

Property Overview

Aug 1, 2022 - Jul 31, 2023

Metrics

● **50 E State St, Trenton**
East State Street, Trenton, NJ 08619

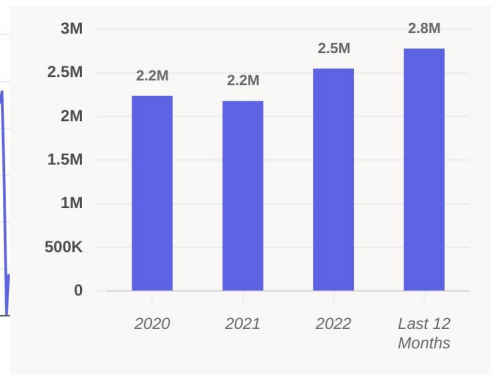
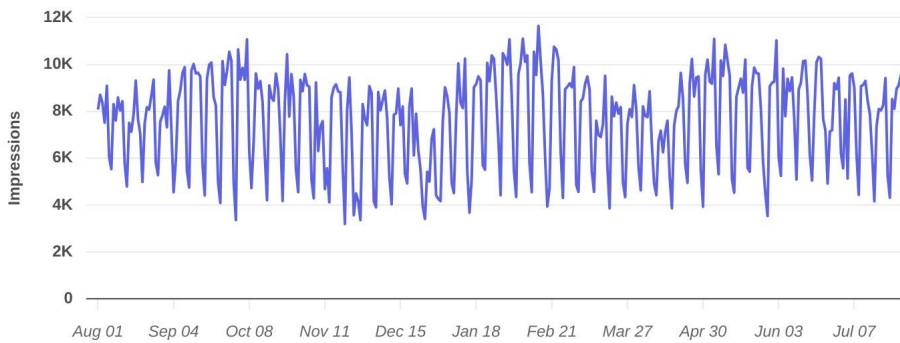
Visits	2.8M	Visits YoY	+18.4%
Visitors	279.6K	Visits Yo2Y	+32.8%
Visit Frequency	9.94	Visits Yo3Y	+23.1%
Panel Visits	58.5K		

Aug 1st, 2022 - Jul 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)



Impressions Trend

● **50 E State St, Trenton**
East State Street, Trenton, NJ



Daily | Impressions | Aug 1st, 2022 - Jul 31st, 2023
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Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
50 E State St, Trenton East State Street, Trento...	\$50.3K	18.5%	36.8	Black (45.2%)	2.77
New Jersey	\$91K	41.4%	40.9	White (56.8%)	2.68

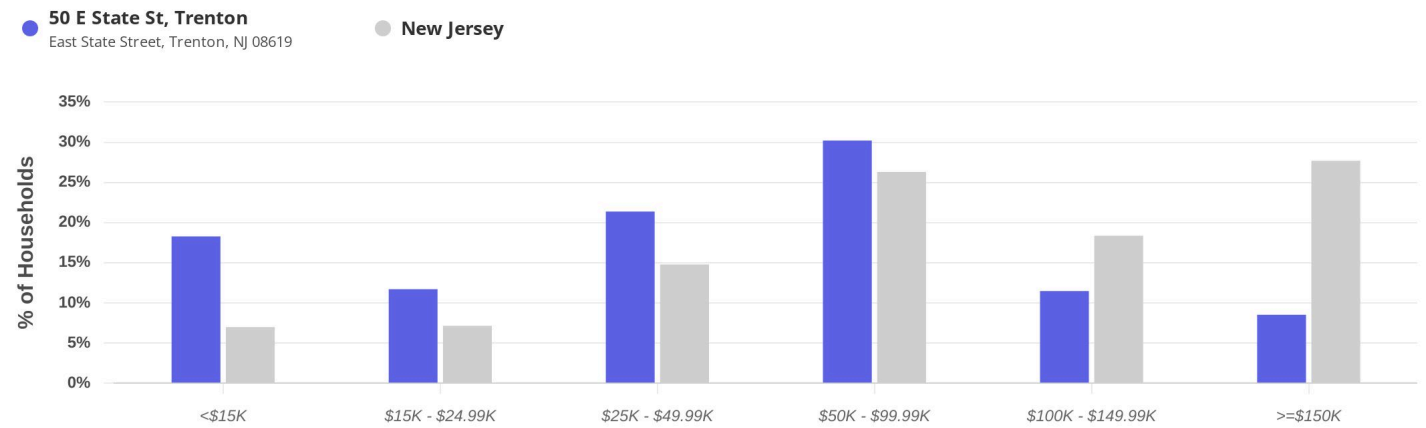
Aug 1st, 2022 - Jul 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)



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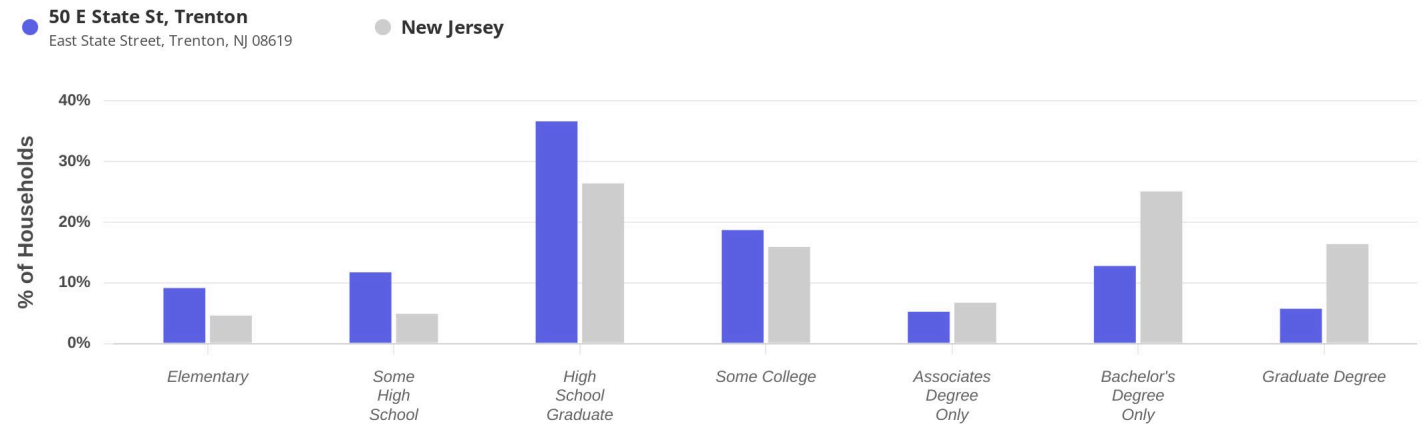
Household Income



Aug 1st, 2022 - Jul 31st, 2023 | Data Source: STI: Popstats
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Education



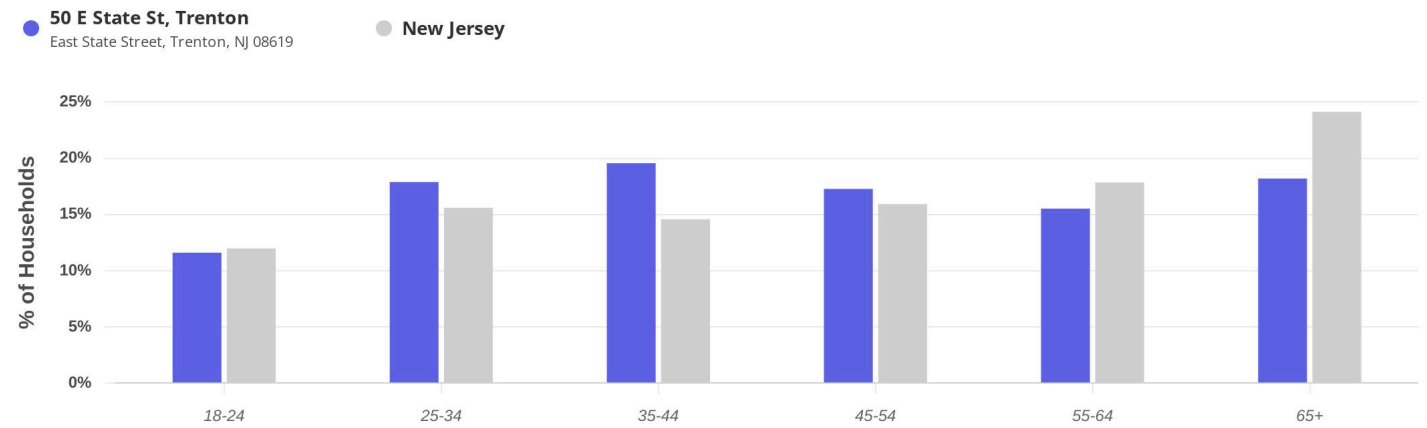
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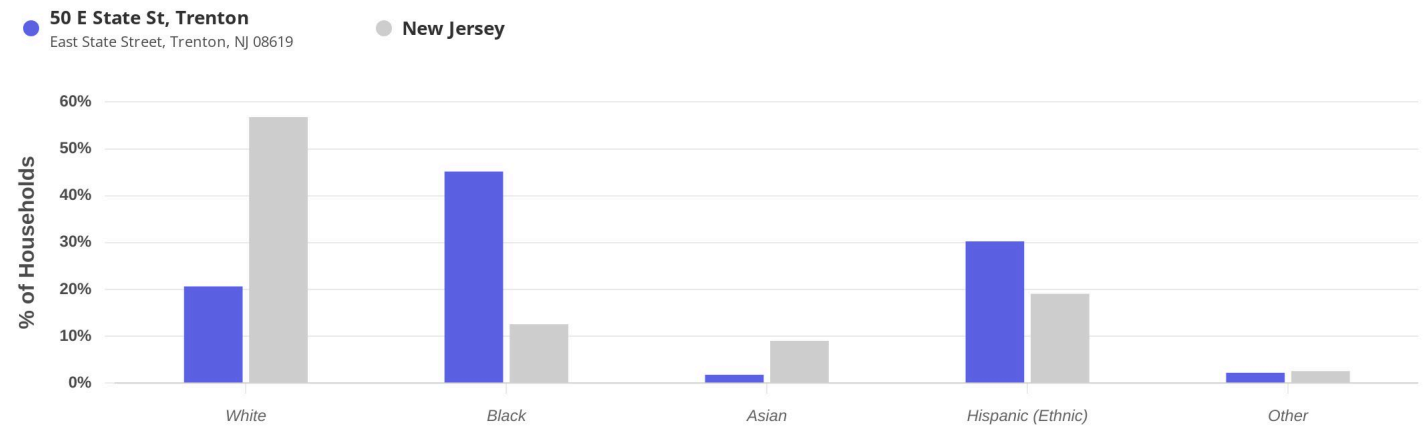
Age



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Ethnicity



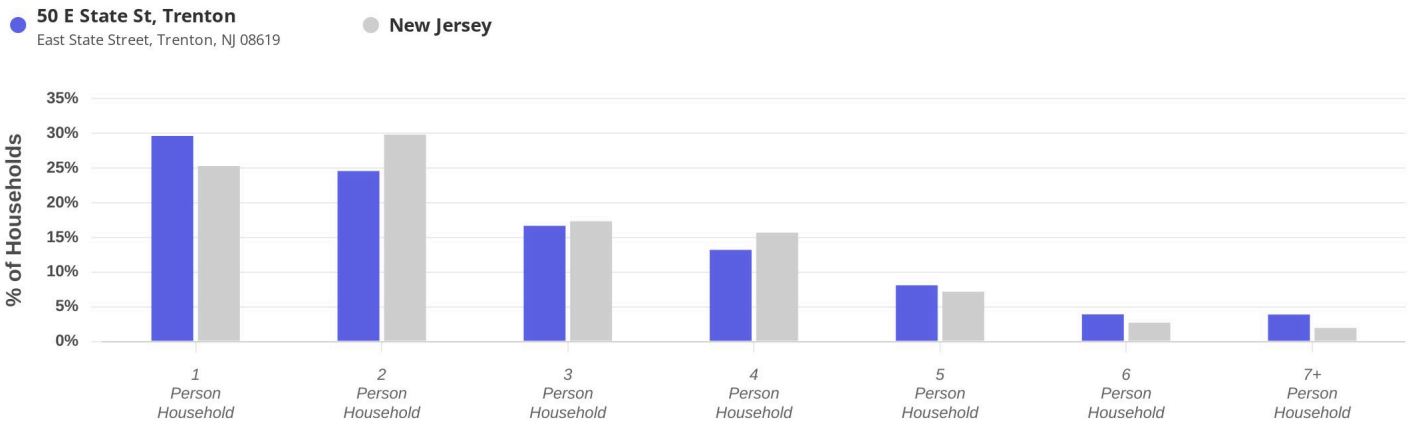
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Household Size



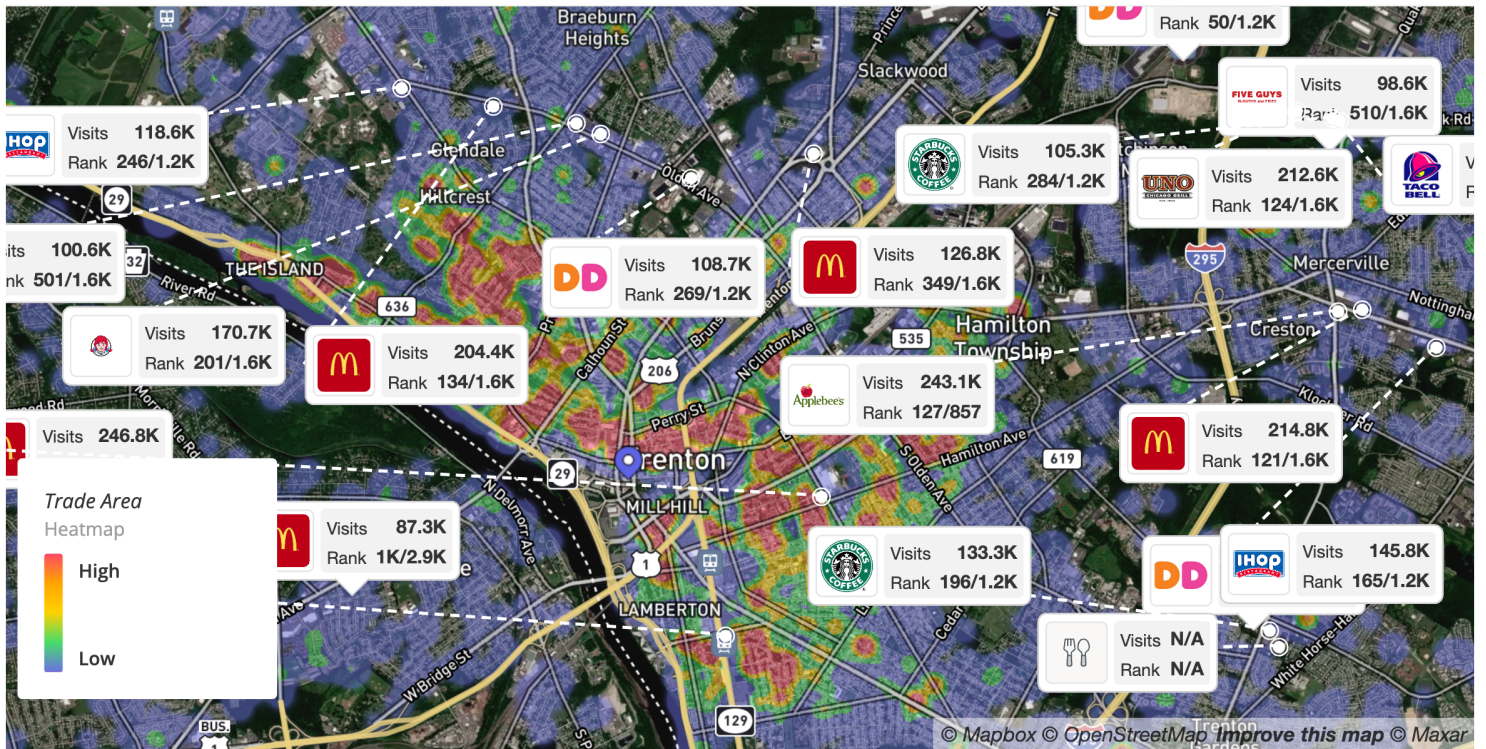
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Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

Aug 1st, 2022 - Jul 31st, 2023

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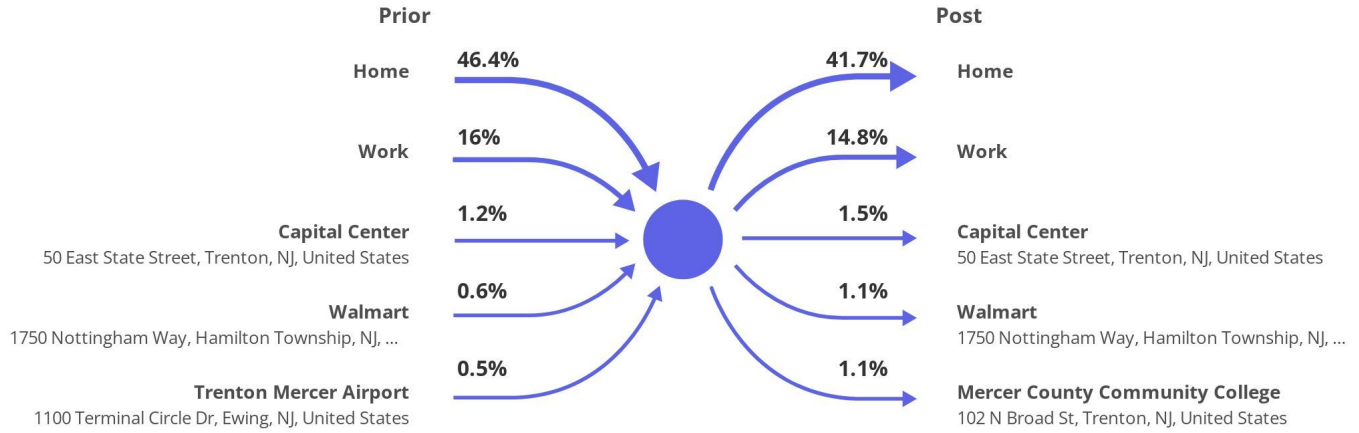


Property Overview

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Visitor Journey

● **50 E State St, Trenton**
East State Street, Trenton, NJ 08619

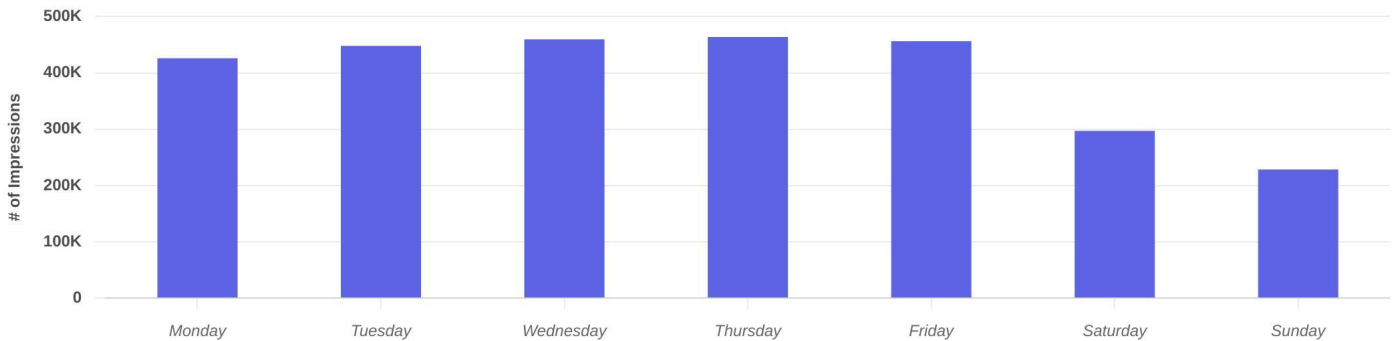


Show by: Location | Aug 1st, 2022 - Jul 31st, 2023
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Daily Impressions

● **50 E State St, Trenton**
East State Street, Trenton, NJ 08619



Visits | Aug 1st, 2022 - Jul 31st, 2023
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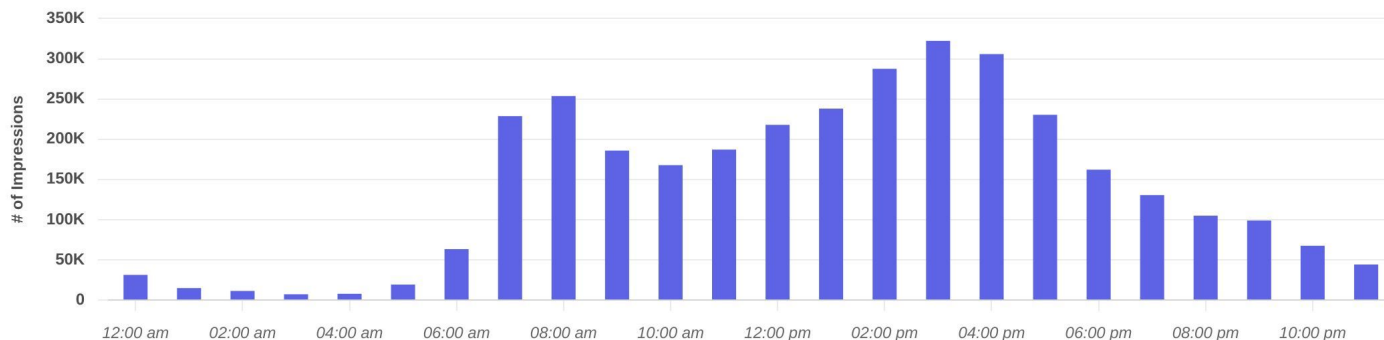
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Hourly Impressions

50 E State St, Trenton

East State Street, Trenton, NJ 08619



Visits | Aug 1st, 2022 - Jul 31st, 2023

Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places

50 E State St, Trenton / East State Street, Trenton, NJ

Rank	Name	Distance	Visitors
1	Texas Roadhouse / 1305 Highway 33, Trenton, NJ 8690	5.4 mi	26.2K (9.4%)
2	Applebee's / 333 NJ-33, Mercerville, NJ 8619	4.2 mi	26K (9.3%)
3	Chick-fil-A / 2950 US Highway 1, Lawrenceville, NJ 8648	4.8 mi	22.8K (8.1%)
4	Wendy's / 1730 N Olden Ave, Trenton, NJ 8638	1.9 mi	22.7K (8.1%)
5	McDonald's / 501 Chambers St, Trenton, NJ 8609	1.1 mi	21.9K (7.9%)
6	Broad St Diner / 2654 S Broad St, Trenton, NJ 8610	3.3 mi	21.3K (7.6%)
7	Special Pizza City / 1597 N Olden Avenue Ext, Ewing, NJ 08638	1.6 mi	20K (7.2%)
8	Olive Garden / 3345 Brunswick Pike - RT 1, Trenton, NJ 8648	6.8 mi	18.5K (6.6%)
9	Chick-fil-A / 555 Marketplace Blvd, Hamilton, NJ 8691	6.8 mi	17.9K (6.4%)
10	McDonald's / 103-113 Cass St, Trenton, NJ 8611	1.1 mi	17.7K (6.3%)

Category: Dining | Min. Visits: 1 | Aug 1st, 2022 - Jul 31st, 2023

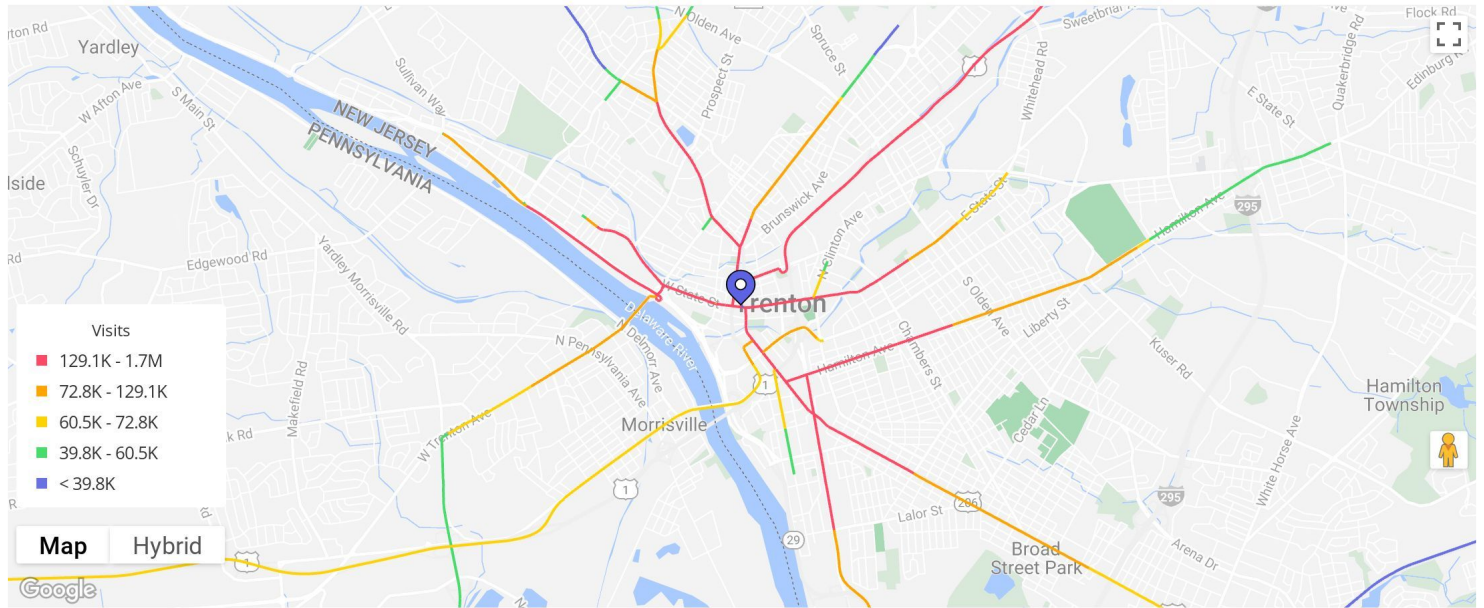
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Visitor Journey - Routes



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

Journey Direction: To Property | Aug 1st, 2022 - Jul 31st, 2023
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