

2025 ○ —————

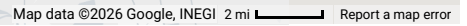


PRIMARY

Atascocita Shopping Center

3824 Atascocita Road,
Humble, TX 77396 • 136,713 SF

■ Atascocita Shopping Center



Atascocita Shopping Center



DemographicsTrade Area:Closest 70% of Visitors (combined)
Atascocita Shopping Center
3824 Atascocita Road Humble, TX 77396



Persona

Live TM

Powered by 

Atascocita Shopping Center					
TRADE AREA		1 MI		3 MI	
 GROUP Blue Collar Suburbs SEGMENT Military	12%	 GROUP Blue Collar Suburbs SEGMENT Military	37%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	20%
 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	9%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	21%	 GROUP Blue Collar Suburbs SEGMENT Military	15%
 GROUP Wealthy Suburban Families SEGMENT Fusion Families	7%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	14%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	11%
 GROUP Ultra Wealthy Families SEGMENT Sky High	6%	 GROUP Near-Urban Diverse Families SEGMENT Eastern Heritage	11%	 GROUP Near-Urban Diverse Families SEGMENT Eastern Heritage	7%
 GROUP Melting Pot Families SEGMENT Next Wave	5%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	5%	 GROUP Wealthy Suburban Families SEGMENT Fusion Families	6%

Details On The Top Trade Area Personas Are Located At The End Of The Document



DemographicsTrade Area:Closest 70% of Visitors (combined)
Atascocita Shopping Center
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Persona

Live TM

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Atascocita Shopping Center		
5 MI		
	GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	21%
	GROUP Blue Collar Suburbs SEGMENT Military	12%
	GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	9%
	GROUP Ultra Wealthy Families SEGMENT Sky High	5%
	GROUP Wealthy Suburban Families SEGMENT Fusion Families	5%

Details On The Top Trade Area Personas Are Located At The End Of The Document



PROPERTIES	Atascocita Shopping Center			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	509.74K	13.47K	98.86K	195.91K
5-Year Population Growth Rate	7.4%	10.1%	16.6%	11.6%
Total Daytime Population	436.06K	8.47K	73.34K	148.46K
Average Household Income	\$112.4K	\$108.7K	\$119.8K	\$125.8K
Total Households	167.18K	4.16K	31.12K	64.45K
Average Home Value	\$296.5K	\$288.1K	\$298.1K	\$346.8K
Bachelor's Degree and Higher	29.2%	24.5%	32.2%	37.9%
Employed	96%	96.3%	96.8%	96.4%



Military

Families and singles living on military bases. These patriots live in barracks and military family housing. 60% of these households have children. They read science, technology, and outdoor magazines, and enjoy podcasts. They get civilian clothes from Adidas Running and Backcountry, and are 7x as likely to visit Military Exchange stores. They eat at restaurants like Twin Peaks, Buffalo Wild Wings, and are more than 3x as likely to commute by motorcycle. They follow the NRA and department of defense and hashtag things like #callofduty, #merica, #4thofjuly.

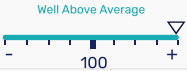
Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



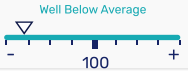
56.63K

Median Income



23

Median Age



78%

Married %



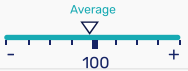
68%

Children %



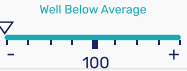
98%

Renting %



0.29%

Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Exchange	13484
Navy Exchange	9658
Firestone Complete Auto Care	458
The Book Rack	378
76	251
La-Z-Boy	233
Sportsman's Warehouse	221
Fred Meyer	209
Goodyear Auto Service Centers	189
Tumi	189
Bestway Rental	177



Restaurant

COMPANY	INDEX
Charley's	1779
Wayback Burgers	531
L&L Hawaiian Barbecue	516
Quiznos	439
Jamba Juice	251
Smashburger	235
Jollibee US	204
Mission BBQ	197
Moe's Southwest Grill	197
Qdoba Mexican Grill	193
Slim Chickens	185



Grocery

COMPANY	INDEX
Local Grocery Stores	186
Virginia Alcoholic Beverage Control Authority	180
Safeway	141
BevMo	134
Food Lion	130
Giant Food	117
Harris Teeter	114
Vons	109
H Mart	104
Total Wine & More	100
Fry's Food & Drug Stores	100



Fitness

COMPANY	INDEX
UFC Gym	382
F45 Training	200
The Vitamin Shoppe	158
Nutrishop	156
Onelife Fitness	143
Gold's Gym	135
CorePower Yoga	131
24 Hour Fitness	117
GNC (General Nutrition Centers)	107
CrossFit	98
EOS Fitness	98



Entertainment

COMPANY	INDEX
Regal Entertainment Group	231
Dave & Buster's	151
Get Air	132
AMC Entertainment	130
Chuck E. Cheese's	120
Sky Zone Indoor Trampoline Park	114
Century Theatres	106
Main Event Entertainment	106
Main Event Entertainment	106
Topgolf	94
Urban Air Adventure Park	94



Other

COMPANY	INDEX
Navy Federal Credit Union	1048
Candlewood Suites	918
InterContinental Hotels Group	379
Champions	346
Hilton International	263
Lifespan	263
Talecris Plasma Resources	248
The Children's Courtyard	234
Stanton Optical	225
Hilton Hotels & Resorts	218
WoodSpring Suites	216



Babies Burbs & Blessings

Younger, upper-middle-class suburban families that take parenting and faith seriously. Kids drive much of the retail activity for these people; they visit Kid to Kid, feed the family at Noodles & Company, drive GMCs, and go to fitness boot camps. They read Christianity Today, Runner's World, and The Babylon Bee. They love listening to Dave Ramsey and true crime podcasts and flip between the Disney Channel and Big Ten Network. And when the kids are down, you might find them watching The Bachelor and The Bachelorette. They follow country music, Chip and Joanna Gaines, and hashtag things like #engaged, #dogs, #believe, #datenight, and #blessed.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



97.30K
Median Income

Well Above Average



33
Median Age

Below Average



70%
Married %

Slightly Below Average



51%
Children %

Below Average



17%
Renting %

Well Below Average



1.75%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Brakes Plus	328
Christian Brothers Automotive	324
Kid to Kid	293
Jacksons Food Stores	262
Uptown Cheapskate	258
Three Dog Bakery	239
Hollywood Feed	233
Hy-Vee Fast & Fresh	233
Hy-Vee Fast & Fresh	233
Tilly's	228
Grease Monkey	228



Restaurant

COMPANY	INDEX
Swig	934
Kneaders Bakery & Cafe	837
Arctic Circle	714
Costa Vida	667
Café Zupas	561
Cafe Rio	429
Goodcents Deli Fresh Subs	373
Rosati's Pizza	369
Ziggi's Coffee	330
Black Rock Coffee Bar	309
Bahama Buck's	303



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	409
Smith's Food & Drug Stores	357
King Soopers	302
Hy-Vee	201
Jewel-Osco	197
Spec's Wine, Spirits & Finer Foods	176
Fresh Thyme	174
Harris Teeter	163
H-E-B	160
Kroger	157
Fareway Stores	148



Fitness

COMPANY	INDEX
VASA Fitness	601
Farrell's eXtreme Bodyshaping	370
EOS Fitness	298
Genesis Health Clubs	281
HOTWORX	261
Burn Boot Camp	241
barre3	227
Onelife Fitness	196
Lifetime Fitness	185
9Round	183
Jazzercise	181



Entertainment

COMPANY	INDEX
Main Event Entertainment	200
Main Event Entertainment	200
Board & Brush	188
Pinot's Palette	186
Altitude Trampoline Parks	179
Marcus Theatres	176
Cinemark Theatres	174
Urban Air Adventure Park	168
Topgolf	168
Topgolf	168
Painting with a Twist	156



Other

COMPANY	INDEX
Quick Quack Car Wash	376
Primrose Schools	313
First National Bank	309
First National Bank of Omaha (FNB0)	300
KidStrong	288
Kids 'R' Kids	287
The Children's Courtyard	270
PetSuites	260
PostNet	246
Xplor	223
Comet Cleaners	222



Fusion Families

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children to pre-schools like Kids 'R' Kids, visit Charming Charlie, Motherhood Maternity, and Buy Buy Baby, drop their clothes off at Tide Cleaners and eat noodles at Bonchon. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
SpeedDee Oil Change & Auto Service	223
Music & Arts	219
Toyota	214
Zumiez	213
Claire's Stores	212
Tempur-Pedic	206



Restaurant

COMPANY	INDEX
Vitality Bowls	385
85 Degrees C Bakery Cafe	379
Kolache Factory	378
Togo's Eateries	362
Mountain Mike's Pizza	359
Ono Hawaiian BBQ	351
Lazy Dog Cafe	343
Vocelli Pizza	339
The Flame Broiler	333
L&L Hawaiian Barbecue	318
WaBa Grill	312



Grocery

COMPANY	INDEX
Stater Bros. Markets	462
Giant Food	443
Vons	346
BevMo	338
99 Ranch Market	314
Ralphs	290
Patel Brothers	288
H Mart	280
Amazon Fresh	274
Virginia Alcoholic Beverage Control Authority	248
Albertsons	237



Fitness

COMPANY	INDEX
Fitness 19	401
Nutrishop	372
24 Hour Fitness	294
EOS Fitness	284
UFC Gym	282
Onelife Fitness	280
Chuze Fitness	250
LA Fitness	238
Lifetime Fitness	208
YogaSix	206
Club Pilates	184



Entertainment

COMPANY	INDEX
Color Me Mine	244
Bowlero	209
Color Me Mine US	200
Century Theatres	185
Cinemark Theatres	155
Sky Zone Indoor Trampoline Park	152
Pinot's Palette	141
Regal Entertainment Group	139
Main Event Entertainment	139
Main Event Entertainment	139
Dave & Buster's	137



Other

COMPANY	INDEX
Pacific Dental Services (PDS)	488
Bright Now Dental	458
Kids 'R' Kids	439
Eye Level	396
Xplor	295
Quick Quack Car Wash	274
The Learning Experience	272
Kumon Institute of Education	267
CORT	266
Primrose Schools	260
The Children's Courtyard	259



Sky High

High income, highly educated, singles and young couples, living in the dense urban core of major cities. Their sky-high income is matched by sky-high real estate prices, so they frequently rent rather than purchase. Interested in fashion and progressive politics, you can find them reading The Intercept, NYT Style and Fashion, Vulture, and T Magazine. Rather than children, many have pets and they frequent the local dog park. Their top brands include Jonathan Adler, Everlane, and Gilt. They use hashtags such as #loveislove, #design, and #style.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Drybar	1260
Apple Retail Store	888
Bluemercury	886
Free People	786
Bloomingdale's	745
West Elm	732
RH	724
Athleta	664
Urban Outfitters	626
Warby Parker	579
Blick Art Materials	565



Restaurant

COMPANY	INDEX
sweetgreen	1964
Peet's Coffee and Tea	940
The Capital Grille	618
Fatburger	579
Morton's The Steakhouse	575
Shake Shack	572
Boston Market	544
Ruth's Chris Steak House	466
Giordano's	417
Paris Baguette USA	365
Velvet Taco	355



Grocery

COMPANY	INDEX
Wild Fork Foods	730
Key Food	597
Whole Foods Market	497
Trader Joe's	401
Ralphs	395
Jewel-Osco	373
C Town Supermarkets	361
National Co-op Grocers	339
BevMo	328
Vons	315
The Fresh Market	249



Fitness

COMPANY	INDEX
CorePower Yoga	868
The Bar Method	412
Fitness Together	311
Pure Barre	294
barre3	272
StretchLab	242
UFC Gym	230
Club Pilates	225
YogaSix	223
Jazzercise	221
F45 Training	213



Entertainment

COMPANY	INDEX
Color Me Mine US	191
Topgolf	190
Topgolf	190
Century Theatres	183
Toptracer	180
AMC Entertainment	138
Dave & Buster's	132
Bowlero	104
Sky Zone Indoor Trampoline Park	103
Color Me Mine	98
Regal Entertainment Group	89



Other

COMPANY	INDEX
Kimpton Hotels & Restaurants	1236
MOXY Hotels	1179
The Ritz-Carlton	1156
InterContinental Hotels Group	1145
Tapestry Collection by Hilton	749
Autograph Collection Hotels	740
Hyatt Regency	710
Westin Hotels & Resorts	653
Hilton Hotels & Resorts	652
Marriott Hotels & Resorts	651
Sheraton Hotels & Resorts	648



Next Wave

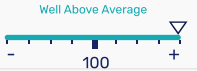
Small town Hispanics in blue-collar, farm, and service jobs with 5+ person households and plenty of children. TV is necessary entertainment with favorites Dr. Phil, American Idol, ESPN Deportes, and NBA TV. Cosmetics brands like BoxyCharm and Anastasia Beverly Hills (4x national rate) help them look their best. For clothes, they visit GUESS and Calvin Klein, and Abercrombie for their kids. CiCi's Pizza, Chuck E Cheese, and Long John Silver's help them feed a big family and entertain children. They follow Enrique Iglesias, makeup artists, and Pitbull, and hashtag #tiktok, #fortnite, #argentina, and #proudmom.

Segment Demographic National Overview

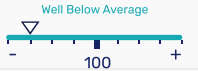
*Index=100 is the National Average Across All Segments



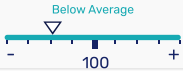
43.96K
Median Income



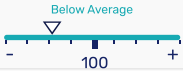
28
Median Age



56%
Married %



56%
Children %



29%
Renting %



0.74%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Stripes Convenience Stores	3356
First Cash Pawn	1570
EZPAWN	1091
Rent A Wheel	805
Valero Energy	773
Allsup's	641
Cavender's	562
AMBEST	533
dd's DISCOUNTS	461
Armstrong McCall	414
Academy Sports + Outdoors	405



Restaurant

COMPANY	INDEX
Church's Chicken	1007
Wings & Rings	854
Whataburger	700
Golden Chick	666
Rudy's Texas Bar-B-Q	543
Gatti's Pizza	532
Fuddruckers	487
Shipley Do-Nuts	467
Taco Cabana	449
Cicis	439
Yard House	389



Grocery

COMPANY	INDEX
Watermill Express	1512
La Michoacana Meat Market	1313
H-E-B	998
Lowe's Market	905
Spec's Wine, Spirits & Finer Foods	443
El Super	169
Brookshire Brothers	148
Local Grocery Stores	136
King Soopers	108
Fry's Food & Drug Stores	70
Smith's Food & Drug Stores	69



Fitness

COMPANY	INDEX
Gold's Gym	208
9Round	126
Snap Fitness	106
Crunch	95
Planet Fitness	89
Chuze Fitness	88
Anytime Fitness	72
VASA Fitness	65
The Vitamin Shoppe	60
GNC (General Nutrition Centers)	56
CrossFit	47



Entertainment

COMPANY	INDEX
Main Event Entertainment	757
Main Event Entertainment	757
Cinemark Theatres	361
Chuck E. Cheese's	181
Get Air	123
Urban Air Adventure Park	105
Dave & Buster's	90
Painting with a Twist	78
Altitude Trampoline Parks	73
Topgolf	72
Topgolf	72



Other

COMPANY	INDEX
IBC Bank	3961
Frost Bank	833
Universal Health Services (UHS)	523
PLS Financial Services	406
Talecris Plasma Resources	392
Prosperity Bank	354
Studio 6	309
Comet Cleaners	287
CSL Plasma Donation Centers	282
Community Health Systems (CHS)	275
Motel 6	251



Military

Families and singles living on military bases. These patriots live in barracks and military family housing. 60% of these households have children. They read science, technology, and outdoor magazines, and enjoy podcasts. They get civilian clothes from Adidas Running and Backcountry, and are 7x as likely to visit Military Exchange stores. They eat at restaurants like Twin Peaks, Buffalo Wild Wings, and are more than 3x as likely to commute by motorcycle. They follow the NRA and department of defense and hashtag things like #callofduty, #merica, #4thofjuly.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



56.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



78%

Married %

Slightly Below Average



68%

Children %

Slightly Below Average



98%

Renting %

Average



0.29%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Exchange	13484
Navy Exchange	9658
Firestone Complete Auto Care	458
The Book Rack	378
76	251
La-Z-Boy	233
Sportsman's Warehouse	221
Fred Meyer	209
Goodyear Auto Service Centers	189
Tumi	189
Bestway Rental	177



Restaurant

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Wayback Burgers	531
L&L Hawaiian Barbecue	516
Quiznos	439
Jamba Juice	251
Smashburger	235
Jollibee US	204
Mission BBQ	197
Moe's Southwest Grill	197
Qdoba Mexican Grill	193
Slim Chickens	185



Grocery

COMPANY	INDEX
Local Grocery Stores	186
Virginia Alcoholic Beverage Control Authority	180
Safeway	141
BevMo	134
Food Lion	130
Giant Food	117
Harris Teeter	114
Vons	109
H Mart	104
Total Wine & More	100
Fry's Food & Drug Stores	100



Fitness

COMPANY	INDEX
UFC Gym	382
F45 Training	200
The Vitamin Shoppe	158
Nutrishop	156
Onelife Fitness	143
Gold's Gym	135
CorePower Yoga	131
24 Hour Fitness	117
GNC (General Nutrition Centers)	107
CrossFit	98
EOS Fitness	98



Entertainment

COMPANY	INDEX
Regal Entertainment Group	231
Dave & Buster's	151
Get Air	132
AMC Entertainment	130
Chuck E. Cheese's	120
Sky Zone Indoor Trampoline Park	114
Century Theatres	106
Main Event Entertainment	106
Main Event Entertainment	106
Topgolf	94
Urban Air Adventure Park	94



Other

COMPANY	INDEX
Navy Federal Credit Union	1048
Candlewood Suites	918
InterContinental Hotels Group	379
Champions	346
Hilton International	263
Lifespan	263
Talecris Plasma Resources	248
The Children's Courtyard	234
Stanton Optical	225
Hilton Hotels & Resorts	218
WoodSpring Suites	216



westwo

3824 Atascocita Road Humble, TX 77396 • 136,713 SF

- Radius: 1 mile



#dogs, #believe, #datenight, and #blessed.

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Brakes Plus	328
Christian Brothers Automotive	324
Kid to Kid	293
Jacksons Food Stores	262
Uptown Cheapskate	258
Three Dog Bakery	239
Hollywood Feed	233
Hy-Vee Fast & Fresh	233
Hy-Vee Fast & Fresh	233
Tilly's	228
Grease Monkey	228

Swig	934
Kneaders Bakery & Cafe	837
Arctic Circle	714
Costa Vida	667
Café Zupas	561
Cafe Rio	429
Goodcents Deli Fresh Subs	373
Rosati's Pizza	369
Ziggi's Coffee	330
Black Rock Coffee Bar	309
Bahama Buck's	303

Fry's Food & Drug Stores	409
Smith's Food & Drug Stores	357
King Soopers	302
Hy-Vee	201
Jewel-Osco	197
Spec's Wine, Spirits & Finer Foods	176
Fresh Thyme	174
Harris Teeter	163
H-E-B	160
Kroger	157
Fareway Stores	148

VASA Fitness	601
Farrell's eXtreme Bodyshaping	370
EOS Fitness	298
Genesis Health Clubs	281
HOTWORX	261
Burn Boot Camp	241
barre3	227
Onelife Fitness	196
Lifetime Fitness	185
9Round	183
Jazzercise	181

Main Event Entertainment	200
Main Event Entertainment	200
Board & Brush	188
Pinot's Palette	186
Altitude Trampoline Parks	179
Marcus Theatres	176
Cinemark Theatres	174
Urban Air Adventure Park	168
Topgolf	168
Topgolf	168
Painting with a Twist	156

Quick Quack Car Wash	376
Primrose Schools	313
First National Bank	309
First National Bank of Omaha (FNBO)	300
KidStrong	288
Kids 'R' Kids	287
The Children's Courtyard	270
PetSuites	260
PostNet	246
Xplor	223
Comet Cleaners	222



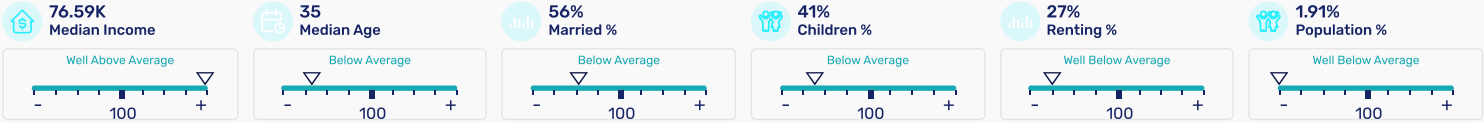


Flourishing Fusion

Families with children living in diverse white and black exurbs. These people value hard work and know-how to make a dollar stretch. You'll find them listening to My Brother, My Brother, and Me and reading Country Living Magazines. They also enjoy listening to Dave Ramsey podcasts, watching SEC Network, and visiting websites like TheBlaze and Babylon Bee. They like high-quality secondhand stores like Clothes Mentor, Plato's Closet, and The Exchange, visit Kids 'R' Kids, and feed the family at Marco's Pizza. On social media, they follow brands like Chick-fil-A, and influencers like Lecrae, Beth More, and Hannah Brown (The Bachelorette). They hashtag topics like #pokemongo, #familytime, #maythe4thbewithyou, and #secondhandnamebrand.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Quarles Fleet Fueling	302
Three Dog Bakery	280
Rooms To Go	263
pOpshelf	259
EXPRESS OIL CHANGE	254
RaceTrac	247
Havertys	247
Precision Tune Auto Care	235
Royal Farms	227
Superior Distribution	225
Spectrum Paint	222

Restaurant

COMPANY	INDEX
Johnny Brusco's	420
Shane's Rib Shack	419
Jim N Nick's	345
American Deli	339
Eggs Up Grill	318
Little Greek Fresh Grill	282
Metro Diner	275
Rock N Roll Sushi	272
Maple Street Biscuit Company	261
LEDO Pizza	260
Marco's Pizza	259

Grocery

COMPANY	INDEX
Harris Teeter	270
Food Lion	245
Virginia Alcoholic Beverage Control Authority	236
Publix Super Markets	224
Giant Food	199
Lidl US	184
Winn Dixie	182
Kroger	173
Bravo Supermarkets	168
Spec's Wine, Spirits & Finer Foods	166
Weis Markets	150

Fitness

COMPANY	INDEX
Onelife Fitness	294
Burn Boot Camp	214
WORKOUT ANYTIME	198
Gold's Gym	165
GNC (General Nutrition Centers)	150
9Round	148
Crunch	143
Stretch Zone	130
VASA Fitness	129
HOTWORX	120
The Vitamin Shoppe	115

Entertainment

COMPANY	INDEX
Painting with a Twist	175
Urban Air Adventure Park	166
Main Event Entertainment	157
Main Event Entertainment	157
Altitude Trampoline Parks	157
AMF Bowling Centers	126
Get Air	125
Cinemark Theatres	121
Regal Entertainment Group	120
Sky Zone Indoor Trampoline Park	115
Topgolf	114

Other

COMPANY	INDEX
The Sunshine House	437
Kids 'R' Kids	370
Childcare Network	359
Navy Federal Credit Union	356
Cadence Academy Preschool	315
The Children's Courtyard	296
Atrium Health	273
Pet Paradise Resort and Day Spa	271
Tidal Wave Auto Spa	267
PetSuites	244
Synovus Bank	242



Eastern Heritage

Primarily Asian renters working local restaurant and retail jobs in dense urban areas. People in these areas retain strong Asian heritage in many ways; worship, independent business, and especially food. The density of these locations often means high real estate and rent prices so frugality is key. They listen to NPR's Code Switch, watch HBO, enjoy The Daily Show, and are heavy WhatsApp users. They are interested in technology, following brands like Huawei, IBM, and Sundar Pichai (CEO of Google), and hashtag topics like #flattenthecurve, #google, and #foodie.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



56.23K
Median Income

Well Above Average



40
Median Age

Below Average



48%
Married %

Below Average



33%
Children %

Below Average



63%
Renting %

Slightly Below Average



0.74%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Bolla Market	942
Dunn Edwards	919
76	814
Toyota	769
Nissan North America	712
Bloomingdale's	626
Kids Foot Locker	599
Honda	578
Dodge	552
Chrysler	551
RAM Trucks	494



Restaurant

COMPANY	INDEX
Lee's Sandwiches	2296
Paris Baguette USA	1953
Jollibee US	1519
L&L Hawaiian Barbecue	1115
85 Degrees C Bakery Cafe	1037
Bonchon	826
Ono Hawaiian BBQ	665
Togo's Eateries	572
Jamba Juice	533
WaBa Grill	500
Sizzler	484



Grocery

COMPANY	INDEX
H Mart	1426
99 Ranch Market	1222
C Town Supermarkets	1115
Key Food	1045
Patel Brothers	719
Ralphs	409
Smart & Final	374
Local Grocery Stores	306
Stater Bros. Markets	301
Grocery Outlet	298
El Super	283



Fitness

COMPANY	INDEX
UFC Gym	825
24 Hour Fitness	548
Chuze Fitness	505
Fitness 19	325
CorePower Yoga	215
LA Fitness	182
Crunch	150
Powerhouse Gym	149
The Bar Method	144
Retro Fitness	138
YogaSix	131



Entertainment

COMPANY	INDEX
Century Theatres	491
Dave & Buster's	266
Color Me Mine US	223
Pinot's Palette	215
Regal Entertainment Group	183
AMC Entertainment	166
Chuck E. Cheese's	141
Bowlero	131
Toptracer	109
Sky Zone Indoor Trampoline Park	95
Color Me Mine	90



Other

COMPANY	INDEX
Citibank	833
InterContinental Hotels Group	557
Independent Community Bankers of America (ICBA)	541
C2 Education	467
MOXY Hotels	456
Santander Bank	448
Capital One	430
Delta Hotels	401
Western Dental	401
Sheraton Hotels & Resorts	359
TD Bank	349



Game Time Glory

Younger singles and couples living in mixed blue and white-collar neighborhoods near cities. These sports-loving, second-hand thrifters like to shop at Clothes Mentor and Plato's Closet. They drive Dodge, and Subaru, buy budget gym memberships, and visit breweries. They follow Sports Podcasts and news like PFTCommenter and ESPN. Big Ten Network and SEC fans, you'll find them cheering on their local teams at stadiums. They follow Twenty One Pilots and James Corden on social media and post about #merica, #marchmadness, and #beastmode.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



60.36K
Median Income

Well Above Average



38
Median Age

Below Average



45%
Married %

Below Average



29%
Children %

Well Below Average



37%
Renting %

Below Average



2.09%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Kwik Trip	391
Hy-Vee Fast & Fresh	368
Hy-Vee Fast & Fresh	368
Medicap Pharmacy	360
Pella	343
Fleet Farm	342
Diamond Vogel	341
Turkey Hill	314
Kwik Star	303
Kum & Go	294
ABRA Auto Body and Glass	288



Restaurant

COMPANY	INDEX
Toppers Pizza	385
Aroma Joe's	353
HuHot Mongolian Grill	342
Caribou Coffee	337
Pizza Ranch	314
Pancheros	310
Taco John's	290
Skyline Chili	280
Scooter's Coffee and Yogurt	260
Goodcents Deli Fresh Subs	258
CoreLife Eatery	249



Grocery

COMPANY	INDEX
Hy-Vee	345
Fareway Stores	326
Schnucks	291
Hannaford Supermarkets	274
Family Fare	265
Tops Friendly Markets	255
Giant Food Stores	255
Fresh Thyme	254
Redner's Markets	248
Market 32	248
Giant Eagle	227



Fitness

COMPANY	INDEX
Farrell's eXtreme Bodyshaping	370
Genesis Health Clubs	241
Snap Fitness	172
YMCA	164
Powerhouse Gym	147
Anytime Fitness	140
WW (Weight Watchers)	133
Burn Boot Camp	130
Planet Fitness	129
9Round	126
WORKOUT ANYTIME	126



Entertainment

COMPANY	INDEX
Marcus Theatres	347
Get Air	153
Board & Brush	150
Altitude Trampoline Parks	124
Painting with a Twist	118
Urban Air Adventure Park	117
AMF Bowling Centers	108
Sky Zone Indoor Trampoline Park	97
Cinemark Theatres	96
Pinot's Palette	96
Dave & Buster's	88



Other

COMPANY	INDEX
Aurora Healthcare	406
Associated Bank	388
AmericInn	324
First National Bank of Omaha (FNB0)	323
First National Bank	313
First Interstate Bank	286
BioLife Plasma Services	277
Holiday Hair	270
Sun Tan City	254
Pinnacle Bank Texas	252
Clarkson Eyecare	247



Babies Burbs & Blessings

Younger, upper-middle-class suburban families that take parenting and faith seriously. Kids drive much of the retail activity for these people; they visit Kid to Kid, feed the family at Noodles & Company, drive GMCs, and go to fitness boot camps. They read Christianity Today, Runner's World, and The Babylon Bee. They love listening to Dave Ramsey and true crime podcasts and flip between the Disney Channel and Big Ten Network. And when the kids are down, you might find them watching The Bachelor and The Bachelorette. They follow country music, Chip and Joanna Gaines, and hashtag things like #engaged, #dogs, #believe, #datenight, and #blessed.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



97.30K
Median Income

Well Above Average



33
Median Age

Below Average



70%
Married %

Slightly Below Average



51%
Children %

Below Average



17%
Renting %

Well Below Average



1.75%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Brakes Plus	328
Christian Brothers Automotive	324
Kid to Kid	293
Jacksons Food Stores	262
Uptown Cheapskate	258
Three Dog Bakery	239
Hollywood Feed	233
Hy-Vee Fast & Fresh	233
Hy-Vee Fast & Fresh	233
Tilly's	228
Grease Monkey	228



Restaurant

COMPANY	INDEX
Swig	934
Kneaders Bakery & Cafe	837
Arctic Circle	714
Costa Vida	667
Café Zupas	561
Cafe Rio	429
Goodcents Deli Fresh Subs	373
Rosati's Pizza	369
Ziggi's Coffee	330
Black Rock Coffee Bar	309
Bahama Buck's	303



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	409
Smith's Food & Drug Stores	357
King Soopers	302
Hy-Vee	201
Jewel-Osco	197
Spec's Wine, Spirits & Finer Foods	176
Fresh Thyme	174
Harris Teeter	163
H-E-B	160
Kroger	157
Fareway Stores	148



Fitness

COMPANY	INDEX
VASA Fitness	601
Farrell's eXtreme Bodyshaping	370
EOS Fitness	298
Genesis Health Clubs	281
HOTWORX	261
Burn Boot Camp	241
barre3	227
Onelife Fitness	196
Lifetime Fitness	185
9Round	183
Jazzercise	181



Entertainment

COMPANY	INDEX
Main Event Entertainment	200
Main Event Entertainment	200
Board & Brush	188
Pinot's Palette	186
Altitude Trampoline Parks	179
Marcus Theatres	176
Cinemark Theatres	174
Urban Air Adventure Park	168
Topgolf	168
Topgolf	168
Painting with a Twist	156



Other

COMPANY	INDEX
Quick Quack Car Wash	376
Primrose Schools	313
First National Bank	309
First National Bank of Omaha (FNB0)	300
KidStrong	288
Kids 'R' Kids	287
The Children's Courtyard	270
PetSuites	260
PostNet	246
Xplor	223
Comet Cleaners	222



Military

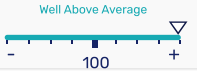
Families and singles living on military bases. These patriots live in barracks and military family housing. 60% of these households have children. They read science, technology, and outdoor magazines, and enjoy podcasts. They get civilian clothes from Adidas Running and Backcountry, and are 7x as likely to visit Military Exchange stores. They eat at restaurants like Twin Peaks, Buffalo Wild Wings, and are more than 3x as likely to commute by motorcycle. They follow the NRA and department of defense and hashtag things like #callofduty, #merica, #4thofjuly.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



56.63K
Median Income



23
Median Age



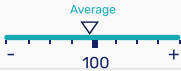
78%
Married %



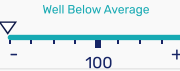
68%
Children %



98%
Renting %



0.29%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Exchange	13484
Navy Exchange	9658
Firestone Complete Auto Care	458
The Book Rack	378
76	251
La-Z-Boy	233
Sportsman's Warehouse	221
Fred Meyer	209
Goodyear Auto Service Centers	189
Tumi	189
Bestway Rental	177



Restaurant

COMPANY	INDEX
Charley's	1779
Wayback Burgers	531
L&L Hawaiian Barbecue	516
Quiznos	439
Jamba Juice	251
Smashburger	235
Jollibee US	204
Mission BBQ	197
Moe's Southwest Grill	197
Qdoba Mexican Grill	193
Slim Chickens	185



Grocery

COMPANY	INDEX
Local Grocery Stores	186
Virginia Alcoholic Beverage Control Authority	180
Safeway	141
BevMo	134
Food Lion	130
Giant Food	117
Harris Teeter	114
Vons	109
H Mart	104
Total Wine & More	100
Fry's Food & Drug Stores	100



Fitness

COMPANY	INDEX
UFC Gym	382
F45 Training	200
The Vitamin Shoppe	158
Nutrishop	156
Onelife Fitness	143
Gold's Gym	135
CorePower Yoga	131
24 Hour Fitness	117
GNC (General Nutrition Centers)	107
CrossFit	98
EOS Fitness	98



Entertainment

COMPANY	INDEX
Regal Entertainment Group	231
Dave & Buster's	151
Get Air	132
AMC Entertainment	130
Chuck E. Cheese's	120
Sky Zone Indoor Trampoline Park	114
Century Theatres	106
Main Event Entertainment	106
Main Event Entertainment	106
Topgolf	94
Urban Air Adventure Park	94



Other

COMPANY	INDEX
Navy Federal Credit Union	1048
Candlewood Suites	918
InterContinental Hotels Group	379
Champions	346
Hilton International	263
Lifespan	263
Talecris Plasma Resources	248
The Children's Courtyard	234
Stanton Optical	225
Hilton Hotels & Resorts	218
WoodSpring Suites	216

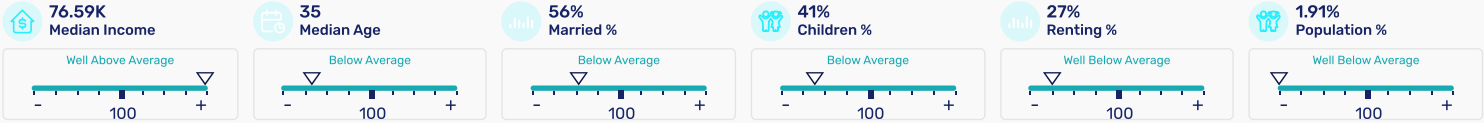


Flourishing Fusion

Families with children living in diverse white and black exurbs. These people value hard work and know-how to make a dollar stretch. You'll find them listening to My Brother, My Brother, and Me and reading Country Living Magazines. They also enjoy listening to Dave Ramsey podcasts, watching SEC Network, and visiting websites like TheBlaze and Babylon Bee. They like high-quality secondhand stores like Clothes Mentor, Plato's Closet, and The Exchange, visit Kids 'R' Kids, and feed the family at Marco's Pizza. On social media, they follow brands like Chick-fil-A, and influencers like Lecrae, Beth More, and Hannah Brown (The Bachelorette). They hashtag topics like #pokemongo, #familytime, #maythe4thbewithyou, and #secondhandnamebrand.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Quarles Fleet Fueling	302
Three Dog Bakery	280
Rooms To Go	263
pOpshelf	259
EXPRESS OIL CHANGE	254
RaceTrac	247
Havertys	247
Precision Tune Auto Care	235
Royal Farms	227
Superior Distribution	225
Spectrum Paint	222

Restaurant

COMPANY	INDEX
Johnny Brusco's	420
Shane's Rib Shack	419
Jim N Nick's	345
American Deli	339
Eggs Up Grill	318
Little Greek Fresh Grill	282
Metro Diner	275
Rock N Roll Sushi	272
Maple Street Biscuit Company	261
LEDO Pizza	260
Marco's Pizza	259

Grocery

COMPANY	INDEX
Harris Teeter	270
Food Lion	245
Virginia Alcoholic Beverage Control Authority	236
Publix Super Markets	224
Giant Food	199
Lidl US	184
Winn Dixie	182
Kroger	173
Bravo Supermarkets	168
Spec's Wine, Spirits & Finer Foods	166
Weis Markets	150

Fitness

COMPANY	INDEX
Onelife Fitness	294
Burn Boot Camp	214
WORKOUT ANYTIME	198
Gold's Gym	165
GNC (General Nutrition Centers)	150
9Round	148
Crunch	143
Stretch Zone	130
VASA Fitness	129
HOTWORX	120
The Vitamin Shoppe	115

Entertainment

COMPANY	INDEX
Painting with a Twist	175
Urban Air Adventure Park	166
Main Event Entertainment	157
Main Event Entertainment	157
Altitude Trampoline Parks	157
AMF Bowling Centers	126
Get Air	125
Cinemark Theatres	121
Regal Entertainment Group	120
Sky Zone Indoor Trampoline Park	115
Topgolf	114

Other

COMPANY	INDEX
The Sunshine House	437
Kids 'R' Kids	370
Childcare Network	359
Navy Federal Credit Union	356
Cadence Academy Preschool	315
The Children's Courtyard	296
Atrium Health	273
Pet Paradise Resort and Day Spa	271
Tidal Wave Auto Spa	267
PetSuites	244
Synovus Bank	242



Eastern Heritage

Primarily Asian renters working local restaurant and retail jobs in dense urban areas. People in these areas retain strong Asian heritage in many ways; worship, independent business, and especially food. The density of these locations often means high real estate and rent prices so frugality is key. They listen to NPR's Code Switch, watch HBO, enjoy The Daily Show, and are heavy WhatsApp users. They are interested in technology, following brands like Huawei, IBM, and Sundar Pichai (CEO of Google), and hashtag topics like #flattenthecurve, #google, and #foodie.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



56.23K
Median Income

Well Above Average



40
Median Age

Below Average



48%
Married %

Below Average



33%
Children %

Below Average



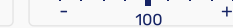
63%
Renting %

Slightly Below Average



0.74%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Bolla Market	942
Dunn Edwards	919
76	814
Toyota	769
Nissan North America	712
Bloomingdale's	626
Kids Foot Locker	599
Honda	578
Dodge	552
Chrysler	551
RAM Trucks	494



Restaurant

COMPANY	INDEX
Lee's Sandwiches	2296
Paris Baguette USA	1953
Jollibee US	1519
L&L Hawaiian Barbecue	1115
85 Degrees C Bakery Cafe	1037
Bonchon	826
Ono Hawaiian BBQ	665
Togo's Eateries	572
Jamba Juice	533
WaBa Grill	500
Sizzler	484



Grocery

COMPANY	INDEX
H Mart	1426
99 Ranch Market	1222
C Town Supermarkets	1115
Key Food	1045
Patel Brothers	719
Ralphs	409
Smart & Final	374
Local Grocery Stores	306
Stater Bros. Markets	301
Grocery Outlet	298
El Super	283



Fitness

COMPANY	INDEX
UFC Gym	825
24 Hour Fitness	548
Chuze Fitness	505
Fitness 19	325
CorePower Yoga	215
LA Fitness	182
Crunch	150
Powerhouse Gym	149
The Bar Method	144
Retro Fitness	138
YogaSix	131



Entertainment

COMPANY	INDEX
Century Theatres	491
Dave & Buster's	266
Color Me Mine US	223
Pinot's Palette	215
Regal Entertainment Group	183
AMC Entertainment	166
Chuck E. Cheese's	141
Bowlero	131
Toptracer	109
Sky Zone Indoor Trampoline Park	95
Color Me Mine	90



Other

COMPANY	INDEX
Citibank	833
InterContinental Hotels Group	557
Independent Community Bankers of America (ICBA)	541
C2 Education	467
MOXY Hotels	456
Santander Bank	448
Capital One	430
Delta Hotels	401
Western Dental	401
Sheraton Hotels & Resorts	359
TD Bank	349



Fusion Families

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children to pre-schools like Kids 'R' Kids, visit Charming Charlie, Motherhood Maternity, and Buy Buy Baby, drop their clothes off at Tide Cleaners and eat noodles at Bonchon. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K
Median Income

Well Above Average



36
Median Age

Below Average



68%
Married %

Slightly Below Average



49%
Children %

Below Average



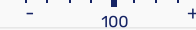
19%
Renting %

Well Below Average



2.23%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
SpeedDee Oil Change & Auto Service	223
Music & Arts	219
Toyota	214
Zumiez	213
Claire's Stores	212
Tempur-Pedic	206



Restaurant

COMPANY	INDEX
Vitality Bowls	385
85 Degrees C Bakery Cafe	379
Kolache Factory	378
Togo's Eateries	362
Mountain Mike's Pizza	359
Ono Hawaiian BBQ	351
Lazy Dog Cafe	343
Vocelli Pizza	339
The Flame Broiler	333
L&L Hawaiian Barbecue	318
WaBa Grill	312



Grocery

COMPANY	INDEX
Stater Bros. Markets	462
Giant Food	443
Vons	346
BevMo	338
99 Ranch Market	314
Ralphs	290
Patel Brothers	288
H Mart	280
Amazon Fresh	274
Virginia Alcoholic Beverage Control Authority	248
Albertsons	237



Fitness

COMPANY	INDEX
Fitness 19	401
Nutrishop	372
24 Hour Fitness	294
EOS Fitness	284
UFC Gym	282
Onelife Fitness	280
Chuze Fitness	250
LA Fitness	238
Lifetime Fitness	208
YogaSix	206
Club Pilates	184



Entertainment

COMPANY	INDEX
Color Me Mine	244
Bowlero	209
Color Me Mine US	200
Century Theatres	185
Cinemark Theatres	155
Sky Zone Indoor Trampoline Park	152
Pinot's Palette	141
Regal Entertainment Group	139
Main Event Entertainment	139
Main Event Entertainment	139
Dave & Buster's	137



Other

COMPANY	INDEX
Pacific Dental Services (PDS)	488
Bright Now Dental	458
Kids 'R' Kids	439
Eye Level	396
Xplor	295
Quick Quack Car Wash	274
The Learning Experience	272
Kumon Institute of Education	267
CORT	266
Primrose Schools	260
The Children's Courtyard	259



Babies Burbs & Blessings

Younger, upper-middle-class suburban families that take parenting and faith seriously. Kids drive much of the retail activity for these people; they visit Kid to Kid, feed the family at Noodles & Company, drive GMCs, and go to fitness boot camps. They read Christianity Today, Runner's World, and The Babylon Bee. They love listening to Dave Ramsey and true crime podcasts and flip between the Disney Channel and Big Ten Network. And when the kids are down, you might find them watching The Bachelor and The Bachelorette. They follow country music, Chip and Joanna Gaines, and hashtag things like #engaged, #dogs, #believe, #datenight, and #blessed.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Brakes Plus	328
Christian Brothers Automotive	324
Kid to Kid	293
Jacksons Food Stores	262
Uptown Cheapskate	258
Three Dog Bakery	239
Hollywood Feed	233
Hy-Vee Fast & Fresh	233
Hy-Vee Fast & Fresh	233
Tilly's	228
Grease Monkey	228

Restaurant

COMPANY	INDEX
Swig	934
Kneaders Bakery & Cafe	837
Arctic Circle	714
Costa Vida	667
Café Zupas	561
Cafe Rio	429
Goodcents Deli Fresh Subs	373
Rosati's Pizza	369
Ziggi's Coffee	330
Black Rock Coffee Bar	309
Bahama Buck's	303

Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	409
Smith's Food & Drug Stores	357
King Soopers	302
Hy-Vee	201
Jewel-Osco	197
Spec's Wine, Spirits & Finer Foods	176
Fresh Thyme	174
Harris Teeter	163
H-E-B	160
Kroger	157
Fareway Stores	148

Fitness

COMPANY	INDEX
VASA Fitness	601
Farrell's eXtreme Bodyshaping	370
EOS Fitness	298
Genesis Health Clubs	281
HOTWORX	261
Burn Boot Camp	241
barre3	227
Onelife Fitness	196
Lifetime Fitness	185
9Round	183
Jazzercise	181

Entertainment

COMPANY	INDEX
Main Event Entertainment	200
Main Event Entertainment	200
Board & Brush	188
Pinot's Palette	186
Altitude Trampoline Parks	179
Marcus Theatres	176
Cinemark Theatres	174
Urban Air Adventure Park	168
Topgolf	168
Topgolf	168
Painting with a Twist	156

Other

COMPANY	INDEX
Quick Quack Car Wash	376
Primrose Schools	313
First National Bank	309
First National Bank of Omaha (FNB0)	300
KidStrong	288
Kids 'R' Kids	287
The Children's Courtyard	270
PetSuites	260
PostNet	246
Xplor	223
Comet Cleaners	222



Military

Families and singles living on military bases. These patriots live in barracks and military family housing. 60% of these households have children. They read science, technology, and outdoor magazines, and enjoy podcasts. They get civilian clothes from Adidas Running and Backcountry, and are 7x as likely to visit Military Exchange stores. They eat at restaurants like Twin Peaks, Buffalo Wild Wings, and are more than 3x as likely to commute by motorcycle. They follow the NRA and department of defense and hashtag things like #callofduty, #merica, #4thofjuly.

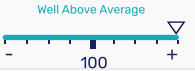
Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



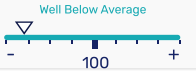
56.63K

Median Income



23

Median Age



78%

Married %



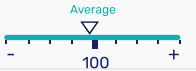
68%

Children %



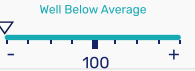
98%

Renting %



0.29%

Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Exchange	13484
Navy Exchange	9658
Firestone Complete Auto Care	458
The Book Rack	378
76	251
La-Z-Boy	233
Sportsman's Warehouse	221
Fred Meyer	209
Goodyear Auto Service Centers	189
Tumi	189
Bestway Rental	177



Restaurant

COMPANY	INDEX
Charley's	1779
Wayback Burgers	531
L&L Hawaiian Barbecue	516
Quiznos	439
Jamba Juice	251
Smashburger	235
Jollibee US	204
Mission BBQ	197
Moe's Southwest Grill	197
Qdoba Mexican Grill	193
Slim Chickens	185



Grocery

COMPANY	INDEX
Local Grocery Stores	186
Virginia Alcoholic Beverage Control Authority	180
Safeway	141
BevMo	134
Food Lion	130
Giant Food	117
Harris Teeter	114
Vons	109
H Mart	104
Total Wine & More	100
Fry's Food & Drug Stores	100



Fitness

COMPANY	INDEX
UFC Gym	382
F45 Training	200
The Vitamin Shoppe	158
Nutrishop	156
Onelife Fitness	143
Gold's Gym	135
CorePower Yoga	131
24 Hour Fitness	117
GNC (General Nutrition Centers)	107
CrossFit	98
EOS Fitness	98



Entertainment

COMPANY	INDEX
Regal Entertainment Group	231
Dave & Buster's	151
Get Air	132
AMC Entertainment	130
Chuck E. Cheese's	120
Sky Zone Indoor Trampoline Park	114
Century Theatres	106
Main Event Entertainment	106
Main Event Entertainment	106
Topgolf	94
Urban Air Adventure Park	94



Other

COMPANY	INDEX
Navy Federal Credit Union	1048
Candlewood Suites	918
InterContinental Hotels Group	379
Champions	346
Hilton International	263
Lifespan	263
Talecris Plasma Resources	248
The Children's Courtyard	234
Stanton Optical	225
Hilton Hotels & Resorts	218
WoodSpring Suites	216



Atascocita Shopping Center

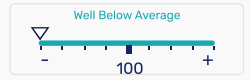
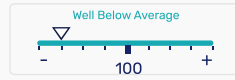
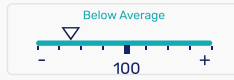
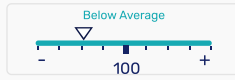
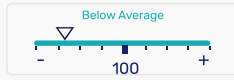
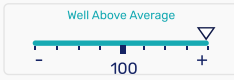
3824 Atascocita Road Humble, TX 77396 • 136,713 SF

- Radius: 5 miles



Families with children living in diverse white and black exurbs. These people value hard work and know-how to make a dollar stretch. You'll find them listening to My Brother, My Brother, and Me and reading Country Living Magazines. They also enjoy listening to Dave Ramsey podcasts, watching SEC Network, and visiting websites like TheBlaze and Babylon Bee. They like high-quality secondhand stores like Clothes Mentor, Plato's Closet, and The Exchange, visit Kids 'R' Kids, and feed the family at Marco's Pizza. On social media, they follow brands like Chick-fil-A, and influencers like Lecrae, Beth More, and Hannah Brown (The Bachelorette). They hashtag topics like #pokemongo, #familytime, #maythe4thbewwithyou, and #secondhandnamebrand.

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Quarles Fleet Fueling	302
Three Dog Bakery	280
Rooms To Go	263
pOpshelf	259
EXPRESS OIL CHANGE	254
RaceTrac	247
Havertys	247
Precision Tune Auto Care	235
Royal Farms	227
Superior Distribution	225
Spectrum Paint	222

Restaurant

COMPANY	INDEX
Johnny Brusco's	420
Shane's Rib Shack	419
Jim N Nick's	345
American Deli	339
Eggs Up Grill	318
Little Greek Fresh Grill	282
Metro Diner	275
Rock N Roll Sushi	272
Maple Street Biscuit Company	261
LEDO Pizza	260
Marco's Pizza	259

Grocery

COMPANY	INDEX
Harris Teeter	270
Food Lion	245
Virginia Alcoholic Beverage Control Authority	236
Publix Super Markets	224
Giant Food	199
Lidl US	184
Winn Dixie	182
Kroger	173
Bravo Supermarkets	168
Spec's Wine, Spirits & Finer Foods	166
Weis Markets	150

Fitness

COMPANY	INDEX
Onelife Fitness	294
Burn Boot Camp	214
WORKOUT ANYTIME	198
Gold's Gym	165
GNC (General Nutrition Centers)	150
9Round	148
Crunch	143
Stretch Zone	130
VASA Fitness	129
HOTWORX	120
The Vitamin Shoppe	115

Entertainment

COMPANY	INDEX
Painting with a Twist	175
Urban Air Adventure Park	166
Main Event Entertainment	157
Main Event Entertainment	157
Altitude Trampoline Parks	157
AMF Bowling Centers	126
Get Air	125
Cinemark Theatres	121
Regal Entertainment Group	120
Sky Zone Indoor Trampoline Park	115
Topgolf	114

Other

COMPANY	INDEX
The Sunshine House	437
Kids 'R' Kids	370
Childcare Network	359
Navy Federal Credit Union	356
Cadence Academy Preschool	315
The Children's Courtyard	296
Atrium Health	273
Pet Paradise Resort and Day Spa	271
Tidal Wave Auto Spa	267
PetSuites	244
Synovus Bank	242



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Sky High

High income, highly educated, singles and young couples, living in the dense urban core of major cities. Their sky-high income is matched by sky-high real estate prices, so they frequently rent rather than purchase. Interested in fashion and progressive politics, you can find them reading The Intercept, NYT Style and Fashion, Vulture, and T Magazine. Rather than children, many have pets and they frequent the local dog park. Their top brands include Jonathan Adler, Everlane, and Gilt. They use hashtags such as #loveislove, #design, and #style.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Drybar	1260
Apple Retail Store	888
Bluemercury	886
Free People	786
Bloomingdale's	745
West Elm	732
RH	724
Athleta	664
Urban Outfitters	626
Warby Parker	579
Blick Art Materials	565



Restaurant

COMPANY	INDEX
sweetgreen	1964
Peet's Coffee and Tea	940
The Capital Grille	618
Fatburger	579
Morton's The Steakhouse	575
Shake Shack	572
Boston Market	544
Ruth's Chris Steak House	466
Giordano's	417
Paris Baguette USA	365
Velvet Taco	355



Grocery

COMPANY	INDEX
Wild Fork Foods	730
Key Food	597
Whole Foods Market	497
Trader Joe's	401
Ralphs	395
Jewel-Osco	373
C Town Supermarkets	361
National Co-op Grocers	339
BevMo	328
Vons	315
The Fresh Market	249



Fitness

COMPANY	INDEX
CorePower Yoga	868
The Bar Method	412
Fitness Together	311
Pure Barre	294
barre3	272
StretchLab	242
UFC Gym	230
Club Pilates	225
YogaSix	223
Jazzercise	221
F45 Training	213



Entertainment

COMPANY	INDEX
Color Me Mine US	191
Topgolf	190
Topgolf	190
Century Theatres	183
Toptracer	180
AMC Entertainment	138
Dave & Buster's	132
Bowlero	104
Sky Zone Indoor Trampoline Park	103
Color Me Mine	98
Regal Entertainment Group	89



Other

COMPANY	INDEX
Kimpton Hotels & Restaurants	1236
MOXY Hotels	1179
The Ritz-Carlton	1156
InterContinental Hotels Group	1145
Tapestry Collection by Hilton	749
Autograph Collection Hotels	740
Hyatt Regency	710
Westin Hotels & Resorts	653
Hilton Hotels & Resorts	652
Marriott Hotels & Resorts	651
Sheraton Hotels & Resorts	648



Fusion Families

Family-centered, suburban high-income households who still visit the mall. A diverse Asian, Hispanic, Black, and Caucasian blend, the thing that brings them together is children. This is the top segment for visiting the mall. They take their children to pre-schools like Kids 'R' Kids, visit Charming Charlie, Motherhood Maternity, and Buy Buy Baby, drop their clothes off at Tide Cleaners and eat noodles at Bonchon. They stay fit and grocery shop at Costco. They follow brands like Sur La Table and BMW, and hashtag #selfcare, #cincodemayo, #healthyfood, and #mothersday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
SpeedDee Oil Change & Auto Service	223
Music & Arts	219
Toyota	214
Zumiez	213
Claire's Stores	212
Tempur-Pedic	206



Restaurant

COMPANY	INDEX
Vitality Bowls	385
85 Degrees C Bakery Cafe	379
Kolache Factory	378
Togo's Eateries	362
Mountain Mike's Pizza	359
Ono Hawaiian BBQ	351
Lazy Dog Cafe	343
Vocelli Pizza	339
The Flame Broiler	333
L&L Hawaiian Barbecue	318
WaBa Grill	312



Grocery

COMPANY	INDEX
Stater Bros. Markets	462
Giant Food	443
Vons	346
BevMo	338
99 Ranch Market	314
Ralphs	290
Patel Brothers	288
H Mart	280
Amazon Fresh	274
Virginia Alcoholic Beverage Control Authority	248
Albertsons	237



Fitness

COMPANY	INDEX
Fitness 19	401
Nutrishop	372
24 Hour Fitness	294
EOS Fitness	284
UFC Gym	282
Onelife Fitness	280
Chuze Fitness	250
LA Fitness	238
Lifetime Fitness	208
YogaSix	206
Club Pilates	184



Entertainment

COMPANY	INDEX
Color Me Mine	244
Bowlero	209
Color Me Mine US	200
Century Theatres	185
Cinemark Theatres	155
Sky Zone Indoor Trampoline Park	152
Pinot's Palette	141
Regal Entertainment Group	139
Main Event Entertainment	139
Main Event Entertainment	139
Dave & Buster's	137



Other

COMPANY	INDEX
Pacific Dental Services (PDS)	488
Bright Now Dental	458
Kids 'R' Kids	439
Eye Level	396
Xplor	295
Quick Quack Car Wash	274
The Learning Experience	272
Kumon Institute of Education	267
CORT	266
Primrose Schools	260
The Children's Courtyard	259