

101 East Monte Cristo

11/30/2020 - 11/30/2021

12:00 AM - 11:59 PM

The most detailed view of foot-traffic possible.

Buxton's Mobilytics allows you to create, analyze, and visualize mobile data sets for any place and any available time period.

Understand who visited your site and where they came from.

Benchmark visitor volume trends by date and time.

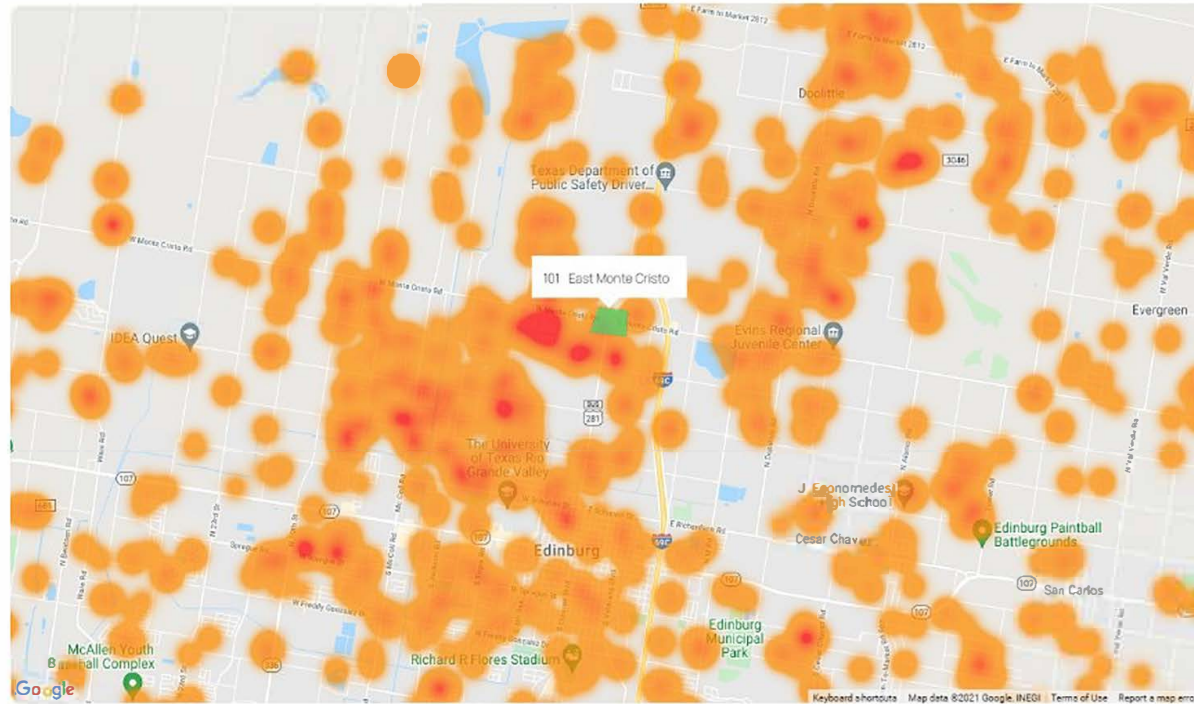
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Visitor Map

Shows home locations of visitors to 101 East Monte Cristo.



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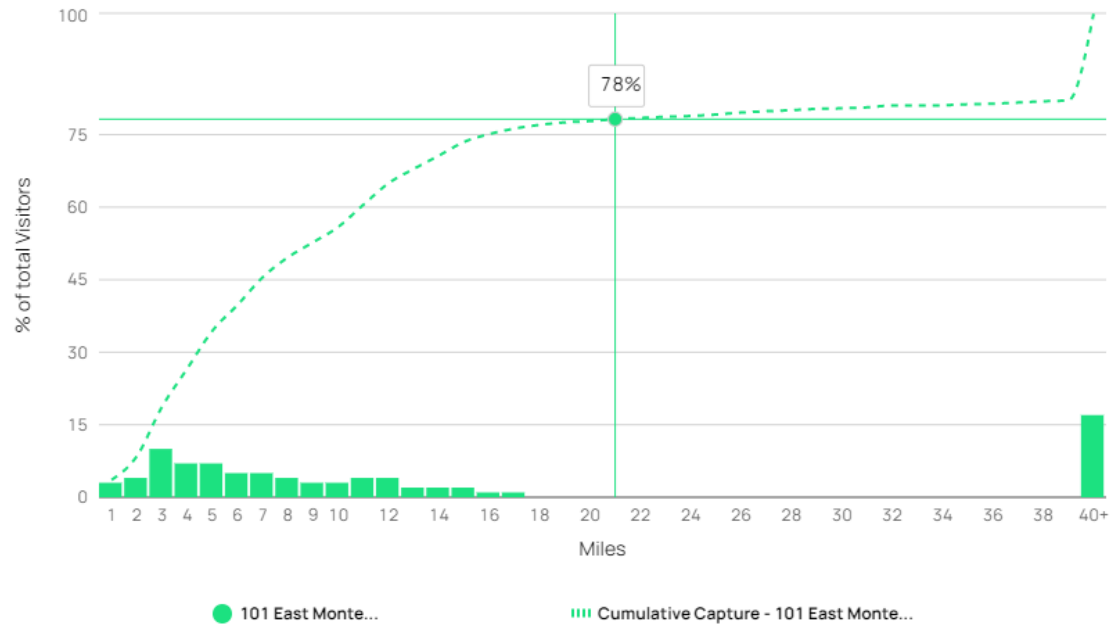
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Visitor Trade Area

Shows the distance in miles from where visitors to 101 East Monte Cristo.



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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



Top 5 Psychographic Profiles 101 East Monte Cristo Visitor Propensity

Profile	Percentage of Visitors	Propensity
D17 Cul de Sac Diversity Cultured families settled in new suburban neighborhoods	1.24%	4.2X VERY HIGH
J35 Rural Escape Sophisticated, established couples and singles living comfortable lives in rural towns	1.4%	3.3X VERY HIGH
L43 Homemade Happiness Lower middle-class baby boomer households living in remote town and country homes	1.98%	2.6X VERY HIGH
O51 Digitally Savvy Young singles who live digital-driven smaller city lifestyles	2.54%	1.9X VERY HIGH
R66 Ambitious Dreamers Lively singles and single parents with cost-conscious mindsets starting out in city apartments	2.28%	1.4X VERY HIGH

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Who We Are

		Details	Index Score	Segment %
 <p>D17 Cul de Sac Diversity Cultured families settled in new suburban neighborhoods</p>	Age of children:	13-18	299	38.5%
	Estimated Household Income:	\$75,000-\$99,999	169	26.2%
	Head of household age:	36-45	425	65.5%
	Home ownership:	Homeowner	105	85.7%
	Household size:	1 person	110	37.9%
	Type of property:	Single family	106	98.7%
 <p>J35 Rural Escape Sophisticated, established couples and singles living comfortable lives in rural towns</p>	Children:	Presence of a child	42	18.2%
	Estimated Household Income:	\$50,000-\$74,999	120	24.4%
	Head of household age:	66-75	297	35.1%
	Home ownership:	Homeowner	113	92.7%
	Household size:	2 persons	126	35.4%
	Type of property:	Single family	106	98.1%
 <p>L43 Homemade Happiness Lower middle-class baby boomer households living in remote town and country homes</p>	Children:	Presence of a child	36	15.5%
	Estimated Household Income:	\$50,000-\$74,999	147	29.8%
	Head of household age:	51-65	304	86.5%
	Home ownership:	Homeowner	110	89.6%
	Household size:	1 person	94	32.4%
	Type of property:	Single family	106	97.9%
 <p>O51 Digitally Savvy Young singles who live digital-driven smaller city lifestyles</p>	Age of children:	7-9	81	9.6%
	Estimated Household Income:	\$50,000-\$74,999	140	28.4%
	Head of household age:	25-30	503	51.8%
	Home ownership:	Homeowner	67	54.9%
	Household size:	1 person	202	69.8%
	Type of property:	Single family	101	93.9%
 <p>R66 Ambitious Dreamers Lively singles and single parents with cost-conscious mindsets starting out in city apartments</p>	Age of children:	13-18	113	14.5%
	Estimated Household Income:	Less than \$15,000	446	23%
	Head of household age:	25-30	286	29.4%
	Home ownership:	Renter	701	90.5%
	Household size:	1 person	262	90.2%
	Type of property:	Single family	94	87.2%

? 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.

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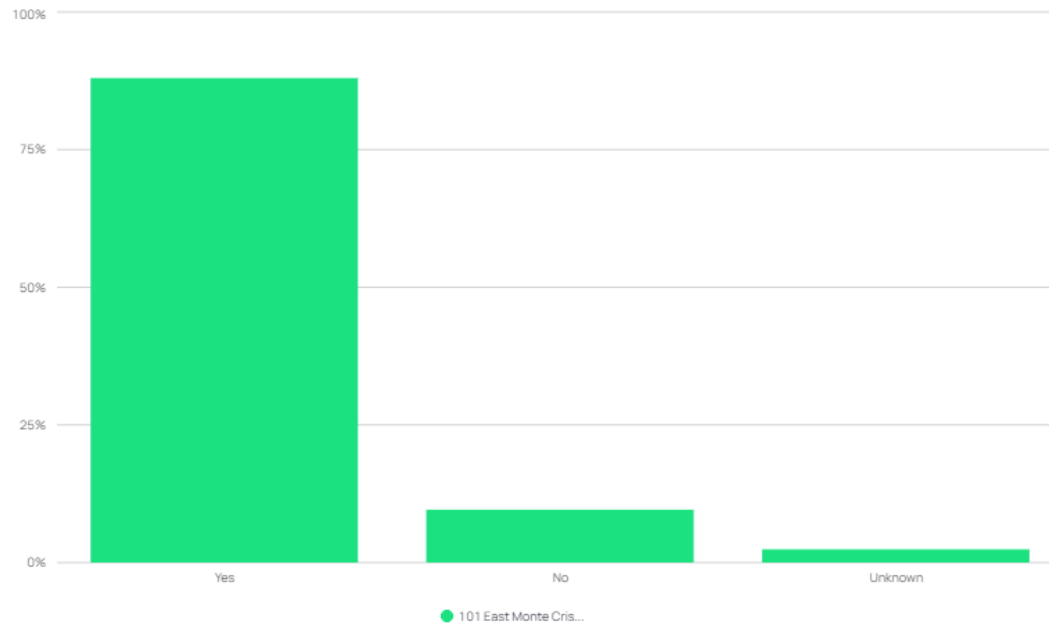
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Marriage

Household characteristics of Visitors to 101 East Monte Cristo.

Based on actual household attributes (not census data) which is updated every four (4) weeks.



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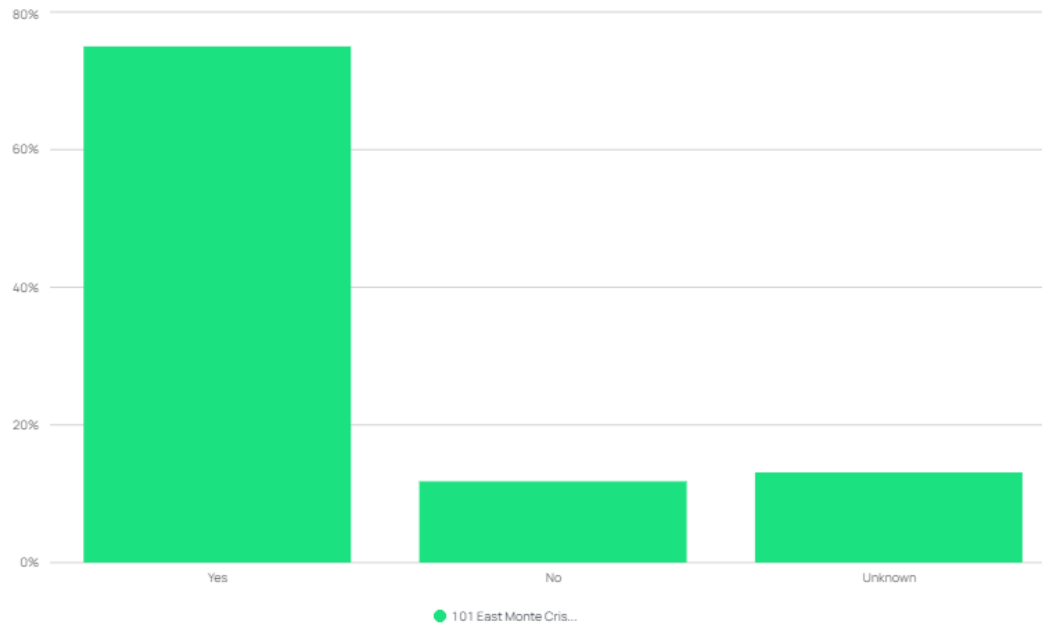
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Children

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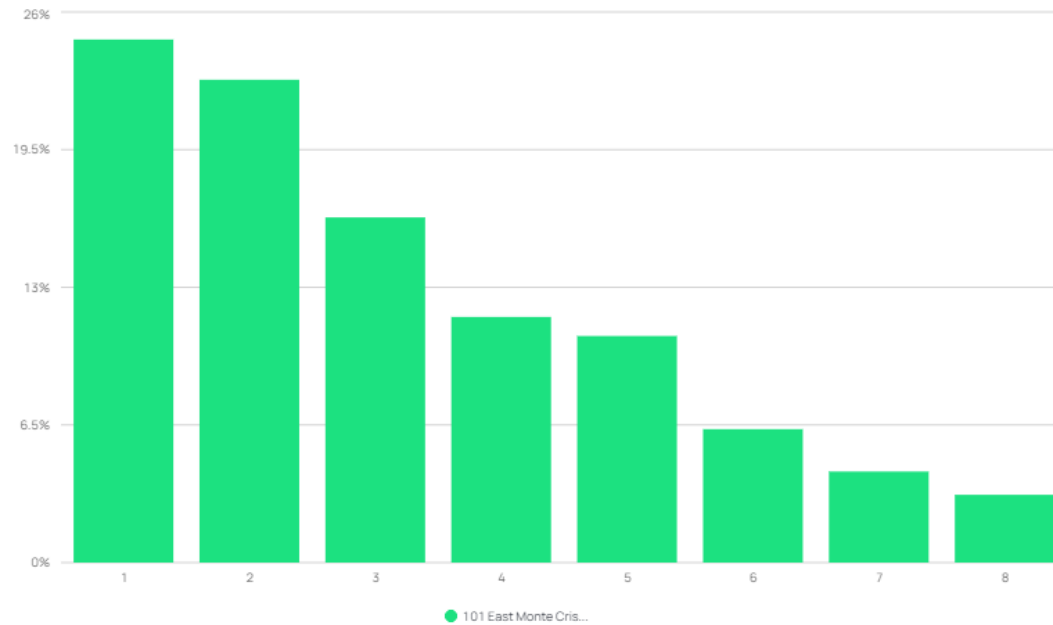
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of Persons in Household

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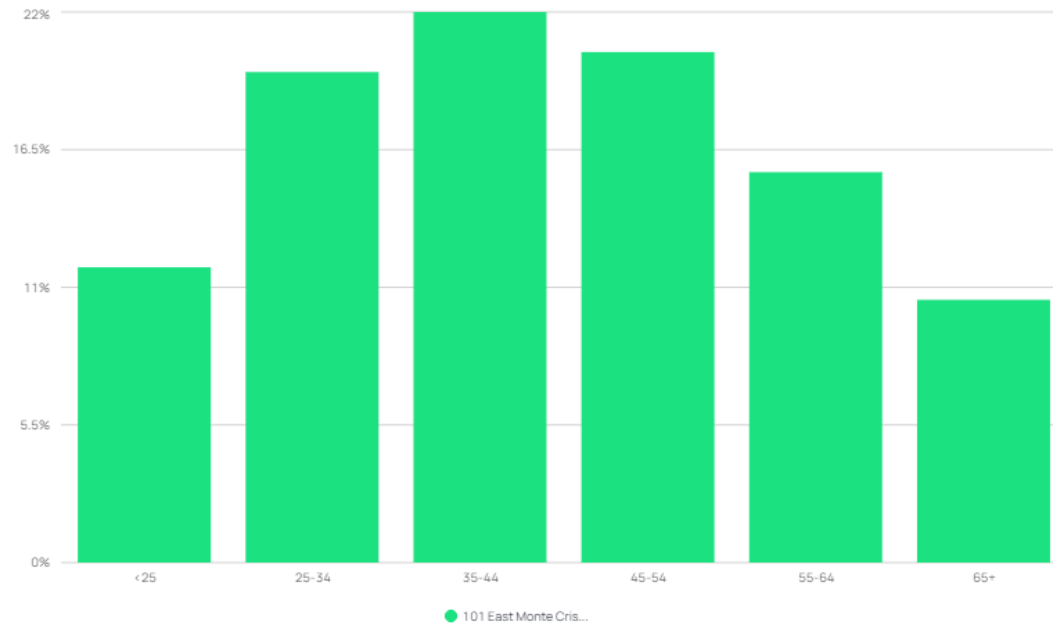
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Head of Household Age

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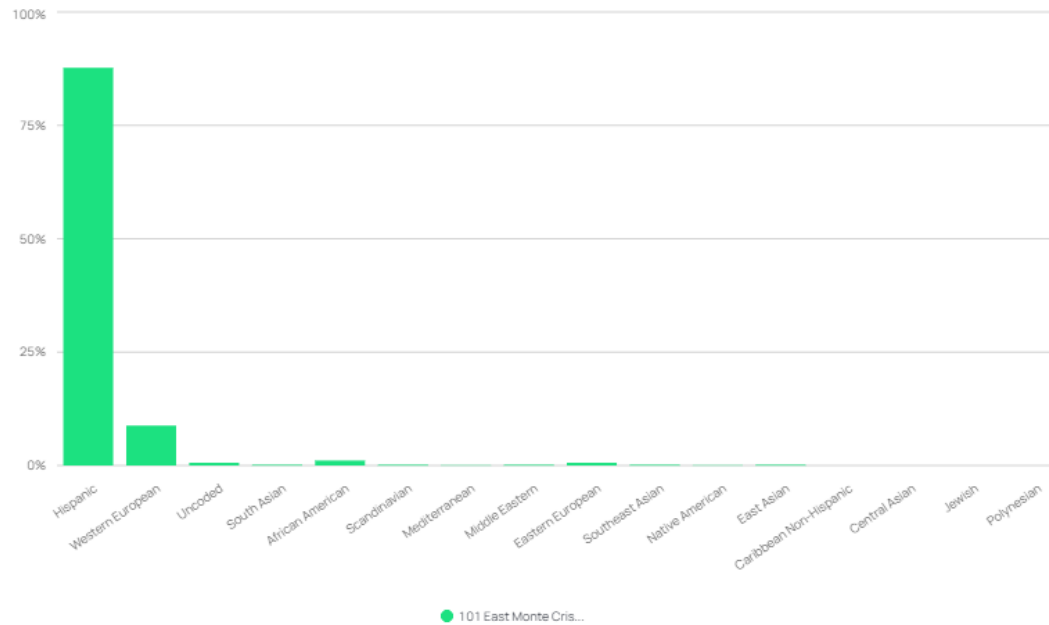
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Race and Ethnicity

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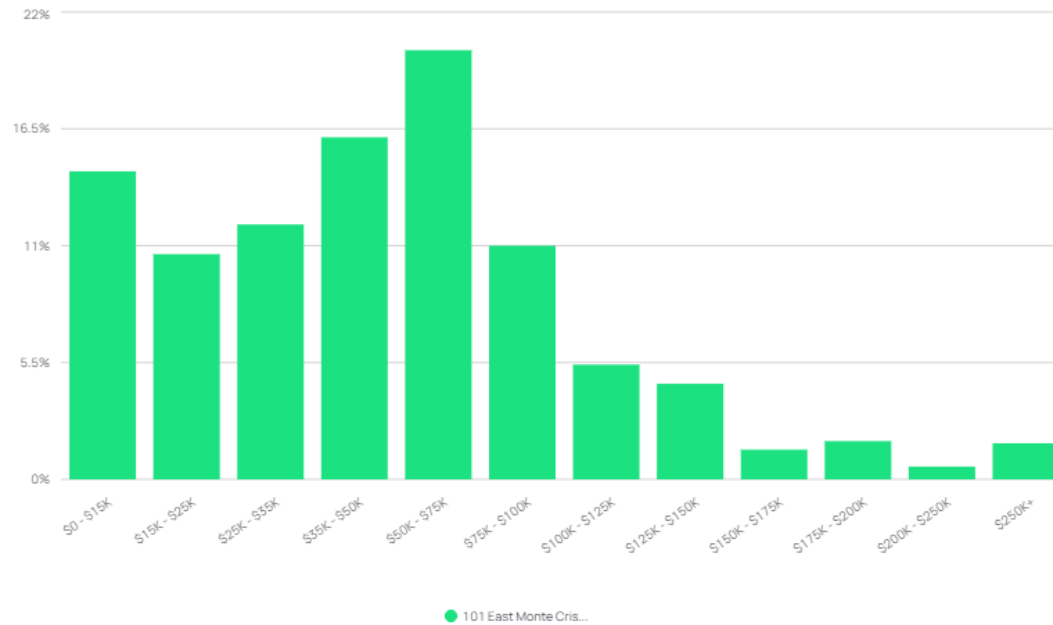
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Household Income

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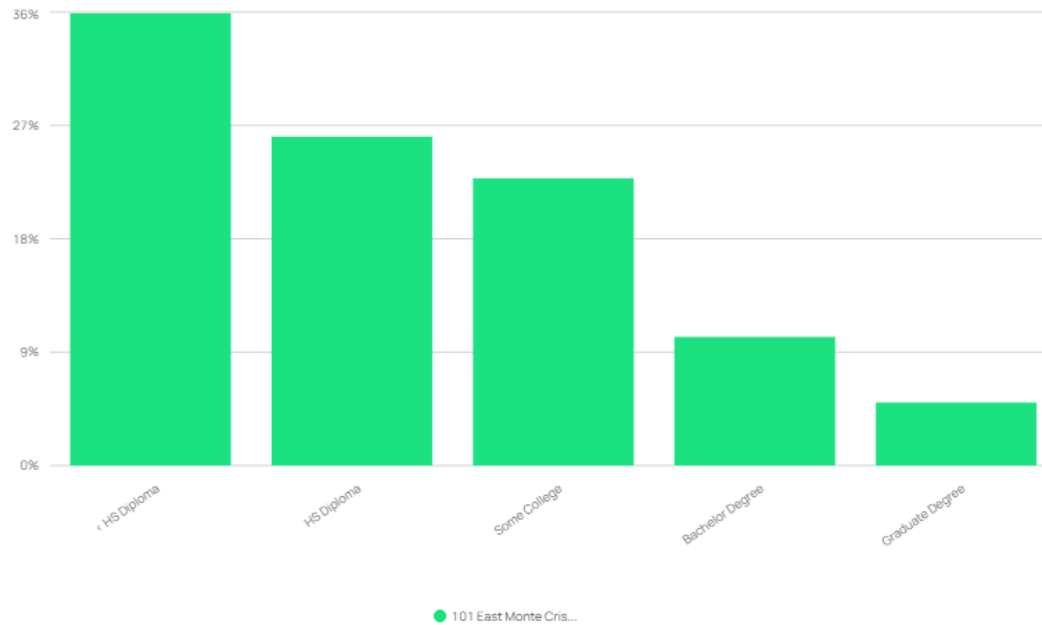
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Household Education Level

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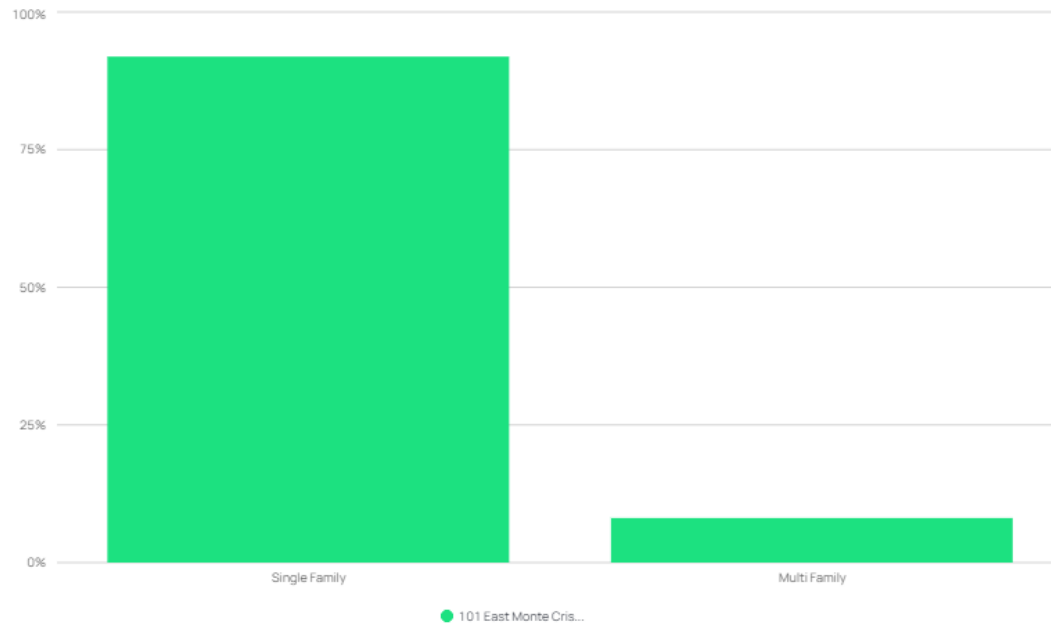
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Dwelling Type

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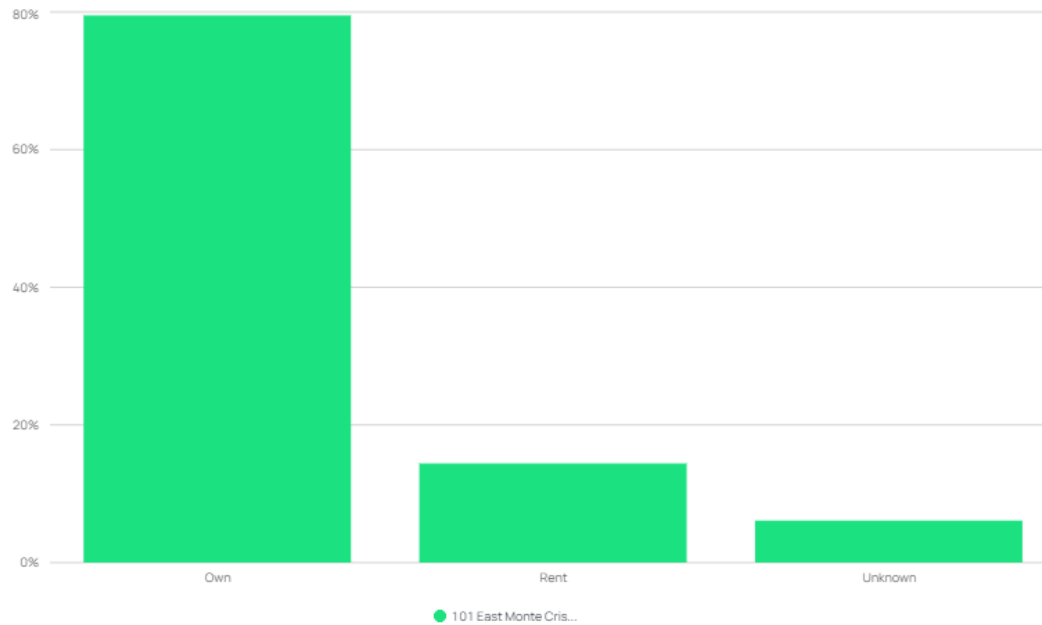
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Home Ownership

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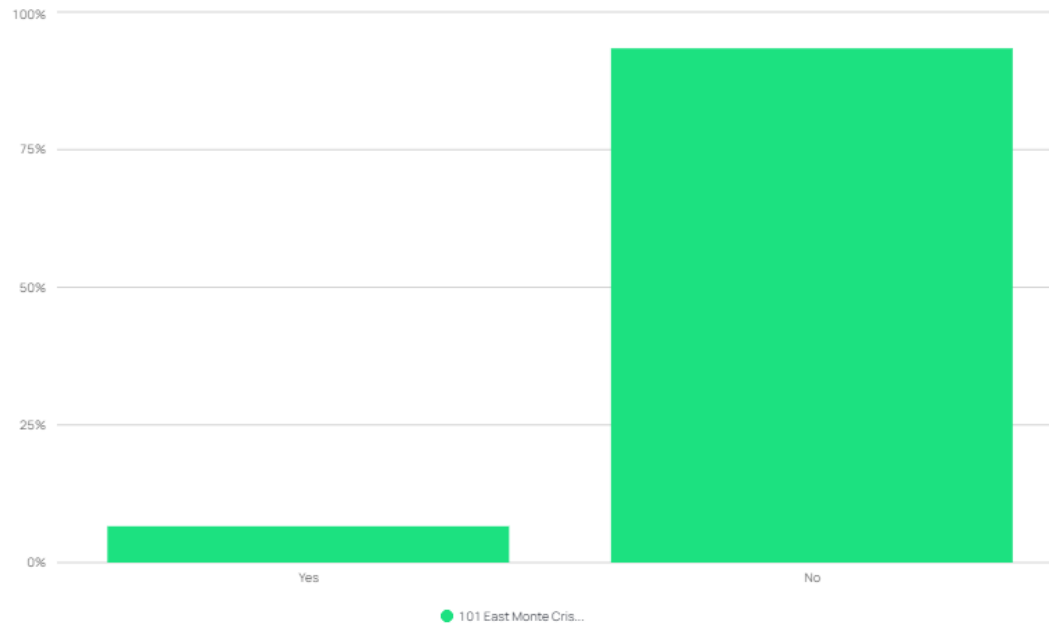
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New Homeowner

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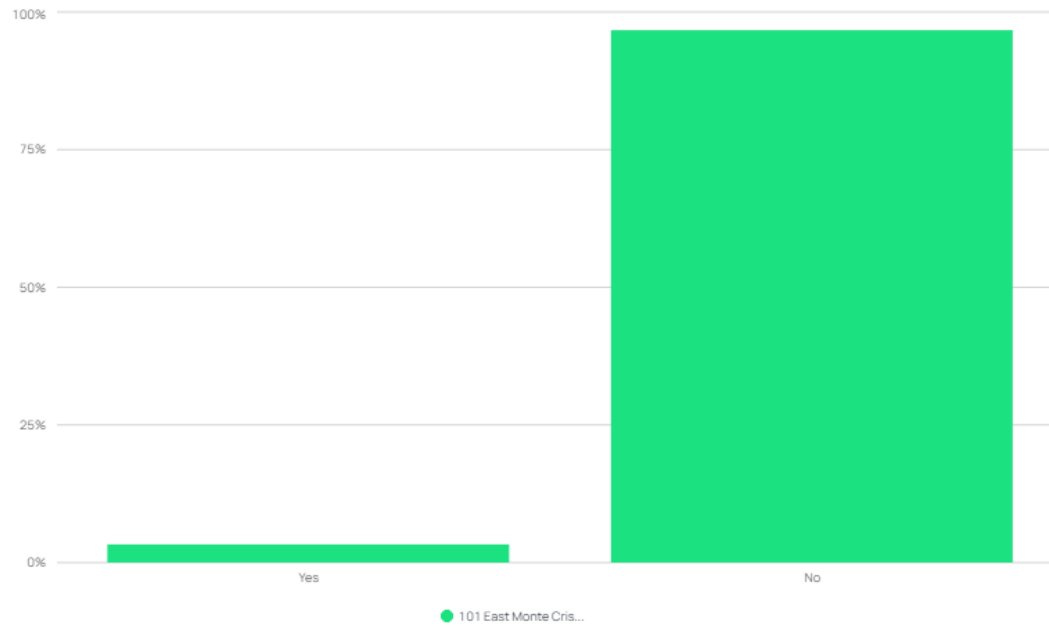
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New Mover

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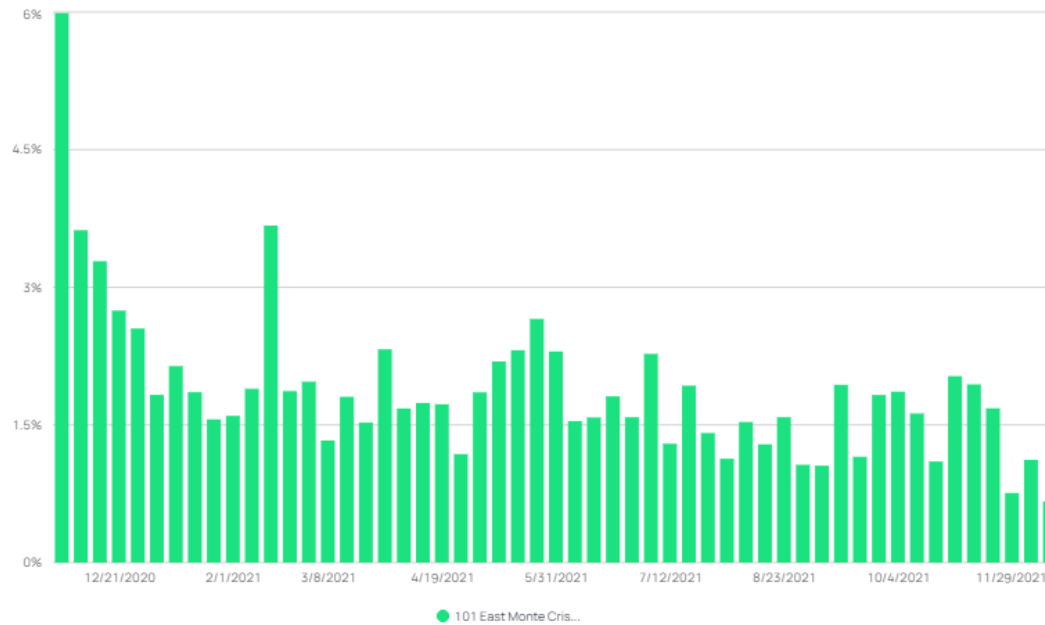
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Visit Volume Trend by Week

Visitors volume trends of 101 East Monte Cristo .

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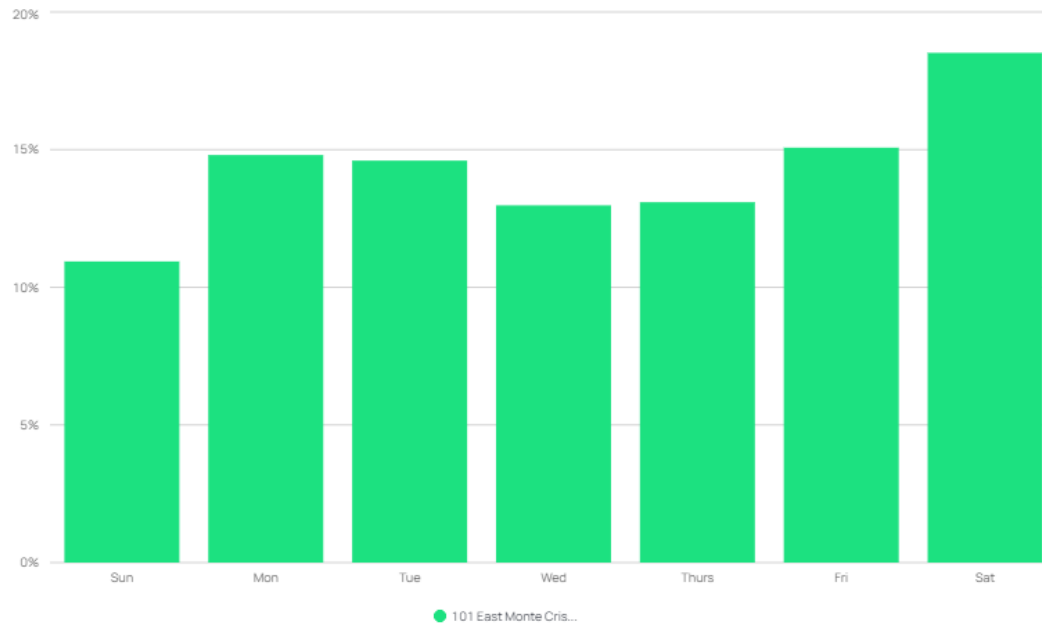
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Visit Volume by Day of Week

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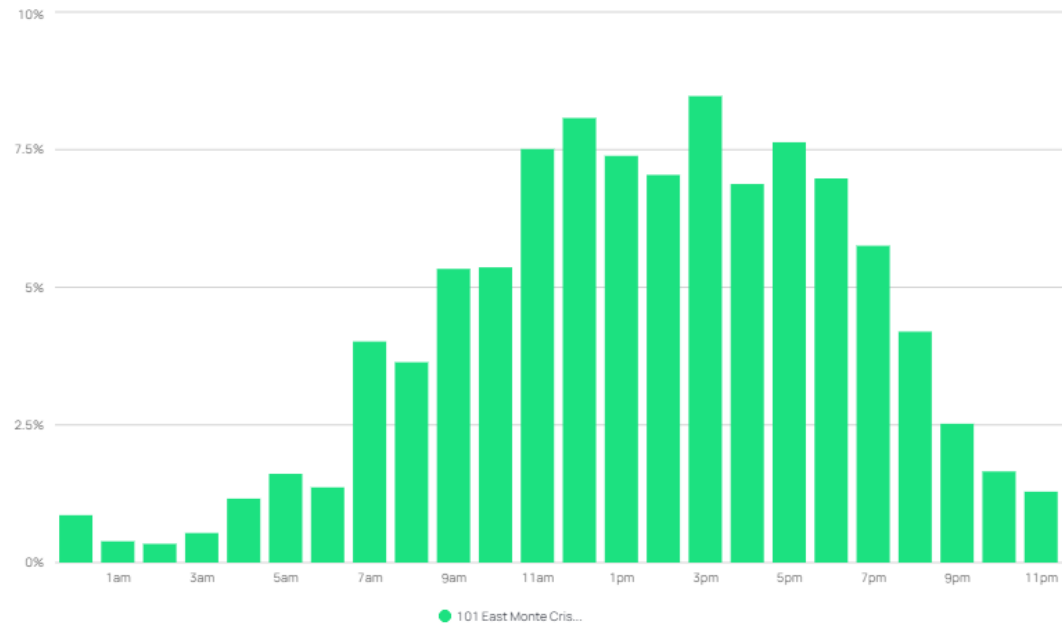
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Visit Volume by Hour of Day

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Frequently Visited Places

Shows top 5 places that visitors to 101 East Monte Cristo visited during the specified time frame.

Category
No Selection

Subcategory
No Selection

Time Range
Anytime

101 East Monte Cristo

Rank	Name	Address	City	State	Zip	Visitor %
1	EDINBURG SHOPPING CENTER	1626 W UNIVERSITY DR	EDINBURG	TX	78539	9.715
2	SHOPPES AT RIO GRANDE	419 E TRENTON RD	EDINBURG	TX	78539	7.524
3	TRENTON TOWN CENTER	4101 S MCCOLL RD	EDINBURG	TX	78539	6.921
4	EDINBURG STRIP CENTER	1522 E CANTON RD	EDINBURG	TX	78542	5.958
5	TRENTON CROSSING	7600 N 10TH ST	MCALLEN	TX	78504	4.297