



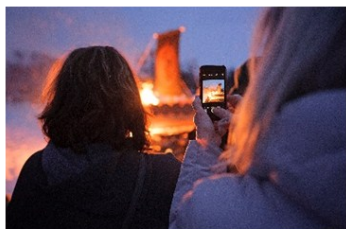
DOWNTOWN HARBOR SPRINGS, MI

2026 VISITOR 360 FOUNDATIONAL REPORT

Compiled April 2026

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



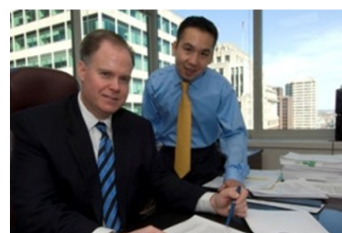
Employee Engagement
and Priority AssessmentSM



Bond/Millage Planning
Survey



Focus Groups/Citizen Work
Groups



Budget Priority Assessment

Better Science. Better Benchmarks. Better Decisions. Better Price.

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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

Harbor Springs, Michigan, 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?



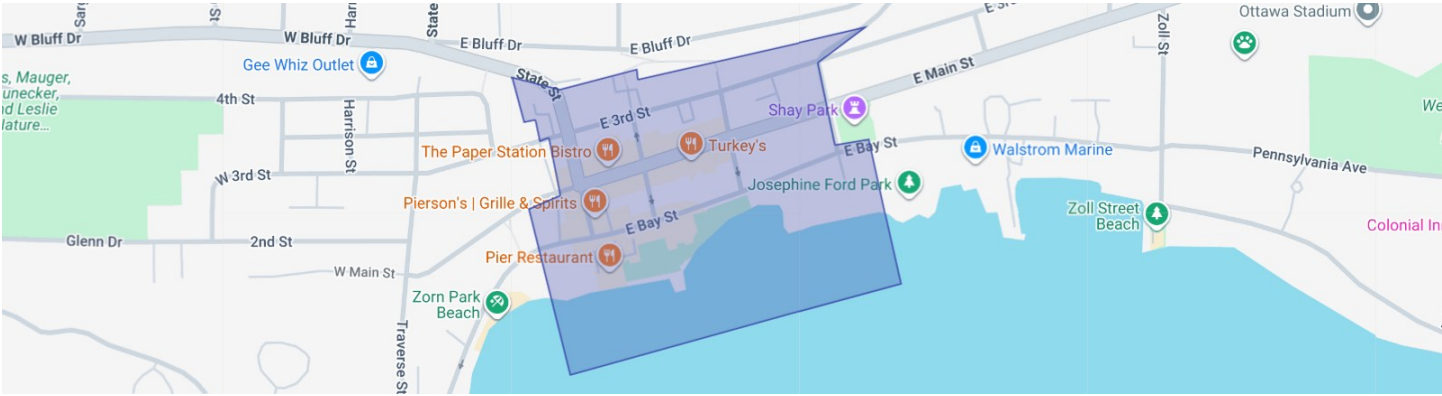
Due Diligence: Do events asking for resources actually deliver the number of visitors they say? Are destination businesses requesting special treatment actually meaningful destinations? Do amenities such as small airports, plazas, and parks result in people visiting more locations on a trip?



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.

PART 1:

VISITORS



Date Range for estimates: April 1, 2025 – March 31, 2026

This report includes visitors, workers, and residents in the point of interest. People are counted only once per day if they leave and return.

Total visits in study period: 1.26M

Unique individuals visiting: 488.05K

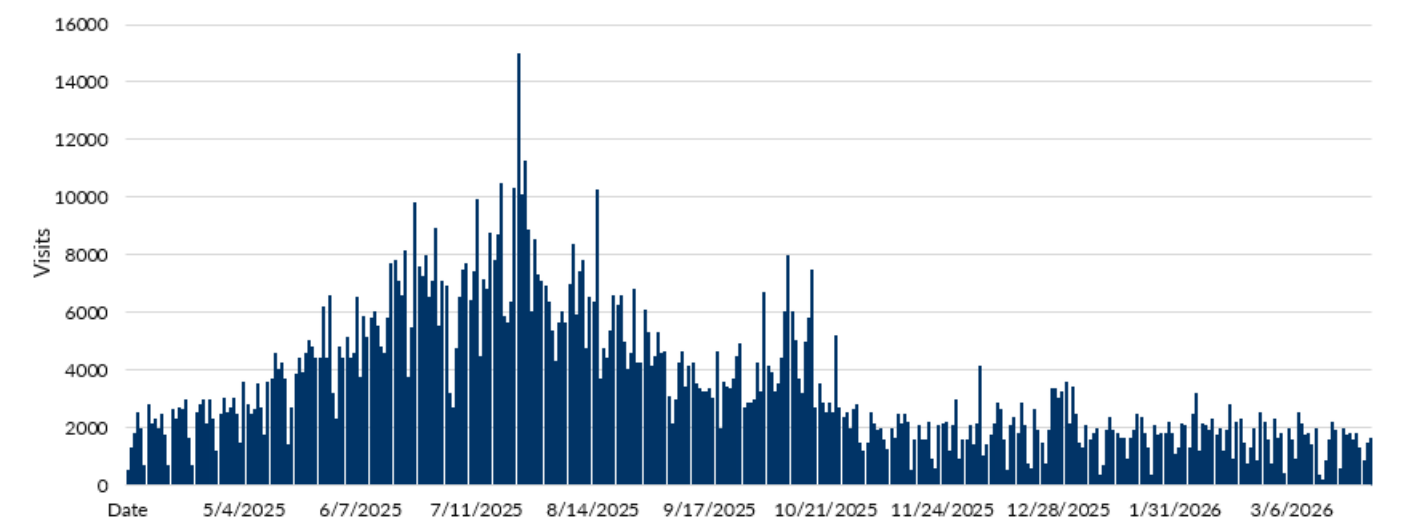
Average visits per individual: 2.6

Additional Requested Data*: ~14% of estimated visits are Residents

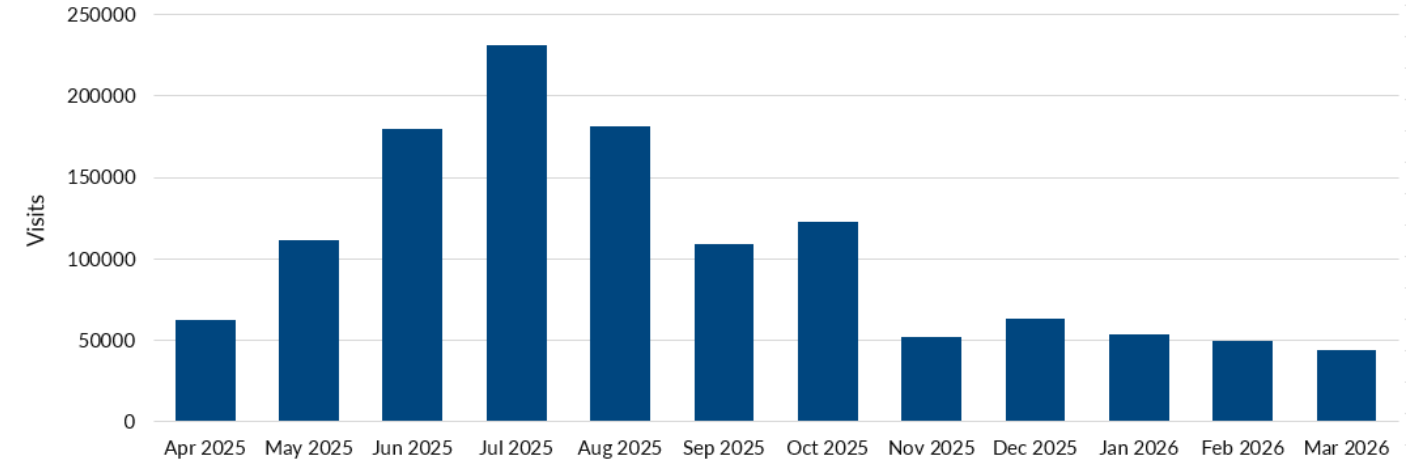
~11% of estimated visits are Workers

***Note: Residents/Workers may overlap**

Daily Visits Trend

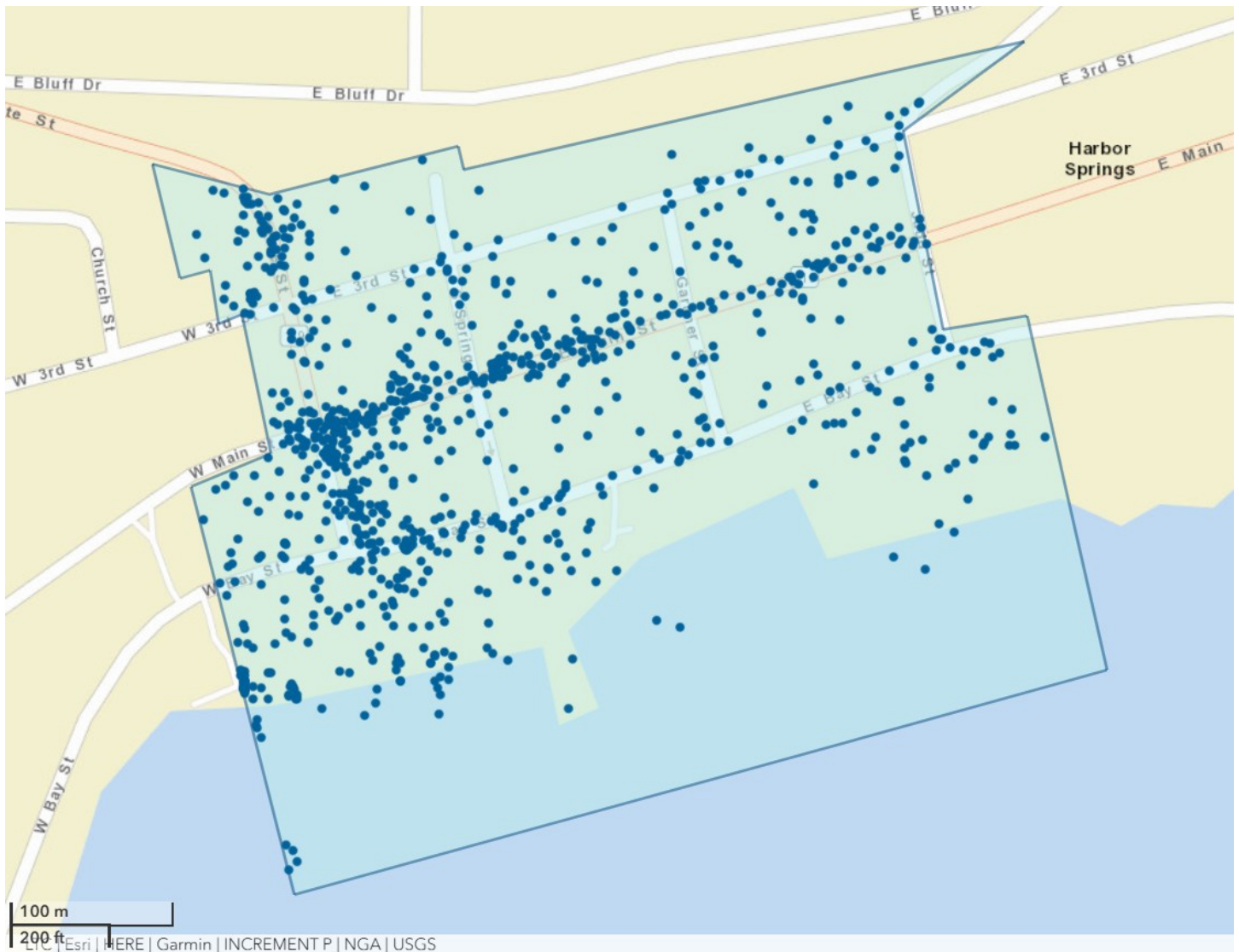


Monthly Visits Trend



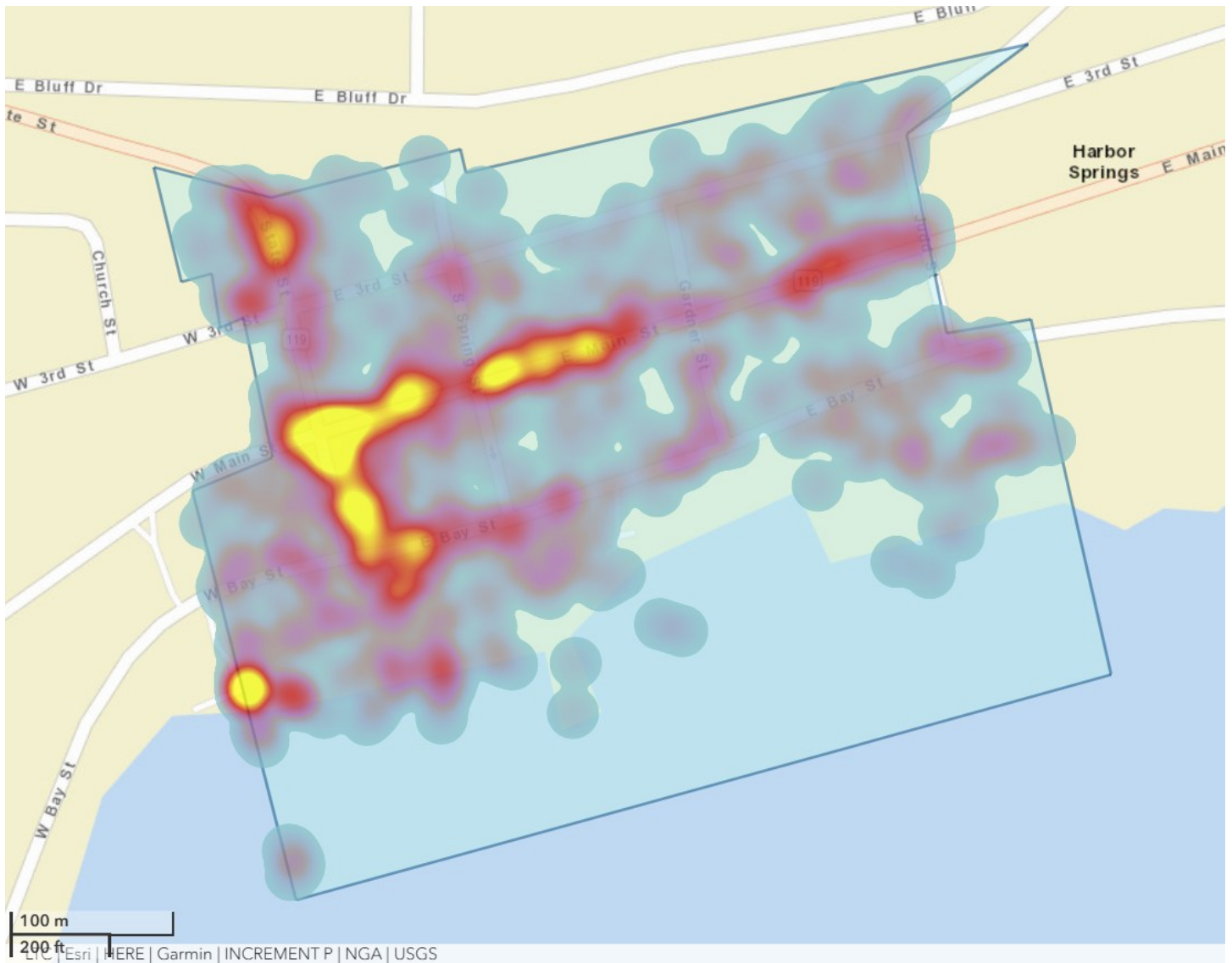
Visitor Journey

The pin map below offers insight into which areas within the study area see the greatest concentration of visits (indicated by the clusters of blue dots.)



Visitor Journey

The heat map below shows the areas with the highest visitation in yellow.



Visitor Journey

The table below lists the top 25 locations most frequently visited before or after a visit to the point of interest. Percentages represent the share of total visitors (including residents and workers) who traveled to or from each location.

Note: Business names may have changed since the data was collected and may not reflect current listings in public databases. Smaller properties located near high-traffic areas may appear to have higher visit shares due to proximity effects. Additionally, if a visitor remained within the study area for more than two hours, locations inside the study area are also included in this list.

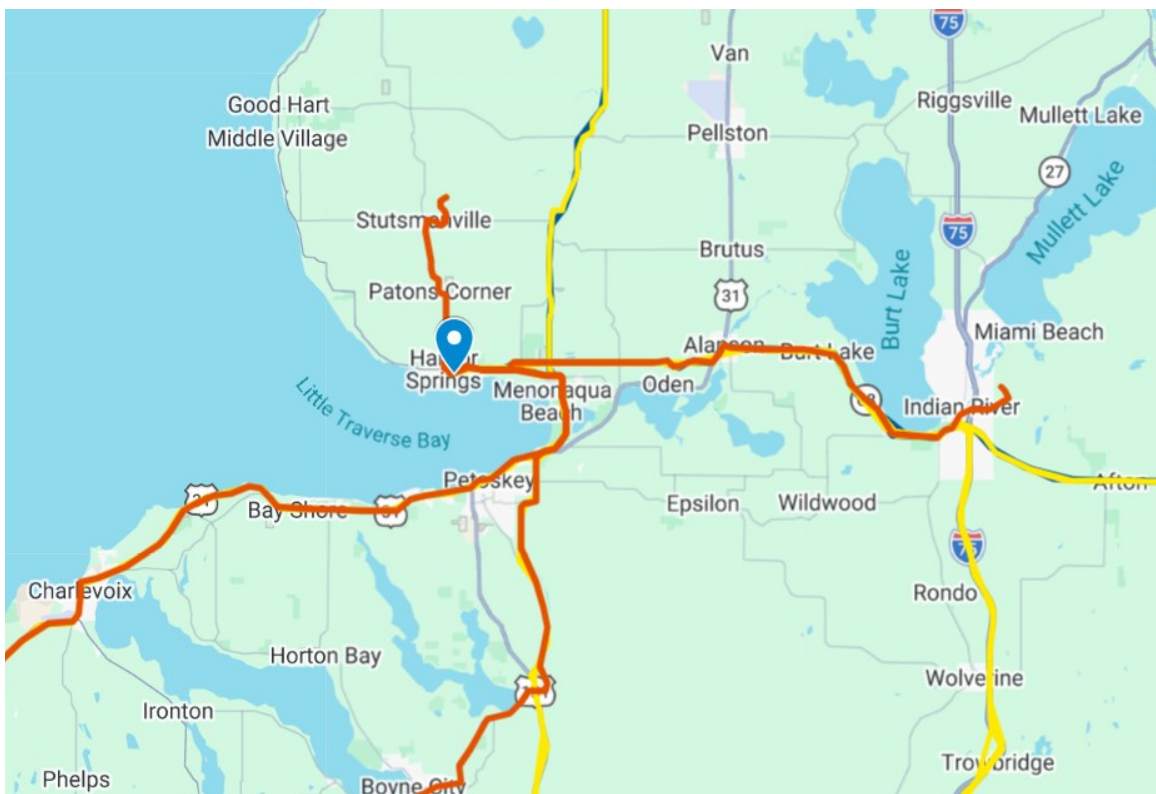
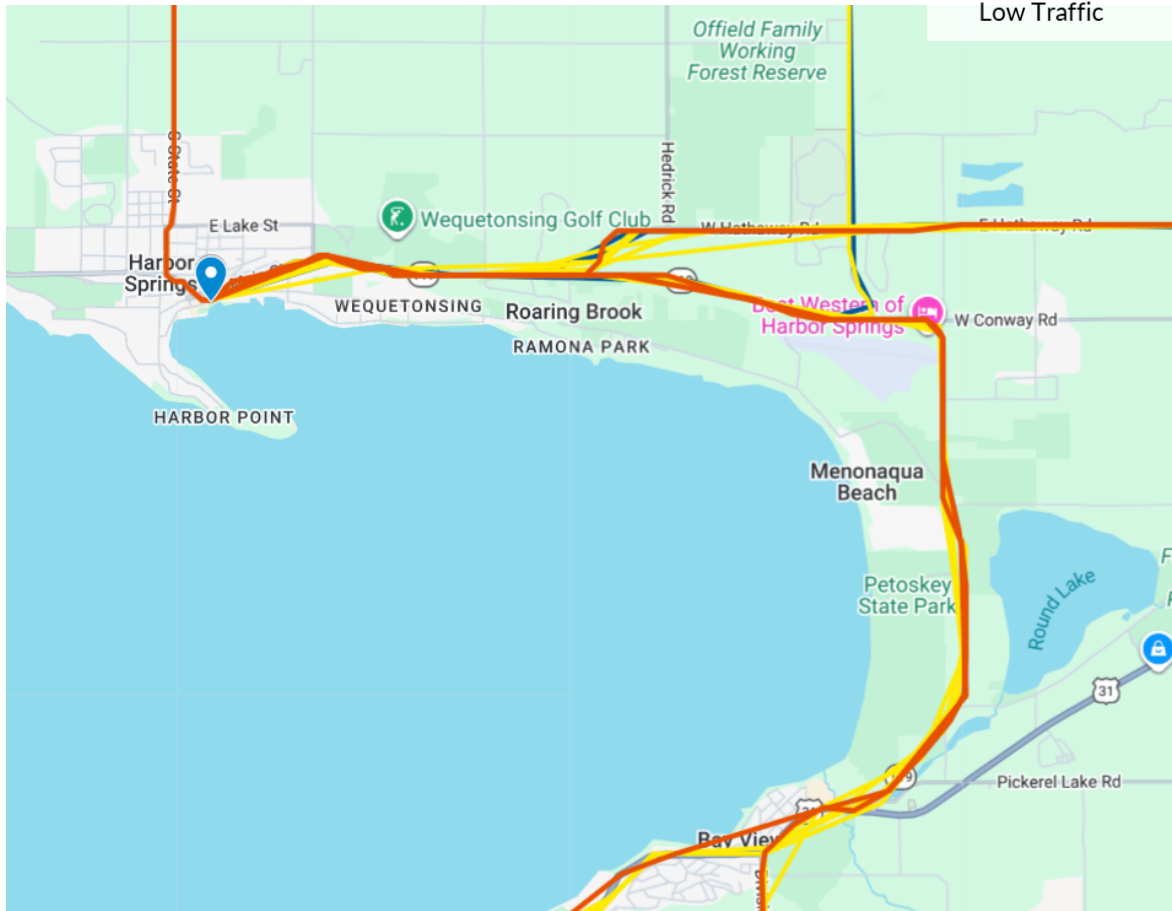
Location Name	Foot Traffic
Home	33.60%
Work	27.52%
Phillips Edison, 1590-1850 Anderson Road, Petoskey, MI	2.71%
1131 N Us Highway 31, Petoskey, MI	2.41%
Marathon Petroleum 1274723473 M 119, Harbor Spring, MI	1.26%
BP 15512, Harbor Springs, MI	1.16%
Western Union MEIJER #2571201 Lears Rd, Petoskey, MI	0.93%
2160-2180 Anderson Road, Petoskey, MI	0.85%
Mobil 200312665 - Harbor Springs North E-Z Mart, Harbor Springs, MI	0.82%
Harbor Point Golf Course, Harbor Springs, MI	0.80%
D&W Fresh Market D&W Fresh Market Petoskey, Bay View, MI	0.68%
McDonald's 3845, Petoskey, MI	0.63%
Best Western Of Harbor Springs, Harbor Springs, MI	0.55%
Grocer Grocer300 WEST LAKE, Harbor Springs, MI	0.50%
Marathon Petroleum 425155667 PLEASANTVIEW ROAD, Harbor Springs, MI	0.50%
Meijer 257, Petoskey, MI	0.50%
Marathon Petroleum 1073187701 S STATE ROAD, Harbor Springs, MI	0.47%
Marathon Petroleum 792287640 US 31, Alanson, MI	0.47%
910 Spring St, Petoskey, MI	0.40%
The Home Depot 2755 - Bear Creek, Petoskey, MI	0.33%
Brewers Association - Petoskey Brewing, Petoskey, MI	0.32%
Culver's 761, Petoskey, MI	0.32%
Western Union WALMART #0024171850 Anderson Rd, Petoskey, MI	0.32%
BP 11116, Pellston, MI	0.28%
1305 - 1401 Spring Street, Petoskey, MI	0.27%

Routes

Traffic Volume Distribution

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

High Traffic ■
Medium Traffic ■
Low Traffic ■



Routes Cont.

The map below shows which routes people used to reach the point of interest.

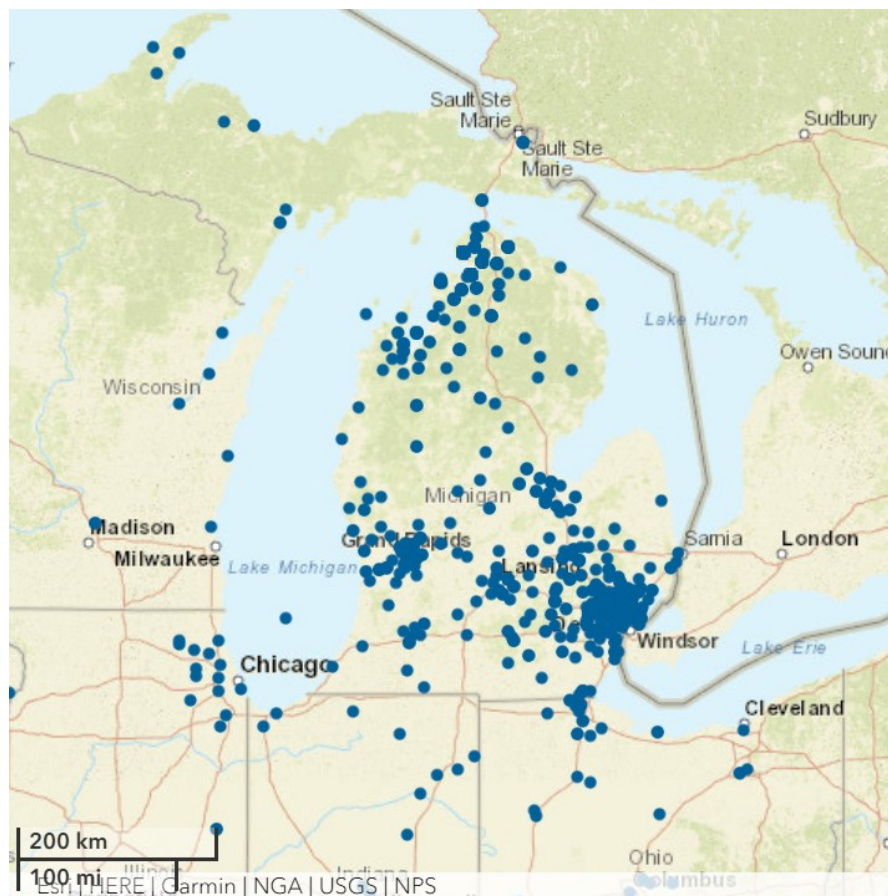
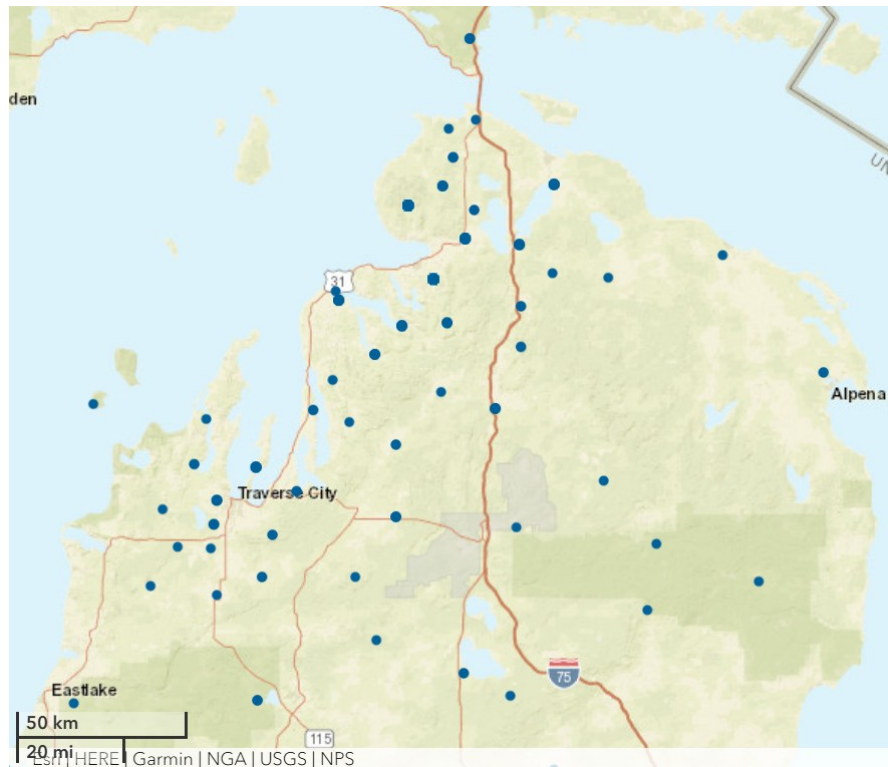
Traffic Volume Distribution

High Traffic
Medium Traffic
Low Traffic



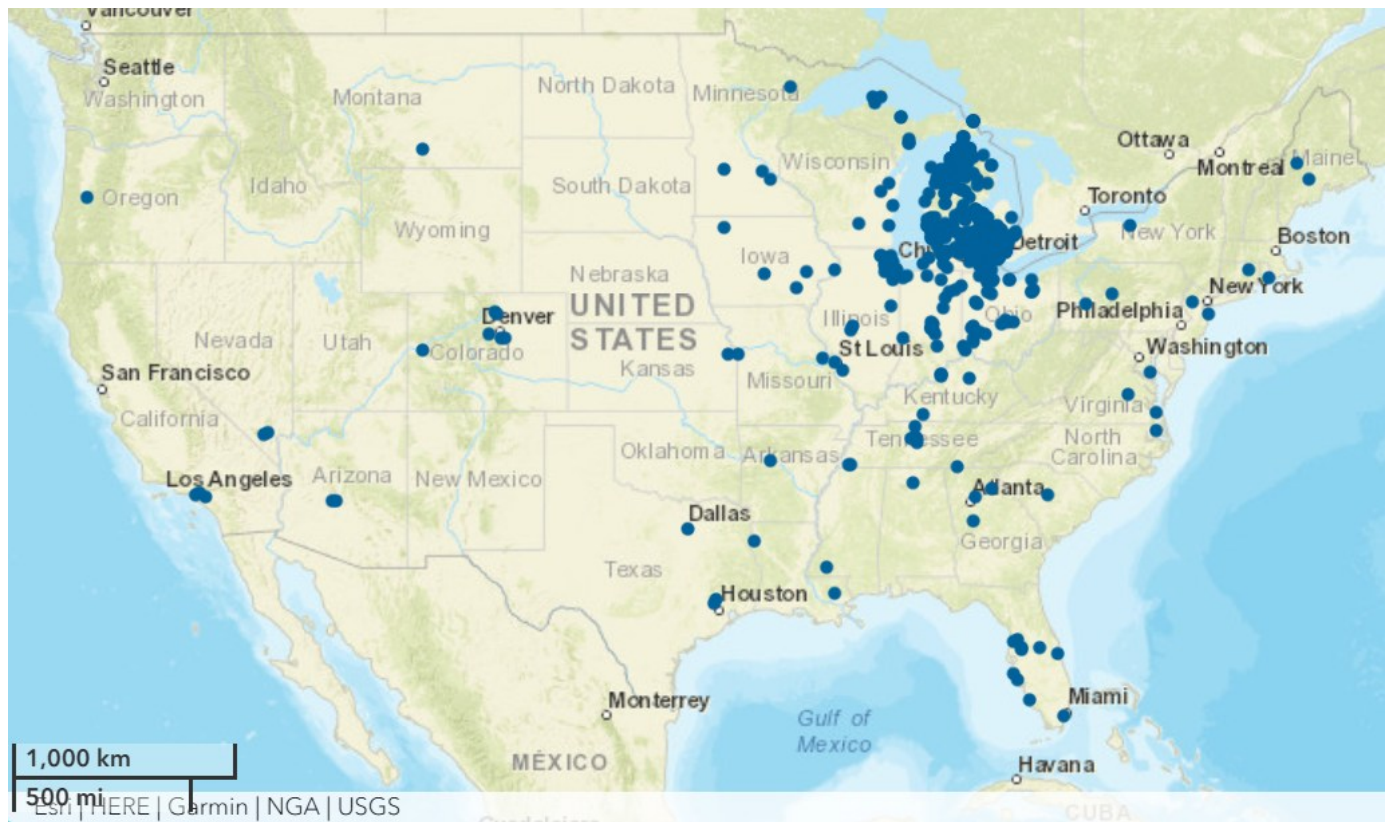
Distance

The maps below show distance people traveled from home location.



Distance Cont.

The map below shows distance people traveled from home location.



The map below shows the geographic area from which the study area receives the majority (80%) of visits.

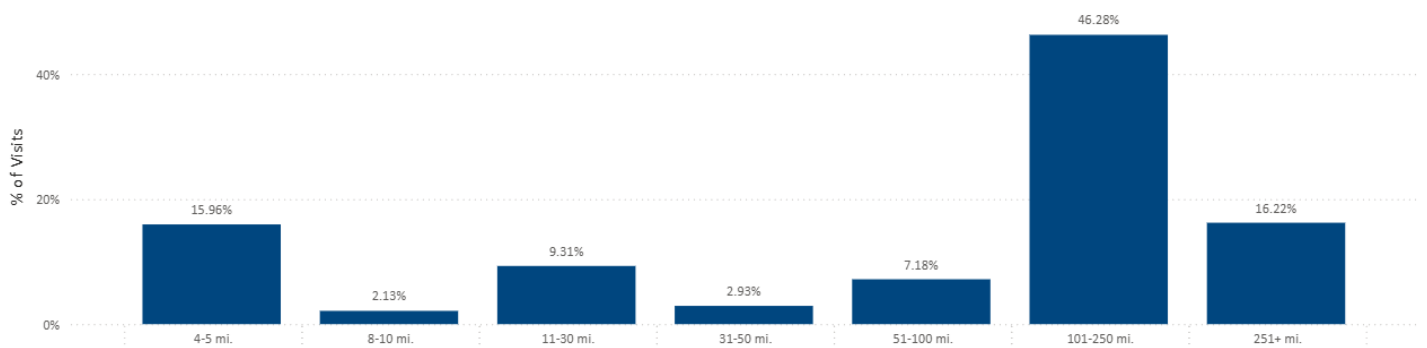


The table below shows the top 25 ZIP Codes that are home to these individuals.

Zip Code	City	State	% of Visits
49740	Harbor Springs	MI	32.35%
49770	Petoskey	MI	12.88%
49706	Alanson	MI	2.38%
49720	Charlevoix	MI	1.83%
48236	Grosse Pointe Farms	MI	1.51%
48374	Novi	MI	1.51%
43614	Toledo	OH	1.35%
49712	Boyne City	MI	1.19%
49721	Cheboygan	MI	1.19%
49749	Indian River	MI	1.19%
48622	Farwell	MI	1.11%
49769	Pellston	MI	1.11%
45805	Lima	OH	1.03%
49453	Saugatuck	MI	1.03%
48134	Flat Rock	MI	0.87%
48842	Holt	MI	0.79%
49795	Vanderbilt	MI	0.79%
48098	Troy	MI	0.72%
48503	Flint	MI	0.72%
49601	Cadillac	MI	0.64%
40509	Lexington	KY	0.56%
48088	Warren	MI	0.56%
48178	South Lyon	MI	0.56%
48324	West Bloomfield	MI	0.56%
48661	West Branch	MI	0.56%

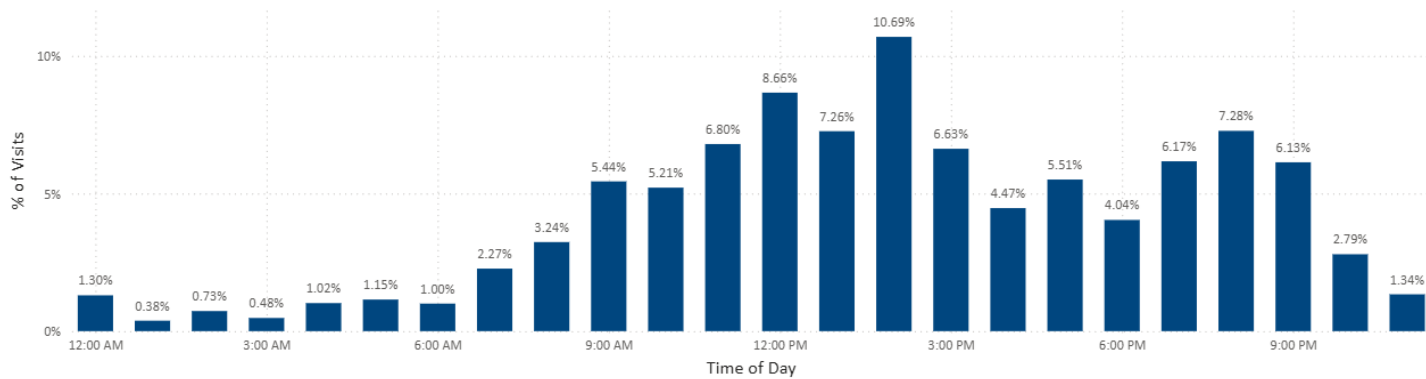
The graph below far people traveled to reach the study area during the study period.

Visitors by Distance



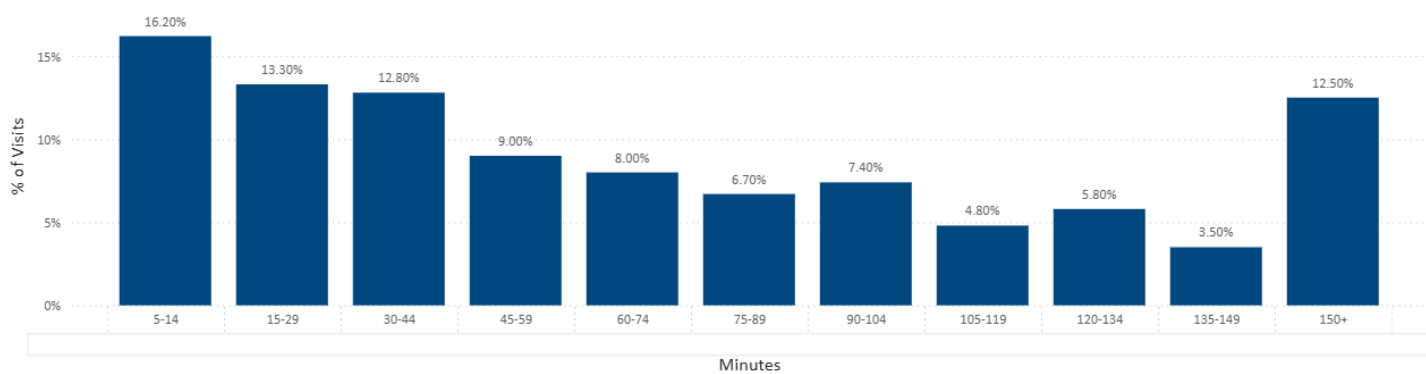
This graph shows visits by hour. Hourly visits are not unique since visits may overlap between hours or last several hours.

Hourly Visit Trend



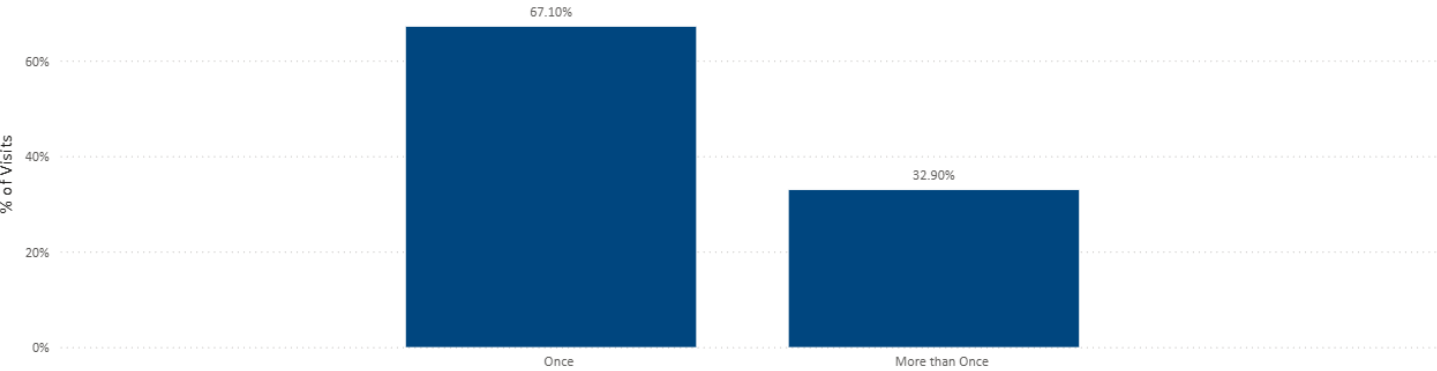
The graph below shows how long visits lasted

Length of Stay



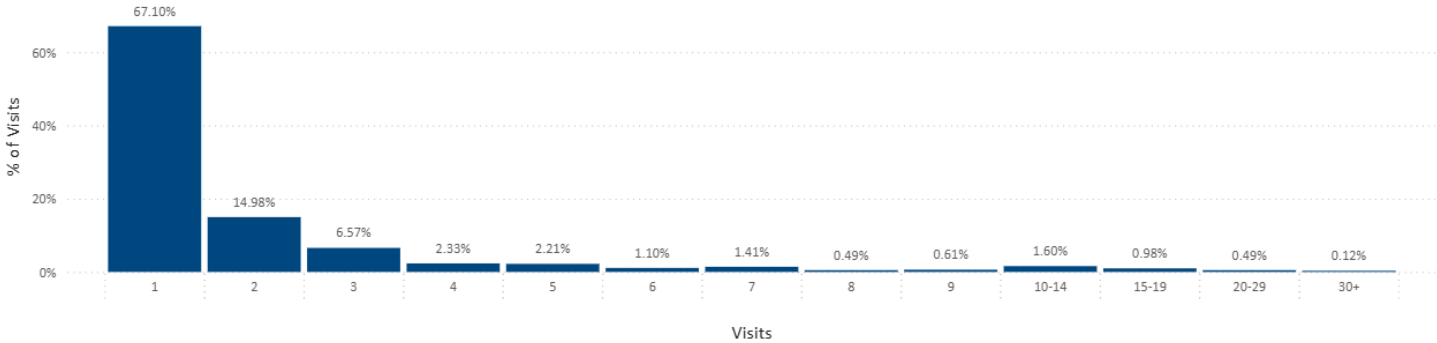
The graph below reflects how many people visited only one time, compared to how many returned to the POI more than once during the study period.

Loyal vs Casual



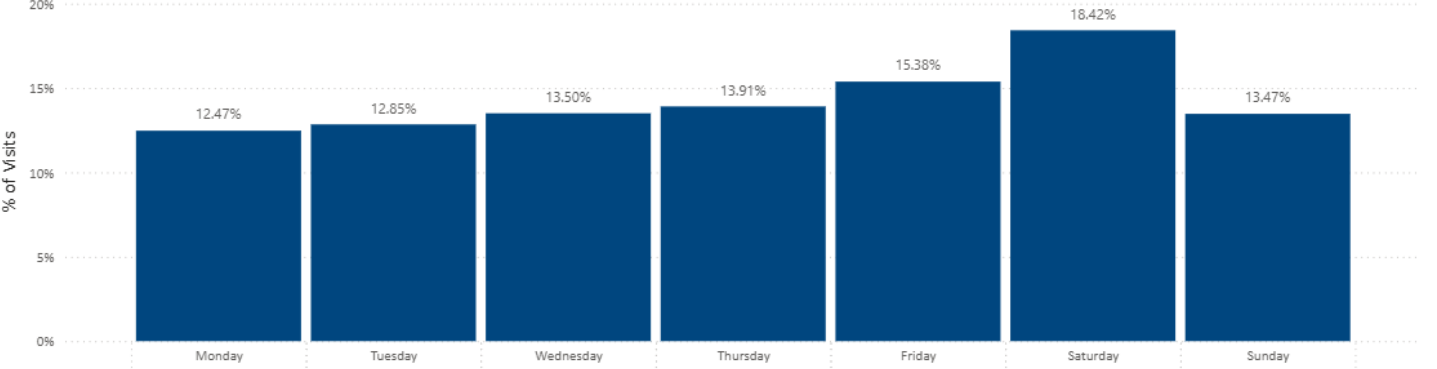
The graph below shows how frequently people returned to the study area during the study period.

Visit Frequency



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

Daily Visits



PART 2:

POPULATION SEGMENTS IN THE TRADE AREA

POTENTIAL MARKET DEMOGRAPHIC AND COMPARISON SEGMENTATION

The following pages show the characteristics of those people who have visited your point of interest and those who share the same characteristics –potential future visitors in the market trade area. Population totals reflect the total potential market, which is a larger number than the actual visitors to your point of interest.

Each table is organized into 5 columns:

Columns 1 and 3 identify the type of information mirroring your visitors and your comparison area (usually county).

Columns 2 and 4 show the corresponding value or percentage for that category.

Column 5 shows the differences between the two.

Demographics				
2025 Key Demographic Indicators (Esri)				
Study Area Total Market Mirroring Visitors	Value	Comparison Area	Value	Difference
2025 Total Population	638,685	2025 Total Population	34,498	
2025 American Indian Population (%)	0.6%	2025 American Indian Population (%)	3.2%	-2.6%
2025 Asian Population (%)	4.8%	2025 Asian Population (%)	0.5%	4.3%
2025 Black Population (%)	6.8%	2025 Black Population (%)	0.6%	6.2%
2025 Pacific Islander Population (%)	0.0%	2025 Pacific Islander Population (%)	0.1%	0.0%
2025 White Population (%)	78.0%	2025 White Population (%)	89.3%	-11.3%
2025 Other Race Population (%)	2.6%	2025 Other Race Population (%)	0.6%	2.0%
2025 Population of 2+ Races (%)	7.1%	2025 Population of 2+ Races (%)	5.7%	1.5%
2025 Hispanic Population (%)	7.2%	2025 Hispanic Population (%)	2.1%	5.1%
2025 Age: 5 Year Increments (Esri)				
Study Area Total Market Mirroring Visitors	Value	Comparison Area	Value	Difference
2025 Median Age	42.1	2025 Median Age	47.4	-5.3
2025 Population Age 0-4 (%)	5.2%	2025 Population Age 0-4 (%)	4.1%	1.0%
2025 Population Age 5-9 (%)	5.8%	2025 Population Age 5-9 (%)	4.8%	1.0%
2025 Population Age 10-14 (%)	6.2%	2025 Population Age 10-14 (%)	5.0%	1.2%
2025 Population Age 15-19 (%)	6.3%	2025 Population Age 15-19 (%)	5.2%	1.1%
2025 Population Age 20-24 (%)	5.9%	2025 Population Age 20-24 (%)	5.1%	0.8%
2025 Population Age 25-29 (%)	5.9%	2025 Population Age 25-29 (%)	5.4%	0.5%
2025 Population Age 30-34 (%)	6.0%	2025 Population Age 30-34 (%)	5.6%	0.3%
2025 Population Age 35-39 (%)	6.2%	2025 Population Age 35-39 (%)	5.9%	0.3%
2025 Population Age 40-44 (%)	6.4%	2025 Population Age 40-44 (%)	6.1%	0.3%
2025 Population Age 45-49 (%)	6.0%	2025 Population Age 45-49 (%)	5.5%	0.5%
2025 Population Age 50-54 (%)	6.2%	2025 Population Age 50-54 (%)	6.0%	0.2%
2025 Population Age 55-59 (%)	6.4%	2025 Population Age 55-59 (%)	6.3%	0.1%
2025 Population Age 60-64 (%)	6.7%	2025 Population Age 60-64 (%)	7.6%	-0.8%
2025 Population Age 65-69 (%)	6.7%	2025 Population Age 65-69 (%)	8.4%	-1.7%
2025 Population Age 70-74 (%)	5.5%	2025 Population Age 70-74 (%)	7.1%	-1.6%
2025 Population Age 75-79 (%)	4.1%	2025 Population Age 75-79 (%)	5.5%	-1.4%
2025 Population Age 80-84 (%)	2.5%	2025 Population Age 80-84 (%)	3.4%	-0.9%
2025 Population Age 85+ (%)	2.1%	2025 Population Age 85+ (%)	3.0%	-0.9%
2025 Population Age 18+ (%)	79.2%	2025 Population Age 18+ (%)	83.0%	-3.8%

Demographics

2025 Income (Esri)

Study Area Total Market Mirroring Visitors	Value	Comparison Area	Value	Difference
2025 Median Household Income	\$90,235	2025 Median Household Income	\$74,450	\$15,785
2025 HH Income <\$15000 (%)	6.3%	2025 HH Income <\$15000 (%)	8.1%	-1.8%
2025 HH Income \$15000-24999 (%)	5.0%	2025 HH Income \$15000-24999 (%)	6.7%	-1.8%
2025 HH Income \$25000-34999 (%)	5.1%	2025 HH Income \$25000-34999 (%)	7.2%	-2.1%
2025 HH Income \$35000-49999 (%)	9.4%	2025 HH Income \$35000-49999 (%)	10.2%	-0.7%
2025 HH Income \$50000-74999 (%)	15.7%	2025 HH Income \$50000-74999 (%)	18.1%	-2.5%
2025 HH Income \$75000-99999 (%)	12.8%	2025 HH Income \$75000-99999 (%)	14.3%	-1.6%
2025 HH Income \$100000-149999 (%)	19.5%	2025 HH Income \$100000-149999 (%)	15.9%	3.6%
2025 HH Income \$150000-199999 (%)	10.9%	2025 HH Income \$150000-199999 (%)	7.5%	3.4%
2025 HH Income \$200000+ (%)	15.4%	2025 HH Income \$200000+ (%)	12.0%	3.4%

2025 Educational Attainment (Esri)

Study Area Total Market Mirroring Visitors	Percent	Comparison Area	Percent	Difference
2025 Pop Age 25+: < 9th Grade (%)	2.3%	2025 Pop Age 25+: < 9th Grade (%)	0.7%	1.6%
2025 Pop Age 25+: High School/No Diploma (%)	3.7%	2025 Pop Age 25+: High School/No Diploma (%)	2.9%	0.9%
2025 Pop Age 25+: High School Diploma (%)	21.1%	2025 Pop Age 25+: High School Diploma (%)	21.9%	-0.8%
2025 Pop Age 25+: GED (%)	3.4%	2025 Pop Age 25+: GED (%)	2.5%	0.8%
2025 Pop Age 25+: Some College/No Degree (%)	18.1%	2025 Pop Age 25+: Some College/No Degree (%)	19.6%	-1.5%
2025 Pop Age 25+: Associate's Degree (%)	11.1%	2025 Pop Age 25+: Associate's Degree (%)	10.2%	0.9%
2025 Pop Age 25+: Bachelor's Degree (%)	24.2%	2025 Pop Age 25+: Bachelor's Degree (%)	24.7%	-0.5%
2025 Pop Age 25+: Grad/Professional Degree (%)	16.2%	2025 Pop Age 25+: Grad/Professional Degree (%)	17.5%	-1.3%

Occupation					
Type of Work					
Study Area Total Market Mirroring Visitors	Percent	Comparison Area	Percent	Difference	
White Collar	65.2%	White Collar	59.7%		5.5%
Management	13.3%	Management	12.1%		1.2%
Business/Financial	6.8%	Business/Financial	4.3%		2.5%
Computer/Mathematical	4.0%	Computer/Mathematical	1.0%		3.0%
Architecture/Engineering	3.2%	Architecture/Engineering	1.9%		1.3%
Life/Physical/Social Sciences	0.9%	Life/Physical/Social Sciences	0.7%		0.2%
Community/Social Service	1.6%	Community/Social Service	1.5%		0.1%
Legal	1.1%	Legal	0.9%		0.2%
Education/Training/Library	5.7%	Education/Training/Library	6.7%		-1.0%
Arts/Design/Entertainment	1.9%	Arts/Design/Entertainment	2.4%		-0.5%
Healthcare Practitioner	8.3%	Healthcare Practitioner	7.3%		1.0%
Sales and Sales Related	8.9%	Sales and Sales Related	11.9%		-3.0%
Office/Administrative Support	9.5%	Office/Administrative Support	9.0%		0.5%
Blue Collar	20.5%	Blue Collar	21.1%		-0.6%
Farming/Fishing/Forestry	0.4%	Farming/Fishing/Forestry	0.2%		0.2%
Construction/Extraction	4.4%	Construction/Extraction	6.0%		-1.6%
Installation/Maintenance/Repair	2.8%	Installation/Maintenance/Repair	2.6%		0.2%
Production	5.9%	Production	4.6%		1.3%
Transportation/Material Moving	6.9%	Transportation/Material Moving	7.7%		-0.8%
Services	14.3%	Services	19.2%		-4.9%
Healthcare Support	2.7%	Healthcare Support	3.7%		-1.0%
Protective Service	1.9%	Protective Service	1.9%		0.0%
Food Preparation/Serving	4.5%	Food Preparation/Serving	5.3%		-0.8%
Building Maintenance	2.9%	Building Maintenance	6.4%		-3.5%
Personal Care/Service	2.4%	Personal Care/Service	1.9%		0.5%
Industry					
Study Area Total Market Mirroring Visitors	Percent	Comparison Area	Percent	Difference	
Agriculture/Forestry/Fishing	1.1%	Agriculture/Forestry/Fishing	0.7%		0.4%
Mining/Quarrying/Oil & Gas	0.2%	Mining/Quarrying/Oil & Gas	0.0%		0.2%
Construction	6.4%	Construction	9.5%		-3.1%
Manufacturing	14.6%	Manufacturing	9.0%		5.6%
Wholesale Trade	2.1%	Wholesale Trade	1.3%		0.8%
Retail Trade	10.6%	Retail Trade	14.0%		-3.4%
Transportation/Warehousing	4.0%	Transportation/Warehousing	2.9%		1.1%
Utilities	0.9%	Utilities	0.7%		0.2%
Information	1.4%	Information	1.1%		0.3%
Finance/Insurance	4.8%	Finance/Insurance	2.7%		2.1%
Real Estate/Rental/Leasing	1.7%	Real Estate/Rental/Leasing	2.2%		-0.5%
Professional/Scientific/Tech	8.1%	Professional/Scientific/Tech	5.2%		2.9%
Management of Companies	0.1%	Management of Companies	0.0%		0.1%
Admin/Support/Waste Management	3.9%	Admin/Support/Waste Management	5.6%		-1.7%
Educational Services	8.7%	Educational Services	7.4%		1.3%
Health Care/Social Assistance	14.9%	Health Care/Social Assistance	15.5%		-0.6%
Arts/Entertainment/Recreation	2.0%	Arts/Entertainment/Recreation	4.0%		-2.0%
Accommodation/Food Services	5.8%	Accommodation/Food Services	9.0%		-3.2%
Other Services (Excluding Public)	4.6%	Other Services (Excluding Public)	4.0%		0.6%
Public Administration	4.0%	Public Administration	5.2%		-1.2%

PSYCHOGRAPHIC SEGMENTATION

The following data show the characteristics of those people who have visited your point of interest, your audience.

ESRI Tapestry groups residents into segments based on shared demographic, socioeconomic, and lifestyle characteristics, offering insight into the unique composition of each segment. For a broader view of consumer markets, segments are summarized into groups based on key shared demographic characteristics, with an emphasis on age, income, household type, and population density. The groups, which are designated by the first letter in the code in parentheses, are further categorized into segments, providing greater insights on tighter cohorts of individuals.

Top Household Psychographic Segments			
Study Area Visitors Tapestry Segment	Percent	Comparison Area Tapestry Segment	Percent
Savvy Suburbanites (L1)	10.5%	Room to Roam (K7)	20.0%
Room to Roam (K7)	8.0%	Rural Resort Dwellers (I5)	19.0%
Classic Comfort (K4)	7.3%	Country Charm (I7)	15.2%
Flourishing Families (H1)	5.8%	Silver and Gold (J4)	7.7%
Loyal Locals (K3)	5.1%	Legacy Hills (K1)	6.4%
Country Charm (I7)	4.7%	Moderate Metros (C6)	6.3%
Professional Pride (L2)	4.5%	City Greens (K6)	6.0%
City Greens (K6)	3.9%	Retirement Communities (J3)	4.0%
Top Tier (L3)	3.9%	Rural Versatility (E5)	4.0%
Rural Resort Dwellers (I5)	3.8%	Burbs and Beyond (K8)	3.3%
Rooted Rural (I4)	3.5%	Rooted Rural (I4)	3.1%
Burbs and Beyond (K8)	3.4%	Emerging Hub (D1)	2.8%
Southern Satellites (I6)	3.2%	Loyal Locals (K3)	2.0%
Heartland Communities (I3)	2.8%	Middle Ground (K2)	2.5%
Middle Ground (K2)	2.8%	Rural Versatility (E5)	2.4%
Legacy Hills (K1)	2.6%	Mobile Meadows (E4)	2.2%
Boomburbs (H2)	2.0%	Boomburbs (H2)	2.2%
Family Foundations (C4)	1.8%	Urban Chic (H4)	2.2%
Modern Minds (D3)	1.7%	Professional Pride (L2)	2.0%
The Elders (J2)	1.6%	Kids and Kin (C2)	1.8%

For details about each segment, visit www.cobalt360.org/tapestry

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 geolocation 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: 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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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