



# Cherokee Park & Iroquois Park Pre- and Post-Road Closures TruTrade Analysis

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TruTrade®

# Mobile devices seen within the shaded (geo-fence) areas were analyzed to determine the where, who, and what of the actual visitors to Cherokee Park and Iroquois Park



Time period of the data: 12 months ending on March 31, 2020, and 12 months ending on March 31, 2021

# Key Findings – Cherokee Park

- › Since the road closures on April 8, 2020, Cherokee Park has seen some positive shifts in visitor demographics and on-site metrics, while other key metrics have remained unchanged:
  - Visitors have remained in the park longer, with the average visit increasing nearly 30 minutes to 67 minutes.
  - They are also visiting more frequently since the road closures, with the average annual frequency increasing from 5.0 to 6.8.
  - Visitors age 18-24 increased post-road closures, as did those 55+.
  - Visitors to Cherokee Park were more affluent, more educated, and more likely to have children under 18 living at home after the road closures.
- › After the road closures, Cherokee Park’s TruTrade area saw increased draw from the immediate areas to the east and northeast, especially along I-71 to the north, as well as some increase from areas to the south/southeast.
  - The average travel distance among park visitors has increased by 9 miles to 28 miles, in part driven by an increase in people traveling 11 to 20 miles to visit.
  - Before the road closures, Cherokee Park drew 53% of visitors from the top five ZIP Codes, in terms of number of visitors from each ZIP Code; after the closures, this percentage decreased only slightly to 51% draw from the top five local ZIP Codes.

***Implication: The road closures have impacted visit frequency and duration more so than the actual visitor profile. People are coming more often and staying longer, and the park is pulling people from a wider geography than it was prior to the roads closing.***

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.

# Key Findings – Iroquois Park

- › Since the road closures on April 8, 2020, Iroquois Park has seen some significant changes in its visitor profile and behavior:
  - Younger visitors (18-44) are up.
  - Households with incomes of less than \$100K are up.
  - Households with children under 18 living at home are up.
  - Ethnically/racially diverse visitors are up – specifically Black/African-American and Hispanic/Latino visitors.
  - Visit frequency increased slightly from 4.9 visits annually prior to the closures to 5.2 visits post-closures.
- › After the road closures, Iroquois Park’s TruTrade area saw increased draw from the outlying areas to the north, as well as some increase from areas to the south/southeast
  - The park saw a much heavier draw from the local area, as the share of visitors from within 5 miles increased from 26% to 41%, and the average travel distance decreased from 98 miles to 83 miles, and among those living within 50 miles, the average distance traveled decreased from 8.7 miles to 6.3 miles.
  - Before the road closures, Iroquois Park drew approximately 30% of visitors from the top five ZIP Codes (in terms of number of visitors from each ZIP Code); after the closures, this percentage increased to ~43% draw from top five local ZIP Codes, with the biggest increase in ZIP Code 40214.

***Implication: The road closures have created a strong increase from the most local of visitors, who are coming twice as often as pre-closure. Iroquois Park is also seeing a younger, more diverse visitor profile since the closures went into effect.***


























Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.

## Since the road closures on April 8, 2020, visitors to Cherokee Park are more affluent and educated, and more likely to have children under 18 living at home; Iroquois Park visitors are slightly younger post road-closures

	TruTrade Population	Visitor Avg. HH Income	% Visitors >\$100,000 HHI	Avg. Age of Head of Visitor Household	% Visitor Households with Children	% College Degree or Higher
Louisville/Jefferson County KY MSA	1,314,144	\$80,917	26.0%	47.9	32.2%	29.6%
<b>Cherokee Park – Pre-Road Closures</b>	<b>326,857</b>	<b>\$93,813</b>	<b>33.8%</b>	<b>47.0</b>	<b>26.9%</b>	<b>44.3%</b>
<b>Cherokee Park – Post-Road Closures</b>	<b>353,497</b>	<b>\$100,032</b>	<b>36.6%</b>	<b>47.2</b>	<b>27.9%</b>	<b>45.7%</b>
Cherokee Park Hogan's Fountain – Pre-Road Closures	265,634	\$90,963	33.3%	46.5	27.3%	44.0%
Cherokee Park Hogan's Fountain – Post-Road Closures	174,838	\$97,906	34.9%	46.8	24.5%	48.1%
<b>Iroquois Park - Pre-Road Closures</b>	<b>814,150</b>	<b>\$76,811</b>	<b>27.8%</b>	<b>47.2</b>	<b>30.2%</b>	<b>31.8%</b>
<b>Iroquois Park - Post-Road Closures</b>	<b>930,372</b>	<b>\$73,909</b>	<b>25.6%</b>	<b>46.9</b>	<b>31.3%</b>	<b>29.4%</b>
<b>Average of Pre-Road Closures</b>	<b>382,654</b>	<b>\$87,262</b>	<b>31.0%</b>	<b>46.8</b>	<b>27.4%</b>	<b>40.8%</b>
<b>Average of Post-Road Closures</b>	<b>421,455</b>	<b>\$93,413</b>	<b>33.7%</b>	<b>47.1</b>	<b>27.7%</b>	<b>42.7%</b>
<b>Difference - Post vs. Pre-Road Closures</b>	<b>38,800</b>	<b>\$6,151</b>	<b>2.7%</b>	<b>0.2</b>	<b>0.4%</b>	<b>1.9%</b>






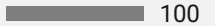

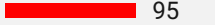












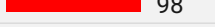

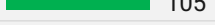

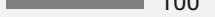
Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.

# After the road closures, Cherokee Park saw visitation from 18-24 year-olds increase, as did visits from higher income (\$100K+) and more educated households

2019/2020 Estimated Demographics		3 miles	5 miles	10 miles	Cherokee Park TT – Pre-Road Closures	Cherokee Park TT – Post-Road Closures	Index – Pre-Closures vs. Post Closures
<b>Population</b>		105,228	251,360	760,330	326,857	353,497	 108
<b>Households</b>		49,546	112,820	320,642	125,714	135,960	 108
<b>Age</b>	18-24	10.8%	12.2%	11.0%	12.7%	13.2%	 104
	25-34	18.8%	18.8%	17.7%	17.6%	16.4%	 93
	35-44	17.1%	16.4%	16.5%	16.6%	16.3%	 98
	45-54	14.5%	14.6%	15.5%	15.9%	16.2%	 102
	55-64	16.7%	16.3%	17.0%	16.6%	17.0%	 102
	65+	22.2%	21.7%	22.3%	20.6%	21.1%	 102
	Average Age	47.1	46.7	47.4	47.0	47.2	 100
<b>HH Income</b>	Less than \$50,000	43.6%	50.5%	45.9%	36.8%	34.2%	 93
	\$50,000 - \$74,999	16.7%	16.5%	18.4%	16.4%	16.1%	 98
	\$75,000 - \$99,000	11.2%	10.3%	11.8%	12.9%	13.1%	 102
	\$100,000 - \$149,999	13.0%	11.2%	13.2%	16.9%	17.7%	 105
	\$150,000 or more	15.5%	11.5%	10.7%	17.0%	18.9%	 111
	Average Household Income	\$88,235	\$75,976	\$77,541	\$93,813	\$100,032	 107
<b>Children in Household</b>		21.1%	24.0%	29.3%	26.9%	27.9%	 104
<b>Education</b>	Less than College	21.7%	30.9%	35.7%	27.6%	26.5%	 96
	Some College	25.9%	29.0%	30.7%	28.1%	27.8%	 99
	College Degree	28.3%	22.6%	19.8%	25.4%	26.2%	 103
	Post-Graduate Degree	24.1%	17.4%	13.8%	18.9%	19.5%	 103
<b>Ethnicity</b>	Caucasian/White	75.9%	65.0%	63.4%	76.3%	78.4%	 103
	African-American/Black	14.3%	22.2%	21.6%	11.7%	10.2%	 87
	Hispanic/Latino	3.6%	5.1%	6.3%	5.6%	5.1%	 91
	Asian	2.3%	2.4%	2.9%	3.7%	3.8%	 103
	Other	4.0%	5.3%	5.7%	2.7%	2.6%	 96

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021; Esri

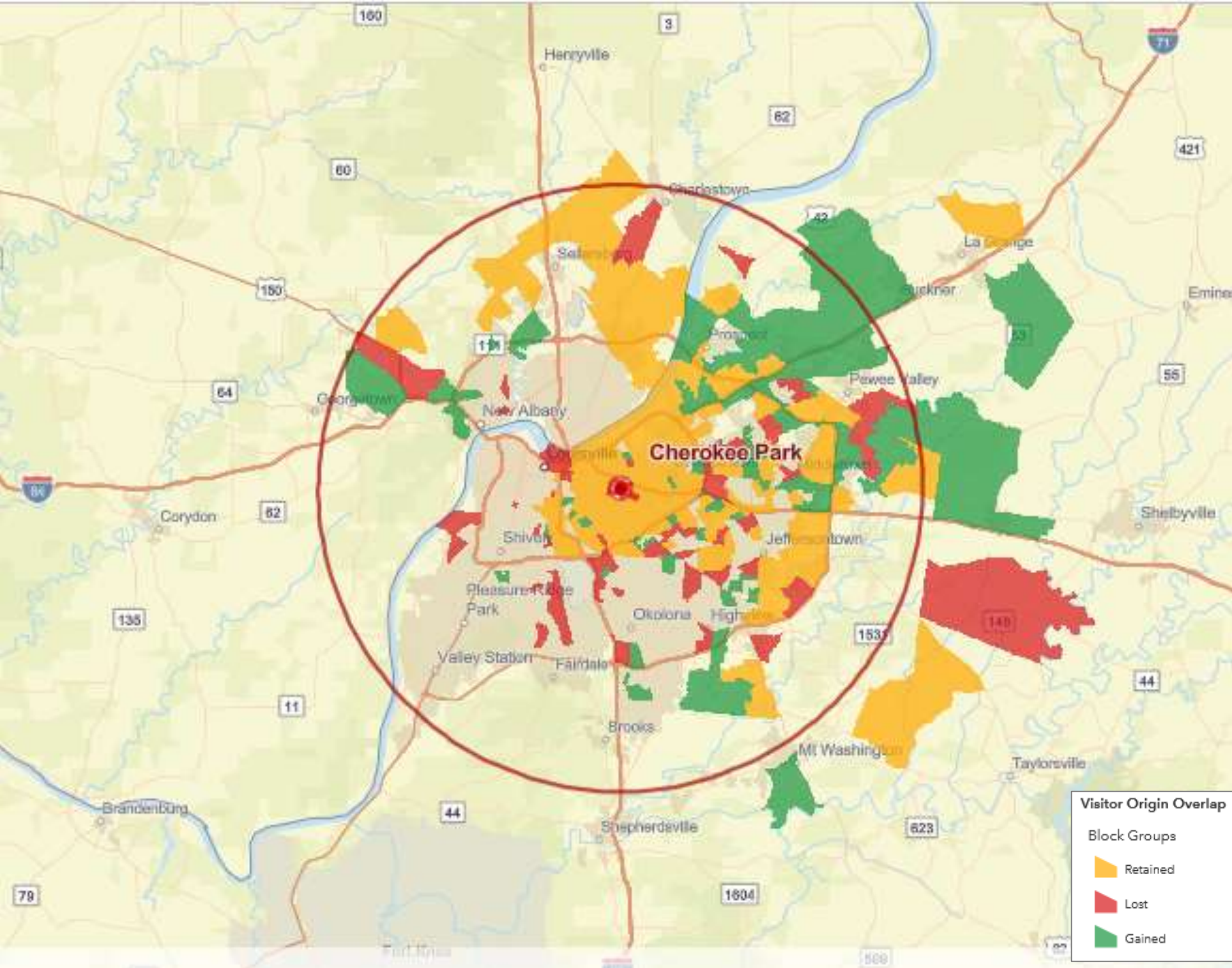
# After the road closures, Iroquois Park had an increase in visitors 18-44, visitors with HH incomes of less than \$100K, families with children, and ethnically diverse visitors

2019/2020 Estimated Demographics		3 miles	5 miles	10 miles	Iroquois Park TT – Pre-Road Closures	Iroquois Park TT – Post-Road Closures	Index – Pre-Closures vs. Post Closures
<b>Population</b>		87,895	202,235	591,153	814,150	930,372	 114
<b>Households</b>		35,668	81,839	245,947	313,135	357,835	 114
<b>Age</b>	18-24	11.2%	13.0%	11.5%	11.5%	11.8%	 103
	25-34	18.8%	18.8%	18.5%	17.4%	18.0%	 103
	35-44	16.2%	15.6%	16.5%	16.5%	17.0%	 103
	45-54	16.0%	15.1%	15.5%	16.6%	16.6%	 100
	55-64	17.3%	17.2%	17.1%	17.4%	16.9%	 97
	65+	20.5%	20.2%	20.8%	20.7%	19.6%	 95
	Average Age	46.8	46.3	46.8	47.2	46.9	 99
<b>HH Income</b>	Less than \$50,000	56.8%	55.9%	51.9%	41.6%	42.7%	 103
	\$50,000 - \$74,999	18.7%	18.5%	18.6%	17.6%	18.3%	 104
	\$75,000 - \$99,000	10.2%	10.7%	11.5%	13.0%	13.4%	 103
	\$100,000 - \$149,999	9.7%	9.9%	10.9%	15.6%	15.1%	 97
	\$150,000 or more	4.6%	5.0%	7.1%	12.1%	10.5%	 87
	Average Household Income	\$56,766	\$58,151	\$65,349	\$76,811	\$73,909	 96
<b>Children in Household</b>		32.4%	31.5%	29.9%	30.2%	31.3%	 104
<b>Education</b>	Less than College	48.6%	48.6%	43.0%	37.9%	39.9%	 105
	Some College	33.2%	33.2%	31.9%	30.3%	30.7%	 101
	College Degree	11.6%	11.5%	15.0%	18.8%	17.8%	 95
	Post-Graduate Degree	6.6%	6.7%	10.0%	13.0%	11.6%	 89
<b>Ethnicity</b>	Caucasian/White	58.2%	58.0%	61.6%	73.9%	72.2%	 98
	African-American/Black	22.0%	26.2%	24.6%	13.7%	15.4%	 112
	Hispanic/Latino	8.6%	6.9%	6.0%	6.5%	6.8%	 105
	Asian	4.4%	2.8%	2.2%	3.2%	2.9%	 91
	Other	6.8%	6.1%	5.6%	2.7%	2.7%	 100

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021; Esri

## Cherokee Park Change in TruTrade Area Post-Road Closures

- After the road closures, the TruTrade area saw increased draw from areas to the east and northeast, especially areas closest to I-71.

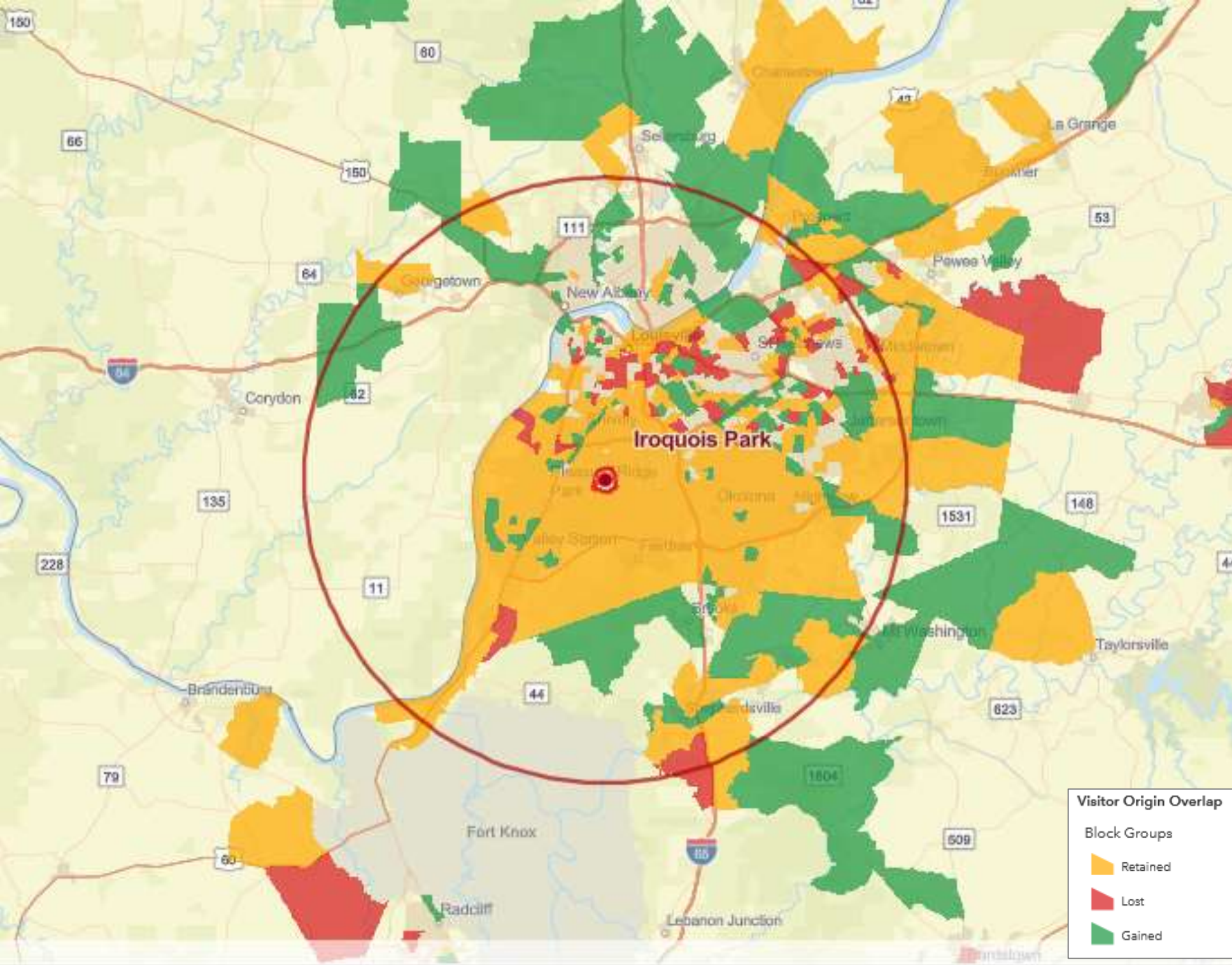




# Pre-road closure, Cherokee Park drew ~53% of its visitors from its top 5 ZIP codes, with this dropping to 51% after the closures; visitation from 40205 (immediately south/southeast of the park) increased after the road closure

ZIP Code	City	State	Distance from Cherokee Park	Percent of Visits - Pre-Road Closures	Percent of Visits - Post-Road Closures	Difference - Post vs. Pre-Road Closures	Total Households	Total Population	5-year Population Growth	Avg. HH Income
40205	Louisville	KY	1.4	17.0%	18.8%	1.8%	10,782	23,888	0.8%	\$110,981
40206	Louisville	KY	1.5	10.5%	9.9%	-0.6%	10,175	20,472	3.5%	\$84,453
40204	Louisville	KY	1.3	11.0%	9.5%	-1.5%	7,862	15,029	5.7%	\$84,103
40207	Louisville	KY	2.9	10.3%	8.8%	-1.5%	14,159	30,287	0.8%	\$122,516
40220	Louisville	KY	4.6	3.9%	3.9%	0.0%	15,142	34,637	2.0%	\$81,340
40217	Louisville	KY	2.7	2.5%	3.1%	0.6%	6,045	12,727	2.3%	\$63,439
40299	Louisville	KY	11.5	3.0%	2.6%	-0.4%	16,987	42,887	4.5%	\$101,977
40208	Louisville	KY	4.0	2.3%	2.4%	0.1%	5,666	14,152	0.5%	\$48,006
40245	Louisville	KY	13.7	1.4%	2.1%	0.7%	12,286	34,441	6.2%	\$154,160
40241	Louisville	KY	7.8	1.6%	2.1%	0.5%	13,097	31,120	4.5%	\$119,007
40218	Louisville	KY	4.2	2.3%	2.0%	-0.3%	13,905	33,071	2.4%	\$55,355
40223	Louisville	KY	8.6	2.3%	2.0%	-0.3%	9,696	23,196	2.5%	\$119,674
40059	Prospect	KY	9.9	1.2%	2.0%	0.8%	7,078	19,594	6.6%	\$198,481
40222	Louisville	KY	4.8	2.4%	1.9%	-0.5%	10,754	23,207	2.1%	\$106,846
40291	Louisville	KY	9.7	1.2%	1.7%	0.5%	15,342	38,457	4.0%	\$89,122
40213	Louisville	KY	4.4	1.9%	1.7%	-0.2%	7,687	17,753	0.8%	\$62,442
47150	New Albany	IN	8.7	1.5%	1.4%	-0.1%	20,388	49,626	2.2%	\$68,005
40203	Louisville	KY	3.8	1.5%	1.2%	-0.3%	8,803	19,463	1.8%	\$33,432
40219	Louisville	KY	7.0	0.8%	1.2%	0.4%	15,349	38,199	2.4%	\$62,515
40229	Louisville	KY	10.6	0.8%	1.0%	0.2%	14,392	38,503	4.1%	\$68,912
40243	Louisville	KY	8.7	0.6%	0.9%	0.3%	5,048	11,176	7.4%	\$101,737
40014	Crestwood	KY	16.1	0.3%	0.9%	0.6%	7,573	21,728	5.9%	\$128,426
40214	Louisville	KY	7.6	1.6%	0.9%	-0.7%	18,512	45,293	1.1%	\$59,985
47130	Jeffersonville	IN	6.4	0.9%	0.8%	-0.1%	19,794	47,248	3.6%	\$66,811
40216	Louisville	KY	8.5	0.8%	0.8%	0.0%	17,132	42,013	1.1%	\$58,658
			<b>6.8</b>	<b>83.6%</b>	<b>83.6%</b>	<b>0.0%</b>	<b>303,654</b>	<b>728,167</b>	<b>3.2%</b>	<b>\$90,015</b>

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021; Esri



## Iroquois Park Change in TruTrade Area Post-Road Closures

- After the road closures, the TruTrade area for Iroquois Park saw increased draw from outlying areas to the north, northwest, east and south.

# Pre-road closures, Iroquois Park drew less than one-third of its visitors from its top 5 ZIP codes, however this increased to ~43% from the top 5 ZIP codes post closures

ZIP Code	City	State	Distance from Iroquois Park	Percent of Visits - Pre-Road Closures	Percent of Visits - Post-Road Closures	Difference - Post vs. Pre-Road Closures	Total Households	Total Population	5-year Population Growth	Avg. HH Income
40214	Louisville	KY	0.7	14.6%	25.6%	11.0%	18,512	45,293	1.1%	\$59,985
40219	Louisville	KY	5.4	5.0%	5.0%	0.0%	15,349	38,199	2.4%	\$62,515
40215	Louisville	KY	2.1	3.4%	4.6%	1.2%	8,893	22,897	1.1%	\$44,317
40272	Louisville	KY	6.7	3.5%	4.0%	0.5%	14,116	36,952	2.4%	\$70,738
40216	Louisville	KY	3.4	3.2%	4.0%	0.8%	17,132	42,013	1.1%	\$58,658
40118	Fairdale	KY	4.8	1.6%	3.1%	1.5%	4,120	10,608	2.3%	\$66,496
40229	Louisville	KY	8.8	2.8%	3.0%	0.2%	14,392	38,503	4.1%	\$68,912
40258	Louisville	KY	5.0	1.7%	2.9%	1.2%	11,330	28,840	1.7%	\$72,531
40218	Louisville	KY	7.5	1.7%	1.9%	0.2%	13,905	33,071	2.4%	\$55,355
40228	Louisville	KY	8.9	1.6%	1.7%	0.1%	6,758	17,001	4.3%	\$80,654
40356	Nicholasville	KY	69.4	0.1%	1.2%	1.1%	17,041	45,956	6.2%	\$88,188
40213	Louisville	KY	3.9	1.0%	1.2%	0.2%	7,687	17,753	0.8%	\$62,442
40291	Louisville	KY	11.3	2.9%	1.2%	-1.7%	15,342	38,457	4.0%	\$89,122
35203	Birmingham	AL	325.5	0.0%	1.1%	1.1%	1,739	4,164	9.3%	\$50,155
40299	Louisville	KY	14.7	1.9%	0.9%	-1.0%	16,987	42,887	4.5%	\$101,977
40220	Louisville	KY	10.0	1.4%	0.7%	-0.7%	15,142	34,637	2.0%	\$81,340
40165	Shepherdsville	KY	14.4	0.5%	0.7%	0.2%	13,098	35,622	5.6%	\$76,793
40245	Louisville	KY	19.9	1.6%	0.7%	-0.9%	12,286	34,441	6.2%	\$154,160
40211	Louisville	KY	5.6	1.5%	0.7%	-0.8%	9,012	22,292	-0.1%	\$40,695
40208	Louisville	KY	4.1	1.1%	0.7%	-0.4%	5,666	14,152	0.5%	\$48,006
40207	Louisville	KY	10.2	1.5%	0.7%	-0.8%	14,159	30,287	0.8%	\$122,516
40205	Louisville	KY	7.1	1.4%	0.6%	-0.8%	10,782	23,888	0.8%	\$110,981
37013	Antioch	TN	152.8	0.1%	0.6%	0.5%	34,364	91,752	7.4%	\$71,814
40217	Louisville	KY	4.7	0.7%	0.5%	-0.2%	6,045	12,727	2.3%	\$63,439
40223	Louisville	KY	15.1	1.1%	0.5%	-0.6%	9,696	23,196	2.5%	\$119,674
			<b>28.9</b>	<b>55.9%</b>	<b>67.8%</b>	<b>11.9%</b>	<b>313,553</b>	<b>785,588</b>	<b>3.0%</b>	<b>\$76,859</b>

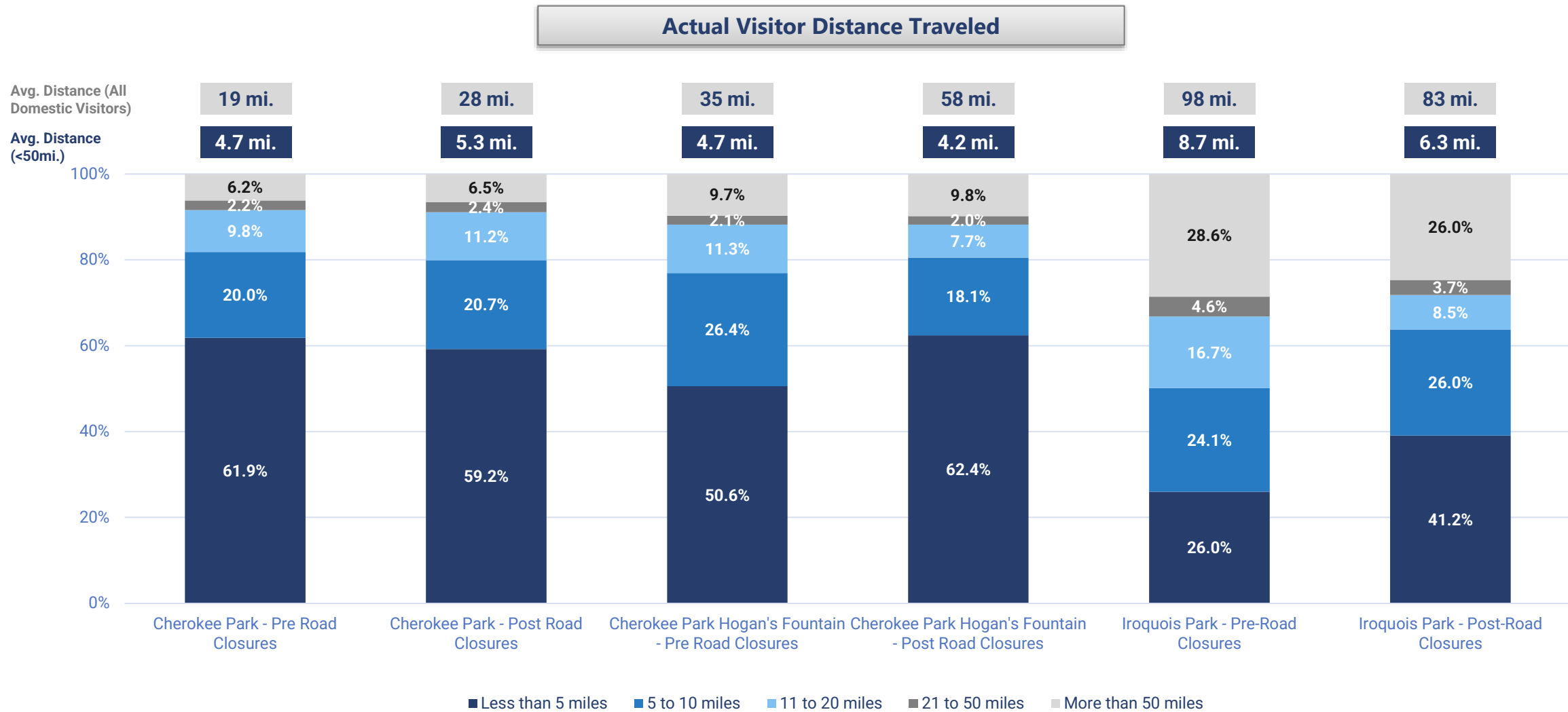
Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021; Esri

# Post-closure, Hogan's Fountain saw an increase in 18-24 year-olds; Iroquois Park saw increases in younger and diverse visitors

	Louisville/ Jefferson County KY MSA	Cherokee Park - Pre-Road Closures	Cherokee Park - Post-Road Closures	Cherokee Park Hogan's Fountain - Pre-Road Closures	Cherokee Park Hogan's Fountain - Post-Road Closures	Iroquois Park - Pre- Road Closures	Iroquois Park - Post-Road Closures
<b>AGE</b>							
18-24	10.6%	12.7%	13.2%	12.9%	13.6%	11.5%	11.8%
25-34	17.1%	17.6%	16.4%	18.1%	17.5%	17.4%	18.0%
35-44	16.5%	16.6%	16.3%	17.0%	15.8%	16.5%	17.0%
45-54	16.7%	15.9%	16.2%	16.0%	15.5%	16.6%	16.6%
55-64	17.7%	16.6%	17.0%	16.3%	16.7%	17.4%	16.9%
65+	21.4%	20.6%	21.1%	19.7%	20.9%	20.7%	19.6%
Average Age	47.9	47.0	47.2	46.5	46.8	47.2	46.9
<b>HOUSEHOLD INCOME</b>							
Less than \$50,000	42.5%	36.8%	34.2%	37.3%	36.7%	41.6%	42.7%
\$50,000-\$74,999	18.3%	16.4%	16.1%	16.5%	15.9%	17.6%	18.3%
\$75,000-\$99,999	13.2%	12.9%	13.1%	13.0%	12.5%	13.0%	13.4%
\$100,000-\$149,999	14.9%	16.9%	17.7%	16.4%	16.7%	15.6%	15.1%
\$150,000 or more	11.1%	17.0%	18.9%	16.9%	18.2%	12.1%	10.5%
Average HH Income	\$80,917	\$93,813	\$100,032	\$90,963	\$97,906	\$76,811	\$73,909
<b>CHILDREN IN HOUSEHOLD</b>	32.2%	26.9%	27.9%	27.3%	25.0%	30.2%	31.3%
<b>EDUCATION</b>							
Less than college	39.5%	27.6%	26.5%	28.0%	25.0%	37.9%	39.9%
Some college	30.9%	28.1%	27.8%	27.9%	26.9%	30.3%	30.7%
College degree	17.6%	25.4%	26.2%	25.3%	27.3%	18.8%	17.8%
Post-graduate degree	11.9%	18.9%	19.5%	18.7%	20.9%	13.0%	11.6%
<b>ETHNICITY</b>							
Caucasian/White	75.2%	76.3%	78.4%	75.7%	77.8%	73.9%	72.2%
African-American/Black	14.7%	11.7%	10.2%	11.6%	10.8%	13.7%	15.4%
Hispanic/Latino	5.1%	5.6%	5.1%	5.5%	5.1%	6.5%	6.8%
Asian	2.3%	3.7%	3.8%	4.5%	3.6%	3.2%	2.9%
Other	2.6%	2.7%	2.6%	2.8%	2.6%	2.7%	2.7%

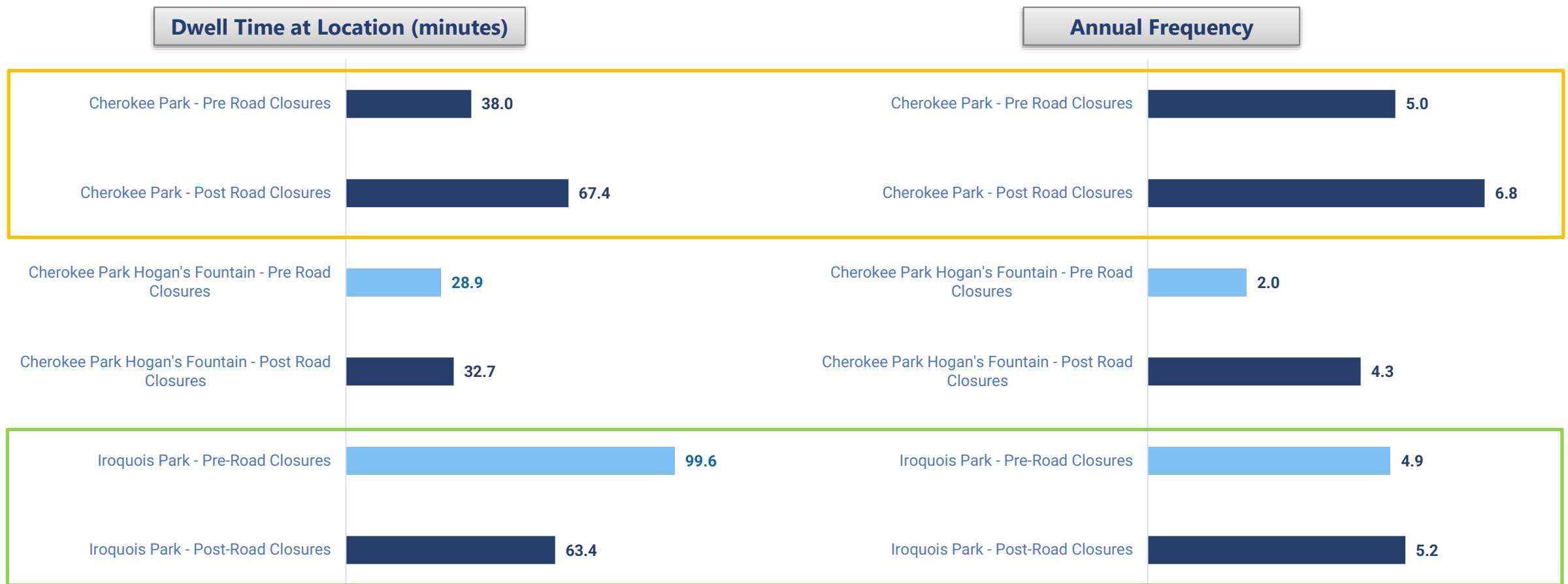
Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021; Esri

# Iroquois Park saw a significant increase in visitors from within 5 miles, rising from 26% to 41% post-road closures



*Distance Traveled is measured as the distance from the center of the block group to the location, used to compare between locations and compute a weighted average distance. Note, this will not compare to traditional methods as it includes the distance traveled for people are visiting the market (perhaps on business, or for leisure) and who are visiting the tested location. Can be used to see who is the biggest regional or national draw. Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.*

# After the closure of the roads, visitors to Cherokee Park remained in the park longer (+29 minutes) and visited the park more frequently (+1.8 visits); Iroquois Park saw visitation duration decline, while frequency was steady



Duration as measured using mobile trips may be compared between locations but will not compare to stated duration when captured using other sampling techniques, i.e. Intercepts, due to the frequency with which the device registers activity; Frequency is the number of times the same device was seen at a given location during a 12-month period. Note, this typically understates frequency given the amount of app activity and the app's settings but can be used to consistently compare between locations. Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.

**Overall, the percentage of visitors traveling from within 10 miles to Cherokee Park has remained very steady (82% to 80%); Iroquois Park has seen the average distance traveled shrink from 98 miles to 83 miles**

	Estimated Distance Traveled					Avg. Distance (miles)	Avg. Distance (<50mi)
	Less than 5 miles	5 to 10 miles	11 to 20 miles	21 to 50 miles	More than 50 miles		
<b>Cherokee Park - Pre-Road Closures</b>	<b>61.9%</b>	<b>20.0%</b>	<b>9.8%</b>	<b>2.2%</b>	<b>6.2%</b>	<b>18.6</b>	<b>4.7</b>
<b>Cherokee Park - Post-Road Closures</b>	<b>59.2%</b>	<b>20.7%</b>	<b>11.2%</b>	<b>2.4%</b>	<b>6.5%</b>	<b>27.5</b>	<b>5.3</b>
Cherokee Park Hogan's Fountain - Pre-Road Closures	50.6%	26.4%	11.3%	2.1%	9.7%	34.7	4.7
Cherokee Park Hogan's Fountain - Post-Road Closures	62.4%	18.1%	7.7%	2.0%	9.8%	57.8	4.2
<b>Iroquois Park - Pre-Road Closures</b>	<b>26.0%</b>	<b>24.1%</b>	<b>16.7%</b>	<b>4.6%</b>	<b>28.6%</b>	<b>98.1</b>	<b>8.7</b>
<b>Iroquois Park - Post-Road Closures</b>	<b>41.2%</b>	<b>26.0%</b>	<b>8.5%</b>	<b>3.7%</b>	<b>26.0%</b>	<b>82.6</b>	<b>6.3</b>
<b>Average of Pre-Road Closures</b>	<b>51.6%</b>	<b>21.7%</b>	<b>11.0%</b>	<b>3.1%</b>	<b>12.7%</b>	<b>39.9</b>	<b>5.7</b>
<b>Average of Post-Road Closures</b>	<b>53.9%</b>	<b>23.0%</b>	<b>9.8%</b>	<b>2.6%</b>	<b>12.0%</b>	<b>49.5</b>	<b>5.4</b>
<b>Difference - Post vs. Pre-Road Closures</b>	<b>2.3%</b>	<b>1.3%</b>	<b>-1.2%</b>	<b>-0.5%</b>	<b>-0.6%</b>	<b>9.6</b>	<b>-0.3</b>

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.

**The average visit duration to Cherokee Park has also increased since the road closures, with visitors spending 1 hour and 17 minutes in the park on average per visit, compared to just 38 minutes on average before the closures**

	Visit Duration				Average Duration (mins)
	Less than 15 minutes	15 to 60 minutes	60 minutes to 3 hours	More than 3 hours	
<b>Cherokee Park - Pre-Road Closures</b>	<b>46.3%</b>	<b>36.3%</b>	<b>17.9%</b>	<b>2.4%</b>	<b>38.0</b>
<b>Cherokee Park - Post-Road Closures</b>	<b>37.3%</b>	<b>36.1%</b>	<b>20.8%</b>	<b>5.7%</b>	<b>67.4</b>
Cherokee Park Hogan's Fountain - Pre-Road Closures	38.1%	47.0%	14.6%	0.3%	28.9
Cherokee Park Hogan's Fountain - Post-Road Closures	51.2%	38.1%	8.7%	2.0%	32.7
<b>Iroquois Park - Pre-Road Closures</b>	<b>44.7%</b>	<b>22.6%</b>	<b>21.7%</b>	<b>11.1%</b>	<b>99.6</b>
<b>Iroquois Park - Post-Road Closures</b>	<b>43.6%</b>	<b>17.9%</b>	<b>17.6%</b>	<b>21.0%</b>	<b>63.4</b>
<b>Average of Pre-Road Closures</b>	<b>43.1%</b>	<b>35.0%</b>	<b>18.8%</b>	<b>3.9%</b>	<b>53.1</b>
<b>Average of Post-Road Closures</b>	<b>41.2%</b>	<b>30.0%</b>	<b>19.5%</b>	<b>9.4%</b>	<b>58.4</b>
<b>Difference - Post vs. Pre-Road Closures</b>	<b>-1.9%</b>	<b>-5.0%</b>	<b>0.7%</b>	<b>5.4%</b>	<b>5.3</b>

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.



**The average number of visits to Cherokee Park within the past 12 months has increased from 5.0 visits per year to 6.8 visits per year; Iroquois Park visits have increased slightly since the road closures, rising from 4.9 to 5.2**

	Sampled Visits Annually			Avg. Number Annual Visits
	Visited once	Visited 2-4 times	Visited 5+ times	
<b>Cherokee Park - Pre-Road Closures</b>	<b>34.1%</b>	<b>36.8%</b>	<b>29.1%</b>	<b>5.0</b>
<b>Cherokee Park - Post-Road Closures</b>	<b>31.3%</b>	<b>32.3%</b>	<b>36.5%</b>	<b>6.8</b>
Cherokee Park Hogan's Fountain - Pre-Road Closures	54.2%	40.1%	5.6%	2.0
Cherokee Park Hogan's Fountain - Post-Road Closures	61.2%	21.2%	17.7%	4.3
<b>Iroquois Park - Pre-Road Closures</b>	<b>42.2%</b>	<b>35.2%</b>	<b>22.7%</b>	<b>4.9</b>
<b>Iroquois Park - Post-Road Closures</b>	<b>41.0%</b>	<b>35.0%</b>	<b>24.0%</b>	<b>5.2</b>
<b>Average of Pre-Road Closures</b>	<b>49.0%</b>	<b>35.8%</b>	<b>15.2%</b>	<b>3.4</b>
<b>Average of Post-Road Closures</b>	<b>46.8%</b>	<b>28.7%</b>	<b>24.6%</b>	<b>5.0</b>
<b>Difference - Post vs. Pre-Road Closures</b>	<b>-2.2%</b>	<b>-7.1%</b>	<b>9.3%</b>	<b>1.6</b>

Source: TruTrade based on 12-Months ending on March 31, 2020, compared to 12-Months ending on March 31, 2021.

# Definitions

- › **Demographics** – the demographics of the head of household of the home location for the device. This allows comparisons between the demographic make up of the households who are visiting a location but may not reflect the actual visitor.
- › **Demographic Indices** – the demographic profile of a given center indexed against the market. This is the easiest way to see the strengths and opportunities for a given location.
- › **Visitor Distance Traveled** – the distance from the center of the block group to the location, used to compare between locations and compute a weighted average distance. Note, this will not compare to traditional methods as it includes the distance traveled for people who have flown to the market (e.g. on business, or for leisure) and who are visiting the location. Can be used to see which location has the biggest regional or national draw.
- › **Visitor Frequency** – the number of times the same device was seen at a given location during the tested month. Note, this typically understates frequency given privacy and device refresh rates but can be used to consistently compare between locations.
- › **Visitor Duration** – the duration between the first and last “pings” to the mobile application while at the location. Note, this typically understates duration given the first ping has to occur after arriving at the location and the last ping may be some minutes before leaving the location but can be used to consistently compare between tested locations.
- › **Top 25 ZIPs** – trips are organized based on number of trips to a given location, then sorted into the top 25 ZIPs that produce visits to that location. The table is sorted on Household Income.
- › **Visitor Origin** – Visitor Origin is defined by ranking block groups in descending order based on 1.) the number of trips originating from each block group, and 2.) the Average Household Income for each block group. The percent of visits from each block group, along with a cumulative total, is calculated and the block groups that represent the top 75% of visits are shown on the Visitor Origin map.
- › **Visitor Origin Population** - Sum of the population of the block groups which comprise the top 75% of location visits.
- › **Geographic Concentration Sextiles** - Sextiles are defined by ranking block groups in descending order based on the number of trips originating from each block group. Total number of block groups are then divided into deciles with each decile comprising 10% of all block groups to that location. For example, if a total of 20,000 trips were made to a location from 10,000 block groups, the top decile will include the 10% of block groups with the highest number of trips per block group. The bottom decile, consists of the 10% of block groups with the lowest number of trips. The bottom decile usually will consist of 10% of block groups where each has only one or two trips to the location.



# THANK YOU!

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