

2025 ○ —————



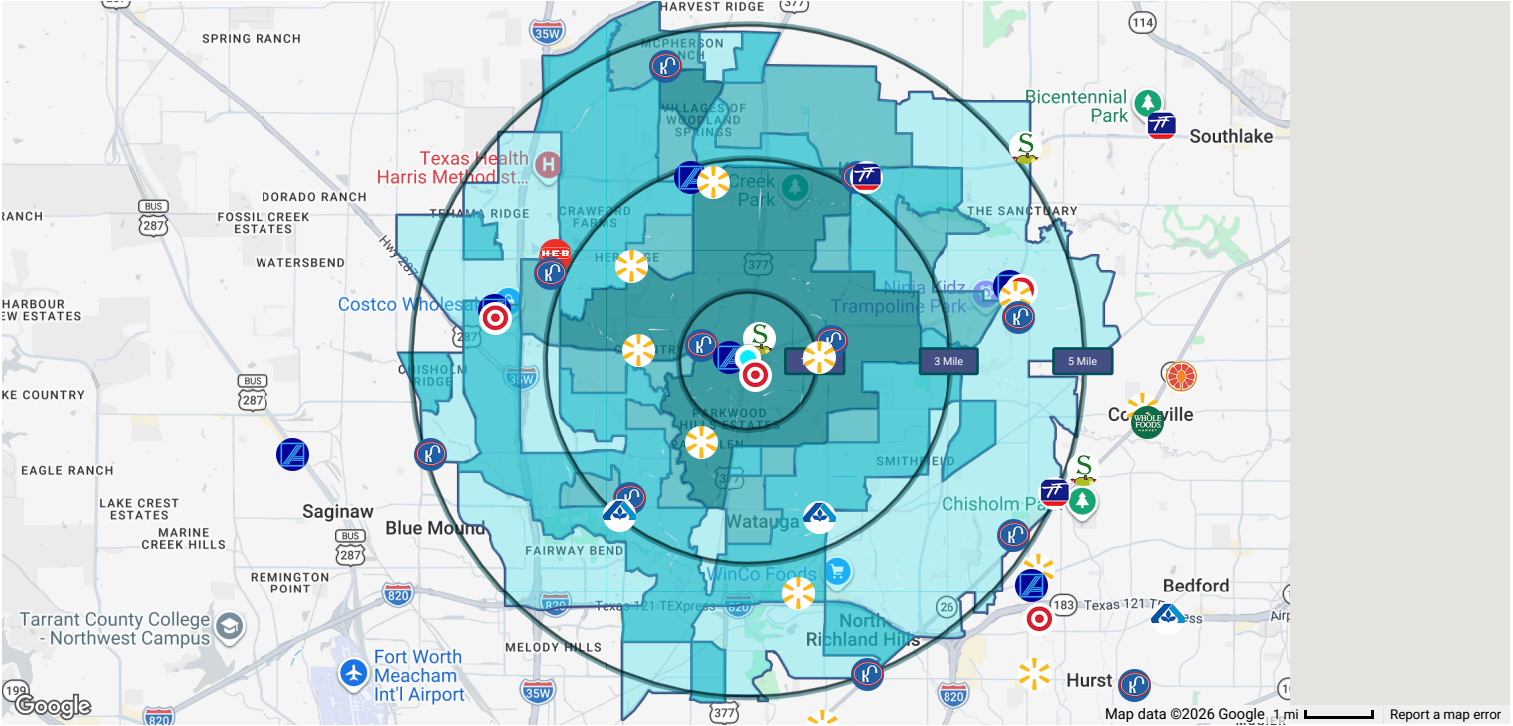
PRIMARY

Watauga Towne Center

8416 Denton Hwy,
Watauga, TX 76148 • 149,106 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Watauga Towne Center



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Watauga Towne Center
8416 Denton Hwy Watauga, TX 76148



Persona

Live TM

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Watauga Towne Center					
TRADE AREA		1 MI		3 MI	
 GROUP Ultra Wealthy Families SEGMENT Sky High	12%	 GROUP Wealthy Suburban Families SEGMENT Fusion Families	19%	 GROUP Ultra Wealthy Families SEGMENT Sky High	13%
 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	11%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	17%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	12%
 GROUP Wealthy Suburban Families SEGMENT Fusion Families	9%	 GROUP Upper Suburban Diverse Families SEGMENT Family & Faith	10%	 GROUP Wealthy Suburban Families SEGMENT Fusion Families	11%
 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	6%	 GROUP Young Urban Singles SEGMENT Rust Renters	10%	 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	8%
 GROUP Young Professionals SEGMENT Rising Professionals	5%	 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	10%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	6%

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



DemographicsTrade Area:Closest 70% of Visitors (combined)

Watauga Towne Center
8416 Denton Hwy Watauga, TX 76148



Persona

Live™

Powered by



Watauga Towne Center		
5 MI		
	GROUP Ultra Wealthy Families SEGMENT Sky High	12%
	GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	11%
	GROUP Wealthy Suburban Families SEGMENT Fusion Families	9%
	GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	6%
	GROUP Young Professionals SEGMENT Rising Professionals	5%

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



PROPERTIES	Watauga Towne Center			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	323.79K	12.80K	139.76K	331.60K
5-Year Population Growth Rate	3.6%	-0.8%	0.3%	4.2%
Total Daytime Population	276.70K	15.46K	106.25K	280.32K
Average Household Income	\$143.7K	\$153.6K	\$148.3K	\$143.2K
Total Households	114.95K	4.25K	46.97K	117.65K
Average Home Value	\$422.9K	\$433.8K	\$412.2K	\$422.9K
Bachelor's Degree and Higher	41.3%	39.5%	38.8%	40.9%
Employed	97.5%	97.1%	97.5%	97.5%



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



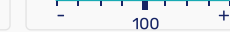
41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



11%

Babies Burbs & Blessings

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



97.30K

Median Income

Well Above Average



33

Median Age

Below Average



70%

Married %

Slightly Below Average



51%

Children %

Below Average



17%

Renting %

Well Below Average



1.75%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Fusion Families

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K
Median Income

Well Above Average



36
Median Age

Below Average



68%
Married %

Slightly Below Average



49%
Children %

Below Average



19%
Renting %

Well Below Average



2.23%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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



94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



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



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

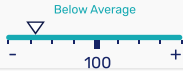
*Index=100 is the National Average Across All Segments



61.33K
Median Income



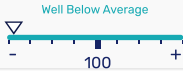
34
Median Age



20%
Married %



9%
Children %



76%
Renting %



0.8%
Population %



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

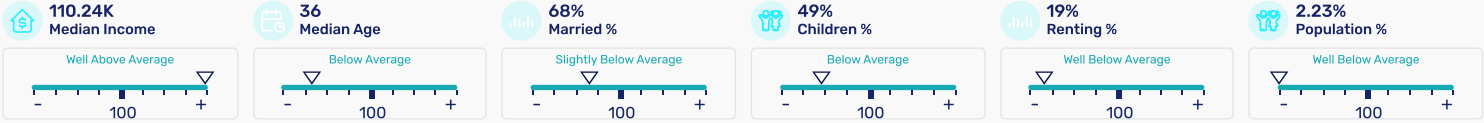


Fusion Families

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Segment Demographic National Overview

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Babies Burbs & Blessings

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

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97.30K
Median Income

Well Above Average



33
Median Age

Below Average



70%
Married %

Slightly Below Average



51%
Children %

Below Average



17%
Renting %

Well Below Average



1.75%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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Hy-Vee Fast & Fresh	233
Hy-Vee Fast & Fresh	233
Tilly's	228
Grease Monkey	228



Restaurant

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



Grocery

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



Fitness

COMPANY	INDEX
VASA Fitness	601
Farrell's eXtreme Bodyshaping	370
EOS Fitness	298
Genesis Health Clubs	281
HOTWORX	261
Burn Boot Camp	241
barre3	227
Onelife Fitness	196
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Entertainment

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Pinot's Palette	186
Altitude Trampoline Parks	179
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Cinemark Theatres	174
Urban Air Adventure Park	168
Topgolf	168
Topgolf	168
Painting with a Twist	156



Other

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

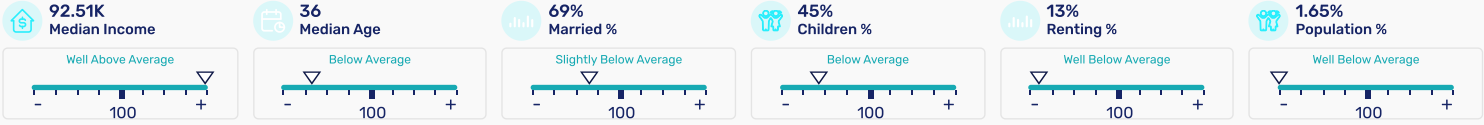


Family & Faith

Young faith-focused families with children in suburban enclaves. These professionals use their careers to support family endeavors. They read Christianity Today and Deadspin, lean conservative, watch college sports, and enjoy This Is Us. They visit local malls looking for deals at places like Kohl's, and Kid to Kid. Restaurants are about getting the family fed, so they will hit Chicken Salad Chick or Qdoba, and get frozen yogurt afterward. They exercise at Snap Fitness and drive Dodge Caravans. They follow brands like Stich Fix and Lululemon, and hashtag topics like #lifeisgood, #fakenews, and #team.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





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



43.40K

Median Income

Well Above Average



32

Median Age

Below Average



28%

Married %

Well Below Average



23%

Children %

Well Below Average



67%

Renting %

Slightly Below Average



1.6%

Population %

Well Below Average



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 (FNB0)	230
Wingate by Wyndham	228
Aspirus	219
Universal Health Services (UHS)	217
Aurora Healthcare	216
MainStay Suites	207



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.

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94.03K
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Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
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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



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Babies Burbs & Blessings

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

Segment Demographic National Overview

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Fusion Families

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K
Median Income

Well Above Average



36
Median Age

Below Average



68%
Married %

Slightly Below Average



49%
Children %

Below Average



19%
Renting %

Well Below Average



2.23%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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

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94.03K

Median Income

Well Above Average



41

Median Age

Below Average



58%

Married %

Below Average



32%

Children %

Below Average



20%

Renting %

Well Below Average



1.81%

Population %

Well Below Average



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
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Ziggi's Coffee	261
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Bubbakoo's Burritos	251
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Swiss Farms Drive-Thru Market	226
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Fitness

COMPANY	INDEX
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Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
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Topgolf	150
Urban Air Adventure Park	148
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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

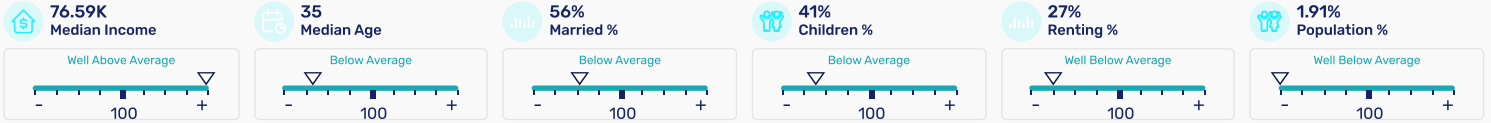


Flourishing Fusion

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail		Restaurant		Grocery		Fitness	
Company	Index	Company	Index	Company	Index	Company	Index
Quarles Fleet Fueling	302	Johnny Brusco's	420	Harris Teeter	270	Onelife Fitness	294
Three Dog Bakery	280	Shane's Rib Shack	419	Food Lion	245	Burn Boot Camp	214
Rooms To Go	263	Jim N Nick's	345	Virginia Alcoholic Beverage Control Authority	236	WORKOUT ANYTIME	198
pOpshelf	259	American Deli	339	Publix Super Markets	224	Gold's Gym	165
EXPRESS OIL CHANGE	254	Eggs Up Grill	318	Giant Food	199	GNC (General Nutrition Centers)	150
RaceTrac	247	Little Greek Fresh Grill	282	Lidl US	184	9Round	148
Havertys	247	Metro Diner	275	Winn Dixie	182	Crunch	143
Precision Tune Auto Care	235	Rock N Roll Sushi	272	Kroger	173	Stretch Zone	130
Royal Farms	227	Maple Street Biscuit Company	261	Bravo Supermarkets	168	VASA Fitness	129
Superior Distribution	225	LEDO Pizza	260	Spec's Wine, Spirits & Finer Foods	166	HOTWORX	120
Spectrum Paint	222	Marco's Pizza	259	Weis Markets	150	The Vitamin Shoppe	115

Entertainment		Other	
Company	Index	Company	Index
Painting with a Twist	175	The Sunshine House	437
Urban Air Adventure Park	166	Kids 'R' Kids	370
Main Event Entertainment	157	Childcare Network	359
Main Event Entertainment	157	Navy Federal Credit Union	356
Altitude Trampoline Parks	157	Cadence Academy Preschool	315
AMF Bowling Centers	126	The Children's Courtyard	296
Get Air	125	Atrium Health	273
Cinemark Theatres	121	Pet Paradise Resort and Day Spa	271
Regal Entertainment Group	120	Tidal Wave Auto Spa	267
Sky Zone Indoor Trampoline Park	115	PetSuites	244
Topgolf	114	Synovus Bank	242



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Babies Burbs & Blessings

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

Segment Demographic National Overview

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National In-Store Visitation Trends

Retail		Restaurant		Grocery		Fitness	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
Brakes Plus	328	Swig	934	Fry's Food & Drug Stores	409	VASA Fitness	601
Christian Brothers Automotive	324	Kneaders Bakery & Cafe	837	Smith's Food & Drug Stores	357	Farrell's eXtreme Bodyshaping	370
Kid to Kid	293	Arctic Circle	714	King Soopers	302	EOS Fitness	298
Jacksons Food Stores	262	Costa Vida	667	Hy-Vee	201	Genesis Health Clubs	281
Uptown Cheapskate	258	Café Zupas	561	Jewel-Osco	197	HOTWORX	261
Three Dog Bakery	239	Cafe Rio	429	Spec's Wine, Spirits & Finer Foods	176	Burn Boot Camp	241
Hollywood Feed	233	Goodcents Deli Fresh Subs	373	Fresh Thyme	174	barre3	227
Hy-Vee Fast & Fresh	233	Rosati's Pizza	369	Harris Teeter	163	Onelife Fitness	196
Hy-Vee Fast & Fresh	233	Ziggi's Coffee	330	H-E-B	160	Lifetime Fitness	185
Tilly's	228	Black Rock Coffee Bar	309	Kroger	157	9Round	183
Grease Monkey	228	Bahama Buck's	303	Fareway Stores	148	Jazzercise	181

Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX
Main Event Entertainment	200	Quick Quack Car Wash	376
Main Event Entertainment	200	Primrose Schools	313
Board & Brush	188	First National Bank	309
Pinot's Palette	186	First National Bank of Omaha (FNB0)	300
Altitude Trampoline Parks	179	KidStrong	288
Marcus Theatres	176	Kids 'R' Kids	287
Cinemark Theatres	174	The Children's Courtyard	270
Urban Air Adventure Park	168	PetSuites	260
Topgolf	168	PostNet	246
Topgolf	168	Xplor	223
Painting with a Twist	156	Comet Cleaners	222



Fusion Families

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

Segment Demographic National Overview

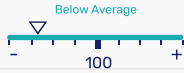
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110.24K
Median Income



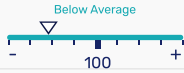
36
Median Age



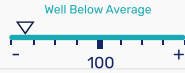
68%
Married %



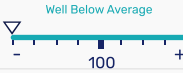
49%
Children %



19%
Renting %



2.23%
Population %



National In-Store Visitation Trends



Retail

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



Restaurant

COMPANY	INDEX
Vitality Bowls	385
85 Degrees C Bakery Cafe	379
Kolache Factory	378
Togo's Eateries	362
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Ono Hawaiian BBQ	351
Lazy Dog Cafe	343
Vocelli Pizza	339
The Flame Broiler	333
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Grocery

COMPANY	INDEX
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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
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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

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94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
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Below Average



20%
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1.81%
Population %

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National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
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Bolla Market	265
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Rising Professionals

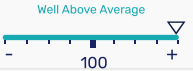
Well-educated college graduates renting in the trendiest parts of town. Huge podcast listeners, this segment loves NPR and a host of podcasts, particularly related to true crime. For them, local is cool. Independent coffee shops are a place to hang out, LGBTQ bars are nearby, and co-op grocers are commonplace. 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

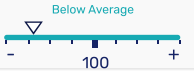
*Index=100 is the National Average Across All Segments



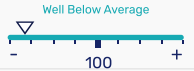
61.33K
Median Income



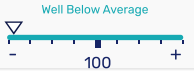
34
Median Age



20%
Married %



9%
Children %



76%
Renting %



0.8%
Population %



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