Cobalt
Community
Research

UMRCC POOL 26
MISSOURI DEPARTMENT OF
CONSERVATION

2025 VISITOR 360

FOUNDATIONAL REPORT

Compiled January 2025

COBALT'S NONPROFIT COALITION RESOURCES

Strengthening Planning Through Quality, Affordable Research

Visitor360 SM Mobile Data Profiling

Community360 SM Annual Metrics Report

Parks and Recreation Citizen Engagement Program SM

Business Engagement and Priority Assessment SM

Citizen Engagement and Priority Assessment SM

Employee Engagement and Priority Assessment SM

Bond/Millage Planning Survey

Focus Groups/Citizen Work Groups

Budget Priority Assessment

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

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

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

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

INTRODUCTION

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.

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: 2.5M | Unique individuals visiting: 471.5K | Average visits per individual: 5.3 |

Visits Trend

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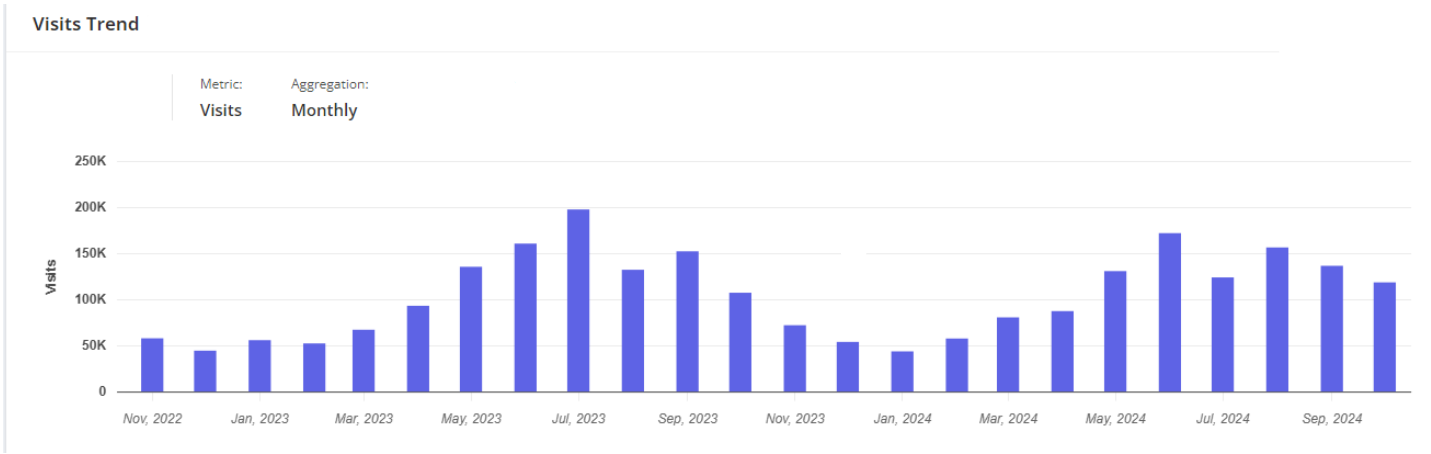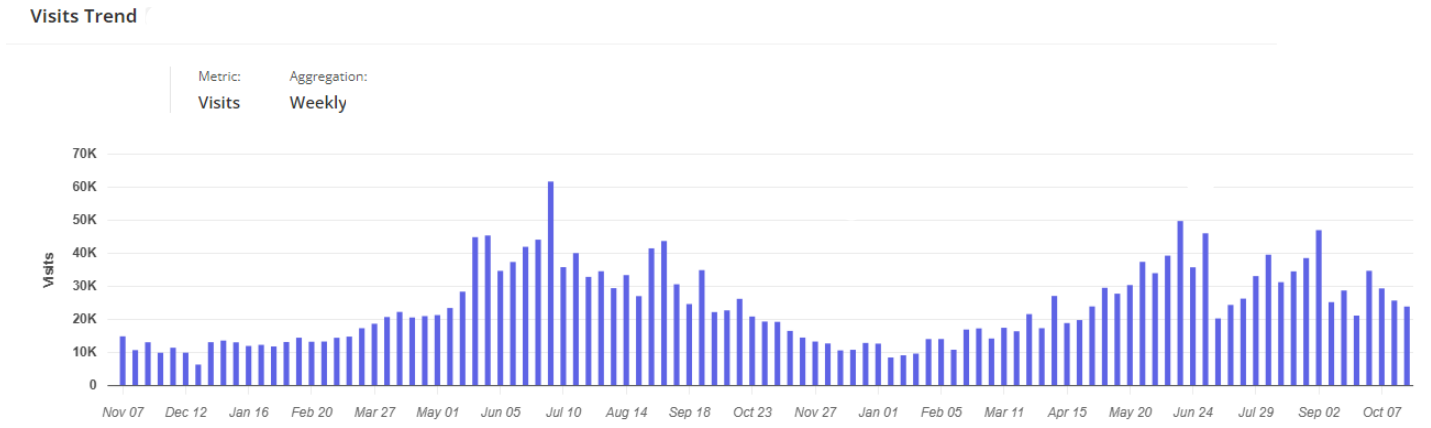
Visitor Journey
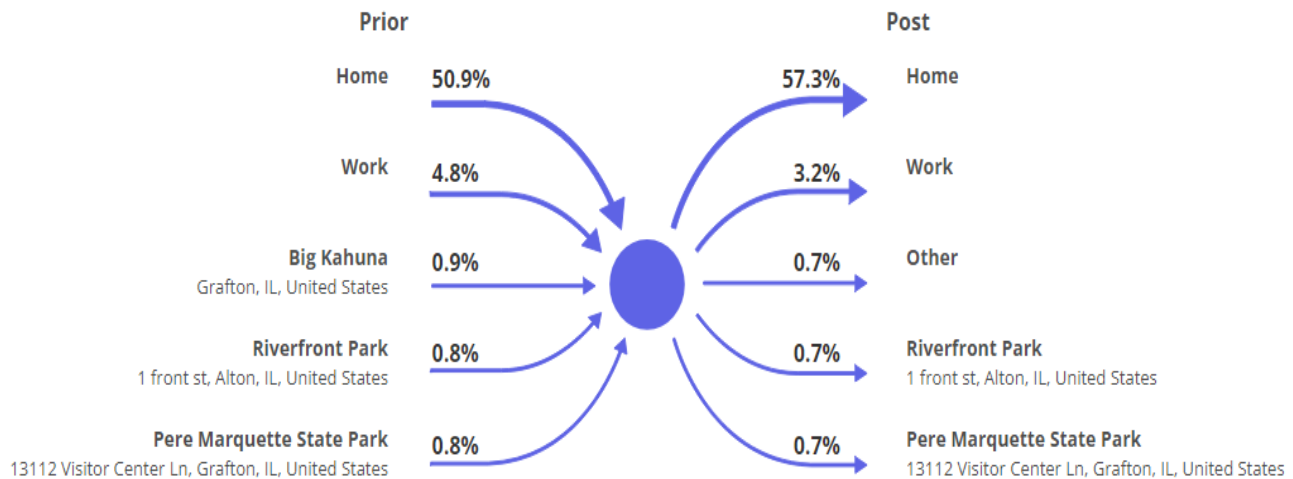
The graph above shows the percentage of people who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

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	Big Kahuna / Grafton, IL	0.9%	1	Riverfront Park / front st, Alton, IL	0.7%
2	Riverfront Park / front st, Alton, IL	0.8%	2	Pere Marquette State Park / Visitor Center Ln, Grafton, IL	0.7%
3	Pere Marquette State Park / Visitor Center Ln, Grafton, IL	0.8%	3	Lincoln Douglas Square / MARKET St, Alton, IL	<0.5%
4	Froge's Bar and Grill / Highway J, Portage Des Sioux, MO	<0.5%	4	Big Kahuna / Grafton, IL	<0.5%
5	Cedar Hill Resort / Dogtown Hollow Rd, Brussels, IL	<0.5%	5	Bobby G's / W Main St, Grafton, IL	<0.5%
6	DCYC-Duck Club Yacht Club / State Highway V St., Portage De...	<0.5%	6	Calhoun Ferry Company / Golden Eagle Ferry Rd, Golden Eag...	<0.5%
7	Hawg Pit / W Main St, Grafton, IL	<0.5%	7	Froge's Bar and Grill / Highway J, Portage Des Sioux, MO	<0.5%
8	The Cabana at the La Rosa / Riverview, Portage Des Sioux, MO	<0.5%	8	McDonald's / E Broadway, Alton, IL	<0.5%
9	Horseshoe St. Louis / N 2nd St, St. Louis, MO	<0.5%	9	Walmart / Godfrey Rd, Godfrey, IL	<0.5%
10	Harbor Point Yacht Club / Jamie Circle, West Alton, MO	<0.5%	10	Ameristar Casino Resort Spa St. Charles / South Main St, St ...	<0.5%

Routes

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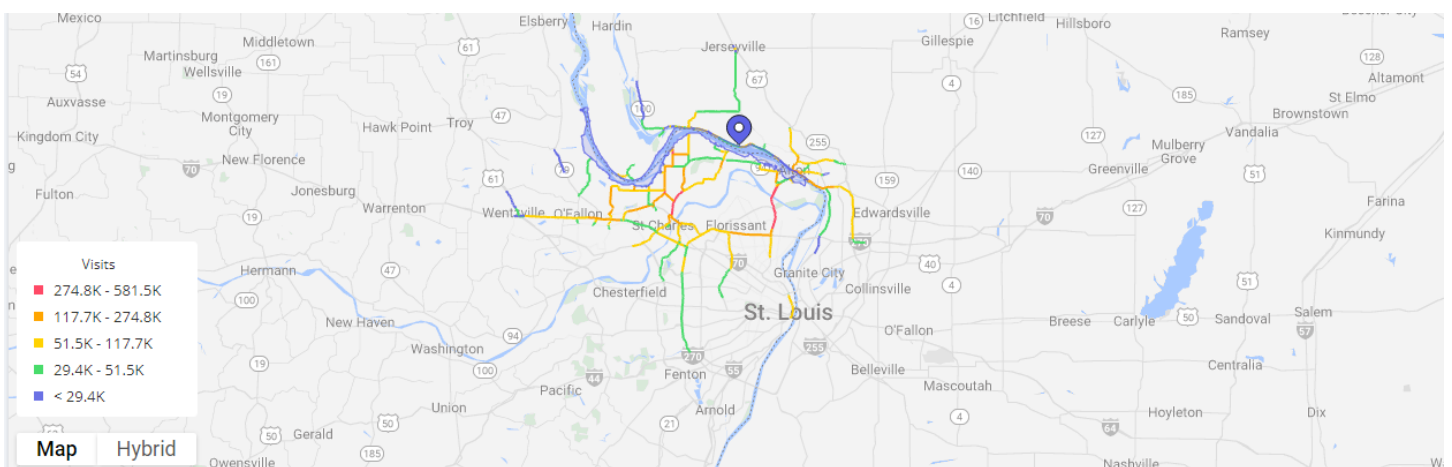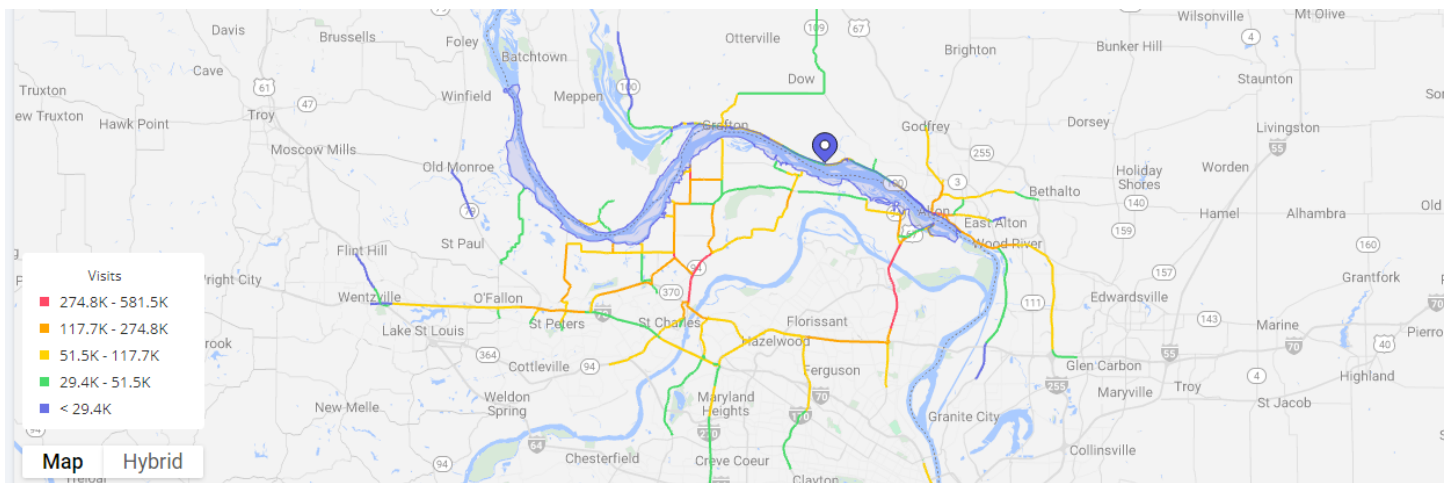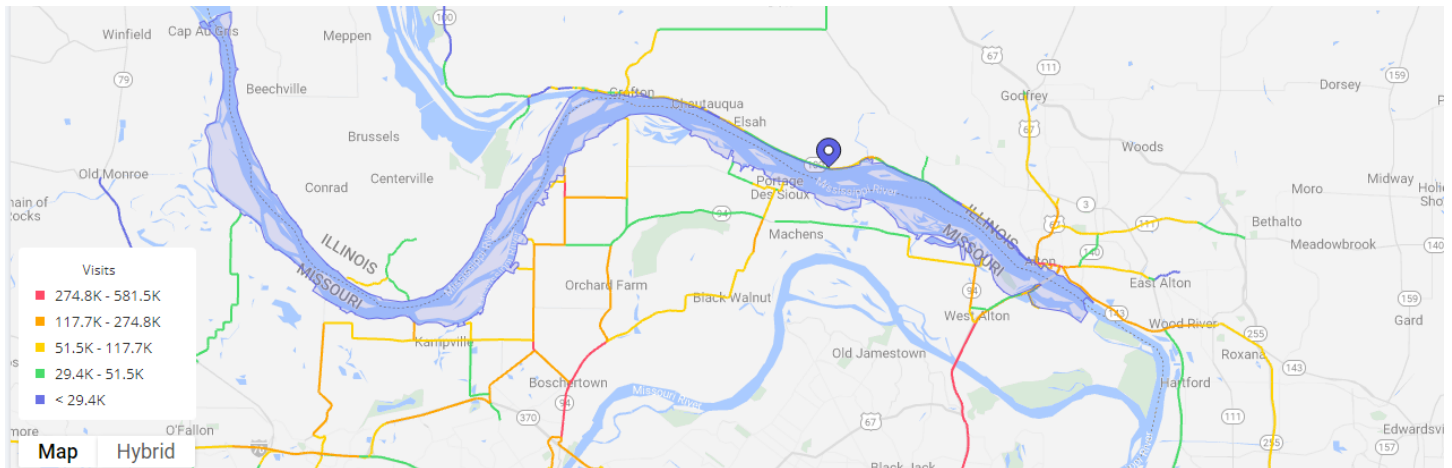
Distance

The maps below show distance people traveled from home location.
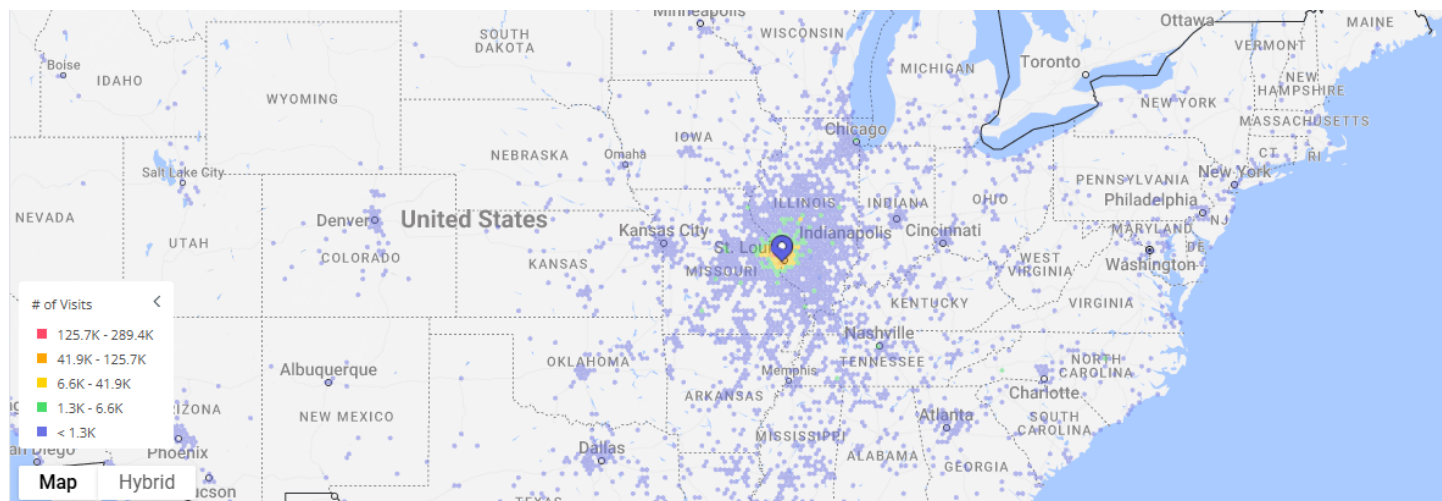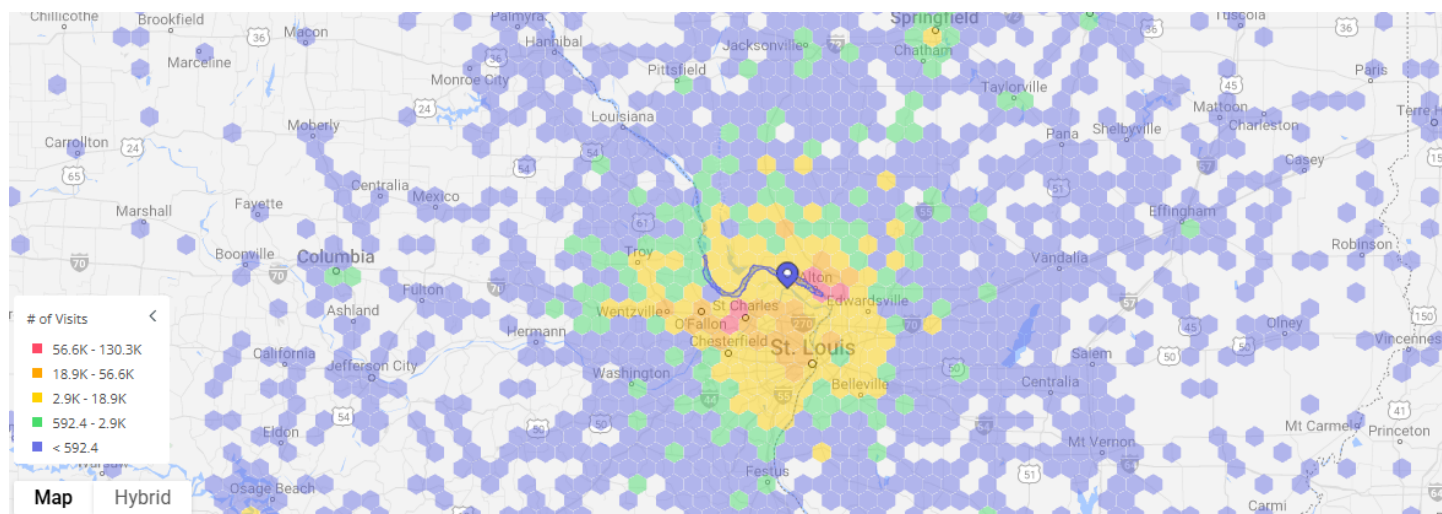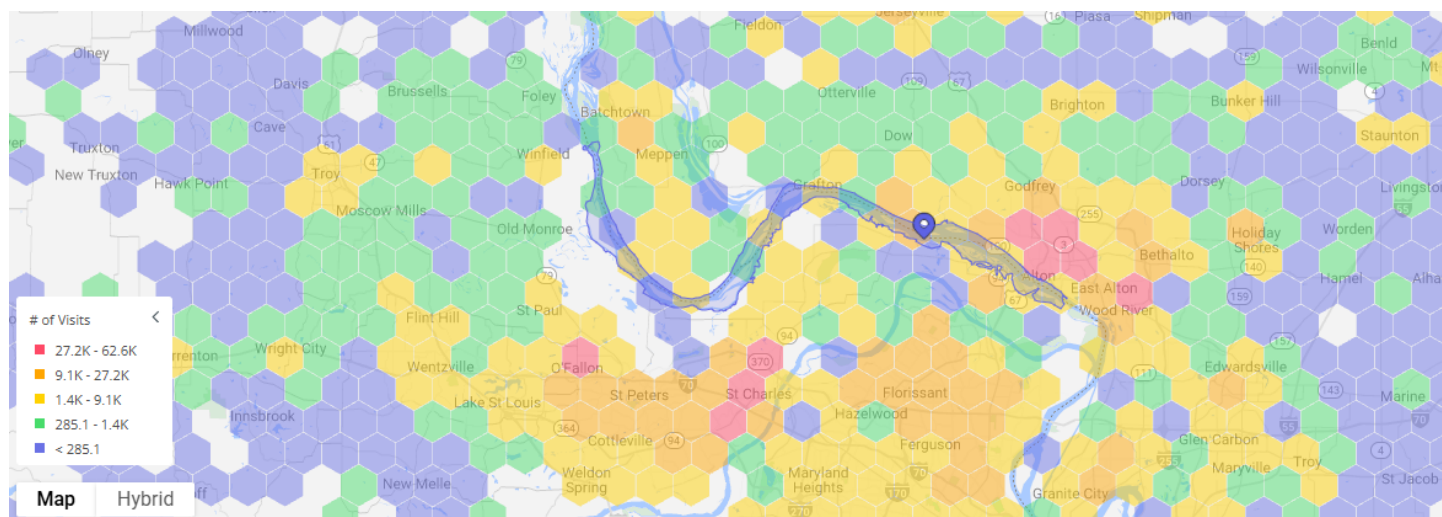
The table below shows the top 25 ZIP Codes that are home to these individuals.

Zipcode	City	State	Percentage	Visits
62002	Alton	IL	8.133	203091
63301	Saint Charles	MO	6.349	158545
63376	Saint Peters	MO	3.96	98892
62035	Godfrey	IL	3.598	89851
63303	Saint Charles	MO	3.173	79242
63366	O Fallon	MO	3.151	78676
63033	Florissant	MO	2.323	58016
62052	Jerseyville	IL	2.173	54250
62040	Granite City	IL	1.924	48035
62024	East Alton	IL	1.891	47221
63031	Florissant	MO	1.815	45332
62025	Edwardsville	IL	1.777	44383
63304	Saint Charles	MO	1.516	37866
63136	Saint Louis	MO	1.505	37576
62010	Bethalto	IL	1.344	33564
63385	Flinthill	MO	1.196	29862
63373	Portage des Sioux	MO	1.186	29603
62095	Wood River	IL	1.185	29603
63034	Florissant	MO	0.924	23072
63368	O Fallon	MO	0.903	22541
62036	Golden Eagle	IL	0.896	22368
62012	Brighton	IL	0.875	21860
62006	Batchtown	IL	0.875	21842
63138	Saint Louis	MO	0.836	20866

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

Daily Visits
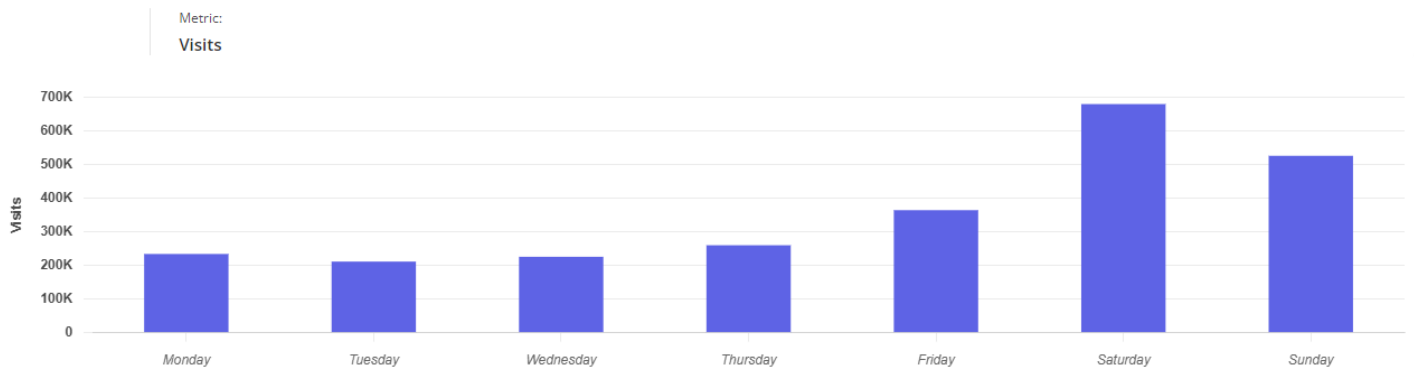
Study Area Heat Map

The map below shows concentration of individual locations within the study area:
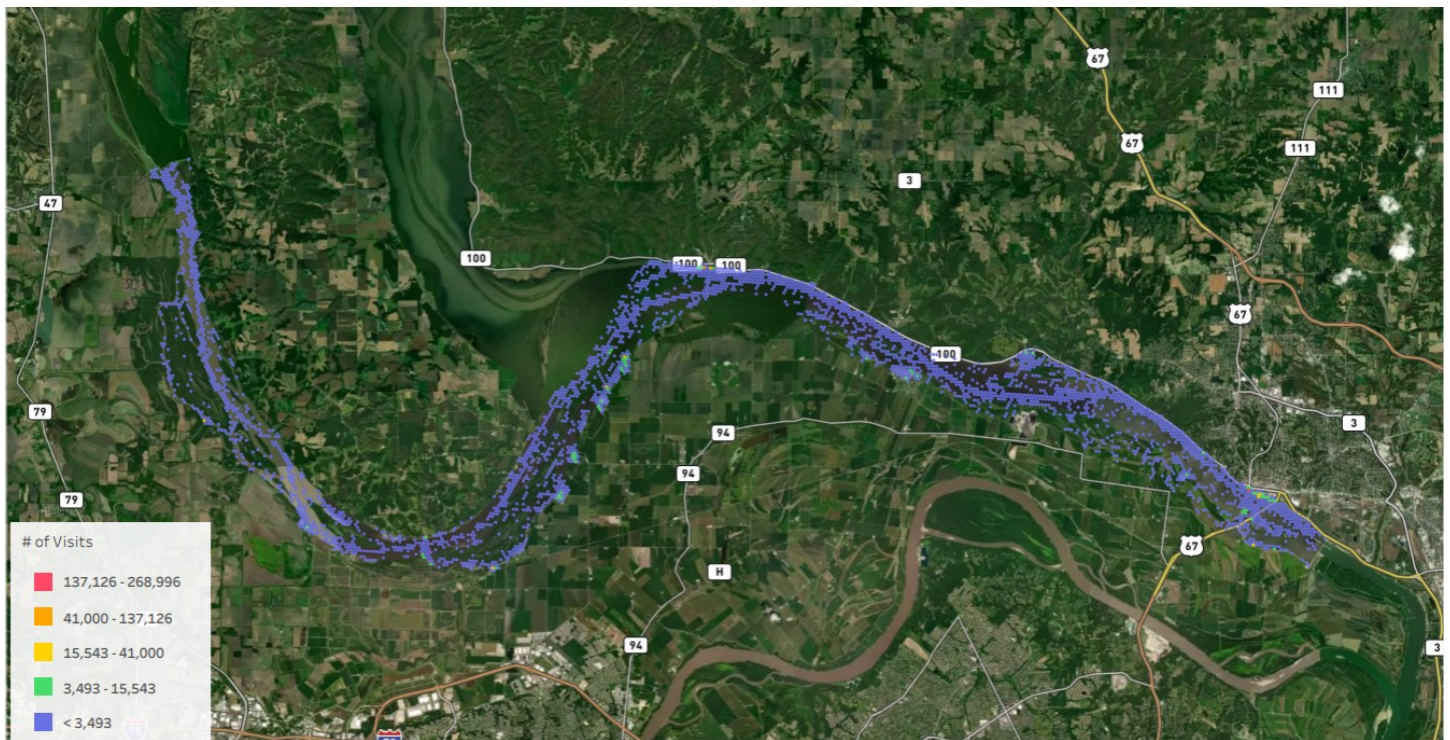
# of Visits
- 137,126 - 268,996
- 41,000 - 137,126
- 15,543 - 41,000
- 3,493 - 15,543
- < 3,493

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
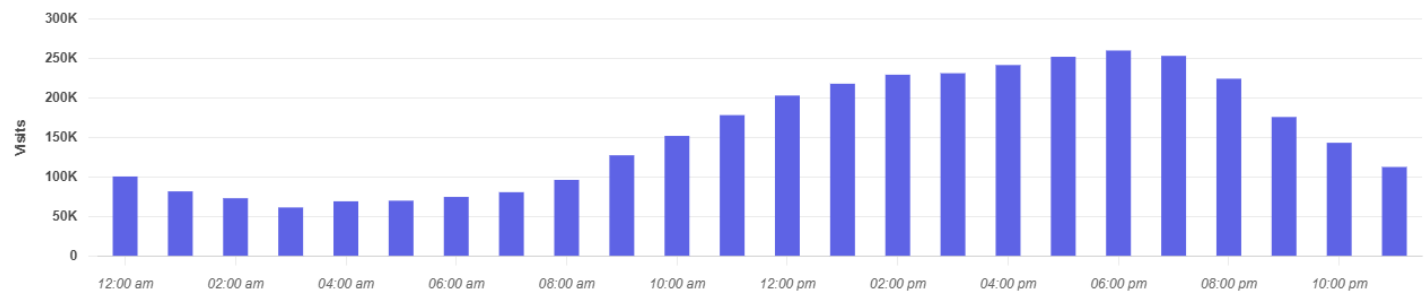
How long visits lasted

Week days (Monday, Tuesday, Wednesday, Thursday)

Visit Duration
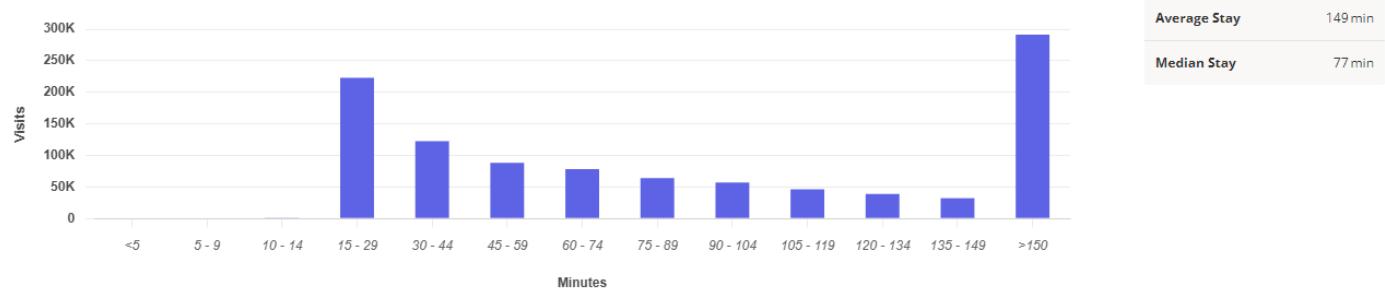
| Average Stay | 149 min |
| Median Stay | 77 min |

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
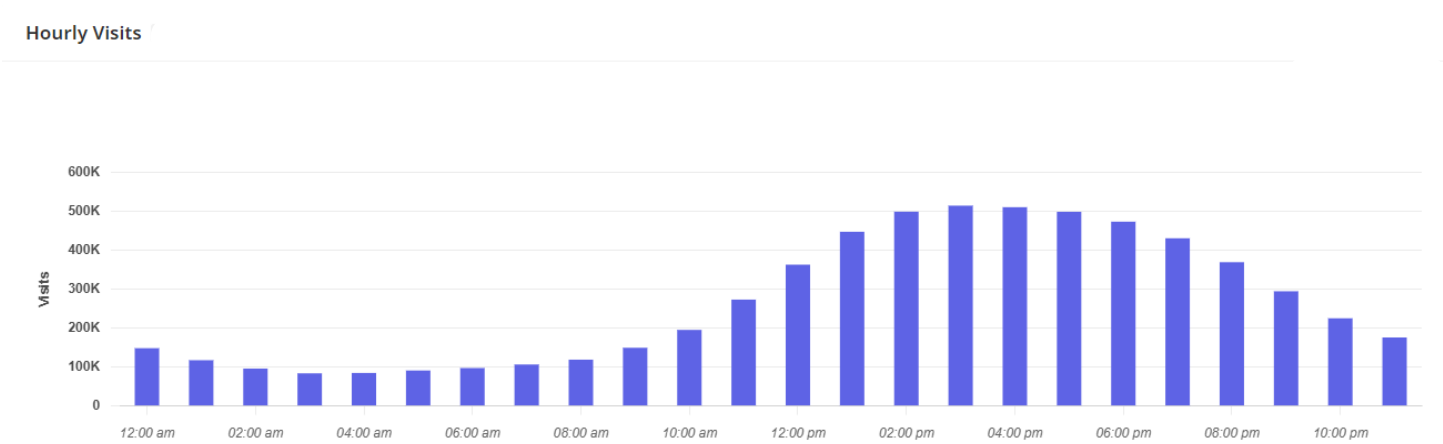
How long visits lasted

Weekend days (Friday, Saturday, and Sunday)

Visit Duration

| Average Stay | 152 min |
| Median Stay | 86 min |
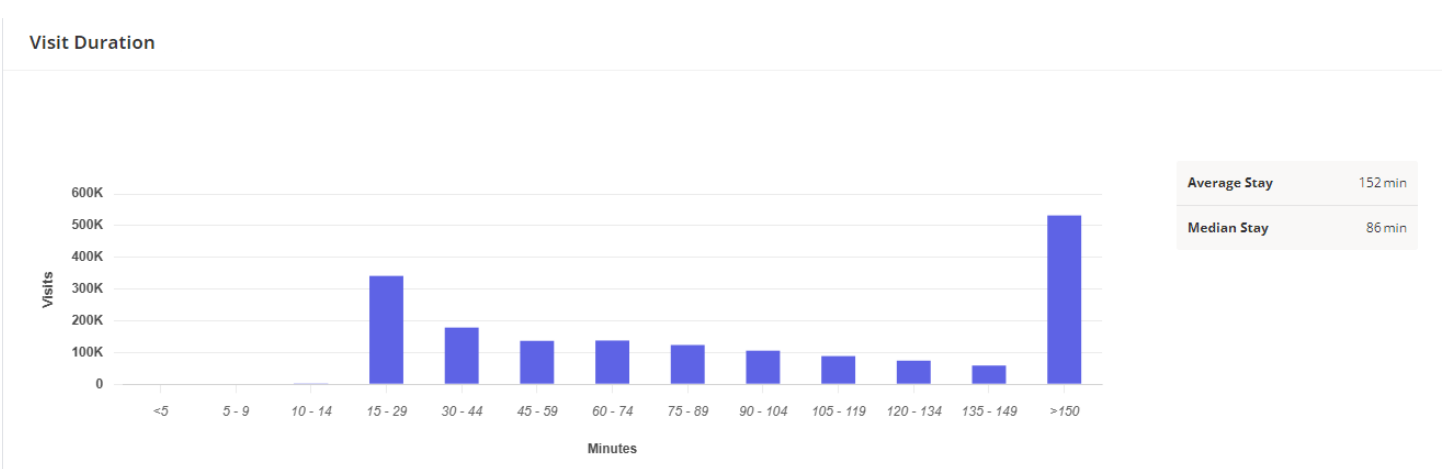
How frequently people returned to the study area during the study period.

Loyal Vs. Casual

Show: **Visits**   Min. Visits: **2**
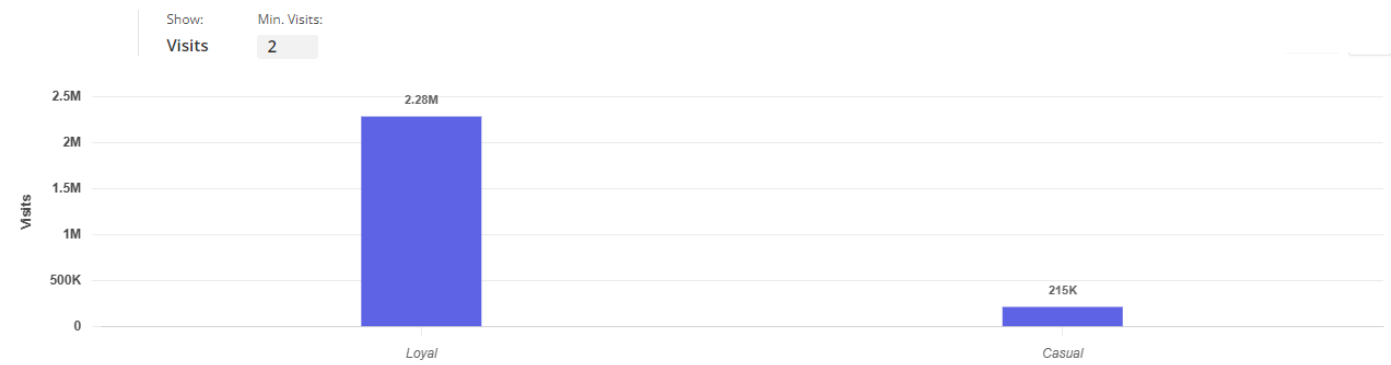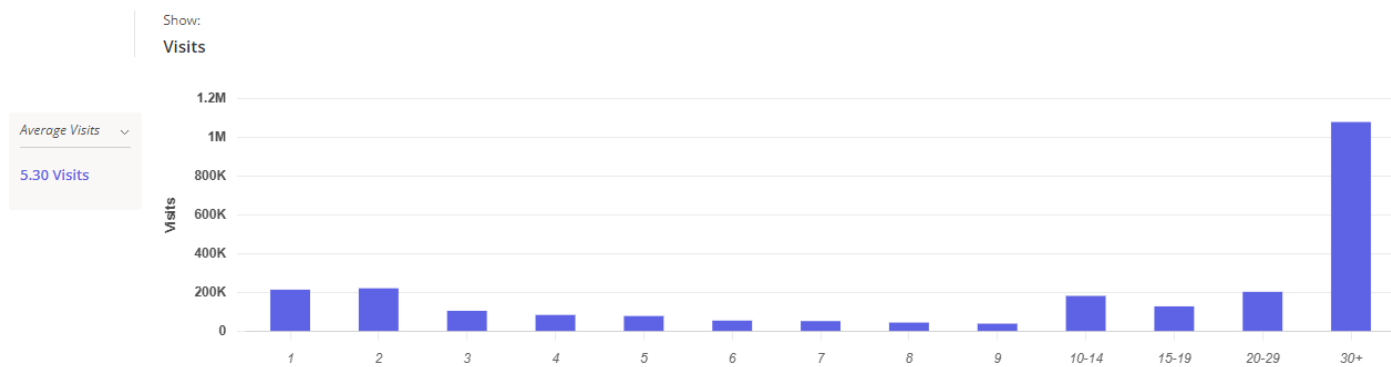
How far people traveled to reach the study area during the study period.

Trade Area Coverage by Distance
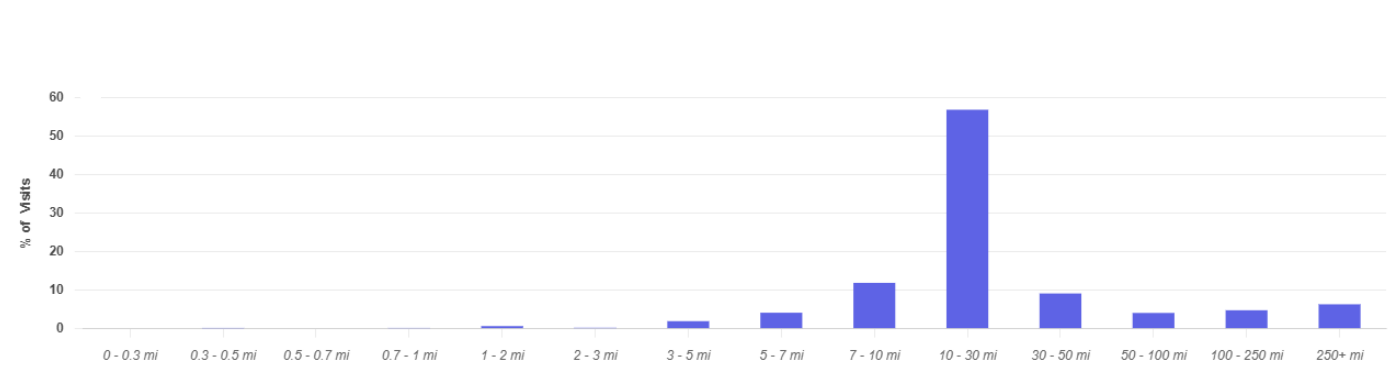
PART 2:

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

Group	Households (%)	Index
J - Autumn Years	218,753 (8.7%)	105
* D - Suburban Style	270,606 (10.8%)	109
* C - Booming with Confidence	274,331 (10.9%)	126
* A - Power Elite	330,753 (13.2%)	129
B - Flourishing Families	205,476 (8.2%)	116
I - Family Union	117,169 (4.7%)	48
M - Families in Motion	66,698 (2.7%)	82
E - Thriving Boomers	151,554 (6%)	112
Q - Golden Year Guardians	123,022 (4.9%)	92
O - Singles and Starters	175,299 (7%)	129
F - Promising Families	108,406 (4.3%)	165
S - Thrifty Habits	119,247 (4.8%)	182
N - Pastoral Pride	68,165 (2.7%)	155
G - Young City Solos	58,173 (2.3%)	90
L - Blue Sky Boomers	60,953 (2.4%)	101
R - Aspirational Fusion	56,456 (2.2%)	166
H - Bourgeois Melting Pot	34,580 (1.4%)	26
K - Significant Singles	44,528 (1.8%)	44
P - Cultural Connections	26,134 (1%)	25

You can find details on each group at cobaltcommuni-tyresearch.org/mosaic

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

* Biggest percentage of visitors

By Households

* J - Autumn Years	102,369 (9.7%)	105
* C - Booming with Confidence	114,775 (10.9%)	127
D - Suburban Style	99,427 (9.4%)	114
* A - Power Elite	119,510 (11.3%)	117
Q - Golden Year Guardians	63,464 (6%)	90
E - Thriving Boomers	71,283 (6.8%)	113
O - Singles and Starters	86,542 (8.2%)	133
B - Flourishing Families	67,613 (6.4%)	118
I - Family Union	40,904 (3.9%)	53
M - Families in Motion	20,665 (2%)	80
S - Thrifty Habits	55,014 (5.2%)	167
F - Promising Families	42,236 (4%)	163
G - Young City Solos	33,531 (3.2%)	76
N - Pastoral Pride	26,958 (2.6%)	140
L - Blue Sky Boomers	30,506 (2.9%)	105
K - Significant Singles	23,396 (2.2%)	48
H - Bourgeois Melting Pot	16,916 (1.6%)	33
R - Aspirational Fusion	26,263 (2.5%)	154
P - Cultural Connections	12,007 (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	2.5M	
Households	1M	
Persons per Household	2.39	95
Household Median Income	$75,590.72	96
Household Median Disposable Income	$64,380.08	97
Household Median Discretionary Income	$48,419.57	100
Average Income Per Person	$42,861.75	99
Median Rent	$993.36	82
Median House Value	$268,389.38	91
Households in Poverty	112,810 (10.8%)	91
Household Median Wealth	$84,486.15	102
Average Age	40.92	100
Median Age	40.25	100
Households with Children	271,407 (26.1%)	98
High School Graduate or Higher	1.6M (93.3%)	103
Bachelor's Degree or Higher	678,910 (38.5%)	105
Pop density (per sq mi)	803	
Area (based on blockgroups)	3,164	

Population

Population 2023 Q4	2.5M
Population 2023 Q3	2.5M
Population 2023 Q2	2.5M
Population 2023 Q1	2.5M
Population 2022 Q4	2.5M
Population 2022 Q3	2.5M
Population 2022 Q2	2.5M
Population 2022 Q1	2.5M
Population 2021 Q4	2.5M
Population 5 Years Forecast	2.5M
Population 10 Years Forecast	2.6M
Persons per Household	2.39	95
Group Quarters	51,152 (2%)	95
Transient Population - Average Last 4 Quarters	32,611 (1.3%)	111

Households

Households 2023 Q4	1M
Households 2023 Q3	1M
Households 2023 Q2	1M
Households 2023 Q1	1M
Households 2022 Q4	1M
Households 2022 Q3	1M
Households 2022 Q2	1M
Households 2022 Q1	1M
Households 2021 Q4	1M
Households 5 Years Forecast	1M
Households 10 Years Forecast	1M

Gender

Male	1.2M (48.4%)	99
Female	1.3M (51.6%)	101

Ethnicity

White	1.8M (69.9%)	118
Black	471,291 (18.6%)	136
Other	123,020 (4.8%)	140
Hispanic (Ethnic)	92,633 (3.6%)	20
Asian	78,330 (3.1%)	53

Household by Ethnicity

White	759,951 (73%)	115
Black	186,148 (17.9%)	137
Other	44,949 (4.3%)	87
Hispanic (Ethnic)	24,627 (2.4%)	17
Asian	25,908 (2.5%)	52

Language Spoken

Speak English at Home	2.2M (93.1%)	122
Speak Other Language at Home	114,339 (4.8%)	49
Speak Spanish at Home	50,217 (2.1%)	15

Ancestry

Ancestry	Count (%)	Index
Unclassified	523,427 (20.6%)	132
Other	553,876 (21.8%)	103
German	468,236 (18.4%)	177
Scottish/Irish	229,741 (9%)	132
British	149,913 (5.9%)	155
American	124,537 (4.9%)	164
Italian	78,323 (3.1%)	97
Other European (e.g. Greek/Russian)	96,138 (3.8%)	93
French	45,770 (1.8%)	189
Mexican	56,401 (2.2%)	16
Polish	37,508 (1.5%)	40
Scandinavian	29,464 (1.2%)	56
Dutch	15,069 (0.6%)	94
South Central Asian (e.g. Indian)	28,948 (1.1%)	50
South East Asian (e.g. Vietnamese)	17,467 (0.7%)	48
South American	6,422 (<0.5%)	35
Puerto Rican	7,642 (<0.5%)	18
Chinese	17,288 (0.7%)	66
Other Hispanic	10,743 (<0.5%)	59
Korean	6,271 (<0.5%)	44
Middle Eastern	11,311 (<0.5%)	69
Other Asian	6,779 (<0.5%)	80
Central American	7,295 (<0.5%)	42
Native American (Indian/Eskimo)	4,319 (<0.5%)	142
Japanese	1,577 (<0.5%)	41
Cuban	3,184 (<0.5%)	54
Dominican	946 (<0.5%)	60
Hawaiian/Pacific Islander	863 (<0.5%)	151

0   100   200

Households Income

Household Average Income	$102,848.36	94
Average Income Per Person	$42,861.75	99
Household Median Income	$75,590.72	96
<$15K	81,852 (7.9%)	94
$15K - $25K	68,093 (6.5%)	99
$25K - $35K	75,309 (7.2%)	103
$35K - $50K	115,655 (11.1%)	110
$50K - $75K	176,080 (16.9%)	108
$75K - $100K	139,669 (13.4%)	103
$100K - $150K	183,567 (17.6%)	99
$150K - $175K	63,326 (6.1%)	97
$175K - $200K	70,893 (6.8%)	96
$200K - $250K	37,631 (3.6%)	80
$250K - $500K	16,044 (1.5%)	80
>$500K	13,464 (1.3%)	80

Disposable Households Income

Household Average Disposable Income	$77,200.27	97
Household Median Disposable Income	$64,380.08	97
<$15K	90,089 (8.6%)	90
$15K - $25K	84,315 (8.1%)	98
$25K - $35K	88,712 (8.5%)	114
$35K - $50K	140,882 (13.5%)	106
$50K - $75K	193,702 (18.6%)	106
$75K - $100K	149,466 (14.3%)	102
$100K - $150K	178,431 (17.1%)	96
$150K - $175K	62,715 (6%)	98
$175K - $200K	14,777 (1.4%)	80
$200K - $250K	15,422 (1.5%)	80
$250K - $500K	21,208 (2%)	80
>$500K	1,864 (<0.5%)	81

Age

Age	Value	Chart
Average Age	40.92	100
Median Age	40.25	100
0-4	139,924 (5.5%)	106
5-13	269,660 (10.6%)	102
14-17	131,839 (5.2%)	99
18-21	133,146 (5.2%)	97
22-24	99,195 (3.9%)	95
25-29	151,020 (5.9%)	97
30-34	165,921 (6.5%)	98
35-39	168,920 (6.7%)	100
40-44	163,527 (6.4%)	99
45-49	150,796 (5.9%)	96
50-54	148,884 (5.9%)	95
55-59	159,100 (6.3%)	99
60-64	171,959 (6.8%)	105
65-69	160,119 (6.3%)	106
70-74	126,411 (5%)	105
75-79	90,933 (3.6%)	104
80-84	57,411 (2.3%)	102
85+	50,693 (2%)	94

Education (Age 25+)

Total Educated Population	1.8M	
Elementary (0 to 8 Years)	34,485 (2%)	43
Some High School (9 to 11 Years)	84,277 (4.8%)	90
High School Graduate (12 Years)	433,561 (24.6%)	97
Some College (13 to 16 Years)	375,277 (21.3%)	107
Associates Degree Only	159,184 (9%)	108
Bachelor's Degree Only	402,278 (22.8%)	103
Graduate Degree	276,632 (15.7%)	107

Wealth per Household

Household Average Wealth	$245,959.09	101
Household Median Wealth	$84,486.15	102
<$0K	178,131 (17.1%)	99
$0K - $5K	86,257 (8.3%)	98
$5K - $10K	46,637 (4.5%)	99
$10K - $25K	65,588 (6.3%)	100
$25K - $50K	70,656 (6.8%)	100
$50K - $100K	106,595 (10.2%)	100
$100K - $250K	189,945 (18.2%)	101
$250K - $500K	139,496 (13.4%)	101
>$500K	158,278 (15.2%)	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		
Housing	$110.31 (25%)	94
Transportation	$110.36 (25%)	93
Food	$79.28 (17.9%)	94
Healthcare	$47.86 (10.8%)	95
Entertainment	$24.46 (5.5%)	94
Cash Contributions	$22.29 (5%)	97
Apparel and Services	$14.42 (3.3%)	96
Personal Care Products and Services	$7.8 (1.8%)	97
Education	$7.41 (1.7%)	94
Miscellaneous	$5.97 (1.4%)	97
Personal Insurance	$4.4 (1%)	96
Tobacco Products and Smoking Supplies	$3.21 (0.7%)	98
Alcoholic Beverages	$3.31 (0.7%)	92
Reading	$0.75 (<0.5%)	97
Food		
At home	$49.04 (11.1%)	92
Away from home	$30.25 (6.8%)	96
Alcoholic Beverages		
At home	$2.56 (0.6%)	92
Away from home	$0.75 (<0.5%)	91

Housing

Utilities, fuels, and public services	$37.07 (8.4%)	88
Shelter	$30.18 (6.8%)	97
Household furnishings and equipment	$20.18 (4.6%)	96
Household operations	$15.61 (3.5%)	96
Housekeeping supplies	$7.27 (1.6%)	97

Apparel and Services

Women and girls	$5.61 (1.3%)	97
Footwear	$3.14 (0.7%)	97
Men and boys	$3.16 (0.7%)	96
Other apparel products and services	$2.12 (<0.5%)	96
Children (Age < 2)	$0.38 (<0.5%)	97

Transportation

Vehicle purchases (net outlay)	$40.92 (9.3%)	93
Other vehicle expenses	$34.11 (7.7%)	94
Gasoline and motor oil	$28.35 (6.4%)	93
Public transportation	$6.98 (1.6%)	96

Healthcare

Health insurance	$35.14 (8%)	95
Medical services	$7.64 (1.7%)	94
Drugs	$3.58 (0.8%)	97
Medical supplies	$1.5 (<0.5%)	96

Entertainment

Television, radios, sound equipment	$7.96 (1.8%)	89
Pets, toys and playground equipment	$7.86 (1.8%)	97
Fees and admissions	$6.59 (1.5%)	95
Other entertainment supplies, equipment, and services	$2.04 (<0.5%)	96

Education

College tuition	$5.62 (1.3%)	94
Elementary and high school tuition	$1.25 (<0.5%)	93
Other school expenses including rentals	$0.24 (<0.5%)	96
Test preparation, tutoring services	$0.18 (<0.5%)	94
Other schools tuition	$0.13 (<0.5%)	96

0   100   200+

Cash Contributions

Other cash gifts	$7.4 (1.7%)	97
Cash contributions to church, religious organizations	$7.33 (1.7%)	97
Cash contributions to charities and other organizations	$4.35 (1%)	97
Child support expenditures	$1.08 (<0.5%)	96
Support for college students	$0.89 (<0.5%)	95
Cash contributions to educational institutions	$1 (<0.5%)	92
Cash contributions to political organizations	$0.24 (<0.5%)	97

0   100   200+

Tobacco Products and Smoking Supplies

Cigarettes	$2.55 (0.6%)	98
Other tobacco products	$0.63 (<0.5%)	97
Smoking accessories	$0.04 (<0.5%)	96

0   100   200+

Miscellaneous

Legal fees	$1.43 (<0.5%)	96
Accounting fees	$1.01 (<0.5%)	97
Funeral expenses	$0.68 (<0.5%)	99
Shopping club membership fees	$0.59 (<0.5%)	97
Lotteries and parimutuel losses	$0.55 (<0.5%)	97
Expenses for other properties	$0.53 (<0.5%)	97
Occupational expenses	$0.5 (<0.5%)	96
Checking accounts, other bank service charges	$0.27 (<0.5%)	97
Cemetery lots, vaults, maintenance fees	$0.13 (<0.5%)	96
Credit card memberships	$0.12 (<0.5%)	95
Online Entertainment and games	$0.08 (<0.5%)	96
Safe deposit box rental	$0.04 (<0.5%)	97
Miscellaneous personal services	$0.03 (<0.5%)	96
Dating Services	$0.01 (<0.5%)	96

Personal Care Products and Services

Personal care products	$4.09 (0.9%)	97
Personal care services	$3.71 (0.8%)	97

Personal Insurance

Life, endowment, annuity, other personal insurance	$4.08 (0.9%)	96
Other non health insurance	$0.32 (<0.5%)	97

Reading

Magazine/Newspaper subscriptions	$0.37 (<0.5%)	98
Books not through book clubs	$0.34 (<0.5%)	97
Magazines/Newspapers, non-subscription	$0.05 (<0.5%)	98

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 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

Cobalt Community Research

P.O. Box 416

Charlotte, MI 48813

Cobalt360.org

877.888.0209

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