Cobalt
Community
Research

UMRCC POOL 4

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.

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.
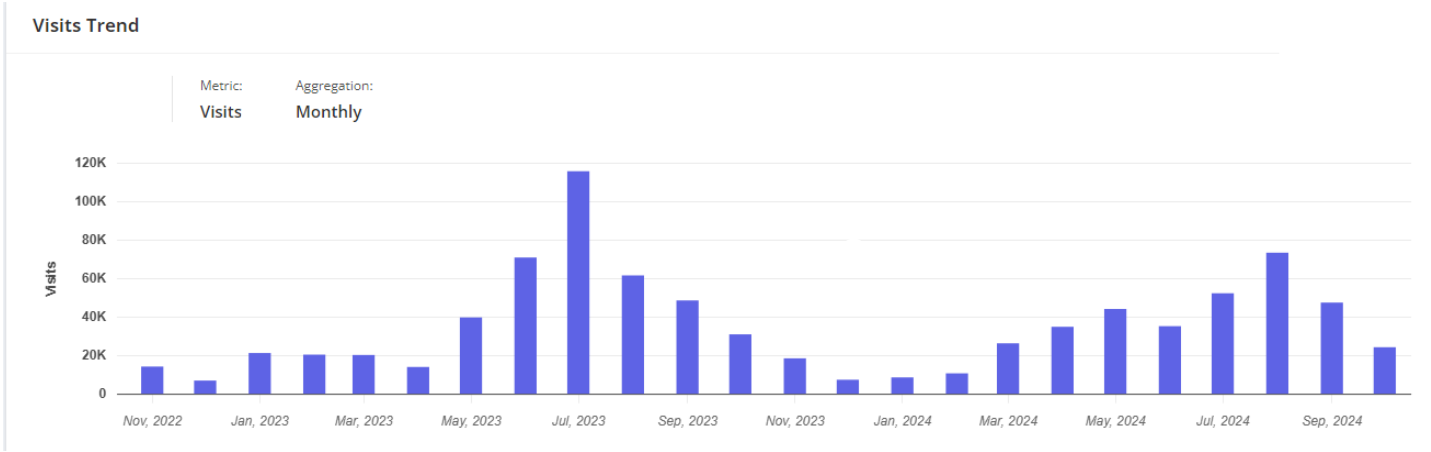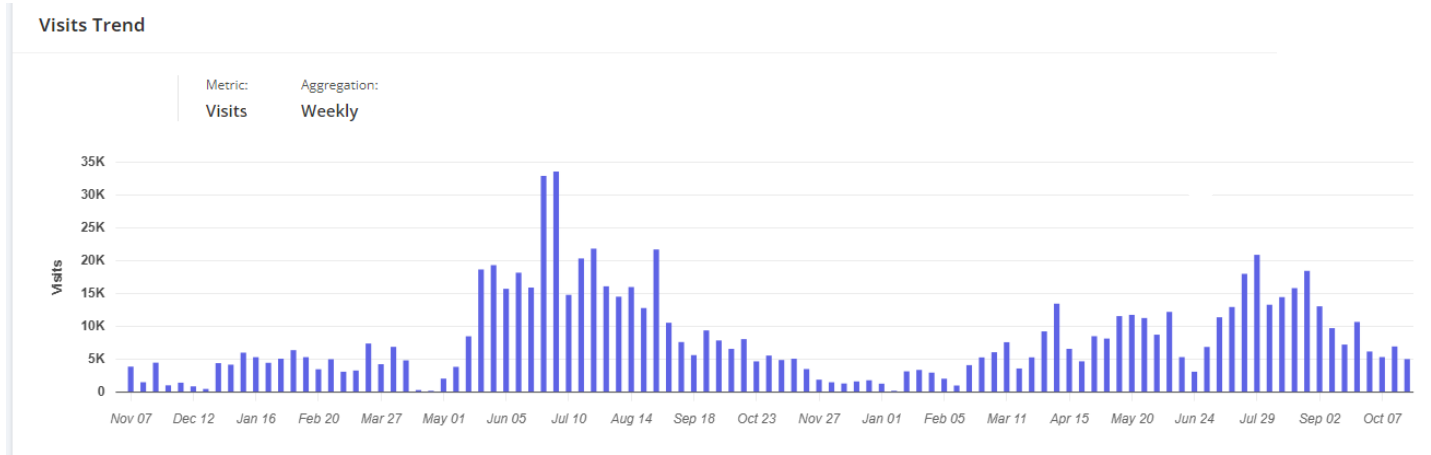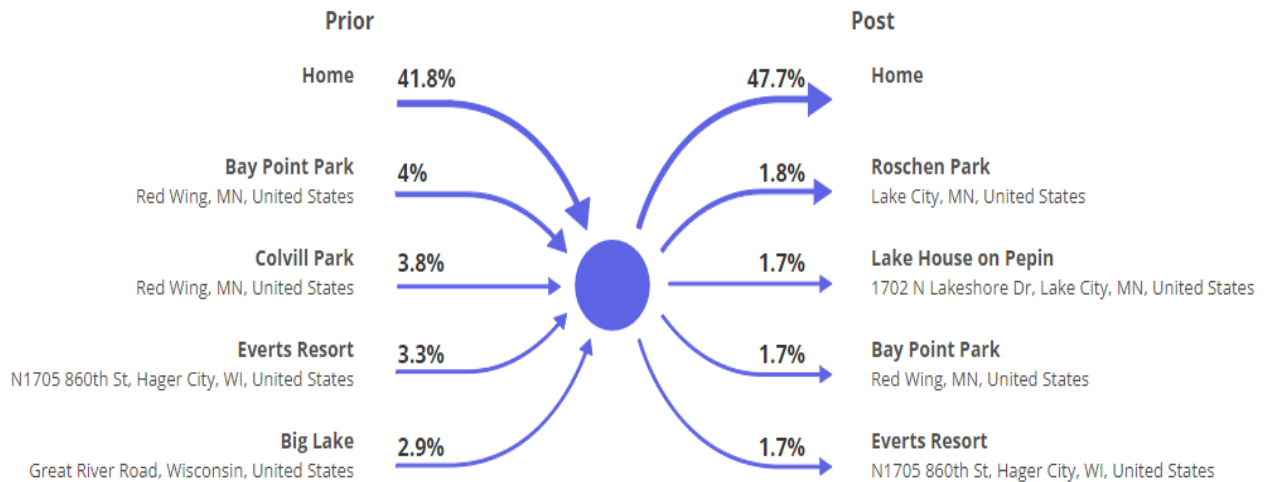
PART 1:

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: 850.7K   **Unique individuals visiting: 174.3K**   **Average visits per individual: 4.88**

Visits Trend

Metric: Visits   Aggregation: Weekly

Visits Trend

Metric: Visits   Aggregation: Monthly

Visitor Journey

Prior

Home	41.8%
Bay Point Park — Red Wing, MN, United States	4%
Colvill Park — Red Wing, MN, United States	3.8%
Everts Resort — N1705 860th St, Hager City, WI, United States	3.3%
Big Lake — Great River Road, Wisconsin, United States	2.9%

Post

47.7%	Home
1.8%	Roschen Park — Lake City, MN, United States
1.7%	Lake House on Pepin — 1702 N Lakeshore Dr, Lake City, MN, United States
1.7%	Bay Point Park — Red Wing, MN, United States
1.7%	Everts Resort — N1705 860th St, Hager City, WI, United States

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	**Bay Point Park** / Red Wing, MN	4%	1	**Roschen Park** / Lake City, MN	1.8%
2	**Colvill Park** / Red Wing, MN	3.8%	2	**Lake House on Pepin** / N Lakeshore Dr, Lake City, MN	1.7%
3	**Everts Resort** / 860th St, Hager City, WI	3.3%	3	**Bay Point Park** / Red Wing, MN	1.7%
4	**Big Lake** / null	2.9%	4	**Everts Resort** / 860th St, Hager City, WI	1.7%
5	**Hok-Si-La Park** / N Highway 61 Blvd, Lake City, MN	2.3%	5	**Big Lake** / null	1.6%
6	**Lake City Yacht Club** / Lake City, MN	1.9%	6	**Colvill Park** / Red Wing, MN	1.6%
7	**Alma Beach and Recreational Area** / Beach Harbor Road, Al...	1.7%	7	**The Pickle Factory** / 1st St, Pepin, WI	1.6%
8	**Frontenac State Park** / County 28 Blvd, Frontenac, MN	1.6%	8	**Slippery's Bar & Grill** / Church Ave, Wabasha, MN	1.6%
9	**The Pickle Factory** / 1st St, Pepin, WI	1.6%	9	**Red Wing's Ole Miss Marina** / Levee Rd, Red Wing, MN	1.4%
10	**Slippery's Bar & Grill** / Church Ave, Wabasha, MN	1.3%	10	**Taj Mahull** / S Franklin St, Lake City, MN	1.3%

Routes

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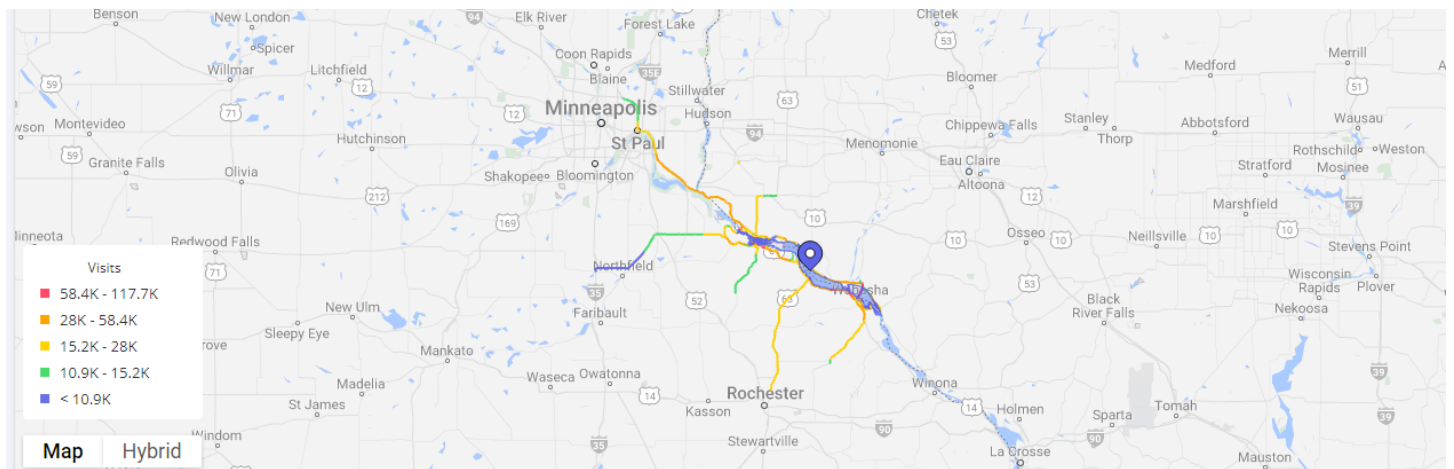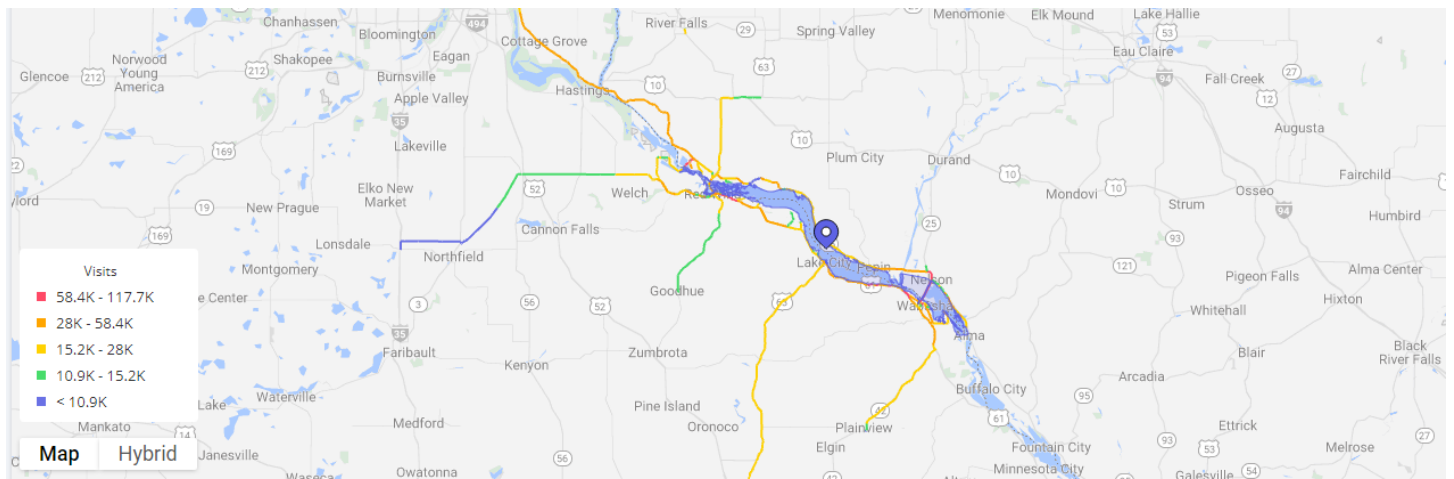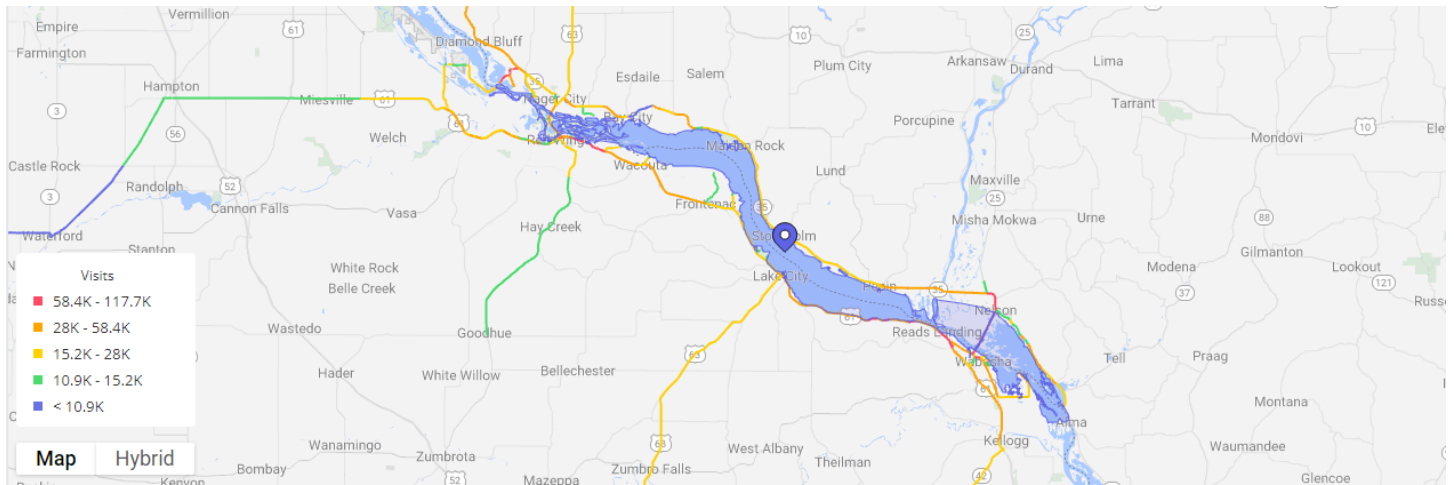
Distance

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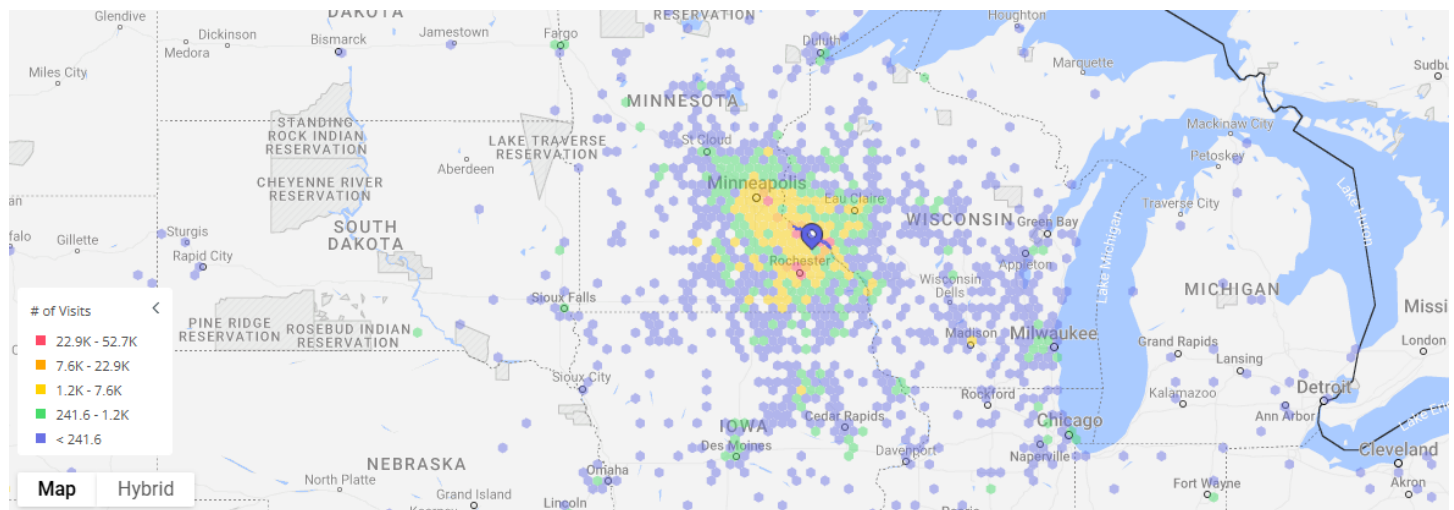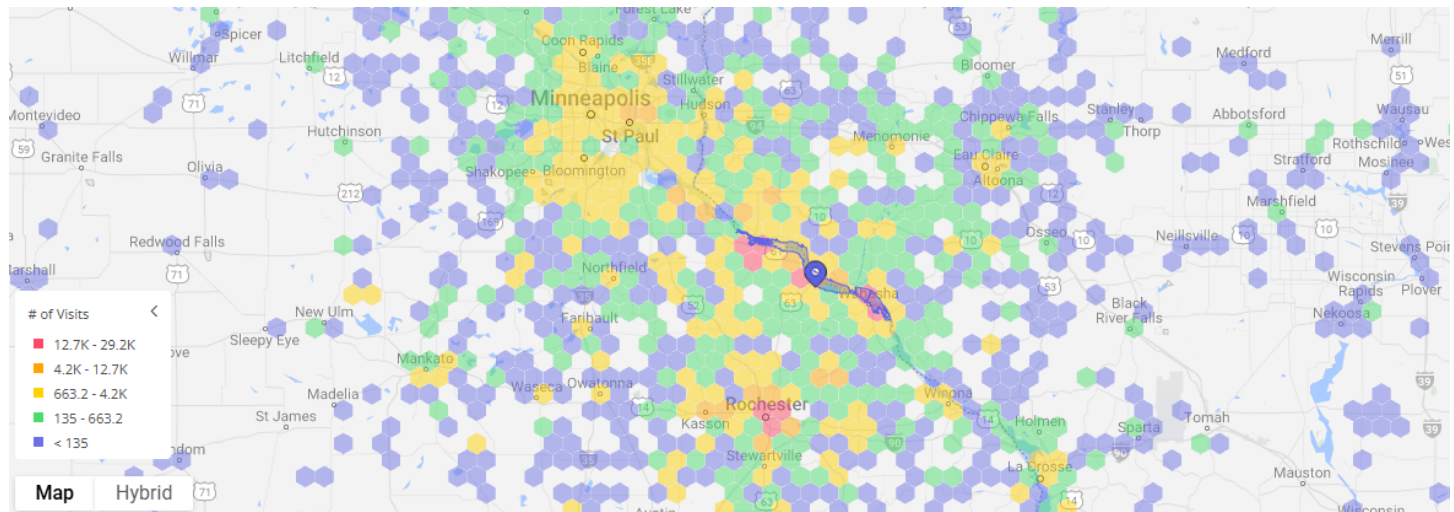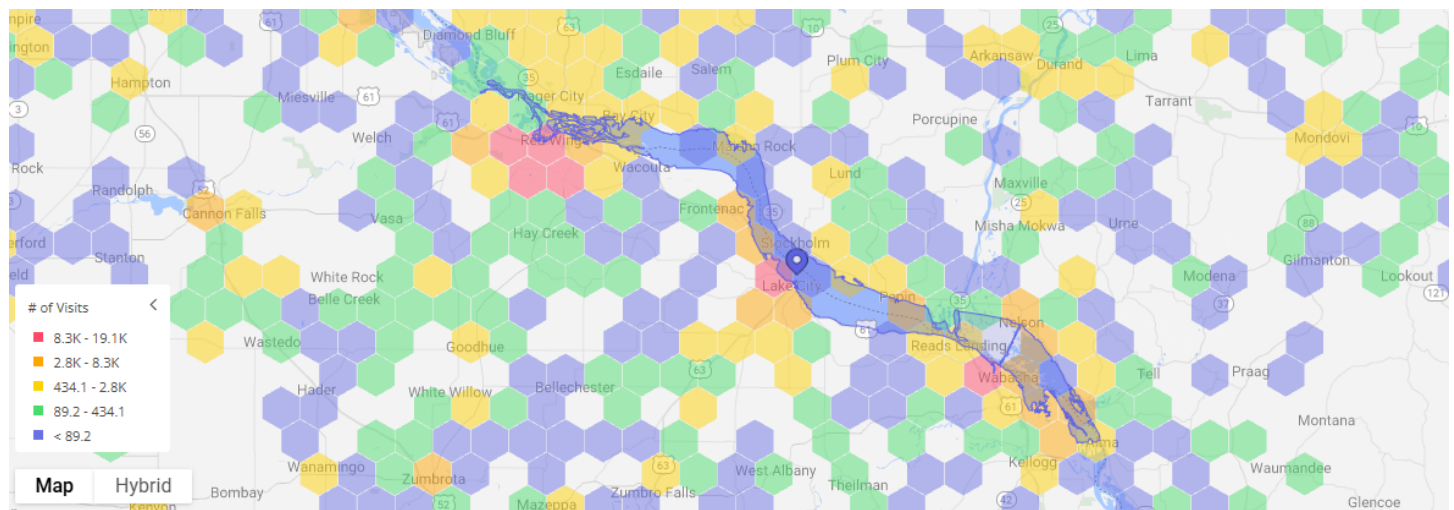
The table below shows the top 25 ZIP Codes that are home to these individuals.

Zipcode	City	State	Percentage	Visits
55066	Red Wing	MN	7.895	67160
55981	Wabasha	MN	4.449	37848
55041	Lake City	MN	3.955	33643
55901	Rochester	MN	2.898	24650
55906	Rochester	MN	1.935	16459
55902	Rochester	MN	1.877	15966
55904	Rochester	MN	1.849	15726
55033	Hastings	MN	1.673	14231
54011	Ellsworth	WI	1.409	11989
54756	Nelson	WI	1.275	10849
54014	Hager City	WI	1.253	10663
55106	Saint Paul	MN	1.229	10459
55964	Plainview	MN	1.199	10201
54759	Pepin	WI	1.107	9413
55009	Cannon Falls	MN	0.909	7736
55920	Byron	MN	0.773	6572
55976	Stewartville	MN	0.748	6360
54751	Downsville	WI	0.735	6253
54736	Durand	WI	0.732	6227
55117	Saint Paul	MN	0.726	6180
55992	Zumbrota	MN	0.713	6063
55987	Homer	MN	0.709	6035
56001	Mankato	MN	0.691	5880
55944	Kasson	MN	0.686	5838

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

Daily Visits

Metric: Visits

Cobalt CommunityResearch
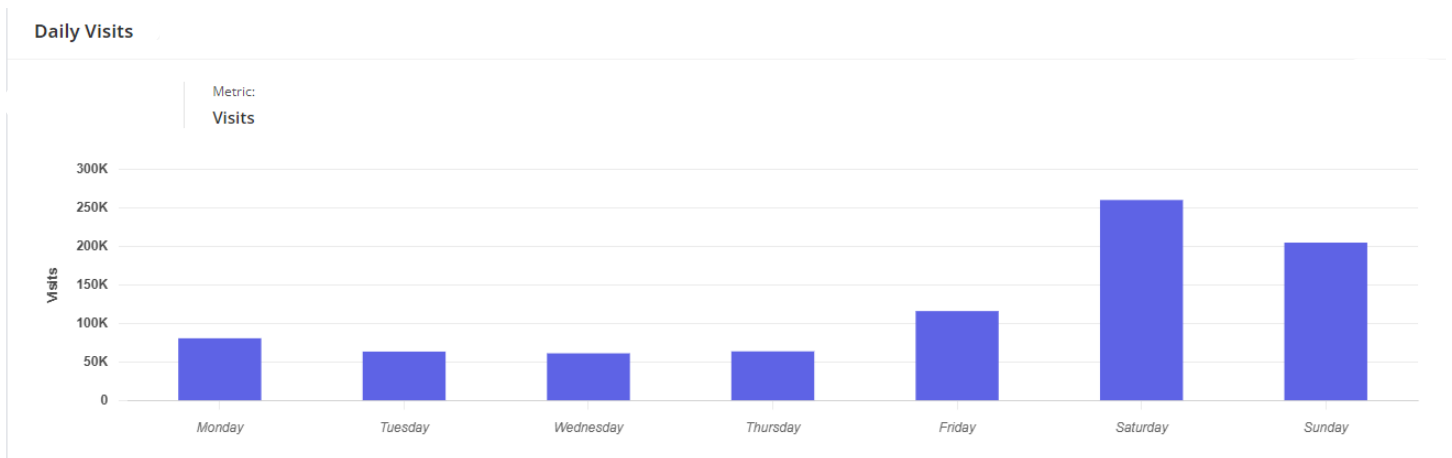
Study Area Heat Map

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)
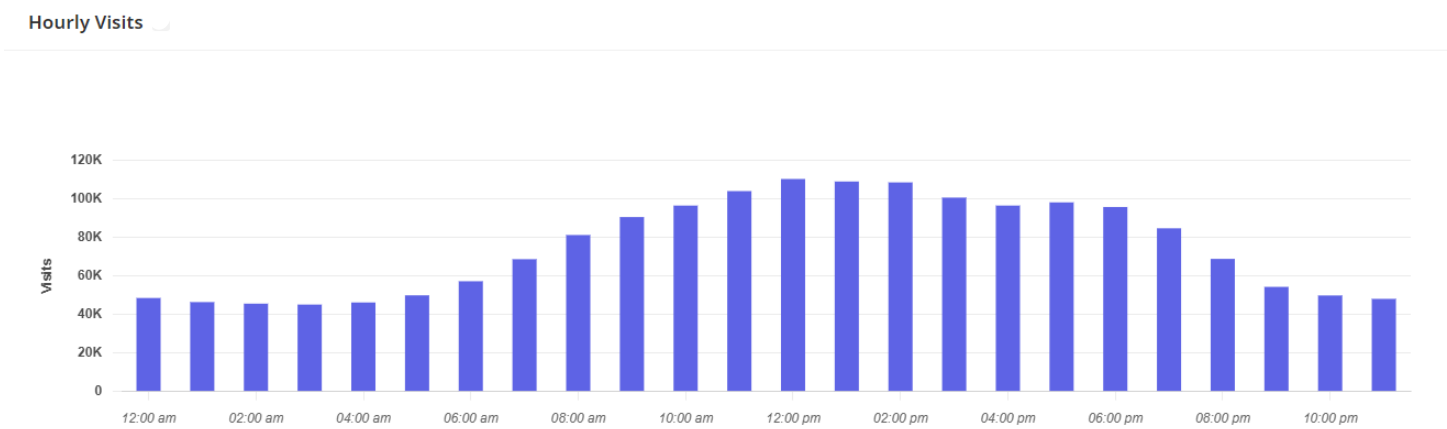
Hourly Visits

How long visits lasted

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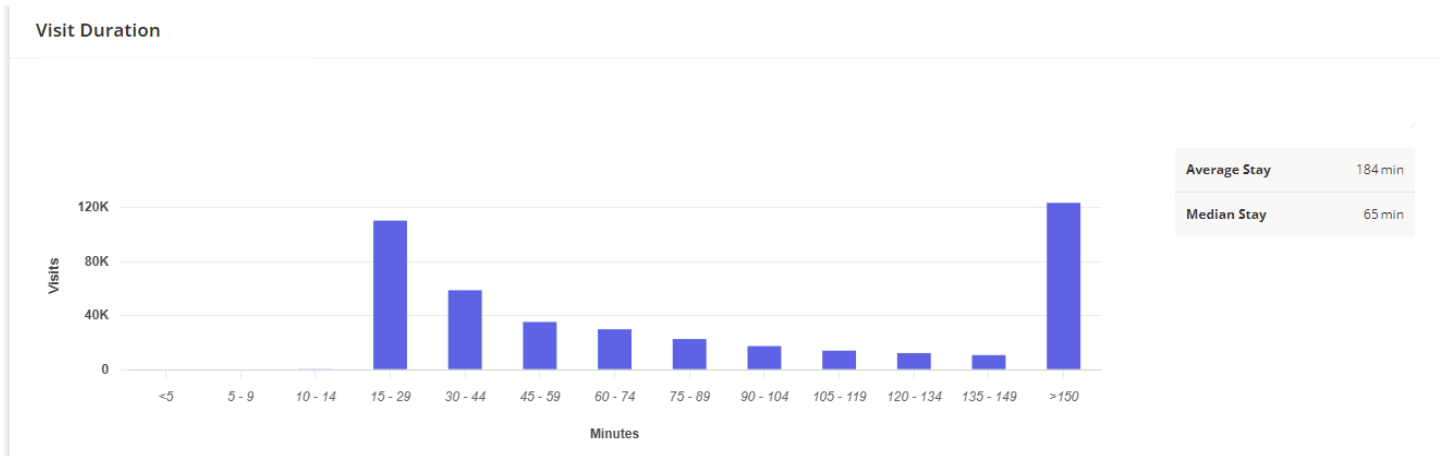
Visit Duration

| 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
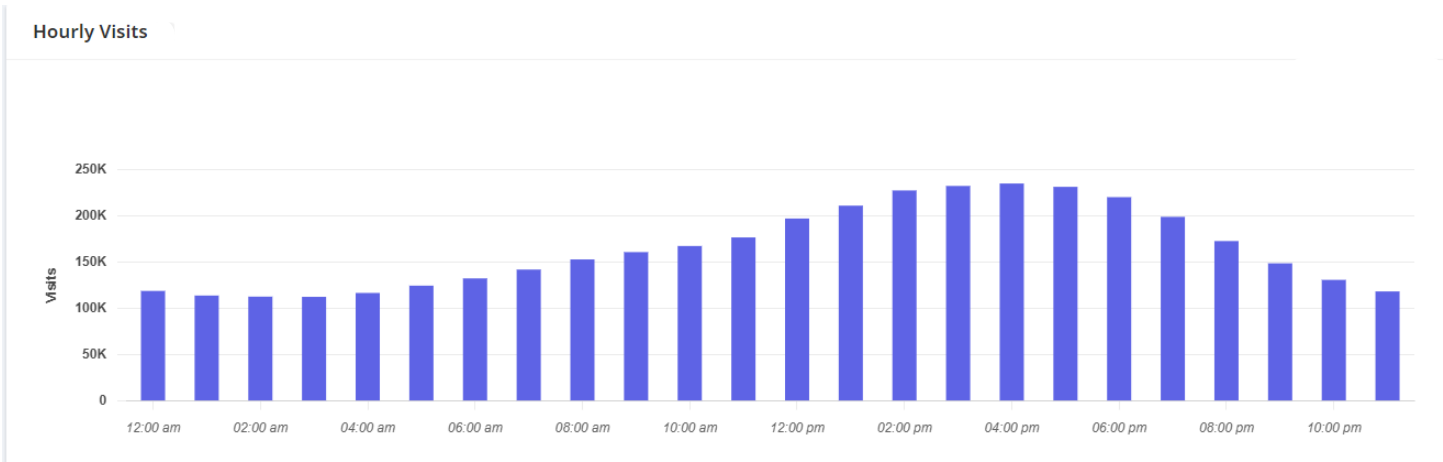
How long visits lasted

Weekend days (Friday, Saturday, and Sunday)

Visit Duration

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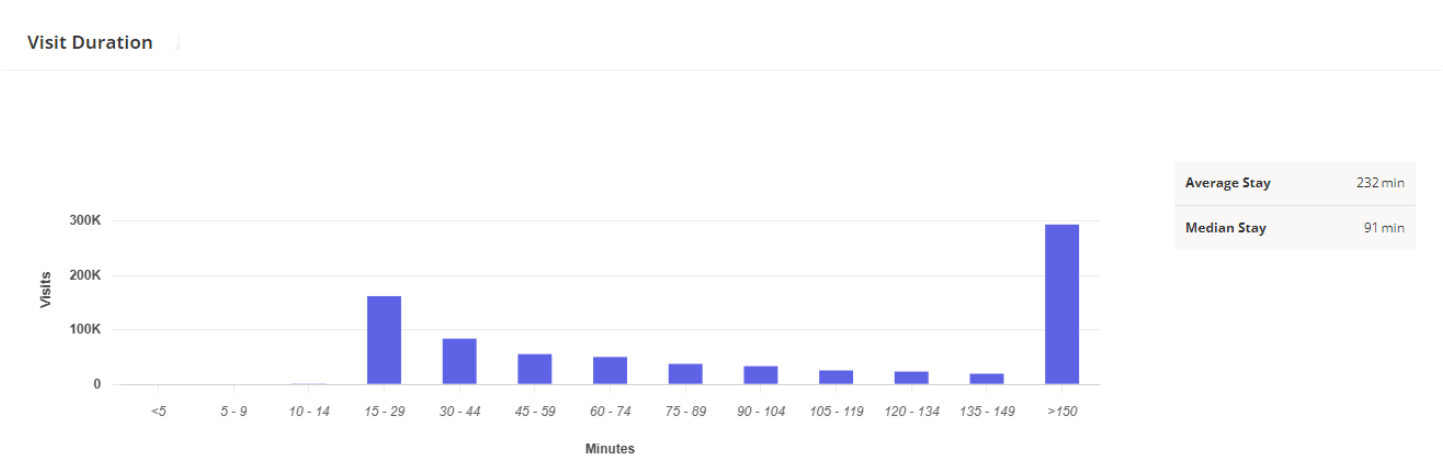
How frequently people returned to the study area during the study period.

Loyal Vs. Casual

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

780.6K — Loyal
70.1K — Casual

Visits Frequency

Show: **Visits**
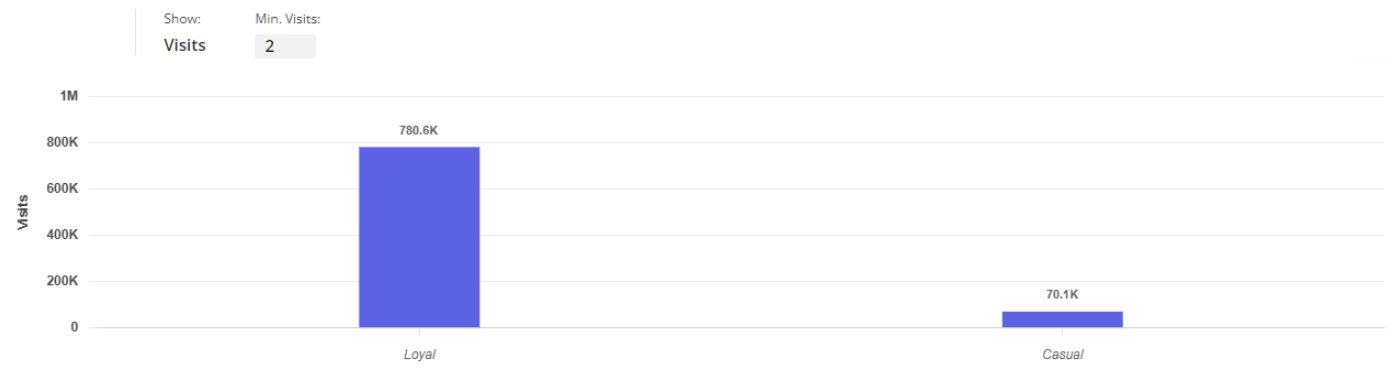
Average Visits ⌄
4.88 Visits
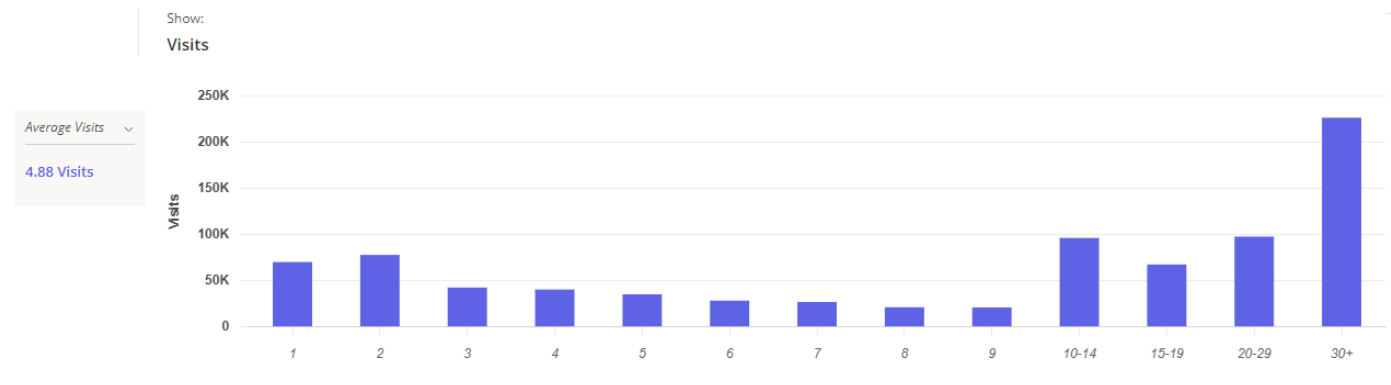
How far people traveled to reach the study area during the study period.

Trade Area Coverage by Distance

Cobalt CommunityResearch
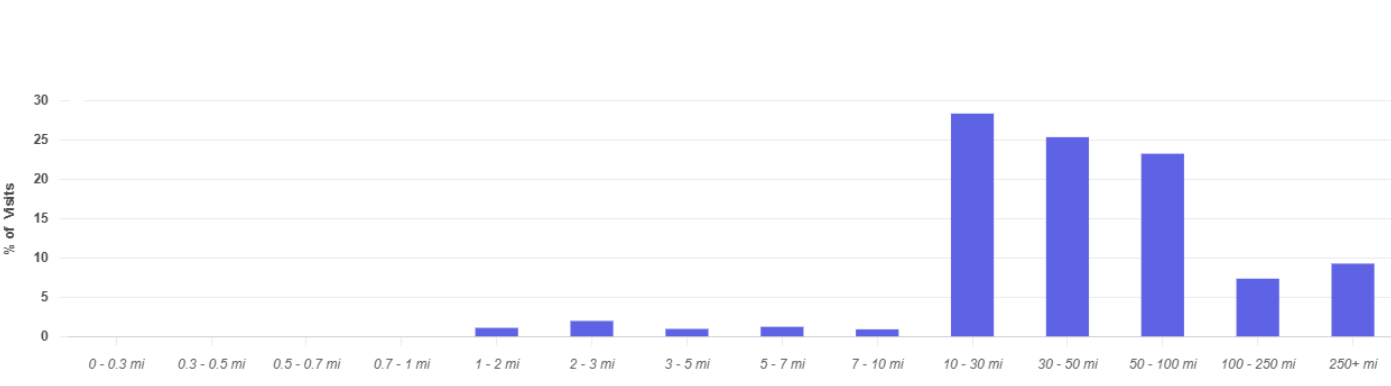
PART 2:

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
E - Thriving Boomers	66,699 (8%)	80
Q - Golden Year Guardians	53,193 (6.4%)	91
J - Autumn Years	58,831 (7.1%)	66
* C - Booming with Confidence	112,265 (13.5%)	138
D - Suburban Style	64,256 (7.7%)	109
F - Promising Families	56,339 (6.8%)	214
I - Family Union	36,525 (4.4%)	47
* O - Singles and Starters	84,814 (10.2%)	109
N - Pastoral Pride	13,554 (1.6%)	70
* B - Flourishing Families	116,342 (14%)	270
H - Bourgeois Melting Pot	24,258 (2.9%)	131
L - Blue Sky Boomers	19,451 (2.3%)	58
M - Families in Motion	10,802 (1.3%)	43
A - Power Elite	71,539 (8.6%)	125
K - Significant Singles	21,816 (2.6%)	94
S - Thrifty Habits	2,860 (<0.5%)	21
G - Young City Solos	9,321 (1.1%)	78
P - Cultural Connections	4,886 (0.6%)	32
R - Aspirational Fusion	2,094 (<0.5%)	14

You can find details on each group at cobaltcommunityresearch.org/mosaic
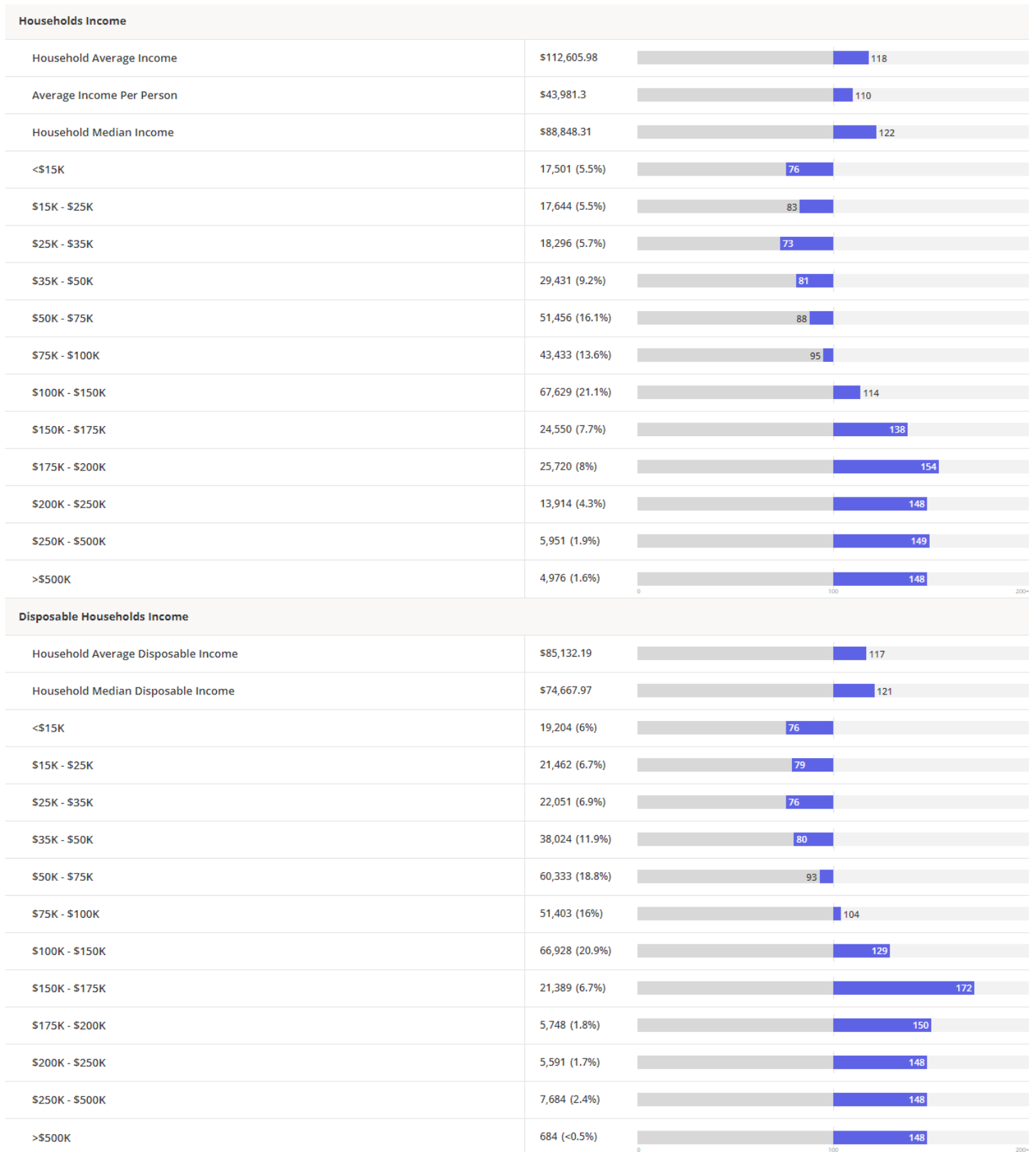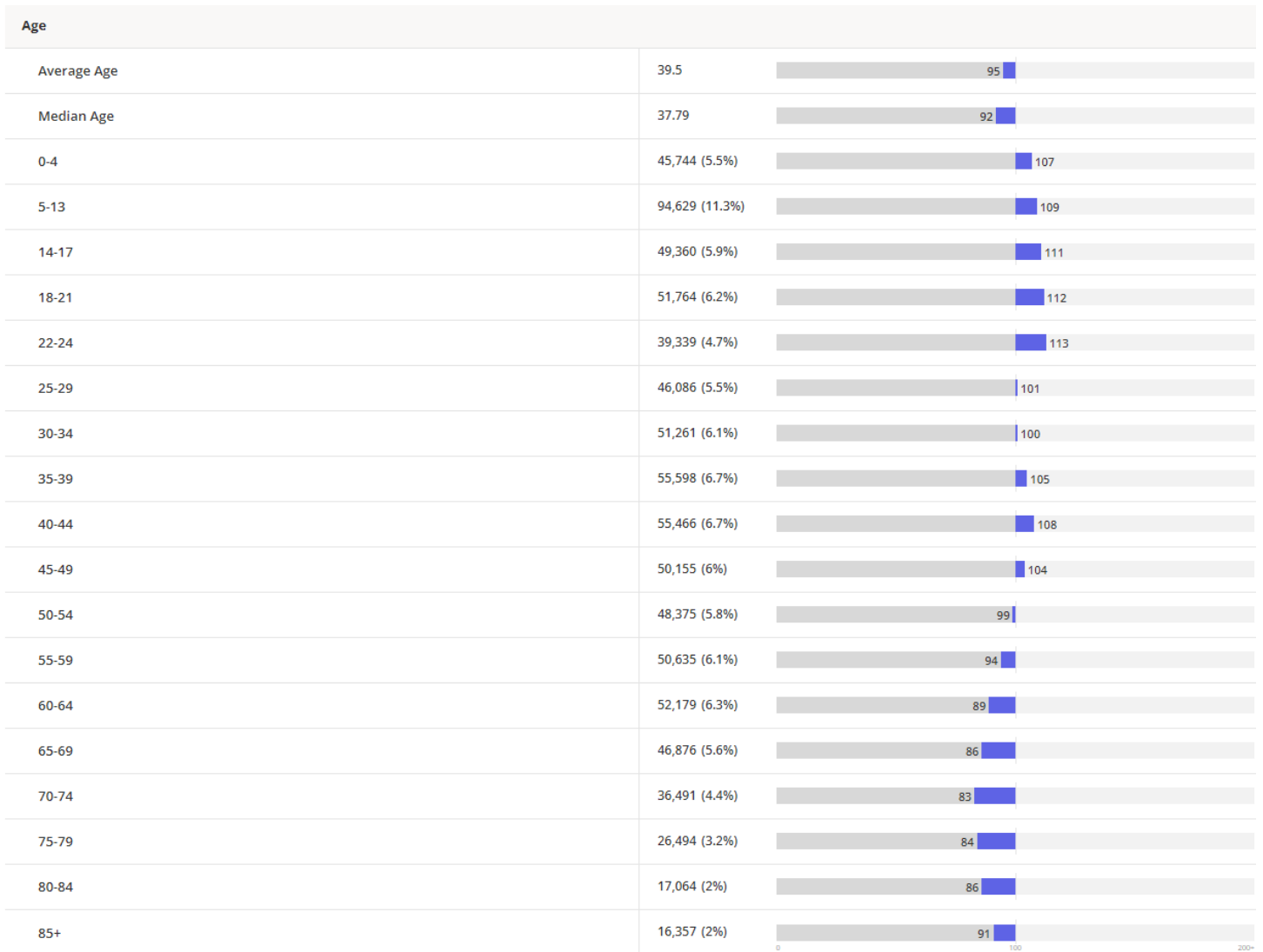
The numbers in parentheses show the proportion of your visitors from the Mosaic

* Biggest percentage of visitors

By Households

	Segment	Households	Index
	E - Thriving Boomers	28,746 (8.8%)	82
	Q - Golden Year Guardians	27,031 (8.3%)	97
	J - Autumn Years	26,631 (8.2%)	70
*	O - Singles and Starters	37,160 (11.4%)	108
*	C - Booming with Confidence	41,826 (12.8%)	133
	N - Pastoral Pride	6,095 (1.9%)	75
	F - Promising Families	22,385 (6.9%)	235
	D - Suburban Style	21,377 (6.5%)	119
	I - Family Union	12,501 (3.8%)	50
	H - Bourgeois Melting Pot	11,274 (3.5%)	137
*	B - Flourishing Families	34,037 (10.4%)	262
	L - Blue Sky Boomers	9,267 (2.8%)	62
	M - Families in Motion	3,129 (1%)	47
	A - Power Elite	24,128 (7.4%)	122
	K - Significant Singles	11,123 (3.4%)	98
	S - Thrifty Habits	1,648 (0.5%)	28
	G - Young City Solos	5,070 (1.6%)	80
	P - Cultural Connections	2,152 (0.7%)	39
	R - Aspirational Fusion	1,132 (<0.5%)	16

* 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	833,873	
Households	320,501	
Persons per Household	2.52	106
Household Median Income	$88,848.31	122
Household Median Disposable Income	$74,667.97	121
Household Median Discretionary Income	$56,703.09	124
Average Income Per Person	$43,981.3	110
Median Rent	$1,093.57	112
Median House Value	$348,547.21	116
Households in Poverty	26,934 (8.4%)	79
Household Median Wealth	$91,071.48	111
Average Age	39.5	95
Median Age	37.79	92
Households with Children	94,568 (29.5%)	117
High School Graduate or Higher	525,827 (95.1%)	102
Bachelor's Degree or Higher	228,475 (41.3%)	129
Pop density (per sq mi)	418	
Area (based on blockgroups)	1,997	

Population

Population 2023 Q4	833,873
Population 2023 Q3	832,727
Population 2023 Q2	829,773
Population 2023 Q1	829,758
Population 2022 Q4	828,640
Population 2022 Q3	827,386
Population 2022 Q2	825,944
Population 2022 Q1	825,448
Population 2021 Q4	824,518
Population 5 Years Forecast	841,980
Population 10 Years Forecast	879,770
Persons per Household	2.52	106
Group Quarters	26,941 (3.2%)	131
Transient Population - Average Last 4 Quarters	11,506 (1.4%)	103

Households

Households 2023 Q4	320,501
Households 2023 Q3	319,809
Households 2023 Q2	318,642
Households 2023 Q1	318,557
Households 2022 Q4	318,190
Households 2022 Q3	317,711
Households 2022 Q2	317,203
Households 2022 Q1	316,953
Households 2021 Q4	316,622
Households 5 Years Forecast	323,200
Households 10 Years Forecast	337,776

Gender

Male	408,504 (49%)	99
Female	425,369 (51%)	101

Ethnicity

White	667,851 (80.1%)	101
Hispanic (Ethnic)	45,919 (5.5%)	75
Other	36,257 (4.3%)	103
Black	38,615 (4.6%)	77
Asian	45,231 (5.4%)	188

Household by Ethnicity

White	272,764 (85.1%)	102
Other	13,001 (4.1%)	91
Hispanic (Ethnic)	11,624 (3.6%)	76
Asian	13,088 (4.1%)	205
Black	10,024 (3.1%)	60

Language Spoken

Speak English at Home	705,196 (89.5%)	98
Speak Other Language at Home	56,770 (7.2%)	181
Speak Spanish at Home	26,163 (3.3%)	72

Ancestry		
German	184,100 (22.1%)	84
Unclassified	139,763 (16.8%)	108
Scandinavian	117,358 (14.1%)	198
Other	99,292 (11.9%)	91
Scottish/Irish	58,469 (7%)	111
British	32,251 (3.9%)	104
Mexican	30,485 (3.7%)	71
Other European (e.g. Greek/Russian)	30,795 (3.7%)	101
American	20,880 (2.5%)	90
Polish	20,507 (2.5%)	51
French	13,273 (1.6%)	79
South East Asian (e.g. Vietnamese)	21,370 (2.6%)	200
Central American	4,357 (0.5%)	177
South Central Asian (e.g. Indian)	11,633 (1.4%)	180
Dutch	6,638 (0.8%)	61
Italian	12,594 (1.5%)	76
Other Asian	3,000 (<0.5%)	153
South American	2,999 (<0.5%)	123
Native American (Indian/Eskimo)	2,722 (<0.5%)	42
Puerto Rican	3,067 (<0.5%)	34
Middle Eastern	3,765 (<0.5%)	167
Korean	3,146 (<0.5%)	231
Chinese	4,672 (0.6%)	147
Other Hispanic	3,484 (<0.5%)	102
Cuban	981 (<0.5%)	105
Japanese	1,410 (<0.5%)	353
Hawaiian/Pacific Islander	316 (<0.5%)	126
Dominican	546 (<0.5%)	103

Households Income

Household Average Income	$112,605.98	118
Average Income Per Person	$43,981.3	110
Household Median Income	$88,848.31	122
<$15K	17,501 (5.5%)	76
$15K - $25K	17,644 (5.5%)	83
$25K - $35K	18,296 (5.7%)	73
$35K - $50K	29,431 (9.2%)	81
$50K - $75K	51,456 (16.1%)	88
$75K - $100K	43,433 (13.6%)	95
$100K - $150K	67,629 (21.1%)	114
$150K - $175K	24,550 (7.7%)	138
$175K - $200K	25,720 (8%)	154
$200K - $250K	13,914 (4.3%)	148
$250K - $500K	5,951 (1.9%)	149
>$500K	4,976 (1.6%)	148

Disposable Households Income

Household Average Disposable Income	$85,132.19	117
Household Median Disposable Income	$74,667.97	121
<$15K	19,204 (6%)	76
$15K - $25K	21,462 (6.7%)	79
$25K - $35K	22,051 (6.9%)	76
$35K - $50K	38,024 (11.9%)	80
$50K - $75K	60,333 (18.8%)	93
$75K - $100K	51,403 (16%)	104
$100K - $150K	66,928 (20.9%)	129
$150K - $175K	21,389 (6.7%)	172
$175K - $200K	5,748 (1.8%)	150
$200K - $250K	5,591 (1.7%)	148
$250K - $500K	7,684 (2.4%)	148
>$500K	684 (<0.5%)	148

Age		
Average Age	39.5	95
Median Age	37.79	92
0-4	45,744 (5.5%)	107
5-13	94,629 (11.3%)	109
14-17	49,360 (5.9%)	111
18-21	51,764 (6.2%)	112
22-24	39,339 (4.7%)	113
25-29	46,086 (5.5%)	101
30-34	51,261 (6.1%)	100
35-39	55,598 (6.7%)	105
40-44	55,466 (6.7%)	108
45-49	50,155 (6%)	104
50-54	48,375 (5.8%)	99
55-59	50,635 (6.1%)	94
60-64	52,179 (6.3%)	89
65-69	46,876 (5.6%)	86
70-74	36,491 (4.4%)	83
75-79	26,494 (3.2%)	84
80-84	17,064 (2%)	86
85+	16,357 (2%)	91

Education (Age 25+)

Total Educated Population	553,037	
Elementary (0 to 8 Years)	10,315 (1.9%)	77
Some High School (9 to 11 Years)	16,895 (3.1%)	68
High School Graduate (12 Years)	125,468 (22.7%)	76
Some College (13 to 16 Years)	103,785 (18.8%)	94
Associates Degree Only	68,099 (12.3%)	110
Bachelor's Degree Only	147,506 (26.7%)	126
Graduate Degree	80,969 (14.6%)	133

Wealth per Household
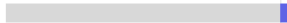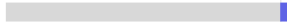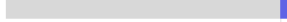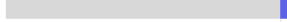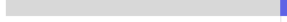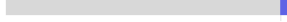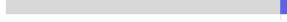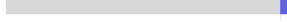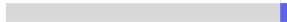
Household Average Wealth	$254,656.89	106
Household Median Wealth	$91,071.48	111
<$0K	53,015 (16.5%)	96
$0K - $5K	24,810 (7.7%)	91
$5K - $10K	13,755 (4.3%)	94
$10K - $25K	19,855 (6.2%)	97
$25K - $50K	21,739 (6.8%)	99
$50K - $100K	32,962 (10.3%)	100
$100K - $250K	59,283 (18.5%)	101
$250K - $500K	44,222 (13.8%)	104
>$500K	50,860 (15.9%)	108
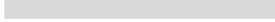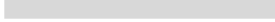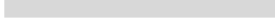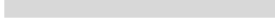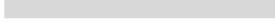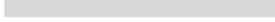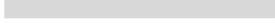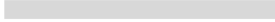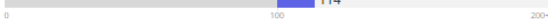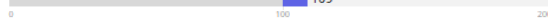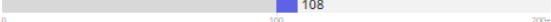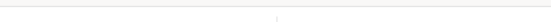
SPENDING PATTERNS

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	$131.73 (26.7%)	114
Transportation	$118.25 (24%)	111
Food	$83.87 (17%)	105
Healthcare	$56.18 (11.4%)	117
Entertainment	$29.03 (5.9%)	116
Cash Contributions	$23.66 (4.8%)	110
Apparel and Services	$15.51 (3.1%)	112
Personal Care Products and Services	$8.34 (1.7%)	111
Education	$8.2 (1.7%)	119
Miscellaneous	$6.39 (1.3%)	111
Personal Insurance	$4.8 (1%)	115
Tobacco Products and Smoking Supplies	$3.24 (0.7%)	103
Alcoholic Beverages	$3.54 (0.7%)	104
Reading	$0.79 (<0.5%)	108
Food		
At home	$51 (10.3%)	100
Away from home	$32.87 (6.7%)	112
Alcoholic Beverages		
At home	$2.72 (0.6%)	103
Away from home	$0.82 (<0.5%)	108

Housing

Utilities, fuels, and public services	$52.68 (10.7%)	117
Shelter	$32.52 (6.6%)	113
Household furnishings and equipment	$21.97 (4.5%)	114
Household operations	$16.93 (3.4%)	114
Housekeeping supplies	$7.64 (1.5%)	108

Apparel and Services

Women and girls	$5.97 (1.2%)	111
Footwear	$3.38 (0.7%)	111
Men and boys	$3.44 (0.7%)	113
Other apparel products and services	$2.33 (<0.5%)	116
Children (Age < 2)	$0.39 (<0.5%)	108

Transportation

Vehicle purchases (net outlay)	$44.52 (9%)	114
Other vehicle expenses	$36.11 (7.3%)	110
Gasoline and motor oil	$29.89 (6.1%)	109
Public transportation	$7.72 (1.6%)	117

Healthcare

Health insurance	$41.43 (8.4%)	117
Medical services	$9.21 (1.9%)	121
Drugs	$3.85 (0.8%)	109
Medical supplies	$1.7 (<0.5%)	115

Entertainment

Television, radios, sound equipment	$10.84 (2.2%)	115
Pets, toys and playground equipment	$8.47 (1.7%)	112
Fees and admissions	$7.43 (1.5%)	120
Other entertainment supplies, equipment, and services	$2.29 (<0.5%)	119

Education

College tuition	$6.11 (1.2%)	117
Elementary and high school tuition	$1.47 (<0.5%)	131
Other school expenses including rentals	$0.27 (<0.5%)	117
Test preparation, tutoring services	$0.21 (<0.5%)	127
Other schools tuition	$0.14 (<0.5%)	115

Cash Contributions

Cash contributions to church, religious organizations	$7.9 (1.6%)	112
Other cash gifts	$7.44 (1.5%)	101
Cash contributions to charities and other organizations	$4.68 (0.9%)	113
Child support expenditures	$1.19 (<0.5%)	116
Cash contributions to educational institutions	$1.22 (<0.5%)	142
Support for college students	$0.97 (<0.5%)	116
Cash contributions to political organizations	$0.26 (<0.5%)	114

Tobacco Products and Smoking Supplies

Cigarettes	$2.55 (0.5%)	102
Other tobacco products	$0.65 (<0.5%)	106
Smoking accessories	$0.04 (<0.5%)	109

Miscellaneous

Legal fees	$1.54 (<0.5%)	114
Accounting fees	$1.09 (<0.5%)	113
Funeral expenses	$0.69 (<0.5%)	102
Shopping club membership fees	$0.63 (<0.5%)	110
Lotteries and parimutuel losses	$0.58 (<0.5%)	106
Expenses for other properties	$0.58 (<0.5%)	113
Occupational expenses	$0.57 (<0.5%)	119
Checking accounts, other bank service charges	$0.28 (<0.5%)	106
Cemetery lots, vaults, maintenance fees	$0.14 (<0.5%)	108
Credit card memberships	$0.14 (<0.5%)	121
Online Entertainment and games	$0.08 (<0.5%)	112
Safe deposit box rental	$0.04 (<0.5%)	106
Miscellaneous personal services	$0.04 (<0.5%)	119
Dating Services	$0.01 (<0.5%)	108

Personal Care Products and Services

Personal care products	$4.33 (0.9%)	109
Personal care services	$4.01 (0.8%)	113

Personal Insurance

Life, endowment, annuity, other personal insurance	$4.46 (0.9%)	115
Other non health insurance	$0.34 (<0.5%)	113

Reading

Magazine/Newspaper subscriptions	$0.38 (<0.5%)	106
Books not through book clubs	$0.36 (<0.5%)	110
Magazines/Newspapers, non-subscription	$0.05 (<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 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

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