

2025 ○ —————



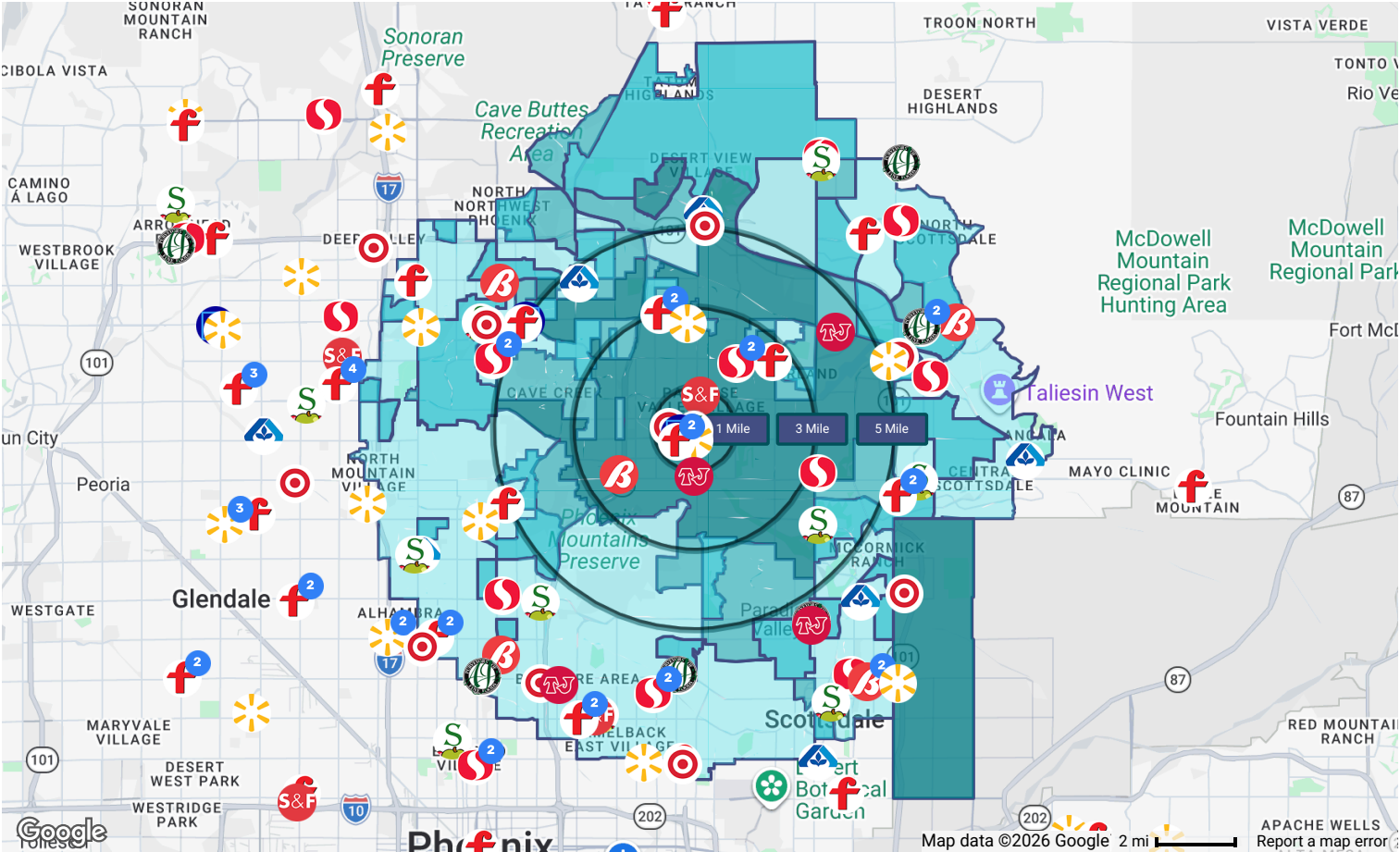
PRIMARY

Village Plaza

12635 N Tatum Blvd,
Phoenix, AZ 85032 • 135,971 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Village Plaza



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Village Plaza
12635 N Tatum Blvd Phoenix, AZ 85032



Persona

Live™

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Village Plaza					
TRADE AREA		1 MI		3 MI	
 GROUP Upper Suburban Diverse Fa... SEGMENT Bootstrappers	8%	 GROUP Budget Boomers SEGMENT Snowbird Set	20%	 GROUP Upper Suburban Diverse Fa... SEGMENT Bootstrappers	12%
 GROUP Young Professionals SEGMENT College	7%	 GROUP Young Urban Singles SEGMENT Rust Renters	9%	 GROUP Upper Suburban Diverse Fa... SEGMENT Good Life Citizens	9%
 GROUP Upper Suburban Diverse Fa... SEGMENT Good Life Citizens	7%	 GROUP Young Professionals SEGMENT Rising Professionals	6%	 GROUP Ultra Wealthy Families SEGMENT Exclusive Exburbs	8%
 GROUP Young Professionals SEGMENT Raising The Bar	6%	 GROUP Sunset Boomers SEGMENT Destination Retirees	6%	 GROUP Ultra Wealthy Families SEGMENT Sky High	8%
 GROUP Sunset Boomers SEGMENT Destination Retirees	5%	 GROUP Young Professionals SEGMENT Raising The Bar	5%	 GROUP Budget Boomers SEGMENT Snowbird Set	7%

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



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Village Plaza
12635 N Tatum Blvd Phoenix, AZ 85032



Persona

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Village Plaza		
5 MI		
 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers		9%
 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens		9%
 GROUP Ultra Wealthy Families SEGMENT Sky High		6%
 GROUP Budget Boomers SEGMENT Snowbird Set		6%
 GROUP Ultra Wealthy Families SEGMENT Exclusive Exburbs		6%

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



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Village Plaza

PROPERTIES	Village Plaza			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	701.49K	13.22K	96.66K	219.84K
5-Year Population Growth Rate	2.4%	3.3%	2.6%	3.8%
Total Daytime Population	933.35K	14.13K	104.60K	295.79K
Average Household Income	\$155.7K	\$142.1K	\$165.2K	\$158.7K
Total Households	309.89K	6.47K	39.68K	92.89K
Average Home Value	\$756.5K	\$650.9K	\$806.8K	\$783.6K
Bachelor's Degree and Higher	48.8%	47.8%	51.6%	48.7%
Employed	97.1%	97.7%	97.6%	97.4%



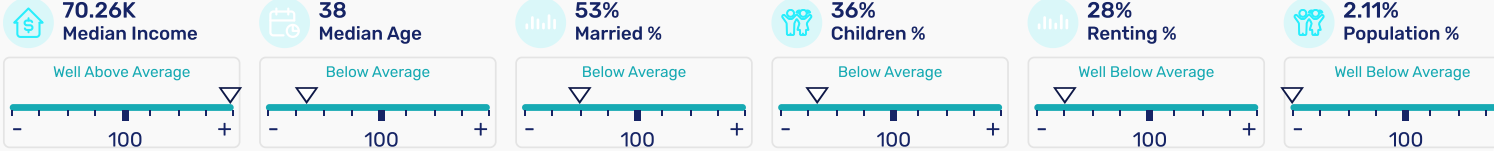


Bootstrappers

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



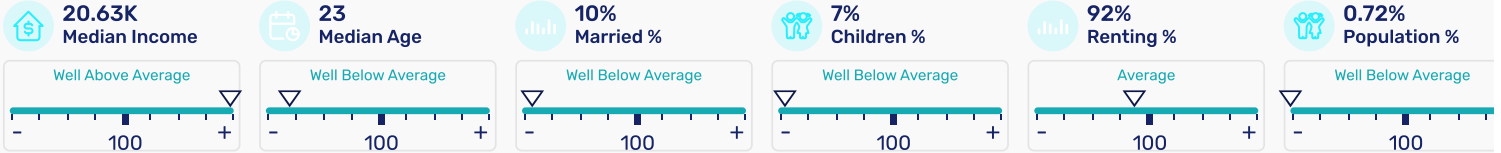
College

7%

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



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

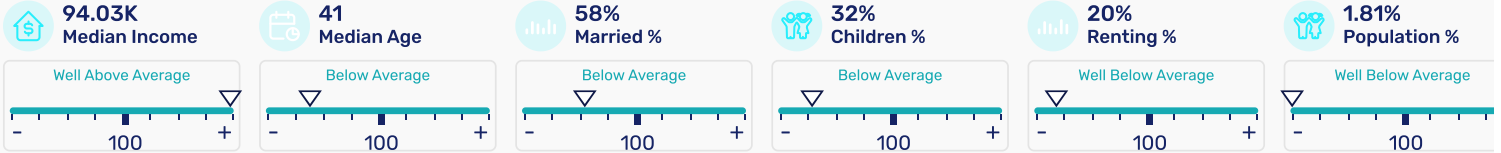


Good Life Citizens

Upper-income families living their best life just outside cities. These professionals have free time for leisure, enjoying dogs, craft beer, sports, and the outdoors. They read Psychology Today and Ad Age, and flip between the Golf Channel, and Seinfeld. Health-conscious consumers, you'll find them working out at Life Time Fitness, visiting Elements Massage, drinking local coffee, and eating at Panera Bread. They drive Volvo's and Subarus. They follow personalities like Dave Portnoy, and U2, and hashtag things like #nationalcoffeeday, #wellness, and #familyfun.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253

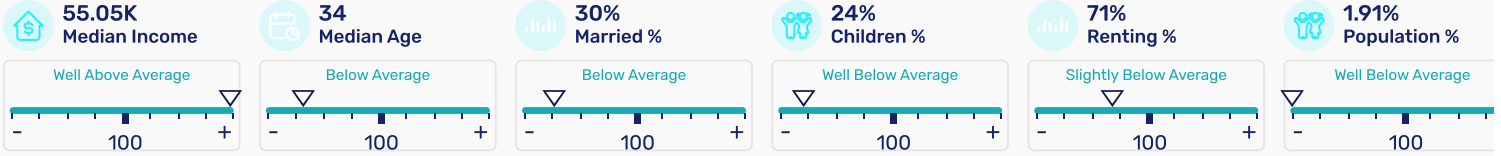


Raising The Bar

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



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

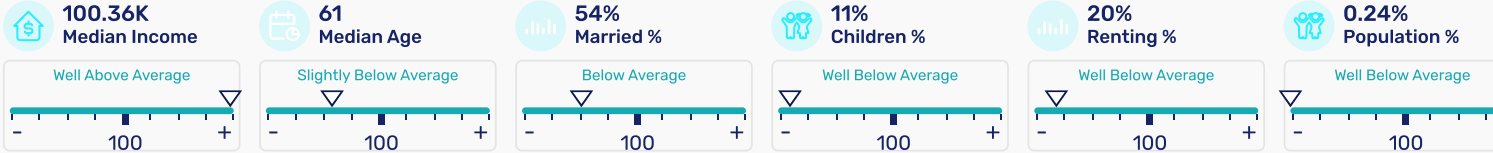


Destination Retirees

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

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tommy Bahama	1377
Tumi	568
Bloomingdale's	539
West Marine	472
California Closets	465
Bluemercury	432
Battery Systems	406
lululemon athletica	395
Tory Burch	385
Saks Fifth Avenue OFF 5TH	343
Free People	341



Restaurant

COMPANY	INDEX
Ruth's Chris Steak House	562
Another Broken Egg Cafe	495
Yard House	470
Anthony's Coal Fired Pizza	360
The Capital Grille	357
BurgerFi	354
Morton's The Steakhouse	335
Pollo Tropical	317
Auntie Anne's	308
Fleming's Prime Steakhouse and Wine Bar	298
Shake Shack	291



Grocery

COMPANY	INDEX
The Fresh Market	411
ABC Fine Wine & Spirits	398
The Spice & Tea Exchange	354
Whole Foods Market	281
Publix Super Markets	274
Wild Fork Foods	264
Pepper Palace	253
Total Wine & More	200
Smith's Food & Drug Stores	199
Winn Dixie	194
Ralphs	192



Fitness

COMPANY	INDEX
SPENGA	287
EOS Fitness	263
YogaSix	244
UFC Gym	231
CorePower Yoga	229
CycleBar	224
Stretch Zone	221
Fitness Together	217
F45 Training	201
The Bar Method	187
Youfit Health Clubs	186



Entertainment

COMPANY	INDEX
Toptracer	464
Century Theatres	223
Topgolf	189
Topgolf	189
Color Me Mine US	163
Color Me Mine	145
Regal Entertainment Group	142
Painting with a Twist	112
Pinot's Palette	107
AMC Entertainment	105
Board & Brush	104



Other

COMPANY	INDEX
Hilton Grand Vacations	3670
Marriott Vacation Club	3394
Trademark Hotels	2532
Radisson	1834
Autograph Collection Hotels	1414
The Ritz-Carlton	1357
Curio Collection	1170
Sheraton Hotels & Resorts	694
Westin Hotels & Resorts	678
Hilton International	565
Hilton Hotels & Resorts	510



Snowbird Set

Modestly retired couples, many living in Florida, these households spend time thinking about their next vacation to the beach or casino. Mainly white and conservative, they watch Fox & Friends (and The View) and follow personalities Greta Van Susteren and David A. Clarke, Jr. Hashtags include #coastalliving, #sunglasses, and #cruise.

Segment Demographic National Overview

 *Index=100 is the National Average Across All Segments



48.73K
Median Income

Well Above Average



69
Median Age

Slightly Below Average



45%
Married %

Below Average



5%
Children %

Well Below Average



19%
Renting %

Well Below Average



0.68%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tire Kingdom	643
The Tire Choice & Total Car Care	573
Pet Supermarket	569
Pinch A Penny	530
Eyeglass World	456
West Marine	410
Bealls	341
Kangaroo Express	325
Tires Plus Total Car Care	310
RaceTrac	308
Tommy Bahama	303



Restaurant

COMPANY	INDEX
Beef 'O' Brady's	474
Metro Diner	435
Sonny's Real Pit Bar-B-Q	335
Miller's Ale House	330
Carrabba's Italian Grill	315
Pollo Tropical	299
Jeremiah's Italian Ice	297
Bonefish Grill	277
Hungry Howie's Pizza & Subs	270
Little Greek Fresh Grill	262
First Watch Restaurants	247



Grocery

COMPANY	INDEX
ABC Fine Wine & Spirits	818
Winn Dixie	534
Publix Super Markets	497
Fry's Food & Drug Stores	484
The Spice & Tea Exchange	277
The Fresh Market	239
Bravo Supermarkets	239
Sprouts Farmers Market	185
Total Wine & More	185
ShopRite	172
Wild Fork Foods	169



Fitness

COMPANY	INDEX
Youfit Health Clubs	291
Stretch Zone	249
EOS Fitness	195
Jazzercise	193
StretchLab	173
The Exercise Coach	162
Powerhouse Gym	158
WORKOUT ANYTIME	154
Fitness Together	154
Retro Fitness	153
CycleBar	151



Entertainment

COMPANY	INDEX
Toptracer	300
Board & Brush	177
Bowlero	166
Painting with a Twist	162
Get Air	150
AMF Bowling Centers	119
Regal Entertainment Group	115
Sky Zone Indoor Trampoline Park	114
Urban Air Adventure Park	106
Topgolf	103
Topgolf	103



Other

COMPANY	INDEX
MassageLuXe	516
Trustco Bank	458
HearUSA	314
Great Expressions Dental Centers	311
Budget Rent A Car	287
Woof Gang Bakery & Grooming	281
Pet Paradise Resort and Day Spa	268
MY SALON Suite	252
Sparkling Image Car Wash	250
Tommy's Express Car Wash	233
AGX Hearing	230

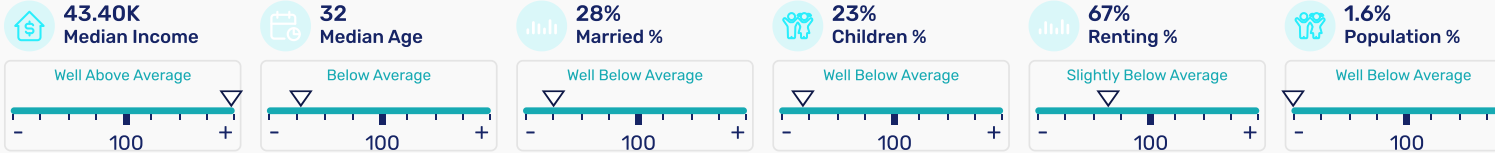


Rust Renters

Young, white, and lower-income renters scattered across 2nd and 3rd tier cities. Big fans of college football, they also watch other popular American TV like Parks and Rec and The Big Bang Theory. They follow outdoor brands like The North Face and Black Diamond. These people are consignment connoisseurs, shopping at Plato's Closet, Uptown Cheapskate, and ClothesMentor. They follow Bob Goff and Elijah Wood on social and use terms like #TheForceAwakens, and #SharkWeek.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Toot'n Totum	341
Kwik Shop	294
Kum & Go	289
Peerless Tires 4 Less	277
Rodda Paint	267
Furniture Row	257
Hy-Vee Fast & Fresh	248
Hy-Vee Fast & Fresh	248
Spectrum Paint	240
Plaid Pantry	238
Feeders Supply	236



Restaurant

COMPANY	INDEX
Toppers Pizza	316
Goodcents Deli Fresh Subs	312
HuHot Mongolian Grill	303
7 Brew Coffee	273
Swig	271
Old Chicago Pizza and Taproom	270
Pita Pit	252
Insomnia Cookies	243
RibCrib	242
Caribou Coffee	241
Costa Vida	231



Grocery

COMPANY	INDEX
Hy-Vee	243
Natural Grocers	235
Family Fare	208
King Soopers	204
National Co-op Grocers	197
WinCo Foods	194
The Spice & Tea Exchange	187
Fresh Thyme	186
CHEF'STORE	157
Schnucks	152
Pepper Palace	151



Fitness

COMPANY	INDEX
Genesis Health Clubs	288
VASA Fitness	211
Farrell's eXtreme Bodyshaping	172
HOTWORX	144
9Round	138
Gold's Gym	123
Crunch	123
Burn Boot Camp	122
Planet Fitness	121
WW (Weight Watchers)	117
Snap Fitness	114



Entertainment

COMPANY	INDEX
Marcus Theatres	248
Board & Brush	141
Get Air	135
Pinot's Palette	132
Urban Air Adventure Park	126
Altitude Trampoline Parks	125
Painting with a Twist	120
Main Event Entertainment	115
Chuck E. Cheese's	115
Main Event Entertainment	115
AMF Bowling Centers	112



Other

COMPANY	INDEX
AmericInn	256
Arvest Bank	242
BioLife Plasma Services	241
Sun Tan City	232
First National Bank	232
First National Bank of Omaha (FNBO)	230
Wingate by Wyndham	228
Aspirus	219
Universal Health Services (UHS)	217
Aurora Healthcare	216
MainStay Suites	207

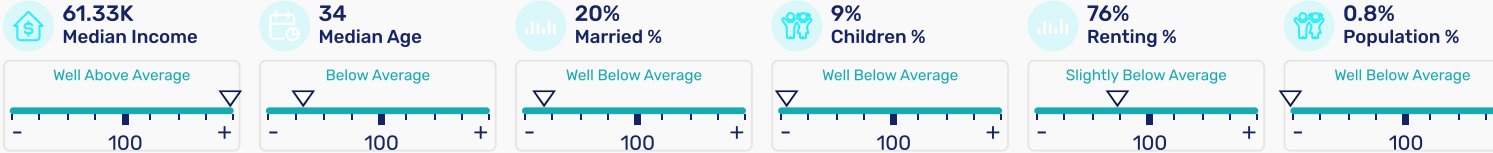


Rising Professionals

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

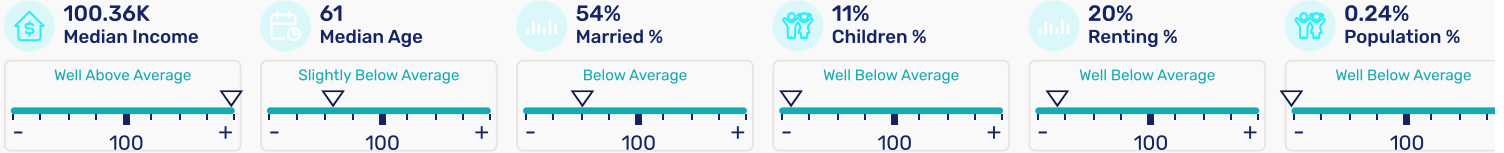


Destination Retirees

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

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tommy Bahama	1377
Tumi	568
Bloomingdale's	539
West Marine	472
California Closets	465
Bluemercury	432
Battery Systems	406
lululemon athletica	395
Tory Burch	385
Saks Fifth Avenue OFF 5TH	343
Free People	341



Restaurant

COMPANY	INDEX
Ruth's Chris Steak House	562
Another Broken Egg Cafe	495
Yard House	470
Anthony's Coal Fired Pizza	360
The Capital Grille	357
BurgerFi	354
Morton's The Steakhouse	335
Pollo Tropical	317
Auntie Anne's	308
Fleming's Prime Steakhouse and Wine Bar	298
Shake Shack	291



Grocery

COMPANY	INDEX
The Fresh Market	411
ABC Fine Wine & Spirits	398
The Spice & Tea Exchange	354
Whole Foods Market	281
Publix Super Markets	274
Wild Fork Foods	264
Pepper Palace	253
Total Wine & More	200
Smith's Food & Drug Stores	199
Winn Dixie	194
Ralphs	192



Fitness

COMPANY	INDEX
SPENGA	287
EOS Fitness	263
YogaSix	244
UFC Gym	231
CorePower Yoga	229
CycleBar	224
Stretch Zone	221
Fitness Together	217
F45 Training	201
The Bar Method	187
Youfit Health Clubs	186



Entertainment

COMPANY	INDEX
Toptracer	464
Century Theatres	223
Topgolf	189
Topgolf	189
Color Me Mine US	163
Color Me Mine	145
Regal Entertainment Group	142
Painting with a Twist	112
Pinot's Palette	107
AMC Entertainment	105
Board & Brush	104



Other

COMPANY	INDEX
Hilton Grand Vacations	3670
Marriott Vacation Club	3394
Trademark Hotels	2532
Radisson	1834
Autograph Collection Hotels	1414
The Ritz-Carlton	1357
Curio Collection	1170
Sheraton Hotels & Resorts	694
Westin Hotels & Resorts	678
Hilton International	565
Hilton Hotels & Resorts	510



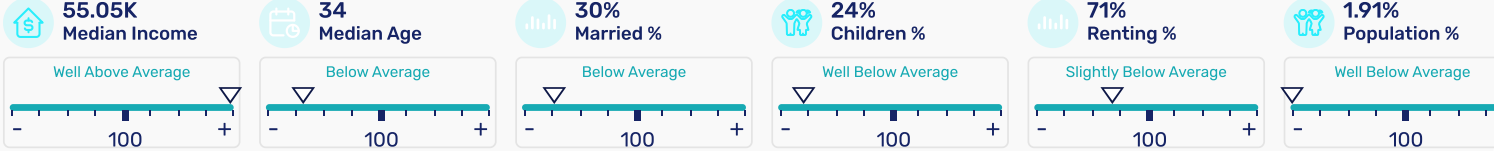
5%

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



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

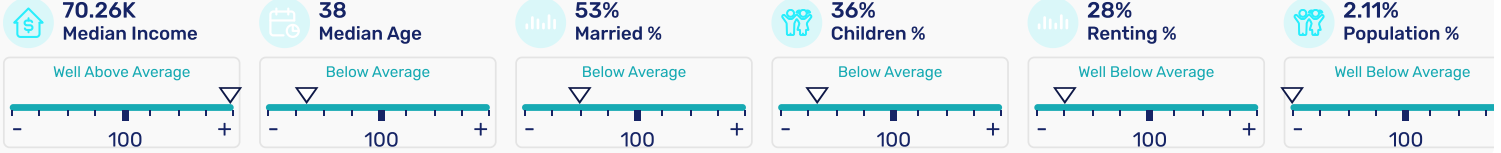


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Segment Demographic National Overview

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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

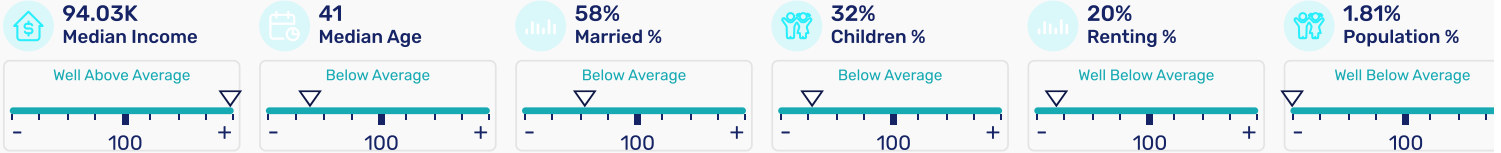


Good Life Citizens

Upper-income families living their best life just outside cities. These professionals have free time for leisure, enjoying dogs, craft beer, sports, and the outdoors. They read Psychology Today and Ad Age, and flip between the Golf Channel, and Seinfeld. Health-conscious consumers, you'll find them working out at Life Time Fitness, visiting Elements Massage, drinking local coffee, and eating at Panera Bread. They drive Volvo's and Subarus. They follow personalities like Dave Portnoy, and U2, and hashtag things like #nationalcoffeeday, #wellness, and #familyfun.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253



westwood

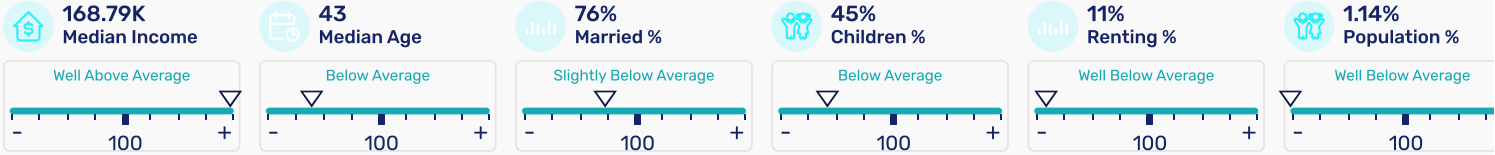


Exclusive Exburbs

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
LED0 Pizza	401
Nékker 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



westwood

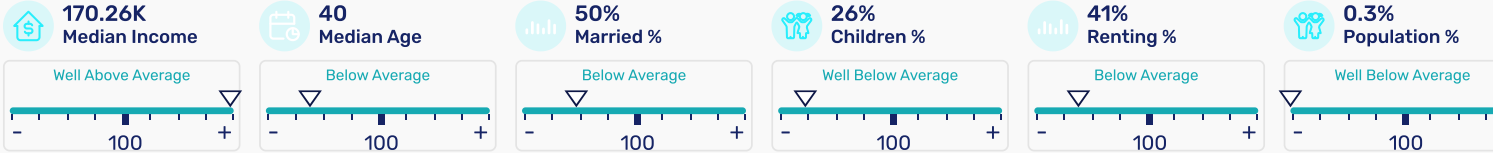


Sky High

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



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

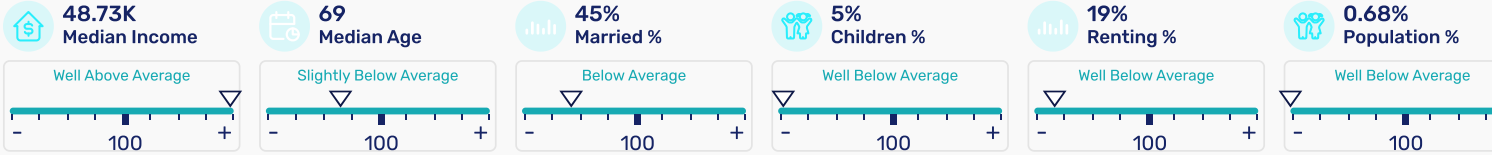


Snowbird Set

Modestly retired couples, many living in Florida, these households spend time thinking about their next vacation to the beach or casino. Mainly white and conservative, they watch Fox & Friends (and The View) and follow personalities Greta Van Susteren and David A. Clarke, Jr. Hashtags include #coastalliving, #sunglasses, and #cruise.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tire Kingdom	643
The Tire Choice & Total Car Care	573
Pet Supermarket	569
Pinch A Penny	530
Eyeglass World	456
West Marine	410
Bealls	341
Kangaroo Express	325
Tires Plus Total Car Care	310
RaceTrac	308
Tommy Bahama	303



Restaurant

COMPANY	INDEX
Beef 'O' Brady's	474
Metro Diner	435
Sonny's Real Pit Bar-B-Q	335
Miller's Ale House	330
Carrabba's Italian Grill	315
Pollo Tropical	299
Jeremiah's Italian Ice	297
Bonefish Grill	277
Hungry Howie's Pizza & Subs	270
Little Greek Fresh Grill	262
First Watch Restaurants	247



Grocery

COMPANY	INDEX
ABC Fine Wine & Spirits	818
Winn Dixie	534
Publix Super Markets	497
Fry's Food & Drug Stores	484
The Spice & Tea Exchange	277
The Fresh Market	239
Bravo Supermarkets	239
Sprouts Farmers Market	185
Total Wine & More	185
ShopRite	172
Wild Fork Foods	169



Fitness

COMPANY	INDEX
Youfit Health Clubs	291
Stretch Zone	249
EOS Fitness	195
Jazzercise	193
StretchLab	173
The Exercise Coach	162
Powerhouse Gym	158
WORKOUT ANYTIME	154
Fitness Together	154
Retro Fitness	153
CycleBar	151



Entertainment

COMPANY	INDEX
Toptracer	300
Board & Brush	177
Bowlero	166
Painting with a Twist	162
Get Air	150
AMF Bowling Centers	119
Regal Entertainment Group	115
Sky Zone Indoor Trampoline Park	114
Urban Air Adventure Park	106
Topgolf	103
Topgolf	103



Other

COMPANY	INDEX
MassageLuXe	516
Trustco Bank	458
HearUSA	314
Great Expressions Dental Centers	311
Budget Rent A Car	287
Woof Gang Bakery & Grooming	281
Pet Paradise Resort and Day Spa	268
MY SALON Suite	252
Sparkling Image Car Wash	250
Tommy's Express Car Wash	233
AGX Hearing	230

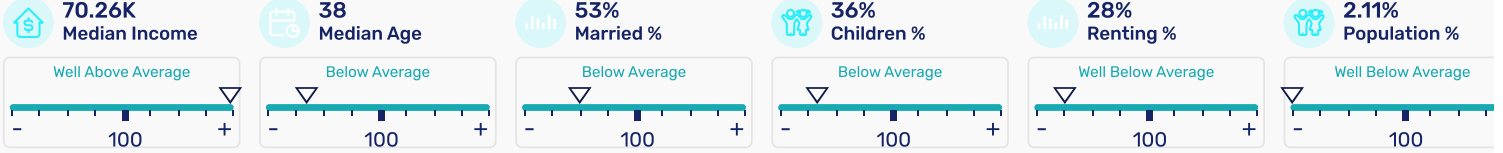


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Segment Demographic National Overview

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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

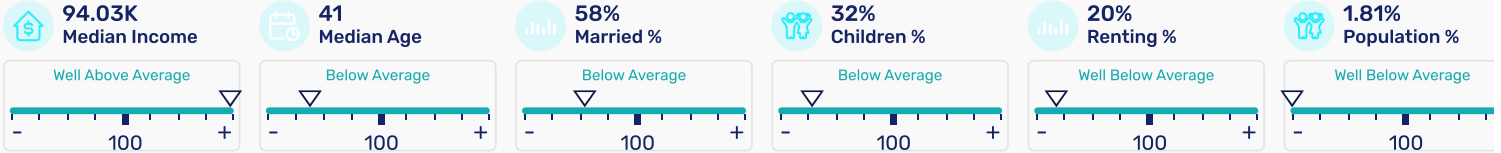


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National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253



westwood

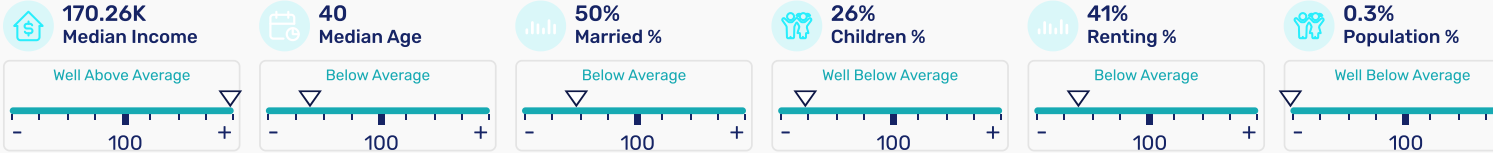


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Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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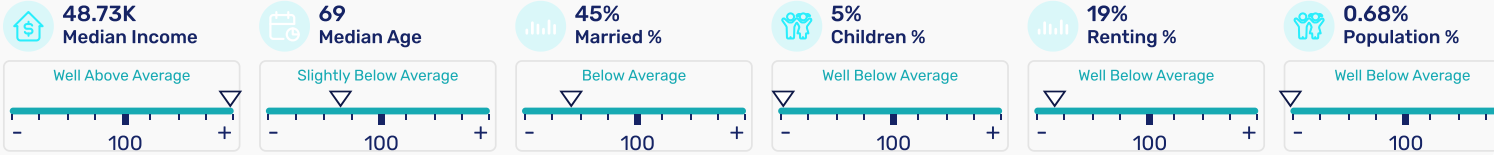


Snowbird Set

Modestly retired couples, many living in Florida, these households spend time thinking about their next vacation to the beach or casino. Mainly white and conservative, they watch Fox & Friends (and The View) and follow personalities Greta Van Susteren and David A. Clarke, Jr. Hashtags include #coastalliving, #sunglasses, and #cruise.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tire Kingdom	643
The Tire Choice & Total Car Care	573
Pet Supermarket	569
Pinch A Penny	530
Eyeglass World	456
West Marine	410
Bealls	341
Kangaroo Express	325
Tires Plus Total Car Care	310
RaceTrac	308
Tommy Bahama	303



Restaurant

COMPANY	INDEX
Beef 'O' Brady's	474
Metro Diner	435
Sonny's Real Pit Bar-B-Q	335
Miller's Ale House	330
Carrabba's Italian Grill	315
Pollo Tropical	299
Jeremiah's Italian Ice	297
Bonefish Grill	277
Hungry Howie's Pizza & Subs	270
Little Greek Fresh Grill	262
First Watch Restaurants	247



Grocery

COMPANY	INDEX
ABC Fine Wine & Spirits	818
Winn Dixie	534
Publix Super Markets	497
Fry's Food & Drug Stores	484
The Spice & Tea Exchange	277
The Fresh Market	239
Bravo Supermarkets	239
Sprouts Farmers Market	185
Total Wine & More	185
ShopRite	172
Wild Fork Foods	169



Fitness

COMPANY	INDEX
Youfit Health Clubs	291
Stretch Zone	249
EOS Fitness	195
Jazzercise	193
StretchLab	173
The Exercise Coach	162
Powerhouse Gym	158
WORKOUT ANYTIME	154
Fitness Together	154
Retro Fitness	153
CycleBar	151



Entertainment

COMPANY	INDEX
Toptracer	300
Board & Brush	177
Bowlero	166
Painting with a Twist	162
Get Air	150
AMF Bowling Centers	119
Regal Entertainment Group	115
Sky Zone Indoor Trampoline Park	114
Urban Air Adventure Park	106
Topgolf	103
Topgolf	103



Other

COMPANY	INDEX
MassageLuXe	516
Trustco Bank	458
HearUSA	314
Great Expressions Dental Centers	311
Budget Rent A Car	287
Woof Gang Bakery & Grooming	281
Pet Paradise Resort and Day Spa	268
MY SALON Suite	252
Sparkling Image Car Wash	250
Tommy's Express Car Wash	233
AGX Hearing	230



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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

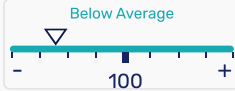
*Index=100 is the National Average Across All Segments



168.79K
Median Income



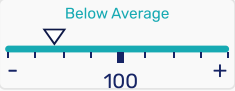
43
Median Age



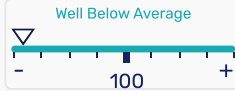
76%
Married %



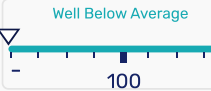
45%
Children %



11%
Renting %



1.14%
Population %



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
Nékker 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