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Trenton and McColl Road

📅 11/30/2020 - 11/30/2021
🕐 12:00 AM - 11:59 PM

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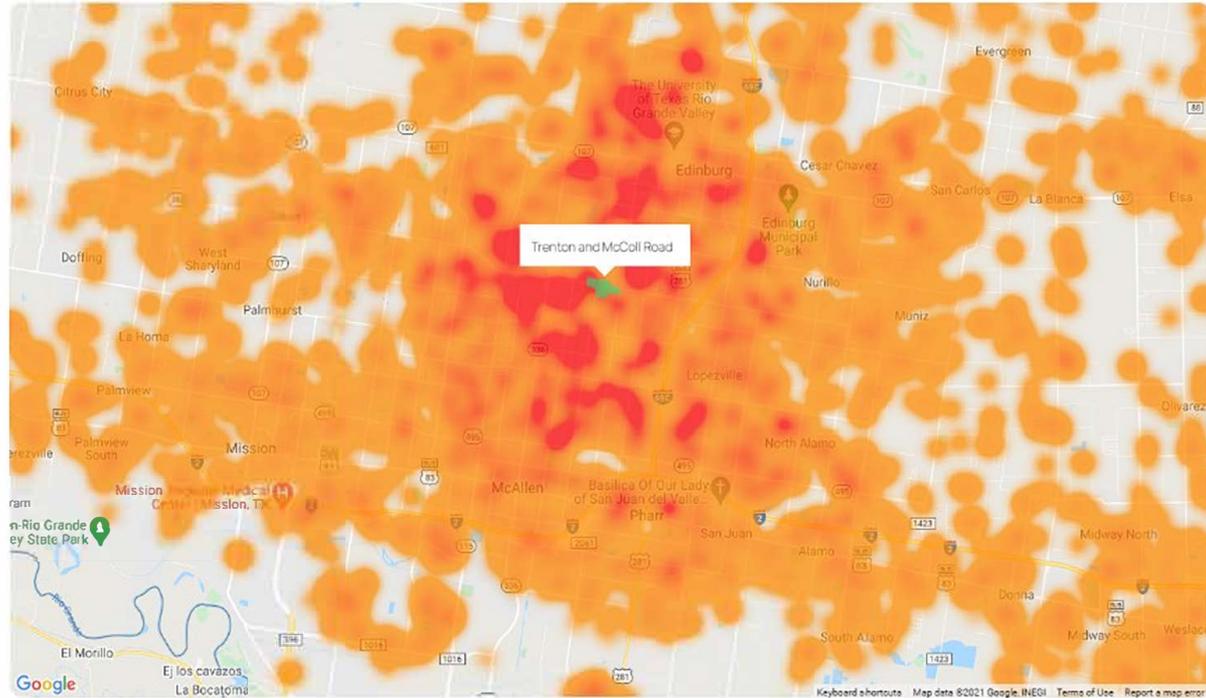
📈 Benchmark visitor volume trends by date and time.

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Visitor Map

Shows home locations of visitors to Trenton and McColl Road.

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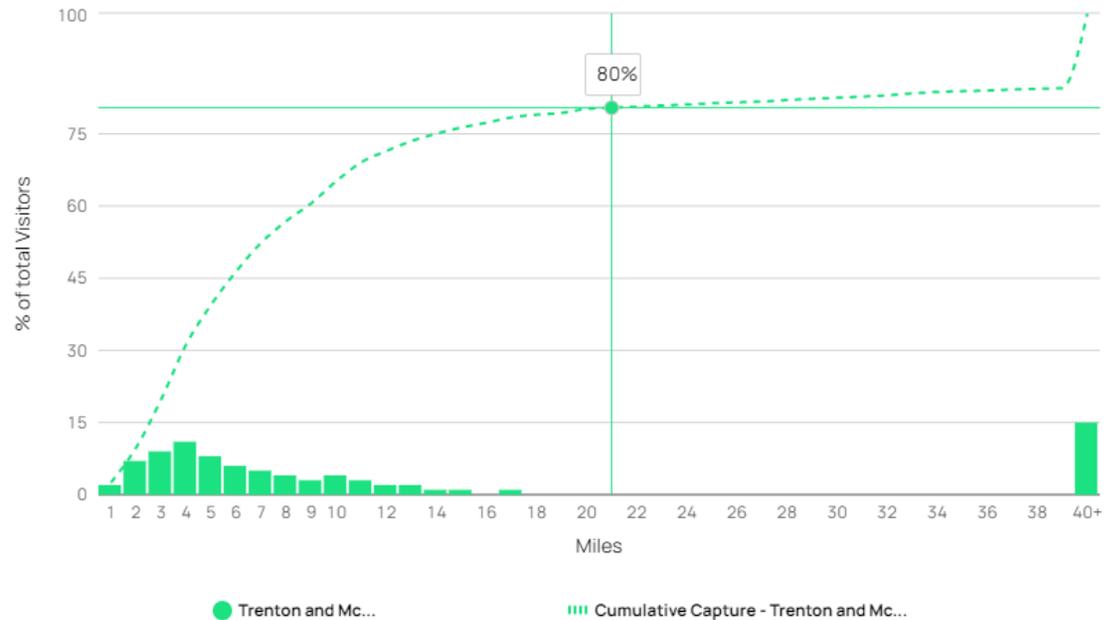
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Visitor Trade Area

Shows the distance in miles from where visitors to Trenton and McColl Road.

● Trenton and Mc...   ‖‖‖ Cumulative Capture - Trenton and Mc...

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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

🔴 Primary Visitor	🔵 Secondary Visitor	⚪ Incidental Visitor
Households 20+% more likely to visit than the average household	Households up to 19% more likely to visit than the average household	Households less likely to visit than the average household

Top 5 Psychographic Profiles		Trenton and McColl Road	Visitor Propensity
	P59 Expanding Horizons Middle-aged families earning modest to average incomes from blue-collar jobs	32.28% of Visitors	1X HIGH
	I33 Balance and Harmony Established families living lively lifestyles in city neighborhoods	15.13% of Visitors	1X HIGH
	H26 Progressive Assortment Mature couples with comfortable and active lives in established suburbs	3.3% of Visitors	1.7X VERY HIGH
	A04 Picture Perfect Families Established families on the go, living in wealthy suburbs	2.72% of Visitors	4.1X VERY HIGH
	K37 Wired for Success Young, mid-income singles and couples living socially-active city lives	1.72% of Visitors	2.6X VERY HIGH

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Who We Are

Segment	Details		Index Score	Segment %
P59 Expanding Horizons Middle-aged families earning modest to average incomes from blue-collar jobs	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%
I33 Balance and Harmony Established families living lively lifestyles in city neighborhoods	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%
H26 Progressive Assortment Mature couples with comfortable and active lives in established suburbs	Age of children:	13–18	93	12%
	Estimated Household Income:	$50,000–$74,999	117	23.7%
	Head of household age:	51–65	143	40.7%
	Home ownership:	Homeowner	105	85.8%
	Household size:	2 persons	99	28%
	Type of property:	Single family	101	93.6%
A04 Picture Perfect Families Established families on the go, living in wealthy suburbs	Age of children:	13–18	328	42.1%
	Estimated Household Income:	$250,000+	475	25.9%
	Head of household age:	51–65	125	35.6%
	Home ownership:	Homeowner	118	96.6%
	Household size:	3 persons	162	26.5%
	Type of property:	Single family	107	99.5%
K37 Wired for Success Young, mid-income singles and couples living socially-active city lives	Age of children:	13–18	66	8.5%
	Estimated Household Income:	$75,000–$99,999	143	22.2%
	Head of household age:	25–30	279	28.7%
	Home ownership:	Renter	479	61.9%
	Household size:	1 person	243	83.8%
	Type of property:	Single family	48	44.5%

? 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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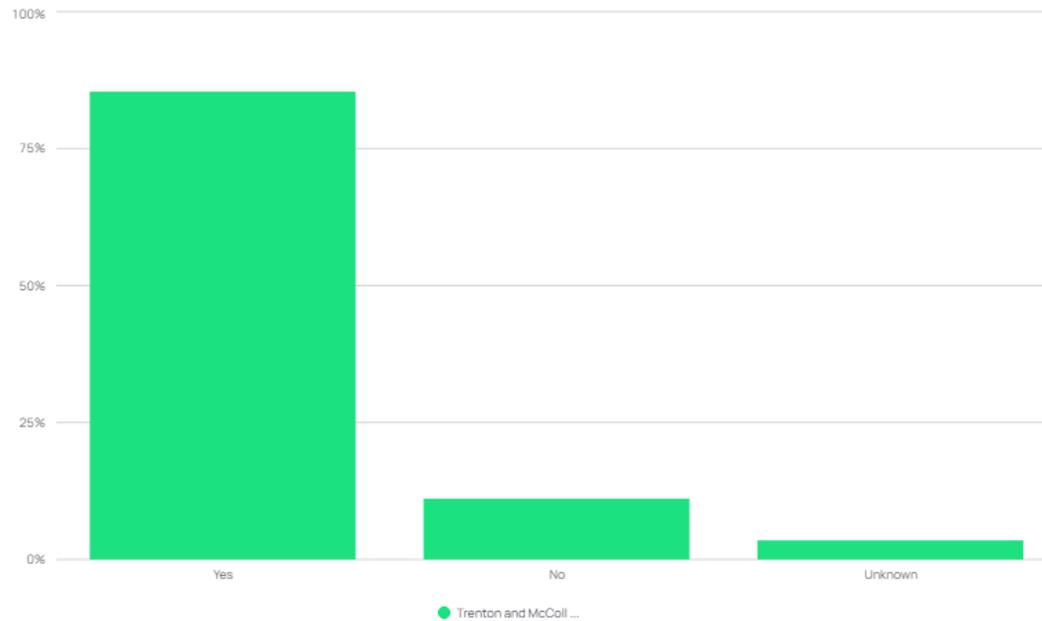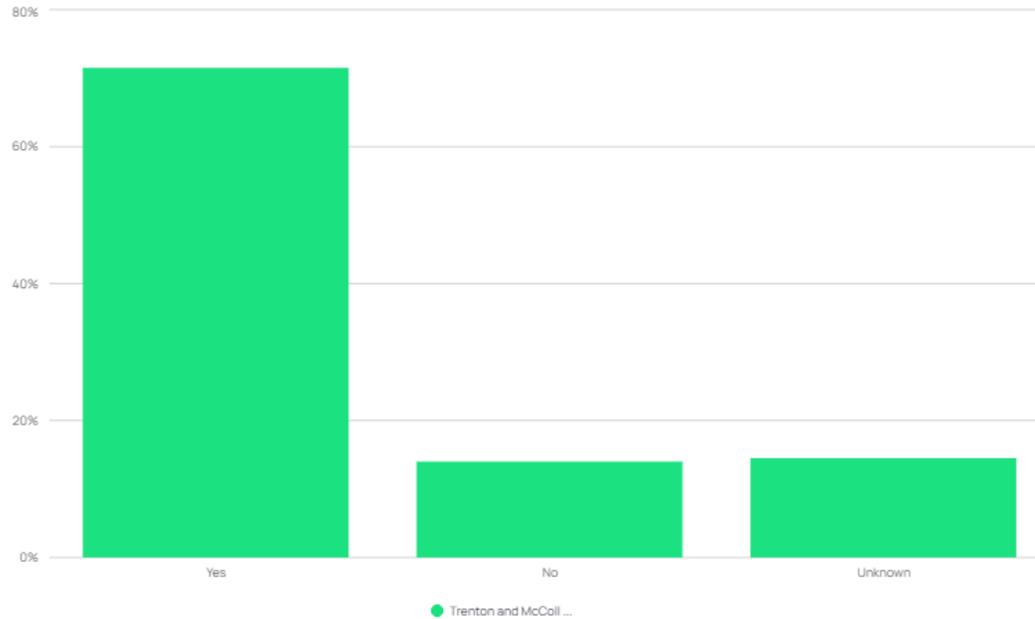📅 Reports based on data that's updated daily.

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Marriage

Household characteristics of Visitors to Trenton and McColl Road.
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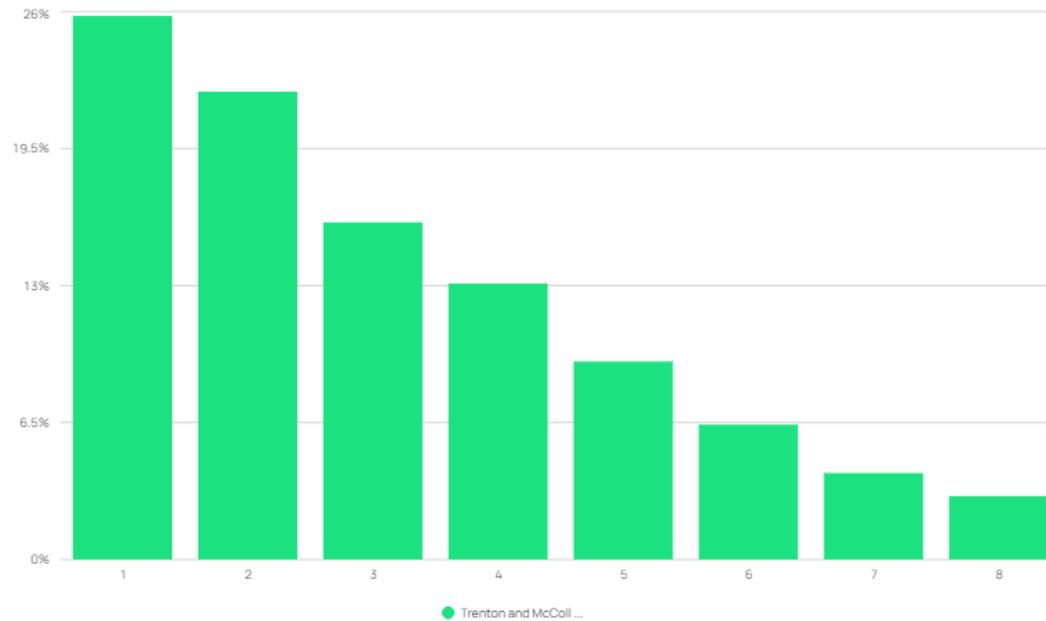📅 Reports based on data that's updated daily.

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Children
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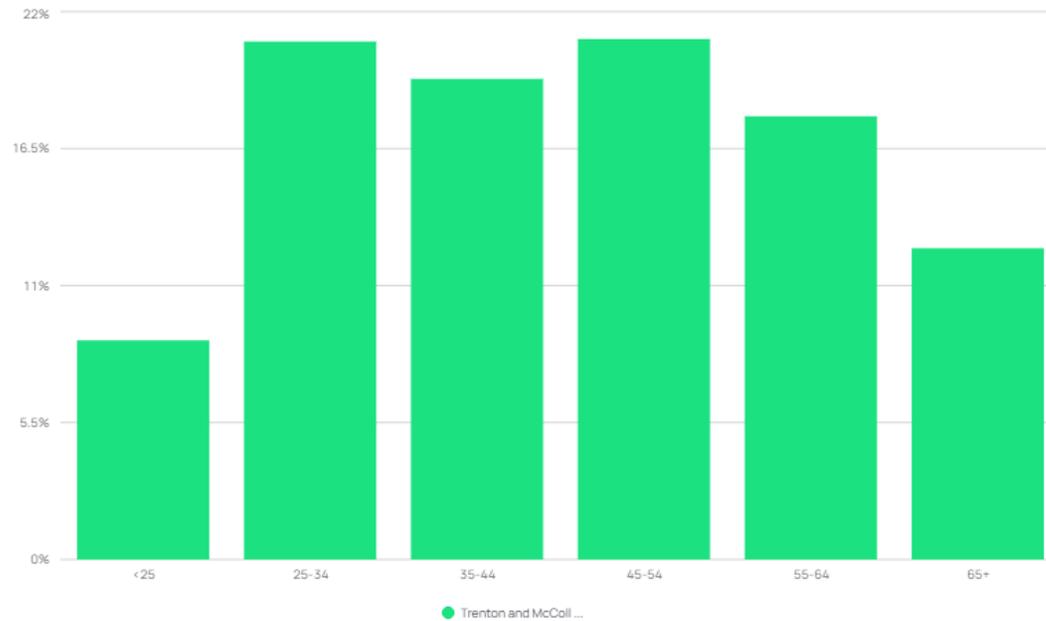📅 Reports based on data that's updated daily.

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of Persons in Household

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Head of Household Age
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Legend: ● Trenton and McColl ...

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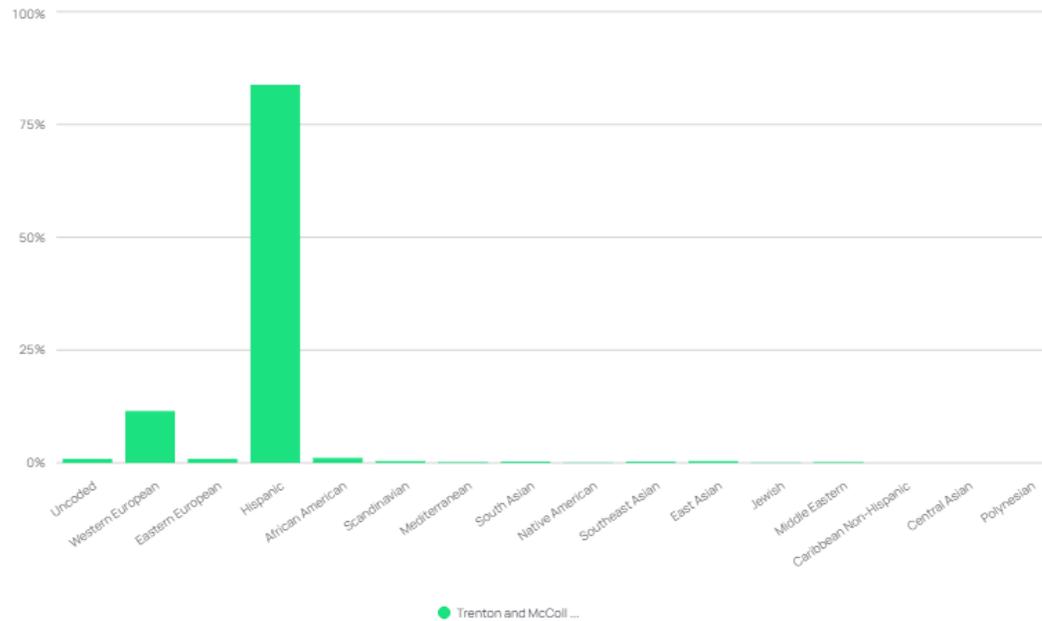
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Race and Ethnicity

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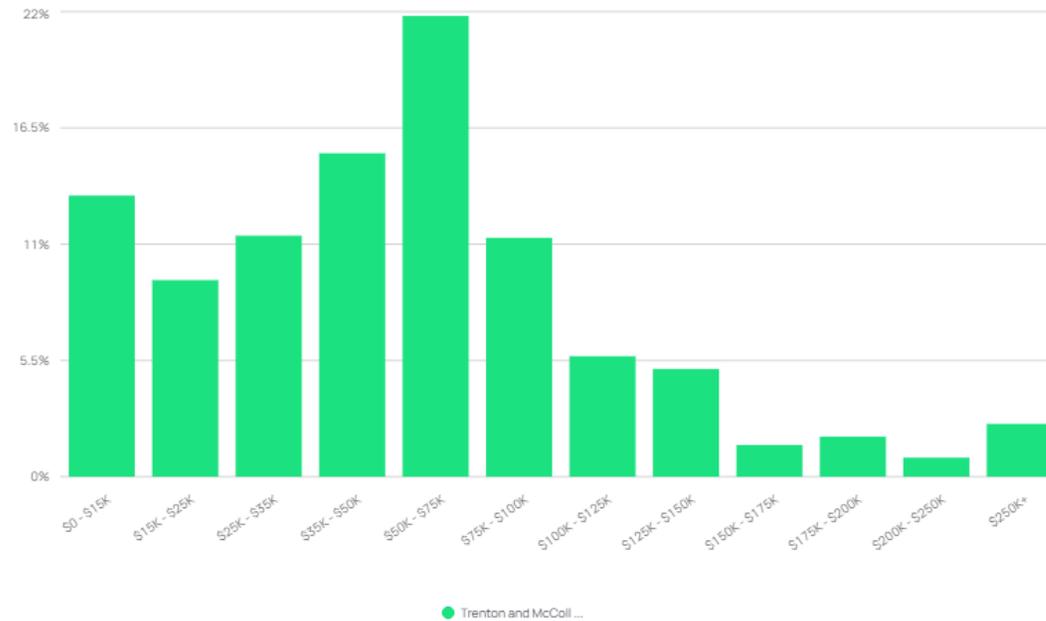
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Household Income

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Household Education Level
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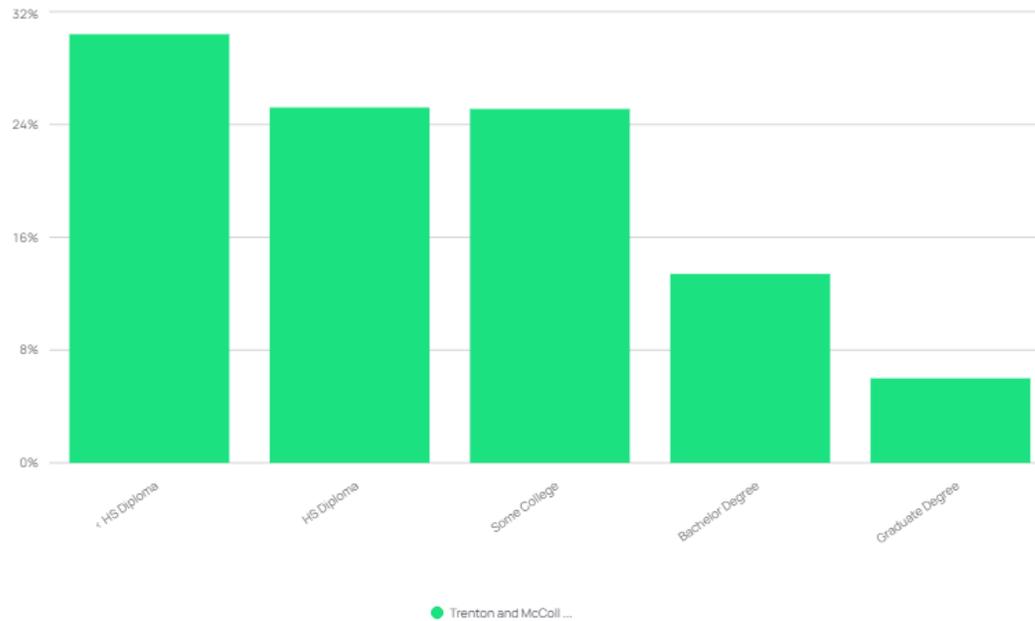
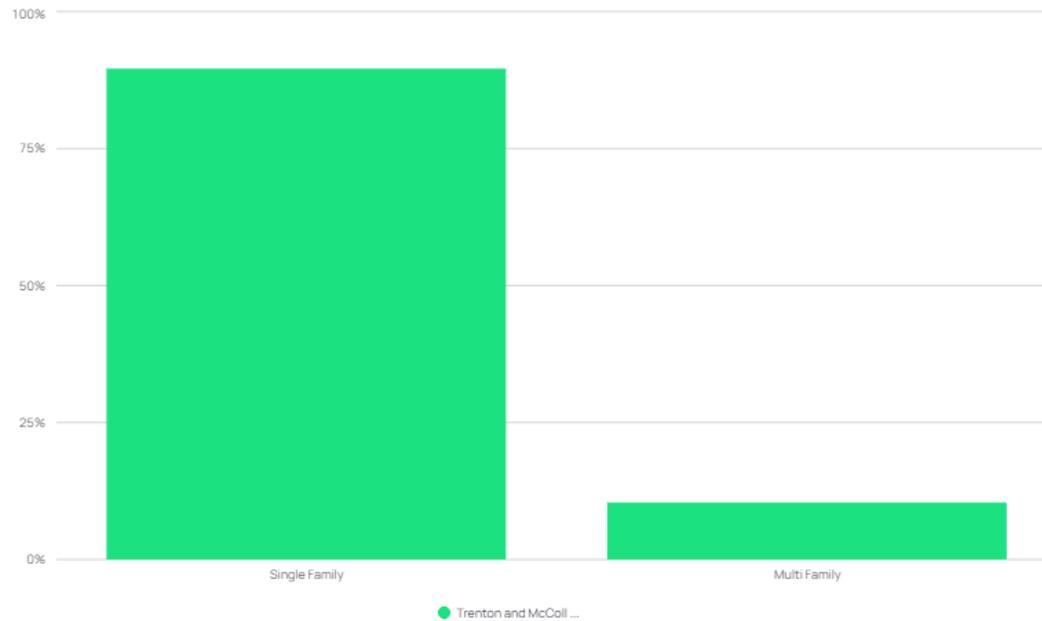📅 Reports based on data that's updated daily.

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Dwelling Type
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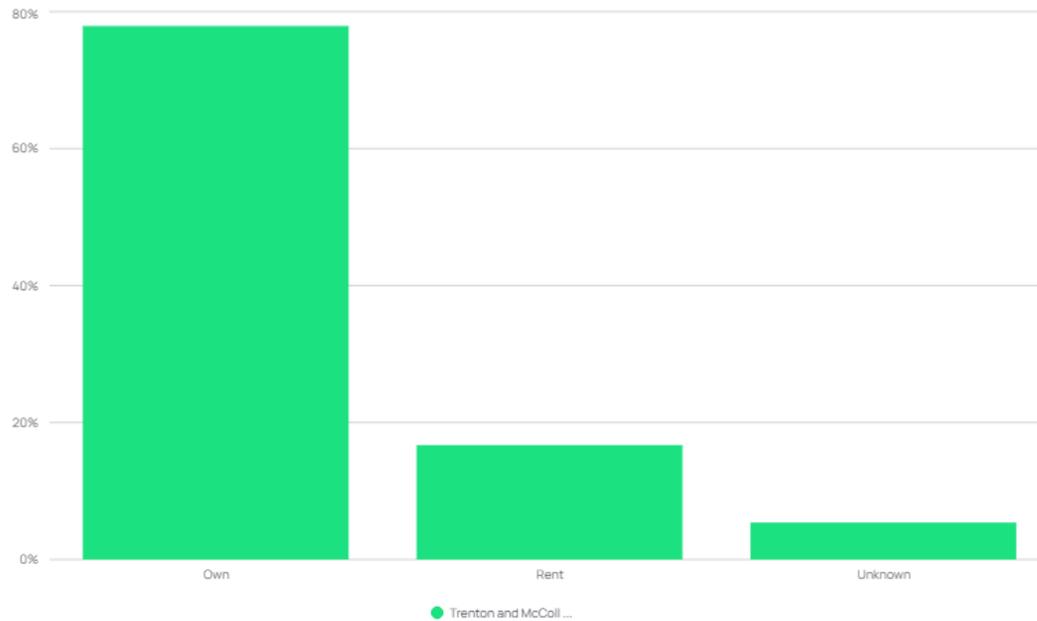📅 Reports based on data that's updated daily.

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Home Ownership

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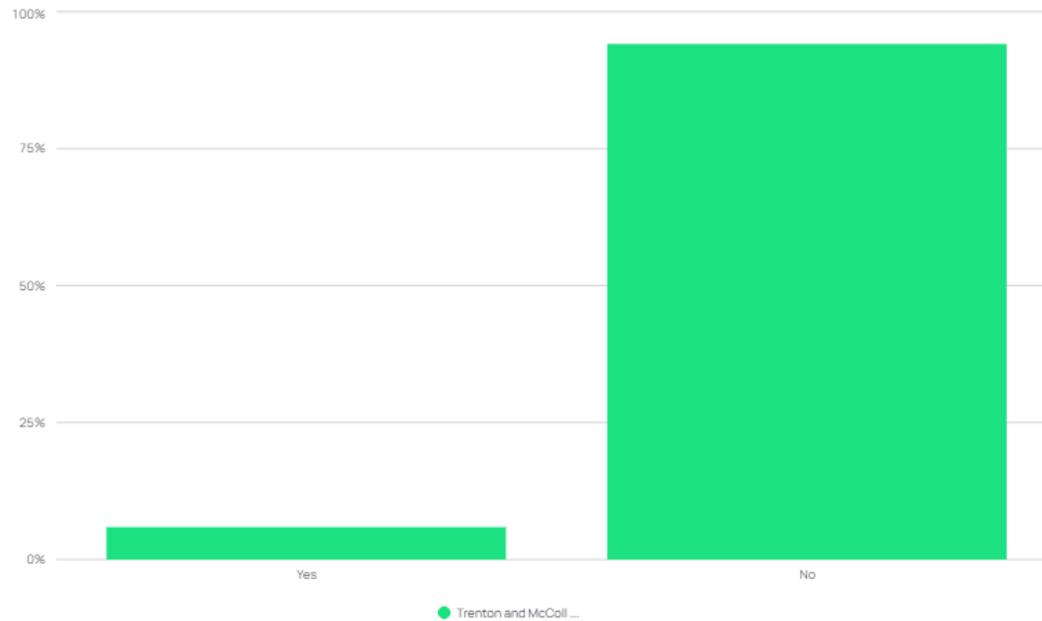📅 Reports based on data that's updated daily.

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New Homeowner
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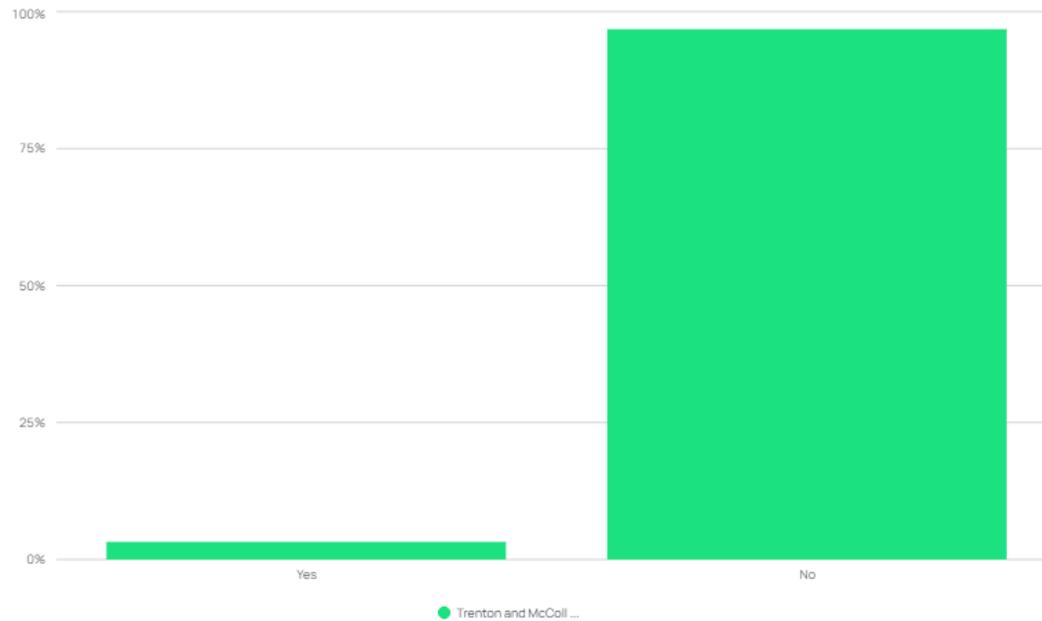📅 Reports based on data that's updated daily.

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New Mover
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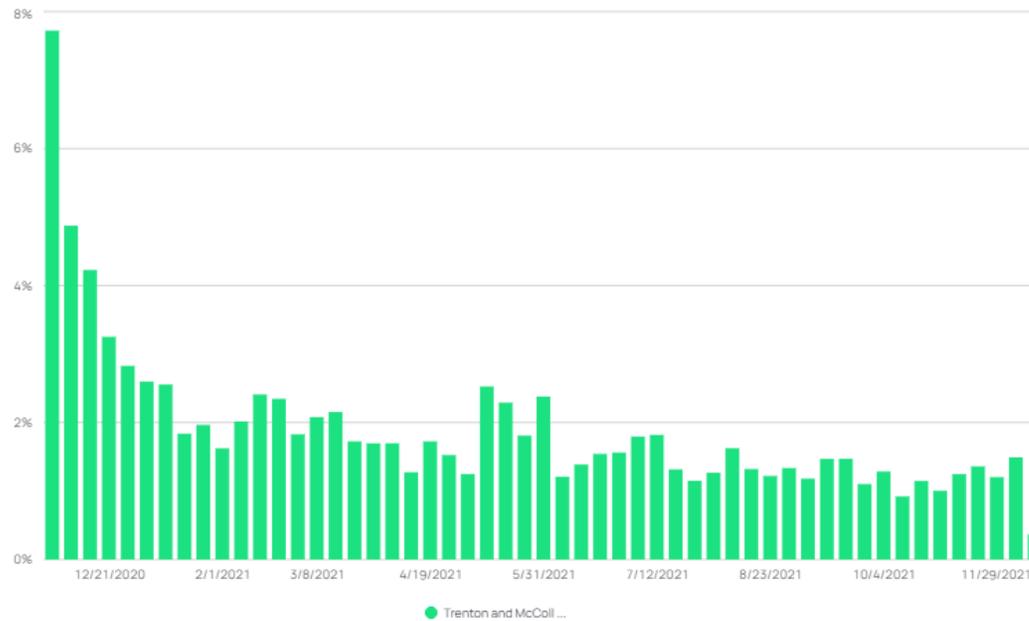📅 Reports based on data that's updated daily.

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Visit Volume Trend by Week

Visitors volume trends of Trenton and McColl Road .
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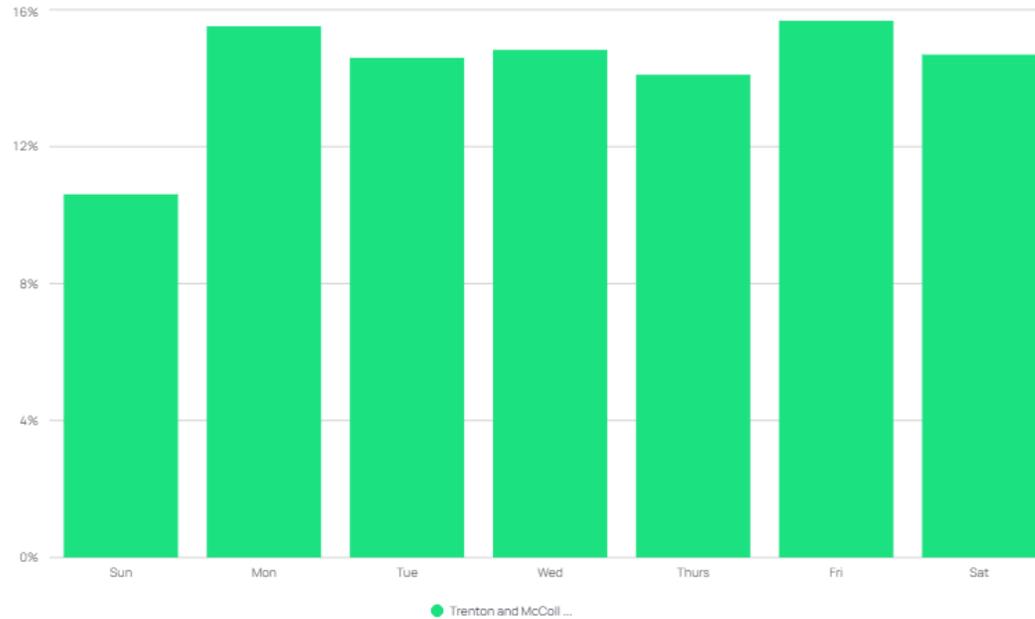📅 Reports based on data that's updated daily.

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Visit Volume by Day of Week
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Visit Volume by Hour of Day
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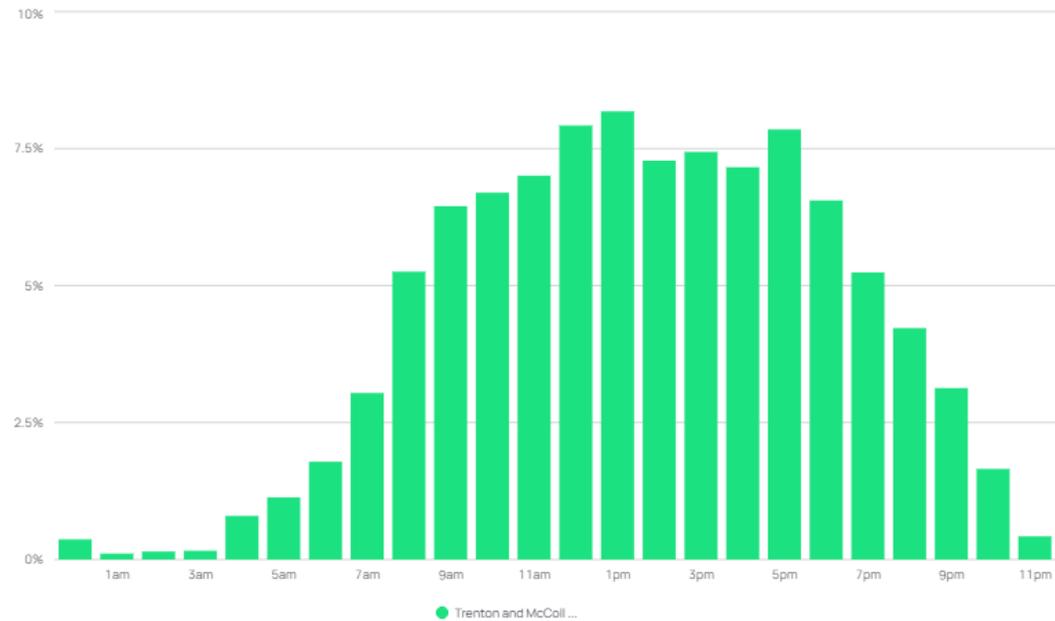
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Frequently Visited Places

Shows top 5 places that visitors to Trenton and McColl Roadfalse visited during the specified time frame.

Category	Subcategory	Time Range
No Selection	No Selection	Anytime

📍 **Trenton and McColl Road**

Rank	Name	Address	City	State	Zip	Visitor %
1	SHOPPES AT RIO GRANDE	419 E TRENTON RD	EDINBURG	TX	78539	5.762
2	EDINBURG SHOPPING CENTER	1626 W UNIVERSITY DR	EDINBURG	TX	78539	5.303
3	TRENTON CROSSING	7600 N 10TH ST	MCALLEN	TX	78504	4.426
4	SIMON MALL	2200 S 10TH ST	MCALLEN	TX	78503	4.129
5	MARKET AT NOLANA	2800 W NOLANA AVE	MCALLEN	TX	78504	3.962

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