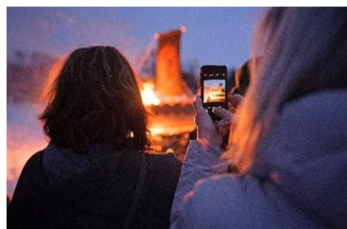# Cobalt Community Research

UMRCC POOL 13

MISSOURI DEPARTMENT OF CONSERVATION

2025 VISITOR 360

FOUNDATIONAL REPORT

Compiled January 2025

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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PART 3: SPENDING PATTERNS

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

INTRODUCTION

Missouri Department of Conservation 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. It uses statistical extrapolation to ensure a sound baseline about where the area stands today, comparisons to how it stood in the past, and a monitoring tool to help measure future successes and opportunities. Note that these extrapolated numbers are based on different patterns and methodologies than 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
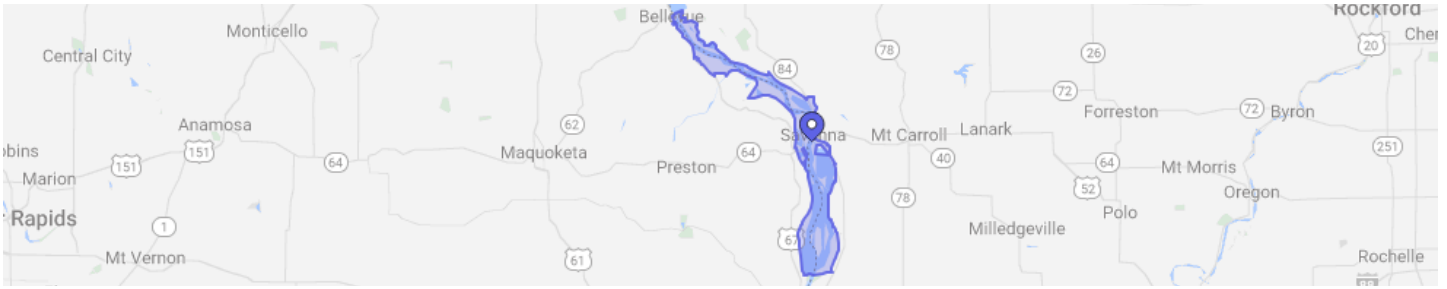
Date Range: November 1, 2022– October 31, 2024

This report includes visitors in the point of interest. Visitors must have remained in the point of interest for at least 10 minutes to be counted. People are counted only once per day if they leave and return.

| Total visits in study period: 1.1M | Unique individuals visiting: 215.4K | Average visits per individual: 4.9 |

Visits Trend

Metric: Visits Aggregation: Weekly

Visits Trend

Metric: Visits Aggregation: Monthly

Visitor Journey

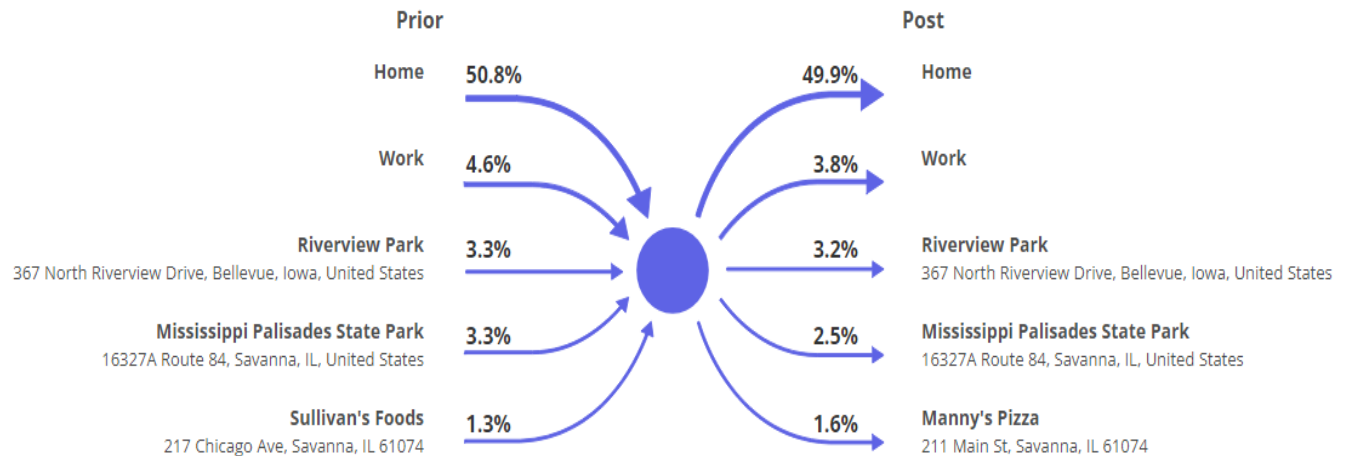|	Prior		Post	
Home	50.8%		49.9%	Home
Work	4.6%		3.8%	Work
Riverview Park 367 North Riverview Drive, Bellevue, Iowa, United States	3.3%		3.2%	Riverview Park 367 North Riverview Drive, Bellevue, Iowa, United States
Mississippi Palisades State Park 16327A Route 84, Savanna, IL, United States	3.3%		2.5%	Mississippi Palisades State Park 16327A Route 84, Savanna, IL, United States
Sullivan's Foods 217 Chicago Ave, Savanna, IL 61074	1.3%		1.6%	Manny's Pizza 211 Main St, Savanna, IL 61074

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. Note: the names of the businesses may have changed and are not current on public databases, and small properties may show higher values if they are adjacent to a property with high traffic.

| Prior				Post			
Rank	Name		Foot-Traffic	Rank	Name		Foot-Traffic
1	Riverview Park / North Riverview Drive, Bellevue, Iowa		3.3%	1	Riverview Park / North Riverview Drive, Bellevue, Iowa		3.2%
2	Mississippi Palisades State Park / Route 84, Savanna, IL		3.3%	2	Mississippi Palisades State Park / Route 84, Savanna, IL		2.5%
3	Sullivan's Foods / Chicago Ave, Savanna, IL		1.3%	3	Manny's Pizza / Main St, Savanna, IL		1.6%
4	Poopy's / Viaduct Rd, Savanna, IL		1%	4	Sullivan's Foods / Chicago Ave, Savanna, IL		1.2%
5	Manny's Pizza / Main St, Savanna, IL		0.7%	5	Eagle Point Park / N 3rd St, Clinton, IA		1%
6	Eagle Point Park / N 3rd St, Clinton, IA		0.6%	6	Poopy's / Viaduct Rd, Savanna, IL		1%
7	Lock and Dam No. 13 / Fulton, IL		0.6%	7	Sabula Beach / Sabula, IA		0.8%
8	Bellevue State Park / Bellevue, IA		0.6%	8	Mississippi River / Savanna, IL		0.8%
9	Homeport / River St., Sabula, IA		0.6%	9	Bellevue State Park / Bellevue, IA		0.7%
10	Shivers Ice Cream / Main St, Savanna, IL		0.6%	10	Off Shore Bar & Grill / N Riverview St, Bellevue, IA		0.7%

Routes

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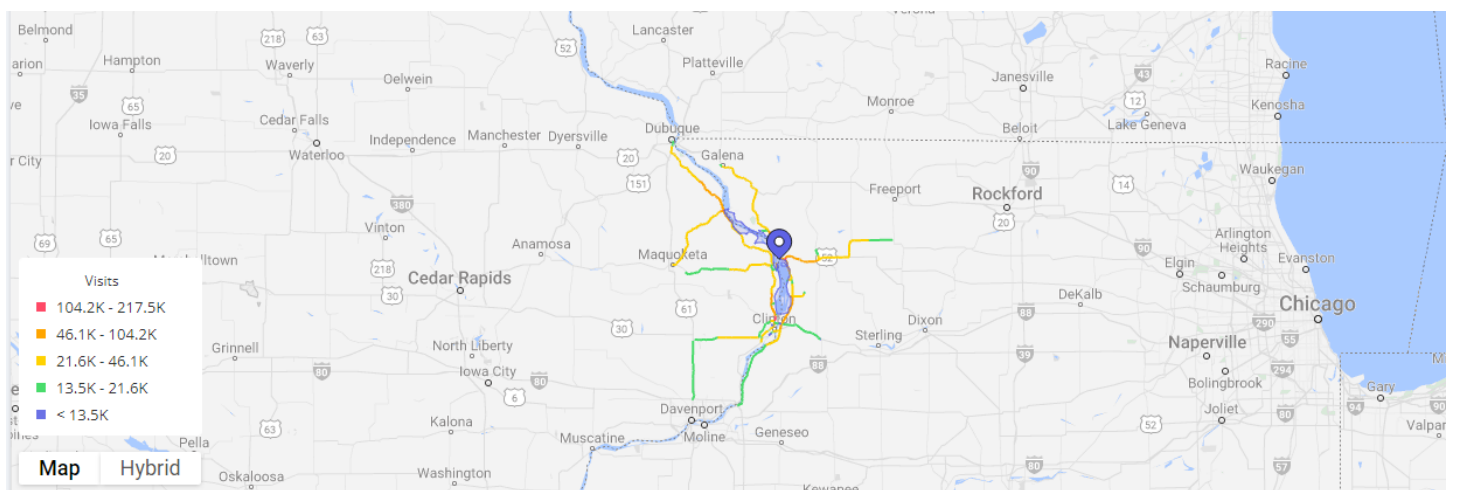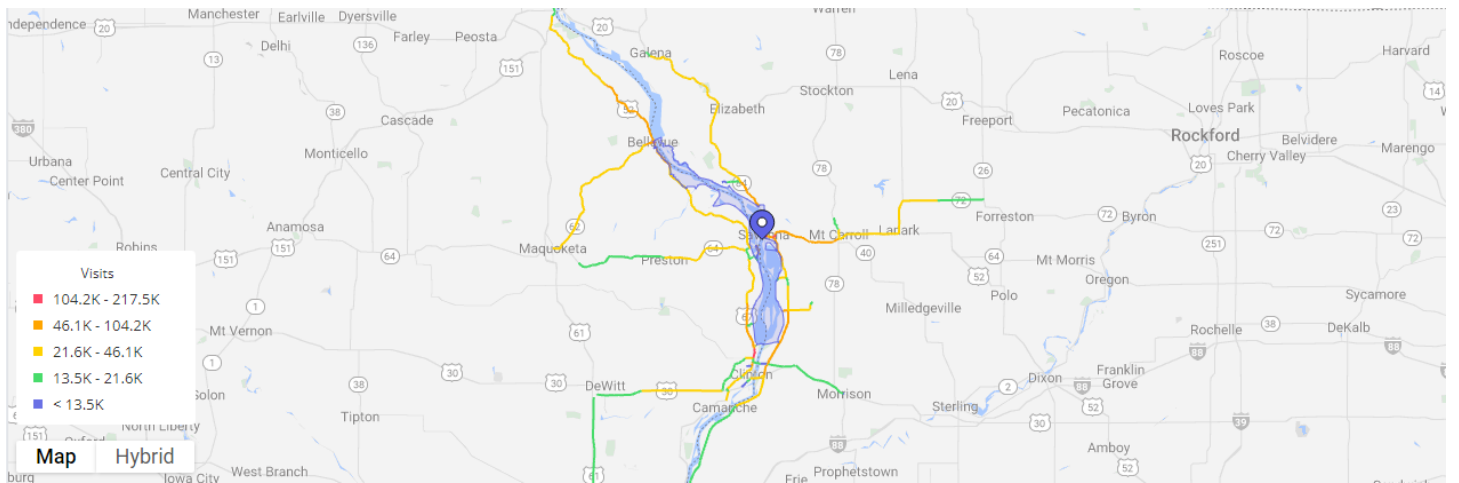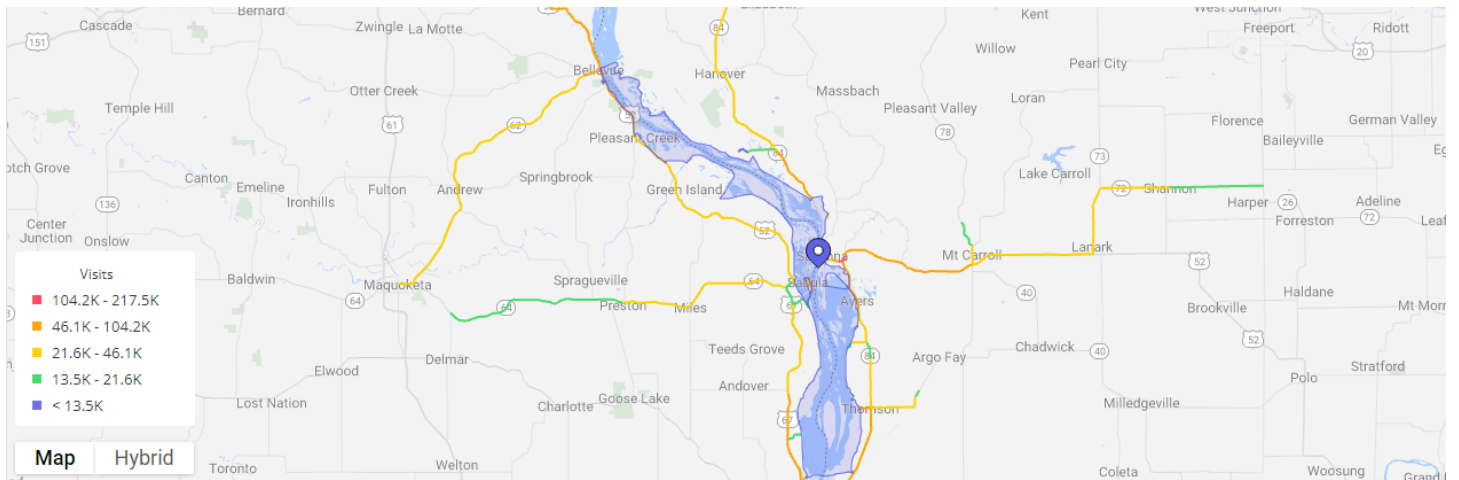
Distance

The maps below show distance people traveled from home location.

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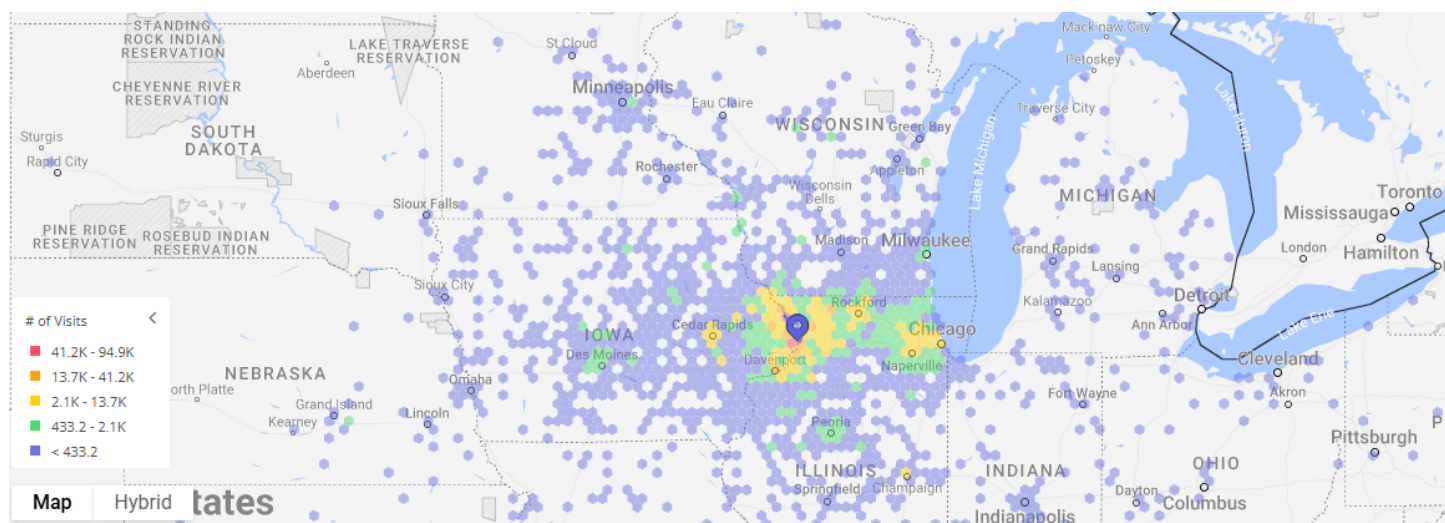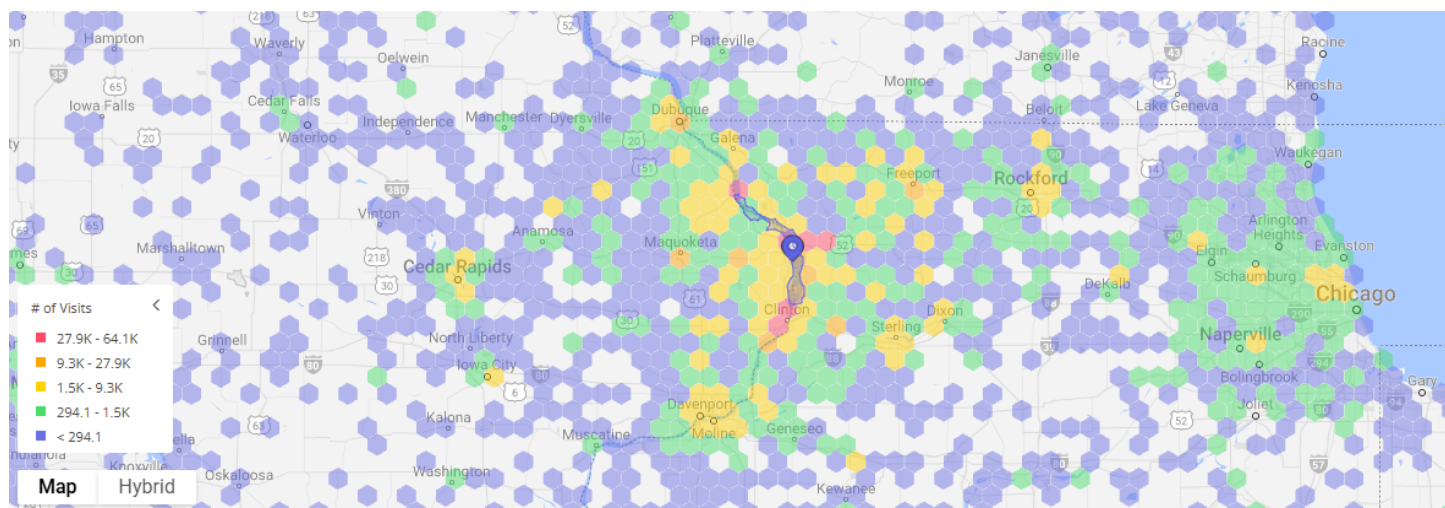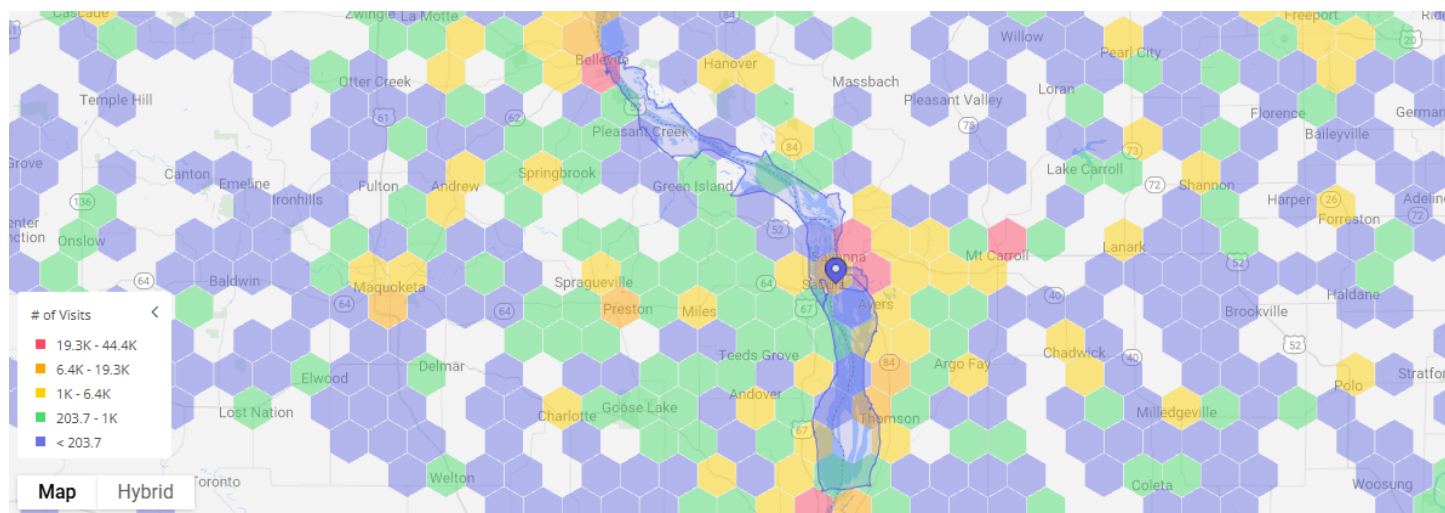
The table below shows the top 25 ZIP Codes that are home to these individuals.

Zipcode	City	State	Percentage	Visits
52732	Clinton	IA	10.779	113719
61074	Savanna	IL	9.112	96134
52031	Bellevue	IA	6.334	66822
61053	Mount Carroll	IL	3.056	32244
61285	Thomson	IL	2.889	30478
61032	Freeport	IL	2.316	24433
61252	Fulton	IL	2.246	23700
52060	Maquoketa	IA	1.755	18519
52001	Dubuque	IA	1.465	15458
52730	Camanche	IA	1.317	13890
61270	Morrison	IL	1.267	13370
52069	Preston	IA	1.193	12590
52070	Sabula	IA	1.046	11037
61036	Galena	IL	0.815	8599
61046	Lanark	IL	0.761	8030
61071	Rock Falls	IL	0.758	7998
52064	Miles	IA	0.725	7654
61021	Dixon	IL	0.705	7438
61081	Sterling	IL	0.699	7371
52003	Dubuque	IA	0.638	6731
52002	Dubuque	IA	0.577	6089
52742	De Witt	IA	0.56	5906
61085	Stockton	IL	0.558	5890
61041	Hanover	IL	0.537	5670

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

Daily Visits

Metric:
Visits
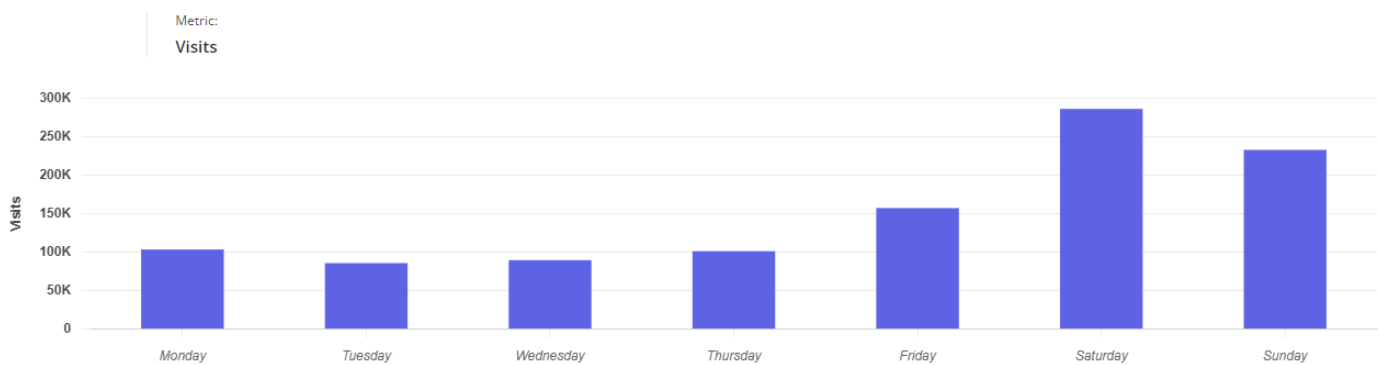
Study Area Heat Map

The map below shows concentration of individual locations within the study area:
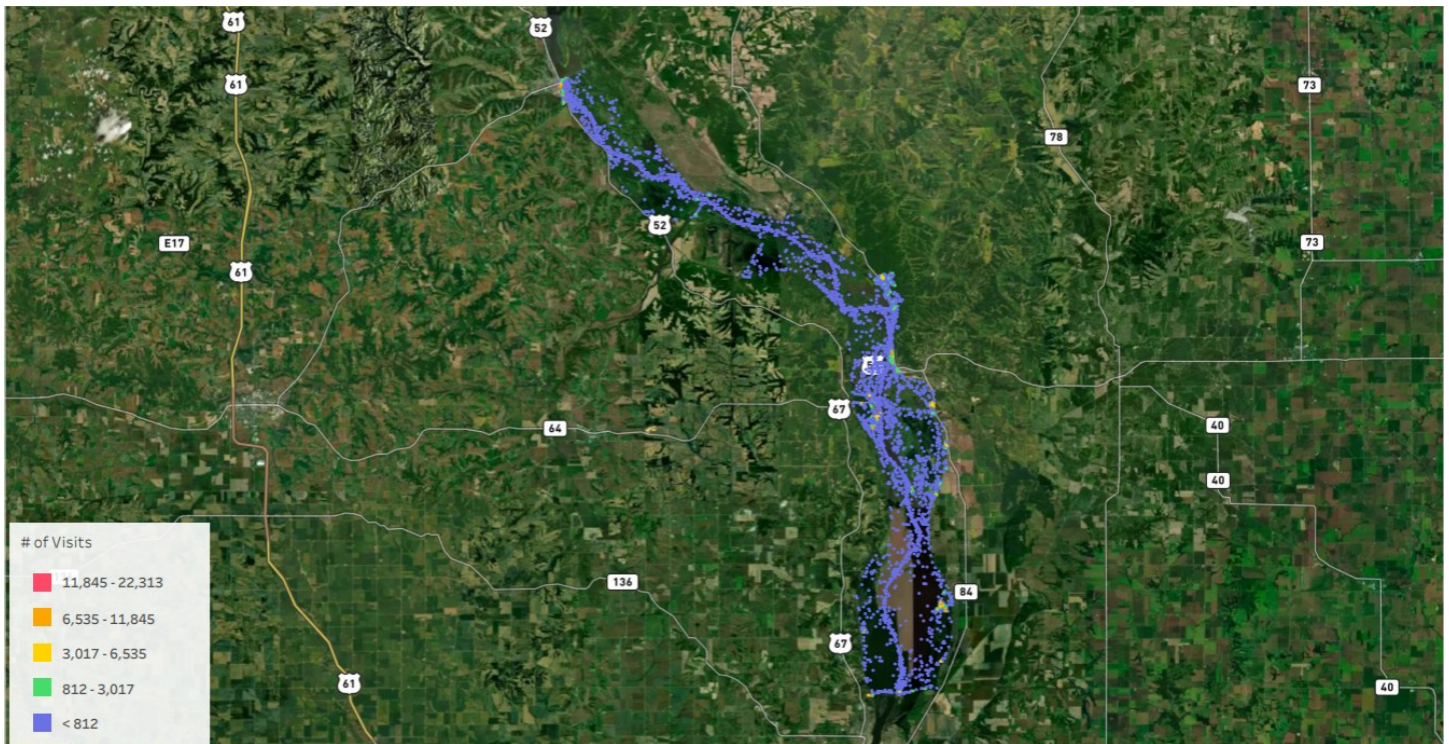
Hourly Visits. Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period.

Week days (Monday, Tuesday, Wednesday, Thursday)

Hourly Visits

Metric:
Visits
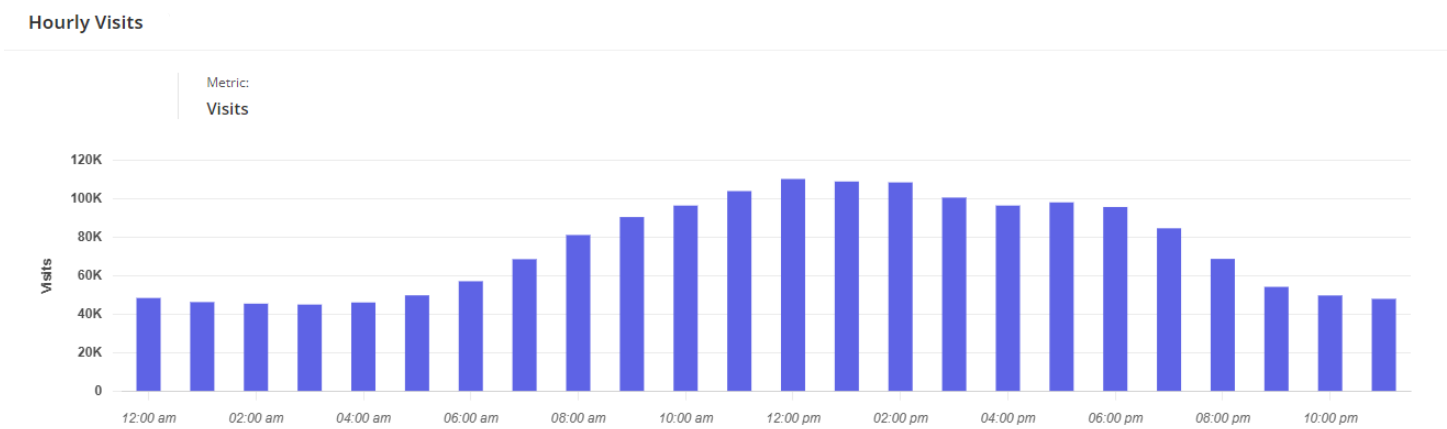
How long visits lasted

Week days (Monday, Tuesday, Wednesday, Thursday)
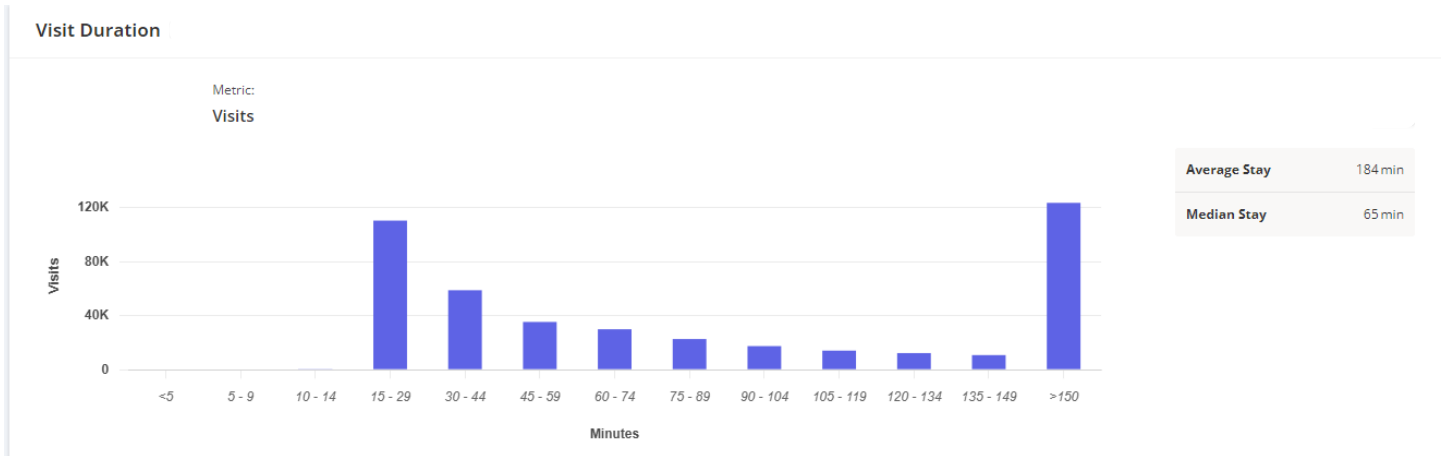
Visit Duration

Metric:
Visits

| Average Stay | 184 min |
| Median Stay | 65 min |

Hourly Visits. Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period.

Weekend days (Friday, Saturday, and Sunday)

Hourly Visits

Metric:
Visits

How long visits lasted

Weekend days (Friday, Saturday, and Sunday)

Visit Duration

Metric:
Visits

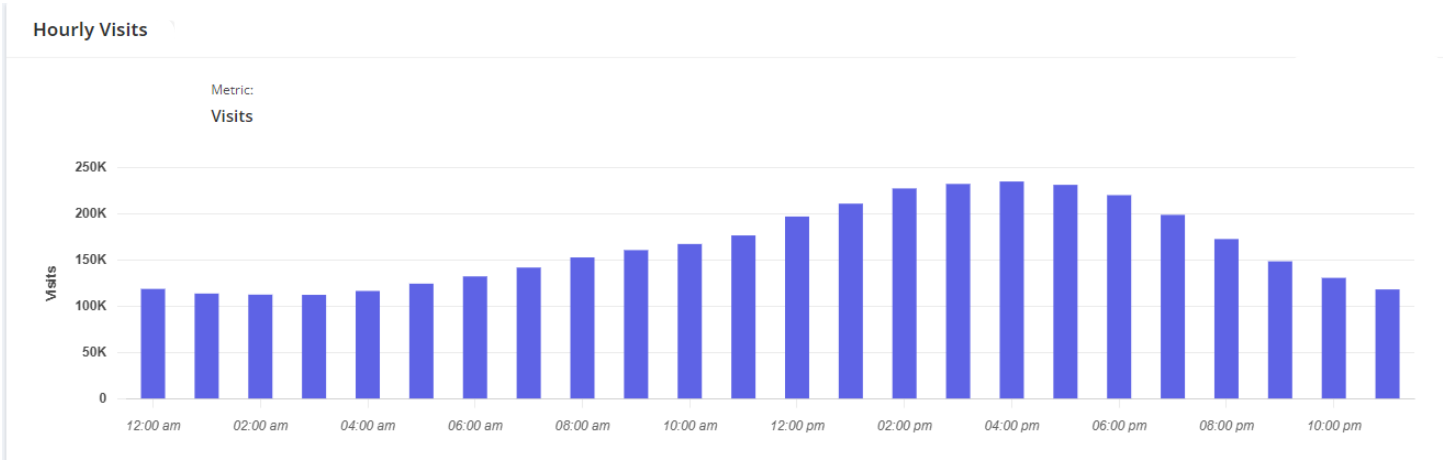|	
Average Stay	232 min
Median Stay	91 min
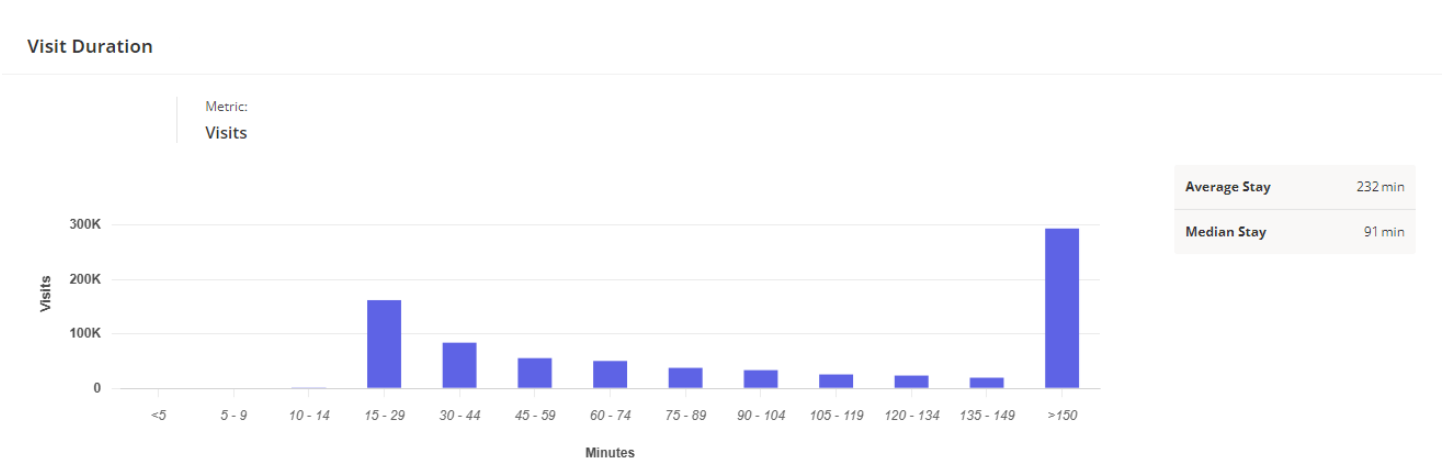
How frequently people returned to the study area during the study period.

Loyal Vs. Casual

Show: **Visits**   Min. Visits: 2

964.8K — Loyal

90.2K — Casual

Visits Frequency

Show: **Visits**

Average Visits ⌄
4.90 Visits

1 2 3 4 5 6 7 8 9 10-14 15-19 20-29 30+
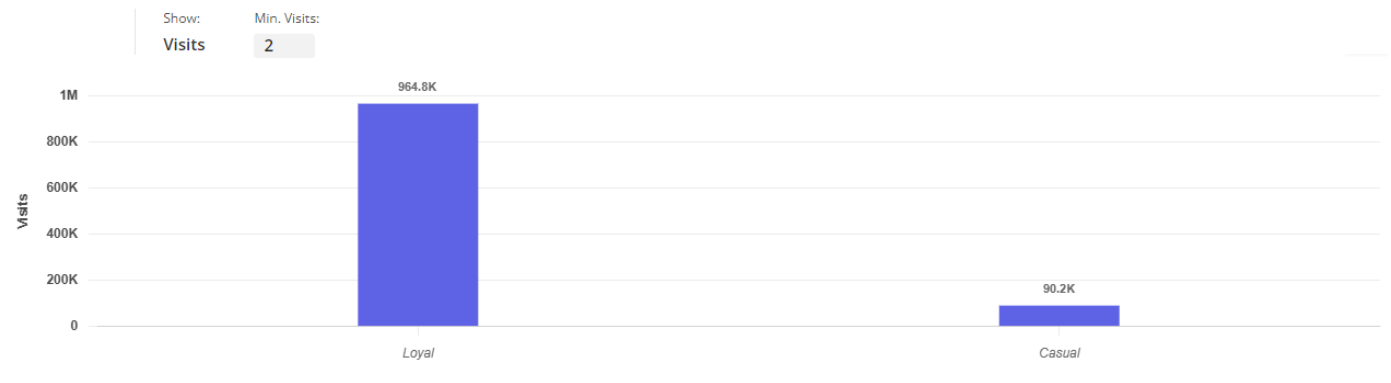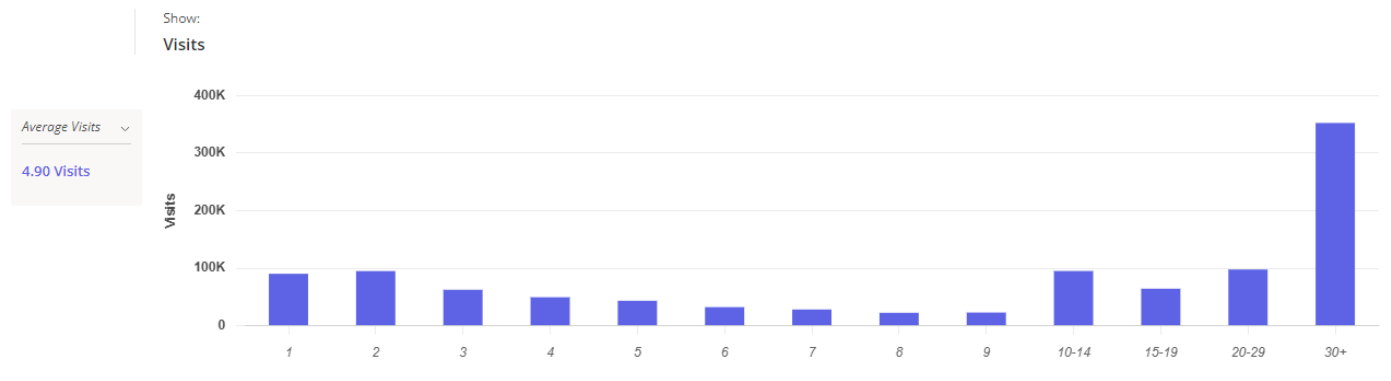
How far people traveled to reach the study area during the study period.

Trade Area Coverage by Distance

0 - 0.3 mi   0.3 - 0.5 mi   0.5 - 0.7 mi   0.7 - 1 mi   1 - 2 mi   2 - 3 mi   3 - 5 mi   5 - 7 mi   7 - 10 mi   10 - 30 mi   30 - 50 mi   50 - 100 mi   100 - 250 mi   250+ mi
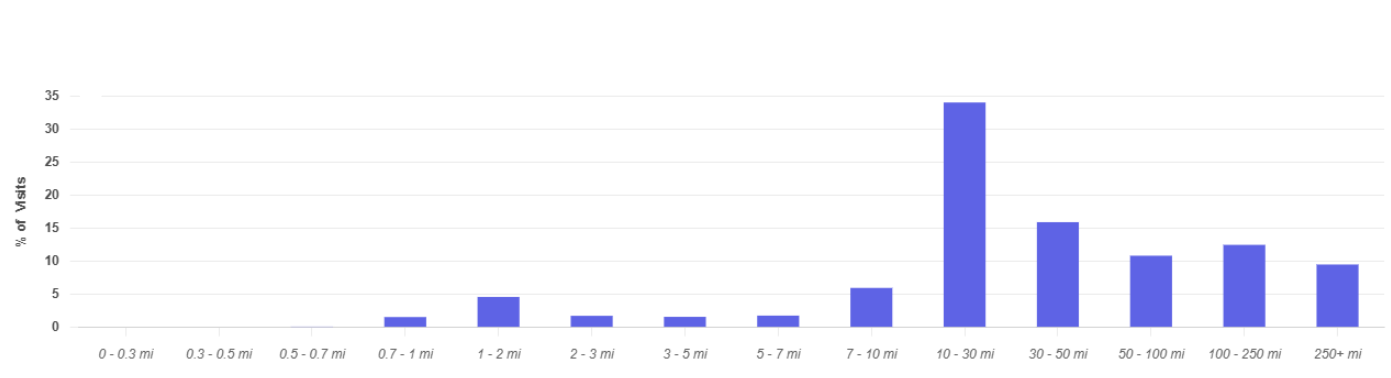
PART 2:

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 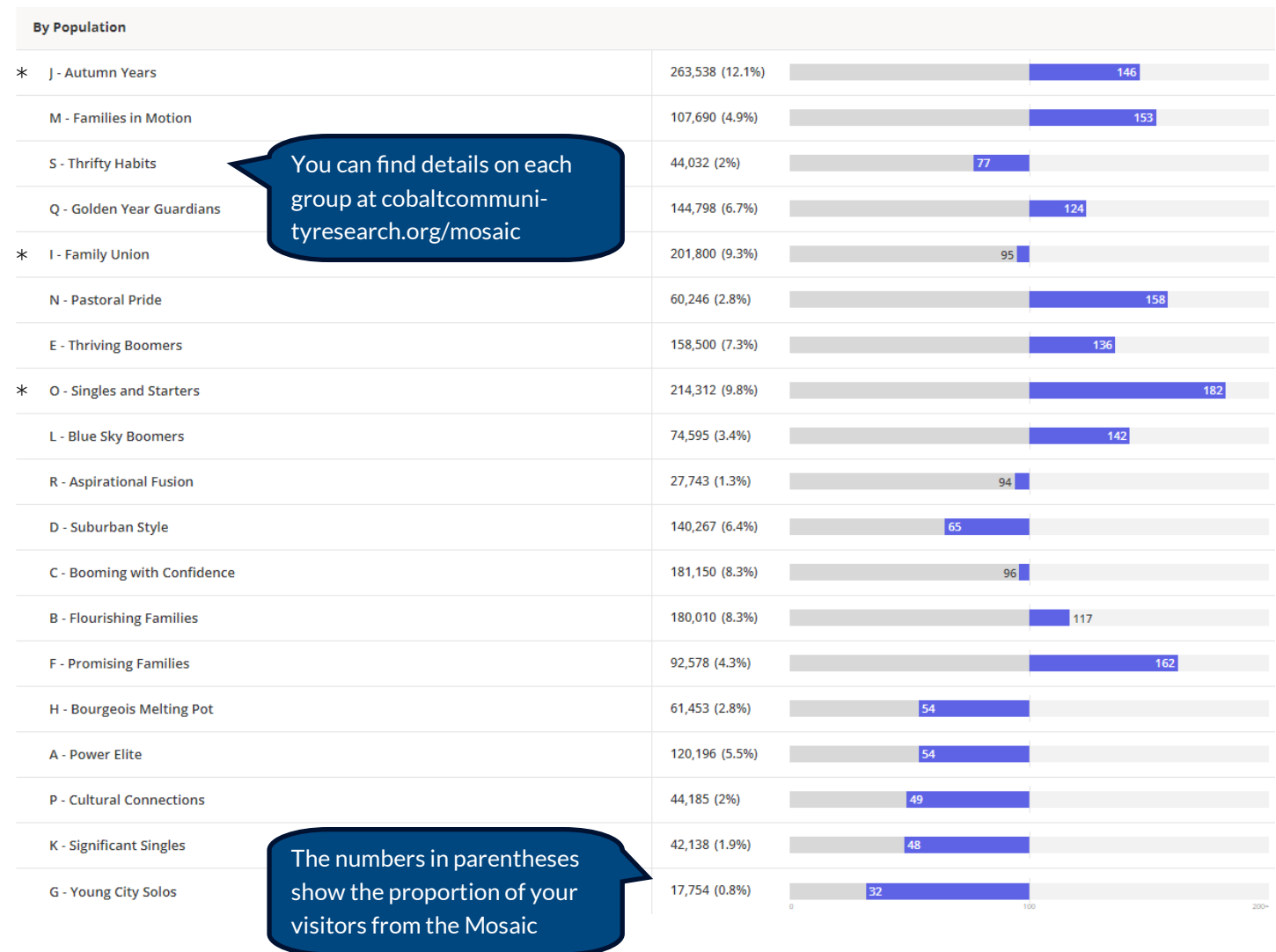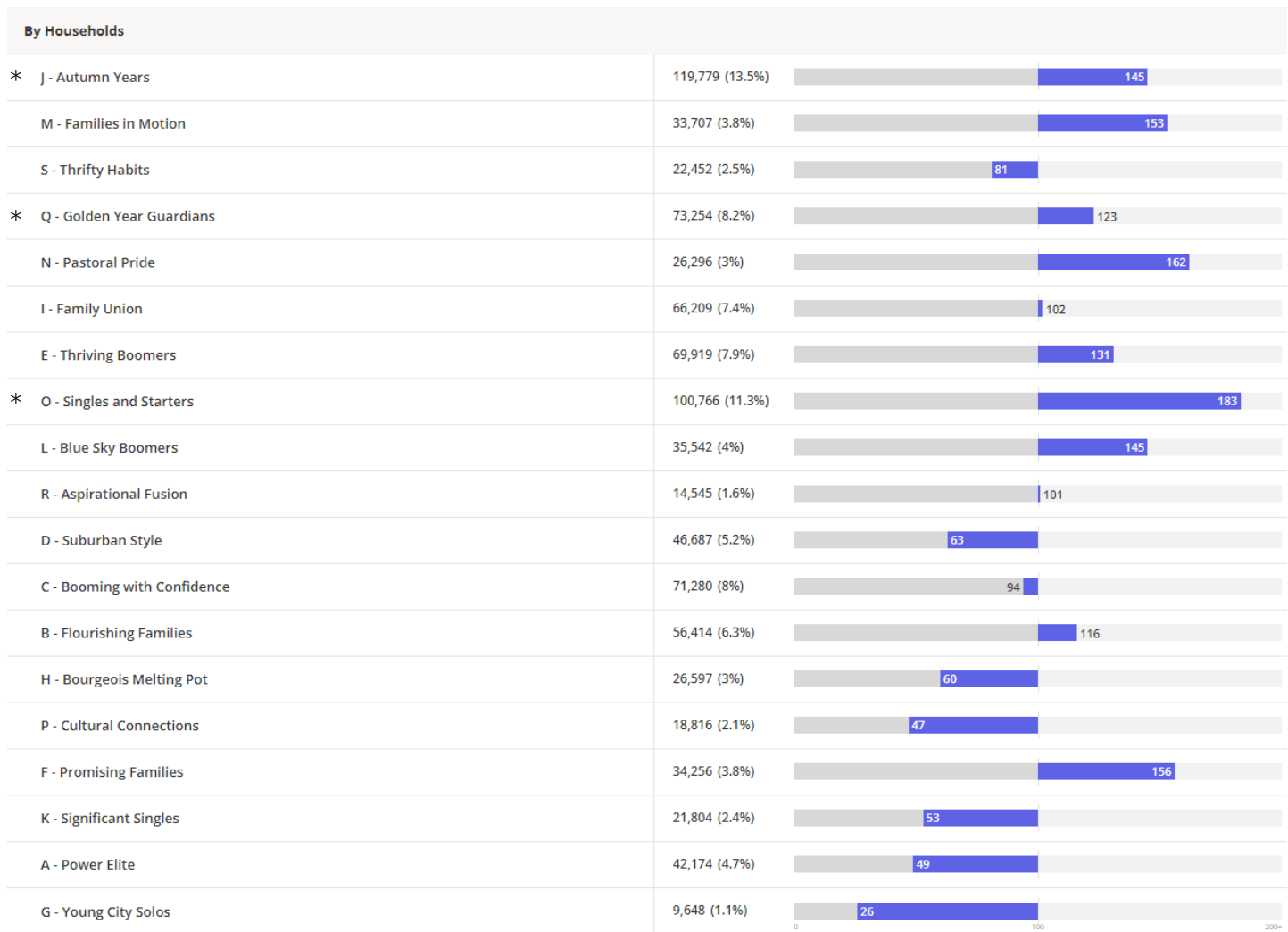category, which is an industry standard and there is a lot of information about it if you search for it on the internet; households refers to the count of the potential number of households in the trade area represented in the data; percentage, which represents the percentage of your visitors and potential 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		
∗ J - Autumn Years	263,538 (12.1%)	146
M - Families in Motion	107,690 (4.9%)	153
S - Thrifty Habits	44,032 (2%)	77
Q - Golden Year Guardians	144,798 (6.7%)	124
∗ I - Family Union	201,800 (9.3%)	95
N - Pastoral Pride	60,246 (2.8%)	158
E - Thriving Boomers	158,500 (7.3%)	136
∗ O - Singles and Starters	214,312 (9.8%)	182
L - Blue Sky Boomers	74,595 (3.4%)	142
R - Aspirational Fusion	27,743 (1.3%)	94
D - Suburban Style	140,267 (6.4%)	65
C - Booming with Confidence	181,150 (8.3%)	96
B - Flourishing Families	180,010 (8.3%)	117
F - Promising Families	92,578 (4.3%)	162
H - Bourgeois Melting Pot	61,453 (2.8%)	54
A - Power Elite	120,196 (5.5%)	54
P - Cultural Connections	44,185 (2%)	49
K - Significant Singles	42,138 (1.9%)	48
G - Young City Solos	17,754 (0.8%)	32

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

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

* Biggest percentage of visitors

By Households

* J - Autumn Years	119,779 (13.5%)	145
M - Families in Motion	33,707 (3.8%)	153
S - Thrifty Habits	22,452 (2.5%)	81
* Q - Golden Year Guardians	73,254 (8.2%)	123
N - Pastoral Pride	26,296 (3%)	162
I - Family Union	66,209 (7.4%)	102
E - Thriving Boomers	69,919 (7.9%)	131
* O - Singles and Starters	100,766 (11.3%)	183
L - Blue Sky Boomers	35,542 (4%)	145
R - Aspirational Fusion	14,545 (1.6%)	101
D - Suburban Style	46,687 (5.2%)	63
C - Booming with Confidence	71,280 (8%)	94
B - Flourishing Families	56,414 (6.3%)	116
H - Bourgeois Melting Pot	26,597 (3%)	60
P - Cultural Connections	18,816 (2.1%)	47
F - Promising Families	34,256 (3.8%)	156
K - Significant Singles	21,804 (2.4%)	53
A - Power Elite	42,174 (4.7%)	49
G - Young City Solos	9,648 (1.1%)	26

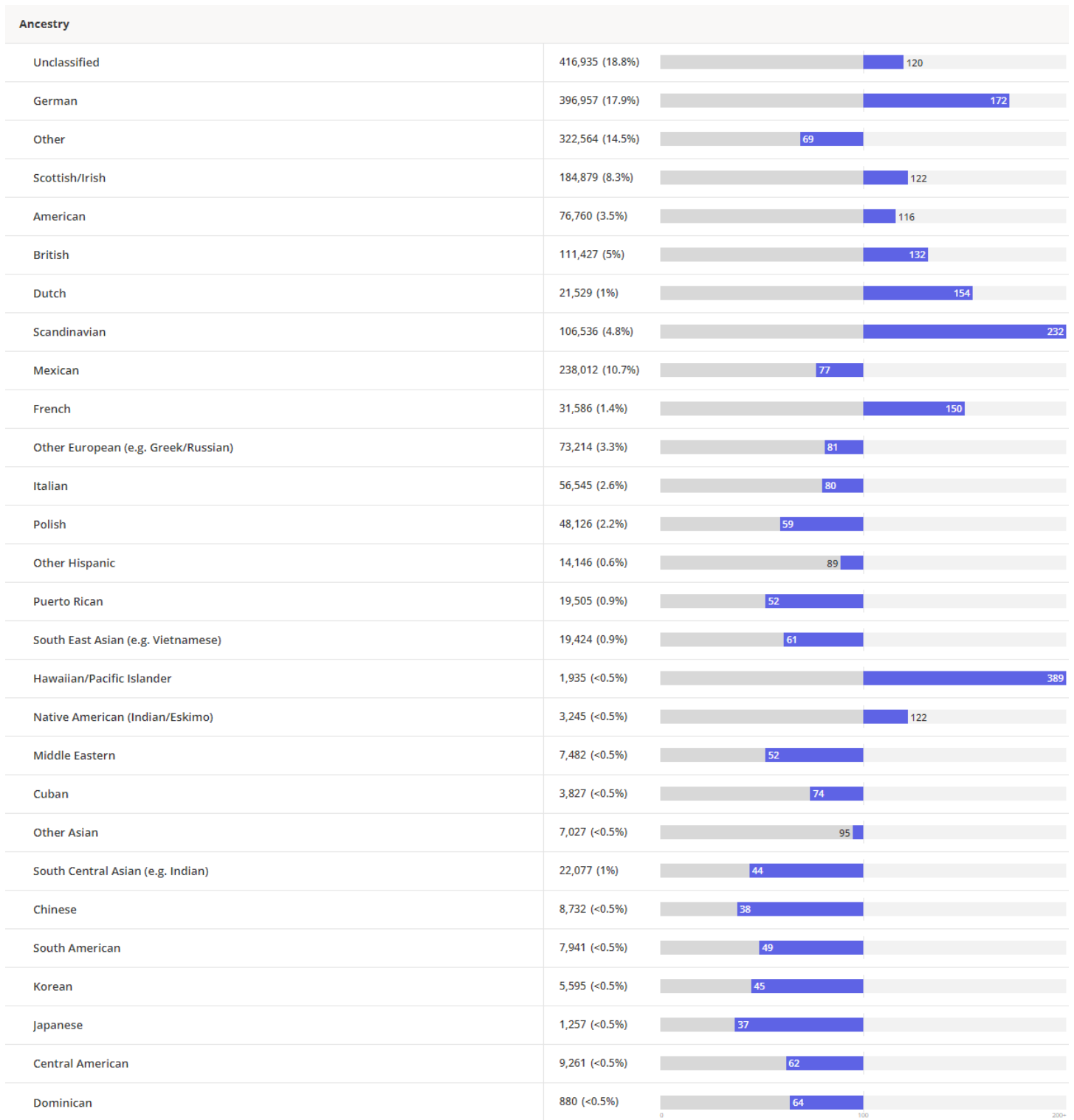* Biggest percentage of visitors

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).
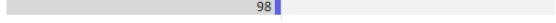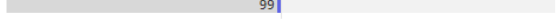
Overview		
Population	2.2M	
Households	885,010	
Persons per Household	2.44	97
Household Median Income	$70,310.79	89
Household Median Disposable Income	$59,687.46	90
Household Median Discretionary Income	$43,872.65	91
Average Income Per Person	$37,226.9	86
Median Rent	$956.24	79
Median House Value	$233,143.64	79
Households in Poverty	107,630 (12.2%)	102
Household Median Wealth	$79,111.38	96
Average Age	40.25	99
Median Age	38.35	96
Households with Children	238,766 (27%)	101
High School Graduate or Higher	1.4M (91.4%)	101
Bachelor's Degree or Higher	463,604 (31%)	84
Pop density (per sq mi)	422	
Area (based on blockgroups)	5,252	

Population

Population 2023 Q4	2.2M
Population 2023 Q3	2.2M
Population 2023 Q2	2.2M
Population 2023 Q1	2.2M
Population 2022 Q4	2.2M
Population 2022 Q3	2.2M
Population 2022 Q2	2.2M
Population 2022 Q1	2.2M
Population 2021 Q4	2.2M
Population 5 Years Forecast	2.3M
Population 10 Years Forecast	2.3M
Persons per Household	2.44	97
Group Quarters	55,667 (2.5%)	119
Transient Population - Average Last 4 Quarters	23,785 (1.1%)	93

Households

Households 2023 Q4	885,010
Households 2023 Q3	884,921
Households 2023 Q2	883,330
Households 2023 Q1	883,888
Households 2022 Q4	884,222
Households 2022 Q3	883,772
Households 2022 Q2	883,616
Households 2022 Q1	884,151
Households 2021 Q4	884,454
Households 5 Years Forecast	901,145
Households 10 Years Forecast	919,627

Gender

Male	1.1M (49.3%)		101
Female	1.1M (50.7%)	99	
		0 100 200+	

Ethnicity

White	1.6M (73.3%)		124
Black	143,428 (6.5%)	47	
Other	91,528 (4.1%)		120
Hispanic (Ethnic)	293,572 (13.2%)	74	
Asian	64,112 (2.9%)	50	
		0 100 200+	

Household by Ethnicity

White	697,157 (78.8%)		124
Black	46,235 (5.2%)	40	
Other	44,699 (5.1%)		102
Hispanic (Ethnic)	77,342 (8.7%)	64	
Asian	19,577 (2.2%)	46	
		0 100 200+	

Language Spoken

Speak English at Home	1.8M (86.5%)		113
Speak Spanish at Home	182,820 (8.7%)	64	
Speak Other Language at Home	101,449 (4.8%)	49	
		0 100 200+	

Ancestry

Ancestry	Count (%)	Index
Unclassified	416,935 (18.8%)	120
German	396,957 (17.9%)	172
Other	322,564 (14.5%)	69
Scottish/Irish	184,879 (8.3%)	122
American	76,760 (3.5%)	116
British	111,427 (5%)	132
Dutch	21,529 (1%)	154
Scandinavian	106,536 (4.8%)	232
Mexican	238,012 (10.7%)	77
French	31,586 (1.4%)	150
Other European (e.g. Greek/Russian)	73,214 (3.3%)	81
Italian	56,545 (2.6%)	80
Polish	48,126 (2.2%)	59
Other Hispanic	14,146 (0.6%)	89
Puerto Rican	19,505 (0.9%)	52
South East Asian (e.g. Vietnamese)	19,424 (0.9%)	61
Hawaiian/Pacific Islander	1,935 (<0.5%)	389
Native American (Indian/Eskimo)	3,245 (<0.5%)	122
Middle Eastern	7,482 (<0.5%)	52
Cuban	3,827 (<0.5%)	74
Other Asian	7,027 (<0.5%)	95
South Central Asian (e.g. Indian)	22,077 (1%)	44
Chinese	8,732 (<0.5%)	38
South American	7,941 (<0.5%)	49
Korean	5,595 (<0.5%)	45
Japanese	1,257 (<0.5%)	37
Central American	9,261 (<0.5%)	62
Dominican	880 (<0.5%)	64

Households Income

Household Average Income	$91,951.6	84
Average Income Per Person	$37,226.9	86
Household Median Income	$70,310.79	89
<$15K	73,661 (8.3%)	100
$15K - $25K	65,352 (7.4%)	112
$25K - $35K	70,557 (8%)	114
$35K - $50K	104,415 (11.8%)	117
$50K - $75K	153,365 (17.3%)	111
$75K - $100K	121,664 (13.7%)	105
$100K - $150K	158,165 (17.9%)	100
$150K - $175K	48,041 (5.4%)	86
$175K - $200K	48,072 (5.4%)	76
$200K - $250K	23,407 (2.6%)	59
$250K - $500K	9,940 (1.1%)	58
>$500K	8,371 (0.9%)	59

Disposable Households Income

Household Average Disposable Income	$71,308.61	89
Household Median Disposable Income	$59,687.46	90
<$15K	83,554 (9.4%)	99
$15K - $25K	80,773 (9.1%)	111
$25K - $35K	80,636 (9.1%)	122
$35K - $50K	126,234 (14.3%)	112
$50K - $75K	169,114 (19.1%)	109
$75K - $100K	131,834 (14.9%)	106
$100K - $150K	142,037 (16%)	90
$150K - $175K	37,898 (4.3%)	70
$175K - $200K	9,088 (1%)	58
$200K - $250K	9,511 (1.1%)	58
$250K - $500K	13,173 (1.5%)	59
>$500K	1,158 (<0.5%)	59

Age		
Average Age	40.25	99
Median Age	38.35	96
0-4	118,737 (5.4%)	103
5-13	242,283 (10.9%)	105
14-17	122,687 (5.5%)	105
18-21	132,435 (6%)	110
22-24	104,037 (4.7%)	114
25-29	131,275 (5.9%)	96
30-34	139,670 (6.3%)	94
35-39	140,480 (6.3%)	95
40-44	137,822 (6.2%)	96
45-49	131,701 (5.9%)	96
50-54	130,621 (5.9%)	96
55-59	136,245 (6.1%)	97
60-64	140,238 (6.3%)	98
65-69	130,341 (5.9%)	99
70-74	104,650 (4.7%)	100
75-79	76,827 (3.5%)	100
80-84	49,908 (2.3%)	101
85+	47,447 (2.1%)	100

Education (Age 25+)

Total Educated Population	1.5M	
Elementary (0 to 8 Years)	48,548 (3.2%)	72
Some High School (9 to 11 Years)	79,558 (5.3%)	100
High School Graduate (12 Years)	424,057 (28.3%)	112
Some College (13 to 16 Years)	324,943 (21.7%)	110
Associates Degree Only	156,515 (10.5%)	126
Bachelor's Degree Only	295,653 (19.7%)	90
Graduate Degree	167,951 (11.2%)	76

Wealth per Household

Household Average Wealth	$237,550.76	97
Household Median Wealth	$79,111.38	96
<$0K	154,642 (17.5%)	101
$0K - $5K	76,567 (8.7%)	102
$5K - $10K	40,834 (4.6%)	102
$10K - $25K	56,841 (6.4%)	102
$25K - $50K	60,533 (6.8%)	101
$50K - $100K	91,179 (10.3%)	101
$100K - $250K	160,425 (18.1%)	100
$250K - $500K	115,887 (13.1%)	99
>$500K	128,102 (14.5%)	96

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		
Housing	$116.65 (26.3%)	99
Transportation	$107.46 (24.3%)	91
Food	$80.15 (18.1%)	95
Healthcare	$45.8 (10.3%)	91
Entertainment	$25.35 (5.7%)	97
Cash Contributions	$21.39 (4.8%)	93
Apparel and Services	$14.01 (3.2%)	94
Personal Care Products and Services	$7.6 (1.7%)	94
Education	$7.14 (1.6%)	91
Miscellaneous	$5.78 (1.3%)	94
Personal Insurance	$4.19 (0.9%)	92
Tobacco Products and Smoking Supplies	$3.21 (0.7%)	97
Alcoholic Beverages	$3.36 (0.8%)	93
Reading	$0.73 (<0.5%)	95
Food		
At home	$50.65 (11.4%)	95
Away from home	$29.5 (6.7%)	93
Alcoholic Beverages		
At home	$2.61 (0.6%)	94
Away from home	$0.76 (<0.5%)	91

Housing

Utilities, fuels, and public services	$46.03 (10.4%)	109
Shelter	$28.99 (6.5%)	93
Household furnishings and equipment	$19.47 (4.4%)	93
Household operations	$15.04 (3.4%)	93
Housekeeping supplies	$7.12 (1.6%)	95

Apparel and Services

Women and girls	$5.46 (1.2%)	94
Footwear	$3.06 (0.7%)	94
Men and boys	$3.07 (0.7%)	93
Other apparel products and services	$2.04 (<0.5%)	92
Children (Age < 2)	$0.38 (<0.5%)	97

Transportation

Vehicle purchases (net outlay)	$39.62 (8.9%)	90
Other vehicle expenses	$33.35 (7.5%)	91
Gasoline and motor oil	$27.85 (6.3%)	92
Public transportation	$6.64 (1.5%)	91

Healthcare

Health insurance	$33.61 (7.6%)	91
Medical services	$7.26 (1.6%)	90
Drugs	$3.49 (0.8%)	94
Medical supplies	$1.44 (<0.5%)	92

Entertainment

Television, radios, sound equipment	$9.56 (2.2%)	107
Pets, toys and playground equipment	$7.62 (1.7%)	94
Fees and admissions	$6.23 (1.4%)	90
Other entertainment supplies, equipment, and services	$1.95 (<0.5%)	91

Education

College tuition	$5.49 (1.2%)	92
Elementary and high school tuition	$1.13 (<0.5%)	84
Other school expenses including rentals	$0.23 (<0.5%)	93
Test preparation, tutoring services	$0.17 (<0.5%)	88
Other schools tuition	$0.12 (<0.5%)	92

Cash Contributions

Other cash gifts	$7.31 (1.6%)	96
Cash contributions to church, religious organizations	$7.03 (1.6%)	93
Cash contributions to charities and other organizations	$4.09 (0.9%)	91
Child support expenditures	$1.04 (<0.5%)	93
Support for college students	$0.85 (<0.5%)	91
Cash contributions to educational institutions	$0.85 (<0.5%)	79
Cash contributions to political organizations	$0.22 (<0.5%)	92

Tobacco Products and Smoking Supplies

Cigarettes	$2.55 (0.6%)	97
Other tobacco products	$0.63 (<0.5%)	97
Smoking accessories	$0.03 (<0.5%)	95

Miscellaneous

Legal fees	$1.36 (<0.5%)	91
Accounting fees	$0.96 (<0.5%)	92
Funeral expenses	$0.68 (<0.5%)	99
Shopping club membership fees	$0.58 (<0.5%)	95
Lotteries and parimutuel losses	$0.55 (<0.5%)	96
Expenses for other properties	$0.51 (<0.5%)	93
Occupational expenses	$0.48 (<0.5%)	92
Checking accounts, other bank service charges	$0.27 (<0.5%)	97
Cemetery lots, vaults, maintenance fees	$0.13 (<0.5%)	95
Credit card memberships	$0.11 (<0.5%)	89
Online Entertainment and games	$0.08 (<0.5%)	96
Safe deposit box rental	$0.04 (<0.5%)	95
Miscellaneous personal services	$0.03 (<0.5%)	91
Dating Services	$0.01 (<0.5%)	94

Personal Care Products and Services

Personal care products	$4 (0.9%)	95
Personal care services	$3.6 (0.8%)	93

Personal Insurance

Life, endowment, annuity, other personal insurance	$3.89 (0.9%)	92
Other non health insurance	$0.31 (<0.5%)	93

Reading

Magazine/Newspaper subscriptions	$0.36 (<0.5%)	95
Books not through book clubs	$0.33 (<0.5%)	94
Magazines/Newspapers, non-subscription	$0.05 (<0.5%)	96

APPENDIX A

FREQUENTLY ASKED QUESTIONS

Cobalt CommunityResearch

FAQ

Q: How do organizations use this information?

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

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

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

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

Q: How are the data collected?

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

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

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

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

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

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

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

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

Q: Does the data include people just driving by?

A: The default for the data is to count only people that spent at least 10 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