

# Migration Guide Placecast by Date

Vintage 2023.03.10

## Airport Concourse

Airport concourses trend with the commercial airports and the U.S. Department of Transportation Bureau of Transportation Statistics' enplanement numbers.

Methodology	Percent
Number of places measured	263
Directly measured places	97%
Small and "noisy" places	2%
Unfocused places	

Variable	v2.0		Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)	
	v1.0 2019	v2.0 2019			Current Year
Median visits per week	83,270	86,715	71,407	-11863	-14%
Median dwell time (minutes)	73.9	71.9	75.5	+1.6	+2%
Dwell time minimum (minutes)	15		15		

## Airport Terminal

Airport concourses trend with the commercial airports and the U.S. Department of Transportation Bureau of Transportation Statistics' enplanement numbers.

Methodology	Percent
Number of places measured	146
Directly measured places	98%
Small and "noisy" places	1%
Unfocused places	1%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	103,304	108,297	83,759	-19545	-19%
Median dwell time (minutes)	84	79.1	84.9	+0.9	+1%
Dwell time minimum (minutes)	15		14.9		

## Amusement Park

The visits have stayed more or less the same (-10%).

Methodology	Percent
Number of places measured	13
Directly measured places	85%
Small and “noisy” places	15%
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	6,321	6,257	5,708	-613	-10%
Median dwell time (minutes)	131.8	139.5	155.1	+23.3	+18%
Dwell time minimum (minutes)	15		13.3		

## Auto Dealership

A sizable percentage of auto dealerships (26%) use the new “noisy” methodology, and therefore generally see lower visits (-21%) that are more stable week over week.

Methodology	Percent
Number of places measured	744
Directly measured places	73%
Small and “noisy” places	26%
Unfocused places	1%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	826	515	649	-177	-21%
Median dwell time (minutes)	49.4	70	65.1	+15.7	+32%
Dwell time minimum (minutes)	15		11.9		

## Bank

A small percentage of banks (6%) use the new “noisy” methodology, and therefore generally see lower visits (-49%) that are more stable week over week.

Methodology	Percent
Number of places measured	696
Directly measured places	83%
Small and “noisy” places	6%
Unfocused places	11%

Variable	v1.0 2019	v2.0 2019	v2.0 Current Year	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
Median visits per week	5,232	2,390	2,649	-2583	-49%
Median dwell time (minutes)	27.1	47.5	46.7	+19.6	+72%
Dwell time minimum (minutes)	15		10		

## Bar

Bars see a -33% change in median visits per week from 2019 version 1.0 to current year version 2.0. A significant percentage of them (18%) use the new “noisy” methodology, and therefore generally see lower visits that are more stable week over week. The median dwell times change by +42% using the new computation methods.

Methodology	Percent
Number of places measured	15,829
Directly measured places	73%
Small and “noisy” places	18%
Unfocused places	8%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	3,163	2,202	2,111	-1052	-33%
Median dwell time (minutes)	56.9	75.4	80.9	+23.9	+42%
Dwell time minimum (minutes)	15		12.9		

## Bus Garage Routes

Because the dwell time threshold decreased from 15 minutes to 7.8 minutes, the visits have increased (+50%).

Methodology	Percent
Number of places measured	255
Directly measured places	100%
Small and “noisy” places	
Unfocused places	

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	3,608,065	5,110,935	1,400,341	+1792274	+50%
Median dwell time (minutes)	60	60.5	47	-13.0	-22%
Dwell time minimum (minutes)	15		7.8		

## Business

A sizable percentage of businesses (33%) use the new “noisy” methodology, and therefore generally see lower visits (-52%) that are more stable week over week.

Methodology	Percent
Number of places measured	1,127
Directly measured places	38%
Small and “noisy” places	33%
Unfocused places	29%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,224	611	584	-640	-52%
Median dwell time (minutes)	53.3	72.5	68.7	+15.4	+29%
Dwell time minimum (minutes)	15		10.4		

## Car Wash Facility

A sizable percentage of car wash facilities (24%) use the new “noisy” methodology, and therefore generally see lower visits (-52%) that are more stable week over week.

Methodology	Percent
Number of places measured	44
Directly measured places	73%
Small and “noisy” places	24%
Unfocused places	2%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	5,483	3,514	2,625	-2858	-52%
Median dwell time (minutes)	27.8	35.5	32	+4.2	+15%
Dwell time minimum (minutes)	15		6.2		

## Casino

Casinos have seen less visits from 2019 to now. Versions 1.0 and 2.0 estimate similar median visits in 2019.

Methodology	Percent
Number of places measured	65
Directly measured places	82%
Small and “noisy” places	5%
Unfocused places	12%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	19,914	22,630	12,469	-7445	-37%
Median dwell time (minutes)	120.8	140.3	163.1	+42.2	+35%
Dwell time minimum (minutes)	15		14.8		

## Coffee Shop

A significant percentage of coffee shops (25%) use the new “noisy” methodology, and therefore generally see lower visits (-30%) that are more stable week over week. The visits increase consistently from 2019 onwards.

Methodology	Percent
Number of places measured	38
Directly measured places	48%
Small and “noisy” places	25%
Unfocused places	27%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	5,521	2,075	3,850	-1671	-30%
Median dwell time (minutes)	29.8	53.8	47.3	+17.5	+59%
Dwell time minimum (minutes)	15		7.7		

## Commercial Airport

Commercial airports trend very well with the U.S. Department of Transportation Bureau of Transportation Statistics' enplanement numbers. The BTS data show about 20-30% lower enplanement numbers going from 2019 to 2022, which compares to the median visits percent change of -48%.

Methodology	Percent
Number of places measured	296
Directly measured places	49%
Small and "noisy" places	3%
Unfocused places	2%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	38,317	23,215	19,749	-18568	-48%
Median dwell time (minutes)	71.4	80.8	71.2	-0.1	-0%
Dwell time minimum (minutes)	15		14.9		

## Community Center

A significant percentage of community centers (31%) use the new “noisy” methodology, and therefore generally see lower visits (-17%) that are more stable week over week.

Methodology	Percent
Number of places measured	24
Directly measured places	62%
Small and “noisy” places	31%
Unfocused places	8%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	1,516	1,158	1,253	-263	-17%
Median dwell time (minutes)	78.5	78.4	72.5	-5.9	-8%
Dwell time minimum (minutes)	15		12.2		

## Convenience Store

Convenience stores overall see a small percent change in median visits per week (-8%). A significant percentage of them (20%) use the new “noisy” methodology, and therefore generally see lower and more stable visits week over week.

Methodology	Percent
Number of places measured	17,366
Directly measured places	68%
Small and “noisy” places	20%
Unfocused places	12%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	4,786	3,522	4,421	-365	-8%
Median dwell time (minutes)	26.2	25.4	21.7	-4.5	-17%
Dwell time minimum (minutes)	15		3.8		

## Convention Center

The minimum dwell changed from 15 to 13.6 minutes, which caused an increase in the visits (+88%).

Methodology	Percent
Number of places measured	26
Directly measured places	78%
Small and “noisy” places	19%
Unfocused places	4%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,653	1,798	3,110	+1457	+88%
Median dwell time (minutes)	123	143	133.8	+10.8	+9%
Dwell time minimum (minutes)	15		13.6		

## Country Club

The visit numbers remain largely the same year over year (-12%) and with small portions of the places using the “noisy” methodology now.

Methodology	Percent
Number of places measured	53
Directly measured places	89%
Small and “noisy” places	9%
Unfocused places	2%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,755	1,565	1,545	-210	-12%
Median dwell time (minutes)	74.1	93.9	98.2	+24.0	+32%
Dwell time minimum (minutes)	15		14.3		

## Drugstore

For drugstores, the median visits per week changed by +24%. This increase is primarily due to the lower threshold to count an observed visit. In version 1.0, the threshold was 15 minutes in drugstores (same for all place types). In version 2.0, the threshold is now 6.3 minutes.

Methodology	Percent
Number of places measured	10,127
Directly measured places	86%
Small and “noisy” places	11%
Unfocused places	3%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	4,621	3,677	5,745	+1124	+24%
Median dwell time (minutes)	25.7	24.5	23.4	-2.3	-9%
Dwell time minimum (minutes)	15		6.3		

## Event Facility

A sizable percentage of event facilities (25%) use the new “noisy” methodology, and therefore generally see lower visits (-32%) that are more stable week over week.

Methodology	Percent
Number of places measured	52
Directly measured places	70%
Small and “noisy” places	25%
Unfocused places	5%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	3,057	1,542	2,086	-971	-32%
Median dwell time (minutes)	112.9	131.9	120.8	+7.9	+7%
Dwell time minimum (minutes)	15		12.7		

## Ferry

Ridership is now closer to the first-party estimations.

Methodology	Percent
Number of places measured	4
Directly measured places	100%
Small and “noisy” places	
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	32,529	21,297	20,941	-11588	-36%
Median dwell time (minutes)	23.2	31	30.1	+6.9	+30%
Dwell time minimum (minutes)	15		8		

## Fire Department

The visits have stayed more or less the same (+9%).

Methodology	Percent
Number of places measured	24
Directly measured places	88%
Small and “noisy” places	13%
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	1,304	1,236	1,420	+116	+9%
Median dwell time (minutes)	85.3	156.2	155.5	+70.2	+82%
Dwell time minimum (minutes)	15		13.6		

## Food Court

The visits to food courts have changed (+43%), primarily due to dropping the minimum dwell from 15 to 13.6 minutes.

Methodology	Percent
Number of places measured	9
Directly measured places	78%
Small and “noisy” places	22%
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	13,023	13,477	18,625	+5602	+43%
Median dwell time (minutes)	53.3	61.7	57.5	+4.2	+8%
Dwell time minimum (minutes)	15		13.6		

## Fraternal Organization

A sizable percentage of fraternal organizations (18%) use the new “noisy” methodology, and therefore generally see lower visits (-37%) that are more stable week over week.

Methodology	Percent
Number of places measured	1,435
Directly measured places	81%
Small and “noisy” places	18%
Unfocused places	1%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	1,373	867	863	-510	-37%
Median dwell time (minutes)	72.4	101.5	116.8	+44.4	+61%
Dwell time minimum (minutes)	15		13.1		

## Gas Station

Although a sizable percentage of gas stations (22%) use the new “noisy” methodology, the median visits went up (+31%). This is primarily due to lowering the dwell time threshold to 3.8 minutes.

Methodology	Percent
Number of places measured	1,336
Directly measured places	68%
Small and “noisy” places	22%
Unfocused places	0%

Variable	v2.0			Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	v1.0 2019	v2.0 2019	Current Year		
Median visits per week	2,970	2,420	3,885	+915	+31%
Median dwell time (minutes)	24.3	22	18.5	-5.8	-24%
Dwell time minimum (minutes)	15		3.8		

## General Aviation Airport

General aviation airports trend with the commercial airports and the U.S. Department of Transportation Bureau of Transportation Statistics' enplanement numbers.

Methodology	Percent
Number of places measured	57
Directly measured places	81%
Small and "noisy" places	17%
Unfocused places	2%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	2,905	1,888	1,163	-1742	-60%
Median dwell time (minutes)	41	76.5	85.6	+44.6	+109%
Dwell time minimum (minutes)	15		10.3		

## Grocery Store

For grocery stores, the median visits per week changed by +37%. This increase is primarily due to the lower threshold to count an observed visit. In version 1.0, the threshold was 15 minutes in grocery stores (same for all place types). In version 2.0, the threshold is now 11.2 minutes. The median dwell time changed by -26% when counting these shorter dwells.

Methodology	Percent
Number of places measured	13,953
Directly measured places	97%
Small and “noisy” places	1%
Unfocused places	2%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	10,753	12,981	14,742	+3989	+37%
Median dwell time (minutes)	46.5	37.1	34.4	-12.1	-26%
Dwell time minimum (minutes)	15		11.2		

## Gym

With version 2.0, the 2019 visits decreased slightly as compared to version 1.0 even though the dwell threshold is largely the same (14.7). This is because 14% use the “noisy” methodology. The visits have increased from 2019 to 2022 (+19%).

Methodology	Percent
Number of places measured	2,595
Directly measured places	72%
Small and “noisy” places	14%
Unfocused places	8%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	8,743	7,991	10,443	+1700	+19%
Median dwell time (minutes)	52.3	55.2	54.2	+1.9	+4%
Dwell time minimum (minutes)	15		14.7		

## Hospital

The hospital visits have decreased from 2019 to 2022 (-21%). Dwells are more representative.

Methodology	Percent
Number of places measured	454
Directly measured places	95%
Small and “noisy” places	0%
Unfocused places	4%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	18,878	20,613	14,848	-4030	-21%
Median dwell time (minutes)	148.6	159.9	180.5	+31.9	+21%
Dwell time minimum (minutes)	15		15		

## Hotel

Hotel visits have dropped from 2019 to 2022 (-30%). The dwells are more reasonable.

Methodology	Percent
Number of places measured	985
Directly measured places	88%
Small and “noisy” places	10%
Unfocused places	1%

Variable	v2.0		Current Year	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	v1.0 2019	v2.0 2019			
Median visits per week	5,902	7,258	4,159	-1743	-30%
Median dwell time (minutes)	115.6	257.2	260.8	+145.2	+126%
Dwell time minimum (minutes)	15		14.6		

## Laundromat

The visit numbers remain the same year over year and with methodology changes.

Methodology	Percent
Number of places measured	60
Directly measured places	78%
Small and “noisy” places	17%
Unfocused places	5%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	2,915	2,314	3,063	+148	+5%
Median dwell time (minutes)	46.8	57.8	62.3	+15.5	+33%
Dwell time minimum (minutes)	15		11.7		

## Lifestyle Center

The visits have stayed more or less the same (-12%).

Methodology	Percent
Number of places measured	86
Directly measured places	93%
Small and “noisy” places	
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	99,579	81,687	87,186	-12393	-12%
Median dwell time (minutes)	87.1	93	83.8	-3.3	-4%
Dwell time minimum (minutes)	15		14.9		

## Liquor Store

Liquor stores overall see a small percent change in median visits per week (+6%). A significant percentage of them (28%) use the new “noisy” methodology (which tends to decrease visits), but the dwell time threshold changed from 15 minutes to 3.6 (which tends to increase visits).

Methodology	Percent
Number of places measured	1,292
Directly measured places	66%
Small and “noisy” places	28%
Unfocused places	6%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	2,109	1,665	2,244	+135	+6%
Median dwell time (minutes)	42	30.8	28.9	-13.1	-31%
Dwell time minimum (minutes)	15		3.6		

## Medical Office

The new values trend much better with the first-party estimation. Of all medical offices, 54% have first-party data.

Methodology	Percent
Number of places measured	356
Directly measured places	24%
Small and “noisy” places	4%
Unfocused places	18%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	2,109	837	1,341	-768	-36%
Median dwell time (minutes)	67.2	85.3	82	+14.8	+22%
Dwell time minimum (minutes)	15		14.2		

## Medical Office - Cardiology

The new values trend much better with the first-party estimation. Of all medical offices specializing in cardiology, 79% have first-party data.

Methodology	Percent
Number of places measured	127
Directly measured places	5%
Small and “noisy” places	0%
Unfocused places	16%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	3,363	763	1,115	-2248	-67%
Median dwell time (minutes)	67.1	75	85.1	+18.0	+27%
Dwell time minimum (minutes)	15		14.7		

## Medical Office - Dentist Office

The combination of newly introduced methodologies, “noisy” and unfocused, resulted in some decrease in the number of visits (-24%).

Methodology	Percent
Number of places measured	243
Directly measured places	61%
Small and “noisy” places	11%
Unfocused places	29%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,456	810	1,111	-345	-24%
Median dwell time (minutes)	42.7	55	64	+21.3	+50%
Dwell time minimum (minutes)	15		12.7		

## Medical Office - Dermatology

The new values trend much better with the first-party estimation. Of all medical offices specializing in dermatology, 86% have first-party data.

Methodology	Percent
Number of places measured	237
Directly measured places	6%
Small and “noisy” places	1%
Unfocused places	7%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	2,268	552	725	-1543	-68%
Median dwell time (minutes)	51.8	60.6	74.6	+22.7	+44%
Dwell time minimum (minutes)	15		14.2		

## Medical Office - Gastroenterology

The new values trend much better with the first-party estimation. Of all medical offices specializing in gastroenterology, 38% have first-party data.

Methodology	Percent
Number of places measured	29
Directly measured places	8%
Small and “noisy” places	2%
Unfocused places	52%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,431	822	941	-490	-34%
Median dwell time (minutes)	65.7	78.1	79.1	+13.4	+20%
Dwell time minimum (minutes)	15		14.5		

## Medical Office - Neurology

The new values trend much better with the first-party estimation. Of all medical offices specializing in neurology, 29% have first-party data.

Methodology	Percent
Number of places measured	25
Directly measured places	8%
Small and “noisy” places	1%
Unfocused places	61%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,400	620	816	-584	-42%
Median dwell time (minutes)	71.8	74.7	72.7	+0.9	+1%
Dwell time minimum (minutes)	15		14.3		

## Medical Office - Oncology

The new values trend much better with the first-party estimation. Of all medical offices specializing in oncology, 98% have first-party data.

Methodology	Percent
Number of places measured	121
Directly measured places	0%
Small and “noisy” places	
Unfocused places	1%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	4,284	919	835	-3449	-81%
Median dwell time (minutes)	75.6	91	92.3	+16.7	+22%
Dwell time minimum (minutes)	15		14.6		

## Medical Office - Physical Therapy

The 2019 visits have increased since the dwell threshold has decreased to 13.2 minutes for medical offices specializing in physical therapy.

Methodology	Percent
Number of places measured	27
Directly measured places	42%
Small and “noisy” places	10%
Unfocused places	48%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,112	1,392	1,846	+734	+66%
Median dwell time (minutes)	45.4	48	63.1	+17.7	+39%
Dwell time minimum (minutes)	15		13.2		

## Medical Office - Primary Care

The new values trend much better with the first-party estimation. Of all medical offices specializing in primary care, 82% have first-party data.

Methodology	Percent
Number of places measured	2,774
Directly measured places	6%
Small and “noisy” places	1%
Unfocused places	11%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	2,824	576	737	-2087	-74%
Median dwell time (minutes)	59.6	73.1	77.5	+17.9	+30%
Dwell time minimum (minutes)	15		14.2		

## Medical Office - Rheumatology

The visits have stayed more or less the same (-2%). Of all medical offices specializing in rheumatology, 45% have first-party data.

Methodology	Percent
Number of places measured	23
Directly measured places	16%
Small and “noisy” places	1%
Unfocused places	38%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	1,096	905	1,071	-25	-2%
Median dwell time (minutes)	77.8	74.9	76.9	-1.0	-1%
Dwell time minimum (minutes)	15		14.6		

## Medical Office - Women's Health

The new values trend much better with the first-party estimation. Of all medical offices specializing in women's health, 88% have first-party data.

Methodology	Percent
Number of places measured	136
Directly measured places	1%
Small and "noisy" places	0%
Unfocused places	10%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	2,532	528	514	-2018	-80%
Median dwell time (minutes)	61	70	92.9	+31.9	+52%
Dwell time minimum (minutes)	15		14.6		

## Office Building

A percentage of office buildings (8%) use the new “noisy” methodology, and therefore generally see lower visits (-49%) that are more stable week over week. And 25% are now going through our new methods handling unfocused places. The new visits trend much better with the first-party estimations, and we have first-party data for 13% of office buildings.

Methodology	Percent
Number of places measured	259
Directly measured places	54%
Small and “noisy” places	8%
Unfocused places	24%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	4,341	2,851	2,227	-2114	-49%
Median dwell time (minutes)	85.9	114.2	97.4	+11.5	+13%
Dwell time minimum (minutes)	15		14		

## Outdoor Rec

A percentage of outdoor rec (16%) use the new “noisy” methodology, and therefore generally see lower visits (-34%) that are more stable week over week.

Methodology	Percent
Number of places measured	117
Directly measured places	78%
Small and “noisy” places	16%
Unfocused places	6%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	2,133	1,540	1,409	-724	-34%
Median dwell time (minutes)	113.9	164.4	145.5	+31.6	+28%
Dwell time minimum (minutes)	15		13.4		

## Outlet Mall

The visits to outlet malls have decreased with the new methodology.

Methodology	Percent
Number of places measured	91
Directly measured places	64%
Small and “noisy” places	
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	70,961	60,332	57,878	-13083	-18%
Median dwell time (minutes)	87.6	86.3	80.1	-7.6	-9%
Dwell time minimum (minutes)	15		14.9		

## Park

The visits have stayed more or less the same (-10%).

Methodology	Percent
Number of places measured	26
Directly measured places	73%
Small and “noisy” places	27%
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	4,874	2,334	4,391	-483	-10%
Median dwell time (minutes)	68.1	69.4	62.6	-5.5	-8%
Dwell time minimum (minutes)	15		14.7		

## Parking Structure

49% of the Parking Structures now go through the new procedure for unfocused places.

Methodology	Percent
Number of places measured	69
Directly measured places	49%
Small and “noisy” places	3%
Unfocused places	48%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	10,204	7,044	6,547	-3657	-36%
Median dwell time (minutes)	32.6	46.8	38	+5.4	+17%
Dwell time minimum (minutes)	15		11.4		

## Pedestrian Plaza

The visits have stayed in approximately the same range (-14%).

Methodology	Percent
Number of places measured	5
Directly measured places	100%
Small and “noisy” places	
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	86,209	69,933	73,853	-12356	-14%
Median dwell time (minutes)	37.1	42.7	38.9	+1.8	+5%
Dwell time minimum (minutes)	15		10.9		

## Quick Serve Restaurant

A sizable percentage of businesses (29%) use the new “noisy” methodology, and therefore generally see lower visits (-59%) that are more stable week over week.

Methodology	Percent
Number of places measured	951
Directly measured places	59%
Small and “noisy” places	29%
Unfocused places	12%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	5,058	2,078	2,081	-2977	-59%
Median dwell time (minutes)	26.1	35.7	36.8	+10.7	+41%
Dwell time minimum (minutes)	15		6.3		

## Residential Facility

43% of the Residential Facilities now go through new unfocused methodology. The dwells are now more reasonable.

Methodology	Percent
Number of places measured	188
Directly measured places	54%
Small and “noisy” places	3%
Unfocused places	43%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	9,873	6,699	6,405	-3468	-35%
Median dwell time (minutes)	76.7	106.4	102.5	+25.8	+34%
Dwell time minimum (minutes)	15		11.7		

## Rest Stop

The visits have stayed more or less the same (+3%).

Methodology	Percent
Number of places measured	70
Directly measured places	91%
Small and “noisy” places	9%
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	6,367	9,684	6,572	+205	+3%
Median dwell time (minutes)	47.2	33.4	35.9	-11.3	-24%
Dwell time minimum (minutes)	15		8.3		

## Retail

Retail places see a change of -45% in median visits per week. A significant percentage of them (19%) use the new “noisy” methodology, and therefore generally see lower visits that are more stable week over week. The median dwell time changed by +31% though using the new dwell computation methods.

Methodology	Percent
Number of places measured	13,010
Directly measured places	73%
Small and “noisy” places	19%
Unfocused places	8%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	17,620	7,942	9,707	-7913	-45%
Median dwell time (minutes)	34.8	49.6	45.4	+10.6	+31%
Dwell time minimum (minutes)	15		12.9		

## Shopping Center

The visits to shopping centers have decreased with version 2.0 methodology (-36%).

Methodology	Percent
Number of places measured	361
Directly measured places	100%
Small and “noisy” places	
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	44,045	28,926	28,024	-16021	-36%
Median dwell time (minutes)	64.2	63.6	60	-4.2	-7%
Dwell time minimum (minutes)	15		14.8		

## Shopping Mall

The visits to shopping malls have slightly decrease with the new methodology in version 2.0 (-15%) and factoring in first-party data for 8% of the places.

Methodology	Percent
Number of places measured	461
Directly measured places	92%
Small and “noisy” places	0%
Unfocused places	

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	121,605	101,449	103,799	-17806	-15%
Median dwell time (minutes)	84	84.3	79.7	-4.3	-5%
Dwell time minimum (minutes)	15		14.9		

## Sitdown Restaurant

Sitdown restaurants overall see a small percent change in median visits per week (+11%). The “noisy” methodology is used for 11% of the places, which is primarily why the median visits per week in 2019 using version 1.0 and version 2.0 changes. The “noisy” methodology generally lowers the median visits per week but makes the estimates more stable week over week.

Methodology	Percent
Number of places measured	5,433
Directly measured places	75%
Small and “noisy” places	11%
Unfocused places	14%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	5,028	4,712	5,602	+574	+11%
Median dwell time (minutes)	56.8	62.3	65.6	+8.7	+15%
Dwell time minimum (minutes)	15		13.5		

## Spiritual Center

The visits have stayed more or less the same (-7%).

Methodology	Percent
Number of places measured	15
Directly measured places	63%
Small and “noisy” places	31%
Unfocused places	6%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	855	774	797	-58	-7%
Median dwell time (minutes)	66.1	70.1	70	+4.0	+6%
Dwell time minimum (minutes)	15		11.5		

## Theater

The visits to theaters have increased from 2019 to 2022. The dwells now are more reasonable.

Methodology	Percent
Number of places measured	523
Directly measured places	
Small and “noisy” places	93%
Unfocused places	7%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	7,733	9,712	9,699	+1966	+25%
Median dwell time (minutes)	92	94.1	123.9	+31.9	+35%
Dwell time minimum (minutes)	15		6.9		

## Tourist Attraction

The visits have stayed more or less the same (-1%).

Methodology	Percent
Number of places measured	43
Directly measured places	79%
Small and “noisy” places	13%
Unfocused places	9%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	6,367	5,843	6,299	-68	-1%
Median dwell time (minutes)	82.7	90.1	91.3	+8.6	+10%
Dwell time minimum (minutes)	15		14.5		

## Trail

Methodology	Percent
Number of places measured	2
Directly measured places	
Small and “noisy” places	100%
Unfocused places	

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	272	2,298	2,585	+2313	+851%
Median dwell time (minutes)	89	66.8	51.4	-37.6	-42%
Dwell time minimum (minutes)	15		9.6		

## Transit Hub

Many transit hubs are included in the transit station category including, but not limited to, NY Penn Station, Grand Central Terminal, LA Union Station. There has been a drop in ridership from 2019 to 2022. NYC MTA data shows a similar drop.

Motionworks continues to rely on manually collected station or system level boardings directly from transit operators, however monthly boardings and alightings from the U.S. Federal Transit Administration’s (FTA) National Transit Database (NTD) have been added to estimate station-level counts monthly and normalize reporting across the United States. The U.S. FTA is the definitive source of transit usage in the United States, and Motionworks continues to bring in all data that can be additive to the solution. In the case of the FTA data, staying current with monthly changes in overall ridership ensures consistency across all public transport operators nationwide.

Methodology	Percent
Number of places measured	22
Directly measured places	40%
Small and “noisy” places	4%
Unfocused places	

Variable	v2.0		Current Year	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	v1.0 2019	v2.0 2019			
Median visits per week	39,794	29,432	15,926	-23868	-60%
Median dwell time (minutes)	33.1	35.8	33.8	+0.7	+2%
Dwell time minimum (minutes)	15		6.8		

## Transit Station

Motionworks continues to rely on manually collected station or system level boardings directly from transit operators, however monthly boardings and alightings from the U.S. Federal Transit Administration’s (FTA) National Transit Database (NTD) have been added to estimate station-level counts monthly and normalize reporting across the United States. The U.S. FTA is the definitive source of transit usage in the United States, and Motionworks continues to bring in all data that can be additive to the solution. In the case of the FTA data, staying current with monthly changes in overall ridership ensures consistency across all public transport operators nationwide.

Methodology	Percent
Number of places measured	2,283
Directly measured places	8%
Small and “noisy” places	5%
Unfocused places	1%

Variable	v1.0 2019	v2.0 2019	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
			Current Year		
Median visits per week	7,977	9,573	5,237	-2740	-34%
Median dwell time (minutes)	33.5	32.9	26.1	-7.4	-22%
Dwell time minimum (minutes)	15		4.6		

## Warehouse

A small percentage of warehouses (13%) use the new “noisy” methodology, and therefore generally see a slight decrease in visits (-25%) that are more stable week over week.

Methodology	Percent
Number of places measured	306
Directly measured places	83%
Small and “noisy” places	13%
Unfocused places	3%

Variable	v1.0	v2.0	v2.0	Change (v1.0 2019 to v2.0 Current Year)	% Change (v1.0 2019 to v2.0 Current Year)
	2019	2019	Current Year		
Median visits per week	2,511	2,212	1,895	-616	-25%
Median dwell time (minutes)	135.3	192.3	195.3	+60.0	+44%
Dwell time minimum (minutes)	15		14.7		