

2025 ○ —————



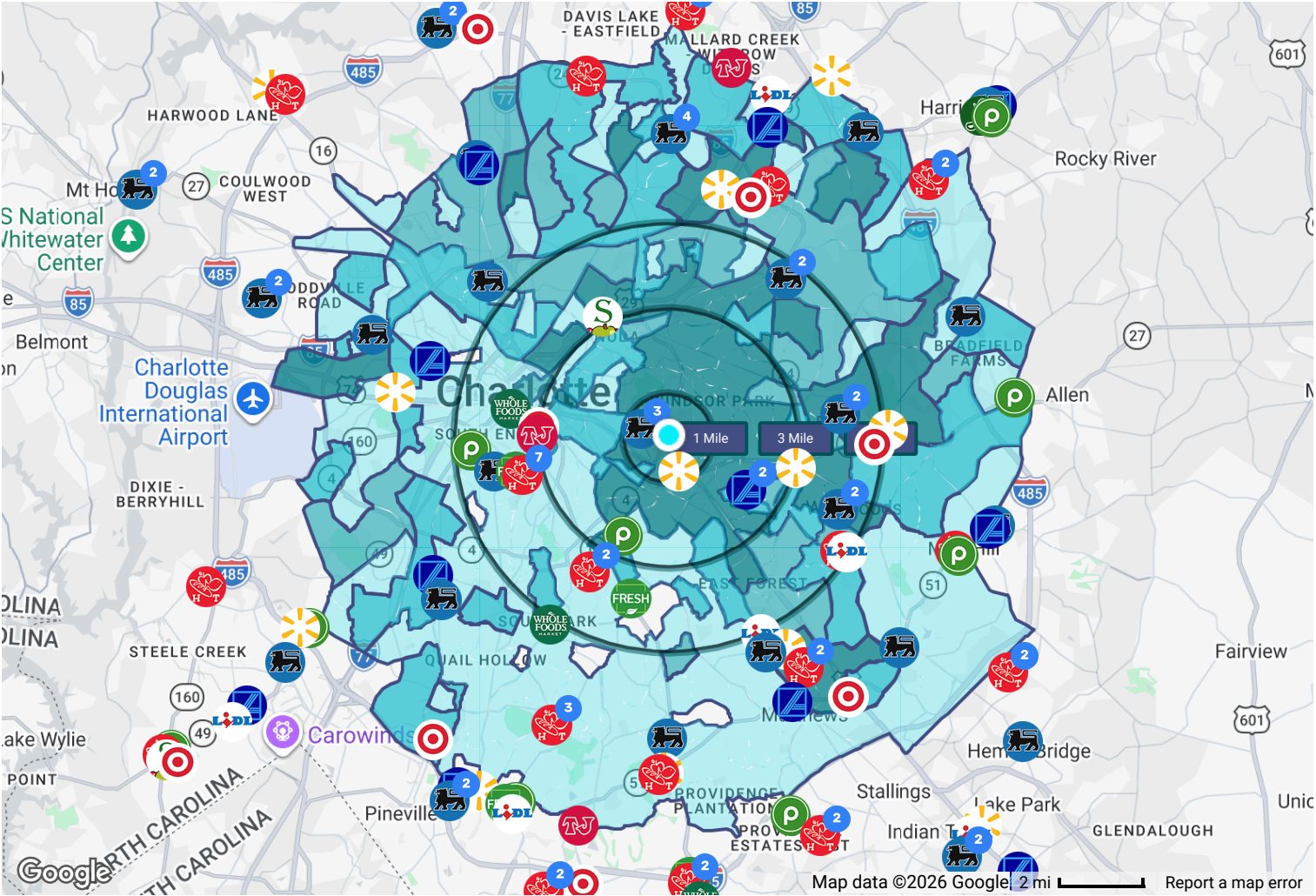
PRIMARY

Eastway Square

3207 Eastway Drive,
Charlotte, NC 28205 • 156,177 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Eastway Square



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Eastway Square
3207 Eastway Drive Charlotte, NC 28205



Persona

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Eastway Square					
TRADE AREA		1 MI		3 MI	
 GROUP City Hopefuls SEGMENT Blue Collar Grit	10%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	31%	 GROUP City Hopefuls SEGMENT Blue Collar Grit	17%
 GROUP Young Professionals SEGMENT Rising Professionals	9%	 GROUP Young Professionals SEGMENT Rising Professionals	29%	 GROUP Young Professionals SEGMENT Rising Professionals	12%
 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	9%	 GROUP City Hopefuls SEGMENT Urban Upgrade	11%	 GROUP Young Professionals SEGMENT Raising The Bar	9%
 GROUP Upper Suburban Dive... SEGMENT Flourishing Fusion	6%	 GROUP Blue Collar Suburbs SEGMENT Game Time Glory	9%	 GROUP Young Professionals SEGMENT College	8%
 GROUP Young Professionals SEGMENT Raising The Bar	6%	 GROUP Upper Suburban Dive... SEGMENT Flourishing Fusion	8%	 GROUP City Hopefuls SEGMENT Urban Upgrade	8%

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



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Eastway Square		
5 MI		
	GROUP City Hopefuls SEGMENT Blue Collar Grit	13%
	GROUP Young Professionals SEGMENT Raising The Bar	11%
	GROUP Young Professionals SEGMENT Rising Professionals	8%
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	8%
	GROUP City Hopefuls SEGMENT Urban Upgrade	6%

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DemographicsTrade Area:Closest 70% of Visitors (combined)

Eastway Square

PROPERTIES	Eastway Square			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	737.01K	12.07K	125.32K	316.04K
5-Year Population Growth Rate	6.1%	0.1%	1.4%	4.5%
Total Daytime Population	903.79K	8.91K	155.86K	446K
Average Household Income	\$136.7K	\$100.5K	\$133.5K	\$149.8K
Total Households	304.31K	5.61K	55.05K	138.23K
Average Home Value	\$553.1K	\$493.9K	\$612.8K	\$635.2K
Bachelor's Degree and Higher	45.7%	35.2%	43.6%	46.9%
Employed	96.7%	96.9%	96.2%	96.5%



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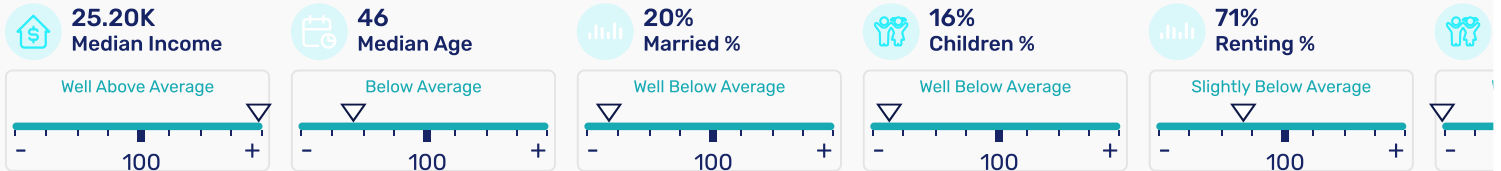


Blue Collar Grit

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

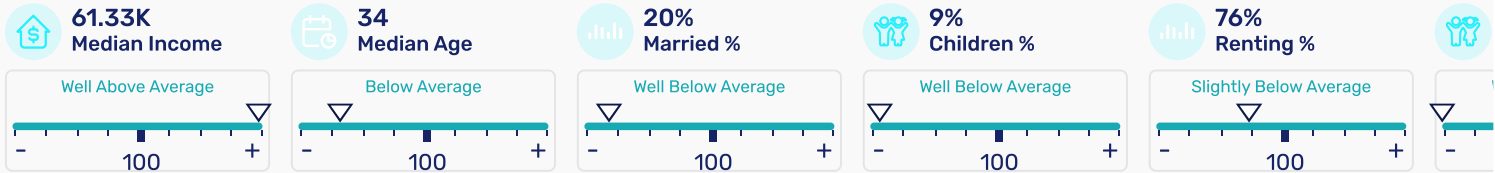


Rising Professionals

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.

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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

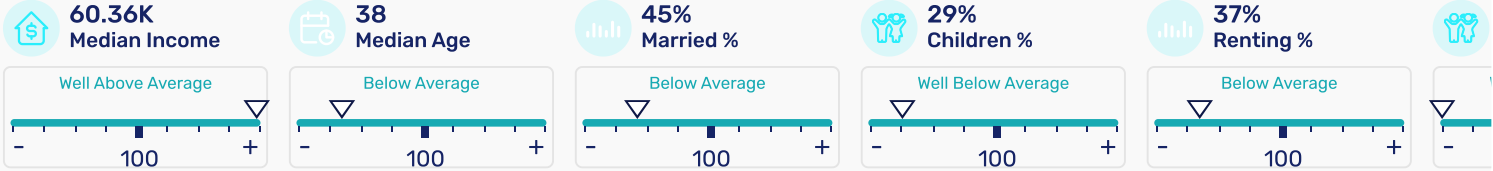


Game Time Glory

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





westwood



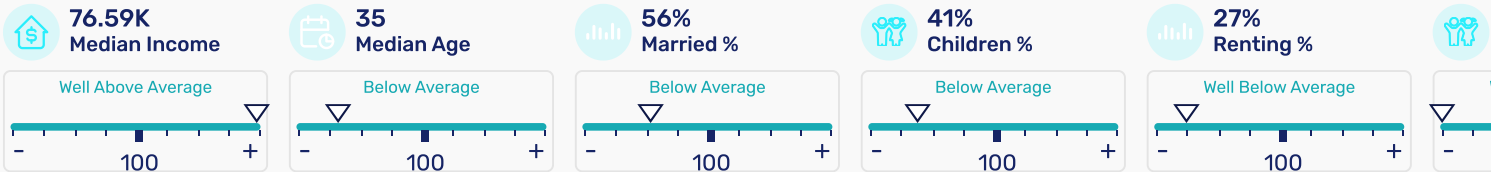
6%

Flourishing Fusion

Families with children living in diverse white and black exurbs. These people value hard work and know-how to make a dollar stretch. You'll find them listening to My Brother, My Brother, and Me and reading Country Living Magazines. They also enjoy listening to Dave Ramsey podcasts, watching SEC Network, and visiting websites like TheBlaze and Babylon Bee. They like high-quality secondhand stores like Clothes Mentor, Plato's Closet, and The Exchange, visit Kids 'R' Kids, and feed the family at Marco's Pizza. On social media, they follow brands like Chick-fil-A, and influencers like Lecrae, Beth More, and Hannah Brown (The Bachelorette). They hashtag topics like #pokemongo, #familytime, #maythe4thbewithyou, and #secondhandnamebrand.

Segment Demographic National Overview

ⓘ *Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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westwood



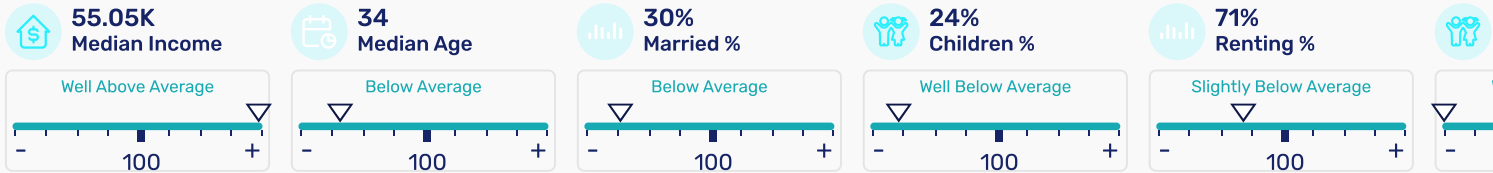
6%

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 #adulting, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

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National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	237
Relax The Back	217
K & G Fashion Superstore	217
Rooms To Go	204
DTLR	201
DTLR	201
Plaid Pantry	194
Fred Meyer	192
Superior Distribution	190
CarMax	179
Chevrolet	177



Restaurant

COMPANY	INDEX
Bahama Breeze	253
Crafty Crab	238
Maggiano's Little Italy	231
TGI Fridays	220
City Barbeque and Catering	213
La Madeleine	211
Kolache Factory	210
BurgerFi	205
Capriotti's Sandwich Shop	205
CAVA	200
Kung Fu Tea	194



Grocery

COMPANY	INDEX
Patel Brothers	248
Giant Food	232
Harris Teeter	228
Smith's Food & Drug Stores	191
Total Wine & More	189
Lidl US	179
Virginia Alcoholic Beverage Control Authority	179
Amazon Fresh	164
H Mart	158
CHEF'SSTORE	157
Whole Foods Market	153



Fitness

COMPANY	INDEX
EOS Fitness	239
TITLE Boxing Club	200
LA Fitness	167
Onelife Fitness	165
Lifetime Fitness	149
Gold's Gym	145
RiSE	145
RiSE	145
The Vitamin Shoppe	143
Fitness Together	138
Burn Boot Camp	138



Entertainment

COMPANY	INDEX
Topgolf	194
Topgolf	194
Main Event Entertainment	183
Main Event Entertainment	183
Century Theatres	177
Bowlero	158
Dave & Buster's	156
Painting with a Twist	146
Regal Entertainment Group	141
Color Me Mine	139
AMF Bowling Centers	138



Other

COMPANY	INDEX
Sir Speedy	324
Extended Stay America	304
Element by Westin	252
Allstate Insurance	241
PetSuites	236
Atrium Health	230
Renaissance Hotels	225
Suburban Extended Stay	224
Eye Level	223
Aloft Hotels	215
Homewood Suites by Hilton	215



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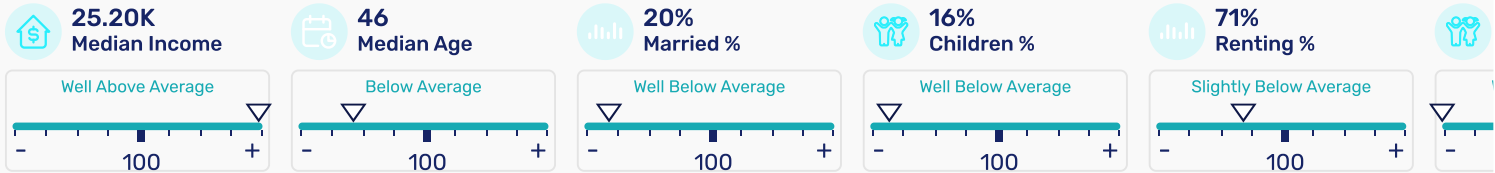


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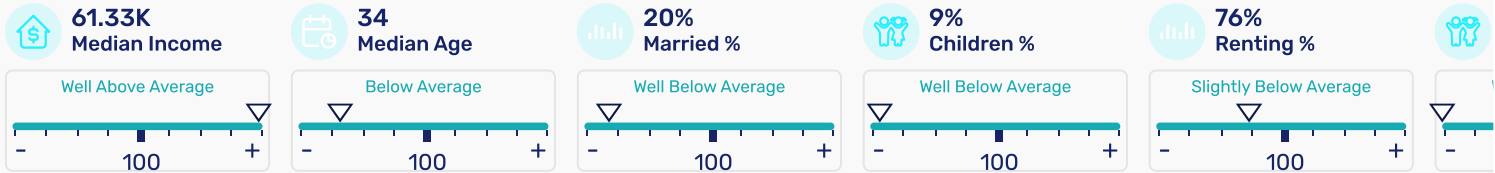


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Anthropologie	297
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Velvet Taco	529
The Capital Grille	424
Morton's The Steakhouse	417
Insomnia Cookies	386
Ruth's Chris Steak House	385
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Bruegger's	301
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The Melting Pot Restaurant	278



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Harris Teeter	206
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Genesis Health Clubs	227
CycleBar	227
Fitness Together	220
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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

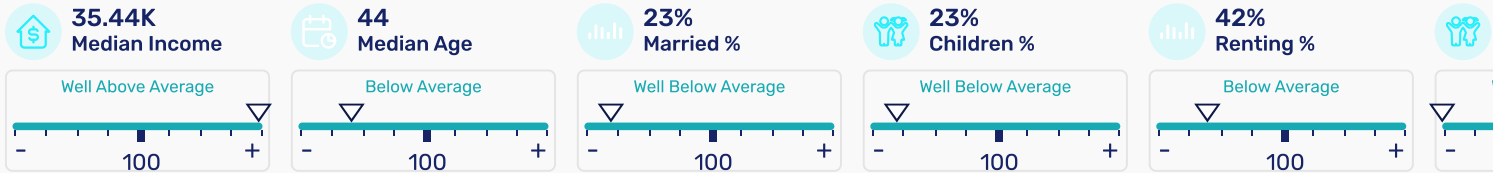


Urban Upgrade

Older and below-average income African American households often headed by single (and female) parents. They read Ebony and Essence magazine more than any other segment, watch BET, Oxygen, and The View. They care about style, with brand influence from Gilt, Foot Locker, and Saint Laurent, but are also looking for a deal... they follow Marshall's and Amazon.com Deals on social. Ashley Stewart and Citi Trends are where they get clothes. Influencers include Tamar Braxton and Rickey Smiley and they discuss #ByeFelicia, #SingleLife, and #Preach.

Segment Demographic National Overview

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National In-Store Visitation Trends



Retail

COMPANY	INDEX
Ashley Stewart	1712
City Gear	1381
DTLR	1056
DTLR	1056
Kids Foot Locker	962
K & G Fashion Superstore	780
Citi Trends	777
Foot Locker	726
It's Fashion	720
Rainbow Shops	704
Bestway Rental	630



Restaurant

COMPANY	INDEX
American Deli	1003
White Castle	619
Church's Chicken	600
Lenny's Sub Shop	588
Checkers Drive-In Restaurants	515
Krystal	490
Rally's Drive-In Restaurants	453
Captain D's Seafood Restaurant	395
TGI Fridays	353
Crafty Crab	333
Golden Krust Caribbean Bakery and Grill	330



Grocery

COMPANY	INDEX
Piggly Wiggly	405
Save-A-Lot	403
Save-A-Lot	403
Associated Grocers -Baton Rouge	355
Schnucks	322
Jewel-Osco	303
Food Giant	206
Food Lion	184
Giant Food	174
Winn Dixie	169
UNFI (United Natural Foods)	169



Fitness

COMPANY	INDEX
Planet Fitness	108
Youfit Health Clubs	107
The Vitamin Shoppe	103
GNC (General Nutrition Centers)	102
LA Fitness	82
TITLE Boxing Club	82
YMCA	80
Onelife Fitness	77
WW (Weight Watchers)	74
barre3	70
WORKOUT ANYTIME	69



Entertainment

COMPANY	INDEX
AMF Bowling Centers	180
Urban Air Adventure Park	133
Chuck E. Cheese's	128
Main Event Entertainment	124
Main Event Entertainment	124
Marcus Theatres	122
Sky Zone Indoor Trampoline Park	111
AMC Entertainment	103
Painting with a Twist	92
Bowlero	83
Dave & Buster's	82



Other

COMPANY	INDEX
Trustmark National Bank	540
Kool Smiles	538
Octapharma Plasma	430
U-Pack	405
Concentra	371
Regions Bank	347
CSL Plasma Donation Centers	314
Childcare Network	310
Atrium Health	300
Budget Truck Rental	299
Talecris Plasma Resources	296



westwood

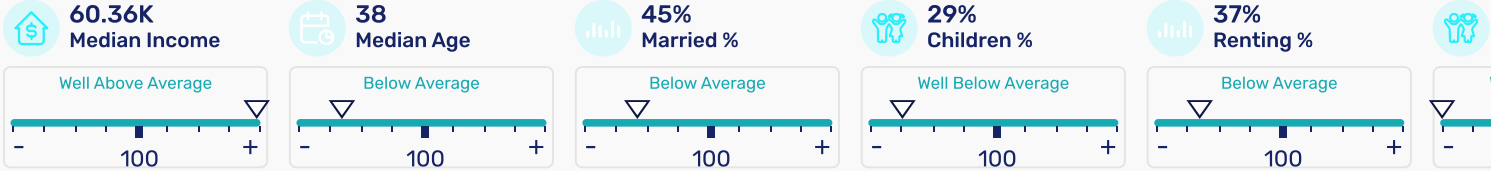


Game Time Glory

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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





westwood

Eastway Square

3207 Eastway Drive Charlotte, NC 28205 • 156,177 SF



Radius: 1 mile



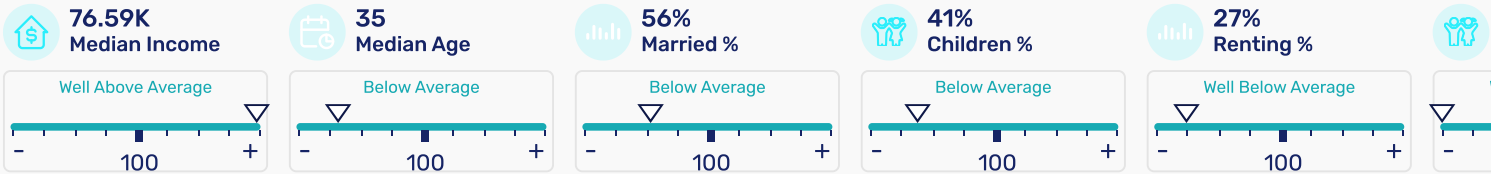
8%

Flourishing Fusion

Families with children living in diverse white and black exurbs. These people value hard work and know-how to make a dollar stretch. You'll find them listening to My Brother, My Brother, and Me and reading Country Living Magazines. They also enjoy listening to Dave Ramsey podcasts, watching SEC Network, and visiting websites like TheBlaze and Babylon Bee. They like high-quality secondhand stores like Clothes Mentor, Plato's Closet, and The Exchange, visit Kids 'R' Kids, and feed the family at Marco's Pizza. On social media, they follow brands like Chick-fil-A, and influencers like Lecrae, Beth More, and Hannah Brown (The Bachelorette). They hashtag topics like #pokemongo, #familytime, #maythe4thbewithyou, and #secondhandnamebrand.

Segment Demographic National Overview

 *Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



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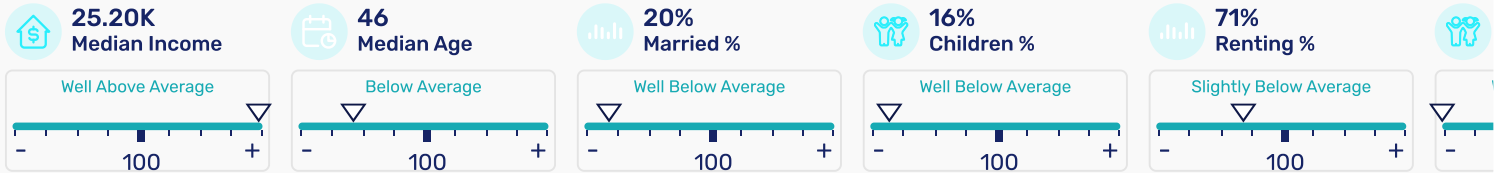


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Segment Demographic National Overview

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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



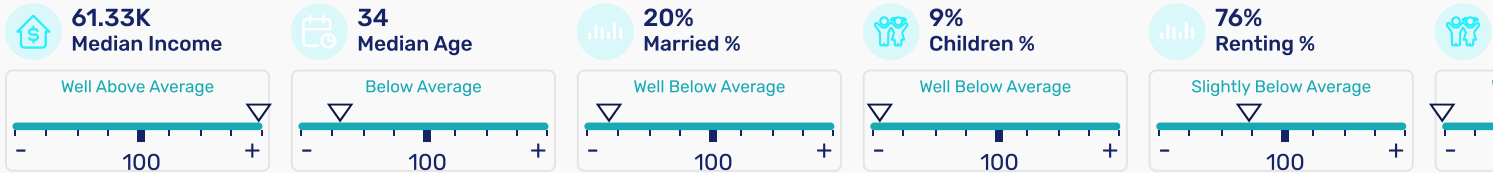


Rising Professionals

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



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





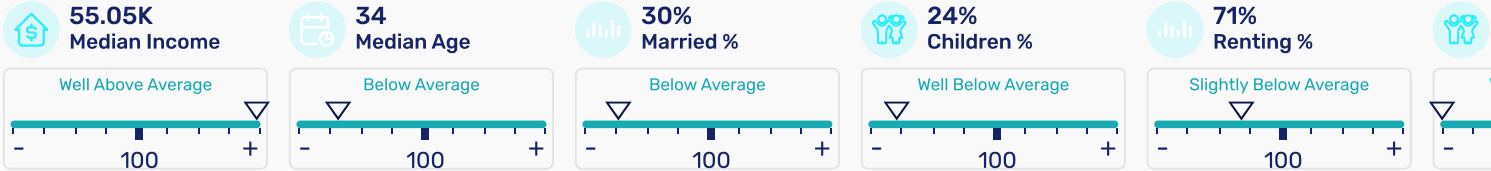
9%

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 #adulting, #BlackLivesMatter, #TikTok, and #WakandaForever.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Aveda	237
Relax The Back	217
K & G Fashion Superstore	217
Rooms To Go	204
DTLR	201
DTLR	201
Plaid Pantry	194
Fred Meyer	192
Superior Distribution	190
CarMax	179
Chevrolet	177



Restaurant

COMPANY	INDEX
Bahama Breeze	253
Crafty Crab	238
Maggiano's Little Italy	231
TGI Fridays	220
City Barbeque and Catering	213
La Madeleine	211
Kolache Factory	210
BurgerFi	205
Capriotti's Sandwich Shop	205
CAVA	200
Kung Fu Tea	194



Grocery

COMPANY	INDEX
Patel Brothers	248
Giant Food	232
Harris Teeter	228
Smith's Food & Drug Stores	191
Total Wine & More	189
Lidl US	179
Virginia Alcoholic Beverage Control Authority	179
Amazon Fresh	164
H Mart	158
CHEF'STORE	157
Whole Foods Market	153



Fitness

COMPANY	INDEX
EOS Fitness	239
TITLE Boxing Club	200
LA Fitness	167
Onelife Fitness	165
Lifetime Fitness	149
Gold's Gym	145
RiSE	145
RiSE	145
The Vitamin Shoppe	143
Fitness Together	138
Burn Boot Camp	138



Entertainment

COMPANY	INDEX
Topgolf	194
Topgolf	194
Main Event Entertainment	183
Main Event Entertainment	183
Century Theatres	177
Bowlero	158
Dave & Buster's	156
Painting with a Twist	146
Regal Entertainment Group	141
Color Me Mine	139
AMF Bowling Centers	138



Other

COMPANY	INDEX
Sir Speedy	324
Extended Stay America	304
Element by Westin	252
Allstate Insurance	241
PetSuites	236
Atrium Health	230
Renaissance Hotels	225
Suburban Extended Stay	224
Eye Level	223
Aloft Hotels	215
Homewood Suites by Hilton	215



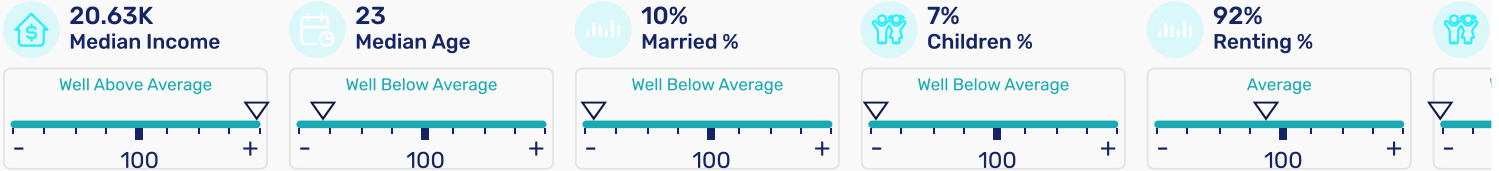


College

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



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

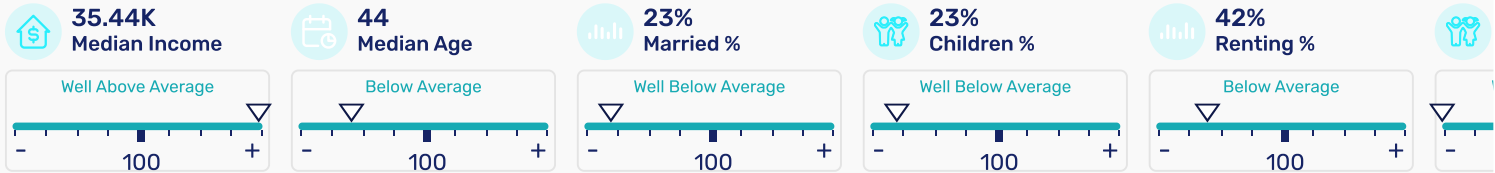


Urban Upgrade

Older and below-average income African American households often headed by single (and female) parents. They read Ebony and Essence magazine more than any other segment, watch BET, Oxygen, and The View. They care about style, with brand influence from Gilt, Foot Locker, and Saint Laurent, but are also looking for a deal... they follow Marshall's and Amazon.com Deals on social. Ashley Stewart and Citi Trends are where they get clothes. Influencers include Tamar Braxton and Rickey Smiley and they discuss #ByeFelicia, #SingleLife, and #Preach.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Ashley Stewart	1712
City Gear	1381
DTLR	1056
DTLR	1056
Kids Foot Locker	962
K & G Fashion Superstore	780
Citi Trends	777
Foot Locker	726
It's Fashion	720
Rainbow Shops	704
Bestway Rental	630



Restaurant

COMPANY	INDEX
American Deli	1003
White Castle	619
Church's Chicken	600
Lenny's Sub Shop	588
Checkers Drive-In Restaurants	515
Krystal	490
Rally's Drive-In Restaurants	453
Captain D's Seafood Restaurant	395
TGI Fridays	353
Crafty Crab	333
Golden Krust Caribbean Bakery and Grill	330



Grocery

COMPANY	INDEX
Piggly Wiggly	405
Save-A-Lot	403
Save-A-Lot	403
Associated Grocers -Baton Rouge	355
Schnucks	322
Jewel-Osco	303
Food Giant	206
Food Lion	184
Giant Food	174
Winn Dixie	169
UNFI (United Natural Foods)	169



Fitness

COMPANY	INDEX
Planet Fitness	108
Youfit Health Clubs	107
The Vitamin Shoppe	103
GNC (General Nutrition Centers)	102
LA Fitness	82
TITLE Boxing Club	82
YMCA	80
Onelife Fitness	77
WW (Weight Watchers)	74
barre3	70
WORKOUT ANYTIME	69



Entertainment

COMPANY	INDEX
AMF Bowling Centers	180
Urban Air Adventure Park	133
Chuck E. Cheese's	128
Main Event Entertainment	124
Main Event Entertainment	124
Marcus Theatres	122
Sky Zone Indoor Trampoline Park	111
AMC Entertainment	103
Painting with a Twist	92
Bowlero	83
Dave & Buster's	82



Other

COMPANY	INDEX
Trustmark National Bank	540
Kool Smiles	538
Octapharma Plasma	430
U-Pack	405
Concentra	371
Regions Bank	347
CSL Plasma Donation Centers	314
Childcare Network	310
Atrium Health	300
Budget Truck Rental	299
Talecris Plasma Resources	296



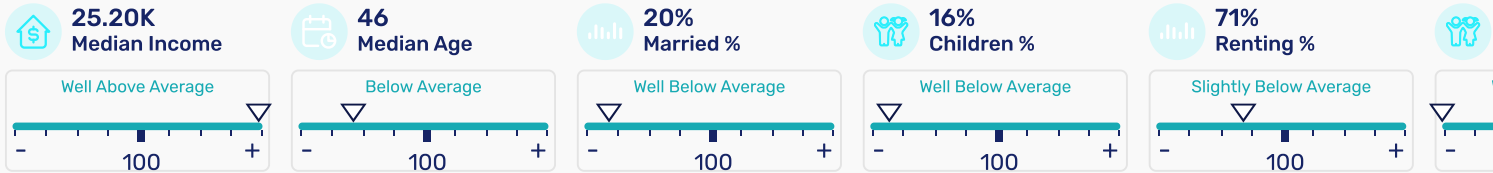


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Segment Demographic National Overview

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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





westwood

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➤ Radius: 5 miles



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COMPANY	INDEX
Aveda	237
Relax The Back	217
K & G Fashion Superstore	217
Rooms To Go	204
DTLR	201
DTLR	201
Plaid Pantry	194
Fred Meyer	192
Superior Distribution	190
CarMax	179
Chevrolet	177

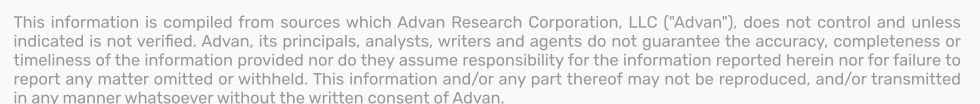
COMPANY	INDEX
Bahama Breeze	253
Crafty Crab	238
Maggiano's Little Italy	231
TGI Fridays	220
City Barbeque and Catering	213
La Madeleine	211
Kolache Factory	210
BurgerFi	205
Capriotti's Sandwich Shop	205
CAVA	200
Kung Fu Tea	194

COMPANY	INDEX
Patel Brothers	248
Giant Food	232
Harris Teeter	228
Smith's Food & Drug Stores	191
Total Wine & More	189
Lidl US	179
Virginia Alcoholic Beverage Control Authority	179
Amazon Fresh	164
H Mart	158
CHEF'SSTORE	157
Whole Foods Market	153

COMPANY	INDEX
EOS Fitness	239
TITLE Boxing Club	200
LA Fitness	167
Onelife Fitness	165
Lifetime Fitness	149
Gold's Gym	145
RiSE	145
RiSE	145
The Vitamin Shoppe	143
Fitness Together	138
Burn Boot Camp	138

COMPANY	INDEX
Topgolf	194
Topgolf	194
Main Event Entertainment	183
Main Event Entertainment	183
Century Theatres	177
Bowlero	158
Dave & Buster's	156
Painting with a Twist	146
Regal Entertainment Group	141
Color Me Mine	139
AMF Bowling Centers	138

COMPANY	INDEX
Sir Speedy	324
Extended Stay America	304
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Allstate Insurance	241
PetSuites	236
Atrium Health	230
Renaissance Hotels	225
Suburban Extended Stay	224
Eye Level	223
Aloft Hotels	215
Homewood Suites by Hilton	215



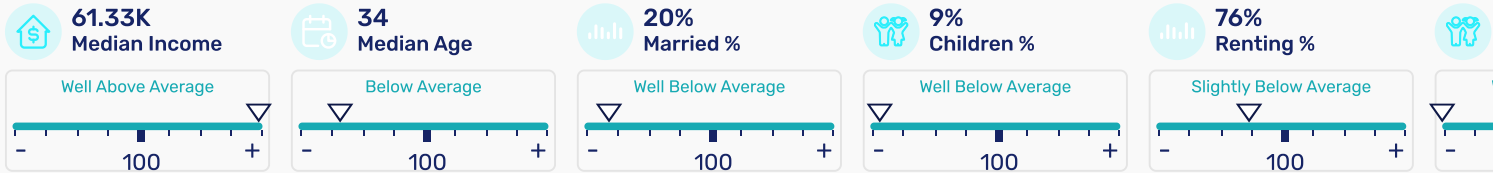


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Retail

COMPANY	INDEX
Blick Art Materials	480
Aveda	464
Urban Outfitters	384
West Elm	372
Plaid Pantry	370
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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
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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



westwood

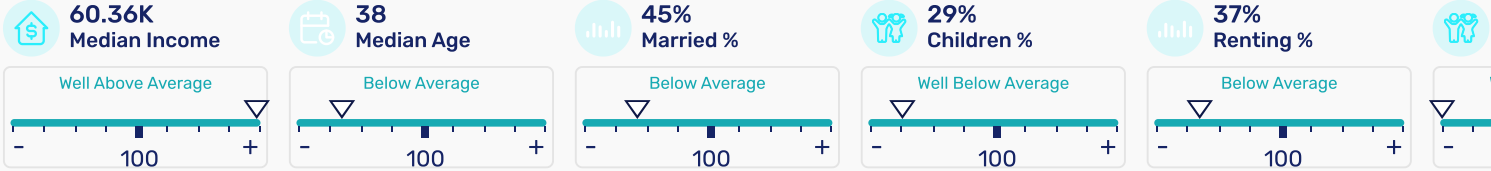


Game Time Glory

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



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





westwood

Eastway Square

3207 Eastway Drive Charlotte, NC 28205 • 156,177 SF



Radius: 5 miles



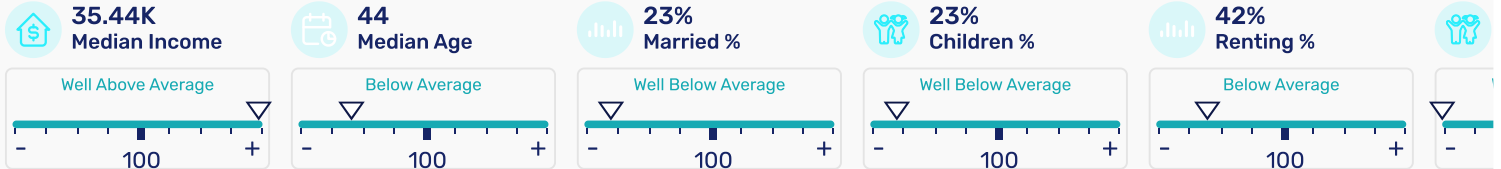
6%

Urban Upgrade

Older and below-average income African American households often headed by single (and female) parents. They read Ebony and Essence magazine more than any other segment, watch BET, Oxygen, and The View. They care about style, with brand influence from Gilt, Foot Locker, and Saint Laurent, but are also looking for a deal... they follow Marshall's and Amazon.com Deals on social. Ashley Stewart and Citi Trends are where they get clothes. Influencers include Tamar Braxton and Rickey Smiley and they discuss #ByeFelicia, #SingleLife, and #Preach.

Segment Demographic National Overview

ⓘ *Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Ashley Stewart	1712
City Gear	1381
DTLR	1056
DTLR	1056
Kids Foot Locker	962
K & G Fashion Superstore	780
Citi Trends	777
Foot Locker	726
It's Fashion	720
Rainbow Shops	704
Bestway Rental	630



Restaurant

COMPANY	INDEX
American Deli	1003
White Castle	619
Church's Chicken	600
Lenny's Sub Shop	588
Checkers Drive-In Restaurants	515
Krystal	490
Rally's Drive-In Restaurants	453
Captain D's Seafood Restaurant	395
TGI Fridays	353
Crafty Crab	333
Golden Krust Caribbean Bakery and Grill	330



Grocery

COMPANY	INDEX
Piggly Wiggly	405
Save-A-Lot	403
Save-A-Lot	403
Associated Grocers -Baton Rouge	355
Schnucks	322
Jewel-Osco	303
Food Giant	206
Food Lion	184
Giant Food	174
Winn Dixie	169
UNFI (United Natural Foods)	169



Fitness

COMPANY	INDEX
Planet Fitness	108
Youfit Health Clubs	107
The Vitamin Shoppe	103
GNC (General Nutrition Centers)	102
LA Fitness	82
TITLE Boxing Club	82
YMCA	80
Onelife Fitness	77
WW (Weight Watchers)	74
barre3	70
WORKOUT ANYTIME	69



Entertainment

COMPANY	INDEX
AMF Bowling Centers	180
Urban Air Adventure Park	133
Chuck E. Cheese's	128
Main Event Entertainment	124
Main Event Entertainment	124
Marcus Theatres	122
Sky Zone Indoor Trampoline Park	111
AMC Entertainment	103
Painting with a Twist	92
Bowlero	83
Dave & Buster's	82



Other

COMPANY	INDEX
Trustmark National Bank	540
Kool Smiles	538
Octapharma Plasma	430
U-Pack	405
Concentra	371
Regions Bank	347
CSL Plasma Donation Centers	314
Childcare Network	310
Atrium Health	300
Budget Truck Rental	299
Talecris Plasma Resources	296



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