

2025 ○ —————



PRIMARY

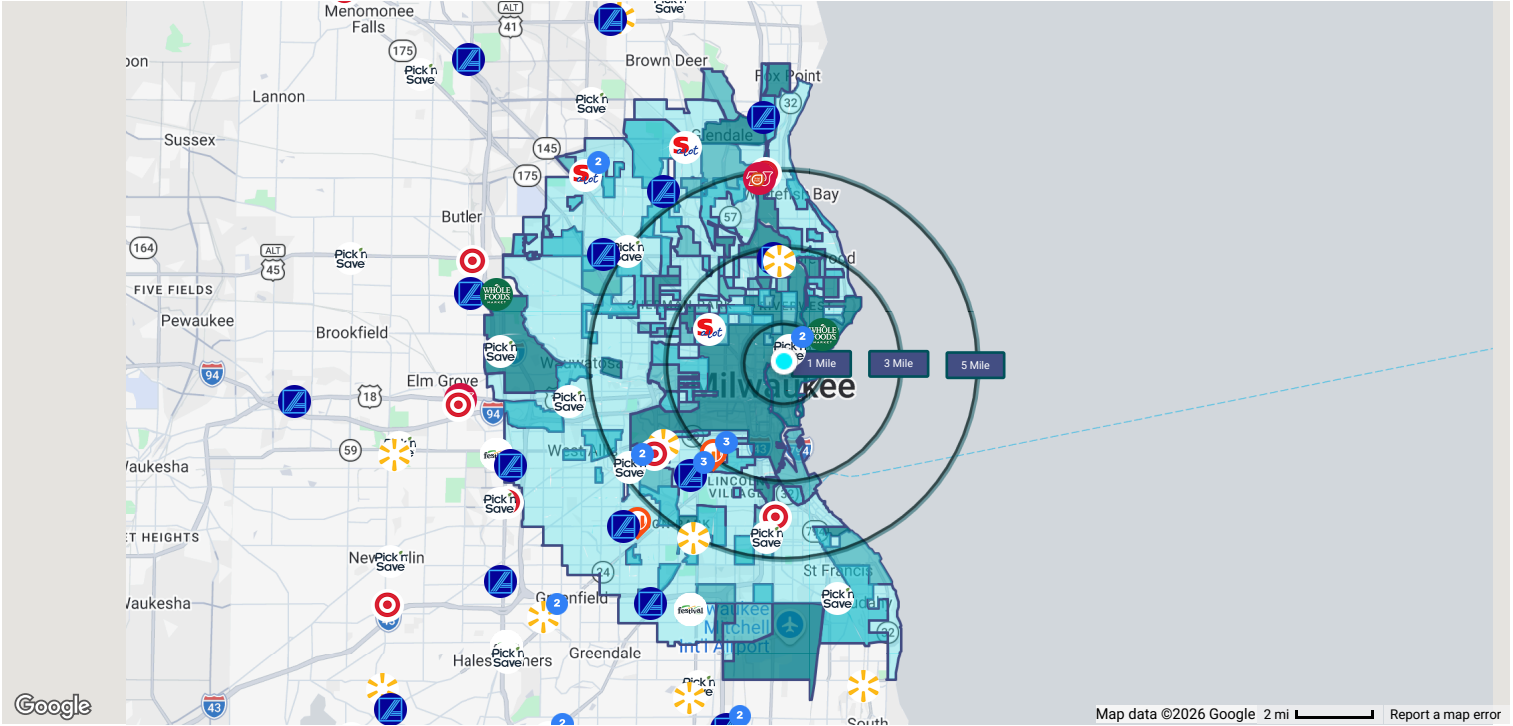
East Pointe Market Place

605 E Lyon St,
Milwaukee, WI 53202 • 73,724 SF



DemographicsTrade Area:Closest 70% of Visitors (combined)

East Pointe Market Place



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)
East Pointe Market Place
605 E Lyon St Milwaukee, WI 53202



Persona

Live TM

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East Pointe Market Place					
TRADE AREA		1 MI		3 MI	
 GROUP Young Professionals SEGMENT Raising The Bar	7%	 GROUP Young Professionals SEGMENT Raising The Bar	51%	 GROUP Young Professionals SEGMENT Raising The Bar	23%
 GROUP City Hopefuls SEGMENT Diesel Blues	6%	 GROUP Sunset Boomers SEGMENT Destination Retirees	8%	 GROUP City Hopefuls SEGMENT Rhythmic Renters	9%
 GROUP Young Professionals SEGMENT College	6%	 GROUP Young Professionals SEGMENT College	7%	 GROUP Melting Pot Families SEGMENT Next Wave	8%
 GROUP Melting Pot Families SEGMENT Next Wave	5%	 GROUP Educated Urbanites SEGMENT Urbanists	5%	 GROUP City Hopefuls SEGMENT Urban Upgrade	7%
 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	5%	 GROUP Young Professionals SEGMENT Young Stars	4%	 GROUP Small Town SEGMENT Small Town Satellites	6%

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



DemographicsTrade Area:Closest 70% of Visitors (combined)

East Pointe Market Place
605 E Lyon St Milwaukee, WI 53202



Persona

Live™

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East Pointe Market Place		
5 MI		
	GROUP Young Professionals SEGMENT Raising The Bar	12%
	GROUP Melting Pot Families SEGMENT Next Wave	9%
	GROUP Young Professionals SEGMENT College	7%
	GROUP City Hopefuls SEGMENT Diesel Blues	7%
	GROUP City Hopefuls SEGMENT Rhythmic Renters	6%

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



PROPERTIES	East Pointe Market Place			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	672.13K	34.89K	176.54K	396.63K
5-Year Population Growth Rate	0%	1.8%	1.5%	0.4%
Total Daytime Population	841.65K	118.53K	329.61K	517.44K
Average Household Income	\$87.8K	\$97.8K	\$74.9K	\$83.2K
Total Households	282.68K	21.06K	78.47K	165.37K
Average Home Value	\$268.2K	\$427.1K	\$251.5K	\$262.9K
Bachelor's Degree and Higher	32.5%	57.1%	36%	33.1%
Employed	96.6%	96.3%	95.8%	96.1%

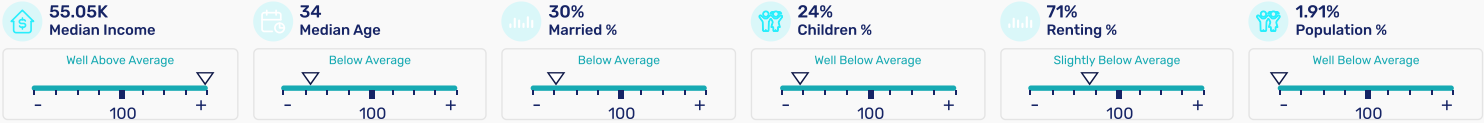


Raising The Bar

Primarily young, well-educated renters raising the waterline in diverse, mixed-income areas. This segment enjoys podcasts like My Favorite Murder and has an interest in African American media outlets. They visit independent beauty stores for cosmetics and LGBTQ Bars for fun. Many get their workouts at their local LA Fitness. They design and buy unique products from independent artists on RedBubble.com. Top influencers include prominent African Americans like Keisha Bottoms and Jill Scott and activist accounts like the Human Rights Campaign. They are frequent social media users and common social hashtags include #adulthood, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





Diesel Blues

Blue-collar mixed black and white neighborhoods with low education and income. Half are homeowners. They love TV... TNT and Dr. Phil stand out in their viewership. Fast food pizza is a go-to meal -- Little Caesar's, Papa John's, and Pizza Hut are in their top 5 brand influencers. Dollar stores cover the essentials while keeping costs down. Soulja Boy and Omar Epps are popular with this segment. They discuss topics like #Grit, #Jordan, #PS4share, and #ByeFelicia.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



27.69K
Median Income

Well Above Average



37
Median Age

Below Average



27%
Married %

Well Below Average



32%
Children %

Below Average



52%
Renting %

Below Average



0.96%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
It's Fashion	943
Enmarket Convenience Stores	715
Roses	703
Dirt Cheap	701
Citi Trends	631
Farmers Home Furniture	608
E-Z Mart	601
SHOE SHOW	596
Factory Connection	519
Badcock Home Furniture	475
Refuel Market	471



Restaurant

COMPANY	INDEX
Simple Simon's Pizza	558
Pizza Inn	551
Huddle House	531
Jack's Family Restaurants	425
Captain D's Seafood Restaurant	408
Krystal	398
PJ's Coffee of New Orleans	393
American Deli	392
Mazzio's Italian Eatery	344
Bojangles'	341
Guthrie's	341



Grocery

COMPANY	INDEX
Food Giant	874
Piggly Wiggly	843
Associated Grocers -Baton Rouge	433
Brookshire's Grocery Company	347
Food Lion	318
Brookshire Brothers	297
Save-A-Lot	280
Save-A-Lot	280
Ruler Foods	246
IGA (Independent Grocers Alliance)	232
Ingles Markets	198



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	143
Anytime Fitness	94
Planet Fitness	85
GNC (General Nutrition Centers)	79
YMCA	68
Snap Fitness	61
The Vitamin Shoppe	58
WW (Weight Watchers)	57
Crunch	57
CrossFit	55
Stretch Zone	53



Entertainment

COMPANY	INDEX
Chuck E. Cheese's	108
Urban Air Adventure Park	83
Get Air	81
Altitude Trampoline Parks	81
Painting with a Twist	74
Main Event Entertainment	74
Main Event Entertainment	74
AMF Bowling Centers	74
Sky Zone Indoor Trampoline Park	70
Cinemark Theatres	68
AMC Entertainment	59



Other

COMPANY	INDEX
Renasant Bank	749
1st Franklin Financial Corporation	622
First Bank	611
The First Bancshares	598
Trustmark National Bank	588
Ameris Bank	531
Hancock Whitney	465
Cadence Bank	464
Talecris Plasma Resources	433
South State Bank	361
Childcare Network	345



College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



20.63K
Median Income

Well Above Average



23
Median Age

Well Below Average



10%
Married %

Well Below Average



7%
Children %

Well Below Average



92%
Renting %

Average



0.72%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

COMPANY	INDEX
Insomnia Cookies	1589
Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231



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

Well Above Average



28
Median Age

Well Below Average



56%
Married %

Below Average



56%
Children %

Below Average



29%
Renting %

Well Below Average



0.74%
Population %

Well Below Average



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

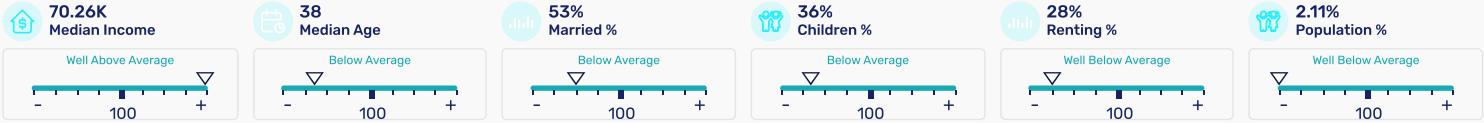


Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251

Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258

Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188

Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135

Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115

Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186

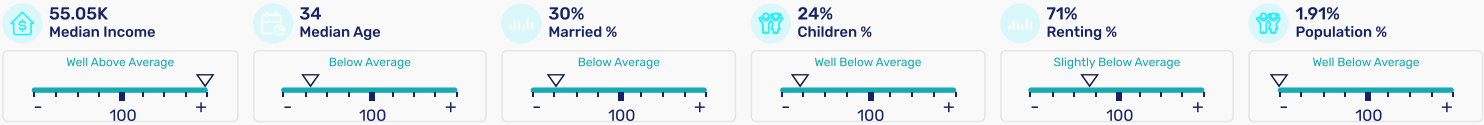


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Segment Demographic National Overview

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National In-Store Visitation Trends

Retail

COMPANY	INDEX
Aveda	237
Relax The Back	217
K & G Fashion Superstore	217
Rooms To Go	204
DTLR	201
DTLR	201
Plaid Pantry	194
Fred Meyer	192
Superior Distribution	190
CarMax	179
Chevrolet	177

Restaurant

COMPANY	INDEX
Bahama Breeze	253
Crafty Crab	238
Maggiano's Little Italy	231
TGI Fridays	220
City Barbeque and Catering	213
La Madeleine	211
Kolache Factory	210
BurgerFi	205
Capriotti's Sandwich Shop	205
CAVA	200
Kung Fu Tea	194

Grocery

COMPANY	INDEX
Patel Brothers	248
Giant Food	232
Harris Teeter	228
Smith's Food & Drug Stores	191
Total Wine & More	189
Lidl US	179
Virginia Alcoholic Beverage Control Authority	179
Amazon Fresh	164
H Mart	158
CHEF'STORE	157
Whole Foods Market	153

Fitness

COMPANY	INDEX
EOS Fitness	239
TITLE Boxing Club	200
LA Fitness	167
Onelife Fitness	165
Lifetime Fitness	149
Gold's Gym	145
RiSE	145
RiSE	145
The Vitamin Shoppe	143
Fitness Together	138
Burn Boot Camp	138

Entertainment

COMPANY	INDEX
Topgolf	194
Topgolf	194
Main Event Entertainment	183
Main Event Entertainment	183
Century Theatres	177
Bowlero	158
Dave & Buster's	156
Painting with a Twist	146
Regal Entertainment Group	141
Color Me Mine	139
AMF Bowling Centers	138

Other

COMPANY	INDEX
Sir Speedy	324
Extended Stay America	304
Element by Westin	252
Allstate Insurance	241
PetSuites	236
Atrium Health	230
Renaissance Hotels	225
Suburban Extended Stay	224
Eye Level	223
Aloft Hotels	215
Homewood Suites by Hilton	215

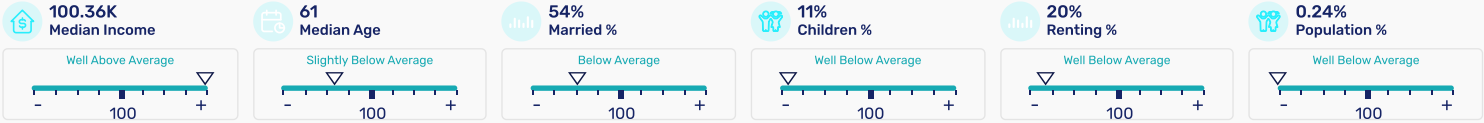


Destination Retirees

Older, wealthy, and often retired empty-nesters living out their golden years on the beach, or occasionally the mountains. They make the most of their location, frequenting marinas and dressing the part courtesy of Tommy Bahama. They try to stay fashionable, reading W and T Magazine, and prefer near intellectual news outlets like NYT and WSJ. They relax watching professional tennis and following NYT Cooking and Food. Planet Money is a favorite podcast. They are #frequentfliers and visit airports 3x the national average. They follow Michael Bloomberg and Paul Graham and post about #kayaking and #gratitude

Segment Demographic National Overview

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College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

Segment Demographic National Overview

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20.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



10%

Married %

Well Below Average



7%

Children %

Well Below Average



92%

Renting %

Average



0.72%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

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Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231



Urbanists

Young, White, well-off renters living in gentried neighborhoods of first-tier cities. Readers of The Intercept and Vox, these liberals can be found working in WeWork offices, touring local art museums and bookstores, and shopping at high-end stores like Urban Outfitters and Louis Vuitton. They admire established VCs, watch RuPaul's Drag Race, and enjoy John Oliver's Last Week Tonight. They use hashtags like #resist, #oscars, #wholefoods, #airport, #art, and #arsenal.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



78.47K
Median Income

Well Above Average



34
Median Age

Below Average



26%
Married %

Well Below Average



13%
Children %

Well Below Average



79%
Renting %

Slightly Below Average



0.98%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Apple Retail Store	686
Drybar	578
Bloomingdale's	568
Blick Art Materials	518
Warby Parker	473
Nordstrom	453
Free People	450
JD Sports US	435
Bluemercury	413
Urban Outfitters	411
Fix Auto Worldwide	405



Restaurant

COMPANY	INDEX
sweetgreen	1434
The Capital Grille	655
Fatburger	598
Paris Baguette USA	586
Peet's Coffee and Tea	576
Morton's The Steakhouse	559
Fleming's Prime Steakhouse and Wine Bar	477
Shake Shack	420
California Pizza Kitchen	410
Baja Fresh	403
Maggiano's Little Italy	396



Grocery

COMPANY	INDEX
Ralphs	596
C Town Supermarkets	435
99 Ranch Market	385
H Mart	366
Whole Foods Market	357
Amazon Fresh	338
BevMo	330
Key Food	324
Vons	322
Trader Joe's	317
Smart & Final	257



Fitness

COMPANY	INDEX
CorePower Yoga	577
The Bar Method	326
UFC Gym	304
24 Hour Fitness	301
YogaSix	248
Fitness Together	227
LA Fitness	162
Fitness 19	161
TITLE Boxing Club	159
F45 Training	157
Pure Barre	157



Entertainment

COMPANY	INDEX
Dave & Buster's	230
Century Theatres	221
AMC Entertainment	178
Color Me Mine	170
Color Me Mine US	165
Toptracer	146
Regal Entertainment Group	131
Pinot's Palette	129
Bowlero	120
Topgolf	115
Topgolf	115



Other

COMPANY	INDEX
InterContinental Hotels Group	1220
Westin Hotels & Resorts	1038
Kimpton Hotels & Restaurants	974
MOXY Hotels	933
The Ritz-Carlton	920
Hyatt Regency	870
AC Hotels by Marriott	812
Hilton Hotels & Resorts	810
Sheraton Hotels & Resorts	788
Hilton International	749
Marriott Hotels & Resorts	733



Young Stars

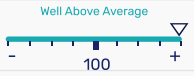
Early-career, high-income young professionals renting near city centers or in nice, denser suburbs. Six times as likely to visit local coffee shops and three times as likely to visit breweries. Their diverse interests include sports, news, and the great outdoors (they follow REI and Backcountry on social). Big fans of natural and organic, they shop at co-op grocers, like smoothies, and hit the juice bar much more often than the average American... perhaps as a post-workout treat. Speaking of working out, their favorite gyms (like Barre3 and CycleBar) feature group classes. They discuss various work and leisure topics on social like #Trending, #WorkFromHome, #Yoga, #StrangerThings, #SEO, #Vinyl, and #Cats.

Segment Demographic National Overview

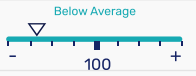
*Index=100 is the National Average Across All Segments



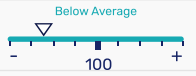
75.40K
Median Income



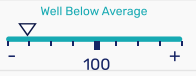
36
Median Age



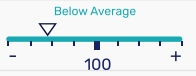
42%
Married %



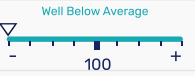
26%
Children %



48%
Renting %



1.74%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	455
Relax The Back	309
Honest 1Auto Care	237
Williams-Sonoma	237
Fred Meyer	236
Warby Parker	232
Orvis	228
EarthWise Pet	221
Athleta	218
REI	217
Scandinavian Designs Furniture	217



Restaurant

COMPANY	INDEX
Little Greek Fresh Grill	296
Black Rock Coffee Bar	268
Ziggi's Coffee	250
Pei Wei Asian Diner	247
Shooze	247
Baja Fresh	236
Café Zupas	235
Bruegger's	233
Einstein Brothers	227
MOOYAH	224
Maple Street Biscuit Company	210



Grocery

COMPANY	INDEX
King Soopers	316
National Co-op Grocers	274
Whole Foods Market	235
Shaw's	214
Harris Teeter	206
Trader Joe's	204
Wild Fork Foods	204
The Fresh Market	203
Natural Grocers	196
Sprouts Farmers Market	186
Total Wine & More	183



Fitness

COMPANY	INDEX
CorePower Yoga	270
barre3	267
Fitness Together	251
CycleBar	231
SPENGA	223
Fitness 19	222
Lifetime Fitness	220
Genesis Health Clubs	213
EOS Fitness	212
VASA Fitness	210
StretchLab	200



Entertainment

COMPANY	INDEX
Pinot's Palette	198
Toptracer	180
Color Me Mine US	161
Century Theatres	161
Main Event Entertainment	159
Main Event Entertainment	159
Topgolf	158
Topgolf	158
Color Me Mine	155
Altitude Trampoline Parks	151
Painting with a Twist	147



Other

COMPANY	INDEX
Floyd's 99 Barbershop	299
Best Friends Pet Care	290
Lifespan	279
Champions	249
Xplor	249
Roosters	232
Primrose Schools	230
Woof Gang Bakery & Grooming	227
KidStrong	227
Sparkling Image Car Wash	227
MassageLuXe	225



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Raising The Bar

Primarily young, well-educated renters raising the waterline in diverse, mixed-income areas. This segment enjoys podcasts like My Favorite Murder and has an interest in African American media outlets. They visit independent beauty stores for cosmetics and LGBTQ Bars for fun. Many get their workouts at their local LA Fitness. They design and buy unique products from independent artists on RedBubble.com. Top influencers include prominent African Americans like Keisha Bottoms and Jill Scott and activist accounts like the Human Rights Campaign. They are frequent social media users and common social hashtags include #adulthood, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



55.05K
Median Income

Well Above Average



34
Median Age

Below Average



30%
Married %

Below Average



24%
Children %

Well Below Average



71%
Renting %

Slightly Below Average



1.91%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	237
Relax The Back	217
K & G Fashion Superstore	217
Rooms To Go	204
DTLR	201
DTLR	201
Plaid Pantry	194
Fred Meyer	192
Superior Distribution	190
CarMax	179
Chevrolet	177



Restaurant

COMPANY	INDEX
Bahama Breeze	253
Crafty Crab	238
Maggiano's Little Italy	231
TGI Fridays	220
City Barbeque and Catering	213
La Madeleine	211
Kolache Factory	210
BurgerFi	205
Capriotti's Sandwich Shop	205
CAVA	200
Kung Fu Tea	194



Grocery

COMPANY	INDEX
Patel Brothers	248
Giant Food	232
Harris Teeter	228
Smith's Food & Drug Stores	191
Total Wine & More	189
Lidl US	179
Virginia Alcoholic Beverage Control Authority	179
Amazon Fresh	164
H Mart	158
CHEF'STORE	157
Whole Foods Market	153



Fitness

COMPANY	INDEX
EOS Fitness	239
TITLE Boxing Club	200
LA Fitness	167
Onelife Fitness	165
Lifetime Fitness	149
Gold's Gym	145
RiSE	145
RiSE	145
The Vitamin Shoppe	143
Fitness Together	138
Burn Boot Camp	138



Entertainment

COMPANY	INDEX
Topgolf	194
Topgolf	194
Main Event Entertainment	183
Main Event Entertainment	183
Century Theatres	177
Bowlero	158
Dave & Buster's	156
Painting with a Twist	146
Regal Entertainment Group	141
Color Me Mine	139
AMF Bowling Centers	138



Other

COMPANY	INDEX
Sir Speedy	324
Extended Stay America	304
Element by Westin	252
Allstate Insurance	241
PetSuites	236
Atrium Health	230
Renaissance Hotels	225
Suburban Extended Stay	224
Eye Level	223
Aloft Hotels	215
Homewood Suites by Hilton	215



Rhythmic Renters

Afro-Latino renters in dense urban areas working blue-collar and service professions making below average income. African and Latin cultures fuse to create a unique lifestyle. Commonly single parents, they read Vibe Magazine, follow The Cut, and watch ESPN Deportes. They regularly visit prepaid phone stores and shop at Jimmy Jazz and Ashley Stewart. They follow high fashion brands like Saint Laurent and Marc Jacobs, but a low rent-to-earning ratio limits discretionary spending. They use hashtags like #fashion, #bae, and #womenempowerment.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



36.62K
Median Income

Well Above Average



33
Median Age

Below Average



27%
Married %

Well Below Average



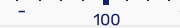
38%
Children %

Below Average



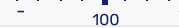
86%
Renting %

Slightly Below Average



1.07%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Kids Foot Locker	1955
Parts Authority	1020
Foot Locker	960
WSS	920
JD Sports US	845
Ashley Stewart	702
Bolla Market	532
Rainbow Shops	520
The Children's Place	495
76	455
Alliance Energy	440



Restaurant

COMPANY	INDEX
Louisiana Fried Chicken	1863
Golden Krust Caribbean Bakery and Grill	1319
Winchell's Donut House	1291
Pollo Campero	989
Fatburger	870
Blimpie	632
sweetgreen	606
WaBa Grill	563
El Pollo Loco	559
Sizzler	533
Hook & Reel Cajun Seafood & Bar	519



Grocery

COMPANY	INDEX
C Town Supermarkets	2926
Key Food	1337
Bravo Supermarkets	1087
El Super	1038
Price Rite	775
Ralphs	601
Smart & Final	503
Stop & Shop	357
Vons	297
ShopRite	254
99 Ranch Market	253



Fitness

COMPANY	INDEX
24 Hour Fitness	290
Retro Fitness	280
RISE	218
RISE	218
UFC Gym	212
CorePower Yoga	199
LA Fitness	165
GNC (General Nutrition Centers)	149
Chuze Fitness	135
Fitness 19	134
Crunch	129



Entertainment

COMPANY	INDEX
Dave & Buster's	200
Century Theatres	198
Chuck E. Cheese's	170
AMC Entertainment	156
Bowlero	131
Toptracer	129
Sky Zone Indoor Trampoline Park	94
Topgolf	90
Topgolf	90
Color Me Mine US	89
Cinemark Theatres	79



Other

COMPANY	INDEX
Metro by T-Mobile	1758
Metro by T-Mobile	1758
PLS Financial Services	815
Citibank	718
Western Dental	677
MOXY Hotels	673
InterContinental Hotels Group	515
Capital One	457
Bright Now Dental	427
Santander Bank	412
Extra Space Storage	408

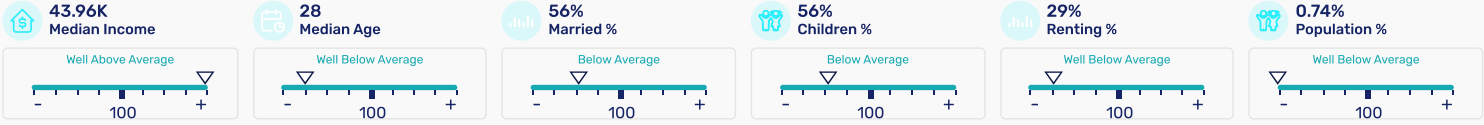


Next Wave

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





westwood

East Pointe Market Place

605 E Lyon St Milwaukee, WI 53202 • 73,724 SF

> Radius: 3 miles



Urban Upgrade

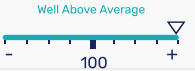
Older and below-average income African American households often headed by single (and female) parents. They read Ebony and Essence magazine more than any other segment, watch BET, Oxygen, and The View. They care about style, with brand influence from Gilt, Foot Locker, and Saint Laurent, but are also looking for a deal... they follow Marshall's and Amazon.com Deals on social. Ashley Stewart and Citi Trends are where they get clothes. Influencers include Tamar Braxton and Rickey Smiley and they discuss #ByeFelicia, #SingleLife, and #Preach.

Segment Demographic National Overview

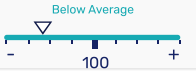
*Index=100 is the National Average Across All Segments



35.44K
Median Income



44
Median Age



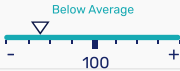
23%
Married %



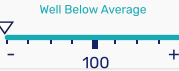
23%
Children %



42%
Renting %



0.74%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Ashley Stewart	1712
City Gear	1381
DTLR	1056
DTLR	1056
Kids Foot Locker	962
K & G Fashion Superstore	780
Citi Trends	777
Foot Locker	726
It's Fashion	720
Rainbow Shops	704
Bestway Rental	630



Restaurant

COMPANY	INDEX
American Deli	1003
White Castle	619
Church's Chicken	600
Lenny's Sub Shop	588
Checkers Drive-In Restaurants	515
Krystal	490
Rally's Drive-In Restaurants	453
Captain D's Seafood Restaurant	395
TGI Fridays	353
Crafty Crab	333
Golden Krust Caribbean Bakery and Grill	330



Grocery

COMPANY	INDEX
Piggly Wiggly	405
Save-A-Lot	403
Save-A-Lot	403
Associated Grocers -Baton Rouge	355
Schnucks	322
Jewel-Osco	303
Food Giant	206
Food Lion	184
Giant Food	174
Winn Dixie	169
UNFI (United Natural Foods)	169



Fitness

COMPANY	INDEX
Planet Fitness	108
Youfit Health Clubs	107
The Vitamin Shoppe	103
GNC (General Nutrition Centers)	102
LA Fitness	82
TITLE Boxing Club	82
YMCA	80
Onelife Fitness	77
WW (Weight Watchers)	74
barre3	70
WORKOUT ANYTIME	69



Entertainment

COMPANY	INDEX
AMF Bowling Centers	180
Urban Air Adventure Park	133
Chuck E. Cheese's	128
Main Event Entertainment	124
Main Event Entertainment	124
Marcus Theatres	122
Sky Zone Indoor Trampoline Park	111
AMC Entertainment	103
Painting with a Twist	92
Bowlero	83
Dave & Buster's	82



Other

COMPANY	INDEX
Trustmark National Bank	540
Kool Smiles	538
Octapharma Plasma	430
U-Pack	405
Concentra	371
Regions Bank	347
CSL Plasma Donation Centers	314
Childcare Network	310
Atrium Health	300
Budget Truck Rental	299
Talecris Plasma Resources	296



Small Town Satellites

Older ruralites satelliting small towns in blue-collar, farm, and service professions finding time to enjoy the simple things. They read Golf Digest, and Country Living, watch A&E and USA. Favorite shows include Duck Dynasty and Nascar. They eat at wallet-friendly and southern-style restaurants like Bob Evans, Perkins, and Dairy Queen. Their online interests indicate they find time for the simple things like crocheting and wood carving. They enjoy visiting breweries and cinemas and stay healthy by visiting Snap Fitness, Weight Watchers, and YMCA. They hashtag #boots, #espn, and #veteransday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



44.12K
Median Income

Well Above Average



46
Median Age

Below Average



42%
Married %

Below Average



23%
Children %

Well Below Average



32%
Renting %

Below Average



1.67%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Auto Value Parts Stores	803
Kwik Star	676
Bomgaars	666
FAST STOP	651
Auto Value	623
R.P. Lumber	621
Label Shopper	608
Shoe Sensation	552
Glik's	545
Runnings	544
Casey's General Stores	523



Restaurant

COMPANY	INDEX
Fox's Pizza Den	621
Pizza Ranch	551
Giovanni's Pizza	435
Taco John's	420
Godfather's Pizza	359
Wings Etc.	344
Bob Evans	343
Hot Head Burritos	339
Perkins Restaurant & Bakery	327
LEE's Famous Recipes	320
Scooter's Coffee and Yogurt	307



Grocery

COMPANY	INDEX
Fareway Stores	717
SHOP 'n SAVE Supermarkets	584
Tops Friendly Markets	459
Ruler Foods	456
Price Chopper Supermarkets	447
Giant Eagle	375
Hy-Vee	344
IGA (Houchens)	321
Save-A-Lot	319
Save-A-Lot	319
Family Fare	306



Fitness

COMPANY	INDEX
RISE	204
RISE	204
Snap Fitness	184
YMCA	150
Anytime Fitness	149
WORKOUT ANYTIME	105
Farrell's eXtreme Bodyshaping	90
Planet Fitness	81
WW (Weight Watchers)	67
Genesis Health Clubs	67
CrossFit	65



Entertainment

COMPANY	INDEX
Marcus Theatres	119
Get Air	84
Board & Brush	78
AMF Bowling Centers	59
Altitude Trampoline Parks	58
AMC Entertainment	56
Chuck E. Cheese's	55
Cinemark Theatres	54
Sky Zone Indoor Trampoline Park	53
Regal Entertainment Group	52
Urban Air Adventure Park	49



Other

COMPANY	INDEX
Community Bank	792
Trinity Health	788
NBT Bank	695
Super Wash	543
AmericInn	540
Aspirus	531
Wesbanco	478
First National Bank F.N.B.	413
First Interstate Bank	410
Pinnacle Bank Texas	406
First Merchants Bank	402

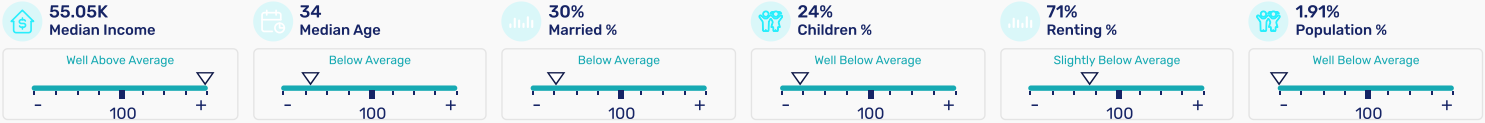


Raising The Bar

Primarily young, well-educated renters raising the waterline in diverse, mixed-income areas. This segment enjoys podcasts like My Favorite Murder and has an interest in African American media outlets. They visit independent beauty stores for cosmetics and LGBTQ Bars for fun. Many get their workouts at their local LA Fitness. They design and buy unique products from independent artists on RedBubble.com. Top influencers include prominent African Americans like Keisha Bottoms and Jill Scott and activist accounts like the Human Rights Campaign. They are frequent social media users and common social hashtags include #adulthood, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





Next Wave

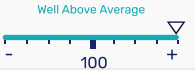
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Segment Demographic National Overview

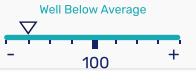
*Index=100 is the National Average Across All Segments



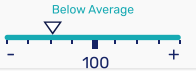
43.96K
Median Income



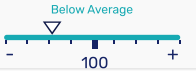
28
Median Age



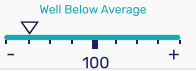
56%
Married %



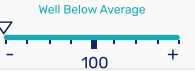
56%
Children %



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



College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



20.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



10%

Married %

Well Below Average



7%

Children %

Well Below Average



92%

Renting %

Average



0.72%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

COMPANY	INDEX
Insomnia Cookies	1589
Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231



Diesel Blues

Blue-collar mixed black and white neighborhoods with low education and income. Half are homeowners. They love TV... TNT and Dr. Phil stand out in their viewership. Fast food pizza is a go-to meal -- Little Caesar's, Papa John's, and Pizza Hut are in their top 5 brand influencers. Dollar stores cover the essentials while keeping costs down. Soulja Boy and Omar Epps are popular with this segment. They discuss topics like #Grit, #Jordan, #PS4share, and #ByeFelicia.

Segment Demographic National Overview

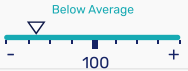
*Index=100 is the National Average Across All Segments



27.69K
Median Income



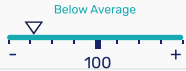
37
Median Age



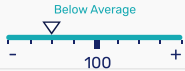
27%
Married %



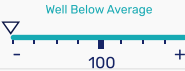
32%
Children %



52%
Renting %



0.96%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
It's Fashion	943
Enmarket Convenience Stores	715
Roses	703
Dirt Cheap	701
Citi Trends	631
Farmers Home Furniture	608
E-Z Mart	601
SHOE SHOW	596
Factory Connection	519
Badcock Home Furniture	475
Refuel Market	471



Restaurant

COMPANY	INDEX
Simple Simon's Pizza	558
Pizza Inn	551
Huddle House	531
Jack's Family Restaurants	425
Captain D's Seafood Restaurant	408
Krystal	398
PJ's Coffee of New Orleans	393
American Deli	392
Mazzio's Italian Eatery	344
Bojangles'	341
Guthrie's	341



Grocery

COMPANY	INDEX
Food Giant	874
Piggly Wiggly	843
Associated Grocers -Baton Rouge	433
Brookshire's Grocery Company	347
Food Lion	318
Brookshire Brothers	297
Save-A-Lot	280
Save-A-Lot	280
Ruler Foods	246
IGA (Independent Grocers Alliance)	232
Ingles Markets	198



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	143
Anytime Fitness	94
Planet Fitness	85
GNC (General Nutrition Centers)	79
YMCA	68
Snap Fitness	61
The Vitamin Shoppe	58
WW (Weight Watchers)	57
Crunch	57
CrossFit	55
Stretch Zone	53



Entertainment

COMPANY	INDEX
Chuck E. Cheese's	108
Urban Air Adventure Park	83
Get Air	81
Altitude Trampoline Parks	81
Painting with a Twist	74
Main Event Entertainment	74
Main Event Entertainment	74
AMF Bowling Centers	74
Sky Zone Indoor Trampoline Park	70
Cinemark Theatres	68
AMC Entertainment	59



Other

COMPANY	INDEX
Renasant Bank	749
1st Franklin Financial Corporation	622
First Bank	611
The First Bancshares	598
Trustmark National Bank	588
Ameris Bank	531
Hancock Whitney	465
Cadence Bank	464
Talecris Plasma Resources	433
South State Bank	361
Childcare Network	345



Rhythmic Renters

Afro-Latino renters in dense urban areas working blue-collar and service professions making below average income. African and Latin cultures fuse to create a unique lifestyle. Commonly single parents, they read Vibe Magazine, follow The Cut, and watch ESPN Deportes. They regularly visit prepaid phone stores and shop at Jimmy Jazz and Ashley Stewart. They follow high fashion brands like Saint Laurent and Marc Jacobs, but a low rent-to-earning ratio limits discretionary spending. They use hashtags like #fashion, #bae, and #womenempowerment.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



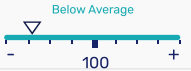
36.62K

Median Income



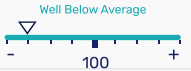
33

Median Age



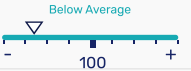
27%

Married %



38%

Children %



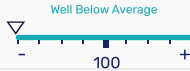
86%

Renting %



1.07%

Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Kids Foot Locker	1955
Parts Authority	1020
Foot Locker	960
WSS	920
JD Sports US	845
Ashley Stewart	702
Bolla Market	532
Rainbow Shops	520
The Children's Place	495
76	455
Alliance Energy	440



Restaurant

COMPANY	INDEX
Louisiana Fried Chicken	1863
Golden Krust Caribbean Bakery and Grill	1319
Winchell's Donut House	1291
Pollo Campero	989
Fatburger	870
Blimpie	632
sweetgreen	606
WaBa Grill	563
El Pollo Loco	559
Sizzler	533
Hook & Reel Cajun Seafood & Bar	519



Grocery

COMPANY	INDEX
C Town Supermarkets	2926
Key Food	1337
Bravo Supermarkets	1087
El Super	1038
Price Rite	775
Ralphs	601
Smart & Final	503
Stop & Shop	357
Vons	297
ShopRite	254
99 Ranch Market	253



Fitness

COMPANY	INDEX
24 Hour Fitness	290
Retro Fitness	280
RISE	218
RISE	218
UFC Gym	212
CorePower Yoga	199
LA Fitness	165
GNC (General Nutrition Centers)	149
Chuze Fitness	135
Fitness 19	134
Crunch	129



Entertainment

COMPANY	INDEX
Dave & Buster's	200
Century Theatres	198
Chuck E. Cheese's	170
AMC Entertainment	156
Bowlero	131
Toptracer	129
Sky Zone Indoor Trampoline Park	94
Topgolf	90
Topgolf	90
Color Me Mine US	89
Cinemark Theatres	79



Other

COMPANY	INDEX
Metro by T-Mobile	1758
Metro by T-Mobile	1758
PLS Financial Services	815
Citibank	718
Western Dental	677
MOXY Hotels	673
InterContinental Hotels Group	515
Capital One	457
Bright Now Dental	427
Santander Bank	412
Extra Space Storage	408