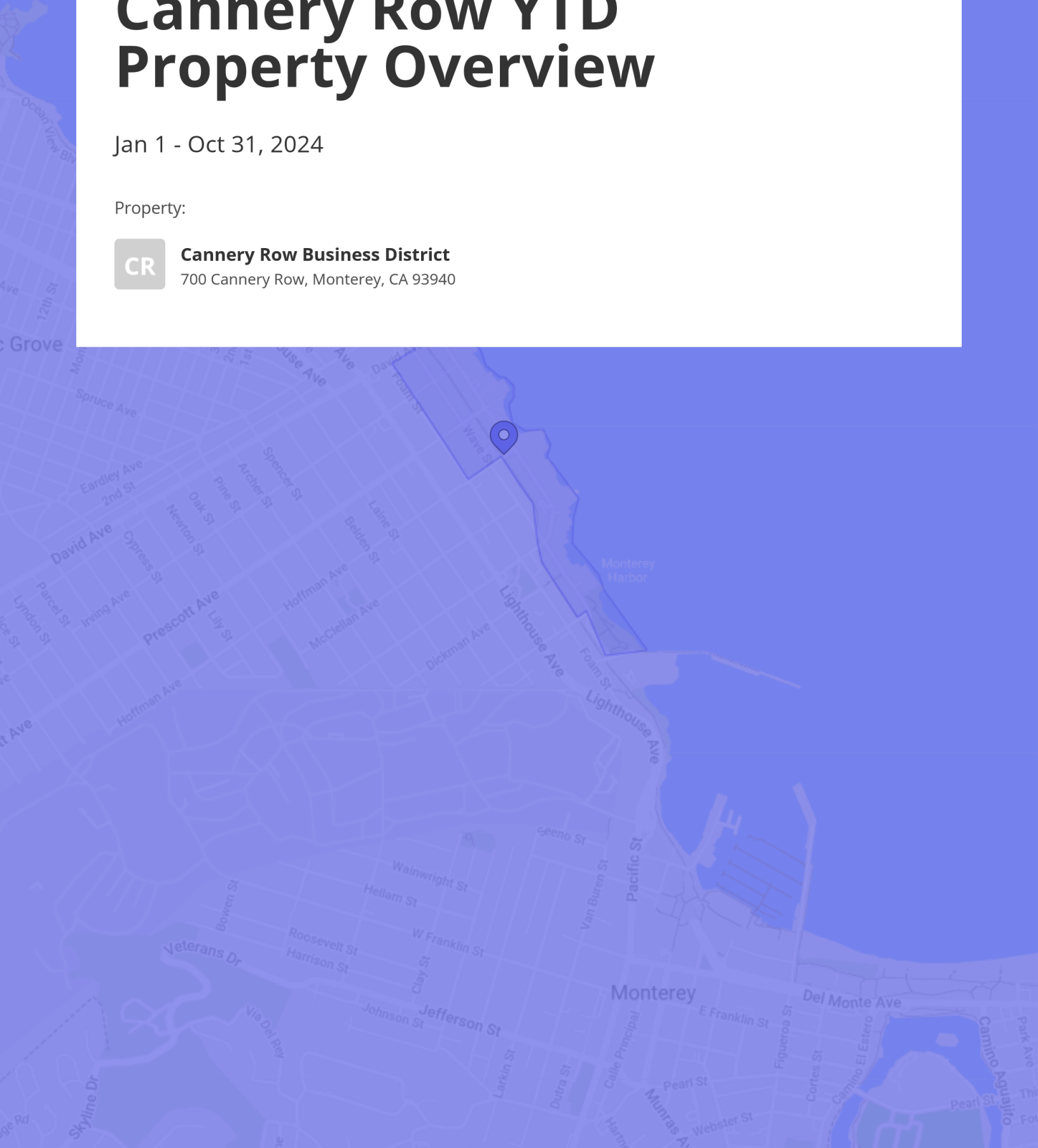
Jan 1 - Oct 31, 2024

Property:

CR

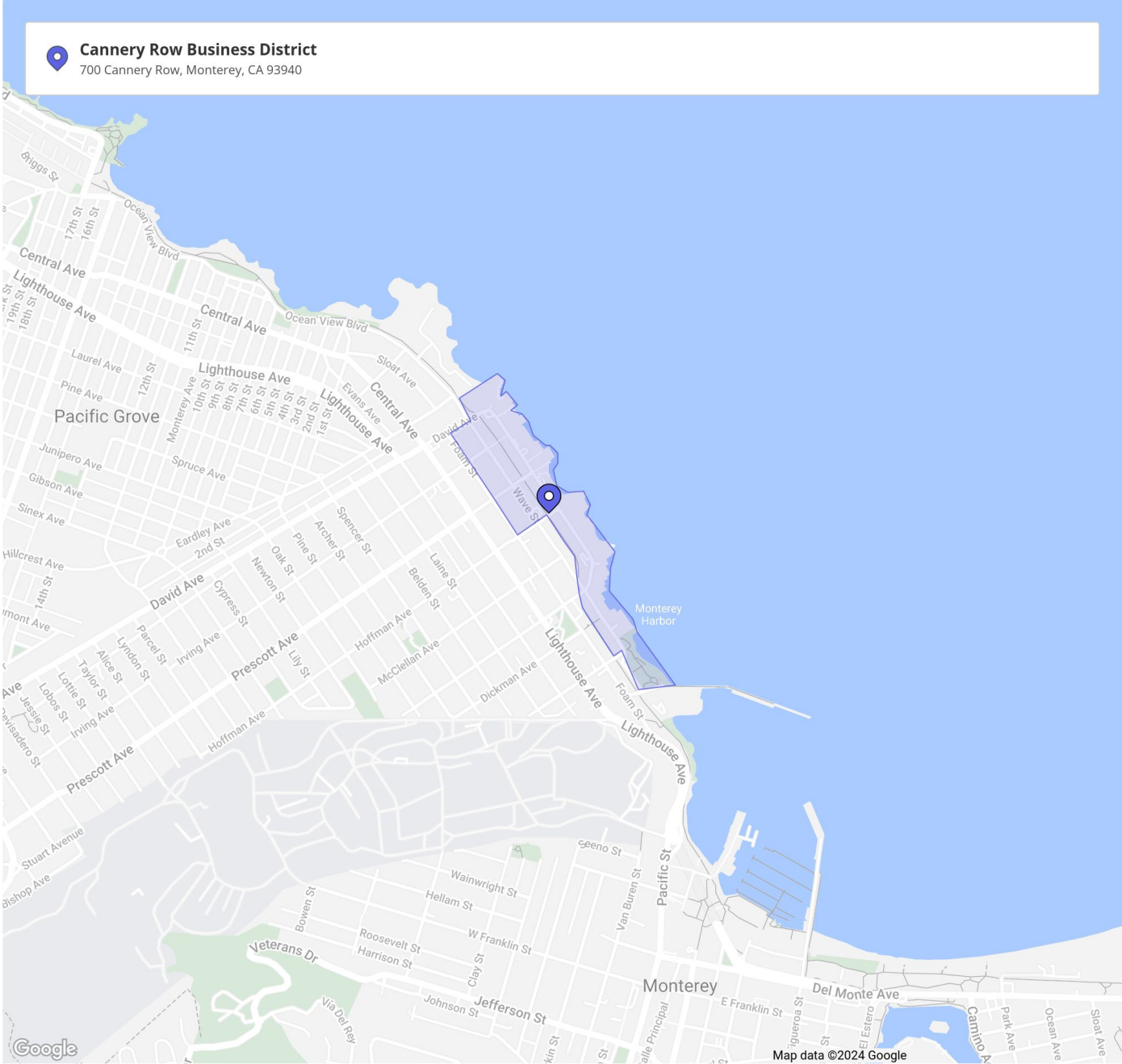
Cannery Row Business District

700 Cannery Row, Monterey, CA 93940



Cannery Row YTD Property Overview

Jan 1 - Oct 31, 2024



Cannery Row YTD Property Overview

Jan 1 - Oct 31, 2024

Metrics

Cannery Row Business District
700 Cannery Row, Monterey, CA 93940

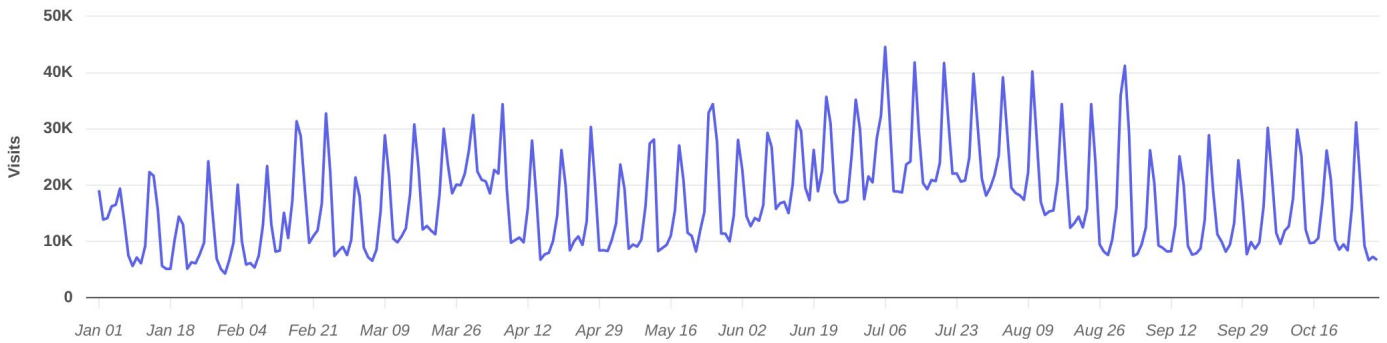
Visits	5.2M	Panel Visits	152.8K
Visitors	3.3M	Visits YoY	+7.8%
Visit Frequency	1.59	Visits Yo2Y	+6%
Avg. Dwell Time	181 min	Visits Yo3Y	+23%

Jan 1st, 2024 - Oct 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

Cannery Row Business District
Cannery Row, Monterey, CA



Daily | Visits | Jan 1st, 2024 - Oct 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Cannery Row YTD Property Overview

Jan 1 - Oct 31, 2024

Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Cannery Row Busin... Cannery Row, Monterey, ...	\$94.4K	29.9%	32.9	Hispanic or Latino (54.9%)	3.21
California	\$92.5K	35.9%	36.8	Hispanic or Latino (39.7%)	2.96

Jan 1st, 2024 - Oct 31st, 2024 | Data Source: Census 2022
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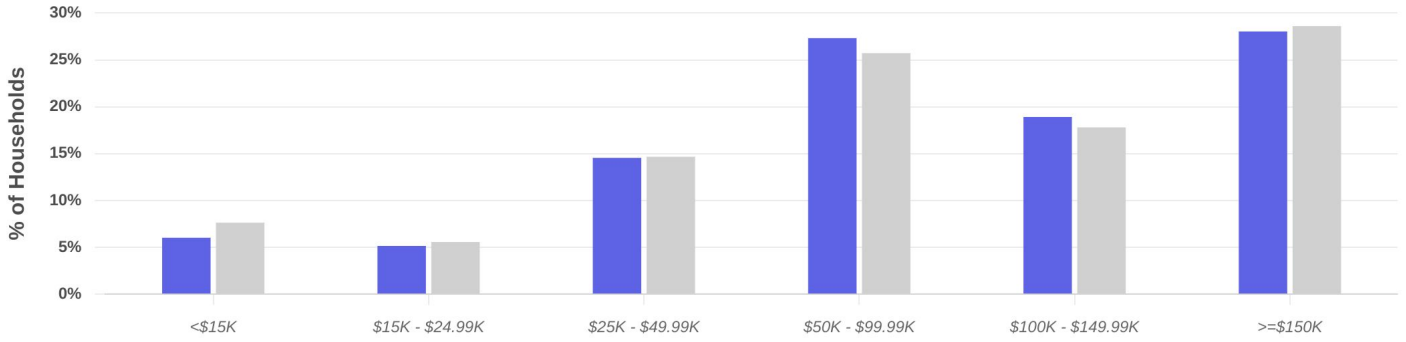
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Household Income

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California



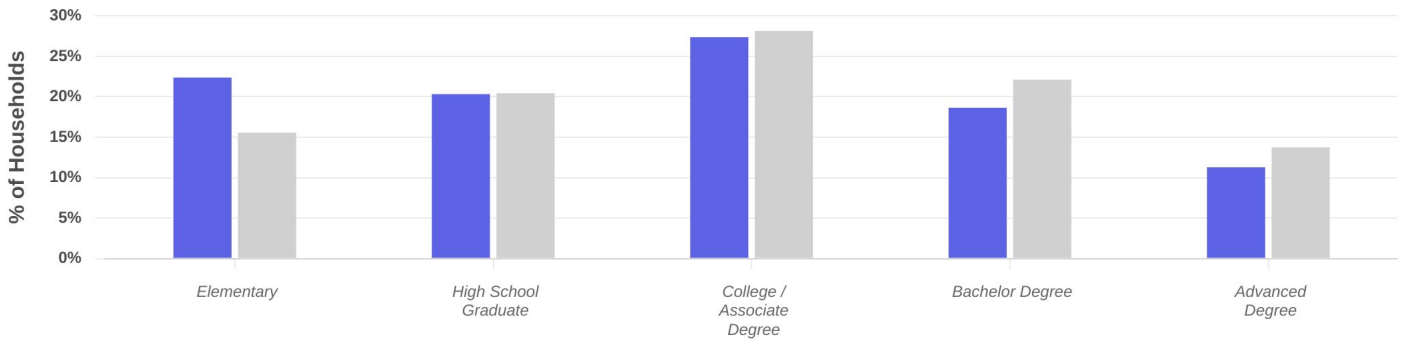
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Education

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California



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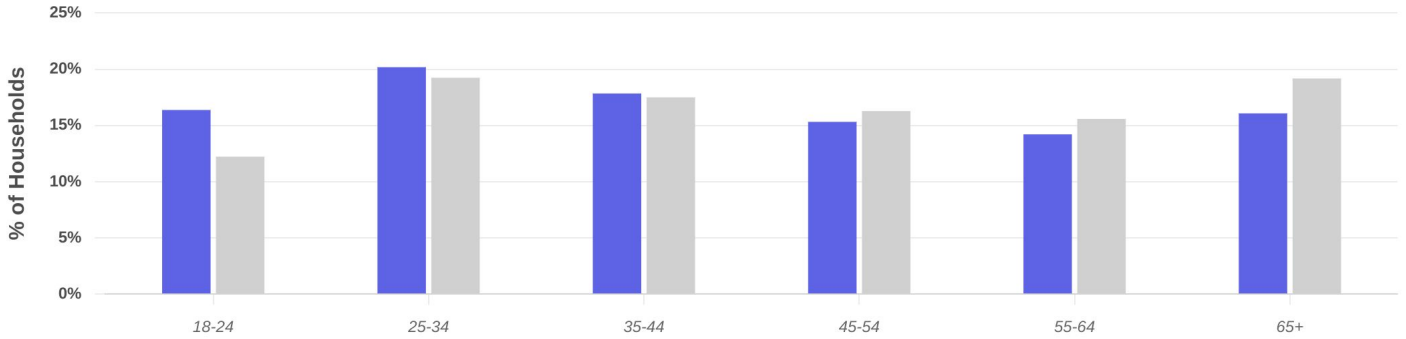
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Age

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California



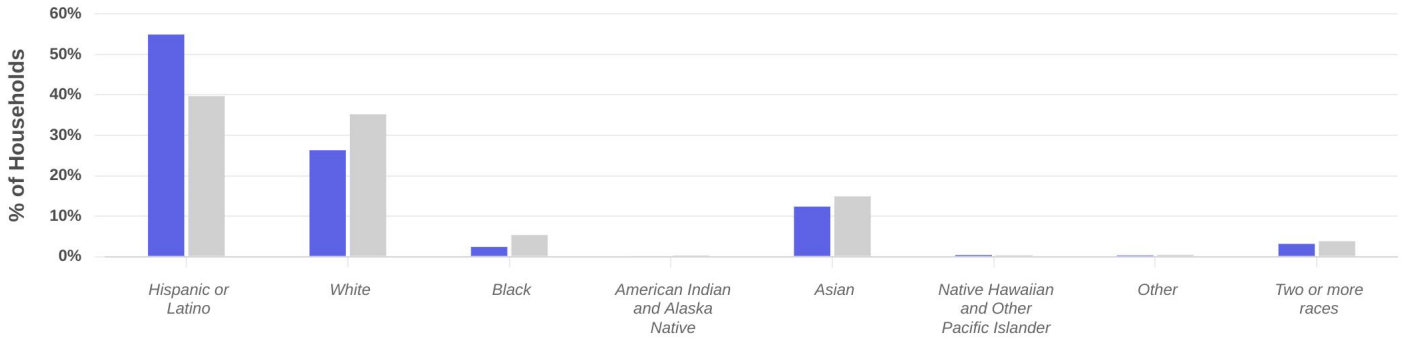
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Ethnicity

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California



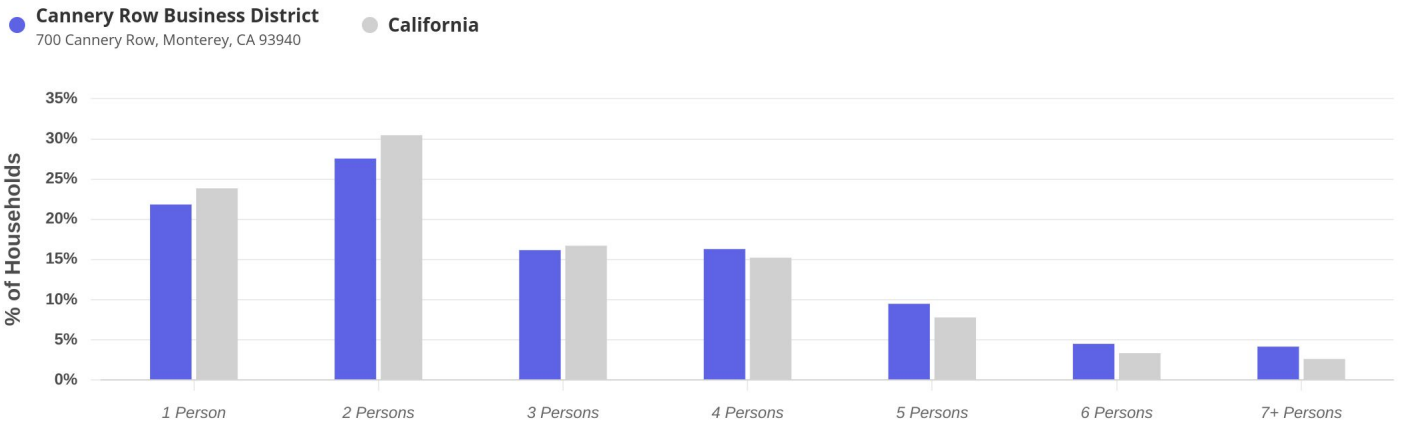
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Cannery Row YTD Property Overview

Jan 1 - Oct 31, 2024

Household Size



Jan 1st, 2024 - Oct 31st, 2024 | Data Source: Census 2022
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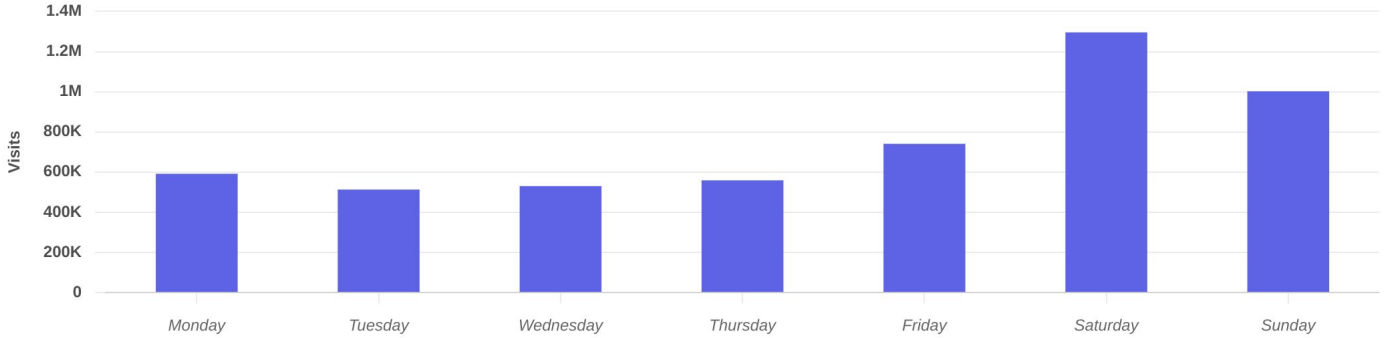


Cannery Row YTD Property Overview

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Daily Visits

Cannery Row Business District
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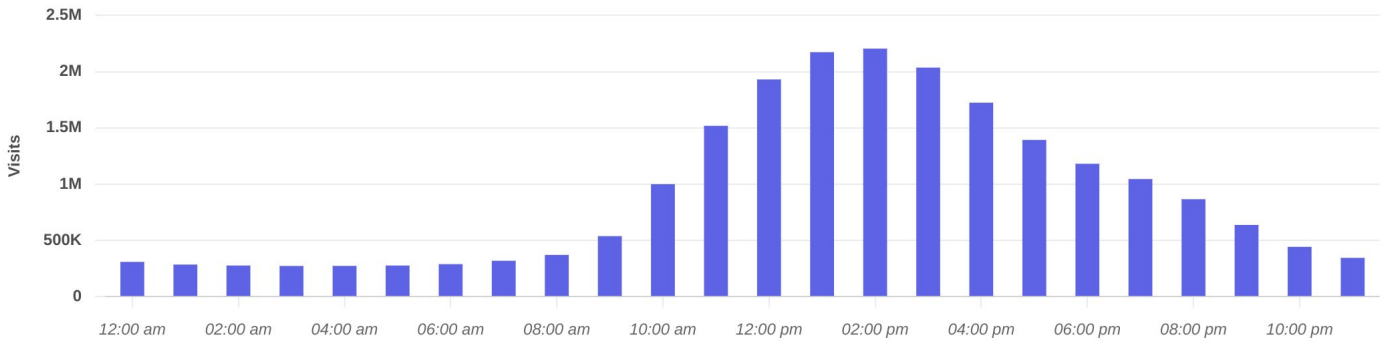


Visits | Jan 1st, 2024 - Oct 31st, 2024
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Hourly Visits

Cannery Row Business District
700 Cannery Row, Monterey, CA 93940



Visits | Jan 1st, 2024 - Oct 31st, 2024
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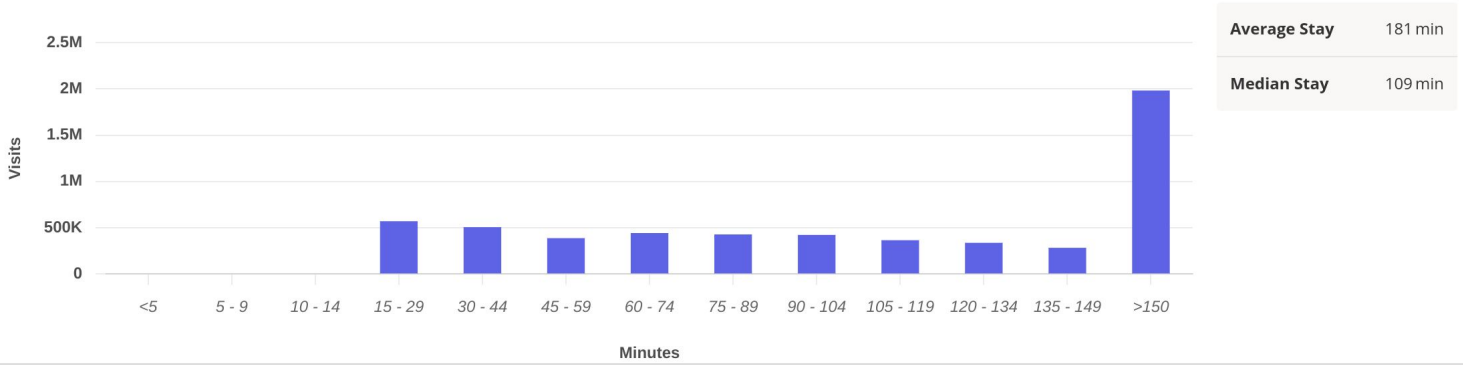


Cannery Row YTD Property Overview

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Visit Duration

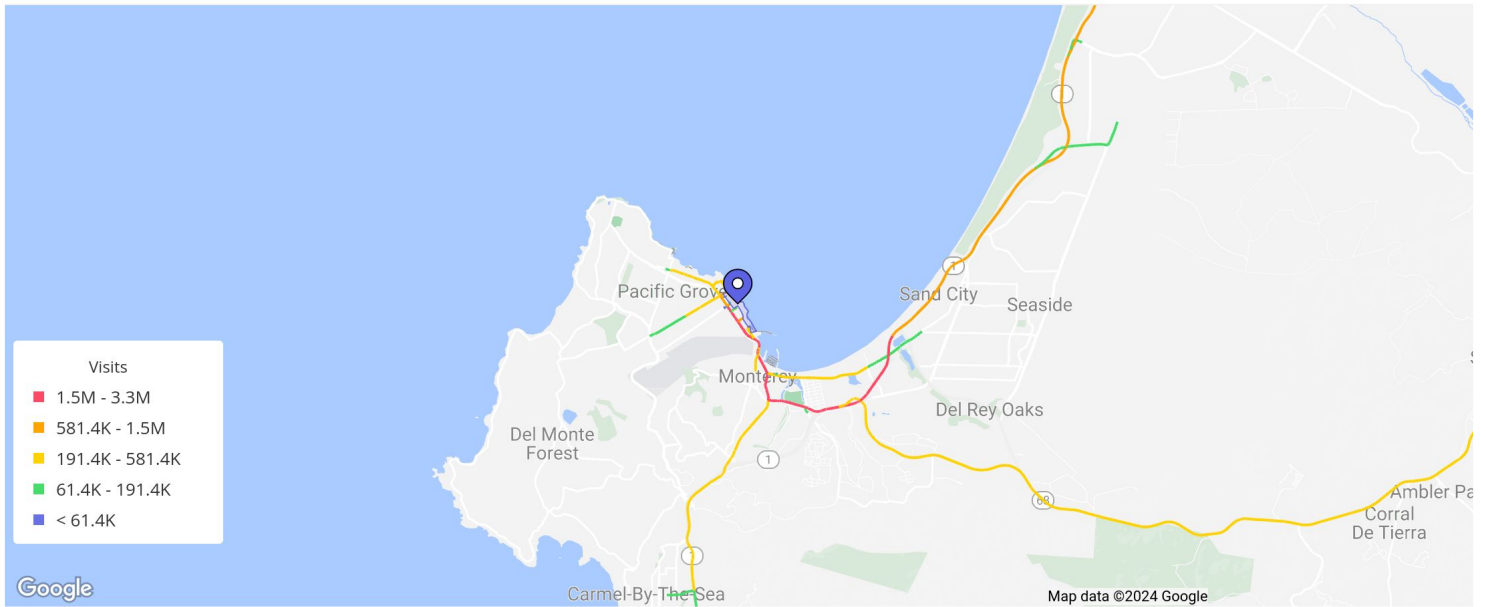
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Visitor Journey - Routes



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

Journey Direction: To Property | Jan 1st, 2024 - Oct 31st, 2024
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