

2025 ○ —————



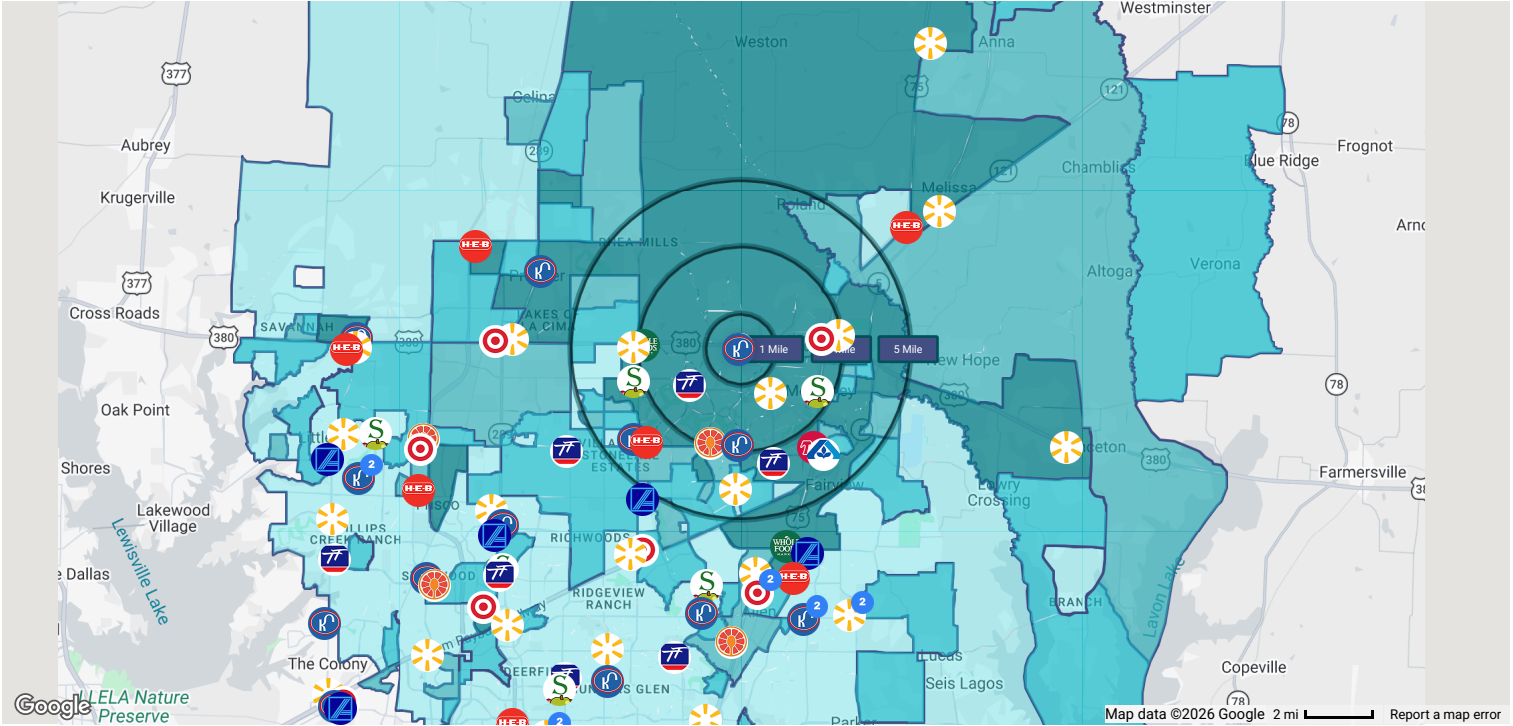
PRIMARY

Lake Forest Marketplace

1821 North Lake Forest Drive,
Mckinney, TX 75071 • 190,856 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

■ Lake Forest Marketplace



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Lake Forest Marketplace
1821 North Lake Forest Drive McKinney, T...



Persona

Live™

Powered by SPATIAL

Lake Forest Marketplace					
TRADE AREA		1 MI		3 MI	
 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	15%	 GROUP Wealthy Suburban Families SEGMENT Fusion Families	30%	 GROUP Ultra Wealthy Families SEGMENT Sky High	28%
 GROUP Ultra Wealthy Families SEGMENT Sky High	11%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	18%	 GROUP Wealthy Suburban Families SEGMENT Fusion Families	15%
 GROUP Ultra Wealthy Families SEGMENT Family Outposts	10%	 GROUP Ultra Wealthy Families SEGMENT Sky High	13%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	10%
 GROUP Wealthy Suburban Families SEGMENT Fusion Families	8%	 GROUP Young Professionals SEGMENT College	11%	 GROUP Young Professionals SEGMENT College	6%
 GROUP Young Professionals SEGMENT Rising Professionals	6%	 GROUP Upper Suburban Diverse Families SEGMENT Frugal Fashionistas	7%	 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	5%

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



DemographicsTrade Area:Closest 70% of Visitors (combined)

Lake Forest Marketplace
1821 North Lake Forest Drive McKinney, T...



Persona

Live TM

Powered by 

Lake Forest Marketplace		
5 MI		
	GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	19%
	GROUP Ultra Wealthy Families SEGMENT Sky High	17%
	GROUP Wealthy Suburban Families SEGMENT Fusion Families	12%
	GROUP Young Professionals SEGMENT College	6%
	GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	4%

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PROPERTIES	Lake Forest Marketplace			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	1.28M	10.14K	82.01K	218.66K
5-Year Population Growth Rate	11%	27.4%	16%	10%
Total Daytime Population	1.14M	10.03K	94.95K	209.77K
Average Household Income	\$171.4K	\$146.7K	\$178.3K	\$166.3K
Total Households	440.47K	3.18K	27.98K	74.94K
Average Home Value	\$592.5K	\$465.7K	\$566.8K	\$557.4K
Bachelor's Degree and Higher	55%	55.9%	53.8%	52%
Employed	96.8%	97.8%	97.6%	97.2%





Babies Burbs & Blessings

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



97.30K
Median Income

Well Above Average



33
Median Age

Below Average



70%
Married %

Slightly Below Average



51%
Children %

Below Average



17%
Renting %

Well Below Average



1.75%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Family Outposts

Affluent families living in higher-priced suburbs not too far from the city center. These avid sports fans follow golf via the Golf Channel, get sports updates from BarStoolSports, and watch ESPN FC. They get their news from WSJ and NYT. Concerned with fashion and fitness, they shop at Vineyard Vines and are more likely to have a Peloton. They follow Howard Stern and Ellie Schnitt and post about #olympics and #twinning

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



139.13K

Median Income

Well Above Average



42

Median Age

Below Average



74%

Married %

Slightly Below Average



41%

Children %

Below Average



8%

Renting %

Well Below Average



1.05%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
QuickChek	654
Bolia Market	648
Alltown Markets	545
LUKOIL North America	542
HomeSense US	531
Learning Express Toys	531
Aubuchon Hardware	447
Ocean State Job Lot	425
Alliance Energy	420
Tempur-Pedic	406
Raymour and Flanigan Furniture	401



Restaurant

COMPANY	INDEX
Bubbakoo's Burritos	723
Manhattan Bagel	616
Anthony's Coal Fired Pizza	557
Philly Pretzel Factory	472
Nathan's Famous	459
Ninety Nine Restaurants	430
Friendly's Ice Cream	429
D'Angelo Sandwich Shops	360
Chopt Creative Salad	348
The Capital Grille	333
sweetgreen	319



Grocery

COMPANY	INDEX
Stop & Shop	694
ShopRite	596
Shaw's	594
Acme Markets	560
Wild Fork Foods	423
Lidl US	369
Wegmans Food Markets	364
Whole Foods Market	319
Edible Arrangements	283
Giant Food Stores	270
Trader Joe's	263



Fitness

COMPANY	INDEX
Retro Fitness	755
Fitness Together	697
The Bar Method	478
Lifetime Fitness	350
Pure Barre	345
F45 Training	327
Club Pilates	310
barre3	306
YogaSix	299
StretchLab	295
Powerhouse Gym	294



Entertainment

COMPANY	INDEX
Board & Brush	264
Bowlero	191
Color Me Mine US	190
Pinot's Palette	186
AMF Bowling Centers	180
AMC Entertainment	159
Altitude Trampoline Parks	148
Color Me Mine	145
Sky Zone Indoor Trampoline Park	143
Toptracer	125
Topgolf	122



Other

COMPANY	INDEX
Webster Bank	730
Rockland Trust	553
TD Bank	463
Santander Bank	462
Goldfish Swim School	440
Elements Therapeutic Massage	405
Huntington Learning Centers	405
Ivy Rehab Physical Therapy	398
The Learning Experience	388
LaVida Massage	381
Amazing Lash Studio	374



Fusion Families

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

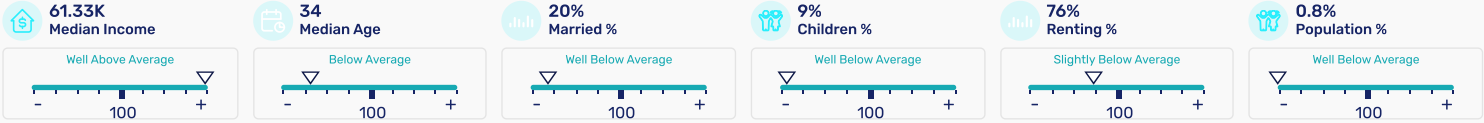


Rising Professionals

Well-educated college graduates renting in the trendiest parts of town. Huge podcast listeners, this segment loves NPR and a host of podcasts, particularly related to true crime. For them, local is cool. Independent coffee shops are a place to hang out, LGBTQ bars are nearby, and co-op grocers are commonplace. Insomnia Cookies is a unique place for a treat. Rock climbing is a popular recreation activity, with brand influence from Black Diamond, Back Country, and Mountain Hardware. They follow Queer Eye on social and talk about #Friyay, #Local, #Single, #Coffee, and #FirstWorldProblems.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





Fusion Families

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

Segment Demographic National Overview

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110.24K

Median Income

Well Above Average



36

Median Age

Below Average



68%

Married %

Slightly Below Average



49%

Children %

Below Average



19%

Renting %

Well Below Average



2.23%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



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



westwood



Radius: 1 mile



Babies Burbs & Blessings

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

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97.30K
Median Income

Well Above Average



33
Median Age

Below Average



70%
Married %

Slightly Below Average



51%
Children %

Below Average



17%
Renting %

Well Below Average



1.75%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

COMPANY	INDEX
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Primrose Schools	313
First National Bank	309
First National Bank of Omaha (FNB0)	300
KidStrong	288
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Sky High

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

Segment Demographic National Overview

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170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



20.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



10%

Married %

Well Below Average



7%

Children %

Well Below Average



92%

Renting %

Average



0.72%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

COMPANY	INDEX
Insomnia Cookies	1589
Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
Main Event Entertainment	113



Other

COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
Tribute Portfolio	337
Floyd's 99 Barbershop	304
Hyatt Place	297
AC Hotels by Marriott	274
Sun Tan City	256
Lifespan	237
Massage Green	231

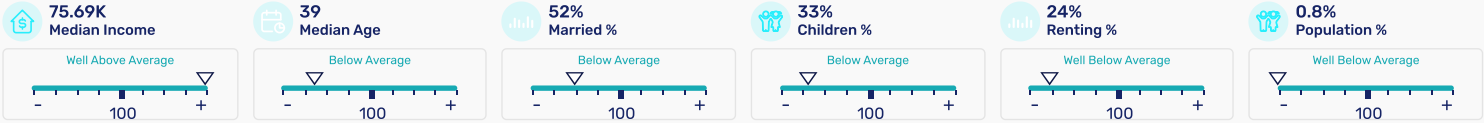


Frugal Fashionistas

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





Sky High

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

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170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

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41%

Renting %

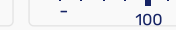
Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Drybar	1260
Apple Retail Store	888
Bluemercury	886
Free People	786
Bloomingdale's	745
West Elm	732
RH	724
Athleta	664
Urban Outfitters	626
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Restaurant

COMPANY	INDEX
sweetgreen	1964
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Morton's The Steakhouse	575
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Boston Market	544
Ruth's Chris Steak House	466
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Paris Baguette USA	365
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Grocery

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



Fitness

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



Entertainment

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



Other

COMPANY	INDEX
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Hilton Hotels & Resorts	652
Marriott Hotels & Resorts	651
Sheraton Hotels & Resorts	648



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Vocelli Pizza	339
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H Mart	280
Amazon Fresh	274
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YogaSix	206
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Cinemark Theatres	155
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National In-Store Visitation Trends

Retail

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

Restaurant

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

Grocery

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

Fitness

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

Entertainment

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

Other

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



College

Student renters making to little to no income at school. This segment loves college football, podcasts, and Rick and Morty. They regularly visit a number of student focused brands like Insomnia Cookies, Jimmy John's, and Pita Pit. Yoga is one of their favorite ways to exercise. These people follow the Gymshark and LuluLemon brands on social media as well as college focused accounts like @CollegeStudent and Total Frat Move. Many are gamers--- this segment heavily overindexes on video games like League of Legends. They hashtag #FinalFour, #Fortnite, #BackToSchool, and #BFFs.

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10%

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7%

Children %

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92%

Renting %

Average



0.72%

Population %

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National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	934
Urban Outfitters	688
Free People	439
Kangaroo Express	276
lululemon athletica	254
Plato's Closet	245
Blick Art Materials	245
Warby Parker	241
2nd & Charles	239
Rally House	234
LOFT	233



Restaurant

COMPANY	INDEX
Insomnia Cookies	1589
Guthrie's	698
Cook Out	576
Toppers Pizza	572
Velvet Taco	509
BIBIBOP Asian Grill	404
Taziki's	397
Fuzzy's Taco	384
Pita Pit	380
Kung Fu Tea	378
Slim Chickens	360



Grocery

COMPANY	INDEX
National Co-op Grocers	323
Fresh Thyme	179
Trader Joe's	166
Price Chopper Supermarkets	161
The Spice & Tea Exchange	155
Hy-Vee	155
Brewers Association	154
Brookshire Brothers	141
Natural Grocers	140
Harris Teeter	136
The Fresh Market	133



Fitness

COMPANY	INDEX
Crunch	234
Powerhouse Gym	193
HOTWORX	180
CorePower Yoga	175
Pure Barre	171
Orangetheory Fitness	167
CycleBar	162
VASA Fitness	150
Genesis Health Clubs	141
Youfit Health Clubs	140
Gold's Gym	140



Entertainment

COMPANY	INDEX
Marcus Theatres	174
Topgolf	151
Topgolf	151
Regal Entertainment Group	145
Cinemark Theatres	142
AMC Entertainment	136
Dave & Buster's	124
Toptracer	124
Bowlero	118
Main Event Entertainment	113
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COMPANY	INDEX
MOXY Hotels	656
Tapestry Collection by Hilton	424
Merrill Lynch	410
Hotel Indigo	406
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Hyatt Place	297
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Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV; They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workinprogress, #kids, #fakenews, and #labordayweekend.

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National In-Store Visitation Trends

Retail		Restaurant		Grocery		Fitness	
Company	Index	Company	Index	Company	Index	Company	Index
Plaid Pantry	447	Black Rock Coffee Bar	480	Fry's Food & Drug Stores	462	VASA Fitness	291
Fred Meyer	419	Port of Subs	391	WinCo Foods	342	EOS Fitness	253
Rodda Paint	392	The Human Bean	373	CHEF'STORE	297	Retro Fitness	216
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Jacksons Food Stores	370	Pizza Factory	317	Grocery Outlet	253	RISE	177
Les Schwab	330	Ziggi's Coffee	292	Stop & Shop	226	RISE	177
Tire Factory	310	Swig	289	Smith's Food & Drug Stores	221	Curves	170
Brake Masters	295	Kneaders Bakery & Cafe	280	Safeway	221	Youfit Health Clubs	159
Safeway Fuel	288	Rosati's Pizza	275	Albertsons	207	LA Fitness	149
Brakes Plus	257	TacoTime	271	Jewel-Osco	190	Nutrishop	144
Superior Pool Products	251	Arctic Circle	258	Stater Bros. Markets	188	WW (Weight Watchers)	135

Entertainment		Other	
Company	Index	Company	Index
AMF Bowling Centers	209	Umpqua Bank	340
Bowlero	162	Champions	314
Altitude Trampoline Parks	147	Comfort Dental	261
Color Me Mine	132	WaFd Bank	248
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Regal Entertainment Group	122	Webster Bank	211
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Get Air	120	VCA Animal Hospitals	186
Board & Brush	115	Rockland Trust	186



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