

2025 ○ —————



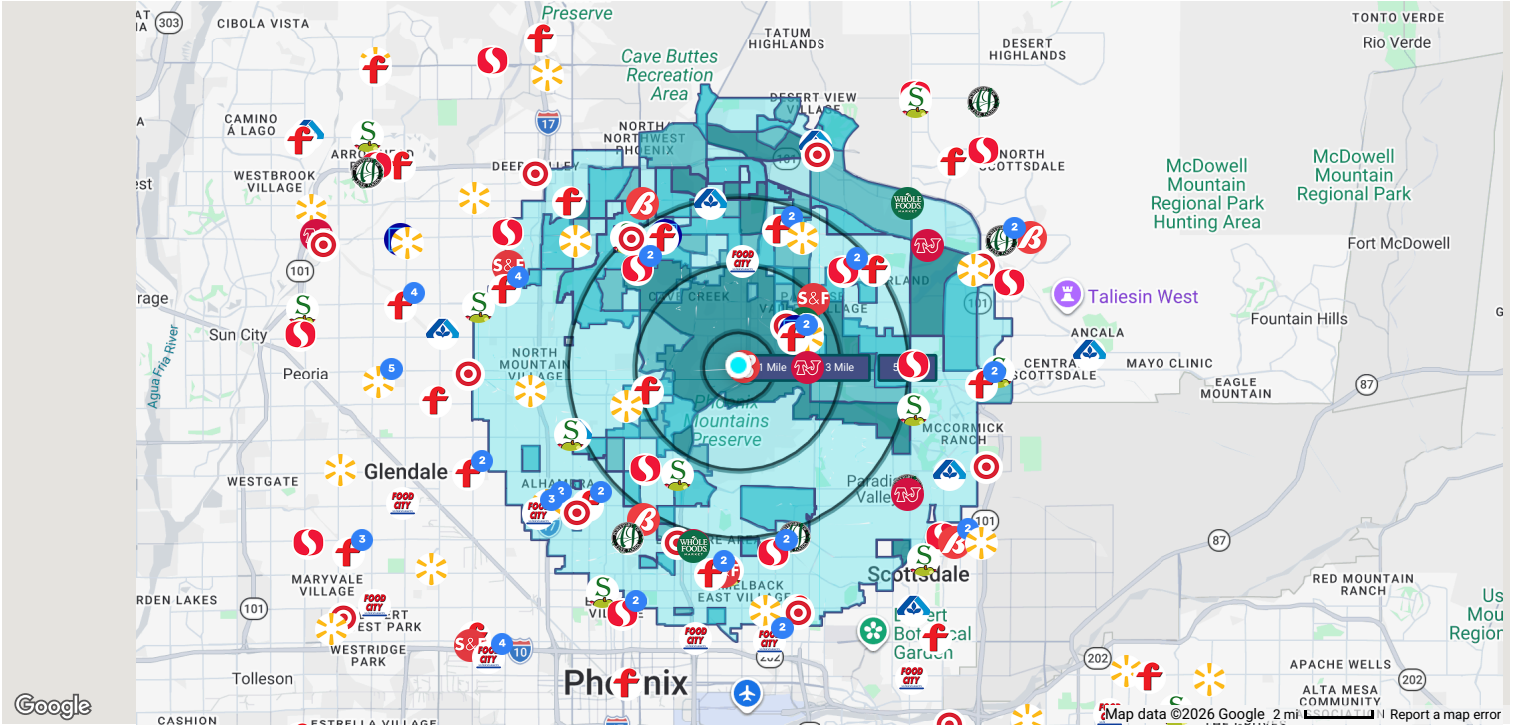
PRIMARY

Paradise Hills Shopping Center

10620 North 32nd Street,
Phoenix, AZ 85028 • 111,773 SF

DemographicsTrade Area:Closest 70% of Visitors (combined)

Paradise Hills Shopping Center



TRADE AREA KEY



This information is compiled from sources which Advan Research Corporation, LLC ("Advan"), does not control and unless indicated is not verified. Advan, its principals, analysts, writers and agents do not guarantee the accuracy, completeness or timeliness of the information provided nor do they assume responsibility for the information reported herein nor for failure to report any matter omitted or withheld. This information and/or any part thereof may not be reproduced, and/or transmitted in any manner whatsoever without the written consent of Advan.

Paradise Hills Shopping Center					
TRADE AREA		1 MI		3 MI	
 GROUP Young Urban Singles SEGMENT Big City Progressives	7%	 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	22%	 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	12%
 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	7%	 GROUP Ultra Wealthy Families SEGMENT Exclusive Exburbs	13%	 GROUP Budget Boomers SEGMENT Snowbird Set	11%
 GROUP Young Urban Singles SEGMENT Adulting	6%	 GROUP Budget Boomers SEGMENT Snowbird Set	9%	 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	10%
 GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	6%	 GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	8%	 GROUP Suburban Boomers SEGMENT Roaring Retirees	6%
 GROUP Young Professionals SEGMENT College	5%	 GROUP Upper Suburban Diverse Families SEGMENT Frugal Fashionistas	7%	 GROUP Young Urban Singles SEGMENT Adulting	6%

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

DemographicsTrade Area:Closest 70% of Visitors (combined)
Paradise Hills Shopping Center
10620 North 32nd Street Phoenix, AZ 85...



Persona

Live™

Powered by



Paradise Hills Shopping Center		
5 MI		
	GROUP Upper Suburban Diverse Families SEGMENT Good Life Citizens	8%
	GROUP Upper Suburban Diverse Families SEGMENT Bootstrappers	8%
	GROUP Young Urban Singles SEGMENT Big City Progressives	6%
	GROUP Budget Boomers SEGMENT Snowbird Set	6%
	GROUP Young Urban Singles SEGMENT Adulting	6%

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



PROPERTIES	Paradise Hills Shopping Center			
VARIABLES	TRADE AREA	1 MI	3 MI	5 MI
Summary				
Total Population	744.97K	12.85K	78.95K	259.86K
5-Year Population Growth Rate	1.9%	-1.5%	-0.4%	1.3%
Total Daytime Population	971.57K	13.76K	70.33K	268.92K
Average Household Income	\$140.1K	\$158.7K	\$134.8K	\$156.1K
Total Households	317.17K	5.30K	34.41K	108.46K
Average Home Value	\$663.7K	\$745.9K	\$634.4K	\$735.4K
Bachelor's Degree and Higher	42.1%	54.5%	43.1%	46.2%
Employed	96.9%	98.7%	96.9%	96.8%



Good Life Citizens

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Big City Progressives

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



51.57K
Median Income

Well Above Average



38
Median Age

Below Average



31%
Married %

Below Average



25%
Children %

Well Below Average



84%
Renting %

Slightly Below Average



0.84%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Adulter

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

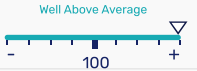
Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



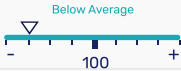
39.54K

Median Income



30

Median Age



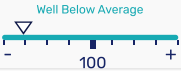
21%

Married %



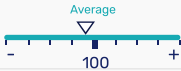
25%

Children %



94%

Renting %



0.82%

Population %



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K

Median Income

Well Above Average



38

Median Age

Below Average



53%

Married %

Below Average



36%

Children %

Below Average



28%

Renting %

Well Below Average



2.11%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186



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 %

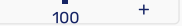
Well Below Average



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



Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K

Median Income

Well Above Average



38

Median Age

Below Average



53%

Married %

Below Average



36%

Children %

Below Average



28%

Renting %

Well Below Average



2.11%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186



Snowbird Set

Modestly retired couples, many living in Florida, these households spend time thinking about their next vacation to the beach or casino. Mainly white and conservative, they watch Fox & Friends (and The View) and follow personalities Greta Van Susteren and David A. Clarke, Jr. Hashtags include #coastalliving, #sunglasses, and #cruise.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



48.73K
Median Income

Well Above Average



69
Median Age

Slightly Below Average



45%
Married %

Below Average



5%
Children %

Well Below Average



19%
Renting %

Well Below Average



0.68%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tire Kingdom	643
The Tire Choice & Total Car Care	573
Pet Supermarket	569
Pinch A Penny	530
Eyeglass World	456
West Marine	410
Bealls	341
Kangaroo Express	325
Tires Plus Total Car Care	310
RaceTrac	308
Tommy Bahama	303



Restaurant

COMPANY	INDEX
Beef 'O' Brady's	474
Metro Diner	435
Sonny's Real Pit Bar-B-Q	335
Miller's Ale House	330
Carrabba's Italian Grill	315
Pollo Tropical	299
Jeremiah's Italian Ice	297
Bonefish Grill	277
Hungry Howie's Pizza & Subs	270
Little Greek Fresh Grill	262
First Watch Restaurants	247



Grocery

COMPANY	INDEX
ABC Fine Wine & Spirits	818
Winn Dixie	534
Publix Super Markets	497
Fry's Food & Drug Stores	484
The Spice & Tea Exchange	277
The Fresh Market	239
Bravo Supermarkets	239
Sprouts Farmers Market	185
Total Wine & More	185
ShopRite	172
Wild Fork Foods	169



Fitness

COMPANY	INDEX
Youfit Health Clubs	291
Stretch Zone	249
EOS Fitness	195
Jazzercise	193
StretchLab	173
The Exercise Coach	162
Powerhouse Gym	158
WORKOUT ANYTIME	154
Fitness Together	154
Retro Fitness	153
CycleBar	151



Entertainment

COMPANY	INDEX
Toptracer	300
Board & Brush	177
Bowlero	166
Painting with a Twist	162
Get Air	150
AMF Bowling Centers	119
Regal Entertainment Group	115
Sky Zone Indoor Trampoline Park	114
Urban Air Adventure Park	106
Topgolf	103
Topgolf	103



Other

COMPANY	INDEX
MassageLuXe	516
Trustco Bank	458
HearUSA	314
Great Expressions Dental Centers	311
Budget Rent A Car	287
Woof Gang Bakery & Grooming	281
Pet Paradise Resort and Day Spa	268
MY SALON Suite	252
Sparkling Image Car Wash	250
Tommy's Express Car Wash	233
AGX Hearing	230



Good Life Citizens

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



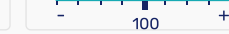
20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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

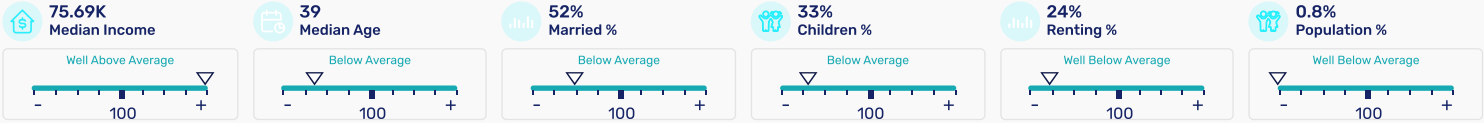


Frugal Fashionistas

Active, educated, and diverse couples and singles in near suburbs. They work professional jobs and social service. They have a tendency to listen to podcasts and are social media users. Perhaps their most interesting feature is their affinity for high-end secondhand stores. Not out of necessity (they are fairly well off) but because of the hunt. They visit stores like Uptown Cheapskate, Clothes Mentor, and Plato's Closet. They live fast lives and enjoy picking up Planet Smoothie after visiting trendy fitness locations like Burn Boot Camps or 9 Round. They follow brands like Williams Sonoma, Target, and Petsmart and hashtag things like #fitstats, #run, #starbucks, and #nationalpuppyday.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments





Good Life Citizens

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Snowbird Set

Modestly retired couples, many living in Florida, these households spend time thinking about their next vacation to the beach or casino. Mainly white and conservative, they watch Fox & Friends (and The View) and follow personalities Greta Van Susteren and David A. Clarke, Jr. Hashtags include #coastalliving, #sunglasses, and #cruise.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



48.73K

Median Income

Well Above Average



69

Median Age

Slightly Below Average



45%

Married %

Below Average



5%

Children %

Well Below Average



19%

Renting %

Well Below Average



0.68%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Tire Kingdom	643
The Tire Choice & Total Car Care	573
Pet Supermarket	569
Pinch A Penny	530
Eyeglass World	456
West Marine	410
Bealls	341
Kangaroo Express	325
Tires Plus Total Car Care	310
RaceTrac	308
Tommy Bahama	303



Restaurant

COMPANY	INDEX
Beef 'O' Brady's	474
Metro Diner	435
Sonny's Real Pit Bar-B-Q	335
Miller's Ale House	330
Carrabba's Italian Grill	315
Pollo Tropical	299
Jeremiah's Italian Ice	297
Bonefish Grill	277
Hungry Howie's Pizza & Subs	270
Little Greek Fresh Grill	262
First Watch Restaurants	247



Grocery

COMPANY	INDEX
ABC Fine Wine & Spirits	818
Winn Dixie	534
Publix Super Markets	497
Fry's Food & Drug Stores	484
The Spice & Tea Exchange	277
The Fresh Market	239
Bravo Supermarkets	239
Sprouts Farmers Market	185
Total Wine & More	185
ShopRite	172
Wild Fork Foods	169



Fitness

COMPANY	INDEX
Youfit Health Clubs	291
Stretch Zone	249
EOS Fitness	195
Jazzercise	193
StretchLab	173
The Exercise Coach	162
Powerhouse Gym	158
WORKOUT ANYTIME	154
Fitness Together	154
Retro Fitness	153
CycleBar	151



Entertainment

COMPANY	INDEX
Toptracer	300
Board & Brush	177
Bowlero	166
Painting with a Twist	162
Get Air	150
AMF Bowling Centers	119
Regal Entertainment Group	115
Sky Zone Indoor Trampoline Park	114
Urban Air Adventure Park	106
Topgolf	103
Topgolf	103



Other

COMPANY	INDEX
MassageLuXe	516
Trustco Bank	458
HearUSA	314
Great Expressions Dental Centers	311
Budget Rent A Car	287
Woof Gang Bakery & Grooming	281
Pet Paradise Resort and Day Spa	268
MY SALON Suite	252
Sparkling Image Car Wash	250
Tommy's Express Car Wash	233
AGX Hearing	230



Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



70.26K
Median Income

Well Above Average



38
Median Age

Below Average



53%
Married %

Below Average



36%
Children %

Below Average



28%
Renting %

Well Below Average



2.11%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RiSE	177
RiSE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186



Roaring Retirees

Retired or near retirement, empty nesters living active and involved lifestyles. These healthy and educated boomers are transitioning their income from career to retirement savings. Showing no signs of slowing down, they are 3x as likely to visit Yoga Studios, Golf Venues, and pick up running shoes at FleetFeet. They are active grandparents and dog parents, dropping the grandkids off at swim school and visiting pet grooming venues at twice the national average. They follow brands like the Honest Company and Black Diamond and hashtag things like #babyshowerideas, #old, and #truelovepets.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



69.14K
Median Income

Well Above Average



49
Median Age

Below Average



48%
Married %

Below Average



20%
Children %

Well Below Average



27%
Renting %

Well Below Average



1.32%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Town Fair Tire	228
QuickChek	210
Ocean State Job Lot	198
Bath Fitter	198
Alltown Markets	193
Golf Galaxy	192
Home & Garden Showplace	191
Pet Supermarket	186
Ethan Allen	184
Honest 1 Auto Care	183
Cumberland Farms	178



Restaurant

COMPANY	INDEX
Philly Pretzel Factory	258
D'Angelo Sandwich Shops	229
Bubbakoo's Burritos	228
Metro Diner	203
Jeremiah's Italian Ice	200
Miller's Ale House	194
Bonefish Grill	192
Cooper's Hawk Winery & Restaurants	190
Rosati's Pizza	188
Bruegger's	185
Friendly's Ice Cream	184



Grocery

COMPANY	INDEX
ABC Fine Wine & Spirits	254
Jewel-Osco	221
Stop & Shop	211
ShopRite	204
Acme Markets	198
The Fresh Market	198
Shaw's	171
Publix Super Markets	171
Wegmans Food Markets	168
Lidl US	163
Harris Teeter	162



Fitness

COMPANY	INDEX
TITLE Boxing Club	225
The Exercise Coach	208
SPENGA	207
StretchLab	178
Powerhouse Gym	170
Pure Barre	167
CycleBar	162
Stretch Zone	160
Burn Boot Camp	158
Crunch	151
Lifetime Fitness	150



Entertainment

COMPANY	INDEX
Painting with a Twist	157
Pinot's Palette	154
Toptracer	153
Board & Brush	148
Sky Zone Indoor Trampoline Park	141
Marcus Theatres	135
Urban Air Adventure Park	129
Regal Entertainment Group	127
Color Me Mine	127
Bowlero	126
Color Me Mine US	121



Other

COMPANY	INDEX
Webster Bank	275
MassageLuXe	218
Virtua	214
MY SALON Suite	214
Champions	209
L.A. Tan	204
Cadence Academy Preschool	203
United States Postal Service (USPS)	202
Trustco Bank	195
Golden Nozzle Car Wash	187
Rockland Trust	186



Adulthood

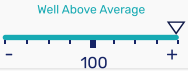
Single, diverse renters working service jobs and transitioning to independent lives. Although many drop out of high school, they often go on to receive vocational skills training. They follow Ebony magazine, watch the SEC and BET, and follow Whataburger on social. They shop at Citi Trends, visit LGBTQ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

Segment Demographic National Overview

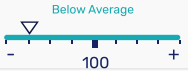
*Index=100 is the National Average Across All Segments



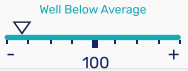
39.54K
Median Income



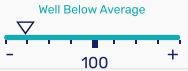
30
Median Age



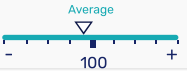
21%
Married %



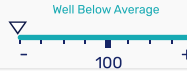
25%
Children %



94%
Renting %



0.82%
Population %



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Good Life Citizens

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



94.03K
Median Income

Well Above Average



41
Median Age

Below Average



58%
Married %

Below Average



32%
Children %

Below Average



20%
Renting %

Well Below Average



1.81%
Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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



Bootstrappers

Upper-middle income families near cities, working management roles in service, blue-collar, and admin jobs. These people work hard. They have the highest income to education ratio of all segments (many do not have college degrees). A steady source of entertainment is TV: They watch TLC, Disney, Animal Planet, and Showtime. Their favorite TV shows include American Horror Story, Impractical Jokers, and Mythbusters. Even their favorite magazine is TV Guide. They drive Jeeps and Dodges. Although not fashion-focused, they enjoy casual restaurants like Papa Murphy's, Friendly's, and Miller's Ale House. They follow Snooki, Dane Cook, Linkin Park, and hashtag things like #workingprogress, #kids, #fakenews, and #labordayweekend.

Segment Demographic National Overview

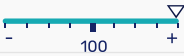
*Index=100 is the National Average Across All Segments



70.26K

Median Income

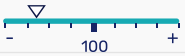
Well Above Average



38

Median Age

Below Average



53%

Married %

Below Average



36%

Children %

Below Average



28%

Renting %

Well Below Average



2.11%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

COMPANY	INDEX
Plaid Pantry	447
Fred Meyer	419
Rodda Paint	392
Mor Furniture for Less	371
Jacksons Food Stores	370
Les Schwab	330
Tire Factory	310
Brake Masters	295
Safeway Fuel	288
Brakes Plus	257
Superior Pool Products	251



Restaurant

COMPANY	INDEX
Black Rock Coffee Bar	480
Port of Subs	391
The Human Bean	373
Dutch Bros Coffee	347
Pizza Factory	317
Ziggi's Coffee	292
Swig	289
Kneaders Bakery & Cafe	280
Rosati's Pizza	275
TacoTime	271
Arctic Circle	258



Grocery

COMPANY	INDEX
Fry's Food & Drug Stores	462
WinCo Foods	342
CHEF'STORE	297
King Soopers	265
Grocery Outlet	253
Stop & Shop	226
Smith's Food & Drug Stores	221
Safeway	221
Albertsons	207
Jewel-Osco	190
Stater Bros. Markets	188



Fitness

COMPANY	INDEX
VASA Fitness	291
EOS Fitness	253
Retro Fitness	216
Chuze Fitness	193
RISE	177
RISE	177
Curves	170
Youfit Health Clubs	159
LA Fitness	149
Nutrishop	144
WW (Weight Watchers)	135



Entertainment

COMPANY	INDEX
AMF Bowling Centers	209
Bowlero	162
Altitude Trampoline Parks	147
Color Me Mine	132
Pinot's Palette	127
Century Theatres	125
Sky Zone Indoor Trampoline Park	124
Regal Entertainment Group	122
Urban Air Adventure Park	121
Get Air	120
Board & Brush	115



Other

COMPANY	INDEX
Umpqua Bank	340
Champions	314
Comfort Dental	261
WaFd Bank	248
Tutor Time	242
PostNet	221
Santander Bank	214
Webster Bank	211
Quick Quack Car Wash	209
VCA Animal Hospitals	186
Rockland Trust	186

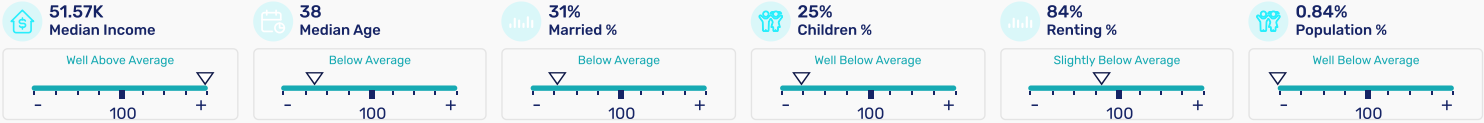


Big City Progressives

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail

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

Restaurant

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

Grocery

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

Fitness

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

Entertainment

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

Other

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

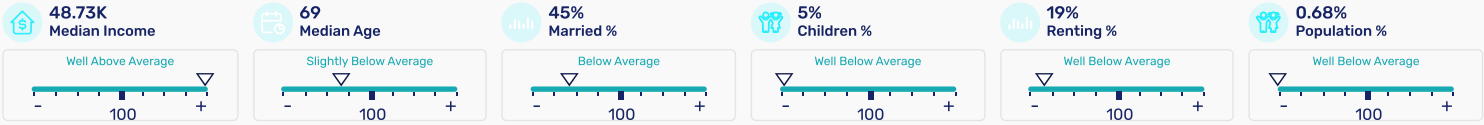


Snowbird Set

Modestly retired couples, many living in Florida, these households spend time thinking about their next vacation to the beach or casino. Mainly white and conservative, they watch Fox & Friends (and The View) and follow personalities Greta Van Susteren and David A. Clarke, Jr. Hashtags include #coastalliving, #sunglasses, and #cruise.

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



National In-Store Visitation Trends

Retail	
COMPANY	INDEX
Tire Kingdom	643
The Tire Choice & Total Car Care	573
Pet Supermarket	569
Pinch A Penny	530
Eyeglass World	456
West Marine	410
Bealls	341
Kangaroo Express	325
Tires Plus Total Car Care	310
RaceTrac	308
Tommy Bahama	303

Restaurant	
COMPANY	INDEX
Beef 'O' Brady's	474
Metro Diner	435
Sonny's Real Pit Bar-B-Q	335
Miller's Ale House	330
Carrabba's Italian Grill	315
Pollo Tropical	299
Jeremiah's Italian Ice	297
Bonefish Grill	277
Hungry Howie's Pizza & Subs	270
Little Greek Fresh Grill	262
First Watch Restaurants	247

Grocery	
COMPANY	INDEX
ABC Fine Wine & Spirits	818
Winn Dixie	534
Publix Super Markets	497
Fry's Food & Drug Stores	484
The Spice & Tea Exchange	277
The Fresh Market	239
Bravo Supermarkets	239
Sprouts Farmers Market	185
Total Wine & More	185
ShopRite	172
Wild Fork Foods	169

Fitness	
COMPANY	INDEX
Youfit Health Clubs	291
Stretch Zone	249
EOS Fitness	195
Jazzercise	193
StretchLab	173
The Exercise Coach	162
Powerhouse Gym	158
WORKOUT ANYTIME	154
Fitness Together	154
Retro Fitness	153
CycleBar	151

Entertainment	
COMPANY	INDEX
Toptracer	300
Board & Brush	177
Bowlero	166
Painting with a Twist	162
Get Air	150
AMF Bowling Centers	119
Regal Entertainment Group	115
Sky Zone Indoor Trampoline Park	114
Urban Air Adventure Park	106
Topgolf	103
Topgolf	103

Other	
COMPANY	INDEX
MassageLuXe	516
Trustco Bank	458
HearUSA	314
Great Expressions Dental Centers	311
Budget Rent A Car	287
Woof Gang Bakery & Grooming	281
Pet Paradise Resort and Day Spa	268
MY SALON Suite	252
Sparkling Image Car Wash	250
Tommy's Express Car Wash	233
AGX Hearing	230



Adulting

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

Segment Demographic National Overview

*Index=100 is the National Average Across All Segments



39.54K

Median Income

Well Above Average



30

Median Age

Below Average



21%

Married %

Well Below Average



25%

Children %

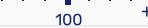
Well Below Average



94%

Renting %

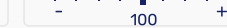
Average



0.82%

Population %

Well Below Average



National In-Store Visitation Trends



Retail

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



Restaurant

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



Grocery

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



Fitness

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



Entertainment

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



Other

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