



CITY OF 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



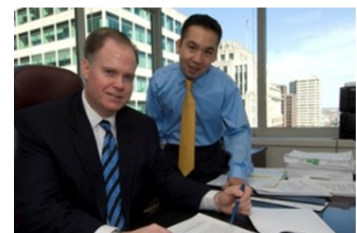
Employee Engagement and Priority AssessmentSM



Bond/Millage Planning Survey



Focus Groups/Citizen Work Groups



Budget Priority Assessment

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

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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 City 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?

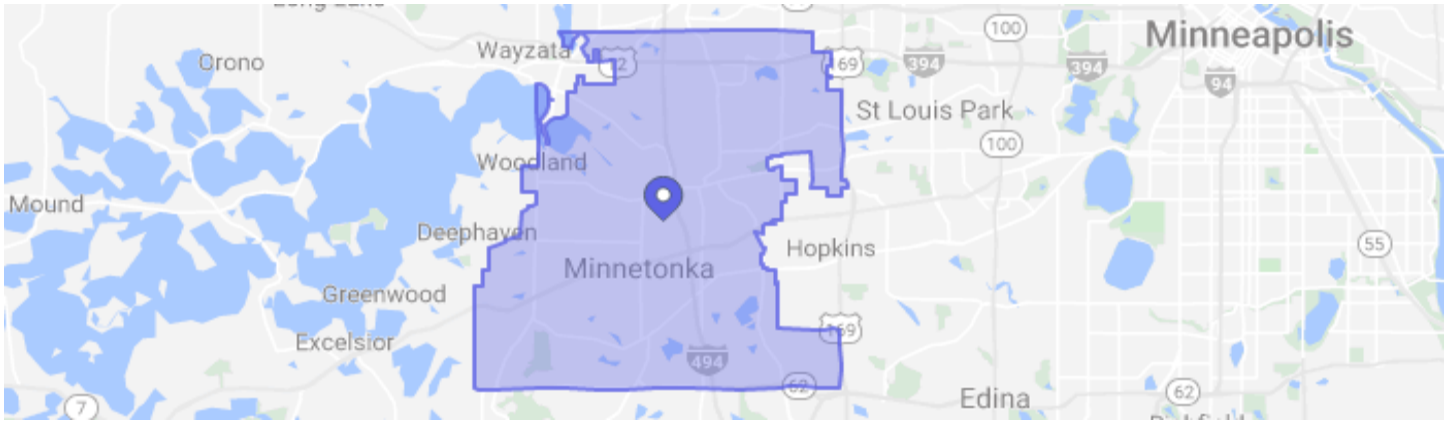


Economic Development: Provide accurate and current data on visitor volume and characteristics that are important to prospective businesses. Demonstrate the number of current and potential visitors by standardized marketing category or by demographic group. Provide information on the entire trade area.

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



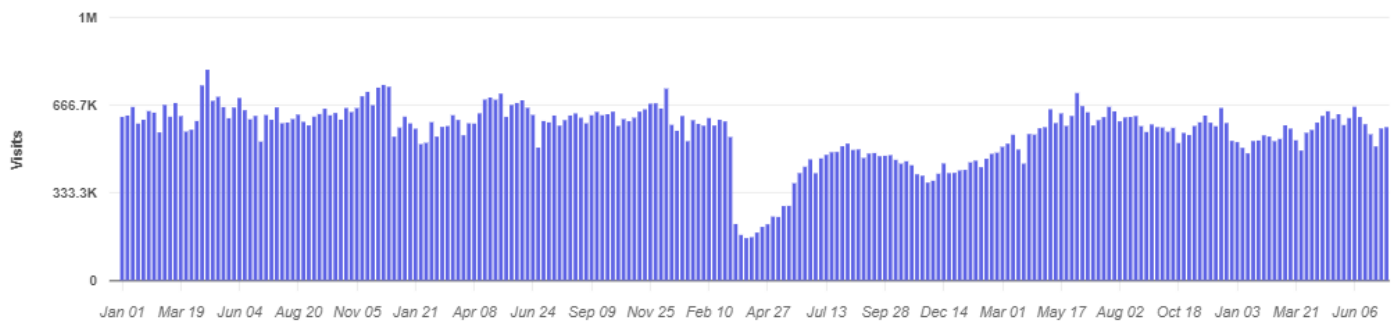
Date Range: July 1, 2021 to July 30, 2022

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: 33M
Unique individuals visiting: 2.9M
Average visits per individual: 11.38

Visits Trend

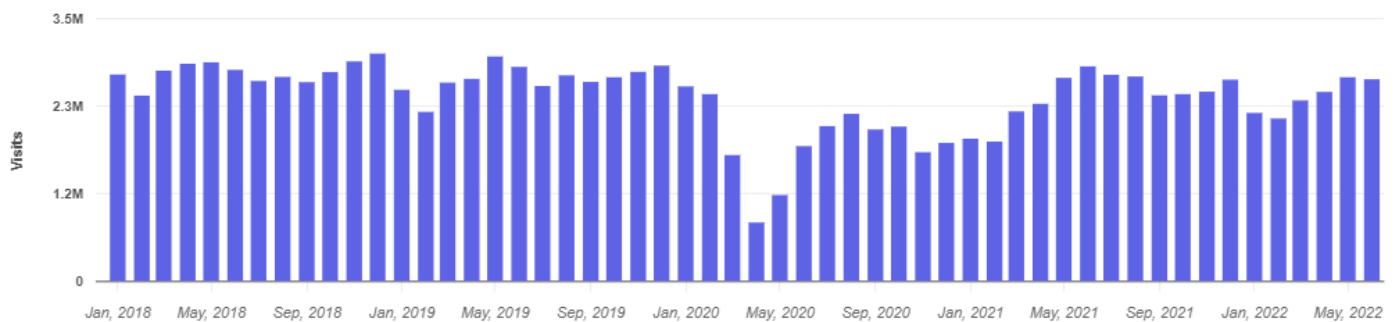
Venues: Metric: Visits Aggregation: Weekly



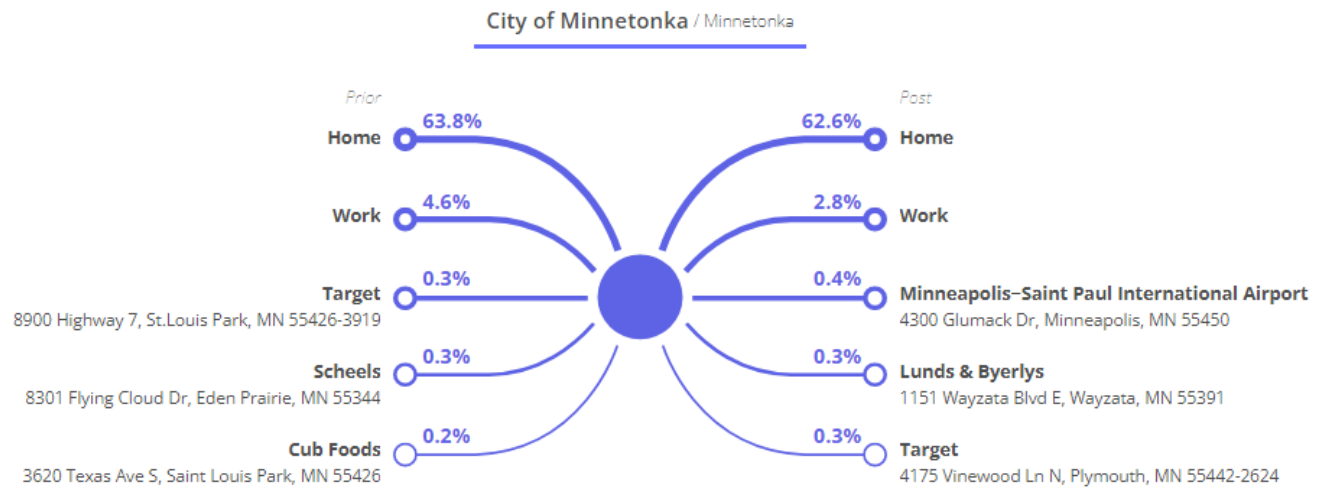
Graphs above and below show dates from January 2018– July 2022

Visits Trend

Venues: Metric: Visits Aggregation: Monthly



Visitor Journey

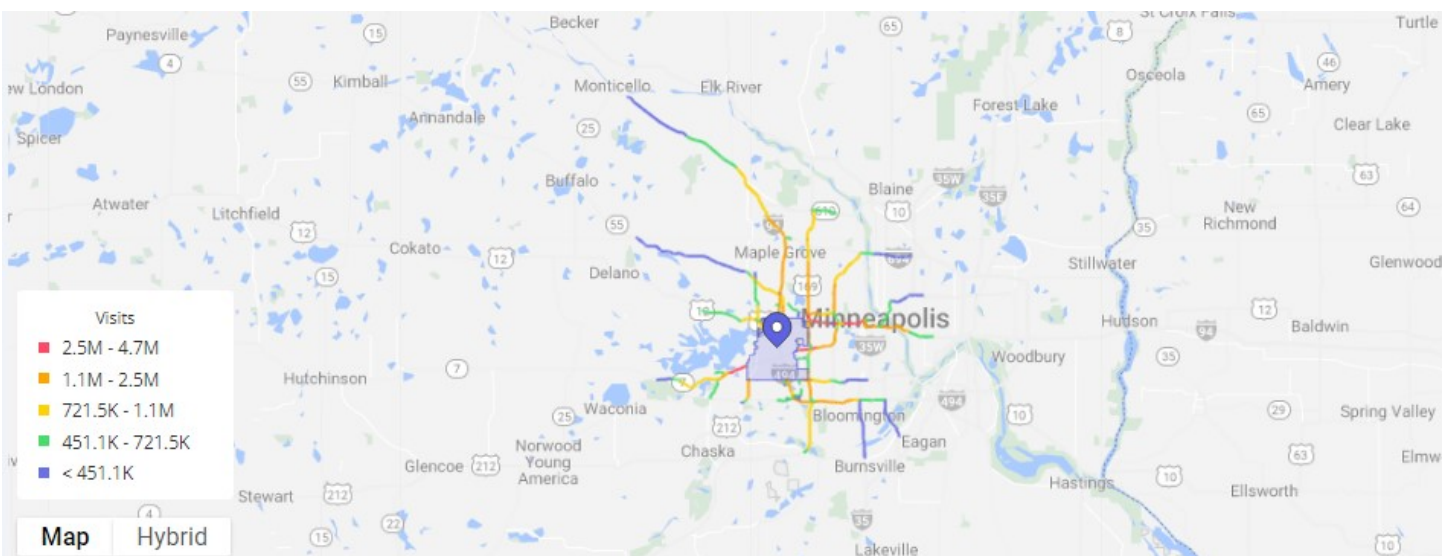
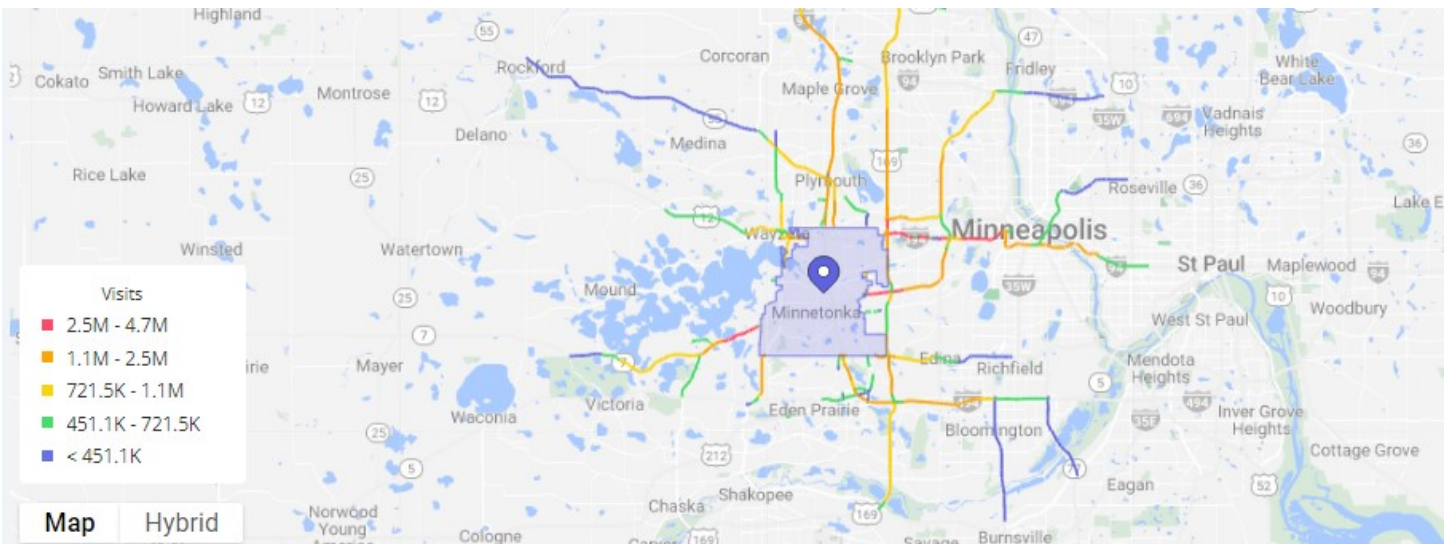
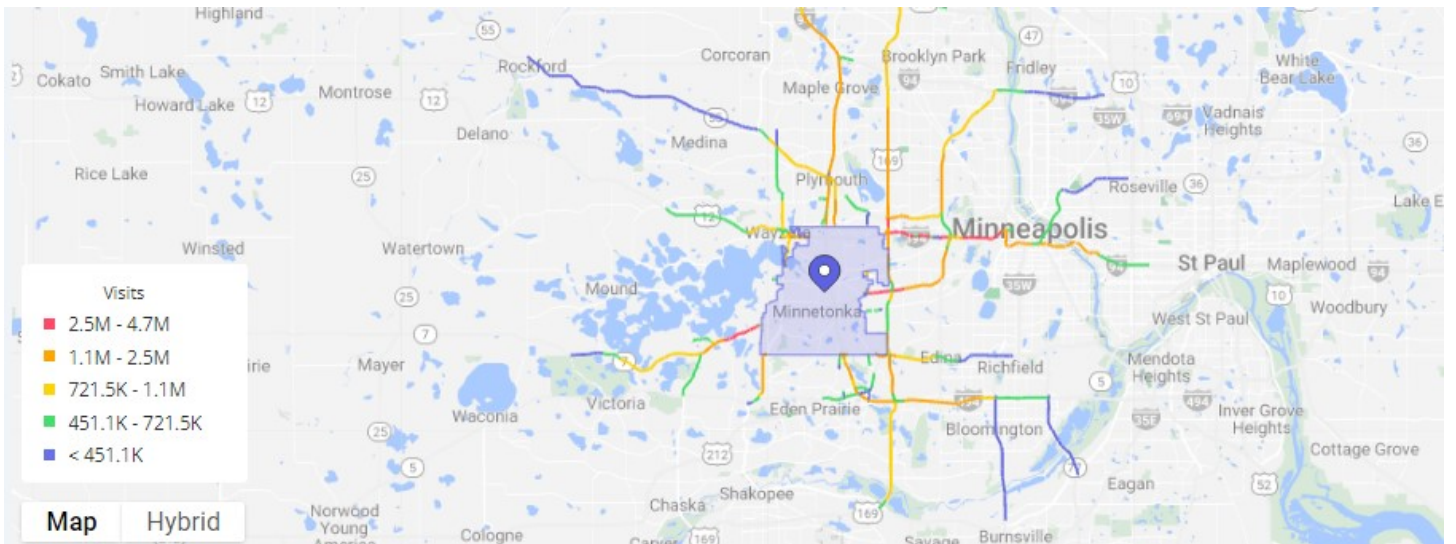


The graph above shows the percentage of visitors who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

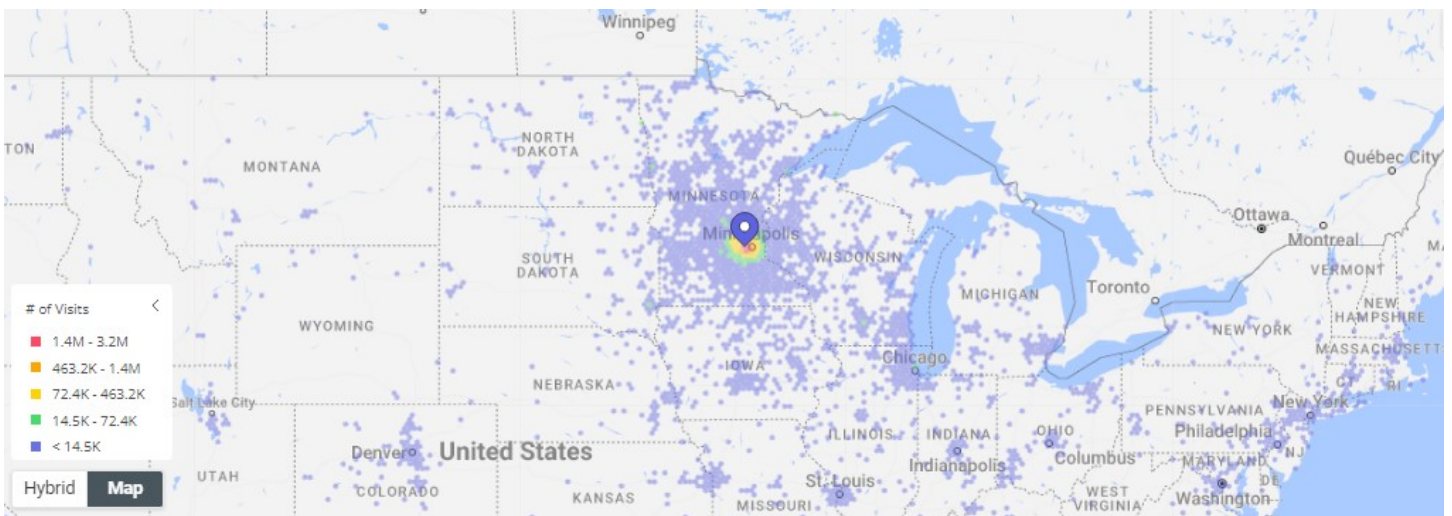
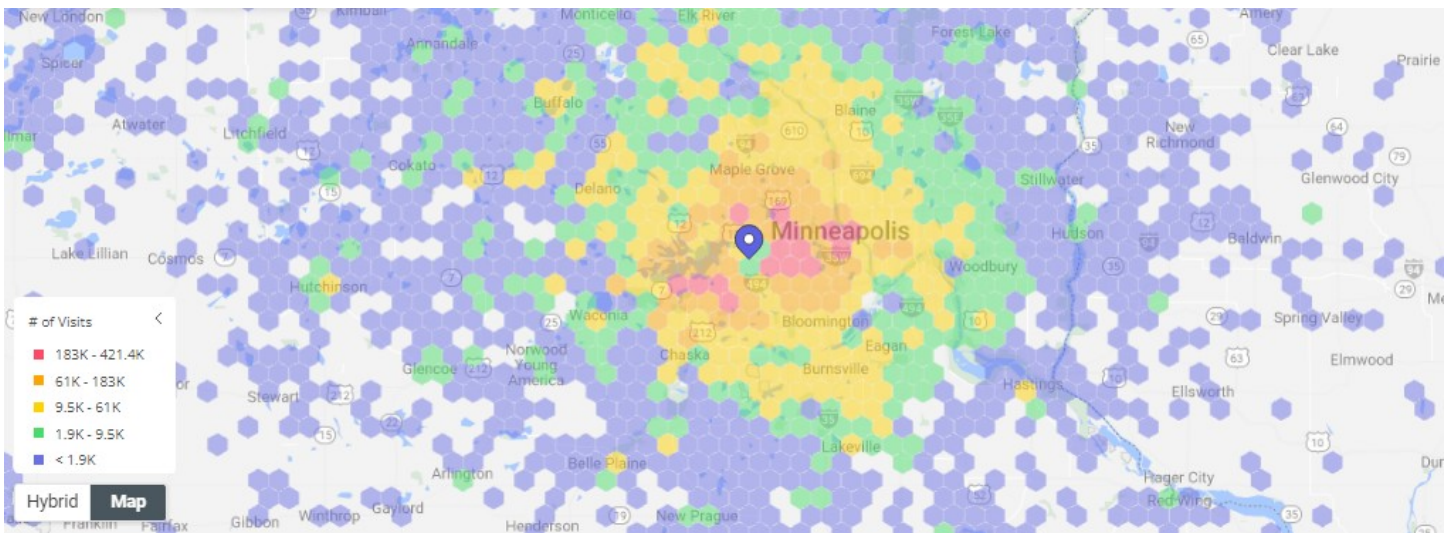
The table below shows the top 10 locations, excluding work and home.

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Target / Highway 7, St.Louis Park, MN	<0.5%	1	Minneapolis-Saint Paul International Airport / G...	<0.5%
2	Scheels / Flying Cloud Dr, Eden Prairie, MN	<0.5%	2	Lunds & Byerlys / Wayzata Blvd E, Wayzata, MN	<0.5%
3	Cub Foods / Texas Ave S, Saint Louis Park, MN	<0.5%	3	Target / Vinewood Ln N, Plymouth, MN	<0.5%
4	Costco Wholesale / W 16th St, Saint Louis Park, MN	<0.5%	4	Scheels / Flying Cloud Dr, Eden Prairie, MN	<0.5%
5	Benedict's / Lake St E, Wayzata, MN	<0.5%	5	Costco Wholesale / W 16th St, Saint Louis Park, MN	<0.5%
6	Brentwood Park Townhomes & Apartments / Hi...	<0.5%	6	Costco Wholesale / Fountains Dr, Maple Grove, MN	<0.5%
7	Braemar Arena / Ikola Way, Edina, MN	<0.5%	7	Costco Wholesale / Technology Dr, Eden Prairie, ...	<0.5%
8	Nordstrom Rack / Highway 7, Saint Louis Park, MN	<0.5%	8	Target / Highway 7, St.Louis Park, MN	<0.5%
9	Cedar Ridge Condomiums / Cedar Lake Rd, Hopki...	<0.5%	9	Walmart / Singletree Ln, Eden Prairie, MN	<0.5%
10	Excelsior Commons / Excelsior, MN	<0.5%	10	Menards / Wayzata Blvd, Golden Valley, MN	<0.5%

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



Note: Regional heat map above shows distance visitors traveled from home location.



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

Zip Code	State	City	Percentage	Visitors
55416	MN	Minneapolis	1.22	35713
55419	MN	Minneapolis	1.22	35553
55369	MN	Osseo	1.19	34630
55347	MN	Eden Prairie	1.18	34469
55311	MN	Maple Grove	1.15	33575
55408	MN	Minneapolis	1.13	33065
55429	MN	Minneapolis	1.11	32270
55443	MN	Minneapolis	1.08	31514
55379	MN	Shakopee	1.05	30584
55426	MN	Minneapolis	1.01	29409
55318	MN	Chaska	0.97	28265
55447	MN	Minneapolis	0.95	27626
55427	MN	Minneapolis	0.89	26027
55422	MN	Minneapolis	0.85	24765
55410	MN	Minneapolis	0.83	24106
55303	MN	Anoka	0.8	23297
55330	MN	Elk River	0.78	22660
55430	MN	Minneapolis	0.75	21930
55428	MN	Minneapolis	0.73	21287
55423	MN	Minneapolis	0.72	21140
55343	MN	Hopkins	0.71	20716
55112	MN	Saint Paul	0.71	20630
55446	MN	Minneapolis	0.7	20519
55044	MN	Lakeville	0.69	20182

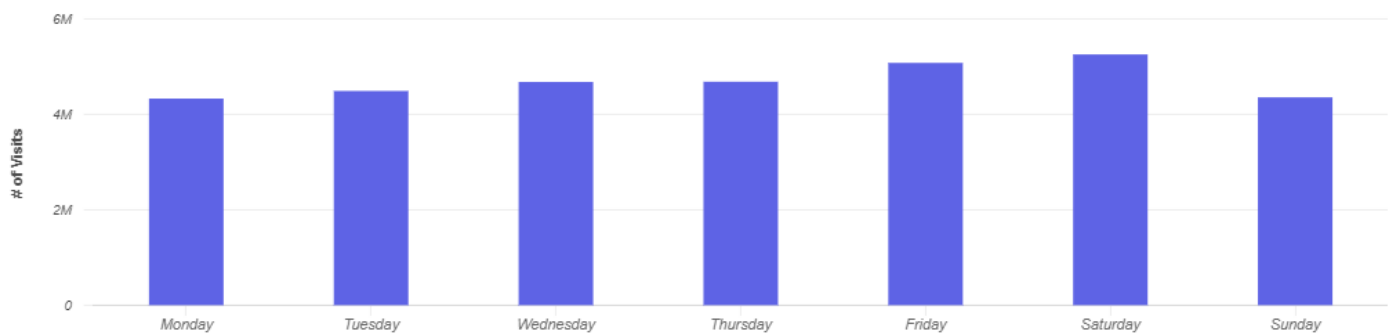
Daily Visits

Properties:

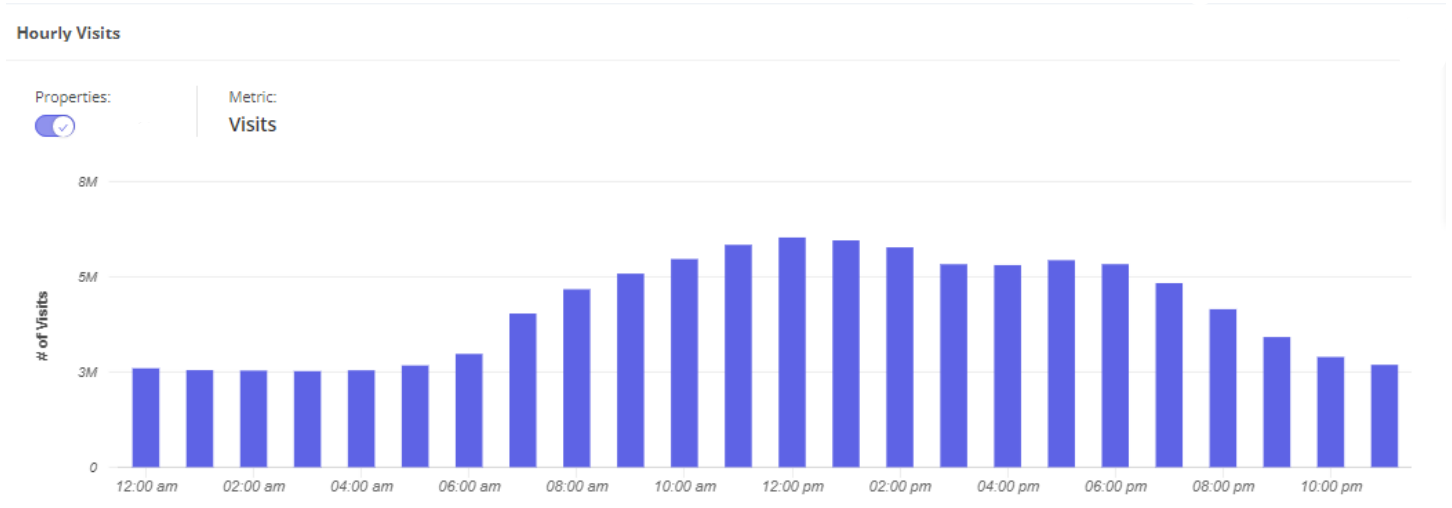


Metric:

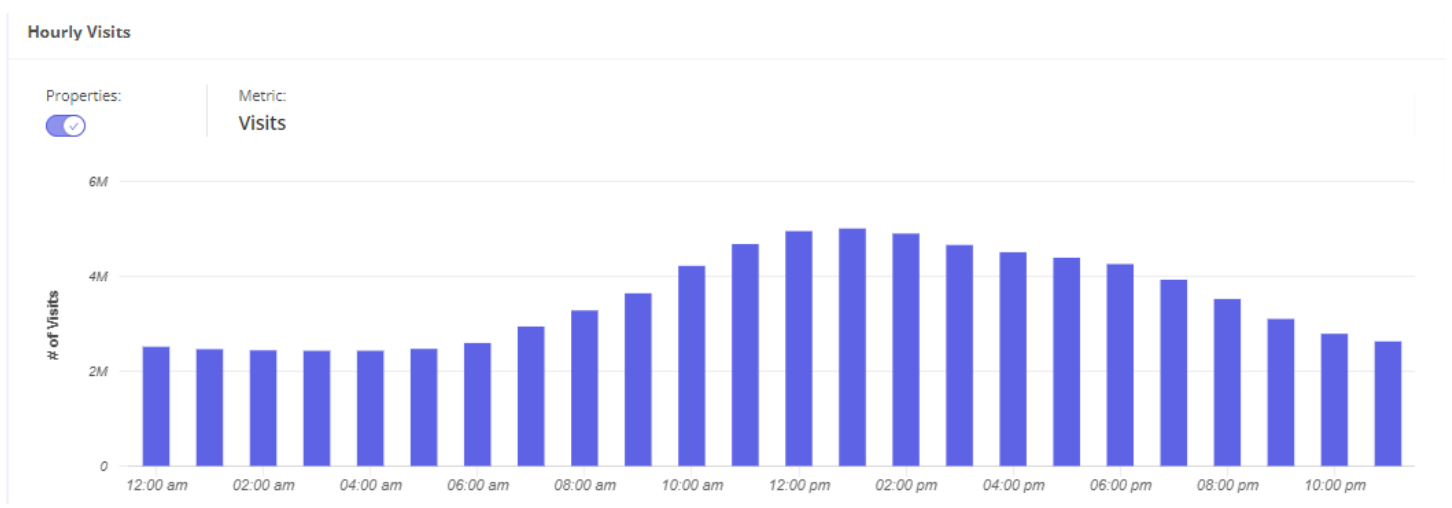
Visits



Note: Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period. Graph below shows Hourly Visits for the week only (Monday, Tuesday, Wednesday, and Thursday)



Note: Graph below shows Hourly Visits for the weekend only. (Friday, Saturday, and Sunday)



Note: Length of stay graph only includes the week day (Monday, Tuesday, Wednesday, and Thursday)

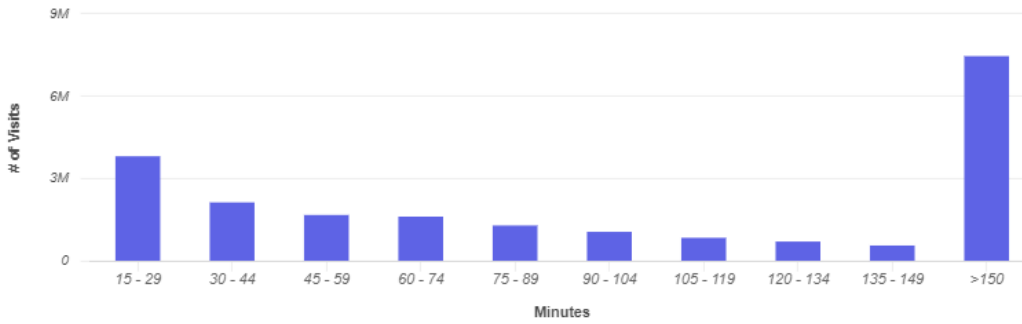
Length of Stay

Properties:



Metric:

Visits



Average Stay	233 min
Median Stay	91 min

Note: Length of Stay graph above only shows the weekend. (Friday, Saturday, and Sunday)

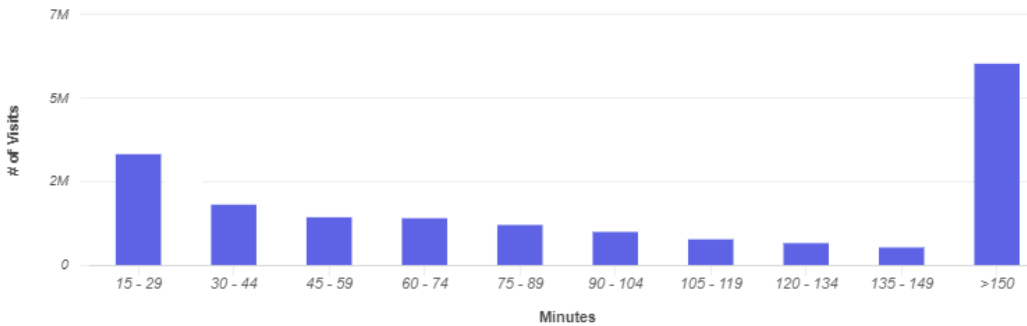
Length of Stay

Properties:



Metric:

Visits

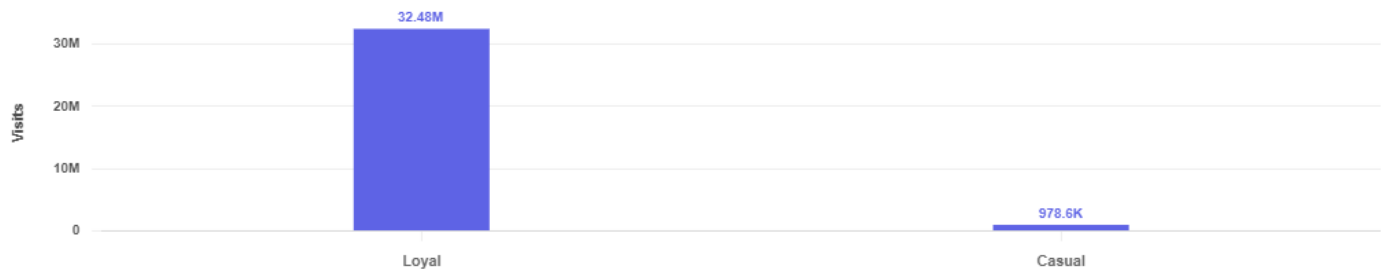


Average Stay	230 min
Median Stay	89 min

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

Loyal Vs. Casual

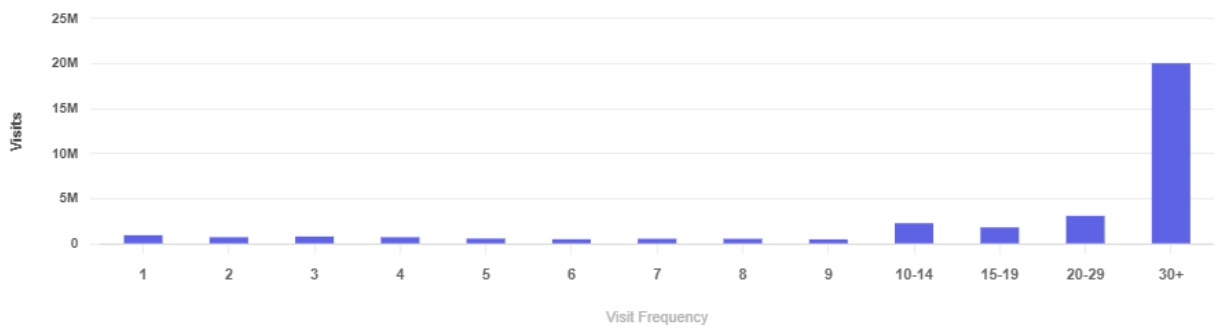
Venues: Show: Visits Min. Visits: 2 Hide Casual: Off



Visits Frequency

Venues: Show: Visits

Average Visits
11.38 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	1.7M	(100%)	
Group	Households		
* O - Singles and Starters	222,179	(13.5%)	121
* A - Power Elite	139,738	(8.5%)	130
G - Young City Solos	63,318	(3.8%)	136
* C - Booming with Confidence	210,912	(12.8%)	123
E - Thriving Boomers	138,563	(8.4%)	87
B - Flourishing Families	138,759	(8.4%)	132
Q - Golden Year Guardians	126,132	(7.6%)	91
K - Significant Singles	60,321	(3.7%)	127
F - Promising Families	94,724	(5.7%)	120
J - Autumn Years	109,599	(6.6%)	64
D - Suburban Style	80,635	(4.9%)	110
S - Thrifty Habits	23,593	(1.4%)	83
P - Cultural Connections	26,402	(1.6%)	124
L - Blue Sky Boomers	61,195	(3.7%)	79
H - Bourgeois Melting Pot	46,979	(2.8%)	123
R - Aspirational Fusion	16,008	(1%)	107
I - Family Union	49,087	(3%)	51
M - Families in Motion	21,094	(1.3%)	48
N - Pastoral Pride	22,279	(1.3%)	50
U - Group Unclassified			

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

By Population	4.2M	(100%)	
<i>Group</i>	<i>Population</i>		
A - Power Elite	401,964	(9.6%)	128
* O - Singles and Starters	457,259	(10.9%)	121
* C - Booming with Confidence	560,951	(13.4%)	121
G - Young City Solos	107,631	(2.6%)	135
* B - Flourishing Families	490,052	(11.7%)	130
E - Thriving Boomers	338,163	(8.1%)	87
Q - Golden Year Guardians	242,879	(5.8%)	91
K - Significant Singles	120,126	(2.9%)	127
D - Suburban Style	262,555	(6.3%)	106
F - Promising Families	243,790	(5.8%)	120
J - Autumn Years	253,811	(6.1%)	65
P - Cultural Connections	66,957	(1.6%)	124
I - Family Union	171,030	(4.1%)	55
L - Blue Sky Boomers	137,376	(3.3%)	80
S - Thrifty Habits	44,566	(1.1%)	86
H - Bourgeois Melting Pot	117,416	(2.8%)	125
R - Aspirational Fusion	33,592	(0.8%)	111
M - Families in Motion	78,213	(1.9%)	48
N - Pastoral Pride	50,061	(1.2%)	51
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).

Population	2.4M		
Households	947,956		
Persons per Household	2.46	95	
Household Median Income	\$78,957.34	120	
Household Median Disposable Income	\$67,456.71	118	
Household Median Discretionary Income	\$49,354.08	121	
Average Income Per Person	\$42,513.47	121	
Median Rent	\$1,176.19	102	
Median House Value	\$390,015.15	123	
Households in Poverty	92,638 (9.8%)	75	
Household Median Wealth	\$84,685.97	110	
Average Age	38.75	97	
Median Age	37.65	98	
Households with Children	270,479 (28.5%)	102	
High School Graduate or Higher	1.5M (93%)	106	
Bachelor's Degree or Higher	702,486 (44.5%)	139	
Pop density (per sq mi)	2,430		
Area (based on blockgroups)	982		

Population				
Population 2021 Q4	2.4M			
Population 2021 Q3	2.4M			
Population 2021 Q2	2.4M			
Population 2021 Q1	2.4M			
Population 2020 Q4	2.4M			
Population 2020 Q3	2.4M			
Population 2020 Q2	2.4M			
Population 2020 Q1	2.4M			
Population 2019 Q4	2.4M			
Population 5 Years Forecast	2.5M			
Population 10 Years Forecast	2.6M			
Persons per Household	2.46		95	
Group Quarters	54,755	(2.3%)	98	
Transient Population - Average Last 4 Quarters	20,154	(0.8%)	93	

Households	
Households 2021 Q4	947,956
Households 2021 Q3	946,521
Households 2021 Q2	945,599
Households 2021 Q1	944,935
Households 2020 Q4	944,071
Households 2020 Q3	942,803
Households 2020 Q2	940,850
Households 2020 Q1	940,894
Households 2019 Q4	939,532
Households 5 Years Forecast	995,409
Households 10 Years Forecast	1M

Gender			
Male	1.2M	(49.2%)	100
Female	1.2M	(50.8%)	100

Ethnicity			
White	1.7M	(72.9%)	118
Black	236,821	(9.9%)	83
Hispanic (Ethnic)	156,012	(6.5%)	36
Asian	166,481	(7%)	138
Other	88,413	(3.7%)	115

Household by Ethnicity			
White	733,717	(77.4%)	117
Black	84,751	(8.9%)	78
Asian	50,804	(5.4%)	121
Hispanic (Ethnic)	41,229	(4.3%)	31
Other	37,455	(4%)	95

Language Spoken			
Speak English at Home	1.9M	(82.9%)	106
Speak Other Language at Home	266,772	(11.9%)	147
Speak Spanish at Home	116,251	(5.2%)	37

Households Income			
Household Average Income	\$105,777.31		115
Average Income Per Person	\$42,513.47		121
Household Median Income	\$78,957.34		120
<\$15K	67,840	(7.2%)	73
\$15K - \$25K	59,123	(6.2%)	75
\$25K - \$35K	65,207	(6.9%)	80
\$35K - \$50K	102,911	(10.9%)	89
\$50K - \$75K	155,753	(16.4%)	96
\$75K - \$100K	131,503	(13.9%)	108
\$100K - \$150K	176,044	(18.6%)	118
\$150K - \$175K	57,226	(6%)	128
\$175K - \$200K	43,556	(4.6%)	132
\$200K - \$250K	49,763	(5.2%)	127
\$250K - \$500K	21,272	(2.2%)	127
>\$500K	17,758	(1.9%)	127

Disposable Households Income			
Household Average Disposable Income	\$80,553.1		112
Household Median Disposable Income	\$67,456.71		118
<\$15K	73,913	(7.8%)	73
\$15K - \$25K	71,987	(7.6%)	78
\$25K - \$35K	80,207	(8.5%)	85
\$35K - \$50K	120,388	(12.7%)	91
\$50K - \$75K	183,295	(19.3%)	104
\$75K - \$100K	142,060	(15%)	109
\$100K - \$150K	169,706	(17.9%)	124
\$150K - \$175K	35,846	(3.8%)	117
\$175K - \$200K	20,641	(2.2%)	126
\$200K - \$250K	20,061	(2.1%)	125
\$250K - \$500K	27,456	(2.9%)	125
>\$500K	2,396	(<0.5%)	124

Age				
Average Age	38.75		97	
Median Age	37.65		98	
0-4	152,703	(6.4%)	104	
5-13	275,592	(11.5%)	104	
14-17	122,265	(5.1%)	103	
18-21	168,278	(7.1%)	116	
22-24	90,618	(3.8%)	92	
25-29	138,383	(5.8%)	90	
30-34	137,046	(5.7%)	95	
35-39	164,031	(6.9%)	112	
40-44	163,410	(6.8%)	113	
45-49	149,785	(6.3%)	103	
50-54	148,260	(6.2%)	100	
55-59	155,676	(6.5%)	100	
60-64	150,748	(6.3%)	98	
65-69	129,892	(5.4%)	95	
70-74	100,317	(4.2%)	89	
75-79	65,268	(2.7%)	82	
80-84	40,208	(1.7%)	79	
85+	34,342	(1.4%)	85	

0 100 200+

Ancestry			
Other	448,776	(18.8%)	82
German	406,194	(17%)	206
Scandinavian	332,819	(13.9%)	692
Unclassified	296,864	(12.4%)	82
Scottish/Irish	159,120	(6.7%)	96
Other European (e.g. Greek/Russian)	104,828	(4.4%)	135
British	84,954	(3.6%)	71
Mexican	100,562	(4.2%)	40
Polish	55,688	(2.3%)	144
South Central Asian (e.g. Indian)	33,572	(1.4%)	109
American	52,618	(2.2%)	42
South East Asian (e.g. Vietnamese)	87,885	(3.7%)	226
French	40,211	(1.7%)	125
Italian	33,415	(1.4%)	45
South American	17,422	(0.7%)	72
Chinese	20,015	(0.8%)	69
Dutch	18,158	(0.8%)	113
Native American (Indian/Eskimo)	16,284	(0.7%)	92
Middle Eastern	13,365	(0.6%)	89
Central American	15,276	(0.6%)	44
Korean	10,409	(<0.5%)	100
Puerto Rican	8,421	(<0.5%)	14
Other Hispanic	10,094	(<0.5%)	35
Other Asian	12,181	(0.5%)	195
Cuban	2,535	(<0.5%)	16
Japanese	2,419	(<0.5%)	42
Dominican	1,702	(<0.5%)	13
Hawaiian/Pacific Islander	1,035	(<0.5%)	27

Education (Age 25+)

Total Educated Population	1.6M		
Elementary (0 to 8 Years)	53,273	(3.4%)	64
Some High School (9 to 11 Years)	57,013	(3.6%)	52
High School Graduate (12 Years)	305,898	(19.4%)	72
Some College (13 to 16 Years)	305,125	(19.3%)	95
Associates Degree Only	153,571	(9.7%)	114
Bachelor's Degree Only	455,042	(28.8%)	147
Graduate Degree	247,444	(15.7%)	128

Wealth per Household

Household Average Wealth	\$247,098.91		105
Household Median Wealth	\$84,685.97		110
<\$0	162,625	(17.2%)	97
\$0 - \$5K	77,333	(8.2%)	93
\$5 - \$10K	42,254	(4.5%)	96
\$10 - \$25K	59,841	(6.3%)	98
\$25 - \$50K	64,773	(6.8%)	100
\$50 - \$100K	96,798	(10.2%)	99
\$100K - \$250K	171,922	(18.1%)	101
\$250 - \$500K	127,206	(13.4%)	103
>\$500K	145,204	(15.3%)	107

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	\$407.81	(100%)	
Housing	\$110.69	(27.1%)	114
Transportation	\$90.44	(22.2%)	110
Food	\$67.59	(16.6%)	99
Healthcare	\$51.06	(12.5%)	114
Entertainment	\$23.63	(5.8%)	116
Cash Contributions	\$20.6	(5.1%)	106
Apparel and Services	\$12.17	(3%)	107
Education	\$7.65	(1.9%)	109
Personal Care Products and Services	\$6.42	(1.6%)	107
Miscellaneous	\$5.1	(1.3%)	105
Alcoholic Beverages	\$4.59	(1.1%)	99
Personal Insurance	\$4.32	(1.1%)	108
Tobacco Products and Smoking Supplies	\$2.91	(0.7%)	101
Reading	\$0.63	(<0.5%)	106
Food	\$67.59	(16.6%)	
At home	\$44.56	(10.9%)	96
Away from home	\$23.03	(5.6%)	107
Alcoholic Beverages	\$4.59	(1.1%)	
At home	\$3.12	(0.8%)	98
Away from home	\$1.46	(<0.5%)	99

Housing	\$110.69	(27.1%)	
Utilities, fuels, and public services	\$47.45	(11.6%)	126
Shelter	\$22.72	(5.6%)	107
Household furnishings and equipment	\$19.71	(4.8%)	108
Household operations	\$12.93	(3.2%)	107
Housekeeping supplies	\$7.87	(1.9%)	105
Apparel and Services	\$12.17	(3%)	
Women and girls	\$4.84	(1.2%)	107
Footwear	\$2.84	(0.7%)	106
Men and boys	\$2.66	(0.7%)	108
Other apparel products and services	\$1.48	(<0.5%)	104
Children (Age < 2)	\$0.36	(<0.5%)	110
Transportation	\$90.44	(22.2%)	
Vehicle purchases (net outlay)	\$41.06	(10.1%)	112
Other vehicle expenses	\$32.56	(8%)	109
Gasoline and motor oil	\$14.87	(3.6%)	109
Public transportation	\$1.95	(<0.5%)	108
Healthcare	\$51.06	(12.5%)	
Health insurance	\$39.16	(9.6%)	115
Medical services	\$7.12	(1.7%)	118
Drugs	\$3.41	(0.8%)	106
Medical supplies	\$1.37	(<0.5%)	111
Entertainment	\$23.63	(5.8%)	
Television, radios, sound equipment	\$11.05	(2.7%)	126
Pets, toys and playground equipment	\$6.66	(1.6%)	107
Fees and admissions	\$3.6	(0.9%)	111
Other entertainment supplies, equipment, and services	\$2.32	(0.6%)	110

Education	\$7.65	(1.9%)	
College tuition	\$5.4	(1.3%)	108
Elementary and high school tuition	\$1.36	(<0.5%)	118
School books, supplies, equipment for college	\$0.33	(<0.5%)	103
Other school expenses including rentals	\$0.22	(<0.5%)	108
School books, supplies, equipment for elementary, high school	\$0.12	(<0.5%)	111
Test preparation, tutoring services	\$0.12	(<0.5%)	117
Other schools tuition	\$0.07	(<0.5%)	113
School books, supplies, equipment for daycare, nursery, other	\$0.02	(<0.5%)	113
Cash Contributions	\$20.6	(5.1%)	
Cash contributions to church, religious organizations	\$7.24	(1.8%)	106
Other cash gifts	\$5.04	(1.2%)	102
Cash contributions to charities and other organizations	\$4.89	(1.2%)	109
Child support expenditures	\$1.48	(<0.5%)	109
Support for college students	\$0.93	(<0.5%)	107
Cash contributions to educational institutions	\$0.56	(<0.5%)	106
Cash contributions to political organizations	\$0.46	(<0.5%)	109
Tobacco Products and Smoking Supplies	\$2.91	(0.7%)	
Cigarettes	\$2.47	(0.6%)	101
Other tobacco products	\$0.41	(<0.5%)	105
Smoking accessories	\$0.03	(<0.5%)	105

Miscellaneous	\$5.1	(1.3%)	
Legal fees	\$1.38	(<0.5%)	106
Accounting fees	\$0.74	(<0.5%)	108
Funeral expenses	\$0.65	(<0.5%)	96
Occupational expenses	\$0.55	(<0.5%)	113
Expenses for other properties	\$0.46	(<0.5%)	110
Lotteries and parimutuel losses	\$0.45	(<0.5%)	102
Shopping club membership fees	\$0.41	(<0.5%)	108
Checking accounts, other bank service charges	\$0.18	(<0.5%)	102
Online Entertainment and games	\$0.08	(<0.5%)	111
Credit card memberships	\$0.07	(<0.5%)	111
Cemetery lots, vaults, maintenance fees	\$0.06	(<0.5%)	99
Safe deposit box rental	\$0.04	(<0.5%)	103
Miscellaneous personal services	\$0.04	(<0.5%)	113
Dating Services	\$0.01	(<0.5%)	104
Personal Care Products and Services	\$6.42	(1.6%)	
Personal care products	\$4.09	(1%)	106
Personal care services	\$2.33	(0.6%)	107
Personal Insurance	\$4.32	(1.1%)	
Life, endowment, annuity, other personal insurance	\$4.02	(1%)	108
Other non health insurance	\$0.3	(<0.5%)	105
Reading	\$0.63	(<0.5%)	
Magazine/Newspaper subscriptions	\$0.32	(<0.5%)	104
Books not through book clubs	\$0.27	(<0.5%)	108
Magazines/Newspapers, non-subscription	\$0.04	(<0.5%)	105

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