

2025 ○ —————



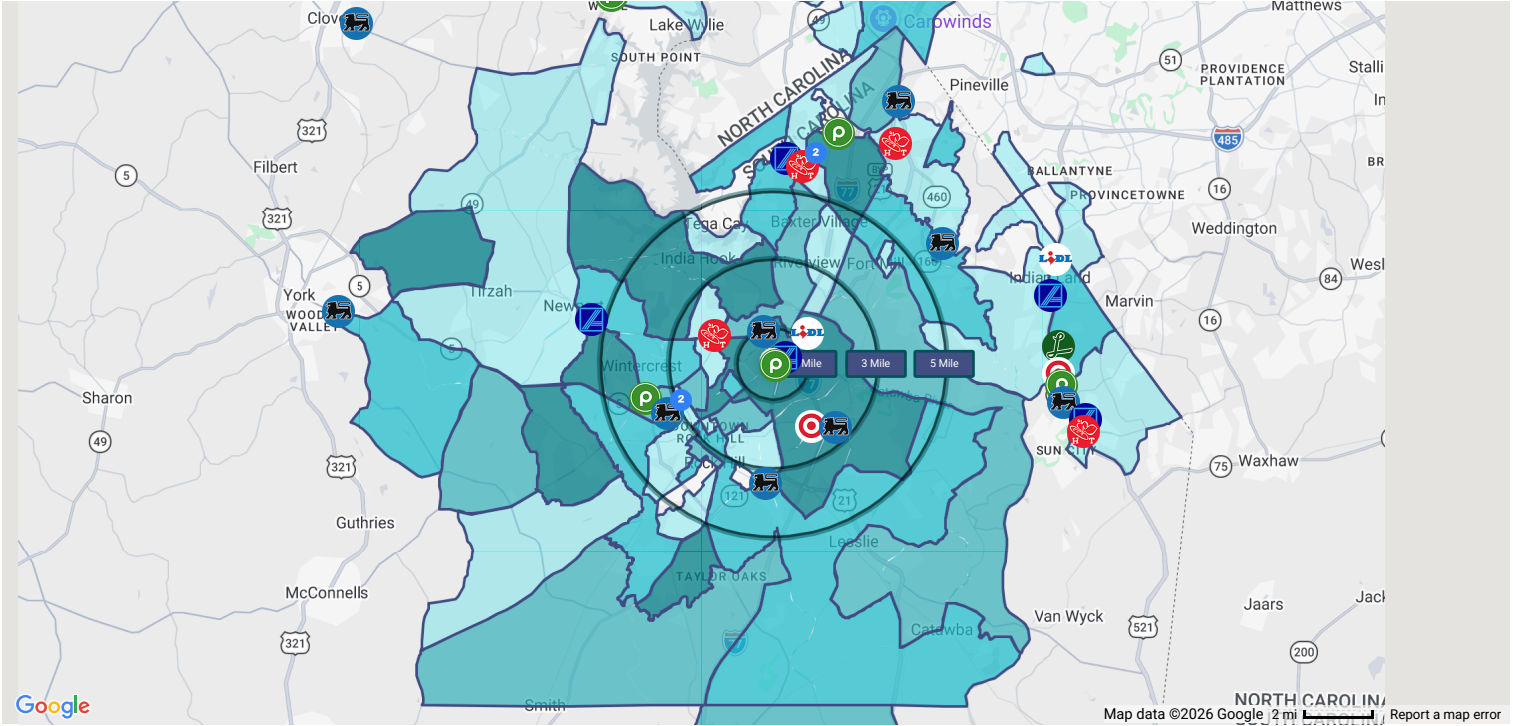
PRIMARY

Aspen Dental – Rock Hill

2300 Cherry Road,
Rock Hill, SC 29732 • 3,369 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Aspen Dental – Rock Hill



TRADE AREA KEY



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Aspen Dental – Rock Hill					
TRADE AREA		1 MI		3 MI	
 GROUP Wealthy Suburban Families SEGMENT Fusion Families	13%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	18%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	13%
 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	8%	 GROUP Young Urban Singles SEGMENT Multicultural Renters	17%	 GROUP Young Urban Singles SEGMENT Multicultural Renters	9%
 GROUP Ultra Wealthy Families SEGMENT Sky High	7%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	16%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	9%
 GROUP Rural Average Income SEGMENT Camo & Cornfields	7%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	12%	 GROUP Ultra Wealthy Families SEGMENT Sky High	8%
 GROUP Upper Suburban Diverse Families SEGMENT Frugal Fashionistas	5%	 GROUP Small Town SEGMENT Main Street USA	11%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	8%

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

DemographicsTrade Area:Closest 70% of Visitors (combined)

Aspen Dental – Rock Hill
2300 Cherry Road Rock Hill, SC 29732



Persona

Live TM

Powered by



Aspen Dental – Rock Hill		
5 MI		
	GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	9%
	GROUP Wealthy Suburban Families SEGMENT Fusion Families	9%
	GROUP Ultra Wealthy Families SEGMENT Sky High	8%
	GROUP City Hopefuls SEGMENT Blue Collar Grit	6%
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	6%

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



PROPERTIES	Aspen Dental – Rock Hill			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	270.13K	8.07K	48.63K	117.02K
5-Year Population Growth Rate	7.2%	0.7%	1.6%	4.1%
Total Daytime Population	266.54K	7.65K	64.08K	125.71K
Average Household Income	\$119.8K	\$92.4K	\$95.8K	\$99.4K
Total Households	104.32K	3.51K	19.56K	45.67K
Average Home Value	\$443.3K	\$218.3K	\$358.7K	\$367.9K
Bachelor's Degree and Higher	42.1%	18.3%	40.5%	40.8%
Total Businesses	7.78K	330	2.08K	4.20K
Employed	96.2%	95.6%	94.7%	95.1%



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



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



76.59K
Median Income

Well Above Average



35
Median Age

Below Average



56%
Married %

Below Average



41%
Children %

Below Average



27%
Renting %

Well Below Average



1.91%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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

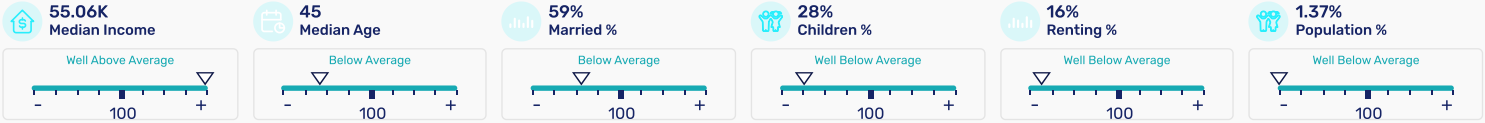


Camo & Cornfields

Industrious farming and blue-collar families who love DIY and fast food. They rank #1 for researching hunting online. Advertise via television; they watch channels like CMT and college sports, and binge programs like Nascar and The Blacklist. They are fast food fans, visiting restaurants like Dairy Queen, Long John Silver's, and Arby's 3x the national average, and follow those brands on social media as well. They follow Cabela's and Bass Pro Shops and tend to DIY home improvement visiting True Value Hardware, 84 Lumber, and Tractor Supply. They follow Cloyd Rivers, and tweet about #fakenews, #boots, and #freedom.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
MFA Inc	1103
FAST STOP	864
GoMart	823
Family Farm & Home	799
Rent One	788
R.P. Lumber	771
Huck's Food & Fuel	754
American Rental	711
Rural King	681
Shoe Sensation	675
Label Shopper	600

Restaurant

COMPANY	INDEX
Giovanni's Pizza	864
Fox's Pizza Den	642
Wings Etc.	407
LEE's Famous Recipes	378
Bob Evans	337
Hot Head Burritos	318
BIGGBY COFFEE	315
Hardee's	306
Fazoli's	303
Huddle House	287
Long John Silver's	281

Grocery

COMPANY	INDEX
IGA (Houchens)	716
Ruler Foods	715
SHOP 'n SAVE Supermarkets	451
Food Giant	406
Food City	404
Harps Food Store	380
Save-A-Lot	376
Save-A-Lot	376
United Grocery Outlet	328
Price Chopper Supermarkets	309
Tops Friendly Markets	284

Fitness

COMPANY	INDEX
WORKOUT ANYTIME	161
RISE	150
RISE	150
Snap Fitness	121
Anytime Fitness	121
YMCA	102
Planet Fitness	67
WW (Weight Watchers)	63
CrossFit	60
GNC (General Nutrition Centers)	59
Curves	41

Entertainment

COMPANY	INDEX
Get Air	60
Chuck E. Cheese's	60
Board & Brush	53
Marcus Theatres	52
Cinemark Theatres	52
Urban Air Adventure Park	51
AMC Entertainment	50
Sky Zone Indoor Trampoline Park	50
Altitude Trampoline Parks	48
Topgolf	48
Topgolf	48

Other

COMPANY	INDEX
Wesbanco	583
Community Bank	556
Super Wash	480
NBT Bank	436
First National Bank F.N.B.	384
Aspirus	352
First Merchants Bank	352
Simmons Bank	351
United Bank	301
Holiday Hair	275
The Huntington National Bank	272



Frugal Fashionistas

Active, educated, and diverse couples and singles in near suburbs. They work professional jobs and social service. They have a tendency to listen to podcasts and are social media users. Perhaps their most interesting feature is their affinity for high-end secondhand stores. Not out of necessity (they are fairly well off) but because of the hunt. They visit stores like Uptown Cheapskate, Clothes Mentor, and Plato's Closet. They live fast lives and enjoy picking up Planet Smoothie after visiting trendy fitness locations like Burn Boot Camps or 9 Round. They follow brands like Williams Sonoma, Target, and PetSmart and hashtag things like #fitstats, #run, #starbucks, and #nationalpuppyday.

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
Honest 1 Auto Care	327	Philly Pretzel Factory	291	Acme Markets	283	VASA Fitness	203
Royal Farms	308	Little Greek Fresh Grill	290	Harris Teeter	271	Onelife Fitness	196
Wawa	302	Crafty Crab	253	Giant Food	262	EOS Fitness	194
Holiday Station	280	Rosati's Pizza	246	ShopRite	236	Burn Boot Camp	185
K & G Fashion Superstore	265	Manhattan Bagel	236	Lidl US	235	TITLE Boxing Club	181
Mr. Handyman	248	LEDO Pizza	224	Jewel-Osco	228	LA Fitness	162
The Original Mattress Factory	237	Capriotti's Sandwich Shop	223	Virginia Alcoholic Beverage Control Authority	211	Lifetime Fitness	152
LUKOIL North America	227	Bahama Breeze	219	Giant Food Stores	209	Crunch	150
Boscov's	218	Portillo's Restaurants	213	Patel Brothers	194	Gold's Gym	148
DTLR	217	TGI Fridays	209	Weis Markets	175	The Vitamin Shoppe	148
CarX Auto Service	217	Metro Diner	208	Price Rite	171	WW (Weight Watchers)	132

Entertainment		Other	
Company	Index	Company	Index
AMF Bowling Centers	179	Virtua	768
Painting with a Twist	169	U-Pack	385
Bowlero	168	CORT	292
Altitude Trampoline Parks	162	Childtime Learning Centers	289
Get Air	151	Cadence Academy Preschool	287
Urban Air Adventure Park	148	PetSuites	278
Color Me Mine	144	Eye Level	274
Marcus Theatres	140	Hair Cuttery	271
Board & Brush	137	MassageLuXe	267
Regal Entertainment Group	135	The Children's Courtyard	266
Cinemark Theatres	132	Champions	256



Game Time Glory

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



60.36K
Median Income

Well Above Average



38
Median Age

Below Average



45%
Married %

Below Average



29%
Children %

Well Below Average



37%
Renting %

Below Average



2.09%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Multicultural Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



46.81K
Median Income

Well Above Average



31
Median Age

Below Average



38%
Married %

Below Average



41%
Children %

Below Average



70%
Renting %

Slightly Below Average



1.19%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Blue Collar Grit

Single white renters stretching incomes in towns and urban areas. They trend older but have a growing group of very young consumers as well. This segment's diverse interests range from Country Living Magazine and WWE to nerdier interests like the Night Vale podcast and Jeopardy. You can find them picking up their prescriptions at The Medicine Shoppe or visiting cash advance locations. Among country singers and bands, they love The Band Perry, following @CountryWords to learn about the lyrics to their favorite tunes. Social topics include #Dontgiveup, #ESPN, #Zombie, and #Sweepstakes.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



25.20K

Median Income

Well Above Average



46

Median Age

Below Average



20%

Married %

Well Below Average



16%

Children %

Well Below Average



71%

Renting %

Slightly Below Average



0.48%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Book Rack	374
Tire Warehouse	351
Rent One	323
GoMart	311
Duchess	306
Huck's Food & Fuel	298
Shoe Show Mega	291
Best One Tire & Service	289
American Rental	274
MFA Inc	271
The Medicine Shoppe	270



Restaurant

COMPANY	INDEX
Giovanni's Pizza	355
LEE's Famous Recipes	268
Rally's Drive-In Restaurants	251
Taco John's	247
Fazoli's	243
Bob Evans	237
Wings Etc.	231
Fox's Pizza Den	228
Perkins Restaurant & Bakery	228
The Human Bean	224
Long John Silver's	222



Grocery

COMPANY	INDEX
United Grocery Outlet	371
Price Chopper Supermarkets	334
Food City	319
Save-A-Lot	276
Save-A-Lot	276
Market 32	270
Giant Eagle	268
Tops Friendly Markets	241
SHOP 'n SAVE Supermarkets	233
Hannaford Supermarkets	206
IGA (Houchens)	202



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	165
RISE	145
RISE	145
Genesis Health Clubs	135
YMCA	131
Curves	126
Snap Fitness	123
Planet Fitness	115
Anytime Fitness	107
GNC (General Nutrition Centers)	90
CrossFit	87



Entertainment

COMPANY	INDEX
Get Air	114
Board & Brush	100
Cinemark Theatres	95
Altitude Trampoline Parks	93
Marcus Theatres	91
AMF Bowling Centers	88
Painting with a Twist	87
Chuck E. Cheese's	83
Main Event Entertainment	81
Main Event Entertainment	81
Urban Air Adventure Park	81



Other

COMPANY	INDEX
Budget Host	452
NBT Bank	372
Community Bank	357
Berkshire Bank	354
Wesbanco	340
Ascend Hotel Collection	310
First National Bank	281
Delta Hotels	270
Aspirus	268
First National Bank F.N.B.	267
AmericInn	265



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.

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RaceTrac	247
Havertys	247
Precision Tune Auto Care	235
Royal Farms	227
Superior Distribution	225
Spectrum Paint	222



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Main Street USA

Moderate income, young, blue-collar workers living near main streets in small-town America. These (mostly) single renters like sports and engines. They watch WWE, read Car & Driver, watch America's Got Talent, and are more likely to own a motorcycle. They follow beauty brands like BoxyCharm and Anastasia. When it comes to music, it is country and pop punk like Fall Out Boy and Machine Gun Kelly all the way. And although not into technology or social media, they tend to be gamers, playing Xbox, and PokemonGo. They drive Jeep and GMC and grocery shop at Save-A-Lot. They talk about #ps4share, #marchmadness, #pulledpork, and #singlelife.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



41.21K

Median Income

Well Above Average



35

Median Age

Below Average



37%

Married %

Below Average



35%

Children %

Below Average



46%

Renting %

Below Average



1.67%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Duchess	492
American Rental	478
Rent One	412
Shoe Sensation	387
Best One Tire & Service	379
Kwik Shop	359
R.P. Lumber	354
MotoMart	345
Huck's Food & Fuel	335
MFA Inc	327
Family Farm & Home	320



Restaurant

COMPANY	INDEX
Hot Head Burritos	388
LEE's Famous Recipes	383
Wings Etc.	341
Donatos Pizzeria	323
Giovanni's Pizza	314
Rally's Drive-In Restaurants	303
Bob Evans	290
Tim Hortons	289
Fazoli's	283
Daylight Donuts	273
Taco John's	267



Grocery

COMPANY	INDEX
Ruler Foods	385
IGA (Houchens)	375
Save-A-Lot	326
Save-A-Lot	326
Harps Food Store	289
Food City	269
Price Chopper Supermarkets	259
United Grocery Outlet	258
Tops Friendly Markets	234
SHOP 'n SAVE Supermarkets	211
Schnucks	206



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	155
Anytime Fitness	134
YMCA	129
Snap Fitness	124
RiSE	112
RiSE	112
Planet Fitness	102
Genesis Health Clubs	100
WW (Weight Watchers)	84
Powerhouse Gym	82
CrossFit	80



Entertainment

COMPANY	INDEX
Get Air	125
Marcus Theatres	91
Urban Air Adventure Park	81
AMF Bowling Centers	79
Cinemark Theatres	78
Chuck E. Cheese's	76
Board & Brush	72
Altitude Trampoline Parks	66
Sky Zone Indoor Trampoline Park	65
AMC Entertainment	62
Regal Entertainment Group	61



Other

COMPANY	INDEX
Super Wash	420
First Merchants Bank	335
Community Bank	334
Wesbanco	309
Centennial Bank (Home BancShares)	308
Commerce Bank	305
NBT Bank	276
Arvest Bank	270
SVS Vision	264
The Huntington National Bank	262
Holiday Hair	260



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



76.59K
Median Income

Well Above Average



35
Median Age

Below Average



56%
Married %

Below Average



41%
Children %

Below Average



27%
Renting %

Well Below Average



1.91%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

COMPANY	INDEX
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Shane's Rib Shack	419
Jim N Nick's	345
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Eggs Up Grill	318
Little Greek Fresh Grill	282
Metro Diner	275
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LEDO Pizza	260
Marco's Pizza	259



Grocery

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



Fitness

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



Entertainment

COMPANY	INDEX
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Urban Air Adventure Park	166
Main Event Entertainment	157
Main Event Entertainment	157
Altitude Trampoline Parks	157
AMF Bowling Centers	126
Get Air	125
Cinemark Theatres	121
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Sky Zone Indoor Trampoline Park	115
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COMPANY	INDEX
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Atrium Health	273
Pet Paradise Resort and Day Spa	271
Tidal Wave Auto Spa	267
PetSuites	244
Synovus Bank	242



Multicultural Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



46.81K
Median Income

Well Above Average



31
Median Age

Below Average



38%
Married %

Below Average



41%
Children %

Below Average



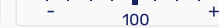
70%
Renting %

Slightly Below Average



1.19%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



westwood

Aspen Dental – Rock Hill

2300 Cherry Road Rock Hill, SC 29732 • 3,369 SF

> Radius: 3 miles



Game Time Glory

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



60.36K

Median Income

Well Above Average



38

Median Age

Below Average



45%

Married %

Below Average



29%

Children %

Well Below Average



37%

Renting %

Below Average



2.09%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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



Blue Collar Grit

Single white renters stretching incomes in towns and urban areas. They trend older but have a growing group of very young consumers as well. This segment's diverse interests range from Country Living Magazine and WWE to nerdier interests like the Night Vale podcast and Jeopardy. You can find them picking up their prescriptions at The Medicine Shoppe or visiting cash advance locations. Among country singers and bands, they love The Band Perry, following @CountryWords to learn about the lyrics to their favorite tunes. Social topics include #Dontgiveup, #ESPN, #Zombie, and #Sweepstakes.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



25.20K
Median Income

Well Above Average



46
Median Age

Below Average



20%
Married %

Well Below Average



16%
Children %

Well Below Average



71%
Renting %

Slightly Below Average



0.48%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Book Rack	374
Tire Warehouse	351
Rent One	323
GoMart	311
Duchess	306
Huck's Food & Fuel	298
Shoe Show Mega	291
Best One Tire & Service	289
American Rental	274
MFA Inc	271
The Medicine Shoppe	270



Restaurant

COMPANY	INDEX
Giovanni's Pizza	355
LEE's Famous Recipes	268
Rally's Drive-In Restaurants	251
Taco John's	247
Fazoli's	243
Bob Evans	237
Wings Etc.	231
Fox's Pizza Den	228
Perkins Restaurant & Bakery	228
The Human Bean	224
Long John Silver's	222



Grocery

COMPANY	INDEX
United Grocery Outlet	371
Price Chopper Supermarkets	334
Food City	319
Save-A-Lot	276
Save-A-Lot	276
Market 32	270
Giant Eagle	268
Tops Friendly Markets	241
SHOP 'n SAVE Supermarkets	233
Hannaford Supermarkets	206
IGA (Houchens)	202



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	165
RISE	145
RISE	145
Genesis Health Clubs	135
YMCA	131
Curves	126
Snap Fitness	123
Planet Fitness	115
Anytime Fitness	107
GNC (General Nutrition Centers)	90
CrossFit	87



Entertainment

COMPANY	INDEX
Get Air	114
Board & Brush	100
Cinemark Theatres	95
Altitude Trampoline Parks	93
Marcus Theatres	91
AMF Bowling Centers	88
Painting with a Twist	87
Chuck E. Cheese's	83
Main Event Entertainment	81
Main Event Entertainment	81
Urban Air Adventure Park	81



Other

COMPANY	INDEX
Budget Host	452
NBT Bank	372
Community Bank	357
Berkshire Bank	354
Wesbanco	340
Ascend Hotel Collection	310
First National Bank	281
Delta Hotels	270
Aspirus	268
First National Bank F.N.B.	267
AmericInn	265



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



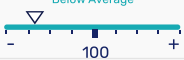
76.59K
Median Income

Well Above Average



35
Median Age

Below Average



56%
Married %

Below Average



41%
Children %

Below Average



27%
Renting %

Well Below Average



1.91%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Fusion Families

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

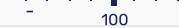
Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Blue Collar Grit

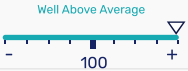
Single white renters stretching incomes in towns and urban areas. They trend older but have a growing group of very young consumers as well. This segment's diverse interests range from Country Living Magazine and WWE to nerdier interests like the Night Vale podcast and Jeopardy. You can find them picking up their prescriptions at The Medicine Shoppe or visiting cash advance locations. Among country singers and bands, they love The Band Perry, following @CountryWords to learn about the lyrics to their favorite tunes. Social topics include #Dontgiveup, #ESPN, #Zombie, and #Sweepstakes.

Segment Demographic National Overview

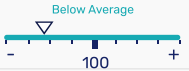
*Index=100 is the National Average Across All Segments



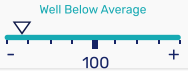
25.20K
Median Income



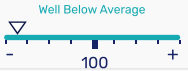
46
Median Age



20%
Married %



16%
Children %



71%
Renting %



0.48%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Book Rack	374
Tire Warehouse	351
Rent One	323
GoMart	311
Duchess	306
Huck's Food & Fuel	298
Shoe Show Mega	291
Best One Tire & Service	289
American Rental	274
MFA Inc	271
The Medicine Shoppe	270



Restaurant

COMPANY	INDEX
Giovanni's Pizza	355
LEE's Famous Recipes	268
Rally's Drive-In Restaurants	251
Taco John's	247
Fazoli's	243
Bob Evans	237
Wings Etc.	231
Fox's Pizza Den	228
Perkins Restaurant & Bakery	228
The Human Bean	224
Long John Silver's	222



Grocery

COMPANY	INDEX
United Grocery Outlet	371
Price Chopper Supermarkets	334
Food City	319
Save-A-Lot	276
Save-A-Lot	276
Market 32	270
Giant Eagle	268
Tops Friendly Markets	241
SHOP 'n SAVE Supermarkets	233
Hannaford Supermarkets	206
IGA (Houchens)	202



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	165
RISE	145
RISE	145
Genesis Health Clubs	135
YMCA	131
Curves	126
Snap Fitness	123
Planet Fitness	115
Anytime Fitness	107
GNC (General Nutrition Centers)	90
CrossFit	87



Entertainment

COMPANY	INDEX
Get Air	114
Board & Brush	100
Cinemark Theatres	95
Altitude Trampoline Parks	93
Marcus Theatres	91
AMF Bowling Centers	88
Painting with a Twist	87
Chuck E. Cheese's	83
Main Event Entertainment	81
Main Event Entertainment	81
Urban Air Adventure Park	81



Other

COMPANY	INDEX
Budget Host	452
NBT Bank	372
Community Bank	357
Berkshire Bank	354
Wesbanco	340
Ascend Hotel Collection	310
First National Bank	281
Delta Hotels	270
Aspirus	268
First National Bank F.N.B.	267
AmericInn	265



Game Time Glory

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



60.36K
Median Income

Well Above Average



38
Median Age

Below Average



45%
Married %

Below Average



29%
Children %

Well Below Average



37%
Renting %

Below Average



2.09%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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