

2025 ○ —————



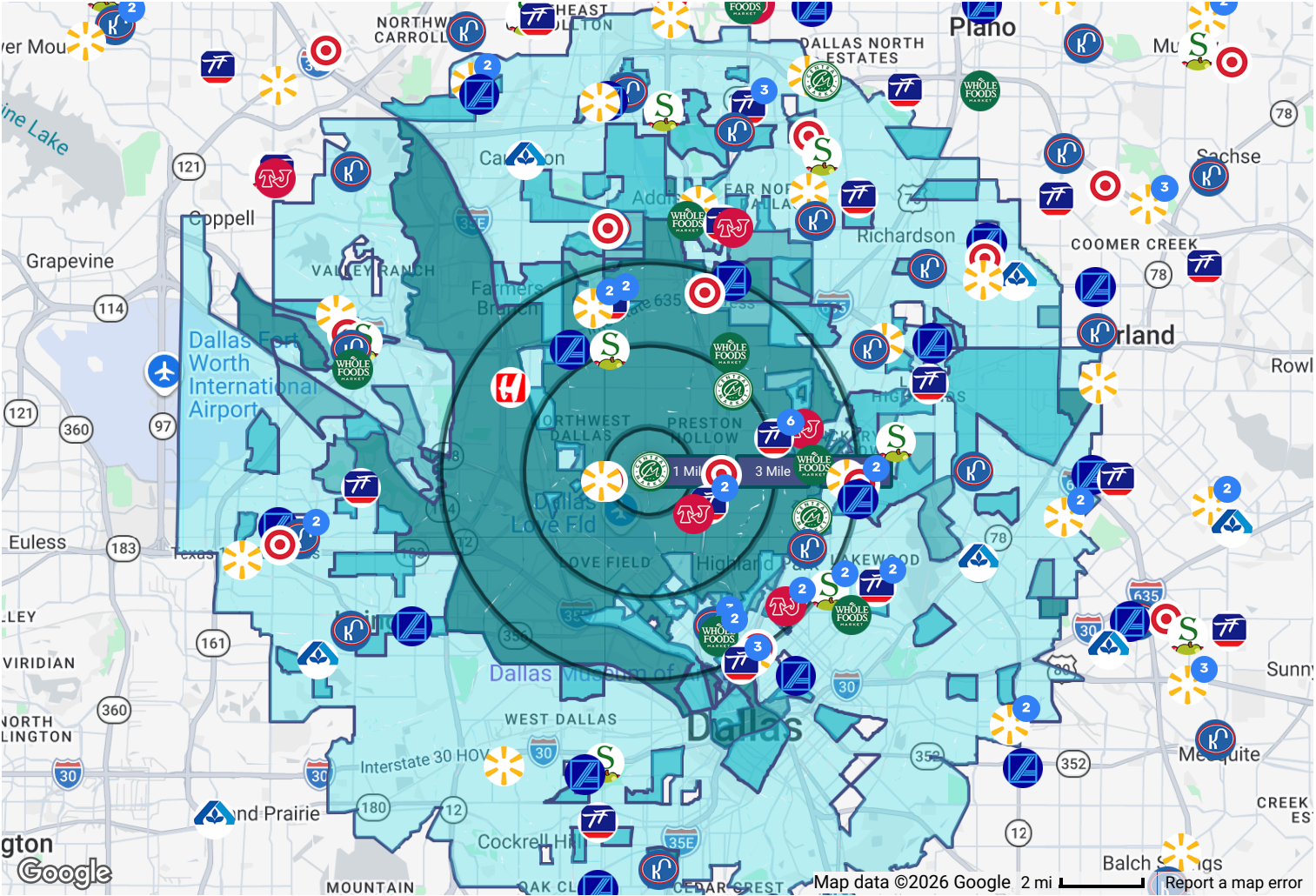
PRIMARY

Village at Preston Hollow

4343 W Northwest Hwy,
Dallas, TX 75220 • 95,088 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Village at Preston Hollow



TRADE AREA KEY



Village at Preston Hollow



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Village at Preston Hollow
4343 W Northwest Hwy Dallas, TX 75220



Persona

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westwood Village at Preston Hollow								
TRADE AREA		1 MI		3 MI				
	GROUP Young Urban Singles SEGMENT Multicultural Renters	14%		GROUP Ultra Wealthy Families SEGMENT Tech Titans	24%		GROUP Ultra Wealthy Families SEGMENT Tech Titans	26%
	GROUP Young Professionals SEGMENT Raising The Bar	7%		GROUP Ultra Wealthy Families SEGMENT Exclusive Exburbs	18%		GROUP Melting Pot Families SEGMENT Farmsted Fusion	12%
	GROUP Young Professionals SEGMENT Rising Professionals	6%		GROUP Upper Suburban Dive... SEGMENT Bootstrappers	11%		GROUP Melting Pot Families SEGMENT In The Heights	10%
	GROUP Melting Pot Families SEGMENT Farmsted Fusion	4%		GROUP Young Urban Singles SEGMENT Big City Progressives	6%		GROUP Ultra Wealthy Families SEGMENT Exclusive Exburbs	4%
	GROUP Ultra Wealthy Families SEGMENT Tech Titans	4%		GROUP Wealthy Suburban Fa... SEGMENT Fusion Families	4%		GROUP Ultra Wealthy Families SEGMENT Sky High	4%

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



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Village at Preston Hollow		
5 MI		
	GROUP Young Professionals SEGMENT Raising The Bar	16%
	GROUP Ultra Wealthy Families SEGMENT Tech Titans	11%
	GROUP Young Urban Singles SEGMENT Multicultural Renters	11%
	GROUP Melting Pot Families SEGMENT Farmsted Fusion	5%
	GROUP Educated Urbanites SEGMENT Urbanists	4%

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DemographicsTrade Area:Closest 70% of Visitors (combined)

Village at Preston Hollow

PROPERTIES	 Village at Preston Hollow			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	1.53M	11.10K	115.31K	325.81K
5-Year Population Growth Rate	2.9%	2.5%	2.8%	5%
Total Daytime Population	2.32M	9.72K	171.55K	698.08K
Average Household Income	\$139.6K	\$308.3K	\$249.9K	\$191.9K
Total Households	633.02K	4.68K	44.70K	150.25K
Average Home Value	\$521.9K	\$1.5M	\$1.1M	\$787.8K
Bachelor's Degree and Higher	44.8%	70.3%	54.9%	59.5%
Employed	96.7%	97.3%	96.8%	96.9%



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westwood

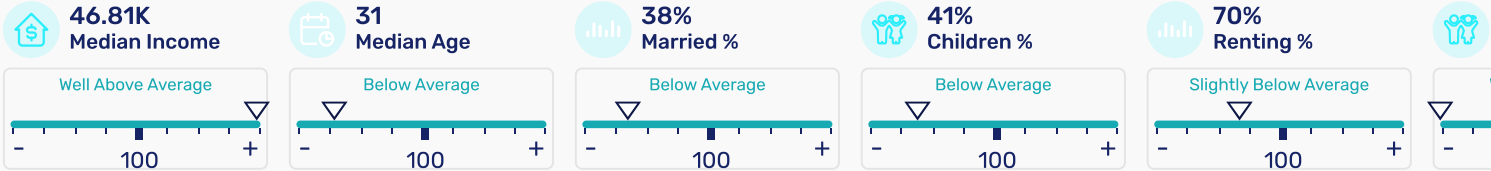


Multicultural Renters

White and Latino renters making low relative income in high property value areas. These primarily blue-collar and service workers are likely to have children and may be struggling to make ends meet. Their top over-indexing brand is Money Mart, quickly followed by a slew of discount stores and services. This segment watches ESPN Deportes and follows Latino influencers such as George Lopez and Shakira. They follow FC Barcelona and brands like SkullCandy and Anastasia Beverly Hills. They use hashtags like #SmallBusiness, #WonderWoman, #Entrepreneur, #Queen, and #DontGiveUp.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail		Restaurant		Grocery	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
Plaid Pantry	563	Black Rock Coffee Bar	385	WinCo Foods	367
Mor Furniture for Less	347	Pollo Tropical	338	Price Rite	320
Rodda Paint	337	Port of Subs	308	Grocery Outlet	299
Brake Masters	298	Wienerschnitzel	308	Fry's Food & Drug Stores	293
America's Tire	286	Mountain Mike's Pizza	304	Stater Bros. Markets	258
Jacksons Food Stores	281	Round Table Pizza	288	Bravo Supermarkets	253
Fred Meyer	267	Dutch Bros Coffee	285	Smart & Final	252
dd's DISCOUNTS	262	Carl's Jr.	273	Watermill Express	251
SpeedDee Oil Change & Auto Service	248	Baja Fresh	264	Vons	237
Reddy Ice	247	The Human Bean	260	CHEF'SSTORE	223
Fix Auto Worldwide	246	Ono Hawaiian BBQ	257	El Super	222

Fitness		Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
EOS Fitness	277	Century Theatres	184	Western Dental	305
Chuze Fitness	249	Altitude Trampoline Parks	163	Bright Now Dental	294
Youfit Health Clubs	246	Bowlero	150	Sparkling Image Car Wash	277
Fitness 19	226	Chuck E. Cheese's	144	Golden Nozzle Car Wash	257
VASA Fitness	221	Regal Entertainment Group	137	Quick Quack Car Wash	255
24 Hour Fitness	175	Dave & Buster's	136	Umpqua Bank	251
Nutrishop	165	Get Air	130	Boost Mobile	247
LA Fitness	146	Sky Zone Indoor Trampoline Park	129	Pacific Dental Services (PDS)	224
Gold's Gym	145	Main Event Entertainment	120	Champions	214
Crunch	123	Main Event Entertainment	120	Frost Bank	208
The Vitamin Shoppe	120	AMC Entertainment	117	Comfort Dental	199





westwood

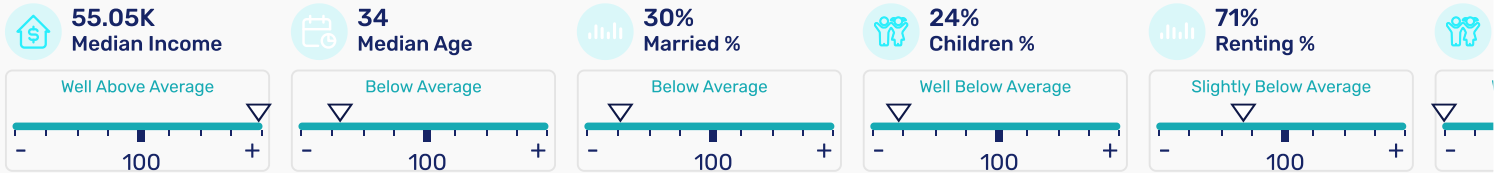


Raising The Bar

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 #adulting, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



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'SSTORE	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



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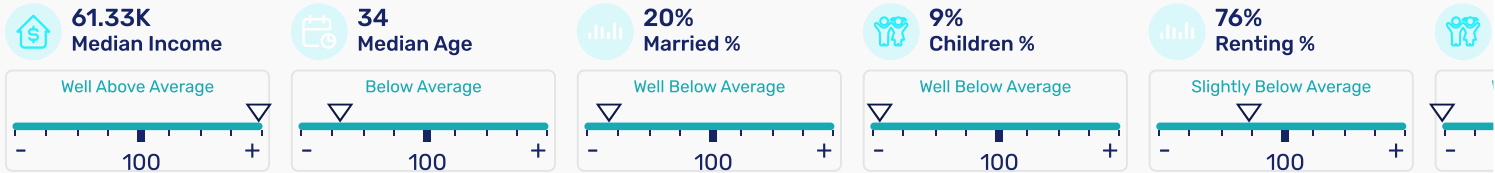


Rising Professionals

Well-educated college graduates renting in the trendiest parts of town. Huge podcast listeners, this segment loves NPR and a host of podcasts, particularly related to true crime. For them, local is cool. Independent coffee shops are a place to hang out, LGBTQ bars are nearby, and co-op grocers are commonplace. Insomnia Cookies is a unique place for a treat. Rock climbing is a popular recreation activity, with brand influence from Black Diamond, Back Country, and Mountain Hardware. They follow Queer Eye on social and talk about #Friyay, #Local, #Single, #Coffee, and #FirstWorldProblems.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Blick Art Materials	480
Aveda	464
Urban Outfitters	384
West Elm	372
Plaid Pantry	370
Relax The Back	369
Free People	355
Warby Parker	342
Apple Retail Store	331
Anthropologie	297
Drybar	295



Restaurant

COMPANY	INDEX
Snooze	568
Velvet Taco	529
The Capital Grille	424
Morton's The Steakhouse	417
Insomnia Cookies	386
Ruth's Chris Steak House	385
Ziggi's Coffee	332
Bruegger's	301
sweetgreen	293
Torchy's Tacos	280
The Melting Pot Restaurant	278



Grocery

COMPANY	INDEX
National Co-op Grocers	489
King Soopers	397
Whole Foods Market	271
Brewers Association	266
Natural Grocers	265
The Spice & Tea Exchange	251
Trader Joe's	226
Wild Fork Foods	214
Harris Teeter	206
Ralphs	193
Total Wine & More	188



Fitness

COMPANY	INDEX
CorePower Yoga	554
barre3	269
SPENGA	252
The Bar Method	251
Lifetime Fitness	251
TITLE Boxing Club	227
Genesis Health Clubs	227
CycleBar	227
Fitness Together	220
VASA Fitness	205
Pure Barre	201



Entertainment

COMPANY	INDEX
Topgolf	201
Topgolf	201
Century Theatres	193
Color Me Mine US	177
AMC Entertainment	161
Pinot's Palette	153
Color Me Mine	145
Painting with a Twist	142
Dave & Buster's	136
Toptracer	131
Regal Entertainment Group	125



Other

COMPANY	INDEX
Tribute Portfolio	717
Hyatt House	714
Kimpton Hotels & Restaurants	678
MOXY Hotels	670
AC Hotels by Marriott	654
The Ritz-Carlton	585
Autograph Collection Hotels	563
Hyatt Regency	561
Curio Collection	540
Aloft Hotels	534
Atrium Health	522

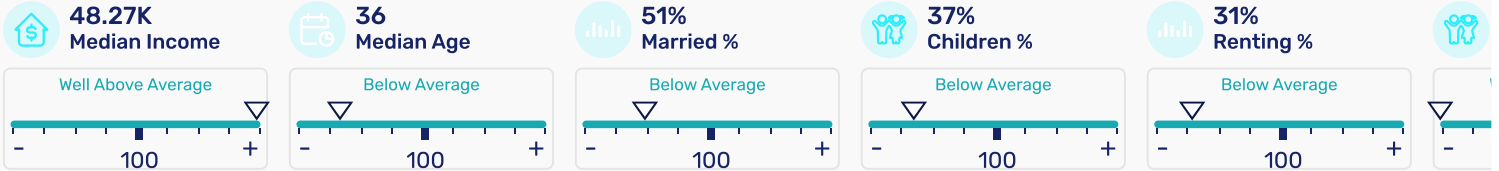


Farmsted Fusion

Households in Latin-influenced rural communities working farm, service, and blue-collar jobs. They watch Lifetime movies and shows like The Voice. These deal-seekers shop at Bealls, Boot Barn, and Sears and eat at Cicis and Sonic. They can be into the paranormal, researching haunted houses, watching horror, listening to Last Podcast on the Left, and hashtagging #Psychic. They play pool, read Hispanic content, and take vacations on the cheap visiting campgrounds and follow brands like Bass Pro Shops and Cabelas for gear. They listen to G-Eazy, Billie Eilish, Selena Gomez, and Miranda Lambert and hashtag #country, #voterid, #latino, and #grit.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Allsup's	2054
Toot'n Totum	1262
Yesway	721
Stripes Convenience Stores	668
CEFCO Convenience Stores	612
Quarles Fleet Fueling	598
Sutherland Lumber	541
Valero Energy	491
EZPAWN	456
Loaf 'N Jug	453
Cavender's	448



Restaurant

COMPANY	INDEX
Chicken Express	654
Golden Chick	633
Whataburger	484
Gatti's Pizza	400
Daylight Donuts	400
Church's Chicken	349
Pizza Inn	340
Schlotzsky's	338
Saltgrass Steak House	318
Shipley Do-Nuts	316
Sonic	308



Grocery

COMPANY	INDEX
Lowe's Market	2198
Brookshire Brothers	933
H-E-B	602
Brookshire's Grocery Company	551
La Michoacana Meat Market	406
Spec's Wine, Spirits & Finer Foods	344
Watermill Express	344
Smith's Food & Drug Stores	212
United Grocery Outlet	142
Natural Grocers	137
Harps Food Store	133



Fitness

COMPANY	INDEX
Snap Fitness	163
Anytime Fitness	133
Gold's Gym	93
HOTWORX	87
WORKOUT ANYTIME	79
GNC (General Nutrition Centers)	74
Planet Fitness	72
Curves	68
Jazzercise	64
Crunch	63
VASA Fitness	62



Entertainment

COMPANY	INDEX
Main Event Entertainment	150
Main Event Entertainment	150
Cinemark Theatres	131
Altitude Trampoline Parks	129
Urban Air Adventure Park	119
Painting with a Twist	100
Chuck E. Cheese's	91
Century Theatres	73
Topgolf	72
Topgolf	72
Dave & Buster's	61



Other

COMPANY	INDEX
Prosperity Bank	970
TBK Bank	503
Comet Cleaners	479
WaFd Bank	442
Frost Bank	435
IBC Bank	429
Budget Host	348
Pinnacle Bank Texas	334
Blue Beacon Truck Wash	304
Studio 6	296
Americas Best Value Inn	296

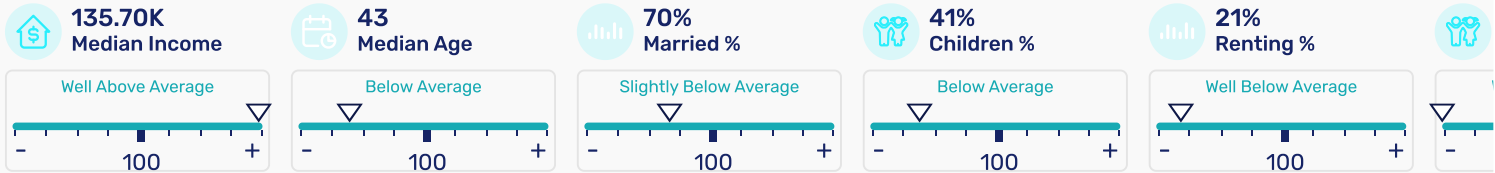


Tech Titans

Tech-forward wealthy families in proximity to software and highly technical jobs. These well-educated and mostly Asian families are 3x as likely to be engineers. They get news from Forbes, read MIT Technology Review, visit websites like Ars Technica, and ReadWrite. Children influence TV choices, Nickelodeon, Disney, and Cartoon Network being the top three. They drop their kids off at Kumon, shop at Kate Spade, and drive Teslas. On social they follow tech influencers like Sundar Pichai (Google), Satya Nadella (Microsoft), and hashtag things like #cloud, #drones, and #startrek.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Tesla Motors	2022
76	689
Bloomingdale's	534
Tory Burch	526
Navy Exchange	507
America's Tire	455
SpeedDee Oil Change & Auto Service	421
Crate and Barrel	420
Toyota	416
Fix Auto Worldwide	411
Saks Fifth Avenue OFF 5TH	407

Restaurant

COMPANY	INDEX
Paris Baguette USA	2154
L&L Hawaiian Barbecue	1397
85 Degrees C Bakery Cafe	1345
Lee's Sandwiches	1287
Jollibee US	1154
Togo's Eateries	1117
Pee't's Coffee and Tea	969
Bonchon	855
Jamba Juice	749
Vitality Bowls	713
Lazy Dog Cafe	556

Grocery

COMPANY	INDEX
99 Ranch Market	2080
H Mart	1255
Patel Brothers	818
BevMo	584
Safeway	486
Ralphs	432
Smart & Final	418
Amazon Fresh	385
Trader Joe's	383
Sprouts Farmers Market	322
Whole Foods Market	309

Fitness

COMPANY	INDEX
UFC Gym	1336
24 Hour Fitness	890
YogaSix	518
Fitness 19	453
The Bar Method	365
CorePower Yoga	341
Gold's Gym	271
Lifetime Fitness	231
Retro Fitness	210
Club Pilates	206
LA Fitness	193

Entertainment

COMPANY	INDEX
Century Theatres	733
Color Me Mine US	404
Color Me Mine	305
Dave & Buster's	279
Bowlero	171
Regal Entertainment Group	168
AMC Entertainment	155
Pinot's Palette	152
Toptracer	126
Sky Zone Indoor Trampoline Park	123
Chuck E. Cheese's	117

Other

COMPANY	INDEX
C2 Education	1335
Eye Level	692
Citibank	573
Kumon Institute of Education	474
Mathnasium	376
Western Dental	366
Marriott Vacation Club	322
Sunrise Senior Living	298
Phenix Salon Suites	298
European Wax Center (EWC)	291
Hyatt House	289

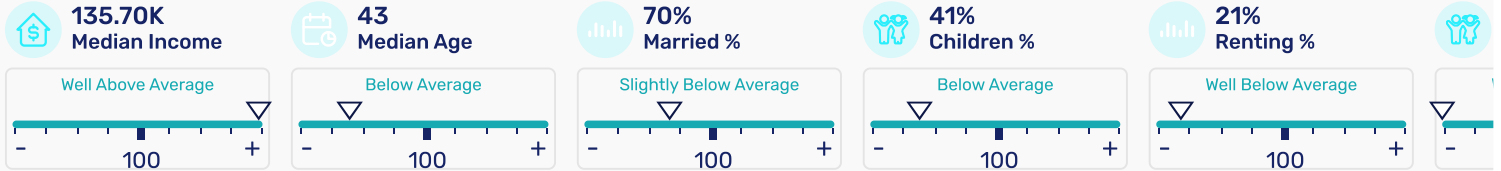


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SpeedDee Oil Change & Auto Service	421
Crate and Barrel	420
Toyota	416
Fix Auto Worldwide	411
Saks Fifth Avenue OFF 5TH	407



Restaurant

COMPANY	INDEX
Paris Baguette USA	2154
L&L Hawaiian Barbecue	1397
85 Degrees C Bakery Cafe	1345
Lee's Sandwiches	1287
Jollibee US	1154
Togo's Eateries	1117
Pee't's Coffee and Tea	969
Bonchon	855
Jamba Juice	749
Vitality Bowls	713
Lazy Dog Cafe	556



Grocery

COMPANY	INDEX
99 Ranch Market	2080
H Mart	1255
Patel Brothers	818
BevMo	584
Safeway	486
Ralphs	432
Smart & Final	418
Amazon Fresh	385
Trader Joe's	383
Sprouts Farmers Market	322
Whole Foods Market	309



Fitness

COMPANY	INDEX
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24 Hour Fitness	890
YogaSix	518
Fitness 19	453
The Bar Method	365
CorePower Yoga	341
Gold's Gym	271
Lifetime Fitness	231
Retro Fitness	210
Club Pilates	206
LA Fitness	193



Entertainment

COMPANY	INDEX
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Color Me Mine	305
Dave & Buster's	279
Bowlero	171
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AMC Entertainment	155
Pinot's Palette	152
Toptracer	126
Sky Zone Indoor Trampoline Park	123
Chuck E. Cheese's	117



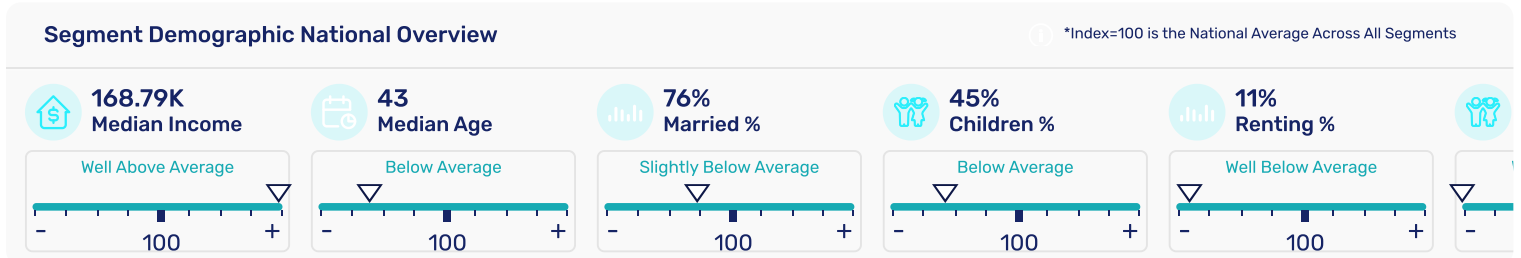
Other

COMPANY	INDEX
C2 Education	1335
Eye Level	692
Citibank	573
Kumon Institute of Education	474
Mathnasium	376
Western Dental	366
Marriott Vacation Club	322
Sunrise Senior Living	298
Phenix Salon Suites	298
European Wax Center (EWC)	291
Hyatt House	289



Exclusive Exburbs
 18%

High-income families living in wealthy enclaves on the outskirts of major cities. Interested and often employed in tech, they read MIT Technology Review and TechCrunch and follow CEOs Satya Nadella and Sundar Pichai. They frequent independent electronic retailers, bookstores, and Trader Joe's, drive Teslas, and get their clothes from Chico's and Nordstrom. Topics include #technology, #cloud, and #womenempoweringwomen.



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Bluemercury	655
RH	504
Bassett Furniture	433
Drybar	416
Nordstrom	400
Bloomingdale's	376
Tempur-Pedic	361
Pottery Barn	350
California Closets	338
Tilly's	322
Crate and Barrel	317



Fitness

COMPANY	INDEX
The Bar Method	1001
Lifetime Fitness	579
YogaSix	496
Fitness 19	419
Onelife Fitness	414
24 Hour Fitness	394
Club Pilates	347
The Exercise Coach	334
CycleBar	329
StretchLab	301
TITLE Boxing Club	297



Restaurant

COMPANY	INDEX
Peet's Coffee and Tea	932
Chopt Creative Salad	653
Vitality Bowls	550
Paris Baguette USA	511
Baja Fresh	502
Vocelli Pizza	458
Bonchon	424
Togo's Eateries	415
Robeks	406
LEDO Pizza	401
Nékter Juice Bar	385



Entertainment

COMPANY	INDEX
Pinot's Palette	371
Color Me Mine US	346
Color Me Mine	305
Toptracer	248
Board & Brush	208
Century Theatres	201
Topgolf	176
Topgolf	176
Bowlero	147
Regal Entertainment Group	146
Dave & Buster's	144



Grocery

COMPANY	INDEX
Giant Food	763
Patel Brothers	692
99 Ranch Market	568
H Mart	547
Ralphs	440
Trader Joe's	414
BevMo	390
Amazon Fresh	381
Virginia Alcoholic Beverage Control Authority	366
Vons	350
Harris Teeter	339



Other

COMPANY	INDEX
C2 Education	964
Eye Level	520
My Gym Children's Fitness Centers	499
LaVida Massage	471
Xplor	402
Mathnasium	383
School of Rock	380
Kumon Institute of Education	361
Sunrise Senior Living	349
Huntington Learning Centers	338
Floyd's 99 Barbershop	316



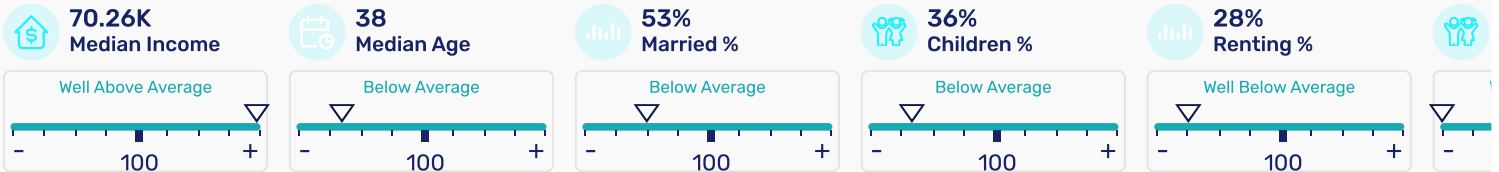


Bootstrappers

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 #workinprogress, #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'SSTORE	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



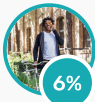
Entertainment

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

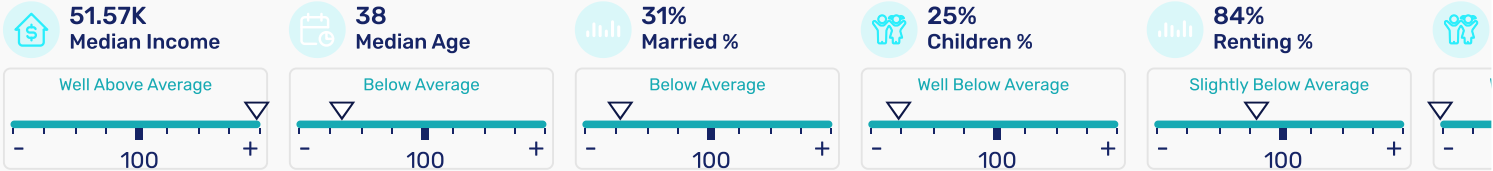


Big City Progressives

Young diverse renters working service and low paying arts/entertainment jobs trying to "make it" in top tier cities. They read NY Magazine and The Intercept, listen to You're Wrong About... (the podcast), and exclusively use public transportation. These individuals are twice as likely to use meal delivery services. They love dog parks and art museums, get their exercise at trendy workout studio's like Equinox and Soul Cycle, and like to look good, visiting fashion stores like Jimmy Jazz, ALDO, and Zara. They follow activist accounts like ColorOfChange and Black Lives Matter on social media. Common hashtags include #LovelsLove, #Fashion, #Jazz, #GoldenGlobes, #Resist, and #Tech.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Kids Foot Locker	1364
Bolla Market	1228
Foot Locker	796
Bloomingdale's	694
Hyundai Motor	594
JD Sports US	568
Volkswagen	554
Chrysler	540
RAM Trucks	511
Toyota	510
Parts Authority	508

Restaurant

COMPANY	INDEX
Golden Krust Caribbean Bakery and Grill	1221
Paris Baguette USA	932
Nathan's Famous	762
Fatburger	755
sweetgreen	744
Winchell's Donut House	646
Louisiana Fried Chicken	536
Jollibee US	522
Blimpie	494
Pollo Campero	435
Boston Market	428

Grocery

COMPANY	INDEX
C Town Supermarkets	2212
Key Food	1737
Ralphs	796
Bravo Supermarkets	530
Vons	471
H Mart	465
Smart & Final	459
99 Ranch Market	369
Amazon Fresh	348
El Super	314
Patel Brothers	289

Fitness

COMPANY	INDEX
Retro Fitness	431
24 Hour Fitness	359
UFC Gym	344
CorePower Yoga	267
The Bar Method	207
Fitness 19	205
YogaSix	180
LA Fitness	157
GNC (General Nutrition Centers)	154
Nutrishop	141
Club Pilates	137

Entertainment

COMPANY	INDEX
Century Theatres	262
Color Me Mine US	262
Dave & Buster's	186
Color Me Mine	164
AMC Entertainment	144
Toptracer	133
Bowlero	127
Chuck E. Cheese's	117
Pinot's Palette	94
Sky Zone Indoor Trampoline Park	84
Regal Entertainment Group	81

Other

COMPANY	INDEX
MOXY Hotels	1108
Metro by T-Mobile	985
Metro by T-Mobile	985
Citibank	866
InterContinental Hotels Group	778
Kimpton Hotels & Restaurants	704
The Ritz-Carlton	655
Santander Bank	576
Capital One	548
Westin Hotels & Resorts	512
PLS Financial Services	507



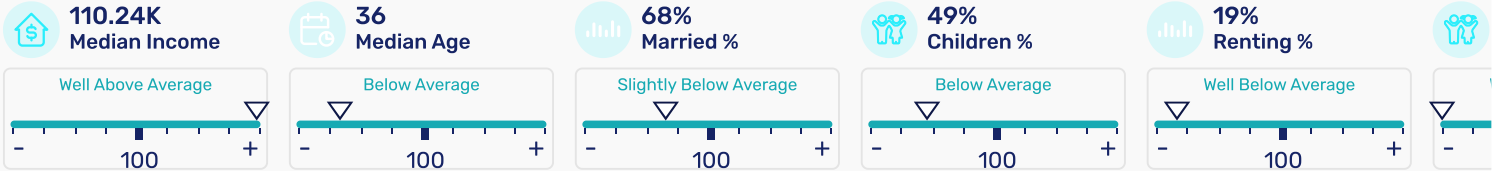


Fusion Families

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 #motherdsay.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
Speedee 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

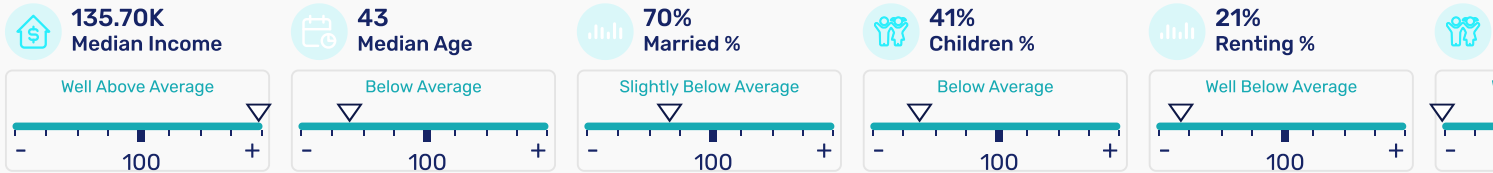


Tech Titans

Tech-forward wealthy families in proximity to software and highly technical jobs. These well-educated and mostly Asian families are 3x as likely to be engineers. They get news from Forbes, read MIT Technology Review, visit websites like Ars Technica, and ReadWrite. Children influence TV choices, Nickelodeon, Disney, and Cartoon Network being the top three. They drop their kids off at Kumon, shop at Kate Spade, and drive Teslas. On social they follow tech influencers like Sundar Pichai (Google), Satya Nadella (Microsoft), and hashtag things like #cloud, #drones, and #startrek.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Tesla Motors	2022
76	689
Bloomingdale's	534
Tory Burch	526
Navy Exchange	507
America's Tire	455
SpeedDee Oil Change & Auto Service	421
Crate and Barrel	420
Toyota	416
Fix Auto Worldwide	411
Saks Fifth Avenue OFF 5TH	407

Restaurant

COMPANY	INDEX
Paris Baguette USA	2154
L&L Hawaiian Barbecue	1397
85 Degrees C Bakery Cafe	1345
Lee's Sandwiches	1287
Jollibee US	1154
Togo's Eateries	1117
Pee't's Coffee and Tea	969
Bonchon	855
Jamba Juice	749
Vitality Bowls	713
Lazy Dog Cafe	556

Grocery

COMPANY	INDEX
99 Ranch Market	2080
H Mart	1255
Patel Brothers	818
BevMo	584
Safeway	486
Ralphs	432
Smart & Final	418
Amazon Fresh	385
Trader Joe's	383
Sprouts Farmers Market	322
Whole Foods Market	309

Fitness

COMPANY	INDEX
UFC Gym	1336
24 Hour Fitness	890
YogaSix	518
Fitness 19	453
The Bar Method	365
CorePower Yoga	341
Gold's Gym	271
Lifetime Fitness	231
Retro Fitness	210
Club Pilates	206
LA Fitness	193

Entertainment

COMPANY	INDEX
Century Theatres	733
Color Me Mine US	404
Color Me Mine	305
Dave & Buster's	279
Bowlero	171
Regal Entertainment Group	168
AMC Entertainment	155
Pinot's Palette	152
Toptracer	126
Sky Zone Indoor Trampoline Park	123
Chuck E. Cheese's	117

Other

COMPANY	INDEX
C2 Education	1335
Eye Level	692
Citibank	573
Kumon Institute of Education	474
Mathnasium	376
Western Dental	366
Marriott Vacation Club	322
Sunrise Senior Living	298
Phenix Salon Suites	298
European Wax Center (EWC)	291
Hyatt House	289



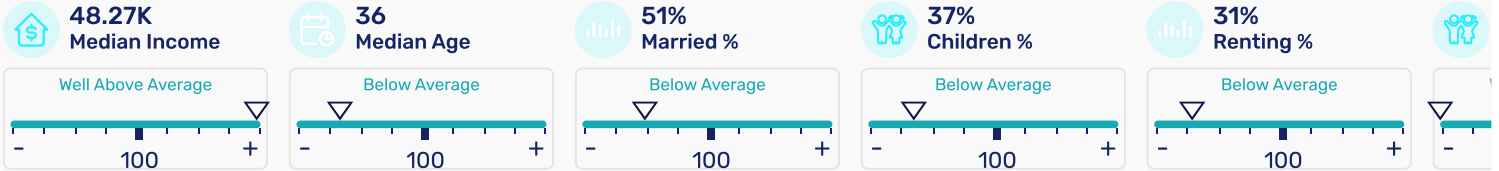


Farmsted Fusion

Households in Latin-influenced rural communities working farm, service, and blue-collar jobs. They watch Lifetime movies and shows like The Voice. These deal-seekers shop at Bealls, Boot Barn, and Sears and eat at Cicis and Sonic. They can be into the paranormal, researching haunted houses, watching horror, listening to Last Podcast on the Left, and hashtagging #Psychic. They play pool, read Hispanic content, and take vacations on the cheap visiting campgrounds and follow brands like Bass Pro Shops and Cabelas for gear. They listen to G-Eazy, Billie Eilish, Selena Gomez, and Miranda Lambert and hashtag #country, #voterid, #latino, and #grit.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Allsup's	2054
Toot'n Totum	1262
Yesway	721
Stripes Convenience Stores	668
CEFCO Convenience Stores	612
Quarles Fleet Fueling	598
Sutherland Lumber	541
Valero Energy	491
EZPAWN	456
Loaf 'N Jug	453
Cavender's	448



Restaurant

COMPANY	INDEX
Chicken Express	654
Golden Chick	633
Whataburger	484
Gatti's Pizza	400
Daylight Donuts	400
Church's Chicken	349
Pizza Inn	340
Schlotzsky's	338
Saltgrass Steak House	318
Shipley Do-Nuts	316
Sonic	308



Grocery

COMPANY	INDEX
Lowe's Market	2198
Brookshire Brothers	933
H-E-B	602
Brookshire's Grocery Company	551
La Michoacana Meat Market	406
Spec's Wine, Spirits & Finer Foods	344
Watermill Express	344
Smith's Food & Drug Stores	212
United Grocery Outlet	142
Natural Grocers	137
Harps Food Store	133



Fitness

COMPANY	INDEX
Snap Fitness	163
Anytime Fitness	133
Gold's Gym	93
HOTWORX	87
WORKOUT ANYTIME	79
GNC (General Nutrition Centers)	74
Planet Fitness	72
Curves	68
Jazzercise	64
Crunch	63
VASA Fitness	62



Entertainment

COMPANY	INDEX
Main Event Entertainment	150
Main Event Entertainment	150
Cinemark Theatres	131
Altitude Trampoline Parks	129
Urban Air Adventure Park	119
Painting with a Twist	100
Chuck E. Cheese's	91
Century Theatres	73
Topgolf	72
Topgolf	72
Dave & Buster's	61



Other

COMPANY	INDEX
Prosperity Bank	970
TBK Bank	503
Comet Cleaners	479
WaFd Bank	442
Frost Bank	435
IBC Bank	429
Budget Host	348
Pinnacle Bank Texas	334
Blue Beacon Truck Wash	304
Studio 6	296
Americas Best Value Inn	296

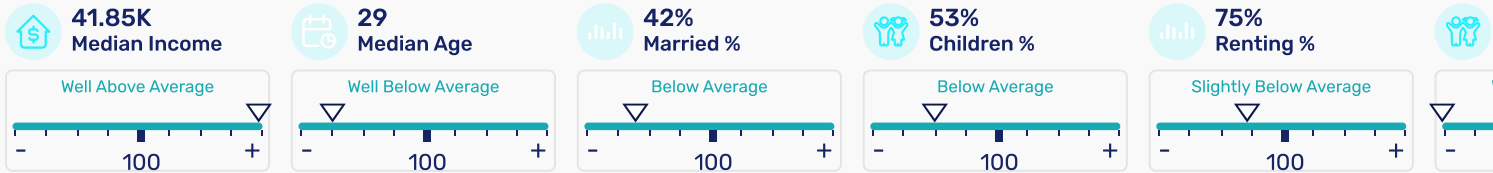


In The Heights

Hispanic households renting in dense urban environments. These 5+ person households work blue-collar and service jobs, most without a high school degree. They watch ESPN Deportes, Cartoon Network and use WhatsApp and Snapchat. They follow brands like KylieCosmetics, Foot Locker, and Nike Basketball. The dominant social topics in these areas are Hip Hop Culture, Activism, and Party Life. They visit locally-owned stores, such as dollar stores, independent groceries, women's apparel retailers, and local bakeries. They follow Papa Francisco, Pitbull, Enrique Iglesias, and hashtag #Brasil, and #FinDeSemana (weekend).

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
WSS	1728
dd's DISCOUNTS	812
Dunn Edwards	717
Fix Auto Worldwide	684
Battery Systems	675
Toyota	524
1-800-Flowers	492
76	486
Foot Locker	437
Big 5 Sporting Goods	432
The Children's Place	425



Restaurant

COMPANY	INDEX
Winchell's Donut House	2709
Louisiana Fried Chicken	1981
WaBa Grill	1392
Pollo Campero	1375
Ono Hawaiian BBQ	1069
El Pollo Loco	861
Lee's Sandwiches	705
The Flame Broiler	620
Fatburger	588
Sizzler	541
Jack in the Box	530



Grocery

COMPANY	INDEX
El Super	2862
Smart & Final	802
Stater Bros. Markets	497
Ralphs	490
C Town Supermarkets	470
Vons	361
BevMo	297
UNFI (United Natural Foods)	288
99 Ranch Market	282
Amazon Fresh	276
Grocery Outlet	262



Fitness

COMPANY	INDEX
Chuze Fitness	520
Fitness 19	496
24 Hour Fitness	336
UFC Gym	255
LA Fitness	198
Nutrishop	182
EOS Fitness	166
Planet Fitness	126
GNC (General Nutrition Centers)	117
Curves	104
CorePower Yoga	100



Entertainment

COMPANY	INDEX
Century Theatres	242
Chuck E. Cheese's	222
AMC Entertainment	156
Dave & Buster's	143
Bowlero	140
Sky Zone Indoor Trampoline Park	114
Color Me Mine	103
Color Me Mine US	102
Cinemark Theatres	93
Regal Entertainment Group	85
Get Air	85



Other

COMPANY	INDEX
Metro by T-Mobile	1794
Metro by T-Mobile	1794
Western Dental	1061
PLS Financial Services	1003
Boost Mobile	992
Bright Now Dental	682
Citibank	447
MOXY Hotels	340
Bank of America	324
Extra Space Storage	316
HearUSA	274



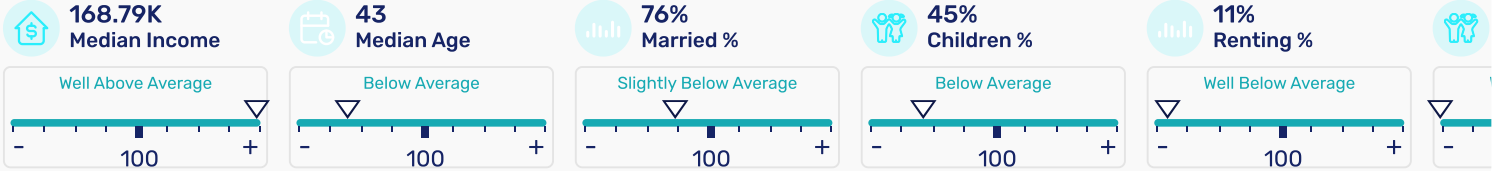


Exclusive Exburbs

High-income families living in wealthy enclaves on the outskirts of major cities. Interested and often employed in tech, they read MIT Technology Review and TechCrunch and follow CEOs Satya Nadella and Sundar Pichai. They frequent independent electronic retailers, bookstores, and Trader Joe's, drive Teslas, and get their clothes from Chico's and Nordstrom. Topics include #technology, #cloud, and #womenempoweringwomen.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Bluemercury	655
RH	504
Bassett Furniture	433
Drybar	416
Nordstrom	400
Bloomingdale's	376
Tempur-Pedic	361
Pottery Barn	350
California Closets	338
Tilly's	322
Crate and Barrel	317



Restaurant

COMPANY	INDEX
Peet's Coffee and Tea	932
Chopt Creative Salad	653
Vitality Bowls	550
Paris Baguette USA	511
Baja Fresh	502
Vocelli Pizza	458
Bonchon	424
Togo's Eateries	415
Robeks	406
LEDO Pizza	401
Nékter Juice Bar	385



Grocery

COMPANY	INDEX
Giant Food	763
Patel Brothers	692
99 Ranch Market	568
H Mart	547
Ralphs	440
Trader Joe's	414
BevMo	390
Amazon Fresh	381
Virginia Alcoholic Beverage Control Authority	366
Vons	350
Harris Teeter	339



Fitness

COMPANY	INDEX
The Bar Method	1001
Lifetime Fitness	579
YogaSix	496
Fitness 19	419
Onelife Fitness	414
24 Hour Fitness	394
Club Pilates	347
The Exercise Coach	334
CycleBar	329
StretchLab	301
TITLE Boxing Club	297



Entertainment

COMPANY	INDEX
Pinot's Palette	371
Color Me Mine US	346
Color Me Mine	305
Toptracer	248
Board & Brush	208
Century Theatres	201
Topgolf	176
Topgolf	176
Bowlero	147
Regal Entertainment Group	146
Dave & Buster's	144



Other

COMPANY	INDEX
C2 Education	964
Eye Level	520
My Gym Children's Fitness Centers	499
LaVida Massage	471
Xplor	402
Mathnasium	383
School of Rock	380
Kumon Institute of Education	361
Sunrise Senior Living	349
Huntington Learning Centers	338
Floyd's 99 Barbershop	316



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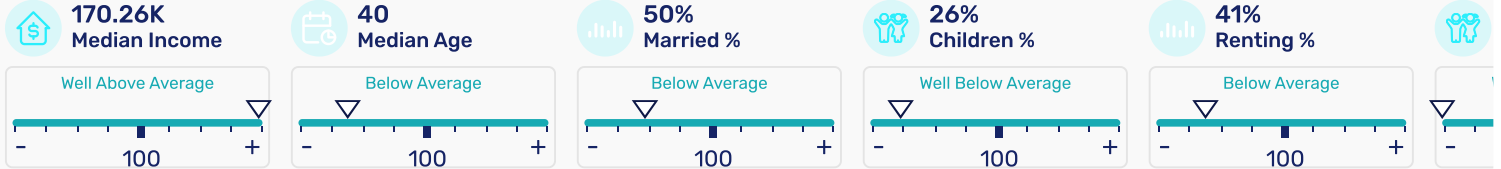


Sky High

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



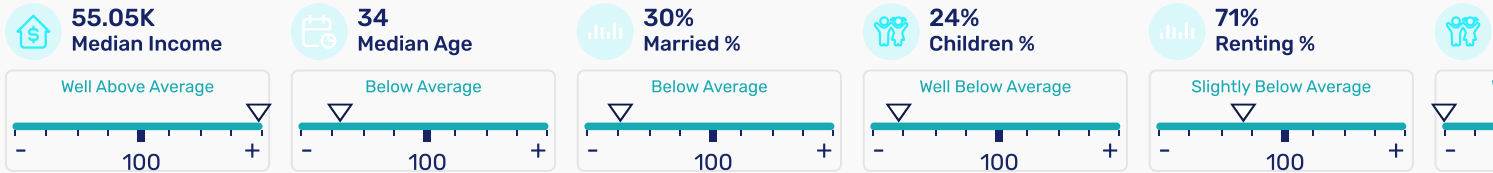


Raising The Bar

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 #adulting, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



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'SSTORE	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





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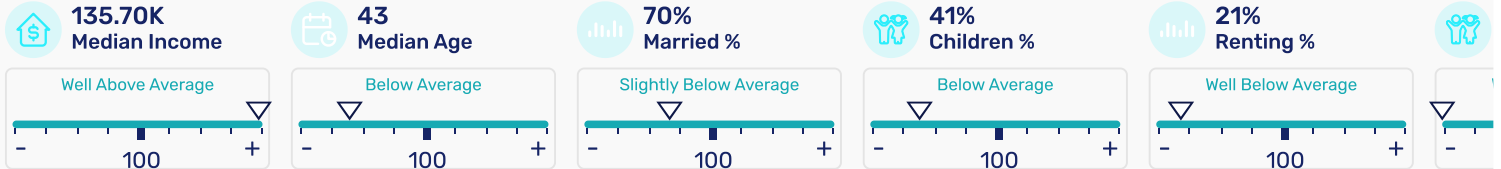


Tech Titans

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Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tesla Motors	2022
76	689
Bloomingdale's	534
Tory Burch	526
Navy Exchange	507
America's Tire	455
SpeedDee Oil Change & Auto Service	421
Crate and Barrel	420
Toyota	416
Fix Auto Worldwide	411
Saks Fifth Avenue OFF 5TH	407



Restaurant

COMPANY	INDEX
Paris Baguette USA	2154
L&L Hawaiian Barbecue	1397
85 Degrees C Bakery Cafe	1345
Lee's Sandwiches	1287
Jollibee US	1154
Togo's Eateries	1117
Pee't's Coffee and Tea	969
Bonchon	855
Jamba Juice	749
Vitality Bowls	713
Lazy Dog Cafe	556



Grocery

COMPANY	INDEX
99 Ranch Market	2080
H Mart	1255
Patel Brothers	818
BevMo	584
Safeway	486
Ralphs	432
Smart & Final	418
Amazon Fresh	385
Trader Joe's	383
Sprouts Farmers Market	322
Whole Foods Market	309



Fitness

COMPANY	INDEX
UFC Gym	1336
24 Hour Fitness	890
YogaSix	518
Fitness 19	453
The Bar Method	365
CorePower Yoga	341
Gold's Gym	271
Lifetime Fitness	231
Retro Fitness	210
Club Pilates	206
LA Fitness	193



Entertainment

COMPANY	INDEX
Century Theatres	733
Color Me Mine US	404
Color Me Mine	305
Dave & Buster's	279
Bowlero	171
Regal Entertainment Group	168
AMC Entertainment	155
Pinot's Palette	152
Toptracer	126
Sky Zone Indoor Trampoline Park	123
Chuck E. Cheese's	117



Other

COMPANY	INDEX
C2 Education	1335
Eye Level	692
Citibank	573
Kumon Institute of Education	474
Mathnasium	376
Western Dental	366
Marriott Vacation Club	322
Sunrise Senior Living	298
Phenix Salon Suites	298
European Wax Center (EWC)	291
Hyatt House	289



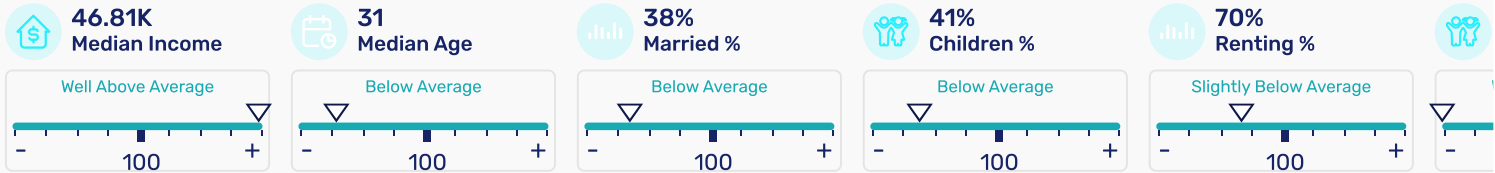


Multicultural Renters

White and Latino renters making low relative income in high property value areas. These primarily blue-collar and service workers are likely to have children and may be struggling to make ends meet. Their top over-indexing brand is Money Mart, quickly followed by a slew of discount stores and services. This segment watches ESPN Deportes and follows Latino influencers such as George Lopez and Shakira. They follow FC Barcelona and brands like SkullCandy and Anastasia Beverly Hills. They use hashtags like #SmallBusiness, #WonderWoman, #Entrepreneur, #Queen, and #DontGiveUp.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	563
Mor Furniture for Less	347
Rodda Paint	337
Brake Masters	298
America's Tire	286
Jacksons Food Stores	281
Fred Meyer	267
dd's DISCOUNTS	262
SpeedDee Oil Change & Auto Service	248
Reddy Ice	247
Fix Auto Worldwide	246



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	385
Pollo Tropical	338
Port of Subs	308
Wienerschnitzel	308
Mountain Mike's Pizza	304
Round Table Pizza	288
Dutch Bros Coffee	285
Carl's Jr.	273
Baja Fresh	264
The Human Bean	260
Ono Hawaiian BBQ	257



Grocery

COMPANY	INDEX
WinCo Foods	367
Price Rite	320
Grocery Outlet	299
Fry's Food & Drug Stores	293
Stater Bros. Markets	258
Bravo Supermarkets	253
Smart & Final	252
Watermill Express	251
Vons	237
CHEF'SSTORE	223
El Super	222



Fitness

COMPANY	INDEX
EOS Fitness	277
Chuze Fitness	249
Youfit Health Clubs	246
Fitness 19	226
VASA Fitness	221
24 Hour Fitness	175
Nutrishop	165
LA Fitness	146
Gold's Gym	145
Crunch	123
The Vitamin Shoppe	120



Entertainment

COMPANY	INDEX
Century Theatres	184
Altitude Trampoline Parks	163
Bowlero	150
Chuck E. Cheese's	144
Regal Entertainment Group	137
Dave & Buster's	136
Get Air	130
Sky Zone Indoor Trampoline Park	129
Main Event Entertainment	120
Main Event Entertainment	120
AMC Entertainment	117



Other

COMPANY	INDEX
Western Dental	305
Bright Now Dental	294
Sparkling Image Car Wash	277
Golden Nozzle Car Wash	257
Quick Quack Car Wash	255
Umpqua Bank	251
Boost Mobile	247
Pacific Dental Services (PDS)	224
Champions	214
Frost Bank	208
Comfort Dental	199



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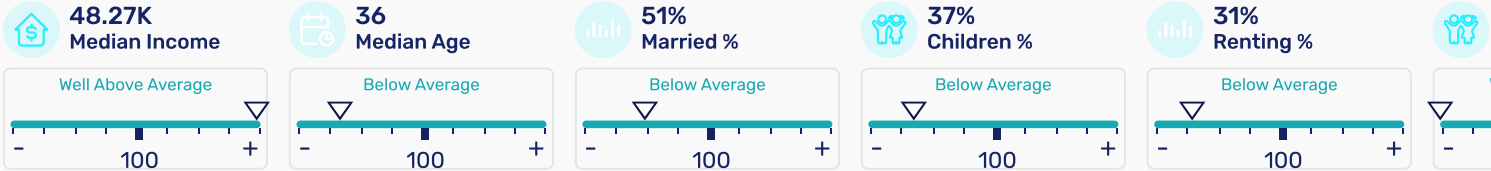


Farmsted Fusion

Households in Latin-influenced rural communities working farm, service, and blue-collar jobs. They watch Lifetime movies and shows like The Voice. These deal-seekers shop at Bealls, Boot Barn, and Sears and eat at Cicis and Sonic. They can be into the paranormal, researching haunted houses, watching horror, listening to Last Podcast on the Left, and hashtagging #Psychic. They play pool, read Hispanic content, and take vacations on the cheap visiting campgrounds and follow brands like Bass Pro Shops and Cabelas for gear. They listen to G-Eazy, Billie Eilish, Selena Gomez, and Miranda Lambert and hashtag #country, #voterid, #latino, and #grit.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail		Restaurant		Grocery	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
Allsup's	2054	Chicken Express	654	Lowe's Market	2198
Toot'n Totum	1262	Golden Chick	633	Brookshire Brothers	933
Yesway	721	Whataburger	484	H-E-B	602
Stripes Convenience Stores	668	Gatti's Pizza	400	Brookshire's Grocery Company	551
CEFCO Convenience Stores	612	Daylight Donuts	400	La Michoacana Meat Market	406
Quarles Fleet Fueling	598	Church's Chicken	349	Spec's Wine, Spirits & Finer Foods	344
Sutherland Lumber	541	Pizza Inn	340	Watermill Express	344
Valero Energy	491	Schlotzsky's	338	Smith's Food & Drug Stores	212
EZPAWN	456	Saltgrass Steak House	318	United Grocery Outlet	142
Loaf 'N Jug	453	Shipley Do-Nuts	316	Natural Grocers	137
Cavender's	448	Sonic	308	Harps Food Store	133

Fitness		Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
Snap Fitness	163	Main Event Entertainment	150	Prosperity Bank	970
Anytime Fitness	133	Main Event Entertainment	150	TBK Bank	503
Gold's Gym	93	Cinemark Theatres	131	Comet Cleaners	479
HOTWORX	87	Altitude Trampoline Parks	129	WaFd Bank	442
WORKOUT ANYTIME	79	Urban Air Adventure Park	119	Frost Bank	435
GNC (General Nutrition Centers)	74	Painting with a Twist	100	IBC Bank	429
Planet Fitness	72	Chuck E. Cheese's	91	Budget Host	348
Curves	68	Century Theatres	73	Pinnacle Bank Texas	334
Jazzercise	64	Topgolf	72	Blue Beacon Truck Wash	304
Crunch	63	Topgolf	72	Studio 6	296
VASA Fitness	62	Dave & Buster's	61	Americas Best Value Inn	296





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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

