

2025 ○ —————



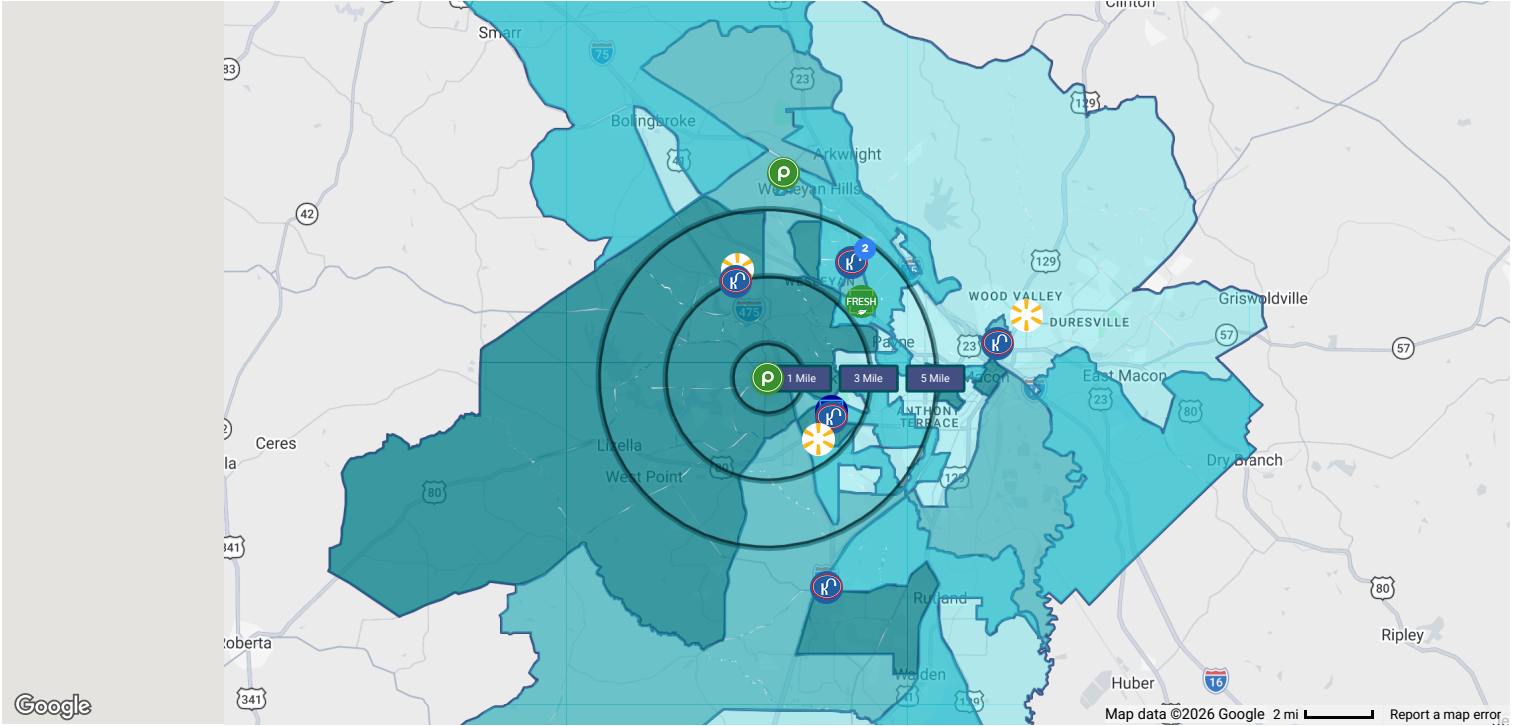
PRIMARY

Tobesofkee Crossing

5581 Thomaston Road,
Macon, GA 31220 • 72,678 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Tobesofkee Crossing



TRADE AREA KEY



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Tobesofkee Crossing					
TRADE AREA		1 MI		3 MI	
 GROUP City Hopefuls SEGMENT Rhythmic Renters	11%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	34%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	22%
 GROUP Small Town SEGMENT Small Town Satellites	11%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	21%	 GROUP Small Town SEGMENT Small Town Satellites	11%
 GROUP Rural Average Income SEGMENT Camo & Cornfields	10%	 GROUP City Hopefuls SEGMENT Intrepid Influencers	14%	 GROUP City Hopefuls SEGMENT Rhythmic Renters	9%
 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	8%	 GROUP Budget Boomers SEGMENT Rural Retirement	12%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	9%
 GROUP Suburban Boomers SEGMENT Timeless Tribe	7%	 GROUP Rural Average Income SEGMENT Camo & Cornfields	5%	 GROUP City Hopefuls SEGMENT Intrepid Influencers	9%

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

DemographicsTrade Area:Closest 70% of Visitors (combined)

Tobesofkee Crossing
5581 Thomaston Road Macon, GA 31220



Persona

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Tobesofkee Crossing		
5 MI		
	GROUP Small Town SEGMENT Small Town Satellites	18%
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	14%
	GROUP City Hopefuls SEGMENT Rhythmic Renters	11%
	GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	8%
	GROUP City Hopefuls SEGMENT Intrepid Influencers	7%

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



PROPERTIES	Tobesofkee Crossing			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	192.65K	3.13K	25.06K	77.17K
5-Year Population Growth Rate	2.6%	2.1%	1.9%	1.6%
Total Daytime Population	220.34K	3.77K	29.72K	80.41K
Average Household Income	\$85.8K	\$89.1K	\$98.9K	\$87.3K
Total Households	76.34K	1.33K	9.82K	30.56K
Average Home Value	\$226.3K	\$208.7K	\$263K	\$228.2K
Bachelor's Degree and Higher	25.8%	28.9%	25.3%	26.3%
Employed	96.8%	96.8%	97.4%	96.7%



Rhythmic Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail		Restaurant		Grocery		Fitness	
Company	Index	Company	Index	Company	Index	Company	Index
Kids Foot Locker	1955	Louisiana Fried Chicken	1863	C Town Supermarkets	2926	24 Hour Fitness	290
Parts Authority	1020	Golden Krust Caribbean Bakery and Grill	1319	Key Food	1337	Retro Fitness	280
Foot Locker	960	Winchell's Donut House	1291	Bravo Supermarkets	1087	RiSE	218
WSS	920	Pollo Campero	989	El Super	1038	RiSE	218
JD Sports US	845	Fatburger	870	Price Rite	775	UFC Gym	212
Ashley Stewart	702	Blimpie	632	Ralphs	601	CorePower Yoga	199
Bolla Market	532	sweetgreen	606	Smart & Final	503	LA Fitness	165
Rainbow Shops	520	WaBa Grill	563	Stop & Shop	357	GNC (General Nutrition Centers)	149
The Children's Place	495	El Pollo Loco	559	Vons	297	Chuze Fitness	135
76	455	Sizzler	533	ShopRite	254	Fitness 19	134
Alliance Energy	440	Hook & Reel Cajun Seafood & Bar	519	99 Ranch Market	253	Crunch	129
Entertainment				Other			
Company	Index			Company	Index		
Dave & Buster's	200			Metro by T-Mobile	1758		
Century Theatres	198			Metro by T-Mobile	1758		
Chuck E. Cheese's	170			PLS Financial Services	815		
AMC Entertainment	156			Citibank	718		
Bowlero	131			Western Dental	677		
Toptracer	129			MOXY Hotels	673		
Sky Zone Indoor Trampoline Park	94			InterContinental Hotels Group	515		
Topgolf	90			Capital One	457		
Topgolf	90			Bright Now Dental	427		
Color Me Mine US	89			Santander Bank	412		
Cinemark Theatres	79			Extra Space Storage	408		



Small Town Satellites

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



44.12K
Median Income

Well Above Average



46
Median Age

Below Average



42%
Married %

Below Average



23%
Children %

Well Below Average



32%
Renting %

Below Average



1.67%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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



55.06K

Median Income

Well Above Average



45

Median Age

Below Average



59%

Married %

Below Average



28%

Children %

Well Below Average



16%

Renting %

Well Below Average



1.37%

Population %

Well Below Average



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

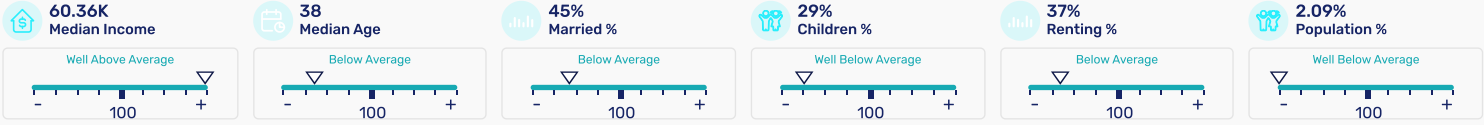


Game Time Glory

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





Timeless Tribe

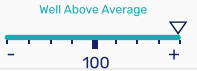
Middle-class boomers slowing down in suburban neighborhoods. They typically live in blue-collar influenced neighborhoods with lower house prices. They keep up with their favorite shows like Family Guy, American Horror Story, and Breaking Bad. They also enjoy MLB Network and get their news from conservative outlets. You'll find them eating at Bob Evans and Tim Hortons, and shopping at Kohl's and Albertsons. They follow brands like MVMT, Chipotle, Subaru, and hashtag #USA, #fakenews.

Segment Demographic National Overview

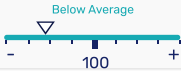
*Index=100 is the National Average Across All Segments



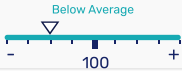
66.33K
Median Income



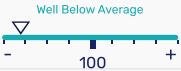
48
Median Age



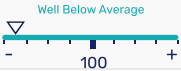
53%
Married %



23%
Children %



16%
Renting %



1.59%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
GetGo Cafe + Market	423
Joe's Kwik Marts	388
Belle Tire	366
Bath Fitter	350
Turkey Hill	346
Monro Muffler Brake	303
Value City Furniture	293
Meijer	284
Carter Lumber	281
Boscov's	281
TrueNorth Stores	279



Restaurant

COMPANY	INDEX
Tim Hortons	472
CoreLife Eatery	399
Big Apple Bagels	288
Hot Head Burritos	285
Skyline Chili	271
Jet's Pizza	266
Friendly's Ice Cream	257
Bob Evans	247
BIGGBY COFFEE	243
Bellacino's	231
Smokey Bones	231



Grocery

COMPANY	INDEX
Giant Eagle	567
SHOP 'n SAVE Supermarkets	538
Tops Friendly Markets	531
Redner's Markets	367
Wegmans Food Markets	330
Fine Wine & Good Spirits	329
Market 32	328
Giant Food Stores	310
Weis Markets	295
Schnucks	286
Price Chopper Supermarkets	220



Fitness

COMPANY	INDEX
Powerhouse Gym	251
RISE	182
RISE	182
Planet Fitness	147
WW (Weight Watchers)	142
YMCA	142
Genesis Health Clubs	127
Retro Fitness	125
WORKOUT ANYTIME	117
The Exercise Coach	117
Snap Fitness	117



Entertainment

COMPANY	INDEX
AMF Bowling Centers	212
Get Air	203
Marcus Theatres	186
Board & Brush	133
Painting with a Twist	133
Altitude Trampoline Parks	119
Sky Zone Indoor Trampoline Park	111
Cinemark Theatres	102
Chuck E. Cheese's	98
Regal Entertainment Group	95
Urban Air Adventure Park	93



Other

COMPANY	INDEX
Berkshire Bank	448
SVS Vision	414
Ziebart	345
First National Bank F.N.B.	313
Massage Green	310
The Huntington National Bank	310
Citizens Bank	294
Holiday Hair	288
KeyBank	278
Flagstar Bank	270
NBT Bank	265

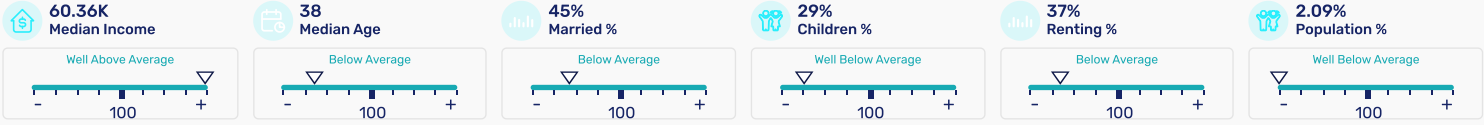


Game Time Glory

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





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

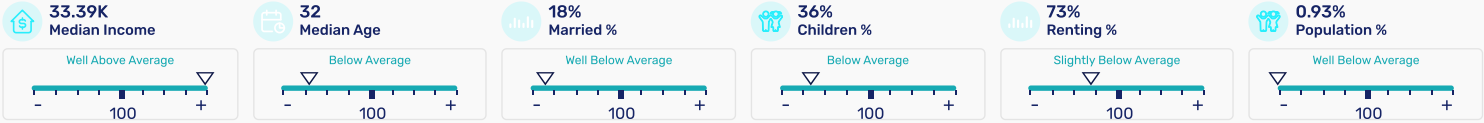


Intrepid Influencers

Renters in African American neighborhoods with low income and a high percentage of female householders. They can be reached in popular African American publications like The Root and follow Worldstar Hip Hop. Snapchat is their go-to social media. Members of this segment are 9.5x as likely to visit an Ashley Stewart store than the average person, eat at Checker's and Church's Chicken, and buy pre-paid phones. This segment provides and uses food delivery regularly and shops online for wigs. Female-headed households support their own, being heavily influenced by famous women like Sanaa Lathan and Nia Long. They use hashtags like #IDK, #Loyalty, and #Girlsweekend.

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
Ashley Stewart	2317	Golden Krust Caribbean Bakery and Grill	1246	Giant Food	565	Youfit Health Clubs	271
DTLR	1549	American Deli	894	C Town Supermarkets	552	LA Fitness	122
DTLR	1549	Checkers Drive-In Restaurants	719	Key Food	535	RISE	115
Kids Foot Locker	1166	TGI Fridays	671	Bravo Supermarkets	452	RISE	115
City Gear	1003	LEDO Pizza	607	Price Rite	399	CorePower Yoga	114
Foot Locker	985	White Castle	561	Save-A-Lot	396	GNC (General Nutrition Centers)	114
Rainbow Shops	885	Hook & Reel Cajun Seafood & Bar	494	Save-A-Lot	396	Planet Fitness	113
K & G Fashion Superstore	737	Lenny's Sub Shop	430	Jewel-Osco	378	The Vitamin Shoppe	105
Citi Trends	506	Blimpie	418	Wild Fork Foods	273	WORKOUT ANYTIME	95
JD Sports US	494	sweetgreen	402	ShopRite	255	Fitness Together	91
LUKOIL North America	451	Crafty Crab	391	Lidl US	188	The Exercise Coach	86

Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX
AMF Bowling Centers	242	Stanley Steemer	597
Marcus Theatres	164	CORT	593
Dave & Buster's	154	PLS Financial Services	527
AMC Entertainment	151	Capital One	425
Chuck E. Cheese's	135	Kool Smiles	404
Urban Air Adventure Park	134	Octapharma Plasma	396
Sky Zone Indoor Trampoline Park	113	Aurora Healthcare	342
Bowlero	111	Atrium Health	321
Topgolf	109	Budget Truck Rental	313
Topgolf	109	Simply Self Storage	284
Get Air	82	Citibank	281



Rural Retirement

Retired couples living on a shoestring budget in remote communities with easy access to outdoor recreation. Avid outdoorsmen, this segment especially enjoys hunting and fishing, gearing up at Cabelas and Bass Pro Shops. They read Outside and NatGeo magazine. They're also DIYers, frequenting True Value Hardware and Carquest AutoParts. When they're not enjoying the outdoors, they're watching tv; favorites include Hallmark Channel, CMT, and Criminal Minds. They follow the NRA and Justin Moore and hashtag #bestlife and #lazyday.

Segment Demographic National Overview

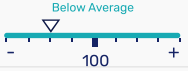
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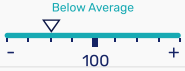
48.84K
Median Income



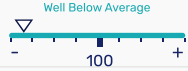
54
Median Age



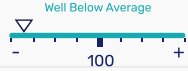
54%
Married %



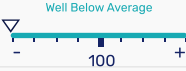
18%
Children %



17%
Renting %



0.78%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Auto Value	828
Aubuchon Hardware	625
Auto Value Parts Stores	557
Label Shopper	550
Auto Wares	535
Stewart's Shops	505
Family Farm & Home	465
Tire Warehouse	445
CARQUEST Auto Parts	422
Allsup's	417
Grand Rental Station	403



Restaurant

COMPANY	INDEX
Shoney's	379
Pizza Factory	368
Aroma Joe's	307
Fox's Pizza Den	248
Bellacino's	221
Huddle House	218
Hardee's	201
Gatti's Pizza	195
Jack's Family Restaurants	193
Auntie Anne's	191
Caribou Coffee	185



Grocery

COMPANY	INDEX
Family Fare	752
Lowe's Market	624
Pepper Palace	476
Ingles Markets	465
Price Chopper Supermarkets	429
Hannaford Supermarkets	421
Brookshire Brothers	405
United Grocery Outlet	381
IGA (Independent Grocers Alliance)	376
The Spice & Tea Exchange	309
Food City	305



Fitness

COMPANY	INDEX
Snap Fitness	123
WW (Weight Watchers)	113
WORKOUT ANYTIME	110
Anytime Fitness	101
Farrell's eXtreme Bodyshaping	78
CrossFit	75
GNC (General Nutrition Centers)	70
YMCA	69
RiSE	63
RiSE	63
9Round	60



Entertainment

COMPANY	INDEX
Marcus Theatres	93
Dave & Buster's	74
Board & Brush	72
Get Air	72
Topgolf	64
Topgolf	64
Urban Air Adventure Park	64
Regal Entertainment Group	59
Cinemark Theatres	55
Chuck E. Cheese's	54
Altitude Trampoline Parks	52



Other

COMPANY	INDEX
United Community Bank	762
NBT Bank	644
Community Bank	620
Aspirus	435
Budget Host	385
Hawthorn Suites by Wyndham	358
Lincare	356
Associated Bank	332
Ramada	313
Flagstar Bank	306
AmericInn	306

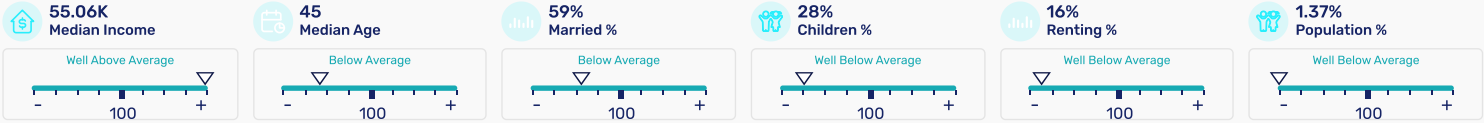


Camo & Cornfields

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

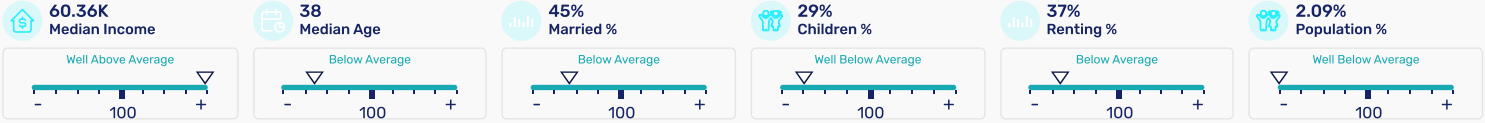


Game Time Glory

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





Small Town Satellites

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



44.12K
Median Income

Well Above Average



46
Median Age

Below Average



42%
Married %

Below Average



23%
Children %

Well Below Average



32%
Renting %

Below Average



1.67%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Rhythmic Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



36.62K
Median Income

Well Above Average



33
Median Age

Below Average



27%
Married %

Well Below Average



38%
Children %

Below Average



86%
Renting %

Slightly Below Average



1.07%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

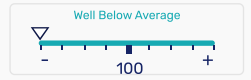


- Radius: 3 miles



Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



Retail

Restaurant

Grocery

Fitness

Entertainment

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



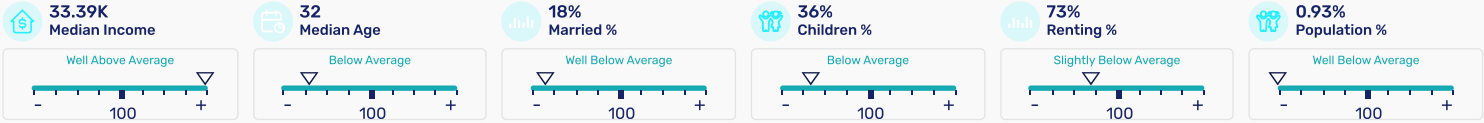


Intrepid Influencers

Renters in African American neighborhoods with low income and a high percentage of female householders. They can be reached in popular African American publications like The Root and follow Worldstar Hip Hop. Snapchat is their go-to social media. Members of this segment are 9.5x as likely to visit an Ashley Stewart store than the average person, eat at Checker's and Church's Chicken, and buy pre-paid phones. This segment provides and uses food delivery regularly and shops online for wigs. Female-headed households support their own, being heavily influenced by famous women like Sanaa Lathan and Nia Long. They use hashtags like #IDK, #Loyalty, and #Girlsweekend.

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
Ashley Stewart	2317	Golden Krust Caribbean Bakery and Grill	1246	Giant Food	565	Youfit Health Clubs	271
DTLR	1549	American Deli	894	C Town Supermarkets	552	LA Fitness	122
DTLR	1549	Checkers Drive-In Restaurants	719	Key Food	535	RISE	115
Kids Foot Locker	1166	TGI Fridays	671	Bravo Supermarkets	452	RISE	115
City Gear	1003	LEDO Pizza	607	Price Rite	399	CorePower Yoga	114
Foot Locker	985	White Castle	561	Save-A-Lot	396	GNC (General Nutrition Centers)	114
Rainbow Shops	885	Hook & Reel Cajun Seafood & Bar	494	Save-A-Lot	396	Planet Fitness	113
K & G Fashion Superstore	737	Lenny's Sub Shop	430	Jewel-Osco	378	The Vitamin Shoppe	105
Citi Trends	506	Blimpie	418	Wild Fork Foods	273	WORKOUT ANYTIME	95
JD Sports US	494	sweetgreen	402	ShopRite	255	Fitness Together	91
LUKOIL North America	451	Crafty Crab	391	Lidl US	188	The Exercise Coach	86

Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX
AMF Bowling Centers	242	Stanley Steemer	597
Marcus Theatres	164	CORT	593
Dave & Buster's	154	PLS Financial Services	527
AMC Entertainment	151	Capital One	425
Chuck E. Cheese's	135	Kool Smiles	404
Urban Air Adventure Park	134	Octapharma Plasma	396
Sky Zone Indoor Trampoline Park	113	Aurora Healthcare	342
Bowlero	111	Atrium Health	321
Topgolf	109	Budget Truck Rental	313
Topgolf	109	Simply Self Storage	284
Get Air	82	Citibank	281



Small Town Satellites

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



44.12K
Median Income

Well Above Average



46
Median Age

Below Average



42%
Married %

Below Average



23%
Children %

Well Below Average



32%
Renting %

Below Average



1.67%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



westwood

Tobesofkee Crossing

5581 Thomaston Road Macon, GA 31220 • 72,678 SF

> Radius: 5 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



Rhythmic Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



36.62K
Median Income

Well Above Average



33
Median Age

Below Average



27%
Married %

Well Below Average



38%
Children %

Below Average



86%
Renting %

Slightly Below Average



1.07%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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



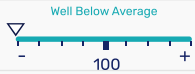
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- Radius: 5 miles



Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



Retail

Restaurant

Grocery

Fitness

COMPANY	INDEX
Youfit Health Clubs	271
LA Fitness	122
RiSE	115
RiSE	115
CorePower Yoga	114
GNC (General Nutrition Centers)	114
Planet Fitness	113
The Vitamin Shoppe	105
WORKOUT ANYTIME	95
Fitness Together	91
The Exercise Coach	86



Other

COMPANY	INDEX
Stanley Steemer	597
CORT	593
PLS Financial Services	527
Capital One	425
Kool Smiles	404
Octapharma Plasma	396
Aurora Healthcare	342
Atrium Health	321
Budget Truck Rental	313
Simply Self Storage	284
Citibank	281

