

2025 ○ —————

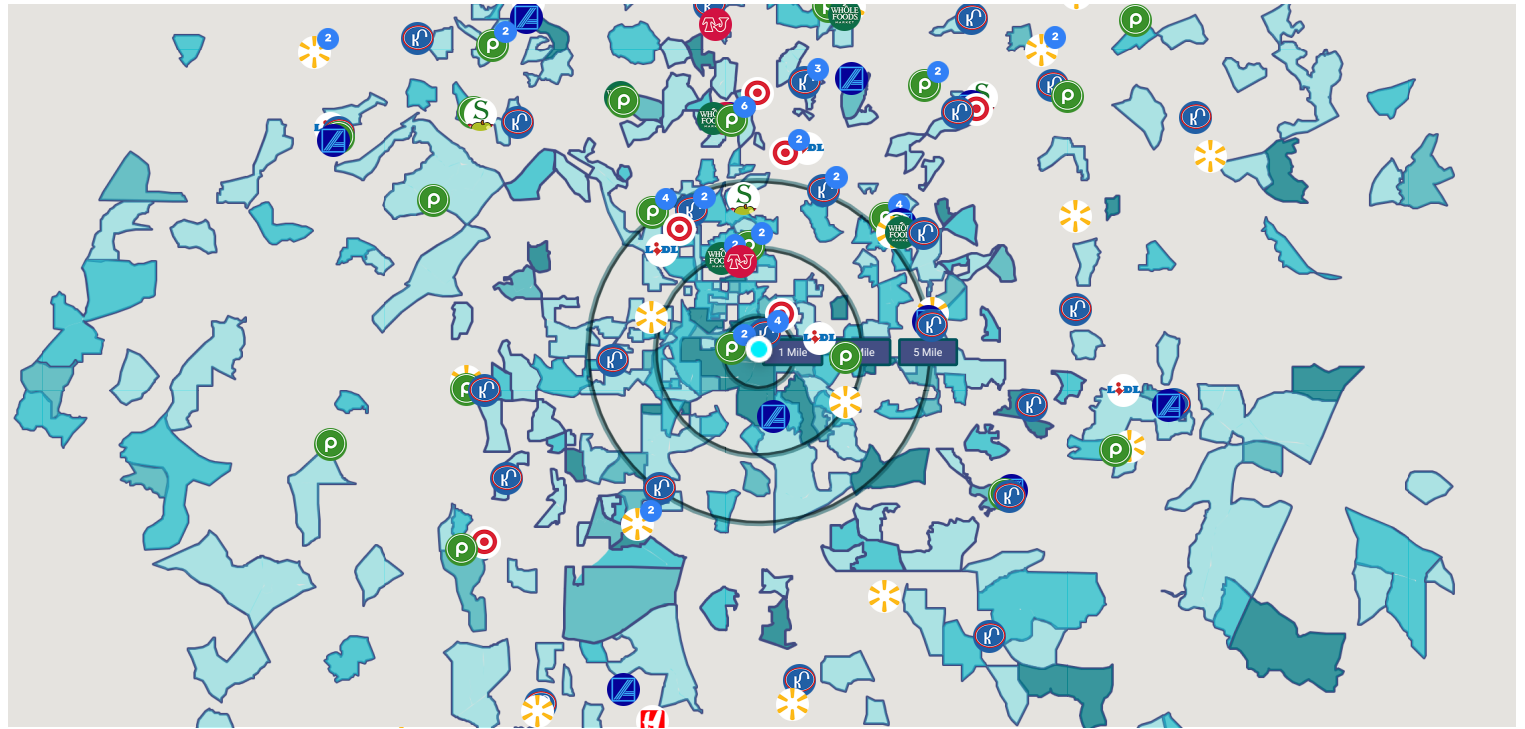


PRIMARY

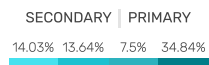
Glenwood Park

924 Garrett St,
Atlanta, GA 30316 • 7,839 SF

 Glenwood Park



Glenwood Park



 Glenwood Park					
TRADE AREA		1 MI		3 MI	
 GROUP Near-Urban Diverse Families SEGMENT Mixed Mecca	11%	 GROUP Young Professionals SEGMENT Raising The Bar	29%	 GROUP Young Professionals SEGMENT Raising The Bar	16%
 GROUP Young Professionals SEGMENT Rising Professionals	8%	 GROUP Young Professionals SEGMENT College	20%	 GROUP Young Professionals SEGMENT Rising Professionals	12%
 GROUP City Hopefuls SEGMENT Diesel Blues	7%	 GROUP Educated Urbanites SEGMENT Urbanists	11%	 GROUP Educated Urbanites SEGMENT Urbanists	10%
 GROUP Young Professionals SEGMENT Raising The Bar	7%	 GROUP Wealthy Suburban Families SEGMENT Backyard Bliss	8%	 GROUP Educated Urbanites SEGMENT High Risers	9%
 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	5%	 GROUP Ultra Wealthy Families SEGMENT Sky High	5%	 GROUP City Hopefuls SEGMENT Diesel Blues	6%

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

DemographicsTrade Area:Closest 70% of Visitors (combined)

Glenwood Park

924 Garrett St Atlanta, GA 30316



Persona

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SPATIAL

Glenwood Park		
5 MI		
	GROUP Young Professionals SEGMENT Raising The Bar	12%
	GROUP Educated Urbanites SEGMENT High Risers	10%
	GROUP City Hopefuls SEGMENT Diesel Blues	9%
	GROUP Educated Urbanites SEGMENT Urbanists	9%
	GROUP Young Professionals SEGMENT Rising Professionals	8%

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



PROPERTIES	Glenwood Park			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	751.81K	17.81K	167.52K	378.04K
5-Year Population Growth Rate	7.1%	20.2%	11.7%	10.1%
Total Daytime Population	1.16M	15.35K	269.80K	579.94K
Average Household Income	\$135.2K	\$206.8K	\$136.8K	\$140K
Total Households	312.85K	9.03K	79.99K	170.92K
Average Home Value	\$547.2K	\$729.2K	\$634.8K	\$613.3K
Bachelor's Degree and Higher	50.1%	77.9%	61.5%	59.1%
Employed	96.5%	97%	96.1%	96.1%



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



61.22K
Median Income

Well Above Average



34
Median Age

Below Average



45%
Married %

Below Average



43%
Children %

Below Average



55%
Renting %

Below Average



1.68%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
WSS	655
Dunn Edwards	507
Toyota	448
Fix Auto Worldwide	443
Honda	437
Kids Foot Locker	436
dd's DISCOUNTS	425
America's Tire	417
Chrysler	374
RAM Trucks	365
Dodge	364



Restaurant

COMPANY	INDEX
Lee's Sandwiches	828
Louisiana Fried Chicken	786
WaBa Grill	688
85 Degrees C Bakery Cafe	665
Jollibee US	632
L&L Hawaiian Barbecue	618
Togo's Eateries	618
Pollo Campero	612
Winchell's Donut House	582
Ono Hawaiian BBQ	578
El Pollo Loco	576



Grocery

COMPANY	INDEX
C Town Supermarkets	634
El Super	616
Smart & Final	553
99 Ranch Market	482
Stater Bros. Markets	436
Key Food	419
Ralphs	409
BevMo	356
Vons	324
Grocery Outlet	319
H Mart	309



Fitness

COMPANY	INDEX
24 Hour Fitness	484
Chuze Fitness	380
UFC Gym	312
Fitness 19	294
LA Fitness	187
EOS Fitness	173
Curves	158
CorePower Yoga	152
Nutrishop	147
Retro Fitness	147
Crunch	138



Entertainment

COMPANY	INDEX
Century Theatres	377
Dave & Buster's	203
Chuck E. Cheese's	191
Color Me Mine US	173
Bowlero	166
Color Me Mine	163
AMC Entertainment	156
Sky Zone Indoor Trampoline Park	135
Regal Entertainment Group	124
Pinot's Palette	106
Topgolf	90



Other

COMPANY	INDEX
Western Dental	725
Metro by T-Mobile	520
Metro by T-Mobile	520
Bright Now Dental	516
Pacific Dental Services (PDS)	431
Citibank	414
Quick Quack Car Wash	325
Extra Space Storage	267
Sir Speedy	263
Bank of America	258
Capital One	250



Rising Professionals

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

Segment Demographic National Overview

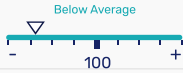
*Index=100 is the National Average Across All Segments



61.33K
Median Income



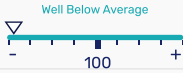
34
Median Age



20%
Married %



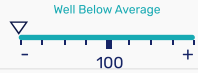
9%
Children %



76%
Renting %



0.8%
Population %



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

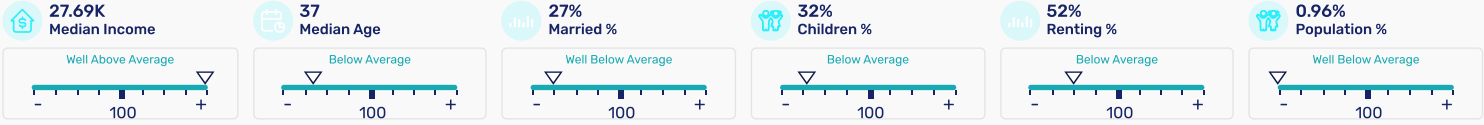


Diesel Blues

Blue-collar mixed black and white neighborhoods with low education and income. Half are homeowners. They love TV... TNT and Dr. Phil stand out in their viewership. Fast food pizza is a go-to meal -- Little Caesar's, Papa John's, and Pizza Hut are in their top 5 brand influencers. Dollar stores cover the essentials while keeping costs down. Soulja Boy and Omar Epps are popular with this segment. They discuss topics like #Grit, #Jordan, #PS4share, and #ByeFelicia.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

COMPANY	INDEX
It's Fashion	943
Enmarket Convenience Stores	715
Roses	703
Dirt Cheap	701
Citi Trends	631
Farmers Home Furniture	608
E-Z Mart	601
SHOE SHOW	596
Factory Connection	519
Badcock Home Furniture	475
Refuel Market	471

Restaurant

COMPANY	INDEX
Simple Simon's Pizza	558
Pizza Inn	551
Huddle House	531
Jack's Family Restaurants	425
Captain D's Seafood Restaurant	408
Krystal	398
PJ's Coffee of New Orleans	393
American Deli	392
Mazzio's Italian Eatery	344
Bojangles'	341
Guthrie's	341

Grocery

COMPANY	INDEX
Food Giant	874
Piggly Wiggly	843
Associated Grocers -Baton Rouge	433
Brookshire's Grocery Company	347
Food Lion	318
Brookshire Brothers	297
Save-A-Lot	280
Save-A-Lot	280
Ruler Foods	246
IGA (Independent Grocers Alliance)	232
Ingles Markets	198

Fitness

COMPANY	INDEX
WORKOUT ANYTIME	143
Anytime Fitness	94
Planet Fitness	85
GNC (General Nutrition Centers)	79
YMCA	68
Snap Fitness	61
The Vitamin Shoppe	58
WW (Weight Watchers)	57
Crunch	57
CrossFit	55
Stretch Zone	53

Entertainment

COMPANY	INDEX
Chuck E. Cheese's	108
Urban Air Adventure Park	83
Get Air	81
Altitude Trampoline Parks	81
Painting with a Twist	74
Main Event Entertainment	74
Main Event Entertainment	74
AMF Bowling Centers	74
Sky Zone Indoor Trampoline Park	70
Cinemark Theatres	68
AMC Entertainment	59

Other

COMPANY	INDEX
Renasant Bank	749
1st Franklin Financial Corporation	622
First Bank	611
The First Bancshares	598
Trustmark National Bank	588
Ameris Bank	531
Hancock Whitney	465
Cadence Bank	464
Talecris Plasma Resources	433
South State Bank	361
Childcare Network	345

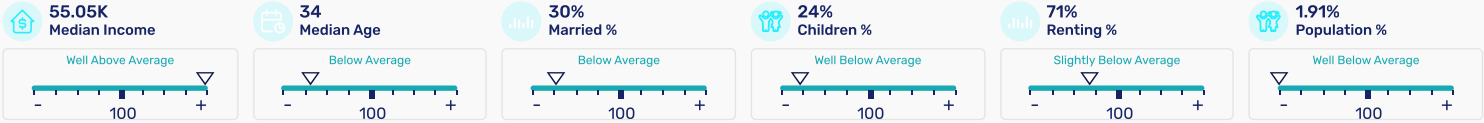


Raising The Bar

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

Segment Demographic National Overview

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Babies Burbs & Blessings

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



97.30K
Median Income

Well Above Average



33
Median Age

Below Average



70%
Married %

Slightly Below Average



51%
Children %

Below Average



17%
Renting %

Well Below Average



1.75%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

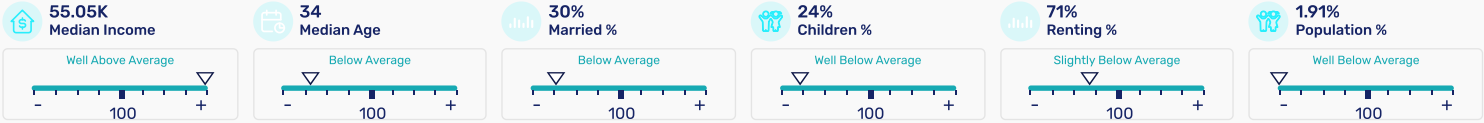


Raising The Bar

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Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail		Restaurant		Grocery		Fitness	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
Aveda	237	Bahama Breeze	253	Patel Brothers	248	EOS Fitness	239
Relax The Back	217	Crafty Crab	238	Giant Food	232	TITLE Boxing Club	200
K & G Fashion Superstore	217	Maggiano's Little Italy	231	Harris Teeter	228	LA Fitness	167
Rooms To Go	204	TGI Fridays	220	Smith's Food & Drug Stores	191	Onelife Fitness	165
DTLR	201	City Barbeque and Catering	213	Total Wine & More	189	Lifetime Fitness	149
DTLR	201	La Madeleine	211	Lidl US	179	Gold's Gym	145
Plaid Pantry	194	Kolache Factory	210	Virginia Alcoholic Beverage Control Authority	179	RiSE	145
Fred Meyer	192	BurgerFi	205	Amazon Fresh	164	RiSE	145
Superior Distribution	190	Capriotti's Sandwich Shop	205	H Mart	158	The Vitamin Shoppe	143
CarMax	179	CAVA	200	CHEF'STORE	157	Fitness Together	138
Chevrolet	177	Kung Fu Tea	194	Whole Foods Market	153	Burn Boot Camp	138

Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX
Topgolf	194	Sir Speedy	324
Topgolf	194	Extended Stay America	304
Main Event Entertainment	183	Element by Westin	252
Main Event Entertainment	183	Allstate Insurance	241
Century Theatres	177	PetSuites	236
Bowlero	158	Atrium Health	230
Dave & Buster's	156	Renaissance Hotels	225
Painting with a Twist	146	Suburban Extended Stay	224
Regal Entertainment Group	141	Eye Level	223
Color Me Mine	139	Aloft Hotels	215
AMF Bowling Centers	138	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



20.63K

Median Income

Well Above Average



23

Median Age

Well Below Average



10%

Married %

Well Below Average



7%

Children %

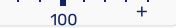
Well Below Average



92%

Renting %

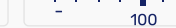
Average



0.72%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Urbanists

Young, White, well-off renters living in gentried neighborhoods of first-tier cities. Readers of The Intercept and Vox, these liberals can be found working in WeWork offices, touring local art museums and bookstores, and shopping at high-end stores like Urban Outfitters and Louis Vuitton. They admire established VCs, watch RuPaul's Drag Race, and enjoy John Oliver's Last Week Tonight. They use hashtags like #resist, #oscars, #wholefoods, #airport, #art, and #arsenal.

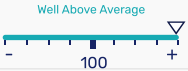
Segment Demographic National Overview

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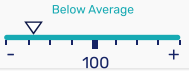
78.47K

Median Income



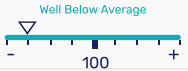
34

Median Age



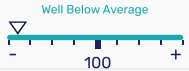
26%

Married %



13%

Children %



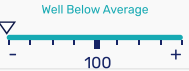
79%

Renting %



0.98%

Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Apple Retail Store	686
Drybar	578
Bloomingdale's	568
Blick Art Materials	518
Warby Parker	473
Nordstrom	453
Free People	450
JD Sports US	435
Bluemercury	413
Urban Outfitters	411
Fix Auto Worldwide	405



Restaurant

COMPANY	INDEX
sweetgreen	1434
The Capital Grille	655
Fatburger	598
Paris Baguette USA	586
Peet's Coffee and Tea	576
Morton's The Steakhouse	559
Fleming's Prime Steakhouse and Wine Bar	477
Shake Shack	420
California Pizza Kitchen	410
Baja Fresh	403
Maggiano's Little Italy	396



Grocery

COMPANY	INDEX
Ralphs	596
C Town Supermarkets	435
99 Ranch Market	385
H Mart	366
Whole Foods Market	357
Amazon Fresh	338
BevMo	330
Key Food	324
Vons	322
Trader Joe's	317
Smart & Final	257



Fitness

COMPANY	INDEX
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The Bar Method	326
UFC Gym	304
24 Hour Fitness	301
YogaSix	248
Fitness Together	227
LA Fitness	162
Fitness 19	161
TITLE Boxing Club	159
F45 Training	157
Pure Barre	157



Entertainment

COMPANY	INDEX
Dave & Buster's	230
Century Theatres	221
AMC Entertainment	178
Color Me Mine	170
Color Me Mine US	165
Toptracer	146
Regal Entertainment Group	131
Pinot's Palette	129
Bowlero	120
Topgolf	115
Topgolf	115



Other

COMPANY	INDEX
InterContinental Hotels Group	1220
Westin Hotels & Resorts	1038
Kimpton Hotels & Restaurants	974
MOXY Hotels	933
The Ritz-Carlton	920
Hyatt Regency	870
AC Hotels by Marriott	812
Hilton Hotels & Resorts	810
Sheraton Hotels & Resorts	788
Hilton International	749
Marriott Hotels & Resorts	733



westwood

Glenwood Park
924 Garrett St Atlanta, GA 30316 • 7,839 SF

> Radius: 1 mile



Backyard Bliss

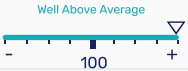
Outdoor-loving upper-income families straddling the suburban rural divide. On the outskirts of cities, where the yards are plentiful, you'll find these white-collar families raising their kids and enjoying the outdoors near suburban amenities. They watch Fox News, read Runner's World and Golf Digest. 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

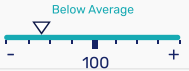
*Index=100 is the National Average Across All Segments



98.84K
Median Income



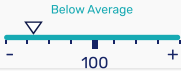
43
Median Age



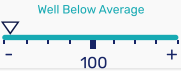
71%
Married %



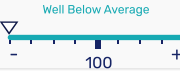
35%
Children %



9%
Renting %



1.99%
Population %



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



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

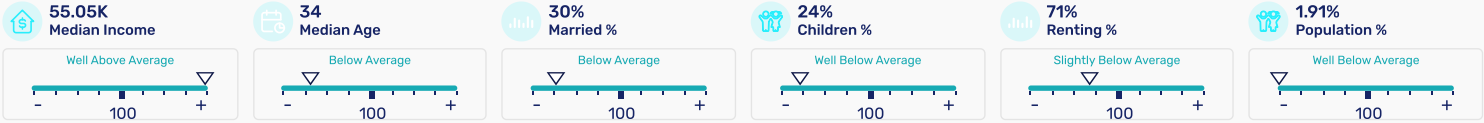


Raising The Bar

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





Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



61.33K
Median Income

Well Above Average



34
Median Age

Below Average



20%
Married %

Well Below Average



9%
Children %

Well Below Average



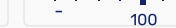
76%
Renting %

Slightly Below Average



0.8%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Urbanists

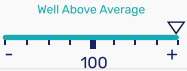
Young, White, well-off renters living in gentried neighborhoods of first-tier cities. Readers of The Intercept and Vox, these liberals can be found working in WeWork offices, touring local art museums and bookstores, and shopping at high-end stores like Urban Outfitters and Louis Vuitton. They admire established VCs, watch RuPaul's Drag Race, and enjoy John Oliver's Last Week Tonight. They use hashtags like #resist, #oscars, #wholefoods, #airport, #art, and #arsenal.

Segment Demographic National Overview

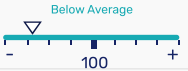
*Index=100 is the National Average Across All Segments



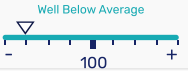
78.47K
Median Income



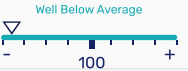
34
Median Age



26%
Married %



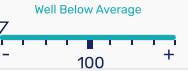
13%
Children %



79%
Renting %



0.98%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Apple Retail Store	686
Drybar	578
Bloomingdale's	568
Blick Art Materials	518
Warby Parker	473
Nordstrom	453
Free People	450
JD Sports US	435
Bluemercury	413
Urban Outfitters	411
Fix Auto Worldwide	405



Restaurant

COMPANY	INDEX
sweetgreen	1434
The Capital Grille	655
Fatburger	598
Paris Baguette USA	586
Peet's Coffee and Tea	576
Morton's The Steakhouse	559
Fleming's Prime Steakhouse and Wine Bar	477
Shake Shack	420
California Pizza Kitchen	410
Baja Fresh	403
Maggiano's Little Italy	396



Grocery

COMPANY	INDEX
Ralphs	596
C Town Supermarkets	435
99 Ranch Market	385
H Mart	366
Whole Foods Market	357
Amazon Fresh	338
BevMo	330
Key Food	324
Vons	322
Trader Joe's	317
Smart & Final	257



Fitness

COMPANY	INDEX
CorePower Yoga	577
The Bar Method	326
UFC Gym	304
24 Hour Fitness	301
YogaSix	248
Fitness Together	227
LA Fitness	162
Fitness 19	161
TITLE Boxing Club	159
F45 Training	157
Pure Barre	157



Entertainment

COMPANY	INDEX
Dave & Buster's	230
Century Theatres	221
AMC Entertainment	178
Color Me Mine	170
Color Me Mine US	165
Toptracer	146
Regal Entertainment Group	131
Pinot's Palette	129
Bowlero	120
Topgolf	115
Topgolf	115



Other

COMPANY	INDEX
InterContinental Hotels Group	1220
Westin Hotels & Resorts	1038
Kimpton Hotels & Restaurants	974
MOXY Hotels	933
The Ritz-Carlton	920
Hyatt Regency	870
AC Hotels by Marriott	812
Hilton Hotels & Resorts	810
Sheraton Hotels & Resorts	788
Hilton International	749
Marriott Hotels & Resorts	733



Diesel Blues

Blue-collar mixed black and white neighborhoods with low education and income. Half are homeowners. They love TV... TNT and Dr. Phil stand out in their viewership. Fast food pizza is a go-to meal -- Little Caesar's, Papa John's, and Pizza Hut are in their top 5 brand influencers. Dollar stores cover the essentials while keeping costs down. Soulja Boy and Omar Epps are popular with this segment. They discuss topics like #Grit, #Jordan, #PS4share, and #ByeFelicia.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



27.69K
Median Income

Well Above Average



37
Median Age

Below Average



27%
Married %

Well Below Average



32%
Children %

Below Average



52%
Renting %

Below Average



0.96%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
It's Fashion	943
Enmarket Convenience Stores	715
Roses	703
Dirt Cheap	701
Citi Trends	631
Farmers Home Furniture	608
E-Z Mart	601
SHOE SHOW	596
Factory Connection	519
Badcock Home Furniture	475
Refuel Market	471



Restaurant

COMPANY	INDEX
Simple Simon's Pizza	558
Pizza Inn	551
Huddle House	531
Jack's Family Restaurants	425
Captain D's Seafood Restaurant	408
Krystal	398
PJ's Coffee of New Orleans	393
American Deli	392
Mazzio's Italian Eatery	344
Bojangles'	341
Guthrie's	341



Grocery

COMPANY	INDEX
Food Giant	874
Piggly Wiggly	843
Associated Grocers -Baton Rouge	433
Brookshire's Grocery Company	347
Food Lion	318
Brookshire Brothers	297
Save-A-Lot	280
Save-A-Lot	280
Ruler Foods	246
IGA (Independent Grocers Alliance)	232
Ingles Markets	198



Fitness

COMPANY	INDEX
WORKOUT ANYTIME	143
Anytime Fitness	94
Planet Fitness	85
GNC (General Nutrition Centers)	79
YMCA	68
Snap Fitness	61
The Vitamin Shoppe	58
WW (Weight Watchers)	57
Crunch	57
CrossFit	55
Stretch Zone	53



Entertainment

COMPANY	INDEX
Chuck E. Cheese's	108
Urban Air Adventure Park	83
Get Air	81
Altitude Trampoline Parks	81
Painting with a Twist	74
Main Event Entertainment	74
Main Event Entertainment	74
AMF Bowling Centers	74
Sky Zone Indoor Trampoline Park	70
Cinemark Theatres	68
AMC Entertainment	59



Other

COMPANY	INDEX
Renasant Bank	749
1st Franklin Financial Corporation	622
First Bank	611
The First Bancshares	598
Trustmark National Bank	588
Ameris Bank	531
Hancock Whitney	465
Cadence Bank	464
Talecris Plasma Resources	433
South State Bank	361
Childcare Network	345

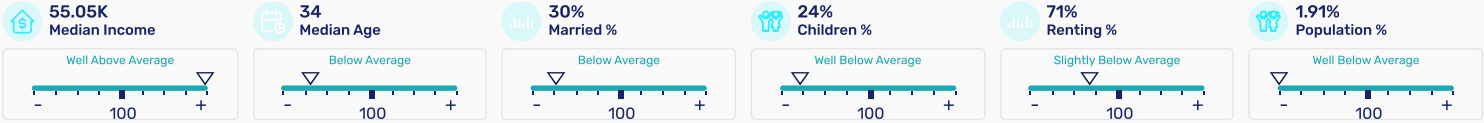


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Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



High income, highly educated, Warby Parker wearing young professionals in densely populated areas. These liberal-minded city dwellers love podcasts like The Daily and How I Built This. They read Vox, NYT Styles, and Culture and are all over LinkedIn. High-end brands like Jonathan Adler and Everlane fit their style, and they are twice as likely to use meal delivery services as the average person. Sparing no expense, they visit brands like Bentley, Aston Martin, Whole Foods, and Blue Mercury. On social, they follow venture capitalists, professional icons and talk about topics like #Innovation, #FarmersMarket, #Fashion, #Tech, and #Hamilton.

- Radius: 5 miles

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

COMPANY	INDEX
Blick Art Materials	1108
Bluemercury	989
Drybar	920
Apple Retail Store	798
Free People	780
Warby Parker	719
Athleta	655
Bloomingdale's	642
Urban Outfitters	599
RH	556
Crate and Barrel	543

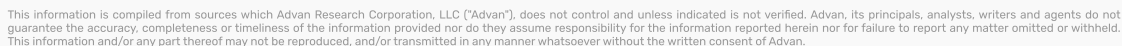
COMPANY	INDEX
sweetgreen	2221
Morton's The Steakhouse	1163
Fatburger	778
The Capital Grille	747
Peet's Coffee and Tea	659
Velvet Taco	545
Giordano's	539
Shake Shack	536
Ruth's Chris Steak House	512
Paris Baguette USA	420
BIBIBOP Asian Grill	401

COMPANY	INDEX
Ralphs	560
Whole Foods Market	470
C Town Supermarkets	409
Trader Joe's	389
Wild Fork Foods	385
Key Food	359
Vons	323
National Co-op Grocers	315
BevMo	306
Jewel-Osco	277
H Mart	269

COMPANY	INDEX
CorePower Yoga	1129
The Bar Method	628
Fitness Together	408
YogaSix	329
barre3	258
F45 Training	258
CycleBar	249
24 Hour Fitness	248
TITLE Boxing Club	221
Pure Barre	212
StretchLab	204

COMPANY	INDEX
Color Me Mine US	195
AMC Entertainment	162
Toptracer	139
Century Theatres	136
Dave & Buster's	126
Topgolf	126
Topgolf	126
Color Me Mine	120
Bowlero	112
Pinot's Palette	108
Sky Zone Indoor Trampoline Park	102

COMPANY	INDEX
Kimpton Hotels & Restaurants	1612
InterContinental Hotels Group	1461
MOXY Hotels	1433
The Ritz-Carlton	1349
Woodhouse Spa	1227
Hilton Hotels & Resorts	1192
Westin Hotels & Resorts	983
Autograph Collection Hotels	886
Marriott Hotels & Resorts	811
Cambria Suites	801
Curio Collection	708





Diesel Blues

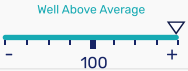
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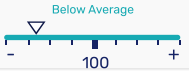
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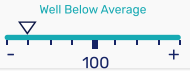
27.69K
Median Income



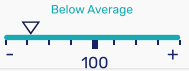
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Median Age



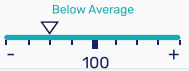
27%
Married %



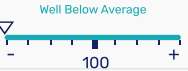
32%
Children %



52%
Renting %



0.96%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
It's Fashion	943
Enmarket Convenience Stores	715
Roses	703
Dirt Cheap	701
Citi Trends	631
Farmers Home Furniture	608
E-Z Mart	601
SHOE SHOW	596
Factory Connection	519
Badcock Home Furniture	475
Refuel Market	471



Restaurant

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Simple Simon's Pizza	558
Pizza Inn	551
Huddle House	531
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Captain D's Seafood Restaurant	408
Krystal	398
PJ's Coffee of New Orleans	393
American Deli	392
Mazzio's Italian Eatery	344
Bojangles'	341
Guthrie's	341



Grocery

COMPANY	INDEX
Food Giant	874
Piggly Wiggly	843
Associated Grocers -Baton Rouge	433
Brookshire's Grocery Company	347
Food Lion	318
Brookshire Brothers	297
Save-A-Lot	280
Save-A-Lot	280
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Fitness

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Planet Fitness	85
GNC (General Nutrition Centers)	79
YMCA	68
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The Vitamin Shoppe	58
WW (Weight Watchers)	57
Crunch	57
CrossFit	55
Stretch Zone	53



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COMPANY	INDEX
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Urban Air Adventure Park	83
Get Air	81
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Painting with a Twist	74
Main Event Entertainment	74
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AMF Bowling Centers	74
Sky Zone Indoor Trampoline Park	70
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AMC Entertainment	59



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The First Bancshares	598
Trustmark National Bank	588
Ameris Bank	531
Hancock Whitney	465
Cadence Bank	464
Talecris Plasma Resources	433
South State Bank	361
Childcare Network	345



Urbanists

Young, White, well-off renters living in gentried neighborhoods of first-tier cities. Readers of The Intercept and Vox, these liberals can be found working in WeWork offices, touring local art museums and bookstores, and shopping at high-end stores like Urban Outfitters and Louis Vuitton. They admire established VCs, watch RuPaul's Drag Race, and enjoy John Oliver's Last Week Tonight. They use hashtags like #resist, #oscars, #wholefoods, #airport, #art, and #arsenal.

Segment Demographic National Overview

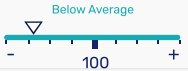
*Index=100 is the National Average Across All Segments



78.47K
Median Income



34
Median Age



26%
Married %



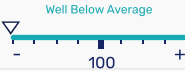
13%
Children %



79%
Renting %



0.98%
Population %



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Apple Retail Store	686
Drybar	578
Bloomingdale's	568
Blick Art Materials	518
Warby Parker	473
Nordstrom	453
Free People	450
JD Sports US	435
Bluemercury	413
Urban Outfitters	411
Fix Auto Worldwide	405



Restaurant

COMPANY	INDEX
sweetgreen	1434
The Capital Grille	655
Fatburger	598
Paris Baguette USA	586
Peet's Coffee and Tea	576
Morton's The Steakhouse	559
Fleming's Prime Steakhouse and Wine Bar	477
Shake Shack	420
California Pizza Kitchen	410
Baja Fresh	403
Maggiano's Little Italy	396



Grocery

COMPANY	INDEX
Ralphs	596
C Town Supermarkets	435
99 Ranch Market	385
H Mart	366
Whole Foods Market	357
Amazon Fresh	338
BevMo	330
Key Food	324
Vons	322
Trader Joe's	317
Smart & Final	257



Fitness

COMPANY	INDEX
CorePower Yoga	577
The Bar Method	326
UFC Gym	304
24 Hour Fitness	301
YogaSix	248
Fitness Together	227
LA Fitness	162
Fitness 19	161
TITLE Boxing Club	159
F45 Training	157
Pure Barre	157



Entertainment

COMPANY	INDEX
Dave & Buster's	230
Century Theatres	221
AMC Entertainment	178
Color Me Mine	170
Color Me Mine US	165
Toptracer	146
Regal Entertainment Group	131
Pinot's Palette	129
Bowlero	120
Topgolf	115
Topgolf	115



Other

COMPANY	INDEX
InterContinental Hotels Group	1220
Westin Hotels & Resorts	1038
Kimpton Hotels & Restaurants	974
MOXY Hotels	933
The Ritz-Carlton	920
Hyatt Regency	870
AC Hotels by Marriott	812
Hilton Hotels & Resorts	810
Sheraton Hotels & Resorts	788
Hilton International	749
Marriott Hotels & Resorts	733



Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



61.33K
Median Income

Well Above Average



34
Median Age

Below Average



20%
Married %

Well Below Average



9%
Children %

Well Below Average



76%
Renting %

Slightly Below Average



0.8%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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