

2025 ○ —————



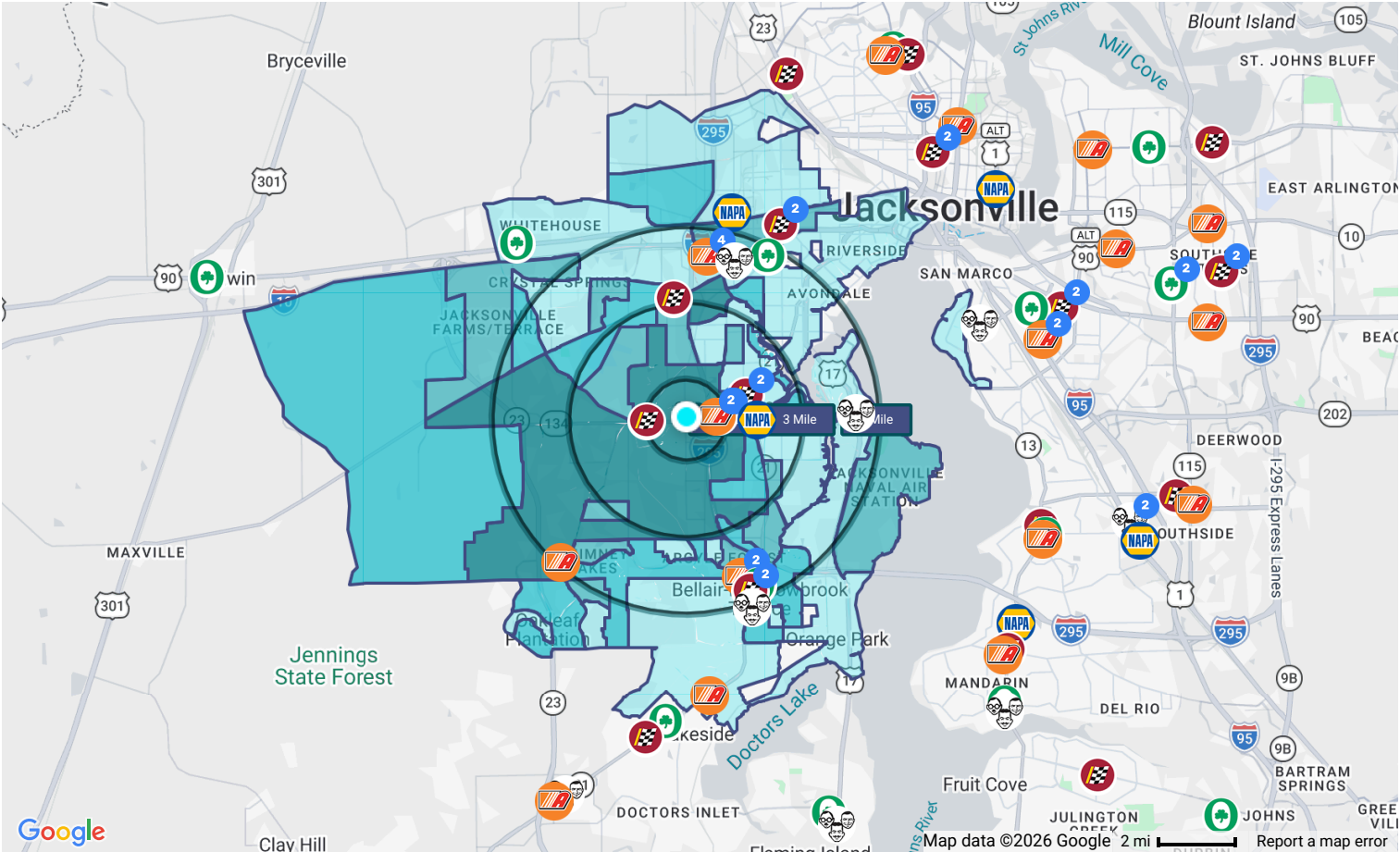
PRIMARY

O'Reilly – Jacksonville

7581 103rd Street,
Jacksonville, FL 32210 • 7,474 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

O'Reilly – Jacksonville



TRADE AREA KEY



This information is compiled from sources which Advan Research Corporation, LLC ("Advan"), does not control and unless indicated is not verified. Advan, its principals, analysts, writers and agents do not guarantee the accuracy, completeness or timeliness of the information provided nor do they assume responsibility for the information reported herein nor for failure to report any matter omitted or withheld. This information and/or any part thereof may not be reproduced, and/or transmitted in any manner whatsoever without the written consent of Advan.

DemographicsTrade Area:Closest 70% of Visitors (combined)

O'Reilly – Jacksonville
7581 103rd Street Jacksonville, FL 32210



Persona

Live™

Powered by SPATIAL

O'Reilly – Jacksonville					
TRADE AREA		1 MI		3 MI	
 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	19%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	34%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	34%
 GROUP Upper Suburban Diverse Fa... SEGMENT Flourishing Fusion	13%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	24%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	18%
 GROUP City Hopefuls SEGMENT Blue Collar Grit	13%	 GROUP City Hopefuls SEGMENT Intrepid Influencers	10%	 GROUP Upper Suburban Diverse Fa... SEGMENT Flourishing Fusion	11%
 GROUP Budget Boomers SEGMENT Rural Retirement	4%	 GROUP Budget Boomers SEGMENT Rural Retirement	9%	 GROUP Budget Boomers SEGMENT Rural Retirement	7%
 GROUP Rural Average Income SEGMENT Camo & Cornfields	4%	 GROUP Small Town SEGMENT Main Street USA	8%	 GROUP City Hopefuls SEGMENT Intrepid Influencers	5%

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



This information is compiled from sources which Advan Research Corporation, LLC ("Advan"), does not control and unless indicated is not verified. Advan, its principals, analysts, writers and agents do not guarantee the accuracy, completeness or timeliness of the information provided nor do they assume responsibility for the information reported herein nor for failure to report any matter omitted or withheld. This information and/or any part thereof may not be reproduced, and/or transmitted in any manner whatsoever without the written consent of Advan.

DemographicsTrade Area:Closest 70% of Visitors (combined)

O'Reilly – Jacksonville
7581 103rd Street Jacksonville, FL 32210



Persona

Live™

Powered by



O'Reilly – Jacksonville		
5 MI		
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	25%
	GROUP City Hopefuls SEGMENT Blue Collar Grit	18%
	GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	13%
	GROUP Budget Boomers SEGMENT Rural Retirement	5%
	GROUP Rural Average Income SEGMENT Camo & Cornfields	4%

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



This information is compiled from sources which Advan Research Corporation, LLC ("Advan"), does not control and unless indicated is not verified. Advan, its principals, analysts, writers and agents do not guarantee the accuracy, completeness or timeliness of the information provided nor do they assume responsibility for the information reported herein nor for failure to report any matter omitted or withheld. This information and/or any part thereof may not be reproduced, and/or transmitted in any manner whatsoever without the written consent of Advan.

DemographicsTrade Area:Closest 70% of Visitors (combined)

O'Reilly – Jacksonville

PROPERTIES	O'Reilly – Jacksonville			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	310.26K	17.77K	80.38K	193.01K
5-Year Population Growth Rate	1.8%	-1.2%	-0.2%	1.3%
Total Daytime Population	309.05K	12.29K	50.72K	132.98K
Average Household Income	\$96K	\$69.5K	\$80K	\$94.4K
Total Households	119.30K	6.60K	29.86K	74K
Average Home Value	\$361.2K	\$230.9K	\$260.1K	\$330.2K
Bachelor's Degree and Higher	26.3%	16.5%	18.5%	24.1%
Total Businesses	8.17K	232	1.10K	3.45K
Employed	94.7%	92.7%	94%	94.5%



This information is compiled from sources which Advan Research Corporation, LLC ("Advan"), does not control and unless indicated is not verified. Advan, its principals, analysts, writers and agents do not guarantee the accuracy, completeness or timeliness of the information provided nor do they assume responsibility for the information reported herein nor for failure to report any matter omitted or withheld. This information and/or any part thereof may not be reproduced, and/or transmitted in any manner whatsoever without the written consent of Advan.

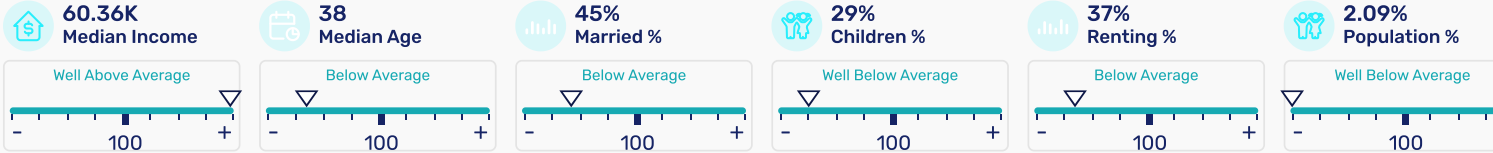


Game Time Glory

19%
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 PFTCommitter 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



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 (FNBO)	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

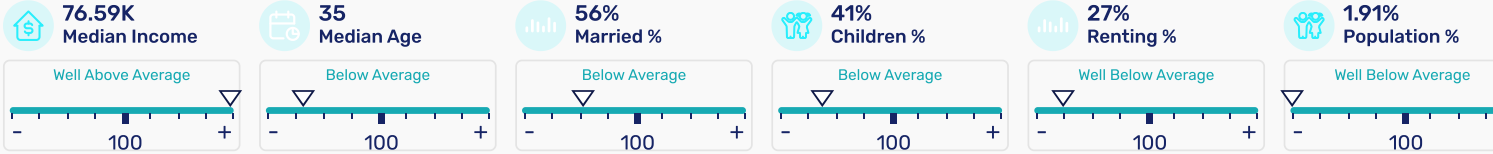


Flourishing Fusion

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, #maythe4thbewwithyou, and #secondhandnamebrand.

Segment Demographic National Overview

 *Index=100 is the National Average Across All Segments



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

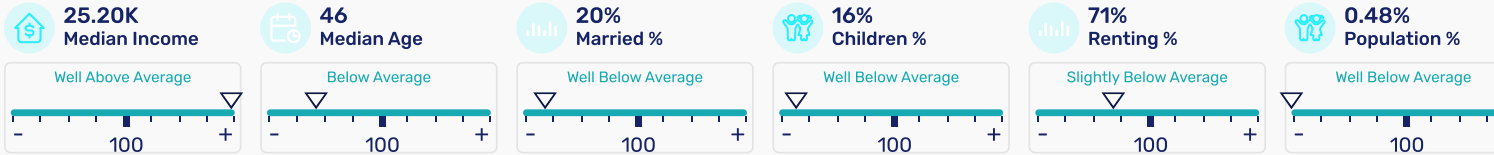


Blue Collar Grit

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



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

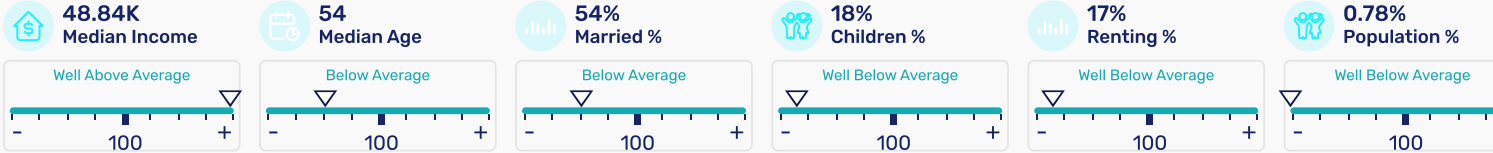


Rural Retirement

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

*Index=100 is the National Average Across All Segments



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



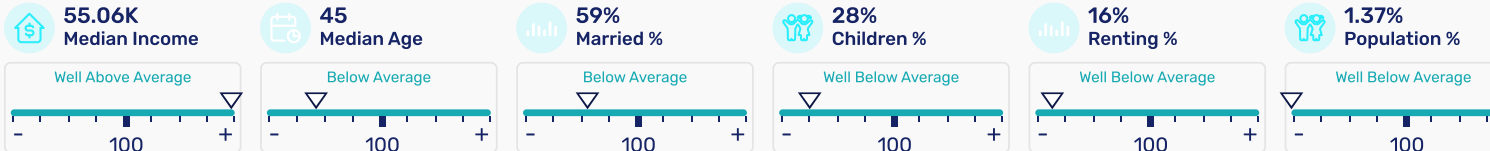
4%

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



westwood

O'Reilly – Jacksonville

7581 103rd Street Jacksonville, FL 32210 • 7,474 SF



Radius: 1 mile

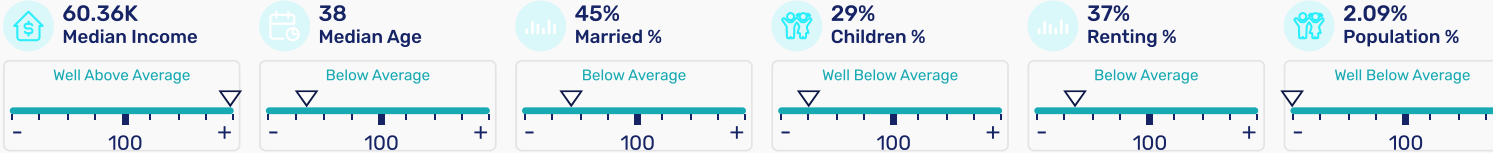


Game Time Glory

34% 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 PFTCommitter 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



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 (FNBO)	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

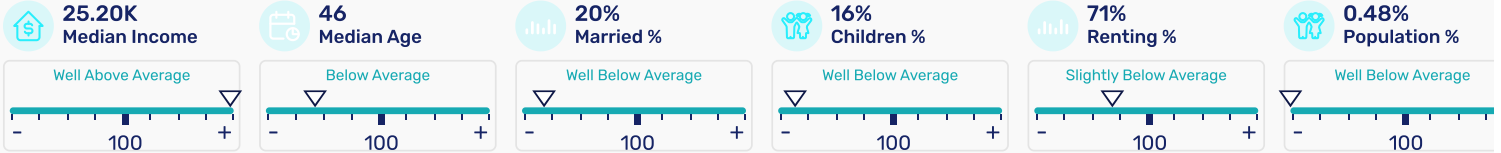


Blue Collar Grit

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



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

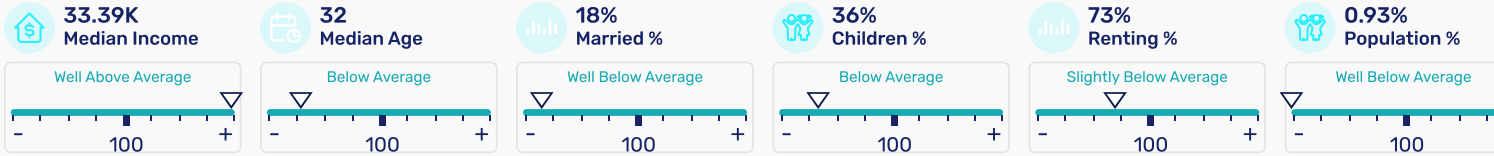


Intrepid Influencers

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





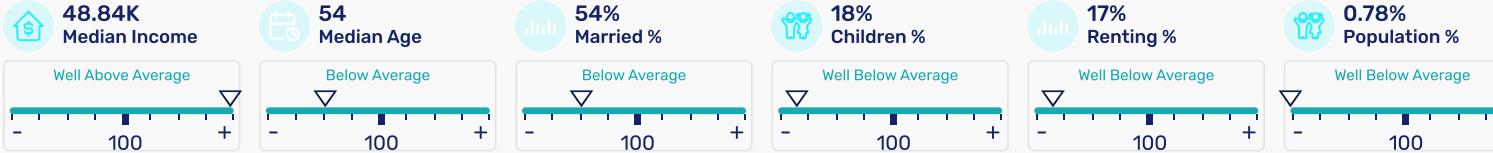
9%

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

*Index=100 is the National Average Across All Segments



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

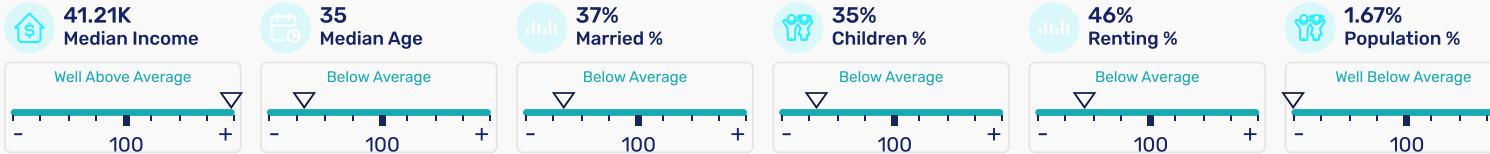


Main Street USA

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



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



westwood

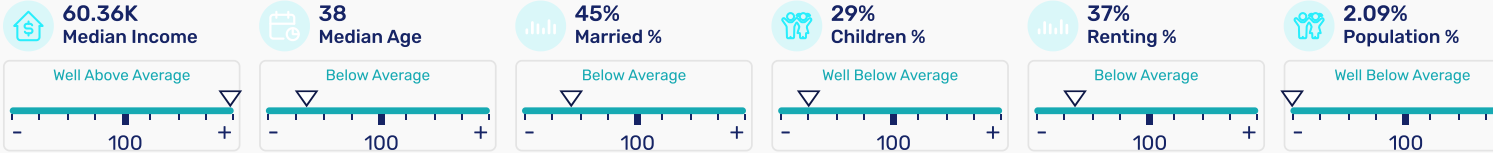


Game Time Glory

34% 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 PFTCommitter 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



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 (FNBO)	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

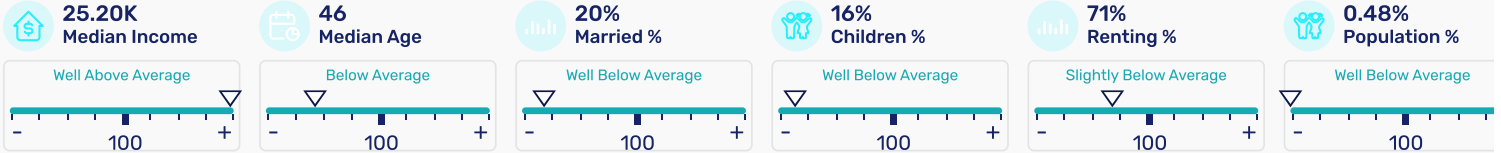


Blue Collar Grit

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



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

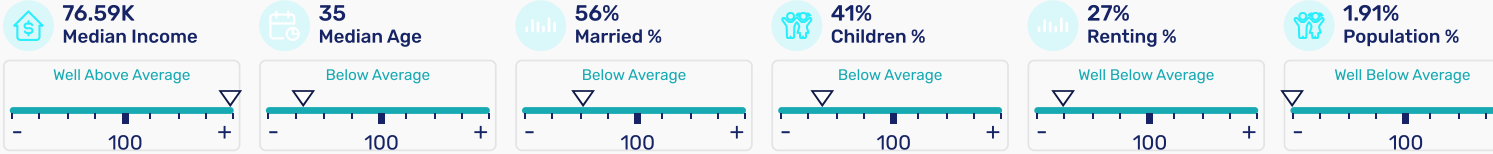


Flourishing Fusion

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, #maythe4thbewwithyou, and #secondhandnamebrand.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



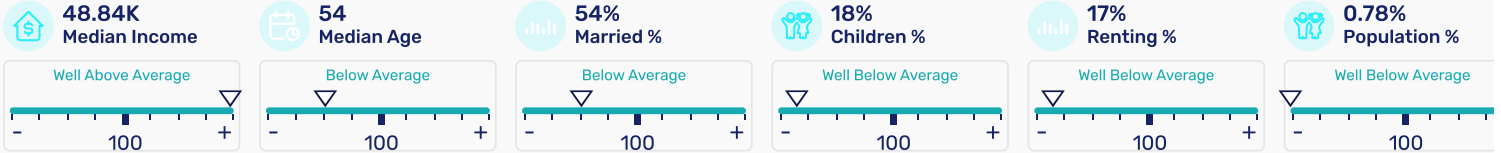


Rural Retirement

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

*Index=100 is the National Average Across All Segments



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

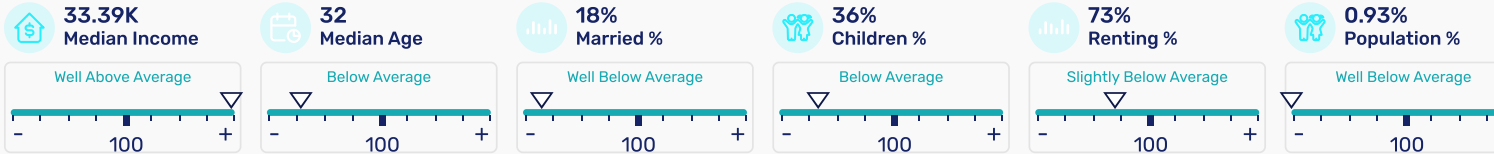


Intrepid Influencers

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

COMPANY	INDEX
Ashley Stewart	2317
DTLR	1549
DTLR	1549
Kids Foot Locker	1166
City Gear	1003
Foot Locker	985
Rainbow Shops	885
K & G Fashion Superstore	737
Citi Trends	506
JD Sports US	494
LUKOIL North America	451



Restaurant

COMPANY	INDEX
Golden Krust Caribbean Bakery and Grill	1246
American Deli	894
Checkers Drive-In Restaurants	719
TGI Fridays	671
LEDO Pizza	607
White Castle	561
Hook & Reel Cajun Seafood & Bar	494
Lenny's Sub Shop	430
Blimpie	418
sweetgreen	402
Crafty Crab	391



Grocery

COMPANY	INDEX
Giant Food	565
C Town Supermarkets	552
Key Food	535
Bravo Supermarkets	452
Price Rite	399
Save-A-Lot	396
Save-A-Lot	396
Jewel-Osco	378
Wild Fork Foods	273
ShopRite	255
Lidl US	188



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



Entertainment

COMPANY	INDEX
AMF Bowling Centers	242
Marcus Theatres	164
Dave & Buster's	154
AMC Entertainment	151
Chuck E. Cheese's	135
Urban Air Adventure Park	134
Sky Zone Indoor Trampoline Park	113
Bowlero	111
Topgolf	109
Topgolf	109
Get Air	82



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

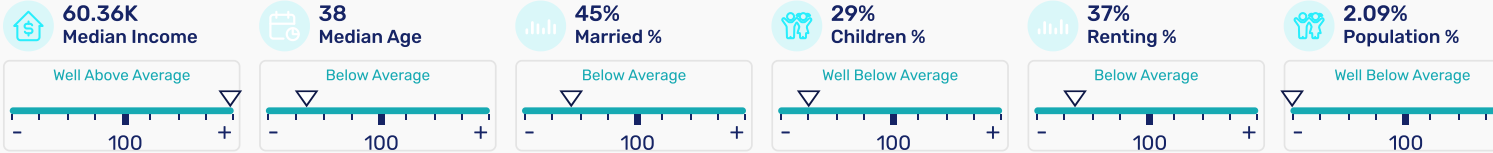


Game Time Glory

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 PFTCommitter 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



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 (FNBO)	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

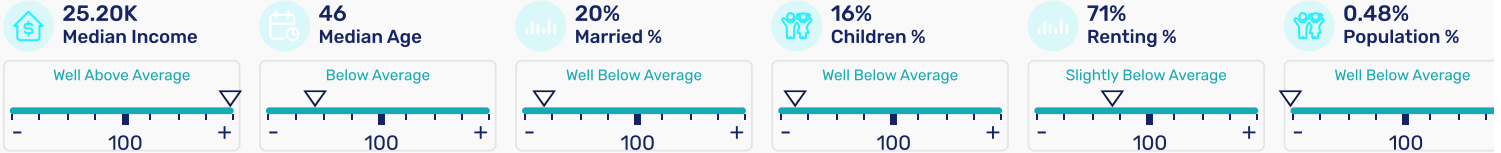


Blue Collar Grit

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



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

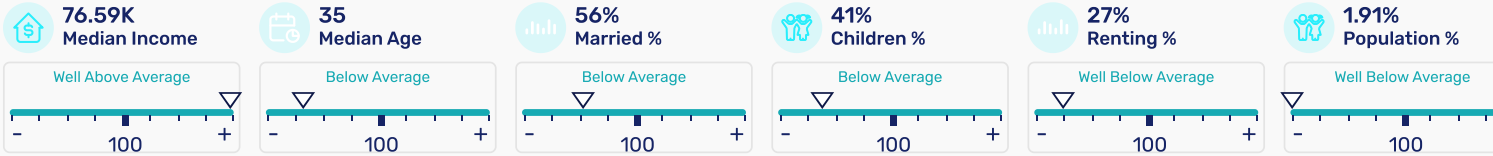


Flourishing Fusion

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, #maythe4thbewwithyou, and #secondhandnamebrand.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



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



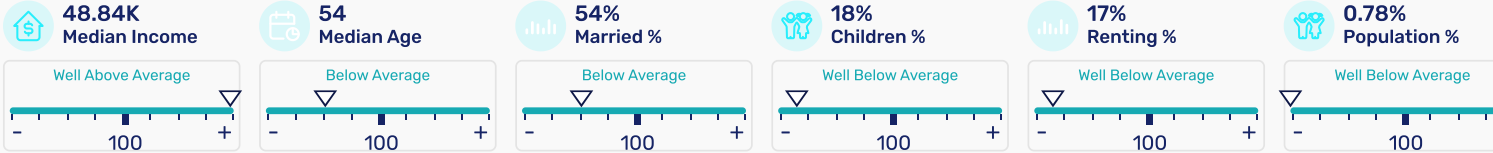
Rural Retirement

5%

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

*Index=100 is the National Average Across All Segments



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



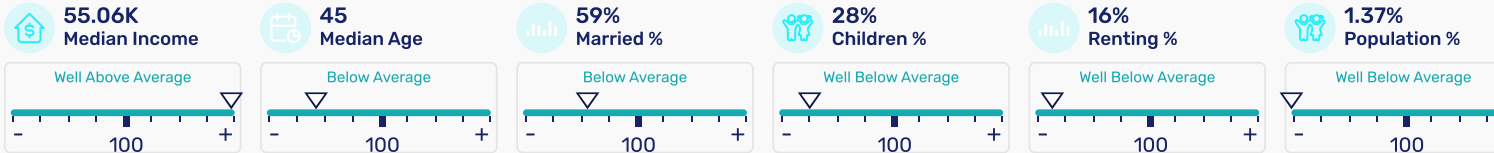
4%

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