



WAUKESHA, WI

2023 VISITOR 360

SUMMARY REPORT—DRAFT 5

Compiled December 2023



INTRODUCTION

The City of Waukesha, Wisconsin, is a dynamic place. The purpose of this report is to provide a summary of key data observed in multiple reports: Banting Pickleball Complex, Buchner Community Center and Pool, Cutler Park – Season long, Fireworks, Horeb Spring Aquatic Center, Mindiola Soccer Complex, Neighborhood Beer Garden – Merrill Crest Park, Neighborhood Beer Garden – Rivers Crossing Park, Oktoberfest – Frame Park, Parade, Saratoga Softball Complex, Schuetze Recreation Center, Tribute Tuesday – Cutler Park, Waukesha JanBoree – Lowell Park.

These reports themselves offer deeper insights that help community leadership tell the right story about who visits the areas of interest in Waukesha, 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, 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.

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 has worked with park systems, municipalities, and state governments across the Midwest and the United States.

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 Infor-mation@CobaltCommunityResearch.org.

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

The table below shows visit counts for each location

Location	Visit Count	Date Range
Banting Pickleball Complex	9.7K	April 9, 2023-October 1, 2023
Buchner Community Center and Pool	55.5K	June 1, 2023-August 31, 2023
Cutler Park – Season long	22.1K	June 1, 2023-September 16, 2023
Horeb Spring Aquatic Center	29.9K	June 1, 2023-August 31, 2023
Independence Day Fireworks – Lowell Park	15.2K	July 3, 2023
Independence Day Parade	19K	July 4, 2023
Mindiola Soccer Complex	67.5K	March 6, 2023-October 31, 2023
Neighborhood Beer Garden – Merrill Crest Park	1.8K	September 7-9, 2023
Neighborhood Beer Garden – Rivers Crossing Park	1.8K	August 24-26, 2023
Oktoberfest – Frame Park	9.7K	September 22-23, 2023
Saratoga Softball Complex	53.3K	May 1, 2023-August 20, 2023
Schuetze Recreation Center (Weekdays)	22.1K	September 1, 2022-May 31, 2023
Schuetze Recreation Center (Sat/Sun)	16.7K	September 1, 2022-May 31, 2023
Tribute Tuesday – Cutler Park	4.1K	Tuesday, July 11, 2023
Waukesha JanBoree – Lowell Park	32.5K	January 12-23, 2023

The table below shows average visit durations for each location

Week (Monday–Friday), Weekend (Saturday and Sunday)

Location	Median Visit Duration
Banting Pickleball Complex	127 mins
Buchner Community Center and Pool	Week - 109 mins / Weekend -113 mins
Cutler Park – Season long	Week - 91 mins / Weekend -53 mins
Horeb Spring Aquatic Center	Week - 94 mins / Weekend -110 mins
Independence Day Fireworks – Lowell Park	82 mins
Independence Day Parade	131 mins
Mindiola Soccer Complex	59 mins
Neighborhood Beer Garden – Merrill Crest Park	86 mins
Neighborhood Beer Garden – Rivers Crossing Park	80 mins
Oktoberfest – Frame Park	77 mins
Saratoga Softball Complex	Week - 86 mins / Weekend -98 mins
Schuetze Recreation Center (Weekdays)	84 mins
Schuetze Recreation Center (Sat/Sun)	137 mins
Tribute Tuesday – Cutler Park	117 mins
Waukesha JanBoree – Lowell Park	Week- 149mins / Weekend -117 mins

Table below shows the top 10 ZIP Codes

Each report shows the top 25 ZIP Codes that visitors came from. The table below summarizes the top 10 ZIP Codes that appear in those lists most frequently.

ZIP	Number of Reports in Top 25
53189—Waukesha, WI	15
53186—Waukesha, WI	15
53188—Waukesha , WI	15
53072—Brookfield, WI	15
53151—New Berlin, WI	13
53149—Mukwonago, WI	12
53029—Hartland, WI	11
53045— Brookfield, WI	11
53089— Sussex, WI	11
53214— Milwaukee, WI	11

Table below shows the top Mosaic groups

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.

Each Waukesha report includes a list of the Mosaic groups that your visitors are categorized into. The table below summarizes the top 3 groups that appear in the reports most frequently.

Mosaic Group	Number of Reports in Top 3
Booming with Confidence	14
Singles and Starters	13
Power Elite	11
Flourishing Families	4
Suburban Styles	1
Cultural Connections	1

Booming with Confidence: Prosperous, established couples in their peak earning years living in suburban homes

Starters and Singles: Young singles starting out and some starter families living a city lifestyle

Power Elite: The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

Flourishing Families: Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

Suburban Styles: Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes

Cultural Connections: Diverse, mid- and low-income families in urban apartments and residences

Ethnicity by location

Ethnicity	White	Hispanic	Black	Asian	Other
Banting Pickleball Complex	84.3	7.3	2.4	3.4	2.6
Buchner Community Center and Pool	55.9	14.3	23.0	3.8	3.0
Cutler Park – Season long	69.6	14.7	9.5	3.5	2.8
Horeb Spring Aquatic Center	66.3	13.5	13.3	4.1	2.8
Independence Day Fireworks – Lowell Park	71.8	11.5	10.2	3.7	2.7
Independence Day Parade	75.2	10.4	7.2	4.4	2.7
Mindiola Soccer Complex	69.6	14.4	9.0	4.2	2.7
Neighborhood Beer Garden – Merrill Crest Park	82.9	9.7	2.3	2.6	2.4
Neighborhood Beer Garden – Rivers Crossing Park	82.1	9.4	2.6	3.7	2.2
Oktoberfest – Frame Park	72.9	11.3	9.4	3.9	2.6
Saratoga Softball Complex	79.9	7.7	6.7	3.0	2.8
Schuetze Recreation Center (Weekdays)	79.7	8.6	5.6	3.4	2.7
Schuetze Recreation Center (Sat/Sun)	67.2	17.9	7.8	4.3	4.8
Tribute Tuesday – Cutler Park	80.8	8.5	5.1	3.0	2.6
Waukesha JanBoree – Lowell Park	75.1	7.7	11.4	3.1	2.8
Averages	74.2	11.1	8.4	3.6	2.8

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 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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