

Shoppes at Rio Grande

11/30/2020 - 11/30/2021

12:00 AM - 11:59 PM

The most detailed view of foot-traffic possible.

Buxton's Mobilitytics 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.

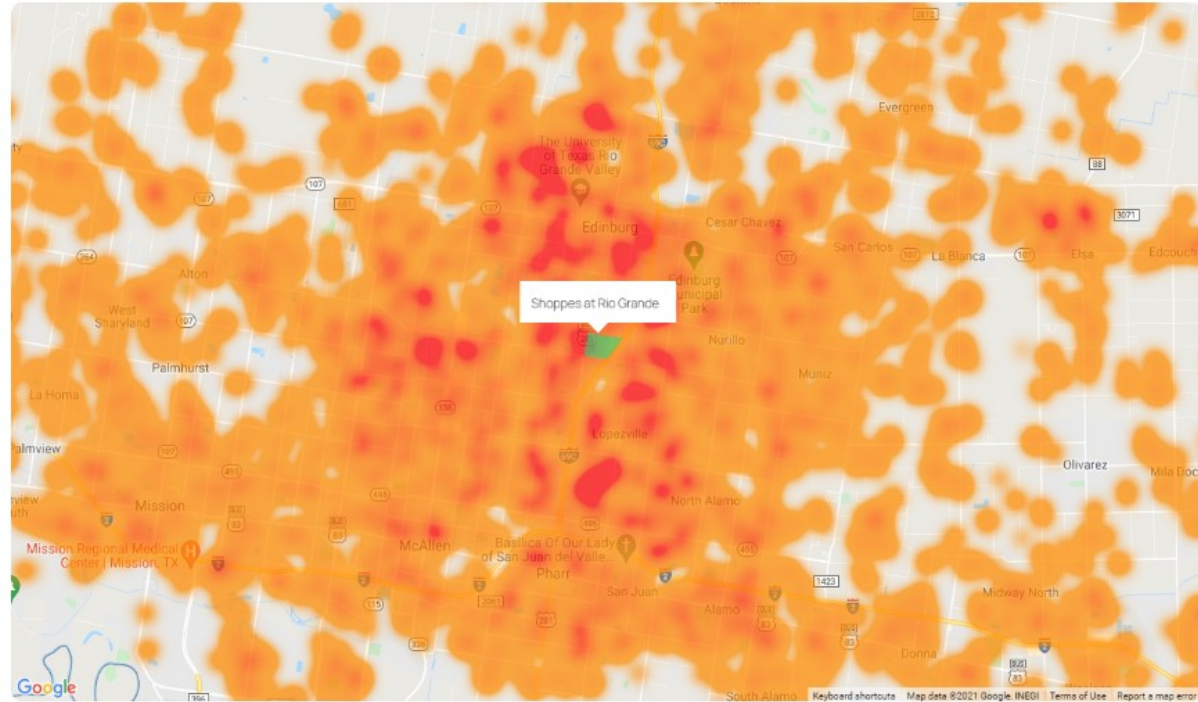
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Visitor Map

Shows home locations of visitors to Shoppes at Rio Grande.



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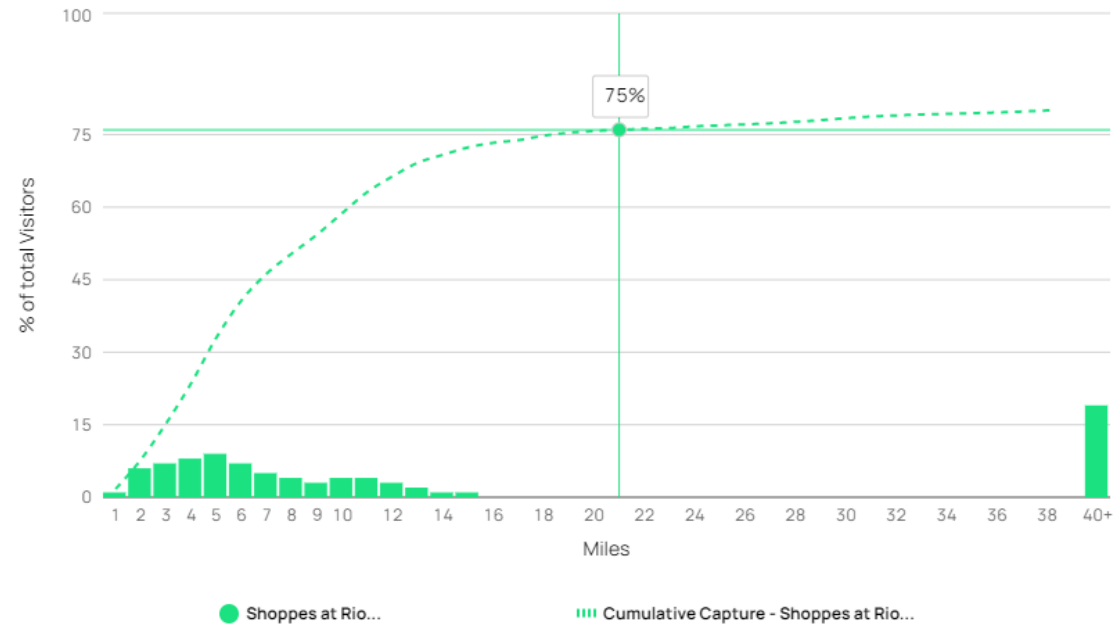
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Visitor Trade Area

Shows the distance in miles from where visitors to Shoppes at Rio Grande.



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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

<p>Primary Visitor Households 20+% more likely to visit than the average household</p>	<p>Secondary Visitor Households up to 19% more likely to visit than the average household</p>	<p>Incidental Visitor Households less likely to visit than the average household</p>
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Top 5 Psychographic Profiles

	Shoppes at Rio Grande	Visitor Propensity
<p>J36 Settled and Sensible Mature, established couples with adult children and singles in suburban and rural neighborhoods</p>	1.79% of Visitors	12.6X VERY HIGH
<p>L43 Homemade Happiness Lower middle-class baby boomer households living in remote town and country homes</p>	1.03% of Visitors	2.6X VERY HIGH
<p>O54 Influenced by Influencers Young singles living in Midwest and Southern city centers</p>	3.31% of Visitors	1.4X VERY HIGH
<p>I32 Steadfast Conventionalists Conventional Gen X families living suburban and city lifestyles</p>	2.65% of Visitors	1.3X VERY HIGH
<p>I33 Balance and Harmony Established families living lively lifestyles in city neighborhoods</p>	16.05% of Visitors	1.3X VERY 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>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>O54 Influenced by Influencers Young singles living in Midwest and Southern city centers</p>	Children:	Presence of a child	38	16.6%
	Estimated Household Income:	\$50,000-\$74,999	124	25.1%
	Head of household age:	25-30	648	66.7%
	Home ownership:	Renter	481	62.2%
	Household size:	1 person	269	92.7%
	Type of property:	Multi-family: 101+	2125	28.9%
 <p>I32 Steadfast Conventionalists Conventional Gen X families living suburban and city lifestyles</p>	Age of children:	13-18	265	34.1%
	Estimated Household Income:	\$50,000-\$74,999	139	28.2%
	Head of household age:	51-65	118	33.7%
	Home ownership:	Homeowner	88	72%
	Household size:	1 person	78	26.9%
	Type of property:	Single family	94	86.8%
 <p>I33 Balance and Harmony Established families living lively lifestyles in city neighborhoods</p>	Age of children:	13-18	406	52.2%
	Estimated Household Income:	\$50,000-\$74,999	143	29.1%
	Head of household age:	36-45	275	42.4%
	Home ownership:	Homeowner	105	85.6%
	Household size:	2 persons	125	35.3%
	Type of property:	Single family	107	99.1%

? 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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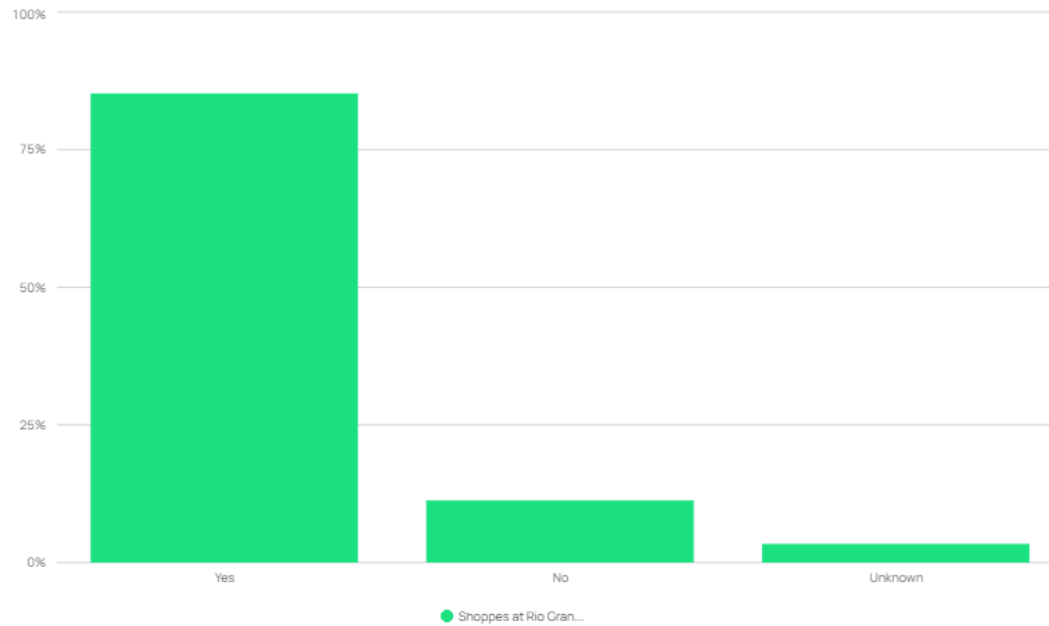
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Marriage

Household characteristics of Visitors to Shoppes at Rio Grande.

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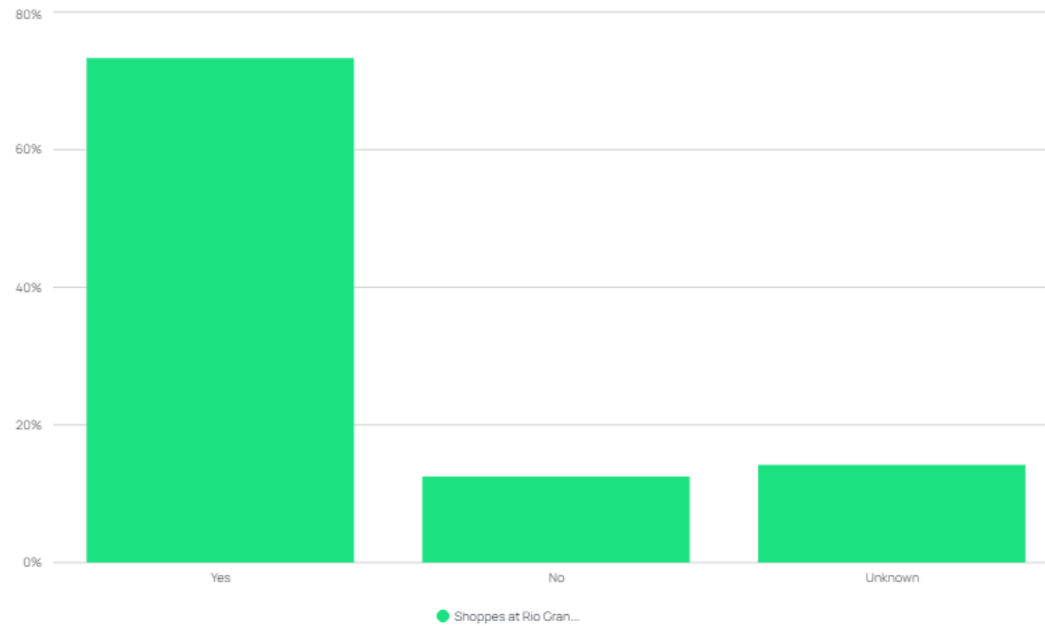
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Children

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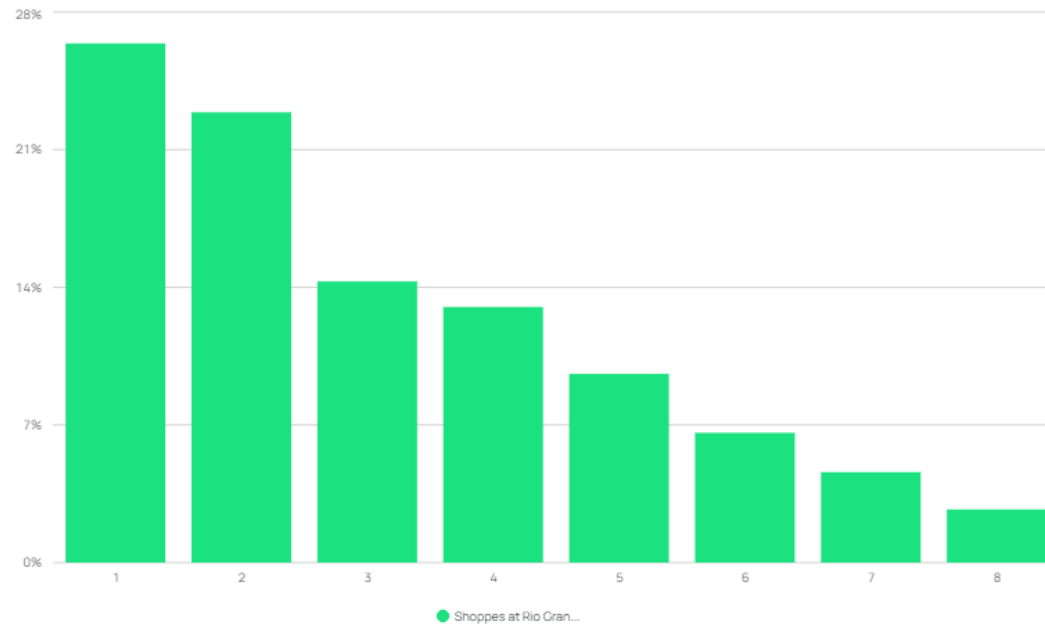
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of Persons in Household

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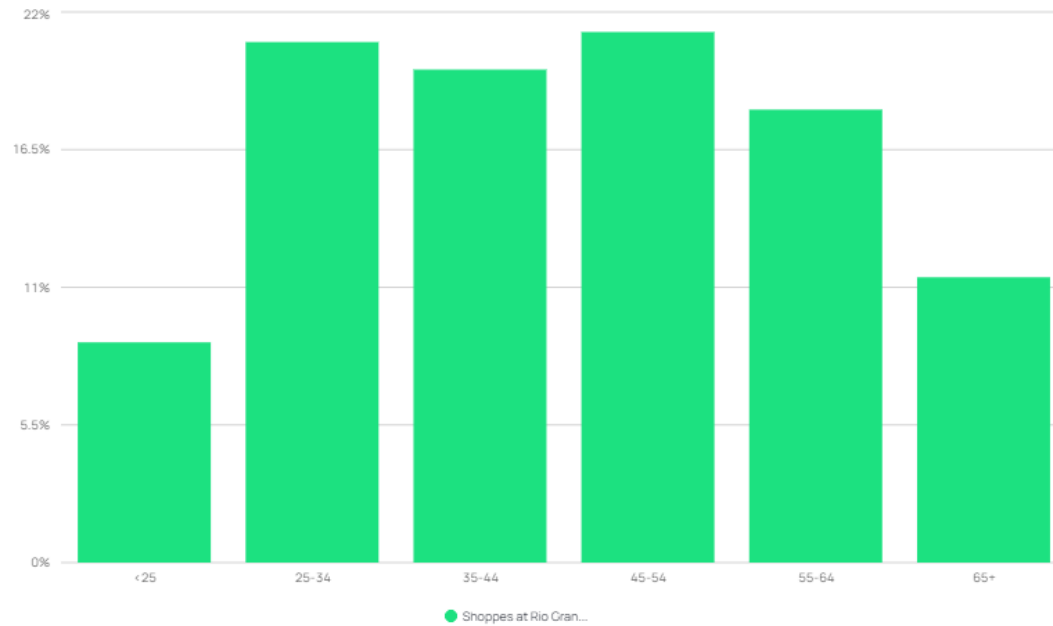
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Head of Household Age

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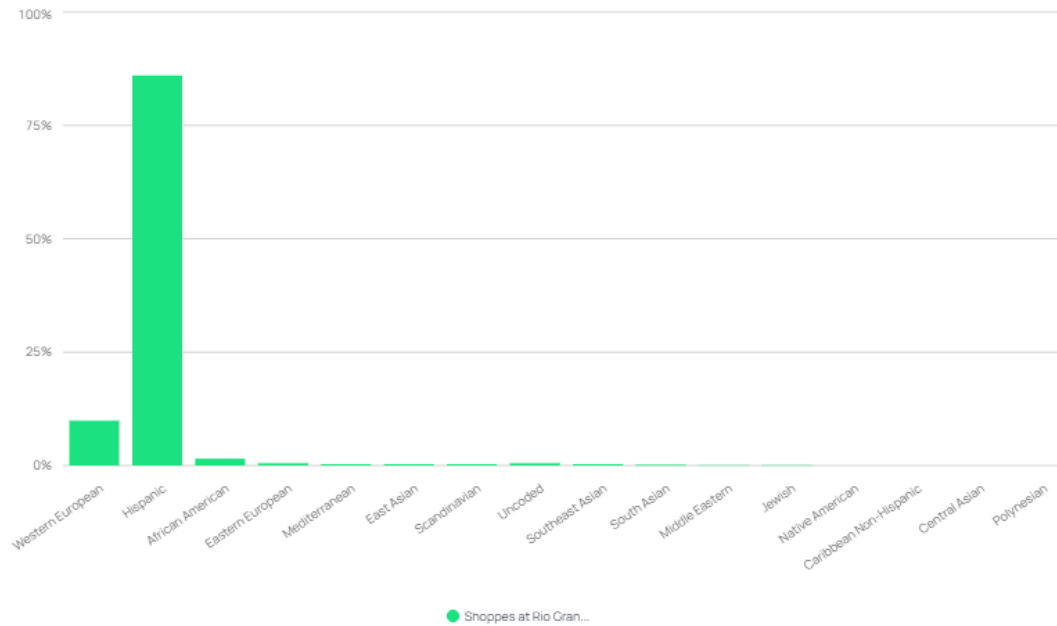
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Race and Ethnicity

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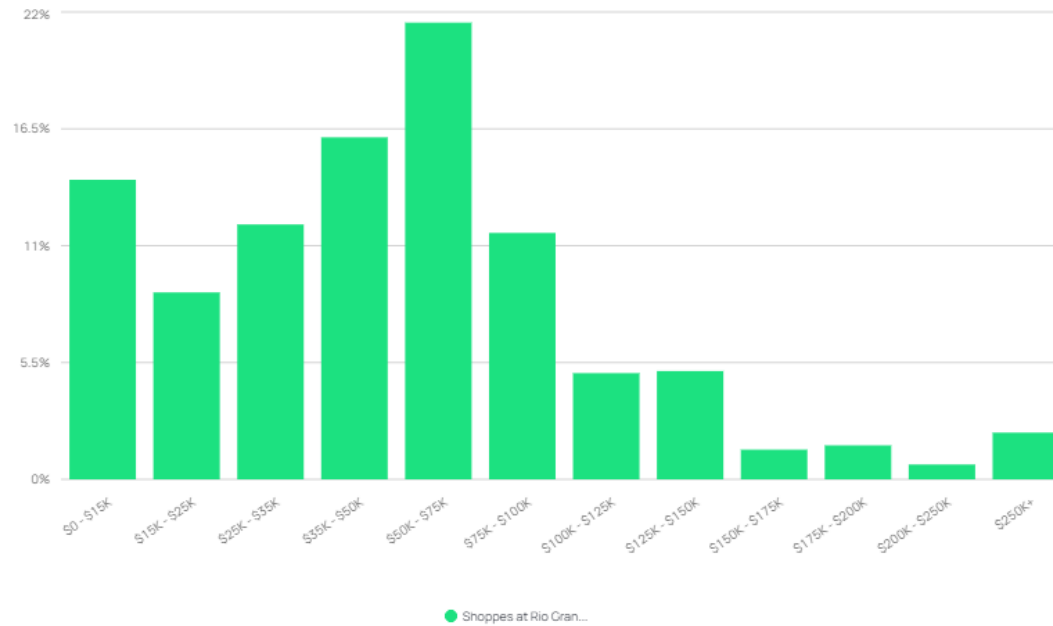
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Household Income

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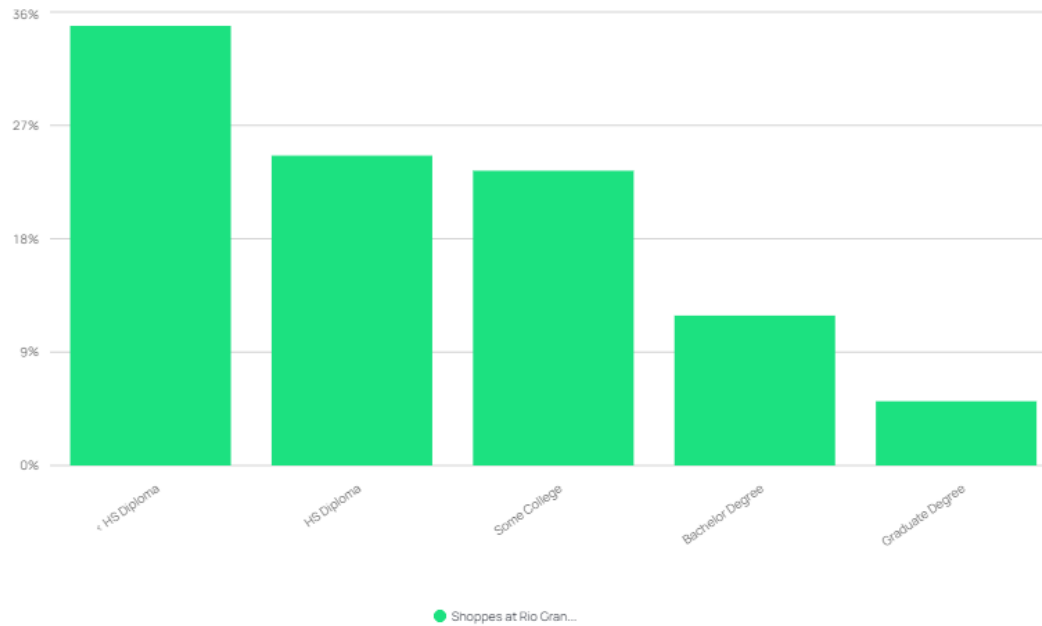
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Household Education Level

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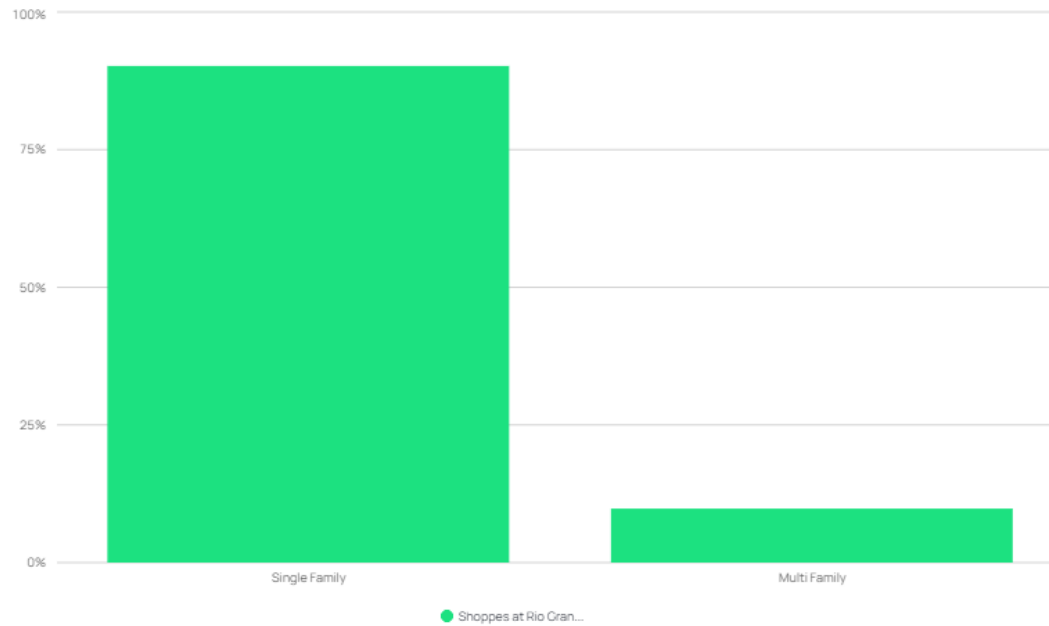
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Dwelling Type

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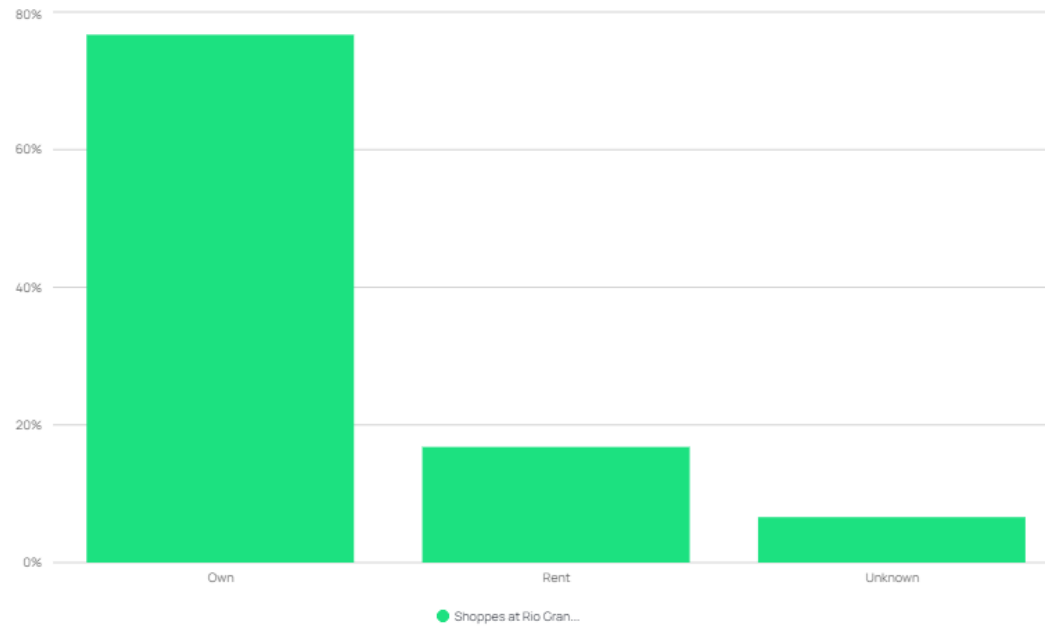
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Home Ownership

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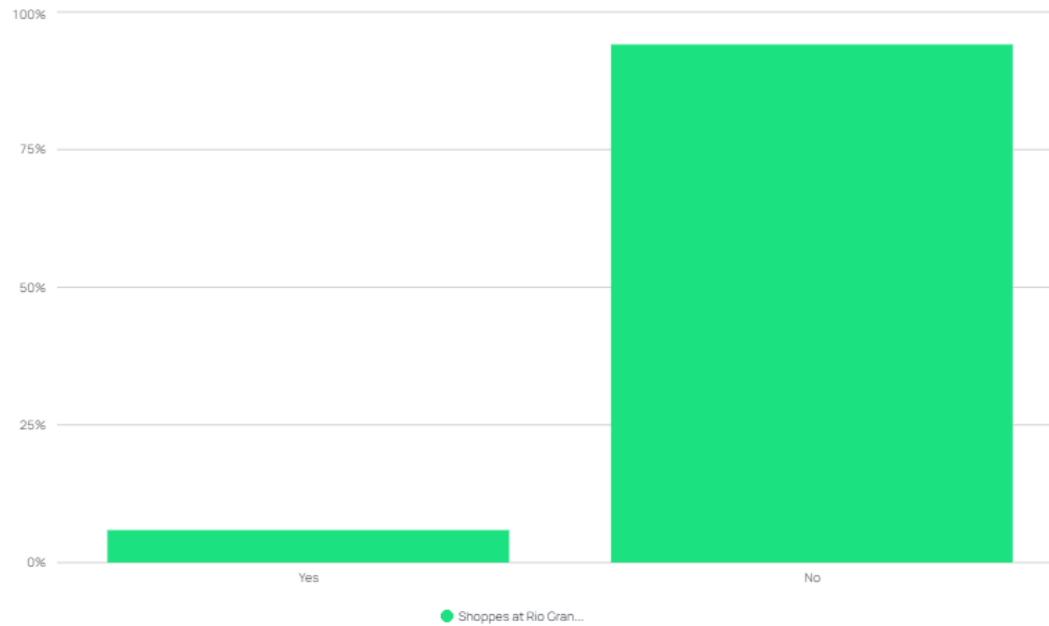
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New Homeowner

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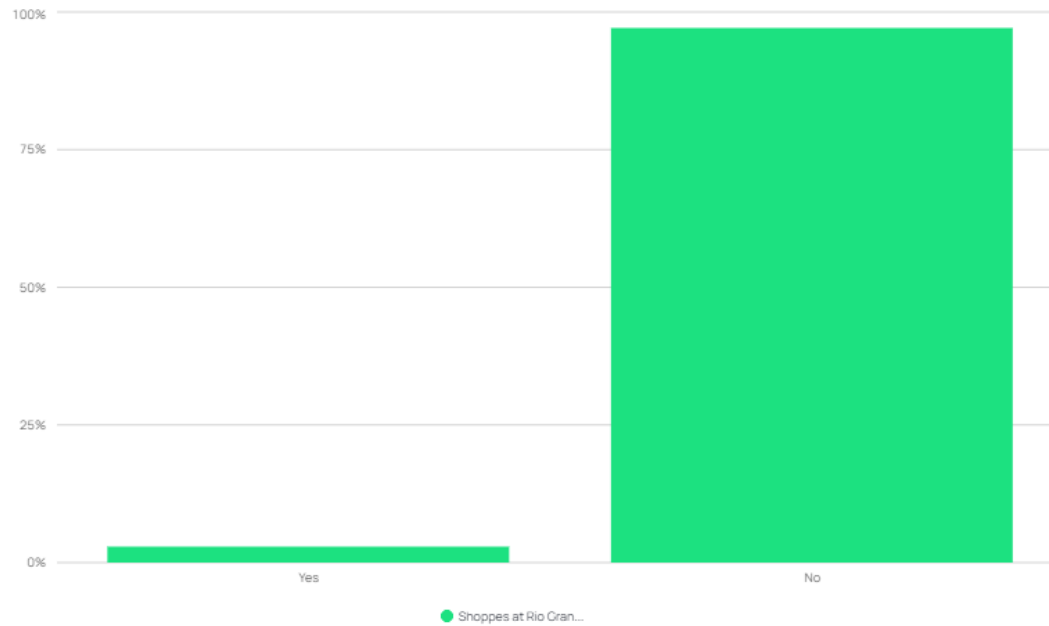
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New Mover

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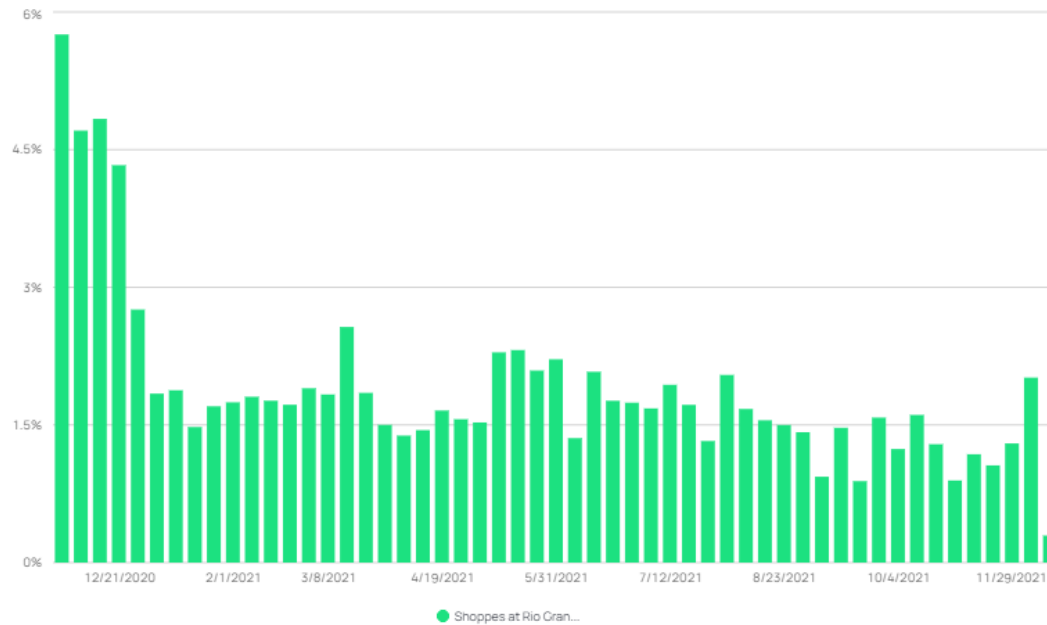
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Visit Volume Trend by Week

Visitors volume trends of Shoppes at Rio Grande .

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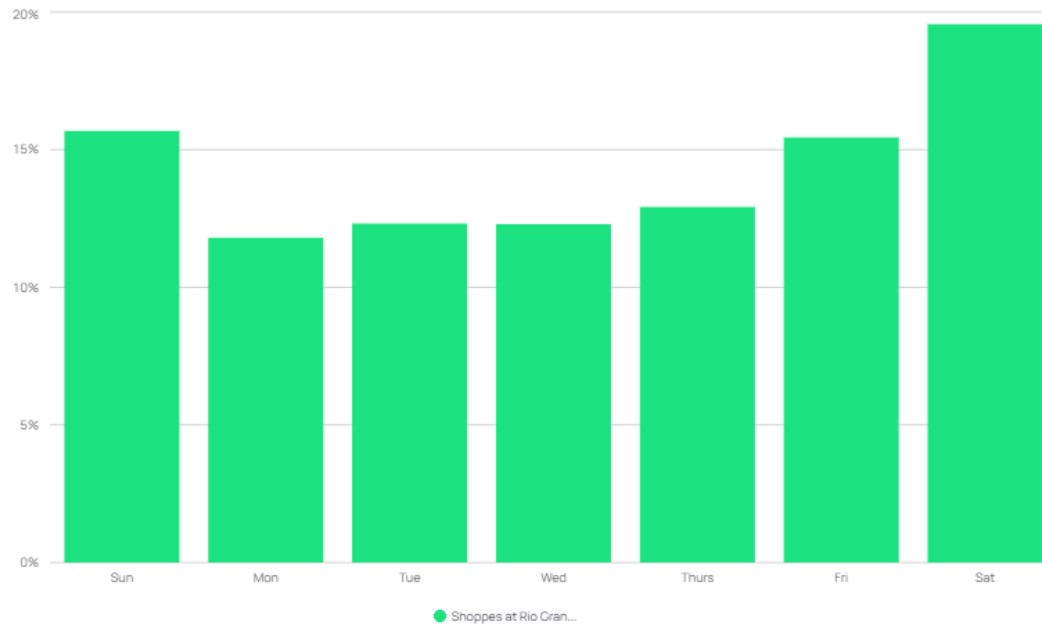
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Visit Volume by Day of Week

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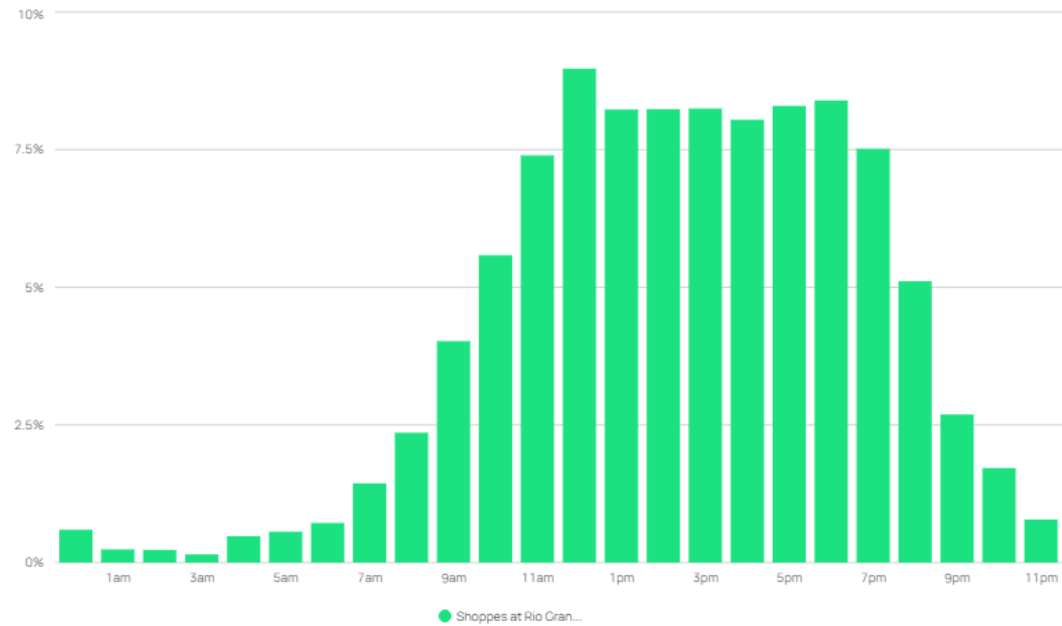
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Visit Volume by Hour of Day

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Frequently Visited Places

Shows top 5 places that visitors to Shoppes at Rio Grande visited during the specified time frame.

Category
No Selection

Subcategory
No Selection

Time Range
Anytime

📍 Shoppes at Rio Grande

Rank	Name	Address	City	State	Zip	Visitor %
1	TRENTON TOWN CENTER	4101 S MCCOLL RD	EDINBURG	TX	78539	5.316
2	EDINBURG SHOPPING CENTER	1626 W UNIVERSITY DR	EDINBURG	TX	78539	5.023
3	SIMON MALL	2200 S 10TH ST	MCALLEN	TX	78503	4.488
4	EDINBURG STRIP CENTER	1522 E CANTON RD	EDINBURG	TX	78542	4.447
5	TRENTON CROSSING	7600 N 10TH ST	MCALLEN	TX	78504	4.2