Cobalt
Community
Research

WAUKESHA, WI

2023 FIREWORKS VISITOR 360

FOUNDATIONAL REPORT

Compiled August 2023

COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research

Visitor360^{SM} Mobile Data Profiling

Community360^{SM} Annual Metrics Report

Parks and Recreation Citizen Engagement Program^{SM}

Business Engagement and Priority Assessment^{SM}
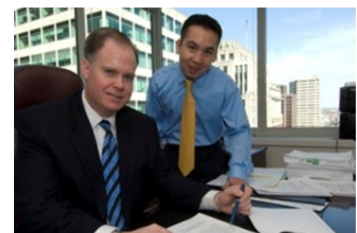
Citizen Engagement and Priority Assessment^{SM}

Employee Engagement and Priority Assessment^{SM}

Bond/Millage Planning Survey

Focus Groups/Citizen Work Groups

Budget Priority Assessment

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The purpose of this report is to give decision makers reliable,
consistent metrics that support strategic decisions

INTRODUCTION

Waukesha, WI, is a dynamic place. The purpose of this report is to provide insights that help community leadership tell the right story about who visits the area, their characteristics, where they come from, and where they are going.

This report uses anonymous data to protect the privacy of visitors and residents, and statistical extrapolation ensures they have a sound baseline about where they stand today, comparisons to how they stood in the past, and a monitoring tool to help them measure future successes and opportunities. Note that these are extrapolated numbers that are based on different patterns and methodologies such as road counters, gate counters, staff observation, or assumptions based on historical studies, so counts may vary from those calculated from other modalities. Typically, this report has an accuracy of +/- 3-5 percent, depending on the number of people visiting the area of study.

This report can be a powerful tool to share with existing community partners, existing businesses, and businesses considering the community as a place to do work in the future. It will strengthen local planning, enhance marketing efforts for new and existing businesses, and be a valuable tool to see today's patterns of who you attract, It is a working document to help drive action. Jot notes in the margin. Brainstorm ways to influence your key metrics in the future.

Please let us know where we can make this report more clear. Special point of interest reports are available if you wish to drill into a specific location or time period. Examples include airports, parks, trails, boat launches, event centers, and more. Also, let us know if you wish to explore our other non-profit programs for benchmarking, engagement, or research; we are here for you. For more information on how Cobalt can help you adapt and thrive, visit the Cobalt website or reach out to us by email.

Cobalt Community Research is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably understand and engage communities through high-quality metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups. Cobalt combines big data with local insights to help organizations thrive as changes emerge in the economic, demographic and social landscape. Explore how we can help by calling 877.888.0209, or by emailing Information@CobaltCommunityResearch.org.

How Communities Use This Information

Marketing. Sharing this information helps local businesses and other organizations better shape their outreach efforts and offerings to the people visiting the area of study. This helps the community effectively target its outreach to attract more visitors.

Measuring Progress. How have the visitor volumes and characteristics changed as changes occur in the area being studied? For example, what has been the impact of outreach efforts, new businesses, new events, new streetscaping, global pandemics?

Benchmarking: Identify the draw of other communities, venues, or festivals that are similar or aspirational. Which demographics and psychographics are attracted by an event such as a BBQ cookoff? How many people visit specific shopping areas?

Economic Impact. How many people visit an area and how far they traveled are key variables to calculate direct, indirect, and induced impacts in dollars, taxes, and jobs. Are community investments of time and resources the best use of resources compared with other alternatives?

Due Diligence: Do events asking for resources actually deliver the number of visitors they say? Are destination businesses requesting special treatment actually meaningful destinations? Do amenities such as small airports, plazas, and parks result in people visiting more locations on a trip?

Economic Development: Provide accurate and current data on visitor volume and characteristics that are important to prospective businesses. Demonstrate the number of current and potential visitors by standardized marketing category or by demographic group. Provide information on the entire trade area.

Explore Key Populations: Communities can customize these reports to show not only visitors for specific periods in specific locations, but also employee/labor shed data and current residential data as well, long before census information is collected and updated.

PART 1:

VISITORS

Date Range: July 3, 2023

This report includes visitors and residents in the point of interest. Visitors must have remained in the point of interest for at least 7 minutes to be counted. People are counted only once per day if they leave and return.

2023 July 3: Total visits in study period: 15.2K

2022 July 9: Total visits in study period: 4.2K

Visits Trend

Aggregation:
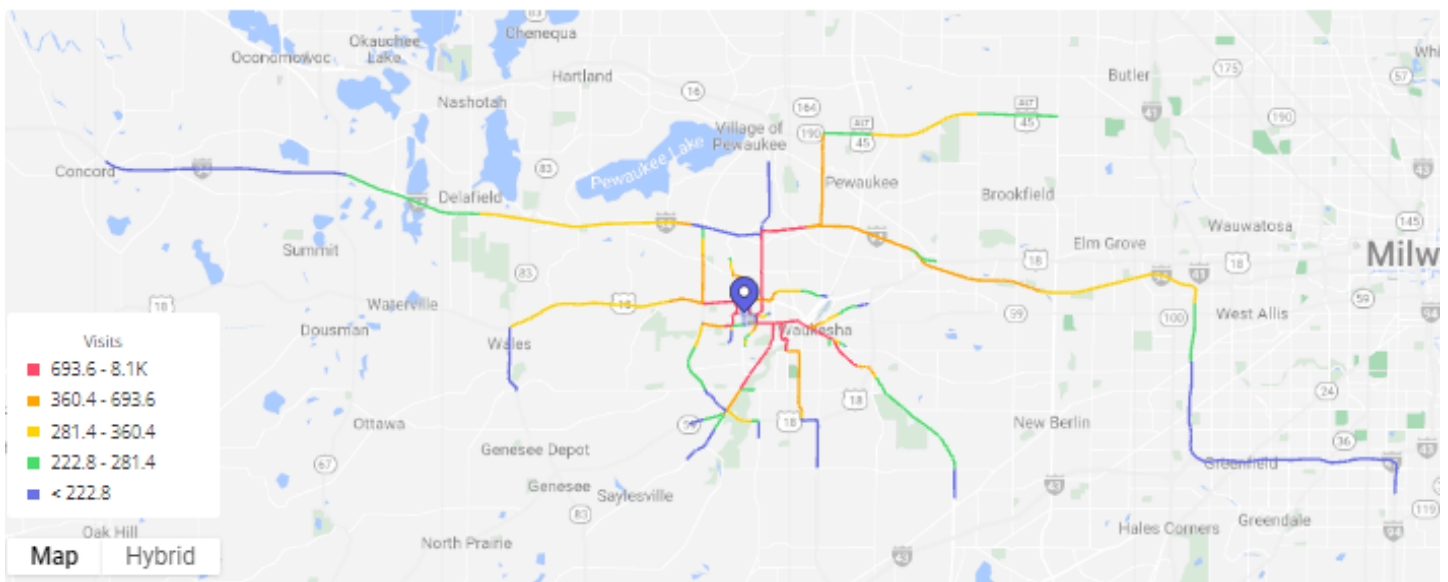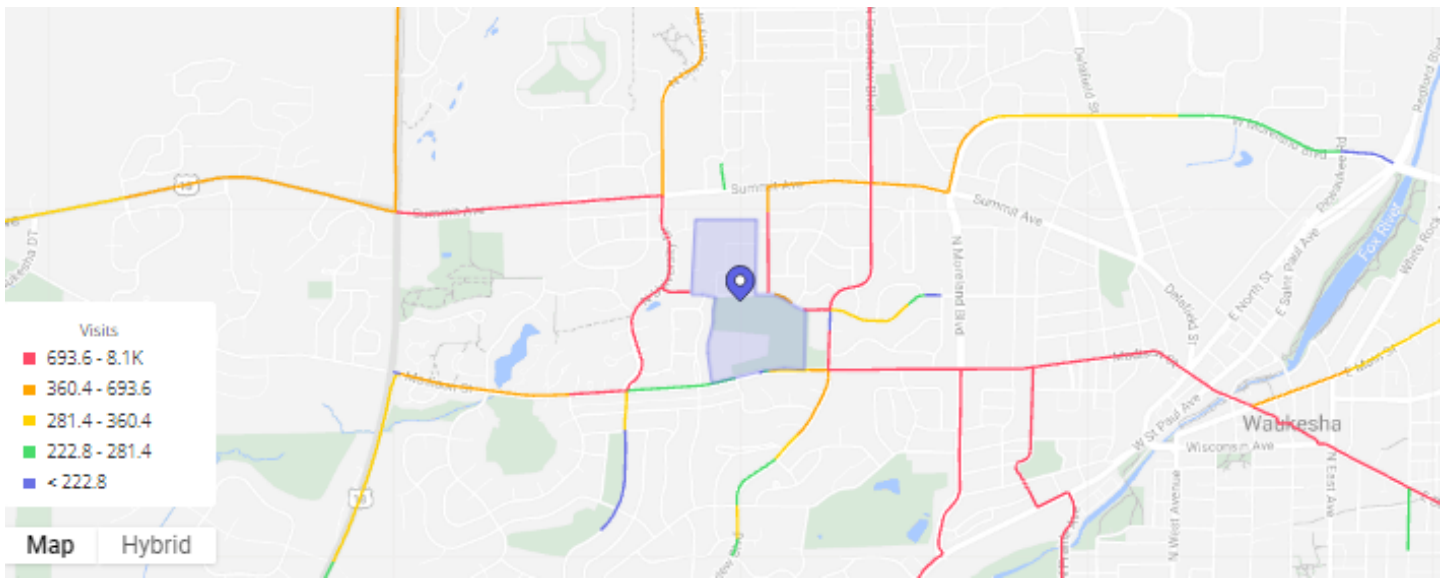**Daily**

Visitor Journey
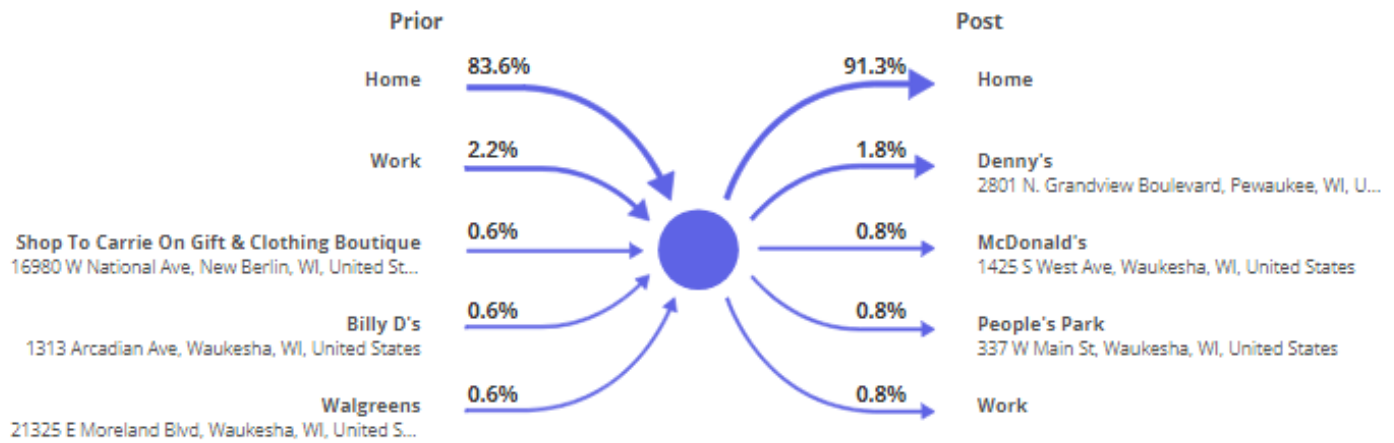
The graph above shows the percentage of people who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.
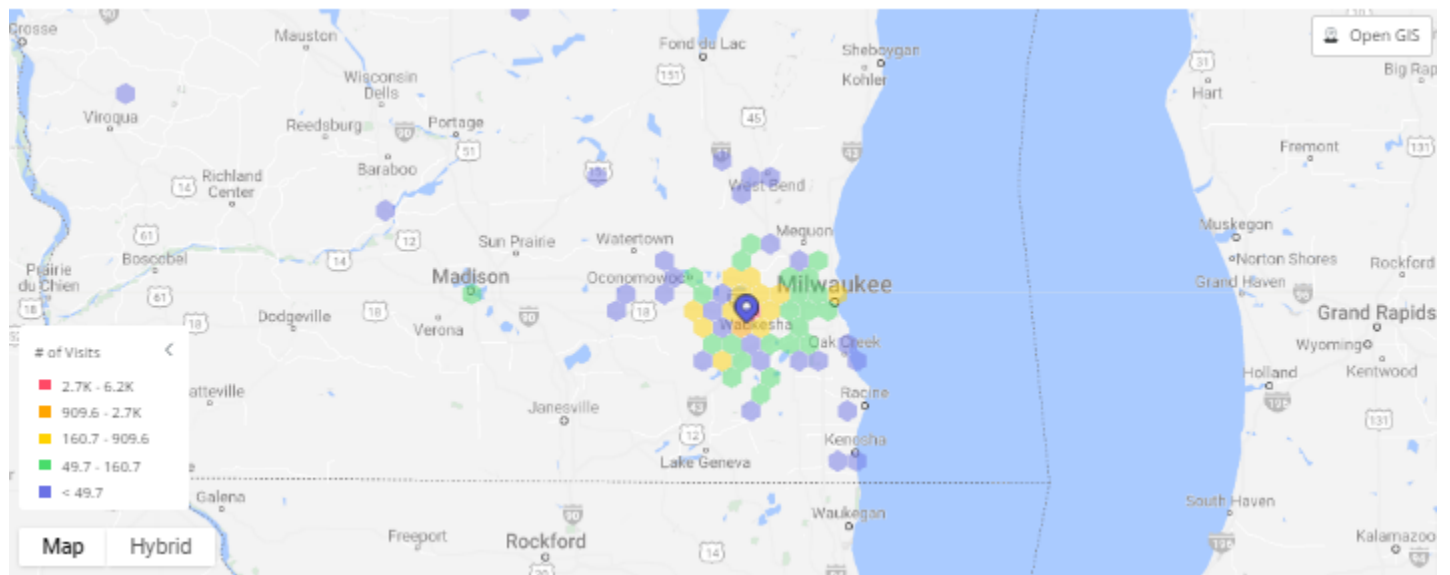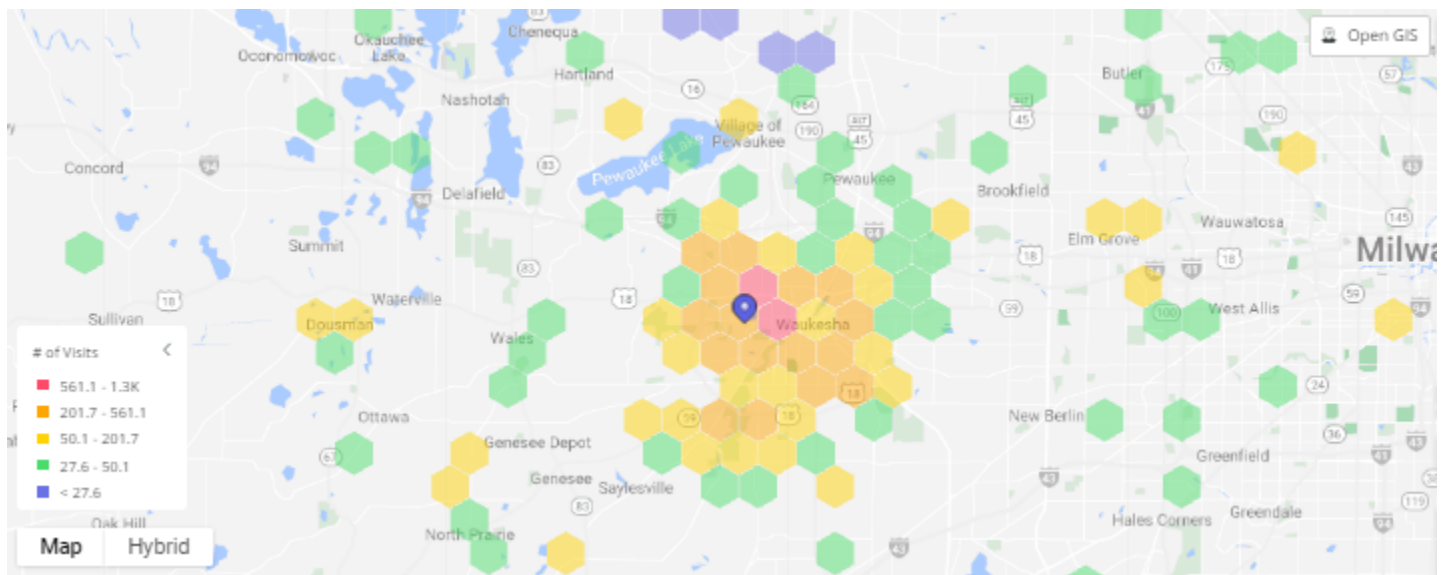
The table below shows the top 10 locations, excluding work and home.

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Shop To Carrie On Gift & Clothing Boutique ...	0.6%	1	Denny's / N. Grandview Boulevard, Pewauke...	1.8%
2	Billy D's / Arcadian Ave, Waukesha, WI	0.6%	2	McDonald's / S West Ave, Waukesha, WI	0.8%
3	Walgreens / E Moreland Blvd, Waukesha, WI	0.6%	3	People's Park / W Main St, Waukesha, WI	0.8%
4	Waukesha Tattoo Company / W Main St, Wa...	0.6%	4	Taco Bell / N Grandview Blvd, Waukesha, WI	0.6%
5	Dollar Tree / W Sunset Dr, Waukesha, WI	<0.5%	5	Log House Museum / Main St, Pewaukee, WI	<0.5%
6	Buchner Park / Waukesha, WI	<0.5%	6	Woodman's Market / E Main St, Waukesha, WI	<0.5%
7	Firebirds Peactice / Waukesha, WI	<0.5%	7	Taco Bell / S 76th St, Milwaukee, WI	<0.5%
8	Metro Market / W Bluemound Rd, Brookfield...	<0.5%	8	Cousins Subs / W Sunset Dr, Waukesha, WI	<0.5%
9	Building At 15163 W National Ave / W Natio...	<0.5%	9	El Palmar / W Main St, Waukesha, WI	<0.5%
10	Kwik Trip / N Grandview Blvd, Waukesha, WI	<0.5%	10	McDonald's / Meadowbrook Rd, Waukesha, WI	<0.5%

The maps below show which routes people used to reach the point of interest.

Visits
- 693.6 - 8.1K
- 360.4 - 693.6
- 281.4 - 360.4
- 222.8 - 281.4
- < 222.8

Map   Hybrid

Visits
- 693.6 - 8.1K
- 360.4 - 693.6
- 281.4 - 360.4
- 222.8 - 281.4
- < 222.8

Map   Hybrid

The heat maps below show distance people traveled from home location.

The table below shows the top 25 ZIP Codes that are home to these individuals.

Zip Code	City	State	% of Visits	Visits
53188	Waukesha	WI	37.584	5726
53186	Waukesha	WI	14.837	2260
53189	Waukesha	WI	13.555	2065
53072	Pewaukee	WI	2.755	420
53118	Dousman	WI	2.207	336
53149	Mukwonago	WI	2.165	330
53089	Sussex	WI	1.908	291
53045	Brookfield	WI	1.723	263
53185	Waterford	WI	1.286	196
53214	Milwaukee	WI	1.193	182
53132	Franklin	WI	1.16	177
53211	Milwaukee	WI	1.104	168
53150	Muskego	WI	1.087	166
53066	Oconomowoc	WI	0.831	127
55346	Eden Prairie	MN	0.79	120
53703	Madison	WI	0.708	108
53029	Hartland	WI	0.645	98
53218	Milwaukee	WI	0.618	94
53225	Milwaukee	WI	0.587	89
53223	Milwaukee	WI	0.571	87
53183	Wales	WI	0.501	76
53095	West Bend	WI	0.44	67
53216	Milwaukee	WI	0.411	63
53103	Big Bend	WI	0.414	63
53226	Milwaukee	WI	0.378	58

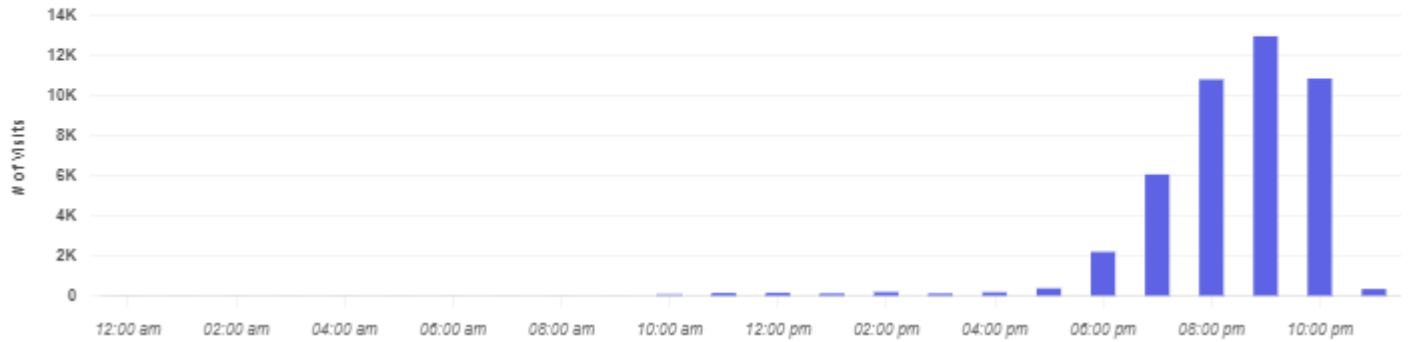Daily Visits: Includes people who may visit more than one day per week
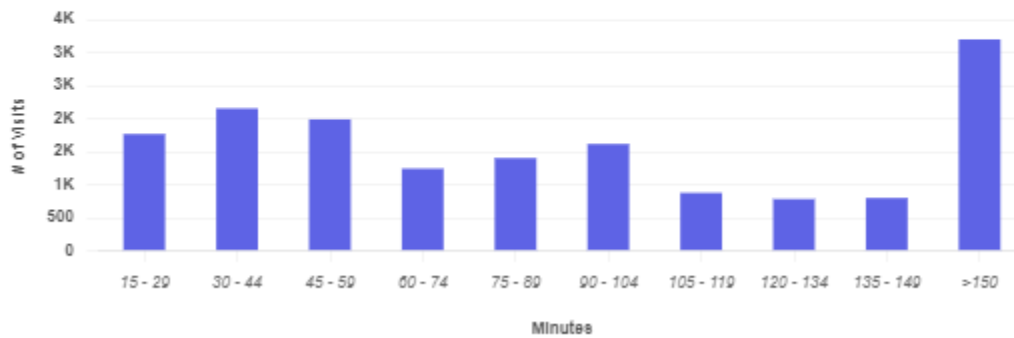
Daily Visits
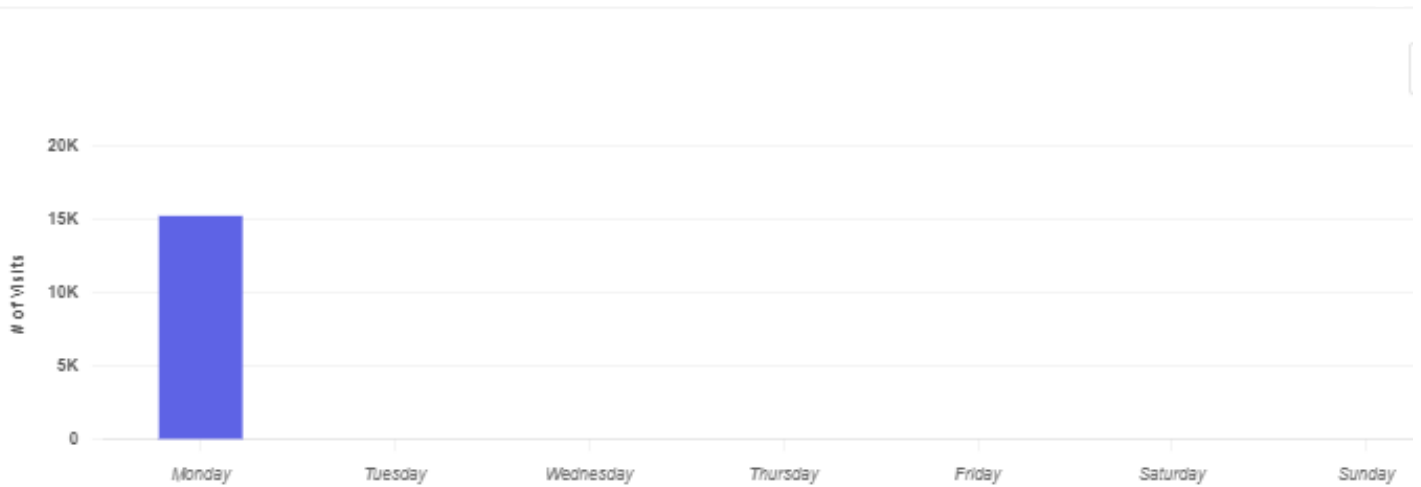
Hourly Visits. Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period.

Hourly Visits

How long visits lasted

Length of Stay

Average Stay	104 min
Median Stay	82 min

PART 2:

POPULATION SEGMENTS IN THE TRADE AREA

POTENTIAL MARKET PSYCHOGRAPHIC SEGMENTATION

The Mosaic® segmentation tool is a standardized, household-based consumer lifestyle segmentation system that offers insights to anticipate the behavior, attitudes and preferences of people to build programs, services, and messages to reach them in the most effective communication methodologies. For details, **visit cobaltcommunityresearch.org/mosaic.**

The following pages show the characteristics of those people who have visited your point of interest and those who share the same location and demographic profile—potential future visitors in the trade area. There are four key pieces of information: Group refers to the Mosaic segment category, which is an industry standard and there is a lot of information about it if you search for it on the internet; households refers to the count of the potential number of households in the trade area represented in the data; percentage, which represents the percentage of your visitors and potential visitors that fall into the Mosaic segment category; and the horizontal bar graph, which shows how your visiting Mosaic segment category differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

By Population		
* O - Singles and Starters	68,029 (20.4%)	207
* C - Booming with Confidence	37,941 (11.4%)	120
B - Flourishing Families	20,458 (6.1%)	118
E - Thriving Boomers	19,371 (5.8%)	55
J - Autumn Years	14,590 (4.4%)	44
F - Promising Families	10,930 (3.3%)	101
Q - Golden Year Guardians	16,729 (5%)	77
* A - Power Elite	35,580 (10.6%)	151
K - Significant Singles	11,201 (3.4%)	120
D - Suburban Style	24,377 (7.3%)	114
L - Blue Sky Boomers	10,715 (3.2%)	69
I - Family Union	15,242 (4.6%)	50
H - Bourgeois Melting Pot	6,527 (2%)	86
P - Cultural Connections	16,572 (5%)	254
G - Young City Solos	6,093 (1.8%)	147
R - Aspirational Fusion	8,858 (2.7%)	121
S - Thrifty Habits	6,679 (2%)	100
M - Families in Motion	2,798 (0.8%)	26
N - Pastoral Pride	1,402 (<0.5%)	18

You can find details on each group at cobaltcommunityresearch.org/mosaic

The numbers in parentheses show the proportion of your visitors from the Mosaic group

* Biggest percentage of visitors

POTENTIAL MARKET DEMOGRAPHIC SEGMENTATION

The following pages show the characteristics of those people from your point of interest and those who share the same location and demographic profile—potential future visitors in the trade area based on more traditional demographic categories. There are three key pieces of information: the first column refers to the type of information being provided; the second column that represents the value for that information; and the horizontal bar graph, which shows how your visiting and potential visiting population differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

Overview		
Population	329,288	
Households	130,175	
Persons per Household	2.43	100
Household Median Income	$66,344.38	98
Household Median Disposable Income	$56,100.99	98
Household Median Discretionary Income	$39,270.63	94
Average Income Per Person	$36,608.83	102
Median Rent	$1,116.74	115
Median House Value	$353,810.7	114
Households in Poverty	20,626 (15.8%)	151
Household Median Wealth	$70,165.86	88
Average Age	38.34	93
Median Age	35.86	88
Households with Children	32,106 (24.7%)	94
High School Graduate or Higher	193,327 (92%)	99
Bachelor's Degree or Higher	81,402 (38.7%)	124
Pop density (per sq mi)	1,910	

Education (Age 25+)		
Total Educated Population	210,192	
Elementary (0 to 8 Years)	6,517 (3.1%)	126
Some High School (9 to 11 Years)	10,348 (4.9%)	105
High School Graduate (12 Years)	50,471 (24%)	80
Some College (13 to 16 Years)	42,458 (20.2%)	100
Associates Degree Only	18,996 (9%)	81
Bachelor's Degree Only	53,106 (25.3%)	123
Graduate Degree	28,296 (13.5%)	126

Population

Population 2022 Q4	329,288	
Population 2022 Q3	331,230	
Population 2022 Q2	330,676	
Population 2022 Q1	331,295	
Population 2021 Q4	331,616	
Population 2021 Q3	332,300	
Population 2021 Q2	332,708	
Population 2021 Q1	333,118	
Population 2020 Q4	333,958	
Population 5 Years Forecast	334,831	
Population 10 Years Forecast	342,447	
Persons per Household	2.43	100
Group Quarters	13,384 (4.1%)	163
Transient Population - Average Last 4 Quarters	2,734 (0.8%)	82

Households

Households 2022 Q4	130,175
Households 2022 Q3	131,041
Households 2022 Q2	130,835
Households 2022 Q1	131,074
Households 2021 Q4	131,188
Households 2021 Q3	131,505
Households 2021 Q2	131,703
Households 2021 Q1	131,892
Households 2020 Q4	132,243
Households 5 Years Forecast	132,640
Households 10 Years Forecast	135,893

Gender

Male	162,289 (49.3%)	99
Female	166,999 (50.7%)	101

Ancestry

Ancestry	Count (%)	Index
German	70,762 (21.5%)	81
Unclassified	46,298 (14.1%)	89
Other	58,950 (17.9%)	134
Mexican	26,951 (8.2%)	184
Scottish/Irish	20,790 (6.3%)	99
Polish	17,766 (5.4%)	110
British	11,085 (3.4%)	90
Scandinavian	13,391 (4.1%)	57
Other European (e.g. Greek/Russian)	14,439 (4.4%)	118
Italian	9,444 (2.9%)	143
American	6,563 (2%)	71
South Central Asian (e.g. Indian)	3,618 (1.1%)	198
French	4,512 (1.4%)	68
Puerto Rican	6,475 (2%)	207
Central American	1,087 (<0.5%)	134
Dutch	2,351 (0.7%)	54
South American	1,116 (<0.5%)	141
Other Asian	957 (<0.5%)	171
Native American (Indian/Eskimo)	1,485 (<0.5%)	46
South East Asian (e.g. Vietnamese)	3,449 (1%)	85
Other Hispanic	1,311 (<0.5%)	116
Middle Eastern	1,165 (<0.5%)	130
Chinese	2,989 (0.9%)	244
Hawaiian/Pacific Islander	122 (<0.5%)	99
Cuban	588 (<0.5%)	190
Korean	1,004 (<0.5%)	232
Japanese	262 (<0.5%)	171
Dominican	358 (<0.5%)	207

Ethnicity

Ethnicity	Count (%)	Index
White	236,377 (71.8%)	87
Hispanic (Ethnic)	37,886 (11.5%)	180
Other	9,009 (2.7%)	92
Asian	12,279 (3.7%)	149
Black	33,737 (10.2%)	173

Households Income

Household Average Income	$90,547.41	103
Average Income Per Person	$36,608.83	102
Household Median Income	$66,344.38	98
<$15K	13,635 (10.5%)	135
$15K - $25K	10,687 (8.2%)	109
$25K - $35K	10,265 (7.9%)	93
$35K - $50K	15,298 (11.8%)	95
$50K - $75K	22,219 (17.1%)	91
$75K - $100K	16,805 (12.9%)	89
$100K - $150K	21,393 (16.4%)	94
$150K - $175K	6,796 (5.2%)	112
$175K - $200K	6,621 (5.1%)	129
$200K - $250K	3,622 (2.8%)	110
$250K - $500K	1,539 (1.2%)	110
>$500K	1,295 (1%)	110

Disposable Households Income

Household Average Disposable Income	$68,720.5	101
Household Median Disposable Income	$56,100.99	98
<$15K	14,718 (11.3%)	133
$15K - $25K	12,591 (9.7%)	102
$25K - $35K	12,694 (9.8%)	98
$35K - $50K	18,379 (14.1%)	90
$50K - $75K	24,648 (18.9%)	91
$75K - $100K	17,431 (13.4%)	89
$100K - $150K	19,920 (15.3%)	108
$150K - $175K	4,700 (3.6%)	124
$175K - $200K	1,472 (1.1%)	110
$200K - $250K	1,445 (1.1%)	110
$250K - $500K	2,000 (1.5%)	110
>$500K	177 (<0.5%)	111

Wealth per Household

Household Average Wealth	$228,808.89	96
Household Median Wealth	$70,165.86	88
<$0K	23,968 (18.4%)	106
$0K - $5K	11,952 (9.2%)	108
$5K - $10K	6,329 (4.9%)	106
$10K - $25K	8,610 (6.6%)	103
$25K - $50K	8,928 (6.9%)	99
$50K - $100K	13,142 (10.1%)	97
$100K - $250K	22,762 (17.5%)	96
$250K - $500K	16,369 (12.6%)	96
>$500K	18,115 (13.9%)	97

Age

Average Age	38.34	93
Median Age	35.86	88
0-4	19,077 (5.8%)	106
5-13	32,645 (9.9%)	99
14-17	14,658 (4.5%)	92
18-21	39,441 (12%)	181
22-24	13,275 (4%)	98
25-29	19,579 (5.9%)	93
30-34	21,230 (6.4%)	110
35-39	22,106 (6.7%)	117
40-44	19,705 (6%)	101
45-49	18,037 (5.5%)	95
50-54	18,100 (5.5%)	91
55-59	19,462 (5.9%)	88
60-64	19,817 (6%)	85
65-69	17,832 (5.4%)	84
70-74	14,148 (4.3%)	83
75-79	9,540 (2.9%)	79
80-84	5,746 (1.7%)	75
85+	4,890 (1.5%)	80

DEMOGRAPHIC REACH COMPARED WITH SURROUNDING AREA

The table below shows if people over-represent or under-represent the population of the study area. Under-represented demographic segments are noted in red, while over-represented segments are noted in black.
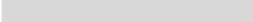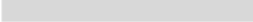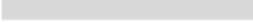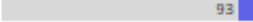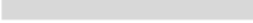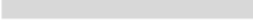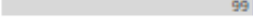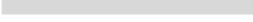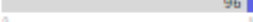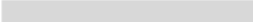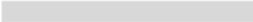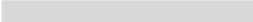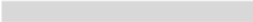
Characteristics	Visitors	Area Demographics (County Overall)	Compared to Area Demographics
Gender			
Female	50.7%	50.8%	-0.1%
Male	49.3%	49.2%	0.1%
Ethnicity			
White	71.8%	90.7%	-18.9%
Hispanic	11.5%	5.1%	6.4%
Black	10.2%	1.8%	8.4%
Asian/Native Hawaiian/Other Pacific Islander	3.7%	4.0%	-0.3%
Some Other Race	2.7%	1.6%	1.2%
Household Income			
$0 - $15,000	10.5%	4.7%	5.8%
$15,000 - $24,999	8.2%	5.8%	2.4%
$25,000 - $34,999	7.9%	5.5%	2.3%
$35,000 - $49,999	11.8%	9.0%	2.7%
$50,000 - $74,999	17.1%	15.0%	2.1%
$75,000 - $99,999	12.9%	14.2%	-1.3%
$100,000 - $149,999	16.4%	22.5%	-6.1%
$150,000 +	15.3%	23.3%	-8.0%
Age			
0 to 4	5.8%	5.1%	0.7%
5 to 14	9.9%	11.9%	-2.0%
15 to 24	20.5%	11.8%	8.7%
25 to 34	12.4%	10.5%	1.9%
35 to 44	12.7%	12.7%	0.0%
45 to 54	11.0%	12.9%	-1.9%
55 to 64	11.9%	15.4%	-3.5%
65 to 74	9.7%	11.4%	-1.7%
75 to 84	4.6%	5.7%	-1.1%
85+	1.5%	2.6%	-1.1%

PART 3:

SPENDING PATTERNS

SPENDING PATTERNS

The following pages show how much those people who have visited your point of interest and those who share the same location and demographic profile —potential future visitors in the trade area — spend in an average week. This is not how much they spent when they visited your point of interest, but how they generally spend their income. There are four key pieces of information: the first column refers to the spending category; the second column which provides the average weekly spending in that category; the third column is the percentage of total weekly spending is spent in that category; and the horizontal bar graph shows how your visiting population and potential visiting population differs from the statewide average (a value of 100 equals the state average, and anything above 100 means a draw of a larger share of those categories than the statewide average).

Overview

Category	Spending	Index
Housing	$95.25 (26.8%)	100
Transportation	$80.08 (22.5%)	100
Food	$64.57 (18.2%)	101
Healthcare	$38.74 (10.9%)	93
Entertainment	$20.12 (5.7%)	100
Cash Contributions	$17.6 (5%)	95
Apparel and Services	$10.71 (3%)	100
Education	$6.76 (1.9%)	109
Personal Care Products and Services	$5.65 (1.6%)	99
Miscellaneous	$4.44 (1.2%)	97
Alcoholic Beverages	$4.35 (1.2%)	101
Personal Insurance	$3.65 (1%)	98
Tobacco Products and Smoking Supplies	$2.8 (0.8%)	101
Reading	$0.54 (<0.5%)	96

Food

Category	Spending	Index
At home	$44.34 (12.5%)	101
Away from home	$20.23 (5.7%)	100

Alcoholic Beverages

Category	Spending	Index
At home	$2.96 (0.8%)	100
Away from home	$1.39 (<0.5%)	101

Housing

Utilities, fuels, and public services	$40.78 (11.5%)		101
Shelter	$19.57 (5.5%)		97
Household furnishings and equipment	$16.81 (4.7%)		99
Household operations	$11.13 (3.1%)		99
Housekeeping supplies	$6.96 (2%)		98

Apparel and Services

Women and girls	$4.24 (1.2%)		100
Footwear	$2.54 (0.7%)		101
Men and boys	$2.3 (0.6%)		100
Other apparel products and services	$1.33 (<0.5%)		99
Children (Age < 2)	$0.31 (<0.5%)		102

Transportation

Vehicle purchases (net outlay)	$35.86 (10.1%)		101
Other vehicle expenses	$29.04 (8.2%)		100
Gasoline and motor oil	$13.51 (3.8%)		101
Public transportation	$1.67 (<0.5%)		100

Healthcare

Health insurance	$29.48 (8.3%)		92
Medical services	$5.26 (1.5%)		94
Drugs	$2.9 (0.8%)		95
Medical supplies	$1.1 (<0.5%)		94

Entertainment

Television, radios, sound equipment	$9.43 (2.7%)		101
Pets, toys and playground equipment	$5.78 (1.6%)		99
Fees and admissions	$2.95 (0.8%)		100
Other entertainment supplies, equipment, and services	$1.95 (0.5%)		100

Education

College tuition	$4.96 (1.4%)	110
Elementary and high school tuition	$0.99 (<0.5%)	102
School books, supplies, equipment for college	$0.34 (<0.5%)	113
Other school expenses including rentals	$0.2 (<0.5%)	105
School books, supplies, equipment for elementary, high school	$0.1 (<0.5%)	100
Test preparation, tutoring services	$0.09 (<0.5%)	100
Other schools tuition	$0.06 (<0.5%)	101
School books, supplies, equipment for daycare, nursery, other	$0.01 (<0.5%)	102

Cash Contributions

Cash contributions to church, religious organizations	$6.2 (1.7%)	96
Other cash gifts	$4.49 (1.3%)	94
Cash contributions to charities and other organizations	$4.01 (1.1%)	93
Child support expenditures	$1.26 (<0.5%)	97
Support for college students	$0.78 (<0.5%)	99
Cash contributions to educational institutions	$0.47 (<0.5%)	102
Cash contributions to political organizations	$0.38 (<0.5%)	95

Personal Care Products and Services

Personal care products	$3.63 (1%)	99
Personal care services	$2.02 (0.6%)	99

Personal Insurance

Life, endowment, annuity, other personal insurance	$3.4 (1%)	98
Other non health insurance	$0.26 (<0.5%)	95

Reading

Magazine/Newspaper subscriptions	$0.28 (<0.5%)	94
Books not through book clubs	$0.23 (<0.5%)	99
Magazines/Newspapers, non-subscription	$0.03 (<0.5%)	95

Tobacco Products and Smoking Supplies

Cigarettes	$2.39 (0.7%)	101
Other tobacco products	$0.38 (<0.5%)	101
Smoking accessories	$0.03 (<0.5%)	101

APPENDIX A

FREQUENTLY ASKED QUESTIONS

FAQ

Q: How do organizations use this information?

A: Non-profit and governmental entities strive to ensure resources are applied as optimally as possible. Data on visits to downtown areas, festivals, parks, trails, boat launches, stadiums, individual business addresses, traffic locations, etc. are very useful in planning and evaluation.

Private organizations likewise use the data to better measure and understand performance. This data are useful for the following purposes: marketing, sponsor development, partner identification, measuring progress, benchmarking other organizations/areas/events, economic impact, economic development, due diligence, grant validation, access/inclusion of various populations, and measuring non-response bias in surveys to assist in proper survey weighting.

Q: What size areas can be covered in a report?

A: The size of the area can range from one point of approximately 30 feet to an area of approximately 200 square miles. The key variable is the number of individuals who go through the area during the study period. Roughly 2,000 people should travel through the space during the study period to all ow a report to be generated.

Q: How are the data collected?

A: The Visitor360 program licenses data that complies with privacy practices such as the European Union General Data Privacy Regulations (GDPR) and with the California Consumer Privacy Act of 2018 (CCPA).

Data are collected through thousands of mobile apps and millions of devices. Data collected includes elements such as geo-location data, which is scrubbed of any identifiers before being used to protect the privacy of Consumers. Data are stripped of identifiers, such as mobile advertising identifiers, names, other persistent device identifiers, and contact information associated with individuals. The process is designed to produce only aggregated and extrapolated market research reports without relying on such private information. We are committed to respecting the privacy of service users and utilize the data in a way that protects their privacy and provides insights for improvement.

Q: If data are extrapolated, how accurate is the data?

A: Because of the sampling approach, the margin of error is approximately +/- 3-5%, depending on the number of people going through the area during the study period.

Q: If there is poor cell reception, can a report still be created?

A: Yes. Many apps record location data when there is no cell or wifi connection, but then upload the data when a connection is restored.

Q: My location is small and close to other places —how precise are the data?

A: Depending on the area, resolution is typically between 30 to 100 feet

Q: Do the data include people just driving by?

A: The default for the data is to count only people that spent at least 7 minutes in the study area; however, we can also set up counters that count people regardless of how long they spent or put in a longer minimum stay requirement.

Q: Is home location based on the cell phone number or billing address?

A: Home location is based on the location in which a person spends time that matches a "home location pattern."

Q: Can we benchmark other organizations/areas other than our own?

A: Yes

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