

# Suburban Shopper Panel

Monitor consumer spending and behavior of rural and suburban shoppers made with debit cards, issued by local financial institutions

## Monitor Suburban & Rural Shopper Behavior

*Granular visibility into transactions underrepresented in traditional card panels*



Daily Updates

Available As:



Raw Data Feed



Index Reports



Transactions  
Linked to Tickers

### INCREMENTAL COVERAGE

Access deeper insight into consumer behaviors via detailed, transaction-level data in suburban and rural markets, as standalone insights or to help confirm signals found within other 1010data card datasets with national coverage.

### DEMOGRAPHIC INSIGHTS

Gain visibility into traditionally opaque cohorts, accessible as a raw feed for ad-hoc analysis, or via indexed reports that can be segmented by merchant, transaction date, transaction amount, and demographic data on age, gender, and zip code (demographic data available as raw feed only).

### SEAMLESS ACCESSIBILITY

Curated and enhanced with 1010data's proprietary algorithms to enable immediate analysis and access to insights, downloadable via Excel template (as indexed reports only), API, or FTP, and archived daily to provide point-in-time data.

### DATA COVERAGE

- 1000+ Companies Across Industries
- 3000+ Tickers
- Transactions from 2012 - Present
- Raw Data Feed - 1 Day Lag
- Index Reports - 3 or 6 Day Lag

### INDEXED REPORT METRICS

- Sales Index
- Customer Spend
- Customer Count
- Average Transaction Size
- Transaction Count

### DATA FEED ONLY INSIGHTS

- Transaction Amount
- Transaction Date
- Location by Zip Code
- Gender
- Age

For more information, please reach out to [equities@1010data.com](mailto:equities@1010data.com)