Visitor Map
Shows home locations of visitors to Goodyear.

The most detailed view of foot-traffic possible.

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- 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.

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Jessica Silva
jsilva@nbecd.org
Goodyear
01/01/2019 - 06/24/2022
12:00 AM - 11:59 PM

Visitor Trade Area
Shows the distance in miles from where visitors to Goodyear.

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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>Visitor Type</th>
<th>Goodyear</th>
<th>Visitor Propensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Visitor</td>
<td>3.47%</td>
<td>2.6X</td>
</tr>
<tr>
<td>Secondary Visitor</td>
<td>36.03%</td>
<td>1.7X</td>
</tr>
<tr>
<td>Incidental Visitor</td>
<td>6.03%</td>
<td>1.5X</td>
</tr>
<tr>
<td>OS1 Digital Savvy</td>
<td>8.05%</td>
<td>1.4X</td>
</tr>
<tr>
<td>OS5 Family Troopers</td>
<td>2.62%</td>
<td>1.3X</td>
</tr>
</tbody>
</table>

Top 5 Psychographic Profiles

- **I32 Steadfast Conventionalists**: Conventional Cen X families living suburban and city lifestyles
- **R66 Ambitious Dreamers**: Lively singles and single parents with cost-conscious monthly start out in city apartments
- **OS1 Digital Savvy**: Young singles who live digital-driven smaller city lifestyles
- **K40 Bohemian Groove**: Mature, unattached individuals enjoying settled urban lives
- **OS5 Family Troopers**: Families and single parent households living near military bases

Visit buxton.com/mobilytics for more information.
<table>
<thead>
<tr>
<th>Segment</th>
<th>Details</th>
<th>Index Score</th>
<th>Segment %</th>
</tr>
</thead>
<tbody>
<tr>
<td>050 Bohemian Groove</td>
<td>Presence of a child: $50,000 -$74,999</td>
<td>13.7%</td>
<td>27.2%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 51-65</td>
<td>16.2%</td>
<td>38.9%</td>
</tr>
<tr>
<td></td>
<td>Home ownership: Renter</td>
<td>16.0%</td>
<td>70.4%</td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>14.4%</td>
<td>82.3%</td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>15.3%</td>
<td>55.6%</td>
</tr>
<tr>
<td>055 Family Troopers</td>
<td>Age of children: 0-3</td>
<td>35.6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000 -$74,999</td>
<td>14.2%</td>
<td>68.7%</td>
</tr>
<tr>
<td></td>
<td>Head of household age: 25-59</td>
<td>21.1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Home ownership: Renter</td>
<td>21.5%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>23.4%</td>
<td></td>
</tr>
<tr>
<td>051 Digitally Savvy</td>
<td>Age of children: 7-9</td>
<td>9.6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000 -$74,999</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Head of household age: 25-59</td>
<td>10.8%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Home ownership: Owner</td>
<td>10.4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>10.2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>10.0%</td>
<td></td>
</tr>
<tr>
<td>056 Ambitious Dreamers</td>
<td>Age of children: 13-18</td>
<td>14.5%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: Less than $15,000</td>
<td>23.5%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Head of household age: 25-59</td>
<td>14.4%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Home ownership: Owner</td>
<td>14.1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>13.6%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>14.1%</td>
<td></td>
</tr>
<tr>
<td>082 Steadfast Conventionalist</td>
<td>Age of children: 13-18</td>
<td>34.1%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Estimated Household Income: $50,000 -$74,999</td>
<td>28.2%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Head of household age: 51-65</td>
<td>33.7%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Home ownership: Owner</td>
<td>72.8%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Household size: 1 person</td>
<td>26.5%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Type of property: Single family</td>
<td>86.8%</td>
<td></td>
</tr>
</tbody>
</table>
Marriage
Household characteristics of Visitors to Goodyear.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
Children

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

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

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Household Characteristics

Race and Ethnicity
Household characteristics of Visitors to Goodyear.
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Home

02
Household Characteristics

Household Income
Household characteristics of Visitors to Goodyear.
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Household Characteristics

Household Education Level
Household characteristics of Visitors to Goodyear.
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Dwelling Type
Household characteristics of Visitors to Goodyear.
Based on actual household attributes (not census data) which is updated every four (4) weeks.
Home Ownership
Household characteristics of Visitors to Goodyear.
Based on actual household attributes (not census data) which is updated every four (4) weeks.

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

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