

Downtown Edinburg

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.

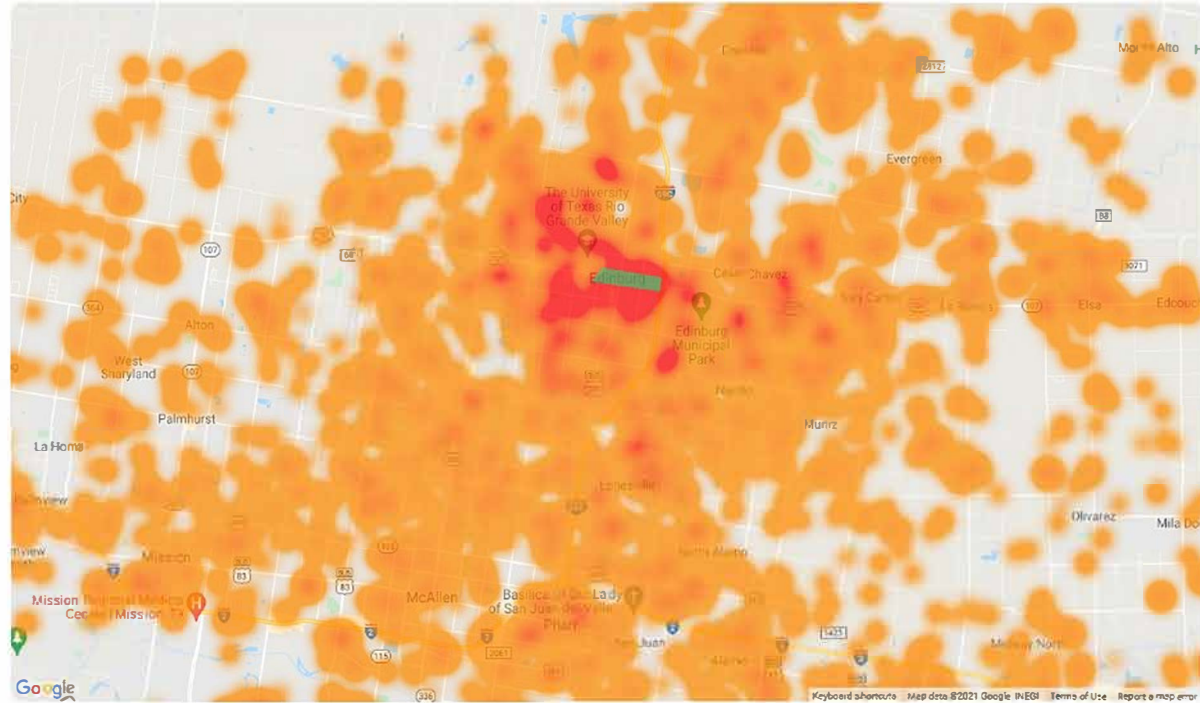
Reports based on data that's updated daily.

Compare competitors foot traffic.

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Visitor Map

Shows home locations of visitors to Downtown Edinburg.



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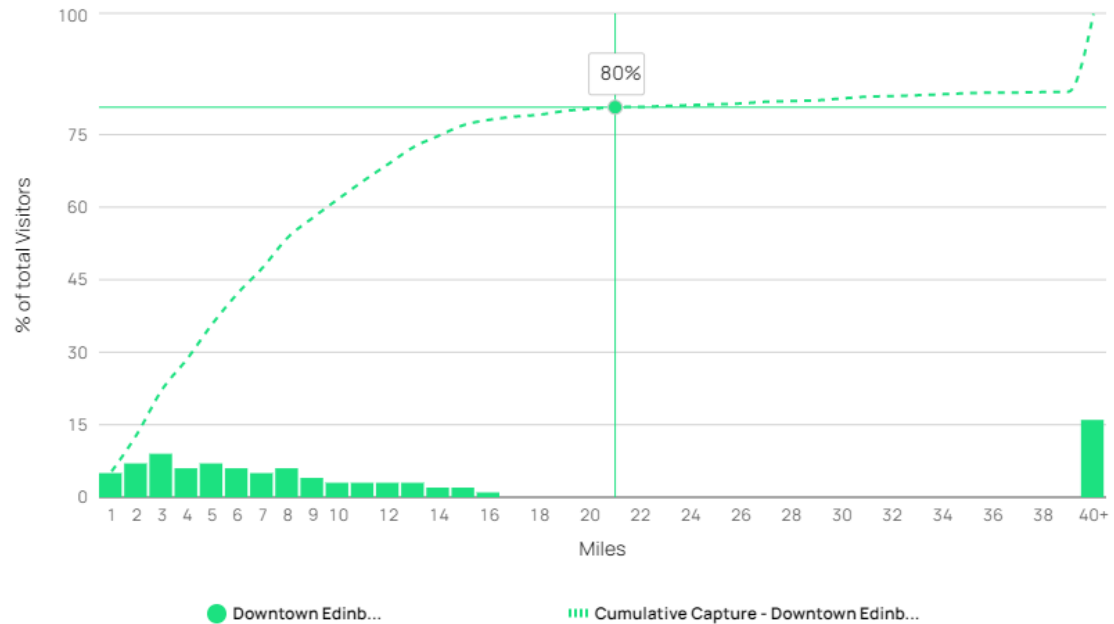
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Visitor Trade Area

Shows the distance in miles from where visitors to Downtown Edinburg.



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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 | Downtown Edinburg | Visitor Propensity |
|--|--------------------|--------------------|
| <p>J36 Settled and Sensible Mature, established couples with adult children and singles in suburban and rural neighborhoods</p> | 4.4% of Visitors | 26.8X VERY HIGH |
| <p>D16 Settled in Suburbia Upper middle-class family units living comfortably in established suburbs</p> | 1.31% of Visitors | 5.4X VERY HIGH |
| <p>P59 Expanding Horizons Middle-aged families earning modest to average incomes from blue-collar jobs</p> | 47.85% of Visitors | 1.3X VERY HIGH |
| <p>R66 Ambitious Dreamers Lively singles and single parents with cost-conscious mindsets starting out in city apartments</p> | 2.6% of Visitors | 1.3X VERY HIGH |
| <p>L42 Rooted Flower Power Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement</p> | 1.95% of Visitors | 1.1X HIGH |

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Who We Are

| | | Details | Index Score | Segment % |
|--|-----------------------------|---------------------|-------------|-----------|
|  <p>J36 Settled and Sensible Mature, established couples with adult children and singles in suburban and rural neighborhoods</p> | Children: | Presence of a child | 48 | 20.7% |
| | Estimated Household Income: | \$50,000-\$74,999 | 131 | 26.5% |
| | Head of household age: | 51-65 | 143 | 40.8% |
| | Home ownership: | Homeowner | 114 | 93.6% |
| | Household size: | 2 persons | 107 | 30.2% |
| | Type of property: | Single family | 107 | 99% |
|  <p>D16 Settled in Suburbia Upper middle-class family units living comfortably in established suburbs</p> | Age of children: | 13-18 | 180 | 23.1% |
| | Estimated Household Income: | \$50,000-\$74,999 | 102 | 20.7% |
| | Head of household age: | 36-45 | 191 | 29.4% |
| | Home ownership: | Homeowner | 117 | 95.9% |
| | Household size: | 2 persons | 100 | 28.2% |
| | Type of property: | Single family | 107 | 98.8% |
|  <p>P59 Expanding Horizons Middle-aged families earning modest to average incomes from blue-collar jobs</p> | Age of children: | 13-18 | 398 | 51.1% |
| | Estimated Household Income: | \$35,000-\$49,999 | 207 | 24.3% |
| | Head of household age: | 51-65 | 95 | 27.1% |
| | Home ownership: | Homeowner | 96 | 78.8% |
| | Household size: | 1 person | 94 | 32.5% |
| | Type of property: | Single family | 105 | 97.6% |
|  <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% |
|  <p>L42 Rooted Flower Power Mid-scale baby boomer singles and couples rooted in established communities and approaching retirement</p> | Children: | Presence of a child | 14 | 5.9% |
| | Estimated Household Income: | \$50,000-\$74,999 | 159 | 32.2% |
| | Head of household age: | 51-65 | 301 | 85.6% |
| | Home ownership: | Homeowner | 109 | 88.8% |
| | Household size: | 1 person | 120 | 41.3% |
| | Type of property: | Single family | 103 | 95.3% |

? 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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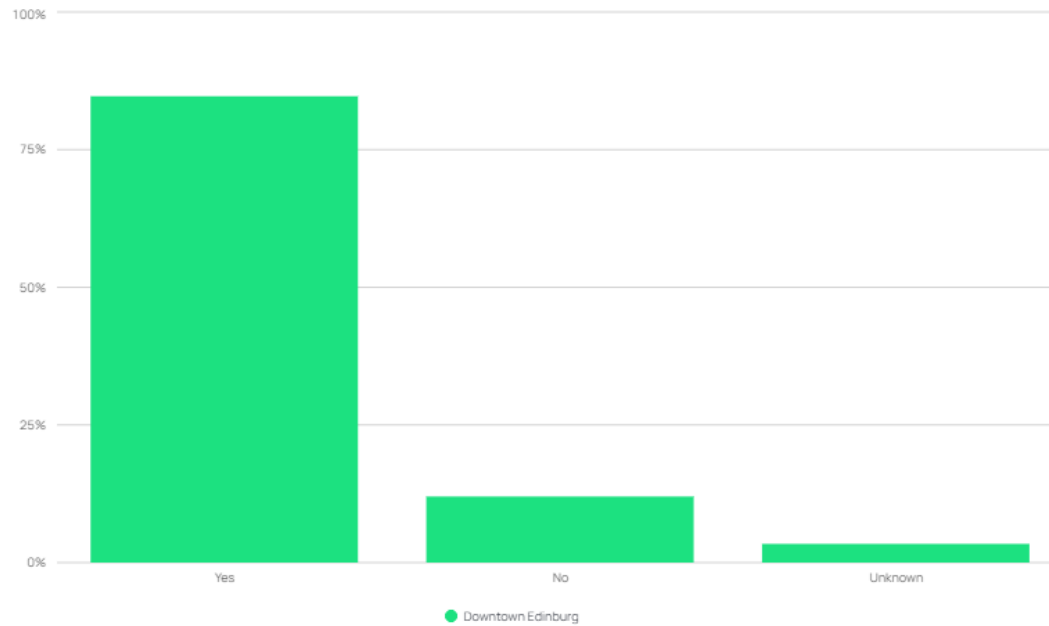
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Marriage

Household characteristics of Visitors to Downtown Edinburg.

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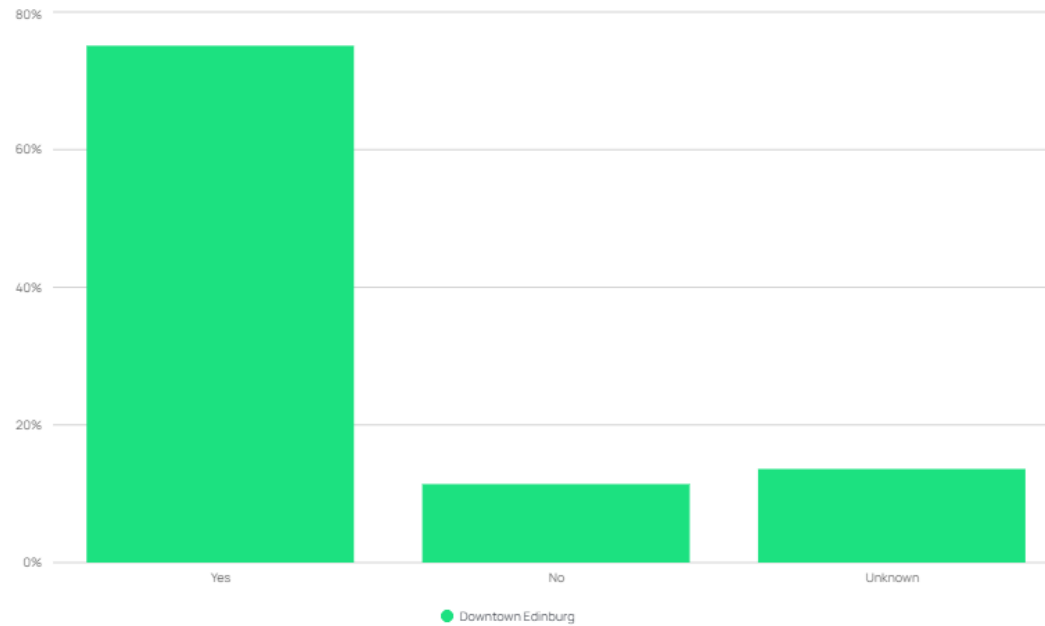
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Children

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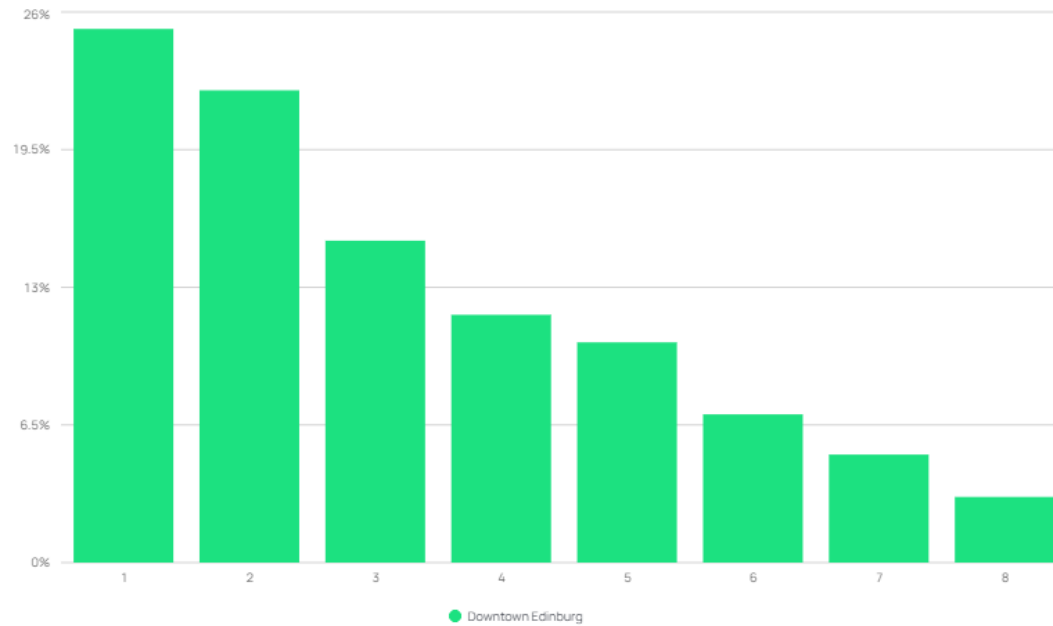
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of Persons in Household

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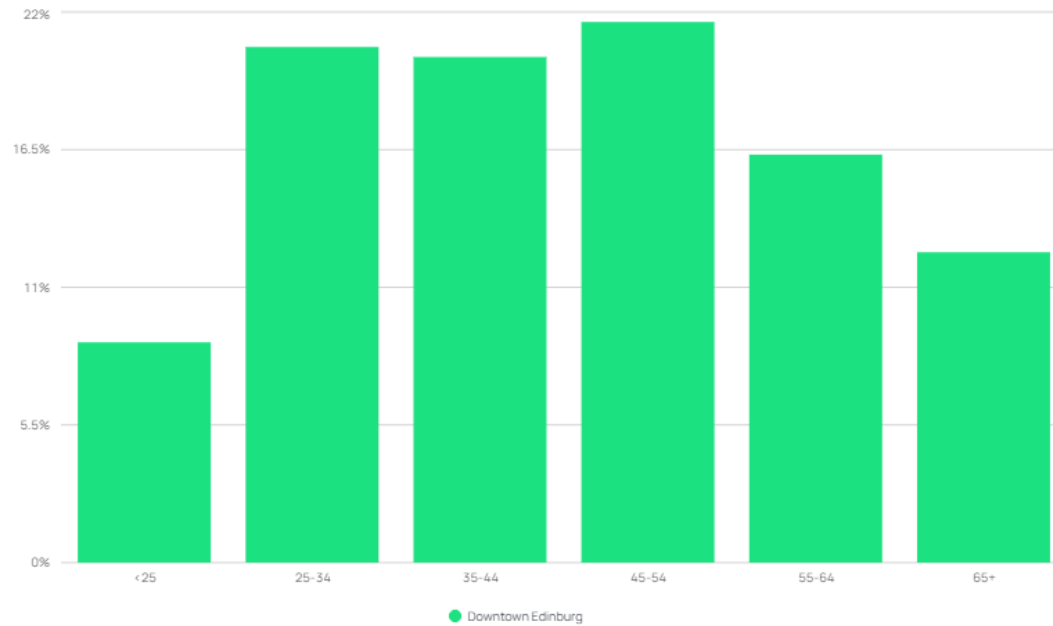
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Head of Household Age

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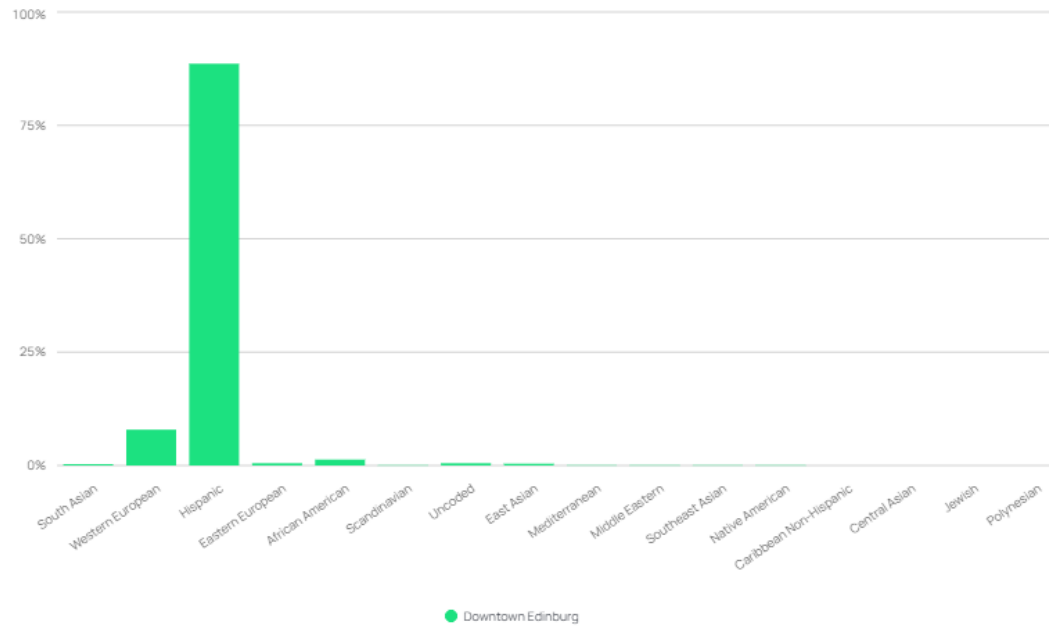
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Race and Ethnicity

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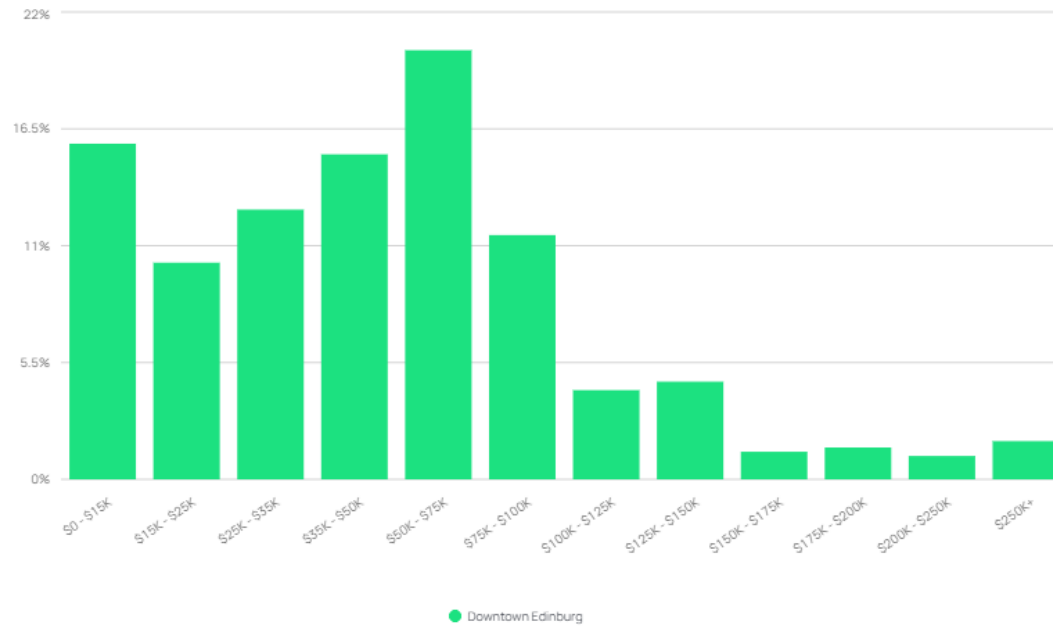
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Household Income

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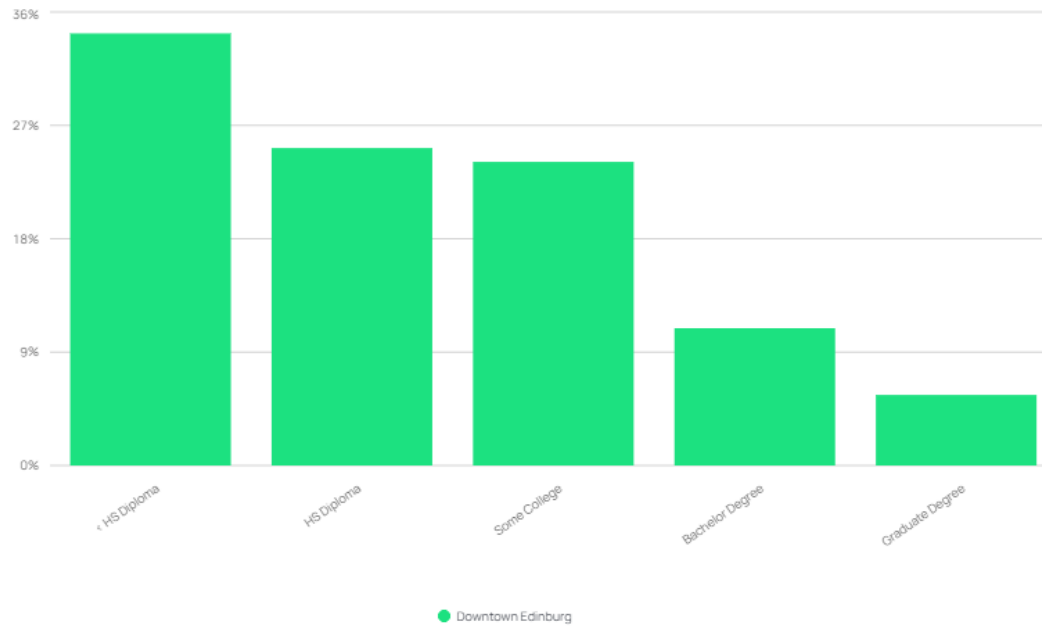
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Household Education Level

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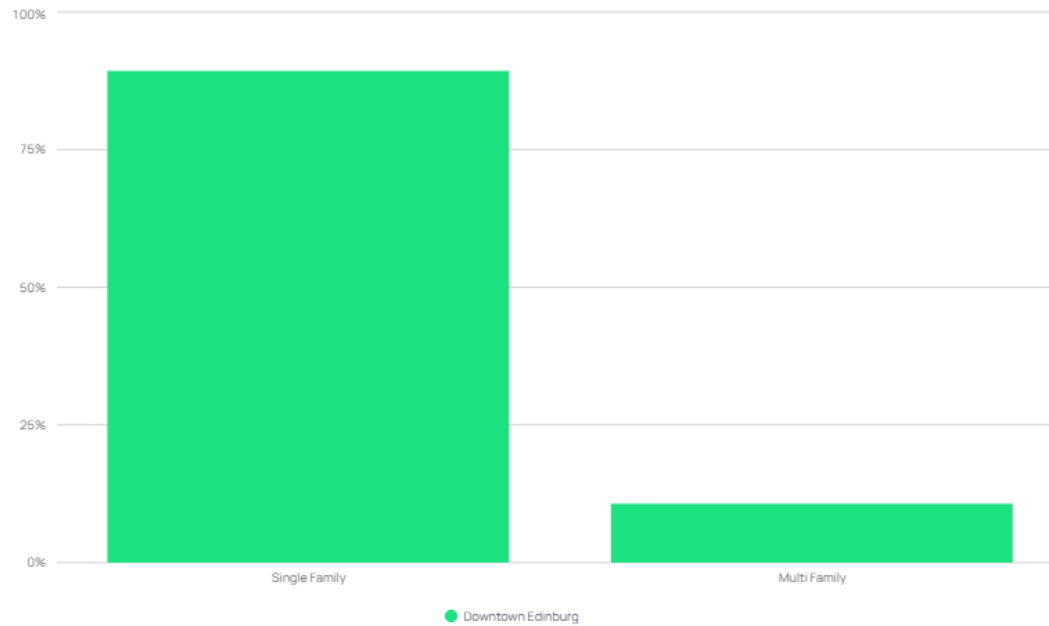
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Dwelling Type

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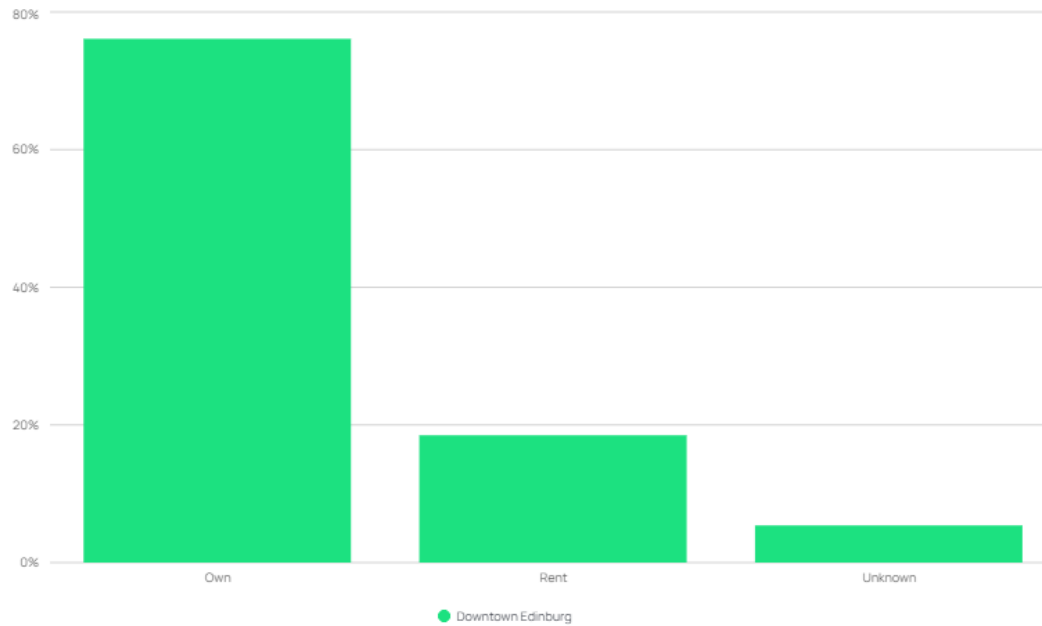
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Home Ownership

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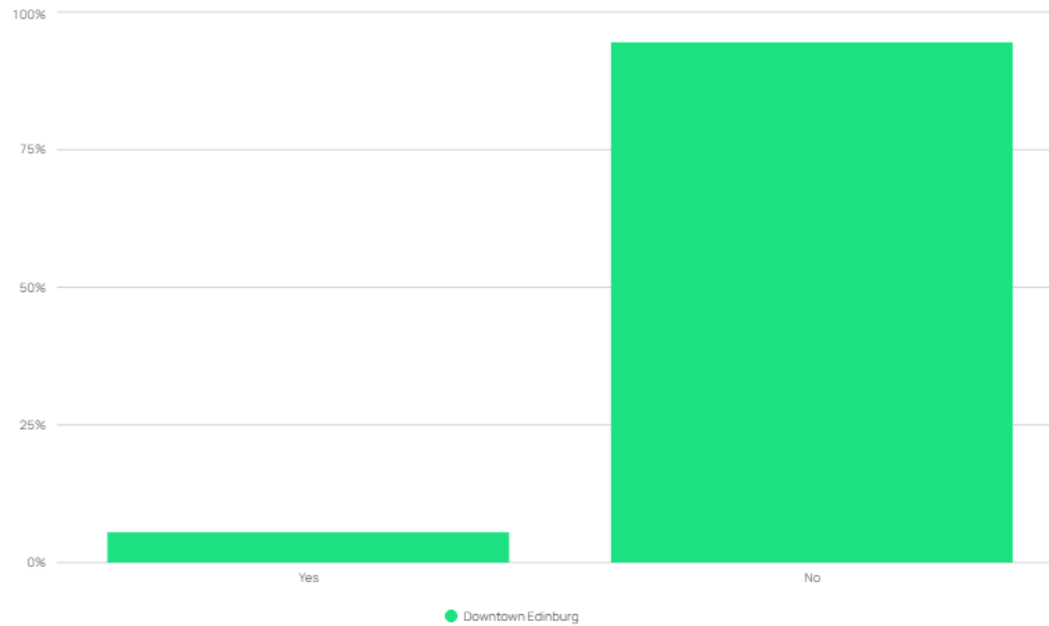
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New Homeowner

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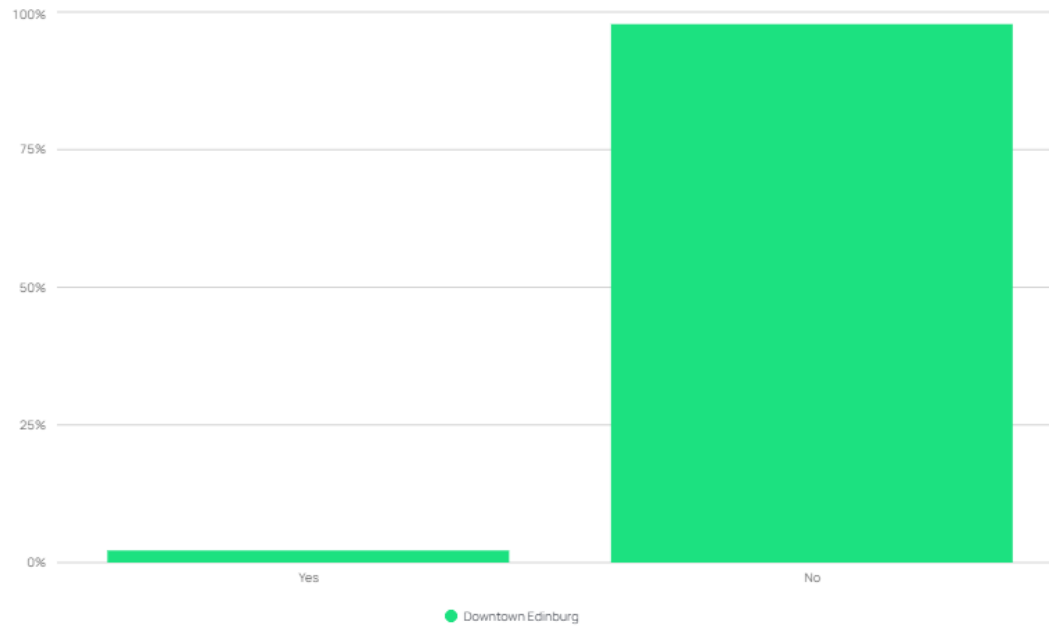
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New Mover

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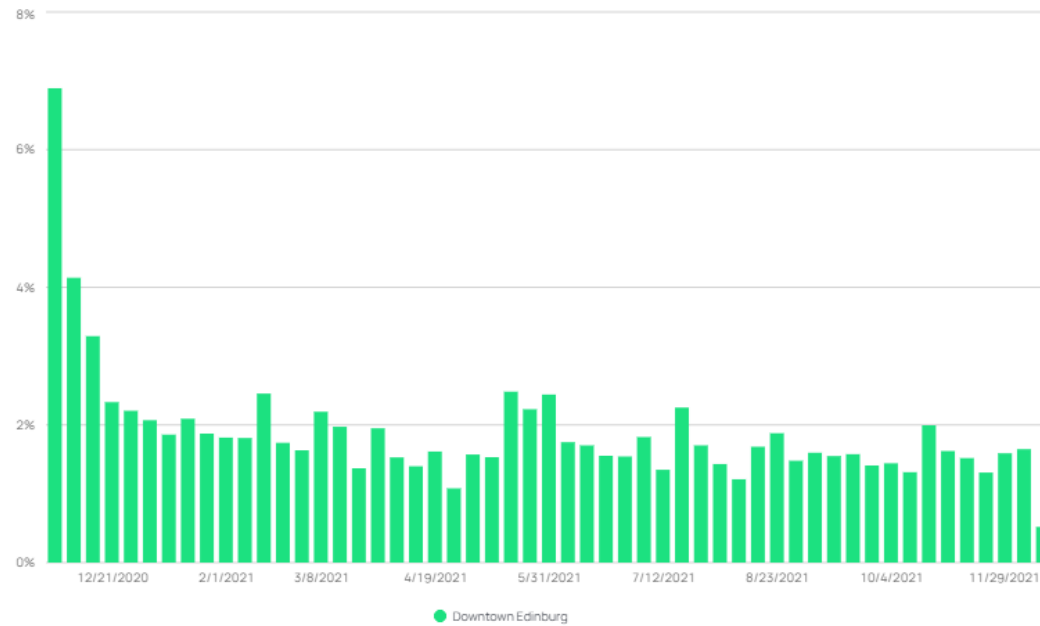
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Visit Volume Trend by Week

Visitors volume trends of Downtown Edinburg .

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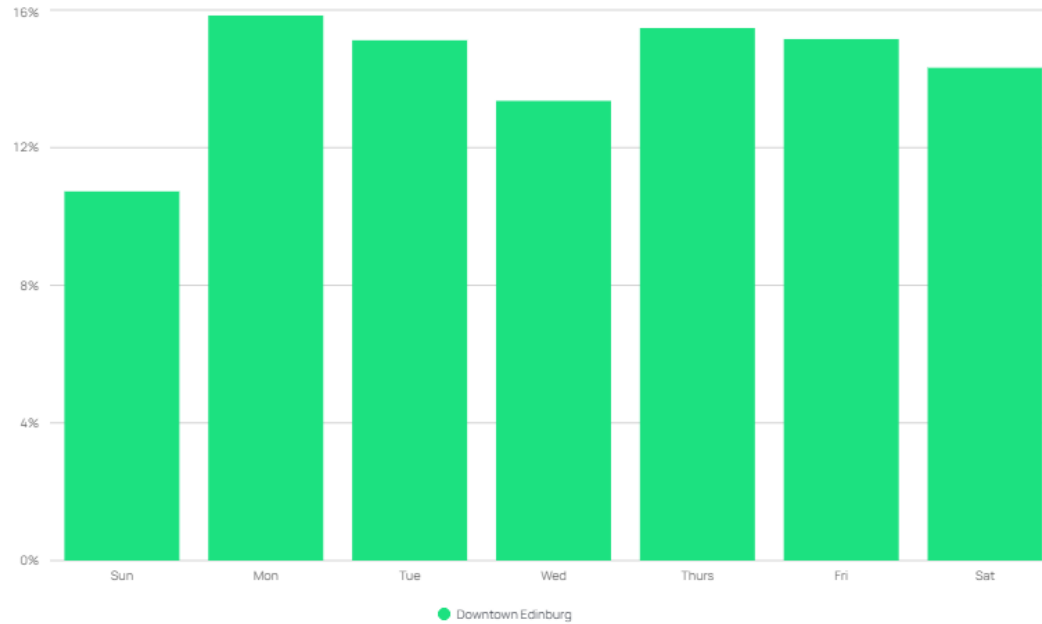
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Visit Volume by Day of Week

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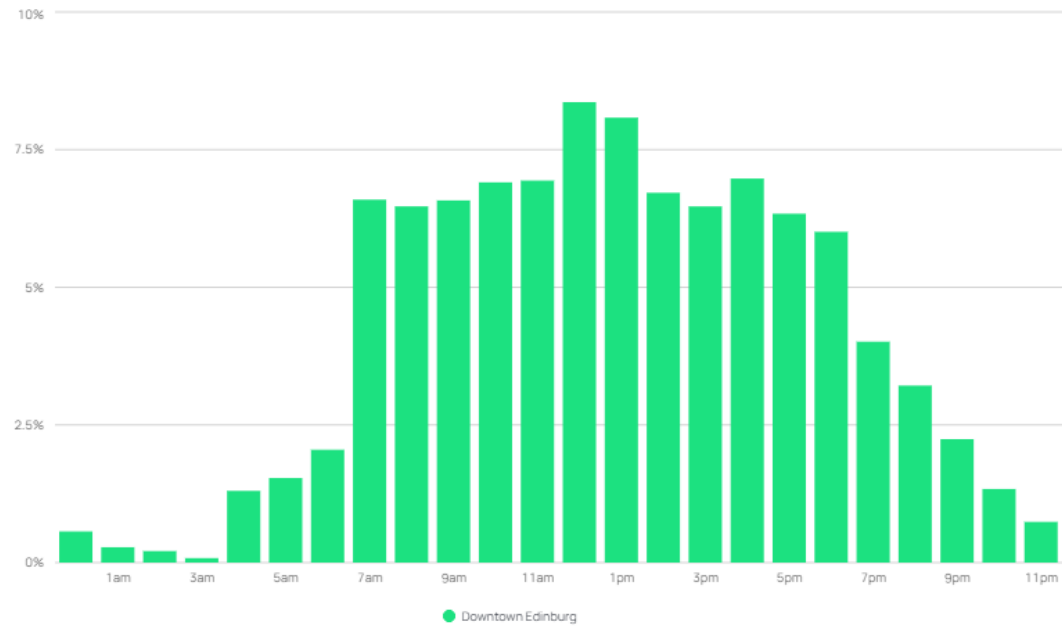
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Visit Volume by Hour of Day

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Frequently Visited Places

Shows top 5 places that visitors to Downtown Edinburgfalse visited during the specified time frame.

Category
No Selection

Subcategory
No Selection

Time Range
Anytime

Downtown Edinburg

| Rank | Name | Address | City | State | Zip | Visitor % |
|------|--------------------------|----------------------|----------|-------|-------|-----------|
| 1 | EDINBURG SHOPPING CENTER | 1626 W UNIVERSITY DR | EDINBURG | TX | 78539 | 7.482 |
| 2 | SHOPPES AT RIO GRANDE | 419 E TRENTON RD | EDINBURG | TX | 78539 | 6.557 |
| 3 | TRENTON TOWN CENTER | 4101 S MCCOLL RD | EDINBURG | TX | 78539 | 5.362 |
| 4 | EDINBURG STRIP CENTER | 1522 E CANTON RD | EDINBURG | TX | 78542 | 5.25 |
| 5 | TRENTON CROSSING | 7600 N 10TH ST | MCALLEN | TX | 78504 | 3.894 |