Visitor Map
Shows home locations of visitors to Building 19.

The most detailed view of foot-traffic possible.

Buxton's Mobyltyics allows you to create, analyze, and visualize mobile data sets for any place and any available time period.

- Understand who visited your site and where they came from.
- Benchmark visitor volume trends by date and time.
- Reports based on data that's updated daily.
- Compare competitors foot traffic.

Visit buxtonco.com/mobyltyics for more information

Jessica Silva
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Visitor Trade Area
Shows the distance in miles from where visitors to Building 19.

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Visitors are identified by combining lifestyle, lifestage, behavioral, and consumer characteristics data with mobile device data observations of actual customers at the selected locations.

Visitor Propensity

<table>
<thead>
<tr>
<th>Primary Visitor</th>
<th>Secondary Visitor</th>
<th>Incidental Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Households 20-69 more likely to visit than the average household</td>
<td>Households up to 19% more likely to visit than the average household</td>
<td>Households less likely to visit than the average household</td>
</tr>
</tbody>
</table>

Top 5 Psychographic Profiles

1. **H27 Life of Leisure**
   - Upper established couples living leisure lifestyles in small towns and cities
   - 1.11% of Visitors
   - Visitor Propensity: Very High

2. **C11 Sophisticated City Dwellers**
   - Wealthy boomer-aged couples living in cities and closed-in suburbs
   - 7.97% of Visitors
   - Visitor Propensity: Very High

3. **H26 Progressive Assortment**
   - Mature couples with comfortable and active lives in established suburbs
   - 25.11% of Visitors
   - Visitor Propensity: Very High

4. **F22 Fast Track Couples**
   - Active, young, upper established suburban couples and families living upwardly-mobile lifestyles
   - 1.12% of Visitors
   - Visitor Propensity: Very High

5. **D16 Settled in Suburbia**
   - Upper middle-class family units living comfortably in established suburbs
   - 2.53% of Visitors
   - Visitor Propensity: Very High

Visit buxtonco.com/mobilitytics for more information.

Jessica Silva
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# Household Characteristics

## Who We Are

<table>
<thead>
<tr>
<th>Segment</th>
<th>Details</th>
<th>Index Score</th>
<th>Segment %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>H27 Life of Leisure</strong></td>
<td>Presence of a child</td>
<td>6.2</td>
<td>18%</td>
</tr>
<tr>
<td>Upper established couples living leisure lifestyles in small towns and cities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estimated Household Income</td>
<td>$75,000-$99,999</td>
<td>160</td>
<td>24%</td>
</tr>
<tr>
<td>Head of household age</td>
<td>51-65</td>
<td>82</td>
<td>23%</td>
</tr>
<tr>
<td>Home ownership</td>
<td>Homeowner</td>
<td>105</td>
<td>86%</td>
</tr>
<tr>
<td>Household size</td>
<td>1 person</td>
<td>162</td>
<td>55%</td>
</tr>
<tr>
<td>Type of property</td>
<td>Single family</td>
<td>105</td>
<td>96%</td>
</tr>
</tbody>
</table>

| **C11 Sophisticated City Dwellers** | Presence of a child | 4 | 1.8% |
| Wealthy boomer-aged couples living in cities and closed-in suburbs |
| Estimated Household Income | $125,000- | 230 | 18.7% |
| Head of household age | $149,999 | 230 | 18.7% |
| Home ownership | Homeowner | 51 | 97% |
| Household size | 2 persons | 711 | 25.7% |
| Type of property | Single family | 107 | 99.4% |

| **H26 Progressive Assortment** | Age of children | 9 | 12% |
| Mature couples with comfortable and active lives in established suburbs |
| Estimated Household Income | $50,000-$74,999 | 145 | 40% |
| Head of household age | 51-65 | 145 | 40% |
| Home ownership | Homeowner | 105 | 86% |
| Household size | 2 persons | 105 | 93% |
| Type of property | Single family | 9 | 11% |

| **F22 Fast Track Couples** | Age of children | 145 | 17.1% |
| Active, young, upper established suburban couples and families living upwardly-mobile lifestyles |
| Estimated Household Income | $75,000-$99,999 | 150 | 25.2% |
| Head of household age | 31-55 | 150 | 25.2% |
| Home ownership | Homeowner | 105 | 86% |
| Household size | 1 person | 150 | 25.2% |
| Type of property | Single family | 105 | 93% |

| **D16 Settled in Suburbs** | Age of children | 145 | 17.1% |
| Upper-middle-class family units living comfortably in established suburbs |
| Estimated Household Income | $50,000-$74,999 | 150 | 25.2% |
| Head of household age | 36-45 | 150 | 25.2% |
| Home ownership | Homeowner | 105 | 86% |
| Household size | 2 persons | 150 | 25.2% |
| Type of property | Single family | 105 | 93% |

Note: An index value of 100 represents the average value for the analysis group. The further above/below 100 the index is for a given location, the more extreme the observed value for that location. Segment % represents the percentage of all households in segment with this characteristic.
Marriage
Household characteristics of Visitors to Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
Household Characteristics

Children
Household characteristics of Visitors to Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.

- 91/01/2019 - 06/23/2022
- 12:00 AM - 11:59 PM

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Household Characteristics

# of Persons in Household
Household characteristics of Visitors to Building 19.
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Head of Household Age

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Race and Ethnicity
Household characteristics of Visitors to Building 19.
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Household Income
Household characteristics of Visitors to Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.

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Household Education Level

Household characteristics of Visitors to Building 19.

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Household Characteristics

Dwelling Type
Household characteristics of Visitors to Building 19.
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Home Ownership
Household characteristics of Visitors to Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
New Homeowner

Household characteristics of Visitors to Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
New Mover
Household characteristics of Visitors to Building 19.
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Visit Volume by Day of Week
Visitors volume trends of Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.

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Visit Volume by Hour of Day
Visitors volume trends of Building 19.
Based on actual household attributes (not census data) which is updated every four (4) weeks.