

Suburban Shopper Panel

1010data Suburban Shopper Panel measures the transactions of rural and suburban shoppers made with credit and debit cards issued by local financial institutions, as well as demographics such as age, gender, and zip code.



Incremental Coverage

Access deeper insight into consumer behavior via detailed, transaction-level data on suburban and rural sales to complement 1010data's other data offerings.



Broader Shopper Profiles

Gain visibility into traditionally opaque rural and suburban shopper cohorts that can be segmented by merchant, transaction date, and demographic data on age, gender, and zip code.



Enhanced & Ready Analysis

Curated and enhanced with 1010data's proprietary algorithms to enable immediate analysis and access to insights.

Track Suburban & Rural Shopper Behavior

What We Measure

- Unique suburban & rural shoppers
- Demographics of age, gender & zip code
- Daily unique transactions, values & dates
- Merchants shopped

Analyze By

- Geography down to the zip code
- Custom shopper cohorts
- Transaction frequency & size
- Merchant affinity

Granular visibility into transactions not captured in traditional panels



Daily Updates



Analytic Data Set



Hosted on 1010data



Ad-hoc Analysis Services