



MINNETONKA, MN

2024 VISITOR 360

FOUNDATIONAL REPORT

Compiled Oct 2024

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



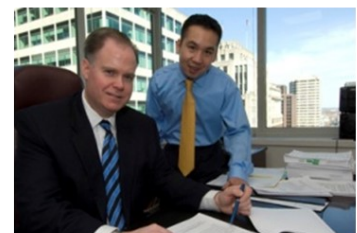
Employee Engagement and Priority AssessmentSM



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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Average weekly spending overall	25
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The purpose of this report is to give decision makers reliable, consistent metrics that support strategic decisions



INTRODUCTION

The city of Minnetonka, Minnesota 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.

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

How Communities Use This Information



Marketing. Sharing this information helps local businesses and other organizations better shape their outreach efforts and offerings to the people visiting the area of study. This helps the community effectively target its outreach to attract more visitors.



Measuring Progress. How have the visitor volumes and characteristics changed as changes occur in the area being studied? For example, what has been the impact of outreach efforts, new businesses, new events, new streetscaping, global pandemics?



Benchmarking: Identify the draw of other communities, venues, or festivals that are similar or aspirational. Which demographics and psychographics are attracted by an event such as a BBQ cookoff? How many people visit specific shopping areas?



Economic Impact. How many people visit an area and how far they traveled are key variables to calculate direct, indirect, and induced impacts in dollars, taxes, and jobs. Are community investments of time and resources the best use of resources compared with other alternatives?



Due Diligence: Do events asking for resources actually deliver the number of visitors they say? Are destination businesses requesting special treatment actually meaningful destinations? Do amenities such as small airports, plazas, and parks result in people visiting more locations on a trip?



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

Explore Key Populations: Communities can customize these reports to show not only visitors for specific periods in specific locations, but also employee/labor shed data and current residential data as well, long before census information is collected and updated.

PART 1:

VISITORS



Date Range: August 1, 2023– July 31, 2024

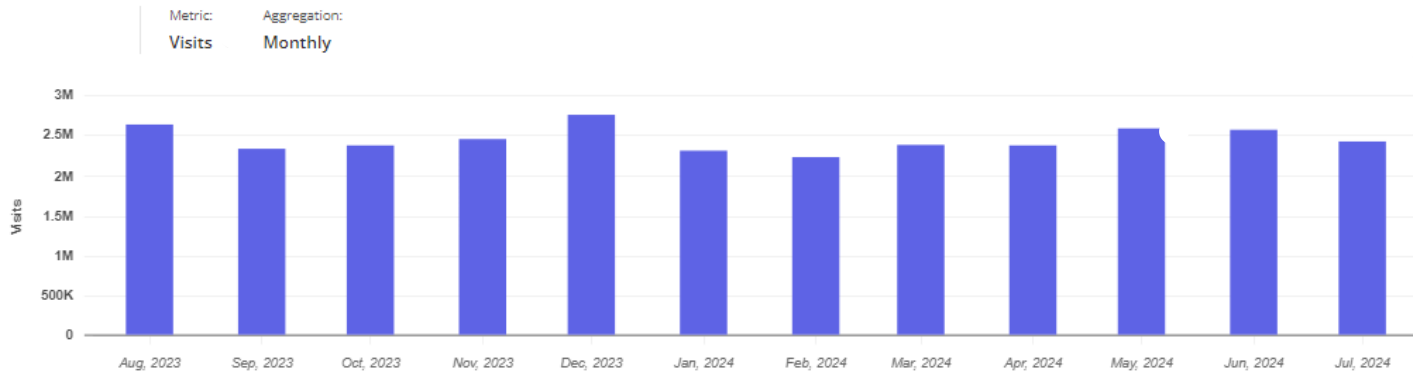
This report includes visitors in the point of interest. Visitors must have remained in the point of interest for at least 10 minutes to be counted. People are counted only once per day if they leave and return.

Total visits in study period: 29.5M **Unique individuals visiting: 3M** **Average visits per individual: 9.78**

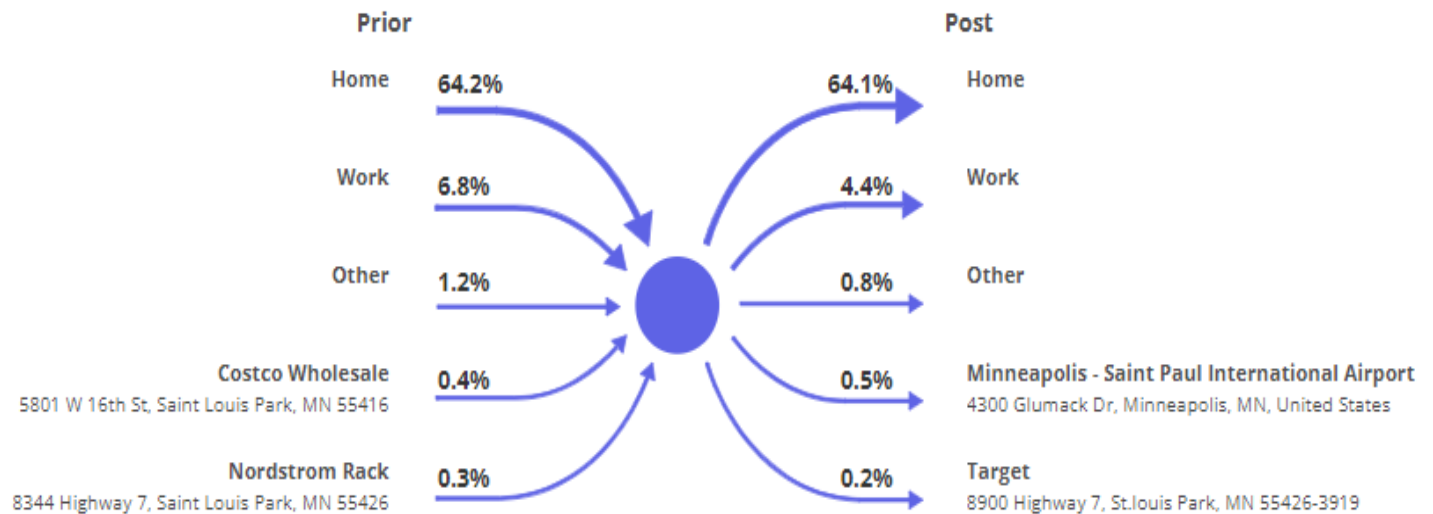
Visits Trend



Visits Trend



Visitor Journey

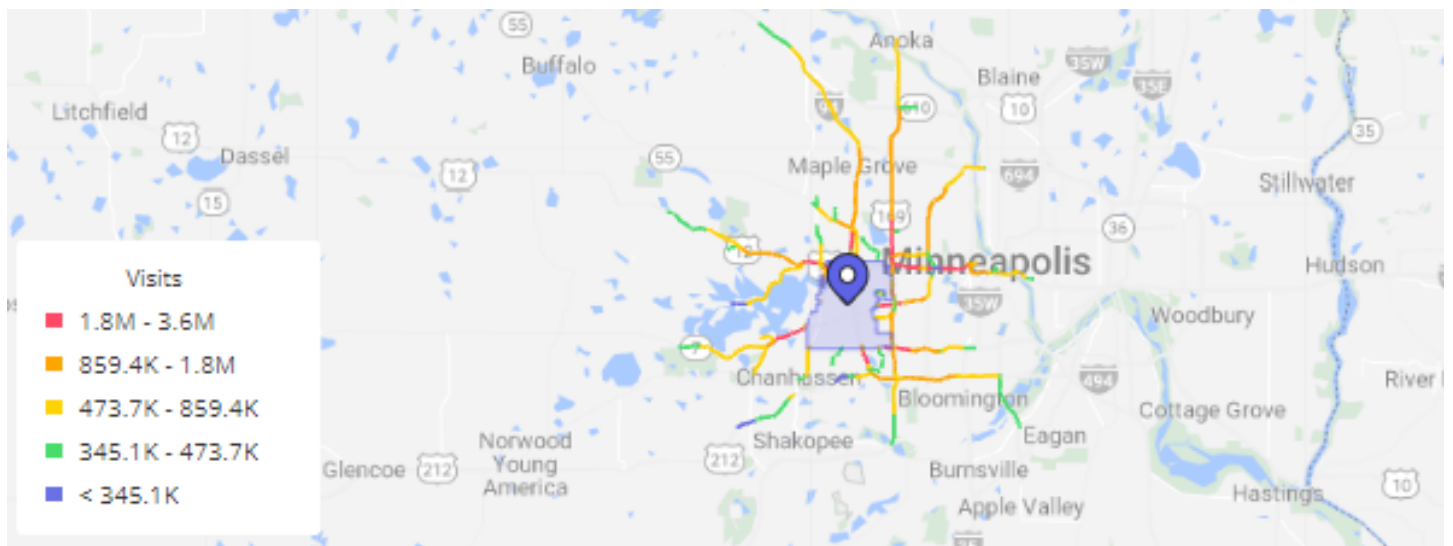
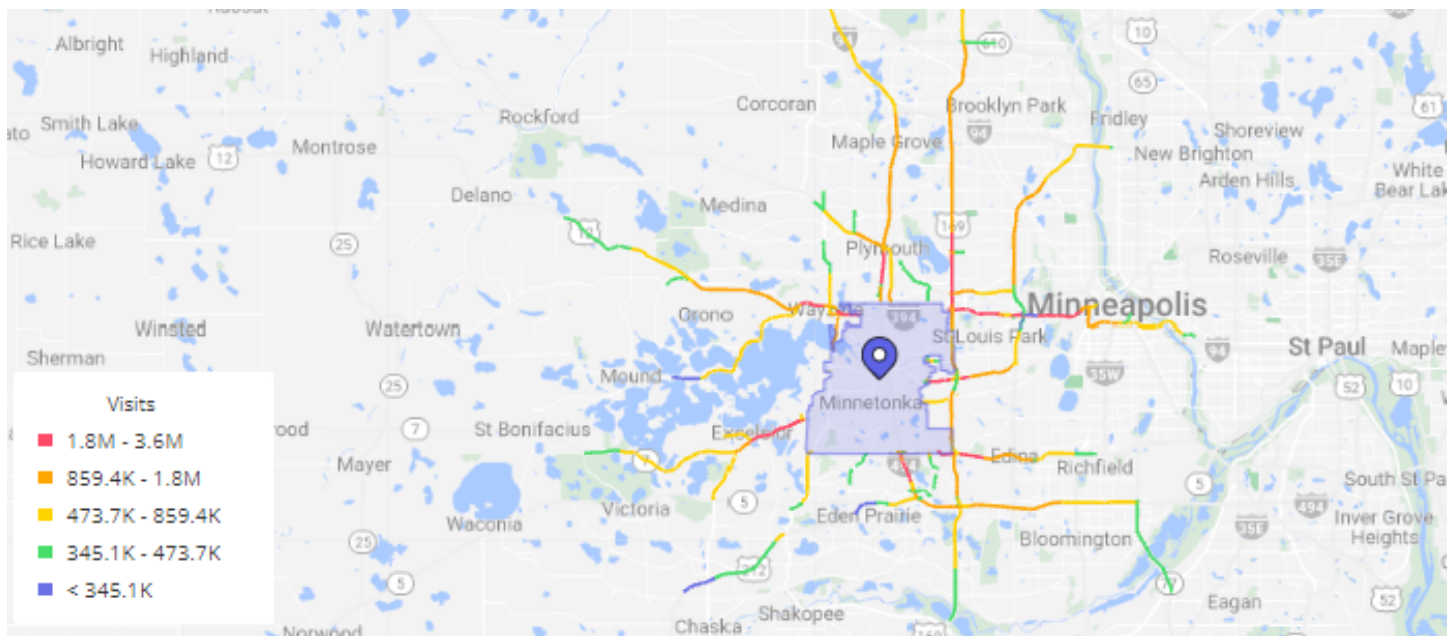
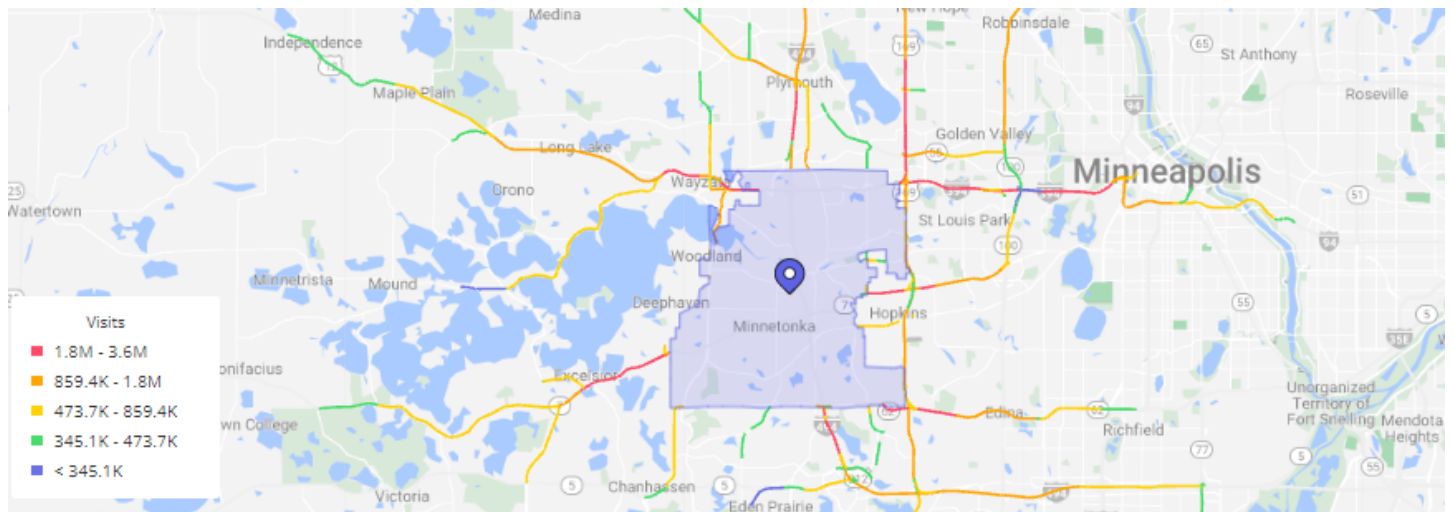


The graph above shows the percentage of people who came from the areas listed on the left to the point of interest (the central circle). The list on the right indicate the top locations they traveled to after they left the point of interest.

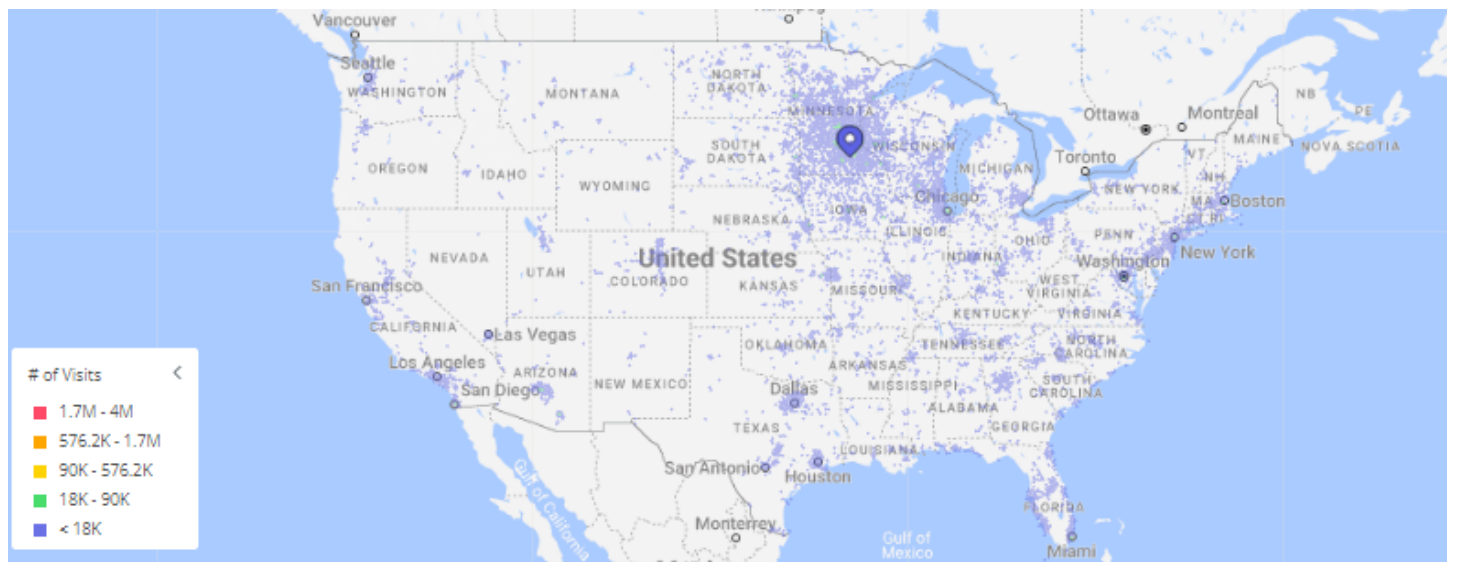
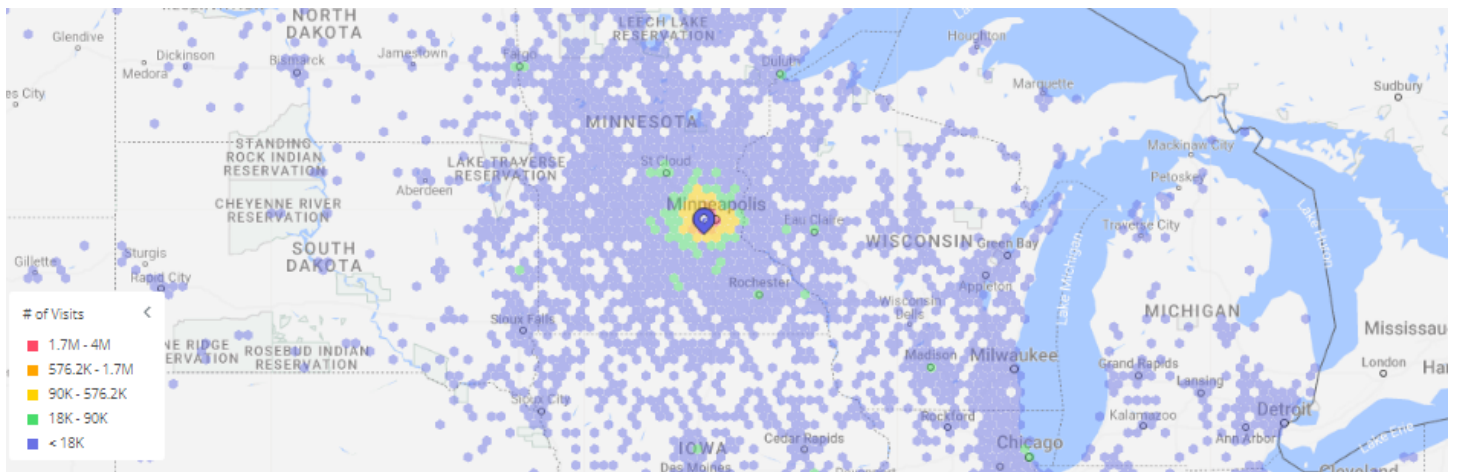
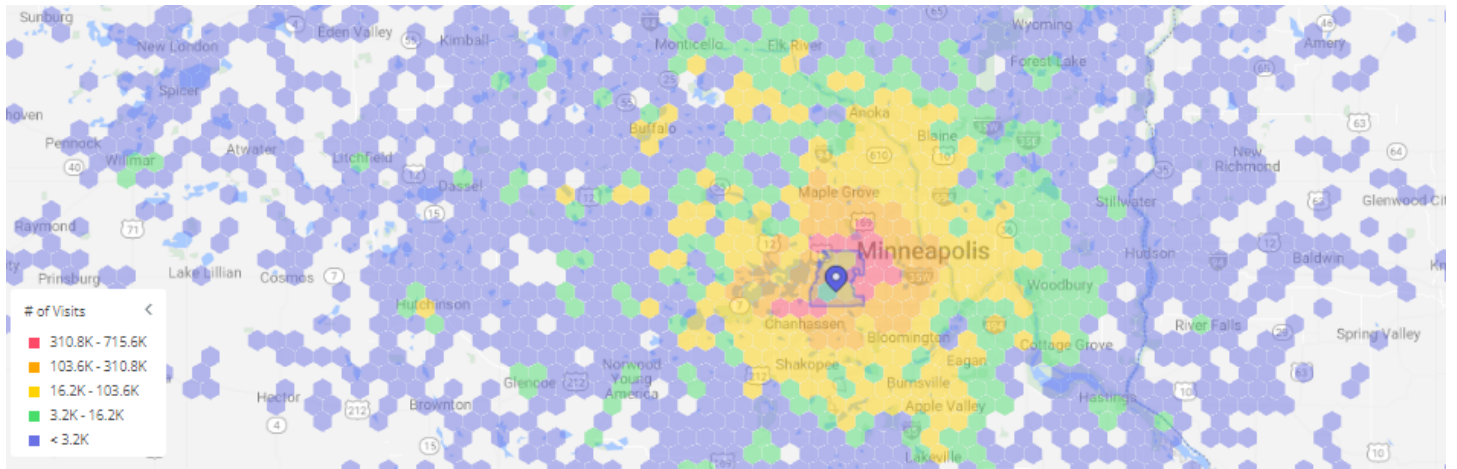
The table below shows the top 10 locations, excluding work and home. Note: the names of the businesses may have changed and are not current on public databases, and small properties may show higher values if they are adjacent to a property with high traffic.

Prior			Post		
Rank	Name	Foot-Traffic	Rank	Name	Foot-Traffic
1	Costco Wholesale / W 16th St, Saint Louis Park, MN	<0.5%	1	Minneapolis - Saint Paul International Airport / Glumack Dr,...	0.5%
2	Nordstrom Rack / Highway 7, Saint Louis Park, MN	<0.5%	2	Target / Highway 7, St.Louis Park, MN	<0.5%
3	Braemar Arena / Ikola Way, Edina, MN	<0.5%	3	Scheels / Flying Cloud Dr, Eden Prairie, MN	<0.5%
4	Minneapolis - Saint Paul International Airport / Glumack Dr,...	<0.5%	4	Costco Wholesale / W 16th St, Saint Louis Park, MN	<0.5%
5	Chipotle Mexican Grill / Wayzata Blvd, Wayzata, MN	<0.5%	5	Costco Wholesale / Technology Dr, Eden Prairie, MN	<0.5%
6	LA Fitness / MN-7, Hopkins, MN	<0.5%	6	Chipotle Mexican Grill / Wayzata Blvd, Wayzata, MN	<0.5%
7	Target / Highway 7, St.Louis Park, MN	<0.5%	7	The Home Depot / Cedar Lake Rd, Saint Louis Park, MN	<0.5%
8	Target / Vinewood Ln N, Plymouth, MN	<0.5%	8	Sam's Club / 94th Ave N, Maple Grove, MN	<0.5%
9	Maynard's / Excelsior Blvd, Excelsior, MN	<0.5%	9	Lunds & Byerlys / Wayzata Blvd, Wayzata, MN	<0.5%
10	Menards / Wayzata Blvd, Golden Valley, MN	<0.5%	10	Life Time / Southdale Ctr, Edina, MN	<0.5%

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



The heat maps below show distance people traveled from home location.

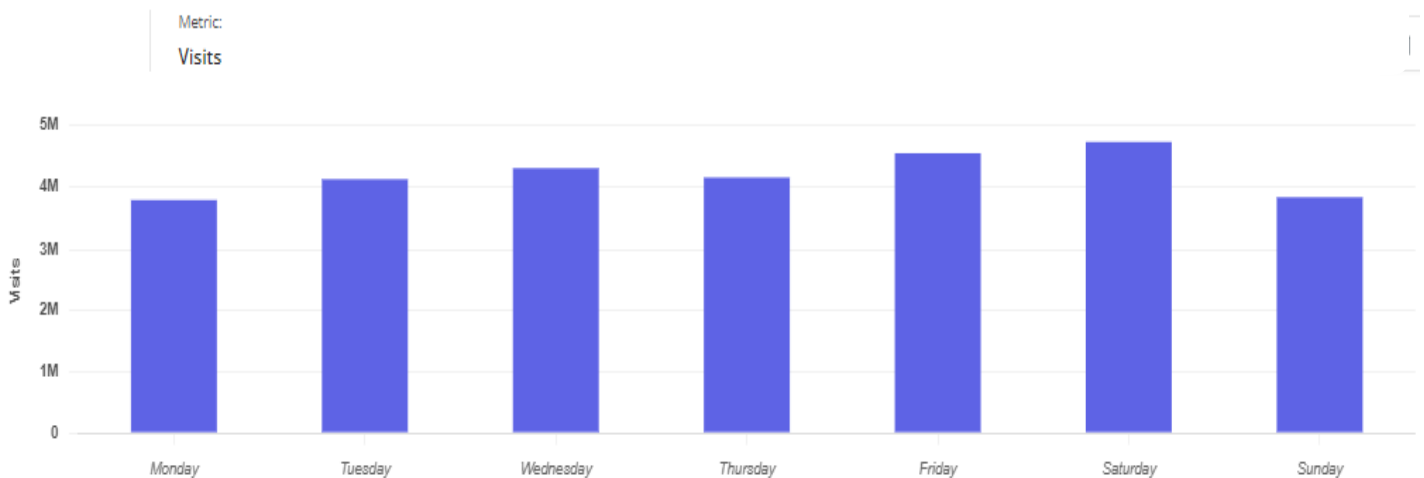


The table below shows the top 25 ZIP Codes that are home to these individuals.

ZIP Code	City	State	% of Visits	Visits
55331	Excelsior	MN	4.933	1453404
55426	Minneapolis	MN	3.641	1072527
55343	Hopkins	MN	3.18	936690
55391	Minnetonka Beach	MN	3.11	916285
55447	Minneapolis	MN	3.009	886477
55416	Minneapolis	MN	2.791	822169
55441	Minneapolis	MN	2.545	749661
55317	Chanhassen	MN	2.438	718372
55427	Minneapolis	MN	2.261	666133
55347	Eden Prairie	MN	2.147	632577
55346	Eden Prairie	MN	2.08	612883
55422	Minneapolis	MN	1.965	578886
55446	Minneapolis	MN	1.923	566376
55364	Mound	MN	1.881	554293
55311	Maple Grove	MN	1.69	497910
55318	Chaska	MN	1.216	358125
55369	Osseo	MN	1.18	347770
55356	Crystal Bay	MN	1.175	346058
55344	Eden Prairie	MN	1.117	329073
55436	Minneapolis	MN	1.071	315598
55428	Minneapolis	MN	0.99	291545
55442	Minneapolis	MN	0.978	287992
55379	Shakopee	MN	0.92	270890
55410	Minneapolis	MN	0.878	258561
55411	Minneapolis	MN	0.775	228400

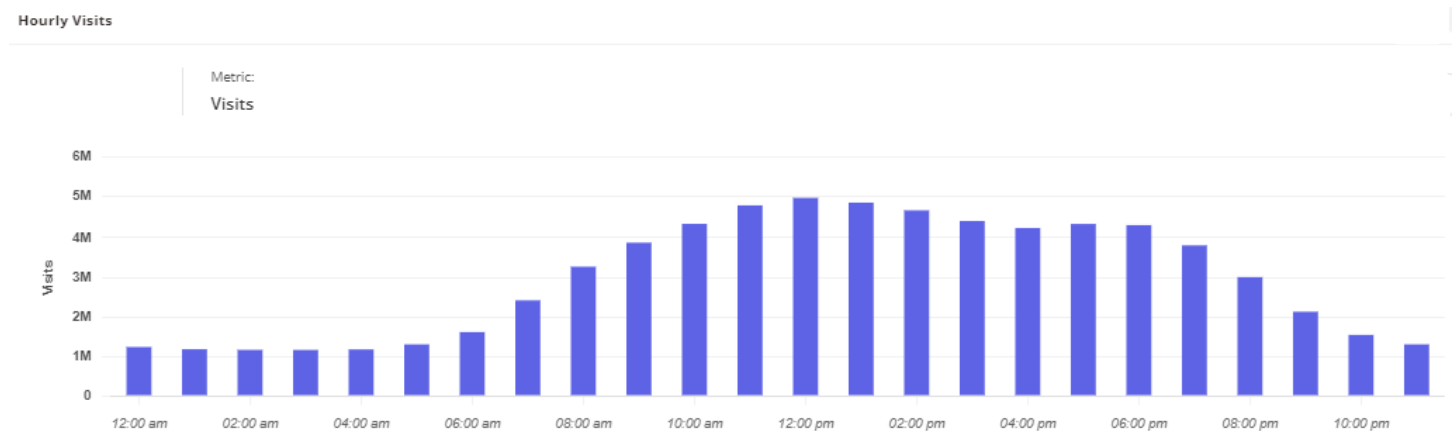
Daily Visits: Includes people who may visit more than one day per week

Daily Visits



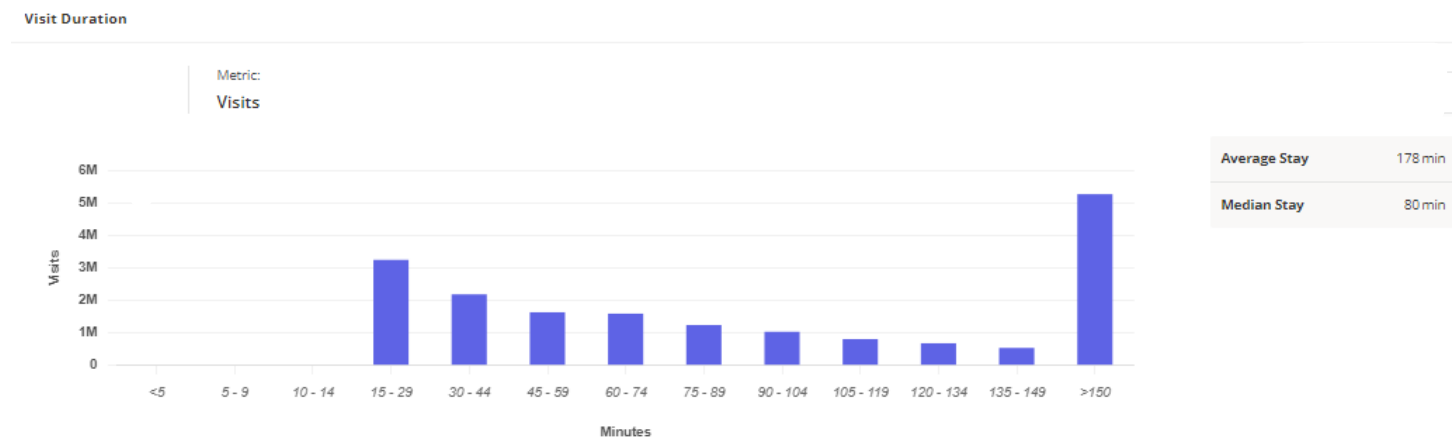
Hourly Visits. Hourly visits are not unique - since visits may overlap between hours, they can be counted in more than one time period.

Week days (Monday, Tuesday, Wednesday, Thursday)



How long visits lasted

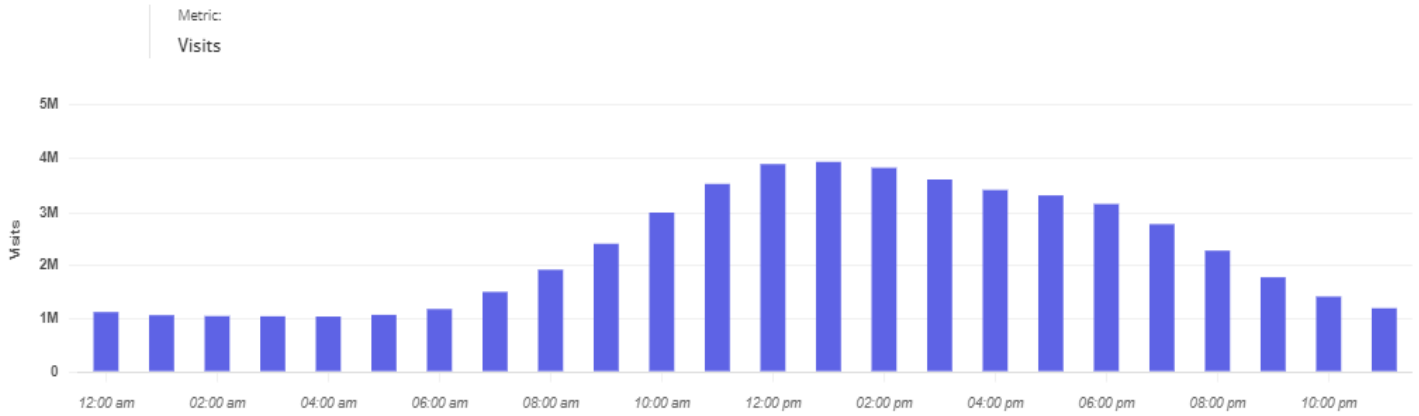
Week days (Monday, Tuesday, Wednesday, Thursday)



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)

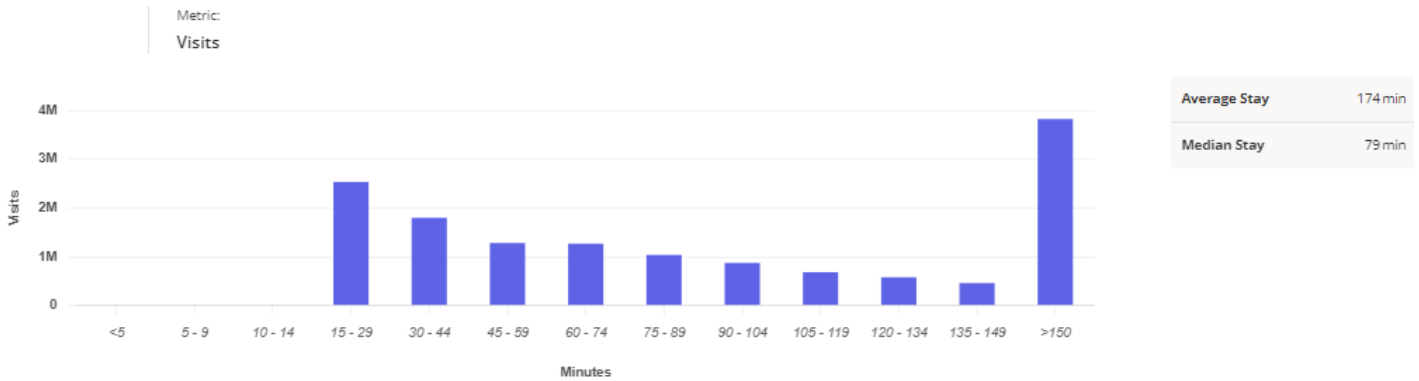
Hourly Visits



How long visits lasted

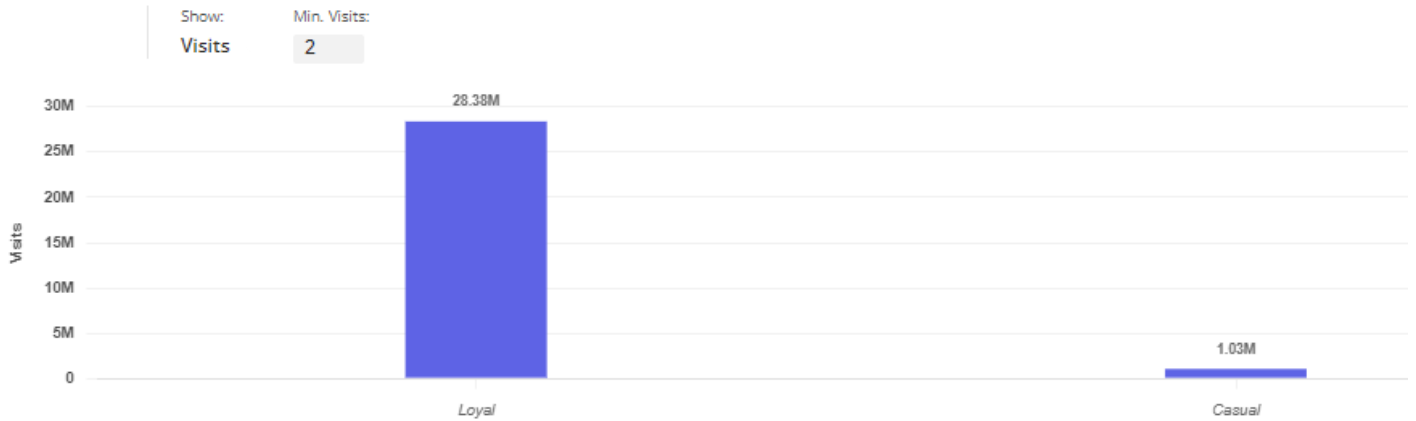
Weekend days (Friday, Saturday, and Sunday)

Visit Duration

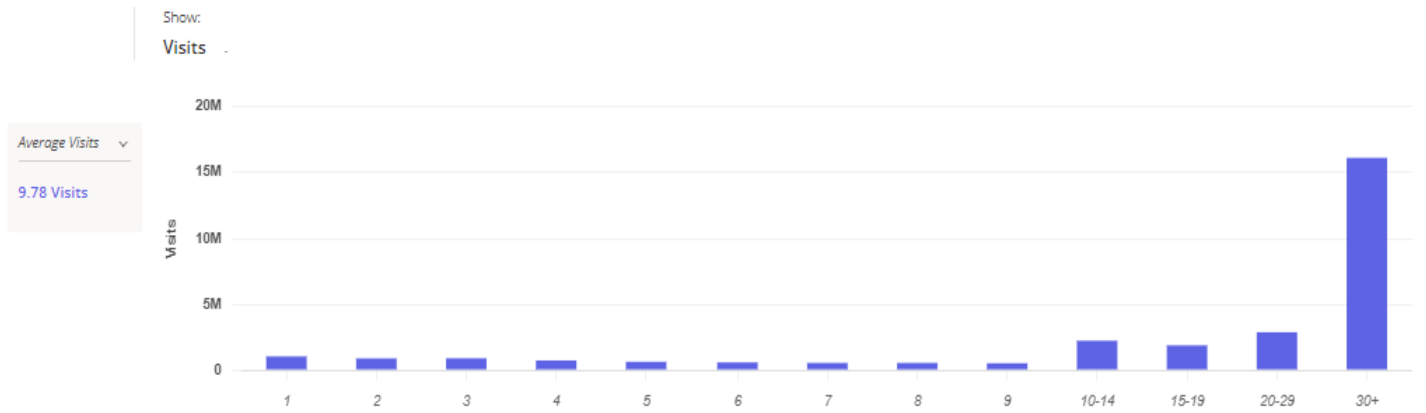


How frequently people returned to the study area during the study period.

Loyal Vs. Casual

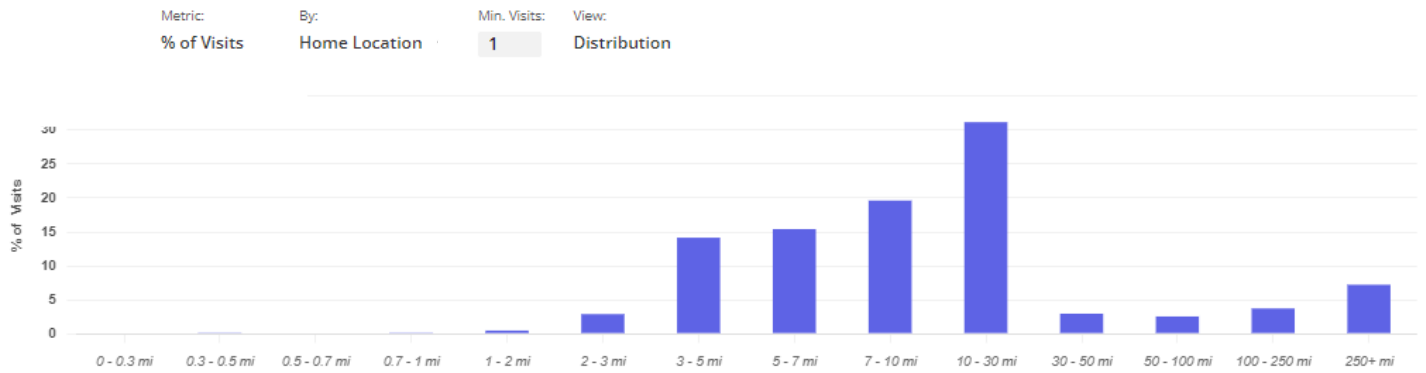


Visits Frequency



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 Households		
* O - Singles and Starters	234,517 (11.4%)	106
A - Power Elite	157,162 (7.6%)	115
G - Young City Solos	69,004 (3.4%)	114
* C - Booming with Confidence	255,817 (12.4%)	112
Q - Golden Year Guardians	158,991 (7.7%)	93
* E - Thriving Boomers	188,263 (9.1%)	101
B - Flourishing Families	155,107 (7.5%)	114
K - Significant Singles	61,353 (3%)	111
D - Suburban Style	131,186 (6.4%)	108
F - Promising Families	118,881 (5.8%)	112
J - Autumn Years	175,741 (8.5%)	80
P - Cultural Connections	21,577 (1%)	101
S - Thrifty Habits	18,421 (0.9%)	77
H - Bourgeois Melting Pot	74,053 (3.6%)	110
I - Family Union	114,232 (5.6%)	90
L - Blue Sky Boomers	53,308 (2.6%)	82
R - Aspirational Fusion	11,386 (0.6%)	93
M - Families in Motion	22,736 (1.1%)	61
N - Pastoral Pride	35,967 (1.7%)	60

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

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

* Biggest percentage of visitors




By Population			
* O - Singles and Starters	477,264 (9.4%)		105
A - Power Elite	433,648 (8.5%)		114
* C - Booming with Confidence	663,083 (13%)		112
G - Young City Solos	121,835 (2.4%)		113
* B - Flourishing Families	522,325 (10.2%)		113
E - Thriving Boomers	441,087 (8.6%)		100
Q - Golden Year Guardians	310,783 (6.1%)		92
D - Suburban Style	404,666 (7.9%)		107
K - Significant Singles	126,076 (2.5%)		110
F - Promising Families	299,401 (5.9%)		110
J - Autumn Years	396,752 (7.8%)		80
P - Cultural Connections	52,349 (1%)		101
I - Family Union	343,520 (6.7%)		89
S - Thrifty Habits	35,518 (0.7%)		79
H - Bourgeois Melting Pot	173,769 (3.4%)		110
L - Blue Sky Boomers	117,558 (2.3%)		83
R - Aspirational Fusion	23,018 (<0.5%)		95
M - Families in Motion	82,437 (1.6%)		62
N - Pastoral Pride	78,362 (1.5%)		59

* 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	5.2M	
Households	2M	
Persons per Household	2.5	101
Household Median Income	\$87,846.07	104
Household Median Disposable Income	\$74,067.27	103
Household Median Discretionary Income	\$55,998.41	104
Average Income Per Person	\$45,747.25	103
Median Rent	\$1,227.64	104
Median House Value	\$359,544.21	105
Households in Poverty	177,599 (8.8%)	94
Household Median Wealth	\$89,421.17	101
Average Age	40.06	99
Median Age	38.41	99
Households with Children	569,706 (28.2%)	102
High School Graduate or Higher	3.3M (93.9%)	100
Bachelor's Degree or Higher	1.4M (39.9%)	105
Pop density (per sq mi)	162	
Area (based on blockgroups)	31,966	

Population	
Population 2023 Q4	5.2M
Population 2023 Q3	5.2M
Population 2023 Q2	5.1M
Population 2023 Q1	5.1M
Population 2022 Q4	5.1M
Population 2022 Q3	5.1M
Population 2022 Q2	5.1M
Population 2022 Q1	5.1M
Population 2021 Q4	5.1M
Population 5 Years Forecast	5.3M
Population 10 Years Forecast	5.5M
Persons per Household	2.5 
Group Quarters	111,628 (2.2%) 
Transient Population - Average Last 4 Quarters	56,528 (1.1%) 
Households	
Households 2023 Q4	2M
Households 2023 Q3	2M
Households 2023 Q2	2M
Households 2023 Q1	2M
Households 2022 Q4	2M
Households 2022 Q3	2M
Households 2022 Q2	2M
Households 2022 Q1	2M
Households 2021 Q4	2M
Households 5 Years Forecast	2.1M
Households 10 Years Forecast	2.2M

Gender		
Male	2.6M (49.5%)	100
Female	2.6M (50.5%)	100
Ethnicity		
White	3.9M (76.3%)	99
Black	373,785 (7.2%)	109
Hispanic (Ethnic)	312,153 (6%)	103
Asian	293,382 (5.7%)	112
Other	247,799 (4.8%)	92
Household by Ethnicity		
White	1.7M (81.6%)	99
Black	115,994 (5.7%)	111
Other	96,436 (4.8%)	94
Asian	80,703 (4%)	112
Hispanic (Ethnic)	78,456 (3.9%)	104
Language Spoken		
Speak English at Home	4.3M (87.3%)	99
Speak Other Language at Home	422,807 (8.7%)	108
Speak Spanish at Home	196,278 (4%)	105

Ancestry		
Other	725,649 (14%)	104
German	1.1M (20.6%)	102
Unclassified	808,026 (15.6%)	100
Scandinavian	744,629 (14.4%)	91
Scottish/Irish	330,710 (6.4%)	104
Other European (e.g. Greek/Russian)	198,907 (3.8%)	102
British	185,668 (3.6%)	102
Mexican	201,679 (3.9%)	104
South Central Asian (e.g. Indian)	63,073 (1.2%)	113
South East Asian (e.g. Vietnamese)	150,926 (2.9%)	113
Polish	124,243 (2.4%)	100
American	134,863 (2.6%)	101
French	88,331 (1.7%)	98
South American	30,760 (0.6%)	109
Italian	66,981 (1.3%)	102
Chinese	29,827 (0.6%)	111
Dutch	41,693 (0.8%)	91
Middle Eastern	20,592 (<0.5%)	104
Other Hispanic	24,106 (<0.5%)	99
Native American (Indian/Eskimo)	26,439 (0.5%)	54
Central American	28,601 (0.6%)	96
Korean	16,830 (<0.5%)	110
Puerto Rican	17,274 (<0.5%)	106
Other Asian	27,247 (0.5%)	107
Cuban	6,701 (<0.5%)	107
Japanese	5,479 (<0.5%)	108
Dominican	3,032 (<0.5%)	107
Hawaiian/Pacific Islander	1,994 (<0.5%)	87

Households Income		
Household Average Income	\$115,390.62	104
Average Income Per Person	\$45,747.25	103
Household Median Income	\$87,846.07	104
<\$15K	116,468 (5.8%)	91
\$15K - \$25K	107,451 (5.3%)	92
\$25K - \$35K	120,086 (5.9%)	95
\$35K - \$50K	191,814 (9.5%)	96
\$50K - \$75K	321,607 (15.9%)	98
\$75K - \$100K	277,133 (13.7%)	100
\$100K - \$150K	409,537 (20.2%)	102
\$150K - \$175K	147,668 (7.3%)	106
\$175K - \$200K	165,503 (8.2%)	108
\$200K - \$250K	93,221 (4.6%)	107
\$250K - \$500K	39,818 (2%)	107
>\$500K	33,321 (1.6%)	107

Disposable Households Income		
Household Average Disposable Income	\$85,332.48	103
Household Median Disposable Income	\$74,067.27	103
<\$15K	126,968 (6.3%)	91
\$15K - \$25K	132,279 (6.5%)	93
\$25K - \$35K	146,147 (7.2%)	95
\$35K - \$50K	241,032 (11.9%)	97
\$50K - \$75K	380,191 (18.8%)	99
\$75K - \$100K	311,562 (15.4%)	101
\$100K - \$150K	419,733 (20.7%)	104
\$150K - \$175K	133,812 (6.6%)	109
\$175K - \$200K	38,437 (1.9%)	107
\$200K - \$250K	37,447 (1.9%)	107
\$250K - \$500K	51,470 (2.5%)	107
>\$500K	4,549 (<0.5%)	107

Age		
Average Age	40.06	99
Median Age	38.41	99
0-4	289,773 (5.6%)	101
5-13	579,642 (11.2%)	100
14-17	282,269 (5.5%)	101
18-21	286,532 (5.5%)	101
22-24	214,368 (4.1%)	102
25-29	292,390 (5.7%)	102
30-34	337,479 (6.5%)	102
35-39	353,902 (6.8%)	102
40-44	344,465 (6.7%)	102
45-49	309,382 (6%)	102
50-54	300,303 (5.8%)	102
55-59	321,471 (6.2%)	101
60-64	335,781 (6.5%)	99
65-69	303,940 (5.9%)	96
70-74	238,730 (4.6%)	95
75-79	171,049 (3.3%)	95
80-84	108,417 (2.1%)	94
85+	98,712 (1.9%)	92

Wealth per Household		
Household Average Wealth	\$252,602.02	101
Household Median Wealth	\$89,421.17	101
<\$0K	337,617 (16.7%)	100
\$0K - \$5K	159,626 (7.9%)	99
\$5K - \$10K	87,738 (4.3%)	100
\$10K - \$25K	125,833 (6.2%)	100
\$25K - \$50K	137,247 (6.8%)	100
\$50K - \$100K	207,692 (10.3%)	100
\$100K - \$250K	372,601 (18.4%)	100
\$250K - \$500K	277,262 (13.7%)	100
>\$500K	318,011 (15.7%)	101













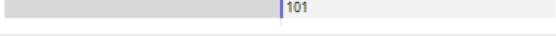
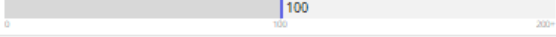




Education (Age 25+)		
Total Educated Population	3.5M	
Elementary (0 to 8 Years)	93,461 (2.7%)	101
Some High School (9 to 11 Years)	121,308 (3.5%)	96
High School Graduate (12 Years)	807,885 (23%)	97
Some College (13 to 16 Years)	690,332 (19.6%)	97
Associates Degree Only	399,179 (11.4%)	97
Bachelor's Degree Only	914,060 (26%)	104
Graduate Degree	489,796 (13.9%)	105


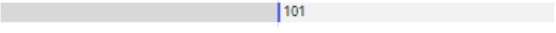










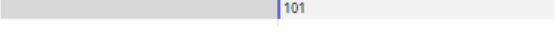
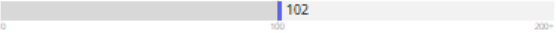
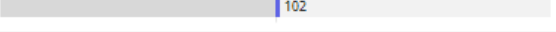
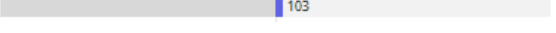
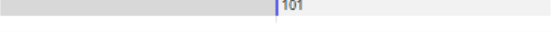
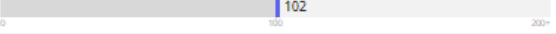
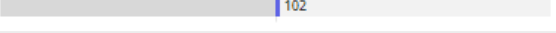
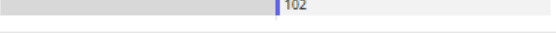
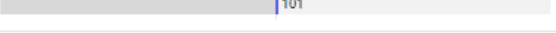
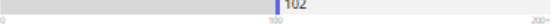
PART 3:

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	\$124.32 (28.7%)		101
Transportation	\$119.04 (27.5%)		102
Healthcare	\$55.72 (12.8%)		102
Food	\$44.44 (10.3%)		101
Entertainment	\$27.09 (6.2%)		102
Cash Contributions	\$23.91 (5.5%)		101
Education	\$8.2 (1.9%)		102
Apparel and Services	\$7.75 (1.8%)		101
Personal Care Products and Services	\$6.1 (1.4%)		101
Miscellaneous	\$6.03 (1.4%)		101
Personal Insurance	\$4.83 (1.1%)		101
Tobacco Products and Smoking Supplies	\$3.26 (0.8%)		100
Alcoholic Beverages	\$2.11 (<0.5%)		101
Reading	\$0.8 (<0.5%)		100
Food			
At home	\$26.08 (6%)		100
Away from home	\$18.36 (4.2%)		101
Alcoholic Beverages			
At home	\$1.28 (<0.5%)		101
Away from home	\$0.82 (<0.5%)		102

Housing			
Utilities, fuels, and public services	\$52.76 (12.2%)		102
Shelter	\$32.75 (7.6%)		101
Household furnishings and equipment	\$17.96 (4.1%)		101
Household operations	\$17.03 (3.9%)		101
Housekeeping supplies	\$3.81 (0.9%)		100
Apparel and Services			
Women and girls	\$2.43 (0.6%)		101
Other apparel products and services	\$2.18 (0.5%)		102
Footwear	\$1.51 (<0.5%)		101
Men and boys	\$1.44 (<0.5%)		101
Children (Age < 2)	\$0.18 (<0.5%)		101
Transportation			
Vehicle purchases (net outlay)	\$45.08 (10.4%)		102
Other vehicle expenses	\$36.05 (8.3%)		101
Gasoline and motor oil	\$30.37 (7%)		101
Public transportation	\$7.53 (1.7%)		102
Healthcare			
Health insurance	\$42.36 (9.8%)		102
Medical services	\$9.39 (2.2%)		103
Drugs	\$2.58 (0.6%)		101
Medical supplies	\$1.39 (<0.5%)		102
Entertainment			
Television, radios, sound equipment	\$10.87 (2.5%)		102
Fees and admissions	\$7.43 (1.7%)		102
Pets, toys and playground equipment	\$7.06 (1.6%)		101
Other entertainment supplies, equipment, and services	\$1.73 (<0.5%)		102

Education		
College tuition	\$6.12 (1.4%)	102
Elementary and high school tuition	\$1.47 (<0.5%)	104
Other school expenses including rentals	\$0.27 (<0.5%)	102
Test preparation, tutoring services	\$0.21 (<0.5%)	103
Other schools tuition	\$0.14 (<0.5%)	102
School books, supplies, equipment for daycare, nursery, other	--	
School books, supplies, equipment for college	--	
School books, supplies, equipment for elementary, high school	--	
Cash Contributions		
Cash contributions to church, religious organizations	\$7.97 (1.8%)	101
Other cash gifts	\$7.57 (1.7%)	99
Cash contributions to charities and other organizations	\$4.73 (1.1%)	101
Cash contributions to educational institutions	\$1.22 (<0.5%)	105
Child support expenditures	\$1.19 (<0.5%)	102
Support for college students	\$0.98 (<0.5%)	101
Cash contributions to political organizations	\$0.26 (<0.5%)	101
Tobacco Products and Smoking Supplies		
Cigarettes	\$2.59 (0.6%)	99
Other tobacco products	\$0.66 (<0.5%)	100
Smoking accessories	\$0.01 (<0.5%)	99

Miscellaneous		
Legal fees	\$1.56 (<0.5%)	101
Accounting fees	\$1.1 (<0.5%)	101
Funeral expenses	\$0.7 (<0.5%)	99
Shopping club membership fees	\$0.64 (<0.5%)	101
Expenses for other properties	\$0.58 (<0.5%)	101
Occupational expenses	\$0.57 (<0.5%)	102
Checking accounts, other bank service charges	\$0.28 (<0.5%)	100
Lotteries and parimutuel losses	\$0.2 (<0.5%)	100
Credit card memberships	\$0.14 (<0.5%)	102
Cemetery lots, vaults, maintenance fees	\$0.14 (<0.5%)	100
Online Entertainment and games	\$0.08 (<0.5%)	101
Safe deposit box rental	\$0.04 (<0.5%)	100
Miscellaneous personal services	\$0.02 (<0.5%)	103
Dating Services	\$0.01 (<0.5%)	101
Personal Care Products and Services		
Personal care services	\$4.03 (0.9%)	101
Personal care products	\$2.07 (<0.5%)	101
Personal Insurance		
Life, endowment, annuity, other personal insurance	\$4.48 (1%)	101
Other non health insurance	\$0.35 (<0.5%)	101
Reading		
Magazine/Newspaper subscriptions	\$0.39 (<0.5%)	100
Books not through book clubs	\$0.36 (<0.5%)	101
Magazines/Newspapers, non-subscription	\$0.05 (<0.5%)	100

APPENDIX A

FREQUENTLY ASKED QUESTIONS

FAQ

Q: How do organizations use this information?

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

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

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

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

Q: How are the data collected?

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

Data are collected through thousands of mobile apps and millions of devices. Data collected includes elements such as 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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Community
Research

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Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups