

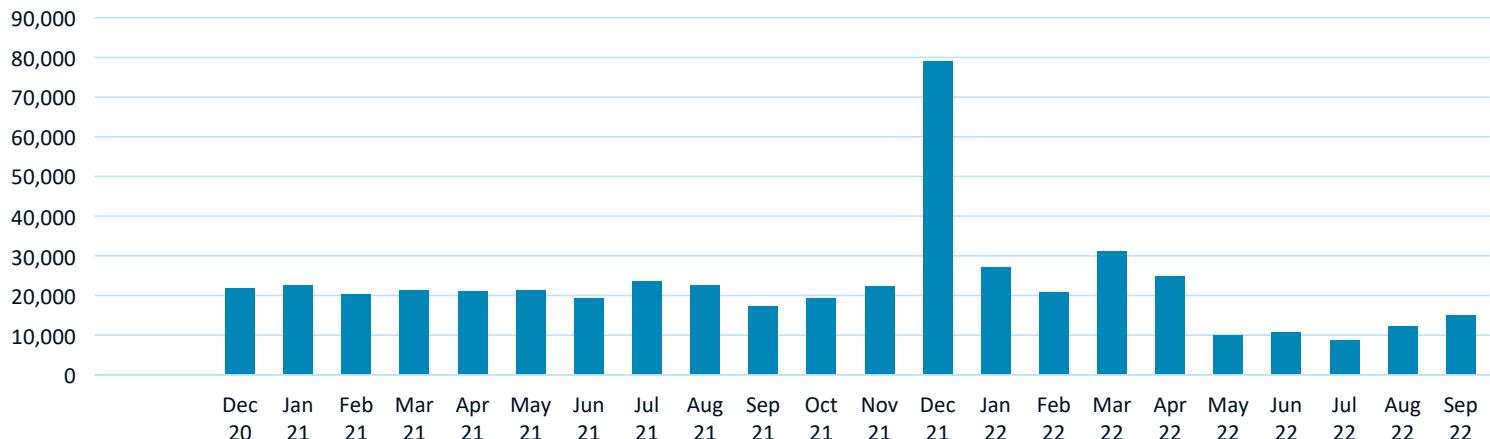
# Mobile Insights Summary

Costco

**sitewise** 

Location Name	Costco	Estimated Annual Visits	239,750
Address	2395 E Lacey Blvd	Repeat Visitors	42%
City, State	Hanford, CA	Tourist Visits	15.7%
Category	Warehouse Club	Average Distance From Home	9.56 mi
Brand	Costco	Average Dwell Time	26 min

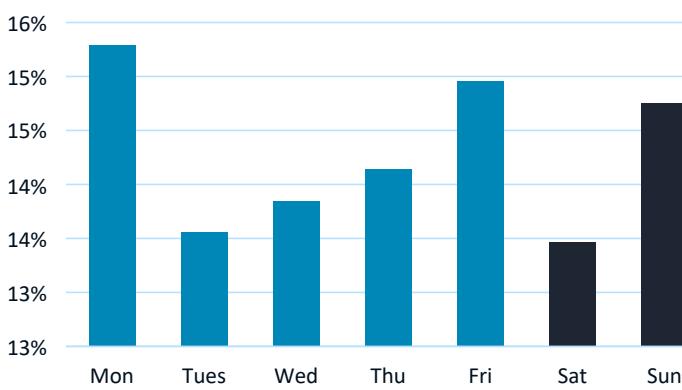
## Estimated Visits by Month



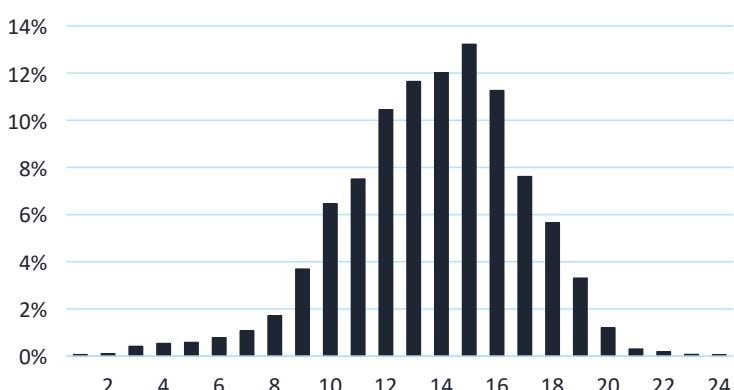
## Month over Month Change in Estimated Visits



## Visits by Day of the Week



## Visits by Time of Day



# Mobile Insights Summary

Costco

**sitewise** 

## Ranking Summary

Warehouse Club Rank in State

#1 of 1 Costco Rank in CA

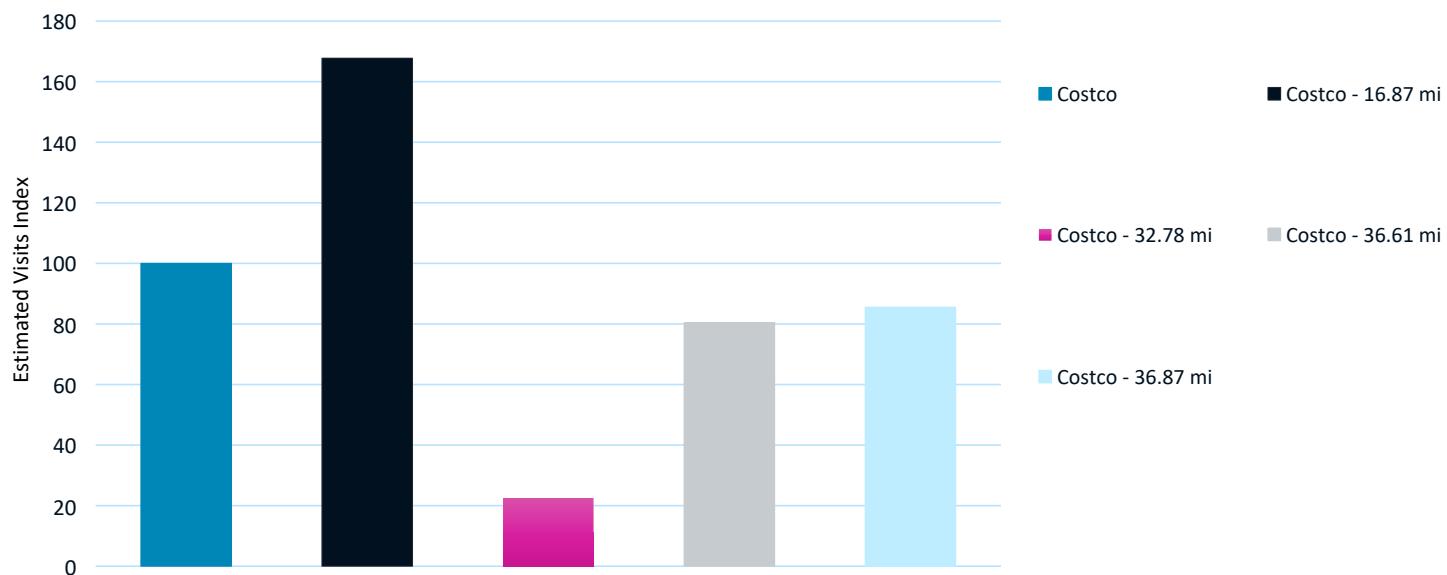
#61 of 124

Warehouse Club Rank in DMA (Fresno-Visalia, CA)

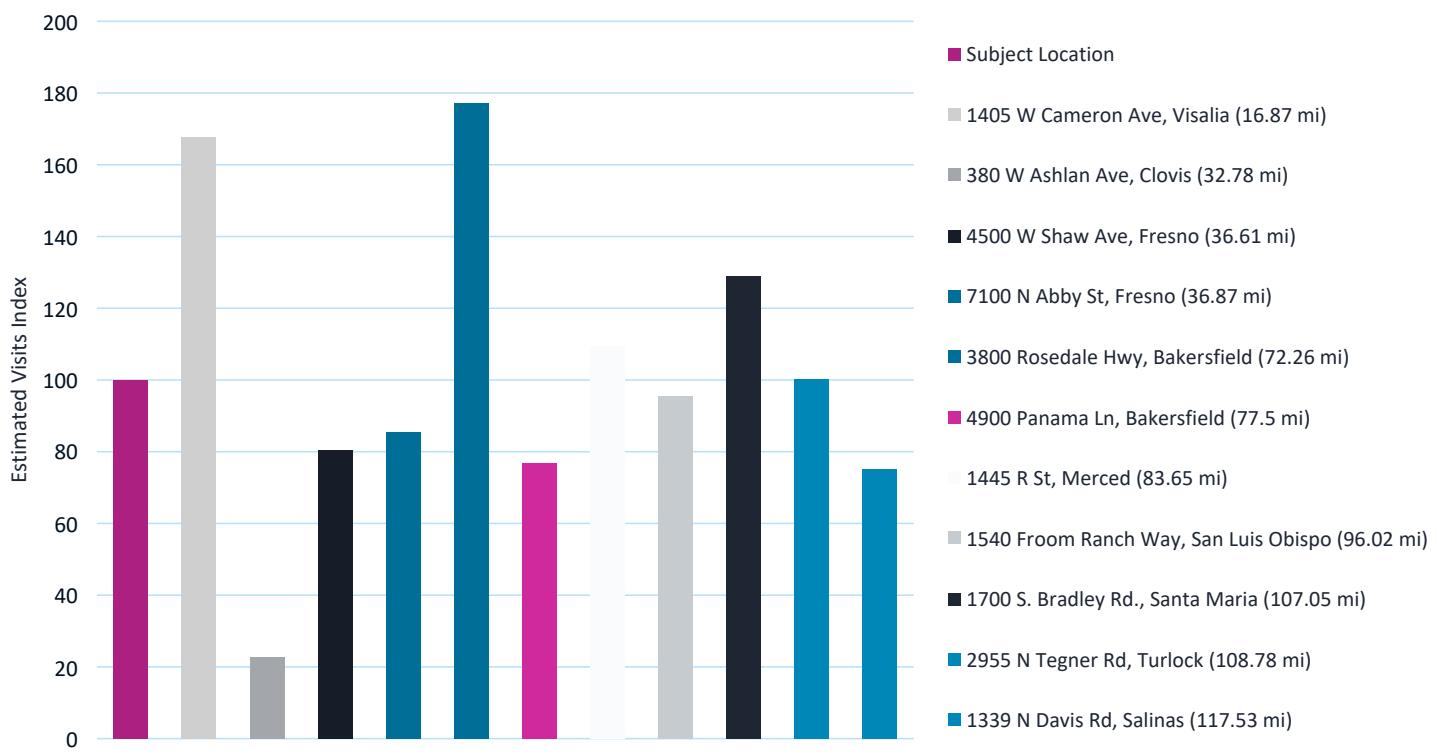
#1 of 8 Costco Rank in DMA

#3 of 6

## Nearest 5 Warehouse Club Competitors



## Nearest 10 Costco

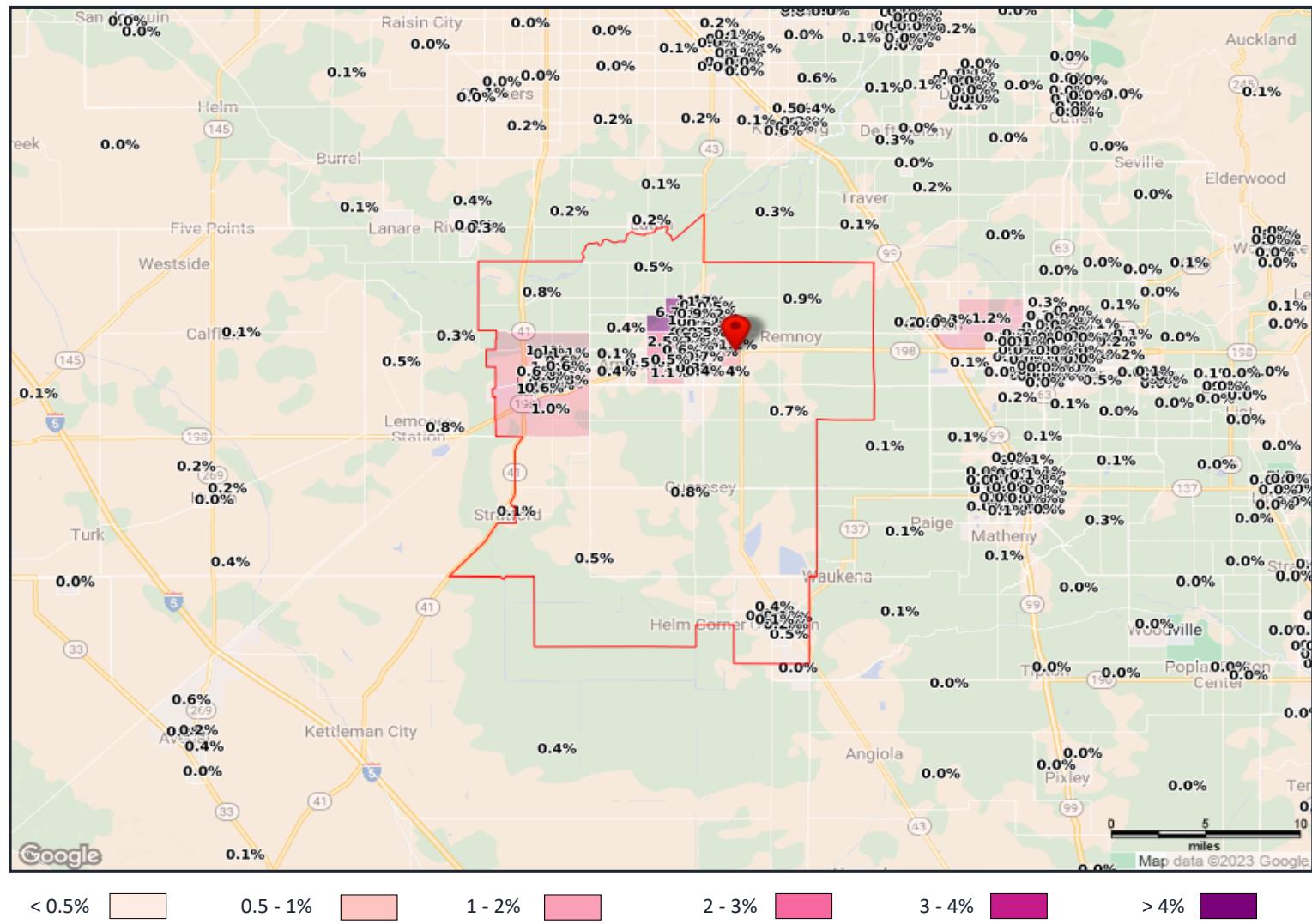


# Mobile Insights Summary

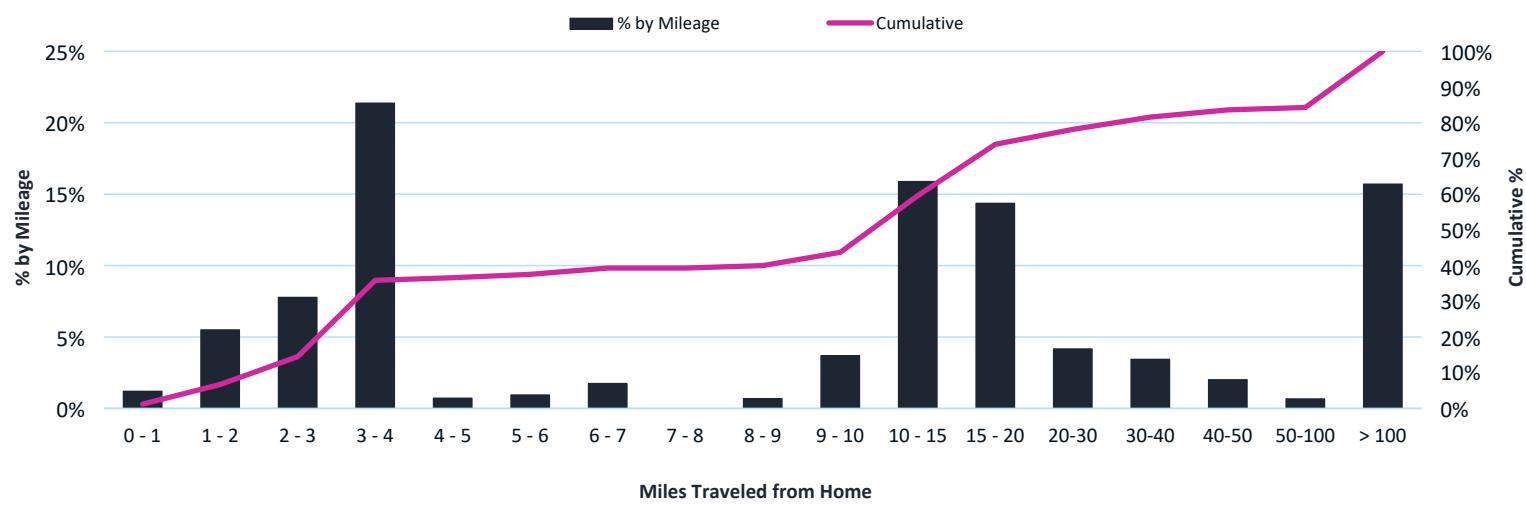
Costco

**sitewise** 

## Percent of Visitors by Blockgroup



## Visitor's Distance Traveled from Home



# Mobile Insights Summary

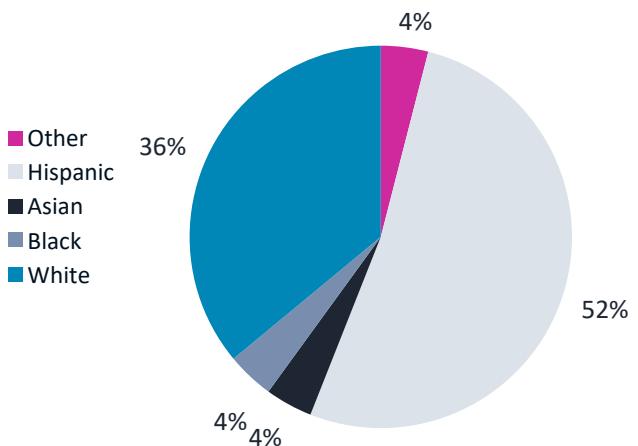
Costco

**sitewise** 

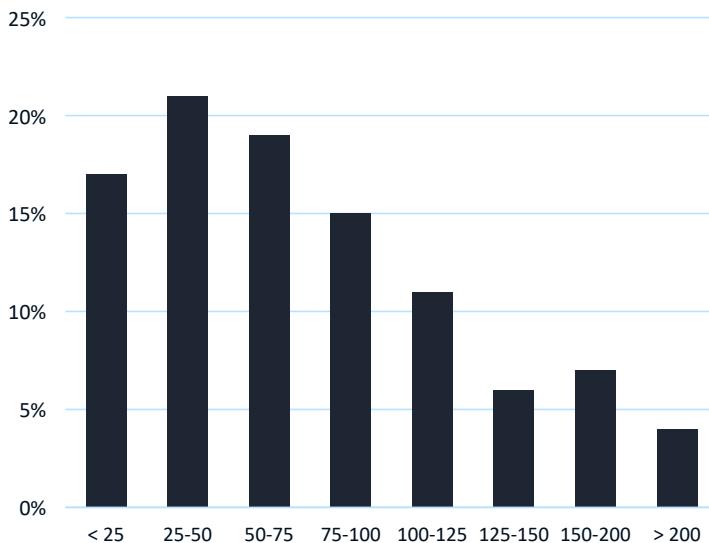
## Population & Household Summary

2022 Population Estimate	115,916
2027 Projected Population	124,632
Pop. Growth 2010 - 2022	2.9%
Pop. Growth 2022 - 2027	7.5%
Median Age	34.1
2022 Household Estimate	36,942
2027 Household Estimate	39,757
HHd. Growth 2022 - 2027	7.6%
HHd. Growth 2010 - 2022	2.6%
Median Income	\$64,467

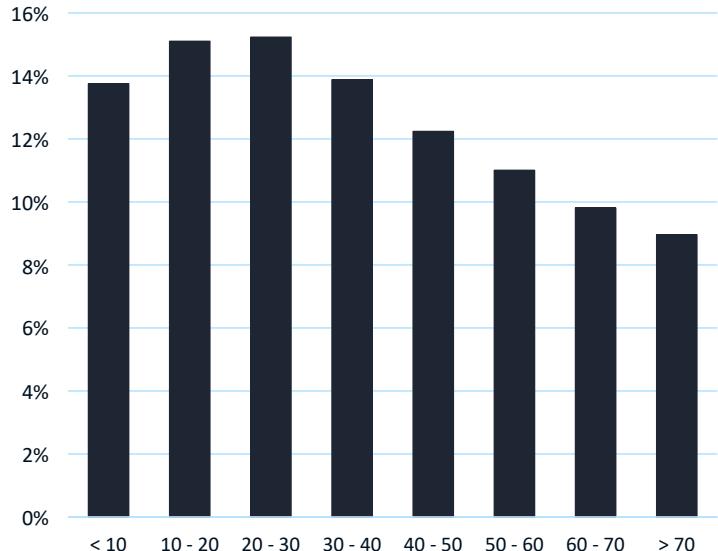
## Population by Race



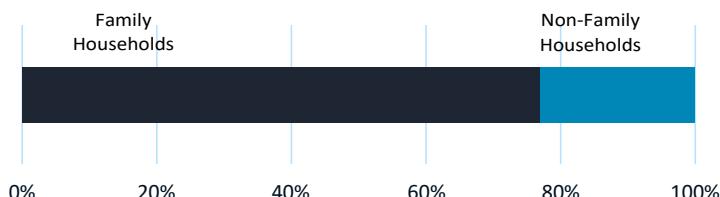
## Household Income



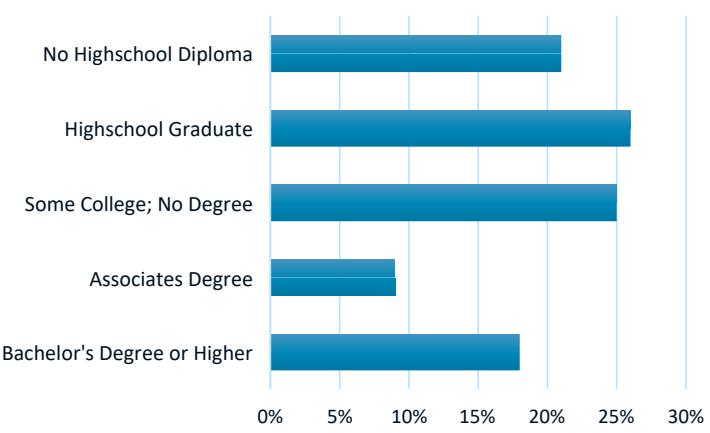
## Household Age



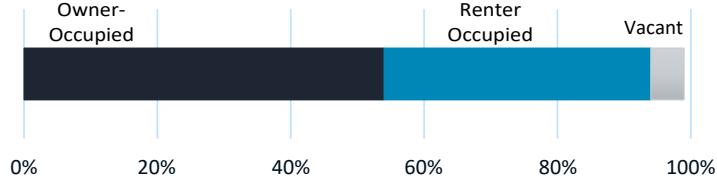
## Type of Household



## Educational Attainment



## Household by Tenure



### Estimated Annual Visits

Number of estimated visits within the last twelve months. The estimated visits is created using a machine learning model that uses ground truth data and other features to tune the estimation model.

### Average Dwell Time

Average minimum dwell time in minutes from visits tracked within the last month.

### Average Distance Traveled in Miles

Average distance from visitor's likely home location.

### Repeat Visitors

% of visitors who have made multiple visits to this location during the last month.

### Visits by Day

The % of visits by day of the week. This information is representative of the last month.

### Visits by Month

The % of visits by month. This information is representative of the last twelve months.

### Visits by Time of Day

The % of visits by hour. This information is representative of the last month.

### % Tourists

The % of visitors who's likely home location is not within 100 miles of the subject site.