

# Magical Mineola 12/1-12/2

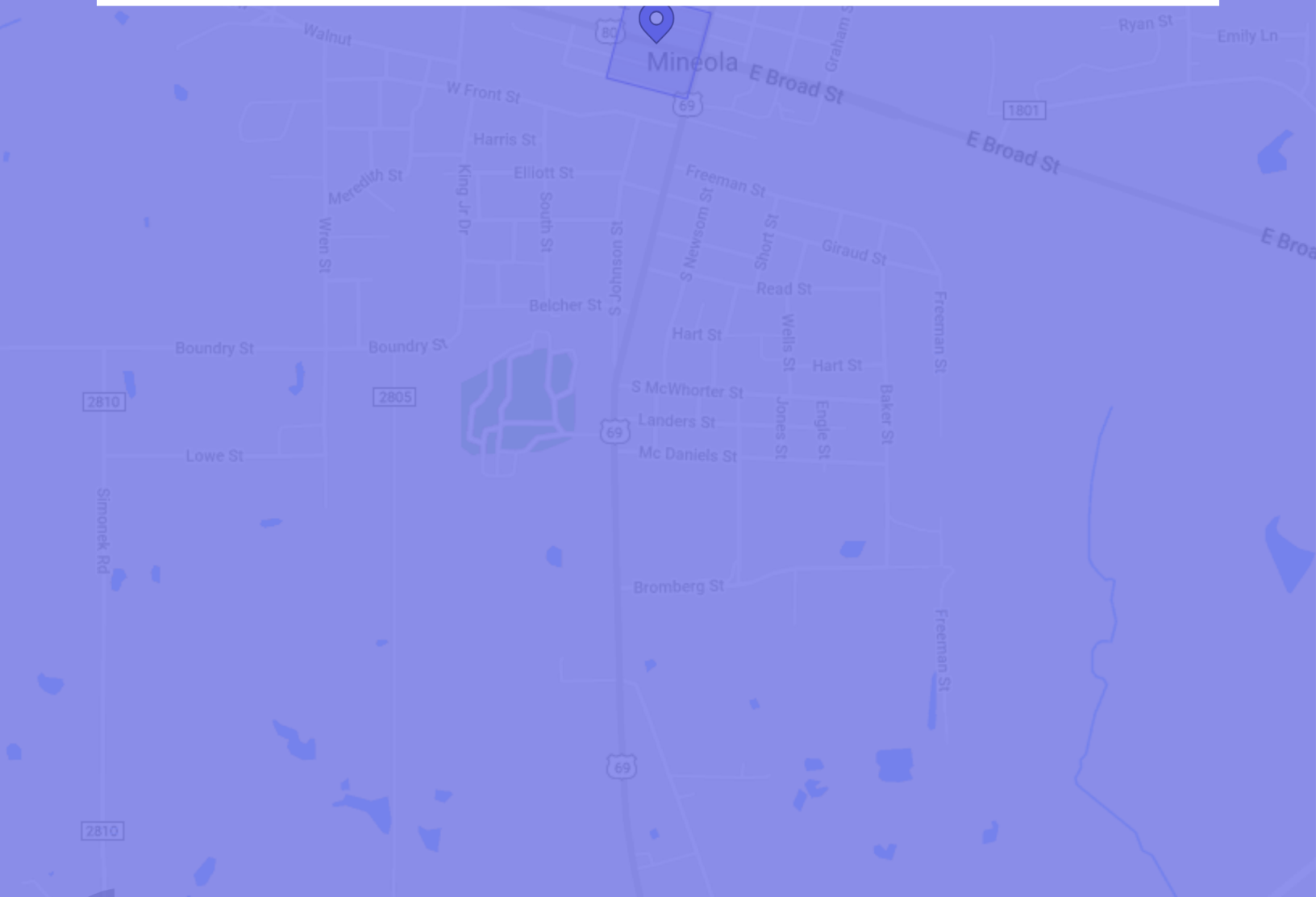
Dec 1 - Dec 2, 2023

Property:

**MF** **Main festival area**  
Mineola, Texas, United States

## Applied Filters:

Days: Fri, Sat | Time of Day: 10am - 10pm



# Magical Mineola 12/1-12/2

Dec 1 - Dec 2, 2023



## Metrics

- **Main festival area**  
, Mineola, TX

Visits	8.5K	Avg. Dwell Time	73 min
Visitors	7.9K	Panel Visits	670
Visit Frequency	1.08		

Dec 1st, 2023 - Dec 2nd, 2023  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))





## Audience Overview

### Summary

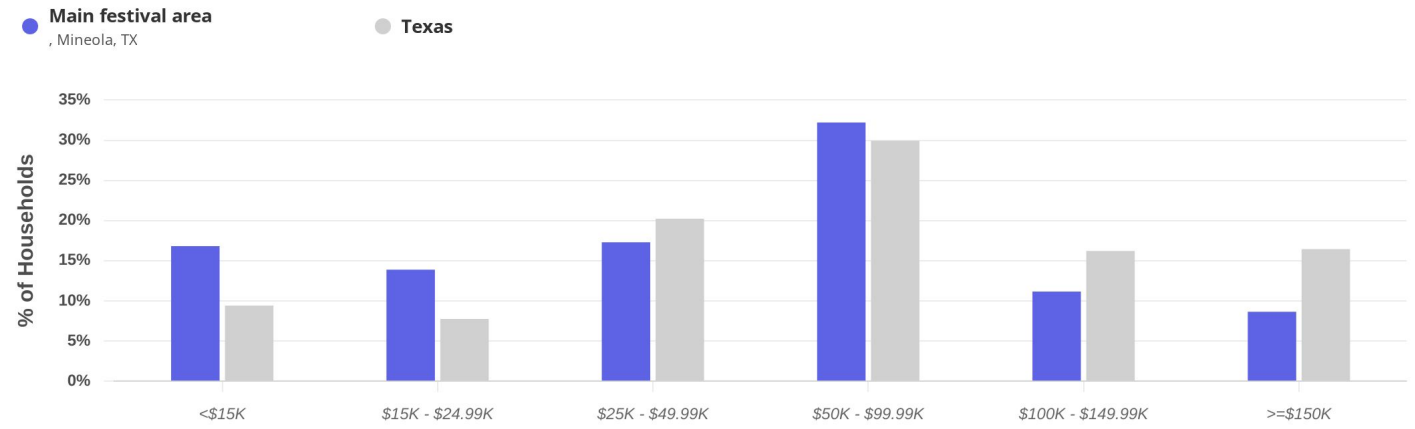
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<b>Main festival area</b> Mineola, TX	\$52.3K	22.0%	40.8	White (68.2%)	2.65
<b>Texas</b>	\$67.9K	31.5%	35.0	White (40.7%)	2.82

Dec 1st, 2023 - Dec 2nd, 2023 | Data Source: Census 2021  
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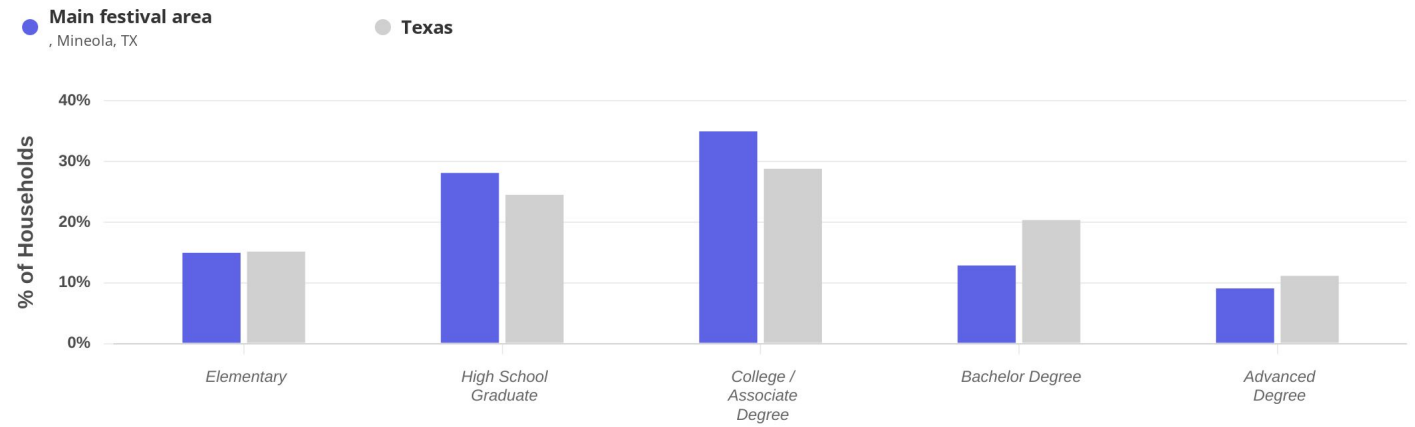
## Household Income



Dec 1st, 2023 - Dec 2nd, 2023 | Data Source: Census 2021  
Data provided by Placer Labs Inc. ([www.placer.ai](http://www.placer.ai))



## Education

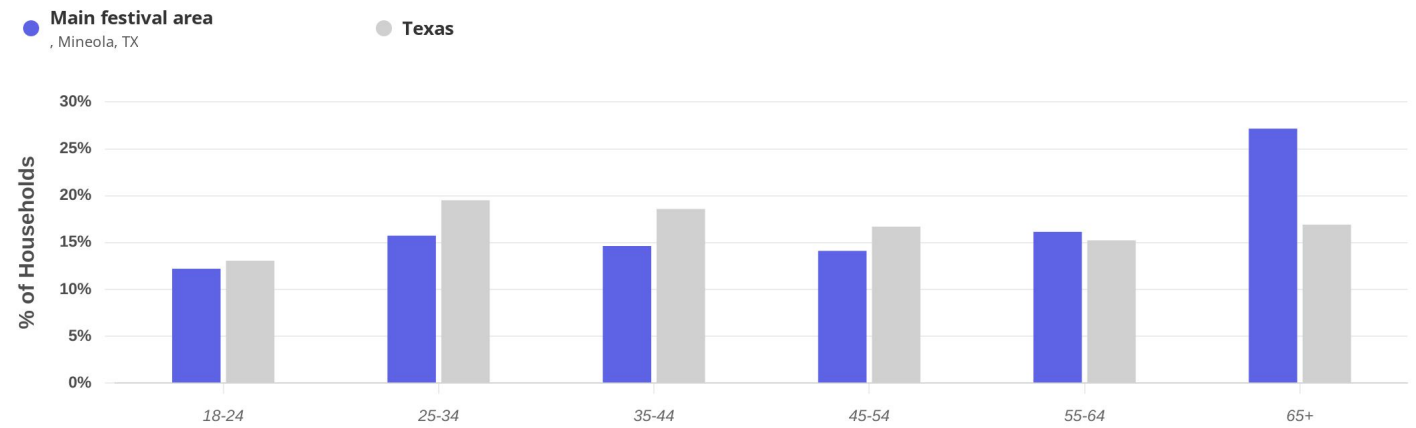


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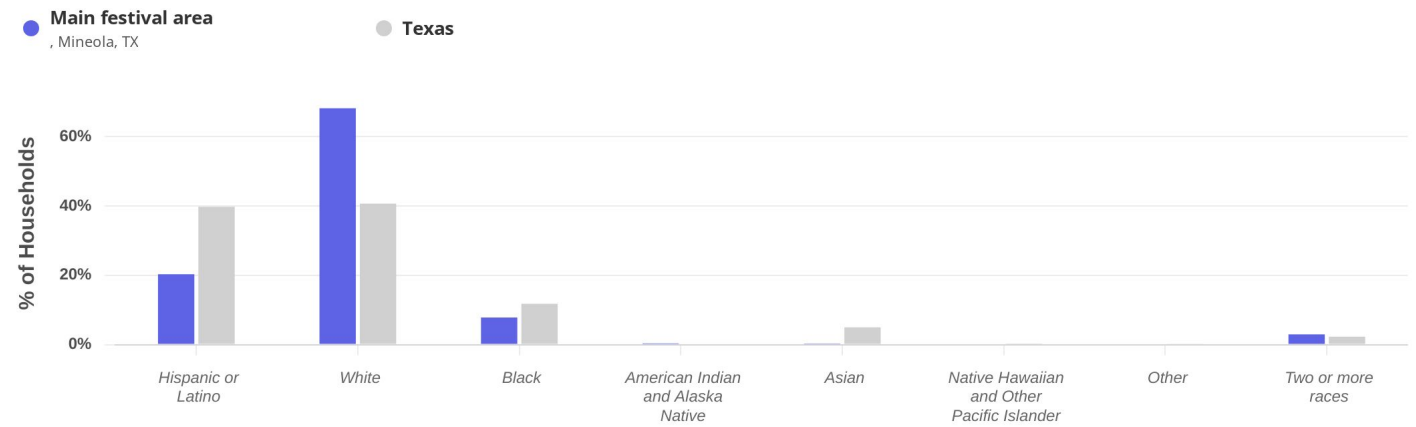
## Age



Dec 1st, 2023 - Dec 2nd, 2023 | Data Source: Census 2021  
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## Ethnicity

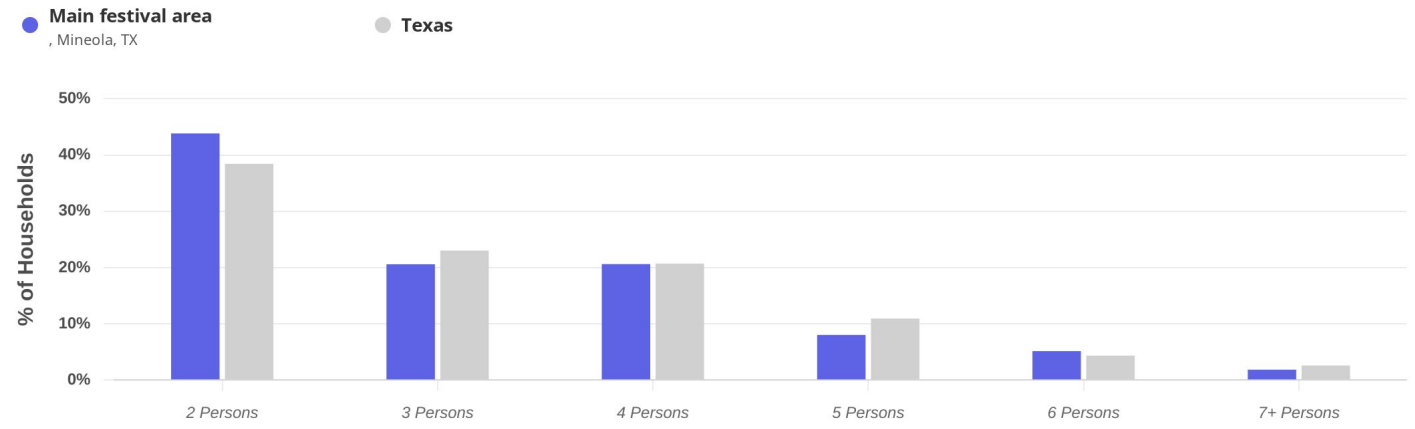


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## Household Size



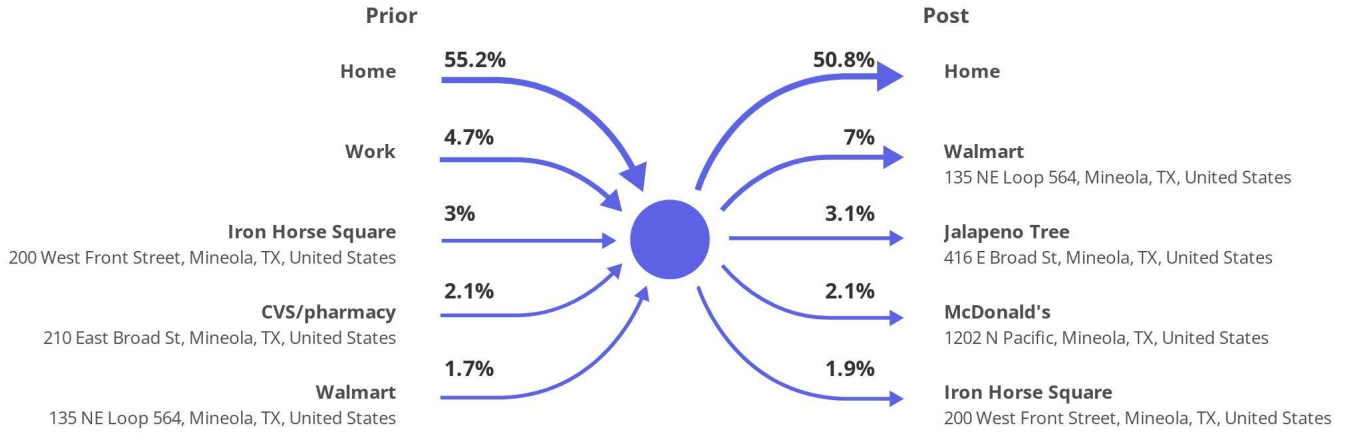
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## Visitor Journey

● Main festival area  
Mineola, TX



Show by: Location | Dec 1st, 2023 - Dec 2nd, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)



## Daily Visits

● Main festival area  
Mineola, TX



Visits | Dec 1st, 2023 - Dec 2nd, 2023  
Data provided by Placer Labs Inc. (www.placer.ai)





## Favorite Places

Main festival area / Mineola, TX

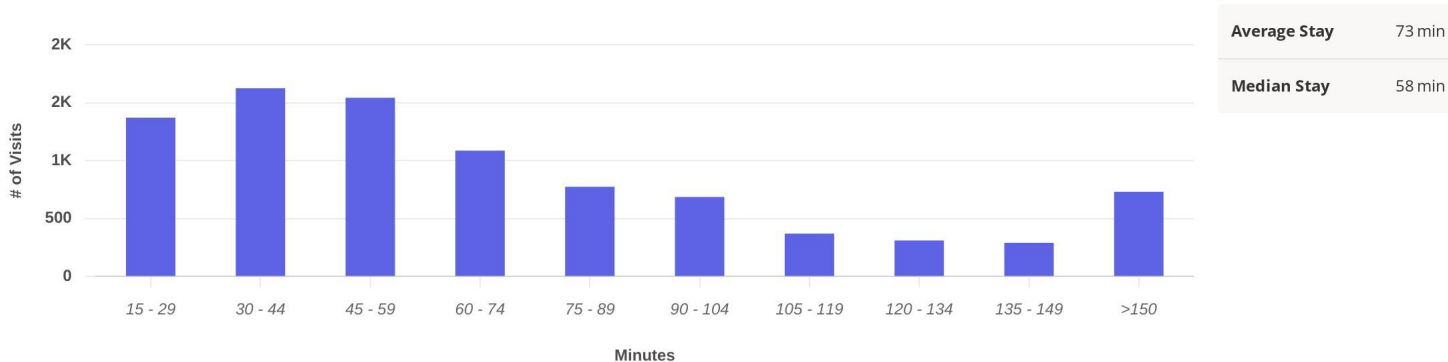
Rank	Name	Distance	Visitors
1	East Texas Burger Co. / 126 E Broad St, Mineola, TX 75773	0.1 mi	1.9K (24.1%)
2	Walmart / 135 NE Loop 564, Mineola, TX 75773	1.9 mi	1.7K (21%)
3	Haute Stuff Boutique / 105 E Commerce St, Mineola, TX 75773	0.1 mi	1.1K (14%)
4	The Beckham Hotel / 115 E Commerce St, Mineola, TX 75773	0.1 mi	930 (11.8%)
5	Lucky Bleu / 111 S Johnson St, Mineola, TX 75773	0 mi	731 (9.3%)
6	Iron Horse Square / 200 West Front Street, Mineola, TX 75773	0.2 mi	722 (9.2%)
7	Lake Country Playhouse / 114 N Johnson St, Mineola, TX 75773-2011	0 mi	469 (5.9%)
8	Walmart / 105 Centennial Blvd, Lindale, TX 75771	14.3 mi	456 (5.8%)
9	Bryan's Cheesecakes / 119 W Broad St, Mineola, TX 75773	0 mi	454 (5.8%)
10	Factory Connection / 127 W Broad St, Mineola, TX 75773	0.1 mi	418 (5.3%)

Category: All Categories | Min. Visits: 1 | Dec 1st, 2023 - Dec 2nd, 2023  
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## Length of Stay

Main festival area  
 , Mineola, TX



Average Stay 73 min  
 Median Stay 58 min

Visits | Dec 1st, 2023 - Dec 2nd, 2023  
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