

2025 ○ —————



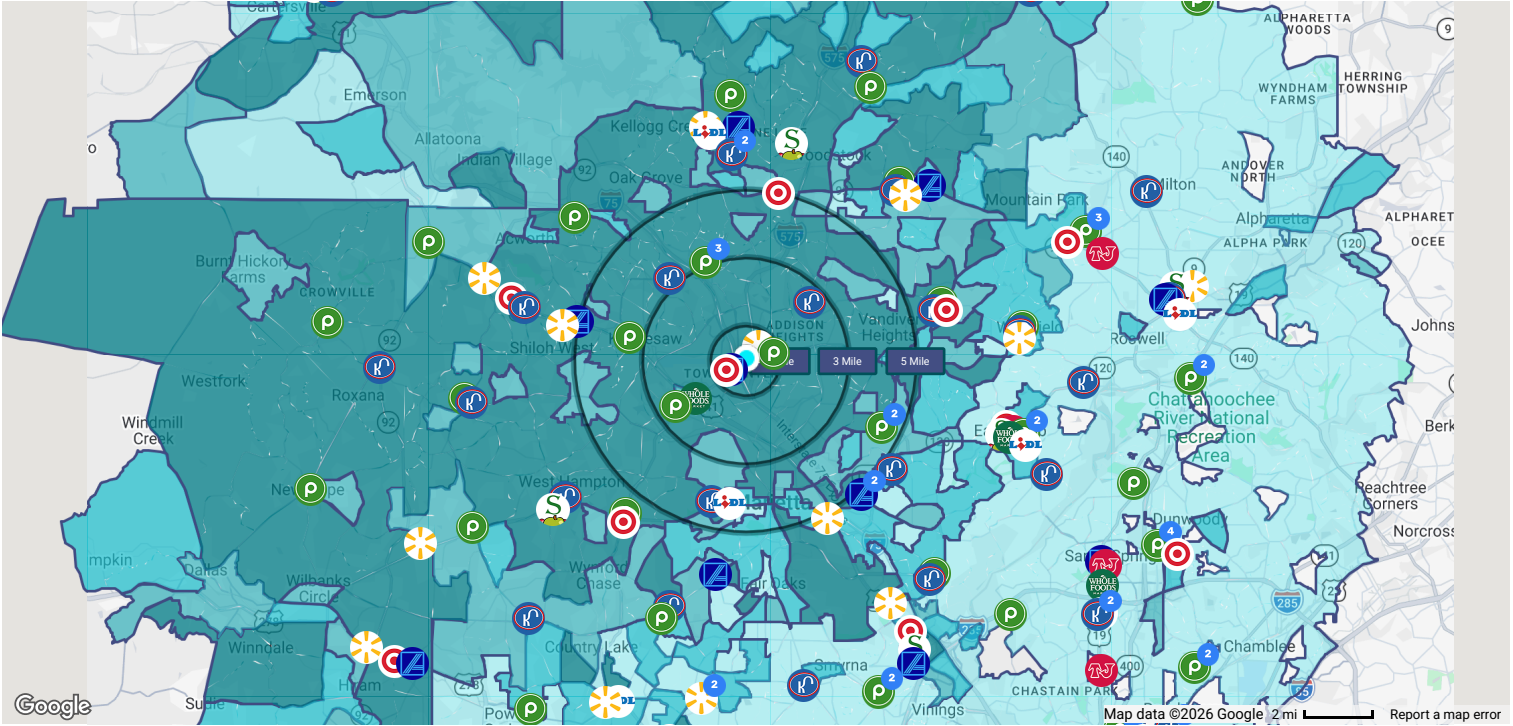
PRIMARY

Main Street at Town Center

440 Ernest W Barrett Pkwy Nw,
Kennesaw, GA 30144 • 104,246 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Main Street at Town Center



TRADE AREA KEY



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DemographicsTrade Area:Closest 70% of Visitors (combined)
Main Street at Town Center
440 Ernest W Barrett Pkwy Nw Kennesa...

Main Street at Town Center					
TRADE AREA		1 MI		3 MI	
 GROUP Ultra Wealthy Families SEGMENT Sky High	11%	 GROUP Young Professionals SEGMENT Rising Professionals	27%	 GROUP Young Professionals SEGMENT Rising Professionals	18%
 GROUP Young Professionals SEGMENT Rising Professionals	8%	 GROUP Young Urban Singles SEGMENT Multicultural Renters	18%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	10%
 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	5%	 GROUP Young Professionals SEGMENT Young Stars	18%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	10%
 GROUP Ultra Wealthy Families SEGMENT Tech Titans	5%	 GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	13%	 GROUP Young Urban Singles SEGMENT Multicultural Renters	9%
 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	5%	 GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	7%	 GROUP Young Professionals SEGMENT Young Stars	6%

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

DemographicsTrade Area:Closest 70% of Visitors (combined)

Main Street at Town Center
440 Ernest W Barrett Pkwy Nw Kennesa...



Persona

Live™

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Main Street at Town Center		
5 MI		
	GROUP Ultra Wealthy Families SEGMENT Sky High	12%
	GROUP Young Professionals SEGMENT Rising Professionals	10%
	GROUP Wealthy Suburban Families SEGMENT Babies Burbs & Blessings	10%
	GROUP Upper Suburban Diverse Families SEGMENT Flourishing Fusion	8%
	GROUP Wealthy Suburban Families SEGMENT Fusion Families	7%

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



DemographicsTrade Area:Closest 70% of Visitors (combined)

Main Street at Town Center

PROPERTIES	Main Street at Town Center			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	1.90M	9.97K	58.68K	189.48K
5-Year Population Growth Rate	6.5%	4.1%	4.9%	5.1%
Total Daytime Population	2.07M	9.81K	98.35K	227.01K
Average Household Income	\$161K	\$113.2K	\$113.7K	\$133.6K
Total Households	751.02K	3.56K	23.66K	72.25K
Average Home Value	\$609.5K	\$419.6K	\$435.2K	\$498.1K
Bachelor's Degree and Higher	52.7%	58%	43.9%	46.9%
Employed	97.3%	96.3%	95.9%	96.7%





Main Street at Town Center

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Trade Area



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K

Median Income

Well Above Average



40

Median Age

Below Average



50%

Married %

Below Average



26%

Children %

Well Below Average



41%

Renting %

Below Average



0.3%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



61.33K

Median Income

Well Above Average



34

Median Age

Below Average



20%

Married %

Well Below Average



9%

Children %

Well Below Average



76%

Renting %

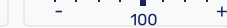
Slightly Below Average



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



- Trade Area



#dogs, #believe, #datenight, and #blessed.

*Index=100 is the National Average Across All Segments



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





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



135.70K
Median Income

Well Above Average



43
Median Age

Below Average



70%
Married %

Slightly Below Average



41%
Children %

Below Average



21%
Renting %

Well Below Average



0.58%
Population %

Well Below Average



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



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



76.59K

Median Income

Well Above Average



35

Median Age

Below Average



56%

Married %

Below Average



41%

Children %

Below Average



27%

Renting %

Well Below Average



1.91%

Population %

Well Below Average



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



Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



61.33K
Median Income

Well Above Average



34
Median Age

Below Average



20%
Married %

Well Below Average



9%
Children %

Well Below Average



76%
Renting %

Slightly Below Average



0.8%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Multicultural Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



46.81K

Median Income

Well Above Average



31

Median Age

Below Average



38%

Married %

Below Average



41%

Children %

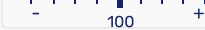
Below Average



70%

Renting %

Slightly Below Average



1.19%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Young Stars

Early-career, high-income young professionals renting near city centers or in nice, denser suburbs. Six times as likely to visit local coffee shops and three times as likely to visit breweries. Their diverse interests include sports, news, and the great outdoors (they follow REI and Backcountry on social). Big fans of natural and organic, they shop at co-op grocers, like smoothies, and hit the juice bar much more often than the average American... perhaps as a post-workout treat. Speaking of working out, their favorite gyms (like Barre3 and CycleBar) feature group classes. They discuss various work and leisure topics on social like #Trending, #WorkFromHome, #Yoga, #StrangerThings, #SEO, #Vinyl, and #Cats.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



75.40K

Median Income

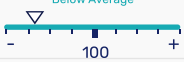
Well Above Average



36

Median Age

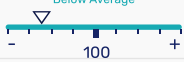
Below Average



42%

Married %

Below Average



26%

Children %

Well Below Average



48%

Renting %

Below Average



1.74%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	455
Relax The Back	309
Honest 1 Auto Care	237
Williams-Sonoma	237
Fred Meyer	236
Warby Parker	232
Orvis	228
EarthWise Pet	221
Athleta	218
REI	217
Scandinavian Designs Furniture	217



Restaurant

COMPANY	INDEX
Little Greek Fresh Grill	296
Black Rock Coffee Bar	268
Ziggi's Coffee	250
Pei Wei Asian Diner	247
Snooze	247
Baja Fresh	236
Café Zupas	235
Bruegger's	233
Einstein Brothers	227
MOOYAH	224
Maple Street Biscuit Company	210



Grocery

COMPANY	INDEX
King Soopers	316
National Co-op Grocers	274
Whole Foods Market	235
Shaw's	214
Harris Teeter	206
Trader Joe's	204
Wild Fork Foods	204
The Fresh Market	203
Natural Grocers	196
Sprouts Farmers Market	186
Total Wine & More	183



Fitness

COMPANY	INDEX
CorePower Yoga	270
barre3	267
Fitness Together	251
CycleBar	231
SPENGA	223
Fitness 19	222
Lifetime Fitness	220
Genesis Health Clubs	213
EOS Fitness	212
VASA Fitness	210
StretchLab	200



Entertainment

COMPANY	INDEX
Pinot's Palette	198
Toptracer	180
Color Me Mine US	161
Century Theatres	161
Main Event Entertainment	159
Main Event Entertainment	159
Topgolf	158
Topgolf	158
Color Me Mine	155
Altitude Trampoline Parks	151
Painting with a Twist	147



Other

COMPANY	INDEX
Floyd's 99 Barbershop	299
Best Friends Pet Care	290
Lifespan	279
Champions	249
Xplor	249
Roosters	232
Primrose Schools	230
Woof Gang Bakery & Grooming	227
KidStrong	227
Sparkling Image Car Wash	227
MassageLuXe	225



Main Street at Town Center

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Radius: 1 mile



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

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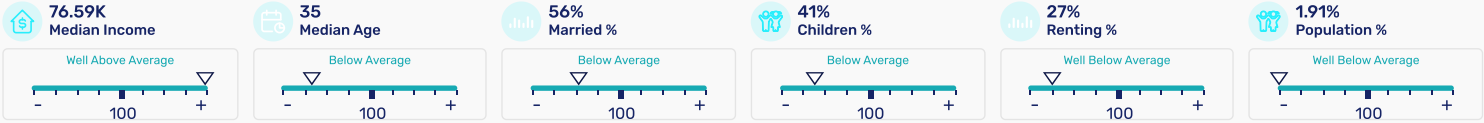


Flourishing Fusion

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		Restaurant		Grocery		Fitness	
COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX	COMPANY	INDEX
Quarles Fleet Fueling	302	Johnny Brusco's	420	Harris Teeter	270	Onelife Fitness	294
Three Dog Bakery	280	Shane's Rib Shack	419	Food Lion	245	Burn Boot Camp	214
Rooms To Go	263	Jim N Nick's	345	Virginia Alcoholic Beverage Control Authority	236	WORKOUT ANYTIME	198
pOpshelf	259	American Deli	339	Publix Super Markets	224	Gold's Gym	165
EXPRESS OIL CHANGE	254	Eggs Up Grill	318	Giant Food	199	GNC (General Nutrition Centers)	150
RaceTrac	247	Little Greek Fresh Grill	282	Lidl US	184	9Round	148
Havertys	247	Metro Diner	275	Winn Dixie	182	Crunch	143
Precision Tune Auto Care	235	Rock N Roll Sushi	272	Kroger	173	Stretch Zone	130
Royal Farms	227	Maple Street Biscuit Company	261	Bravo Supermarkets	168	VASA Fitness	129
Superior Distribution	225	LEDO Pizza	260	Spec's Wine, Spirits & Finer Foods	166	HOTWORX	120
Spectrum Paint	222	Marco's Pizza	259	Weis Markets	150	The Vitamin Shoppe	115

Entertainment		Other	
COMPANY	INDEX	COMPANY	INDEX
Painting with a Twist	175	The Sunshine House	437
Urban Air Adventure Park	166	Kids 'R' Kids	370
Main Event Entertainment	157	Childcare Network	359
Main Event Entertainment	157	Navy Federal Credit Union	356
Altitude Trampoline Parks	157	Cadence Academy Preschool	315
AMF Bowling Centers	126	The Children's Courtyard	296
Get Air	125	Atrium Health	273
Cinemark Theatres	121	Pet Paradise Resort and Day Spa	271
Regal Entertainment Group	120	Tidal Wave Auto Spa	267
Sky Zone Indoor Trampoline Park	115	PetSuites	244
Topgolf	114	Synovus Bank	242



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 %

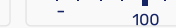
Slightly Below Average



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



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



76.59K
Median Income

Well Above Average



35
Median Age

Below Average



56%
Married %

Below Average



41%
Children %

Below Average



27%
Renting %

Well Below Average



1.91%
Population %

Well Below Average



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



Main Street at Town Center

440 Ernest W Barrett Pkwy Nw Kennesaw, GA 30144 • 104,246 ...



Radius: 3 miles



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





Multicultural Renters

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



46.81K
Median Income

Well Above Average



31
Median Age

Below Average



38%
Married %

Below Average



41%
Children %

Below Average



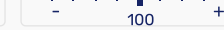
70%
Renting %

Slightly Below Average



1.19%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Young Stars

Early-career, high-income young professionals renting near city centers or in nice, denser suburbs. Six times as likely to visit local coffee shops and three times as likely to visit breweries. Their diverse interests include sports, news, and the great outdoors (they follow REI and Backcountry on social). Big fans of natural and organic, they shop at co-op grocers, like smoothies, and hit the juice bar much more often than the average American... perhaps as a post-workout treat. Speaking of working out, their favorite gyms (like Barre3 and CycleBar) feature group classes. They discuss various work and leisure topics on social like #Trending, #WorkFromHome, #Yoga, #StrangerThings, #SEO, #Vinyl, and #Cats.

Segment Demographic National Overview

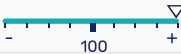
*Index=100 is the National Average Across All Segments



75.40K

Median Income

Well Above Average



36

Median Age

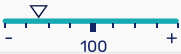
Below Average



42%

Married %

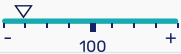
Below Average



26%

Children %

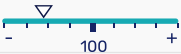
Well Below Average



48%

Renting %

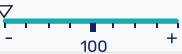
Below Average



1.74%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	455
Relax The Back	309
Honest 1 Auto Care	237
Williams-Sonoma	237
Fred Meyer	236
Warby Parker	232
Orvis	228
EarthWise Pet	221
Athleta	218
REI	217
Scandinavian Designs Furniture	217



Restaurant

COMPANY	INDEX
Little Greek Fresh Grill	296
Black Rock Coffee Bar	268
Ziggi's Coffee	250
Pei Wei Asian Diner	247
Snooze	247
Baja Fresh	236
Café Zupas	235
Bruegger's	233
Einstein Brothers	227
MOOYAH	224
Maple Street Biscuit Company	210



Grocery

COMPANY	INDEX
King Soopers	316
National Co-op Grocers	274
Whole Foods Market	235
Shaw's	214
Harris Teeter	206
Trader Joe's	204
Wild Fork Foods	204
The Fresh Market	203
Natural Grocers	196
Sprouts Farmers Market	186
Total Wine & More	183



Fitness

COMPANY	INDEX
CorePower Yoga	270
barre3	267
Fitness Together	251
CycleBar	231
SPENGA	223
Fitness 19	222
Lifetime Fitness	220
Genesis Health Clubs	213
EOS Fitness	212
VASA Fitness	210
StretchLab	200



Entertainment

COMPANY	INDEX
Pinot's Palette	198
Toptracer	180
Color Me Mine US	161
Century Theatres	161
Main Event Entertainment	159
Main Event Entertainment	159
Topgolf	158
Topgolf	158
Color Me Mine	155
Altitude Trampoline Parks	151
Painting with a Twist	147



Other

COMPANY	INDEX
Floyd's 99 Barbershop	299
Best Friends Pet Care	290
Lifespan	279
Champions	249
Xplor	249
Roosters	232
Primrose Schools	230
Woof Gang Bakery & Grooming	227
KidStrong	227
Sparkling Image Car Wash	227
MassageLuXe	225



Main Street at Town Center

440 Ernest W Barrett Pkwy Nw Kennesaw, GA 30144 • 104,246 ...

➤ Radius: 5 miles



Sky High

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



170.26K
Median Income

Well Above Average



40
Median Age

Below Average



50%
Married %

Below Average



26%
Children %

Well Below Average



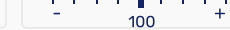
41%
Renting %

Below Average



0.3%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Rising Professionals

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



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



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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



Main Street at Town Center

440 Ernest W Barrett Pkwy Nw Kennesaw, GA 30144 • 104,246 ...



Radius: 5 miles



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



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



76.59K

Median Income

Well Above Average



35

Median Age

Below Average



56%

Married %

Below Average



41%

Children %

Below Average



27%

Renting %

Well Below Average



1.91%

Population %

Well Below Average



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
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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



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

*Index=100 is the National Average Across All Segments



110.24K
Median Income

Well Above Average



36
Median Age

Below Average



68%
Married %

Slightly Below Average



49%
Children %

Below Average



19%
Renting %

Well Below Average



2.23%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
America's Tire	394
Tilly's	382
Hallmark Cards	258
Express	257
Dunn Edwards	250
SpeedDee Oil Change & Auto Service	223
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Toyota	214
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