



RIDGEDALE AREA-
MINNETONKA MINNESOTA
2022 VISITOR 360
FOUNDATIONAL REPORT

Compiled August 2022

COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research



Visitor360SM Mobile Data Profiling



Community360SM Annual Metrics Report



Parks and Recreation Citizen Engagement ProgramSM



Business Engagement and Priority AssessmentSM



Citizen Engagement and Priority AssessmentSM



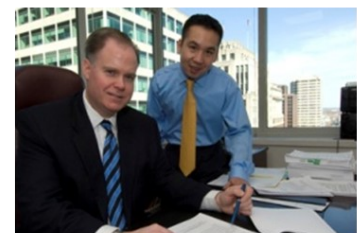
Employee Engagement and Priority AssessmentSM



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 Ridgedale Area of Minnetonka 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.

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.

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?

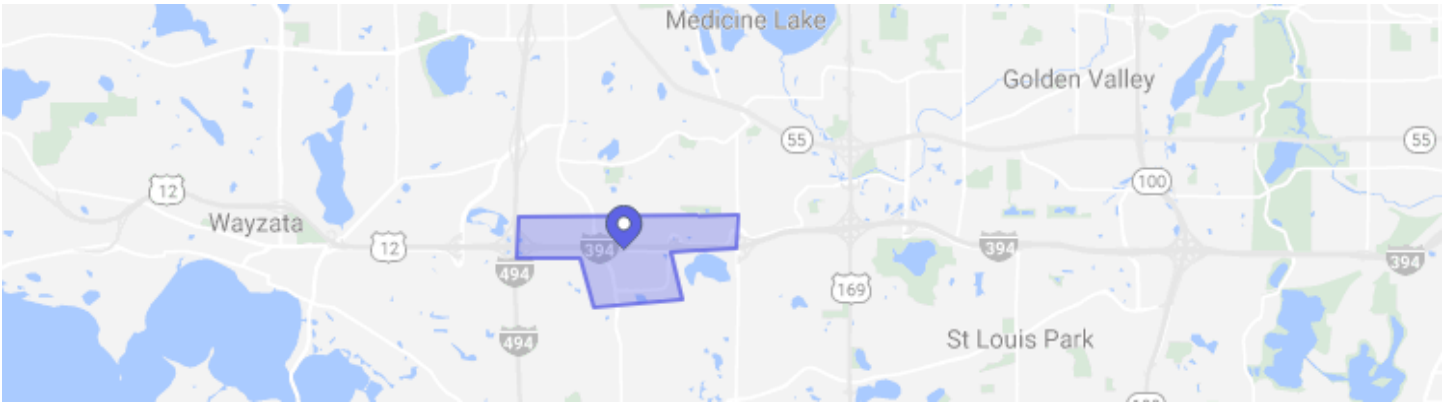


Economic Development: Provide accurate and current data on visitor volume and characteristics that are important to prospective businesses. Demonstrate the number of current and potential visitors by standardized marketing category or by demographic group. Provide information on the entire trade area.

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:

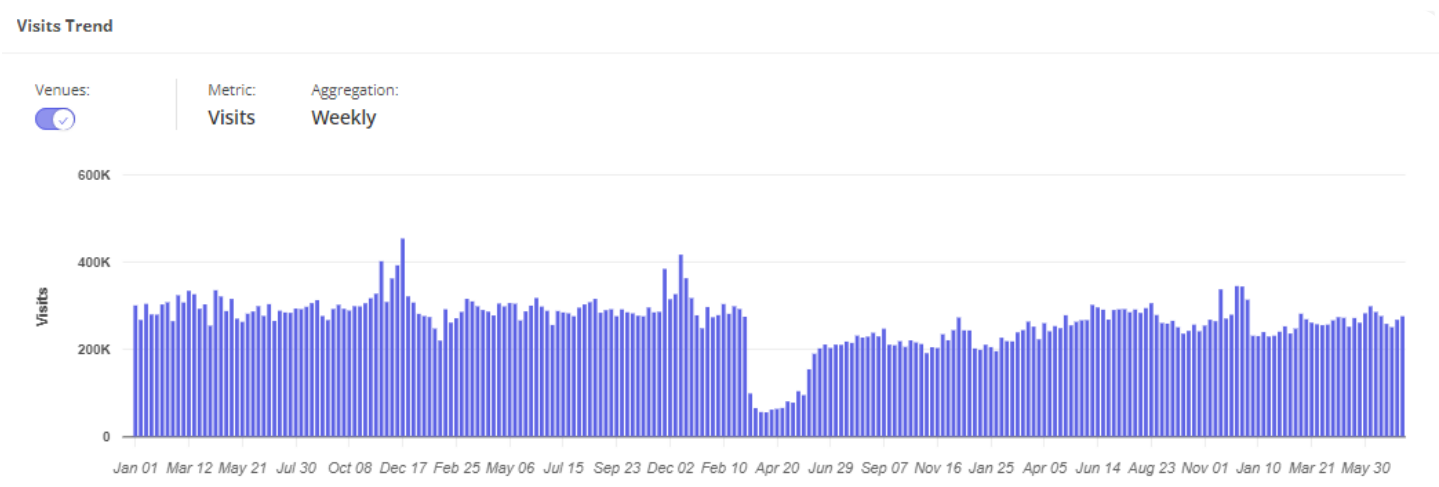
VISITORS



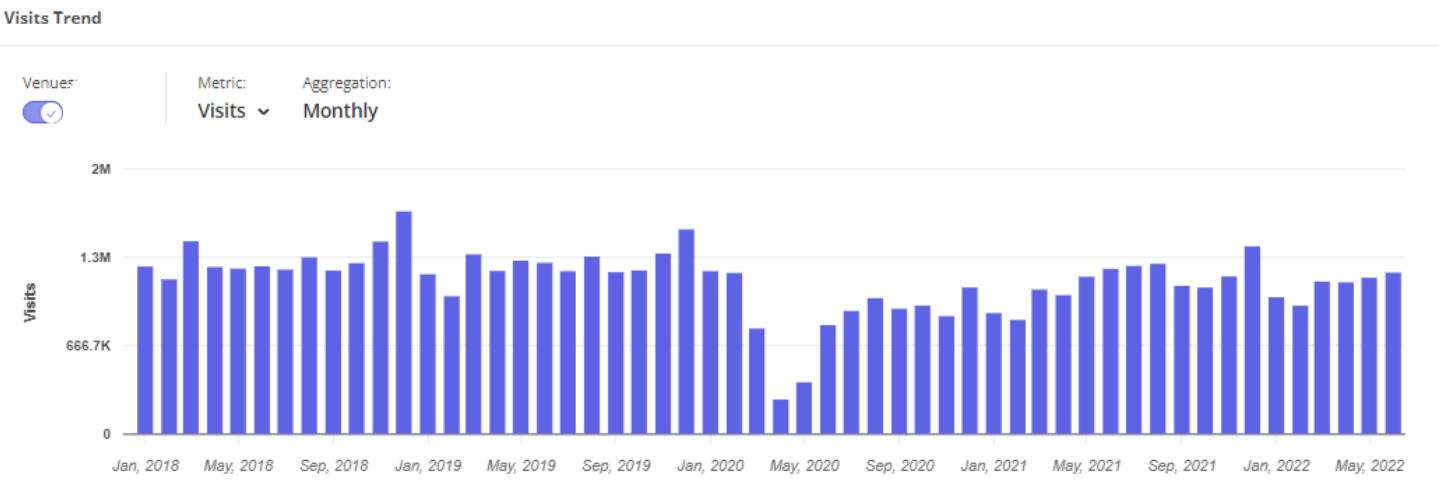
Date Range: July 1, 2021 to July 30, 2022

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

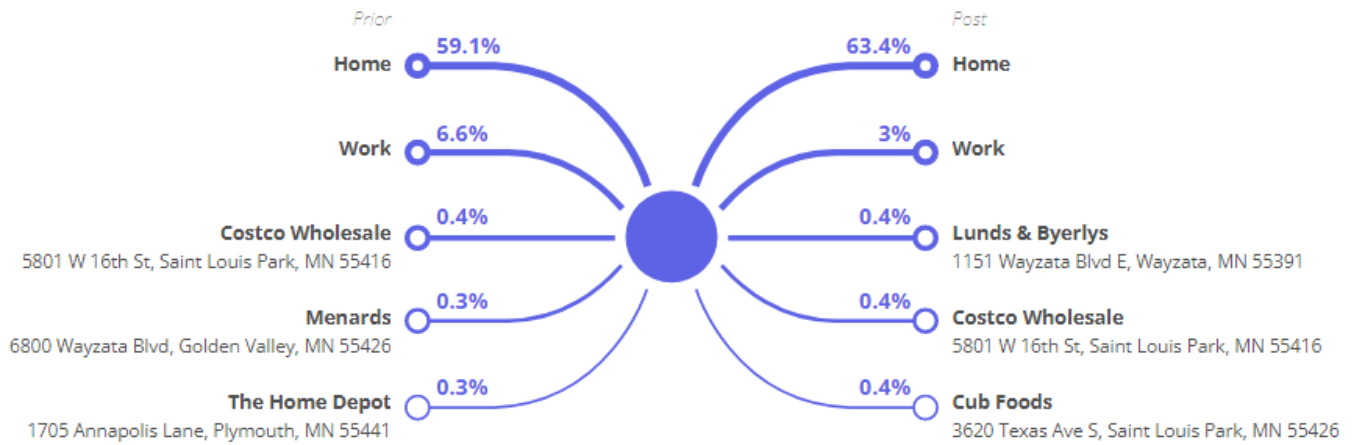
Total visits in study period: 15.3M Unique individuals visiting: 2M Average visits per individual: 7.66



Graphs above and below show days from January 2018-July 2022



Ridgedale Area / Minnetonka

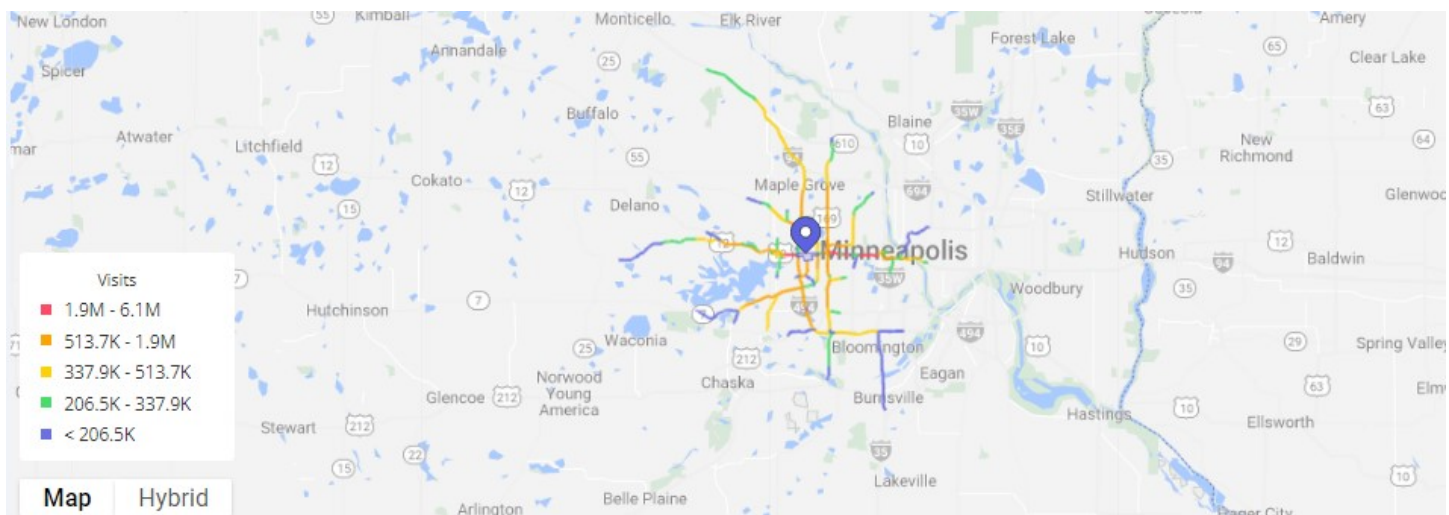
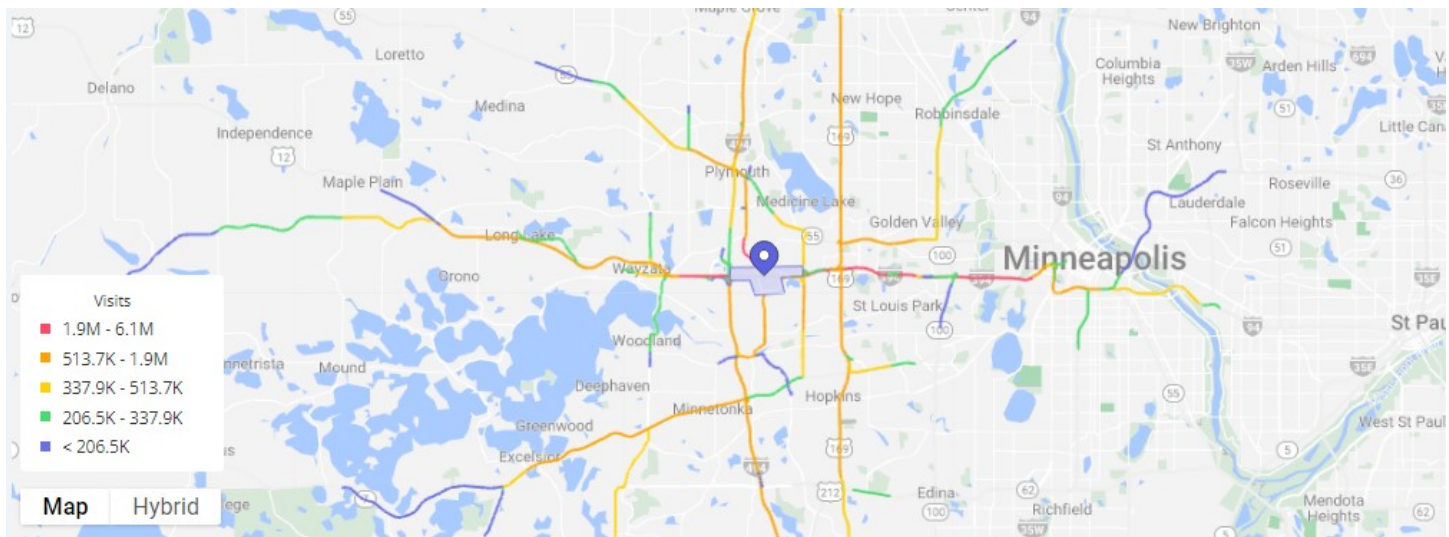
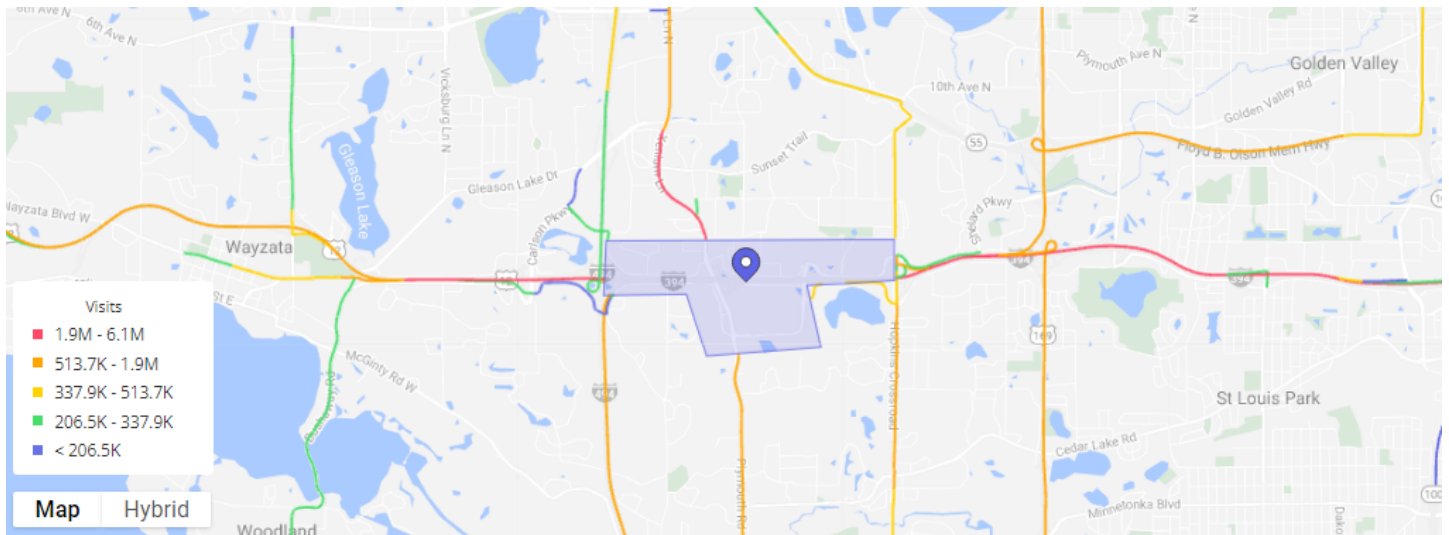


The graph above shows the percentage of visitors who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

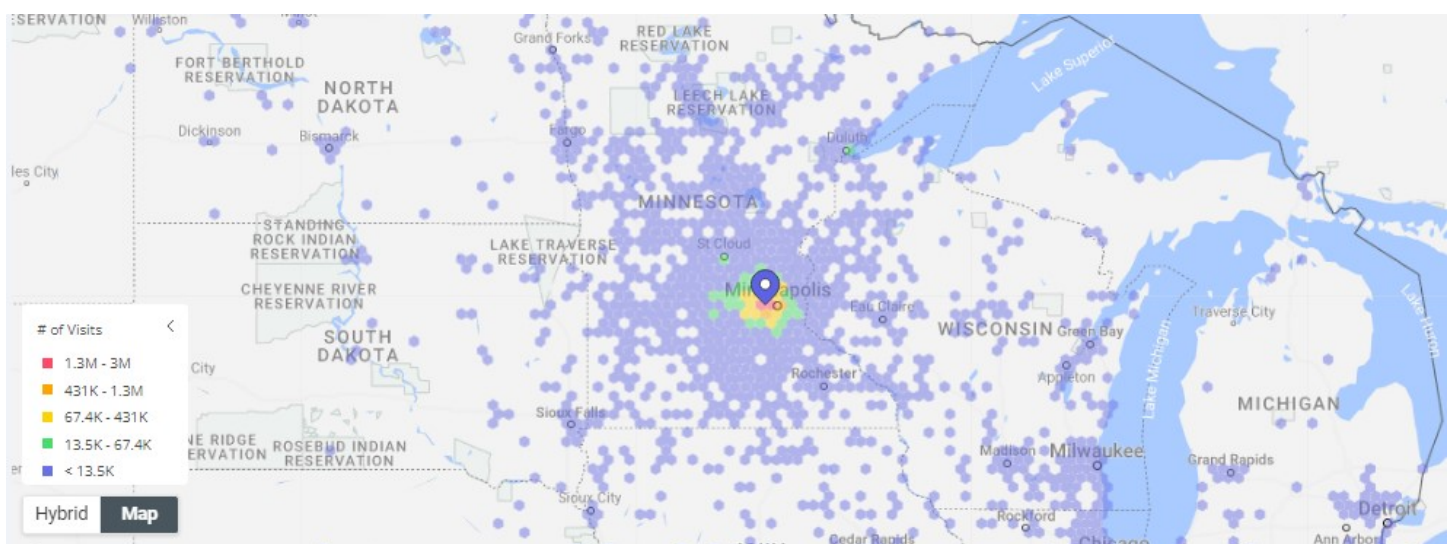
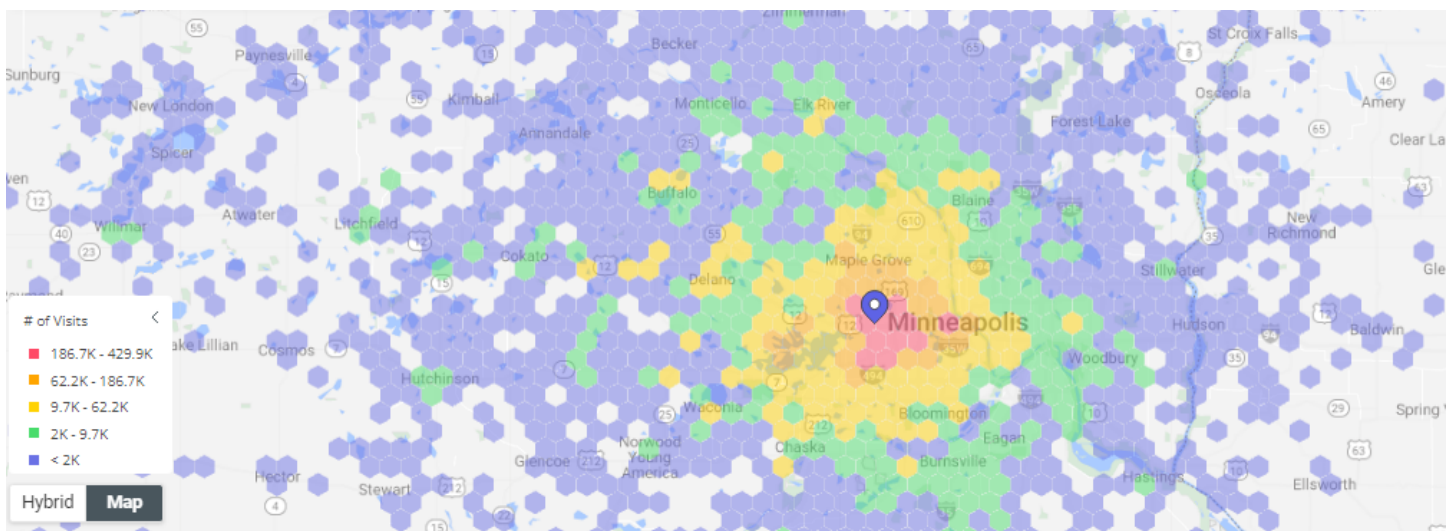
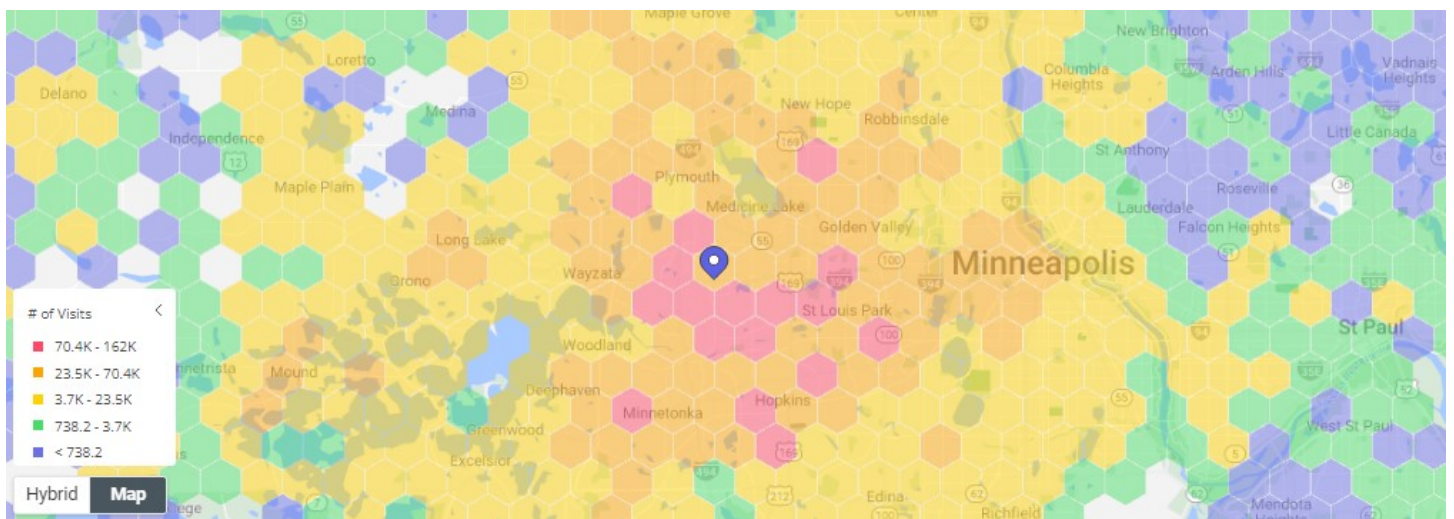
The table below shows the top 10 locations, excluding work and home.

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Costco Wholesale / W 16th St, Saint Louis Park, MN	<0.5%	1	Lunds & Byerlys / Wayzata Blvd E, Wayzata, MN	<0.5%
2	Menards / Wayzata Blvd, Golden Valley, MN	<0.5%	2	Costco Wholesale / W 16th St, Saint Louis Park, MN	<0.5%
3	The Home Depot / Annapolis Lane, Plymouth, MN	<0.5%	3	Cub Foods / Texas Ave S, Saint Louis Park, MN	<0.5%
4	Minneapolis-Saint Paul International Airport / G...	<0.5%	4	Target / Highway 7, St.Louis Park, MN	<0.5%
5	Target / Vinewood Ln N, Plymouth, MN	<0.5%	5	Scheels / Flying Cloud Dr, Eden Prairie, MN	<0.5%
6	HomeGoods / Vinewood Ln, Plymouth, MN	<0.5%	6	DSW Designer Shoe Warehouse / MN-7, St Louis ...	<0.5%
7	Target / County Road 101, Minnetonka, MN	<0.5%	7	Cub Foods / W 16th St, Saint Louis Park, MN	<0.5%
8	Fresh Thyme Farmers Market / 32nd Ave. N., Ply...	<0.5%	8	Target / County Road 101, Minnetonka, MN	<0.5%
9	The Home Depot / Cedar Lake Rd, Saint Louis Par...	<0.5%	9	Menards / Wayzata Blvd, Golden Valley, MN	<0.5%
10	Nordstrom / Wayzata Blvd, Minnetonka, MN	<0.5%	10	Target / Vinewood Ln N, Plymouth, MN	<0.5%

The map below shows which routes visitors used to reach the point of interest.



Note: Graph below shows Trade Area Regional Heat map.

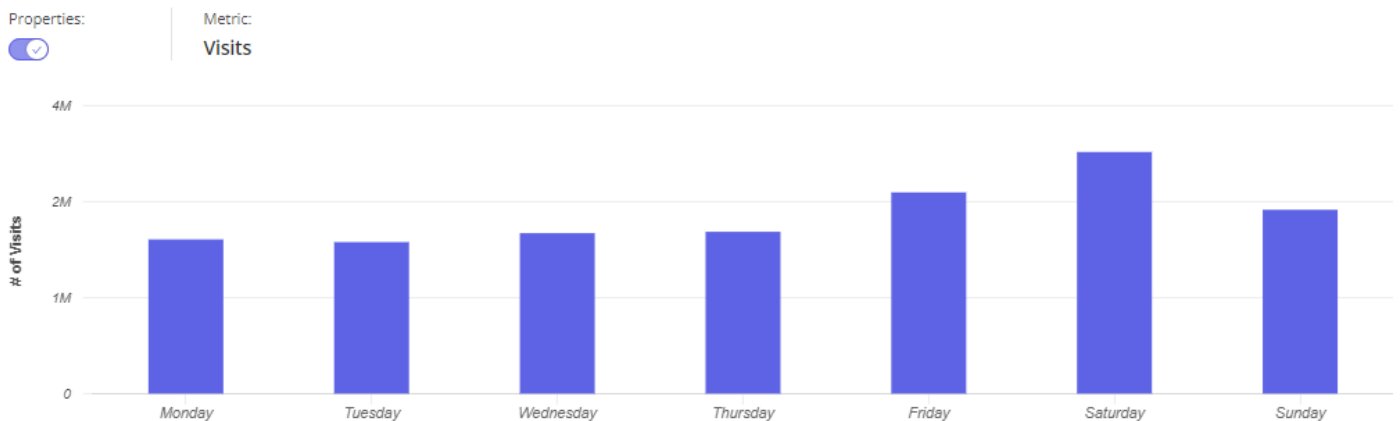


The table shows the top 25 ZIP Codes that are home to these visitors.

Zip Code	State	City	Percentage	Visitors
55311	MN	Maple Grove	1.9	38230
55422	MN	Minneapolis	1.63	32819
55347	MN	Eden Prairie	1.55	31223
55426	MN	Minneapolis	1.53	30863
55343	MN	Hopkins	1.52	30629
55447	MN	Minneapolis	1.49	30057
55416	MN	Minneapolis	1.48	29845
55345	MN	Minnetonka	1.41	28401
55369	MN	Osseo	1.37	27608
55427	MN	Minneapolis	1.34	26977
55446	MN	Minneapolis	1.28	25762
55379	MN	Shakopee	1.1	22186
55331	MN	Excelsior	1.07	21679
55330	MN	Elk River	1.06	21330
55313	MN	Buffalo	1.04	21050
55441	MN	Minneapolis	1.04	20985
55419	MN	Minneapolis	1.03	20715
55318	MN	Chaska	0.99	19974
55303	MN	Anoka	0.98	19695
55443	MN	Minneapolis	0.96	19382
55304	MN	Andover	0.96	19294
55391	MN	Wayzata	0.94	18926
55317	MN	Chanhassen	0.92	18531
55305	MN	Hopkins	0.92	18483

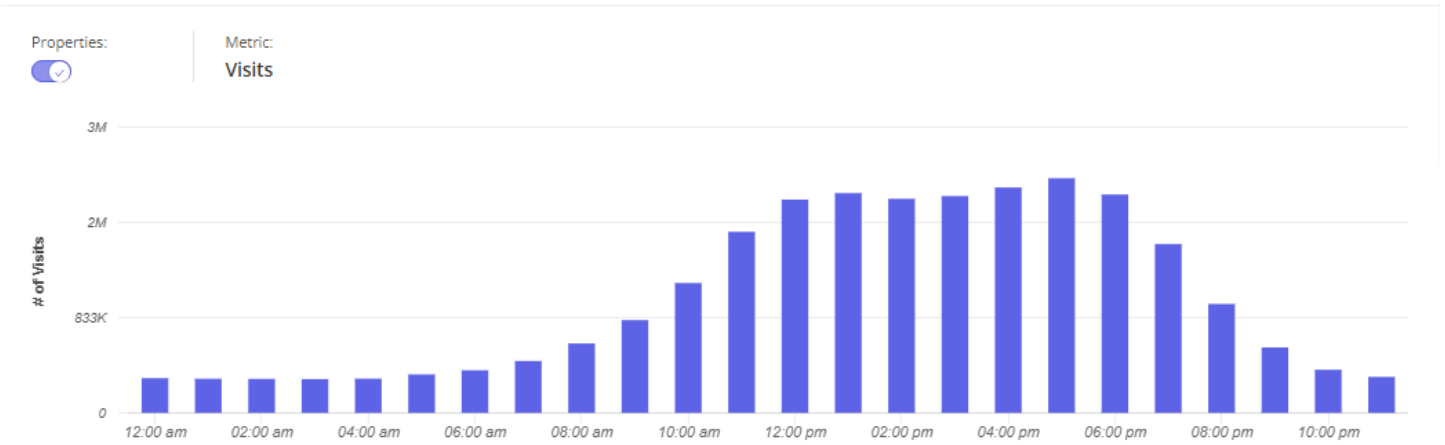
Daily Visits: Includes people who may visit more than one day per week

Daily Visits



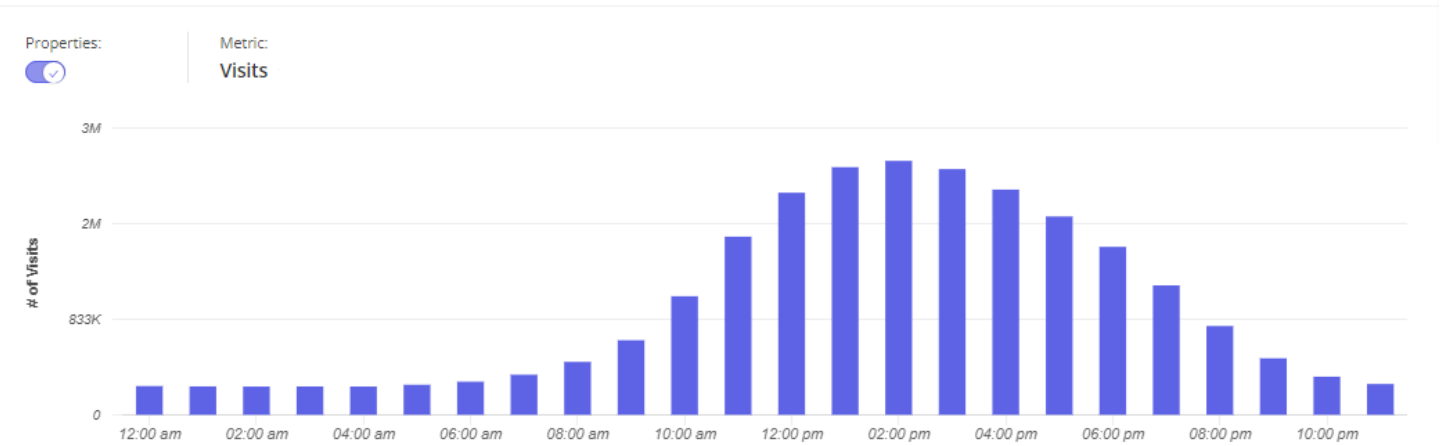
Note: Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period. Hourly visits graph above only shows weekdays (Monday, Tuesday, Wednesday, and Thursday)

Hourly Visits



Note: Hourly Visit graph below only shows weekend days (Friday, Saturday and Sunday).

Hourly Visits



Note: Length of Stay graph only shows weekday (Monday, Tuesday, Wednesday, and Thursday)

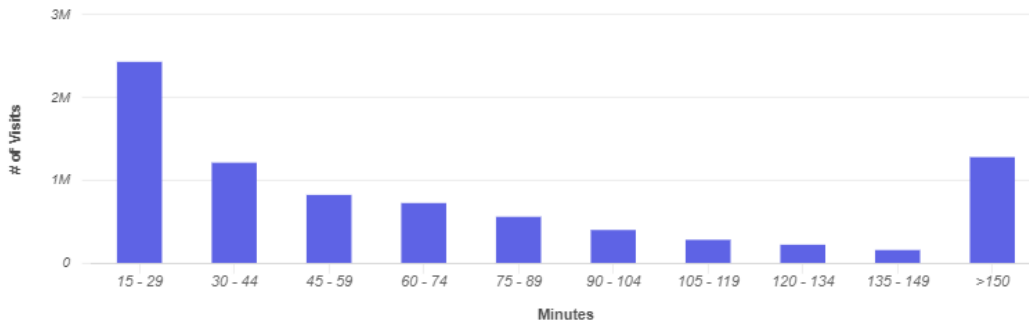
Length of Stay

Properties:



Metric:

Visits



Average Stay	117 min
Median Stay	52 min

Note: Length of Stay graph below shows only Weekend days (Friday, Saturday, and Sunday)

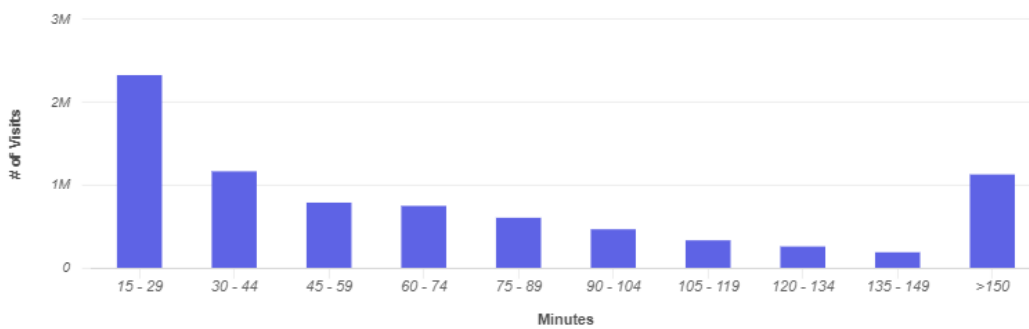
Length of Stay

Properties:



Metric:

Visits



Average Stay	109 min
Median Stay	55 min

How frequently people returned to the study area during the study period.

Loyal Vs. Casual

Venues:



Show:

Visits

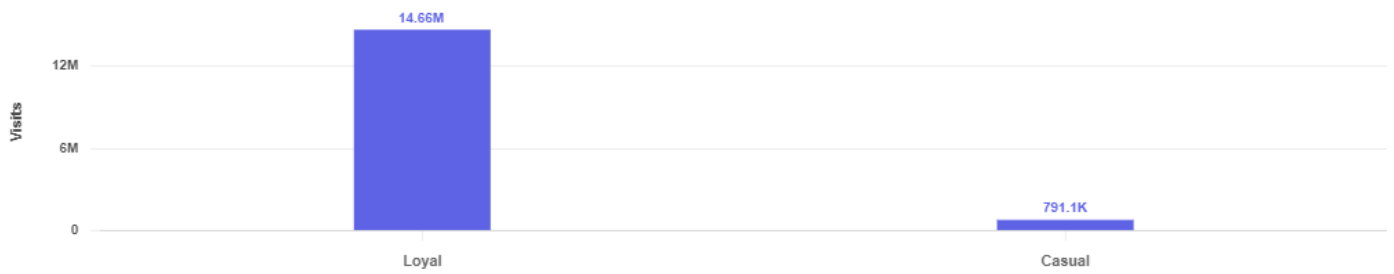
Min. Visits:

2

Hide Casual:



Off



Visits Frequency

Venues:

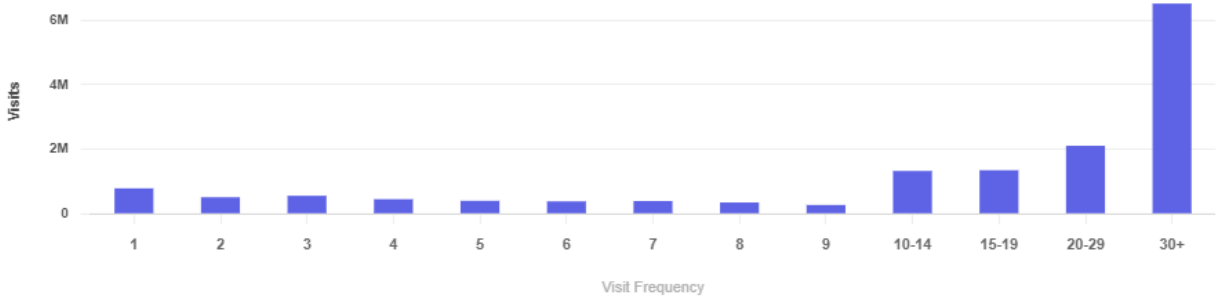


Show:

Visits

Average Visits

7.66 Visits



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 household visits 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 Households		1.6M	(100%)	
Group	Households			
* O - Singles and Starters	217,632	(13.8%)		124
G - Young City Solos	63,077	(4%)		142
* A - Power Elite	134,056	(8.5%)		131
* C - Booming with Confidence	201,416	(12.8%)		123
E - Thriving Boomers	130,781	(8.3%)	86	
Q - Golden Year Guardians	119,393	(7.6%)	90	
B - Flourishing Families	133,406	(8.5%)		133
K - Significant Singles	58,882	(3.7%)		130
F - Promising Families	91,097	(5.8%)		121
J - Autumn Years	102,262	(6.5%)	62	
D - Suburban Style	76,861	(4.9%)		110
S - Thrifty Habits	21,918	(1.4%)	81	
L - Blue Sky Boomers	58,569	(3.7%)	79	
H - Bourgeois Melting Pot	45,634	(2.9%)		125
P - Cultural Connections	25,766	(1.6%)		127
R - Aspirational Fusion	15,018	(1%)		105
I - Family Union	43,331	(2.7%)	47	
N - Pastoral Pride	19,668	(1.2%)	46	
M - Families in Motion	17,789	(1.1%)	42	

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

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

* Biggest percentage of visitors

U - Group Unclassified




By Population	4M	(100%)		
<i>Group</i>	<i>Population</i>			
A - Power Elite	384,027	(9.6%)		129
* O - Singles and Starters	448,273	(11.3%)		124
* C - Booming with Confidence	535,267	(13.4%)		121
G - Young City Solos	107,197	(2.7%)		141
E - Thriving Boomers	319,236	(8%)		86
* B - Flourishing Families	471,343	(11.8%)		131
Q - Golden Year Guardians	229,442	(5.8%)		90
D - Suburban Style	249,711	(6.3%)		106
K - Significant Singles	117,594	(3%)		131
F - Promising Families	234,960	(5.9%)		121
J - Autumn Years	236,246	(5.9%)		63
L - Blue Sky Boomers	131,268	(3.3%)		80
S - Thrifty Habits	41,464	(1%)		84
H - Bourgeois Melting Pot	114,680	(2.9%)		128
P - Cultural Connections	65,361	(1.6%)		127
R - Aspirational Fusion	31,795	(0.8%)		110
I - Family Union	152,866	(3.8%)		52
M - Families in Motion	65,869	(1.7%)		42
N - Pastoral Pride	44,333	(1.1%)		48
U - Group Unclassified				

* Biggest percentage of visitors

POTENTIAL MARKET DEMOGRAPHIC SEGMENTATION

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 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	4.1M		
Households	1.6M		
Persons per Household	2.49		100
Household Median Income	\$77,843.98		105
Household Median Disposable Income	\$66,523.28		105
Household Median Discretionary Income	\$48,798.2		105
Average Income Per Person	\$40,687.92		105
Median Rent	\$1,118.24		108
Median House Value	\$369,887.54		109
Households in Poverty	148,137	(9.3%)	98
Household Median Wealth	\$85,736.55		100
Average Age	39.16		97
Median Age	37.87		97
Households with Children	469,740	(29.5%)	103
High School Graduate or Higher	2.5M	(93.3%)	100
Bachelor's Degree or Higher	1.1M	(41%)	114
Pop density (per sq mi)	1,021		
Area (based on blockgroups)	3,982		

Population				
Population 2021 Q4	4.1M			
Population 2021 Q3	4.1M			
Population 2021 Q2	4M			
Population 2021 Q1	4M			
Population 2020 Q4	4M			
Population 2020 Q3	4M			
Population 2020 Q2	4M			
Population 2020 Q1	4M			
Population 2019 Q4	4M			
Population 5 Years Forecast	4.2M			
Population 10 Years Forecast	4.4M			
Persons per Household	2.49			100
Group Quarters	93,339	(2.3%)		100
Transient Population - Average Last 4 Quarters	34,047	(0.8%)		101
Households				
Households 2021 Q4	1.6M			
Households 2021 Q3	1.6M			
Households 2021 Q2	1.6M			
Households 2021 Q1	1.6M			
Households 2020 Q4	1.6M			
Households 2020 Q3	1.6M			
Households 2020 Q2	1.6M			
Households 2020 Q1	1.6M			
Households 2019 Q4	1.6M			
Households 5 Years Forecast	1.7M			
Households 10 Years Forecast	1.7M			

Gender

Male	2M	(49.3%)	99
Female	2.1M	(50.7%)	101

Ethnicity

White	3.2M	(77.7%)	95
Black	303,379	(7.5%)	134
Asian	238,138	(5.9%)	133
Hispanic (Ethnic)	235,710	(5.8%)	117
Other	131,250	(3.2%)	95

Household by Ethnicity

White	1.3M	(81.4%)	96
Black	107,651	(6.8%)	137
Asian	71,774	(4.5%)	134
Other	53,259	(3.3%)	100
Hispanic (Ethnic)	63,896	(4%)	116

Language Spoken

Speak English at Home	3.3M	(85.4%)	97
Speak Other Language at Home	383,017	(10%)	128
Speak Spanish at Home	172,816	(4.5%)	117

Households Income

Household Average Income	\$102,549.57		106
Average Income Per Person	\$40,687.92		105
Household Median Income	\$77,843.98		105
<\$15K	111,194	(7%)	94
\$15K - \$25K	101,162	(6.4%)	93
\$25K - \$35K	112,881	(7.1%)	94
\$35K - \$50K	176,985	(11.1%)	96
\$50K - \$75K	265,809	(16.7%)	96
\$75K - \$100K	224,790	(14.1%)	99
\$100K - \$150K	299,882	(18.8%)	102
\$150K - \$175K	95,099	(6%)	110
\$175K - \$200K	69,742	(4.4%)	114
\$200K - \$250K	75,923	(4.8%)	114
\$250K - \$500K	32,447	(2%)	114
>\$500K	27,105	(1.7%)	114

Disposable Households Income

Household Average Disposable Income	\$78,947.71		104
Household Median Disposable Income	\$66,523.28		105
<\$15K	121,529	(7.6%)	95
\$15K - \$25K	123,573	(7.8%)	93
\$25K - \$35K	138,580	(8.7%)	95
\$35K - \$50K	207,309	(13%)	96
\$50K - \$75K	312,848	(19.6%)	97
\$75K - \$100K	242,828	(15.2%)	100
\$100K - \$150K	282,516	(17.7%)	107
\$150K - \$175K	56,228	(3.5%)	116
\$175K - \$200K	31,500	(2%)	114
\$200K - \$250K	30,585	(1.9%)	114
\$250K - \$500K	41,856	(2.6%)	114
>\$500K	3,667	(<0.5%)	113

Age			
Average Age	39.16		97
Median Age	37.87		97
0-4	251,614	(6.2%)	106
5-13	457,813	(11.3%)	105
14-17	210,919	(5.2%)	102
18-21	281,384	(6.9%)	106
22-24	159,864	(3.9%)	99
25-29	245,426	(6%)	97
30-34	233,838	(5.8%)	102
35-39	267,261	(6.6%)	107
40-44	265,924	(6.5%)	107
45-49	248,434	(6.1%)	104
50-54	251,590	(6.2%)	102
55-59	270,098	(6.6%)	98
60-64	264,675	(6.5%)	95
65-69	228,523	(5.6%)	92
70-74	176,620	(4.3%)	91
75-79	116,360	(2.9%)	87
80-84	72,653	(1.8%)	85
85+	62,749	(1.5%)	86

0 100 200+

Ancestry			
Other	669,033	(16.5%)	117
German	801,005	(19.7%)	93
Scandinavian	595,595	(14.6%)	87
Unclassified	537,102	(13.2%)	95
Scottish/Irish	271,379	(6.7%)	105
Other European (e.g. Greek/Russian)	168,643	(4.1%)	106
British	140,751	(3.5%)	104
Mexican	157,442	(3.9%)	116
American	100,833	(2.5%)	93
Polish	100,067	(2.5%)	97
South Central Asian (e.g. Indian)	45,407	(1.1%)	137
French	71,911	(1.8%)	95
South East Asian (e.g. Vietnamese)	125,825	(3.1%)	134
Italian	56,873	(1.4%)	106
Chinese	28,306	(0.7%)	131
South American	21,850	(0.5%)	131
Dutch	33,498	(0.8%)	86
Native American (Indian/Eskimo)	23,743	(0.6%)	55
Middle Eastern	19,769	(<0.5%)	125
Korean	15,138	(<0.5%)	125
Puerto Rican	12,566	(<0.5%)	122
Central American	22,338	(0.5%)	110
Other Hispanic	15,122	(<0.5%)	110
Other Asian	19,270	(<0.5%)	126
Cuban	4,129	(<0.5%)	118
Japanese	4,192	(<0.5%)	125
Hawaiian/Pacific Islander	1,695	(<0.5%)	107
Dominican	2,263	(<0.5%)	129

Education (Age 25+)

Total Educated Population	2.7M		
Elementary (0 to 8 Years)	83,988	(3.1%)	109
Some High School (9 to 11 Years)	97,962	(3.6%)	92
High School Graduate (12 Years)	582,224	(21.5%)	87
Some College (13 to 16 Years)	542,672	(20.1%)	95
Associates Degree Only	289,249	(10.7%)	93
Bachelor's Degree Only	718,683	(26.6%)	113
Graduate Degree	389,373	(14.4%)	117

Wealth per Household

Household Average Wealth	\$247,346.22		100
Household Median Wealth	\$85,736.55		100
<\$0	270,831	(17%)	101
\$0 - \$5K	128,683	(8.1%)	100
\$5 - \$10K	70,436	(4.4%)	100
\$10 - \$25K	100,284	(6.3%)	100
\$25 - \$50K	109,068	(6.8%)	100
\$50 - \$100K	163,985	(10.3%)	99
\$100K - \$250K	291,387	(18.3%)	99
\$250 - \$500K	214,887	(13.5%)	100
>\$500K	243,458	(15.3%)	101

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	\$407.96	(100%)	
Housing	\$110.73	(27.1%)	102
Transportation	\$90.48	(22.2%)	103
Food	\$67.6	(16.6%)	101
Healthcare	\$51.1	(12.5%)	103
Entertainment	\$23.64	(5.8%)	103
Cash Contributions	\$20.59	(5%)	101
Apparel and Services	\$12.18	(3%)	102
Education	\$7.66	(1.9%)	105
Personal Care Products and Services	\$6.43	(1.6%)	102
Miscellaneous	\$5.11	(1.3%)	101
Alcoholic Beverages	\$4.58	(1.1%)	102
Personal Insurance	\$4.32	(1.1%)	102
Tobacco Products and Smoking Supplies	\$2.92	(0.7%)	100
Reading	\$0.63	(<0.5%)	101
Food	\$67.6	(16.6%)	
At home	\$44.56	(10.9%)	100
Away from home	\$23.04	(5.6%)	102
Alcoholic Beverages	\$4.58	(1.1%)	
At home	\$3.12	(0.8%)	101
Away from home	\$1.46	(<0.5%)	102

Housing	\$110.73	(27.1%)	
Utilities, fuels, and public services	\$47.47	(11.6%)	103
Shelter	\$22.72	(5.6%)	101
Household furnishings and equipment	\$19.72	(4.8%)	103
Household operations	\$12.94	(3.2%)	102
Housekeeping supplies	\$7.88	(1.9%)	101
			0 100 200+
Apparel and Services	\$12.18	(3%)	
Women and girls	\$4.84	(1.2%)	102
Footwear	\$2.84	(0.7%)	102
Men and boys	\$2.66	(0.7%)	103
Other apparel products and services	\$1.48	(<0.5%)	101
Children (Age < 2)	\$0.36	(<0.5%)	103
			0 100 200+
Transportation	\$90.48	(22.2%)	
Vehicle purchases (net outlay)	\$41.08	(10.1%)	103
Other vehicle expenses	\$32.58	(8%)	102
Gasoline and motor oil	\$14.88	(3.6%)	102
Public transportation	\$1.95	(<0.5%)	103
			0 100 200+
Healthcare	\$51.1	(12.5%)	
Health insurance	\$39.2	(9.6%)	103
Medical services	\$7.13	(1.7%)	104
Drugs	\$3.41	(0.8%)	101
Medical supplies	\$1.37	(<0.5%)	102
			0 100 200+
Entertainment	\$23.64	(5.8%)	
Television, radios, sound equipment	\$11.05	(2.7%)	102
Pets, toys and playground equipment	\$6.66	(1.6%)	102
Fees and admissions	\$3.6	(0.9%)	104
Other entertainment supplies, equipment, and services	\$2.33	(0.6%)	104
			0 100 200+

Education	\$7.66	(1.9%)	
College tuition	\$5.41	(1.3%)	104
Elementary and high school tuition	\$1.36	(<0.5%)	108
School books, supplies, equipment for college	\$0.33	(<0.5%)	102
Other school expenses including rentals	\$0.22	(<0.5%)	103
School books, supplies, equipment for elementary, high school	\$0.13	(<0.5%)	104
Test preparation, tutoring services	\$0.12	(<0.5%)	106
Other schools tuition	\$0.07	(<0.5%)	105
School books, supplies, equipment for daycare, nursery, other	\$0.02	(<0.5%)	104
Cash Contributions	\$20.59	(5%)	
Cash contributions to church, religious organizations	\$7.24	(1.8%)	101
Other cash gifts	\$5.04	(1.2%)	99
Cash contributions to charities and other organizations	\$4.88	(1.2%)	101
Child support expenditures	\$1.48	(<0.5%)	103
Support for college students	\$0.93	(<0.5%)	102
Cash contributions to educational institutions	\$0.56	(<0.5%)	103
Cash contributions to political organizations	\$0.46	(<0.5%)	101
Tobacco Products and Smoking Supplies	\$2.92	(0.7%)	
Cigarettes	\$2.47	(0.6%)	100
Other tobacco products	\$0.41	(<0.5%)	101
Smoking accessories	\$0.03	(<0.5%)	101

Miscellaneous	\$5.11	(1.3%)	
Legal fees	\$1.38	(<0.5%)	101
Accounting fees	\$0.74	(<0.5%)	102
Funeral expenses	\$0.65	(<0.5%)	98
Occupational expenses	\$0.55	(<0.5%)	104
Expenses for other properties	\$0.46	(<0.5%)	103
Lotteries and parimutuel losses	\$0.45	(<0.5%)	100
Shopping club membership fees	\$0.41	(<0.5%)	102
Checking accounts, other bank service charges	\$0.18	(<0.5%)	101
Online Entertainment and games	\$0.08	(<0.5%)	103
Credit card memberships	\$0.07	(<0.5%)	103
Cemetery lots, vaults, maintenance fees	\$0.06	(<0.5%)	97
Safe deposit box rental	\$0.04	(<0.5%)	99
Miscellaneous personal services	\$0.04	(<0.5%)	104
Dating Services	\$0.01	(<0.5%)	101
Personal Care Products and Services	\$6.43	(1.6%)	
Personal care products	\$4.09	(1%)	102
Personal care services	\$2.33	(0.6%)	102
Personal Insurance	\$4.32	(1.1%)	
Life, endowment, annuity, other personal insurance	\$4.02	(1%)	102
Other non health insurance	\$0.3	(<0.5%)	100
Reading	\$0.63	(<0.5%)	
Magazine/Newspaper subscriptions	\$0.32	(<0.5%)	100
Books not through book clubs	\$0.27	(<0.5%)	102
Magazines/Newspapers, non-subscription	\$0.04	(<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: 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