

Where the crowd comes from, where it goes next, and who they are

Part 1 follows every device seen inside Chase Center for the 30 minutes before arrival and after departure, linked to neighborhoods, transit stations, bars and restaurants. You can filter it to any date. Part 2 profiles visitors by their home neighborhoods: where they live, their age and income, and which countries they come from.

This edition: Arena bowl only: pins within an 84 m circle around the centre of Chase Center, 27 Oct 2025 – 25 Nov 2025. Its 45,611 pins come from 5,191 devices, and its 150,000 path points are kept only on the dates the device was inside the arena circle.

5,191 UNIQUE DEVICES	7,631 VISITS (DEVICE-DAYS)
3,652 JOURNEYS TRACED	1,142 PLACES LINKED
76.3% LIVE IN THE BAY AREA	\$130,819 MEDIAN HOUSEHOLD INCOME

PART 1

How visitors move

Pin and path data, filterable by date. Use the bar below to choose a preset, a date range or weekdays. You can also click days on the calendar.



Across these 30 days, an estimated **152,000 people** came to 10 events. The panel saw 7,631 devices. The charts below describe that crowd using the panel sample.

Arrivals peak at **7 pm**, and **58%** arrive between 5 and 9 pm, the pattern of an event night.

The top origins are **Mission Bay**, **Financial District/South Beach**, **Potrero Hill**. San Francisco accounts for **62%** of journeys, and 46% start more than 5 km away.

Most arrivals look like **car / rideshare** (40%). Transit covers 21% on the way in and 15% on the way out.

Mission Rock is the busiest transit link, followed by UCSF Medical Center. For food and drink, **Starbucks** gets the most stops before or after.

After the visit, **Mission Bay** is the top next stop (15%), and 68% of visitors were first-timers.

Estimated visitors

≈ 152,000

10 events in this selection

Panel visits (devices)

7,631

254 per day · **1.1x typical**

First-time visitors

68%

5,191 devices seen here for the first time

Stayed an hour or more

80%

of the 3,803 devices pinged more than once

Top origin

Mission Bay

14% of traced origins

Top place before

Mission Rock

Transit hubs · 43 journeys

Top destination

Mission Bay

15% of traced destinations

Top place after

Mission Rock

Transit hubs · 38 journeys

ACTUAL VISITORS

How many people really came

Panel devices are a small sample. Here each event's crowd comes from published attendance, or a researched estimate where none was published. The panel then shows who those people were.

ESTIMATED EVENT VISITORS

≈ 152,000

Range **138,000 – 165,700** across **10 events**. 6 of them have published ticket counts (108,384 tickets). Ranges allow for ticket holders who don't attend.

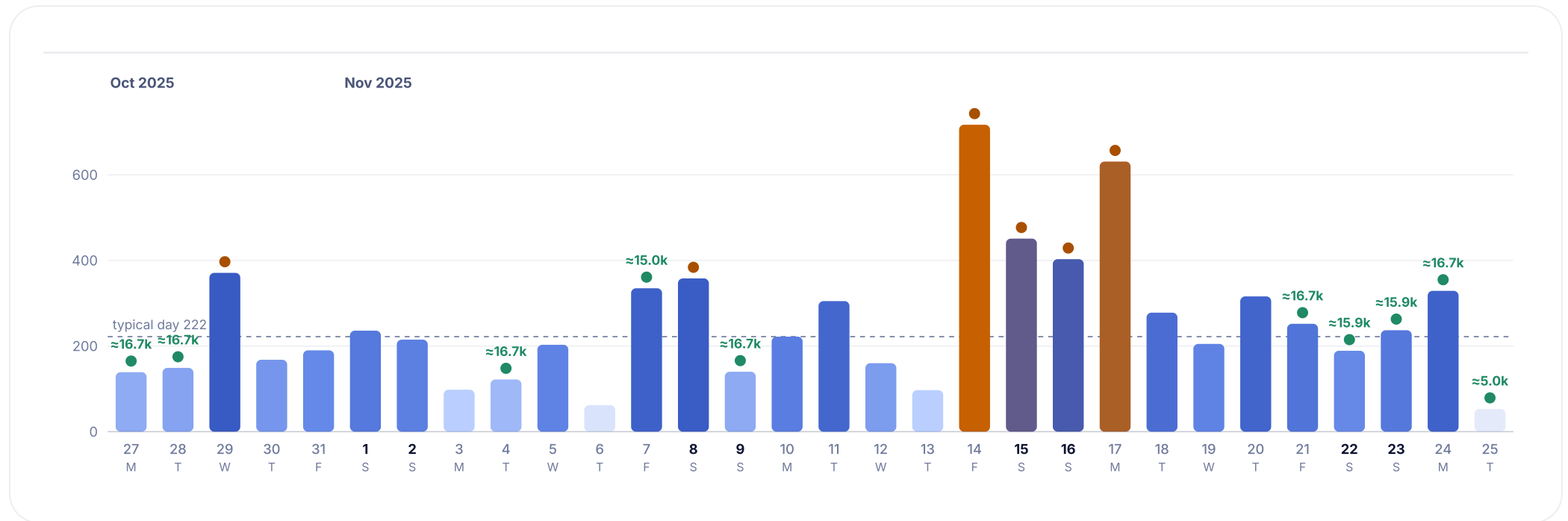
DATE	EVENT	ESTIMATED VISITORS
Mon 27 Oct 2025	Warriors vs Memphis Grizzlies (W 131–118) Sold out · 3–12% of ticket holders typically don't attend	≈ 16,700 15,900 – 17,500
Tue 28 Oct 2025	Warriors vs LA Clippers (W 98–79) Sold out · 3–12% of ticket holders typically don't attend	≈ 16,700 15,900 – 17,500
Wed 29 Oct 2025	Busy evening, no public event found Evening arrivals 93% above a normal evening	not counted
Tue 4 Nov 2025	Warriors vs Phoenix Suns (W 118–107) Sold out · 3–12% of ticket holders typically don't attend	≈ 16,700 15,900 – 17,500
Fri 7 Nov 2025	Shane Gillis (stand-up comedy) Sold out · no published count; typical arena comedy layout	≈ 15,000 12,000 – 17,500
Sat 8 Nov 2025	Busy evening, no public event found Evening arrivals 84% above a normal evening	not counted
Sun 9 Nov 2025	Warriors vs Indiana Pacers (W 114–83) Sold out · 3–12% of ticket holders typically don't attend	≈ 16,700 15,900 – 17,500

DATE	EVENT	ESTIMATED VISITORS
Fri 14 Nov 2025	Busy evening, no public event found Evening arrivals 290% above a normal evening	not counted
Sat 15 Nov 2025	Busy evening, no public event found Evening arrivals 106% above a normal evening	not counted
Sun 16 Nov 2025	Busy evening, no public event found Evening arrivals 88% above a normal evening	not counted
Mon 17 Nov 2025	Busy evening, no public event found Evening arrivals 254% above a normal evening	not counted
Fri 21 Nov 2025	Warriors vs Portland Trail Blazers (L 123–127) Sold out · 3–12% of ticket holders typically don't attend	≈ 16,700 15,900 – 17,500
Sat 22 Nov 2025	Billie Eilish: Hit Me Hard and Soft Tour (with Lucy Dacus) Sold out · 3–12% of ticket holders typically don't attend	≈ 15,900 14,100 – 17,500
Sun 23 Nov 2025	Billie Eilish: Hit Me Hard and Soft Tour (tour finale) Sold out · 3–12% of ticket holders typically don't attend	≈ 15,900 14,100 – 17,500
Mon 24 Nov 2025	Warriors vs Utah Jazz (W 134–117) Sold out · 3–12% of ticket holders typically don't attend	≈ 16,700 15,900 – 17,500
Tue 25 Nov 2025	Empire Classic: Cal vs UCLA (college basketball) Neutral-site college game on a Tuesday · no published count	≈ 5,000 2,500 – 8,000

PICK A DAY

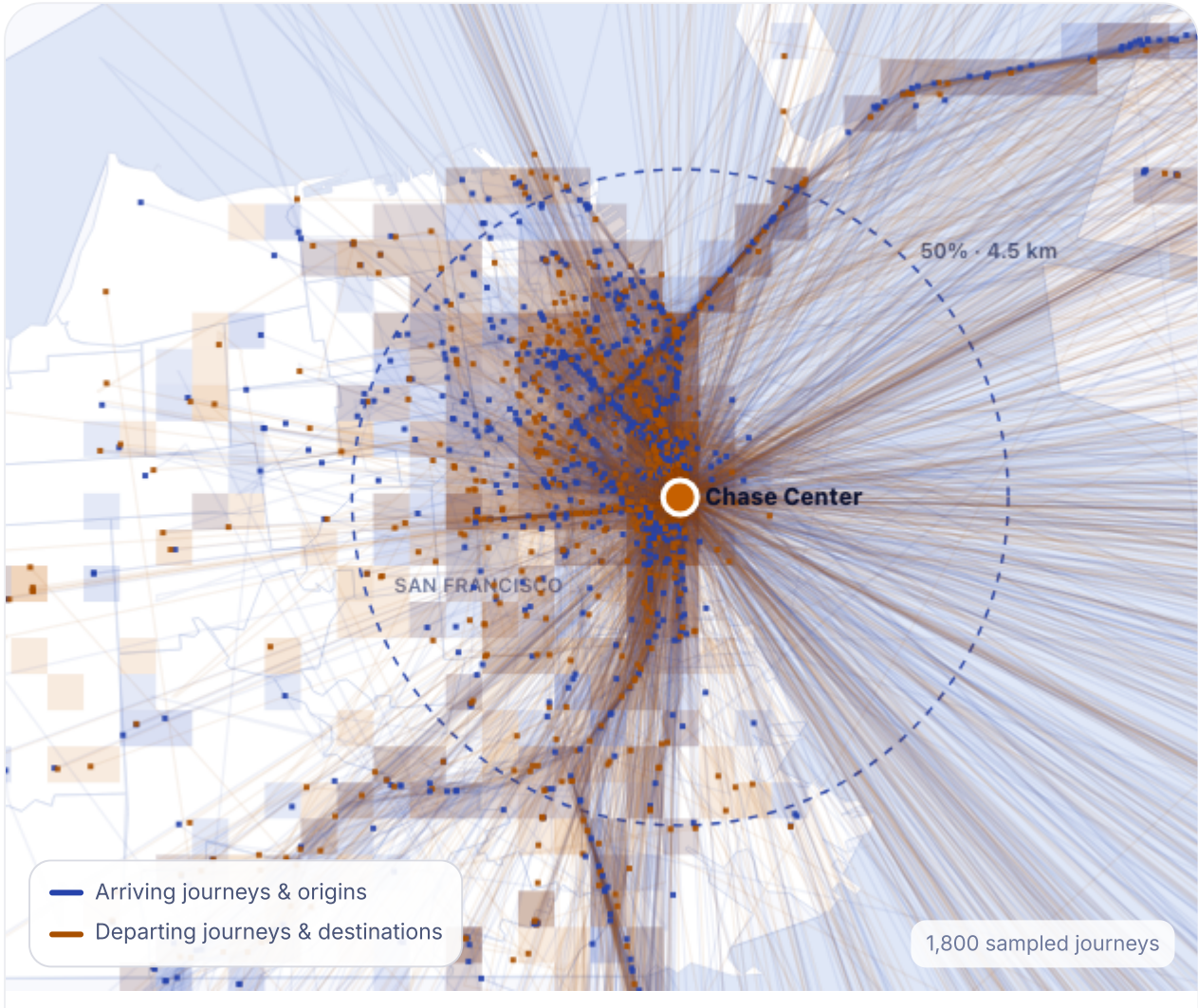
The month, day by day

Each bar is one day. Its height shows panel visits. Event days are labelled with their estimated visitors. Click a bar to open that day, or shift-click a second bar to select everything in between.



Where visitors are coming from

A journey's origin is the device's position when it was first seen in the 30 minutes before it entered Chase Center. Anything within 400 m is treated as already at the venue. Blue marks arrivals and orange marks departures.



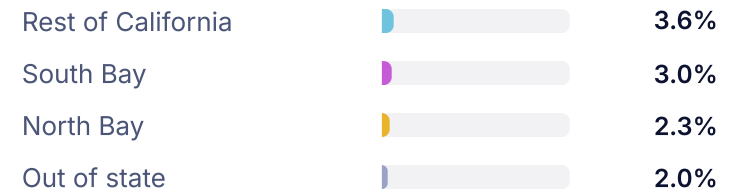
Top origins

3,652 journeys traced to an origin

1	Mission Bay		14.0%
2	Financial District/S...		8.7%
3	Potrero Hill		7.9%
4	South of Market		7.1%
5	Waterfront / piers		4.7%
6	Mission		3.4%
7	Bayview Hunters P...		2.5%
8	Outside California		2.0%
9	Emeryville		1.8%
10	South San Francisco		1.8%
11	Tenderloin		1.8%
12	Oakland		1.6%

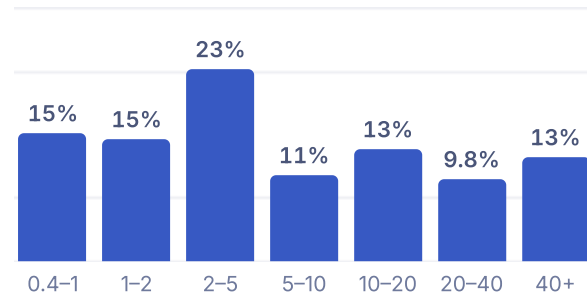
BY REGION

San Francisco		62.1%
East Bay		13.9%
Peninsula		13.1%



Catchment by distance

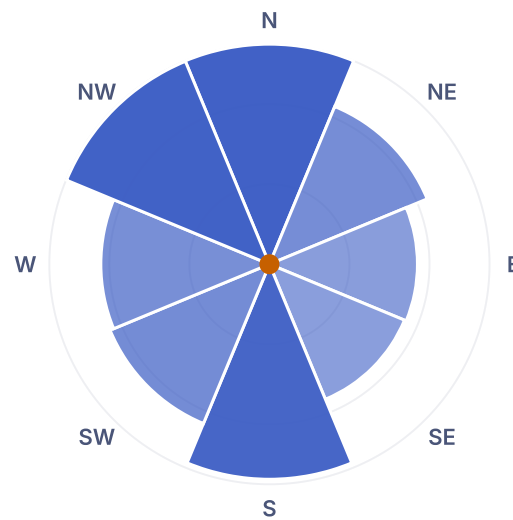
Distance from the arena to where the journey was first seen



- 50% of journeys within ≈4.5 km
- 75% of journeys within ≈18 km
- 90% of journeys within ≈48 km

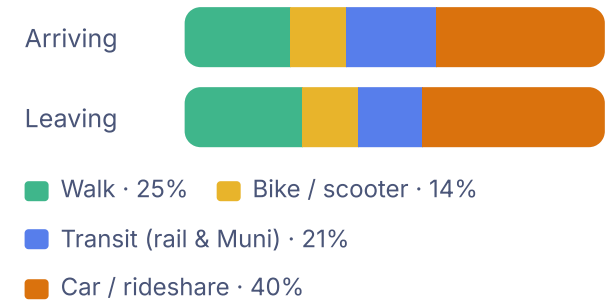
Direction of approach

Bearing from the arena to each origin



How they travel

Inferred from speed, and from passing rail or Muni stations

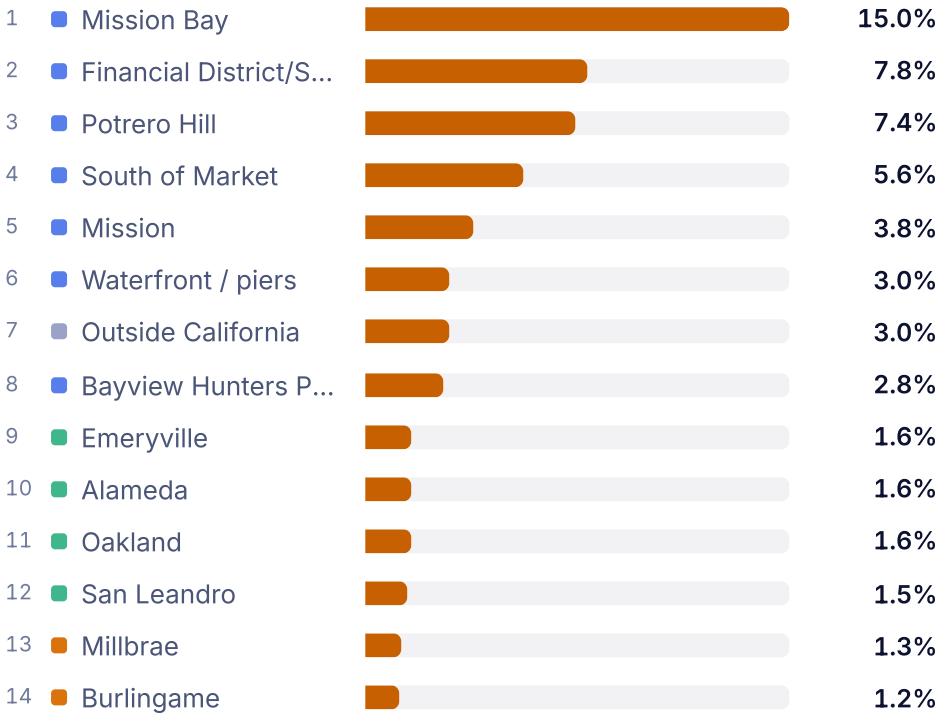


Where they go next

The destination is the last position seen in the 30 minutes after a device leaves the venue. The matrix pairs each journey's origin region with its destination region, which shows whether visitors head home or move on somewhere else.

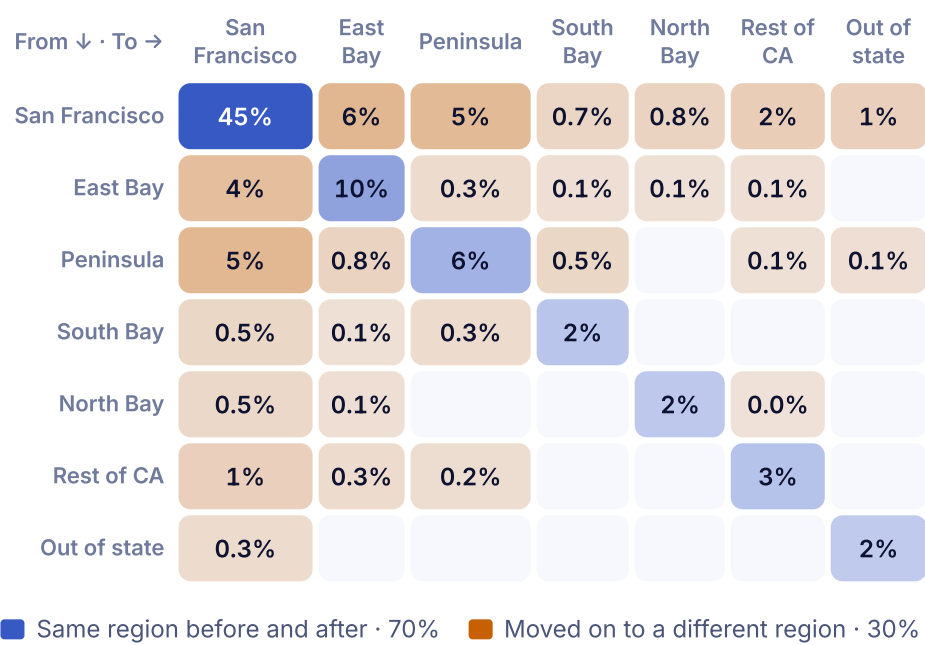
Top destinations

3,366 journeys traced to a destination



Origin → destination flows

Journeys seen both before and after, by region



The places around each visit

Journey points are matched to 11,900 OpenStreetMap places. A stop is 5 or more minutes spent within 150 m of the same spot. Origin and destination places are matched within 60 m. Click any place to find it on the map.

Places linked to the visit

Share of linked journeys for each list · click a place to find it on the map

Came from

1	Mission Rock		2.7%
2	UCSF Medical Center		2.1%
3	4th & King (Muni)		1.6%
4	Owens Street Garage		1.5%
5	Cafe La Noisette		1.4%
6	Starbucks		1.4%
7	2nd & King		1.2%
8	Embarcadero		1.1%
9	Yerba Buena/Moscone		1.1%
10	Luma Hotel San Francisco		1.1%

Stopped after

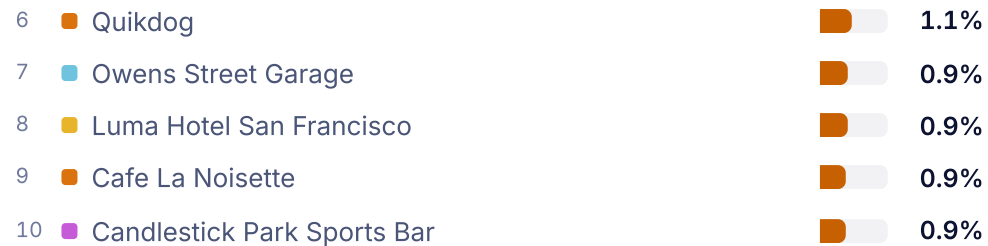
1	Mission Rock		2.8%
2	UCSF Medical Center		2.5%
3	Mission Bay Commons		2.3%
4	Wix.com		2.3%
5	Starbucks		2.0%

Stopped before

1	UCSF Medical Center		3.3%
2	Owens Street Garage		3.3%
3	Starbucks		3.0%
4	16th Street Mission		2.8%
5	Wix.com		2.8%
6	Cafe La Noisette		2.5%
7	Mission Bay Commons		2.2%
8	Atwater Tavern		1.9%
9	Mission Rock		1.9%
10	20th Street		1.7%

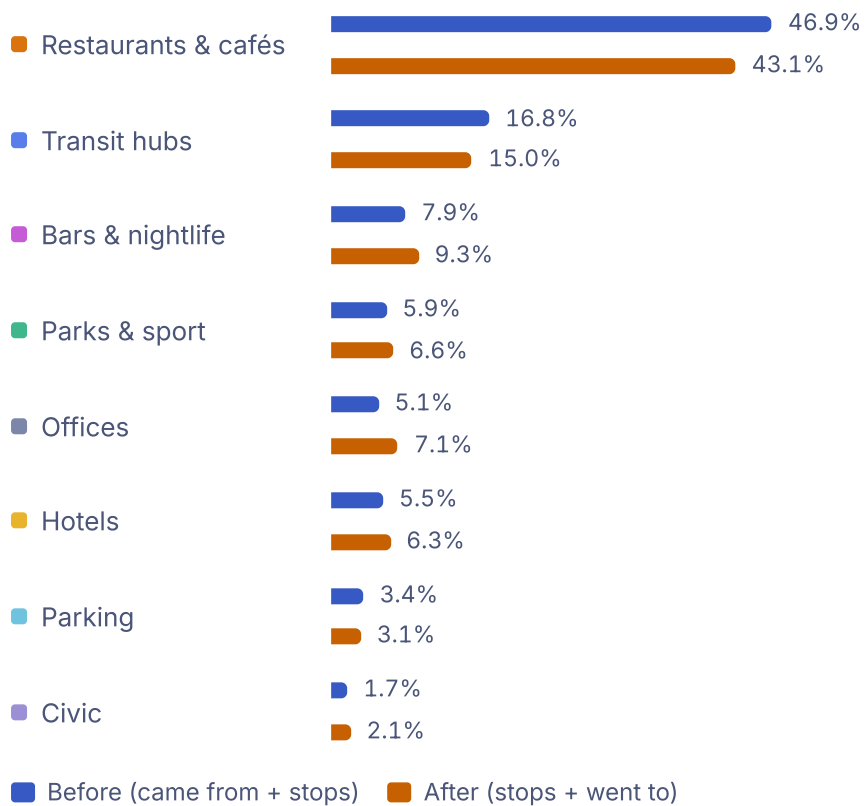
Went to

1	Mission Rock		2.3%
2	UCSF Medical Center		2.2%
3	4th & King (Muni)		1.7%
4	Starbucks		1.2%
5	Atwater Tavern		1.2%



By place type

Share of linked places, before the visit compared with after

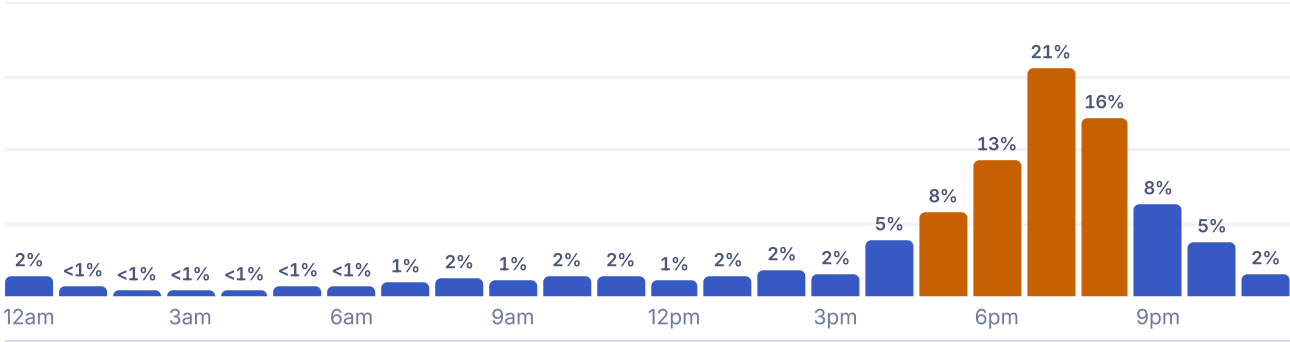


When they arrive and how long they stay

Arrival time is the first ping inside the venue polygon. Dwell is the time between the first and last pings of the day, so a device pinged only once shows as under 15 minutes.

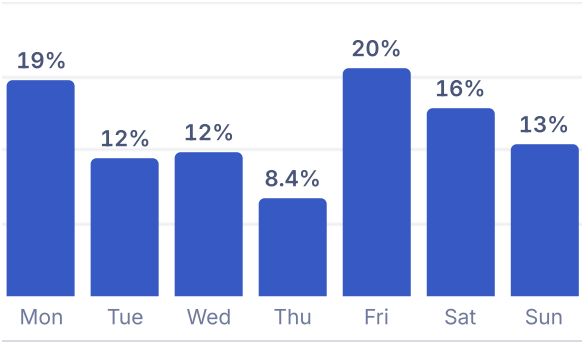
Arrival hour

Visits by local hour of first ping



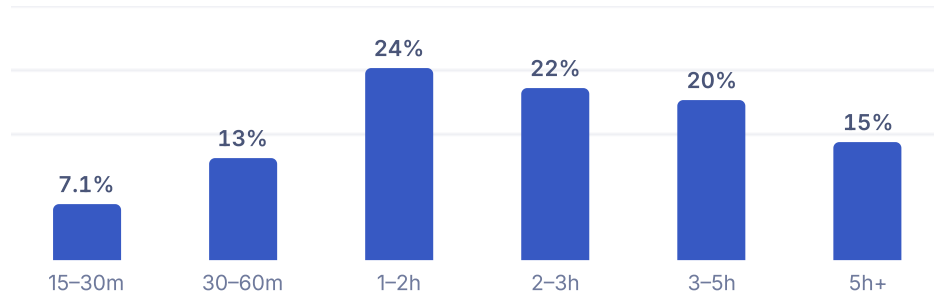
Day of week

Visits in the selection



Dwell time

Devices pinged more than once



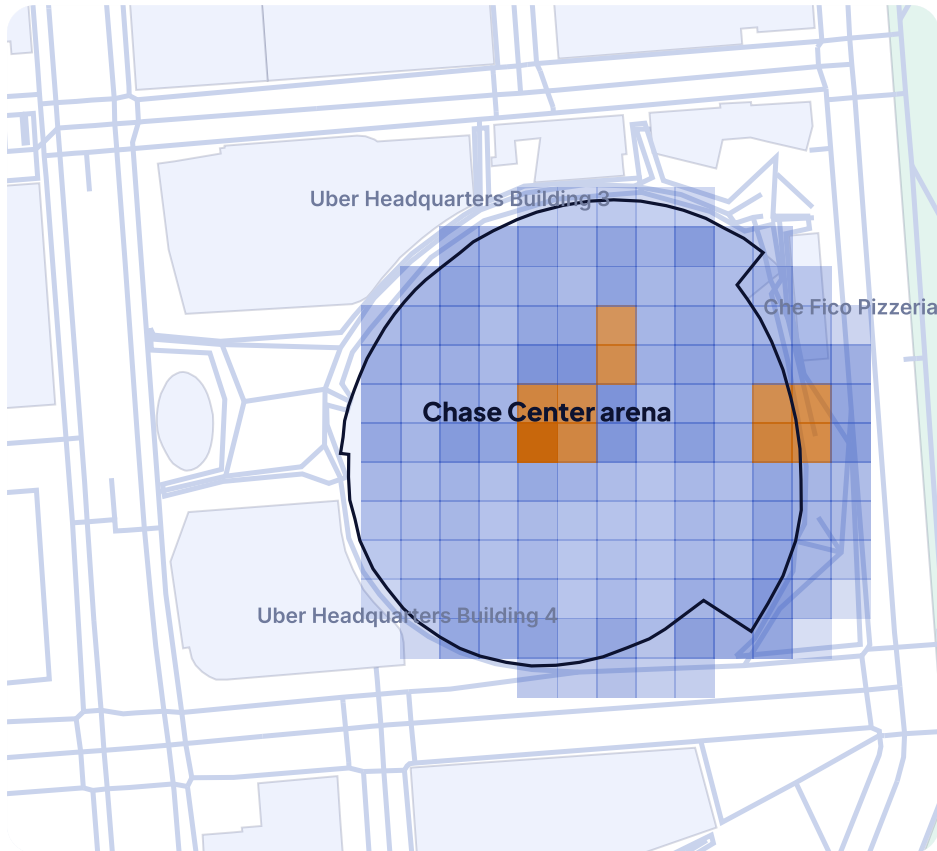
Visits over time

Daily visits, 27 Oct 2025 – 25 Nov 2025 · dashed line = typical day (222) · peaks show % above a typical day



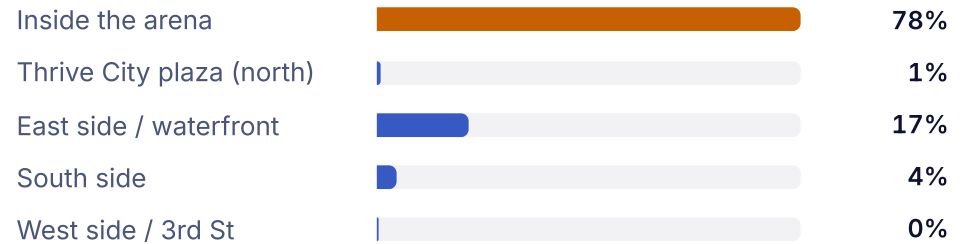
Where people gather on site

Pins are drawn over the arena and the surrounding Thrive City plaza, from OpenStreetMap footprints. Brighter cells have more distinct devices.



Hot spots

Share of unique device-locations in the selection



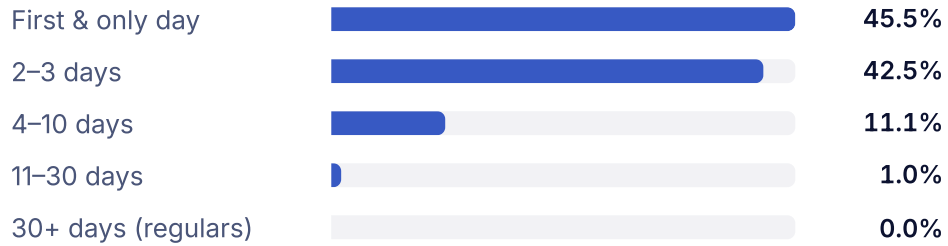
Zones are split by position relative to the arena footprint. The north and east sides take in the Thrive City plaza, the Warriors Shop, and the restaurants along Terry A. Francois Blvd.

First-timers and regulars

Each visit is classed by how many distinct days that device appears across the full two years. Devices seen on more than 30 days are most likely staff, nearby workers or season-ticket holders.

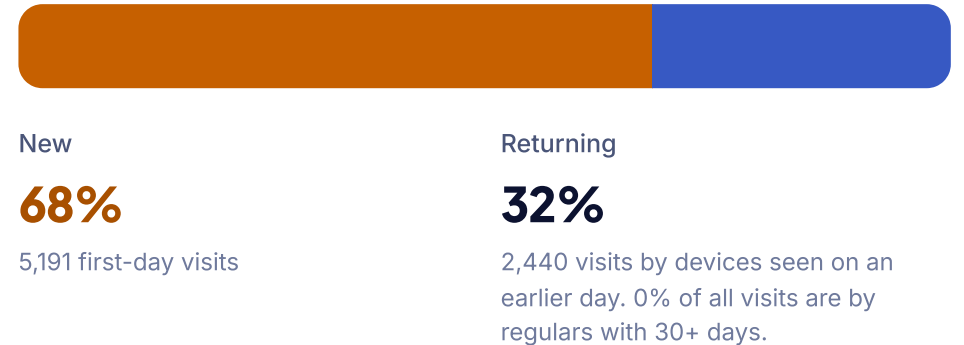
Visit frequency

Visits in the selection by the device's total days at Chase Center



New vs returning

A visit is new when it's the device's first day on record



How to read this report

Sources. This edition uses 45,611 pins from 5,191 devices inside the arena circle (arena bowl only: pins within an 84 m circle around the centre of chase center), and 150,000 path points from 5,180 of those devices. The path points are ± 30 minutes around each visit, kept only on days the device was inside. Dates: 27 Oct 2025 – 25 Nov 2025.

Origins are recent, not home. Paths cover only the 30 minutes before arrival, so an origin is where someone was half an hour earlier, such as a bar, a BART platform or the freeway, and not where they live. For home locations, see [Part 2](#).

Places. Points of interest come from OpenStreetMap (© OpenStreetMap contributors, ODbL). Places within 120 m of the arena are excluded so the venue doesn't match itself. Neighborhoods are SF Analysis Neighborhoods, and cities come from the nearest OSM place inside each county.

Travel mode is a heuristic. Transit means the path passed within 150 m of a rail, Muni or ferry station more than 1.2 km from the arena. Otherwise the mode comes from average speed: under 6 km/h is walking, 6–14 km/h is bike or scooter, and above that is car or rideshare.

Sample. Figures count devices, not people. The map draws up to 120 randomly sampled journeys per day.

Who visits

PART 2

Visitor demographics from the home locations of 5,214 devices seen inside the arena circle, 27 Oct 2025 – 25 Nov 2025 (demographics report 10171941). This part covers the whole period, so the date filter in Part 1 doesn't change it.



Median household income

\$130,819

Device-weighted across visitors' home neighborhoods.



Median home value

\$941,740

Where visitors live — a strongly homeowner-affluent base.



Live in the 9-county Bay Area

76.3%

3,962 of 5,196 US devices. San Francisco alone is 21%.



Hold a bachelor's degree or higher

49.5%

28.3% bachelor's, 21.2% graduate or professional degree.

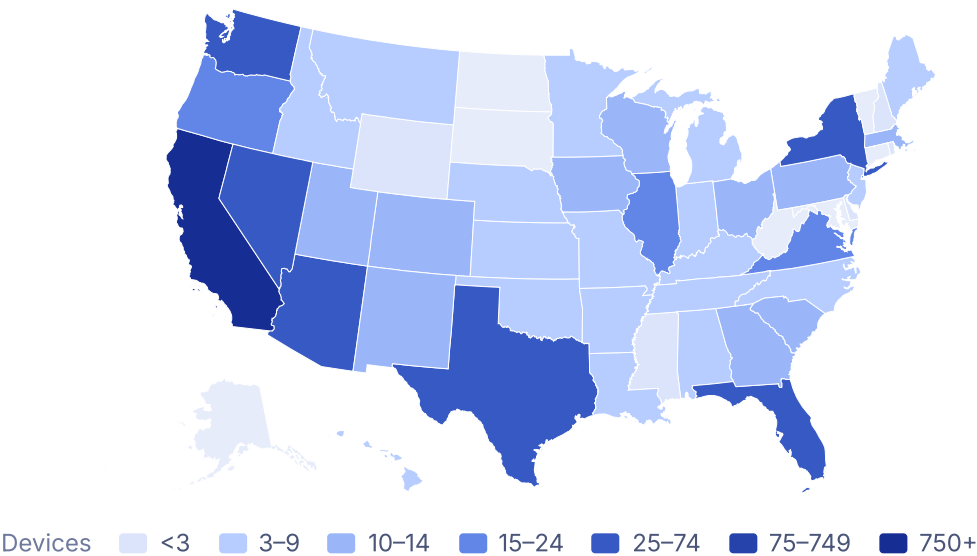


Where visitors live

Every one of the 5,196 US devices was traced back to a home census block group. Hover any state to see how many visitors it sent.

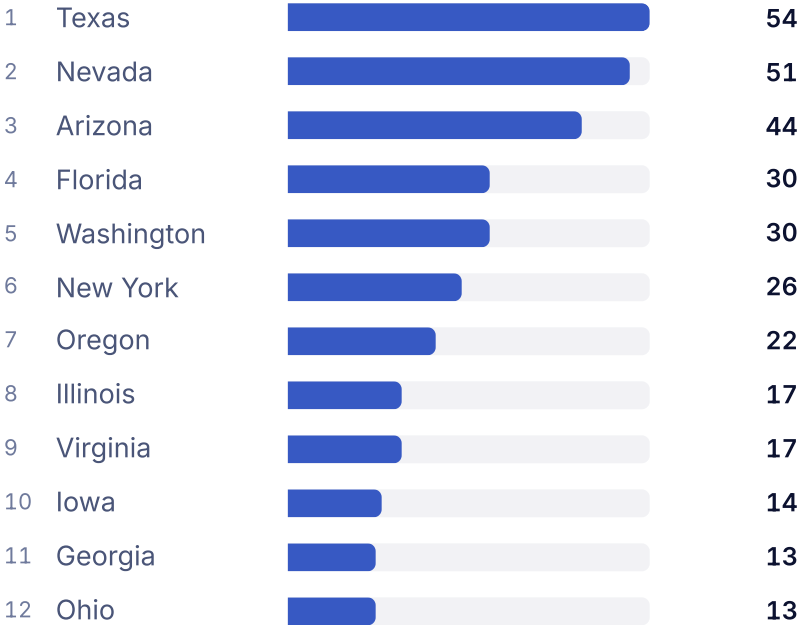
Visitors by home state

Devices per home state



Top out-of-state markets

Devices · excluding California



89.9%

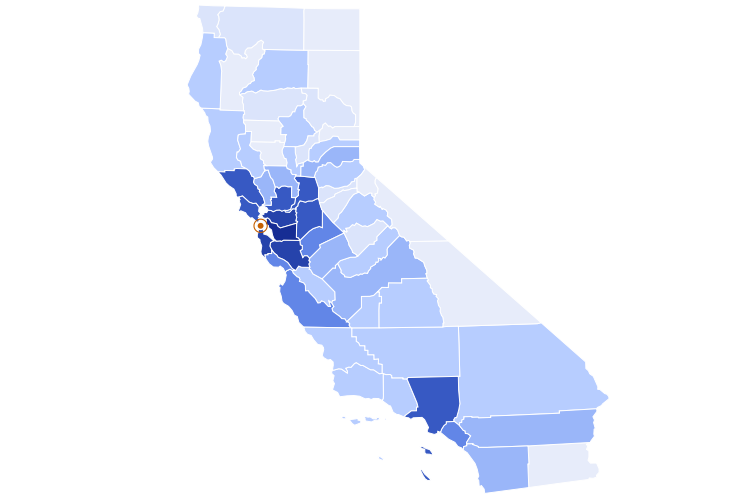
of US visitors are Californians (4,673 devices). The remaining 10.1% come from 43 other states and territories, led by Texas, Nevada, Arizona and Florida.

The Bay Area heartland

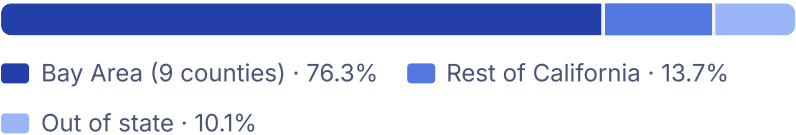
Three in four US visitors (76%) live in the nine Bay Area counties. San Francisco is the largest single county, but the East Bay (Alameda and Contra Costa together) sends even more visitors.

California by county

Devices per county · Chase Center marked

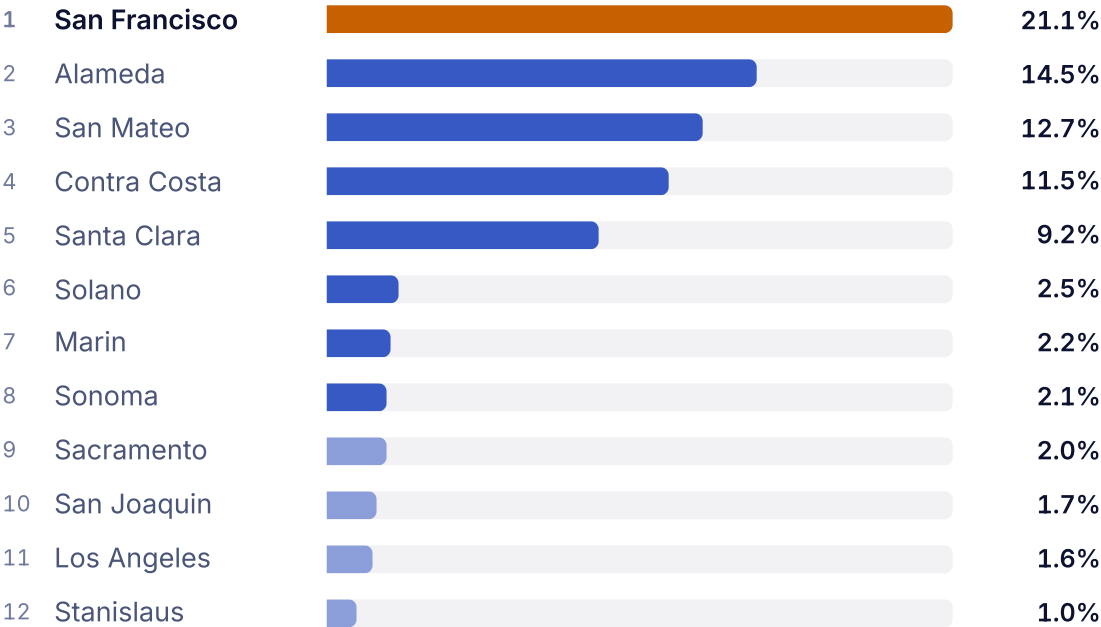


Devices <3 3-14 15-29 30-74 75-199 200-749 750+



Top California counties

Share of US visitors · Bay Area counties in blue, San Francisco highlighted



3,962

US visitor devices, 76.3%, live in the nine Bay Area counties. Another 13.7% come from elsewhere in California, and 10.1% from out of state.



San Francisco
1,098 devices



East Bay
Alameda + Contra Costa



Peninsula & South Bay
San Mateo + Santa Clara



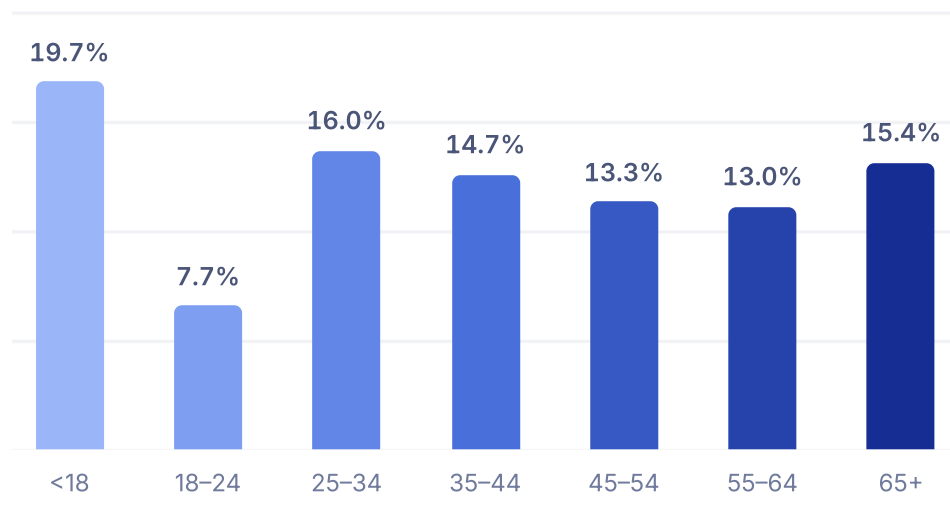
North Bay
Marin, Sonoma, Napa, Solano

Who they are

Demographics of visitors' home neighborhoods, weighted by the number of devices each neighborhood contributed. US visitors only.

Age

Share of visitor population by age band

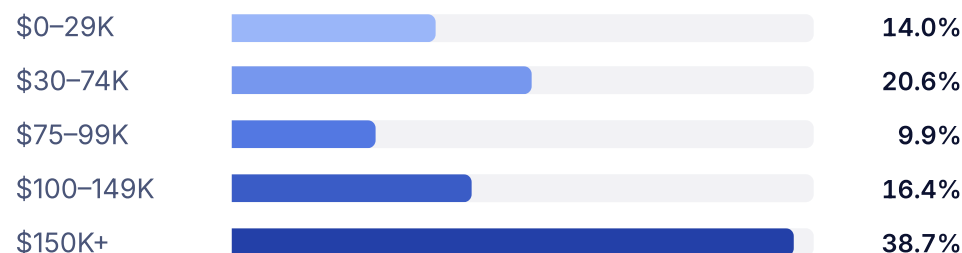


30.7%

are aged 25-44 — the prime concert-and-courtside demographic — while one in five is under 18, a strong signal of family attendance.

Household income

Share of visitor households by annual income



55.1%

of visitor households earn \$100K or more, and over a third earn \$150K+ — a premium audience for hospitality, suites and sponsorship.

Education

Highest level attained · adults

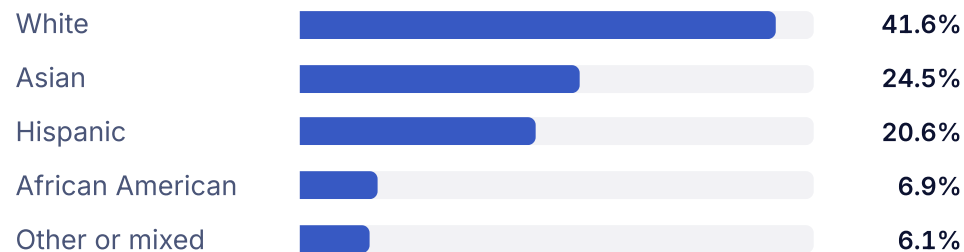


49.5%

hold a bachelor's degree or higher, and 74% have at least some college — a highly educated, information-rich audience.

Race & ethnicity

Share of visitor population



45%

of visitors are Asian or Hispanic, mirroring the Bay Area's diversity and well above the national average.

Visitors from around the world

Beyond the US, 18 devices were traced to home neighborhoods in 6 other countries, led by Canada, Japan, South Korea and Australia.

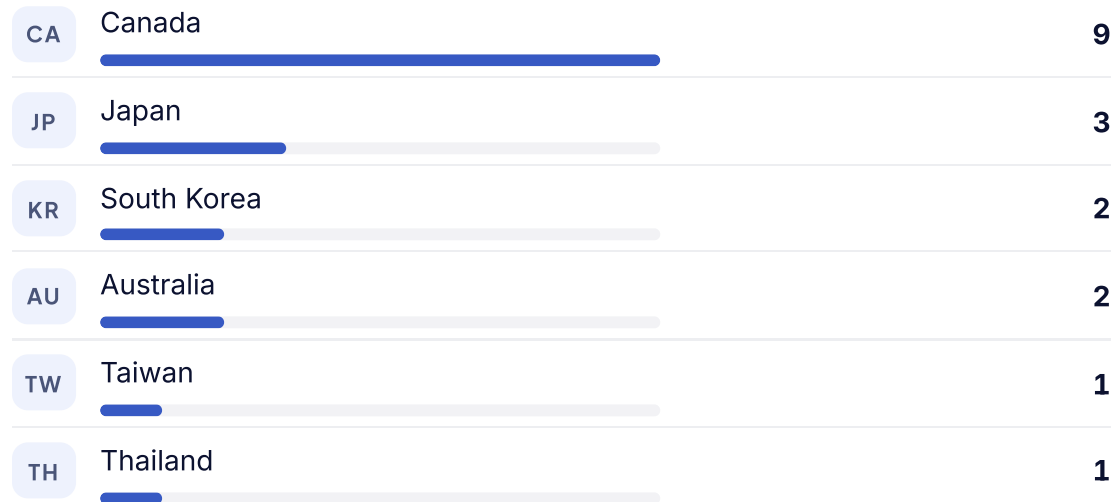
With so few international devices, treat the country profiles as indicative only.

International markets

Devices by home country · United States shown separately

5,196

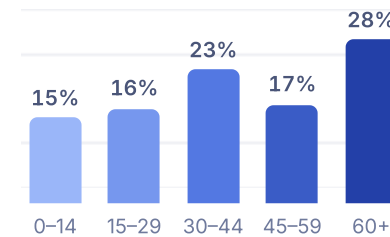
United States · 99.7% of all devices observed



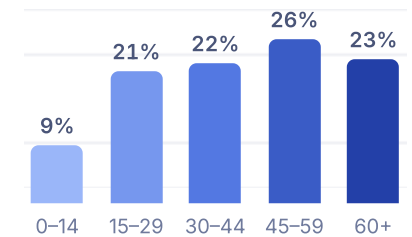
Age profile · top international markets

Share of population by age band, per country

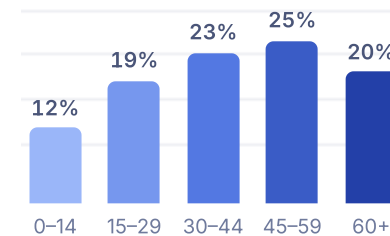
Canada



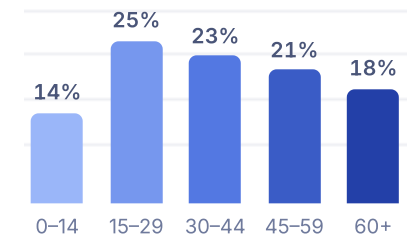
Taiwan



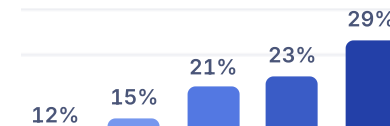
South Korea



Thailand



Japan





Canada spotlight

Largest international market · 9 devices

Median age

45.6

years

Own their home

53%

47% rent

English at home

53%

19% French · 22% other

Bachelor's or above

38%

age 15+

Live in a house

30%

59% apartment

Married

52%

avg. household 2.29