

2025 ○ —————



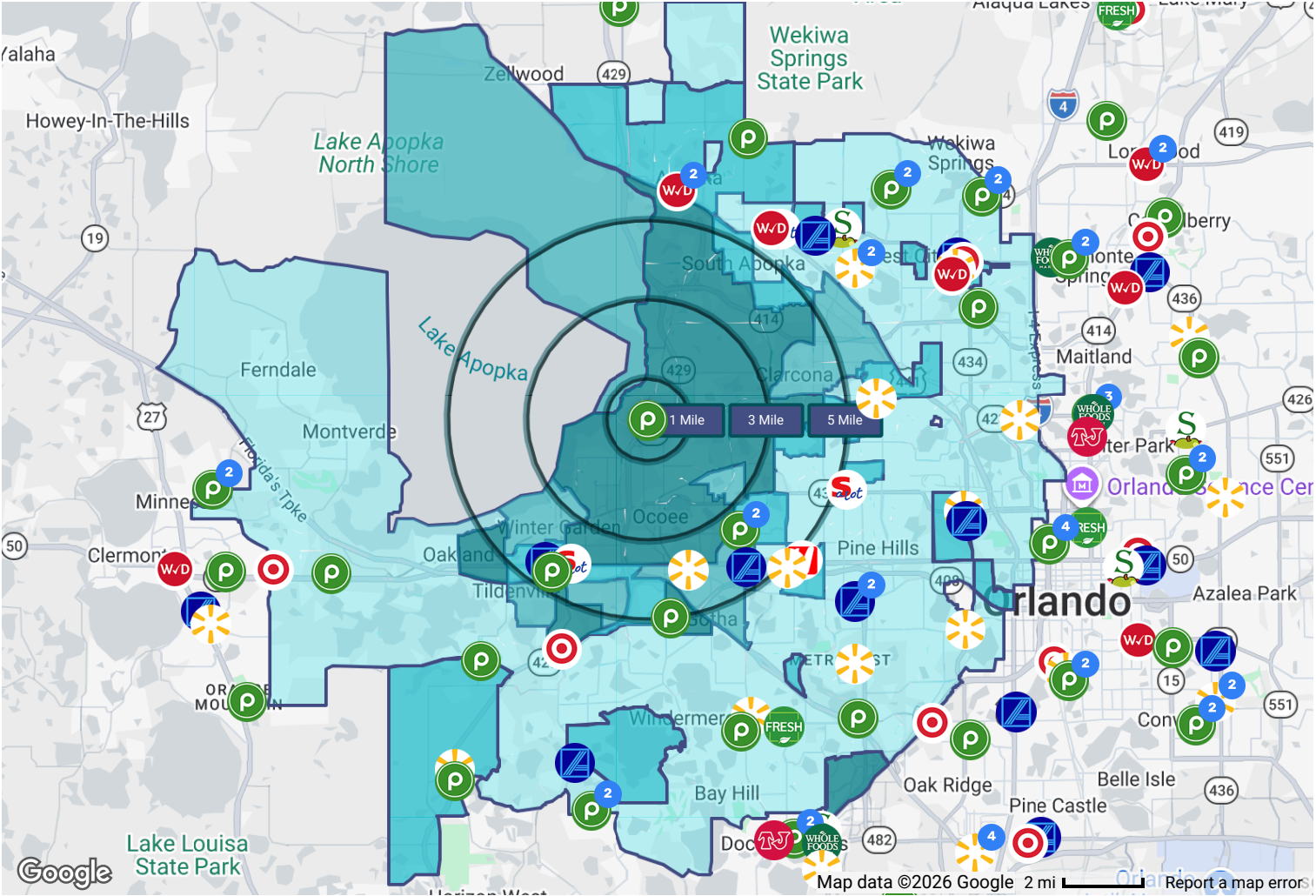
PRIMARY

Fountains West

301 West Road,
Ocoee, FL 34761 • 79,690 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Fountains West



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)

Fountains West
301 West Road Ocoee, FL 34761



Persona

Live™

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 Fountains West					
TRADE AREA		1 MI		3 MI	
	GROUP Upper Suburban Dive... SEGMENT Flourishing Fusion	7%		GROUP Wealthy Suburban Fa... SEGMENT Babies Burbs & Blessi...	46%
	GROUP Upper Suburban Dive... SEGMENT Flourishing Fusion	25%		GROUP City Hopefuls SEGMENT Blue Collar Grit	6%
	GROUP Upper Suburban Dive... SEGMENT Flourishing Fusion	19%		GROUP Blue Collar Suburbs SEGMENT Military	22%
	GROUP Young Professionals SEGMENT Rising Professionals	6%		GROUP Blue Collar Suburbs SEGMENT Military	11%
	GROUP Wealthy Suburban Fa... SEGMENT Babies Burbs & Blessi...	11%		GROUP Wealthy Suburban Fa... SEGMENT Babies Burbs & Blessi...	6%
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	11%		GROUP Blue Collar Suburbs SEGMENT Game Time Glory	10%
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	6%		GROUP Near-Urban Diverse F... SEGMENT Eastern Heritage	8%
	GROUP Wealthy Suburban Fa... SEGMENT Fusion Families	5%			

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



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Fountains West		
5 MI		
	GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	18%
	GROUP Blue Collar Suburbs SEGMENT Game Time Glory	12%
	GROUP Blue Collar Suburbs SEGMENT Military	11%
	GROUP Near-Urban Diverse Families SEGMENT Mixed Mecca	10%
	GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	7%

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Demographics

Trade Area:Closest 70% of Visitors (combined)

Fountains West

PROPERTIES	Fountains West			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	641.85K	6.19K	51.54K	144.67K
5-Year Population Growth Rate	6.4%	18.6%	14%	9.4%
Total Daytime Population	585.53K	2.67K	36.71K	101.56K
Average Household Income	\$119K	\$174.5K	\$128.1K	\$106K
Total Households	230.79K	1.95K	17.13K	48.98K
Average Home Value	\$509.1K	\$515K	\$475.6K	\$441.9K
Bachelor's Degree and Higher	35.3%	41.5%	30.3%	28.2%
Employed	96.7%	98.3%	96.9%	96.3%



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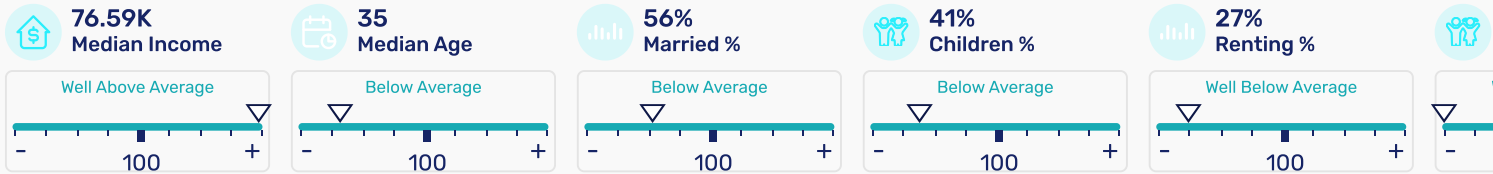


Flourishing Fusion

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	



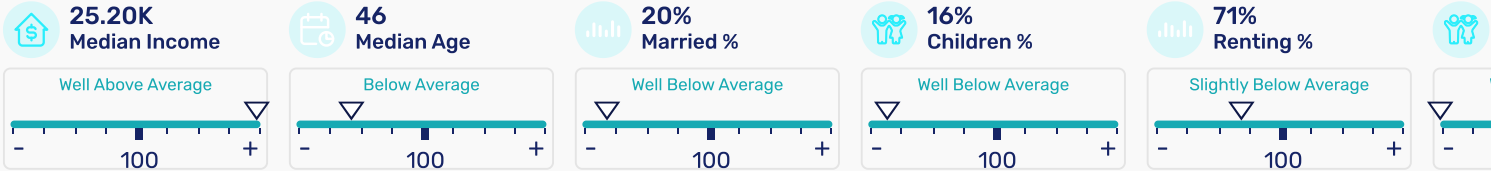


Blue Collar Grit

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



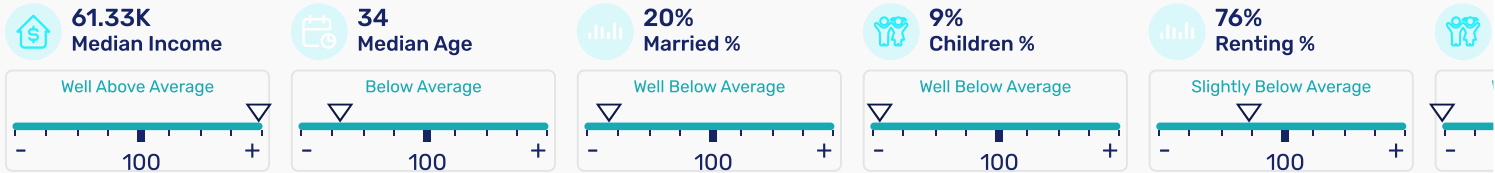


Rising Professionals

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



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



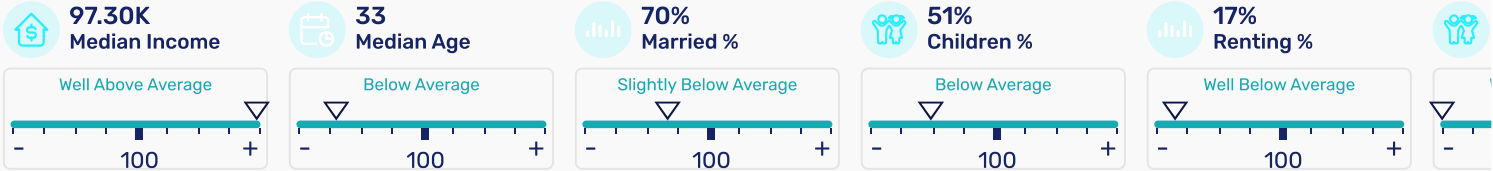


Babies Burbs & Blessings

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

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National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

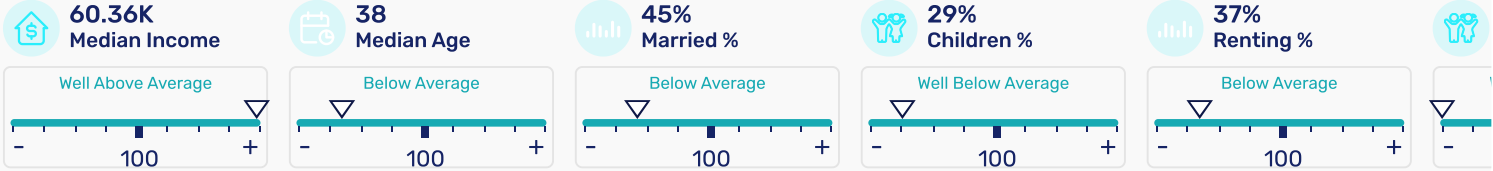


Game Time Glory

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

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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



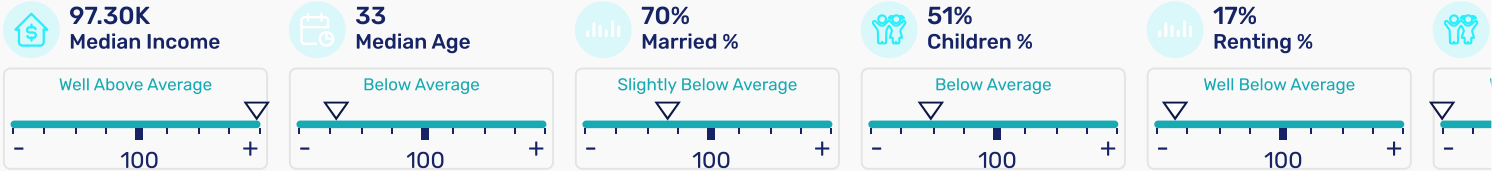


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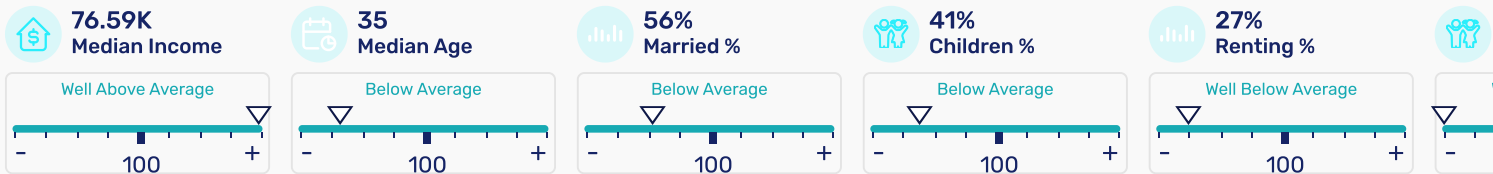


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Tidal Wave Auto Spa	267
PetSuites	244
Synovus Bank	242





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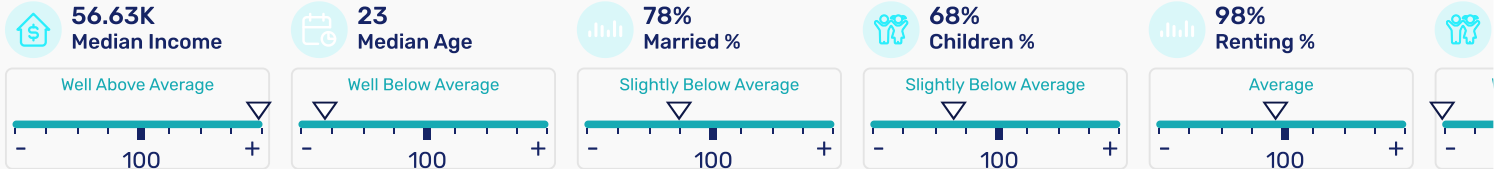
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- Radius: 1 mile



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.

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 **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

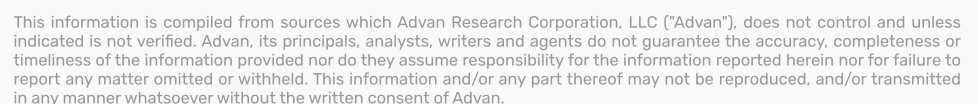
COMPANY	INDEX
Charley's	1779
Wayback Burgers	531
L&L Hawaiian Barbecue	516
Quiznos	439
Jamba Juice	251
Smashburger	235
Jollibee US	204
Mission BBQ	197
Moe's Southwest Grill	197
Qdoba Mexican Grill	193
Slim Chickens	185

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

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

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

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



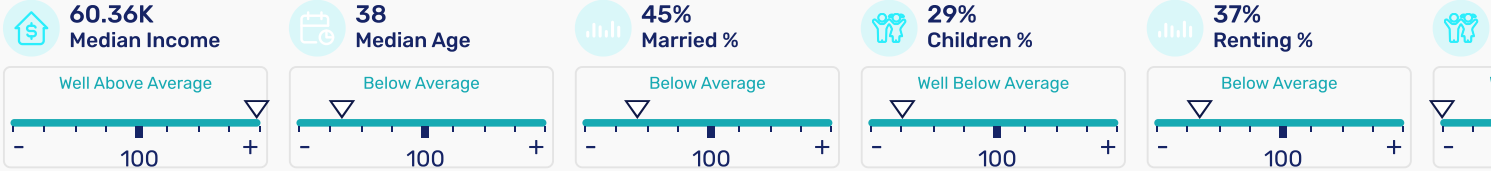


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Segment Demographic National Overview

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National In-Store Visitation Trends

Retail

COMPANY	INDEX
Kwik Trip	391
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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

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COMPANY	INDEX
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BioLife Plasma Services	277
Holiday Hair	270
Sun Tan City	254
Pinnacle Bank Texas	252
Clarkson Eyecare	247





westwood

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- Radius: 1 mile



Segment Demographic National Overview

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COMPANY	INDEX
Bolla Market	942
Dunn Edwards	919
76	814
Toyota	769
Nissan North America	712
Bloomingdale's	626
Kids Foot Locker	599
Honda	578
Dodge	552
Chrysler	551
RAM Trucks	494

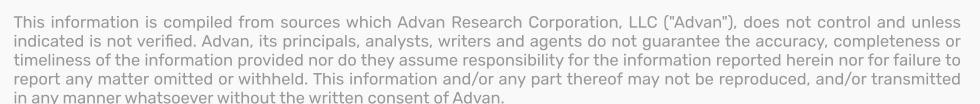
COMPANY	INDEX
Lee's Sandwiches	2296
Paris Baguette USA	1953
Jollibee US	1519
L&L Hawaiian Barbecue	1115
85 Degrees C Bakery Cafe	1037
Bonchon	826
Ono Hawaiian BBQ	665
Togo's Eateries	572
Jamba Juice	533
WaBa Grill	500
Sizzler	484

COMPANY	INDEX
H Mart	1426
99 Ranch Market	1222
C Town Supermarkets	1115
Key Food	1045
Patel Brothers	719
Ralphs	409
Smart & Final	374
Local Grocery Stores	306
Stater Bros. Markets	301
Grocery Outlet	298
El Super	283

COMPANY	INDEX
UFC Gym	825
24 Hour Fitness	548
Chuze Fitness	505
Fitness 19	325
CorePower Yoga	215
LA Fitness	182
Crunch	150
Powerhouse Gym	149
The Bar Method	144
Retro Fitness	138
YogaSix	131

COMPANY	INDEX
Century Theatres	491
Dave & Buster's	266
Color Me Mine US	223
Pinot's Palette	215
Regal Entertainment Group	183
AMC Entertainment	166
Chuck E. Cheese's	141
Bowlero	131
Toptracer	109
Sky Zone Indoor Trampoline Park	95
Color Me Mine	90

COMPANY	INDEX
Citibank	833
InterContinental Hotels Group	557
Independent Community Bankers of America (ICBA)	541
C2 Education	467
MOXY Hotels	456
Santander Bank	448
Capital One	430
Delta Hotels	401
Western Dental	401
Sheraton Hotels & Resorts	359
TD Bank	349



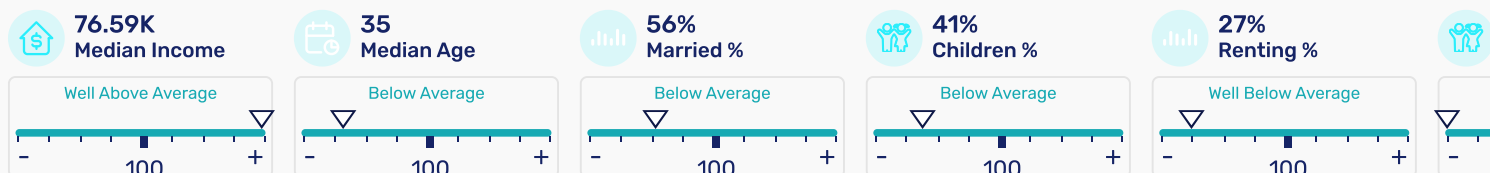


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Havertys	247
Precision Tune Auto Care	235
Royal Farms	227
Superior Distribution	225
Spectrum Paint	222

Restaurant

COMPANY	INDEX
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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

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COMPANY	INDEX
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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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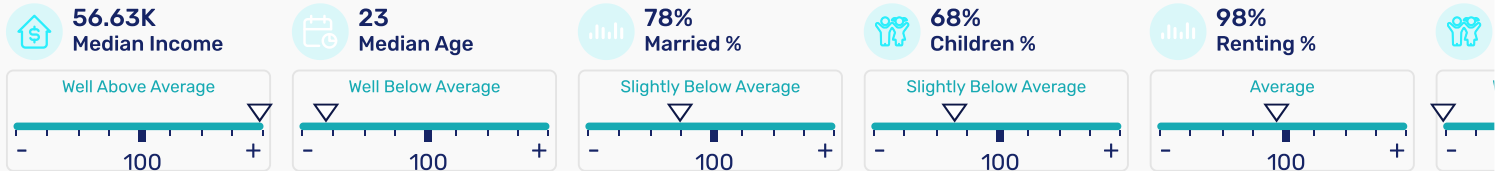
- Radius: 3 miles



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

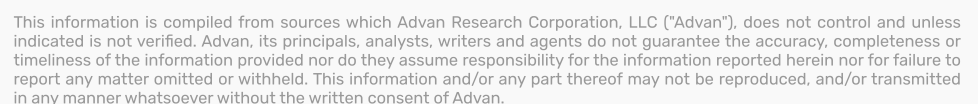
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F45 Training	200
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Topgolf	94
Urban Air Adventure Park	94

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COMPANY	INDEX
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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



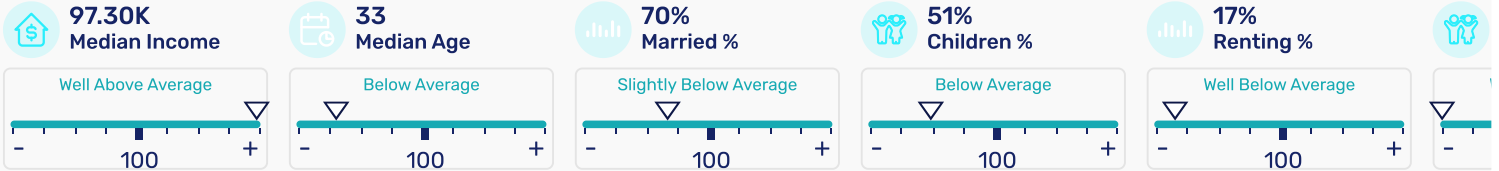


Babies Burbs & Blessings

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

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

Restaurant

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

Grocery

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

Fitness

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

Entertainment

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

Other

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

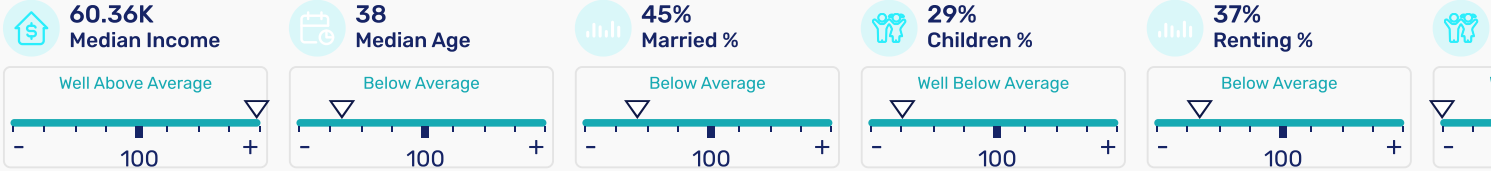


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Fleet Farm	342
Diamond Vogel	341
Turkey Hill	314
Kwik Star	303
Kum & Go	294
ABRA Auto Body and Glass	288

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COMPANY	INDEX
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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

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9Round	126
WORKOUT ANYTIME	126

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Get Air	153
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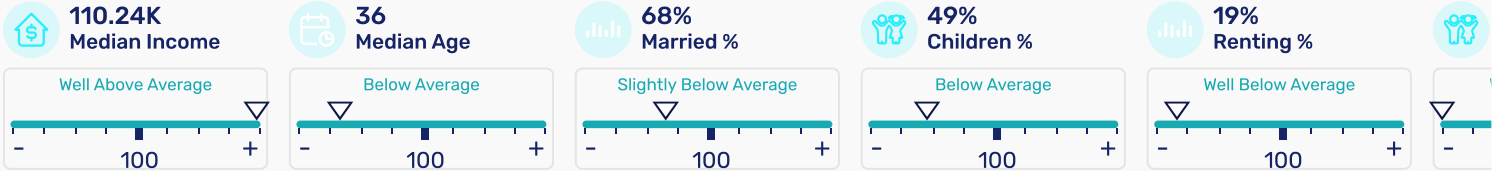


Fusion Families

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

Segment Demographic National Overview

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National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

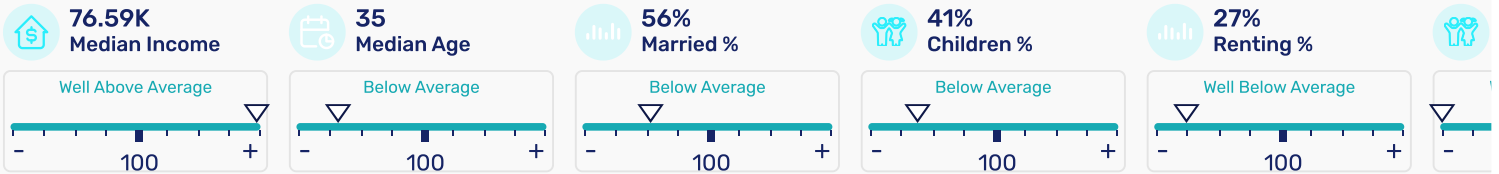


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Shane's Rib Shack	419
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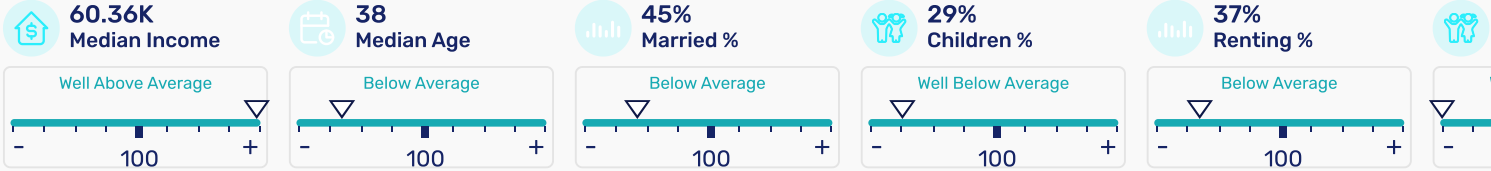


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WW (Weight Watchers)	133
Burn Boot Camp	130
Planet Fitness	129
9Round	126
WORKOUT ANYTIME	126

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



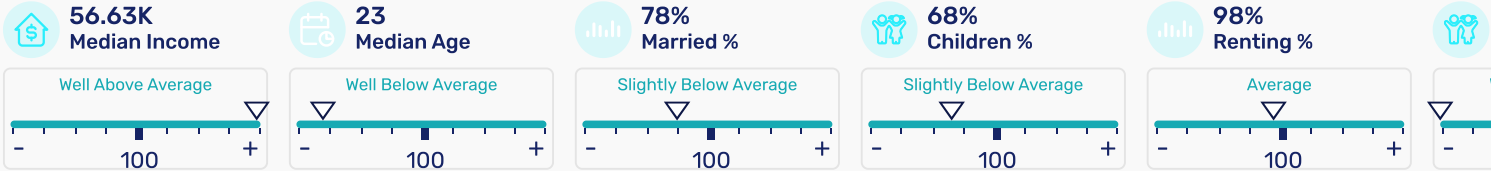


Military

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



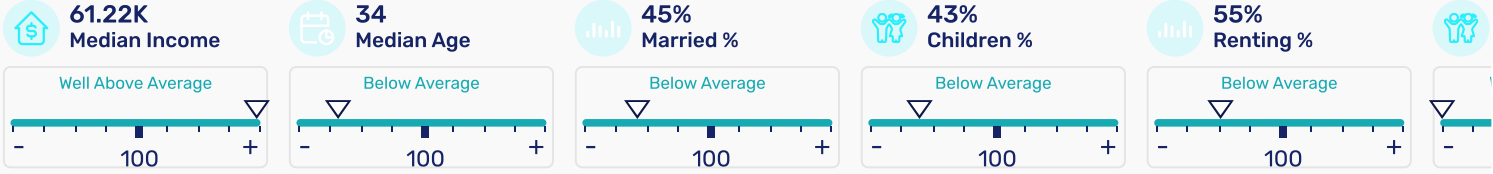


Mixed Mecca

Diverse, blue-collar and service workers living in dominantly Asian and Hispanic urban neighborhoods. The most racially diverse of all segments representing nearly every US minority culture. Some channels in which they converge include Complex Magazine, Women Wear Daily, and Nylon. They visit independent stores owned by locals reflecting their culture, and thrift stores. For fun, it is casinos and theme parks. They tend to follow Chinese technology brands like OnePlus and Huawei and talk about #Nintendo, #Bakery, and #WithRefugees.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



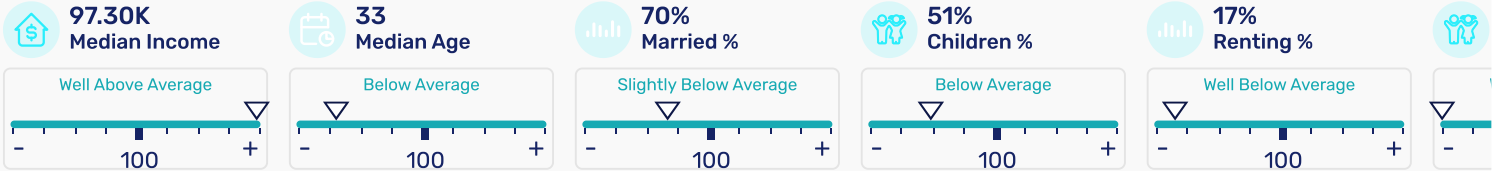


Babies Burbs & Blessings

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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