



Property Overview

Dec 1 - Dec 31, 2024

Property:

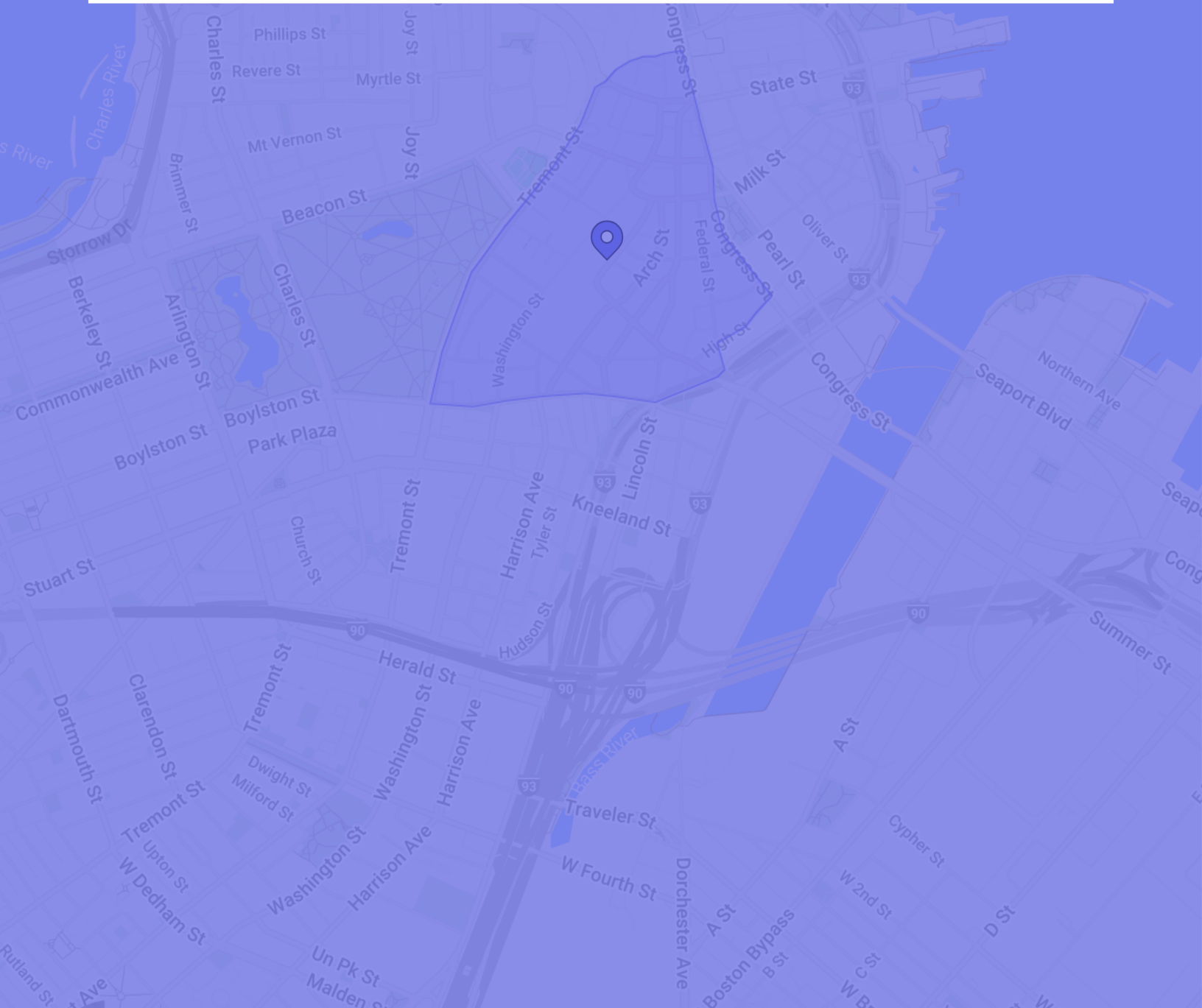
DB

Downtown Boston Alliance

1 Franklin Street, Boston, MA 02114

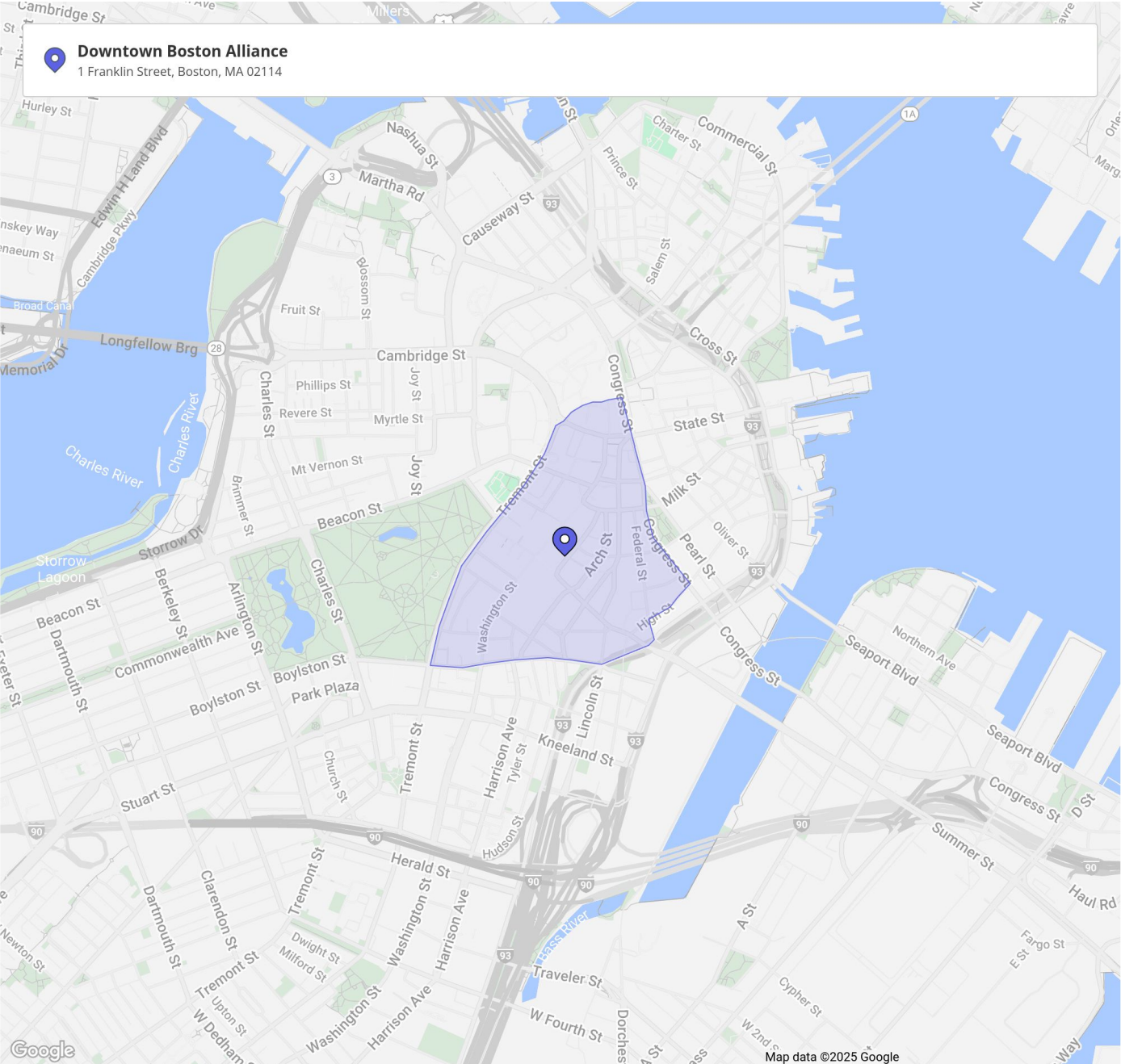
Applied Filters:

Audience Type: Visitors, Employees, Residents



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Metrics

Downtown Boston Alliance
1 Franklin Street, Boston, MA 02114

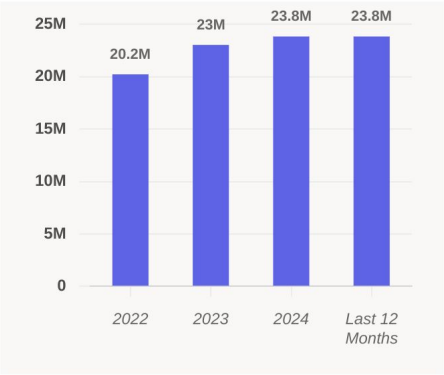
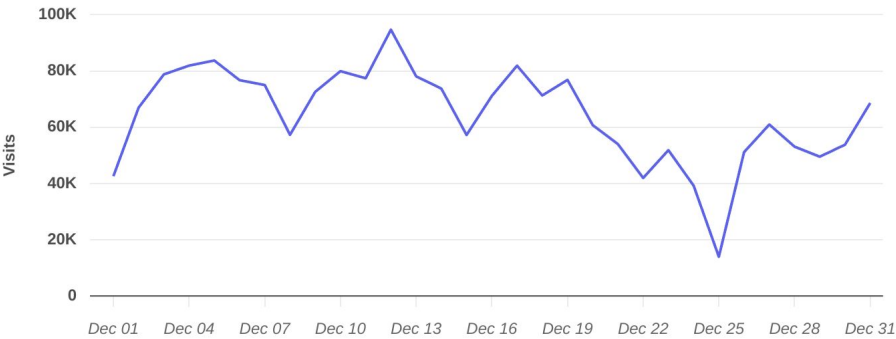
Visits	2M	Panel Visits	32.6K
Audience	826.4K	Visits YoY	+7.5%
Visit Frequency	2.42	Visits Yo2Y	+18.4%
Avg. Dwell Time	144 min	Visits Yo3Y	+32.3%

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



Visits Trend

Downtown Boston Alliance
Franklin Street, Boston, MA



Daily | Visits | Dec 1st, 2024 - Dec 31st, 2024
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Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Downtown Boston ... Franklin Street, Boston, ...	\$87.5K	52.6%	33.0	White (49.4%)	2.50
Massachusetts	\$89.6K	45.2%	38.7	White (69.7%)	2.58

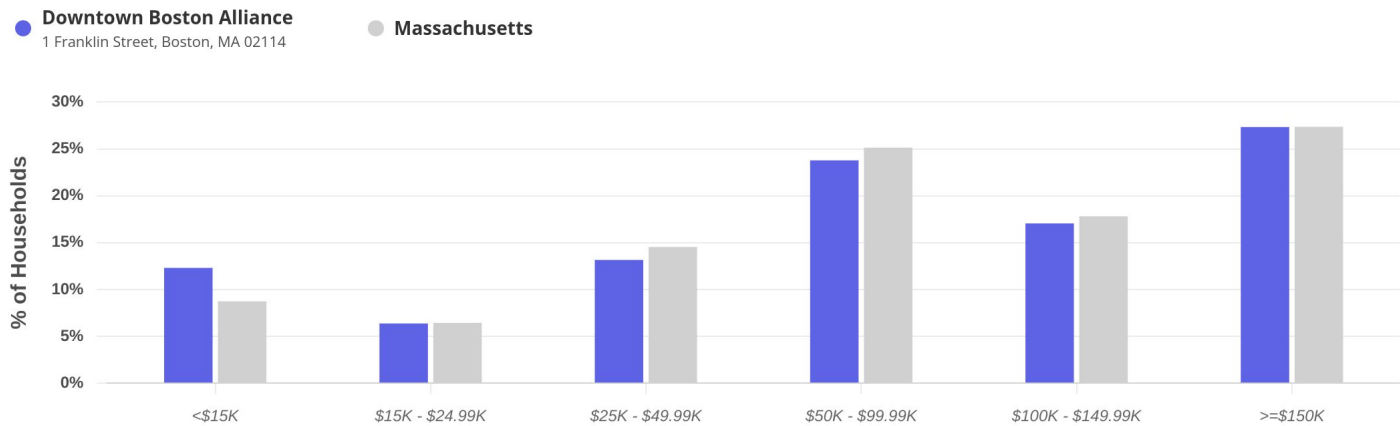
Dec 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



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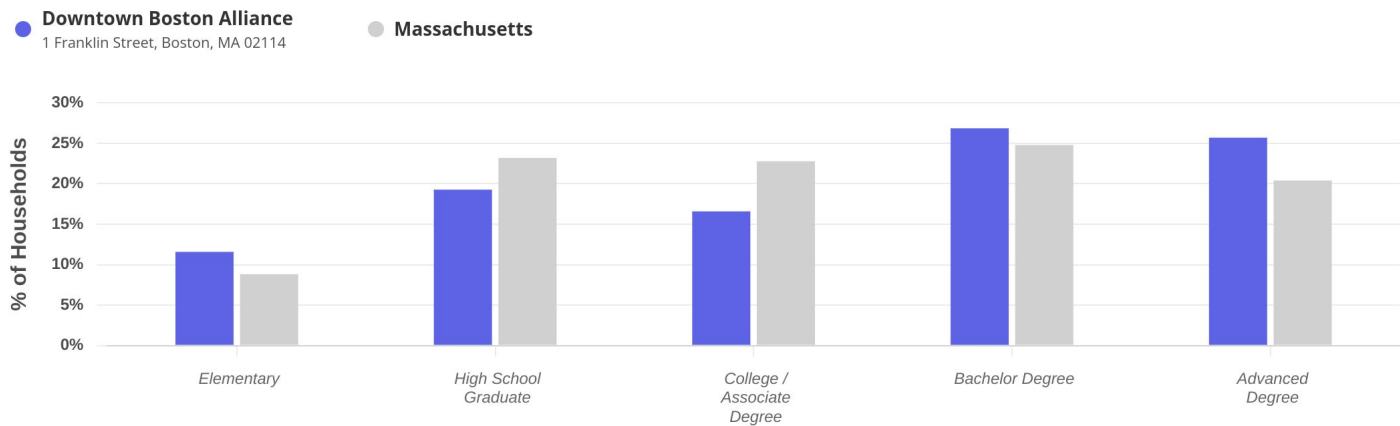
Household Income



Dec 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Education



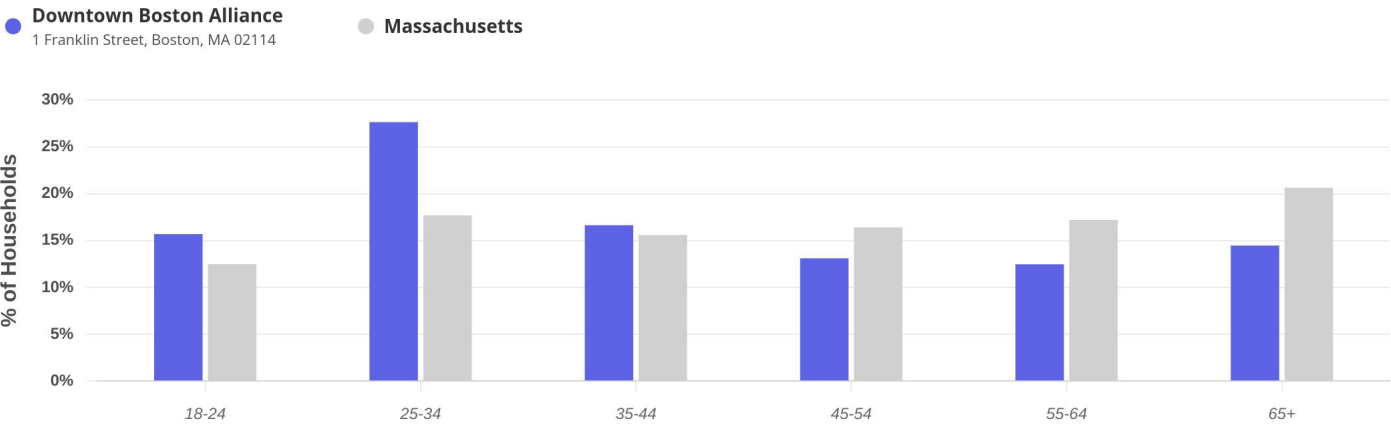
Dec 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2021
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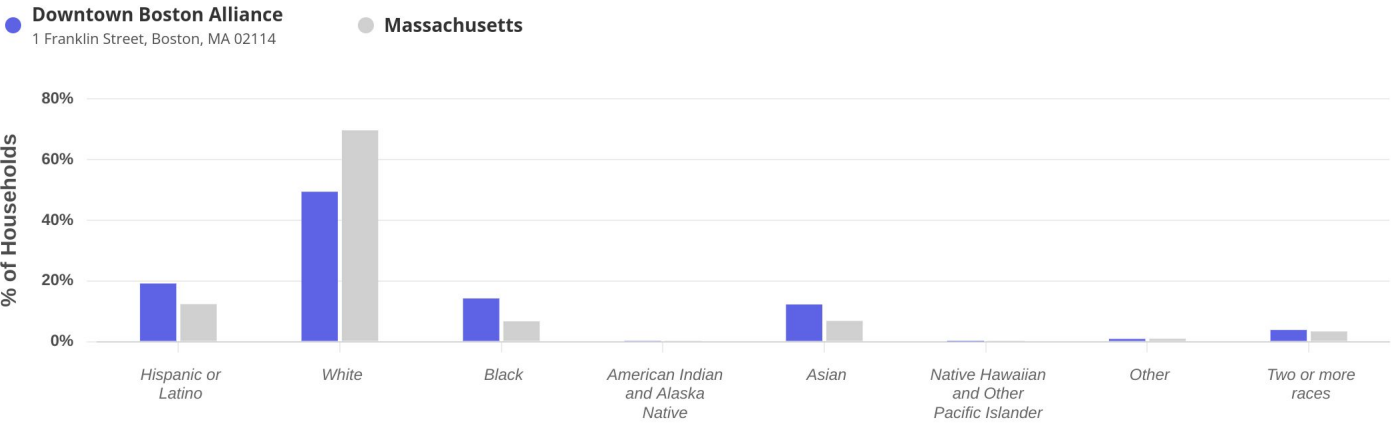
Age



Dec 1st, 2024 - Dec 31st, 2024 | Data Source: Census 2021
Data provided by Placer Labs Inc. (www.placer.ai)



Ethnicity

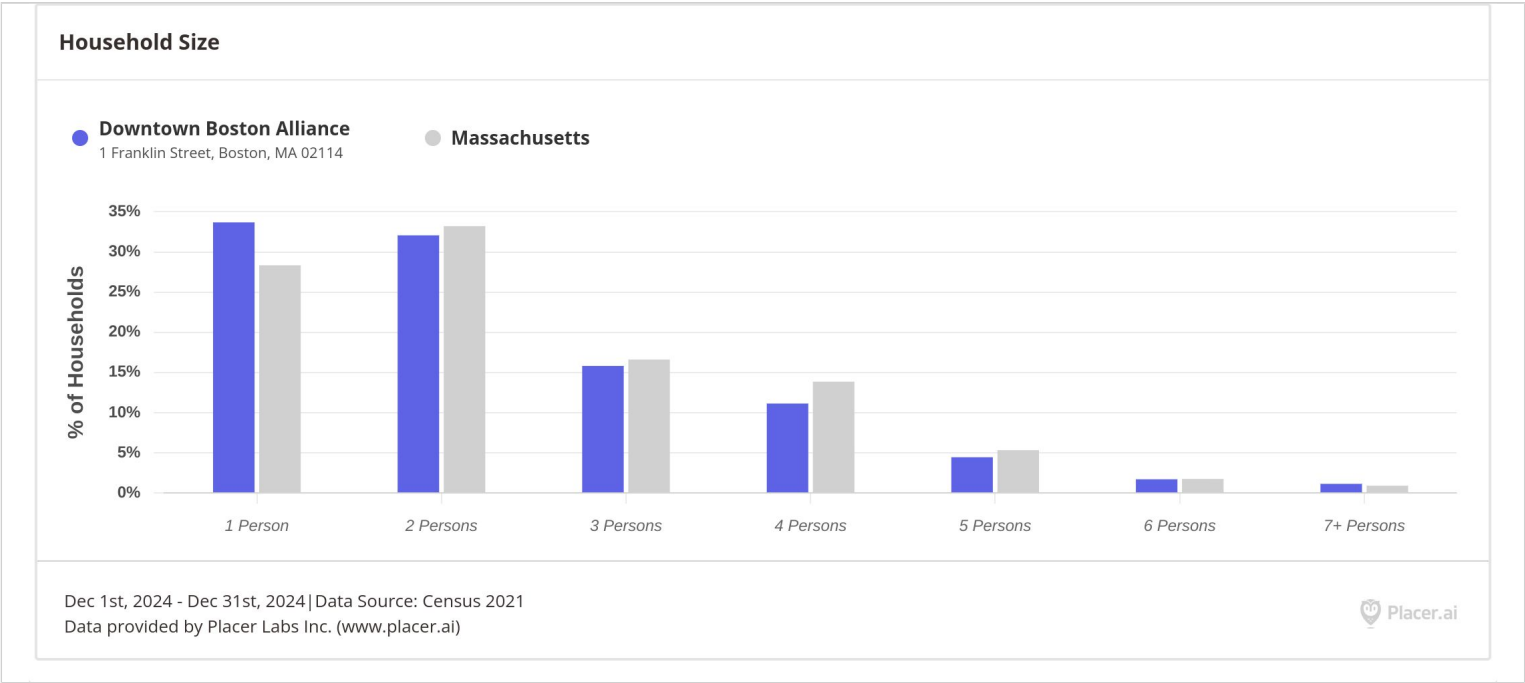


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Market Landscape



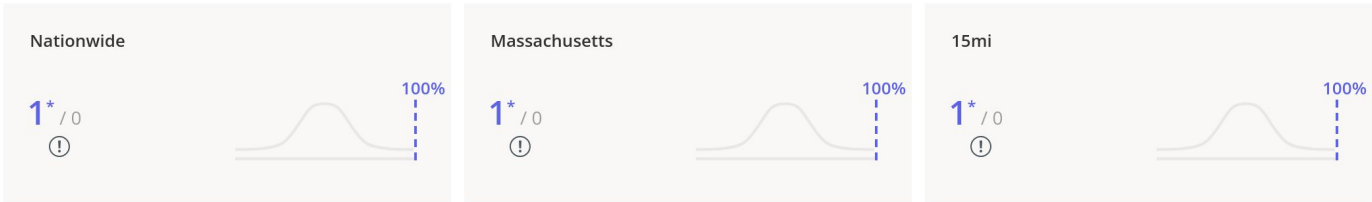
Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

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



Ranking Overview

Downtown Boston Alliance
1 Franklin Street, Boston, MA 02114



* Custom filters and dates are ignored. Ranking only supports 'full-months'.

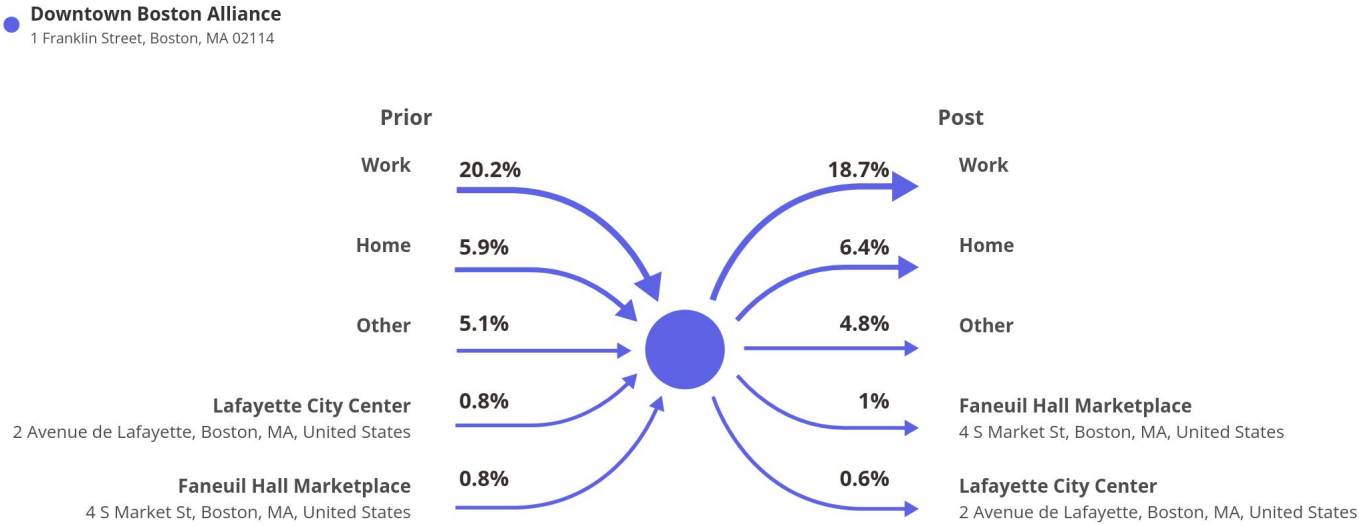
Category: Address | Visits | Dec 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



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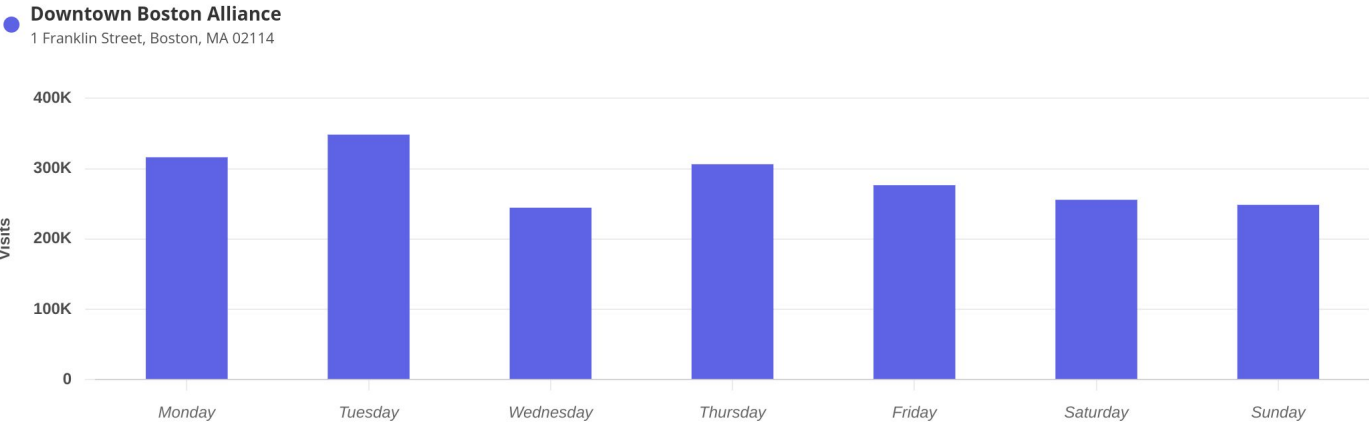
Visitor Journey



Show by: | Dec 1st, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Daily Visits



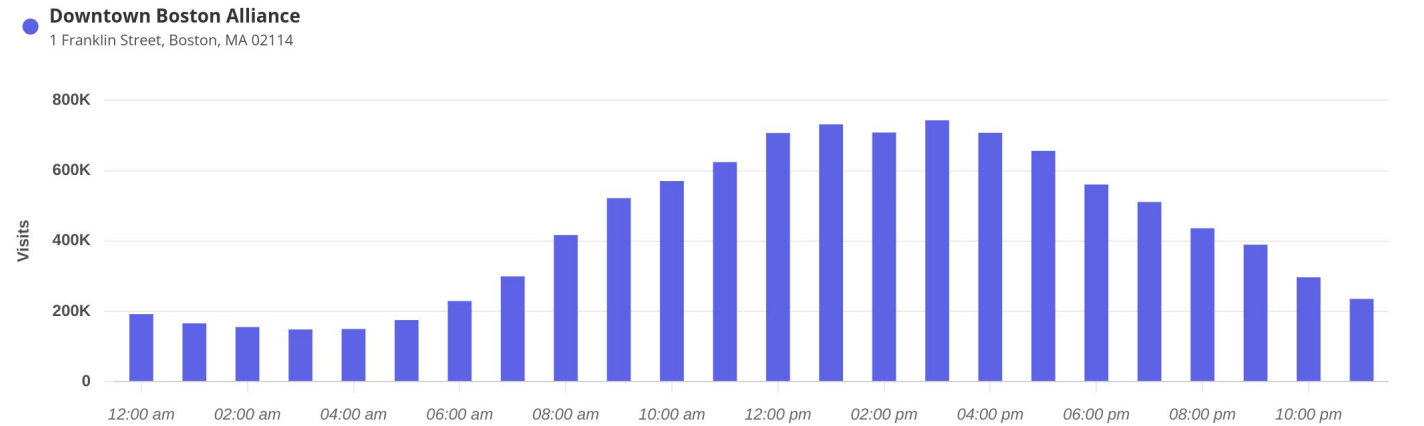
Visits | Dec 1st, 2024 - Dec 31st, 2024
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Hourly Visits



Visits | Dec 1st, 2024 - Dec 31st, 2024
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Favorite Places

Downtown Boston Alliance / Franklin Street, Boston, MA

Rank	Name	Distance	Visitors
1	Boston Logan International Airport / 112 Harborside Dr, Boston, MA 02128	2.2 mi	281.8K (34.1%)
2	Prudential Center / 800 Boylston St, Boston, MA 2199	1.3 mi	119.7K (14.5%)
3	Terminal B / 1 Fish Pier St E, Boston, MA 02128	2.1 mi	114.1K (13.8%)
4	TD Garden / 100 Legends Way, Boston, MA 02114	0.8 mi	113.1K (13.7%)
5	Faneuil Hall Marketplace / 4 S Market St, Boston, MA 02109	0.4 mi	112.9K (13.7%)
6	Terminal C / 100 Terminal Rd, Boston, MA 02128	2.3 mi	100.4K (12.2%)
7	South Shore Plaza / 250 Granite St, Braintree, MA 02184	9.5 mi	88.5K (10.7%)
8	Northeastern University / 360 Huntington Ave, Boston, MA 02115	1.9 mi	81.4K (9.9%)
9	South Bay Center / 8 Allstate Rd, Boston, MA 02125	2 mi	77.4K (9.4%)
10	Omni Parker House / 60 School St, Boston, MA 02108	0.2 mi	75.6K (9.2%)

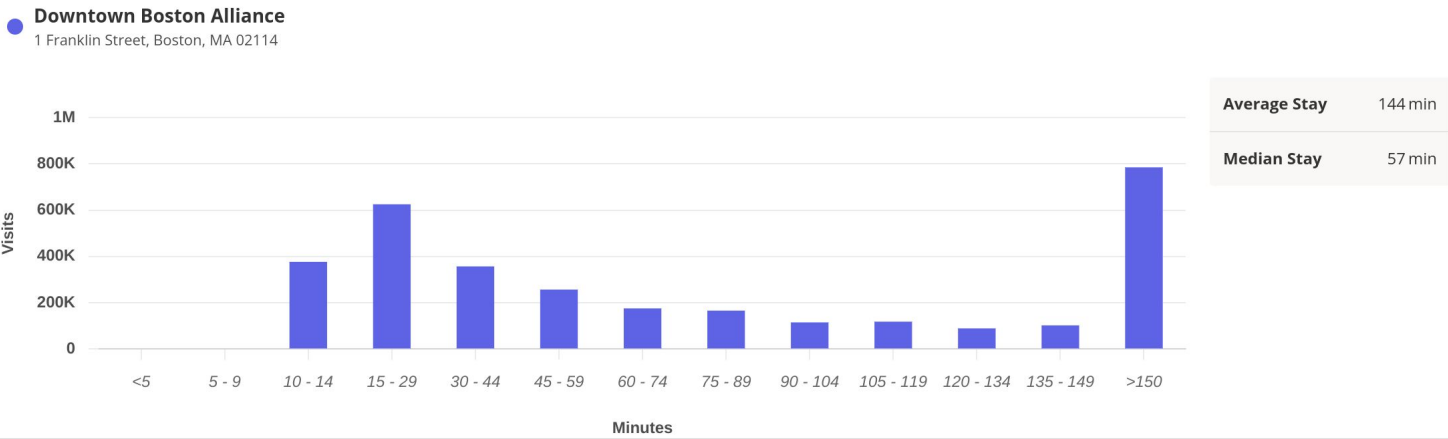
Category: All Categories | Min. Visits: 1 | Dec 1st, 2024 - Dec 31st, 2024
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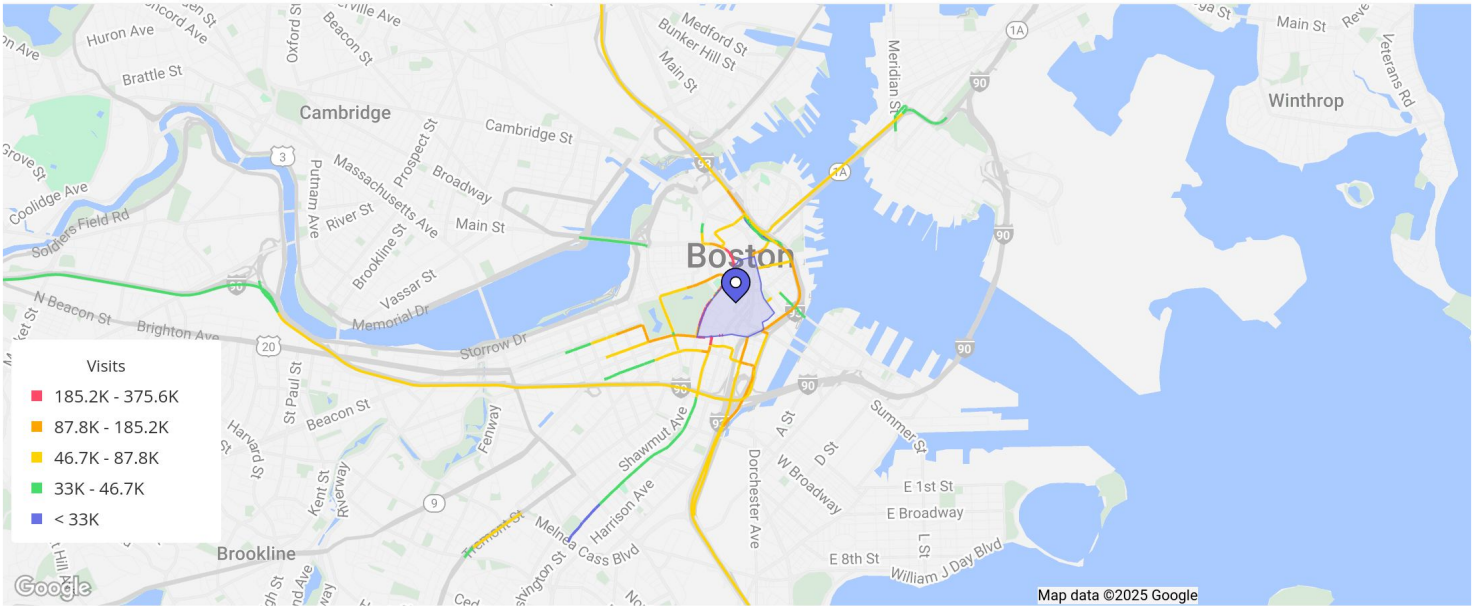
Visit Duration



Visits | Dec 1st, 2024 - Dec 31st, 2024
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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 | Dec 1st, 2024 - Dec 31st, 2024
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