Visitor Map
Shows home locations of visitors to Glassman Automotive.

The most detailed view of foot-traffic possible.

- 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/mobilitytics for more information
Visitor Trade Area
Shows the distance in miles from where visitors to Glassman Automotive.

Glassman Automotive

01
Trade Area

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Jessica Silva
jsilva@nbecl.org
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>Visitor Type</th>
<th>Description</th>
<th>Glassman Automotive</th>
<th>Visitor Propensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Visitor</td>
<td>Households 20-39% more likely to visit than the average household</td>
<td>8.77%</td>
<td>7.6X</td>
</tr>
<tr>
<td>Secondary Visitor</td>
<td>Households up to 19% more likely to visit than the average household</td>
<td>23.28%</td>
<td>5.5X</td>
</tr>
<tr>
<td>Incidental Visitor</td>
<td>Households less likely to visit than the average household</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Top 5 Psychographic Profiles**

<table>
<thead>
<tr>
<th>Profile</th>
<th>Description</th>
<th>Percentage</th>
<th>Visitor Propensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>H29 Destination Recreation</td>
<td>Middle-aged, multi-couple families enjoying active lifestyles in the suburbs</td>
<td>8.77%</td>
<td>7.6X</td>
</tr>
<tr>
<td>K40 Bohemian Groove</td>
<td>Mature, single individuals enjoying alternative lifestyles</td>
<td>23.28%</td>
<td>5.5X</td>
</tr>
<tr>
<td>E20 No Place Like Home</td>
<td>Older, established multi-generational families in suburban areas</td>
<td>30.46%</td>
<td>4.1X</td>
</tr>
<tr>
<td>F23 Families Matter Most</td>
<td>Young, established families in scenic suburbs leading active, family-focused lives</td>
<td>2.62%</td>
<td>3.4X</td>
</tr>
<tr>
<td>L42 Rooted Flower Power</td>
<td>Mid-scale baby boomer singles and couples rooted in established</td>
<td>11.48%</td>
<td>1.9X</td>
</tr>
</tbody>
</table>
Household Characteristics

Who We Are

<table>
<thead>
<tr>
<th>Who We Are</th>
<th>Details</th>
<th>Index Score</th>
<th>Segment %</th>
</tr>
</thead>
<tbody>
<tr>
<td>H29 Destination Recreation</td>
<td>Age of children: 15-18</td>
<td>58</td>
<td>7.5%</td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000-$74,999</td>
<td>145</td>
<td>29.4%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 35-45</td>
<td>454</td>
<td>60.5%</td>
</tr>
<tr>
<td></td>
<td>Home ownership: Homeowner</td>
<td>92</td>
<td>74.5%</td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>182</td>
<td>55.8%</td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>103</td>
<td>95.8%</td>
</tr>
<tr>
<td>K40 Bohemian Groove</td>
<td>Children: Presence of a child</td>
<td>32</td>
<td>13.7%</td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000-$74,999</td>
<td>134</td>
<td>27.2%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 51-65</td>
<td>137</td>
<td>38.9%</td>
</tr>
<tr>
<td></td>
<td>Home ownership: Renter</td>
<td>545</td>
<td>70.6%</td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>239</td>
<td>82.5%</td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>60</td>
<td>55.6%</td>
</tr>
<tr>
<td>E20 No Place Like Home</td>
<td>Children: Presence of a child</td>
<td>59</td>
<td>28.5%</td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000-$74,999</td>
<td>127</td>
<td>29.5%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 51-65</td>
<td>173</td>
<td>40.2%</td>
</tr>
<tr>
<td></td>
<td>Home ownership: Homeowner</td>
<td>115</td>
<td>94.2%</td>
</tr>
<tr>
<td></td>
<td>Household size: 5+ persons</td>
<td>231</td>
<td>24.4%</td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>107</td>
<td>99.1%</td>
</tr>
<tr>
<td>F23 Families Matter Most</td>
<td>Age of children: 0-3</td>
<td>548</td>
<td>47.2%</td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000-$74,999</td>
<td>142</td>
<td>28.6%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 51-65</td>
<td>328</td>
<td>38.5%</td>
</tr>
<tr>
<td></td>
<td>Home ownership: Homeowner</td>
<td>103</td>
<td>84.2%</td>
</tr>
<tr>
<td></td>
<td>Household size: 2 persons</td>
<td>145</td>
<td>41.1%</td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>107</td>
<td>98.8%</td>
</tr>
<tr>
<td>L42 Rooted Flower Power</td>
<td>Children: Presence of a child</td>
<td>14</td>
<td>5.9%</td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000-$74,999</td>
<td>159</td>
<td>32.2%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 51-65</td>
<td>301</td>
<td>85.5%</td>
</tr>
<tr>
<td></td>
<td>Home ownership: Homeowner</td>
<td>109</td>
<td>88.8%</td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>120</td>
<td>41.3%</td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>103</td>
<td>95.3%</td>
</tr>
</tbody>
</table>

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.

Jessica Silva
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Marriage
Household characteristics of Visitors to Glassman Automotive.
Based on actual household attributes (not census data) which is updated every four (4) weeks.

Visit buxtonco.com/mobilytics for more information

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Household Characteristics

Children
Household characteristics of Visitors to Glassman Automotive.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
# of Persons in Household

Household characteristics of Visitors to Glassman Automotive.

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Head of Household Age

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

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

Jessica Silva
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Household Characteristics

Household Income
Household characteristics of Visitors to Glassman Automotive.
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Household Characteristics

Household Education Level
Household characteristics of Visitors to Glassman Automotive.
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**Household Characteristics**

**Dwelling Type**

Household characteristics of Visitors to Glassman Automotive.

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Home Ownership

Household characteristics of Visitors to Glassman Automotive.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
New Homeowner
Household characteristics of Visitors to Glassman Automotive.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
**New Mover**

**Household characteristics of Visitors to Glassman Automotive.**
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Visit Volume Trend by Week
Visitors volume trends of Glassman Automotive.
Based on actual household attributes (not census data) which is updated every four (4) weeks.

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Visit Volume by Day of Week

**Visitors volume trends of Glassman Automotive.**
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 Glassman Automotive.
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