

2025 ○ —————



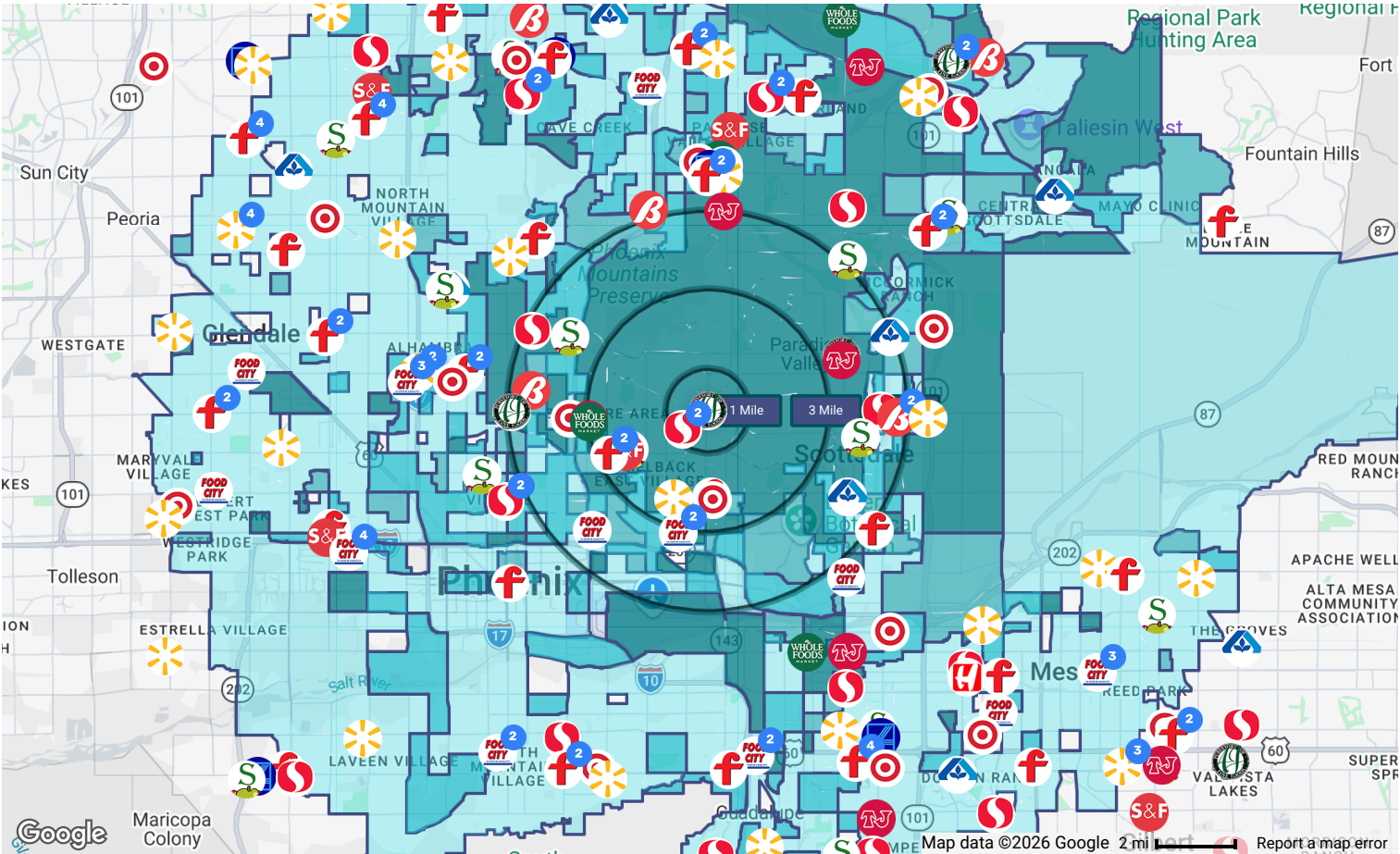
PRIMARY

Camelback Village

4430 E Camelback Rd,
Phoenix, AZ 85018 • 112,154 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Camelback Village



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Camelback Village
4430 E Camelback Rd Phoenix, AZ 85018



Persona

Live™

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Camelback Village					
TRADE AREA		1 MI		3 MI	
 GROUP Young Urban Singles SEGMENT Big City Progressives	7%	 GROUP Young Professionals SEGMENT College	21%	 GROUP Young Urban Singles SEGMENT Big City Progressives	10%
 GROUP Upper Suburban Diverse Fa... SEGMENT Good Life Citizens	6%	 GROUP Young Professionals SEGMENT Raising The Bar	14%	 GROUP Ultra Wealthy Families SEGMENT Tech Titans	9%
 GROUP Blue Collar Suburbs SEGMENT Military	6%	 GROUP Sunset Boomers SEGMENT Destination Retirees	14%	 GROUP Young Professionals SEGMENT College	9%
 GROUP Young Urban Singles SEGMENT Adulting	5%	 GROUP Wealthy Suburban Families SEGMENT Backyard Bliss	13%	 GROUP Young Urban Singles SEGMENT Adulting	9%
 GROUP Young Urban Singles SEGMENT Multicultural Renters	5%	 GROUP Upper Suburban Diverse Fa... SEGMENT Bootstrappers	8%	 GROUP Young Professionals SEGMENT Raising The Bar	7%

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



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Camelback Village
4430 E Camelback Rd Phoenix, AZ 85018



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Camelback Village		
5 MI		
	GROUP Young Professionals SEGMENT Raising The Bar	10%
	GROUP Young Professionals SEGMENT College	8%
	GROUP Young Urban Singles SEGMENT Big City Progressives	8%
	GROUP Young Professionals SEGMENT Rising Professionals	7%
	GROUP Young Urban Singles SEGMENT Adulting	6%

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



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Camelback Village

PROPERTIES	 Camelback Village			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	2.16M	9.80K	90.60K	277.84K
5-Year Population Growth Rate	2.3%	0.8%	1.4%	2.5%
Total Daytime Population	2.96M	8.18K	119.89K	409.09K
Average Household Income	\$120.5K	\$232.8K	\$205.9K	\$158.4K
Total Households	832.91K	4.64K	41.27K	127.20K
Average Home Value	\$540.8K	\$1.3M	\$1.1M	\$782.1K
Bachelor's Degree and Higher	35.4%	63.2%	55.1%	48.1%
Employed	96.6%	97.2%	97.9%	97.2%



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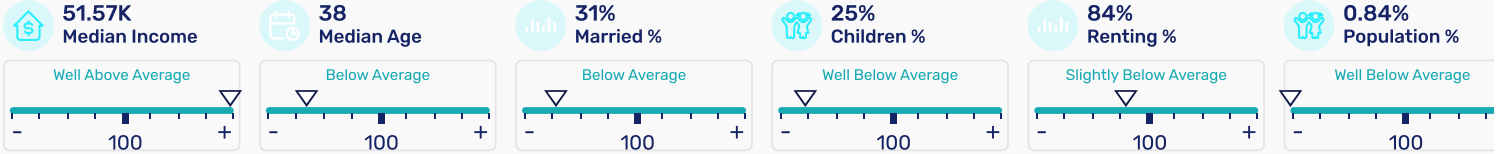


Big City Progressives

Young diverse renters working service and low paying arts/entertainment jobs trying to "make it" in top tier cities. They read NY Magazine and The Intercept, listen to You're Wrong About... (the podcast), and exclusively use public transportation. These individuals are twice as likely to use meal delivery services. They love dog parks and art museums, get their exercise at trendy workout studio's like Equinox and Soul Cycle, and like to look good, visiting fashion stores like Jimmy Jazz, ALDO, and Zara. They follow activist accounts like ColorOfChange and Black Lives Matter on social media. Common hashtags include #LovelsLove, #Fashion, #Jazz, #GoldenGlobes, #Resist, and #Tech.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Kids Foot Locker	1364
Bolla Market	1228
Foot Locker	796
Bloomingdale's	694
Hyundai Motor	594
JD Sports US	568
Volkswagen	554
Chrysler	540
RAM Trucks	511
Toyota	510
Parts Authority	508



Restaurant

COMPANY	INDEX
Golden Krust Caribbean Bakery and Grill	1221
Paris Baguette USA	932
Nathan's Famous	762
Fatburger	755
sweetgreen	744
Winchell's Donut House	646
Louisiana Fried Chicken	536
Jollibee US	522
Blimpie	494
Pollo Campero	435
Boston Market	428



Grocery

COMPANY	INDEX
C Town Supermarkets	2212
Key Food	1737
Ralphs	796
Bravo Supermarkets	530
Vons	471
H Mart	465
Smart & Final	459
99 Ranch Market	369
Amazon Fresh	348
El Super	314
Patel Brothers	289



Fitness

COMPANY	INDEX
Retro Fitness	431
24 Hour Fitness	359
UFC Gym	344
CorePower Yoga	267
The Bar Method	207
Fitness 19	205
YogaSix	180
LA Fitness	157
GNC (General Nutrition Centers)	154
Nutrishop	141
Club Pilates	137



Entertainment

COMPANY	INDEX
Century Theatres	262
Color Me Mine US	262
Dave & Buster's	186
Color Me Mine	164
AMC Entertainment	144
Toptracer	133
Bowlero	127
Chuck E. Cheese's	117
Pinot's Palette	94
Sky Zone Indoor Trampoline Park	84
Regal Entertainment Group	81



Other

COMPANY	INDEX
MOXY Hotels	1108
Metro by T-Mobile	985
Metro by T-Mobile	985
Citibank	866
InterContinental Hotels Group	778
Kimpton Hotels & Restaurants	704
The Ritz-Carlton	655
Santander Bank	576
Capital One	548
Westin Hotels & Resorts	512
PLS Financial Services	507

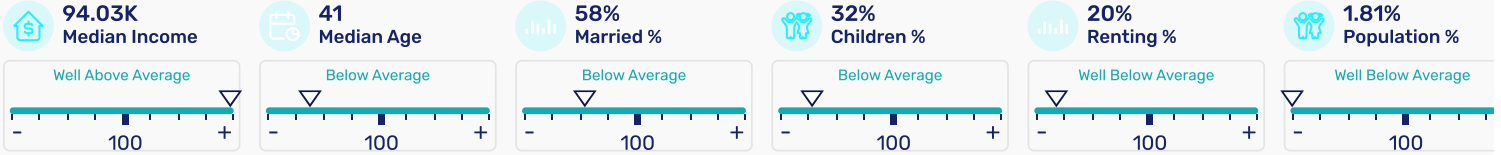


Good Life Citizens

Upper-income families living their best life just outside cities. These professionals have free time for leisure, enjoying dogs, craft beer, sports, and the outdoors. They read Psychology Today and Ad Age, and flip between the Golf Channel, and Seinfeld. Health-conscious consumers, you'll find them working out at Life Time Fitness, visiting Elements Massage, drinking local coffee, and eating at Panera Bread. They drive Volvo's and Subarus. They follow personalities like Dave Portnoy, and U2, and hashtag things like #nationalcoffeeday, #wellness, and #familyfun.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Learning Express Toys	366
QuickChek	293
Alltown Markets	274
Scandinavian Designs Furniture	268
LUKOIL North America	266
Bolla Market	265
Sierra Trading Post	264
HomeSense US	248
Jos. A. Bank Clothiers	245
Plaid Pantry	239
Club Champion	238



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	337
Manhattan Bagel	298
Bruegger's	296
Ninety Nine Restaurants	270
D'Angelo Sandwich Shops	262
Ziggi's Coffee	261
Rosati's Pizza	252
Bubbakoo's Burritos	251
Pancheros	235
Piada Italian Street Food	232
Noodles & Company	230



Grocery

COMPANY	INDEX
King Soopers	418
Shaw's	335
Stop & Shop	300
Fresh Thyme	287
Acme Markets	273
Jewel-Osco	254
ShopRite	248
Giant Food Stores	244
Swiss Farms Drive-Thru Market	226
The Fresh Market	224
Edible Arrangements	209



Fitness

COMPANY	INDEX
Fitness Together	374
Farrell's eXtreme Bodyshaping	323
Retro Fitness	299
Lifetime Fitness	283
The Exercise Coach	270
Genesis Health Clubs	269
SPENGA	265
barre3	248
Pure Barre	240
StretchLab	234
YogaSix	231



Entertainment

COMPANY	INDEX
Marcus Theatres	204
Board & Brush	190
Altitude Trampoline Parks	169
Bowlero	156
Color Me Mine US	153
Topgolf	150
Topgolf	150
Urban Air Adventure Park	148
Pinot's Palette	145
Painting with a Twist	139
AMF Bowling Centers	137



Other

COMPANY	INDEX
Goldfish Swim School	331
Lifespan	328
Santander Bank	327
Elements Therapeutic Massage	304
Martinizing Dry Cleaners	292
Woodhouse Spa	281
Huntington Learning Centers	279
Rockland Trust	277
Floyd's 99 Barbershop	276
Champions	273
L.A. Tan	253

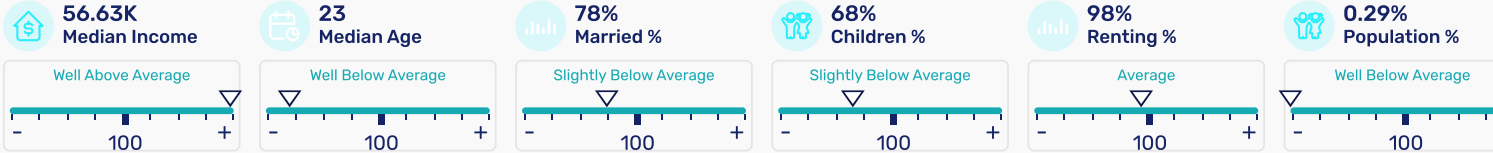


Military

Families and singles living on military bases. These patriots live in barracks and military family housing. 60% of these households have children. They read science, technology, and outdoor magazines, and enjoy podcasts. They get civilian clothes from Adidas Running and Backcountry, and are 7x as likely to visit Military Exchange stores. They eat at restaurants like Twin Peaks, Buffalo Wild Wings, and are more than 3x as likely to commute by motorcycle. They follow the NRA and department of defense and hashtag things like #callofduty, #merica, #4thofjuly.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Exchange	13484
Navy Exchange	9658
Firestone Complete Auto Care	458
The Book Rack	378
76	251
La-Z-Boy	233
Sportsman's Warehouse	221
Fred Meyer	209
Goodyear Auto Service Centers	189
Tumi	189
Bestway Rental	177



Restaurant

COMPANY	INDEX
Charley's	1779
Wayback Burgers	531
L&L Hawaiian Barbecue	516
Quiznos	439
Jamba Juice	251
Smashburger	235
Jollibee US	204
Mission BBQ	197
Moe's Southwest Grill	197
Qdoba Mexican Grill	193
Slim Chickens	185



Grocery

COMPANY	INDEX
Local Grocery Stores	186
Virginia Alcoholic Beverage Control Authority	180
Safeway	141
BevMo	134
Food Lion	130
Giant Food	117
Harris Teeter	114
Vons	109
H Mart	104
Total Wine & More	100
Fry's Food & Drug Stores	100



Fitness

COMPANY	INDEX
UFC Gym	382
F45 Training	200
The Vitamin Shoppe	158
Nutrishop	156
Onelife Fitness	143
Gold's Gym	135
CorePower Yoga	131
24 Hour Fitness	117
GNC (General Nutrition Centers)	107
CrossFit	98
EOS Fitness	98



Entertainment

COMPANY	INDEX
Regal Entertainment Group	231
Dave & Buster's	151
Get Air	132
AMC Entertainment	130
Chuck E. Cheese's	120
Sky Zone Indoor Trampoline Park	114
Century Theatres	106
Main Event Entertainment	106
Main Event Entertainment	106
Topgolf	94
Urban Air Adventure Park	94



Other

COMPANY	INDEX
Navy Federal Credit Union	1048
Candlewood Suites	918
InterContinental Hotels Group	379
Champions	346
Hilton International	263
Lifespan	263
Talecris Plasma Resources	248
The Children's Courtyard	234
Stanton Optical	225
Hilton Hotels & Resorts	218
WoodSpring Suites	216

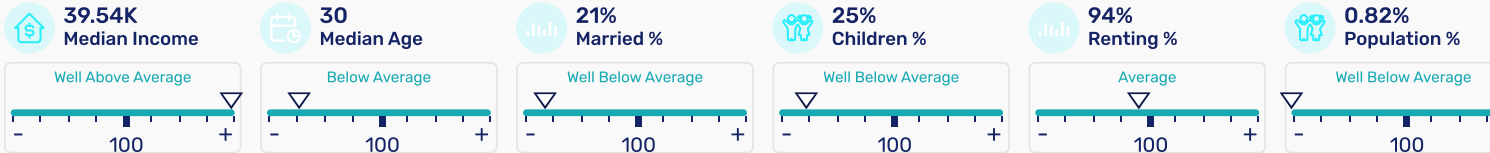


Adulting

Single, diverse renters working service jobs and transitioning to independent lives. Although many drop out of high school, they often go on to receive vocational skills training. They follow Ebony magazine, watch the SEC and BET, and follow Whataburger on social. They shop at Citi Trends, visit LGBTQ bars, and tend to work service jobs, especially at hotels. Rickey Smiley, Kirk Franklin, Maxwell, and Keri Hilson are top influencers. They use hashtags like #engaged, #focused, and #adulting.

Segment Demographic National Overview

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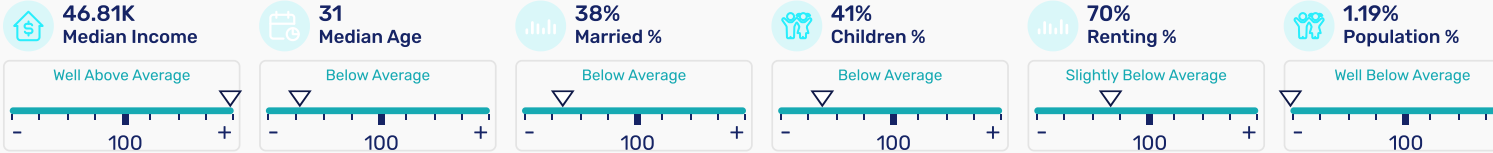
Multicultural Renters

5%

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



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

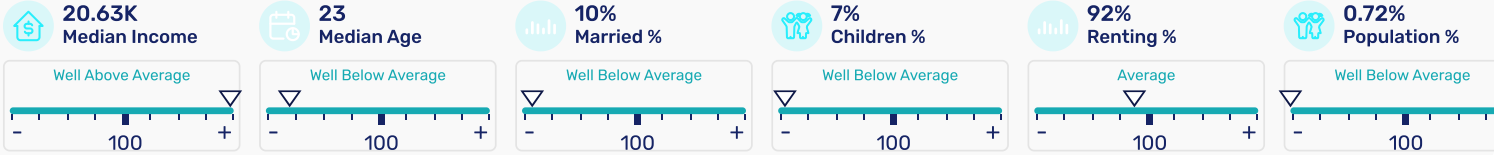


College

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

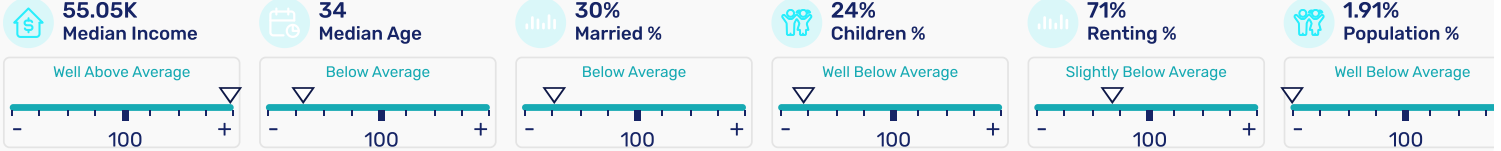


Raising The Bar

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 #adulthood, #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

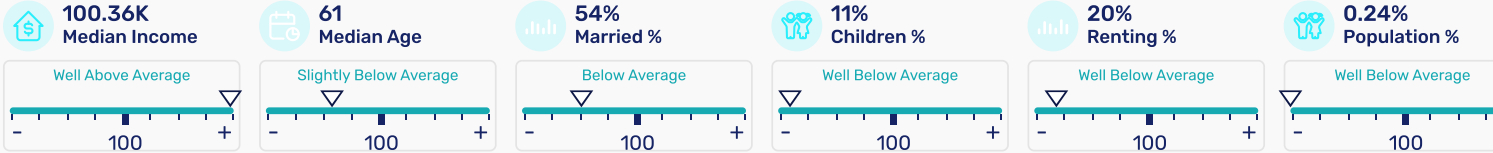


Destination Retirees

Older, wealthy, and often retired empty-nesters living out their golden years on the beach, or occasionally the mountains. They make the most of their location, frequenting marinas and dressing the part courtesy of Tommy Bahama. They try to stay fashionable, reading W and T Magazine, and prefer near intellectual news outlets like NYT and WSJ. They relax watching professional tennis and following NYT Cooking and Food. Planet Money is a favorite podcast. They are #frequentfliers and visit airports 3x the national average. They follow Michael Bloomberg and Paul Graham and post about #kayaking and #gratitude

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tommy Bahama	1377
Tumi	568
Bloomingdale's	539
West Marine	472
California Closets	465
Bluemercury	432
Battery Systems	406
lululemon athletica	395
Tory Burch	385
Saks Fifth Avenue OFF 5TH	343
Free People	341



Restaurant

COMPANY	INDEX
Ruth's Chris Steak House	562
Another Broken Egg Cafe	495
Yard House	470
Anthony's Coal Fired Pizza	360
The Capital Grille	357
BurgerFi	354
Morton's The Steakhouse	335
Pollo Tropical	317
Auntie Anne's	308
Fleming's Prime Steakhouse and Wine Bar	298
Shake Shack	291



Grocery

COMPANY	INDEX
The Fresh Market	411
ABC Fine Wine & Spirits	398
The Spice & Tea Exchange	354
Whole Foods Market	281
Publix Super Markets	274
Wild Fork Foods	264
Pepper Palace	253
Total Wine & More	200
Smith's Food & Drug Stores	199
Winn Dixie	194
Ralphs	192



Fitness

COMPANY	INDEX
SPENGA	287
EOS Fitness	263
YogaSix	244
UFC Gym	231
CorePower Yoga	229
CycleBar	224
Stretch Zone	221
Fitness Together	217
F45 Training	201
The Bar Method	187
Youfit Health Clubs	186



Entertainment

COMPANY	INDEX
Toptracer	464
Century Theatres	223
Topgolf	189
Topgolf	189
Color Me Mine US	163
Color Me Mine	145
Regal Entertainment Group	142
Painting with a Twist	112
Pinot's Palette	107
AMC Entertainment	105
Board & Brush	104



Other

COMPANY	INDEX
Hilton Grand Vacations	3670
Marriott Vacation Club	3394
Trademark Hotels	2532
Radisson	1834
Autograph Collection Hotels	1414
The Ritz-Carlton	1357
Curio Collection	1170
Sheraton Hotels & Resorts	694
Westin Hotels & Resorts	678
Hilton International	565
Hilton Hotels & Resorts	510



westwood

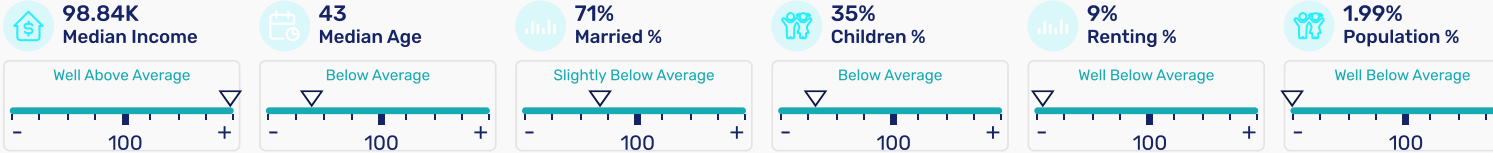


Backyard Bliss

Outdoor-loving upper-income families straddling the suburban rural divide. On the outskirts of cities, where the yards are plentiful, you'll find these white-collar families raising their kids and enjoying the outdoors near suburban amenities. They watch Fox News, read Runner's World and Golf Digest. They follow brands like Nike Golf, Mod Cloth, and Under Armour. They drive GMC and Lincoln and stay fit at the local YMCA. They follow country music, Dave Ramsey, and hashtag #ncaa, #takemeback, #espn, and #masters.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Pella	385
Diamond Vogel	361
ABRA Auto Body and Glass	359
Fleet Farm	334
Hy-Vee Fast & Fresh	329
Hy-Vee Fast & Fresh	329
Kwik Shop	321
Kwik Trip	314
Slumberland Furniture	289
GetGo Cafe + Market	287
Menard's	286



Restaurant

COMPANY	INDEX
Big Apple Bagels	369
Skyline Chili	332
CoreLife Eatery	328
HuHot Mongolian Grill	324
Goodcents Deli Fresh Subs	319
Pancheros	314
Wings Etc.	291
Caribou Coffee	287
BIGGBY COFFEE	278
Hot Head Burritos	274
Pita Pit	272



Grocery

COMPANY	INDEX
Fareway Stores	389
Schnucks	370
Family Fare	368
Hy-Vee	350
Giant Eagle	338
Fresh Thyme	279
SHOP 'n SAVE Supermarkets	226
Giant Food Stores	209
Weis Markets	185
Fine Wine & Good Spirits	183
Natural Grocers	180



Fitness

COMPANY	INDEX
Farrell's eXtreme Bodyshaping	477
Genesis Health Clubs	280
YMCA	214
Snap Fitness	204
Burn Boot Camp	175
Jazzercise	168
9Round	164
HOTWORX	158
Anytime Fitness	152
CrossFit	143
Powerhouse Gym	134



Entertainment

COMPANY	INDEX
Marcus Theatres	297
Get Air	152
Board & Brush	133
Painting with a Twist	120
AMF Bowling Centers	117
Altitude Trampoline Parks	115
Urban Air Adventure Park	110
Sky Zone Indoor Trampoline Park	106
Topgolf	105
Topgolf	105
Cinemark Theatres	104



Other

COMPANY	INDEX
Aspirus	763
Commerce Bank	330
Clarkson Eyecare	310
Aurora Healthcare	303
Tommy's Express Car Wash	298
Associated Bank	274
Pinnacle Bank Texas	251
U-Pack	242
First Interstate Bank	236
Cost Cutters	228
Ziebart	228

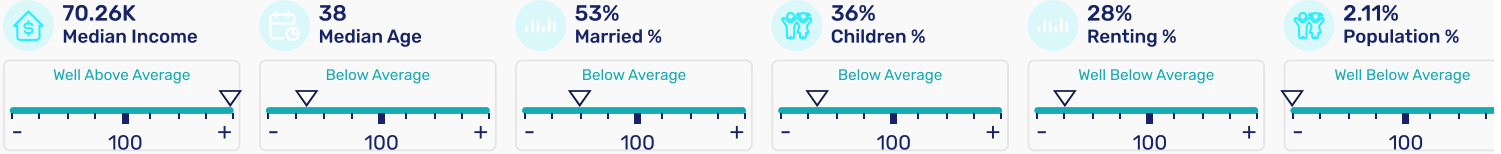


Bootstrappers

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 #workinprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



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

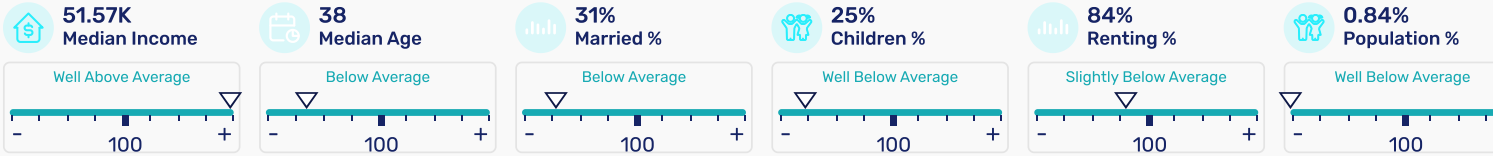


Big City Progressives

Young diverse renters working service and low paying arts/entertainment jobs trying to "make it" in top tier cities. They read NY Magazine and The Intercept, listen to You're Wrong About... (the podcast), and exclusively use public transportation. These individuals are twice as likely to use meal delivery services. They love dog parks and art museums, get their exercise at trendy workout studio's like Equinox and Soul Cycle, and like to look good, visiting fashion stores like Jimmy Jazz, ALDO, and Zara. They follow activist accounts like ColorOfChange and Black Lives Matter on social media. Common hashtags include #LovelsLove, #Fashion, #Jazz, #GoldenGlobes, #Resist, and #Tech.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
Kids Foot Locker	1364
Bolla Market	1228
Foot Locker	796
Bloomingdale's	694
Hyundai Motor	594
JD Sports US	568
Volkswagen	554
Chrysler	540
RAM Trucks	511
Toyota	510
Parts Authority	508

Restaurant

COMPANY	INDEX
Golden Krust Caribbean Bakery and Grill	1221
Paris Baguette USA	932
Nathan's Famous	762
Fatburger	755
sweetgreen	744
Winchell's Donut House	646
Louisiana Fried Chicken	536
Jollibee US	522
Blimpie	494
Pollo Campero	435
Boston Market	428

Grocery

COMPANY	INDEX
C Town Supermarkets	2212
Key Food	1737
Ralphs	796
Bravo Supermarkets	530
Vons	471
H Mart	465
Smart & Final	459
99 Ranch Market	369
Amazon Fresh	348
El Super	314
Patel Brothers	289

Fitness

COMPANY	INDEX
Retro Fitness	431
24 Hour Fitness	359
UFC Gym	344
CorePower Yoga	267
The Bar Method	207
Fitness 19	205
YogaSix	180
LA Fitness	157
GNC (General Nutrition Centers)	154
Nutrishop	141
Club Pilates	137

Entertainment

COMPANY	INDEX
Century Theatres	262
Color Me Mine US	262
Dave & Buster's	186
Color Me Mine	164
AMC Entertainment	144
Toptracer	133
Bowlero	127
Chuck E. Cheese's	117
Pinot's Palette	94
Sky Zone Indoor Trampoline Park	84
Regal Entertainment Group	81

Other

COMPANY	INDEX
MOXY Hotels	1108
Metro by T-Mobile	985
Metro by T-Mobile	985
Citibank	866
InterContinental Hotels Group	778
Kimpton Hotels & Restaurants	704
The Ritz-Carlton	655
Santander Bank	576
Capital One	548
Westin Hotels & Resorts	512
PLS Financial Services	507

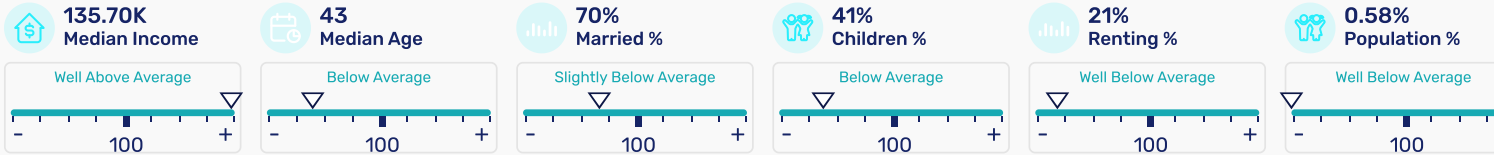


Tech Titans

Tech-forward wealthy families in proximity to software and highly technical jobs. These well-educated and mostly Asian families are 3x as likely to be engineers. They get news from Forbes, read MIT Technology Review, visit websites like Ars Technica, and ReadWrite. Children influence TV choices, Nickelodeon, Disney, and Cartoon Network being the top three. They drop their kids off at Kumon, shop at Kate Spade, and drive Teslas. On social they follow tech influencers like Sundar Pichai (Google), Satya Nadella (Microsoft), and hashtag things like #cloud, #drones, and #startrek.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tesla Motors	2022
76	689
Bloomingdale's	534
Tory Burch	526
Navy Exchange	507
America's Tire	455
SpeedDee Oil Change & Auto Service	421
Crate and Barrel	420
Toyota	416
Fix Auto Worldwide	411
Saks Fifth Avenue OFF 5TH	407



Restaurant

COMPANY	INDEX
Paris Baguette USA	2154
L&L Hawaiian Barbecue	1397
85 Degrees C Bakery Cafe	1345
Lee's Sandwiches	1287
Jollibee US	1154
Togo's Eateries	1117
Peet's Coffee and Tea	969
Bonchon	855
Jamba Juice	749
Vitality Bowls	713
Lazy Dog Cafe	556



Grocery

COMPANY	INDEX
99 Ranch Market	2080
H Mart	1255
Patel Brothers	818
BevMo	584
Safeway	486
Ralphs	432
Smart & Final	418
Amazon Fresh	385
Trader Joe's	383
Sprouts Farmers Market	322
Whole Foods Market	309



Fitness

COMPANY	INDEX
UFC Gym	1336
24 Hour Fitness	890
YogaSix	518
Fitness 19	453
The Bar Method	365
CorePower Yoga	341
Gold's Gym	271
Lifetime Fitness	231
Retro Fitness	210
Club Pilates	206
LA Fitness	193



Entertainment

COMPANY	INDEX
Century Theatres	733
Color Me Mine US	404
Color Me Mine	305
Dave & Buster's	279
Bowlero	171
Regal Entertainment Group	168
AMC Entertainment	155
Pinot's Palette	152
Toptracer	126
Sky Zone Indoor Trampoline Park	123
Chuck E. Cheese's	117



Other

COMPANY	INDEX
C2 Education	1335
Eye Level	692
Citibank	573
Kumon Institute of Education	474
Mathnasium	376
Western Dental	366
Marriott Vacation Club	322
Sunrise Senior Living	298
Phenix Salon Suites	298
European Wax Center (EWC)	291
Hyatt House	289

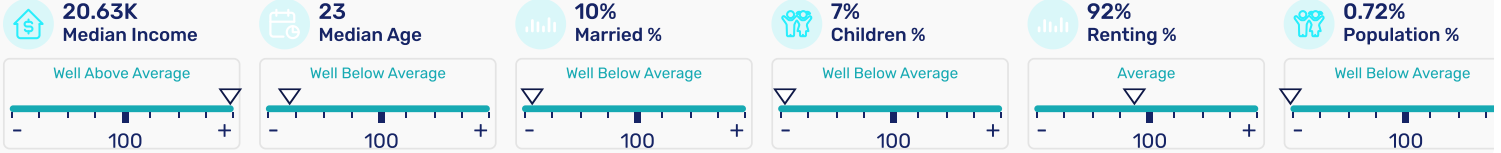


College

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



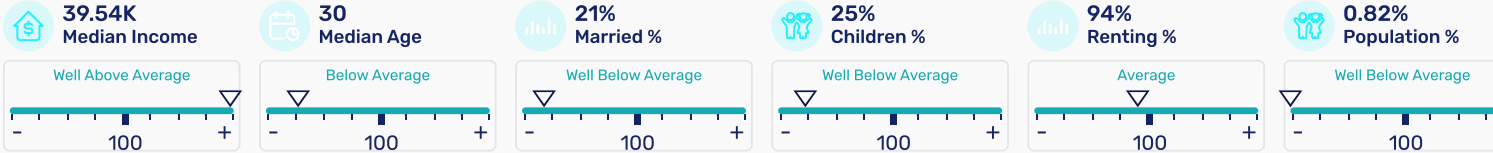
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Adulting

Single, diverse renters working service jobs and transitioning to independent lives. Although many drop out of high school, they often go on to receive vocational skills training. They follow Ebony magazine, watch the SEC and BET, and follow Whataburger on social. They shop at Citi Trends, visit LGBTQ bars, and tend to work service jobs, especially at hotels. Rickey Smiley, Kirk Franklin, Maxwell, and Keri Hilson are top influencers. They use hashtags like #engaged, #focused, and #adulting.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

COMPANY	INDEX
The Exchange	314
Rooms To Go	243
Armstrong McCall	243
City Gear	238
QuikTrip	225
HD Supply	215
First Cash Pawn	210
K & G Fashion Superstore	206
Rent A Wheel	204
Cavender's	202
AutoNation	200



Restaurant

COMPANY	INDEX
Velvet Taco	363
Hawaiian Bros Island Grill	343
Taco Cabana	298
La Madeleine	296
Kolache Factory	271
Torchy's Tacos	268
Saltgrass Steak House	263
Golden Chick	253
Taco Bueno	246
Crafty Crab	241
Twin Peaks Restaurant	238



Grocery

COMPANY	INDEX
La Michoacana Meat Market	286
Spec's Wine, Spirits & Finer Foods	271
Bravo Supermarkets	206
H-E-B	199
Watermill Express	167
Patel Brothers	153
WinCo Foods	146
Total Wine & More	144
Fry's Food & Drug Stores	139
Natural Grocers	137
Virginia Alcoholic Beverage Control Authority	133



Fitness

COMPANY	INDEX
Crunch	149
Youfit Health Clubs	144
Genesis Health Clubs	134
The Vitamin Shoppe	132
Gold's Gym	131
EOS Fitness	129
HOTWORX	122
GNC (General Nutrition Centers)	113
LA Fitness	112
VASA Fitness	110
TITLE Boxing Club	110



Entertainment

COMPANY	INDEX
Main Event Entertainment	204
Main Event Entertainment	204
Altitude Trampoline Parks	152
Century Theatres	148
Painting with a Twist	142
Bowlero	140
Urban Air Adventure Park	138
Topgolf	135
Topgolf	135
AMF Bowling Centers	134
Chuck E. Cheese's	134



Other

COMPANY	INDEX
Baptist Health	536
Suburban Extended Stay	394
Extended Stay America	334
Studio 6	328
Concentra	312
Staybridge Suites	300
Candlewood Suites	294
WoodSpring Suites	268
PLS Financial Services	257
Frost Bank	244
Red Roof Inn	243

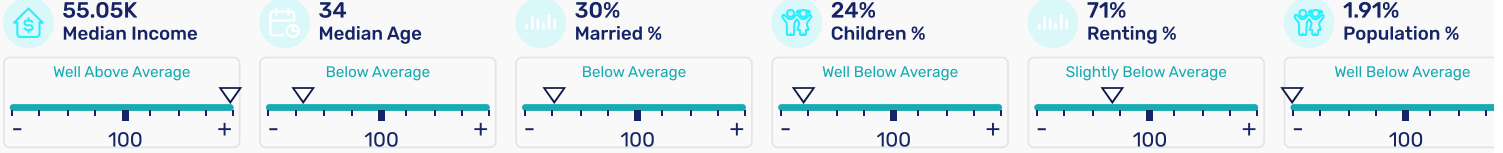


Camelback Village
4430 E Camelback Rd Phoenix, AZ 85018 • 112,154 SF



include #adulthood, #BlackLivesMatter, #TikTok, and #WakandaForever.

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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

ψ4

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

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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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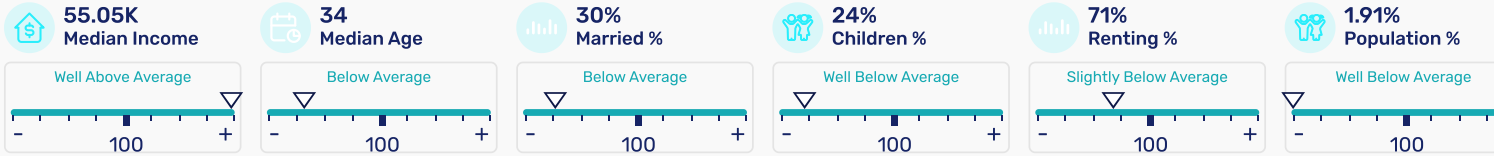


Raising The Bar

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 #adulthood, #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	

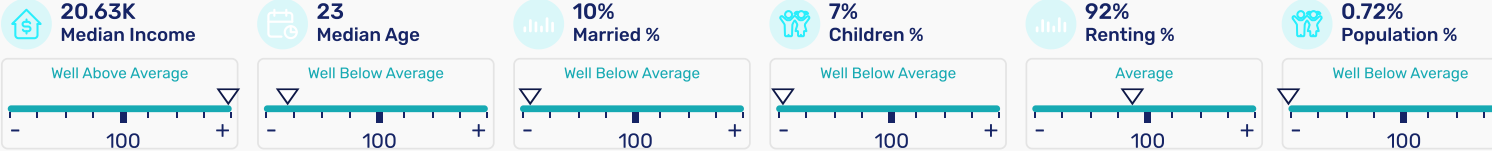


College

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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

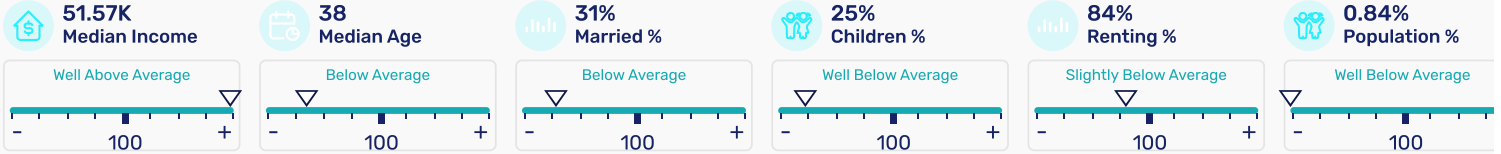


Big City Progressives

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Segment Demographic National Overview

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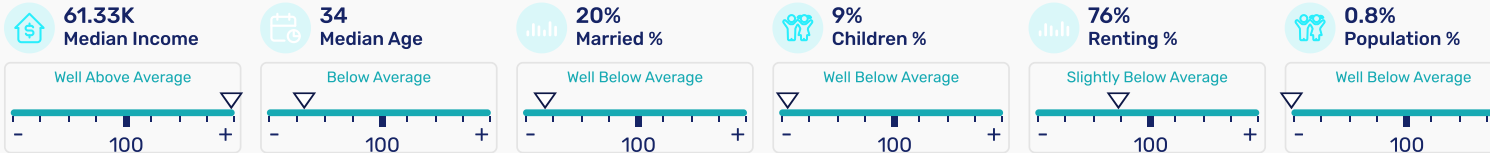


Rising Professionals

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



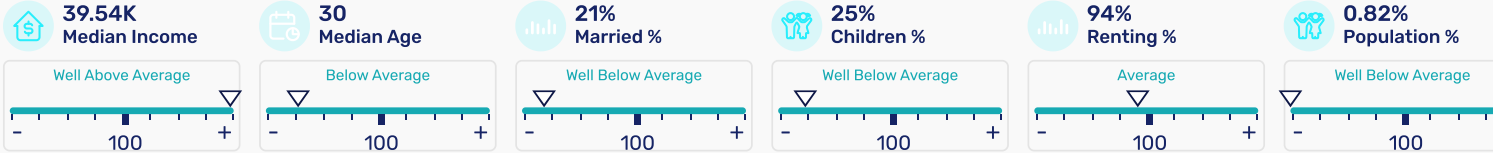
Adulting

6%

Single, diverse renters working service jobs and transitioning to independent lives. Although many drop out of high school, they often go on to receive vocational skills training. They follow Ebony magazine, watch the SEC and BET, and follow Whataburger on social. They shop at Citi Trends, visit LGBTQ bars, and tend to work service jobs, especially at hotels. Rickey Smiley, Kirk Franklin, Maxwell, and Keri Hilson are top influencers. They use hashtags like #engaged, #focused, and #adulting.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

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Armstrong McCall	243
City Gear	238
QuikTrip	225
HD Supply	215
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AutoNation	200



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Hawaiian Bros Island Grill	343
Taco Cabana	298
La Madeleine	296
Kolache Factory	271
Torchy's Tacos	268
Saltgrass Steak House	263
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Taco Bueno	246
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Twin Peaks Restaurant	238



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Topgolf	135
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Candlewood Suites	294
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Frost Bank	244
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