FOOT TRAFFIC AND CUSTOMER REACH:
Vineland Ave/Sherman Way
North Hollywood, CA

COLDWELL BANKER COMMERCIAL
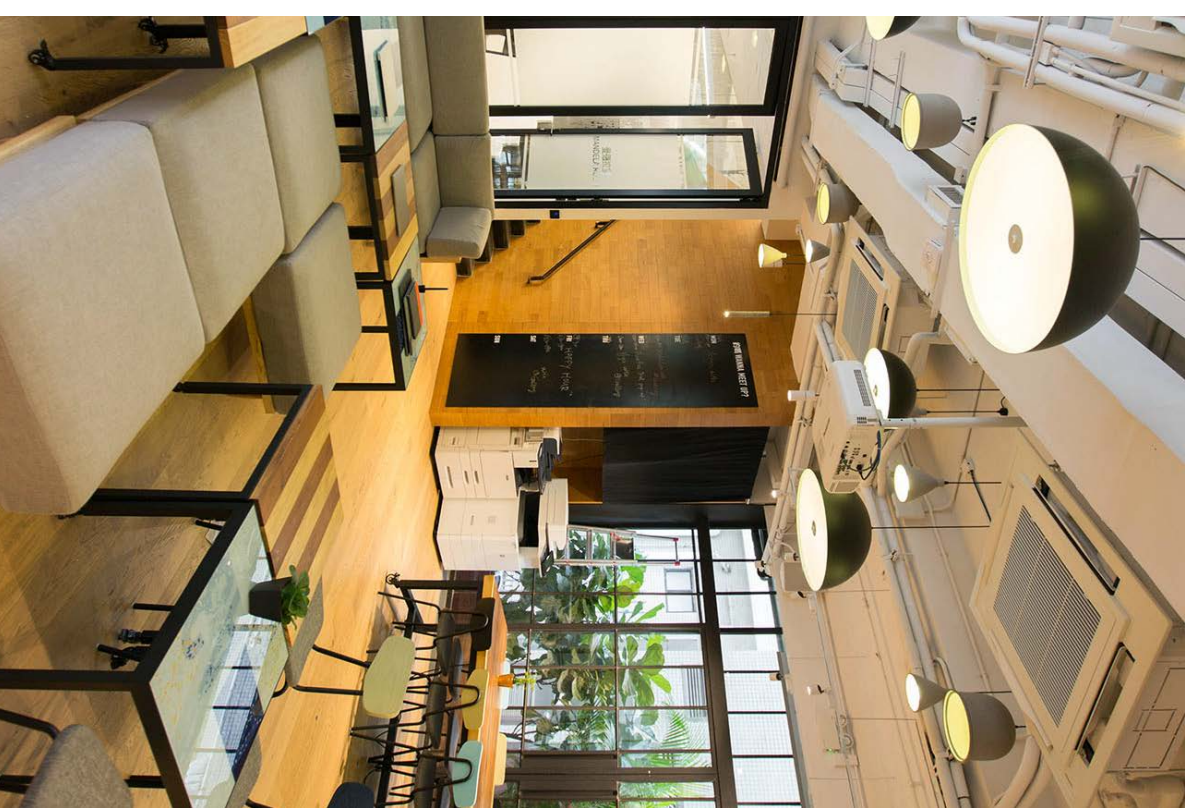
Map Key

Nearby Places

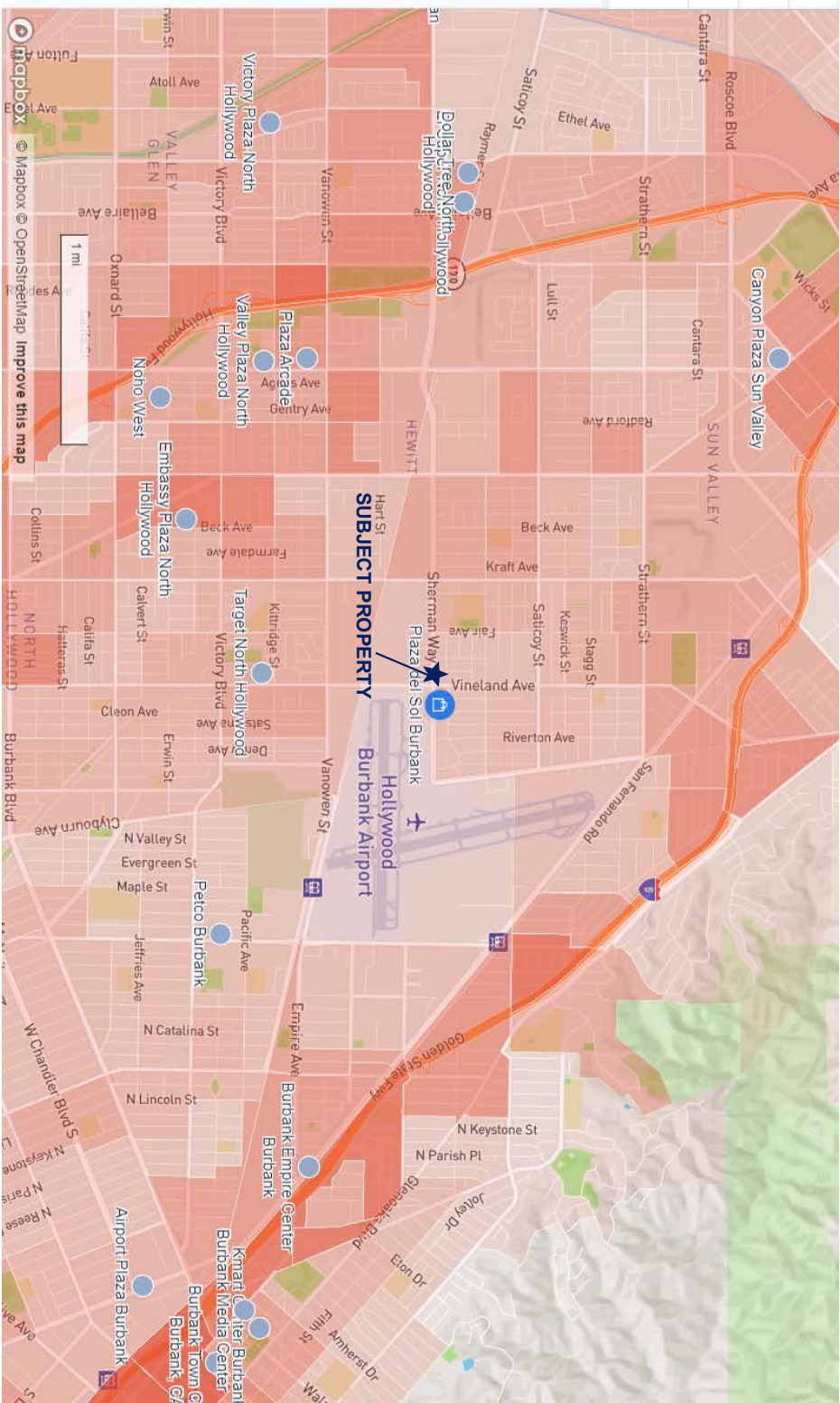Plaza del Sol Burba.... 10950 Sherman Way

Community Activity

Less ———————— More

STUDY LOCATION:
Plaza del Sol (mall across the street from Subject Property)

AREA ACTIVITY:
Reflects the number of devices seen in each census block group (in any given hour over the time period).

TIME FRAME:
January-December 2022

Consumer behavior analyzed from 12am-11pm Monday to Sunday.

FOOT TRAFFIC: SHOPPING PLAZA ACROSS STREET

Estimated Visits Per Month
An estimate of the real-world number of visits made to the specific location

- Plaza del Sol Burbank
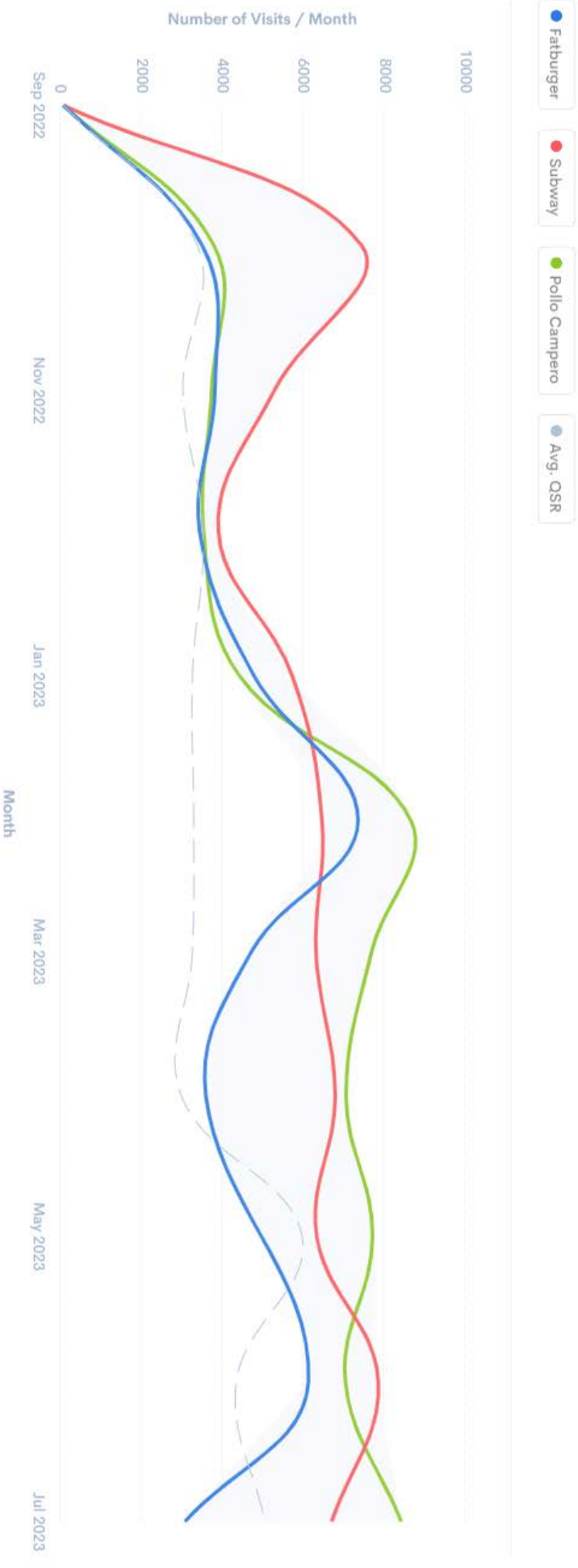- Avg. Malls and Shopping Centers

Number of Visits / Month

0
50000
100000
150000
200000
250000

Sep 2022
Nov 2022
Jan 2023
Mar 2023
May 2023
Jul 2023

Month

FOOT TRAFFIC: QSRs ACROSS THE STREET
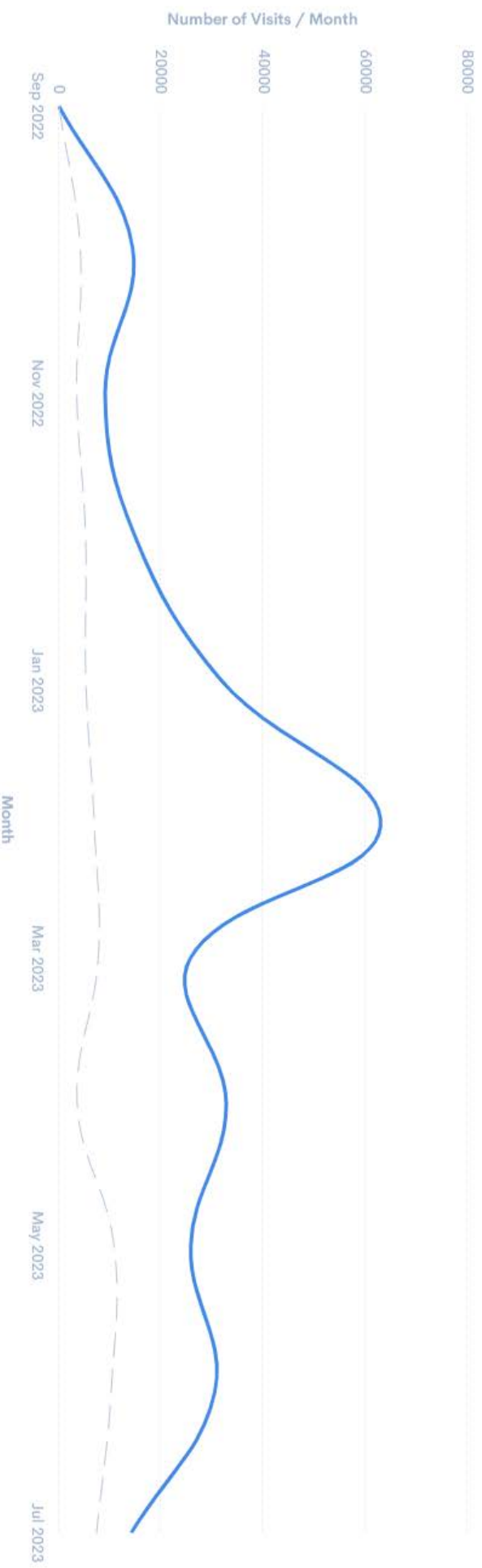
FOOT TRAFFIC: STARBUCKS ACROSS THE STREET

Estimated Visits Per Month
An estimate of the real-world number of visits made to the specific location

● Starbucks   ● Avg. Starbucks

Number of Visits / Month

0   20000   40000   60000   80000

Sep 2022   Nov 2022   Jan 2023   Mar 2023   May 2023   Jul 2023

Month

DWELL TIME

- Fatburger
- Subway
- Pollo Campero
- Starbucks
- Plaza del Sol Burbank
- Avg. place

Places

Minutes

Plaza del Sol Burbank — 0h 20min

Starbucks — 0h 8min

Pollo Campero — 0h 13min

Subway — 0h 17min

Fatburger — 0h 13min

Avg. place — 0h 19min

POPULAR DAYS OF THE WEEK

Visits by Day of Week
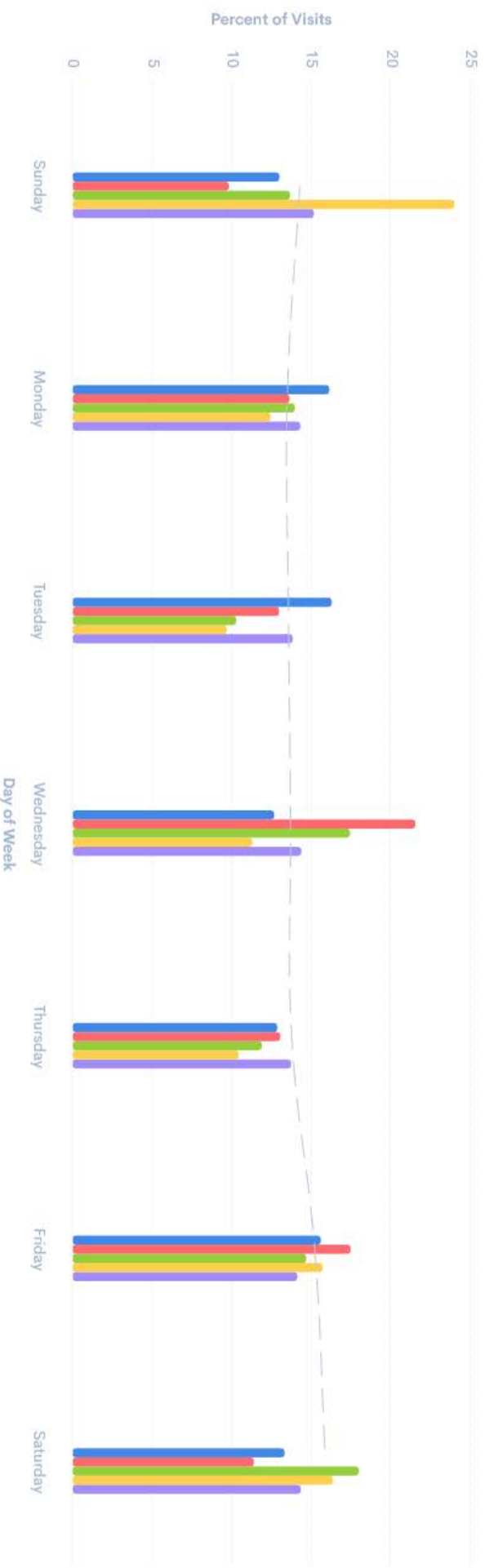Percent of visits that occurred on a given day of the week

Percent of Visits

- Fatburger
- Subway
- Pollo Campero
- Starbucks
- Plaza del Sol Burbank
- Avg. place

Day of Week: Sunday, Monday, Tuesday, Wednesday, Thursday, Friday, Saturday

POPULAR TIMES OF DAY

Visits by Time of Day
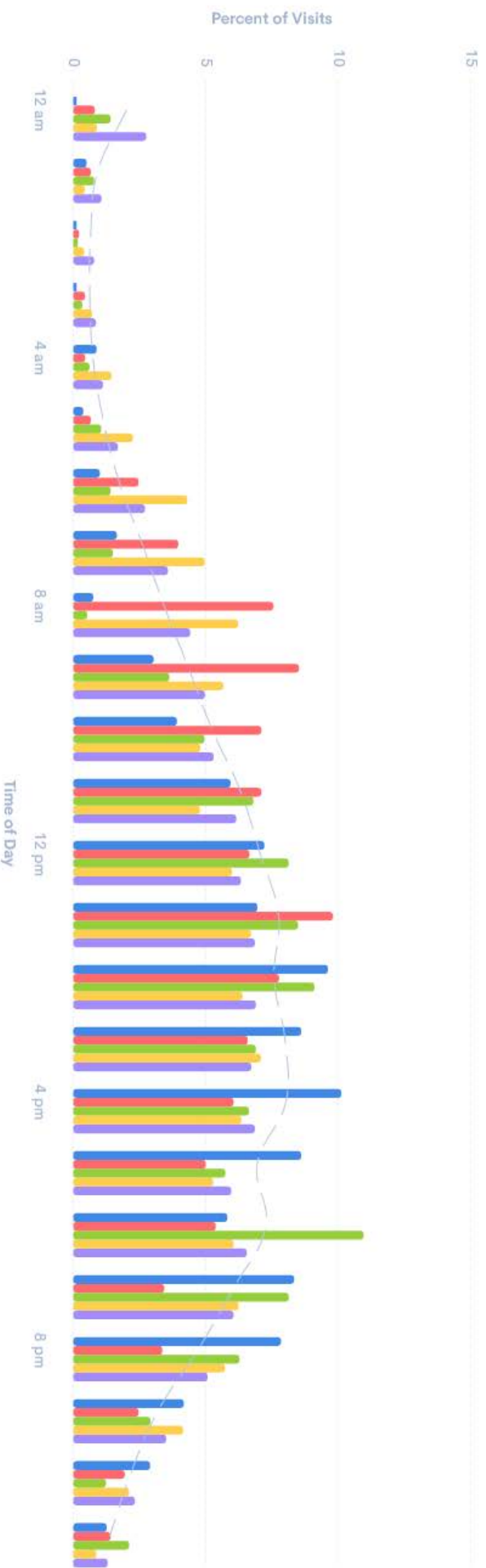Percent of visits that occurred in a given hour

Percent of Visits

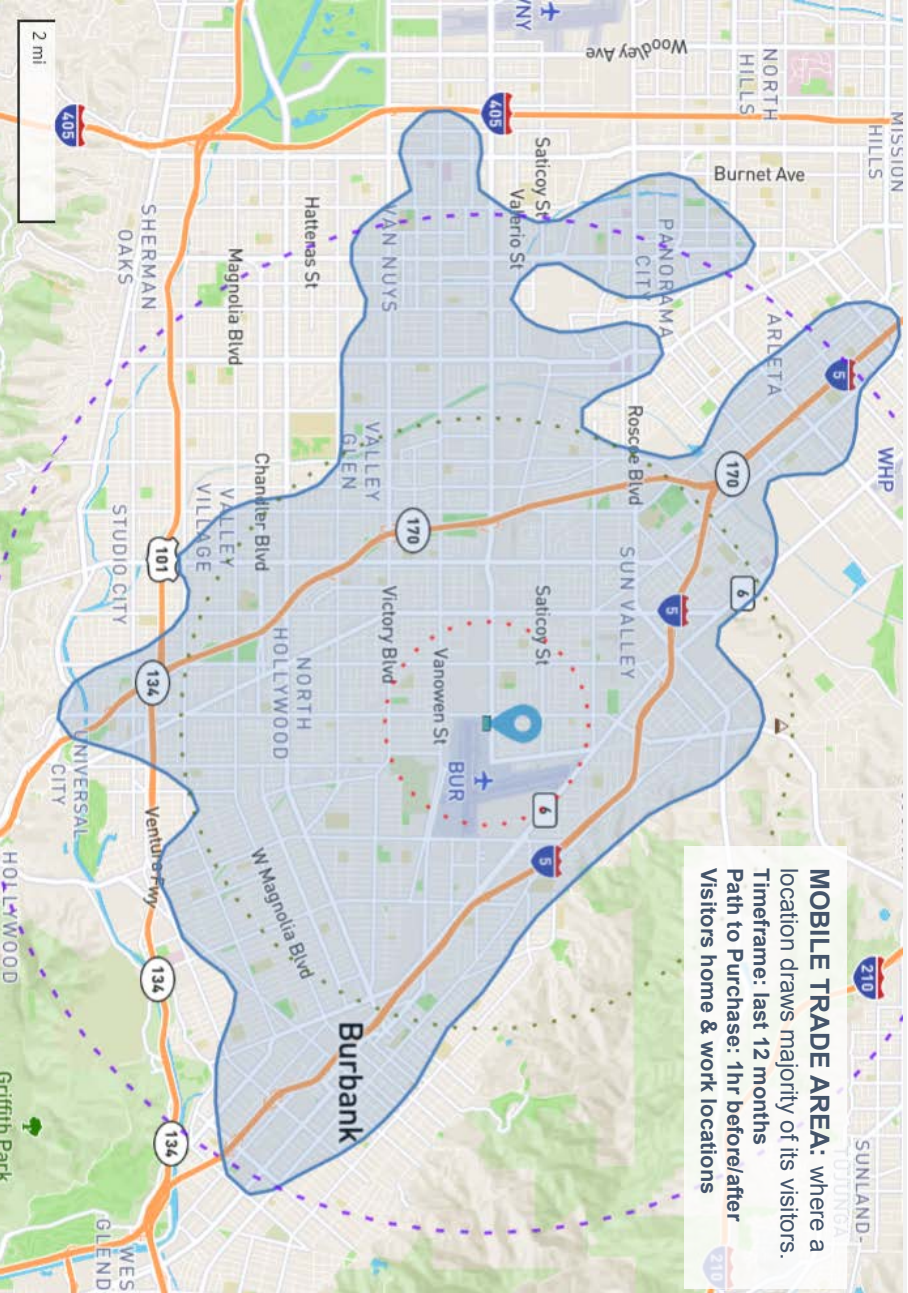- Fatburger
- Subway
- Pollo Campero
- Starbucks
- Plaza del Sol Burbank
- Avg. place

Time of Day

WHERE ARE VISITORS COMING FROM?
Potential Customer Reach

MOBILE TRADE AREA: where a location draws majority of its visitors.
Timeframe: last 12 months
Path to Purchase: 1hr before/after
Visitors home & work locations

2 mi

DISTANCE TO SITE FROM VISITOR HOME

Distance	Visitor %
Lives within 1 mile of location	19.33%
Lives between 1 and 2 miles	20.90%
Lives between 2 and 3 miles	9.16%
Lives between 3 and 5 miles	11.18%
Lives between 5 and 10 miles	15.97%
Lives between 10 and 25 miles	11.58%
Lives between 25 and 50 miles	5.17%
Lives between 50 and 100 miles	1.81%
Lives >100 miles away	4.90%

Median Distance from Home: 3.1 miles

TOP 5 VISITOR ZIP CODES and HOMETOWNS:

TOP5 ZIP CODES	Visitor %
91352	17.29%
91605	11.41%
91606	9.81%
91505	4.38%
91601	3.77%

TOP5 HOMETOWNS	Visitor %
San Fernando Valley	76.20%
Los Angeles CCD	6.13%
Newhall CCD	1.62%
South Antelope Valley	1.22%
Pasadena CCD	0.87%

WHAT BRANDS DO THESE VISITORS LIKE?

Visitors are "x" times likely to visit the following brands:

X more likely to visit ▼	Category/Brand	Sub-sector
4.12 x	Vallarta Supermarkets	Ethnic Grocer
3.29 x	Pollo Campero	QSR
2.65 x	Sears	Department Stores
2.18 x	Sinclair	Gas Stations
1.97 x	Ashley Furniture	Furniture
1.91 x	Yogurtland	Bakery/Dessert
1.82 x	Fatburger	QSR
1.74 x	Boost Mobile Prepaid	Wireless
1.64 x	Ulta	Cosmetics and Beauty Supplies
1.58 x	Zales	Accessories/Jewelry
1.52 x	Gelsons Markets	Grocery
1.39 x	Shiekh Shoes	Footwear
1.35 x	Shakeys	Casual Dining
1.32 x	JONS International Marketplace	Ethnic Grocer

WHAT BEHAVIORAL TRAITS CAN BE FOUND IN THE MARKET AREA?

Top Behavioral Traits:

#1 HEARTFELT SHARING

Segment is vulnerable, honest & looking for friends. Young millennials with income brackets on either extreme (< $70K and >$128K). Highly diverse (Asian & Hispanic) with education levels near the national average. Works in IT or transportation.

#2 FILM LOVERS

Movie buffs and binge watchers. Millennials in wealthy, highly diverse neighborhoods (Asian & Black) with above average levels of bachelor degrees. Works in IT and arts & entertainment.

#3 DANCE DEVOTION

Some dance for fitness, others for fun, few professionals. Younger millennials with higher levels of bachelor degrees and income than the national average. Often in Hispanic & Asian neighborhoods. Works in IT & food industry.

#4 DEEP EMOTIONS

Segment likes to share personal struggles & emotional journeys. Mostly millennials in wealthier (>$120K), well-educated and diverse (Asian & Hispanic) neighborhoods. Works in entertainment or professional services.

#5 LIVE EXPERIENCES

Up for the ultimate experience – concerts or fundraiser. Mid-20s, highly diverse and in very low-income brackets (Hispanic & Black). Works in the food or entertainment industries.

#6 ACTIVISM

Always advocating for justice through protests, rallies, spreading awareness. Mostly younger millennials with income near the poverty line. Neighborhoods highly diverse (Black & Asian); most have bachelor degrees and work in transportation & healthcare.

DEMOGRAPHICS OF THE VISITORS

Median HH Income: $74,653   **Median Home Value: $628,128**

Ethnicity

Income

Education

Age *
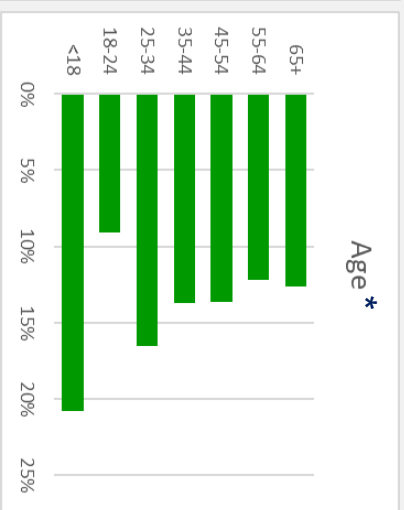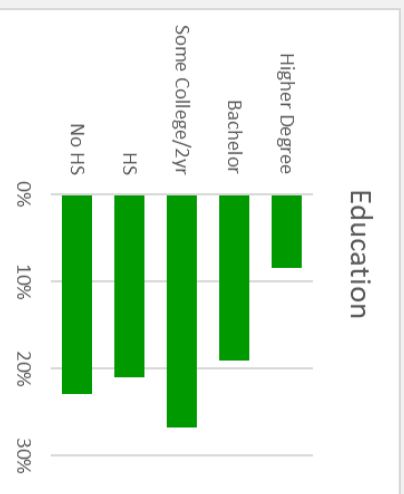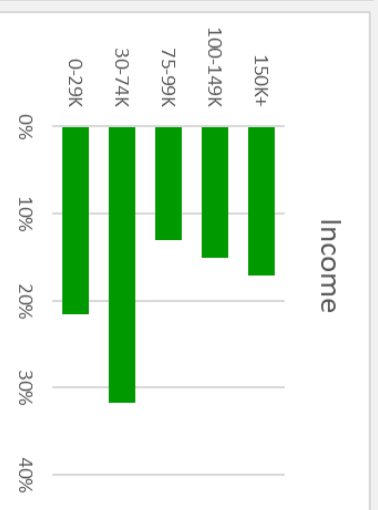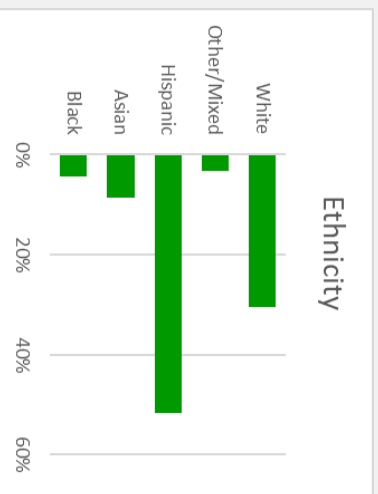
*Visitor demographics by census block group based on their home location. Each "Age" bucket is a "household" with that age group living in the house for each census block. "<18" age bucket are households with children living in them (not the children themselves) = "Family-group" category.