
PRESCOTT, AZ
VISITOR ANALYSIS 2017

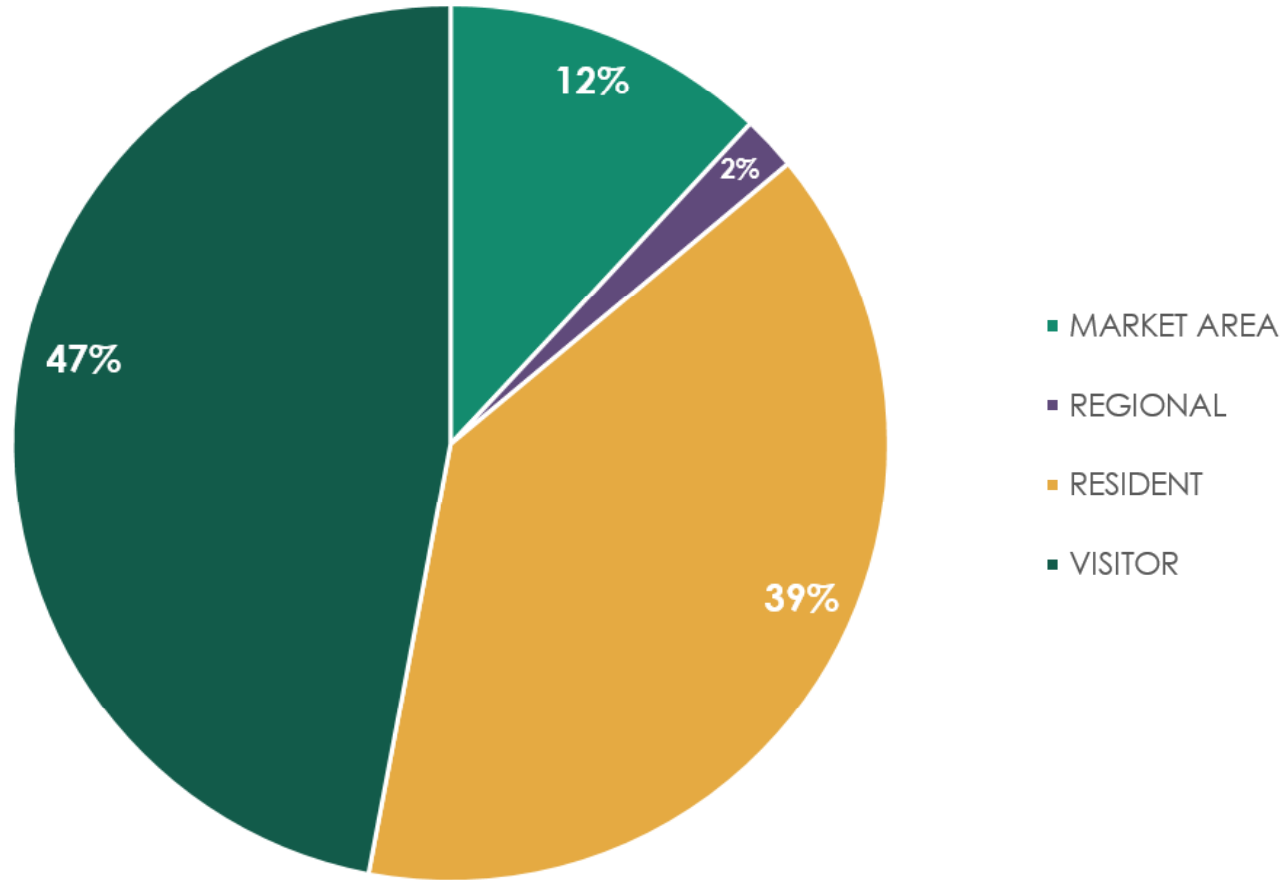


Visitor Data

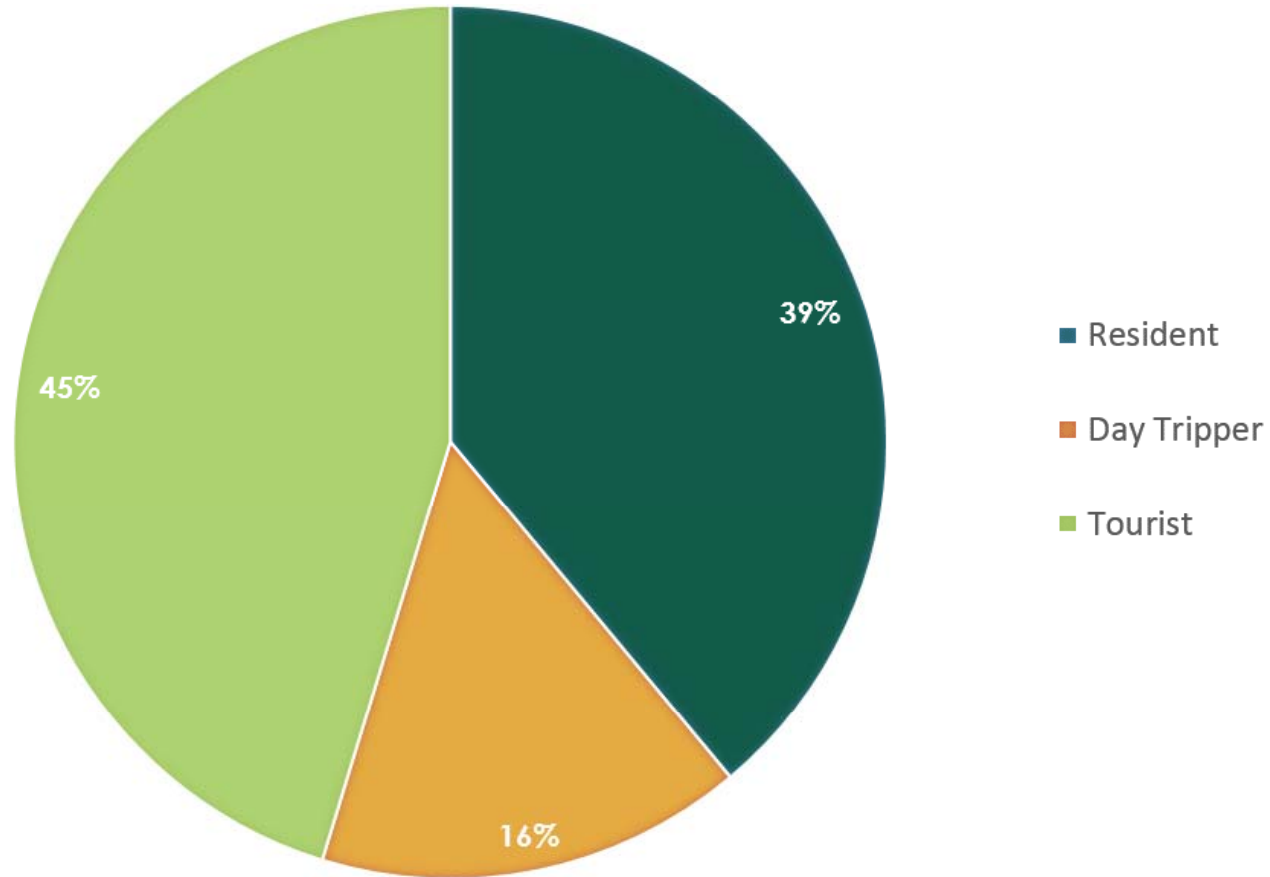
Through our relationship with credit card providers, Buxton received data for the Prescott zip codes.

Credit card transactions captured in this study took place between March 2016 and February 2017.

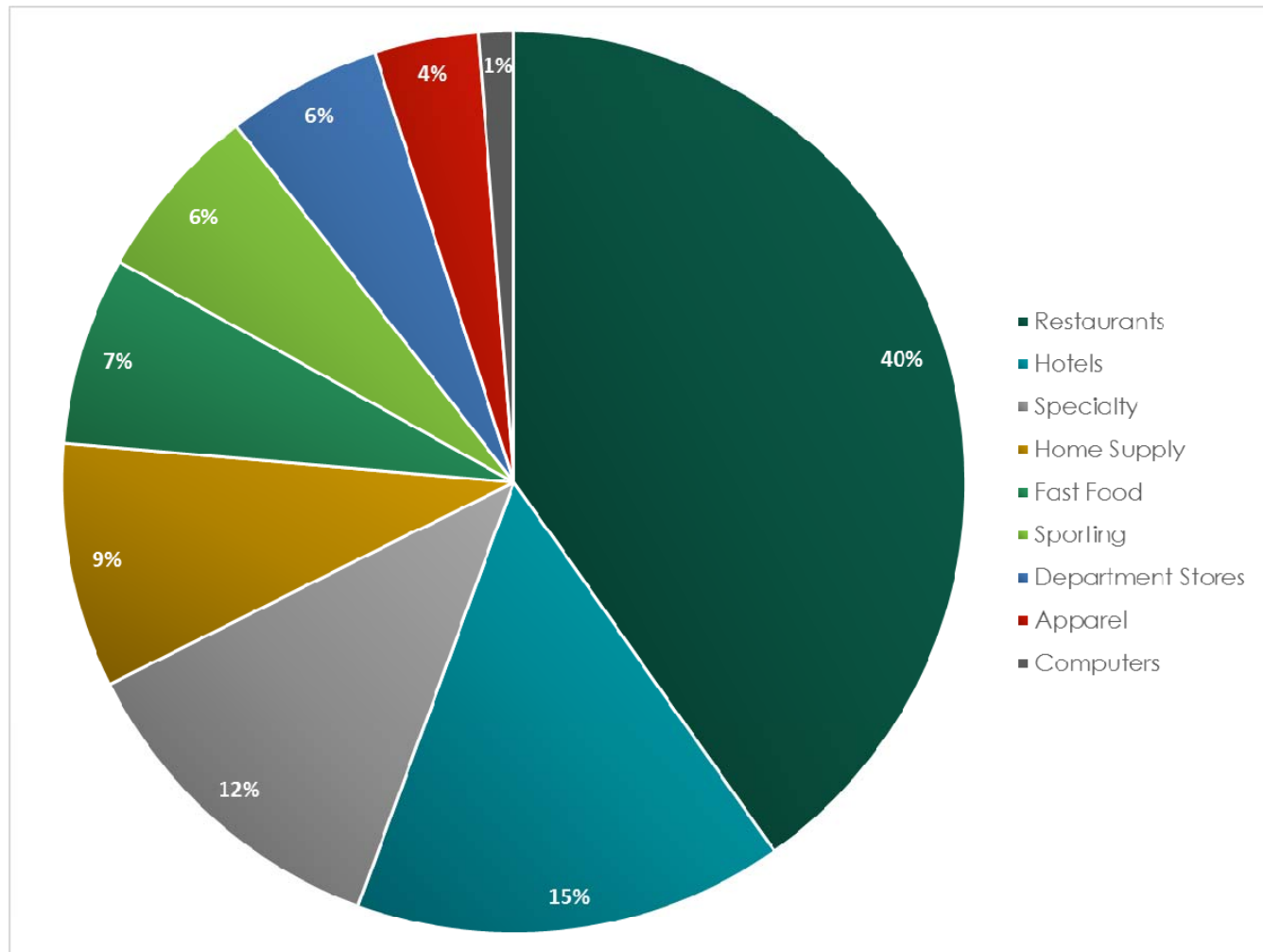
SPEND BY CONSUMER TYPE




SPEND BY CONSUMER TYPE





Overall Spend by Category




Top 4 Segments – Visitor Profile

B07	
Generational Soup Affluent couples and multi-generational families living a wide range of lifestyles in suburbia	
	
Who We Are	Key Features
HOH Age : 51-65 Estimated Income : \$100K+ Household Size : 5+ Persons Children Age : 13-18	<ul style="list-style-type: none"> Affluent Rooted in the suburbs Multi-generational households Fitness club members Outdoor hobbies Environmental donor
Channel Preference	
Cable TV, Internet	
4.35% (128 Index)	

C12	
Golf Carts and Gourmets Upscale retirees and empty-nesters in comfortable communities	
	
Who We Are	Key Features
HOH Age : 66-75 Estimated Income : \$75K+ Household Size : 2 Persons	<ul style="list-style-type: none"> Resort sports Highly educated Luxury living Country club members Financially savvy Music lover
Channel Preference	
Direct Mail, Cable TV	
3.71% (Index 176)	

C11	
Aging of Aquarius Upscale boomer-aged couples living in city and close-in suburbs	
	
Who We Are	Key Features
HOH Age : 51-65 Estimated Income : \$75K+ Household Size : 3 Persons	<ul style="list-style-type: none"> Affluent Highly educated Upscale housing College sports fans Philanthropic Savvy investor
Channel Preference	
Direct Mail, Cable TV, Internet	
7.52% (123 Index)	

C13	
Silver Sophisticates Mature, upscale couples and singles in suburban homes	
	
Who We Are	Key Features
HOH Age : 51-65 Estimated Income : \$50K-\$150K Household Size : 3 Persons	<ul style="list-style-type: none"> Retiring in comfort Experienced travelers Art connoisseurs Philanthropic Retirement investments Ecological lifestyles
Channel Preference	
Direct Mail, Cable TV, Internet	
8.49% (Index 136)	

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