

2025 ○ —————



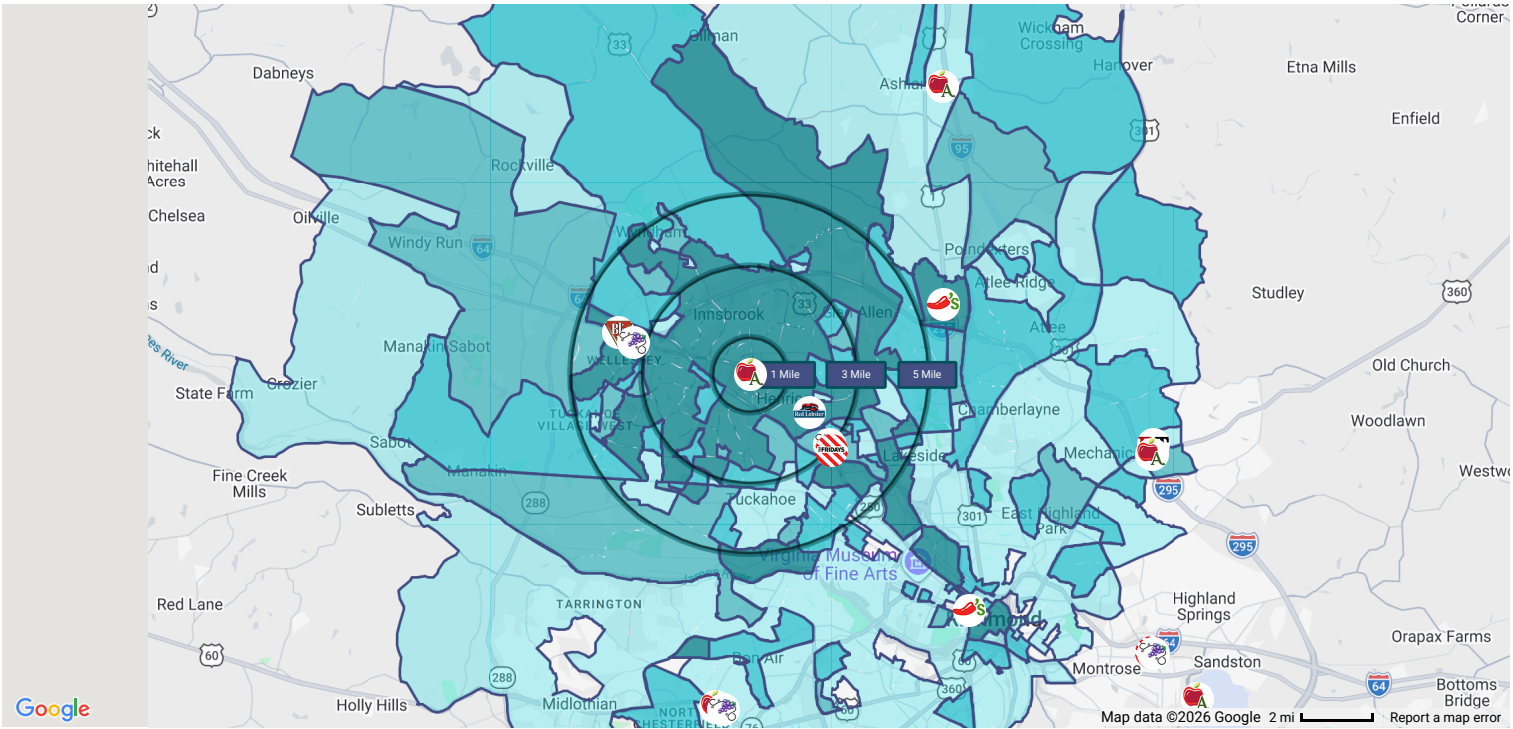
PRIMARY

Applebee's – Glen Allen

9601 West Broad Street,
Glen Allen, VA 23060 • 3,895 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Applebee's - Glen Allen



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Applebee's – Glen Allen
9601 West Broad Street Glen Allen, VA 23...



Persona

Live TM

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Applebee's – Glen Allen					
TRADE AREA		1 MI		3 MI	
 GROUP Ultra Wealthy Families SEGMENT Sky High	9%	 GROUP Young Urban Singles SEGMENT Multicultural Renters	33%	 GROUP Young Professionals SEGMENT Rising Professionals	11%
 GROUP Young Professionals SEGMENT Rising Professionals	6%	 GROUP Young Professionals SEGMENT Rising Professionals	27%	 GROUP Young Urban Singles SEGMENT Multicultural Renters	9%
 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	5%	 GROUP Blue Collar Suburbs SEGMENT Fast Lane Families	6%	 GROUP Ultra Wealthy Families SEGMENT Sky High	8%
 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	5%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	5%	 GROUP Ultra Wealthy Families SEGMENT Family Outposts	6%
 GROUP Young Professionals SEGMENT Raising The Bar	5%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	4%	 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	6%

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



DemographicsTrade Area:Closest 70% of Visitors (combined)

Applebee's – Glen Allen
9601 West Broad Street Glen Allen, VA 23...



Persona **Live**™
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Applebee's – Glen Allen		
5 MI		
	GROUP Ultra Wealthy Families SEGMENT Sky High	13%
	GROUP Young Professionals SEGMENT Rising Professionals	8%
	GROUP Ultra Wealthy Families SEGMENT Family Outposts	8%
	GROUP Young Urban Singles SEGMENT Multicultural Renters	6%
	GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	6%

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



PROPERTIES	Applebee's – Glen Allen			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	657.34K	13K	99.21K	218.98K
5-Year Population Growth Rate	4.6%	1.4%	3.8%	4.7%
Total Daytime Population	825.64K	19.55K	131.32K	272.92K
Average Household Income	\$132K	\$105.1K	\$129.4K	\$151.5K
Total Households	274.16K	6.14K	39.77K	85.92K
Average Home Value	\$522.8K	\$297.4K	\$451.9K	\$524.9K
Bachelor's Degree and Higher	50.7%	48.6%	50.2%	55.5%
Total Businesses	28.66K	873	4.73K	9.33K
Employed	96.7%	96.5%	96.6%	97.1%



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

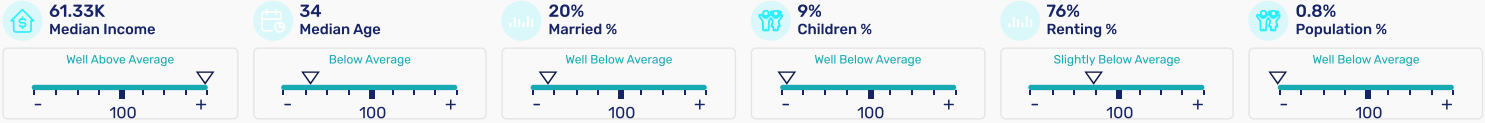


Rising Professionals

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



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.

*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
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
Mor Furniture for Less	371	Dutch Bros Coffee	347	King Soopers	265	Chuze Fitness	193
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
Pinot's Palette	127	Tutor Time	242
Century Theatres	125	PostNet	221
Sky Zone Indoor Trampoline Park	124	Santander Bank	214
Regal Entertainment Group	122	Webster Bank	211
Urban Air Adventure Park	121	Quick Quack Car Wash	209
Get Air	120	VCA Animal Hospitals	186
Board & Brush	115	Rockland Trust	186



westwood



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



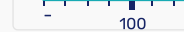
37%
Renting %

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

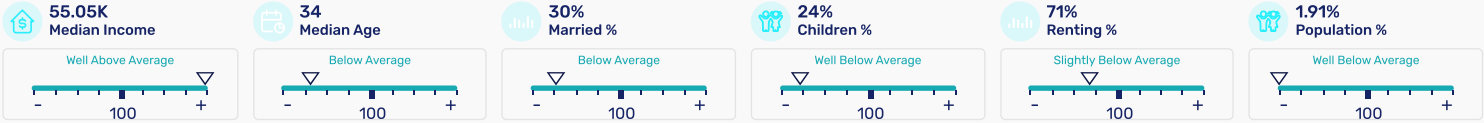


Raising The Bar

Primarily young, well-educated renters raising the waterline in diverse, mixed-income areas. This segment enjoys podcasts like My Favorite Murder and has an interest in African American media outlets. They visit independent beauty stores for cosmetics and LGBTQ Bars for fun. Many get their workouts at their local LA Fitness. They design and buy unique products from independent artists on RedBubble.com. Top influencers include prominent African Americans like Keisha Bottoms and Jill Scott and activist accounts like the Human Rights Campaign. They are frequent social media users and common social hashtags include #adulding, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





Multicultural Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



46.81K
Median Income

Well Above Average



31
Median Age

Below Average



38%
Married %

Below Average



41%
Children %

Below Average



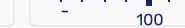
70%
Renting %

Slightly Below Average



1.19%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



61.33K
Median Income

Well Above Average



34
Median Age

Below Average



20%
Married %

Well Below Average



9%
Children %

Well Below Average



76%
Renting %

Slightly Below Average



0.8%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Blick Art Materials	480
Aveda	464
Urban Outfitters	384
West Elm	372
Plaid Pantry	370
Relax The Back	369
Free People	355
Warby Parker	342
Apple Retail Store	331
Anthropologie	297
Drybar	295



Restaurant

COMPANY	INDEX
Snooze	568
Velvet Taco	529
The Capital Grille	424
Morton's The Steakhouse	417
Insomnia Cookies	386
Ruth's Chris Steak House	385
Ziggi's Coffee	332
Bruegger's	301
sweetgreen	293
Torchy's Tacos	280
The Melting Pot Restaurant	278



Grocery

COMPANY	INDEX
National Co-op Grocers	489
King Soopers	397
Whole Foods Market	271
Brewers Association	266
Natural Grocers	265
The Spice & Tea Exchange	251
Trader Joe's	226
Wild Fork Foods	214
Harris Teeter	206
Ralphs	193
Total Wine & More	188



Fitness

COMPANY	INDEX
CorePower Yoga	554
barre3	269
SPENGA	252
The Bar Method	251
Lifetime Fitness	251
TITLE Boxing Club	227
Genesis Health Clubs	227
CycleBar	227
Fitness Together	220
VASA Fitness	205
Pure Barre	201



Entertainment

COMPANY	INDEX
Topgolf	201
Topgolf	201
Century Theatres	193
Color Me Mine US	177
AMC Entertainment	161
Pinot's Palette	153
Color Me Mine	145
Painting with a Twist	142
Dave & Buster's	136
Toptracer	131
Regal Entertainment Group	125



Other

COMPANY	INDEX
Tribute Portfolio	717
Hyatt House	714
Kimpton Hotels & Restaurants	678
MOXY Hotels	670
AC Hotels by Marriott	654
The Ritz-Carlton	585
Autograph Collection Hotels	563
Hyatt Regency	561
Curio Collection	540
Aloft Hotels	534
Atrium Health	522

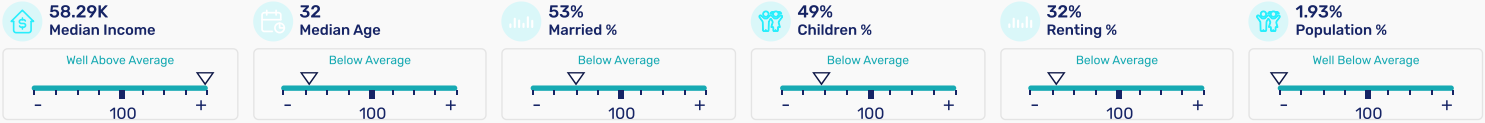


Fast Lane Families

Working-class Hispanic and Black households with low-priced homes and lots of kids. Their blue-collar inclination makes them handy. A common pastime for this group is modding cars. They visit muscle car and car parts websites, visit Dodge and used car dealerships, and live in areas where #EngineEnthusiast is the prevailing topic. To fund some of their interests they may turn to cash advance venues. You can reach these people via channels like Oxygen and Hallmark. They are 2x as likely to follow monthly beauty subscription-box websites, keep up with fast-food brands, and hashtag #homeproject. #cigars, and #arsenal.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Mor Furniture for Less	413
Brake Masters	397
dd's DISCOUNTS	386
Reddy Ice	309
EZPAWN	291
WSS	283
Rent A Wheel	260
Brakes Plus	252
Armstrong McCall	245
America's Tire	244
First Cash Pawn	234

Restaurant

COMPANY	INDEX
Taco Cabana	392
Pizza Factory	384
Ono Hawaiian BBQ	331
Shipley Do-Nuts	330
Port of Subs	311
Golden Chick	310
Wienerschnitzel	303
Del Taco	289
Jack in the Box	287
Sizzler	284
Rudy's Texas Bar-B-Q	262

Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	502
La Michoacana Meat Market	496
Watermill Express	451
Bravo Supermarkets	400
Stater Bros. Markets	398
Smith's Food & Drug Stores	261
WinCo Foods	253
Spec's Wine, Spirits & Finer Foods	245
H-E-B	230
El Super	222
Lowe's Market	176

Fitness

COMPANY	INDEX
EOS Fitness	269
VASA Fitness	235
Chuze Fitness	190
Powerhouse Gym	121
GNC (General Nutrition Centers)	116
Gold's Gym	113
Planet Fitness	109
LA Fitness	103
Nutrishop	100
RISE	99
RISE	99

Entertainment

COMPANY	INDEX
Main Event Entertainment	192
Main Event Entertainment	192
Cinemark Theatres	173
Get Air	157
Altitude Trampoline Parks	135
Century Theatres	135
Chuck E. Cheese's	133
Bowlero	130
Painting with a Twist	130
Urban Air Adventure Park	118
AMF Bowling Centers	115

Other

COMPANY	INDEX
Mister Car Wash	362
PLS Financial Services	334
Boost Mobile	292
Concentra	265
Frost Bank	257
Western Dental	254
Kids 'R' Kids	238
Quick Quack Car Wash	237
CenterWell Senior Primary Care	229
Tenet Healthcare	221
Sparkling Image Car Wash	201



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.

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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

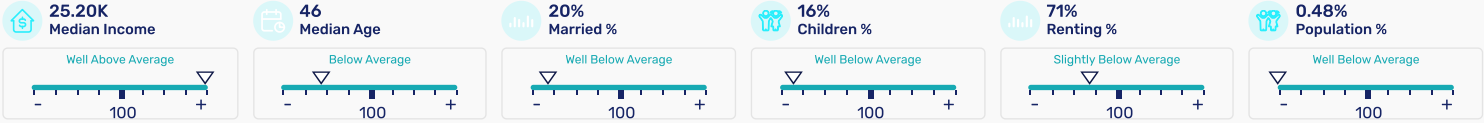


Blue Collar Grit

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



Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



61.33K

Median Income

Well Above Average



34

Median Age

Below Average



20%

Married %

Well Below Average



9%

Children %

Well Below Average



76%

Renting %

Slightly Below Average



0.8%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Blick Art Materials	480
Aveda	464
Urban Outfitters	384
West Elm	372
Plaid Pantry	370
Relax The Back	369
Free People	355
Warby Parker	342
Apple Retail Store	331
Anthropologie	297
Drybar	295



Restaurant

COMPANY	INDEX
Snooze	568
Velvet Taco	529
The Capital Grille	424
Morton's The Steakhouse	417
Insomnia Cookies	386
Ruth's Chris Steak House	385
Ziggi's Coffee	332
Bruegger's	301
sweetgreen	293
Torchy's Tacos	280
The Melting Pot Restaurant	278



Grocery

COMPANY	INDEX
National Co-op Grocers	489
King Soopers	397
Whole Foods Market	271
Brewers Association	266
Natural Grocers	265
The Spice & Tea Exchange	251
Trader Joe's	226
Wild Fork Foods	214
Harris Teeter	206
Ralphs	193
Total Wine & More	188



Fitness

COMPANY	INDEX
CorePower Yoga	554
barre3	269
SPENGA	252
The Bar Method	251
Lifetime Fitness	251
TITLE Boxing Club	227
Genesis Health Clubs	227
CycleBar	227
Fitness Together	220
VASA Fitness	205
Pure Barre	201



Entertainment

COMPANY	INDEX
Topgolf	201
Topgolf	201
Century Theatres	193
Color Me Mine US	177
AMC Entertainment	161
Pinot's Palette	153
Color Me Mine	145
Painting with a Twist	142
Dave & Buster's	136
Toptracer	131
Regal Entertainment Group	125



Other

COMPANY	INDEX
Tribute Portfolio	717
Hyatt House	714
Kimpton Hotels & Restaurants	678
MOXY Hotels	670
AC Hotels by Marriott	654
The Ritz-Carlton	585
Autograph Collection Hotels	563
Hyatt Regency	561
Curio Collection	540
Aloft Hotels	534
Atrium Health	522



Multicultural Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



46.81K
Median Income

Well Above Average



31
Median Age

Below Average



38%
Married %

Below Average



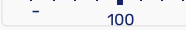
41%
Children %

Below Average



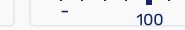
70%
Renting %

Slightly Below Average



1.19%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

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westwood

9601 West Broad Street Glen Allen, VA 23060 • 3,895 SF



Radius: 3 miles

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 #loveisole, #design, and #style.

Segment Demographic National Overview

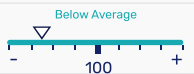
*Index=100 is the National Average Across All Segments



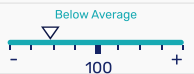
170.26K
Median Income



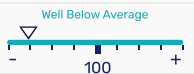
40
Median Age



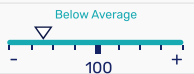
50%
Married %



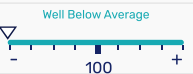
26%
Children %



41%
Renting %



0.3%
Population %



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
Bllick Art Materials	565

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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



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westwood

Applebee's – Glen Allen

9601 West Broad Street Glen Allen, VA 23060 • 3,895 SF

> Radius: 3 miles



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



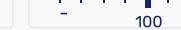
8%
Renting %

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



Bootstrappers

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 #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K

Median Income

Well Above Average



38

Median Age

Below Average



53%

Married %

Below Average



36%

Children %

Below Average



28%

Renting %

Well Below Average



2.11%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186



Sky High

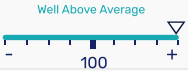
High income, highly educated, singles and young couples, living in the dense urban core of major cities. Their sky-high income is matched by sky-high real estate prices, so they frequently rent rather than purchase. Interested in fashion and progressive politics, you can find them reading The Intercept, 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

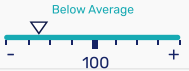
*Index=100 is the National Average Across All Segments



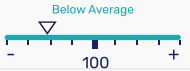
170.26K
Median Income



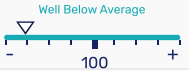
40
Median Age



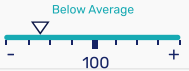
50%
Married %



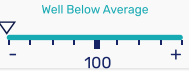
26%
Children %



41%
Renting %



0.3%
Population %



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



westwood

Applebee's – Glen Allen

9601 West Broad Street Glen Allen, VA 23060 • 3,895 SF



Radius: 5 miles



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.

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Well Above Average



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Median Age

Below Average



20%
Married %

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9%
Children %

Well Below Average



76%
Renting %

Slightly Below Average



0.8%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Blick Art Materials	480
Aveda	464
Urban Outfitters	384
West Elm	372
Plaid Pantry	370
Relax The Back	369
Free People	355
Warby Parker	342
Apple Retail Store	331
Anthropologie	297
Drybar	295



Restaurant

COMPANY	INDEX
Snooze	568
Velvet Taco	529
The Capital Grille	424
Morton's The Steakhouse	417
Insomnia Cookies	386
Ruth's Chris Steak House	385
Ziggi's Coffee	332
Bruegger's	301
sweetgreen	293
Torchy's Tacos	280
The Melting Pot Restaurant	278



Grocery

COMPANY	INDEX
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King Soopers	397
Whole Foods Market	271
Brewers Association	266
Natural Grocers	265
The Spice & Tea Exchange	251
Trader Joe's	226
Wild Fork Foods	214
Harris Teeter	206
Ralphs	193
Total Wine & More	188



Fitness

COMPANY	INDEX
CorePower Yoga	554
barre3	269
SPENGA	252
The Bar Method	251
Lifetime Fitness	251
TITLE Boxing Club	227
Genesis Health Clubs	227
CycleBar	227
Fitness Together	220
VASA Fitness	205
Pure Barre	201



Entertainment

COMPANY	INDEX
Topgolf	201
Topgolf	201
Century Theatres	193
Color Me Mine US	177
AMC Entertainment	161
Pinot's Palette	153
Color Me Mine	145
Painting with a Twist	142
Dave & Buster's	136
Toptracer	131
Regal Entertainment Group	125



Other

COMPANY	INDEX
Tribute Portfolio	717
Hyatt House	714
Kimpton Hotels & Restaurants	678
MOXY Hotels	670
AC Hotels by Marriott	654
The Ritz-Carlton	585
Autograph Collection Hotels	563
Hyatt Regency	561
Curio Collection	540
Aloft Hotels	534
Atrium Health	522



Family Outposts

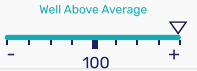
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Segment Demographic National Overview

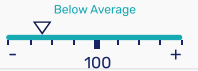
*Index=100 is the National Average Across All Segments



139.13K
Median Income



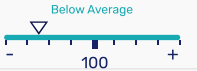
42
Median Age



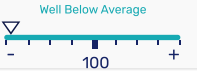
74%
Married %



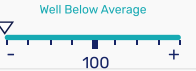
41%
Children %



8%
Renting %



1.05%
Population %



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

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

Applebee's – Glen Allen
9601 West Broad Street Glen Allen, VA 23060 • 3,895 SF

- Radius: 5 miles

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
Plaid Pantry	563	Black Rock Coffee Bar	385	WinCo Foods	367	EOS Fitness	277
Mor Furniture for Less	347	Pollo Tropical	338	Price Rite	320	Chuze Fitness	249
Rodda Paint	337	Port of Subs	308	Grocery Outlet	299	Youfit Health Clubs	246
Brake Masters	298	Wienerschnitzel	308	Fry's Food & Drug Stores	293	Fitness 19	226
America's Tire	286	Mountain Mike's Pizza	304	Stater Bros. Markets	258	VASA Fitness	221
Jacksons Food Stores	281	Round Table Pizza	288	Bravo Supermarkets	253	24 Hour Fitness	175
Fred Meyer	267	Dutch Bros Coffee	285	Smart & Final	252	Nutrishop	165
dd's DISCOUNTS	262	Carl's Jr.	273	Watermill Express	251	LA Fitness	146
SpeeDee Oil Change & Auto Service	248	Baja Fresh	264	Vons	237	Gold's Gym	145
Reddy Ice	247	The Human Bean	260	CHEF'STORE	223	Crunch	123
Fix Auto Worldwide	246	Ono Hawaiian BBQ	257	El Super	222	The Vitamin Shoppe	120

Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX
Century Theatres	184	Western Dental	305
Altitude Trampoline Parks	163	Bright Now Dental	294
Bowlero	150	Sparkling Image Car Wash	277
Chuck E. Cheese's	144	Golden Nozzle Car Wash	257
Regal Entertainment Group	137	Quick Quack Car Wash	255
Dave & Buster's	136	Umpqua Bank	251
Get Air	130	Boost Mobile	247
Sky Zone Indoor Trampoline Park	129	Pacific Dental Services (PDS)	224
Main Event Entertainment	120	Champions	214
Main Event Entertainment	120	Frost Bank	208
AMC Entertainment	117	Comfort Dental	199



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Bootstrappers

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 #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K
Median Income

Well Above Average



38
Median Age

Below Average



53%
Married %

Below Average



36%
Children %

Below Average



28%
Renting %

Well Below Average



2.11%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186