

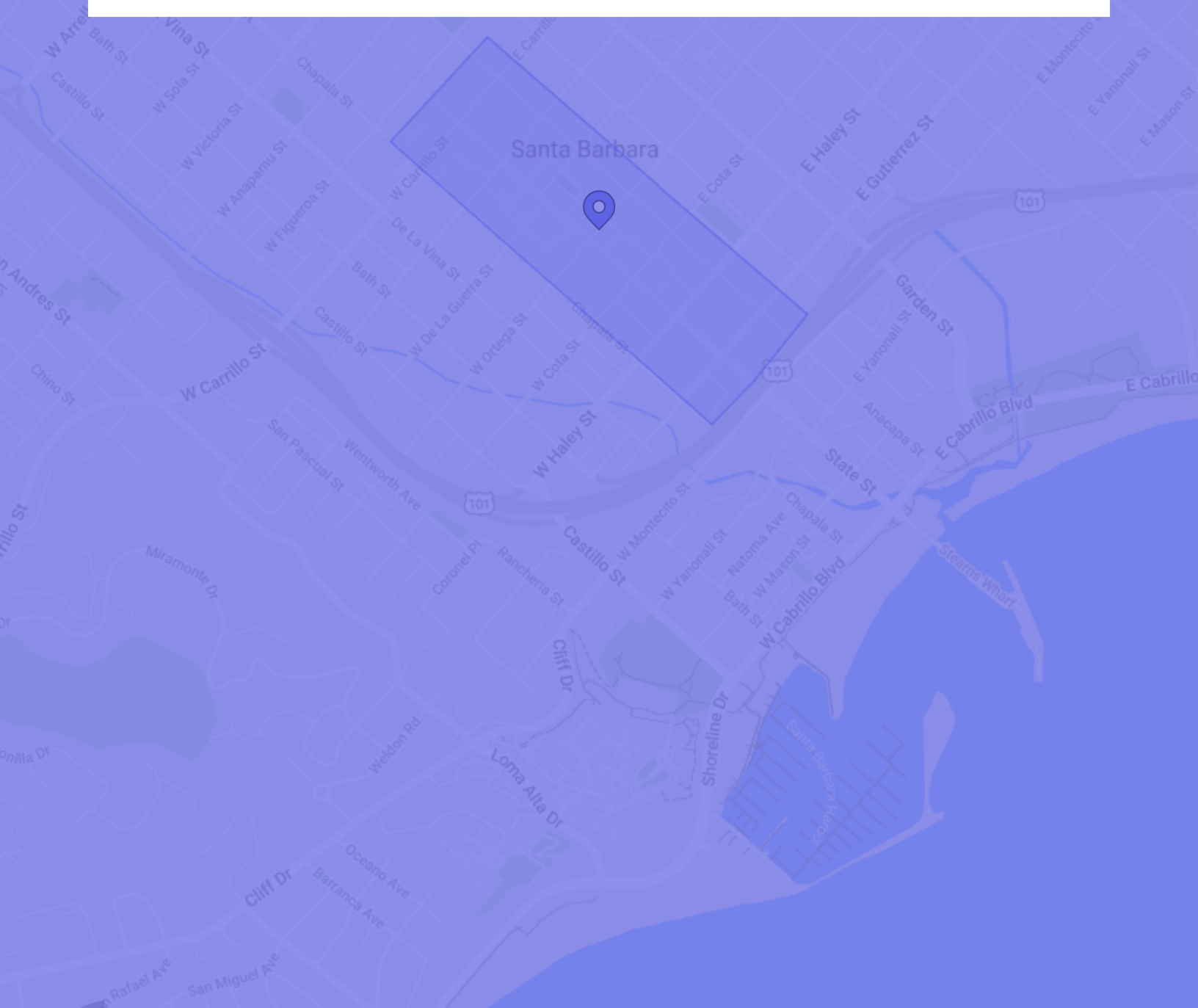
# Property Overview

Apr 1, 2023 - Mar 31, 2024

Property:

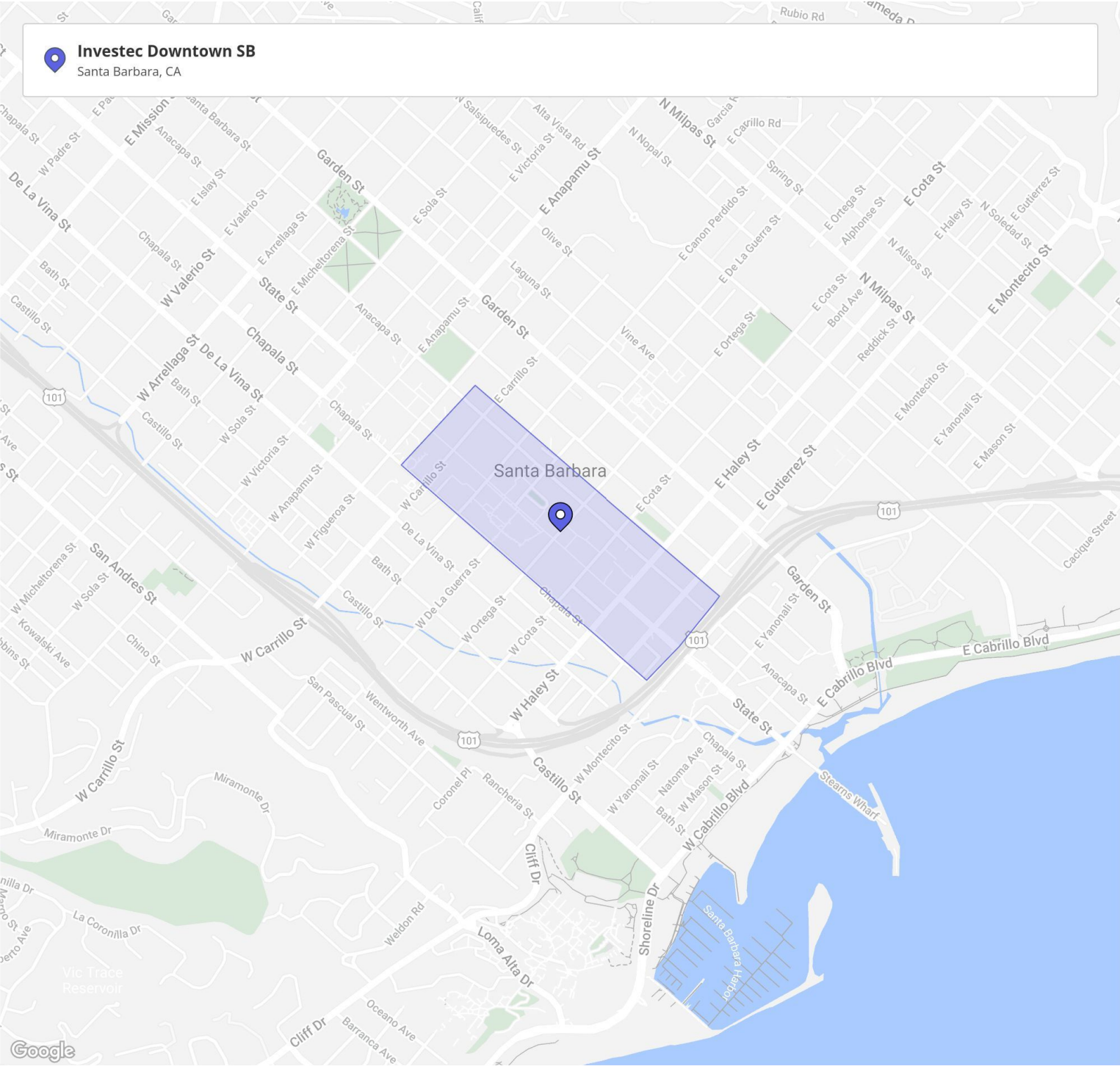


**Investec Downtown SB**  
Santa Barbara, CA



# Property Overview

Apr 1, 2023 - Mar 31, 2024



# Property Overview

Apr 1, 2023 - Mar 31, 2024

## Metrics

### Investec Downtown SB

Santa Barbara, CA

Visits	10.9M	Panel Visits	206.5K
Visitors	1.8M	Visits YoY	+3%
Visit Frequency	6.14	Visits Yo2Y	+11%
Avg. Dwell Time	105 min	Visits Yo3Y	+91.8%

Apr 1st, 2023 - Mar 31st, 2024

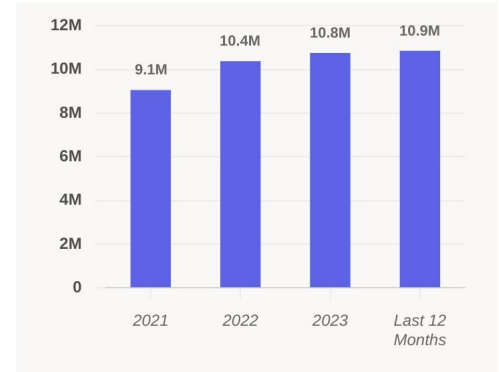
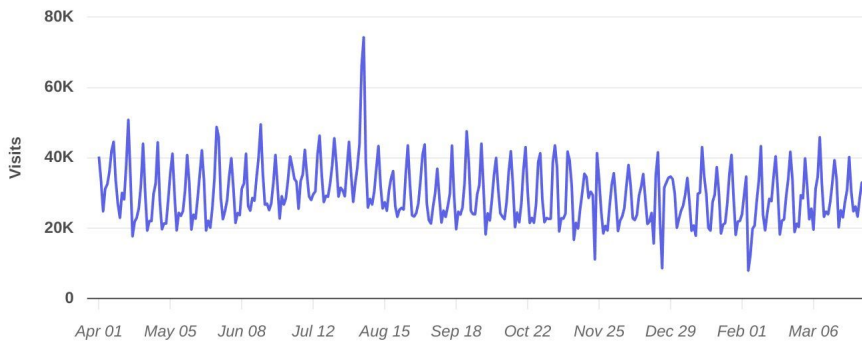
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Visits Trend

### Investec Downtown SB

Santa Barbara, CA



Daily | Visits | Apr 1st, 2023 - Mar 31st, 2024

Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



# Property Overview

Apr 1, 2023 - Mar 31, 2024

## Audience Overview

### Summary

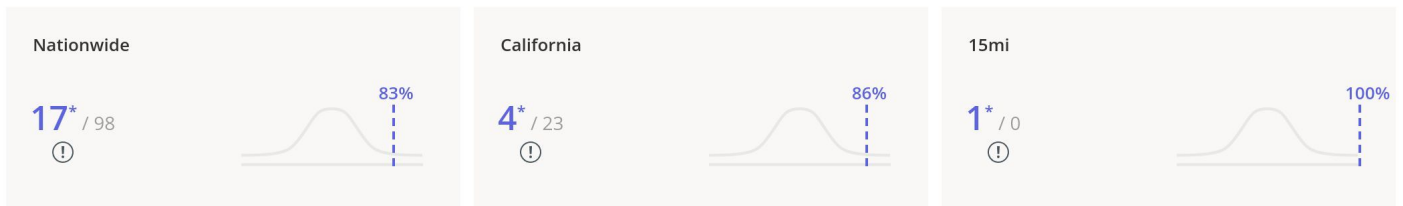
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<b>Investec Downtown...</b> Santa Barbara, CA	\$89.4K	48.5%	30.8	White (51.1%)	2.82
<b>California</b>	\$92.5K	35.9%	36.8	Hispanic or Latino (39.7%)	2.96

Apr 1st, 2023 - Mar 31st, 2024 | Data Source: Census 2022  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Ranking Overview

### Investec Downtown SB Santa Barbara, CA



Category: Shopping District | Visits | Apr 1st, 2023 - Mar 31st, 2024  
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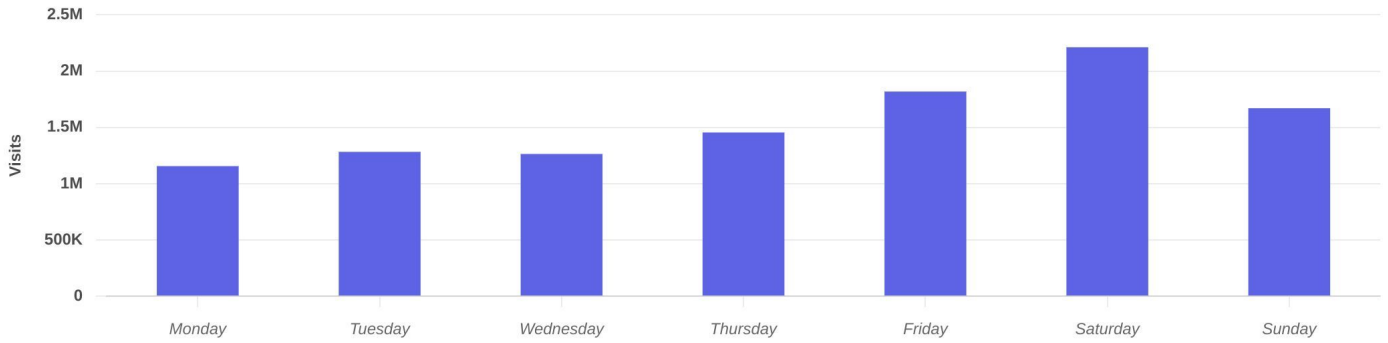


# Property Overview

Apr 1, 2023 - Mar 31, 2024

## Daily Visits

● Investec Downtown SB  
Santa Barbara, CA

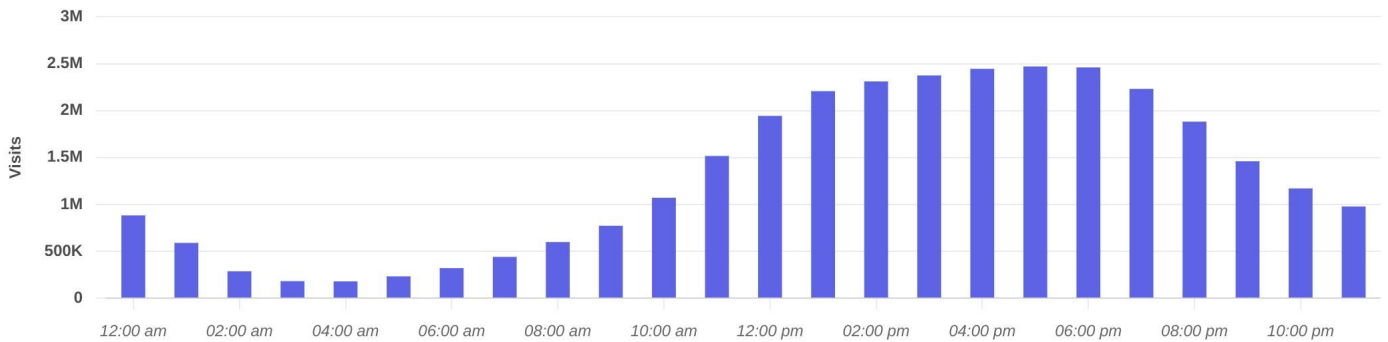


Visits | Apr 1st, 2023 - Mar 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Hourly Visits

● Investec Downtown SB  
Santa Barbara, CA



Visits | Apr 1st, 2023 - Mar 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

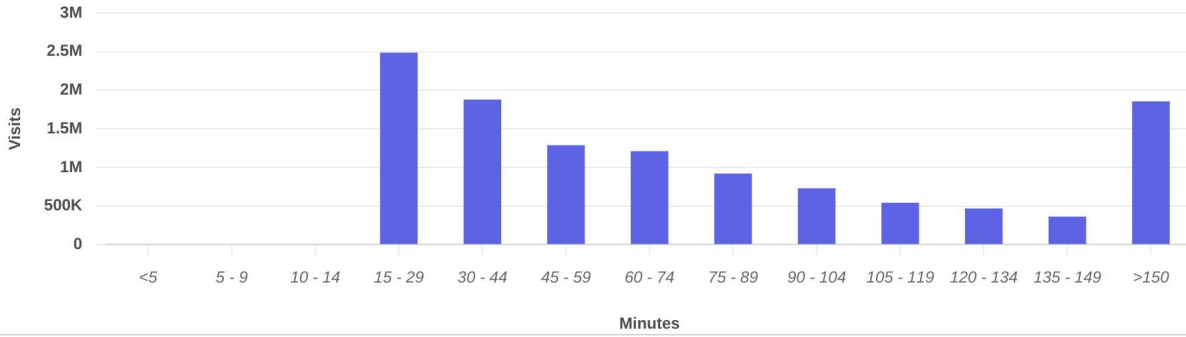


# Property Overview

Apr 1, 2023 - Mar 31, 2024

## Visit Duration

● Investec Downtown SB  
Santa Barbara, CA



Average Stay	105 min
Median Stay	62 min

Visits | Apr 1st, 2023 - Mar 31st, 2024  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))

