**Cobalt**
Community
Research

Waukesha WI

# 2023 PARADE 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$^{SM}$

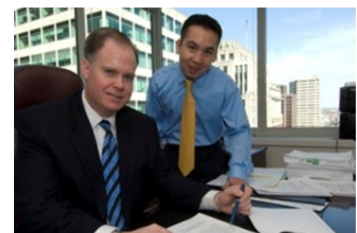Citizen Engagement and Priority Assessment$^{SM}$

Employee Engagement and Priority Assessment$^{SM}$

Bond/Millage Planning Survey

Focus Groups/Citizen Work Groups

Budget Priority Assessment

## Better Science. Better Benchmarks. Better Decisions. Better Price.

PO Box 416  |  Charlotte, Michigan 48813  |  **877.888.0209**  |  www.CobaltCommunityResearch.org

COBALT COMMUNITY RESEARCH IS A 501C3 NONPROFIT COALITION CREATED TO HELP LOCAL GOVERNMENTS, SCHOOLS AND NONPROFIT ORGANIZATIONS THRIVE AS CHANGES EMERGE IN THE ECONOMIC, DEMOGRAPHIC AND SOCIAL LANDSCAPE.

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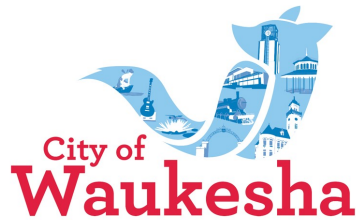
# INTRODUCTION

The Waukesha 4th of July parade 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
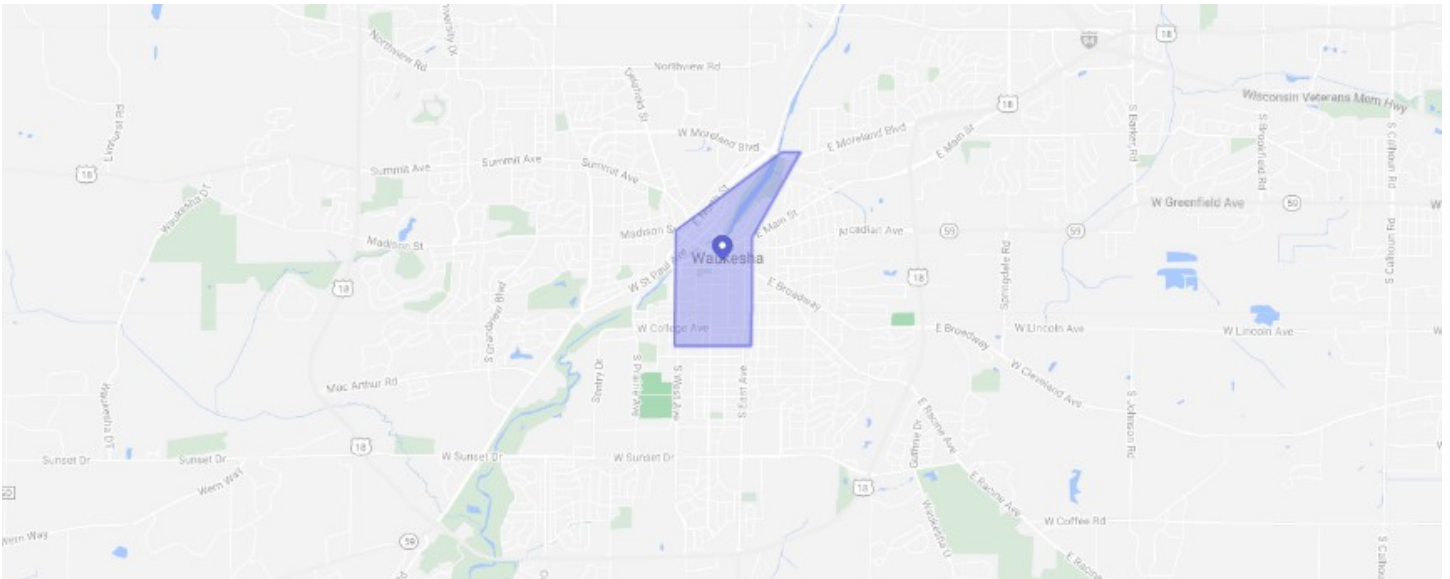
Date Range: July 4th, 2023

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:  Total visits in study period:  19.0k

2022:  Total visits in study period:  19.3k

2021:  Total visits in study period:  17.6k

2020:  Total visits in study period:  10.9k

2019:  Total visits in study period:  20k

**Visits Trend**
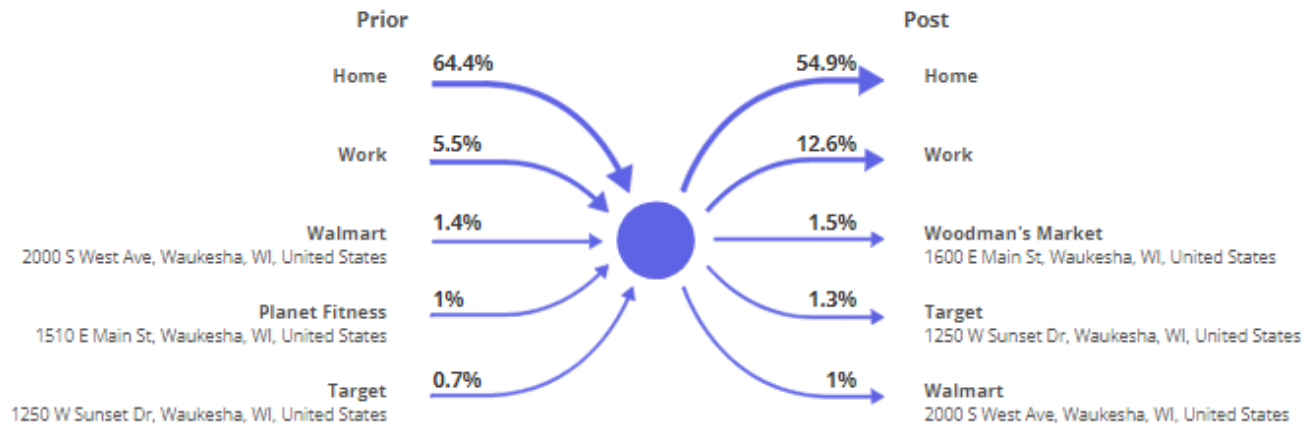
The graph above shows the percentage of people who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

The table below shows the top 10 locations, excluding work and home.

| Prior | | | Post | | |
|---|---|---|---|---|---|
| Rank | Name | Foot-Traffic | Rank | Name | Foot-Traffic |
| 1 | Walmart / S West Ave, Waukesha, WI | 1.4% | 1 | Woodman's Market / E Main St, Waukesha, WI | 1.5% |
| 2 | Planet Fitness / E Main St, Waukesha, WI | 1% | 2 | Target / W Sunset Dr, Waukesha, WI | 1.3% |
| 3 | Target / W Sunset Dr, Waukesha, WI | 0.7% | 3 | Walmart / S West Ave, Waukesha, WI | 1% |
| 4 | Ottawa Lake Recreation Area / County Road Zz, Dousman, WI | 0.6% | 4 | McDonald's / S West Ave, Waukesha, WI | 0.9% |
| 5 | Target / Kossow Rd, Waukesha, WI | 0.6% | 5 | Metro Market / Silvernail Rd, Pewaukee, WI | 0.8% |
| 6 | Centennial Park / W Layton Ave, Greenfield, WI | 0.6% | 6 | Planet Fitness / E Main St, Waukesha, WI | 0.7% |
| 7 | Pewaukee Lake / Wisconsin Ave, Pewaukee, WI | 0.5% | 7 | Ottawa Lake Recreation Area / County Road Zz, Dousman, WI | 0.6% |
| 8 | The Ingleside Hotel / Golf Road, Pewaukee, WI | <0.5% | 8 | Minooka Park / E. Sunset Drive, Waukesha, WI | 0.6% |
| 9 | Christina's / Delafield St, Waukesha, WI | <0.5% | 9 | Slice N' Dice / Prospect Ave, Pewaukee, WI | 0.5% |
| 10 | Sunset Family Restaurant / W Sunset Dr, Waukesha, WI | <0.5% | 10 | Swing Time Golf & Baseball / E Main St, Waukesha, WI | 0.5% |

The maps below show which routes people used to reach the point of interest.
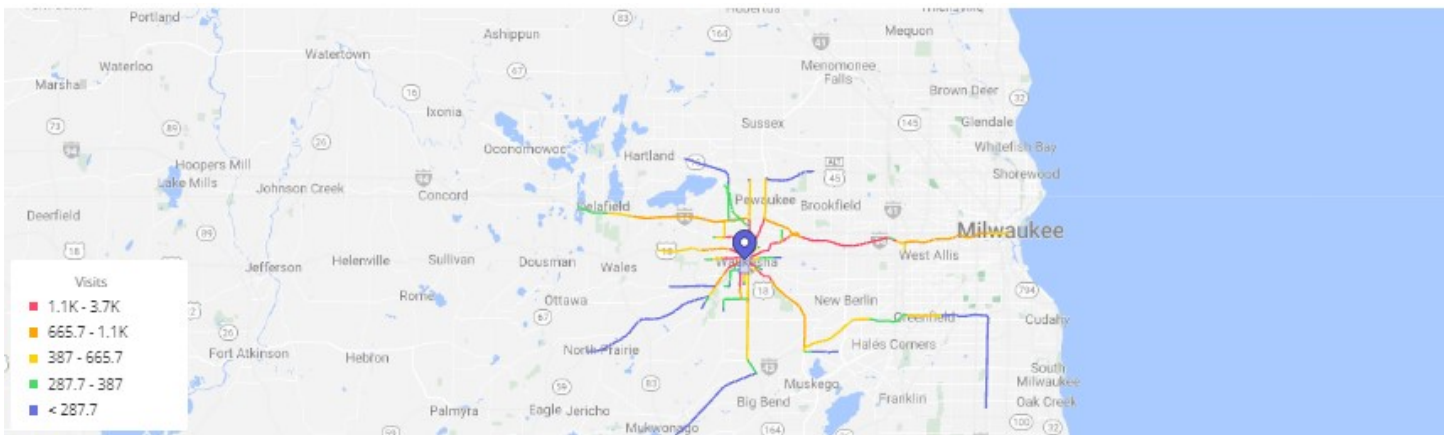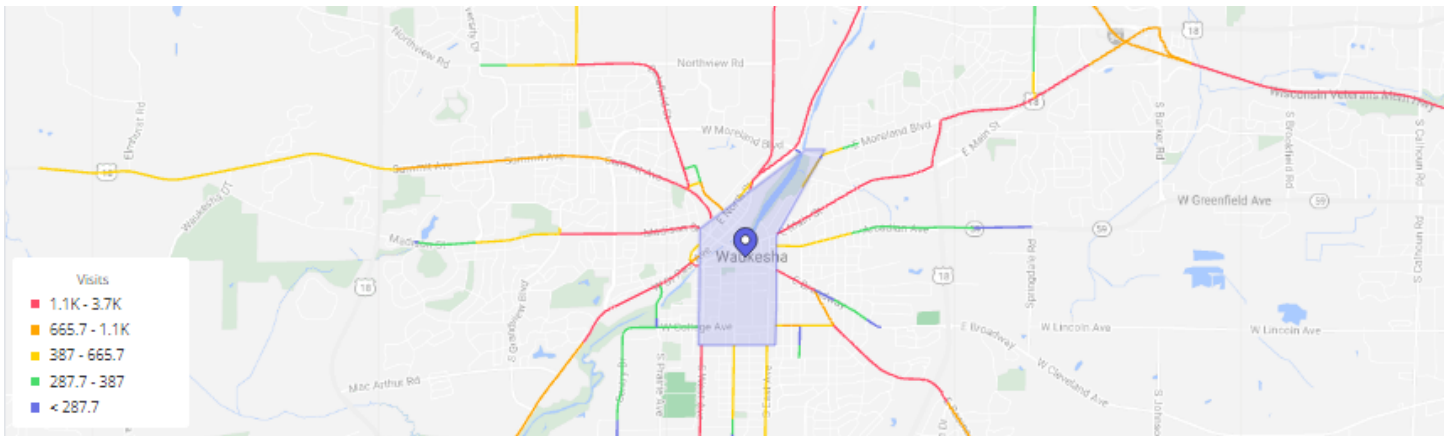
The heat maps below show distance people traveled from home location.
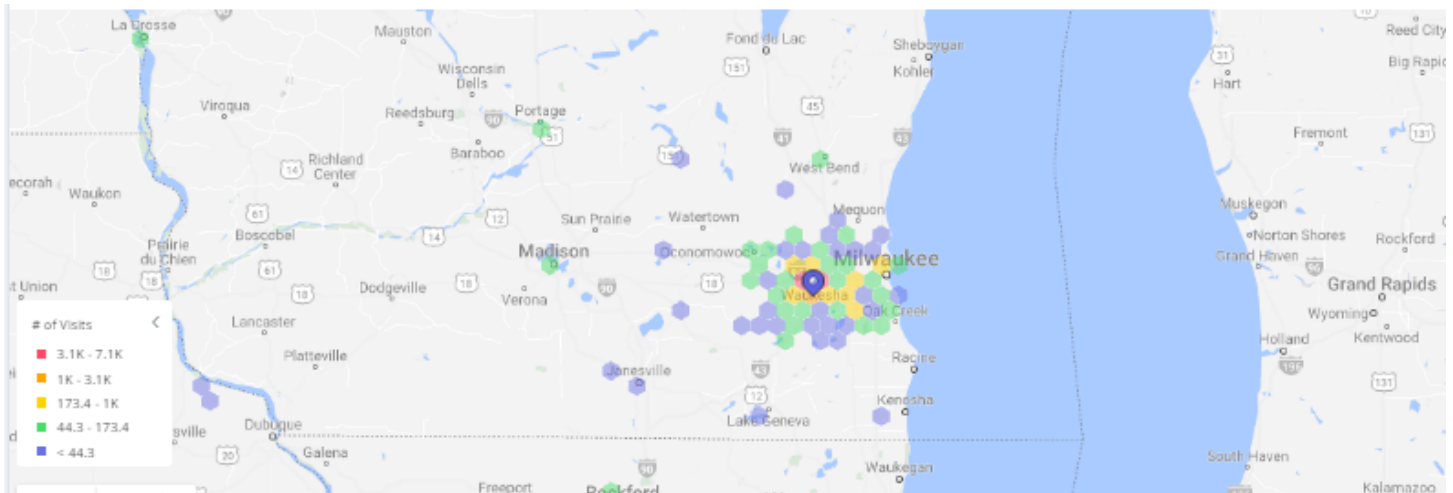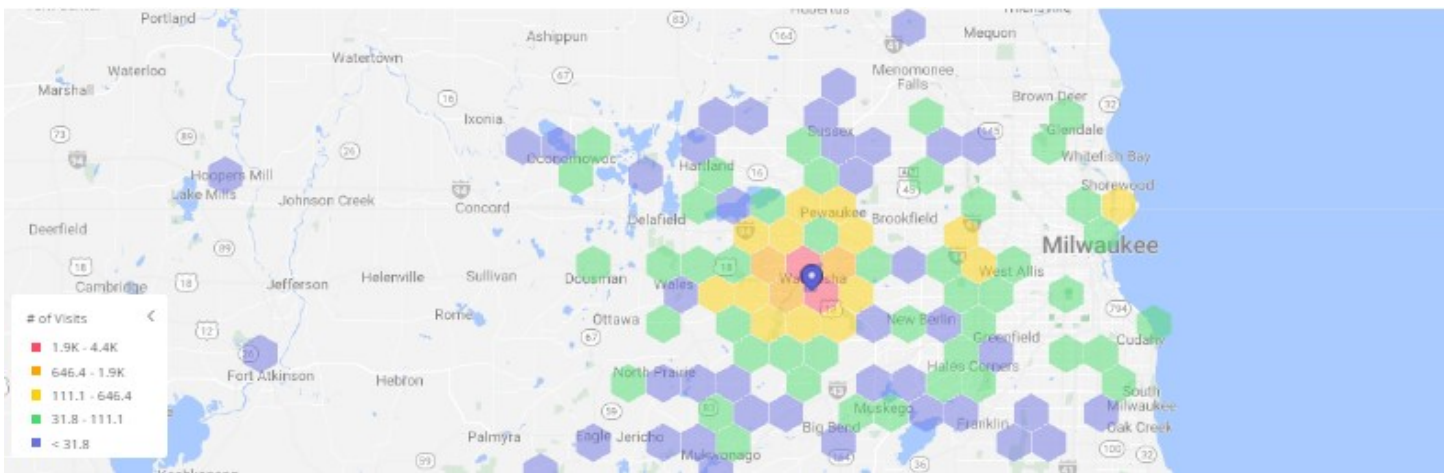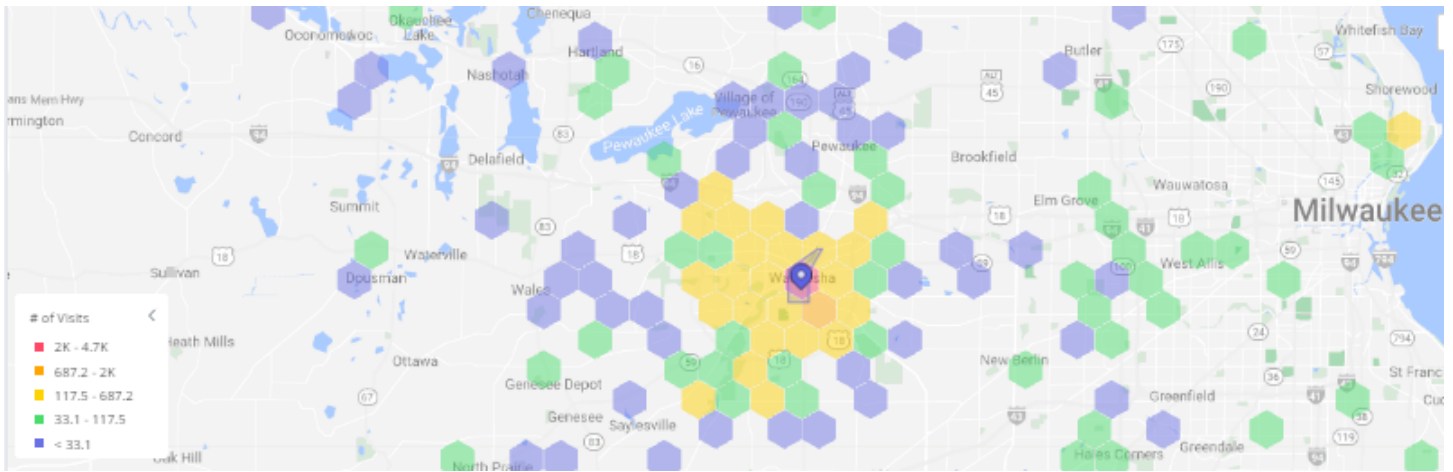
The table below shows the top 25 ZIP Codes that are home to these individuals.

| ZIP Code | City | State | % of Visits | Visits |
|---|---|---|---|---|
| 53186 | Waukesha | WI | 40.9% | 7.8k |
| 53188 | Waukesha | WI | 21.4% | 4.1k |
| 53189 | Waukesha | WI | 9.6% | 1.8k |
| 53072 | Pewaukee | WI | 2.3% | 432 |
| 53214 | Milwaukee | WI | 1.2% | 235 |
| 53029 | Hartland | WI | 1% | 197 |
| 53150 | Muskego | WI | 1% | 184 |
| 53149 | Mukwonago | WI | 0.8% | 153 |
| 53151 | New Berlin | WI | 0.8% | 153 |
| 53130 | Hales Corners | WI | 0.8% | 152 |
| 53211 | Milwaukee | WI | 0.7% | 127 |
| 53226 | Milwaukee | WI | 0.7% | 126 |
| 53089 | Sussex | WI | 0.6% | 117 |
| 53146 | New Berlin | WI | 0.6% | 113 |
| 53051 | Menomonee Falls | WI | 0.6% | 111 |
| 60532 | Lisle | IL | 0.6% | 111 |
| 53212 | Milwaukee | WI | 0.6% | 107 |
| 53227 | Milwaukee | WI | 0.6% | 106 |
| 53132 | Franklin | WI | 0.5% | 100 |
| 53066 | Oconomowoc | WI | 0.5% | 93 |
| 53153 | North Prairie | WI | 0.4% | 79 |
| 55105 | Saint Paul | MN | 0.4% | 79 |
| 70005 | Metairie | LA | 0.4% | 75 |
| 53118 | Dousman | WI | 0.4% | 71 |
| 53172 | South Milwaukee | WI | 0.4% | 69 |

**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**
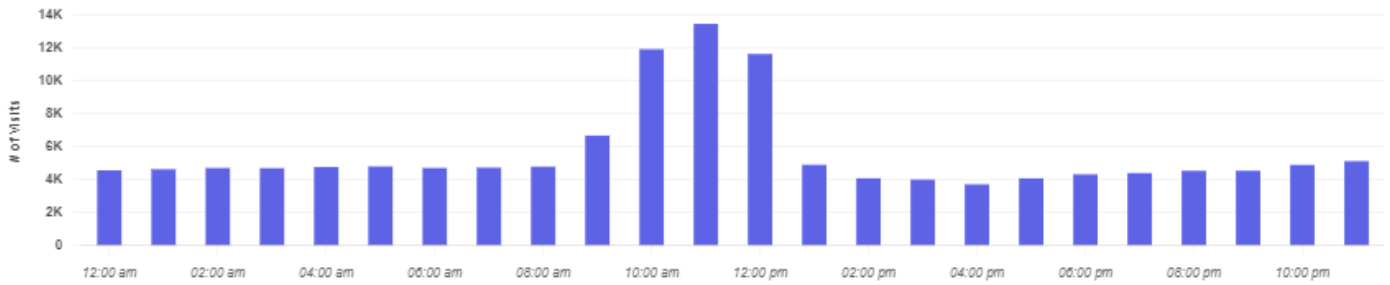


Daily Visits: Includes people who may visit more than one day per week

**Length of Stay**



| Average Stay | 431 min |
|---|---|
| Median Stay | 131 min |
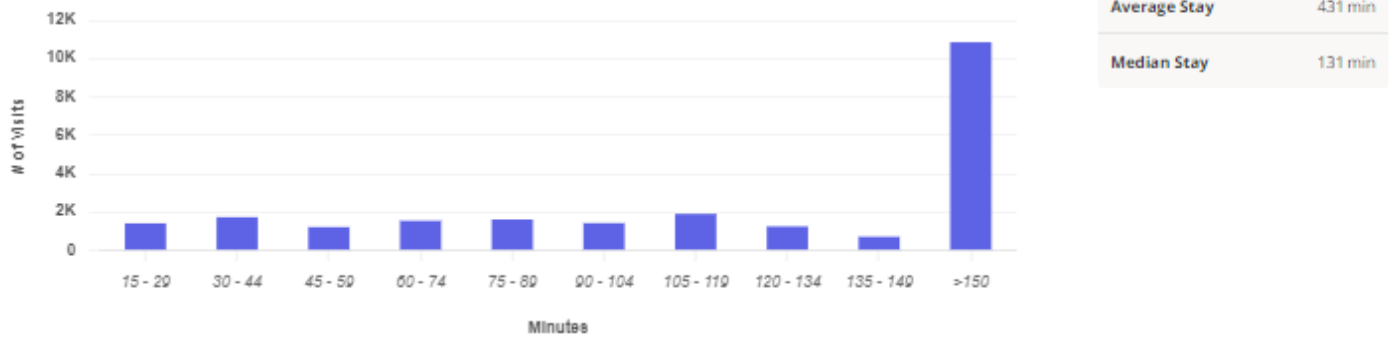
# PART 2:

# 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 | 76,471 (19.3%) | 197 |
| K - Significant Singles | 19,431 (4.9%) | 176 |
| Q - Golden Year Guardians | 22,954 (5.8%) | 89 |
| L - Blue Sky Boomers | 13,690 (3.5%) | 74 |
| E - Thriving Boomers | 25,260 (6.4%) | 61 |
| B - Flourishing Families | 28,243 (7.1%) | 138 |
| I - Family Union | 16,908 (4.3%) | 47 |
| R - Aspirational Fusion | 10,543 (2.7%) | 122 |
| P - Cultural Connections | 13,503 (3.4%) | 175 |
| F - Promising Families | 11,679 (3%) | 91 |
| G - Young City Solos | 12,331 (3.1%) | 252 |
| S - Thrifty Habits | 6,118 (1.5%) | 77 |
| M - Families in Motion | 2,719 (0.7%) | 21 |
| H - Bourgeois Melting Pot | 8,807 (2.2%) | 98 |
| J - Autumn Years | 19,577 (4.9%) | 50 |
| * C - Booming with Confidence | 44,654 (11.3%) | 120 |
| D - Suburban Style | 7,667 (4.7%) | 98 |
| * A - Power Elite | 13,109 (8%) | 130 |
| N - Pastoral Pride | 346 (<0.5%) | 8 |

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 | 391,805 | |
| Households | 161,003 | |
| Persons per Household | 2.34 | 96 |
| Household Median Income | $66,630.11 | 99 |
| Household Median Disposable Income | $56,332.4 | 99 |
| Household Median Discretionary Income | $39,829.47 | 96 |
| Average Income Per Person | $37,277.17 | 104 |
| Median Rent | $1,140.08 | 118 |
| Median House Value | $361,957.87 | 116 |
| Households in Poverty | 23,108 (14.4%) | 137 |
| Household Median Wealth | $71,066.08 | 89 |
| Average Age | 38.88 | 94 |
| Median Age | 36.76 | 90 |
| Households with Children | 35,888 (22.3%) | 85 |
| High School Graduate or Higher | 235,768 (92.6%) | 100 |
| Bachelor's Degree or Higher | 103,701 (40.7%) | 130 |

| Education (Age 25+) | | |
|---|---|---|
| Total Educated Population | 254,551 | |
| Elementary (0 to 8 Years) | 6,992 (2.7%) | 112 |
| Some High School (9 to 11 Years) | 11,791 (4.6%) | 99 |
| High School Graduate (12 Years) | 60,316 (23.7%) | 79 |
| Some College (13 to 16 Years) | 49,482 (19.4%) | 96 |
| Associates Degree Only | 22,269 (8.7%) | 78 |
| Bachelor's Degree Only | 67,352 (26.5%) | 129 |
| Graduate Degree ⓘ | 36,349 (14.3%) | 133 |

## Population

| | | |
|---|---|---|
| Population 2022 Q4 | 391,805 | |
| Population 2022 Q3 | 394,222 | |
| Population 2022 Q2 | 393,830 | |
| Population 2022 Q1 | 394,647 | |
| Population 2021 Q4 | 394,939 | |
| Population 2021 Q3 | 395,449 | |
| Population 2021 Q2 | 395,949 | |
| Population 2021 Q1 | 396,659 | |
| Population 2020 Q4 | 397,664 | |
| Population 5 Years Forecast | 398,595 | |
| Population 10 Years Forecast | 406,903 | |
| Persons per Household | 2.34 | 96 |
| Group Quarters | 15,023 (3.8%) | 154 |
| Transient Population - Average Last 4 Quarters | 2,603 (0.7%) | 65 |

## Households

| | |
|---|---|
| Households 2022 Q4 | 161,003 |
| Households 2022 Q3 | 162,081 |
| Households 2022 Q2 | 161,942 |
| Households 2022 Q1 | 162,274 |
| Households 2021 Q4 | 162,442 |
| Households 2021 Q3 | 162,660 |
| Households 2021 Q2 | 162,902 |
| Households 2021 Q1 | 163,249 |
| Households 2020 Q4 | 163,678 |
| Households 5 Years Forecast | 164,228 |
| Households 10 Years Forecast | 167,886 |

## Gender

| | | |
|---|---|---|
| Male | 195,015 (49.8%) | 100 |
| Female | 196,790 (50.2%) | 100 |

## Ethnicity

| | | |
|---|---|---|
| White | 294,697 (75.2%) | 91 |
| Hispanic (Ethnic) | 40,870 (10.4%) | 164 |
| Black | 28,211 (7.2%) | 121 |
| Other | 10,733 (2.7%) | 93 |
| Asian | 17,294 (4.4%) | 176 |

## Household by Ethnicity

| Ethnicity | Value | Index |
|---|---|---|
| White | 124,679 (77.4%) | 92 |
| Hispanic (Ethnic) | 13,910 (8.6%) | 177 |
| Black | 10,080 (6.3%) | 121 |
| Other | 6,416 (4%) | 111 |
| Asian | 5,918 (3.7%) | 189 |

## Language Spoken

| Language | Value | Index |
|---|---|---|
| Speak English at Home | 316,749 (85.9%) | 94 |
| Speak Spanish at Home | 28,451 (7.7%) | 169 |
| Speak Other Language at Home | 23,336 (6.3%) | 161 |

## Ancestry

| Ancestry | Value | Index |
|---|---|---|
| Other | 63,957 (16.3%) | 122 |
| German | 86,791 (22.2%) | 84 |
| Unclassified | 54,004 (13.8%) | 87 |
| Mexican | 28,187 (7.2%) | 162 |
| Scottish/Irish | 25,289 (6.5%) | 101 |
| Polish | 25,111 (6.4%) | 130 |
| Other European (e.g. Greek/Russian) | 18,556 (4.7%) | 128 |
| British | 12,829 (3.3%) | 87 |
| Scandinavian | 15,249 (3.9%) | 54 |
| Puerto Rican | 7,349 (1.9%) | 198 |
| Italian | 11,595 (3%) | 148 |
| American | 7,665 (2%) | 70 |
| French | 5,580 (1.4%) | 70 |
| South American | 1,759 (<0.5%) | 187 |
| South Central Asian (e.g. Indian) | 6,154 (1.6%) | 283 |
| Dutch | 2,816 (0.7%) | 55 |
| Other Hispanic | 1,320 (<0.5%) | 99 |
| Native American (Indian/Eskimo) | 2,055 (0.5%) | 53 |
| Middle Eastern | 1,987 (0.5%) | 187 |
| Chinese | 3,954 (1%) | 272 |
| Dominican | 452 (<0.5%) | 220 |
| Cuban | 733 (<0.5%) | 199 |
| South East Asian (e.g. Vietnamese) | 4,414 (1.1%) | 92 |
| Central American | 1,070 (<0.5%) | 111 |
| Other Asian | 1,116 (<0.5%) | 167 |
| Hawaiian/Pacific Islander | 157 (<0.5%) | 107 |
| Korean | 1,197 (<0.5%) | 232 |
| Japanese | 459 (<0.5%) | 251 |

## Households Income

| | | |
|---|---|---|
| Household Average Income | $88,801.97 | 101 |
| Average Income Per Person | $37,277.17 | 104 |
| Household Median Income | $66,630.11 | 99 |
| <$15K | 14,956 (9.3%) | 119 |
| $15K - $25K | 13,164 (8.2%) | 108 |
| $25K - $35K | 13,306 (8.3%) | 97 |
| $35K - $50K | 19,944 (12.4%) | 100 |
| $50K - $75K | 27,336 (17%) | 90 |
| $75K - $100K | 21,472 (13.3%) | 92 |
| $100K - $150K | 27,514 (17.1%) | 98 |
| $150K - $175K | 8,066 (5%) | 107 |
| $175K - $200K | 7,198 (4.5%) | 113 |
| $200K - $250K | 4,508 (2.8%) | 111 |
| $250K - $500K | 1,929 (1.2%) | 111 |
| >$500K | 1,610 (1%) | 111 |

## Disposable Households Income

| | | |
|---|---|---|
| Household Average Disposable Income | $68,743.11 | 101 |
| Household Median Disposable Income | $56,332.4 | 99 |
| <$15K | 16,241 (10.1%) | 119 |
| $15K - $25K | 15,757 (9.8%) | 104 |
| $25K - $35K | 16,472 (10.2%) | 103 |
| $35K - $50K | 23,354 (14.5%) | 93 |
| $50K - $75K | 30,749 (19.1%) | 91 |
| $75K - $100K | 22,627 (14.1%) | 94 |
| $100K - $150K | 24,006 (14.9%) | 105 |
| $150K - $175K | 5,432 (3.4%) | 115 |
| $175K - $200K | 1,851 (1.1%) | 112 |
| $200K - $250K | 1,807 (1.1%) | 111 |
| $250K - $500K | 2,485 (1.5%) | 110 |
| >$500K | 222 (<0.5%) | 113 |

## Wealth per Household

| | | |
|---|---|---|
| Household Average Wealth | $230,150.15 | 97 |
| Household Median Wealth | $71,066.08 | 89 |
| <$0K | 29,491 (18.3%) | 105 |
| $0K - $5K | 14,696 (9.1%) | 107 |
| $5K - $10K | 7,808 (4.8%) | 106 |
| $10K - $25K | 10,638 (6.6%) | 103 |
| $25K - $50K | 11,032 (6.9%) | 99 |
| $50K - $100K | 16,226 (10.1%) | 97 |
| $100K - $250K | 28,190 (17.5%) | 96 |
| $250K - $500K | 20,340 (12.6%) | 96 |
| >$500K | 22,582 (14%) | 98 |

## Age

| | | |
|---|---|---|
| Average Age | 38.88 | 94 |
| Median Age | 36.76 | 90 |
| 0-4 | 23,269 (5.9%) | 108 |
| 5-13 | 39,542 (10.1%) | 101 |
| 14-17 | 16,435 (4.2%) | 87 |
| 18-21 | 43,799 (11.2%) | 169 |
| 22-24 | 14,209 (3.6%) | 88 |
| 25-29 | 21,393 (5.5%) | 85 |
| 30-34 | 24,911 (6.4%) | 109 |
| 35-39 | 28,070 (7.2%) | 125 |
| 40-44 | 25,285 (6.5%) | 109 |
| 45-49 | 21,963 (5.6%) | 97 |
| 50-54 | 21,189 (5.4%) | 90 |
| 55-59 | 22,764 (5.8%) | 86 |
| 60-64 | 23,742 (6.1%) | 86 |
| 65-69 | 21.666 (5.5%) | 86 |
| 70-74 | 17,481 (4.5%) | 86 |
| 75-79 | 12,059 (3.1%) | 84 |
| 80-84 | 7,488 (1.9%) | 82 |
| 85+ | 6,540 (1.7%) | 90 |

# 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 Wide) | Compared to Area Demographics |
|---|---|---|---|
| **Gender** | | | |
| Female | 50.2% | 50.8% | -0.6% |
| Male | 49.8% | 49.2% | 0.6% |
| **Ethnicity** | | | |
| White | 75.2% | 90.7% | -15.5% |
| Hispanic | 10.4% | 5.1% | 5.4% |
| Black | 7.2% | 1.8% | 5.4% |
| Asian/Native Hawaiian/Other Pacific Islander | 4.4% | 4.0% | 0.4% |
| Some Other Race | 2.7% | 1.6% | 1.2% |
| **Household Income** | | | |
| $0 - $15,000 | 9.3% | 4.7% | 4.6% |
| $15,000 - $24,999 | 8.2% | 5.8% | 2.4% |
| $25,000 - $34,999 | 8.3% | 5.5% | 2.7% |
| $35,000 - $49,999 | 12.4% | 9.0% | 3.4% |
| $50,000 - $74,999 | 17.0% | 15.0% | 2.0% |
| $75,000 - $99,999 | 13.3% | 14.2% | -0.9% |
| $100,000 - $149,999 | 17.1% | 22.5% | -5.4% |
| $150,000 + | 14.5% | 23.3% | -8.8% |
| **Age** | | | |
| 0 to 4 | 5.9% | 5.1% | 0.8% |
| 5 to 14 | 10.1% | 11.9% | -1.8% |
| 15 to 24 | 19.0% | 11.8% | 7.2% |
| 25 to 34 | 11.8% | 10.5% | 1.3% |
| 35 to 44 | 13.6% | 12.7% | 0.9% |
| 45 to 54 | 11.0% | 12.9% | -1.9% |
| 55 to 64 | 11.9% | 15.4% | -3.5% |
| 65 to 74 | 10.0% | 11.4% | -1.4% |
| 75 to 84 | 5.0% | 5.7% | -0.7% |
| 85+ | 1.7% | 2.6% | -0.9% |
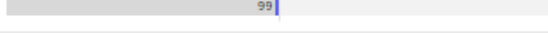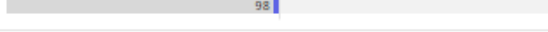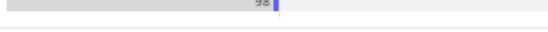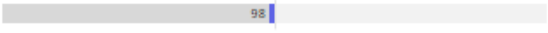
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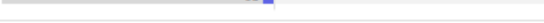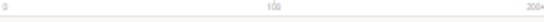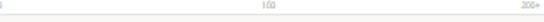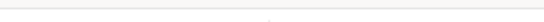
# SPENDING PATTERNS

# 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

| Overview | | |
|---|---|---|
| Housing | $95.49 (26.8%) | 100 |
| Transportation | $80.33 (22.5%) | 101 |
| Food | $64.65 (18.1%) | 101 |
| Healthcare | $39.16 (11%) | 94 |
| Entertainment | $20.16 (5.7%) | 100 |
| Cash Contributions | $17.82 (5%) | 96 |
| Apparel and Services | $10.71 (3%) | 100 |
| Education | $6.64 (1.9%) | 107 |
| Personal Care Products and Services | $5.66 (1.6%) | 99 |
| Miscellaneous | $4.47 (1.3%) | 98 |
| Alcoholic Beverages | $4.35 (1.2%) | 101 |
| Personal Insurance | $3.67 (1%) | 98 |
| Tobacco Products and Smoking Supplies | $2.8 (0.8%) | 101 |
| Reading | $0.55 (<0.5%) | 97 |
| **Food** | | |
| At home | $44.4 (12.5%) | 101 |
| Away from home | $20.25 (5.7%) | 100 |
| **Alcoholic Beverages** | | |
| At home | $2.96 (0.8%) | 100 |
| Away from home | $1.38 (<0.5%) | 101 |
| **Housing** | | |
| Utilities, fuels, and public services | $40.75 (11.4%) | 101 |
| Shelter | $19.71 (5.5%) | 98 |
| Household furnishings and equipment | $16.85 (4.7%) | 100 |
| Household operations | $11.19 (3.1%) | 99 |
| Housekeeping supplies | $6.99 (2%) | 99 |
| **Apparel and Services** | | |
| Women and girls | $4.24 (1.2%) | 100 |
| Footwear | $2.53 (0.7%) | 101 |
| Men and boys | $2.31 (0.6%) | 100 |
| Other apparel products and services | $1.32 (<0.5%) | 99 |
| Children (Age < 2) | $0.31 (<0.5%) | 102 |

## Transportation

| | | |
|---|---|---|
| Vehicle purchases (net outlay) | $35.97 (10.1%) | 101 |
| Other vehicle expenses | $29.15 (8.2%) | 100 |
| Gasoline and motor oil | $13.54 (3.8%) | 101 |
| Public transportation | $1.67 (<0.5%) | 100 |

## Healthcare

| | | |
|---|---|---|
| Health insurance | $29.82 (8.4%) | 93 |
| Medical services | $5.31 (1.5%) | 94 |
| Drugs | $2.92 (0.8%) | 96 |
| Medical supplies | $1.11 (<0.5%) | 95 |

## Entertainment

| | | |
|---|---|---|
| Television, radios, sound equipment | $9.44 (2.6%) | 101 |
| Pets, toys and playground equipment | $5.8 (1.6%) | 99 |
| Fees and admissions | $2.96 (0.8%) | 100 |
| Other entertainment supplies, equipment, and services | $1.96 (0.5%) | 100 |

## Education

| | | |
|---|---|---|
| College tuition | $4.84 (1.4%) | 108 |
| Elementary and high school tuition | $1 (<0.5%) | 103 |
| School books, supplies, equipment for college | $0.33 (<0.5%) | 110 |
| Other school expenses including rentals | $0.2 (<0.5%) | 104 |
| School books, supplies, equipment for elementary, high school | $0.1 (<0.5%) | 101 |
| Test preparation, tutoring services | $0.09 (<0.5%) | 102 |
| Other schools tuition | $0.06 (<0.5%) | 102 |
| School books, supplies, equipment for daycare, nursery, other | $0.01 (<0.5%) | 103 |

## Cash Contributions

| | | |
|---|---|---|
| Cash contributions to church, religious organizations | $6.26 (1.8%) | 97 |
| Other cash gifts | $4.58 (1.3%) | 95 |
| Cash contributions to charities and other organizations | $4.08 (1.1%) | 94 |
| Child support expenditures | $1.27 (<0.5%) | 98 |
| Support for college students | $0.78 (<0.5%) | 98 |
| Cash contributions to educational institutions | $0.47 (<0.5%) | 102 |
| Cash contributions to political organizations | $0.39 (<0.5%) | 97 |

## Personal Care Products and Services

| | | | |
|---|---|---|---|
| Personal care products | $3.63 (1%) | 99 | |
| Personal care services | $2.03 (0.6%) | 99 | |

## Personal Insurance

| | | | |
|---|---|---|---|
| Life, endowment, annuity, other personal insurance | $3.41 (1%) | 98 | |
| Other non health insurance | $0.26 (<0.5%) | 96 | |

## Reading

| | | | |
|---|---|---|---|
| Magazine/Newspaper subscriptions | $0.28 (<0.5%) | 95 | |
| Books not through book clubs | $0.23 (<0.5%) | 99 | |
| Magazines/Newspapers, non-subscription | $0.03 (<0.5%) | 96 | |

## Tobacco Products and Smoking Supplies

| | | | |
|---|---|---|---|
| Cigarettes | $2.39 (0.7%) | 101 | |
| Other tobacco products | $0.37 (<0.5%) | 100 | |
| Smoking accessories | $0.03 (<0.5%) | 100 | |

# 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 allow 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 geolocation 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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Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups